

Investment of YU Students in American Professional Sports at
Different Educational Phases

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In 2015, Gallup, an American analytics company, reported that 59% of Americans identify as fans of American Professional Sports (Jones, 2019). And the commitment runs deep: a 2016 CBS News poll reported that 56% of Americans will rearrange their schedule to accommodate the viewing of a sporting event (Stewart, 2016). In light of the sports rage in the United States, I, as a Modern Orthodox college student, aim to see what trends of sports investment exist in my community of contemporaries. Yeshiva University is the flagship institution representing Modern Orthodoxy in the United States, so its population of students could serve as a good sample to track the existence and extent of sports fandom among the general cohort of Modern Orthodox college-aged students. I am particularly interested in any changes in spectator sport-related behavior at different educational phases, such as high school, *yeshiva*, and college. As a high schooler, I was an intense fan of the New York Rangers. After time spent studying in my "Year in Israel," my sports-watching habits decreased significantly, for various reasons, and those new tendencies trickled over to my experience as a college student, where I was less invested in the New York Rangers than I had been in high school. I therefore intend to establish whether there exist systematic differences in sports investment in YU students from high school to college as well as discern potential defining characteristics of one's "Year in Israel" that could account for such changes.

Further, though there has been much literature on Modern Orthodox high school and college students in terms of their education (Bieler, 1986) and issues that exist within the community, there has been little-to-no research done on the role of sports in the lives of religious Jewish children and young adults and how invested they are in sports following and culture. Data in these areas would be helpful in that it would provide an indication as to how Modern Orthodox

adolescents, as a subpopulation and significant minority in America, see themselves in relation to overall American sports culture.

Literature Review

Why People Are Sports Fans

Investing and relating to a specific team provides a fan with an identity and a sense of belonging. What team he roots for can convey details of his personality (Conan, Deitsche, & Hirt, 2006) that he wants others to know about him. For example, someone who is a fan of the New York Yankees associates himself with tradition and class, while one who cheers on the New York Mets presents himself as a fighter, as someone who cheers on the underdog. Further, being a fan of a sports team allows one to feel like he is a part of something bigger (Simons, 2015). The sense of self that this investment provides fans extends to how they feel about themselves. A 2019 study found that people who identify as sports fans and watched sports games had higher levels of self-esteem- especially when their team won (McConnell, 2009), but even when the team they were rooting for lost (Preidt, 2019). Moreover, sports fans were found to have higher overall levels of self-esteem because as a result of their being part of a larger community, it is harder to feel isolated and lonely (Stone, 2014).

In fact, social identity is a huge component of one's investment in professional sports (Tajfel & Turner, 1979). The feeling of being part of something bigger is not just in reference to the sports team itself, but also in terms of the larger community of fans that come together bonding over a common goal, as shared group identity leads to increased levels of sociability (Ko, Yeo, Lee, Lee, & Jang, 2016). People were found to be more likely to talk to strangers while watching

sports games and events (Dezfuli, Khalilbeigi, Muhlhauser, & Geerts, 2011). Indeed, a study in Silicon Valley concluded that people are more likely to socialize and are generally more interactive with others while watching sports than while in other settings, both in online forums and in-person (Geerts, Cesar, & Bulterman, 2008). Sports fandom is a social endeavor; approximately 98 percent of fans meet up with someone else when attending a sporting event (Reece & Penhallurick, 2009). There is a natural sense of camaraderie and friendship in sports fans communities (Yoshida, Gordon, Heere, & James, 2015). Retaining membership in such communities, therefore, takes on serious importance.

Fans take pride in their staunch commitment to their sports teams, as they feel like their loyalty demonstrates positive character traits about them (Leonhart, 1984). Along these lines, being a sports fan enables someone to invest deeply in something with no tangible real-life consequences (Sternbergh, 2011). Moreover, spectator sports, for many Americans, provide an escape from reality and an enjoyable leisure outlet after a long workday (Min, 2012). Sports also instill a general sense of hope in its fans. As sports psychologist, Ed Hirt, noted, even in the event that a person's favorite team loses, "there is always next season" (Conan, Deitsche, & Hirt, 2006).

Educational Phases

The watching of sports is prevalent at a high school level. Many students engage in spectator sports so as to avoid isolation amongst their peers (Jamieson, 2009). Additionally, "age-graded life transitions," such as high school graduations, were found to significantly impact general fandom and behaviors (Vroomen, 2004). This could be because at milestone stages, people undergo identity changes, of which sports affiliation plays a big component, as mentioned above

(Cavicchi, 1998). Furthermore, at a high school level, parents may play a role in a child's sports investment, including dictating the amount of television their high schooler can watch, allocating a certain amount of money to buy them sports merchandise, and taking them to games. Parents often use sporting events and related practices a way of bonding with their moody teenagers (Peters, Fitch, Huston, Wright, & Eakins, 1991).

At a college level, however, those parental controls or facilitations of sports fandom do not exist in the same way. Money spent by college students on sporting events now comes out of their own pockets. Even so, a 2004 study reported that a large percentage of college students consider themselves to be sports fans (Dietz-Uhler, Harrick, End, & Jacquemotte, 2000). Sports fandom amongst college students is often fostered by strong university sports culture, which, in turn, leads to higher rates of the watching of American professional sports (Makovits & Smith, 2007). College students in America also deem the following of sports to be a key component to an elevated social status amongst peers (End, Kretschmar, & Dietz-Uhler, 2004).

Torah and Sports

Certain Christian sects, starting with the Puritans, rejected sports for their secular nature and their potential to morally corrupt participants ("Sports and Religion," n.d.). Judaism's perspective on spectator sports, on the other hand, is a complicated one. The medieval commentator Rashi, explained the verse in Leviticus 18:3, "and in their practices you shall not follow," to be in reference to refraining from participating in the social customs of the Canaanites, such as [attending] "theaters and stadiums," as these performances echo practices of the idol worship, from which Jews must distance themselves. In reference to Rashi's understanding, 20th-

century decisor of Jewish Law, Rabbi Moshe Feinstein, issued a responsum in which he explained that attending theaters is not a violation of idol worship.^{1 2} Nonetheless, Rabbi Feinstein rejected attendance at sporting events, citing promiscuity and a waste of time that could otherwise be spent learning Torah.

More contemporary rabbis, however, deem attending and following sporting events to be permitted, as they provide a healthy setting for relaxation and rejuvenation, with less, or at least no more, promiscuity than one would find via other avenues. This could also be because the perspective of American Jews towards leisure has shifted dramatically in the last century, to a more positive one, given that American Jews are no longer immigrants working in each spare second to earn a living, but rather are generally in a state of financial stability and success (Berger, Jacobson, & Waxman, 2007). With more leisure time than before, American Jews in today's society- even and especially Ultra-Orthodox ones- are invested in professional sports, going as far as betting on outcomes of sporting events (Gurock, 2005).

The “Year in Israel”

Many Modern Orthodox Yeshiva Day School students take a year off after high school to learn in a *yeshiva* in Israel for their “Year in Israel.” This experience (which students sometimes choose to partake in for longer than a single year), often has a heavy emphasis on Judaism and religious thought and provides students with direct encounters with Jewish texts for hours a day.

¹ Moshe Feinstein, *Iggerot Mosheh* (New York, 1959), *Yoreh De'ah* no. 8:4:11

² Rabbi Mordechai Willig, Rosh Yeshiva of YU, explained this to mean that Rashi was referring to stadiums that housed performances that resulted in death, such as gladiator battles and bullfighting, which reflect idolatrous practices.

As a result, a 2007 study found that students of Modern Orthodox Yeshiva Day schools reported and explained their behaviors to be more committed to traditional norms, less focused on and interactive with general secular culture, and express a stronger commitment to Torah study following the “Year in Israel” (Berger, Jacobson, & Waxman, 2007). In fact, 75% of students expressed an intention to spend more time committed to Torah study after their “Year in Israel” than before it. Plus, studies show that unlike a semester abroad at university, whose impact weakens in a relatively short-term time-frame (Nash, 1976), the “Year in Israel” has a lasting impact, certainly through a student’s college years, in areas such as commitment to Torah study and Jewish ethics and values, as well as how one spends his time (Berger, Jacobson, & Waxman, 2007).

Given the identity shifts that generally occur at a high school level, when students begin to think critically and formatively about who they want to become, the “Year in Israel” is a particularly propitious stage for Torah inspiration to take root as part of a student’s core. After being exposed to biblical and rabbinic literature for hours a day, there is strong potential for a religious teenager to begin to shift his outlook to a more all-encompassing Torah perspective. Thus, in light of the aforementioned literature, I aim to see whether there are noticeable differences in the sports investment and behaviors of the YU students I studied between high school and college. How invested are YU students in sports while in high school and YU? Does “the Year is Israel” and its heavy Torah influence have an impact on their sports-watching and related behaviors? Is the effect a lasting one?

Methods

Participants

Students (N=329) at Yeshiva University (including Yeshiva College, Stern College, and Sy Syms School of Business) of the 2018-2019 school year were recruited for this study with an incentive to be entered into a raffle for a \$25 Amazon gift card. The survey was distributed via a YU student email list acquired from The Commentator, the YU student newspaper, as well as via social media, in WhatsApp and Facebook groups whose members were comprised of YU students exclusively.

Design and Procedure

The independent variable studied was the educational phase of a student, at Time 1 (T₁, High School), Time 2 (T₂, the “Year in Israel”) and Time 3 (T₃, College). The dependent research variable researched was investment in professional American sports, as measured by factors such as time spent watching games and highlights (Mahoney & Moorman, 2000) and attendance at games (Wan, Bayens, & Driver, 2004), as well as the purchase of merchandise (Lee & Ferreira, 2011) and the wearing and owning of memorabilia (Mahoney, Nakazawa, Funk, James, & Gladden, 2002, Robinson Trail, & Kwon, 2004).

A survey, comprised of 87 mostly multiple-choice questions, was sent to YU students inquiring about their investment (as measured by the above- mentioned factors) in four major professional American sports leagues, Major League Baseball (MLB), National Football League (NFL), National Basketball Association (NBA), and National Hockey League (NHL), throughout their years in high school and in YU. Relevant answer options provided for each question can be

seen in Tables 1-16. Additionally, in order to shed light on the possible impact of T2 on the sports fandom behaviors and perspectives of YU students at T3, respondents were asked some questions to gauge whether they thought their sports-related behaviors increased, decreased, or stayed the same from T1 to T2 and why they thought such changes occurred.

Fewer questions about specific sports investment and behaviors were asked at T2, because T2 served as a point of comparison between T1 and T3. Questions at T2 were aimed at discerning identifying characteristics of respondents in attempt to explain discrepancies and relevant underlying motivations between Times 1 and 3.

In organizing the data, respondent feedback was broken down into independent variables as represented by the following categories: sex (men, women), type of college (Yeshiva College, Stern College, Sy Syms School of Business), morning program (MYP, SBMP, IBC, JSS, No Morning Program), religious affiliation (Modern Orthodox light, Modern Orthodox, Modern Orthodox stringent, Yeshivish, Charedi, formerly religious, abbreviated as OTD, Other), the number of years one spent studying in Israel (no years, one year or less, one and a half years, two years, more than two years), and what type of yeshiva one attended while in Israel (All-American, Hesder with an American Program, Israeli with no American Program, College-esque gap year, International, Other). See “Conceptual Definitions” for further explanations and description of these categories. Survey answers were categorized like this in order to attempt to explain any trends that were found. Were there to be a trend in a certain group with strong identifying characteristics, their traits could be used to understand the motivation behind potential changes in their sports behavior.

Measures

Answer options varied in terms of hours invested in watching games and number of games attended, depending on the sport. The MLB season, for example, is 162 games long, with games, approximately three hours long, occurring every night of the week. By contrast, leagues such as the NHL and NBA have 82 games a season, with each game lasting two and a half hours in duration and occurring approximately two to three times a week. An NFL season, on the other hand, is 16 games long, with an approximate three-hour duration per game per team. Answer options were modified accordingly. The answer choices provided the question regarding hours invested in games and highlights per sport aimed to reflect if one watched fewer than the number of games aired per week per team, approximately the same number of games aired per week per team, or more games than aired per week per team. Questions about hours watched and games attended for the NBA and NHL provided the same answer choices, as the duration of both their respective games and seasons are identical. Merchandise answer choices ranged from 0 to 9+ to indicate no, casual, or extreme commitment to one's sports teams (O'Connell, 2019b). In terms of game attendance, the highest answer choice given was approximately a 1/4 of each sport's respective season, or, about 1/2 of a given team's home games, to imply intense following of a sport (Benjamin, 2018, O'Brien, 2017). These answer options for game attendance were thus approximately calculated. Answer choices for money investment were the same for all four sports, as calculated based on respective prices of jerseys, hats and general memorabilia, and the averages cost of games for each sport ("Cheer Smarter," n.d., O'Connell, 2019a).

Data was analyzed using averages of ordinally scaled variables representing the respective answer options, with an ordinal average of 1.000 indicating no sports investment (i.e. zero hours watched/merchandise owned/games attended/money spent), and a higher average indicating

greater amounts of time/money/game attendance allocated towards a specific sport. Notably, in the questions that asked about the amount of money spent on sports-related products and activities, the category of “not sure” was not calculated into the ordinal average. This is because the number that represents the ordinal category of the “not sure” is six, which would generally indicate a larger amount of money investment. That being said, the answer of “not sure” does not reflect a monetary value. It is also important to note that ordinal averages only reflect the average categories the respondents selected while answering, but do not indicate an actual value, like an interval scale would. An ordinal scale was chosen because having categories with a range of options, as opposed to a long list of many specific answer options, was less likely to overwhelm the respondent, both in terms of the number of choices and the length of the question as well as his ability to most accurately recall the answer to the question.

Additionally, the percent differences between Times 1 and 3 ($T_3 - T_1$) were used to depict the differences in the “most extreme” answer choices for each category (i.e. the lowest investment as well as the highest investment for each respective question).

Conceptual Definitions

Questions were asked to help define certain characteristics of those taking the survey that would enable them to be broken up into separate groups to track any trends or themes. Groups that were used most often in the results and analysis sections below and/or are not self-explanatory are described and given context in this section.

Men vs. Women

Men tend to spend more time and are generally more interested in the sports about which this survey inquired than women (Sargent, Zillmann, & Weaver, 1998.) Also noteworthy is the distance of YU's Men's and Women's campuses from professional sports arenas in New York City. The Wilf Campus, where the men study, is an eight-minute drive and 44-minute walk from Yankee Stadium, home of the New York Yankees, an MLB team. The Beren Campus, where women's classes take place, is an 11-minute drive and 16-minute walk from Madison Square Garden, an arena that serves as the home base for the New York Knicks, an NBA team, as well as the New York Rangers, the local NHL squad.

College Attended

Yeshiva College (YC) is the men's liberal arts college on the Wilf Campus in Washington Heights, NY. Stern College (SC) is the women's liberal arts college and is located in Midtown, Manhattan, NY. Sy Syms School of Business is YU's business school. Though Sy Syms classes are mostly located on the campus respective to one's gender, some classes are coed and held across town.

Morning Programs

Yeshiva University mandates its students to take courses with Torah content. Stern College and any female students are required to enroll in (at least) eight credits of Jewish studies for six semesters on campus. Yeshiva College and any male students, on the other hand, select a "morning

program” with varying hours of Torah study and types of Torah studied, depending on the program selected. The Mazer School of Talmudic Studies, MYP, involves 24 hours of intense Talmud study, five days a week, including Sundays (“Undergraduate Torah Studies: Mazer School of Talmudic Studies,” n.d.). Students in the Irving S. Stone Beit Midrash Program, SBMP, devote 17 hours a week to Torah study, including Sundays, and primarily focus on intense Talmud study, as well as Bible, Jewish Law, and Jewish Thought. MYP and SBMP students learn in a *Beit Midrash* setting (“Undergraduate Torah Studies: Irving I. Stone Beit Midrash Program,” n.d.).

Students of Isaac Breuer College of Hebraic Studies, or, IBC, are required to take 12.5 credits of Torah classes a semester which cover an array of Torah topics, such as Bible, Jewish History, Jewish Law, Jewish Thought, and Talmud (“Undergraduate Torah Studies: Isaac Breuer College of Hebraic Studies,” n.d.). The James Striar School, JSS, is for students with minimal background and exposure to Hebrew and Jewish texts. Its students are required to take 12.5 credits of foundational courses in Bible, Jewish Law, Jewish Thought, and Talmud each semester (“Undergraduate Torah Studies: James Striar School,” n.d.). IBC and JSS students learn in a classroom setting. “No Morning Program” is how students- either women, who are not required to enroll in a morning program, or men, who, for whatever reasons are not enrolled in a morning program- were categorized (“Undergraduate Torah Studies Comparison,” n.d.).

Religious Affiliation

Modern Orthodoxy, associated with Rabbi Joseph Dov Soloveitchik and later championed by past YU president Rabbi Dr. Norman Lamm and Rosh Yeshiva Rabbi Dr. Aharon Lichtenstein, is an ideology that preaches steadfast commitment to *halakha*, Jewish Law, and places inherent

value on certain secular subjects, such as math, science, and literature (Helmreich, 1998). Modern Orthodoxy encourages its members to engage in the world around them, albeit while maintaining a religious outlook and the utmost observance to Jewish Law. Nowadays, colloquially, different gradations of Modern Orthodoxy imply different levels of religious observance. Modern Orthodox light indicates a looser interpretation of and/or commitment to *halakha*. Modern Orthodox implies a “middle of the road outlook”, classically open-minded to secular knowledge while still strictly committed to *halakha*. Modern Orthodox stringent connotes a stronger level of commitment to *halakhic* observance and a heavier emphasis on Torah study. Some, though certainly not all, who identify as Modern Orthodox stringent have some *Yeshivish* influences and see less inherent value in certain secular subjects than their typical Modern Orthodox counterparts.

“*Yeshivish*” as a defining characteristic connotes a traditional Orthodox Jew. *Yeshivish* Jews differ from Modern Orthodox ones in that their perspective on university studies is that it is a necessary means to an end of having a job. In the *Yeshivish* community, liberal arts knowledge for the sake of knowledge is not generally deemed to be valuable (Helmreich, 2000, Ginsparg, 2009). Meanwhile, a religious affiliation of Haredi represents a typical Ultra-Orthodox Jew.

“OTD” is an acronym for “Off The *Derekh*,” translated to mean someone who is off the Torah path on which he was raised. In religious vernacular, “OTD” is a term used to describe those who are formerly religious.

Number of Years in Israel

Majority of typical Modern Orthodox American teenagers choose to study in Israel for one year following their high school graduation. A minority of them forgo the experience, going

straight to college. Those who appreciated their “Year in Israel” and feel they have more to gain sometimes stay a second year, referred to colloquially in its Hebrew translation, *shana bet*. *Shana bet* students are those who stay into the second year until January (i.e. a year and a half) or until June (i.e. two years). Though the change undergone by *shana bet* students during their year tends to have a “more lasting impression,” those who stay *shana bet* are often the ones who were most religiously committed going into their *shana aleph*, or first “Year in Israel” (Berger, Jacobson, & Waxman, 2007). Staying for more than two years is less common, though a few students do.

Types of Yeshiva

All-American *yeshivot* are comprised solely of American students. Thus, they are pervaded with the culture of American Modern Orthodoxy. The course load in such institutions often consists of entire mornings of intense Talmud, as well as classes on Bible, Jewish Philosophy, and character growth, as well as prayers services three times a day. These *yeshivot* tend to be largely around the Greater-Jerusalem area (ibid). Students at All-American *yeshivot* tend to have weaker textual and analysis skills than their *Hesder yeshiva* counterparts (Helfgott & Zucker, 1991).

A *Yeshivat Hesder* is a religious Zionist Israeli institution whose native students participate in a five-year program that combines three and a half years of intense Torah study with one of a half years of army service. Many *Hesder yeshivot* have specific overseas programs for visiting American students, who generally study there for a year or two (and, as foreigners, are not required to serve in the army). At a *Hesder yeshiva*, there is scheduled Torah programming and prayer services for about 12 hours a day. Like at an All-American *yeshiva*, though typically at a higher level, Torah study at a *Hesder yeshiva* primarily entails intense Talmud study, for the entire

morning, every morning for five days a week. There are often also courses offered in Bible, Jewish Law, and Jewish Thought in the afternoons. *Yeshivot Hesder* are located all over Israel, and many of their courses are taught in Hebrew (Lichtenstein, 1981).

Students in college-esque gap year program are enrolled in university courses throughout their “Year in Israel.” There is focus on Torah and Jewish Thought, but not in as rigorous a way as a typical *yeshiva* (“The Israel Experience at Bar Ilan University,” n.d).

International *yeshivot* are similar to All-American and *Hesder yeshivot* in the content of learning and structure of their day. However, in addition to Americans and Israelis, their population contains a large percentage of Europeans.

Results

As not all YU students participated in the survey, general results and conclusions cannot be applied to the YU student body as a whole. Any data reported, trends noticed, and conclusions reached, can only be applied to the 329 YU students who participated in this survey.

MLB

Hours Per Week Spent Watching MLB Games/Highlights

The results for this category can be found in Table 1 in the Appendix. Overall, there was an increase from T1 to T3 in the hours spent watching MLB games/highlights amongst YU students. The number of hours invested in MLB games/highlights increased in men, with the ordinal average rising from 2.195 to 2.346, while in women it decreased slightly, from 1.750 to

1.737. Stern College students reported an increase in hours invested, with a rise from 1.676 to 1.733, even though there was 16.76% decrease in the number of Stern students who reported that they watched more than 13 hours of baseball games/highlights per week. Both SBMP and IBC students reported spending more time watching MLB games/highlights at T3 than at T1, with increases from ordinal averages of 1.846 to 2.333 and 2.812 to 2.778, respectively. SBMP students recalled a 28.21% drop in the number of students who reported that they watched zero hours of games/highlights.

The ordinal average of Modern Orthodox Light students increased from 1.222 to 2.600, with 17.78% fewer students reporting that they watched zero hours and 20.00% more students recalling that they 13+ hours at T3 than at T1. *Yeshivish* students spent less time watching baseball games and highlights at T3, with a difference in .500 of their ordinal averages at T1 and T3. Additionally, the percentage of those who responded that they watched zero hours of MLB per week increased by 33.33%, and decreased by 16.67% amongst those who indicated that they watched 13+ hours per week. Those who learned at an All-American *yeshiva* reported more watching of MLB games/highlights as YU students, with an ordinal average of 1.974 at T1 and one of 2.625 at T3. The number of All-American *yeshiva* students who accounted that they watched zero hours of baseball a week decreased by 16.35% at T3, while the number of those who watched 13+ hours a week increased by 7.37%. *Hesder* students witnessed an ordinal average decrease from T1 to T3 of .156, with 9.46% fewer students reporting that they watched zero hours of MLB per week. Those who studied in an International *yeshiva* had an increase in ordinal average of .500 (from 3.000 to 3.500).

Number of MLB Branded Merchandise

See Table 2 in the Appendix. There was an overall increase in the number of items of MLB merchandise owned by YU students at T₃, with a jump in ordinal average of .390, from 2.967 to 3.357. Men reported having fewer items of merchandise at T₃, with a small decrease from 3.402 to 3.260, while women reported high amounts, with an increase of ordinal average from 2.375 to 3.684. The percentage of women who reported that they owned 9+ items of MLB merchandise increased by 11.05 percent from T₁ to T₃. Students in SBMP decreased in ordinal average by .200, as there was a 24.62% increase of students who reported that they owned no MLB merchandise at T₃. This is in spite of the fact that there was a 12.31% increase in SBMP students who reported owning 9+ items from T₁ to T₃. Those not enrolled in a morning program had an increase in ordinal average from 2.333 to 3.588. The number of merchandise owned by *Yeshivish* students lessened from 3.667 to 2.500 between T₁ and T₃. There was also a 50.00% increase at T₃ of *Yeshivish* students who reported that they did not own any MLB merchandise and a 16.67 decrease in the ones who answered that they owned 9+ items.

Students who did not study in Israel owned more merchandise at T₃ than at T₁, with an increase in ordinal average of .205, as well as a 16.67% decrease in those who responded that they did not own any items of merchandise. Those who studied in Israel for two years saw their ordinal average decrease from 3.184 to 2.880, with a 13.58% increase of students who responded that they owned zero items of MLB merchandise. All-American *yeshiva* students reported that the number of merchandise they owned increased at T₃, with an average increase from 3.103 to 3.391, while students of *Yeshivot Hesder* saw a decrease from 3.333 to 3.176. Finally, the ordinal average of the number of items of merchandise owned by college-esque gap year students

increased from 5.000 to 6.000, with a 50.00% increase in those who reported owning 9+ items at T3.

Number of MLB Games Attended Per Season

See Table 3 in the Appendix. There was an overall increase in MLB games attended by YU students from T1 to T3. In that time, the overall ordinal average increased from 2.230 to 2.486. Men's attendance at MLB games decreased from 2.679 to 1.900, with an 11.65% increase in the number of students who reported that they did not attend any professional baseball games. Women's game attendance decreased, from 2.350 to 2.212, though the ordinal average for Stern College students increased from 1.324 to 2.000.

The ordinal average of *Yeshivish* students dropped from 3.167 to 1.000 (i.e. a total of zero games attended), and percentage of those who replied that they did not attend any games increased by 83.33%, while the number of students who reported that they attended 40+ MLB games per season at T1 decreased by 16.67% at T3. *Hesder* students saw a slight decrease in ordinal average from T1 to T3 of 2.468 to 2.353, with a 16.33% increase of students reporting their lack of attendance at MLB games throughout the season. College-esque gap year students saw an ordinal increase from 2.500 to 4.000, with 50.00% fewer students reporting that they attended zero games per season.

Amount of Money Spent on MLB Related Products and Activities

See Table 4 in the Appendix. Overall, the amount of money spent on MLB products and activities by YU students increased from T1 to T3 from 2.230 to 2.486. Amongst men, there was a slight decrease from an ordinal average of 2.038 to 2.021, with an 11.95% increase in the

number of men who reported that they did not spend any money on MLB related things at T3. The discrepancy between T1 and T3 for women, however, was larger, with a .707 increase in money spent as YU students. There was also 2.50% increase in the number of women who reported spending more than \$601 at T3.

Students in MYP spent less money on MLB activities at T3, with a 15.20% increase of students in the morning program recounting that they spent \$0 on things related to professional baseball. Modern Orthodox stringent saw a slight increase in money spent from T1 to T3 (.024 increase in ordinal average), though there was a 10.24% increase in the number of MYP students who reported that they did not spend any money on MLB related activities and products. The percentage of *Yeshivish* students who reported that they did not spend money at all increased by 83.33% at T3, while the percent decrease at T3 of students who spent over \$601 was 16.67.

Those who did not study in Israel increased in their money spending from T1 to T3, with an ordinal average increase of .205 (2.462 to 2.667), even considering the 10.25% increase in those who did not spend any money on MLB related things. The ordinal average of students who studied in Israel for two years decreased slightly (.042) from T1 to T3. 14.19% more *shana bet* students, who studied for two years in Israel, reported that they spent \$0 on MLB items and events at T3 than did at T1.

There was a 16.67% increase from T1 to T3 amongst students of *Hesder yeshivot* who responded that they did not spend any money on activities related to professional baseball. Contrarily, there was a 50.00% decrease in college-esque gap year students who reported that they spent nothing. The ordinal average of college-esque gap year students rose from 2.500 at T1 to 4.000 at T3. Students who attended International *yeshivot* had a 50.00% increase in those who

report that they spent \$0 on MLB products and activities, and the ordinal average of their spending habits decreased by .333 from T1 to T3.

General MLB Trends

The following groups decreased in MLB investment of every category across the board from T1 to T3: Yeshiva College, *Yeshivish*, those who studied for two years in Israel, and those who attended Other *yeshiva*.

By contrast, Overall, Sy Syms School of Business, Stern College, Modern Orthodox stringent, Other religious affiliation, those who did not study in Israel, those who studied for one and a half years in Israel, those who attended an All-American *yeshiva*, and those whose time in Israel was through a college-esque gap year program increased in MLB investment across the board as measured by the aforementioned four categories. Those who studied for more than two years in Israel remained constant in their MLB investment habits from T1 to T3.

NFL

Hours Spent Watching NFL Games/Highlights

The results for hours spent watching NFL games/highlights can be found in Table 5 in the Appendix. Overall, the ordinal average for hours spent watching games and highlights decreased from 2.443 to 2.216 from T1 to T3. The men's average decreased from 2.649 to 2.298, while the women's ordinal average increased from 1.724 to 1.889. MYP students reported a .492 decrease in ordinal average at T3. Modern Orthodox light students invested an ordinal average of .867 hours in NFL games/highlights more at T3 than they did at T1, with 26.67% fewer

respondents reporting that they watched zero hours of games/highlights as YU students than as high school students, and 33.00% more participants reporting that they spend 10+ hours watching NFL games/highlights. By contrast, *Yeshivish* students saw a decrease in ordinal average of 1.800 (i.e. 2.800 at T1 and 1.000 at T3), investing zero hours per week as college students. There was a 60.00% increase at T3 of *Yeshivish* students who reported that they watched zero hours of NFL games/highlights a week, while the percentage of that population who reported that they watch 10+ hours of games/highlights a week decreased by 20.00% at T3.

Students who spent one and a half and two years studying in Israel reported that their NFL watching habits decreased from 3.067 to 2.636 and 2.362 to 1.926 from T1 to T3, respectively. The ordinal average of those who studied for more than two years in Israel dropped from 4.000 to 1.000 (with zero hours of investment reported at T3). Students who studied in a *Hesder yeshiva* also reported that the number of hours they invested in NFL games/highlights decreased from their time in high school to their time in YU, with their ordinal average dropping from 2.527 to 1.973. Students who attended a Haredi *yeshiva*'s ordinal average dropped from 1.500 to 1.000 (indicating zero hours of investment at T3), with 50% more students reporting at T3 that they watched zero hours of games/highlights per week. International *yeshiva* and "Other" *yeshiva* students reported an increase in ordinal average from T1 to T3, with a 2.333 and 3.000, as well as a 66.67 and 80.00% increase in those who watched 10+ hours of games/highlights per week, respectively.

Number of NFL Branded Merchandise

See Table 6 in the Appendix. Overall, the number of NFL branded merchandise decreased from T1 to T3. The men's total also decreased, while the women's ordinal average of merchandise owned increased. Sy Syms' ordinal average decreased from 3.059 to 2.650 from T1 to T3, with a 26.18% increase in those who reported that they owned zero items of NFL merchandise. Modern Orthodox light students reported an increase in the amount of merchandise owned, with 26.67% fewer students responding that they owned zero items at T3 than at T1. The ordinal average for *Yeshivish* students dropped by 1.500, from 3.000 to 1.500, with a 30.00% increase at T3 in the number of students who reported that they had zero items of merchandise. Students who spent no years studying in Israel saw an increase in merchandise ownership, with their ordinal average rising from 2.889 to 4.000, and a 17.78% increase at T3 of those who answered that they owned 9+ items of merchandise. Those who studied in Israel for more than two years, on the other hand, had a 100.00% increase in responses of zero items owned at T3 (and an ordinal drop of 2.000 to 1.000 from T1 to T3). Those who studied at *Hesder yeshivot* reported a decrease in items of merchandise owned, with a 13.27% increase in those who reported that they owned zero items of NFL branded merchandise as a YU student.

Number of NFL Games Attended Per Season

The results can be found in Table 7 in the Appendix. Overall, the ordinal average decreased from 1.287 to 1.247 from T1 to T3. Men and women also reported slight decreases (difference of .033 and .061 from T1 to T3, respectively). The ordinal average of Sy Syms students decreased as well, with 10.59% more students at T3 reporting that they attended zero games. *Yeshivish* students decreased from an ordinal average of 2.200 to 1.000, totaling an average of zero games attended at T3. The percentage of *Yeshivish* students who reported that

they attended zero games increased by 40.00% from T1 to T3, while 20.00% fewer students reported that they attended more than five games per season over the same time frame. The number of NFL games attended per season by students who did not study in Israel increased from an ordinal average of 1.111 to 1.400, with 28.89% fewer students reporting at T3 that they attended zero games. Contrarily, students who learned in *yeshiva* in Israel for more than two years reported a 100% increase at T3 of attendance at no NFL games per season. Their ordinal average from T1 to T3 dropped from 2.000 to 1.000. Additionally, students who studied at International *yeshivot* had a 33.00% increase from T1 to T3 in those who reported that they attended zero NFL games.

Amount of Money Spent on NFL Related Products and Activities

See Table 8 in the Appendix. Overall, the amount of money spent on NFL products and activities decreased. The ordinal average decreased in men from T1 to T3 (1.517 to 1.407) but increased in women (1.286 to 1.333). The amount of money MYP students spent on NFL related things decreased, with a 6.49% increase of those who reported that they spent \$0 a year on and a 3.08% decrease in those who reported that they spent over \$601+ in an NFL season. The amount of money spent by *Yeshivish* students on professional football-related products also went down, with a decrease in ordinal average of 2.600 to 1.000 from T1 to T3, indicating an average investment of \$0 as YU students. Those who spent no years studying in Israel reported an increase in their NFL-related money spending, with their ordinal average increasing from 1.286 to 2.400, as well as the number of respondents who reported that they spent \$0 decreasing by 15.56% from T1 to T3. By contrast, those who spent two years studying in Israel witnessed a decrease of 13.24% from T1 to T3 of students who reported that they did not spend any money on

NFL-related purchases. College-esque gap year students reported a 33.00% percent decrease in those who reported that they spent \$0, and, accordingly, their ordinal average rose from 1.000 to 1.333.

General NFL Trends

The following groups decreased in NFL investment of every category across the board from T1 to T3: Overall, Men, Sy Syms School of Business, MYP, Modern Orthodox stringent, *Yeshivish*, and those who studied for two years in Israel. Those who studied for more than two years in Israel decreased in hours of games/highlights, number of items of merchandise, and games attended, but the amount of money spent on things related to the NFL remained constant from T1 to T3.

NBA

Hours Per Week Spent Watching NBA Games/Highlights

See Table 9 in the Appendix. Overall, there was a slight decrease from T1 to T3 in the number of hours spent watching NBA games and highlights. The overall ordinal average decreased from 2.616 to 2.533. Men also experienced a decrease, from 2.842 to 2.646, including a 12.06% increase in the number of male students who reported that they did not spend any time watching NBA games/highlights. The ordinal average of women, on the other hand, increased from 1.773 to 2.083, with 21.97% fewer female students reporting that they watched zero hours of highlights and games a week, and a 4.55% increase in those who watched over 11 hours a week of basketball.

MYP students reported a smaller amount of time watching the NBA, as their ordinal average dropped from 2.830 to 2.500 from T1 to T3. There was a 12.69% increase of MYP

students at T3 who reported that they did not watch any basketball-related programming. IBC students, on the other hand, increased their NBA watching habits, with their ordinal value of 3.091 rising to 3.500 at T3. They also exhibited a 7.58% increase of students who reported that they watched more than 11 hours of NBA games/highlights per week.

Modern Orthodox light students saw an ordinal increase from T1 to T3 of 3.000 to 5.000. Modern Orthodox stringent and *Yeshivish* students, on the other hand, reported that the time invested in watching NBA games and highlights decreased, with a difference in ordinal average of .309 and .677, respectively. Modern Orthodox stringent students also recounted an 8.16% drop in the number of students who reported that they watched 11+ hours a week of basketball in high school.

Those who studied in Israel for one and a half years, two years, and more than two years, all witnessed decreases in the hours of sports they invested in the NBA at T3. *Yeshivish* students saw a 100.00% rise in the number of students who indicated that they watched zero hours of NBA games and highlights at T3.

Students who attended All-American *yeshivot* saw an increase in ordinal average (2.758 at T1 to 3.000 at T3), while the ordinal average of students of *Hesder yeshivot* dropped from 2.633 to 2.265. The former students had a 4.76% increase in those who watched 11+ hours of NBA games and highlights, while the latter saw a 4.32% decrease in the same category. Students of International *yeshivot* reported a .500 drop in ordinal average from T1 to T3.

Number of NBA Branded Merchandise Owned

See Table 10 in the Appendix. Overall, there was a decrease in the ordinal average representing the number of NBA branded merchandise owned by YU Students from T1 to T3, with a drop from 2.459 to 2.250. Likewise, there was a decrease seen in men, with their ordinal average dropping from 2.572 at T1 to 2.250 at T3. Women, on the other hand, reported an increase from T1 to T3, with the ordinal average originally equaling 2.000, and eventually totaling 2.250.

MYP students recounted a decrease of the ordinal average from 2.717 to 2.306, with an additional 16.14% of those students reporting that they owned no NBA merchandise at T3. Though both SBMP and IBC reported decreases at T3 of 8.34% and 6.67%, respectively, of students who owned zero items of NBA merchandise, the ordinal average for both groups decreased.

Modern Orthodox stringent students detailed a small increase in ordinal average, from 2.469 at T1 to 2.273 at T3, while *Yeshivish* students reported a more dramatic increase, from 4.333 to 2.000 in the same time frame. *Yeshivish* students also conveyed a 33.33% decline in the number of respondents who owned more than nine items of NBA gear.

Those who did not study in Israel saw their ordinal average decrease from 3.000 at T1 to 1.000 at T3, for a total of zero items of merchandise owned during their time at YU. Accordingly, they also exhibited an 83.33% increase in students who reported that they did not own any NBA merchandise during their time at YU. Those who studied for two years in Israel saw their ordinal average drop from 2.389 to 1.375, with a 15.27% increase in responses that indicated no ownership of NBA attire.

The ordinal average of All-American *yeshiva* students rose from 2.545 to 2.810 between T1 and T3, with a 7.79% decrease in the percentage of students who reported that they owned no NBA merchandise. Students of *Hesder yeshivot*, on the other hand, had their ordinal average

drop by .434 (2.375 to 1.941). They also accounted for an 11.64% increase of students who did not own any merchandise at T3.

Number of NBA Games Attended Per Season

See Table 11 in the Appendix. There was an overall decrease in the number of NBA games attended per season amongst the 329 YU students who participated in this survey. The overall ordinal average decreased from 1.806 to 1.683, and there was an 8.98% rise at T3 in the number of students who did not go to any NBA games. Men saw a similar decrease in ordinal average (1.800 to 1.604), as well as a comparable percentage rise at 9.75%. The NBA game attendance of women, on the other hand, increased from an ordinal average of 1.864 to 2.000. Both MYP and SBMP students reported a decline in ordinal averages from T1 to T3 (1.755 to 1.556 and 1.417 to 1.333, respectively), while MYP students exhibited a 14.83% increase in students who reported that they attended zero NBA games per season while studying at YU. IBC students, meanwhile, saw their ordinal average rise from 1.900 to 2.167 with a 16.67% decrease in the number of students who indicated that they attended zero NBA games per season.

Modern Orthodox Light students reported an increase in ordinal average of 2.000 to 3.000 from T1 to T3, while the ordinal average of Modern Orthodox students dropped from 1.714 to 1.417 over the same time period, as well as a 20.24% increase in reports of no NBA game attendance. *Yeshivish* students' game attendance decreased from 2.667 to 1.000, for an average of zero NBA games attended at T3. They also had a 66.67% increase in students who reported that they attended zero NBA games per season at T3.

Students who studied for one and a half years and two years in Israel reported a drop in ordinal average between T1 to T3, from 1.929 to 1.545 and 1.861 to 1.542, respectively. The

former group of students displayed a 29.87% increase in the percentage of students who indicated that they did not attend any NBA games per season while at YU.

Those who learned at an All-American *yeshiva* attended, on average, more NBA games at T3 than at T1 (1.970 at T1, 2.143 at T3). The game attendance of *Hesder* students, on the other hand, dropped from an ordinal average of 1.708 at T1 to 1.353 at T3. There was also a 16.42% increase in the number of *Hesder* students who reported that they did not attend a single game.

Amount of Money Spent on NBA Related Products and Activities

See Table 12 in the Appendix. There was an overall slight increase in the amount of money spent on NBA related products and activities (.054 increase from T1 to T3). Similarly, there was a slight increase for men (.050 increase from T1 to T3). Women, on the other hand, reported a slight decrease in the amount of money spent on NBA activities (.061 decrease from T1 to T3).

MYP's ordinal average remained constant from T1 to T3, though there was a 9.38% increase at T3 of MYP students who reported that they did not spend any money on NBA products and outings. The ordinal average of money spent by *Yeshivish* students dropped from 2.667 to 1.000 from T1 to T3, indicating an average of \$0 allocated towards NBA activities as YU students. Those who did not study in Israel saw a decrease from 1.750 to 1.000 (no money spent at T3).

Those who studied in All-American *yeshivot* increased their NBA spending from 1.667 to 1.810 from T1 to T3. A 13.42% drop in All-American *yeshiva* students who answered that they did not spend any money on NBA related products and activities at T3 as compared to T1. *Hesder* students had a decrease in ordinal average (1.604 to 1.500) as well as a 14.71% increase

at T3 of students who reported that they did not spend any money on things related to professional basketball. International students exhibited an increase from an ordinal average of 1.000 to 2.000 (\$0 of spending to \$1-\$100 of spending) from T1 to T3.

General NBA Trends

The following groups decreased in NBA investment of every category across the board from T1 to T3: *Yeshivish*, those who did not study in Israel, those who studied in Israel for one and a half years, and those who attended a *Hesder yeshiva*. By contrast, those who are not currently enrolled in a morning program and those who studied for one year in Israel exhibited increased NBA investment from T1 to T3 in all four categories. The NBA investment habits of those who identified as “OTD,” or formerly religious, remained constant from T1 to T3.

MYP students decreased in hours of NBA games/highlights watched, number of items of merchandise owned, and number of games attended, but remained constant in the amount of money spent on NBA-related products and activities from T1 to T3.

NHL

Hours Per Week Spent Watching NHL Games/Highlights

See Table 13 in the Appendix for results. Overall, the hours invested by YU students in NHL games and highlights decreased by a drop (a .001 difference in ordinal average between T1 and T3). There was a 6.37% increase in the number of students who reported that they spent zero hours watching professional hockey at T3, but there was also a 4.87% increase in those who watched more than 11 hours a week. Men displayed a .052 increase in ordinal average from T1 to T3. Similar to the overall statistics, there was both an increase at T3 in men who indicated that

they watched zero hours of NHL games and highlights (13.37%), as well as a 4.59% increase in the number of students who watched more than 11 hours a week. Women displayed an ordinal increase between T1 and T3 of .167. The percentage of students who reported that they did not watch any NHL games and highlights decreased by 15.83%, and the percentage of those who watch more than 11 hours per week increased by 5.83%.

MYP students exhibited a decline in ordinal average from T1 to T3 of 2.200 to 2.000, with 14.44% more of its students declaring that they do not spend any time watching professional hockey at T3.

Modern Orthodox Light students saw their ordinal average increase from 2.333 to 4.000, with a 33.00% decline in those who reported that they did not watch any NHL games and highlights. Modern Orthodox and Modern Orthodox stringent students saw a slight decline in ordinal averages, from 2.053 at T1 to 1.900 at T3 and 2.548 to 2.476 in that same time frame, respectively. The ordinal average of *Yeshivish* students decreased from 1.750 at T1 to 1.000 at T3, indicating no watching investment in NHL related programming during their time at YU.

Those who spent no time studying in Israel for the year reported an increase in ordinal average from 2.857 at T1 to 3.000 at T3, even though the percentage of those students who reported having watched more than 11 hours of NHL games and highlights per week decreased at T3 by 14.29%. Students who studied in Israel for two years and more than two years saw decreases in their NHL watching habits, with a change in ordinal average from 1.762 and 2.500 at T1 to 1.545 and 2.000, respectively.

Students of All-American *yeshivot* reported an increase in ordinal average of 1.938, from 1.938 at T1 to 3.875 at T3. All-American *yeshiva* students, though they had a 12.50% increase in those who reported that they did not watch any NHL games or highlights while at YU, also

exhibited a 31.25% increase in those who watched more than 11 hours of such programming per week. *Hesder* students, by contrast, showed a decrease in ordinal average from 1.793 at T1 to 1.619 at T3 and had a percent increase of 48.86% at T3 of those who responded that they devoted zero-hours towards watching professional hockey games and highlights per week.

Number of NHL Games Attended Per Season

See Table 15 in the Appendix. Overall, there was an increase in NHL game attendance amongst YU students from T1 to T3, with the ordinal average rising from 2.131 to 2.200. The men recorded a drop in-game attendance, with the ordinal average lowering from 2.196 to 2.037 between high school and YU. Women, on the other hand, saw a rise in NHL game attendance, with the ordinal average increasing from 1.933 to 2.750 between T1 and T3. Notably, in contrast to T1, there was a 22.50% decrease in the number of women who reported that they did not attend any NHL games at T3. Along these lines, students at Yeshiva College had a 27.01% increase at T3 of those who reported attending no NHL games per season, while their female counterparts at Stern College reported a decrease of 28.21% at T3 for the same question.

Students in MYP exhibited a decrease in ordinal average from 2.267 to 1.778 between T1 and T3, including a 31.11% increase at T3 of reports of attendance at zero NHL games per season. By contrast, IBC and No Morning Program saw an increase in ordinal average from T1 to T3 of 2.571 to 3.000 and 1.786 to 2.571, respectively. The latter had a 21.43% decrease at T3 of students who reported that they did not attend any NHL games per season.

The ordinal average of Modern Orthodox light students jumped from 1.000 to 4.000. Modern Orthodox stringent and *Yeshivish* students, on the other hand, reported decreases in NHL game attendance from T1 to T3, with decreases from 2.258 to 2.048 and 1.750 to 1.000 (for a

total of zero games attended as a YU student), respectively. *Yeshivish* students had a 50.00% increase from T1 to T3 of students who reported that they attend no NHL games per season.

The attendance at NHL games increased for those who did not study in Israel from 1.714 at T1 to 2.000 at T3. Students who studied in Israel for two years and for more than two years, both witnessed decreases in NHL game attendance from T1 to T3. The latter's ordinal average decreased from 3.000 to 2.000, with a 50.00% decrease at T3 of students who studied in Israel for more than two years who answered that they attend zero NHL games per season.

All-American *yeshiva* students reported an increase in ordinal average, from 2.438 to 3.250. Meanwhile, the ordinal average of students who learned at *Hesder yeshivot* decreased from 2.069 to 1.762, with the percentage of those who indicated that they do not attend NHL games increasing at T3 by 22.66%. The ordinal average of International *yeshiva* students' NHL game attendance lowered from 3.000 to 1.000, for a total of zero games attended at T3.

Amount of Money Spent on NHL Related Products and Activities

See Table 16 in the Appendix. Overall, there was an increase in money spent on NHL products and activities from T1 to T3 amongst YU students (.086 increase). Likewise, there was a slight increase amongst men (.048). Women's spending, however, increased from T1 to T3 (1.667 to 1.875), with a 15.83% decline at T3 of reports that students did not spend any money on NHL related things. Along these lines, the ordinal average for students at Stern College increased by .218 and the percentage of those who answered that they spent \$0 decreased by 20.52%.

MYP students exhibited a decrease in ordinal average (.093) from T1 to T3, and a 17.78% increase in \$0 respondents. By contrast, the ordinal average of No Morning Program increased

from T1 to T3 (.143), while the percentage of students who reported that they did not spend any money on NHL related products and activities decreased by 14.28%.

Modern Orthodox Light students increased their NHL spending habits from 1.000 (\$0 spent) at T1 to 3.000 (\$101-\$300 spent) at T3. The percentage of Modern Orthodox light students who reported spending \$0 on NHL-related things decreased by 100.00% at T3. The ordinal average of NHL money investment for Modern Orthodox stringent students decreased (.152 lower at T3), with a 13.67% increase in those who reported having spent no money on professional hockey at T3. The money *Yeshivish* students spent on NHL related activities remained constant from T1 to T3 (with an ordinal average of 1.000, i.e. \$0 allocated towards hockey engagement), but still exhibited a 25.00% increase at T3 of reports of no money spent.

The ordinal average of those who studied for two or more years in Israel dropped from 3.000 to 1.500 between T1 and T3. All-American *yeshiva* students saw an increase from 1.867 to 2.375 from T1 to T3 with a 12.50% drop in responses of \$0 investment at T3. *Hesder* students had an ordinal decrease from 1.630 to 1.571 and a 12.31% increase in the same category.

General NHL Trends

The following groups decreased in NHL investment of every category (with the exception of Items of Merchandise, which was not asked at T3) from T1 to T3: *Yeshivish*, those who did not study in Israel, those who studied in Israel for one and a half years, and those who studied in a *Hesder yeshiva*. By contrast, Women, SBMP, those not enrolled in a morning program, Modern Orthodox light, and those who studied for one year or less, and those who studied in an All-American *yeshiva* displayed increases across the board in their NHL investment.

General Group Trends

The overall number of hours spent watching games and highlights decreased for every sport except MLB.

Men experienced a decrease from T1 to T3 in all categories except hours spent watching MLB games and highlights, as well as money spent on NBA and NHL related products and activities. Yeshiva College students specifically saw an increase in the number of NFL games attended and in the amount of money spent on NBA and NHL activities, while the rest of their data decreased from T1 to T3.

MYP Students reported a decrease in sports investment from T1 to T3 in every category of every sport, with the exception of hours spent watching MLB games and highlights, which increased, as well as money spent on NBA related things, which remained constant from T1 to T3. IBC Students increased in NBA and NHL investment in every category, except NBA merchandise, which decreased.

Modern Orthodox light students reported an increase from T1 to T3 in hours spent watching highlights and games of each of the four major American professional sports. Modern Orthodox stringent students, on the other hand, reported an increase in all categories for MLB investment, but decreased in investment in all four categories for NFL, NBA, and NHL, with the exception of the amount of money spent on NBA related activities.

Yeshivish students' sports investment decreased from T1 to T3 in every category for all four major sports.

Those who did not study in Israel saw increases in investment in all categories for MLB, NFL, and NHL, with the exception of hours invested in NFL games and highlights, which

increased, and money spent on NHL activities, which remained constant from T₁ to T₃. NBA investment decreased for those who did not study in Israel from T₁ to T₃ in all categories. Those who studied for two years in Israel witnessed a decrease in sports investment in every category between T₁ and T₃, except the amount of money spent on NBA and NHL related activities, which increased at T₃. Sports investment for students who studied in Israel for more than two years decreased or remained constant in every category from T₁ to T₃. The lack of change in NBA-related categories for students who studied in Israel for more than two years remained constant at a total investment of zero items of merchandise/games attended/amount of money spent at T₁ and T₃.

Students of All-American *yeshivot* reported increased sports investment in the number of hours invested in games and highlights, items of merchandise owned, games attended, and amount of money spent on sports-related activities for the MLB, NFL, and NHL. Hours spent watching NBA games/highlights watched also increased for All-American *yeshiva* students, while the other three categories measuring NBA activity saw a drop at T₃. Students who studied at *Hesder yeshivot* saw their sports investment decreased in every category for every sport, with the exception of amount of money spent on NFL related activities, which increased at T₃. The data of students of International *yeshivot* was inconsistent across different sports and within the same ones. Each sport reported feedback of at least one increase, decrease, and constant, between T₁ and T₃.

Discussion

Analysis

It is important to keep in mind that higher ordinal averages reflect “more” sports investment, while lower ones reflect “less.” Their meaning is not self-evident. This is because answer options in the survey reflected a range of numbers rather than a specific number. Additionally, it is difficult to reach sweeping conclusions or generalizations about the population of 329 YU students who participated in this survey because the data is not entirely consistent in either direction. For example, the only group who underwent a consistent change from T1 to T3 across all categories testing for sports investment in each sport was the population of *Yeshivish* students, whose sports behavior lessened. Along these lines, given the size and scope of this study, it is possible that not all of the findings are meaningful.

However, speculation can be made for general trends in certain groups. Overall, YU students spent fewer hours watching NFL, NBA, and NHL games in college than in high school. This could be because of an increase in workload, a loss of interest in sports following a reduction in sports investment at T2 (69.21% of students recorded a drop in how much sports they watched at T2, while only 0.41% reported an increase during the “Year in Israel”), or general priority shifts as one gets older.

Men’s sports habits dropped in all categories except hours spent watching MLB games and highlights and money on NBA and NHL related things. The former increase could potentially be explained by the proximity of Yankee Stadium to Yeshiva University’s Wilf (Men’s) Campus- an eight-minute drive. Being so close to a prominent MLB team could positively influence YU students to become invested in baseball. That being said, that logic would also imply an increase in MLB games amongst male YU students, but MLB game

attendance amongst men at T3 actually decreased. The exception of an increase in money spent by men on NBA and NHL activities could be explained by the fact that many YU students begin dating during their time in college. Since men are still found to pay for dates more often than women (Lever, Frederick, & Hertz, 2015), perhaps men spent more on the NBA and NHL because Madison Garden, home of the New York Knicks and New York Rangers, is a mere five blocks away from Stern College. Taking a woman who studies at Stern College to a basketball or hockey game on a date could account for the spending increase at T3. The same can be said for Yeshiva College students, who, while their hours invested in watching games and highlights decreased for every sport, saw an increase in money spent on NBA and NHL activities. Along these lines, the NBA and NHL game attendance of YU women increased at T3.

As noted earlier, social bonding and sports culture is a huge component of the appeal of being a sports fan. Thus, when placed in environments with more sports fans, it is reasonable that sports investment habits would increase, and vice versa. Accordingly, students who attended an All-American *yeshiva*, where students come from the same American sports culture and upbringing, and intra-*yeshiva* sports leagues are organized once a week at night as a break from Torah learning, reported an increase in sports investment for all four categories for MLB, NFL, and NHL, as well as in hours spent watching NBA games, during their time as YU students. It is unclear why merchandise, game attendance, and the amount of money spent on NBA-related items decreased for All-American *yeshiva* students at T3.

An increase in sports investment of students of International *yeshivot* at T3 can be understood in light of their change of environment in coming to YU. No longer surrounded by a mixed cohort of Americans, Israelis, and Europeans, the latter of whom likely do not follow American sports, such students are “re-entered” into an atmosphere where others are invested in

professional American sports and can increase in their sports investment. On the other hand, in the same vein, a decrease in their investment can be also potentially be explained. After a decrease in watching American sports at T2, it is possible that students of International *yeshivot* did not re-pick up the habit upon return to YU; some of their sports-watching habits, therefore, were found to be less invested at T3 than T1. However, it is difficult to account for why specific areas of sports investment decreased by T3 among students of International *yeshivot* while others decreased (75.00% of those who studied at International *yeshivot* saw a decrease in their sports-watching habits at T2, while the investment of the other 25.00% remained constant).

Accordingly, a difference in surrounding culture could explain decreasing results in sports investment from T1 to T3. Those who studied at *Yeshivot Hesder*, where the population is predominately Israeli, were likely less interested and invested in professional sports at T2. This factor may contribute towards the decrease in their sports investment in nearly every category for each of the four American professional sports at T3. Another factor that could explain the drop in sports investment at T3 by *Hesder* students is the level of seriousness of their *yeshiva*. *Hesder yeshivot* provide more than 12 hours of structured daily prayer and learning of Jewish and Talmudic texts. Often *Hesder* students learn even more than that per day on their own time. The serious approach to their Torah study could insinuate a priority shift; a heavier focus on Torah study during their time in YU, and a potential perspective shift in the way they view sports in light of the classical Torah approach. These factors may also contribute an understanding of why sports investment of *Hesder yeshiva* students decreased almost across the board from T1 to T3.

Along these lines, those who are enrolled in MYP witnessed a decrease in almost every category for all four sports. As many of them are expressing their commitment to Torah study in choosing such a morning program, perhaps MYP students commit more of their free time to

Torah study or deem the intense following of sports not to be a Torah value. Additionally, it is possible that since MYP students study in their morning program until 3 pm, and only afterward start their other classes, that they simply do not have enough time to keep up with spectator sports in the same way they were able to in high school. The categories in which their sports investment decreased at T3 can attempt to be explained by the same logic explaining the sports habits of men (see above). Being a student in IBC, on the other hand, which is a less intense Judaic studies morning program, potentially comes with more time and less ideological opposition to following sports. Accordingly, their jump in NBA and NHL investment from T1 to T3 would be logical. It should be noted, however, that how much free time a student has is not just dependent on the morning program in which he is enrolled, but also on his major, career aspirations, and other hobbies and extra-curricular activities.

A weaker religious ideology could therefore also be a contributing element behind an increase in sports investment. Along these lines, students who identified as Modern Orthodox light, which connotes a lesser commitment to religious observance and an increased open-mindedness to secular endeavors than a Modern Orthodox or Modern Orthodox stringent identification, saw their sports-watching habits increase for MLB, NFL, NBA, and NHL from T1 to T3. On the other hand, in-line with the aforementioned theory, there was a decrease in nearly every category for NFL, NBA, and NHL from T1 to T3 for Modern Orthodox stringent students. It is unclear why baseball is an exception, with an increase from T1 to T3 in hours spent watching games/highlights, number of items of merchandise, game attendance and amount of money spent on sports-related products and activities. The proximity to Yankee Stadium and the culture of baseball in the Greater-Bronx area could be an influence, but not all students who identify as Modern Orthodox stringent take classes on the Wilf Campus. Notably, in the same vein,

Yeshivish students, who religiously identify somewhere on the spectrum of Orthodoxy, often with Ultra-Orthodox influences, demonstrated a decrease in investment in every category measuring sports engagement from T1 to T3 for all four major sports- MLB, NFL, NBA, and NHL.

On a similar note, it would be logical for those who spent a longer amount of time engaged in the intense schedule of all-day Torah study to display a greater commitment to Torah study upon returning to YU. Students who did not study in Israel and came to YU straight out of high school exhibited an increase in hours of highlights and games watched for all leagues except the NFL. It is not clear why watching football would be an exception to this theory. Contrarily, students who spent two years studying in Israel saw decreases in sports investment in all categories for all four sports, with the exception of money invested in NBA and NHL activities. The explanation of men taking women on dates could still be applied here, as just 7.06% of students who studied for two years in Israel were women, but it would be difficult to explain why this trend exists by those who studied for two years in Israel and not by men who studied for more or less time, as this point is not necessarily religious in nature. Those who studied for more than two years studying in *yeshiva* in Israel saw decreases in most sports investment categories at T3. Though NBA investment for those who studied for more than two years in Israel remained constant from T1 to T3 (aside from hours spent on NBA games/highlights, which decreased at T3), the ordinal average was 1.000, for a total of zero number of NBA merchandise owned, games attended, and money allocated towards the NBA. As noted, a longer time in *yeshiva* often comes with a longer-lasting impact of the *yeshiva* experience and the values imparted there (Berger, Jacobson, & Waxman, 2007), as the trends of those who studied for two years or more than two years in Israel may be displaying.

In light of these theories, it is interesting that NFL watching decreased in groups such as Overall, Men, MYP, SBMP, Modern Orthodox, Modern Orthodox stringent, and those who studied for one and a half years in Israel, reported a decrease in the hours spent watching NFL games/highlights at T3 but an increase in sports watching for other sports. The NFL requires the smallest time commitment of the four sports leagues, as each team only plays one game a week, totaling in just 16 games per season. If there was a time constraint as a result of busy schoolwork or a desire not to waste time for practical or religious reasons, it is interesting that following the NFL specifically took a dip at T3, but other sports did not.

Limitations

The parallel question inquiring about the ownership of NHL merchandise was accidentally omitted at T3, so that data was not included in the Results section (however, it is in the Appendix. See Table 14.). Additionally, answers to questions asked at T3 regarding merchandise do not necessarily indicate increased levels of fandom during one's time as a YU student. It is possible that students simply never threw away their high school things out of laziness or lack of time, rather than as a display of equal or greater commitment to their sports teams at the next stage in their lives.

Another limitation is that all questions were asked at T3, forcing respondents to remember their behaviors from minimally two years previous (and maximally seven). Therefore, they may have inaccurately recalled their high school sports behavior. Data acquired from a longitudinal study that follows students from T1 to T2 to T3 and asks questions at each stage would yield data that would more accurately reflect students' sports investment.

Also, the pool of respondents was limited to those who had previously partaken in surveys sent out by The Commentator, as well as those who use Social Media. There are many other students at YU who did not participate in this survey due to lack of previous involvement in media via which this survey was sent out, and therefore any conclusions deduced from this survey cannot be generalized to the entire YU population. The results only increase understanding of the students who participated in the survey.

Finally, it is important to note that there were fewer responses at T3. The length of the survey may have contributed to respondent drop-out at some point while filling it out.

Conclusion

Before beginning my research, I anticipated that those invested more seriously in their Judaism and Torah study (as determined by certain life choices and self-identifications as well as environment in which they chose to place themselves) would display a decreased level of interest and investment in American professional sports at T3. After an impactful “Year in Israel,” I assumed that many religiously committed adolescents would adopt a view that following professional sports is, at best, a waste of time that could be used to study Torah and, at worst, a too-heavy involvement in secular culture that runs counter to Torah values. I also predicted that sports investment would decrease more generally, even among those who were less religiously committed, as being a college student is a large responsibility and time-consuming.

Many of the results were in line with my hypotheses. For example, Yeshiva College students, those who studied in Israel for two years, *Yeshivish* students, and *Hesder* students exhibited decreases in the hours of games and highlights they watched across every sport. Those

who studied in Israel for more than two years also saw declines in majority their sports watching behaviors. Students who identified as Modern Orthodox light, on the other hand, saw an increase in the number of hours they invested in games and highlights per week for all four major sports, as did those who learned in an All-American *yeshiva*. The latter change is noteworthy, since, although the culture of such an institution is American by nature, and is a weaker type of *yeshiva* than its *Hesder* counterpart, the Torah study in there is still substantial in quality and quantity.

It is also surprising that many groups I assumed would decline in sports-related behavior at T3, such as Overall, Modern Orthodox stringent, and those who studied for one a half years in Israel actually saw their investment in MLB rise while in YU. By contrast, notably, women's sports investment mostly increased, for all sports except MLB. This is particularly interesting when taking into account previous research which demonstrated that women were generally less interested in sports than men. Additionally, overall YU student investment did not display a decrease in the way that I had anticipated, as the only sport in which fan behavior categorically dropped was basketball. Also, Modern Orthodox and SBMP students did not provide consistent data trends, which is interesting, given their generally strong religious commitment.

Future Research

I am interested in further investigating whether there are differences in sports watching habits amongst the same population during the playoffs. Perhaps the playoffs, known to be to the most intense and enjoyable sports experience, would display a change in students' sports investment habits one way or another. Additionally, it would be worthwhile to follow the population of students who responded to this survey five to 10 years down the line, to see if a

change in life circumstances and conditions also yield a difference in sports behaviors and outlooks.

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Appendix

Table 1: Hours Per Week Spent Watching MLB Games/Highlights

	Time 1: High School							Time 3: YU							% Difference between Time 1 and Time 3 (T3-T1)	
	0 (%)	1-3 (%)	4-6 (%)	7-9 (%)	10-12 (%)	13+ (%)	Ordinal Average (#)	0 (%)	1-3 (%)	4-6 (%)	7-9 (%)	10-12 (%)	13+ (%)	Ordinal Average (#)	0 hours (%)	13+ hours (%)
Overall	43.90	34.15	6.50	5.69	4.07	5.69	2.089	36.11	34.72	15.28	5.56	2.78	5.56	2.208	-7.79	-0.13
Men	35.37	37.80	8.54	7.32	6.10	4.88	2.195	28.85	38.46	17.31	5.77	3.85	5.77	2.346	-6.52	0.89
Women	62.50	25.00	2.50	2.50	-	7.50	1.750	57.89	26.32	10.53	-	-	5.26	1.737	-4.61	-2.24
Sy Syms School of Business	38.46	38.46	10.26	7.69	5.13	-	2.026	36.36	31.82	18.18	4.55	9.09	-	2.182	-2.10	0.00
Yeshiva College	32.65	36.73	8.16	8.16	6.12	8.16	2.429	26.47	41.18	17.65	5.88	-	8.82	2.382	-6.18	0.66
Stern College	67.65	23.53	-	-	-	23.53	1.676	60.00	26.67	6.67	-	-	6.67	1.733	-7.65	-16.86
MYP	32.76	39.66	12.07	8.62	1.72	5.17	2.224	27.03	43.24	16.22	8.11	-	5.41	2.270	-5.73	0.24
SBMP	61.54	23.08	-	-	15.38	-	1.846	33.33	33.33	16.67	-	16.67	-	2.333	-28.21	0.00
IBC	27.27	54.55	-	9.09	9.09	-	2.182	33.33	22.22	11.11	11.11	11.11	11.11	2.778	6.06	11.11
JSS	-	-	-	-	100.00	-	5.000	-	-	100.00	-	-	-	3.000	0.00	0.00
None/N/A (Morning Program)	61.54	25.64	2.56	-	-	10.26	1.821	64.71	23.53	5.88	-	-	5.88	1.647	3.17	-4.38
M.O. light	77.78	22.22	-	-	-	-	1.222	60.00	-	-	20.00	-	20.00	2.600	-17.78	20.00
M.O	50.00	36.00	6.00	2.00	2.00	4.00	1.820	50.00	30.00	16.67	-	3.33	-	1.767	0.00	-4.00
M.O. stringent	34.55	34.55	7.27	10.91	5.45	7.27	2.400	23.53	41.18	14.71	8.82	2.94	8.82	2.529	-11.02	1.55
Yeshivish	33.33	33.33	16.67	-	-	16.67	2.500	-	100.00	-	-	-	-	2.000	-33.33	-16.67
Haredi	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
“OTD”	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Other (Religious Affiliation)	50.00	25.00	-	-	25.00	-	2.250	-	-	100.00	-	-	-	3.000	-50.00	0.00
No years in Israel	38.46	38.46	7.69	-	15.38	-	2.154	33.33	16.67	33.33	16.67	-	-	2.333	-5.13	0.00
One year or less in Israel	47.83	30.43	10.87	4.35	-	6.52	1.978	37.50	34.38	15.63	3.13	3.13	6.25	2.188	-10.33	-0.27
One and a half years in Israel	38.46	23.08	-	23.08	7.69	7.69	2.615	25.00	25.00	12.50	-	12.50	25.00	3.250	-13.46	17.31
Two years in Israel	52.63	28.95	2.63	5.26	5.26	5.26	1.974	40.00	40.00	12.00	8.00	-	-	1.880	-12.63	-5.26
More than two years in Israel	-	100.00	-	-	-	-	2.000	-	100.00	-	-	-	-	2.000	0.00	0.00
All-American Yeshiva	53.85	23.08	7.69	7.69	2.56	5.13	1.974	37.50	20.83	16.67	4.17	8.33	12.50	2.625	-16.35	7.37
Hesder with Americans	43.75	37.50	4.17	6.25	2.08	6.25	2.042	34.29	48.57	11.43	5.71	-	-	1.886	-9.46	-6.25
Israeli with no Americans	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
College-esque Gap Year	50.00	-	-	50.00	-	-	2.500	-	-	100.00	-	-	-	3.000	-50.00	0.00
Haredi Yeshiva	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
International Yeshiva	33.33	33.33	-	-	-	33.33	3.000	50.00	-	-	-	-	50.00	3.500	16.67	16.67
Other (Yeshiva)	50.00	16.67	16.67	-	16.67	-	2.167	50.00	50.00	-	-	-	-	1.500	0.00	0.00

Table 2: Number of MLB Branded Merchandise Owned

	Time 1: High School							Time 3: YU							% Difference between Time 1 and Time 3 (T3-T1)	
	0 (%)	1 (%)	2 (%)	3-5 (%)	6-8 (%)	9+ (%)	Ordinal Average (#)	0 (%)	1 (%)	2 (%)	3-5 (%)	6-8 (%)	9+ (%)	Ordinal Average (#)	0 items (%)	9+ items (%)
Overall	13.82	18.70	22.76	26.02	6.50	12.20	2.967	21.43	7.14	24.29	25.71	4.29	17.14	3.357	7.61	4.94
Men	15.85	13.41	20.73	28.05	8.54	13.41	3.402	26.00	4.00	24.00	26.00	4.00	16.00	3.260	10.15	2.59
Women	10.00	25.00	30.00	22.50	2.50	10.00	2.375	10.53	10.53	26.32	26.32	5.26	21.05	3.684	0.53	11.05
Sy Syms School of Business	10.26	7.69	33.33	28.21	10.26	10.26	3.513	14.29	-	28.57	28.57	9.52	19.05	3.762	4.03	8.79
Yeshiva College	18.37	16.33	12.24	28.57	6.12	18.37	3.429	30.30	6.06	18.18	27.27	-	18.18	3.152	11.93	-0.19
Stern College	11.76	29.41	29.41	20.59	2.94	5.88	2.912	13.33	13.33	33.33	20.00	6.67	13.33	3.330	1.57	7.45
MYP	13.79	13.79	20.69	32.76	6.90	12.07	3.413	24.32	5.41	21.62	29.73	2.70	16.22	3.297	10.53	4.15
SBMP	15.38	30.77	23.08	7.69	15.38	7.69	3.000	40.00	-	40.00	-	-	20.00	2.800	24.62	12.31
IBC	27.27	9.09	9.09	27.27	9.09	18.18	3.364	25.00	12.50	12.50	25.00	12.50	12.50	3.250	-2.27	-5.68
JSS	-	-	100.00	-	-	-	3.000	-	-	100.00	-	-	-	3.000	N/A	N/A
None/N/A (Morning Program)	10.26	25.64	30.77	20.51	2.56	10.26	2.333	11.76	11.76	23.53	29.41	5.88	17.65	3.588	1.50	7.39
M.O. light	11.11	22.22	55.56	11.11	-	-	2.667	20.00	40.00	20.00	20.00	-	-	2.400	8.89	0.00
M.O.	16.00	22.00	24.00	22.00	6.00	10.00	3.100	28.57	7.14	25.00	17.86	7.14	14.29	3.107	12.57	4.29
M.O. stringent	14.55	12.73	18.18	32.73	5.45	16.36	3.509	14.71	2.94	26.47	29.41	2.94	23.53	3.735	0.16	7.17
Yeshivish	-	33.33	16.67	16.67	16.67	16.67	3.667	50.00	-	-	50.00	-	-	2.500	50.00	-16.67
Haredi	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
"OTD"	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Other (Religious Affiliation)	-	25.00	25.00	25.00	25.00	-	3.500	-	-	-	100.00	-	-	4.000	0.00	0.00
No years in Israel	-	23.08	38.46	15.38	15.38	7.69	3.462	16.67	-	33.33	16.67	16.67	16.67	3.667	16.67	8.98
One year or less in Israel	13.04	21.74	21.74	28.26	6.52	8.70	3.196	16.13	9.68	25.81	32.26	6.45	9.68	3.323	3.09	0.98
One and a half years in Israel	15.38	-	23.08	15.38	7.69	38.46	4.154	14.29	-	-	14.29	-	71.43	5.000	-1.09	32.97
Two years in Israel	18.42	15.79	21.05	28.95	5.26	10.53	3.184	32.00	8.00	24.00	24.00	-	12.00	2.880	13.58	1.47
More than two years in Israel	-	100.00	-	-	-	-	2.000	-	100.00	-	-	-	-	2.000	0.00	0.00
All-American Yeshiva	17.95	25.64	15.38	20.51	10.26	10.26	3.103	17.39	13.04	17.39	30.43	8.70	13.04	3.391	-0.56	2.78
Hesder with Americans	16.67	10.42	25.00	31.25	4.17	12.50	3.333	26.47	5.88	26.47	23.53	-	17.65	3.176	9.80	5.15
Israeli with no Americans	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
College-esque Gap Year	-	-	-	50.00	-	50.00	5.000	-	-	-	-	-	100.00	6.000	0.00	50.00
Haredi Yeshiva	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
International Yeshiva	-	-	66.67	-	-	33.33	4.000	-	-	50.00	-	-	50.00	4.500	0.00	16.67
Other (Yeshiva)	-	11.11	44.44	22.22	-	22.22	3.778	16.67	-	33.33	33.33	-	16.67	3.500	16.67	-5.55

Table 3: Number of MLB Games Attended Per Season

	Time 1: High School								Time 3: YU								% Difference between Time 1 and Time 3 (T3-T1)	
	0 (%)	1 (%)	2-4 (%)	5-9 (%)	10-19 (%)	20-39 (%)	40+ (%)	Ordinal Average (#)	0 (%)	1 (%)	2-4 (%)	5-9 (%)	10-19 (%)	20-39 (%)	40+ (%)	Ordinal Average (#)	0 games (%)	40+ games (%)
Overall	15.57	34.43	35.25	10.66	2.46	0.82	0.82	2.557	24.29	27.14	31.43	11.43	4.29	1.43	-	2.486	8.72	-0.82
Men	12.35	34.57	35.80	11.11	3.70	1.23	1.23	2.679	24.00	24.00	32.00	12.00	6.00	2.00	-	1.900	11.65	-1.23
Women	20.00	35.00	35.00	10.00	-	-	-	2.350	26.32	36.84	26.32	10.53	-	-	-	2.212	6.32	0.00
Sy Syms School of Business	5.26	36.84	13.16	5.26	4.55	-	-	2.763	13.64	22.73	40.91	18.18	4.55	-	-	2.772	8.38	0.00
Yeshiva College	16.33	30.61	34.69	12.24	2.04	2.04	2.04	2.673	28.13	25.00	28.13	9.38	6.25	3.13	-	2.500	11.80	-2.04
Stern College	23.53	38.24	32.35	5.88	-	-	-	1.324	33.33	40.00	20.00	6.67	-	-	-	2.000	9.80	0.00
MYP	7.02	36.84	42.11	8.77	3.51	1.75	-	2.737	22.22	25.00	33.33	11.11	5.56	2.78	-	2.611	15.20	0.00
SBMP	53.85	15.38	15.38	15.38	-	-	-	1.923	50.00	16.67	16.67	16.67	-	-	-	2.000	-3.85	0.00
IBC	-	45.45	27.27	18.18	9.09	-	-	2.909	12.50	25.00	37.50	12.50	12.50	-	-	2.875	12.50	0.00
JSS	-	-	100.00	-	-	-	-	3.000	-	-	100.00	-	-	-	-	3.000	0.00	0.00
None/N/A (Morning Program)	17.95	35.90	35.90	7.69	-	-	2.56	2.462	29.41	35.29	29.41	5.88	-	-	-	2.118	11.46	-2.56
M.O. light	22.22	33.33	44.44	-	-	-	-	2.222	40.00	20.00	40.00	-	-	-	-	2.000	17.78	0.00
M.O	22.00	34.00	32.00	12.00	-	-	-	2.340	25.00	39.29	25.99	7.14	3.57	-	-	2.250	3.00	0.00
M.O. stringent	7.41	37.04	37.04	12.96	3.70	1.85	-	2.741	17.65	20.59	38.24	17.65	2.94	2.94	-	2.765	10.24	0.00
Yeshivish	16.67	16.67	50.00	-	-	-	16.67	3.167	100.00	-	-	-	-	-	-	1.000	83.33	-16.67
Haredi	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
“OTD”	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Other (Religious Affiliation)	25.00	25.00	25.00	-	25.00	-	-	2.750	-	-	-	-	100.00	-	-	5.000	-25.00	0.00
No years in Israel	23.08	38.46	23.08	-	15.38	-	-	2.462	33.33	16.67	16.67	16.67	16.67	-	-	2.667	10.25	0.00
One year or less in Israel	19.57	28.26	41.30	8.70	2.17	-	-	2.456	25.81	35.48	29.03	6.45	3.23	-	-	2.258	6.24	0.00
One and a half years in Israel	7.69	46.15	7.69	30.77	-	7.69	-	2.923	12.50	25.00	-	50.00	-	12.50	-	3.375	4.81	0.00
Two years in Israel	10.81	37.84	45.95	5.41	-	-	-	2.459	25.00	20.83	45.83	4.17	4.17	-	-	2.417	14.19	0.00
More than two years in Israel	-	-	100.00	-	-	-	-	3.000	-	-	100.00	-	-	-	-	3.000	0.00	0.00
All-American Yeshiva	25.64	17.95	38.46	12.82	2.56	2.56	-	2.564	26.09	26.09	21.74	17.39	4.35	4.35	-	2.609	0.45	0.00
Hesder with Americans	4.26	48.94	42.55	4.26	-	-	-	2.468	20.59	35.29	35.29	5.88	2.94	-	-	2.353	16.33	0.00
Israeli with no Americans	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
College-esque Gap Year	50.00	-	-	50.00	-	-	-	2.500	-	-	-	100.00	-	-	-	4.000	-50.00	0.00
Haredi Yeshiva	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
International Yeshiva	-	66.67	33.33	-	-	-	-	2.333	50.00	-	50.00	-	-	-	-	2.000	50.00	0.00
Other (Yeshiva)	11.11	33.33	33.33	22.22	-	-	-	2.667	33.33	-	66.67	-	-	-	-	2.333	22.22	0.00

Table 4: Amount of Money Spent on MLB Related Products and Activities

	Time 1: High School							Time 3: YU							% Difference between Time 1 and Time 3 (T3-T1)	
	\$0	\$1-\$100	\$101-\$300	\$301-\$600	\$601+	Not sure	Ordinal Average (#)	\$0	\$1-\$100	\$101-\$300	\$301-\$600	\$601+	Not sure	Ordinal Average (#)	\$0 (%)	\$601+ (%)
Overall	15.57	34.43	35.25	2.46	0.82	0.82	2.230	24.29	27.14	31.43	4.29	1.43	-	2.486	8.72	-0.82
Men	16.05	64.20	13.58	1.23	1.23	3.70	2.038	28.00	44.00	20.00	2.00	2.00	4.00	2.021	11.95	0.30
Women	25.00	60.00	12.50	-	-	2.50	1.872	21.05	68.42	10.53	-	-	-	2.579	-3.95	-2.50
Sy Syms School of Business	5.26	36.84	13.16	4.55	-	-	2.763	13.64	22.73	40.91	4.55	-	-	2.772	8.38	0.00
Yeshiva College	22.45	53.06	14.29	2.04	2.04	6.13	2.022	31.25	37.50	18.75	3.13	3.13	6.25	2.033	8.80	0.12
Stern College	23.53	38.24	32.35	-	-	-	1.324	33.33	40.00	20.00	-	-	-	2.000	9.80	0.00
MYP	7.02	36.84	42.11	3.51	1.75	-	2.737	22.22	25.00	33.33	5.56	2.78	-	2.611	15.20	0.00
SBMP	53.85	15.38	15.38	-	-	-	1.923	50.00	16.67	16.67	-	-	-	2.000	-3.85	0.00
IBC	-	45.45	27.27	9.09	-	-	2.909	12.50	25.00	37.50	12.50	-	-	2.875	12.50	0.00
JSS	-	-	100.00	-	-	-	3.000	-	-	100.00	-	-	-	3.000	0.00	0.00
None/N/A (Morning Program)	17.95	35.90	35.90	-	-	2.56	2.462	29.41	35.29	29.41	-	-	-	2.118	11.46	-2.56
M.O. light	22.22	33.33	44.44	-	-	-	2.222	40.00	20.00	40.00	-	-	-	2.000	17.78	0.00
M.O	22.00	34.00	32.00	-	-	-	2.340	25.00	39.29	25.99	3.57	-	-	2.250	3.00	0.00
M.O. stringent	7.41	37.04	37.04	3.70	1.85	-	2.741	17.65	20.59	38.24	2.94	2.94	-	2.765	10.24	0.00
Yeshivish	16.67	16.67	50.00	-	-	16.67	3.167	100.00	-	-	-	-	-	1.000	83.33	-16.67
Haredi	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
“OTD”	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Other (Religious Affiliation)	25.00	25.00	25.00	25.00	-	-	2.750	-	-	-	100.00	-	-	5.000	-25.00	0.00
No years in Israel	23.08	38.46	23.08	15.38	-	-	2.462	33.33	16.67	16.67	16.67	-	-	2.667	10.25	0.00
One year or less in Israel	19.57	28.26	41.30	2.17	-	-	2.456	25.81	35.48	29.03	3.23	-	-	2.258	6.24	0.00
One and a half years in Israel	7.69	46.15	7.69	-	7.69	-	2.923	12.50	25.00	-	-	12.50	-	3.375	4.81	0.00
Two years in Israel	10.81	37.84	45.95	-	-	-	2.459	25.00	20.83	45.83	4.17	-	-	2.417	14.19	0.00
More than two years in Israel	-	-	100.00	-	-	-	3.000	-	-	100.00	-	-	-	3.000	0.00	0.00
All-American Yeshiva	25.64	17.95	38.46	2.56	2.56	-	2.564	26.09	26.09	21.74	4.35	4.35	-	2.609	0.45	0.00
Hesder with Americans	4.26	48.94	42.55	-	-	-	2.468	20.59	35.29	35.29	2.94	-	-	2.353	16.33	0.00
Israeli with no Americans	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
College-esque Gap Year	50.00	-	-	-	-	-	2.500	-	-	-	-	-	-	4.000	-50.00	0.00
Haredi Yeshiva	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
International Yeshiva	-	66.67	33.33	-	-	-	2.333	50.00	-	50.00	-	-	-	2.000	50.00	0.00
Other (Yeshiva)	11.11	33.33	33.33	-	-	-	2.667	33.33	-	66.67	-	-	-	2.333	22.22	0.00

Table 5: Hours Per Week Spent Watching NFL Games/Highlights

	Time 1: High School						Time 3: YU						% Difference between Time 1 and Time 3 (T3-T1)	
	0 (%)	1 to 3 (%)	4 to 6 (%)	7 to 9 (%)	10+ (%)	Ordinal Average (#)	0 (%)	1 to 3 (%)	4 to 6 (%)	7 to 9 (%)	10+ (%)	Ordinal Average (#)	0 hours (%)	10+ hours (%)
Overall	30.33	31.97	13.93	10.66	13.11	2.443	37.84	32.43	10.81	8.11	10.81	2.216	7.51	-2.30
Men	23.40	31.91	15.96	13.83	14.89	2.649	33.33	33.33	14.04	8.77	10.53	2.298	9.93	-4.36
Women	55.17	31.03	6.90	-	6.90	1.724	55.56	27.78	-	5.56	11.11	1.889	0.39	4.21
Sy Syms School of Business	23.53	23.53	17.65	23.53	11.76	2.765	35.00	20.00	20.00	15.00	10.00	2.450	11.47	-1.76
Yeshiva College	23.44	37.50	15.63	7.81	15.63	2.547	32.50	40.00	10.00	7.50	10.00	2.225	9.06	-5.63
Stern College	60.00	28.00	4.00	-	8.00	1.680	60.00	26.67	-	-	13.33	1.800	0.00	5.33
MYP	20.00	30.77	18.46	15.38	15.38	2.754	30.95	35.71	16.67	52.00	7.14	2.262	10.95	-8.24
SBMP	25.00	43.75	6.25	18.75	6.25	2.375	28.57	28.57	14.29	14.29	14.29	2.571	3.57	8.04
IBC	41.67	25.00	16.67	-	16.67	2.250	50.00	25.00	-	-	25.00	2.250	8.33	8.33
JSS	-	-	-	-	100.00	5.000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
None/N/A (Morning Program)	61.54	26.92	3.85	-	7.69	1.654	56.25	31.25	-	-	12.50	1.813	-5.29	4.81
M.O. light	60.00	-	40.00	-	-	1.800	33.33	33.33	-	-	33.33	2.667	-26.67	33.33
M.O.	37.78	26.67	17.78	8.89	8.89	2.244	51.72	20.69	17.24	3.45	6.90	1.862	13.94	-1.99
M.O. stringent	24.59	36.07	9.84	13.11	16.39	2.607	26.32	42.11	7.89	13.16	10.53	2.395	1.73	-5.86
Yeshivish	40.00	-	20.00	20.00	20.00	2.800	100.00	-	-	-	-	1.000	60.00	-20.00
Haredi	-	100.00	-	-	-	2.000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
“OTD”	-	50.00	-	-	50.00	3.500	-	50.00	-	-	50.00	3.500	0.00	0.00
Other (Religious Affiliation)	-	100.00	-	-	-	2.000	100.00	-	-	-	-	1.000	100.00	0.00
No years in Israel	22.22	33.33	11.11	11.11	22.22	2.778	40.00	-	-	20.00	20.00	2.600	17.78	-2.22
One year or less in Israel	43.75	25.00	12.50	8.33	10.42	2.167	41.94	25.81	12.90	3.23	16.16	2.258	-1.81	5.74
One and a half years in Israel	13.33	26.67	20.00	20.00	20.00	3.067	27.27	27.27	9.09	2.27	9.09	2.636	13.94	-10.91
Two years in Israel	27.66	40.43	12.77	6.38	12.77	2.362	37.04	44.44	11.11	3.70	3.70	1.926	9.38	-9.07
More than two years in Israel	-	-	-	100.00	-	4.000	100.00	-	-	-	-	1.000	100.00	0.00
All-American Yeshiva	36.64	25.00	11.36	11.36	13.64	2.364	39.29	25.00	10.71	7.14	17.86	2.393	2.65	4.22
Hesder with Americans	23.64	36.36	16.36	10.91	12.73	2.527	35.14	43.24	13.51	5.41	2.70	1.973	11.50	-10.03
Israeli with no Americans	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
College-esque Gap Year	50.00	25.00	25.00	-	-	1.750	66.67	-	-	33.33	-	2.000	16.67	0.00
Haredi Yeshiva	50.00	50.00	-	-	-	1.500	100.00	-	-	-	-	1.000	50.00	0.00
International Yeshiva	33.33	33.33	-	-	33.33	2.667	-	-	-	-	100.00	5.000	-33.33	66.67
Other (Yeshiva)	60.00	20.00	-	-	20.00	2.000	-	-	-	-	100.00	5.000	-60.00	80.00

Table 6: Number of NFL Branded Merchandise Owned

	Time 1: High School							Time 3: YU							% Difference between Time 1 and Time 3 (T3-T1)	
	0 (%)	1 (%)	2 (%)	3 to 5 (%)	6 to 8 (%)	9+ (%)	Ordinal Average (#)	0 (%)	1 (%)	2 (%)	3 to 5 (%)	6 to 8 (%)	9+ (%)	Ordinal Average (#)	0 items (%)	9+ items (%)
Overall	30.33	22.13	20.49	18.03	5.74	3.28	2.566	36.99	16.44	20.55	17.81	4.11	4.11	2.479	6.66	0.83
Men	26.60	21.28	23.40	18.09	6.38	4.26	2.691	33.93	17.86	21.43	16.07	5.36	5.36	2.571	7.33	1.10
Women	41.38	27.59	10.34	17.24	3.45	-	2.138	44.44	16.67	16.67	22.22	-	-	2.167	3.06	0.00
Sy Syms School of Business	8.82	29.41	23.53	23.53	14.71	-	3.059	35.00	5.00	25.00	30.00	5.00	-	2.650	26.18	0.00
Yeshiva College	34.38	18.75	21.88	15.63	3.13	6.25	2.531	35.90	23.08	17.95	10.26	5.13	7.69	2.487	1.52	1.44
Stern College	48.00	24.00	12.00	16.00	-	-	1.960	40.00	20.00	20.00	20.00	-	-	2.200	-8.00	0.00
MYP	27.69	18.46	24.62	18.46	7.69	3.08	2.692	34.15	17.07	24.39	17.07	4.88	2.44	2.488	6.46	-0.64
SBMP	18.75	31.25	31.25	12.50	6.25	-	2.563	28.57	8.57	14.29	14.29	14.29	-	2.571	9.82	0.00
IBC	33.33	16.67	8.33	25.00	-	16.67	2.917	37.50	12.50	12.50	12.50	-	25.00	3.000	4.17	8.33
JSS	-	100.00	-	-	-	-	2.000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
None/N/A (Morning Program)	42.31	26.92	11.54	19.23	-	-	2.077	50.00	12.50	18.75	18.75	-	-	2.063	7.69	0.00
M.O. light	60.00	40.00	-	-	-	-	1.400	33.33	66.67	-	-	-	-	1.667	-26.67	0.00
M.O.	24.44	28.89	22.22	15.56	8.89	-	2.556	37.93	17.34	24.14	13.79	6.90	-	2.345	13.49	0.00
M.O. stringent	29.51	18.03	21.32	22.95	3.28	4.92	2.672	35.14	10.81	21.62	24.32	2.70	5.41	2.649	5.63	0.49
Yeshivish	20.00	20.00	20.00	20.00	20.00	-	3.000	50.00	50.00	-	-	-	-	1.500	30.00	0.00
Haredi	100.00	-	-	-	-	-	1.000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
“OTD”	-	50.00	-	-	-	50.00	4.000	-	50.00	-	-	-	-	4.000	0.00	-50.00
Other (Religious Affiliation)	66.67	-	33.33	-	-	-	1.667	100.00	-	-	-	-	-	1.000	33.33	0.00
No years in Israel	22.22	33.33	22.22	-	-	22.22	2.889	20.00	-	20.00	20.00	-	40.00	4.000	-2.22	17.78
One year or less in Israel	29.17	29.17	18.75	20.83	2.08	-	2.375	35.48	22.58	22.58	19.35	-	-	2.258	6.31	0.00
One and a half years in Israel	20.00	6.67	13.33	26.67	20.00	13.30	3.600	27.27	9.09	9.09	27.27	18.18	9.09	3.273	7.27	-4.21
Two years in Israel	38.30	17.02	23.40	14.89	6.38	-	2.340	42.31	19.23	23.08	11.54	3.85	-	2.154	4.01	0.00
More than two years in Israel	-	100.00	-	-	-	-	2.000	100.00	-	-	-	-	-	1.000	100.00	0.00
All-American Yeshiva	34.09	20.45	18.18	20.45	2.27	4.55	2.500	33.33	29.63	14.81	14.81	3.70	3.70	2.370	-0.76	-0.85
Hesder with Americans	27.27	21.82	21.82	20.00	9.09	-	2.618	40.54	13.51	24.32	16.22	5.41	-	2.324	13.27	0.00
Israeli with no Americans	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
College-esque Gap Year	50.00	-	25.00	-	25.00	-	2.500	33.33	-	33.33	33.33	-	-	2.667	-16.67	0.00
Haredi Yeshiva	100.00	-	-	-	-	-	1.000	100.00	-	-	-	-	-	1.000	0.00	0.00
International Yeshiva	-	33.33	33.33	33.33	-	-	3.000	-	-	-	100.00	-	-	4.000	0.00	0.00
Other (Yeshiva)	20.00	40.00	20.00	20.00	-	-	2.400	-	-	-	-	-	-	4.000	-20.00	0.00

Table 7: Number of NFL Games Attended Per Season

	Time 1: High School						Time 3: YU						% Difference between Time 1 and Time 3 (T3-T1)	
	0 (%)	1 (%)	2 (%)	3 to 4 (%)	5+ (%)	Ordinal Average (#)	0 (%)	1 (%)	2 (%)	3 to 4 (%)	5+ (%)	Ordinal Average (#)	0 games (%)	5+ games (%)
Overall	79.51	14.75	4.10	0.82	0.82	1.287	80.82	13.70	5.48	-	-	1.247	1.31	-0.82
Men	78.72	13.83	5.32	1.06	1.06	1.319	78.57	14.29	7.14	-	-	1.286	-0.15	-1.06
Women	82.76	17.24	-	-	-	1.172	88.89	11.11	-	-	-	1.111	6.13	0.00
Sy Syms School of Business	79.41	14.71	-	2.94	2.94	1.353	90.00	-	10.00	-	-	1.200	10.59	-2.94
Yeshiva College	78.13	14.96	7.81	-	-	1.297	74.36	20.51	5.13	-	-	1.308	-3.77	0.00
Stern College	84.00	16.00	-	-	-	1.160	86.67	13.33	-	-	-	1.133	2.67	0.00
MYP	76.92	13.85	7.69	-	1.54	1.354	78.05	12.20	9.76	-	-	1.317	1.13	-1.54
SBMP	81.25	12.50	-	6.25	-	1.313	85.71	14.29	-	-	-	1.143	4.46	0.00
IBC	83.33	16.67	-	-	-	1.167	75.00	25.00	-	-	-	1.250	-8.33	0.00
JSS	100.00	-	-	-	-	1.000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
None/N/A (Morning Program)	80.77	19.23	-	-	-	1.192	87.50	12.50	-	-	-	1.125	6.73	0.00
M.O. light	80.00	20.00	-	-	-	1.200	100.00	-	-	-	-	1.000	20.00	0.00
M.O	80.00	17.78	-	2.22	-	1.222	79.31	13.79	6.90	-	-	1.276	-0.69	0.00
M.O. stringent	80.33	13.11	6.56	-	-	1.262	81.08	13.51	5.41	-	-	1.243	0.75	0.00
Yeshivish	60.00	-	20.00	-	20.00	2.200	100.00	-	-	-	-	1.000	40.00	-20.00
Haredi	100.00	-	-	-	-	1.000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
“OTD”	50.00	50.00	-	-	-	1.500	50.00	50.00	-	-	-	1.500	0.00	0.00
Other (Religious Affiliation)	100.00	-	-	-	-	1.000	100.00	-	-	-	-	1.000	0.00	0.00
No years in Israel	88.89	11.11	-	-	-	1.111	60.00	40.00	-	-	-	1.400	-28.89	0.00
One year or less in Israel	77.08	18.75	2.08	-	2.08	1.313	80.65	9.68	9.68	-	-	1.290	3.57	-2.08
One and a half years in Israel	60.00	20.00	20.00	-	-	1.600	72.73	18.18	9.09	-	-	1.364	12.73	0.00
Two years in Israel	87.23	8.51	2.13	2.13	-	1.191	88.46	11.54	-	-	-	1.115	1.23	0.00
More than two years in Israel	-	100.00	-	-	-	2.000	100.00	-	-	-	-	1.000	100.00	0.00
All-American Yeshiva	72.73	13.64	9.09	2.27	2.27	1.477	81.48	7.41	11.11	-	-	1.185	8.75	-2.27
Hesder with Americans	80.00	18.18	1.82	-	-	1.218	81.08	16.22	2.70	-	-	1.216	1.08	0.00
Israeli with no Americans	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
College-esque Gap Year	100.00	-	-	-	-	1.000	100.00	-	-	-	-	1.000	0.00	0.00
Haredi Yeshiva	100.00	-	-	-	-	1.000	100.00	-	-	-	-	1.000	0.00	0.00
International Yeshiva	66.67	33.33	-	-	-	1.333	100.00	-	-	-	-	1.000	33.33	0.00
Other (Yeshiva)	80.00	20.00	-	-	-	1.200	100.00	-	-	-	-	1.000	20.00	0.00

Table 8: Amount of Money Spent on NFL Related Products and Activities

	Time 1: High School							Time 3: YU							% Difference between Time 1 and Time 3 (T3-T1)	
	\$0 (%)	\$1-\$100 (%)	\$101-\$300 (%)	\$301-\$600 (%)	\$601+ (%)	Not sure (%)	Ordinal Average (#)	\$0 (%)	\$1-\$100 (%)	\$101-\$300 (%)	\$301-\$600 (%)	\$601+ (%)	Not sure (%)	Ordinal Average (#)	\$0 (%)	\$601+ (%)
Overall	61.98	27.27	4.13	0.83	1.65	4.13	1.466	64.38	28.77	2.74	1.37	-	2.74	1.394	2.40	-1.65
Men	60.22	26.88	5.38	1.08	2.15	4.30	1.517	64.29	26.79	3.57	1.79	-	3.57	1.407	4.07	-2.15
Women	68.97	27.59	-	-	-	3.45	1.286	66.67	33.33	-	-	-	-	1.333	-2.30	0.00
Sy Syms School of Business	55.88	38.24	2.94	-	2.94	-	1.559	55.00	40.00	-	-	-	5.00	1.421	-0.88	-2.94
Yeshiva College	63.49	20.63	6.35	1.59	1.59	6.35	1.475	69.23	20.51	5.13	2.56	-	2.56	1.395	5.74	-1.59
Stern College	68.00	8.00	-	-	-	4.00	1.292	66.67	33.33	-	-	-	-	1.333	-1.33	0.00
MYP	56.92	29.23	6.15	1.54	3.08	3.08	1.603	63.41	26.83	4.88	2.44	-	2.44	1.450	6.49	-3.08
SBMP	75.00	18.75	6.25	-	-	-	1.313	71.43	28.57	-	-	-	-	1.286	-3.57	0.00
IBC	63.64	27.27	-	-	-	9.09	1.300	62.50	25.00	-	-	-	12.50	1.286	-1.14	0.00
JSS	-	-	-	-	-	100.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
None/N/A (Morning Program)	65.38	30.77	-	-	-	3.85	1.269	68.75	31.25	-	-	-	-	1.313	3.37	0.00
M.O. light	100.00	-	-	-	-	-	1.000	100.00	-	-	-	-	-	1.000	0.00	0.00
M.O	59.09	31.82	2.27	-	-	6.82	1.390	65.52	27.59	-	3.45	-	3.45	1.393	6.43	0.00
M.O. stringent	60.66	29.51	6.56	1.64	-	1.64	1.483	59.46	35.14	5.41	-	-	-	1.459	-1.20	0.00
Yeshivish	60.00	-	-	-	40.00	-	2.600	100.00	-	-	-	-	-	1.000	40.00	-40.00
Haredi	100.00	-	-	-	-	-	1.000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
“OTD”	-	50.00	-	-	-	50.00	2.000	50.00	-	-	-	-	50.00	1.000	50.00	0.00
Other (Religious Affiliation)	100.00	-	-	-	-	-	1.000	100.00	-	-	-	-	-	1.000	0.00	0.00
No years in Israel	55.56	2.22	-	-	-	22.22	1.286	40.00	40.00	-	-	-	20.00	2.400	-15.56	0.00
One year or less in Israel	63.83	27.66	4.26	-	2.13	2.13	1.457	64.52	32.26	3.23	-	-	-	1.387	0.69	-2.13
One and a half years in Israel	60.00	20.00	13.33	-	6.67	-	1.733	54.55	27.27	9.09	-	-	9.09	1.909	-5.45	-6.67
Two years in Israel	63.68	27.66	2.13	2.13	-	4.26	1.400	76.92	19.23	-	3.85	-	-	1.308	13.24	0.00
More than two years in Israel	-	100.00	-	-	-	-	2.000	-	100.00	-	-	-	-	2.000	0.00	0.00
All-American Yeshiva	62.79	20.93	9.30	-	4.65	2.33	1.595	60.71	35.71	3.57	-	-	-	1.429	-2.08	-4.65
Hesder with Americans	60.00	32.73	1.82	1.82	-	3.64	1.434	72.22	19.44	2.78	2.78	-	2.78	1.472	12.22	0.00
Israeli with no Americans	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
College-esque Gap Year	100.00	-	-	-	-	-	1.000	66.67	33.33	-	-	-	-	1.333	-33.33	0.00
Haredi Yeshiva	100.00	-	-	-	-	-	1.000	100.00	-	-	-	-	-	1.000	0.00	0.00
International Yeshiva	-	100.00	-	-	-	-	2.000	-	100.00	-	-	-	-	2.000	0.00	0.00
Other (Yeshiva)	40.00	60.00	-	-	-	-	1.600	-	100.00	-	-	-	-	2.000	-40.00	0.00

Table 9: Hours Per Week Spent Watching NBA Games/Highlights

	Time 1: High School							Time 3: YU							% Difference between Time 1 and Time 3 (T3-T1)	
	0 (%)	1 (%)	2 to 3 (%)	4 to 6 (%)	7-10 (%)	11+ (%)	Ordinal Average (#)	0 (%)	1 (%)	2 to 3 (%)	4 to 6 (%)	7-10 (%)	11+ (%)	Ordinal Average (#)	0 hours (%)	11+ hours (%)
Overall	27.27	26.26	21.21	14.14	5.05	6.05	2.616	31.67	20.00	26.67	11.67	5.00	5.00	2.533	4.40	-1.05
Men	17.11	27.63	27.63	15.79	5.26	6.58	2.842	29.17	18.75	29.17	10.42	6.25	6.25	2.646	12.06	-0.33
Women	63.64	22.73	-	4.55	4.55	4.55	1.773	41.67	25.00	16.67	16.67	-	-	2.083	-21.97	-4.55
Sy Syms School of Business	20.00	36.67	23.33	13.33	3.33	3.33	2.533	40.00	20.00	20.00	15.00	-	5.00	2.300	20.00	1.67
Yeshiva College	16.00	22.00	28.00	18.00	8.00	8.00	3.040	21.88	18.75	31.25	12.50	9.38	6.25	2.875	5.88	-1.75
Stern College	72.22	22.22	-	-	-	5.56	1.500	50.00	25.00	25.00	-	-	-	1.750	-22.22	-5.56
MYP	15.09	32.08	26.42	15.09	3.77	7.55	2.830	27.78	25.00	30.56	8.33	2.78	5.56	2.500	12.69	-1.99
SBMP	16.67	16.67	41.67	25.00	-	-	2.750	33.33	-	33.33	33.33	-	-	2.667	16.66	0.00
IBC	27.27	18.18	9.09	18.18	18.18	9.09	3.091	33.33	-	16.67	-	33.33	16.67	3.500	6.06	7.58
JSS	-	-	100.00	-	-	-	3.000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
None/N/A (Morning Program)	66.67	23.81	-	4.76	-	4.76	1.619	45.45	27.27	18.18	9.09	-	-	1.909	-21.22	-4.76
M.O. light	50.00	-	-	-	50.00	-	3.000	0 (%)	-	-	-	100.00	-	5.000	N/A	0.00
M.O	30.23	23.26	20.93	18.60	2.33	4.65	2.535	33.33	20.83	16.67	12.50	4.17	12.50	2.708	3.10	7.85
M.O. stringent	26.53	30.61	20.41	8.16	6.12	8.16	2.612	33.33	21.21	30.30	12.12	3.03	-	2.303	6.80	-8.16
Yeshivish	-	-	33.33	66.67	-	-	3.667	-	-	100.00	-	-	-	3.000	0.00	0.00
Haredi	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
“OTD”	-	-	100.00	-	-	-	3.000	-	-	100.00	-	-	-	3.000	0.00	0.00
Other (Religious Affiliation)	-	100.00	-	-	-	-	2.000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
No years in Israel	33.33	33.33	16.67	16.67	-	-	2.167	-	100.00	-	-	-	-	2.000	-33.33	0.00
One year or less in Israel	35.14	24.32	13.51	13.51	8.11	5.41	2.514	26.09	13.04	30.43	13.04	8.70	8.70	2.913	-9.05	3.29
One and a half years in Israel	14.29	21.43	28.57	21.43	7.14	7.14	3.071	36.36	27.27	27.27	9.09	-	-	2.091	22.07	-7.14
Two years in Israel	21.62	27.03	27.03	13.51	2.70	8.11	2.730	33.33	20.83	25.00	12.5	4.17	4.17	2.458	11.71	-3.94
More than two years in Israel	-	100.00	-	-	-	-	2.000	100.00	-	-	-	-	-	1.000	100.00	0.00
All-American Yeshiva	18.18	24.24	7.27	24.24	6.06	-	2.758	23.81	4.76	38.10	19.05	9.52	4.76	3.000	5.63	4.76
Hesder with Americans	28.57	28.57	18.37	10.20	4.08	10.20	2.633	38.24	26.47	20.59	5.88	2.94	5.88	2.265	9.67	-4.32
Israeli with no Americans	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
College-esque Gap Year	-	-	-	-	100.00	-	5.000	-	-	-	100.00	-	-	4.000	0.00	0.00
Haredi Yeshiva	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
International Yeshiva	50.00	-	-	-	-	50.00	3.500	-	-	100.00	-	-	-	3.000	-50.00	-50.00
Other (Yeshiva)	50.00	25.00	-	-	-	25.00	2.500	33.33	33.33	33.33	-	-	-	2.000	-16.67	-25.00

Table 10: Number of NBA Branded Merchandise Owned

	Time 1: High School							Time 3: YU							% Difference between Time 1 and Time 3 (T3-T1)	
	0 (%)	1 (%)	2 (%)	3 to 5 (%)	6 to 8 (%)	9+ (%)	Ordinal Average (#)	0 (%)	1 (%)	2 (%)	3 to 5 (%)	6 to 8 (%)	9+ (%)	Ordinal Average (#)	0 items (%)	9+ items (%)
Overall	32.65	25.51	19.39	12.24	6.12	4.08	2.459	40.00	23.33	20.00	10.00	1.67	5.00	2.250	7.35	0.92
Men	32.00	20.00	22.67	13.33	8.00	4.00	2.573	41.67	18.75	22.92	10.42	2.08	4.17	2.250	9.67	0.17
Women	36.36	45.45	9.09	4.55	-	4.55	2.000	33.33	41.67	8.33	8.33	-	8.33	2.250	-3.03	3.78
Sy Syms School of Business	40.00	16.67	20.00	13.33	3.33	6.67	2.433	45.00	15.00	10.00	20.00	-	10.00	2.450	5.00	3.33
Yeshiva College	26.53	22.45	22.45	14.29	10.20	4.08	2.714	37.50	21.88	28.13	6.25	3.13	3.13	2.250	10.97	-0.95
Stern College	38.89	50.00	11.11	-	-	-	1.722	37.50	50.00	12.50	-	-	-	1.750	-1.39	0.00
MYP	28.30	20.75	18.87	20.75	5.56	5.56	2.717	44.44	13.89	22.22	11.11	2.78	5.56	2.306	16.14	0.00
SBMP	41.67	33.33	16.67	-	8.33	-	2.000	33.33	50.00	16.67	-	-	-	1.833	-8.34	0.00
IBC	40.00	-	40.00	-	20.00	-	2.600	33.33	16.67	33.33	16.67	-	-	2.333	-6.67	0.00
JSS	-	-	100.00	-	-	-	3.000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
None/N/A (Morning Program)	38.10	47.62	9.62	-	-	4.72	1.905	36.36	5.45	9.09	-	-	9.09	2.091	-1.74	4.37
M.O. light	50.00	-	50.00	-	-	-	2.000	100.00	-	-	-	-	-	1.000	50.00	0.00
M.O.	30.95	33.33	21.43	4.76	9.52	-	2.286	33.33	20.83	37.50	4.17	-	4.17	2.292	2.38	4.17
M.O. stringent	36.73	20.41	16.33	18.37	2.04	6.12	2.469	45.45	21.21	9.09	15.15	3.03	6.06	2.273	8.72	-0.06
Yeshivish	-	-	33.33	33.33	-	33.33	4.333	-	100.00	-	-	-	-	2.000	0.00	-33.33
Haredi	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
“OTD”	-	100.00	-	-	-	-	2.000	-	100.00	-	-	-	-	2.000	0.00	0.00
Other (Religious Affiliation)	0 (%)	-	-	-	100.00	-	5.000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
No years in Israel	16.67	16.67	33.33	16.67	16.67	-	3.000	100.00	-	-	-	-	-	1.000	83.33	0.00
One year or less in Israel	35.14	32.43	13.51	5.41	8.11	5.41	2.351	30.43	26.09	17.39	17.39	-	8.70	2.565	-4.71	3.29
One and a half years in Israel	35.71	7.14	21.43	21.43	-	14.29	2.857	36.36	18.18	18.18	9.09	9.09	9.09	2.636	0.65	-5.20
Two years in Israel	30.56	27.78	19.44	16.67	5.56	-	2.389	45.83	25.00	25.00	4.17	-	-	1.875	15.27	0.00
More than two years in Israel	100.00	-	-	-	-	-	1.000	100.00	-	-	-	-	-	1.000	0.00	0.00
All-American Yeshiva	36.36	21.21	18.18	9.09	6.06	9.09	2.545	28.57	19.05	19.05	19.05	4.76	9.52	2.810	-7.79	0.43
Hesder with Americans	35.42	25.00	16.67	14.58	6.25	2.08	2.375	47.06	23.53	23.53	2.94	-	2.94	1.941	11.64	0.86
Israeli with no Americans	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
College-esque Gap Year	-	-	-	100.00	-	-	4.000	-	-	-	100.00	-	-	4.000	0.00	0.00
Haredi Yeshiva	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
International Yeshiva	-	100.00	-	-	-	-	2.000	-	100.00	-	-	-	-	2.000	0.00	0.00
Other (Yeshiva)	25.00	75.00	-	-	-	-	1.750	33.33	66.67	-	-	-	-	1.667	8.33	0.00

Table 11: Number of NBA Games Attended Per Season

	Time 1: High School								Time 3: YU								% Difference between Time 1 and Time 3 (T3-T1)	
	0 (%)	1 (%)	2 (%)	3 to 4 (%)	5 to 8 (%)	9 to 13 (%)	14+ (%)	Ordinal Average (#)	0 (%)	1 (%)	2 (%)	3 to 4 (%)	5 to 8 (%)	9 to 13 (%)	14+ (%)	Ordinal Average (#)	0 games (%)	14+ games (%)
Overall	51.02	31.63	8.16	6.12	2.04	-	1.02	1.806	60.00	23.33	10.00	5.00	-	-	1.67	1.683	8.98	0.65
Men	50.67	30.67	9.33	6.67	2.67	-	-	1.800	60.42	22.92	12.50	4.17	-	-	-	1.604	9.75	0.00
Women	50.00	36.36	4.55	4.55	-	-	4.55	1.864	58.33	25.00	-	8.33	-	-	8.33	2.000	8.33	3.78
Sy Syms School of Business	56.67	23.33	-	16.67	-	-	3.33	1.933	65.00	5.00	10.00	15.00	-	-	5.00	2.000	8.33	1.67
Yeshiva College	46.94	32.65	14.29	2.04	4.08	-	-	1.837	56.25	31.25	12.50	-	-	-	-	1.563	9.31	0.00
Stern College	50.00	44.44	5.56	-	-	-	-	1.556	62.50	37.50	-	-	-	-	-	1.375	12.50	0.00
MYP	49.06	32.08	7.55	9.43	1.89	-	-	1.755	63.89	22.22	8.33	5.56	-	-	-	1.556	14.83	0.00
SBMP	66.67	25.00	8.33	-	-	-	-	1.417	66.67	33.33	-	-	-	-	-	1.333	0.00	0.00
IBC	50.00	30.00	10.00	-	10.00	-	-	1.900	33.33	16.67	50.00	-	-	-	-	2.167	-16.67	0.00
JSS	-	-	100.00	-	-	-	-	3.000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
None/N/A (Morning Program)	52.38	38.10	4.76	-	-	-	4.76	1.762	63.64	27.27	-	-	-	-	9.09	1.818	11.26	4.33
M.O. light	-	100.00	-	-	-	-	-	2.000	-	-	100.00	-	-	-	-	3.000	0.00	0.00
M.O.	54.76	30.95	7.14	2.38	4.76	-	-	1.714	75.00	12.50	8.33	4.17	-	-	-	1.417	20.24	0.00
M.O. stringent	51.02	30.61	8.16	8.16	-	-	2.04	1.837	51.52	30.30	9.09	6.06	-	-	3.03	1.848	0.50	0.99
Yeshivish	33.33	-	33.33	33.33	-	-	-	2.667	100.00	-	-	-	-	-	-	1.000	66.67	0.00
Haredi	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
“OTD”	-	100.00	-	-	-	-	-	2.000	-	100.00	-	-	-	-	-	2.000	0.00	0.00
Other (Religious Affiliation)	100.00	-	-	-	-	-	-	1.000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
No years in Israel	66.67	16.67	16.67	-	-	-	-	1.500	100.00	-	-	-	-	-	-	1.000	33.33	0.00
One year or less in Israel	51.35	32.43	5.41	8.11	-	-	2.70	1.838	56.52	17.39	13.04	8.70	-	-	4.35	1.957	5.17	1.65
One and a half years in Israel	42.86	28.57	21.43	7.14	-	-	-	1.929	72.73	9.09	9.09	9.09	-	-	-	1.545	29.87	0.00
Two years in Israel	47.22	36.11	5.56	5.56	5.56	-	-	1.861	54.17	37.50	8.33	-	-	-	-	1.542	6.95	0.00
More than two years in Israel	100.00	-	-	-	-	-	-	1.000	100.00	-	-	-	-	-	-	1.000	0.00	0.00
All-American Yeshiva	45.45	33.33	9.09	9.09	-	-	3.03	1.970	47.62	19.05	19.05	9.52	-	-	4.76	2.143	2.17	1.73
Hesder with Americans	54.17	33.33	4.17	4.17	4.17	-	-	1.708	70.59	23.53	5.88	-	-	-	-	1.353	16.42	0.00
Israeli with no Americans	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
College-esque Gap Year	-	-	-	100.00	-	-	-	4.000	-	-	-	100.00	-	-	-	4.000	0.00	0.00
Haredi Yeshiva	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
International Yeshiva	50.00	50.00	-	-	-	-	-	1.500	-	100.00	-	-	-	-	-	2.000	-50.00	0.00
Other (Yeshiva)	50.00	25.00	25.00	-	-	-	-	1.750	33.33	66.67	-	-	-	-	-	1.667	-16.67	0.00

Table 12: Amount of Money Spent on NBA Related Products and Activities

	Time 1: High School							Time 3: YU							% Difference between Time 1 and Time 3 (T3-T1)	
	\$0 (%)	\$1-\$100 (%)	\$101-\$300 (%)	\$301-\$600 (%)	\$601+ (%)	Not sure (%)	Ordinal Average (#)	\$0 (%)	\$1-\$100 (%)	\$101-\$300 (%)	\$301-\$600 (%)	\$601+ (%)	Not sure (%)	Ordinal Average (#)	\$0 (%)	\$601+ (%)
Overall	51.02	37.76	6.12	2.04	-	3.06	1.579	53.33	36.67	6.67	1.67	-	1.67	1.633	2.31	0.00
Men	49.33	41.33	5.33	1.33	-	2.67	1.575	52.08	39.58	6.25	-	-	2.08	1.625	2.75	0.00
Women	59.09	27.27	9.09	4.55	-	-	1.727	58.33	25.00	8.33	8.33	-	-	1.667	-0.76	0.00
Sy Syms School of Business	60.00	23.33	13.33	3.33	-	-	1.600	65.00	20.00	10.00	5.00	-	-	1.550	5.00	0.00
Yeshiva College	42.86	51.02	2.04	-	-	4.08	1.574	43.75	50.00	3.13	-	-	3.13	1.719	0.89	0.00
Stern College	61.11	27.78	5.56	5.56	-	-	1.556	62.50	25.00	12.50	-	-	-	1.500	1.39	0.00
MYP	43.40	43.40	7.55	1.89	-	3.77	1.667	52.78	36.11	8.33	-	-	2.78	1.667	9.38	0.00
SBMP	66.67	33.33	-	-	-	-	1.333	66.67	33.33	-	-	-	-	1.333	0.00	0.00
IBC	60.00	40.00	-	-	-	-	1.400	33.33	66.67	-	-	-	-	1.667	-26.67	0.00
JSS	-	-	-	-	-	100.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
None/N/A (Morning Program)	61.90	23.81	9.52	4.76	-	-	1.571	63.64	18.18	9.09	9.09	-	-	1.636	1.74	0.00
M.O. light	100.00	-	-	-	-	-	1.000	-	100.00	-	-	-	-	2.000	-100.00	0.00
M.O.	52.38	8.10	2.38	2.38	-	4.76	1.525	66.67	29.17	4.17	-	-	-	1.375	14.29	0.00
M.O. stringent	48.98	40.82	8.16	-	-	2.04	1.583	45.45	39.39	9.09	3.03	-	3.03	1.818	-3.53	0.00
Yeshivish	33.33	-	33.33	33.33	-	-	2.667	100.00	-	-	-	-	-	1.000	66.67	0.00
Haredi	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
“OTD”	-	100.00	-	-	-	-	2.000	-	2.00	-	-	-	-	2.000	0.00	0.00
Other (Religious Affiliation)	100.00	-	-	-	-	-	1.000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
No years in Israel	50.00	-	-	16.67	-	33.33	1.750	100.00	-	-	-	-	-	1.000	50.00	0.00
One year or less in Israel	59.46	29.73	8.11	2.70	-	-	1.541	47.83	39.13	8.70	4.35	-	-	1.696	-11.63	0.00
One and a half years in Israel	35.71	57.14	7.14	-	-	-	1.714	63.64	27.27	9.09	-	-	-	1.455	27.93	0.00
Two years in Israel	47.22	44.44	5.56	-	-	2.78	1.667	50.00	41.67	4.17	-	-	4.17	1.708	2.78	0.00
More than two years in Israel	100.00	-	-	-	-	-	1.000	100.00	-	-	-	-	-	1.000	0.00	0.00
All-American Yeshiva	51.52	33.33	12.12	3.03	-	-	1.667	38.10	47.62	9.52	4.76	-	-	1.810	-13.42	0.00
Hesder with Americans	50.00	45.83	2.08	-	-	2.08	1.604	64.71	29.41	2.94	-	-	2.94	1.500	14.71	0.00
Israeli with no Americans	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
College-esque Gap Year	-	100.00	-	-	-	-	2.000	-	100.00	-	-	-	-	2.000	0.00	0.00
Haredi Yeshiva	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
International Yeshiva	100.00	-	-	-	-	-	1.000	-	100.00	-	-	-	-	2.000	-100.00	0.00
Other (Yeshiva)	75.00	-	25.00	-	-	-	1.500	33.33	33.33	33.33	-	-	-	2.000	-41.67	0.00

Table 13: Hours Per Week Spent Watching NHL Games/Highlights

	Time 1: High School							Time 3: YU							% Difference between Time 1 and Time 3 (T3-T1)	
	0 (%)	1 (%)	2 to 3 (%)	4 to 6 (%)	7 to 10 (%)	11+ (%)	Ordinal Average (#)	0 (%)	1 (%)	2 to 3 (%)	4 to 6 (%)	7 to 10 (%)	11+ (%)	Ordinal Average (#)	0 hours (%)	11+ hours (%)
Overall	39.34	24.59	16.39	8.20	0.92	6.56	2.344	45.71	20.00	14.29	5.71	2.68	11.43	2.343	6.37	4.87
Men	34.78	28.26	19.57	8.70	2.17	6.52	2.348	48.15	18.52	14.81	3.70	3.70	11.11	2.296	13.37	4.59
Women	53.33	13.33	6.67	6.67	13.33	6.67	2.333	37.50	25.00	12.50	12.50	-	12.50	2.500	-15.83	5.83
Sy Syms School of Business	38.10	14.29	19.05	14.29	9.52	4.76	2.571	41.67	16.67	16.67	8.33	-	16.67	2.583	3.57	11.91
Yeshiva College	33.33	37.00	18.50	3.70	-	0.41	2.222	52.94	17.65	11.76	5.88	5.88	5.88	2.118	19.61	5.47
Stern College	53.85	15.38	7.69	7.69	7.69	7.69	2.231	33.33	33.33	16.67	-	-	16.67	2.167	-20.52	8.98
MYP	30.00	36.67	23.33	6.67	-	3.33	2.200	44.44	2.78	22.22	-	-	5.56	2.000	14.44	2.23
SBMP	50.00	12.50	12.50	12.50	12.50	-	2.250	66.67	-	-	-	-	33.33	2.667	16.67	33.33
IBC	42.86	14.29	-	14.29	-	28.57	3.000	50.00	-	-	16.67	16.67	26.67	3.000	7.14	-1.90
JSS	-	-	100.00	-	-	-	3.000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
None/N/A (Morning Program)	57.14	14.29	7.14	7.14	7.14	7.14	2.143	42.86	28.57	14.29	-	-	14.29	2.286	-14.28	7.15
M.O. light	33.33	33.33	-	33.33	-	-	2.333	-	-	-	100.00	-	-	4.000	-33.33	0.00
M.O	52.63	10.53	26.32	5.26	-	5.26	2.053	60.00	20.00	10.00	-	-	10.00	1.900	7.37	4.74
M.O. stringent	32.26	29.03	12.90	9.68	9.68	6.45	2.548	38.10	23.81	19.05	4.76	-	14.29	2.476	5.84	7.84
Yeshivish	50.00	25.00	25.00	-	-	-	1.750	100.00	-	-	-	-	-	1.000	50.00	0.00
Haredi	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
“OTD”	-	-	-	-	-	100.00	6.000	-	-	-	-	100.00	-	5.000	0.00	-100.00
Other (Religious Affiliation)	50.00	50.00	-	-	-	-	1.500	100.00	-	-	-	-	-	1.000	50.00	0.00
No years in Israel	28.57	14.29	28.57	14.29	-	14.29	2.857	33.33	-	33.33	-	33.33	-	3.000	4.76	-14.29
One year or less in Israel	38.10	23.81	14.29	9.52	4.76	9.52	2.476	41.67	25.00	8.33	8.33	16.67	2.50	2.500	3.57	-7.02
One and a half years in Israel	37.50	12.50	12.50	-	25.00	12.50	3.000	42.86	-	14.29	14.29	-	28.57	3.143	5.36	16.07
Two years in Israel	42.86	38.10	19.05	-	-	-	1.762	54.55	36.36	9.09	-	-	-	1.545	11.69	0.00
More than two years in Israel	50.00	-	-	50.00	-	-	2.500	50.00	-	50.00	-	-	-	2.000	0.00	0.00
All-American Yeshiva	25.00	25.00	12.50	12.50	6.25	18.75	1.938	37.50	-	-	12.50	-	50.00	3.875	12.50	31.25
Hesder with Americans	8.28	27.59	20.69	3.45	-	-	1.793	57.14	23.81	19.05	-	-	-	1.619	48.86	0.00
Israeli with no Americans	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
College-esque Gap Year	-	-	-	-	100.00	-	5.000	-	-	-	100.00	-	-	4.000	0.00	0.00
Haredi Yeshiva	100.00	-	-	-	-	-	1.000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
International Yeshiva	50.00	50.00	-	-	-	-	1.500	-	100.00	-	-	-	-	2.000	-50.00	0.00
Other (Yeshiva)	-	20.00	40.00	20.00	20.00	-	2.400	-	100.00	-	-	-	-	2.000	0.00	0.00

Table 15: Number of NHL Games Attended Per Season

	Time 1: High School								Time 3: YU								% Difference between Time 1 and Time 3 (T3-T1)	
	0 (%)	1 (%)	2 (%)	3 to 4 (%)	5 to 8 (%)	9 to 13 (%)	14+ (%)	Ordinal Average (#)	0 (%)	1 (%)	2 (%)	3 to 4 (%)	5 to 8 (%)	9 to 13 (%)	14+ (%)	Ordinal Average (#)	0 games (%)	14+ games (%)
Overall	39.34	31.15	13.11	11.48	3.28	1.64	-	2.131	48.57	14.29	17.14	11.43	5.71	2.86	-	2.200	9.23	0.00
Men	32.61	36.96	15.22	10.87	2.17	2.17	-	2.196	51.85	18.52	14.81	7.41	3.70	3.70	-	2.037	19.24	0.00
Women	60.00	13.33	6.67	13.33	6.67	-	-	1.933	37.50	-	25.00	25.00	12.50	-	-	2.750	-22.50	0.00
Sy Syms School of Business	42.86	23.81	9.52	19.05	4.76	-	-	1.762	50.00	8.33	25.00	8.33	-	8.33	-	2.250	7.14	0.00
Yeshiva College	25.93	44.44	18.52	7.41	-	3.70	-	2.222	52.94	23.53	5.88	11.76	5.88	-	-	1.941	27.01	0.00
Stern College	61.54	15.38	7.69	7.69	7.69	-	-	1.846	33.33	-	3.33	16.67	16.67	-	-	2.833	-28.21	0.00
MYP	30.00	36.67	16.67	13.33	-	3.33	-	2.267	61.11	16.67	11.11	5.56	5.56	-	-	1.778	31.11	0.00
SBMP	62.50	25.00	-	12.50	-	-	-	1.625	66.67	-	33.33	-	-	-	-	1.667	4.17	0.00
IBC	14.29	42.86	28.57	-	14.29	-	-	2.571	16.67	33.33	16.67	16.67	-	16.67	-	3.000	2.38	0.00
JSS	-	100.00	-	-	-	-	-	2.000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
None/N/A (Morning Program)	64.29	14.29	7.14	7.14	7.14	-	-	1.786	42.86	-	28.57	14.29	14.29	-	-	2.571	-21.43	0.00
M.O. light	100.00	-	-	-	-	-	-	1.000	-	-	-	100.00	-	-	-	4.000	-100.00	0.00
M.O	36.84	31.58	10.53	15.79	5.26	-	-	2.211	50.00	10.00	10.00	20.00	-	10.00	-	2.400	13.16	0.00
M.O. stringent	35.48	32.36	12.90	12.90	3.23	3.23	-	2.258	52.38	14.29	19.05	4.76	9.52	-	-	2.048	16.90	0.00
Yeshivish	50.00	25.00	25.00	-	-	-	-	1.750	100.00	-	-	-	-	-	-	1.000	50.00	0.00
Haredi	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
“OTD”	-	-	100.00	-	-	-	-	3.000	-	-	100.00	-	-	-	-	3.000	0.00	0.00
Other (Religious Affiliation)	50.00	50.00	-	-	-	-	-	1.500	-	100.00	-	-	-	-	-	2.000	-50.00	0.00
No years in Israel	42.86	42.86	14.29	-	-	-	-	1.714	33.33	33.33	33.33	-	-	-	-	2.000	-9.53	0.00
One year or less in Israel	42.86	19.05	19.05	9.52	9.52	-	-	2.238	50.00	-	16.67	16.67	8.33	8.33	-	2.583	7.14	0.00
One and a half years in Israel	50.00	25.00	-	12.50	-	12.50	-	2.250	42.86	14.29	14.29	14.29	14.29	-	-	2.429	-7.14	0.00
Two years in Israel	33.33	42.86	9.52	14.29	-	-	-	2.048	54.55	27.27	9.09	9.09	-	-	-	1.727	21.22	0.00
More than two years in Israel	-	50.00	-	50.00	-	-	-	3.000	50.00	-	50.00	-	-	-	-	2.000	50.00	0.00
All-American Yeshiva	43.75	18.75	12.50	6.25	12.50	6.25	-	2.438	37.50	-	12.50	12.50	25.00	12.50	-	3.250	-6.25	0.00
Hesder with Americans	34.48	37.93	13.79	13.79	-	-	-	2.069	57.14	19.05	14.29	9.52	-	-	-	1.762	22.66	0.00
Israeli with no Americans	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
College-esque Gap Year	-	-	-	100.00	-	-	-	4.000	-	-	-	100.00	-	-	-	4.000	0.00	0.00
Haredi Yeshiva	100.00	-	-	-	-	-	-	1.000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
International Yeshiva	-	-	100.00	-	-	-	-	3.000	100.00	-	-	-	-	-	-	1.000	100.00	0.00
Other (Yeshiva)	40.00	40.00	-	20.00	-	-	-	2.000	50.00	-	50.00	-	-	-	-	2.000	10.00	0.00

Table 16: Amount of Money Spent on NHL Related Products and Activities

	Time 1: High School							Time 3: YU							% Difference between Time 1 and Time 3 (T3-T1)	
	\$0 (%)	\$1-\$100 (%)	\$101-\$300 (%)	\$301-\$600 (%)	\$601+ (%)	Not sure (%)	Ordinal Average (#)	\$0 (%)	\$1-\$100 (%)	\$101-\$300 (%)	\$301-\$600 (%)	\$601+ (%)	Not sure (%)	Ordinal Average (#)	\$0 (%)	\$601+ (%)
Overall	47.54	31.15	8.20	4.92	-	8.20	1.679	51.43	22.86	17.14	0.71	-	2.88	1.765	3.89	0.00
Men	45.65	32.61	4.35	6.52	-	10.87	1.683	55.56	18.52	14.81	7.41	-	3.70	1.731	9.91	0.00
Women	53.33	26.67	20.00	-	-	-	1.667	37.50	37.50	25.00	-	-	-	1.875	-15.83	0.00
Sy Syms School of Business	38.10	33.33	14.29	9.52	-	4.76	1.950	50.00	16.67	25.00	8.33	-	-	1.917	11.90	0.00
Yeshiva College	51.85	29.63	-	3.70	-	14.81	1.478	58.82	17.65	11.76	-	5.88	1.88	1.529	6.97	5.88
Stern College	53.85	30.77	15.38	-	-	-	1.615	33.33	50.00	16.67	-	-	-	1.833	-20.52	0.00
MYP	43.33	36.67	3.33	6.67	-	10.00	1.704	61.11	22.22	11.11	5.56	-	-	1.611	17.78	0.00
BMP	75.00	12.50	12.50	-	-	-	1.375	66.67	-	33.33	-	-	-	1.667	-8.33	0.00
IBC	28.57	42.86	-	14.29	-	14.29	2.000	33.33	16.67	16.67	16.67	-	16.67	2.200	4.76	0.00
JSS	-	-	-	-	-	100.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
None/N/A (Morning Program)	57.14	28.57	14.29	-	-	-	1.571	42.86	42.86	14.29	-	-	-	1.714	-14.28	0.00
M.O. light	100.00	-	-	-	-	-	1.000	-	-	100.00	-	-	-	3.000	-100.00	0.00
M.O.	42.11	36.84	5.26	5.26	-	10.53	1.294	50.00	30.00	-	20.00	-	-	1.900	7.89	0.00
M.O. stringent	38.71	38.71	12.90	6.45	-	3.23	1.867	52.38	23.81	23.81	-	-	-	1.714	13.67	0.00
Yeshivish	75.00	-	-	-	-	25.00	1.000	100.00	-	-	-	-	-	1.000	25.00	0.00
Haredi	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
“OTD”	-	-	-	-	-	100.00	N/A	-	-	-	-	-	100.00	N/A	0.00	0.00
Other (Religious Affiliation)	100.00	-	-	-	-	-	1.000	100.00	-	-	-	-	-	1.000	0.00	0.00
No years in Israel	71.43	-	-	-	-	2.57	1.000	66.67	-	-	-	-	33.33	1.000	-4.76	0.00
One year or less in Israel	42.86	33.33	9.52	4.76	-	9.52	1.737	50.00	25.00	16.67	8.33	-	-	1.833	7.14	0.00
One and a half years in Israel	37.50	37.50	12.50	12.50	-	-	2.000	42.86	14.29	42.86	-	-	-	2.000	5.36	0.00
Two years in Israel	52.38	33.33	9.52	-	-	4.76	1.550	54.55	27.27	9.09	9.09	-	-	1.727	2.17	0.00
More than two years in Israel	-	50.00	-	50.00	-	-	3.000	50.00	50.00	-	-	-	-	1.500	50.00	0.00
All-American Yeshiva	50.00	18.75	12.50	12.50	-	6.25	1.867	37.50	-	50.00	12.50	-	-	2.375	-12.50	0.00
Hesder with Americans	44.83	41.38	3.45	3.45	-	6.90	1.630	57.14	33.33	4.76	4.76	-	-	1.571	12.31	0.00
Israeli with no Americans	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
College-esque Gap Year	-	-	100.00	-	-	-	3.000	-	-	100.00	-	-	-	3.000	0.00	0.00
Haredi Yeshiva	100.00	-	-	-	-	-	1.000	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
International Yeshiva	-	100.00	-	-	-	-	2.000	-	100.00	-	-	-	-	2.000	0.00	0.00
Other (Yeshiva)	20.00	60.00	20.00	-	-	-	2.000	50.00	50.00	-	-	-	-	1.500	30.00	0.00

Table 17: Changes Between T₁ and T₃

	MLB				NFL				NBA				NHL			
	Games/ Highlights	Merch	Games Attended	Money	Games/ Highlights	Merch	Games Attended	Money	Games/ Highlights	Merch	Game Attendance	Money	Games/ Highlights	Merch	Game Attendance	Money
Overall	+	+	-	+	-	-	-	-	-	-	-	+	- (.01)	N/A	+	+
Men	+	-	-	-	-	-	-	-	-	-	-	+	-	N/A	-	+
Women	-	+	-	-	+	+	-	+	+	+	+	-	+	N/A	+	+
Sy Syms School of Business	+	+	+	+	-	-	-	-	-	+	+	-	+	N/A	+	-
Yeshiva College	-	-	-	-	-	-	+	-	-	-	-	+	-	N/A	-	+
Stern College	+	+	+	+	+	+	-	+	+	+	-	-	-	N/A	+	+
MYP	+	-	-	-	-	-	-	-	-	-	-	=	-	N/A	-	-
SBMP	+	-	+	+	-	+	-	-	-	-	-	=	+	N/A	+	+
IBC	+	-	-	-	=	+	-	-	+	-	+	+	=	N/A	+	+
JSS	-	=	=	=	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
None/N/A (Morning Program)	-	+	=	-	-	-	-	+	+	+	+	+	+	N/A	+	+
M.O. light	+	-	-	-	+	+	-	=	+	-	+	+	+	N/A	+	+
M.O	-	+	-	-	-	-	+	+.003	+	+	-	-	-	N/A	+	+
M.O. stringent	+	+	+	+	-	-	-	-	-	-	-	+	-	N/A	-	-
Yeshivish	-	-	-	-	-	-	-	-	-	-	-	-	-	N/A	-	=
Haredi	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
“OTD”	N/A	N/A	N/A	N/A	=	=	=	-	=	=	=	=	-	N/A	=	N/A
Other (Religious Affiliation)	+	+	+	+	-	-	=	=	N/A	N/A	N/A	N/A	-	N/A	+	=
No years in Israel	+	+	+	+	-	+	+	+	-	-	-	-	+	N/A	+	=
One year or less in Israel	+	+	-	-	+	-	-	-	+	+	+	+	+	N/A	+	+
One and a half years in Israel	+	+	+	+	-	-	-	+	-	-	-	-	+	N/A	+	=
Two years in Israel	-	-	-	-	-	-	-	-	-	-	-	+	-	N/A	-	+
More than two years in Israel	=	=	=	=	-	-	-	=	-	=	=	=	-	N/A	-	-
All-American Yeshiva	+	+	+	+	+	-	-	-	+	+	+	+	+	N/A	+	+
Hesder with Americans	-	-	-	-	-	-	-	+	-	-	-	-	-	N/A	-	-
Israeli with no Americans	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
College-esque Gap Year	+	+	+	+	+	+	=	+	-	=	=	=	-	N/A	=	=
Haredi Yeshiva	N/A	N/A	N/A	N/A	-	=	=	=	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
International Yeshiva	+	+	-	-	+	+	-	=	-	=	+	+	+	N/A	-	=
Other (Yeshiva)	-	-	-	-	+	+	-	+	-	-	-	+	-	N/A	=	-