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Siena New York Sports Poll

68% of NY'ers are Sports Fans; 16% Live, Eat and Breathe Sports

Yankees are #1; Mets and Football Giants Next Choices

Majority Love to Go, But Costs and Hassles Keeping Spectators on the Couch

83% Physically Active; Playing Sports, Walking, Running and the Gym Top Picks

Loudonville, NY – Sixty-eight percent of New York adults regularly watch or listen to sports, talk about the games with friends or read about sports in newspapers or on the internet. Using a list of eleven fan behaviors, the Siena College Research Institute finds in the new Siena New York Sports Poll that 16 percent of state residents are “Avid” fans, 27 percent are “Involved” fans, 25 percent are “Casual” fans and 32 percent are “Non-fans.” Twenty-eight percent (more than three times that of any of team) name the New York Yankees as their single favorite sports team. Over 50 percent of New Yorkers attend at least one professional sports event each year, but despite 63 percent saying they “love to go”, 88 percent say costs have gotten out of control and 77 percent now prefer watching the game on TV to going.

In an average week, 83 percent of state residents spend at least one or two hours engaged in physical activities including jogging, working out, playing sports or other activities in which they could break a sweat. Twenty-two percent only spend an hour or two a week in physical activity, 48% exercise between 3 and 10 hours a week and 13 percent work out more than 10 hours a week. Playing sports including baseball, football and basketball is the single or second favorite of 43 percent of respondents. Walking was listed first or second by 37 percent followed by 25 percent that prefer indoor fitness and 22 percent whose favorite is running or jogging.

“When it comes to sports fanship, actions speak louder than words. When asked whether or not they see themselves as a sports fan, sixty-one percent say yes and thirty-nine percent say no. But, we looked at whether or not New Yorkers watch sports or sports news on television or listened on the radio, surfed the net for sports news, read about sports or talked to friends and family about sports. We found that nearly seven out of every ten residents walks the walk of a sports fan and for sixteen percent of all New Yorkers being a sports fan is a major part of what they do each and every day,” according to Dr. Don Levy, SRI’s Director.

Twenty-eight percent of New Yorkers (up from 27% two years ago) named the Yankees as their single favorite sports team. Another 10 percent described the Yanks as their second favorite. The Yankees received three times the support of their closest rival, the Mets for the single top spot and almost double the overall support when looking at each respondent's first and second favorite team. Overall, the Yankees are named by 38 percent, the Mets by 20 percent and the New York Giants by 20 percent. Further down the list are the Buffalo Bills (8%), the Jets (8%), the Buffalo Sabres (4%) and the Boston Red Sox (4%).

In order of frequency the most popular sport fanship activities were: watching sports on TV, watching or listening to sports news shows, talking about sports, reading the sports pages in the newspaper, surfing the internet for sports news, and listening to either live sports or sports talk on the radio. Avid fans on average do all of those activities nearly every day. Involved fans do each fan activity less, but cut way back on internet and radio use. Casual fans watch sports, sport news, talk about sports and read the sports pages often, but do little else. Non-fans occasionally watch a game, but do not include sports in their daily life.

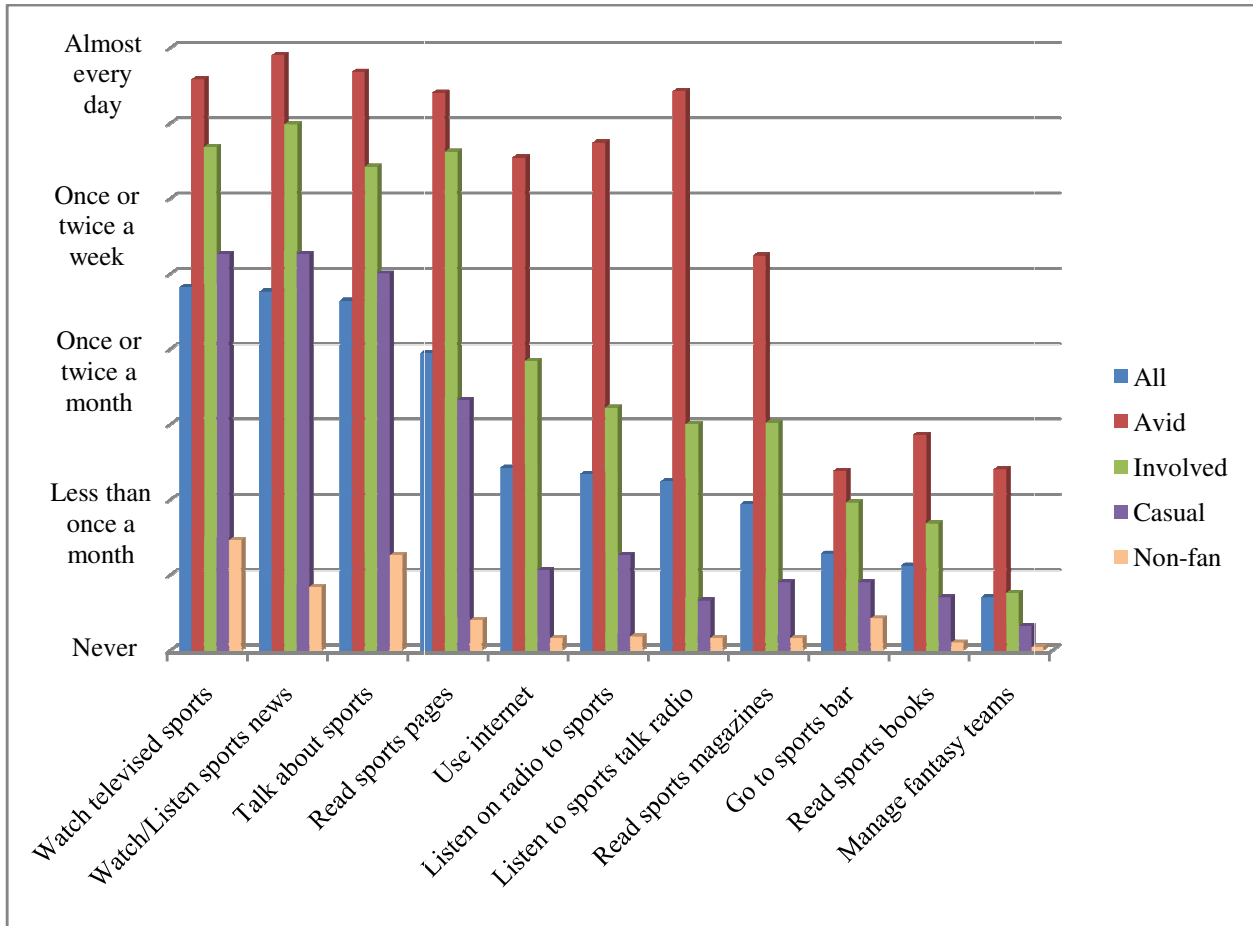
“Eighty-five percent of men and fifty-three percent of women qualify as sports fans when we look at what they do. Each is a little higher than when we just ask them if they see themselves as fans. But, a big difference between many men and women shows up when we look at fanship intensity. Eighty-five percent of Avid fans and sixty-four percent of Involved fans are men. Seventy-eight percent of Non-fans are women. Sure, most women enjoy sports, but men are far more likely to watch, listen, talk about, that is, live and breathe sports than are women here in New York,” according to Dr. Levy.

Fifty-seven percent of New Yorkers attended a professional sporting event over the last year, while 23 percent went to a college sports game or tournament and 32 percent went to a high school event. Among professional sports, attendance was highest at major league baseball (35%), followed by minor league baseball (21%), pro football (20%) and hockey (15%). The Super Bowl (34%) is named by the greatest number of residents as the single event that most excites them followed by the World Series (29%). But, the costs of attendance have grown to a point where 75 percent of fans are unhappy about the total price of admission.

Just under half (48%) of New Yorkers have at some point gambled, that is, placed a bet or entered some kind of pool for money on a sporting event. Only 15 percent have gambled at off-track betting and 5 percent say they have ever bet with a bookmaker. Eleven percent of New Yorkers, 24 percent of 18 to 34 year olds and 35 percent of Avid sports fans, play fantasy sports.

The SRI New York Sports Poll was conducted March 22-26, 29 by random telephone calls to 876 New York adults. Data was statistically adjusted by age and gender to ensure representativeness. SRI reports this data at a 95% confidence level with a margin of error of ± 3.3 points. For more information or comments, please call Dr. Don Levy, Director Siena College Research Institute, at 518-783-2901. Survey cross-tabulations and frequencies can be found at www.siena.edu/sri/resresearch

Mean Fanship Behavior by Fanship Intensity



New Yorkers' Favorite Sports Team (percentage first and second choice)

