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For Release: Tuesday, March 15, 2011

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Siena New York Sports Poll

Jeter Top Choice – Favorite NY Athlete of All Time; Ruth Second

Yankees Top Team; 30% Say Bombers #1, 56% Root for Pinstripes;

Giants, Jets, Mets and Knicks Round out Top Five NY Teams

**NY'ers Side with NFL Players against Owners, Want Instant Replay in Baseball,
Divided on Making Mixed Martial Arts Legal**

59% Call Themselves "Sports Fan"; 19% Fanatic, 28% Couldn't Care Less

Loudonville, NY – Derek Jeter was named the single greatest New York athlete of all time and Babe Ruth finished a close second, according to a new Siena College Research Institute Sports Poll released today. Jeter was cited by 14 percent while 11 percent volunteered Ruth; no other athlete received more than 4 percent. Joe DiMaggio, Mickey Mantle and the one non-Yankee, Joe Namath rounded out the top five. Thirty percent of New Yorkers said the Yankees are their favorite team and an additional 26 percent said they are fans of the Bronx Bombers ranking them either second or third. The Mets, Knicks, Jets and Giants all were named first by about 10 percent and first, second or third favorite by 36 percent for the Giants, 33 percent for the Jets, 30 percent for the Mets and 29 percent for the Knicks.

“It doesn’t matter, Upstate or Downstate, Young or Old, Rich or Poor, Crazy Sports Fan or Uninterested, The Yankees are New York’s favorite team. About a third follow the Giants, Jets, Mets and Knicks, but a majority of every demographic count themselves among the Yankee faithful,” according to Dr. Don Levy, SRI’s director.

“Twenty-four great athletes received mention from at least 1 percent of the New Yorkers we interviewed. All great names including Ewing, Melo, the Iron Horse, Jackie Robinson, Jim Kelly, Yogi, Clyde, Eli, Donnie Baseball and the ‘Say Hey Kid’. But Derek leads the list that includes Yankees as the top four New York athletes of all time,” Levy said.

Given the chance to choose sides on three current issues in sports, majorities of New Yorkers side with the players (58%) rather than the owners (21%) in the current National Football League labor stalemate and with those that would like to see expanded instant replay in baseball (54%) rather than with those that oppose it (31%). Currently, residents are evenly divided on legalizing mixed martial arts (MMA), known as ultimate fighting, as 39 percent favor legalization while 41 percent find it dangerous, even barbaric and would ban it.

“Majorities of men, those age 18 to 34 and avid sports fans support MMA while older New Yorkers and women are most opposed to the sport that supporters insist would generate fan interest, and be an engine of economic development,” Levy noted.

Fifty-nine percent of all New Yorkers describe themselves as sports fans while 41 percent do not. Three-quarters of men but only 43 percent of women call themselves fans. Using eight fan behaviors including watching sports or sports news on television, listening to sports, sports news or sports talk on the radio, talking about sports with friends, using the internet to track sports or reading sports news or magazines, SRI finds that 72 percent of New Yorkers include fan activities as part of their lifestyle. Nineteen percent are ‘Avid’ fans, 28 percent are ‘Involved’ fans, and 25 percent are ‘Casual’ fans. Only 28 percent of New Yorkers are ‘non-fans’, that is, they almost never watch, listen, read or talk about sports.

“More people do the activities of sports fans than are quick to call themselves fans. Where seventy-six percent of men say they are fans, eighty-five percent watch, talk, read and listen to sports. Only fifteen percent of men are disengaged from sports. And, while forty percent of women do not include sports in their daily rhythm, sixty percent do and in fact, nine percent are avid fans,” according to Dr. Levy.

Forty-two percent of all New Yorkers watch or listen to sports news on a daily or near daily basis. With similar frequency, 31 percent read the sports pages, 29 percent talk sports, 28 percent watch the games and 22 percent use the internet to track sports. Fourteen percent of all New Yorkers, 18 percent of men, 10 percent of women, and 27 percent of young people spend time playing fantasy sports.

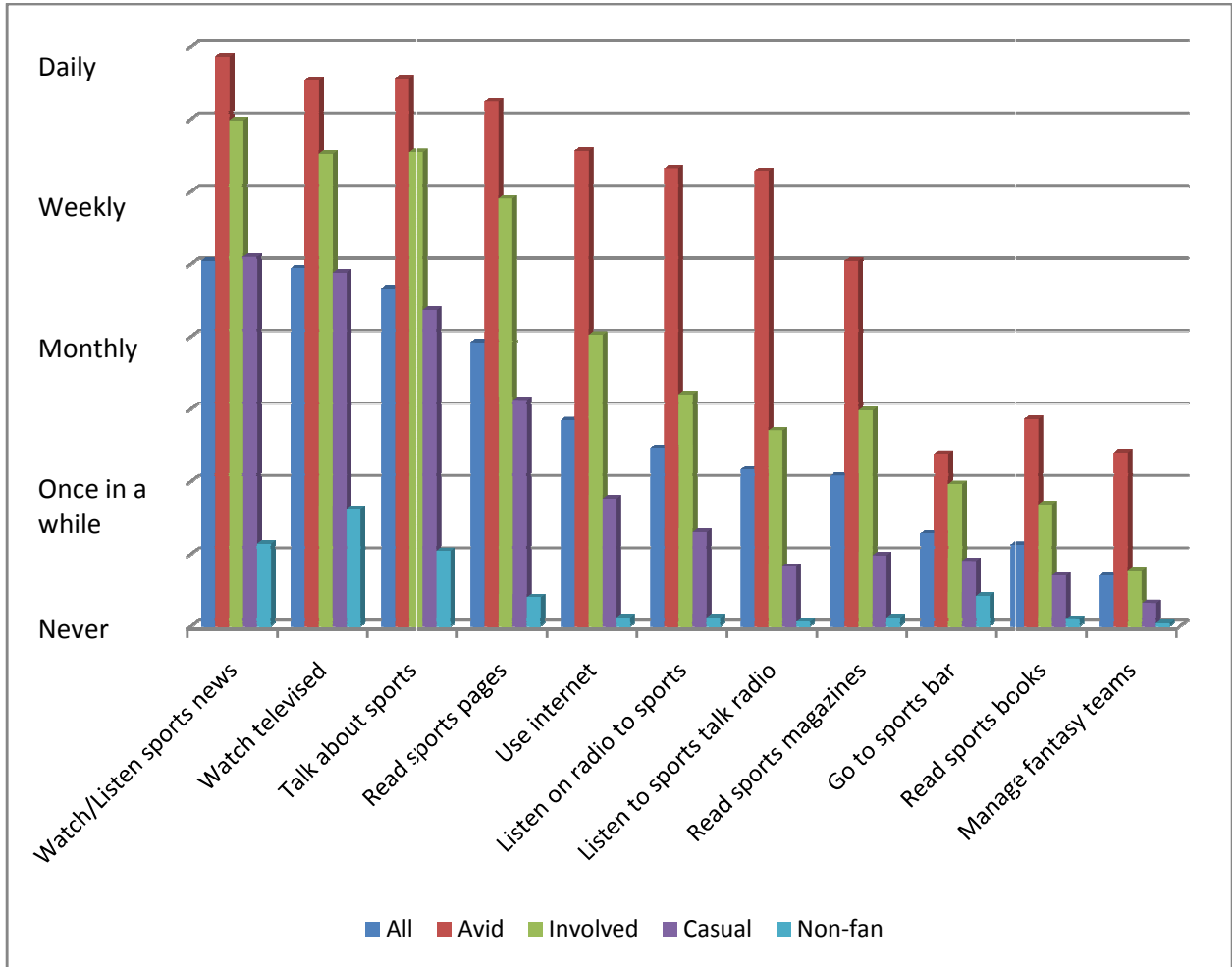
Football (23%), baseball (22%) and basketball (19%) were the favorite spectator sports. Suburbanites and New York City residents prefer baseball and Upstaters favor football. Seventy-eight percent of state residents spend at least some time each week in physical activities including jogging, working out, playing sports or other activities in which they could break a sweat. While 25 percent devote some, but under three hours a week, 42 percent are active at least 3 hours but less than ten and 11 percent average 10 or more hours a week of physical activity. Walking, jogging or hiking tops the list with 46 percent citing it as either their first or second favorite.

Twenty-one percent of New Yorkers are fans of both the Yankees and Giants while 10 percent pull for a combination of the Jets and Mets and 7 percent are devoted to both the Bills and Sabres. Yankees/Giants fans are drawn from the entire state while Mets/Jets fans tend to be mainly from New York City with a Suburban sprinkling and Bills/Sabres fans are exclusively from Western New York.

Among Yankee fans, Derek Jeter holds a commanding lead, 21 percent to Babe Ruth’s 13 percent for New York’s greatest athlete. Tied for third are DiMaggio and Mantle with Namath continuing in fifth.

The SRI New York Sports Poll was conducted February 22-March 1, 2011 by random telephone calls to 801 New York adults via landline and cell phones. 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 ± 3.5 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/research

Mean Fanship Behavior by Fanship Intensity



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

