



SIENA RESEARCH INSTITUTE

SIENA COLLEGE, LOUDONVILLE, NY

www.siena.edu/sri

For Immediate Release:

Wednesday, February 13, 2008

Contact:

Dr. Don Levy at 518-783-2901, dlevy@siena.edu

PDF version; crosstabs; charts:

www.siena.edu/sri/sportsfanship07

Siena Sports Fanship Poll

73% of All NY'ers are Sports Fans: 89% of Men, 58% of Women *Athletes Poor Choice for Role Model; Jeter, Tiger exceptions* **Kids learn teamwork, discipline from sports; But, Lighten Up Coach**

Loudonville, NY. Sixty-three percent of NY'ers describe themselves as sports fans according to the first of a new series of sports surveys from the Siena Research Institute. But 73% of all NY'ers, 89% of men and 58% of women regularly watch or listen to sports and sports news, and talk and read about sports. By asking NY'ers about the regularity with which they engage in sports fan activities, SRI reports that 18% of NY'ers are "Avid" fans, 31% are "Involved" fans, 24% are "Casual" fans and 27% are "Non-fans."

"Sports fanship is something that people do," according to Dr. Don Levy, SRI Director. "We asked people about eleven different sport fan activities and found that being a sports fan is not a yes or no question but rather four different lifestyles. A quarter of New Yorkers devote little of their time to sports. But for the rest, watching sports, tracking the results and talking about sports with friends is a big part of what they do."

When asked about athletes, by only a margin of 44 to 42 percent, New Yorkers believe athletes are good role models for children. But, not the best role models. Nearly two-thirds of New Yorkers (65% to 26%) do not think athletes make the best role models for children. And when comparing professional athletes to the general population, New Yorkers believe that athletes are in better condition, more physically attractive, determined, courageous and slightly more generous. However, overall New Yorkers believe that ordinary people are more honest, have higher moral character, and are more intelligent, empathetic, loyal and have greater common sense when compared with athletes. In fact, 42% of all NY'ers agree that professional athletes try to get away with breaking the rules all the time.

New Yorkers do believe that some athletes are good role models. Overwhelming Derek Jeter was the top choice with 23% of respondents saying he is a good role model for children. Jeter was followed by Tiger Woods (8%), Michael Jordan (6%), Peyton Manning (5%).

New Yorkers believe sports can teach children teamwork, discipline and fair play, and to strive to do their best. Over 94% agree that sports teach children the value of teamwork, 87% that children learn discipline and hard work through sports, and 92% agree that competition in sports is good for kids because it teaches them to strive to do their best.

But 78% agree that coaches of amateur teams often take the game too seriously. While New Yorkers endorse sport and believe 75% to 16% that increased participation in sports among youth would greatly reduce crime, at the same time 78%

feel that in children's organized sports leagues there is too much emphasis placed on winning and 61% think violence is a serious problem in sports competition.

"New Yorkers not only devote themselves to sports consumption but look to sport to help kids learn how to be good citizens" according to Dr. Levy. "They seem to see sports as good for kids but they worry about overly aggressive coaches, too much emphasis on winning, violence and overpaid athletes that may not be the best role models for kids. We really seem to have a confused relationship with our sports."

Fifty percent of NY'ers think that there is just too much emphasis on sports in America today. Even among the most avid fans, 35% agree that sports are too central in our lives. Despite the contribution of sports to the development of young people as well as the fascination it holds for so many, 66% of all NY'ers (69% of Avid fans) agree that sports have been hurt by stressing entertainment and not athletics and 60% see sporting events as being too much of a spectacle.

Sports are central in the lives of Avid fans (18%). Avid sports fans conduct each of the eleven sports fan activities – Watch and listen to sports, watch and listen to sports news, read the sports pages, sport magazines, and books, talk about sports, use the internet to track sports, play fantasy sports, listen to sports talk radio and visit sports bars – more often on average than all other people. On a daily basis the average Avid fan watches sports news (85% of Avid), talks about sports (80% of Avid), and watches sporting events (71% of Avid). Less frequently but more than once or twice a week, the average Avid fan reads the sports pages of the newspaper, and listens to sports and sports talk on the radio. Contrary to some reports, not all Avid sports fans are men. Women make up 17% of Avid fans.

Involved fans (30% of all people) practice each of the eleven fanship activities less than Avid fans. Still on average Involved fans talk about sports with friends and co-workers, watch sporting events and news, and read the sports pages at least once or twice a week. A majority of Involved fans are men (56% of Involved) but women make up a large percentage (44% of Involved). Casual fans (24% of all people) hold sports as far less central to their every day life. They tend to talk about sports as well as watch sports and sports news but only on average between a couple of times a month or once a week. Women outnumber men, 60% to 40% among Casual fans. Non-fans (27% of all people) seldom engage in sports fanship activities. Occasionally non-fans talk about sports, or watch a game but almost never listen to sports on the radio, sports talk on the radio or play fantasy sports. Eighty-one percent of non-fans are women.

Avid and Involved fans do listen to sports talk radio, use the internet to track sports and play fantasy sports. In fact 31% of all respondents (73% of Avid; 48% of Involved) use the internet to keep track of sports at least weekly, 20% of all NY'ers listen to sports talk on the radio (85% of Avid; 15% of Involved) and 9% play fantasy sports with weekly regularity (25% of Avid). Based on this research, as many as 1.8 million NY'ers are playing fantasy sports.

The Siena Research Institute Sports Fanship Poll was conducted in October and November 2007 by random telephone calls to 550 New York State residents over the age of 18. Respondent data was weighted to meet census demographics. The margin of error at a 95% confidence level is +/-4.1 points. The four categories of Avid, Involved, Casual and Non-fans were statistically determined by submitting all responses to the eleven questions about fanship activities to cluster analysis. For more information or comments, please call Dr. Don Levy, Director Siena Research Institute or visit: www.siena.edu/sri/sportsfanship07

In general, would you describe yourself as a sports fan, or not?										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
Yes	63.2	80.4	48.1	63.6	68.4	55.5	99	95.8	56.8	8.1
No	36.8	19.6	51.9	36.4	31.6	44.5	1	4.2	43.2	91.9

Fanship Activities

Watch sports events on television										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
Never	16.7	7.3	25.1	15.4	16.7	25.2	0	0.6	4.5	57.7
Less than once a month	11.3	5.4	16.5	10.9	9.7	7.5	0	0	10.6	32.2
About once or twice a month	13.0	10	15.8	13.7	12	11.3	1	9.6	32.6	8.1
About once or twice a week	32.8	39.2	27.1	29.7	37	18.2	27.8	53.6	41.7	2
Every day or almost every day	26.2	38.1	15.5	30.3	24.5	37.7	71.1	36.1	10.6	0

Listen to sports on the radio										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
Never	56.7	39.6	71.8	53.4	51.6	67.1	3.1	39.8	74	94.6
Less than once a month	8.5	9.2	7.9	4	10.6	10.8	2	9.6	17.6	4.1
About once or twice a month	9.3	15	4.5	10.8	12	4.4	16.3	16.9	5.3	0
About once or twice a week	14.1	19.2	9.6	14.8	16.6	10.1	33.7	24.1	1.5	1.4
Every day or almost every day	11.4	16.9	6.2	17	9.2	7.6	44.9	9.6	1.5	0

Watch or listen to sports news on TV or radio										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
Never	27.4	16.5	37.1	30.1	26.7	25.2	0	4.2	23.7	73.2
Less than once a month	6.8	6.5	7.2	6.8	6.5	7.5	0	5.4	9.2	10.7
About once or twice a month	11.4	5.4	16.8	15.3	8.3	11.3	0	10.2	24.4	9.4
About once or twice a week	19.3	23.5	15.5	15.9	22.6	18.2	15.5	28.9	28.2	2.7
Every day or almost every day	35.1	48.1	23.4	31.8	35.9	37.7	84.5	51.2	14.5	4

Read books on sports and athletes										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
Never	66.2	54.1	77.2	67.2	61.1	72.5	32	54.2	75.6	93.3
Less than once a month	17.1	24.7	10.7	9.2	23.1	17.5	28.9	22.9	14.5	6
About once or twice a month	10.6	13.9	7.6	17.2	8.3	6.3	24.7	14.5	6.9	0.7
About once or twice a week	4.5	5	3.8	5.2	5.1	3.1	8.2	7.8	1.5	0
Every day or almost every day	1.6	2.3	0.7	1.1	2.3	0.6	6.2	0.6	1.5	0

Read magazines on sports and athletes										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
Never	53.1	36.5	67.9	42.9	49.5	69.8	12.2	31.9	68.7	89.3
Less than once a month	14.8	18.1	12.1	16	17.1	10.1	10.2	24.7	13.7	7.4
About once or twice a month	14.1	16.2	12.1	17.7	12.5	12.6	18.4	22.3	13.7	2.7
About once or twice a week	13.6	21.2	6.9	17.1	16.7	5.7	38.8	19.9	2.3	0.7
Every day or almost every day	4.3	8.1	1	6.3	4.2	1.9	20.4	1.2	1.5	0

Talk about sports with your friends, family or co-workers										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
Never	16.8	7.7	25.1	15.4	16.7	18.8	0	0.6	6.9	55
Less than once a month	8.0	5.8	10	6.9	6	11.9	0	2.4	9.2	18.1
About once or twice a month	16.3	12.4	19.6	16.6	13.9	19.4	4.1	4.8	34.4	20.8
About once or twice a week	26.9	28.6	25.4	28	26.4	26.3	15.5	42.2	39.7	4.7
Every day or almost every day	31.9	45.6	19.9	33.1	37	23.8	80.4	50	9.9	1.3

Go to a sports bar										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
Never	60.6	50	70.1	46.6	54.4	84.3	27.8	51.5	68.9	83.8
Less than once a month	13.3	15	12	8	21.7	8.2	15.5	17	13.6	8.1
About once or twice a month	13.9	15.8	12	19	15.7	5.7	23.7	17.6	10.6	6.8
About once or twice a week	9.6	14.2	5.2	21.3	6	1.3	26.8	10.3	5.3	1.4
Every day or almost every day	2.6	5	0.7	5.2	2.3	0.6	6.2	3.6	1.5	0

Use the internet to keep track of sports										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
Never	56.5	38.8	72.4	41.1	51.8	79.2	15.5	36.5	68.7	93.3
Less than once a month	5.3	3.1	7.2	6.9	6	2.5	7.2	5.4	4.6	4.7
About once or twice a month	7.1	9.2	5.2	6.9	8.7	5.7	4.1	10.2	10.7	2
About once or twice a week	13.7	17.7	10	17.7	16.1	6.3	19.6	25.1	11.5	0
Every day or almost every day	17.4	31.2	5.2	27.4	17.4	6.3	53.6	22.8	4.6	0

Manage your fantasy sports teams										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
Never	87.4	77.8	95.5	77.7	87.1	98.1	63.3	83.7	95.5	100
Less than once a month	2.3	3.8	1	2.9	3.2	0.6	2	4.8	1.5	0
About once or twice a month	1.4	1.5	1.4	1.1	1.8	0.6	3.1	2.4	0.8	0
About once or twice a week	4.1	6.9	1.7	8	4.1	0	7.1	7.2	2.3	0
Every day or almost every day	4.8	10	0.3	10.3	3.7	0.6	24.5	1.8	0	0

Listen to sports talk shows on the radio										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
Never	65.4	49	79.7	71.3	58.5	68.1	3.1	55.1	86.9	98.7
Less than once a month	7.8	10	5.8	5.2	9.7	8.1	1	18.6	6.9	1.3
About once or twice a month	6.9	7.3	6.5	4	8.3	8.1	11.2	11.4	4.6	0
About once or twice a week	11.3	18.1	5.2	10.3	13.8	8.8	38.8	13.2	1.5	0
Every day or almost every day	8.6	15.4	2.7	9.2	9.7	6.9	45.9	1.8	0	0

Read the sports pages of the newspaper										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
Never	22.5	11.4	32.9	22.7	21.3	25.2	0	1.8	6.8	75.2
Less than once a month	13.9	7.8	19.4	14	10.6	18.7	0	1.8	37.1	16.8
About once or twice a month	17.2	20.4	14.9	21.5	20.4	8.4	1	26.7	28	8.1
About once or twice a week	30.6	42.4	21.1	37.8	30.1	24.5	66	43.6	24.2	0
Every day or almost every day	14.7	18	11.8	4.1	17.6	23.2	33	26.1	3.8	0

How would you describe your interest in participating in sports or physical activity?										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
very high	25.0	32	18.6	32	23.5	19.4	49.5	33.1	16	7.3
somewhat high	33.3	33.2	33.4	44.6	30	25	39.2	39.2	29	27.3
somewhat low	23.0	20.1	25.5	14.9	30	21.9	9.3	18.7	32.1	28.7
very low	18.8	14.7	22.4	8.6	16.6	33.8	2.1	9	22.9	36.7

How would you describe your interest in attending sporting events?										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
very high	21.7	30	14.4	33.1	19.4	12.6	49.5	30.7	15.9	0
somewhat high	24.8	25	24.7	21.7	29.6	21.4	32	34.3	25.8	7.4
somewhat low	27.9	25	30.2	29.7	28.7	24.5	13.4	25.3	37.9	30.9
very low	25.6	20	30.6	15.4	22.2	41.5	5.2	9.6	20.5	61.7

Do you believe athletes are good role models for children?										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
yes	43.6	41.2	45.7	54.3	43.5	32.1	51	49.4	34.8	41.6
no	41.9	43.1	40.9	33.7	40.7	52.2	36.7	38.6	45.5	45.6
dk/no opinion	14.5	15.8	13.4	12	15.7	15.7	12.2	12	19.7	12.8

Comparing athletes to the general population

Determination										
	Gender			Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
higher than	69.8	71.9	68	69.7	74.1	63.9	77.1	74.1	63.6	66.4
same as	22.0	19.6	24.1	23.4	20.4	22.8	15.6	21.1	26.5	23.5
lower than	4.0	4.6	3.4	4	2.8	5.7	5.2	1.8	6.1	3.4
dk/no opinion	4.2	3.8	4.5	2.9	2.8	7.6	2.1	3	3.8	6.7

Loyalty										
	Gender			Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
higher than	19.1	17.3	20.6	19	16.6	22.2	18.8	21	16.5	20.3
same as	53.4	53.1	53.6	58	55.8	44.9	53.1	52.7	54.9	52.7
lower than	21.8	24.6	19.2	17.8	22.1	25.9	26	23.4	20.3	17.6
dk/no opinion	5.8	5	6.5	5.2	5.5	7	2.1	3	8.3	9.5

Friendly personality										
	Gender			Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
higher than	12.6	12	13.1	10.8	10.6	17.5	10.3	11.4	13.7	12.8
same as	57.7	56.8	59	56.8	59.3	56.3	67	59.3	55.7	53
lower than	21.9	25.5	18.6	28.4	21.8	15	19.6	24.6	22.9	20.1
dk/no opinion	7.8	5.8	9.3	4	8.3	11.3	3.1	4.8	7.6	14.1

Intelligence										
	Gender			Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
higher than	7.9	9.2	6.9	4	8.3	11.4	11.2	7.2	5.3	8.8
same as	61.9	58.2	64.9	62.6	65	57	57.1	63.9	62.9	61.5
lower than	24.8	28	22	29.3	20.7	25.3	30.6	24.1	24.2	23
dk/no opinion	5.4	4.6	6.2	4	6	6.3	1	4.8	7.6	6.8

Honesty										
	Gender			Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
higher than	5.6	6.2	4.8	8	3.7	5.6	8.2	6.1	3.1	6
same as	57.6	58.3	57	54.3	60.6	56.9	58.8	58.8	58.8	54.4
lower than	28.1	26.6	29.6	32.6	25.5	26.9	25.8	26.7	31.3	28.9
dk/no opinion	8.7	8.9	8.6	5.1	10.2	10.6	7.2	8.5	6.9	10.7

Physical attractiveness										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
higher than	60.1	59.8	60.1	72	54.6	54.4	59.8	61.4	59.5	59.1
same as	31.3	32.8	30.2	22.9	36.6	33.1	36.1	30.1	30.5	29.5
lower than	3.1	2.3	3.8	1.1	3.2	5	1	3.6	2.3	5.4
dk/no opinion	5.5	5	5.8	4	5.6	7.5	3.1	4.8	7.6	6

Moral character										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
higher than	8.9	11.6	6.5	13.1	8.3	5	10.3	10.2	4.6	8.7
same as	55.7	53.3	57.7	54.3	55.6	57.2	66	52.4	59.5	50.3
lower than	28.3	30.1	26.8	26.9	28.7	29.6	21.6	31.3	28.2	30.9
dk/no opinion	7.0	5	8.9	5.7	7.4	8.2	2.1	6	7.6	10.1

Overall physical condition										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
higher than	92.8	95	90.7	97.7	92.6	88.1	94.9	94	91.7	91.2
same as	4.3	3.5	5.2	1.1	5.1	6.3	4.1	4.2	6.1	3.4
lower than	0.5	0.4	0.7	0	0	1.9	0	0.6	0	0.7
dk/no opinion	2.4	1.2	3.4	1.1	2.3	3.8	1	1.2	2.3	4.7

Courage										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
higher than	46.5	46.2	46.9	53.7	41.5	44.7	49	47	45.4	45
same as	44.2	43.1	45.2	38.3	49.8	43.4	40.8	44.6	44.6	45
lower than	4.8	6.2	3.4	6.9	4.1	3.8	8.2	4.2	3.8	4.7
dk/no opinion	4.5	4.6	4.5	1.1	4.6	8.2	2	4.2	6.2	5.4

Generosity										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
higher than	24.6	23.9	25.1	21.7	23.1	29.7	28.6	28.9	24.2	18.1
same as	54.2	53.3	55	50.3	61.1	49.4	60.2	50	50.8	57
lower than	13.7	16.6	11.3	24	8.8	8.9	8.2	16.9	17.4	11.4
dk/no opinion	7.5	6.2	8.6	4	6.9	12	3.1	4.2	7.6	13.4

Common sense										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
higher than	14.2	16.2	12.4	14.9	14.8	13.2	13.4	20	12.2	10.7
same as	51.4	45.9	56.4	53.1	53.7	45.9	50.5	50.3	47.3	57
lower than	25.3	32	19.2	25.1	24.1	27	32	21.8	31.3	18.8
dk/no opinion	9.1	5.8	12	6.9	7.4	13.8	4.1	7.9	9.2	13.4

Empathy										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
higher than	8.4	11.2	5.8	9.1	6.9	9.4	9.3	12.7	6.1	5.4
same as	60.3	53.7	66.3	64	63.1	52.8	61.9	56	58.8	64.9
lower than	20.8	25.5	16.5	18.9	22.1	21.4	22.7	22.3	25.2	13.5
dk/no opinion	10.5	9.7	11.3	8	7.8	16.4	6.2	9	9.9	16.5

Statements about sports

Sports teach children about fairplay										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
strongly agree	19.7	21.5	17.9	22.9	20.8	14.5	33.7	21.2	15.8	12.8
agree	62.0	61.5	62.4	59.4	65.3	61	56.1	63	62.4	63.8
neither agree nor disagree	8.0	8.5	7.6	6.9	6.5	11.3	3.1	9.1	10.5	7.4
disagree	8.3	5.8	10.7	9.7	5.1	11.3	6.1	5.5	6.8	14.8
strongly disagree	2.0	2.7	1.4	1.1	2.3	1.9	1	1.2	4.5	1.3

Finding loopholes in the rules is just part of sports										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
strongly agree	5.1	6.9	3.4	2.9	6.5	5.7	8.2	3	3.8	6
agree	30.1	30.5	29.6	37.7	20.8	34	24.5	28.5	28	37.6
neither agree nor disagree	9.0	8.9	8.9	9.1	8.8	8.8	11.2	7.3	9.8	9.4
disagree	44.5	44.8	44.3	43.4	47.2	42.1	43.9	48.5	44.7	38.9
strongly disagree	11.4	8.9	13.7	6.9	16.7	9.4	12.2	12.7	13.6	8.1

Professional athletes try to get away with breaking the rules all the time										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
strongly agree	12.3	12.3	12.4	12	11.1	13.8	12.4	6	15.2	16.9
agree	29.8	28.8	30.6	32.6	27.3	30.2	27.8	34.3	28	28.4
neither agree nor disagree	10.1	9.6	10.3	6.9	8.3	16.4	13.4	6.6	9.1	12.8
disagree	42.4	44.2	40.9	45.7	45.8	34	36.1	48.2	41.7	39.2
strongly disagree	5.4	5	5.8	2.9	7.4	5.7	10.3	4.8	6.1	2.7

High school coaches and athletes should be punished for any rule violation										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
strongly agree	21.6	22.8	20.3	17.2	22.2	25.3	26.5	23.4	20.5	17.6
agree	60.2	59.1	61.2	66.7	60.2	53.8	59.2	56.3	65.9	60.1
neither agree nor disagree	8.2	8.1	8.6	6.9	8.8	8.9	7.1	7.2	6.8	10.8
disagree	9.3	8.9	9.6	8	8.3	11.4	5.1	12.6	6.1	11.5
strongly disagree	0.8	1.2	0.3	1.1	0.5	0.6	2	0.6	0.8	0

It is important to hold student athletes to a higher standard of behavior than other students										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
strongly agree	8.7	9.6	7.9	9.2	6.9	11.3	13.3	9.6	6.8	7.4
agree	19.4	23.8	15.5	21.4	16.7	21.4	13.3	25.3	24.8	12.8
neither agree nor disagree	8.2	6.2	10	8.1	8.8	6.9	8.2	7.2	6	10.7
disagree	53.5	50.4	56.4	52	56.9	50.9	53.1	47	52.6	61.1
strongly disagree	10.1	10	10.3	9.2	10.6	9.4	12.2	10.8	9.8	8.1

Sports teach children the value of teamwork										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
strongly agree	35.0	34.4	35.7	40.2	37.3	25.9	50	38	29.8	27.5
agree	59.2	57.9	60.5	53.4	59	66.5	46.9	56.6	60.3	68.5
neither agree nor disagree	1.9	2.3	1.4	1.1	0.9	3.8	1	1.8	2.3	2
disagree	3.1	3.9	2.4	4	2.3	3.2	1	1.8	7.6	2
strongly disagree	0.8	1.5	0	1.1	0.5	0.6	1	1.8	0	0

Through sports children learn that being good at sports is more important than getting good grades in school										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
strongly agree	1.8	3.1	0.7	2.8	0	3.2	3.1	1.8	0.8	1.3
agree	17.9	19.7	16.2	14.8	15.7	24.1	18.6	15.1	20.5	18.1
neither agree nor disagree	10.1	9.7	10.3	4	15.3	9.5	6.2	9.6	12.1	11.4
disagree	51.8	47.9	55.3	55.7	50	50	40.2	53.6	50	59.1
strongly disagree	18.5	19.7	17.5	22.7	19	13.3	32	19.9	16.7	10.1

Children learn the value of discipline and hard work										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
strongly agree	19.2	20.4	18.2	21.3	19.4	16.4	25.5	25.9	13.6	13.3
agree	68.0	68.5	67.1	66.7	69.1	68.6	65.3	66.9	65.9	70.7
neither agree nor disagree	5.5	4.2	6.8	4	4.6	8.2	5.1	1.8	8.3	8
disagree	6.8	6.2	7.5	8	6.5	5.7	4.1	4.8	11.4	7.3
strongly disagree	0.4	0.8	0.3	0	0.5	1.3	0	0.6	0.8	0.7

Sports teach children that winning at any cost is important										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
strongly agree	2.2	3.1	1.4	2.9	0.5	4.4	5.1	1.8	2.3	1.4
agree	22.9	23.2	22.7	21.7	21.2	26.4	20.4	19.4	22.1	28.4
neither agree nor disagree	10.0	10.4	9.6	12	6.5	11.9	9.2	8.5	6.1	15.5
disagree	53.3	51	55.3	51.4	58.1	49.1	52	54.5	58.8	48.6
strongly disagree	11.6	12.4	11	12	13.8	8.2	13.3	15.8	10.7	6.1

Professional athletes are overpaid										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
strongly agree	56.0	52.1	59.7	44.6	57.9	65.8	59.8	52.7	53.4	59.7
agree	25.6	27.8	23.8	26.9	29.2	19	22.7	27.9	29	22.8
neither agree nor disagree	5.6	5	5.9	10.9	2.8	3.8	5.2	5.5	5.3	4.7
disagree	9.4	9.7	9	12.6	8.8	7	6.2	10.9	8.4	10.7
strongly disagree	3.5	5.4	1.7	5.1	1.4	4.4	6.2	3	3.8	2

Professional athletes are more dedicated to the game than they are to their own gain										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
strongly agree	7.2	9.2	5.5	5.1	6.9	10.1	10.3	7.2	6.9	5.4
agree	24.5	23.8	25.1	39.4	16.7	18.9	32	22.9	26.7	20.3
neither agree nor disagree	17.8	13.1	22	16.6	16.2	21.4	7.2	16.3	20.6	23.6
disagree	39.8	43.8	36.1	33.7	46.8	37.1	37.1	43.4	35.9	41.2
strongly disagree	10.7	10	11.3	5.1	13.4	12.6	13.4	10.2	9.9	9.5

In children's organized sports leagues, there is too much emphasis placed on winning										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
strongly agree	34.6	33.1	35.7	22.9	34.3	47.8	35.7	33.7	32.8	37.6
agree	43.0	46.5	39.9	51.4	44	32.1	39.8	41	48.1	43
neither agree nor disagree	5.8	5.8	5.8	4	5.1	8.8	3.1	9	3.1	6
disagree	13.8	11.9	15.5	17.7	13.4	10.1	16.3	12	14.5	12.8
strongly disagree	2.8	2.7	3.1	4	3.2	1.3	5.1	4.2	1.5	0.7

Coaches of amateur teams often take the game too seriously										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
strongly agree	33.1	38.2	28.5	29.3	31.8	39.2	35.7	32.9	34.6	31.5
agree	45.1	40.2	49.5	44.8	46.1	44.3	40.8	44.9	43.1	47.7
neither agree nor disagree	6.7	4.6	8.2	4	6.9	8.9	1	7.2	9.2	7.4
disagree	13.2	15.1	11.7	19	13.4	7	19.4	13.8	10	12.1
strongly disagree	1.9	1.9	2.1	2.9	1.8	0.6	3.1	1.2	3.1	1.3

Violence is not a serious problem in sports competition										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
strongly agree	7.0	10	4.1	8	6.5	7	14.3	7.9	6.1	2.7
agree	22.4	28.6	16.8	22.9	27.6	14.6	25.5	26.7	18.9	16.9
neither agree nor disagree	9.4	6.2	12.4	10.9	6.9	11.4	3.1	9.7	9.8	12.8
disagree	39.0	34.4	43.3	43.4	36.4	37.3	32.7	38.8	43.9	40.5
strongly disagree	22.2	20.8	23.4	14.9	22.6	29.7	24.5	17	21.2	27

There is too much emphasis on sports in America today										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
strongly agree	19.1	20.5	18.2	13.2	19	25.8	15.3	12.2	19.1	29.5
agree	31.2	25.5	36.1	33.3	29.2	32.1	19.4	32.9	38.9	31.5
neither agree nor disagree	8.9	7.3	10.3	10.9	7.4	8.8	9.2	6.1	8.4	12.1
disagree	30.2	32.4	28.2	28.2	33.3	27.7	34.7	37.8	22.9	24.2
strongly disagree	10.6	14.3	7.2	14.4	11.1	5.7	21.4	11	10.7	2.7

Competition is good for kids because it teaches them to strive to do their best										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
strongly agree	39.8	46.5	33.7	41.4	38.9	39.9	61.2	38.6	35.9	31.1
agree	52.1	47.3	56	53.4	53.7	48.7	37.8	55.4	52.7	56.1
neither agree nor disagree	2.1	1.2	3.1	0	1.4	5.1	0	0.6	3.1	4.1
disagree	4.5	3.5	5.5	4	4.2	5.1	0	4.8	4.6	7.4
strongly disagree	1.6	1.5	1.7	1.1	1.9	1.3	1	0.6	3.8	1.4

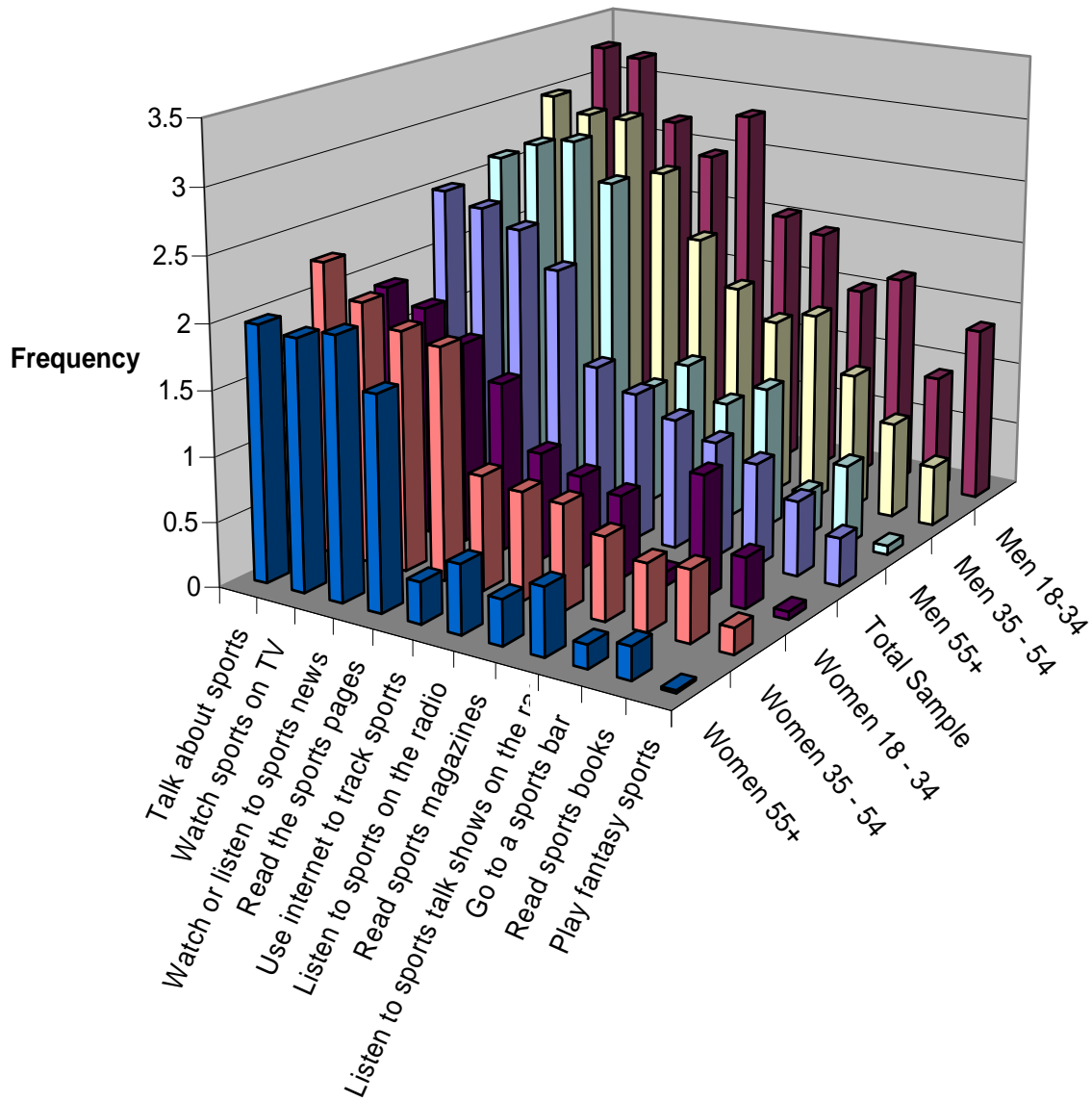
Athletes are often the best role models children can have										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
strongly agree	5.0	6.2	3.8	6.9	4.6	3.8	7.3	6	4.6	3.4
agree	20.9	22	19.9	20	19.4	24.5	18.8	24	24.4	14.9
neither agree nor disagree	8.8	7.3	10	12.6	6.9	6.9	5.2	8.4	9.9	8.8
disagree	39.6	42.1	37.5	38.9	43.1	35.2	41.7	41.9	38.2	37.8
strongly disagree	25.7	22.4	28.9	21.7	25.9	29.6	27.1	19.8	22.9	35.1

Sports events have become too much of a spectacle										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
strongly agree	21.7	21.9	21.3	14.8	22.2	28.9	15.5	19.9	18.9	30.9
agree	38.3	36.2	40.2	39.2	37	39.6	30.9	42.2	43.2	33.6
neither agree nor disagree	9.5	8.1	11	5.7	11.6	10.7	5.2	10.2	10.6	10.7
disagree	25.3	26.9	23.7	33.5	23.6	18.2	35.1	22.9	25	21.5
strongly disagree	5.1	6.9	3.8	6.8	5.6	2.5	13.4	4.8	2.3	3.4

The spirit of the game has been hurt by placing too much emphasis on entertainment and not enough on athletics										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
strongly agree	21.7	23.1	20.3	12.1	23.1	30.6	23.7	20.5	22	23
agree	44.6	45.4	43.8	54	41.7	38.1	45.4	44.6	47	41.9
neither agree nor disagree	9.2	7.3	11	9.8	6.5	12.5	5.2	4.8	12.9	12.8
disagree	20.4	19.6	21.4	19	24.1	16.9	20.6	22.9	17.4	18.9
strongly disagree	4.1	4.6	3.4	5.2	4.6	1.9	5.2	7.2	0.8	3.4

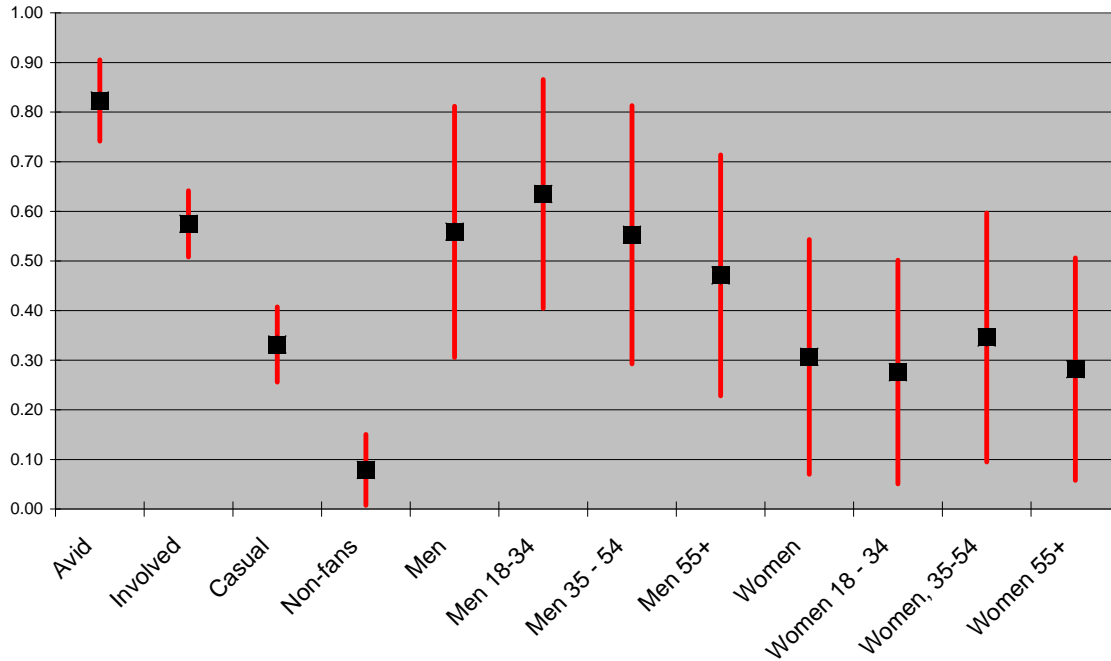
Increased participation in sports by youth would greatly reduce crime										
		Gender		Age			Fanship Category			
	Total	Men	Women	18 to 34	35 to 54	55+	Avid	Involved	Casual	Non-fan
strongly agree	24.7	27	22.6	21.6	27.2	24.5	29.6	28.1	22.7	20.1
agree	50.0	49	50.7	58	47	45.3	54.1	54.5	47	45.6
neither agree nor disagree	9.4	8.1	10.6	6.8	7.8	14.5	7.1	6.6	8.3	14.1
disagree	12.3	12	12.7	10.8	12.4	13.8	5.1	7.8	18.9	15.4
strongly disagree	3.6	3.9	3.4	2.8	5.5	1.9	4.1	3	3	4.7

Sports Fanship by Gender and Age among New Yorkers



The eleven fanship activities by gender and age. Each bar is the average regularity of that demographic group. Frequency: 4= Every day, 3=Weekly, 2=Monthly, 1=Occasionally, 0=Never.

Degree of Sports Fanship by Fanship Category and Gender/Age



Degree of sports fanship determined by the average frequency of participation in each of the eight most practiced fanship activities expressed as a percentage of daily participation in each of those eight activities. Each demographic group both fanship category and gender/age is displayed independently with its mean as the midpoint of the vertical line and spanning to include one standard deviation above and below the mean.

Comparative Rankings of Athletes and the General Population on a Series of Attributes

