

January 6 - 11, 2025

3047 United States Residents

MOE +/- 1.9%

Q1. In general, would you describe yourself as a sports fan, or not?																									
	Fanship Category							Gender		Age				Region				Ethnicity					Education		
	Total 2025	Total 2024	Total 2023	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Yes	68%	71%	70%	99%	95%	65%	9%	79%	57%	74%	74%	59%	60%	66%	69%	66%	69%	63%	75%	78%	76%	64%	65%	73%	
No	31%	28%	30%	0%	5%	31%	88%	20%	41%	24%	24%	39%	38%	31%	30%	32%	30%	36%	23%	18%	24%	35%	33%	26%	
Don't Know/Refused	2%	1%	0%	1%	1%	4%	2%	1%	2%	2%	1%	2%	2%	3%	2%	1%	1%	2%	2%	3%	0%	1%	2%	1%	
Regardless of whether people call themselves sports fans or not, many people engage in sports related activities. For each of the following activities, please select the category which best describes your participation. [ROTATE Q2-Q10]																									
Q2. Watch live sports on the television or another platform																									
	Fanship Category							Gender		Age				Region				Ethnicity					Education		
	Total 2025	Total 2024	Total 2023	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Every day or almost every day	20%	20%	20%	70%	19%	2%	0%	30%	11%	27%	24%	14%	14%	20%	20%	18%	22%	16%	28%	28%	34%	19%	19%	24%	
About once or twice a week	38%	39%	38%	29%	69%	39%	3%	41%	34%	34%	38%	38%	40%	38%	37%	40%	37%	39%	37%	37%	31%	30%	37%	40%	
About once or twice a month	13%	14%	15%	0%	10%	35%	6%	10%	16%	15%	12%	11%	13%	13%	14%	13%	12%	12%	13%	14%	11%	18%	14%	11%	
Less than once a month	14%	14%	12%	0%	2%	21%	32%	8%	18%	12%	13%	16%	14%	13%	13%	14%	14%	14%	13%	11%	13%	15%	14%	12%	
Never	15%	12%	15%	0%	1%	3%	59%	10%	21%	12%	12%	21%	18%	16%	16%	15%	15%	19%	9%	10%	11%	18%	17%	13%	
Q3. Listen to live sports on the radio or through another device																									
	Fanship Category							Gender		Age				Region				Ethnicity					Education		
	Total 2025	Total 2024	Total 2023	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Every day or almost every day	11%	11%	13%	50%	4%	0%	0%	16%	6%	17%	15%	6%	4%	12%	11%	10%	11%	8%	15%	17%	20%	9%	10%	14%	
About once or twice a week	21%	22%	24%	38%	38%	5%	0%	25%	17%	24%	24%	16%	18%	22%	20%	22%	21%	19%	25%	26%	25%	17%	19%	26%	
About once or twice a month	12%	14%	15%	7%	24%	14%	0%	13%	12%	14%	14%	11%	10%	12%	13%	13%	11%	12%	10%	17%	11%	14%	12%	12%	
Less than once a month	17%	19%	16%	4%	18%	36%	8%	17%	17%	16%	15%	19%	18%	17%	17%	18%	16%	18%	14%	15%	17%	20%	18%	16%	
Never	39%	33%	32%	1%	17%	45%	91%	29%	48%	28%	32%	49%	50%	36%	39%	38%	40%	44%	37%	25%	27%	39%	42%	31%	
Q4. Watch or listen to sports news on the television, radio, or another platform																									
	Fanship Category							Gender		Age				Region				Ethnicity					Education		
	Total 2025	Total 2024	Total 2023	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Every day or almost every day	24%	24%	25%	77%	24%	5%	0%	36%	13%	27%	27%	19%	22%	25%	24%	22%	25%	21%	30%	31%	39%	17%	22%	30%	
About once or twice a week	30%	31%	31%	22%	59%	27%	1%	33%	27%	32%	31%	28%	29%	31%	30%	32%	28%	29%	34%	33%	26%	30%	29%	32%	
About once or twice a month	13%	13%	14%	1%	12%	34%	3%	10%	16%	13%	11%	14%	14%	11%	14%	14%	12%	12%	13%	15%	11%	14%	14%	11%	
Less than once a month	13%	14%	12%	0%	3%	26%	23%	9%	16%	13%	12%	13%	13%	11%	12%	12%	14%	14%	10%	10%	10%	16%	13%	12%	
Never	20%	18%	18%	0%	1%	8%	73%	12%	28%	16%	19%	26%	22%	21%	20%	20%	20%	24%	14%	11%	14%	23%	22%	16%	

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Q5. Watch or listen to sports commentary on the television, radio, podcasts, or another platform																									
	Fanship Category							Gender		Age				Region				Ethnicity					Education		
	Total 2025	Total 2024	Total 2023	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Every day or almost every day	20%	18%	20%	72%	17%	1%	0%	29%	11%	23%	23%	15%	17%	22%	20%	18%	20%	16%	27%	26%	30%	16%	17%	25%	
About once or twice a week	28%	26%	27%	27%	58%	18%	0%	33%	24%	31%	30%	27%	24%	28%	27%	30%	29%	27%	29%	33%	32%	26%	27%	31%	
About once or twice a month	13%	14%	13%	2%	16%	29%	1%	11%	14%	15%	11%	11%	13%	11%	14%	13%	12%	12%	13%	16%	13%	10%	13%	11%	
Less than once a month	15%	15%	14%	0%	6%	36%	19%	11%	19%	13%	14%	16%	18%	15%	14%	15%	16%	15%	15%	14%	8%	20%	16%	13%	
Never	24%	28%	26%	0%	3%	16%	80%	16%	32%	19%	21%	31%	29%	24%	25%	24%	24%	30%	15%	11%	16%	27%	26%	20%	

Q6. Check the scores of live sporting events or use a mobile device to keep track of sports																									
	Fanship Category							Gender		Age				Region				Ethnicity					Education		
	Total 2025	Total 2024	Total 2023	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Every day or almost every day	24%	25%	24%	79%	24%	2%	0%	36%	12%	31%	29%	14%	18%	24%	23%	22%	28%	19%	32%	30%	38%	20%	21%	29%	
About once or twice a week	27%	28%	29%	20%	56%	22%	1%	29%	26%	26%	30%	27%	26%	30%	28%	28%	24%	27%	28%	31%	25%	28%	26%	29%	
About once or twice a month	11%	12%	12%	1%	13%	25%	1%	9%	12%	12%	10%	12%	9%	11%	12%	11%	9%	10%	10%	15%	11%	8%	11%	10%	
Less than once a month	13%	12%	12%	0%	4%	32%	15%	9%	16%	12%	11%	14%	14%	12%	12%	14%	14%	14%	10%	10%	11%	15%	14%	10%	
Never	25%	22%	24%	0%	2%	18%	83%	17%	33%	18%	20%	33%	33%	23%	25%	26%	26%	30%	21%	14%	15%	29%	27%	21%	

Q7. Engage in fantasy sports																									
	Fanship Category							Gender		Age				Region				Ethnicity					Education		
	Total 2025	Total 2024	Total 2023	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Every day or almost every day	6%	6%	9%	28%	2%	0%	0%	10%	3%	11%	9%	2%	2%	7%	7%	4%	7%	4%	10%	10%	12%	6%	5%	9%	
About once or twice a week	11%	11%	13%	37%	12%	1%	0%	15%	8%	19%	15%	5%	2%	13%	11%	10%	12%	8%	14%	20%	18%	8%	10%	13%	
About once or twice a month	7%	7%	7%	12%	12%	2%	0%	7%	6%	11%	8%	3%	2%	7%	7%	5%	7%	4%	11%	11%	11%	6%	7%	7%	
Less than once a month	10%	11%	9%	10%	15%	11%	1%	10%	10%	12%	13%	8%	5%	8%	10%	11%	10%	8%	11%	12%	14%	13%	9%	11%	
Never	66%	64%	61%	13%	59%	86%	99%	58%	73%	46%	55%	81%	89%	65%	65%	71%	65%	75%	54%	47%	45%	67%	68%	61%	

Q8. Bet on sporting events																									
	Fanship Category							Gender		Age				Region				Ethnicity					Education		
	Total 2025	Total 2024	Total 2023	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Every day or almost every day	6%	5%	6%	24%	3%	0%	0%	9%	3%	12%	7%	1%	0%	8%	5%	5%	6%	3%	11%	11%	8%	6%	5%	7%	
About once or twice a week	10%	11%	12%	32%	11%	1%	0%	14%	7%	14%	16%	5%	4%	13%	10%	9%	9%	7%	17%	16%	16%	8%	10%	11%	
About once or twice a month	8%	9%	10%	15%	13%	4%	1%	10%	7%	13%	11%	5%	3%	8%	8%	8%	9%	7%	10%	14%	10%	6%	9%	8%	
Less than once a month	12%	14%	12%	11%	17%	15%	4%	13%	12%	14%	15%	10%	8%	11%	11%	13%	13%	11%	10%	17%	12%	9%	13%	11%	
Never	64%	62%	60%	18%	55%	80%	96%	55%	72%	47%	51%	79%	86%	60%	65%	65%	63%	72%	52%	42%	55%	71%	64%	62%	

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Q9. Talk about sports with your friends and family whether in person, online or via text																									
	Fanship Category							Gender		Age				Region				Ethnicity					Education		
	Total 2025	Total 2024	Total 2023	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Every day or almost every day	20%	22%	22%	70%	19%	1%	0%	28%	12%	27%	25%	14%	10%	22%	21%	18%	19%	16%	27%	28%	29%	17%	19%	23%	
About once or twice a week	31%	33%	32%	28%	59%	25%	1%	33%	29%	31%	33%	26%	32%	30%	29%	34%	31%	31%	32%	32%	30%	25%	30%	32%	
About once or twice a month	15%	14%	15%	2%	17%	37%	4%	14%	16%	16%	14%	16%	15%	18%	15%	15%	14%	15%	13%	17%	13%	19%	15%	15%	
Less than once a month	15%	15%	14%	0%	4%	31%	26%	12%	18%	13%	11%	19%	18%	11%	16%	14%	17%	16%	14%	12%	15%	14%	16%	14%	
Never	19%	16%	17%	0%	1%	7%	69%	13%	25%	13%	16%	25%	24%	19%	19%	20%	18%	22%	14%	11%	13%	25%	21%	15%	
Q10. Check social media for news or updates on your favorite athletes, teams, commentators and other sports figures																									
	Fanship Category							Gender		Age				Region				Ethnicity					Education		
	Total 2025			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Every day or almost every day	23%			76%	23%	4%	0%	33%	15%	32%	30%	14%	14%	25%	24%	21%	23%	18%	31%	34%	37%	19%	22%	27%	
About once or twice a week	23%			22%	46%	13%	0%	22%	23%	29%	25%	17%	16%	23%	22%	24%	21%	20%	28%	28%	25%	20%	22%	23%	
About once or twice a month	10%			1%	14%	21%	2%	8%	11%	10%	11%	10%	8%	9%	12%	8%	9%	9%	9%	12%	11%	15%	10%	9%	
Less than once a month	13%			0%	7%	31%	13%	10%	15%	11%	10%	16%	14%	12%	12%	12%	15%	14%	9%	11%	8%	13%	13%	11%	
Never	32%			0%	10%	32%	85%	26%	36%	16%	24%	43%	49%	31%	30%	35%	32%	39%	23%	16%	19%	32%	32%	30%	
Q2. - Q10 Computed Fanship Category																									
	Fanship Category							Gender		Age				Region				Ethnicity					Education		
	Total 2025	Total 2024	Total 2023	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Avid	20%	19%	21%	100%	0%	0%	0%	29%	11%	30%	27%	10%	7%	22%	20%	18%	19%	14%	28%	30%	36%	13%	17%	26%	
Involved	32%	26%	26%	0%	100%	0%	0%	36%	29%	34%	32%	29%	33%	29%	33%	33%	33%	31%	35%	36%	30%	34%	32%	33%	
Casual	24%	27%	26%	0%	0%	100%	0%	20%	27%	18%	20%	27%	31%	26%	24%	25%	21%	26%	19%	20%	17%	28%	25%	21%	
Nonfan	24%	28%	27%	0%	0%	0%	100%	15%	33%	18%	21%	33%	29%	22%	24%	25%	26%	29%	18%	13%	17%	25%	26%	20%	
Which of the following types of sporting events have you attended over the past year?																									
Q11A. Youth sports																									
	Fanship Category							Gender		Age				Region				Ethnicity					Education		
	Total 2025			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Yes	29%			57%	33%	21%	9%	30%	28%	33%	40%	20%	20%	28%	30%	30%	28%	26%	34%	34%	30%	31%	26%	35%	
No	69%			42%	65%	76%	88%	68%	69%	64%	58%	78%	79%	70%	67%	68%	70%	72%	60%	64%	66%	68%	71%	63%	
Don't Know/Refused	2%			1%	2%	3%	3%	2%	2%	4%	2%	2%	1%	2%	3%	3%	2%	2%	5%	2%	5%	1%	3%	2%	

Q11B. High school sporting events																									
		Fanship Category				Gender		Age				Region				Ethnicity					Education				
	Total 2025	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+			
Yes	29%	56%	35%	20%	8%	31%	27%	39%	38%	18%	16%	28%	32%	27%	26%	24%	39%	40%	30%	27%	28%	31%			
No	70%	44%	65%	78%	90%	68%	71%	59%	61%	81%	84%	71%	67%	72%	73%	75%	59%	59%	68%	71%	71%	68%			
Don't Know/Refused	1%	0%	0%	2%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	2%	2%	1%	1%				
Q11C. College athletics sporting events																									
		Fanship Category				Gender		Age				Region				Ethnicity					Education				
	Total 2025	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+			
Yes	26%	62%	33%	12%	3%	31%	22%	38%	31%	18%	14%	28%	29%	23%	24%	22%	33%	35%	42%	22%	23%	34%			
No	72%	38%	66%	87%	95%	68%	77%	60%	68%	80%	86%	71%	69%	76%	75%	77%	66%	63%	57%	75%	76%	65%			
Don't Know/Refused	1%	0%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	3%	1%	1%			
Q11D. Professional sporting events																									
		Fanship Category				Gender		Age				Region				Ethnicity					Education				
	Total 2025	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+			
Yes	35%	78%	45%	19%	5%	43%	28%	47%	44%	27%	19%	43%	32%	34%	36%	30%	39%	48%	50%	32%	32%	43%			
No	64%	22%	55%	80%	93%	56%	71%	52%	55%	72%	80%	56%	67%	65%	63%	69%	60%	51%	49%	68%	67%	57%			
Don't Know/Refused	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	2%	0%	1%	1%			
Q12. Which of the following services have you subscribed to for the purpose of watching sporting events over the past year? Check all that apply.																									
		Fanship Category				Gender		Age				Region				Ethnicity					Education				
	Total 2025	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+			
Broadcast or Cable Television networks	42%	62%	52%	38%	14%	51%	33%	34%	43%	40%	50%	45%	40%	41%	41%	41%	41%	44%	42%	37%	38%	49%			
Streaming services, such as Hulu, Peacock, YouTube TV, Amazon Prime Video, Fubo, etc.	55%	85%	69%	51%	15%	60%	50%	72%	64%	44%	33%	56%	54%	55%	54%	48%	65%	70%	68%	51%	53%	58%			
League-specific streaming services, such as the NBA League Pass, NHL.TV, MLB.TV, etc.	19%	52%	20%	7%	1%	23%	15%	31%	23%	9%	6%	22%	19%	15%	18%	14%	27%	30%	26%	14%	17%	22%			
Don't Know/Refused	24%	1%	5%	21%	72%	17%	31%	17%	19%	32%	33%	23%	24%	25%	25%	29%	15%	14%	15%	29%	26%	20%			

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Q58. Now, turning to some current issues in sports... Do you think that Black candidates receive as much consideration for coaching jobs in the NFL as white candidates do, or not?																										
	Total 2025	Total 2024	Total 2023	Fanship Category				Gender		Age				Region				Ethnicity					Education			
				Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Black candidates receive as much consideration as white candidates	46%	43%	42%	53%	51%	45%	33%	51%	40%	44%	45%	48%	46%	41%	47%	49%	45%	51%	24%	45%	40%	35%	45%	47%		
Black candidates do not receive as much consideration as white candidates	29%	31%	27%	38%	32%	27%	20%	29%	29%	33%	30%	24%	26%	33%	29%	26%	29%	21%	57%	35%	34%	30%	27%	32%		
Don't Know/Refused	26%	26%	31%	9%	18%	28%	47%	20%	31%	23%	24%	28%	28%	27%	24%	26%	27%	28%	18%	20%	26%	34%	28%	21%		
Q59. Do you think Professional football does more to overcome racial discrimination in America or more to perpetuate racial discrimination in America?																										
	Total 2025	Total 2024	Total 2023	Fanship Category				Gender		Age				Region				Ethnicity					Education			
				Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Professional football does more to overcome racial discrimination in America	57%	54%	54%	69%	66%	57%	36%	62%	52%	56%	58%	53%	61%	58%	55%	59%	57%	59%	49%	58%	57%	50%	56%	60%		
Professional football does more to perpetuate racial discrimination in America	14%	18%	14%	19%	14%	13%	11%	15%	14%	17%	16%	11%	12%	13%	17%	11%	15%	12%	24%	16%	17%	16%	14%	15%		
Don't Know/Refused	29%	28%	32%	12%	20%	30%	52%	23%	34%	27%	26%	35%	27%	29%	28%	30%	28%	30%	27%	26%	27%	34%	30%	25%		
Q60. Do you believe that the Rooney Rule, which requires NFL teams to conduct interviews with ethnic minority candidates for vacant coaching positions, is good or bad for sports?																										
	Total 2025	Total 2024	Total 2023	Fanship Category				Gender		Age				Region				Ethnicity					Education			
				Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Good for sports	54%	54%	46%	77%	62%	46%	33%	57%	51%	60%	57%	46%	50%	58%	52%	51%	57%	49%	68%	60%	63%	47%	51%	59%		
Bad for sports	15%	14%	12%	13%	16%	17%	13%	18%	12%	12%	14%	17%	17%	14%	15%	16%	15%	17%	9%	14%	11%	10%	14%	16%		
Don't Know/Refused	31%	31%	42%	10%	22%	37%	54%	25%	37%	28%	29%	37%	33%	28%	33%	33%	29%	34%	23%	25%	26%	42%	34%	25%		
Q61. Overall, do you think professional football promotes values that make America a better country or a worse country?																										
	Total 2025	Total 2024	Total 2023	Fanship Category				Gender		Age				Region				Ethnicity					Education			
				Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Values that make America a better country	61%	59%	53%	84%	71%	58%	34%	65%	58%	68%	64%	54%	56%	59%	61%	61%	63%	57%	69%	71%	70%	58%	62%	60%		
Values that make America a worse country	14%	16%	12%	8%	12%	14%	19%	14%	13%	11%	13%	15%	15%	14%	14%	13%	14%	15%	9%	11%	6%	18%	12%	18%		
Don't Know/Refused	25%	25%	35%	9%	17%	27%	47%	21%	29%	20%	22%	31%	29%	27%	25%	25%	24%	28%	22%	19%	24%	23%	26%	22%		

Q62. Do you support or oppose players or teams displaying slogans including "End racism" on the back of their helmet or on the field?																										
	Fanship Category							Gender		Age				Region				Ethnicity					Education			
	Total 2025	Total 2024	Total 2023	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Support	61%	62%	60%	80%	65%	54%	45%	59%	62%	78%	69%	50%	41%	62%	59%	59%	64%	51%	81%	75%	71%	70%	61%	61%		
Oppose	24%	23%	23%	14%	24%	28%	27%	28%	20%	11%	17%	31%	41%	21%	25%	24%	23%	30%	9%	16%	14%	17%	22%	27%		
Don't Know/Refused	15%	14%	16%	6%	10%	18%	28%	13%	18%	11%	14%	19%	19%	16%	16%	17%	12%	19%	9%	9%	15%	13%	17%	12%		
Q63. Do you support or oppose requiring the NFL to have independent doctors - not paid by individual teams - make the decision as to whether or not an injured player can continue to play?																										
	Fanship Category							Gender		Age				Region				Ethnicity					Education			
	Total 2025	Total 2024	Total 2023	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Support	74%	75%	71%	85%	76%	76%	61%	79%	70%	72%	76%	75%	74%	77%	73%	72%	76%	74%	76%	73%	73%	72%	71%	81%		
Oppose	8%	8%	8%	9%	11%	7%	6%	8%	8%	11%	8%	5%	7%	5%	8%	9%	10%	7%	9%	11%	11%	7%	9%	7%		
Don't Know/Refused	18%	17%	21%	7%	14%	18%	32%	13%	22%	17%	16%	20%	18%	18%	19%	19%	14%	19%	15%	16%	16%	21%	20%	13%		
Q64. Are you in favor of or opposed to rule changes that are aimed at lessening the possibility that players in the NFL suffer from neurological injuries?																										
	Fanship Category							Gender		Age				Region				Ethnicity					Education			
	Total 2025	Total 2024	Total 2023	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Strongly in favor of	56%	58%		63%	57%	55%	52%	55%	57%	51%	56%	56%	63%	61%	55%	56%	55%	59%	57%	49%	51%	55%	53%	64%		
Somewhat in favor of	23%	24%		27%	25%	23%	16%	27%	19%	25%	23%	21%	22%	21%	22%	25%	24%	23%	21%	25%	24%	23%	23%	22%		
Total In Favor	79%	82%	69%	90%	82%	78%	68%	82%	76%	76%	79%	77%	85%	82%	77%	81%	79%	82%	78%	74%	75%	78%	76%	86%		
Somewhat opposed to	5%	5%		4%	6%	4%	3%	5%	5%	6%	6%	4%	3%	2%	6%	4%	6%	4%	5%	8%	5%	3%	5%	4%		
Strongly opposed to	3%	2%		2%	3%	4%	2%	3%	3%	3%	3%	3%	2%	2%	3%	2%	4%	2%	3%	5%	3%	3%	3%	2%		
Total Opposed	8%	7%	9%	6%	9%	8%	5%	8%	8%	9%	9%	7%	5%	4%	9%	6%	10%	6%	8%	13%	8%	6%	8%	6%		
Don't Know/Refused	13%	11%	22%	4%	8%	15%	27%	10%	17%	15%	12%	16%	11%	13%	15%	13%	11%	13%	14%	13%	16%	16%	16%	8%		
Q65. Do you support or oppose rule changes that make officiating for the NFL (i.e., serving as a referee) a full-time position?																										
	Fanship Category							Gender		Age				Region				Ethnicity					Education			
	Total 2025	Total 2024		Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Support	66%	63%		84%	73%	64%	44%	71%	61%	69%	72%	60%	60%	66%	66%	67%	65%	63%	75%	72%	73%	56%	65%	68%		
Oppose	8%	9%		8%	9%	6%	7%	8%	7%	8%	7%	8%	7%	6%	8%	7%	8%	8%	7%	8%	6%	10%	8%	7%		
Don't Know/Refused	26%	28%		8%	17%	30%	49%	20%	32%	22%	21%	32%	33%	28%	26%	26%	27%	30%	18%	19%	21%	35%	27%	25%		

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Q67. Do you support or oppose allowing the recreational usage of cannabis in the stands during football games?																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Support	31%	32%	47%	32%	26%	21%	33%	28%	44%	43%	19%	11%	29%	32%	30%	30%	26%	37%	43%	24%	38%	33%	25%		
Oppose	56%	55%	46%	57%	62%	58%	54%	58%	42%	45%	66%	78%	56%	55%	59%	57%	61%	52%	43%	60%	51%	52%	65%		
Don't Know/Refused	13%	13%	7%	11%	12%	21%	12%	14%	14%	12%	15%	11%	15%	13%	11%	13%	13%	11%	14%	16%	11%	14%	10%		
For the next few questions, we're going to ask you about some issues regarding players in the NFL. For each question, please indicate whether you believe the NFL is doing an excellent job addressing the issue, is doing just enough to address the issue, or is not doing enough to address the issue. [ROTATE Q68-Q70]																									
Q68. Protecting NFL athletes from concussions and related brain injuries:																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
The NFL is doing an excellent job to protect athletes	26%	24%	42%	29%	23%	12%	31%	21%	25%	30%	28%	22%	26%	25%	27%	23%	32%	31%	26%	30%	27%	23%			
The NFL is doing just enough to protect athletes	34%	34%	36%	39%	36%	25%	37%	32%	37%	36%	32%	33%	33%	35%	37%	32%	34%	34%	36%	33%	32%	34%	36%		
The NFL is not doing enough to protect athletes	28%	30%	19%	27%	31%	33%	24%	32%	28%	26%	27%	32%	28%	27%	25%	32%	29%	25%	26%	30%	26%	26%	33%		
Don't Know/Refused	12%	12%	2%	5%	9%	30%	8%	15%	11%	9%	13%	14%	13%	13%	12%	8%	13%	9%	8%	11%	12%	13%	9%		
Q69. Penalizing NFL athletes for whom there is evidence of them committing domestic violence.																									
	Total 2025	Total 2024	Fanship Category				Gender		Age				Region				Ethnicity					Education			
			Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
The NFL is doing an excellent job penalizing these athletes	24%	23%	43%	25%	18%	12%	27%	20%	28%	28%	20%	16%	24%	25%	23%	22%	19%	37%	28%	29%	28%	25%	20%		
The NFL is doing just enough to penalize these athletes	22%	24%	30%	26%	21%	12%	26%	19%	25%	22%	21%	20%	21%	21%	22%	25%	20%	27%	28%	22%	15%	22%	23%		
The NFL is not penalizing these athletes enough	39%	37%	24%	42%	43%	40%	35%	42%	34%	37%	41%	44%	39%	38%	39%	39%	42%	26%	34%	35%	42%	36%	43%		
Don't Know/Refused	16%	16%	3%	7%	17%	36%	12%	19%	14%	13%	18%	19%	16%	16%	16%	14%	18%	10%	10%	15%	15%	17%	13%		

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Q70. Penalizing NFL athletes for whom there is evidence of them committing sexual assault.																									
			Fanship Category				Gender		Age				Region				Ethnicity					Education			
	Total 2025	Total 2024	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
The NFL is doing an excellent job penalizing these athletes	22%	22%	39%	23%	17%	11%	26%	18%	25%	28%	18%	15%	23%	22%	21%	22%	17%	33%	30%	25%	23%	24%	19%		
The NFL is doing just enough to penalize these athletes	21%	21%	31%	25%	20%	10%	24%	19%	24%	23%	20%	17%	23%	22%	22%	19%	19%	28%	27%	23%	16%	20%	23%		
The NFL is not penalizing these athletes enough	40%	40%	26%	43%	45%	43%	37%	42%	34%	36%	43%	49%	37%	38%	41%	43%	45%	25%	31%	35%	40%	38%	45%		
Don't Know/Refused	17%	17%	4%	9%	18%	37%	13%	21%	16%	14%	19%	20%	17%	18%	16%	16%	19%	14%	12%	17%	21%	19%	13%		
Q71. Now, considering professional sports leagues more broadly, would you say that professional sports is doing an excellent job, just enough, or not enough to address the issue of the gender pay gap between male and female athletes?																									
			Fanship Category				Gender		Age				Region				Ethnicity					Education			
	Total 2025	Total 2024	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Professional sports is doing an excellent job to address the gender pay gap	16%		32%	18%	10%	8%	22%	11%	21%	21%	14%	8%	17%	17%	13%	19%	14%	19%	23%	20%	13%	16%	17%		
Professional sports is doing just enough to address the gender pay gap	23%		33%	27%	22%	12%	28%	18%	27%	25%	18%	21%	24%	23%	24%	22%	21%	24%	29%	32%	19%	24%	22%		
Professional sports is not doing enough to address the gender pay gap	37%		28%	39%	42%	37%	30%	43%	32%	34%	39%	44%	39%	35%	38%	37%	38%	40%	31%	30%	38%	34%	44%		
Don't Know/Refused	23%		8%	16%	26%	44%	20%	27%	20%	20%	29%	27%	20%	25%	25%	23%	27%	16%	17%	18%	30%	26%	18%		
Now, for each of the following items, please indicate whether you believe it is good for sports or bad for sports. [ROTATE Q72 - Q82]																									
Q72. College athletes being allowed to sell the rights to their names, images, and likenesses (NIL)																									
			Fanship Category				Gender		Age				Region				Ethnicity					Education			
	Total 2025	Total 2024	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Good for sports	44%	45%	65%	48%	39%	25%	48%	40%	52%	53%	35%	31%	45%	44%	41%	44%	39%	55%	53%	52%	38%	43%	44%		
Bad for sports	33%	32%	25%	35%	36%	33%	34%	32%	26%	25%	38%	43%	29%	34%	33%	32%	36%	23%	28%	31%	34%	31%	37%		
Don't Know/Refused	24%	24%	10%	18%	25%	42%	19%	29%	22%	21%	27%	26%	26%	22%	26%	24%	26%	22%	20%	18%	28%	26%	19%		

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Q74. Dedicated streaming services for individual sports leagues, such as the NBA League Pass, NHL.TV, MLB.TV, NFL Sunday Ticket and more.																										
	Total 2025	Fanship Category				Gender		Age				Region				Ethnicity					Education					
		Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+				
Good for sports	56%	77%	61%	52%	37%	56%	57%	70%	69%	48%	33%	58%	59%	52%	55%	49%	72%	68%	66%	53%	58%	52%				
Bad for sports	21%	17%	26%	25%	15%	26%	17%	15%	16%	23%	34%	19%	20%	23%	24%	25%	12%	18%	16%	18%	19%	27%				
Don't Know/Refused	22%	6%	13%	23%	48%	18%	26%	16%	16%	29%	33%	23%	21%	25%	21%	26%	16%	14%	17%	28%	23%	21%				
Q75. The potential for athletes to appear in endorsements and other publicity materials by licensing the usage of their likenesses to Generative AI technologies, rather than filming in-person.																										
	Total 2025	Fanship Category				Gender		Age				Region				Ethnicity					Education					
		Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+				
Good for sports	31%	54%	34%	21%	17%	33%	29%	41%	39%	23%	16%	32%	34%	26%	29%	24%	42%	43%	41%	29%	30%	32%				
Bad for sports	42%	33%	45%	47%	41%	43%	42%	38%	38%	47%	49%	38%	40%	45%	48%	45%	34%	36%	41%	48%	41%	44%				
Don't Know/Refused	27%	12%	21%	32%	42%	25%	29%	21%	23%	30%	35%	30%	26%	29%	24%	30%	25%	20%	18%	23%	28%	24%				
Q76. The competition between Saudi-backed LIV Golf and the PGA Tour.																										
	Total 2025	Fanship Category				Gender		Age				Region				Ethnicity					Education					
		Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+				
Good for sports	30%	54%	35%	21%	15%	37%	24%	39%	35%	23%	21%	31%	31%	28%	31%	24%	38%	43%	44%	37%	29%	33%				
Bad for sports	25%	21%	29%	28%	19%	28%	21%	17%	21%	28%	35%	26%	23%	25%	26%	29%	18%	19%	20%	18%	23%	28%				
Don't Know/Refused	45%	25%	36%	51%	67%	35%	55%	44%	44%	49%	43%	44%	46%	47%	43%	48%	44%	38%	36%	45%	48%	39%				

Q79. The notoriety of WNBA basketball player Caitlin Clark.																									
			Fanship Category				Gender		Age				Region				Ethnicity					Education			
	Total 2025		Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Good for sports	58%		78%	67%	51%	35%	66%	50%	54%	58%	57%	62%	60%	56%	60%	57%	57%	62%	58%	56%	52%	54%	66%		
Bad for sports	9%		11%	9%	10%	7%	10%	9%	13%	7%	9%	8%	8%	10%	8%	10%	9%	8%	11%	12%	12%	9%	10%		
Don't Know/Refused	33%		11%	24%	39%	58%	24%	42%	33%	35%	34%	30%	32%	34%	33%	33%	34%	30%	31%	33%	37%	37%	24%		
Q80. The expansion of College Football Playoffs to twelve teams beginning in 2024.																									
			Fanship Category				Gender		Age				Region				Ethnicity					Education			
	Total 2025		Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Good for sports	65%		87%	78%	61%	35%	73%	57%	68%	70%	57%	62%	65%	66%	64%	64%	61%	74%	68%	73%	64%	63%	68%		
Bad for sports	7%		7%	7%	8%	7%	8%	7%	8%	5%	7%	8%	7%	8%	6%	8%	8%	5%	9%	6%	3%	7%	8%		
Don't Know/Refused	28%		6%	15%	32%	58%	19%	36%	24%	25%	35%	30%	28%	27%	30%	29%	31%	21%	22%	21%	33%	30%	24%		
Q81. The NFL's new "Dynamic Kickoff" rules for the 2024 NFL Season, which states that no one except the kicker and returner(s) may move until the kickoff has been fielded.																									
			Fanship Category				Gender		Age				Region				Ethnicity					Education			
	Total 2025		Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Good for sports	48%		63%	54%	47%	30%	47%	49%	55%	55%	41%	39%	50%	49%	46%	47%	43%	60%	55%	51%	53%	49%	47%		
Bad for sports	21%		27%	26%	20%	11%	30%	12%	17%	19%	20%	29%	20%	22%	20%	22%	22%	16%	22%	21%	17%	20%	24%		
Don't Know/Refused	31%		10%	21%	33%	59%	22%	39%	28%	26%	39%	32%	30%	29%	34%	32%	35%	25%	23%	28%	30%	31%	30%		
Q82. The NCAA's transfer portal policy, which allows student athletes to ask to change colleges for the purpose of furthering their athletic career, which if rejected may allow their school to rescind or reduce their scholarship.																									
			Fanship Category				Gender		Age				Region				Ethnicity					Education			
	Total 2025		Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Good for sports	35%		58%	38%	29%	18%	41%	30%	44%	44%	26%	22%	36%	36%	33%	35%	30%	42%	45%	46%	33%	35%	36%		
Bad for sports	37%		32%	42%	39%	31%	36%	37%	33%	30%	40%	46%	36%	38%	36%	37%	38%	35%	34%	32%	40%	36%	38%		
Don't Know/Refused	28%		9%	20%	32%	50%	23%	33%	23%	26%	34%	32%	28%	26%	32%	28%	32%	23%	21%	22%	27%	29%	26%		

Q83. Would you support or oppose Major League Baseball (MLB) implementing the proposed "Golden-at-bat" rule, which states that once a game, the manager can pinch-hit with any player?																									
	Total 2025	Fanship Category				Gender		Age				Region				Ethnicity					Education				
		Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+			
Support	37%	58%	40%	33%	20%	44%	31%	41%	47%	30%	29%	37%	40%	35%	34%	33%	47%	45%	37%	38%	37%	38%			
Oppose	27%	31%	33%	27%	17%	31%	23%	25%	23%	28%	35%	28%	25%	29%	29%	28%	21%	28%	29%	25%	26%	31%			
Don't Know/Refused	36%	11%	27%	41%	62%	25%	46%	34%	31%	43%	37%	35%	35%	37%	36%	39%	33%	27%	34%	37%	38%	31%			
Q84. Turning to another issue in sports... How much thought have you given to the issue of whether transgender people should or should not be allowed to participate in organized sports with others that share their gender identity?																									
	Total 2025	Fanship Category				Gender		Age				Region				Ethnicity					Education				
		Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+			
A lot	27%	36%	29%	27%	19%	29%	26%	29%	28%	23%	27%	29%	28%	26%	26%	27%	25%	30%	24%	30%	26%	31%			
Some	31%	32%	35%	33%	25%	30%	33%	33%	31%	31%	30%	32%	29%	33%	34%	32%	30%	29%	39%	31%	30%	34%			
Not very much	23%	19%	23%	24%	23%	23%	22%	21%	21%	25%	25%	22%	22%	21%	25%	22%	23%	23%	26%	21%	23%	22%			
None at all	19%	13%	13%	16%	33%	18%	19%	17%	19%	20%	19%	18%	20%	20%	16%	19%	22%	17%	11%	18%	21%	13%			
Q85. Thinking about transgender high school students, are you in favor of or opposed to transgender high school students being allowed to participate in organized high school sports with others that share their gender identity?																									
	Total 2025	Fanship Category				Gender		Age				Region				Ethnicity					Education				
		Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+			
In favor of	35%	37%	35%	34%	35%	29%	41%	47%	36%	27%	27%	35%	33%	35%	39%	32%	38%	40%	46%	36%	36%	34%			
Opposed to	65%	63%	65%	66%	65%	71%	59%	53%	64%	73%	73%	65%	67%	65%	61%	68%	62%	60%	54%	64%	64%	66%			
Q86. And now considering higher levels of competition including college and professional competition, are you in favor of or opposed to transgender athletes being allowed to compete in elite sports with others that share their gender identity?																									
	Total 2025	Fanship Category				Gender		Age				Region				Ethnicity					Education				
		Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+			
In favor of	35%	39%	33%	34%	36%	30%	40%	46%	37%	28%	27%	36%	34%	36%	37%	32%	42%	40%	46%	37%	36%	34%			
Opposed to	65%	61%	67%	66%	64%	70%	60%	54%	63%	72%	73%	64%	66%	64%	63%	68%	58%	60%	54%	63%	64%	66%			

Nature of the Sample	
United States Residents	
Fanship Category	
Avid	20%
Involved	32%
Casual	24%
Nonfan	24%
Gender	
Male	49%
Female	51%
Age	
18-34	29%
35-49	26%
50-64	21%
65+	24%
Region	
Northeast	18%
South	38%
Midwest	21%
West	24%
Ethnicity	
White	61%
African-American / Black	12%
Hispanic/Latino	16%
Asian	6%
Other	6%
Education	
No degree	68%
Bachelors'+	32%

The American Sports Fanship Survey conducted by the Siena College Research Institute in partnership with St. Bonaventure University's Jandoli School of Communication was conducted January 6 - 11, 2025, among 3047 United States residents drawn from a proprietary online panel (Lucid). Data was statistically adjusted by age, region, race/ethnicity, education, and gender to ensure representativeness. It has an overall margin of error of +/- 1.9 percentage points including the design effects resulting from weighting.

The Siena College Research Institute, directed by Donald Levy, Ph.D., conducts political, economic, social, and cultural research primarily in NYS. SCRI, an independent, non-partisan research institute, subscribes to the American Association of Public Opinion Research Code of Professional Ethics and Practices.

For more information, call Dr. Donald Levy at (518) 783-2901. For survey crosstabs: www.Siena.edu/SCRI/SNY.