



For Immediate Release: February 4, 2025  
Contact: Don Levy: 518-783-2901, [dlevy@siena.edu](mailto:dlevy@siena.edu)  
Aaron Chimbel: 716-375-2040, [achimbel@sbu.edu](mailto:achimbel@sbu.edu)  
PDF version; crosstabs; website: [American Sports Fanship Survey](http://AmericanSportsFanshipSurvey.com) / [sbu.edu/communication](http://sbu.edu/communication)

**Siena/St. Bonaventure Annual Sports Fanship Survey: Part 1 – The Super Bowl**  
**America Forecasts Kansas City 3-Peat; Fans Predicted KC vs. Detroit in Super Bowl; 29% Said Chiefs, 8% Eagles as Playoffs Kicked Off**  
*72% Will Watch the Big Game; 35% Say ‘Should be a National Holiday’, 46% Support Monday after the Game as a Paid Day Off*  
**37% Plan to Bet on Super Bowl; 57% Will Wager with Online Sportsbooks**

**NOTE: This is First of Three Releases – “The Super Bowl”**

**Release 2 – Issues in Sport Today – Tues 2/11**

**Release 3 – Online Sports Betting – Tues 2/18**

**February 3, 2025** – Prior to the start of the playoffs, nearly half of Americans said the Kansas City Chiefs would win the AFC championship and 29% – twice as many as the nearest competitor, the Detroit Lions – said the Chiefs would win the Super Bowl according to a new survey of United States residents released today by the Siena College Research Institute (SCRI) and St. Bonaventure University’s Jandoli School of Communication. The Philadelphia Eagles finished behind the Lions in our survey but 8% of Americans and 19% of those from the northeast did predict that they would win the Super Bowl.

Seventy-two percent of all Americans, 80% of men and 99% of ‘Avid’<sup>1</sup> fans plan to watch the Super Bowl on February 9<sup>th</sup>. Over a third, 35%, of all Americans consider the Super Bowl to be a national holiday and nearly half, 46%, a plurality, support offering the Monday after the game each year as a paid day off of work. While a small majority, 52%, insist that the game itself is the most interesting part of the Super Bowl, 19% prefer the half-time show and 18% watch for the commercials.

“Fans overwhelmingly predicted the Chiefs would win the AFC as they garnered more than three times as many nods as the Bills,” said Don Levy, SCRI’s Director. “The Eagles finished a close, 30-21% second to the

---

<sup>1</sup> Based upon a computation of “Fanship Category” – Avid, Involved, Casual, or Nonfan – derived from the total score of eight questions asking respondents about their engagement in sports fanship activities. See crosstabs for a breakdown by demographic.

Lions. Nearly 10% of all respondents forecast the ultimate matchup, Eagles vs. the Chiefs but bad news for Philadelphia, among those prescient sports fans, the Chiefs win, 72-28%.”

Seventeen percent of Americans, 51% of ‘Avid’ fans say that they will place bets on the Super Bowl. An additional 20% say that they might. Of those that will or might gamble on the Super Bowl, 61% will bet among family and friends and 57% will bet using online sportsbooks including DraftKings, Caesars, or FanDuel.

“Nearly four of every 10 Americans could very well wager a few dollars on the match-up between the Chiefs and Eagles,” said Aaron Chimbel, dean of St. Bonaventure University’s Jandoli School of Communication.

“While men are more likely to gamble than are women, of those who bet, women tend to bet more with friends and family while men bet somewhat more with online sports books. Our next releases will drill down on issues in sport and the social phenomenon that is online sports betting.”

Seventy percent of Americans consider themselves to be a football fan. Nearly half of all Americans say that football is their favorite sport. Of the 31% that say that a sport other than football is their favorite, basketball is named most often followed by baseball.

###

**The American Sports Fanship Survey was conducted January 6 - 11, 2025, among 3047 responses drawn from a proprietary online panel (Lucid) of United States Residents. 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 or comments, please call Dr. Don Levy at 518-783-2901. St. Bonaventure University’s Jandoli School of Communication offers undergraduate and graduate degrees in sports media, journalism, communication and related fields. For more information or comments, please contact Dean Aaron Chimbel at 716-375-2040.**