



**ST BONAVENTURE
UNIVERSITY**

Jandoli School of Communication

For Immediate Release:

February 4, 2025

Contact:

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

Aaron Chimbel: 716-375-2040, achimbel@sbu.edu

PDF version; crosstabs; website: [American Sports Fanship Survey / sbu.edu/communication](https://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’¹ fans plan to watch the Super Bowl on February 9th. 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

¹ 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 Chimbél, 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 Fan ship Survey was conducted January 6 - 11, 2025, among 3047 responses drawn from a proprietary online panel (Cint) of United States Residents. Interviews conducted online are excluded from the sample and final analysis if they fail any data quality attention check question. Duplicate responses are identified by their response ID and removed from the sample. Three questions were asked of online respondents including a honey-pot question to catch bots and two questions ask the respondent to follow explicit directions. The proprietary panel also incorporates measures that “safeguard against automated bot attacks, deduplication issues, fraudulent VPN usage, and suspicious IP addresses”. Coding of open-ended responses was done by a single human coder. Data from collection modes was weighted to balance sample demographics to match estimates for New York State’s population using data from the Census Bureau’s 2023 U.S. American Community Survey (ACS), on 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. Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other public opinion poll. 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 Don Levy at 518-944-0482. 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 Aaron Chimbél at 716-375-2040.