Q1. In general, would you describe y				ĺ	Fanship	Categor	v	Ger	der		Aβ	7 e			Reg	ion			Fthr	nicity			Educa	tion
					Tansinp	Categor	y 	GCI	uci			,c 			1,(CE	1011			2011	пстсу		1	Luucu	T
	Total	Total	Total																Afr					
									_	40.24	25 40	-0.64	c=.		ا م ا			14/l- ta -				0.1	N - D	١.,
	2025	2024	2023	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	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%	739
No	31%	28%	30%	0%	5%	31%	88%	20%	41%	24%	24%	39%	38%	31%	30%	32%	30%	36%	23%	18%	24%	35%	33%	269
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 th	emsel	ves spo	rts fans	or not,	many peo	ple enga	age in spo	rts rel	ated a	ctivitie	s. For e	ach of t	he foll	owing	activit	ies, ple	ease se	lect the	category wh	ich best	descril	bes you	ır particip	ation
[ROTATE Q2-Q10]																								
Q2. Watch live sports on the televisi	on or a	another	platform	n																				
					Fanship	Categor	у	Ger	der		Αę	ge			Reg	ion			Ethr	nicity			Educa	tion
		_ 																						
	Total	Total	Total																Afr					
	2025	2024	2023	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	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%	249
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%	119
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%	129
Never	15%	12%	15%	0%	1%	3%	59%	10%	21%	12%	12%	21%	18%	16%	16%	15%	15%	19%	9%	10%	11%	18%	17%	139
Q3. Listen to live sports on the radio	or thr	ough ar	other d	evice	Familia.	C-4		Ger			•				D	•			Fals	nicity			Educa	**
					Fanship	Categor	y I	Ger	iaer		Α _ξ	ge 			Reg	ion			Ethi	iicity	I	Ι	Educa	Tion
1	Total	Total	Total																Afr					
	2025	2024	2023	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	s	мw	w	\A/bito	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%	149
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%	269
About once or twice a week 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%	129
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%	169
			10%	470		30%	670	1/70	1/70	10%	15%	19%				38%					27%	39%	42%	319
	200/	220/	220/	10/	I 170/	150/	0.10/	20%	100/	200/	220/	100/	E00/											
Never	39%	33%	32%	1%	17%	45%	91%	29%	48%	28%	32%	49%	50%	36%	39%	38%	40%	44%	37%	25%	2170	35/0		1
Q4. Watch or listen to sports news o							91%	29%	48%	28%	32%	49%	50%	36%	39%	38%	40%	44%	3/%	25%	2770	35/6		
						orm		29% Ger		28%	32% Ag		50%	36%	39% Reg		40%	44%		25% nicity	2770	35/6	Educa	
					other plati	orm				28%			50%	36%			40%	44%			2776	35%		
	n the				other plati	orm				28%			50%	36%			40%	44%			2776	35%		
		televisio	on, radio		other plati	orm				28% 18-34		ge	65+	NE			40% W		Ethr					
	n the	televisio Total	on, radio	, or an	other plati Fanship	form Categor	у	Ger	der		Aę	ge			Reg	ion			Ethr Afr	nicity			Educa	ition
Q4. Watch or listen to sports news o	n the Total 2025	televisio Total 2024	Total	, or an	other plati Fanship Involved	Form Categor Casual	y Nonfan	Ger M 36%	ider F	18-34	Ag 35-49	50-64	65+	NE	Reg	ion MW	w	White	Ethr Afr Amer/Black	nicity Latino	Asian	Other	Educa No Deg.	B.A
Q4. Watch or listen to sports news o	Total 2025 24%	Total 2024 24% 31%	Total 2023	Avid 77% 22%	Involved 24% 59%	Casual	y Nonfan 0%	Ger M 36% 33%	F 13% 27%	18-34 27% 32%	A ₂ 35-49 27%	50-64 19% 28%	65+ 22% 29%	NE 25% 31%	Reg S 24% 30%	MW 22% 32%	W 25% 28%	White 21% 29%	Ethr Afr Amer/Black 30%	Latino 31%	Asian 39% 26%	Other	Educa No Deg. 22%	B.A 309 329
Q4. Watch or listen to sports news of the second sec	Total 2025 24% 30%	Total 2024	Total 2023 25% 31%	Avid	Fanship Involved	Casual 5% 27%	y Nonfan 0% 1%	Ger M 36%	F 13%	18-34 27%	35-49 27% 31%	50-64 19%	65+ 22%	NE 25%	Reg S 24%	ion MW 22%	W 25%	White 21%	Afr Amer/Black 30% 34%	Latino 31% 33%	Asian 39%	Other 17% 30%	No Deg.	tion B.A

Q5. Watch or listen to sports com	nentary	on the	televisio	n, radi	o, podcast	s, or and	ther plat	form																
					Fanship	Categor	у	Ger	nder		Αį	ge			Reg	ion			Eth	nicity			Educa	ation
	Total 2025	Total 2024	Total 2023	Avid	Involved	Casual	Nonfan	м	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 sporti	ng eveni	s or use	a mobil	le devid	e to keen	track of	sports																	
					Fanship			Ger	nder		Ag	ge			Reg	ion			Eth	nicity			Educa	ation
	Total 2025	Total 2024	Total 2023	Avid	Involved	Casual	Nonfan	м	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%
O7 Faces in feature and the																								
Q7. Engage in fantasy sports					Fanship	Categor	у	Ger	nder		Ag	ge			Reg	ion			Ethi	nicity			Educa	ation
	Total 2025	Total 2024	Total 2023	Avid	Involved	Casual	Nonfan	м	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%	119
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		<u> </u>						<u> </u>			<u> </u>	<u> </u>			<u> </u>						<u> </u>	<u> </u>		
					Fanship	Categor	у	Ger	nder		Αį	ge			Reg	ion			Eth	nicity			Educa	ition
	Total 2025	Total 2024	Total 2023	Avid	Involved	Casual	Nonfan	м	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%	119
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%	119
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%

Q9. Talk about sports with your fr	Cilus all	u rannin	- wile tile	iii pe				_											F1					
					Fanship	Categor	<u>y</u>	Ger	nder		Αį	ge I			Reg	ion	I		Ethi	nicity		ı	Educa	tion
		l ₋	l																					
	Total	Total	Total																Afr					
	2025	2024	2023	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	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%	239
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%	329
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%	149
Never	19%	16%	17%	0%	1%	7%	69%	13%	25%	13%	16%	25%	24%	19%	19%	20%	18%	22%	14%	11%	13%	25%	21%	159
Q10. Check social media for news	or updat	tes on y	our favo	rite ath	nletes, tea	ms, com	mentato	rs and	other s	ports f	igures													
					Fanship	Categor	у	Ger	nder		Αį	ge			Reg	ion			Ethi	nicity			Educa	tion
	Total																		Afr					
	2025			Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	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%	119
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 Cate	gory																							
					Fanship	Categor	у	Ger	nder		Αį	ge			Reg	ion			Ethi	nicity			Educa	ition
	Total	Total	Total																Afr					
	2025	2024	2023	Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	MW	w	White	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%	219
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%
																								\vdash
Which of the following types of sp	orting e	vents ha	ve you	attend	ed over the	e past y	ear?																	
Q11A. Youth sports																								
-					Fanship	Categor	у	Ger	nder		Αį	ge			Reg	ion			Ethi	nicity			Educa	tion
																								Τ
	Total																		Afr					
	2025			Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	s	MW	l w	White	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%	359
		-	1					_							67%				60%				71%	639
No	69%			1 42%	I 65%	1 76%	1 88%	1 68%	1 69%	I 64%	1 58%	I /8%	1 /9%	I /U%	1 6/%	68%	I /U%	12%	I 5U%	64%	66%	I 68%	1 /1%	1 0.57
No Don't Know/Refused	69% 2%			42% 1%	65% 2%	76% 3%	88% 3%	68% 2%	69% 2%	64% 4%	58% 2%	78% 2%	79% 1%	70% 2%	3%	68% 3%	70% 2%	72% 2%	5%	64% 2%	66% 5%	68% 1%	3%	2%

Q11B. High school sporting events																								
					Fanship	Categor	у	Ger	nder		Αį	ge			Reg	gion			Eth	nicity			Educa	tion
	Total 2025			Avid	Involved	Casual	Nonfan	м	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%	1%	2%	2%	1%	1%
-																								
Q11C. College athletics sporting even	ents		-																					
					Fanship	Categor	у	Ger	nder		Αį	ge			Reg	gion			Eth	nicity			Educa	tion
	Total																		Afr					
	2025			Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	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	Categor	у	Ger	nder		Αę	ge			Reg	ion			Eth	nicity			Educa	tion
	Total																		Afr					
	2025			Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Amer/Black	Latino		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 service	s have	you subs	scribed t	o for t	he purpos	e of wat	ching spo	orting	events	over th	ne past	year? (check a	II that	apply.									
					Fanship	Categor	У	Ger	nder		ΑĘ	e			Reg	ion			Ethi	nicity			Educa	tion
	Total								_										Afr					
Broadcast or Cable Television networks	42%			Avid 62%	52%	Casual 38%	Nonfan 14%	M 51%	F 33%	18-34 34%	35-49 43%	50-64 40%	65+ 50%	NE 45%	S 40%	MW 41%	W 41%	41%	Amer/Black 41%	Latino 44%	42%	37%	No Deg. 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%
												32/0	33/0	23/0		23/0								

Consideration as white candidates a much consideration as white candidates and not receive as much consideration as white candidates and not receive as much consideration as white candidates and not receive as much consideration as white candidates and not receive as much consideration as white candidates and not receive as much consideration as white candidates and not receive as much consideration as white candidates and not receive as much consideration as white candidates and not receive as much consideration as white candidates and not receive as much consideration as white candidates and not receive as much consideration as white candidates and not receive as much consideration as white candidates and not receive as much consideration as white candidates and not receive as much consideration as white candidates and not receive as much consideration as white candidates and not receive as much consideration as white candidates and not receive as much consideration as white candidates and not receive as much consideration as white candidates and not receive as much consideration and not receive and not received and not received and not received and not received and	Q58. Now, turning to some current	issues	in sports	s Do yo	ou thin	k that Blac	k candi	dates rec	eive as	much	consid	eration	for coa	ching	jobs in	the NI	FL as w	hite ca	andidat	es do, or not?)				
Black candidates receive as much consideration as white candidates 29% 43% 42% 53% 51% 45% 4	•		<u> </u>			Fanship	Categor	у	Ger	nder		A	ge		ĺ	Reg	gion			Eth	nicity			Educa	tion
Stack candidates on or receive as much consideration as white candidates of not receive as much consideration as white candidates. 25% 31% 27% 38% 32% 27% 20% 29% 29% 33% 30% 24% 28% 33% 29% 26% 29% 21% 57% 35% 34% 30% 27% 20% 29% 31% 20% 31% 20% 31% 29% 31% 32% 29% 31% 31% 31% 31% 31% 31% 31% 31% 31% 31					Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	1	Latino	Asian	Other	No Deg.	B.A.+
much consideration a white 29k 31% 27k 38% 32% 27k 28% 27k 27k 28% 27k 28% 28% 33% 30% 24% 26k 33% 29k 28% 27k 28% 21k 57k 35% 34% 30% 27k 32k 32k 32k 32k 32k 32k 32k 32k 32k 32		46%	43%	42%	53%	51%	45%	33%	51%	40%	44%	45%	48%	46%	41%	47%	49%	45%	51%	24%	45%	40%	35%	45%	47%
Column C	much consideration as white	29%	31%	27%	38%	32%	27%	20%	29%	29%	33%	30%	24%	26%	33%	29%	26%	29%	21%	57%	35%	34%	30%	27%	32%
Total Tota	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%
Total 2025 2024 2023 Avid Involved Casual Nonfan M F 18-34 35-49 50-64 65+ NE S MW W White Amer/Glack Latino Asian Other No Deg. But Professional football does more to operation and advised in the Casual Nonfan M F 18-34 35-49 50-64 65+ NE S MW W White Amer/Glack Latino Asian Other No Deg. But Professional football does more to perpetuate racial discrimination in America Professional football does more to perpetuate racial discrimination in America Don't Know/Refused 29 28% 32% 12% 20% 30% 52% 33% 34% 27% 26% 35% 52% 58% 58% 58% 58% 50% 58% 50% 50% 50% 50% 50% 50% 50% 50% 50% 50	Q59. Do you think Professional foo	tball do	es more	to over	come i	acial discr	iminatio	n in Ame	rica or	more	to per	etuate	racial o	discrim	inatio	n in Ar	nerica	?	l			<u> </u>		!	
Professional football does more to overcome racial discrimination in 57% 54% 54% 69% 66% 57% 36% 62% 52% 56% 58% 58% 53% 61% 58% 55% 59% 57% 59% 49% 58% 57% 50% 56% 66% 68% 57% 56% 66% 57% 36% 62% 52% 56% 58% 53% 61% 58% 55% 59% 57% 59% 49% 58% 57% 50% 56% 66% 66% 57% 36% 62% 52% 56% 58% 58% 53% 61% 58% 55% 59% 57% 59% 49% 58% 57% 50% 56% 66% 66% 66% 66% 66% 66% 66% 66% 66						Fanship	Categor	у	Ger	nder		A	ge			Reg	gion			Eth	nicity			Educa	tion
overcome racial discrimination in 57% 54% 54% 69% 66% 57% 36% 66% 57% 36% 62% 52% 56% 58% 53% 61% 58% 55% 59% 57% 59% 49% 58% 57% 50% 56% 66% 60% 67% 60% 60% 60% 60% 60% 60% 60% 60% 60% 60					Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	MW	w	White	1	Latino	Asian	Other	No Deg.	B.A.+
perpetuate racial discrimation in 14% 18% 14% 19% 14% 13% 11% 15% 14% 17% 16% 14% 12% 13% 17% 11% 15% 12% 24% 16% 17% 16% 14% 11% 12% 13% 17% 11% 15% 12% 24% 16% 17% 16% 14% 11% 12% 11% 15% 12% 13% 17% 11% 15% 12% 24% 16% 17% 16% 14% 11% 15% 12% 12% 12% 12% 12% 12% 12% 12% 12% 12	overcome racial discrimination in	57%	54%	54%	69%	66%	57%	36%	62%	52%	56%	58%	53%	61%	58%	55%	59%	57%	59%	49%	58%	57%	50%	56%	60%
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 Total Z023 Z024 Z023 Avid Involved Casual Nonfan M F 18-34 35-49 50-64 65+ NE S MW W White Amer/Black Latino Asian Other No Deg. B.J.	perpetuate racial discrimation in	14%	18%	14%	19%	14%	13%	11%	15%	14%	17%	16%	11%	12%	13%	17%	11%	15%	12%	24%	16%	17%	16%	14%	15%
Total Total Total Total 2025 2024 2023 Avid Involved Casual Nonfan M F 18-34 35-49 50-64 65+ NE S MW W White Afr Mer/Black Latino Asian Other No Deg. Bull No Deg. No	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%
Total Total Total Total 2025 2024 2023 Avid Involved Casual Nonfan M F 18-34 35-49 50-64 65+ NE S MW W White Afr Mer/Black Latino Asian Other No Deg. Bull No Deg.	O60. Do you believe that the Room	ev Rule	which	requires	NFI te	ams to coi	duct in	l terviews	with e	thnic r	 ninority	/ candid	lates fo	r vaca	nt coa	hing r	nsitin	ns isø	ood or l	had for sports	.?	<u> </u>			
Total Z025 Z024 Z023 Avid Involved Casual Nonfan M F 18-34 35-49 50-64 65+ NE S MW W White Amer/Black Latino Asian Other No Deg. B. CGood 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% 55% 58% 58% 52% 51% 57% 49% 68% 60% 63% 47% 51% 55% 58% 68% 61% 61% 61% 61% 61% 61% 61% 61% 61% 61	200. 20 702 20.000																	, 8						Educa	tion
Bad for sports 15% 14% 12% 13% 16% 17% 13% 18% 12% 12% 14% 17% 17% 17% 14% 15% 16% 15% 17% 9% 14% 11% 10% 14% 16% 10% 14% 15% 10% 14% 15% 10% 15% 10% 15% 10% 15% 10% 10% 14% 11% 10% 14% 10% 14% 10% 10% 14% 10% 10% 14% 10% 10% 14% 10% 10% 14% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10					Avid	·			М	F	18-34			65+	NE			w	White	1	Latino	Asian	Other	No Deg.	B.A.+
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% 26% 42% 26% 26% 26% 26% 26% 26% 26% 26% 26% 2	<u> </u>	54%	54%						_							_		_				_			59%
Companies Comp			_														_				-				16%
Total 2025 Total 2024 Total 2025 2024 2023 Avid Involved Casual Nonfan M F 18-34 18-34	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%
Total 2025 Total 2024 Total 2025 2024 2023 Avid Involved Casual Nonfan M F 18-34 18-34	O61 Overall do you think profession	onal fo	nthall ni	omotes	values	that make	Americ	a a hette	r coun	try or :	worse	COUNT	.v.s												
Total 2025 2024 2023 Avid Involved Casual Nonfan M F 18-34 35-49 50-64 65+ NE S MW W White Amer/Black Latino Asian Other No Deg. B./ Values that make America a better country 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	ace. Oreitaily do you tilling profession		l wan pi												l	Res	ion			Fth	nicity			Educa	tion
Values that make America a better country 14% 16% 12% 8% 12% 14% 19% 14% 13% 11% 13% 15% 15% 15% 14% 13% 14% 15% 9% 11% 6% 18% 12% 18% 12% 14% 19% 14% 13% 11% 13% 15% 15% 14% 14% 13% 14% 15% 9% 11% 6% 18% 12% 18% 12% 18% 12% 18% 12% 18% 15% 15% 15% 15% 14% 14% 15% 15% 15% 15% 14% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15					Avid	·					18-2/			65+	NE			\w/	White	Afr		Asian	Other		
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% 12% 18% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15																									60%
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% 25%	Values that make America a worse	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%

				l	Fanship	Categor	у	Ger	nder	l	Αş	e			Reg	ion			Ethi	nicity			Educa	ition
					<u> </u>	Ī	Í				Ī											l		T
	Total	Total	Total																Afr					
	2025	2024	2023	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	s	мw	w	White	Amer/Black	Latino	Asian	Other	No Deg.	В.А.
Support	61%	62%	60%	80%	65%	54%	45%	59%	62%	78%	69%	50%	41%	_	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 oppos	e requiring t	he NFL	to have i	indepe	ndent doc	tors - no	t paid by	indivi	dual te	ams - r	nake th	e decis	ion as	to whe	ther o	r not a	n inju	red play	er can contin	ue to pl	ay?	•		
					Fanship	Categor	у	Ger	nder		Αį	e			Reg	ion			Ethi	nicity			Educa	ition
	Total	Total	Total																Afr					
	2025	2024	2023	Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	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 opp	osed to rul	change	es that a	re aim			<u> </u>		<u> </u>	rs in th	e NFL s	uffer fr	om nei	urologi	cal inj	ıries?								
					Fanship	Categor	у	Ger	nder		Αε	e			Reg	ion			Ethi	nicity			Educa	ition
	Total	Total	Total																Afr					
	2025	2024	2023	Avid		Casual	 	М	F		35-49		65+	NE	S	MW	W		Amer/Black	Latino			_ <u> </u>	+
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%		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%		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 oppos	o rulo chana	oc that	maka af	ficiatio	a for the N	 F /i o :	L		roo\ 0	full tim	l nocit	ion?											<u> </u>	
Q65. Do you support or oppos	e ruie chang	es that	паке оп	liciatin	Fanship				ree) a nder	Tuii-tiii	ie posit Ag				Reg	ion		1	Eth	nicity			Educa	
					ransinp	Categor	<u>y</u>	Gei	luei		AE		l		neg	ion				пстсу		l	Euuca	T
	Total	Total																	Afr					
	2025	2024		Avid	Involved	Casual	Nonfan	М	F	10 24	35-49	50-64	65+	NE	s	мw	w	\A/bita	Aner/Black	Latino	Acian	Other	No Deg.	B A
Support	66%	63%		84%	73%	64%	44%	71%	61%	69%	72%	60%	60%		66%	67%	65%	63%	75%	72%	73%	56%	65%	68%
Oppose Support	8%	9%		8%	9%	6%	7%	8%	7%	8%	7%	8%	7%	6%	8%	7%	8%	8%	75%	8%	6%	10%	8%	7%
CUUUSE	070	J/0		0/0	J 7/0	0/0	/ /0	0/0	//0	0/0	/ /0	0/0	//0	0/0	0/0	/ /0	0/0	0/0	1 /0	0/0	0/0	10/0	0 /0	/ 70
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%	259

							У		ıder		Αį				Reg				Ethi					ition
	Total	Total																	Afr					
	2025	2024		Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	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 go	ing to	ask you	ı about s	ome is	sues regar	ding pla	vers in th	ne NFL.	For ea	ch que	stion, p	l olease i	 ndicat	e whet	her yo	u belie	eve the	NFL is	doing an exce	llent jol	 b addre	essing t	he issue,	is doi
just enough to address the issue, or i										•					•				Ü	•		J	•	
Q68. Protecting NFL athletes from co	ncuss	ions and	d related	l brain	injuries:																			
					Fanship	Categor	v	Ger	der		Ag	ge			Reg	ion			Ethi	nicity			Educa	tion
	Total	Total																	Afr					
	2025	2024		Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	MW	w	White	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%	25%	27%	23%	32%	31%	26%	30%	27%	23%
The NFL is doing just enough to	34%	34%		36%	39%	36%	25%	37%	32%	37%	36%	32%	33%	33%	35%	37%	32%	34%	34%	36%	33%	32%	34%	369
protect athletes	34%	34%		30%	39%	30%	25%	3/%	32%	3/%	30%	32%	33%	33%	35%	3/%	32%	34%	34%	30%	33%	32%	34%	30%
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 who	m the	re is evi	dence o	f them	committii	ng dome	stic viole	nce.																-
					Fanship	Categor	у	Ger	ıder		A	ge			Reg	ion			Ethi	nicity			Educa	tion
	Total	Total																	Afr					
	2025	2024		Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	MW	w	White	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%	239
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%	439
	16%	16%		3%	7%	17%	36%	12%	19%	14%	13%	18%	19%	16%	16%	16%	14%	18%	10%	10%	15%	15%	17%	139

3047 United States Residents MOE +/- 1.9%

Total 2025 2024						Fanship	Categor	у	Ger	nder		Αį	e			Res	gion			Eth	nicity			Educa	tion
penalizing these athletes 22% 22% 13% 23% 21% 13% 25% 23% 13% 13% 25% 23% 13% 25% 23% 23% 23% 23% 23% 23% 23% 23% 23% 23			l		Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	s	MW	w	White		Latino	Asian	Other	No Deg.	B.A
penalize these athletes 21% 21% 31% 25% 25% 20% 10% 24% 10% 24% 23% 25% 25% 23% 25% 25% 23% 19% 25%	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%	199
athletes enough	J	21%	21%		31%	25%	20%	10%	24%	19%	24%	23%	20%	17%	23%	22%	22%	19%	19%	28%	27%	23%	16%	20%	239
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 and female athletes? Total 2025	'	40%	40%		26%	43%	45%	43%	37%	42%	34%	36%	43%	49%	37%	38%	41%	43%	45%	25%	31%	35%	40%	38%	459
and female athletes? Total 2025 Avid Involved Casual Nonfar M F 18-34 35-49 50-64 65+ NE S NE S NE NE NE NE	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%	139
Total 2025	' ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' ' '	sports	league	s more b	roadly	, would yo	u say th	at profes	sional	sports	is doin	g an ex	ellent	job, ju	st eno	ugh, or	not e	nough	to addr	ess the issue	of the g	ender p	ay gap	between	male
Avid Involved Casual Nonfan M F 18-34 35-49 50-64 65+ NE S MW W White Amer/Black Latino Asian Other No Deg						Fanship	Categor	у	Ger	nder		Αę	e			Reg	ion			Eth	nicity			Educa	tion
excellent job to address the gender pay gap Professional sports is doing just enough to address the gender pay 23%					Avid	Involved	Casual	Nonfan	м	F	18-34	35-49	50-64	65+	NE	S	MW	w	White	1	Latino	Asian	Other	No Deg.	B.A
Professional sports is doing just enough to address the gender pay gap Professional sports is not doing enough to address the gender pay 37%		16%			37%	18%	10%	2%	22%	11%	21%	21%	1/1%	2%	17%	17%	13%	10%	1/1%	10%	23%	20%	13%	16%	179
enough to address the gender pay 23%	pay gap	10%			32/0	10/0	10%	870	22/0	11/0	21/0	21/0	14/0	070	1770	1770	13/0	1370	1470	1570	23/0	2070	13/0	10%	17,
enough to address the gender pay 37%	enough to address the gender pay	23%			33%	27%	22%	12%	28%	18%	27%	25%	18%	21%	24%	23%	24%	22%	21%	24%	29%	32%	19%	24%	229
Don't Know/Refused 23% 8% 16% 26% 44% 20% 27% 20% 29% 27% 20% 29% 27% 20% 25% 25% 23% 27% 16% 17% 18% 30% 26% 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 Educ	enough to address the gender pay	37%			28%	39%	42%	37%	30%	43%	32%	34%	39%	44%	39%	35%	38%	37%	38%	40%	31%	30%	38%	34%	449
College athletes being allowed to sell the rights to their names, images, and likenesses (NIL) Fanship Category Gender Age Region Ethnicity Educ		23%			8%	16%	26%	44%	20%	27%	20%	20%	29%	27%	20%	25%	25%	23%	27%	16%	17%	18%	30%	26%	189
Q72. College athletes being allowed to sell the rights to their names, images, and likenesses (NIL) Total Total 2025 2024 Avid Involved Casual Nonfan M F 18-34 35-49 50-64 65+ NE S MW W Mhite Amer/Black Latino Asian Other No Deg Good for sports 44% 45% 65% 48% 39% 25% 48% 40% 52% 53% 35% 31% 45% 44% 44% 39% 55% 53% 52% 38% 43% 88d for sports 33% 32% 25% 35% 35% 36% 33% 34% 32% 26% 25% 38% 43% 29% 34% 33% 32% 36% 23% 28% 31% 34% 31% 34% 31% 34% 31% 34% 31% 34% 31% 34% 31% 34		L.,	L			<u> </u>	<u> </u>		<u>. </u>		<u> </u>	[DOTA		0001											Щ.
Total Total 2025 2024 Avid Involved Casual Nonfan M F 18-34 35-49 50-64 65+ NE S MW W Mite Amer/Black Latino Asian Other No Deg Good for sports 33% 32% 25% 35% 36% 33% 34% 32% 26% 25% 38% 43% 26% 25% 38% 43% 26% 25% 38% 43% 26% 25% 38% 38% 32% 26% 25% 38% 38% 26% 25% 38% 38% 32% 36% 23% 28% 31% 34% 31% 31% 34% 31% 34% 31% 34% 31% 34% 31% 34					<u> </u>					ad for	sports.	IKOTA	IE Q/2	- Q82]											
Total 2025 2024 Avid Involved Casual Nonfan M F 18-34 35-49 50-64 65+ NE S MW W White Amer/Black Latino Asian Other No Deg Good for sports 44% 45% 65% 48% 39% 25% 48% 40% 52% 53% 35% 36% 25% 35% 35% 36% 33% 34% 32% 26% 25% 38% 43% 29% 34% 33% 32% 36% 23% 28% 31% 34% 31%	Q72. College athletes being allowed	d to sel	I the rig	hts to the	eir nar														1						
Good for sports 44% 45% 65% 48% 35% 25% 33% 32% 25% 35% 33% 33% 33% 35% 35% 36% 33% 33% 33% 35% 35% 35% 33% 32% 35% 35% 33% 32% 35% 35% 33% 32% 35% 35% 33% 32% 25% 35% 33% 32% 35% 35% 33% 32% 25% 35% 33% 32% 25% 35% 33% 32% 25% 35% 33% 32% 25% 35% 33% 32% 26% 25% 35%		-				Fansnip	Lategor	y	Ger	nder		ΑĘ	e			Ке	ion	1		Eth	nicity	I	ı	Educa	tion
Good for sports 44% 45% 65% 48% 39% 25% 48% 40% 52% 53% 35% 31% 45% 44% 44% 39% 55% 53% 52% 38% 43% Bad for sports 33% 32% 25% 35% 36% 33% 34% 32% 26% 25% 38% 43% 29% 34% 33% 32% 28% 31% 34% 31%			l																	1					
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%		+			_										_										+
	•								_	-						_									449
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% 2														_	-										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

				Fanship	Categor	У	Ger	nder		Αį	ge			Reg	ion			Ethi	nicity			Educa	tion
	Total 2025		Avid	Involved	Casual	Nonfan	м	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%	529
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 athlete	es to appear	in endorsem	nents and o	ther public	ity mat	erials by l	icensii	ng the	usage o	f their	likenes	ses to	Gener	ative A	l techi	nologie	es, rath	 er than filmin	g in-pers	on.			<u> </u>
				Fanship	Categor	у	Ger	nder		Αį	ge			Reg	gion			Eth	nicity			Educa	tion
	Total 2025		Avid	Involved	Casual	Nonfan	м	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	en Saudi-bacl	 ked LIV Golf	and the PG	A Tour.																			Щ_
				Fanship	Categor	у	Ger	nder		Αį	ge			Reg	ion			Eth	nicity			Educa	tion
	Total																	Afr					
	2025		Avid			Nonfan	М	F	_	35-49		65+	NE	S	MW	w		Amer/Black		_	_	<u> </u>	+
Good for sports	30%		54%	35%	21%	15%	37%	24%	39%	35%	23%	21%	-	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%

-		T			Fanship	Categor	v	Ger	nder		Aş	10			Reg	ion			F+h:	nicity			Educat	tion
	-+-	+			ransinp	categoi	у 	Gei	l		<u> </u>	, e			I I	ion				l	ı	1	Luuca	I
	Total																		Afr					
	2025			Avid	Involved	Casual	Nonfan	М	F	18-34	35-49	50-64	65+	NE	s	мw	w	White	1	Latino	Δsian	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%		1	11%	24%	39%	58%	24%	42%	33%	35%	34%	30%	32%	34%	33%	33%	34%	30%	31%	33%	37%	37%	249
Q80. The expansion of Colleg	e Football Pl	ayoffs to	twelve te	ams b	eginning	in 2024													•					
					Fanship	Categor	у	Ger	nder		Αį	e			Reg	ion			Ethi	nicity			Educa	tion
	Total																		Afr					
	2025			_	Involved	Casual		М	F		35-49		65+	NE	S	MW	W		,	Latino		_	No Deg.	_
Good for sports	65%	—		37%	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%
		<u> </u>					L			L	<u> </u>		, ,					<u> </u>						
Q81. The NFL's new "Dynami	C KICKOTT PU	les for t	ne 2024 Ni	FL Sea					<u> </u>	е кіске			(s) ma	y mov			ckoff n	as been						
	\longrightarrow	₩			Fanship	Categor	y	Ger	nder		Αį	ge			Reg	ion			Ethi	nicity	Ι	_	Educa	tion
	Tatal																		Afr					
	Total 2025	1	l I,	Avid	Involved	Casual	Nonfan	м	_				65+	NE	s	мw	w	\A/b:4-	1	Latino	۱		1	L.
	2025									10 21						IVIVV	ı vv	vviiite				Othor	No Dog	
I-OOR TOY CHOPEC	100/		<u> </u>					_	F	18-34	_										_		No Deg.	-
	48%		6	53%	54%	47%	30%	47%	49%	55%	55%	41%	39%	50%	49%	46%	47%	43%	60%	55%	51%	53%	49%	47%
Good for sports Bad for sports Don't Know/Refused	21%		2	53% 27%	54% 26%	47% 20%	30% 11%	47% 30%	49% 12%	55% 17%	55% 19%	41% 20%	39% 29%	50% 20%	49% 22%	46% 20%	47% 22%	43% 22%	60% 16%	55% 22%	51% 21%	53% 17%	49% 20%	47% 24%
			2	53%	54%	47%	30%	47%	49%	55%	55%	41%	39%	50%	49%	46%	47%	43%	60%	55%	51%	53%	49%	47%
Bad for sports Don't Know/Refused	21% 31%	hich allo	2	53% 27% 10%	54% 26% 21%	47% 20% 33%	30% 11% 59%	47% 30% 22%	49% 12% 39%	55% 17% 28%	55% 19% 26%	41% 20% 39%	39% 29% 32%	50% 20% 30%	49% 22% 29%	46% 20% 34%	47% 22% 32%	43% 22% 35%	60% 16% 25%	55% 22% 23%	51% 21% 28%	53% 17% 30%	49% 20% 31%	47% 24% 30%
Bad for sports	21% 31%	hich allo	2	53% 27% 10%	54% 26% 21%	47% 20% 33%	30% 11% 59%	47% 30% 22%	49% 12% 39%	55% 17% 28%	55% 19% 26%	41% 20% 39%	39% 29% 32%	50% 20% 30%	49% 22% 29%	46% 20% 34%	47% 22% 32%	43% 22% 35%	60% 16% 25%	55% 22% 23%	51% 21% 28%	53% 17% 30%	49% 20% 31%	47% 24% 30%
Bad for sports Don't Know/Refused Q82. The NCAA's transfer por	21% 31%	hich allo	2	53% 27% 10%	54% 26% 21%	47% 20% 33% k to cha	30% 11% 59% nge colle	47% 30% 22% ges for	49% 12% 39%	55% 17% 28%	55% 19% 26%	41% 20% 39% ering t	39% 29% 32%	50% 20% 30%	49% 22% 29%	46% 20% 34% which	47% 22% 32%	43% 22% 35%	60% 16% 25% ay allow their	55% 22% 23%	51% 21% 28%	53% 17% 30%	49% 20% 31%	47% 24% 30% eir
Bad for sports Don't Know/Refused Q82. The NCAA's transfer por	21% 31%	hich allo	2	53% 27% 10%	54% 26% 21% etes to as	47% 20% 33% k to cha	30% 11% 59% nge colle	47% 30% 22% ges for	49% 12% 39% • the pu	55% 17% 28%	55% 19% 26% of furth	41% 20% 39% ering t	39% 29% 32%	50% 20% 30%	49% 22% 29% career,	46% 20% 34% which	47% 22% 32%	43% 22% 35%	60% 16% 25% ay allow their	55% 22% 23%	51% 21% 28%	53% 17% 30%	49% 20% 31% educe the	47% 24% 30% eir
Bad for sports Don't Know/Refused Q82. The NCAA's transfer por	21% 31%		2	53% 27% 10%	54% 26% 21% etes to as	47% 20% 33% k to cha	30% 11% 59% nge colle	47% 30% 22% ges for	49% 12% 39% • the pu	55% 17% 28%	55% 19% 26% of furth	41% 20% 39% ering t	39% 29% 32%	50% 20% 30%	49% 22% 29% career,	46% 20% 34% which	47% 22% 32%	43% 22% 35%	60% 16% 25% ay allow their	55% 22% 23%	51% 21% 28%	53% 17% 30%	49% 20% 31% educe the	47% 24% 30% eir
Bad for sports Don't Know/Refused Q82. The NCAA's transfer por	21% 31% rtal policy, w		ows studen	53% 27% 10% t athle	54% 26% 21% etes to as	47% 20% 33% k to cha	30% 11% 59% nge colle	47% 30% 22% ges for	49% 12% 39% • the pu	55% 17% 28% urpose	55% 19% 26% of furth	41% 20% 39% ering t	39% 29% 32%	50% 20% 30%	49% 22% 29% career,	46% 20% 34% which	47% 22% 32%	43% 22% 35% ected m	60% 16% 25% ay allow their	55% 22% 23% school	51% 21% 28% to resc	53% 17% 30% ind or r	49% 20% 31% reduce the	47% 24% 30% eir
Bad for sports Don't Know/Refused Q82. The NCAA's transfer por scholarship.	21% 31% rtal policy, w		ows studen	53% 27% 10% t athle	54% 26% 21% etes to as	47% 20% 33% k to cha	30% 11% 59% nge colle	47% 30% 22% ges for	49% 12% 39% • the proder	55% 17% 28% urpose	55% 19% 26% of furth	41% 20% 39% ering t	39% 29% 32% heir at	50% 20% 30% hletic	49% 22% 29% career,	46% 20% 34% which	47% 22% 32% if reje	43% 22% 35% ected m	60% 16% 25% ay allow their	55% 22% 23% school	51% 21% 28% to resc	53% 17% 30% ind or r	49% 20% 31% reduce the	47% 24% 30% eir
Bad for sports Don't Know/Refused Q82. The NCAA's transfer por	21% 31% rtal policy, w		ows studen	53% 27% 10% t athle	54% 26% 21% etes to as Fanship	47% 20% 33% k to cha Categor	30% 11% 59% nge colle	47% 30% 22% ges for Ger	49% 12% 39% • the punder	55% 17% 28% urpose	55% 19% 26% of furth Ag 35-49	41% 20% 39% ering t	39% 29% 32% heir at	50% 20% 30% hletic	49% 22% 29% career,	46% 20% 34% which	47% 22% 32% if reje	43% 22% 35% ected m	60% 16% 25% ay allow their Ethi	22% 23% 23% school	51% 21% 28% to resci	53% 17% 30% ind or r	49% 20% 31% reduce the Educa	47% 24% 30% eir tion B.A.
Bad for sports Don't Know/Refused Q82. The NCAA's transfer por scholarship. Good for sports	21% 31% rtal policy, w		ows studen	53% 27% 10% t athle	26% 21% etes to as Fanship Involved 38%	47% 20% 33% k to cha Categor Casual 29%	30% 11% 59% nge colle	47% 30% 22% ges for Ger M 41%	49% 12% 39% • the punder • F 30%	55% 17% 28% urpose 18-34 44%	55% 19% 26% of furth A _ξ 35-49	41% 20% 39% sering t ge 50-64 26%	39% 29% 32% heir at 65+ 22%	50% 20% 30% hletic	49% 22% 29% career, Reg S 36%	46% 20% 34% which sion MW 33%	47% 22% 32% if rejo	43% 22% 35% ected m White 30%	60% 16% 25% ay allow their Ethi Afr Amer/Black 42%	22% 23% ** school nicity Latino 45%	51% 21% 28% to resc Asian 46%	53% 17% 30% ind or r Other 33%	49% 20% 31% reduce the Educar No Deg. 35%	479 249 309 eir tion B.A. 369

	oppose Major			Fanship	Categor	v	Ger	der		Αş	76				ion			Fthi	nicity			Educa	tion
					Lategor	<u>у</u> 	Gei	luci			, c			l Ke	,1011				licity	ı	1	Luuca	T
	Total																	Afr					
	2025		Avid	Involved	Casual	Nonfan	М	F	18-34		50-64	65+	NE	S	MW	W		Amer/Black	Latino		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%		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%	319
Q84. Turning to another issu	ue in sports l	low muc	th thought ha	ve you give	n to the	issue of	wheth	er tran	sgende	r peopl	e shoul	d or sh	nould r	not be	allowe	d to p	l articipa	l te in organize	d sports	with	thers t	l hat share	their
gender identity?								_									ı						
				Fanship	Categor	У	Ger	ider		Αį	ge			Reg	ion			Ethi	nicity			Educa	tion
	Total																	Afr					
	2025		Avid	Involved		Nonfan	М	F		35-49	50-64	65+	NE	S	MW	w		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%
												250/	220/	22%	240/	250/	220/	330/	220/	26%	21%	220/	22%
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%
	23% 19%		19% 13%	23% 13%	24% 16%	23% 33%	23% 18%	22% 19%	21% 17%	21% 19%	25%	19%	18%	20%	20%	16%	19%	23%	17%	11%	18%	21%	+-
Not very much None at all Q85. Thinking about transge	19%	ool stude	13%	13%	16%	33%	18%	19%	17%	19%	20%	19%	18%	20%	20%	16%	19%	22%	17%	11%	18%	21%	13%
Not very much None at all	19%	pol stude	13%	13% n favor of	16% or oppos	33% sed to tra	18% nsgeno	19%	17%	19% ol stude	20% nts bei	19%	18%	20% partio	20% cipate	16%	19%	22% igh school spo	17%	11%	18%	21%	13%
Not very much None at all Q85. Thinking about transge	ender high sch	pol stude	13%	13%	16% or oppos	33% sed to tra	18% nsgeno	19% ler higl	17%	19%	20% nts bei	19%	18%	20% partio	20%	16%	19%	22% igh school spo	17% orts wit	11%	18%	21% hare thei	13% r
Not very much None at all Q85. Thinking about transge	19% ender high sch Total	pol stude	13% ents, are you	13% n favor of o	16% or oppos	33% sed to tra	18% nsgend	19% ler high	17%	19% ol stude	20% nts beinge	19%	18% wed to	20% partic	20%	16%	19% anized h	22% igh school spo	17% orts with	11% h other	18%	21% hare thei	13%
Not very much None at all Q85. Thinking about transgegender identity?	ender high sch Total 2025	pool stude	13% ents, are you	13% n favor of o	16% or oppos Categor Casual	33% sed to tra	18% nsgeno	19% ler high	17% h schoo	19% ol stude Ag 35-49	20% nts beinge 50-64	19% ng allo	18% wed to	20% partice Reg	20% cipate	16% in orga	19% anized h	22% igh school spo Ethi Afr Amer/Black	17% orts with nicity Latino	11% h other	18% es that s	21% hare thei Educa	13%
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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 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, call Dr. Donald Levy at (518) 783-2901. For survey crosstabs: www.Siena.edu/SCRI/SNY.