

Q1. In general, would you describe yourself as a sports fan, or not?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	70%	16%	78%	97%	99%	81%	60%	74%	77%	64%	64%	74%	69%	69%	70%	67%	81%	76%	73%	65%	75%	79%	67%	78%
No	30%	84%	22%	3%	1%	19%	40%	26%	23%	36%	36%	26%	31%	31%	30%	33%	19%	24%	27%	35%	25%	21%	33%	22%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Q2KEY. Regardless of whether people call themselves sports fans or not, many people engage in sports fan activities. Which, if any, of the following categories best describes your participation in sports fan activities? (ROTATE Q2-Q9)

Q2. Watch live sports on the television or another platform																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Every day or almost every day	20%	0%	2%	18%	72%	29%	12%	25%	25%	16%	14%	27%	18%	18%	21%	19%	30%	19%	23%	15%	23%	32%	17%	27%
About once or twice a week	38%	3%	50%	70%	26%	40%	35%	36%	38%	37%	39%	38%	39%	39%	35%	37%	40%	42%	26%	36%	40%	38%	37%	40%
About once or twice a month	15%	11%	33%	10%	2%	12%	18%	17%	14%	12%	15%	13%	15%	15%	14%	12%	17%	21%	15%	16%	12%	15%	13%	
Less than once a month	12%	33%	12%	2%	0%	9%	16%	11%	12%	14%	13%	11%	13%	13%	13%	9%	11%	14%	14%	11%	9%	14%	10%	
Never	15%	52%	3%	0%	0%	10%	20%	11%	11%	20%	19%	12%	16%	16%	17%	9%	12%	15%	20%	10%	9%	17%	10%	

Q3. Listen to live sports on the radio or through another device																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Every day or almost every day	13%	0%	1%	6%	56%	19%	8%	18%	18%	8%	7%	16%	13%	10%	15%	12%	22%	15%	8%	10%	15%	23%	11%	19%
About once or twice a week	24%	0%	12%	49%	37%	28%	19%	26%	27%	20%	20%	26%	22%	24%	24%	22%	27%	28%	29%	20%	28%	25%	22%	27%
About once or twice a month	15%	3%	24%	25%	5%	14%	15%	20%	10%	14%	13%	13%	15%	16%	14%	14%	13%	18%	14%	15%	15%	12%	15%	13%
Less than once a month	16%	16%	32%	12%	1%	13%	19%	13%	17%	17%	18%	13%	17%	17%	16%	18%	11%	13%	17%	15%	17%	17%	17%	15%
Never	32%	81%	32%	7%	0%	25%	39%	23%	28%	41%	41%	32%	33%	33%	31%	35%	27%	26%	32%	40%	25%	23%	35%	25%

Q4. Watch or listen to sports news on the television, radio, or another platform																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Every day or almost every day	25%	1%	6%	25%	79%	35%	15%	26%	30%	19%	23%	31%	23%	23%	25%	24%	34%	25%	18%	19%	28%	36%	20%	34%
About once or twice a week	31%	2%	38%	63%	19%	31%	30%	32%	29%	31%	31%	33%	32%	29%	29%	29%	34%	31%	39%	29%	33%	33%	30%	32%
About once or twice a month	14%	7%	36%	10%	1%	12%	17%	18%	13%	12%	13%	11%	15%	16%	14%	13%	11%	19%	16%	15%	14%	11%	16%	11%
Less than once a month	12%	28%	15%	2%	0%	9%	15%	11%	12%	13%	12%	11%	12%	12%	13%	13%	11%	13%	13%	12%	9%	13%	10%	
Never	18%	62%	5%	0%	0%	13%	23%	13%	16%	25%	21%	15%	18%	21%	19%	21%	10%	14%	15%	23%	14%	11%	21%	12%

Q5. Watch or listen to sports talk shows on the television, radio, or another platform																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Every day or almost every day	20%	0%	1%	15%	74%	29%	11%	25%	26%	13%	12%	23%	19%	17%	21%	17%	31%	22%	17%	15%	22%	30%	17%	27%
About once or twice a week	27%	1%	21%	63%	25%	31%	24%	28%	28%	26%	25%	31%	26%	27%	26%	25%	32%	30%	35%	25%	31%	27%	26%	29%
About once or twice a month	13%	2%	30%	16%	1%	10%	15%	16%	10%	12%	12%	10%	15%	12%	12%	11%	12%	17%	18%	13%	14%	10%	13%	11%
Less than once a month	14%	21%	28%	5%	0%	12%	17%	13%	15%	14%	16%	12%	15%	15%	15%	15%	12%	13%	12%	15%	13%	15%	15%	13%
Never	26%	76%	20%	1%	0%	19%	33%	18%	21%	34%	35%	23%	26%	30%	26%	31%	13%	18%	18%	32%	20%	18%	29%	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				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Every day or almost every day	24%	0%	4%	28%	74%	35%	13%	26%	30%	19%	20%	30%	22%	23%	24%	22%	33%	26%	18%	18%	27%	35%	20%	32%
About once or twice a week	29%	1%	32%	59%	24%	29%	28%	32%	31%	28%	22%	30%	29%	26%	28%	27%	31%	30%	37%	27%	32%	28%	28%	30%
About once or twice a month	12%	3%	29%	11%	2%	9%	14%	16%	11%	9%	9%	9%	12%	12%	13%	11%	11%	15%	12%	12%	11%	12%	12%	10%
Less than once a month	12%	21%	22%	2%	0%	10%	14%	10%	11%	13%	14%	9%	13%	14%	11%	12%	10%	10%	14%	11%	8%	13%	9%	
Never	24%	75%	14%	1%	0%	17%	31%	17%	18%	31%	34%	23%	24%	25%	27%	14%	18%	23%	29%	19%	17%	27%	18%	

Q7. Engage in fantasy sports																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Every day or almost every day	9%	0%	0%	4%	37%	13%	5%	13%	13%	4%	2%	13%	7%	7%	9%	8%	13%	8%	7%	6%	9%	18%	7%	13%
About once or twice a week	13%	0%	3%	19%	37%	16%	11%	21%	18%	8%	4%	15%	14%	12%	14%	11%	18%	21%	16%	10%	16%	19%	12%	18%
About once or twice a month	7%	0%	8%	13%	9%	7%	7%	11%	9%	4%	3%	6%	7%	7%	8%	5%	11%	11%	11%	7%	9%	6%	8%	7%
Less than once a month	9%	5%	13%	12%	5%	9%	9%	10%	11%	8%	6%	8%	10%	8%	10%	8%	9%	12%	14%	9%	10%	6%	10%	8%
Never	61%	95%	76%	52%	12%	55%	68%	44%	50%	75%	84%	58%	62%	66%	59%	67%	49%	48%	53%	68%	55%	51%	65%	54%
Q8. Bet on sporting events																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Every day or almost every day	6%	0%	0%	2%	25%	9%	3%	9%	9%	3%	1%	10%	5%	5%	6%	11%	5%	1%	3%	7%	13%	4%	9%	
About once or twice a week	12%	0%	4%	18%	29%	15%	9%	17%	17%	6%	5%	17%	11%	11%	11%	10%	17%	16%	13%	9%	13%	20%	10%	16%
About once or twice a month	10%	2%	10%	14%	16%	11%	9%	15%	13%	7%	4%	8%	11%	9%	12%	7%	13%	21%	8%	10%	12%	7%	11%	8%
Less than once a month	12%	7%	15%	16%	12%	12%	13%	14%	13%	13%	9%	12%	12%	11%	14%	12%	10%	15%	14%	13%	13%	10%	12%	13%
Never	60%	91%	70%	50%	18%	52%	67%	45%	48%	71%	82%	54%	61%	64%	58%	65%	48%	44%	64%	65%	56%	50%	62%	54%
Q9. Talk about sports with your friends and family whether in person, online or via text																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Every day or almost every day	22%	0%	3%	24%	71%	29%	15%	27%	30%	16%	12%	26%	21%	19%	22%	20%	31%	24%	16%	17%	23%	33%	19%	29%
About once or twice a week	32%	2%	38%	63%	27%	33%	31%	34%	31%	31%	31%	33%	33%	32%	30%	31%	35%	34%	28%	29%	37%	32%	31%	33%
About once or twice a month	15%	8%	36%	11%	2%	13%	16%	16%	15%	11%	16%	13%	14%	15%	16%	14%	12%	17%	20%	14%	16%	13%	15%	14%
Less than once a month	14%	34%	18%	2%	0%	11%	17%	12%	13%	16%	18%	12%	14%	15%	15%	12%	12%	17%	16%	12%	12%	15%	11%	
Never	17%	57%	6%	1%	0%	13%	21%	12%	12%	25%	23%	15%	18%	18%	17%	20%	10%	13%	18%	23%	11%	10%	20%	12%
Derived Category of Fanship																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Non-fans	27%	100%	0%	0%	0%	19%	35%	20%	23%	35%	33%	22%	28%	30%	28%	31%	15%	21%	23%	34%	21%	18%	30%	20%
Casual	26%	0%	100%	0%	0%	23%	29%	24%	23%	26%	34%	24%	27%	28%	26%	27%	23%	25%	30%	27%	25%	25%	28%	23%
Involved	26%	0%	0%	100%	0%	27%	24%	27%	24%	27%	24%	28%	27%	25%	24%	23%	31%	29%	34%	24%	30%	23%	25%	27%
Avid	21%	0%	0%	0%	100%	31%	12%	29%	30%	12%	8%	26%	19%	18%	23%	19%	31%	25%	14%	15%	24%	34%	17%	30%
Q10. Regardless of how much of a sports fan you are, would you consider yourself to be a football fan, or not?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes, a football fan	72%	28%	79%	92%	97%	80%	65%	72%	78%	70%	68%	72%	73%	72%	70%	71%	84%	72%	61%	68%	75%	80%	70%	77%
No, not a football fan	28%	72%	21%	8%	3%	20%	35%	28%	22%	30%	32%	28%	27%	28%	30%	29%	16%	28%	39%	32%	25%	20%	30%	23%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Q11. Would you say that football is your favorite sport, another sport is your favorite sport or would you say that you do not have a favorite sport?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Football	47%	15%	45%	59%	77%	52%	43%	47%	58%	42%	40%	47%	50%	45%	45%	48%	54%	45%	36%	42%	51%	55%	45%	51%
Another sport	33%	30%	42%	36%	21%	34%	31%	39%	26%	32%	34%	33%	31%	33%	36%	30%	31%	41%	41%	33%	35%	30%	32%	34%
Do not have a favorite sport	20%	54%	13%	6%	2%	14%	26%	14%	17%	26%	26%	19%	20%	21%	20%	22%	15%	14%	23%	25%	14%	15%	22%	15%

Q12. Which of the following is your favorite sport?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Baseball	24%	17%	28%	24%	27%	27%	20%	14%	22%	28%	38%	30%	21%	29%	19%	27%	11%	24%	26%	22%	26%	26%	24%	25%
Basketball	24%	15%	22%	29%	36%	22%	26%	28%	29%	22%	15%	19%	25%	27%	24%	19%	63%	18%	24%	26%	25%	16%	25%	23%
Hockey	10%	10%	8%	13%	11%	10%	10%	9%	10%	12%	10%	17%	6%	13%	9%	14%	1%	6%	2%	9%	10%	14%	10%	10%
Tennis	3%	4%	3%	5%	1%	2%	5%	5%	1%	2%	4%	4%	4%	3%	3%	4%	5%	1%	4%	3%	4%	4%	2%	6%
Soccer	17%	13%	21%	17%	17%	16%	18%	26%	19%	11%	7%	16%	19%	8%	23%	11%	10%	39%	16%	18%	16%	19%	16%	19%
Golf	3%	4%	3%	3%	3%	5%	2%	1%	2%	3%	9%	2%	5%	2%	2%	4%	1%	1%	5%	3%	4%	2%	3%	4%
Other	18%	37%	17%	9%	4%	17%	19%	16%	17%	22%	17%	13%	21%	16%	19%	20%	9%	11%	22%	20%	15%	18%	20%	14%

Q13. Now, thinking about your favorite team in the NFL (National Football League), what football team would you say you are a fan of, meaning, you not only follow them, but you are happy or even thrilled when they win and upset when they lose?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Dallas Cowboys	9%	5%	10%	11%	9%	8%	9%	8%	10%	8%	8%	4%	15%	4%	6%	8%	10%	11%	8%	10%	8%	7%	9%	7%
Chicago Bears	5%	3%	6%	4%	7%	5%	4%	6%	5%	4%	5%	1%	2%	14%	3%	5%	5%	0%	5%	4%	6%	5%	5%	5%
Green Bay Packers	4%	3%	5%	7%	2%	4%	5%	4%	4%	5%	5%	2%	3%	10%	4%	5%	3%	4%	1%	4%	6%	5%	5%	4%
Kansas City Chiefs	4%	2%	5%	4%	3%	3%	4%	3%	3%	4%	5%	1%	3%	8%	2%	4%	4%	3%	1%	4%	3%	3%	4%	3%
New York Giants	4%	2%	3%	5%	8%	5%	3%	5%	5%	4%	3%	17%	3%	0%	1%	4%	6%	6%	7%	3%	5%	8%	4%	5%
San Francisco 49ers	4%	3%	4%	5%	5%	5%	3%	3%	5%	4%	4%	2%	1%	1%	13%	2%	4%	6%	18%	4%	4%	5%	4%	4%
Buffalo Bills	3%	1%	2%	4%	4%	3%	3%	3%	3%	3%	2%	7%	2%	2%	2%	3%	3%	2%	2%	3%	2%	4%	3%	3%
Denver Broncos	3%	2%	3%	3%	3%	3%	2%	2%	3%	4%	1%	0%	1%	2%	8%	2%	1%	5%	4%	3%	2%	2%	2%	3%
New England Patriots	3%	1%	4%	5%	4%	4%	3%	4%	2%	4%	3%	11%	3%	0%	1%	4%	2%	4%	3%	3%	4%	5%	3%	4%
Philadelphia Eagles	3%	2%	4%	4%	3%	3%	3%	3%	3%	3%	3%	10%	2%	1%	1%	3%	5%	2%	3%	3%	3%	3%	3%	3%
Pittsburgh Steelers	3%	2%	4%	5%	3%	4%	3%	2%	3%	5%	4%	9%	2%	2%	3%	4%	3%	2%	2%	4%	4%	2%	4%	3%
Arizona Cardinals	2%	1%	1%	2%	3%	2%	1%	3%	2%	2%	1%	1%	1%	0%	5%	1%	2%	3%	0%	1%	2%	3%	2%	2%
Atlanta Falcons	2%	1%	2%	3%	3%	1%	3%	2%	1%	1%	1%	1%	5%	0%	0%	2%	5%	1%	1%	1%	3%	2%	2%	3%
Baltimore Ravens	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	1%	1%	3%	0%	1%	1%	2%	2%	2%	2%	2%	1%	2%	1%
Carolina Panthers	2%	1%	1%	1%	2%	2%	1%	1%	2%	1%	2%	0%	3%	1%	1%	2%	1%	1%	0%	2%	2%	1%	1%	2%
Cincinnati Bengals	2%	2%	2%	3%	2%	2%	3%	3%	2%	2%	3%	0%	2%	5%	1%	3%	2%	1%	0%	3%	2%	1%	2%	2%
Cleveland Browns	2%	1%	2%	2%	3%	2%	2%	2%	2%	2%	3%	1%	1%	7%	1%	2%	3%	2%	0%	2%	2%	1%	2%	2%
Detroit Lions	2%	1%	3%	2%	2%	2%	3%	2%	2%	2%	2%	0%	1%	7%	1%	3%	1%	1%	2%	2%	1%	2%	2%	2%
Las Vegas Raiders	2%	2%	3%	3%	2%	3%	2%	3%	2%	2%	2%	1%	2%	1%	6%	2%	2%	5%	3%	3%	3%	1%	3%	2%
Los Angeles Rams	2%	1%	2%	2%	4%	3%	2%	3%	3%	2%	2%	1%	1%	2%	7%	1%	3%	4%	6%	2%	2%	2%	2%	3%
Miami Dolphins	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	1%	4%	1%	0%	2%	1%	3%	0%	2%	2%	2%	2%	2%	1%
Minnesota Vikings	2%	2%	2%	2%	3%	2%	2%	2%	1%	2%	4%	1%	1%	6%	1%	2%	2%	1%	0%	2%	2%	3%	2%	2%
New Orleans Saints	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%	1%	0%	4%	0%	1%	2%	4%	1%	1%	2%	2%	1%	2%	2%
New York Jets	2%	1%	1%	2%	4%	2%	2%	2%	3%	1%	1%	7%	1%	0%	0%	2%	1%	1%	1%	1%	2%	4%	1%	4%
Seattle Seahawks	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	0%	0%	1%	6%	2%	2%	2%	4%	2%	2%	2%	2%	2%
Tampa Bay Buccaneers	2%	1%	3%	2%	2%	2%	2%	1%	2%	2%	2%	1%	3%	1%	1%	2%	2%	1%	0%	2%	3%	1%	2%	2%
Washington Commanders	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%	2%	0%	3%	0%	1%	2%	3%	1%	1%	2%	2%	2%	2%	2%
Houston Texans	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	0%	3%	0%	0%	1%	1%	3%	0%	1%	1%	1%	1%	1%
Indianapolis Colts	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	0%	1%	4%	0%	1%	3%	1%	0%	2%	1%	1%	2%	1%
Los Angeles Chargers	1%	1%	1%	1%	3%	2%	1%	2%	1%	1%	1%	0%	1%	0%	5%	1%	1%	2%	3%	1%	1%	3%	1%	3%
Tennessee Titans	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	3%	0%	0%	2%	0%	0%	1%	1%	1%	1%	1%	1%
Jacksonville Jaguars	0%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%	1%	0%	0%	0%	1%
I don't have a favorite team	18%	50%	12%	4%	1%	15%	21%	16%	14%	21%	23%	17%	19%	18%	18%	20%	10%	14%	25%	22%	15%	13%	19%	16%

Q14. And what NFL team do you dislike, or you might even say you hate? You not only root against them, but you are upset when they win and happy when they lose.																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Dallas Cowboys	13%	7%	14%	16%	14%	14%	11%	10%	14%	14%	13%	13%	16%	9%	11%	12%	16%	14%	7%	13%	13%	12%	13%	11%
Green Bay Packers	5%	2%	7%	6%	4%	5%	5%	6%	5%	5%	4%	1%	3%	14%	3%	6%	5%	5%	2%	5%	5%	6%	5%	5%
New England Patriots	5%	3%	6%	6%	5%	5%	5%	4%	6%	5%	5%	7%	5%	5%	4%	6%	4%	3%	4%	5%	6%	4%	5%	5%
Chicago Bears	3%	1%	3%	4%	7%	5%	2%	6%	3%	2%	2%	2%	2%	7%	3%	4%	2%	3%	1%	3%	4%	4%	3%	4%
Las Vegas Raiders	3%	2%	3%	4%	3%	3%	3%	2%	3%	5%	2%	0%	1%	2%	9%	2%	2%	7%	1%	3%	3%	2%	4%	2%
Pittsburgh Steelers	3%	2%	2%	3%	5%	3%	3%	4%	2%	4%	3%	2%	3%	6%	2%	3%	5%	1%	0%	3%	4%	2%	3%	2%
Atlanta Falcons	2%	0%	1%	2%	3%	2%	2%	3%	2%	1%	1%	1%	3%	1%	1%	2%	3%	2%	1%	1%	2%	2%	1%	2%
Baltimore Ravens	2%	1%	1%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	1%	2%	2%	2%	2%	2%	2%
Buffalo Bills	2%	1%	2%	2%	3%	2%	2%	2%	3%	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%
Kansas City Chiefs	2%	0%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	1%	3%	2%	4%	2%	1%	1%	2%	2%
Philadelphia Eagles	2%	1%	2%	3%	3%	2%	2%	2%	2%	3%	2%	5%	3%	1%	1%	2%	1%	2%	2%	2%	2%	3%	2%	2%
Tampa Bay Buccaneers	2%	1%	3%	3%	2%	2%	2%	1%	2%	2%	3%	2%	3%	1%	2%	2%	3%	1%	3%	2%	2%	2%	2%	1%
Arizona Cardinals	1%	0%	0%	1%	2%	1%	1%	1%	2%	0%	1%	2%	1%	0%	1%	1%	2%	1%	0%	1%	1%	2%	1%	2%
Carolina Panthers	1%	0%	1%	1%	2%	1%	1%	1%	2%	0%	0%	1%	1%	0%	1%	1%	2%	0%	1%	1%	1%	1%	1%	1%
Cincinnati Bengals	1%	0%	1%	2%	1%	1%	1%	2%	1%	0%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Cleveland Browns	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%	0%	1%	2%	2%	1%	1%	2%	0%	1%	2%	1%	2%	1%	1%
Denver Broncos	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%
Detroit Lions	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	3%	1%	1%	1%	1%	1%	1%	1%
Houston Texans	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	2%	0%	0%	0%	1%	2%	1%	1%	1%	1%	1%	1%
Los Angeles Chargers	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%
Los Angeles Rams	1%	0%	1%	2%	2%	2%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	2%	3%	0%	1%	1%	2%	1%	2%
Miami Dolphins	1%	0%	2%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Minnesota Vikings	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	3%	1%	1%	0%	1%	0%	1%	1%	2%	1%	1%
New York Giants	1%	0%	1%	1%	3%	1%	1%	2%	2%	0%	1%	4%	1%	1%	0%	1%	2%	1%	1%	1%	2%	1%	2%	2%
New York Jets	1%	0%	1%	1%	3%	1%	1%	2%	1%	1%	1%	4%	1%	0%	0%	1%	2%	1%	1%	1%	2%	1%	2%	2%
San Francisco 49ers	1%	1%	2%	3%	1%	2%	1%	2%	1%	2%	1%	0%	1%	1%	4%	1%	0%	3%	4%	2%	2%	1%	2%	1%
Seattle Seahawks	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	0%	0%	1%	3%	1%	0%	1%	4%	1%	2%	2%	1%	1%
Tennessee Titans	1%	0%	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%	0%	1%
Washington Commanders	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	0%	2%	0%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%
Indianapolis Colts	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%
Jacksonville Jaguars	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%
New Orleans Saints	0%	0%	0%	1%	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%
I don't have a team that I dislike	38%	68%	36%	23%	18%	32%	43%	33%	32%	41%	49%	40%	38%	33%	39%	39%	29%	34%	58%	41%	35%	34%	38%	38%

Q15. Now, thinking about your favorite professional football player, what current NFL player would you say is your favorite?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Tom Brady	6%	1%	5%	6%	12%	8%	4%	7%	6%	4%	6%	8%	7%	4%	5%	5%	7%	8%	1%	5%	7%	7%	5%	7%
Patrick Mahomes	3%	1%	3%	3%	4%	3%	2%	1%	3%	3%	4%	1%	3%	4%	2%	3%	3%	2%	1%	3%	2%	2%	3%	3%
Aaron Rodgers	2%	0%	2%	4%	1%	2%	2%	1%	2%	2%	2%	1%	1%	5%	2%	2%	1%	2%	1%	2%	3%	1%	2%	1%
Other	18%	3%	15%	27%	33%	22%	15%	17%	21%	20%	16%	19%	18%	16%	18%	17%	25%	20%	17%	15%	20%	23%	19%	20%
No Favorite Player	65%	93%	71%	55%	35%	58%	72%	66%	60%	67%	69%	63%	66%	65%	67%	67%	59%	61%	76%	71%	62%	55%	67%	60%
Dont know/Refused	6%	2%	4%	5%	15%	7%	5%	8%	8%	4%	3%	8%	5%	6%	6%	6%	5%	7%	4%	4%	6%	12%	4%	9%

Q16. What about from the past? What NFL player from the past would you say is your favorite?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K- \$100K	\$100K+	Less than Bachelors'	Bachelors'+
Joe Montana	3%	1%	3%	4%	3%	4%	2%	0%	3%	4%	4%	2%	2%	1%	6%	3%	1%	3%	8%	2%	3%	3%	2%	4%
Brett Favre	2%	0%	2%	3%	2%	2%	1%	2%	2%	2%	1%	1%	1%	4%	1%	1%	3%	1%	1%	1%	2%	1%	2%	1%
Peyton Manning	2%	1%	3%	4%	2%	3%	2%	2%	2%	3%	3%	1%	3%	3%	2%	3%	2%	1%	2%	3%	2%	3%	3%	2%
Walter Payton	2%	1%	2%	2%	2%	3%	1%	1%	2%	3%	2%	1%	1%	4%	1%	2%	3%	1%	0%	2%	2%	2%	1%	2%
Other	18%	9%	20%	27%	20%	26%	12%	3%	18%	27%	30%	16%	22%	17%	20%	19%	14%	6%	18%	23%	14%	20%	15%	
No Favorite Player	63%	85%	62%	50%	45%	50%	73%	76%	59%	56%	55%	62%	62%	64%	63%	61%	60%	67%	72%	66%	59%	56%	64%	60%
Dont know/Refused	10%	3%	8%	10%	26%	12%	9%	16%	14%	5%	5%	17%	9%	7%	10%	10%	12%	13%	11%	8%	9%	21%	8%	16%

Q17. Do you watch live NFL football games on TV or on other platforms?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	72%	27%	81%	91%	98%	79%	67%	75%	78%	68%	67%	75%	72%	73%	71%	70%	85%	74%	71%	67%	77%	80%	70%	77%
No	28%	73%	19%	9%	2%	21%	33%	25%	22%	32%	33%	25%	28%	27%	29%	30%	15%	26%	29%	33%	23%	20%	30%	23%
Q18. During the NFL season, about how many hours a week do you spend watching football games?																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
None	23%	67%	12%	4%	1%	17%	28%	19%	17%	28%	30%	20%	24%	23%	23%	25%	10%	21%	23%	27%	19%	16%	25%	18%
More than none but less than 2	19%	20%	31%	15%	10%	16%	23%	25%	20%	15%	15%	17%	20%	21%	20%	18%	19%	21%	25%	21%	18%	17%	20%	18%
At least 2 but no more than 4	25%	7%	33%	34%	25%	25%	25%	26%	26%	21%	25%	26%	24%	24%	24%	23%	29%	29%	30%	23%	26%	26%	23%	27%
At least 4 but no more than 6	18%	4%	16%	26%	29%	22%	14%	19%	19%	19%	14%	20%	18%	17%	17%	18%	23%	18%	12%	17%	19%	21%	18%	19%
6 or more	15%	1%	9%	20%	35%	21%	10%	10%	18%	17%	16%	17%	15%	15%	16%	19%	11%	10%	12%	18%	20%	14%	17%	
Q19KEY. People watch football games for many reasons. Of the following, please indicate whether or not any of the following reasons describe why you watch football. (ROTATE Q19-Q27)																								
Q19. Watching my favorite team is very important to me, that is must see TV																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	70%	23%	54%	81%	94%	74%	65%	72%	77%	66%	62%	74%	70%	67%	69%	67%	77%	76%	71%	67%	70%	75%	68%	73%
No	30%	77%	46%	19%	6%	26%	35%	28%	23%	34%	38%	26%	30%	33%	31%	33%	23%	24%	29%	33%	30%	25%	32%	27%
Q20. Whenever I can watch football, it is one of my favorite activities																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	67%	21%	50%	77%	95%	75%	59%	68%	72%	63%	64%	68%	68%	63%	70%	65%	74%	72%	68%	64%	70%	72%	65%	72%
No	33%	79%	50%	23%	5%	25%	41%	32%	28%	37%	36%	32%	32%	37%	30%	35%	26%	28%	32%	36%	30%	28%	35%	28%
Q21. I like to watch football with my friends, it's fun																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	81%	59%	74%	85%	93%	81%	81%	88%	88%	76%	66%	80%	82%	80%	81%	78%	85%	89%	84%	80%	82%	82%	81%	82%
No	19%	41%	26%	15%	7%	19%	19%	12%	12%	24%	34%	20%	18%	20%	19%	22%	15%	11%	16%	20%	18%	18%	19%	18%
Q22. I can enjoy watching football with family members even if we can't do much else together and enjoy each other																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	83%	67%	79%	86%	93%	82%	85%	90%	89%	78%	71%	83%	84%	83%	82%	82%	85%	88%	84%	82%	83%	87%	83%	83%
No	17%	33%	21%	14%	7%	18%	15%	10%	11%	22%	29%	17%	16%	17%	18%	18%	15%	12%	16%	18%	17%	13%	17%	17%
Q23. I watch to keep track of my bets																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	30%	5%	12%	28%	62%	35%	23%	45%	37%	18%	6%	36%	30%	25%	28%	25%	39%	42%	22%	24%	32%	39%	27%	34%
No	70%	95%	88%	72%	38%	65%	77%	55%	63%	82%	94%	64%	70%	75%	72%	75%	61%	58%	78%	76%	68%	61%	73%	66%
Q24. I watch to keep track of players on my fantasy football team																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	33%	3%	12%	32%	72%	38%	28%	50%	45%	16%	9%	38%	33%	29%	34%	29%	42%	43%	42%	26%	37%	47%	29%	42%
No	67%	97%	88%	68%	28%	62%	72%	50%	55%	84%	91%	62%	67%	71%	66%	71%	58%	57%	58%	74%	63%	53%	71%	58%

Q25. Watching football gives me a chance to eat and drink																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	59%	32%	49%	62%	80%	60%	59%	77%	68%	48%	30%	62%	60%	56%	60%	55%	63%	72%	69%	58%	60%	62%	59%	60%
No	41%	68%	51%	38%	20%	40%	41%	23%	32%	52%	70%	38%	40%	44%	40%	45%	37%	28%	31%	42%	40%	38%	41%	40%
Q26. Watching football is more exciting than many other things I could be doing																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	65%	23%	52%	72%	91%	70%	60%	67%	70%	61%	61%	68%	65%	63%	66%	65%	66%	68%	65%	63%	66%	71%	63%	70%
No	35%	77%	48%	28%	9%	30%	40%	33%	30%	39%	39%	32%	35%	37%	34%	35%	34%	32%	35%	37%	34%	29%	37%	30%
Q27. I enjoy pretending to be the coach while watching football																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Yes	33%	7%	16%	32%	65%	39%	27%	46%	42%	22%	13%	40%	32%	29%	34%	30%	45%	38%	34%	29%	35%	43%	30%	40%
No	67%	93%	84%	68%	35%	61%	73%	54%	58%	78%	87%	60%	68%	71%	66%	70%	55%	62%	66%	71%	65%	57%	70%	60%
Q28KEY. Indicate whether you agree or disagree with each of the following statements about football. (ROTATE Q28-37)																								
Q28. You can learn about teamwork by watching football																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Agree	82%	63%	85%	89%	95%	85%	80%	86%	86%	80%	75%	85%	82%	80%	83%	81%	89%	83%	86%	81%	82%	87%	81%	85%
Disagree	9%	15%	9%	6%	4%	8%	9%	7%	8%	9%	13%	8%	9%	9%	9%	7%	10%	8%	9%	10%	8%	9%	9%	
Don't know	9%	22%	6%	5%	1%	7%	11%	7%	6%	11%	12%	8%	9%	11%	8%	10%	3%	7%	7%	10%	8%	5%	10%	7%
Q29. NFL players serve as good role models																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Agree	52%	26%	50%	60%	78%	52%	52%	60%	61%	46%	37%	54%	52%	51%	51%	49%	65%	59%	49%	52%	51%	53%	53%	50%
Disagree	25%	35%	27%	22%	12%	27%	23%	20%	19%	29%	35%	21%	26%	26%	24%	27%	14%	23%	24%	22%	28%	27%	23%	29%
Don't know	23%	39%	23%	18%	9%	21%	25%	20%	20%	26%	28%	24%	21%	22%	25%	24%	21%	18%	26%	25%	21%	19%	24%	21%
Q30. You can learn about strategy by watching football.																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Agree	79%	58%	81%	87%	93%	81%	76%	86%	83%	75%	68%	81%	78%	78%	79%	77%	86%	81%	80%	77%	79%	83%	78%	81%
Disagree	9%	15%	8%	7%	5%	10%	9%	7%	8%	10%	12%	9%	9%	9%	9%	6%	11%	8%	8%	10%	9%	8%	10%	
Don't know	12%	27%	11%	6%	2%	9%	15%	7%	9%	15%	20%	10%	13%	14%	12%	14%	9%	9%	12%	14%	11%	8%	14%	8%
Q31. Football brings people and families together																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Agree	82%	62%	85%	89%	95%	82%	82%	89%	85%	79%	72%	84%	83%	81%	80%	80%	88%	84%	83%	81%	83%	84%	81%	83%
Disagree	7%	13%	7%	5%	3%	8%	7%	6%	7%	8%	11%	7%	7%	7%	7%	6%	9%	10%	7%	8%	6%	7%	7%	
Don't know	11%	25%	8%	6%	2%	11%	11%	6%	8%	14%	17%	9%	10%	12%	11%	13%	6%	7%	7%	12%	9%	10%	11%	10%
Q32. Football teaches leadership																								
	Fanship Category					Gender		Age				Region				Ethnicity				Income			Education	
	Total	Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'	Bachelors'+
Agree	72%	47%	73%	83%	91%	76%	69%	79%	78%	64%	64%	72%	73%	71%	72%	71%	81%	72%	75%	70%	74%	78%	71%	76%
Disagree	12%	21%	13%	8%	5%	12%	12%	9%	10%	14%	17%	10%	13%	13%	13%	9%	12%	6%	12%	13%	12%	12%	13%	
Don't know	16%	33%	14%	9%	3%	12%	19%	12%	12%	22%	18%	18%	14%	16%	15%	16%	10%	16%	19%	18%	13%	11%	18%	11%

Q33. Football is too violent																								
	Total	Fanship Category				Gender		Age				Region				Ethnicity				Income			Education	
		Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr	Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'
Agree	27%	39%	27%	19%	23%	25%	30%	23%	21%	29%	40%	29%	26%	28%	28%	27%	31%	26%	30%	28%	25%	33%		
Disagree	60%	42%	60%	71%	74%	64%	57%	67%	69%	58%	45%	60%	62%	60%	60%	62%	61%	51%	60%	59%	63%	62%	56%	
Don't know	12%	19%	13%	10%	4%	11%	13%	10%	10%	14%	15%	11%	12%	12%	13%	12%	9%	12%	18%	14%	11%	8%	13%	10%
Q34. Football is too dangerous of a sport for young people to play																								
	Total	Fanship Category				Gender		Age				Region				Ethnicity				Income			Education	
		Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr	Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'
Agree	37%	47%	37%	29%	33%	31%	42%	37%	32%	37%	44%	40%	35%	35%	40%	35%	38%	41%	48%	35%	39%	38%	35%	42%
Disagree	49%	32%	48%	58%	60%	55%	43%	52%	55%	46%	38%	47%	50%	50%	46%	50%	48%	47%	37%	49%	45%	55%	50%	45%
Don't know	14%	21%	15%	12%	7%	14%	15%	11%	13%	17%	18%	13%	15%	14%	15%	14%	14%	12%	15%	15%	16%	7%	15%	12%
Q35. Professional football players are being exploited for our enjoyment																								
	Total	Fanship Category				Gender		Age				Region				Ethnicity				Income			Education	
		Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr	Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'
Agree	30%	26%	27%	28%	41%	31%	29%	38%	32%	22%	24%	27%	29%	31%	33%	28%	35%	33%	36%	26%	30%	40%	26%	38%
Disagree	50%	39%	55%	57%	51%	52%	48%	43%	51%	55%	54%	54%	51%	48%	48%	53%	46%	46%	39%	49%	53%	48%	51%	48%
Don't know	20%	35%	19%	15%	8%	17%	23%	19%	17%	23%	22%	19%	20%	21%	19%	20%	19%	21%	25%	25%	16%	12%	22%	14%
Q36. Being a football fan is one way to express my patriotism																								
	Total	Fanship Category				Gender		Age				Region				Ethnicity				Income			Education	
		Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr	Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'
Agree	39%	14%	35%	46%	69%	41%	37%	49%	50%	31%	21%	40%	41%	39%	36%	36%	47%	47%	36%	36%	40%	48%	38%	42%
Disagree	45%	63%	49%	39%	23%	46%	44%	33%	36%	53%	64%	47%	43%	44%	47%	48%	38%	36%	46%	44%	47%	42%	44%	46%
Don't know	16%	24%	16%	15%	8%	13%	19%	18%	14%	17%	15%	14%	16%	18%	17%	16%	15%	17%	18%	20%	13%	10%	18%	12%
Q37. Football in some ways promotes warlike behavior																								
	Total	Fanship Category				Gender		Age				Region				Ethnicity				Income			Education	
		Non-fans	Casual	Involved	Avid	M	F	18-34	35-49	50-64	65+	Northeast	South	Midwest	West	White	Afr	Amer/Black	Latino	Asian	<\$50K	\$50K-\$100K	\$100K+	Less than Bachelors'
Agree	33%	34%	31%	29%	41%	36%	30%	38%	33%	27%	35%	31%	34%	31%	35%	31%	40%	36%	35%	31%	33%	40%	31%	39%
Disagree	53%	40%	56%	61%	55%	52%	54%	51%	54%	58%	47%	57%	52%	53%	50%	56%	49%	48%	43%	52%	56%	50%	54%	50%
Don't know	14%	25%	13%	10%	5%	12%	16%	12%	13%	15%	18%	13%	13%	16%	15%	13%	11%	16%	21%	17%	11%	9%	15%	11%

Nature of the Sample	
United States Residents	
Fanship Category	
Non-fans	27%
Casual	26%
Involved	26%
Avid	21%
Gender	
M	49%
F	51%
Age	
18-34	30%
35-49	25%
50-64	25%
65+	20%
Region	
Northeast	17%
South	38%
Midwest	21%
West	24%
Ethnicity	
White	63%
Afr Amer/Black	12%
Latino	16%
Asian	5%
Income	
<\$50K	52%
\$50K-\$100K	32%
\$100K+	16%
Education	
Less than Bachelors'	69%
Bachelors'+	31%

This Siena College Poll was conducted January 3 - 8, 2023, among 3201 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 +/- 1.8 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.