

American Sport Fanship Survey Conducted by the Siena College Research Institute in partnership with St. Bonaventure University's Jandoli School of Communication
 January 2 - 7, 2024
 3071 United States Residents
 MOE +/- 1.9%

Q1. In general, would you describe yourself as a sports fan, or not?																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
Yes	71%	99%	98%	80%	19%	81%	61%	78%	75%	65%	63%	76%	71%	71%	67%	68%	78%	78%	68%	64%	70%	74%	
No	28%	1%	2%	19%	78%	19%	36%	20%	24%	34%	36%	22%	28%	28%	32%	31%	21%	21%	30%	32%	29%	25%	
Don't Know/Refused	1%	0%	0%	1%	3%	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	2%	3%	2%	1%	

Q2KEY. Regardless of whether people call themselves sports fans or not, many people engage in sports related activities. For each of the following activities, please select the category which best describes your participation. (ROTATE Q2-Q9)

Q2. Watch live sports on the television or another platform																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
Every day or almost every day	20%	76%	17%	4%	0%	29%	11%	27%	23%	15%	12%	27%	19%	19%	17%	18%	29%	24%	22%	17%	18%	25%	
About once or twice a week	39%	23%	75%	53%	5%	42%	37%	36%	43%	39%	41%	41%	37%	41%	41%	41%	37%	37%	39%	38%	40%	39%	
About once or twice a month	14%	1%	7%	34%	11%	12%	17%	15%	13%	14%	14%	12%	15%	15%	14%	13%	14%	17%	9%	22%	15%	13%	
Less than once a month	14%	0%	1%	8%	42%	9%	19%	12%	12%	17%	17%	10%	17%	12%	15%	15%	11%	15%	17%	13%	15%	13%	
Never	12%	0%	0%	0%	42%	8%	16%	10%	9%	15%	15%	11%	12%	12%	14%	14%	10%	7%	12%	11%	13%	10%	

Q3. Listen to live sports on the radio or through another device																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
Every day or almost every day	11%	52%	5%	0%	0%	16%	7%	16%	14%	8%	5%	17%	11%	10%	9%	10%	18%	14%	10%	9%	9%	16%	
About once or twice a week	22%	38%	49%	8%	0%	27%	18%	26%	27%	16%	18%	26%	21%	22%	21%	20%	23%	30%	23%	25%	22%	23%	
About once or twice a month	14%	7%	22%	25%	1%	14%	14%	13%	15%	15%	13%	14%	14%	17%	12%	15%	9%	14%	13%	13%	13%	16%	
Less than once a month	19%	2%	16%	33%	21%	17%	21%	17%	18%	21%	23%	13%	20%	22%	20%	20%	17%	17%	19%	24%	21%	16%	
Never	33%	2%	7%	34%	77%	26%	40%	28%	27%	40%	41%	31%	34%	29%	38%	35%	33%	26%	35%	29%	35%	28%	

Q4. Watch or listen to sports news on the television, radio, or another platform																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
Every day or almost every day	24%	79%	27%	5%	0%	35%	13%	25%	26%	21%	21%	30%	22%	26%	20%	22%	31%	25%	22%	19%	21%	30%	
About once or twice a week	31%	20%	63%	41%	2%	34%	29%	35%	32%	28%	30%	32%	31%	32%	31%	30%	32%	35%	31%	33%	32%	30%	
About once or twice a month	13%	1%	9%	33%	7%	10%	16%	13%	13%	14%	12%	11%	14%	14%	12%	13%	12%	14%	8%	19%	13%	13%	
Less than once a month	14%	0%	1%	17%	33%	10%	18%	11%	14%	16%	17%	11%	15%	12%	16%	14%	11%	11%	21%	16%	15%	12%	
Never	18%	0%	0%	5%	58%	12%	24%	16%	15%	22%	20%	15%	18%	17%	21%	20%	13%	15%	17%	13%	19%	15%	

Q5. Watch or listen to sports talk shows on the television, radio, podcasts, or another platform																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
Every day or almost every day	18%	71%	14%	1%	0%	27%	9%	24%	21%	13%	10%	24%	17%	16%	15%	15%	27%	21%	17%	14%	16%	22%	
About once or twice a week	26%	27%	62%	17%	0%	30%	22%	30%	27%	22%	21%	31%	25%	27%	22%	23%	30%	30%	32%	22%	25%	27%	
About once or twice a month	14%	1%	18%	31%	3%	12%	16%	14%	15%	15%	12%	10%	15%	17%	13%	13%	12%	15%	14%	29%	15%	13%	
Less than once a month	15%	0%	4%	28%	23%	11%	19%	11%	14%	17%	19%	12%	15%	14%	17%	16%	14%	13%	12%	11%	15%	14%	
Never	28%	0%	2%	23%	74%	20%	35%	20%	22%	33%	38%	24%	27%	26%	32%	32%	17%	21%	25%	24%	29%	24%	
Q6. Check the scores of live sporting events or use a mobile device to keep track of sports																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
Every day or almost every day	25%	84%	28%	5%	1%	38%	12%	31%	29%	18%	17%	31%	24%	25%	21%	21%	36%	28%	30%	20%	22%	32%	
About once or twice a week	28%	16%	61%	35%	1%	30%	27%	28%	33%	27%	26%	31%	28%	29%	26%	28%	26%	30%	22%	38%	29%	28%	
About once or twice a month	12%	0%	9%	30%	6%	8%	16%	14%	11%	10%	13%	10%	12%	13%	13%	12%	11%	15%	12%	10%	13%	11%	
Less than once a month	12%	0%	1%	19%	25%	10%	15%	10%	10%	16%	14%	11%	13%	11%	14%	13%	10%	10%	14%	16%	13%	11%	
Never	22%	0%	1%	12%	67%	15%	29%	16%	17%	29%	30%	16%	23%	23%	26%	25%	18%	16%	22%	16%	24%	19%	
Q7. Engage in fantasy sports																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
Every day or almost every day	6%	32%	2%	0%	0%	10%	3%	13%	7%	3%	1%	12%	5%	7%	5%	5%	8%	9%	6%	7%	5%	10%	
About once or twice a week	11%	35%	13%	2%	0%	14%	7%	18%	14%	5%	3%	15%	10%	11%	8%	9%	13%	17%	11%	5%	10%	12%	
About once or twice a month	7%	13%	14%	6%	0%	8%	7%	12%	12%	3%	2%	6%	8%	7%	7%	6%	10%	9%	12%	9%	7%	8%	
Less than once a month	11%	8%	19%	12%	5%	11%	11%	13%	12%	13%	6%	10%	11%	11%	12%	9%	11%	14%	19%	15%	12%	10%	
Never	64%	13%	53%	80%	95%	56%	72%	45%	55%	77%	88%	56%	65%	64%	69%	70%	58%	51%	52%	64%	66%	61%	
Q8. Bet on sporting events																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
Every day or almost every day	5%	19%	2%	1%	0%	8%	1%	9%	5%	2%	1%	9%	4%	5%	2%	3%	9%	7%	3%	3%	4%	6%	
About once or twice a week	11%	31%	15%	3%	0%	15%	7%	17%	15%	5%	2%	17%	11%	10%	8%	8%	13%	18%	12%	12%	10%	13%	
About once or twice a month	9%	15%	13%	8%	2%	10%	7%	11%	12%	5%	4%	8%	9%	9%	7%	7%	11%	11%	12%	6%	9%	8%	
Less than once a month	14%	13%	20%	15%	7%	14%	13%	14%	16%	14%	10%	12%	13%	15%	14%	13%	13%	14%	18%	23%	14%	12%	
Never	62%	22%	49%	74%	91%	53%	71%	49%	51%	73%	83%	54%	64%	61%	67%	68%	53%	51%	55%	56%	63%	61%	
Q9. Talk about sports with your friends and family whether in person, online or via text																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
Every day or almost every day	22%	71%	27%	3%	0%	30%	14%	29%	27%	15%	12%	25%	22%	22%	18%	19%	30%	25%	21%	22%	20%	25%	
About once or twice a week	33%	27%	61%	43%	2%	35%	31%	33%	34%	32%	32%	38%	31%	33%	31%	32%	34%	35%	31%	32%	32%	34%	
About once or twice a month	14%	2%	8%	34%	9%	12%	16%	14%	14%	15%	15%	13%	15%	15%	14%	15%	11%	14%	9%	14%	14%	14%	
Less than once a month	15%	0%	3%	16%	37%	12%	19%	12%	14%	17%	21%	10%	17%	15%	17%	16%	10%	13%	23%	20%	16%	14%	
Never	16%	0%	1%	4%	52%	11%	20%	13%	11%	21%	20%	14%	15%	15%	19%	17%	14%	13%	15%	13%	17%	12%	

Q2 - Q9. Computed Fanship Category																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr	Latino	Asian	Other	No degree	Bachelors'+	
Avid	19%	100%	0%	0%	0%	29%	10%	29%	25%	11%	7%	27%	19%	19%	15%	17%	27%	26%	19%	11%	16%	26%	
Involved	26%	0%	100%	0%	0%	30%	22%	26%	29%	24%	24%	28%	26%	24%	24%	23%	29%	27%	29%	40%	26%	26%	
Casual	27%	0%	0%	100%	0%	23%	30%	22%	23%	30%	34%	24%	24%	31%	29%	29%	24%	24%	20%	22%	28%	24%	
Nonfan	28%	0%	0%	0%	100%	19%	38%	23%	24%	34%	35%	21%	31%	25%	32%	31%	20%	23%	31%	28%	30%	24%	
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					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr	Latino	Asian	Other	No degree	Bachelors'+	
Yes, a football fan	72%	97%	92%	81%	31%	81%	64%	75%	76%	68%	70%	74%	72%	75%	69%	72%	76%	76%	57%	75%	72%	75%	
No, not a football fan	24%	2%	7%	17%	63%	17%	31%	21%	22%	28%	28%	23%	24%	23%	29%	25%	20%	19%	43%	24%	25%	23%	
Don't Know/Refused	3%	1%	1%	3%	7%	2%	4%	4%	2%	4%	2%	3%	4%	2%	2%	3%	3%	5%	0%	1%	3%	2%	
Q11. In terms of being a fan, would you say that football is your favorite sport or is another sport your favorite sport or would you say that you do not have a favorite sport?																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr	Latino	Asian	Other	No degree	Bachelors'+	
Football	50%	77%	62%	51%	20%	57%	43%	50%	56%	49%	43%	52%	52%	51%	44%	49%	54%	56%	29%	50%	50%	49%	
Other sport	32%	20%	33%	38%	32%	30%	33%	36%	27%	30%	33%	33%	30%	31%	34%	30%	31%	30%	51%	32%	31%	34%	
Do not have a favorite sport	19%	2%	5%	11%	49%	13%	24%	14%	17%	21%	24%	15%	18%	18%	22%	20%	15%	14%	20%	18%	19%	17%	
Q12. (If Q11 = Other Sport) Which of the following is your favorite sport?																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr	Latino	Asian	Other	No degree	Bachelors'+	
Baseball	22%	19%	24%	23%	20%	22%	22%	11%	25%	28%	30%	23%	17%	27%	25%	28%	8%	24%	6%	18%	20%	26%	
Basketball	28%	48%	34%	25%	17%	29%	28%	39%	27%	21%	20%	29%	32%	25%	25%	19%	64%	19%	49%	38%	31%	23%	
Hockey	10%	13%	10%	10%	9%	10%	10%	7%	13%	14%	8%	13%	9%	10%	10%	14%	1%	6%	5%	10%	9%	13%	
Tennis	5%	3%	5%	6%	5%	5%	6%	6%	5%	4%	7%	6%	7%	3%	4%	3%	6%	10%	10%	6%	4%	8%	
Soccer	11%	7%	10%	11%	13%	7%	14%	18%	10%	7%	4%	10%	12%	10%	10%	9%	9%	22%	5%	10%	10%	13%	
Golf	3%	3%	4%	4%	2%	4%	2%	1%	1%	2%	9%	2%	3%	4%	4%	5%	0%	0%	2%	0%	3%	4%	
Other	20%	6%	13%	21%	33%	23%	18%	18%	18%	24%	23%	18%	19%	20%	24%	22%	12%	20%	24%	18%	24%	13%	
Q13. Now turning to the topic of the Super Bowl, do you plan on watching the next Super Bowl on February 11, 2024?																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr	Latino	Asian	Other	No degree	Bachelors'+	
Yes	75%	99%	93%	82%	36%	81%	69%	79%	81%	70%	67%	81%	73%	76%	73%	72%	81%	82%	71%	78%	74%	77%	
No	16%	1%	2%	9%	45%	12%	20%	14%	12%	19%	20%	13%	17%	15%	17%	19%	10%	9%	24%	10%	16%	15%	
Don't Know/Refused	9%	1%	4%	9%	19%	7%	11%	7%	7%	11%	13%	6%	10%	9%	10%	9%	9%	9%	6%	12%	9%	8%	
Q14. If you could only pick one of the following, which do you feel is the most interesting part of the Super Bowl?																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr	Latino	Asian	Other	No degree	Bachelors'+	
The game	52%	78%	66%	53%	19%	66%	38%	50%	52%	52%	54%	59%	49%	54%	49%	51%	59%	51%	48%	52%	50%	56%	
The commercials/advertisements	19%	10%	13%	22%	28%	14%	23%	18%	17%	23%	19%	16%	19%	21%	19%	21%	13%	17%	19%	16%	19%	19%	
The half-time show	21%	9%	17%	21%	34%	12%	30%	27%	24%	16%	16%	20%	23%	18%	22%	19%	22%	29%	25%	22%	23%	17%	
The pre-game coverage	1%	2%	3%	1%	1%	1%	2%	2%	2%	1%	1%	1%	2%	1%	2%	1%	1%	2%	0%	1%	1%	2%	
Other	1%	0%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	0%	3%	5%	1%	1%	
None	5%	0%	1%	1%	17%	5%	6%	3%	3%	7%	8%	3%	6%	5%	7%	7%	5%	1%	5%	5%	5%	5%	

Q15. Thinking about the importance of the Super Bowl in your own life, how important is the Super Bowl to you?																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
Very important	20%	56%	25%	11%	1%	26%	15%	27%	24%	19%	9%	24%	20%	19%	17%	29%	27%	16%	19%	20%	20%	22%	
Somewhat important	33%	36%	52%	38%	10%	35%	32%	33%	37%	33%	29%	36%	32%	35%	31%	32%	34%	36%	40%	35%	34%	32%	
Total Important	53%	92%	77%	49%	11%	61%	47%	60%	61%	52%	38%	60%	52%	55%	50%	49%	63%	63%	56%	54%	54%	54%	
Not very important	26%	7%	18%	39%	32%	23%	28%	23%	22%	25%	34%	22%	27%	24%	28%	22%	22%	24%	22%	26%	25%		
Not at all important	21%	1%	6%	12%	56%	16%	26%	17%	16%	23%	28%	17%	21%	21%	22%	23%	14%	15%	20%	24%	21%		
Total Not Important	47%	8%	24%	51%	88%	39%	54%	40%	38%	48%	62%	39%	48%	45%	50%	51%	36%	37%	44%	46%	47%	46%	

Q16. Continuing to think about how important the Super Bowl is to you, would you consider the Super Bowl a national holiday, or not?																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
Yes	36%	72%	46%	27%	12%	42%	30%	47%	41%	31%	21%	41%	34%	35%	37%	33%	42%	45%	35%	38%	36%	38%	
No	59%	26%	50%	69%	81%	54%	64%	47%	55%	65%	74%	55%	61%	61%	58%	64%	53%	48%	61%	53%	59%	59%	
Don't know	5%	2%	4%	4%	7%	4%	5%	6%	3%	4%	5%	4%	5%	5%	4%	4%	5%	7%	4%	9%	5%	3%	

Q17. Thinking about the following Super Bowl foods, which of the following is your favorite food to eat on Super Bowl Sunday?																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
Chicken wings	25%	30%	27%	24%	21%	25%	26%	30%	26%	24%	19%	32%	26%	24%	21%	20%	43%	29%	31%	23%	26%	22%	
Nachos	8%	7%	9%	8%	9%	7%	9%	9%	11%	7%	5%	5%	9%	9%	8%	8%	7%	9%	10%	9%	8%	8%	
Pizza	23%	25%	24%	22%	22%	25%	21%	21%	22%	24%	27%	30%	20%	24%	22%	24%	18%	25%	22%	22%	23%	25%	
Chili	2%	2%	3%	2%	2%	3%	2%	1%	1%	4%	3%	1%	2%	4%	2%	3%	1%	2%	0%	1%	2%	2%	
Pigs in a blanket	2%	1%	2%	2%	2%	1%	3%	4%	2%	1%	1%	3%	2%	2%	2%	2%	1%	2%	1%	1%	2%	2%	
Chips and dip	12%	8%	11%	15%	11%	9%	14%	11%	12%	11%	13%	8%	13%	11%	13%	14%	8%	9%	6%	9%	11%	13%	
Cheese and crackers	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	2%	1%	1%	2%	2%	2%	0%	1%	4%	1%	1%	2%	
Subs/sandwiches	6%	4%	7%	7%	5%	6%	6%	3%	4%	8%	8%	5%	6%	5%	6%	6%	6%	3%	4%	18%	6%	5%	
Burgers	8%	8%	9%	6%	7%	9%	6%	11%	6%	5%	6%	6%	9%	7%	8%	7%	7%	10%	14%	7%	8%	7%	
BBQ	6%	9%	5%	7%	5%	8%	5%	5%	8%	6%	6%	4%	7%	6%	8%	7%	7%	7%	6%	1%	6%	6%	
Cookies, brownies, and other desserts	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	2%	0%	1%	0%	1%	1%	2%	
Garbage bread/Stuffed bread	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	
Other	4%	1%	2%	3%	10%	4%	4%	2%	3%	6%	7%	3%	4%	4%	6%	5%	3%	2%	1%	6%	4%	5%	

Q18. Putting aside your favorite Super Bowl food, which of the remaining foods would you say is your second favorite?																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
Chicken wings	15%	18%	16%	14%	13%	16%	15%	16%	17%	14%	13%	14%	16%	14%	15%	13%	20%	20%	10%	20%	16%	13%	
Nachos	11%	9%	10%	13%	12%	9%	13%	12%	12%	7%	9%	12%	13%	10%	11%	11%	12%	11%	13%	12%	12%	9%	
Pizza	20%	23%	20%	22%	17%	22%	19%	21%	18%	22%	21%	21%	20%	20%	22%	19%	22%	21%	27%	22%	21%	20%	
Chili	3%	2%	4%	3%	3%	3%	3%	2%	2%	2%	5%	4%	2%	4%	3%	3%	3%	2%	1%	2%	3%	3%	
Pigs in a blanket	2%	2%	2%	2%	3%	2%	3%	3%	2%	2%	2%	3%	2%	1%	2%	2%	1%	3%	0%	4%	2%	2%	
Chips and dip	12%	13%	12%	11%	11%	11%	13%	12%	13%	11%	11%	11%	12%	13%	11%	12%	12%	12%	8%	10%	11%	14%	
Cheese and crackers	3%	2%	3%	4%	3%	3%	3%	2%	3%	3%	4%	4%	2%	4%	3%	4%	1%	1%	0%	2%	3%	4%	
Subs/sandwiches	8%	8%	9%	8%	8%	7%	9%	4%	7%	10%	13%	9%	9%	8%	7%	9%	9%	7%	7%	2%	8%	8%	
Burgers	10%	12%	10%	10%	10%	13%	8%	13%	11%	7%	11%	11%	12%	10%	8%	10%	10%	12%	11%	8%	10%	10%	
BBQ	6%	5%	8%	7%	6%	7%	6%	6%	8%	7%	5%	5%	7%	4%	9%	6%	6%	7%	15%	5%	7%	6%	
Cookies, brownies, and other desserts	5%	4%	4%	4%	7%	4%	6%	7%	4%	4%	4%	5%	4%	6%	5%	5%	4%	3%	7%	5%	4%	6%	
Garbage bread/Stuffed bread	0%	1%	1%	0%	1%	1%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	1%	0%	0%	1%	
Other	3%	0%	2%	2%	7%	3%	2%	1%	3%	5%	4%	2%	2%	3%	4%	3%	2%	1%	2%	5%	3%	3%	

Q17 + Q18 Combined: Favorite Super Bowl food																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
Pizza	40%	48%	43%	38%	34%	41%	41%	46%	43%	38%	32%	46%	42%	38%	36%	33%	63%	49%	41%	43%	42%	35%	
Chicken wings	19%	16%	19%	21%	21%	16%	22%	21%	23%	19%	12%	14%	21%	22%	19%	19%	18%	21%	21%	22%	20%	17%	
Chips and dip	43%	48%	44%	44%	39%	47%	40%	42%	40%	46%	48%	51%	40%	44%	44%	43%	40%	46%	49%	44%	44%	45%	
Nachos	5%	4%	7%	5%	5%	6%	5%	3%	3%	6%	8%	5%	4%	8%	5%	6%	4%	4%	1%	3%	5%	5%	
Burgers	4%	3%	4%	4%	5%	3%	6%	7%	4%	3%	3%	6%	4%	3%	4%	4%	2%	5%	1%	5%	4%	4%	
Subs/sandwiches	24%	21%	23%	26%	22%	20%	27%	23%	25%	22%	24%	19%	25%	24%	24%	26%	20%	21%	14%	19%	22%	27%	
BBQ	5%	4%	4%	6%	5%	4%	5%	3%	5%	5%	6%	5%	3%	6%	5%	6%	1%	2%	4%	3%	4%	6%	
Other	14%	12%	16%	15%	13%	13%	15%	7%	11%	18%	21%	14%	15%	13%	13%	15%	15%	10%	11%	20%	14%	13%	
Cookies, brownies, and other desserts	18%	20%	19%	16%	17%	22%	14%	24%	17%	12%	17%	17%	21%	17%	16%	17%	17%	22%	25%	15%	18%	17%	
Chili	12%	14%	13%	14%	11%	15%	11%	11%	16%	13%	11%	9%	14%	10%	17%	13%	13%	14%	21%	6%	13%	12%	
Cheese and crackers	6%	5%	5%	6%	9%	5%	8%	8%	5%	5%	6%	6%	5%	7%	7%	7%	4%	4%	7%	6%	5%	8%	
Pigs in a blanket	0%	1%	1%	0%	2%	1%	0%	2%	0%	0%	0%	2%	1%	0%	1%	0%	0%	2%	0%	0%	1%	1%	
Garbage bread/Stuffed bread	7%	1%	4%	5%	17%	7%	6%	3%	6%	11%	11%	5%	6%	7%	10%	8%	5%	3%	3%	11%	7%	8%	

Q19KEY. In the following questions, we're going to ask you about the greatest Super Bowl games, plays, commercials, and halftime shows. For each question, please indicate which of the response choices you view to be the greatest.

Q19. In your view, which of the following is the greatest Super Bowl from the early period (1967-1999)?

	Fanship Category					Gender		Age				Region				Ethnicity					Education	
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
III (1969) Jets 16-7 Colts – remembered for the victory of the underdog AFL Jets over the favored NFL Colts	12%	15%	16%	9%	7%	16%	8%	9%	10%	9%	20%	16%	10%	14%	8%	14%	7%	10%	4%	4%	10%	15%
X (1976) Steelers 21-17 Cowboys – remembered as the first Super Bowl in the Steelers-Cowboys rivalry	15%	20%	14%	16%	10%	14%	15%	18%	13%	14%	11%	18%	17%	9%	14%	15%	15%	16%	15%	6%	15%	13%
XIII (1979) Steelers 35-31 Cowboys – remembered as the first "rematch" in Super Bowl history	11%	12%	14%	12%	7%	12%	11%	11%	10%	14%	10%	10%	14%	10%	8%	11%	13%	12%	7%	12%	11%	11%
XXIII (1989) 49ers 20-16 Bengals – remembered for Joe Montana and John Taylor's fourth-quarter game-winning drive	19%	24%	21%	24%	10%	20%	18%	15%	23%	22%	17%	12%	17%	21%	27%	19%	16%	21%	18%	23%	19%	20%
XXV (1991) Giants 20-19 Bills – remembered for the Giants becoming the first team to win Super Bowl by one point after Scott Norwood's missed field goal	17%	24%	24%	16%	8%	19%	16%	21%	22%	14%	9%	26%	15%	17%	15%	15%	23%	18%	20%	23%	17%	17%
Don't Know/Refused	27%	5%	11%	23%	58%	20%	33%	25%	22%	28%	33%	19%	27%	29%	29%	27%	26%	22%	36%	30%	28%	23%

Q20. How about from the modern period? Which of the following is the greatest modern Super Bowl (2000-2023)?

	Fanship Category					Gender		Age				Region				Ethnicity					Education	
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
XXXIV (2000) Rams 23-16 Titans – remembered for the "Dot-com" ads and Mike Jones's "One Yard Short"	8%	12%	11%	6%	5%	9%	7%	9%	10%	7%	6%	7%	8%	10%	9%	9%	8%	8%	8%	4%	8%	9%
XLII (2008) Giants 17-14 Patriots – remembered for the Giants' underdog victory and David Tyree's "Helmet Catch"	19%	28%	24%	17%	10%	25%	13%	19%	21%	16%	19%	30%	19%	18%	13%	19%	19%	22%	15%	17%	18%	22%
XLIII (2009) Steelers 27-23 Cardinals – remembered for Santonio Holmes's game-winning touchdown catch	11%	14%	15%	12%	6%	11%	12%	11%	13%	12%	9%	13%	11%	12%	10%	12%	12%	12%	2%	16%	12%	9%
XLIX (2015) Patriots 28-24 Seahawks – remembered for Malcolm Butler's Goal Line interception	13%	17%	15%	15%	6%	14%	11%	14%	13%	13%	11%	11%	11%	12%	18%	12%	13%	14%	17%	16%	12%	13%
LI (2017) Patriots 34-28 Falcons – remembered for the Patriots performing the largest comeback in Super Bowl history	26%	28%	29%	31%	18%	24%	28%	30%	26%	25%	21%	22%	29%	27%	24%	25%	26%	30%	25%	25%	27%	25%
Don't Know/Refused	23%	2%	6%	19%	56%	17%	29%	18%	16%	28%	34%	17%	23%	22%	27%	24%	23%	16%	33%	22%	24%	21%

Q21. Turning to memorable plays, in your view, which of the following is the greatest Super Bowl play from the early period (1967-1999)?																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
X (1976) Lynn Swann's catch after deflection by Mark Washington	14%	21%	16%	15%	7%	19%	10%	11%	10%	19%	18%	20%	13%	14%	11%	16%	11%	12%	11%	10%	13%	17%	
XVII (1983) John Riggins's 43-yard touchdown run	9%	12%	12%	9%	4%	11%	7%	9%	8%	8%	10%	8%	10%	8%	9%	8%	11%	3%	4%	9%	8%		
XVIII (1984) Marcus Allen's 74-yard touchdown run	24%	23%	29%	28%	14%	22%	25%	23%	24%	27%	20%	19%	23%	27%	25%	23%	24%	24%	23%	27%	24%	23%	
XXIII (1989) John Taylor's game-winning reception	12%	17%	15%	12%	5%	12%	11%	14%	15%	8%	9%	14%	10%	11%	13%	10%	12%	14%	15%	15%	11%	12%	
XXXVIII (1993) Don Beebe's strip of Leon Lett at the goal line in a blowout	13%	23%	16%	10%	6%	15%	11%	16%	19%	8%	6%	15%	13%	14%	10%	12%	16%	16%	14%	14%	13%	12%	
Don't Know/Refused	29%	4%	12%	26%	64%	21%	37%	27%	24%	30%	38%	24%	31%	26%	33%	30%	30%	23%	35%	31%	30%	28%	
Q22. How about from the modern period? Which of the following is the greatest modern Super Bowl play (2000-2023)?																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
XXXIV (2000) Mike Jones's tackle one yard shy of the goal line	11%	15%	13%	11%	7%	12%	11%	13%	14%	10%	7%	8%	13%	12%	10%	11%	14%	10%	11%	10%	11%	12%	
XLII (2008) David Tyree's "Helmet Catch"	17%	28%	22%	15%	7%	23%	11%	18%	21%	15%	14%	25%	17%	16%	13%	17%	19%	19%	19%	13%	16%	20%	
XLIII (2009) Santonio Holmes's game-winning touchdown catch	10%	14%	14%	11%	5%	11%	10%	12%	12%	9%	7%	11%	10%	11%	10%	9%	10%	14%	11%	17%	11%	10%	
XLIX (2015) Malcolm Butler's Goal Line interception	13%	18%	16%	13%	6%	15%	11%	14%	14%	11%	12%	16%	12%	11%	13%	13%	12%	16%	7%	7%	12%	14%	
LII (2018) The "Philly Special" - the Eagle's reverse pass trick play	23%	22%	29%	28%	13%	23%	23%	23%	22%	26%	21%	22%	23%	25%	22%	23%	22%	22%	19%	30%	24%	20%	
Don't Know/Refused	25%	3%	5%	22%	62%	17%	33%	19%	18%	28%	39%	18%	25%	26%	30%	27%	22%	20%	32%	23%	26%	23%	
Q23. Turning to commercials, in your view, which of the following is the greatest Super Bowl commercial from the early period (1967-1999)?																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
"Hey Kid, Catch! With Mean Joe Greene" - Coca-Cola, 1979	23%	28%	26%	24%	15%	26%	20%	16%	14%	32%	33%	25%	23%	23%	20%	26%	26%	16%	12%	14%	21%	27%	
"1984" - Apple, 1984	6%	7%	6%	5%	6%	8%	3%	9%	6%	3%	4%	6%	6%	5%	6%	5%	4%	11%	8%	4%	5%	7%	
"Where's the Beef?" - Wendy's, 1984	21%	18%	21%	25%	20%	16%	26%	18%	19%	25%	24%	22%	21%	19%	23%	22%	16%	20%	17%	27%	21%	21%	
"The Showdown" (Jordan vs Bird) - McDonald's, 1993	15%	27%	18%	13%	8%	20%	11%	21%	20%	10%	8%	18%	15%	17%	14%	11%	25%	20%	22%	16%	16%	15%	
"Budweiser Frogs" - Budweiser, 1995	23%	19%	24%	25%	23%	19%	26%	18%	35%	19%	18%	19%	22%	25%	24%	25%	11%	22%	23%	23%	24%	19%	
Don't Know/Refused	12%	3%	5%	8%	28%	11%	13%	17%	7%	11%	14%	10%	13%	11%	13%	11%	17%	11%	18%	15%	13%	10%	
Q24. How about from the modern period? Which of the following is the greatest modern Super Bowl commercial (2000-2023)?																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
"Whassup?" - Budweiser, 2000	28%	34%	35%	26%	20%	33%	23%	29%	37%	29%	14%	30%	31%	25%	24%	26%	33%	32%	27%	28%	29%	25%	
"Keep Your Hands Off" - Doritos, 2010	9%	14%	10%	10%	6%	9%	10%	13%	9%	8%	7%	11%	10%	8%	8%	7%	15%	11%	15%	11%	9%	10%	
"Betty White for Snickers" - Snickers, 2010	36%	30%	37%	42%	35%	32%	41%	26%	35%	38%	51%	34%	34%	41%	38%	43%	21%	31%	20%	29%	37%	36%	
"The Man Your Man Could Smell Like" - Old Spice, 2010	7%	11%	7%	6%	6%	7%	7%	13%	7%	5%	3%	8%	7%	6%	8%	5%	11%	10%	10%	9%	6%	9%	
"Alexa Loses Her Voice" - Amazon, 2021	6%	9%	6%	6%	4%	6%	5%	9%	6%	4%	3%	6%	6%	5%	6%	5%	8%	8%	5%	4%	6%	5%	
Don't Know/Refused	13%	2%	6%	10%	30%	12%	14%	10%	6%	17%	22%	11%	12%	14%	15%	14%	12%	7%	22%	18%	13%	13%	

Q25. Turning to halftime shows, in your view, which of the following is the greatest Super Bowl halftime show from the early period (1967-1999)?																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
XXVII (1993) Michael Jackson	45%	53%	48%	45%	36%	42%	47%	51%	48%	44%	33%	47%	46%	41%	44%	38%	56%	57%	48%	51%	46%	43%	
XXIX (1995) Patti Labelle, Tony Bennett, Arturo Sandoval, Teddy Pendergrass, and Miami Sound Machine	5%	6%	6%	5%	3%	6%	4%	4%	5%	3%	7%	5%	5%	6%	3%	5%	5%	4%	2%	2%	4%	7%	
XXX (1996) Diana Ross	8%	8%	8%	9%	8%	6%	10%	9%	7%	7%	10%	11%	8%	7%	7%	9%	6%	8%	7%	9%	8%	9%	
XXXI (1997) "Blues Brothers Bash" (Dan Aykroyd, John Goodman, James Belushi); ZZ Top and James Brown	14%	13%	15%	17%	11%	19%	10%	6%	13%	19%	21%	11%	15%	17%	13%	19%	4%	7%	8%	9%	15%	14%	
XXXII (1998) Boys II Men, Smokey Robinson, Martha Reeves, the Temptations, and Queen Latifah	12%	17%	13%	12%	8%	10%	14%	15%	16%	8%	9%	12%	12%	12%	13%	11%	16%	14%	17%	9%	12%	12%	
Don't Know/Refused	16%	4%	9%	12%	34%	17%	15%	15%	12%	18%	20%	14%	14%	17%	19%	18%	13%	11%	19%	21%	16%	16%	

Q26. How about from the modern period? Which of the following is the greatest modern Super Bowl halftime show (2000-2023)?																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
XXXVI (2002) U2	8%	10%	8%	8%	5%	9%	6%	5%	8%	13%	5%	9%	7%	7%	7%	9%	2%	7%	8%	6%	7%	9%	
XLIII (2009) Bruce Springsteen and the E Street Band	17%	17%	19%	20%	11%	18%	15%	8%	11%	20%	32%	19%	15%	19%	15%	21%	5%	13%	8%	5%	15%	20%	
XLVII (2013) Beyoncé	18%	21%	19%	17%	16%	17%	19%	22%	17%	15%	18%	17%	19%	19%	17%	15%	29%	19%	25%	17%	17%	20%	
LVI (2022) Dr. Dre, Snoop Dogg, Eminem, Mary J. Blige, and Kendrick Lamar	26%	32%	30%	26%	19%	26%	26%	35%	38%	19%	7%	25%	26%	24%	28%	23%	29%	32%	24%	36%	29%	19%	
Rihanna (2023)	15%	18%	15%	14%	13%	11%	18%	22%	16%	9%	8%	16%	17%	11%	13%	11%	23%	19%	15%	23%	15%	14%	
Don't Know/Refused	17%	3%	9%	14%	37%	18%	16%	8%	10%	25%	30%	14%	16%	20%	19%	20%	11%	10%	21%	13%	17%	17%	

Q60. Now, turning to some current issues in sports...Do you think that Black candidates receive as much consideration for coaching jobs in the NFL as white candidates do, or not?																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
Black candidates receive as much consideration as white candidates	43%	53%	48%	45%	30%	47%	39%	39%	44%	45%	45%	44%	45%	42%	40%	48%	28%	39%	35%	38%	45%	39%	
Black candidates do not receive as much consideration as white candidates	31%	39%	33%	30%	24%	32%	30%	37%	32%	26%	27%	33%	29%	30%	32%	24%	53%	37%	36%	33%	29%	36%	
Don't Know/Refused	26%	8%	19%	25%	45%	21%	31%	24%	24%	29%	29%	23%	26%	28%	27%	28%	19%	24%	28%	28%	26%	26%	

Q61. Do you think professional football does more to overcome racial discrimination in America or more to perpetuate racial discrimination in America?																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
Professional football does more to overcome racial discrimination	54%	66%	60%	57%	36%	57%	50%	52%	53%	54%	56%	54%	54%	54%	52%	59%	46%	50%	38%	39%	54%	52%	
Professional football does more to perpetuate racial discrimination	18%	21%	20%	16%	17%	20%	17%	22%	19%	16%	14%	22%	19%	15%	17%	14%	28%	23%	27%	23%	17%	21%	
Don't Know/Refused	28%	12%	20%	27%	47%	23%	33%	26%	27%	30%	30%	25%	27%	31%	30%	27%	26%	27%	36%	38%	29%	27%	

Q62. 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?																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
Good for sports	54%	71%	64%	53%	36%	56%	52%	61%	57%	46%	51%	57%	55%	55%	51%	51%	62%	59%	54%	58%	52%	59%	
Bad for sports	14%	16%	16%	14%	12%	19%	10%	10%	15%	18%	16%	14%	14%	15%	14%	16%	10%	13%	14%	10%	14%	15%	
Don't Know/Refused	31%	13%	21%	32%	52%	25%	38%	29%	28%	36%	33%	30%	31%	29%	35%	33%	28%	28%	32%	32%	34%	26%	

Q63. Overall, do you think professional football promotes values that make America a better country or a worse country?																						
	Fanship Category					Gender		Age				Region				Ethnicity					Education	
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Values that make America a better country	59%	83%	68%	60%	34%	63%	55%	63%	63%	58%	50%	64%	60%	56%	56%	57%	64%	64%	60%	52%	59%	58%
Values that make America a worse country	16%	10%	16%	17%	20%	16%	17%	15%	15%	17%	18%	15%	17%	17%	16%	18%	12%	13%	13%	20%	15%	18%
Don't Know/Refused	25%	7%	16%	23%	46%	22%	28%	22%	22%	25%	32%	21%	23%	27%	28%	25%	24%	23%	27%	29%	25%	24%
Q64. Do you support or oppose players or teams displaying slogans including "End racism" on the back of their helmet or on the field?																						
	Fanship Category					Gender		Age				Region				Ethnicity					Education	
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Support	62%	77%	67%	57%	32%	61%	63%	76%	73%	50%	43%	67%	61%	62%	62%	53%	85%	75%	68%	70%	62%	63%
Oppose	23%	16%	23%	28%	26%	26%	21%	10%	16%	33%	41%	21%	24%	24%	24%	31%	7%	16%	10%	15%	23%	24%
Don't Know/Refused	14%	7%	10%	15%	22%	12%	16%	13%	11%	17%	17%	13%	15%	14%	14%	16%	9%	10%	22%	16%	15%	12%
Q65. Do you support or oppose requiring the NFL to have independent doctors - not paid by individual teams - make the decision as to whether or not an injured player can continue to play?																						
	Fanship Category					Gender		Age				Region				Ethnicity					Education	
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Support	75%	85%	78%	77%	64%	80%	71%	73%	76%	74%	79%	79%	75%	76%	74%	76%	77%	70%	78%	78%	73%	81%
Oppose	8%	9%	9%	8%	6%	8%	8%	11%	9%	8%	3%	6%	9%	7%	9%	7%	8%	14%	3%	11%	8%	7%
Don't Know/Refused	17%	6%	12%	14%	30%	12%	21%	17%	14%	18%	18%	15%	17%	17%	17%	15%	15%	16%	22%	11%	19%	12%
Q66. Are you in favor of or opposed to rule changes that are aimed at lessening the possibility that players in the NFL suffer from neurological injuries?																						
	Fanship Category					Gender		Age				Region				Ethnicity					Education	
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Strongly in favor of	58%	58%	58%	63%	52%	56%	59%	52%	58%	58%	65%	56%	58%	57%	59%	59%	60%	53%	53%	64%	55%	65%
Somewhat in favor of	24%	30%	27%	24%	16%	27%	21%	29%	24%	23%	18%	28%	22%	23%	25%	23%	21%	27%	30%	20%	24%	23%
Total In Favor	82%	88%	85%	87%	68%	83%	80%	81%	82%	81%	83%	84%	80%	80%	84%	82%	81%	80%	83%	84%	79%	88%
Somewhat opposed to	5%	6%	6%	5%	3%	6%	4%	6%	5%	4%	3%	4%	5%	6%	4%	5%	5%	5%	6%	1%	5%	4%
Strongly opposed to	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	1%	2%	3%	2%	2%	3%	2%	1%	1%	2%	2%
Total Opposed	7%	8%	8%	7%	5%	8%	6%	8%	6%	7%	5%	5%	7%	9%	6%	7%	8%	7%	7%	2%	7%	6%
Don't Know/Refused	11%	4%	6%	6%	26%	9%	14%	11%	11%	11%	11%	12%	13%	10%	10%	11%	11%	13%	10%	14%	13%	7%
Q67. Do you support or oppose rule changes that make officiating for the NFL (i.e., serving as a referee) a full-time position?																						
	Fanship Category					Gender		Age				Region				Ethnicity					Education	
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Support	63%	83%	73%	63%	42%	69%	58%	68%	72%	60%	51%	67%	63%	64%	61%	61%	68%	68%	61%	66%	62%	66%
Oppose	9%	7%	11%	9%	7%	9%	8%	9%	8%	9%	10%	9%	10%	8%	8%	9%	10%	8%	6%	6%	9%	8%
Don't Know/Refused	28%	10%	16%	28%	50%	22%	33%	23%	21%	31%	39%	24%	28%	28%	31%	30%	22%	23%	32%	28%	29%	26%
Q68. Do you support or oppose offering the Monday after the Super Bowl each year as a paid day off of work?																						
	Fanship Category					Gender		Age				Region				Ethnicity					Education	
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+
Support	50%	77%	56%	44%	30%	51%	48%	67%	60%	40%	23%	56%	50%	49%	45%	42%	68%	64%	50%	50%	50%	48%
Oppose	37%	18%	33%	43%	46%	36%	37%	21%	29%	42%	62%	32%	35%	39%	40%	43%	21%	25%	35%	31%	34%	41%
Don't Know/Refused	14%	5%	11%	12%	24%	13%	14%	12%	11%	18%	15%	12%	15%	12%	15%	14%	11%	11%	15%	19%	15%	10%

Q69. Do you support or oppose allowing the recreational usage of cannabis in the stands during football games?																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
Support	32%	47%	31%	28%	26%	36%	27%	44%	43%	22%	10%	33%	32%	30%	31%	28%	38%	43%	21%	42%	34%	26%	
Oppose	55%	46%	60%	60%	52%	52%	58%	40%	47%	63%	77%	52%	55%	57%	55%	60%	48%	44%	59%	46%	51%	64%	
Don't Know/Refused	13%	8%	9%	12%	22%	12%	15%	15%	10%	15%	13%	15%	13%	13%	12%	15%	13%	21%	13%	15%	10%		

Q70KEY. For the next few questions, we're going to ask you about some issues regarding players in the NFL. For each question, please indicate whether you believe the NFL is doing an excellent job addressing the issue, is doing just enough to address the issue, or is

Q70. Protecting NFL athletes from concussions and related brain injuries:																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
The NFL is doing an excellent job to protect athletes	24%	41%	30%	21%	11%	30%	18%	23%	26%	26%	22%	24%	25%	24%	24%	23%	29%	26%	22%	26%	25%	23%	
The NFL is doing just enough to protect athletes	34%	36%	38%	39%	23%	36%	31%	36%	35%	32%	31%	36%	32%	37%	32%	34%	34%	33%	33%	31%	34%	33%	
The NFL is not doing enough to protect athletes	30%	20%	26%	32%	39%	25%	35%	30%	28%	29%	34%	32%	30%	28%	32%	31%	26%	31%	28%	34%	28%	34%	
Don't Know/Refused	12%	3%	6%	8%	26%	8%	15%	11%	11%	13%	13%	9%	13%	12%	12%	12%	12%	9%	17%	10%	12%	10%	

Q71. Penalizing NFL athletes for whom there is evidence of them committing domestic violence.																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
The NFL is doing an excellent job penalizing these athletes	23%	44%	25%	18%	10%	28%	17%	25%	26%	21%	16%	26%	23%	22%	20%	20%	34%	25%	17%	25%	23%	21%	
The NFL is doing just enough to penalize these athletes	24%	26%	30%	29%	14%	26%	23%	28%	25%	22%	21%	25%	24%	24%	22%	22%	30%	29%	29%	25%	25%	23%	
The NFL is not penalizing these athletes enough	37%	25%	35%	41%	43%	33%	41%	33%	35%	39%	44%	36%	38%	36%	38%	42%	22%	34%	28%	38%	36%	41%	
Don't Know/Refused	16%	5%	10%	12%	32%	13%	19%	14%	14%	18%	18%	13%	15%	18%	18%	16%	13%	12%	26%	13%	16%	15%	

Q72. Penalizing NFL athletes for whom there is evidence of them committing sexual assault.																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
The NFL is doing an excellent job penalizing these athletes	22%	43%	24%	17%	10%	28%	16%	25%	26%	18%	16%	25%	23%	21%	19%	19%	33%	23%	24%	20%	22%	21%	
The NFL is doing just enough to penalize these athletes	21%	24%	25%	24%	13%	23%	20%	22%	21%	21%	21%	21%	21%	22%	20%	21%	27%	22%	21%	16%	21%	22%	
The NFL is not penalizing these athletes enough	40%	29%	39%	45%	45%	36%	45%	37%	39%	42%	45%	37%	41%	39%	42%	43%	29%	39%	31%	44%	39%	43%	
Don't Know/Refused	17%	3%	12%	14%	32%	14%	19%	16%	13%	19%	18%	17%	15%	17%	19%	17%	11%	15%	24%	19%	18%	14%	

Q73KEY. Now, for each of the following events, please indicate whether you believe the event is good for sports or bad for sports. (ROTATE Q73-Q79)

Q73. Professional Golfer Jon Rahm signing with the Saudi-backed circuit LIV Golf, leaving the PGA.																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
Good for sports	20%	42%	23%	15%	8%	27%	14%	28%	26%	12%	11%	25%	20%	19%	18%	17%	26%	25%	26%	20%	19%	22%	
Bad for sports	34%	34%	40%	37%	27%	36%	32%	25%	31%	39%	46%	36%	32%	35%	36%	39%	22%	30%	26%	27%	32%	39%	
Don't Know/Refused	45%	24%	37%	49%	65%	37%	54%	48%	43%	48%	42%	40%	48%	46%	45%	44%	52%	45%	48%	53%	49%	38%	

Q74. Major League Baseball planning to introduce the "Automated Ball-Strike System," commonly referred to as "robo-umpires," during games in 2024.																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr Amer/Black	Latino	Asian	Other	No degree	Bachelors'+	
Good for sports	28%	50%	32%	23%	12%	35%	20%	38%	30%	22%	17%	36%	27%	25%	25%	24%	30%	33%	43%	27%	25%	34%	
Bad for sports	43%	37%	48%	48%	40%	43%	44%	36%	45%	44%	51%	40%	44%	47%	43%	47%	37%	41%	26%	46%	46%	38%	
Don't Know/Refused	29%	13%	20%	29%	48%	22%	36%	27%	25%	34%	31%	25%	29%	28%	32%	29%	33%	27%	31%	27%	30%	27%	

American Sport Fanship Survey Conducted by the Siena College Research Institute in partnership with St. Bonaventure University's Jandoli School of Communication
 January 2 - 7, 2024
 3071 United States Residents
 MOE +/- 1.9%

Q75. MLB Athlete Shohei Ohtani signing a record \$700 million, 10-year contract with the Los Angeles Dodgers.																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr	Latino	Asian	Other	No degree	Bachelors'+	
Good for sports	35%	61%	40%	28%	19%	39%	31%	51%	40%	24%	17%	36%	36%	30%	36%	27%	51%	50%	43%	38%	35%	36%	
Bad for sports	37%	30%	40%	43%	35%	41%	34%	20%	35%	44%	57%	36%	35%	43%	37%	46%	18%	25%	24%	33%	36%	41%	
Don't Know/Refused	28%	9%	20%	29%	46%	20%	35%	28%	25%	31%	26%	28%	28%	27%	27%	27%	31%	25%	34%	30%	29%	24%	
Q76. U.S. Soccer federation agreeing to equalize pay for the national men's and women's teams.																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr	Latino	Asian	Other	No degree	Bachelors'+	
Good for sports	75%	79%	76%	78%	70%	69%	82%	78%	77%	71%	76%	76%	75%	76%	75%	74%	80%	76%	75%	78%	76%	75%	
Bad for sports	12%	14%	13%	12%	9%	17%	6%	11%	12%	13%	11%	12%	10%	12%	13%	12%	8%	13%	14%	10%	11%	14%	
Don't Know/Refused	13%	6%	11%	10%	21%	14%	12%	10%	12%	17%	14%	12%	14%	12%	14%	14%	13%	11%	11%	13%	14%	11%	
Q77. The NCAA passing rule changes which allow college athletes to sell the rights to their names, images, and likenesses (NIL)																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr	Latino	Asian	Other	No degree	Bachelors'+	
Good for sports	45%	67%	49%	41%	28%	49%	40%	55%	51%	38%	29%	52%	43%	43%	42%	39%	61%	52%	47%	44%	44%	47%	
Bad for sports	32%	24%	37%	34%	30%	34%	29%	24%	29%	36%	42%	26%	34%	31%	32%	36%	19%	28%	24%	37%	31%	34%	
Don't Know/Refused	24%	8%	14%	25%	42%	16%	31%	22%	20%	27%	29%	22%	22%	25%	26%	25%	20%	21%	29%	18%	26%	20%	
Q78. NCAA President Charlie Baker proposing a new tier of Division I sports in which schools must pay at least half of their athletes \$30,000 each year, above and beyond athletic scholarships.																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr	Latino	Asian	Other	No degree	Bachelors'+	
Good for sports	43%	65%	46%	39%	28%	45%	40%	58%	51%	35%	20%	49%	43%	39%	41%	34%	65%	55%	42%	47%	43%	43%	
Bad for sports	31%	24%	33%	35%	31%	35%	27%	19%	26%	37%	48%	28%	31%	34%	31%	38%	15%	19%	25%	31%	29%	35%	
Don't Know/Refused	26%	10%	21%	27%	42%	20%	33%	24%	24%	28%	31%	23%	27%	26%	28%	27%	20%	25%	33%	22%	28%	23%	
Q79. The NFL announcing Caesars, DraftKings and FanDuel as its official sports-betting partners.																							
	Fanship Category					Gender		Age				Region				Ethnicity					Education		
	Total	Avid	Involved	Casual	Nonfan	M	F	18-34	35-49	50-64	65+	NE	S	MW	W	White	Afr	Latino	Asian	Other	No degree	Bachelors'+	
Good for sports	40%	70%	49%	33%	18%	43%	38%	54%	52%	31%	16%	43%	41%	40%	36%	34%	55%	52%	40%	35%	41%	38%	
Bad for sports	29%	21%	30%	33%	29%	34%	24%	19%	22%	35%	43%	29%	27%	29%	31%	33%	17%	22%	23%	37%	27%	33%	
Don't Know/Refused	31%	9%	21%	34%	52%	23%	38%	27%	26%	34%	41%	28%	32%	30%	33%	33%	28%	26%	37%	28%	32%	29%	

American Sport Fanship Survey Conducted by the Siena College Research Institute in partnership with St. Bonaventure University's Jandoli School of Communication
 January 2 - 7, 2024
 3071 United States Residents
 MOE +/- 1.9%

Nature of the Sample	
United States Residents	
Fanship Category	
Nonfan	28%
Casual	27%
Involved	26%
Avid	19%
Gender	
Male	49%
Female	51%
Age	
18-34	29%
35-49	26%
50-64	23%
65+	21%
Region	
NE	17%
S	38%
MW	21%
W	24%
Ethnicity	
White	61%
Afr Amer/Black	12%
Latino	17%
Asian	6%
Other	5%
Education	
No degree	69%
Bachelors'+	31%

The American Sport Fanship Survey was conducted by the Siena College Research Institute in partnership with St. Bonaventure University's Jandoli School of Communication on January 2 - 7, 2024, among 3071 United States Residents drawn from a proprietary online panel (Lucid). Data from collection modes was statistically adjusted by age, region, race/ethnicity, education, and gender to ensure representativeness. It has an overall margin of error of +/- 1.9 percentage points including the design effects resulting from weighting.

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

For more information, call Don Levy at (518) 783-2901. For survey crosstabs: <https://scri.siena.edu/american-sports-fanship-survey/>.