Q2. - Q10 Computed Fanship Catergory

| | Total 2025 | Total 2024 | Total 2023 | Fanship Category | | | | Gender | | Age | | | | Region | | | | Ethnicity | | | | | Education | |
				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 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%	21%
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%

Q13. Regardless of how much of a sports fan you are, would you consider yourself to be a football fan, or not?

| | Total 2025 | Total 2024 | Total 2023 | Fanship Category | | | | Gender | | Age | | | | Region | | | | Ethnicity | | | | | Education | |
				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 Deg.	B.A.+
Yes, a football fan	70%	72%	72%	97%	91%	70%	19%	80%	60%	71%	76%	62%	68%	69%	70%	69%	69%	67%	77%	77%	70%	61%	68%	74%
No, not a football fan	28%	24%	28%	3%	9%	27%	76%	19%	37%	27%	22%	36%	30%	28%	27%	29%	30%	32%	21%	19%	30%	36%	30%	25%
Don't Know/Refused	2%	3%	0%	0%	1%	3%	4%	1%	3%	2%	1%	3%	2%	3%	2%	2%	1%	2%	2%	3%	0%	3%	2%	1%

Q14. 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?

| | Total 2025 | Total 2024 | Total 2023 | Fanship Category | | | | Gender | | Age | | | | Region | | | | Ethnicity | | | | | Education | |
				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 Deg.	B.A.+
Football	47%	50%	47%	75%	59%	43%	13%	54%	41%	47%	54%	41%	45%	44%	51%	46%	44%	46%	53%	53%	43%	37%	46%	49%
Other sport	31%	32%	33%	22%	35%	41%	22%	30%	32%	37%	28%	29%	29%	34%	27%	31%	35%	29%	30%	33%	37%	37%	30%	33%
Do not have a favorite sport	22%	19%	20%	3%	5%	16%	64%	16%	28%	16%	18%	29%	26%	22%	22%	23%	21%	25%	17%	14%	19%	27%	24%	18%

Q15. [If Q14 = Other Sport] Which of the following is your favorite sport?

| | Total 2025 | Total 2024 | Total 2023 | Fanship Category | | | | Gender | | Age | | | | Region | | | | Ethnicity | | | | | Education | |
				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 Deg.	B.A.+
Baseball	22%	22%	24%	19%	24%	21%	22%	23%	21%	15%	20%	24%	34%	28%	15%	25%	24%	28%	4%	20%	15%	11%	22%	22%
Basketball	30%	28%	24%	51%	33%	24%	18%	32%	29%	34%	39%	24%	20%	21%	36%	32%	28%	21%	68%	28%	44%	33%	32%	26%
Hockey	10%	10%	10%	12%	12%	10%	6%	8%	13%	13%	10%	11%	5%	17%	9%	11%	7%	14%	4%	8%	2%	6%	11%	10%
Tennis	4%	5%	3%	2%	3%	3%	7%	2%	5%	3%	3%	7%	3%	4%	3%	4%	4%	3%	4%	4%	9%	4%	3%	6%
Soccer	10%	11%	17%	11%	11%	10%	8%	10%	10%	18%	8%	5%	5%	12%	11%	6%	11%	6%	8%	25%	16%	2%	9%	12%
Golf	3%	3%	3%	1%	4%	4%	3%	4%	2%	1%	3%	3%	7%	1%	4%	3%	3%	4%	3%	0%	1%	4%	2%	5%
Other	11%	20%	18%	2%	7%	12%	26%	7%	15%	10%	7%	16%	15%	8%	13%	11%	13%	14%	7%	5%	10%	18%	11%	12%
Combat Sports: Boxing, MMA, UFC, Wrestling, etc.	5%			1%	5%	7%	5%	8%	3%	5%	9%	2%	3%	5%	4%	5%	6%	4%	3%	8%	2%	18%	5%	5%
Auto/Motor Sports: NASCAR, Formula 1, NHRA, etc.	4%			0%	2%	8%	5%	5%	3%	2%	2%	8%	8%	2%	6%	3%	4%	6%	0%	3%	1%	5%	5%	3%

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January 6 - 11, 2025

3047 United States Residents

MOE +/- 1.9%

Q16. Now turning to the topic of the Super Bowl, do you plan on watching the next Super Bowl on February 9, 2025?

	Total 2025	Total 2024	Total 2023	Fanship Category				Gender		Age				Region				Ethnicity					Education	
				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 Deg.	B.A.+
Yes	72%	75%	75%	99%	91%	74%	24%	80%	65%	77%	77%	65%	67%	75%	71%	71%	72%	68%	80%	83%	79%	66%	70%	75%
No	20%	16%	25%	1%	5%	14%	63%	15%	25%	15%	17%	25%	26%	18%	21%	21%	21%	24%	12%	12%	18%	25%	21%	19%
Don't Know/Refused	8%	9%	0%	1%	4%	12%	14%	5%	10%	8%	6%	10%	7%	7%	8%	8%	7%	8%	8%	5%	4%	9%	8%	6%

Q17. If you could only pick one of the following, which do you feel is the most interesting part of the Super Bowl?

	Total 2025	Total 2024	Total 2023	Fanship Category				Gender		Age				Region				Ethnicity					Education	
				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 Deg.	B.A.+
The game	52%	52%	49%	81%	67%	49%	12%	67%	38%	51%	51%	46%	59%	57%	50%	54%	51%	50%	58%	55%	56%	42%	50%	56%
The commercials/advertisements	18%	19%	20%	9%	14%	23%	24%	15%	20%	15%	19%	22%	16%	14%	18%	19%	18%	20%	11%	15%	10%	20%	17%	19%
The half-time show	19%	21%	21%	8%	16%	23%	30%	10%	29%	26%	22%	17%	11%	18%	21%	16%	22%	17%	26%	21%	26%	24%	21%	16%
The pre-game coverage	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%
Other	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%	0%	1%	1%
None	9%	5%	8%	1%	1%	4%	32%	7%	12%	7%	6%	14%	12%	9%	10%	10%	8%	11%	3%	7%	8%	13%	10%	7%

Q18. Do you plan to place any bets on the Super Bowl?

	Total 2025			Fanship Category				Gender		Age				Region				Ethnicity					Education	
				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 Deg.	B.A.+
Yes	17%			51%	17%	4%	1%	23%	11%	25%	25%	7%	5%	21%	16%	14%	16%	11%	24%	31%	21%	14%	16%	19%
Maybe	20%			30%	29%	16%	4%	22%	19%	26%	25%	17%	10%	19%	18%	23%	22%	18%	23%	26%	22%	19%	21%	18%
No	62%			19%	53%	76%	94%	54%	69%	48%	48%	74%	83%	59%	64%	62%	60%	70%	52%	41%	56%	64%	61%	62%
Don't Know/Refused	1%			1%	1%	3%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	0%	3%	2%	1%

Q19. [If Q18 = Yes or Maybe] How will you bet on the Super Bowl? Check all that apply.

	Total 2025			Fanship Category				Gender		Age				Region				Ethnicity					Education	
				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 Deg.	B.A.+
Among family and/or friends	61%			57%	63%	71%	49%	55%	70%	58%	60%	69%	66%	53%	64%	57%	66%	61%	58%	64%	60%	52%	64%	55%
Through a local bookie	10%			14%	9%	5%	7%	11%	10%	12%	11%	7%	7%	11%	11%	4%	14%	11%	7%	12%	12%	6%	8%	16%
Using an online sportsbook, such as DraftKings, Caesars, FanDuel, etc.	57%			75%	51%	26%	30%	66%	44%	64%	66%	35%	31%	62%	56%	61%	52%	54%	68%	57%	58%	59%	55%	63%
Don't Know/Refused	2%			1%	1%	4%	17%	1%	2%	1%	2%	1%	5%	2%	2%	1%	2%	1%	2%	0%	4%	9%	2%	1%

Q20. Continuing to think about how important the Super Bowl is to you, would you consider the Super Bowl a national holiday, or not?

	Total 2025	Total 2024	Total 2023	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 Deg.	B.A.+
				Fanship Category				**Gender**		**Age**				**Region**				**Ethnicity**					**Education**	
Yes	35%	36%	29%	67%	43%	24%	8%	40%	30%	43%	43%	27%	21%	36%	35%	32%	35%	29%	44%	49%	42%	30%	34%	36%
No	61%	59%	65%	31%	53%	71%	88%	57%	66%	53%	52%	70%	75%	60%	61%	65%	60%	68%	51%	46%	54%	64%	62%	60%
Don't know	4%	5%	5%	2%	4%	6%	4%	4%	4%	4%	5%	4%	4%	4%	4%	3%	5%	3%	5%	5%	5%	6%	4%	4%

Q21. Thinking about the teams competing in the upcoming NFL playoffs, among the teams in the American Football Conference (AFC), which do you think will win the conference championship and play in Super Bowl LIX?

	Total 2025			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 Deg.	B.A.+
				Fanship Category				**Gender**		**Age**				**Region**				**Ethnicity**					**Education**	
Kansas City Chiefs	43%			41%	48%	47%	36%	45%	42%	39%	42%	41%	53%	37%	42%	53%	43%	45%	44%	37%	44%	42%	42%	46%
Buffalo Bills	13%			17%	15%	11%	9%	15%	11%	12%	11%	17%	13%	24%	11%	12%	9%	15%	9%	11%	11%	10%	12%	16%
Pittsburgh Steelers	12%			7%	8%	14%	19%	8%	16%	11%	13%	13%	11%	15%	13%	12%	8%	12%	13%	11%	8%	11%	13%	9%
Baltimore Ravens	10%			15%	10%	9%	9%	12%	9%	12%	11%	9%	9%	10%	13%	10%	8%	9%	19%	11%	11%	4%	11%	10%
Los Angeles Chargers	8%			10%	8%	6%	6%	9%	7%	12%	9%	6%	3%	5%	4%	4%	18%	6%	5%	13%	14%	13%	7%	9%
Denver Broncos	7%			4%	6%	7%	12%	6%	9%	6%	8%	9%	7%	4%	7%	6%	11%	8%	5%	6%	4%	12%	8%	5%
Houston Texans	6%			6%	4%	6%	10%	6%	7%	9%	6%	6%	4%	4%	11%	4%	4%	5%	5%	10%	8%	8%	7%	5%

Q22. And among the teams in the National Football Conference (NFC), which do you think will win the conference championship and play in Super Bowl LIX?

	Total 2025			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 Deg.	B.A.+
				Fanship Category				**Gender**		**Age**				**Region**				**Ethnicity**					**Education**	
Detroit Lions	30%			39%	36%	30%	15%	39%	21%	25%	28%	29%	40%	24%	27%	42%	29%	31%	33%	26%	28%	26%	28%	34%
Philadelphia Eagles	21%			24%	20%	21%	20%	20%	22%	22%	21%	21%	20%	36%	21%	14%	16%	20%	25%	20%	25%	19%	22%	20%
Green Bay Packers	17%			9%	13%	18%	27%	11%	23%	18%	17%	19%	13%	12%	19%	17%	17%	18%	14%	16%	12%	19%	18%	15%
Los Angeles Rams	12%			12%	11%	10%	15%	12%	12%	17%	12%	8%	9%	8%	10%	6%	24%	10%	8%	21%	18%	14%	12%	12%
Minnesota Vikings	8%			6%	8%	9%	10%	8%	9%	6%	9%	10%	8%	7%	7%	14%	7%	9%	8%	6%	8%	9%	8%	9%
Tampa Bay Buccaneers	7%			5%	7%	7%	8%	6%	8%	7%	8%	6%	5%	9%	9%	4%	4%	7%	6%	8%	4%	8%	7%	6%
Washington Commanders	5%			5%	5%	5%	5%	5%	5%	4%	5%	6%	5%	3%	7%	3%	4%	5%	6%	4%	5%	4%	5%	5%

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Q23. Finally, among the two teams you selected, which team do you think will ultimately win Super Bowl LIX?

	Total 2025			Fanship Category				Gender		Age				Region				Ethnicity					Education	
				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 Deg.	B.A.+
Kansas City Chiefs	29%			26%	32%	32%	27%	28%	31%	26%	28%	29%	34%	24%	29%	33%	29%	30%	30%	25%	28%	30%	28%	31%
Detroit Lions	14%			17%	18%	14%	8%	19%	9%	11%	12%	14%	21%	8%	11%	25%	14%	15%	14%	11%	11%	14%	14%	16%
Philadelphia Eagles	8%			10%	7%	7%	7%	8%	7%	7%	8%	9%	7%	19%	6%	4%	4%	7%	8%	8%	12%	4%	7%	8%
Buffalo Bills	7%			9%	7%	7%	5%	7%	7%	6%	7%	8%	7%	17%	6%	4%	4%	8%	5%	5%	7%	7%	6%	9%
Baltimore Ravens	6%			8%	6%	5%	4%	6%	5%	8%	6%	5%	3%	5%	7%	4%	4%	5%	13%	4%	5%	3%	6%	5%
Pittsburgh Steelers	6%			4%	4%	8%	10%	4%	9%	6%	7%	6%	6%	8%	7%	5%	5%	7%	8%	4%	4%	6%	7%	5%
Green Bay Packers	6%			3%	5%	7%	10%	4%	8%	7%	6%	8%	5%	3%	7%	8%	6%	7%	4%	6%	3%	7%	7%	5%
Houston Texans	4%			4%	3%	4%	6%	4%	5%	7%	4%	3%	3%	1%	8%	2%	3%	3%	4%	7%	5%	5%	5%	3%
Los Angeles Chargers	4%			6%	5%	3%	3%	5%	3%	5%	6%	3%	1%	2%	3%	2%	9%	3%	2%	7%	7%	9%	4%	4%
Denver Broncos	4%			3%	3%	4%	7%	3%	5%	4%	5%	5%	3%	2%	4%	3%	7%	4%	3%	5%	4%	5%	4%	3%
Los Angeles Rams	4%			5%	4%	3%	5%	5%	3%	6%	4%	3%	4%	2%	3%	2%	11%	3%	2%	9%	9%	5%	4%	5%
Tampa Bay Buccaneers	3%			2%	2%	4%	3%	2%	3%	3%	4%	3%	1%	4%	4%	1%	1%	3%	2%	5%	1%	1%	3%	2%
Minnesota Vikings	3%			3%	3%	3%	3%	3%	3%	3%	2%	3%	3%	2%	2%	6%	2%	3%	2%	2%	3%	2%	3%	3%
Washington Commanders	2%			1%	2%	1%	1%	1%	2%	1%	2%	1%	2%	1%	3%	0%	1%	2%	2%	1%	1%	2%	2%	1%

Q66. Do you support or oppose offering the Monday after the Super Bowl each year as a paid day off of work?

	Total 2025	Total 2024		Fanship Category				Gender		Age				Region				Ethnicity					Education	
				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 Deg.	B.A.+
Support	46%	50%		75%	51%	36%	27%	47%	46%	66%	60%	34%	17%	48%	47%	44%	45%	37%	61%	64%	58%	54%	48%	42%
Oppose	40%	37%		20%	39%	47%	49%	40%	39%	23%	28%	48%	67%	36%	39%	43%	41%	49%	26%	25%	26%	30%	38%	45%
Don't Know/Refused	14%	14%		5%	10%	16%	24%	13%	15%	11%	13%	18%	16%	16%	14%	13%	13%	15%	13%	12%	16%	16%	14%	13%

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 the United States 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.