

UMass Lowell Center for Public Opinion

2017 Sports Poll: MMA and Boxing

August 14 2017² August 21 2017

N=1,000 American adults
Margin of error +/- 3.7% for all respondents

See <http://uml.edu/pops> for full questionnaire/topline results and detailed methodology disclosure.

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HIGHLIGHTS

In partnership with the Washington Post, the UMass Lowell Center for Public Opinion surveyed 1,000 American adults on their attitudes about sports. This, the first release in a series, covers the extent to which sports fans consider themselves fans of professional boxing and mixed martial arts. This survey was taken just prior to a crossover event scheduled for Saturday, Aug. 26 between boxer Floyd Mayweather and MMA fighter Conor McGregor.

FINDINGS

Most Americans consider themselves to be fans of sports, generally. A quarter of American adults describe themselves as fans of mixed martial arts; just over a quarter describe themselves as fans of boxing. There are a considerable number of MMA-only and boxing-only fans.

- x All respondents were asked whether they consider themselves a fan of sports. 20% describe themselves as avid sports fans, 26% as regular fans and 35% as casual fans. Just 19% said that they are not a fan of sports at all. Men (26%) are more likely than women (14%) to describe themselves as avid sports fans, but most women still describe themselves as either a regular fan (26%) or a casual fan (40%).
- x 25% of American adults are fans of mixed martial arts (MMA) and 28% are fans of professional boxing. While there is some overlap between those who like both MMA and boxing, there are also a considerable number of fans of one sport and not the other. 15% of Americans are fans of both, 10% are fans of MMA only, 3% are fans of boxing only and 43% are sports fans that do not consider themselves fans of either.
- x The potential audience for the upcoming crossover fight is quite large: 38% of Americans are either a fan of mixed martial arts (MMA), boxing or both. The

Biggest demo