

UMass Lowell Center for Public Opinion

2017 Sports Poll – Sports Consumption

August 14, 2017 – August 21, 2017

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

See <http://uml.edu/polls> 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 sixth release in a series, focuses on the sports consumption patterns of Americans.

FINDINGS:

Americans (including those under 40) are still watching sports live on television and in person

- x Among sports fans, 86% watched games or highlights on television in the last 12 months. This somewhat surprisingly included 88% of those aged 18-29. Another 43% of sports fans attended a live professional sporting event in the last 12 months. Among those aged 18-29, 51% attended a live sporting event compared to 45% of those ages 30-44 and 22% of those 65+.

television. Another 16% yell at the tv most of the time, 25% only sometimes, 21% hardly ever and 19% never. Women (23%) are more likely than men (15%) to say that they yell at the TV “all the time” while watching their favorite sport or team.