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PUBLIC OPINION

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UMass Lowell Survey on American Sports

Survey produced by Director of Survey Research John Cluverius, Ph.D.

Field dates: Jan. 25 to Jan. 30, 2023

N=1,000 American adults

Adjusted margin of error: +/- 3.6%

Margins of error have been adjusted to include for design effects
resulting from weighting and survey design features

Poll released Wednesday, March 15, 2023, concerns questions UML604_UML615_12, UML646 and
UML658h.

Methodology in Brief

YouGov interviewed 1,034 respondents who were then matched down to a sample of 1,000 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The frame was constructed by stratified sampling from the full 2019 American Community Survey (ACS) one-year sample with selection within strata by weighted sampling with replacements (using the person weights on the public use file). The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, and region. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles. The weights were then post-stratified on 2016 and 2020 presidential vote choice, a four-way stratification of gender, age (four-categories), race (four-categories), and education (four-categories), and then raked on multiple combinations of the gender, age (four-categories), race (four-categories), and education (four-categories) to produce the final weight.

UMass Lowell is a public institution and releases surveys as a source of public information. The university offers a complete methodology report in adherence with standards of the AAPOR Transparency Initiative, as well an extensive set of crosstabs. Its goal is complete transparency in the reporting of findings. If there is something you do not see here, but wish you did, please contact Director of Survey Research Dr. John Cluverius (john.cluverius@uml.edu; [@JohnCluverius](#)).



*indicates <.5%; some numbers do not sum to 100 due to rounding. Questions concerning college basketball appear on pages 5,

ASKED OF ALL AMERICAN ADULTS (N=1,000)

UML601 Generally speaking, how often would you say that you watch either sports or sports news on television?

46% Once a week or more
 51 Less than once a week
 25 Never

	Party ID Leaned		
	Democrat	Independent	Republican
Weekly+	45	37	44
< Weekly	35	35	28
Never	21	28	28

	Income			Education		Race			
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Hispanic	Other
Weekly+	36	48	50	41	44	40	57	43	37
< Weekly	36	27	32	31	35	31	28	37	39
Never	28	25	18	27	21	29	15	20	24

	Gender ¹		Age		Ideology		
	Men	Women	18-44	45+	Liberal	Moderate	Conservative
Weekly+	54	32	43	41	41	50	41
< Weekly	29	36	34	31	35	31	29
Never	18	32	23	27	24	18	30

¹ While our gender questions include non-binary options, the total number of respondents selecting “non-binary” or “other” in the sample is too small to report out separate crosstabs. Eleven respondents in the sample chose “Non-binary;” three respondents chose “other.”

UML602

[only asked if “never” was NOT selected in UML601] And what professional or college sport would you say you watch most frequently?

Baseball	9
Basketball	11
Football	42
Ice hockey	3
Soccer	7
Auto racing	2
Mixed martial arts	3
Tennis	2
Golf	1
Gymnastics	2
Boxing	1
Swimming	1
Volleyball	*
Horse racing	1
Something else	3
I don't watch sports	11

UML604_UML615_1 Which of the following, if any would you consider yourself a fan of?...Professional football

39% Selected
61 Not selected

	Party ID Leaned		
	Democrat	Independent	Republican
Selected	43	39	37
Not	57	61	63

	Income			Education		Race			
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Hispanic	Other
Selected	36	43	45	40	39	37	54	40	34
Not	64	57	55	60	61	63	46	60	66

	Gender		Age		Ideology		
	Men	Women	18-44	45+	Liberal	Moderate	Conservative
Selected	48	32	35	43	39	47	38
Not	52	68	65	57	61	53	62

UML604_UML615_12 Which of the following, if any, would you consider yourself a fan of?...
College Basketball

16% Selected
84 Not selected

	Party ID Leaned		
	Democrat	Independent	Republican
Selected	19	13	14
Not	81	87	86

	Income			Education		Race			
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Hispanic	Other
Selected	12	18	23	14	22	16	30	6	14
Not	88	82	77	86	78	84	70	94	86

	Gender		Age		Ideology		
	Men	Women	18-44	45+	Liberal	Moderate	Conservative
Selected	20	13	15	17	19	15	15
Not	80	87	85	83	81	85	85

UML617a-UML617p How much of a problem, if at all do you find the following to be in the National Football League (NFL)?

	Major Problem	Minor Problem	Not a Problem	No Opinion
Injuries caused by hits and tackling	52	27	9	12
Head injuries causing long-term health problems for players	67	16	4	14
Players speaking out on political issues	26	19	35	19
The number of tv commercials during games	22	28	22	27
Low quality of play	40	45	13	1
Violent crime committed by players	43	31	10	16
Domestic violence committed by players	49	28	9	15
The number of penalties referees call during games	12	26	27	36
Local governments paying for stadiums	38	21	15	26
Players being paid too much	37	23	20	20
Team owners making too much	39	19	18	24
Concussion protocol not being strong enough	50	22	10	19
Salary cap limiting the potential of teams	14	23	28	35
The cost of tickets	53	21	6	20
The lack of racial diversity among head coaches	24	22	30	24
Relocation of NFL franchises to different states	13	24	31	33

UML640

Do you think the National Football League, or NFL, is doing [rotate] (too little), (too much), or is doing about the right amount to prevent concussions and head injuries among NFL players?

52% Too little
 5 Too much
 43 About the right amount

	Party ID Leaned		
	Democrat	Independent	Republican
Too little	63	56	38
Too much	5	6	5
About right	33	38	57

	Income			Education		Race			
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Hispanic	Other
Too little	53	54	46	49	59	54	41	51	58
Too much	5	4	5	4	6	4	7	4	10
About right	42	42	49	47	35	42	52	46	33

	Gender		Age		Ideology		
	Men	Women	18-44	45+	Liberal	Moderate	Conservative
Too little	42	60	50	54	70	50	40
Too much	8	2	8	2	5	4	7
About right	50	37	42	44	25	46	53

UML641

In the past five years, have you bet on a professional sports event such as baseball, basketball or football or not?

15% Yes
 78 No
 7 No opinion

	Party ID Leaned		
	Democrat	Independent	Republican
Yes	19	12	13
No	75	74	83
Not sure	6	14	4

	Income			Education		Race			
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Hispanic	Other
Yes	14	15	21	14	17	12	29	19	9
No	76	79	77	77	79	82	64	67	84
Not sure	10	5	2	9	4	6	8	13	7

	Gender		Age		Ideology		
	Men	Women	18-44	45+	Liberal	Moderate	Conservative
Yes	21	9	22	10	15	20	11
No	72	82	65	87	78	73	86
Not sure	6	8	13	3	7	7	3

UML643

Overall, do you approve or disapprove of making betting on professional sporting events legal?

31% Approve
 31 Disapprove
 38 No opinion

	Party ID Leaned		
	Democrat	Independent	Republican
Approve	34	21	33
Disapprove	27	31	37
No opinion	39	48	30

	Income			Education		Race			
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Hispanic	Other
Approve	27	36	39	29	34	30	38	31	24
Disapprove	33	28	31	31	30	32	24	25	42
No opinion	41	36	30	39	35	37	38	43	34

	Gender		Age		Ideology		
	Men	Women	18-44	45+	Liberal	Moderate	Conservative
Approve	40	22	34	28	31	38	28
Disapprove	29	32	25	36	29	26	41
No opinion	31	45	41	36	40	36	31

UML644

In the past five years, have you participated in a fantasy sports league, or not?

10% Yes
 84 No
 6 Not sure

	Party ID Leaned		
	Democrat	Independent	Republican
Yes	13	7	9
No	81	84	87
Not sure	5	9	3

	Income			Education		Race			
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Hispanic	Other
Yes	7	11	19	9	14	9	17	9	18
No	85	86	79	84	82	87	76	78	78
Not sure	9	3	1	7	4	4	7	13	4

	Gender		Age		Ideology		
	Men	Women	18-44	45+	Liberal	Moderate	Conservative
Yes	19	3	16	6	12	16	7
No	76	90	74	91	84	77	91
Not sure	5	7	10	2	4	7	2

UML645

And in the past five years, have you played daily fantasy sports, such as Draft Kings or Fan Duel, or not?

8% Yes
 87 No
 5 Not sure

	Party ID Leaned		
	Democrat	Independent	Republican
Yes	9	3	8
No	85	88	90
Not sure	5	8	2

	Income			Education		Race			
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Hispanic	Other
Yes	6	9	11	7	11	7	15	8	8
No	85	89	88	87	86	90	75	82	87
Not sure	9	1	1	6	3	3	10	10	5

	Gender		Age		Ideology		
	Men	Women	18-44	45+	Liberal	Moderate	Conservative
Yes	12	4	15	2	7	13	5
No	83	91	75	96	91	82	92
Not sure	5	5	9	2	1	5	3

UML646

Do you think college athletes should or should not be paid when their name or image is used in video games or to sell merchandise?

- 68% Should be paid
- 16 Should not be paid
- 15 No opinion

	Party ID Leaned		
	Democrat	Independent	Republican
Should be	79	59	62
Should not	10	20	22
No opinion	10	21	16

	Income			Education		Race			
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Hispanic	Other
Should be	67	69	79	66	73	70	66	66	66
Should not	15	19	13	16	18	17	21	10	18
No opinion	19	12	7	18	9	14	13	24	16

	Gender		Age		Ideology		
	Men	Women	18-44	45+	Liberal	Moderate	Conservative
Should be	68	68	68	68	80	73	59
Should not	19	14	14	18	12	13	24
No opinion	13	18	18	14	8	14	17

UML658h How true or false is the follow statement?...College athletes should be paid for the games they play?

20% Certainly true
 43 Probably true
 17 Probably false
 20 Definitely false

	Party ID Leaned		
	Democrat	Independent	Republican
Certainly true	29	15	12
Probably true	48	49	34
Probably false	14	19	21
Certainly false	10	17	33

	Income			Education		Race			
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Hispanic	Other
Certainly true	22	19	17	20	20	17	42	16	13
Probably true	43	41	47	43	42	41	35	55	44
Probably false	17	16	17	18	17	19	11	18	13
Certainly false	17	25	19	19	21	22	12	10	30

	Gender		Age		Ideology		
	Men	Women	18-44	45+	Liberal	Moderate	Conservative
Certainly true	21	18	26	15	30	19	13
Probably true	41	45	49	38	49	45	32
Probably false	17	18	13	21	12	19	21
Certainly false	21	19	12	26	10	18	34

UML942a-UML942k We'd like to ask you about how you feel about a number of professional athletes. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about that person, and "never heard of" if you've never heard of him or her.

	Favorable	Unfavorable	No Opinion	Never heard of
Colin Kaepernick	32	33	20	15
Megan Rapinoe	23	18	20	40
Aaron Rodgers	34	17	27	22
Tom Brady	40	27	30	4
Alexandr Ovechkin	16	4	20	59
LeBron James	39	26	29	6
Conor MacGregor	24	17	30	29
Serena Williams	62	10	24	4
Simone Biles	51	7	21	21
Tiger Woods	38	30	29	3
Cristiano Ronaldo	25	8	28	40