

# 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.

Survey Co-Directors: Joshua J. Dyck, Ph.D. and Francis T. Talty, Ph.D.

Survey Analysis by Joshua J. Dyck, Ph.D.

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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**

- Among sports fans, 86% watched games or highlights on television in the last 12 months. This somewhat surprisingly included 88% of those aged 18-39. Another 43% of sports fans attended a live professional sporting event in the last 12 months. Among those ages 18-39, 51% attended a live sporting event compared to 45% of those ages 40-64 and 22% of those 65 and over.

#### **Young sports fans are using mobile technology as a means to expand the ways that they consume sports**

- Mobile/online platforms and social media seem to expand access to sports, particularly for those under the age of 40. 35% of sports fans watched game or game highlights on their cell phone in the last year, and 51% of sports fans checked game scores online or on their cell phones. Sports fans under 40 are the most likely to use mobile and online technology to connect them to sports: 55% of those age 18-39 watched a game or game highlights on their cell phone and 67% checked game score online or on a cell phone.
- 28% of sports fans report that they have followed athletes on social media like Facebook and Twitter. There is a huge generation gap in this behavior with 44% of those under 40 following athletes on social media compared to 23% of those 40-64 and 7% of those over the age of 65. Non-white respondents (34%) are also more likely than white respondents (25%) to follow athletes on social media.
- Sports fans are deeply committed and personally invested in watching sports. 19% of sports fans find themselves yelling at the TV *all the time* when watching their favorite sport or team on

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.