



SPORTS SPECTRUM

Faith and Sports Survey.

February 5, 2025

Pinkston.

SPORTS  **SPECTRUM**

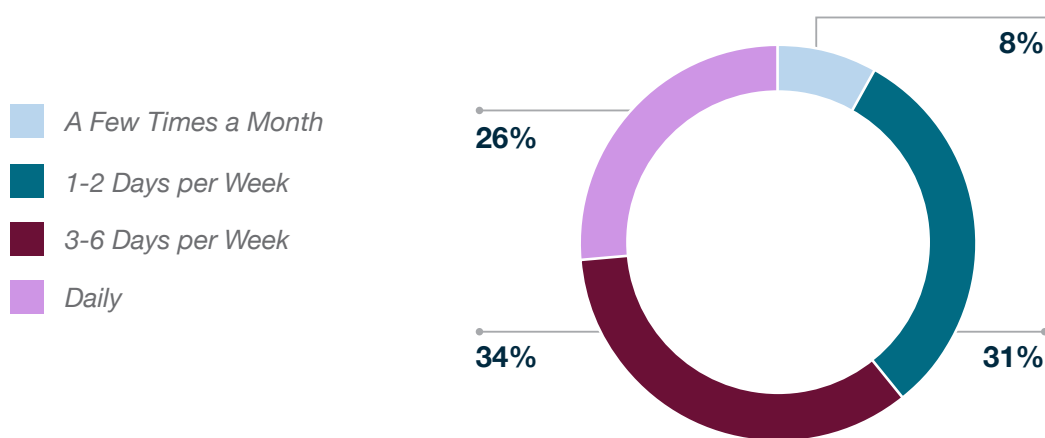
Methodology.

Sports Spectrum and Pinkston conducted a national survey of sports fans: 1,540 Americans who watch sports at least a few times a month or more. The survey was conducted January 24-30, 2025, and has a margin of error of 2.3%.

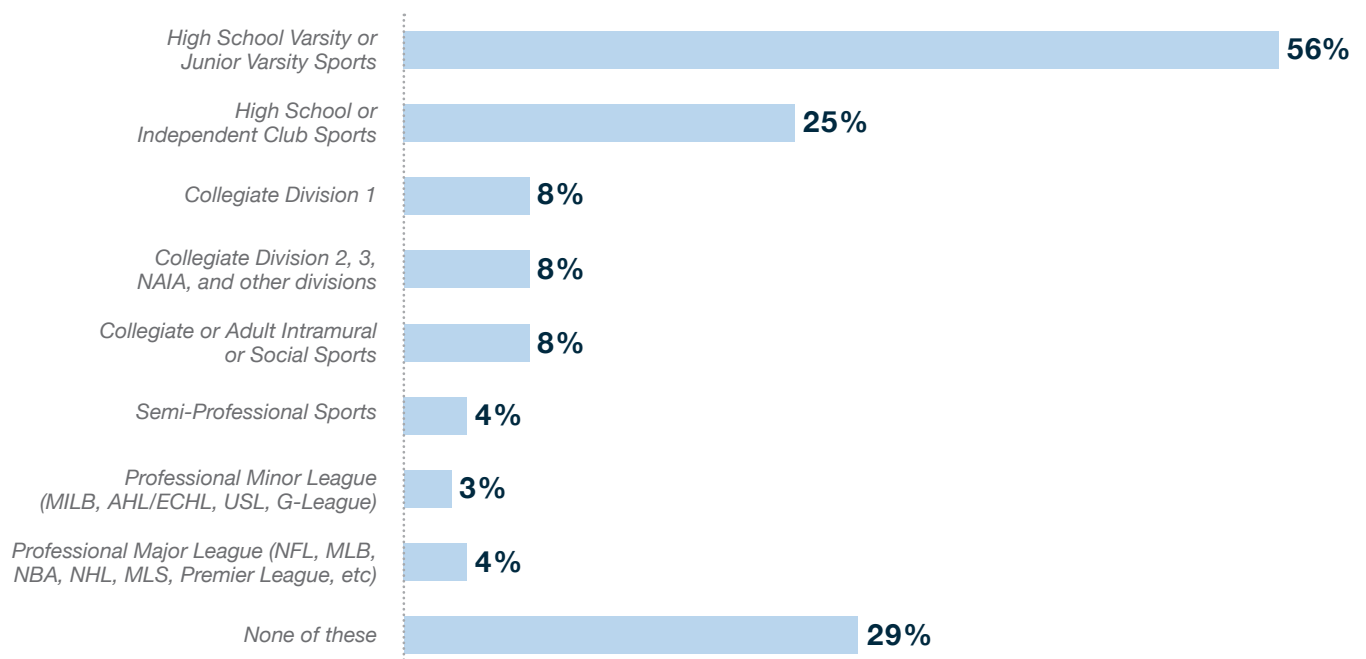


Survey Questions & Answers.

1 How often do you watch sports on any service/device?

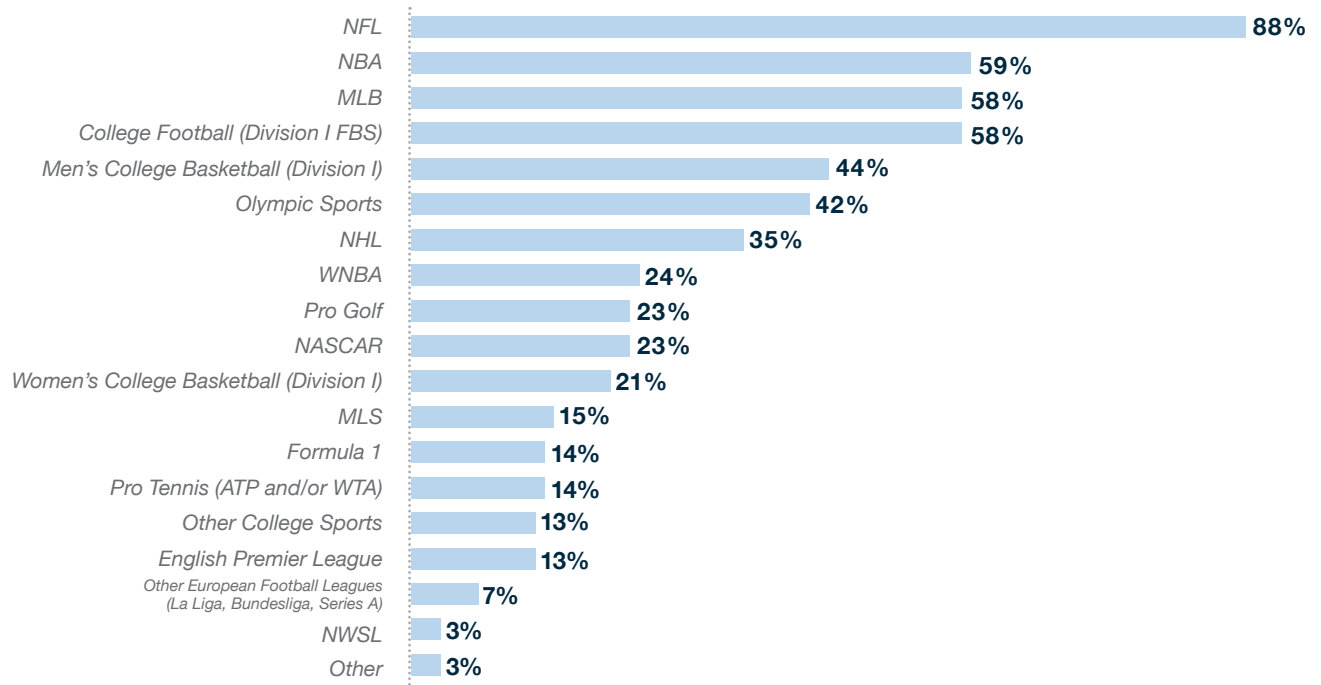


2 Have you ever played sports at the following levels? Please select all that apply.

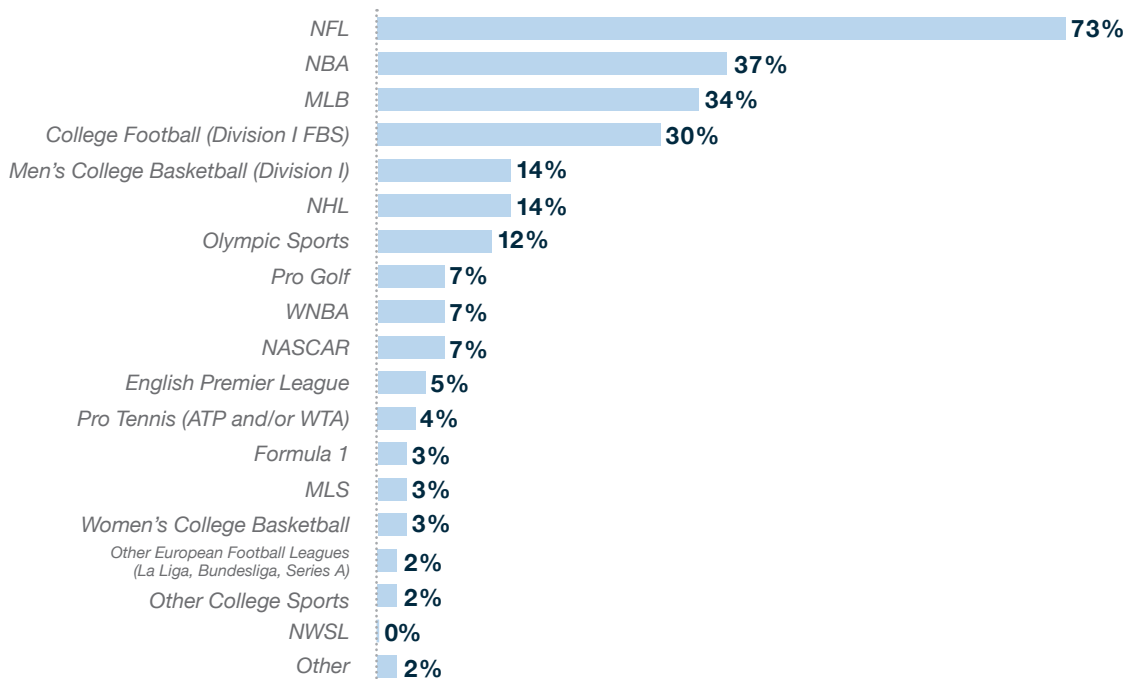


Survey Questions & Answers.

3 What sports leagues do you follow regularly? Please select all that apply.

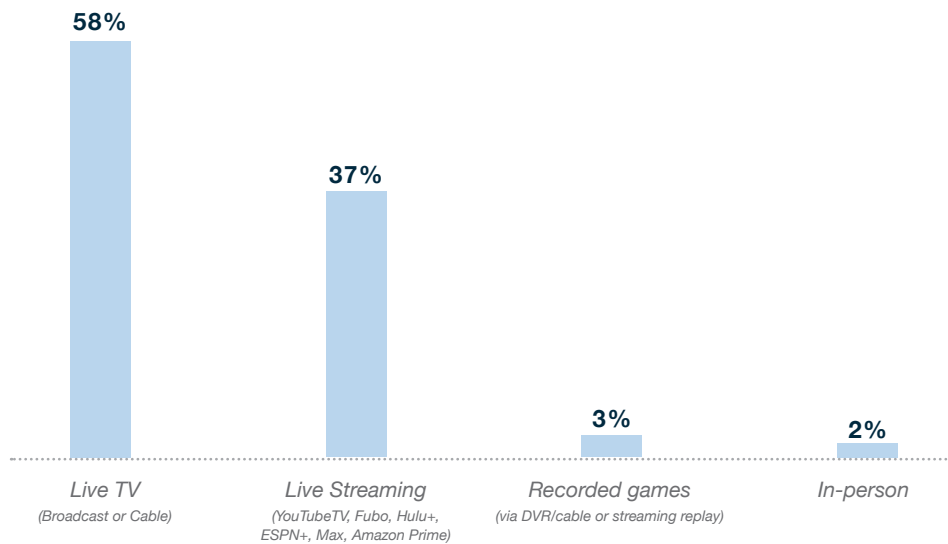


4 Based on leagues you follow, if you had to pick, which three sports leagues are your favorite? Please select up to three.

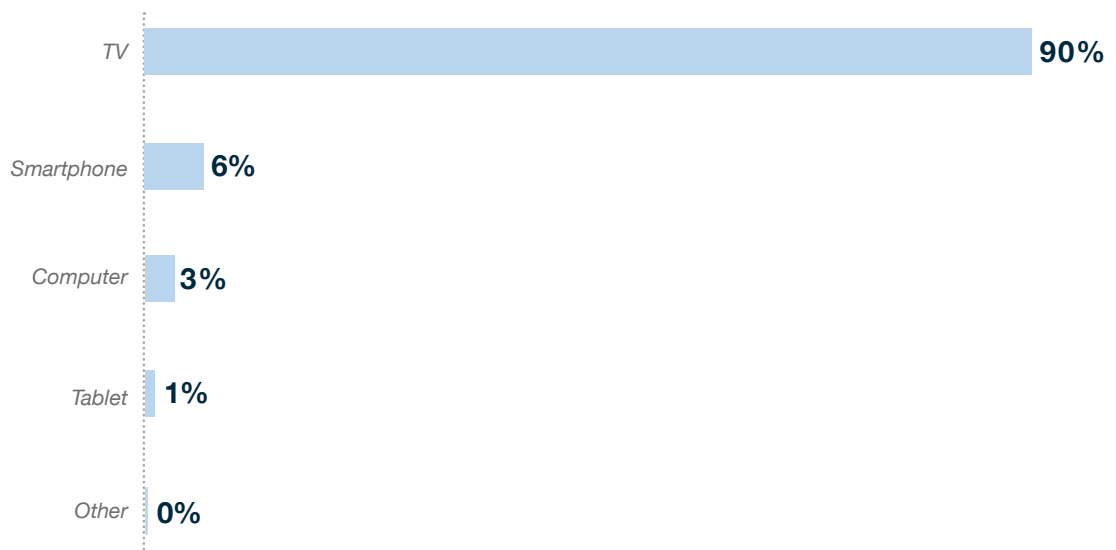


Survey Questions & Answers.

5 How do you most often watch sports?

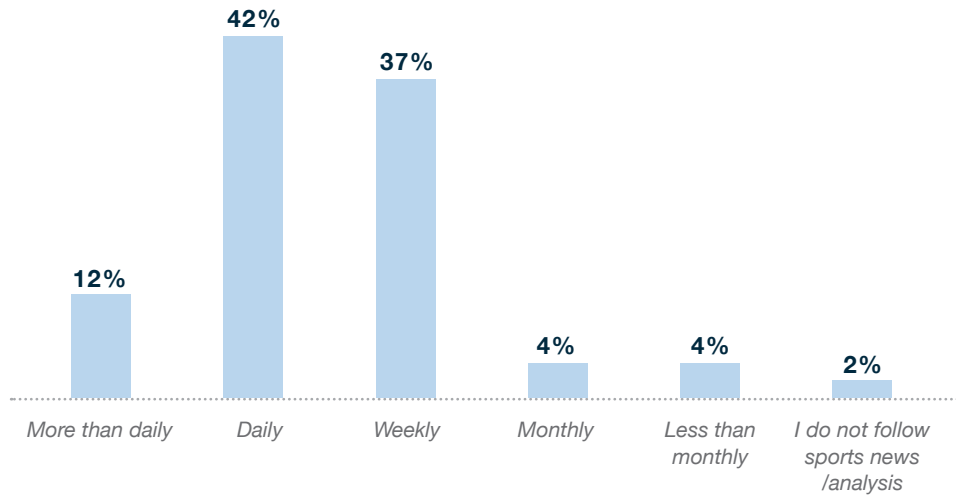


6 On what kind of device do you most often watch sports?

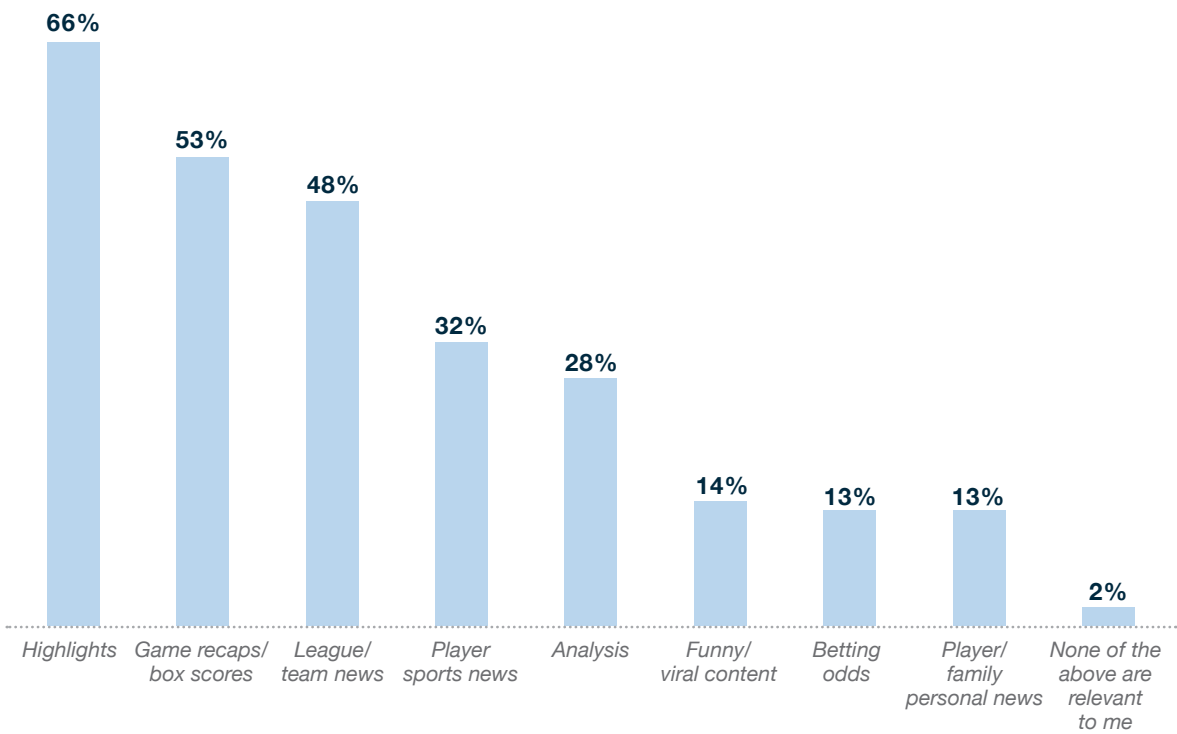


Survey Questions & Answers.

7 How often do you read or watch news/analysis of the sports you follow?

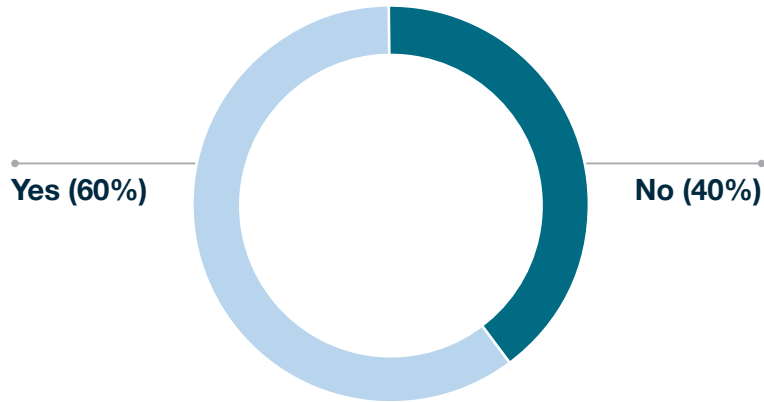


8 What kind of sports content is most relevant to you? Please select up to three.



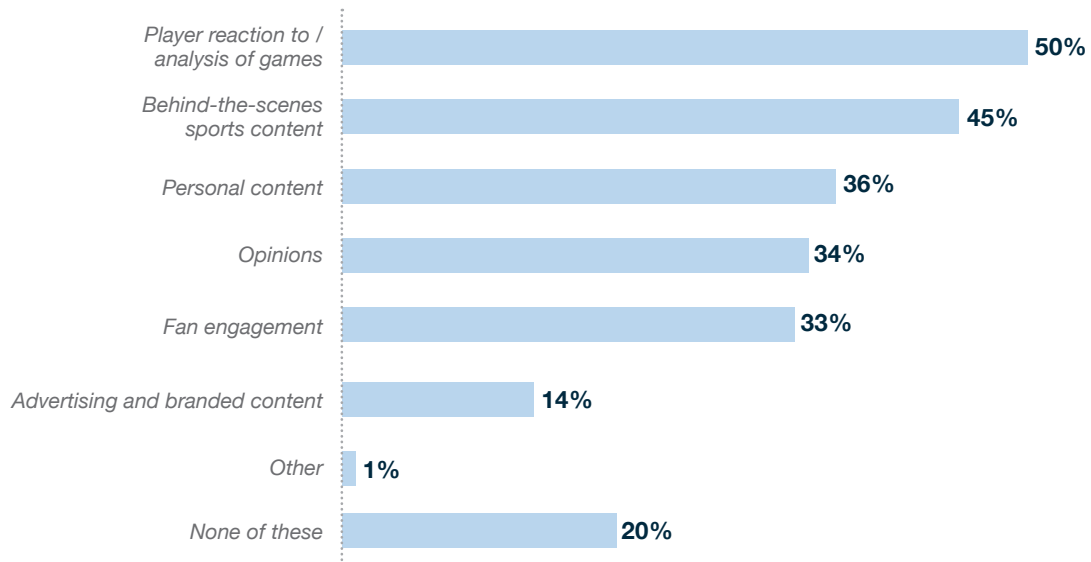
Survey Questions & Answers.

9 Do you follow and engage with sports teams or athletes on social media?



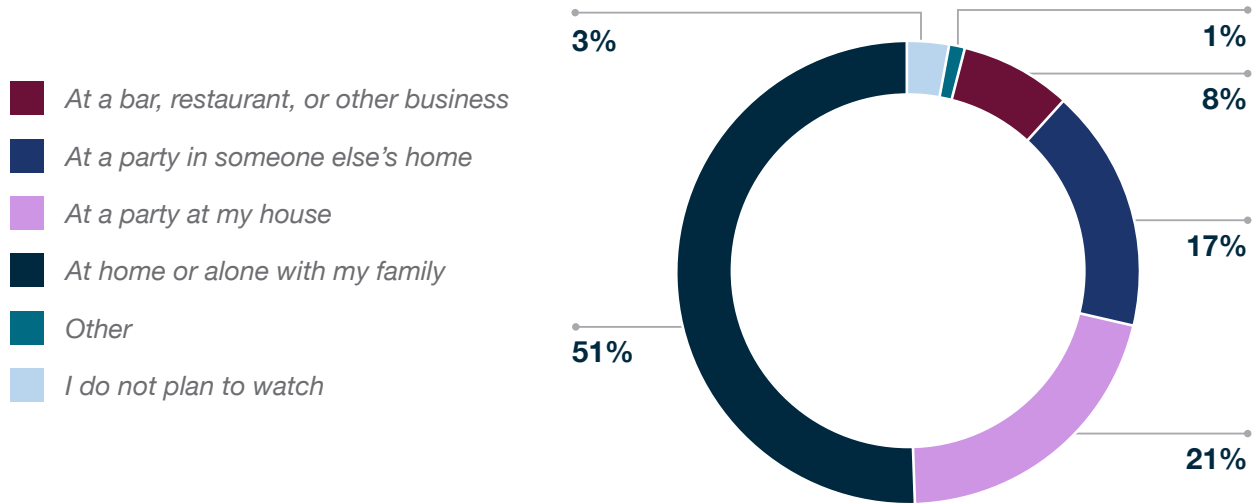
10 What kind of content are you seeking from athletes on social media?

Please select all that apply.

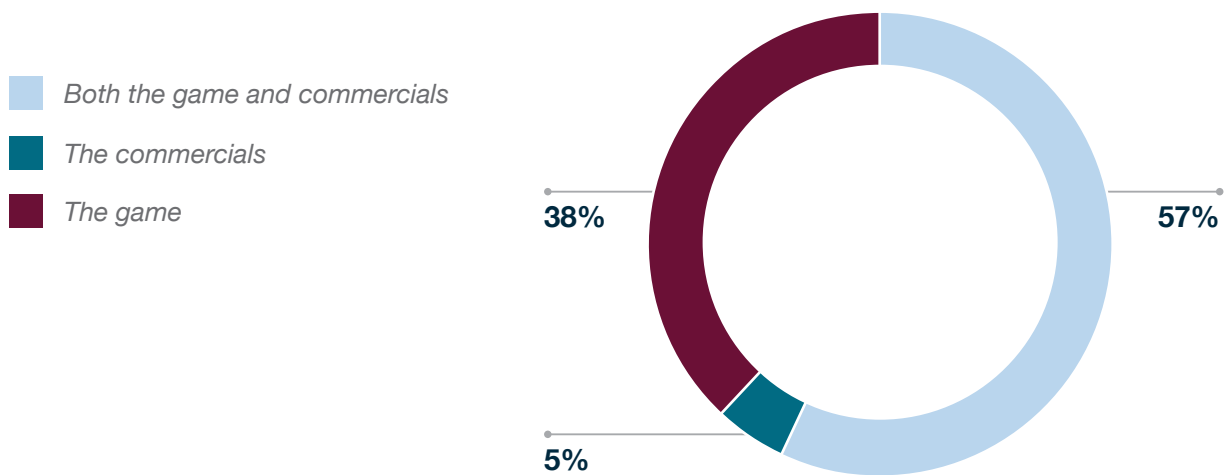


Survey Questions & Answers.

11 How will you watch the Big Game on Feb. 9, 2025?

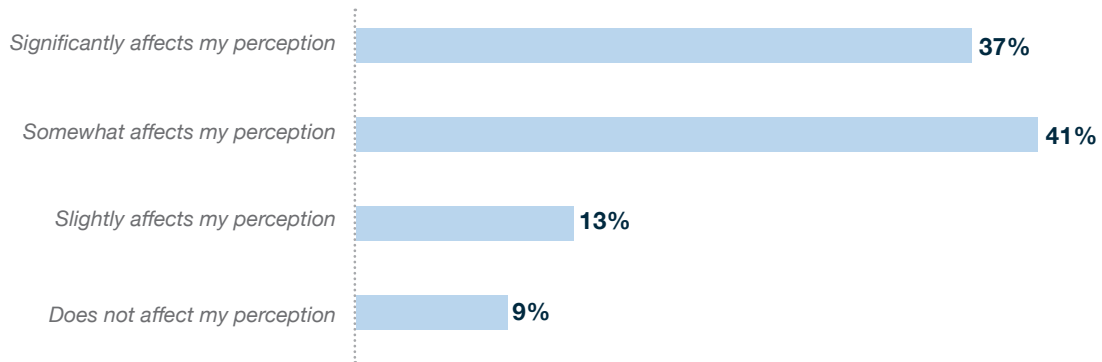


12 Is your primary interest in watching the Big Game the game, the commercials, or both? (Asked among those who said they would watch the game)

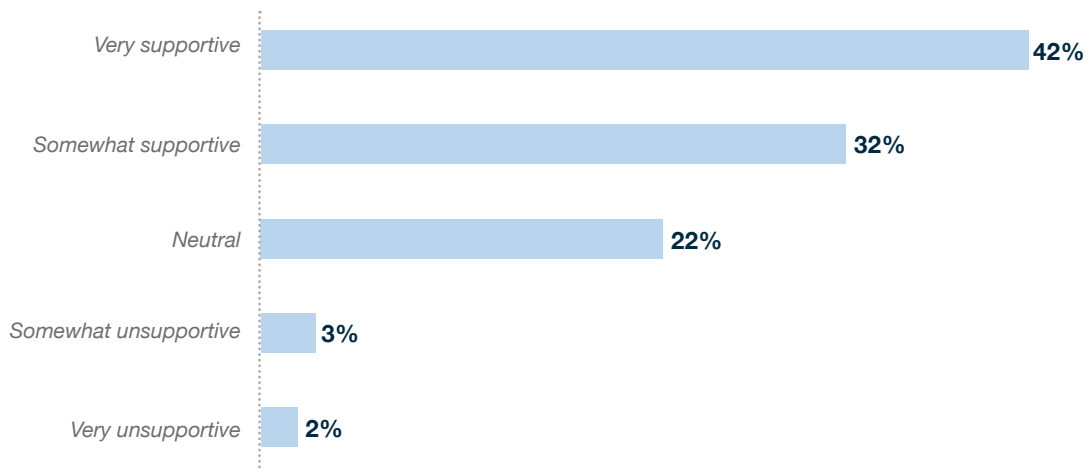


Survey Questions & Answers.

13 How much does an athlete's personal character influence your perception of them?

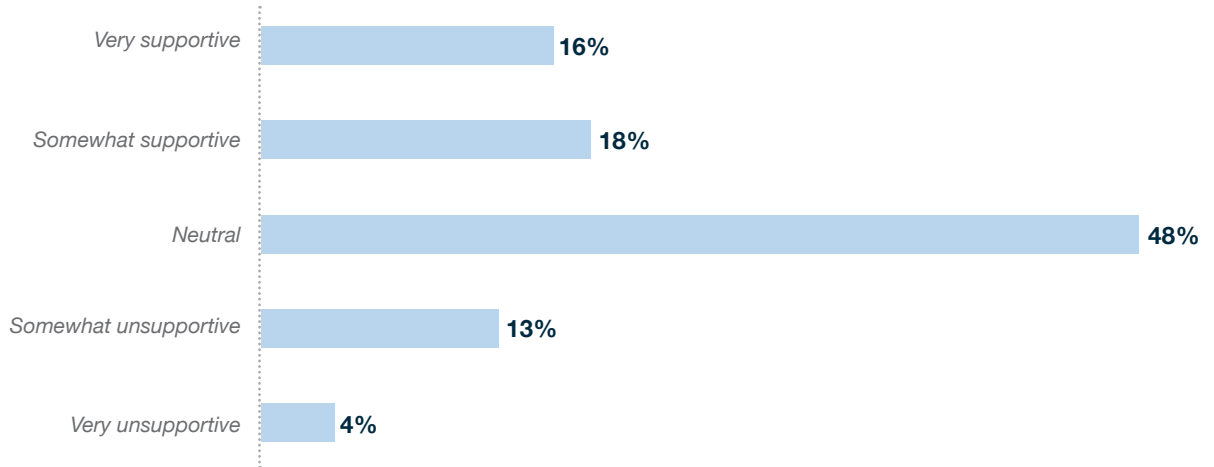


14 How supportive are you of athletes using their platforms to talk about nonprofit causes that matter to them?

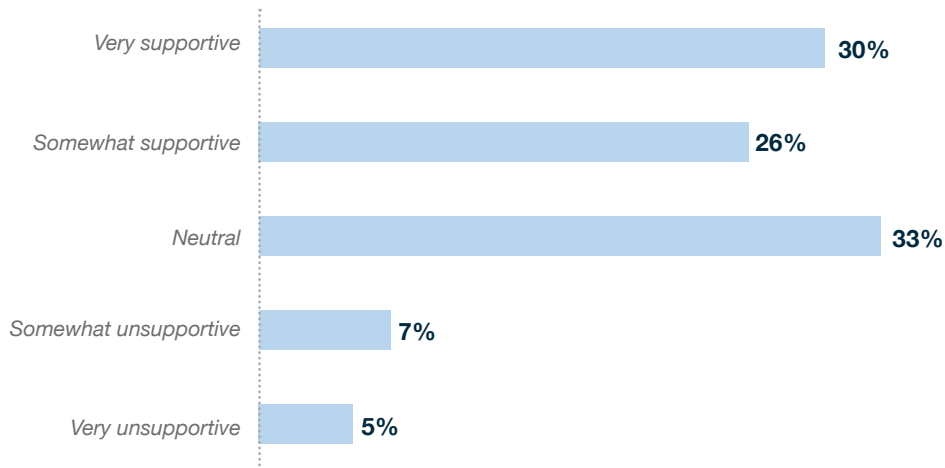


Survey Questions & Answers.

15 Based on the previous question, how supportive would you be of an athlete talking about a nonprofit cause you oppose?

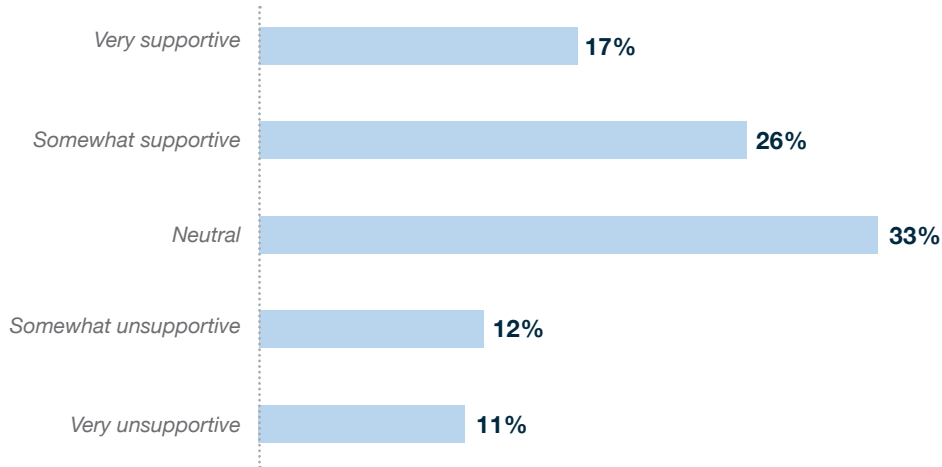


16 How supportive are you of athletes using their platforms to talk about their religious faith or other spiritual issues?

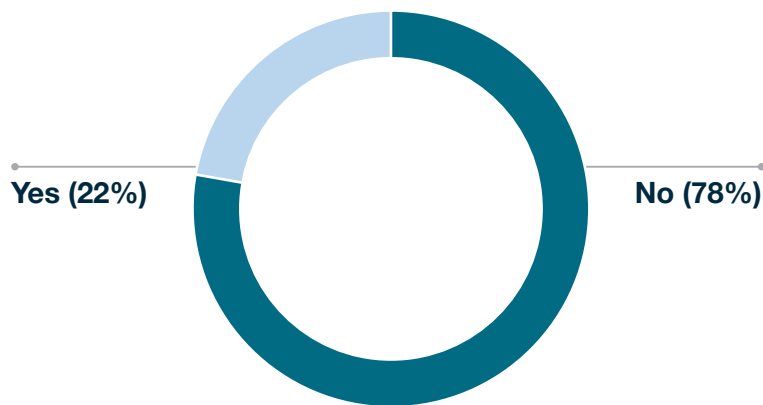


Survey Questions & Answers.

- 17** How supportive are you of athletes using their platforms to talk about political issues/causes that matter to them?

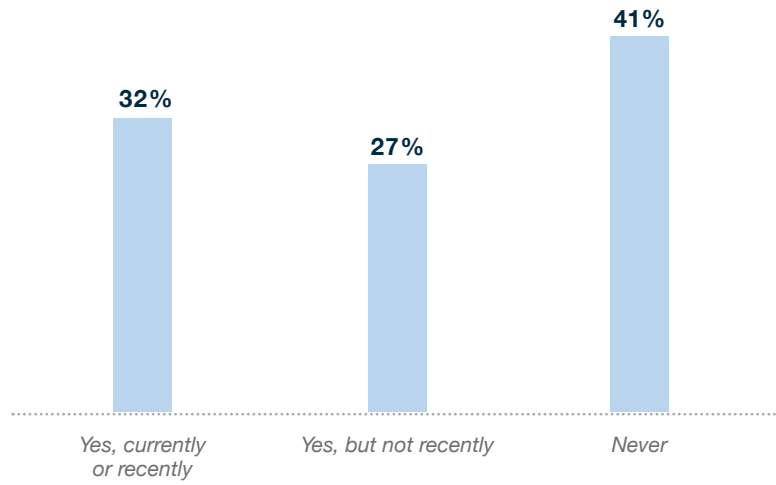


- 18** Do you think God has a preference (or influences) on who wins or loses athletic competitions? (Asked only among those who are Catholic, Christian, Jewish, or Muslim)

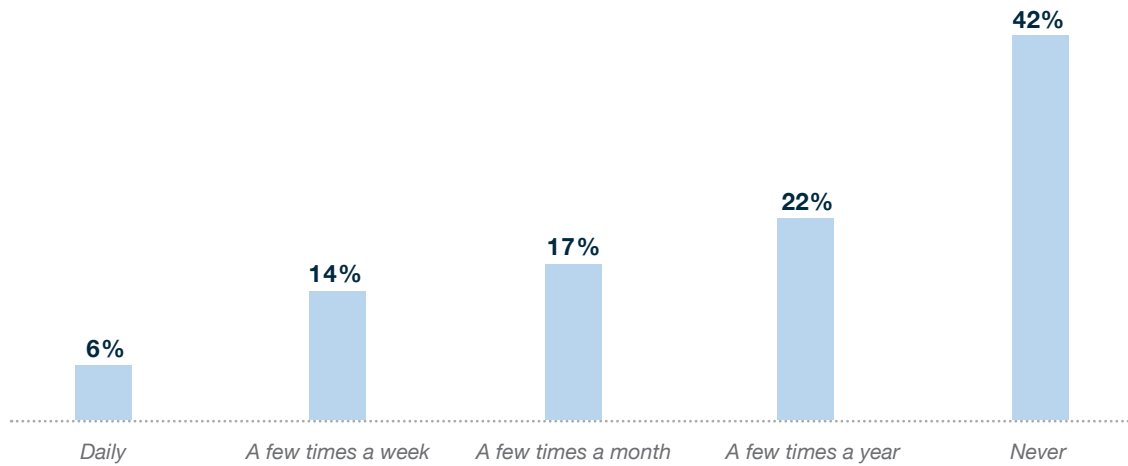


Survey Questions & Answers.

19 Have you participated in sports betting?

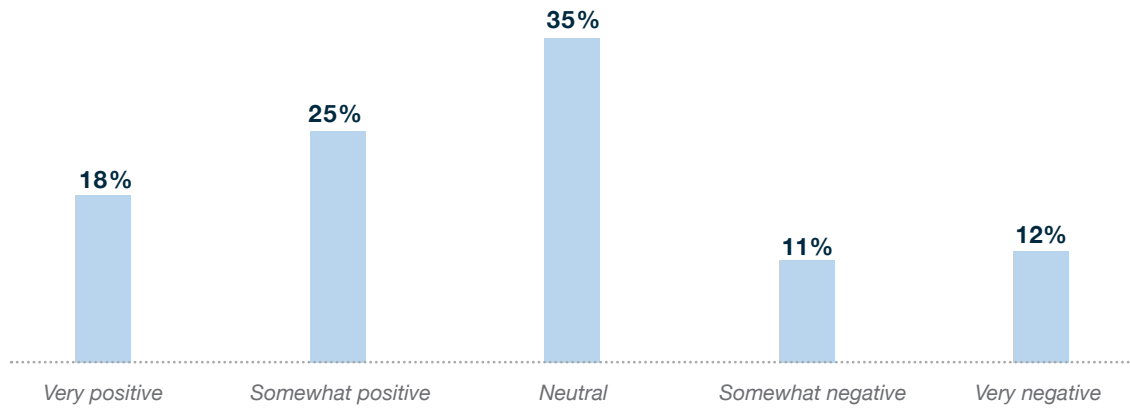


20 How frequently do (or did) you participate in sports betting?

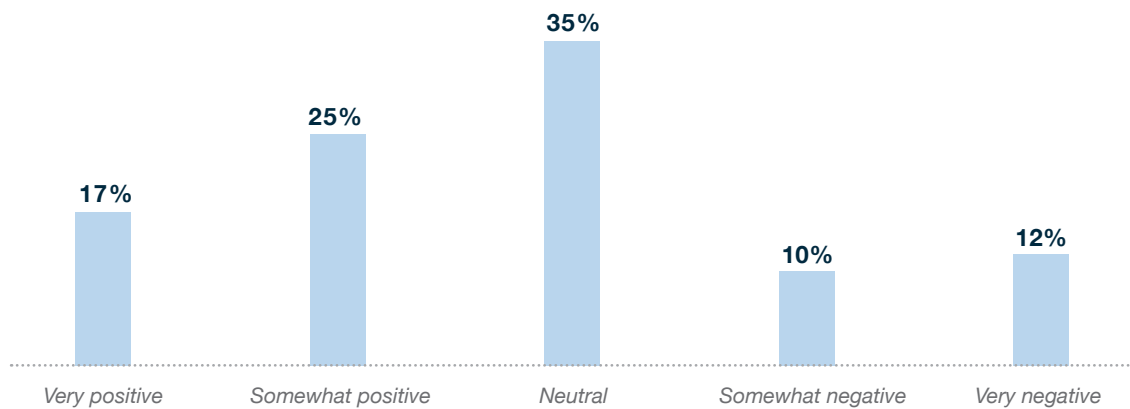


Survey Questions & Answers.

21 How do you feel about sports betting, particularly online sports gambling?

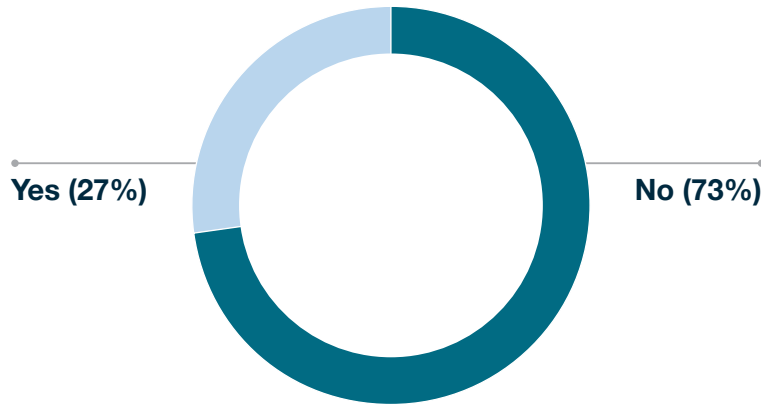


22 How do you feel about sports betting, particularly online sports gambling?
(Among only Christian and Catholic Respondents)

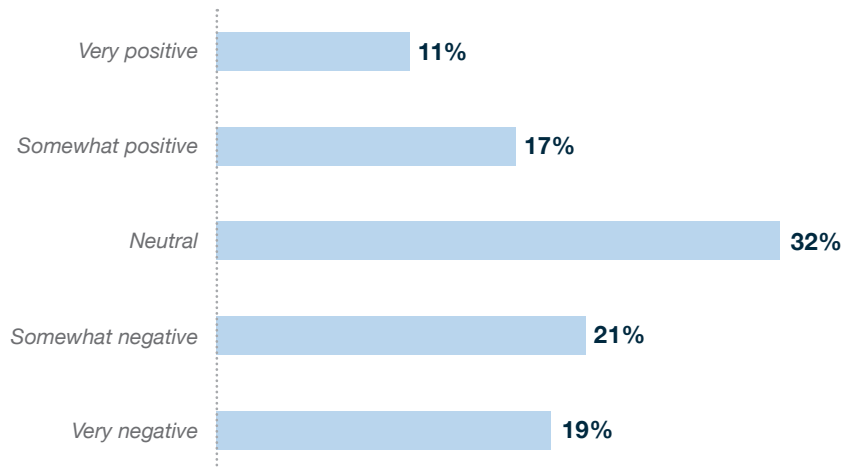


Survey Questions & Answers.

- 23** Do you personally know someone who has been negatively impacted by sports betting? (e.g. lost significant money, tried to quit, harmed relationships, etc.)

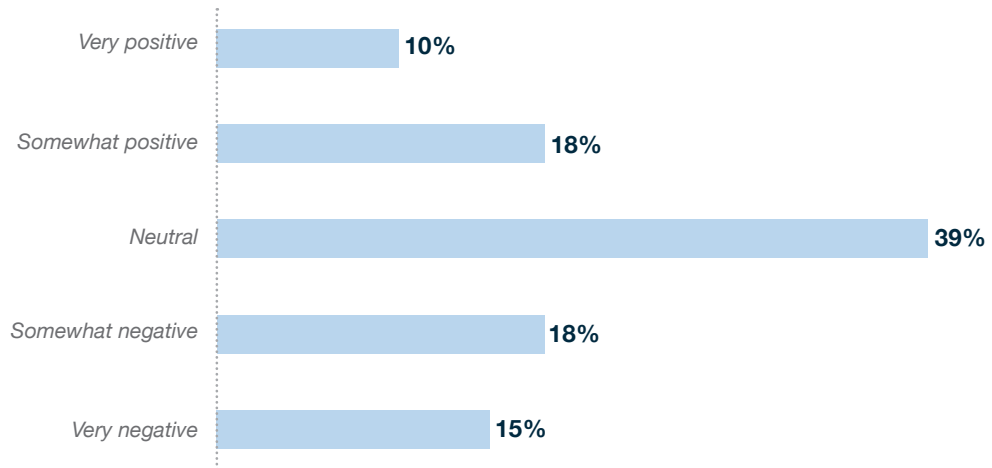


- 24** How do you feel about sports gambling being integrated into live sports broadcasts?



Survey Questions & Answers.

25 How do you feel about sports gambling advertising on news/analysis websites?



Profile.

Age Groups	18-29 (15%), 30-41 (22%), 42-53 (23%), 54-65 (22%), 66+ (19%)
Gender	57% Male, 43% Female
Ethnicity	76% White/Caucasian, 14% Black/African American, 13% Hispanic/Latino(a), 4% Asian/Asian-American, Pacific Islander, 2% Native American
Region	19% Northeast, 19% Central South, 22% Southeast, 23% Midwest, 18% West
Income	51% Under \$75,000, 19% \$75,000 - \$99,999, 17% \$100,000 - \$149,999, 12% \$150,000 or more
Religious Faith	32% Christian - Catholic, 41% Christian - all others, 3% Jewish, 1% Muslim, 1% Buddhist, 0% Hindu, 3% Other Faith, 4% Agnostic, 3% Atheist, 12% No Religious Faith
Importance of Faith	31% Extremely Important, 30% Very Important, 22% Somewhat Important, 9% Not Very Important, 8% Not at All Important (among those with a religious faith)
Rate of Watching Sports	26% Daily, 34% 3-6 Days a Week, 31% 1-2 Days a Week, 8% A Few Times a Month
Highest Education	2% Some High School, 20% High School Diploma/GED, 12% Associate's or Technical Degree, 22% Some College, 31% Bachelor's Degree, 13% Postgraduate Degree
Area Live in	28% Urban/City, 52% Suburban, 14% Rural, 5% Small Town
Marital Status	43% Married, 14% In a Committed Relationship, 26% Single/Not in a Relationship, 12% Divorced or Separated, 4% Widowed
Children Under 18	67% None, 28% 1-2, 4% 3-4
Children Over 18	61% None, 27% 1-2, 10% 3-4, 2% 5 or More
Party Preference	35% Democratic, 40% Republican, 22% Independent, 2% Other Party

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About Sports Spectrum

is a resource for sports information about athletes and other sports figures from a Christian perspective, featuring regular devotionals, podcast episodes, videos and more.

www.SportsSpectrum.com

SPORTS SPECTRUM

About Pinkston

Pinkston is a full service branding, marketing, and communications agency that offers an integrated collection of strategic capabilities, including public relations, brand identity, research, video production, and web development, among other services.

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