



Indy Sports Poll

Sport Innovation Institute at IUPUI

Method: The SII collected 500 survey responses from sports fans residing in Central Indiana in mid-July, 2017

Overall Feelings about Sports Leagues		
League	Mean	Std. Dev
NFL	4.47	0.819
Sports in general	4.26	0.684
Summer Olympics	4.16	0.943
College basketball	4.1	0.94
College football	4.04	0.92
MLB	3.76	1.039
NBA	3.67	1.08
Gymnastics	3.59	1.025
IndyCar	3.52	1.13
Swimming	3.44	0.93
Figure skating	3.27	1.09
NHL	3.19	1.07
NASCAR	3.18	1.17
Women's Intl. Soccer	3.17	1.05
WNBA	3.14	1.01
Men's Int. Soccer	3.03	1
ATP	3.02	0.99
PGA	3.01	1.16
WTA	3	1.01
Men's Pro Soccer (MLS)	2.98	0.96
Women's Pro Soccer	2.91	0.97
LPGA	2.74	0.99
UFC	2.73	1.2
WWE	2.41	1.17

**5 point scale
Please rate your feelings about the following:*

Favorite Leagues		
League	N	Pct
NFL	159	31.8
College basketball	59	11.8
MLB	37	7.4
Sports in general	34	6.8
College football	29	5.8
Summer Olympics	27	5.4
NBA	27	5.4
NASCAR	23	4.6
NHL	20	4
Gymnastics	14	2.8
PGA	12	2.4
Other	10	2
Swimming	9	1.8
ATP	6	1.2
Figure skating	6	1.2
UFC	6	1.2
Men's Int. Soccer	4	0.8
WWE	4	0.8
WNBA	3	0.6
Women's Int. Soccer	3	0.6
WTA	2	0.4
Men's Pro Soccer	2	0.4
Women's Pro Soccer	2	0.4

**Select 1
Which is your favorite sport?*

Fandom		
League	N	Pct
NFL	372	74.4
Summer Olympics	292	58.4
College football	268	53.6
College basketball	262	52.4
MLB	202	40.4
NBA	197	39.4
IndyCar	176	35.2
Gymnastics	162	32.4
NASCAR	136	27.2
Figure skating	117	23.4
NHL	94	18.8
UFC	67	13.4
WNBA	59	11.8
Men's Int. Soccer	54	10.8
ATP	51	10.2
WTA	49	9.8
Women's Int. Soccer	45	9
WWE	42	8.4
LPGA	34	6.8
MLS	27	5.4
Women's Pro Soccer	25	5

**Select all that apply
Which of the following do you consider yourself a fan*



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Overall feelings about Hometown Teams		
Team	Mean	Std. Dev
Colts	4.36	0.937
Butler basketball	3.97	0.866
Indy 500	3.95	1.06
Pacers	3.94	0.94
Indians	3.94	0.83
IU Basketball	3.73	1.13
Notre Dame FB	3.64	1.1
IU Football	3.62	1.03
Brickyard 400	3.61	1.14
Notre Dame BB	3.48	1.06
Indiana Fever	3.45	0.88
Purdue Football	3.34	1.12
Purdue Basketball	3.33	1.14
Fuel	3.32	0.88
Indy Eleven	3.27	0.901
Naptown Roller Girls	3.09	0.843

**5 point scale
Please rate your feelings about the following:*

Favorite Hometown Teams		
Team	N	Pct
Colts	221	45.8
IU Basketball	54	11.2
Pacers	45	9.3
Indy 500	29	6
Butler basketball	28	5.8
Notre Dame FB	22	4.6
Purdue Basketball	17	3.5
Brickyard 400	16	3.3
Indians	10	2.1
Fuel	10	2.1
Naptown Roller Girls	6	1.2
Indy Eleven	6	1.2
Indiana Fever	5	1
IU Football	5	1
Other	4	0.8
None	3	0.6
Notre Dame BB	2	0.4

**Select 1
Which is your favorite sport?*

Hometown Fandom		
Team	N	Pct
Colts	386	77.2
Pacers	249	49.8
Indy 500	221	44.2
IU basketball	190	38
Butler basketball	181	36.2
Indy Indians	170	34
Notre Dame FB	145	29
Brickyard 400	140	28
IU football	137	27.4
Purdue football	99	19.8
Purdue basketball	98	19.6
Notre Dame BB	84	16.8
Fever	81	16.2
Fuel	44	8.8
Eleven	40	8
Naptown Roller Girls	31	6.2
None	17	3.4

**Select all that apply
Which of the following do you consider yourself a fan*