



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Ipsos What the Future: Fandom Survey

#### Topline Findings

**New York, April 28, 2025** — *These are the findings of an Ipsos poll conducted between January 31 – February 3, 2025, for the [What the Future: Fandom issue](#). For this survey, a sample of 1,112 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.6 percentage points for all respondents.*

**For full results, please refer to the following annotated questionnaire:**

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### Full Annotated Questionnaire

1. What kinds of things do you consider yourself a fan of? Select all that apply.

#### Total Open Summary

	<b>Total (N=1,112)</b>
Movies/TV shows	71%
Books/literature	44%
Pop culture (e.g., music, movies, TV, art, fashion)	42%
Pro sports	38%
Specific brands (e.g., Apple, Nike)	33%
Video games	33%
Specific causes (e.g., animal rights, disease research)	29%
College/amateur sports	25%
Specific athletes	24%
Celebrities	22%
Specific influencers on social media	18%
Specific professions (e.g., chefs, doctors, economists)	18%
Political figures	15%
Clubs and Subcultures (e.g., anime, quilters, Daughters of the American Revolution)	12%
Other	3%
None of the above	8%

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*\*Questions 2 – 9 were asked to those that did not select “None of the above” in Q1*

2. Do you belong to any of the following communities related to your fandom(s): Select all that apply.

	<b>Total (N=1,020)</b>
Social media group (e.g., Facebook group, Discord server)	43%
In-person meet-up group/attending live events	14%
Fantasy sports league(s)	14%
Financial supporter (e.g., Patreon, donor, investor, patron)	12%
Livestream	12%
Fan art/fan fiction	10%
Official fan club	7%
Collector groups	7%
Booster club	3%
Other	1%
None of these	42%

3. How important, if at all, are the following aspects to you personally for expressing your fandom?

### Total Important Summary

	<b>Total</b>
Attending in-person events	55%
Buying merchandise or apparel	55%
Following and sharing content on social media	51%
Feeling a sense of belonging within the fanbase	50%
Collecting memorabilia	49%
Financially supporting creators/communities	39%
Attending virtual events	35%
Creating content on social media	31%
Betting	26%

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3. How important, if at all, are the following aspects to you personally for expressing your fandom?  
(Continued)

a. Following and sharing content on social media

	Total
Very important	20%
Somewhat important	31%
Not very important	22%
Not important at all	23%
Don't know/Not applicable	4%
<i>Important (Net)</i>	<i>51%</i>
<i>Not Important (Net)</i>	<i>45%</i>

b. Creating content on social media

	Total
Very important	10%
Somewhat important	21%
Not very important	27%
Not important at all	36%
Don't know/Not applicable	6%
<i>Important (Net)</i>	<i>31%</i>
<i>Not Important (Net)</i>	<i>63%</i>

c. Buying merchandise or apparel

	Total
Very important	19%
Somewhat important	36%
Not very important	26%
Not important at all	16%
Don't know/Not applicable	4%
<i>Important (Net)</i>	<i>55%</i>
<i>Not Important (Net)</i>	<i>41%</i>

d. Attending virtual events

	Total
Very important	9%
Somewhat important	26%
Not very important	28%
Not important at all	30%
Don't know/Not applicable	6%
<i>Important (Net)</i>	<i>35%</i>
<i>Not Important (Net)</i>	<i>59%</i>

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3. How important, if at all, are the following aspects to you personally for expressing your fandom?  
(Continued)

e. Attending in-person events

	Total
Very important	20%
Somewhat important	36%
Not very important	24%
Not important at all	16%
Don't know/Not applicable	5%
<i>Important (Net)</i>	<i>55%</i>
<i>Not Important (Net)</i>	<i>40%</i>

f. Collecting memorabilia

	Total
Very important	15%
Somewhat important	34%
Not very important	25%
Not important at all	21%
Don't know/Not applicable	5%
<i>Important (Net)</i>	<i>49%</i>
<i>Not Important (Net)</i>	<i>46%</i>

g. Financially supporting creators/communities

	Total
Very important	12%
Somewhat important	27%
Not very important	26%
Not important at all	28%
Don't know/Not applicable	6%
<i>Important (Net)</i>	<i>39%</i>
<i>Not Important (Net)</i>	<i>54%</i>

h. Feeling a sense of belonging within the fanbase

	Total
Very important	19%
Somewhat important	31%
Not very important	24%
Not important at all	20%
Don't know/Not applicable	6%
<i>Important (Net)</i>	<i>50%</i>
<i>Not Important (Net)</i>	<i>44%</i>

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3. How important, if at all, are the following aspects to you personally for expressing your fandom?  
(Continued)

i. Betting

	Total
Very important	10%
Somewhat important	16%
Not very important	17%
Not important at all	48%
Don't know/Not applicable	10%
<i>Important (Net)</i>	<i>26%</i>
<i>Not Important (Net)</i>	<i>64%</i>

4. How much do you agree or disagree with the following?

Total Agree Summary

	Total
Female athletes deserve the same share of sports and advertising revenue that male athletes get	67%
Being a fan of something is a positive part of my life	62%
<b>[ASKED OF PARENTS]</b> I try to encourage my kids to be fans of things I'm fans of	54%
I have met close friends because they are fans of the things I'm a fan of	47%
Women's sports are as exciting to watch as men's sports	47%
I feel a sense of belonging within the fan communities I am part of	46%
I am more likely to buy products or services from companies that sponsor things I'm a fan of	45%
I wish more brands would sponsor the things I'm a fan of	40%
I'd like to see more TV coverage of "niche" sports like softball, lacrosse, pickleball, etc.	30%
I find it hard to find merchandise or apparel to express my fandom	21%

## PUBLIC POLL FINDINGS AND METHODOLOGY

4. How much do you agree or disagree with the following? *(Continued)*

a. I feel a sense of belonging within the fan communities I am part of

	Total
Strongly agree	18%
Somewhat agree	28%
Neither agree nor disagree	34%
Somewhat disagree	8%
Strongly disagree	9%
Don't know	3%
<b>Agree (Net)</b>	<b>46%</b>
<b>Disagree (Net)</b>	<b>17%</b>

b. I am more likely to buy products or services from companies that sponsor things I'm a fan of

	Total
Strongly agree	17%
Somewhat agree	28%
Neither agree nor disagree	32%
Somewhat disagree	11%
Strongly disagree	11%
Don't know	1%
<b>Agree (Net)</b>	<b>45%</b>
<b>Disagree (Net)</b>	<b>22%</b>

c. I wish more brands would sponsor the things I'm a fan of

	Total
Strongly agree	13%
Somewhat agree	27%
Neither agree nor disagree	41%
Somewhat disagree	7%
Strongly disagree	9%
Don't know	3%
<b>Agree (Net)</b>	<b>40%</b>
<b>Disagree (Net)</b>	<b>16%</b>

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### 4. How much do you agree or disagree with the following? *(Continued)*

#### d. I find it hard to find merchandise or apparel to express my fandom

	<b>Total</b>
Strongly agree	5%
Somewhat agree	15%
Neither agree nor disagree	31%
Somewhat disagree	22%
Strongly disagree	22%
Don't know	5%
<i>Agree (Net)</i>	<i>21%</i>
<i>Disagree (Net)</i>	<i>44%</i>

#### e. **[ASKED OF PARENTS]** I try to encourage my kids to be fans of things I'm fans of

	<b>Total (N=292)</b>
Strongly agree	21%
Somewhat agree	33%
Neither agree nor disagree	26%
Somewhat disagree	12%
Strongly disagree	6%
Don't know	2%
<i>Agree (Net)</i>	<i>54%</i>
<i>Disagree (Net)</i>	<i>18%</i>

#### f. Being a fan of something is a positive part of my life

	<b>Total</b>
Strongly agree	23%
Somewhat agree	38%
Neither agree nor disagree	25%
Somewhat disagree	5%
Strongly disagree	7%
Don't know	1%
<i>Agree (Net)</i>	<i>62%</i>
<i>Disagree (Net)</i>	<i>12%</i>



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4. How much do you agree or disagree with the following? *(Continued)*

g. I have met close friends because they are fans of the things I'm a fan of

	Total
Strongly agree	18%
Somewhat agree	28%
Neither agree nor disagree	21%
Somewhat disagree	16%
Strongly disagree	15%
Don't know	2%
<i>Agree (Net)</i>	<i>47%</i>
<i>Disagree (Net)</i>	<i>31%</i>

h. Women's sports are as exciting to watch as men's sports

	Total
Strongly agree	21%
Somewhat agree	26%
Neither agree nor disagree	26%
Somewhat disagree	11%
Strongly disagree	13%
Don't know	4%
<i>Agree (Net)</i>	<i>47%</i>
<i>Disagree (Net)</i>	<i>24%</i>

i. Female athletes deserve the same share of sports and advertising revenue that male athletes get

	Total
Strongly agree	42%
Somewhat agree	25%
Neither agree nor disagree	16%
Somewhat disagree	7%
Strongly disagree	8%
Don't know	2%
<i>Agree (Net)</i>	<i>67%</i>
<i>Disagree (Net)</i>	<i>15%</i>

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4. How much do you agree or disagree with the following? *(Continued)*

j. I'd like to see more TV coverage of "niche" sports like softball, lacrosse, pickleball, etc.

	Total
Strongly agree	11%
Somewhat agree	19%
Neither agree nor disagree	31%
Somewhat disagree	16%
Strongly disagree	20%
Don't know	3%
<i>Agree (Net)</i>	<i>30%</i>
<i>Disagree (Net)</i>	<i>36%</i>

5. Which of the following best describes your level of engagement with fan communities online?

	Total
Very active (participate daily)	7%
Active (participate several times a week)	17%
Moderate (participate weekly)	22%
Occasional (participate monthly or less)	22%
Not active (do not participate)	32%
<i>Very Active/Active/Moderate (Net)</i>	<i>46%</i>

6. How did you become a fan of the things you're a fan of?

	Total
My friends/family got me into it	37%
I read, watched or listened to content about it	34%
I found it on my own	31%
I watched or attended a live event	22%
I do/used to participate in that activity	19%
It's related to a place I live/lived, or have a connection to	19%
I was inspired by someone in particular (like an athlete or influencer)	15%
I collect things based on the activity	13%
It's related to an experience I had with the person/object of my fandom	11%
Other	*
Don't know/Don't remember	10%

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7. From the following list, please rank the top barriers that have limited your access to fandom opportunities. Please rank them from 1 to 7, where 1 means it is the biggest barrier that has limited your access the most, and 7 means it is the least impactful barrier.

### Mean Summary

	Total
Cost (tickets, travel, other expenses)	2.5
Travel distance	3
Time constraints	3.6
Availability of events	3.8
Safety concerns at events	4.5
Toxicity/negativity within the community	5
Community isn't welcoming to someone like me	5.6

8. Does your child/children participate in an activity where audiences or fans are part of the community in any of the following settings? Select all that apply.

### Base: Asked of Parents

	Total (N=292)
Participate through school team	45%
Participate informally with friends	38%
Participate through community, recreational or religious group	29%
Train on their own	21%
Have private coaches or group lessons	20%
Other	3%
My child/children does not/do not participate in any activities	25%

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9. To what extent, if at all, would you consider yourself a fan of the following:

### A Big/A Moderate Fan Summary

	Total
Snoop Dogg	33%
Taylor Swift	25%
LeBron James	25%
Mr. Beast	17%
BTS	8%

#### a. Taylor Swift

	Total
A big fan	10%
A moderate fan	15%
A little bit of a fan	23%
Not a fan	51%
Never heard of	1%
<i>A Big/A Moderate Fan (Net)</i>	<i>25%</i>

#### b. Mr. Beast

	Total
A big fan	7%
A moderate fan	10%
A little bit of a fan	13%
Not a fan	38%
Never heard of	31%
<i>A Big/A Moderate Fan (Net)</i>	<i>17%</i>

#### c. LeBron James

	Total
A big fan	12%
A moderate fan	13%
A little bit of a fan	23%
Not a fan	50%
Never heard of	2%
<i>A Big/A Moderate Fan (Net)</i>	<i>25%</i>

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9. To what extent, if at all, would you consider yourself a fan of the following: *(Continued)*

d. BTS

	Total
A big fan	4%
A moderate fan	4%
A little bit of a fan	13%
Not a fan	40%
Never heard of	40%
<i>A Big/A Moderate Fan (Net)</i>	<i>8%</i>

e. Snoop Dogg

	Total
A big fan	14%
A moderate fan	19%
A little bit of a fan	26%
Not a fan	39%
Never heard of	2%
<i>A Big/A Moderate Fan (Net)</i>	<i>33%</i>

10. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right.

	Total (N=1,020)
I would not be willing to pay for specific channels, platforms or apps on the things I'm a fan of in order to get it	55%
I would be willing to pay for specific channels, platforms or apps on the things I'm a fan of in order to get it	45%

	Total
My fandom is a personal/singular activity just for me	60%
I find a sense of belonging or community because of my fandom	40%

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10. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right. (*Continued*)

[ASKED OF PARENTS]	Total (N=292)
I would take my child/children to more arts, sports or entertainment if it were free	62%
I would only take my child/children to arts, sports or entertainment that I like, regardless of price	38%

	Total
I am not willing to pay for top-level fan experiences through a brand purchase	69%
I am willing to pay for top-level fan experiences through a brand purchase	31%

	Total
I am comfortable expressing my fandom on social media	60%
I don't feel comfortable expressing my fandom on social media	40%

	Total
Fan experiences are getting too commercial	61%
I think brands make fan experiences more enjoyable	39%

	Total
I have money left over after paying bills to enjoy life	59%
I live paycheck to paycheck	41%

	Total
I can control how much screen time I spend	67%
Life is too dominated by screens	33%



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### About the Study

These are some of the findings of an Ipsos poll conducted between January 31 – February 3, 2025. For this survey, a sample of 1,112 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from [Ipsos' online panel](#), [partner online panel sources](#), and “river” [sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2023 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.6 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ( $n=1,112$ ,  $DEFF=1.5$ , adjusted Confidence Interval= $\pm 5.1$  percentage points).

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### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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**GAME CHANGERS**

