



TOPLINE & METHODOLOGY

Ipsos Sports Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
 Interview dates: February 14-16, 2025
 Number of interviews: 1,026
 Number of sports fan interviews: 698

Margin of error: +/- 3.2 percentage points at the 95% confidence level for all respondents
 Margin of error: +/- 3.9 percentage points at the 95% confidence level for sports fan respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

Annotated Questionnaire:

1. Did you personally play any of the following sports at any point in 2024?

Yes Summary

	Total 2025 (N=1,026)	Fan 2025 (N=698)
Cornhole	21%	25%
Swimming	19%	22%
Bowling	19%	23%
Cycling	13%	15%
Golf	12%	16%
Basketball	11%	14%
Pickleball	10%	12%
Tennis	8%	10%
Volleyball	7%	9%
Baseball/Softball	7%	10%
Soccer	7%	9%
Contact sports (i.e., boxing, football, hockey, MMA, wrestling)	5%	7%
Esports	4%	5%
Track and Field	4%	5%
Motor Racing	3%	3%
Gymnastics	3%	3%





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1. Did you personally play any of the following sports at any point in 2024?* (Continued)

	Total 2025 (N=1,026)	Fan 2025 (N=698)	Total 2024 (N=1,039)	Fan 2024 (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Cornhole	21%	25%	20%	26%	20%	25%
Swimming	19%	22%	20%	26%	18%	21%
Bowling	19%	23%	18%	22%	19%	23%
Cycling	13%	15%	14%	17%	15%	17%
Golf	12%	16%	11%	15%	9%	12%
Basketball	11%	14%	11%	14%	10%	13%
Pickleball	10%	12%	6%	8%	4%	6%
Tennis	8%	10%	4%	6%	5%	7%
Volleyball	7%	9%	6%	8%	6%	7%
Baseball/Softball	7%	10%	5%	6%	5%	7%
Soccer	7%	9%	4%	5%	6%	7%
Contact sports (i.e., boxing, football, hockey, MMA, wrestling)	5%	7%	5%	7%	4%	5%
Esports	4%	5%	4%	5%	4%	4%
Track and Field	4%	5%	4%	4%	4%	5%
Motor Racing	3%	3%	2%	3%	2%	2%
Gymnastics	3%	3%	2%	2%	1%	2%

*In 2024, this question was asked as, "Did you personally play any of the following sports at any point in 2023?"

*In 2023, this question was asked as, "Did you personally play any of the following sports at any point in 2022?"

a. Baseball/Softball

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	7%	10%	5%	6%	5%	7%
No	91%	90%	94%	94%	95%	92%
Skipped	2%	1%	1%	*	1%	1%

b. Basketball

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	11%	14%	11%	14%	10%	13%
No	87%	85%	88%	85%	90%	86%
Skipped	2%	1%	1%	*	1%	1%

c. Bowling

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	19%	23%	18%	22%	10%	23%
No	79%	76%	81%	77%	90%	77%
Skipped	1%	*	1%	*	1%	1%





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1. Did you personally play any of the following sports at any point in 2024 (Continued)

d. Contact sports (i.e., boxing, football, hockey, MMA, wrestling)

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	5%	7%	5%	7%	4%	5%
No	93%	93%	95%	93%	95%	94%
Skipped	2%	1%	*	*	1%	1%

e. Cornhole

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	21%	25%	20%	26%	20%	25%
No	78%	74%	79%	74%	79%	74%
Skipped	2%	1%	1%	*	1%	1%

f. Cycling

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	13%	15%	14%	17%	15%	17%
No	86%	84%	85%	83%	84%	82%
Skipped	2%	1%	1%	*	1%	1%

g. Golf

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	12%	16%	11%	15%	9%	12%
No	87%	84%	88%	85%	90%	87%
Skipped	1%	*	1%	1%	1%	1%

h. Gymnastics

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	3%	3%	2%	2%	1%	2%
No	95%	96%	97%	97%	98%	97%
Skipped	2%	1%	1%	1%	1%	1%

i. Motor Racing

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	3%	3%	2%	3%	2%	2%
No	95%	95%	97%	97%	98%	97%
Skipped	2%	1%	1%	*	1%	1%

j. Pickleball

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	10%	12%	6%	8%	4%	6%
No	88%	87%	93%	92%	95%	93%
Skipped	2%	1%	1%	1%	1%	1%





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1. Did you personally play any of the following sports at any point in 2024? (Continued)

k. Esports

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	4%	5%	4%	5%	4%	4%
No	94%	94%	95%	95%	96%	96%
Skipped	2%	1%	*	*	1%	1%

l. Soccer

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	7%	9%	4%	5%	6%	7%
No	92%	90%	95%	95%	94%	92%
Skipped	2%	1%	1%	*	1%	1%

m. Swimming

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	19%	22%	20%	26%	18%	21%
No	80%	78%	79%	74%	81%	78%
Skipped	1%	1%	1%	1%	1%	*

n. Tennis

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	8%	10%	4%	6%	5%	7%
No	91%	89%	95%	94%	94%	93%
Skipped	2%	1%	1%	*	*	*

o. Track and Field

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	4%	5%	4%	4%	4%	5%
No	94%	94%	96%	96%	96%	94%
Skipped	2%	1%	0%	*	1%	1%

p. Volleyball

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	7%	9%	6%	8%	6%	7%
No	91%	90%	93%	92%	93%	92%
Skipped	2%	1%	1%	1%	1%	1%





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2. Did you participate in any of the following activities in 2024?*

Yes Summary

	Total 2025	Fan 2025
Go to a live sporting event in person	33%	42%
Subscribed to a new streaming service so you could watch a sporting event	17%	21%
Make a casual bet on a live sporting event with friends/family	14%	16%
Watch an esports event, either through streaming or in-person	14%	16%
Participate in a free fantasy sports league	12%	15%
Placed an official bet on a live sporting event, online or on an app	11%	13%
Participate in a paid fantasy sports league	9%	10%
Make a casual bet on an esports event with friends/family	7%	7%
Placed an official bet on a live sporting event, in person	7%	7%
Placed an official bet on an esports event (online or in person)	6%	6%

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Go to a live sporting event in person	33%	42%	30%	39%	29%	38%
Make a casual bet on a live sporting event with friends/family	14%	16%	13%	17%	11%	15%
Watch an esports event, either through streaming or in-person	14%	16%	12%	15%	13%	16%
Participate in a free fantasy sports league	12%	15%	8%	11%	10%	12%
Placed an official bet on a live sporting event, online or on an app	11%	13%	7%	10%	8%	9%
Participate in a paid fantasy sports league	9%	10%	6%	8%	6%	8%
Make a casual bet on an esports event with friends/family	7%	7%	3%	4%	5%	6%
Placed an official bet on a live sporting event, in person	7%	7%	3%	5%	4%	4%
Placed an official bet on an esports event (online or in person)	6%	6%	3%	3%	3%	3%

*Note: In 2024, this question was asked as, "Did you participate in any of the following activities in 2023?"

*Note: In 2023, this question was asked as, "Did you participate in any of the following activities in 2022?"





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2. Did you participate in any of the following activities in 2024? (Continued)

a. Go to a live sporting event in person

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	33%	42%	30%	39%	29%	38%
No	66%	58%	70%	61%	70%	61%
Skipped	1%	1%	*	-	1%	*

b. Watch an esports event, either through streaming or in-person

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	14%	16%	12%	15%	13%	16%
No	85%	83%	88%	84%	86%	84%
Skipped	1%	*	1%	*	*	*

c. Make a casual bet on a live sporting event with friends/family

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	14%	16%	13%	17%	11%	15%
No	85%	83%	86%	82%	88%	85%
Skipped	2%	1%	2%	1%	1%	*

d. Make a casual bet on an esports event with friends/family

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	7%	7%	3%	4%	5%	6%
No	92%	93%	96%	96%	94%	94%
Skipped	1%	1%	1%	*	*	*

e. Placed an official bet on a live sporting event, online or on an app

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	11%	13%	7%	10%	8%	9%
No	87%	86%	92%	90%	92%	90%
Skipped	1%	*	1%	*	*	*

f. Placed an official bet on a live sporting event, in person

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	7%	7%	3%	5%	4%	4%
No	91%	92%	96%	95%	95%	96%
Skipped	2%	1%	1%	*	1%	*

g. Placed an official bet on an esports event (online or in person)

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	6%	6%	3%	3%	3%	3%
No	92%	93%	97%	96%	96%	97%
Skipped	1%	1%	1%	*	*	*





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2. Did you participate in any of the following activities in 2024? (Continued)

h. Participate in a free fantasy sports league

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	12%	15%	8%	11%	10%	12%
No	86%	84%	91%	89%	89%	87%
Skipped	2%	*	1%	1%	1%	1%

i. Participate in a paid fantasy sports league

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	9%	10%	6%	8%	6%	8%
No	90%	89%	94%	92%	93%	92%
Skipped	1%	1%	1%	*	*	*

j. Subscribed to a new streaming service so you could watch a sporting event

	Total 2025	Fan 2025
Yes	17%	21%
No	81%	78%
Skipped	2%	*

3. Do you consider yourself to be a fan of the following sports?

Yes Summary

	Total 2025	Fan 2025
Professional football (NFL)	45%	67%
Baseball (MLB)	34%	51%
College football (NCAA)	32%	48%
Men's basketball (NBA, NCAAM)	29%	43%
Hockey	19%	28%
Women's basketball (WNBA, NCAAW, Unrivaled)	15%	22%
Motor racing	15%	23%
Boxing	14%	21%
Golf (PGA Tour, LIV Tour, LPGA Tour)	14%	21%
Tennis	13%	20%
U.S. soccer (MLS, NWSL)	12%	18%
International soccer (i.e., EPL, La Liga, Bundesliga, etc)	12%	18%
Mixed Martial Arts (MMA)	10%	16%
Pickleball	7%	10%





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3. Do you consider yourself to be a fan of the following sports? (Continued)

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Professional football (NFL)	45%	67%	45%	66%	44%	64%
Baseball (MLB) ^{***}	34%	51%	31%	46%	31%	46%
College football (NCAA)	32%	48%	30%	44%	29%	43%
Men's basketball (NBA, NCAAM)	29%	43%	N/A	N/A	N/A	N/A
Hockey	19%	28%	17%	26%	18%	26%
Women's basketball (WNBA, NCAAW, Unrivaled)	15%	22%	N/A	N/A	N/A	N/A
Motor racing	15%	23%	15%	21%	13%	19%
Boxing	14%	21%	14%	21%	12%	18%
Golf (PGA Tour, LIV Tour, LPGA Tour) ^{**}	14%	21%	13%	19%	11%	17%
Tennis	13%	20%	14%	21%	12%	18%
International soccer (i.e., EPL, La Liga, Bundesliga, etc)	12%	18%	10%	14%	N/A	N/A
U.S. soccer (MLS, NWSL)	12%	18%	9%	13%	N/A	N/A
Mixed Martial Arts (MMA)	10%	16%	12%	18%	10%	15%
Pickleball	7%	10%	5%	8%	4%	5%
Professional basketball (NBA, WNBA) [*]	N/A	N/A	24%	35%	24%	34%
College basketball (NCAA) ^{****}	N/A	N/A	23%	33%	23%	34%
Soccer ^{*****}	N/A	N/A	N/A	N/A	17%	24%

**Note: In 2023, this option was asked as, "Professional basketball (NBA)"; This option was asked in 2023 and 2024, but not in 2025.*

***Note: In 2023, this option was asked as, "Golf"*

****Note: Prior to 2025, this option was asked as "Baseball"*

*****Note: This option was asked in 2023 and 2024, but not in 2025.*

******Note: This option was asked in 2023, but not in 2024 and 2025.*

a. Baseball (MLB)^{*}

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	34%	51%	31%	46%	31%	46%
No	64%	48%	68%	54%	68%	54%
Skipped	2%	*	1%	*	*	*

**Note: Prior to 2025, this option was asked as "Baseball"*

b. Men's basketball (NBA, NCAAM)

	Total 2025	Fan 2025
Yes	29%	43%
No	69%	56%
Skipped	2%	*



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3. Do you consider yourself to be a fan of the following sports? (Continued)

c. Women's basketball (WNBA, NCAAW, Unrivaled)

	Total 2025	Fan 2025
Yes	15%	22%
No	83%	77%
Skipped	2%	*

d. Boxing

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	14%	21%	14%	21%	12%	18%
No	84%	78%	85%	79%	87%	82%
Skipped	2%	1%	1%	*	1%	*

e. College football (NCAA)

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	32%	48%	30%	44%	29%	43%
No	66%	52%	70%	56%	70%	57%
Skipped	2%	*	1%	-	*	*

f. Professional football (NFL)

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	45%	67%	45%	66%	44%	64%
No	54%	33%	55%	34%	56%	36%
Skipped	1%	*	1%	*	*	*

g. Hockey

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	19%	28%	17%	26%	18%	26%
No	80%	72%	82%	74%	82%	74%
Skipped	2%	1%	1%	*	*	*

h. Mixed Martial Arts (MMA)

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	10%	16%	12%	18%	10%	15%
No	88%	84%	87%	82%	89%	84%
Skipped	2%	1%	1%	*	*	*

i. Pickleball

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	7%	10%	5%	8%	4%	5%
No	91%	89%	94%	92%	96%	94%
Skipped	2%	1%	1%	*	1%	*



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3. Do you consider yourself to be a fan of the following sports? (Continued)

j. Tennis

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	13%	20%	14%	21%	12%	18%
No	85%	79%	85%	79%	87%	82%
Skipped	2%	1%	1%	1%	1%	*

k. Motor racing

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	15%	23%	15%	21%	13%	19%
No	83%	77%	85%	79%	86%	81%
Skipped	2%	1%	*	-	1%	*

l. Golf (PGA Tour, LIV Tour, LPGA Tour)

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	14%	21%	13%	19%	11%	17%
No	85%	79%	87%	81%	88%	83%
Skipped	2%	*	1%	*	1%	1%

m. U.S. soccer (MLS, NWSL)

	Total 2025	Fan 2025	Total 2024	Fan 2024
Yes	12%	18%	9%	13%
No	86%	81%	90%	86%
Skipped	2%	*	1%	*

n. International soccer (i.e., EPL, La Liga, Bundesliga, etc)

	Total 2025	Fan 2025	Total 2024	Fan 2024
Yes	12%	18%	10%	14%
No	86%	81%	90%	86%
Skipped	2%	1%	1%	*

4. **[Base: Fan of men's or women's basketball]** You previously indicated that you were a fan of basketball. Do you prefer watching college, professional, or both equally?

	Total 2025 (N=330)
College basketball	39%
Professional basketball	34%
Both equally	26%
Skipped	1%





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5. **[Base = If placed an official bet on a live sporting event in 2024]** You previously indicated that you placed an official bet on a live sporting event in 2024, either online or in-person. Have you placed a bet on the following professional sports/leagues?

Yes Summary

	Total 2025 (N=131)	Fan 2025 (N=107)
National Football League (NFL)	57%	68%
National Basketball Association (NBA)	39%	46%
NCAA Basketball (Men's college basketball)	33%	41%
NCAA Football (College football)	32%	39%
Major League Baseball (MLB)	20%	25%
Horse racing	18%	21%
Golf (i.e., PGA Tour, LIV Tour, LPGA Tour)	17%	21%
Soccer (i.e., MLS, EPL, Bundesliga, etc.)	14%	17%
Boxing	14%	17%
Women's National Basketball Association (WNBA)	13%	16%
NCAA Women's Basketball (College basketball)	11%	13%
An event in the Paris Olympics	10%	12%
Motor racing/F1/NASCAR	7%	9%





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5. **[Base = If placed an official bet on a live sporting event in 2024]** You previously indicated that you placed an official bet on a live sporting event in 2024, either online or in-person. Have you placed a bet on the following professional sports/leagues?* (Continued)

	Total 2025 (N=131)	Fan 2025 (N=107)	Total 2024 (N=82**)	Fan 2024 (N=78**)	Total 2023 (N=80**)	Fan 2023 (N=70**)
National Football League (NFL)	57%	68%	66%	69%	59%	67%
National Basketball Association (NBA)	39%	46%	36%	37%	34%	38%
NCAA Basketball (Men's College Basketball)****	33%	41%	34%	36%	28%	32%
NCAA Football (College Football)	32%	39%	33%	35%	30%	34%
Major League Baseball (MLB)	20%	25%	36%	38%	26%	27%
Horse racing	18%	21%	21%	22%	25%	27%
Golf (i.e., PGA Tour, LIV Tour, LPGA Tour)***	17%	21%	18%	19%	12%	12%
Soccer (i.e., MLS, EPL, Bundesliga, etc.)	14%	17%	14%	15%	14%	14%
Boxing	14%	17%	11%	12%	11%	11%
Women's National Basketball Association (WNBA)	13%	16%	N/A	N/A	N/A	N/A
NCAA Women's Basketball (College basketball)	11%	13%	N/A	N/A	N/A	N/A
An event in the Paris Olympics	10%	12%	N/A	N/A	N/A	N/A
Motor racing/F1/NASCAR	7%	9%	9%	9%	14%	15%

*Note: In 2024, this question was asked as, "You previously indicated that you placed an official bet on a live sporting event in 2023, either online or in-person. Have you placed a bet on the following professional sports/leagues?"

*Note: In 2023, this question was asked as, "You previously indicated that you placed an official bet on a live sporting event in 2022, either online or in-person. Have you placed a bet on the following professional sports/leagues?"

**Note: Low base size (N<100), interpret with caution

***Note: In 2023, this option was asked as, "Golf (i.e., PGA Tour, LIV Golf Tour)"

****Prior to 2025, this option was asked as "NCAA Basketball (College Basketball)"

a. National Football League (NFL)

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	57%	68%	66%	69%	59%	67%
No	43%	32%	33%	31%	39%	33%
Skipped	-	-	-	-	2%	-



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5. You previously indicated that you placed an official bet on a live sporting event in 2024, either online or in-person. Have you placed a bet on the following professional sports/leagues?*
- (Continued)

b. National Basketball Association (NBA)

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	39%	46%	36%	37%	34%	38%
No	61%	54%	64%	63%	66%	62%
Skipped	-	-	-	-	-	-

c. Major League Baseball (MLB)

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	20%	25%	36%	38%	26%	27%
No	80%	75%	64%	62%	74%	73%
Skipped	-	-	-	-	-	-

d. NCAA Football (College Football)

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	32%	39%	33%	35%	30%	34%
No	68%	61%	67%	65%	70%	66%
Skipped	-	-	-	-	-	-

e. NCAA Basketball (Men's College Basketball)*

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	33%	41%	34%	36%	28%	32%
No	67%	59%	65%	63%	72%	68%
Skipped	-	-	1%	1%	-	-

*Prior to 2025, this option was asked as "NCAA Basketball (College Basketball)"

f. Golf (i.e., PGA Tour, LIV Tour, LPGA Tour)

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	17%	21%	18%	19%	12%	12%
No	83%	79%	82%	81%	86%	86%
Skipped	-	-	-	-	2%	2%

g. Soccer (i.e., MLS, EPL, Bundesliga, etc.)

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	14%	17%	14%	15%	14%	14%
No	85%	83%	86%	85%	83%	84%
Skipped	1%	-	-	-	3%	2%

h. Boxing

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	14%	17%	11%	12%	11%	11%
No	86%	83%	89%	88%	87%	89%
Skipped	-	-	-	-	2%	-





TOPLINE & METHODOLOGY

5. You previously indicated that you placed an official bet on a live sporting event in 2024, either online or in-person. Have you placed a bet on the following professional sports/leagues?*
- (Continued)

i. Motor racing/F1/NASCAR

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	7%	9%	9%	9%	14%	15%
No	93%	91%	91%	91%	86%	85%
Skipped	-	-	-	-	-	-

j. Horse racing

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Yes	18%	21%	21%	22%	25%	27%
No	82%	79%	79%	78%	75%	73%
Skipped	-	-	-	-	-	-

k. Women's National Basketball Association (WNBA)

	Total 2025	Fan 2025
Yes	13%	16%
No	87%	84%
Skipped	-	-

l. NCAA Women's Basketball (College basketball)

	Total 2025	Fan 2025
Yes	11%	13%
No	89%	87%
Skipped	-	-

m. An event in the Paris Olympics

	Total 2025	Fan 2025
Yes	10%	12%
No	90%	88%
Skipped	-	-





TOPLINE & METHODOLOGY

6. [Base = If placed an official bet on a live sporting event or an esports event in 2024] In the past year, how often have you placed official bets on live sporting and/or esports events?

	Total 2025 (N=133)	Fan 2025 (N=109)	Total 2024 (N=86*)	Fan 2024 (N=81*)	Total 2023 (N=81*)	Fan 2023 (N=71**)
Just once	33%	24%	25%	22%	36%	32%
A few times a year	32%	37%	39%	40%	28%	32%
Once a month	2%	3%	9%	9%	9%	11%
2-3 times a month	11%	14%	8%	8%	7%	8%
Weekly	6%	7%	7%	7%	9%	10%
Multiple times per week or more	10%	12%	8%	9%	5%	6%
Skipped	6%	4%	5%	5%	7%	1%
<i>Just once/A few times a year/Once a month (Net)</i>	68%	63%	72%	71%	73%	75%
<i>Just once/A few times a year (Net)</i>	66%	61%	64%	62%	64%	64%
<i>2-3 times a month/Weekly/Multiple times per week or more (Net)</i>	27%	33%	23%	24%	20%	24%
<i>Weekly/Multiple times per week or more (Net)</i>	15%	19%	14%	15%	14%	16%

*Note: Low base size (N<100), interpret with caution

7. Does your city/metro area have a professional sports team in the following leagues?

Yes Summary

	Total 2025	Fan 2025
National Football League (NFL)	49%	58%
Major League Baseball (MLB)	45%	52%
National Basketball Association (NBA)	43%	48%
National Hockey League (NHL)	35%	42%
Major League Soccer (MLS, EPL, Bundesliga, etc.)	30%	37%
Women's National Basketball Association (WNBA)	19%	24%
National Women's Soccer League (NWSL)	13%	16%

- a. National Football League (NFL)

	Total 2025	Fan 2025
Yes	49%	58%
No	38%	36%
Skipped	12%	6%

- b. National Basketball Association (NBA)

	Total 2025	Fan 2025
Yes	43%	48%
No	40%	40%
Skipped	16%	12%





TOPLINE & METHODOLOGY

7. Does your city/metro area have a professional sports team in the following leagues? (*Continued*)

c. Women's National Basketball Association (WNBA)

	Total 2025	Fan 2025
Yes	19%	24%
No	47%	51%
Skipped	32%	25%

d. Major League Baseball (MLB)

	Total 2025	Fan 2025
Yes	45%	52%
No	39%	39%
Skipped	14%	8%

e. National Hockey League (NHL)

	Total 2025	Fan 2025
Yes	35%	42%
No	45%	45%
Skipped	19%	13%

f. Major League Soccer (MLS, EPL, Bundesliga, etc.)

	Total 2025	Fan 2025
Yes	30%	37%
No	42%	42%
Skipped	26%	20%

g. National Women's Soccer League (NWSL)

	Total 2025	Fan 2025
Yes	13%	16%
No	48%	50%
Skipped	38%	33%

8. **[Base: Has a professional sports team in city/nearest metro area]** How much of an impact, if any, do you think the professional sports team(s) in your city or nearest metro area have on the local economy?

	Total 2025 (N=645)	Fan 2025 (N=502)
Strongly positive impact	39%	44%
Slightly positive impact	41%	39%
No real impact either way	17%	15%
Slightly negative impact	2%	1%
Strongly negative impact	1%	1%
Skipped	*	*
<i>Positive impact (net)</i>	80%	83%
<i>Negative impact (net)</i>	2%	2%





TOPLINE & METHODOLOGY

9. How familiar are you, if at all, with the following?

Familiar Summary

	Total 2025	Fan 2025
This year's Super Bowl between the Kansas City Chiefs and Philadelphia Eagles	75%	87%
This year's upcoming Men's NCAA Basketball Tournament, also known as March Madness	47%	61%
The 2028 Summer Olympics, which will be hosted by Los Angeles	47%	56%
This year's upcoming Women's NCAA Basketball Tournament, also known as March Madness	34%	45%
The 2026 World Cup, most of which will be held in the U.S.	30%	39%
Unrivaled, a 3 on 3 women's basketball league that debuted in January 2025	9%	12%

a. Unrivaled, a 3 on 3 women's basketball league that debuted in January 2025

	Total 2025	Fan 2025
Very familiar	2%	2%
Somewhat familiar	7%	9%
Have heard of, but that's it	15%	19%
Have not heard of this	74%	69%
Skipped	1%	*
<i>Familiar (Net)</i>	<i>9%</i>	<i>12%</i>
<i>Not familiar (Net)</i>	<i>89%</i>	<i>88%</i>

b. This year's Super Bowl between the Kansas City Chiefs and Philadelphia Eagles

	Total 2025	Fan2025
Very familiar	51%	65%
Somewhat familiar	24%	23%
Have heard of, but that's it	17%	8%
Have not heard of this	7%	4%
Skipped	2%	*
<i>Familiar (Net)</i>	<i>75%</i>	<i>87%</i>
<i>Not familiar (Net)</i>	<i>24%</i>	<i>12%</i>

c. This year's upcoming Men's NCAA Basketball Tournament, also known as March Madness

	Total 2025	Fan 2025
Very familiar	23%	31%
Somewhat familiar	24%	30%
Have heard of, but that's it	29%	23%
Have not heard of this	22%	15%
Skipped	2%	1%
<i>Familiar (Net)</i>	<i>47%</i>	<i>61%</i>
<i>Not familiar (Net)</i>	<i>51%</i>	<i>39%</i>





TOPLINE & METHODOLOGY

9. How familiar are you, if at all, with the following? (*Continued*)

d. This year's upcoming Women's NCAA Basketball Tournament, also known as March Madness

	Total 2025	Fan 2025
Very familiar	13%	17%
Somewhat familiar	22%	28%
Have heard of, but that's it	31%	32%
Have not heard of this	32%	23%
Skipped	2%	*
<i>Familiar (Net)</i>	34%	45%
<i>Not familiar (Net)</i>	64%	55%

e. The 2026 World Cup, most of which will be held in the U.S.

	Total 2025	Fan 2025
Very familiar	11%	14%
Somewhat familiar	19%	25%
Have heard of, but that's it	32%	32%
Have not heard of this	36%	29%
Skipped	2%	*
<i>Familiar (Net)</i>	30%	39%
<i>Not familiar (Net)</i>	68%	61%

f. The 2028 Summer Olympics, which will be hosted by Los Angeles

	Total 2025	Fan 2025
Very familiar	19%	24%
Somewhat familiar	28%	32%
Have heard of, but that's it	31%	27%
Have not heard of this	21%	16%
Skipped	2%	*
<i>Familiar (Net)</i>	47%	56%
<i>Not familiar (Net)</i>	51%	44%





TOPLINE & METHODOLOGY

10. Regardless of how familiar you are with these events, how interested, if at all, are you in each of the following?

Interested Summary

	Total 2025	Fan 2025
The 2028 Summer Olympics, which will be hosted by Los Angeles	57%	69%
This year's Super Bowl between the Kansas City Chiefs and Philadelphia Eagles	54%	70%
This year's upcoming Men's NCAA Basketball Tournament, also known as March Madness	34%	47%
The 2026 World Cup, most of which will be held in the U.S.	29%	38%
This year's upcoming Women's NCAA Basketball Tournament, also known as March Madness	22%	30%
Unrivaled, a 3 on 3 women's basketball league that debuted in January 2025	10%	13%

a. Unrivaled, a 3 on 3 women's basketball league that debuted in January 2025

	Total 2025	Fan 2025
Very interested	2%	2%
Somewhat interested	8%	11%
Not very interested	18%	22%
Not at all interested	70%	64%
Skipped	2%	*
<i>Interested (Net)</i>	<i>10%</i>	<i>13%</i>
<i>Not Interested (Net)</i>	<i>88%</i>	<i>86%</i>

b. This year's Super Bowl between the Kansas City Chiefs and Philadelphia Eagles

	Total 2025	Fan 2025
Very interested	29%	40%
Somewhat interested	26%	30%
Not very interested	16%	13%
Not at all interested	28%	17%
Skipped	2%	*
<i>Interested (Net)</i>	<i>54%</i>	<i>70%</i>
<i>Not Interested (Net)</i>	<i>44%</i>	<i>29%</i>



TOPLINE & METHODOLOGY

10. Regardless of how familiar you are with these events, how interested, if at all, are you in each of the following? (*Continued*)

- c. This year's upcoming Men's NCAA Basketball Tournament, also known as March Madness

	Total 2025	Fan 2025
Very interested	14%	21%
Somewhat interested	19%	26%
Not very interested	17%	18%
Not at all interested	48%	35%
Skipped	2%	1%
<i>Interested (Net)</i>	34%	47%
<i>Not Interested (Net)</i>	64%	53%

- d. This year's upcoming Women's NCAA Basketball Tournament, also known as March Madness

	Total 2025	Fan 2025
Very interested	6%	8%
Somewhat interested	15%	21%
Not very interested	19%	22%
Not at all interested	57%	47%
Skipped	2%	*
<i>Interested (Net)</i>	22%	30%
<i>Not Interested (Net)</i>	77%	70%

- e. The 2026 World Cup, most of which will be held in the U.S.

	Total 2025	Fan 2025
Very interested	11%	15%
Somewhat interested	18%	23%
Not very interested	19%	22%
Not at all interested	50%	40%
Skipped	2%	*
<i>Interested (Net)</i>	29%	38%
<i>Not Interested (Net)</i>	69%	62%

- f. The 2028 Summer Olympics, which will be hosted by Los Angeles

	Total 2025	Fan 2025
Very interested	23%	30%
Somewhat interested	34%	39%
Not very interested	16%	15%
Not at all interested	25%	15%
Skipped	2%	*
<i>Interested (Net)</i>	57%	69%
<i>Not Interested (Net)</i>	41%	30%

TOPLINE & METHODOLOGY

11. To what extent do you agree or disagree with the following statement(s)?

Agree Summary

	Total 2025	Fan 2025	Total 2024	Fan 2024
It is too expensive for the average person to attend a sporting event in-person	76%	86%	80%	88%
Sports tickets are more expensive than ever	76%	87%	N/A	N/A
There are too many separate platforms needed to watch live sports	58%	68%	57%	67%
Sports stadiums are a good investment for a city	55%	64%	N/A	N/A
I like seeing athletes in the public eye for things other than their athletic accomplishments	52%	62%	53%	61%
More people are fans of women's sports than ever before	51%	62%	N/A	N/A
It is getting harder to keep interest in sports because seasons are too long	21%	24%	20%	20%

a. It is getting harder to keep interest in sports because seasons are too long

	Total 2025	Fan 2025	Total 2024	Fan 2024
Strongly agree	4%	4%	6%	5%
Somewhat agree	17%	20%	15%	15%
Somewhat disagree	30%	39%	29%	37%
Strongly disagree	17%	22%	19%	25%
Don't know	30%	15%	32%	18%
Skipped	2%	*	1%	-
Agree (Net)	21%	24%	20%	20%
Disagree (Net)	46%	61%	48%	62%

b. There are too many separate platforms needed to watch live sports

	Total 2025	Fan 2025	Total 2024	Fan 2024
Strongly agree	30%	36%	30%	35%
Somewhat agree	28%	33%	28%	32%
Somewhat disagree	9%	12%	9%	10%
Strongly disagree	3%	4%	4%	5%
Don't know	27%	16%	29%	18%
Skipped	2%	*	1%	*
Agree (Net)	58%	68%	57%	67%
Disagree (Net)	12%	16%	13%	15%

TOPLINE & METHODOLOGY

11. To what extent do you agree or disagree with the following statement(s)? (Continued)

c. It is too expensive for the average person to attend a sporting event in-person

	Total 2025	Fan 2025	Total 2024	Fan 2024
Strongly agree	41%	46%	48%	52%
Somewhat agree	34%	40%	33%	35%
Somewhat disagree	6%	7%	5%	5%
Strongly disagree	2%	3%	2%	2%
Don't know	14%	5%	12%	5%
Skipped	2%	*	1%	*
Agree (Net)	76%	86%	80%	88%
Disagree (Net)	8%	9%	7%	8%

d. I like seeing athletes in the public eye for things other than their athletic accomplishments

	Total 2025	Fan 2025	Total 2024	Fan 2024
Strongly agree	17%	21%	17%	20%
Somewhat agree	36%	41%	36%	41%
Somewhat disagree	14%	16%	13%	14%
Strongly disagree	12%	11%	12%	11%
Don't know	20%	11%	21%	14%
Skipped	2%	*	1%	*
Agree (Net)	52%	62%	53%	61%
Disagree (Net)	26%	27%	25%	25%

e. Sports tickets are more expensive than ever

	Total 2025	Fan 2025
Strongly agree	57%	67%
Somewhat agree	19%	20%
Somewhat disagree	2%	2%
Strongly disagree	2%	2%
Don't know	19%	9%
Skipped	2%	*
Agree (Net)	76%	87%
Disagree (Net)	4%	4%

f. More people are fans of women's sports than ever before

	Total 2025	Fan 2025
Strongly agree	16%	20%
Somewhat agree	35%	42%
Somewhat disagree	9%	9%
Strongly disagree	4%	5%
Don't know	34%	24%
Skipped	2%	*
Agree (Net)	51%	62%
Disagree (Net)	13%	14%



TOPLINE & METHODOLOGY

11. To what extent do you agree or disagree with the following statement(s)? *(Continued)*

g. Sports stadiums are a good investment for a city

	Total 2025	Fan 2025
Strongly agree	16%	20%
Somewhat agree	39%	44%
Somewhat disagree	15%	17%
Strongly disagree	8%	7%
Don't know	20%	11%
Skipped	2%	*
<i>Agree (Net)</i>	<i>55%</i>	<i>64%</i>
<i>Disagree (Net)</i>	<i>23%</i>	<i>24%</i>





TOPLINE & METHODOLOGY

12. To what extent do you support or oppose the following?

Support Summary

	Total 2025	Fan 2025
A law in your state that limits the amount of taxpayer funds that sports teams are allowed to use for new stadiums and/or stadium renovations	64%	69%
A sports streaming package that bundles multiple streaming platforms for one monthly or annual payment	49%	58%
The federal government banning sports betting ads during games	40%	42%
Eliminating cannabis testing in professional or high-level sports leagues	35%	40%
Allowing online or app-based sports betting in your state	33%	41%
Eliminating performance-enhancing drug (PED) testing in professional or high-level sports leagues	25%	28%

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
A law in your state that limits the amount of taxpayer funds that sports teams are allowed to use for new stadiums and/or stadium renovations	64%	69%	67%	72%	N/A	N/A
A sports streaming package that bundles multiple streaming platforms for one monthly or annual payment*	49%	58%	44%	53%	N/A	N/A
The federal government banning sports betting ads during games	40%	42%	N/A	N/A	N/A	N/A
Eliminating cannabis testing in professional or high-level sports leagues	35%	40%	40%	45%	38%	40%
Allowing online or app-based sports betting in your state	33%	41%	35%	41%	34%	43%
Eliminating performance-enhancing drug (PED) testing in professional or high-level sports leagues	25%	28%	19%	18%	21%	22%





TOPLINE & METHODOLOGY

12. To what extent do you support or oppose the following? (Continued)

a. Allowing online or app-based sports betting in your state

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Strongly support	12%	16%	11%	14%	13%	17%
Somewhat support	21%	25%	24%	27%	21%	26%
Somewhat oppose	15%	17%	14%	15%	14%	14%
Strongly oppose	17%	18%	20%	21%	17%	16%
Don't know	32%	23%	31%	23%	35%	27%
Skipped	2%	1%	1%	*	1%	*
Support (Net)	33%	41%	35%	41%	34%	43%
Oppose (Net)	33%	35%	34%	36%	30%	30%

b. Eliminating cannabis testing in professional or high-level sports leagues

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Strongly support	18%	20%	21%	23%	20%	21%
Somewhat support	17%	20%	20%	22%	18%	19%
Somewhat oppose	15%	17%	14%	15%	15%	17%
Strongly oppose	26%	28%	24%	26%	23%	24%
Don't know	22%	15%	22%	14%	24%	19%
Skipped	2%	*	1%	*	1%	*
Support (Net)	35%	40%	40%	45%	38%	40%
Oppose (Net)	41%	45%	37%	41%	37%	41%

c. Eliminating performance-enhancing drug (PED) testing in professional or high-level sports leagues

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Strongly support	17%	20%	11%	11%	16%	17%
Somewhat support	8%	8%	8%	8%	5%	5%
Somewhat oppose	12%	13%	14%	14%	13%	15%
Strongly oppose	43%	48%	51%	58%	48%	52%
Don't know	18%	11%	15%	9%	17%	11%
Skipped	2%	*	1%	*	1%	*
Support (Net)	25%	28%	19%	18%	21%	22%
Oppose (Net)	55%	61%	65%	72%	61%	67%



TOPLINE & METHODOLOGY

12. To what extent do you support or oppose the following? (Continued)

d. A sports streaming package that bundles multiple streaming platforms for one monthly or annual payment

	Total 2025	Fan 2025	Total 2024	Fan 2024
Strongly support	18%	21%	16%	20%
Somewhat support	31%	37%	28%	32%
Somewhat oppose	6%	7%	8%	9%
Strongly oppose	7%	8%	9%	11%
Don't know	36%	26%	38%	27%
Skipped	2%	*	1%	*
<i>Support (Net)</i>	49%	58%	44%	53%
<i>Oppose (Net)</i>	13%	15%	17%	20%

e. A law in your state that limits the amount of taxpayer funds that sports teams are allowed to use for new stadiums and/or stadium renovations

	Total 2025	Fan 2025	Total 2024	Fan 2024
Strongly support	37%	37%	41%	43%
Somewhat support	27%	32%	26%	28%
Somewhat oppose	6%	8%	7%	9%
Strongly oppose	3%	4%	3%	3%
Don't know	25%	19%	23%	16%
Skipped	2%	*	1%	*
<i>Support (Net)</i>	64%	69%	67%	72%
<i>Oppose (Net)</i>	9%	11%	10%	12%

f. The federal government banning sports betting ads during games

	Total 2025	Fan 2025
Strongly support	20%	20%
Somewhat support	20%	23%
Somewhat oppose	16%	20%
Strongly oppose	10%	12%
Don't know	32%	26%
Skipped	2%	1%
<i>Support (Net)</i>	40%	42%
<i>Oppose (Net)</i>	26%	31%



TOPLINE & METHODOLOGY

13. To what extent do you agree or disagree with the following statement(s)?

Agree Summary

	Total 2025	Fan 2025
If an athlete takes a stand on an issue, they should stick by it, even if it makes some fans angry	63%	68%
It is a good business decision for brands to invest more in women's sports	52%	60%
Athletes should remain neutral on political issues	42%	46%
I would like to see more coverage of women's sports	41%	48%
Sports betting lessens the integrity of the game	41%	47%
I am a fan of a sports team because I grew up with my family being fans of that team	41%	52%
Sports dynasties, or dominant teams, are boring	39%	43%
Maintaining tradition in sports is more important than modernizing and keeping with the times	38%	45%

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
If an athlete takes a stand on an issue, they should stick by it, even if it makes some fans angry	63%	68%	61%	65%	N/A	N/A
It is a good business decision for brands to invest more in women's sports	52%	60%	N/A	N/A	N/A	N/A
Athletes should remain neutral on political issues	42%	46%	39%	41%	N/A	N/A
I would like to see more coverage of women's sports	41%	48%	49%	54%	42%	47%
Sports betting lessens the integrity of the game	41%	47%	41%	46%	37%	39%
I am a fan of a sports team because I grew up with my family being fans of that team	41%	52%	40%	52%	40%	53%
Sports dynasties, or dominant teams, are boring	39%	43%	N/A	N/A	N/A	N/A
Maintaining tradition in sports is more important than modernizing and keeping with the times	38%	45%	41%	49%	35%	38%





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13. To what extent do you agree or disagree with the following statement(s)? (Continued)

a. Maintaining tradition in sports is more important than modernizing and keeping with the times

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Strongly agree	12%	14%	14%	18%	12%	12%
Somewhat agree	26%	31%	27%	30%	23%	26%
Somewhat disagree	22%	26%	19%	21%	24%	28%
Strongly disagree	10%	10%	12%	11%	14%	13%
Don't know	28%	19%	27%	19%	25%	20%
Skipped	2%	*	1%	*	1%	1%
Agree (Net)	38%	45%	41%	49%	35%	38%
Disagree (Net)	32%	35%	30%	32%	39%	41%

b. Sports betting lessens the integrity of the game

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Strongly agree	17%	18%	17%	19%	14%	14%
Somewhat agree	24%	29%	25%	27%	23%	25%
Somewhat disagree	18%	23%	18%	21%	20%	23%
Strongly disagree	8%	9%	11%	13%	11%	11%
Don't know	31%	22%	29%	20%	32%	27%
Skipped	2%	*	1%	*	1%	*
Agree (Net)	41%	47%	41%	46%	37%	39%
Disagree (Net)	26%	31%	29%	34%	30%	34%

c. I would like to see more coverage of women's sports

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Strongly agree	14%	15%	18%	19%	16%	17%
Somewhat agree	27%	33%	31%	35%	27%	30%
Somewhat disagree	15%	17%	12%	15%	16%	19%
Strongly disagree	11%	10%	10%	9%	10%	10%
Don't know	31%	25%	29%	21%	31%	24%
Skipped	2%	1%	1%	*	1%	*
Agree (Net)	41%	48%	49%	54%	42%	47%
Disagree (Net)	26%	27%	22%	25%	26%	28%

d. I am a fan of a sports team because I grew up with my family being fans of that team

	Total 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
Strongly agree	16%	22%	16%	22%	14%	19%
Somewhat agree	24%	30%	24%	30%	26%	34%
Somewhat disagree	18%	19%	15%	17%	14%	15%
Strongly disagree	26%	22%	28%	22%	29%	21%
Don't know	14%	7%	16%	9%	16%	11%
Skipped	2%	*	1%	-	1%	1%
Agree (Net)	41%	52%	40%	52%	40%	53%
Disagree (Net)	43%	40%	43%	39%	43%	36%



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13. To what extent do you agree or disagree with the following statement(s)? (Continued)

e. Athletes should remain neutral on political issues

	Total 2025	Fan 2025	Total 2024	Fan 2024
Strongly agree	22%	23%	21%	23%
Somewhat agree	20%	23%	18%	18%
Somewhat disagree	19%	22%	23%	25%
Strongly disagree	18%	20%	20%	21%
Don't know	20%	12%	18%	12%
Skipped	2%	*	1%	*
Agree (Net)	42%	46%	39%	41%
Disagree (Net)	37%	42%	42%	46%

f. If an athlete takes a stand on an issue, they should stick by it, even if it makes some fans angry

	Total 2025	Fan 2025	Total 2024	Fan 2024
Strongly agree	28%	31%	30%	33%
Somewhat agree	34%	37%	31%	32%
Somewhat disagree	6%	8%	7%	8%
Strongly disagree	5%	4%	6%	8%
Don't know	24%	19%	24%	19%
Skipped	2%	1%	1%	*
Agree (Net)	63%	68%	61%	65%
Disagree (Net)	11%	12%	13%	15%

g. Sports dynasties, or dominant teams, are boring

	Total 2025	Fan 2025
Strongly agree	11%	11%
Somewhat agree	28%	32%
Somewhat disagree	22%	30%
Strongly disagree	9%	11%
Don't know	28%	15%
Skipped	2%	1%
Agree (Net)	39%	43%
Disagree (Net)	32%	41%

h. It is a good business decision for brands to invest more in women's sports

	Total 2025	Fan 2025
Strongly agree	20%	24%
Somewhat agree	32%	36%
Somewhat disagree	9%	11%
Strongly disagree	5%	5%
Don't know	31%	23%
Skipped	2%	1%
Agree (Net)	52%	60%
Disagree (Net)	15%	17%



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14. **[Base: Fan of sports]** Which of the following is most important to you in your experience as a sports fan? You may select up to two items.

	Fan 2025 (N=698)
Being able to watch the games easily	41%
Affordable tickets	37%
Having a team that is fun to watch	36%
Team success	24%
Having a team that takes on the identity of its city	11%
Having a fun stadium experience	9%
Having players that are loyal	9%
Having a fun fanbase	5%
Having star players	4%
Other	1%
None of the above	7%
Skipped	*

15. 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 2025	Fan 2025	Total 2024	Fan 2024	Total 2023	Fan 2023
People should be able to gamble on sports and spend their money how they want	59%	65%	61%	64%	59%	63%
Sports betting is wrong because it promotes activities that can lead to addiction	37%	34%	36%	35%	37%	35%
Skipped	3%	1%	3%	1%	4%	2%

	Total 2025	Fan 2025	Total 2024	Fan 2024
The amount of advertising for sports betting has no impact on my enjoyment of sports	57%	56%	55%	55%
The amount of advertisements for sports betting lessens my enjoyment of sports	40%	43%	43%	43%
Skipped	3%	1%	3%	2%

	Total 2025	Fan 2025	Total 2024	Fan 2024
Sports betting companies should stay in their lanes and focus only on gambling	76%	80%	78%	82%
Sports betting companies should provide other content separate from gambling, such as TV shows	19%	19%	18%	15%
Skipped	5%	2%	4%	2%





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16. In the past year, did you watch an entire game/match for the following sports/leagues?

Yes Summary

	Total 2025	Fan 2025	Total 2024	Fan 2024
National Football League (NFL)	59%	77%	56%	76%
NCAA Football (College Football)	38%	52%	36%	49%
Major League Baseball (MLB)	38%	51%	33%	46%
National Basketball Association (NBA)	29%	39%	28%	39%
NCAA Men's Basketball (NCAAM)	29%	40%	N/A	N/A
National Hockey League (NHL)	20%	29%	18%	26%
NCAA Women's Basketball (NCAAW)	19%	26%	N/A	N/A
National Women's Basketball Association (WNBA)	17%	23%	N/A	N/A
International soccer (i.e., EPL, La Liga, Bundesliga, etc)	16%	21%	12%	17%
Horse racing	15%	19%	14%	18%
U.S. soccer (i.e., MLS, NWSL)	14%	20%	14%	19%
NCAA Basketball (College Basketball)*	N/A	N/A	26%	37%

*This item was not asked in 2025

a. National Football League (NFL)

	Total 2025	Fan 2025	Total 2024	Fan 2024
Yes, on live TV	45%	60%	39%	53%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	18%	24%	10%	14%
Yes, via clips/highlights afterwards	12%	16%	5%	6%
Yes, in person	4%	6%	3%	4%
No, I did not watch	38%	21%	43%	23%
Skipped	3%	1%	1%	1%
Yes (Net)	59%	77%	56%	76%

b. National Basketball Association (NBA)

	Total 2025	Fan 2025	Total 2024	Fan 2024
Yes, on live TV	17%	24%	14%	21%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	7%	10%	5%	7%
Yes, via clips/highlights afterwards	9%	12%	6%	8%
Yes, in person	4%	5%	3%	4%
No, I did not watch	68%	60%	71%	60%
Skipped	3%	1%	1%	1%
Yes (Net)	29%	39%	28%	39%





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16. In the past year, did you watch an entire game/match for the following sports/leagues?
(Continued)

c. Major League Baseball (MLB)

	Total 2025	Fan 2025	Total 2024	Fan 2024
Yes, on live TV	24%	34%	17%	25%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	8%	12%	3%	5%
Yes, via clips/highlights afterwards	10%	14%	7%	9%
Yes, in person	10%	14%	6%	8%
No, I did not watch	60%	48%	66%	53%
Skipped	3%	1%	1%	1%
Yes (Net)	38%	51%	33%	46%

d. National Hockey League (NHL)

	Total 2025	Fan 2025	Total 2024	Fan 2024
Yes, on live TV	11%	16%	8%	12%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	6%	8%	3%	4%
Yes, via clips/highlights afterwards	7%	11%	4%	5%
Yes, in person	4%	6%	3%	4%
No, I did not watch	78%	71%	81%	74%
Skipped	2%	*	1%	*
Yes (Net)	20%	29%	18%	26%

e. NCAA Football (College Football)

	Total 2025	Fan 2025	Total 2024	Fan 2024
Yes, on live TV	27%	39%	23%	32%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	11%	14%	6%	8%
Yes, via clips/highlights afterwards	8%	11%	4%	6%
Yes, in person	4%	6%	3%	4%
No, I did not watch	60%	46%	64%	50%
Skipped	3%	1%	1%	*
Yes (Net)	38%	52%	36%	49%

f. Horse racing

	Total 2025	Fan 2025	Total 2024	Fan 2024
Yes, on live TV	9%	12%	8%	11%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	2%	3%	2%	2%
Yes, via clips/highlights afterwards	3%	4%	3%	3%
Yes, in person	2%	3%	2%	2%
No, I did not watch	83%	80%	86%	81%
Skipped	3%	1%	1%	1%
Yes (Net)	15%	19%	14%	18%

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16. In the past year, did you watch an entire game/match for the following sports/leagues?
(Continued)

g. U.S. soccer (i.e., MLS, NWSL)

	Total 2025	Fan 2025	Total 2024	Fan 2024
Yes, on live TV	6%	9%	5%	7%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	3%	5%	2%	3%
Yes, via clips/highlights afterwards	6%	7%	5%	7%
Yes, in person	2%	2%	2%	2%
No, I did not watch	83%	79%	85%	81%
Skipped	3%	1%	1%	*
Yes (Net)	14%	20%	14%	19%

h. International soccer (i.e., EPL, La Liga, Bundesliga, etc)

	Total 2025	Fan 2025	Total 2024	Fan 2024
Yes, on live TV	7%	10%	5%	7%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	5%	8%	4%	5%
Yes, via clips/highlights afterwards	6%	8%	4%	4%
Yes, in person	1%	1%	*	*
No, I did not watch	81%	78%	87%	83%
Skipped	3%	1%	1%	1%
Yes (Net)	16%	21%	12%	17%

i. National Women's Basketball Association (WNBA)

	Total 2025	Fan 2025
Yes, on live TV	8%	11%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	4%	5%
Yes, via clips/highlights afterwards	7%	9%
Yes, in person	1%	1%
No, I did not watch	80%	76%
Skipped	3%	1%
Yes (Net)	17%	23%

j. NCAA Men's Basketball (NCAAM)

	Total 2025	Fan 2025
Yes, on live TV	18%	27%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	8%	12%
Yes, via clips/highlights afterwards	7%	10%
Yes, in person	2%	3%
No, I did not watch	68%	58%
Skipped	3%	1%
Yes (Net)	29%	40%



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16. In the past year, did you watch an entire game/match for the following sports/leagues?
(Continued)

k. NCAA Women's Basketball (NCAAW)

	Total 2025	Fan 2025
Yes, on live TV	10%	14%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	5%	7%
Yes, via clips/highlights afterwards	6%	8%
Yes, in person	2%	2%
No, I did not watch	78%	73%
Skipped	3%	1%
Yes (Net)	19%	26%





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About the Study

This poll was conducted February 14-16, 2025, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,026 general population adults age 18 or older. The sample includes 698 sports fans.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The study was conducted in English. The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2024 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)

The margin of sampling error is plus or minus 3.2 percentage points for at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.09 for all respondents. For sports fans, the margin of sampling error is plus or minus 3.9 percentage points at the 95% confidence level, and the design effect was 1.08. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.





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This topline is trended with data from previous Ipsos polls:

- The 2024 poll was fielded February 16-18, 2024 using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,039 general population adults age 18 or older. The margin of sampling error is plus or minus 3.2 percentage points for at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.09 for all respondents. More information about this poll can be found [here](#).
- The 2023 poll was fielded January 13-15, 2023 using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,035 general population adults age 18 or older. The margin of sampling error is plus or minus 3.2 percentage points for at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.12 for all respondents. More information about this poll can be found [here](#).





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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. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

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

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