



TOPLINE & METHODOLOGY

Ipsos Sports Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
 Interview dates: March 20-22, 2026
 Number of interviews: 1,020
 Number of sports fan interviews: 695

Margin of error: +/- 3.2 percentage points at the 95% confidence level for all respondents
 Margin of error: +/- 3.8 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:

- Did you personally play any of the following sports at any point in 2025?

Yes Summary

	Total 2026 (N=1,020)	Fan 2026 (N=695)
Cornhole	20%	25%
Bowling	19%	24%
Swimming	17%	21%
Cycling	12%	15%
Golf	12%	17%
Basketball	11%	15%
Pickleball	10%	12%
Baseball/Softball	6%	8%
Tennis	6%	7%
Volleyball	6%	8%
Contact sports (i.e., boxing, football, hockey, MMA, wrestling)	5%	6%
Soccer	5%	7%
Track and Field	4%	5%
Esports	3%	4%
Gymnastics	2%	3%





TOPLINE & METHODOLOGY

1. Did you personally play any of the following sports at any point in 2025?* (Continued)

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

* In 2025, this question was asked as, "Did you personally play any of the following sports at any point in 2024?"

*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 2026	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Feb 2025	Fan 2024	Fan 2023
Yes	6%	7%	5%	5%	8%	10%	6%	7%
No	92%	91%	94%	95%	91%	90%	94%	92%
Skipped	2%	2%	1%	1%	1%	1%	*	1%

b. Basketball

	Total 2026	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Feb 2025	Fan 2024	Fan 2023
Yes	11%	11%	11%	10%	15%	14%	14%	13%
No	87%	87%	88%	90%	83%	85%	85%	86%
Skipped	2%	2%	1%	1%	1%	1%	*	1%





TOPLINE & METHODOLOGY

1. Did you personally play any of the following sports at any point in 2025? (Continued)

c. Bowling

	Total 2026	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Feb 2025	Fan 2024	Fan 2023
Yes	19%	19%	18%	10%	24%	23%	22%	23%
No	79%	79%	81%	90%	75%	76%	77%	77%
Skipped	2%	1%	1%	1%	1%	*	*	1%

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

	Total 2026	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Feb 2025	Fan 2024	Fan 2023
Yes	5%	5%	5%	4%	6%	7%	7%	5%
No	93%	93%	95%	95%	92%	93%	93%	94%
Skipped	2%	2%	*	1%	1%	1%	*	1%

e. Cornhole

	Total 2026	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Feb 2025	Fan 2024	Fan 2023
Yes	20%	21%	20%	20%	25%	25%	26%	25%
No	78%	78%	79%	79%	74%	74%	74%	74%
Skipped	2%	2%	1%	1%	1%	1%	*	1%

f. Cycling

	Total 2026	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Feb 2025	Fan 2024	Fan 2023
Yes	12%	13%	14%	15%	15%	15%	17%	17%
No	86%	86%	85%	84%	84%	84%	83%	82%
Skipped	2%	2%	1%	1%	1%	1%	*	1%

g. Golf

	Total 2026	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Feb 2025	Fan 2024	Fan 2023
Yes	12%	12%	11%	9%	17%	16%	15%	12%
No	86%	87%	88%	90%	82%	84%	85%	87%
Skipped	2%	1%	1%	1%	1%	*	1%	1%





TOPLINE & METHODOLOGY

1. Did you personally play any of the following sports at any point in 2025? (Continued)

h. Gymnastics

	Total 2026	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Feb 2025	Fan 2024	Fan 2023
Yes	2%	3%	2%	1%	3%	3%	2%	2%
No	95%	95%	97%	98%	95%	96%	97%	97%
Skipped	3%	2%	1%	1%	1%	1%	1%	1%

i. Pickleball

	Total 2026	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Feb 2025	Fan 2024	Fan 2023
Yes	10%	10%	6%	4%	12%	12%	8%	6%
No	88%	88%	93%	95%	87%	87%	92%	93%
Skipped	2%	2%	1%	1%	1%	1%	1%	1%

j. Esports

	Total 2026	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Feb 2025	Fan 2024	Fan 2023
Yes	3%	4%	4%	4%	4%	5%	5%	4%
No	95%	94%	95%	96%	95%	94%	95%	96%
Skipped	2%	2%	*	1%	1%	1%	*	1%

k. Soccer

	Total 2026	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Feb 2025	Fan 2024	Fan 2023
Yes	5%	7%	4%	6%	7%	9%	5%	7%
No	93%	92%	95%	94%	92%	90%	95%	92%
Skipped	2%	2%	1%	1%	1%	1%	*	1%

l. Swimming

	Total 2026	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Feb 2025	Fan 2024	Fan 2023
Yes	17%	19%	20%	18%	21%	22%	26%	21%
No	81%	80%	79%	81%	78%	78%	74%	78%
Skipped	2%	1%	1%	1%	1%	1%	1%	*





TOPLINE & METHODOLOGY

1. Did you personally play any of the following sports at any point in 2025? (Continued)

m. Tennis

	Total 2026	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Feb 2025	Fan 2024	Fan 2023
Yes	6%	8%	4%	5%	7%	10%	6%	7%
No	91%	91%	95%	94%	91%	89%	94%	93%
Skipped	3%	2%	1%	*	1%	1%	*	*

n. Track and Field

	Total 2026	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Feb 2025	Fan 2024	Fan 2023
Yes	4%	4%	4%	4%	5%	5%	4%	5%
No	94%	94%	96%	96%	94%	94%	96%	94%
Skipped	2%	2%	*	1%	1%	1%	*	1%

o. Volleyball

	Total 2026	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Feb 2025	Fan 2024	Fan 2023
Yes	6%	7%	6%	6%	8%	9%	8%	7%
No	92%	91%	93%	93%	91%	90%	92%	92%
Skipped	2%	2%	1%	1%	1%	1%	1%	1%

2. Did you participate in any of the following activities in 2025?*

Yes Summary

	Total 2026	Fan 2026
Go to a live sporting event in person	32%	44%
Watch an esports event, either through streaming or in-person	13%	18%
Make a casual bet on a live sporting event with friends/family	13%	19%
Subscribed to a new streaming service so you could watch a sporting event	13%	19%
Placed an official bet on a live sporting event, online or on an app	8%	12%
Participate in a free fantasy sports league	8%	12%
Participate in a paid fantasy sports league	5%	8%
Placed an official bet on a live sporting event, in person	4%	6%
Placed an official bet on an esports event (online or in person)	4%	6%
Purchased an event contract on a live sporting event, using a prediction market	3%	5%





TOPLINE & METHODOLOGY

2. Did you participate in any of the following activities in 2025? (Continued)

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

*Note: In 2025, this question was asked as, "Did you participate in any of the following activities in 2024?"

*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?"

a. Go to a live sporting event in person

	Total 2026	Total Nov 2025	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Nov 2025	Fan Feb 2025	Fan 2024	Fan 2023
Yes	32%	32%	33%	30%	29%	44%	40%	42%	39%	38%
No	66%	67%	66%	70%	70%	55%	60%	58%	61%	61%
Skipped	2%	1%	1%	*	1%	*	*	1%	-	*

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

	Total 2026	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Feb 2025	Fan 2024	Fan 2023
Yes	13%	14%	12%	13%	18%	16%	15%	16%
No	85%	85%	88%	86%	81%	83%	84%	84%
Skipped	2%	1%	1%	*	1%	*	*	*





TOPLINE & METHODOLOGY

2. Did you participate in any of the following activities in 2025? (Continued)

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

	Total 2026	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Feb 2025	Fan 2024	Fan 2023
Yes	13%	14%	13%	11%	19%	16%	17%	15%
No	85%	85%	86%	88%	80%	83%	82%	85%
Skipped	2%	2%	2%	1%	1%	1%	1%	*

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

	Total 2026	Total Nov 2025	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Nov 2025	Fan Feb 2025	Fan 2024	Fan 2023
Yes	8%	15%	11%	7%	8%	12%	17%	13%	10%	9%
No	90%	84%	87%	92%	92%	87%	83%	86%	90%	90%
Skipped	2%	1%	1%	1%	*	1%	*	*	*	*

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

	Total 2026	Total Nov 2025	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Nov 2025	Fan Feb 2025	Fan 2024	Fan 2023
Yes	4%	10%	7%	3%	4%	6%	10%	7%	5%	4%
No	94%	88%	91%	96%	95%	94%	89%	92%	95%	96%
Skipped	2%	2%	2%	1%	1%	1%	1%	1%	*	*

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

	Total 2026	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Feb 2025	Fan 2024	Fan 2023
Yes	4%	6%	3%	3%	6%	6%	3%	3%
No	94%	92%	97%	96%	94%	93%	96%	97%
Skipped	2%	1%	1%	*	*	1%	*	*

g. Participate in a free fantasy sports league

	Total 2026	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Feb 2025	Fan 2024	Fan 2023
Yes	8%	12%	8%	10%	12%	15%	11%	12%
No	90%	86%	91%	89%	87%	84%	89%	87%
Skipped	2%	2%	1%	1%	1%	*	1%	1%





TOPLINE & METHODOLOGY

2. Did you participate in any of the following activities in 2025? (Continued)

h. Participate in a paid fantasy sports league

	Total 2026	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Feb 2025	Fan 2024	Fan 2023
Yes	5%	9%	6%	6%	8%	10%	8%	8%
No	93%	90%	94%	93%	91%	89%	92%	92%
Skipped	2%	1%	1%	*	1%	1%	*	*

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

	Total 2026	Total Feb 2025	Fan 2026	Fan Feb 2025
Yes	13%	17%	19%	21%
No	85%	81%	81%	78%
Skipped	2%	2%	*	*

j. Purchased an event contract on a live sporting event, using a prediction market

	Total 2026	Fan 2026
Yes	3%	5%
No	95%	95%
Skipped	2%	1%

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

Yes Summary

	Total 2026	Fan 2026
Professional football (NFL)	46%	68%
Baseball	33%	48%
College football (NCAA)	32%	46%
Men's basketball (NCAA, NBA)	31%	46%
Boxing	18%	26%
Hockey	18%	26%
Mixed Martial Arts (MMA)	15%	22%
Women's basketball (NCAAW, WNBA)	14%	21%
Golf (PGA Tour, LIV Tour, LPGA Tour)	14%	20%
U.S. or domestic motor racing (e.g., NASCAR, Indy Car)	14%	20%
Tennis	12%	17%
International motor racing (e.g., Formula 1)	11%	16%
U.S. soccer (MLS, NWSL)	10%	14%
International soccer (e.g., EPL, La Liga, Bundesliga, etc.)	8%	12%
Pickleball	6%	9%





TOPLINE & METHODOLOGY

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

	Total Sep 2025 (N=1,037)	Total Feb 2025 (N=1,026)	Total 2024 (N=1,039)	Total 2023 (N=1,035)	Fan Sep 2025 (N=745)	Fan Feb 2025 (N=698)	Fan 2024 (N=701)	Fan 2023 (N=719)
Professional football (NFL)	48%	45%	45%	44%	66%	67%	66%	64%
Baseball (MLB)***	36%	34%	31%	31%	50%	51%	46%	46%
College football (NCAA)	34%	32%	30%	29%	47%	48%	44%	43%
Men's basketball (NBA, NCAAM)	30%	29%	N/A	N/A	42%	43%	N/A	N/A
Hockey	19%	19%	17%	18%	27%	28%	26%	26%
Boxing	16%	14%	14%	12%	23%	21%	21%	18%
Tennis	16%	13%	14%	12%	22%	20%	21%	18%
Motor racing	15%	15%	15%	13%	21%	23%	21%	19%
Women's basketball (WNBA, NCAAW, Unrivaled)	14%	15%	N/A	N/A	20%	22%	N/A	N/A
Golf (PGA Tour, LIV Tour, LPGA Tour)**	14%	14%	13%	11%	20%	21%	19%	17%
U.S. soccer (MLS, NWSL)	14%	12%	9%	N/A	19%	18%	13%	N/A
International soccer (i.e., EPL, La Liga, Bundesliga, etc)	13%	12%	10%	N/A	18%	18%	14%	N/A
Mixed Martial Arts (MMA)	13%	10%	12%	10%	19%	16%	18%	15%
Pickleball	6%	7%	5%	4%	9%	10%	8%	5%
Professional basketball (NBA, WNBA)*	N/A	N/A	24%	24%	N/A	N/A	35%	34%
College basketball (NCAA)****	N/A	N/A	23%	23%	N/A	N/A	33%	34%
Soccer*****	N/A	N/A	N/A	17%	N/A	N/A	N/A	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: In February 2025, this option was asked as "Baseball/Softball"

****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.



TOPLINE & METHODOLOGY

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

a. Baseball

	Total 2026	Total Sep 2025	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Sep 2025	Fan Feb 2025	Fan 2024	Fan 2023
Yes	33%	36%	34%	31%	31%	48%	50%	51%	46%	46%
No	65%	63%	64%	68%	68%	52%	50%	48%	54%	54%
Skipped	2%	1%	2%	1%	*	*	1%	*	*	*

b. Men's basketball (NCAA, NBA)

	Total 2026	Total Sep 2025	Total Feb 2025	Fan 2026	Fan Sep 2025	Fan Feb 2025
Yes	31%	30%	29%	46%	42%	43%
No	67%	69%	69%	54%	57%	56%
Skipped	2%	1%	2%	*	1%	*

c. Women's basketball (NCAAW, WNBA)

	Total 2026	Total Sep 2025	Total Feb 2025	Fan 2026	Fan Sep 2025	Fan Feb 2025
Yes	14%	14%	15%	21%	20%	22%
No	84%	85%	83%	78%	80%	77%
Skipped	2%	1%	2%	*	1%	*

d. Boxing

	Total 2026	Total Sep 2025	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Sep 2025	Fan Feb 2025	Fan 2024	Fan 2023
Yes	18%	16%	14%	14%	12%	26%	23%	21%	21%	18%
No	80%	83%	84%	85%	87%	73%	77%	78%	79%	82%
Skipped	2%	1%	2%	1%	1%	1%	1%	1%	*	*

e. College football (NCAA)

	Total 2026	Total Sep 2025	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Sep 2025	Fan Feb 2025	Fan 2024	Fan 2023
Yes	32%	34%	32%	30%	29%	46%	47%	48%	44%	43%
No	66%	65%	66%	70%	70%	53%	52%	52	56%	57%
Skipped	2%	1%	2%	1%	*	1%	1%	*	-	*



TOPLINE & METHODOLOGY

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

f. Professional football (NFL)

	Total 2026	Total Sep 2025	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Sep 2025	Fan Feb 2025	Fan 2024	Fan 2023
Yes	46%	48%	45%	45%	44%	68%	66%	67%	66%	64%
No	52%	51%	54%	55%	56%	32%	33%	33%	34%	36%
Skipped	2%	1%	1%	1%	*	1%	1%	*	*	*

g. Hockey

	Total 2026	Total Sep 2025	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Sep 2025	Fan Feb 2025	Fan 2024	Fan 2023
Yes	18%	19%	19%	17%	18%	26%	27%	28%	26%	26%
No	80%	79%	80%	82%	82%	73%	72%	72%	74%	74%
Skipped	2%	1%	2%	1%	*	1%	1%	1%	*	*

h. Mixed Martial Arts (MMA)

	Total 2026	Total Sep 2025	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Sep 2025	Fan Feb 2025	Fan 2024	Fan 2023
Yes	15%	13%	10%	12%	10%	22%	19%	16%	18%	15%
No	83%	85%	88%	87%	89%	77%	80%	84%	82%	84%
Skipped	2%	2%	2%	1%	*	1%	2%	1%	*	*

i. Pickleball

	Total 2026	Total Sep 2025	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Sep 2025	Fan Feb 2025	Fan 2024	Fan 2023
Yes	6%	6%	7%	5%	4%	9%	9%	10%	8%	5%
No	92%	92%	91%	94%	96%	91%	90%	89%	92%	94%
Skipped	2%	2%	2%	1%	1%	1%	1%	1%	*	*

j. Tennis

	Total 2026	Total Sep 2025	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Sep 2025	Fan Feb 2025	Fan 2024	Fan 2023
Yes	12%	16%	13%	14%	12%	17%	22%	20%	21%	18%
No	86%	83%	85%	85%	87%	82%	77%	79%	79%	82%
Skipped	2%	1%	2%	1%	1%	1%	1%	1%	1%	*





TOPLINE & METHODOLOGY

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

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

	Total 2026	Total Sep 2025	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Sep 2025	Fan Feb 2025	Fan 2024	Fan 2023
Yes	14%	14%	14%	13%	11%	20%	20%	21%	19%	17%
No	84%	84%	85%	87%	88%	79%	79%	79%	81%	83%
Skipped	2%	1%	2%	1%	1%	1%	1%	*	*	1%

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

	Total 2026	Total Sep 2025	Total Feb 2025	Total 2024	Fan 2026	Fan Sep 2025	Fan Feb 2025	Fan 2024
Yes	10%	14%	12%	9%	14%	19%	18%	13%
No	88%	85%	86%	90%	85%	80%	81%	86%
Skipped	2%	2%	2%	1%	*	1%	*	*

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

	Total 2026	Total Sep 2025	Total Feb 2025	Total 2024	Fan 2026	Fan Sep 2025	Fan Feb 2025	Fan 2024
Yes	8%	13%	12%	10%	12%	18%	18%	14%
No	90%	85%	86%	90%	88%	80%	81%	86%
Skipped	2%	1%	2%	1%	1%	1%	1%	*

n. International motor racing (e.g., Formula 1)

	Total 2026	Fan 2026
Yes	11%	16%
No	87%	83%
Skipped	2%	1%

o. U.S. or domestic motor racing (e.g., NASCAR, Indy Car)

	Total 2026	Fan 2026
Yes	14%	20%
No	84%	79%
Skipped	2%	1%





TOPLINE & METHODOLOGY

4. When did you become a fan of the following sports?

Base: Selected "Yes" for each individual item in Q3; base varies for each item

a. Baseball

	Total 2026 (N=332)
Within the past year	3%
1 – 4 years ago	3%
5 – 9 years ago	8%
10 or more years ago	85%
Skipped	1%

b. Men's basketball (NCAA, NBA)

	Total 2026 (N=320)
Within the past year	3%
1 – 4 years ago	10%
5 – 9 years ago	9%
10 or more years ago	77%
Skipped	*

c. Women's basketball (NCAAW, WNBA)

	Total 2026 (N=147)
Within the past year	9%
1 – 4 years ago	25%
5 – 9 years ago	17%
10 or more years ago	49%
Skipped	-

d. Boxing

	Total 2026 (N=164)
Within the past year	5%
1 – 4 years ago	12%
5 – 9 years ago	13%
10 or more years ago	70%
Skipped	-





TOPLINE & METHODOLOGY

4. When did you become a fan of the following sports? (Continued)

e. College football (NCAA)

	Total 2026 (N=326)
Within the past year	2%
1 – 4 years ago	9%
5 – 9 years ago	12%
10 or more years ago	76%
Skipped	-

f. Professional football (NFL)

	Total 2026 (N=468)
Within the past year	1%
1 – 4 years ago	6%
5 – 9 years ago	7%
10 or more years ago	85%
Skipped	1%

g. Hockey

	Total 2026 (N=185)
Within the past year	3%
1 – 4 years ago	12%
5 – 9 years ago	18%
10 or more years ago	67%
Skipped	*

h. Mixed Martial Arts (MMA)

	Total 2026 (N=142)
Within the past year	7%
1 – 4 years ago	20%
5 – 9 years ago	19%
10 or more years ago	54%
Skipped	1%

i. Pickleball

	Total 2026 (N=59*)
Within the past year	14%
1 – 4 years ago	55%
5 – 9 years ago	15%
10 or more years ago	12%
Skipped	4%

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





TOPLINE & METHODOLOGY

4. When did you become a fan of the following sports? (Continued)

j. Tennis

	Total 2026 (N=119)
Within the past year	7%
1 – 4 years ago	12%
5 – 9 years ago	15%
10 or more years ago	66%
Skipped	-

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

	Total 2026 (N=140)
Within the past year	6%
1 – 4 years ago	14%
5 – 9 years ago	12%
10 or more years ago	68%
Skipped	-

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

	Total 2026 (N=98*)
Within the past year	5%
1 – 4 years ago	16%
5 – 9 years ago	15%
10 or more years ago	63%
Skipped	-

m. International soccer (e.g., EPL, La Liga, Bundesliga, etc.)

	Total 2026 (N=81*)
Within the past year	10%
1 – 4 years ago	27%
5 – 9 years ago	11%
10 or more years ago	52%
Skipped	-

n. International motor racing (e.g., Formula 1)

	Total 2026 (N=102)
Within the past year	9%
1 – 4 years ago	24%
5 – 9 years ago	19%
10 or more years ago	44%
Skipped	4%

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





TOPLINE & METHODOLOGY

4. When did you become a fan of the following sports? (Continued)

o. U.S. or domestic motor racing (e.g., NASCAR, Indy Car)

	Total 2026 (N=135)
Within the past year	3%
1 – 4 years ago	15%
5 – 9 years ago	13%
10 or more years ago	68%
Skipped	-

5. Thinking about all of the sports or teams you are a fan of, which of the following are the main reasons why you first became a fan? Please select all that apply.

Base: Selected “Yes” for any item in Q3

	Fan 2026 (N=695)
Family/I grew up a fan	52%
Local to the area or state where I grew up	40%
Played the sport as a child	35%
Local to my current area or state	31%
College/university that I went to or grew up rooting for	24%
Fan of a specific athlete	20%
Team is successful	18%
My spouse/I “married in”	17%
Friend group	14%
Social media	6%
Reality tv (e.g., Hard Knocks, Drive to Survive)	4%
Other	4%
Skipped	1%





TOPLINE & METHODOLOGY

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

Base: Placed official event bet on a live sporting event or an esports event in Q2

	Total 2026 (N=92*)	Total Feb 2025 (N=133)	Total 2024 (N=86*)	Total 2023 (N=81*)	Fan 2026 (N=90*)	Fan Feb 2025 (N=109)	Fan 2024 (N=81*)	Fan 2023 (N=71**)
Just once	15%	33%	25%	36%	14%	24%	22%	32%
A few times a year	35%	32%	39%	28%	35%	37%	40%	32%
Once a month	13%	2%	9%	9%	13%	3%	9%	11%
2-3 times a month	17%	11%	8%	7%	17%	14%	8%	8%
Weekly	7%	6%	7%	9%	7%	7%	7%	10%
Multiple times per week or more	12%	10%	8%	5%	13%	12%	9%	6%
Skipped	1%	6%	5%	7%	1%	4%	5%	1%
<i>Just once/A few times a year/Once a month (Net)</i>	63%	68%	72%	73%	62%	63%	71%	75%
<i>Just once/A few times a year (Net)</i>	50%	66%	64%	64%	49%	61%	62%	64%
<i>2-3 times a month/Weekly/Multiple times per week or more (Net)</i>	36%	27%	23%	20%	37%	33%	24%	24%
<i>Weekly/Multiple times per week or more (Net)</i>	19%	15%	14%	14%	20%	19%	15%	16%

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

7. What type of impact, if any, do you believe sports betting has on the following?

Yes Summary

	Total 2026	Fan 2026
Professional athletes	9%	10%
Society	8%	9%
College athletes	8%	10%
The people who are placing bets	5%	6%

a. Society

	Total 2026	Fan 2026
Positive impact	8%	9%
No impact	17%	19%
Negative impact	50%	51%
Don't know	24%	21%
Skipped	2%	1%



TOPLINE & METHODOLOGY

7. What type of impact, if any, do you believe sports betting has on the following? (Continued)

b. The people who are placing bets

	Total 2026	Fan 2026
Positive impact	5%	6%
No impact	14%	15%
Negative impact	52%	52%
Don't know	27%	25%
Skipped	2%	*

c. Professional athletes

	Total 2026	Fan 2026
Positive impact	9%	10%
No impact	18%	19%
Negative impact	46%	49%
Don't know	26%	21%
Skipped	2%	*

d. College athletes

	Total 2026	Fan 2026
Positive impact	8%	10%
No impact	16%	16%
Negative impact	47%	51%
Don't know	27%	23%
Skipped	2%	1%

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

Familiar Summary

	Total 2026	Fan 2026
This year's Super Bowl between the New England Patriots and Seattle Seahawks	69%	82%
The 2028 Summer Olympics, which will be hosted by Los Angeles	51%	63%
This year's Men's NCAA Basketball Tournament, also known as March Madness	50%	62%
The 2026 World Cup, most of which will be held in the U.S.	40%	48%
This year's Women's NCAA Basketball Tournament, also known as March Madness	36%	44%





TOPLINE & METHODOLOGY

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

a. This year's Super Bowl between the New England Patriots and Seattle Seahawks

	Total 2026	Fan 2026
Very familiar	40%	53%
Somewhat familiar	29%	28%
Have heard of, but that's it	19%	13%
Have not heard of this	10%	5%
Skipped	2%	1%
<i>Familiar (Net)</i>	69%	82%
<i>Not familiar (Net)</i>	29%	17%

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

	Total 2026	Fan 2026
Very familiar	23%	32%
Somewhat familiar	26%	30%
Have heard of, but that's it	33%	28%
Have not heard of this	15%	9%
Skipped	2%	1%
<i>Familiar (Net)</i>	50%	62%
<i>Not familiar (Net)</i>	48%	37%

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

	Total 2026	Fan 2026
Very familiar	13%	18%
Somewhat familiar	23%	26%
Have heard of, but that's it	39%	40%
Have not heard of this	23%	15%
Skipped	2%	1%
<i>Familiar (Net)</i>	36%	44%
<i>Not familiar (Net)</i>	62%	55%

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

	Total 2026	Fan 2026
Very familiar	11%	15%
Somewhat familiar	29%	34%
Have heard of, but that's it	40%	39%
Have not heard of this	17%	12%
Skipped	2%	1%
<i>Familiar (Net)</i>	40%	48%
<i>Not familiar (Net)</i>	58%	51%





TOPLINE & METHODOLOGY

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

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

	Total 2026	Fan 2026
Very familiar	17%	22%
Somewhat familiar	34%	40%
Have heard of, but that's it	32%	28%
Have not heard of this	14%	9%
Skipped	2%	1%
<i>Familiar (Net)</i>	51%	63%
<i>Not familiar (Net)</i>	47%	37%

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

Total Interested Summary

	Total 2026	Fan 2026
This year's Super Bowl between the New England Patriots and Seattle Seahawks	57%	71%
This year's Men's NCAA Basketball Tournament, also known as March Madness	52%	69%
This year's Women'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.	28%	37%
The 2028 Summer Olympics, which will be hosted by Los Angeles	23%	32%

a. This year's Super Bowl between the New England Patriots and Seattle Seahawks

	Total 2026	Fan 2026
Very interested	26%	36%
Somewhat interested	26%	33%
Not very interested	18%	17%
Not at all interested	28%	13%
Skipped	2%	1%
<i>Interested (Net)</i>	52%	69%
<i>Not Interested (Net)</i>	46%	30%





TOPLINE & METHODOLOGY

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

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

	Total 2026	Fan 2026
Very interested	14%	20%
Somewhat interested	21%	28%
Not very interested	20%	24%
Not at all interested	43%	28%
Skipped	2%	1%
<i>Interested (Net)</i>	34%	47%
<i>Not Interested (Net)</i>	64%	52%

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

	Total 2026	Fan 2026
Very interested	6%	8%
Somewhat interested	18%	24%
Not very interested	21%	26%
Not at all interested	53%	40%
Skipped	3%	1%
<i>Interested (Net)</i>	23%	32%
<i>Not Interested (Net)</i>	74%	67%

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

	Total 2026	Fan 2026
Very interested	9%	12%
Somewhat interested	19%	25%
Not very interested	25%	30%
Not at all interested	44%	32%
Skipped	2%	1%
<i>Interested (Net)</i>	28%	37%
<i>Not Interested (Net)</i>	69%	62%

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

	Total 2026	Fan 2026
Very interested	18%	23%
Somewhat interested	39%	48%
Not very interested	16%	16%
Not at all interested	24%	12%
Skipped	2%	1%
<i>Interested (Net)</i>	57%	71%
<i>Not Interested (Net)</i>	41%	28%





TOPLINE & METHODOLOGY

10. To what extent do you agree or disagree with the following statements?

Total Agree Summary

	Total 2026	Total Feb 2025	Total 2024	Fan 2026	Fan Feb 2025	Fan 2024
It is too expensive for the average person to attend a sporting event in-person	76%	76%	80%	84%	86%	88%
Sports tickets are more expensive than ever	76%	76%	N/A	86%	87%	N/A
There are too many separate platforms needed to watch live sports	63%	58%	57%	75%	68%	67%
Sports stadiums are a good investment for a city	53%	55%	N/A	62%	64%	N/A
More people are fans of women's sports than ever before	53%	51%	N/A	63%	62%	N/A

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

	Total 2026	Total Feb 2025	Total 2024	Fan 2026	Fan Feb 2025	Fan 2024
Strongly agree	36%	30%	30%	42%	36%	35%
Somewhat agree	27%	28%	28%	31%	33%	32%
Somewhat disagree	6%	9%	9%	8%	12%	10%
Strongly disagree	3%	3%	4%	3%	4%	5%
Don't know	25%	27%	29%	15%	16%	18%
Skipped	2%	2%	1%	1%	*	*
Agree (Net)	63%	58%	57%	73%	68%	67%
Disagree (Net)	9%	12%	13%	11%	16%	15%

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

	Total 2026	Total Feb 2025	Total 2024	Fan 2026	Fan Feb 2025	Fan 2024
Strongly agree	40%	41%	48%	43%	46%	52%
Somewhat agree	37%	34%	33%	41%	40%	35%
Somewhat disagree	6%	6%	5%	7%	7%	5%
Strongly disagree	3%	2%	2%	3%	3%	2%
Don't know	12%	14%	12%	5%	5%	5%
Skipped	2%	2%	1%	1%	*	*
Agree (Net)	76%	76%	80%	84%	86%	88%
Disagree (Net)	9%	8%	7%	10%	9%	8%



TOPLINE & METHODOLOGY

10. To what extent do you agree or disagree with the following statements? (Continued)

c. Sports tickets are more expensive than ever

	Total 2026	Total Feb 2025	Fan 2026	Fan Feb 2025
Strongly agree	57%	57%	66%	67%
Somewhat agree	19%	19%	19%	20%
Somewhat disagree	2%	2%	3%	2%
Strongly disagree	2%	2%	2%	2%
Don't know	17%	19%	8%	9%
Skipped	2%	2%	1%	*
Agree (Net)	76%	76%	86%	87%
Disagree (Net)	5%	4%	5%	4%

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

	Total 2026	Total Feb 2025	Fan 2026	Fan Feb 2025
Strongly agree	20%	16%	24%	20%
Somewhat agree	33%	35%	38%	42%
Somewhat disagree	9%	9%	11%	9%
Strongly disagree	4%	4%	4%	5%
Don't know	31%	34%	22%	24%
Skipped	2%	2%	1%	*
Agree (Net)	53%	51%	62%	62%
Disagree (Net)	14%	13%	15%	14%

e. Sports stadiums are a good investment for a city

	Total 2026	Total Feb 2025	Fan 2026	Fan Feb 2025
Strongly agree	16%	16%	19%	20%
Somewhat agree	37%	39%	43%	44%
Somewhat disagree	12%	15%	13%	17%
Strongly disagree	8%	8%	7%	7%
Don't know	24%	20%	16%	11%
Skipped	3%	2%	1%	*
Agree (Net)	53%	55%	63%	64%
Disagree (Net)	20%	23%	20%	24%



TOPLINE & METHODOLOGY

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

Total Support Summary

	Total 2026	Fan 2026
A law in your state that <u>limits</u> the amount of taxpayer funds that sports teams are allowed to use for new stadiums and/or stadium renovations	60%	66%
A sports streaming package that bundles multiple streaming platforms for one monthly or annual payment	50%	61%
Allowing college athletes to be paid money for sports-related business ventures using their name, image and likeness (NIL)	48%	53%
The federal government banning sports betting ads during games	46%	51%
Allowing <u>online or app-based</u> sports betting in your state	25%	31%
Allowing athletes who have played professionally to return to play in college if they did not use all of their eligibility	21%	23%

	Total Nov 2025	Total Sep 2025	Total Feb 2025	Total 2024	Total 2023	Fan Nov 2025	Fan Sep 2025	Fan Feb 2025	Fan 2024	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	N/A	N/A	64%	67%	N/A	N/A	N/A	69%	72%	N/A
A sports streaming package that bundles multiple streaming platforms for one monthly or annual payment*	N/A	N/A	49%	44%	N/A	N/A	N/A	58%	53%	N/A
The federal government banning sports betting ads during games	41%	N/A	40%	N/A	N/A	43%	N/A	42%	N/A	N/A
Allowing <u>online or app-based</u> sports betting in your state	37%	N/A	33%	35%	34%	43%	N/A	41%	41%	43%
Allowing college athletes to be paid money for sports-related business ventures using their name, image and likeness (NIL)	N/A	58%	N/A	56%	54%	N/A	64%	N/A	63%	59%





TOPLINE & METHODOLOGY

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

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

	Total 2026	Fan 2026
Strongly support	8%	9%
Somewhat support	17%	22%
Somewhat oppose	21%	23%
Strongly oppose	24%	24%
Don't know	28%	21%
Skipped	2%	1%
Support (Net)	25%	31%
Oppose (Net)	44%	47%

	Total Nov 2025	Total Feb 2025	Total 2024	Total 2023	Fan Nov 2025	Fan Feb 2025	Fan 2024	Fan 2023
Strongly support	13%	12%	11%	13%	15%	16%	14%	17%
Somewhat support	24%	21%	24%	21%	28%	25%	27%	26%
Somewhat oppose	15%	15%	14%	14%	16%	17%	15%	14%
Strongly oppose	21%	17%	20%	17%	20%	18%	21%	16%
Don't know	26%	32%	31%	35%	20%	23%	23%	27%
Skipped	2%	2%	1%	1%	1%	1%	*	*
Support (Net)	37%	33%	35%	34%	43%	41%	41%	43%
Oppose (Net)	36%	33%	34%	30%	36%	35%	36%	30%

b. Allowing college athletes to be paid money for sports-related business ventures using their name, image and likeness (NIL)

	Total 2026	Total Sep 2025	Total 2024	Total 2023	Fan 2026	Fan Sep 2025	Fan 2024	Fan 2023
Strongly support	19%	26%	23%	26%	22%	29%	26%	27%
Somewhat support	28%	32%	33%	28%	31%	35%	37%	32%
Somewhat oppose	12%	8%	11%	10%	15%	10%	12%	12%
Strongly oppose	14%	8%	11%	12%	16%	9%	12%	12%
Don't know	25%	25%	21%	24%	16%	17%	12%	17%
Skipped	2%	1%	1%	1%	1%	*	*	*
Support (Net)	48%	58%	56%	54%	53%	64%	63%	59%
Oppose (Net)	26%	16%	22%	22%	30%	18%	24%	24%





TOPLINE & METHODOLOGY

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

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

	Total 2026	Total Feb 2025	Total 2024	Fan 2026	Fan Feb 2025	Fan 2024
Strongly support	18%	18%	16%	23%	21%	20%
Somewhat support	33%	31%	28%	38%	37%	32%
Somewhat oppose	6%	6%	8%	8%	7%	9%
Strongly oppose	6%	7%	9%	6%	8%	11%
Don't know	35%	36%	38%	24%	26%	27%
Skipped	2%	2%	1%	1%	*	*
Support (Net)	50%	49%	44%	61%	58%	53%
Oppose (Net)	12%	13%	17%	14%	15%	20%

d. 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 2026	Total Feb 2025	Total 2024	Fan 2026	Fan Feb 2025	Fan 2024
Strongly support	33%	37%	41%	35%	37%	43%
Somewhat support	27%	27%	26%	32%	32%	28%
Somewhat oppose	7%	6%	7%	8%	8%	9%
Strongly oppose	4%	3%	3%	5%	4%	3%
Don't know	26%	25%	23%	20%	19%	16%
Skipped	2%	2%	1%	1%	*	*
Support (Net)	60%	64%	67%	66%	69%	72%
Oppose (Net)	11%	9%	10%	13%	11%	12%

e. The federal government banning sports betting ads during games

	Total 2026	Total Nov 2025	Total Feb 2025	Fan 2026	Fan Nov 2025	Fan Feb 2025
Strongly support	27%	26%	20%	29%	26%	20%
Somewhat support	20%	15%	20%	22%	17%	23%
Somewhat oppose	13%	15%	16%	16%	17%	20%
Strongly oppose	7%	11%	10%	7%	13%	12%
Don't know	32%	32%	32%	24%	26%	26%
Skipped	2%	2%	2%	1%	1%	1%
Support (Net)	46%	41%	40%	51%	43%	42%
Oppose (Net)	20%	26%	26%	24%	30%	31%



TOPLINE & METHODOLOGY

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

- f. Allowing athletes who have played professionally to return to play in college if they did not use all of their eligibility

	Total 2026	Fan 2026
Strongly support	5%	6%
Somewhat support	15%	18%
Somewhat oppose	17%	19%
Strongly oppose	26%	31%
Don't know	34%	26%
Skipped	3%	1%
<i>Support (Net)</i>	<i>21%</i>	<i>23%</i>
<i>Oppose (Net)</i>	<i>42%</i>	<i>50%</i>

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

Agree Summary

	Total 2026	Fan 2026
Youth sports should focus more on making sure that kids enjoy themselves	75%	82%
If an athlete takes a stand on an issue, they should stick by it, even if it makes some fans angry	59%	65%
Sports betting lessens the integrity of the game	56%	61%
It is a good business decision for brands to invest more in women's sports	53%	62%
Athletes should remain neutral on political issues	45%	51%
I would like to see more coverage of women's sports	43%	49%
Maintaining tradition in sports is more important than modernizing and keeping with the times	42%	49%
The current landscape of college athletics makes it impossible for "student-athletes" to exist	38%	45%
Sports dynasties, or dominant teams, are boring	36%	39%
Female athletes do not get criticized building their brand like male athletes do	18%	21%





TOPLINE & METHODOLOGY

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

	Total Nov 2025	Total Feb 2025	Total 2024	Total 2023	Fan Nov 2025	Fan Feb 2025	Fan 2024	Fan 2023
If an athlete takes a stand on an issue, they should stick by it, even if it makes some fans angry	N/A	63%	61%	N/A	N/A	68%	65%	N/A
It is a good business decision for brands to invest more in women's sports	N/A	52%	N/A	N/A	N/A	60%	N/A	N/A
Athletes should remain neutral on political issues	N/A	42%	39%	N/A	N/A	46%	41%	N/A
I would like to see more coverage of women's sports	N/A	41%	49%	42%	N/A	48%	54%	47%
Sports betting lessens the integrity of the game	49%	41%	41%	37%	55%	47%	46%	39%
Sports dynasties, or dominant teams, are boring	N/A	39%	N/A	N/A	N/A	43%	N/A	N/A
Maintaining tradition in sports is more important than modernizing and keeping with the times	N/A	38%	41%	35%	N/A	45%	49%	38%

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

	Total 2026	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Feb 2025	Fan 2024	Fan 2023
Strongly agree	12%	12%	14%	12%	14%	14%	18%	12%
Somewhat agree	30%	26%	27%	23%	35%	31%	30%	26%
Somewhat disagree	20%	22%	19%	24%	24%	26%	21%	28%
Strongly disagree	7%	10%	12%	14%	7%	10%	11%	13%
Don't know	27%	28%	27%	25%	18%	19%	19%	20%
Skipped	3%	2%	1%	1%	2%	*	*	1%
Agree (Net)	42%	38%	41%	35%	49%	45%	49%	38%
Disagree (Net)	27%	32%	30%	39%	31%	35%	32%	41%





TOPLINE & METHODOLOGY

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

b. Sports betting lessens the integrity of the game

	Total 2026	Fan 2026
Strongly agree	27%	29%
Somewhat agree	29%	33%
Somewhat disagree	12%	15%
Strongly disagree	5%	5%
Don't know	25%	17%
Skipped	3%	1%
Agree (Net)	56%	61%
Disagree (Net)	17%	20%

	Total Nov 2025	Total Feb 2025	Total 2024	Total 2023	Fan Nov 2025	Fan Feb 2025	Fan 2024	Fan 2023
Strongly agree	21%	17%	17%	14%	23%	18%	19%	14%
Somewhat agree	27%	24%	25%	23%	31%	29%	27%	25%
Somewhat disagree	15%	18%	18%	20%	17%	23%	21%	23%
Strongly disagree	7%	8%	11%	11%	8%	9%	13%	11%
Don't know	28%	31%	29%	32%	20%	22%	20%	27%
Skipped	2%	2%	1%	1%	1%	*	*	*
Agree (Net)	49%	41%	41%	37%	55%	47%	46%	39%
Disagree (Net)	22%	26%	29%	30%	25%	31%	34%	34%

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

	Total 2026	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Feb 2025	Fan 2024	Fan 2023
Strongly agree	15%	14%	18%	16%	17%	15%	19%	17%
Somewhat agree	28%	27%	31%	27%	32%	33%	35%	30%
Somewhat disagree	13%	15%	12%	16%	16%	17%	15%	19%
Strongly disagree	10%	11%	10%	10%	9%	10%	9%	10%
Don't know	31%	31%	29%	31%	24%	25%	21%	24%
Skipped	3%	2%	1%	1%	2%	1%	*	*
Agree (Net)	43%	41%	49%	42%	49%	48%	54%	47%
Disagree (Net)	23%	26%	22%	26%	26%	27%	25%	28%





TOPLINE & METHODOLOGY

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

d. Athletes should remain neutral on political issues

	Total 2026	Total Feb 2025	Total 2024	Fan 2026	Fan Feb 2025	Fan 2024
Strongly agree	27%	22%	21%	30%	23%	23%
Somewhat agree	18%	20%	18%	21%	23%	18%
Somewhat disagree	17%	19%	23%	18%	22%	25%
Strongly disagree	16%	18%	20%	18%	20%	21%
Don't know	19%	20%	18%	12%	12%	12%
Skipped	3%	2%	1%	1%	*	*
Agree (Net)	45%	42%	39%	51%	46%	41%
Disagree (Net)	33%	37%	42%	36%	42%	46%

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

	Total 2026	Total Feb 2025	Total 2024	Fan 2026	Fan Feb 2025	Fan 2024
Strongly agree	26%	28%	30%	29%	31%	33%
Somewhat agree	33%	34%	31%	36%	37%	32%
Somewhat disagree	7%	6%	7%	9%	8%	8%
Strongly disagree	5%	5%	6%	6%	4%	8%
Don't know	25%	24%	24%	18%	19%	19%
Skipped	3%	2%	1%	1%	1%	*
Agree (Net)	59%	63%	61%	65%	68%	65%
Disagree (Net)	13%	11%	13%	15%	12%	15%

f. Sports dynasties, or dominant teams, are boring

	Total 2026	Total Feb 2025	Fan 2026	Fan Feb 2025
Strongly agree	10%	11%	9%	11%
Somewhat agree	26%	28%	29%	32%
Somewhat disagree	22%	22%	28%	30%
Strongly disagree	11%	9%	14%	11%
Don't know	29%	28%	18%	15%
Skipped	3%	2%	1%	1%
Agree (Net)	36%	39%	39%	43%
Disagree (Net)	33%	32%	42%	41%



TOPLINE & METHODOLOGY

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

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

	Total 2026	Total Feb 2025	Fan 2026	Fan Feb 2025
Strongly agree	21%	20%	24%	24%
Somewhat agree	33%	32%	38%	36%
Somewhat disagree	8%	9%	8%	11%
Strongly disagree	6%	5%	6%	5%
Don't know	30%	31%	22%	23%
Skipped	3%	2%	1%	1%
Agree (Net)	53%	52%	62%	60%
Disagree (Net)	14%	15%	14%	17%

h. The current landscape of college athletics makes it impossible for "student-athletes" to exist

	Total 2026	Fan 2026
Strongly agree	12%	14%
Somewhat agree	26%	31%
Somewhat disagree	12%	15%
Strongly disagree	5%	5%
Don't know	43%	34%
Skipped	3%	1%
Agree (Net)	38%	45%
Disagree (Net)	17%	20%

i. Youth sports should focus more on making sure that kids enjoy themselves

	Total 2026	Fan 2026
Strongly agree	48%	53%
Somewhat agree	27%	29%
Somewhat disagree	6%	6%
Strongly disagree	2%	2%
Don't know	14%	8%
Skipped	3%	1%
Agree (Net)	75%	82%
Disagree (Net)	8%	8%



TOPLINE & METHODOLOGY

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

j. Female athletes do not get criticized building their brand like male athletes do

	Total 2026	Fan 2026
Strongly agree	5%	5%
Somewhat agree	13%	16%
Somewhat disagree	17%	22%
Strongly disagree	12%	13%
Don't know	49%	42%
Skipped	3%	1%
<i>Agree (Net)</i>	<i>18%</i>	<i>21%</i>
<i>Disagree (Net)</i>	<i>29%</i>	<i>35%</i>

13. 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 2026	Total Feb 2025	Total 2024	Total 2023	Fan 2026	Fan Feb 2025	Fan 2024	Fan 2023
People should be able to gamble on sports and spend their money how they want	50%	59%	61%	59%	54%	65%	64%	63%
Sports betting is wrong because it promotes activities that can lead to addiction	47%	37%	36%	37%	45%	34%	35%	35%
Skipped	3%	3%	3%	4%	1%	1%	1%	2%

	Total 2026	Total Feb 2025	Total 2024	Fan 2026	Fan Feb 2025	Fan 2024
The amount of advertising for sports betting has no impact on my enjoyment of sports	52%	57%	55%	55%	56%	55%
The amount of advertisements for sports betting lessens my enjoyment of sports	44%	40%	43%	44%	43%	43%
Skipped	4%	3%	3%	1%	1%	2%



TOPLINE & METHODOLOGY

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

Yes Summary

	Total 2026	Total Feb 2025	Total 2024	Fan 2026	Fan Feb 2025	Fan 2024
National Football League (NFL)	55%	59%	56%	74%	77%	76%
NCAA Football (College Football)	37%	38%	36%	53%	52%	49%
Major League Baseball (MLB)	36%	38%	33%	49%	51%	46%
National Basketball Association (NBA)	29%	29%	28%	42%	39%	39%
NCAA Men's Basketball (NCAAM)	28%	29%	N/A	40%	40%	N/A
National Hockey League (NHL)	21%	20%	18%	30%	29%	26%
Motor racing (e.g., Formula 1, NASCAR, Indy Car)	19%	N/A	N/A	26%	N/A	N/A
National Women's Basketball Association (WNBA)	18%	17%	N/A	25%	23%	N/A
NCAA Women's Basketball (NCAAW)	17%	19%	N/A	24%	26%	N/A
Horse racing	14%	15%	14%	18%	19%	18%
International soccer (i.e., EPL, La Liga, Bundesliga, etc)	12%	16%	12%	17%	21%	17%
U.S. soccer (i.e., MLS, NWSL)	12%	14%	14%	18%	20%	19%

a. National Football League (NFL)

	Total 2026	Total Feb 2025	Total 2024	Fan 2026	Fan Feb 2025	Fan 2024
Yes, on live TV	43%	45%	39%	58%	60%	53%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	18%	18%	10%	24%	24%	14%
Yes, via clips/highlights afterwards	12%	12%	5%	16%	16%	6%
Yes, in person	6%	4%	3%	8%	6%	4%
No, I did not watch	34%	38%	43%	17%	21%	23%
Skipped	11%	3%	1%	9%	1%	1%
Yes (Net)	55%	59%	56%	74%	77%	76%



TOPLINE & METHODOLOGY

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

b. National Basketball Association (NBA)

	Total 2026	Total Feb 2025	Total 2024	Fan 2026	Fan Feb 2025	Fan 2024
Yes, on live TV	17%	17%	14%	24%	24%	21%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	10%	7%	5%	14%	10%	7%
Yes, via clips/highlights afterwards	10%	9%	6%	14%	12%	8%
Yes, in person	3%	4%	3%	4%	5%	4%
No, I did not watch	58%	68%	71%	48%	60%	60%
Skipped	12%	3%	1%	11%	1%	1%
Yes (Net)	29%	29%	28%	42%	39%	39%

c. Major League Baseball (MLB)

	Total 2026	Total Feb 2025	Total 2024	Fan 2026	Fan Feb 2025	Fan 2024
Yes, on live TV	23%	24%	17%	32%	34%	25%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	9%	8%	3%	13%	12%	5%
Yes, via clips/highlights afterwards	10%	10%	7%	13%	14%	9%
Yes, in person	9%	10%	6%	12%	14%	8%
No, I did not watch	53%	60%	66%	41%	48%	53%
Skipped	11%	3%	1%	10%	1%	1%
Yes (Net)	36%	38%	33%	49%	51%	46%

d. National Hockey League (NHL)

	Total 2026	Total Feb 2025	Total 2024	Fan 2026	Fan Feb 2025	Fan 2024
Yes, on live TV	10%	11%	8%	14%	16%	12%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	6%	6%	3%	9%	8%	4%
Yes, via clips/highlights afterwards	7%	7%	4%	11%	11%	5%
Yes, in person	3%	4%	3%	5%	6%	4%
No, I did not watch	68%	78%	81%	61%	71%	74%
Skipped	11%	2%	1%	9%	*	*
Yes (Net)	21%	20%	18%	30%	29%	26%





TOPLINE & METHODOLOGY

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

e. NCAA Football (College Football)

	Total 2026	Total Feb 2025	Total 2024	Fan 2026	Fan Feb 2025	Fan 2024
Yes, on live TV	26%	27%	23%	38%	39%	32%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	11%	11%	6%	16%	14%	8%
Yes, via clips/highlights afterwards	9%	8%	4%	12%	11%	6%
Yes, in person	5%	4%	3%	7%	6%	4%
No, I did not watch	51%	60%	64%	37%	46%	50%
Skipped	12%	3%	1%	10%	1%	*
Yes (Net)	37%	38%	36%	53%	52%	49%

f. Horse racing

	Total 2026	Total Feb 2025	Total 2024	Fan 2026	Fan Feb 2025	Fan 2024
Yes, on live TV	8%	9%	8%	11%	12%	11%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	2%	2%	2%	3%	3%	2%
Yes, via clips/highlights afterwards	4%	3%	3%	5%	4%	3%
Yes, in person	2%	2%	2%	2%	3%	2%
No, I did not watch	75%	83%	86%	73%	80%	81%
Skipped	11%	3%	1%	9%	1%	1%
Yes (Net)	14%	15%	14%	18%	19%	18%

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

	Total 2026	Total Feb 2025	Total 2024	Fan 2026	Fan Feb 2025	Fan 2024
Yes, on live TV	5%	6%	5%	8%	9%	7%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	5%	3%	2%	6%	5%	3%
Yes, via clips/highlights afterwards	5%	6%	5%	7%	7%	7%
Yes, in person	1%	2%	2%	1%	2%	2%
No, I did not watch	76%	83%	85%	72%	79%	81%
Skipped	11%	3%	1%	10%	1%	*
Yes (Net)	12%	14%	14%	18%	20%	19%





TOPLINE & METHODOLOGY

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

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

	Total 2026	Total Feb 2025	Total 2024	Fan 2026	Fan Feb 2025	Fan 2024
Yes, on live TV	5%	7%	5%	7%	10%	7%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	5%	5%	4%	7%	8%	5%
Yes, via clips/highlights afterwards	5%	6%	4%	7%	8%	4%
Yes, in person	*	1%	*	1%	1%	*
No, I did not watch	77%	81%	87%	74%	78%	83%
Skipped	11%	3%	1%	10%	1%	1%
Yes (Net)	12%	16%	12%	17%	21%	17%

i. National Women's Basketball Association (WNBA)

	Total 2026	Total Feb 2025	Fan 2026	Fan Feb 2025
Yes, on live TV	9%	8%	13%	11%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	5%	4%	8%	5%
Yes, via clips/highlights afterwards	6%	7%	9%	9%
Yes, in person	1%	1%	1%	1%
No, I did not watch	71%	80%	65%	76%
Skipped	11%	3%	10%	1%
Yes (Net)	18%	17%	25%	23%

j. NCAA Men's Basketball (NCAAM)

	Total 2026	Total Feb 2025	Fan 2026	Fan Feb 2025
Yes, on live TV	18%	18%	26%	27%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	9%	8%	13%	12%
Yes, via clips/highlights afterwards	8%	7%	12%	10%
Yes, in person	2%	2%	3%	3%
No, I did not watch	59%	68%	49%	58%
Skipped	13%	3%	10%	1%
Yes (Net)	28%	29%	40%	40%





TOPLINE & METHODOLOGY

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

k. NCAA Women's Basketball (NCAAW)

	Total 2026	Total Feb 2025	Fan 2026	Fan Feb 2025
Yes, on live TV	9%	10%	13%	14%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	5%	5%	7%	7%
Yes, via clips/highlights afterwards	6%	6%	9%	8%
Yes, in person	1%	2%	2%	2%
No, I did not watch	72%	78%	67%	73%
Skipped	11%	3%	9%	1%
Yes (Net)	17%	19%	24%	26%

l. Motor racing (e.g., Formula 1, NASCAR, Indy Car)

	Total 2026	Fan 2026
Yes, on live TV	10%	14%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	7%	9%
Yes, via clips/highlights afterwards	6%	8%
Yes, in person	2%	3%
No, I did not watch	71%	66%
Skipped	9%	8%
Yes (Net)	19%	26%

15. Do you plan to watch the 2026 World Cup in any of the following ways?

	Total 2026	Total Sep 2025	Fan 2026	Fan Sep 2025
Yes, on live TV	16%	22%	21%	28%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	12%	14%	16%	18%
Yes, via clips/highlights afterwards	13%	14%	17%	18%
Yes, in person	3%	6%	4%	8%
No, I do not plan to watch	67%	62%	59%	52%
Skipped	2%	1%	1%	1%
Yes (Net)	31%	37%	40%	47%





TOPLINE & METHODOLOGY

About the Study

This poll was conducted March 20-22, 2026, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,020 general population adults age 18 or older. The sample includes 695 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 data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. Party ID benchmarks are from the 2025 National Public Opinion Reference Survey (NPORS). The demographic benchmarks came from the 2025 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+)
- Party ID (Republican, Leans Republican, Independent/Other, Democrat, Leans Democrat)

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 1.06 for all respondents. For sports fans, the margin of sampling error is plus or minus 3.8 percentage points at the 95% confidence level, and the design effect was 1.06. 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.





TOPLINE & METHODOLOGY

This topline is trended with data from previous Ipsos polls:

- The November 2025 poll was fielded November 7-9, 2025 using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,024 general population adults age 18 or older. The margin of sampling error is plus or minus 3.1 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 1.04 for all respondents. More information about this poll can be found [here](#).
- The September 2025 poll was fielded September 12-14, 2025 using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,037 general population adults age 18 or older. The margin of sampling error is plus or minus 3.1 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 February 2025 poll was fielded February 14-16, 2025 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 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 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](#).





TOPLINE & METHODOLOGY

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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

