



# TOPLINE & METHODOLOGY

## Ipsos World Cup Poll

Conducted by Ipsos using KnowledgePanel®  
**A survey of the American general population (ages 18+)**  
Interview dates: May 29-31, 2026  
Number of interviews: 1,023

Margin of error: +/- 3.6 percentage points at the 95% confidence level for all 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. How much, if anything, have you heard or read about the upcoming FIFA World Cup 2026, which is being hosted in the U.S., Canada, and Mexico?

	<b>Total (N=1,023)</b>
A lot	14%
A little	50%
Nothing at all	35%
Skipped	1%

2. How excited, if at all, are you about the 2026 World Cup?

	<b>Total</b>
Extremely excited	3%
Very excited	5%
Somewhat excited	18%
Not too excited	25%
Not at all excited	48%
Skipped	1%
<i>Extremely/Very Excited (Net)</i>	7%
<i>Not too/Not at all Excited (Net)</i>	73%





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3. Do you plan to watch the 2026 World Cup in any of the following ways? Select all that apply.

	<b>Total</b>
Yes, on live TV	18%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	15%
Yes, via clips/highlights afterwards	15%
Yes, in person	1%
No, I do not plan to watch	63%
Skipped	1%
<b>Yes (Net)</b>	<b>36%</b>

	<b>Total May 2026</b>	<b>Total March 2026</b>	<b>Total Sep 2025</b>
Yes, on live TV	18%	16%	22%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	15%	12%	14%
Yes, via clips/highlights afterwards	15%	13%	14%
Yes, in person	1%	3%	6%
No, I do not plan to watch	63%	67%	62%
Skipped	1%	2%	1%
<b>Yes (Net)</b>	<b>36%</b>	<b>31%</b>	<b>37%</b>

4. When it comes to the 2026 World Cup, do you plan to do any of the following?

*Base: Selected any "Yes" option in Q3*

Yes Summary

	<b>Total (N=375)</b>
Use social media to keep up with teams and players in the World Cup	43%
Go to a restaurant or bar to watch a game with friends/family	29%
Host or attend a World Cup watch party with friends/family	18%
Place an official bet on the games, either online or in-person	11%
Go to one of the host cities to watch a game	10%





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4. When it comes to the 2026 World Cup, do you plan to do any of the following? (Continued)

a. Go to a restaurant or bar to watch a game with friends/family

	<b>Total</b>
Yes	29%
No	71%
Skipped	-

b. Go to one of the host cities to watch a game

	<b>Total</b>
Yes	10%
No	90%
Skipped	-

c. Place an official bet on the games, either online or in-person

	<b>Total</b>
Yes	11%
No	89%
Skipped	-

d. Host or attend a World Cup watch party with friends/family

	<b>Total</b>
Yes	18%
No	82%
Skipped	-

e. Use social media to keep up with teams and players in the World Cup

	<b>Total</b>
Yes	43%
No	57%
Skipped	-

5. When it comes to the overall cost of attending World Cup games, which of the following statements comes closest to your view, even if neither is exactly right?

	<b>Total</b>
It is too expensive for the average American to attend a game	59%
It is affordable for the average American to attend a game	2%
Not sure	37%
Skipped	1%





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6. How well do each of the following statements describe your own views?

### Total Well Summary

	Total
The U.S. team's performance and participation in the World Cup makes me proud to be an American	52%
<b>[SPLIT B]</b> I don't have high expectations for the U.S. in the World Cup	47%
There are other countries that I enjoy rooting for besides the U.S.	41%
<b>[SPLIT A]</b> I will be disappointed if the U.S. does not win the World Cup	26%
<b>[ASKED IF MARRIED]</b> I root for countries besides the U.S. in the World Cup due to my or my spouse's family heritage <b>[ASKED IF NOT MARRIED]</b> I root for countries besides the U.S. in the World Cup due to my family heritage	24%

a. The U.S. team's performance and participation in the World Cup makes me proud to be an American

	Total
Very well	17%
Somewhat well	35%
Not too well	19%
Not well at all	26%
Skipped	4%
<i>Well (Net)</i>	<i>52%</i>
<i>Not Well (Net)</i>	<i>44%</i>

b. **[SPLIT A]** I will be disappointed if the U.S. does not win the World Cup

	Total (N=510)
Very well	5%
Somewhat well	21%
Not too well	28%
Not well at all	43%
Skipped	3%
<i>Well (Net)</i>	<i>26%</i>
<i>Not Well (Net)</i>	<i>71%</i>





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6. How well do each of the following statements describe your own views? (Continued)

c. **[SPLIT B]** I don't have high expectations for the U.S. in the World Cup

	<b>Total (N=513)</b>
Very well	15%
Somewhat well	31%
Not too well	27%
Not well at all	21%
Skipped	5%
<i>Well (Net)</i>	<i>47%</i>
<i>Not Well (Net)</i>	<i>49%</i>

d. There are other countries that I enjoy rooting for besides the U.S.

	<b>Total</b>
Very well	16%
Somewhat well	26%
Not too well	17%
Not well at all	38%
Skipped	4%
<i>Well (Net)</i>	<i>41%</i>
<i>Not Well (Net)</i>	<i>55%</i>

e. **[ASKED IF MARRIED]** I root for countries besides the U.S. in the World Cup due to my or my spouse's family heritage

**[ASKED IF NOT MARRIED]** I root for countries besides the U.S. in the World Cup due to my family heritage

	<b>Total</b>
Very well	9%
Somewhat well	15%
Not too well	19%
Not well at all	54%
Skipped	4%
<i>Well (Net)</i>	<i>24%</i>
<i>Not Well (Net)</i>	<i>73%</i>





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7. Which of the following statements comes closest to your view, even if neither is exactly right?

	<b>Total</b>
I don't think much about political events in the U.S. and around the world when watching the World Cup	37%
It is hard to separate the World Cup from political events happening in the U.S. and around the world	27%
Not sure	35%
Skipped	2%





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### About the Study

This Ipsos poll was conducted May 29-31, 2026, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,023 general population adults aged 18 or older.

The study was conducted in English. The data were weighted to adjust for gender by age, race and ethnicity, census region, metropolitan status, education, household income, 2024 vote choice, and political party identification. Political party identification benchmarks are from the 2025 NPORS annual survey, with a midyear adjustment estimated across aggregated KnowledgePanel surveys accounting for changes in panelists' party identification over time. The demographic benchmarks came from the 2025 March supplement of the U.S. Census Bureau's 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's degree, Master's degree 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+)
- 2024 Vote Choice (Trump, Harris, Another candidate, Did not vote)
- Political Party ID (Democrat, Lean Democrat, Republican, Lean Republican, Independent/Something else)

The margin of sampling error is plus or minus 3.6 percentage points 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 1.36. The margin of sampling error is higher and varies for results based on 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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### About Ipsos

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

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our 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, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP [www.ipsos.com](http://www.ipsos.com)

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