TOPLINE & METHODOLOGY

Ipsos World Cup Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: June 26-28, 2026
Number of interviews: 1,027

Margin of error: +/- 3.5 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. Do you consider yourself to be a fan of the following sports?

	Total July 2026 (N=1,027)
Professional football (NFL)	51%
Baseball	40%
College football (NCAA)	33%
Men's basketball (NCAA, NBA)	37%
Boxing	19%
Hockey	21%
Mixed Martial Arts (MMA)	15%
Women's basketball (NCAAW, WNBA)	15%
Golf (PGA Tour, LIV Tour, LPGA Tour)	15%
U.S. or domestic motor racing (e.g., NASCAR, Indy Car)	13%
Tennis	15%
International motor racing (e.g., Formula 1)	12%
U.S. soccer (MLS, NWSL)	16%
International soccer (e.g., EPL, La Liga, Bundesliga, etc.)	14%
Pickleball	5%

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Alec Tyson**
Senior Vice President, US, Public Affairs
Email: alec.tyson@ipsos.com

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

	Total Apr 2026 (N=1,020)	***Total Sep 2025 (N=1,037)***	***Total Feb 2025 (N=1,026)***	***Total 2024 (N=1,039)***	***Total 2023 (N=1,035)***
Professional football (NFL)	*46%*	*48%*	*45%*	*45%*	*44%*
Baseball (MLB)***	*33%*	*36%*	*34%*	*31%*	*31%*
College football (NCAA)	*32%*	*34%*	*32%*	*30%*	*29%*
Men's basketball (NBA, NCAAM)	*31%*	*30%*	*29%*	*N/A*	*N/A*
Hockey	*18%*	*19%*	*19%*	*17%*	*18%*
Boxing	*18%*	*16%*	*14%*	*14%*	*12%*
Tennis	*12%*	*16%*	*13%*	*14%*	*12%*
Motor racing	*N/A*	*15%*	*15%*	*15%*	*13%*
Women's basketball (WNBA, NCAAW, Unrivaled)	*14%*	*14%*	*15%*	*N/A*	*N/A*
Golf (PGA Tour, LIV Tour, LPGA Tour)**	*14%*	*14%*	*14%*	*13%*	*11%*
U.S. soccer (MLS, NWSL)	*10%*	*14%*	*12%*	*9%*	*N/A*
International soccer (i.e., EPL, La Liga, Bundesliga, etc)	*8%*	*13%*	*12%*	*10%*	*N/A*
Mixed Martial Arts (MMA)	*15%*	*13%*	*10%*	*12%*	*10%*
Pickleball	*6%*	*6%*	*7%*	*5%*	*4%*
U.S. or domestic motor racing (e.g., NASCAR, Indy Car)	*14%*	*N/A*	*N/A*	*N/A*	*N/A*
International motor racing (e.g., Formula 1)	*11%*	*N/A*	*N/A*	*N/A*	*N/A*
Professional basketball (NBA, WNBA)*	*N/A*	*N/A*	*N/A*	*24%*	*24%*
College basketball (NCAA)****	*N/A*	*N/A*	*N/A*	*23%*	*23%*
Soccer*****	*N/A*	*N/A*	*N/A*	*N/A*	*17%*

**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.*

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

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Senior Vice President, US, Public Affairs
Email: alec.tyson@ipsos.com

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

a. Baseball

	Total Jul 2026	***Total Apr 2026***	***Total Sep 2025***	***Total Feb 2025***	***Total 2024***	***Total 2023***
Yes	40%	*33%*	*36%*	*34%*	*31%*	*31%*
No	59%	*65%*	*63%*	*64%*	*68%*	*68%*
Skipped	1%	*2%*	1%	*2%*	*1%*	*

b. Men's basketball (NCAA, NBA)

	Total Jul 2026	***Total Apr 2026***	***Total Sep 2025***	***Total Feb 2025***
Yes	37%	*31%*	*30%*	*29%*
No	62%	*67%*	*69%*	*69%*
Skipped	1%	*2%*	*1%*	*2%*

c. Women's basketball (NCAAW, WNBA)

	Total Jul 2026	***Total Apr 2026***	***Total Sep 2025***	***Total Feb 2025***
Yes	15%	*14%*	*14%*	*15%*
No	83%	*84%*	*85%*	*83%*
Skipped	2%	*2%*	*1%*	*2%*

d. Boxing

	Total Jul 2026	***Total Apr 2026***	***Total Sep 2025***	***Total Feb 2025***	***Total 2024***	***Total 2023***
Yes	19%	*18%*	*16%*	*14%*	*14%*	*12%*
No	80%	*80%*	*83%*	*84%*	*85%*	*87%*
Skipped	1%	*2%*	*1%*	*2%*	*1%*	*1%*

e. College football (NCAA)

	Total Jul 2026	***Total Apr 2026***	***Total Sep 2025***	***Total Feb 2025***	***Total 2024***	***Total 2023***
Yes	33%	*32%*	*34%*	*32%*	*30%*	*29%*
No	65%	*66%*	*65%*	*66%*	*70%*	*70%*
Skipped	2%	*2%*	*1%*	*2%*	*1%*	*

f. Professional football (NFL)

	Total Jul 2026	***Total Apr 2026***	***Total Sep 2025***	***Total Feb 2025***	***Total 2024***	***Total 2023***
Yes	51%	*46%*	*48%*	*45%*	*45%*	*44%*
No	48%	*52%*	*51%*	*54%*	*55%*	*56%*
Skipped	1%	*2%*	*1%*	*1%*	*1%*	*

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

g. Hockey

	Total Jul 2026	***Total Apr 2026***	***Total Sep 2025***	***Total Feb 2025***	***Total 2024***	***Total 2023***
Yes	21%	*18%*	*19%*	*19%*	*17%*	*18%*
No	77%	*80%*	*79%*	*80%*	*82%*	*82%*
Skipped	2%	*2%*	*1%*	*2%*	*1%*	*

h. Mixed Martial Arts (MMA)

	Total Jul 2026	***Total Apr 2026***	***Total Sep 2025***	***Total Feb 2025***	***Total 2024***	***Total 2023***
Yes	15%	*15%*	*13%*	*10%*	*12%*	*10%*
No	84%	*83%*	*85%*	*88%*	*87%*	*89%*
Skipped	1%	*2%*	*2%*	*2%*	*1%*	*

i. Pickleball

	Total Jul 2026	***Total Apr 2026***	***Total Sep 2025***	***Total Feb 2025***	***Total 2024***	***Total 2023***
Yes	5%	*6%*	*6%*	*7%*	*5%*	*4%*
No	93%	*92%*	*92%*	*91%*	*94%*	*96%*
Skipped	2%	*2%*	*2%*	*2%*	*1%*	*1%*

j. Tennis

	Total Jul 2026	***Total Apr 2026***	***Total Sep 2025***	***Total Feb 2025***	***Total 2024***	***Total 2023***
Yes	15%	*12%*	*16%*	*13%*	*14%*	*12%*
No	83%	*86%*	*83%*	*85%*	*85%*	*87%*
Skipped	1%	*2%*	*1%*	*2%*	*1%*	*1%*

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

	Total Jul 2026	***Total Apr 2026***	***Total Sep 2025***	***Total Feb 2025***	***Total 2024***	***Total 2023***
Yes	15%	*14%*	*14%*	*14%*	*13%*	*11%*
No	83%	*84%*	*84%*	*85%*	*87%*	*88%*
Skipped	2%	*2%*	*1%*	*2%*	*1%*	*1%*

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

	Total Jul 2026	***Total Apr 2026***	***Total Sep 2025***	***Total Feb 2025***	***Total 2024***
Yes	16%	*10%*	*14%*	*12%*	*9%*
No	83%	*88%*	*85%*	*86%*	*90%*
Skipped	1%	*2%*	*2%*	*2%*	*1%*

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

	Total Jul 2026	***Total Apr 2026***	***Total Sep 2025***	***Total Feb 2025***	***Total 2024***
Yes	14%	*8%*	*13%*	*12%*	*10%*
No	84%	*90%*	*85%*	*86%*	*90%*
Skipped	2%	*2%*	*1%*	*2%*	*1%*

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

	Total Jul 2026	***Total Apr 2026***
Yes	12%	*11%*
No	86%	*87%*
Skipped	2%	*2%*

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

	Total Jul 2026	***Total Apr 2026***
Yes	13%	*14%*
No	85%	*84%*
Skipped	1%	*2%*

2. How much, if anything, have you heard or read about the FIFA World Cup 2026, which is being hosted in the U.S., Canada, and Mexico?

	Total Jul 2026 (N=1,027)	***Total May 2026 (N=1,023)***
A lot	36%	*14%*
A little	47%	*50%*
Nothing at all	17%	*35%*
Skipped	1%	*1%*

**In May 2026, this was asked as "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?"*

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3. How excited are you, if at all, about the rest of the 2026 World Cup?

	Total Jul 2026	***Total May 2026***
Extremely excited	8%	*3%*
Very excited	9%	*5%*
Somewhat excited	21%	*18%*
Not too excited	24%	*25%*
Not at all excited	37%	*48%*
Skipped	1%	*1%*
Extremely/Very Excited (Net)	*17%*	*7%*
Not too/Not at all Excited (Net)	*61%*	*73%*

**In May 2026, this was asked as "How excited, if at all, are you about the 2026 World Cup?"*

4. Have you watched, or do you plan to watch, the 2026 World Cup in any of the following ways? Please select all that apply.

	Total Jul 2026	***Total May 2026***	***Total March 2026***	***Total Sep 2025***
Yes, on live TV	28%	*18%*	*16%*	*22%*
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	14%	*15%*	*12%*	*14%*
Yes, via clips/highlights afterwards	18%	*15%*	*13%*	*14%*
Yes, in person	1%	*1%*	*3%*	*6%*
No, I do not plan to watch	55%	*63%*	*67%*	*62%*
Skipped	1%	*1%*	*2%*	*1%*
Yes (Net)	*44%*	*36%*	*31%*	*37%*

**In May 2026 and before, this was asked as "Do you plan to watch the 2026 World Cup in any of the following ways? Select all that apply."*

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5. When it comes to the 2026 World Cup, have you done, or do you plan to do, any of the following?

Base: Selected any "Yes" option in Q4

Yes Summary

	Total Jul 2026 (N=454)	***Total May 2026 (N=375)***
Use social media to keep up with teams and players in the World Cup	40%	*43%*
Go to a restaurant or bar to watch a game with friends/family	27%	*29%*
Host or attend a World Cup watch party with friends/family	19%	*18%*
Buy official merchandise like team jerseys/kits, posters, or scarves	19%	*N/A*
Place an official bet on the games, either online or in-person	9%	*11%*
Go to one of the host cities to watch a game	8%	*10%*
Trade on game outcomes using a prediction market	5%	*N/A*

**In May 2026, this was asked as "When it comes to the 2026 World Cup, do you plan to do any of the following?"*

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

	Total Jul 2026	***Total May 2026***
Yes	27%	29%
No	73%	71%
Skipped	*	-

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

	Total Jul 2026	***Total May 2026***
Yes	8%	10%
No	91%	90%
Skipped	1%	-

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

	Total Jul 2026	***Total May 2026***
Yes	9%	11%
No	91%	89%
Skipped	1%	-

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Senior Vice President, US, Public Affairs
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5. When it comes to the 2026 World Cup, have you done, or do you plan to do, any of the following? *(Continued)*

   d. Trade on game outcomes using a prediction market

	Total Jul 2026
Yes	5%
No	94%
Skipped	*

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

	Total Jul 2026	***Total May 2026***
Yes	19%	18%
No	80%	82%
Skipped	1%	-

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

	Total Jul 2026	***Total May 2026***
Yes	40%	43%
No	60%	57%
Skipped	*	-

   g. Buy official merchandise like team jerseys/kits, posters, or scarves

	Total Jul 2026
Yes	19%
No	80%
Skipped	1%

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

	Total Jul 2026	***Total May 2026***
I don't think much about political events in the U.S. and around the world when watching the World Cup	42%	*37%*
It is hard to separate the World Cup from political events happening in the U.S. and around the world	23%	*27%*
Not sure	34%	*35%*
Skipped	1%	*2%*

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Senior Vice President, US, Public Affairs
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7. Do you think the 2026 World Cup will increase or decrease Americans' general interest in soccer, or do you think it won't have an impact?

	Total Jul 2026
Increase	57%
Decrease	2%
No impact	40%
Skipped	1%

8. Has the 2026 World Cup increased or decreased your general interest in soccer, or has it not had an impact?

	Total Jul 2026
Increase	24%
Decrease	3%
No impact	71%
Skipped	1%

9. Do you have a favorable or unfavorable opinion of FIFA, the organization that governs international soccer?

	Total Jul 2026
Very favorable	5%
Somewhat favorable	14%
Somewhat unfavorable	16%
Very unfavorable	9%
Don't know	55%
Skipped	1%
Favorable (Net)	*19%*
Unfavorable (Net)	*25%*

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10. When it comes to the 2026 World Cup, how well do you think each of the following is going so far?

Total Extremely/Very Summary

	Total Jul 2026
The United States' role in hosting the World Cup	33%
The United States Men's National Team performance	30%
FIFA's role in managing the World Cup	19%

a. FIFA's role in managing the World Cup

	Total Jul 2026
Extremely well	6%
Very well	13%
Somewhat well	20%
Not very well	7%
Not well at all	3%
Don't know	50%
Skipped	1%
Extremely/Very Well (Net)	*19%*
Not Very/Not Well at All (Net)	*10%*

b. The United States' role in hosting the World Cup

	Total Jul 2026
Extremely well	11%
Very well	22%
Somewhat well	19%
Not very well	6%
Not well at all	4%
Don't know	37%
Skipped	1%
Extremely/Very Well (Net)	*33%*
Not Very/Not Well at All (Net)	*9%*

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Senior Vice President, US, Public Affairs
Email: alec.tyson@ipsos.com

10. When it comes to the 2026 World Cup, how well do you think each of the following is going so far? *(Continued)*

    c. The United States Men's National Team performance

	Total Jul 2026
Extremely well	8%
Very well	22%
Somewhat well	17%
Not very well	5%
Not well at all	1%
Don't know	46%
Skipped	1%
Extremely/Very Well (Net)	*30%*
Not Very/Not Well at All (Net)	*6%*

11. How excited are you, if at all, about the U.S. advancing to the knockout round of the 2026 World Cup?

	Total Jul 2026
Extremely excited	10%
Very excited	15%
Somewhat excited	22%
Not too excited	11%
Not at all excited	11%
Not aware of this	31%
Skipped	1%
Extremely/Very Excited (Net)	*25%*
Not Too/Not At All Excited (Net)	*22%*

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About the Study

This Ipsos poll was conducted June 26-28, 2026, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,027 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 3.5 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 1.33. 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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+1 202 463-7300

Contact: **Alec Tyson**
Senior Vice President, US, Public Affairs
Email: alec.tyson@ipsos.com

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For more information on this news release, please contact:

Alec Tyson
Senior Vice President, US
Public Affairs
Alec.Tyson@ipsos.com

Johnny Sawyer
Senior Research Manager, US
Public Affairs
Johnny.Sawyer@ipsos.com

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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

35 rue du Val de Marne
75 628 Paris, Cedex 13 France
Tel. +33 1 41 98 90 00

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Washington DC 20006
+1 202 463-7300

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Senior Vice President, US, Public Affairs
Email: alec.tyson@ipsos.com