



TOPLINE & METHODOLOGY

Associated Press/Ipsos poll

Conducted by Ipsos using KnowledgePanel®

A survey of the American general population (ages 18+) and parents of school-aged children who play youth sports

Interview dates: July 21-26, 2026

Number of interviews, general population: 1,737

Number of interviews, parents of one or more school-aged children who play organized sports: 510

Margin of error: +/- 2.7 percentage points at the 95% confidence level for all respondents

Margin of error: +/- 4.9 percentage points at the 95% confidence level for sports parents

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

S1. Are you the parent of a child ages 0 to 18 years old?

	All U.S. Adults (N=1,737)	Sports Parent (N=510)
Yes	25%	100%
No	75%	-
Skipped	*	-



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S2. **[Base: Parent of child 0-18]** What grade of school is your child currently entering in the 2026-27 school year? If you have multiple children, please select the respective grades for each child.

	All Parents of child(ren) 0-18 (N=724)	Sports Parent (N=510)
Not in school yet	21%	10%
Kindergarten	11%	12%
1st grade	6%	9%
2nd grade	10%	14%
3rd grade	9%	15%
4th grade	6%	10%
5th grade	8%	14%
6th grade	9%	14%
7th grade	9%	13%
8th grade	7%	11%
9th grade (freshman year)	11%	15%
10th grade (sophomore year)	8%	11%
11th grade (junior year)	11%	13%
12th grade (senior year)	10%	14%
None of the above	11%	-
Elementary School (K-5) (Net)	38%	52%
Middle School (6-8) (Net)	23%	35%
High School (9-12) (Net)	35%	45%
Skipped	-	-

Q1. **[Base: Parent of school-aged child(ren)]** Thinking of your school-aged child(ren), do they play organized sports, meaning they are on a school or club team, recreational league, or another structured sport with a schedule?

	All K-12 Parents (N=634)	K-12 Sports Parent (N=510)
Yes	54%	100%
No	45%	-
Skipped	1%	-

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Q2. **[Base: K-12 Sports Parent]** Thinking of your school-aged child(ren), which of the following organized sports do they currently play?

	K-12 Sports Parent (N=510)
Soccer	31%
Basketball	25%
Softball or baseball	20%
Cheerleading or dance	16%
Swimming or diving	14%
Track and Field	14%
Volleyball	14%
Flag Football	11%
Tackle Football	10%
Gymnastics	9%
Tennis	7%
Cross Country	7%
Wrestling	5%
Golf	5%
Lacrosse	4%
Hockey	3%
Field Hockey	2%
Other	11%
Skipped	-

Q3_sum1. **[Base: K-12 Sports Parent]** Summary of Yes - You indicated that your child(ren) plays sports. Have they ever participated in the following?

	K-12 Sports Parent (N=510)
Recreational (rec) sports team	72%
School sports team	64%
Specialized youth sports camps	47%
Independent or solo sports training	45%
Travel or club sports team	44%
Private lessons for their sport	43%
Academy sports team	26%

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Q3_1. **[Base: K-12 Sports Parent]** School sports team - You indicated that your child(ren) plays sports. Have they ever participated in the following?

	K-12 Sports Parent (N=510)
Yes, they currently do	53%
Yes, but they do not anymore	11%
No, they have never participated in this	36%
Yes (Net)	64%
Skipped	-

Q3_2. **[Base: K-12 Sports Parent]** Travel or club sports team - You indicated that your child(ren) plays sports. Have they ever participated in the following?

	K-12 Sports Parent (N=510)
Yes, they currently do	29%
Yes, but they do not anymore	15%
No, they have never participated in this	56%
Yes (Net)	44%
Skipped	*

Q3_3. **[Base: K-12 Sports Parent]** Recreational (rec) sports team - You indicated that your child(ren) plays sports. Have they ever participated in the following?

	K-12 Sports Parent (N=510)
Yes, they currently do	50%
Yes, but they do not anymore	23%
No, they have never participated in this	27%
Yes (Net)	72%
Skipped	*

Q3_4. **[Base: K-12 Sports Parent]** Academy sports team - You indicated that your child(ren) plays sports. Have they ever participated in the following?

	K-12 Sports Parent (N=510)
Yes, they currently do	16%
Yes, but they do not anymore	10%
No, they have never participated in this	74%
Yes (Net)	26%
Skipped	*

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Q3_5. **[Base: K-12 Sports Parent]** Independent or solo sports training - You indicated that your child(ren) plays sports. Have they ever participated in the following?

	K-12 Sports Parent (N=510)
Yes, they currently do	31%
Yes, but they do not anymore	14%
No, they have never participated in this	55%
Yes (Net)	45%
Skipped	-

Q3_6. **[Base: K-12 Sports Parent]** Specialized youth sports camps - You indicated that your child(ren) plays sports. Have they ever participated in the following?

	K-12 Sports Parent (N=510)
Yes, they currently do	26%
Yes, but they do not anymore	21%
No, they have never participated in this	52%
Yes (Net)	47%
Skipped	1%

Q3_7. **[Base: K-12 Sports Parent]** Private lessons for their sport - You indicated that your child(ren) plays sports. Have they ever participated in the following?

	K-12 Sports Parent (N=510)
Yes, they currently do	27%
Yes, but they do not anymore	16%
No, they have never participated in this	57%
Yes (Net)	43%
Skipped	-

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Q4_sum1. Summary of A major/minor benefit - How much of a benefit do you think each of the following is for children who play organized sports?

	All U.S. Adults (N=1,737)	K-12 Sports Parent (N=510)
Learning to deal with adversity when things do not go their way	97%	97%
Improving physical fitness	97%	96%
Learning to work with others as part of a team	97%	97%
Making friends with other children their age	97%	98%
Reducing the time they spend on screens or technology	96%	96%
Learning about hard work and commitment	96%	97%
The possibility of improving college acceptance odds in the future	89%	84%

Q4_1. Learning to work with others as part of a team - How much of a benefit do you think each of the following is for children who play organized sports?

	All U.S. Adults (N=1,737)	K-12 Sports Parent (N=510)
A major benefit	86%	85%
A minor benefit	11%	12%
Not a benefit	2%	2%
Major/minor benefit (Net)	97%	97%
Skipped	1%	1%

Q4_2. Learning about hard work and commitment - How much of a benefit do you think each of the following is for children who play organized sports?

	All U.S. Adults (N=1,737)	K-12 Sports Parent (N=510)
A major benefit	83%	86%
A minor benefit	13%	11%
Not a benefit	3%	2%
Major/minor benefit (Net)	96%	97%
Skipped	1%	1%

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Q4_3. Learning to deal with adversity when things do not go their way - How much of a benefit do you think each of the following is for children who play organized sports?

	All U.S. Adults (N=1,737)	K-12 Sports Parent (N=510)
A major benefit	81%	80%
A minor benefit	16%	17%
Not a benefit	2%	3%
Major/minor benefit (Net)	97%	97%
Skipped	1%	-

Q4_4. Improving physical fitness - How much of a benefit do you think each of the following is for children who play organized sports?

	All U.S. Adults (N=1,737)	K-12 Sports Parent (N=510)
A major benefit	85%	85%
A minor benefit	12%	12%
Not a benefit	2%	3%
Major/minor benefit (Net)	97%	96%
Skipped	1%	1%

Q4_5. The possibility of improving college acceptance odds in the future - How much of a benefit do you think each of the following is for children who play organized sports?

	All U.S. Adults (N=1,737)	K-12 Sports Parent (N=510)
A major benefit	41%	45%
A minor benefit	48%	39%
Not a benefit	10%	15%
Major/minor benefit (Net)	89%	84%
Skipped	2%	1%

Q4_6. Making friends with other children their age - How much of a benefit do you think each of the following is for children who play organized sports?

	All U.S. Adults (N=1,737)	K-12 Sports Parent (N=510)
A major benefit	79%	78%
A minor benefit	18%	20%
Not a benefit	2%	1%
Major/minor benefit (Net)	97%	98%
Skipped	1%	1%

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Q4_7. Reducing the time they spend on screens or technology - How much of a benefit do you think each of the following is for children who play organized sports?

	All U.S. Adults (N=1,737)	K-12 Sports Parent (N=510)
A major benefit	76%	78%
A minor benefit	20%	19%
Not a benefit	3%	3%
Major/minor benefit (Net)	96%	96%
Skipped	1%	1%

Q5_sum1. Summary of A major/minor drawback - How much of a drawback do you think each of the following is for children who play organized sports?

	All U.S. Adults (N=1,737)	K-12 Sports Parent (N=510)
Risking injuries to the brain	88%	75%
Risking chronic, long-lasting injuries	88%	77%
The possibility of burnout	84%	78%
Pressure from parents or coaches	86%	73%
Missing out on events with family or friends	81%	71%
Less time for academics or schoolwork	80%	67%
Missing out on non-sports activities	77%	69%
Bullying or hazing	77%	60%

Q5_1. Risking injuries to the brain - How much of a drawback do you think each of the following is for children who play organized sports?

	All U.S. Adults (N=1,737)	K-12 Sports Parent (N=510)
A major drawback	48%	33%
A minor drawback	40%	42%
Not a drawback	11%	24%
Major/Minor drawback (Net)	88%	75%
Skipped	2%	1%

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Q5_2. Risking chronic, long-lasting injuries - How much of a drawback do you think each of the following is for children who play organized sports?

	All U.S. Adults (N=1,737)	K-12 Sports Parent (N=510)
A major drawback	42%	31%
A minor drawback	46%	46%
Not a drawback	11%	22%
Major/Minor drawback (Net)	88%	77%
Skipped	2%	1%

Q5_3. The possibility of burnout - How much of a drawback do you think each of the following is for children who play organized sports?

	All U.S. Adults (N=1,737)	K-12 Sports Parent (N=510)
A major drawback	31%	22%
A minor drawback	53%	56%
Not a drawback	15%	21%
Major/Minor drawback (Net)	84%	78%
Skipped	2%	1%

Q5_4. Missing out on non-sports activities - How much of a drawback do you think each of the following is for children who play organized sports?

	All U.S. Adults (N=1,737)	K-12 Sports Parent (N=510)
A major drawback	16%	11%
A minor drawback	61%	58%
Not a drawback	21%	30%
Major/Minor drawback (Net)	77%	69%
Skipped	1%	1%

Q5_5. Missing out on events with family or friends - How much of a drawback do you think each of the following is for children who play organized sports?

	All U.S. Adults (N=1,737)	K-12 Sports Parent (N=510)
A major drawback	23%	17%
A minor drawback	57%	53%
Not a drawback	18%	29%
Major/Minor drawback (Net)	81%	71%
Skipped	1%	1%

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Q5_6. Pressure from parents or coaches - How much of a drawback do you think each of the following is for children who play organized sports?

	All U.S. Adults (N=1,737)	K-12 Sports Parent (N=510)
A major drawback	39%	22%
A minor drawback	47%	51%
Not a drawback	13%	26%
Major/Minor drawback (Net)	86%	73%
Skipped	2%	1%

Q5_7. Bullying or hazing - How much of a drawback do you think each of the following is for children who play organized sports?

	All U.S. Adults (N=1,737)	K-12 Sports Parent (N=510)
A major drawback	35%	22%
A minor drawback	42%	38%
Not a drawback	22%	39%
Major/Minor drawback (Net)	77%	60%
Skipped	2%	1%

Q5_8. Less time for academics or schoolwork - How much of a drawback do you think each of the following is for children who play organized sports?

	All U.S. Adults (N=1,737)	K-12 Sports Parent (N=510)
A major drawback	32%	20%
A minor drawback	48%	47%
Not a drawback	18%	32%
Major/Minor drawback (Net)	80%	67%
Skipped	2%	1%

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Q6_sum1. **[Base: K-12 Sports Parent]** Summary of Major/minor role - When it comes to your child's participation in sports, how much of a role do each of the following have on your decision to enroll your child in sports?

The possibility of my child...

	K-12 Sports Parent (N=510)
improving their college acceptance odds	65%
earning an athletic scholarship	62%
earning money for their name, image, and likeness (NIL) in the future	44%

Q6_1. **[Base: K-12 Sports Parent]** Earning an athletic scholarship - When it comes to your child's participation in sports, how much of a role do each of the following have on your decision to enroll your child in sports? The possibility of my child...

	K-12 Sports Parent (N=510)
Major role	28%
Minor role	34%
No role	37%
Major/minor role (net)	62%
Skipped	1%

Q6_2. **[Base: K-12 Sports Parent]** Improving their college acceptance odds - When it comes to your child's participation in sports, how much of a role do each of the following have on your decision to enroll your child in sports? The possibility of my child...

	K-12 Sports Parent (N=510)
Major role	28%
Minor role	36%
No role	35%
Major/minor role (net)	65%
Skipped	1%

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Q6_3. **[Base: K-12 Sports Parent]** Earning money for their name, image, and likeness (NIL) in the future - When it comes to your child's participation in sports, how much of a role do each of the following have on your decision to enroll your child in sports? The possibility of my child...

	K-12 Sports Parent (N=510)
Major role	18%
Minor role	26%
No role	55%
Major/minor role (net)	44%
Skipped	1%

Q7_sum1. **[Base: K-12 Sports Parent]** Summary of Major/minor role - How much of a role, if any, did each of the following play in your child(ren)'s desire to play youth sports?

	K-12 Sports Parent (N=510)
Child(ren)'s own interest in playing the sport	97%
Encouragement from you as a parent	93%
Influence of child(ren)'s peer or friend group	81%
Encouragement from child(ren)'s school	65%

Q7_1. **[Base: K-12 Sports Parent]** Child(ren)'s own interest in playing the sport - How much of a role, if any, did each of the following play in your child(ren)'s desire to play youth sports?

	K-12 Sports Parent (N=510)
Major role	79%
Minor role	18%
No role	3%
Major/minor role (Net)	97%
Skipped	1%

Q7_2. **[Base: K-12 Sports Parent]** Influence of child(ren)'s peer or friend group - How much of a role, if any, did each of the following play in your child(ren)'s desire to play youth sports?

	K-12 Sports Parent (N=510)
Major role	31%
Minor role	49%
No role	19%
Major/minor role (Net)	81%
Skipped	1%

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Q7_3. **[Base: K-12 Sports Parent]** Encouragement from you as a parent - How much of a role, if any, did each of the following play in your child(ren)'s desire to play youth sports?

	K-12 Sports Parent (N=510)
Major role	56%
Minor role	38%
No role	6%
Major/minor role (Net)	93%
Skipped	1%

Q7_4. **[Base: K-12 Sports Parent]** Encouragement from child(ren)'s school - How much of a role, if any, did each of the following play in your child(ren)'s desire to play youth sports?

	K-12 Sports Parent (N=510)
Major role	29%
Minor role	36%
No role	34%
Major/minor role (Net)	65%
Skipped	1%

Q8_sum1. **[Base: K-12 Sports Parent]** Summary of Major/minor challenge - When it comes to your child(ren) playing organized sports, how much of a challenge are each of the following for you or your household?

	K-12 Sports Parent (N=510)
The scheduling and logistics	84%
The time commitment	84%
Team or club fees	73%
The amount of travel	72%
Equipment or uniform costs	69%

Q8_1. **[Base: K-12 Sports Parent]** Team or club fees - When it comes to your child(ren) playing organized sports, how much of a challenge are each of the following for you or your household?

	K-12 Sports Parent (N=510)
Major challenge	26%
Minor challenge	47%
Not a challenge	27%
Major/minor challenge (Net)	73%
Skipped	1%

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Q8_2. [Base: K-12 Sports Parent] Equipment or uniform costs - When it comes to your child(ren) playing organized sports, how much of a challenge are each of the following for you or your household?

	K-12 Sports Parent (N=510)
Major challenge	24%
Minor challenge	45%
Not a challenge	30%
Major/minor challenge (Net)	69%
Skipped	1%

Q8_3. [Base: K-12 Sports Parent] The time commitment - When it comes to your child(ren) playing organized sports, how much of a challenge are each of the following for you or your household?

	K-12 Sports Parent (N=510)
Major challenge	36%
Minor challenge	48%
Not a challenge	16%
Major/minor challenge (Net)	84%
Skipped	1%

Q8_4. [Base: K-12 Sports Parent] The amount of travel - When it comes to your child(ren) playing organized sports, how much of a challenge are each of the following for you or your household?

	K-12 Sports Parent (N=510)
Major challenge	26%
Minor challenge	46%
Not a challenge	27%
Major/minor challenge (Net)	72%
Skipped	1%

Q8_5. [Base: K-12 Sports Parent] The scheduling and logistics - When it comes to your child(ren) playing organized sports, how much of a challenge are each of the following for you or your household?

	K-12 Sports Parent (N=510)
Major challenge	31%
Minor challenge	53%
Not a challenge	15%
Major/minor challenge (Net)	84%
Skipped	1%

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Q9. **[Base: K-12 Sports Parent]** How much do you or your household spend annually on equipment, fees, training, and travel for your child(ren)'s athletics? Your best estimate is fine.

	K-12 Sports Parent (N=510)
0	1%
\$1 to \$500	30%
\$501 to \$2,000	37%
\$2,001 to \$5,000	21%
\$5,001 to \$8,000	6%
More than \$8,000	5%
Skipped	1%

Q10. **[Base: K-12 Sports Parent]** How worried, if at all, are you about pushing your child(ren) too hard when it comes to organized sports?

	K-12 Sports Parent (N=510)
Extremely worried	2%
Very worried	5%
Somewhat worried	26%
Not too worried	46%
Not at all worried	20%
Extremely/Very/somewhat worried (Net)	33%
Extremely/Very worried (Net)	7%
Not too/Not at all worried (Net)	66%
Skipped	1%

Q11_sum1. **[Base: K-12 Sports Parent]** Summary of Extremely/Very well - How well do you feel each of the following describe the way you feel about your child(ren) playing organized sports?

	K-12 Sports Parent (N=510)
Proud	79%
Happy	77%
Emotionally invested	58%
Stressed	16%
Burned out	15%

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Q11_1. **[Base: K-12 Sports Parent]** Stressed - How well do you feel each of the following describe the way you feel about your child(ren) playing organized sports?

	K-12 Sports Parent (N=510)
Extremely well	5%
Very well	12%
Somewhat well	33%
Not very well	31%
Not well at all	18%
Extremely/Very well/Somewhat well (Net)	50%
Extremely/Very well (Net)	16%
Not very/Not well at all (Net)	49%
Skipped	1%

Q11_2. **[Base: K-12 Sports Parent]** Happy - How well do you feel each of the following describe the way you feel about your child(ren) playing organized sports?

	K-12 Sports Parent (N=510)
Extremely well	36%
Very well	42%
Somewhat well	19%
Not very well	2%
Not well at all	1%
Extremely/Very well/Somewhat well (Net)	96%
Extremely/Very well (Net)	77%
Not very/Not well at all (Net)	3%
Skipped	1%

Q11_3. **[Base: K-12 Sports Parent]** Proud - How well do you feel each of the following describe the way you feel about your child(ren) playing organized sports?

	K-12 Sports Parent (N=510)
Extremely well	44%
Very well	35%
Somewhat well	18%
Not very well	2%
Not well at all	-
Extremely/Very well/Somewhat well (Net)	96%
Extremely/Very well (Net)	79%
Not very/Not well at all (Net)	3%
Skipped	1%

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Q11_4. **[Base: K-12 Sports Parent]** Burned out - How well do you feel each of the following describe the way you feel about your child(ren) playing organized sports?

	K-12 Sports Parent (N=510)
Extremely well	5%
Very well	11%
Somewhat well	28%
Not very well	32%
Not well at all	24%
Extremely/Very well/Somewhat well (Net)	43%
Extremely/Very well (Net)	15%
Not very/Not well at all (Net)	55%
Skipped	1%

Q11_5. **[Base: K-12 Sports Parent]** Emotionally invested - How well do you feel each of the following describe the way you feel about your child(ren) playing organized sports?

	K-12 Sports Parent (N=510)
Extremely well	23%
Very well	35%
Somewhat well	32%
Not very well	7%
Not well at all	2%
Extremely/Very well/Somewhat well (Net)	90%
Extremely/Very well (Net)	58%
Not very/Not well at all (Net)	9%
Skipped	1%

Q12. **[Base: K-12 Sports Parent]** Which of the following statements comes closest to your view?

	K-12 Sports Parent (N=510)
To our family, the benefits of youth sports outweigh the drawbacks	89%
To our family, the drawbacks of youth sports outweigh the benefits	9%
Skipped	1%

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Q13. **[Base: Parent of child(ren) 0-18]** Thinking of your school-aged child(ren), have they ever quit or stopped playing an organized sport?

	All K-12 Parents (N=634)	K-12 Sports Parent (N=510)
Yes	37%	42%
No	63%	57%
Skipped	*	1%

Q14_sum1. **[Base: Parent of child(ren) 0-18 who quit/stopped playing an organized sport]** Summary of Major/minor role - How much of a role, if any, did each of the following play in your child(ren)'s decision to stop playing an organized sport?

	K-12 Parents (N=268)	K-12 Sports Parent (N=229)
They lost interest or wanted to try other activities	86%	85%
They did not feel that they were good enough	51%	55%
It was too expensive	41%	33%
There was too much pressure to perform or win	40%	41%
Bullying or other negative behavior	26%	25%

Q14_1. **[Base: Parent of child(ren) 0-18 who quit/stopped playing an organized sport]** They lost interest or wanted to try other activities - How much of a role, if any, did each of the following play in your child(ren)'s decision to stop playing an organized sport?

	K-12 Parents (N=268)	K-12 Sports Parent (N=229)
Major role	57%	60%
Minor role	29%	25%
No role	14%	15%
Major/minor role (Net)	86%	85%
Skipped	-	-

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Q14_2. **[Base: Parent of child(ren) 0-18 who quit/stopped playing an organized sport]** They did not feel that they were good enough - How much of a role, if any, did each of the following play in your child(ren)'s decision to stop playing an organized sport?

	K-12 Parents (N=268)	K-12 Sports Parent (N=229)
Major role	17%	17%
Minor role	34%	38%
No role	49%	45%
Major/minor role (Net)	51%	55%
Skipped	-	-

Q14_3. **[Base: Parent of child(ren) 0-18 who quit/stopped playing an organized sport]** It was too expensive - How much of a role, if any, did each of the following play in your child(ren)'s decision to stop playing an organized sport?

	K-12 Parents (N=268)	K-12 Sports Parent (N=229)
Major role	17%	10%
Minor role	24%	24%
No role	59%	67%
Major/minor role (Net)	41%	33%
Skipped	-	-

Q14_4. **[Base: Parent of child(ren) 0-18 who quit/stopped playing an organized sport]** Bullying or other negative behavior - How much of a role, if any, did each of the following play in your child(ren)'s decision to stop playing an organized sport?

	K-12 Parents (N=268)	K-12 Sports Parent (N=229)
Major role	10%	7%
Minor role	15%	18%
No role	74%	75%
Major/minor role (Net)	26%	25%
Skipped	-	-

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Q14_5. **[Base: Parent of child(ren) 0-18 who quit/stopped playing an organized sport]** There was too much pressure to perform or win - How much of a role, if any, did each of the following play in your child(ren)'s decision to stop playing an organized sport?

	K-12 Parents (N=268)	K-12 Sports Parent (N=229)
Major role	18%	14%
Minor role	22%	27%
No role	60%	59%
Major/minor role (Net)	40%	41%
Skipped	-	-

Q15. Did you play organized sports as a child (i.e., prior to turning 18 years old), meaning you were on a school or club team, recreational league, or another structured sport with a schedule?

	All U.S. Adults (N=1,737)	K-12 Sports Parent (N=510)
Yes	54%	65%
No	45%	34%
Skipped	1%	1%

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Q16_sum1. **[Base: Played organized sports as a child]** Summary of Mostly positive impact - What type of impact, if any, did playing youth sports have on the following?

	Total (N=1,005)	K-12 Sports Parent (N=350)
Your childhood	76%	78%
Your life as an adult	62%	65%

Q16_1. **[Base: Played organized sports as a child]** Your childhood - What type of impact, if any, did playing youth sports have on the following?

	Total (N=1,005)	K-12 Sports Parent (N=350)
Mostly positive impact	76%	78%
Mostly negative impact	2%	2%
Not much impact either way	18%	15%
Not sure	2%	3%
Skipped	1%	1%

Q16_2. **[Base: Played organized sports as a child]** Your life as an adult - What type of impact, if any, did playing youth sports have on the following?

	Total (N=1,005)	K-12 Sports Parent (N=350)
Mostly positive impact	62%	65%
Mostly negative impact	2%	2%
Not much impact either way	33%	28%
Not sure	3%	4%
Skipped	*	1%

Q17. In general, when kids play youth sports, which should be emphasized more?

	All U.S. Adults (N=1,737)	K-12 Sports Parent (N=510)
Having fun	25%	27%
Learning to compete and succeed	8%	8%
Both equally	64%	65%
Neither	3%	-
Skipped	*	1%

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Q18. [Base: Parent of child(ren) 0-18] If you had a child who wanted to play tackle football, would you encourage them to play another sport due to concerns about concussions, or not?

	All Parents of child(ren) 0-18 (N=724)	K-12 Sports Parent (N=510)
Yes	39%	40%
No	35%	39%
Not sure	25%	20%
Skipped	1%	1%

Q19_sum1. Summary of Support - To what extent do you support or oppose the following?

	All U.S. Adults (N=1,737)	K-12 Sports Parent (N=510)
Requiring a medical professional to be present at all K-12 sporting events	79%	76%
Allowing families to claim tax credits for youth sports expenses	55%	70%
Banning tackle football for children prior to high school	55%	47%
A law banning private equity from investing in youth sports	42%	41%

Q19_1. Banning tackle football for children prior to high school - To what extent do you support or oppose the following?

	All U.S. Adults (N=1,737)	K-12 Sports Parent (N=510)
Strongly support	25%	17%
Somewhat support	30%	30%
Somewhat oppose	21%	22%
Strongly oppose	9%	14%
Don't know	14%	16%
Support (Net)	55%	47%
Oppose (Net)	30%	37%
Skipped	1%	1%

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Q19_2. Requiring a medical professional to be present at all K-12 sporting events - To what extent do you support or oppose the following?

	All U.S. Adults (N=1,737)	K-12 Sports Parent (N=510)
Strongly support	44%	42%
Somewhat support	35%	34%
Somewhat oppose	8%	13%
Strongly oppose	3%	3%
Don't know	9%	7%
Support (Net)	79%	76%
Oppose (Net)	11%	16%
Skipped	1%	1%

Q19_3. Allowing families to claim tax credits for youth sports expenses - To what extent do you support or oppose the following?

	All U.S. Adults (N=1,737)	K-12 Sports Parent (N=510)
Strongly support	22%	40%
Somewhat support	33%	30%
Somewhat oppose	15%	10%
Strongly oppose	13%	7%
Don't know	16%	11%
Support (Net)	55%	70%
Oppose (Net)	28%	17%
Skipped	1%	1%

Q19_4. A law banning private equity from investing in youth sports - To what extent do you support or oppose the following?

	All U.S. Adults (N=1,737)	K-12 Sports Parent (N=510)
Strongly support	23%	21%
Somewhat support	19%	20%
Somewhat oppose	15%	17%
Strongly oppose	10%	13%
Don't know	31%	28%
Support (Net)	42%	41%
Oppose (Net)	26%	30%
Skipped	1%	1%



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About the Study

This poll was conducted by Ipsos on behalf of the Associated Press between July 21–26, 2026, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,737 general population adults aged 18 or older, including an oversample of 510 parents of at least one K-12 child who plays organized sports.

The study was conducted in English and Spanish. 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 2026 NPORS annual survey. The demographic benchmarks came from the 2025 March supplement of the U.S. Census Bureau's Current Population Survey (CPS), except language dominance within Hispanics, which was obtained from the 2024 American Community Survey (ACS). The parental status benchmark was derived from the general population sample.

- 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)
- Census Region (Northeast, Midwest, South, West) by Metropolitan Status (Metro, Non-Metro)
- Education (Less than High School, High School, Some College, Bachelor's degree, Master's degree or higher)
- Household Income (Under \$25,000, \$25,000–\$49,999, \$50,000–\$74,999, \$75,000–\$99,999, \$100,000–\$149,999, \$150,000+)
- Language Dominance (English Dominant Hispanic, Bilingual Hispanic, Spanish Dominant Hispanic, Non-Hispanic)
- 2024 Vote Choice (Trump, Harris, Another candidate, Did not vote)
- Political Party ID (Democrat, Lean Democrat, Republican, Lean Republican, Independent/Something else)
- Parents Status (Not a parent of 0-18 children, Parent of 0-18 children but none in K-12, Parent of K-12 with no sports children, Parent of K-12 with sports children)

The margin of sampling error is plus or minus 2.7 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 1.34. For results based on parents of school-aged child(ren) who play organized sports, the margin of sampling error is plus or minus 4.9 percentage points at the 95% confidence level. The margin of sampling error takes into account the design effect, which was 1.28.

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

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

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“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

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