

Siena Poll Conducted by the Siena Research Institute  
 February 16 - 27, 2026  
 3084 United States Residents  
 Credibility Interval +/- 1.9%

Q2-Q10 Computed Fanship Category																										
	Total				Fanship Category				Gender		Age				Region				Ethnicity					Education		
	2026	2025	2024	2023	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
<b>Avid</b>	25%	20%	19%	21%	100%	0%	0%	0%	37%	12%	47%	34%	39%	14%	8%	28%	25%	17%	29%	23%	29%	37%	17%	15%	19%	38%
<b>Involved</b>	30%	32%	26%	26%	0%	100%	0%	0%	33%	27%	30%	30%	29%	29%	30%	29%	29%	28%	31%	28%	32%	31%	35%	36%	30%	29%
<b>Casual</b>	22%	24%	27%	26%	0%	0%	100%	0%	16%	28%	13%	20%	17%	25%	27%	19%	22%	28%	18%	23%	23%	18%	23%	20%	24%	17%
<b>Nonfan</b>	24%	24%	28%	27%	0%	0%	0%	100%	14%	33%	10%	17%	15%	31%	35%	23%	23%	27%	22%	27%	16%	14%	26%	29%	27%	16%

Q16. Now turning to the topic of the March Madness, do you plan on watching any of the games during the college basketball tournament?																										
	Total				Fanship Category				Gender		Age				Region				Ethnicity					Education		
	2026				Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
<b>Yes</b>	49%				90%	67%	27%	5%	61%	37%	69%	57%	62%	41%	32%	47%	51%	44%	51%	45%	67%	58%	44%	36%	44%	60%
<b>No</b>	40%				7%	21%	50%	89%	30%	50%	24%	32%	30%	47%	55%	43%	39%	44%	37%	45%	21%	31%	49%	41%	44%	31%
<b>Don't know / Refused</b>	11%				3%	12%	23%	7%	9%	13%	7%	11%	9%	12%	13%	10%	10%	12%	12%	10%	11%	11%	7%	23%	12%	9%

[ROTATE Q17 - Q18]

Q17. [If Q16 = Yes, watching March Madness] Do you plan to watch any of the Men's games during March Madness?																										
	Total				Fanship Category				Gender		Age				Region				Ethnicity					Education		
	2026				Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
<b>Yes</b>	95%				96%	96%	91%	93%	96%	94%	95%	94%	94%	97%	96%	95%	94%	95%	96%	95%	97%	95%	91%	100%	95%	96%
<b>No</b>	3%				4%	2%	5%	7%	3%	4%	4%	4%	4%	2%	2%	4%	4%	3%	3%	3%	2%	4%	7%	0%	4%	3%
<b>Don't know / Refused</b>	1%				1%	2%	4%	0%	1%	2%	1%	1%	1%	2%	1%	2%	2%	0%	0%	2%	1%	1%	2%	0%	1%	2%

Q18. [If Q16 = Yes, watching March Madness] Do you plan to watch any of the Women's games during March Madness?																										
	Total				Fanship Category				Gender		Age				Region				Ethnicity					Education		
	2026				Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
<b>Yes</b>	62%				74%	52%	50%	36%	60%	65%	62%	65%	67%	55%	51%	66%	62%	53%	65%	58%	73%	69%	55%	54%	57%	69%
<b>No</b>	28%				20%	34%	37%	48%	30%	27%	30%	27%	27%	32%	31%	26%	29%	34%	25%	32%	19%	23%	30%	39%	31%	24%
<b>Don't know / Refused</b>	10%				6%	13%	13%	16%	11%	8%	8%	8%	6%	14%	18%	8%	9%	13%	10%	11%	7%	8%	15%	8%	12%	7%

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[ROTATE Q19 - Q22]																									
Q19. Do you plan to fill out a tournament bracket for the NCAA Men's Teams?																									
				Fanship Category				Gender		Age				Region				Ethnicity					Education		
	Total 2026			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
Yes	28%			70%	30%	8%	2%	41%	16%	50%	37%	40%	20%	12%	30%	29%	24%	29%	27%	33%	39%	23%	14%	22%	42%
No	64%			25%	59%	81%	97%	53%	75%	44%	57%	52%	72%	81%	64%	63%	68%	64%	67%	57%	56%	70%	70%	71%	51%
Don't know / Refused	7%			5%	11%	11%	1%	6%	8%	6%	6%	8%	8%	7%	6%	8%	8%	7%	6%	10%	6%	8%	16%	7%	7%
Q20. [IF Q19 = Yes] How many brackets do you plan to fill out?																									
				Fanship Category				Gender		Age				Region				Ethnicity					Education		
	Total 2026			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
Just one	34%			23%	50%	65%	38%	32%	41%	29%	36%	24%	41%	53%	34%	36%	42%	27%	33%	35%	34%	27%	66%	41%	26%
2 - 3	46%			51%	41%	27%	42%	49%	40%	50%	43%	52%	46%	36%	48%	45%	46%	48%	46%	47%	47%	48%	34%	44%	50%
4 - 10	16%			21%	8%	5%	20%	16%	17%	17%	16%	20%	11%	7%	15%	17%	11%	19%	17%	13%	17%	11%	0%	12%	21%
10 or more	4%			5%	2%	3%	0%	4%	3%	4%	5%	3%	2%	4%	3%	3%	2%	7%	3%	5%	2%	14%	0%	3%	4%
Q21. Do you plan to fill out a tournament bracket for the NCAA Women's Teams?																									
				Fanship Category				Gender		Age				Region				Ethnicity					Education		
	Total 2026			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
Yes	18%			50%	15%	5%	1%	24%	12%	31%	26%	27%	11%	5%	19%	19%	13%	21%	16%	23%	28%	14%	12%	13%	29%
No	75%			42%	74%	87%	98%	69%	80%	62%	67%	65%	82%	89%	75%	74%	77%	73%	77%	67%	68%	80%	74%	79%	64%
Don't know / Refused	7%			7%	10%	8%	1%	7%	7%	6%	7%	8%	7%	6%	6%	7%	9%	6%	7%	10%	4%	7%	14%	7%	7%
Q22. [IF Q21 = Yes] How many brackets do you plan to fill out?																									
				Fanship Category				Gender		Age				Region				Ethnicity					Education		
	Total 2026			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
Just one	31%			24%	43%	62%	18%	28%	37%	26%	34%	22%	33%	65%	33%	32%	39%	25%	31%	32%	30%	4%	73%	40%	23%
2 - 3	45%			46%	45%	29%	82%	47%	43%	47%	43%	50%	47%	29%	41%	44%	52%	46%	43%	49%	49%	63%	27%	42%	49%
4 - 10	20%			25%	10%	2%	0%	21%	18%	22%	20%	23%	16%	6%	22%	19%	7%	25%	22%	15%	19%	20%	0%	15%	25%
10 or more	4%			4%	2%	7%	0%	4%	3%	4%	4%	5%	4%	0%	4%	4%	1%	5%	4%	4%	2%	13%	0%	4%	4%
Q23. Do you plan to join a March Madness pool, whether with friends, family, your office or otherwise?																									
				Fanship Category				Gender		Age				Region				Ethnicity					Education		
	Total 2026			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
Yes	28%			69%	30%	7%	2%	38%	18%	49%	37%	44%	17%	9%	29%	28%	23%	31%	26%	33%	41%	17%	14%	22%	42%
No	62%			23%	53%	80%	96%	53%	70%	42%	52%	47%	71%	83%	62%	60%	67%	60%	65%	53%	48%	75%	72%	67%	49%
Don't know / Refused	10%			7%	17%	13%	2%	9%	12%	9%	11%	9%	13%	8%	9%	12%	10%	9%	9%	14%	11%	8%	14%	11%	9%

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Q24. Do you plan to place a bet on any game during the 2026 March Madness tournament using an online sportsbook (such as DraftKings, Caesars, FanDuel, BetMGM and so on)?																									
				Fanship Category				Gender		Age					Region				Ethnicity					Education	
	Total 2026			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
Yes	25%			68%	23%	6%	1%	37%	14%	49%	36%	41%	15%	4%	27%	25%	22%	27%	22%	37%	37%	15%	16%	20%	36%
No	67%			26%	63%	84%	98%	56%	78%	43%	54%	51%	77%	92%	66%	66%	72%	65%	71%	52%	55%	77%	70%	71%	58%
Don't know / Refused	8%			6%	13%	10%	1%	8%	8%	8%	10%	7%	8%	4%	7%	9%	6%	8%	6%	10%	8%	8%	15%	9%	5%

Q25. [If Q16 = Yes, watching March Madness] Will you take time off from work or other regular activities to watch games during March Madness?																									
				Fanship Category				Gender		Age					Region				Ethnicity					Education	
	Total 2026			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
Yes	37%			57%	26%	5%	5%	43%	28%	52%	46%	50%	20%	13%	45%	35%	26%	44%	38%	33%	46%	23%	27%	28%	52%
No	58%			38%	69%	88%	95%	52%	66%	44%	48%	46%	74%	83%	50%	59%	68%	53%	57%	62%	50%	69%	65%	66%	45%
Don't know / Refused	5%			5%	5%	7%	0%	5%	6%	5%	6%	4%	6%	3%	4%	6%	6%	3%	5%	5%	4%	8%	8%	6%	4%

Q26. Which team do you think will win the 2026 March Madness Men's college basketball tournament?																									
				Fanship Category				Gender		Age					Region				Ethnicity					Education	
	Total 2026			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
Duke University - Blue Devils	5%			6%	7%	3%	2%	7%	4%	6%	6%	5%	6%	5%	5%	6%	5%	4%	5%	9%	4%	3%	11%	5%	6%
University of Michigan - Wolverines	4%			5%	5%	2%	1%	5%	2%	3%	2%	3%	3%	6%	2%	2%	8%	3%	4%	3%	2%	0%	1%	3%	5%
University of Connecticut (UConn) - Huskies	2%			2%	3%	2%	1%	2%	2%	2%	2%	1%	2%	3%	6%	2%	0%	1%	2%	0%	2%	2%	3%	2%	3%
Michigan State University - Spartans	2%			0%	2%	2%	1%	1%	2%	1%	1%	2%	1%	3%	1%	1%	5%	1%	2%	1%	1%	2%	2%	2%	2%
Ohio State University - Buckeyes	2%			1%	2%	1%	2%	2%	1%	2%	2%	1%	2%	1%	1%	1%	4%	1%	2%	2%	1%	0%	0%	2%	1%
University of Arizona - Wildcats	2%			2%	3%	1%	1%	3%	1%	2%	1%	2%	1%	3%	1%	1%	1%	4%	2%	1%	2%	1%	1%	1%	3%
Other Specified Teams (<2% each)	79%			82%	78%	85%	81%	77%	82%	83%	84%	83%	80%	72%	80%	84%	71%	82%	79%	81%	85%	86%	74%	80%	77%
Don't know / Refused	4%			0%	1%	3%	11%	3%	6%	1%	2%	3%	5%	7%	4%	3%	6%	4%	4%	3%	3%	6%	8%	5%	3%

Q27. Which team do you think will win the 2026 March Madness Women's college basketball tournament?																									
				Fanship Category				Gender		Age					Region				Ethnicity					Education	
	Total 2026			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
University of Connecticut (UConn) - Huskies	6%			8%	8%	6%	1%	8%	5%	6%	5%	6%	7%	9%	11%	6%	6%	4%	7%	4%	7%	5%	3%	5%	10%
Duke University - Blue Devils	2%			2%	3%	1%	1%	3%	1%	3%	2%	2%	2%	1%	2%	2%	1%	2%	2%	3%	2%	3%	1%	2%	2%
University of South Carolina - Gamecocks	2%			3%	3%	1%	1%	3%	1%	2%	1%	3%	2%	2%	1%	3%	1%	2%	2%	3%	1%	2%	2%	1%	3%
Other Specified Teams (<2% each)	86%			86%	85%	88%	86%	83%	88%	88%	89%	86%	84%	81%	81%	85%	86%	88%	85%	87%	87%	83%	85%	87%	82%
Don't know / Refused	4%			1%	1%	4%	11%	3%	5%	2%	3%	3%	5%	7%	5%	4%	6%	4%	4%	3%	3%	7%	9%	5%	3%

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Q63. Now, turning to some other issues in sport... Generally speaking, do you feel that professional athletes are generally being paid too much, about right, or not enough?																										
				Fanship Category				Gender		Age					Region				Ethnicity					Education		
	Total 2026			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
Too much	48%			33%	49%	55%	56%	46%	50%	34%	32%	39%	59%	68%	47%	45%	58%	45%	55%	25%	39%	43%	42%	48%	48%	
About right	38%			58%	42%	33%	16%	43%	33%	55%	51%	49%	26%	19%	41%	40%	28%	39%	32%	53%	49%	36%	40%	36%	42%	
Not enough	5%			6%	5%	4%	4%	5%	5%	7%	4%	4%	2%	3%	6%	4%	5%	3%	3%	11%	7%	5%	2%	5%	4%	
Don't know / Refused	10%			2%	5%	9%	25%	7%	13%	5%	9%	8%	11%	11%	10%	9%	10%	11%	9%	12%	6%	15%	16%	12%	6%	

Q64. Do you feel that some college athletes are generally being paid too much, about right, or not enough?																										
				Fanship Category				Gender		Age					Region				Ethnicity					Education		
	Total 2026			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
Too much	28%			24%	27%	31%	31%	31%	26%	22%	20%	21%	35%	41%	26%	29%	35%	22%	34%	13%	22%	22%	18%	27%	31%	
About right	34%			53%	34%	28%	18%	37%	31%	45%	42%	43%	26%	19%	35%	35%	28%	35%	31%	42%	42%	27%	31%	31%	39%	
Not enough	18%			19%	22%	18%	12%	18%	18%	21%	25%	19%	16%	10%	15%	19%	15%	20%	15%	29%	19%	27%	21%	18%	18%	
Don't know / Refused	20%			4%	16%	23%	39%	15%	26%	12%	14%	17%	23%	30%	23%	16%	22%	23%	21%	16%	17%	24%	30%	24%	12%	

Q65. How familiar are you with recent changes to the policies governing how college athletes can be paid for the rights to their names, images and likenesses (NIL)?																										
				Fanship Category				Gender		Age					Region				Ethnicity					Education		
	Total 2026			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
Very familiar	12%			31%	10%	3%	1%	17%	6%	20%	13%	18%	9%	5%	11%	13%	10%	11%	12%	12%	12%	4%	8%	8%	20%	
Somewhat familiar	30%			47%	40%	22%	7%	38%	22%	39%	33%	34%	25%	26%	29%	30%	28%	32%	29%	34%	34%	33%	22%	25%	40%	
<b>Total Familiar</b>	<b>42%</b>			<b>78%</b>	<b>50%</b>	<b>25%</b>	<b>8%</b>	<b>55%</b>	<b>28%</b>	<b>60%</b>	<b>46%</b>	<b>52%</b>	<b>34%</b>	<b>31%</b>	<b>40%</b>	<b>43%</b>	<b>38%</b>	<b>43%</b>	<b>41%</b>	<b>46%</b>	<b>46%</b>	<b>37%</b>	<b>30%</b>	<b>33%</b>	<b>60%</b>	
Not very familiar	23%			16%	30%	32%	16%	21%	26%	19%	21%	23%	24%	26%	23%	23%	25%	23%	23%	23%	23%	25%	27%	25%	19%	
Not at all familiar	30%			6%	17%	37%	64%	19%	40%	17%	24%	22%	39%	37%	30%	29%	33%	28%	32%	24%	25%	28%	38%	35%	18%	
<b>Total Not Familiar</b>	<b>53%</b>			<b>21%</b>	<b>47%</b>	<b>68%</b>	<b>80%</b>	<b>40%</b>	<b>66%</b>	<b>36%</b>	<b>45%</b>	<b>45%</b>	<b>63%</b>	<b>63%</b>	<b>53%</b>	<b>52%</b>	<b>58%</b>	<b>51%</b>	<b>55%</b>	<b>47%</b>	<b>48%</b>	<b>53%</b>	<b>65%</b>	<b>60%</b>	<b>37%</b>	
Don't know / Refused	5%			1%	3%	7%	11%	4%	7%	4%	8%	3%	4%	6%	6%	5%	5%	6%	5%	7%	6%	11%	5%	7%	3%	

Q66. In June 2025, a federal court gave approval to a settlement officially allowing college athletics to pay student athletes directly. Colleges can now opt-in to share the money made off of their athletic teams with students, a practice known as revenue sharing. Do you approve or disapprove of this practice?																										
				Fanship Category				Gender		Age					Region				Ethnicity					Education		
	Total 2026			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
Strongly approve	24%			42%	22%	18%	15%	28%	21%	35%	32%	31%	20%	12%	25%	26%	23%	23%	23%	34%	24%	21%	23%	23%	28%	
Somewhat approve	38%			43%	46%	35%	23%	40%	35%	43%	42%	43%	32%	33%	40%	37%	34%	40%	36%	41%	43%	39%	35%	36%	41%	
<b>Total Approve</b>	<b>62%</b>			<b>85%</b>	<b>68%</b>	<b>53%</b>	<b>39%</b>	<b>68%</b>	<b>56%</b>	<b>79%</b>	<b>74%</b>	<b>74%</b>	<b>52%</b>	<b>45%</b>	<b>65%</b>	<b>63%</b>	<b>57%</b>	<b>63%</b>	<b>59%</b>	<b>75%</b>	<b>67%</b>	<b>60%</b>	<b>58%</b>	<b>59%</b>	<b>69%</b>	
Somewhat disapprove	11%			7%	14%	16%	8%	10%	12%	8%	10%	8%	13%	14%	10%	12%	12%	11%	12%	6%	12%	9%	12%	12%	11%	
Strongly disapprove	9%			5%	8%	9%	13%	10%	7%	5%	4%	5%	11%	16%	6%	9%	12%	7%	10%	4%	6%	7%	10%	8%	10%	
<b>Total Disapprove</b>	<b>20%</b>			<b>13%</b>	<b>22%</b>	<b>24%</b>	<b>21%</b>	<b>20%</b>	<b>19%</b>	<b>13%</b>	<b>14%</b>	<b>13%</b>	<b>24%</b>	<b>30%</b>	<b>16%</b>	<b>21%</b>	<b>24%</b>	<b>18%</b>	<b>22%</b>	<b>10%</b>	<b>18%</b>	<b>16%</b>	<b>22%</b>	<b>20%</b>	<b>21%</b>	
Don't know / Refused	18%			2%	10%	22%	40%	11%	25%	9%	13%	14%	23%	25%	19%	16%	19%	20%	19%	16%	15%	24%	20%	21%	11%	

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Q67. How well do you believe current policies on names, images and likenesses (NIL) are working for college athletics as a whole?																									
				Fanship Category				Gender		Age					Region				Ethnicity					Education	
	Total 2026			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Very Well	10%			25%	9%	5%	3%	13%	8%	16%	12%	17%	8%	4%	12%	12%	10%	8%	10%	15%	11%	7%	7%	8%	14%
Well	23%			42%	26%	15%	6%	29%	17%	35%	28%	28%	20%	13%	24%	22%	18%	28%	22%	23%	30%	21%	15%	20%	30%
Neutral	30%			20%	39%	39%	21%	27%	33%	27%	31%	30%	29%	29%	29%	32%	30%	27%	28%	36%	29%	36%	30%	33%	23%
Poor	6%			6%	8%	7%	4%	7%	5%	6%	6%	5%	5%	8%	4%	6%	8%	6%	6%	4%	7%	4%	4%	5%	8%
Very Poor	5%			5%	5%	4%	5%	6%	4%	3%	4%	3%	6%	7%	2%	5%	6%	5%	5%	1%	3%	3%	10%	5%	5%
Don't know / Refused	26%			3%	14%	31%	61%	18%	34%	13%	19%	18%	33%	38%	29%	24%	28%	26%	28%	20%	20%	28%	35%	29%	19%

Q68. How about for individual athletes - how well do you believe current policies on names, images and likenesses (NIL) are working for college athletes?																									
				Fanship Category				Gender		Age					Region				Ethnicity					Education	
	Total 2026			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Very Well	13%			30%	10%	7%	3%	16%	9%	19%	14%	17%	12%	6%	14%	13%	12%	11%	12%	17%	15%	6%	11%	10%	17%
Well	26%			41%	32%	20%	10%	32%	21%	37%	30%	32%	21%	20%	28%	26%	22%	28%	27%	27%	30%	20%	11%	23%	34%
Neutral	28%			18%	35%	36%	21%	25%	31%	23%	29%	27%	29%	25%	25%	30%	29%	25%	26%	34%	30%	35%	26%	31%	21%
Poor	5%			5%	6%	5%	4%	5%	4%	4%	4%	4%	4%	6%	4%	5%	5%	6%	5%	2%	5%	8%	5%	5%	5%
Very Poor	3%			2%	4%	2%	4%	4%	2%	3%	4%	2%	2%	4%	2%	3%	4%	3%	3%	1%	3%	2%	6%	3%	3%
Don't know / Refused	26%			3%	13%	31%	59%	18%	33%	14%	17%	18%	32%	38%	28%	23%	28%	26%	27%	18%	18%	30%	41%	29%	19%

Q69. To what extent do NIL payments for college athletes affect your level of interest in college sports?																									
				Fanship Category				Gender		Age					Region				Ethnicity					Education	
	Total 2026			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
More interested	9%			26%	6%	2%	1%	12%	5%	17%	11%	16%	4%	2%	13%	8%	6%	9%	8%	12%	12%	3%	1%	6%	15%
Somewhat more interested	16%			32%	17%	9%	4%	21%	11%	29%	27%	21%	8%	3%	17%	16%	11%	19%	13%	23%	22%	12%	21%	14%	20%
Does not make a difference	59%			34%	60%	71%	71%	49%	68%	43%	48%	53%	69%	69%	58%	59%	62%	56%	61%	55%	50%	70%	59%	63%	49%
Somewhat less interested	7%			6%	12%	8%	3%	10%	5%	6%	6%	4%	7%	14%	5%	8%	9%	7%	8%	5%	7%	4%	5%	7%	9%
Less interested	9%			3%	4%	10%	21%	7%	11%	5%	7%	6%	12%	12%	7%	9%	11%	9%	9%	5%	8%	11%	13%	10%	6%

Q70. To what extent do you agree or disagree with the following statement: College athletics programs should be required to place a hard cap on the salaries paid to individual athletes through revenue-sharing / NIL rights.																									
				Fanship Category				Gender		Age					Region				Ethnicity					Education	
	Total 2026			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Strongly agree	25%			35%	24%	21%	18%	29%	21%	26%	19%	26%	25%	31%	23%	26%	26%	21%	28%	19%	21%	17%	15%	22%	31%
Somewhat agree	33%			45%	39%	32%	16%	38%	29%	40%	37%	37%	30%	29%	36%	31%	33%	36%	33%	30%	37%	32%	31%	32%	37%
<b>Total Agree</b>	<b>58%</b>			<b>80%</b>	<b>63%</b>	<b>53%</b>	<b>34%</b>	<b>67%</b>	<b>50%</b>	<b>66%</b>	<b>56%</b>	<b>63%</b>	<b>55%</b>	<b>60%</b>	<b>59%</b>	<b>57%</b>	<b>59%</b>	<b>57%</b>	<b>61%</b>	<b>49%</b>	<b>58%</b>	<b>49%</b>	<b>46%</b>	<b>54%</b>	<b>68%</b>
Somewhat disagree	11%			10%	15%	12%	8%	12%	11%	14%	15%	11%	10%	7%	13%	11%	10%	12%	10%	16%	17%	12%	6%	12%	9%
Strongly disagree	5%			5%	7%	4%	5%	6%	5%	7%	8%	6%	5%	2%	4%	6%	7%	5%	5%	9%	6%	3%	9%	6%	4%
<b>Total Disagree</b>	<b>16%</b>			<b>15%</b>	<b>22%</b>	<b>16%</b>	<b>13%</b>	<b>18%</b>	<b>16%</b>	<b>21%</b>	<b>23%</b>	<b>17%</b>	<b>15%</b>	<b>9%</b>	<b>17%</b>	<b>17%</b>	<b>17%</b>	<b>17%</b>	<b>15%</b>	<b>25%</b>	<b>23%</b>	<b>15%</b>	<b>15%</b>	<b>18%</b>	<b>13%</b>
Don't know / Refused	25%			5%	15%	31%	53%	16%	34%	13%	21%	21%	30%	31%	25%	26%	24%	26%	24%	26%	18%	36%	39%	28%	18%

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Q71. Have you made any charitable contribution to an NIL collective for providing payments to college athletes?																									
				Fanship Category				Gender		Age					Region				Ethnicity					Education	
	Total 2026			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
No	85%			57%	88%	97%	99%	78%	92%	68%	76%	73%	95%	99%	80%	85%	91%	82%	86%	85%	73%	89%	97%	90%	74%
Yes, less than \$100	8%			21%	7%	1%	1%	12%	4%	17%	14%	12%	2%	1%	9%	7%	5%	10%	7%	7%	13%	7%	0%	6%	12%
Yes, between \$100 - \$1000	7%			19%	5%	2%	0%	10%	3%	14%	8%	14%	3%	0%	11%	7%	3%	7%	6%	7%	11%	4%	3%	4%	13%
Yes, more than \$1000	1%			2%	0%	0%	1%	1%	1%	2%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	2%	0%	0%	1%	1%

With players on college teams changing yearly, how have recent policy changes in college athletics, including those surrounding NIL rights, affected each of the following: [ROTATE Q72-Q74]

Q72. Your loyalty to a college athletics team																									
				Fanship Category				Gender		Age					Region				Ethnicity					Education	
	Total 2026			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Very much	10%			24%	10%	3%	2%	13%	7%	17%	13%	15%	6%	5%	14%	11%	7%	9%	10%	12%	9%	7%	8%	8%	15%
Somewhat	19%			38%	22%	10%	3%	25%	13%	29%	25%	25%	11%	12%	17%	19%	16%	22%	16%	24%	29%	16%	15%	16%	25%
Not very much	19%			17%	25%	24%	8%	20%	18%	20%	20%	21%	18%	16%	19%	19%	19%	18%	18%	18%	20%	25%	19%	19%	18%
Not at all	40%			19%	37%	47%	60%	34%	46%	26%	31%	29%	50%	55%	38%	40%	43%	40%	43%	33%	33%	33%	50%	43%	34%
Don't know / Refused	12%			2%	6%	15%	27%	8%	16%	7%	10%	10%	15%	13%	12%	11%	15%	11%	12%	12%	9%	20%	9%	14%	8%

Q73. The frequency with which you attend games in person																									
				Fanship Category				Gender		Age					Region				Ethnicity					Education	
	Total 2026			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Very much	8%			21%	6%	3%	2%	11%	5%	14%	10%	13%	4%	3%	10%	9%	5%	7%	8%	11%	11%	3%	0%	6%	13%
Somewhat	16%			35%	18%	7%	2%	22%	10%	29%	24%	23%	9%	5%	18%	15%	13%	18%	14%	20%	22%	18%	18%	14%	21%
Not very much	18%			22%	23%	20%	6%	19%	18%	22%	23%	21%	16%	10%	17%	20%	15%	19%	17%	19%	24%	24%	15%	18%	19%
Not at all	48%			20%	46%	58%	69%	40%	55%	30%	35%	35%	58%	68%	45%	47%	55%	45%	52%	39%	35%	36%	59%	51%	41%
Don't know / Refused	10%			2%	7%	12%	21%	7%	13%	6%	8%	9%	12%	13%	10%	10%	11%	10%	10%	11%	9%	19%	9%	12%	6%

Q74. Your financial contributions to college athletics																									
				Fanship Category				Gender		Age					Region				Ethnicity					Education	
	Total 2026			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Very much	8%			22%	6%	3%	1%	12%	5%	14%	9%	13%	5%	4%	10%	10%	6%	6%	8%	9%	11%	2%	2%	6%	13%
Somewhat	14%			31%	14%	6%	2%	18%	9%	23%	21%	21%	6%	4%	14%	13%	10%	17%	11%	17%	22%	13%	8%	11%	20%
Not very much	15%			18%	20%	14%	6%	16%	14%	19%	20%	18%	11%	9%	15%	15%	14%	15%	13%	20%	18%	22%	14%	14%	15%
Not at all	51%			27%	51%	61%	66%	46%	55%	35%	40%	37%	60%	71%	46%	50%	56%	51%	55%	42%	38%	43%	64%	53%	45%
Don't know / Refused	13%			2%	10%	17%	25%	9%	17%	8%	10%	11%	18%	12%	15%	13%	14%	11%	13%	12%	11%	20%	12%	16%	7%

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Now, for each of the following items, please indicate whether you believe it is good for sports or bad for sports. [ROTATE Q82 - Q92]

**Q90. College athletes being allowed to sell the rights to their names, images, and likenesses (NIL)**

	Total			Fanship Category				Gender		Age				Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
<b>Good for sports</b>	42%	44%	45%	68%	44%	32%	20%	49%	35%	59%	51%	55%	32%	23%	41%	43%	36%	44%	40%	49%	46%	37%	41%	38%	49%
<b>Bad for sports</b>	31%	33%	32%	25%	32%	36%	29%	33%	29%	26%	27%	24%	33%	40%	29%	30%	34%	29%	33%	23%	29%	30%	26%	31%	30%
<b>Don't know / Refused</b>	28%	24%	24%	8%	23%	32%	51%	19%	37%	15%	22%	21%	34%	37%	30%	26%	30%	27%	28%	27%	25%	33%	33%	31%	21%

**Q91. The NCAA 's transfer portal policy, which allows student athletes to ask to change colleges for the purpose of furthering their athletic career, which if rejected may allow their school to rescind or reduce their scholarship.**

	Total			Fanship Category				Gender		Age				Region				Ethnicity					Education		
	2026	2025	2024	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
<b>Good for sports</b>	33%	35%		59%	33%	24%	15%	42%	25%	50%	41%	45%	24%	18%	32%	34%	29%	36%	31%	40%	41%	22%	27%	30%	41%
<b>Bad for sports</b>	36%	37%		30%	42%	40%	29%	35%	37%	31%	34%	31%	39%	40%	33%	37%	38%	34%	37%	32%	32%	36%	31%	37%	34%
<b>Don't know / Refused</b>	31%	28%		10%	25%	35%	56%	23%	39%	19%	26%	24%	36%	41%	34%	29%	33%	30%	31%	29%	26%	42%	41%	34%	25%

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Nature of the Sample	
United States Residents	
<b>Fanship Category</b>	
Avid	25%
Involved	30%
Casual	22%
Nonfan	24%
<b>Gender</b>	
Male	49%
Female	51%
Male 18-49	31%
<b>Age</b>	
18-34	30%
35-49	25%
50-64	25%
65+	21%
<b>Region</b>	
Northeast	18%
South	38%
Midwest	21%
West	24%
<b>Ethnicity</b>	
White	63%
African-American/Black	11%
Hispanic/Latino	15%
Asian	5%
Other	6%
<b>Education</b>	
Less than Bachelors' Degree	69%
Bachelors' Degree or higher	31%

**This American Sport Fanship Survey was conducted February 16 - 27, 2026 among 3084 responses drawn from a proprietary online panel (Lucid/Cint) of United States Residents.**

Interviews conducted online are excluded from the sample and final analysis if they fail any data quality attention check question. Duplicate responses are identified by their response ID and removed from the sample. Three questions were asked of online respondents including a honey-pot question to catch bots and two questions ask the respondent to follow explicit directions. The proprietary panel also incorporates measures that “safeguard against automated bot attacks, deduplication issues, fraudulent VPN usage, and suspicious IP addresses”. Coding of open-ended responses was done by a single human coder.

Data was statistically adjusted by age, region, race/ethnicity, education, and gender to ensure representativeness. The probability of being included in any given online survey sample is unknown, very difficult to ascertain, or simply zero (non-internet users). Further, the nature of use of the internet is not uniform within the population, so this limits one's ability to calculate the likelihood of reaching a person through an online poll. Instead of a margin of error, we calculate the credibility interval. In this case, the poll has a credibility interval of plus or minus 1.9 percentage points. Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding.

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St. Bonaventure University's Jandoli School of Communication offers undergraduate and graduate degrees in sports media, journalism, communication and related fields. For more information or comments, please contact Aaron Chimbel at 716-375-2040.