

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

| Q1. In general, would you describe yourself as a sports fan, or not? | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---------------|---------------|---------------|---------------|------------------|----------|--------|--------|--------|-----|---------|-------|-------|-------|-----|--------|-----|-----|-----|-----------|-------------------|--------|-----------|-------|------------|-------|--|
| | Total 2026 | Total 2025 | Total 2024 | Total 2023 | Fanship Category | | | | Gender | | Age | | | | | Region | | | | Ethnicity | | | | | Education | | |
| | | | | | 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 | Asia n | Other | No Deg. | B.A.+ | |
| Yes | 69% | 68% | 71% | 70% | 99% | 94% | 67% | 9% | 82% | 58% | 87% | 76% | 79% | 61% | 58% | 70% | 70% | 63% | 74% | 66% | 75% | 81% | 65% | 65% | 65% | 78% | |
| No | 27% | 31% | 28% | 30% | 0% | 3% | 25% | 87% | 16% | 38% | 12% | 19% | 18% | 35% | 40% | 27% | 27% | 33% | 23% | 31% | 20% | 16% | 30% | 29% | 30% | 20% | |
| Don't know / Refused | 3% | 2% | 1% | 0% | 0% | 2% | 7% | 4% | 2% | 5% | 2% | 5% | 3% | 4% | 2% | 2% | 4% | 4% | 3% | 3% | 5% | 3% | 5% | 6% | 4% | 2% | |
| Regardless of whether people call themselves sports fans or not, many people engage in sports related activities. For each of the following activities, please select the category which best describes your participation. [ROTATE Q2 - Q10] | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Q2. Watch live sports on the television or another platform | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Total 2026 | Total 2025 | Total 2024 | Total 2023 | Fanship Category | | | | Gender | | Age | | | | | Region | | | | Ethnicity | | | | | Education | | |
| | | | | | 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 | Asia n | Other | No Deg. | B.A.+ | |
| Every day or almost every day | 24% | 20% | 20% | 20% | 67% | 21% | 4% | 0% | 34% | 13% | 39% | 28% | 33% | 16% | 16% | 26% | 23% | 20% | 26% | 22% | 29% | 30% | 21% | 19% | 20% | 31% | |
| About once or twice a week | 34% | 38% | 39% | 38% | 32% | 62% | 30% | 3% | 37% | 30% | 36% | 31% | 36% | 35% | 32% | 35% | 33% | 32% | 35% | 34% | 35% | 34% | 30% | 31% | 32% | 37% | |
| About once or twice a month | 14% | 13% | 14% | 15% | 0% | 14% | 37% | 6% | 10% | 18% | 9% | 14% | 11% | 16% | 14% | 10% | 16% | 15% | 13% | 14% | 14% | 16% | 13% | 11% | 15% | 12% | |
| Less than once a month | 13% | 14% | 14% | 12% | 0% | 2% | 25% | 28% | 9% | 17% | 8% | 13% | 11% | 13% | 16% | 11% | 13% | 17% | 12% | 13% | 13% | 10% | 19% | 17% | 14% | 10% | |
| Never | 16% | 15% | 12% | 15% | 0% | 1% | 3% | 62% | 10% | 22% | 8% | 13% | 9% | 21% | 22% | 17% | 15% | 17% | 15% | 18% | 9% | 10% | 17% | 21% | 18% | 10% | |
| Q3. Listen to live sports on the radio or through another device | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Total 2026 | Total 2025 | Total 2024 | Total 2023 | Fanship Category | | | | Gender | | Age | | | | | Region | | | | Ethnicity | | | | | Education | | |
| | | | | | 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 | Asia n | Other | No Deg. | B.A.+ | |
| Every day or almost every day | 14% | 11% | 11% | 13% | 51% | 4% | 1% | 0% | 21% | 7% | 26% | 18% | 22% | 8% | 6% | 16% | 13% | 11% | 18% | 12% | 18% | 23% | 8% | 10% | 11% | 21% | |
| About once or twice a week | 20% | 21% | 22% | 24% | 39% | 34% | 3% | 0% | 26% | 15% | 30% | 24% | 27% | 16% | 13% | 20% | 21% | 18% | 22% | 20% | 19% | 26% | 20% | 16% | 18% | 26% | |
| About once or twice a month | 13% | 12% | 14% | 15% | 6% | 27% | 14% | 0% | 13% | 12% | 12% | 15% | 13% | 12% | 10% | 13% | 14% | 12% | 11% | 12% | 15% | 13% | 15% | 11% | 12% | 13% | |
| Less than once a month | 16% | 17% | 19% | 16% | 2% | 17% | 39% | 7% | 14% | 17% | 13% | 15% | 13% | 16% | 18% | 15% | 16% | 19% | 14% | 16% | 13% | 15% | 20% | 11% | 17% | 14% | |
| Never | 37% | 39% | 33% | 32% | 1% | 19% | 43% | 92% | 26% | 48% | 20% | 28% | 25% | 47% | 53% | 36% | 37% | 41% | 35% | 40% | 34% | 23% | 38% | 51% | 42% | 27% | |
| Q4. Watch or listen to sports news on the television, radio, or another platform | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Total 2026 | Total 2025 | Total 2024 | Total 2023 | Fanship Category | | | | Gender | | Age | | | | | Region | | | | Ethnicity | | | | | Education | | |
| | | | | | 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 | Asia n | Other | No Deg. | B.A.+ | |
| Every day or almost every day | 26% | 24% | 24% | 25% | 73% | 24% | 6% | 1% | 39% | 14% | 40% | 27% | 35% | 20% | 24% | 30% | 24% | 24% | 29% | 26% | 32% | 31% | 19% | 22% | 22% | 37% | |
| About once or twice a week | 28% | 30% | 31% | 31% | 25% | 56% | 22% | 1% | 30% | 25% | 32% | 30% | 29% | 25% | 25% | 26% | 28% | 25% | 30% | 27% | 27% | 34% | 25% | 22% | 27% | 29% | |
| About once or twice a month | 12% | 13% | 13% | 14% | 1% | 15% | 31% | 3% | 9% | 15% | 10% | 15% | 11% | 13% | 9% | 11% | 13% | 12% | 12% | 11% | 15% | 13% | 24% | 11% | 14% | 9% | |
| Less than once a month | 12% | 13% | 14% | 12% | 0% | 3% | 30% | 19% | 8% | 16% | 7% | 11% | 11% | 14% | 13% | 10% | 13% | 15% | 10% | 12% | 12% | 8% | 14% | 20% | 13% | 11% | |
| Never | 21% | 20% | 18% | 18% | 0% | 2% | 10% | 77% | 14% | 29% | 11% | 17% | 13% | 28% | 29% | 22% | 21% | 24% | 19% | 24% | 14% | 14% | 18% | 25% | 25% | 13% | |
| Q5. Watch or listen to sports commentary on the television, radio, podcasts, or another platform | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Total 2026 | Total 2025 | Total 2024 | Total 2023 | Fanship Category | | | | Gender | | Age | | | | | Region | | | | Ethnicity | | | | | Education | | |
| | | | | | 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 | Asia n | Other | No Deg. | B.A.+ | |
| Every day or almost every day | 22% | 20% | 18% | 20% | 68% | 16% | 2% | 0% | 32% | 12% | 35% | 24% | 29% | 17% | 15% | 24% | 21% | 18% | 25% | 20% | 26% | 28% | 17% | 18% | 18% | 30% | |
| About once or twice a week | 27% | 28% | 26% | 27% | 31% | 54% | 15% | 0% | 31% | 23% | 34% | 28% | 32% | 25% | 21% | 30% | 27% | 23% | 28% | 26% | 29% | 31% | 27% | 21% | 25% | 32% | |
| About once or twice a month | 12% | 13% | 14% | 13% | 1% | 20% | 23% | 1% | 11% | 13% | 11% | 13% | 10% | 12% | 10% | 10% | 14% | 13% | 9% | 12% | 14% | 12% | 7% | 13% | 13% | 9% | |
| Less than once a month | 14% | 15% | 15% | 14% | 0% | 7% | 38% | 15% | 10% | 18% | 9% | 15% | 12% | 12% | 18% | 10% | 14% | 17% | 15% | 14% | 11% | 13% | 25% | 18% | 15% | 13% | |
| Never | 25% | 24% | 28% | 26% | 0% | 2% | 23% | 83% | 16% | 34% | 11% | 19% | 16% | 34% | 36% | 25% | 25% | 30% | 23% | 29% | 19% | 15% | 24% | 30% | 30% | 16% | |

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| Q6. Check the scores of live sporting events or use a mobile device to keep track of sports | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---------------|---------------|---------------|---------------|------------------|----------|--------|--------|--------|-----|---------|-------|-------|-------|--------|-----|-----|-----|-----------|-------|-------------------|--------|-----------|-----------|------------|-------|--|
| | Total 2026 | Total 2025 | Total 2024 | Total 2023 | Fanship Category | | | | Gender | | Age | | | | Region | | | | Ethnicity | | | | | Education | | | |
| | | | | | 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 | Asia n | Other | No Deg. | B.A.+ | |
| Every day or almost every day | 26% | 24% | 25% | 24% | 75% | 23% | 3% | 0% | 38% | 14% | 41% | 29% | 35% | 19% | 18% | 28% | 25% | 21% | 30% | 24% | 31% | 34% | 17% | 20% | 21% | 36% | |
| About once or twice a week | 27% | 27% | 28% | 29% | 24% | 57% | 19% | 0% | 31% | 24% | 33% | 31% | 29% | 25% | 21% | 28% | 28% | 24% | 28% | 26% | 27% | 30% | 33% | 23% | 26% | 30% | |
| About once or twice a month | 11% | 11% | 12% | 12% | 1% | 15% | 29% | 1% | 9% | 14% | 9% | 12% | 11% | 12% | 10% | 9% | 12% | 13% | 10% | 11% | 12% | 13% | 11% | 16% | 13% | 9% | |
| Less than once a month | 11% | 13% | 12% | 12% | 0% | 2% | 30% | 13% | 6% | 15% | 6% | 10% | 10% | 11% | 12% | 9% | 10% | 14% | 9% | 11% | 10% | 8% | 14% | 15% | 11% | 9% | |
| Never | 25% | 25% | 22% | 24% | 0% | 2% | 19% | 85% | 16% | 33% | 11% | 18% | 14% | 33% | 39% | 26% | 25% | 28% | 22% | 28% | 20% | 15% | 26% | 26% | 29% | 16% | |
| Q7. Engage in fantasy sports | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Total 2026 | Total 2025 | Total 2024 | Total 2023 | Fanship Category | | | | Gender | | Age | | | | Region | | | | Ethnicity | | | | | Education | | | |
| | | | | | 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 | Asia n | Other | No Deg. | B.A.+ | |
| Every day or almost every day | 9% | 6% | 6% | 9% | 33% | 3% | 0% | 0% | 14% | 3% | 20% | 16% | 13% | 3% | 2% | 11% | 8% | 6% | 11% | 8% | 11% | 15% | 5% | 3% | 7% | 14% | |
| About once or twice a week | 14% | 11% | 11% | 13% | 39% | 13% | 2% | 0% | 20% | 8% | 26% | 20% | 23% | 8% | 2% | 16% | 15% | 10% | 15% | 13% | 18% | 20% | 11% | 5% | 11% | 21% | |
| About once or twice a month | 8% | 7% | 7% | 7% | 12% | 14% | 4% | 0% | 10% | 6% | 13% | 14% | 11% | 4% | 2% | 8% | 9% | 6% | 10% | 7% | 12% | 8% | 18% | 8% | 7% | 10% | |
| Less than once a month | 9% | 10% | 11% | 9% | 6% | 16% | 13% | 2% | 9% | 10% | 10% | 10% | 12% | 9% | 6% | 8% | 10% | 9% | 9% | 8% | 11% | 15% | 14% | 7% | 10% | 7% | |
| Never | 59% | 66% | 64% | 61% | 10% | 54% | 81% | 98% | 46% | 72% | 30% | 40% | 41% | 76% | 88% | 57% | 58% | 68% | 55% | 65% | 47% | 43% | 52% | 77% | 64% | 49% | |
| Q8. Bet on sporting events | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Total 2026 | Total 2025 | Total 2024 | Total 2023 | Fanship Category | | | | Gender | | Age | | | | Region | | | | Ethnicity | | | | | Education | | | |
| | | | | | 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 | Asia n | Other | No Deg. | B.A.+ | |
| Every day or almost every day | 7% | 6% | 5% | 6% | 25% | 3% | 1% | 0% | 11% | 3% | 16% | 13% | 11% | 3% | 1% | 8% | 7% | 6% | 9% | 6% | 10% | 12% | 2% | 4% | 6% | 10% | |
| About once or twice a week | 13% | 10% | 11% | 12% | 37% | 12% | 2% | 0% | 20% | 6% | 27% | 19% | 22% | 7% | 2% | 16% | 13% | 9% | 14% | 12% | 16% | 20% | 12% | 1% | 10% | 21% | |
| About once or twice a month | 9% | 8% | 9% | 10% | 14% | 15% | 5% | 1% | 11% | 7% | 14% | 11% | 14% | 8% | 2% | 8% | 10% | 8% | 9% | 8% | 14% | 11% | 5% | 14% | 9% | 9% | |
| Less than once a month | 12% | 12% | 14% | 12% | 10% | 18% | 14% | 3% | 12% | 11% | 13% | 13% | 14% | 10% | 8% | 11% | 11% | 13% | 10% | 11% | 16% | 17% | 16% | 12% | 11% | 11% | |
| Never | 59% | 64% | 62% | 60% | 14% | 52% | 78% | 96% | 45% | 72% | 31% | 44% | 40% | 72% | 87% | 56% | 59% | 66% | 55% | 64% | 49% | 40% | 65% | 64% | 64% | 49% | |
| Q9. Talk about sports with your friends and family whether in person, online or via text | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Total 2026 | Total 2025 | Total 2024 | Total 2023 | Fanship Category | | | | Gender | | Age | | | | Region | | | | Ethnicity | | | | | Education | | | |
| | | | | | 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 | Asia n | Other | No Deg. | B.A.+ | |
| Every day or almost every day | 23% | 20% | 22% | 22% | 71% | 16% | 3% | 0% | 32% | 13% | 39% | 30% | 31% | 15% | 11% | 25% | 23% | 19% | 25% | 21% | 25% | 29% | 18% | 20% | 19% | 30% | |
| About once or twice a week | 30% | 31% | 33% | 32% | 27% | 61% | 23% | 1% | 35% | 26% | 37% | 33% | 34% | 28% | 24% | 31% | 30% | 29% | 29% | 29% | 34% | 33% | 27% | 31% | 28% | 34% | |
| About once or twice a month | 14% | 15% | 14% | 15% | 2% | 17% | 35% | 4% | 10% | 18% | 9% | 15% | 12% | 14% | 16% | 13% | 15% | 15% | 14% | 15% | 16% | 14% | 8% | 12% | 15% | 13% | |
| Less than once a month | 14% | 15% | 15% | 14% | 0% | 4% | 31% | 25% | 10% | 19% | 7% | 10% | 12% | 17% | 20% | 12% | 14% | 17% | 13% | 15% | 12% | 12% | 22% | 14% | 16% | 9% | |
| Never | 19% | 19% | 16% | 17% | 0% | 1% | 8% | 70% | 13% | 24% | 8% | 13% | 11% | 25% | 29% | 19% | 18% | 20% | 18% | 21% | 13% | 12% | 25% | 22% | 21% | 13% | |
| Q10. Check social media for news or updates on your favorite athletes, teams, commentators and other sports figures | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Total 2026 | Total 2025 | | | Fanship Category | | | | Gender | | Age | | | | Region | | | | Ethnicity | | | | | Education | | | |
| | | | | | 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 | Asia n | Other | No Deg. | B.A.+ | |
| Every day or almost every day | 27% | 23% | | | 78% | 24% | 3% | 1% | 38% | 17% | 47% | 35% | 39% | 20% | 11% | 30% | 27% | 20% | 32% | 25% | 34% | 37% | 21% | 15% | 22% | 38% | |
| About once or twice a week | 21% | 23% | | | 19% | 46% | 13% | 0% | 24% | 18% | 28% | 27% | 25% | 17% | 14% | 21% | 23% | 19% | 21% | 20% | 21% | 25% | 26% | 22% | 21% | 22% | |
| About once or twice a month | 11% | 10% | | | 1% | 16% | 25% | 1% | 9% | 13% | 9% | 13% | 11% | 11% | 8% | 10% | 11% | 12% | 11% | 10% | 15% | 10% | 11% | 19% | 12% | 8% | |
| Less than once a month | 12% | 13% | | | 1% | 5% | 34% | 12% | 7% | 17% | 6% | 10% | 11% | 14% | 14% | 11% | 12% | 14% | 12% | 12% | 9% | 11% | 16% | 16% | 13% | 11% | |
| Never | 28% | 32% | | | 1% | 9% | 24% | 85% | 21% | 35% | 11% | 16% | 14% | 37% | 53% | 27% | 27% | 35% | 25% | 33% | 22% | 16% | 27% | 28% | 32% | 22% | |

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| Q2-Q10 Computed Fanship Category | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------------|------------|------------|------------|------------|------------------|----------|--------|--------|--------|-----|---------|-------|-------|-------|--------|-----|-----|-----|-----------|-------|----------------|--------|-------|-----------|---------|-------|--|
| | Total 2026 | Total 2025 | Total 2024 | Total 2023 | Fanship Category | | | | Gender | | Age | | | | Region | | | | Ethnicity | | | | | Education | | | |
| | | | | | 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.+ | |
| Avid | 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% | |
| Involved | 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% | |
| Casual | 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% | |
| Nonfan | 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% | |

Which of the following types of sporting events have you attended over the past year?

| Q11. Youth sports | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|------------|------------|--|--|------------------|----------|--------|--------|--------|-----|---------|-------|-------|-------|--------|-----|-----|-----|-----------|-------|----------------|--------|-------|-----------|---------|-------|--|
| | Total 2026 | Total 2025 | | | Fanship Category | | | | Gender | | Age | | | | Region | | | | Ethnicity | | | | | Education | | | |
| | | | | | 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 | 33% | 29% | | | 60% | 35% | 23% | 10% | 36% | 29% | 45% | 38% | 44% | 26% | 18% | 34% | 31% | 32% | 35% | 31% | 39% | 40% | 21% | 24% | 28% | 42% | |
| No | 66% | 69% | | | 39% | 64% | 76% | 87% | 62% | 70% | 54% | 60% | 55% | 73% | 81% | 66% | 68% | 66% | 63% | 67% | 59% | 59% | 75% | 74% | 70% | 58% | |
| Don't know / Refused | 1% | 2% | | | 0% | 1% | 1% | 3% | 1% | 1% | 2% | 2% | 1% | 1% | 0% | 1% | 2% | 2% | 1% | 1% | 1% | 4% | 2% | 2% | 0% | | |

| Q12. High school sporting events | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------------|------------|------------|--|--|------------------|----------|--------|--------|--------|-----|---------|-------|-------|-------|--------|-----|-----|-----|-----------|-------|----------------|--------|-------|-----------|---------|-------|--|
| | Total 2026 | Total 2025 | | | Fanship Category | | | | Gender | | Age | | | | Region | | | | Ethnicity | | | | | Education | | | |
| | | | | | 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 | 32% | 29% | | | 61% | 33% | 23% | 9% | 36% | 28% | 45% | 42% | 44% | 23% | 15% | 32% | 33% | 29% | 34% | 29% | 41% | 41% | 25% | 34% | 29% | 38% | |
| No | 67% | 70% | | | 39% | 66% | 77% | 89% | 63% | 71% | 54% | 57% | 56% | 76% | 84% | 67% | 67% | 70% | 65% | 70% | 59% | 58% | 73% | 66% | 70% | 61% | |
| Don't know / Refused | 1% | 1% | | | 0% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 0% | 1% | 1% | 1% | 1% | 2% | 1% | 0% | 1% | 2% | 0% | 1% | 1% | | |

| Q13. College athletics sporting events | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|------------|------------|--|--|------------------|----------|--------|--------|--------|-----|---------|-------|-------|-------|--------|-----|-----|-----|-----------|-------|----------------|--------|-------|-----------|---------|-------|--|
| | Total 2026 | Total 2025 | | | Fanship Category | | | | Gender | | Age | | | | Region | | | | Ethnicity | | | | | Education | | | |
| | | | | | 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% | 26% | | | 65% | 29% | 10% | 3% | 37% | 19% | 46% | 39% | 39% | 18% | 11% | 25% | 29% | 24% | 32% | 27% | 35% | 35% | 17% | 19% | 21% | 42% | |
| No | 71% | 72% | | | 34% | 70% | 88% | 95% | 62% | 80% | 53% | 60% | 61% | 81% | 88% | 74% | 71% | 75% | 67% | 73% | 64% | 63% | 80% | 81% | 77% | 57% | |
| Don't know / Refused | 1% | 1% | | | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 3% | 0% | 1% | 1% | |

| Q14. Professional sporting events | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------------------|------------|------------|--|--|------------------|----------|--------|--------|--------|-----|---------|-------|-------|-------|--------|-----|-----|-----|-----------|-------|----------------|--------|-------|-----------|---------|-------|--|
| | Total 2026 | Total 2025 | | | Fanship Category | | | | Gender | | Age | | | | Region | | | | Ethnicity | | | | | Education | | | |
| | | | | | 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 | 41% | 35% | | | 84% | 49% | 21% | 6% | 52% | 31% | 62% | 52% | 55% | 32% | 21% | 45% | 39% | 35% | 47% | 39% | 46% | 54% | 35% | 27% | 35% | 55% | |
| No | 58% | 64% | | | 16% | 50% | 77% | 91% | 47% | 68% | 37% | 47% | 44% | 67% | 78% | 53% | 60% | 64% | 51% | 60% | 53% | 44% | 64% | 71% | 64% | 44% | |
| Don't know / Refused | 1% | 1% | | | 0% | 1% | 2% | 2% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 2% | 2% | 2% | 2% | 0% | |

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| Q15. Regardless of how much of a sports fan you are, which of the following would you say is your favorite sport? | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|------------|------------------|----------|--------|--------|-----|-----|---------|-------|-------|-------|-----|-----|-----|--------|-----|-------|----------------|-----------|--------|-------|---------|-------|-----------|--|--|--|
| | Total 2026 | Fanship Category | | | | | | Gender | | Age | | | | | Region | | | | Ethnicity | | | | | Education | | | |
| | | 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 | Asia n | Other | No Deg. | B.A.+ | | | | |
| Football | 38% | 49% | 46% | 41% | 15% | 42% | 35% | 41% | 35% | 41% | 35% | 41% | 35% | 32% | 42% | 39% | 36% | 39% | 37% | 36% | 30% | 38% | 39% | 37% | | | |
| Basketball | 16% | 22% | 19% | 13% | 9% | 17% | 15% | 22% | 22% | 20% | 10% | 10% | 16% | 17% | 15% | 15% | 11% | 37% | 19% | 21% | 19% | 15% | 18% | | | | |
| Baseball | 12% | 10% | 14% | 15% | 9% | 11% | 12% | 8% | 8% | 10% | 13% | 18% | 14% | 9% | 12% | 13% | 13% | 4% | 13% | 11% | 11% | 12% | 11% | | | | |
| Soccer | 7% | 11% | 7% | 6% | 5% | 8% | 7% | 11% | 11% | 11% | 4% | 2% | 10% | 7% | 5% | 8% | 6% | 6% | 16% | 6% | 5% | 6% | 11% | | | | |
| Hockey | 4% | 2% | 4% | 5% | 6% | 4% | 4% | 5% | 5% | 4% | 6% | 3% | 6% | 3% | 5% | 5% | 6% | 1% | 2% | 2% | 2% | 5% | 4% | | | | |
| Tennis | 3% | 2% | 2% | 3% | 3% | 2% | 3% | 2% | 3% | 2% | 3% | 2% | 3% | 2% | 3% | 2% | 3% | 4% | 2% | 2% | 8% | 2% | 4% | | | | |
| Golf | 2% | 2% | 3% | 2% | 2% | 3% | 1% | 2% | 2% | 2% | 1% | 4% | 1% | 2% | 3% | 2% | 3% | 1% | 0% | 3% | 2% | 2% | 3% | | | | |
| Auto/Motor Sports: NASCAR, Formula 1, NHRA, etc. | 1% | 0% | 1% | 2% | 2% | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 2% | 1% | 1% | 1% | 2% | 0% | 0% | 1% | 0% | 1% | 1% | | | | |
| Combat Sports: Boxing, MMA, UFC, Wrestling, etc. | 1% | 0% | 1% | 3% | 1% | 1% | 2% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 3% | 3% | 1% | 1% | | | | |
| Other | 3% | 1% | 2% | 5% | 5% | 2% | 4% | 1% | 4% | 2% | 3% | 3% | 3% | 2% | 3% | 4% | 3% | 2% | 2% | 3% | 4% | 3% | 3% | | | | |
| Do not have a favorite sport | 12% | 0% | 2% | 5% | 43% | 7% | 16% | 4% | 8% | 6% | 17% | 18% | 12% | 12% | 14% | 11% | 13% | 8% | 9% | 13% | 14% | 14% | 8% | | | | |

| Q75. Which of the following services have you used to watch* sporting events over the past year? Check all that apply. | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|------------|------------|------------------|----------|--------|--------|-----|-----|---------|-------|-------|-------|-----|-----|-----|--------|-----|-------|----------------|-----------|--------|-------|---------|-------|-----------|--|--|
| | Total 2026 | Total 2025 | Fanship Category | | | | | | Gender | | Age | | | | | Region | | | | Ethnicity | | | | | Education | | |
| | | | 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 | Asia n | Other | No Deg. | B.A.+ | | | |
| Broadcast or Cable Television networks | 54% | 42% | 62% | 65% | 56% | 28% | 60% | 48% | 54% | 45% | 54% | 56% | 63% | 56% | 55% | 55% | 49% | 54% | 59% | 49% | 51% | 51% | 51% | 59% | | | |
| Streaming services, such as Hulu, Peacock, YouTube TV, Amazon Prime Video, Fubo, etc. | 62% | 55% | 88% | 71% | 61% | 23% | 69% | 55% | 79% | 75% | 75% | 54% | 36% | 62% | 62% | 59% | 64% | 60% | 67% | 72% | 49% | 57% | 58% | 69% | | | |
| League-specific streaming services, such as the NBA League Pass, NHL.TV, MLB.TV, etc. | 21% | 19% | 52% | 21% | 8% | 2% | 27% | 15% | 34% | 27% | 34% | 12% | 9% | 24% | 21% | 15% | 25% | 20% | 22% | 31% | 15% | 17% | 16% | 32% | | | |
| Don't know / Refused | 14% | 24% | 0% | 1% | 5% | 52% | 8% | 19% | 6% | 11% | 8% | 17% | 21% | 14% | 13% | 16% | 14% | 15% | 8% | 8% | 16% | 22% | 16% | 9% | | | |

* 2025 Wording: "have you subscribed to for the purpose of watching"

| Q76. Have you ever subscribed to a streaming service solely for the purpose of viewing a sporting event? | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|------------|------------------|----------|--------|--------|-----|-----|---------|-------|-------|-------|-----|-----|-----|--------|-----|-------|----------------|-----------|--------|-------|---------|-------|-----------|--|--|--|
| | Total 2026 | Fanship Category | | | | | | Gender | | Age | | | | | Region | | | | Ethnicity | | | | | Education | | | |
| | | 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 | Asia n | Other | No Deg. | B.A.+ | | | | |
| Yes | 39% | 80% | 44% | 23% | 4% | 49% | 29% | 61% | 49% | 56% | 29% | 15% | 38% | 40% | 32% | 42% | 37% | 43% | 51% | 26% | 28% | 34% | 50% | | | | |
| No | 60% | 20% | 54% | 75% | 95% | 50% | 70% | 37% | 49% | 43% | 70% | 84% | 61% | 59% | 66% | 56% | 63% | 55% | 46% | 73% | 70% | 65% | 49% | | | | |
| Don't know / Refused | 1% | 0% | 1% | 2% | 1% | 1% | 1% | 2% | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 2% | 3% | 1% | 2% | 1% | 0% | | | | |

| Q77. How many non-Cable streaming services (Such as Hulu, Peacock, Youtube TV, or league-specific services such as the NBA League Pass, NHL.TV, etc.) are you subscribed to for the purposes of watching sporting events? | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|------------|------------------|----------|--------|--------|-----|-----|---------|-------|-------|-------|-----|-----|-----|--------|-----|-------|----------------|-----------|--------|-------|---------|-------|-----------|--|--|--|
| | Total 2026 | Fanship Category | | | | | | Gender | | Age | | | | | Region | | | | Ethnicity | | | | | Education | | | |
| | | 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 | Asia n | Other | No Deg. | B.A.+ | | | | |
| None | 39% | 6% | 26% | 48% | 83% | 32% | 46% | 21% | 24% | 25% | 50% | 66% | 37% | 37% | 46% | 39% | 44% | 29% | 23% | 51% | 40% | 43% | 32% | | | | |
| 1 | 18% | 16% | 26% | 24% | 6% | 18% | 19% | 20% | 24% | 17% | 15% | 18% | 21% | 18% | 16% | 17% | 22% | 21% | 15% | 24% | 19% | 19% | 18% | | | | |
| 2 | 18% | 32% | 25% | 11% | 3% | 23% | 14% | 27% | 23% | 25% | 13% | 9% | 22% | 18% | 15% | 19% | 17% | 21% | 26% | 15% | 17% | 17% | 21% | | | | |
| 3 - 4 | 16% | 35% | 16% | 9% | 3% | 19% | 13% | 24% | 21% | 23% | 12% | 6% | 14% | 17% | 14% | 17% | 15% | 20% | 22% | 12% | 11% | 14% | 20% | | | | |
| 5 or more | 5% | 10% | 4% | 5% | 1% | 6% | 4% | 6% | 4% | 8% | 6% | 2% | 6% | 5% | 3% | 6% | 5% | 5% | 6% | 5% | 2% | 4% | 8% | | | | |
| Don't know / Refused | 3% | 1% | 2% | 3% | 4% | 2% | 3% | 2% | 4% | 1% | 2% | 3% | 3% | 2% | 3% | 3% | 2% | 4% | 2% | 2% | 6% | 3% | 1% | | | | |

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| Q78. Please indicate which of the following statements come closest to your view of streaming services required to watch certain sporting events. [Order Reversed for Half of Respondents] | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|------------|------------------|------------------|------------|------------------|----------|--------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|----------------|----------------|------------|----------------|------------|------------|------------|------------|------------|------------|------------|------------|----|
| | Total 2026 | Fanship Category | | | | | | | Gender | | Age | | | | | Region | | | | Ethnicity | | | | | Education | | | | | |
| | | 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.+ | | | | | | | |
| By subscribing to a sporting-specific streaming service, I now watch more sporting events than before | 18% | | | | | | | 44% | 19% | 9% | 1% | 23% | 14% | 30% | 25% | 27% | 12% | 7% | 18% | 19% | 16% | 20% | 17% | 20% | 25% | 14% | 17% | 14% | 28% | |
| I subscribed to a sporting-specific streaming service once to watch a specific game, and I only use it when I need to | 24% | | | | | | | 37% | 32% | 20% | 4% | 27% | 21% | 34% | 32% | 31% | 18% | 10% | 24% | 23% | 22% | 26% | 21% | 29% | 32% | 25% | 25% | 23% | 25% | |
| I refuse to subscribe to a new service just to watch the events I used to enjoy as part of my regular cable television package | 44% | | | | | | | 16% | 41% | 58% | 63% | 40% | 48% | 29% | 31% | 31% | 52% | 68% | 45% | 45% | 46% | 40% | 47% | 40% | 35% | 49% | 38% | 47% | 38% | |
| Don't know / Refused | 14% | | | | | | | 3% | 8% | 14% | 31% | 9% | 18% | 8% | 12% | 11% | 17% | 15% | 13% | 13% | 16% | 13% | 15% | 11% | 8% | 12% | 20% | 16% | 9% | |
| Q79. Considering that specific streaming services may be the only way to see some games, including not only professional but college sporting events, how concerned are you that you will not be able to afford to see the games you want to watch? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Total 2026 | Fanship Category | | | | | | | Gender | | Age | | | | | Region | | | | Ethnicity | | | | | Education | | | | | |
| | | 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.+ | | | | | | | |
| Very concerned | 18% | | | | | | | 27% | 21% | 13% | 7% | 21% | 14% | 19% | 15% | 18% | 18% | 20% | 17% | 18% | 17% | 17% | 19% | 17% | 18% | 10% | 10% | 15% | 22% | |
| Somewhat concerned | 25% | | | | | | | 37% | 31% | 26% | 4% | 29% | 21% | 32% | 29% | 28% | 21% | 20% | 27% | 23% | 23% | 28% | 24% | 27% | 29% | 30% | 15% | 23% | 30% | |
| Total Concerned | 43% | | | | | | | 64% | 52% | 39% | 11% | 50% | 35% | 51% | 44% | 46% | 39% | 40% | 44% | 41% | 40% | 45% | 43% | 44% | 46% | 40% | 25% | 38% | 52% | |
| Not very concerned | 22% | | | | | | | 21% | 30% | 24% | 10% | 21% | 22% | 25% | 27% | 25% | 18% | 14% | 19% | 22% | 22% | 23% | 19% | 25% | 26% | 25% | 30% | 23% | 20% | |
| Not at all concerned | 30% | | | | | | | 14% | 15% | 30% | 67% | 24% | 37% | 20% | 23% | 25% | 36% | 41% | 30% | 31% | 32% | 28% | 32% | 26% | 25% | 29% | 38% | 33% | 25% | |
| Total Not Concerned | 52% | | | | | | | 35% | 45% | 54% | 77% | 45% | 59% | 45% | 50% | 54% | 55% | 49% | 53% | 54% | 51% | 51% | 51% | 51% | 51% | 54% | 68% | 56% | 45% | |
| Don't know / Refused | 5% | | | | | | | 1% | 3% | 7% | 12% | 4% | 7% | 4% | 5% | 4% | 6% | 5% | 6% | 6% | 6% | 4% | 6% | 6% | 5% | 3% | 6% | 7% | 6% | 3% |
| Q80. Turning to a different issue in sports... Do you think professional sports does more to overcome racial discrimination in America or more to perpetuate racial discrimination in America? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Total 2026 | Total 2025 | Total 2024 | Total 2023 | Fanship Category | | | | Gender | | Age | | | | | Region | | | | Ethnicity | | | | | Education | | | | | |
| | | | | | 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.+ | | | | |
| Professional sports does more to overcome racial discrimination in America | 50% | 57% | 54% | 54% | 66% | 56% | 46% | 29% | 55% | 45% | 60% | 52% | 56% | 43% | 48% | 53% | 48% | 50% | 50% | 52% | 49% | 50% | 37% | 42% | 46% | 58% | | | | |
| Professional sports does more to perpetuate racial discrimination in America | 17% | 14% | 18% | 14% | 21% | 18% | 16% | 12% | 19% | 15% | 20% | 21% | 17% | 16% | 13% | 14% | 19% | 15% | 18% | 14% | 21% | 25% | 16% | 17% | 17% | 17% | | | | |
| Don't Know/Refused | 33% | 29% | 28% | 32% | 13% | 26% | 38% | 59% | 26% | 41% | 19% | 27% | 28% | 41% | 39% | 34% | 33% | 35% | 31% | 34% | 29% | 26% | 47% | 41% | 37% | 25% | | | | |
| Q81. And considering professional sports leagues on the whole, would you say that professional sports is doing an excellent job, just enough, or not enough to address the issue of the gender pay gap between male and female athletes? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Total 2026 | Total 2025 | Fanship Category | | | | Gender | | Age | | | | | Region | | | | Ethnicity | | | | | Education | | | | | | | |
| | | | 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.+ | | | | | | |
| Professional sports is doing an excellent job to address the gender pay gap | 19% | 16% | | | | | 42% | 17% | 10% | 5% | 24% | 14% | 31% | 24% | 27% | 13% | 7% | 23% | 20% | 15% | 18% | 18% | 24% | 24% | 13% | 12% | 16% | 25% | | |
| Professional sports is doing just enough to address the gender pay gap | 22% | 23% | | | | | 31% | 27% | 20% | 9% | 28% | 17% | 31% | 28% | 24% | 17% | 19% | 22% | 22% | 22% | 23% | 20% | 27% | 29% | 22% | 16% | 21% | 24% | | |
| Professional sports is not doing enough to address the gender pay gap | 30% | 37% | | | | | 17% | 35% | 36% | 30% | 24% | 36% | 21% | 27% | 26% | 33% | 36% | 26% | 29% | 31% | 33% | 30% | 27% | 24% | 36% | 39% | 29% | 32% | | |
| Don't know / Refused | 29% | 23% | | | | | 9% | 20% | 34% | 56% | 24% | 34% | 17% | 21% | 23% | 37% | 38% | 29% | 29% | 32% | 26% | 32% | 21% | 23% | 28% | 32% | 33% | 20% | | |

| Now, for each of the following items, please indicate whether you believe it is good for sports or bad for sports. [ROTATE Q82 - Q92] | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|------------|------------|--|--|------------------|----------|--------|--------|--------|-----|---------|-------|-------|-------|-----|--------|-----|-----|-----|-----------|----------------|--------|-------|-------|-----------|-------|
| Q82. Athletes, coaches, and other figures in professional sports speaking out against what they believe are social injustices | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Total 2026 | | | | Fanship Category | | | | Gender | | Age | | | | | Region | | | | Ethnicity | | | | | Education | |
| | | | | | 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.+ |
| Good for sports | 54% | | | | 72% | 56% | 48% | 36% | 58% | 50% | 66% | 64% | 64% | 42% | 41% | 56% | 53% | 47% | 58% | 50% | 67% | 62% | 56% | 46% | 50% | 62% |
| Bad for sports | 26% | | | | 21% | 27% | 28% | 27% | 26% | 25% | 21% | 21% | 19% | 32% | 33% | 23% | 27% | 30% | 22% | 30% | 13% | 20% | 17% | 28% | 27% | 24% |
| Don't know / Refused | 21% | | | | 7% | 16% | 24% | 37% | 16% | 25% | 13% | 16% | 16% | 27% | 26% | 21% | 20% | 23% | 19% | 20% | 20% | 18% | 28% | 26% | 24% | 14% |
| Q83. An executive order signed by U.S. President Trump which threatens to withhold federal funds from any educational institutions or athletic associations who allow transgender women to compete in women's sporting competitions | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Total 2026 | | | | Fanship Category | | | | Gender | | Age | | | | | Region | | | | Ethnicity | | | | | Education | |
| | | | | | 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.+ |
| Good for sports | 47% | | | | 62% | 51% | 38% | 34% | 55% | 39% | 56% | 44% | 51% | 46% | 46% | 46% | 50% | 46% | 42% | 51% | 37% | 45% | 29% | 43% | 44% | 53% |
| Bad for sports | 34% | | | | 27% | 34% | 41% | 36% | 32% | 36% | 32% | 38% | 33% | 32% | 33% | 34% | 31% | 35% | 38% | 32% | 41% | 38% | 42% | 29% | 35% | 32% |
| Don't know / Refused | 19% | | | | 11% | 15% | 21% | 31% | 13% | 25% | 12% | 17% | 16% | 22% | 21% | 20% | 19% | 18% | 20% | 18% | 22% | 16% | 29% | 28% | 21% | 15% |
| Q86. Dedicated streaming services for individual sports leagues, such as the NBA League Pass, NHL.TV, MLB.TV, NFL Sunday Ticket and more | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Total 2026 | Total 2025 | | | Fanship Category | | | | Gender | | Age | | | | | Region | | | | Ethnicity | | | | | Education | |
| | | | | | 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.+ |
| Good for sports | 52% | 56% | | | 78% | 56% | 43% | 27% | 57% | 46% | 68% | 60% | 67% | 45% | 29% | 53% | 55% | 42% | 54% | 47% | 65% | 63% | 44% | 58% | 51% | 54% |
| Bad for sports | 24% | 21% | | | 17% | 28% | 30% | 21% | 26% | 22% | 20% | 21% | 18% | 24% | 37% | 23% | 22% | 29% | 24% | 27% | 15% | 19% | 27% | 17% | 23% | 27% |
| Don't know / Refused | 24% | 22% | | | 5% | 15% | 27% | 53% | 17% | 31% | 13% | 20% | 15% | 31% | 33% | 24% | 23% | 29% | 22% | 26% | 20% | 18% | 30% | 25% | 26% | 19% |
| Q87. ESPN, a subsidiary of The Walt Disney Company, acquiring the media assets of the NFL, including the streaming rights to the NFL Network | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Total 2026 | | | | Fanship Category | | | | Gender | | Age | | | | | Region | | | | Ethnicity | | | | | Education | |
| | | | | | 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.+ |
| Good for sports | 39% | | | | 69% | 41% | 29% | 14% | 45% | 33% | 55% | 46% | 53% | 30% | 23% | 39% | 41% | 34% | 40% | 38% | 46% | 46% | 24% | 27% | 35% | 47% |
| Bad for sports | 28% | | | | 20% | 31% | 36% | 28% | 31% | 26% | 26% | 28% | 21% | 30% | 36% | 29% | 28% | 32% | 26% | 29% | 23% | 29% | 25% | 37% | 29% | 27% |
| Don't know / Refused | 33% | | | | 11% | 28% | 36% | 58% | 24% | 41% | 19% | 26% | 26% | 40% | 41% | 33% | 31% | 34% | 34% | 33% | 31% | 26% | 51% | 36% | 36% | 26% |
| Q89. AI-powered predictions on the outcomes of sporting events being made available to fans during live games | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Total 2026 | Total 2025 | | | Fanship Category | | | | Gender | | Age | | | | | Region | | | | Ethnicity | | | | | Education | |
| | | | | | 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.+ |
| Good for sports | 28% | 28% | | | 55% | 28% | 17% | 11% | 36% | 21% | 46% | 36% | 43% | 18% | 10% | 29% | 30% | 21% | 30% | 26% | 34% | 35% | 21% | 26% | 23% | 38% |
| Bad for sports | 49% | 47% | | | 36% | 54% | 58% | 49% | 46% | 52% | 39% | 44% | 39% | 54% | 62% | 48% | 48% | 53% | 50% | 51% | 42% | 44% | 53% | 53% | 51% | 45% |
| Don't know / Refused | 23% | 25% | | | 9% | 18% | 26% | 41% | 19% | 27% | 15% | 19% | 18% | 28% | 27% | 24% | 22% | 26% | 20% | 23% | 24% | 21% | 27% | 21% | 25% | 17% |

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

| Q93 - Q95 RANDOM SPLIT: Half of the sample (Group A) received "Don't know" as a response option. The other half (Group B) did not receive "Don't know" as a response option. | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|---------------|------------------|------------------|----------|--------|--------|--------|---------|---------|-------|-------|--------|--------|-----|-----|-----------|-----------|-------------------|-------------------|-----------|-----------|------------|------------|-------|--|
| Q93a. Turning to another issue in sports... How much thought have you given to the issue of whether transgender people should or should not be allowed to participate in organized sports with others that share their gender identity? | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Total 2026 | Fanship Category | | | | Gender | | Age | | | | Region | | | | Ethnicity | | | | Education | | | | | |
| | | 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 | Asia n | Other | No Deg. | B.A.+ | | |
| A lot | 23% | 33% | 24% | 22% | 15% | 24% | 22% | 26% | 25% | 25% | 21% | 20% | 22% | 24% | 22% | 23% | 26% | 15% | 23% | 16% | 13% | 21% | 27% | | |
| Some | 33% | 37% | 38% | 33% | 22% | 35% | 31% | 36% | 35% | 30% | 32% | 34% | 37% | 30% | 33% | 35% | 34% | 33% | 25% | 30% | 31% | 37% | | | |
| Not very much | 21% | 15% | 22% | 23% | 25% | 21% | 22% | 21% | 20% | 25% | 17% | 22% | 23% | 21% | 21% | 20% | 19% | 19% | 23% | 35% | 27% | 21% | 21% | | |
| None at all | 18% | 14% | 13% | 18% | 29% | 17% | 19% | 14% | 15% | 16% | 21% | 20% | 14% | 21% | 17% | 16% | 16% | 28% | 16% | 18% | 28% | 22% | 10% | | |
| Don't know / Refused | 5% | 1% | 4% | 5% | 9% | 3% | 6% | 3% | 4% | 4% | 8% | 3% | 4% | 4% | 6% | 6% | 5% | 5% | 5% | 6% | 2% | 5% | 4% | | |
| Q94a. Thinking about transgender high school students, are you in favor of or opposed to transgender high school students being allowed to participate in organized high school sports with others that share their gender identity? | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Total 2026 | Fanship Category | | | | Gender | | Age | | | | Region | | | | Ethnicity | | | | Education | | | | | |
| | | 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 | Asia n | Other | No Deg. | B.A.+ | | |
| In favor of | 28% | 40% | 25% | 26% | 23% | 31% | 25% | 40% | 38% | 37% | 19% | 17% | 30% | 26% | 26% | 33% | 27% | 29% | 41% | 32% | 10% | 25% | 35% | | |
| Opposed to | 51% | 49% | 57% | 49% | 49% | 52% | 51% | 45% | 43% | 45% | 59% | 62% | 51% | 57% | 51% | 44% | 55% | 47% | 41% | 34% | 61% | 54% | 47% | | |
| Don't know / Refused | 20% | 11% | 18% | 25% | 27% | 17% | 23% | 15% | 19% | 18% | 22% | 21% | 19% | 17% | 23% | 24% | 18% | 24% | 18% | 34% | 29% | 21% | 18% | | |
| Q95a. And now considering higher levels of competition including college and professional competition, are you in favor of or opposed to transgender athletes being allowed to compete in elite sports with others that share their gender identity? | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Total 2026 | Fanship Category | | | | Gender | | Age | | | | Region | | | | Ethnicity | | | | Education | | | | | |
| | | 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 | Asia n | Other | No Deg. | B.A.+ | | |
| In favor of | 28% | 39% | 27% | 25% | 21% | 30% | 26% | 38% | 39% | 35% | 20% | 16% | 33% | 27% | 25% | 30% | 26% | 33% | 38% | 36% | 10% | 25% | 34% | | |
| Opposed to | 52% | 51% | 55% | 50% | 50% | 53% | 51% | 47% | 44% | 46% | 58% | 61% | 48% | 55% | 54% | 48% | 57% | 43% | 39% | 32% | 61% | 54% | 47% | | |
| Don't know / Refused | 20% | 11% | 18% | 25% | 28% | 17% | 23% | 15% | 17% | 19% | 22% | 23% | 20% | 18% | 22% | 22% | 17% | 24% | 22% | 32% | 29% | 21% | 18% | | |
| Q93b. Turning to another issue in sports... How much thought have you given to the issue of whether transgender people should or should not be allowed to participate in organized sports with others that share their gender identity? | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Total 2026 | Total 2025 | Fanship Category | | | | Gender | | Age | | | | Region | | | | Ethnicity | | | | Education | | | | |
| | | | 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 | Asia n | Other | No Deg. | B.A.+ | |
| A lot | 26% | 27% | 39% | 26% | 19% | 19% | 29% | 24% | 31% | 29% | 31% | 23% | 20% | 29% | 28% | 21% | 27% | 26% | 23% | 32% | 18% | 32% | 25% | 31% | |
| Some | 32% | 31% | 34% | 35% | 34% | 26% | 32% | 33% | 31% | 31% | 35% | 32% | 33% | 32% | 31% | 37% | 32% | 34% | 35% | 30% | 14% | 29% | 31% | 35% | |
| Not very much | 24% | 23% | 17% | 25% | 29% | 25% | 23% | 24% | 21% | 23% | 20% | 26% | 26% | 25% | 24% | 21% | 25% | 23% | 26% | 22% | 25% | 23% | 24% | 24% | |
| None at all | 18% | 19% | 10% | 14% | 18% | 30% | 16% | 19% | 17% | 17% | 15% | 19% | 20% | 14% | 18% | 21% | 17% | 17% | 16% | 16% | 44% | 16% | 21% | 11% | |
| Q94b. Thinking about transgender high school students, are you in favor of or opposed to transgender high school students being allowed to participate in organized high school sports with others that share their gender identity? | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Total 2026 | Total 2025 | Fanship Category | | | | Gender | | Age | | | | Region | | | | Ethnicity | | | | Education | | | | |
| | | | 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 | Asia n | Other | No Deg. | B.A.+ | |
| In favor of | 41% | 35% | 49% | 37% | 40% | 40% | 38% | 44% | 46% | 50% | 45% | 38% | 29% | 49% | 37% | 40% | 44% | 40% | 43% | 48% | 46% | 34% | 40% | 45% | |
| Opposed to | 59% | 65% | 51% | 63% | 60% | 60% | 62% | 56% | 54% | 50% | 55% | 62% | 71% | 51% | 63% | 60% | 56% | 60% | 57% | 52% | 54% | 66% | 60% | 55% | |
| Q95b. And now considering higher levels of competition including college and professional competition, are you in favor of or opposed to transgender athletes being allowed to compete in elite sports with others that share their gender identity? | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Total 2026 | Total 2025 | Fanship Category | | | | Gender | | Age | | | | Region | | | | Ethnicity | | | | Education | | | | |
| | | | 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 | Asia n | Other | No Deg. | B.A.+ | |
| In favor of | 42% | 35% | 48% | 39% | 43% | 38% | 39% | 44% | 45% | 50% | 45% | 38% | 30% | 47% | 39% | 41% | 42% | 40% | 44% | 45% | 41% | 41% | 40% | 44% | |
| Opposed to | 58% | 65% | 52% | 61% | 57% | 62% | 61% | 56% | 55% | 50% | 55% | 62% | 70% | 53% | 61% | 59% | 58% | 60% | 56% | 55% | 59% | 59% | 60% | 56% | |

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

The Siena Research Institute, directed by Donald Levy, Ph.D., conducts political, economic, social, and cultural research primarily in NYS. SRI, an independent, non-partisan research institute, subscribes to the American Association of Public Opinion Research Code of Professional Ethics and Practices. For more information or comments, please call Dr. Don Levy at 518-284-3551.

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.