

YouGov Survey: FIFA World Cup 2026
July 2 - 5, 2026 - 1,122 U.S. adult citizens



1. How interested are you in the FIFA World Cup 2026, hosted this summer in the U.S., Canada, and Mexico?

Very interested	20%
Somewhat interested	20%
Not very interested	14%
Not at all interested	43%
Not sure	3%

2. Compared to before the FIFA World Cup 2026 started, have you become more or less interested in the tournament?

More interested	29%
No difference	52%
Less interested	14%
Not sure	5%

3. Compared to before the FIFA World Cup 2026 started, have you become more or less interested in soccer?

More interested	23%
No difference	59%
Less interested	14%
Not sure	5%

4. Compared to what you expected before the 2026 FIFA World Cup began, has it been more or less exciting?

Much more exciting	15%
Somewhat more exciting	14%
About as exciting as expected	14%
Somewhat less exciting	2%
Much less exciting	3%
I had no expectations about how exciting it would be	45%
Not sure	8%

5. Has the 2026 FIFA World Cup made you more or less likely to watch soccer in the future?

Much more likely	12%
Somewhat more likely	11%
Neither more nor less likely	53%
Somewhat less likely	3%
Much less likely	13%
Not sure	8%

6. Which, if any, of the following recent World Cup matches have you watched all or part of? Select all that apply.

U.S. vs. Paraguay (June 12)	21%
U.S. vs. Australia (June 19)	21%
U.S. vs. Turkey (June 25)	21%
U.S. vs. Bosnia and Herzegovina (July 1)	25%
None of the above	65%

7. Are you planning to watch the World Cup match between the U.S. and Belgium on July 6?

Yes	31%
No	56%
Not sure	13%

8. Which men’s national team do you think is most likely to win the FIFA World Cup 2026?

Responses selected by 1% or less of Americans are included in Other

United States	19%
France	8%
Argentina	7%
Mexico	3%
Portugal	2%
Other	5%
Don’t know	55%

Interviewing Dates	July 2 - 5, 2026
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov’s opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent’s most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 33% Republican). The weights range from 0.051 to 6.5, with a mean of one and a standard deviation of 0.841.
Number of respondents	1,122
Margin of error	± 3.8 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	78 questions not reported.

YouGov Survey: FIFA World Cup 2026

July 2 - 5, 2026 - 1,122 U.S. adult citizens



1. Interest in FIFA World Cup 2026

How interested are you in the FIFA World Cup 2026, hosted this summer in the U.S., Canada, and Mexico?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very interested	20%	26%	14%	38%	30%	9%	8%	18%	22%	28%	17%	26%
Somewhat interested	20%	21%	19%	22%	22%	19%	19%	18%	22%	30%	19%	22%
Not very interested	14%	14%	13%	9%	9%	14%	23%	16%	11%	7%	12%	17%
Not at all interested	43%	36%	50%	28%	38%	54%	49%	45%	39%	31%	49%	33%
Not sure	3%	3%	3%	4%	2%	4%	1%	2%	5%	3%	3%	1%
Totals	100%	100%	99%	101%	101%	100%	100%	99%	99%	99%	100%	99%
Unweighted N	(1,122)	(548)	(574)	(274)	(295)	(320)	(233)	(752)	(138)	(160)	(723)	(399)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very interested	20%	20%	18%	23%	23%	22%	13%	19%	32%	19%	15%	22%	22%
Somewhat interested	20%	22%	17%	23%	19%	24%	16%	26%	23%	26%	18%	17%	23%
Not very interested	14%	13%	14%	14%	17%	15%	11%	17%	13%	10%	18%	12%	16%
Not at all interested	43%	45%	46%	39%	41%	37%	55%	37%	31%	44%	47%	45%	37%
Not sure	3%	1%	6%	1%	1%	3%	3%	1%	1%	1%	2%	4%	2%
Totals	100%	101%	101%	100%	101%	101%	98%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,122)	(390)	(402)	(330)	(447)	(362)	(416)	(327)	(266)	(197)	(233)	(442)	(250)

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2. Change in Interest in World Cup

Compared to before the FIFA World Cup 2026 started, have you become more or less interested in the tournament?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
More interested	29%	31%	28%	42%	35%	21%	25%	27%	34%	36%	24%	39%
No difference	52%	51%	53%	41%	47%	60%	58%	56%	42%	44%	54%	49%
Less interested	14%	14%	14%	8%	12%	17%	16%	12%	19%	14%	16%	8%
Not sure	5%	4%	5%	9%	7%	3%	1%	4%	5%	6%	5%	3%
Totals	100%	100%	100%	100%	101%	101%	100%	99%	100%	100%	99%	99%
Unweighted N	(1,119)	(547)	(572)	(272)	(295)	(319)	(233)	(750)	(138)	(159)	(721)	(398)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More interested	29%	31%	21%	38%	34%	36%	20%	32%	45%	26%	26%	30%	35%
No difference	52%	50%	57%	49%	51%	47%	59%	49%	43%	60%	50%	50%	51%
Less interested	14%	17%	12%	12%	14%	14%	15%	15%	11%	9%	18%	14%	12%
Not sure	5%	2%	10%	2%	1%	3%	5%	4%	2%	5%	5%	6%	2%
Totals	100%	100%	100%	101%	100%	100%	99%	100%	101%	100%	99%	100%	100%
Unweighted N	(1,119)	(390)	(401)	(328)	(447)	(360)	(416)	(325)	(266)	(197)	(233)	(442)	(247)

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3. Change in Interest in Soccer

Compared to before the FIFA World Cup 2026 started, have you become more or less interested in soccer?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
More interested	23%	25%	21%	31%	32%	14%	17%	21%	27%	28%	18%	31%
No difference	59%	58%	59%	50%	52%	65%	65%	63%	47%	51%	58%	59%
Less interested	14%	14%	14%	10%	10%	17%	17%	12%	21%	17%	17%	8%
Not sure	5%	4%	6%	9%	6%	4%	1%	5%	5%	4%	6%	2%
Totals	101%	101%	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%
Unweighted N	(1,121)	(548)	(573)	(273)	(295)	(320)	(233)	(751)	(138)	(160)	(722)	(399)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More interested	23%	24%	17%	28%	27%	26%	15%	25%	37%	21%	17%	23%	29%
No difference	59%	57%	61%	58%	58%	58%	62%	56%	54%	65%	59%	56%	57%
Less interested	14%	17%	13%	12%	14%	14%	17%	16%	8%	10%	19%	15%	11%
Not sure	5%	2%	10%	2%	1%	2%	6%	3%	1%	5%	4%	6%	3%
Totals	101%	100%	101%	100%	100%	100%	100%	100%	100%	101%	99%	100%	100%
Unweighted N	(1,121)	(390)	(401)	(330)	(447)	(362)	(416)	(326)	(266)	(197)	(233)	(441)	(250)

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4. Change in Perception of World Cup Excitement

Compared to what you expected before the 2026 FIFA World Cup began, has it been more or less exciting?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Much more exciting	15%	19%	12%	25%	23%	8%	9%	12%	20%	21%	14%	19%
Somewhat more exciting	14%	14%	13%	13%	16%	12%	16%	15%	7%	19%	11%	19%
About as exciting as expected	14%	15%	13%	17%	16%	12%	12%	13%	14%	19%	13%	15%
Somewhat less exciting	2%	2%	2%	2%	2%	3%	1%	2%	0%	2%	1%	3%
Much less exciting	3%	4%	2%	4%	1%	4%	1%	3%	3%	2%	3%	1%
I had no expectations about how exciting it would be	45%	40%	49%	30%	32%	54%	58%	48%	42%	29%	49%	36%
Not sure	8%	7%	8%	10%	9%	8%	3%	6%	14%	8%	8%	6%
Totals	101%	101%	99%	101%	99%	101%	100%	99%	100%	100%	99%	99%
Unweighted N	(1,122)	(548)	(574)	(274)	(295)	(320)	(233)	(752)	(138)	(160)	(723)	(399)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Much more exciting	15%	16%	12%	19%	17%	19%	11%	15%	24%	18%	12%	17%	13%
Somewhat more exciting	14%	14%	10%	18%	15%	17%	10%	15%	21%	13%	12%	12%	20%
About as exciting as expected	14%	14%	15%	13%	16%	13%	13%	14%	16%	15%	12%	12%	19%
Somewhat less exciting	2%	1%	2%	2%	2%	2%	3%	2%	0%	2%	3%	2%	1%
Much less exciting	3%	2%	3%	3%	2%	4%	2%	6%	1%	2%	5%	3%	1%
I had no expectations about how exciting it would be	45%	46%	46%	42%	44%	40%	53%	40%	33%	43%	47%	46%	41%
Not sure	8%	6%	12%	3%	5%	5%	8%	7%	5%	8%	9%	8%	5%

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	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Totals	101%	99%	100%	100%	101%	100%	100%	99%	100%	101%	100%	100%	100%
Unweighted N	(1,122)	(390)	(402)	(330)	(447)	(362)	(416)	(327)	(266)	(197)	(233)	(442)	(250)

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5. Change in Likelihood of Watching Soccer

Has the 2026 FIFA World Cup made you more or less likely to watch soccer in the future?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Much more likely	12%	14%	11%	22%	22%	5%	4%	9%	17%	23%	10%	17%
Somewhat more likely	11%	11%	12%	12%	14%	9%	10%	12%	11%	12%	10%	14%
Neither more nor less likely	53%	53%	53%	48%	42%	58%	62%	58%	39%	44%	54%	52%
Somewhat less likely	3%	3%	2%	3%	3%	3%	1%	2%	1%	5%	3%	1%
Much less likely	13%	11%	14%	6%	6%	18%	18%	12%	18%	10%	15%	9%
Not sure	8%	8%	9%	8%	12%	7%	5%	7%	14%	7%	9%	7%
Totals	100%	100%	101%	99%	99%	100%	100%	100%	100%	101%	101%	100%
Unweighted N	(1,121)	(548)	(573)	(273)	(295)	(320)	(233)	(751)	(138)	(160)	(723)	(398)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Much more likely	12%	15%	8%	14%	15%	13%	8%	14%	18%	11%	7%	15%	13%
Somewhat more likely	11%	9%	10%	15%	12%	15%	9%	13%	17%	14%	11%	9%	14%
Neither more nor less likely	53%	54%	52%	54%	52%	51%	56%	48%	51%	56%	53%	53%	51%
Somewhat less likely	3%	3%	3%	2%	2%	3%	2%	5%	1%	2%	4%	2%	3%
Much less likely	13%	12%	15%	10%	13%	12%	16%	13%	6%	11%	17%	12%	10%
Not sure	8%	7%	12%	5%	6%	6%	9%	6%	6%	7%	8%	8%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	99%	101%	100%	99%	100%
Unweighted N	(1,121)	(389)	(402)	(330)	(447)	(362)	(416)	(327)	(265)	(196)	(233)	(442)	(250)

YouGov Survey: FIFA World Cup 2026

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6. World Cup Games Watched

Which, if any, of the following recent World Cup matches have you watched all or part of? Select all that apply.

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
U.S. vs. Paraguay (June 12)	21%	30%	12%	27%	30%	12%	17%	20%	22%	26%	15%	30%
U.S. vs. Australia (June 19)	21%	27%	16%	29%	33%	11%	16%	21%	18%	25%	17%	28%
U.S. vs. Turkey (June 25)	21%	28%	14%	29%	32%	10%	16%	19%	29%	23%	18%	27%
U.S. vs. Bosnia and Herzegovina (July 1)	25%	34%	16%	33%	33%	16%	22%	25%	22%	30%	21%	32%
None of the above	65%	57%	72%	48%	53%	79%	72%	66%	63%	54%	70%	56%
Unweighted N	(1,122)	(548)	(574)	(274)	(295)	(320)	(233)	(752)	(138)	(160)	(723)	(399)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
U.S. vs. Paraguay (June 12)	21%	24%	15%	23%	25%	24%	14%	22%	33%	23%	18%	18%	26%
U.S. vs. Australia (June 19)	21%	24%	19%	22%	24%	25%	14%	24%	33%	24%	17%	17%	31%
U.S. vs. Turkey (June 25)	21%	22%	19%	22%	22%	24%	16%	18%	35%	28%	15%	17%	29%
U.S. vs. Bosnia and Herzegovina (July 1)	25%	24%	22%	29%	27%	29%	17%	24%	39%	24%	20%	25%	31%
None of the above	65%	65%	69%	59%	63%	59%	73%	65%	47%	63%	68%	69%	54%
Unweighted N	(1,122)	(390)	(402)	(330)	(447)	(362)	(416)	(327)	(266)	(197)	(233)	(442)	(250)

YouGov Survey: FIFA World Cup 2026

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7. Plan to Watch U.S. vs. Belgium

Are you planning to watch the World Cup match between the U.S. and Belgium on July 6?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	31%	40%	24%	41%	44%	21%	25%	30%	30%	43%	27%	40%
No	56%	50%	62%	43%	44%	69%	61%	57%	58%	45%	61%	46%
Not sure	13%	11%	14%	16%	12%	10%	14%	13%	12%	12%	12%	14%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,120)	(547)	(573)	(274)	(294)	(319)	(233)	(751)	(137)	(160)	(721)	(399)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	31%	32%	24%	39%	35%	37%	21%	33%	50%	32%	23%	31%	40%
No	56%	59%	58%	50%	53%	51%	69%	52%	39%	51%	66%	57%	47%
Not sure	13%	9%	17%	10%	12%	12%	10%	15%	11%	16%	12%	12%	12%
Totals	100%	100%	99%	99%	100%	100%	100%	100%	100%	99%	101%	100%	99%
Unweighted N	(1,120)	(389)	(401)	(330)	(447)	(362)	(415)	(326)	(266)	(197)	(233)	(441)	(249)

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8. Expected World Cup Winner

Which men's national team do you think is most likely to win the FIFA World Cup 2026?

Responses selected by 1% or less of Americans are included in Other

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
United States	19%	18%	21%	19%	22%	18%	19%	18%	25%	26%	20%	18%
France	8%	11%	5%	11%	11%	5%	5%	8%	7%	8%	5%	13%
Argentina	7%	9%	5%	11%	9%	5%	2%	6%	5%	8%	6%	8%
Mexico	3%	2%	4%	1%	5%	2%	4%	2%	1%	10%	4%	2%
Portugal	2%	3%	1%	7%	2%	1%	0%	2%	0%	4%	3%	2%
Other	5%	6%	5%	6%	6%	5%	4%	6%	4%	3%	4%	8%
Don't know	55%	51%	59%	44%	44%	65%	64%	57%	58%	41%	58%	50%
Totals	99%	100%	100%	99%	99%	101%	98%	99%	100%	100%	100%	101%
Unweighted N	(1,120)	(548)	(572)	(273)	(294)	(320)	(233)	(750)	(138)	(160)	(722)	(398)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
United States	19%	18%	15%	26%	16%	26%	19%	21%	22%	15%	15%	20%	25%
France	8%	10%	4%	10%	11%	9%	5%	9%	13%	9%	7%	8%	8%
Argentina	7%	6%	7%	7%	7%	7%	4%	6%	11%	4%	7%	8%	7%
Mexico	3%	5%	3%	2%	5%	2%	4%	4%	1%	2%	2%	3%	6%
Portugal	2%	1%	4%	2%	1%	2%	1%	1%	3%	7%	1%	2%	1%
Other	5%	5%	6%	5%	6%	6%	4%	8%	8%	8%	5%	4%	6%
Don't know	55%	56%	61%	48%	54%	47%	63%	51%	42%	57%	62%	55%	48%
Totals	99%	101%	100%	100%	100%	99%	100%	100%	100%	102%	99%	100%	101%
Unweighted N	(1,120)	(388)	(402)	(330)	(446)	(362)	(414)	(327)	(266)	(197)	(232)	(441)	(250)

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July 2 - 5, 2026 - 1,122 U.S. adult citizens



Interviewing Dates	July 2 - 5, 2026
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 33% Republican). The weights range from 0.051 to 6.5, with a mean of one and a standard deviation of 0.841.
Number of respondents	1,122
Margin of error	± 3.8 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	78 questions not reported.