

**YouGov Survey: FIFA World Cup 2026**  
**July 7 - 9, 2026 - 1,099 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	22%
Not very interested	16%
Not at all interested	39%
Not sure	4%

**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	49%
Less interested	15%
Not sure	7%

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

More interested	24%
No difference	55%
Less interested	14%
Not sure	6%

**4. 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)	20%
U.S. vs. Australia (June 19)	20%
U.S. vs. Turkey (June 25)	18%
U.S. vs. Bosnia and Herzegovina (July 1)	21%
U.S. vs. Belgium (July 6)	32%
None of the above	61%

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

Argentina	14%
France	13%
Spain	5%
Norway	4%
England	4%
Belgium	4%
Morocco	1%
Switzerland	1%
Don't know	54%

6. Which men's national team do you most support in the FIFA World Cup 2026?

Argentina .....	8%
Norway .....	5%
England .....	5%
France .....	5%
Spain .....	3%
Belgium .....	2%
Morocco .....	1%
Switzerland .....	1%
I don't support any team .....	55%
Don't know .....	15%

7. More generally, which teams would you be happy to see win the FIFA World Cup 2026? Select all that apply.

England .....	19%
Argentina .....	17%
France .....	16%
Norway .....	16%
Spain .....	13%
Belgium .....	12%
Switzerland .....	11%
Morocco .....	10%
None of these .....	17%
Don't know .....	39%

8. Which teams would you be unhappy to see win the FIFA World Cup 2026? Select all that apply.

Argentina .....	10%
France .....	6%
Belgium .....	6%
England .....	5%
Morocco .....	5%
Spain .....	4%
Norway .....	3%
Switzerland .....	2%
None of these .....	34%
Don't know .....	40%

9. Do you think hosting the FIFA World Cup has had a positive or a negative impact on the U.S.?

Very positive .....	27%
Somewhat positive .....	28%
Neither positive nor negative .....	17%
Somewhat negative .....	6%
Very negative .....	4%
Not sure .....	18%

10. Generally speaking do you think there has or has not been any corruption or wrongdoing in the running of FIFA over recent years?

- Probably has been corruption in the running of FIFA ..... 46%
- Probably has not been any corruption in the running of FIFA ..... 10%
- Don't know ..... 43%

<b>Interviewing Dates</b>	July 7 - 9, 2026
<b>Target population</b>	U.S. citizens, aged 18 and over
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	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 6.514, with a mean of one and a standard deviation of 0.897.
<b>Number of respondents</b>	1,099
<b>Margin of error</b>	± 4 points (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	73 questions not reported.

# YouGov Survey: FIFA World Cup 2026

July 7 - 9, 2026 - 1,099 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%	25%	15%	34%	29%	10%	9%	18%	16%	31%	15%	28%
Somewhat interested	22%	24%	20%	18%	23%	19%	29%	21%	24%	28%	18%	29%
Not very interested	16%	16%	15%	15%	10%	18%	19%	15%	18%	9%	17%	13%
Not at all interested	39%	32%	45%	29%	30%	49%	42%	44%	32%	26%	45%	27%
Not sure	4%	4%	5%	4%	7%	4%	1%	2%	9%	6%	5%	2%
Totals	101%	101%	100%	100%	99%	100%	100%	100%	99%	100%	100%	99%
Unweighted N	(1,095)	(533)	(562)	(285)	(277)	(306)	(227)	(725)	(132)	(165)	(713)	(382)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very interested	20%	23%	14%	24%	20%	22%	11%	19%	32%	27%	18%	19%	16%
Somewhat interested	22%	26%	18%	23%	28%	24%	18%	27%	24%	22%	22%	20%	26%
Not very interested	16%	12%	16%	18%	14%	18%	17%	16%	14%	8%	13%	17%	20%
Not at all interested	39%	37%	44%	34%	37%	35%	47%	36%	30%	37%	46%	40%	32%
Not sure	4%	2%	8%	2%	2%	1%	7%	2%	0%	6%	2%	4%	5%
Totals	101%	100%	100%	101%	101%	100%	100%	100%	100%	100%	101%	100%	99%
Unweighted N	(1,095)	(358)	(438)	(299)	(426)	(376)	(385)	(338)	(263)	(196)	(247)	(422)	(230)

**YouGov Survey: FIFA World Cup 2026**  
 July 7 - 9, 2026 - 1,099 U.S. adult citizens



**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%	33%	26%	41%	41%	18%	22%	27%	23%	45%	24%	39%
No difference	49%	47%	50%	37%	42%	55%	57%	53%	37%	39%	48%	49%
Less interested	15%	14%	16%	14%	9%	20%	16%	16%	23%	10%	19%	9%
Not sure	7%	6%	8%	8%	8%	6%	4%	5%	17%	7%	9%	4%
Totals	100%	100%	100%	100%	100%	99%	99%	101%	100%	101%	100%	101%
Unweighted N	(1,096)	(534)	(562)	(285)	(276)	(309)	(226)	(726)	(132)	(166)	(713)	(383)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More interested	29%	33%	23%	34%	31%	36%	18%	34%	42%	38%	25%	26%	32%
No difference	49%	48%	48%	50%	51%	48%	51%	48%	46%	45%	49%	50%	47%
Less interested	15%	15%	17%	14%	15%	14%	19%	15%	11%	10%	21%	15%	14%
Not sure	7%	4%	12%	2%	3%	2%	12%	4%	0%	6%	5%	8%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	99%	99%	100%	99%	100%
Unweighted N	(1,096)	(357)	(439)	(300)	(427)	(376)	(386)	(337)	(264)	(197)	(247)	(422)	(230)

**YouGov Survey: FIFA World Cup 2026**  
 July 7 - 9, 2026 - 1,099 U.S. adult citizens



**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	24%	26%	22%	31%	35%	14%	20%	21%	18%	42%	19%	33%
No difference	55%	55%	56%	47%	49%	61%	62%	59%	42%	45%	55%	56%
Less interested	14%	14%	15%	12%	9%	20%	14%	15%	24%	8%	19%	7%
Not sure	6%	6%	7%	10%	8%	4%	4%	5%	15%	5%	7%	4%
Totals	99%	101%	100%	100%	101%	99%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,094)	(533)	(561)	(285)	(273)	(308)	(228)	(727)	(130)	(164)	(713)	(381)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More interested	24%	28%	14%	32%	26%	31%	15%	31%	36%	24%	23%	23%	25%
No difference	55%	57%	57%	53%	58%	52%	57%	53%	53%	57%	58%	53%	56%
Less interested	14%	13%	17%	13%	13%	14%	18%	13%	10%	11%	14%	17%	13%
Not sure	6%	3%	12%	2%	3%	2%	10%	3%	1%	7%	5%	7%	5%
Totals	99%	101%	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%	99%
Unweighted N	(1,094)	(358)	(437)	(299)	(428)	(374)	(384)	(337)	(264)	(197)	(245)	(421)	(231)

# YouGov Survey: FIFA World Cup 2026

July 7 - 9, 2026 - 1,099 U.S. adult citizens



## 4. 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)	20%	27%	12%	25%	27%	13%	16%	18%	17%	24%	14%	29%
U.S. vs. Australia (June 19)	20%	26%	14%	27%	27%	15%	11%	18%	19%	26%	15%	29%
U.S. vs. Turkey (June 25)	18%	27%	10%	25%	29%	12%	9%	17%	14%	25%	14%	27%
U.S. vs. Bosnia and Herzegovina (July 1)	21%	28%	14%	24%	26%	17%	17%	21%	13%	23%	15%	32%
U.S. vs. Belgium (July 6)	32%	41%	23%	39%	38%	24%	30%	30%	27%	40%	25%	45%
None of the above	61%	51%	70%	50%	53%	70%	66%	63%	69%	52%	69%	46%
Unweighted N	(1,099)	(535)	(564)	(285)	(277)	(309)	(228)	(728)	(132)	(166)	(716)	(383)

	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)	20%	22%	15%	23%	22%	25%	11%	23%	29%	26%	15%	17%	22%
U.S. vs. Australia (June 19)	20%	21%	14%	26%	19%	28%	11%	20%	32%	26%	19%	18%	18%
U.S. vs. Turkey (June 25)	18%	18%	14%	24%	16%	26%	11%	20%	27%	23%	14%	18%	19%
U.S. vs. Bosnia and Herzegovina (July 1)	21%	22%	18%	22%	23%	25%	11%	22%	33%	25%	16%	18%	26%
U.S. vs. Belgium (July 6)	32%	32%	27%	38%	35%	37%	21%	33%	45%	38%	30%	28%	35%
None of the above	61%	60%	69%	52%	58%	52%	74%	58%	45%	56%	66%	64%	54%
Unweighted N	(1,099)	(358)	(440)	(301)	(428)	(377)	(387)	(338)	(265)	(197)	(247)	(424)	(231)

# YouGov Survey: FIFA World Cup 2026

July 7 - 9, 2026 - 1,099 U.S. adult citizens



## 5. Expected FIFA World Cup Winner

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Argentina	14%	16%	11%	15%	17%	11%	13%	11%	18%	20%	11%	19%
France	13%	21%	6%	25%	15%	7%	9%	13%	5%	18%	11%	16%
Spain	5%	7%	4%	7%	6%	5%	5%	5%	5%	6%	5%	7%
Norway	4%	3%	5%	7%	7%	2%	1%	4%	1%	6%	3%	6%
England	4%	4%	4%	3%	4%	7%	1%	4%	3%	3%	3%	6%
Belgium	4%	2%	5%	1%	4%	3%	8%	4%	3%	2%	4%	4%
Morocco	1%	1%	1%	3%	0%	1%	0%	0%	4%	3%	1%	0%
Switzerland	1%	1%	0%	1%	2%	0%	2%	1%	0%	1%	1%	0%
Don't know	54%	45%	63%	38%	46%	64%	62%	58%	60%	40%	60%	42%
Totals	100%	100%	99%	100%	101%	100%	101%	100%	99%	99%	99%	100%
Unweighted N	(1,098)	(535)	(563)	(285)	(276)	(309)	(228)	(727)	(132)	(166)	(715)	(383)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Argentina	14%	18%	13%	11%	17%	13%	11%	16%	17%	13%	12%	16%	11%
France	13%	13%	10%	17%	13%	15%	6%	15%	16%	16%	11%	11%	17%
Spain	5%	4%	6%	6%	6%	7%	4%	6%	8%	2%	6%	6%	6%
Norway	4%	6%	5%	1%	4%	2%	2%	4%	7%	7%	4%	2%	5%
England	4%	4%	3%	6%	5%	4%	3%	7%	4%	3%	4%	3%	6%
Belgium	4%	5%	2%	5%	7%	5%	3%	6%	4%	1%	5%	3%	6%
Morocco	1%	2%	1%	0%	1%	0%	2%	0%	0%	1%	0%	2%	0%
Switzerland	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	2%
Don't know	54%	48%	59%	53%	46%	53%	69%	46%	43%	55%	58%	55%	48%
Totals	100%	101%	100%	100%	100%	100%	101%	101%	100%	98%	100%	98%	101%

continued on the next page . . .

**YouGov Survey: FIFA World Cup 2026**  
 July 7 - 9, 2026 - 1,099 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,098)	(358)	(439)	(301)	(428)	(377)	(386)	(338)	(265)	(197)	(246)	(424)	(231)

# YouGov Survey: FIFA World Cup 2026

July 7 - 9, 2026 - 1,099 U.S. adult citizens



## 6. Which FIFA World Cup Team Cheering for

Which men's national team do you most support in the FIFA World Cup 2026?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Argentina	8%	9%	6%	14%	10%	5%	4%	7%	8%	12%	6%	11%
Norway	5%	6%	5%	7%	11%	2%	2%	5%	1%	6%	4%	8%
England	5%	6%	4%	3%	7%	5%	5%	6%	2%	5%	4%	8%
France	5%	8%	2%	12%	6%	2%	1%	4%	4%	10%	5%	5%
Spain	3%	4%	2%	2%	5%	2%	3%	3%	1%	6%	2%	5%
Belgium	2%	2%	2%	2%	1%	1%	4%	2%	4%	2%	2%	2%
Morocco	1%	2%	1%	4%	1%	0%	0%	1%	4%	0%	2%	1%
Switzerland	1%	0%	1%	0%	1%	1%	1%	1%	2%	1%	1%	1%
I don't support any team	55%	52%	57%	44%	41%	64%	66%	57%	55%	46%	59%	47%
Don't know	15%	11%	19%	12%	17%	18%	13%	14%	19%	13%	16%	14%
Totals	100%	100%	99%	100%	100%	100%	99%	100%	100%	101%	101%	102%
Unweighted N	(1,096)	(534)	(562)	(283)	(277)	(308)	(228)	(727)	(131)	(165)	(713)	(383)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Argentina	8%	10%	5%	10%	8%	10%	3%	10%	11%	11%	9%	5%	9%
Norway	5%	5%	5%	6%	4%	5%	4%	5%	10%	5%	6%	5%	6%
England	5%	5%	3%	7%	6%	8%	3%	7%	6%	6%	4%	6%	4%
France	5%	4%	5%	6%	4%	5%	4%	6%	3%	10%	5%	3%	5%
Spain	3%	2%	4%	3%	3%	4%	3%	2%	4%	1%	3%	4%	3%
Belgium	2%	3%	1%	2%	4%	1%	2%	2%	2%	1%	2%	2%	2%
Morocco	1%	2%	2%	0%	1%	0%	2%	0%	2%	2%	0%	2%	1%
Switzerland	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%
I don't support any team	55%	52%	63%	47%	56%	51%	62%	54%	47%	47%	59%	56%	55%

continued on the next page . . .

**YouGov Survey: FIFA World Cup 2026**  
 July 7 - 9, 2026 - 1,099 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Don't know	15%	15%	12%	19%	14%	14%	18%	13%	13%	18%	12%	14%	17%
Totals	100%	99%	100%	101%	101%	99%	102%	100%	99%	102%	100%	98%	102%
Unweighted N	(1,096)	(358)	(438)	(300)	(428)	(376)	(385)	(338)	(265)	(196)	(247)	(422)	(231)

# YouGov Survey: FIFA World Cup 2026

July 7 - 9, 2026 - 1,099 U.S. adult citizens



## 7. Teams Happy To See Win FIFA World Cup

More generally, which teams would you be happy to see win the FIFA World Cup 2026? Select all that apply.

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
England	19%	22%	15%	19%	26%	16%	16%	21%	10%	18%	15%	26%
Argentina	17%	18%	16%	22%	21%	14%	12%	15%	16%	30%	13%	25%
France	16%	20%	13%	27%	20%	10%	12%	15%	9%	27%	13%	23%
Norway	16%	18%	15%	15%	21%	12%	18%	17%	5%	21%	11%	26%
Spain	13%	15%	12%	17%	18%	8%	10%	11%	10%	19%	9%	21%
Belgium	12%	14%	10%	12%	10%	9%	18%	13%	8%	14%	10%	16%
Switzerland	11%	12%	11%	10%	13%	10%	12%	12%	6%	10%	7%	19%
Morocco	10%	12%	8%	18%	10%	9%	4%	9%	10%	15%	8%	14%
None of these	17%	19%	16%	14%	12%	24%	17%	15%	30%	22%	23%	7%
Don't know	39%	30%	47%	31%	35%	42%	45%	43%	36%	22%	39%	39%
Unweighted N	(1,099)	(535)	(564)	(285)	(277)	(309)	(228)	(728)	(132)	(166)	(716)	(383)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
England	19%	21%	16%	21%	23%	22%	11%	22%	25%	22%	19%	16%	21%
Argentina	17%	23%	12%	18%	22%	21%	8%	24%	24%	17%	15%	15%	22%
France	16%	19%	15%	15%	21%	15%	12%	16%	21%	20%	17%	13%	19%
Norway	16%	18%	16%	15%	23%	18%	10%	18%	25%	12%	15%	16%	23%
Spain	13%	17%	10%	13%	20%	14%	7%	15%	20%	12%	13%	10%	18%
Belgium	12%	15%	11%	10%	21%	12%	8%	13%	15%	11%	12%	11%	14%
Switzerland	11%	13%	9%	11%	17%	14%	7%	13%	17%	10%	10%	11%	13%
Morocco	10%	13%	11%	6%	15%	7%	5%	12%	14%	15%	7%	8%	13%
None of these	17%	9%	27%	13%	11%	16%	26%	13%	8%	15%	18%	18%	18%
Don't know	39%	43%	35%	39%	38%	34%	44%	37%	36%	37%	40%	40%	36%

continued on the next page . . .

**YouGov Survey: FIFA World Cup 2026**  
 July 7 - 9, 2026 - 1,099 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,099)	(358)	(440)	(301)	(428)	(377)	(387)	(338)	(265)	(197)	(247)	(424)	(231)

# YouGov Survey: FIFA World Cup 2026

July 7 - 9, 2026 - 1,099 U.S. adult citizens



## 8. Teams Unhappy To See Win FIFA World Cup

Which teams would you be unhappy to see win the FIFA World Cup 2026? Select all that apply.

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Argentina	10%	13%	8%	23%	14%	4%	4%	9%	9%	17%	10%	12%
France	6%	9%	4%	7%	8%	5%	4%	7%	3%	7%	4%	10%
Belgium	6%	9%	3%	8%	10%	4%	4%	5%	4%	6%	5%	8%
England	5%	7%	4%	7%	7%	5%	2%	4%	3%	9%	4%	8%
Morocco	5%	6%	4%	6%	6%	5%	3%	5%	3%	4%	5%	5%
Spain	4%	5%	3%	4%	7%	3%	5%	4%	3%	3%	3%	6%
Norway	3%	4%	2%	4%	5%	1%	1%	1%	4%	1%	2%	4%
Switzerland	2%	3%	2%	2%	5%	2%	1%	1%	2%	6%	2%	3%
None of these	34%	37%	32%	36%	29%	37%	35%	33%	41%	40%	34%	34%
Don't know	40%	30%	50%	24%	37%	46%	49%	44%	39%	25%	43%	35%
Unweighted N	(1,099)	(535)	(564)	(285)	(277)	(309)	(228)	(728)	(132)	(166)	(716)	(383)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Argentina	10%	10%	12%	9%	11%	7%	5%	11%	15%	16%	8%	8%	11%
France	6%	4%	5%	10%	5%	9%	5%	7%	10%	5%	4%	6%	10%
Belgium	6%	6%	6%	7%	3%	7%	7%	3%	8%	7%	3%	6%	9%
England	5%	6%	5%	5%	5%	5%	5%	7%	5%	2%	6%	3%	10%
Morocco	5%	3%	5%	7%	4%	6%	3%	5%	7%	4%	6%	4%	6%
Spain	4%	3%	3%	7%	3%	8%	4%	4%	6%	7%	3%	4%	5%
Norway	3%	2%	3%	2%	2%	2%	3%	1%	1%	0%	2%	2%	6%
Switzerland	2%	2%	3%	2%	2%	2%	4%	2%	1%	2%	2%	2%	5%
None of these	34%	36%	39%	27%	39%	35%	34%	35%	33%	27%	36%	34%	39%
Don't know	40%	38%	38%	44%	38%	39%	48%	37%	33%	43%	43%	44%	28%

continued on the next page . . .

**YouGov Survey: FIFA World Cup 2026**  
 July 7 - 9, 2026 - 1,099 U.S. adult citizens



continued from previous page

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,099)	(358)	(440)	(301)	(428)	(377)	(387)	(338)	(265)	(197)	(247)	(424)	(231)

**YouGov Survey: FIFA World Cup 2026**  
 July 7 - 9, 2026 - 1,099 U.S. adult citizens



**9. Effect of Hosting FIFA World Cup**

Do you think hosting the FIFA World Cup has had a positive or a negative impact on the U.S.?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very positive	27%	28%	27%	31%	30%	23%	27%	28%	23%	35%	24%	34%
Somewhat positive	28%	28%	28%	26%	27%	27%	33%	29%	25%	24%	25%	34%
Neither positive nor negative	17%	17%	16%	18%	17%	20%	11%	16%	24%	18%	21%	10%
Somewhat negative	6%	7%	4%	7%	4%	4%	8%	5%	4%	3%	5%	6%
Very negative	4%	4%	5%	2%	5%	5%	5%	5%	2%	6%	5%	4%
Not sure	18%	16%	20%	16%	16%	21%	16%	17%	22%	14%	20%	13%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,098)	(534)	(564)	(285)	(276)	(309)	(228)	(727)	(132)	(166)	(716)	(382)

	Party ID				2024 Vote		Family income			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very positive	27%	23%	21%	39%	20%	41%	22%	27%	38%	29%	27%	27%	26%
Somewhat positive	28%	32%	23%	30%	33%	32%	24%	31%	31%	30%	28%	27%	27%
Neither positive nor negative	17%	17%	20%	13%	15%	11%	23%	14%	11%	19%	19%	18%	11%
Somewhat negative	6%	8%	8%	1%	9%	2%	4%	8%	6%	5%	3%	5%	9%
Very negative	4%	7%	5%	1%	7%	2%	4%	6%	5%	5%	6%	2%	6%
Not sure	18%	13%	22%	17%	16%	12%	24%	14%	10%	12%	17%	20%	20%
Totals	100%	100%	99%	101%	100%	100%	101%	100%	101%	100%	100%	99%	99%
Unweighted N	(1,098)	(358)	(439)	(301)	(428)	(376)	(386)	(338)	(265)	(197)	(246)	(424)	(231)

**YouGov Survey: FIFA World Cup 2026**  
 July 7 - 9, 2026 - 1,099 U.S. adult citizens



**10. Corruption in Running FIFA**

Generally speaking do you think there has or has not been any corruption or wrongdoing in the running of FIFA over recent years?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Probably has been corruption in the running of FIFA	46%	53%	40%	48%	49%	42%	47%	47%	35%	48%	39%	60%
Probably has not been any corruption in the running of FIFA	10%	11%	10%	18%	13%	6%	7%	9%	14%	16%	12%	8%
Don't know	43%	35%	51%	34%	37%	52%	46%	44%	51%	36%	49%	32%
Totals	99%	99%	101%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,097)	(534)	(563)	(283)	(277)	(309)	(228)	(728)	(131)	(165)	(714)	(383)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Probably has been corruption in the running of FIFA	46%	60%	46%	34%	65%	37%	37%	51%	60%	46%	49%	39%	56%
Probably has not been any corruption in the running of FIFA	10%	12%	8%	13%	10%	13%	12%	9%	10%	14%	10%	10%	8%
Don't know	43%	28%	46%	53%	25%	50%	52%	40%	30%	39%	41%	51%	36%
Totals	99%	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,097)	(357)	(440)	(300)	(427)	(376)	(385)	(338)	(265)	(197)	(247)	(423)	(230)

# YouGov Survey: FIFA World Cup 2026

July 7 - 9, 2026 - 1,099 U.S. adult citizens



<b>Interviewing Dates</b>	July 7 - 9, 2026
<b>Target population</b>	U.S. citizens, aged 18 and over
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	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 6.514, with a mean of one and a standard deviation of 0.897.
<b>Number of respondents</b>	1,099
<b>Margin of error</b>	± 4 points (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	73 questions not reported.