

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

Very interested	19%
Somewhat interested	21%
Not very interested	16%
Not at all interested	42%
Not sure	2%

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

More interested	28%
No difference	56%
Less interested	13%
Not sure	3%

3. Are you planning to watch the World Cup match between the U.S. and Bosnia and Herzegovina on July 1?

Yes	26%
No	60%
Not sure	13%

4. 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	17%
Argentina	8%
France	7%
Brazil	3%
Portugal	3%
Mexico	2%
Spain	2%
Other	6%
Don't know	52%

YouGov Survey: FIFA World Cup 2026

June 26 - 29, 2026 - 1,126 U.S. adult citizens



Interviewing Dates	June 26 - 29, 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 6.517, with a mean of one and a standard deviation of 0.828.
Number of respondents	1,126
Margin of error	± 3.8 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	70 questions not reported.

YouGov Survey: FIFA World Cup 2026

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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?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very interested	19%	26%	12%	33%	28%	11%	4%	15%	25%	35%	16%	23%
Somewhat interested	21%	21%	22%	29%	22%	21%	15%	19%	27%	23%	21%	23%
Not very interested	16%	14%	18%	12%	15%	16%	21%	16%	15%	15%	14%	19%
Not at all interested	42%	38%	46%	23%	33%	51%	59%	48%	30%	25%	48%	32%
Not sure	2%	2%	2%	3%	3%	1%	1%	1%	4%	2%	2%	2%
Totals	100%	101%	100%	100%	101%	100%	100%	99%	101%	100%	101%	99%
Unweighted N	(1,125)	(529)	(596)	(290)	(300)	(319)	(216)	(715)	(144)	(191)	(751)	(374)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very interested	19%	18%	12%	26%	19%	21%	14%	17%	30%	21%	13%	19%	22%
Somewhat interested	21%	22%	21%	21%	20%	22%	19%	21%	25%	27%	19%	20%	22%
Not very interested	16%	15%	17%	15%	18%	16%	14%	15%	18%	15%	18%	14%	17%
Not at all interested	42%	42%	47%	37%	41%	41%	51%	46%	26%	36%	48%	44%	38%
Not sure	2%	2%	3%	1%	2%	1%	2%	1%	1%	1%	2%	3%	1%
Totals	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,125)	(383)	(416)	(326)	(434)	(379)	(441)	(310)	(277)	(194)	(227)	(439)	(265)

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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	28%	32%	23%	47%	33%	19%	17%	23%	35%	41%	26%	30%
No difference	56%	54%	58%	42%	48%	66%	65%	64%	42%	36%	55%	59%
Less interested	13%	12%	14%	7%	13%	14%	15%	10%	15%	20%	15%	8%
Not sure	3%	2%	5%	4%	5%	2%	3%	3%	8%	3%	4%	3%
Totals	100%	100%	100%	100%	99%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,124)	(529)	(595)	(290)	(299)	(318)	(217)	(715)	(144)	(190)	(750)	(374)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More interested	28%	31%	21%	32%	30%	29%	21%	25%	42%	30%	22%	27%	33%
No difference	56%	56%	59%	54%	59%	56%	57%	57%	53%	57%	61%	54%	55%
Less interested	13%	8%	17%	12%	8%	13%	17%	14%	5%	12%	11%	16%	9%
Not sure	3%	4%	3%	3%	3%	2%	4%	3%	0%	1%	5%	4%	3%
Totals	100%	99%	100%	101%	100%	100%	99%	99%	100%	100%	99%	101%	100%
Unweighted N	(1,124)	(381)	(416)	(327)	(433)	(380)	(440)	(310)	(277)	(194)	(227)	(439)	(264)

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3. Plan to Watch U.S. vs. Bosnia and Herzegovina

Are you planning to watch the World Cup match between the U.S. and Bosnia and Herzegovina on July 1?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	26%	34%	19%	47%	35%	16%	12%	23%	36%	35%	25%	29%
No	60%	54%	66%	40%	53%	68%	75%	65%	46%	44%	63%	55%
Not sure	13%	12%	15%	13%	12%	15%	13%	12%	18%	21%	12%	16%
Totals	99%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,126)	(530)	(596)	(290)	(300)	(319)	(217)	(716)	(144)	(191)	(752)	(374)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	26%	27%	20%	33%	26%	32%	19%	26%	42%	30%	25%	23%	31%
No	60%	59%	66%	54%	62%	56%	66%	61%	49%	55%	62%	63%	57%
Not sure	13%	14%	14%	13%	12%	12%	15%	13%	9%	15%	14%	13%	12%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	99%	100%
Unweighted N	(1,126)	(383)	(416)	(327)	(434)	(380)	(442)	(310)	(277)	(194)	(227)	(440)	(265)

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4. 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	17%	20%	15%	18%	25%	16%	9%	14%	27%	28%	19%	13%
Argentina	8%	11%	4%	12%	10%	4%	7%	7%	8%	12%	7%	8%
France	7%	9%	5%	9%	9%	6%	4%	6%	7%	9%	5%	10%
Brazil	3%	3%	3%	4%	3%	4%	2%	3%	3%	2%	3%	5%
Portugal	3%	3%	2%	7%	3%	1%	1%	3%	2%	3%	2%	4%
Mexico	2%	1%	3%	2%	2%	2%	0%	1%	2%	6%	2%	2%
Spain	2%	3%	1%	2%	1%	3%	1%	2%	1%	0%	1%	2%
Other	6%	6%	7%	5%	5%	10%	5%	6%	9%	6%	6%	7%
Don't know	52%	44%	60%	41%	41%	55%	71%	58%	41%	34%	54%	48%
Totals	100%	100%	100%	100%	99%	101%	100%	100%	100%	100%	99%	99%
Unweighted N	(1,126)	(530)	(596)	(290)	(300)	(319)	(217)	(716)	(144)	(191)	(752)	(374)

	Total	Party ID			2024 Vote		Family income			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
United States	17%	18%	12%	21%	16%	22%	19%	19%	14%	19%	14%	19%	15%
Argentina	8%	7%	10%	6%	7%	6%	7%	6%	10%	5%	5%	8%	13%
France	7%	7%	5%	9%	8%	8%	4%	7%	13%	9%	11%	5%	5%
Brazil	3%	3%	2%	5%	3%	6%	3%	5%	5%	6%	2%	2%	7%
Portugal	3%	2%	3%	4%	2%	2%	2%	2%	5%	7%	1%	2%	3%
Mexico	2%	2%	2%	1%	3%	1%	2%	1%	2%	0%	1%	2%	2%
Spain	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%	3%	1%	2%
Other	6%	7%	6%	7%	7%	5%	7%	5%	9%	6%	7%	8%	4%
Don't know	52%	52%	57%	47%	52%	49%	56%	54%	39%	46%	56%	54%	50%

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		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Totals	100%	99%	99%	101%	100%	101%	102%	101%	99%	100%	100%	101%	101%
Unweighted N	(1,126)	(383)	(416)	(327)	(434)	(380)	(442)	(310)	(277)	(194)	(227)	(440)	(265)

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