

YouGov Survey: Favorability of U.S. Sports Teams

February 27 - March 2, 2026 - 1,124 U.S. adult citizens



1. Do you have a favorable or an unfavorable opinion of the following teams?

	Favorable	Unfavorable	Very favorable	Some-what favorable	Some-what unfavorable	Very unfavorable	Don't know
The U.S. women's ice hockey team	56%	12%	34%	23%	5%	7%	32%
The U.S. men's ice hockey team	54%	17%	32%	22%	7%	10%	29%
The U.S. men's basketball team	53%	9%	27%	26%	4%	5%	38%
The U.S. women's basketball team	50%	11%	26%	24%	5%	6%	39%
The U.S. men's soccer team	50%	9%	23%	27%	4%	5%	41%
The U.S. women's soccer team	48%	16%	24%	23%	6%	9%	37%

Interviewing Dates	February 27 - March 2, 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 6.534, with a mean of one and a standard deviation of 0.777.
Number of respondents	1,124
Margin of error	± 3.7 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	97 questions not reported.

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1A. Favorability of Teams — The U.S. women’s ice hockey team

Do you have a favorable or an unfavorable opinion of the following teams?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Favorable	56%	61%	52%	45%	54%	56%	69%	62%	45%	52%	49%	71%
Unfavorable	12%	13%	12%	13%	15%	14%	6%	11%	19%	9%	13%	11%
Very favorable	34%	36%	32%	23%	26%	36%	49%	37%	27%	29%	27%	45%
Somewhat favorable	23%	25%	20%	22%	28%	20%	20%	25%	17%	22%	21%	25%
Somewhat unfavorable	5%	6%	4%	6%	5%	5%	4%	6%	3%	2%	5%	6%
Very unfavorable	7%	6%	8%	6%	10%	9%	2%	5%	16%	7%	8%	4%
Don't know	32%	27%	36%	43%	31%	30%	25%	27%	36%	39%	39%	19%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	99%	99%	100%	99%
Unweighted N	(1,123)	(527)	(596)	(286)	(302)	(318)	(217)	(712)	(152)	(180)	(727)	(396)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Favorable	56%	70%	46%	56%	75%	58%	48%	58%	74%	57%	63%	52%	55%
Unfavorable	12%	7%	13%	15%	7%	15%	14%	13%	10%	14%	10%	13%	12%
Very favorable	34%	52%	24%	28%	57%	30%	29%	37%	42%	33%	42%	29%	34%
Somewhat favorable	23%	18%	22%	28%	18%	27%	19%	21%	32%	25%	22%	23%	20%
Somewhat unfavorable	5%	3%	6%	7%	3%	9%	4%	4%	8%	6%	4%	5%	6%
Very unfavorable	7%	5%	7%	8%	5%	6%	9%	9%	2%	8%	6%	7%	6%
Don't know	32%	23%	41%	29%	18%	28%	38%	30%	16%	29%	26%	35%	33%
Totals	101%	101%	100%	100%	101%	100%	99%	101%	100%	101%	100%	99%	99%
Unweighted N	(1,123)	(368)	(464)	(291)	(444)	(370)	(414)	(298)	(289)	(200)	(255)	(405)	(263)

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1B. Favorability of Teams — The U.S. men’s ice hockey team

Do you have a favorable or an unfavorable opinion of the following teams?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Favorable	54%	62%	46%	40%	52%	56%	67%	60%	36%	48%	50%	61%
Unfavorable	17%	14%	20%	18%	19%	19%	11%	16%	28%	15%	15%	22%
Very favorable	32%	38%	26%	18%	24%	37%	46%	37%	17%	25%	29%	37%
Somewhat favorable	22%	24%	20%	22%	28%	19%	21%	23%	18%	23%	21%	24%
Somewhat unfavorable	7%	6%	8%	7%	8%	7%	6%	8%	8%	5%	5%	11%
Very unfavorable	10%	8%	13%	12%	12%	12%	4%	9%	20%	10%	10%	11%
Don't know	29%	24%	33%	42%	29%	24%	23%	23%	37%	37%	35%	17%
Totals	100%	100%	100%	101%	101%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,120)	(524)	(596)	(286)	(300)	(318)	(216)	(709)	(152)	(180)	(725)	(395)

	Party ID				2024 Vote		Family income			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Favorable	54%	53%	44%	68%	50%	71%	50%	56%	63%	58%	56%	53%	51%
Unfavorable	17%	27%	18%	7%	33%	8%	15%	17%	23%	14%	21%	15%	19%
Very favorable	32%	25%	24%	48%	25%	48%	31%	31%	34%	35%	38%	30%	27%
Somewhat favorable	22%	28%	20%	20%	25%	23%	19%	25%	30%	23%	17%	23%	25%
Somewhat unfavorable	7%	11%	8%	2%	15%	3%	4%	9%	11%	4%	11%	5%	8%
Very unfavorable	10%	16%	10%	5%	18%	5%	11%	8%	13%	10%	10%	10%	11%
Don't know	29%	21%	38%	25%	17%	22%	35%	27%	13%	28%	24%	31%	30%
Totals	100%	101%	100%	100%	100%	101%	100%	100%	101%	100%	100%	99%	101%
Unweighted N	(1,120)	(367)	(462)	(291)	(443)	(369)	(414)	(296)	(288)	(199)	(254)	(403)	(264)

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1C. Favorability of Teams — The U.S. men's basketball team

Do you have a favorable or an unfavorable opinion of the following teams?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Favorable	53%	60%	46%	53%	52%	52%	55%	52%	62%	58%	47%	64%
Unfavorable	9%	10%	7%	7%	11%	11%	4%	9%	9%	4%	9%	9%
Very favorable	27%	30%	24%	27%	27%	27%	28%	26%	38%	29%	24%	33%
Somewhat favorable	26%	30%	22%	26%	25%	26%	27%	26%	24%	29%	23%	31%
Somewhat unfavorable	4%	5%	2%	4%	4%	4%	3%	4%	1%	1%	4%	3%
Very unfavorable	5%	5%	5%	4%	8%	7%	1%	5%	8%	3%	5%	6%
Don't know	38%	30%	46%	40%	37%	37%	41%	38%	29%	38%	44%	28%
Totals	100%	100%	99%	101%	101%	101%	100%	99%	100%	100%	100%	101%
Unweighted N	(1,124)	(527)	(597)	(286)	(302)	(319)	(217)	(713)	(152)	(180)	(727)	(397)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Favorable	53%	66%	43%	53%	65%	54%	47%	56%	63%	58%	50%	51%	55%
Unfavorable	9%	5%	10%	10%	5%	8%	10%	8%	8%	5%	10%	9%	8%
Very favorable	27%	41%	21%	23%	39%	25%	24%	28%	33%	26%	28%	24%	33%
Somewhat favorable	26%	26%	23%	30%	26%	29%	23%	28%	30%	33%	22%	27%	23%
Somewhat unfavorable	4%	2%	4%	4%	2%	5%	3%	4%	5%	2%	2%	4%	4%
Very unfavorable	5%	3%	6%	6%	3%	3%	7%	3%	3%	4%	8%	5%	4%
Don't know	38%	29%	47%	37%	30%	38%	44%	36%	29%	37%	40%	39%	37%
Totals	100%	101%	101%	100%	100%	100%	101%	99%	100%	102%	100%	99%	101%
Unweighted N	(1,124)	(368)	(464)	(292)	(444)	(371)	(415)	(298)	(289)	(200)	(255)	(405)	(264)

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1D. Favorability of Teams — The U.S. women's basketball team

Do you have a favorable or an unfavorable opinion of the following teams?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Favorable	50%	55%	46%	48%	52%	46%	56%	50%	56%	54%	44%	61%
Unfavorable	11%	13%	9%	11%	12%	15%	4%	12%	10%	8%	10%	12%
Very favorable	26%	27%	25%	25%	26%	24%	30%	26%	31%	29%	22%	34%
Somewhat favorable	24%	28%	21%	23%	26%	22%	27%	25%	25%	25%	23%	27%
Somewhat unfavorable	5%	6%	3%	7%	4%	5%	2%	5%	3%	3%	5%	4%
Very unfavorable	6%	7%	6%	4%	9%	10%	2%	7%	7%	5%	6%	8%
Don't know	39%	32%	45%	41%	36%	39%	40%	37%	34%	38%	45%	27%
Totals	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(1,120)	(525)	(595)	(286)	(301)	(316)	(217)	(711)	(151)	(179)	(724)	(396)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Favorable	50%	68%	41%	46%	70%	47%	43%	54%	63%	53%	49%	47%	55%
Unfavorable	11%	5%	12%	16%	5%	12%	12%	11%	10%	11%	12%	11%	10%
Very favorable	26%	45%	20%	16%	47%	18%	22%	26%	36%	26%	27%	23%	30%
Somewhat favorable	24%	23%	21%	29%	22%	29%	21%	28%	27%	27%	21%	25%	24%
Somewhat unfavorable	5%	1%	6%	6%	2%	7%	4%	5%	6%	4%	4%	5%	5%
Very unfavorable	6%	4%	6%	9%	4%	5%	8%	6%	4%	6%	8%	6%	5%
Don't know	39%	27%	48%	39%	25%	40%	45%	35%	27%	36%	39%	41%	36%
Totals	100%	100%	101%	99%	100%	99%	100%	100%	100%	99%	99%	100%	100%
Unweighted N	(1,120)	(366)	(463)	(291)	(442)	(370)	(413)	(298)	(288)	(199)	(254)	(403)	(264)

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1E. Favorability of Teams — The U.S. men’s soccer team

Do you have a favorable or an unfavorable opinion of the following teams?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Favorable	50%	57%	43%	46%	50%	46%	58%	50%	47%	56%	44%	60%
Unfavorable	9%	10%	9%	8%	13%	9%	7%	10%	12%	6%	10%	7%
Very favorable	23%	27%	19%	21%	24%	20%	27%	23%	25%	27%	19%	29%
Somewhat favorable	27%	30%	24%	25%	26%	26%	31%	28%	22%	29%	24%	31%
Somewhat unfavorable	4%	7%	2%	6%	6%	2%	5%	6%	1%	3%	4%	5%
Very unfavorable	5%	3%	7%	2%	7%	6%	2%	4%	11%	3%	6%	2%
Don't know	41%	34%	48%	46%	37%	46%	35%	40%	41%	38%	46%	33%
Totals	100%	101%	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%
Unweighted N	(1,119)	(526)	(593)	(285)	(300)	(317)	(217)	(710)	(151)	(179)	(725)	(394)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Favorable	50%	60%	40%	51%	60%	54%	45%	48%	63%	53%	46%	47%	55%
Unfavorable	9%	9%	11%	8%	7%	6%	11%	11%	8%	9%	12%	9%	8%
Very favorable	23%	33%	16%	22%	30%	24%	20%	24%	29%	22%	18%	23%	27%
Somewhat favorable	27%	27%	24%	29%	30%	30%	25%	24%	34%	31%	28%	23%	28%
Somewhat unfavorable	4%	3%	6%	4%	3%	3%	3%	6%	5%	6%	5%	4%	4%
Very unfavorable	5%	6%	5%	4%	5%	3%	7%	4%	2%	3%	7%	5%	4%
Don't know	41%	31%	49%	42%	32%	40%	45%	41%	29%	38%	42%	45%	37%
Totals	100%	100%	100%	101%	100%	100%	100%	99%	99%	100%	100%	100%	100%
Unweighted N	(1,119)	(367)	(462)	(290)	(443)	(369)	(413)	(296)	(288)	(200)	(254)	(402)	(263)

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1F. Favorability of Teams — The U.S. women’s soccer team

Do you have a favorable or an unfavorable opinion of the following teams?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Favorable	48%	52%	44%	50%	47%	42%	54%	48%	51%	54%	42%	59%
Unfavorable	16%	19%	13%	11%	16%	19%	14%	17%	15%	11%	15%	17%
Very favorable	24%	26%	23%	24%	23%	20%	32%	24%	31%	28%	20%	33%
Somewhat favorable	23%	26%	21%	27%	25%	22%	21%	24%	20%	26%	22%	26%
Somewhat unfavorable	6%	10%	3%	6%	7%	5%	7%	8%	1%	3%	5%	8%
Very unfavorable	9%	9%	9%	4%	9%	15%	7%	9%	14%	8%	10%	8%
Don't know	37%	29%	43%	39%	36%	38%	32%	35%	34%	36%	43%	24%
Totals	99%	100%	99%	100%	100%	100%	99%	100%	100%	101%	100%	99%
Unweighted N	(1,123)	(526)	(597)	(286)	(302)	(319)	(216)	(712)	(152)	(180)	(727)	(396)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Favorable	48%	67%	39%	41%	67%	44%	42%	47%	62%	52%	45%	46%	50%
Unfavorable	16%	7%	17%	22%	8%	21%	17%	15%	15%	12%	18%	16%	15%
Very favorable	24%	43%	18%	14%	46%	15%	20%	27%	31%	24%	21%	24%	29%
Somewhat favorable	23%	23%	21%	27%	21%	29%	23%	20%	31%	28%	24%	23%	22%
Somewhat unfavorable	6%	1%	7%	11%	2%	10%	6%	6%	8%	5%	8%	5%	8%
Very unfavorable	9%	7%	10%	11%	6%	11%	11%	8%	7%	7%	10%	11%	7%
Don't know	37%	26%	44%	37%	25%	35%	41%	38%	23%	37%	37%	38%	34%
Totals	99%	100%	100%	100%	100%	100%	101%	99%	100%	101%	100%	101%	100%
Unweighted N	(1,123)	(367)	(464)	(292)	(443)	(371)	(414)	(298)	(289)	(200)	(255)	(404)	(264)

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Number of respondents	1,124
Margin of error	± 3.7 points (adjusted for weighting)
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