

YouGov Survey: Sports Organizations



Sample 1055 U.S. adult citizens
 Conducted August 5 - 7, 2025
 Margin of Error $\pm 4.1\%$

1. How interested are you in following sports?

Very interested	19%
Somewhat interested	29%
Not very interested	20%
Not at all interested	32%

2. Which, if any, of the following sports do you follow? Select all that apply.

Football	48%
Baseball	29%
Basketball	29%
Soccer	12%
Ice hockey	12%
Golf	11%
Auto racing	10%
Tennis	9%
Mixed Martial Arts	8%
Wrestling	8%
None of the above	32%

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

	Net (Favorable - Unfavorable)	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know
Major League Baseball (MLB)	28%	21%	32%	15%	12%	20%
National Football League (NFL)	27%	28%	28%	14%	15%	16%
National Basketball Association (NBA)	18%	18%	30%	14%	17%	21%
National Collegiate Athletic Association (NCAA)	13%	13%	28%	14%	14%	30%
National Hockey League (NHL)	12%	12%	30%	14%	16%	27%
Women's National Basketball Association (WNBA)	6%	14%	27%	13%	21%	25%
Women's Tennis Association Tour (WTA Tour)	0%	9%	23%	11%	21%	36%

continued on the next page ...

continued from previous page

Professional Golfers' Association Tour (PGA Tour)	0%	11%	24%	16%	20%	29%
National Association for Stock Car Auto Racing (NASCAR)	-3%	8%	28%	18%	21%	26%
Association of Tennis Professionals Tour (ATP Tour)	-3%	7%	21%	13%	19%	40%
Major League Soccer (MLS)	-5%	10%	22%	17%	20%	30%
National Women's Soccer League (NWSL)	-5%	9%	21%	15%	21%	34%
Ultimate Fighting Championship (UFC)	-15%	11%	20%	16%	30%	24%
World Wrestling Entertainment (WWE)	-23%	8%	20%	17%	34%	20%

Interviewing Dates

August 5 - 7, 2025

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, 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, 32% Republican). The weights range from 0.052 to 6.146, with a mean of one and a standard deviation of 0.922.

Number of respondents

1055

Margin of error

± 4.1% (adjusted for weighting)

Survey mode

Web-based interviews

Questions not reported

79 questions not reported.

YouGov Survey: Sports Organizations

August 5 - 7, 2025 - 1055 U.S. adult citizens



1. Interest in Sports

How interested are you in following sports?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very interested	19%	28%	11%	15%	21%	23%	16%	18%	26%	21%	*
Somewhat interested	29%	31%	27%	27%	30%	30%	29%	30%	30%	32%	*
Not very interested	20%	15%	24%	23%	19%	17%	22%	20%	26%	17%	*
Not at all interested	32%	25%	38%	35%	30%	30%	33%	33%	18%	31%	*
Totals	100%	99%	100%	100%	100%	100%	100%	101%	100%	101%	*
Unweighted N	(1,049)	(455)	(594)	(186)	(280)	(352)	(231)	(691)	(130)	(143)	(85)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very interested	19%	20%	15%	23%	21%	24%	17%	15%	28%	26%	14%	21%	17%
Somewhat interested	29%	32%	26%	29%	34%	30%	26%	37%	26%	31%	30%	28%	28%
Not very interested	20%	17%	23%	19%	18%	20%	22%	16%	23%	15%	22%	18%	25%
Not at all interested	32%	31%	35%	28%	27%	26%	35%	32%	23%	28%	34%	33%	29%
Totals	100%	100%	99%	99%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,049)	(367)	(393)	(289)	(434)	(362)	(409)	(300)	(234)	(201)	(229)	(374)	(245)

YouGov Survey: Sports Organizations

August 5 - 7, 2025 - 1055 U.S. adult citizens



2. Sports Followed

Which, if any, of the following sports do you follow? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Football	48%	57%	41%	31%	48%	58%	51%	49%	54%	48%	*
Baseball	29%	34%	25%	22%	26%	33%	31%	28%	27%	39%	*
Basketball	29%	36%	22%	32%	31%	29%	22%	22%	55%	37%	*
Soccer	12%	16%	9%	25%	13%	7%	8%	10%	15%	22%	*
Ice hockey	12%	16%	8%	11%	11%	14%	12%	15%	2%	9%	*
Golf	11%	14%	7%	5%	8%	13%	15%	12%	7%	5%	*
Auto racing	10%	12%	8%	8%	7%	10%	15%	11%	5%	9%	*
Tennis	9%	11%	7%	11%	8%	7%	10%	7%	21%	8%	*
Mixed Martial Arts	8%	10%	7%	10%	9%	8%	7%	6%	5%	19%	*
Wrestling	8%	10%	7%	18%	6%	7%	3%	6%	12%	11%	*
None of the above	32%	23%	40%	34%	34%	29%	31%	35%	21%	24%	*
Unweighted N	(1,055)	(459)	(596)	(186)	(282)	(352)	(235)	(695)	(131)	(144)	(85)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Football	48%	48%	42%	56%	55%	55%	47%	53%	52%	45%	51%	48%	49%
Baseball	29%	32%	25%	31%	31%	35%	25%	29%	36%	30%	27%	25%	36%
Basketball	29%	36%	26%	25%	39%	26%	28%	28%	36%	27%	34%	27%	27%
Soccer	12%	17%	12%	8%	16%	9%	9%	14%	11%	18%	10%	8%	15%
Ice hockey	12%	10%	10%	15%	11%	14%	8%	14%	17%	20%	14%	9%	8%
Golf	11%	8%	6%	19%	10%	15%	8%	13%	14%	7%	8%	15%	9%
Auto racing	10%	6%	10%	13%	7%	15%	9%	10%	14%	8%	9%	10%	11%
Tennis	9%	16%	6%	6%	18%	5%	8%	12%	10%	8%	8%	10%	9%
Mixed Martial Arts	8%	10%	8%	8%	8%	6%	9%	7%	8%	12%	8%	7%	9%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Wrestling	8%	10%	9%	5%	8%	7%	10%	7%	6%	11%	7%	8%	7%
None of the above	32%	28%	38%	29%	28%	28%	35%	30%	28%	28%	29%	35%	33%
Unweighted N	(1,055)	(368)	(395)	(292)	(435)	(365)	(412)	(302)	(234)	(202)	(230)	(377)	(246)

YouGov Survey: Sports Organizations

August 5 - 7, 2025 - 1055 U.S. adult citizens



3A. Favorability of Sports Organizations — Major League Baseball (MLB)

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	28%	26%	29%	15%	34%	27%	32%	28%	19%	29%	*
Very favorable	21%	23%	20%	18%	15%	25%	26%	21%	23%	26%	*
Somewhat favorable	32%	33%	32%	25%	40%	30%	33%	34%	27%	27%	*
Somewhat unfavorable	15%	19%	10%	10%	12%	16%	19%	14%	17%	19%	*
Very unfavorable	12%	11%	12%	17%	9%	12%	8%	12%	14%	6%	*
Don't know	20%	13%	26%	30%	23%	16%	13%	18%	19%	22%	*
Totals	100%	99%	100%	100%	99%	99%	99%	99%	100%	100%	*
Unweighted N	(1,040)	(452)	(588)	(185)	(278)	(347)	(230)	(686)	(129)	(141)	(84)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	28%	42%	15%	29%	39%	39%	23%	31%	41%	24%	25%	25%	37%
Very favorable	21%	27%	15%	23%	23%	24%	21%	22%	24%	22%	20%	20%	25%
Somewhat favorable	32%	35%	30%	33%	37%	38%	29%	37%	37%	31%	36%	32%	32%
Somewhat unfavorable	15%	13%	13%	18%	14%	12%	14%	16%	12%	11%	17%	15%	14%
Very unfavorable	12%	6%	18%	10%	7%	11%	14%	11%	7%	18%	13%	12%	5%
Don't know	20%	19%	24%	17%	19%	15%	22%	14%	19%	19%	15%	21%	24%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	99%	101%	101%	100%	100%
Unweighted N	(1,040)	(362)	(390)	(288)	(426)	(361)	(405)	(297)	(231)	(198)	(225)	(374)	(243)

YouGov Survey: Sports Organizations

August 5 - 7, 2025 - 1055 U.S. adult citizens



3B. Favorability of Sports Organizations — National Football League (NFL)

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	27%	29%	25%	4%	34%	33%	30%	25%	38%	36%	*
Very favorable	28%	32%	24%	21%	22%	34%	30%	27%	40%	28%	*
Somewhat favorable	28%	27%	28%	18%	37%	26%	29%	28%	23%	30%	*
Somewhat unfavorable	14%	17%	11%	11%	15%	13%	16%	15%	10%	12%	*
Very unfavorable	15%	14%	16%	25%	10%	14%	13%	15%	16%	10%	*
Don't know	16%	11%	21%	26%	15%	14%	11%	16%	10%	20%	*
Totals	101%	101%	100%	101%	99%	101%	99%	101%	99%	100%	*
Unweighted N	(1,037)	(453)	(584)	(183)	(277)	(345)	(232)	(684)	(129)	(139)	(85)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	27%	45%	5%	34%	37%	31%	25%	36%	34%	21%	25%	25%	36%
Very favorable	28%	33%	18%	34%	30%	30%	29%	29%	26%	27%	25%	30%	27%
Somewhat favorable	28%	33%	24%	27%	32%	30%	25%	31%	33%	26%	30%	25%	31%
Somewhat unfavorable	14%	10%	17%	14%	12%	14%	12%	15%	16%	15%	16%	13%	12%
Very unfavorable	15%	11%	21%	12%	13%	14%	18%	10%	9%	17%	14%	17%	11%
Don't know	16%	14%	21%	13%	12%	12%	17%	14%	16%	15%	14%	16%	19%
Totals	101%	101%	101%	100%	99%	100%	101%	99%	100%	100%	99%	101%	100%
Unweighted N	(1,037)	(362)	(385)	(290)	(427)	(362)	(402)	(297)	(232)	(198)	(228)	(369)	(242)

YouGov Survey: Sports Organizations

August 5 - 7, 2025 - 1055 U.S. adult citizens



3C. Favorability of Sports Organizations — National Basketball Association (NBA)

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	18%	13%	23%	30%	21%	8%	20%	7%	62%	39%	*
Very favorable	18%	20%	16%	21%	15%	20%	17%	13%	40%	28%	*
Somewhat favorable	30%	30%	31%	30%	33%	25%	35%	30%	37%	29%	*
Somewhat unfavorable	14%	16%	11%	9%	16%	14%	16%	16%	10%	9%	*
Very unfavorable	17%	21%	13%	12%	12%	23%	17%	20%	5%	10%	*
Don't know	21%	13%	29%	28%	24%	19%	15%	22%	8%	23%	*
Totals	100%	100%	100%	100%	100%	101%	100%	101%	100%	99%	*
Unweighted N	(1,037)	(454)	(583)	(183)	(278)	(347)	(229)	(684)	(129)	(141)	(83)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	18%	58%	5%	-3%	47%	-4%	21%	15%	35%	16%	8%	13%	37%
Very favorable	18%	29%	13%	15%	25%	14%	19%	17%	25%	25%	17%	16%	18%
Somewhat favorable	30%	43%	25%	24%	39%	26%	30%	31%	35%	25%	27%	29%	39%
Somewhat unfavorable	14%	9%	14%	18%	10%	18%	13%	16%	12%	11%	20%	13%	10%
Very unfavorable	17%	5%	19%	24%	7%	25%	16%	17%	13%	22%	16%	19%	9%
Don't know	21%	14%	28%	19%	19%	16%	21%	20%	16%	17%	20%	22%	24%
Totals	100%	100%	99%	100%	100%	99%	99%	101%	101%	100%	100%	99%	100%
Unweighted N	(1,037)	(362)	(384)	(291)	(424)	(361)	(407)	(294)	(230)	(197)	(226)	(373)	(241)

YouGov Survey: Sports Organizations

August 5 - 7, 2025 - 1055 U.S. adult citizens



3D. Favorability of Sports Organizations — National Collegiate Athletic Association (NCAA)

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	13%	17%	10%	3%	12%	12%	27%	10%	34%	1%	*
Very favorable	13%	16%	11%	11%	7%	14%	23%	14%	21%	9%	*
Somewhat favorable	28%	32%	25%	22%	31%	29%	31%	26%	33%	23%	*
Somewhat unfavorable	14%	17%	12%	11%	16%	14%	17%	16%	11%	16%	*
Very unfavorable	14%	14%	14%	20%	10%	17%	9%	15%	9%	14%	*
Don't know	30%	20%	39%	37%	36%	26%	21%	29%	26%	38%	*
Totals	99%	99%	101%	101%	100%	100%	101%	100%	100%	100%	*
Unweighted N	(1,039)	(455)	(584)	(184)	(280)	(346)	(229)	(687)	(129)	(140)	(83)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	13%	31%	-4%	17%	22%	19%	14%	25%	10%	1%	13%	18%	15%
Very favorable	13%	19%	7%	15%	18%	16%	12%	19%	12%	12%	11%	17%	10%
Somewhat favorable	28%	33%	22%	31%	29%	32%	27%	31%	31%	25%	34%	26%	29%
Somewhat unfavorable	14%	12%	16%	14%	16%	14%	10%	15%	22%	19%	15%	8%	21%
Very unfavorable	14%	9%	17%	16%	9%	15%	15%	9%	10%	18%	17%	17%	5%
Don't know	30%	27%	38%	24%	28%	22%	35%	26%	25%	26%	23%	32%	35%
Totals	99%	100%	100%	100%	100%	99%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,039)	(364)	(387)	(288)	(428)	(361)	(405)	(297)	(230)	(199)	(226)	(373)	(241)

YouGov Survey: Sports Organizations

August 5 - 7, 2025 - 1055 U.S. adult citizens



3E. Favorability of Sports Organizations — National Hockey League (NHL)

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	12%	16%	8%	-1%	20%	10%	17%	17%	-5%	5%	*
Very favorable	12%	13%	12%	12%	11%	13%	13%	13%	9%	13%	*
Somewhat favorable	30%	36%	25%	20%	34%	31%	33%	32%	29%	25%	*
Somewhat unfavorable	14%	16%	13%	16%	13%	15%	13%	14%	17%	18%	*
Very unfavorable	16%	17%	16%	18%	12%	20%	16%	14%	26%	15%	*
Don't know	27%	18%	35%	33%	30%	21%	26%	26%	19%	29%	*
Totals	99%	100%	101%	99%	100%	100%	101%	99%	100%	100%	*
Unweighted N	(1,043)	(457)	(586)	(185)	(281)	(345)	(232)	(688)	(131)	(141)	(83)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	12%	30%	1%	7%	27%	17%	0%	18%	32%	15%	5%	6%	25%
Very favorable	12%	16%	10%	12%	15%	14%	11%	13%	12%	19%	13%	8%	14%
Somewhat favorable	30%	37%	24%	31%	37%	33%	25%	32%	41%	27%	28%	31%	34%
Somewhat unfavorable	14%	12%	13%	18%	11%	16%	15%	10%	16%	10%	20%	14%	12%
Very unfavorable	16%	11%	20%	18%	13%	14%	21%	17%	6%	21%	16%	19%	9%
Don't know	27%	24%	33%	22%	25%	22%	28%	27%	25%	23%	23%	28%	31%
Totals	99%	100%	100%	101%	101%	99%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,043)	(364)	(390)	(289)	(430)	(359)	(409)	(297)	(231)	(199)	(226)	(375)	(243)

YouGov Survey: Sports Organizations

August 5 - 7, 2025 - 1055 U.S. adult citizens



3F. Favorability of Sports Organizations — Women's National Basketball Association (WNBA)

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	6%	-3%	15%	22%	8%	-12%	19%	0%	48%	6%	*
Very favorable	14%	13%	15%	14%	10%	14%	19%	13%	30%	12%	*
Somewhat favorable	27%	26%	27%	31%	30%	19%	30%	25%	35%	27%	*
Somewhat unfavorable	13%	17%	10%	8%	13%	16%	12%	15%	4%	18%	*
Very unfavorable	21%	26%	17%	14%	20%	29%	18%	23%	12%	15%	*
Don't know	25%	19%	31%	33%	27%	21%	22%	24%	20%	28%	*
Totals	100%	101%	100%	100%	100%	99%	101%	100%	101%	100%	*
Unweighted N	(1,035)	(452)	(583)	(184)	(277)	(344)	(230)	(683)	(128)	(141)	(83)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	6%	48%	-9%	-14%	45%	-14%	7%	18%	4%	1%	10%	1%	16%
Very favorable	14%	29%	8%	7%	26%	9%	16%	14%	16%	12%	13%	15%	15%
Somewhat favorable	27%	34%	22%	25%	35%	25%	25%	34%	24%	27%	32%	23%	28%
Somewhat unfavorable	13%	8%	14%	16%	7%	16%	12%	11%	15%	10%	14%	13%	13%
Very unfavorable	21%	6%	25%	30%	9%	31%	22%	19%	21%	28%	21%	23%	14%
Don't know	25%	22%	30%	22%	23%	19%	25%	22%	24%	23%	21%	26%	30%
Totals	100%	99%	99%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,035)	(359)	(388)	(288)	(421)	(360)	(406)	(295)	(228)	(196)	(223)	(373)	(243)

YouGov Survey: Sports Organizations

August 5 - 7, 2025 - 1055 U.S. adult citizens



3G. Favorability of Sports Organizations — Women's Tennis Association Tour (WTA Tour)

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	0%	-2%	3%	-8%	4%	-5%	12%	0%	14%	-9%	*
Very favorable	9%	9%	9%	8%	5%	11%	12%	8%	19%	7%	*
Somewhat favorable	23%	25%	21%	16%	27%	21%	28%	23%	28%	21%	*
Somewhat unfavorable	11%	14%	8%	8%	9%	13%	13%	13%	6%	11%	*
Very unfavorable	21%	22%	20%	25%	19%	24%	14%	18%	27%	27%	*
Don't know	36%	30%	42%	43%	40%	32%	32%	38%	20%	34%	*
Totals	100%	100%	100%	100%	100%	101%	99%	100%	100%	100%	*
Unweighted N	(1,037)	(454)	(583)	(182)	(278)	(344)	(233)	(683)	(128)	(141)	(85)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	0%	34%	-14%	-13%	29%	-5%	-10%	15%	6%	-9%	-1%	-2%	12%
Very favorable	9%	16%	6%	6%	15%	7%	10%	12%	6%	9%	8%	11%	6%
Somewhat favorable	23%	34%	17%	20%	32%	23%	18%	26%	28%	18%	25%	20%	31%
Somewhat unfavorable	11%	6%	11%	16%	6%	15%	12%	10%	15%	14%	11%	10%	10%
Very unfavorable	21%	11%	26%	24%	12%	20%	27%	12%	14%	22%	23%	23%	15%
Don't know	36%	33%	40%	35%	35%	34%	34%	41%	37%	37%	33%	36%	38%
Totals	100%	100%	100%	101%	100%	99%	101%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,037)	(361)	(389)	(287)	(426)	(359)	(405)	(299)	(228)	(199)	(224)	(369)	(245)

YouGov Survey: Sports Organizations

August 5 - 7, 2025 - 1055 U.S. adult citizens



3H. Favorability of Sports Organizations — Professional Golfers' Association Tour (PGA Tour)

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	0%	3%	-3%	-12%	-5%	1%	16%	4%	-4%	-10%	*
Very favorable	11%	14%	8%	8%	7%	11%	17%	12%	12%	8%	*
Somewhat favorable	24%	27%	22%	18%	24%	26%	27%	25%	27%	18%	*
Somewhat unfavorable	16%	19%	13%	14%	21%	14%	15%	16%	17%	17%	*
Very unfavorable	20%	19%	20%	25%	16%	23%	14%	18%	25%	20%	*
Don't know	29%	21%	37%	35%	32%	25%	27%	29%	19%	36%	*
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%	*
Unweighted N	(1,044)	(457)	(587)	(186)	(282)	(344)	(232)	(689)	(129)	(142)	(84)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	0%	15%	-24%	14%	10%	13%	-14%	19%	12%	-4%	-15%	5%	8%
Very favorable	11%	13%	6%	15%	11%	15%	10%	16%	10%	11%	10%	14%	8%
Somewhat favorable	24%	31%	15%	29%	29%	28%	18%	29%	33%	22%	21%	25%	28%
Somewhat unfavorable	16%	16%	19%	13%	15%	13%	18%	11%	20%	14%	22%	14%	14%
Very unfavorable	20%	13%	26%	18%	16%	17%	25%	14%	10%	22%	23%	19%	15%
Don't know	29%	28%	34%	25%	28%	27%	28%	30%	28%	30%	25%	28%	35%
Totals	100%	101%	100%	100%	99%	100%	99%	100%	101%	99%	101%	100%	100%
Unweighted N	(1,044)	(366)	(389)	(289)	(429)	(361)	(408)	(298)	(231)	(199)	(226)	(375)	(244)

YouGov Survey: Sports Organizations

August 5 - 7, 2025 - 1055 U.S. adult citizens



3I. Favorability of Sports Organizations — National Association for Stock Car Auto Racing (NASCAR)

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	-3%	-2%	-4%	-11%	-8%	-1%	7%	0%	-13%	-5%	*
Very favorable	8%	9%	7%	7%	7%	7%	11%	9%	6%	9%	*
Somewhat favorable	28%	32%	23%	23%	25%	30%	31%	29%	26%	28%	*
Somewhat unfavorable	18%	20%	16%	16%	19%	17%	19%	18%	18%	23%	*
Very unfavorable	21%	22%	19%	25%	21%	21%	16%	19%	27%	19%	*
Don't know	26%	17%	35%	29%	27%	26%	23%	25%	24%	21%	*
Totals	101%	100%	100%	100%	99%	101%	100%	100%	101%	100%	*
Unweighted N	(1,033)	(452)	(581)	(184)	(278)	(344)	(227)	(680)	(128)	(142)	(83)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	-3%	0%	-16%	9%	-8%	16%	-9%	7%	8%	-11%	-7%	-5%	10%
Very favorable	8%	8%	5%	11%	7%	13%	7%	11%	6%	7%	9%	6%	10%
Somewhat favorable	28%	31%	21%	33%	27%	34%	24%	30%	36%	25%	27%	28%	29%
Somewhat unfavorable	18%	21%	15%	18%	20%	16%	15%	18%	23%	16%	23%	16%	17%
Very unfavorable	21%	18%	27%	17%	21%	15%	26%	16%	11%	27%	20%	24%	13%
Don't know	26%	23%	33%	22%	25%	22%	28%	23%	24%	26%	21%	26%	31%
Totals	101%	101%	101%	101%	100%	100%	100%	98%	100%	101%	100%	100%	100%
Unweighted N	(1,033)	(361)	(389)	(283)	(424)	(357)	(404)	(295)	(228)	(195)	(222)	(374)	(242)

YouGov Survey: Sports Organizations

August 5 - 7, 2025 - 1055 U.S. adult citizens



3J. Favorability of Sports Organizations — Association of Tennis Professionals Tour (ATP Tour)

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	-3%	-2%	-4%	-7%	1%	-8%	2%	-3%	5%	-8%	*
Very favorable	7%	7%	7%	7%	6%	7%	9%	6%	14%	8%	*
Somewhat favorable	21%	26%	16%	15%	24%	20%	25%	20%	27%	19%	*
Somewhat unfavorable	13%	16%	10%	9%	10%	13%	19%	14%	12%	9%	*
Very unfavorable	19%	20%	18%	20%	18%	22%	13%	16%	24%	25%	*
Don't know	40%	31%	49%	49%	43%	37%	34%	43%	23%	39%	*
Totals	100%	100%	100%	100%	101%	99%	100%	99%	100%	100%	*
Unweighted N	(1,041)	(457)	(584)	(182)	(280)	(347)	(232)	(685)	(130)	(142)	(84)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	-3%	20%	-15%	-11%	23%	-3%	-14%	6%	12%	-14%	-4%	-4%	6%
Very favorable	7%	12%	4%	6%	11%	7%	8%	8%	7%	7%	6%	9%	7%
Somewhat favorable	21%	28%	17%	19%	31%	23%	17%	22%	29%	17%	25%	20%	22%
Somewhat unfavorable	13%	12%	12%	14%	8%	13%	14%	13%	12%	16%	12%	12%	12%
Very unfavorable	19%	9%	24%	22%	10%	20%	25%	11%	12%	21%	23%	20%	11%
Don't know	40%	38%	43%	39%	39%	37%	36%	47%	39%	39%	35%	39%	48%
Totals	100%	99%	100%	100%	99%	100%	100%	101%	99%	100%	101%	100%	100%
Unweighted N	(1,041)	(363)	(389)	(289)	(428)	(363)	(407)	(297)	(232)	(200)	(225)	(372)	(244)

YouGov Survey: Sports Organizations

August 5 - 7, 2025 - 1055 U.S. adult citizens



3K. Favorability of Sports Organizations — Major League Soccer (MLS)

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	-5%	-11%	1%	-1%	1%	-15%	-1%	-8%	-10%	7%	*
Very favorable	10%	12%	9%	14%	11%	8%	9%	8%	16%	15%	*
Somewhat favorable	22%	22%	23%	19%	24%	21%	25%	23%	17%	23%	*
Somewhat unfavorable	17%	22%	12%	14%	16%	17%	20%	19%	20%	11%	*
Very unfavorable	20%	23%	18%	19%	17%	27%	16%	20%	24%	20%	*
Don't know	30%	22%	39%	34%	32%	27%	30%	30%	22%	31%	*
Totals	99%	101%	101%	100%	100%	100%	100%	100%	99%	100%	*
Unweighted N	(1,044)	(456)	(588)	(185)	(280)	(350)	(229)	(686)	(130)	(143)	(85)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	-5%	25%	-17%	-19%	26%	-11%	-14%	3%	9%	-14%	-4%	-13%	15%
Very favorable	10%	17%	7%	6%	14%	7%	12%	10%	10%	8%	10%	9%	14%
Somewhat favorable	22%	31%	17%	20%	34%	24%	15%	27%	30%	19%	24%	20%	27%
Somewhat unfavorable	17%	12%	17%	21%	12%	17%	16%	19%	17%	16%	19%	17%	15%
Very unfavorable	20%	11%	24%	25%	12%	25%	25%	15%	14%	25%	19%	25%	12%
Don't know	30%	29%	34%	28%	28%	26%	32%	28%	30%	31%	29%	30%	32%
Totals	99%	100%	99%	100%	100%	99%	100%	99%	101%	99%	101%	101%	100%
Unweighted N	(1,044)	(365)	(390)	(289)	(430)	(361)	(411)	(296)	(231)	(200)	(227)	(376)	(241)

YouGov Survey: Sports Organizations

August 5 - 7, 2025 - 1055 U.S. adult citizens



3L. Favorability of Sports Organizations — National Women's Soccer League (NWSL)

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	-5%	-12%	0%	0%	0%	-16%	0%	-8%	5%	1%	*
Very favorable	9%	8%	10%	10%	8%	8%	11%	9%	12%	12%	*
Somewhat favorable	21%	23%	20%	21%	26%	17%	22%	20%	31%	21%	*
Somewhat unfavorable	15%	19%	11%	15%	15%	13%	18%	16%	19%	7%	*
Very unfavorable	21%	24%	19%	17%	20%	28%	16%	21%	19%	25%	*
Don't know	34%	26%	40%	38%	31%	34%	33%	35%	19%	34%	*
Totals	100%	100%	100%	101%	100%	100%	100%	101%	100%	99%	*
Unweighted N	(1,045)	(455)	(590)	(184)	(280)	(349)	(232)	(687)	(130)	(143)	(85)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	-5%	33%	-20%	-25%	32%	-22%	-16%	6%	8%	-14%	-3%	-9%	4%
Very favorable	9%	21%	5%	4%	18%	5%	9%	12%	8%	8%	10%	9%	9%
Somewhat favorable	21%	30%	17%	18%	33%	19%	16%	25%	28%	15%	25%	20%	24%
Somewhat unfavorable	15%	11%	16%	17%	10%	17%	17%	15%	12%	14%	16%	15%	13%
Very unfavorable	21%	7%	25%	30%	10%	28%	25%	16%	15%	23%	22%	23%	16%
Don't know	34%	31%	37%	32%	29%	31%	33%	31%	37%	40%	26%	33%	38%
Totals	100%	100%	100%	101%	100%	100%	100%	99%	100%	100%	99%	100%	100%
Unweighted N	(1,045)	(363)	(391)	(291)	(430)	(362)	(408)	(300)	(231)	(198)	(229)	(374)	(244)

YouGov Survey: Sports Organizations

August 5 - 7, 2025 - 1055 U.S. adult citizens



3M. Favorability of Sports Organizations — Ultimate Fighting Championship (UFC)

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	-15%	-5%	-24%	-17%	4%	-19%	-28%	-23%	1%	10%	*
Very favorable	11%	15%	7%	17%	11%	11%	5%	8%	15%	21%	*
Somewhat favorable	20%	25%	16%	12%	29%	20%	17%	17%	26%	26%	*
Somewhat unfavorable	16%	15%	16%	17%	17%	16%	11%	16%	9%	18%	*
Very unfavorable	30%	29%	31%	28%	19%	33%	39%	32%	30%	20%	*
Don't know	24%	16%	31%	27%	23%	20%	28%	26%	19%	16%	*
Totals	101%	100%	101%	101%	99%	100%	100%	99%	99%	101%	*
Unweighted N	(1,039)	(456)	(583)	(183)	(279)	(347)	(230)	(684)	(130)	(142)	(83)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	-15%	-23%	-20%	-2%	-30%	-4%	-19%	-11%	-9%	-23%	-10%	-19%	-9%
Very favorable	11%	11%	10%	12%	7%	9%	7%	14%	14%	10%	12%	9%	12%
Somewhat favorable	20%	17%	18%	24%	17%	27%	22%	18%	21%	19%	21%	18%	23%
Somewhat unfavorable	16%	18%	15%	15%	15%	14%	17%	13%	17%	16%	14%	16%	15%
Very unfavorable	30%	33%	33%	23%	39%	26%	31%	31%	27%	35%	29%	29%	29%
Don't know	24%	21%	25%	26%	22%	24%	23%	23%	22%	20%	24%	27%	21%
Totals	101%	100%	101%	100%	100%	100%	100%	99%	101%	100%	100%	99%	100%
Unweighted N	(1,039)	(362)	(388)	(289)	(428)	(360)	(406)	(298)	(228)	(200)	(227)	(370)	(242)

YouGov Survey: Sports Organizations

August 5 - 7, 2025 - 1055 U.S. adult citizens



3N. Favorability of Sports Organizations — World Wrestling Entertainment (WWE)

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Net (Favorable - Unfavorable)	-23%	-20%	-26%	-15%	-17%	-23%	-40%	-29%	-23%	-11%	*
Very favorable	8%	9%	8%	17%	9%	6%	3%	8%	10%	9%	*
Somewhat favorable	20%	24%	16%	16%	20%	24%	17%	18%	22%	25%	*
Somewhat unfavorable	17%	20%	15%	19%	21%	17%	13%	17%	21%	22%	*
Very unfavorable	34%	33%	35%	29%	25%	36%	47%	38%	34%	23%	*
Don't know	20%	15%	25%	20%	25%	17%	20%	21%	12%	20%	*
Totals	99%	101%	99%	101%	100%	100%	100%	102%	99%	99%	*
Unweighted N	(1,043)	(455)	(588)	(185)	(277)	(347)	(234)	(687)	(130)	(142)	(84)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	-23%	-25%	-28%	-17%	-40%	-10%	-14%	-21%	-39%	-17%	-32%	-22%	-21%
Very favorable	8%	10%	7%	8%	6%	11%	10%	10%	5%	11%	5%	10%	7%
Somewhat favorable	20%	21%	17%	22%	15%	24%	23%	20%	16%	21%	19%	19%	22%
Somewhat unfavorable	17%	17%	18%	17%	19%	16%	15%	17%	23%	12%	26%	14%	20%
Very unfavorable	34%	38%	34%	31%	43%	28%	32%	35%	37%	38%	30%	38%	31%
Don't know	20%	13%	24%	22%	17%	22%	20%	18%	20%	18%	21%	20%	20%
Totals	99%	99%	100%	100%	100%	101%	100%	100%	101%	100%	101%	101%	100%
Unweighted N	(1,043)	(365)	(388)	(290)	(430)	(363)	(409)	(298)	(230)	(200)	(228)	(373)	(242)

YouGov Survey: Sports Organizations

August 5 - 7, 2025 - 1055 U.S. adult citizens



Interviewing Dates	August 5 - 7, 2025
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, 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, 32% Republican). The weights range from 0.052 to 6.146, with a mean of one and a standard deviation of 0.922.
Number of respondents	1055
Margin of error	± 4.1% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	79 questions not reported.