

YouGov Survey: Sports Organizations

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



1. 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
National Football League (NFL)	39%	28%	33%	12%	10%	17%
Major League Baseball (MLB)	38%	21%	38%	12%	9%	20%
National Basketball Association (NBA)	32%	19%	36%	11%	12%	21%
National Hockey League (NHL)	27%	14%	34%	13%	8%	31%
Major League Soccer (MLS)	22%	10%	34%	10%	12%	34%
National Collegiate Athletic Association (NCAA)	19%	13%	30%	14%	10%	33%
Women's Tennis Association Tour (WTA Tour)	18%	9%	30%	9%	11%	42%
Women's National Basketball Association (WNBA)	18%	13%	31%	14%	13%	30%
Association of Tennis Professionals Tour (ATP Tour)	15%	7%	28%	11%	9%	45%
International Olympic Committee (IOC)	12%	11%	29%	14%	14%	32%
National Association for Stock Car Auto Racing (NASCAR)	11%	10%	29%	15%	13%	33%
Professional Golfers' Association Tour (PGA Tour)	11%	11%	26%	14%	12%	36%
National Women's Soccer League (NWSL)	11%	9%	25%	12%	12%	42%
International Federation of Association Football (FIFA)	5%	12%	25%	14%	18%	31%
Ultimate Fighting Championship (UFC)	-7%	12%	21%	16%	25%	26%
World Wrestling Entertainment (WWE)	-8%	11%	24%	18%	25%	22%

YouGov Survey: Sports Organizations

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



Interviewing Dates	July 7 - 9, 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 6.514, with a mean of one and a standard deviation of 0.897.
Number of respondents	1,099
Margin of error	± 4 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	82 questions not reported.

YouGov Survey: Sports Organizations

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



1A. Favorability of Sports Organizations — National Football League (NFL)

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Net (Favorable - Unfavorable)	39%	42%	36%	35%	37%	42%	42%	33%	57%	48%	41%	34%
Very favorable	28%	30%	26%	21%	29%	31%	29%	26%	38%	28%	29%	25%
Somewhat favorable	33%	34%	33%	31%	31%	33%	38%	33%	32%	36%	32%	36%
Somewhat unfavorable	12%	13%	11%	10%	12%	11%	16%	14%	3%	11%	10%	17%
Very unfavorable	10%	9%	11%	7%	12%	12%	9%	12%	10%	6%	10%	10%
Don't know	17%	14%	19%	31%	16%	13%	8%	15%	17%	19%	19%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,089)	(530)	(559)	(284)	(274)	(304)	(227)	(722)	(128)	(166)	(709)	(380)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	39%	44%	28%	48%	46%	43%	36%	46%	39%	35%	34%	47%	32%
Very favorable	28%	29%	23%	34%	31%	34%	25%	32%	29%	25%	28%	33%	22%
Somewhat favorable	33%	36%	30%	35%	36%	33%	31%	35%	36%	31%	30%	34%	36%
Somewhat unfavorable	12%	12%	14%	11%	12%	13%	9%	12%	16%	10%	15%	11%	14%
Very unfavorable	10%	9%	11%	9%	9%	11%	11%	9%	10%	11%	8%	10%	12%
Don't know	17%	15%	22%	11%	11%	9%	22%	12%	9%	23%	18%	12%	17%
Totals	100%	101%	100%	100%	99%	100%	98%	100%	100%	100%	99%	100%	101%
Unweighted N	(1,089)	(353)	(437)	(299)	(424)	(375)	(380)	(337)	(263)	(196)	(246)	(417)	(230)

YouGov Survey: Sports Organizations

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



1B. Favorability of Sports Organizations — Major League Baseball (MLB)

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Net (Favorable - Unfavorable)	38%	34%	42%	23%	33%	40%	56%	37%	43%	51%	37%	40%
Very favorable	21%	25%	17%	17%	21%	22%	24%	20%	26%	25%	20%	23%
Somewhat favorable	38%	33%	43%	27%	35%	41%	49%	40%	34%	40%	38%	39%
Somewhat unfavorable	12%	17%	8%	14%	12%	12%	10%	13%	9%	7%	11%	16%
Very unfavorable	9%	7%	10%	6%	10%	10%	7%	10%	8%	8%	10%	7%
Don't know	20%	18%	21%	36%	21%	15%	8%	18%	23%	19%	22%	16%
Totals	100%	100%	99%	100%	99%	100%	98%	101%	100%	99%	101%	101%
Unweighted N	(1,082)	(529)	(553)	(283)	(270)	(304)	(225)	(717)	(129)	(163)	(706)	(376)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	38%	46%	26%	48%	54%	51%	28%	50%	45%	37%	44%	39%	33%
Very favorable	21%	24%	17%	23%	26%	28%	18%	24%	23%	21%	20%	22%	21%
Somewhat favorable	38%	39%	33%	45%	44%	43%	34%	43%	44%	34%	41%	40%	37%
Somewhat unfavorable	12%	10%	14%	12%	10%	11%	15%	9%	13%	8%	7%	15%	15%
Very unfavorable	9%	8%	10%	8%	6%	8%	9%	8%	9%	10%	10%	7%	10%
Don't know	20%	18%	26%	13%	15%	10%	24%	16%	11%	27%	22%	16%	17%
Totals	100%	99%	100%	101%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,082)	(352)	(435)	(295)	(426)	(369)	(380)	(334)	(262)	(193)	(244)	(421)	(224)

YouGov Survey: Sports Organizations

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



1C. Favorability of Sports Organizations — National Basketball Association (NBA)

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Net (Favorable - Unfavorable)	32%	37%	28%	47%	35%	21%	32%	22%	60%	46%	28%	40%
Very favorable	19%	23%	15%	26%	24%	13%	16%	12%	49%	24%	18%	21%
Somewhat favorable	36%	38%	35%	34%	33%	39%	39%	38%	24%	41%	34%	41%
Somewhat unfavorable	11%	12%	10%	7%	10%	13%	14%	13%	4%	11%	11%	11%
Very unfavorable	12%	12%	13%	5%	13%	18%	10%	15%	8%	8%	13%	11%
Don't know	21%	15%	27%	28%	20%	18%	20%	22%	15%	16%	24%	17%
Totals	99%	100%	100%	100%	100%	101%	99%	100%	100%	100%	100%	101%
Unweighted N	(1,084)	(531)	(553)	(285)	(268)	(304)	(227)	(718)	(129)	(164)	(704)	(380)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	32%	56%	23%	24%	55%	16%	24%	36%	39%	33%	19%	35%	40%
Very favorable	19%	27%	16%	16%	26%	15%	20%	20%	18%	18%	14%	23%	19%
Somewhat favorable	36%	40%	32%	39%	42%	36%	28%	41%	44%	36%	32%	35%	42%
Somewhat unfavorable	11%	4%	12%	16%	8%	16%	11%	12%	11%	9%	10%	13%	9%
Very unfavorable	12%	7%	14%	15%	6%	19%	13%	12%	13%	12%	18%	10%	11%
Don't know	21%	21%	26%	15%	17%	13%	29%	14%	14%	26%	26%	18%	19%
Totals	99%	99%	100%	101%	99%	99%	101%	99%	100%	101%	100%	99%	100%
Unweighted N	(1,084)	(348)	(439)	(297)	(422)	(372)	(379)	(338)	(260)	(194)	(245)	(420)	(225)

YouGov Survey: Sports Organizations

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



1D. Favorability of Sports Organizations — National Hockey League (NHL)

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Net (Favorable - Unfavorable)	27%	25%	28%	16%	37%	19%	39%	32%	-6%	32%	24%	33%
Very favorable	14%	14%	13%	12%	13%	13%	16%	13%	12%	14%	12%	16%
Somewhat favorable	34%	34%	35%	25%	39%	31%	44%	38%	19%	34%	33%	38%
Somewhat unfavorable	13%	15%	10%	16%	9%	13%	12%	11%	20%	10%	11%	15%
Very unfavorable	8%	8%	9%	5%	7%	11%	9%	8%	18%	7%	10%	5%
Don't know	31%	29%	33%	41%	32%	32%	19%	29%	31%	36%	34%	25%
Totals	100%	100%	100%	99%	100%	100%	100%	99%	100%	101%	100%	99%
Unweighted N	(1,089)	(532)	(557)	(283)	(272)	(306)	(228)	(721)	(131)	(166)	(708)	(381)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	27%	24%	17%	42%	28%	46%	20%	32%	41%	33%	34%	22%	25%
Very favorable	14%	15%	9%	18%	14%	20%	11%	16%	19%	18%	16%	10%	13%
Somewhat favorable	34%	32%	31%	40%	36%	43%	31%	37%	39%	31%	35%	36%	34%
Somewhat unfavorable	13%	13%	15%	9%	14%	10%	11%	14%	11%	7%	9%	17%	13%
Very unfavorable	8%	10%	9%	6%	8%	7%	11%	7%	6%	8%	8%	8%	9%
Don't know	31%	29%	36%	27%	28%	21%	36%	26%	25%	36%	33%	28%	30%
Totals	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%	101%	99%	99%
Unweighted N	(1,089)	(355)	(437)	(297)	(425)	(373)	(384)	(337)	(260)	(195)	(246)	(420)	(228)

YouGov Survey: Sports Organizations

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



1E. Favorability of Sports Organizations — Major League Soccer (MLS)

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Net (Favorable - Unfavorable)	22%	18%	25%	34%	30%	5%	26%	15%	21%	43%	15%	34%
Very favorable	10%	11%	9%	13%	14%	9%	5%	8%	12%	21%	9%	12%
Somewhat favorable	34%	32%	35%	33%	34%	28%	43%	32%	32%	37%	31%	39%
Somewhat unfavorable	10%	12%	9%	5%	9%	14%	12%	12%	9%	9%	10%	11%
Very unfavorable	12%	13%	10%	7%	9%	17%	10%	13%	14%	7%	14%	7%
Don't know	34%	31%	37%	42%	34%	33%	29%	35%	33%	27%	35%	32%
Totals	100%	99%	100%	100%	100%	101%	99%	100%	100%	101%	99%	101%
Unweighted N	(1,089)	(532)	(557)	(283)	(274)	(305)	(227)	(722)	(131)	(163)	(708)	(381)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	22%	35%	11%	23%	35%	20%	9%	28%	33%	27%	17%	25%	17%
Very favorable	10%	13%	5%	14%	14%	12%	7%	17%	12%	9%	10%	9%	14%
Somewhat favorable	34%	38%	30%	35%	38%	33%	30%	32%	40%	33%	29%	38%	30%
Somewhat unfavorable	10%	7%	10%	14%	7%	13%	12%	9%	12%	6%	10%	11%	12%
Very unfavorable	12%	9%	14%	12%	10%	13%	16%	11%	8%	10%	12%	11%	14%
Don't know	34%	33%	42%	25%	32%	29%	35%	31%	29%	42%	39%	30%	30%
Totals	100%	100%	101%	100%	101%	100%	100%	100%	101%	100%	100%	99%	100%
Unweighted N	(1,089)	(351)	(439)	(299)	(426)	(374)	(382)	(335)	(263)	(192)	(247)	(422)	(228)

YouGov Survey: Sports Organizations

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



1F. Favorability of Sports Organizations — National Collegiate Athletic Association (NCAA)

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Net (Favorable - Unfavorable)	19%	15%	23%	18%	17%	17%	25%	15%	46%	10%	17%	23%
Very favorable	13%	13%	12%	11%	14%	13%	14%	11%	22%	12%	13%	13%
Somewhat favorable	30%	31%	30%	24%	28%	32%	37%	30%	38%	22%	27%	37%
Somewhat unfavorable	14%	19%	10%	7%	11%	16%	21%	16%	6%	14%	12%	18%
Very unfavorable	10%	10%	10%	9%	14%	11%	5%	11%	9%	11%	10%	9%
Don't know	33%	27%	38%	50%	34%	28%	23%	31%	25%	41%	38%	23%
Totals	100%	100%	100%	101%	101%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,088)	(531)	(557)	(283)	(271)	(306)	(228)	(721)	(131)	(164)	(708)	(380)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	19%	36%	3%	24%	35%	26%	15%	25%	26%	20%	13%	24%	15%
Very favorable	13%	15%	9%	16%	15%	17%	13%	13%	15%	8%	12%	18%	9%
Somewhat favorable	30%	40%	20%	35%	40%	35%	25%	36%	37%	31%	27%	29%	34%
Somewhat unfavorable	14%	10%	14%	18%	12%	19%	14%	16%	16%	8%	16%	14%	18%
Very unfavorable	10%	9%	12%	8%	8%	7%	9%	8%	9%	11%	11%	9%	10%
Don't know	33%	27%	45%	24%	26%	22%	39%	27%	22%	41%	35%	30%	30%
Totals	100%	101%	100%	101%	101%	100%	100%	100%	99%	99%	101%	100%	101%
Unweighted N	(1,088)	(352)	(436)	(300)	(425)	(374)	(379)	(338)	(263)	(194)	(245)	(420)	(229)

YouGov Survey: Sports Organizations

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



1G. 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				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Net (Favorable - Unfavorable)	18%	12%	24%	13%	20%	11%	33%	15%	22%	22%	12%	31%
Very favorable	9%	7%	11%	12%	7%	8%	9%	6%	14%	11%	7%	12%
Somewhat favorable	30%	29%	30%	19%	30%	29%	40%	29%	32%	30%	27%	34%
Somewhat unfavorable	9%	13%	6%	10%	7%	11%	9%	10%	13%	8%	8%	11%
Very unfavorable	11%	11%	10%	8%	10%	15%	6%	11%	12%	11%	14%	4%
Don't know	42%	40%	43%	50%	45%	37%	36%	44%	29%	39%	43%	39%
Totals	101%	100%	100%	99%	99%	100%	100%	100%	100%	99%	99%	100%
Unweighted N	(1,086)	(530)	(556)	(284)	(271)	(306)	(225)	(720)	(130)	(163)	(706)	(380)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	18%	38%	7%	15%	39%	18%	9%	28%	33%	26%	22%	9%	25%
Very favorable	9%	15%	5%	7%	16%	7%	7%	10%	12%	9%	9%	8%	10%
Somewhat favorable	30%	34%	24%	34%	35%	34%	25%	35%	38%	27%	31%	27%	36%
Somewhat unfavorable	9%	5%	9%	14%	7%	11%	11%	6%	11%	2%	10%	13%	8%
Very unfavorable	11%	5%	13%	13%	5%	12%	13%	11%	5%	7%	9%	12%	12%
Don't know	42%	41%	49%	33%	37%	34%	44%	37%	34%	55%	41%	40%	34%
Totals	101%	100%	100%	101%	100%	98%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,086)	(352)	(435)	(299)	(424)	(372)	(381)	(338)	(260)	(194)	(243)	(422)	(227)

YouGov Survey: Sports Organizations

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



1H. Favorability of Sports Organizations — Women’s National Basketball Association (WNBA)

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Net (Favorable - Unfavorable)	18%	11%	24%	23%	23%	6%	23%	10%	51%	21%	13%	26%
Very favorable	13%	10%	16%	12%	12%	11%	19%	9%	29%	15%	11%	17%
Somewhat favorable	31%	31%	30%	28%	33%	29%	34%	31%	35%	30%	29%	35%
Somewhat unfavorable	14%	17%	10%	12%	11%	16%	15%	15%	5%	11%	13%	15%
Very unfavorable	13%	14%	12%	5%	10%	18%	15%	15%	8%	13%	15%	10%
Don't know	30%	28%	31%	43%	33%	26%	18%	30%	22%	31%	33%	23%
Totals	101%	100%	99%	100%	99%	100%	101%	100%	99%	100%	101%	100%
Unweighted N	(1,089)	(532)	(557)	(284)	(272)	(306)	(227)	(723)	(130)	(164)	(708)	(381)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	18%	50%	12%	-4%	51%	-3%	14%	20%	25%	24%	12%	17%	18%
Very favorable	13%	23%	8%	11%	25%	12%	11%	16%	17%	8%	12%	13%	19%
Somewhat favorable	31%	39%	28%	27%	40%	26%	29%	34%	35%	31%	30%	33%	27%
Somewhat unfavorable	14%	7%	11%	23%	9%	19%	13%	14%	16%	6%	14%	16%	15%
Very unfavorable	13%	5%	14%	19%	5%	23%	13%	15%	11%	9%	15%	13%	14%
Don't know	30%	26%	39%	20%	21%	20%	34%	22%	22%	46%	29%	25%	25%
Totals	101%	100%	100%	100%	100%	100%	100%	101%	101%	100%	100%	100%	100%
Unweighted N	(1,089)	(355)	(435)	(299)	(427)	(374)	(381)	(335)	(265)	(196)	(247)	(420)	(226)

YouGov Survey: Sports Organizations

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



11. 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				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Net (Favorable - Unfavorable)	15%	11%	19%	14%	22%	2%	28%	12%	22%	10%	8%	29%
Very favorable	7%	6%	8%	10%	8%	5%	6%	5%	13%	11%	6%	9%
Somewhat favorable	28%	29%	27%	20%	30%	24%	39%	28%	31%	21%	25%	33%
Somewhat unfavorable	11%	15%	8%	10%	10%	14%	10%	11%	11%	15%	12%	10%
Very unfavorable	9%	10%	8%	6%	6%	14%	6%	9%	12%	6%	12%	3%
Don't know	45%	40%	50%	55%	47%	43%	39%	47%	33%	47%	46%	45%
Totals	100%	100%	101%	101%	101%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,089)	(533)	(556)	(282)	(274)	(307)	(226)	(721)	(130)	(166)	(707)	(382)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	15%	33%	4%	13%	30%	11%	5%	19%	34%	23%	13%	12%	15%
Very favorable	7%	10%	4%	8%	11%	8%	5%	8%	10%	7%	6%	7%	7%
Somewhat favorable	28%	34%	21%	31%	32%	29%	23%	31%	38%	30%	26%	27%	29%
Somewhat unfavorable	11%	6%	10%	17%	8%	16%	11%	13%	10%	7%	11%	12%	13%
Very unfavorable	9%	5%	12%	8%	5%	10%	13%	8%	3%	7%	9%	10%	8%
Don't know	45%	45%	54%	35%	44%	37%	48%	40%	39%	50%	48%	43%	43%
Totals	100%	100%	101%	99%	100%	100%	100%	100%	100%	101%	100%	99%	100%
Unweighted N	(1,089)	(352)	(438)	(299)	(425)	(374)	(382)	(335)	(265)	(196)	(245)	(421)	(227)

YouGov Survey: Sports Organizations

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



1J. Favorability of Sports Organizations — International Olympic Committee (IOC)

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Net (Favorable - Unfavorable)	12%	9%	16%	20%	13%	5%	16%	9%	25%	15%	13%	11%
Very favorable	11%	7%	14%	14%	13%	7%	12%	10%	13%	14%	10%	13%
Somewhat favorable	29%	32%	27%	26%	27%	28%	37%	30%	32%	27%	29%	30%
Somewhat unfavorable	14%	17%	11%	11%	13%	14%	19%	15%	10%	17%	11%	19%
Very unfavorable	14%	14%	14%	8%	14%	18%	13%	16%	10%	10%	14%	14%
Don't know	32%	29%	35%	42%	33%	33%	19%	30%	36%	31%	36%	24%
Totals	100%	99%	101%	101%	100%	100%	100%	101%	101%	99%	100%	100%
Unweighted N	(1,087)	(531)	(556)	(284)	(273)	(304)	(226)	(723)	(130)	(163)	(706)	(381)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	12%	32%	-1%	12%	29%	12%	7%	20%	14%	25%	7%	12%	9%
Very favorable	11%	16%	7%	12%	15%	12%	8%	14%	13%	11%	11%	9%	14%
Somewhat favorable	29%	35%	23%	32%	37%	34%	25%	34%	34%	35%	25%	30%	28%
Somewhat unfavorable	14%	10%	13%	19%	14%	17%	12%	16%	18%	9%	14%	14%	17%
Very unfavorable	14%	9%	18%	13%	10%	17%	14%	12%	15%	13%	15%	13%	15%
Don't know	32%	29%	40%	24%	24%	19%	40%	24%	20%	31%	35%	34%	26%
Totals	100%	99%	101%	100%	100%	99%	99%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,087)	(352)	(436)	(299)	(426)	(374)	(381)	(335)	(263)	(196)	(246)	(418)	(227)

YouGov Survey: Sports Organizations

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



1K. Favorability of Sports Organizations — National Association for Stock Car Auto Racing (NASCAR)

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Net (Favorable - Unfavorable)	11%	8%	14%	13%	7%	10%	15%	10%	5%	13%	13%	6%
Very favorable	10%	9%	11%	10%	10%	9%	10%	10%	7%	12%	10%	10%
Somewhat favorable	29%	31%	28%	26%	26%	30%	35%	29%	30%	28%	30%	28%
Somewhat unfavorable	15%	18%	12%	14%	15%	14%	19%	15%	19%	12%	13%	20%
Very unfavorable	13%	13%	13%	9%	15%	16%	11%	13%	13%	16%	14%	12%
Don't know	33%	29%	36%	41%	35%	31%	26%	33%	31%	32%	34%	30%
Totals	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(1,086)	(533)	(553)	(283)	(274)	(304)	(225)	(722)	(129)	(164)	(704)	(382)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	11%	-6%	7%	31%	-12%	39%	13%	17%	10%	5%	5%	18%	8%
Very favorable	10%	7%	7%	16%	6%	17%	8%	11%	13%	9%	10%	10%	10%
Somewhat favorable	29%	24%	28%	37%	23%	41%	30%	33%	27%	22%	23%	35%	30%
Somewhat unfavorable	15%	19%	15%	13%	22%	11%	13%	15%	19%	13%	14%	15%	19%
Very unfavorable	13%	18%	13%	9%	19%	7%	12%	13%	12%	14%	13%	12%	14%
Don't know	33%	33%	38%	26%	31%	24%	36%	27%	30%	43%	40%	28%	26%
Totals	100%	101%	101%	101%	101%	100%	99%	99%	101%	101%	100%	100%	99%
Unweighted N	(1,086)	(351)	(436)	(299)	(423)	(373)	(380)	(336)	(261)	(193)	(246)	(419)	(228)

YouGov Survey: Sports Organizations

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



1L. Favorability of Sports Organizations — Professional Golfers' Association Tour (PGA Tour)

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Net (Favorable - Unfavorable)	11%	11%	10%	8%	11%	3%	24%	9%	8%	14%	4%	24%
Very favorable	11%	11%	11%	10%	10%	8%	18%	10%	8%	14%	10%	14%
Somewhat favorable	26%	29%	23%	20%	25%	26%	33%	26%	31%	26%	23%	33%
Somewhat unfavorable	14%	19%	9%	14%	12%	14%	16%	14%	12%	17%	13%	15%
Very unfavorable	12%	9%	16%	8%	12%	17%	10%	13%	19%	9%	15%	8%
Don't know	36%	31%	41%	48%	41%	34%	23%	37%	30%	33%	39%	30%
Totals	99%	99%	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,088)	(533)	(555)	(285)	(270)	(305)	(228)	(722)	(129)	(164)	(707)	(381)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	11%	15%	-1%	22%	17%	31%	4%	15%	24%	5%	11%	8%	19%
Very favorable	11%	14%	7%	14%	14%	17%	9%	14%	14%	11%	10%	10%	15%
Somewhat favorable	26%	28%	20%	32%	29%	35%	22%	29%	34%	19%	26%	28%	29%
Somewhat unfavorable	14%	14%	13%	15%	15%	11%	12%	15%	15%	12%	15%	14%	15%
Very unfavorable	12%	13%	14%	10%	12%	10%	15%	13%	9%	14%	10%	15%	10%
Don't know	36%	31%	46%	29%	30%	27%	42%	29%	29%	45%	38%	33%	33%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	101%	101%	99%	100%	102%
Unweighted N	(1,088)	(353)	(436)	(299)	(425)	(374)	(381)	(338)	(261)	(195)	(246)	(421)	(226)

YouGov Survey: Sports Organizations

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



1M. Favorability of Sports Organizations — National Women’s Soccer League (NWSL)

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Net (Favorable - Unfavorable)	11%	3%	18%	16%	15%	2%	13%	8%	9%	18%	3%	25%
Very favorable	9%	8%	11%	12%	11%	7%	9%	8%	11%	13%	8%	12%
Somewhat favorable	25%	24%	26%	22%	26%	24%	30%	25%	26%	28%	22%	31%
Somewhat unfavorable	12%	16%	9%	9%	10%	13%	15%	13%	13%	12%	11%	13%
Very unfavorable	12%	13%	11%	7%	11%	16%	11%	12%	15%	11%	15%	5%
Don't know	42%	39%	44%	50%	42%	39%	36%	43%	36%	35%	43%	38%
Totals	100%	100%	101%	100%	100%	99%	101%	101%	101%	99%	99%	99%
Unweighted N	(1,084)	(530)	(554)	(282)	(269)	(307)	(226)	(717)	(132)	(164)	(703)	(381)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	11%	37%	2%	-2%	41%	3%	2%	18%	19%	27%	13%	2%	10%
Very favorable	9%	16%	6%	8%	18%	7%	5%	14%	14%	10%	9%	9%	9%
Somewhat favorable	25%	34%	21%	23%	35%	26%	23%	27%	29%	28%	27%	22%	27%
Somewhat unfavorable	12%	7%	11%	18%	6%	15%	12%	10%	15%	6%	13%	14%	13%
Very unfavorable	12%	5%	14%	15%	6%	15%	14%	12%	9%	5%	10%	15%	14%
Don't know	42%	38%	48%	36%	35%	36%	46%	37%	34%	52%	40%	40%	37%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	101%	101%	99%	100%	100%
Unweighted N	(1,084)	(353)	(435)	(296)	(424)	(372)	(382)	(333)	(261)	(194)	(245)	(419)	(226)

YouGov Survey: Sports Organizations

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



1N. Favorability of Sports Organizations — International Federation of Association Football (FIFA)

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Net (Favorable - Unfavorable)	5%	-2%	11%	25%	17%	-12%	-3%	-7%	29%	31%	2%	10%
Very favorable	12%	11%	13%	21%	21%	5%	4%	9%	15%	26%	10%	17%
Somewhat favorable	25%	27%	22%	27%	23%	23%	26%	21%	33%	28%	24%	25%
Somewhat unfavorable	14%	19%	10%	10%	13%	18%	15%	17%	6%	11%	14%	16%
Very unfavorable	18%	21%	15%	14%	14%	23%	19%	20%	12%	13%	19%	17%
Don't know	31%	22%	39%	29%	28%	31%	35%	33%	35%	22%	34%	25%
Totals	100%	100%	99%	101%	99%	100%	99%	100%	101%	100%	101%	100%
Unweighted N	(1,083)	(529)	(554)	(284)	(273)	(304)	(222)	(715)	(130)	(165)	(702)	(381)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	5%	7%	-2%	11%	-3%	18%	3%	1%	6%	11%	1%	10%	-6%
Very favorable	12%	16%	8%	14%	15%	15%	6%	15%	17%	17%	7%	11%	16%
Somewhat favorable	25%	23%	25%	26%	21%	30%	25%	23%	25%	24%	24%	28%	19%
Somewhat unfavorable	14%	12%	14%	17%	17%	13%	12%	17%	18%	8%	13%	15%	20%
Very unfavorable	18%	20%	21%	12%	22%	15%	17%	20%	17%	22%	18%	14%	22%
Don't know	31%	29%	32%	31%	26%	27%	39%	25%	22%	29%	38%	32%	24%
Totals	100%	100%	100%	100%	101%	100%	99%	100%	99%	100%	100%	100%	101%
Unweighted N	(1,083)	(352)	(436)	(295)	(425)	(371)	(379)	(334)	(261)	(196)	(244)	(414)	(229)

YouGov Survey: Sports Organizations

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



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

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Net (Favorable - Unfavorable)	-7%	0%	-14%	2%	11%	-5%	-40%	-18%	6%	17%	0%	-20%
Very favorable	12%	15%	10%	15%	19%	11%	5%	10%	11%	24%	14%	9%
Somewhat favorable	21%	25%	17%	19%	26%	25%	12%	18%	29%	22%	22%	19%
Somewhat unfavorable	16%	16%	16%	15%	10%	14%	26%	18%	11%	13%	15%	17%
Very unfavorable	25%	23%	26%	18%	24%	26%	30%	29%	23%	15%	21%	32%
Don't know	26%	22%	31%	33%	21%	25%	27%	25%	25%	25%	28%	23%
Totals	100%	101%	100%	100%	100%	101%	100%	100%	99%	99%	100%	100%
Unweighted N	(1,089)	(530)	(559)	(283)	(275)	(307)	(224)	(721)	(131)	(165)	(709)	(380)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	-7%	-25%	-11%	13%	-38%	16%	2%	-7%	-18%	-18%	-15%	4%	-11%
Very favorable	12%	8%	9%	22%	7%	19%	12%	14%	16%	7%	11%	17%	10%
Somewhat favorable	21%	17%	21%	24%	13%	26%	24%	22%	16%	18%	18%	23%	22%
Somewhat unfavorable	16%	14%	15%	19%	15%	17%	14%	15%	18%	16%	18%	15%	14%
Very unfavorable	25%	37%	25%	13%	43%	13%	20%	27%	32%	27%	26%	20%	30%
Don't know	26%	25%	29%	23%	22%	25%	30%	23%	19%	31%	28%	25%	23%
Totals	100%	101%	99%	101%	100%	100%	100%	101%	101%	99%	101%	100%	99%
Unweighted N	(1,089)	(353)	(436)	(300)	(424)	(375)	(382)	(337)	(262)	(196)	(244)	(420)	(229)

YouGov Survey: Sports Organizations

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



1P. Favorability of Sports Organizations — World Wrestling Entertainment (WWE)

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

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Net (Favorable - Unfavorable)	-8%	-5%	-11%	7%	4%	-11%	-32%	-18%	11%	20%	0%	-24%
Very favorable	11%	11%	10%	18%	15%	8%	3%	7%	16%	23%	12%	8%
Somewhat favorable	24%	28%	20%	19%	29%	26%	21%	22%	31%	28%	26%	20%
Somewhat unfavorable	18%	21%	15%	15%	18%	17%	22%	20%	15%	11%	16%	22%
Very unfavorable	25%	23%	27%	15%	22%	27%	34%	27%	21%	20%	22%	30%
Don't know	22%	17%	28%	32%	16%	22%	20%	24%	17%	18%	24%	20%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,087)	(529)	(558)	(284)	(271)	(306)	(226)	(721)	(130)	(164)	(707)	(380)

	Party ID			2024 Vote		Family income			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Net (Favorable - Unfavorable)	-8%	-23%	-7%	4%	-34%	9%	5%	-8%	-25%	-1%	-25%	3%	-17%
Very favorable	11%	9%	7%	16%	8%	14%	11%	12%	9%	9%	10%	13%	8%
Somewhat favorable	24%	18%	28%	24%	15%	30%	30%	24%	19%	25%	16%	29%	23%
Somewhat unfavorable	18%	16%	17%	21%	17%	22%	15%	18%	23%	13%	22%	18%	18%
Very unfavorable	25%	34%	26%	15%	41%	12%	21%	27%	30%	22%	29%	21%	30%
Don't know	22%	23%	22%	23%	19%	22%	24%	18%	19%	31%	22%	20%	21%
Totals	100%	100%	100%	99%	100%	100%	101%	99%	100%	100%	99%	101%	100%
Unweighted N	(1,087)	(353)	(436)	(298)	(425)	(373)	(380)	(337)	(262)	(194)	(245)	(420)	(228)

YouGov Survey: Sports Organizations

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



Interviewing Dates	July 7 - 9, 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 6.514, with a mean of one and a standard deviation of 0.897.
Number of respondents	1,099
Margin of error	± 4 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	82 questions not reported.