



TOPLINE & METHODOLOGY

Ipsos Sports Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
 Interview dates: February 16-18, 2024
 Number of interviews: 1,039
 Number of sports fan interviews: 701

Margin of error: +/- 3.2 percentage points at the 95% confidence level for all respondents
 Margin of error: +/- 3.8 percentage points at the 95% confidence level for sports fan respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

Annotated Questionnaire:

1. Did you personally play any of the following sports at any point in 2023?*

Yes Summary

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Swimming	20%	26%	18%	21%
Cornhole	20%	26%	20%	25%
Bowling	18%	22%	19%	23%
Cycling	14%	17%	15%	17%
Basketball	11%	14%	10%	13%
Golf	11%	15%	9%	12%
Volleyball	6%	8%	6%	7%
Pickleball	6%	8%	4%	6%
Baseball/Softball	5%	6%	5%	7%
Contact sports (i.e., boxing, football, hockey, MMA, wrestling)	5%	7%	4%	5%
Tennis	4%	6%	5%	7%
Esports	4%	5%	4%	4%
Soccer	4%	5%	6%	7%
Track and Field	4%	4%	4%	5%
Motor Racing	2%	3%	2%	2%
Gymnastics	2%	2%	1%	2%

*Note: In 2023, this question was asked as, "Did you personally play any of the following sports at any point in 2022?"





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1. Did you personally play any of the following sports at any point in 2023? (Continued)

a. Baseball/Softball

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	5%	6%	5%	7%
No	94%	94%	95%	92%
Skipped	1%	*	1%	1%

b. Basketball

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	11%	14%	10%	13%
No	88%	85%	90%	86%
Skipped	1%	*	1%	1%

c. Bowling

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	18%	22%	10%	23%
No	81%	77%	90%	77%
Skipped	1%	*	1%	1%

d. Contact sports (i.e., boxing, football, hockey, MMA, wrestling)

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	5%	7%	4%	5%
No	95%	93%	95%	94%
Skipped	*	*	1%	1%

e. Cornhole

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	20%	26%	20%	25%
No	79%	74%	79%	74%
Skipped	1%	*	1%	1%

f. Cycling

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	14%	17%	15%	17%
No	85%	83%	84%	82%
Skipped	1%	*	1%	1%





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1. Did you personally play any of the following sports at any point in 2023? (Continued)

g. Golf

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	11%	15%	9%	12%
No	88%	85%	90%	87%
Skipped	1%	1%	1%	1%

h. Gymnastics

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	2%	2%	1%	2%
No	97%	97%	98%	97%
Skipped	1%	1%	1%	1%

i. Motor Racing

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	2%	3%	2%	2%
No	97%	97%	98%	97%
Skipped	1%	*	1%	1%

j. Pickleball

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	6%	8%	4%	6%
No	93%	92%	95%	93%
Skipped	1%	1%	1%	1%

k. Esports

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	4%	5%	4%	4%
No	95%	95%	96%	96%
Skipped	*	*	1%	1%

l. Soccer

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	4%	5%	6%	7%
No	95%	95%	94%	92%
Skipped	1%	*	1%	1%





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1. Did you personally play any of the following sports at any point in 2023? (Continued)

m. Swimming

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	20%	26%	18%	21%
No	79%	74%	81%	78%
Skipped	1%	1%	1%	*

n. Tennis

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	4%	6%	5%	7%
No	95%	94%	94%	93%
Skipped	1%	*	*	*

o. Track and Field

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	4%	4%	4%	5%
No	96%	96%	96%	94%
Skipped	0%	*	1%	1%

p. Volleyball

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	6%	8%	6%	7%
No	93%	92%	93%	92%
Skipped	1%	1%	1%	1%





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2. Did you participate in any of the following activities in 2023?

Yes Summary

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Go to a live sporting event in person	30%	39%	29%	38%
Make a casual bet on a live sporting event with friends/family	13%	17%	11%	15%
Watch an esports event, either through streaming or in-person	12%	15%	13%	16%
Participate in a free fantasy sports league	8%	11%	10%	12%
Placed an official bet on a live sporting event, online or on an app	7%	10%	8%	9%
Participate in a paid fantasy sports league	6%	8%	6%	8%
Make a casual bet on an esports event with friends/family	3%	4%	5%	6%
Placed an official bet on a live sporting event, in person	3%	5%	4%	4%
Placed an official bet on an esports event (online or in person)	3%	3%	3%	3%

**Note: In 2023, this question was asked as, "Did you participate in any of the following activities in 2022?"*

a. Go to a live sporting event in person

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	30%	39%	29%	38%
No	70%	61%	70%	61%
Skipped	0%	-	1%	*

b. Watch an esports event, either through streaming or in-person

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	12%	15%	13%	16%
No	88%	84%	86%	84%
Skipped	1%	*	*	*

c. Make a casual bet on a live sporting event with friends/family

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	13%	17%	11%	15%
No	86%	82%	88%	85%
Skipped	2%	1%	1%	*





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2. Did you participate in any of the following activities in 2023? (Continued)

d. Make a casual bet on an esports event with friends/family

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	3%	4%	5%	6%
No	96%	96%	94%	94%
Skipped	1%	*	*	*

e. Placed an official bet on a live sporting event, online or on an app

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	7%	10%	8%	9%
No	92%	90%	92%	90%
Skipped	1%	*	*	*

f. Placed an official bet on a live sporting event, in person

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	3%	5%	4%	4%
No	96%	95%	95%	96%
Skipped	1%	*	1%	*

g. Placed an official bet on an esports event (online or in person)

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	3%	3%	3%	3%
No	97%	96%	96%	97%
Skipped	1%	*	*	*

h. Participate in a free fantasy sports league

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	8%	11%	10%	12%
No	91%	89%	89%	87%
Skipped	1%	1%	1%	1%

i. Participate in a paid fantasy sports league

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	6%	8%	6%	8%
No	94%	92%	93%	92%
Skipped	1%	*	*	*





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3. Do you consider yourself to be a fan of the following sports?

Yes Summary

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Professional football (NFL)	45%	66%	44%	64%
Baseball	31%	46%	31%	46%
College football (NCAA)	30%	44%	29%	43%
Professional basketball (NBA, WNBA)*	24%	35%	24%	34%
College basketball (NCAA)	23%	33%	23%	34%
Hockey	17%	26%	18%	26%
Motor racing	15%	21%	13%	19%
Boxing	14%	21%	12%	18%
Tennis	14%	21%	12%	18%
Golf (PGA Tour, LIV Tour, LPGA Tour)**	13%	19%	11%	17%
Mixed Martial Arts (MMA)	12%	18%	10%	15%
International soccer (i.e., EPL, La Liga, Bundesliga, etc)***	10%	14%	N/A	N/A
U.S. soccer (MLS, NWSL)****	9%	13%	N/A	N/A
Soccer*****	N/A	N/A	17%	24%
Pickleball	5%	8%	4%	5%

*Note: In 2023, this option was asked as, “Professional basketball (NBA)”

**Note: In 2023, this option was asked as, “Golf”

***Note: This option was first asked in 2024.

****Note: This option was first asked in 2024.

*****Note: This option was asked in 2023 but not in 2024.

a. Baseball

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	31%	46%	31%	46%
No	68%	54%	68%	54%
Skipped	1%	*	*	*

b. College basketball (NCAA)

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	23%	33%	23%	34%
No	77%	66%	76%	65%
Skipped	1%	1%	1%	1%



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3. Do you consider yourself to be a fan of the following sports? (Continued)

c. Professional basketball (NBA, WNBA)

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	24%	35%	24%	34%
No	76%	65%	76%	66%
Skipped	1%	*	*	*

d. Boxing

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	14%	21%	12%	18%
No	85%	79%	87%	82%
Skipped	1%	*	1%	*

e. College football (NCAA)

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	30%	44%	29%	43%
No	70%	56%	70%	57%
Skipped	1%	-	*	*

f. Professional football (NFL)

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	45%	66%	44%	64%
No	55%	34%	56%	36%
Skipped	1%	*	*	*

g. Hockey

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	17%	26%	18%	26%
No	82%	74%	82%	74%
Skipped	1%	*	*	*

h. Mixed Martial Arts (MMA)

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	12%	18%	10%	15%
No	87%	82%	89%	84%
Skipped	1%	*	*	*





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3. Do you consider yourself to be a fan of the following sports? (Continued)

i. Pickleball

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	5%	8%	4%	5%
No	94%	92%	96%	94%
Skipped	1%	*	1%	*

j. Tennis

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	14%	21%	12%	18%
No	85%	79%	87%	82%
Skipped	1%	1%	1%	*

k. Motor racing

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	15%	21%	13%	19%
No	85%	79%	86%	81%
Skipped	*	-	1%	*

l. Golf (PGA Tour, LIV Tour, LPGA Tour)

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Yes	13%	19%	11%	17%
No	87%	81%	88%	83%
Skipped	1%	*	1%	1%

m. U.S. soccer (MLS, NWSL)

	Total (N=1,039)	Fan (N=701)
Yes	9%	13%
No	90%	86%
Skipped	1%	*

n. International soccer (i.e., EPL, La Liga, Bundesliga, etc)

	Total (N=1,039)	Fan (N=701)
Yes	10%	14%
No	90%	86%
Skipped	1%	*



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4. **[Base = If placed an official bet on a live sporting event in 2023]** You previously indicated that you placed an official bet on a live sporting event in 2023, either online or in-person. Have you placed a bet on the following professional sports/leagues?*

Yes Summary

	Total (N=82**)	Fan (N=78**)	Total 2023 (N=80**)	Fan 2023 (N=70**)
National Football League (NFL)	66%	69%	59%	67%
National Basketball Association (NBA)	36%	37%	34%	38%
Major League Baseball (MLB)	36%	38%	26%	27%
NCAA Basketball (College Basketball)	34%	36%	28%	32%
NCAA Football (College Football)	33%	35%	30%	34%
Horse racing	21%	22%	25%	27%
Golf (i.e., PGA Tour, LIV Tour, LPGA Tour)***	18%	19%	12%	12%
Soccer (i.e., MLS, EPL, Bundesliga, etc.)	14%	15%	14%	14%
Boxing	11%	12%	11%	11%
Motor racing/F1/NASCAR	9%	9%	14%	15%

*Note: In 2023, this question was asked as, “You previously indicated that you placed an official bet on a live sporting event in 2022, either online or in-person. Have you placed a bet on the following professional sports/leagues?”

**Note: Low base size (N<100), interpret with caution

***Note: In 2023, this option was asked as, “Golf (i.e., PGA Tour, LIV Golf Tour)”

a. National Football League (NFL)

	Total (N=82)	Fan (N=78)	Total 2023 (N=80)	Fan 2023 (N=70)
Yes	66%	69%	59%	67%
No	33%	31%	39%	33%
Skipped	-	-	2%	-

b. National Basketball Association (NBA)

	Total (N=82)	Fan (N=78)	Total 2023 (N=80)	Fan 2023 (N=70)
Yes	36%	37%	34%	38%
No	64%	63%	66%	62%
Skipped	-	-	-	-

c. Major League Baseball (MLB)

	Total (N=82)	Fan (N=78)	Total 2023 (N=80)	Fan 2023 (N=70)
Yes	36%	38%	26%	27%
No	64%	62%	74%	73%
Skipped	-	-	-	-



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4. You previously indicated that you placed an official bet on a live sporting event in 2023, either online or in-person. Have you placed a bet on the following professional sports/leagues?*
- (Continued)

d. NCAA Football (College Football)

	Total (N=82)	Fan (N=78)	Total 2023 (N=80)	Fan 2023 (N=70)
Yes	33%	35%	30%	34%
No	67%	65%	70%	66%
Skipped	-	-	-	-

e. NCAA Basketball (College Basketball)

	Total (N=82)	Fan (N=78)	Total 2023 (N=80)	Fan 2023 (N=70)
Yes	34%	36%	28%	32%
No	65%	63%	72%	68%
Skipped	1%	1%	-	-

f. Golf (i.e., PGA Tour, LIV Tour, LPGA Tour)

	Total (N=82)	Fan (N=78)	Total 2023 (N=80)	Fan 2023 (N=70)
Yes	18%	19%	12%	12%
No	82%	81%	86%	86%
Skipped	-	-	2%	2%

g. Soccer (i.e., MLS, EPL, Bundesliga, etc.)

	Total (N=82)	Fan (N=78)	Total 2023 (N=80)	Fan 2023 (N=70)
Yes	14%	15%	14%	14%
No	86%	85%	83%	84%
Skipped	-	-	3%	2%

h. Boxing

	Total (N=82)	Fan (N=78)	Total 2023 (N=80)	Fan 2023 (N=70)
Yes	11%	12%	11%	11%
No	89%	88%	87%	89%
Skipped	-	-	2%	-

i. Motor racing/F1/NASCAR

	Total (N=82)	Fan (N=78)	Total 2023 (N=80)	Fan 2023 (N=70)
Yes	9%	9%	14%	15%
No	91%	91%	86%	85%
Skipped	-	-	-	-

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4. You previously indicated that you placed an official bet on a live sporting event in 2023, either online or in-person. Have you placed a bet on the following professional sports/leagues?*
- (Continued)

j. Horse racing

	Total (N=82)	Fan (N=78)	Total 2023 (N=80)	Fan 2023 (N=70)
Yes	21%	22%	25%	27%
No	79%	78%	75%	73%
Skipped	-	-	-	-

5. **[Base = If placed an official bet on a live sporting event or an esports event in 2023]** In the past year, how often have you placed official bets on live sporting and/or esports events?

	Total (N=86*)	Fan (N=81*)	Total 2023 (N=81*)	Fan 2023 (N=71**)
Just once	25%	22%	36%	32%
A few times a year	39%	40%	28%	32%
Once a month	9%	9%	9%	11%
2-3 times a month	8%	8%	7%	8%
Weekly	7%	7%	9%	10%
Multiple times per week or more	8%	9%	5%	6%
Skipped	5%	5%	7%	1%
Just once/A few times a year/Once a month (Net)	72%	71%	73%	75%
Just once/A few times a year (Net)	64%	62%	64%	64%
2-3 times a month/Weekly/Multiple times per week or more (Net)	23%	24%	20%	24%
Weekly/Multiple times per week or more (Net)	14%	15%	14%	16%

*Note: Low base size (N<100), interpret with caution

6. How familiar are you, if at all, with the following?

Familiar Summary

	Total (N=1,039)	Fan (N=701)
The Big Ten and the SEC forming "super conferences" in college athletics	22%	30%
The transfer portal in college athletics	19%	27%
ESPN, Fox, and Warner Bros. announcing plans to launch a joint sports streaming platform in late 2024	14%	18%
TV networks started by sports betting companies (i.e., FanDuel TV)	11%	16%



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6. How familiar are you, if at all, with the following? (Continued)

a. The transfer portal in college athletics

	Total (N=1,039)	Fan (N=701)
Very familiar	6%	9%
Somewhat familiar	13%	18%
Have heard of, but that's it	15%	18%
Have not heard of this	65%	55%
Skipped	1%	0%
Familiar (Net)	19%	27%
Not familiar (Net)	80%	73%

b. The Big Ten and the SEC forming "super conferences" in college athletics

	Total (N=1,039)	Fan (N=701)
Very familiar	7%	10%
Somewhat familiar	15%	20%
Have heard of, but that's it	27%	31%
Have not heard of this	51%	39%
Skipped	*	*
Familiar (Net)	22%	30%
Not familiar (Net)	78%	70%

c. ESPN, Fox, and Warner Bros. announcing plans to launch a joint sports streaming platform in late 2024

	Total (N=1,039)	Fan (N=701)
Very familiar	5%	6%
Somewhat familiar	9%	12%
Have heard of, but that's it	18%	19%
Have not heard of this	68%	63%
Skipped	*	-
Familiar (Net)	14%	18%
Not familiar (Net)	86%	82%

d. TV networks started by sports betting companies (i.e., FanDuel TV)

	Total (N=1,039)	Fan (N=701)
Very familiar	2%	3%
Somewhat familiar	9%	13%
Have heard of, but that's it	27%	29%
Have not heard of this	61%	55%
Skipped	*	-
Familiar (Net)	11%	16%
Not familiar (Net)	88%	84%



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7. To what extent do you agree or disagree with the following statement(s)?

Agree Summary

	Total (N=1,039)	Fan (N=701)
It is too expensive for the average person to attend a sporting event in-person	80%	88%
There are too many separate platforms needed to watch live sports	57%	67%
I like seeing athletes in the public eye for things other than their athletic accomplishments	53%	61%
[SPLIT A] I am tired of seeing celebrities shown on screen during sports broadcasts (N=524)	47%	52%
[SPLIT B] I am tired of seeing Taylor Swift shown on screen during sports broadcasts (N=515)	45%	47%
It is getting harder to keep interest in sports because seasons are too long	20%	20%

a. It is getting harder to keep interest in sports because seasons are too long

	Total (N=1,039)	Fan (N=701)
Strongly agree	6%	5%
Somewhat agree	15%	15%
Somewhat disagree	29%	37%
Strongly disagree	19%	25%
Don't know	32%	18%
Skipped	1%	-
Agree (Net)	20%	20%
Disagree (Net)	48%	62%

b. There are too many separate platforms needed to watch live sports

	Total (N=1,039)	Fan (N=701)
Strongly agree	30%	35%
Somewhat agree	28%	32%
Somewhat disagree	9%	10%
Strongly disagree	4%	5%
Don't know	29%	18%
Skipped	1%	*
Agree (Net)	57%	67%
Disagree (Net)	13%	15%

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7. To what extent do you agree or disagree with the following statement(s)? (Continued)

c. It is too expensive for the average person to attend a sporting event in-person

	Total (N=1,039)	Fan (N=701)
Strongly agree	48%	52%
Somewhat agree	33%	35%
Somewhat disagree	5%	5%
Strongly disagree	2%	2%
Don't know	12%	5%
Skipped	1%	*
Agree (Net)	80%	88%
Disagree (Net)	7%	8%

d. I like seeing athletes in the public eye for things other than their athletic accomplishments

	Total (N=1,039)	Fan (N=701)
Strongly agree	17%	20%
Somewhat agree	36%	41%
Somewhat disagree	13%	14%
Strongly disagree	12%	11%
Don't know	21%	14%
Skipped	1%	*
Agree (Net)	53%	61%
Disagree (Net)	25%	25%

e. **[SPLIT A]** I am tired of seeing celebrities shown on screen during sports broadcasts

	Split A (N=524)	Split A Fan (N=360)
Strongly agree	25%	27%
Somewhat agree	22%	25%
Somewhat disagree	15%	18%
Strongly disagree	14%	14%
Don't know	23%	16%
Skipped	1%	*
Agree (Net)	47%	52%
Disagree (Net)	29%	32%

TOPLINE & METHODOLOGY

7. To what extent do you agree or disagree with the following statement(s)? *(Continued)*

f. **[SPLIT B]** I am tired of seeing Taylor Swift shown on screen during sports broadcasts

	Split B (N=515)	Split B Fan (N=341)
Strongly agree	29%	31%
Somewhat agree	16%	16%
Somewhat disagree	14%	16%
Strongly disagree	17%	19%
Don't know	23%	17%
Skipped	1%	*
Agree (Net)	45%	47%
Disagree (Net)	31%	36%

8. To what extent do you support or oppose the following?

Support Summary

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
A law in your state that limits the amount of taxpayer funds that sports teams are allowed to use for new stadiums and/or stadium renovations*	67%	72%	N/A	N/A
Allowing college athletes to be paid money for sports-related business ventures using their name, image and likeness (NIL)	56%	63%	54%	59%
Banning tackle football for children prior to high school	51%	51%	53%	53%
A sports streaming package that bundles multiple streaming platforms for one monthly or annual payment*	44%	53%	N/A	N/A
Requiring newly built stadiums to have roofs*	42%	46%	N/A	N/A
Eliminating cannabis testing in professional or high-level sports leagues	40%	45%	38%	40%
Allowing online or app-based sports betting in your state	35%	41%	34%	43%
Eliminating performance-enhancing drug (PED) testing in professional or high-level sports leagues	19%	18%	21%	22%

*Note: This option was first asked in 2024.



TOPLINE & METHODOLOGY

8. To what extent do you support or oppose the following? (Continued)

a. Allowing online or app-based sports betting in your state

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Strongly support	11%	14%	13%	17%
Somewhat support	24%	27%	21%	26%
Somewhat oppose	14%	15%	14%	14%
Strongly oppose	20%	21%	17%	16%
Don't know	31%	23%	35%	27%
Skipped	1%	*	1%	*
Support (Net)	35%	41%	34%	43%
Oppose (Net)	34%	36%	30%	30%

b. Eliminating cannabis testing in professional or high-level sports leagues

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Strongly support	21%	23%	20%	21%
Somewhat support	20%	22%	18%	19%
Somewhat oppose	14%	15%	15%	17%
Strongly oppose	24%	26%	23%	24%
Don't know	22%	14%	24%	19%
Skipped	1%	*	1%	*
Support (Net)	40%	45%	38%	40%
Oppose (Net)	37%	41%	37%	41%

c. Eliminating performance-enhancing drug (PED) testing in professional or high-level sports leagues

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Strongly support	11%	11%	16%	17%
Somewhat support	8%	8%	5%	5%
Somewhat oppose	14%	14%	13%	15%
Strongly oppose	51%	58%	48%	52%
Don't know	15%	9%	17%	11%
Skipped	1%	*	1%	*
Support (Net)	19%	18%	21%	22%
Oppose (Net)	65%	72%	61%	67%



TOPLINE & METHODOLOGY

8. To what extent do you support or oppose the following? (Continued)

d. Banning tackle football for children prior to high school

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Strongly support	25%	22%	28%	26%
Somewhat support	25%	29%	25%	27%
Somewhat oppose	16%	18%	15%	18%
Strongly oppose	11%	14%	10%	11%
Don't know	21%	16%	21%	17%
Skipped	1%	1%	1%	*
Support (Net)	51%	51%	53%	53%
Oppose (Net)	27%	32%	25%	30%

e. Allowing college athletes to be paid money for sports-related business ventures using their name, image and likeness (NIL)

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Strongly support	23%	26%	26%	27%
Somewhat support	33%	37%	28%	32%
Somewhat oppose	11%	12%	10%	12%
Strongly oppose	11%	12%	12%	12%
Don't know	21%	12%	24%	17%
Skipped	1%	*	1%	*
Support (Net)	56%	63%	54%	59%
Oppose (Net)	22%	24%	22%	24%

f. A sports streaming package that bundles multiple streaming platforms for one monthly or annual payment

	Total (N=1,039)	Fan (N=701)
Strongly support	16%	20%
Somewhat support	28%	32%
Somewhat oppose	8%	9%
Strongly oppose	9%	11%
Don't know	38%	27%
Skipped	1%	*
Support (Net)	44%	53%
Oppose (Net)	17%	20%

TOPLINE & METHODOLOGY

8. To what extent do you support or oppose the following? *(Continued)*

g. Requiring newly built stadiums to have roofs

	Total (N=1,039)	Fan (N=701)
Strongly support	14%	16%
Somewhat support	27%	30%
Somewhat oppose	13%	15%
Strongly oppose	8%	9%
Don't know	37%	30%
Skipped	1%	*
Support (Net)	42%	46%
Oppose (Net)	20%	24%

h. A law in your state that limits the amount of taxpayer funds that sports teams are allowed to use for new stadiums and/or stadium renovations

	Total (N=1,039)	Fan (N=701)
Strongly support	41%	43%
Somewhat support	26%	28%
Somewhat oppose	7%	9%
Strongly oppose	3%	3%
Don't know	23%	16%
Skipped	1%	*
Support (Net)	67%	72%
Oppose (Net)	10%	12%



TOPLINE & METHODOLOGY

9. To what extent do you agree or disagree with the following statement(s)?

Agree Summary

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
The American team's performance and participation in the Olympics makes me proud to be an American*	64%	74%	N/A	N/A
If an athlete takes a stand on an issue, they should stick by it, even if it makes some fans angry*	61%	65%	N/A	N/A
Colleges should offer resources and guidance to athletes navigating business ventures through NIL	56%	65%	54%	60%
College sports are now just about making money	56%	60%	52%	54%
I would like to see more coverage of women's sports	49%	54%	42%	47%
Maintaining tradition in sports is more important than modernizing and keeping with the times	41%	49%	35%	38%
Sports betting lessens the integrity of the game	41%	46%	37%	39%
I am a fan of a sports team because I grew up with my family being fans of that team	40%	52%	40%	53%
Athletes should remain neutral on political issues*	39%	41%	N/A	N/A
Athletes should remain neutral on social issues*	36%	38%	N/A	N/A

*Note: This option was first asked in 2024.

a. College sports are now just about making money

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Strongly agree	23%	24%	22%	22%
Somewhat agree	32%	37%	30%	33%
Somewhat disagree	11%	13%	16%	20%
Strongly disagree	4%	6%	6%	6%
Don't know	28%	21%	26%	20%
Skipped	1%	*	1%	*
Agree (Net)	56%	60%	52%	54%
Disagree (Net)	15%	18%	22%	25%



TOPLINE & METHODOLOGY

9. To what extent do you agree or disagree with the following statement(s)? *(Continued)*

b. Maintaining tradition in sports is more important than modernizing and keeping with the times

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Strongly agree	14%	18%	12%	12%
Somewhat agree	27%	30%	23%	26%
Somewhat disagree	19%	21%	24%	28%
Strongly disagree	12%	11%	14%	13%
Don't know	27%	19%	25%	20%
Skipped	1%	*	1%	1%
Agree (Net)	41%	49%	35%	38%
Disagree (Net)	30%	32%	39%	41%

c. Sports betting lessens the integrity of the game

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Strongly agree	17%	19%	14%	14%
Somewhat agree	25%	27%	23%	25%
Somewhat disagree	18%	21%	20%	23%
Strongly disagree	11%	13%	11%	11%
Don't know	29%	20%	32%	27%
Skipped	1%	*	1%	*
Agree (Net)	41%	46%	37%	39%
Disagree (Net)	29%	34%	30%	34%

d. Colleges should offer resources and guidance to athletes navigating business ventures through NIL

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Strongly agree	24%	29%	26%	29%
Somewhat agree	32%	36%	28%	31%
Somewhat disagree	5%	5%	7%	7%
Strongly disagree	5%	5%	5%	4%
Don't know	33%	24%	34%	28%
Skipped	1%	*	1%	1%
Agree (Net)	56%	65%	54%	60%
Disagree (Net)	10%	10%	12%	12%

TOPLINE & METHODOLOGY

9. To what extent do you agree or disagree with the following statement(s)? *(Continued)*

e. I would like to see more coverage of women's sports

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Strongly agree	18%	19%	16%	17%
Somewhat agree	31%	35%	27%	30%
Somewhat disagree	12%	15%	16%	19%
Strongly disagree	10%	9%	10%	10%
Don't know	29%	21%	31%	24%
Skipped	1%	*	1%	*
Agree (Net)	49%	54%	42%	47%
Disagree (Net)	22%	25%	26%	28%

f. I am a fan of a sports team because I grew up with my family being fans of that team

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Strongly agree	16%	22%	14%	19%
Somewhat agree	24%	30%	26%	34%
Somewhat disagree	15%	17%	14%	15%
Strongly disagree	28%	22%	29%	21%
Don't know	16%	9%	16%	11%
Skipped	1%	-	1%	1%
Agree (Net)	40%	52%	40%	53%
Disagree (Net)	43%	39%	43%	36%

g. The American team's performance and participation in the Olympics makes me proud to be an American

	Total (N=1,039)	Fan (N=701)
Strongly agree	29%	36%
Somewhat agree	35%	38%
Somewhat disagree	7%	7%
Strongly disagree	5%	4%
Don't know	23%	14%
Skipped	1%	*
Agree (Net)	64%	74%
Disagree (Net)	12%	11%

TOPLINE & METHODOLOGY

9. To what extent do you agree or disagree with the following statement(s)? *(Continued)*

h. Athletes should remain neutral on social issues

	Total (N=1,039)	Fan (N=701)
Strongly agree	18%	20%
Somewhat agree	18%	18%
Somewhat disagree	25%	27%
Strongly disagree	20%	22%
Don't know	18%	12%
Skipped	1%	*
Agree (Net)	36%	38%
Disagree (Net)	45%	49%

i. Athletes should remain neutral on political issues

	Total (N=1,039)	Fan (N=701)
Strongly agree	21%	23%
Somewhat agree	18%	18%
Somewhat disagree	23%	25%
Strongly disagree	20%	21%
Don't know	18%	12%
Skipped	1%	*
Agree (Net)	39%	41%
Disagree (Net)	42%	46%

j. If an athlete takes a stand on an issue, they should stick by it, even if it makes some fans angry

	Total (N=1,039)	Fan (N=701)
Strongly agree	30%	33%
Somewhat agree	31%	32%
Somewhat disagree	7%	8%
Strongly disagree	6%	8%
Don't know	24%	19%
Skipped	1%	*
Agree (Net)	61%	65%
Disagree (Net)	13%	15%



TOPLINE & METHODOLOGY

10A. **[SPLIT A]** If an individual athlete takes a stand on the following, would that make you more or less likely to support them, or would it not make a difference?

More Likely Summary

	Total (N=1,039)	Fan (N=701)
An issue that you agree with	36%	40%
An issue that you do not agree with	4%	4%

a. An issue that you agree with

	Total (N=1,039)	Fan (N=701)
Much more likely to support	12%	13%
Somewhat more likely to support	23%	27%
Makes no difference	46%	47%
Somewhat less likely to support	3%	3%
Much less likely to support	3%	3%
Don't know	11%	7%
Skipped	1%	*
More likely (Net)	36%	40%
Less likely (Net)	6%	6%

b. An issue that you do not agree with

	Total (N=1,039)	Fan (N=701)
Much more likely to support	1%	1%
Somewhat more likely to support	3%	3%
Makes no difference	42%	41%
Somewhat less likely to support	23%	26%
Much less likely to support	19%	20%
Don't know	12%	7%
Skipped	1%	*
More likely (Net)	4%	4%
Less likely (Net)	42%	47%





TOPLINE & METHODOLOGY

10B. **[SPLIT B]** If a sports team takes a stand on the following, would that make you more or less likely to support them, or would it not make a difference?

More Likely Summary

	Total (N=1,039)	Fan (N=701)
An issue that you agree with	34%	39%
An issue that you do not agree with	3%	3%

a. An issue that you agree with

	Total (N=1,039)	Fan (N=701)
Much more likely to support	12%	13%
Somewhat more likely to support	22%	26%
Makes no difference	47%	47%
Somewhat less likely to support	3%	3%
Much less likely to support	3%	3%
Don't know	12%	7%
Skipped	1%	*
More likely (Net)	34%	39%
Less likely (Net)	6%	6%

b. If a sports team takes a stand on the following, would that make you more or less likely to support them, or would it not make a difference? An issue that you do not agree with

	Total (N=1,039)	Fan (N=701)
Much more likely to support	1%	1%
Somewhat more likely to support	2%	2%
Makes no difference	42%	42%
Somewhat less likely to support	22%	26%
Much less likely to support	19%	20%
Don't know	13%	8%
Skipped	1%	*
More likely (Net)	3%	3%
Less likely (Net)	41%	46%



TOPLINE & METHODOLOGY

11. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right.

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
People should be able to gamble on sports and spend their money how they want	61%	64%	59%	63%
Sports betting is wrong because it promotes activities that can lead to addiction	36%	35%	37%	35%
Skipped	3%	1%	4%	2%

	Total (N=1,039)	Fan (N=701)	Total 2023 (N=1,035)	Fan 2023 (N=719)
Allowing college athletes to earn money off their name, image and likeness (NIL) has a positive impact on college athletics by ensuring players are fairly compensated	61%	62%	57%	58%
Allowing college athletes to earn money off their name, image and likeness (NIL) is bad for college athletics because it gives certain schools a competitive advantage	35%	35%	39%	40%
Skipped	5%	2%	4%	2%

	Total (N=1,039)	Fan (N=701)
I would be interested in watching sports competitions where athletes can use performance-enhancing drugs (PEDs) without penalty	12%	12%
Sports competitions where athletes can use performance-enhancing drugs (PEDs) without penalty are dangerous and unappealing	84%	86%
Skipped	4%	2%

	Total (N=1,039)	Fan (N=701)
The amount of advertisements for sports betting lessens my enjoyment of sports	43%	43%
The amount of advertising for sports betting has no impact on my enjoyment of sports	55%	55%
Skipped	3%	2%

TOPLINE & METHODOLOGY

11. For each of the following pairs of statements, please select the one that comes closest to your view, even if neither statement is exactly right. (Continued)

	Total (N=1,039)	Fan (N=701)
Sports betting companies should stay in their lanes and focus only on gambling	78%	82%
Sports betting companies should provide other content separate from gambling, such as TV shows	18%	15%
Skipped	4%	2%

12. In the past year, did you watch an entire game/match for the following sports/leagues?

Yes Summary

	Total (N=1,039)	Fan (N=701)
National Football League (NFL)	56%	76%
NCAA Football (College Football)	36%	49%
Major League Baseball (MLB)	33%	46%
National Basketball Association (NBA)	28%	39%
NCAA Basketball (College Basketball)	26%	37%
National Hockey League (NHL)	18%	26%
U.S. soccer (i.e., MLS, NWSL)	14%	19%
Horse racing	14%	18%
International soccer (i.e., EPL, La Liga, Bundesliga, etc)	12%	17%

a. National Football League (NFL)

	Total (N=1,039)	Fan (N=701)
Yes, on live TV	39%	53%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	10%	14%
Yes, via clips/highlights afterwards	5%	6%
Yes, in person	3%	4%
No, I did not watch	43%	23%
Skipped	1%	1%
Yes (Net)	56%	76%

TOPLINE & METHODOLOGY

12. In the past year, did you watch an entire game/match for the following sports/leagues?
(Continued)

b. National Basketball Association (NBA)

	Total (N=1,039)	Fan (N=701)
Yes, on live TV	14%	21%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	5%	7%
Yes, via clips/highlights afterwards	6%	8%
Yes, in person	3%	4%
No, I did not watch	71%	60%
Skipped	1%	1%
Yes (Net)	28%	39%

c. Major League Baseball (MLB)

	Total (N=1,039)	Fan (N=701)
Yes, on live TV	17%	25%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	3%	5%
Yes, via clips/highlights afterwards	7%	9%
Yes, in person	6%	8%
No, I did not watch	66%	53%
Skipped	1%	1%
Yes (Net)	33%	46%

d. National Hockey League (NHL)

	Total (N=1,039)	Fan (N=701)
Yes, on live TV	8%	12%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	3%	4%
Yes, via clips/highlights afterwards	4%	5%
Yes, in person	3%	4%
No, I did not watch	81%	74%
Skipped	1%	*
Yes (Net)	18%	26%

TOPLINE & METHODOLOGY

12. In the past year, did you watch an entire game/match for the following sports/leagues?
(Continued)

e. NCAA Football (College Football)

	Total (N=1,039)	Fan (N=701)
Yes, on live TV	23%	32%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	6%	8%
Yes, via clips/highlights afterwards	4%	6%
Yes, in person	3%	4%
No, I did not watch	64%	50%
Skipped	1%	*
Yes (Net)	36%	49%

f. NCAA Basketball (College Basketball)

	Total (N=1,039)	Fan (N=701)
Yes, on live TV	16%	22%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	4%	6%
Yes, via clips/highlights afterwards	5%	6%
Yes, in person	2%	3%
No, I did not watch	73%	62%
Skipped	1%	*
Yes (Net)	26%	37%

g. Horse racing

	Total (N=1,039)	Fan (N=701)
Yes, on live TV	8%	11%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	2%	2%
Yes, via clips/highlights afterwards	3%	3%
Yes, in person	2%	2%
No, I did not watch	86%	81%
Skipped	1%	1%
Yes (Net)	14%	18%



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12. In the past year, did you watch an entire game/match for the following sports/leagues?
(Continued)

h. U.S. soccer (i.e., MLS, NWSL)

	Total (N=1,039)	Fan (N=701)
Yes, on live TV	5%	7%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	2%	3%
Yes, via clips/highlights afterwards	5%	7%
Yes, in person	2%	2%
No, I did not watch	85%	81%
Skipped	1%	*
Yes (Net)	14%	19%

i. International soccer (i.e., EPL, La Liga, Bundesliga, etc)

	Total (N=1,039)	Fan (N=701)
Yes, on live TV	5%	7%
Yes, via streaming (e.g., YouTube TV, Sling TV, DirecTV stream)	4%	5%
Yes, via clips/highlights afterwards	4%	4%
Yes, in person	*	*
No, I did not watch	87%	83%
Skipped	1%	1%
Yes (Net)	12%	17%



TOPLINE & METHODOLOGY

13. Which of the following Olympics events at this year's Summer Olympics in Paris do you plan to watch?

	Total (N=1,039)	Fan (N=701)
Gymnastics	44%	52%
Swimming	35%	43%
Track and field	31%	40%
Diving	24%	31%
Volleyball	18%	24%
Basketball	18%	24%
Soccer	15%	19%
Skateboarding	12%	16%
Boxing	10%	13%
Cycling	9%	10%
Rowing	7%	9%
Water polo	6%	7%
Fencing	5%	7%
Handball	3%	4%
Other	6%	8%
I do not plan to watch this year's Summer Olympics.	40%	28%
Skipped	1%	1%



TOPLINE & METHODOLOGY

About the Study

This poll was conducted February 16-18, 2024, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,039 general population adults age 18 or older. The sample includes 701 sports fans.

The margin of sampling error is plus or minus 3.2 percentage points for at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.09 for all respondents. For sports fans, the margin of sampling error is plus or minus 3.8 percentage points at the 95% confidence level, and the design effect was 1.08. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult U.S. population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the U.S. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population. KnowledgePanel members receive a per survey incentive, usually the equivalent of \$1 (though for some it is \$2) in points, that can be redeemed for cash or prizes. No prenotification email for this study was sent prior to field. Panelists receive a unique login to the survey and are only able to complete it one time. One reminder email was sent for this study.

The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2023 March Supplement of the Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Party ID (Democrat, Republican, Independent, Something else)





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This topline is trended with data from a previous Ipsos poll fielded January 13-15, 2023 using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,035 general population adults age 18 or older. The margin of sampling error is plus or minus 3.2 percentage points for at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.12 for all respondents. More information about this poll can be found [here](#).





TOPLINE & METHODOLOGY

About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD).

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