

Siena Poll Conducted by the Siena Research Institute  
 February 16 - 27, 2026  
 3084 United States Residents  
 Credibility Interval +/- 1.9%

Q1. In general, would you describe yourself as a sports fan, or not?																										
	Total				Fanship Category				Gender		Age				Region				Ethnicity					Education		
	2026	2025	2024	2023	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Yes	69%	68%	71%	70%	99%	94%	67%	9%	82%	58%	87%	76%	79%	61%	58%	70%	70%	63%	74%	66%	75%	81%	65%	65%	65%	78%
No	27%	31%	28%	30%	0%	3%	25%	87%	16%	38%	12%	19%	18%	35%	40%	27%	27%	33%	23%	31%	20%	16%	30%	29%	30%	20%
Don't know / Refused	3%	2%	1%	0%	0%	2%	7%	4%	2%	5%	2%	5%	3%	4%	2%	2%	4%	4%	3%	3%	5%	3%	5%	6%	4%	2%

Regardless of whether people call themselves sports fans or not, many people engage in sports related activities. For each of the following activities, please select the category which best describes your participation. [ROTATE Q2 - Q10]

Q2. Watch live sports on the television or another platform																										
	Total				Fanship Category				Gender		Age				Region				Ethnicity					Education		
	2026	2025	2024	2023	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Every day or almost every day	24%	20%	20%	20%	67%	21%	4%	0%	34%	13%	39%	28%	33%	16%	16%	26%	23%	20%	26%	22%	29%	30%	21%	19%	20%	31%
About once or twice a week	34%	38%	39%	38%	32%	62%	30%	3%	37%	30%	36%	31%	36%	35%	32%	35%	33%	32%	35%	34%	35%	34%	30%	31%	32%	37%
About once or twice a month	14%	13%	14%	15%	0%	14%	37%	6%	10%	18%	9%	14%	11%	16%	14%	10%	16%	15%	13%	14%	14%	16%	13%	11%	15%	12%
Less than once a month	13%	14%	14%	12%	0%	2%	25%	28%	9%	17%	8%	13%	11%	13%	16%	11%	13%	17%	12%	13%	13%	10%	19%	17%	14%	10%
Never	16%	15%	12%	15%	0%	1%	3%	62%	10%	22%	8%	13%	9%	21%	22%	17%	15%	17%	15%	18%	9%	10%	17%	21%	18%	10%

Q3. Listen to live sports on the radio or through another device																										
	Total				Fanship Category				Gender		Age				Region				Ethnicity					Education		
	2026	2025	2024	2023	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Every day or almost every day	14%	11%	11%	13%	51%	4%	1%	0%	21%	7%	26%	18%	22%	8%	6%	16%	13%	11%	18%	12%	18%	23%	8%	10%	11%	21%
About once or twice a week	20%	21%	22%	24%	39%	34%	3%	0%	26%	15%	30%	24%	27%	16%	13%	20%	21%	18%	22%	20%	19%	26%	20%	16%	18%	26%
About once or twice a month	13%	12%	14%	15%	6%	27%	14%	0%	13%	12%	12%	15%	13%	12%	10%	13%	14%	12%	11%	12%	15%	13%	15%	11%	12%	13%
Less than once a month	16%	17%	19%	16%	2%	17%	39%	7%	14%	17%	13%	15%	13%	16%	18%	15%	16%	19%	14%	16%	13%	15%	20%	11%	17%	14%
Never	37%	39%	33%	32%	1%	19%	43%	92%	26%	48%	20%	28%	25%	47%	53%	36%	37%	41%	35%	40%	34%	23%	38%	51%	42%	27%

Q4. Watch or listen to sports news on the television, radio, or another platform																										
	Total				Fanship Category				Gender		Age				Region				Ethnicity					Education		
	2026	2025	2024	2023	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Every day or almost every day	26%	24%	24%	25%	73%	24%	6%	1%	39%	14%	40%	27%	35%	20%	24%	30%	24%	24%	29%	26%	32%	31%	19%	22%	22%	37%
About once or twice a week	28%	30%	31%	31%	25%	56%	22%	1%	30%	25%	32%	30%	29%	25%	25%	26%	28%	25%	30%	27%	27%	34%	25%	22%	27%	29%
About once or twice a month	12%	13%	13%	14%	1%	15%	31%	3%	9%	15%	10%	15%	11%	13%	9%	11%	13%	12%	12%	11%	15%	13%	24%	11%	14%	9%
Less than once a month	12%	13%	14%	12%	0%	3%	30%	19%	8%	16%	7%	11%	11%	14%	13%	10%	13%	15%	10%	12%	12%	8%	14%	20%	13%	11%
Never	21%	20%	18%	18%	0%	2%	10%	77%	14%	29%	11%	17%	13%	28%	29%	22%	21%	24%	19%	24%	14%	14%	18%	25%	25%	13%

Q5. Watch or listen to sports commentary on the television, radio, podcasts, or another platform																										
	Total				Fanship Category				Gender		Age				Region				Ethnicity					Education		
	2026	2025	2024	2023	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Every day or almost every day	22%	20%	18%	20%	68%	16%	2%	0%	32%	12%	35%	24%	29%	17%	15%	24%	21%	18%	25%	20%	26%	28%	17%	18%	18%	30%
About once or twice a week	27%	28%	26%	27%	31%	54%	15%	0%	31%	23%	34%	28%	32%	25%	21%	30%	27%	23%	28%	26%	29%	31%	27%	21%	25%	32%
About once or twice a month	12%	13%	14%	13%	1%	20%	23%	1%	11%	13%	11%	13%	10%	12%	10%	10%	14%	13%	9%	12%	14%	12%	7%	13%	13%	9%
Less than once a month	14%	15%	15%	14%	0%	7%	38%	15%	10%	18%	9%	15%	12%	12%	18%	10%	14%	17%	15%	14%	11%	13%	25%	18%	15%	13%
Never	25%	24%	28%	26%	0%	2%	23%	83%	16%	34%	11%	19%	16%	34%	36%	25%	25%	30%	23%	29%	19%	15%	24%	30%	30%	16%

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Q6. Check the scores of live sporting events or use a mobile device to keep track of sports																											
	Total 2026	Total 2025	Total 2024	Total 2023	Fanship Category				Gender		Age					Region				Ethnicity					Education		
					Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Every day or almost every day	26%	24%	25%	24%	75%	23%	3%	0%	38%	14%	41%	29%	35%	19%	18%	28%	25%	21%	30%	24%	31%	34%	17%	20%	21%	36%	
About once or twice a week	27%	27%	28%	29%	24%	57%	19%	0%	31%	24%	33%	31%	29%	25%	21%	28%	28%	24%	28%	26%	27%	30%	33%	23%	26%	30%	
About once or twice a month	11%	11%	12%	12%	1%	15%	29%	1%	9%	14%	9%	12%	11%	12%	10%	9%	12%	13%	10%	11%	12%	13%	11%	16%	13%	9%	
Less than once a month	11%	13%	12%	12%	0%	2%	30%	13%	6%	15%	6%	10%	10%	11%	12%	9%	10%	14%	9%	11%	10%	8%	14%	15%	11%	9%	
Never	25%	25%	22%	24%	0%	2%	19%	85%	16%	33%	11%	18%	14%	33%	39%	26%	25%	28%	22%	28%	20%	15%	26%	26%	29%	16%	

Q7. Engage in fantasy sports																											
	Total 2026	Total 2025	Total 2024	Total 2023	Fanship Category				Gender		Age					Region				Ethnicity					Education		
					Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Every day or almost every day	9%	6%	6%	9%	33%	3%	0%	0%	14%	3%	20%	16%	13%	3%	2%	11%	8%	6%	11%	8%	11%	15%	5%	3%	7%	14%	
About once or twice a week	14%	11%	11%	13%	39%	13%	2%	0%	20%	8%	26%	20%	23%	8%	2%	16%	15%	10%	15%	13%	18%	20%	11%	5%	11%	21%	
About once or twice a month	8%	7%	7%	7%	12%	14%	4%	0%	10%	6%	13%	14%	11%	4%	2%	8%	9%	6%	10%	7%	12%	8%	18%	8%	7%	10%	
Less than once a month	9%	10%	11%	9%	6%	16%	13%	2%	9%	10%	10%	10%	12%	9%	6%	8%	10%	9%	9%	8%	11%	15%	14%	7%	10%	7%	
Never	59%	66%	64%	61%	10%	54%	81%	98%	46%	72%	30%	40%	41%	76%	88%	57%	58%	68%	55%	65%	47%	43%	52%	77%	64%	49%	

Q8. Bet on sporting events																											
	Total 2026	Total 2025	Total 2024	Total 2023	Fanship Category				Gender		Age					Region				Ethnicity					Education		
					Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Every day or almost every day	7%	6%	5%	6%	25%	3%	1%	0%	11%	3%	16%	13%	11%	3%	1%	8%	7%	6%	9%	6%	10%	12%	2%	4%	6%	10%	
About once or twice a week	13%	10%	11%	12%	37%	12%	2%	0%	20%	6%	27%	19%	22%	7%	2%	16%	13%	9%	14%	12%	16%	20%	12%	1%	10%	21%	
About once or twice a month	9%	8%	9%	10%	14%	15%	5%	1%	11%	7%	14%	11%	14%	8%	2%	8%	10%	8%	9%	8%	14%	11%	5%	14%	9%	9%	
Less than once a month	12%	12%	14%	12%	10%	18%	14%	3%	12%	11%	13%	13%	14%	10%	8%	11%	11%	11%	13%	10%	11%	16%	17%	16%	12%	11%	
Never	59%	64%	62%	60%	14%	52%	78%	96%	45%	72%	31%	44%	40%	72%	87%	56%	59%	66%	55%	64%	49%	40%	65%	64%	64%	49%	

Q9. Talk about sports with your friends and family whether in person, online or via text																											
	Total 2026	Total 2025	Total 2024	Total 2023	Fanship Category				Gender		Age					Region				Ethnicity					Education		
					Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Every day or almost every day	23%	20%	22%	22%	71%	16%	3%	0%	32%	13%	39%	30%	31%	15%	11%	25%	23%	19%	25%	21%	25%	29%	18%	20%	19%	30%	
About once or twice a week	30%	31%	33%	32%	27%	61%	23%	1%	35%	26%	37%	33%	34%	28%	24%	31%	30%	29%	29%	29%	34%	33%	27%	31%	28%	34%	
About once or twice a month	14%	15%	14%	15%	2%	17%	35%	4%	10%	18%	9%	15%	12%	14%	16%	13%	15%	15%	14%	15%	16%	14%	8%	12%	15%	13%	
Less than once a month	14%	15%	15%	14%	0%	4%	31%	25%	10%	19%	7%	10%	12%	17%	20%	12%	14%	17%	13%	15%	12%	12%	22%	14%	16%	9%	
Never	19%	19%	16%	17%	0%	1%	8%	70%	13%	24%	8%	13%	11%	25%	29%	19%	18%	20%	18%	21%	13%	12%	25%	22%	21%	13%	

Q10. Check social media for news or updates on your favorite athletes, teams, commentators and other sports figures																											
	Total 2026	Total 2025			Fanship Category				Gender		Age					Region				Ethnicity					Education		
					Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+	
Every day or almost every day	27%	23%			78%	24%	3%	1%	38%	17%	47%	35%	39%	20%	11%	30%	27%	20%	32%	25%	34%	37%	21%	15%	22%	38%	
About once or twice a week	21%	23%			19%	46%	13%	0%	24%	18%	28%	27%	25%	17%	14%	21%	23%	19%	21%	20%	21%	25%	26%	22%	21%	22%	
About once or twice a month	11%	10%			1%	16%	25%	1%	9%	13%	9%	13%	11%	11%	8%	10%	11%	12%	11%	10%	15%	10%	11%	19%	12%	8%	
Less than once a month	12%	13%			1%	5%	34%	12%	7%	17%	6%	10%	11%	14%	14%	11%	12%	14%	12%	12%	9%	11%	16%	16%	13%	11%	
Never	28%	32%			1%	9%	24%	85%	21%	35%	11%	16%	14%	37%	53%	27%	27%	35%	25%	33%	22%	16%	27%	28%	32%	22%	

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Q2-Q10 Computed Fanship Category																											
				Fanship Category				Gender		Age				Region				Ethnicity					Education				
	Total 2026	Total 2025	Total 2024	Total 2023	Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
Avid	25%	20%	19%	21%	100%	0%	0%	0%	37%	12%	47%	34%	39%	14%	8%	28%	25%	17%	29%	23%	29%	37%	17%	15%	19%	38%	
Involved	30%	32%	26%	26%	0%	100%	0%	0%	33%	27%	30%	30%	29%	29%	30%	29%	29%	28%	31%	28%	32%	31%	35%	36%	30%	29%	
Casual	22%	24%	27%	26%	0%	0%	100%	0%	16%	28%	13%	20%	17%	25%	27%	19%	22%	28%	18%	23%	23%	18%	23%	20%	24%	17%	
Nonfan	24%	24%	28%	27%	0%	0%	0%	100%	14%	33%	10%	17%	15%	31%	35%	23%	23%	27%	22%	27%	16%	14%	26%	29%	27%	16%	

Which of the following types of sporting events have you attended over the past year?

Q11. Youth sports																											
				Fanship Category				Gender		Age				Region				Ethnicity					Education				
	Total 2026	Total 2025			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
Yes	33%	29%			60%	35%	23%	10%	36%	29%	45%	38%	44%	26%	18%	34%	31%	32%	35%	31%	39%	40%	21%	24%	28%	42%	
No	66%	69%			39%	64%	76%	87%	62%	70%	54%	60%	55%	73%	81%	66%	68%	66%	63%	67%	59%	59%	75%	74%	70%	58%	
Don't know / Refused	1%	2%			0%	1%	1%	3%	1%	1%	2%	2%	1%	1%	1%	0%	1%	2%	2%	1%	1%	1%	4%	2%	2%	0%	

Q12. High school sporting events																											
				Fanship Category				Gender		Age				Region				Ethnicity					Education				
	Total 2026	Total 2025			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
Yes	32%	29%			61%	33%	23%	9%	36%	28%	45%	42%	44%	23%	15%	32%	33%	29%	34%	29%	41%	41%	25%	34%	29%	38%	
No	67%	70%			39%	66%	77%	89%	63%	71%	54%	57%	56%	76%	84%	67%	67%	70%	65%	70%	59%	58%	73%	66%	70%	61%	
Don't know / Refused	1%	1%			0%	1%	1%	2%	1%	1%	1%	2%	0%	1%	1%	1%	1%	1%	2%	1%	0%	1%	2%	0%	1%	1%	

Q13. College athletics sporting events																											
				Fanship Category				Gender		Age				Region				Ethnicity					Education				
	Total 2026	Total 2025			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
Yes	28%	26%			65%	29%	10%	3%	37%	19%	46%	39%	39%	18%	11%	25%	29%	24%	32%	27%	35%	35%	17%	19%	21%	42%	
No	71%	72%			34%	70%	88%	95%	62%	80%	53%	60%	61%	81%	88%	74%	71%	75%	67%	73%	64%	63%	80%	81%	77%	57%	
Don't know / Refused	1%	1%			1%	1%	1%	2%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	2%	3%	0%	1%	1%	

Q14. Professional sporting events																											
				Fanship Category				Gender		Age				Region				Ethnicity					Education				
	Total 2026	Total 2025			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+	
Yes	41%	35%			84%	49%	21%	6%	52%	31%	62%	52%	55%	32%	21%	45%	39%	35%	47%	39%	46%	54%	35%	27%	35%	55%	
No	58%	64%			16%	50%	77%	91%	47%	68%	37%	47%	44%	67%	78%	53%	60%	64%	51%	60%	53%	44%	64%	71%	64%	44%	
Don't know / Refused	1%	1%			0%	1%	2%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	2%	2%	2%	0%	

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Q15. Regardless of how much of a sports fan you are, which of the following would you say is your favorite sport?																										
					Fanship Category				Gender		Age					Region				Ethnicity					Education	
	Total 2026				Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Football	38%				49%	46%	41%	15%	42%	35%	41%	35%	41%	41%	35%	32%	42%	39%	36%	39%	37%	36%	30%	38%	39%	37%
Basketball	16%				22%	19%	13%	9%	17%	15%	22%	22%	20%	10%	10%	16%	17%	15%	15%	11%	37%	19%	21%	19%	15%	18%
Baseball	12%				10%	14%	15%	9%	11%	12%	8%	8%	10%	13%	18%	14%	9%	12%	13%	13%	4%	13%	11%	11%	12%	11%
Soccer	7%				11%	7%	6%	5%	8%	7%	11%	11%	11%	4%	2%	10%	7%	5%	8%	6%	6%	16%	6%	5%	6%	11%
Hockey	4%				2%	4%	5%	6%	4%	4%	5%	5%	4%	6%	3%	6%	3%	5%	5%	6%	1%	2%	2%	2%	5%	4%
Tennis	3%				2%	2%	3%	3%	2%	3%	2%	3%	2%	3%	2%	2%	3%	2%	3%	2%	4%	2%	8%	2%	2%	4%
Golf	2%				2%	3%	2%	2%	3%	1%	2%	2%	2%	1%	4%	1%	2%	3%	2%	3%	1%	0%	3%	2%	2%	3%
Auto/Motor Sports: NASCAR, Formula 1, NHRA, etc.	1%				0%	1%	2%	2%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	0%	0%	1%	0%	1%	1%
Combat Sports: Boxing, MMA, UFC, Wrestling, etc.	1%				0%	1%	3%	1%	1%	1%	2%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	3%	3%	1%	1%
Other	3%				1%	2%	5%	5%	2%	4%	1%	4%	2%	3%	3%	3%	2%	3%	4%	3%	2%	2%	3%	4%	3%	3%
Do not have a favorite sport	12%				0%	2%	5%	43%	7%	16%	4%	8%	6%	17%	18%	12%	12%	14%	11%	13%	8%	9%	13%	14%	14%	8%

Q75. Which of the following services have you used to watch* sporting events over the past year? Check all that apply.																										
	Total 2026	Total 2025			Fanship Category				Gender		Age					Region				Ethnicity					Education	
	Total 2026	Total 2025			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Broadcast or Cable Television networks	54%	42%			62%	65%	56%	28%	60%	48%	54%	45%	54%	56%	63%	56%	55%	55%	49%	54%	59%	49%	51%	51%	51%	59%
Streaming services, such as Hulu, Peacock, YouTube TV, Amazon Prime Video, Fubo, etc.	62%	55%			88%	71%	61%	23%	69%	55%	79%	75%	75%	54%	36%	62%	62%	59%	64%	60%	67%	72%	49%	57%	58%	69%
League-specific streaming services, such as the NBA League Pass, NHL.TV, MLB.TV, etc.	21%	19%			52%	21%	8%	2%	27%	15%	34%	27%	34%	12%	9%	24%	21%	15%	25%	20%	22%	31%	15%	17%	16%	32%
Don't know / Refused	14%	24%			0%	1%	5%	52%	8%	19%	6%	11%	8%	17%	21%	14%	13%	16%	14%	15%	8%	8%	16%	22%	16%	9%
* 2025 Wording: "have you subscribed to for the purpose of watching"																										

Q76. Have you ever subscribed to a streaming service solely for the purpose of viewing a sporting event?																										
	Total 2026				Fanship Category				Gender		Age					Region				Ethnicity					Education	
	Total 2026				Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
Yes	39%				80%	44%	23%	4%	49%	29%	61%	49%	56%	29%	15%	38%	40%	32%	42%	37%	43%	51%	26%	28%	34%	50%
No	60%				20%	54%	75%	95%	50%	70%	37%	49%	43%	70%	84%	61%	59%	66%	56%	63%	55%	46%	73%	70%	65%	49%
Don't know / Refused	1%				0%	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	3%	1%	2%	1%	0%

Q77. How many non-Cable streaming services (Such as Hulu, Peacock, Youtube TV, or league-specific services such as the NBA League Pass, NHL.TV, etc.) are you subscribed to for the purposes of watching sporting events?																										
	Total 2026				Fanship Category				Gender		Age					Region				Ethnicity					Education	
	Total 2026				Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
None	39%				6%	26%	48%	83%	32%	46%	21%	24%	25%	50%	66%	37%	37%	46%	39%	44%	29%	23%	51%	40%	43%	32%
1	18%				16%	26%	24%	6%	18%	19%	20%	24%	17%	17%	15%	18%	21%	18%	16%	17%	22%	21%	15%	24%	19%	18%
2	18%				32%	25%	11%	3%	23%	14%	27%	23%	25%	13%	9%	22%	18%	15%	19%	17%	21%	26%	15%	17%	17%	21%
3 - 4	16%				35%	16%	9%	3%	19%	13%	24%	21%	23%	12%	6%	14%	17%	14%	17%	15%	20%	22%	12%	11%	14%	20%
5 or more	5%				10%	4%	5%	1%	6%	4%	6%	4%	8%	6%	2%	6%	5%	3%	6%	5%	5%	6%	5%	2%	4%	8%
Don't know / Refused	3%				1%	2%	3%	4%	2%	3%	2%	4%	1%	2%	3%	3%	2%	3%	3%	2%	4%	2%	2%	6%	3%	1%

Q78. Please indicate which of the following statements come closest to your view of streaming services required to watch certain sporting events. [Order Reversed for Half of Respondents]																										
	Total 2026				Fanship Category				Gender		Age					Region				Ethnicity					Education	
					Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
By subscribing to a sporting-specific streaming service, I now watch more sporting events than before	18%				44%	19%	9%	1%	23%	14%	30%	25%	27%	12%	7%	18%	19%	16%	20%	17%	20%	25%	14%	17%	14%	28%
I subscribed to a sporting-specific streaming service once to watch a specific game, and I only use it when I need to	24%				37%	32%	20%	4%	27%	21%	34%	32%	31%	18%	10%	24%	23%	22%	26%	21%	29%	32%	25%	25%	23%	25%
I refuse to subscribe to a new service just to watch the events I used to enjoy as part of my regular cable television package	44%				16%	41%	58%	63%	40%	48%	29%	31%	31%	52%	68%	45%	45%	46%	40%	47%	40%	35%	49%	38%	47%	38%
Don't know / Refused	14%				3%	8%	14%	31%	9%	18%	8%	12%	11%	17%	15%	13%	13%	16%	13%	15%	11%	8%	12%	20%	16%	9%

Q79. Considering that specific streaming services may be the only way to see some games, including not only professional but college sporting events, how concerned are you that you will not be able to afford to see the games you want to watch?																										
	Total 2026				Fanship Category				Gender		Age					Region				Ethnicity					Education	
					Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
Very concerned	18%				27%	21%	13%	7%	21%	14%	19%	15%	18%	18%	20%	17%	18%	17%	17%	19%	17%	17%	10%	10%	15%	22%
Somewhat concerned	25%				37%	31%	26%	4%	29%	21%	32%	29%	28%	21%	20%	27%	23%	23%	28%	24%	27%	29%	30%	15%	23%	30%
<b>Total Concerned</b>	<b>43%</b>				<b>64%</b>	<b>52%</b>	<b>39%</b>	<b>11%</b>	<b>50%</b>	<b>35%</b>	<b>51%</b>	<b>44%</b>	<b>46%</b>	<b>39%</b>	<b>40%</b>	<b>44%</b>	<b>41%</b>	<b>40%</b>	<b>45%</b>	<b>43%</b>	<b>44%</b>	<b>46%</b>	<b>40%</b>	<b>25%</b>	<b>38%</b>	<b>52%</b>
Not very concerned	22%				21%	30%	24%	10%	21%	22%	25%	27%	25%	18%	14%	19%	22%	22%	23%	19%	25%	26%	25%	30%	23%	20%
Not at all concerned	30%				14%	15%	30%	67%	24%	37%	20%	23%	25%	36%	41%	30%	31%	32%	28%	32%	26%	25%	29%	38%	33%	25%
<b>Total Not Concerned</b>	<b>52%</b>				<b>35%</b>	<b>45%</b>	<b>54%</b>	<b>77%</b>	<b>45%</b>	<b>59%</b>	<b>45%</b>	<b>50%</b>	<b>50%</b>	<b>54%</b>	<b>55%</b>	<b>49%</b>	<b>53%</b>	<b>54%</b>	<b>51%</b>	<b>51%</b>	<b>51%</b>	<b>51%</b>	<b>54%</b>	<b>68%</b>	<b>56%</b>	<b>45%</b>
Don't know / Refused	5%				1%	3%	7%	12%	4%	7%	4%	5%	4%	6%	5%	6%	6%	6%	4%	6%	5%	3%	6%	7%	6%	3%

Q80. Turning to a different issue in sports... Do you think professional sports does more to overcome racial discrimination in America or more to perpetuate racial discrimination in America?																										
	Total 2026	Total 2025	Total 2024	Total 2023	Fanship Category				Gender		Age					Region				Ethnicity					Education	
					Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
Professional sports does more to overcome racial discrimination in America	50%	57%	54%	54%	66%	56%	46%	29%	55%	45%	60%	52%	56%	43%	48%	53%	48%	50%	50%	52%	49%	50%	37%	42%	46%	58%
Professional sports does more to perpetuate racial discrimination in America	17%	14%	18%	14%	21%	18%	16%	12%	19%	15%	20%	21%	17%	16%	13%	14%	19%	15%	18%	14%	21%	25%	16%	17%	17%	17%
Don't Know/Refused	33%	29%	28%	32%	13%	26%	38%	59%	26%	41%	19%	27%	28%	41%	39%	34%	33%	35%	31%	34%	29%	26%	47%	41%	37%	25%

Q81. And considering professional sports leagues on the whole, would you say that professional sports is doing an excellent job, just enough, or not enough to address the issue of the gender pay gap between male and female athletes?																										
	Total 2026	Total 2025			Fanship Category				Gender		Age					Region				Ethnicity					Education	
					Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+
Professional sports is doing an excellent job to address the gender pay gap	19%	16%			42%	17%	10%	5%	24%	14%	31%	24%	27%	13%	7%	23%	20%	15%	18%	18%	24%	24%	13%	12%	16%	25%
Professional sports is doing just enough to address the gender pay gap	22%	23%			31%	27%	20%	9%	28%	17%	31%	28%	24%	17%	19%	22%	22%	22%	23%	20%	27%	29%	22%	16%	21%	24%
Professional sports is not doing enough to address the gender pay gap	30%	37%			17%	35%	36%	30%	24%	36%	21%	27%	26%	33%	36%	26%	29%	31%	33%	30%	27%	24%	36%	39%	29%	32%
Don't know / Refused	29%	23%			9%	20%	34%	56%	24%	34%	17%	21%	23%	37%	38%	29%	29%	32%	26%	32%	21%	23%	28%	32%	33%	20%

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Now, for each of the following items, please indicate whether you believe it is good for sports or bad for sports. [ROTATE Q82 - Q92]																										
Q82. Athletes, coaches, and other figures in professional sports speaking out against what they believe are social injustices																										
	Total 2026	Fanship Category						Gender		Age					Region				Ethnicity					Education		
		Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+			
Good for sports	54%	72%	56%	48%	36%	58%	50%	66%	64%	64%	42%	41%	56%	53%	47%	58%	50%	67%	62%	56%	46%	50%	62%			
Bad for sports	26%	21%	27%	28%	27%	26%	25%	21%	21%	19%	32%	33%	23%	27%	30%	22%	30%	13%	20%	17%	28%	27%	24%			
Don't know / Refused	21%	7%	16%	24%	37%	16%	25%	13%	16%	16%	27%	26%	21%	20%	23%	19%	20%	20%	18%	28%	26%	24%	14%			
Q83. An executive order signed by U.S. President Trump which threatens to withhold federal funds from any educational institutions or athletic associations who allow transgender women to compete in women's sporting competitions																										
	Total 2026	Fanship Category						Gender		Age					Region				Ethnicity					Education		
		Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+			
Good for sports	47%	62%	51%	38%	34%	55%	39%	56%	44%	51%	46%	46%	46%	50%	46%	42%	51%	37%	45%	29%	43%	44%	53%			
Bad for sports	34%	27%	34%	41%	36%	32%	36%	32%	38%	33%	32%	33%	34%	31%	35%	38%	32%	41%	38%	42%	29%	35%	32%			
Don't know / Refused	19%	11%	15%	21%	31%	13%	25%	12%	17%	16%	22%	21%	20%	19%	18%	20%	18%	22%	16%	29%	28%	21%	15%			
Q86. Dedicated streaming services for individual sports leagues, such as the NBA League Pass, NHL.TV, MLB.TV, NFL Sunday Ticket and more																										
	Total 2026	Total 2025	Fanship Category						Gender		Age					Region				Ethnicity					Education	
			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Good for sports	52%	56%	78%	56%	43%	27%	57%	46%	68%	60%	67%	45%	29%	53%	55%	42%	54%	47%	65%	63%	44%	58%	51%	54%		
Bad for sports	24%	21%	17%	28%	30%	21%	26%	22%	20%	21%	18%	24%	37%	23%	22%	29%	24%	27%	15%	19%	27%	17%	23%	27%		
Don't know / Refused	24%	22%	5%	15%	27%	53%	17%	31%	13%	20%	15%	31%	33%	24%	23%	29%	22%	26%	20%	18%	30%	25%	26%	19%		
Q87. ESPN, a subsidiary of The Walt Disney Company, acquiring the media assets of the NFL, including the streaming rights to the NFL Network																										
	Total 2026	Fanship Category						Gender		Age					Region				Ethnicity					Education		
		Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+			
Good for sports	39%	69%	41%	29%	14%	45%	33%	55%	46%	53%	30%	23%	39%	41%	34%	40%	38%	46%	46%	24%	27%	35%	47%			
Bad for sports	28%	20%	31%	36%	28%	31%	26%	26%	28%	21%	30%	36%	29%	28%	32%	26%	29%	23%	29%	25%	37%	29%	27%			
Don't know / Refused	33%	11%	28%	36%	58%	24%	41%	19%	26%	26%	40%	41%	33%	31%	34%	34%	33%	31%	26%	51%	36%	36%	26%			
Q89. AI-powered predictions on the outcomes of sporting events being made available to fans during live games																										
	Total 2026	Total 2025	Fanship Category						Gender		Age					Region				Ethnicity					Education	
			Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr Amer/Black	Latino	Asian	Other	No Deg.	B.A.+		
Good for sports	28%	28%	55%	28%	17%	11%	36%	21%	46%	36%	43%	18%	10%	29%	30%	21%	30%	26%	34%	35%	21%	26%	23%	38%		
Bad for sports	49%	47%	36%	54%	58%	49%	46%	52%	39%	44%	39%	54%	62%	48%	48%	53%	50%	51%	42%	44%	53%	53%	51%	45%		
Don't know / Refused	23%	25%	9%	18%	26%	41%	19%	27%	15%	19%	18%	28%	27%	24%	22%	26%	20%	23%	24%	21%	27%	21%	25%	17%		

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**Q93 - Q95 RANDOM SPLIT: Half of the sample (Group A) received "Don't know" as a response option. The other half (Group B) did not receive "Don't know" as a response option.**

Q93a. Turning to another issue in sports... How much thought have you given to the issue of whether transgender people should or should not be allowed to participate in organized sports with others that share their gender identity?																													
		Fanship Category						Gender		Age					Region				Ethnicity					Education					
	Total 2026							Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
A lot	23%							33%	24%	22%	15%	24%	22%	26%	25%	21%	20%	22%	24%	22%	23%	23%	26%	15%	23%	16%	13%	21%	27%
Some	33%							37%	38%	33%	22%	35%	31%	36%	35%	30%	32%	34%	37%	30%	33%	35%	34%	33%	33%	25%	30%	31%	37%
Not very much	21%							15%	22%	23%	25%	21%	22%	21%	20%	25%	17%	22%	23%	21%	21%	20%	19%	19%	23%	35%	27%	21%	21%
None at all	18%							14%	13%	18%	29%	17%	19%	14%	15%	16%	21%	20%	14%	21%	17%	16%	16%	28%	16%	18%	28%	22%	10%
Don't know / Refused	5%							1%	4%	5%	9%	3%	6%	3%	4%	4%	8%	3%	4%	4%	6%	6%	5%	5%	5%	6%	2%	5%	4%

Q94a. Thinking about transgender high school students, are you in favor of or opposed to transgender high school students being allowed to participate in organized high school sports with others that share their gender identity?																													
		Fanship Category						Gender		Age					Region				Ethnicity					Education					
	Total 2026							Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
In favor of	28%							40%	25%	26%	23%	31%	25%	40%	38%	37%	19%	17%	30%	26%	26%	33%	27%	29%	41%	32%	10%	25%	35%
Opposed to	51%							49%	57%	49%	49%	52%	51%	45%	43%	45%	59%	62%	51%	57%	51%	44%	55%	47%	41%	34%	61%	54%	47%
Don't know / Refused	20%							11%	18%	25%	27%	17%	23%	15%	19%	18%	22%	21%	19%	17%	23%	24%	18%	24%	18%	34%	29%	21%	18%

Q95a. And now considering higher levels of competition including college and professional competition, are you in favor of or opposed to transgender athletes being allowed to compete in elite sports with others that share their gender identity?																													
		Fanship Category						Gender		Age					Region				Ethnicity					Education					
	Total 2026							Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
In favor of	28%							39%	27%	25%	21%	30%	26%	38%	39%	35%	20%	16%	33%	27%	25%	30%	26%	33%	38%	36%	10%	25%	34%
Opposed to	52%							51%	55%	50%	50%	53%	51%	47%	44%	46%	58%	61%	48%	55%	54%	48%	57%	43%	39%	32%	61%	54%	47%
Don't know / Refused	20%							11%	18%	25%	28%	17%	23%	15%	17%	19%	22%	23%	20%	18%	22%	22%	17%	24%	22%	32%	29%	21%	18%

Q93b. Turning to another issue in sports... How much thought have you given to the issue of whether transgender people should or should not be allowed to participate in organized sports with others that share their gender identity?																													
		Fanship Category						Gender		Age					Region				Ethnicity					Education					
	Total 2026	Total 2025						Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
A lot	26%	27%						39%	26%	19%	19%	29%	24%	31%	29%	31%	23%	20%	29%	28%	21%	27%	26%	23%	32%	18%	32%	25%	31%
Some	32%	31%						34%	35%	34%	26%	32%	33%	31%	31%	35%	32%	33%	32%	31%	37%	32%	34%	35%	30%	14%	29%	31%	35%
Not very much	24%	23%						17%	25%	29%	25%	23%	24%	21%	23%	20%	26%	26%	25%	24%	21%	25%	23%	26%	22%	25%	23%	24%	24%
None at all	18%	19%						10%	14%	18%	30%	16%	19%	17%	17%	15%	19%	20%	14%	18%	21%	17%	17%	16%	16%	44%	16%	21%	11%

Q94b. Thinking about transgender high school students, are you in favor of or opposed to transgender high school students being allowed to participate in organized high school sports with others that share their gender identity?																													
		Fanship Category						Gender		Age					Region				Ethnicity					Education					
	Total 2026	Total 2025						Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
In favor of	41%	35%						49%	37%	40%	40%	38%	44%	46%	50%	45%	38%	29%	49%	37%	40%	44%	40%	43%	48%	46%	34%	40%	45%
Opposed to	59%	65%						51%	63%	60%	60%	62%	56%	54%	50%	55%	62%	71%	51%	63%	60%	56%	60%	57%	52%	54%	66%	60%	55%

Q95b. And now considering higher levels of competition including college and professional competition, are you in favor of or opposed to transgender athletes being allowed to compete in elite sports with others that share their gender identity?																													
		Fanship Category						Gender		Age					Region				Ethnicity					Education					
	Total 2026	Total 2025						Avid	Involved	Casual	Nonfan	M	F	M 18-49	18-34	35-49	50-64	65+	NE	S	M	W	White	Afr	Latino	Asian	Other	No Deg.	B.A.+
In favor of	42%	35%						48%	39%	43%	38%	39%	44%	45%	50%	45%	38%	30%	47%	39%	41%	42%	40%	44%	45%	41%	41%	40%	44%
Opposed to	58%	65%						52%	61%	57%	62%	61%	56%	55%	50%	55%	62%	70%	53%	61%	59%	58%	60%	56%	55%	59%	59%	60%	56%

Siena Poll Conducted by the Siena Research Institute  
 February 16 - 27, 2026  
 3084 United States Residents  
 Credibility Interval +/- 1.9%

Nature of the Sample	
United States Residents	
<b>Fanship Category</b>	
Avid	25%
Involved	30%
Casual	22%
Nonfan	24%
<b>Gender</b>	
Male	49%
Female	51%
Male 18-49	31%
<b>Age</b>	
18-34	30%
35-49	25%
50-64	25%
65+	21%
<b>Region</b>	
Northeast	18%
South	38%
Midwest	21%
West	24%
<b>Ethnicity</b>	
White	63%
African-American/Black	11%
Hispanic/Latino	15%
Asian	5%
Other	6%
<b>Education</b>	
Less than Bachelors' Degree	69%
Bachelors' Degree or higher	31%

**This American Sport Fanship Survey was conducted February 16 - 27, 2026 among 3084 responses drawn from a proprietary online panel (Lucid/Cint) of United States Residents.**

Interviews conducted online are excluded from the sample and final analysis if they fail any data quality attention check question. Duplicate responses are identified by their response ID and removed from the sample. Three questions were asked of online respondents including a honey-pot question to catch bots and two questions ask the respondent to follow explicit directions. The proprietary panel also incorporates measures that “safeguard against automated bot attacks, deduplication issues, fraudulent VPN usage, and suspicious IP addresses”. Coding of open-ended responses was done by a single human coder.

Data was statistically adjusted by age, region, race/ethnicity, education, and gender to ensure representativeness. The probability of being included in any given online survey sample is unknown, very difficult to ascertain, or simply zero (non-internet users). Further, the nature of use of the internet is not uniform within the population, so this limits one's ability to calculate the likelihood of reaching a person through an online poll. Instead of a margin of error, we calculate the credibility interval. In this case, the poll has a credibility interval of plus or minus 1.9 percentage points. Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding.

The Siena Research Institute, directed by Donald Levy, Ph.D., conducts political, economic, social, and cultural research primarily in NYS. SRI, an independent, non-partisan research institute, subscribes to the American Association of Public Opinion Research Code of Professional Ethics and Practices. For more information or comments, please call Dr. Don Levy at 518-284-3551.

St. Bonaventure University's Jandoli School of Communication offers undergraduate and graduate degrees in sports media, journalism, communication and related fields. For more information or comments, please contact Aaron Chimbel at 716-375-2040.