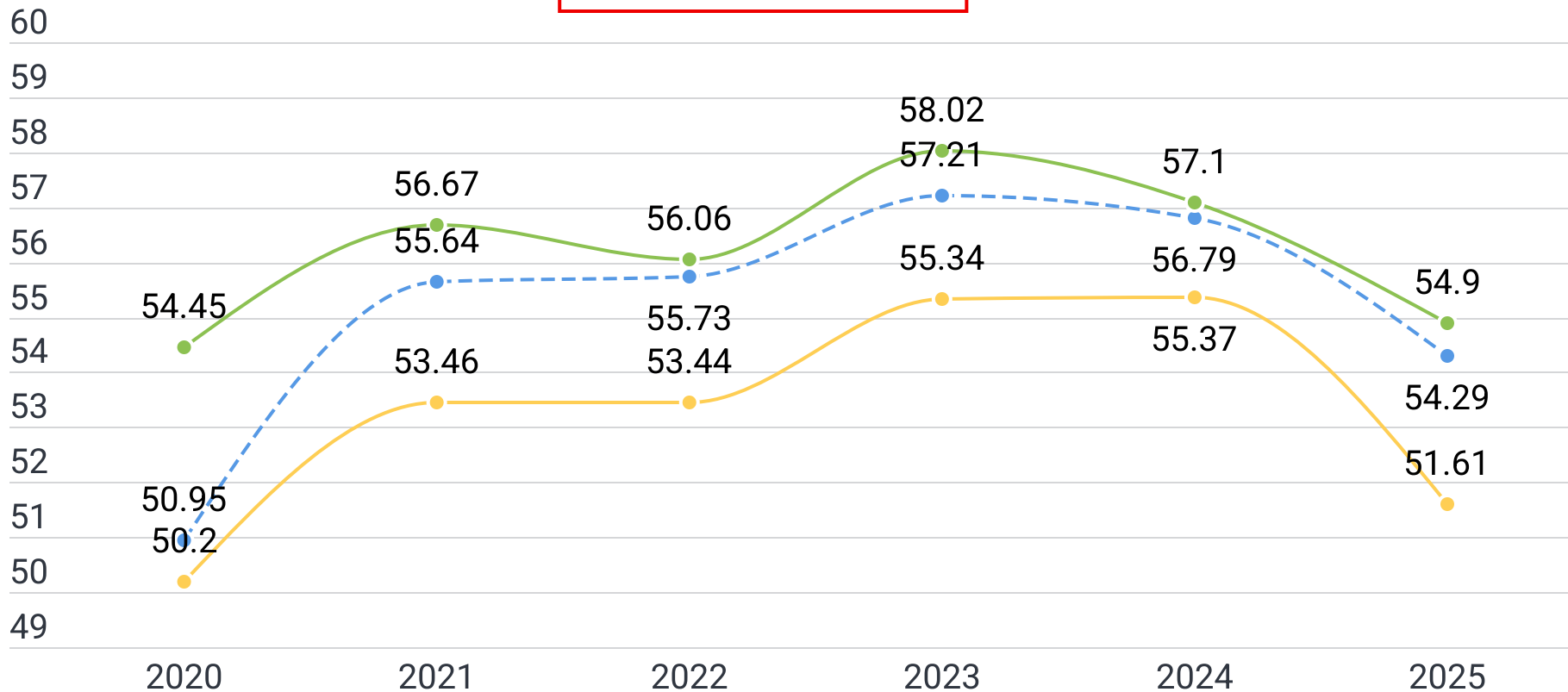


CivicScience Emotional Well-Being Index

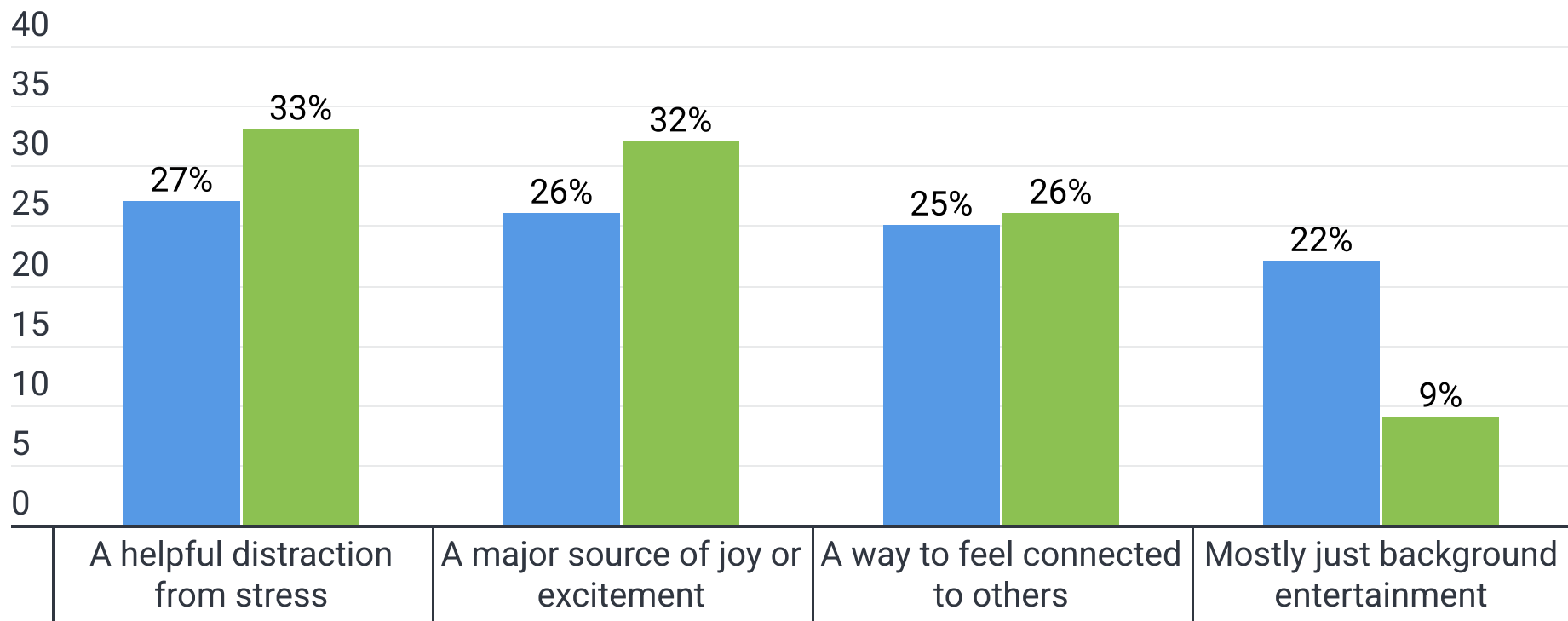
*Higher score indicates better well-being

● U.S. Adults ● **Passionate Sports Fan** ● Non-Sports Fan



Which of the following best describes the role sports plays in your life today?

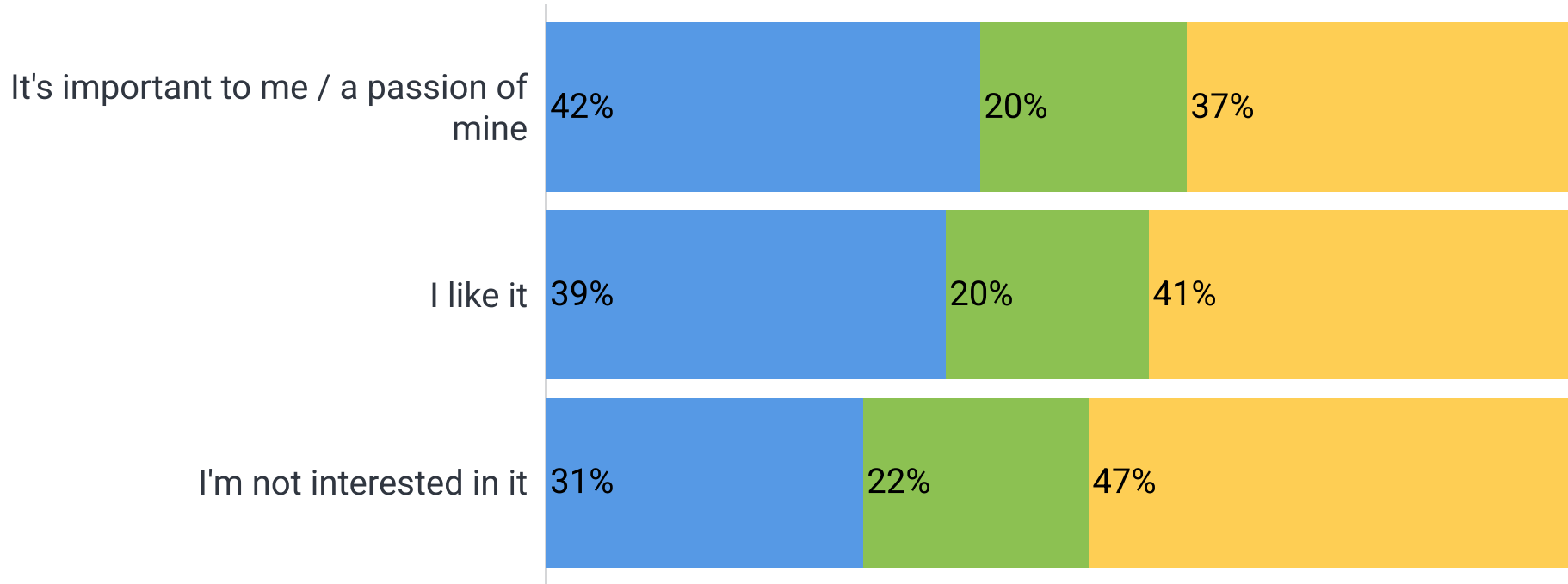
● U.S. Adults who watch sports ● Those who have increased watching sports since 2020



4,188 responses from December 22, 2025 – January 2, 2026
Weighted by U.S. Census 18+
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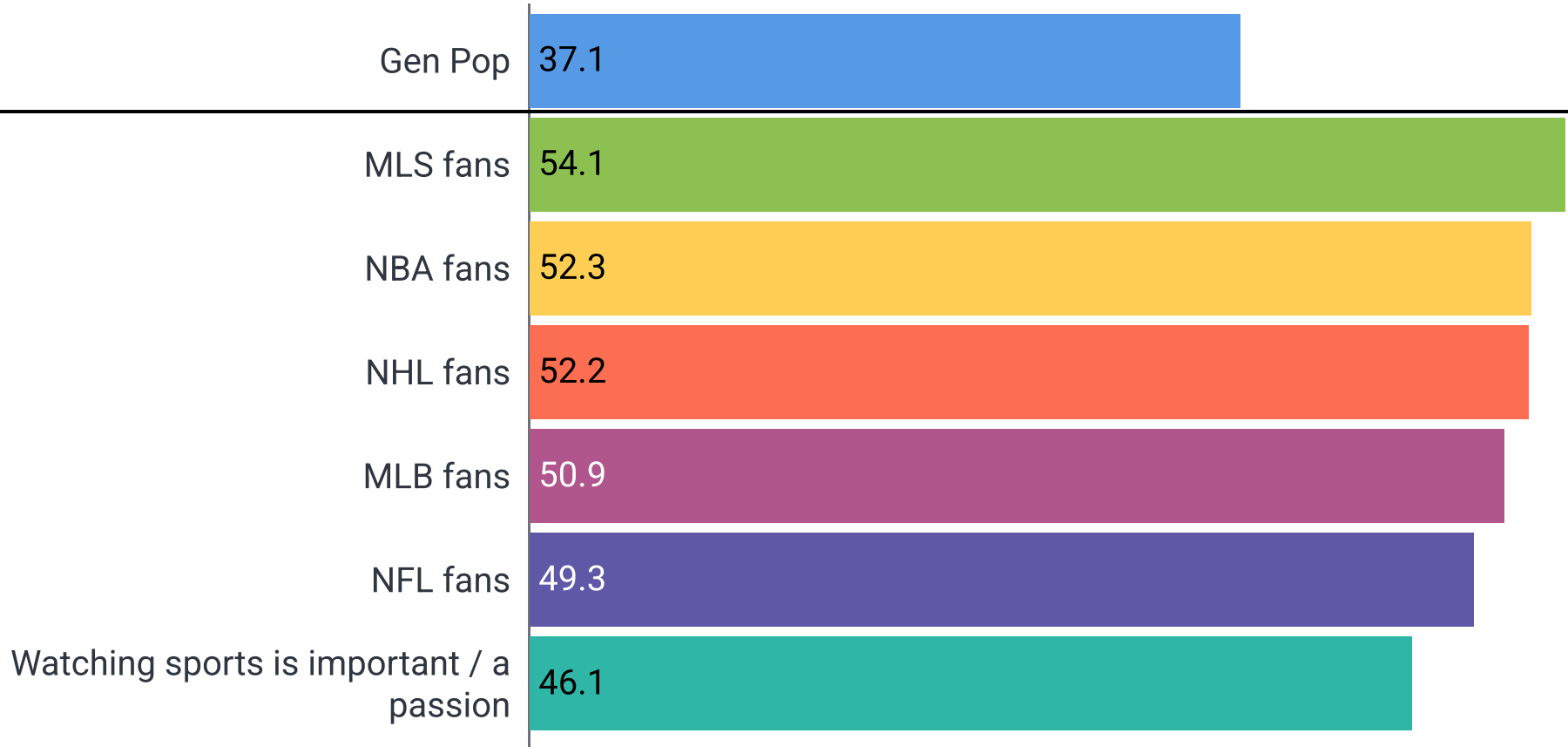
How important is watching sports in your life? compared with *In general, how do you feel about the future?*



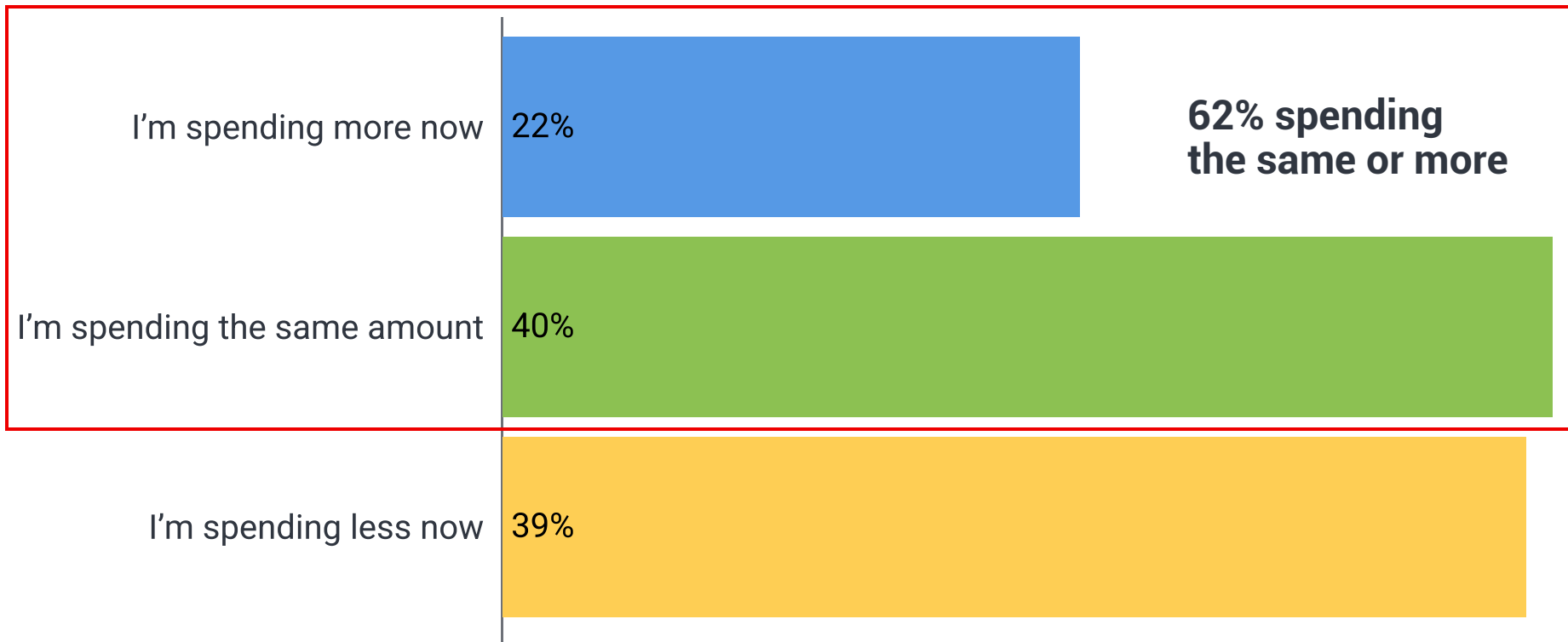
● Very / Somewhat optimistic ● Neutral / Indifferent ● Very / Somewhat pessimistic

CivicScience Economic Sentiment - Q1 2026 Percentages

*Higher score indicates better economic outlook



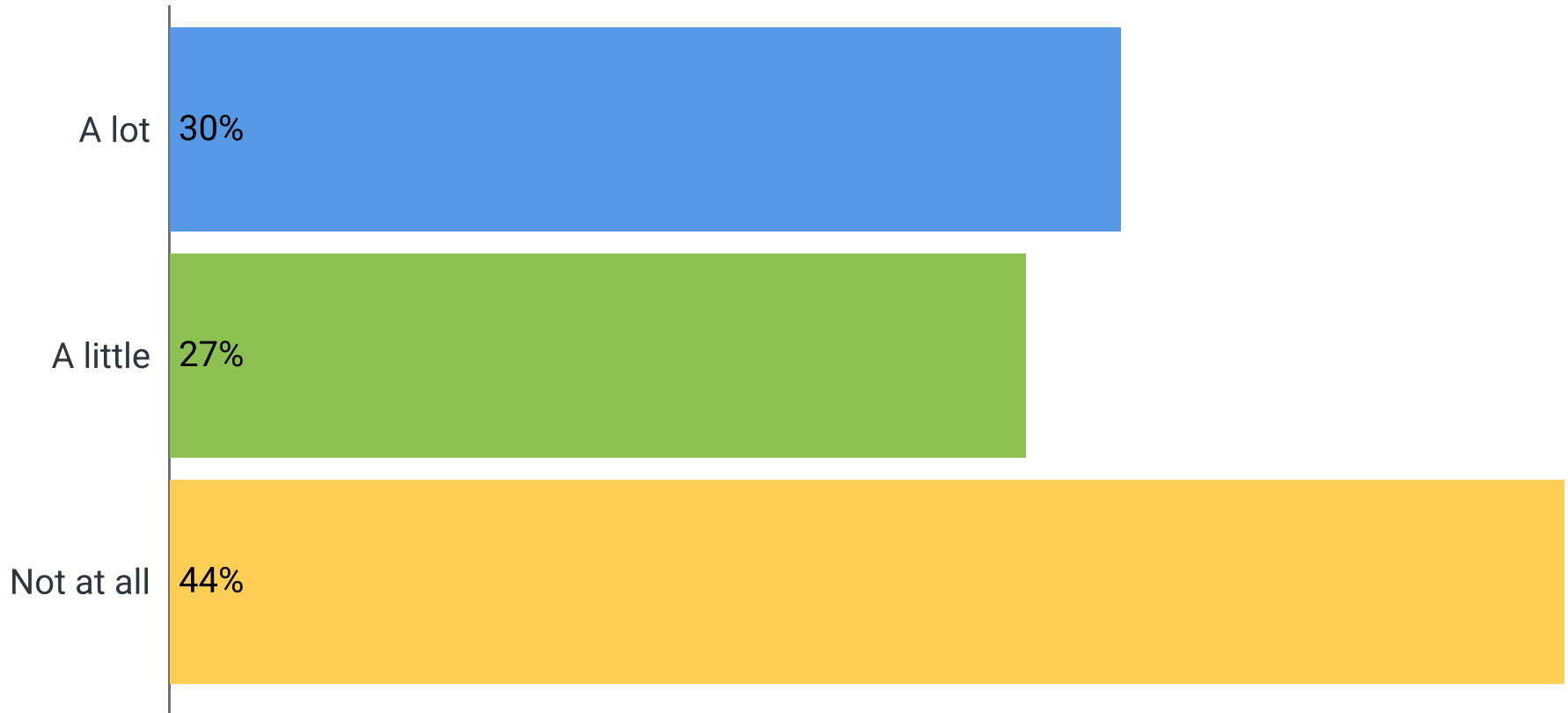
Compared to last year, how has your spending when it comes to attending live sports (e.g., tickets, concessions, and parking) changed, if at all? (Excluding those who don't attend live sporting events)



2,406 responses from January 12, 2026 – March 31, 2026,
Rebased excluding those who don't attend live sporting events
Percentages may not sum to 100 due to rounding.
Weighted by U.S. Census 18+
© CivicScience 2026



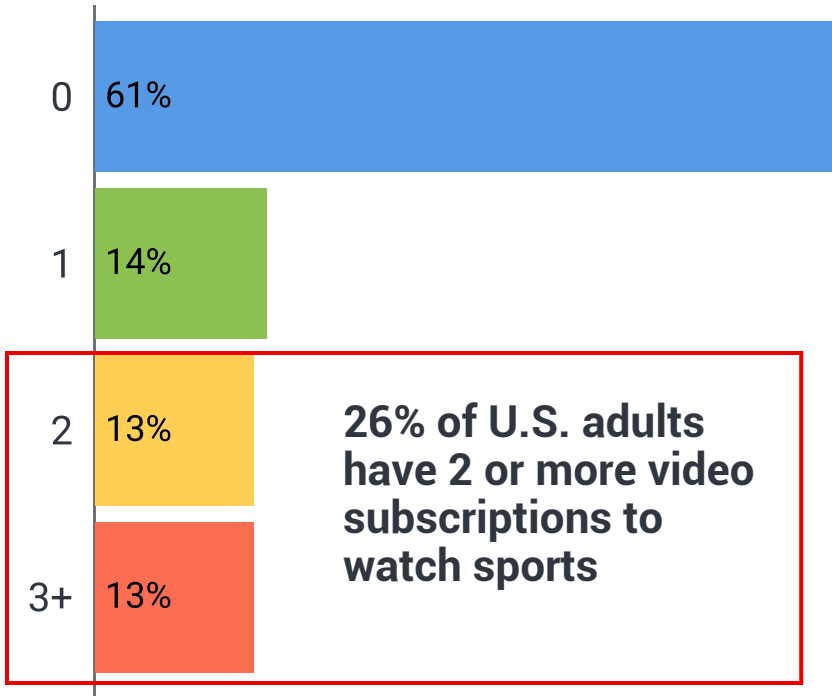
How much does the price of concessions impact your decision to purchase tickets to live sporting events?



5,359 responses from January 12, 2026 to March 31, 2026
Percentages may not sum to 100 due to rounding.
Weighted by U.S. Census 18+
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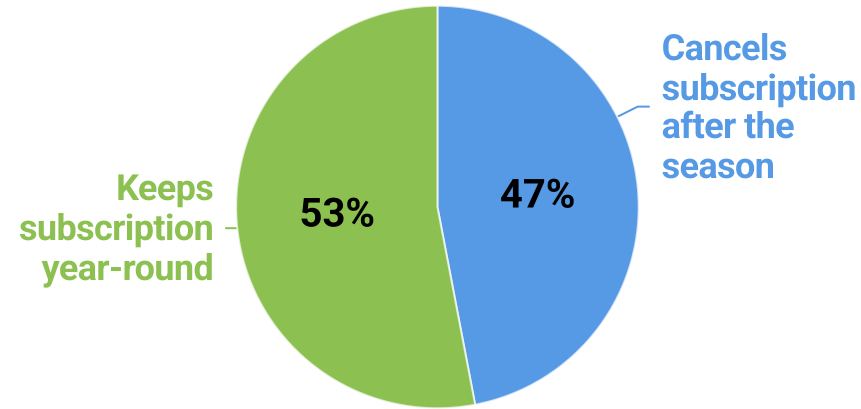


If you have any video streaming subscriptions specifically to watch sports, how many of those subscriptions do you have?



5,092 responses from January 12, 2026 – March 31, 2026
Percentages may not sum to 100 due to rounding
Weighted by U.S. Census 18+
© CivicScience 2026

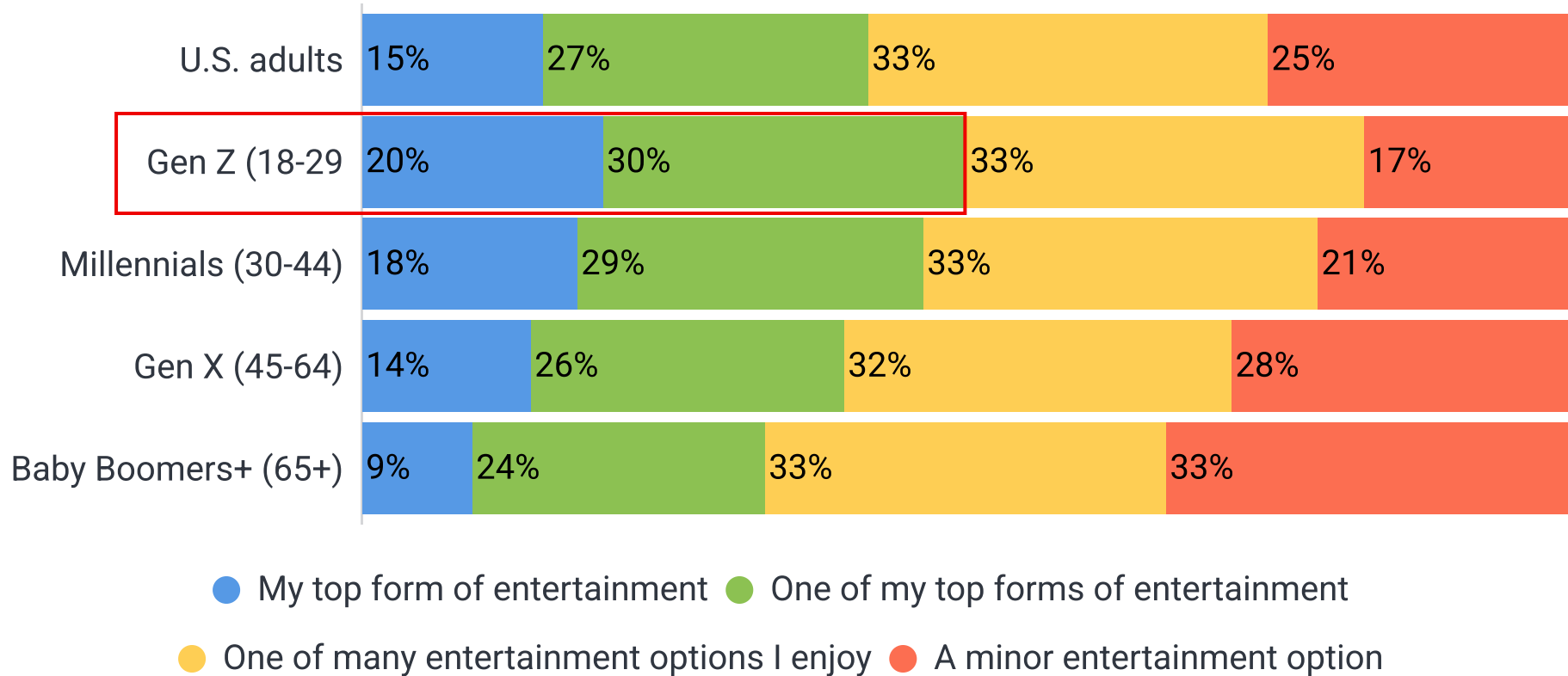
If you subscribe to a streaming service specifically to watch sports, do you keep your subscription(s) active year-round or only during certain seasons?



3,092 responses from January 12, 2026 – May 11, 2026
Rebased excluding those without a subscription
Percentages may not sum to 100 due to rounding
Weighted by U.S. Census 18+
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Compared to other entertainment options, what best describes how you feel about sports? by Age

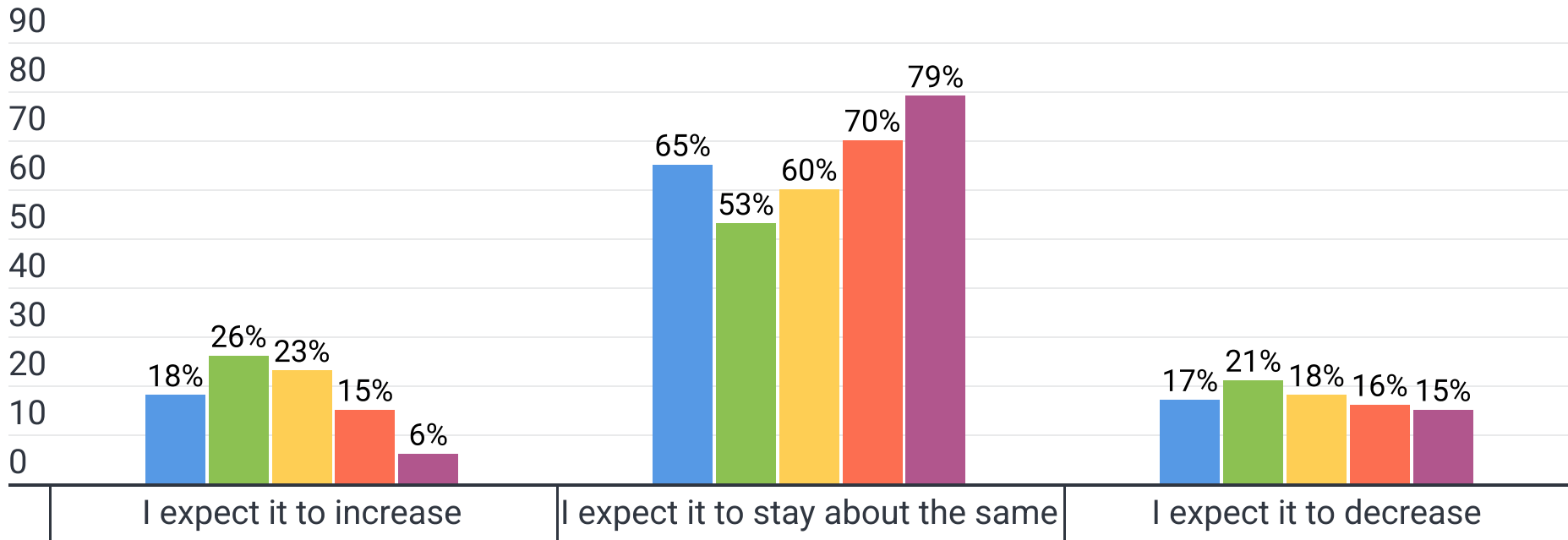


4,455 responses from December 22, 2025 – January 02, 2026
Rebased excluding 'Not an entertainment option for me'
Weighted by U.S. Census 18+
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Looking ahead to the next 3 years, how do you expect your time spent watching or following sports to change?

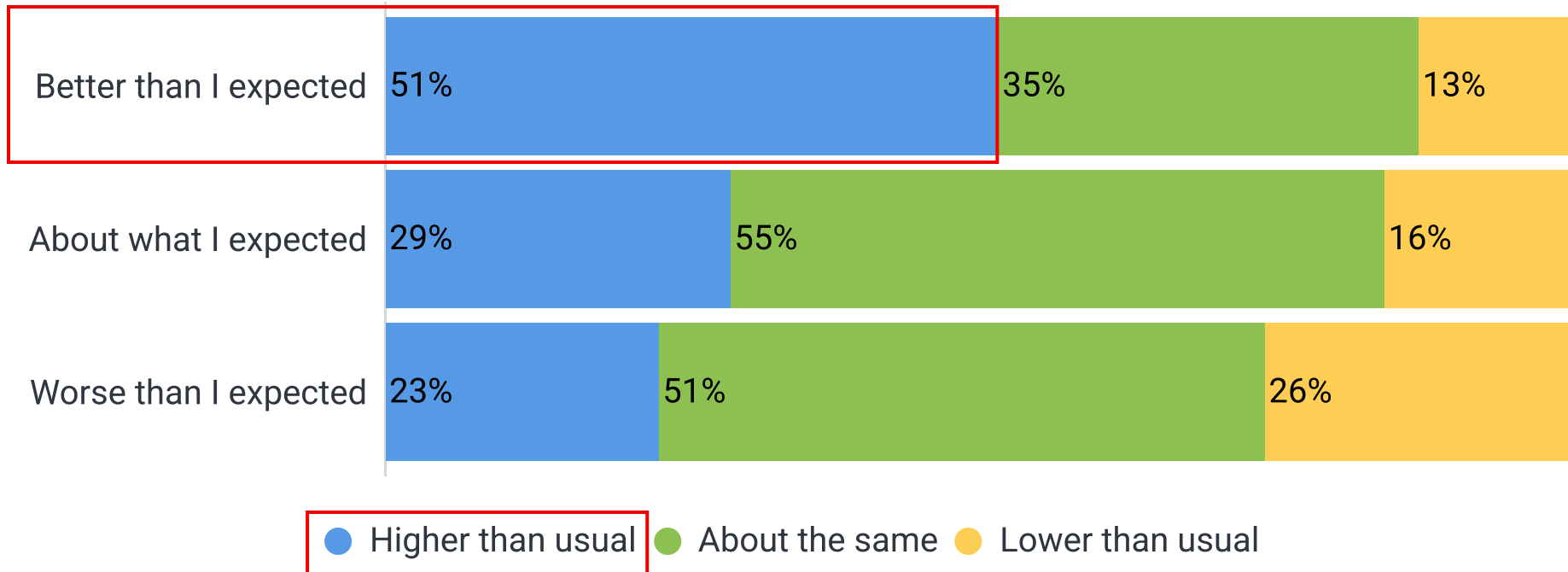
● U.S. Adults ● Gen Z (18–29) ● Millennials (30–44) ● Gen X (45–64) ● Boomers+ (65+)



3,021 responses from December 22, 2025 – January 2, 2026
Weighted by U.S. Census 18+
© CivicScience 2025



Thinking about their current or most recent season, how is your favorite sports team performing compared to your personal expectations for them? compared with *Over the past 7 days, which of the following best describes your spending compared to your usual habits?*



1,471 responses from February 1, 2026 to March 22, 2026
Rebased among those who watch sports and who have a favorite team
Weighted by U.S. Census 18+
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