

Memorandum

To: Interested Parties
From: Tony Fabrizio and Bob Ward
Date: June 30, 2026
Re: Clear support for actions to get more NFL games on broadcast, not paid streaming

Fabrizio Ward recently conducted a national registered voter survey of 1,500 voters on the topic of broadcast rights and Internet paid-streaming platforms.

Bottom Line

When President Trump spoke out about the craziness of how much NFL fans have to pay to watch football due to the league selling broadcasting rights to paid-streaming platforms, he hit on an issue that resonates across the electorate, but especially with those who watch NFL games on TV most often. There is broad support for President Trump to take action to ensure more games are available on free broadcast TV. Moreover, a Republican candidate who supports this action benefits politically. The topic is a clear winner that has strong upside as both a base motivator and among voters in the middle who regularly watch NFL games on TV.

A majority of American voters are NFL fans, with a sizable contingent watching games every week

62% of voters call themselves NFL fans, including 29% who say they are avid fans. NFL fans skew to the right – 70% of Trump voters are NFL fans compared to 59% of Harris voters, but football fandom spans the political spectrum.

During the season, 40% of voters say they watch at least one NFL game a week on TV with a quarter of voters watching multiple games every week. Watching NFL football on TV is a major part of the lives of many voters. (Chart 1)

Broad agreement that selling rights to paid-streaming platforms is a money grab and making games harder to find

By a 5:1 margin, voters agree that the NFL selling broadcast rights to paid-streaming platforms is a money grab by billionaire owners at the expense of the average American, 66% - 12% (+54). Large majorities agree across party lines, and agreement is highest among Weekly NFL TV Viewers, 82/12 (+70), and NFL Fans, 76/12 (+64). (Chart 2)

Similarly, voters agree 61% - 14% (+47) that games are becoming harder to find and watch due to more being accessible only through paid-streaming platforms. This strongly resonates with the Weekly Viewers and NFL Fans, who both agree by well over 60-point margins. (Chart 3)

Voters want action to ensure more games are available on broadcast TV, whether from President Trump or the government

When asked if they support or oppose action taken to ensure more games are available on free broadcast TV, voters are in support 61% - 18% (+43). They support it almost identically whether it is President Trump taking action, 60% - 17% (+43), or the government, 63% - 19% (+44). There is broad, bipartisan support that becomes intense among Weekly Viewers (+58) and NFL

Fans (+54). Weekly Viewers who are Trump voters stand out as the most supportive group in the survey, backing the idea 81% - 13% (+68) including 63% *strongly* in support. This has potential as an issue to motivate the base this fall. (Chart 4)

A Republican candidate supporting action to get more games available on TV benefits

Overall, voters would be more likely to vote for a Republican candidate who supported taking action on this, 36% - 16%. The most significant help among persuadable voters occurs with Weekly NFL Viewers who are also Swing voters – voters who don't always vote along straight party lines – who would be more likely to back the Republican by a 25-point margin. (Chart 5)

Pinching fans with higher costs while billionaires get stadium tax breaks roils voters

Spreading NFL games across four different paywalled streaming services at a time when costs are up is a persuasive argument for action to rein in paywalled sports streaming. Voters also find convincing the fact that billionaire team owners are getting tax breaks to build stadiums and should not be allowed to put games behind paywalls. Voters also resonate with the notion that sports are becoming less of a cultural unifier and more of a luxury product for those that can afford it. Each of these messages were found by voters to be convincing by margins four-to-one or more. (Chart 6)

Methodology

Fabrizio Ward conducted a survey June 8-11, 2026, of 1500 registered voters nationwide on behalf of PUP Research. Quotas were set by region, age, gender, party affiliation, education, and race/ethnicity. Data was weighted by region, age, gender, recalled 2024 vote, education, and race/ethnicity. Margin of sampling error for n1500 is $\pm 2.5\%$ at the 95% confidence level. The interviews were conducted via cell phones (40%), landlines (15%), and SMS-to-Web (45%) to voters sampled from the voter file.

Key Demographics

Party Affiliation

Republican	34%
Independent	30
Democrat	31
Other/Refused	5

2024 Vote

Donald Trump	41%
Kamala Harris	39
Someone else	4
Did not vote	13
Refused	2

Race/Ethnicity

White	68%
African American/Black	12
Latino/Hispanic	12
Asian American	4
Native American	2
Other (SPECIFY)	1
Refused	1

Age

18-34	25%
35-44	17
45-54	15
55-64	15
65-74	14
75+	11
Refused	3

Education

High School or Less	24%
Some College	38
4-Year College	23
Post-Grad degree	15
Refused	<1

Gender

Male	48%
Female	51
Other	1

Chart 1

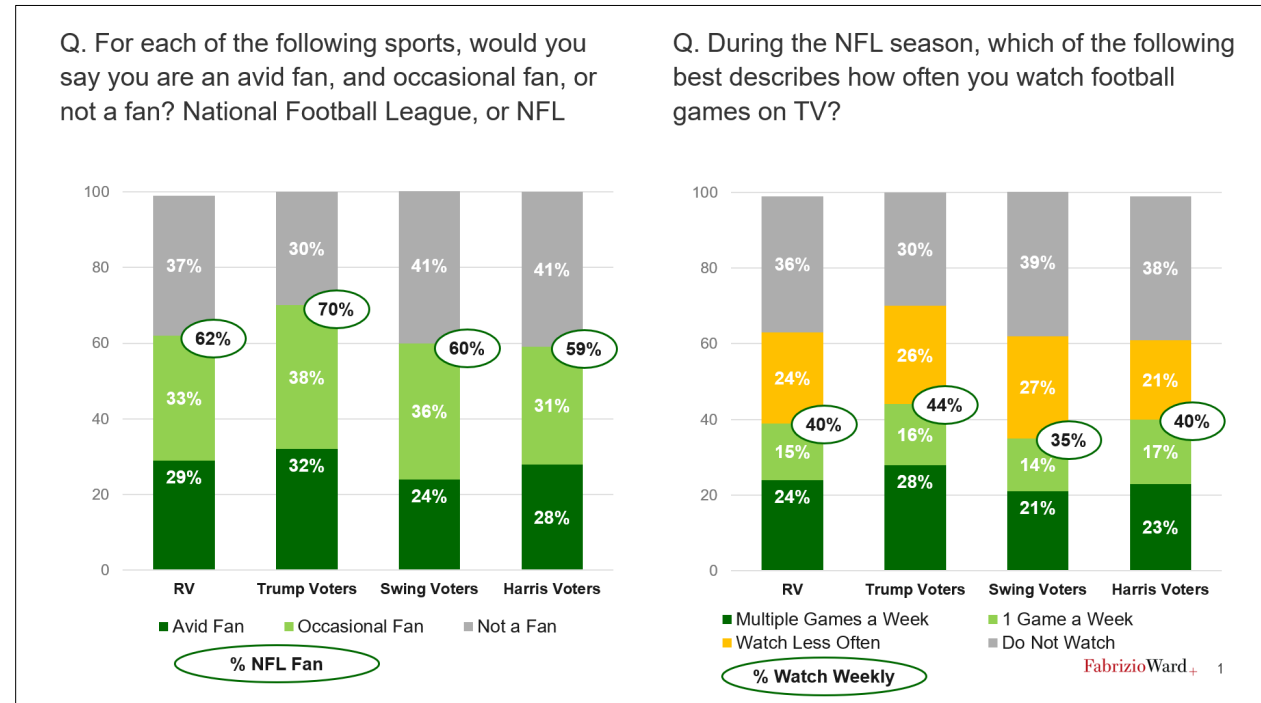


Chart 2

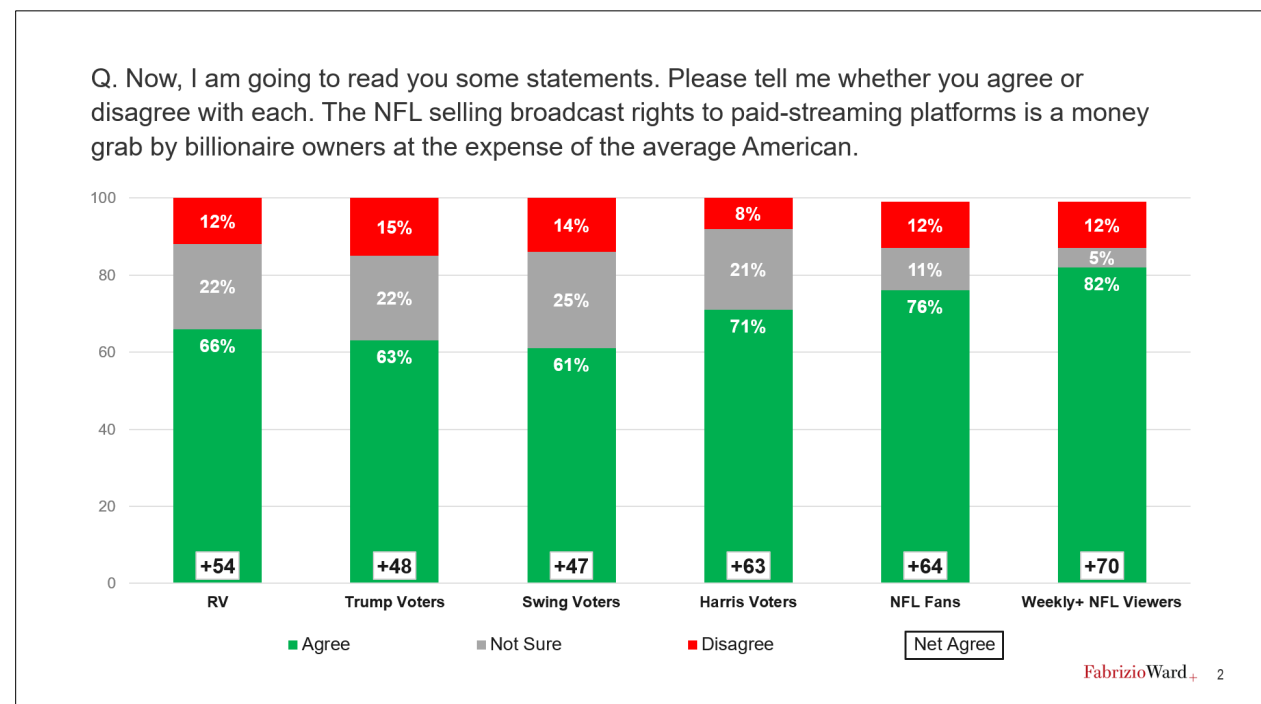


Chart 3

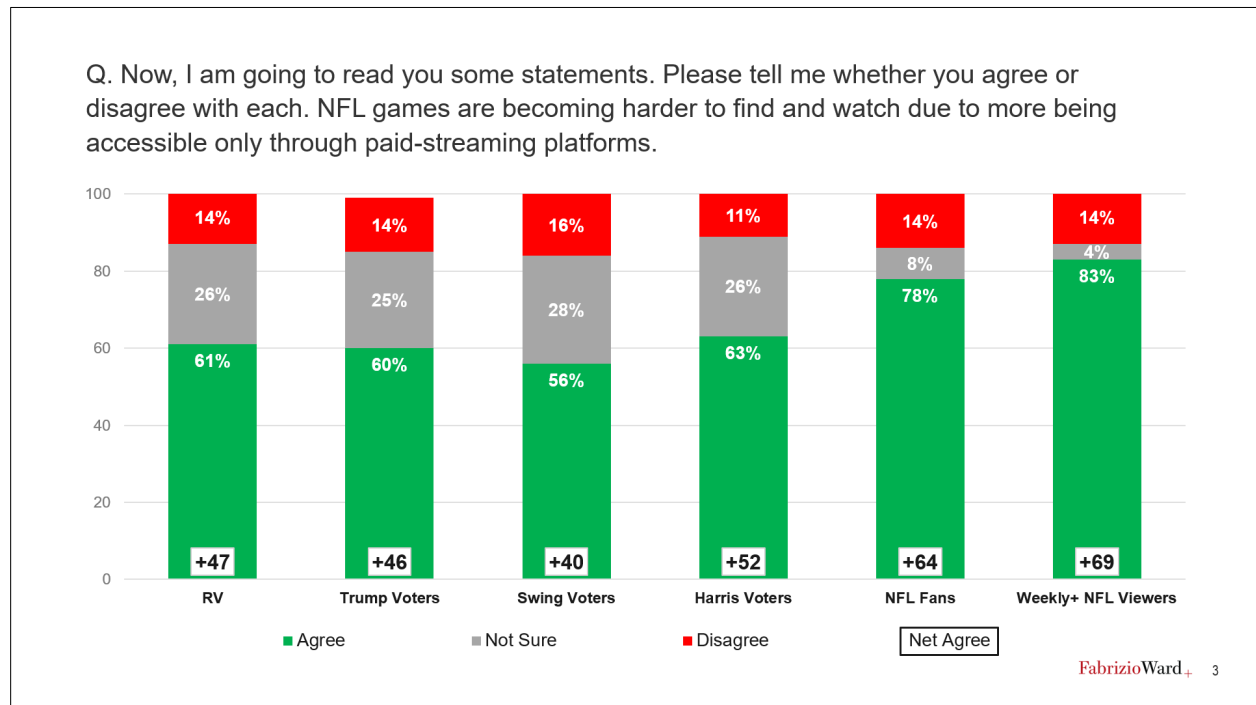


Chart 4

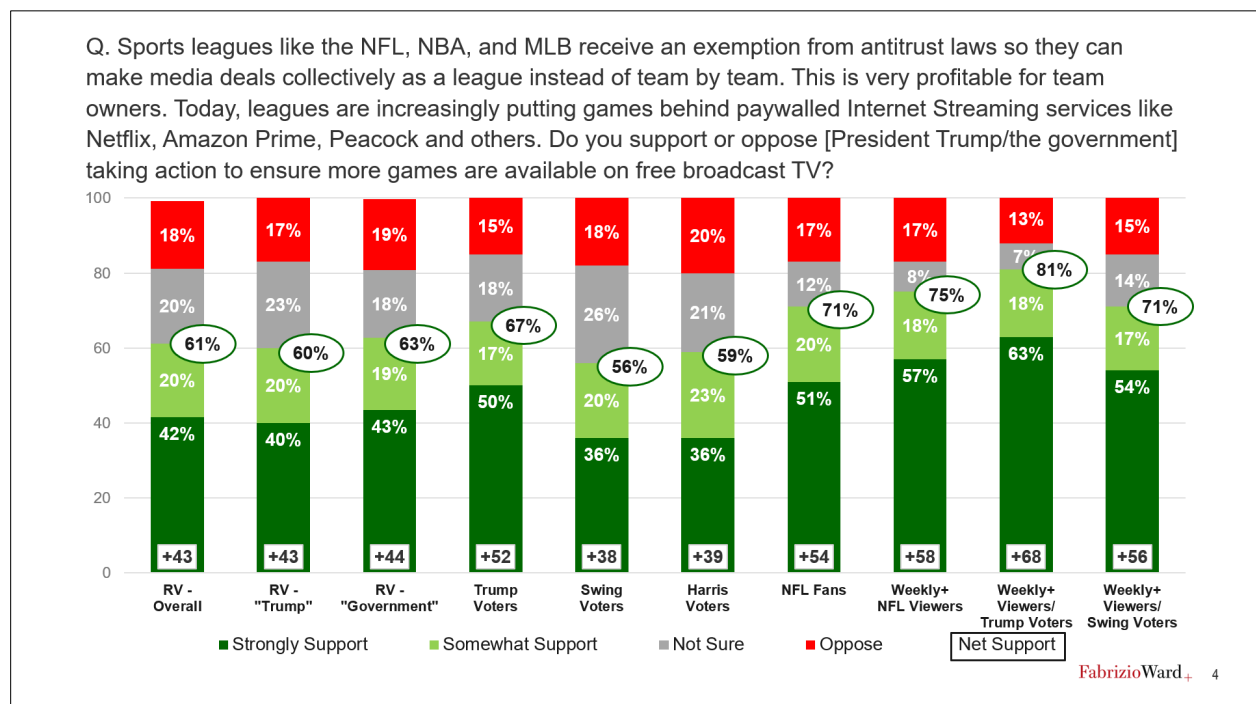


Chart 5

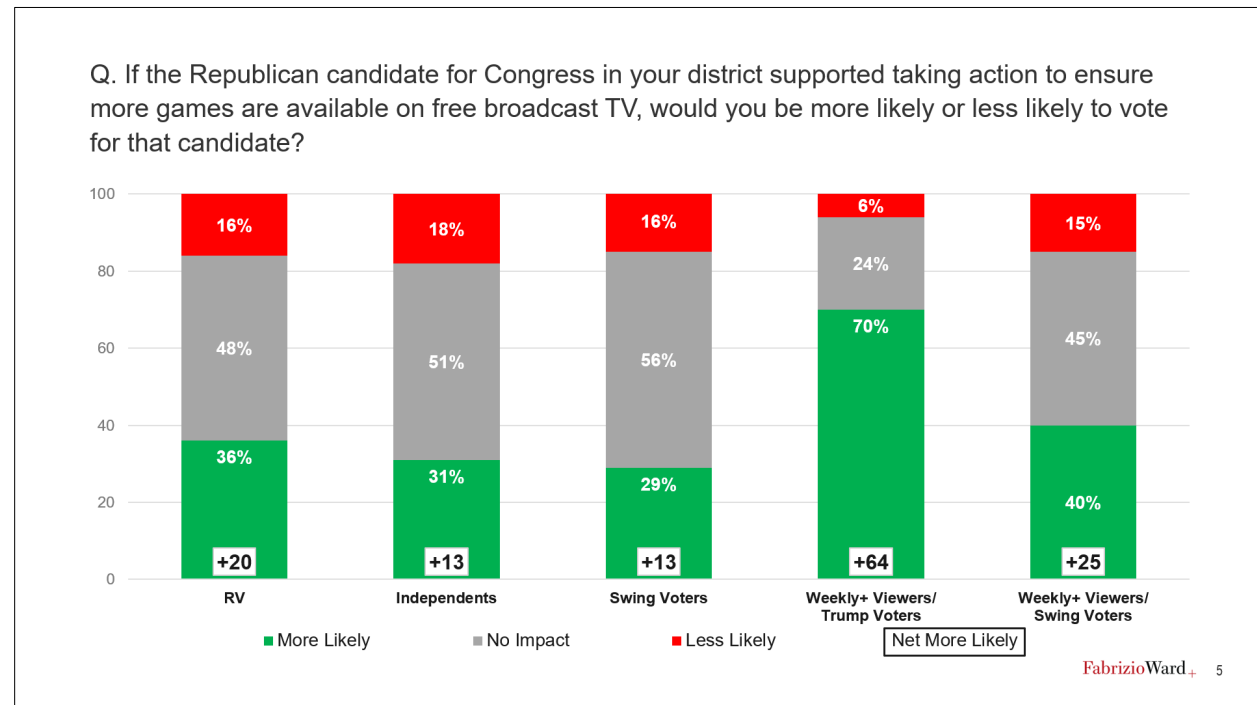


Chart 6

