

UNITED STATES



Sports on the rise in 2025

/Research Reality





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Foreword



The last 12 months saw the Philadelphia Eagles win the Super Bowl, the Oklahoma City Thunder claim the NBA Championship, and Paris St. Germain win their first Champion's League title. All of these teams enjoyed dominant, in some cases record-breaking seasons – and none of them were the highest risers for their respective sports.

It's because "Which is the most improved brand?" is a different question than "Which brand is the best?". The sports teams, leagues, tournaments and events on the rise in our 2025 rankings have come a long way, seeing major gains in Index scores: a metric that encompasses several of the most important measures we track (including Impression, Value, Quality, Satisfaction, Reputation, and Recommend scores) to paint a comprehensive picture of overall brand health across a range of sports, teams, leagues, events, and competitions.

In this report, we explore the sports brands that have seen the biggest year-on-year rise in Index scores: ranking the most improved teams in football, baseball, basketball, ice hockey, and soccer. On the competition level, we look at the leagues and competitions that have seen the biggest increase in brand health over the past 12 months, and we take a separate look at perceptions of sporting events such as the Super Bowl and the NBA Finals. We also examine attitudes to these teams, sports, events, and competitions across generations – finding that the most improved brands among Gen Z, Millennials, Gen X, and Baby Boomers+ are often different (and sometimes very different).

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Key takeaways



A slam dunk year for basketball

- The top two spots in our overall rankings for sporting leagues based on increases to Index score were taken by the **NBA** (+5.4) and the **WNBA** (+4.6).
- The **LA Lakers** took the most improved basketball team award (+2.4), aided by the attention-grabbing Luka Dončić trade.



Commanders are the NFL's biggest riser

- The Burgundy and Gold saw an improvement of +4.5.
- Most improved football team among Millennials, Gen X, and Baby Boomers.



Soccer continues its meteoric rise

- 5 of the top 10 sports competitions based on year over year improvement were soccer leagues/tournaments.
- **FC Barcelona** is the most improved team.
- Soccer is particularly popular among Gen Z Americans.

On the rise: Sports leagues and tournaments



On the rise: Leagues and Tournaments

The most improved sports leagues and tournaments year-on-year based on Index score.



Rank	League/Tournament	2025 Index score	YoY change
1	National Basketball Association (NBA)	17.9	+5.4
2	Women's National Basketball Association (WNBA)	11.9	+4.6
3	National Football League (NFL)	24.2	+4.1
4	UEFA Champions League	11.7	+3.9
5	English Premier League (EPL)	12.9	+3.4
6	FIFA World Cup	16.6	+3.0
7	LALIGA (soccer)	9.1	+2.9
8	UEFA European Championship	8.7	+2.5
9	Major League Baseball (MLB)	24.7	+2.4
10	Formula One (F1)	11.0	+2.3

YouGov SportsIndex, July 1, 2024 – June 30, 2025, vs previous year. US gen pop: n> 20,000.
Index score: Average of Impression, Quality, Value, Satisfaction, Recommend, and Reputation scores.

On the rise: Leagues and tournaments by generation

Gen Z 18+

Rank	League/ Tournament	2025 Index score	YoY change
1	English Premier League (EPL)	35.2	+12.7
2	UEFA Champions League	37.0	+11.8
3	LALIGA (soccer)	29.1	+8.6
4	UEFA European Championship	26.0	+8.2
5	Serie A (soccer)	18.1	+8.0
6	Formula One (F1)	21.0	+7.8
7	National Basketball Association (NBA)	35.4	+7.7
8	Major League Soccer (MLS)	17.5	+5.1
9	FIFA World Cup	43.7	+4.8
10	Ligue 1 (soccer)	15.5	+4.8

Millennials

Rank	League/ Tournament	2025 Index score	YoY change
1	National Basketball Association (NBA)	29.3	+6.5
2	UEFA Champions League	22.1	+6.3
3	English Premier League (EPL)	21.6	+4.2
4	LALIGA (soccer)	17.1	+4.1
5	National Football League (NFL)	25.2	+3.7
6	FIFA World Cup	27.5	+3.3
7	Women's National Basketball Association (WNBA)	11.4	+3.1
8	Formula One (F1)	14.6	+2.6
9	UEFA European Championship	15.7	+2.5
10	Major League Soccer (MLS)	14.4	+2.4

Gen X

Rank	League/ Tournament	2025 Index score	YoY change
1	Women's National Basketball Association (WNBA)	10.5	+6.5
2	National Basketball Association (NBA)	13.6	+4.0
3	Tour de France (Cycling)	6.5	+3.0
4	National Football League (NFL)	23.4	+2.9
5	US Open (tennis)	16.5	+2.3
6	PGA Men's Golf Tour	9.6	+2.2
7	National Women's Soccer League	6.0	+1.9
8	FIFA World Cup	12.1	+1.6
9	LIV Golf	-3.5	+1.6
10	Summer Olympic Games	25.9	+1.5

Baby Boomers+

Rank	League/ Tournament	2025 Index score	YoY change
1	Major League Baseball (MLB)	29.9	+4.9
2	National Football League (NFL)	24.4	+4.9
3	Women's National Basketball Association (WNBA)	12.7	+4.9
4	National Basketball Association (NBA)	9.2	+4.1
5	Tour de France (Cycling)	5.3	+2.9
6	PGA Men's Golf Tour	16.5	+2.5
7	LIV Golf	-5.8	+2.5
8	Winter Olympic Games	32.3	+2.2
9	National Hockey League (NHL)	15.3	+1.9
10	FIFA World Cup	5.5	+1.5

Highlight Reel: Leagues and tournaments

- Five of the top-10 most improved global sports competitions are soccer leagues or tournaments — underscoring the sport's accelerating momentum ahead of the 2026 FIFA World Cup in North America.
- Basketball leads the momentum wave. The NBA is the #1 improver overall (+5.4) and WNBA is #2 (+4.6).
- Gen Z and Millennials are heavily driving the uptick in NBA scores (+7.7 and +6.5 respectively), while the WNBA jumps with Gen X (+6.5) and Boomers+ (+4.9). Women's basketball now delivers across generations, offering brands a full-year platform for integrated partnerships with multi-age reach.
- Gen Z is seeing a global football (and F1) boom — Europe's leagues dominate with youth: EPL (+12.7), UEFA Champions League (+11.8), La Liga (+8.6), plus Serie A (+8.0). F1 (+7.8) and MLS (+5.1) also saw a surge.
- NFL remains the reach anchor. The league is ranked #3 overall (+4.1), tied #1 with Boomers+ (+4.9) while still rising with Millennials (+3.7) and Gen X (+2.9). The NFL's scale could be leveraged for year-round, cross-demo coverage.
- Baseball's strength — MLB scores rose by +2.4, ranking in the top 10 improvers overall and #1 among Boomers+ (+4.9).



On the rise: Sports teams

- **Football (NFL)**
- **Baseball (MLB)**
- **Hockey (NHL)**
- **Basketball (NBA)**
- **Soccer**



On the rise: Football (NFL)

The most improved NFL teams year-on-year based on Index score.



Rank	Team	2025 Index score	YoY change
1	Washington Commanders	3.4	+4.5
2	Detroit Lions	8.8	+3.3
3	Philadelphia Eagles	12.8	+3.2
4	Buffalo Bills	10.5	+2.5
5	Denver Broncos	6.9	+1.5
6	Baltimore Ravens	6	+1.3
7	Minnesota Vikings	7.2	+1.2
8	Los Angeles Chargers	6.2	+1.2
9	Pittsburgh Steelers	11.1	+1
10	Houston Texans	6	+0.9

YouGov SportsIndex, July 1, 2024 – June 30, 2025, vs previous year. US gen pop: n> 15,800.
Index score: Average of Impression, Quality, Value, Satisfaction, Recommend, and Reputation scores.

On the rise: NFL teams by generation

Gen Z 18+				Millennials				Gen X				Baby Boomers+			
Rank	Team	2025 Index score	YoY Change	Rank	Team	2025 Index score	YoY change	Rank	Team	2025 Index score	YoY change	Rank	Team	2025 Index score	YoY change
1	New York Giants	19.0	+3.8	1	Washington Commanders	5.0	+3.1	1	Washington Commanders	2.6	+5.2	1	Washington Commanders	2.3	+5.7
2	New York Jets	16.9	+2.9	2	Philadelphia Eagles	12.4	+2.3	2	Detroit Lions	8.9	+4.2	2	Detroit Lions	9.8	+4.3
3	Philadelphia Eagles	14.7	+2.7	3	New York Jets	11.0	+2.3	3	Philadelphia Eagles	11.8	+3.4	3	Philadelphia Eagles	13.0	+3.5
4	Dallas Cowboys	12.8	+2.4	4	Buffalo Bills	9.3	+1.6	4	Pittsburgh Steelers	13.7	+3.3	4	Buffalo Bills	11.4	+3.2
5	Detroit Lions	8.4	+2.4	5	Denver Broncos	7.1	+0.7	5	Baltimore Ravens	6.8	+2.9	5	Denver Broncos	7.0	+2.5
6	Chicago Bears	12.9	+2.2	6	Atlanta Falcons	7.1	+0.4	6	Green Bay Packers	12.9	+2.1	6	Minnesota Vikings	7.5	+2.2
7	Buffalo Bills	10.8	+2.2	7	Detroit Lions	6.6	+0.4	7	Buffalo Bills	9.8	+2.1	7	Houston Texans	4.6	+2.0
8	Atlanta Falcons	9.3	+2.2	8	Los Angeles Chargers	9.7	+0.3	8	Minnesota Vikings	7.2	+2.1	8	Los Angeles Rams	5.5	+1.8
9	Los Angeles Rams	13.8	+1.9	9	Pittsburgh Steelers	9.5	+0.2	9	Kansas City Chiefs	15.9	+2.0	9	Baltimore Ravens	5.1	+1.6
10	Los Angeles Chargers	13.7	+1.7	10	Arizona Cardinals	5.4	+0.1	10	Denver Broncos	7.4	+1.7	10	Los Angeles Chargers	3.3	+1.5

YouGov SportsIndex, July 1, 2024 – June 30, 2025, vs previous year. Gen Z: n> 1,400; Millennials: n> 3,600; Gen X: n> 3,300; Baby Boomers+: n> 7,200
Index score: Average of Impression, Quality, Value, Satisfaction, Recommend, and Reputation scores.

Highlight reel: NFL teams

- Washington Commanders are #1 overall (+4.5) and #1 with Millennials (+3.1), Gen X (+5.2), and Boomers+ (+5.7). Powered by a budding franchise QB, a revitalized ownership group, and renewed optimism, the Commanders have turned the page.
- The Eagles, Lions, Bills land in the top-10 across *all four* generations. The Lions post #2-overall scores among Gen X (+4.2) and among Boomers+ (+4.3), while the Eagles post #3-overall gains among Gen X (+3.4) and among Boomers+ (+3.5). The Bills post #4-overall gains among Millennials (+1.6) and Boomers+ (+3.2).
- Gen Z's top two risers are the New York Giants (+3.8) and New York Jets (+2.9). The Jets are also in the top 3 with Millennials (+2.3).
- Average lift among Millennial top-10 improvers is ~+1.1, compared to ~+2.4 Gen Z, ~+2.9 Gen X, ~+2.8 for Boomers+. The smaller lift may highlight that the NFL is already firmly established with Millennials, leaving less room for dramatic YoY gains.



On the rise: Baseball (MLB)

The most improved MLB teams year-on-year based on Index score.



Rank	Team	2025 Index score	YoY Change
1	New York Mets	9.7	+3.4
2	New York Yankees	18.1	+3.1
3	Los Angeles Dodgers	12.8	+2.9
4	Detroit Tigers	5.6	+1.8
5	Philadelphia Phillies	7.6	+0.9
6	Kansas City Royals	5.5	+0.9
7	Houston Astros	3.8	+0.8
8	San Francisco Giants	7.4	+0.7
9	Baltimore Orioles	6	+0.7
10	San Diego Padres	9.7	+0.7

YouGov SportsIndex, July 1, 2024 – June 30, 2025, vs previous year. US gen pop: n> 15,700.
Index score: Average of Impression, Quality, Value, Satisfaction, Recommend, and Reputation scores.

On the rise: MLB Teams by generation

Gen Z 18+

Rank	Team	2025 Index score	YoY Change
1	Los Angeles Dodgers	16.7	+3.9
2	New York Mets	16.7	+3.6
3	Philadelphia Phillies	8.8	+2.5
4	Houston Astros	6.5	+2.3
5	Los Angeles Angels	17.6	+1.6
6	Athletics	4.0	+1.5
7	Detroit Tigers	7.4	+1
8	Kansas City Royals	5.5	+0.9
9	Chicago White Sox	8.7	+0.8
10	Milwaukee Brewers	4.9	+0.7

Millennials*

Rank	Team	2025 Index score	YoY Change
1	New York Yankees	22.2	+3.4
2	New York Mets	13.1	+3.4
3	Los Angeles Dodgers	14.9	+1.5
4	Boston Red Sox	11.0	+1.1
5	Baltimore Orioles	5.7	+1
6	Cleveland Guardians	4.3	+0.9
7	Minnesota Twins	4.8	+0.4
8	Los Angeles Angels	10.9	+0.2
9	Toronto Blue Jays	4.9	+0.2

Gen X

Rank	Team	2025 Index score	YoY Change
1	New York Yankees	16.3	+3.2
2	New York Mets	7.5	+2.9
3	Los Angeles Dodgers	11.8	+2.7
4	Detroit Tigers	5.6	+2.6
5	Houston Astros	3.3	+1.6
6	Philadelphia Phillies	7.4	+1.5
7	San Diego Padres	4.2	+1.3
8	Milwaukee Brewers	4.2	+1.3
9	Washington Nationals	3.1	+1.2
10	San Francisco Giants	6.8	+1.1

Baby Boomers+

Rank	Team	2025 Index score	YoY Change
1	Los Angeles Dodgers	11.2	+3.3
2	New York Mets	7.2	+3.3
3	New York Yankees	16	+3.2
4	Detroit Tigers	5.4	+2.8
5	Washington Nationals	1.7	+2.1
6	Kansas City Royals	5.8	+1.8
7	San Francisco Giants	6.6	+1.4
8	Cleveland Guardians	2.9	+1.4
9	Boston Red Sox	11.8	+1.2
10	San Diego Padres	3.4	+1.2

*Only 9 brands saw improvement among Millennials
YouGov SportsIndex, July 1, 2024 – June 30, 2025, vs previous year. Gen Z: n> 1,400; Millennials: n> 3,700; Gen X: n> 3,200; Baby Boomers+: n> 7,100.
Index score: Average of Impression, Quality, Value, Satisfaction, Recommend, and Reputation scores.

Highlight reel: MLB teams

- **New York Mets** are the momentum story. They're the #1 overall (+3.4) and the only club in the top 2 across every generation: Gen Z (+3.6), Millennials (+3.4), Gen X (+2.9), Boomers+ (+3.3). Fueled by increased ownership spending and surging fan momentum, the Mets are commanding the spotlight both on the field and across the influential NY DMA.
- The top three most-improved are all NY/LA: **Mets** (+3.4), **Yankees** (+3.1), **Dodgers** (+2.9). This coastal surge underscores the outsized influence of NY and LA, where fan engagement is fueling MLB's broader momentum.
- **Yankees** lead Millennials and Gen X (+3.4; +3.2) but interestingly miss Gen Z's top-10. The **Dodgers** lead Gen Z and Boomers+ (+3.9; +3.3) and sit top-3 with other cohorts. By offsetting each other's gaps, the Yankees and Dodgers provide MLB with a generationally balanced foundation in its two largest markets.
- The **Detroit Tigers** re-enter the conversation (#4 overall with +1.8; Gen X +2.6, Boomers +2.8, Gen Z +1).
- **Youth pockets beyond NY/LA** include Philadelphia, where the **Phillies** are #3 with Gen Z (+2.5) and rank in the top-5 overall.



On the rise: Hockey (NHL)

The most improved NHL teams year-on-year based on Index score.



Rank	Team	2025 Index score	YoY Change
1	New York Rangers	9.4	+1.6
2	Detroit Red Wings	5.4	+0.8
3	Florida Panthers	4.6	+0.8
4	New York Islanders	5.1	+0.7
5	New Jersey Devils	3.7	+0.7
6	Edmonton Oilers	2.9	+0.7
7	Los Angeles Kings	5.5	+0.6
8	Toronto Maple Leafs	4.4	+0.6
9	Philadelphia Flyers	4.3	+0.6
10	Vancouver Canucks	2.4	+0.6

YouGov SportsIndex, July 1, 2024 – June 30, 2025, vs previous year. US gen pop: n> 15,800.
Index score: Average of Impression, Quality, Value, Satisfaction, Recommend, and Reputation scores.

On the rise: NHL teams by generation

Gen Z 18+				Millennials*				Gen X				Baby Boomers+			
Rank	Team	2025 Index score	YoY Change	Rank	Team	2025 Index score	YoY Change	Rank	Team	2025 Index score	YoY Change	Rank	Team	2025 Index score	YoY Change
1	New York Rangers	19.6	+4.5	1	New York Rangers	14.3	+1.8	1	Florida Panthers	4.2	+1.6	1	Detroit Red Wings	4.5	+1.2
2	New York Islanders	11.0	+3	2	Vancouver Canucks	3.5	+0.8	2	Montreal Canadiens	3.8	+1.4	2	Washington Capitals	1.6	+1.1
3	Los Angeles Kings	14.5	+2.4	3	New York Islanders	8.4	+0.6	3	Detroit Red Wings	6.4	+1.1	3	New York Rangers	5.3	+1
4	Florida Panthers	9.5	+1.9	4	Boston Bruins	6.5	+0.5	4	Toronto Maple Leafs	4.5	+1.1	4	Toronto Maple Leafs	3.9	+0.9
5	Philadelphia Flyers	7.9	+1.5	5	Philadelphia Flyers	5.7	+0.4	5	Columbus Blue Jackets	2.0	+1.1	5	Florida Panthers	2.8	+0.9
6	Washington Capitals	8.5	+1.2	6	New Jersey Devils	6.3	+0.2	6	Tampa Bay Lightning	4.5	+1	6	Edmonton Oilers	2.4	+0.9
7	Nashville Predators	3.7	+1.1	7	Detroit Red Wings	6.0	+0.1	7	Washington Capitals	3.5	+0.9	7	Montreal Canadiens	3.9	+0.8
8	Chicago Blackhawks	8.0	+0.9	8	Seattle Kraken	3.7	+0.1	8	New Jersey Devils	3.0	+0.8	8	Vancouver Canucks	1.7	+0.8
9	Buffalo Sabres	4.4	+0.8					9	New York Rangers	7.4	+0.7	9	Los Angeles Kings	1.5	+0.8
10	Anaheim Ducks	3.1	+0.7					10	Los Angeles Kings	4.6	+0.7	10	St. Louis Blues	2.6	+0.7

*Only 8 brands saw improvement among Millennials.
YouGov SportsIndex, July 1, 2024 – June 30, 2025, vs previous year. Gen Z: n> 1,500; Millennials: n> 3,700; Gen X: n> 3,200; Baby Boomers+: n> 7,100
Index score: Average of Impression, Quality, Value, Satisfaction, Recommend, and Reputation scores.

Highlight reel: NHL teams

- Three of the overall top-five teams hail from the New York DMA (Rangers, Islanders, Devils) — reinforcing the region's status as a powerhouse driver of NHL fandom and growth.
- Rangers are #1 overall (+1.6) and do even better with Gen Z (+4.5) and Millennials (+1.8). The Islanders rank #2 with Gen Z (+3.0) and #4 overall (+0.7); the Devils finish top-10 among both Millennials and Gen X.
- The defending Stanley Cup Champion Florida Panthers are #1 with Gen X (+1.6) as well as making the overall top 3 (+0.8). They rise even higher with Gen Z (+1.9) and Boomers+ (+0.9). In a region once seen as a hockey outlier, the team may be building long-term resonance across key age groups.
- The Detroit Red Wings are #2 overall (+0.8) and #1 among Boomers+ (+1.2); Canadiens (+1.4 Gen X) and Maple Leafs (+1.1 Gen X; +0.9 Boomers+) also climb.
- Overall NHL lifts peak at +1.6 overall compared to larger swings in other leagues, signaling steadier brand equity over time.



On the rise: Basketball (NBA)

The most improved NBA teams year-on-year based on Index score.



Rank	Team	2025 Index score	YoY Change
1	Los Angeles Lakers	14.6	+2.4
2	New York Knicks	8.9	+2.2
3	Golden State Warriors	11.3	+2.1
4	Chicago Bulls	12.3	+1.7
5	Boston Celtics	13.4	+1.4
6	Miami Heat	8.6	+1.4
7	Cleveland Cavaliers	4.5	+1.4
8	Indiana Pacers	3.9	+1.4
9	Los Angeles Clippers	5.6	+1.3
10	Philadelphia 76ers	6	+1.1

YouGov SportsIndex, July 1, 2024 – June 30, 2025, vs previous year. US gen pop: n> 15,900.
Index score: Average of Impression, Quality, Value, Satisfaction, Recommend, and Reputation scores.

On the rise: NBA teams by generation

Gen Z 18+				Millennials				Gen X				Baby Boomers+			
Rank	Team	2025 Index score	YoY Change	Rank	Team	2025 Index score	YoY Change	Rank	Team	2025 Index score	YoY Change	Rank	Team	2025 Index score	YoY Change
1	Chicago Bulls	22.7	+6.5	1	Golden State Warriors	16.0	+2.9	1	New York Knicks	7.6	+2.7	1	Boston Celtics	12.9	+2.1
2	Los Angeles Clippers	17.8	+5.5	2	Los Angeles Lakers	23.5	+2.4	2	Indiana Pacers	3.8	+1.7	2	Chicago Bulls	6.7	+1.7
3	Golden State Warriors	19.8	+5.1	3	New York Knicks	14.8	+2.4	3	Cleveland Cavaliers	3.4	+1.6	3	Oklahoma City Thunder	2.3	+1.5
4	Los Angeles Lakers	33.0	+4.8	4	Miami Heat	15.4	+2.3	4	Los Angeles Lakers	11.6	+1.5	4	Cleveland Cavaliers	2.7	+1.4
5	New York Knicks	19.5	+4.8	5	Philadelphia 76ers	8.6	+1.7	5	Orlando Magic	3.8	+1.2	5	Indiana Pacers	2.4	+1.4
6	Miami Heat	22.7	+4.2	6	Indiana Pacers	5.3	+1.5	6	Los Angeles Clippers	3.2	+1.1	6	Detroit Pistons	0.3	+1.4
7	Brooklyn Nets	10.4	+2.3	7	Cleveland Cavaliers	7.1	+1.4	7	Oklahoma City Thunder	3.6	+0.8	7	Los Angeles Lakers	6.5	+1.3
8	Atlanta Hawks	12.4	+1.8	8	Milwaukee Bucks	6.5	+0.9	8	Detroit Pistons	1.7	+0.8	8	Portland Trail Blazers	1.3	+1.3
9	Boston Celtics	17.2	+1.7	9	Sacramento Kings	5.6	+0.9	9	Washington Wizards	0.9	+0.8	9	Houston Rockets	2.1	+1.2
10	Milwaukee Bucks	11.7	+1.6	10	Brooklyn Nets	5.5	+0.9	10	Boston Celtics	12.5	+0.7	10	Golden State Warriors	7.4	+1.1

YouGov SportsIndex, July 1, 2024 – June 30, 2025, vs previous year. Gen Z: n> 1,400; Millennials: n> 3,600; Gen X: n> 3,200; Baby Boomers+: n> 7,200
Index score: Average of Impression, Quality, Value, Satisfaction, Recommend, and Reputation scores.

Highlight reel: NBA teams

- Gen Z saw the biggest swings: Bulls (+6.5), Clippers (+5.5), Warriors (+5.1), Lakers (+4.8), Knicks (+4.8). By contrast, Boomers+ peak lift tops out at +2.1 (Celtics).
- Coastal mega-markets are surging — Lakers #1 overall (+2.4), Knicks #2 (+2.2), Warriors #3 (+2.1); LA has two teams in the overall top-10 (Lakers, Clippers).
- Knicks lead Gen X (+2.7); Celtics lead Boomers+ (+2.1); Warriors lead Millennials (+2.9); Bulls lead Gen Z (+6.5).
- Lakers were a top-5 improver with Gen Z (+4.8) and Millennials (+2.4), while still rising with Gen X (+1.5) and Boomers+ (+1.3).
- Pacers saw improvements across three cohorts (Millennials +1.5, Gen X +1.7, Boomers+ +1.4) as did the Cavaliers, who rose with Millennials (+1.4), Gen X (+1.6) and Boomers+ (+1.4).



On the rise: Soccer

The most improved soccer teams year-on-year based on Index score.



Rank	Brand	Index score	Change
1	FC Barcelona	21.2	+3.6
2	Real Madrid	26.2	+3
3	Liverpool	18.4	+2.8
4	Bayern Munich	12.1	+1.9
5	Inter Miami	9	+1.8
6	Inter Milan	9.5	+1.5
7	Chelsea	13.3	+1.4
8	Bayer Leverkusen	5.3	+1.4
9	A.C. Milan	9.7	+1.1
10	Manchester City	18.2	+1

YouGov SportsIndex, July 1, 2024 – June 30, 2025, vs previous year. US gen pop: n> 11,000.
Index score: Average of Impression, Quality, Value, Satisfaction, Recommend, and Reputation scores.

On the rise: Soccer teams by generation

Gen Z 18+				Millennials				Gen X				Baby Boomers+			
Rank	Team	2025 Index score	YoY change	Rank	Team	2025 Index score	YoY change	Rank	Team	2025 Index score	YoY change	Rank	Team	2025 Index score	YoY change
1	FC Barcelona	35.6	+6.9	1	FC Barcelona	28.2	+4.4	1	FC Barcelona	15.2	+1.9	1	Real Madrid	12.5	+1.1
2	FC Chelsea	24.8	+5.3	2	FC Liverpool	23.3	+3.4	2	FC Liverpool	13.5	+1.9	2	Chicago Fire SC	1.5	+1.0
3	Real Madrid	42.6	+4.7	3	Real Madrid	33.0	+2.7	3	Real Madrid	20.1	+1.6	3	LA Galaxy	2.1	+0.8
4	Manchester City F.C.	29.4	+4.5	4	A.C. Milan	13.7	+1.6	4	FC Bayern München	6.8	+1.0	4	Orlando City SC	1.5	+0.8
5	FC Bayern München	21.9	+4.5	5	Inter Milan	13.6	+1.6	5	Juventus Turin	3.6	+1.0	5	Atlanta United FC	1.5	+0.8
6	Inter Miami CF	17.6	+4.2	6	Bayer Leverkusen	7.1	+1.6	6	D.C. United	3.4	+0.9	6	Inter Milan	3.1	+0.6
7	Manchester United F.C.	25.6	+4.1	7	FC Bayern München	16.7	+1.4	7	Inter Milan	5.6	+0.7	7	Paris Saint-Germain (PSG)	2.5	+0.6
8	New York City FC	10.9	+2.8	8	Inter Miami CF	12.5	+1.3	8	Inter Miami CF	4.8	+0.7	8	Minnesota United FC	0.9	+0.4
9	FC Liverpool	29.9	+2.7	9	FC Köln	2.2	+0.7	9	Bayer Leverkusen	2.8	+0.7	9	FC Liverpool	8.5	+0.3
10	Bayer Leverkusen	10.8	+2.7	10	Seattle Sounders FC	3.3	+0.5	10	Columbus Crew SC	1.6	+0.7	10	CF Montréal	0.7	+0.3

YouGov SportsIndex, July 1, 2024 – June 30, 2025, vs previous year. Gen Z: n> 1,600; Millennials: n> 3,500; Gen X: n> 2,100; Baby Boomers+: n> 3,400
Index score: Average of Impression, Quality, Value, Satisfaction, Recommend, and Reputation scores.

Highlight reel: Soccer teams

- **Barcelona** is the U.S. momentum leader, ranking #1 overall (+3.6). The club also sits at #1 with Gen Z (+6.9), Millennials (+4.4), and Gen X (+1.9).
- **Gen Z** is powering soccer's surge: Barcelona (+6.9), Chelsea (+5.3), Real Madrid (+4.7), Man City (+4.5), Bayern (+4.5) all saw improvements. The peak among Boomers+ was +1.1 (Real Madrid).
- **European giants** dominate improvements — 9 of the overall top 10 most-improved are European clubs. Standouts: Real Madrid (+3.0) overall, sitting at #1 among Boomers+ (1.1) and doing well among other cohorts (Gen Z +4.7; Millennials +2.7; Gen X +1.6). Liverpool also performed well (+2.8) overall and among certain age groups (Millennials +3.4; Gen X +1.9).
- **Inter Miami** is the lone MLS club in the overall top-10 (+1.8) - the Messi effect - and posts an outsized gain with Gen Z (+4.2), Millennials (+1.3), and Gen X (+0.7).
- **MLS momentum with older fans** — beyond Real Madrid at #1, Boomers+ top improvers include Chicago Fire (+1.0), LA Galaxy (+0.8), Orlando City (+0.8), Atlanta United (+0.8). Even modest gains in this group point to a shifting perception of soccer among more traditional sports fans.



A soccer goalkeeper in a yellow jersey is diving on a green field at night. The stadium is lit up, and the goal is visible in the background. The text "On the rise: Sporting events" is overlaid on the left side of the image.

On the rise: Sporting events

On the rise: Sporting events

The most improved sporting events year-on-year based on Index score.



Rank	Event	2025 Index score	YoY change
1	NBA Finals	16.1	+3.2
2	NFL Super Bowl	26.8	+2.6
3	NBA Cup (Emirates NBA Cup)	6.6	+2.1
4	NBA All-Star Game	7.5	+1.7
5	MLS Cup	6	+1.4
6	WWE WrestleMania	2.2	+1.4
7	NBA Draft	4.2	+1.3
8	The Masters Tournament	11.2	+1
9	NFL International Games	4.4	+0.8
10	NCAA Basketball 'March Madness' Tournament	16	+0.7

YouGov SportsIndex, July 1, 2024 – June 30, 2025, vs previous year. US gen pop: n> 26,400.
Index score: Average of Impression, Quality, Value, Satisfaction, Recommend, and Reputation scores.

On the rise: Sporting events by generation

Gen Z 18+*

Rank	Event	2025 Index score	YoY change
1	NBA Cup (Emirates NBA Cup)	19.3	+7.9
2	WWE WrestleMania	24.1	+6.6
3	NBA Finals	32.7	+6.3
4	MLS Cup	14.0	+3.8
5	NBA All-Star Game	20.0	+3.6
6	NFL Super Bowl	23.3	+2.6
7	NBA Draft	13.8	+2.1

Millennials

Rank	Event	2025 Index score	YoY change
1	NBA Cup (Emirates NBA Cup)	13.5	+4.0
2	NBA Finals	26.3	+3.4
3	NFL Super Bowl	25.8	+2.1
4	MLS Cup	11.4	+2.1
5	NBA All-Star Game	16.2	+1.5
6	The Masters Tournament	8.3	+1.1
7	WWE WrestleMania	14.2	+0.7
8	NBA Draft	11.2	+0.6
9	NFL International Games	6.9	+0.4
10	NHL Stanley Cup Finals	11.7	+0.2

Gen X

Rank	Event	2025 Index score	YoY change
1	NFL Super Bowl	26.4	+1.9
2	NHL Stanley Cup Finals	13.2	+1.7
3	MLB World Series	19.2	+1.4
4	NCAA 'March Madness' Tournament	16.1	+1.3
5	NHL All-Star Game	6.4	+1.3
6	NBA Finals	12.3	+1.1
7	NFL International Games	4.2	+0.8
8	The Masters Tournament	8.2	+0.7
9	MLS Cup	4.3	+0.7
10	NFL Kickoff Game	9.0	+0.6

Baby Boomers+

Rank	Event	2025 Index score	YoY change
1	NFL Super Bowl	27.9	+3.2
2	NBA Finals	7.8	+2.5
3	The Masters Tournament	15.3	+1.9
4	NCAA 'March Madness' Tournament	18.6	+1.8
5	NFL Draft	3.7	+1.5
6	NBA All-Star Game	0.5	+1.5
7	NBA Draft	-1.4	+1.5
8	MLB World Series	24.2	+1.3
9	Daytona 500 (NASCAR)	12.5	+1.3
10	NFL Kickoff Game	6.3	+1.2

*Only 7 brands saw improvement among Gen Z.

YouGov SportsIndex, July 1, 2024 – June 30, 2025, vs previous year. Gen Z: n> 2,700; Millennials: n> 6,300; Gen X: n> 6,900; Baby Boomers+: n> 14,400

Index score: Average of Impression, Quality, Value, Satisfaction, Recommend, and Reputation scores.

Highlight reel: Sporting events

- NBA Finals ranks #1 overall (+3.2). The new NBA Cup (Emirates NBA Cup) is doing well among youth — seeing big improvements among Gen Z (+7.9) and Millennials (+4.0) — while NBA All-Star (+1.7) and NBA Draft (+1.3) also saw improvement overall. This mix of tentpole events and a new tournament has made the NBA the only league with multiple properties in the top-5.
- Super Bowl is #2 overall (+2.6) and #1 with Boomers+ (+3.2) and Gen X (+1.9); NFL Kickoff (Boomers+ +1.2; Gen X +0.6) and NFL International Games (Gen X +0.8) show rising interest.
- WWE WrestleMania surges with Gen Z (+6.6) and holds with Millennials (+0.7).
- MLS Cup ranks top-5 overall (+1.4) with outsized lifts among Gen Z (+3.8) and Millennials (+2.1).
- Tradition still moves older fans – Masters (Boomers+ +1.9), March Madness (Boomers+ +1.8, Gen X +1.3) and World Series (Gen X +1.4; Boomers+ +1.3).



Methodology

The insights and brand tracking data in this report have been sourced via YouGov's always-on sports brand trackers, YouGov SportsIndex, TeamIndex, and FootballIndex.

Based on over a million customer surveys, rankings are based on brands' Index scores between July 1st, 2024, and June 30th, 2025, compared to July 1st, 2023, and June 30th, 2024.

Brands are ranked based on their change in Index scores (round to one decimal). For a brand to qualify as a most-improved brand, it must have scores available for at least 18 months (548 days).

In cases where the change in scores is the same, the current scores are used as a secondary metric to determine their ranking. A minimum base size of 300 (n) is required.



Methodology – SportsIndex and TeamIndex

The Index score within **YouGov SportsIndex** is a composite measure that summarizes overall brand health for **sports leagues and events**. The six-component metrics of the Index score are:

- **Impression:** Overall, of which of the following sporting events/leagues do you have a POSITIVE impression? Now which of the following sporting events/leagues do you have an overall NEGATIVE impression?
- **Quality:** Which of the following sporting events/leagues do you think have a HIGH quality experience? Now which of the following sporting events/leagues do you think have a LOW quality experience?
- **Value:** Which of the following sporting events/leagues do you think represent GOOD value for money for those paying to see it (either in person or on TV)? Now which of the following sporting events/leagues do you think represent POOR value for money for those paying to see it (either in person or on TV)?
- **Satisfaction:** Which of the following sporting events/leagues are you LIKELY to give up time to follow or support as they take place? Please include any you currently give up time for to follow. Now which of the following sporting events/leagues are you UNLIKELY to give up time to follow or support as they take place?
- **Reputation:** Which of the following sporting events/leagues do you regard as prestigious (i.e. having a GOOD reputation)? Now which of the following sporting events/leagues do you regard as non-prestigious (i.e. having a POOR reputation)?
- **Recommend:** Which of the following sporting events/leagues would you RECOMMEND to a friend or colleague? And which of the following sporting events/leagues would you tell a friend or colleague to AVOID?

The Index score within **YouGov TeamIndex** is a composite measure that summarizes overall brand health for **sports teams (non-soccer)**. The six-component metrics of the Index score are:

- **Impression:** Overall, of which of the following teams do you have a POSITIVE impression? Now which of the following teams do you have an overall NEGATIVE impression?
- **Quality:** Which of the following teams do you regard as prestigious (i.e. HIGHLY regarded)? Now which of the following teams do you regard as non-prestigious (i.e. POORLY Regarded)?
- **Value:** When considering how people spend their time and energy, which of these teams do you think is WORTH the time spent following or supporting them? Now, which of the following teams do you think is NOT WORTH the time following or supporting them?
- **Satisfaction:** Which of the following teams makes you feel SATISFIED as a fan? Now which of the following teams makes you feel DISSATISFIED as a fan?
- **Reputation:** Imagine that you were looking for a job (or advising a friend looking for a job). Which of the following teams would you be PROUD TO WORK FOR? Imagine you (or your friend) were applying for the same sort of role at the following companies that you currently have or would apply for. Now which of the following teams would you be EMBARRASSED TO WORK FOR? Imagine you (or your friend) were applying for the same sort of role at the following companies that you currently have or would apply for.
- **Recommend:** Which of the following teams would you RECOMMEND a friend or family member follow or support? And which of the following teams would you tell a friend, family member or colleague to AVOID following or supporting?

Methodology – FootballIndex

The Index score within **YouGov FootballIndex** is a composite measure that summarizes overall brand health for **soccer teams**. The six-component metrics of the Index score are:

- **Impression:** Which of the following football clubs do you connect with players or coaches who you especially like? And for which of the following soccer clubs can you not connect to players or coaches who you especially like?
- **Quality:** Which of the following soccer clubs do you connect with good management? Now which of the following soccer clubs do you connect with bad management?
- **Value:** In your opinion, which of the following soccer clubs represent a good fan culture? Now which of the following soccer clubs do not represent a good fan culture?
- **Satisfaction:** Of which of the following soccer clubs would you say that they play attractive soccer? And which of the following soccer clubs do not play attractive soccer?
- **Reputation:** In your opinion, which of the following soccer clubs have a big tradition? And which of the following soccer clubs do not have a big tradition?
- **Recommend:** In your opinion, which of the following soccer clubs are currently successful? And which of the following soccer clubs are currently not successful?

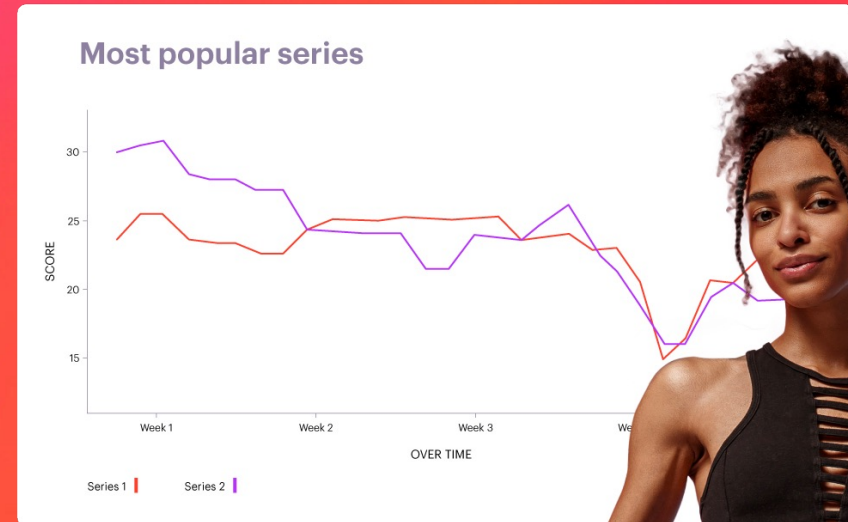


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