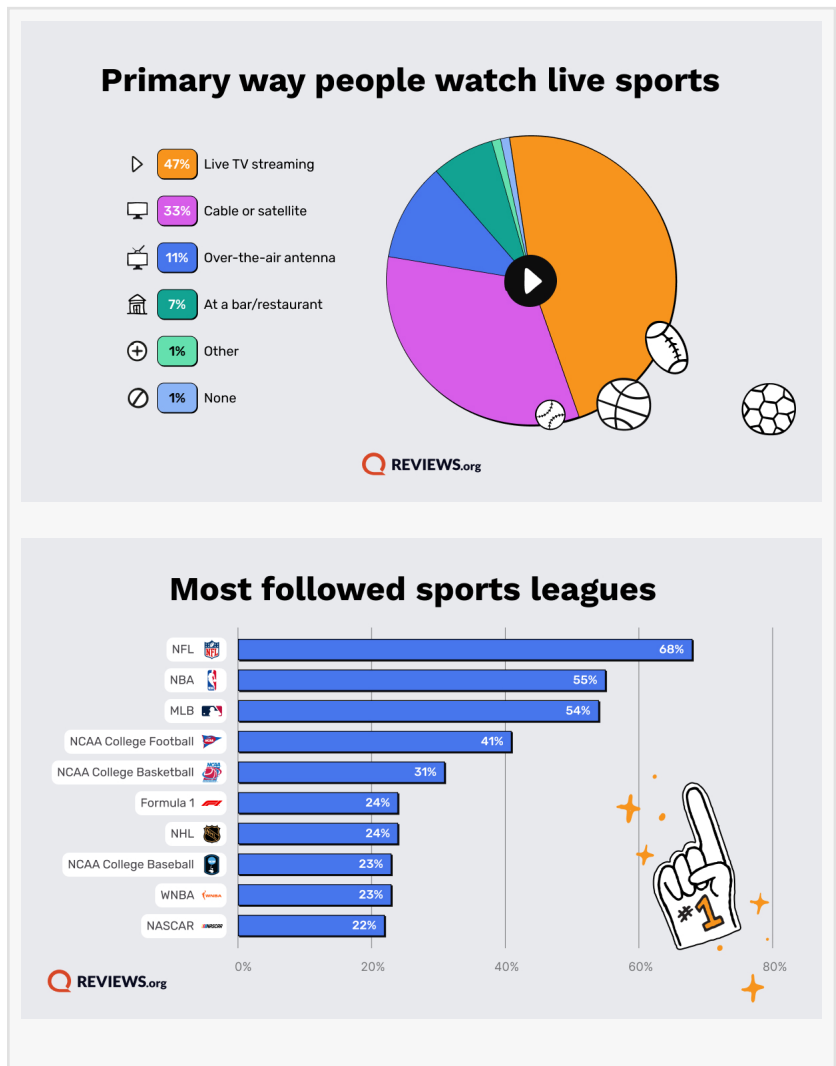


# 2026 Live Sports Viewership: Fans Spending \$123 Monthly to Watch Games

Reviews.org finds 88% of Americans watch live sports, with streaming now outpacing cable.

SALT LAKE CITY, UT, UNITED STATES, February 17, 2026 /EINPresswire.com/ -- Americans now spend an average of \$122.93 per month to follow their favorite sports teams across cable, live TV streaming services, and standalone apps, according to [Reviews.org's](#) new [Live Sports Viewership Statistics in 2026](#) report.

The study finds that 88% of American households watch live sports, and nearly half (47%) primarily watch on live TV streaming services like YouTube TV, Hulu + Live TV, and Sling – a notable shift in comparison to Reviews.org's previously released report from 2023, where only 22% used live TV streaming and 36% relied on cable or satellite TV.



Read the full report: <https://www.reviews.org/tv-service/live-sports-statistics/>

"Live sports remain one of the top reasons people still pay for live TV and cable, but broadcast disputes and streaming-exclusive games have made watching more complicated and expensive," said Tim Tincher, Media Relations at Reviews.org. "Fans are forced to juggle several subscriptions to ensure they don't miss a game. Streaming is the clear future for marquee events like the [2026 Winter Olympics](#), but for many, traditional TV still wins on ease of use."

Here are the key findings from this year's study:

- Nearly 9 in 10 Americans (88%) watch live sports
- Live TV streaming has overtaken cable as the primary way Americans watch live sports, with 47% tuning in through services like YouTube TV, Hulu + Live TV, and fuboTV, compared to 33% who still rely on cable or satellite.
- Sports fans now spend more than \$120 per month on average to watch live games, including about \$79 for cable, satellite, or live TV streaming services, plus an additional \$43 on standalone sports apps like Peacock, ESPN+, and NFL+.
- The NFL remains America's most-watched sport, with 68% of fans following the league, followed by the NBA (55%) and MLB (54%).
- Amazon Prime Video (57%) is the most popular on-demand sports platform, followed by ESPN+ (44%), Hulu (41%), and Peacock (38%)
- 53% have missed a game because they didn't have the right subscription
- Nearly three in four fans say sports are becoming too expensive to follow

Methodology: In January 2026, Reviews.org surveyed 1,000 U.S. adults using stratified sampling to ensure a nationally representative sample. This report focuses on the 882 respondents who identify as active sports viewers. Costs are based on self-reported monthly spending. Percentages are rounded to whole numbers in the written text and to the nearest hundredth in tables.

About Reviews.org: Featured in CNBC, New York Times, USA Today and more. Reviews.org helps you choose the right home services and products with confidence. Our team of expert reviewers combine hands-on testing, thorough research, and real customer insights to break down complex options into clear, practical guidance you can trust.

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