



National Tracking Poll #200858
August 13-15, 2020

Crosstabulation Results

Methodology:

This poll was conducted between August 13-August 15, 2020 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, educational attainment, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table SVS1_1: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
 ATP*

Demographic	Avid fan	Casual fan	Not a fan at all	Total N
Adults	2% (48)	9% (180)	89% (1790)	2018
Gender: Male	3% (33)	14% (136)	83% (830)	999
Gender: Female	1% (15)	4% (44)	94% (961)	1020
Age: 18-34	3% (13)	8% (37)	90% (424)	474
Age: 35-44	4% (14)	14% (52)	82% (292)	358
Age: 45-64	2% (13)	9% (67)	89% (670)	751
Age: 65+	2% (8)	6% (24)	93% (404)	436
GenZers: 1997-2012	2% (1)	8% (7)	91% (82)	91
Millennials: 1981-1996	3% (15)	10% (53)	88% (485)	553
GenXers: 1965-1980	3% (18)	13% (74)	84% (494)	586
Baby Boomers: 1946-1964	2% (13)	5% (38)	93% (654)	705
PID: Dem (no lean)	3% (22)	10% (66)	87% (596)	684
PID: Ind (no lean)	1% (9)	7% (43)	92% (604)	656
PID: Rep (no lean)	2% (17)	11% (72)	87% (590)	679
PID/Gender: Dem Men	5% (14)	13% (41)	82% (257)	312
PID/Gender: Dem Women	2% (8)	7% (24)	91% (339)	372
PID/Gender: Ind Men	1% (4)	11% (37)	87% (285)	326
PID/Gender: Ind Women	2% (5)	2% (6)	97% (319)	330
PID/Gender: Rep Men	4% (15)	16% (58)	80% (288)	360
PID/Gender: Rep Women	1% (2)	4% (14)	95% (302)	318
Ideo: Liberal (1-3)	4% (23)	11% (57)	85% (456)	537
Ideo: Moderate (4)	1% (7)	8% (43)	91% (527)	578
Ideo: Conservative (5-7)	2% (10)	11% (73)	88% (598)	681
Educ: < College	2% (23)	7% (98)	91% (1213)	1333
Educ: Bachelors degree	3% (15)	11% (48)	86% (378)	441
Educ: Post-grad	4% (10)	14% (34)	82% (199)	244
Income: Under 50k	1% (13)	7% (73)	92% (963)	1050
Income: 50k-100k	4% (26)	10% (61)	86% (544)	631
Income: 100k+	2% (8)	14% (46)	84% (284)	338

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Table SVS1_1: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

ATP

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	2%	(48)	9%	(180)	89%	(1790)	2018
Ethnicity: White	2%	(36)	8%	(136)	89%	(1460)	1631
Ethnicity: Hispanic	4%	(10)	10%	(29)	86%	(249)	289
Ethnicity: Black	3%	(8)	13%	(30)	84%	(200)	238
Ethnicity: Other	3%	(4)	10%	(14)	88%	(131)	149
All Christian	3%	(25)	10%	(94)	88%	(840)	959
All Non-Christian	5%	(6)	14%	(14)	81%	(82)	102
Atheist	—	(0)	8%	(6)	92%	(76)	82
Agnostic/Nothing in particular	1%	(7)	7%	(36)	92%	(465)	508
Something Else	3%	(10)	8%	(29)	89%	(328)	368
Religious Non-Protestant/Catholic	5%	(6)	12%	(14)	84%	(101)	120
Evangelical	3%	(15)	10%	(56)	87%	(472)	543
Non-Evangelical	3%	(19)	8%	(64)	89%	(668)	751
Community: Urban	3%	(16)	11%	(56)	86%	(437)	509
Community: Suburban	2%	(22)	9%	(80)	89%	(836)	937
Community: Rural	2%	(10)	8%	(44)	91%	(518)	572
Employ: Private Sector	3%	(19)	12%	(74)	86%	(552)	645
Employ: Government	3%	(3)	12%	(14)	86%	(106)	123
Employ: Self-Employed	6%	(12)	10%	(19)	84%	(159)	190
Employ: Homemaker	2%	(3)	1%	(2)	97%	(142)	147
Employ: Retired	1%	(4)	7%	(32)	92%	(442)	478
Employ: Unemployed	1%	(3)	8%	(20)	90%	(222)	245
Employ: Other	2%	(3)	9%	(13)	89%	(128)	144
Military HH: Yes	2%	(7)	10%	(33)	88%	(304)	344
Military HH: No	2%	(41)	9%	(147)	89%	(1487)	1675
RD/WT: Right Direction	3%	(16)	12%	(68)	86%	(507)	591
RD/WT: Wrong Track	2%	(32)	8%	(112)	90%	(1284)	1427
Trump Job Approve	2%	(19)	9%	(82)	88%	(774)	875
Trump Job Disapprove	2%	(24)	9%	(94)	89%	(938)	1056

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Table SVS1_1: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

ATP

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	2%	(48)	9%	(180)	89%	(1790)	2018
Trump Job Strongly Approve	3%	(15)	11%	(55)	86%	(441)	511
Trump Job Somewhat Approve	1%	(4)	8%	(27)	91%	(333)	364
Trump Job Somewhat Disapprove	2%	(4)	11%	(25)	87%	(200)	229
Trump Job Strongly Disapprove	2%	(20)	8%	(69)	89%	(738)	828
Favorable of Trump	2%	(19)	10%	(82)	88%	(758)	860
Unfavorable of Trump	2%	(22)	8%	(89)	90%	(955)	1066
Very Favorable of Trump	3%	(15)	11%	(57)	86%	(455)	528
Somewhat Favorable of Trump	1%	(4)	7%	(25)	91%	(303)	332
Somewhat Unfavorable of Trump	2%	(4)	9%	(17)	89%	(171)	192
Very Unfavorable of Trump	2%	(19)	8%	(73)	90%	(783)	875
#1 Issue: Economy	2%	(12)	8%	(58)	90%	(624)	694
#1 Issue: Security	1%	(2)	12%	(31)	87%	(215)	248
#1 Issue: Health Care	3%	(13)	10%	(38)	87%	(331)	382
#1 Issue: Medicare / Social Security	3%	(9)	5%	(14)	92%	(263)	287
#1 Issue: Women's Issues	1%	(1)	16%	(10)	83%	(55)	66
#1 Issue: Education	2%	(2)	10%	(11)	89%	(97)	110
#1 Issue: Energy	10%	(7)	13%	(10)	77%	(56)	73
#1 Issue: Other	1%	(2)	5%	(8)	94%	(149)	159
2018 House Vote: Democrat	3%	(24)	8%	(58)	88%	(618)	700
2018 House Vote: Republican	2%	(13)	11%	(64)	87%	(534)	612
2018 House Vote: Someone else	1%	(1)	7%	(5)	92%	(68)	74
2016 Vote: Hillary Clinton	4%	(23)	9%	(58)	87%	(558)	639
2016 Vote: Donald Trump	2%	(15)	10%	(70)	87%	(589)	675
2016 Vote: Other	—	(0)	7%	(11)	93%	(137)	148
2016 Vote: Didn't Vote	2%	(10)	7%	(40)	91%	(504)	553
Voted in 2014: Yes	3%	(39)	9%	(117)	87%	(1084)	1240
Voted in 2014: No	1%	(8)	8%	(63)	91%	(706)	778
2012 Vote: Barack Obama	3%	(21)	10%	(74)	88%	(679)	774
2012 Vote: Mitt Romney	3%	(16)	10%	(49)	87%	(431)	496
2012 Vote: Other	—	(0)	11%	(9)	89%	(76)	86
2012 Vote: Didn't Vote	2%	(11)	7%	(46)	91%	(600)	656

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Table SVS1_1: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

ATP

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	2%	(48)	9%	(180)	89%	(1790)	2018
4-Region: Northeast	3%	(12)	13%	(47)	84%	(307)	366
4-Region: Midwest	2%	(9)	7%	(30)	91%	(394)	433
4-Region: South	2%	(15)	8%	(59)	90%	(682)	756
4-Region: West	3%	(13)	9%	(43)	88%	(408)	464
Sports fans	3%	(47)	13%	(177)	84%	(1165)	1388
Avid sports fans	6%	(28)	18%	(87)	76%	(364)	479
Esports fans	6%	(24)	25%	(103)	70%	(292)	418
F1 fans	8%	(28)	34%	(114)	58%	(192)	334
IndyCar fans	7%	(31)	24%	(111)	70%	(326)	468
MLB fans	4%	(45)	15%	(156)	81%	(837)	1039
MLS fans	8%	(35)	28%	(129)	65%	(298)	461
MotoGP fans	11%	(27)	38%	(96)	51%	(128)	252
NASCAR fans	4%	(29)	19%	(134)	76%	(528)	690
NBA fans	4%	(41)	17%	(155)	79%	(742)	938
NFL fans	3%	(44)	13%	(167)	83%	(1058)	1269
NHL fans	5%	(40)	18%	(138)	77%	(592)	770
UFC fans	4%	(27)	22%	(137)	73%	(452)	615
WNBA fans	8%	(37)	26%	(115)	66%	(296)	448
Golf fans	6%	(39)	24%	(149)	70%	(438)	626
Tennis fans	15%	(48)	57%	(180)	28%	(87)	315
Drinks often	4%	(12)	14%	(47)	82%	(274)	333
Drinks often/sometimes	3%	(25)	12%	(109)	86%	(815)	950
Cigarette smokers (often)	3%	(10)	12%	(46)	85%	(321)	377
Cigarette smokers (often/sometimes)	3%	(14)	13%	(65)	84%	(408)	486
Vapers (often)	5%	(4)	17%	(15)	78%	(72)	92
Vapers (often/sometimes)	4%	(10)	21%	(47)	74%	(165)	222
Dippers (often)	10%	(5)	17%	(9)	72%	(37)	52
Dippers (often/sometimes)	11%	(12)	25%	(26)	64%	(66)	103
Marijuana users (often)	3%	(6)	15%	(32)	82%	(170)	208
Marijuana users (often/sometimes)	3%	(12)	15%	(59)	82%	(313)	384
CBD users (often)	5%	(5)	16%	(15)	79%	(75)	95

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Table SVS1_1: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

ATP

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	2%	(48)	9%	(180)	89%	(1790)	2018
CBD users (often/sometimes)	3%	(10)	15%	(48)	82%	(255)	313
Gamblers (often)	6%	(5)	20%	(16)	73%	(58)	79
Gamblers (often/sometimes)	5%	(19)	18%	(61)	77%	(261)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS1_2: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
Esports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	5%	(95)	16%	(323)	79%	(1600)	2018
Gender: Male	8%	(78)	20%	(202)	72%	(718)	999
Gender: Female	2%	(17)	12%	(121)	86%	(882)	1020
Age: 18-34	9%	(41)	28%	(135)	63%	(298)	474
Age: 35-44	8%	(30)	29%	(103)	63%	(225)	358
Age: 45-64	2%	(17)	9%	(68)	89%	(665)	751
Age: 65+	1%	(6)	4%	(18)	94%	(412)	436
GenZers: 1997-2012	10%	(9)	25%	(23)	65%	(59)	91
Millennials: 1981-1996	8%	(44)	29%	(163)	63%	(346)	553
GenXers: 1965-1980	5%	(27)	18%	(104)	78%	(455)	586
Baby Boomers: 1946-1964	2%	(14)	4%	(28)	94%	(662)	705
PID: Dem (no lean)	4%	(27)	15%	(104)	81%	(554)	684
PID: Ind (no lean)	3%	(22)	19%	(124)	78%	(510)	656
PID: Rep (no lean)	7%	(46)	14%	(96)	79%	(536)	679
PID/Gender: Dem Men	6%	(19)	18%	(55)	76%	(238)	312
PID/Gender: Dem Women	2%	(7)	13%	(49)	85%	(316)	372
PID/Gender: Ind Men	6%	(18)	24%	(79)	70%	(228)	326
PID/Gender: Ind Women	1%	(4)	13%	(45)	85%	(282)	330
PID/Gender: Rep Men	11%	(41)	19%	(68)	70%	(251)	360
PID/Gender: Rep Women	2%	(6)	9%	(28)	89%	(285)	318
Ideo: Liberal (1-3)	5%	(27)	18%	(97)	77%	(413)	537
Ideo: Moderate (4)	4%	(25)	17%	(98)	79%	(454)	578
Ideo: Conservative (5-7)	4%	(26)	13%	(87)	83%	(568)	681
Educ: < College	5%	(62)	15%	(204)	80%	(1068)	1333
Educ: Bachelors degree	3%	(13)	18%	(80)	79%	(348)	441
Educ: Post-grad	9%	(21)	16%	(39)	75%	(184)	244
Income: Under 50k	4%	(40)	17%	(177)	79%	(832)	1050
Income: 50k-100k	4%	(26)	15%	(97)	81%	(509)	631
Income: 100k+	9%	(29)	15%	(49)	77%	(259)	338
Ethnicity: White	4%	(67)	13%	(215)	83%	(1350)	1631
Ethnicity: Hispanic	6%	(18)	29%	(84)	65%	(187)	289
Ethnicity: Black	9%	(22)	23%	(55)	68%	(162)	238

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Table SVS1_2: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*Esports*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	5%	(95)	16%	(323)	79%	(1600)	2018
Ethnicity: Other	5%	(7)	36%	(54)	59%	(88)	149
All Christian	4%	(40)	12%	(120)	83%	(799)	959
All Non-Christian	13%	(13)	22%	(22)	65%	(66)	102
Atheist	4%	(4)	6%	(5)	89%	(73)	82
Agnostic/Nothing in particular	4%	(22)	20%	(104)	75%	(382)	508
Something Else	4%	(16)	20%	(72)	76%	(279)	368
Religious Non-Protestant/Catholic	11%	(13)	20%	(24)	69%	(83)	120
Evangelical	5%	(27)	15%	(83)	80%	(433)	543
Non-Evangelical	3%	(24)	14%	(104)	83%	(622)	751
Community: Urban	9%	(44)	21%	(105)	71%	(360)	509
Community: Suburban	4%	(35)	15%	(141)	81%	(761)	937
Community: Rural	3%	(17)	13%	(77)	84%	(479)	572
Employ: Private Sector	5%	(31)	20%	(129)	75%	(485)	645
Employ: Government	6%	(7)	25%	(30)	70%	(86)	123
Employ: Self-Employed	8%	(15)	22%	(41)	70%	(134)	190
Employ: Homemaker	3%	(4)	10%	(14)	87%	(128)	147
Employ: Retired	1%	(4)	4%	(19)	95%	(454)	478
Employ: Unemployed	8%	(19)	22%	(54)	70%	(172)	245
Employ: Other	6%	(8)	19%	(27)	75%	(109)	144
Military HH: Yes	6%	(19)	11%	(37)	84%	(288)	344
Military HH: No	5%	(76)	17%	(287)	78%	(1312)	1675
RD/WT: Right Direction	8%	(47)	18%	(108)	74%	(436)	591
RD/WT: Wrong Track	3%	(48)	15%	(216)	82%	(1164)	1427
Trump Job Approve	7%	(58)	16%	(137)	78%	(680)	875
Trump Job Disapprove	4%	(37)	15%	(163)	81%	(856)	1056
Trump Job Strongly Approve	7%	(38)	15%	(78)	77%	(395)	511
Trump Job Somewhat Approve	5%	(19)	16%	(60)	78%	(285)	364
Trump Job Somewhat Disapprove	3%	(7)	22%	(51)	75%	(171)	229
Trump Job Strongly Disapprove	4%	(31)	13%	(112)	83%	(685)	828
Favorable of Trump	6%	(55)	16%	(136)	78%	(669)	860
Unfavorable of Trump	3%	(37)	16%	(167)	81%	(862)	1066

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Table SVS1_2: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

Esports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	5%	(95)	16%	(323)	79%	(1600)	2018
Very Favorable of Trump	8%	(45)	15%	(77)	77%	(406)	528
Somewhat Favorable of Trump	3%	(10)	18%	(59)	79%	(263)	332
Somewhat Unfavorable of Trump	5%	(10)	21%	(40)	74%	(142)	192
Very Unfavorable of Trump	3%	(27)	15%	(127)	82%	(721)	875
#1 Issue: Economy	5%	(36)	20%	(136)	75%	(522)	694
#1 Issue: Security	6%	(14)	13%	(32)	82%	(203)	248
#1 Issue: Health Care	5%	(19)	19%	(74)	76%	(289)	382
#1 Issue: Medicare / Social Security	2%	(6)	6%	(16)	92%	(264)	287
#1 Issue: Women's Issues	9%	(6)	10%	(7)	80%	(53)	66
#1 Issue: Education	4%	(5)	26%	(29)	69%	(76)	110
#1 Issue: Energy	5%	(4)	24%	(17)	71%	(52)	73
#1 Issue: Other	3%	(5)	8%	(13)	89%	(141)	159
2018 House Vote: Democrat	4%	(28)	16%	(112)	80%	(560)	700
2018 House Vote: Republican	6%	(35)	15%	(91)	79%	(485)	612
2018 House Vote: Someone else	2%	(1)	23%	(17)	75%	(56)	74
2016 Vote: Hillary Clinton	4%	(25)	16%	(101)	80%	(513)	639
2016 Vote: Donald Trump	6%	(44)	13%	(90)	80%	(541)	675
2016 Vote: Other	1%	(1)	17%	(26)	82%	(121)	148
2016 Vote: Didn't Vote	5%	(25)	19%	(105)	77%	(423)	553
Voted in 2014: Yes	5%	(56)	14%	(176)	81%	(1008)	1240
Voted in 2014: No	5%	(39)	19%	(147)	76%	(592)	778
2012 Vote: Barack Obama	5%	(36)	16%	(124)	79%	(614)	774
2012 Vote: Mitt Romney	6%	(28)	10%	(47)	85%	(421)	496
2012 Vote: Other	1%	(1)	15%	(13)	85%	(72)	86
2012 Vote: Didn't Vote	5%	(30)	21%	(138)	74%	(489)	656
4-Region: Northeast	5%	(20)	18%	(66)	77%	(280)	366
4-Region: Midwest	3%	(14)	14%	(59)	83%	(360)	433
4-Region: South	6%	(46)	14%	(102)	80%	(608)	756
4-Region: West	3%	(16)	21%	(96)	76%	(352)	464
Sports fans	6%	(89)	22%	(302)	72%	(997)	1388
Avid sports fans	11%	(55)	22%	(105)	67%	(319)	479

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Table SVS1_2: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

Esports

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	5%	(95)	16%	(323)	79%	(1600)	2018
Esports fans	23%	(95)	77%	(323)	—	(0)	418
F1 fans	20%	(66)	38%	(126)	42%	(142)	334
IndyCar fans	12%	(58)	28%	(130)	60%	(279)	468
MLB fans	7%	(73)	21%	(217)	72%	(749)	1039
MLS fans	15%	(69)	34%	(156)	51%	(237)	461
MotoGP fans	21%	(54)	41%	(104)	37%	(94)	252
NASCAR fans	10%	(70)	25%	(169)	65%	(451)	690
NBA fans	8%	(78)	27%	(250)	65%	(609)	938
NFL fans	7%	(83)	21%	(272)	72%	(914)	1269
NHL fans	8%	(63)	22%	(168)	70%	(539)	770
UFC fans	13%	(81)	36%	(219)	51%	(315)	615
WNBA fans	11%	(49)	35%	(158)	54%	(241)	448
Golf fans	12%	(73)	26%	(163)	62%	(390)	626
Tennis fans	19%	(59)	36%	(112)	46%	(144)	315
Drinks often	8%	(27)	18%	(59)	74%	(247)	333
Drinks often/sometimes	5%	(47)	22%	(205)	74%	(699)	950
Cigarette smokers (often)	8%	(30)	19%	(72)	73%	(275)	377
Cigarette smokers (often/sometimes)	9%	(43)	22%	(108)	69%	(335)	486
Vapers (often)	23%	(22)	19%	(18)	57%	(53)	92
Vapers (often/sometimes)	16%	(36)	27%	(60)	57%	(126)	222
Dippers (often)	22%	(11)	21%	(11)	57%	(30)	52
Dippers (often/sometimes)	25%	(25)	31%	(32)	44%	(45)	103
Marijuana users (often)	12%	(25)	27%	(56)	61%	(127)	208
Marijuana users (often/sometimes)	10%	(40)	28%	(109)	61%	(235)	384
CBD users (often)	23%	(22)	14%	(13)	63%	(60)	95
CBD users (often/sometimes)	11%	(34)	27%	(83)	63%	(196)	313
Gamblers (often)	20%	(16)	26%	(21)	53%	(42)	79
Gamblers (often/sometimes)	12%	(42)	26%	(88)	62%	(210)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS1_3: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

F1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(74)	13%	(260)	83%	(1684)	2018
Gender: Male	5%	(53)	21%	(211)	74%	(735)	999
Gender: Female	2%	(21)	5%	(50)	93%	(949)	1020
Age: 18-34	4%	(21)	17%	(81)	79%	(372)	474
Age: 35-44	4%	(15)	19%	(68)	77%	(274)	358
Age: 45-64	4%	(29)	10%	(75)	86%	(648)	751
Age: 65+	2%	(9)	8%	(37)	89%	(390)	436
GenZers: 1997-2012	3%	(3)	10%	(9)	86%	(78)	91
Millennials: 1981-1996	5%	(25)	18%	(100)	77%	(428)	553
GenXers: 1965-1980	4%	(22)	15%	(87)	81%	(478)	586
Baby Boomers: 1946-1964	3%	(24)	8%	(53)	89%	(627)	705
PID: Dem (no lean)	3%	(21)	13%	(87)	84%	(576)	684
PID: Ind (no lean)	3%	(17)	13%	(83)	85%	(556)	656
PID: Rep (no lean)	5%	(36)	13%	(91)	81%	(552)	679
PID/Gender: Dem Men	4%	(13)	22%	(70)	73%	(229)	312
PID/Gender: Dem Women	2%	(8)	5%	(17)	93%	(347)	372
PID/Gender: Ind Men	3%	(9)	20%	(65)	77%	(251)	326
PID/Gender: Ind Women	2%	(7)	5%	(17)	92%	(305)	330
PID/Gender: Rep Men	8%	(31)	21%	(76)	71%	(254)	360
PID/Gender: Rep Women	2%	(6)	5%	(15)	93%	(297)	318
Ideo: Liberal (1-3)	4%	(24)	13%	(72)	82%	(441)	537
Ideo: Moderate (4)	2%	(13)	14%	(82)	84%	(483)	578
Ideo: Conservative (5-7)	4%	(29)	11%	(76)	84%	(575)	681
Educ: < College	3%	(41)	13%	(169)	84%	(1124)	1333
Educ: Bachelors degree	4%	(16)	12%	(55)	84%	(371)	441
Educ: Post-grad	7%	(17)	15%	(37)	78%	(190)	244
Income: Under 50k	3%	(29)	11%	(119)	86%	(902)	1050
Income: 50k-100k	4%	(27)	13%	(85)	82%	(519)	631
Income: 100k+	5%	(18)	17%	(57)	78%	(263)	338
Ethnicity: White	4%	(64)	12%	(191)	84%	(1376)	1631
Ethnicity: Hispanic	4%	(13)	16%	(46)	80%	(230)	289
Ethnicity: Black	2%	(6)	19%	(46)	78%	(186)	238

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Table SVS1_3: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

F1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(74)	13%	(260)	83%	(1684)	2018
Ethnicity: Other	3%	(4)	16%	(23)	82%	(122)	149
All Christian	5%	(43)	12%	(115)	84%	(801)	959
All Non-Christian	10%	(10)	21%	(21)	69%	(70)	102
Atheist	4%	(3)	12%	(10)	84%	(69)	82
Agnostic/Nothing in particular	2%	(9)	15%	(78)	83%	(421)	508
Something Else	2%	(9)	10%	(36)	88%	(323)	368
Religious Non-Protestant/Catholic	8%	(10)	18%	(21)	74%	(89)	120
Evangelical	3%	(18)	13%	(71)	84%	(454)	543
Non-Evangelical	4%	(34)	10%	(74)	86%	(643)	751
Community: Urban	5%	(24)	18%	(89)	78%	(395)	509
Community: Suburban	4%	(36)	11%	(104)	85%	(797)	937
Community: Rural	2%	(14)	12%	(67)	86%	(492)	572
Employ: Private Sector	5%	(34)	15%	(94)	80%	(517)	645
Employ: Government	2%	(2)	14%	(18)	84%	(104)	123
Employ: Self-Employed	8%	(15)	17%	(32)	75%	(143)	190
Employ: Homemaker	1%	(2)	6%	(8)	93%	(137)	147
Employ: Retired	2%	(11)	8%	(40)	89%	(428)	478
Employ: Unemployed	1%	(3)	19%	(47)	80%	(195)	245
Employ: Other	5%	(7)	12%	(17)	83%	(120)	144
Military HH: Yes	3%	(11)	12%	(42)	85%	(291)	344
Military HH: No	4%	(63)	13%	(218)	83%	(1393)	1675
RD/WT: Right Direction	7%	(38)	17%	(102)	76%	(451)	591
RD/WT: Wrong Track	2%	(35)	11%	(158)	86%	(1234)	1427
Trump Job Approve	5%	(43)	14%	(126)	81%	(706)	875
Trump Job Disapprove	3%	(27)	12%	(124)	86%	(905)	1056
Trump Job Strongly Approve	7%	(36)	14%	(72)	79%	(403)	511
Trump Job Somewhat Approve	2%	(7)	15%	(54)	83%	(303)	364
Trump Job Somewhat Disapprove	3%	(7)	15%	(35)	82%	(187)	229
Trump Job Strongly Disapprove	2%	(20)	11%	(90)	87%	(718)	828
Favorable of Trump	5%	(44)	14%	(121)	81%	(695)	860
Unfavorable of Trump	2%	(25)	12%	(125)	86%	(917)	1066

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Table SVS1_3: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

F1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(74)	13%	(260)	83%	(1684)	2018
Very Favorable of Trump	6%	(34)	14%	(75)	79%	(419)	528
Somewhat Favorable of Trump	3%	(10)	14%	(45)	83%	(277)	332
Somewhat Unfavorable of Trump	2%	(4)	17%	(32)	81%	(156)	192
Very Unfavorable of Trump	2%	(21)	11%	(93)	87%	(761)	875
#1 Issue: Economy	3%	(20)	14%	(94)	84%	(580)	694
#1 Issue: Security	5%	(12)	16%	(40)	79%	(196)	248
#1 Issue: Health Care	4%	(15)	13%	(50)	83%	(316)	382
#1 Issue: Medicare / Social Security	2%	(7)	9%	(26)	88%	(254)	287
#1 Issue: Women's Issues	5%	(3)	13%	(9)	82%	(54)	66
#1 Issue: Education	3%	(3)	14%	(15)	84%	(92)	110
#1 Issue: Energy	15%	(11)	7%	(5)	78%	(57)	73
#1 Issue: Other	2%	(3)	13%	(21)	85%	(135)	159
2018 House Vote: Democrat	3%	(24)	12%	(81)	85%	(596)	700
2018 House Vote: Republican	6%	(34)	14%	(84)	81%	(493)	612
2018 House Vote: Someone else	4%	(3)	9%	(7)	87%	(64)	74
2016 Vote: Hillary Clinton	3%	(21)	12%	(77)	85%	(540)	639
2016 Vote: Donald Trump	6%	(38)	13%	(91)	81%	(546)	675
2016 Vote: Other	2%	(3)	9%	(13)	89%	(132)	148
2016 Vote: Didn't Vote	2%	(11)	14%	(78)	84%	(465)	553
Voted in 2014: Yes	5%	(59)	13%	(157)	83%	(1024)	1240
Voted in 2014: No	2%	(15)	13%	(103)	85%	(660)	778
2012 Vote: Barack Obama	3%	(24)	13%	(98)	84%	(652)	774
2012 Vote: Mitt Romney	6%	(29)	12%	(61)	82%	(407)	496
2012 Vote: Other	8%	(7)	11%	(9)	81%	(69)	86
2012 Vote: Didn't Vote	2%	(14)	14%	(91)	84%	(552)	656
4-Region: Northeast	5%	(17)	16%	(58)	79%	(291)	366
4-Region: Midwest	4%	(16)	12%	(51)	85%	(366)	433
4-Region: South	3%	(20)	12%	(89)	86%	(648)	756
4-Region: West	5%	(22)	14%	(63)	82%	(379)	464
Sports fans	5%	(71)	18%	(248)	77%	(1068)	1388
Avid sports fans	9%	(41)	22%	(107)	69%	(331)	479

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Table SVS1_3: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

F1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(74)	13%	(260)	83%	(1684)	2018
Esports fans	10%	(40)	36%	(152)	54%	(226)	418
F1 fans	22%	(74)	78%	(260)	—	(0)	334
IndyCar fans	14%	(65)	36%	(171)	50%	(232)	468
MLB fans	6%	(66)	18%	(186)	76%	(787)	1039
MLS fans	10%	(48)	33%	(151)	57%	(262)	461
MotoGP fans	23%	(58)	53%	(133)	24%	(61)	252
NASCAR fans	10%	(66)	27%	(187)	63%	(437)	690
NBA fans	6%	(54)	22%	(203)	73%	(681)	938
NFL fans	5%	(68)	18%	(230)	76%	(970)	1269
NHL fans	7%	(53)	22%	(168)	71%	(549)	770
UFC fans	8%	(49)	29%	(181)	63%	(385)	615
WNBA fans	10%	(43)	29%	(129)	62%	(276)	448
Golf fans	9%	(55)	27%	(169)	64%	(401)	626
Tennis fans	14%	(44)	43%	(134)	43%	(136)	315
Drinks often	7%	(23)	16%	(53)	77%	(257)	333
Drinks often/sometimes	5%	(51)	15%	(147)	79%	(752)	950
Cigarette smokers (often)	5%	(17)	20%	(77)	75%	(283)	377
Cigarette smokers (often/sometimes)	5%	(26)	22%	(106)	73%	(355)	486
Vapers (often)	15%	(14)	28%	(26)	57%	(52)	92
Vapers (often/sometimes)	11%	(23)	31%	(70)	58%	(129)	222
Dippers (often)	8%	(4)	42%	(22)	50%	(26)	52
Dippers (often/sometimes)	20%	(21)	37%	(38)	43%	(44)	103
Marijuana users (often)	6%	(13)	22%	(45)	72%	(149)	208
Marijuana users (often/sometimes)	7%	(27)	20%	(77)	73%	(280)	384
CBD users (often)	11%	(10)	23%	(22)	66%	(63)	95
CBD users (often/sometimes)	7%	(23)	23%	(73)	69%	(217)	313
Gamblers (often)	7%	(5)	31%	(25)	62%	(49)	79
Gamblers (often/sometimes)	7%	(22)	27%	(91)	67%	(228)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS1_4: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
IndyCar

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(84)	19%	(384)	77%	(1551)	2018
Gender: Male	6%	(62)	26%	(260)	68%	(676)	999
Gender: Female	2%	(22)	12%	(123)	86%	(874)	1020
Age: 18-34	3%	(15)	14%	(68)	82%	(391)	474
Age: 35-44	3%	(10)	21%	(75)	76%	(273)	358
Age: 45-64	6%	(45)	19%	(143)	75%	(563)	751
Age: 65+	3%	(15)	23%	(98)	74%	(323)	436
GenZers: 1997-2012	3%	(3)	13%	(12)	84%	(76)	91
Millennials: 1981-1996	3%	(18)	15%	(83)	82%	(453)	553
GenXers: 1965-1980	5%	(27)	22%	(128)	74%	(432)	586
Baby Boomers: 1946-1964	5%	(35)	20%	(139)	75%	(531)	705
PID: Dem (no lean)	3%	(23)	17%	(119)	79%	(543)	684
PID: Ind (no lean)	3%	(19)	18%	(115)	80%	(522)	656
PID: Rep (no lean)	6%	(43)	22%	(150)	72%	(486)	679
PID/Gender: Dem Men	5%	(17)	25%	(77)	70%	(219)	312
PID/Gender: Dem Women	2%	(6)	11%	(42)	87%	(324)	372
PID/Gender: Ind Men	3%	(11)	25%	(82)	72%	(233)	326
PID/Gender: Ind Women	2%	(8)	10%	(33)	88%	(289)	330
PID/Gender: Rep Men	9%	(34)	28%	(102)	62%	(224)	360
PID/Gender: Rep Women	3%	(9)	15%	(48)	82%	(261)	318
Ideo: Liberal (1-3)	3%	(15)	16%	(87)	81%	(436)	537
Ideo: Moderate (4)	3%	(17)	20%	(113)	77%	(447)	578
Ideo: Conservative (5-7)	7%	(47)	22%	(150)	71%	(485)	681
Educ: < College	4%	(57)	20%	(262)	76%	(1014)	1333
Educ: Bachelors degree	4%	(19)	19%	(82)	77%	(341)	441
Educ: Post-grad	4%	(9)	16%	(39)	80%	(196)	244
Income: Under 50k	4%	(43)	16%	(171)	80%	(836)	1050
Income: 50k-100k	4%	(28)	22%	(140)	73%	(463)	631
Income: 100k+	4%	(14)	21%	(72)	74%	(252)	338
Ethnicity: White	5%	(74)	19%	(316)	76%	(1242)	1631
Ethnicity: Hispanic	4%	(12)	19%	(53)	77%	(223)	289
Ethnicity: Black	4%	(10)	16%	(39)	79%	(189)	238

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Table SVS1_4: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

IndyCar

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(84)	19%	(384)	77%	(1551)	2018
Ethnicity: Other	1%	(1)	19%	(29)	80%	(120)	149
All Christian	6%	(55)	20%	(193)	74%	(711)	959
All Non-Christian	5%	(5)	26%	(27)	69%	(70)	102
Atheist	2%	(2)	15%	(12)	83%	(68)	82
Agnostic/Nothing in particular	2%	(12)	17%	(84)	81%	(412)	508
Something Else	3%	(11)	18%	(68)	79%	(289)	368
Religious Non-Protestant/Catholic	4%	(5)	26%	(31)	70%	(84)	120
Evangelical	5%	(27)	21%	(114)	74%	(402)	543
Non-Evangelical	5%	(38)	18%	(135)	77%	(578)	751
Community: Urban	6%	(28)	19%	(95)	76%	(386)	509
Community: Suburban	4%	(41)	20%	(184)	76%	(712)	937
Community: Rural	3%	(15)	18%	(104)	79%	(453)	572
Employ: Private Sector	6%	(37)	18%	(118)	76%	(490)	645
Employ: Government	3%	(3)	15%	(19)	82%	(101)	123
Employ: Self-Employed	7%	(13)	17%	(32)	76%	(145)	190
Employ: Homemaker	1%	(2)	10%	(15)	89%	(130)	147
Employ: Retired	5%	(23)	22%	(104)	73%	(351)	478
Employ: Unemployed	1%	(4)	24%	(59)	75%	(183)	245
Employ: Other	1%	(2)	23%	(33)	76%	(109)	144
Military HH: Yes	6%	(19)	22%	(75)	72%	(249)	344
Military HH: No	4%	(65)	18%	(308)	78%	(1301)	1675
RD/WT: Right Direction	8%	(46)	23%	(138)	69%	(407)	591
RD/WT: Wrong Track	3%	(38)	17%	(246)	80%	(1143)	1427
Trump Job Approve	6%	(51)	22%	(193)	72%	(631)	875
Trump Job Disapprove	3%	(27)	16%	(173)	81%	(856)	1056
Trump Job Strongly Approve	7%	(38)	24%	(123)	68%	(350)	511
Trump Job Somewhat Approve	4%	(13)	19%	(69)	77%	(282)	364
Trump Job Somewhat Disapprove	3%	(6)	16%	(36)	82%	(187)	229
Trump Job Strongly Disapprove	2%	(20)	17%	(138)	81%	(670)	828
Favorable of Trump	6%	(51)	23%	(199)	71%	(610)	860
Unfavorable of Trump	2%	(25)	16%	(170)	82%	(871)	1066

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Table SVS1_4: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
IndyCar

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(84)	19%	(384)	77%	(1551)	2018
Very Favorable of Trump	7%	(36)	25%	(132)	68%	(361)	528
Somewhat Favorable of Trump	5%	(16)	20%	(67)	75%	(250)	332
Somewhat Unfavorable of Trump	3%	(5)	15%	(29)	82%	(157)	192
Very Unfavorable of Trump	2%	(20)	16%	(141)	82%	(714)	875
#1 Issue: Economy	4%	(28)	18%	(127)	78%	(539)	694
#1 Issue: Security	6%	(14)	24%	(60)	70%	(173)	248
#1 Issue: Health Care	4%	(15)	17%	(66)	79%	(301)	382
#1 Issue: Medicare / Social Security	4%	(12)	21%	(61)	74%	(213)	287
#1 Issue: Women's Issues	4%	(2)	12%	(8)	84%	(55)	66
#1 Issue: Education	1%	(1)	15%	(17)	84%	(92)	110
#1 Issue: Energy	9%	(7)	17%	(13)	73%	(54)	73
#1 Issue: Other	3%	(5)	20%	(31)	77%	(123)	159
2018 House Vote: Democrat	3%	(21)	17%	(122)	80%	(557)	700
2018 House Vote: Republican	6%	(37)	25%	(151)	69%	(424)	612
2018 House Vote: Someone else	2%	(2)	12%	(9)	86%	(64)	74
2016 Vote: Hillary Clinton	3%	(21)	17%	(111)	79%	(507)	639
2016 Vote: Donald Trump	7%	(45)	26%	(173)	68%	(457)	675
2016 Vote: Other	2%	(4)	12%	(17)	86%	(127)	148
2016 Vote: Didn't Vote	3%	(15)	15%	(82)	82%	(456)	553
Voted in 2014: Yes	5%	(58)	21%	(266)	74%	(916)	1240
Voted in 2014: No	3%	(26)	15%	(118)	82%	(635)	778
2012 Vote: Barack Obama	4%	(32)	17%	(133)	79%	(609)	774
2012 Vote: Mitt Romney	7%	(34)	25%	(123)	68%	(339)	496
2012 Vote: Other	6%	(5)	25%	(22)	68%	(58)	86
2012 Vote: Didn't Vote	2%	(13)	16%	(103)	82%	(540)	656
4-Region: Northeast	3%	(12)	23%	(84)	74%	(269)	366
4-Region: Midwest	4%	(19)	23%	(98)	73%	(316)	433
4-Region: South	4%	(34)	17%	(126)	79%	(597)	756
4-Region: West	4%	(19)	16%	(75)	80%	(369)	464
Sports fans	6%	(79)	25%	(347)	69%	(961)	1388
Avid sports fans	10%	(46)	28%	(134)	62%	(299)	479

Continued on next page

Table SVS1_4: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

IndyCar

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(84)	19%	(384)	77%	(1551)	2018
Esports fans	8%	(34)	37%	(155)	55%	(230)	418
F1 fans	17%	(57)	53%	(178)	30%	(99)	334
IndyCar fans	18%	(84)	82%	(384)	—	(0)	468
MLB fans	7%	(68)	28%	(291)	65%	(679)	1039
MLS fans	10%	(47)	36%	(165)	54%	(249)	461
MotoGP fans	21%	(52)	53%	(135)	26%	(65)	252
NASCAR fans	12%	(83)	48%	(328)	40%	(279)	690
NBA fans	6%	(58)	27%	(253)	67%	(628)	938
NFL fans	6%	(78)	25%	(314)	69%	(876)	1269
NHL fans	9%	(65)	30%	(234)	61%	(471)	770
UFC fans	8%	(49)	33%	(204)	59%	(362)	615
WNBA fans	10%	(45)	33%	(148)	57%	(255)	448
Golf fans	10%	(61)	35%	(219)	55%	(345)	626
Tennis fans	13%	(41)	43%	(136)	44%	(137)	315
Drinks often	4%	(14)	21%	(71)	74%	(248)	333
Drinks often/sometimes	5%	(44)	22%	(208)	73%	(698)	950
Cigarette smokers (often)	6%	(23)	25%	(94)	69%	(260)	377
Cigarette smokers (often/sometimes)	6%	(29)	25%	(121)	69%	(336)	486
Vapers (often)	9%	(8)	30%	(28)	61%	(56)	92
Vapers (often/sometimes)	8%	(17)	30%	(67)	62%	(137)	222
Dippers (often)	8%	(4)	40%	(21)	52%	(27)	52
Dippers (often/sometimes)	16%	(16)	39%	(40)	46%	(47)	103
Marijuana users (often)	3%	(6)	21%	(43)	76%	(158)	208
Marijuana users (often/sometimes)	5%	(18)	23%	(89)	72%	(277)	384
CBD users (often)	6%	(6)	23%	(22)	71%	(68)	95
CBD users (often/sometimes)	5%	(16)	24%	(74)	71%	(223)	313
Gamblers (often)	4%	(3)	28%	(22)	68%	(54)	79
Gamblers (often/sometimes)	7%	(25)	29%	(98)	64%	(218)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS1_5: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

LPGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(65)	16%	(321)	81%	(1633)	2018
Gender: Male	4%	(44)	22%	(217)	74%	(738)	999
Gender: Female	2%	(21)	10%	(104)	88%	(895)	1020
Age: 18-34	3%	(14)	12%	(56)	85%	(403)	474
Age: 35-44	3%	(12)	17%	(61)	80%	(285)	358
Age: 45-64	4%	(27)	15%	(114)	81%	(610)	751
Age: 65+	3%	(11)	21%	(90)	77%	(335)	436
GenZers: 1997-2012	—	(0)	4%	(3)	96%	(87)	91
Millennials: 1981-1996	3%	(16)	14%	(77)	83%	(460)	553
GenXers: 1965-1980	5%	(28)	16%	(93)	79%	(465)	586
Baby Boomers: 1946-1964	3%	(19)	17%	(120)	80%	(566)	705
PID: Dem (no lean)	3%	(21)	16%	(109)	81%	(555)	684
PID: Ind (no lean)	2%	(13)	13%	(85)	85%	(558)	656
PID: Rep (no lean)	5%	(31)	19%	(128)	77%	(520)	679
PID/Gender: Dem Men	4%	(13)	22%	(70)	73%	(229)	312
PID/Gender: Dem Women	2%	(8)	10%	(38)	88%	(326)	372
PID/Gender: Ind Men	2%	(8)	18%	(57)	80%	(261)	326
PID/Gender: Ind Women	2%	(5)	8%	(27)	90%	(298)	330
PID/Gender: Rep Men	6%	(23)	25%	(89)	69%	(248)	360
PID/Gender: Rep Women	3%	(8)	12%	(38)	85%	(272)	318
Ideo: Liberal (1-3)	3%	(18)	17%	(90)	80%	(429)	537
Ideo: Moderate (4)	4%	(21)	14%	(83)	82%	(473)	578
Ideo: Conservative (5-7)	4%	(25)	18%	(122)	79%	(535)	681
Educ: < College	2%	(32)	14%	(189)	83%	(1112)	1333
Educ: Bachelors degree	5%	(23)	19%	(83)	76%	(335)	441
Educ: Post-grad	4%	(9)	20%	(49)	76%	(186)	244
Income: Under 50k	3%	(28)	12%	(128)	85%	(894)	1050
Income: 50k-100k	4%	(28)	18%	(113)	78%	(490)	631
Income: 100k+	3%	(9)	24%	(79)	74%	(249)	338
Ethnicity: White	3%	(50)	16%	(255)	81%	(1326)	1631
Ethnicity: Hispanic	3%	(9)	17%	(49)	80%	(230)	289
Ethnicity: Black	4%	(11)	18%	(43)	78%	(185)	238

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Table SVS1_5: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

LPGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(65)	16%	(321)	81%	(1633)	2018
Ethnicity: Other	2%	(4)	15%	(23)	82%	(122)	149
All Christian	5%	(43)	18%	(169)	78%	(747)	959
All Non-Christian	5%	(5)	29%	(30)	66%	(67)	102
Atheist	1%	(1)	11%	(9)	88%	(72)	82
Agnostic/Nothing in particular	2%	(8)	14%	(70)	85%	(430)	508
Something Else	2%	(7)	12%	(43)	86%	(318)	368
Religious Non-Protestant/Catholic	4%	(5)	26%	(31)	70%	(84)	120
Evangelical	5%	(25)	14%	(74)	82%	(444)	543
Non-Evangelical	3%	(22)	18%	(132)	79%	(596)	751
Community: Urban	5%	(24)	18%	(90)	78%	(395)	509
Community: Suburban	3%	(29)	16%	(154)	80%	(754)	937
Community: Rural	2%	(12)	14%	(77)	84%	(483)	572
Employ: Private Sector	4%	(29)	16%	(103)	80%	(514)	645
Employ: Government	3%	(4)	15%	(19)	82%	(101)	123
Employ: Self-Employed	3%	(6)	20%	(38)	77%	(147)	190
Employ: Homemaker	1%	(2)	6%	(9)	93%	(136)	147
Employ: Retired	3%	(14)	19%	(93)	78%	(371)	478
Employ: Unemployed	2%	(5)	17%	(42)	81%	(198)	245
Employ: Other	4%	(5)	11%	(15)	86%	(124)	144
Military HH: Yes	5%	(18)	20%	(69)	75%	(257)	344
Military HH: No	3%	(47)	15%	(252)	82%	(1376)	1675
RD/WT: Right Direction	6%	(34)	21%	(123)	74%	(435)	591
RD/WT: Wrong Track	2%	(31)	14%	(198)	84%	(1198)	1427
Trump Job Approve	4%	(36)	17%	(153)	78%	(686)	875
Trump Job Disapprove	3%	(27)	15%	(158)	82%	(871)	1056
Trump Job Strongly Approve	5%	(23)	19%	(95)	77%	(392)	511
Trump Job Somewhat Approve	4%	(13)	16%	(57)	81%	(294)	364
Trump Job Somewhat Disapprove	2%	(5)	20%	(46)	78%	(178)	229
Trump Job Strongly Disapprove	3%	(22)	14%	(112)	84%	(693)	828
Favorable of Trump	4%	(37)	18%	(152)	78%	(671)	860
Unfavorable of Trump	2%	(24)	14%	(153)	83%	(889)	1066

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Table SVS1_5: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

LPGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(65)	16%	(321)	81%	(1633)	2018
Very Favorable of Trump	5%	(27)	17%	(89)	78%	(411)	528
Somewhat Favorable of Trump	3%	(10)	19%	(63)	78%	(259)	332
Somewhat Unfavorable of Trump	2%	(4)	17%	(33)	80%	(154)	192
Very Unfavorable of Trump	2%	(20)	14%	(120)	84%	(735)	875
#1 Issue: Economy	3%	(19)	15%	(102)	83%	(574)	694
#1 Issue: Security	4%	(10)	20%	(50)	76%	(188)	248
#1 Issue: Health Care	4%	(15)	15%	(59)	81%	(308)	382
#1 Issue: Medicare / Social Security	4%	(11)	16%	(46)	80%	(230)	287
#1 Issue: Women's Issues	1%	(1)	10%	(6)	89%	(59)	66
#1 Issue: Education	3%	(4)	12%	(13)	84%	(92)	110
#1 Issue: Energy	4%	(3)	26%	(19)	69%	(51)	73
#1 Issue: Other	1%	(2)	16%	(26)	83%	(132)	159
2018 House Vote: Democrat	3%	(21)	16%	(115)	81%	(564)	700
2018 House Vote: Republican	4%	(27)	20%	(120)	76%	(465)	612
2018 House Vote: Someone else	—	(0)	13%	(10)	87%	(64)	74
2016 Vote: Hillary Clinton	3%	(19)	18%	(116)	79%	(504)	639
2016 Vote: Donald Trump	5%	(36)	19%	(131)	75%	(509)	675
2016 Vote: Other	2%	(2)	10%	(15)	88%	(131)	148
2016 Vote: Didn't Vote	1%	(8)	11%	(59)	88%	(487)	553
Voted in 2014: Yes	4%	(45)	18%	(226)	78%	(969)	1240
Voted in 2014: No	3%	(20)	12%	(95)	85%	(663)	778
2012 Vote: Barack Obama	3%	(23)	18%	(138)	79%	(613)	774
2012 Vote: Mitt Romney	5%	(23)	19%	(93)	77%	(380)	496
2012 Vote: Other	7%	(6)	16%	(14)	77%	(66)	86
2012 Vote: Didn't Vote	2%	(13)	11%	(73)	87%	(570)	656
4-Region: Northeast	4%	(14)	22%	(81)	74%	(271)	366
4-Region: Midwest	3%	(13)	14%	(59)	83%	(360)	433
4-Region: South	3%	(26)	14%	(104)	83%	(627)	756
4-Region: West	2%	(11)	17%	(77)	81%	(375)	464
Sports fans	5%	(64)	22%	(307)	73%	(1018)	1388
Avid sports fans	8%	(38)	27%	(127)	66%	(314)	479

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Table SVS1_5: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

LPGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(65)	16%	(321)	81%	(1633)	2018
Esports fans	8%	(34)	32%	(133)	60%	(251)	418
F1 fans	9%	(31)	44%	(146)	47%	(157)	334
IndyCar fans	10%	(47)	36%	(168)	54%	(253)	468
MLB fans	5%	(55)	26%	(268)	69%	(716)	1039
MLS fans	10%	(44)	38%	(177)	52%	(240)	461
MotoGP fans	12%	(31)	41%	(103)	47%	(118)	252
NASCAR fans	7%	(50)	28%	(193)	65%	(448)	690
NBA fans	5%	(48)	26%	(240)	69%	(651)	938
NFL fans	5%	(59)	22%	(281)	73%	(929)	1269
NHL fans	6%	(45)	29%	(226)	65%	(500)	770
UFC fans	6%	(38)	27%	(164)	67%	(413)	615
WNBA fans	8%	(37)	38%	(168)	54%	(243)	448
Golf fans	10%	(65)	51%	(321)	38%	(240)	626
Tennis fans	11%	(36)	50%	(156)	39%	(123)	315
Drinks often	6%	(19)	22%	(73)	72%	(241)	333
Drinks often/sometimes	4%	(37)	19%	(182)	77%	(732)	950
Cigarette smokers (often)	5%	(19)	17%	(63)	78%	(295)	377
Cigarette smokers (often/sometimes)	5%	(26)	18%	(85)	77%	(375)	486
Vapers (often)	9%	(8)	24%	(22)	67%	(62)	92
Vapers (often/sometimes)	7%	(14)	26%	(58)	67%	(150)	222
Dippers (often)	13%	(7)	21%	(11)	65%	(34)	52
Dippers (often/sometimes)	13%	(14)	34%	(35)	53%	(55)	103
Marijuana users (often)	5%	(10)	16%	(32)	80%	(165)	208
Marijuana users (often/sometimes)	4%	(17)	21%	(79)	75%	(288)	384
CBD users (often)	9%	(9)	19%	(18)	71%	(68)	95
CBD users (often/sometimes)	5%	(17)	20%	(61)	75%	(235)	313
Gamblers (often)	7%	(5)	37%	(29)	56%	(45)	79
Gamblers (often/sometimes)	6%	(22)	31%	(107)	62%	(212)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS1_6: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

MLB

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	20%	(399)	32%	(640)	49%	(980)	2018
Gender: Male	30%	(303)	34%	(339)	36%	(357)	999
Gender: Female	9%	(96)	29%	(300)	61%	(623)	1020
Age: 18-34	18%	(83)	26%	(123)	56%	(267)	474
Age: 35-44	19%	(67)	34%	(123)	47%	(168)	358
Age: 45-64	21%	(157)	33%	(245)	46%	(349)	751
Age: 65+	21%	(93)	34%	(148)	45%	(195)	436
GenZers: 1997-2012	14%	(12)	20%	(18)	67%	(60)	91
Millennials: 1981-1996	18%	(101)	29%	(158)	53%	(294)	553
GenXers: 1965-1980	21%	(120)	34%	(197)	46%	(269)	586
Baby Boomers: 1946-1964	21%	(145)	33%	(235)	46%	(324)	705
PID: Dem (no lean)	21%	(144)	30%	(205)	49%	(335)	684
PID: Ind (no lean)	15%	(101)	31%	(205)	53%	(349)	656
PID: Rep (no lean)	23%	(153)	34%	(230)	44%	(296)	679
PID/Gender: Dem Men	33%	(103)	32%	(100)	35%	(109)	312
PID/Gender: Dem Women	11%	(41)	28%	(105)	61%	(226)	372
PID/Gender: Ind Men	24%	(78)	33%	(108)	43%	(140)	326
PID/Gender: Ind Women	7%	(23)	29%	(97)	64%	(210)	330
PID/Gender: Rep Men	34%	(121)	36%	(131)	30%	(108)	360
PID/Gender: Rep Women	10%	(32)	31%	(98)	59%	(188)	318
Ideo: Liberal (1-3)	22%	(119)	29%	(158)	48%	(260)	537
Ideo: Moderate (4)	19%	(109)	32%	(187)	49%	(281)	578
Ideo: Conservative (5-7)	22%	(146)	38%	(256)	41%	(279)	681
Educ: < College	18%	(240)	29%	(385)	53%	(708)	1333
Educ: Bachelors degree	23%	(103)	38%	(166)	39%	(172)	441
Educ: Post-grad	23%	(56)	36%	(88)	41%	(100)	244
Income: Under 50k	15%	(153)	29%	(304)	56%	(593)	1050
Income: 50k-100k	23%	(147)	34%	(216)	42%	(268)	631
Income: 100k+	29%	(99)	35%	(120)	35%	(119)	338
Ethnicity: White	21%	(348)	32%	(525)	46%	(758)	1631
Ethnicity: Hispanic	22%	(63)	31%	(89)	47%	(136)	289
Ethnicity: Black	11%	(25)	24%	(56)	66%	(157)	238

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Table SVS1_6: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
 MLB

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	20%	(399)	32%	(640)	49%	(980)	2018
Ethnicity: Other	17%	(26)	39%	(58)	44%	(65)	149
All Christian	22%	(215)	37%	(350)	41%	(394)	959
All Non-Christian	28%	(29)	32%	(33)	40%	(40)	102
Atheist	18%	(14)	14%	(11)	69%	(56)	82
Agnostic/Nothing in particular	17%	(87)	28%	(140)	55%	(280)	508
Something Else	15%	(54)	29%	(105)	57%	(208)	368
Religious Non-Protestant/Catholic	25%	(30)	36%	(43)	39%	(47)	120
Evangelical	19%	(103)	28%	(155)	53%	(285)	543
Non-Evangelical	21%	(159)	38%	(284)	41%	(307)	751
Community: Urban	21%	(105)	27%	(139)	52%	(265)	509
Community: Suburban	22%	(204)	35%	(327)	43%	(406)	937
Community: Rural	16%	(90)	30%	(173)	54%	(309)	572
Employ: Private Sector	22%	(142)	35%	(228)	43%	(274)	645
Employ: Government	21%	(26)	30%	(37)	49%	(61)	123
Employ: Self-Employed	24%	(45)	31%	(60)	45%	(86)	190
Employ: Homemaker	8%	(11)	26%	(38)	66%	(97)	147
Employ: Retired	22%	(105)	33%	(158)	45%	(216)	478
Employ: Unemployed	18%	(44)	25%	(62)	57%	(139)	245
Employ: Other	16%	(24)	29%	(42)	54%	(78)	144
Military HH: Yes	20%	(69)	34%	(115)	46%	(159)	344
Military HH: No	20%	(330)	31%	(524)	49%	(820)	1675
RD/WT: Right Direction	21%	(123)	37%	(217)	42%	(251)	591
RD/WT: Wrong Track	19%	(276)	30%	(423)	51%	(729)	1427
Trump Job Approve	19%	(170)	34%	(301)	46%	(403)	875
Trump Job Disapprove	21%	(221)	30%	(318)	49%	(518)	1056
Trump Job Strongly Approve	16%	(83)	35%	(176)	49%	(251)	511
Trump Job Somewhat Approve	24%	(87)	34%	(125)	42%	(152)	364
Trump Job Somewhat Disapprove	21%	(49)	32%	(74)	46%	(106)	229
Trump Job Strongly Disapprove	21%	(172)	29%	(244)	50%	(412)	828
Favorable of Trump	20%	(170)	34%	(293)	46%	(397)	860
Unfavorable of Trump	21%	(220)	30%	(316)	50%	(531)	1066

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Table SVS1_6: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

MLB

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	20%	(399)	32%	(640)	49%	(980)	2018
Very Favorable of Trump	18%	(95)	34%	(180)	48%	(253)	528
Somewhat Favorable of Trump	23%	(75)	34%	(113)	43%	(144)	332
Somewhat Unfavorable of Trump	19%	(37)	32%	(61)	49%	(94)	192
Very Unfavorable of Trump	21%	(183)	29%	(255)	50%	(437)	875
#1 Issue: Economy	20%	(140)	34%	(233)	46%	(321)	694
#1 Issue: Security	22%	(55)	28%	(69)	50%	(124)	248
#1 Issue: Health Care	19%	(72)	34%	(129)	47%	(181)	382
#1 Issue: Medicare / Social Security	24%	(69)	32%	(91)	44%	(127)	287
#1 Issue: Women's Issues	9%	(6)	28%	(18)	63%	(41)	66
#1 Issue: Education	14%	(15)	40%	(43)	47%	(51)	110
#1 Issue: Energy	32%	(24)	25%	(18)	43%	(31)	73
#1 Issue: Other	12%	(19)	23%	(37)	65%	(103)	159
2018 House Vote: Democrat	23%	(158)	31%	(220)	46%	(322)	700
2018 House Vote: Republican	24%	(147)	35%	(213)	41%	(251)	612
2018 House Vote: Someone else	12%	(9)	35%	(26)	53%	(39)	74
2016 Vote: Hillary Clinton	24%	(151)	31%	(197)	46%	(291)	639
2016 Vote: Donald Trump	23%	(156)	37%	(247)	40%	(272)	675
2016 Vote: Other	16%	(24)	37%	(54)	47%	(70)	148
2016 Vote: Didn't Vote	12%	(68)	25%	(141)	62%	(345)	553
Voted in 2014: Yes	23%	(291)	34%	(418)	43%	(531)	1240
Voted in 2014: No	14%	(108)	28%	(221)	58%	(449)	778
2012 Vote: Barack Obama	22%	(170)	32%	(251)	46%	(353)	774
2012 Vote: Mitt Romney	24%	(119)	36%	(178)	40%	(199)	496
2012 Vote: Other	22%	(19)	33%	(28)	46%	(39)	86
2012 Vote: Didn't Vote	14%	(91)	27%	(179)	59%	(386)	656
4-Region: Northeast	25%	(93)	37%	(136)	38%	(137)	366
4-Region: Midwest	21%	(91)	36%	(156)	43%	(186)	433
4-Region: South	16%	(119)	28%	(208)	57%	(429)	756
4-Region: West	21%	(95)	30%	(140)	49%	(228)	464
Sports fans	29%	(396)	41%	(570)	30%	(421)	1388
Avid sports fans	56%	(267)	28%	(135)	16%	(77)	479

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Table SVS1_6: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
MLB

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	20%	(399)	32%	(640)	49%	(980)	2018
Esports fans	28%	(118)	41%	(172)	31%	(128)	418
F1 fans	37%	(124)	38%	(128)	25%	(82)	334
IndyCar fans	36%	(169)	41%	(190)	23%	(108)	468
MLB fans	38%	(399)	62%	(640)	—	(0)	1039
MLS fans	43%	(197)	44%	(204)	13%	(60)	461
MotoGP fans	36%	(91)	37%	(94)	27%	(67)	252
NASCAR fans	32%	(220)	38%	(265)	30%	(205)	690
NBA fans	32%	(300)	40%	(373)	28%	(265)	938
NFL fans	29%	(369)	42%	(536)	29%	(363)	1269
NHL fans	39%	(301)	42%	(323)	19%	(146)	770
UFC fans	30%	(186)	39%	(241)	31%	(189)	615
WNBA fans	35%	(156)	40%	(177)	26%	(114)	448
Golf fans	41%	(258)	40%	(253)	18%	(115)	626
Tennis fans	42%	(133)	44%	(139)	14%	(43)	315
Drinks often	27%	(89)	35%	(118)	38%	(127)	333
Drinks often/sometimes	24%	(224)	36%	(343)	40%	(384)	950
Cigarette smokers (often)	21%	(79)	30%	(113)	49%	(184)	377
Cigarette smokers (often/sometimes)	21%	(100)	31%	(152)	48%	(234)	486
Vapers (often)	27%	(25)	33%	(30)	40%	(37)	92
Vapers (often/sometimes)	26%	(57)	30%	(68)	44%	(97)	222
Dippers (often)	44%	(23)	31%	(16)	25%	(13)	52
Dippers (often/sometimes)	34%	(35)	41%	(43)	24%	(25)	103
Marijuana users (often)	24%	(51)	31%	(65)	44%	(92)	208
Marijuana users (often/sometimes)	25%	(95)	31%	(119)	44%	(170)	384
CBD users (often)	31%	(29)	30%	(28)	40%	(38)	95
CBD users (often/sometimes)	26%	(81)	30%	(94)	44%	(138)	313
Gamblers (often)	47%	(37)	26%	(21)	27%	(21)	79
Gamblers (often/sometimes)	35%	(120)	32%	(110)	32%	(111)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS1_7: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

MLS

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(83)	19%	(378)	77%	(1557)	2018
Gender: Male	6%	(64)	26%	(258)	68%	(676)	999
Gender: Female	2%	(19)	12%	(120)	86%	(881)	1020
Age: 18-34	6%	(30)	19%	(89)	75%	(354)	474
Age: 35-44	7%	(26)	26%	(92)	67%	(240)	358
Age: 45-64	3%	(20)	19%	(140)	79%	(590)	751
Age: 65+	2%	(7)	13%	(57)	85%	(373)	436
GenZers: 1997-2012	3%	(3)	15%	(14)	82%	(74)	91
Millennials: 1981-1996	6%	(36)	21%	(116)	73%	(401)	553
GenXers: 1965-1980	5%	(31)	23%	(133)	72%	(422)	586
Baby Boomers: 1946-1964	2%	(13)	14%	(101)	84%	(590)	705
PID: Dem (no lean)	3%	(23)	18%	(120)	79%	(541)	684
PID: Ind (no lean)	4%	(27)	20%	(130)	76%	(499)	656
PID: Rep (no lean)	5%	(33)	19%	(128)	76%	(518)	679
PID/Gender: Dem Men	6%	(18)	22%	(68)	73%	(227)	312
PID/Gender: Dem Women	1%	(5)	14%	(53)	84%	(314)	372
PID/Gender: Ind Men	6%	(20)	28%	(90)	66%	(217)	326
PID/Gender: Ind Women	2%	(7)	12%	(40)	86%	(282)	330
PID/Gender: Rep Men	8%	(27)	28%	(100)	65%	(233)	360
PID/Gender: Rep Women	2%	(6)	9%	(27)	90%	(285)	318
Ideo: Liberal (1-3)	5%	(26)	20%	(107)	75%	(404)	537
Ideo: Moderate (4)	2%	(11)	24%	(138)	74%	(429)	578
Ideo: Conservative (5-7)	4%	(26)	17%	(116)	79%	(539)	681
Educ: < College	3%	(43)	16%	(208)	81%	(1082)	1333
Educ: Bachelors degree	5%	(23)	24%	(107)	71%	(312)	441
Educ: Post-grad	7%	(17)	26%	(63)	67%	(163)	244
Income: Under 50k	3%	(27)	14%	(145)	84%	(878)	1050
Income: 50k-100k	6%	(35)	22%	(141)	72%	(455)	631
Income: 100k+	6%	(21)	27%	(93)	66%	(224)	338
Ethnicity: White	4%	(66)	19%	(304)	77%	(1261)	1631
Ethnicity: Hispanic	10%	(28)	24%	(70)	66%	(190)	289
Ethnicity: Black	4%	(10)	14%	(32)	82%	(196)	238

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Table SVS1_7: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
MLS

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(83)	19%	(378)	77%	(1557)	2018
Ethnicity: Other	5%	(7)	28%	(42)	67%	(100)	149
All Christian	4%	(42)	19%	(182)	77%	(735)	959
All Non-Christian	11%	(11)	28%	(29)	60%	(61)	102
Atheist	—	(0)	21%	(17)	79%	(65)	82
Agnostic/Nothing in particular	4%	(21)	15%	(79)	80%	(408)	508
Something Else	2%	(8)	19%	(71)	78%	(288)	368
Religious Non-Protestant/Catholic	9%	(11)	25%	(30)	66%	(80)	120
Evangelical	4%	(22)	19%	(102)	77%	(419)	543
Non-Evangelical	4%	(28)	19%	(143)	77%	(579)	751
Community: Urban	5%	(26)	23%	(117)	72%	(366)	509
Community: Suburban	4%	(35)	20%	(186)	76%	(716)	937
Community: Rural	4%	(22)	13%	(75)	83%	(475)	572
Employ: Private Sector	7%	(43)	24%	(155)	69%	(447)	645
Employ: Government	4%	(5)	19%	(24)	77%	(95)	123
Employ: Self-Employed	7%	(13)	20%	(37)	73%	(139)	190
Employ: Homemaker	1%	(2)	8%	(12)	90%	(133)	147
Employ: Retired	1%	(5)	14%	(66)	85%	(407)	478
Employ: Unemployed	3%	(8)	23%	(56)	74%	(182)	245
Employ: Other	6%	(8)	16%	(23)	78%	(113)	144
Military HH: Yes	3%	(10)	18%	(62)	79%	(271)	344
Military HH: No	4%	(73)	19%	(316)	77%	(1286)	1675
RD/WT: Right Direction	5%	(31)	20%	(115)	75%	(445)	591
RD/WT: Wrong Track	4%	(53)	18%	(263)	78%	(1112)	1427
Trump Job Approve	4%	(38)	19%	(163)	77%	(673)	875
Trump Job Disapprove	4%	(40)	19%	(204)	77%	(812)	1056
Trump Job Strongly Approve	6%	(33)	15%	(77)	78%	(401)	511
Trump Job Somewhat Approve	1%	(5)	24%	(87)	75%	(272)	364
Trump Job Somewhat Disapprove	4%	(8)	26%	(59)	71%	(162)	229
Trump Job Strongly Disapprove	4%	(32)	18%	(145)	79%	(650)	828
Favorable of Trump	4%	(39)	17%	(148)	78%	(673)	860
Unfavorable of Trump	3%	(36)	20%	(217)	76%	(813)	1066

Continued on next page

Table SVS1_7: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

MLS

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(83)	19%	(378)	77%	(1557)	2018
Very Favorable of Trump	6%	(33)	16%	(82)	78%	(413)	528
Somewhat Favorable of Trump	2%	(6)	20%	(66)	78%	(260)	332
Somewhat Unfavorable of Trump	3%	(6)	29%	(56)	68%	(130)	192
Very Unfavorable of Trump	3%	(30)	18%	(161)	78%	(683)	875
#1 Issue: Economy	3%	(19)	20%	(142)	77%	(533)	694
#1 Issue: Security	6%	(14)	18%	(45)	76%	(189)	248
#1 Issue: Health Care	5%	(21)	20%	(77)	74%	(283)	382
#1 Issue: Medicare / Social Security	2%	(5)	13%	(37)	85%	(245)	287
#1 Issue: Women's Issues	9%	(6)	15%	(10)	76%	(50)	66
#1 Issue: Education	2%	(3)	28%	(30)	70%	(77)	110
#1 Issue: Energy	12%	(9)	22%	(16)	66%	(49)	73
#1 Issue: Other	4%	(7)	13%	(20)	83%	(132)	159
2018 House Vote: Democrat	5%	(32)	19%	(130)	77%	(538)	700
2018 House Vote: Republican	4%	(27)	19%	(117)	76%	(468)	612
2018 House Vote: Someone else	4%	(3)	25%	(19)	71%	(52)	74
2016 Vote: Hillary Clinton	5%	(30)	20%	(126)	76%	(483)	639
2016 Vote: Donald Trump	4%	(29)	19%	(126)	77%	(520)	675
2016 Vote: Other	3%	(4)	27%	(40)	70%	(104)	148
2016 Vote: Didn't Vote	4%	(21)	15%	(84)	81%	(448)	553
Voted in 2014: Yes	5%	(60)	19%	(233)	76%	(947)	1240
Voted in 2014: No	3%	(23)	19%	(145)	78%	(610)	778
2012 Vote: Barack Obama	4%	(33)	20%	(157)	76%	(585)	774
2012 Vote: Mitt Romney	5%	(27)	17%	(84)	78%	(385)	496
2012 Vote: Other	4%	(3)	15%	(13)	81%	(69)	86
2012 Vote: Didn't Vote	3%	(19)	19%	(121)	79%	(516)	656
4-Region: Northeast	6%	(24)	23%	(84)	71%	(258)	366
4-Region: Midwest	3%	(12)	15%	(64)	82%	(357)	433
4-Region: South	3%	(26)	16%	(120)	81%	(610)	756
4-Region: West	5%	(21)	24%	(111)	72%	(332)	464
Sports fans	6%	(82)	26%	(355)	68%	(950)	1388
Avid sports fans	10%	(49)	36%	(171)	54%	(259)	479

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Table SVS1_7: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
MLS

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(83)	19%	(378)	77%	(1557)	2018
Esports fans	14%	(57)	40%	(167)	46%	(194)	418
F1 fans	17%	(57)	43%	(142)	40%	(135)	334
IndyCar fans	11%	(53)	34%	(160)	55%	(256)	468
MLB fans	7%	(71)	32%	(331)	61%	(638)	1039
MLS fans	18%	(83)	82%	(378)	—	(0)	461
MotoGP fans	21%	(53)	40%	(101)	39%	(98)	252
NASCAR fans	8%	(56)	31%	(214)	61%	(420)	690
NBA fans	8%	(71)	31%	(291)	61%	(576)	938
NFL fans	6%	(76)	27%	(339)	67%	(854)	1269
NHL fans	9%	(71)	36%	(275)	55%	(424)	770
UFC fans	10%	(59)	34%	(212)	56%	(344)	615
WNBA fans	11%	(49)	40%	(180)	49%	(219)	448
Golf fans	10%	(61)	38%	(239)	52%	(326)	626
Tennis fans	18%	(56)	48%	(151)	34%	(108)	315
Drinks often	6%	(19)	27%	(88)	68%	(226)	333
Drinks often/sometimes	4%	(41)	25%	(233)	71%	(676)	950
Cigarette smokers (often)	6%	(21)	21%	(81)	73%	(275)	377
Cigarette smokers (often/sometimes)	7%	(32)	22%	(108)	71%	(346)	486
Vapers (often)	10%	(9)	30%	(28)	60%	(55)	92
Vapers (often/sometimes)	13%	(28)	30%	(66)	57%	(127)	222
Dippers (often)	16%	(8)	24%	(12)	60%	(31)	52
Dippers (often/sometimes)	18%	(18)	30%	(31)	52%	(53)	103
Marijuana users (often)	8%	(17)	25%	(52)	66%	(138)	208
Marijuana users (often/sometimes)	8%	(31)	27%	(103)	65%	(250)	384
CBD users (often)	14%	(13)	23%	(22)	63%	(59)	95
CBD users (often/sometimes)	10%	(32)	26%	(83)	63%	(199)	313
Gamblers (often)	17%	(13)	34%	(27)	49%	(39)	79
Gamblers (often/sometimes)	8%	(28)	36%	(123)	56%	(190)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS1_8: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

MotoGP

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(60)	10%	(192)	88%	(1767)	2018
Gender: Male	4%	(42)	15%	(153)	80%	(803)	999
Gender: Female	2%	(18)	4%	(38)	94%	(964)	1020
Age: 18-34	5%	(23)	10%	(49)	85%	(401)	474
Age: 35-44	4%	(13)	16%	(58)	80%	(286)	358
Age: 45-64	2%	(14)	8%	(63)	90%	(674)	751
Age: 65+	2%	(9)	5%	(21)	93%	(406)	436
GenZers: 1997-2012	2%	(1)	8%	(7)	91%	(82)	91
Millennials: 1981-1996	5%	(25)	12%	(67)	83%	(461)	553
GenXers: 1965-1980	3%	(15)	14%	(81)	84%	(490)	586
Baby Boomers: 1946-1964	3%	(18)	4%	(31)	93%	(655)	705
PID: Dem (no lean)	3%	(18)	6%	(44)	91%	(622)	684
PID: Ind (no lean)	3%	(17)	10%	(64)	88%	(575)	656
PID: Rep (no lean)	4%	(25)	12%	(84)	84%	(569)	679
PID/Gender: Dem Men	4%	(11)	9%	(30)	87%	(271)	312
PID/Gender: Dem Women	2%	(7)	4%	(14)	94%	(351)	372
PID/Gender: Ind Men	3%	(11)	15%	(48)	82%	(266)	326
PID/Gender: Ind Women	2%	(6)	5%	(16)	93%	(309)	330
PID/Gender: Rep Men	5%	(20)	21%	(76)	74%	(265)	360
PID/Gender: Rep Women	2%	(5)	3%	(9)	96%	(304)	318
Ideo: Liberal (1-3)	3%	(17)	9%	(50)	87%	(469)	537
Ideo: Moderate (4)	2%	(11)	9%	(52)	89%	(515)	578
Ideo: Conservative (5-7)	2%	(15)	10%	(69)	88%	(597)	681
Educ: < College	3%	(39)	9%	(121)	88%	(1174)	1333
Educ: Bachelors degree	3%	(11)	8%	(36)	89%	(394)	441
Educ: Post-grad	4%	(10)	14%	(35)	82%	(199)	244
Income: Under 50k	3%	(29)	7%	(76)	90%	(945)	1050
Income: 50k-100k	3%	(22)	12%	(73)	85%	(536)	631
Income: 100k+	3%	(9)	13%	(43)	85%	(286)	338
Ethnicity: White	3%	(47)	10%	(158)	87%	(1426)	1631
Ethnicity: Hispanic	6%	(17)	10%	(30)	84%	(241)	289
Ethnicity: Black	3%	(7)	8%	(19)	89%	(213)	238

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Table SVS1_8: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*MotoGP*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(60)	10%	(192)	88%	(1767)	2018
Ethnicity: Other	4%	(6)	10%	(15)	85%	(127)	149
All Christian	4%	(36)	9%	(91)	87%	(832)	959
All Non-Christian	7%	(7)	16%	(16)	77%	(78)	102
Atheist	—	(0)	9%	(8)	91%	(74)	82
Agnostic/Nothing in particular	2%	(12)	8%	(43)	89%	(453)	508
Something Else	1%	(5)	9%	(34)	89%	(329)	368
Religious Non-Protestant/Catholic	6%	(7)	13%	(16)	81%	(97)	120
Evangelical	3%	(16)	12%	(65)	85%	(462)	543
Non-Evangelical	3%	(23)	8%	(58)	89%	(670)	751
Community: Urban	5%	(24)	13%	(66)	82%	(419)	509
Community: Suburban	2%	(22)	8%	(73)	90%	(842)	937
Community: Rural	2%	(14)	9%	(53)	88%	(506)	572
Employ: Private Sector	3%	(21)	13%	(83)	84%	(542)	645
Employ: Government	1%	(1)	8%	(10)	91%	(113)	123
Employ: Self-Employed	6%	(11)	14%	(27)	80%	(153)	190
Employ: Homemaker	3%	(5)	3%	(5)	93%	(137)	147
Employ: Retired	2%	(9)	5%	(25)	93%	(444)	478
Employ: Unemployed	2%	(6)	12%	(30)	85%	(210)	245
Employ: Other	6%	(8)	7%	(11)	87%	(125)	144
Military HH: Yes	3%	(10)	8%	(26)	89%	(308)	344
Military HH: No	3%	(50)	10%	(165)	87%	(1459)	1675
RD/WT: Right Direction	4%	(25)	15%	(90)	81%	(476)	591
RD/WT: Wrong Track	2%	(35)	7%	(102)	90%	(1290)	1427
Trump Job Approve	4%	(38)	11%	(100)	84%	(737)	875
Trump Job Disapprove	1%	(16)	8%	(85)	90%	(955)	1056
Trump Job Strongly Approve	6%	(29)	12%	(61)	82%	(421)	511
Trump Job Somewhat Approve	2%	(9)	11%	(39)	87%	(316)	364
Trump Job Somewhat Disapprove	2%	(4)	12%	(28)	86%	(196)	229
Trump Job Strongly Disapprove	1%	(11)	7%	(57)	92%	(759)	828
Favorable of Trump	4%	(36)	12%	(106)	83%	(718)	860
Unfavorable of Trump	1%	(14)	7%	(79)	91%	(973)	1066

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Table SVS1_8: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

MotoGP

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(60)	10%	(192)	88%	(1767)	2018
Very Favorable of Trump	5%	(28)	13%	(67)	82%	(433)	528
Somewhat Favorable of Trump	2%	(8)	12%	(40)	86%	(285)	332
Somewhat Unfavorable of Trump	1%	(3)	10%	(19)	89%	(170)	192
Very Unfavorable of Trump	1%	(11)	7%	(60)	92%	(804)	875
#1 Issue: Economy	2%	(13)	10%	(72)	88%	(610)	694
#1 Issue: Security	4%	(9)	15%	(37)	82%	(202)	248
#1 Issue: Health Care	5%	(17)	7%	(28)	88%	(337)	382
#1 Issue: Medicare / Social Security	3%	(8)	6%	(16)	92%	(264)	287
#1 Issue: Women's Issues	5%	(3)	10%	(6)	86%	(56)	66
#1 Issue: Education	3%	(3)	14%	(15)	84%	(92)	110
#1 Issue: Energy	9%	(7)	9%	(7)	82%	(60)	73
#1 Issue: Other	—	(1)	7%	(11)	92%	(147)	159
2018 House Vote: Democrat	3%	(19)	6%	(45)	91%	(636)	700
2018 House Vote: Republican	4%	(23)	12%	(74)	84%	(515)	612
2018 House Vote: Someone else	1%	(1)	11%	(8)	89%	(66)	74
2016 Vote: Hillary Clinton	3%	(19)	7%	(46)	90%	(574)	639
2016 Vote: Donald Trump	3%	(23)	12%	(83)	84%	(569)	675
2016 Vote: Other	—	(1)	10%	(14)	90%	(133)	148
2016 Vote: Didn't Vote	3%	(17)	9%	(48)	88%	(488)	553
Voted in 2014: Yes	3%	(39)	9%	(117)	87%	(1084)	1240
Voted in 2014: No	3%	(21)	10%	(75)	88%	(683)	778
2012 Vote: Barack Obama	3%	(23)	8%	(58)	89%	(692)	774
2012 Vote: Mitt Romney	3%	(13)	11%	(57)	86%	(426)	496
2012 Vote: Other	8%	(7)	10%	(8)	83%	(71)	86
2012 Vote: Didn't Vote	3%	(17)	10%	(66)	87%	(573)	656
4-Region: Northeast	5%	(17)	13%	(48)	82%	(301)	366
4-Region: Midwest	3%	(12)	7%	(31)	90%	(389)	433
4-Region: South	2%	(16)	9%	(65)	89%	(676)	756
4-Region: West	3%	(15)	10%	(48)	86%	(400)	464
Sports fans	4%	(56)	13%	(178)	83%	(1153)	1388
Avid sports fans	6%	(26)	18%	(85)	77%	(368)	479

Continued on next page

Table SVS1_8: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

MotoGP

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(60)	10%	(192)	88%	(1767)	2018
Esports fans	11%	(45)	27%	(113)	62%	(261)	418
F1 fans	16%	(54)	41%	(137)	43%	(143)	334
IndyCar fans	11%	(50)	29%	(137)	60%	(281)	468
MLB fans	5%	(47)	13%	(138)	82%	(854)	1039
MLS fans	9%	(40)	25%	(114)	67%	(308)	461
MotoGP fans	24%	(60)	76%	(192)	—	(0)	252
NASCAR fans	7%	(50)	23%	(156)	70%	(484)	690
NBA fans	5%	(48)	15%	(145)	79%	(745)	938
NFL fans	4%	(56)	14%	(172)	82%	(1040)	1269
NHL fans	5%	(42)	18%	(142)	76%	(587)	770
UFC fans	7%	(44)	21%	(129)	72%	(443)	615
WNBA fans	7%	(33)	23%	(102)	70%	(312)	448
Golf fans	7%	(45)	21%	(129)	72%	(452)	626
Tennis fans	12%	(36)	37%	(117)	51%	(162)	315
Drinks often	5%	(16)	14%	(46)	81%	(271)	333
Drinks often/sometimes	4%	(33)	12%	(112)	85%	(805)	950
Cigarette smokers (often)	3%	(11)	18%	(67)	79%	(299)	377
Cigarette smokers (often/sometimes)	5%	(24)	17%	(84)	78%	(379)	486
Vapers (often)	8%	(8)	25%	(24)	66%	(61)	92
Vapers (often/sometimes)	10%	(22)	29%	(64)	61%	(136)	222
Dippers (often)	16%	(8)	26%	(13)	58%	(30)	52
Dippers (often/sometimes)	16%	(16)	36%	(38)	48%	(49)	103
Marijuana users (often)	5%	(11)	13%	(26)	82%	(171)	208
Marijuana users (often/sometimes)	5%	(19)	15%	(56)	81%	(309)	384
CBD users (often)	7%	(7)	19%	(18)	74%	(71)	95
CBD users (often/sometimes)	7%	(22)	17%	(53)	76%	(238)	313
Gamblers (often)	5%	(4)	32%	(25)	63%	(50)	79
Gamblers (often/sometimes)	5%	(16)	20%	(69)	75%	(255)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS1_9: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

NASCAR

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	8%	(171)	26%	(520)	66%	(1328)	2018
Gender: Male	11%	(113)	31%	(312)	57%	(573)	999
Gender: Female	6%	(57)	20%	(208)	74%	(755)	1020
Age: 18-34	6%	(28)	24%	(113)	70%	(332)	474
Age: 35-44	8%	(28)	27%	(96)	65%	(233)	358
Age: 45-64	11%	(82)	26%	(195)	63%	(473)	751
Age: 65+	7%	(32)	26%	(115)	66%	(289)	436
GenZers: 1997-2012	—	(0)	27%	(24)	73%	(66)	91
Millennials: 1981-1996	7%	(38)	24%	(135)	69%	(380)	553
GenXers: 1965-1980	10%	(61)	27%	(161)	62%	(365)	586
Baby Boomers: 1946-1964	9%	(66)	25%	(178)	65%	(460)	705
PID: Dem (no lean)	6%	(44)	24%	(165)	69%	(475)	684
PID: Ind (no lean)	7%	(43)	26%	(170)	68%	(443)	656
PID: Rep (no lean)	12%	(84)	27%	(185)	60%	(410)	679
PID/Gender: Dem Men	9%	(28)	31%	(97)	60%	(187)	312
PID/Gender: Dem Women	4%	(15)	18%	(69)	77%	(288)	372
PID/Gender: Ind Men	8%	(25)	32%	(104)	60%	(197)	326
PID/Gender: Ind Women	6%	(19)	20%	(65)	75%	(246)	330
PID/Gender: Rep Men	17%	(60)	31%	(111)	52%	(189)	360
PID/Gender: Rep Women	7%	(23)	23%	(74)	69%	(221)	318
Ideo: Liberal (1-3)	6%	(34)	23%	(126)	70%	(377)	537
Ideo: Moderate (4)	8%	(45)	27%	(156)	65%	(377)	578
Ideo: Conservative (5-7)	11%	(77)	26%	(179)	63%	(426)	681
Educ: < College	9%	(118)	27%	(359)	64%	(856)	1333
Educ: Bachelors degree	8%	(34)	22%	(95)	71%	(312)	441
Educ: Post-grad	8%	(19)	27%	(65)	66%	(160)	244
Income: Under 50k	9%	(89)	26%	(269)	66%	(692)	1050
Income: 50k-100k	9%	(56)	25%	(159)	66%	(416)	631
Income: 100k+	8%	(26)	27%	(92)	65%	(220)	338
Ethnicity: White	9%	(143)	27%	(437)	64%	(1052)	1631
Ethnicity: Hispanic	9%	(26)	22%	(64)	69%	(199)	289
Ethnicity: Black	7%	(16)	20%	(47)	73%	(174)	238

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Table SVS1_9: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

NASCAR

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	8%	(171)	26%	(520)	66%	(1328)	2018
Ethnicity: Other	8%	(11)	24%	(36)	69%	(102)	149
All Christian	11%	(107)	25%	(237)	64%	(616)	959
All Non-Christian	12%	(12)	30%	(31)	58%	(58)	102
Atheist	5%	(4)	14%	(12)	81%	(66)	82
Agnostic/Nothing in particular	4%	(22)	26%	(134)	69%	(352)	508
Something Else	7%	(26)	29%	(106)	64%	(236)	368
Religious Non-Protestant/Catholic	11%	(13)	28%	(34)	61%	(73)	120
Evangelical	11%	(62)	29%	(159)	59%	(322)	543
Non-Evangelical	9%	(64)	24%	(178)	68%	(509)	751
Community: Urban	10%	(53)	26%	(131)	64%	(326)	509
Community: Suburban	9%	(85)	23%	(217)	68%	(635)	937
Community: Rural	6%	(33)	30%	(172)	64%	(367)	572
Employ: Private Sector	11%	(69)	26%	(166)	64%	(410)	645
Employ: Government	2%	(3)	27%	(33)	71%	(87)	123
Employ: Self-Employed	10%	(18)	27%	(51)	63%	(120)	190
Employ: Homemaker	5%	(8)	16%	(24)	78%	(115)	147
Employ: Retired	9%	(43)	26%	(125)	65%	(311)	478
Employ: Unemployed	6%	(16)	29%	(72)	64%	(158)	245
Employ: Other	10%	(14)	30%	(43)	60%	(87)	144
Military HH: Yes	11%	(37)	25%	(86)	64%	(222)	344
Military HH: No	8%	(134)	26%	(434)	66%	(1107)	1675
RD/WT: Right Direction	14%	(81)	30%	(176)	57%	(334)	591
RD/WT: Wrong Track	6%	(89)	24%	(344)	70%	(994)	1427
Trump Job Approve	12%	(103)	29%	(251)	60%	(521)	875
Trump Job Disapprove	6%	(59)	24%	(251)	71%	(746)	1056
Trump Job Strongly Approve	14%	(69)	28%	(144)	58%	(297)	511
Trump Job Somewhat Approve	9%	(34)	29%	(106)	61%	(224)	364
Trump Job Somewhat Disapprove	5%	(11)	33%	(75)	62%	(142)	229
Trump Job Strongly Disapprove	6%	(48)	21%	(176)	73%	(604)	828
Favorable of Trump	12%	(102)	29%	(250)	59%	(508)	860
Unfavorable of Trump	5%	(54)	24%	(252)	71%	(760)	1066

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Table SVS1_9: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

NASCAR

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	8%	(171)	26%	(520)	66%	(1328)	2018
Very Favorable of Trump	13%	(71)	29%	(152)	58%	(305)	528
Somewhat Favorable of Trump	10%	(32)	29%	(98)	61%	(202)	332
Somewhat Unfavorable of Trump	4%	(7)	34%	(65)	62%	(119)	192
Very Unfavorable of Trump	5%	(47)	21%	(187)	73%	(641)	875
#1 Issue: Economy	8%	(53)	29%	(201)	63%	(440)	694
#1 Issue: Security	14%	(35)	26%	(65)	59%	(147)	248
#1 Issue: Health Care	6%	(24)	24%	(91)	70%	(266)	382
#1 Issue: Medicare / Social Security	11%	(31)	23%	(65)	67%	(191)	287
#1 Issue: Women's Issues	5%	(4)	26%	(17)	69%	(45)	66
#1 Issue: Education	7%	(7)	24%	(27)	69%	(75)	110
#1 Issue: Energy	14%	(10)	17%	(13)	69%	(50)	73
#1 Issue: Other	4%	(6)	25%	(40)	71%	(113)	159
2018 House Vote: Democrat	6%	(40)	23%	(163)	71%	(496)	700
2018 House Vote: Republican	13%	(79)	29%	(177)	58%	(356)	612
2018 House Vote: Someone else	4%	(3)	27%	(20)	69%	(51)	74
2016 Vote: Hillary Clinton	6%	(38)	23%	(146)	71%	(455)	639
2016 Vote: Donald Trump	13%	(88)	31%	(208)	56%	(379)	675
2016 Vote: Other	5%	(8)	20%	(30)	75%	(110)	148
2016 Vote: Didn't Vote	7%	(37)	24%	(134)	69%	(383)	553
Voted in 2014: Yes	9%	(118)	27%	(331)	64%	(792)	1240
Voted in 2014: No	7%	(53)	24%	(189)	69%	(536)	778
2012 Vote: Barack Obama	7%	(54)	26%	(198)	67%	(522)	774
2012 Vote: Mitt Romney	12%	(61)	27%	(135)	60%	(300)	496
2012 Vote: Other	16%	(13)	21%	(18)	64%	(55)	86
2012 Vote: Didn't Vote	6%	(42)	25%	(167)	68%	(447)	656
4-Region: Northeast	9%	(33)	27%	(98)	64%	(234)	366
4-Region: Midwest	8%	(35)	30%	(128)	62%	(270)	433
4-Region: South	8%	(59)	26%	(200)	66%	(497)	756
4-Region: West	9%	(43)	20%	(94)	70%	(327)	464
Sports fans	12%	(161)	32%	(443)	57%	(785)	1388
Avid sports fans	19%	(89)	30%	(142)	52%	(248)	479

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Table SVS1_9: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

NASCAR

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	8%	(171)	26%	(520)	66%	(1328)	2018
Esports fans	18%	(74)	39%	(165)	43%	(180)	418
F1 fans	29%	(95)	47%	(158)	24%	(81)	334
IndyCar fans	29%	(138)	58%	(273)	12%	(57)	468
MLB fans	13%	(135)	34%	(350)	53%	(554)	1039
MLS fans	18%	(84)	40%	(186)	41%	(191)	461
MotoGP fans	36%	(90)	46%	(117)	18%	(45)	252
NASCAR fans	25%	(171)	75%	(520)	—	(0)	690
NBA fans	12%	(111)	35%	(327)	53%	(499)	938
NFL fans	12%	(152)	32%	(410)	56%	(706)	1269
NHL fans	16%	(121)	35%	(268)	49%	(381)	770
UFC fans	16%	(96)	41%	(251)	44%	(269)	615
WNBA fans	17%	(76)	38%	(172)	44%	(199)	448
Golf fans	18%	(111)	40%	(248)	43%	(267)	626
Tennis fans	22%	(69)	45%	(143)	33%	(103)	315
Drinks often	12%	(40)	30%	(99)	58%	(194)	333
Drinks often/sometimes	10%	(99)	29%	(271)	61%	(580)	950
Cigarette smokers (often)	12%	(46)	38%	(143)	50%	(188)	377
Cigarette smokers (often/sometimes)	13%	(64)	37%	(181)	50%	(241)	486
Vapers (often)	17%	(15)	35%	(32)	49%	(45)	92
Vapers (often/sometimes)	17%	(37)	33%	(73)	50%	(112)	222
Dippers (often)	20%	(11)	45%	(23)	35%	(18)	52
Dippers (often/sometimes)	28%	(29)	46%	(48)	25%	(26)	103
Marijuana users (often)	9%	(18)	32%	(66)	60%	(124)	208
Marijuana users (often/sometimes)	10%	(40)	35%	(133)	55%	(211)	384
CBD users (often)	16%	(15)	24%	(23)	61%	(58)	95
CBD users (often/sometimes)	14%	(44)	31%	(97)	55%	(172)	313
Gamblers (often)	15%	(12)	37%	(29)	48%	(38)	79
Gamblers (often/sometimes)	14%	(47)	35%	(118)	51%	(175)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS1_10: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

NBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	17%	(346)	29%	(593)	54%	(1080)	2018
Gender: Male	29%	(286)	30%	(296)	42%	(417)	999
Gender: Female	6%	(60)	29%	(297)	65%	(663)	1020
Age: 18-34	25%	(118)	30%	(140)	46%	(216)	474
Age: 35-44	26%	(94)	31%	(111)	43%	(152)	358
Age: 45-64	13%	(95)	28%	(207)	60%	(449)	751
Age: 65+	9%	(39)	31%	(134)	60%	(263)	436
GenZers: 1997-2012	24%	(21)	27%	(24)	50%	(45)	91
Millennials: 1981-1996	24%	(135)	32%	(175)	44%	(243)	553
GenXers: 1965-1980	21%	(126)	26%	(155)	52%	(305)	586
Baby Boomers: 1946-1964	8%	(59)	29%	(206)	62%	(440)	705
PID: Dem (no lean)	20%	(139)	34%	(230)	46%	(315)	684
PID: Ind (no lean)	17%	(110)	28%	(182)	55%	(363)	656
PID: Rep (no lean)	14%	(96)	27%	(181)	59%	(401)	679
PID/Gender: Dem Men	35%	(108)	32%	(99)	34%	(105)	312
PID/Gender: Dem Women	8%	(31)	35%	(131)	57%	(210)	372
PID/Gender: Ind Men	28%	(93)	26%	(84)	46%	(149)	326
PID/Gender: Ind Women	5%	(18)	30%	(98)	65%	(215)	330
PID/Gender: Rep Men	24%	(85)	31%	(113)	45%	(163)	360
PID/Gender: Rep Women	4%	(12)	21%	(68)	75%	(238)	318
Ideo: Liberal (1-3)	22%	(116)	31%	(166)	48%	(255)	537
Ideo: Moderate (4)	18%	(103)	31%	(179)	51%	(296)	578
Ideo: Conservative (5-7)	13%	(86)	29%	(199)	58%	(396)	681
Educ: < College	16%	(218)	28%	(370)	56%	(745)	1333
Educ: Bachelors degree	16%	(73)	34%	(149)	50%	(220)	441
Educ: Post-grad	22%	(55)	31%	(74)	47%	(115)	244
Income: Under 50k	17%	(174)	27%	(280)	57%	(595)	1050
Income: 50k-100k	17%	(108)	31%	(198)	52%	(325)	631
Income: 100k+	19%	(63)	34%	(115)	47%	(159)	338
Ethnicity: White	13%	(215)	28%	(458)	59%	(959)	1631
Ethnicity: Hispanic	28%	(82)	30%	(88)	41%	(119)	289
Ethnicity: Black	39%	(94)	36%	(87)	24%	(58)	238

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Table SVS1_10: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
 NBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	17%	(346)	29%	(593)	54%	(1080)	2018
Ethnicity: Other	25%	(37)	32%	(48)	43%	(64)	149
All Christian	15%	(140)	30%	(291)	55%	(528)	959
All Non-Christian	27%	(27)	34%	(34)	39%	(40)	102
Atheist	5%	(4)	24%	(20)	71%	(58)	82
Agnostic/Nothing in particular	19%	(99)	28%	(143)	52%	(266)	508
Something Else	21%	(76)	28%	(105)	51%	(188)	368
Religious Non-Protestant/Catholic	25%	(30)	37%	(44)	39%	(47)	120
Evangelical	17%	(94)	31%	(169)	51%	(280)	543
Non-Evangelical	15%	(113)	29%	(215)	56%	(423)	751
Community: Urban	27%	(139)	29%	(149)	44%	(222)	509
Community: Suburban	15%	(141)	30%	(283)	55%	(513)	937
Community: Rural	11%	(66)	28%	(161)	60%	(346)	572
Employ: Private Sector	21%	(135)	30%	(196)	49%	(313)	645
Employ: Government	16%	(19)	29%	(36)	55%	(68)	123
Employ: Self-Employed	24%	(45)	27%	(51)	50%	(95)	190
Employ: Homemaker	4%	(6)	28%	(42)	67%	(99)	147
Employ: Retired	10%	(48)	29%	(139)	61%	(291)	478
Employ: Unemployed	25%	(61)	29%	(72)	46%	(112)	245
Employ: Other	13%	(19)	30%	(43)	57%	(82)	144
Military HH: Yes	13%	(43)	28%	(97)	59%	(204)	344
Military HH: No	18%	(303)	30%	(496)	52%	(876)	1675
RD/WT: Right Direction	20%	(116)	25%	(151)	55%	(324)	591
RD/WT: Wrong Track	16%	(229)	31%	(442)	53%	(756)	1427
Trump Job Approve	14%	(127)	27%	(236)	59%	(513)	875
Trump Job Disapprove	19%	(201)	32%	(341)	49%	(515)	1056
Trump Job Strongly Approve	14%	(70)	23%	(118)	63%	(323)	511
Trump Job Somewhat Approve	16%	(57)	32%	(118)	52%	(189)	364
Trump Job Somewhat Disapprove	22%	(51)	34%	(78)	43%	(99)	229
Trump Job Strongly Disapprove	18%	(150)	32%	(262)	50%	(416)	828
Favorable of Trump	15%	(133)	26%	(221)	59%	(506)	860
Unfavorable of Trump	19%	(199)	33%	(350)	49%	(518)	1066

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Table SVS1_10: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	17%	(346)	29%	(593)	54%	(1080)	2018
Very Favorable of Trump	15%	(80)	21%	(112)	64%	(336)	528
Somewhat Favorable of Trump	16%	(53)	33%	(109)	51%	(171)	332
Somewhat Unfavorable of Trump	15%	(29)	40%	(76)	45%	(87)	192
Very Unfavorable of Trump	19%	(170)	31%	(274)	49%	(431)	875
#1 Issue: Economy	20%	(137)	31%	(213)	50%	(344)	694
#1 Issue: Security	9%	(23)	25%	(63)	66%	(163)	248
#1 Issue: Health Care	23%	(87)	30%	(116)	47%	(179)	382
#1 Issue: Medicare / Social Security	16%	(45)	33%	(95)	51%	(147)	287
#1 Issue: Women's Issues	11%	(7)	27%	(17)	62%	(41)	66
#1 Issue: Education	14%	(15)	28%	(30)	58%	(64)	110
#1 Issue: Energy	26%	(19)	22%	(16)	51%	(38)	73
#1 Issue: Other	8%	(13)	26%	(42)	66%	(105)	159
2018 House Vote: Democrat	19%	(136)	33%	(234)	47%	(329)	700
2018 House Vote: Republican	13%	(79)	27%	(165)	60%	(367)	612
2018 House Vote: Someone else	7%	(5)	38%	(28)	55%	(41)	74
2016 Vote: Hillary Clinton	21%	(134)	34%	(215)	45%	(289)	639
2016 Vote: Donald Trump	14%	(95)	26%	(173)	60%	(406)	675
2016 Vote: Other	6%	(9)	35%	(51)	59%	(88)	148
2016 Vote: Didn't Vote	19%	(105)	27%	(152)	54%	(296)	553
Voted in 2014: Yes	16%	(194)	31%	(386)	53%	(660)	1240
Voted in 2014: No	19%	(151)	27%	(207)	54%	(420)	778
2012 Vote: Barack Obama	20%	(151)	32%	(248)	48%	(375)	774
2012 Vote: Mitt Romney	13%	(66)	26%	(131)	60%	(299)	496
2012 Vote: Other	5%	(4)	29%	(25)	66%	(56)	86
2012 Vote: Didn't Vote	19%	(123)	28%	(187)	53%	(346)	656
4-Region: Northeast	18%	(65)	32%	(117)	50%	(184)	366
4-Region: Midwest	15%	(64)	29%	(124)	56%	(244)	433
4-Region: South	16%	(122)	28%	(215)	55%	(419)	756
4-Region: West	20%	(94)	29%	(136)	50%	(233)	464
Sports fans	24%	(339)	39%	(536)	37%	(513)	1388
Avid sports fans	49%	(234)	30%	(145)	21%	(101)	479

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Table SVS1_10: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
NBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	17%	(346)	29%	(593)	54%	(1080)	2018
Esports fans	38%	(157)	41%	(172)	21%	(89)	418
F1 fans	41%	(138)	36%	(119)	23%	(77)	334
IndyCar fans	31%	(144)	36%	(166)	34%	(158)	468
MLB fans	26%	(265)	39%	(408)	35%	(366)	1039
MLS fans	38%	(176)	40%	(186)	22%	(99)	461
MotoGP fans	41%	(104)	35%	(89)	23%	(58)	252
NASCAR fans	26%	(180)	37%	(259)	36%	(251)	690
NBA fans	37%	(346)	63%	(593)	—	(0)	938
NFL fans	25%	(323)	41%	(519)	34%	(426)	1269
NHL fans	27%	(212)	39%	(301)	33%	(258)	770
UFC fans	36%	(223)	35%	(216)	29%	(176)	615
WNBA fans	46%	(208)	46%	(205)	8%	(34)	448
Golf fans	32%	(203)	40%	(250)	28%	(173)	626
Tennis fans	48%	(150)	36%	(113)	16%	(51)	315
Drinks often	27%	(90)	32%	(107)	41%	(137)	333
Drinks often/sometimes	20%	(191)	33%	(314)	47%	(445)	950
Cigarette smokers (often)	28%	(104)	24%	(89)	49%	(184)	377
Cigarette smokers (often/sometimes)	27%	(133)	27%	(130)	46%	(223)	486
Vapers (often)	25%	(23)	36%	(33)	39%	(36)	92
Vapers (often/sometimes)	27%	(60)	33%	(73)	40%	(89)	222
Dippers (often)	46%	(24)	21%	(11)	34%	(17)	52
Dippers (often/sometimes)	42%	(43)	27%	(28)	31%	(32)	103
Marijuana users (often)	34%	(71)	28%	(57)	38%	(79)	208
Marijuana users (often/sometimes)	33%	(126)	27%	(105)	40%	(153)	384
CBD users (often)	31%	(30)	23%	(21)	46%	(44)	95
CBD users (often/sometimes)	28%	(88)	26%	(82)	46%	(144)	313
Gamblers (often)	45%	(36)	29%	(23)	26%	(20)	79
Gamblers (often/sometimes)	32%	(110)	34%	(115)	34%	(115)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS1_11: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

NFL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	30%	(612)	33%	(657)	37%	(750)	2018
Gender: Male	45%	(448)	30%	(296)	26%	(255)	999
Gender: Female	16%	(164)	35%	(361)	49%	(495)	1020
Age: 18-34	30%	(142)	32%	(153)	38%	(178)	474
Age: 35-44	36%	(128)	33%	(119)	31%	(111)	358
Age: 45-64	28%	(213)	32%	(244)	39%	(294)	751
Age: 65+	29%	(128)	32%	(141)	38%	(167)	436
GenZers: 1997-2012	21%	(19)	31%	(28)	48%	(43)	91
Millennials: 1981-1996	33%	(183)	33%	(184)	34%	(187)	553
GenXers: 1965-1980	33%	(192)	31%	(183)	36%	(211)	586
Baby Boomers: 1946-1964	28%	(195)	33%	(234)	39%	(276)	705
PID: Dem (no lean)	32%	(216)	34%	(235)	34%	(234)	684
PID: Ind (no lean)	28%	(186)	32%	(207)	40%	(262)	656
PID: Rep (no lean)	31%	(210)	32%	(215)	37%	(254)	679
PID/Gender: Dem Men	46%	(144)	31%	(96)	23%	(72)	312
PID/Gender: Dem Women	19%	(72)	37%	(139)	43%	(161)	372
PID/Gender: Ind Men	44%	(144)	27%	(87)	29%	(96)	326
PID/Gender: Ind Women	13%	(43)	37%	(121)	50%	(166)	330
PID/Gender: Rep Men	44%	(160)	31%	(113)	24%	(87)	360
PID/Gender: Rep Women	16%	(50)	32%	(101)	53%	(167)	318
Ideo: Liberal (1-3)	31%	(168)	34%	(180)	35%	(189)	537
Ideo: Moderate (4)	30%	(176)	34%	(195)	36%	(207)	578
Ideo: Conservative (5-7)	33%	(224)	31%	(210)	36%	(248)	681
Educ: < College	29%	(387)	32%	(422)	39%	(525)	1333
Educ: Bachelors degree	33%	(147)	35%	(156)	31%	(138)	441
Educ: Post-grad	32%	(78)	32%	(79)	36%	(87)	244
Income: Under 50k	28%	(297)	30%	(311)	42%	(441)	1050
Income: 50k-100k	30%	(187)	36%	(228)	34%	(216)	631
Income: 100k+	38%	(127)	35%	(118)	27%	(93)	338
Ethnicity: White	30%	(488)	32%	(521)	38%	(622)	1631
Ethnicity: Hispanic	29%	(85)	33%	(95)	38%	(109)	289
Ethnicity: Black	38%	(91)	31%	(73)	31%	(74)	238

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Table SVS1_11: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

NFL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	30%	(612)	33%	(657)	37%	(750)	2018
Ethnicity: Other	22%	(33)	42%	(62)	36%	(54)	149
All Christian	31%	(300)	35%	(339)	33%	(320)	959
All Non-Christian	35%	(35)	27%	(27)	39%	(39)	102
Atheist	24%	(19)	21%	(17)	55%	(46)	82
Agnostic/Nothing in particular	32%	(162)	30%	(152)	38%	(193)	508
Something Else	26%	(95)	33%	(121)	41%	(152)	368
Religious Non-Protestant/Catholic	32%	(38)	33%	(39)	36%	(43)	120
Evangelical	29%	(160)	32%	(174)	39%	(209)	543
Non-Evangelical	30%	(224)	36%	(271)	34%	(255)	751
Community: Urban	34%	(173)	28%	(142)	38%	(193)	509
Community: Suburban	30%	(285)	36%	(341)	33%	(311)	937
Community: Rural	27%	(153)	30%	(173)	43%	(246)	572
Employ: Private Sector	34%	(217)	35%	(225)	32%	(203)	645
Employ: Government	29%	(36)	28%	(35)	43%	(53)	123
Employ: Self-Employed	32%	(61)	30%	(56)	38%	(73)	190
Employ: Homemaker	14%	(21)	37%	(55)	49%	(72)	147
Employ: Retired	29%	(141)	31%	(150)	39%	(187)	478
Employ: Unemployed	33%	(81)	31%	(75)	36%	(89)	245
Employ: Other	30%	(43)	32%	(45)	39%	(56)	144
Military HH: Yes	34%	(117)	30%	(103)	36%	(125)	344
Military HH: No	30%	(495)	33%	(554)	37%	(625)	1675
RD/WT: Right Direction	35%	(206)	28%	(164)	37%	(221)	591
RD/WT: Wrong Track	28%	(406)	35%	(493)	37%	(529)	1427
Trump Job Approve	30%	(260)	32%	(280)	38%	(335)	875
Trump Job Disapprove	32%	(333)	33%	(354)	35%	(369)	1056
Trump Job Strongly Approve	27%	(139)	32%	(164)	41%	(209)	511
Trump Job Somewhat Approve	33%	(121)	32%	(116)	35%	(127)	364
Trump Job Somewhat Disapprove	36%	(82)	33%	(76)	31%	(71)	229
Trump Job Strongly Disapprove	30%	(251)	34%	(278)	36%	(299)	828
Favorable of Trump	30%	(258)	31%	(267)	39%	(335)	860
Unfavorable of Trump	32%	(337)	34%	(359)	35%	(370)	1066

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Table SVS1_11: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

NFL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	30%	(612)	33%	(657)	37%	(750)	2018
Very Favorable of Trump	28%	(147)	30%	(159)	42%	(221)	528
Somewhat Favorable of Trump	33%	(111)	32%	(107)	34%	(114)	332
Somewhat Unfavorable of Trump	32%	(62)	36%	(68)	32%	(62)	192
Very Unfavorable of Trump	31%	(276)	33%	(291)	35%	(308)	875
#1 Issue: Economy	32%	(222)	36%	(249)	32%	(223)	694
#1 Issue: Security	27%	(67)	28%	(68)	45%	(112)	248
#1 Issue: Health Care	32%	(122)	32%	(122)	36%	(138)	382
#1 Issue: Medicare / Social Security	36%	(102)	32%	(92)	32%	(93)	287
#1 Issue: Women's Issues	20%	(13)	29%	(19)	51%	(34)	66
#1 Issue: Education	24%	(26)	36%	(39)	40%	(44)	110
#1 Issue: Energy	31%	(22)	34%	(25)	36%	(26)	73
#1 Issue: Other	23%	(37)	26%	(42)	50%	(80)	159
2018 House Vote: Democrat	30%	(210)	35%	(247)	35%	(242)	700
2018 House Vote: Republican	33%	(199)	31%	(189)	37%	(224)	612
2018 House Vote: Someone else	26%	(20)	37%	(28)	36%	(27)	74
2016 Vote: Hillary Clinton	30%	(189)	36%	(228)	35%	(222)	639
2016 Vote: Donald Trump	34%	(231)	30%	(203)	36%	(240)	675
2016 Vote: Other	25%	(37)	40%	(59)	35%	(52)	148
2016 Vote: Didn't Vote	27%	(152)	30%	(166)	43%	(236)	553
Voted in 2014: Yes	31%	(386)	34%	(418)	35%	(436)	1240
Voted in 2014: No	29%	(226)	31%	(239)	40%	(313)	778
2012 Vote: Barack Obama	33%	(252)	35%	(270)	33%	(253)	774
2012 Vote: Mitt Romney	32%	(159)	32%	(161)	35%	(176)	496
2012 Vote: Other	33%	(28)	27%	(23)	40%	(34)	86
2012 Vote: Didn't Vote	26%	(171)	31%	(202)	43%	(284)	656
4-Region: Northeast	32%	(116)	40%	(146)	28%	(103)	366
4-Region: Midwest	30%	(130)	32%	(139)	38%	(163)	433
4-Region: South	29%	(223)	29%	(222)	41%	(312)	756
4-Region: West	31%	(142)	32%	(150)	37%	(172)	464
Sports fans	44%	(608)	41%	(574)	15%	(206)	1388
Avid sports fans	83%	(396)	10%	(48)	7%	(35)	479

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Table SVS1_11: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
NFL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	30%	(612)	33%	(657)	37%	(750)	2018
Esports fans	46%	(193)	39%	(162)	15%	(63)	418
F1 fans	52%	(175)	37%	(123)	11%	(36)	334
IndyCar fans	48%	(225)	36%	(167)	16%	(75)	468
MLB fans	47%	(486)	40%	(420)	13%	(133)	1039
MLS fans	53%	(245)	37%	(170)	10%	(46)	461
MotoGP fans	48%	(120)	43%	(108)	9%	(23)	252
NASCAR fans	44%	(303)	38%	(260)	19%	(128)	690
NBA fans	49%	(464)	40%	(379)	10%	(96)	938
NFL fans	48%	(612)	52%	(657)	—	(0)	1269
NHL fans	52%	(402)	37%	(284)	11%	(84)	770
UFC fans	50%	(308)	36%	(218)	14%	(88)	615
WNBA fans	53%	(238)	38%	(169)	9%	(40)	448
Golf fans	55%	(345)	33%	(205)	12%	(76)	626
Tennis fans	57%	(179)	36%	(113)	7%	(23)	315
Drinks often	44%	(146)	31%	(105)	25%	(83)	333
Drinks often/sometimes	36%	(340)	34%	(323)	30%	(287)	950
Cigarette smokers (often)	39%	(148)	28%	(106)	33%	(123)	377
Cigarette smokers (often/sometimes)	37%	(182)	32%	(154)	31%	(150)	486
Vapers (often)	42%	(38)	34%	(31)	24%	(22)	92
Vapers (often/sometimes)	37%	(82)	39%	(85)	25%	(54)	222
Dippers (often)	56%	(29)	23%	(12)	21%	(11)	52
Dippers (often/sometimes)	50%	(52)	33%	(33)	17%	(18)	103
Marijuana users (often)	49%	(102)	26%	(54)	25%	(51)	208
Marijuana users (often/sometimes)	45%	(173)	28%	(108)	27%	(103)	384
CBD users (often)	43%	(40)	30%	(28)	28%	(26)	95
CBD users (often/sometimes)	40%	(125)	32%	(99)	28%	(88)	313
Gamblers (often)	58%	(46)	25%	(20)	16%	(13)	79
Gamblers (often/sometimes)	51%	(175)	30%	(101)	19%	(64)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS1_12: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

NHL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	11%	(214)	28%	(556)	62%	(1248)	2018
Gender: Male	15%	(149)	33%	(332)	52%	(518)	999
Gender: Female	6%	(65)	22%	(225)	72%	(730)	1020
Age: 18-34	8%	(39)	27%	(129)	65%	(306)	474
Age: 35-44	13%	(48)	31%	(110)	56%	(200)	358
Age: 45-64	11%	(86)	28%	(214)	60%	(451)	751
Age: 65+	10%	(41)	24%	(104)	67%	(291)	436
GenZers: 1997-2012	3%	(3)	24%	(22)	73%	(66)	91
Millennials: 1981-1996	10%	(58)	27%	(150)	62%	(345)	553
GenXers: 1965-1980	14%	(80)	32%	(187)	55%	(320)	586
Baby Boomers: 1946-1964	9%	(63)	25%	(174)	66%	(467)	705
PID: Dem (no lean)	8%	(56)	27%	(186)	65%	(442)	684
PID: Ind (no lean)	10%	(64)	27%	(176)	63%	(416)	656
PID: Rep (no lean)	14%	(94)	29%	(195)	58%	(390)	679
PID/Gender: Dem Men	10%	(33)	35%	(110)	54%	(169)	312
PID/Gender: Dem Women	6%	(24)	20%	(75)	73%	(273)	372
PID/Gender: Ind Men	15%	(49)	28%	(92)	57%	(185)	326
PID/Gender: Ind Women	5%	(15)	26%	(84)	70%	(231)	330
PID/Gender: Rep Men	19%	(68)	36%	(129)	45%	(163)	360
PID/Gender: Rep Women	8%	(26)	20%	(65)	71%	(227)	318
Ideo: Liberal (1-3)	11%	(59)	32%	(172)	57%	(306)	537
Ideo: Moderate (4)	10%	(58)	26%	(151)	64%	(369)	578
Ideo: Conservative (5-7)	12%	(83)	28%	(194)	59%	(404)	681
Educ: < College	10%	(129)	25%	(335)	65%	(869)	1333
Educ: Bachelors degree	11%	(50)	33%	(144)	56%	(247)	441
Educ: Post-grad	14%	(35)	32%	(77)	54%	(132)	244
Income: Under 50k	7%	(75)	22%	(232)	71%	(743)	1050
Income: 50k-100k	12%	(78)	34%	(212)	54%	(341)	631
Income: 100k+	18%	(61)	33%	(113)	49%	(164)	338
Ethnicity: White	12%	(192)	29%	(468)	60%	(971)	1631
Ethnicity: Hispanic	9%	(27)	36%	(104)	55%	(158)	289
Ethnicity: Black	5%	(13)	18%	(42)	77%	(183)	238

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Table SVS1_12: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

NHL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	11%	(214)	28%	(556)	62%	(1248)	2018
Ethnicity: Other	6%	(9)	31%	(47)	63%	(93)	149
All Christian	13%	(122)	31%	(294)	57%	(544)	959
All Non-Christian	16%	(16)	27%	(28)	57%	(58)	102
Atheist	7%	(6)	21%	(18)	71%	(58)	82
Agnostic/Nothing in particular	9%	(44)	27%	(137)	64%	(327)	508
Something Else	7%	(27)	22%	(81)	71%	(260)	368
Religious Non-Protestant/Catholic	13%	(16)	26%	(32)	61%	(73)	120
Evangelical	9%	(49)	24%	(133)	67%	(361)	543
Non-Evangelical	13%	(96)	31%	(232)	56%	(423)	751
Community: Urban	10%	(52)	28%	(140)	62%	(316)	509
Community: Suburban	12%	(114)	30%	(284)	58%	(539)	937
Community: Rural	8%	(47)	23%	(132)	69%	(393)	572
Employ: Private Sector	13%	(84)	34%	(216)	53%	(345)	645
Employ: Government	10%	(13)	29%	(36)	61%	(75)	123
Employ: Self-Employed	10%	(18)	25%	(47)	66%	(125)	190
Employ: Homemaker	6%	(9)	19%	(28)	75%	(110)	147
Employ: Retired	10%	(49)	23%	(112)	66%	(317)	478
Employ: Unemployed	8%	(20)	30%	(72)	62%	(153)	245
Employ: Other	12%	(18)	23%	(33)	64%	(93)	144
Military HH: Yes	9%	(32)	27%	(95)	63%	(217)	344
Military HH: No	11%	(182)	28%	(462)	62%	(1031)	1675
RD/WT: Right Direction	16%	(97)	25%	(149)	58%	(344)	591
RD/WT: Wrong Track	8%	(117)	29%	(407)	63%	(904)	1427
Trump Job Approve	12%	(109)	28%	(242)	60%	(524)	875
Trump Job Disapprove	10%	(104)	28%	(297)	62%	(655)	1056
Trump Job Strongly Approve	14%	(70)	25%	(128)	61%	(313)	511
Trump Job Somewhat Approve	11%	(39)	31%	(114)	58%	(211)	364
Trump Job Somewhat Disapprove	11%	(25)	28%	(65)	61%	(139)	229
Trump Job Strongly Disapprove	10%	(80)	28%	(232)	62%	(516)	828
Favorable of Trump	13%	(113)	27%	(233)	60%	(514)	860
Unfavorable of Trump	9%	(96)	28%	(300)	63%	(671)	1066

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Table SVS1_12: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

NHL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	11%	(214)	28%	(556)	62%	(1248)	2018
Very Favorable of Trump	14%	(71)	26%	(137)	60%	(319)	528
Somewhat Favorable of Trump	13%	(42)	29%	(96)	59%	(195)	332
Somewhat Unfavorable of Trump	9%	(16)	29%	(55)	63%	(120)	192
Very Unfavorable of Trump	9%	(80)	28%	(244)	63%	(551)	875
#1 Issue: Economy	10%	(71)	32%	(219)	58%	(404)	694
#1 Issue: Security	13%	(33)	27%	(67)	60%	(148)	248
#1 Issue: Health Care	10%	(38)	27%	(102)	63%	(242)	382
#1 Issue: Medicare / Social Security	12%	(34)	22%	(63)	66%	(190)	287
#1 Issue: Women's Issues	8%	(5)	30%	(20)	62%	(40)	66
#1 Issue: Education	10%	(11)	25%	(27)	65%	(72)	110
#1 Issue: Energy	11%	(8)	33%	(24)	56%	(41)	73
#1 Issue: Other	8%	(13)	22%	(35)	70%	(111)	159
2018 House Vote: Democrat	10%	(69)	28%	(199)	62%	(432)	700
2018 House Vote: Republican	15%	(90)	30%	(183)	55%	(339)	612
2018 House Vote: Someone else	17%	(13)	25%	(19)	58%	(43)	74
2016 Vote: Hillary Clinton	10%	(64)	29%	(188)	61%	(387)	639
2016 Vote: Donald Trump	15%	(98)	28%	(191)	57%	(386)	675
2016 Vote: Other	12%	(18)	34%	(50)	55%	(81)	148
2016 Vote: Didn't Vote	6%	(34)	23%	(127)	71%	(393)	553
Voted in 2014: Yes	13%	(160)	29%	(358)	58%	(722)	1240
Voted in 2014: No	7%	(54)	25%	(198)	68%	(526)	778
2012 Vote: Barack Obama	10%	(74)	30%	(236)	60%	(464)	774
2012 Vote: Mitt Romney	15%	(77)	28%	(138)	57%	(281)	496
2012 Vote: Other	20%	(17)	27%	(23)	53%	(45)	86
2012 Vote: Didn't Vote	7%	(46)	24%	(157)	69%	(454)	656
4-Region: Northeast	16%	(59)	33%	(121)	51%	(186)	366
4-Region: Midwest	12%	(52)	27%	(117)	61%	(264)	433
4-Region: South	8%	(60)	23%	(174)	69%	(522)	756
4-Region: West	9%	(42)	31%	(145)	60%	(276)	464
Sports fans	15%	(206)	37%	(508)	49%	(673)	1388
Avid sports fans	30%	(144)	37%	(179)	32%	(156)	479

Continued on next page

Table SVS1_12: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
NHL

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	11%	(214)	28%	(556)	62%	(1248)	2018
Esports fans	15%	(63)	40%	(168)	45%	(187)	418
F1 fans	25%	(84)	41%	(138)	34%	(113)	334
IndyCar fans	24%	(112)	40%	(187)	36%	(169)	468
MLB fans	17%	(178)	43%	(446)	40%	(415)	1039
MLS fans	22%	(103)	53%	(243)	25%	(115)	461
MotoGP fans	28%	(71)	45%	(112)	27%	(68)	252
NASCAR fans	19%	(131)	38%	(259)	44%	(301)	690
NBA fans	15%	(142)	39%	(371)	45%	(426)	938
NFL fans	15%	(193)	39%	(493)	46%	(583)	1269
NHL fans	28%	(214)	72%	(556)	—	(0)	770
UFC fans	18%	(108)	40%	(243)	43%	(264)	615
WNBA fans	16%	(72)	41%	(186)	42%	(189)	448
Golf fans	21%	(134)	42%	(263)	37%	(229)	626
Tennis fans	24%	(77)	49%	(154)	27%	(84)	315
Drinks often	15%	(49)	33%	(112)	52%	(173)	333
Drinks often/sometimes	13%	(126)	32%	(304)	55%	(520)	950
Cigarette smokers (often)	13%	(49)	26%	(97)	61%	(231)	377
Cigarette smokers (often/sometimes)	14%	(66)	27%	(130)	60%	(290)	486
Vapers (often)	18%	(17)	34%	(32)	47%	(43)	92
Vapers (often/sometimes)	18%	(41)	32%	(71)	49%	(109)	222
Dippers (often)	36%	(18)	21%	(11)	43%	(22)	52
Dippers (often/sometimes)	33%	(34)	32%	(32)	35%	(36)	103
Marijuana users (often)	10%	(20)	35%	(72)	55%	(115)	208
Marijuana users (often/sometimes)	13%	(50)	32%	(124)	55%	(210)	384
CBD users (often)	19%	(18)	29%	(28)	52%	(50)	95
CBD users (often/sometimes)	13%	(40)	34%	(106)	53%	(167)	313
Gamblers (often)	19%	(15)	40%	(31)	41%	(33)	79
Gamblers (often/sometimes)	14%	(48)	40%	(136)	46%	(156)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS1_13: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

PGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	8%	(169)	21%	(419)	71%	(1431)	2018
Gender: Male	12%	(125)	29%	(288)	59%	(585)	999
Gender: Female	4%	(44)	13%	(130)	83%	(846)	1020
Age: 18-34	8%	(36)	17%	(81)	75%	(357)	474
Age: 35-44	9%	(32)	24%	(85)	67%	(240)	358
Age: 45-64	8%	(59)	19%	(146)	73%	(546)	751
Age: 65+	9%	(41)	24%	(107)	66%	(288)	436
GenZers: 1997-2012	6%	(5)	13%	(12)	81%	(73)	91
Millennials: 1981-1996	8%	(43)	19%	(108)	73%	(403)	553
GenXers: 1965-1980	9%	(52)	21%	(124)	70%	(410)	586
Baby Boomers: 1946-1964	8%	(56)	21%	(146)	71%	(504)	705
PID: Dem (no lean)	7%	(51)	20%	(134)	73%	(500)	684
PID: Ind (no lean)	7%	(46)	18%	(115)	75%	(494)	656
PID: Rep (no lean)	11%	(72)	25%	(169)	64%	(437)	679
PID/Gender: Dem Men	11%	(34)	27%	(84)	62%	(194)	312
PID/Gender: Dem Women	4%	(16)	13%	(50)	82%	(306)	372
PID/Gender: Ind Men	11%	(35)	25%	(80)	65%	(211)	326
PID/Gender: Ind Women	3%	(11)	11%	(35)	86%	(284)	330
PID/Gender: Rep Men	15%	(56)	34%	(124)	50%	(181)	360
PID/Gender: Rep Women	5%	(16)	14%	(45)	81%	(256)	318
Ideo: Liberal (1-3)	8%	(42)	21%	(110)	72%	(384)	537
Ideo: Moderate (4)	7%	(38)	20%	(113)	74%	(427)	578
Ideo: Conservative (5-7)	10%	(71)	25%	(172)	64%	(438)	681
Educ: < College	7%	(93)	18%	(235)	75%	(1005)	1333
Educ: Bachelors degree	12%	(55)	25%	(111)	63%	(276)	441
Educ: Post-grad	9%	(21)	30%	(72)	62%	(150)	244
Income: Under 50k	5%	(55)	17%	(178)	78%	(816)	1050
Income: 50k-100k	11%	(68)	23%	(148)	66%	(415)	631
Income: 100k+	13%	(46)	27%	(92)	59%	(200)	338
Ethnicity: White	9%	(145)	21%	(339)	70%	(1148)	1631
Ethnicity: Hispanic	9%	(26)	17%	(50)	74%	(212)	289
Ethnicity: Black	8%	(19)	18%	(44)	74%	(176)	238

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Table SVS1_13: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
PGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	8%	(169)	21%	(419)	71%	(1431)	2018
Ethnicity: Other	4%	(5)	24%	(36)	72%	(107)	149
All Christian	11%	(103)	23%	(217)	67%	(639)	959
All Non-Christian	8%	(8)	31%	(31)	61%	(62)	102
Atheist	5%	(4)	13%	(11)	82%	(67)	82
Agnostic/Nothing in particular	6%	(30)	17%	(88)	77%	(389)	508
Something Else	6%	(24)	19%	(71)	74%	(273)	368
Religious Non-Protestant/Catholic	8%	(10)	26%	(32)	66%	(79)	120
Evangelical	8%	(43)	22%	(117)	71%	(383)	543
Non-Evangelical	10%	(78)	22%	(165)	68%	(508)	751
Community: Urban	8%	(42)	23%	(115)	69%	(352)	509
Community: Suburban	9%	(88)	22%	(202)	69%	(647)	937
Community: Rural	7%	(39)	18%	(102)	75%	(432)	572
Employ: Private Sector	9%	(60)	23%	(149)	68%	(435)	645
Employ: Government	8%	(10)	23%	(28)	69%	(85)	123
Employ: Self-Employed	11%	(22)	21%	(41)	67%	(128)	190
Employ: Homemaker	2%	(3)	8%	(12)	89%	(131)	147
Employ: Retired	9%	(44)	24%	(116)	66%	(318)	478
Employ: Unemployed	7%	(16)	18%	(44)	76%	(186)	245
Employ: Other	8%	(11)	15%	(21)	78%	(112)	144
Military HH: Yes	12%	(40)	24%	(82)	64%	(221)	344
Military HH: No	8%	(129)	20%	(336)	72%	(1210)	1675
RD/WT: Right Direction	12%	(69)	26%	(152)	63%	(370)	591
RD/WT: Wrong Track	7%	(100)	19%	(267)	74%	(1061)	1427
Trump Job Approve	10%	(86)	24%	(207)	67%	(582)	875
Trump Job Disapprove	7%	(76)	19%	(204)	74%	(777)	1056
Trump Job Strongly Approve	11%	(54)	23%	(118)	66%	(339)	511
Trump Job Somewhat Approve	9%	(32)	24%	(89)	67%	(243)	364
Trump Job Somewhat Disapprove	9%	(20)	27%	(61)	65%	(148)	229
Trump Job Strongly Disapprove	7%	(56)	17%	(142)	76%	(629)	828
Favorable of Trump	9%	(80)	23%	(202)	67%	(577)	860
Unfavorable of Trump	7%	(79)	19%	(203)	73%	(784)	1066

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Table SVS1_13: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

PGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	8%	(169)	21%	(419)	71%	(1431)	2018
Very Favorable of Trump	11%	(56)	24%	(127)	65%	(345)	528
Somewhat Favorable of Trump	7%	(25)	23%	(75)	70%	(233)	332
Somewhat Unfavorable of Trump	13%	(25)	25%	(49)	62%	(118)	192
Very Unfavorable of Trump	6%	(54)	18%	(155)	76%	(666)	875
#1 Issue: Economy	8%	(55)	23%	(157)	69%	(482)	694
#1 Issue: Security	10%	(26)	23%	(57)	67%	(165)	248
#1 Issue: Health Care	7%	(26)	21%	(82)	72%	(274)	382
#1 Issue: Medicare / Social Security	9%	(25)	20%	(57)	71%	(204)	287
#1 Issue: Women's Issues	3%	(2)	16%	(11)	80%	(53)	66
#1 Issue: Education	8%	(8)	14%	(15)	79%	(86)	110
#1 Issue: Energy	13%	(10)	25%	(18)	62%	(46)	73
#1 Issue: Other	10%	(16)	14%	(22)	76%	(121)	159
2018 House Vote: Democrat	9%	(61)	19%	(134)	72%	(505)	700
2018 House Vote: Republican	11%	(70)	26%	(158)	63%	(384)	612
2018 House Vote: Someone else	2%	(1)	25%	(18)	73%	(54)	74
2016 Vote: Hillary Clinton	8%	(50)	21%	(135)	71%	(454)	639
2016 Vote: Donald Trump	12%	(78)	26%	(173)	63%	(423)	675
2016 Vote: Other	6%	(9)	19%	(28)	75%	(111)	148
2016 Vote: Didn't Vote	6%	(31)	14%	(79)	80%	(443)	553
Voted in 2014: Yes	10%	(127)	23%	(282)	67%	(831)	1240
Voted in 2014: No	5%	(42)	18%	(136)	77%	(600)	778
2012 Vote: Barack Obama	9%	(71)	20%	(157)	71%	(546)	774
2012 Vote: Mitt Romney	12%	(58)	26%	(131)	62%	(307)	496
2012 Vote: Other	9%	(8)	22%	(19)	69%	(59)	86
2012 Vote: Didn't Vote	5%	(31)	17%	(110)	79%	(516)	656
4-Region: Northeast	10%	(35)	23%	(84)	67%	(247)	366
4-Region: Midwest	9%	(39)	22%	(94)	69%	(299)	433
4-Region: South	7%	(54)	21%	(161)	72%	(542)	756
4-Region: West	9%	(41)	17%	(79)	74%	(343)	464
Sports fans	12%	(168)	29%	(404)	59%	(816)	1388
Avid sports fans	21%	(103)	33%	(157)	46%	(220)	479

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Table SVS1_13: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

PGA Tour

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	8%	(169)	21%	(419)	71%	(1431)	2018
Esports fans	18%	(75)	34%	(140)	49%	(203)	418
F1 fans	21%	(72)	40%	(133)	39%	(130)	334
IndyCar fans	21%	(96)	35%	(166)	44%	(206)	468
MLB fans	14%	(150)	32%	(333)	53%	(555)	1039
MLS fans	21%	(96)	41%	(188)	38%	(177)	461
MotoGP fans	23%	(58)	41%	(104)	36%	(89)	252
NASCAR fans	17%	(116)	32%	(222)	51%	(352)	690
NBA fans	13%	(124)	32%	(301)	55%	(513)	938
NFL fans	12%	(156)	29%	(368)	59%	(745)	1269
NHL fans	16%	(121)	34%	(260)	51%	(389)	770
UFC fans	14%	(86)	32%	(196)	54%	(333)	615
WNBA fans	19%	(86)	35%	(154)	46%	(207)	448
Golf fans	27%	(169)	67%	(419)	6%	(39)	626
Tennis fans	26%	(81)	47%	(148)	27%	(86)	315
Drinks often	17%	(58)	25%	(85)	57%	(191)	333
Drinks often/sometimes	11%	(104)	25%	(238)	64%	(608)	950
Cigarette smokers (often)	11%	(40)	20%	(74)	70%	(263)	377
Cigarette smokers (often/sometimes)	12%	(56)	21%	(100)	68%	(330)	486
Vapers (often)	24%	(22)	21%	(19)	55%	(51)	92
Vapers (often/sometimes)	18%	(39)	25%	(56)	57%	(127)	222
Dippers (often)	20%	(10)	32%	(17)	48%	(25)	52
Dippers (often/sometimes)	24%	(24)	39%	(41)	37%	(38)	103
Marijuana users (often)	14%	(29)	18%	(37)	68%	(141)	208
Marijuana users (often/sometimes)	11%	(44)	22%	(86)	66%	(254)	384
CBD users (often)	19%	(18)	22%	(21)	60%	(57)	95
CBD users (often/sometimes)	13%	(42)	22%	(69)	65%	(203)	313
Gamblers (often)	21%	(17)	32%	(25)	47%	(37)	79
Gamblers (often/sometimes)	17%	(60)	34%	(116)	48%	(165)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS1_14: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	9%	(176)	22%	(439)	70%	(1403)	2018
Gender: Male	14%	(144)	29%	(285)	57%	(569)	999
Gender: Female	3%	(32)	15%	(154)	82%	(834)	1020
Age: 18-34	13%	(61)	33%	(157)	54%	(255)	474
Age: 35-44	18%	(65)	31%	(110)	51%	(183)	358
Age: 45-64	5%	(40)	19%	(140)	76%	(571)	751
Age: 65+	2%	(10)	7%	(33)	90%	(393)	436
GenZers: 1997-2012	6%	(6)	26%	(24)	67%	(61)	91
Millennials: 1981-1996	16%	(87)	33%	(185)	51%	(281)	553
GenXers: 1965-1980	11%	(62)	27%	(159)	62%	(366)	586
Baby Boomers: 1946-1964	3%	(21)	9%	(64)	88%	(620)	705
PID: Dem (no lean)	8%	(56)	20%	(139)	71%	(489)	684
PID: Ind (no lean)	9%	(59)	24%	(160)	67%	(436)	656
PID: Rep (no lean)	9%	(61)	21%	(140)	70%	(478)	679
PID/Gender: Dem Men	14%	(44)	25%	(79)	61%	(189)	312
PID/Gender: Dem Women	3%	(12)	16%	(61)	80%	(299)	372
PID/Gender: Ind Men	14%	(45)	32%	(105)	54%	(176)	326
PID/Gender: Ind Women	4%	(15)	17%	(55)	79%	(261)	330
PID/Gender: Rep Men	15%	(55)	28%	(101)	57%	(204)	360
PID/Gender: Rep Women	2%	(6)	12%	(39)	86%	(274)	318
Ideo: Liberal (1-3)	11%	(58)	21%	(115)	68%	(364)	537
Ideo: Moderate (4)	9%	(52)	23%	(131)	68%	(395)	578
Ideo: Conservative (5-7)	6%	(44)	21%	(141)	73%	(496)	681
Educ: < College	9%	(124)	22%	(290)	69%	(919)	1333
Educ: Bachelors degree	7%	(31)	23%	(102)	70%	(308)	441
Educ: Post-grad	8%	(21)	19%	(47)	72%	(176)	244
Income: Under 50k	9%	(93)	22%	(233)	69%	(724)	1050
Income: 50k-100k	9%	(57)	20%	(125)	71%	(449)	631
Income: 100k+	8%	(26)	24%	(81)	68%	(231)	338
Ethnicity: White	8%	(123)	20%	(322)	73%	(1187)	1631
Ethnicity: Hispanic	13%	(37)	32%	(92)	55%	(160)	289
Ethnicity: Black	15%	(35)	27%	(65)	58%	(138)	238

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Table SVS1_14: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

UFC

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	9%	(176)	22%	(439)	70%	(1403)	2018
Ethnicity: Other	12%	(19)	35%	(52)	53%	(78)	149
All Christian	7%	(69)	19%	(182)	74%	(708)	959
All Non-Christian	13%	(13)	24%	(24)	63%	(64)	102
Atheist	3%	(3)	20%	(16)	77%	(63)	82
Agnostic/Nothing in particular	11%	(58)	27%	(137)	62%	(313)	508
Something Else	9%	(34)	22%	(79)	69%	(254)	368
Religious Non-Protestant/Catholic	11%	(13)	22%	(26)	67%	(81)	120
Evangelical	9%	(49)	20%	(108)	71%	(386)	543
Non-Evangelical	7%	(49)	20%	(149)	74%	(553)	751
Community: Urban	14%	(73)	26%	(131)	60%	(305)	509
Community: Suburban	7%	(64)	20%	(189)	73%	(685)	937
Community: Rural	7%	(39)	21%	(119)	72%	(414)	572
Employ: Private Sector	11%	(71)	28%	(178)	61%	(395)	645
Employ: Government	10%	(13)	25%	(31)	65%	(80)	123
Employ: Self-Employed	12%	(24)	26%	(49)	62%	(118)	190
Employ: Homemaker	6%	(8)	14%	(21)	80%	(118)	147
Employ: Retired	4%	(20)	9%	(41)	87%	(417)	478
Employ: Unemployed	10%	(24)	30%	(72)	61%	(149)	245
Employ: Other	7%	(11)	25%	(36)	68%	(97)	144
Military HH: Yes	8%	(28)	20%	(69)	72%	(247)	344
Military HH: No	9%	(148)	22%	(370)	69%	(1156)	1675
RD/WT: Right Direction	13%	(74)	23%	(136)	65%	(381)	591
RD/WT: Wrong Track	7%	(102)	21%	(303)	72%	(1022)	1427
Trump Job Approve	10%	(87)	23%	(197)	68%	(591)	875
Trump Job Disapprove	8%	(88)	21%	(220)	71%	(748)	1056
Trump Job Strongly Approve	10%	(52)	23%	(116)	67%	(343)	511
Trump Job Somewhat Approve	9%	(35)	22%	(82)	68%	(248)	364
Trump Job Somewhat Disapprove	12%	(27)	26%	(60)	62%	(142)	229
Trump Job Strongly Disapprove	7%	(61)	19%	(160)	73%	(607)	828
Favorable of Trump	10%	(86)	23%	(194)	68%	(581)	860
Unfavorable of Trump	8%	(83)	21%	(225)	71%	(759)	1066

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Table SVS1_14: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	9%	(176)	22%	(439)	70%	(1403)	2018
Very Favorable of Trump	10%	(54)	22%	(118)	68%	(356)	528
Somewhat Favorable of Trump	10%	(32)	23%	(76)	68%	(225)	332
Somewhat Unfavorable of Trump	9%	(17)	25%	(48)	66%	(127)	192
Very Unfavorable of Trump	8%	(66)	20%	(176)	72%	(633)	875
#1 Issue: Economy	9%	(62)	28%	(195)	63%	(438)	694
#1 Issue: Security	9%	(23)	16%	(40)	74%	(184)	248
#1 Issue: Health Care	10%	(37)	23%	(86)	68%	(259)	382
#1 Issue: Medicare / Social Security	7%	(19)	10%	(30)	83%	(238)	287
#1 Issue: Women's Issues	10%	(6)	24%	(15)	67%	(44)	66
#1 Issue: Education	8%	(9)	17%	(18)	75%	(82)	110
#1 Issue: Energy	21%	(16)	27%	(20)	52%	(38)	73
#1 Issue: Other	3%	(5)	22%	(34)	75%	(120)	159
2018 House Vote: Democrat	9%	(60)	18%	(128)	73%	(511)	700
2018 House Vote: Republican	8%	(47)	21%	(127)	72%	(438)	612
2018 House Vote: Someone else	8%	(6)	23%	(17)	69%	(51)	74
2016 Vote: Hillary Clinton	8%	(50)	20%	(130)	72%	(459)	639
2016 Vote: Donald Trump	9%	(59)	21%	(143)	70%	(473)	675
2016 Vote: Other	8%	(11)	17%	(25)	75%	(111)	148
2016 Vote: Didn't Vote	10%	(57)	25%	(137)	65%	(360)	553
Voted in 2014: Yes	8%	(94)	19%	(237)	73%	(909)	1240
Voted in 2014: No	11%	(83)	26%	(202)	63%	(494)	778
2012 Vote: Barack Obama	9%	(67)	21%	(159)	71%	(548)	774
2012 Vote: Mitt Romney	8%	(39)	19%	(93)	74%	(365)	496
2012 Vote: Other	5%	(4)	25%	(21)	70%	(60)	86
2012 Vote: Didn't Vote	10%	(67)	25%	(164)	65%	(426)	656
4-Region: Northeast	10%	(36)	25%	(93)	65%	(238)	366
4-Region: Midwest	8%	(34)	17%	(74)	75%	(325)	433
4-Region: South	8%	(60)	22%	(166)	70%	(531)	756
4-Region: West	10%	(47)	23%	(106)	67%	(310)	464
Sports fans	12%	(171)	28%	(389)	60%	(828)	1388
Avid sports fans	22%	(104)	30%	(145)	48%	(230)	479

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Table SVS1_14: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	9%	(176)	22%	(439)	70%	(1403)	2018
Esports fans	22%	(93)	50%	(207)	28%	(118)	418
F1 fans	23%	(77)	46%	(153)	31%	(104)	334
IndyCar fans	16%	(75)	38%	(178)	46%	(215)	468
MLB fans	13%	(134)	28%	(292)	59%	(612)	1039
MLS fans	20%	(93)	39%	(178)	41%	(190)	461
MotoGP fans	25%	(64)	43%	(108)	32%	(79)	252
NASCAR fans	15%	(106)	35%	(240)	50%	(344)	690
NBA fans	16%	(151)	31%	(288)	53%	(499)	938
NFL fans	13%	(164)	29%	(363)	58%	(742)	1269
NHL fans	15%	(116)	31%	(235)	54%	(418)	770
UFC fans	29%	(176)	71%	(439)	—	(0)	615
WNBA fans	20%	(92)	37%	(164)	43%	(192)	448
Golf fans	17%	(106)	31%	(196)	52%	(324)	626
Tennis fans	24%	(77)	42%	(133)	33%	(105)	315
Drinks often	20%	(67)	25%	(82)	55%	(184)	333
Drinks often/sometimes	12%	(111)	26%	(246)	62%	(593)	950
Cigarette smokers (often)	16%	(62)	26%	(97)	58%	(217)	377
Cigarette smokers (often/sometimes)	16%	(80)	29%	(142)	54%	(264)	486
Vapers (often)	21%	(19)	43%	(40)	36%	(33)	92
Vapers (often/sometimes)	20%	(44)	38%	(84)	42%	(94)	222
Dippers (often)	30%	(15)	42%	(22)	29%	(15)	52
Dippers (often/sometimes)	28%	(29)	49%	(50)	24%	(24)	103
Marijuana users (often)	22%	(45)	35%	(72)	43%	(90)	208
Marijuana users (often/sometimes)	20%	(75)	37%	(142)	43%	(167)	384
CBD users (often)	21%	(20)	35%	(33)	45%	(42)	95
CBD users (often/sometimes)	17%	(53)	35%	(109)	48%	(150)	313
Gamblers (often)	23%	(18)	37%	(29)	41%	(32)	79
Gamblers (often/sometimes)	21%	(71)	36%	(121)	44%	(149)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS1_15: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

WNBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(82)	18%	(366)	78%	(1571)	2018
Gender: Male	6%	(61)	23%	(225)	71%	(712)	999
Gender: Female	2%	(21)	14%	(140)	84%	(859)	1020
Age: 18-34	5%	(22)	21%	(98)	75%	(354)	474
Age: 35-44	7%	(25)	24%	(87)	69%	(245)	358
Age: 45-64	3%	(22)	16%	(119)	81%	(609)	751
Age: 65+	3%	(12)	14%	(61)	83%	(363)	436
GenZers: 1997-2012	8%	(7)	11%	(10)	81%	(73)	91
Millennials: 1981-1996	4%	(22)	23%	(129)	73%	(402)	553
GenXers: 1965-1980	6%	(35)	20%	(120)	74%	(431)	586
Baby Boomers: 1946-1964	2%	(17)	14%	(96)	84%	(591)	705
PID: Dem (no lean)	6%	(38)	24%	(163)	71%	(483)	684
PID: Ind (no lean)	3%	(23)	17%	(108)	80%	(525)	656
PID: Rep (no lean)	3%	(21)	14%	(94)	83%	(563)	679
PID/Gender: Dem Men	8%	(25)	29%	(90)	63%	(196)	312
PID/Gender: Dem Women	3%	(12)	20%	(73)	77%	(287)	372
PID/Gender: Ind Men	6%	(19)	20%	(65)	74%	(242)	326
PID/Gender: Ind Women	1%	(4)	13%	(44)	86%	(283)	330
PID/Gender: Rep Men	5%	(17)	20%	(70)	76%	(273)	360
PID/Gender: Rep Women	1%	(5)	8%	(24)	91%	(290)	318
Ideo: Liberal (1-3)	4%	(23)	27%	(143)	69%	(371)	537
Ideo: Moderate (4)	5%	(29)	18%	(104)	77%	(445)	578
Ideo: Conservative (5-7)	3%	(24)	13%	(88)	84%	(569)	681
Educ: < College	4%	(56)	18%	(240)	78%	(1037)	1333
Educ: Bachelors degree	4%	(16)	18%	(79)	79%	(347)	441
Educ: Post-grad	4%	(10)	19%	(47)	77%	(187)	244
Income: Under 50k	4%	(45)	18%	(186)	78%	(819)	1050
Income: 50k-100k	3%	(21)	21%	(131)	76%	(479)	631
Income: 100k+	5%	(16)	14%	(49)	81%	(273)	338
Ethnicity: White	3%	(46)	15%	(239)	83%	(1346)	1631
Ethnicity: Hispanic	6%	(17)	25%	(71)	70%	(201)	289
Ethnicity: Black	13%	(32)	36%	(87)	50%	(120)	238

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Table SVS1_15: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
 WNBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(82)	18%	(366)	78%	(1571)	2018
Ethnicity: Other	3%	(4)	27%	(40)	70%	(105)	149
All Christian	4%	(36)	15%	(147)	81%	(776)	959
All Non-Christian	5%	(5)	32%	(32)	63%	(64)	102
Atheist	—	(0)	15%	(13)	85%	(69)	82
Agnostic/Nothing in particular	3%	(17)	19%	(98)	77%	(393)	508
Something Else	6%	(24)	21%	(76)	73%	(268)	368
Religious Non-Protestant/Catholic	4%	(5)	27%	(32)	69%	(83)	120
Evangelical	5%	(29)	18%	(100)	76%	(414)	543
Non-Evangelical	4%	(30)	16%	(119)	80%	(601)	751
Community: Urban	7%	(36)	24%	(123)	69%	(350)	509
Community: Suburban	3%	(30)	17%	(158)	80%	(750)	937
Community: Rural	3%	(17)	15%	(85)	82%	(471)	572
Employ: Private Sector	4%	(25)	18%	(115)	78%	(505)	645
Employ: Government	3%	(4)	21%	(26)	75%	(93)	123
Employ: Self-Employed	5%	(9)	24%	(45)	72%	(137)	190
Employ: Homemaker	1%	(2)	10%	(15)	89%	(130)	147
Employ: Retired	4%	(18)	14%	(67)	82%	(394)	478
Employ: Unemployed	7%	(16)	27%	(66)	67%	(163)	245
Employ: Other	5%	(7)	17%	(25)	78%	(112)	144
Military HH: Yes	4%	(13)	14%	(49)	82%	(282)	344
Military HH: No	4%	(69)	19%	(317)	77%	(1289)	1675
RD/WT: Right Direction	5%	(30)	16%	(95)	79%	(466)	591
RD/WT: Wrong Track	4%	(52)	19%	(271)	77%	(1105)	1427
Trump Job Approve	3%	(28)	13%	(117)	83%	(729)	875
Trump Job Disapprove	5%	(52)	22%	(234)	73%	(771)	1056
Trump Job Strongly Approve	5%	(25)	12%	(63)	83%	(423)	511
Trump Job Somewhat Approve	1%	(4)	15%	(55)	84%	(306)	364
Trump Job Somewhat Disapprove	1%	(2)	22%	(50)	77%	(177)	229
Trump Job Strongly Disapprove	6%	(50)	22%	(184)	72%	(594)	828
Favorable of Trump	3%	(29)	14%	(117)	83%	(714)	860
Unfavorable of Trump	5%	(48)	22%	(236)	73%	(782)	1066

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Table SVS1_15: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

WNBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(82)	18%	(366)	78%	(1571)	2018
Very Favorable of Trump	5%	(25)	12%	(61)	84%	(441)	528
Somewhat Favorable of Trump	1%	(3)	17%	(56)	82%	(273)	332
Somewhat Unfavorable of Trump	—	(0)	20%	(39)	80%	(153)	192
Very Unfavorable of Trump	6%	(48)	23%	(197)	72%	(629)	875
#1 Issue: Economy	3%	(19)	19%	(130)	79%	(545)	694
#1 Issue: Security	3%	(9)	13%	(33)	83%	(206)	248
#1 Issue: Health Care	5%	(19)	22%	(84)	73%	(279)	382
#1 Issue: Medicare / Social Security	8%	(22)	17%	(49)	75%	(217)	287
#1 Issue: Women's Issues	1%	(1)	21%	(13)	79%	(52)	66
#1 Issue: Education	3%	(3)	18%	(19)	80%	(88)	110
#1 Issue: Energy	8%	(6)	23%	(17)	70%	(51)	73
#1 Issue: Other	3%	(5)	13%	(20)	84%	(133)	159
2018 House Vote: Democrat	5%	(37)	24%	(168)	71%	(495)	700
2018 House Vote: Republican	3%	(18)	13%	(79)	84%	(515)	612
2018 House Vote: Someone else	1%	(1)	12%	(9)	87%	(64)	74
2016 Vote: Hillary Clinton	6%	(36)	26%	(167)	68%	(436)	639
2016 Vote: Donald Trump	3%	(18)	13%	(87)	84%	(570)	675
2016 Vote: Other	1%	(1)	15%	(22)	85%	(125)	148
2016 Vote: Didn't Vote	5%	(26)	16%	(89)	79%	(439)	553
Voted in 2014: Yes	4%	(51)	19%	(233)	77%	(957)	1240
Voted in 2014: No	4%	(31)	17%	(132)	79%	(614)	778
2012 Vote: Barack Obama	4%	(31)	25%	(195)	71%	(549)	774
2012 Vote: Mitt Romney	4%	(19)	11%	(56)	85%	(421)	496
2012 Vote: Other	4%	(3)	4%	(4)	92%	(79)	86
2012 Vote: Didn't Vote	4%	(28)	17%	(110)	79%	(519)	656
4-Region: Northeast	5%	(17)	19%	(71)	76%	(278)	366
4-Region: Midwest	5%	(20)	17%	(75)	78%	(338)	433
4-Region: South	3%	(25)	15%	(116)	81%	(615)	756
4-Region: West	4%	(20)	22%	(103)	73%	(340)	464
Sports fans	6%	(78)	25%	(347)	69%	(963)	1388
Avid sports fans	12%	(57)	32%	(155)	56%	(267)	479

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Table SVS1_15: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
WNBA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	4%	(82)	18%	(366)	78%	(1571)	2018
Esports fans	10%	(43)	39%	(164)	51%	(212)	418
F1 fans	10%	(32)	42%	(139)	49%	(163)	334
IndyCar fans	10%	(45)	32%	(148)	59%	(275)	468
MLB fans	6%	(57)	27%	(276)	68%	(706)	1039
MLS fans	9%	(41)	41%	(188)	50%	(233)	461
MotoGP fans	12%	(29)	42%	(106)	46%	(117)	252
NASCAR fans	7%	(48)	29%	(201)	64%	(442)	690
NBA fans	9%	(81)	35%	(333)	56%	(525)	938
NFL fans	6%	(75)	26%	(332)	68%	(861)	1269
NHL fans	6%	(48)	27%	(210)	67%	(512)	770
UFC fans	7%	(45)	34%	(210)	58%	(360)	615
WNBA fans	18%	(82)	82%	(366)	—	(0)	448
Golf fans	8%	(51)	33%	(207)	59%	(368)	626
Tennis fans	12%	(37)	52%	(163)	36%	(115)	315
Drinks often	8%	(27)	22%	(74)	70%	(233)	333
Drinks often/sometimes	5%	(47)	21%	(197)	74%	(706)	950
Cigarette smokers (often)	7%	(27)	22%	(84)	71%	(266)	377
Cigarette smokers (often/sometimes)	7%	(34)	24%	(116)	69%	(335)	486
Vapers (often)	15%	(14)	22%	(20)	63%	(58)	92
Vapers (often/sometimes)	9%	(21)	30%	(67)	60%	(134)	222
Dippers (often)	18%	(9)	15%	(8)	68%	(35)	52
Dippers (often/sometimes)	16%	(16)	25%	(26)	59%	(61)	103
Marijuana users (often)	10%	(21)	25%	(52)	65%	(135)	208
Mrijuana users (often/sometimes)	7%	(26)	28%	(106)	65%	(251)	384
CBD users (often)	13%	(12)	18%	(17)	69%	(66)	95
CBD users (often/sometimes)	6%	(19)	25%	(79)	69%	(216)	313
Gamblers (often)	14%	(11)	36%	(29)	49%	(39)	79
Gamblers (often/sometimes)	7%	(24)	33%	(112)	60%	(204)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS1_16: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

WTA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(53)	10%	(202)	87%	(1764)	2018
Gender: Male	4%	(43)	16%	(155)	80%	(800)	999
Gender: Female	1%	(9)	5%	(47)	94%	(964)	1020
Age: 18-34	3%	(16)	8%	(39)	88%	(418)	474
Age: 35-44	4%	(16)	15%	(55)	80%	(287)	358
Age: 45-64	2%	(13)	11%	(81)	87%	(657)	751
Age: 65+	2%	(8)	6%	(26)	92%	(402)	436
GenZers: 1997-2012	5%	(5)	1%	(1)	94%	(85)	91
Millennials: 1981-1996	3%	(17)	11%	(62)	86%	(474)	553
GenXers: 1965-1980	3%	(18)	15%	(86)	82%	(483)	586
Baby Boomers: 1946-1964	2%	(13)	7%	(47)	91%	(645)	705
PID: Dem (no lean)	3%	(23)	10%	(70)	86%	(591)	684
PID: Ind (no lean)	1%	(10)	8%	(53)	90%	(593)	656
PID: Rep (no lean)	3%	(20)	12%	(79)	85%	(580)	679
PID/Gender: Dem Men	5%	(16)	16%	(50)	79%	(246)	312
PID/Gender: Dem Women	2%	(7)	5%	(20)	93%	(346)	372
PID/Gender: Ind Men	3%	(9)	13%	(41)	84%	(275)	326
PID/Gender: Ind Women	—	(1)	4%	(12)	96%	(318)	330
PID/Gender: Rep Men	5%	(18)	17%	(63)	77%	(279)	360
PID/Gender: Rep Women	1%	(2)	5%	(16)	94%	(300)	318
Ideo: Liberal (1-3)	4%	(23)	12%	(66)	84%	(449)	537
Ideo: Moderate (4)	2%	(11)	10%	(60)	88%	(507)	578
Ideo: Conservative (5-7)	2%	(13)	10%	(66)	88%	(602)	681
Educ: < College	2%	(29)	8%	(105)	90%	(1198)	1333
Educ: Bachelors degree	3%	(13)	13%	(58)	84%	(370)	441
Educ: Post-grad	4%	(10)	16%	(38)	80%	(196)	244
Income: Under 50k	1%	(15)	7%	(73)	92%	(961)	1050
Income: 50k-100k	4%	(26)	11%	(69)	85%	(536)	631
Income: 100k+	3%	(11)	17%	(59)	79%	(268)	338
Ethnicity: White	3%	(41)	9%	(145)	89%	(1445)	1631
Ethnicity: Hispanic	4%	(11)	14%	(41)	82%	(237)	289
Ethnicity: Black	4%	(11)	14%	(34)	81%	(193)	238

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Table SVS1_16: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
WTA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(53)	10%	(202)	87%	(1764)	2018
Ethnicity: Other	1%	(1)	15%	(22)	85%	(126)	149
All Christian	3%	(26)	11%	(107)	86%	(826)	959
All Non-Christian	8%	(8)	13%	(13)	79%	(80)	102
Atheist	—	(0)	6%	(5)	94%	(77)	82
Agnostic/Nothing in particular	2%	(9)	10%	(49)	89%	(450)	508
Something Else	3%	(11)	7%	(27)	90%	(330)	368
Religious Non-Protestant/Catholic	6%	(8)	12%	(14)	82%	(99)	120
Evangelical	3%	(18)	12%	(63)	85%	(461)	543
Non-Evangelical	2%	(17)	9%	(67)	89%	(667)	751
Community: Urban	4%	(19)	14%	(70)	82%	(420)	509
Community: Suburban	2%	(22)	10%	(97)	87%	(819)	937
Community: Rural	2%	(12)	6%	(34)	92%	(526)	572
Employ: Private Sector	3%	(19)	13%	(86)	84%	(540)	645
Employ: Government	3%	(3)	11%	(13)	87%	(107)	123
Employ: Self-Employed	6%	(12)	15%	(28)	79%	(151)	190
Employ: Homemaker	2%	(2)	2%	(3)	97%	(142)	147
Employ: Retired	1%	(4)	7%	(35)	92%	(440)	478
Employ: Unemployed	4%	(10)	9%	(22)	87%	(214)	245
Employ: Other	3%	(4)	9%	(13)	88%	(127)	144
Military HH: Yes	3%	(11)	9%	(30)	88%	(302)	344
Military HH: No	2%	(42)	10%	(171)	87%	(1462)	1675
RD/WT: Right Direction	3%	(18)	13%	(79)	84%	(494)	591
RD/WT: Wrong Track	2%	(35)	9%	(122)	89%	(1270)	1427
Trump Job Approve	2%	(21)	11%	(95)	87%	(759)	875
Trump Job Disapprove	3%	(31)	10%	(101)	88%	(925)	1056
Trump Job Strongly Approve	3%	(16)	11%	(56)	86%	(439)	511
Trump Job Somewhat Approve	2%	(6)	11%	(38)	88%	(320)	364
Trump Job Somewhat Disapprove	2%	(4)	13%	(30)	85%	(195)	229
Trump Job Strongly Disapprove	3%	(27)	9%	(71)	88%	(730)	828
Favorable of Trump	2%	(21)	11%	(96)	86%	(743)	860
Unfavorable of Trump	3%	(29)	9%	(97)	88%	(941)	1066

Continued on next page

Table SVS1_16: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

WTA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(53)	10%	(202)	87%	(1764)	2018
Very Favorable of Trump	3%	(18)	10%	(55)	86%	(454)	528
Somewhat Favorable of Trump	1%	(2)	12%	(41)	87%	(289)	332
Somewhat Unfavorable of Trump	2%	(3)	10%	(18)	89%	(170)	192
Very Unfavorable of Trump	3%	(26)	9%	(78)	88%	(770)	875
#1 Issue: Economy	2%	(11)	11%	(76)	87%	(607)	694
#1 Issue: Security	2%	(5)	15%	(38)	83%	(205)	248
#1 Issue: Health Care	3%	(12)	10%	(40)	86%	(330)	382
#1 Issue: Medicare / Social Security	3%	(9)	5%	(15)	91%	(262)	287
#1 Issue: Women's Issues	6%	(4)	7%	(5)	87%	(57)	66
#1 Issue: Education	2%	(2)	9%	(10)	88%	(97)	110
#1 Issue: Energy	5%	(4)	13%	(10)	82%	(60)	73
#1 Issue: Other	3%	(5)	5%	(8)	92%	(146)	159
2018 House Vote: Democrat	4%	(31)	9%	(60)	87%	(609)	700
2018 House Vote: Republican	2%	(12)	12%	(74)	86%	(527)	612
2018 House Vote: Someone else	1%	(1)	8%	(6)	91%	(67)	74
2016 Vote: Hillary Clinton	4%	(28)	10%	(63)	86%	(548)	639
2016 Vote: Donald Trump	2%	(14)	12%	(81)	86%	(580)	675
2016 Vote: Other	1%	(2)	8%	(13)	90%	(134)	148
2016 Vote: Didn't Vote	2%	(10)	8%	(44)	90%	(500)	553
Voted in 2014: Yes	3%	(40)	10%	(125)	87%	(1075)	1240
Voted in 2014: No	2%	(12)	10%	(76)	89%	(689)	778
2012 Vote: Barack Obama	4%	(27)	10%	(74)	87%	(673)	774
2012 Vote: Mitt Romney	3%	(16)	12%	(58)	85%	(422)	496
2012 Vote: Other	—	(0)	11%	(9)	89%	(76)	86
2012 Vote: Didn't Vote	1%	(9)	9%	(58)	90%	(589)	656
4-Region: Northeast	3%	(11)	15%	(56)	82%	(299)	366
4-Region: Midwest	2%	(8)	8%	(35)	90%	(390)	433
4-Region: South	3%	(22)	8%	(59)	89%	(675)	756
4-Region: West	3%	(12)	11%	(51)	86%	(400)	464
Sports fans	4%	(52)	14%	(195)	82%	(1141)	1388
Avid sports fans	7%	(32)	23%	(109)	71%	(339)	479

Continued on next page

Table SVS1_16: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
WTA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	3%	(53)	10%	(202)	87%	(1764)	2018
Esports fans	8%	(35)	27%	(111)	65%	(272)	418
F1 fans	11%	(38)	34%	(115)	54%	(181)	334
IndyCar fans	8%	(35)	25%	(115)	68%	(318)	468
MLB fans	5%	(49)	17%	(180)	78%	(810)	1039
MLS fans	9%	(40)	30%	(139)	61%	(282)	461
MotoGP fans	13%	(33)	38%	(95)	49%	(124)	252
NASCAR fans	5%	(36)	20%	(139)	75%	(515)	690
NBA fans	5%	(46)	18%	(172)	77%	(720)	938
NFL fans	4%	(50)	15%	(191)	81%	(1028)	1269
NHL fans	6%	(44)	19%	(149)	75%	(578)	770
UFC fans	6%	(37)	23%	(142)	71%	(437)	615
WNBA fans	9%	(39)	30%	(134)	61%	(274)	448
Golf fans	8%	(48)	24%	(152)	68%	(426)	626
Tennis fans	17%	(53)	64%	(202)	19%	(60)	315
Drinks often	4%	(13)	15%	(51)	81%	(270)	333
Drinks often/sometimes	3%	(26)	12%	(118)	85%	(805)	950
Cigarette smokers (often)	5%	(18)	15%	(56)	81%	(303)	377
Cigarette smokers (often/sometimes)	5%	(24)	15%	(73)	80%	(389)	486
Vapers (often)	10%	(9)	19%	(18)	71%	(65)	92
Vapers (often/sometimes)	8%	(17)	23%	(51)	69%	(154)	222
Dippers (often)	11%	(6)	20%	(10)	69%	(36)	52
Dippers (often/sometimes)	14%	(14)	28%	(28)	58%	(60)	103
Marijuana users (often)	6%	(12)	13%	(27)	81%	(169)	208
Marijuana users (often/sometimes)	5%	(21)	15%	(59)	79%	(304)	384
CBD users (often)	15%	(14)	10%	(10)	75%	(72)	95
CBD users (often/sometimes)	6%	(19)	17%	(53)	77%	(241)	313
Gamblers (often)	12%	(9)	32%	(25)	56%	(44)	79
Gamblers (often/sometimes)	7%	(22)	21%	(73)	72%	(246)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS2_1: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?

Alcohol

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	15%	(300)	32%	(651)	18%	(367)	23%	(459)	12%	(242)	2018
Gender: Male	18%	(183)	34%	(344)	18%	(176)	21%	(210)	9%	(86)	999
Gender: Female	11%	(117)	30%	(307)	19%	(191)	24%	(248)	15%	(156)	1020
Age: 18-34	22%	(104)	35%	(163)	18%	(85)	14%	(66)	12%	(55)	474
Age: 35-44	22%	(77)	34%	(123)	18%	(66)	16%	(56)	10%	(36)	358
Age: 45-64	13%	(94)	32%	(240)	18%	(133)	24%	(183)	13%	(101)	751
Age: 65+	6%	(24)	29%	(125)	19%	(84)	35%	(153)	11%	(50)	436
GenZers: 1997-2012	18%	(16)	32%	(29)	12%	(11)	21%	(19)	17%	(16)	91
Millennials: 1981-1996	23%	(128)	34%	(191)	19%	(106)	12%	(69)	11%	(59)	553
GenXers: 1965-1980	16%	(96)	35%	(205)	18%	(107)	18%	(106)	12%	(73)	586
Baby Boomers: 1946-1964	8%	(54)	30%	(213)	17%	(121)	33%	(235)	12%	(81)	705
PID: Dem (no lean)	14%	(96)	35%	(239)	19%	(129)	21%	(144)	11%	(77)	684
PID: Ind (no lean)	16%	(103)	31%	(202)	18%	(121)	22%	(143)	13%	(86)	656
PID: Rep (no lean)	15%	(101)	31%	(210)	17%	(117)	25%	(172)	12%	(78)	679
PID/Gender: Dem Men	17%	(53)	37%	(116)	16%	(49)	20%	(64)	10%	(31)	312
PID/Gender: Dem Women	11%	(42)	33%	(123)	21%	(80)	22%	(80)	12%	(46)	372
PID/Gender: Ind Men	19%	(62)	34%	(111)	19%	(61)	20%	(65)	9%	(28)	326
PID/Gender: Ind Women	12%	(41)	28%	(92)	18%	(61)	24%	(78)	18%	(59)	330
PID/Gender: Rep Men	19%	(68)	33%	(117)	18%	(66)	23%	(82)	8%	(27)	360
PID/Gender: Rep Women	10%	(33)	29%	(93)	16%	(51)	28%	(90)	16%	(51)	318
Ideo: Liberal (1-3)	17%	(89)	37%	(201)	19%	(103)	17%	(93)	9%	(51)	537
Ideo: Moderate (4)	14%	(79)	34%	(194)	20%	(114)	23%	(132)	10%	(58)	578
Ideo: Conservative (5-7)	15%	(102)	30%	(203)	17%	(116)	27%	(183)	11%	(77)	681
Educ: < College	14%	(192)	29%	(391)	18%	(243)	25%	(329)	13%	(178)	1333
Educ: Bachelors degree	15%	(66)	39%	(173)	17%	(75)	19%	(86)	9%	(41)	441
Educ: Post-grad	17%	(42)	36%	(87)	20%	(49)	18%	(44)	9%	(23)	244
Income: Under 50k	13%	(141)	29%	(306)	17%	(175)	25%	(266)	15%	(161)	1050
Income: 50k-100k	15%	(96)	34%	(212)	21%	(133)	21%	(131)	9%	(58)	631
Income: 100k+	19%	(63)	39%	(133)	17%	(59)	18%	(61)	7%	(22)	338
Ethnicity: White	14%	(234)	33%	(537)	18%	(287)	23%	(374)	12%	(199)	1631

Continued on next page

Table SVS2_1: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?*Alcohol*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	15%	(300)	32%	(651)	18%	(367)	23%	(459)	12%	(242)	2018
Ethnicity: Hispanic	16%	(46)	34%	(98)	22%	(63)	15%	(43)	13%	(39)	289
Ethnicity: Black	21%	(49)	29%	(70)	17%	(41)	22%	(53)	10%	(25)	238
Ethnicity: Other	11%	(17)	30%	(45)	26%	(39)	21%	(31)	12%	(17)	149
All Christian	12%	(117)	32%	(310)	19%	(185)	27%	(259)	9%	(88)	959
All Non-Christian	17%	(17)	34%	(34)	20%	(20)	22%	(22)	8%	(8)	102
Atheist	13%	(11)	39%	(32)	15%	(12)	17%	(14)	16%	(13)	82
Agnostic/Nothing in particular	18%	(90)	34%	(171)	17%	(87)	16%	(83)	15%	(78)	508
Something Else	18%	(65)	28%	(104)	17%	(63)	22%	(81)	15%	(55)	368
Religious Non-Protestant/Catholic	18%	(22)	33%	(39)	20%	(24)	22%	(27)	7%	(8)	120
Evangelical	13%	(70)	26%	(142)	18%	(100)	29%	(160)	13%	(71)	543
Non-Evangelical	14%	(105)	35%	(264)	19%	(144)	22%	(168)	9%	(70)	751
Community: Urban	17%	(89)	32%	(163)	16%	(80)	21%	(107)	14%	(70)	509
Community: Suburban	13%	(123)	35%	(328)	20%	(189)	21%	(199)	11%	(99)	937
Community: Rural	15%	(88)	28%	(160)	17%	(98)	27%	(153)	13%	(73)	572
Employ: Private Sector	19%	(122)	36%	(230)	18%	(118)	18%	(117)	9%	(57)	645
Employ: Government	17%	(21)	40%	(50)	14%	(17)	16%	(20)	13%	(16)	123
Employ: Self-Employed	12%	(23)	29%	(56)	25%	(48)	21%	(39)	13%	(24)	190
Employ: Homemaker	8%	(12)	34%	(50)	19%	(28)	21%	(31)	18%	(26)	147
Employ: Retired	9%	(43)	27%	(128)	17%	(83)	35%	(165)	12%	(58)	478
Employ: Unemployed	14%	(34)	37%	(92)	18%	(44)	15%	(37)	15%	(38)	245
Employ: Other	22%	(32)	25%	(36)	15%	(21)	25%	(36)	13%	(19)	144
Military HH: Yes	13%	(44)	33%	(112)	19%	(65)	25%	(87)	11%	(36)	344
Military HH: No	15%	(256)	32%	(539)	18%	(302)	22%	(372)	12%	(205)	1675
RD/WT: Right Direction	17%	(99)	30%	(178)	17%	(99)	23%	(136)	13%	(78)	591
RD/WT: Wrong Track	14%	(200)	33%	(473)	19%	(268)	23%	(323)	11%	(163)	1427
Trump Job Approve	15%	(135)	32%	(276)	18%	(154)	24%	(211)	11%	(100)	875
Trump Job Disapprove	15%	(159)	34%	(355)	19%	(204)	22%	(227)	11%	(111)	1056

Continued on next page

Table SVS2_1: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?

Alcohol

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	15%	(300)	32%	(651)	18%	(367)	23%	(459)	12%	(242)	2018
Trump Job Strongly Approve	18%	(91)	25%	(127)	14%	(74)	30%	(155)	13%	(64)	511
Trump Job Somewhat Approve	12%	(44)	41%	(149)	22%	(80)	15%	(56)	10%	(36)	364
Trump Job Somewhat Disapprove	21%	(47)	30%	(68)	19%	(44)	20%	(46)	11%	(24)	229
Trump Job Strongly Disapprove	14%	(112)	35%	(287)	19%	(160)	22%	(181)	11%	(87)	828
Favorable of Trump	15%	(129)	33%	(281)	16%	(139)	24%	(209)	12%	(102)	860
Unfavorable of Trump	15%	(164)	34%	(360)	20%	(213)	22%	(231)	9%	(99)	1066
Very Favorable of Trump	18%	(94)	26%	(135)	15%	(79)	29%	(155)	12%	(65)	528
Somewhat Favorable of Trump	10%	(35)	44%	(146)	18%	(60)	16%	(54)	11%	(37)	332
Somewhat Unfavorable of Trump	17%	(32)	31%	(60)	23%	(44)	21%	(39)	8%	(16)	192
Very Unfavorable of Trump	15%	(132)	34%	(300)	19%	(169)	22%	(191)	10%	(83)	875
#1 Issue: Economy	16%	(114)	38%	(263)	18%	(126)	17%	(119)	10%	(72)	694
#1 Issue: Security	12%	(30)	24%	(60)	17%	(43)	33%	(82)	13%	(33)	248
#1 Issue: Health Care	16%	(60)	32%	(122)	18%	(69)	23%	(86)	12%	(45)	382
#1 Issue: Medicare / Social Security	9%	(27)	30%	(86)	19%	(56)	30%	(87)	11%	(32)	287
#1 Issue: Women's Issues	22%	(15)	33%	(22)	18%	(11)	16%	(10)	12%	(8)	66
#1 Issue: Education	14%	(16)	29%	(32)	22%	(24)	22%	(25)	13%	(14)	110
#1 Issue: Energy	18%	(13)	33%	(24)	22%	(16)	13%	(10)	14%	(10)	73
#1 Issue: Other	16%	(26)	27%	(43)	14%	(23)	25%	(40)	17%	(28)	159
2018 House Vote: Democrat	14%	(98)	36%	(252)	19%	(136)	21%	(149)	9%	(65)	700
2018 House Vote: Republican	15%	(94)	31%	(190)	17%	(103)	26%	(157)	11%	(68)	612
2018 House Vote: Someone else	18%	(14)	27%	(20)	21%	(16)	17%	(13)	16%	(12)	74
2016 Vote: Hillary Clinton	15%	(94)	34%	(217)	18%	(116)	22%	(139)	11%	(72)	639
2016 Vote: Donald Trump	14%	(98)	33%	(224)	16%	(109)	26%	(178)	10%	(67)	675
2016 Vote: Other	20%	(29)	28%	(41)	21%	(32)	16%	(24)	15%	(22)	148
2016 Vote: Didn't Vote	14%	(78)	31%	(169)	20%	(109)	21%	(116)	15%	(81)	553
Voted in 2014: Yes	15%	(186)	32%	(395)	19%	(233)	24%	(293)	11%	(133)	1240
Voted in 2014: No	15%	(114)	33%	(256)	17%	(134)	21%	(165)	14%	(109)	778

Continued on next page

Table SVS2_1: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?*Alcohol*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	15%	(300)	32%	(651)	18%	(367)	23%	(459)	12%	(242)	2018
2012 Vote: Barack Obama	15%	(120)	34%	(260)	19%	(146)	22%	(168)	10%	(80)	774
2012 Vote: Mitt Romney	14%	(71)	31%	(152)	17%	(86)	28%	(139)	10%	(48)	496
2012 Vote: Other	19%	(16)	27%	(23)	25%	(21)	13%	(11)	16%	(14)	86
2012 Vote: Didn't Vote	14%	(91)	33%	(214)	17%	(114)	21%	(138)	15%	(99)	656
4-Region: Northeast	11%	(40)	36%	(133)	19%	(69)	27%	(99)	7%	(25)	366
4-Region: Midwest	13%	(58)	32%	(138)	20%	(85)	22%	(94)	13%	(58)	433
4-Region: South	15%	(115)	30%	(225)	18%	(138)	23%	(177)	13%	(102)	756
4-Region: West	19%	(87)	34%	(156)	16%	(75)	19%	(89)	12%	(57)	464
Sports fans	17%	(234)	37%	(508)	19%	(260)	19%	(268)	9%	(118)	1388
Avid sports fans	22%	(105)	40%	(190)	15%	(72)	18%	(84)	6%	(28)	479
Esports fans	25%	(104)	36%	(152)	18%	(76)	14%	(58)	7%	(29)	418
F1 fans	22%	(72)	39%	(129)	22%	(73)	14%	(47)	4%	(13)	334
IndyCar fans	18%	(84)	35%	(164)	21%	(97)	19%	(88)	8%	(35)	468
MLB fans	18%	(184)	38%	(390)	19%	(198)	18%	(188)	8%	(78)	1039
MLS fans	21%	(95)	38%	(177)	17%	(78)	18%	(81)	6%	(30)	461
MotoGP fans	26%	(65)	35%	(87)	23%	(58)	12%	(31)	4%	(11)	252
NASCAR fans	18%	(124)	35%	(240)	20%	(138)	20%	(137)	7%	(52)	690
NBA fans	18%	(166)	37%	(344)	20%	(190)	18%	(170)	7%	(68)	938
NFL fans	17%	(217)	37%	(472)	20%	(248)	18%	(230)	8%	(101)	1269
NHL fans	20%	(155)	38%	(296)	18%	(140)	16%	(126)	7%	(53)	770
UFC fans	24%	(145)	40%	(244)	17%	(103)	14%	(85)	6%	(39)	615
WNBA fans	19%	(86)	41%	(181)	20%	(88)	15%	(66)	6%	(26)	448
Golf fans	17%	(108)	37%	(235)	20%	(124)	18%	(111)	8%	(48)	626
Tennis fans	19%	(61)	39%	(123)	20%	(62)	16%	(49)	6%	(19)	315
Drinks often	37%	(123)	40%	(135)	10%	(32)	8%	(26)	5%	(17)	333
Drinks often/sometimes	24%	(231)	42%	(402)	16%	(151)	10%	(97)	7%	(70)	950
Cigarette smokers (often)	25%	(93)	30%	(113)	16%	(60)	16%	(61)	13%	(50)	377
Cigarette smokers (often/sometimes)	24%	(117)	30%	(147)	17%	(81)	16%	(77)	13%	(64)	486
Vapers (often)	34%	(31)	37%	(34)	14%	(13)	8%	(8)	7%	(7)	92

Continued on next page

Table SVS2_1: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?
Alcohol

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	15%	(300)	32%	(651)	18%	(367)	23%	(459)	12%	(242)	2018
Vapers (often/sometimes)	32%	(71)	33%	(74)	17%	(37)	10%	(21)	8%	(18)	222
Dippers (often)	36%	(19)	33%	(17)	6%	(3)	19%	(10)	6%	(3)	52
Dippers (often/sometimes)	35%	(36)	37%	(38)	7%	(7)	18%	(18)	4%	(4)	103
Marijuana users (often)	37%	(77)	35%	(72)	12%	(25)	7%	(15)	9%	(19)	208
Marijuana users (often/sometimes)	28%	(107)	40%	(152)	14%	(54)	8%	(30)	11%	(41)	384
CBD users (often)	37%	(35)	42%	(40)	5%	(5)	12%	(12)	4%	(4)	95
CBD users (often/sometimes)	25%	(77)	44%	(138)	14%	(44)	11%	(33)	6%	(20)	313
Gamblers (often)	38%	(30)	29%	(23)	13%	(10)	8%	(6)	12%	(9)	79
Gamblers (often/sometimes)	26%	(88)	43%	(148)	12%	(41)	13%	(43)	6%	(21)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS2_2: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?

Cigarettes

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	7%	(149)	11%	(228)	18%	(366)	51%	(1031)	12%	(245)	2018
Gender: Male	10%	(95)	14%	(140)	18%	(178)	50%	(495)	9%	(91)	999
Gender: Female	5%	(54)	9%	(88)	18%	(188)	53%	(536)	15%	(153)	1020
Age: 18-34	10%	(48)	15%	(69)	20%	(94)	43%	(202)	13%	(61)	474
Age: 35-44	13%	(48)	18%	(63)	21%	(76)	37%	(132)	11%	(38)	358
Age: 45-64	6%	(42)	9%	(71)	18%	(134)	54%	(407)	13%	(96)	751
Age: 65+	3%	(11)	6%	(25)	14%	(62)	66%	(289)	11%	(49)	436
GenZers: 1997-2012	9%	(8)	8%	(8)	13%	(11)	53%	(48)	18%	(16)	91
Millennials: 1981-1996	12%	(64)	15%	(82)	23%	(126)	39%	(217)	12%	(64)	553
GenXers: 1965-1980	8%	(49)	15%	(90)	19%	(111)	45%	(263)	13%	(74)	586
Baby Boomers: 1946-1964	4%	(25)	6%	(45)	14%	(101)	65%	(455)	11%	(77)	705
PID: Dem (no lean)	5%	(35)	10%	(65)	18%	(122)	56%	(385)	11%	(77)	684
PID: Ind (no lean)	8%	(55)	10%	(67)	21%	(137)	48%	(312)	13%	(84)	656
PID: Rep (no lean)	9%	(60)	14%	(95)	16%	(107)	49%	(334)	12%	(83)	679
PID/Gender: Dem Men	5%	(17)	13%	(40)	17%	(53)	56%	(175)	9%	(28)	312
PID/Gender: Dem Women	5%	(18)	7%	(25)	19%	(69)	57%	(210)	13%	(49)	372
PID/Gender: Ind Men	10%	(32)	11%	(36)	24%	(77)	46%	(150)	9%	(31)	326
PID/Gender: Ind Women	7%	(22)	10%	(32)	18%	(60)	49%	(162)	16%	(54)	330
PID/Gender: Rep Men	13%	(45)	18%	(64)	13%	(48)	47%	(170)	9%	(32)	360
PID/Gender: Rep Women	5%	(14)	10%	(31)	19%	(59)	51%	(163)	16%	(50)	318
Ideo: Liberal (1-3)	8%	(41)	11%	(61)	17%	(91)	54%	(292)	10%	(53)	537
Ideo: Moderate (4)	7%	(42)	11%	(62)	24%	(139)	49%	(282)	9%	(53)	578
Ideo: Conservative (5-7)	8%	(52)	12%	(82)	14%	(98)	55%	(374)	11%	(75)	681
Educ: < College	7%	(92)	11%	(151)	20%	(261)	48%	(644)	14%	(185)	1333
Educ: Bachelors degree	7%	(31)	11%	(47)	16%	(70)	59%	(259)	8%	(35)	441
Educ: Post-grad	11%	(26)	12%	(30)	14%	(35)	52%	(128)	10%	(24)	244
Income: Under 50k	7%	(78)	12%	(128)	19%	(204)	45%	(476)	16%	(164)	1050
Income: 50k-100k	6%	(36)	11%	(67)	18%	(113)	57%	(359)	9%	(56)	631
Income: 100k+	10%	(35)	10%	(33)	15%	(50)	58%	(195)	7%	(25)	338
Ethnicity: White	7%	(116)	11%	(176)	18%	(298)	52%	(843)	12%	(198)	1631

Continued on next page

Table SVS2_2: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?
Cigarettes

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	7%	(149)	11%	(228)	18%	(366)	51%	(1031)	12%	(245)	2018
Ethnicity: Hispanic	7%	(21)	12%	(35)	15%	(44)	50%	(145)	15%	(43)	289
Ethnicity: Black	9%	(22)	16%	(39)	20%	(47)	42%	(101)	12%	(29)	238
Ethnicity: Other	7%	(11)	9%	(13)	14%	(21)	58%	(87)	12%	(17)	149
All Christian	6%	(58)	10%	(99)	17%	(164)	58%	(553)	9%	(84)	959
All Non-Christian	12%	(13)	18%	(18)	17%	(17)	47%	(48)	6%	(6)	102
Atheist	7%	(6)	14%	(12)	15%	(12)	51%	(42)	13%	(11)	82
Agnostic/Nothing in particular	8%	(38)	10%	(51)	20%	(101)	46%	(231)	17%	(86)	508
Something Else	9%	(35)	13%	(49)	19%	(71)	42%	(156)	16%	(57)	368
Religious Non-Protestant/Catholic	12%	(15)	17%	(21)	16%	(19)	49%	(59)	5%	(6)	120
Evangelical	7%	(40)	13%	(70)	16%	(89)	51%	(278)	12%	(66)	543
Non-Evangelical	7%	(50)	10%	(73)	19%	(140)	55%	(414)	10%	(73)	751
Community: Urban	9%	(45)	15%	(78)	18%	(92)	44%	(224)	13%	(69)	509
Community: Suburban	6%	(60)	9%	(80)	18%	(164)	57%	(537)	10%	(95)	937
Community: Rural	8%	(44)	12%	(70)	19%	(109)	47%	(269)	14%	(80)	572
Employ: Private Sector	8%	(50)	14%	(93)	19%	(123)	49%	(317)	10%	(61)	645
Employ: Government	5%	(7)	11%	(13)	20%	(24)	53%	(65)	12%	(14)	123
Employ: Self-Employed	11%	(21)	15%	(29)	16%	(31)	44%	(83)	13%	(26)	190
Employ: Homemaker	6%	(9)	11%	(17)	19%	(27)	47%	(69)	17%	(25)	147
Employ: Retired	5%	(24)	6%	(27)	12%	(58)	65%	(312)	12%	(56)	478
Employ: Unemployed	9%	(23)	12%	(29)	24%	(58)	40%	(98)	15%	(37)	245
Employ: Other	8%	(12)	8%	(12)	25%	(36)	43%	(62)	15%	(22)	144
Military HH: Yes	6%	(21)	10%	(35)	17%	(59)	53%	(183)	13%	(46)	344
Military HH: No	8%	(128)	12%	(193)	18%	(307)	51%	(847)	12%	(199)	1675
RD/WT: Right Direction	13%	(74)	14%	(80)	17%	(98)	43%	(255)	14%	(84)	591
RD/WT: Wrong Track	5%	(75)	10%	(148)	19%	(268)	54%	(776)	11%	(160)	1427
Trump Job Approve	9%	(81)	14%	(120)	18%	(162)	48%	(416)	11%	(97)	875
Trump Job Disapprove	6%	(61)	10%	(102)	18%	(193)	55%	(582)	11%	(118)	1056

Continued on next page

Table SVS2_2: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?
Cigarettes

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	7%	(149)	11%	(228)	18%	(366)	51%	(1031)	12%	(245)	2018
Trump Job Strongly Approve	12%	(62)	12%	(60)	15%	(79)	48%	(244)	13%	(66)	511
Trump Job Somewhat Approve	5%	(19)	17%	(60)	23%	(83)	47%	(172)	8%	(31)	364
Trump Job Somewhat Disapprove	10%	(24)	16%	(36)	21%	(49)	43%	(97)	10%	(23)	229
Trump Job Strongly Disapprove	5%	(37)	8%	(66)	17%	(144)	59%	(485)	12%	(95)	828
Favorable of Trump	9%	(80)	13%	(115)	18%	(152)	48%	(410)	12%	(102)	860
Unfavorable of Trump	5%	(56)	10%	(106)	19%	(202)	56%	(596)	10%	(106)	1066
Very Favorable of Trump	12%	(64)	11%	(58)	15%	(81)	49%	(257)	13%	(67)	528
Somewhat Favorable of Trump	5%	(16)	17%	(57)	21%	(71)	46%	(153)	11%	(35)	332
Somewhat Unfavorable of Trump	8%	(15)	15%	(29)	23%	(44)	47%	(90)	7%	(14)	192
Very Unfavorable of Trump	5%	(41)	9%	(77)	18%	(158)	58%	(506)	11%	(93)	875
#1 Issue: Economy	9%	(60)	13%	(89)	19%	(130)	50%	(345)	10%	(71)	694
#1 Issue: Security	9%	(23)	13%	(31)	14%	(34)	53%	(131)	12%	(29)	248
#1 Issue: Health Care	8%	(29)	11%	(43)	22%	(83)	49%	(187)	11%	(40)	382
#1 Issue: Medicare / Social Security	2%	(5)	7%	(19)	19%	(55)	60%	(173)	12%	(35)	287
#1 Issue: Women's Issues	10%	(7)	14%	(9)	17%	(11)	49%	(32)	9%	(6)	66
#1 Issue: Education	12%	(13)	14%	(15)	12%	(14)	51%	(56)	11%	(12)	110
#1 Issue: Energy	3%	(2)	17%	(12)	23%	(17)	41%	(30)	17%	(12)	73
#1 Issue: Other	7%	(10)	6%	(10)	15%	(24)	49%	(77)	24%	(38)	159
2018 House Vote: Democrat	4%	(30)	9%	(62)	19%	(132)	58%	(405)	10%	(72)	700
2018 House Vote: Republican	9%	(56)	13%	(79)	15%	(93)	52%	(316)	11%	(69)	612
2018 House Vote: Someone else	5%	(4)	6%	(4)	18%	(13)	53%	(39)	19%	(14)	74
2016 Vote: Hillary Clinton	5%	(32)	10%	(65)	18%	(115)	56%	(357)	11%	(69)	639
2016 Vote: Donald Trump	10%	(64)	14%	(92)	15%	(105)	51%	(342)	11%	(72)	675
2016 Vote: Other	4%	(6)	6%	(10)	17%	(25)	54%	(80)	19%	(28)	148
2016 Vote: Didn't Vote	8%	(47)	11%	(60)	22%	(121)	45%	(249)	14%	(76)	553
Voted in 2014: Yes	6%	(80)	11%	(136)	17%	(214)	54%	(670)	11%	(140)	1240
Voted in 2014: No	9%	(69)	12%	(92)	20%	(152)	46%	(360)	13%	(104)	778

Continued on next page

Table SVS2_2: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?
Cigarettes

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	7%	(149)	11%	(228)	18%	(366)	51%	(1031)	12%	(245)	2018
2012 Vote: Barack Obama	6%	(46)	11%	(84)	19%	(151)	53%	(411)	11%	(83)	774
2012 Vote: Mitt Romney	8%	(41)	10%	(48)	15%	(76)	56%	(278)	11%	(53)	496
2012 Vote: Other	7%	(6)	18%	(15)	15%	(13)	43%	(37)	17%	(15)	86
2012 Vote: Didn't Vote	8%	(56)	12%	(81)	19%	(126)	46%	(302)	14%	(92)	656
4-Region: Northeast	3%	(11)	12%	(45)	16%	(58)	61%	(222)	8%	(31)	366
4-Region: Midwest	6%	(28)	11%	(47)	20%	(88)	51%	(218)	12%	(51)	433
4-Region: South	9%	(69)	11%	(80)	20%	(150)	47%	(355)	14%	(103)	756
4-Region: West	9%	(42)	12%	(56)	15%	(70)	51%	(236)	13%	(60)	464
Sports fans	8%	(113)	13%	(180)	19%	(264)	51%	(705)	9%	(126)	1388
Avid sports fans	10%	(50)	13%	(61)	20%	(95)	51%	(244)	6%	(29)	479
Esports fans	14%	(59)	18%	(75)	19%	(80)	40%	(167)	9%	(36)	418
F1 fans	11%	(37)	19%	(65)	21%	(70)	39%	(131)	9%	(31)	334
IndyCar fans	9%	(41)	16%	(76)	19%	(89)	46%	(214)	10%	(47)	468
MLB fans	8%	(86)	13%	(136)	19%	(197)	52%	(543)	7%	(77)	1039
MLS fans	10%	(47)	15%	(71)	19%	(87)	46%	(210)	10%	(46)	461
MotoGP fans	15%	(37)	24%	(61)	15%	(38)	34%	(86)	12%	(30)	252
NASCAR fans	9%	(63)	15%	(106)	23%	(156)	44%	(304)	9%	(61)	690
NBA fans	9%	(88)	14%	(134)	19%	(179)	49%	(464)	8%	(74)	938
NFL fans	8%	(106)	14%	(176)	19%	(237)	50%	(640)	9%	(109)	1269
NHL fans	7%	(57)	14%	(110)	19%	(148)	50%	(382)	9%	(73)	770
UFC fans	11%	(69)	19%	(114)	21%	(129)	41%	(251)	8%	(52)	615
WNBA fans	10%	(45)	17%	(76)	22%	(100)	43%	(194)	7%	(33)	448
Golf fans	8%	(51)	15%	(94)	19%	(118)	49%	(309)	9%	(54)	626
Tennis fans	11%	(34)	19%	(61)	19%	(58)	42%	(132)	9%	(30)	315
Drinks often	16%	(55)	16%	(53)	18%	(61)	41%	(136)	9%	(28)	333
Drinks often/sometimes	10%	(96)	13%	(127)	20%	(189)	48%	(455)	9%	(82)	950
Cigarette smokers (often)	21%	(81)	21%	(80)	25%	(92)	22%	(82)	11%	(42)	377
Cigarette smokers (often/sometimes)	20%	(95)	21%	(101)	24%	(119)	22%	(109)	13%	(62)	486
Vapers (often)	19%	(17)	20%	(19)	19%	(18)	31%	(29)	10%	(9)	92

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Table SVS2_2: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?

Cigarettes

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	7%	(149)	11%	(228)	18%	(366)	51%	(1031)	12%	(245)	2018
Vapers (often/sometimes)	21%	(46)	22%	(49)	18%	(39)	29%	(63)	11%	(24)	222
Dippers (often)	26%	(14)	22%	(12)	24%	(12)	24%	(12)	3%	(2)	52
Dippers (often/sometimes)	27%	(28)	32%	(33)	17%	(17)	21%	(21)	3%	(3)	103
Marijuana users (often)	16%	(33)	16%	(33)	18%	(37)	37%	(78)	13%	(26)	208
Marijuana users (often/sometimes)	16%	(60)	16%	(63)	21%	(80)	35%	(135)	12%	(46)	384
CBD users (often)	20%	(19)	17%	(16)	9%	(9)	37%	(35)	16%	(16)	95
CBD users (often/sometimes)	14%	(45)	17%	(52)	18%	(57)	38%	(120)	12%	(39)	313
Gamblers (often)	20%	(16)	17%	(13)	17%	(14)	29%	(23)	17%	(14)	79
Gamblers (often/sometimes)	13%	(43)	22%	(74)	23%	(79)	35%	(119)	7%	(25)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS2_3: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?

Electronic cigarettes and vaping tobacco

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	7%	(139)	12%	(237)	19%	(379)	48%	(971)	14%	(293)	2018
Gender: Male	10%	(99)	14%	(143)	19%	(186)	45%	(448)	12%	(123)	999
Gender: Female	4%	(40)	9%	(94)	19%	(192)	51%	(523)	17%	(170)	1020
Age: 18-34	10%	(50)	16%	(77)	23%	(107)	33%	(158)	17%	(82)	474
Age: 35-44	15%	(54)	14%	(50)	22%	(79)	36%	(128)	13%	(47)	358
Age: 45-64	4%	(31)	12%	(89)	17%	(130)	52%	(392)	14%	(108)	751
Age: 65+	1%	(4)	5%	(22)	14%	(63)	67%	(293)	13%	(55)	436
GenZers: 1997-2012	9%	(8)	9%	(8)	22%	(20)	45%	(41)	15%	(14)	91
Millennials: 1981-1996	12%	(66)	16%	(87)	25%	(137)	32%	(179)	15%	(85)	553
GenXers: 1965-1980	8%	(48)	15%	(87)	18%	(106)	43%	(253)	16%	(93)	586
Baby Boomers: 1946-1964	2%	(16)	7%	(51)	14%	(102)	64%	(448)	12%	(88)	705
PID: Dem (no lean)	6%	(42)	6%	(43)	22%	(153)	52%	(354)	13%	(92)	684
PID: Ind (no lean)	8%	(51)	14%	(94)	17%	(115)	44%	(289)	16%	(107)	656
PID: Rep (no lean)	7%	(46)	15%	(100)	16%	(111)	48%	(328)	14%	(93)	679
PID/Gender: Dem Men	9%	(29)	7%	(22)	23%	(73)	50%	(155)	11%	(34)	312
PID/Gender: Dem Women	4%	(14)	6%	(22)	21%	(80)	53%	(199)	16%	(58)	372
PID/Gender: Ind Men	10%	(31)	17%	(55)	19%	(62)	41%	(132)	14%	(45)	326
PID/Gender: Ind Women	6%	(19)	12%	(39)	16%	(53)	48%	(157)	19%	(62)	330
PID/Gender: Rep Men	11%	(39)	18%	(66)	14%	(51)	45%	(160)	12%	(44)	360
PID/Gender: Rep Women	2%	(7)	11%	(34)	19%	(60)	53%	(167)	16%	(50)	318
Ideo: Liberal (1-3)	9%	(47)	11%	(60)	22%	(119)	47%	(251)	11%	(60)	537
Ideo: Moderate (4)	6%	(36)	11%	(62)	23%	(133)	51%	(295)	9%	(52)	578
Ideo: Conservative (5-7)	6%	(41)	13%	(85)	15%	(103)	52%	(352)	15%	(99)	681
Educ: < College	7%	(89)	12%	(162)	19%	(250)	46%	(607)	17%	(225)	1333
Educ: Bachelors degree	6%	(27)	11%	(47)	20%	(90)	54%	(237)	9%	(41)	441
Educ: Post-grad	10%	(23)	12%	(28)	16%	(40)	52%	(126)	11%	(26)	244
Income: Under 50k	7%	(77)	12%	(121)	19%	(201)	44%	(461)	18%	(189)	1050
Income: 50k-100k	5%	(34)	13%	(80)	20%	(126)	51%	(320)	11%	(71)	631
Income: 100k+	8%	(28)	11%	(36)	15%	(52)	56%	(190)	9%	(32)	338
Ethnicity: White	6%	(98)	12%	(197)	19%	(312)	49%	(793)	14%	(230)	1631

Continued on next page

Table SVS2_3: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?*Electronic cigarettes and vaping tobacco*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	7%	(139)	12%	(237)	19%	(379)	48%	(971)	14%	(293)	2018
Ethnicity: Hispanic	8%	(22)	13%	(38)	18%	(53)	44%	(128)	17%	(48)	289
Ethnicity: Black	11%	(26)	12%	(29)	18%	(43)	42%	(99)	17%	(40)	238
Ethnicity: Other	10%	(15)	7%	(11)	16%	(23)	52%	(78)	15%	(22)	149
All Christian	5%	(48)	11%	(105)	16%	(157)	57%	(549)	11%	(101)	959
All Non-Christian	8%	(8)	21%	(21)	17%	(17)	44%	(45)	11%	(11)	102
Atheist	8%	(6)	16%	(13)	27%	(22)	34%	(28)	15%	(13)	82
Agnostic/Nothing in particular	10%	(50)	10%	(50)	21%	(108)	40%	(202)	19%	(98)	508
Something Else	8%	(28)	13%	(48)	20%	(75)	40%	(147)	19%	(70)	368
Religious Non-Protestant/Catholic	6%	(8)	20%	(24)	14%	(17)	48%	(58)	11%	(13)	120
Evangelical	6%	(33)	13%	(70)	17%	(92)	49%	(266)	15%	(82)	543
Non-Evangelical	6%	(41)	10%	(75)	19%	(139)	54%	(408)	12%	(87)	751
Community: Urban	8%	(42)	15%	(76)	17%	(88)	43%	(217)	17%	(85)	509
Community: Suburban	6%	(54)	9%	(87)	21%	(197)	52%	(488)	12%	(111)	937
Community: Rural	7%	(43)	13%	(74)	16%	(93)	46%	(265)	17%	(97)	572
Employ: Private Sector	9%	(59)	15%	(95)	21%	(135)	45%	(289)	10%	(68)	645
Employ: Government	5%	(6)	8%	(10)	23%	(29)	48%	(59)	15%	(19)	123
Employ: Self-Employed	7%	(13)	14%	(27)	21%	(40)	41%	(78)	17%	(32)	190
Employ: Homemaker	4%	(5)	8%	(12)	22%	(32)	47%	(69)	19%	(29)	147
Employ: Retired	3%	(14)	6%	(27)	12%	(58)	65%	(309)	15%	(70)	478
Employ: Unemployed	11%	(26)	16%	(40)	19%	(48)	35%	(86)	18%	(45)	245
Employ: Other	8%	(12)	13%	(19)	17%	(25)	47%	(68)	14%	(20)	144
Military HH: Yes	5%	(16)	11%	(36)	17%	(58)	51%	(175)	17%	(58)	344
Military HH: No	7%	(123)	12%	(201)	19%	(321)	48%	(796)	14%	(234)	1675
RD/WT: Right Direction	9%	(51)	16%	(92)	16%	(94)	42%	(246)	18%	(108)	591
RD/WT: Wrong Track	6%	(88)	10%	(145)	20%	(285)	51%	(725)	13%	(185)	1427
Trump Job Approve	8%	(67)	15%	(131)	16%	(143)	46%	(406)	15%	(128)	875
Trump Job Disapprove	6%	(67)	9%	(92)	22%	(228)	51%	(535)	13%	(133)	1056

Continued on next page

Table SVS2_3: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?

Electronic cigarettes and vaping tobacco

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	7%	(139)	12%	(237)	19%	(379)	48%	(971)	14%	(293)	2018
Trump Job Strongly Approve	10%	(53)	13%	(68)	12%	(64)	47%	(240)	17%	(87)	511
Trump Job Somewhat Approve	4%	(15)	17%	(63)	22%	(79)	46%	(166)	11%	(41)	364
Trump Job Somewhat Disapprove	9%	(20)	12%	(27)	24%	(56)	39%	(90)	16%	(36)	229
Trump Job Strongly Disapprove	6%	(47)	8%	(65)	21%	(173)	54%	(446)	12%	(97)	828
Favorable of Trump	8%	(67)	15%	(127)	16%	(140)	46%	(393)	15%	(133)	860
Unfavorable of Trump	6%	(65)	9%	(95)	22%	(230)	52%	(553)	12%	(124)	1066
Very Favorable of Trump	10%	(55)	13%	(69)	14%	(72)	46%	(243)	17%	(90)	528
Somewhat Favorable of Trump	4%	(12)	18%	(58)	21%	(69)	45%	(150)	13%	(43)	332
Somewhat Unfavorable of Trump	6%	(11)	13%	(24)	28%	(53)	43%	(83)	11%	(21)	192
Very Unfavorable of Trump	6%	(54)	8%	(71)	20%	(177)	54%	(470)	12%	(103)	875
#1 Issue: Economy	9%	(59)	14%	(95)	20%	(141)	46%	(317)	12%	(82)	694
#1 Issue: Security	6%	(16)	15%	(36)	12%	(30)	51%	(126)	16%	(39)	248
#1 Issue: Health Care	9%	(34)	13%	(48)	19%	(74)	46%	(177)	13%	(49)	382
#1 Issue: Medicare / Social Security	2%	(7)	8%	(23)	18%	(53)	59%	(170)	12%	(35)	287
#1 Issue: Women's Issues	11%	(7)	12%	(8)	18%	(12)	43%	(28)	17%	(11)	66
#1 Issue: Education	6%	(7)	9%	(10)	19%	(21)	43%	(47)	22%	(24)	110
#1 Issue: Energy	4%	(3)	9%	(7)	25%	(18)	43%	(31)	19%	(14)	73
#1 Issue: Other	5%	(7)	6%	(9)	18%	(29)	47%	(74)	25%	(39)	159
2018 House Vote: Democrat	5%	(33)	8%	(54)	21%	(146)	56%	(389)	11%	(77)	700
2018 House Vote: Republican	8%	(47)	14%	(88)	14%	(85)	51%	(311)	13%	(81)	612
2018 House Vote: Someone else	6%	(4)	10%	(7)	17%	(12)	46%	(34)	22%	(16)	74
2016 Vote: Hillary Clinton	6%	(36)	8%	(49)	20%	(129)	54%	(346)	12%	(80)	639
2016 Vote: Donald Trump	8%	(53)	13%	(90)	15%	(104)	50%	(339)	13%	(90)	675
2016 Vote: Other	3%	(5)	14%	(21)	20%	(29)	43%	(64)	19%	(28)	148
2016 Vote: Didn't Vote	8%	(45)	14%	(77)	21%	(116)	40%	(220)	17%	(95)	553
Voted in 2014: Yes	6%	(75)	11%	(138)	17%	(210)	53%	(657)	13%	(161)	1240
Voted in 2014: No	8%	(64)	13%	(99)	22%	(169)	40%	(314)	17%	(132)	778

Continued on next page

Table SVS2_3: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?*Electronic cigarettes and vaping tobacco*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	7%	(139)	12%	(237)	19%	(379)	48%	(971)	14%	(293)	2018
2012 Vote: Barack Obama	6%	(48)	11%	(82)	20%	(152)	51%	(394)	13%	(99)	774
2012 Vote: Mitt Romney	7%	(35)	10%	(49)	15%	(76)	55%	(272)	13%	(64)	496
2012 Vote: Other	3%	(3)	18%	(16)	15%	(13)	44%	(37)	20%	(17)	86
2012 Vote: Didn't Vote	8%	(52)	14%	(89)	21%	(139)	40%	(264)	17%	(112)	656
4-Region: Northeast	5%	(18)	13%	(48)	21%	(76)	54%	(196)	8%	(28)	366
4-Region: Midwest	6%	(27)	9%	(38)	20%	(84)	50%	(218)	15%	(66)	433
4-Region: South	8%	(58)	12%	(92)	19%	(145)	44%	(331)	17%	(130)	756
4-Region: West	8%	(37)	13%	(59)	16%	(73)	49%	(226)	15%	(69)	464
Sports fans	8%	(114)	13%	(183)	19%	(268)	48%	(662)	12%	(160)	1388
Avid sports fans	11%	(53)	13%	(62)	18%	(86)	48%	(228)	11%	(50)	479
Esports fans	16%	(65)	20%	(85)	19%	(78)	34%	(142)	12%	(48)	418
F1 fans	14%	(46)	20%	(66)	20%	(67)	35%	(118)	11%	(37)	334
IndyCar fans	9%	(44)	18%	(84)	19%	(87)	42%	(195)	12%	(58)	468
MLB fans	8%	(85)	13%	(136)	19%	(198)	49%	(514)	10%	(106)	1039
MLS fans	10%	(47)	16%	(74)	21%	(96)	42%	(193)	11%	(51)	461
MotoGP fans	17%	(44)	22%	(56)	16%	(41)	30%	(77)	13%	(34)	252
NASCAR fans	9%	(65)	17%	(117)	20%	(140)	42%	(288)	12%	(80)	690
NBA fans	10%	(94)	15%	(138)	19%	(181)	46%	(428)	10%	(98)	938
NFL fans	8%	(106)	14%	(174)	19%	(247)	48%	(603)	11%	(138)	1269
NHL fans	9%	(67)	15%	(113)	20%	(152)	46%	(357)	11%	(82)	770
UFC fans	13%	(82)	19%	(116)	21%	(127)	35%	(213)	12%	(77)	615
WNBA fans	12%	(53)	15%	(68)	21%	(95)	42%	(189)	9%	(42)	448
Golf fans	8%	(52)	15%	(96)	18%	(114)	46%	(288)	12%	(76)	626
Tennis fans	12%	(38)	18%	(57)	18%	(57)	40%	(125)	13%	(39)	315
Drinks often	16%	(52)	18%	(60)	20%	(65)	39%	(129)	8%	(27)	333
Drinks often/sometimes	11%	(106)	15%	(146)	20%	(189)	44%	(415)	10%	(95)	950
Cigarette smokers (often)	16%	(61)	22%	(81)	23%	(87)	25%	(95)	14%	(52)	377
Cigarette smokers (often/sometimes)	16%	(75)	21%	(102)	22%	(108)	27%	(130)	15%	(71)	486
Vapers (often)	27%	(25)	25%	(23)	19%	(18)	14%	(13)	15%	(14)	92

Continued on next page

Table SVS2_3: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?

Electronic cigarettes and vaping tobacco

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	7%	(139)	12%	(237)	19%	(379)	48%	(971)	14%	(293)	2018
Vapers (often/sometimes)	25%	(56)	27%	(60)	21%	(45)	17%	(37)	11%	(24)	222
Dippers (often)	33%	(17)	22%	(11)	19%	(10)	25%	(13)	1%	(1)	52
Dippers (often/sometimes)	28%	(29)	31%	(32)	16%	(16)	22%	(22)	3%	(3)	103
Marijuana users (often)	21%	(43)	18%	(37)	20%	(41)	28%	(59)	13%	(27)	208
Marijuana users (often/sometimes)	16%	(62)	19%	(73)	22%	(83)	29%	(113)	14%	(54)	384
CBD users (often)	21%	(20)	20%	(19)	21%	(20)	26%	(25)	12%	(12)	95
CBD users (often/sometimes)	16%	(49)	19%	(61)	25%	(78)	28%	(88)	12%	(37)	313
Gamblers (often)	16%	(13)	13%	(11)	21%	(16)	29%	(23)	21%	(16)	79
Gamblers (often/sometimes)	11%	(39)	21%	(73)	22%	(74)	34%	(116)	11%	(39)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS2_4: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?*Legal marijuana*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	15%	(312)	17%	(345)	17%	(340)	36%	(720)	15%	(301)	2018
Gender: Male	19%	(192)	20%	(202)	15%	(148)	33%	(332)	13%	(125)	999
Gender: Female	12%	(120)	14%	(143)	19%	(193)	38%	(388)	17%	(176)	1020
Age: 18-34	30%	(141)	20%	(94)	19%	(89)	19%	(92)	12%	(59)	474
Age: 35-44	20%	(72)	23%	(83)	14%	(51)	27%	(98)	15%	(54)	358
Age: 45-64	11%	(81)	17%	(125)	16%	(123)	41%	(305)	16%	(117)	751
Age: 65+	4%	(18)	10%	(43)	18%	(77)	52%	(226)	16%	(71)	436
GenZers: 1997-2012	29%	(26)	18%	(16)	18%	(16)	22%	(20)	13%	(12)	91
Millennials: 1981-1996	27%	(150)	22%	(119)	17%	(95)	21%	(116)	13%	(73)	553
GenXers: 1965-1980	15%	(88)	19%	(113)	17%	(100)	32%	(186)	17%	(100)	586
Baby Boomers: 1946-1964	6%	(46)	13%	(92)	15%	(109)	51%	(357)	14%	(101)	705
PID: Dem (no lean)	15%	(100)	19%	(128)	19%	(127)	33%	(226)	15%	(103)	684
PID: Ind (no lean)	20%	(134)	17%	(114)	18%	(117)	28%	(184)	16%	(107)	656
PID: Rep (no lean)	12%	(78)	15%	(103)	14%	(96)	46%	(310)	13%	(91)	679
PID/Gender: Dem Men	17%	(55)	23%	(72)	14%	(43)	31%	(96)	15%	(47)	312
PID/Gender: Dem Women	12%	(45)	15%	(56)	23%	(84)	35%	(130)	15%	(56)	372
PID/Gender: Ind Men	26%	(86)	18%	(58)	17%	(56)	25%	(82)	14%	(44)	326
PID/Gender: Ind Women	14%	(47)	17%	(57)	18%	(61)	31%	(102)	19%	(63)	330
PID/Gender: Rep Men	14%	(51)	20%	(72)	13%	(48)	43%	(155)	9%	(34)	360
PID/Gender: Rep Women	8%	(27)	10%	(31)	15%	(48)	49%	(155)	18%	(57)	318
Ideo: Liberal (1-3)	19%	(105)	24%	(126)	18%	(96)	26%	(141)	13%	(69)	537
Ideo: Moderate (4)	16%	(94)	15%	(86)	21%	(121)	35%	(201)	13%	(74)	578
Ideo: Conservative (5-7)	10%	(66)	14%	(98)	14%	(95)	48%	(327)	14%	(96)	681
Educ: < College	18%	(237)	16%	(209)	16%	(210)	35%	(462)	16%	(215)	1333
Educ: Bachelors degree	12%	(51)	20%	(90)	20%	(88)	36%	(161)	12%	(52)	441
Educ: Post-grad	10%	(24)	19%	(46)	17%	(42)	40%	(97)	14%	(34)	244
Income: Under 50k	18%	(184)	16%	(167)	16%	(168)	32%	(341)	18%	(190)	1050
Income: 50k-100k	14%	(86)	20%	(124)	17%	(106)	38%	(239)	12%	(77)	631
Income: 100k+	12%	(41)	16%	(55)	20%	(66)	42%	(141)	10%	(35)	338
Ethnicity: White	14%	(228)	17%	(281)	17%	(272)	37%	(607)	15%	(244)	1631

Continued on next page

**Table SVS2_4: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?
Legal marijuana**

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	15%	(312)	17%	(345)	17%	(340)	36%	(720)	15%	(301)	2018
Ethnicity: Hispanic	21%	(61)	20%	(58)	20%	(57)	24%	(70)	15%	(43)	289
Ethnicity: Black	28%	(67)	14%	(33)	15%	(36)	28%	(67)	15%	(36)	238
Ethnicity: Other	12%	(17)	21%	(32)	22%	(33)	31%	(46)	14%	(20)	149
All Christian	9%	(89)	14%	(135)	16%	(156)	48%	(460)	12%	(120)	959
All Non-Christian	18%	(19)	21%	(21)	22%	(23)	32%	(33)	7%	(7)	102
Atheist	17%	(14)	24%	(19)	15%	(12)	23%	(19)	22%	(18)	82
Agnostic/Nothing in particular	23%	(115)	20%	(102)	17%	(87)	21%	(106)	19%	(97)	508
Something Else	20%	(74)	18%	(68)	17%	(62)	28%	(103)	16%	(60)	368
Religious Non-Protestant/Catholic	18%	(22)	18%	(22)	19%	(23)	34%	(41)	10%	(12)	120
Evangelical	12%	(63)	14%	(75)	17%	(93)	42%	(229)	16%	(84)	543
Non-Evangelical	13%	(97)	16%	(123)	17%	(125)	42%	(317)	12%	(88)	751
Community: Urban	18%	(91)	20%	(104)	16%	(80)	29%	(146)	17%	(88)	509
Community: Suburban	13%	(121)	18%	(165)	19%	(176)	37%	(350)	13%	(125)	937
Community: Rural	17%	(100)	13%	(76)	15%	(84)	39%	(225)	15%	(88)	572
Employ: Private Sector	16%	(100)	20%	(132)	17%	(108)	36%	(232)	11%	(72)	645
Employ: Government	14%	(18)	17%	(21)	25%	(31)	32%	(39)	12%	(14)	123
Employ: Self-Employed	19%	(37)	19%	(36)	19%	(37)	30%	(57)	13%	(24)	190
Employ: Homemaker	10%	(15)	18%	(26)	17%	(25)	34%	(50)	21%	(31)	147
Employ: Retired	8%	(36)	12%	(55)	14%	(67)	49%	(235)	18%	(85)	478
Employ: Unemployed	27%	(66)	18%	(45)	15%	(37)	22%	(54)	18%	(44)	245
Employ: Other	20%	(28)	15%	(22)	18%	(25)	31%	(45)	16%	(23)	144
Military HH: Yes	14%	(50)	16%	(54)	19%	(65)	35%	(119)	17%	(57)	344
Military HH: No	16%	(262)	17%	(291)	16%	(276)	36%	(601)	15%	(244)	1675
RD/WT: Right Direction	15%	(88)	13%	(78)	14%	(83)	42%	(247)	16%	(94)	591
RD/WT: Wrong Track	16%	(223)	19%	(267)	18%	(257)	33%	(473)	15%	(207)	1427
Trump Job Approve	14%	(123)	15%	(133)	15%	(131)	43%	(372)	13%	(117)	875
Trump Job Disapprove	16%	(171)	19%	(196)	19%	(200)	32%	(333)	15%	(157)	1056

Continued on next page

Table SVS2_4: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?*Legal marijuana*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	15%	(312)	17%	(345)	17%	(340)	36%	(720)	15%	(301)	2018
Trump Job Strongly Approve	16%	(83)	12%	(60)	11%	(54)	48%	(244)	14%	(70)	511
Trump Job Somewhat Approve	11%	(40)	20%	(73)	21%	(76)	35%	(128)	13%	(46)	364
Trump Job Somewhat Disapprove	16%	(37)	17%	(39)	19%	(44)	35%	(80)	13%	(29)	229
Trump Job Strongly Disapprove	16%	(134)	19%	(157)	19%	(156)	31%	(253)	15%	(128)	828
Favorable of Trump	14%	(116)	16%	(134)	15%	(128)	42%	(359)	14%	(122)	860
Unfavorable of Trump	17%	(178)	18%	(195)	19%	(206)	32%	(343)	14%	(144)	1066
Very Favorable of Trump	15%	(79)	13%	(71)	11%	(57)	46%	(244)	14%	(76)	528
Somewhat Favorable of Trump	11%	(37)	19%	(63)	21%	(71)	35%	(115)	14%	(46)	332
Somewhat Unfavorable of Trump	14%	(26)	16%	(30)	21%	(40)	38%	(73)	11%	(22)	192
Very Unfavorable of Trump	17%	(152)	19%	(166)	19%	(165)	31%	(269)	14%	(122)	875
#1 Issue: Economy	15%	(105)	20%	(136)	17%	(118)	34%	(238)	14%	(97)	694
#1 Issue: Security	13%	(33)	13%	(33)	10%	(26)	50%	(123)	13%	(32)	248
#1 Issue: Health Care	19%	(74)	19%	(72)	20%	(76)	28%	(105)	14%	(53)	382
#1 Issue: Medicare / Social Security	7%	(20)	14%	(39)	22%	(62)	43%	(123)	15%	(43)	287
#1 Issue: Women's Issues	25%	(16)	17%	(11)	13%	(9)	29%	(19)	16%	(11)	66
#1 Issue: Education	13%	(15)	14%	(16)	17%	(19)	37%	(41)	18%	(20)	110
#1 Issue: Energy	28%	(20)	29%	(21)	8%	(6)	23%	(17)	12%	(9)	73
#1 Issue: Other	17%	(28)	11%	(17)	15%	(24)	34%	(54)	23%	(37)	159
2018 House Vote: Democrat	14%	(100)	18%	(124)	22%	(154)	32%	(227)	13%	(94)	700
2018 House Vote: Republican	10%	(62)	17%	(103)	12%	(76)	46%	(282)	15%	(89)	612
2018 House Vote: Someone else	23%	(17)	13%	(10)	11%	(8)	30%	(22)	22%	(16)	74
2016 Vote: Hillary Clinton	14%	(93)	18%	(116)	22%	(139)	32%	(206)	14%	(86)	639
2016 Vote: Donald Trump	10%	(66)	16%	(111)	14%	(92)	47%	(314)	14%	(91)	675
2016 Vote: Other	22%	(33)	18%	(26)	15%	(23)	26%	(39)	18%	(27)	148
2016 Vote: Didn't Vote	21%	(119)	16%	(91)	16%	(87)	29%	(161)	17%	(96)	553
Voted in 2014: Yes	12%	(152)	17%	(211)	17%	(207)	40%	(496)	14%	(174)	1240
Voted in 2014: No	20%	(159)	17%	(134)	17%	(133)	29%	(224)	16%	(128)	778

Continued on next page

Table SVS2_4: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?

Legal marijuana

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	15%	(312)	17%	(345)	17%	(340)	36%	(720)	15%	(301)	2018
2012 Vote: Barack Obama	15%	(115)	21%	(161)	19%	(146)	32%	(247)	14%	(105)	774
2012 Vote: Mitt Romney	8%	(42)	13%	(64)	13%	(67)	52%	(256)	14%	(67)	496
2012 Vote: Other	17%	(15)	11%	(9)	18%	(16)	37%	(31)	17%	(15)	86
2012 Vote: Didn't Vote	21%	(139)	17%	(110)	17%	(111)	28%	(183)	17%	(114)	656
4-Region: Northeast	12%	(44)	17%	(61)	17%	(62)	45%	(164)	9%	(35)	366
4-Region: Midwest	12%	(52)	15%	(65)	16%	(70)	40%	(172)	17%	(75)	433
4-Region: South	19%	(147)	16%	(119)	16%	(117)	33%	(252)	16%	(121)	756
4-Region: West	15%	(69)	22%	(100)	20%	(91)	29%	(132)	15%	(71)	464
Sports fans	17%	(230)	19%	(258)	18%	(245)	34%	(477)	13%	(177)	1388
Avid sports fans	23%	(109)	20%	(97)	15%	(70)	33%	(159)	9%	(45)	479
Esports fans	26%	(111)	23%	(96)	17%	(70)	23%	(98)	10%	(43)	418
F1 fans	22%	(73)	22%	(72)	16%	(52)	31%	(105)	10%	(32)	334
IndyCar fans	17%	(78)	22%	(104)	13%	(63)	35%	(166)	12%	(57)	468
MLB fans	15%	(157)	19%	(199)	18%	(190)	36%	(374)	11%	(118)	1039
MLS fans	21%	(96)	20%	(94)	19%	(86)	30%	(141)	10%	(45)	461
MotoGP fans	21%	(53)	26%	(67)	16%	(40)	27%	(67)	10%	(25)	252
NASCAR fans	16%	(109)	21%	(147)	16%	(109)	35%	(244)	12%	(82)	690
NBA fans	19%	(178)	20%	(188)	18%	(165)	32%	(296)	12%	(110)	938
NFL fans	17%	(215)	20%	(250)	18%	(226)	34%	(429)	12%	(147)	1269
NHL fans	17%	(131)	23%	(177)	17%	(128)	33%	(256)	10%	(77)	770
UFC fans	26%	(162)	24%	(147)	15%	(93)	23%	(144)	11%	(69)	615
WNBA fans	22%	(98)	23%	(103)	18%	(80)	28%	(125)	9%	(42)	448
Golf fans	15%	(92)	20%	(126)	18%	(110)	37%	(230)	11%	(67)	626
Tennis fans	15%	(47)	25%	(77)	19%	(58)	33%	(104)	9%	(28)	315
Drinks often	25%	(83)	23%	(77)	19%	(63)	23%	(76)	10%	(34)	333
Drinks often/sometimes	19%	(181)	23%	(215)	18%	(170)	28%	(269)	12%	(115)	950
Cigarette smokers (often)	27%	(100)	19%	(72)	16%	(59)	27%	(100)	12%	(46)	377
Cigarette smokers (often/sometimes)	26%	(125)	19%	(94)	17%	(84)	24%	(119)	13%	(65)	486
Vapers (often)	31%	(29)	23%	(21)	24%	(23)	14%	(13)	7%	(7)	92

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Table SVS2_4: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?*Legal marijuana*

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	15%	(312)	17%	(345)	17%	(340)	36%	(720)	15%	(301)	2018
Vapers (often/sometimes)	29%	(64)	25%	(56)	21%	(47)	16%	(36)	8%	(19)	222
Dippers (often)	22%	(11)	21%	(11)	26%	(13)	29%	(15)	1%	(1)	52
Dippers (often/sometimes)	22%	(23)	30%	(31)	21%	(22)	24%	(25)	3%	(3)	103
Marijuana users (often)	54%	(113)	24%	(50)	13%	(26)	5%	(10)	4%	(8)	208
Marijuana users (often/sometimes)	45%	(171)	28%	(108)	12%	(47)	6%	(24)	9%	(34)	384
CBD users (often)	53%	(50)	21%	(20)	9%	(8)	14%	(14)	3%	(3)	95
CBD users (often/sometimes)	34%	(105)	30%	(93)	12%	(38)	16%	(51)	8%	(26)	313
Gamblers (often)	27%	(21)	23%	(18)	12%	(9)	26%	(20)	13%	(10)	79
Gamblers (often/sometimes)	23%	(80)	23%	(79)	20%	(69)	23%	(77)	10%	(35)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS2_5: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?

CBD products, such as balms, tinctures or vape cartridges

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	13%	(271)	22%	(449)	17%	(351)	31%	(618)	16%	(330)	2018
Gender: Male	17%	(165)	24%	(241)	18%	(176)	29%	(285)	13%	(131)	999
Gender: Female	10%	(105)	20%	(208)	17%	(175)	33%	(333)	19%	(199)	1020
Age: 18-34	21%	(101)	27%	(128)	18%	(84)	17%	(81)	17%	(79)	474
Age: 35-44	21%	(75)	26%	(95)	18%	(64)	19%	(68)	16%	(56)	358
Age: 45-64	11%	(79)	22%	(162)	17%	(125)	34%	(256)	17%	(129)	751
Age: 65+	3%	(15)	15%	(65)	18%	(77)	49%	(213)	15%	(66)	436
GenZers: 1997-2012	22%	(20)	22%	(20)	21%	(19)	20%	(18)	15%	(14)	91
Millennials: 1981-1996	21%	(115)	29%	(158)	18%	(98)	17%	(92)	16%	(90)	553
GenXers: 1965-1980	16%	(93)	25%	(145)	17%	(99)	25%	(148)	17%	(102)	586
Baby Boomers: 1946-1964	6%	(41)	16%	(116)	17%	(119)	45%	(317)	16%	(112)	705
PID: Dem (no lean)	13%	(90)	23%	(157)	19%	(129)	28%	(192)	17%	(117)	684
PID: Ind (no lean)	16%	(106)	24%	(158)	17%	(109)	27%	(175)	17%	(108)	656
PID: Rep (no lean)	11%	(75)	20%	(135)	17%	(113)	37%	(251)	15%	(104)	679
PID/Gender: Dem Men	14%	(44)	24%	(75)	18%	(55)	28%	(88)	16%	(50)	312
PID/Gender: Dem Women	12%	(46)	22%	(82)	20%	(74)	28%	(104)	18%	(67)	372
PID/Gender: Ind Men	22%	(73)	25%	(83)	19%	(62)	21%	(70)	12%	(39)	326
PID/Gender: Ind Women	10%	(33)	23%	(75)	14%	(47)	32%	(106)	21%	(70)	330
PID/Gender: Rep Men	13%	(48)	23%	(84)	16%	(59)	35%	(127)	12%	(42)	360
PID/Gender: Rep Women	8%	(27)	16%	(51)	17%	(54)	39%	(124)	19%	(62)	318
Ideo: Liberal (1-3)	17%	(94)	30%	(159)	16%	(83)	23%	(122)	15%	(79)	537
Ideo: Moderate (4)	13%	(76)	20%	(116)	22%	(126)	32%	(183)	13%	(77)	578
Ideo: Conservative (5-7)	9%	(60)	20%	(133)	17%	(118)	38%	(262)	16%	(108)	681
Educ: < College	15%	(196)	21%	(278)	17%	(225)	30%	(404)	17%	(229)	1333
Educ: Bachelors degree	11%	(50)	25%	(111)	18%	(80)	32%	(139)	14%	(62)	441
Educ: Post-grad	10%	(25)	25%	(60)	19%	(45)	31%	(74)	16%	(39)	244
Income: Under 50k	15%	(153)	19%	(200)	17%	(176)	30%	(311)	20%	(208)	1050
Income: 50k-100k	12%	(76)	27%	(171)	18%	(113)	30%	(188)	13%	(83)	631
Income: 100k+	12%	(41)	23%	(78)	18%	(62)	35%	(118)	11%	(38)	338
Ethnicity: White	12%	(198)	23%	(368)	17%	(281)	32%	(523)	16%	(261)	1631

Continued on next page

Table SVS2_5: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?

CBD products, such as balms, tinctures or vape cartridges

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	13%	(271)	22%	(449)	17%	(351)	31%	(618)	16%	(330)	2018
Ethnicity: Hispanic	21%	(59)	24%	(68)	19%	(54)	22%	(64)	15%	(44)	289
Ethnicity: Black	23%	(54)	22%	(52)	14%	(33)	25%	(59)	17%	(41)	238
Ethnicity: Other	13%	(19)	19%	(28)	25%	(37)	25%	(37)	19%	(28)	149
All Christian	9%	(84)	19%	(186)	18%	(177)	41%	(394)	12%	(118)	959
All Non-Christian	15%	(15)	19%	(19)	22%	(22)	32%	(32)	12%	(12)	102
Atheist	15%	(13)	31%	(25)	15%	(12)	19%	(16)	20%	(16)	82
Agnostic/Nothing in particular	17%	(85)	28%	(144)	16%	(81)	17%	(89)	22%	(109)	508
Something Else	20%	(75)	20%	(75)	16%	(58)	24%	(87)	20%	(73)	368
Religious Non-Protestant/Catholic	14%	(17)	18%	(21)	23%	(28)	34%	(41)	12%	(14)	120
Evangelical	12%	(63)	22%	(121)	16%	(86)	33%	(177)	18%	(96)	543
Non-Evangelical	12%	(94)	18%	(133)	19%	(139)	39%	(291)	13%	(94)	751
Community: Urban	16%	(83)	26%	(134)	15%	(75)	24%	(124)	18%	(92)	509
Community: Suburban	12%	(111)	22%	(205)	19%	(177)	33%	(311)	14%	(133)	937
Community: Rural	13%	(77)	19%	(109)	17%	(98)	32%	(183)	18%	(105)	572
Employ: Private Sector	14%	(88)	27%	(177)	17%	(112)	29%	(185)	13%	(82)	645
Employ: Government	10%	(12)	27%	(33)	20%	(24)	28%	(34)	16%	(20)	123
Employ: Self-Employed	20%	(38)	21%	(41)	17%	(33)	27%	(51)	14%	(27)	190
Employ: Homemaker	8%	(12)	21%	(31)	19%	(28)	28%	(41)	23%	(34)	147
Employ: Retired	7%	(35)	16%	(76)	16%	(75)	44%	(210)	17%	(83)	478
Employ: Unemployed	18%	(45)	23%	(57)	17%	(42)	21%	(52)	20%	(49)	245
Employ: Other	20%	(28)	19%	(27)	17%	(25)	26%	(37)	19%	(27)	144
Military HH: Yes	13%	(46)	17%	(60)	21%	(73)	35%	(121)	13%	(45)	344
Military HH: No	13%	(225)	23%	(389)	17%	(278)	30%	(498)	17%	(285)	1675
RD/WT: Right Direction	12%	(74)	21%	(127)	17%	(98)	33%	(194)	17%	(98)	591
RD/WT: Wrong Track	14%	(197)	23%	(322)	18%	(252)	30%	(424)	16%	(232)	1427
Trump Job Approve	12%	(103)	22%	(191)	18%	(157)	34%	(299)	14%	(125)	875
Trump Job Disapprove	14%	(149)	23%	(239)	17%	(184)	29%	(305)	17%	(179)	1056

Continued on next page

**Table SVS2_5: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?
CBD products, such as balms, tinctures or vape cartridges**

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	13%	(271)	22%	(449)	17%	(351)	31%	(618)	16%	(330)	2018
Trump Job Strongly Approve	14%	(70)	18%	(91)	15%	(75)	39%	(198)	15%	(77)	511
Trump Job Somewhat Approve	9%	(33)	27%	(100)	23%	(82)	28%	(101)	13%	(48)	364
Trump Job Somewhat Disapprove	14%	(32)	21%	(49)	19%	(43)	28%	(64)	18%	(41)	229
Trump Job Strongly Disapprove	14%	(117)	23%	(190)	17%	(141)	29%	(242)	17%	(138)	828
Favorable of Trump	12%	(102)	22%	(189)	17%	(146)	34%	(293)	15%	(130)	860
Unfavorable of Trump	14%	(154)	23%	(242)	18%	(195)	29%	(309)	16%	(168)	1066
Very Favorable of Trump	14%	(75)	19%	(100)	14%	(74)	37%	(197)	15%	(81)	528
Somewhat Favorable of Trump	8%	(27)	27%	(88)	22%	(72)	29%	(97)	15%	(48)	332
Somewhat Unfavorable of Trump	14%	(27)	20%	(39)	21%	(40)	30%	(58)	14%	(27)	192
Very Unfavorable of Trump	14%	(126)	23%	(203)	18%	(154)	29%	(250)	16%	(141)	875
#1 Issue: Economy	13%	(89)	25%	(173)	19%	(132)	28%	(193)	16%	(108)	694
#1 Issue: Security	12%	(29)	20%	(49)	14%	(35)	40%	(98)	15%	(37)	248
#1 Issue: Health Care	18%	(69)	24%	(90)	19%	(74)	25%	(95)	14%	(54)	382
#1 Issue: Medicare / Social Security	7%	(19)	16%	(45)	18%	(52)	44%	(127)	15%	(44)	287
#1 Issue: Women's Issues	20%	(13)	24%	(16)	14%	(9)	18%	(12)	24%	(16)	66
#1 Issue: Education	10%	(11)	24%	(26)	14%	(15)	32%	(35)	20%	(22)	110
#1 Issue: Energy	15%	(11)	36%	(26)	16%	(12)	22%	(16)	11%	(8)	73
#1 Issue: Other	19%	(31)	15%	(24)	13%	(21)	27%	(42)	26%	(41)	159
2018 House Vote: Democrat	13%	(89)	23%	(162)	18%	(129)	31%	(215)	15%	(105)	700
2018 House Vote: Republican	10%	(62)	23%	(140)	15%	(90)	37%	(229)	15%	(91)	612
2018 House Vote: Someone else	16%	(12)	25%	(19)	21%	(16)	20%	(15)	18%	(13)	74
2016 Vote: Hillary Clinton	13%	(85)	23%	(149)	18%	(112)	30%	(192)	16%	(101)	639
2016 Vote: Donald Trump	10%	(67)	22%	(145)	16%	(108)	38%	(257)	14%	(98)	675
2016 Vote: Other	16%	(24)	30%	(45)	16%	(23)	17%	(26)	20%	(30)	148
2016 Vote: Didn't Vote	17%	(94)	20%	(108)	19%	(107)	26%	(144)	18%	(101)	553
Voted in 2014: Yes	12%	(144)	23%	(283)	17%	(208)	34%	(417)	15%	(188)	1240
Voted in 2014: No	16%	(127)	21%	(166)	18%	(142)	26%	(201)	18%	(142)	778

Continued on next page

**Table SVS2_5: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?
CBD products, such as balms, tinctures or vape cartridges**

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	13%	(271)	22%	(449)	17%	(351)	31%	(618)	16%	(330)	2018
2012 Vote: Barack Obama	14%	(107)	25%	(193)	17%	(132)	30%	(229)	15%	(114)	774
2012 Vote: Mitt Romney	9%	(43)	19%	(96)	17%	(84)	41%	(203)	14%	(70)	496
2012 Vote: Other	17%	(14)	27%	(23)	14%	(12)	25%	(21)	17%	(14)	86
2012 Vote: Didn't Vote	16%	(104)	21%	(136)	19%	(123)	25%	(166)	19%	(128)	656
4-Region: Northeast	12%	(45)	24%	(90)	15%	(55)	39%	(144)	9%	(33)	366
4-Region: Midwest	11%	(48)	18%	(77)	18%	(80)	33%	(144)	19%	(84)	433
4-Region: South	16%	(119)	22%	(167)	18%	(133)	27%	(203)	18%	(134)	756
4-Region: West	13%	(59)	25%	(115)	18%	(83)	27%	(127)	17%	(79)	464
Sports fans	15%	(203)	25%	(351)	18%	(252)	30%	(411)	12%	(172)	1388
Avid sports fans	21%	(102)	24%	(114)	17%	(82)	29%	(139)	9%	(42)	479
Esports fans	21%	(89)	32%	(136)	19%	(81)	18%	(74)	9%	(39)	418
F1 fans	20%	(66)	29%	(98)	18%	(60)	23%	(78)	10%	(33)	334
IndyCar fans	15%	(70)	28%	(129)	16%	(76)	29%	(135)	12%	(58)	468
MLB fans	13%	(137)	26%	(268)	19%	(193)	31%	(318)	12%	(123)	1039
MLS fans	18%	(83)	28%	(131)	21%	(95)	22%	(101)	11%	(50)	461
MotoGP fans	21%	(53)	37%	(92)	13%	(32)	19%	(49)	10%	(26)	252
NASCAR fans	15%	(104)	27%	(189)	17%	(116)	29%	(198)	12%	(83)	690
NBA fans	16%	(147)	26%	(244)	19%	(181)	27%	(255)	12%	(111)	938
NFL fans	15%	(194)	26%	(330)	18%	(223)	30%	(374)	12%	(148)	1269
NHL fans	16%	(120)	28%	(218)	17%	(133)	27%	(209)	12%	(90)	770
UFC fans	22%	(135)	29%	(177)	17%	(102)	20%	(124)	13%	(78)	615
WNBA fans	19%	(87)	27%	(121)	18%	(82)	24%	(107)	11%	(50)	448
Golf fans	13%	(80)	26%	(162)	19%	(118)	32%	(198)	11%	(68)	626
Tennis fans	18%	(58)	30%	(95)	19%	(60)	22%	(68)	11%	(33)	315
Drinks often	24%	(80)	26%	(88)	15%	(50)	21%	(68)	14%	(46)	333
Drinks often/sometimes	18%	(171)	27%	(254)	18%	(171)	23%	(215)	15%	(139)	950
Cigarette smokers (often)	28%	(105)	27%	(102)	14%	(51)	18%	(70)	13%	(49)	377
Cigarette smokers (often/sometimes)	26%	(125)	28%	(135)	15%	(73)	17%	(84)	14%	(69)	486
Vapers (often)	32%	(30)	31%	(28)	14%	(13)	11%	(10)	12%	(11)	92

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**Table SVS2_5: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?
CBD products, such as balms, tinctures or vape cartridges**

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	13%	(271)	22%	(449)	17%	(351)	31%	(618)	16%	(330)	2018
Vapers (often/sometimes)	30%	(67)	33%	(74)	12%	(27)	13%	(29)	11%	(24)	222
Dippers (often)	35%	(18)	30%	(16)	11%	(5)	22%	(11)	3%	(1)	52
Dippers (often/sometimes)	26%	(27)	38%	(39)	11%	(11)	19%	(19)	6%	(6)	103
Marijuana users (often)	47%	(98)	30%	(63)	10%	(20)	8%	(16)	5%	(11)	208
Mrijuana users (often/sometimes)	36%	(139)	33%	(127)	11%	(41)	10%	(37)	10%	(40)	384
CBD users (often)	54%	(51)	27%	(26)	6%	(5)	11%	(10)	3%	(3)	95
CBD users (often/sometimes)	35%	(111)	36%	(113)	12%	(38)	8%	(26)	8%	(26)	313
Gamblers (often)	31%	(24)	24%	(19)	15%	(12)	13%	(11)	17%	(13)	79
Gamblers (often/sometimes)	22%	(74)	29%	(99)	18%	(60)	21%	(71)	11%	(37)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS2_6: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?

Sports and casino gambling

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	13%	(269)	27%	(538)	20%	(407)	25%	(500)	15%	(305)	2018
Gender: Male	18%	(179)	30%	(297)	19%	(192)	22%	(224)	11%	(107)	999
Gender: Female	9%	(91)	24%	(241)	21%	(215)	27%	(276)	19%	(198)	1020
Age: 18-34	18%	(86)	29%	(138)	20%	(94)	15%	(73)	18%	(84)	474
Age: 35-44	18%	(65)	34%	(122)	18%	(64)	16%	(56)	14%	(50)	358
Age: 45-64	11%	(83)	24%	(177)	23%	(173)	27%	(201)	16%	(117)	751
Age: 65+	8%	(36)	23%	(101)	17%	(75)	39%	(170)	12%	(54)	436
GenZers: 1997-2012	9%	(9)	27%	(24)	16%	(15)	24%	(21)	24%	(22)	91
Millennials: 1981-1996	20%	(109)	30%	(168)	20%	(111)	13%	(74)	16%	(91)	553
GenXers: 1965-1980	16%	(91)	28%	(163)	22%	(129)	21%	(121)	14%	(82)	586
Baby Boomers: 1946-1964	8%	(53)	24%	(169)	20%	(139)	35%	(247)	14%	(97)	705
PID: Dem (no lean)	13%	(87)	26%	(180)	23%	(159)	23%	(160)	14%	(97)	684
PID: Ind (no lean)	15%	(99)	28%	(185)	19%	(122)	22%	(143)	16%	(108)	656
PID: Rep (no lean)	12%	(83)	25%	(173)	19%	(126)	29%	(197)	15%	(100)	679
PID/Gender: Dem Men	17%	(52)	28%	(88)	19%	(61)	23%	(73)	12%	(39)	312
PID/Gender: Dem Women	10%	(36)	25%	(92)	26%	(98)	24%	(88)	16%	(58)	372
PID/Gender: Ind Men	21%	(68)	31%	(102)	21%	(67)	18%	(59)	9%	(30)	326
PID/Gender: Ind Women	9%	(31)	25%	(83)	17%	(55)	25%	(83)	24%	(78)	330
PID/Gender: Rep Men	16%	(59)	29%	(106)	18%	(64)	26%	(92)	11%	(39)	360
PID/Gender: Rep Women	8%	(24)	21%	(66)	19%	(62)	33%	(105)	19%	(61)	318
Ideo: Liberal (1-3)	15%	(82)	30%	(159)	23%	(123)	19%	(100)	13%	(72)	537
Ideo: Moderate (4)	14%	(80)	26%	(148)	23%	(133)	26%	(149)	12%	(68)	578
Ideo: Conservative (5-7)	12%	(82)	25%	(173)	18%	(123)	30%	(205)	14%	(98)	681
Educ: < College	14%	(185)	25%	(331)	19%	(256)	25%	(331)	17%	(231)	1333
Educ: Bachelors degree	13%	(57)	32%	(142)	22%	(99)	23%	(101)	10%	(43)	441
Educ: Post-grad	11%	(27)	27%	(65)	22%	(52)	28%	(68)	13%	(30)	244
Income: Under 50k	13%	(136)	26%	(269)	18%	(187)	25%	(257)	19%	(200)	1050
Income: 50k-100k	13%	(84)	26%	(164)	25%	(155)	24%	(154)	12%	(74)	631
Income: 100k+	15%	(49)	31%	(105)	19%	(65)	26%	(88)	9%	(31)	338
Ethnicity: White	12%	(199)	28%	(454)	20%	(328)	25%	(408)	15%	(242)	1631

Continued on next page

Table SVS2_6: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?

Sports and casino gambling

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	13%	(269)	27%	(538)	20%	(407)	25%	(500)	15%	(305)	2018
Ethnicity: Hispanic	12%	(35)	25%	(73)	23%	(66)	23%	(67)	16%	(47)	289
Ethnicity: Black	24%	(58)	23%	(55)	18%	(43)	19%	(46)	15%	(37)	238
Ethnicity: Other	9%	(13)	19%	(29)	24%	(35)	31%	(46)	17%	(26)	149
All Christian	11%	(104)	26%	(252)	21%	(205)	31%	(294)	11%	(104)	959
All Non-Christian	16%	(17)	25%	(26)	22%	(23)	23%	(23)	13%	(13)	102
Atheist	18%	(15)	28%	(23)	18%	(15)	16%	(13)	20%	(17)	82
Agnostic/Nothing in particular	15%	(78)	28%	(140)	17%	(88)	19%	(98)	21%	(104)	508
Something Else	15%	(56)	26%	(96)	21%	(77)	19%	(72)	18%	(67)	368
Religious Non-Protestant/Catholic	16%	(19)	25%	(30)	23%	(28)	23%	(28)	13%	(15)	120
Evangelical	11%	(61)	25%	(133)	19%	(103)	31%	(166)	15%	(81)	543
Non-Evangelical	13%	(96)	28%	(207)	22%	(168)	26%	(192)	12%	(88)	751
Community: Urban	16%	(83)	27%	(138)	18%	(90)	23%	(116)	16%	(82)	509
Community: Suburban	12%	(110)	28%	(267)	23%	(214)	25%	(230)	12%	(117)	937
Community: Rural	13%	(77)	23%	(133)	18%	(103)	27%	(154)	19%	(107)	572
Employ: Private Sector	15%	(98)	30%	(195)	21%	(135)	23%	(146)	11%	(71)	645
Employ: Government	15%	(18)	27%	(34)	15%	(19)	28%	(34)	15%	(19)	123
Employ: Self-Employed	15%	(28)	25%	(48)	21%	(41)	23%	(43)	16%	(31)	190
Employ: Homemaker	8%	(12)	26%	(38)	22%	(33)	21%	(31)	22%	(33)	147
Employ: Retired	10%	(46)	22%	(106)	18%	(84)	35%	(169)	15%	(73)	478
Employ: Unemployed	16%	(40)	29%	(72)	20%	(50)	15%	(36)	20%	(48)	245
Employ: Other	13%	(18)	22%	(32)	23%	(33)	25%	(36)	17%	(24)	144
Military HH: Yes	14%	(49)	25%	(84)	24%	(81)	25%	(85)	13%	(46)	344
Military HH: No	13%	(221)	27%	(453)	19%	(326)	25%	(415)	15%	(259)	1675
RD/WT: Right Direction	17%	(100)	25%	(149)	17%	(100)	24%	(143)	17%	(98)	591
RD/WT: Wrong Track	12%	(170)	27%	(388)	21%	(306)	25%	(357)	14%	(207)	1427
Trump Job Approve	14%	(122)	26%	(229)	20%	(172)	27%	(237)	13%	(115)	875
Trump Job Disapprove	13%	(134)	28%	(295)	22%	(229)	23%	(241)	15%	(157)	1056

Continued on next page

Table SVS2_6: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?

Sports and casino gambling

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	13%	(269)	27%	(538)	20%	(407)	25%	(500)	15%	(305)	2018
Trump Job Strongly Approve	17%	(86)	23%	(116)	16%	(82)	30%	(151)	15%	(76)	511
Trump Job Somewhat Approve	10%	(36)	31%	(113)	25%	(90)	24%	(86)	11%	(40)	364
Trump Job Somewhat Disapprove	14%	(33)	33%	(76)	20%	(46)	18%	(40)	15%	(34)	229
Trump Job Strongly Disapprove	12%	(101)	27%	(220)	22%	(182)	24%	(201)	15%	(123)	828
Favorable of Trump	14%	(121)	26%	(221)	18%	(159)	27%	(233)	15%	(126)	860
Unfavorable of Trump	13%	(141)	28%	(299)	22%	(238)	24%	(253)	13%	(136)	1066
Very Favorable of Trump	16%	(83)	24%	(125)	15%	(80)	30%	(158)	16%	(82)	528
Somewhat Favorable of Trump	11%	(38)	29%	(96)	24%	(79)	22%	(75)	13%	(44)	332
Somewhat Unfavorable of Trump	13%	(26)	31%	(60)	24%	(46)	20%	(39)	11%	(21)	192
Very Unfavorable of Trump	13%	(115)	27%	(239)	22%	(192)	24%	(214)	13%	(115)	875
#1 Issue: Economy	15%	(103)	28%	(196)	21%	(145)	22%	(152)	14%	(97)	694
#1 Issue: Security	10%	(26)	24%	(61)	15%	(37)	35%	(87)	15%	(37)	248
#1 Issue: Health Care	17%	(64)	31%	(118)	20%	(76)	20%	(77)	12%	(46)	382
#1 Issue: Medicare / Social Security	7%	(20)	26%	(74)	22%	(64)	31%	(89)	14%	(40)	287
#1 Issue: Women's Issues	15%	(10)	23%	(15)	20%	(13)	22%	(14)	20%	(13)	66
#1 Issue: Education	12%	(13)	24%	(26)	22%	(24)	22%	(24)	20%	(22)	110
#1 Issue: Energy	14%	(10)	25%	(18)	26%	(19)	11%	(8)	25%	(18)	73
#1 Issue: Other	14%	(22)	18%	(28)	18%	(29)	30%	(48)	20%	(32)	159
2018 House Vote: Democrat	13%	(89)	27%	(190)	23%	(162)	25%	(178)	12%	(82)	700
2018 House Vote: Republican	13%	(80)	26%	(159)	18%	(109)	29%	(178)	14%	(86)	612
2018 House Vote: Someone else	9%	(7)	25%	(18)	28%	(21)	20%	(15)	18%	(13)	74
2016 Vote: Hillary Clinton	13%	(82)	27%	(174)	22%	(139)	26%	(164)	13%	(80)	639
2016 Vote: Donald Trump	13%	(85)	27%	(181)	20%	(133)	28%	(188)	13%	(88)	675
2016 Vote: Other	10%	(15)	27%	(41)	17%	(25)	23%	(34)	23%	(33)	148
2016 Vote: Didn't Vote	16%	(87)	26%	(142)	20%	(110)	20%	(112)	19%	(103)	553
Voted in 2014: Yes	12%	(154)	26%	(321)	21%	(257)	28%	(351)	13%	(157)	1240
Voted in 2014: No	15%	(116)	28%	(216)	19%	(149)	19%	(149)	19%	(148)	778

Continued on next page

Table SVS2_6: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?

Sports and casino gambling

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	13%	(269)	27%	(538)	20%	(407)	25%	(500)	15%	(305)	2018
2012 Vote: Barack Obama	13%	(100)	27%	(206)	21%	(165)	27%	(205)	13%	(98)	774
2012 Vote: Mitt Romney	11%	(55)	27%	(131)	18%	(87)	32%	(156)	13%	(66)	496
2012 Vote: Other	16%	(13)	22%	(19)	26%	(22)	19%	(16)	17%	(14)	86
2012 Vote: Didn't Vote	15%	(99)	27%	(180)	20%	(132)	18%	(119)	19%	(127)	656
4-Region: Northeast	10%	(37)	29%	(105)	25%	(90)	27%	(100)	9%	(33)	366
4-Region: Midwest	11%	(46)	30%	(128)	17%	(72)	26%	(113)	17%	(74)	433
4-Region: South	14%	(105)	24%	(184)	20%	(150)	24%	(185)	17%	(132)	756
4-Region: West	17%	(81)	26%	(121)	20%	(94)	22%	(102)	14%	(66)	464
Sports fans	16%	(226)	30%	(417)	22%	(301)	21%	(295)	11%	(149)	1388
Avid sports fans	25%	(122)	36%	(171)	15%	(73)	17%	(80)	7%	(34)	479
Esports fans	25%	(106)	34%	(144)	18%	(74)	14%	(57)	9%	(38)	418
F1 fans	22%	(74)	35%	(117)	20%	(68)	15%	(50)	8%	(26)	334
IndyCar fans	21%	(96)	31%	(145)	21%	(97)	17%	(80)	11%	(49)	468
MLB fans	15%	(160)	33%	(338)	21%	(218)	22%	(230)	9%	(93)	1039
MLS fans	19%	(86)	36%	(168)	20%	(92)	17%	(80)	8%	(36)	461
MotoGP fans	22%	(56)	34%	(85)	23%	(57)	11%	(28)	10%	(25)	252
NASCAR fans	18%	(127)	32%	(221)	19%	(134)	20%	(135)	11%	(73)	690
NBA fans	18%	(168)	33%	(309)	21%	(195)	19%	(179)	9%	(87)	938
NFL fans	16%	(204)	32%	(409)	21%	(265)	21%	(261)	10%	(130)	1269
NHL fans	17%	(132)	34%	(260)	20%	(157)	19%	(146)	10%	(75)	770
UFC fans	22%	(138)	36%	(224)	19%	(119)	12%	(75)	10%	(60)	615
WNBA fans	22%	(98)	32%	(145)	22%	(98)	15%	(69)	8%	(37)	448
Golf fans	18%	(110)	33%	(208)	19%	(120)	19%	(120)	11%	(67)	626
Tennis fans	18%	(57)	36%	(114)	20%	(64)	16%	(50)	9%	(29)	315
Drinks often	27%	(92)	29%	(95)	18%	(60)	16%	(52)	10%	(35)	333
Drinks often/sometimes	19%	(181)	30%	(287)	21%	(195)	18%	(176)	12%	(111)	950
Cigarette smokers (often)	24%	(91)	28%	(105)	19%	(70)	14%	(53)	15%	(57)	377
Cigarette smokers (often/sometimes)	22%	(106)	29%	(140)	20%	(95)	13%	(65)	16%	(80)	486
Vapers (often)	24%	(22)	29%	(27)	21%	(19)	12%	(11)	14%	(13)	92

Continued on next page

Table SVS2_6: How appropriate or inappropriate is it for companies that sell the following types of products and services to advertise during sporting events?

Sports and casino gambling

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	13%	(269)	27%	(538)	20%	(407)	25%	(500)	15%	(305)	2018
Vapers (often/sometimes)	23%	(51)	30%	(67)	23%	(50)	12%	(28)	12%	(26)	222
Dippers (often)	27%	(14)	34%	(18)	21%	(11)	11%	(6)	6%	(3)	52
Dippers (often/sometimes)	29%	(30)	37%	(38)	16%	(16)	11%	(12)	6%	(6)	103
Marijuana users (often)	34%	(72)	26%	(53)	19%	(40)	8%	(16)	13%	(27)	208
Marijuana users (often/sometimes)	28%	(109)	29%	(111)	17%	(65)	11%	(42)	15%	(57)	384
CBD users (often)	31%	(30)	34%	(32)	13%	(13)	14%	(13)	8%	(7)	95
CBD users (often/sometimes)	21%	(65)	31%	(97)	22%	(69)	15%	(48)	11%	(35)	313
Gamblers (often)	46%	(36)	26%	(21)	14%	(11)	4%	(3)	10%	(8)	79
Gamblers (often/sometimes)	33%	(112)	37%	(127)	16%	(53)	8%	(26)	7%	(23)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS3_1: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?
Companies that sell alcohol

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	65%	(1303)	15%	(298)	12%	(237)	9%	(180)	2018
Gender: Male	62%	(624)	17%	(173)	13%	(131)	7%	(71)	999
Gender: Female	67%	(680)	12%	(125)	10%	(106)	11%	(110)	1020
Age: 18-34	58%	(274)	15%	(72)	17%	(80)	10%	(49)	474
Age: 35-44	63%	(226)	18%	(65)	10%	(36)	8%	(30)	358
Age: 45-64	67%	(500)	14%	(104)	11%	(84)	8%	(62)	751
Age: 65+	70%	(304)	13%	(57)	8%	(36)	9%	(39)	436
GenZers: 1997-2012	58%	(53)	16%	(15)	18%	(16)	8%	(7)	91
Millennials: 1981-1996	59%	(324)	17%	(93)	15%	(83)	10%	(53)	553
GenXers: 1965-1980	63%	(367)	18%	(106)	9%	(53)	10%	(60)	586
Baby Boomers: 1946-1964	71%	(499)	11%	(75)	11%	(79)	7%	(51)	705
PID: Dem (no lean)	65%	(445)	14%	(94)	13%	(88)	8%	(57)	684
PID: Ind (no lean)	63%	(413)	15%	(97)	11%	(73)	11%	(72)	656
PID: Rep (no lean)	66%	(446)	16%	(107)	11%	(75)	8%	(51)	679
PID/Gender: Dem Men	62%	(193)	15%	(48)	15%	(46)	8%	(25)	312
PID/Gender: Dem Women	68%	(252)	12%	(46)	11%	(43)	8%	(32)	372
PID/Gender: Ind Men	62%	(204)	18%	(59)	13%	(43)	6%	(20)	326
PID/Gender: Ind Women	63%	(209)	12%	(39)	9%	(30)	16%	(52)	330
PID/Gender: Rep Men	63%	(227)	19%	(67)	12%	(42)	7%	(25)	360
PID/Gender: Rep Women	69%	(219)	13%	(40)	10%	(33)	8%	(26)	318
Ideo: Liberal (1-3)	67%	(361)	18%	(96)	9%	(49)	6%	(31)	537
Ideo: Moderate (4)	69%	(398)	13%	(75)	11%	(64)	7%	(41)	578
Ideo: Conservative (5-7)	66%	(448)	16%	(109)	10%	(70)	8%	(55)	681
Educ: < College	64%	(848)	13%	(167)	13%	(179)	10%	(139)	1333
Educ: Bachelors degree	67%	(297)	19%	(85)	8%	(34)	6%	(26)	441
Educ: Post-grad	65%	(159)	19%	(46)	10%	(24)	6%	(15)	244
Income: Under 50k	62%	(654)	12%	(128)	14%	(146)	11%	(121)	1050
Income: 50k-100k	67%	(426)	17%	(105)	9%	(58)	7%	(42)	631
Income: 100k+	66%	(223)	19%	(65)	9%	(32)	5%	(18)	338
Ethnicity: White	66%	(1072)	15%	(251)	10%	(163)	9%	(145)	1631

Continued on next page

Table SVS3_1: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?

Companies that sell alcohol

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	65%	(1303)	15%	(298)	12%	(237)	9%	(180)	2018
Ethnicity: Hispanic	57%	(165)	14%	(40)	17%	(50)	11%	(33)	289
Ethnicity: Black	63%	(149)	11%	(26)	20%	(47)	7%	(16)	238
Ethnicity: Other	55%	(82)	14%	(20)	18%	(27)	13%	(19)	149
All Christian	68%	(655)	14%	(135)	11%	(102)	7%	(67)	959
All Non-Christian	67%	(68)	17%	(17)	10%	(10)	5%	(6)	102
Atheist	57%	(47)	26%	(21)	9%	(8)	8%	(7)	82
Agnostic/Nothing in particular	60%	(306)	15%	(77)	12%	(60)	13%	(65)	508
Something Else	62%	(228)	13%	(47)	15%	(57)	10%	(36)	368
Religious Non-Protestant/Catholic	68%	(82)	17%	(21)	10%	(12)	5%	(6)	120
Evangelical	66%	(356)	11%	(62)	14%	(79)	9%	(47)	543
Non-Evangelical	67%	(502)	15%	(114)	10%	(79)	7%	(56)	751
Community: Urban	58%	(297)	17%	(87)	14%	(73)	10%	(52)	509
Community: Suburban	68%	(637)	15%	(143)	9%	(89)	7%	(68)	937
Community: Rural	65%	(370)	12%	(68)	13%	(75)	10%	(60)	572
Employ: Private Sector	64%	(412)	18%	(118)	11%	(73)	6%	(42)	645
Employ: Government	62%	(76)	23%	(28)	7%	(8)	8%	(10)	123
Employ: Self-Employed	54%	(102)	18%	(35)	16%	(31)	12%	(22)	190
Employ: Homemaker	72%	(106)	10%	(14)	8%	(12)	10%	(15)	147
Employ: Retired	71%	(338)	13%	(61)	9%	(44)	7%	(35)	478
Employ: Unemployed	61%	(148)	11%	(27)	15%	(37)	13%	(32)	245
Employ: Other	68%	(98)	5%	(7)	14%	(20)	13%	(18)	144
Military HH: Yes	69%	(238)	15%	(52)	11%	(37)	5%	(17)	344
Military HH: No	64%	(1065)	15%	(246)	12%	(200)	10%	(163)	1675
RD/WT: Right Direction	59%	(346)	16%	(96)	14%	(86)	11%	(63)	591
RD/WT: Wrong Track	67%	(957)	14%	(202)	11%	(151)	8%	(117)	1427
Trump Job Approve	63%	(554)	16%	(141)	12%	(107)	8%	(73)	875
Trump Job Disapprove	67%	(708)	14%	(148)	11%	(118)	8%	(82)	1056

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Table SVS3_1: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?
Companies that sell alcohol

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	65%	(1303)	15%	(298)	12%	(237)	9%	(180)	2018
Trump Job Strongly Approve	64%	(327)	14%	(72)	13%	(65)	9%	(47)	511
Trump Job Somewhat Approve	62%	(227)	19%	(69)	11%	(42)	7%	(26)	364
Trump Job Somewhat Disapprove	58%	(133)	18%	(41)	14%	(32)	10%	(23)	229
Trump Job Strongly Disapprove	69%	(575)	13%	(107)	10%	(87)	7%	(59)	828
Favorable of Trump	64%	(547)	16%	(137)	12%	(100)	9%	(75)	860
Unfavorable of Trump	68%	(722)	14%	(151)	12%	(124)	7%	(70)	1066
Very Favorable of Trump	64%	(335)	15%	(77)	13%	(67)	9%	(48)	528
Somewhat Favorable of Trump	64%	(212)	18%	(60)	10%	(33)	8%	(27)	332
Somewhat Unfavorable of Trump	59%	(113)	18%	(34)	14%	(26)	9%	(18)	192
Very Unfavorable of Trump	70%	(609)	13%	(117)	11%	(97)	6%	(52)	875
#1 Issue: Economy	66%	(460)	16%	(111)	11%	(76)	7%	(48)	694
#1 Issue: Security	65%	(160)	15%	(36)	12%	(29)	9%	(23)	248
#1 Issue: Health Care	61%	(234)	13%	(49)	13%	(51)	12%	(47)	382
#1 Issue: Medicare / Social Security	71%	(204)	11%	(32)	11%	(31)	7%	(20)	287
#1 Issue: Women's Issues	54%	(36)	19%	(13)	16%	(11)	10%	(7)	66
#1 Issue: Education	66%	(73)	15%	(16)	12%	(13)	6%	(7)	110
#1 Issue: Energy	53%	(39)	19%	(14)	15%	(11)	12%	(9)	73
#1 Issue: Other	61%	(98)	17%	(27)	9%	(14)	13%	(20)	159
2018 House Vote: Democrat	68%	(475)	14%	(99)	11%	(77)	7%	(48)	700
2018 House Vote: Republican	67%	(410)	14%	(89)	10%	(62)	8%	(52)	612
2018 House Vote: Someone else	62%	(46)	18%	(13)	11%	(8)	10%	(7)	74
2016 Vote: Hillary Clinton	67%	(428)	14%	(91)	11%	(72)	8%	(48)	639
2016 Vote: Donald Trump	66%	(449)	15%	(101)	11%	(75)	8%	(51)	675
2016 Vote: Other	69%	(103)	19%	(28)	6%	(9)	6%	(8)	148
2016 Vote: Didn't Vote	59%	(324)	14%	(77)	14%	(79)	13%	(73)	553
Voted in 2014: Yes	67%	(827)	15%	(182)	11%	(133)	8%	(99)	1240
Voted in 2014: No	61%	(477)	15%	(116)	13%	(104)	10%	(82)	778

Continued on next page

Table SVS3_1: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?

Companies that sell alcohol

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	65%	(1303)	15%	(298)	12%	(237)	9%	(180)	2018
2012 Vote: Barack Obama	67%	(520)	14%	(108)	11%	(89)	7%	(57)	774
2012 Vote: Mitt Romney	64%	(320)	16%	(82)	10%	(52)	9%	(43)	496
2012 Vote: Other	66%	(57)	14%	(12)	9%	(8)	11%	(9)	86
2012 Vote: Didn't Vote	62%	(404)	14%	(94)	13%	(88)	11%	(70)	656
4-Region: Northeast	71%	(260)	13%	(49)	8%	(29)	7%	(27)	366
4-Region: Midwest	67%	(288)	15%	(63)	10%	(45)	8%	(36)	433
4-Region: South	63%	(474)	14%	(109)	13%	(97)	10%	(76)	756
4-Region: West	61%	(281)	17%	(77)	14%	(65)	9%	(41)	464
Sports fans	63%	(877)	17%	(233)	12%	(173)	8%	(105)	1388
Avid sports fans	59%	(284)	17%	(82)	17%	(81)	7%	(33)	479
Esports fans	61%	(254)	19%	(80)	13%	(55)	7%	(29)	418
F1 fans	59%	(196)	20%	(67)	13%	(44)	8%	(27)	334
IndyCar fans	63%	(294)	18%	(85)	11%	(52)	8%	(37)	468
MLB fans	65%	(675)	17%	(182)	11%	(115)	6%	(67)	1039
MLS fans	61%	(280)	21%	(96)	11%	(50)	8%	(35)	461
MotoGP fans	55%	(139)	21%	(54)	14%	(35)	9%	(24)	252
NASCAR fans	61%	(421)	19%	(128)	13%	(90)	7%	(51)	690
NBA fans	63%	(595)	15%	(145)	14%	(128)	8%	(70)	938
NFL fans	65%	(819)	18%	(222)	12%	(147)	6%	(81)	1269
NHL fans	63%	(485)	18%	(139)	12%	(92)	7%	(54)	770
UFC fans	59%	(362)	18%	(114)	15%	(92)	8%	(47)	615
WNBA fans	60%	(268)	19%	(86)	14%	(63)	7%	(31)	448
Golf fans	63%	(395)	18%	(115)	12%	(75)	7%	(42)	626
Tennis fans	59%	(186)	19%	(58)	15%	(46)	8%	(24)	315
Drinks often	67%	(224)	22%	(72)	8%	(27)	3%	(11)	333
Drinks often/sometimes	66%	(630)	19%	(184)	8%	(81)	6%	(56)	950
Cigarette smokers (often)	60%	(224)	20%	(74)	12%	(45)	9%	(33)	377
Cigarette smokers (often/sometimes)	59%	(287)	19%	(92)	13%	(65)	9%	(41)	486
Vapers (often)	64%	(59)	18%	(16)	17%	(15)	2%	(2)	92

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Table SVS3_1: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?
Companies that sell alcohol

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	65%	(1303)	15%	(298)	12%	(237)	9%	(180)	2018
Vapers (often/sometimes)	60%	(134)	20%	(44)	17%	(38)	3%	(7)	222
Dippers (often)	60%	(31)	17%	(9)	13%	(7)	10%	(5)	52
Dippers (often/sometimes)	51%	(52)	26%	(27)	15%	(15)	9%	(9)	103
Marijuana users (often)	68%	(141)	14%	(28)	14%	(29)	4%	(9)	208
Mrijuana users (often/sometimes)	62%	(239)	17%	(67)	15%	(57)	5%	(21)	384
CBD users (often)	69%	(66)	14%	(14)	14%	(13)	3%	(3)	95
CBD users (often/sometimes)	62%	(193)	19%	(59)	12%	(38)	7%	(23)	313
Gamblers (often)	57%	(45)	27%	(22)	14%	(11)	2%	(2)	79
Gamblers (often/sometimes)	60%	(203)	21%	(72)	15%	(52)	4%	(13)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS3_2: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?

Companies that sell cigarettes

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	69%	(1396)	12%	(236)	11%	(223)	8%	(164)	2018
Gender: Male	67%	(673)	15%	(147)	12%	(117)	6%	(62)	999
Gender: Female	71%	(723)	9%	(89)	10%	(106)	10%	(102)	1020
Age: 18-34	64%	(303)	15%	(69)	13%	(60)	9%	(41)	474
Age: 35-44	67%	(238)	17%	(61)	9%	(32)	8%	(27)	358
Age: 45-64	69%	(520)	10%	(78)	12%	(90)	8%	(63)	751
Age: 65+	77%	(334)	7%	(28)	9%	(41)	8%	(33)	436
GenZers: 1997-2012	67%	(61)	13%	(12)	14%	(13)	6%	(6)	91
Millennials: 1981-1996	64%	(357)	15%	(85)	11%	(63)	9%	(48)	553
GenXers: 1965-1980	66%	(386)	14%	(84)	10%	(61)	9%	(55)	586
Baby Boomers: 1946-1964	74%	(525)	8%	(53)	12%	(82)	6%	(45)	705
PID: Dem (no lean)	71%	(486)	10%	(70)	11%	(74)	8%	(54)	684
PID: Ind (no lean)	68%	(448)	13%	(83)	10%	(63)	9%	(62)	656
PID: Rep (no lean)	68%	(462)	12%	(83)	13%	(85)	7%	(48)	679
PID/Gender: Dem Men	66%	(205)	14%	(43)	13%	(40)	8%	(24)	312
PID/Gender: Dem Women	75%	(280)	7%	(27)	9%	(34)	8%	(31)	372
PID/Gender: Ind Men	71%	(230)	14%	(47)	10%	(32)	5%	(17)	326
PID/Gender: Ind Women	66%	(218)	11%	(36)	10%	(32)	14%	(45)	330
PID/Gender: Rep Men	66%	(237)	16%	(57)	12%	(45)	6%	(21)	360
PID/Gender: Rep Women	71%	(225)	8%	(26)	13%	(41)	8%	(27)	318
Ideo: Liberal (1-3)	74%	(399)	12%	(66)	8%	(44)	5%	(28)	537
Ideo: Moderate (4)	72%	(415)	10%	(59)	11%	(63)	7%	(40)	578
Ideo: Conservative (5-7)	70%	(477)	12%	(85)	10%	(71)	7%	(48)	681
Educ: < College	68%	(903)	11%	(144)	12%	(164)	9%	(122)	1333
Educ: Bachelors degree	72%	(317)	14%	(62)	8%	(36)	6%	(27)	441
Educ: Post-grad	72%	(175)	13%	(31)	9%	(23)	6%	(15)	244
Income: Under 50k	66%	(690)	11%	(116)	12%	(129)	11%	(115)	1050
Income: 50k-100k	72%	(452)	13%	(80)	10%	(66)	5%	(34)	631
Income: 100k+	75%	(255)	12%	(41)	8%	(28)	4%	(15)	338
Ethnicity: White	71%	(1156)	11%	(183)	10%	(160)	8%	(132)	1631

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Table SVS3_2: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?
Companies that sell cigarettes

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	69%	(1396)	12%	(236)	11%	(223)	8%	(164)	2018
Ethnicity: Hispanic	61%	(175)	14%	(41)	15%	(42)	11%	(30)	289
Ethnicity: Black	59%	(141)	17%	(41)	18%	(43)	6%	(14)	238
Ethnicity: Other	67%	(100)	8%	(12)	13%	(19)	12%	(18)	149
All Christian	72%	(690)	11%	(102)	11%	(107)	6%	(61)	959
All Non-Christian	69%	(70)	14%	(14)	13%	(13)	4%	(4)	102
Atheist	63%	(52)	20%	(17)	7%	(6)	9%	(7)	82
Agnostic/Nothing in particular	67%	(342)	13%	(66)	8%	(42)	12%	(59)	508
Something Else	66%	(243)	10%	(37)	15%	(55)	9%	(32)	368
Religious Non-Protestant/Catholic	71%	(85)	12%	(14)	14%	(17)	4%	(4)	120
Evangelical	68%	(368)	11%	(60)	13%	(72)	8%	(42)	543
Non-Evangelical	72%	(538)	10%	(76)	11%	(86)	7%	(51)	751
Community: Urban	63%	(320)	15%	(75)	13%	(68)	9%	(46)	509
Community: Suburban	73%	(685)	10%	(96)	10%	(91)	7%	(65)	937
Community: Rural	68%	(391)	11%	(65)	11%	(64)	9%	(53)	572
Employ: Private Sector	70%	(451)	14%	(88)	10%	(66)	6%	(40)	645
Employ: Government	63%	(78)	19%	(23)	9%	(11)	9%	(11)	123
Employ: Self-Employed	62%	(117)	15%	(29)	16%	(30)	8%	(15)	190
Employ: Homemaker	72%	(106)	9%	(13)	8%	(12)	11%	(16)	147
Employ: Retired	76%	(365)	7%	(33)	10%	(46)	7%	(33)	478
Employ: Unemployed	65%	(159)	15%	(38)	9%	(21)	11%	(27)	245
Employ: Other	65%	(94)	5%	(8)	20%	(28)	10%	(14)	144
Military HH: Yes	72%	(246)	9%	(32)	13%	(46)	6%	(20)	344
Military HH: No	69%	(1150)	12%	(204)	11%	(177)	9%	(144)	1675
RD/WT: Right Direction	62%	(368)	13%	(75)	15%	(88)	10%	(60)	591
RD/WT: Wrong Track	72%	(1028)	11%	(161)	9%	(135)	7%	(104)	1427
Trump Job Approve	67%	(582)	13%	(112)	13%	(113)	8%	(68)	875
Trump Job Disapprove	73%	(768)	11%	(119)	9%	(93)	7%	(76)	1056

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Table SVS3_2: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?
Companies that sell cigarettes

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	69%	(1396)	12%	(236)	11%	(223)	8%	(164)	2018
Trump Job Strongly Approve	66%	(335)	11%	(58)	14%	(71)	9%	(47)	511
Trump Job Somewhat Approve	68%	(247)	15%	(54)	11%	(41)	6%	(22)	364
Trump Job Somewhat Disapprove	62%	(141)	17%	(40)	12%	(27)	9%	(21)	229
Trump Job Strongly Disapprove	76%	(627)	10%	(79)	8%	(67)	7%	(55)	828
Favorable of Trump	66%	(571)	13%	(109)	13%	(109)	8%	(70)	860
Unfavorable of Trump	73%	(784)	11%	(119)	9%	(98)	6%	(66)	1066
Very Favorable of Trump	65%	(344)	12%	(61)	14%	(76)	9%	(46)	528
Somewhat Favorable of Trump	68%	(227)	15%	(48)	10%	(33)	7%	(24)	332
Somewhat Unfavorable of Trump	63%	(120)	16%	(31)	11%	(22)	9%	(18)	192
Very Unfavorable of Trump	76%	(663)	10%	(88)	9%	(76)	6%	(48)	875
#1 Issue: Economy	70%	(487)	14%	(99)	9%	(62)	7%	(47)	694
#1 Issue: Security	65%	(160)	12%	(29)	14%	(36)	9%	(22)	248
#1 Issue: Health Care	63%	(242)	13%	(51)	13%	(48)	10%	(40)	382
#1 Issue: Medicare / Social Security	79%	(226)	4%	(11)	11%	(33)	6%	(17)	287
#1 Issue: Women's Issues	66%	(44)	10%	(6)	10%	(7)	14%	(9)	66
#1 Issue: Education	71%	(78)	11%	(13)	11%	(12)	6%	(7)	110
#1 Issue: Energy	59%	(43)	14%	(10)	20%	(15)	7%	(5)	73
#1 Issue: Other	72%	(115)	11%	(17)	7%	(10)	10%	(17)	159
2018 House Vote: Democrat	75%	(523)	9%	(66)	9%	(63)	7%	(48)	700
2018 House Vote: Republican	70%	(431)	12%	(71)	10%	(63)	8%	(47)	612
2018 House Vote: Someone else	73%	(54)	6%	(4)	14%	(10)	8%	(6)	74
2016 Vote: Hillary Clinton	73%	(464)	10%	(67)	9%	(57)	8%	(51)	639
2016 Vote: Donald Trump	71%	(479)	11%	(73)	12%	(80)	6%	(42)	675
2016 Vote: Other	80%	(119)	8%	(11)	5%	(8)	7%	(10)	148
2016 Vote: Didn't Vote	60%	(334)	15%	(83)	14%	(76)	11%	(61)	553
Voted in 2014: Yes	71%	(887)	10%	(130)	11%	(131)	7%	(93)	1240
Voted in 2014: No	65%	(509)	14%	(106)	12%	(92)	9%	(71)	778

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Table SVS3_2: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?
Companies that sell cigarettes

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	69%	(1396)	12%	(236)	11%	(223)	8%	(164)	2018
2012 Vote: Barack Obama	72%	(559)	10%	(79)	10%	(79)	7%	(57)	774
2012 Vote: Mitt Romney	70%	(349)	11%	(56)	10%	(51)	8%	(40)	496
2012 Vote: Other	68%	(58)	12%	(10)	12%	(10)	8%	(7)	86
2012 Vote: Didn't Vote	65%	(426)	14%	(89)	13%	(82)	9%	(59)	656
4-Region: Northeast	74%	(271)	11%	(41)	8%	(29)	7%	(24)	366
4-Region: Midwest	72%	(314)	12%	(51)	8%	(33)	8%	(35)	433
4-Region: South	66%	(496)	13%	(99)	12%	(94)	9%	(68)	756
4-Region: West	68%	(315)	10%	(45)	14%	(66)	8%	(37)	464
Sports fans	68%	(940)	14%	(193)	12%	(164)	7%	(91)	1388
Avid sports fans	64%	(304)	15%	(70)	16%	(77)	6%	(28)	479
Esports fans	65%	(270)	15%	(65)	13%	(56)	6%	(27)	418
F1 fans	58%	(194)	24%	(79)	12%	(41)	6%	(19)	334
IndyCar fans	66%	(310)	16%	(73)	12%	(55)	6%	(30)	468
MLB fans	71%	(733)	12%	(127)	11%	(119)	6%	(59)	1039
MLS fans	68%	(313)	15%	(70)	10%	(48)	7%	(30)	461
MotoGP fans	58%	(145)	22%	(54)	14%	(34)	7%	(18)	252
NASCAR fans	66%	(456)	15%	(105)	13%	(88)	6%	(41)	690
NBA fans	68%	(641)	14%	(134)	12%	(110)	6%	(53)	938
NFL fans	70%	(883)	14%	(176)	11%	(137)	6%	(73)	1269
NHL fans	67%	(519)	14%	(110)	12%	(94)	6%	(47)	770
UFC fans	64%	(391)	16%	(97)	13%	(82)	7%	(45)	615
WNBA fans	67%	(298)	15%	(66)	13%	(58)	6%	(26)	448
Golf fans	69%	(431)	13%	(79)	13%	(81)	5%	(34)	626
Tennis fans	62%	(196)	16%	(49)	15%	(48)	7%	(21)	315
Drinks often	73%	(244)	17%	(56)	7%	(24)	3%	(10)	333
Drinks often/sometimes	73%	(691)	13%	(128)	9%	(81)	5%	(51)	950
Cigarette smokers (often)	62%	(233)	21%	(78)	11%	(40)	7%	(26)	377
Cigarette smokers (often/sometimes)	61%	(296)	21%	(100)	12%	(58)	7%	(32)	486
Vapers (often)	74%	(68)	14%	(13)	10%	(9)	2%	(2)	92

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Table SVS3_2: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?

Companies that sell cigarettes

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	69%	(1396)	12%	(236)	11%	(223)	8%	(164)	2018
Vapers (often/sometimes)	60%	(133)	22%	(49)	15%	(33)	3%	(6)	222
Dippers (often)	55%	(29)	22%	(11)	16%	(8)	7%	(4)	52
Dippers (often/sometimes)	48%	(50)	30%	(30)	16%	(16)	6%	(6)	103
Marijuana users (often)	66%	(137)	21%	(43)	9%	(19)	4%	(8)	208
Marijuana users (often/sometimes)	64%	(245)	20%	(76)	11%	(42)	5%	(21)	384
CBD users (often)	70%	(67)	16%	(15)	9%	(8)	5%	(5)	95
CBD users (often/sometimes)	65%	(203)	19%	(59)	10%	(31)	7%	(20)	313
Gamblers (often)	66%	(52)	19%	(15)	13%	(10)	2%	(2)	79
Gamblers (often/sometimes)	64%	(219)	17%	(57)	15%	(52)	4%	(13)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS3_3: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?
Companies that sell electronic cigarettes and vaping tobacco

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	69%	(1386)	11%	(224)	11%	(230)	9%	(178)	2018
Gender: Male	66%	(657)	14%	(144)	13%	(126)	7%	(72)	999
Gender: Female	71%	(729)	8%	(80)	10%	(104)	10%	(107)	1020
Age: 18-34	62%	(292)	14%	(67)	13%	(62)	11%	(52)	474
Age: 35-44	66%	(237)	16%	(56)	10%	(37)	8%	(27)	358
Age: 45-64	69%	(522)	10%	(76)	12%	(88)	9%	(65)	751
Age: 65+	77%	(335)	6%	(25)	10%	(43)	8%	(33)	436
GenZers: 1997-2012	64%	(58)	14%	(13)	10%	(9)	12%	(11)	91
Millennials: 1981-1996	63%	(350)	14%	(78)	13%	(71)	10%	(54)	553
GenXers: 1965-1980	65%	(384)	15%	(87)	10%	(61)	9%	(54)	586
Baby Boomers: 1946-1964	75%	(529)	6%	(43)	12%	(82)	7%	(50)	705
PID: Dem (no lean)	72%	(492)	9%	(65)	11%	(74)	8%	(53)	684
PID: Ind (no lean)	67%	(441)	11%	(73)	11%	(70)	11%	(72)	656
PID: Rep (no lean)	67%	(453)	13%	(86)	13%	(86)	8%	(53)	679
PID/Gender: Dem Men	67%	(210)	13%	(40)	12%	(38)	8%	(24)	312
PID/Gender: Dem Women	76%	(282)	7%	(25)	10%	(36)	8%	(29)	372
PID/Gender: Ind Men	66%	(216)	14%	(44)	13%	(41)	8%	(25)	326
PID/Gender: Ind Women	68%	(225)	9%	(29)	9%	(29)	14%	(47)	330
PID/Gender: Rep Men	64%	(231)	16%	(59)	13%	(47)	6%	(23)	360
PID/Gender: Rep Women	70%	(222)	8%	(26)	12%	(39)	10%	(30)	318
Ideo: Liberal (1-3)	74%	(397)	11%	(58)	10%	(53)	6%	(30)	537
Ideo: Moderate (4)	71%	(409)	10%	(60)	12%	(68)	7%	(41)	578
Ideo: Conservative (5-7)	69%	(472)	12%	(84)	10%	(69)	8%	(56)	681
Educ: < College	67%	(894)	10%	(139)	12%	(163)	10%	(137)	1333
Educ: Bachelors degree	73%	(322)	11%	(49)	10%	(43)	6%	(28)	441
Educ: Post-grad	70%	(170)	15%	(36)	10%	(24)	6%	(14)	244
Income: Under 50k	65%	(680)	11%	(110)	13%	(135)	12%	(124)	1050
Income: 50k-100k	72%	(453)	12%	(75)	10%	(64)	6%	(39)	631
Income: 100k+	75%	(253)	11%	(38)	9%	(31)	5%	(15)	338
Ethnicity: White	70%	(1146)	11%	(175)	10%	(170)	9%	(141)	1631

Continued on next page

Table SVS3_3: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?

Companies that sell electronic cigarettes and vaping tobacco

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	69%	(1386)	11%	(224)	11%	(230)	9%	(178)	2018
Ethnicity: Hispanic	60%	(173)	12%	(35)	16%	(47)	12%	(34)	289
Ethnicity: Black	62%	(148)	14%	(33)	17%	(42)	7%	(16)	238
Ethnicity: Other	62%	(93)	11%	(17)	12%	(18)	14%	(21)	149
All Christian	72%	(687)	10%	(98)	12%	(113)	6%	(60)	959
All Non-Christian	69%	(70)	13%	(13)	9%	(9)	10%	(10)	102
Atheist	63%	(52)	20%	(17)	8%	(7)	8%	(7)	82
Agnostic/Nothing in particular	64%	(324)	12%	(63)	11%	(54)	13%	(66)	508
Something Else	69%	(253)	9%	(32)	13%	(47)	10%	(36)	368
Religious Non-Protestant/Catholic	70%	(85)	11%	(13)	10%	(12)	9%	(10)	120
Evangelical	68%	(368)	11%	(57)	14%	(75)	8%	(42)	543
Non-Evangelical	73%	(549)	9%	(68)	11%	(80)	7%	(53)	751
Community: Urban	62%	(317)	14%	(72)	12%	(63)	11%	(56)	509
Community: Suburban	72%	(679)	11%	(103)	10%	(90)	7%	(65)	937
Community: Rural	68%	(390)	8%	(48)	13%	(77)	10%	(57)	572
Employ: Private Sector	68%	(442)	14%	(90)	11%	(71)	7%	(42)	645
Employ: Government	66%	(82)	15%	(19)	10%	(13)	8%	(10)	123
Employ: Self-Employed	58%	(110)	16%	(30)	14%	(27)	12%	(23)	190
Employ: Homemaker	72%	(106)	7%	(11)	9%	(13)	12%	(18)	147
Employ: Retired	77%	(366)	6%	(28)	10%	(49)	7%	(35)	478
Employ: Unemployed	63%	(154)	15%	(37)	11%	(26)	11%	(28)	245
Employ: Other	70%	(101)	4%	(5)	17%	(24)	9%	(14)	144
Military HH: Yes	72%	(247)	8%	(29)	13%	(43)	7%	(24)	344
Military HH: No	68%	(1139)	12%	(195)	11%	(187)	9%	(154)	1675
RD/WT: Right Direction	60%	(353)	15%	(87)	15%	(88)	11%	(63)	591
RD/WT: Wrong Track	72%	(1033)	10%	(137)	10%	(142)	8%	(116)	1427
Trump Job Approve	66%	(574)	13%	(113)	13%	(114)	8%	(74)	875
Trump Job Disapprove	73%	(771)	10%	(102)	10%	(103)	8%	(80)	1056

Continued on next page

Table SVS3_3: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?
Companies that sell electronic cigarettes and vaping tobacco

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	69%	(1386)	11%	(224)	11%	(230)	9%	(178)	2018
Trump Job Strongly Approve	64%	(329)	11%	(59)	14%	(74)	10%	(49)	511
Trump Job Somewhat Approve	67%	(245)	15%	(55)	11%	(40)	7%	(25)	364
Trump Job Somewhat Disapprove	62%	(143)	14%	(33)	14%	(32)	9%	(21)	229
Trump Job Strongly Disapprove	76%	(628)	8%	(69)	9%	(71)	7%	(59)	828
Favorable of Trump	66%	(565)	13%	(110)	12%	(106)	9%	(79)	860
Unfavorable of Trump	74%	(788)	9%	(100)	10%	(107)	7%	(71)	1066
Very Favorable of Trump	64%	(337)	12%	(66)	14%	(74)	10%	(51)	528
Somewhat Favorable of Trump	69%	(228)	13%	(44)	10%	(32)	8%	(28)	332
Somewhat Unfavorable of Trump	65%	(125)	12%	(23)	13%	(24)	10%	(19)	192
Very Unfavorable of Trump	76%	(663)	9%	(77)	9%	(83)	6%	(52)	875
#1 Issue: Economy	68%	(469)	15%	(104)	10%	(71)	7%	(50)	694
#1 Issue: Security	65%	(161)	12%	(30)	12%	(30)	11%	(27)	248
#1 Issue: Health Care	65%	(249)	9%	(35)	15%	(57)	11%	(41)	382
#1 Issue: Medicare / Social Security	79%	(226)	4%	(12)	11%	(31)	7%	(19)	287
#1 Issue: Women's Issues	66%	(43)	12%	(8)	8%	(6)	14%	(9)	66
#1 Issue: Education	75%	(82)	6%	(7)	12%	(13)	7%	(8)	110
#1 Issue: Energy	59%	(43)	19%	(14)	17%	(13)	5%	(4)	73
#1 Issue: Other	71%	(113)	10%	(16)	6%	(10)	13%	(20)	159
2018 House Vote: Democrat	75%	(525)	8%	(58)	10%	(73)	6%	(44)	700
2018 House Vote: Republican	69%	(420)	13%	(79)	11%	(65)	8%	(48)	612
2018 House Vote: Someone else	74%	(55)	4%	(3)	13%	(9)	10%	(7)	74
2016 Vote: Hillary Clinton	74%	(472)	9%	(56)	9%	(61)	8%	(50)	639
2016 Vote: Donald Trump	70%	(472)	11%	(76)	12%	(84)	6%	(44)	675
2016 Vote: Other	80%	(119)	8%	(12)	4%	(6)	8%	(12)	148
2016 Vote: Didn't Vote	59%	(324)	14%	(79)	14%	(77)	13%	(73)	553
Voted in 2014: Yes	71%	(883)	10%	(130)	11%	(135)	7%	(92)	1240
Voted in 2014: No	65%	(503)	12%	(94)	12%	(95)	11%	(86)	778

Continued on next page

Table SVS3_3: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?

Companies that sell electronic cigarettes and vaping tobacco

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	69%	(1386)	11%	(224)	11%	(230)	9%	(178)	2018
2012 Vote: Barack Obama	73%	(565)	10%	(76)	10%	(77)	7%	(56)	774
2012 Vote: Mitt Romney	69%	(342)	12%	(59)	11%	(54)	8%	(41)	496
2012 Vote: Other	67%	(57)	14%	(12)	9%	(8)	10%	(9)	86
2012 Vote: Didn't Vote	64%	(417)	12%	(76)	14%	(91)	11%	(72)	656
4-Region: Northeast	73%	(268)	11%	(41)	8%	(30)	7%	(27)	366
4-Region: Midwest	73%	(316)	9%	(40)	10%	(41)	8%	(35)	433
4-Region: South	67%	(503)	12%	(89)	12%	(89)	10%	(75)	756
4-Region: West	64%	(299)	12%	(54)	15%	(69)	9%	(41)	464
Sports fans	67%	(933)	13%	(181)	13%	(174)	7%	(100)	1388
Avid sports fans	65%	(313)	11%	(52)	18%	(84)	6%	(30)	479
Esports fans	63%	(265)	14%	(59)	15%	(65)	7%	(30)	418
F1 fans	60%	(199)	22%	(72)	12%	(39)	7%	(24)	334
IndyCar fans	66%	(310)	15%	(69)	11%	(53)	8%	(36)	468
MLB fans	69%	(721)	12%	(130)	12%	(124)	6%	(64)	1039
MLS fans	68%	(313)	14%	(63)	12%	(54)	7%	(31)	461
MotoGP fans	57%	(144)	19%	(48)	15%	(37)	9%	(23)	252
NASCAR fans	64%	(445)	16%	(109)	13%	(87)	7%	(50)	690
NBA fans	68%	(635)	13%	(124)	13%	(119)	6%	(61)	938
NFL fans	70%	(885)	12%	(158)	11%	(145)	6%	(81)	1269
NHL fans	67%	(515)	14%	(105)	13%	(102)	6%	(48)	770
UFC fans	62%	(380)	16%	(96)	14%	(88)	8%	(50)	615
WNBA fans	66%	(296)	16%	(70)	12%	(53)	6%	(29)	448
Golf fans	69%	(431)	13%	(80)	12%	(76)	6%	(39)	626
Tennis fans	63%	(199)	13%	(42)	15%	(46)	9%	(28)	315
Drinks often	73%	(244)	15%	(50)	9%	(29)	3%	(10)	333
Drinks often/sometimes	73%	(694)	12%	(116)	9%	(86)	6%	(55)	950
Cigarette smokers (often)	62%	(232)	18%	(66)	13%	(48)	8%	(30)	377
Cigarette smokers (often/sometimes)	61%	(297)	18%	(87)	13%	(63)	8%	(39)	486
Vapers (often)	60%	(56)	21%	(19)	14%	(13)	5%	(5)	92

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Table SVS3_3: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?
Companies that sell electronic cigarettes and vaping tobacco

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	69%	(1386)	11%	(224)	11%	(230)	9%	(178)	2018
Vapers (often/sometimes)	58%	(128)	23%	(50)	14%	(32)	5%	(12)	222
Dippers (often)	63%	(33)	15%	(8)	13%	(7)	8%	(4)	52
Dippers (often/sometimes)	49%	(51)	29%	(30)	14%	(14)	8%	(8)	103
Marijuana users (often)	71%	(148)	14%	(29)	11%	(24)	4%	(7)	208
Mrijuana users (often/sometimes)	66%	(253)	14%	(53)	14%	(52)	7%	(26)	384
CBD users (often)	66%	(63)	14%	(14)	15%	(14)	5%	(4)	95
CBD users (often/sometimes)	66%	(207)	16%	(51)	11%	(35)	7%	(20)	313
Gamblers (often)	46%	(36)	27%	(21)	21%	(17)	6%	(5)	79
Gamblers (often/sometimes)	61%	(209)	17%	(58)	17%	(57)	5%	(17)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS3_4: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?*Companies that sell legal marijuana*

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	61%	(1240)	16%	(329)	12%	(250)	10%	(200)	2018
Gender: Male	59%	(588)	19%	(189)	14%	(137)	8%	(85)	999
Gender: Female	64%	(652)	14%	(140)	11%	(113)	11%	(115)	1020
Age: 18-34	51%	(242)	21%	(100)	15%	(72)	13%	(60)	474
Age: 35-44	56%	(199)	23%	(83)	12%	(44)	9%	(31)	358
Age: 45-64	63%	(476)	14%	(107)	13%	(96)	10%	(73)	751
Age: 65+	74%	(322)	9%	(40)	9%	(38)	8%	(36)	436
GenZers: 1997-2012	56%	(51)	19%	(17)	14%	(12)	11%	(10)	91
Millennials: 1981-1996	51%	(282)	23%	(128)	14%	(79)	12%	(65)	553
GenXers: 1965-1980	58%	(341)	18%	(108)	13%	(75)	11%	(62)	586
Baby Boomers: 1946-1964	71%	(502)	10%	(71)	11%	(78)	8%	(54)	705
PID: Dem (no lean)	62%	(423)	17%	(114)	12%	(85)	9%	(63)	684
PID: Ind (no lean)	59%	(387)	18%	(116)	11%	(75)	12%	(78)	656
PID: Rep (no lean)	63%	(430)	15%	(100)	13%	(89)	9%	(60)	679
PID/Gender: Dem Men	59%	(183)	19%	(59)	13%	(41)	9%	(29)	312
PID/Gender: Dem Women	64%	(239)	15%	(54)	12%	(45)	9%	(33)	372
PID/Gender: Ind Men	57%	(184)	23%	(74)	11%	(35)	10%	(32)	326
PID/Gender: Ind Women	62%	(203)	13%	(42)	12%	(40)	14%	(45)	330
PID/Gender: Rep Men	61%	(220)	16%	(56)	17%	(61)	6%	(23)	360
PID/Gender: Rep Women	66%	(210)	14%	(44)	9%	(28)	11%	(36)	318
Ideo: Liberal (1-3)	62%	(334)	19%	(103)	11%	(62)	7%	(39)	537
Ideo: Moderate (4)	64%	(368)	16%	(94)	13%	(72)	8%	(43)	578
Ideo: Conservative (5-7)	65%	(446)	15%	(101)	11%	(76)	9%	(59)	681
Educ: < College	60%	(800)	15%	(202)	13%	(177)	12%	(155)	1333
Educ: Bachelors degree	64%	(282)	19%	(84)	10%	(44)	7%	(31)	441
Educ: Post-grad	65%	(157)	18%	(43)	12%	(29)	6%	(14)	244
Income: Under 50k	59%	(614)	15%	(158)	13%	(137)	13%	(140)	1050
Income: 50k-100k	64%	(402)	18%	(113)	12%	(74)	7%	(42)	631
Income: 100k+	66%	(224)	17%	(58)	11%	(38)	5%	(18)	338
Ethnicity: White	63%	(1036)	16%	(259)	11%	(183)	9%	(153)	1631

Continued on next page

Table SVS3_4: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?
Companies that sell legal marijuana

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	61%	(1240)	16%	(329)	12%	(250)	10%	(200)	2018
Ethnicity: Hispanic	50%	(145)	24%	(69)	13%	(38)	13%	(37)	289
Ethnicity: Black	51%	(122)	18%	(44)	21%	(49)	10%	(23)	238
Ethnicity: Other	55%	(82)	18%	(26)	11%	(17)	16%	(24)	149
All Christian	66%	(636)	14%	(137)	12%	(117)	7%	(70)	959
All Non-Christian	62%	(63)	21%	(22)	12%	(12)	5%	(5)	102
Atheist	54%	(44)	27%	(22)	10%	(8)	9%	(8)	82
Agnostic/Nothing in particular	54%	(276)	19%	(95)	11%	(58)	16%	(79)	508
Something Else	60%	(221)	15%	(54)	15%	(55)	10%	(38)	368
Religious Non-Protestant/Catholic	64%	(78)	20%	(24)	11%	(14)	5%	(5)	120
Evangelical	61%	(332)	15%	(82)	14%	(76)	10%	(52)	543
Non-Evangelical	66%	(498)	14%	(104)	12%	(94)	7%	(55)	751
Community: Urban	53%	(269)	20%	(100)	15%	(78)	12%	(61)	509
Community: Suburban	66%	(614)	16%	(149)	11%	(102)	8%	(72)	937
Community: Rural	62%	(356)	14%	(80)	12%	(70)	12%	(66)	572
Employ: Private Sector	59%	(378)	22%	(140)	13%	(84)	7%	(43)	645
Employ: Government	60%	(74)	17%	(21)	15%	(18)	9%	(10)	123
Employ: Self-Employed	53%	(101)	19%	(36)	17%	(31)	12%	(22)	190
Employ: Homemaker	65%	(96)	10%	(14)	9%	(13)	16%	(24)	147
Employ: Retired	74%	(355)	9%	(41)	10%	(46)	8%	(37)	478
Employ: Unemployed	54%	(133)	17%	(41)	13%	(32)	16%	(38)	245
Employ: Other	59%	(84)	15%	(22)	14%	(20)	12%	(18)	144
Military HH: Yes	68%	(235)	12%	(40)	12%	(43)	8%	(26)	344
Military HH: No	60%	(1004)	17%	(290)	12%	(207)	10%	(173)	1675
RD/WT: Right Direction	56%	(333)	16%	(95)	15%	(91)	12%	(72)	591
RD/WT: Wrong Track	64%	(907)	16%	(234)	11%	(159)	9%	(128)	1427
Trump Job Approve	61%	(536)	15%	(135)	14%	(118)	10%	(85)	875
Trump Job Disapprove	62%	(660)	18%	(185)	12%	(123)	8%	(89)	1056

Continued on next page

Table SVS3_4: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?
Companies that sell legal marijuana

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	61%	(1240)	16%	(329)	12%	(250)	10%	(200)	2018
Trump Job Strongly Approve	62%	(315)	15%	(76)	13%	(67)	10%	(52)	511
Trump Job Somewhat Approve	61%	(220)	16%	(59)	14%	(51)	9%	(34)	364
Trump Job Somewhat Disapprove	56%	(127)	20%	(45)	15%	(35)	9%	(21)	229
Trump Job Strongly Disapprove	64%	(532)	17%	(140)	11%	(88)	8%	(67)	828
Favorable of Trump	62%	(530)	16%	(135)	12%	(107)	10%	(88)	860
Unfavorable of Trump	63%	(672)	17%	(182)	12%	(130)	8%	(83)	1066
Very Favorable of Trump	63%	(335)	14%	(72)	12%	(65)	11%	(55)	528
Somewhat Favorable of Trump	59%	(196)	19%	(63)	12%	(41)	10%	(32)	332
Somewhat Unfavorable of Trump	58%	(110)	14%	(26)	19%	(36)	10%	(18)	192
Very Unfavorable of Trump	64%	(562)	18%	(155)	11%	(94)	7%	(64)	875
#1 Issue: Economy	62%	(427)	20%	(136)	10%	(68)	9%	(63)	694
#1 Issue: Security	64%	(159)	12%	(30)	14%	(34)	10%	(25)	248
#1 Issue: Health Care	53%	(204)	19%	(73)	15%	(59)	12%	(46)	382
#1 Issue: Medicare / Social Security	74%	(214)	7%	(20)	11%	(32)	8%	(22)	287
#1 Issue: Women's Issues	47%	(31)	22%	(14)	20%	(13)	12%	(8)	66
#1 Issue: Education	62%	(68)	16%	(17)	14%	(15)	9%	(10)	110
#1 Issue: Energy	51%	(37)	23%	(17)	19%	(14)	8%	(6)	73
#1 Issue: Other	63%	(100)	15%	(23)	9%	(15)	13%	(21)	159
2018 House Vote: Democrat	64%	(446)	19%	(132)	11%	(74)	7%	(48)	700
2018 House Vote: Republican	65%	(398)	14%	(87)	12%	(75)	8%	(51)	612
2018 House Vote: Someone else	63%	(47)	12%	(9)	15%	(11)	10%	(7)	74
2016 Vote: Hillary Clinton	62%	(395)	19%	(123)	10%	(66)	9%	(54)	639
2016 Vote: Donald Trump	65%	(440)	14%	(94)	13%	(87)	8%	(53)	675
2016 Vote: Other	68%	(100)	19%	(28)	9%	(13)	4%	(6)	148
2016 Vote: Didn't Vote	55%	(303)	15%	(83)	15%	(82)	15%	(86)	553
Voted in 2014: Yes	64%	(797)	17%	(210)	11%	(137)	8%	(97)	1240
Voted in 2014: No	57%	(443)	15%	(120)	14%	(113)	13%	(103)	778

Continued on next page

Table SVS3_4: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?
Companies that sell legal marijuana

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	61%	(1240)	16%	(329)	12%	(250)	10%	(200)	2018
2012 Vote: Barack Obama	63%	(486)	19%	(143)	11%	(85)	8%	(60)	774
2012 Vote: Mitt Romney	65%	(321)	14%	(71)	12%	(60)	9%	(44)	496
2012 Vote: Other	65%	(55)	13%	(11)	11%	(9)	11%	(10)	86
2012 Vote: Didn't Vote	57%	(374)	16%	(102)	14%	(94)	13%	(85)	656
4-Region: Northeast	67%	(244)	14%	(51)	11%	(41)	8%	(30)	366
4-Region: Midwest	66%	(284)	12%	(52)	12%	(54)	10%	(42)	433
4-Region: South	60%	(452)	17%	(125)	13%	(96)	11%	(83)	756
4-Region: West	56%	(259)	22%	(101)	13%	(59)	10%	(44)	464
Sports fans	60%	(833)	19%	(257)	13%	(180)	8%	(118)	1388
Avid sports fans	57%	(272)	19%	(91)	17%	(83)	7%	(33)	479
Esports fans	53%	(221)	25%	(106)	13%	(53)	9%	(39)	418
F1 fans	55%	(182)	20%	(68)	18%	(61)	7%	(23)	334
IndyCar fans	61%	(283)	20%	(92)	12%	(55)	8%	(38)	468
MLB fans	64%	(665)	17%	(178)	12%	(121)	7%	(75)	1039
MLS fans	58%	(268)	20%	(90)	15%	(67)	8%	(36)	461
MotoGP fans	50%	(126)	24%	(60)	17%	(43)	9%	(23)	252
NASCAR fans	60%	(418)	18%	(127)	13%	(88)	8%	(58)	690
NBA fans	60%	(561)	18%	(169)	14%	(132)	8%	(77)	938
NFL fans	62%	(785)	19%	(235)	12%	(151)	8%	(97)	1269
NHL fans	59%	(455)	19%	(143)	15%	(114)	8%	(58)	770
UFC fans	51%	(316)	23%	(142)	15%	(95)	10%	(62)	615
WNBA fans	56%	(252)	22%	(98)	14%	(62)	8%	(36)	448
Golf fans	64%	(399)	17%	(106)	13%	(79)	7%	(42)	626
Tennis fans	53%	(167)	22%	(70)	16%	(51)	9%	(27)	315
Drinks often	59%	(195)	25%	(82)	13%	(42)	4%	(14)	333
Drinks often/sometimes	62%	(586)	21%	(195)	11%	(106)	7%	(63)	950
Cigarette smokers (often)	56%	(212)	18%	(67)	15%	(56)	11%	(42)	377
Cigarette smokers (often/sometimes)	54%	(261)	20%	(96)	16%	(77)	11%	(53)	486
Vapers (often)	55%	(50)	24%	(22)	14%	(13)	7%	(7)	92

Continued on next page

Table SVS3_4: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?

Companies that sell legal marijuana

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	61%	(1240)	16%	(329)	12%	(250)	10%	(200)	2018
Vapers (often/sometimes)	48%	(107)	24%	(54)	21%	(46)	7%	(15)	222
Dippers (often)	52%	(27)	25%	(13)	16%	(8)	7%	(4)	52
Dippers (often/sometimes)	44%	(45)	35%	(36)	13%	(13)	9%	(9)	103
Marijuana users (often)	53%	(110)	23%	(47)	18%	(37)	7%	(14)	208
Mrijuana users (often/sometimes)	51%	(195)	25%	(97)	15%	(59)	9%	(33)	384
CBD users (often)	52%	(50)	24%	(23)	20%	(19)	4%	(3)	95
CBD users (often/sometimes)	52%	(164)	23%	(71)	17%	(54)	8%	(24)	313
Gamblers (often)	46%	(36)	27%	(21)	22%	(18)	5%	(4)	79
Gamblers (often/sometimes)	52%	(178)	25%	(85)	17%	(56)	6%	(21)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS3_5: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?
Companies that sell CBD products, such as balms, tinctures or vape cartridges

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	57%	(1158)	18%	(360)	14%	(291)	10%	(210)	2018
Gender: Male	55%	(546)	20%	(204)	16%	(160)	9%	(88)	999
Gender: Female	60%	(612)	15%	(155)	13%	(131)	12%	(122)	1020
Age: 18-34	47%	(222)	22%	(102)	18%	(86)	13%	(64)	474
Age: 35-44	52%	(186)	25%	(91)	13%	(47)	10%	(34)	358
Age: 45-64	59%	(445)	16%	(118)	15%	(114)	10%	(74)	751
Age: 65+	70%	(305)	11%	(48)	10%	(44)	9%	(39)	436
GenZers: 1997-2012	53%	(48)	18%	(17)	15%	(13)	14%	(12)	91
Millennials: 1981-1996	46%	(253)	25%	(138)	17%	(93)	13%	(69)	553
GenXers: 1965-1980	54%	(319)	19%	(113)	15%	(91)	11%	(63)	586
Baby Boomers: 1946-1964	68%	(476)	12%	(85)	13%	(90)	8%	(54)	705
PID: Dem (no lean)	58%	(397)	18%	(125)	14%	(99)	9%	(63)	684
PID: Ind (no lean)	54%	(356)	19%	(125)	13%	(86)	14%	(89)	656
PID: Rep (no lean)	60%	(405)	16%	(109)	16%	(106)	9%	(58)	679
PID/Gender: Dem Men	52%	(164)	24%	(73)	15%	(48)	9%	(27)	312
PID/Gender: Dem Women	63%	(234)	14%	(52)	14%	(51)	10%	(36)	372
PID/Gender: Ind Men	54%	(174)	21%	(67)	15%	(48)	11%	(37)	326
PID/Gender: Ind Women	55%	(181)	18%	(58)	12%	(38)	16%	(52)	330
PID/Gender: Rep Men	58%	(208)	18%	(64)	18%	(65)	7%	(24)	360
PID/Gender: Rep Women	62%	(197)	14%	(46)	13%	(42)	11%	(34)	318
Ideo: Liberal (1-3)	55%	(295)	23%	(125)	14%	(75)	8%	(43)	537
Ideo: Moderate (4)	60%	(344)	18%	(107)	13%	(75)	9%	(52)	578
Ideo: Conservative (5-7)	63%	(430)	15%	(100)	14%	(95)	8%	(57)	681
Educ: < College	57%	(756)	16%	(216)	15%	(200)	12%	(160)	1333
Educ: Bachelors degree	58%	(255)	20%	(90)	14%	(60)	8%	(36)	441
Educ: Post-grad	60%	(147)	22%	(53)	12%	(30)	6%	(14)	244
Income: Under 50k	53%	(559)	17%	(174)	16%	(168)	14%	(149)	1050
Income: 50k-100k	61%	(387)	19%	(120)	13%	(80)	7%	(44)	631
Income: 100k+	63%	(212)	20%	(66)	13%	(43)	5%	(17)	338
Ethnicity: White	59%	(966)	18%	(290)	13%	(217)	10%	(159)	1631

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Table SVS3_5: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?
Companies that sell CBD products, such as balms, tinctures or vape cartridges

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	57%	(1158)	18%	(360)	14%	(291)	10%	(210)	2018
Ethnicity: Hispanic	42%	(122)	28%	(80)	16%	(47)	14%	(39)	289
Ethnicity: Black	53%	(126)	16%	(39)	21%	(51)	10%	(23)	238
Ethnicity: Other	45%	(67)	21%	(31)	16%	(23)	19%	(28)	149
All Christian	63%	(603)	15%	(148)	14%	(133)	8%	(75)	959
All Non-Christian	57%	(58)	20%	(20)	15%	(15)	8%	(8)	102
Atheist	53%	(44)	22%	(18)	14%	(12)	10%	(8)	82
Agnostic/Nothing in particular	49%	(248)	23%	(115)	13%	(65)	16%	(80)	508
Something Else	56%	(205)	16%	(58)	18%	(67)	11%	(39)	368
Religious Non-Protestant/Catholic	59%	(71)	18%	(21)	17%	(20)	7%	(8)	120
Evangelical	60%	(324)	15%	(83)	17%	(90)	8%	(46)	543
Non-Evangelical	61%	(460)	16%	(120)	14%	(103)	9%	(68)	751
Community: Urban	49%	(247)	25%	(125)	15%	(75)	12%	(62)	509
Community: Suburban	62%	(583)	16%	(150)	14%	(128)	8%	(75)	937
Community: Rural	57%	(328)	15%	(85)	15%	(88)	13%	(72)	572
Employ: Private Sector	55%	(352)	23%	(151)	14%	(93)	8%	(50)	645
Employ: Government	56%	(69)	22%	(28)	13%	(16)	8%	(10)	123
Employ: Self-Employed	51%	(97)	17%	(33)	18%	(35)	14%	(26)	190
Employ: Homemaker	59%	(87)	13%	(19)	12%	(18)	16%	(24)	147
Employ: Retired	70%	(333)	12%	(55)	10%	(50)	8%	(40)	478
Employ: Unemployed	51%	(126)	17%	(41)	18%	(43)	14%	(35)	245
Employ: Other	51%	(73)	17%	(25)	19%	(27)	13%	(19)	144
Military HH: Yes	64%	(219)	12%	(42)	16%	(56)	8%	(27)	344
Military HH: No	56%	(940)	19%	(317)	14%	(235)	11%	(183)	1675
RD/WT: Right Direction	54%	(317)	16%	(96)	17%	(102)	13%	(76)	591
RD/WT: Wrong Track	59%	(841)	18%	(263)	13%	(189)	9%	(134)	1427
Trump Job Approve	58%	(512)	16%	(136)	16%	(138)	10%	(89)	875
Trump Job Disapprove	57%	(605)	21%	(217)	13%	(142)	9%	(92)	1056

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Table SVS3_5: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?
Companies that sell CBD products, such as balms, tinctures or vape cartridges

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	57%	(1158)	18%	(360)	14%	(291)	10%	(210)	2018
Trump Job Strongly Approve	59%	(303)	13%	(67)	17%	(87)	10%	(53)	511
Trump Job Somewhat Approve	57%	(208)	19%	(69)	14%	(51)	10%	(36)	364
Trump Job Somewhat Disapprove	47%	(107)	24%	(56)	19%	(43)	10%	(22)	229
Trump Job Strongly Disapprove	60%	(498)	19%	(161)	12%	(99)	8%	(70)	828
Favorable of Trump	59%	(503)	17%	(144)	15%	(125)	10%	(88)	860
Unfavorable of Trump	58%	(616)	20%	(210)	14%	(154)	8%	(86)	1066
Very Favorable of Trump	60%	(316)	14%	(73)	16%	(85)	10%	(54)	528
Somewhat Favorable of Trump	56%	(187)	21%	(71)	12%	(40)	10%	(34)	332
Somewhat Unfavorable of Trump	51%	(99)	20%	(39)	19%	(36)	9%	(18)	192
Very Unfavorable of Trump	59%	(518)	20%	(171)	13%	(118)	8%	(68)	875
#1 Issue: Economy	57%	(394)	21%	(148)	12%	(85)	10%	(67)	694
#1 Issue: Security	61%	(151)	15%	(37)	15%	(38)	9%	(23)	248
#1 Issue: Health Care	48%	(183)	23%	(87)	15%	(58)	14%	(54)	382
#1 Issue: Medicare / Social Security	72%	(206)	7%	(20)	15%	(43)	6%	(18)	287
#1 Issue: Women's Issues	46%	(30)	19%	(12)	20%	(13)	15%	(10)	66
#1 Issue: Education	61%	(67)	15%	(16)	15%	(16)	10%	(11)	110
#1 Issue: Energy	45%	(33)	24%	(18)	23%	(17)	8%	(6)	73
#1 Issue: Other	59%	(93)	14%	(22)	13%	(21)	14%	(23)	159
2018 House Vote: Democrat	61%	(424)	19%	(134)	13%	(88)	8%	(54)	700
2018 House Vote: Republican	62%	(379)	14%	(85)	16%	(96)	8%	(51)	612
2018 House Vote: Someone else	51%	(38)	22%	(16)	18%	(13)	10%	(7)	74
2016 Vote: Hillary Clinton	59%	(378)	20%	(130)	12%	(79)	8%	(52)	639
2016 Vote: Donald Trump	62%	(418)	14%	(96)	15%	(103)	8%	(57)	675
2016 Vote: Other	63%	(93)	18%	(27)	10%	(15)	9%	(14)	148
2016 Vote: Didn't Vote	48%	(268)	19%	(106)	16%	(91)	16%	(88)	553
Voted in 2014: Yes	61%	(756)	17%	(216)	14%	(168)	8%	(100)	1240
Voted in 2014: No	52%	(402)	18%	(144)	16%	(122)	14%	(110)	778

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Table SVS3_5: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?
Companies that sell CBD products, such as balms, tinctures or vape cartridges

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	57%	(1158)	18%	(360)	14%	(291)	10%	(210)	2018
2012 Vote: Barack Obama	60%	(467)	19%	(150)	11%	(89)	9%	(68)	774
2012 Vote: Mitt Romney	62%	(305)	15%	(72)	15%	(74)	9%	(44)	496
2012 Vote: Other	59%	(50)	19%	(17)	9%	(8)	13%	(11)	86
2012 Vote: Didn't Vote	51%	(332)	18%	(119)	18%	(119)	13%	(86)	656
4-Region: Northeast	63%	(231)	16%	(60)	13%	(48)	7%	(27)	366
4-Region: Midwest	60%	(259)	16%	(71)	14%	(59)	10%	(43)	433
4-Region: South	55%	(416)	19%	(143)	15%	(112)	11%	(85)	756
4-Region: West	54%	(252)	19%	(87)	15%	(71)	12%	(54)	464
Sports fans	56%	(771)	20%	(283)	15%	(210)	9%	(123)	1388
Avid sports fans	52%	(249)	22%	(103)	19%	(89)	8%	(39)	479
Esports fans	48%	(201)	25%	(103)	16%	(68)	11%	(46)	418
F1 fans	50%	(166)	25%	(85)	17%	(56)	8%	(28)	334
IndyCar fans	59%	(274)	18%	(86)	14%	(64)	9%	(44)	468
MLB fans	59%	(614)	19%	(198)	14%	(148)	8%	(78)	1039
MLS fans	54%	(248)	21%	(96)	17%	(80)	8%	(37)	461
MotoGP fans	47%	(118)	25%	(63)	18%	(45)	10%	(26)	252
NASCAR fans	56%	(385)	20%	(140)	15%	(105)	9%	(60)	690
NBA fans	54%	(511)	21%	(199)	16%	(149)	8%	(79)	938
NFL fans	57%	(724)	20%	(254)	15%	(185)	8%	(105)	1269
NHL fans	56%	(429)	21%	(160)	16%	(120)	8%	(60)	770
UFC fans	47%	(288)	24%	(146)	18%	(111)	11%	(71)	615
WNBA fans	54%	(241)	23%	(104)	15%	(68)	8%	(34)	448
Golf fans	59%	(368)	19%	(118)	15%	(94)	7%	(46)	626
Tennis fans	50%	(156)	25%	(78)	16%	(50)	10%	(31)	315
Drinks often	54%	(179)	27%	(89)	15%	(50)	5%	(16)	333
Drinks often/sometimes	56%	(533)	23%	(216)	14%	(134)	7%	(67)	950
Cigarette smokers (often)	53%	(198)	20%	(77)	16%	(62)	11%	(40)	377
Cigarette smokers (often/sometimes)	50%	(242)	22%	(105)	18%	(90)	10%	(49)	486
Vapers (often)	50%	(46)	26%	(24)	15%	(13)	10%	(9)	92

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Table SVS3_5: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?
Companies that sell CBD products, such as balms, tinctures or vape cartridges

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	57%	(1158)	18%	(360)	14%	(291)	10%	(210)	2018
Vapers (often/sometimes)	46%	(102)	27%	(60)	21%	(47)	6%	(13)	222
Dippers (often)	48%	(25)	24%	(12)	21%	(11)	7%	(4)	52
Dippers (often/sometimes)	44%	(45)	23%	(24)	26%	(27)	6%	(6)	103
Marijuana users (often)	46%	(96)	29%	(59)	19%	(39)	6%	(13)	208
Mrijuana users (often/sometimes)	44%	(169)	27%	(105)	19%	(73)	10%	(37)	384
CBD users (often)	43%	(41)	24%	(23)	27%	(26)	5%	(5)	95
CBD users (often/sometimes)	41%	(128)	30%	(94)	20%	(64)	9%	(27)	313
Gamblers (often)	40%	(31)	33%	(26)	22%	(17)	6%	(4)	79
Gamblers (often/sometimes)	47%	(160)	25%	(87)	22%	(74)	6%	(20)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS3_6: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?

Companies that facilitate sports and casino gambling

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	52%	(1048)	25%	(513)	12%	(235)	11%	(223)	2018
Gender: Male	49%	(492)	29%	(294)	12%	(120)	9%	(92)	999
Gender: Female	55%	(556)	21%	(219)	11%	(114)	13%	(130)	1020
Age: 18-34	40%	(191)	31%	(146)	16%	(74)	13%	(63)	474
Age: 35-44	51%	(182)	29%	(104)	9%	(31)	11%	(40)	358
Age: 45-64	54%	(406)	23%	(176)	12%	(87)	11%	(81)	751
Age: 65+	62%	(269)	20%	(87)	10%	(42)	9%	(38)	436
GenZers: 1997-2012	37%	(34)	38%	(35)	12%	(11)	13%	(12)	91
Millennials: 1981-1996	42%	(231)	31%	(173)	14%	(76)	13%	(74)	553
GenXers: 1965-1980	52%	(302)	26%	(154)	10%	(57)	13%	(73)	586
Baby Boomers: 1946-1964	60%	(425)	20%	(140)	12%	(86)	8%	(53)	705
PID: Dem (no lean)	52%	(354)	26%	(175)	11%	(75)	12%	(79)	684
PID: Ind (no lean)	49%	(324)	28%	(186)	10%	(62)	13%	(83)	656
PID: Rep (no lean)	54%	(369)	22%	(152)	14%	(97)	9%	(60)	679
PID/Gender: Dem Men	50%	(158)	27%	(85)	10%	(32)	12%	(38)	312
PID/Gender: Dem Women	53%	(197)	24%	(91)	11%	(43)	11%	(42)	372
PID/Gender: Ind Men	47%	(153)	34%	(112)	10%	(33)	8%	(27)	326
PID/Gender: Ind Women	52%	(171)	22%	(74)	9%	(29)	17%	(56)	330
PID/Gender: Rep Men	50%	(181)	27%	(97)	15%	(55)	8%	(28)	360
PID/Gender: Rep Women	59%	(189)	17%	(55)	13%	(43)	10%	(32)	318
Ideo: Liberal (1-3)	52%	(277)	30%	(159)	10%	(54)	9%	(47)	537
Ideo: Moderate (4)	55%	(317)	25%	(143)	11%	(64)	9%	(54)	578
Ideo: Conservative (5-7)	55%	(377)	24%	(163)	12%	(81)	9%	(60)	681
Educ: < College	50%	(670)	24%	(323)	12%	(160)	13%	(180)	1333
Educ: Bachelors degree	56%	(246)	28%	(124)	10%	(44)	6%	(27)	441
Educ: Post-grad	54%	(131)	27%	(66)	13%	(31)	6%	(16)	244
Income: Under 50k	50%	(529)	23%	(244)	12%	(123)	15%	(154)	1050
Income: 50k-100k	53%	(332)	27%	(172)	12%	(76)	8%	(50)	631
Income: 100k+	55%	(187)	29%	(97)	11%	(36)	5%	(18)	338
Ethnicity: White	54%	(881)	25%	(405)	11%	(179)	10%	(166)	1631

Continued on next page

Table SVS3_6: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?
Companies that facilitate sports and casino gambling

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	52%	(1048)	25%	(513)	12%	(235)	11%	(223)	2018
Ethnicity: Hispanic	37%	(108)	33%	(95)	15%	(44)	14%	(41)	289
Ethnicity: Black	45%	(108)	27%	(64)	15%	(37)	13%	(30)	238
Ethnicity: Other	39%	(59)	30%	(44)	13%	(19)	18%	(27)	149
All Christian	55%	(530)	25%	(238)	13%	(120)	7%	(72)	959
All Non-Christian	60%	(61)	22%	(22)	10%	(10)	8%	(8)	102
Atheist	46%	(38)	33%	(27)	10%	(8)	10%	(9)	82
Agnostic/Nothing in particular	45%	(228)	29%	(148)	9%	(47)	17%	(85)	508
Something Else	52%	(191)	21%	(78)	13%	(49)	13%	(49)	368
Religious Non-Protestant/Catholic	58%	(70)	20%	(24)	15%	(18)	7%	(9)	120
Evangelical	56%	(305)	21%	(114)	13%	(68)	10%	(56)	543
Non-Evangelical	53%	(397)	26%	(198)	12%	(93)	8%	(63)	751
Community: Urban	47%	(237)	29%	(149)	12%	(61)	12%	(62)	509
Community: Suburban	55%	(514)	26%	(244)	10%	(98)	9%	(81)	937
Community: Rural	52%	(297)	21%	(120)	13%	(76)	14%	(79)	572
Employ: Private Sector	52%	(334)	27%	(174)	12%	(80)	9%	(57)	645
Employ: Government	48%	(60)	32%	(40)	7%	(9)	12%	(15)	123
Employ: Self-Employed	43%	(82)	29%	(54)	16%	(30)	13%	(25)	190
Employ: Homemaker	60%	(88)	19%	(28)	9%	(13)	12%	(17)	147
Employ: Retired	62%	(294)	19%	(93)	11%	(53)	8%	(38)	478
Employ: Unemployed	41%	(101)	31%	(76)	12%	(29)	16%	(38)	245
Employ: Other	50%	(72)	23%	(33)	11%	(16)	16%	(22)	144
Military HH: Yes	55%	(188)	27%	(93)	12%	(41)	6%	(22)	344
Military HH: No	51%	(860)	25%	(420)	12%	(194)	12%	(201)	1675
RD/WT: Right Direction	50%	(297)	24%	(140)	14%	(81)	12%	(73)	591
RD/WT: Wrong Track	53%	(751)	26%	(373)	11%	(154)	10%	(150)	1427
Trump Job Approve	52%	(458)	25%	(218)	13%	(115)	10%	(85)	875
Trump Job Disapprove	53%	(557)	27%	(283)	10%	(109)	10%	(108)	1056

Continued on next page

Table SVS3_6: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?
 Companies that facilitate sports and casino gambling

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	52%	(1048)	25%	(513)	12%	(235)	11%	(223)	2018
Trump Job Strongly Approve	55%	(282)	21%	(108)	14%	(69)	10%	(52)	511
Trump Job Somewhat Approve	48%	(176)	30%	(110)	12%	(45)	9%	(33)	364
Trump Job Somewhat Disapprove	40%	(92)	36%	(82)	12%	(28)	11%	(26)	229
Trump Job Strongly Disapprove	56%	(465)	24%	(200)	10%	(81)	10%	(82)	828
Favorable of Trump	53%	(454)	24%	(204)	12%	(107)	11%	(94)	860
Unfavorable of Trump	53%	(565)	27%	(290)	11%	(116)	9%	(96)	1066
Very Favorable of Trump	54%	(286)	22%	(116)	13%	(68)	11%	(57)	528
Somewhat Favorable of Trump	51%	(169)	26%	(88)	12%	(39)	11%	(37)	332
Somewhat Unfavorable of Trump	41%	(79)	35%	(67)	12%	(23)	12%	(22)	192
Very Unfavorable of Trump	56%	(486)	26%	(223)	11%	(93)	8%	(73)	875
#1 Issue: Economy	53%	(369)	26%	(183)	10%	(68)	11%	(74)	694
#1 Issue: Security	52%	(130)	22%	(55)	15%	(36)	11%	(28)	248
#1 Issue: Health Care	46%	(174)	29%	(112)	11%	(42)	14%	(54)	382
#1 Issue: Medicare / Social Security	62%	(177)	19%	(55)	11%	(32)	8%	(23)	287
#1 Issue: Women's Issues	35%	(23)	32%	(21)	18%	(12)	16%	(10)	66
#1 Issue: Education	50%	(55)	34%	(37)	10%	(10)	7%	(7)	110
#1 Issue: Energy	40%	(29)	26%	(19)	25%	(19)	8%	(6)	73
#1 Issue: Other	57%	(91)	20%	(32)	10%	(15)	13%	(21)	159
2018 House Vote: Democrat	56%	(392)	25%	(172)	11%	(76)	9%	(60)	700
2018 House Vote: Republican	56%	(346)	21%	(128)	14%	(85)	9%	(54)	612
2018 House Vote: Someone else	50%	(37)	31%	(23)	8%	(6)	11%	(8)	74
2016 Vote: Hillary Clinton	54%	(343)	26%	(163)	11%	(68)	10%	(64)	639
2016 Vote: Donald Trump	57%	(385)	21%	(141)	14%	(94)	8%	(56)	675
2016 Vote: Other	61%	(90)	24%	(35)	5%	(7)	10%	(15)	148
2016 Vote: Didn't Vote	41%	(229)	31%	(172)	12%	(65)	16%	(87)	553
Voted in 2014: Yes	56%	(695)	24%	(292)	12%	(147)	9%	(106)	1240
Voted in 2014: No	45%	(353)	28%	(221)	11%	(88)	15%	(117)	778

Continued on next page

Table SVS3_6: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?
Companies that facilitate sports and casino gambling

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	52%	(1048)	25%	(513)	12%	(235)	11%	(223)	2018
2012 Vote: Barack Obama	55%	(424)	26%	(198)	11%	(85)	9%	(68)	774
2012 Vote: Mitt Romney	57%	(281)	22%	(108)	13%	(63)	9%	(44)	496
2012 Vote: Other	59%	(51)	18%	(16)	11%	(9)	12%	(10)	86
2012 Vote: Didn't Vote	44%	(290)	29%	(189)	12%	(77)	15%	(100)	656
4-Region: Northeast	57%	(209)	23%	(84)	9%	(34)	11%	(39)	366
4-Region: Midwest	54%	(233)	26%	(111)	11%	(46)	10%	(42)	433
4-Region: South	52%	(391)	25%	(192)	11%	(80)	12%	(93)	756
4-Region: West	46%	(214)	27%	(126)	16%	(75)	11%	(49)	464
Sports fans	49%	(684)	29%	(402)	13%	(175)	9%	(127)	1388
Avid sports fans	46%	(222)	29%	(140)	15%	(73)	9%	(44)	479
Esports fans	44%	(186)	32%	(133)	12%	(48)	12%	(51)	418
F1 fans	45%	(149)	35%	(116)	13%	(42)	8%	(27)	334
IndyCar fans	50%	(235)	28%	(133)	12%	(56)	9%	(44)	468
MLB fans	51%	(528)	29%	(299)	13%	(135)	7%	(77)	1039
MLS fans	47%	(215)	32%	(150)	12%	(55)	9%	(41)	461
MotoGP fans	41%	(104)	35%	(89)	14%	(34)	10%	(25)	252
NASCAR fans	47%	(327)	31%	(215)	12%	(86)	9%	(62)	690
NBA fans	48%	(454)	29%	(275)	13%	(119)	10%	(91)	938
NFL fans	51%	(641)	29%	(370)	12%	(154)	8%	(104)	1269
NHL fans	48%	(369)	29%	(224)	14%	(105)	9%	(72)	770
UFC fans	42%	(259)	34%	(210)	13%	(78)	11%	(68)	615
WNBA fans	48%	(215)	29%	(132)	14%	(62)	9%	(39)	448
Golf fans	51%	(322)	30%	(185)	12%	(78)	7%	(41)	626
Tennis fans	41%	(129)	32%	(102)	14%	(44)	12%	(39)	315
Drinks often	51%	(169)	33%	(111)	11%	(35)	5%	(18)	333
Drinks often/sometimes	52%	(490)	30%	(284)	10%	(95)	8%	(81)	950
Cigarette smokers (often)	52%	(197)	26%	(97)	11%	(42)	11%	(41)	377
Cigarette smokers (often/sometimes)	49%	(240)	27%	(129)	12%	(56)	13%	(61)	486
Vapers (often)	59%	(54)	26%	(24)	11%	(10)	4%	(4)	92

Continued on next page

Table SVS3_6: Consider the companies that sell the following types of products. How much of a priority should it be for companies that sell these products to avoid influencing children with their advertising and promotions?

Companies that facilitate sports and casino gambling

Demographic	Main priority		Minor priority		Not a priority at all		Don't know / No opinion		Total N
Adults	52%	(1048)	25%	(513)	12%	(235)	11%	(223)	2018
Vapers (often/sometimes)	51%	(113)	27%	(59)	15%	(34)	7%	(16)	222
Dippers (often)	59%	(30)	19%	(10)	9%	(5)	14%	(7)	52
Dippers (often/sometimes)	43%	(44)	32%	(33)	15%	(15)	10%	(10)	103
Marijuana users (often)	50%	(105)	26%	(54)	14%	(29)	10%	(20)	208
Marijuana users (often/sometimes)	46%	(178)	29%	(110)	15%	(56)	11%	(40)	384
CBD users (often)	57%	(54)	22%	(21)	16%	(15)	5%	(5)	95
CBD users (often/sometimes)	52%	(162)	26%	(83)	12%	(38)	10%	(30)	313
Gamblers (often)	45%	(35)	27%	(22)	19%	(15)	9%	(7)	79
Gamblers (often/sometimes)	45%	(153)	33%	(114)	16%	(55)	6%	(19)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS4_1: How often do you do each of the following activities?

Drink alcohol

Demographic	I do this								Total N
	I do this often		sometimes		I do this rarely		I never do this		
Adults	17%	(333)	31%	(617)	23%	(459)	30%	(609)	2018
Gender: Male	21%	(214)	31%	(309)	19%	(190)	29%	(285)	999
Gender: Female	12%	(119)	30%	(307)	26%	(269)	32%	(324)	1020
Age: 18-34	21%	(100)	34%	(160)	22%	(102)	24%	(112)	474
Age: 35-44	21%	(77)	30%	(108)	23%	(84)	25%	(89)	358
Age: 45-64	13%	(97)	30%	(225)	25%	(185)	32%	(244)	751
Age: 65+	14%	(60)	28%	(123)	20%	(88)	38%	(165)	436
GenZers: 1997-2012	18%	(16)	32%	(29)	23%	(21)	27%	(24)	91
Millennials: 1981-1996	21%	(118)	34%	(189)	21%	(117)	23%	(130)	553
GenXers: 1965-1980	18%	(104)	29%	(173)	25%	(144)	28%	(166)	586
Baby Boomers: 1946-1964	12%	(85)	30%	(209)	22%	(157)	36%	(253)	705
PID: Dem (no lean)	17%	(118)	33%	(224)	22%	(150)	28%	(192)	684
PID: Ind (no lean)	16%	(103)	29%	(193)	24%	(159)	31%	(201)	656
PID: Rep (no lean)	17%	(113)	29%	(199)	22%	(150)	32%	(216)	679
PID/Gender: Dem Men	23%	(72)	32%	(99)	17%	(52)	29%	(90)	312
PID/Gender: Dem Women	12%	(45)	34%	(125)	27%	(99)	28%	(102)	372
PID/Gender: Ind Men	20%	(64)	30%	(99)	22%	(71)	28%	(92)	326
PID/Gender: Ind Women	12%	(39)	29%	(95)	27%	(88)	33%	(109)	330
PID/Gender: Rep Men	22%	(78)	31%	(112)	19%	(67)	29%	(103)	360
PID/Gender: Rep Women	11%	(35)	27%	(87)	26%	(83)	36%	(113)	318
Ideo: Liberal (1-3)	20%	(108)	31%	(167)	25%	(133)	24%	(129)	537
Ideo: Moderate (4)	17%	(101)	33%	(188)	24%	(138)	26%	(151)	578
Ideo: Conservative (5-7)	14%	(97)	31%	(213)	20%	(133)	35%	(238)	681
Educ: < College	14%	(190)	27%	(365)	23%	(313)	35%	(465)	1333
Educ: Bachelors degree	21%	(91)	35%	(154)	23%	(100)	22%	(97)	441
Educ: Post-grad	21%	(52)	40%	(98)	19%	(47)	20%	(48)	244
Income: Under 50k	13%	(136)	25%	(267)	25%	(266)	36%	(381)	1050
Income: 50k-100k	18%	(115)	36%	(225)	20%	(126)	26%	(166)	631
Income: 100k+	25%	(83)	37%	(125)	20%	(68)	18%	(62)	338
Ethnicity: White	16%	(266)	31%	(501)	23%	(374)	30%	(490)	1631
Ethnicity: Hispanic	18%	(51)	36%	(103)	21%	(61)	25%	(72)	289

Continued on next page

Table SVS4_1: How often do you do each of the following activities?*Drink alcohol*

Demographic	I do this								Total N
	I do this often		sometimes		I do this rarely		I never do this		
Adults	17%	(333)	31%	(617)	23%	(459)	30%	(609)	2018
Ethnicity: Black	21%	(49)	26%	(61)	22%	(53)	31%	(74)	238
Ethnicity: Other	12%	(18)	36%	(54)	22%	(32)	30%	(45)	149
All Christian	16%	(151)	30%	(290)	22%	(213)	32%	(305)	959
All Non-Christian	15%	(15)	44%	(44)	22%	(22)	20%	(20)	102
Atheist	26%	(21)	22%	(18)	27%	(22)	24%	(20)	82
Agnostic/Nothing in particular	19%	(96)	32%	(164)	21%	(109)	27%	(139)	508
Something Else	14%	(51)	27%	(100)	25%	(93)	34%	(124)	368
Religious Non-Protestant/Catholic	14%	(17)	37%	(45)	21%	(25)	27%	(33)	120
Evangelical	12%	(67)	25%	(136)	23%	(124)	40%	(215)	543
Non-Evangelical	17%	(128)	33%	(251)	23%	(175)	26%	(197)	751
Community: Urban	19%	(95)	31%	(158)	22%	(110)	29%	(145)	509
Community: Suburban	15%	(140)	33%	(312)	24%	(221)	28%	(264)	937
Community: Rural	17%	(98)	26%	(147)	22%	(128)	35%	(199)	572
Employ: Private Sector	22%	(142)	34%	(218)	22%	(140)	22%	(144)	645
Employ: Government	18%	(23)	34%	(42)	27%	(34)	20%	(25)	123
Employ: Self-Employed	18%	(35)	31%	(58)	28%	(52)	23%	(45)	190
Employ: Homemaker	7%	(11)	29%	(42)	25%	(37)	39%	(57)	147
Employ: Retired	13%	(62)	27%	(130)	21%	(99)	39%	(187)	478
Employ: Unemployed	16%	(40)	28%	(68)	25%	(62)	31%	(75)	245
Employ: Other	13%	(18)	27%	(38)	22%	(32)	39%	(55)	144
Military HH: Yes	18%	(60)	28%	(96)	26%	(90)	28%	(98)	344
Military HH: No	16%	(273)	31%	(521)	22%	(369)	31%	(511)	1675
RD/WT: Right Direction	15%	(88)	31%	(185)	21%	(122)	33%	(196)	591
RD/WT: Wrong Track	17%	(245)	30%	(432)	24%	(338)	29%	(413)	1427
Trump Job Approve	15%	(132)	30%	(261)	22%	(192)	33%	(289)	875
Trump Job Disapprove	19%	(197)	31%	(332)	23%	(247)	26%	(280)	1056
Trump Job Strongly Approve	15%	(76)	27%	(140)	22%	(110)	36%	(185)	511
Trump Job Somewhat Approve	15%	(56)	33%	(122)	22%	(82)	29%	(104)	364
Trump Job Somewhat Disapprove	21%	(48)	33%	(75)	21%	(48)	25%	(58)	229
Trump Job Strongly Disapprove	18%	(149)	31%	(258)	24%	(200)	27%	(222)	828

Continued on next page

Table SVS4_1: How often do you do each of the following activities?

Drink alcohol

Demographic	I do this								Total N
	I do this often		sometimes		I do this rarely		I never do this		
Adults	17%	(333)	31%	(617)	23%	(459)	30%	(609)	2018
Favorable of Trump	15%	(132)	30%	(259)	22%	(190)	32%	(279)	860
Unfavorable of Trump	18%	(192)	31%	(336)	24%	(252)	27%	(287)	1066
Very Favorable of Trump	15%	(77)	28%	(149)	22%	(114)	35%	(187)	528
Somewhat Favorable of Trump	17%	(55)	33%	(109)	23%	(76)	28%	(91)	332
Somewhat Unfavorable of Trump	17%	(32)	33%	(62)	17%	(32)	34%	(65)	192
Very Unfavorable of Trump	18%	(160)	31%	(273)	25%	(220)	25%	(222)	875
#1 Issue: Economy	18%	(128)	35%	(242)	21%	(145)	26%	(180)	694
#1 Issue: Security	17%	(42)	32%	(79)	18%	(44)	34%	(83)	248
#1 Issue: Health Care	15%	(57)	30%	(114)	25%	(97)	30%	(114)	382
#1 Issue: Medicare / Social Security	12%	(36)	26%	(76)	24%	(70)	37%	(106)	287
#1 Issue: Women's Issues	17%	(11)	27%	(17)	21%	(14)	35%	(23)	66
#1 Issue: Education	19%	(21)	29%	(31)	21%	(23)	32%	(35)	110
#1 Issue: Energy	22%	(16)	25%	(18)	29%	(21)	23%	(17)	73
#1 Issue: Other	14%	(23)	25%	(39)	29%	(46)	32%	(51)	159
2018 House Vote: Democrat	17%	(117)	36%	(250)	23%	(160)	25%	(173)	700
2018 House Vote: Republican	16%	(101)	32%	(196)	20%	(120)	32%	(196)	612
2018 House Vote: Someone else	19%	(14)	26%	(19)	30%	(22)	26%	(19)	74
2016 Vote: Hillary Clinton	16%	(103)	33%	(212)	24%	(153)	27%	(170)	639
2016 Vote: Donald Trump	17%	(112)	31%	(206)	21%	(142)	32%	(214)	675
2016 Vote: Other	18%	(27)	36%	(53)	22%	(33)	24%	(35)	148
2016 Vote: Didn't Vote	16%	(91)	26%	(143)	24%	(130)	34%	(189)	553
Voted in 2014: Yes	16%	(201)	33%	(404)	23%	(280)	29%	(355)	1240
Voted in 2014: No	17%	(132)	27%	(212)	23%	(180)	33%	(254)	778
2012 Vote: Barack Obama	16%	(125)	34%	(262)	23%	(182)	27%	(205)	774
2012 Vote: Mitt Romney	15%	(75)	29%	(143)	21%	(104)	35%	(174)	496
2012 Vote: Other	19%	(16)	24%	(20)	31%	(27)	26%	(22)	86
2012 Vote: Didn't Vote	18%	(115)	29%	(189)	22%	(147)	31%	(205)	656

Continued on next page

Table SVS4_1: How often do you do each of the following activities?*Drink alcohol*

Demographic	I do this								Total N
	I do this often		sometimes		I do this rarely		I never do this		
Adults	17%	(333)	31%	(617)	23%	(459)	30%	(609)	2018
4-Region: Northeast	17%	(63)	32%	(116)	22%	(82)	29%	(105)	366
4-Region: Midwest	16%	(70)	31%	(134)	25%	(107)	28%	(121)	433
4-Region: South	15%	(114)	29%	(217)	23%	(177)	33%	(247)	756
4-Region: West	19%	(87)	32%	(149)	20%	(93)	29%	(135)	464
Sports fans	19%	(268)	33%	(461)	21%	(297)	26%	(361)	1388
Avid sports fans	24%	(115)	32%	(152)	17%	(83)	27%	(129)	479
Esports fans	21%	(86)	39%	(165)	20%	(83)	20%	(83)	418
F1 fans	23%	(76)	36%	(121)	18%	(59)	23%	(78)	334
IndyCar fans	18%	(86)	36%	(166)	19%	(89)	27%	(127)	468
MLB fans	20%	(207)	35%	(360)	20%	(213)	25%	(260)	1039
MLS fans	23%	(108)	36%	(167)	19%	(89)	21%	(98)	461
MotoGP fans	25%	(62)	33%	(83)	16%	(41)	26%	(65)	252
NASCAR fans	20%	(140)	33%	(230)	22%	(149)	25%	(171)	690
NBA fans	21%	(197)	33%	(308)	20%	(190)	26%	(243)	938
NFL fans	20%	(251)	33%	(412)	22%	(279)	26%	(326)	1269
NHL fans	21%	(161)	35%	(270)	22%	(166)	23%	(174)	770
UFC fans	24%	(149)	34%	(208)	20%	(120)	22%	(138)	615
WNBA fans	22%	(101)	32%	(143)	22%	(100)	23%	(104)	448
Golf fans	24%	(148)	34%	(214)	18%	(110)	25%	(154)	626
Tennis fans	24%	(76)	33%	(105)	16%	(50)	27%	(85)	315
Drinks often	100%	(333)	—	(0)	—	(0)	—	(0)	333
Drinks often/sometimes	35%	(333)	65%	(617)	—	(0)	—	(0)	950
Cigarette smokers (often)	26%	(97)	25%	(93)	22%	(84)	27%	(103)	377
Cigarette smokers (often/sometimes)	26%	(125)	29%	(141)	22%	(106)	24%	(114)	486
Vapers (often)	36%	(33)	23%	(21)	21%	(19)	21%	(19)	92
Vapers (often/sometimes)	34%	(74)	36%	(80)	14%	(32)	16%	(35)	222
Dippers (often)	49%	(25)	27%	(14)	11%	(6)	13%	(7)	52
Dippers (often/sometimes)	45%	(47)	35%	(36)	12%	(13)	7%	(8)	103
Marijuana users (often)	36%	(75)	27%	(56)	18%	(38)	18%	(38)	208
Mrijuana users (often/sometimes)	30%	(113)	38%	(145)	19%	(74)	13%	(52)	384

Continued on next page

Table SVS4_1: How often do you do each of the following activities?

Drink alcohol

Demographic	I do this often		I do this sometimes		I do this rarely		I never do this		Total N
Adults	17%	(333)	31%	(617)	23%	(459)	30%	(609)	2018
CBD users (often)	39%	(37)	23%	(22)	16%	(16)	22%	(21)	95
CBD users (often/sometimes)	26%	(82)	38%	(120)	19%	(58)	17%	(52)	313
Gamblers (often)	50%	(39)	18%	(14)	20%	(16)	13%	(10)	79
Gamblers (often/sometimes)	34%	(117)	35%	(121)	16%	(55)	14%	(48)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS4_2: How often do you do each of the following activities?
Smoke traditional tobacco cigarettes

Demographic	I do this								Total N
	I do this often		sometimes		I do this rarely		I never do this		
Adults	19%	(377)	5%	(109)	5%	(96)	71%	(1436)	2018
Gender: Male	21%	(206)	6%	(63)	7%	(67)	66%	(662)	999
Gender: Female	17%	(171)	5%	(46)	3%	(29)	76%	(774)	1020
Age: 18-34	20%	(93)	8%	(37)	9%	(43)	64%	(301)	474
Age: 35-44	28%	(100)	7%	(26)	7%	(25)	58%	(208)	358
Age: 45-64	19%	(143)	5%	(39)	3%	(21)	73%	(548)	751
Age: 65+	9%	(41)	2%	(9)	2%	(7)	87%	(379)	436
GenZers: 1997-2012	7%	(6)	5%	(5)	16%	(15)	72%	(65)	91
Millennials: 1981-1996	24%	(131)	8%	(42)	8%	(44)	61%	(336)	553
GenXers: 1965-1980	24%	(141)	5%	(31)	5%	(26)	66%	(388)	586
Baby Boomers: 1946-1964	13%	(91)	4%	(30)	2%	(11)	81%	(573)	705
PID: Dem (no lean)	17%	(120)	4%	(29)	5%	(36)	73%	(500)	684
PID: Ind (no lean)	18%	(117)	6%	(37)	4%	(29)	72%	(473)	656
PID: Rep (no lean)	21%	(141)	6%	(44)	4%	(30)	68%	(464)	679
PID/Gender: Dem Men	21%	(66)	4%	(11)	7%	(22)	68%	(213)	312
PID/Gender: Dem Women	15%	(54)	5%	(17)	4%	(14)	77%	(287)	372
PID/Gender: Ind Men	18%	(59)	6%	(19)	7%	(23)	69%	(225)	326
PID/Gender: Ind Women	17%	(57)	5%	(18)	2%	(7)	75%	(248)	330
PID/Gender: Rep Men	22%	(81)	9%	(33)	6%	(22)	62%	(225)	360
PID/Gender: Rep Women	19%	(60)	3%	(11)	3%	(8)	75%	(239)	318
Ideo: Liberal (1-3)	17%	(91)	4%	(19)	5%	(27)	74%	(400)	537
Ideo: Moderate (4)	19%	(110)	7%	(39)	5%	(27)	69%	(401)	578
Ideo: Conservative (5-7)	16%	(111)	5%	(35)	4%	(29)	74%	(506)	681
Educ: < College	22%	(298)	6%	(78)	5%	(67)	67%	(890)	1333
Educ: Bachelors degree	11%	(49)	3%	(14)	4%	(18)	82%	(360)	441
Educ: Post-grad	12%	(30)	7%	(18)	5%	(11)	76%	(185)	244
Income: Under 50k	24%	(247)	6%	(59)	5%	(50)	66%	(694)	1050
Income: 50k-100k	14%	(86)	5%	(34)	4%	(28)	77%	(483)	631
Income: 100k+	13%	(44)	5%	(16)	5%	(18)	77%	(260)	338
Ethnicity: White	19%	(308)	5%	(80)	4%	(62)	72%	(1180)	1631
Ethnicity: Hispanic	13%	(37)	8%	(24)	8%	(23)	71%	(204)	289

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Table SVS4_2: How often do you do each of the following activities?
Smoke traditional tobacco cigarettes

Demographic	I do this				Total N
	I do this often	sometimes	I do this rarely	I never do this	
Adults	19% (377)	5% (109)	5% (96)	71% (1436)	2018
Ethnicity: Black	22% (52)	7% (17)	9% (22)	62% (147)	238
Ethnicity: Other	11% (16)	8% (12)	8% (12)	73% (108)	149
All Christian	14% (132)	5% (46)	4% (38)	78% (744)	959
All Non-Christian	18% (18)	8% (8)	9% (9)	65% (66)	102
Atheist	23% (19)	2% (1)	2% (2)	73% (60)	82
Agnostic/Nothing in particular	25% (125)	5% (25)	6% (32)	64% (325)	508
Something Else	23% (83)	8% (29)	4% (15)	65% (241)	368
Religious Non-Protestant/Catholic	15% (18)	8% (9)	8% (9)	70% (84)	120
Evangelical	21% (111)	6% (34)	4% (21)	69% (377)	543
Non-Evangelical	13% (101)	5% (37)	4% (31)	77% (581)	751
Community: Urban	23% (119)	6% (29)	7% (34)	64% (326)	509
Community: Suburban	13% (119)	5% (47)	5% (47)	77% (724)	937
Community: Rural	24% (138)	6% (34)	3% (14)	67% (386)	572
Employ: Private Sector	19% (120)	6% (41)	7% (42)	69% (443)	645
Employ: Government	7% (9)	7% (8)	4% (5)	82% (101)	123
Employ: Self-Employed	22% (42)	11% (20)	8% (15)	60% (113)	190
Employ: Homemaker	29% (43)	1% (1)	4% (7)	65% (96)	147
Employ: Retired	12% (57)	2% (9)	1% (4)	85% (408)	478
Employ: Unemployed	30% (74)	5% (12)	9% (21)	56% (137)	245
Employ: Other	20% (29)	11% (17)	1% (2)	67% (97)	144
Military HH: Yes	16% (55)	5% (17)	5% (18)	74% (255)	344
Military HH: No	19% (322)	6% (93)	5% (78)	71% (1181)	1675
RD/WT: Right Direction	21% (122)	7% (44)	5% (27)	67% (398)	591
RD/WT: Wrong Track	18% (254)	5% (66)	5% (69)	73% (1038)	1427
Trump Job Approve	19% (168)	8% (69)	5% (42)	68% (596)	875
Trump Job Disapprove	18% (188)	4% (40)	4% (47)	74% (781)	1056
Trump Job Strongly Approve	22% (112)	8% (39)	4% (22)	66% (338)	511
Trump Job Somewhat Approve	15% (56)	8% (30)	5% (20)	71% (258)	364
Trump Job Somewhat Disapprove	23% (52)	4% (8)	7% (17)	66% (152)	229
Trump Job Strongly Disapprove	16% (137)	4% (32)	4% (29)	76% (629)	828

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Table SVS4_2: How often do you do each of the following activities?
Smoke traditional tobacco cigarettes

Demographic	I do this				Total N
	I do this often	sometimes	I do this rarely	I never do this	
Adults	19% (377)	5% (109)	5% (96)	71% (1436)	2018
Favorable of Trump	19% (168)	7% (62)	5% (41)	68% (589)	860
Unfavorable of Trump	17% (185)	4% (44)	5% (48)	74% (789)	1066
Very Favorable of Trump	22% (117)	7% (38)	4% (22)	66% (350)	528
Somewhat Favorable of Trump	15% (50)	7% (24)	6% (19)	72% (239)	332
Somewhat Unfavorable of Trump	20% (39)	6% (11)	7% (13)	67% (128)	192
Very Unfavorable of Trump	17% (146)	4% (33)	4% (35)	76% (661)	875
#1 Issue: Economy	20% (141)	7% (48)	6% (41)	67% (464)	694
#1 Issue: Security	20% (51)	7% (18)	7% (18)	65% (162)	248
#1 Issue: Health Care	17% (65)	5% (18)	5% (18)	74% (281)	382
#1 Issue: Medicare / Social Security	16% (45)	5% (14)	2% (6)	77% (222)	287
#1 Issue: Women's Issues	16% (10)	5% (3)	3% (2)	76% (50)	66
#1 Issue: Education	18% (20)	3% (3)	4% (5)	74% (82)	110
#1 Issue: Energy	15% (11)	6% (4)	6% (4)	74% (54)	73
#1 Issue: Other	21% (34)	1% (2)	1% (1)	77% (123)	159
2018 House Vote: Democrat	13% (88)	5% (38)	4% (30)	78% (545)	700
2018 House Vote: Republican	19% (114)	6% (39)	3% (21)	71% (437)	612
2018 House Vote: Someone else	17% (12)	4% (3)	— (0)	79% (59)	74
2016 Vote: Hillary Clinton	15% (94)	5% (29)	5% (31)	76% (485)	639
2016 Vote: Donald Trump	20% (135)	6% (39)	3% (22)	71% (479)	675
2016 Vote: Other	11% (16)	4% (5)	6% (8)	80% (118)	148
2016 Vote: Didn't Vote	24% (133)	6% (35)	6% (35)	63% (351)	553
Voted in 2014: Yes	16% (196)	6% (70)	3% (38)	75% (936)	1240
Voted in 2014: No	23% (181)	5% (39)	7% (58)	64% (501)	778
2012 Vote: Barack Obama	18% (141)	5% (38)	4% (31)	73% (564)	774
2012 Vote: Mitt Romney	15% (74)	6% (29)	3% (15)	76% (378)	496
2012 Vote: Other	21% (18)	3% (2)	5% (5)	70% (60)	86
2012 Vote: Didn't Vote	22% (142)	6% (39)	7% (46)	65% (429)	656

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Table SVS4_2: How often do you do each of the following activities?
Smoke traditional tobacco cigarettes

Demographic	I do this				Total N
	I do this often	sometimes	I do this rarely	I never do this	
Adults	19% (377)	5% (109)	5% (96)	71% (1436)	2018
4-Region: Northeast	17% (61)	7% (27)	5% (17)	71% (261)	366
4-Region: Midwest	24% (102)	5% (20)	3% (13)	69% (297)	433
4-Region: South	20% (150)	5% (35)	5% (41)	70% (531)	756
4-Region: West	14% (64)	6% (27)	6% (26)	75% (347)	464
Sports fans	19% (263)	6% (87)	6% (78)	69% (960)	1388
Avid sports fans	23% (110)	6% (30)	5% (25)	66% (314)	479
Esports fans	24% (102)	12% (49)	11% (44)	53% (223)	418
F1 fans	28% (94)	11% (38)	10% (34)	51% (169)	334
IndyCar fans	25% (117)	7% (33)	6% (27)	62% (291)	468
MLB fans	19% (193)	6% (60)	5% (50)	71% (737)	1039
MLS fans	22% (102)	8% (38)	7% (31)	63% (291)	461
MotoGP fans	31% (78)	12% (29)	10% (24)	48% (120)	252
NASCAR fans	27% (189)	8% (56)	5% (35)	59% (410)	690
NBA fans	21% (193)	7% (70)	6% (56)	66% (619)	938
NFL fans	20% (254)	7% (83)	5% (68)	68% (865)	1269
NHL fans	19% (146)	7% (50)	6% (43)	69% (532)	770
UFC fans	26% (159)	10% (62)	8% (52)	56% (342)	615
WNBA fans	25% (111)	9% (40)	6% (28)	60% (268)	448
Golf fans	19% (120)	7% (44)	7% (43)	67% (419)	626
Tennis fans	27% (84)	9% (29)	8% (25)	56% (177)	315
Drinks often	29% (97)	8% (28)	8% (27)	55% (182)	333
Drinks often/sometimes	20% (190)	8% (76)	7% (64)	65% (621)	950
Cigarette smokers (often)	100% (377)	— (0)	— (0)	— (0)	377
Cigarette smokers (often/sometimes)	77% (377)	23% (109)	— (0)	— (0)	486
Vapers (often)	44% (41)	17% (16)	8% (8)	31% (28)	92
Vapers (often/sometimes)	46% (103)	23% (51)	10% (21)	21% (47)	222
Dippers (often)	47% (24)	13% (7)	4% (2)	36% (19)	52
Dippers (often/sometimes)	47% (48)	25% (25)	8% (8)	21% (21)	103
Marijuana users (often)	45% (94)	9% (18)	9% (19)	37% (77)	208
Mrijuana users (often/sometimes)	39% (151)	14% (53)	11% (41)	36% (139)	384

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Table SVS4_2: How often do you do each of the following activities?*Smoke traditional tobacco cigarettes*

Demographic	I do this often		I do this sometimes		I do this rarely		I never do this		Total N
Adults	19%	(377)	5%	(109)	5%	(96)	71%	(1436)	2018
CBD users (often)	38%	(36)	13%	(12)	2%	(2)	47%	(45)	95
CBD users (often/sometimes)	35%	(110)	13%	(40)	7%	(21)	46%	(143)	313
Gamblers (often)	36%	(28)	16%	(13)	12%	(9)	36%	(29)	79
Gamblers (often/sometimes)	28%	(96)	13%	(44)	8%	(26)	51%	(175)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS4_3: How often do you do each of the following activities?
Vape tobacco products

Demographic	I do this								Total N
	I do this often		sometimes		I do this rarely		I never do this		
Adults	5%	(92)	6%	(129)	5%	(104)	84%	(1693)	2018
Gender: Male	6%	(62)	8%	(80)	7%	(65)	79%	(791)	999
Gender: Female	3%	(31)	5%	(49)	4%	(39)	88%	(901)	1020
Age: 18-34	9%	(45)	10%	(45)	7%	(34)	74%	(350)	474
Age: 35-44	8%	(27)	13%	(45)	9%	(33)	70%	(251)	358
Age: 45-64	3%	(20)	4%	(30)	4%	(34)	89%	(667)	751
Age: 65+	—	(0)	2%	(8)	1%	(4)	97%	(424)	436
GenZers: 1997-2012	16%	(14)	5%	(4)	5%	(4)	75%	(68)	91
Millennials: 1981-1996	8%	(44)	11%	(58)	9%	(49)	73%	(402)	553
GenXers: 1965-1980	5%	(29)	9%	(51)	6%	(35)	80%	(472)	586
Baby Boomers: 1946-1964	1%	(5)	2%	(15)	2%	(16)	95%	(668)	705
PID: Dem (no lean)	3%	(19)	7%	(45)	5%	(36)	85%	(584)	684
PID: Ind (no lean)	6%	(40)	5%	(34)	5%	(34)	84%	(548)	656
PID: Rep (no lean)	5%	(33)	7%	(51)	5%	(35)	83%	(560)	679
PID/Gender: Dem Men	4%	(13)	10%	(31)	4%	(13)	82%	(255)	312
PID/Gender: Dem Women	2%	(7)	4%	(13)	6%	(23)	88%	(329)	372
PID/Gender: Ind Men	8%	(25)	5%	(17)	7%	(23)	80%	(261)	326
PID/Gender: Ind Women	5%	(15)	5%	(17)	3%	(11)	87%	(287)	330
PID/Gender: Rep Men	7%	(25)	9%	(32)	8%	(29)	76%	(275)	360
PID/Gender: Rep Women	3%	(9)	6%	(18)	2%	(6)	90%	(285)	318
Ideo: Liberal (1-3)	5%	(26)	9%	(50)	6%	(31)	80%	(430)	537
Ideo: Moderate (4)	4%	(25)	6%	(32)	5%	(31)	85%	(489)	578
Ideo: Conservative (5-7)	3%	(23)	5%	(35)	4%	(28)	87%	(595)	681
Educ: < College	5%	(67)	6%	(77)	6%	(79)	83%	(1111)	1333
Educ: Bachelors degree	3%	(11)	7%	(33)	3%	(15)	87%	(382)	441
Educ: Post-grad	6%	(14)	8%	(19)	4%	(11)	82%	(199)	244
Income: Under 50k	4%	(45)	6%	(59)	7%	(70)	83%	(875)	1050
Income: 50k-100k	4%	(28)	7%	(46)	3%	(18)	85%	(539)	631
Income: 100k+	6%	(19)	7%	(24)	5%	(16)	82%	(278)	338
Ethnicity: White	5%	(81)	6%	(96)	5%	(87)	84%	(1367)	1631
Ethnicity: Hispanic	5%	(16)	9%	(25)	6%	(19)	79%	(229)	289

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Table SVS4_3: How often do you do each of the following activities?*Vape tobacco products*

Demographic	I do this				Total N
	I do this often	sometimes	I do this rarely	I never do this	
Adults	5% (92)	6% (129)	5% (104)	84% (1693)	2018
Ethnicity: Black	2% (5)	10% (23)	3% (7)	85% (203)	238
Ethnicity: Other	4% (6)	7% (10)	7% (10)	82% (122)	149
All Christian	3% (30)	7% (63)	5% (44)	86% (823)	959
All Non-Christian	4% (4)	14% (14)	7% (7)	75% (77)	102
Atheist	9% (7)	7% (6)	3% (3)	81% (66)	82
Agnostic/Nothing in particular	7% (35)	6% (32)	6% (32)	81% (410)	508
Something Else	4% (16)	4% (16)	5% (19)	86% (317)	368
Religious Non-Protestant/Catholic	4% (5)	11% (14)	6% (7)	78% (94)	120
Evangelical	3% (15)	7% (36)	5% (28)	85% (464)	543
Non-Evangelical	4% (27)	5% (40)	5% (34)	86% (649)	751
Community: Urban	6% (31)	7% (35)	7% (37)	80% (406)	509
Community: Suburban	3% (30)	7% (62)	4% (40)	86% (806)	937
Community: Rural	5% (31)	6% (33)	5% (27)	84% (481)	572
Employ: Private Sector	6% (40)	8% (51)	6% (40)	80% (515)	645
Employ: Government	7% (9)	5% (6)	3% (4)	85% (104)	123
Employ: Self-Employed	5% (10)	12% (22)	9% (17)	74% (141)	190
Employ: Homemaker	3% (4)	5% (8)	6% (8)	86% (127)	147
Employ: Retired	1% (3)	2% (8)	1% (3)	97% (463)	478
Employ: Unemployed	7% (17)	6% (15)	9% (22)	78% (192)	245
Employ: Other	6% (8)	10% (14)	6% (8)	79% (114)	144
Military HH: Yes	4% (12)	4% (13)	4% (14)	88% (304)	344
Military HH: No	5% (80)	7% (116)	5% (90)	83% (1388)	1675
RD/WT: Right Direction	5% (31)	8% (45)	8% (47)	79% (469)	591
RD/WT: Wrong Track	4% (62)	6% (84)	4% (58)	86% (1224)	1427
Trump Job Approve	5% (44)	7% (59)	5% (47)	83% (724)	875
Trump Job Disapprove	4% (43)	6% (64)	5% (51)	85% (899)	1056
Trump Job Strongly Approve	5% (27)	7% (35)	5% (25)	83% (423)	511
Trump Job Somewhat Approve	5% (17)	7% (24)	6% (22)	83% (301)	364
Trump Job Somewhat Disapprove	3% (6)	9% (20)	6% (15)	82% (188)	229
Trump Job Strongly Disapprove	4% (37)	5% (44)	4% (36)	86% (711)	828

Continued on next page

Table SVS4_3: How often do you do each of the following activities?

Vape tobacco products

Demographic	I do this				Total N
	I do this often	sometimes	I do this rarely	I never do this	
Adults	5% (92)	6% (129)	5% (104)	84% (1693)	2018
Favorable of Trump	5% (43)	7% (61)	5% (47)	83% (710)	860
Unfavorable of Trump	5% (48)	6% (62)	5% (52)	85% (905)	1066
Very Favorable of Trump	6% (31)	7% (36)	6% (30)	82% (430)	528
Somewhat Favorable of Trump	4% (12)	7% (24)	5% (16)	84% (279)	332
Somewhat Unfavorable of Trump	5% (10)	8% (16)	3% (7)	83% (159)	192
Very Unfavorable of Trump	4% (38)	5% (46)	5% (45)	85% (746)	875
#1 Issue: Economy	5% (37)	7% (48)	6% (42)	82% (568)	694
#1 Issue: Security	5% (12)	13% (32)	3% (7)	80% (197)	248
#1 Issue: Health Care	4% (14)	6% (21)	10% (36)	81% (310)	382
#1 Issue: Medicare / Social Security	1% (2)	2% (6)	2% (6)	95% (273)	287
#1 Issue: Women's Issues	6% (4)	12% (8)	3% (2)	80% (52)	66
#1 Issue: Education	10% (11)	6% (7)	3% (3)	81% (89)	110
#1 Issue: Energy	3% (2)	5% (4)	9% (7)	83% (60)	73
#1 Issue: Other	7% (10)	2% (4)	1% (2)	90% (143)	159
2018 House Vote: Democrat	3% (21)	5% (38)	4% (31)	87% (610)	700
2018 House Vote: Republican	4% (26)	8% (51)	5% (28)	83% (507)	612
2018 House Vote: Someone else	3% (2)	6% (4)	7% (5)	84% (63)	74
2016 Vote: Hillary Clinton	3% (21)	6% (36)	4% (26)	87% (556)	639
2016 Vote: Donald Trump	5% (32)	7% (48)	5% (34)	83% (561)	675
2016 Vote: Other	5% (7)	4% (5)	1% (2)	90% (133)	148
2016 Vote: Didn't Vote	6% (31)	7% (41)	8% (42)	79% (440)	553
Voted in 2014: Yes	4% (52)	6% (75)	4% (52)	86% (1061)	1240
Voted in 2014: No	5% (40)	7% (54)	7% (52)	81% (632)	778
2012 Vote: Barack Obama	4% (31)	6% (45)	6% (43)	85% (655)	774
2012 Vote: Mitt Romney	5% (23)	7% (33)	3% (16)	85% (423)	496
2012 Vote: Other	4% (3)	4% (3)	4% (3)	89% (76)	86
2012 Vote: Didn't Vote	5% (34)	7% (47)	6% (42)	81% (534)	656

Continued on next page

Table SVS4_3: How often do you do each of the following activities?*Vape tobacco products*

Demographic	I do this								Total N
	I do this often		sometimes		I do this rarely		I never do this		
Adults	5%	(92)	6%	(129)	5%	(104)	84%	(1693)	2018
4-Region: Northeast	6%	(20)	7%	(26)	6%	(20)	82%	(300)	366
4-Region: Midwest	5%	(20)	5%	(23)	5%	(21)	85%	(369)	433
4-Region: South	3%	(26)	6%	(43)	5%	(40)	86%	(648)	756
4-Region: West	6%	(27)	8%	(38)	5%	(23)	81%	(376)	464
Sports fans	5%	(66)	8%	(105)	6%	(82)	82%	(1135)	1388
Avid sports fans	6%	(29)	8%	(40)	7%	(36)	78%	(375)	479
Esports fans	9%	(40)	13%	(56)	11%	(46)	66%	(276)	418
F1 fans	12%	(40)	16%	(53)	9%	(29)	64%	(213)	334
IndyCar fans	8%	(36)	10%	(49)	7%	(32)	75%	(352)	468
MLB fans	5%	(55)	7%	(69)	6%	(65)	82%	(849)	1039
MLS fans	8%	(37)	12%	(57)	7%	(30)	73%	(336)	461
MotoGP fans	12%	(31)	22%	(54)	10%	(25)	56%	(141)	252
NASCAR fans	7%	(47)	9%	(63)	8%	(57)	76%	(523)	690
NBA fans	6%	(56)	8%	(77)	6%	(60)	79%	(746)	938
NFL fans	5%	(70)	8%	(97)	6%	(74)	81%	(1027)	1269
NHL fans	6%	(49)	8%	(64)	7%	(50)	79%	(608)	770
UFC fans	10%	(59)	11%	(69)	10%	(59)	70%	(429)	615
WNBA fans	8%	(34)	12%	(54)	7%	(30)	74%	(330)	448
Golf fans	7%	(43)	9%	(55)	6%	(37)	78%	(491)	626
Tennis fans	10%	(31)	15%	(49)	6%	(20)	68%	(216)	315
Drinks often	10%	(33)	12%	(42)	8%	(28)	69%	(231)	333
Drinks often/sometimes	6%	(54)	11%	(101)	7%	(63)	77%	(733)	950
Cigarette smokers (often)	11%	(41)	16%	(62)	14%	(52)	59%	(222)	377
Cigarette smokers (often/sometimes)	12%	(56)	20%	(97)	14%	(66)	55%	(266)	486
Vapers (often)	100%	(92)	—	(0)	—	(0)	—	(0)	92
Vapers (often/sometimes)	42%	(92)	58%	(129)	—	(0)	—	(0)	222
Dippers (often)	30%	(15)	28%	(15)	1%	(1)	41%	(21)	52
Dippers (often/sometimes)	22%	(23)	37%	(38)	10%	(10)	31%	(32)	103
Marijuana users (often)	18%	(38)	15%	(31)	12%	(26)	54%	(112)	208
Mrijuana users (often/sometimes)	12%	(47)	17%	(66)	14%	(56)	56%	(215)	384

Continued on next page

Table SVS4_3: How often do you do each of the following activities?
Vape tobacco products

Demographic	I do this often		I do this sometimes		I do this rarely		I never do this		Total N
Adults	5%	(92)	6%	(129)	5%	(104)	84%	(1693)	2018
CBD users (often)	24%	(23)	23%	(22)	9%	(9)	44%	(42)	95
CBD users (often/sometimes)	12%	(39)	21%	(65)	11%	(33)	56%	(177)	313
Gamblers (often)	19%	(15)	20%	(16)	13%	(10)	49%	(38)	79
Gamblers (often/sometimes)	10%	(36)	16%	(56)	7%	(25)	66%	(224)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS4_4: How often do you do each of the following activities?
Use chewing or dipping tobacco

Demographic	I do this								Total N
	I do this often		sometimes		I do this rarely		I never do this		
Adults	3%	(52)	3%	(51)	3%	(58)	92%	(1857)	2018
Gender: Male	5%	(46)	5%	(47)	5%	(47)	86%	(859)	999
Gender: Female	1%	(6)	—	(4)	1%	(11)	98%	(999)	1020
Age: 18-34	4%	(17)	3%	(13)	5%	(22)	89%	(422)	474
Age: 35-44	6%	(23)	7%	(26)	6%	(21)	81%	(288)	358
Age: 45-64	1%	(11)	2%	(12)	2%	(14)	95%	(714)	751
Age: 65+	—	(1)	—	(2)	—	(1)	99%	(433)	436
GenZers: 1997-2012	—	(0)	3%	(3)	4%	(4)	93%	(84)	91
Millennials: 1981-1996	4%	(25)	4%	(20)	5%	(27)	87%	(482)	553
GenXers: 1965-1980	4%	(24)	4%	(26)	4%	(24)	88%	(513)	586
Baby Boomers: 1946-1964	—	(3)	—	(2)	—	(3)	99%	(696)	705
PID: Dem (no lean)	2%	(14)	1%	(7)	2%	(15)	95%	(648)	684
PID: Ind (no lean)	3%	(19)	2%	(11)	3%	(16)	93%	(609)	656
PID: Rep (no lean)	3%	(18)	5%	(34)	4%	(26)	88%	(600)	679
PID/Gender: Dem Men	4%	(14)	2%	(6)	3%	(10)	91%	(283)	312
PID/Gender: Dem Women	—	(0)	—	(1)	2%	(6)	98%	(365)	372
PID/Gender: Ind Men	4%	(14)	3%	(8)	5%	(15)	89%	(289)	326
PID/Gender: Ind Women	2%	(6)	1%	(3)	—	(1)	97%	(320)	330
PID/Gender: Rep Men	5%	(18)	9%	(33)	6%	(22)	80%	(287)	360
PID/Gender: Rep Women	—	(0)	—	(0)	1%	(4)	99%	(313)	318
Ideo: Liberal (1-3)	3%	(14)	2%	(12)	3%	(16)	92%	(494)	537
Ideo: Moderate (4)	1%	(8)	2%	(11)	3%	(19)	93%	(540)	578
Ideo: Conservative (5-7)	3%	(20)	4%	(24)	3%	(21)	90%	(615)	681
Educ: < College	2%	(30)	1%	(17)	3%	(39)	94%	(1247)	1333
Educ: Bachelors degree	3%	(13)	3%	(15)	2%	(10)	91%	(403)	441
Educ: Post-grad	4%	(9)	8%	(19)	4%	(9)	85%	(208)	244
Income: Under 50k	2%	(26)	2%	(16)	3%	(34)	93%	(973)	1050
Income: 50k-100k	2%	(14)	2%	(16)	2%	(15)	93%	(587)	631
Income: 100k+	4%	(12)	6%	(19)	3%	(9)	88%	(297)	338
Ethnicity: White	3%	(42)	3%	(45)	3%	(46)	92%	(1498)	1631
Ethnicity: Hispanic	3%	(10)	2%	(7)	5%	(14)	89%	(258)	289

Continued on next page

Table SVS4_4: How often do you do each of the following activities?
Use chewing or dipping tobacco

Demographic	I do this						Total N		
	I do this often		sometimes		I do this rarely			I never do this	
Adults	3%	(52)	3%	(51)	3%	(58)	92%	(1857)	2018
Ethnicity: Black	3%	(6)	2%	(4)	2%	(4)	94%	(224)	238
Ethnicity: Other	2%	(3)	2%	(2)	5%	(8)	91%	(135)	149
All Christian	2%	(21)	3%	(32)	2%	(19)	92%	(887)	959
All Non-Christian	6%	(6)	7%	(7)	6%	(6)	81%	(82)	102
Atheist	4%	(3)	—	(0)	3%	(3)	93%	(76)	82
Agnostic/Nothing in particular	2%	(12)	2%	(8)	3%	(18)	93%	(470)	508
Something Else	3%	(9)	1%	(5)	3%	(13)	93%	(341)	368
Religious Non-Protestant/Catholic	6%	(7)	6%	(7)	5%	(6)	83%	(100)	120
Evangelical	3%	(17)	3%	(16)	2%	(13)	91%	(496)	543
Non-Evangelical	1%	(10)	2%	(18)	2%	(19)	94%	(704)	751
Community: Urban	4%	(18)	4%	(22)	5%	(25)	87%	(444)	509
Community: Suburban	2%	(15)	2%	(21)	2%	(18)	94%	(883)	937
Community: Rural	3%	(18)	2%	(9)	3%	(15)	93%	(530)	572
Employ: Private Sector	4%	(23)	5%	(35)	5%	(31)	86%	(555)	645
Employ: Government	2%	(2)	2%	(2)	2%	(3)	94%	(116)	123
Employ: Self-Employed	4%	(7)	3%	(6)	5%	(10)	88%	(167)	190
Employ: Homemaker	1%	(2)	—	(0)	—	(1)	98%	(144)	147
Employ: Retired	—	(2)	—	(2)	—	(1)	99%	(473)	478
Employ: Unemployed	4%	(10)	1%	(3)	3%	(7)	92%	(226)	245
Employ: Other	4%	(6)	2%	(2)	3%	(5)	91%	(132)	144
Military HH: Yes	1%	(4)	1%	(5)	1%	(3)	96%	(332)	344
Military HH: No	3%	(47)	3%	(47)	3%	(55)	91%	(1526)	1675
RD/WT: Right Direction	3%	(20)	6%	(36)	6%	(33)	85%	(502)	591
RD/WT: Wrong Track	2%	(32)	1%	(16)	2%	(25)	95%	(1355)	1427
Trump Job Approve	3%	(29)	5%	(41)	4%	(31)	88%	(774)	875
Trump Job Disapprove	2%	(20)	1%	(10)	2%	(23)	95%	(1003)	1056
Trump Job Strongly Approve	4%	(20)	6%	(30)	3%	(17)	87%	(443)	511
Trump Job Somewhat Approve	2%	(8)	3%	(11)	4%	(14)	91%	(331)	364
Trump Job Somewhat Disapprove	1%	(2)	2%	(5)	4%	(9)	93%	(212)	229
Trump Job Strongly Disapprove	2%	(18)	1%	(4)	2%	(14)	96%	(791)	828

Continued on next page

Table SVS4_4: How often do you do each of the following activities?
Use chewing or dipping tobacco

Demographic	I do this								Total N
	I do this often		sometimes		I do this rarely		I never do this		
Adults	3%	(52)	3%	(51)	3%	(58)	92%	(1857)	2018
Favorable of Trump	3%	(28)	5%	(40)	4%	(33)	88%	(759)	860
Unfavorable of Trump	2%	(18)	1%	(11)	2%	(22)	95%	(1014)	1066
Very Favorable of Trump	4%	(23)	6%	(31)	3%	(18)	86%	(455)	528
Somewhat Favorable of Trump	2%	(5)	3%	(8)	4%	(14)	91%	(304)	332
Somewhat Unfavorable of Trump	1%	(2)	3%	(6)	3%	(6)	93%	(177)	192
Very Unfavorable of Trump	2%	(16)	1%	(6)	2%	(16)	96%	(837)	875
#1 Issue: Economy	2%	(15)	3%	(22)	4%	(30)	90%	(627)	694
#1 Issue: Security	5%	(13)	3%	(6)	2%	(5)	90%	(223)	248
#1 Issue: Health Care	3%	(11)	3%	(13)	2%	(8)	92%	(350)	382
#1 Issue: Medicare / Social Security	1%	(3)	1%	(3)	1%	(4)	96%	(277)	287
#1 Issue: Women's Issues	1%	(1)	5%	(3)	2%	(1)	92%	(61)	66
#1 Issue: Education	7%	(8)	3%	(4)	2%	(2)	88%	(97)	110
#1 Issue: Energy	1%	(1)	1%	(1)	8%	(6)	91%	(66)	73
#1 Issue: Other	1%	(1)	—	(0)	1%	(2)	98%	(156)	159
2018 House Vote: Democrat	2%	(16)	1%	(8)	2%	(14)	94%	(661)	700
2018 House Vote: Republican	2%	(14)	5%	(32)	4%	(22)	89%	(543)	612
2018 House Vote: Someone else	2%	(1)	—	(0)	1%	(1)	97%	(72)	74
2016 Vote: Hillary Clinton	2%	(15)	1%	(9)	2%	(13)	94%	(601)	639
2016 Vote: Donald Trump	3%	(20)	5%	(35)	4%	(26)	88%	(595)	675
2016 Vote: Other	1%	(1)	—	(1)	2%	(2)	97%	(144)	148
2016 Vote: Didn't Vote	3%	(16)	1%	(7)	3%	(17)	93%	(514)	553
Voted in 2014: Yes	2%	(30)	3%	(39)	2%	(30)	92%	(1141)	1240
Voted in 2014: No	3%	(21)	2%	(12)	4%	(28)	92%	(717)	778
2012 Vote: Barack Obama	2%	(15)	2%	(15)	2%	(19)	94%	(726)	774
2012 Vote: Mitt Romney	4%	(18)	5%	(25)	3%	(13)	89%	(440)	496
2012 Vote: Other	2%	(1)	—	(0)	5%	(4)	94%	(80)	86
2012 Vote: Didn't Vote	3%	(17)	2%	(11)	3%	(22)	92%	(606)	656

Continued on next page

**Table SVS4_4: How often do you do each of the following activities?
Use chewing or dipping tobacco**

Demographic	I do this				Total N
	I do this often	sometimes	I do this rarely	I never do this	
Adults	3% (52)	3% (51)	3% (58)	92% (1857)	2018
4-Region: Northeast	3% (11)	4% (15)	3% (9)	90% (330)	366
4-Region: Midwest	1% (5)	2% (10)	3% (13)	94% (404)	433
4-Region: South	4% (27)	2% (14)	3% (24)	91% (692)	756
4-Region: West	2% (9)	3% (13)	2% (11)	93% (431)	464
Sports fans	3% (43)	3% (47)	4% (52)	90% (1246)	1388
Avid sports fans	5% (24)	5% (22)	5% (25)	85% (408)	479
Esports fans	5% (22)	8% (35)	6% (24)	80% (337)	418
F1 fans	8% (26)	10% (33)	8% (26)	75% (250)	334
IndyCar fans	5% (25)	7% (31)	5% (22)	83% (390)	468
MLB fans	4% (39)	4% (40)	4% (38)	89% (923)	1039
MLS fans	4% (21)	6% (29)	6% (27)	83% (384)	461
MotoGP fans	9% (22)	13% (32)	7% (19)	71% (179)	252
NASCAR fans	5% (34)	6% (43)	5% (38)	83% (576)	690
NBA fans	4% (34)	4% (37)	5% (43)	88% (824)	938
NFL fans	3% (41)	3% (44)	4% (47)	90% (1137)	1269
NHL fans	4% (29)	5% (37)	4% (27)	88% (676)	770
UFC fans	6% (37)	7% (42)	6% (39)	81% (497)	615
WNBA fans	4% (17)	6% (25)	6% (26)	85% (380)	448
Golf fans	4% (27)	6% (40)	4% (27)	85% (532)	626
Tennis fans	6% (17)	9% (29)	6% (20)	79% (248)	315
Drinks often	8% (25)	6% (21)	5% (16)	81% (271)	333
Drinks often/sometimes	4% (39)	5% (43)	4% (38)	87% (830)	950
Cigarette smokers (often)	6% (24)	6% (24)	7% (27)	80% (301)	377
Cigarette smokers (often/sometimes)	6% (31)	9% (43)	7% (33)	78% (379)	486
Vapers (often)	17% (15)	8% (8)	7% (6)	68% (63)	92
Vapers (often/sometimes)	14% (30)	14% (31)	8% (17)	65% (144)	222
Dippers (often)	100% (52)	— (0)	— (0)	— (0)	52
Dippers (often/sometimes)	50% (52)	50% (51)	— (0)	— (0)	103
Marijuana users (often)	7% (15)	5% (10)	4% (8)	84% (174)	208
Mrijuana users (often/sometimes)	6% (23)	8% (29)	7% (26)	80% (306)	384

Continued on next page

Table SVS4_4: How often do you do each of the following activities?*Use chewing or dipping tobacco*

Demographic	I do this								Total N
	I do this often		sometimes		I do this rarely		I never do this		
Adults	3%	(52)	3%	(51)	3%	(58)	92%	(1857)	2018
CBD users (often)	11%	(11)	12%	(11)	5%	(5)	72%	(68)	95
CBD users (often/sometimes)	7%	(23)	7%	(23)	7%	(21)	78%	(246)	313
Gamblers (often)	12%	(9)	5%	(4)	4%	(3)	79%	(62)	79
Gamblers (often/sometimes)	6%	(21)	8%	(29)	5%	(17)	81%	(274)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS4_5: How often do you do each of the following activities?
Smoke or ingest marijuana products

Demographic	I do this								Total N
	I do this often		sometimes		I do this rarely		I never do this		
Adults	10%	(208)	9%	(176)	9%	(187)	72%	(1447)	2018
Gender: Male	12%	(125)	11%	(115)	10%	(98)	66%	(661)	999
Gender: Female	8%	(83)	6%	(62)	9%	(90)	77%	(786)	1020
Age: 18-34	20%	(95)	16%	(74)	14%	(65)	51%	(240)	474
Age: 35-44	14%	(51)	12%	(41)	13%	(47)	61%	(218)	358
Age: 45-64	6%	(45)	6%	(46)	7%	(56)	80%	(604)	751
Age: 65+	4%	(16)	4%	(16)	4%	(20)	88%	(385)	436
GenZers: 1997-2012	17%	(16)	18%	(16)	9%	(8)	56%	(50)	91
Millennials: 1981-1996	20%	(110)	14%	(78)	14%	(76)	52%	(289)	553
GenXers: 1965-1980	8%	(50)	8%	(47)	10%	(58)	74%	(432)	586
Baby Boomers: 1946-1964	5%	(32)	5%	(34)	6%	(45)	84%	(594)	705
PID: Dem (no lean)	13%	(87)	8%	(53)	8%	(57)	71%	(487)	684
PID: Ind (no lean)	11%	(75)	11%	(70)	12%	(79)	66%	(431)	656
PID: Rep (no lean)	7%	(45)	8%	(53)	8%	(52)	78%	(529)	679
PID/Gender: Dem Men	16%	(51)	11%	(33)	7%	(22)	66%	(207)	312
PID/Gender: Dem Women	10%	(37)	5%	(20)	9%	(35)	75%	(280)	372
PID/Gender: Ind Men	13%	(42)	14%	(44)	12%	(38)	62%	(202)	326
PID/Gender: Ind Women	10%	(33)	8%	(26)	13%	(42)	70%	(229)	330
PID/Gender: Rep Men	9%	(32)	10%	(37)	11%	(38)	70%	(253)	360
PID/Gender: Rep Women	4%	(13)	5%	(16)	4%	(13)	87%	(276)	318
Ideo: Liberal (1-3)	14%	(74)	10%	(52)	12%	(66)	64%	(345)	537
Ideo: Moderate (4)	10%	(57)	11%	(63)	8%	(49)	71%	(409)	578
Ideo: Conservative (5-7)	5%	(36)	7%	(45)	7%	(47)	81%	(553)	681
Educ: < College	12%	(161)	10%	(128)	9%	(116)	70%	(928)	1333
Educ: Bachelors degree	7%	(32)	7%	(33)	9%	(42)	76%	(335)	441
Educ: Post-grad	6%	(15)	6%	(15)	12%	(30)	75%	(184)	244
Income: Under 50k	13%	(135)	10%	(103)	8%	(83)	69%	(728)	1050
Income: 50k-100k	7%	(45)	8%	(51)	12%	(76)	73%	(459)	631
Income: 100k+	8%	(28)	7%	(22)	8%	(28)	77%	(260)	338
Ethnicity: White	9%	(144)	8%	(134)	10%	(166)	73%	(1187)	1631
Ethnicity: Hispanic	11%	(31)	16%	(47)	10%	(28)	63%	(183)	289

Continued on next page

Table SVS4_5: How often do you do each of the following activities?
Smoke or ingest marijuana products

Demographic	I do this								Total N
	I do this often		sometimes		I do this rarely		I never do this		
Adults	10%	(208)	9%	(176)	9%	(187)	72%	(1447)	2018
Ethnicity: Black	24%	(57)	9%	(22)	3%	(7)	64%	(152)	238
Ethnicity: Other	4%	(6)	14%	(20)	10%	(14)	72%	(108)	149
All Christian	6%	(53)	5%	(47)	7%	(72)	82%	(787)	959
All Non-Christian	10%	(10)	13%	(14)	11%	(11)	66%	(67)	102
Atheist	16%	(13)	8%	(7)	11%	(9)	65%	(54)	82
Agnostic/Nothing in particular	16%	(79)	15%	(74)	11%	(58)	58%	(296)	508
Something Else	14%	(52)	9%	(35)	10%	(37)	66%	(243)	368
Religious Non-Protestant/Catholic	8%	(10)	11%	(14)	9%	(11)	71%	(86)	120
Evangelical	9%	(47)	7%	(37)	8%	(42)	77%	(417)	543
Non-Evangelical	7%	(56)	6%	(45)	9%	(67)	78%	(584)	751
Community: Urban	14%	(71)	12%	(61)	10%	(49)	64%	(328)	509
Community: Suburban	8%	(72)	8%	(71)	10%	(98)	74%	(696)	937
Community: Rural	11%	(65)	8%	(44)	7%	(40)	74%	(424)	572
Employ: Private Sector	10%	(63)	8%	(50)	11%	(72)	71%	(460)	645
Employ: Government	13%	(16)	4%	(5)	12%	(15)	71%	(88)	123
Employ: Self-Employed	13%	(24)	18%	(35)	13%	(24)	56%	(107)	190
Employ: Homemaker	8%	(11)	8%	(11)	6%	(9)	78%	(115)	147
Employ: Retired	5%	(24)	5%	(22)	5%	(22)	86%	(411)	478
Employ: Unemployed	21%	(51)	15%	(36)	9%	(23)	55%	(135)	245
Employ: Other	11%	(17)	8%	(11)	15%	(21)	66%	(95)	144
Military HH: Yes	10%	(36)	5%	(17)	8%	(28)	77%	(263)	344
Military HH: No	10%	(172)	10%	(160)	10%	(159)	71%	(1184)	1675
RD/WT: Right Direction	8%	(45)	9%	(52)	8%	(48)	75%	(445)	591
RD/WT: Wrong Track	11%	(162)	9%	(124)	10%	(139)	70%	(1002)	1427
Trump Job Approve	8%	(73)	8%	(70)	8%	(66)	76%	(666)	875
Trump Job Disapprove	12%	(125)	9%	(97)	10%	(106)	69%	(728)	1056
Trump Job Strongly Approve	7%	(36)	7%	(36)	5%	(26)	81%	(412)	511
Trump Job Somewhat Approve	10%	(37)	9%	(34)	11%	(40)	70%	(254)	364
Trump Job Somewhat Disapprove	13%	(29)	11%	(24)	10%	(22)	67%	(154)	229
Trump Job Strongly Disapprove	12%	(96)	9%	(73)	10%	(84)	69%	(575)	828

Continued on next page

**Table SVS4_5: How often do you do each of the following activities?
Smoke or ingest marijuana products**

Demographic	I do this				Total N
	I do this often	sometimes	I do this rarely	I never do this	
Adults	10% (208)	9% (176)	9% (187)	72% (1447)	2018
Favorable of Trump	8% (67)	8% (72)	8% (69)	76% (651)	860
Unfavorable of Trump	12% (132)	9% (92)	10% (106)	69% (737)	1066
Very Favorable of Trump	8% (41)	8% (41)	6% (33)	78% (412)	528
Somewhat Favorable of Trump	8% (26)	9% (31)	11% (36)	72% (239)	332
Somewhat Unfavorable of Trump	14% (26)	8% (15)	11% (21)	67% (129)	192
Very Unfavorable of Trump	12% (106)	9% (77)	10% (85)	69% (607)	875
#1 Issue: Economy	9% (63)	11% (79)	11% (75)	69% (478)	694
#1 Issue: Security	10% (25)	8% (19)	7% (17)	75% (186)	248
#1 Issue: Health Care	11% (41)	9% (36)	8% (29)	72% (276)	382
#1 Issue: Medicare / Social Security	9% (25)	4% (10)	6% (17)	82% (235)	287
#1 Issue: Women's Issues	19% (12)	9% (6)	10% (7)	62% (41)	66
#1 Issue: Education	13% (14)	3% (4)	16% (18)	68% (75)	110
#1 Issue: Energy	14% (10)	16% (12)	17% (13)	53% (39)	73
#1 Issue: Other	11% (18)	7% (11)	8% (13)	74% (118)	159
2018 House Vote: Democrat	10% (72)	9% (62)	9% (64)	72% (502)	700
2018 House Vote: Republican	7% (42)	6% (39)	7% (45)	79% (486)	612
2018 House Vote: Someone else	12% (9)	11% (8)	10% (8)	67% (49)	74
2016 Vote: Hillary Clinton	11% (72)	8% (49)	8% (51)	73% (466)	639
2016 Vote: Donald Trump	6% (38)	6% (44)	9% (60)	79% (533)	675
2016 Vote: Other	11% (16)	12% (18)	13% (20)	64% (94)	148
2016 Vote: Didn't Vote	15% (80)	12% (66)	10% (57)	63% (351)	553
Voted in 2014: Yes	9% (110)	7% (82)	8% (96)	77% (952)	1240
Voted in 2014: No	13% (97)	12% (94)	12% (92)	64% (495)	778
2012 Vote: Barack Obama	12% (89)	9% (67)	10% (77)	70% (541)	774
2012 Vote: Mitt Romney	5% (25)	5% (24)	6% (28)	85% (419)	496
2012 Vote: Other	5% (4)	10% (9)	10% (8)	75% (64)	86
2012 Vote: Didn't Vote	14% (89)	11% (75)	11% (74)	64% (418)	656

Continued on next page

**Table SVS4_5: How often do you do each of the following activities?
Smoke or ingest marijuana products**

Demographic	I do this								Total N
	I do this often		sometimes		I do this rarely		I never do this		
Adults	10%	(208)	9%	(176)	9%	(187)	72%	(1447)	2018
4-Region: Northeast	9%	(33)	8%	(28)	9%	(34)	74%	(272)	366
4-Region: Midwest	10%	(43)	8%	(35)	8%	(34)	74%	(321)	433
4-Region: South	10%	(72)	9%	(72)	8%	(61)	73%	(551)	756
4-Region: West	13%	(60)	9%	(42)	13%	(58)	65%	(304)	464
Sports fans	12%	(164)	10%	(139)	10%	(134)	69%	(951)	1388
Avid sports fans	17%	(80)	12%	(56)	10%	(48)	61%	(294)	479
Esports fans	19%	(80)	16%	(69)	12%	(52)	52%	(217)	418
F1 fans	17%	(58)	14%	(46)	12%	(40)	57%	(190)	334
IndyCar fans	11%	(50)	12%	(57)	10%	(48)	67%	(313)	468
MLB fans	11%	(116)	9%	(98)	10%	(105)	69%	(720)	1039
MLS fans	15%	(70)	14%	(64)	12%	(58)	58%	(270)	461
MotoGP fans	15%	(37)	15%	(38)	17%	(44)	53%	(133)	252
NASCAR fans	12%	(84)	13%	(89)	11%	(73)	64%	(445)	690
NBA fans	14%	(128)	11%	(103)	11%	(100)	65%	(607)	938
NFL fans	12%	(156)	10%	(124)	10%	(128)	68%	(860)	1269
NHL fans	12%	(93)	11%	(81)	11%	(89)	66%	(507)	770
UFC fans	19%	(118)	16%	(99)	12%	(74)	53%	(324)	615
WNBA fans	16%	(73)	13%	(60)	11%	(48)	60%	(267)	448
Golf fans	11%	(70)	11%	(71)	10%	(62)	68%	(423)	626
Tennis fans	15%	(48)	15%	(46)	12%	(37)	58%	(183)	315
Drinks often	23%	(75)	11%	(38)	14%	(48)	52%	(173)	333
Drinks often/sometimes	14%	(131)	13%	(127)	12%	(116)	61%	(575)	950
Cigarette smokers (often)	25%	(94)	15%	(57)	13%	(47)	47%	(179)	377
Cigarette smokers (often/sometimes)	23%	(112)	19%	(92)	12%	(59)	46%	(223)	486
Vapers (often)	42%	(38)	9%	(8)	12%	(11)	37%	(34)	92
Vapers (often/sometimes)	31%	(70)	20%	(43)	13%	(29)	36%	(79)	222
Dippers (often)	29%	(15)	15%	(8)	15%	(8)	40%	(21)	52
Dippers (often/sometimes)	25%	(26)	26%	(26)	17%	(17)	33%	(34)	103
Marijuana users (often)	100%	(208)	—	(0)	—	(0)	—	(0)	208
Mrijuana users (often/sometimes)	54%	(208)	46%	(176)	—	(0)	—	(0)	384

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**Table SVS4_5: How often do you do each of the following activities?
Smoke or ingest marijuana products**

Demographic	I do this often		I do this sometimes		I do this rarely		I never do this		Total N
Adults	10%	(208)	9%	(176)	9%	(187)	72%	(1447)	2018
CBD users (often)	53%	(50)	23%	(22)	10%	(9)	14%	(14)	95
CBD users (often/sometimes)	35%	(110)	27%	(84)	12%	(36)	27%	(84)	313
Gamblers (often)	27%	(21)	17%	(13)	14%	(11)	43%	(34)	79
Gamblers (often/sometimes)	19%	(66)	18%	(61)	11%	(39)	52%	(176)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS4_6: How often do you do each of the following activities?

Use CBD products, such as balms, tinctures or vape cartridges

Demographic	I do this								Total N
	I do this often		sometimes		I do this rarely		I never do this		
Adults	5%	(95)	11%	(218)	10%	(205)	74%	(1500)	2018
Gender: Male	6%	(60)	12%	(124)	12%	(115)	70%	(700)	999
Gender: Female	3%	(35)	9%	(94)	9%	(90)	79%	(801)	1020
Age: 18-34	7%	(34)	15%	(72)	16%	(78)	61%	(290)	474
Age: 35-44	8%	(28)	17%	(59)	14%	(49)	62%	(222)	358
Age: 45-64	3%	(25)	8%	(61)	8%	(63)	80%	(603)	751
Age: 65+	2%	(8)	6%	(26)	4%	(16)	89%	(386)	436
GenZers: 1997-2012	7%	(6)	15%	(13)	15%	(14)	63%	(57)	91
Millennials: 1981-1996	7%	(40)	16%	(90)	16%	(86)	61%	(337)	553
GenXers: 1965-1980	5%	(30)	11%	(64)	11%	(67)	73%	(426)	586
Baby Boomers: 1946-1964	3%	(18)	7%	(48)	5%	(37)	85%	(601)	705
PID: Dem (no lean)	5%	(31)	12%	(79)	9%	(61)	75%	(513)	684
PID: Ind (no lean)	5%	(33)	10%	(68)	13%	(85)	72%	(469)	656
PID: Rep (no lean)	5%	(31)	10%	(71)	9%	(59)	76%	(518)	679
PID/Gender: Dem Men	5%	(15)	14%	(45)	7%	(21)	74%	(231)	312
PID/Gender: Dem Women	4%	(16)	9%	(35)	11%	(40)	76%	(282)	372
PID/Gender: Ind Men	7%	(23)	9%	(28)	16%	(54)	68%	(221)	326
PID/Gender: Ind Women	3%	(10)	12%	(40)	10%	(32)	75%	(249)	330
PID/Gender: Rep Men	6%	(21)	14%	(51)	11%	(40)	69%	(248)	360
PID/Gender: Rep Women	3%	(9)	6%	(20)	6%	(18)	85%	(271)	318
Ideo: Liberal (1-3)	6%	(34)	16%	(83)	12%	(65)	66%	(355)	537
Ideo: Moderate (4)	4%	(22)	10%	(58)	11%	(63)	75%	(435)	578
Ideo: Conservative (5-7)	4%	(30)	8%	(56)	7%	(47)	81%	(548)	681
Educ: < College	4%	(59)	12%	(154)	10%	(132)	74%	(988)	1333
Educ: Bachelors degree	6%	(24)	8%	(36)	10%	(46)	76%	(335)	441
Educ: Post-grad	5%	(11)	12%	(29)	11%	(27)	73%	(177)	244
Income: Under 50k	4%	(43)	11%	(118)	10%	(108)	74%	(780)	1050
Income: 50k-100k	4%	(28)	12%	(74)	10%	(66)	73%	(463)	631
Income: 100k+	7%	(24)	8%	(26)	9%	(32)	76%	(257)	338
Ethnicity: White	5%	(82)	10%	(170)	10%	(167)	74%	(1212)	1631
Ethnicity: Hispanic	5%	(15)	17%	(50)	15%	(42)	63%	(182)	289

Continued on next page

Table SVS4_6: How often do you do each of the following activities?
Use CBD products, such as balms, tinctures or vape cartridges

Demographic	I do this				Total N
	I do this often	sometimes	I do this rarely	I never do this	
Adults	5% (95)	11% (218)	10% (205)	74% (1500)	2018
Ethnicity: Black	4% (10)	10% (23)	8% (20)	78% (185)	238
Ethnicity: Other	2% (3)	17% (25)	12% (17)	70% (104)	149
All Christian	3% (32)	9% (90)	8% (72)	80% (766)	959
All Non-Christian	9% (9)	11% (11)	13% (13)	67% (68)	102
Atheist	7% (6)	11% (9)	10% (8)	72% (59)	82
Agnostic/Nothing in particular	5% (27)	13% (66)	15% (75)	67% (339)	508
Something Else	6% (21)	12% (42)	10% (36)	73% (269)	368
Religious Non-Protestant/Catholic	9% (10)	10% (12)	12% (14)	70% (84)	120
Evangelical	4% (20)	12% (65)	9% (48)	76% (410)	543
Non-Evangelical	4% (29)	9% (65)	8% (60)	80% (597)	751
Community: Urban	5% (24)	14% (69)	12% (64)	69% (352)	509
Community: Suburban	5% (43)	10% (97)	9% (88)	76% (709)	937
Community: Rural	5% (28)	9% (52)	9% (53)	77% (440)	572
Employ: Private Sector	5% (32)	11% (74)	12% (76)	72% (464)	645
Employ: Government	4% (5)	4% (5)	10% (12)	83% (102)	123
Employ: Self-Employed	8% (15)	18% (34)	19% (37)	55% (105)	190
Employ: Homemaker	3% (4)	11% (17)	7% (10)	79% (116)	147
Employ: Retired	3% (15)	5% (23)	4% (17)	88% (423)	478
Employ: Unemployed	7% (17)	16% (39)	15% (37)	62% (153)	245
Employ: Other	4% (6)	17% (24)	9% (13)	70% (101)	144
Military HH: Yes	4% (13)	6% (20)	8% (28)	82% (283)	344
Military HH: No	5% (82)	12% (198)	11% (177)	73% (1217)	1675
RD/WT: Right Direction	5% (27)	11% (62)	9% (51)	76% (450)	591
RD/WT: Wrong Track	5% (68)	11% (156)	11% (154)	74% (1050)	1427
Trump Job Approve	4% (39)	11% (94)	9% (82)	75% (660)	875
Trump Job Disapprove	5% (55)	11% (121)	10% (108)	73% (773)	1056
Trump Job Strongly Approve	5% (24)	10% (52)	7% (36)	78% (400)	511
Trump Job Somewhat Approve	4% (15)	12% (42)	13% (46)	71% (260)	364
Trump Job Somewhat Disapprove	4% (9)	12% (27)	9% (20)	76% (173)	229
Trump Job Strongly Disapprove	5% (45)	11% (94)	11% (88)	73% (600)	828

Continued on next page

Table SVS4_6: How often do you do each of the following activities?
Use CBD products, such as balms, tinctures or vape cartridges

Demographic	I do this								Total N
	I do this often		sometimes		I do this rarely		I never do this		
Adults	5%	(95)	11%	(218)	10%	(205)	74%	(1500)	2018
Favorable of Trump	4%	(36)	11%	(92)	9%	(81)	76%	(650)	860
Unfavorable of Trump	5%	(57)	11%	(119)	10%	(111)	73%	(780)	1066
Very Favorable of Trump	5%	(27)	11%	(55)	8%	(43)	76%	(402)	528
Somewhat Favorable of Trump	3%	(10)	11%	(37)	11%	(38)	75%	(248)	332
Somewhat Unfavorable of Trump	6%	(11)	9%	(16)	11%	(20)	75%	(143)	192
Very Unfavorable of Trump	5%	(45)	12%	(103)	10%	(90)	73%	(636)	875
#1 Issue: Economy	3%	(23)	13%	(90)	11%	(76)	73%	(505)	694
#1 Issue: Security	3%	(8)	14%	(35)	9%	(22)	74%	(183)	248
#1 Issue: Health Care	7%	(27)	9%	(35)	12%	(44)	72%	(276)	382
#1 Issue: Medicare / Social Security	4%	(12)	6%	(16)	3%	(9)	87%	(250)	287
#1 Issue: Women's Issues	8%	(5)	5%	(3)	23%	(15)	64%	(42)	66
#1 Issue: Education	5%	(5)	10%	(11)	12%	(14)	73%	(80)	110
#1 Issue: Energy	8%	(6)	14%	(10)	17%	(12)	62%	(45)	73
#1 Issue: Other	6%	(9)	11%	(17)	8%	(13)	75%	(120)	159
2018 House Vote: Democrat	5%	(34)	11%	(80)	10%	(69)	74%	(517)	700
2018 House Vote: Republican	5%	(32)	9%	(57)	7%	(44)	78%	(480)	612
2018 House Vote: Someone else	8%	(6)	12%	(9)	18%	(13)	62%	(46)	74
2016 Vote: Hillary Clinton	5%	(33)	10%	(64)	9%	(60)	75%	(482)	639
2016 Vote: Donald Trump	4%	(30)	10%	(68)	8%	(57)	77%	(520)	675
2016 Vote: Other	7%	(11)	11%	(17)	17%	(25)	64%	(95)	148
2016 Vote: Didn't Vote	4%	(22)	12%	(69)	11%	(62)	72%	(400)	553
Voted in 2014: Yes	5%	(65)	10%	(120)	8%	(103)	77%	(952)	1240
Voted in 2014: No	4%	(30)	13%	(98)	13%	(102)	70%	(548)	778
2012 Vote: Barack Obama	6%	(44)	11%	(85)	10%	(77)	73%	(568)	774
2012 Vote: Mitt Romney	5%	(24)	9%	(43)	6%	(31)	80%	(397)	496
2012 Vote: Other	5%	(4)	7%	(6)	7%	(6)	80%	(69)	86
2012 Vote: Didn't Vote	3%	(21)	13%	(83)	14%	(91)	70%	(462)	656

Continued on next page

Table SVS4_6: How often do you do each of the following activities?
Use CBD products, such as balms, tinctures or vape cartridges

Demographic	I do this								Total N
	I do this often		sometimes		I do this rarely		I never do this		
Adults	5%	(95)	11%	(218)	10%	(205)	74%	(1500)	2018
4-Region: Northeast	5%	(17)	12%	(44)	10%	(37)	73%	(268)	366
4-Region: Midwest	4%	(19)	9%	(41)	8%	(34)	78%	(339)	433
4-Region: South	4%	(33)	10%	(74)	10%	(75)	76%	(575)	756
4-Region: West	6%	(27)	13%	(60)	13%	(59)	69%	(318)	464
Sports fans	5%	(70)	12%	(161)	11%	(157)	72%	(1000)	1388
Avid sports fans	8%	(36)	14%	(66)	10%	(47)	69%	(330)	479
Esports fans	9%	(36)	20%	(82)	17%	(72)	55%	(230)	418
F1 fans	10%	(32)	19%	(64)	13%	(43)	58%	(195)	334
IndyCar fans	6%	(28)	13%	(62)	11%	(51)	70%	(327)	468
MLB fans	6%	(57)	11%	(117)	11%	(119)	72%	(745)	1039
MLS fans	8%	(36)	17%	(79)	14%	(64)	61%	(283)	461
MotoGP fans	10%	(25)	20%	(51)	17%	(44)	53%	(132)	252
NASCAR fans	5%	(37)	15%	(104)	12%	(82)	68%	(467)	690
NBA fans	5%	(51)	13%	(118)	12%	(116)	70%	(653)	938
NFL fans	5%	(69)	12%	(156)	12%	(147)	71%	(897)	1269
NHL fans	6%	(45)	13%	(101)	12%	(90)	69%	(534)	770
UFC fans	9%	(53)	18%	(110)	15%	(90)	59%	(362)	615
WNBA fans	7%	(29)	15%	(68)	13%	(59)	65%	(291)	448
Golf fans	7%	(41)	12%	(74)	11%	(69)	71%	(442)	626
Tennis fans	8%	(26)	19%	(59)	16%	(52)	57%	(178)	315
Drinks often	11%	(37)	14%	(46)	14%	(47)	61%	(204)	333
Drinks often/sometimes	6%	(59)	15%	(144)	15%	(141)	64%	(606)	950
Cigarette smokers (often)	10%	(36)	20%	(74)	11%	(43)	60%	(225)	377
Cigarette smokers (often/sometimes)	10%	(48)	21%	(102)	14%	(70)	55%	(267)	486
Vapers (often)	24%	(23)	18%	(16)	20%	(19)	37%	(35)	92
Vapers (often/sometimes)	20%	(45)	26%	(59)	19%	(41)	35%	(77)	222
Dippers (often)	20%	(11)	25%	(13)	17%	(9)	37%	(19)	52
Dippers (often/sometimes)	21%	(22)	24%	(24)	25%	(26)	30%	(31)	103
Marijuana users (often)	24%	(50)	29%	(59)	18%	(37)	29%	(61)	208
Mrijuana users (often/sometimes)	19%	(72)	32%	(121)	21%	(80)	29%	(110)	384

Continued on next page

Table SVS4_6: How often do you do each of the following activities?

Use CBD products, such as balms, tinctures or vape cartridges

Demographic	I do this often		I do this sometimes		I do this rarely		I never do this		Total N
Adults	5%	(95)	11%	(218)	10%	(205)	74%	(1500)	2018
CBD users (often)	100%	(95)	—	(0)	—	(0)	—	(0)	95
CBD users (often/sometimes)	30%	(95)	70%	(218)	—	(0)	—	(0)	313
Gamblers (often)	14%	(11)	17%	(13)	25%	(20)	44%	(35)	79
Gamblers (often/sometimes)	11%	(37)	18%	(63)	16%	(55)	54%	(186)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVS4_7: How often do you do each of the following activities?
Bet on sports, casino games, slots or other games of chance

Demographic	I do this								Total N
	I do this often		sometimes		I do this rarely		I never do this		
Adults	4%	(79)	13%	(262)	19%	(378)	64%	(1299)	2018
Gender: Male	6%	(58)	18%	(178)	20%	(197)	57%	(565)	999
Gender: Female	2%	(21)	8%	(83)	18%	(182)	72%	(734)	1020
Age: 18-34	6%	(28)	13%	(64)	20%	(96)	60%	(286)	474
Age: 35-44	7%	(23)	18%	(63)	19%	(69)	57%	(202)	358
Age: 45-64	3%	(21)	12%	(92)	19%	(143)	66%	(496)	751
Age: 65+	2%	(7)	10%	(44)	16%	(70)	72%	(315)	436
GenZers: 1997-2012	—	(0)	10%	(9)	18%	(16)	73%	(66)	91
Millennials: 1981-1996	7%	(37)	14%	(80)	21%	(117)	58%	(320)	553
GenXers: 1965-1980	4%	(26)	15%	(86)	19%	(112)	62%	(362)	586
Baby Boomers: 1946-1964	2%	(16)	10%	(72)	18%	(123)	70%	(494)	705
PID: Dem (no lean)	4%	(25)	10%	(72)	20%	(134)	66%	(453)	684
PID: Ind (no lean)	3%	(19)	15%	(97)	17%	(109)	66%	(431)	656
PID: Rep (no lean)	5%	(35)	14%	(93)	20%	(135)	61%	(415)	679
PID/Gender: Dem Men	5%	(15)	14%	(44)	16%	(51)	65%	(203)	312
PID/Gender: Dem Women	3%	(11)	7%	(28)	22%	(83)	67%	(250)	372
PID/Gender: Ind Men	5%	(16)	20%	(66)	20%	(64)	55%	(180)	326
PID/Gender: Ind Women	1%	(3)	9%	(31)	14%	(45)	76%	(251)	330
PID/Gender: Rep Men	8%	(28)	19%	(68)	23%	(82)	51%	(182)	360
PID/Gender: Rep Women	2%	(7)	8%	(25)	17%	(54)	73%	(233)	318
Ideo: Liberal (1-3)	5%	(26)	13%	(70)	20%	(110)	62%	(332)	537
Ideo: Moderate (4)	4%	(25)	15%	(86)	17%	(96)	64%	(370)	578
Ideo: Conservative (5-7)	3%	(21)	12%	(84)	19%	(132)	65%	(444)	681
Educ: < College	4%	(47)	12%	(163)	19%	(250)	66%	(873)	1333
Educ: Bachelors degree	3%	(15)	16%	(72)	18%	(80)	62%	(275)	441
Educ: Post-grad	7%	(16)	11%	(27)	20%	(49)	62%	(151)	244
Income: Under 50k	3%	(30)	12%	(125)	17%	(179)	68%	(715)	1050
Income: 50k-100k	4%	(27)	14%	(86)	20%	(124)	62%	(394)	631
Income: 100k+	6%	(22)	15%	(50)	22%	(76)	56%	(190)	338
Ethnicity: White	4%	(60)	12%	(203)	19%	(309)	65%	(1059)	1631
Ethnicity: Hispanic	4%	(12)	14%	(39)	19%	(55)	63%	(182)	289

Continued on next page

Table SVS4_7: How often do you do each of the following activities?
Bet on sports, casino games, slots or other games of chance

Demographic	I do this								Total N
	I do this often		sometimes		I do this rarely		I never do this		
Adults	4%	(79)	13%	(262)	19%	(378)	64%	(1299)	2018
Ethnicity: Black	6%	(14)	19%	(44)	14%	(34)	62%	(147)	238
Ethnicity: Other	3%	(5)	10%	(14)	24%	(36)	63%	(94)	149
All Christian	3%	(30)	13%	(124)	18%	(177)	65%	(628)	959
All Non-Christian	9%	(9)	21%	(22)	17%	(17)	53%	(53)	102
Atheist	3%	(3)	12%	(9)	15%	(13)	70%	(57)	82
Agnostic/Nothing in particular	5%	(25)	11%	(54)	20%	(104)	64%	(325)	508
Something Else	3%	(12)	14%	(53)	18%	(67)	64%	(236)	368
Religious Non-Protestant/Catholic	7%	(9)	18%	(22)	16%	(19)	58%	(70)	120
Evangelical	4%	(24)	13%	(73)	15%	(84)	67%	(362)	543
Non-Evangelical	2%	(17)	14%	(102)	21%	(156)	63%	(476)	751
Community: Urban	6%	(28)	14%	(73)	19%	(94)	62%	(313)	509
Community: Suburban	3%	(32)	14%	(132)	19%	(177)	64%	(597)	937
Community: Rural	3%	(19)	10%	(57)	19%	(107)	68%	(390)	572
Employ: Private Sector	5%	(30)	16%	(105)	20%	(127)	59%	(384)	645
Employ: Government	7%	(8)	11%	(13)	20%	(24)	63%	(78)	123
Employ: Self-Employed	8%	(15)	18%	(34)	21%	(39)	54%	(102)	190
Employ: Homemaker	2%	(3)	4%	(6)	16%	(24)	78%	(114)	147
Employ: Retired	2%	(10)	9%	(44)	18%	(87)	70%	(337)	478
Employ: Unemployed	5%	(12)	14%	(34)	20%	(48)	62%	(152)	245
Employ: Other	1%	(2)	11%	(15)	16%	(23)	72%	(104)	144
Military HH: Yes	3%	(9)	14%	(48)	21%	(71)	63%	(216)	344
Military HH: No	4%	(70)	13%	(214)	18%	(307)	65%	(1084)	1675
RD/WT: Right Direction	5%	(29)	14%	(85)	19%	(114)	62%	(364)	591
RD/WT: Wrong Track	4%	(50)	12%	(177)	19%	(265)	66%	(936)	1427
Trump Job Approve	4%	(37)	15%	(128)	20%	(175)	61%	(535)	875
Trump Job Disapprove	4%	(42)	12%	(127)	17%	(183)	67%	(704)	1056
Trump Job Strongly Approve	3%	(18)	16%	(79)	18%	(90)	64%	(324)	511
Trump Job Somewhat Approve	5%	(19)	13%	(49)	23%	(85)	58%	(211)	364
Trump Job Somewhat Disapprove	5%	(12)	15%	(35)	18%	(40)	62%	(142)	229
Trump Job Strongly Disapprove	4%	(30)	11%	(92)	17%	(143)	68%	(562)	828

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**Table SVS4_7: How often do you do each of the following activities?
Bet on sports, casino games, slots or other games of chance**

Demographic	I do this				Total N
	I do this often	sometimes	I do this rarely	I never do this	
Adults	4% (79)	13% (262)	19% (378)	64% (1299)	2018
Favorable of Trump	5% (40)	15% (126)	20% (169)	61% (525)	860
Unfavorable of Trump	4% (37)	12% (133)	18% (188)	66% (708)	1066
Very Favorable of Trump	4% (20)	15% (78)	18% (95)	63% (334)	528
Somewhat Favorable of Trump	6% (20)	14% (48)	22% (73)	57% (191)	332
Somewhat Unfavorable of Trump	2% (4)	15% (28)	19% (36)	64% (123)	192
Very Unfavorable of Trump	4% (33)	12% (105)	17% (152)	67% (584)	875
#1 Issue: Economy	5% (32)	15% (106)	19% (134)	61% (422)	694
#1 Issue: Security	6% (14)	13% (31)	18% (44)	64% (158)	248
#1 Issue: Health Care	3% (12)	12% (47)	21% (81)	63% (242)	382
#1 Issue: Medicare / Social Security	2% (6)	11% (33)	17% (49)	70% (200)	287
#1 Issue: Women's Issues	2% (1)	11% (7)	10% (7)	76% (50)	66
#1 Issue: Education	3% (3)	9% (10)	17% (19)	71% (77)	110
#1 Issue: Energy	3% (2)	16% (12)	25% (18)	56% (41)	73
#1 Issue: Other	5% (8)	10% (16)	16% (26)	69% (109)	159
2018 House Vote: Democrat	4% (26)	12% (87)	18% (126)	66% (461)	700
2018 House Vote: Republican	5% (30)	15% (93)	19% (117)	61% (372)	612
2018 House Vote: Someone else	3% (2)	9% (7)	12% (9)	77% (57)	74
2016 Vote: Hillary Clinton	4% (26)	13% (84)	17% (111)	65% (417)	639
2016 Vote: Donald Trump	4% (30)	16% (105)	20% (132)	60% (407)	675
2016 Vote: Other	3% (5)	10% (15)	18% (26)	69% (102)	148
2016 Vote: Didn't Vote	3% (18)	10% (57)	20% (108)	67% (371)	553
Voted in 2014: Yes	4% (52)	13% (161)	19% (230)	64% (797)	1240
Voted in 2014: No	4% (27)	13% (101)	19% (148)	65% (502)	778
2012 Vote: Barack Obama	4% (29)	14% (107)	19% (151)	63% (488)	774
2012 Vote: Mitt Romney	5% (23)	11% (56)	18% (87)	67% (331)	496
2012 Vote: Other	2% (1)	14% (12)	14% (12)	70% (60)	86
2012 Vote: Didn't Vote	4% (26)	13% (86)	19% (128)	63% (416)	656

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Table SVS4_7: How often do you do each of the following activities?
Bet on sports, casino games, slots or other games of chance

Demographic	I do this				Total N
	I do this often	sometimes	I do this rarely	I never do this	
Adults	4% (79)	13% (262)	19% (378)	64% (1299)	2018
4-Region: Northeast	3% (12)	15% (53)	19% (69)	63% (232)	366
4-Region: Midwest	3% (14)	8% (36)	21% (91)	67% (292)	433
4-Region: South	3% (20)	13% (100)	17% (126)	68% (511)	756
4-Region: West	7% (34)	15% (72)	20% (93)	57% (265)	464
Sports fans	5% (69)	17% (230)	22% (302)	57% (787)	1388
Avid sports fans	7% (34)	20% (98)	25% (120)	47% (228)	479
Esports fans	9% (37)	22% (94)	25% (106)	43% (182)	418
F1 fans	9% (30)	25% (83)	26% (86)	40% (135)	334
IndyCar fans	5% (25)	21% (97)	23% (109)	51% (237)	468
MLB fans	6% (58)	17% (173)	24% (251)	54% (558)	1039
MLS fans	9% (40)	24% (110)	22% (103)	45% (208)	461
MotoGP fans	12% (29)	22% (56)	26% (66)	40% (100)	252
NASCAR fans	6% (41)	18% (125)	23% (161)	53% (364)	690
NBA fans	6% (59)	18% (167)	21% (198)	55% (515)	938
NFL fans	5% (66)	17% (210)	22% (276)	56% (716)	1269
NHL fans	6% (46)	18% (138)	23% (179)	53% (407)	770
UFC fans	8% (47)	23% (145)	24% (146)	45% (278)	615
WNBA fans	9% (40)	22% (96)	19% (86)	50% (225)	448
Golf fans	7% (43)	23% (143)	24% (150)	46% (289)	626
Tennis fans	13% (40)	22% (70)	23% (71)	42% (133)	315
Drinks often	12% (39)	23% (78)	19% (62)	46% (154)	333
Drinks often/sometimes	6% (53)	19% (184)	22% (206)	53% (507)	950
Cigarette smokers (often)	8% (28)	18% (68)	21% (80)	53% (201)	377
Cigarette smokers (often/sometimes)	8% (41)	20% (99)	21% (104)	50% (242)	486
Vapers (often)	16% (15)	23% (21)	20% (18)	42% (38)	92
Vapers (often/sometimes)	14% (30)	28% (61)	17% (39)	41% (91)	222
Dippers (often)	18% (9)	22% (11)	22% (11)	38% (20)	52
Dippers (often/sometimes)	13% (14)	35% (36)	22% (22)	30% (31)	103
Marijuana users (often)	10% (21)	22% (45)	19% (40)	49% (101)	208
Mrijuana users (often/sometimes)	9% (34)	24% (92)	23% (88)	44% (170)	384

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Table SVS4_7: How often do you do each of the following activities?
Bet on sports, casino games, slots or other games of chance

Demographic	I do this often		I do this sometimes		I do this rarely		I never do this		Total N
Adults	4%	(79)	13%	(262)	19%	(378)	64%	(1299)	2018
CBD users (often)	11%	(11)	28%	(26)	17%	(16)	44%	(42)	95
CBD users (often/sometimes)	8%	(24)	24%	(76)	22%	(70)	46%	(143)	313
Gamblers (often)	100%	(79)	—	(0)	—	(0)	—	(0)	79
Gamblers (often/sometimes)	23%	(79)	77%	(262)	—	(0)	—	(0)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table SVSdem1: Do you consider yourself an avid sports fan, casual sports fan or not a sports fan at all?

Demographic	Avid sports fan		Casual sports fan		Not a sports fan at all		Total N
Adults	24%	(479)	45%	(909)	31%	(630)	2018
Gender: Male	38%	(380)	44%	(443)	18%	(175)	999
Gender: Female	10%	(99)	46%	(465)	45%	(455)	1020
Age: 18-34	22%	(104)	48%	(228)	30%	(142)	474
Age: 35-44	29%	(104)	43%	(153)	28%	(100)	358
Age: 45-64	26%	(192)	41%	(305)	34%	(254)	751
Age: 65+	18%	(78)	51%	(223)	31%	(135)	436
GenZers: 1997-2012	16%	(15)	46%	(42)	37%	(34)	91
Millennials: 1981-1996	25%	(136)	47%	(262)	28%	(155)	553
GenXers: 1965-1980	30%	(174)	40%	(234)	30%	(178)	586
Baby Boomers: 1946-1964	20%	(143)	45%	(320)	34%	(241)	705
PID: Dem (no lean)	23%	(160)	46%	(315)	31%	(209)	684
PID: Ind (no lean)	24%	(158)	42%	(275)	34%	(223)	656
PID: Rep (no lean)	24%	(161)	47%	(319)	29%	(198)	679
PID/Gender: Dem Men	38%	(120)	44%	(138)	18%	(55)	312
PID/Gender: Dem Women	11%	(41)	48%	(177)	41%	(154)	372
PID/Gender: Ind Men	41%	(132)	39%	(126)	21%	(68)	326
PID/Gender: Ind Women	8%	(26)	45%	(149)	47%	(155)	330
PID/Gender: Rep Men	35%	(128)	50%	(180)	15%	(53)	360
PID/Gender: Rep Women	10%	(33)	44%	(139)	46%	(146)	318
Ideo: Liberal (1-3)	24%	(129)	45%	(240)	31%	(168)	537
Ideo: Moderate (4)	24%	(141)	45%	(258)	31%	(178)	578
Ideo: Conservative (5-7)	26%	(176)	46%	(314)	28%	(191)	681
Educ: < College	22%	(291)	44%	(581)	35%	(461)	1333
Educ: Bachelors degree	27%	(120)	47%	(206)	26%	(115)	441
Educ: Post-grad	28%	(68)	50%	(121)	23%	(55)	244
Income: Under 50k	21%	(218)	42%	(437)	38%	(394)	1050
Income: 50k-100k	24%	(155)	50%	(315)	26%	(162)	631
Income: 100k+	31%	(106)	46%	(157)	22%	(75)	338
Ethnicity: White	23%	(382)	45%	(730)	32%	(519)	1631
Ethnicity: Hispanic	26%	(74)	47%	(136)	27%	(78)	289
Ethnicity: Black	30%	(71)	44%	(105)	26%	(63)	238
Ethnicity: Other	17%	(26)	50%	(74)	33%	(49)	149

Continued on next page

Table SVSdem1: Do you consider yourself an avid sports fan, casual sports fan or not a sports fan at all?

Demographic	Avid sports fan		Casual sports fan		Not a sports fan at all		Total N
Adults	24%	(479)	45%	(909)	31%	(630)	2018
All Christian	24%	(234)	48%	(457)	28%	(267)	959
All Non-Christian	25%	(25)	54%	(55)	21%	(21)	102
Atheist	19%	(16)	32%	(26)	49%	(40)	82
Agnostic/Nothing in particular	24%	(124)	43%	(218)	33%	(167)	508
Something Else	22%	(80)	41%	(153)	37%	(135)	368
Religious Non-Protestant/Catholic	22%	(26)	57%	(69)	21%	(25)	120
Evangelical	23%	(124)	43%	(236)	34%	(184)	543
Non-Evangelical	25%	(189)	47%	(349)	28%	(213)	751
Community: Urban	28%	(143)	41%	(210)	31%	(155)	509
Community: Suburban	23%	(220)	49%	(457)	28%	(261)	937
Community: Rural	20%	(116)	42%	(242)	37%	(215)	572
Employ: Private Sector	29%	(189)	43%	(275)	28%	(181)	645
Employ: Government	22%	(27)	52%	(64)	26%	(32)	123
Employ: Self-Employed	27%	(52)	49%	(93)	24%	(45)	190
Employ: Homemaker	8%	(11)	44%	(65)	48%	(71)	147
Employ: Retired	20%	(97)	48%	(232)	31%	(150)	478
Employ: Unemployed	26%	(63)	40%	(97)	35%	(85)	245
Employ: Other	19%	(28)	44%	(63)	37%	(53)	144
Military HH: Yes	24%	(84)	46%	(157)	30%	(103)	344
Military HH: No	24%	(396)	45%	(752)	31%	(527)	1675
RD/WT: Right Direction	27%	(162)	47%	(278)	26%	(152)	591
RD/WT: Wrong Track	22%	(318)	44%	(631)	34%	(479)	1427
Trump Job Approve	24%	(208)	46%	(402)	30%	(265)	875
Trump Job Disapprove	24%	(257)	45%	(474)	31%	(325)	1056
Trump Job Strongly Approve	23%	(118)	45%	(229)	32%	(163)	511
Trump Job Somewhat Approve	25%	(89)	48%	(173)	28%	(102)	364
Trump Job Somewhat Disapprove	25%	(57)	48%	(110)	27%	(62)	229
Trump Job Strongly Disapprove	24%	(200)	44%	(364)	32%	(263)	828
Favorable of Trump	24%	(205)	46%	(399)	30%	(256)	860
Unfavorable of Trump	24%	(260)	44%	(474)	31%	(333)	1066

Continued on next page

Table SVSdem1: Do you consider yourself an avid sports fan, casual sports fan or not a sports fan at all?

Demographic	Avid sports fan		Casual sports fan		Not a sports fan at all		Total N
Adults	24%	(479)	45%	(909)	31%	(630)	2018
Very Favorable of Trump	23%	(122)	45%	(237)	32%	(168)	528
Somewhat Favorable of Trump	25%	(83)	49%	(162)	26%	(87)	332
Somewhat Unfavorable of Trump	25%	(47)	50%	(97)	25%	(48)	192
Very Unfavorable of Trump	24%	(213)	43%	(377)	33%	(285)	875
#1 Issue: Economy	25%	(174)	47%	(323)	28%	(197)	694
#1 Issue: Security	22%	(55)	43%	(106)	35%	(87)	248
#1 Issue: Health Care	29%	(110)	42%	(160)	29%	(111)	382
#1 Issue: Medicare / Social Security	25%	(72)	47%	(135)	28%	(81)	287
#1 Issue: Women's Issues	11%	(7)	51%	(34)	38%	(25)	66
#1 Issue: Education	21%	(23)	44%	(49)	35%	(38)	110
#1 Issue: Energy	21%	(15)	50%	(37)	29%	(21)	73
#1 Issue: Other	14%	(23)	41%	(66)	44%	(70)	159
2018 House Vote: Democrat	23%	(162)	48%	(332)	29%	(205)	700
2018 House Vote: Republican	26%	(157)	47%	(289)	27%	(167)	612
2018 House Vote: Someone else	19%	(14)	50%	(37)	31%	(23)	74
2016 Vote: Hillary Clinton	24%	(153)	46%	(293)	30%	(193)	639
2016 Vote: Donald Trump	26%	(173)	47%	(317)	27%	(185)	675
2016 Vote: Other	21%	(31)	43%	(64)	36%	(53)	148
2016 Vote: Didn't Vote	22%	(122)	42%	(232)	36%	(199)	553
Voted in 2014: Yes	24%	(298)	47%	(587)	29%	(356)	1240
Voted in 2014: No	23%	(181)	41%	(322)	35%	(275)	778
2012 Vote: Barack Obama	25%	(190)	46%	(357)	29%	(227)	774
2012 Vote: Mitt Romney	27%	(132)	45%	(225)	28%	(139)	496
2012 Vote: Other	20%	(17)	52%	(44)	28%	(24)	86
2012 Vote: Didn't Vote	21%	(138)	43%	(281)	36%	(238)	656
4-Region: Northeast	25%	(93)	47%	(172)	28%	(101)	366
4-Region: Midwest	23%	(102)	45%	(194)	32%	(137)	433
4-Region: South	23%	(170)	43%	(324)	35%	(262)	756
4-Region: West	25%	(114)	47%	(218)	28%	(131)	464
Sports fans	35%	(479)	65%	(909)	—	(0)	1388
Avid sports fans	100%	(479)	—	(0)	—	(0)	479
Esports fans	38%	(160)	55%	(231)	6%	(27)	418

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Table SVSdem1: Do you consider yourself an avid sports fan, casual sports fan or not a sports fan at all?

Demographic	Avid sports fan		Casual sports fan		Not a sports fan at all		Total N
Adults	24%	(479)	45%	(909)	31%	(630)	2018
F1 fans	45%	(149)	51%	(171)	4%	(15)	334
IndyCar fans	38%	(180)	53%	(247)	9%	(41)	468
MLB fans	39%	(402)	54%	(564)	7%	(72)	1039
MLS fans	48%	(220)	47%	(218)	5%	(23)	461
MotoGP fans	44%	(112)	49%	(123)	7%	(17)	252
NASCAR fans	33%	(231)	54%	(372)	13%	(87)	690
NBA fans	40%	(379)	53%	(497)	7%	(63)	938
NFL fans	35%	(445)	58%	(738)	7%	(86)	1269
NHL fans	42%	(324)	51%	(391)	7%	(56)	770
UFC fans	41%	(250)	51%	(311)	9%	(55)	615
WNBA fans	47%	(212)	48%	(213)	5%	(23)	448
Golf fans	43%	(266)	54%	(337)	4%	(23)	626
Tennis fans	51%	(161)	46%	(144)	3%	(10)	315
Drinks often	34%	(115)	46%	(153)	20%	(65)	333
Drinks often/sometimes	28%	(267)	49%	(462)	23%	(221)	950
Cigarette smokers (often)	29%	(110)	40%	(152)	30%	(114)	377
Cigarette smokers (often/sometimes)	29%	(140)	43%	(210)	28%	(137)	486
Vapers (often)	31%	(29)	40%	(37)	29%	(27)	92
Vapers (often/sometimes)	31%	(69)	46%	(102)	23%	(51)	222
Dippers (often)	47%	(24)	37%	(19)	16%	(8)	52
Dippers (often/sometimes)	45%	(46)	42%	(44)	13%	(13)	103
Marijuana users (often)	39%	(80)	40%	(83)	21%	(44)	208
Mrijuana users (often/sometimes)	36%	(137)	43%	(166)	21%	(81)	384
CBD users (often)	38%	(36)	35%	(33)	27%	(26)	95
CBD users (often/sometimes)	33%	(102)	41%	(129)	26%	(82)	313
Gamblers (often)	43%	(34)	45%	(35)	12%	(10)	79
Gamblers (often/sometimes)	39%	(132)	49%	(167)	12%	(41)	341

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	272	12%
	Millennials: 1981-1996	553	25%
	GenXers: 1965-1980	586	27%
	Baby Boomers: 1946-1964	705	32%
	N	2116	
xpid3	PID: Dem (no lean)	758	34%
	PID: Ind (no lean)	741	34%
	PID: Rep (no lean)	701	32%
	N	2200	
xpidGender	PID/Gender: Dem Men	333	15%
	PID/Gender: Dem Women	425	19%
	PID/Gender: Ind Men	358	16%
	PID/Gender: Ind Women	383	17%
	PID/Gender: Rep Men	371	17%
	PID/Gender: Rep Women	330	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	616	28%
	Ideo: Moderate (4)	604	27%
	Ideo: Conservative (5-7)	707	32%
	N	1927	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1162	53%
	Income: 50k-100k	684	31%
	Income: 100k+	354	16%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	995	45%
	All Non-Christian	108	5%
	Atheist	89	4%
	Agnostic/Nothing in particular	600	27%
	Something Else	408	19%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	128	6%
xdemEvang	Evangelical	559	25%
	Non-Evangelical	806	37%
	N	1365	
xdemUsr	Community: Urban	558	25%
	Community: Suburban	1029	47%
	Community: Rural	613	28%
	N	2200	
xdemEmploy	Employ: Private Sector	672	31%
	Employ: Government	129	6%
	Employ: Self-Employed	210	10%
	Employ: Homemaker	155	7%
	Employ: Retired	478	22%
	Employ: Unemployed	272	12%
	Employ: Other	158	7%
	N	2073	
xdemMilHH1	Military HH: Yes	364	17%
	Military HH: No	1836	83%
	N	2200	
xnrl	RD/WT: Right Direction	628	29%
	RD/WT: Wrong Track	1572	71%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	903	41%
	Trump Job Disapprove	1187	54%
	N	2090	
Trump_Approve2	Trump Job Strongly Approve	519	24%
	Trump Job Somewhat Approve	384	17%
	Trump Job Somewhat Disapprove	255	12%
	Trump Job Strongly Disapprove	932	42%
	N	2090	
Trump_Fav	Favorable of Trump	890	40%
	Unfavorable of Trump	1197	54%
	N	2088	
Trump_Fav_FULL	Very Favorable of Trump	538	24%
	Somewhat Favorable of Trump	352	16%
	Somewhat Unfavorable of Trump	207	9%
	Very Unfavorable of Trump	990	45%
	N	2088	
xnr3	#1 Issue: Economy	730	33%
	#1 Issue: Security	267	12%
	#1 Issue: Health Care	415	19%
	#1 Issue: Medicare / Social Security	289	13%
	#1 Issue: Women's Issues	99	5%
	#1 Issue: Education	143	7%
	#1 Issue: Energy	84	4%
	#1 Issue: Other	172	8%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	718	33%
	2018 House Vote: Republican	617	28%
	2018 House Vote: Someone else	75	3%
	N	1410	
xsubVote16O	2016 Vote: Hillary Clinton	644	29%
	2016 Vote: Donald Trump	677	31%
	2016 Vote: Other	148	7%
	2016 Vote: Didn't Vote	727	33%
	N	2197	
xsubVote14O	Voted in 2014: Yes	1243	56%
	Voted in 2014: No	957	44%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	778	35%
	2012 Vote: Mitt Romney	496	23%
	2012 Vote: Other	86	4%
	2012 Vote: Didn't Vote	834	38%
	N	2193	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
SVSxdem1	Sports fans	1388	63%
SVSxdem2	Avid sports fans	479	22%
SVSxdem3	Esports fans	418	19%
SVSxdem4	F1 fans	334	15%
SVSxdem5	IndyCar fans	468	21%
SVSxdem6	MLB fans	1039	47%
SVSxdem7	MLS fans	461	21%
SVSxdem8	MotoGP fans	252	11%
SVSxdem9	NASCAR fans	690	31%
SVSxdem10	NBA fans	938	43%
SVSxdem11	NFL fans	1269	58%
SVSxdem12	NHL fans	770	35%
SVSxdem13	UFC fans	615	28%
SVSxdem14	WNBA fans	448	20%
SVSxdem15	Golf fans	626	28%
SVSxdem16	Tennis fans	315	14%
SVSxdem17	Drinks often	333	15%
SVSxdem18	Drinks often/sometimes	950	43%
SVSxdem19	Cigarette smokers (often)	377	17%
SVSxdem20	Cigarette smokers (often/sometimes)	486	22%

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
SVSxdem21	Vapers (often)	92	4%
SVSxdem22	Vapers (often/sometimes)	222	10%
SVSxdem23	Dippers (often)	52	2%
SVSxdem24	Dippers (often/sometimes)	103	5%
SVSxdem25	Marijuana users (often)	208	9%
SVSxdem26	Mrijuana users (often/sometimes)	384	17%
SVSxdem27	CBD users (often)	95	4%
SVSxdem28	CBD users (often/sometimes)	313	14%
SVSxdem29	Gamblers (often)	79	4%
SVSxdem30	Gamblers (often/sometimes)	341	15%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

