MORNING CONSULT

National Tracking Poll #2009155
September 30 - October 01, 2020

Crosstabulation Results

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Crosstabulation Results by Respondent Demographics

Table MCSP1_1: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
Sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	23%	(498)	39%	(860)	38%	(842)	2200
Gender: Male	35%	(370)	41%	(433)	24%	(259)	1062
Gender: Female	11%	(128)	38%	(427)	51%	(583)	1138
Age: 18-34	28%	(181)	37%	(241)	36%	(233)	655
Age: 35-44	39%	(138)	34%	(122)	27%	(98)	358
Age: 45-64	18%	(133)	41%	(306)	42%	(312)	751
Age: 65+	11%	(47)	44%	(191)	46%	(199)	436
GenZers: 1997-2012	24%	(46)	38%	(73)	38%	(73)	192
Millennials: 1981-1996	31%	(194)	37%	(234)	32%	(206)	634
GenXers: 1965-1980	28%	(152)	35%	(192)	37%	(204)	548
Baby Boomers: 1946-1964	13%	(96)	44%	(326)	43%	(319)	741
PID: Dem (no lean)	26%	(220)	36%	(304)	38%	(318)	843
PID: Ind (no lean)	17%	(114)	44%	(291)	38%	(253)	657
PID: Rep (no lean)	23%	(164)	38%	(265)	39%	(271)	700
PID/Gender: Dem Men	37%	(147)	39%	(156)	24%	(95)	398
PID/Gender: Dem Women	17%	(74)	33%	(149)	50%	(223)	446
PID/Gender: Ind Men	28%	(95)	47%	(159)	24%	(81)	335
PID/Gender: Ind Women	6%	(19)	41%	(132)	53%	(171)	322
PID/Gender: Rep Men	39%	(129)	36%	(118)	25%	(82)	329
PID/Gender: Rep Women	10%	(35)	40%	(147)	51%	(188)	370
Ideo: Liberal (1-3)	27%	(179)	40%	(259)	33%	(215)	653
Ideo: Moderate (4)	21%	(148)	41%	(283)	38%	(263)	694
Ideo: Conservative (5-7)	22%	(155)	38%	(266)	40%	(280)	701
Educ: < College	18%	(274)	38%	(569)	44%	(669)	1512
Educ: Bachelors degree	30%	(133)	44%	(194)	26%	(117)	444
Educ: Post-grad	37%	(91)	40%	(97)	23%	(56)	244
Income: Under 50k	19%	(225)	37%	(452)	44%	(536)	1214
Income: 50k-100k	23%	(153)	44%	(292)	33%	(221)	665
Income: 100k+	37%	(120)	36%	(116)	26%	(85)	321

Table MCSP1_1: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
Sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	23%	(498)	39%	(860)	38%	(842)	2200
Ethnicity: White	20%	(348)	40%	(686)	40%	(687)	1722
Ethnicity: Hispanic	30%	(105)	39%	(135)	31%	(110)	349
Ethnicity: Black	35%	(96)	32%	(87)	34%	(92)	274
Ethnicity: Other	27%	(55)	43%	(87)	31%	(62)	204
All Christian	24%	(250)	43%	(459)	33%	(347)	1056
All Non-Christian	37%	(48)	37%	(48)	26%	(33)	130
Atheist	19%	(21)	29%	(32)	52%	(58)	111
Agnostic/Nothing in particular	18%	(94)	39%	(209)	43%	(231)	534
Something Else	23%	(85)	30%	(111)	47%	(172)	369
Religious Non-Protestant/Catholic	34%	(53)	38%	(59)	29%	(45)	157
Evangelical	28%	(178)	37%	(237)	36%	(228)	643
Non-Evangelical	20%	(148)	43%	(313)	37%	(270)	731
Community: Urban	32%	(222)	35%	(247)	33%	(232)	701
Community: Suburban	21%	(208)	41%	(396)	38%	(373)	978
Community: Rural	13%	(68)	42%	(217)	45%	(237)	522
Employ: Private Sector	33%	(225)	42%	(282)	25%	(169)	676
Employ: Government	28%	(36)	35%	(46)	37%	(48)	130
Employ: Self-Employed	28%	(53)	43%	(80)	29%	(54)	187
Employ: Homemaker	12%	(16)	31%	(43)	58%	(81)	141
Employ: Retired	12%	(63)	41%	(214)	47%	(243)	521
Employ: Unemployed	20%	(69)	32%	(112)	49%	(172)	353
Employ: Other	18%	(21)	44%	(49)	37%	(42)	112
Military HH: Yes	20%	(60)	48%	(145)	33%	(100)	305
Military HH: No	23%	(439)	38%	(714)	39%	(742)	1895
RD/WT: Right Direction	27%	(186)	39%	(268)	34%	(233)	688
RD/WT: Wrong Track	21%	(312)	39%	(591)	40%	(608)	1512
Trump Job Approve	23%	(207)	39%	(348)	38%	(337)	891
Trump Job Disapprove	23%	(286)	39%	(487)	38%	(467)	1240

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Table MCSP1_1: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
Sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	23%	(498)	39%	(860)	38%	(842)	2200
Trump Job Strongly Approve	23%	(128)	36%	(199)	41%	(223)	550
Trump Job Somewhat Approve	23%	(79)	44%	(149)	33%	(114)	341
Trump Job Somewhat Disapprove	27%	(67)	49%	(122)	24%	(59)	248
Trump Job Strongly Disapprove	22%	(219)	37%	(365)	41%	(408)	993
Favorable of Trump	23%	(201)	40%	(347)	37%	(328)	876
Unfavorable of Trump	23%	(284)	39%	(477)	38%	(469)	1230
Very Favorable of Trump	25%	(146)	36%	(215)	39%	(229)	590
Somewhat Favorable of Trump	19%	(55)	46%	(133)	35%	(99)	286
Somewhat Unfavorable of Trump	27%	(60)	47%	(103)	26%	(57)	220
Very Unfavorable of Trump	22%	(223)	37%	(375)	41%	(412)	1009
#1 Issue: Economy	27%	(216)	39%	(307)	34%	(274)	797
#1 Issue: Security	21%	(59)	33%	(90)	46%	(128)	277
#1 Issue: Health Care	22%	(100)	42%	(194)	36%	(168)	462
#1 Issue: Medicare / Social Security	15%	(44)	44%	(129)	40%	(118)	290
#1 Issue: Women's Issues	16%	(13)	42%	(34)	42%	(33)	80
#1 Issue: Education	27%	(21)	37%	(29)	36%	(29)	79
#1 Issue: Energy	22%	(18)	37%	(29)	40%	(32)	79
#1 Issue: Other	20%	(28)	35%	(48)	45%	(61)	136
2018 House Vote: Democrat	26%	(194)	39%	(298)	35%	(265)	757
2018 House Vote: Republican	24%	(152)	41%	(261)	35%	(222)	635
2016 Vote: Hillary Clinton	28%	(208)	37%	(269)	35%	(254)	731
2016 Vote: Donald Trump	22%	(148)	40%	(270)	38%	(256)	675
2016 Vote: Other	15%	(16)	47%	(52)	38%	(42)	111
2016 Vote: Didn't Vote	18%	(126)	39%	(267)	42%	(289)	681
Voted in 2014: Yes	24%	(305)	40%	(494)	36%	(448)	1247
Voted in 2014: No	20%	(194)	38%	(365)	41%	(393)	953
2012 Vote: Barack Obama	28%	(239)	37%	(320)	35%	(299)	858
2012 Vote: Mitt Romney	20%	(100)	43%	(213)	37%	(180)	493
2012 Vote: Didn't Vote	19%	(150)	38%	(308)	43%	(343)	802

Table MCSP1_1: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
Sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	23%	(498)	39%	(860)	38%	(842)	2200
4-Region: Northeast	25%	(99)	36%	(141)	39%	(154)	394
4-Region: Midwest	17%	(78)	46%	(213)	37%	(171)	462
4-Region: South	24%	(195)	37%	(307)	39%	(322)	824
4-Region: West	24%	(126)	38%	(199)	38%	(195)	520
Sports fans	37%	(498)	63%	(860)	—	(0)	1358
Avid Sports fans	100%	(498)	—	(0)	—	(0)	498
White (non-hispanic) sports fans	33%	(297)	67%	(615)	—	(0)	913
Black (non-hispanic) sports fans	52%	(78)	48%	(71)	—	(0)	149
Hispanic sports fans	44%	(105)	56%	(135)	—	(0)	240
NASCAR fans	37%	(273)	48%	(355)	15%	(111)	739
Avid NASCAR fans	47%	(90)	46%	(88)	6%	(12)	189
NBA fans	42%	(419)	51%	(507)	7%	(73)	999
Avid NBA fans	70%	(273)	27%	(105)	4%	(14)	393
NFL fans	35%	(458)	53%	(687)	12%	(163)	1307
Avid NFL fans	55%	(340)	41%	(254)	5%	(28)	622
MLB fans	37%	(397)	52%	(563)	11%	(114)	1073
Avid MLB fans	61%	(217)	33%	(119)	6%	(22)	358
NHL fans	42%	(328)	49%	(385)	9%	(69)	781
Avid NHL fans	59%	(123)	36%	(75)	5%	(10)	208
Very favorable of NASCAR	42%	(112)	42%	(113)	16%	(43)	267
Very favorable of Michael Jordan	42%	(269)	37%	(241)	21%	(136)	646
Very favorable of NBA	56%	(262)	31%	(145)	13%	(59)	466
Very favorable of Jordan Brand	56%	(206)	30%	(109)	14%	(53)	368
Very favorable of Nike	43%	(283)	32%	(213)	25%	(168)	665

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

Table MCSP1_2: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
NASCAR

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(189)	25%	(550)	66%	(1461)	2200
Gender: Male	11%	(115)	30%	(321)	59%	(626)	1062
Gender: Female	7%	(74)	20%	(230)	73%	(835)	1138
Age: 18-34	10%	(67)	21%	(140)	68%	(449)	655
Age: 35-44	13%	(46)	31%	(110)	56%	(201)	358
Age: 45-64	7%	(51)	26%	(195)	67%	(505)	751
Age: 65+	6%	(25)	24%	(105)	70%	(306)	436
GenZers: 1997-2012	12%	(22)	21%	(40)	68%	(130)	192
Millennials: 1981-1996	10%	(62)	23%	(145)	67%	(427)	634
GenXers: 1965-1980	10%	(54)	30%	(162)	61%	(333)	548
Baby Boomers: 1946-1964	7%	(51)	23%	(174)	70%	(517)	741
PID: Dem (no lean)	9%	(78)	25%	(212)	66%	(553)	843
PID: Ind (no lean)	7%	(48)	20%	(133)	73%	(477)	657
PID: Rep (no lean)	9%	(63)	29%	(206)	62%	(431)	700
PID/Gender: Dem Men	12%	(49)	34%	(134)	54%	(215)	398
PID/Gender: Dem Women	7%	(29)	17%	(78)	76%	(339)	446
PID/Gender: Ind Men	8%	(26)	23%	(76)	70%	(233)	335
PID/Gender: Ind Women	7%	(22)	18%	(57)	76%	(243)	322
PID/Gender: Rep Men	12%	(41)	34%	(110)	54%	(178)	329
PID/Gender: Rep Women	6%	(22)	26%	(95)	68%	(253)	370
Ideo: Liberal (1-3)	8%	(51)	25%	(162)	67%	(439)	653
Ideo: Moderate (4)	8%	(59)	26%	(183)	65%	(451)	694
Ideo: Conservative (5-7)	10%	(67)	25%	(178)	65%	(456)	701
Educ: < College	8%	(121)	24%	(364)	68%	(1027)	1512
Educ: Bachelors degree	9%	(38)	25%	(109)	67%	(296)	444
Educ: Post-grad	12%	(29)	31%	(77)	56%	(138)	244
Income: Under 50k	8%	(99)	25%	(307)	67%	(808)	1214
Income: 50k-100k	9%	(60)	22%	(145)	69%	(461)	665
Income: 100k+	10%	(31)	30%	(98)	60%	(192)	321
Ethnicity: White	8%	(136)	25%	(433)	67%	(1153)	1722
Ethnicity: Hispanic	9%	(33)	24%	(84)	66%	(232)	349
Ethnicity: Black	13%	(36)	23%	(64)	64%	(175)	274

Table MCSP1_2: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
NASCAR

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(189)	25%	(550)	66%	(1461)	2200
Ethnicity: Other	9%	(18)	26%	(53)	65%	(133)	204
All Christian	10%	(107)	29%	(310)	61%	(639)	1056
All Non-Christian	12%	(16)	26%	(33)	62%	(80)	130
Atheist	3%	(3)	11%	(12)	87%	(96)	111
Agnostic/Nothing in particular	6%	(34)	19%	(101)	75%	(399)	534
Something Else	8%	(29)	26%	(94)	67%	(246)	369
Religious Non-Protestant/Catholic	11%	(18)	25%	(40)	63%	(99)	157
Evangelical	13%	(82)	30%	(195)	57%	(366)	643
Non-Evangelical	7%	(50)	27%	(196)	66%	(485)	731
Community: Urban	9%	(66)	30%	(210)	61%	(424)	701
Community: Suburban	7%	(73)	22%	(211)	71%	(694)	978
Community: Rural	10%	(50)	25%	(129)	66%	(343)	522
Employ: Private Sector	11%	(76)	29%	(199)	59%	(402)	676
Employ: Government	8%	(10)	18%	(24)	74%	(96)	130
Employ: Self-Employed	11%	(20)	30%	(55)	60%	(112)	187
Employ: Homemaker	9%	(12)	17%	(24)	74%	(105)	141
Employ: Retired	7%	(35)	25%	(129)	68%	(357)	521
Employ: Unemployed	7%	(26)	22%	(79)	70%	(249)	353
Employ: Other	3%	(4)	29%	(32)	68%	(76)	112
Military HH: Yes	10%	(31)	24%	(73)	66%	(201)	305
Military HH: No	8%	(158)	25%	(477)	66%	(1260)	1895
RD/WT: Right Direction	12%	(80)	30%	(206)	58%	(401)	688
RD/WT: Wrong Track	7%	(109)	23%	(344)	70%	(1059)	1512
Trump Job Approve	10%	(89)	28%	(248)	62%	(555)	891
Trump Job Disapprove	8%	(96)	24%	(292)	69%	(853)	1240
Trump Job Strongly Approve	10%	(56)	27%	(146)	63%	(348)	550
Trump Job Somewhat Approve	9%	(32)	30%	(102)	61%	(207)	341
Trump Job Somewhat Disapprove	11%	(27)	31%	(78)	58%	(143)	248
Trump Job Strongly Disapprove	7%	(69)	22%	(214)	72%	(710)	993
Favorable of Trump	10%	(86)	28%	(247)	62%	(543)	876
Unfavorable of Trump	8%	(95)	23%	(280)	69%	(855)	1230

Table MCSP1_2: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
NASCAR

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(189)	25%	(550)	66%	(1461)	2200
Very Favorable of Trump	11%	(63)	30%	(176)	60%	(351)	590
Somewhat Favorable of Trump	8%	(23)	25%	(72)	67%	(191)	286
Somewhat Unfavorable of Trump	10%	(22)	30%	(66)	60%	(133)	220
Very Unfavorable of Trump	7%	(73)	21%	(214)	72%	(722)	1009
#1 Issue: Economy	9%	(75)	26%	(204)	65%	(518)	797
#1 Issue: Security	10%	(28)	23%	(65)	66%	(184)	277
#1 Issue: Health Care	5%	(25)	28%	(131)	66%	(306)	462
#1 Issue: Medicare / Social Security	12%	(34)	25%	(71)	64%	(185)	290
#1 Issue: Women's Issues	10%	(8)	12%	(10)	78%	(63)	80
#1 Issue: Education	6%	(5)	31%	(25)	63%	(50)	79
#1 Issue: Energy	9%	(7)	29%	(23)	62%	(49)	79
#1 Issue: Other	6%	(7)	16%	(21)	79%	(107)	136
2018 House Vote: Democrat	9%	(67)	26%	(193)	66%	(496)	757
2018 House Vote: Republican	11%	(67)	28%	(179)	61%	(389)	635
2016 Vote: Hillary Clinton	10%	(74)	23%	(169)	67%	(489)	731
2016 Vote: Donald Trump	9%	(61)	28%	(191)	63%	(422)	675
2016 Vote: Other	1%	(1)	24%	(27)	75%	(83)	111
2016 Vote: Didn't Vote	8%	(53)	24%	(163)	68%	(465)	681
Voted in 2014: Yes	9%	(117)	25%	(314)	65%	(817)	1247
Voted in 2014: No	8%	(73)	25%	(236)	68%	(644)	953
2012 Vote: Barack Obama	9%	(73)	26%	(221)	66%	(564)	858
2012 Vote: Mitt Romney	8%	(41)	26%	(128)	66%	(325)	493
2012 Vote: Didn't Vote	9%	(68)	24%	(191)	68%	(542)	802
4-Region: Northeast	10%	(39)	23%	(90)	67%	(265)	394
4-Region: Midwest	7%	(32)	25%	(116)	68%	(314)	462
4-Region: South	10%	(80)	26%	(210)	65%	(534)	824
4-Region: West	7%	(38)	26%	(134)	67%	(348)	520
Sports fans	13%	(178)	33%	(451)	54%	(730)	1358
Avid Sports fans	18%	(90)	37%	(183)	45%	(226)	498

Table MCSP1_2: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
NASCAR

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(189)	25%	(550)	66%	(1461)	2200
White (non-hispanic) sports fans	13%	(117)	34%	(311)	53%	(485)	913
Black (non-hispanic) sports fans	17%	(26)	30%	(45)	52%	(78)	149
Hispanic sports fans	13%	(31)	32%	(76)	55%	(133)	240
NASCAR fans	26%	(189)	74%	(550)	—	(0)	739
Avid NASCAR fans	100%	(189)	—	(0)	—	(0)	189
NBA fans	13%	(132)	36%	(358)	51%	(509)	999
Avid NBA fans	19%	(74)	42%	(166)	39%	(153)	393
NFL fans	12%	(163)	33%	(438)	54%	(707)	1307
Avid NFL fans	18%	(114)	34%	(210)	48%	(298)	622
MLB fans	13%	(142)	36%	(385)	51%	(547)	1073
Avid MLB fans	20%	(70)	34%	(120)	47%	(168)	358
NHL fans	15%	(121)	41%	(320)	44%	(341)	781
Avid NHL fans	29%	(60)	34%	(70)	37%	(78)	208
Very favorable of NASCAR	44%	(119)	40%	(108)	15%	(40)	267
Very favorable of Michael Jordan	12%	(80)	31%	(201)	57%	(366)	646
Very favorable of NBA	16%	(76)	33%	(154)	51%	(235)	466
Very favorable of Jordan Brand	18%	(65)	33%	(122)	49%	(182)	368
Very favorable of Nike	15%	(100)	30%	(197)	55%	(368)	665

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

Table MCSP1_3: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*

NBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	18%	(393)	28%	(607)	55%	(1201)	2200
Gender: Male	28%	(299)	30%	(313)	42%	(449)	1062
Gender: Female	8%	(94)	26%	(293)	66%	(751)	1138
Age: 18-34	25%	(163)	30%	(194)	46%	(298)	655
Age: 35-44	29%	(104)	28%	(102)	42%	(152)	358
Age: 45-64	10%	(77)	28%	(210)	62%	(464)	751
Age: 65+	11%	(49)	23%	(101)	66%	(286)	436
GenZers: 1997-2012	23%	(44)	28%	(54)	49%	(94)	192
Millennials: 1981-1996	26%	(166)	30%	(188)	44%	(279)	634
GenXers: 1965-1980	19%	(106)	29%	(158)	52%	(284)	548
Baby Boomers: 1946-1964	9%	(66)	25%	(187)	66%	(488)	741
PID: Dem (no lean)	25%	(210)	29%	(243)	46%	(390)	843
PID: Ind (no lean)	14%	(92)	27%	(176)	59%	(390)	657
PID: Rep (no lean)	13%	(91)	27%	(188)	60%	(420)	700
PID/Gender: Dem Men	37%	(145)	31%	(122)	33%	(130)	398
PID/Gender: Dem Women	15%	(65)	27%	(121)	58%	(260)	446
PID/Gender: Ind Men	23%	(77)	28%	(93)	49%	(165)	335
PID/Gender: Ind Women	5%	(15)	26%	(82)	70%	(225)	322
PID/Gender: Rep Men	23%	(77)	30%	(98)	47%	(154)	329
PID/Gender: Rep Women	4%	(14)	24%	(90)	72%	(266)	370
Ideo: Liberal (1-3)	26%	(168)	30%	(193)	45%	(292)	653
Ideo: Moderate (4)	17%	(116)	30%	(211)	53%	(367)	694
Ideo: Conservative (5-7)	14%	(96)	23%	(160)	63%	(445)	701
Educ: < College	14%	(218)	25%	(381)	60%	(913)	1512
Educ: Bachelors degree	23%	(103)	32%	(142)	45%	(199)	444
Educ: Post-grad	29%	(71)	35%	(85)	36%	(88)	244
Income: Under 50k	15%	(185)	26%	(321)	58%	(708)	1214
Income: 50k-100k	18%	(120)	29%	(190)	53%	(355)	665
Income: 100k+	27%	(87)	30%	(96)	43%	(137)	321
Ethnicity: White	14%	(233)	26%	(454)	60%	(1035)	1722
Ethnicity: Hispanic	29%	(102)	35%	(121)	36%	(127)	349
Ethnicity: Black	36%	(99)	29%	(81)	35%	(95)	274

Table MCSP1_3: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
NBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	18%	(393)	28%	(607)	55%	(1201)	2200
Ethnicity: Other	30%	(61)	36%	(73)	35%	(71)	204
All Christian	18%	(191)	29%	(305)	53%	(560)	1056
All Non-Christian	30%	(39)	35%	(46)	35%	(46)	130
Atheist	16%	(18)	17%	(19)	67%	(75)	111
Agnostic/Nothing in particular	16%	(84)	27%	(144)	57%	(306)	534
Something Else	17%	(62)	25%	(93)	58%	(214)	369
Religious Non-Protestant/Catholic	27%	(43)	32%	(50)	41%	(64)	157
Evangelical	21%	(136)	30%	(196)	48%	(311)	643
Non-Evangelical	15%	(107)	26%	(192)	59%	(433)	731
Community: Urban	27%	(191)	31%	(217)	42%	(293)	701
Community: Suburban	16%	(154)	27%	(261)	58%	(562)	978
Community: Rural	9%	(47)	25%	(129)	66%	(345)	522
Employ: Private Sector	27%	(182)	32%	(218)	41%	(276)	676
Employ: Government	22%	(28)	24%	(32)	54%	(70)	130
Employ: Self-Employed	25%	(48)	33%	(61)	42%	(79)	187
Employ: Homemaker	7%	(9)	26%	(37)	67%	(95)	141
Employ: Retired	9%	(46)	23%	(119)	68%	(356)	521
Employ: Unemployed	13%	(45)	25%	(90)	62%	(218)	353
Employ: Other	23%	(25)	23%	(25)	55%	(61)	112
Military HH: Yes	11%	(33)	29%	(89)	60%	(183)	305
Military HH: No	19%	(360)	27%	(518)	54%	(1017)	1895
RD/WT: Right Direction	16%	(110)	30%	(203)	54%	(375)	688
RD/WT: Wrong Track	19%	(283)	27%	(404)	55%	(826)	1512
Trump Job Approve	14%	(123)	26%	(228)	61%	(541)	891
Trump Job Disapprove	21%	(265)	29%	(356)	50%	(620)	1240
Trump Job Strongly Approve	11%	(63)	24%	(131)	65%	(357)	550
Trump Job Somewhat Approve	18%	(60)	28%	(97)	54%	(184)	341
Trump Job Somewhat Disapprove	25%	(63)	36%	(88)	39%	(97)	248
Trump Job Strongly Disapprove	20%	(202)	27%	(267)	53%	(523)	993
Favorable of Trump	13%	(114)	27%	(233)	60%	(529)	876
Unfavorable of Trump	21%	(262)	28%	(347)	50%	(621)	1230

Table MCSP1_3: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
NBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	18%	(393)	28%	(607)	55%	(1201)	2200
Very Favorable of Trump	12%	(71)	27%	(160)	61%	(359)	590
Somewhat Favorable of Trump	15%	(43)	26%	(73)	59%	(170)	286
Somewhat Unfavorable of Trump	26%	(57)	33%	(72)	41%	(91)	220
Very Unfavorable of Trump	20%	(205)	27%	(275)	52%	(529)	1009
#1 Issue: Economy	21%	(167)	29%	(231)	50%	(399)	797
#1 Issue: Security	12%	(33)	21%	(58)	67%	(186)	277
#1 Issue: Health Care	20%	(94)	29%	(135)	50%	(233)	462
#1 Issue: Medicare / Social Security	14%	(40)	27%	(78)	59%	(173)	290
#1 Issue: Women's Issues	9%	(8)	31%	(25)	59%	(48)	80
#1 Issue: Education	20%	(16)	33%	(26)	47%	(37)	79
#1 Issue: Energy	18%	(14)	29%	(23)	53%	(42)	79
#1 Issue: Other	15%	(21)	22%	(30)	62%	(85)	136
2018 House Vote: Democrat	26%	(194)	29%	(222)	45%	(341)	757
2018 House Vote: Republican	13%	(85)	26%	(165)	61%	(386)	635
2016 Vote: Hillary Clinton	26%	(193)	30%	(222)	43%	(316)	731
2016 Vote: Donald Trump	12%	(81)	26%	(175)	62%	(418)	675
2016 Vote: Other	12%	(13)	21%	(24)	67%	(74)	111
2016 Vote: Didn't Vote	15%	(104)	27%	(185)	58%	(392)	681
Voted in 2014: Yes	19%	(232)	28%	(352)	53%	(663)	1247
Voted in 2014: No	17%	(160)	27%	(255)	56%	(537)	953
2012 Vote: Barack Obama	24%	(203)	29%	(250)	47%	(406)	858
2012 Vote: Mitt Romney	10%	(50)	26%	(128)	64%	(316)	493
2012 Vote: Didn't Vote	17%	(136)	27%	(219)	56%	(446)	802
4-Region: Northeast	18%	(71)	27%	(106)	55%	(217)	394
4-Region: Midwest	13%	(59)	27%	(124)	60%	(279)	462
4-Region: South	17%	(140)	27%	(226)	56%	(459)	824
4-Region: West	24%	(123)	29%	(151)	47%	(246)	520
Sports fans	28%	(379)	40%	(547)	32%	(432)	1358
Avid Sports fans	55%	(273)	29%	(146)	16%	(79)	498

Table MCSP1_3: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*

NBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	18%	(393)	28%	(607)	55%	(1201)	2200
White (non-hispanic) sports fans	20%	(184)	39%	(360)	40%	(369)	913
Black (non-hispanic) sports fans	50%	(74)	36%	(53)	15%	(22)	149
Hispanic sports fans	42%	(100)	45%	(107)	13%	(32)	240
NASCAR fans	32%	(239)	34%	(251)	34%	(249)	739
Avid NASCAR fans	39%	(74)	31%	(59)	30%	(57)	189
NBA fans	39%	(393)	61%	(607)	—	(0)	999
Avid NBA fans	100%	(393)	—	(0)	—	(0)	393
NFL fans	28%	(360)	40%	(517)	33%	(430)	1307
Avid NFL fans	44%	(273)	32%	(198)	24%	(151)	622
MLB fans	29%	(308)	39%	(419)	32%	(347)	1073
Avid MLB fans	44%	(156)	31%	(113)	25%	(89)	358
NHL fans	31%	(240)	42%	(332)	27%	(210)	781
Avid NHL fans	44%	(91)	31%	(65)	25%	(52)	208
Very favorable of NASCAR	31%	(83)	28%	(74)	41%	(110)	267
Very favorable of Michael Jordan	36%	(231)	33%	(213)	31%	(203)	646
Very favorable of NBA	61%	(283)	28%	(130)	11%	(53)	466
Very favorable of Jordan Brand	50%	(183)	30%	(111)	20%	(74)	368
Very favorable of Nike	37%	(248)	30%	(197)	33%	(220)	665

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

Table MCSP1_4: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
NFL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	28%	(622)	31%	(685)	41%	(893)	2200
Gender: Male	39%	(416)	31%	(333)	29%	(313)	1062
Gender: Female	18%	(206)	31%	(351)	51%	(580)	1138
Age: 18-34	26%	(170)	30%	(199)	44%	(286)	655
Age: 35-44	37%	(132)	34%	(123)	29%	(102)	358
Age: 45-64	28%	(207)	32%	(237)	41%	(307)	751
Age: 65+	26%	(113)	29%	(125)	45%	(198)	436
GenZers: 1997-2012	17%	(32)	29%	(55)	54%	(105)	192
Millennials: 1981-1996	32%	(203)	32%	(201)	36%	(230)	634
GenXers: 1965-1980	30%	(162)	35%	(190)	36%	(196)	548
Baby Boomers: 1946-1964	27%	(202)	29%	(214)	44%	(325)	741
PID: Dem (no lean)	34%	(285)	30%	(256)	36%	(302)	843
PID: Ind (no lean)	25%	(162)	30%	(200)	45%	(296)	657
PID: Rep (no lean)	25%	(175)	33%	(229)	42%	(295)	700
PID/Gender: Dem Men	45%	(181)	32%	(126)	23%	(91)	398
PID/Gender: Dem Women	23%	(104)	29%	(130)	47%	(211)	446
PID/Gender: Ind Men	35%	(118)	29%	(98)	36%	(119)	335
PID/Gender: Ind Women	14%	(44)	32%	(102)	55%	(176)	322
PID/Gender: Rep Men	36%	(117)	33%	(109)	31%	(102)	329
PID/Gender: Rep Women	16%	(58)	32%	(120)	52%	(193)	370
Ideo: Liberal (1-3)	33%	(215)	33%	(213)	34%	(224)	653
Ideo: Moderate (4)	29%	(204)	33%	(231)	37%	(258)	694
Ideo: Conservative (5-7)	26%	(184)	30%	(211)	44%	(306)	701
Educ: < College	26%	(390)	29%	(437)	45%	(685)	1512
Educ: Bachelors degree	33%	(148)	35%	(156)	32%	(140)	444
Educ: Post-grad	35%	(84)	38%	(92)	28%	(68)	244
Income: Under 50k	25%	(307)	29%	(349)	46%	(558)	1214
Income: 50k-100k	32%	(213)	32%	(213)	36%	(239)	665
Income: 100k+	32%	(102)	38%	(123)	30%	(96)	321
Ethnicity: White	28%	(474)	31%	(541)	41%	(707)	1722
Ethnicity: Hispanic	32%	(112)	33%	(114)	35%	(123)	349
Ethnicity: Black	33%	(90)	30%	(82)	37%	(102)	274

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Table MCSP1_4: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
NFL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	28%	(622)	31%	(685)	41%	(893)	2200
Ethnicity: Other	28%	(58)	31%	(63)	41%	(84)	204
All Christian	31%	(324)	33%	(350)	36%	(382)	1056
All Non-Christian	33%	(43)	38%	(49)	29%	(38)	130
Atheist	22%	(25)	15%	(17)	63%	(70)	111
Agnostic/Nothing in particular	25%	(131)	32%	(169)	44%	(234)	534
Something Else	27%	(99)	27%	(100)	46%	(170)	369
Religious Non-Protestant/Catholic	31%	(49)	36%	(56)	33%	(52)	157
Evangelical	30%	(190)	32%	(208)	38%	(245)	643
Non-Evangelical	30%	(222)	31%	(227)	39%	(282)	731
Community: Urban	33%	(234)	29%	(204)	37%	(263)	701
Community: Suburban	26%	(256)	35%	(343)	39%	(378)	978
Community: Rural	25%	(132)	26%	(138)	48%	(252)	522
Employ: Private Sector	37%	(253)	35%	(235)	28%	(189)	676
Employ: Government	24%	(31)	40%	(52)	36%	(46)	130
Employ: Self-Employed	27%	(50)	34%	(64)	39%	(73)	187
Employ: Homemaker	17%	(24)	33%	(46)	50%	(71)	141
Employ: Retired	27%	(138)	29%	(152)	44%	(232)	521
Employ: Unemployed	22%	(78)	25%	(89)	53%	(186)	353
Employ: Other	35%	(39)	23%	(26)	42%	(47)	112
Military HH: Yes	26%	(79)	40%	(122)	34%	(103)	305
Military HH: No	29%	(543)	30%	(562)	42%	(790)	1895
RD/WT: Right Direction	28%	(193)	34%	(231)	38%	(263)	688
RD/WT: Wrong Track	28%	(429)	30%	(453)	42%	(630)	1512
Trump Job Approve	26%	(236)	32%	(284)	42%	(372)	891
Trump Job Disapprove	31%	(380)	31%	(382)	39%	(479)	1240
Trump Job Strongly Approve	24%	(132)	31%	(173)	45%	(246)	550
Trump Job Somewhat Approve	31%	(104)	33%	(111)	37%	(126)	341
Trump Job Somewhat Disapprove	36%	(89)	37%	(91)	27%	(68)	248
Trump Job Strongly Disapprove	29%	(290)	29%	(291)	41%	(411)	993
Favorable of Trump	27%	(239)	32%	(280)	41%	(357)	876
Unfavorable of Trump	30%	(364)	31%	(383)	39%	(483)	1230

Table MCSP1_4: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
NFL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	28%	(622)	31%	(685)	41%	(893)	2200
Very Favorable of Trump	25%	(148)	32%	(190)	43%	(251)	590
Somewhat Favorable of Trump	32%	(91)	31%	(89)	37%	(106)	286
Somewhat Unfavorable of Trump	32%	(70)	37%	(82)	31%	(69)	220
Very Unfavorable of Trump	29%	(294)	30%	(301)	41%	(414)	1009
#1 Issue: Economy	30%	(238)	33%	(265)	37%	(294)	797
#1 Issue: Security	21%	(59)	28%	(77)	51%	(141)	277
#1 Issue: Health Care	29%	(134)	32%	(149)	39%	(179)	462
#1 Issue: Medicare / Social Security	34%	(98)	28%	(82)	38%	(110)	290
#1 Issue: Women's Issues	25%	(20)	32%	(26)	43%	(35)	80
#1 Issue: Education	28%	(22)	30%	(24)	41%	(33)	79
#1 Issue: Energy	26%	(21)	29%	(23)	44%	(35)	79
#1 Issue: Other	22%	(30)	29%	(39)	49%	(67)	136
2018 House Vote: Democrat	35%	(265)	32%	(240)	33%	(252)	757
2018 House Vote: Republican	28%	(178)	33%	(208)	39%	(250)	635
2016 Vote: Hillary Clinton	35%	(259)	33%	(239)	32%	(234)	731
2016 Vote: Donald Trump	27%	(180)	32%	(217)	41%	(277)	675
2016 Vote: Other	27%	(30)	35%	(38)	38%	(43)	111
2016 Vote: Didn't Vote	22%	(151)	28%	(191)	50%	(340)	681
Voted in 2014: Yes	32%	(395)	32%	(393)	37%	(459)	1247
Voted in 2014: No	24%	(228)	31%	(291)	46%	(434)	953
2012 Vote: Barack Obama	36%	(307)	31%	(270)	33%	(282)	858
2012 Vote: Mitt Romney	26%	(129)	33%	(165)	40%	(199)	493
2012 Vote: Didn't Vote	22%	(177)	29%	(235)	49%	(390)	802
4-Region: Northeast	26%	(101)	33%	(129)	42%	(164)	394
4-Region: Midwest	31%	(141)	29%	(133)	41%	(188)	462
4-Region: South	29%	(237)	31%	(254)	40%	(333)	824
4-Region: West	28%	(143)	32%	(168)	40%	(208)	520
Sports fans	44%	(594)	41%	(550)	16%	(214)	1358
Avid Sports fans	68%	(340)	24%	(117)	8%	(41)	498

Table MCSP1_4: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
NFL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	28%	(622)	31%	(685)	41%	(893)	2200
White (non-hispanic) sports fans	43%	(397)	40%	(368)	16%	(148)	913
Black (non-hispanic) sports fans	50%	(75)	37%	(55)	13%	(19)	149
Hispanic sports fans	43%	(103)	42%	(101)	15%	(36)	240
NASCAR fans	44%	(324)	37%	(276)	19%	(139)	739
Avid NASCAR fans	60%	(114)	26%	(49)	14%	(27)	189
NBA fans	47%	(471)	41%	(406)	12%	(122)	999
Avid NBA fans	69%	(273)	22%	(88)	8%	(32)	393
NFL fans	48%	(622)	52%	(685)	—	(0)	1307
Avid NFL fans	100%	(622)	—	(0)	—	(0)	622
MLB fans	45%	(482)	38%	(412)	17%	(179)	1073
Avid MLB fans	63%	(224)	23%	(83)	14%	(50)	358
NHL fans	48%	(376)	40%	(315)	12%	(90)	781
Avid NHL fans	68%	(142)	23%	(48)	9%	(18)	208
Very favorable of NASCAR	51%	(136)	31%	(84)	18%	(47)	267
Very favorable of Michael Jordan	42%	(273)	32%	(207)	26%	(166)	646
Very favorable of NBA	55%	(257)	29%	(135)	16%	(74)	466
Very favorable of Jordan Brand	53%	(197)	27%	(99)	20%	(72)	368
Very favorable of Nike	41%	(274)	30%	(200)	29%	(191)	665

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

Table MCSP1_5: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
MLB

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	16%	(358)	33%	(716)	51%	(1127)	2200
Gender: Male	25%	(262)	39%	(410)	37%	(390)	1062
Gender: Female	8%	(96)	27%	(306)	65%	(736)	1138
Age: 18-34	15%	(99)	28%	(183)	57%	(373)	655
Age: 35-44	21%	(75)	36%	(130)	43%	(153)	358
Age: 45-64	15%	(111)	34%	(254)	51%	(386)	751
Age: 65+	17%	(73)	34%	(149)	49%	(215)	436
GenZers: 1997-2012	7%	(14)	27%	(52)	66%	(126)	192
Millennials: 1981-1996	18%	(111)	31%	(198)	51%	(325)	634
GenXers: 1965-1980	17%	(96)	33%	(183)	49%	(270)	548
Baby Boomers: 1946-1964	16%	(121)	34%	(256)	49%	(365)	741
PID: Dem (no lean)	18%	(148)	32%	(270)	50%	(425)	843
PID: Ind (no lean)	12%	(77)	33%	(214)	56%	(366)	657
PID: Rep (no lean)	19%	(132)	33%	(232)	48%	(336)	700
PID/Gender: Dem Men	25%	(101)	38%	(152)	37%	(145)	398
PID/Gender: Dem Women	11%	(48)	27%	(118)	63%	(279)	446
PID/Gender: Ind Men	18%	(62)	39%	(132)	42%	(141)	335
PID/Gender: Ind Women	5%	(15)	25%	(82)	70%	(225)	322
PID/Gender: Rep Men	30%	(100)	38%	(126)	32%	(104)	329
PID/Gender: Rep Women	9%	(33)	29%	(106)	63%	(232)	370
Ideo: Liberal (1-3)	18%	(119)	36%	(232)	46%	(302)	653
Ideo: Moderate (4)	15%	(107)	34%	(234)	51%	(353)	694
Ideo: Conservative (5-7)	17%	(121)	32%	(225)	51%	(355)	701
Educ: < College	13%	(198)	30%	(449)	57%	(865)	1512
Educ: Bachelors degree	22%	(96)	40%	(177)	39%	(171)	444
Educ: Post-grad	26%	(63)	37%	(90)	37%	(90)	244
Income: Under 50k	14%	(167)	28%	(339)	58%	(707)	1214
Income: 50k-100k	17%	(115)	37%	(247)	46%	(303)	665
Income: 100k+	23%	(75)	40%	(130)	36%	(116)	321
Ethnicity: White	17%	(286)	34%	(579)	50%	(857)	1722
Ethnicity: Hispanic	22%	(78)	29%	(101)	49%	(170)	349
Ethnicity: Black	9%	(25)	28%	(77)	63%	(172)	274

Continued on next page

Table MCSP1_5: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
MLB

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	16%	(358)	33%	(716)	51%	(1127)	2200
Ethnicity: Other	23%	(46)	30%	(61)	48%	(97)	204
All Christian	19%	(198)	38%	(400)	43%	(458)	1056
All Non-Christian	24%	(31)	40%	(52)	36%	(46)	130
Atheist	17%	(19)	22%	(24)	61%	(68)	111
Agnostic/Nothing in particular	11%	(61)	29%	(157)	59%	(316)	534
Something Else	13%	(48)	22%	(82)	65%	(239)	369
Religious Non-Protestant/Catholic	25%	(39)	36%	(57)	39%	(61)	157
Evangelical	17%	(109)	32%	(204)	51%	(330)	643
Non-Evangelical	17%	(127)	36%	(263)	47%	(342)	731
Community: Urban	18%	(125)	36%	(255)	46%	(321)	701
Community: Suburban	18%	(175)	31%	(301)	51%	(501)	978
Community: Rural	11%	(58)	31%	(160)	58%	(304)	522
Employ: Private Sector	21%	(142)	39%	(267)	39%	(267)	676
Employ: Government	18%	(23)	28%	(36)	54%	(70)	130
Employ: Self-Employed	23%	(42)	34%	(64)	43%	(80)	187
Employ: Homemaker	6%	(8)	25%	(36)	69%	(97)	141
Employ: Retired	17%	(87)	31%	(161)	52%	(273)	521
Employ: Unemployed	12%	(41)	28%	(100)	60%	(213)	353
Employ: Other	11%	(12)	32%	(36)	57%	(64)	112
Military HH: Yes	15%	(47)	43%	(130)	42%	(129)	305
Military HH: No	16%	(311)	31%	(586)	53%	(998)	1895
RD/WT: Right Direction	19%	(133)	35%	(238)	46%	(317)	688
RD/WT: Wrong Track	15%	(224)	32%	(478)	54%	(810)	1512
Trump Job Approve	17%	(151)	33%	(297)	50%	(443)	891
Trump Job Disapprove	16%	(198)	32%	(401)	52%	(641)	1240
Trump Job Strongly Approve	18%	(101)	31%	(169)	51%	(281)	550
Trump Job Somewhat Approve	15%	(51)	38%	(128)	48%	(162)	341
Trump Job Somewhat Disapprove	20%	(49)	44%	(110)	36%	(89)	248
Trump Job Strongly Disapprove	15%	(149)	29%	(292)	56%	(552)	993
Favorable of Trump	17%	(152)	33%	(293)	49%	(431)	876
Unfavorable of Trump	16%	(193)	32%	(398)	52%	(639)	1230

Table MCSP1_5: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
MLB

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	16%	(358)	33%	(716)	51%	(1127)	2200
Very Favorable of Trump	18%	(107)	32%	(189)	50%	(294)	590
Somewhat Favorable of Trump	16%	(45)	36%	(104)	48%	(137)	286
Somewhat Unfavorable of Trump	20%	(44)	42%	(92)	38%	(85)	220
Very Unfavorable of Trump	15%	(149)	30%	(306)	55%	(554)	1009
#1 Issue: Economy	18%	(143)	32%	(254)	50%	(399)	797
#1 Issue: Security	13%	(36)	28%	(78)	59%	(163)	277
#1 Issue: Health Care	15%	(69)	38%	(176)	47%	(217)	462
#1 Issue: Medicare / Social Security	21%	(60)	31%	(91)	48%	(139)	290
#1 Issue: Women's Issues	5%	(4)	29%	(23)	66%	(53)	80
#1 Issue: Education	15%	(12)	30%	(24)	55%	(44)	79
#1 Issue: Energy	21%	(16)	27%	(21)	52%	(41)	79
#1 Issue: Other	13%	(17)	35%	(48)	52%	(71)	136
2018 House Vote: Democrat	19%	(143)	37%	(277)	44%	(336)	757
2018 House Vote: Republican	20%	(125)	34%	(214)	47%	(296)	635
2016 Vote: Hillary Clinton	21%	(152)	34%	(250)	45%	(330)	731
2016 Vote: Donald Trump	18%	(119)	35%	(239)	47%	(317)	675
2016 Vote: Other	14%	(16)	35%	(39)	51%	(56)	111
2016 Vote: Didn't Vote	10%	(71)	27%	(187)	62%	(423)	681
Voted in 2014: Yes	20%	(243)	35%	(433)	46%	(571)	1247
Voted in 2014: No	12%	(114)	30%	(282)	58%	(556)	953
2012 Vote: Barack Obama	20%	(169)	34%	(295)	46%	(395)	858
2012 Vote: Mitt Romney	19%	(92)	37%	(183)	44%	(218)	493
2012 Vote: Didn't Vote	11%	(89)	28%	(221)	61%	(492)	802
4-Region: Northeast	21%	(82)	33%	(129)	46%	(183)	394
4-Region: Midwest	17%	(80)	36%	(166)	47%	(216)	462
4-Region: South	13%	(105)	30%	(251)	57%	(469)	824
4-Region: West	17%	(91)	33%	(170)	50%	(259)	520
Sports fans	25%	(336)	46%	(624)	29%	(399)	1358
Avid Sports fans	44%	(217)	36%	(180)	20%	(101)	498

Table MCSP1_5: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
MLB

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	16%	(358)	33%	(716)	51%	(1127)	2200
White (non-hispanic) sports fans	26%	(233)	49%	(444)	26%	(235)	913
Black (non-hispanic) sports fans	10%	(15)	43%	(64)	47%	(70)	149
Hispanic sports fans	32%	(77)	38%	(91)	30%	(72)	240
NASCAR fans	26%	(190)	46%	(337)	29%	(213)	739
Avid NASCAR fans	37%	(70)	38%	(71)	25%	(48)	189
NBA fans	27%	(269)	46%	(458)	27%	(273)	999
Avid NBA fans	40%	(156)	39%	(152)	22%	(85)	393
NFL fans	24%	(307)	45%	(587)	32%	(413)	1307
Avid NFL fans	36%	(224)	41%	(258)	22%	(140)	622
MLB fans	33%	(358)	67%	(716)	—	(0)	1073
Avid MLB fans	100%	(358)	—	(0)	—	(0)	358
NHL fans	31%	(243)	50%	(392)	19%	(147)	781
Avid NHL fans	48%	(100)	37%	(76)	15%	(32)	208
Very favorable of NASCAR	30%	(80)	38%	(101)	32%	(86)	267
Very favorable of Michael Jordan	25%	(163)	34%	(219)	41%	(265)	646
Very favorable of NBA	29%	(136)	39%	(180)	32%	(150)	466
Very favorable of Jordan Brand	29%	(107)	36%	(133)	35%	(129)	368
Very favorable of Nike	23%	(151)	33%	(217)	45%	(296)	665

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

Table MCSP1_6: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
NHL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(208)	26%	(574)	64%	(1419)	2200
Gender: Male	14%	(148)	32%	(342)	54%	(572)	1062
Gender: Female	5%	(60)	20%	(232)	74%	(846)	1138
Age: 18-34	11%	(71)	26%	(168)	64%	(417)	655
Age: 35-44	13%	(45)	33%	(116)	55%	(196)	358
Age: 45-64	8%	(64)	24%	(180)	68%	(507)	751
Age: 65+	7%	(29)	25%	(109)	68%	(298)	436
GenZers: 1997-2012	12%	(23)	17%	(33)	71%	(136)	192
Millennials: 1981-1996	10%	(65)	29%	(185)	61%	(383)	634
GenXers: 1965-1980	11%	(63)	29%	(157)	60%	(329)	548
Baby Boomers: 1946-1964	7%	(49)	24%	(177)	70%	(515)	741
PID: Dem (no lean)	10%	(83)	28%	(238)	62%	(523)	843
PID: Ind (no lean)	7%	(48)	24%	(155)	69%	(454)	657
PID: Rep (no lean)	11%	(77)	26%	(181)	63%	(442)	700
PID/Gender: Dem Men	15%	(58)	33%	(129)	53%	(210)	398
PID/Gender: Dem Women	6%	(25)	24%	(108)	70%	(312)	446
PID/Gender: Ind Men	11%	(36)	29%	(99)	60%	(200)	335
PID/Gender: Ind Women	4%	(12)	18%	(57)	79%	(254)	322
PID/Gender: Rep Men	16%	(54)	34%	(114)	49%	(162)	329
PID/Gender: Rep Women	6%	(23)	18%	(67)	76%	(280)	370
Ideo: Liberal (1-3)	10%	(67)	33%	(212)	57%	(374)	653
Ideo: Moderate (4)	8%	(57)	25%	(172)	67%	(464)	694
Ideo: Conservative (5-7)	11%	(74)	24%	(169)	65%	(458)	701
Educ: < College	6%	(86)	23%	(354)	71%	(1073)	1512
Educ: Bachelors degree	15%	(66)	32%	(140)	54%	(238)	444
Educ: Post-grad	23%	(56)	33%	(80)	44%	(107)	244
Income: Under 50k	6%	(76)	23%	(279)	71%	(859)	1214
Income: 50k-100k	10%	(69)	29%	(191)	61%	(405)	665
Income: 100k+	19%	(63)	32%	(103)	48%	(155)	321
Ethnicity: White	10%	(171)	27%	(465)	63%	(1086)	1722
Ethnicity: Hispanic	10%	(35)	29%	(102)	61%	(213)	349
Ethnicity: Black	9%	(24)	18%	(49)	73%	(201)	274

Continued on next page

Table MCSP1_6: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
NHL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(208)	26%	(574)	64%	(1419)	2200
Ethnicity: Other	6%	(12)	29%	(60)	65%	(132)	204
All Christian	12%	(131)	27%	(286)	61%	(640)	1056
All Non-Christian	15%	(20)	35%	(45)	50%	(65)	130
Atheist	8%	(8)	21%	(23)	72%	(80)	111
Agnostic/Nothing in particular	6%	(34)	25%	(133)	69%	(367)	534
Something Else	4%	(15)	24%	(87)	72%	(267)	369
Religious Non-Protestant/Catholic	13%	(20)	31%	(49)	56%	(88)	157
Evangelical	9%	(56)	28%	(182)	63%	(404)	643
Non-Evangelical	12%	(84)	25%	(182)	64%	(465)	731
Community: Urban	13%	(90)	29%	(203)	58%	(407)	701
Community: Suburban	9%	(84)	27%	(260)	65%	(633)	978
Community: Rural	6%	(34)	21%	(110)	72%	(378)	522
Employ: Private Sector	15%	(102)	34%	(230)	51%	(344)	676
Employ: Government	6%	(8)	25%	(32)	69%	(90)	130
Employ: Self-Employed	16%	(30)	30%	(56)	54%	(101)	187
Employ: Homemaker	8%	(11)	23%	(33)	69%	(97)	141
Employ: Retired	5%	(26)	24%	(123)	71%	(373)	521
Employ: Unemployed	6%	(22)	20%	(71)	74%	(261)	353
Employ: Other	6%	(6)	20%	(22)	74%	(83)	112
Military HH: Yes	7%	(23)	30%	(91)	63%	(192)	305
Military HH: No	10%	(185)	25%	(483)	65%	(1227)	1895
RD/WT: Right Direction	12%	(81)	28%	(191)	60%	(415)	688
RD/WT: Wrong Track	8%	(126)	25%	(382)	66%	(1003)	1512
Trump Job Approve	10%	(91)	25%	(225)	65%	(576)	891
Trump Job Disapprove	9%	(111)	27%	(337)	64%	(793)	1240
Trump Job Strongly Approve	11%	(59)	22%	(122)	67%	(369)	550
Trump Job Somewhat Approve	9%	(32)	30%	(102)	61%	(207)	341
Trump Job Somewhat Disapprove	11%	(27)	36%	(88)	53%	(132)	248
Trump Job Strongly Disapprove	8%	(83)	25%	(248)	67%	(661)	993
Favorable of Trump	10%	(92)	25%	(222)	64%	(562)	876
Unfavorable of Trump	8%	(104)	27%	(332)	65%	(793)	1230

Table MCSP1_6: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
NHL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(208)	26%	(574)	64%	(1419)	2200
Very Favorable of Trump	11%	(68)	24%	(141)	65%	(381)	590
Somewhat Favorable of Trump	8%	(24)	28%	(81)	63%	(181)	286
Somewhat Unfavorable of Trump	10%	(22)	34%	(74)	57%	(125)	220
Very Unfavorable of Trump	8%	(83)	26%	(258)	66%	(669)	1009
#1 Issue: Economy	9%	(73)	30%	(241)	61%	(483)	797
#1 Issue: Security	10%	(29)	19%	(53)	70%	(195)	277
#1 Issue: Health Care	10%	(47)	27%	(125)	63%	(291)	462
#1 Issue: Medicare / Social Security	10%	(30)	23%	(68)	67%	(193)	290
#1 Issue: Women's Issues	4%	(3)	17%	(14)	79%	(64)	80
#1 Issue: Education	8%	(7)	21%	(17)	71%	(56)	79
#1 Issue: Energy	11%	(9)	28%	(22)	61%	(48)	79
#1 Issue: Other	8%	(11)	26%	(35)	66%	(89)	136
2018 House Vote: Democrat	10%	(77)	30%	(225)	60%	(455)	757
2018 House Vote: Republican	12%	(74)	26%	(165)	62%	(397)	635
2016 Vote: Hillary Clinton	10%	(77)	28%	(203)	62%	(452)	731
2016 Vote: Donald Trump	11%	(74)	25%	(171)	64%	(430)	675
2016 Vote: Other	5%	(5)	34%	(38)	61%	(68)	111
2016 Vote: Didn't Vote	8%	(52)	23%	(160)	69%	(469)	681
Voted in 2014: Yes	10%	(130)	27%	(338)	62%	(780)	1247
Voted in 2014: No	8%	(77)	25%	(236)	67%	(639)	953
2012 Vote: Barack Obama	10%	(83)	28%	(243)	62%	(532)	858
2012 Vote: Mitt Romney	11%	(56)	25%	(126)	63%	(312)	493
2012 Vote: Didn't Vote	8%	(62)	24%	(192)	68%	(547)	802
4-Region: Northeast	15%	(58)	29%	(116)	56%	(220)	394
4-Region: Midwest	8%	(36)	26%	(119)	66%	(307)	462
4-Region: South	7%	(57)	22%	(184)	71%	(583)	824
4-Region: West	11%	(56)	30%	(155)	59%	(309)	520
Sports fans	15%	(198)	38%	(515)	48%	(646)	1358
Avid Sports fans	25%	(123)	41%	(205)	34%	(171)	498

Table MCSP1_6: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
NHL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(208)	26%	(574)	64%	(1419)	2200
White (non-hispanic) sports fans	16%	(147)	39%	(353)	45%	(413)	913
Black (non-hispanic) sports fans	11%	(16)	27%	(39)	62%	(93)	149
Hispanic sports fans	13%	(31)	41%	(99)	46%	(110)	240
NASCAR fans	18%	(130)	42%	(311)	40%	(299)	739
Avid NASCAR fans	32%	(60)	32%	(61)	36%	(68)	189
NBA fans	16%	(155)	42%	(416)	43%	(428)	999
Avid NBA fans	23%	(91)	38%	(149)	39%	(153)	393
NFL fans	15%	(190)	38%	(502)	47%	(615)	1307
Avid NFL fans	23%	(142)	38%	(235)	40%	(246)	622
MLB fans	16%	(176)	43%	(459)	41%	(439)	1073
Avid MLB fans	28%	(100)	40%	(143)	32%	(115)	358
NHL fans	27%	(208)	73%	(574)	—	(0)	781
Avid NHL fans	100%	(208)	—	(0)	—	(0)	208
Very favorable of NASCAR	23%	(60)	34%	(90)	44%	(117)	267
Very favorable of Michael Jordan	12%	(79)	32%	(207)	56%	(361)	646
Very favorable of NBA	17%	(80)	35%	(163)	48%	(223)	466
Very favorable of Jordan Brand	15%	(54)	40%	(147)	45%	(167)	368
Very favorable of Nike	14%	(96)	29%	(192)	57%	(377)	665

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

Table MCSP1_7: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
College football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	18%	(390)	29%	(636)	53%	(1174)	2200
Gender: Male	27%	(285)	34%	(362)	39%	(415)	1062
Gender: Female	9%	(105)	24%	(274)	67%	(759)	1138
Age: 18-34	17%	(113)	28%	(182)	55%	(360)	655
Age: 35-44	25%	(90)	30%	(106)	45%	(161)	358
Age: 45-64	16%	(123)	29%	(217)	55%	(410)	751
Age: 65+	15%	(64)	30%	(131)	55%	(242)	436
GenZers: 1997-2012	10%	(19)	29%	(56)	61%	(118)	192
Millennials: 1981-1996	21%	(132)	28%	(176)	51%	(326)	634
GenXers: 1965-1980	20%	(110)	28%	(151)	52%	(287)	548
Baby Boomers: 1946-1964	16%	(121)	29%	(218)	54%	(403)	741
PID: Dem (no lean)	17%	(147)	31%	(264)	51%	(432)	843
PID: Ind (no lean)	13%	(88)	25%	(164)	62%	(405)	657
PID: Rep (no lean)	22%	(155)	30%	(208)	48%	(336)	700
PID/Gender: Dem Men	25%	(98)	39%	(154)	37%	(146)	398
PID/Gender: Dem Women	11%	(49)	25%	(110)	64%	(287)	446
PID/Gender: Ind Men	22%	(75)	27%	(92)	50%	(168)	335
PID/Gender: Ind Women	4%	(13)	22%	(72)	74%	(238)	322
PID/Gender: Rep Men	34%	(112)	35%	(116)	31%	(101)	329
PID/Gender: Rep Women	12%	(43)	25%	(92)	63%	(235)	370
Ideo: Liberal (1-3)	18%	(121)	33%	(212)	49%	(320)	653
Ideo: Moderate (4)	15%	(106)	28%	(197)	56%	(391)	694
Ideo: Conservative (5-7)	22%	(151)	28%	(198)	50%	(352)	701
Educ: < College	15%	(220)	25%	(381)	60%	(911)	1512
Educ: Bachelors degree	23%	(100)	38%	(167)	40%	(177)	444
Educ: Post-grad	29%	(70)	36%	(88)	35%	(86)	244
Income: Under 50k	14%	(175)	26%	(315)	60%	(724)	1214
Income: 50k-100k	19%	(128)	32%	(210)	49%	(327)	665
Income: 100k+	27%	(87)	35%	(111)	38%	(123)	321
Ethnicity: White	18%	(318)	28%	(480)	54%	(923)	1722
Ethnicity: Hispanic	18%	(62)	32%	(112)	50%	(176)	349
Ethnicity: Black	18%	(48)	32%	(87)	51%	(140)	274

Table MCSP1_7: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
College football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	18%	(390)	29%	(636)	53%	(1174)	2200
Ethnicity: Other	12%	(24)	34%	(69)	54%	(111)	204
All Christian	22%	(235)	32%	(335)	46%	(487)	1056
All Non-Christian	21%	(27)	35%	(45)	45%	(58)	130
Atheist	12%	(14)	22%	(24)	66%	(73)	111
Agnostic/Nothing in particular	9%	(51)	27%	(147)	63%	(336)	534
Something Else	17%	(64)	23%	(85)	59%	(219)	369
Religious Non-Protestant/Catholic	23%	(35)	31%	(49)	46%	(72)	157
Evangelical	25%	(159)	29%	(184)	47%	(300)	643
Non-Evangelical	17%	(125)	31%	(227)	52%	(379)	731
Community: Urban	20%	(142)	30%	(212)	49%	(346)	701
Community: Suburban	17%	(169)	30%	(292)	53%	(517)	978
Community: Rural	15%	(79)	25%	(132)	60%	(311)	522
Employ: Private Sector	23%	(154)	36%	(242)	42%	(281)	676
Employ: Government	19%	(24)	32%	(42)	49%	(63)	130
Employ: Self-Employed	27%	(50)	27%	(50)	47%	(87)	187
Employ: Homemaker	11%	(15)	22%	(31)	67%	(95)	141
Employ: Retired	14%	(75)	32%	(165)	54%	(281)	521
Employ: Unemployed	14%	(50)	18%	(63)	68%	(241)	353
Employ: Other	14%	(16)	23%	(26)	63%	(70)	112
Military HH: Yes	23%	(71)	32%	(97)	45%	(137)	305
Military HH: No	17%	(319)	28%	(539)	55%	(1037)	1895
RD/WT: Right Direction	23%	(156)	29%	(200)	48%	(332)	688
RD/WT: Wrong Track	16%	(235)	29%	(436)	56%	(842)	1512
Trump Job Approve	21%	(191)	28%	(252)	50%	(449)	891
Trump Job Disapprove	16%	(194)	30%	(376)	54%	(670)	1240
Trump Job Strongly Approve	22%	(122)	27%	(146)	51%	(282)	550
Trump Job Somewhat Approve	20%	(68)	31%	(106)	49%	(167)	341
Trump Job Somewhat Disapprove	18%	(46)	40%	(100)	41%	(103)	248
Trump Job Strongly Disapprove	15%	(149)	28%	(277)	57%	(568)	993
Favorable of Trump	22%	(189)	29%	(255)	49%	(431)	876
Unfavorable of Trump	16%	(192)	29%	(360)	55%	(678)	1230

Table MCSP1_7: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
College football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	18%	(390)	29%	(636)	53%	(1174)	2200
Very Favorable of Trump	22%	(131)	29%	(169)	49%	(290)	590
Somewhat Favorable of Trump	21%	(59)	30%	(86)	49%	(141)	286
Somewhat Unfavorable of Trump	18%	(39)	37%	(82)	45%	(99)	220
Very Unfavorable of Trump	15%	(153)	28%	(278)	57%	(579)	1009
#1 Issue: Economy	21%	(165)	30%	(241)	49%	(391)	797
#1 Issue: Security	16%	(44)	25%	(69)	59%	(164)	277
#1 Issue: Health Care	15%	(71)	30%	(139)	55%	(252)	462
#1 Issue: Medicare / Social Security	19%	(54)	30%	(86)	52%	(150)	290
#1 Issue: Women's Issues	9%	(7)	28%	(23)	63%	(50)	80
#1 Issue: Education	20%	(16)	26%	(20)	54%	(42)	79
#1 Issue: Energy	16%	(12)	29%	(23)	55%	(44)	79
#1 Issue: Other	15%	(21)	26%	(35)	59%	(80)	136
2018 House Vote: Democrat	19%	(144)	32%	(242)	49%	(371)	757
2018 House Vote: Republican	24%	(153)	30%	(193)	46%	(289)	635
2016 Vote: Hillary Clinton	20%	(146)	32%	(235)	48%	(350)	731
2016 Vote: Donald Trump	22%	(150)	30%	(202)	48%	(323)	675
2016 Vote: Other	13%	(15)	27%	(30)	59%	(66)	111
2016 Vote: Didn't Vote	12%	(79)	25%	(168)	64%	(435)	681
Voted in 2014: Yes	21%	(267)	31%	(391)	47%	(589)	1247
Voted in 2014: No	13%	(123)	26%	(245)	61%	(585)	953
2012 Vote: Barack Obama	20%	(170)	31%	(267)	49%	(421)	858
2012 Vote: Mitt Romney	25%	(122)	29%	(143)	46%	(228)	493
2012 Vote: Didn't Vote	12%	(92)	26%	(210)	62%	(499)	802
4-Region: Northeast	14%	(54)	24%	(94)	62%	(246)	394
4-Region: Midwest	17%	(78)	30%	(137)	54%	(248)	462
4-Region: South	20%	(163)	31%	(257)	49%	(404)	824
4-Region: West	18%	(95)	29%	(148)	53%	(277)	520
Sports fans	28%	(381)	42%	(565)	30%	(413)	1358
Avid Sports fans	50%	(252)	33%	(163)	17%	(84)	498

Table MCSP1_7: *Do you consider yourself an avid fan, casual fan or not a fan of each of the following?*
College football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	18%	(390)	29%	(636)	53%	(1174)	2200
White (non-hispanic) sports fans	30%	(271)	42%	(384)	28%	(259)	913
Black (non-hispanic) sports fans	27%	(40)	37%	(55)	36%	(54)	149
Hispanic sports fans	26%	(62)	40%	(95)	35%	(83)	240
NASCAR fans	29%	(215)	41%	(304)	30%	(220)	739
Avid NASCAR fans	47%	(90)	30%	(58)	22%	(42)	189
NBA fans	29%	(293)	44%	(435)	27%	(271)	999
Avid NBA fans	43%	(168)	40%	(156)	18%	(69)	393
NFL fans	28%	(361)	42%	(550)	30%	(396)	1307
Avid NFL fans	45%	(281)	37%	(231)	18%	(111)	622
MLB fans	29%	(311)	40%	(428)	31%	(335)	1073
Avid MLB fans	46%	(165)	33%	(117)	21%	(75)	358
NHL fans	33%	(254)	42%	(328)	25%	(199)	781
Avid NHL fans	49%	(102)	33%	(68)	18%	(38)	208
Very favorable of NASCAR	33%	(87)	36%	(98)	31%	(83)	267
Very favorable of Michael Jordan	26%	(167)	36%	(229)	39%	(249)	646
Very favorable of NBA	33%	(152)	38%	(176)	30%	(138)	466
Very favorable of Jordan Brand	32%	(118)	35%	(127)	33%	(123)	368
Very favorable of Nike	29%	(190)	31%	(206)	40%	(268)	665

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

Table MCSP2_1: *And do you have a favorable or unfavorable opinion of each of the following?*
NASCAR

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	12%	(267)	27%	(594)	12%	(255)	12%	(266)	34%	(742)	3%	(74)	2200
Gender: Male	14%	(144)	32%	(343)	13%	(133)	13%	(138)	26%	(272)	3%	(31)	1062
Gender: Female	11%	(124)	22%	(252)	11%	(122)	11%	(128)	41%	(470)	4%	(43)	1138
Age: 18-34	11%	(74)	26%	(169)	12%	(81)	14%	(89)	31%	(201)	6%	(42)	655
Age: 35-44	17%	(62)	27%	(96)	13%	(47)	10%	(35)	30%	(108)	3%	(10)	358
Age: 45-64	11%	(83)	27%	(205)	10%	(76)	13%	(95)	37%	(276)	2%	(17)	751
Age: 65+	11%	(49)	29%	(125)	12%	(52)	11%	(48)	36%	(158)	1%	(5)	436
GenZers: 1997-2012	8%	(15)	30%	(58)	9%	(17)	10%	(19)	30%	(59)	13%	(24)	192
Millennials: 1981-1996	14%	(86)	23%	(148)	14%	(91)	14%	(88)	31%	(199)	3%	(22)	634
GenXers: 1965-1980	14%	(79)	29%	(160)	9%	(52)	11%	(59)	33%	(181)	3%	(18)	548
Baby Boomers: 1946-1964	11%	(81)	26%	(195)	12%	(86)	13%	(96)	37%	(276)	1%	(7)	741
PID: Dem (no lean)	13%	(106)	28%	(232)	13%	(112)	11%	(91)	32%	(271)	4%	(32)	843
PID: Ind (no lean)	9%	(57)	23%	(151)	11%	(74)	12%	(79)	41%	(268)	4%	(28)	657
PID: Rep (no lean)	15%	(105)	30%	(211)	10%	(70)	14%	(96)	29%	(203)	2%	(15)	700
PID/Gender: Dem Men	14%	(56)	35%	(138)	14%	(56)	9%	(37)	24%	(97)	4%	(15)	398
PID/Gender: Dem Women	11%	(50)	21%	(94)	13%	(56)	12%	(54)	39%	(175)	4%	(17)	446
PID/Gender: Ind Men	6%	(20)	28%	(94)	13%	(44)	16%	(54)	34%	(114)	3%	(9)	335
PID/Gender: Ind Women	11%	(36)	18%	(57)	9%	(30)	8%	(25)	48%	(155)	6%	(19)	322
PID/Gender: Rep Men	20%	(67)	34%	(111)	10%	(33)	15%	(48)	19%	(62)	2%	(7)	329
PID/Gender: Rep Women	10%	(38)	27%	(100)	10%	(36)	13%	(48)	38%	(141)	2%	(7)	370
Ideo: Liberal (1-3)	11%	(72)	26%	(170)	15%	(101)	13%	(84)	32%	(208)	3%	(18)	653
Ideo: Moderate (4)	11%	(78)	31%	(217)	9%	(65)	9%	(63)	36%	(247)	3%	(24)	694
Ideo: Conservative (5-7)	14%	(101)	28%	(193)	11%	(79)	14%	(96)	31%	(214)	3%	(18)	701
Educ: < College	11%	(170)	26%	(395)	10%	(155)	12%	(188)	36%	(545)	4%	(59)	1512
Educ: Bachelors degree	14%	(60)	27%	(121)	14%	(64)	13%	(56)	31%	(136)	2%	(7)	444
Educ: Post-grad	15%	(37)	32%	(78)	15%	(37)	9%	(22)	25%	(62)	3%	(8)	244
Income: Under 50k	11%	(139)	26%	(317)	10%	(119)	13%	(155)	36%	(434)	4%	(49)	1214
Income: 50k-100k	12%	(83)	27%	(181)	13%	(88)	12%	(80)	33%	(218)	2%	(15)	665
Income: 100k+	14%	(46)	30%	(96)	15%	(48)	10%	(31)	28%	(90)	3%	(11)	321
Ethnicity: White	11%	(197)	28%	(474)	12%	(200)	12%	(204)	35%	(600)	3%	(46)	1722
Ethnicity: Hispanic	11%	(40)	31%	(109)	9%	(32)	10%	(36)	33%	(117)	5%	(17)	349

Table MCSP2_1: *And do you have a favorable or unfavorable opinion of each of the following?*
NASCAR

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	12%	(267)	27%	(594)	12%	(255)	12%	(266)	34%	(742)	3%	(74)	2200
Ethnicity: Black	14%	(39)	23%	(64)	10%	(28)	16%	(43)	29%	(79)	8%	(21)	274
Ethnicity: Other	15%	(31)	28%	(56)	13%	(27)	9%	(19)	31%	(63)	3%	(7)	204
All Christian	14%	(145)	31%	(330)	11%	(117)	11%	(113)	31%	(332)	2%	(19)	1056
All Non-Christian	16%	(21)	23%	(30)	10%	(12)	8%	(10)	32%	(41)	11%	(15)	130
Atheist	6%	(6)	25%	(27)	13%	(15)	27%	(30)	26%	(29)	4%	(4)	111
Agnostic/Nothing in particular	7%	(38)	21%	(113)	14%	(72)	14%	(73)	40%	(215)	4%	(22)	534
Something Else	15%	(57)	25%	(94)	10%	(38)	11%	(40)	34%	(125)	4%	(15)	369
Religious Non-Protestant/Catholic	14%	(22)	24%	(37)	10%	(16)	9%	(14)	34%	(53)	9%	(15)	157
Evangelical	16%	(104)	32%	(206)	10%	(63)	11%	(69)	28%	(183)	3%	(17)	643
Non-Evangelical	13%	(92)	28%	(208)	12%	(87)	10%	(77)	35%	(253)	2%	(14)	731
Community: Urban	14%	(96)	28%	(195)	10%	(67)	11%	(77)	32%	(226)	6%	(39)	701
Community: Suburban	11%	(106)	26%	(250)	12%	(121)	13%	(130)	35%	(346)	3%	(25)	978
Community: Rural	12%	(65)	29%	(150)	13%	(67)	11%	(60)	33%	(170)	2%	(10)	522
Employ: Private Sector	15%	(101)	30%	(202)	12%	(81)	11%	(72)	29%	(199)	3%	(22)	676
Employ: Government	16%	(21)	18%	(23)	12%	(15)	14%	(18)	36%	(46)	4%	(5)	130
Employ: Self-Employed	11%	(22)	35%	(66)	8%	(16)	14%	(26)	28%	(52)	3%	(6)	187
Employ: Homemaker	10%	(14)	21%	(29)	15%	(21)	17%	(25)	34%	(48)	3%	(4)	141
Employ: Retired	12%	(62)	29%	(151)	11%	(60)	12%	(65)	34%	(177)	1%	(7)	521
Employ: Unemployed	10%	(35)	22%	(76)	12%	(41)	12%	(41)	43%	(152)	2%	(8)	353
Employ: Other	10%	(11)	24%	(26)	9%	(10)	13%	(15)	37%	(41)	7%	(7)	112
Military HH: Yes	14%	(44)	26%	(78)	14%	(43)	13%	(39)	32%	(96)	1%	(4)	305
Military HH: No	12%	(223)	27%	(516)	11%	(212)	12%	(227)	34%	(646)	4%	(70)	1895
RD/WT: Right Direction	18%	(125)	30%	(208)	11%	(77)	10%	(70)	27%	(185)	3%	(22)	688
RD/WT: Wrong Track	9%	(142)	26%	(386)	12%	(178)	13%	(196)	37%	(557)	3%	(52)	1512
Trump Job Approve	16%	(141)	29%	(262)	10%	(94)	13%	(112)	30%	(267)	2%	(16)	891
Trump Job Disapprove	9%	(116)	26%	(329)	13%	(160)	11%	(141)	36%	(444)	4%	(51)	1240
Trump Job Strongly Approve	18%	(102)	26%	(144)	11%	(59)	16%	(89)	27%	(146)	2%	(10)	550
Trump Job Somewhat Approve	11%	(39)	35%	(118)	10%	(34)	7%	(24)	35%	(120)	2%	(6)	341
Trump Job Somewhat Disapprove	11%	(28)	37%	(91)	12%	(30)	7%	(18)	30%	(73)	3%	(7)	248
Trump Job Strongly Disapprove	9%	(88)	24%	(238)	13%	(129)	12%	(123)	37%	(371)	4%	(43)	993

Continued on next page

Table MCSP2_1: *And do you have a favorable or unfavorable opinion of each of the following?*
NASCAR

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	12%	(267)	27%	(594)	12%	(255)	12%	(266)	34%	(742)	3%	(74)	2200
Favorable of Trump	16%	(138)	30%	(259)	10%	(90)	14%	(119)	29%	(251)	2%	(19)	876
Unfavorable of Trump	10%	(119)	26%	(323)	13%	(156)	11%	(138)	36%	(448)	4%	(46)	1230
Very Favorable of Trump	19%	(110)	28%	(166)	11%	(63)	16%	(91)	24%	(144)	3%	(15)	590
Somewhat Favorable of Trump	10%	(28)	33%	(93)	9%	(27)	10%	(27)	37%	(107)	1%	(4)	286
Somewhat Unfavorable of Trump	11%	(25)	36%	(79)	12%	(27)	8%	(17)	31%	(68)	2%	(4)	220
Very Unfavorable of Trump	9%	(94)	24%	(245)	13%	(129)	12%	(121)	38%	(380)	4%	(42)	1009
#1 Issue: Economy	12%	(96)	31%	(250)	11%	(85)	10%	(83)	33%	(261)	3%	(22)	797
#1 Issue: Security	17%	(47)	20%	(54)	13%	(36)	19%	(52)	28%	(79)	3%	(8)	277
#1 Issue: Health Care	11%	(50)	26%	(122)	13%	(62)	11%	(53)	35%	(161)	3%	(15)	462
#1 Issue: Medicare / Social Security	13%	(37)	27%	(77)	12%	(35)	12%	(35)	34%	(98)	3%	(8)	290
#1 Issue: Women's Issues	8%	(6)	19%	(15)	11%	(9)	13%	(11)	40%	(33)	9%	(7)	80
#1 Issue: Education	15%	(12)	28%	(22)	9%	(7)	5%	(4)	35%	(28)	8%	(6)	79
#1 Issue: Energy	12%	(10)	32%	(25)	13%	(10)	8%	(6)	31%	(25)	4%	(3)	79
#1 Issue: Other	7%	(9)	22%	(29)	9%	(12)	16%	(22)	43%	(58)	4%	(5)	136
2018 House Vote: Democrat	13%	(97)	27%	(204)	14%	(105)	12%	(88)	31%	(238)	3%	(25)	757
2018 House Vote: Republican	15%	(92)	32%	(201)	11%	(68)	13%	(84)	28%	(179)	2%	(11)	635
2016 Vote: Hillary Clinton	13%	(98)	27%	(198)	13%	(98)	12%	(87)	32%	(232)	3%	(19)	731
2016 Vote: Donald Trump	14%	(95)	30%	(205)	11%	(73)	14%	(95)	29%	(195)	2%	(12)	675
2016 Vote: Other	4%	(5)	28%	(31)	12%	(13)	9%	(10)	42%	(47)	4%	(5)	111
2016 Vote: Didn't Vote	10%	(70)	23%	(160)	10%	(70)	11%	(75)	39%	(268)	6%	(39)	681
Voted in 2014: Yes	14%	(174)	27%	(333)	13%	(160)	12%	(154)	32%	(397)	2%	(29)	1247
Voted in 2014: No	10%	(93)	27%	(261)	10%	(95)	12%	(112)	36%	(346)	5%	(46)	953
2012 Vote: Barack Obama	14%	(118)	27%	(229)	13%	(114)	12%	(104)	32%	(273)	2%	(20)	858
2012 Vote: Mitt Romney	13%	(64)	29%	(144)	12%	(59)	12%	(59)	33%	(161)	1%	(7)	493
2012 Vote: Didn't Vote	10%	(81)	26%	(210)	10%	(78)	12%	(95)	37%	(293)	6%	(45)	802
4-Region: Northeast	12%	(47)	24%	(95)	8%	(32)	13%	(51)	39%	(152)	4%	(15)	394
4-Region: Midwest	10%	(45)	25%	(116)	15%	(68)	13%	(58)	35%	(161)	3%	(13)	462
4-Region: South	14%	(114)	28%	(234)	12%	(95)	11%	(93)	31%	(256)	4%	(31)	824
4-Region: West	12%	(61)	29%	(149)	11%	(60)	12%	(63)	33%	(172)	3%	(15)	520
Sports fans	17%	(224)	34%	(459)	13%	(173)	11%	(148)	24%	(321)	3%	(34)	1358

Table MCSP2_1: *And do you have a favorable or unfavorable opinion of each of the following?*
NASCAR

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	12%	(267)	27%	(594)	12%	(255)	12%	(266)	34%	(742)	3%	(74)	2200
Avid Sports fans	22%	(112)	37%	(184)	10%	(52)	13%	(64)	14%	(71)	3%	(16)	498
White (non-hispanic) sports fans	17%	(153)	34%	(309)	13%	(119)	10%	(87)	25%	(225)	2%	(19)	913
Black (non-hispanic) sports fans	20%	(29)	24%	(35)	11%	(17)	22%	(33)	20%	(29)	4%	(5)	149
Hispanic sports fans	15%	(35)	41%	(99)	9%	(23)	9%	(23)	22%	(52)	3%	(8)	240
NASCAR fans	31%	(227)	52%	(387)	5%	(40)	3%	(19)	8%	(59)	1%	(8)	739
Avid NASCAR fans	63%	(119)	25%	(47)	3%	(6)	4%	(7)	4%	(7)	2%	(4)	189
NBA fans	16%	(157)	35%	(345)	14%	(135)	11%	(109)	22%	(223)	3%	(30)	999
Avid NBA fans	21%	(83)	39%	(152)	9%	(36)	12%	(46)	16%	(63)	3%	(12)	393
NFL fans	17%	(220)	35%	(453)	12%	(159)	10%	(132)	24%	(320)	2%	(23)	1307
Avid NFL fans	22%	(136)	34%	(209)	11%	(69)	11%	(70)	21%	(130)	1%	(8)	622
MLB fans	17%	(182)	36%	(385)	12%	(127)	11%	(113)	24%	(254)	1%	(12)	1073
Avid MLB fans	22%	(80)	34%	(123)	9%	(33)	13%	(46)	20%	(72)	1%	(3)	358
NHL fans	19%	(150)	38%	(296)	12%	(92)	9%	(71)	21%	(164)	1%	(9)	781
Avid NHL fans	29%	(60)	32%	(67)	9%	(19)	9%	(19)	18%	(37)	2%	(5)	208
Very favorable of NASCAR	100%	(267)	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	267
Very favorable of Michael Jordan	25%	(158)	27%	(177)	11%	(69)	12%	(79)	22%	(141)	3%	(22)	646
Very favorable of NBA	28%	(132)	31%	(146)	10%	(44)	13%	(58)	15%	(70)	3%	(15)	466
Very favorable of Jordan Brand	32%	(118)	28%	(102)	11%	(40)	11%	(39)	16%	(59)	3%	(10)	368
Very favorable of Nike	25%	(166)	26%	(175)	9%	(62)	11%	(72)	23%	(154)	5%	(34)	665

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

Table MCSP2_2: *And do you have a favorable or unfavorable opinion of each of the following?*
Michael Jordan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	29%	(646)	34%	(753)	5%	(114)	5%	(117)	24%	(533)	2%	(37)	2200
Gender: Male	35%	(373)	35%	(373)	6%	(69)	5%	(54)	17%	(176)	1%	(16)	1062
Gender: Female	24%	(273)	33%	(380)	4%	(45)	6%	(63)	31%	(356)	2%	(21)	1138
Age: 18-34	37%	(240)	31%	(203)	5%	(30)	3%	(17)	22%	(144)	3%	(21)	655
Age: 35-44	34%	(122)	37%	(134)	7%	(25)	5%	(16)	16%	(57)	1%	(4)	358
Age: 45-64	25%	(190)	34%	(257)	5%	(39)	6%	(48)	28%	(209)	1%	(8)	751
Age: 65+	22%	(94)	36%	(159)	5%	(20)	8%	(36)	28%	(123)	1%	(5)	436
GenZers: 1997-2012	34%	(65)	29%	(56)	3%	(7)	—	(0)	27%	(52)	6%	(12)	192
Millennials: 1981-1996	37%	(231)	33%	(212)	6%	(35)	4%	(24)	19%	(121)	2%	(11)	634
GenXers: 1965-1980	32%	(176)	34%	(187)	6%	(34)	4%	(25)	22%	(122)	1%	(6)	548
Baby Boomers: 1946-1964	21%	(155)	36%	(267)	5%	(34)	9%	(67)	29%	(211)	1%	(7)	741
PID: Dem (no lean)	35%	(291)	36%	(303)	5%	(42)	3%	(26)	19%	(161)	2%	(20)	843
PID: Ind (no lean)	28%	(182)	33%	(216)	5%	(31)	4%	(23)	31%	(201)	1%	(4)	657
PID: Rep (no lean)	25%	(173)	33%	(234)	6%	(41)	10%	(68)	24%	(171)	2%	(13)	700
PID/Gender: Dem Men	39%	(154)	36%	(142)	7%	(28)	3%	(12)	14%	(55)	2%	(7)	398
PID/Gender: Dem Women	31%	(137)	36%	(161)	3%	(14)	3%	(14)	24%	(106)	3%	(13)	446
PID/Gender: Ind Men	34%	(115)	35%	(118)	5%	(17)	4%	(13)	21%	(70)	1%	(3)	335
PID/Gender: Ind Women	21%	(67)	30%	(98)	5%	(15)	3%	(11)	41%	(131)	—	(1)	322
PID/Gender: Rep Men	32%	(104)	34%	(113)	7%	(24)	9%	(30)	16%	(52)	2%	(6)	329
PID/Gender: Rep Women	19%	(69)	33%	(120)	4%	(17)	10%	(38)	32%	(119)	2%	(7)	370
Ideo: Liberal (1-3)	37%	(242)	36%	(235)	4%	(28)	2%	(15)	18%	(118)	2%	(16)	653
Ideo: Moderate (4)	27%	(189)	35%	(246)	5%	(36)	4%	(30)	26%	(183)	1%	(9)	694
Ideo: Conservative (5-7)	25%	(175)	34%	(236)	6%	(44)	10%	(69)	24%	(167)	1%	(9)	701
Educ: < College	28%	(426)	31%	(475)	5%	(79)	5%	(83)	28%	(421)	2%	(28)	1512
Educ: Bachelors degree	32%	(140)	40%	(176)	5%	(22)	6%	(25)	18%	(78)	1%	(2)	444
Educ: Post-grad	33%	(80)	42%	(101)	5%	(12)	4%	(10)	14%	(34)	3%	(7)	244
Income: Under 50k	29%	(353)	31%	(371)	5%	(63)	6%	(68)	28%	(337)	2%	(23)	1214
Income: 50k-100k	29%	(194)	38%	(251)	5%	(34)	6%	(38)	21%	(140)	1%	(9)	665
Income: 100k+	31%	(100)	41%	(131)	5%	(17)	4%	(12)	17%	(56)	2%	(6)	321
Ethnicity: White	26%	(441)	36%	(612)	5%	(87)	6%	(101)	26%	(446)	2%	(34)	1722
Ethnicity: Hispanic	39%	(135)	32%	(111)	3%	(12)	2%	(8)	21%	(74)	3%	(10)	349

Continued on next page

Table MCSP2_2: *And do you have a favorable or unfavorable opinion of each of the following?*
Michael Jordan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	29%	(646)	34%	(753)	5%	(114)	5%	(117)	24%	(533)	2%	(37)	2200
Ethnicity: Black	44%	(120)	30%	(83)	6%	(15)	3%	(9)	17%	(46)	—	(1)	274
Ethnicity: Other	42%	(86)	28%	(57)	5%	(11)	4%	(7)	20%	(41)	1%	(2)	204
All Christian	28%	(298)	36%	(382)	5%	(57)	6%	(63)	23%	(238)	2%	(17)	1056
All Non-Christian	34%	(44)	39%	(51)	6%	(8)	2%	(3)	17%	(22)	2%	(2)	130
Atheist	24%	(26)	34%	(38)	8%	(9)	5%	(5)	29%	(32)	1%	(1)	111
Agnostic/Nothing in particular	32%	(168)	32%	(172)	4%	(20)	4%	(22)	27%	(144)	2%	(8)	534
Something Else	30%	(109)	30%	(110)	5%	(19)	7%	(24)	26%	(97)	2%	(8)	369
Religious Non-Protestant/Catholic	33%	(51)	39%	(60)	7%	(10)	2%	(4)	18%	(29)	1%	(2)	157
Evangelical	30%	(196)	35%	(222)	6%	(37)	6%	(40)	20%	(130)	3%	(18)	643
Non-Evangelical	26%	(192)	35%	(254)	5%	(36)	6%	(46)	27%	(195)	1%	(8)	731
Community: Urban	34%	(240)	32%	(227)	6%	(45)	4%	(25)	20%	(142)	3%	(22)	701
Community: Suburban	30%	(289)	35%	(346)	5%	(45)	5%	(52)	24%	(234)	1%	(12)	978
Community: Rural	22%	(117)	35%	(180)	5%	(24)	8%	(41)	30%	(157)	1%	(3)	522
Employ: Private Sector	37%	(251)	36%	(243)	5%	(31)	5%	(33)	16%	(109)	1%	(9)	676
Employ: Government	38%	(49)	32%	(42)	4%	(6)	4%	(5)	20%	(25)	2%	(2)	130
Employ: Self-Employed	26%	(49)	39%	(72)	10%	(18)	5%	(9)	19%	(36)	2%	(3)	187
Employ: Homemaker	22%	(31)	34%	(49)	8%	(11)	4%	(6)	31%	(44)	—	(0)	141
Employ: Retired	22%	(116)	34%	(177)	4%	(19)	9%	(46)	30%	(158)	1%	(5)	521
Employ: Unemployed	27%	(95)	28%	(99)	5%	(19)	5%	(16)	32%	(113)	3%	(12)	353
Employ: Other	29%	(33)	39%	(43)	5%	(6)	3%	(3)	23%	(26)	1%	(2)	112
Military HH: Yes	24%	(74)	37%	(112)	6%	(17)	7%	(22)	24%	(75)	2%	(6)	305
Military HH: No	30%	(572)	34%	(641)	5%	(97)	5%	(95)	24%	(458)	2%	(32)	1895
RD/WT: Right Direction	28%	(195)	35%	(240)	6%	(42)	8%	(55)	21%	(144)	2%	(12)	688
RD/WT: Wrong Track	30%	(451)	34%	(513)	5%	(72)	4%	(63)	26%	(388)	2%	(25)	1512
Trump Job Approve	25%	(224)	33%	(295)	6%	(53)	9%	(79)	26%	(228)	2%	(14)	891
Trump Job Disapprove	32%	(400)	36%	(443)	5%	(59)	3%	(37)	22%	(277)	2%	(23)	1240
Trump Job Strongly Approve	26%	(142)	30%	(166)	7%	(40)	12%	(67)	23%	(129)	1%	(7)	550
Trump Job Somewhat Approve	24%	(82)	38%	(129)	4%	(13)	4%	(12)	29%	(99)	2%	(7)	341
Trump Job Somewhat Disapprove	31%	(76)	45%	(113)	6%	(15)	2%	(5)	14%	(36)	1%	(4)	248
Trump Job Strongly Disapprove	33%	(324)	33%	(331)	4%	(43)	3%	(33)	24%	(242)	2%	(20)	993

Table MCSP2_2: *And do you have a favorable or unfavorable opinion of each of the following?*
Michael Jordan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	29%	(646)	34%	(753)	5%	(114)	5%	(117)	24%	(533)	2%	(37)	2200
Favorable of Trump	25%	(221)	33%	(285)	6%	(53)	9%	(82)	25%	(221)	2%	(13)	876
Unfavorable of Trump	32%	(399)	36%	(447)	5%	(56)	3%	(35)	22%	(270)	2%	(24)	1230
Very Favorable of Trump	27%	(159)	30%	(175)	7%	(41)	12%	(72)	23%	(135)	1%	(8)	590
Somewhat Favorable of Trump	22%	(62)	39%	(110)	4%	(12)	3%	(10)	30%	(86)	2%	(5)	286
Somewhat Unfavorable of Trump	31%	(67)	44%	(97)	4%	(9)	3%	(7)	17%	(37)	2%	(4)	220
Very Unfavorable of Trump	33%	(331)	35%	(350)	5%	(47)	3%	(28)	23%	(233)	2%	(20)	1009
#1 Issue: Economy	34%	(269)	36%	(286)	6%	(46)	4%	(34)	20%	(156)	1%	(6)	797
#1 Issue: Security	20%	(55)	32%	(88)	5%	(13)	14%	(38)	29%	(80)	1%	(3)	277
#1 Issue: Health Care	31%	(142)	36%	(168)	4%	(20)	2%	(11)	24%	(112)	2%	(8)	462
#1 Issue: Medicare / Social Security	25%	(72)	33%	(97)	5%	(14)	6%	(17)	30%	(87)	1%	(3)	290
#1 Issue: Women's Issues	29%	(23)	36%	(29)	5%	(4)	4%	(3)	20%	(16)	6%	(5)	80
#1 Issue: Education	31%	(24)	26%	(20)	7%	(5)	1%	(0)	23%	(18)	13%	(10)	79
#1 Issue: Energy	44%	(35)	28%	(22)	3%	(2)	4%	(4)	16%	(13)	3%	(3)	79
#1 Issue: Other	19%	(26)	31%	(42)	7%	(9)	7%	(10)	36%	(50)	—	(0)	136
2018 House Vote: Democrat	35%	(266)	37%	(279)	5%	(37)	2%	(19)	19%	(145)	1%	(11)	757
2018 House Vote: Republican	24%	(150)	35%	(223)	6%	(39)	11%	(70)	23%	(145)	1%	(8)	635
2016 Vote: Hillary Clinton	37%	(270)	37%	(268)	4%	(32)	3%	(20)	18%	(131)	1%	(10)	731
2016 Vote: Donald Trump	22%	(151)	34%	(232)	7%	(46)	12%	(78)	24%	(161)	1%	(6)	675
2016 Vote: Other	16%	(18)	45%	(50)	4%	(5)	3%	(3)	28%	(31)	4%	(4)	111
2016 Vote: Didn't Vote	30%	(207)	30%	(201)	5%	(31)	2%	(16)	31%	(210)	2%	(16)	681
Voted in 2014: Yes	29%	(363)	36%	(447)	6%	(74)	7%	(82)	21%	(264)	1%	(18)	1247
Voted in 2014: No	30%	(284)	32%	(306)	4%	(40)	4%	(35)	28%	(268)	2%	(19)	953
2012 Vote: Barack Obama	34%	(291)	35%	(305)	5%	(41)	4%	(36)	20%	(174)	1%	(12)	858
2012 Vote: Mitt Romney	21%	(103)	35%	(174)	7%	(36)	11%	(52)	25%	(123)	1%	(4)	493
2012 Vote: Didn't Vote	31%	(248)	32%	(255)	4%	(32)	3%	(25)	28%	(222)	2%	(19)	802
4-Region: Northeast	27%	(107)	34%	(135)	5%	(19)	4%	(17)	28%	(111)	1%	(5)	394
4-Region: Midwest	26%	(121)	36%	(167)	4%	(19)	5%	(24)	27%	(124)	1%	(6)	462
4-Region: South	30%	(246)	34%	(279)	6%	(49)	6%	(51)	22%	(185)	2%	(15)	824
4-Region: West	33%	(172)	33%	(171)	5%	(27)	5%	(25)	22%	(113)	2%	(12)	520
Sports fans	38%	(510)	40%	(548)	5%	(72)	3%	(44)	13%	(173)	1%	(11)	1358

Table MCSP2_2: *And do you have a favorable or unfavorable opinion of each of the following?*
Michael Jordan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	29%	(646)	34%	(753)	5%	(114)	5%	(117)	24%	(533)	2%	(37)	2200
Avid Sports fans	54%	(269)	31%	(152)	5%	(27)	3%	(17)	6%	(31)	—	(2)	498
White (non-hispanic) sports fans	32%	(295)	42%	(379)	6%	(57)	4%	(36)	15%	(137)	1%	(9)	913
Black (non-hispanic) sports fans	48%	(72)	35%	(52)	7%	(11)	3%	(5)	6%	(10)	—	(0)	149
Hispanic sports fans	50%	(120)	38%	(92)	2%	(4)	1%	(3)	8%	(20)	1%	(2)	240
NASCAR fans	38%	(281)	38%	(277)	7%	(49)	5%	(35)	13%	(95)	—	(3)	739
Avid NASCAR fans	42%	(80)	32%	(60)	10%	(19)	4%	(8)	12%	(22)	—	(0)	189
NBA fans	44%	(443)	41%	(407)	4%	(41)	2%	(22)	8%	(83)	—	(3)	999
Avid NBA fans	59%	(231)	31%	(122)	3%	(12)	2%	(9)	4%	(16)	1%	(2)	393
NFL fans	37%	(480)	42%	(553)	4%	(53)	3%	(45)	13%	(172)	—	(5)	1307
Avid NFL fans	44%	(273)	38%	(234)	5%	(29)	4%	(26)	10%	(60)	—	(1)	622
MLB fans	36%	(381)	41%	(437)	6%	(65)	3%	(34)	14%	(150)	1%	(6)	1073
Avid MLB fans	46%	(163)	35%	(126)	5%	(17)	5%	(16)	9%	(32)	1%	(4)	358
NHL fans	37%	(285)	41%	(323)	6%	(47)	3%	(26)	12%	(97)	—	(2)	781
Avid NHL fans	38%	(79)	39%	(80)	6%	(13)	5%	(10)	12%	(24)	1%	(1)	208
Very favorable of NASCAR	59%	(158)	25%	(66)	5%	(13)	3%	(8)	8%	(22)	—	(0)	267
Very favorable of Michael Jordan	100%	(646)	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	646
Very favorable of NBA	69%	(322)	23%	(108)	3%	(14)	2%	(8)	3%	(13)	—	(1)	466
Very favorable of Jordan Brand	84%	(308)	11%	(42)	1%	(5)	1%	(4)	2%	(6)	1%	(2)	368
Very favorable of Nike	61%	(402)	22%	(149)	3%	(23)	2%	(10)	11%	(72)	1%	(9)	665

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

Table MCSP2_3: *And do you have a favorable or unfavorable opinion of each of the following?*

NBA

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	21%	(466)	27%	(591)	9%	(194)	15%	(320)	27%	(587)	2%	(42)	2200
Gender: Male	30%	(318)	26%	(278)	10%	(109)	17%	(184)	15%	(159)	1%	(14)	1062
Gender: Female	13%	(148)	28%	(313)	7%	(85)	12%	(136)	38%	(428)	2%	(28)	1138
Age: 18-34	29%	(189)	31%	(200)	7%	(45)	5%	(36)	26%	(169)	3%	(17)	655
Age: 35-44	30%	(109)	26%	(93)	11%	(40)	13%	(47)	18%	(66)	1%	(4)	358
Age: 45-64	14%	(105)	25%	(189)	9%	(67)	20%	(153)	30%	(223)	2%	(14)	751
Age: 65+	15%	(64)	25%	(110)	9%	(41)	19%	(84)	30%	(130)	2%	(7)	436
GenZers: 1997-2012	27%	(52)	32%	(62)	4%	(7)	2%	(5)	29%	(56)	5%	(10)	192
Millennials: 1981-1996	29%	(186)	30%	(187)	8%	(52)	9%	(54)	23%	(145)	1%	(9)	634
GenXers: 1965-1980	23%	(128)	24%	(129)	10%	(56)	15%	(83)	26%	(143)	2%	(9)	548
Baby Boomers: 1946-1964	12%	(89)	26%	(193)	9%	(66)	21%	(159)	30%	(222)	2%	(13)	741
PID: Dem (no lean)	29%	(242)	33%	(275)	7%	(55)	5%	(45)	25%	(211)	2%	(15)	843
PID: Ind (no lean)	16%	(108)	26%	(170)	9%	(62)	13%	(85)	34%	(221)	2%	(12)	657
PID: Rep (no lean)	17%	(116)	21%	(146)	11%	(77)	27%	(190)	22%	(155)	2%	(15)	700
PID/Gender: Dem Men	38%	(151)	32%	(127)	8%	(31)	7%	(29)	14%	(54)	2%	(6)	398
PID/Gender: Dem Women	20%	(91)	33%	(148)	5%	(24)	4%	(16)	35%	(157)	2%	(9)	446
PID/Gender: Ind Men	24%	(79)	25%	(85)	13%	(42)	17%	(56)	20%	(68)	1%	(4)	335
PID/Gender: Ind Women	9%	(29)	26%	(85)	6%	(19)	9%	(29)	47%	(153)	2%	(7)	322
PID/Gender: Rep Men	27%	(88)	20%	(66)	11%	(36)	30%	(99)	11%	(37)	1%	(4)	329
PID/Gender: Rep Women	8%	(28)	22%	(80)	11%	(41)	25%	(91)	32%	(118)	3%	(11)	370
Ideo: Liberal (1-3)	29%	(191)	32%	(212)	7%	(47)	5%	(35)	24%	(154)	2%	(14)	653
Ideo: Moderate (4)	22%	(151)	29%	(200)	9%	(63)	9%	(63)	30%	(205)	2%	(11)	694
Ideo: Conservative (5-7)	16%	(110)	21%	(148)	11%	(75)	29%	(207)	21%	(149)	2%	(12)	701
Educ: < College	19%	(288)	24%	(365)	9%	(129)	15%	(226)	31%	(468)	2%	(36)	1512
Educ: Bachelors degree	24%	(106)	34%	(150)	9%	(42)	15%	(66)	18%	(79)	—	(2)	444
Educ: Post-grad	30%	(72)	32%	(77)	9%	(23)	11%	(28)	17%	(40)	2%	(4)	244
Income: Under 50k	19%	(233)	28%	(335)	7%	(88)	13%	(155)	31%	(378)	2%	(25)	1214
Income: 50k-100k	21%	(139)	26%	(172)	11%	(76)	18%	(117)	23%	(152)	2%	(10)	665
Income: 100k+	29%	(94)	26%	(84)	9%	(30)	15%	(48)	18%	(57)	2%	(7)	321
Ethnicity: White	16%	(279)	25%	(438)	10%	(170)	17%	(299)	29%	(499)	2%	(37)	1722
Ethnicity: Hispanic	32%	(113)	28%	(99)	9%	(30)	7%	(23)	23%	(79)	1%	(5)	349

Table MCSP2_3: *And do you have a favorable or unfavorable opinion of each of the following?*
NBA

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	21%	(466)	27%	(591)	9%	(194)	15%	(320)	27%	(587)	2%	(42)	2200
Ethnicity: Black	44%	(121)	30%	(83)	4%	(11)	4%	(11)	17%	(46)	1%	(2)	274
Ethnicity: Other	32%	(66)	34%	(70)	6%	(13)	5%	(11)	21%	(42)	1%	(3)	204
All Christian	20%	(214)	26%	(271)	11%	(112)	17%	(179)	25%	(263)	2%	(17)	1056
All Non-Christian	32%	(42)	38%	(49)	4%	(6)	7%	(10)	17%	(22)	1%	(1)	130
Atheist	21%	(23)	25%	(28)	7%	(8)	15%	(17)	32%	(35)	1%	(1)	111
Agnostic/Nothing in particular	21%	(112)	25%	(136)	9%	(49)	12%	(64)	30%	(161)	2%	(13)	534
Something Else	20%	(75)	29%	(108)	5%	(19)	14%	(50)	29%	(106)	3%	(10)	369
Religious Non-Protestant/Catholic	31%	(49)	32%	(51)	6%	(9)	9%	(13)	21%	(33)	1%	(1)	157
Evangelical	23%	(147)	28%	(177)	10%	(64)	15%	(94)	23%	(149)	2%	(12)	643
Non-Evangelical	17%	(127)	27%	(195)	9%	(64)	17%	(128)	28%	(202)	2%	(16)	731
Community: Urban	29%	(206)	31%	(219)	6%	(45)	9%	(64)	22%	(152)	2%	(14)	701
Community: Suburban	19%	(186)	26%	(257)	9%	(92)	16%	(160)	27%	(262)	2%	(20)	978
Community: Rural	14%	(74)	22%	(115)	11%	(56)	18%	(96)	33%	(173)	1%	(8)	522
Employ: Private Sector	29%	(198)	30%	(202)	9%	(64)	13%	(87)	17%	(117)	1%	(9)	676
Employ: Government	30%	(39)	22%	(28)	8%	(10)	14%	(19)	25%	(32)	2%	(3)	130
Employ: Self-Employed	26%	(49)	32%	(60)	6%	(10)	15%	(28)	20%	(37)	1%	(2)	187
Employ: Homemaker	13%	(18)	28%	(39)	10%	(14)	15%	(22)	32%	(44)	3%	(4)	141
Employ: Retired	13%	(70)	23%	(121)	10%	(53)	22%	(115)	29%	(153)	2%	(9)	521
Employ: Unemployed	15%	(55)	26%	(92)	8%	(27)	10%	(37)	38%	(135)	2%	(8)	353
Employ: Other	22%	(24)	24%	(26)	9%	(10)	8%	(9)	35%	(39)	3%	(3)	112
Military HH: Yes	16%	(50)	24%	(73)	13%	(39)	22%	(68)	24%	(73)	1%	(2)	305
Military HH: No	22%	(416)	27%	(519)	8%	(154)	13%	(252)	27%	(514)	2%	(40)	1895
RD/WT: Right Direction	20%	(140)	24%	(163)	10%	(66)	23%	(161)	21%	(142)	2%	(16)	688
RD/WT: Wrong Track	22%	(326)	28%	(429)	8%	(127)	10%	(159)	29%	(445)	2%	(26)	1512
Trump Job Approve	18%	(156)	22%	(195)	10%	(90)	26%	(228)	23%	(207)	2%	(15)	891
Trump Job Disapprove	24%	(297)	31%	(385)	8%	(102)	7%	(86)	28%	(349)	2%	(22)	1240
Trump Job Strongly Approve	19%	(103)	17%	(96)	8%	(45)	33%	(183)	21%	(113)	2%	(10)	550
Trump Job Somewhat Approve	16%	(53)	29%	(98)	13%	(46)	13%	(45)	27%	(93)	2%	(5)	341
Trump Job Somewhat Disapprove	21%	(53)	38%	(94)	12%	(30)	8%	(20)	19%	(48)	2%	(4)	248
Trump Job Strongly Disapprove	25%	(244)	29%	(291)	7%	(72)	7%	(67)	30%	(301)	2%	(18)	993

Table MCSP2_3: *And do you have a favorable or unfavorable opinion of each of the following?*

NBA

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	21%	(466)	27%	(591)	9%	(194)	15%	(320)	27%	(587)	2%	(42)	2200
Favorable of Trump	18%	(154)	22%	(189)	10%	(88)	26%	(231)	23%	(197)	2%	(16)	876
Unfavorable of Trump	24%	(293)	31%	(382)	9%	(105)	7%	(83)	28%	(342)	2%	(24)	1230
Very Favorable of Trump	19%	(115)	19%	(112)	8%	(48)	32%	(188)	20%	(117)	2%	(11)	590
Somewhat Favorable of Trump	14%	(40)	27%	(78)	14%	(40)	15%	(43)	28%	(81)	2%	(5)	286
Somewhat Unfavorable of Trump	22%	(47)	34%	(75)	14%	(31)	10%	(22)	20%	(43)	1%	(2)	220
Very Unfavorable of Trump	24%	(246)	30%	(307)	7%	(74)	6%	(60)	30%	(299)	2%	(22)	1009
#1 Issue: Economy	25%	(202)	27%	(216)	9%	(68)	15%	(117)	24%	(187)	1%	(6)	797
#1 Issue: Security	14%	(38)	19%	(53)	14%	(38)	29%	(80)	23%	(64)	1%	(4)	277
#1 Issue: Health Care	20%	(93)	34%	(156)	7%	(34)	9%	(42)	27%	(123)	3%	(14)	462
#1 Issue: Medicare / Social Security	15%	(45)	25%	(71)	10%	(29)	16%	(47)	33%	(96)	1%	(3)	290
#1 Issue: Women's Issues	12%	(9)	37%	(30)	4%	(3)	8%	(7)	31%	(25)	8%	(6)	80
#1 Issue: Education	30%	(23)	24%	(19)	11%	(8)	1%	(1)	29%	(23)	6%	(5)	79
#1 Issue: Energy	34%	(27)	22%	(17)	9%	(7)	10%	(8)	24%	(19)	2%	(2)	79
#1 Issue: Other	21%	(29)	22%	(29)	5%	(6)	14%	(19)	37%	(50)	2%	(2)	136
2018 House Vote: Democrat	30%	(225)	31%	(234)	8%	(62)	6%	(45)	24%	(180)	1%	(11)	757
2018 House Vote: Republican	16%	(104)	22%	(138)	12%	(79)	28%	(179)	20%	(126)	1%	(9)	635
2016 Vote: Hillary Clinton	31%	(225)	32%	(234)	8%	(56)	5%	(34)	23%	(171)	2%	(11)	731
2016 Vote: Donald Trump	14%	(96)	22%	(146)	12%	(78)	30%	(205)	21%	(143)	1%	(6)	675
2016 Vote: Other	14%	(16)	19%	(21)	14%	(16)	13%	(15)	36%	(40)	4%	(4)	111
2016 Vote: Didn't Vote	19%	(128)	28%	(190)	6%	(43)	10%	(67)	34%	(233)	3%	(20)	681
Voted in 2014: Yes	22%	(279)	26%	(324)	11%	(133)	17%	(210)	23%	(283)	2%	(19)	1247
Voted in 2014: No	20%	(187)	28%	(267)	6%	(60)	12%	(110)	32%	(304)	2%	(23)	953
2012 Vote: Barack Obama	29%	(247)	28%	(240)	8%	(69)	9%	(79)	25%	(212)	1%	(12)	858
2012 Vote: Mitt Romney	12%	(59)	21%	(105)	13%	(65)	31%	(154)	21%	(102)	2%	(8)	493
2012 Vote: Didn't Vote	20%	(157)	30%	(238)	6%	(52)	9%	(73)	33%	(261)	3%	(21)	802
4-Region: Northeast	21%	(83)	26%	(102)	7%	(29)	14%	(54)	30%	(118)	2%	(8)	394
4-Region: Midwest	15%	(70)	27%	(123)	11%	(49)	13%	(62)	32%	(148)	2%	(11)	462
4-Region: South	21%	(177)	26%	(217)	9%	(78)	16%	(135)	24%	(200)	2%	(18)	824
4-Region: West	26%	(136)	29%	(150)	7%	(38)	13%	(70)	23%	(122)	1%	(5)	520
Sports fans	30%	(407)	34%	(460)	9%	(126)	12%	(162)	14%	(192)	1%	(10)	1358

Continued on next page

Table MCSP2_3: *And do you have a favorable or unfavorable opinion of each of the following?*
NBA

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	21%	(466)	27%	(591)	9%	(194)	15%	(320)	27%	(587)	2%	(42)	2200
Avid Sports fans	53%	(262)	26%	(131)	7%	(35)	10%	(51)	4%	(19)	—	(1)	498
White (non-hispanic) sports fans	22%	(200)	33%	(305)	11%	(103)	15%	(139)	17%	(158)	1%	(9)	913
Black (non-hispanic) sports fans	59%	(88)	28%	(42)	3%	(5)	6%	(9)	4%	(6)	—	(0)	149
Hispanic sports fans	41%	(98)	36%	(88)	7%	(16)	6%	(13)	10%	(23)	1%	(2)	240
NASCAR fans	31%	(231)	31%	(226)	11%	(78)	13%	(99)	14%	(102)	1%	(4)	739
Avid NASCAR fans	40%	(76)	23%	(43)	12%	(22)	13%	(24)	12%	(23)	1%	(2)	189
NBA fans	41%	(413)	43%	(427)	6%	(64)	4%	(36)	6%	(58)	—	(3)	999
Avid NBA fans	72%	(283)	22%	(84)	3%	(10)	2%	(8)	2%	(6)	—	(1)	393
NFL fans	30%	(392)	34%	(445)	10%	(129)	11%	(138)	15%	(199)	—	(5)	1307
Avid NFL fans	41%	(257)	29%	(183)	10%	(61)	10%	(65)	9%	(57)	—	(0)	622
MLB fans	29%	(316)	33%	(352)	9%	(95)	13%	(145)	15%	(159)	1%	(7)	1073
Avid MLB fans	38%	(136)	28%	(99)	8%	(29)	14%	(49)	12%	(42)	1%	(3)	358
NHL fans	31%	(243)	34%	(269)	9%	(72)	12%	(94)	13%	(102)	—	(0)	781
Avid NHL fans	38%	(80)	26%	(54)	10%	(22)	15%	(32)	10%	(20)	—	(0)	208
Very favorable of NASCAR	49%	(132)	21%	(56)	7%	(19)	13%	(34)	10%	(26)	—	(1)	267
Very favorable of Michael Jordan	50%	(322)	28%	(181)	7%	(44)	6%	(39)	9%	(57)	—	(3)	646
Very favorable of NBA	100%	(466)	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	466
Very favorable of Jordan Brand	65%	(241)	20%	(75)	5%	(20)	4%	(15)	5%	(17)	—	(1)	368
Very favorable of Nike	50%	(332)	24%	(163)	5%	(36)	4%	(27)	14%	(94)	2%	(12)	665

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

Table MCSP2_4: *And do you have a favorable or unfavorable opinion of each of the following?*
Jordan Brand

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	17%	(368)	22%	(481)	6%	(132)	6%	(133)	26%	(570)	23%	(515)	2200
Gender: Male	23%	(241)	25%	(270)	8%	(84)	7%	(70)	19%	(198)	19%	(200)	1062
Gender: Female	11%	(127)	19%	(212)	4%	(49)	6%	(64)	33%	(372)	28%	(315)	1138
Age: 18-34	26%	(169)	23%	(148)	7%	(46)	3%	(21)	20%	(133)	21%	(139)	655
Age: 35-44	24%	(86)	26%	(92)	8%	(29)	5%	(17)	17%	(60)	20%	(73)	358
Age: 45-64	11%	(85)	21%	(161)	5%	(37)	7%	(54)	32%	(243)	23%	(171)	751
Age: 65+	7%	(29)	18%	(80)	5%	(21)	9%	(41)	31%	(134)	30%	(132)	436
GenZers: 1997-2012	23%	(43)	18%	(35)	8%	(16)	1%	(2)	20%	(39)	30%	(57)	192
Millennials: 1981-1996	26%	(165)	25%	(159)	8%	(48)	4%	(25)	20%	(127)	17%	(110)	634
GenXers: 1965-1980	19%	(104)	23%	(127)	5%	(27)	6%	(33)	26%	(143)	21%	(115)	548
Baby Boomers: 1946-1964	7%	(48)	20%	(146)	5%	(39)	9%	(65)	32%	(239)	27%	(204)	741
PID: Dem (no lean)	21%	(177)	24%	(202)	5%	(46)	4%	(31)	23%	(198)	22%	(189)	843
PID: Ind (no lean)	14%	(94)	19%	(126)	7%	(45)	3%	(22)	30%	(196)	27%	(175)	657
PID: Rep (no lean)	14%	(98)	22%	(153)	6%	(41)	12%	(81)	25%	(177)	22%	(151)	700
PID/Gender: Dem Men	28%	(111)	24%	(97)	8%	(30)	4%	(16)	17%	(67)	19%	(75)	398
PID/Gender: Dem Women	15%	(66)	24%	(105)	4%	(16)	3%	(15)	29%	(131)	25%	(113)	446
PID/Gender: Ind Men	18%	(60)	23%	(78)	9%	(29)	5%	(17)	23%	(76)	22%	(74)	335
PID/Gender: Ind Women	10%	(33)	15%	(48)	5%	(15)	2%	(5)	37%	(120)	31%	(101)	322
PID/Gender: Rep Men	21%	(70)	29%	(94)	7%	(24)	11%	(36)	17%	(55)	15%	(50)	329
PID/Gender: Rep Women	8%	(28)	16%	(58)	5%	(17)	12%	(44)	33%	(122)	27%	(101)	370
Ideo: Liberal (1-3)	22%	(141)	24%	(157)	6%	(36)	4%	(28)	23%	(150)	22%	(141)	653
Ideo: Moderate (4)	16%	(109)	22%	(156)	7%	(46)	4%	(26)	26%	(181)	25%	(175)	694
Ideo: Conservative (5-7)	14%	(98)	21%	(147)	7%	(46)	11%	(76)	26%	(181)	22%	(153)	701
Educ: < College	15%	(232)	20%	(306)	6%	(89)	6%	(91)	28%	(427)	24%	(368)	1512
Educ: Bachelors degree	19%	(83)	23%	(101)	6%	(26)	7%	(30)	23%	(103)	23%	(101)	444
Educ: Post-grad	22%	(54)	31%	(75)	7%	(17)	5%	(12)	17%	(40)	19%	(46)	244
Income: Under 50k	16%	(190)	19%	(230)	6%	(70)	6%	(75)	28%	(341)	25%	(308)	1214
Income: 50k-100k	17%	(110)	25%	(166)	6%	(39)	6%	(40)	24%	(159)	23%	(151)	665
Income: 100k+	21%	(69)	26%	(85)	7%	(23)	6%	(18)	22%	(70)	17%	(56)	321
Ethnicity: White	13%	(232)	21%	(369)	6%	(103)	7%	(117)	29%	(493)	24%	(407)	1722
Ethnicity: Hispanic	31%	(109)	18%	(64)	8%	(28)	2%	(8)	16%	(57)	24%	(83)	349

Continued on next page

Table MCSP2_4: *And do you have a favorable or unfavorable opinion of each of the following?*
Jordan Brand

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	17%	(368)	22%	(481)	6%	(132)	6%	(133)	26%	(570)	23%	(515)	2200
Ethnicity: Black	31%	(86)	24%	(65)	5%	(12)	5%	(12)	14%	(40)	21%	(59)	274
Ethnicity: Other	24%	(50)	23%	(48)	8%	(17)	2%	(4)	18%	(37)	24%	(48)	204
All Christian	16%	(166)	22%	(236)	7%	(79)	7%	(78)	24%	(257)	23%	(240)	1056
All Non-Christian	18%	(23)	28%	(36)	7%	(10)	2%	(3)	24%	(31)	20%	(26)	130
Atheist	14%	(15)	13%	(15)	11%	(12)	5%	(5)	29%	(32)	28%	(31)	111
Agnostic/Nothing in particular	18%	(94)	22%	(116)	4%	(20)	6%	(31)	25%	(136)	26%	(137)	534
Something Else	19%	(70)	21%	(78)	3%	(12)	4%	(16)	31%	(113)	22%	(80)	369
Religious Non-Protestant/Catholic	15%	(23)	26%	(41)	11%	(17)	2%	(3)	26%	(41)	21%	(32)	157
Evangelical	20%	(128)	24%	(156)	5%	(35)	7%	(43)	24%	(154)	20%	(126)	643
Non-Evangelical	14%	(104)	20%	(149)	6%	(45)	7%	(48)	27%	(199)	25%	(186)	731
Community: Urban	23%	(162)	26%	(183)	7%	(48)	3%	(22)	20%	(140)	21%	(147)	701
Community: Suburban	15%	(149)	20%	(193)	5%	(48)	7%	(68)	29%	(280)	24%	(239)	978
Community: Rural	11%	(57)	20%	(105)	7%	(36)	8%	(44)	29%	(150)	25%	(129)	522
Employ: Private Sector	25%	(170)	23%	(158)	7%	(49)	5%	(36)	23%	(154)	16%	(110)	676
Employ: Government	26%	(34)	19%	(25)	7%	(9)	9%	(12)	19%	(24)	20%	(26)	130
Employ: Self-Employed	21%	(40)	26%	(49)	7%	(13)	5%	(9)	24%	(45)	17%	(32)	187
Employ: Homemaker	5%	(6)	32%	(45)	3%	(4)	7%	(10)	22%	(32)	31%	(43)	141
Employ: Retired	8%	(42)	18%	(92)	5%	(25)	10%	(50)	31%	(161)	29%	(151)	521
Employ: Unemployed	14%	(49)	19%	(68)	5%	(17)	4%	(13)	32%	(112)	27%	(94)	353
Employ: Other	14%	(16)	25%	(28)	8%	(9)	2%	(3)	24%	(26)	27%	(30)	112
Military HH: Yes	15%	(46)	20%	(60)	6%	(18)	7%	(23)	27%	(84)	24%	(74)	305
Military HH: No	17%	(322)	22%	(421)	6%	(114)	6%	(111)	26%	(487)	23%	(440)	1895
RD/WT: Right Direction	19%	(131)	23%	(160)	7%	(46)	9%	(61)	23%	(161)	19%	(129)	688
RD/WT: Wrong Track	16%	(237)	21%	(322)	6%	(86)	5%	(73)	27%	(409)	26%	(386)	1512
Trump Job Approve	15%	(133)	22%	(196)	5%	(47)	10%	(90)	25%	(226)	22%	(199)	891
Trump Job Disapprove	18%	(220)	22%	(277)	7%	(84)	3%	(43)	26%	(320)	24%	(296)	1240
Trump Job Strongly Approve	15%	(83)	20%	(112)	6%	(31)	14%	(75)	25%	(136)	21%	(114)	550
Trump Job Somewhat Approve	15%	(50)	25%	(84)	5%	(16)	5%	(15)	27%	(90)	25%	(85)	341
Trump Job Somewhat Disapprove	16%	(40)	29%	(73)	12%	(30)	3%	(7)	18%	(45)	21%	(52)	248
Trump Job Strongly Disapprove	18%	(179)	21%	(205)	5%	(54)	4%	(35)	28%	(276)	25%	(244)	993

Table MCSP2_4: *And do you have a favorable or unfavorable opinion of each of the following?*
Jordan Brand

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	17%	(368)	22%	(481)	6%	(132)	6%	(133)	26%	(570)	23%	(515)	2200
Favorable of Trump	15%	(132)	21%	(185)	6%	(50)	11%	(96)	25%	(219)	22%	(195)	876
Unfavorable of Trump	18%	(222)	23%	(286)	6%	(73)	3%	(34)	26%	(317)	24%	(299)	1230
Very Favorable of Trump	16%	(93)	19%	(115)	6%	(37)	14%	(81)	25%	(145)	20%	(118)	590
Somewhat Favorable of Trump	13%	(38)	24%	(70)	4%	(13)	5%	(15)	26%	(74)	27%	(76)	286
Somewhat Unfavorable of Trump	17%	(37)	30%	(66)	8%	(18)	2%	(5)	21%	(46)	23%	(50)	220
Very Unfavorable of Trump	18%	(185)	22%	(220)	5%	(55)	3%	(29)	27%	(272)	25%	(248)	1009
#1 Issue: Economy	20%	(163)	25%	(196)	7%	(53)	5%	(38)	22%	(176)	21%	(170)	797
#1 Issue: Security	11%	(31)	16%	(45)	6%	(17)	11%	(31)	26%	(72)	29%	(81)	277
#1 Issue: Health Care	16%	(72)	24%	(110)	7%	(34)	4%	(18)	29%	(136)	20%	(92)	462
#1 Issue: Medicare / Social Security	13%	(37)	18%	(53)	2%	(7)	8%	(24)	29%	(84)	29%	(86)	290
#1 Issue: Women's Issues	22%	(18)	21%	(17)	3%	(2)	4%	(3)	26%	(21)	24%	(20)	80
#1 Issue: Education	12%	(9)	25%	(20)	6%	(5)	5%	(4)	26%	(20)	26%	(20)	79
#1 Issue: Energy	26%	(20)	26%	(21)	8%	(7)	6%	(4)	16%	(13)	18%	(14)	79
#1 Issue: Other	13%	(18)	15%	(20)	6%	(8)	8%	(11)	35%	(48)	24%	(32)	136
2018 House Vote: Democrat	20%	(152)	23%	(171)	7%	(53)	4%	(29)	26%	(194)	21%	(157)	757
2018 House Vote: Republican	14%	(89)	21%	(136)	6%	(40)	12%	(74)	25%	(156)	22%	(140)	635
2016 Vote: Hillary Clinton	20%	(146)	23%	(166)	6%	(46)	3%	(23)	26%	(190)	22%	(160)	731
2016 Vote: Donald Trump	13%	(88)	21%	(145)	6%	(40)	13%	(86)	24%	(164)	22%	(151)	675
2016 Vote: Other	11%	(12)	22%	(25)	6%	(7)	4%	(4)	35%	(39)	23%	(25)	111
2016 Vote: Didn't Vote	18%	(122)	21%	(146)	6%	(39)	3%	(20)	26%	(177)	26%	(178)	681
Voted in 2014: Yes	16%	(204)	22%	(269)	7%	(82)	7%	(94)	26%	(327)	22%	(272)	1247
Voted in 2014: No	17%	(165)	22%	(212)	5%	(50)	4%	(40)	26%	(243)	25%	(243)	953
2012 Vote: Barack Obama	20%	(176)	23%	(198)	6%	(50)	4%	(35)	26%	(221)	21%	(178)	858
2012 Vote: Mitt Romney	10%	(49)	21%	(102)	6%	(30)	12%	(60)	25%	(124)	26%	(129)	493
2012 Vote: Didn't Vote	18%	(142)	21%	(171)	6%	(49)	4%	(31)	26%	(210)	25%	(197)	802
4-Region: Northeast	16%	(64)	23%	(90)	6%	(23)	5%	(21)	28%	(108)	22%	(88)	394
4-Region: Midwest	11%	(49)	22%	(103)	7%	(32)	6%	(27)	28%	(128)	26%	(122)	462
4-Region: South	18%	(148)	21%	(177)	6%	(48)	7%	(60)	25%	(208)	22%	(182)	824
4-Region: West	21%	(107)	21%	(111)	5%	(28)	5%	(26)	24%	(126)	23%	(122)	520
Sports fans	23%	(315)	27%	(363)	7%	(92)	4%	(58)	19%	(264)	20%	(266)	1358

Table MCSP2_4: *And do you have a favorable or unfavorable opinion of each of the following?*

Jordan Brand

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	17%	(368)	22%	(481)	6%	(132)	6%	(133)	26%	(570)	23%	(515)	2200
Avid Sports fans	41%	(206)	25%	(126)	7%	(33)	5%	(24)	11%	(56)	11%	(54)	498
White (non-hispanic) sports fans	16%	(145)	28%	(258)	7%	(63)	5%	(44)	23%	(213)	21%	(190)	913
Black (non-hispanic) sports fans	40%	(60)	20%	(30)	4%	(6)	6%	(9)	13%	(19)	16%	(24)	149
Hispanic sports fans	40%	(96)	23%	(55)	8%	(20)	1%	(3)	10%	(23)	18%	(43)	240
NASCAR fans	25%	(187)	28%	(204)	8%	(58)	5%	(40)	19%	(139)	15%	(112)	739
Avid NASCAR fans	34%	(65)	25%	(47)	10%	(18)	7%	(13)	15%	(28)	10%	(19)	189
NBA fans	29%	(294)	30%	(303)	7%	(70)	3%	(33)	14%	(142)	16%	(158)	999
Avid NBA fans	47%	(183)	24%	(94)	7%	(28)	3%	(12)	10%	(39)	9%	(35)	393
NFL fans	23%	(296)	27%	(359)	7%	(87)	4%	(54)	20%	(257)	19%	(255)	1307
Avid NFL fans	32%	(197)	27%	(166)	6%	(40)	5%	(34)	16%	(98)	14%	(87)	622
MLB fans	22%	(239)	27%	(288)	7%	(76)	5%	(53)	20%	(215)	19%	(202)	1073
Avid MLB fans	30%	(107)	27%	(97)	6%	(21)	6%	(22)	17%	(62)	13%	(47)	358
NHL fans	26%	(202)	29%	(229)	7%	(54)	5%	(36)	20%	(153)	14%	(107)	781
Avid NHL fans	26%	(54)	25%	(51)	8%	(16)	7%	(15)	19%	(40)	15%	(32)	208
Very favorable of NASCAR	44%	(118)	23%	(61)	5%	(14)	3%	(7)	14%	(38)	11%	(29)	267
Very favorable of Michael Jordan	48%	(308)	22%	(140)	3%	(17)	2%	(10)	9%	(58)	18%	(113)	646
Very favorable of NBA	52%	(241)	23%	(106)	4%	(19)	1%	(6)	8%	(36)	12%	(58)	466
Very favorable of Jordan Brand	100%	(368)	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	368
Very favorable of Nike	42%	(280)	25%	(164)	4%	(25)	2%	(13)	13%	(85)	15%	(98)	665

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

Table MCSP2_5: *And do you have a favorable or unfavorable opinion of each of the following?*
Nike

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	30%	(665)	32%	(705)	7%	(150)	13%	(288)	17%	(376)	1%	(16)	2200
Gender: Male	34%	(360)	31%	(333)	7%	(75)	14%	(148)	13%	(137)	1%	(8)	1062
Gender: Female	27%	(304)	33%	(372)	7%	(75)	12%	(140)	21%	(239)	1%	(8)	1138
Age: 18-34	44%	(291)	32%	(207)	4%	(23)	7%	(43)	13%	(82)	1%	(9)	655
Age: 35-44	38%	(135)	32%	(116)	8%	(28)	9%	(33)	12%	(44)	—	(2)	358
Age: 45-64	24%	(178)	30%	(227)	9%	(67)	17%	(124)	20%	(150)	1%	(5)	751
Age: 65+	14%	(61)	35%	(155)	7%	(32)	20%	(88)	23%	(100)	—	(1)	436
GenZers: 1997-2012	45%	(87)	34%	(65)	3%	(6)	4%	(8)	12%	(24)	2%	(3)	192
Millennials: 1981-1996	42%	(264)	30%	(192)	5%	(35)	9%	(54)	13%	(83)	1%	(6)	634
GenXers: 1965-1980	36%	(197)	32%	(175)	7%	(39)	11%	(58)	14%	(77)	—	(2)	548
Baby Boomers: 1946-1964	14%	(104)	33%	(243)	9%	(65)	20%	(150)	24%	(175)	1%	(5)	741
PID: Dem (no lean)	36%	(303)	38%	(318)	4%	(37)	5%	(39)	16%	(137)	1%	(8)	843
PID: Ind (no lean)	28%	(187)	30%	(198)	5%	(34)	11%	(75)	24%	(161)	—	(3)	657
PID: Rep (no lean)	25%	(175)	27%	(189)	11%	(78)	25%	(174)	11%	(78)	1%	(6)	700
PID/Gender: Dem Men	39%	(156)	39%	(155)	5%	(19)	6%	(23)	10%	(42)	1%	(3)	398
PID/Gender: Dem Women	33%	(147)	37%	(163)	4%	(19)	4%	(17)	21%	(95)	1%	(5)	446
PID/Gender: Ind Men	30%	(102)	28%	(94)	6%	(21)	14%	(45)	21%	(70)	1%	(2)	335
PID/Gender: Ind Women	26%	(85)	32%	(104)	4%	(13)	9%	(29)	28%	(90)	—	(1)	322
PID/Gender: Rep Men	31%	(102)	25%	(84)	11%	(35)	24%	(80)	8%	(25)	1%	(3)	329
PID/Gender: Rep Women	20%	(73)	28%	(105)	12%	(43)	25%	(94)	14%	(53)	1%	(2)	370
Ideo: Liberal (1-3)	37%	(240)	38%	(250)	4%	(29)	4%	(28)	15%	(100)	1%	(6)	653
Ideo: Moderate (4)	29%	(201)	33%	(232)	6%	(44)	9%	(59)	22%	(151)	1%	(5)	694
Ideo: Conservative (5-7)	23%	(158)	28%	(193)	10%	(72)	27%	(189)	12%	(85)	1%	(4)	701
Educ: < College	29%	(439)	31%	(476)	6%	(91)	13%	(200)	19%	(291)	1%	(15)	1512
Educ: Bachelors degree	28%	(124)	37%	(164)	9%	(38)	14%	(61)	13%	(56)	—	(0)	444
Educ: Post-grad	42%	(102)	26%	(65)	8%	(21)	11%	(26)	12%	(29)	1%	(2)	244
Income: Under 50k	30%	(361)	30%	(367)	6%	(72)	12%	(144)	21%	(256)	1%	(13)	1214
Income: 50k-100k	28%	(185)	35%	(233)	9%	(57)	16%	(105)	13%	(83)	—	(2)	665
Income: 100k+	37%	(118)	33%	(105)	7%	(21)	12%	(38)	11%	(36)	1%	(2)	321
Ethnicity: White	25%	(430)	33%	(560)	8%	(134)	15%	(261)	19%	(322)	1%	(15)	1722
Ethnicity: Hispanic	40%	(141)	34%	(120)	4%	(13)	7%	(26)	12%	(44)	1%	(4)	349

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Table MCSP2_5: *And do you have a favorable or unfavorable opinion of each of the following?*
Nike

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	30%	(665)	32%	(705)	7%	(150)	13%	(288)	17%	(376)	1%	(16)	2200
Ethnicity: Black	54%	(149)	27%	(74)	4%	(11)	5%	(14)	10%	(27)	—	(0)	274
Ethnicity: Other	42%	(86)	35%	(72)	3%	(6)	6%	(12)	13%	(27)	1%	(1)	204
All Christian	27%	(288)	33%	(349)	9%	(90)	16%	(166)	15%	(157)	1%	(7)	1056
All Non-Christian	42%	(54)	33%	(43)	1%	(2)	7%	(9)	17%	(22)	—	(0)	130
Atheist	22%	(24)	31%	(34)	9%	(10)	11%	(12)	27%	(30)	—	(0)	111
Agnostic/Nothing in particular	30%	(159)	34%	(179)	5%	(28)	12%	(62)	19%	(102)	1%	(4)	534
Something Else	38%	(139)	27%	(100)	6%	(21)	11%	(39)	18%	(65)	1%	(5)	369
Religious Non-Protestant/Catholic	39%	(62)	33%	(52)	4%	(7)	6%	(9)	17%	(27)	—	(0)	157
Evangelical	34%	(218)	30%	(190)	9%	(57)	14%	(93)	13%	(81)	1%	(4)	643
Non-Evangelical	26%	(193)	33%	(243)	6%	(45)	15%	(111)	18%	(132)	1%	(7)	731
Community: Urban	38%	(268)	35%	(243)	5%	(35)	8%	(56)	13%	(91)	1%	(8)	701
Community: Suburban	27%	(264)	31%	(305)	7%	(68)	16%	(154)	18%	(180)	1%	(6)	978
Community: Rural	25%	(132)	30%	(157)	9%	(47)	15%	(78)	20%	(105)	—	(2)	522
Employ: Private Sector	37%	(253)	32%	(214)	7%	(46)	13%	(85)	11%	(75)	—	(3)	676
Employ: Government	42%	(54)	26%	(33)	13%	(17)	9%	(12)	10%	(13)	—	(1)	130
Employ: Self-Employed	33%	(62)	33%	(62)	7%	(13)	13%	(24)	13%	(25)	1%	(2)	187
Employ: Homemaker	25%	(35)	37%	(52)	5%	(7)	15%	(21)	17%	(24)	—	(1)	141
Employ: Retired	17%	(88)	33%	(173)	7%	(35)	20%	(106)	22%	(117)	1%	(3)	521
Employ: Unemployed	30%	(106)	31%	(111)	6%	(21)	8%	(27)	24%	(85)	1%	(4)	353
Employ: Other	34%	(38)	29%	(32)	7%	(8)	9%	(10)	20%	(22)	1%	(2)	112
Military HH: Yes	25%	(76)	29%	(90)	7%	(22)	21%	(64)	17%	(53)	—	(0)	305
Military HH: No	31%	(588)	32%	(615)	7%	(128)	12%	(224)	17%	(323)	1%	(16)	1895
RD/WT: Right Direction	30%	(204)	27%	(188)	9%	(61)	22%	(150)	11%	(78)	1%	(6)	688
RD/WT: Wrong Track	30%	(460)	34%	(517)	6%	(90)	9%	(137)	20%	(298)	1%	(10)	1512
Trump Job Approve	27%	(239)	25%	(226)	10%	(91)	24%	(215)	13%	(114)	1%	(6)	891
Trump Job Disapprove	33%	(404)	37%	(458)	5%	(58)	6%	(69)	19%	(241)	1%	(11)	1240
Trump Job Strongly Approve	26%	(143)	20%	(113)	10%	(57)	31%	(172)	11%	(62)	1%	(3)	550
Trump Job Somewhat Approve	28%	(96)	33%	(113)	10%	(35)	12%	(43)	15%	(52)	1%	(2)	341
Trump Job Somewhat Disapprove	36%	(89)	39%	(98)	7%	(17)	6%	(16)	11%	(27)	—	(1)	248
Trump Job Strongly Disapprove	32%	(314)	36%	(360)	4%	(41)	5%	(53)	22%	(214)	1%	(10)	993

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Table MCSP2_5: *And do you have a favorable or unfavorable opinion of each of the following?*
Nike

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	30%	(665)	32%	(705)	7%	(150)	13%	(288)	17%	(376)	1%	(16)	2200
Favorable of Trump	27%	(234)	26%	(224)	10%	(86)	25%	(220)	12%	(107)	1%	(6)	876
Unfavorable of Trump	33%	(404)	37%	(451)	5%	(63)	5%	(63)	19%	(239)	1%	(10)	1230
Very Favorable of Trump	28%	(166)	21%	(126)	9%	(54)	30%	(175)	11%	(65)	1%	(4)	590
Somewhat Favorable of Trump	24%	(69)	34%	(98)	11%	(32)	16%	(44)	15%	(42)	1%	(2)	286
Somewhat Unfavorable of Trump	34%	(75)	37%	(83)	9%	(19)	8%	(17)	12%	(27)	—	(0)	220
Very Unfavorable of Trump	33%	(330)	36%	(368)	4%	(44)	5%	(46)	21%	(211)	1%	(10)	1009
#1 Issue: Economy	33%	(265)	31%	(249)	9%	(69)	14%	(109)	13%	(102)	—	(3)	797
#1 Issue: Security	24%	(66)	22%	(62)	8%	(23)	29%	(80)	16%	(46)	—	(1)	277
#1 Issue: Health Care	33%	(151)	38%	(174)	5%	(23)	7%	(30)	17%	(78)	1%	(6)	462
#1 Issue: Medicare / Social Security	21%	(62)	33%	(96)	4%	(11)	13%	(37)	29%	(86)	—	(0)	290
#1 Issue: Women's Issues	40%	(32)	34%	(27)	4%	(4)	4%	(3)	13%	(10)	5%	(4)	80
#1 Issue: Education	33%	(26)	35%	(28)	8%	(6)	8%	(6)	15%	(11)	2%	(1)	79
#1 Issue: Energy	35%	(27)	40%	(32)	6%	(5)	5%	(4)	13%	(10)	1%	(1)	79
#1 Issue: Other	26%	(36)	27%	(37)	8%	(11)	14%	(19)	25%	(34)	—	(0)	136
2018 House Vote: Democrat	35%	(267)	36%	(271)	6%	(46)	5%	(37)	17%	(130)	1%	(5)	757
2018 House Vote: Republican	21%	(135)	28%	(175)	11%	(70)	28%	(178)	11%	(73)	1%	(4)	635
2016 Vote: Hillary Clinton	36%	(266)	37%	(268)	6%	(41)	5%	(34)	16%	(118)	1%	(5)	731
2016 Vote: Donald Trump	22%	(145)	26%	(173)	11%	(77)	29%	(196)	12%	(79)	1%	(4)	675
2016 Vote: Other	16%	(17)	33%	(36)	5%	(6)	12%	(13)	33%	(37)	1%	(2)	111
2016 Vote: Didn't Vote	35%	(235)	33%	(228)	4%	(27)	6%	(44)	21%	(142)	1%	(6)	681
Voted in 2014: Yes	28%	(353)	31%	(386)	8%	(103)	16%	(205)	15%	(192)	1%	(9)	1247
Voted in 2014: No	33%	(312)	34%	(319)	5%	(47)	9%	(83)	19%	(184)	1%	(8)	953
2012 Vote: Barack Obama	35%	(303)	34%	(291)	6%	(51)	7%	(60)	17%	(148)	1%	(5)	858
2012 Vote: Mitt Romney	18%	(87)	27%	(136)	12%	(57)	30%	(146)	13%	(65)	1%	(3)	493
2012 Vote: Didn't Vote	34%	(273)	33%	(266)	5%	(38)	8%	(67)	19%	(150)	1%	(8)	802
4-Region: Northeast	29%	(115)	33%	(130)	5%	(19)	12%	(46)	20%	(80)	1%	(3)	394
4-Region: Midwest	21%	(98)	34%	(158)	8%	(39)	15%	(69)	21%	(96)	1%	(2)	462
4-Region: South	36%	(294)	28%	(234)	7%	(58)	14%	(115)	14%	(117)	1%	(6)	824
4-Region: West	30%	(157)	35%	(183)	7%	(35)	11%	(58)	16%	(82)	1%	(5)	520
Sports fans	37%	(497)	36%	(487)	8%	(103)	10%	(138)	10%	(132)	—	(2)	1358

Table MCSP2_5: *And do you have a favorable or unfavorable opinion of each of the following?*
Nike

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	30%	(665)	32%	(705)	7%	(150)	13%	(288)	17%	(376)	1%	(16)	2200
Avid Sports fans	57%	(283)	23%	(116)	6%	(29)	8%	(41)	6%	(28)	—	(1)	498
White (non-hispanic) sports fans	30%	(277)	35%	(323)	10%	(89)	12%	(110)	12%	(113)	—	(2)	913
Black (non-hispanic) sports fans	61%	(90)	25%	(38)	2%	(3)	7%	(11)	4%	(6)	—	(0)	149
Hispanic sports fans	45%	(108)	41%	(98)	3%	(8)	6%	(15)	5%	(11)	—	(0)	240
NASCAR fans	40%	(297)	34%	(250)	6%	(47)	11%	(82)	8%	(62)	—	(2)	739
Avid NASCAR fans	53%	(100)	25%	(47)	4%	(7)	12%	(23)	7%	(13)	—	(0)	189
NBA fans	45%	(445)	36%	(364)	6%	(62)	6%	(60)	7%	(66)	—	(2)	999
Avid NBA fans	63%	(248)	23%	(92)	3%	(10)	5%	(20)	5%	(21)	—	(2)	393
NFL fans	36%	(474)	38%	(492)	6%	(83)	9%	(112)	11%	(146)	—	(2)	1307
Avid NFL fans	44%	(274)	32%	(201)	5%	(29)	9%	(57)	10%	(61)	—	(2)	622
MLB fans	34%	(368)	35%	(372)	8%	(82)	12%	(125)	12%	(125)	—	(1)	1073
Avid MLB fans	42%	(151)	30%	(108)	6%	(23)	10%	(37)	11%	(38)	—	(0)	358
NHL fans	37%	(287)	36%	(281)	7%	(55)	11%	(82)	10%	(75)	—	(0)	781
Avid NHL fans	46%	(96)	25%	(53)	6%	(12)	12%	(25)	11%	(22)	—	(0)	208
Very favorable of NASCAR	62%	(166)	18%	(49)	3%	(9)	11%	(28)	5%	(14)	—	(0)	267
Very favorable of Michael Jordan	62%	(402)	23%	(149)	5%	(32)	5%	(35)	4%	(28)	—	(0)	646
Very favorable of NBA	71%	(332)	20%	(94)	2%	(9)	3%	(16)	3%	(13)	—	(2)	466
Very favorable of Jordan Brand	76%	(280)	18%	(66)	2%	(8)	2%	(8)	2%	(6)	—	(0)	368
Very favorable of Nike	100%	(665)	—	(0)	—	(0)	—	(0)	—	(0)	—	(0)	665

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

Table MCSP3_1: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Jimmie Johnson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(291)	19%	(418)	4%	(83)	3%	(59)	22%	(493)	39%	(855)	2200
Gender: Male	16%	(174)	24%	(257)	5%	(49)	3%	(35)	23%	(247)	28%	(300)	1062
Gender: Female	10%	(117)	14%	(161)	3%	(34)	2%	(25)	22%	(247)	49%	(554)	1138
Age: 18-34	10%	(68)	16%	(105)	4%	(28)	3%	(21)	18%	(117)	48%	(316)	655
Age: 35-44	17%	(62)	23%	(82)	5%	(20)	4%	(14)	20%	(72)	30%	(108)	358
Age: 45-64	14%	(103)	20%	(147)	3%	(24)	2%	(18)	25%	(191)	36%	(268)	751
Age: 65+	13%	(58)	19%	(84)	3%	(11)	2%	(7)	26%	(114)	37%	(162)	436
GenZers: 1997-2012	6%	(11)	9%	(17)	7%	(13)	—	(0)	15%	(30)	63%	(122)	192
Millennials: 1981-1996	12%	(79)	18%	(117)	4%	(24)	4%	(27)	21%	(131)	40%	(255)	634
GenXers: 1965-1980	16%	(89)	23%	(129)	5%	(29)	3%	(15)	18%	(99)	34%	(187)	548
Baby Boomers: 1946-1964	14%	(107)	18%	(133)	2%	(13)	2%	(17)	29%	(214)	35%	(257)	741
PID: Dem (no lean)	13%	(106)	19%	(158)	4%	(36)	2%	(17)	20%	(172)	42%	(355)	843
PID: Ind (no lean)	10%	(63)	17%	(111)	3%	(19)	1%	(9)	25%	(165)	44%	(290)	657
PID: Rep (no lean)	17%	(122)	21%	(149)	4%	(28)	5%	(33)	22%	(157)	30%	(210)	700
PID/Gender: Dem Men	16%	(62)	24%	(97)	4%	(15)	2%	(7)	22%	(89)	32%	(127)	398
PID/Gender: Dem Women	10%	(44)	14%	(61)	5%	(20)	2%	(9)	19%	(83)	51%	(228)	446
PID/Gender: Ind Men	12%	(39)	21%	(71)	5%	(15)	2%	(7)	26%	(87)	35%	(116)	335
PID/Gender: Ind Women	8%	(25)	13%	(40)	1%	(4)	1%	(2)	24%	(77)	54%	(174)	322
PID/Gender: Rep Men	22%	(74)	27%	(90)	6%	(18)	6%	(20)	21%	(71)	17%	(57)	329
PID/Gender: Rep Women	13%	(49)	16%	(59)	3%	(10)	4%	(14)	23%	(86)	41%	(153)	370
Ideo: Liberal (1-3)	9%	(60)	20%	(130)	5%	(35)	2%	(14)	21%	(140)	42%	(274)	653
Ideo: Moderate (4)	15%	(105)	18%	(126)	3%	(20)	3%	(21)	23%	(160)	38%	(263)	694
Ideo: Conservative (5-7)	16%	(113)	21%	(149)	3%	(23)	3%	(22)	24%	(168)	32%	(226)	701
Educ: < College	14%	(210)	17%	(255)	4%	(60)	3%	(41)	22%	(331)	41%	(616)	1512
Educ: Bachelors degree	11%	(48)	22%	(100)	4%	(16)	2%	(10)	25%	(113)	35%	(158)	444
Educ: Post-grad	14%	(33)	26%	(64)	3%	(8)	3%	(8)	20%	(49)	33%	(81)	244
Income: Under 50k	13%	(161)	17%	(202)	4%	(53)	3%	(36)	20%	(242)	43%	(520)	1214
Income: 50k-100k	13%	(85)	21%	(142)	3%	(22)	2%	(15)	25%	(165)	36%	(237)	665
Income: 100k+	14%	(45)	23%	(74)	3%	(9)	3%	(8)	27%	(87)	31%	(98)	321
Ethnicity: White	14%	(237)	20%	(338)	3%	(55)	3%	(50)	24%	(411)	37%	(631)	1722
Ethnicity: Hispanic	15%	(52)	16%	(56)	5%	(17)	2%	(6)	17%	(58)	46%	(161)	349

Continued on next page

Table MCSP3_1: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Jimmie Johnson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(291)	19%	(418)	4%	(83)	3%	(59)	22%	(493)	39%	(855)	2200
Ethnicity: Black	10%	(27)	17%	(48)	7%	(18)	2%	(5)	18%	(49)	47%	(128)	274
Ethnicity: Other	14%	(28)	16%	(33)	5%	(10)	2%	(5)	16%	(33)	47%	(95)	204
All Christian	15%	(159)	23%	(238)	4%	(46)	3%	(27)	23%	(245)	32%	(341)	1056
All Non-Christian	10%	(13)	16%	(21)	3%	(4)	6%	(8)	28%	(36)	37%	(48)	130
Atheist	11%	(12)	11%	(13)	6%	(6)	2%	(2)	21%	(23)	50%	(55)	111
Agnostic/Nothing in particular	9%	(48)	16%	(87)	3%	(17)	2%	(13)	24%	(127)	45%	(241)	534
Something Else	16%	(59)	16%	(59)	3%	(9)	3%	(10)	17%	(62)	46%	(169)	369
Religious Non-Protestant/Catholic	12%	(19)	17%	(27)	3%	(5)	5%	(8)	24%	(38)	39%	(61)	157
Evangelical	17%	(109)	21%	(137)	4%	(29)	3%	(20)	20%	(127)	34%	(221)	643
Non-Evangelical	14%	(101)	21%	(150)	3%	(25)	2%	(16)	24%	(175)	36%	(264)	731
Community: Urban	13%	(94)	20%	(139)	5%	(34)	4%	(26)	19%	(133)	39%	(275)	701
Community: Suburban	12%	(122)	17%	(170)	3%	(30)	1%	(14)	24%	(236)	42%	(406)	978
Community: Rural	14%	(75)	21%	(110)	4%	(19)	4%	(19)	24%	(125)	33%	(174)	522
Employ: Private Sector	17%	(114)	23%	(154)	5%	(31)	3%	(22)	22%	(147)	31%	(209)	676
Employ: Government	17%	(22)	13%	(17)	3%	(4)	2%	(2)	20%	(26)	45%	(58)	130
Employ: Self-Employed	16%	(29)	22%	(41)	5%	(10)	3%	(5)	20%	(37)	35%	(65)	187
Employ: Homemaker	9%	(13)	13%	(18)	4%	(5)	2%	(2)	23%	(33)	49%	(69)	141
Employ: Retired	13%	(69)	21%	(109)	3%	(13)	3%	(15)	26%	(134)	35%	(181)	521
Employ: Unemployed	8%	(29)	17%	(61)	3%	(12)	2%	(8)	20%	(71)	49%	(172)	353
Employ: Other	12%	(13)	14%	(16)	3%	(3)	4%	(5)	24%	(27)	43%	(48)	112
Military HH: Yes	17%	(53)	17%	(52)	5%	(14)	3%	(8)	27%	(83)	31%	(94)	305
Military HH: No	13%	(238)	19%	(366)	4%	(69)	3%	(51)	22%	(410)	40%	(761)	1895
RD/WT: Right Direction	17%	(116)	24%	(166)	4%	(29)	5%	(31)	21%	(147)	29%	(199)	688
RD/WT: Wrong Track	12%	(175)	17%	(253)	4%	(54)	2%	(28)	23%	(346)	43%	(656)	1512
Trump Job Approve	17%	(153)	23%	(206)	4%	(31)	4%	(35)	21%	(187)	31%	(278)	891
Trump Job Disapprove	11%	(131)	17%	(207)	4%	(51)	2%	(24)	24%	(296)	43%	(531)	1240
Trump Job Strongly Approve	20%	(111)	21%	(113)	3%	(19)	4%	(23)	21%	(118)	30%	(166)	550
Trump Job Somewhat Approve	12%	(42)	27%	(93)	4%	(13)	4%	(13)	20%	(68)	33%	(112)	341
Trump Job Somewhat Disapprove	12%	(30)	22%	(55)	5%	(13)	3%	(6)	27%	(66)	31%	(78)	248
Trump Job Strongly Disapprove	10%	(101)	15%	(152)	4%	(38)	2%	(18)	23%	(231)	46%	(453)	993

Continued on next page

Table MCSP3_1: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Jimmie Johnson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(291)	19%	(418)	4%	(83)	3%	(59)	22%	(493)	39%	(855)	2200
Favorable of Trump	18%	(160)	23%	(198)	4%	(31)	4%	(33)	22%	(190)	30%	(265)	876
Unfavorable of Trump	10%	(127)	17%	(209)	4%	(47)	2%	(24)	24%	(289)	43%	(534)	1230
Very Favorable of Trump	21%	(125)	20%	(118)	4%	(25)	5%	(27)	21%	(126)	29%	(169)	590
Somewhat Favorable of Trump	12%	(35)	28%	(80)	2%	(6)	2%	(5)	23%	(65)	33%	(96)	286
Somewhat Unfavorable of Trump	11%	(25)	25%	(56)	2%	(5)	3%	(6)	24%	(53)	34%	(75)	220
Very Unfavorable of Trump	10%	(101)	15%	(153)	4%	(42)	2%	(18)	23%	(236)	45%	(459)	1009
#1 Issue: Economy	15%	(116)	20%	(163)	5%	(37)	3%	(26)	22%	(176)	35%	(280)	797
#1 Issue: Security	17%	(48)	15%	(41)	3%	(8)	4%	(12)	23%	(63)	38%	(107)	277
#1 Issue: Health Care	11%	(51)	20%	(93)	3%	(12)	2%	(7)	21%	(95)	44%	(204)	462
#1 Issue: Medicare / Social Security	14%	(41)	21%	(61)	4%	(12)	3%	(8)	24%	(70)	34%	(98)	290
#1 Issue: Women's Issues	10%	(8)	5%	(4)	2%	(2)	1%	(1)	22%	(18)	60%	(48)	80
#1 Issue: Education	7%	(6)	27%	(22)	5%	(4)	2%	(1)	12%	(10)	46%	(36)	79
#1 Issue: Energy	12%	(9)	20%	(16)	4%	(3)	4%	(3)	20%	(16)	40%	(32)	79
#1 Issue: Other	10%	(13)	15%	(20)	4%	(5)	1%	(1)	34%	(46)	37%	(50)	136
2018 House Vote: Democrat	13%	(101)	20%	(149)	4%	(31)	2%	(18)	23%	(173)	38%	(284)	757
2018 House Vote: Republican	18%	(111)	23%	(146)	4%	(27)	5%	(31)	23%	(149)	27%	(171)	635
2016 Vote: Hillary Clinton	13%	(97)	21%	(152)	4%	(26)	2%	(16)	22%	(164)	38%	(276)	731
2016 Vote: Donald Trump	19%	(128)	24%	(160)	3%	(20)	4%	(27)	22%	(148)	28%	(191)	675
2016 Vote: Other	6%	(6)	13%	(15)	6%	(6)	2%	(2)	33%	(37)	40%	(44)	111
2016 Vote: Didn't Vote	9%	(59)	13%	(90)	5%	(31)	2%	(14)	21%	(144)	50%	(343)	681
Voted in 2014: Yes	15%	(187)	21%	(256)	4%	(47)	3%	(42)	23%	(292)	34%	(423)	1247
Voted in 2014: No	11%	(104)	17%	(162)	4%	(37)	2%	(17)	21%	(201)	45%	(431)	953
2012 Vote: Barack Obama	15%	(126)	21%	(178)	4%	(33)	2%	(20)	22%	(191)	36%	(311)	858
2012 Vote: Mitt Romney	18%	(89)	21%	(103)	4%	(17)	4%	(22)	25%	(124)	28%	(138)	493
2012 Vote: Didn't Vote	9%	(71)	16%	(127)	4%	(32)	2%	(15)	20%	(161)	49%	(395)	802
4-Region: Northeast	13%	(52)	15%	(60)	2%	(10)	2%	(8)	26%	(101)	41%	(163)	394
4-Region: Midwest	12%	(54)	18%	(84)	4%	(19)	3%	(16)	22%	(102)	40%	(187)	462
4-Region: South	16%	(128)	20%	(164)	5%	(41)	3%	(25)	23%	(190)	33%	(276)	824
4-Region: West	11%	(57)	21%	(111)	2%	(13)	2%	(10)	19%	(101)	44%	(229)	520
Sports fans	18%	(242)	25%	(337)	5%	(62)	3%	(39)	24%	(327)	26%	(351)	1358

Continued on next page

Table MCSP3_1: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*

Jimmie Johnson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(291)	19%	(418)	4%	(83)	3%	(59)	22%	(493)	39%	(855)	2200
Avid Sports fans	26%	(132)	28%	(140)	5%	(23)	5%	(24)	17%	(87)	18%	(92)	498
White (non-hispanic) sports fans	19%	(176)	26%	(237)	3%	(31)	3%	(28)	26%	(241)	22%	(200)	913
Black (non-hispanic) sports fans	15%	(23)	21%	(31)	9%	(14)	3%	(5)	20%	(30)	32%	(47)	149
Hispanic sports fans	17%	(41)	23%	(56)	6%	(14)	2%	(6)	17%	(41)	34%	(82)	240
NASCAR fans	30%	(219)	32%	(238)	6%	(43)	4%	(30)	16%	(118)	12%	(91)	739
Avid NASCAR fans	39%	(75)	31%	(58)	5%	(9)	6%	(12)	10%	(18)	9%	(17)	189
NBA fans	17%	(171)	27%	(269)	5%	(53)	3%	(28)	23%	(226)	25%	(254)	999
Avid NBA fans	25%	(99)	26%	(103)	7%	(27)	3%	(12)	19%	(73)	20%	(78)	393
NFL fans	18%	(239)	25%	(329)	5%	(60)	3%	(36)	25%	(321)	25%	(322)	1307
Avid NFL fans	24%	(149)	25%	(157)	6%	(38)	3%	(21)	23%	(143)	18%	(114)	622
MLB fans	19%	(202)	26%	(280)	5%	(50)	3%	(34)	24%	(261)	23%	(247)	1073
Avid MLB fans	26%	(93)	27%	(98)	2%	(9)	4%	(13)	21%	(74)	20%	(70)	358
NHL fans	20%	(160)	28%	(221)	5%	(39)	3%	(20)	24%	(188)	20%	(153)	781
Avid NHL fans	25%	(52)	27%	(55)	7%	(15)	3%	(7)	21%	(43)	17%	(36)	208
Very favorable of NASCAR	48%	(128)	26%	(68)	3%	(9)	4%	(11)	8%	(22)	11%	(29)	267
Very favorable of Michael Jordan	23%	(151)	21%	(137)	4%	(28)	3%	(19)	17%	(113)	31%	(198)	646
Very favorable of NBA	26%	(121)	22%	(101)	6%	(27)	3%	(13)	15%	(71)	29%	(133)	466
Very favorable of Jordan Brand	29%	(105)	21%	(77)	5%	(19)	3%	(10)	15%	(56)	27%	(100)	368
Very favorable of Nike	22%	(146)	22%	(145)	5%	(30)	1%	(10)	16%	(104)	35%	(229)	665

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

Table MCSP3_2: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*

Ryan Newman

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(190)	16%	(348)	3%	(62)	2%	(45)	19%	(423)	51%	(1132)	2200
Gender: Male	11%	(114)	21%	(224)	4%	(42)	2%	(22)	21%	(226)	41%	(434)	1062
Gender: Female	7%	(77)	11%	(124)	2%	(20)	2%	(23)	17%	(197)	61%	(698)	1138
Age: 18-34	7%	(46)	13%	(85)	4%	(29)	4%	(28)	20%	(132)	51%	(333)	655
Age: 35-44	13%	(48)	23%	(81)	3%	(9)	2%	(7)	19%	(69)	40%	(144)	358
Age: 45-64	8%	(63)	15%	(115)	3%	(20)	1%	(8)	20%	(151)	53%	(395)	751
Age: 65+	8%	(33)	15%	(67)	1%	(3)	1%	(2)	16%	(71)	60%	(260)	436
GenZers: 1997-2012	5%	(10)	11%	(20)	2%	(3)	5%	(10)	17%	(33)	60%	(116)	192
Millennials: 1981-1996	9%	(56)	14%	(91)	5%	(30)	4%	(24)	21%	(136)	47%	(296)	634
GenXers: 1965-1980	12%	(63)	21%	(118)	3%	(14)	1%	(7)	16%	(89)	47%	(258)	548
Baby Boomers: 1946-1964	8%	(58)	14%	(101)	2%	(12)	1%	(5)	21%	(152)	56%	(413)	741
PID: Dem (no lean)	9%	(75)	16%	(133)	3%	(22)	2%	(13)	18%	(148)	54%	(452)	843
PID: Ind (no lean)	5%	(34)	12%	(77)	2%	(12)	2%	(11)	20%	(134)	59%	(389)	657
PID: Rep (no lean)	11%	(80)	20%	(138)	4%	(27)	3%	(22)	20%	(142)	42%	(291)	700
PID/Gender: Dem Men	11%	(45)	22%	(89)	4%	(16)	2%	(7)	20%	(81)	40%	(158)	398
PID/Gender: Dem Women	7%	(30)	10%	(44)	1%	(6)	1%	(6)	15%	(66)	66%	(293)	446
PID/Gender: Ind Men	5%	(18)	15%	(50)	3%	(9)	2%	(6)	23%	(76)	52%	(176)	335
PID/Gender: Ind Women	5%	(16)	8%	(27)	1%	(3)	1%	(4)	18%	(58)	66%	(214)	322
PID/Gender: Rep Men	15%	(50)	26%	(85)	5%	(17)	3%	(9)	21%	(69)	30%	(100)	329
PID/Gender: Rep Women	8%	(30)	14%	(53)	3%	(11)	3%	(13)	20%	(73)	52%	(191)	370
Ideo: Liberal (1-3)	8%	(51)	17%	(109)	4%	(23)	2%	(11)	19%	(121)	52%	(337)	653
Ideo: Moderate (4)	7%	(51)	16%	(112)	3%	(20)	3%	(21)	20%	(140)	50%	(350)	694
Ideo: Conservative (5-7)	12%	(81)	17%	(120)	2%	(17)	2%	(11)	19%	(135)	48%	(336)	701
Educ: < College	9%	(135)	14%	(204)	3%	(40)	2%	(31)	19%	(295)	53%	(807)	1512
Educ: Bachelors degree	6%	(25)	20%	(87)	3%	(14)	2%	(9)	21%	(95)	48%	(215)	444
Educ: Post-grad	13%	(31)	23%	(56)	3%	(8)	2%	(6)	14%	(33)	45%	(109)	244
Income: Under 50k	9%	(104)	14%	(175)	2%	(26)	2%	(23)	19%	(235)	54%	(651)	1214
Income: 50k-100k	8%	(53)	15%	(100)	4%	(24)	3%	(20)	19%	(128)	51%	(340)	665
Income: 100k+	10%	(33)	23%	(73)	4%	(11)	1%	(3)	18%	(59)	44%	(141)	321
Ethnicity: White	9%	(146)	17%	(287)	3%	(48)	2%	(34)	20%	(339)	50%	(868)	1722
Ethnicity: Hispanic	10%	(36)	12%	(40)	2%	(8)	2%	(9)	21%	(74)	52%	(182)	349

Table MCSP3_2: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Ryan Newman

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(190)	16%	(348)	3%	(62)	2%	(45)	19%	(423)	51%	(1132)	2200
Ethnicity: Black	10%	(27)	12%	(34)	3%	(8)	3%	(9)	15%	(40)	57%	(156)	274
Ethnicity: Other	8%	(17)	13%	(27)	3%	(5)	1%	(3)	22%	(44)	53%	(108)	204
All Christian	10%	(101)	20%	(209)	3%	(35)	2%	(17)	18%	(191)	48%	(503)	1056
All Non-Christian	8%	(11)	21%	(27)	4%	(5)	3%	(4)	17%	(23)	47%	(61)	130
Atheist	5%	(6)	11%	(12)	2%	(2)	2%	(2)	16%	(18)	64%	(71)	111
Agnostic/Nothing in particular	6%	(34)	10%	(54)	3%	(14)	3%	(18)	22%	(120)	55%	(294)	534
Something Else	10%	(38)	12%	(46)	1%	(5)	2%	(6)	19%	(71)	55%	(203)	369
Religious Non-Protestant/Catholic	9%	(15)	19%	(30)	4%	(6)	2%	(4)	15%	(24)	50%	(79)	157
Evangelical	12%	(79)	18%	(116)	3%	(18)	2%	(12)	18%	(118)	47%	(299)	643
Non-Evangelical	7%	(54)	18%	(134)	3%	(19)	1%	(9)	19%	(140)	51%	(375)	731
Community: Urban	10%	(73)	18%	(129)	3%	(21)	3%	(23)	17%	(118)	48%	(336)	701
Community: Suburban	7%	(67)	14%	(138)	3%	(25)	1%	(11)	20%	(196)	55%	(540)	978
Community: Rural	9%	(49)	16%	(82)	3%	(15)	2%	(11)	21%	(109)	49%	(255)	522
Employ: Private Sector	12%	(79)	22%	(147)	4%	(27)	3%	(23)	17%	(118)	42%	(282)	676
Employ: Government	10%	(14)	15%	(19)	1%	(2)	1%	(1)	16%	(21)	56%	(73)	130
Employ: Self-Employed	8%	(15)	21%	(40)	4%	(8)	2%	(4)	22%	(41)	42%	(79)	187
Employ: Homemaker	6%	(8)	10%	(15)	5%	(7)	2%	(3)	22%	(31)	55%	(77)	141
Employ: Retired	8%	(42)	15%	(78)	1%	(8)	—	(0)	17%	(91)	58%	(302)	521
Employ: Unemployed	6%	(20)	11%	(37)	2%	(7)	2%	(7)	23%	(80)	57%	(202)	353
Employ: Other	8%	(9)	6%	(6)	3%	(3)	5%	(5)	24%	(27)	54%	(61)	112
Military HH: Yes	13%	(38)	12%	(37)	3%	(10)	2%	(7)	21%	(64)	49%	(149)	305
Military HH: No	8%	(152)	16%	(311)	3%	(51)	2%	(38)	19%	(359)	52%	(983)	1895
RD/WT: Right Direction	12%	(84)	21%	(147)	4%	(27)	3%	(20)	20%	(135)	40%	(274)	688
RD/WT: Wrong Track	7%	(107)	13%	(201)	2%	(35)	2%	(25)	19%	(288)	57%	(858)	1512
Trump Job Approve	10%	(92)	20%	(179)	3%	(29)	3%	(27)	19%	(167)	45%	(398)	891
Trump Job Disapprove	8%	(95)	13%	(158)	3%	(33)	2%	(19)	20%	(245)	56%	(691)	1240
Trump Job Strongly Approve	13%	(73)	16%	(88)	4%	(22)	3%	(15)	19%	(107)	44%	(245)	550
Trump Job Somewhat Approve	6%	(19)	27%	(91)	2%	(7)	3%	(11)	17%	(60)	45%	(153)	341
Trump Job Somewhat Disapprove	11%	(27)	17%	(43)	4%	(10)	—	(1)	21%	(51)	47%	(116)	248
Trump Job Strongly Disapprove	7%	(68)	12%	(116)	2%	(22)	2%	(18)	20%	(194)	58%	(575)	993

Table MCSP3_2: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Ryan Newman

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(190)	16%	(348)	3%	(62)	2%	(45)	19%	(423)	51%	(1132)	2200
Favorable of Trump	12%	(103)	20%	(175)	3%	(30)	3%	(26)	19%	(163)	43%	(380)	876
Unfavorable of Trump	7%	(81)	13%	(163)	2%	(30)	1%	(17)	20%	(247)	56%	(691)	1230
Very Favorable of Trump	14%	(82)	17%	(102)	4%	(24)	3%	(19)	19%	(110)	43%	(251)	590
Somewhat Favorable of Trump	7%	(21)	26%	(73)	2%	(5)	2%	(6)	18%	(52)	45%	(128)	286
Somewhat Unfavorable of Trump	8%	(17)	18%	(41)	3%	(6)	1%	(3)	20%	(44)	50%	(111)	220
Very Unfavorable of Trump	6%	(64)	12%	(123)	2%	(24)	1%	(15)	20%	(204)	57%	(580)	1009
#1 Issue: Economy	10%	(81)	17%	(135)	4%	(29)	2%	(15)	21%	(166)	47%	(372)	797
#1 Issue: Security	10%	(28)	15%	(40)	2%	(5)	3%	(8)	18%	(49)	53%	(147)	277
#1 Issue: Health Care	7%	(33)	17%	(78)	2%	(11)	1%	(6)	19%	(87)	54%	(247)	462
#1 Issue: Medicare / Social Security	9%	(25)	15%	(44)	3%	(7)	2%	(5)	19%	(55)	53%	(155)	290
#1 Issue: Women's Issues	9%	(7)	8%	(6)	3%	(2)	3%	(2)	14%	(11)	64%	(51)	80
#1 Issue: Education	5%	(4)	24%	(19)	3%	(3)	4%	(3)	21%	(17)	43%	(34)	79
#1 Issue: Energy	8%	(6)	19%	(15)	1%	(1)	8%	(6)	14%	(11)	50%	(40)	79
#1 Issue: Other	5%	(6)	9%	(12)	2%	(3)	1%	(1)	20%	(27)	64%	(86)	136
2018 House Vote: Democrat	10%	(74)	17%	(131)	2%	(17)	1%	(9)	18%	(137)	52%	(390)	757
2018 House Vote: Republican	12%	(75)	20%	(126)	4%	(24)	3%	(19)	19%	(121)	43%	(270)	635
2016 Vote: Hillary Clinton	9%	(69)	18%	(129)	2%	(15)	1%	(7)	18%	(129)	52%	(383)	731
2016 Vote: Donald Trump	13%	(87)	19%	(132)	3%	(23)	2%	(16)	17%	(117)	45%	(301)	675
2016 Vote: Other	5%	(6)	9%	(10)	1%	(1)	—	(0)	23%	(26)	61%	(67)	111
2016 Vote: Didn't Vote	4%	(29)	11%	(76)	3%	(22)	3%	(23)	22%	(150)	56%	(381)	681
Voted in 2014: Yes	11%	(135)	18%	(223)	3%	(34)	2%	(19)	18%	(229)	49%	(607)	1247
Voted in 2014: No	6%	(56)	13%	(125)	3%	(27)	3%	(26)	20%	(194)	55%	(525)	953
2012 Vote: Barack Obama	10%	(89)	18%	(154)	2%	(20)	1%	(9)	18%	(153)	51%	(434)	858
2012 Vote: Mitt Romney	11%	(54)	17%	(84)	4%	(17)	3%	(16)	19%	(96)	46%	(226)	493
2012 Vote: Didn't Vote	5%	(42)	13%	(102)	3%	(24)	3%	(21)	21%	(165)	56%	(449)	802
4-Region: Northeast	8%	(33)	14%	(56)	3%	(11)	2%	(9)	19%	(74)	54%	(211)	394
4-Region: Midwest	10%	(45)	14%	(63)	2%	(9)	2%	(7)	21%	(98)	52%	(241)	462
4-Region: South	9%	(74)	17%	(140)	4%	(32)	2%	(20)	20%	(165)	48%	(393)	824
4-Region: West	7%	(39)	17%	(89)	2%	(10)	2%	(10)	16%	(85)	55%	(287)	520
Sports fans	12%	(159)	20%	(276)	4%	(51)	2%	(26)	22%	(296)	41%	(551)	1358

Table MCSP3_2: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Ryan Newman

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(190)	16%	(348)	3%	(62)	2%	(45)	19%	(423)	51%	(1132)	2200
Avid Sports fans	18%	(90)	25%	(127)	6%	(29)	3%	(14)	19%	(96)	29%	(143)	498
White (non-hispanic) sports fans	12%	(110)	22%	(202)	4%	(35)	2%	(15)	21%	(195)	39%	(355)	913
Black (non-hispanic) sports fans	13%	(19)	14%	(21)	5%	(7)	3%	(4)	18%	(26)	47%	(70)	149
Hispanic sports fans	12%	(29)	16%	(39)	3%	(7)	2%	(5)	27%	(64)	40%	(96)	240
NASCAR fans	21%	(155)	34%	(250)	5%	(36)	2%	(13)	19%	(137)	20%	(149)	739
Avid NASCAR fans	29%	(55)	40%	(75)	5%	(9)	3%	(6)	9%	(18)	14%	(26)	189
NBA fans	11%	(114)	22%	(220)	4%	(45)	2%	(19)	22%	(216)	39%	(386)	999
Avid NBA fans	17%	(68)	27%	(104)	4%	(17)	2%	(7)	20%	(80)	30%	(117)	393
NFL fans	12%	(151)	21%	(270)	4%	(51)	2%	(24)	22%	(281)	41%	(531)	1307
Avid NFL fans	15%	(93)	24%	(151)	4%	(26)	3%	(17)	22%	(134)	32%	(201)	622
MLB fans	13%	(143)	22%	(236)	4%	(44)	2%	(19)	20%	(216)	39%	(416)	1073
Avid MLB fans	19%	(69)	22%	(80)	4%	(14)	1%	(4)	21%	(75)	32%	(115)	358
NHL fans	13%	(100)	26%	(201)	5%	(37)	2%	(14)	23%	(177)	32%	(252)	781
Avid NHL fans	16%	(32)	31%	(64)	5%	(10)	3%	(5)	17%	(35)	30%	(62)	208
Very favorable of NASCAR	35%	(92)	31%	(84)	2%	(5)	2%	(6)	11%	(29)	19%	(52)	267
Very favorable of Michael Jordan	17%	(109)	19%	(121)	4%	(23)	2%	(15)	17%	(108)	42%	(270)	646
Very favorable of NBA	19%	(86)	22%	(102)	4%	(18)	2%	(11)	14%	(65)	39%	(183)	466
Very favorable of Jordan Brand	19%	(69)	23%	(84)	3%	(11)	2%	(8)	19%	(69)	35%	(127)	368
Very favorable of Nike	16%	(104)	19%	(129)	3%	(19)	3%	(20)	14%	(93)	45%	(299)	665

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

Table MCSP3_3: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Kurt Busch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(197)	17%	(384)	5%	(111)	4%	(83)	22%	(485)	43%	(941)	2200
Gender: Male	12%	(126)	21%	(226)	6%	(67)	4%	(44)	25%	(264)	32%	(335)	1062
Gender: Female	6%	(71)	14%	(158)	4%	(44)	3%	(39)	19%	(221)	53%	(606)	1138
Age: 18-34	9%	(61)	13%	(84)	6%	(39)	4%	(28)	18%	(119)	49%	(324)	655
Age: 35-44	10%	(36)	24%	(87)	5%	(19)	4%	(13)	22%	(78)	35%	(125)	358
Age: 45-64	9%	(67)	18%	(135)	4%	(31)	3%	(25)	26%	(194)	40%	(299)	751
Age: 65+	7%	(33)	18%	(78)	5%	(22)	4%	(17)	21%	(94)	44%	(193)	436
GenZers: 1997-2012	7%	(14)	8%	(16)	5%	(9)	6%	(11)	13%	(25)	61%	(117)	192
Millennials: 1981-1996	9%	(56)	16%	(102)	6%	(40)	3%	(21)	22%	(139)	44%	(276)	634
GenXers: 1965-1980	12%	(64)	22%	(123)	6%	(31)	5%	(25)	19%	(104)	37%	(202)	548
Baby Boomers: 1946-1964	8%	(58)	17%	(125)	4%	(27)	4%	(26)	27%	(200)	41%	(305)	741
PID: Dem (no lean)	10%	(82)	16%	(134)	5%	(41)	4%	(33)	19%	(157)	47%	(396)	843
PID: Ind (no lean)	5%	(33)	13%	(87)	4%	(27)	4%	(24)	26%	(173)	48%	(313)	657
PID: Rep (no lean)	12%	(82)	23%	(163)	6%	(43)	4%	(27)	22%	(155)	33%	(231)	700
PID/Gender: Dem Men	13%	(50)	19%	(74)	6%	(23)	5%	(22)	22%	(88)	35%	(140)	398
PID/Gender: Dem Women	7%	(32)	13%	(60)	4%	(18)	2%	(11)	15%	(69)	57%	(256)	446
PID/Gender: Ind Men	6%	(21)	16%	(54)	5%	(18)	4%	(14)	29%	(96)	40%	(132)	335
PID/Gender: Ind Women	4%	(12)	10%	(33)	3%	(9)	3%	(10)	24%	(78)	56%	(181)	322
PID/Gender: Rep Men	17%	(55)	30%	(98)	8%	(27)	3%	(8)	24%	(80)	19%	(62)	329
PID/Gender: Rep Women	7%	(27)	18%	(65)	4%	(17)	5%	(18)	20%	(75)	46%	(169)	370
Ideo: Liberal (1-3)	10%	(62)	17%	(109)	5%	(33)	3%	(20)	22%	(143)	44%	(286)	653
Ideo: Moderate (4)	8%	(52)	18%	(124)	6%	(40)	4%	(31)	21%	(149)	43%	(298)	694
Ideo: Conservative (5-7)	11%	(78)	21%	(144)	5%	(33)	4%	(25)	23%	(160)	37%	(261)	701
Educ: < College	8%	(126)	16%	(238)	5%	(74)	4%	(65)	22%	(336)	45%	(674)	1512
Educ: Bachelors degree	8%	(37)	19%	(86)	5%	(23)	3%	(12)	25%	(111)	39%	(175)	444
Educ: Post-grad	14%	(33)	25%	(60)	6%	(14)	2%	(6)	16%	(38)	38%	(92)	244
Income: Under 50k	9%	(104)	15%	(187)	5%	(66)	4%	(50)	21%	(249)	46%	(557)	1214
Income: 50k-100k	8%	(56)	18%	(119)	5%	(30)	4%	(27)	24%	(160)	41%	(273)	665
Income: 100k+	11%	(37)	24%	(78)	4%	(14)	2%	(5)	24%	(76)	35%	(111)	321
Ethnicity: White	8%	(142)	18%	(315)	5%	(93)	3%	(52)	24%	(412)	41%	(708)	1722
Ethnicity: Hispanic	11%	(38)	13%	(44)	7%	(23)	4%	(15)	18%	(64)	48%	(166)	349

Continued on next page

Table MCSP3_3: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Kurt Busch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(197)	17%	(384)	5%	(111)	4%	(83)	22%	(485)	43%	(941)	2200
Ethnicity: Black	10%	(28)	18%	(49)	3%	(7)	7%	(20)	11%	(31)	51%	(139)	274
Ethnicity: Other	13%	(27)	10%	(20)	6%	(11)	5%	(10)	21%	(42)	46%	(94)	204
All Christian	11%	(115)	21%	(222)	6%	(62)	3%	(30)	22%	(237)	37%	(392)	1056
All Non-Christian	9%	(12)	18%	(24)	10%	(13)	1%	(2)	18%	(24)	43%	(55)	130
Atheist	9%	(10)	9%	(10)	4%	(5)	1%	(1)	24%	(26)	53%	(59)	111
Agnostic/Nothing in particular	5%	(29)	13%	(67)	4%	(21)	6%	(33)	23%	(121)	49%	(263)	534
Something Else	8%	(31)	16%	(61)	3%	(11)	5%	(17)	21%	(77)	47%	(172)	369
Religious Non-Protestant/Catholic	10%	(16)	19%	(29)	9%	(14)	1%	(2)	16%	(25)	45%	(71)	157
Evangelical	12%	(76)	20%	(129)	6%	(41)	3%	(22)	21%	(134)	38%	(241)	643
Non-Evangelical	9%	(62)	20%	(146)	4%	(30)	3%	(24)	24%	(175)	40%	(294)	731
Community: Urban	10%	(71)	21%	(146)	6%	(44)	3%	(21)	16%	(114)	43%	(304)	701
Community: Suburban	8%	(77)	15%	(149)	4%	(43)	3%	(32)	25%	(244)	44%	(433)	978
Community: Rural	9%	(49)	17%	(89)	4%	(23)	6%	(30)	24%	(127)	39%	(203)	522
Employ: Private Sector	11%	(72)	22%	(152)	6%	(42)	5%	(34)	21%	(139)	35%	(238)	676
Employ: Government	13%	(16)	13%	(17)	5%	(7)	3%	(4)	21%	(27)	46%	(59)	130
Employ: Self-Employed	11%	(22)	24%	(45)	5%	(9)	3%	(6)	20%	(37)	37%	(69)	187
Employ: Homemaker	4%	(6)	14%	(20)	4%	(5)	2%	(3)	25%	(35)	51%	(72)	141
Employ: Retired	10%	(50)	16%	(84)	5%	(25)	4%	(18)	25%	(129)	41%	(215)	521
Employ: Unemployed	6%	(21)	14%	(49)	3%	(12)	3%	(9)	23%	(81)	51%	(182)	353
Employ: Other	9%	(10)	11%	(12)	6%	(6)	4%	(5)	23%	(26)	47%	(53)	112
Military HH: Yes	10%	(29)	16%	(49)	6%	(19)	4%	(14)	27%	(82)	37%	(113)	305
Military HH: No	9%	(167)	18%	(335)	5%	(92)	4%	(69)	21%	(403)	44%	(828)	1895
RD/WT: Right Direction	12%	(83)	24%	(168)	6%	(45)	4%	(27)	21%	(147)	32%	(217)	688
RD/WT: Wrong Track	7%	(113)	14%	(216)	4%	(66)	4%	(55)	22%	(338)	48%	(724)	1512
Trump Job Approve	11%	(98)	23%	(208)	5%	(49)	4%	(35)	22%	(194)	34%	(307)	891
Trump Job Disapprove	8%	(95)	14%	(171)	5%	(58)	4%	(46)	23%	(283)	47%	(587)	1240
Trump Job Strongly Approve	14%	(75)	21%	(116)	6%	(33)	4%	(21)	23%	(124)	33%	(181)	550
Trump Job Somewhat Approve	7%	(23)	27%	(92)	5%	(16)	4%	(14)	20%	(70)	37%	(126)	341
Trump Job Somewhat Disapprove	11%	(28)	15%	(37)	7%	(18)	1%	(3)	32%	(79)	33%	(82)	248
Trump Job Strongly Disapprove	7%	(67)	14%	(134)	4%	(40)	4%	(43)	20%	(203)	51%	(505)	993

Table MCSP3_3: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Kurt Busch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(197)	17%	(384)	5%	(111)	4%	(83)	22%	(485)	43%	(941)	2200
Favorable of Trump	12%	(102)	23%	(201)	6%	(50)	4%	(39)	22%	(192)	33%	(292)	876
Unfavorable of Trump	7%	(87)	14%	(176)	5%	(60)	3%	(41)	22%	(275)	48%	(591)	1230
Very Favorable of Trump	14%	(82)	21%	(123)	6%	(38)	5%	(29)	22%	(128)	32%	(189)	590
Somewhat Favorable of Trump	7%	(20)	27%	(78)	4%	(12)	3%	(10)	22%	(64)	36%	(103)	286
Somewhat Unfavorable of Trump	9%	(19)	17%	(38)	7%	(16)	2%	(4)	27%	(59)	38%	(84)	220
Very Unfavorable of Trump	7%	(68)	14%	(138)	4%	(44)	4%	(37)	21%	(216)	50%	(507)	1009
#1 Issue: Economy	10%	(76)	20%	(158)	7%	(56)	4%	(29)	21%	(164)	39%	(313)	797
#1 Issue: Security	12%	(33)	18%	(51)	3%	(7)	5%	(14)	21%	(58)	41%	(113)	277
#1 Issue: Health Care	7%	(33)	17%	(77)	4%	(18)	2%	(9)	21%	(98)	49%	(227)	462
#1 Issue: Medicare / Social Security	11%	(31)	15%	(43)	6%	(16)	6%	(18)	25%	(72)	38%	(110)	290
#1 Issue: Women's Issues	6%	(5)	4%	(4)	4%	(3)	—	(0)	21%	(17)	65%	(52)	80
#1 Issue: Education	6%	(5)	20%	(15)	4%	(3)	5%	(4)	23%	(18)	42%	(33)	79
#1 Issue: Energy	9%	(7)	20%	(15)	5%	(4)	9%	(7)	16%	(13)	42%	(33)	79
#1 Issue: Other	4%	(6)	15%	(20)	2%	(3)	1%	(2)	33%	(45)	44%	(59)	136
2018 House Vote: Democrat	11%	(83)	18%	(134)	5%	(38)	3%	(21)	20%	(150)	44%	(331)	757
2018 House Vote: Republican	11%	(72)	24%	(151)	6%	(36)	5%	(33)	24%	(151)	30%	(193)	635
2016 Vote: Hillary Clinton	11%	(77)	18%	(130)	5%	(37)	3%	(21)	20%	(150)	43%	(316)	731
2016 Vote: Donald Trump	12%	(78)	24%	(164)	5%	(33)	4%	(26)	23%	(152)	33%	(222)	675
2016 Vote: Other	1%	(1)	14%	(16)	5%	(6)	2%	(2)	32%	(35)	46%	(51)	111
2016 Vote: Didn't Vote	6%	(40)	11%	(73)	5%	(36)	5%	(33)	22%	(147)	52%	(352)	681
Voted in 2014: Yes	11%	(134)	21%	(256)	5%	(63)	4%	(48)	21%	(262)	39%	(484)	1247
Voted in 2014: No	7%	(63)	13%	(127)	5%	(48)	4%	(35)	23%	(223)	48%	(456)	953
2012 Vote: Barack Obama	11%	(91)	18%	(157)	5%	(40)	3%	(26)	21%	(179)	43%	(365)	858
2012 Vote: Mitt Romney	12%	(57)	23%	(114)	5%	(24)	4%	(20)	25%	(122)	32%	(157)	493
2012 Vote: Didn't Vote	6%	(47)	12%	(100)	6%	(45)	4%	(33)	21%	(171)	51%	(405)	802
4-Region: Northeast	8%	(30)	16%	(61)	4%	(16)	4%	(14)	22%	(85)	48%	(187)	394
4-Region: Midwest	9%	(43)	18%	(83)	6%	(26)	3%	(15)	24%	(110)	40%	(186)	462
4-Region: South	10%	(79)	18%	(152)	5%	(45)	4%	(36)	23%	(190)	39%	(322)	824
4-Region: West	9%	(45)	17%	(88)	5%	(24)	3%	(18)	19%	(100)	47%	(245)	520
Sports fans	13%	(175)	22%	(302)	6%	(82)	5%	(63)	25%	(333)	30%	(404)	1358

Table MCSP3_3: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Kurt Busch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(197)	17%	(384)	5%	(111)	4%	(83)	22%	(485)	43%	(941)	2200
Avid Sports fans	21%	(105)	26%	(132)	8%	(40)	6%	(29)	19%	(92)	20%	(100)	498
White (non-hispanic) sports fans	13%	(115)	24%	(219)	6%	(57)	3%	(31)	28%	(252)	26%	(238)	913
Black (non-hispanic) sports fans	15%	(22)	22%	(32)	3%	(5)	12%	(18)	14%	(20)	34%	(51)	149
Hispanic sports fans	14%	(33)	16%	(39)	7%	(17)	5%	(13)	20%	(47)	38%	(90)	240
NASCAR fans	21%	(152)	34%	(248)	9%	(69)	5%	(37)	17%	(125)	15%	(108)	739
Avid NASCAR fans	29%	(56)	33%	(62)	11%	(21)	9%	(17)	10%	(19)	8%	(15)	189
NBA fans	14%	(136)	23%	(228)	7%	(70)	4%	(40)	23%	(230)	30%	(296)	999
Avid NBA fans	21%	(81)	24%	(94)	8%	(31)	5%	(20)	20%	(79)	22%	(88)	393
NFL fans	13%	(173)	23%	(299)	6%	(78)	4%	(55)	25%	(323)	29%	(379)	1307
Avid NFL fans	19%	(121)	24%	(147)	7%	(42)	5%	(30)	23%	(143)	22%	(139)	622
MLB fans	14%	(154)	23%	(247)	6%	(69)	5%	(50)	25%	(268)	27%	(285)	1073
Avid MLB fans	24%	(84)	23%	(81)	7%	(26)	4%	(14)	23%	(80)	20%	(72)	358
NHL fans	16%	(122)	28%	(216)	6%	(48)	4%	(31)	25%	(195)	22%	(170)	781
Avid NHL fans	21%	(43)	28%	(58)	6%	(13)	6%	(13)	21%	(44)	18%	(36)	208
Very favorable of NASCAR	41%	(109)	27%	(73)	6%	(17)	3%	(9)	9%	(25)	12%	(33)	267
Very favorable of Michael Jordan	19%	(126)	19%	(121)	5%	(35)	3%	(21)	19%	(121)	34%	(223)	646
Very favorable of NBA	22%	(105)	21%	(96)	7%	(33)	3%	(15)	15%	(72)	31%	(145)	466
Very favorable of Jordan Brand	26%	(96)	20%	(75)	5%	(17)	3%	(12)	18%	(66)	28%	(102)	368
Very favorable of Nike	17%	(113)	18%	(122)	6%	(39)	3%	(23)	18%	(117)	38%	(250)	665

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

Table MCSP3_4: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Kyle Busch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(233)	19%	(428)	4%	(93)	4%	(89)	23%	(514)	38%	(843)	2200
Gender: Male	14%	(144)	24%	(251)	6%	(61)	4%	(47)	27%	(283)	26%	(276)	1062
Gender: Female	8%	(89)	16%	(177)	3%	(32)	4%	(43)	20%	(231)	50%	(567)	1138
Age: 18-34	10%	(63)	16%	(102)	5%	(31)	4%	(26)	21%	(135)	46%	(299)	655
Age: 35-44	14%	(49)	24%	(85)	3%	(12)	5%	(18)	24%	(84)	30%	(109)	358
Age: 45-64	11%	(81)	20%	(148)	4%	(31)	3%	(23)	26%	(197)	36%	(270)	751
Age: 65+	9%	(39)	21%	(92)	4%	(19)	5%	(23)	22%	(98)	38%	(165)	436
GenZers: 1997-2012	9%	(16)	12%	(23)	1%	(2)	3%	(5)	17%	(33)	59%	(112)	192
Millennials: 1981-1996	10%	(65)	18%	(114)	5%	(31)	5%	(30)	23%	(148)	39%	(245)	634
GenXers: 1965-1980	14%	(76)	24%	(131)	4%	(24)	4%	(21)	20%	(109)	34%	(188)	548
Baby Boomers: 1946-1964	9%	(68)	18%	(131)	4%	(32)	5%	(33)	29%	(215)	35%	(262)	741
PID: Dem (no lean)	11%	(95)	19%	(162)	4%	(34)	3%	(25)	21%	(175)	42%	(352)	843
PID: Ind (no lean)	6%	(40)	17%	(110)	3%	(22)	3%	(22)	27%	(180)	43%	(283)	657
PID: Rep (no lean)	14%	(98)	22%	(156)	5%	(37)	6%	(43)	23%	(159)	30%	(208)	700
PID/Gender: Dem Men	14%	(54)	24%	(95)	7%	(26)	3%	(13)	23%	(90)	30%	(119)	398
PID/Gender: Dem Women	9%	(41)	15%	(67)	2%	(8)	3%	(12)	19%	(85)	52%	(233)	446
PID/Gender: Ind Men	8%	(26)	19%	(64)	4%	(12)	5%	(15)	34%	(112)	31%	(105)	335
PID/Gender: Ind Women	4%	(14)	14%	(46)	3%	(10)	2%	(7)	21%	(68)	55%	(178)	322
PID/Gender: Rep Men	19%	(64)	28%	(92)	7%	(22)	6%	(19)	24%	(81)	16%	(52)	329
PID/Gender: Rep Women	9%	(34)	17%	(64)	4%	(15)	6%	(24)	21%	(78)	42%	(156)	370
Ideo: Liberal (1-3)	12%	(76)	19%	(125)	4%	(26)	3%	(19)	24%	(157)	38%	(250)	653
Ideo: Moderate (4)	9%	(62)	20%	(135)	5%	(36)	5%	(32)	22%	(155)	39%	(273)	694
Ideo: Conservative (5-7)	13%	(90)	22%	(155)	4%	(29)	4%	(30)	25%	(173)	32%	(224)	701
Educ: < College	10%	(157)	18%	(268)	4%	(55)	5%	(68)	23%	(353)	40%	(611)	1512
Educ: Bachelors degree	9%	(41)	22%	(99)	5%	(24)	4%	(16)	26%	(114)	34%	(149)	444
Educ: Post-grad	14%	(35)	25%	(61)	6%	(14)	2%	(6)	19%	(47)	34%	(82)	244
Income: Under 50k	11%	(131)	18%	(219)	4%	(46)	4%	(48)	22%	(261)	42%	(508)	1214
Income: 50k-100k	9%	(60)	20%	(135)	5%	(31)	5%	(32)	25%	(169)	36%	(238)	665
Income: 100k+	13%	(42)	23%	(73)	5%	(16)	3%	(9)	26%	(83)	30%	(97)	321
Ethnicity: White	10%	(164)	20%	(341)	5%	(85)	4%	(68)	26%	(441)	36%	(623)	1722
Ethnicity: Hispanic	13%	(46)	15%	(54)	3%	(10)	5%	(16)	19%	(66)	45%	(158)	349

Table MCSP3_4: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Kyle Busch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(233)	19%	(428)	4%	(93)	4%	(89)	23%	(514)	38%	(843)	2200
Ethnicity: Black	14%	(37)	23%	(62)	1%	(3)	3%	(9)	13%	(35)	47%	(128)	274
Ethnicity: Other	15%	(31)	12%	(25)	3%	(5)	6%	(12)	19%	(38)	45%	(92)	204
All Christian	12%	(128)	22%	(236)	5%	(55)	4%	(41)	23%	(246)	33%	(350)	1056
All Non-Christian	10%	(13)	20%	(27)	4%	(5)	7%	(10)	19%	(25)	39%	(51)	130
Atheist	8%	(9)	12%	(14)	2%	(3)	1%	(1)	25%	(28)	51%	(56)	111
Agnostic/Nothing in particular	7%	(40)	15%	(82)	4%	(22)	4%	(24)	28%	(148)	41%	(218)	534
Something Else	11%	(42)	19%	(69)	3%	(9)	4%	(14)	18%	(67)	46%	(168)	369
Religious Non-Protestant/Catholic	11%	(17)	21%	(33)	4%	(6)	6%	(10)	17%	(26)	42%	(65)	157
Evangelical	13%	(83)	23%	(148)	5%	(32)	4%	(27)	20%	(130)	35%	(222)	643
Non-Evangelical	11%	(81)	20%	(148)	4%	(28)	4%	(28)	24%	(178)	37%	(269)	731
Community: Urban	13%	(88)	22%	(151)	4%	(31)	4%	(25)	20%	(137)	38%	(269)	701
Community: Suburban	9%	(87)	18%	(178)	3%	(30)	4%	(35)	25%	(245)	41%	(403)	978
Community: Rural	11%	(57)	19%	(99)	6%	(32)	6%	(30)	25%	(132)	33%	(172)	522
Employ: Private Sector	14%	(97)	23%	(157)	5%	(37)	4%	(30)	22%	(151)	30%	(204)	676
Employ: Government	11%	(14)	19%	(25)	5%	(6)	1%	(1)	24%	(31)	41%	(53)	130
Employ: Self-Employed	14%	(26)	24%	(45)	4%	(8)	5%	(10)	18%	(34)	35%	(65)	187
Employ: Homemaker	3%	(4)	17%	(24)	3%	(4)	2%	(3)	25%	(35)	50%	(71)	141
Employ: Retired	10%	(54)	21%	(107)	4%	(20)	5%	(24)	25%	(130)	36%	(186)	521
Employ: Unemployed	7%	(23)	16%	(56)	4%	(13)	4%	(13)	25%	(89)	45%	(160)	353
Employ: Other	12%	(13)	10%	(11)	5%	(5)	3%	(3)	31%	(35)	40%	(45)	112
Military HH: Yes	11%	(33)	16%	(50)	7%	(20)	7%	(20)	27%	(84)	32%	(98)	305
Military HH: No	11%	(200)	20%	(378)	4%	(73)	4%	(69)	23%	(430)	39%	(745)	1895
RD/WT: Right Direction	14%	(96)	23%	(156)	5%	(36)	6%	(44)	22%	(151)	30%	(205)	688
RD/WT: Wrong Track	9%	(137)	18%	(272)	4%	(57)	3%	(45)	24%	(363)	42%	(638)	1512
Trump Job Approve	12%	(110)	23%	(206)	5%	(42)	5%	(46)	24%	(214)	31%	(274)	891
Trump Job Disapprove	9%	(118)	17%	(217)	4%	(49)	3%	(39)	23%	(290)	43%	(528)	1240
Trump Job Strongly Approve	16%	(86)	19%	(107)	5%	(30)	5%	(29)	23%	(129)	31%	(169)	550
Trump Job Somewhat Approve	7%	(24)	29%	(100)	4%	(12)	5%	(16)	25%	(84)	31%	(105)	341
Trump Job Somewhat Disapprove	13%	(32)	22%	(55)	5%	(13)	1%	(3)	27%	(67)	32%	(78)	248
Trump Job Strongly Disapprove	9%	(85)	16%	(162)	4%	(37)	4%	(35)	23%	(224)	45%	(449)	993

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Table MCSP3_4: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Kyle Busch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(233)	19%	(428)	4%	(93)	4%	(89)	23%	(514)	38%	(843)	2200
Favorable of Trump	13%	(116)	23%	(204)	5%	(47)	5%	(45)	23%	(203)	30%	(261)	876
Unfavorable of Trump	9%	(109)	17%	(211)	4%	(45)	4%	(43)	24%	(294)	43%	(528)	1230
Very Favorable of Trump	16%	(94)	21%	(124)	6%	(33)	6%	(33)	23%	(133)	29%	(173)	590
Somewhat Favorable of Trump	8%	(22)	28%	(79)	5%	(15)	4%	(13)	24%	(69)	31%	(88)	286
Somewhat Unfavorable of Trump	10%	(22)	19%	(43)	5%	(11)	4%	(8)	26%	(58)	36%	(79)	220
Very Unfavorable of Trump	9%	(87)	17%	(168)	3%	(34)	3%	(35)	23%	(237)	44%	(449)	1009
#1 Issue: Economy	12%	(95)	22%	(178)	5%	(41)	4%	(31)	23%	(180)	34%	(273)	797
#1 Issue: Security	12%	(33)	19%	(53)	3%	(8)	7%	(18)	20%	(54)	40%	(111)	277
#1 Issue: Health Care	8%	(39)	17%	(80)	4%	(19)	3%	(13)	27%	(124)	41%	(187)	462
#1 Issue: Medicare / Social Security	12%	(34)	18%	(52)	6%	(18)	5%	(14)	22%	(63)	38%	(109)	290
#1 Issue: Women's Issues	5%	(4)	14%	(11)	—	(0)	2%	(2)	16%	(13)	62%	(50)	80
#1 Issue: Education	8%	(6)	29%	(23)	1%	(1)	1%	(1)	21%	(17)	40%	(31)	79
#1 Issue: Energy	13%	(11)	16%	(13)	4%	(3)	9%	(7)	17%	(13)	40%	(32)	79
#1 Issue: Other	8%	(11)	13%	(17)	3%	(4)	2%	(3)	37%	(50)	37%	(50)	136
2018 House Vote: Democrat	12%	(94)	19%	(147)	4%	(31)	3%	(20)	25%	(188)	36%	(275)	757
2018 House Vote: Republican	13%	(80)	24%	(155)	5%	(35)	7%	(43)	23%	(148)	27%	(174)	635
2016 Vote: Hillary Clinton	12%	(90)	20%	(146)	4%	(28)	3%	(22)	24%	(174)	37%	(271)	731
2016 Vote: Donald Trump	13%	(89)	24%	(160)	5%	(34)	6%	(39)	23%	(154)	30%	(200)	675
2016 Vote: Other	4%	(4)	21%	(23)	4%	(4)	4%	(4)	31%	(34)	37%	(41)	111
2016 Vote: Didn't Vote	7%	(49)	14%	(98)	4%	(27)	4%	(24)	22%	(152)	49%	(331)	681
Voted in 2014: Yes	12%	(153)	21%	(266)	4%	(56)	5%	(58)	24%	(296)	34%	(419)	1247
Voted in 2014: No	8%	(80)	17%	(162)	4%	(37)	3%	(31)	23%	(218)	45%	(424)	953
2012 Vote: Barack Obama	13%	(110)	20%	(170)	4%	(35)	3%	(29)	24%	(202)	36%	(313)	858
2012 Vote: Mitt Romney	13%	(66)	23%	(112)	5%	(27)	6%	(32)	24%	(120)	28%	(137)	493
2012 Vote: Didn't Vote	7%	(53)	16%	(132)	4%	(28)	3%	(27)	23%	(181)	48%	(381)	802
4-Region: Northeast	10%	(39)	18%	(73)	3%	(10)	3%	(10)	24%	(96)	42%	(166)	394
4-Region: Midwest	11%	(49)	20%	(90)	4%	(19)	5%	(21)	26%	(121)	35%	(162)	462
4-Region: South	12%	(96)	20%	(165)	6%	(49)	4%	(35)	24%	(195)	35%	(285)	824
4-Region: West	9%	(49)	19%	(100)	3%	(15)	4%	(23)	20%	(103)	44%	(230)	520
Sports fans	15%	(202)	25%	(334)	5%	(69)	5%	(69)	24%	(332)	26%	(353)	1358

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Table MCSP3_4: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Kyle Busch

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(233)	19%	(428)	4%	(93)	4%	(89)	23%	(514)	38%	(843)	2200
Avid Sports fans	26%	(130)	27%	(136)	5%	(25)	6%	(31)	19%	(93)	17%	(83)	498
White (non-hispanic) sports fans	14%	(126)	26%	(233)	7%	(61)	5%	(43)	27%	(243)	23%	(206)	913
Black (non-hispanic) sports fans	20%	(30)	28%	(42)	—	(1)	6%	(9)	15%	(22)	30%	(44)	149
Hispanic sports fans	17%	(41)	19%	(47)	3%	(6)	7%	(16)	21%	(51)	33%	(79)	240
NASCAR fans	25%	(184)	35%	(256)	8%	(60)	6%	(42)	14%	(102)	13%	(96)	739
Avid NASCAR fans	34%	(64)	33%	(62)	9%	(17)	10%	(19)	6%	(11)	9%	(17)	189
NBA fans	16%	(161)	26%	(265)	5%	(51)	4%	(36)	22%	(223)	26%	(265)	999
Avid NBA fans	26%	(100)	27%	(105)	4%	(16)	3%	(13)	23%	(89)	18%	(69)	393
NFL fans	15%	(201)	25%	(332)	5%	(64)	4%	(58)	25%	(324)	25%	(328)	1307
Avid NFL fans	22%	(137)	26%	(163)	6%	(38)	6%	(37)	22%	(134)	18%	(113)	622
MLB fans	17%	(182)	25%	(267)	5%	(55)	5%	(51)	26%	(276)	23%	(242)	1073
Avid MLB fans	27%	(96)	25%	(90)	4%	(16)	3%	(10)	22%	(79)	19%	(68)	358
NHL fans	18%	(141)	29%	(223)	6%	(44)	3%	(27)	25%	(198)	19%	(149)	781
Avid NHL fans	20%	(41)	29%	(61)	7%	(14)	4%	(8)	20%	(42)	20%	(41)	208
Very favorable of NASCAR	44%	(118)	25%	(67)	6%	(17)	6%	(16)	8%	(21)	11%	(28)	267
Very favorable of Michael Jordan	23%	(149)	20%	(131)	3%	(22)	4%	(27)	18%	(113)	31%	(203)	646
Very favorable of NBA	27%	(125)	23%	(107)	3%	(15)	3%	(16)	16%	(74)	28%	(129)	466
Very favorable of Jordan Brand	28%	(104)	23%	(83)	3%	(12)	5%	(17)	18%	(64)	24%	(88)	368
Very favorable of Nike	20%	(131)	22%	(147)	3%	(18)	3%	(20)	17%	(114)	35%	(234)	665

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

Table MCSP3_5: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Kevin Harvick

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(204)	16%	(354)	4%	(83)	2%	(42)	20%	(445)	49%	(1072)	2200
Gender: Male	13%	(136)	20%	(213)	5%	(50)	2%	(24)	22%	(231)	38%	(407)	1062
Gender: Female	6%	(69)	12%	(141)	3%	(33)	2%	(17)	19%	(214)	58%	(665)	1138
Age: 18-34	8%	(54)	13%	(83)	6%	(36)	2%	(14)	20%	(132)	51%	(336)	655
Age: 35-44	11%	(38)	24%	(86)	3%	(12)	3%	(11)	20%	(70)	39%	(141)	358
Age: 45-64	10%	(72)	16%	(122)	4%	(27)	2%	(13)	22%	(166)	47%	(351)	751
Age: 65+	10%	(42)	14%	(62)	2%	(8)	1%	(5)	17%	(76)	56%	(244)	436
GenZers: 1997-2012	6%	(11)	10%	(19)	4%	(8)	1%	(3)	18%	(35)	60%	(115)	192
Millennials: 1981-1996	9%	(55)	14%	(90)	6%	(36)	3%	(17)	22%	(137)	47%	(299)	634
GenXers: 1965-1980	11%	(60)	23%	(124)	4%	(23)	2%	(11)	18%	(99)	42%	(232)	548
Baby Boomers: 1946-1964	10%	(75)	15%	(108)	2%	(14)	1%	(11)	21%	(156)	51%	(377)	741
PID: Dem (no lean)	11%	(89)	14%	(119)	4%	(36)	1%	(10)	19%	(158)	51%	(431)	843
PID: Ind (no lean)	6%	(41)	14%	(90)	2%	(15)	2%	(12)	21%	(141)	55%	(358)	657
PID: Rep (no lean)	11%	(74)	21%	(145)	5%	(32)	3%	(19)	21%	(146)	40%	(283)	700
PID/Gender: Dem Men	15%	(60)	17%	(69)	7%	(27)	1%	(3)	22%	(88)	38%	(150)	398
PID/Gender: Dem Women	7%	(30)	11%	(50)	2%	(9)	1%	(6)	16%	(70)	63%	(281)	446
PID/Gender: Ind Men	9%	(29)	16%	(55)	2%	(7)	3%	(10)	22%	(75)	47%	(159)	335
PID/Gender: Ind Women	4%	(11)	11%	(35)	3%	(8)	1%	(3)	20%	(66)	62%	(199)	322
PID/Gender: Rep Men	14%	(47)	27%	(89)	5%	(16)	3%	(11)	21%	(68)	30%	(98)	329
PID/Gender: Rep Women	7%	(28)	15%	(56)	4%	(16)	2%	(8)	21%	(78)	50%	(185)	370
Ideo: Liberal (1-3)	8%	(52)	15%	(98)	5%	(34)	1%	(9)	19%	(126)	51%	(335)	653
Ideo: Moderate (4)	9%	(66)	17%	(115)	4%	(27)	2%	(12)	21%	(147)	47%	(326)	694
Ideo: Conservative (5-7)	12%	(82)	18%	(128)	3%	(20)	3%	(18)	19%	(135)	45%	(318)	701
Educ: < College	9%	(130)	15%	(223)	4%	(55)	2%	(32)	20%	(305)	51%	(767)	1512
Educ: Bachelors degree	9%	(40)	18%	(79)	4%	(19)	1%	(3)	22%	(100)	46%	(203)	444
Educ: Post-grad	14%	(35)	22%	(53)	4%	(9)	2%	(6)	16%	(40)	42%	(102)	244
Income: Under 50k	8%	(102)	14%	(169)	4%	(45)	2%	(27)	20%	(240)	52%	(631)	1214
Income: 50k-100k	10%	(65)	18%	(117)	4%	(27)	2%	(12)	21%	(141)	45%	(303)	665
Income: 100k+	12%	(37)	21%	(68)	4%	(12)	1%	(3)	20%	(63)	43%	(139)	321
Ethnicity: White	9%	(162)	16%	(270)	3%	(59)	2%	(29)	22%	(378)	48%	(823)	1722
Ethnicity: Hispanic	11%	(38)	13%	(45)	4%	(13)	2%	(8)	21%	(73)	49%	(172)	349

Table MCSP3_5: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Kevin Harvick

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(204)	16%	(354)	4%	(83)	2%	(42)	20%	(445)	49%	(1072)	2200
Ethnicity: Black	10%	(27)	17%	(47)	5%	(13)	3%	(8)	11%	(30)	54%	(149)	274
Ethnicity: Other	8%	(16)	18%	(37)	5%	(11)	2%	(5)	18%	(37)	49%	(99)	204
All Christian	11%	(115)	20%	(208)	4%	(39)	2%	(20)	21%	(217)	43%	(457)	1056
All Non-Christian	10%	(13)	15%	(19)	7%	(9)	2%	(2)	22%	(29)	44%	(57)	130
Atheist	6%	(7)	9%	(10)	4%	(4)	2%	(2)	16%	(18)	63%	(70)	111
Agnostic/Nothing in particular	7%	(36)	12%	(66)	3%	(18)	2%	(9)	21%	(110)	55%	(295)	534
Something Else	9%	(33)	14%	(50)	3%	(12)	2%	(8)	19%	(72)	52%	(193)	369
Religious Non-Protestant/Catholic	11%	(17)	15%	(23)	7%	(11)	1%	(2)	19%	(30)	47%	(74)	157
Evangelical	12%	(76)	18%	(118)	4%	(26)	3%	(19)	19%	(119)	44%	(285)	643
Non-Evangelical	9%	(66)	18%	(131)	3%	(24)	1%	(9)	22%	(164)	46%	(338)	731
Community: Urban	11%	(77)	18%	(125)	5%	(32)	2%	(15)	18%	(126)	47%	(326)	701
Community: Suburban	8%	(80)	14%	(137)	3%	(28)	2%	(19)	21%	(204)	52%	(509)	978
Community: Rural	9%	(48)	18%	(92)	4%	(23)	2%	(8)	22%	(114)	45%	(237)	522
Employ: Private Sector	13%	(87)	21%	(143)	5%	(31)	3%	(18)	20%	(135)	39%	(263)	676
Employ: Government	8%	(11)	16%	(20)	2%	(2)	3%	(4)	20%	(26)	51%	(66)	130
Employ: Self-Employed	10%	(19)	17%	(33)	5%	(10)	3%	(5)	19%	(36)	45%	(84)	187
Employ: Homemaker	5%	(7)	17%	(24)	3%	(4)	—	(0)	25%	(35)	51%	(72)	141
Employ: Retired	10%	(53)	13%	(69)	2%	(13)	1%	(6)	20%	(106)	53%	(275)	521
Employ: Unemployed	5%	(18)	13%	(46)	5%	(18)	1%	(2)	20%	(70)	56%	(198)	353
Employ: Other	8%	(9)	11%	(13)	4%	(5)	4%	(4)	20%	(23)	52%	(58)	112
Military HH: Yes	10%	(31)	14%	(44)	3%	(8)	3%	(11)	23%	(70)	47%	(142)	305
Military HH: No	9%	(174)	16%	(310)	4%	(75)	2%	(31)	20%	(375)	49%	(930)	1895
RD/WT: Right Direction	12%	(81)	22%	(153)	5%	(31)	3%	(22)	20%	(139)	38%	(261)	688
RD/WT: Wrong Track	8%	(123)	13%	(201)	3%	(52)	1%	(20)	20%	(305)	54%	(811)	1512
Trump Job Approve	11%	(97)	21%	(187)	4%	(37)	3%	(26)	19%	(167)	42%	(378)	891
Trump Job Disapprove	9%	(106)	13%	(159)	4%	(46)	1%	(14)	21%	(257)	53%	(658)	1240
Trump Job Strongly Approve	14%	(76)	18%	(101)	4%	(24)	3%	(14)	19%	(106)	42%	(229)	550
Trump Job Somewhat Approve	6%	(21)	25%	(85)	4%	(13)	3%	(12)	18%	(61)	44%	(149)	341
Trump Job Somewhat Disapprove	8%	(21)	17%	(42)	5%	(13)	—	(0)	28%	(69)	42%	(103)	248
Trump Job Strongly Disapprove	9%	(85)	12%	(118)	3%	(33)	1%	(14)	19%	(188)	56%	(555)	993

Table MCSP3_5: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Kevin Harvick

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(204)	16%	(354)	4%	(83)	2%	(42)	20%	(445)	49%	(1072)	2200
Favorable of Trump	12%	(105)	21%	(185)	4%	(37)	3%	(26)	19%	(168)	41%	(355)	876
Unfavorable of Trump	8%	(98)	13%	(157)	4%	(44)	1%	(16)	20%	(251)	54%	(663)	1230
Very Favorable of Trump	14%	(80)	19%	(113)	5%	(29)	3%	(19)	19%	(113)	40%	(235)	590
Somewhat Favorable of Trump	9%	(25)	25%	(73)	3%	(8)	2%	(6)	19%	(55)	42%	(120)	286
Somewhat Unfavorable of Trump	6%	(14)	17%	(38)	6%	(14)	—	(0)	24%	(54)	45%	(100)	220
Very Unfavorable of Trump	8%	(84)	12%	(119)	3%	(31)	2%	(16)	20%	(198)	56%	(562)	1009
#1 Issue: Economy	9%	(75)	18%	(145)	5%	(40)	2%	(16)	22%	(175)	43%	(346)	797
#1 Issue: Security	11%	(32)	16%	(45)	2%	(5)	4%	(10)	14%	(40)	53%	(146)	277
#1 Issue: Health Care	7%	(34)	14%	(67)	3%	(16)	1%	(4)	22%	(100)	52%	(241)	462
#1 Issue: Medicare / Social Security	12%	(36)	17%	(48)	2%	(6)	—	(1)	21%	(60)	48%	(139)	290
#1 Issue: Women's Issues	7%	(6)	5%	(4)	3%	(2)	4%	(3)	17%	(14)	65%	(52)	80
#1 Issue: Education	5%	(4)	19%	(15)	6%	(5)	3%	(3)	17%	(13)	49%	(38)	79
#1 Issue: Energy	13%	(11)	15%	(12)	6%	(5)	4%	(3)	9%	(7)	52%	(41)	79
#1 Issue: Other	5%	(7)	14%	(19)	3%	(4)	1%	(2)	26%	(35)	51%	(69)	136
2018 House Vote: Democrat	10%	(78)	15%	(116)	4%	(29)	1%	(9)	21%	(156)	49%	(369)	757
2018 House Vote: Republican	11%	(71)	22%	(140)	4%	(25)	3%	(20)	20%	(126)	40%	(254)	635
2016 Vote: Hillary Clinton	11%	(80)	16%	(114)	4%	(30)	1%	(9)	19%	(137)	49%	(362)	731
2016 Vote: Donald Trump	12%	(80)	22%	(146)	3%	(23)	3%	(17)	19%	(128)	42%	(280)	675
2016 Vote: Other	4%	(4)	9%	(10)	2%	(2)	2%	(2)	27%	(30)	56%	(62)	111
2016 Vote: Didn't Vote	6%	(40)	12%	(83)	4%	(27)	2%	(13)	22%	(150)	54%	(368)	681
Voted in 2014: Yes	11%	(141)	18%	(219)	3%	(42)	2%	(27)	20%	(247)	46%	(571)	1247
Voted in 2014: No	7%	(63)	14%	(135)	4%	(41)	1%	(14)	21%	(197)	53%	(501)	953
2012 Vote: Barack Obama	11%	(94)	16%	(140)	4%	(32)	2%	(15)	20%	(171)	47%	(407)	858
2012 Vote: Mitt Romney	12%	(57)	19%	(92)	3%	(16)	3%	(15)	21%	(103)	42%	(210)	493
2012 Vote: Didn't Vote	6%	(49)	14%	(109)	4%	(34)	1%	(10)	20%	(163)	54%	(436)	802
4-Region: Northeast	9%	(33)	16%	(64)	3%	(11)	2%	(7)	20%	(79)	51%	(199)	394
4-Region: Midwest	9%	(41)	16%	(73)	4%	(16)	1%	(5)	21%	(96)	50%	(230)	462
4-Region: South	10%	(83)	16%	(133)	4%	(37)	2%	(20)	22%	(180)	45%	(371)	824
4-Region: West	9%	(46)	16%	(84)	4%	(19)	2%	(9)	17%	(89)	52%	(272)	520
Sports fans	13%	(172)	21%	(291)	4%	(58)	2%	(27)	21%	(290)	38%	(520)	1358

Continued on next page

Table MCSP3_5: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Kevin Harvick

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	9%	(204)	16%	(354)	4%	(83)	2%	(42)	20%	(445)	49%	(1072)	2200
Avid Sports fans	21%	(105)	25%	(126)	6%	(31)	2%	(12)	18%	(90)	27%	(135)	498
White (non-hispanic) sports fans	13%	(118)	22%	(202)	4%	(39)	1%	(10)	24%	(218)	36%	(327)	913
Black (non-hispanic) sports fans	13%	(19)	24%	(36)	5%	(7)	5%	(8)	10%	(15)	42%	(63)	149
Hispanic sports fans	13%	(32)	17%	(40)	4%	(9)	3%	(8)	19%	(46)	44%	(105)	240
NASCAR fans	23%	(167)	32%	(238)	7%	(53)	1%	(10)	19%	(138)	18%	(134)	739
Avid NASCAR fans	37%	(70)	34%	(64)	8%	(15)	2%	(3)	11%	(21)	9%	(17)	189
NBA fans	12%	(123)	23%	(226)	5%	(53)	2%	(15)	22%	(220)	36%	(362)	999
Avid NBA fans	21%	(82)	23%	(90)	6%	(23)	2%	(6)	21%	(84)	27%	(108)	393
NFL fans	13%	(168)	21%	(276)	4%	(57)	2%	(27)	23%	(296)	37%	(482)	1307
Avid NFL fans	19%	(118)	23%	(141)	4%	(26)	2%	(15)	22%	(138)	30%	(185)	622
MLB fans	14%	(149)	22%	(239)	5%	(51)	2%	(19)	21%	(226)	36%	(390)	1073
Avid MLB fans	20%	(73)	22%	(80)	5%	(16)	1%	(3)	22%	(78)	30%	(107)	358
NHL fans	16%	(124)	25%	(193)	5%	(37)	2%	(12)	23%	(181)	30%	(235)	781
Avid NHL fans	24%	(49)	25%	(52)	4%	(8)	1%	(2)	23%	(48)	24%	(49)	208
Very favorable of NASCAR	36%	(97)	32%	(86)	2%	(6)	1%	(2)	12%	(33)	16%	(43)	267
Very favorable of Michael Jordan	18%	(119)	17%	(112)	4%	(24)	2%	(15)	19%	(125)	39%	(251)	646
Very favorable of NBA	22%	(101)	20%	(95)	3%	(13)	2%	(7)	18%	(84)	36%	(166)	466
Very favorable of Jordan Brand	24%	(90)	22%	(80)	1%	(5)	2%	(9)	17%	(63)	33%	(121)	368
Very favorable of Nike	17%	(110)	19%	(125)	4%	(26)	2%	(14)	16%	(109)	42%	(281)	665

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

Table MCSP3_6: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Chase Elliott

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(209)	15%	(330)	3%	(60)	2%	(48)	20%	(432)	51%	(1121)	2200
Gender: Male	13%	(139)	20%	(210)	4%	(43)	3%	(33)	22%	(229)	38%	(408)	1062
Gender: Female	6%	(70)	11%	(120)	1%	(17)	1%	(15)	18%	(203)	63%	(713)	1138
Age: 18-34	10%	(64)	14%	(91)	5%	(33)	2%	(15)	18%	(120)	51%	(332)	655
Age: 35-44	13%	(45)	19%	(69)	2%	(8)	5%	(19)	20%	(70)	41%	(146)	358
Age: 45-64	9%	(69)	15%	(113)	2%	(15)	1%	(11)	21%	(158)	51%	(385)	751
Age: 65+	7%	(31)	13%	(56)	1%	(4)	1%	(2)	19%	(84)	59%	(258)	436
GenZers: 1997-2012	7%	(13)	12%	(23)	4%	(9)	3%	(6)	18%	(35)	56%	(107)	192
Millennials: 1981-1996	10%	(64)	14%	(91)	4%	(28)	3%	(22)	19%	(118)	49%	(311)	634
GenXers: 1965-1980	14%	(76)	18%	(98)	2%	(12)	2%	(12)	19%	(105)	45%	(244)	548
Baby Boomers: 1946-1964	7%	(54)	14%	(103)	1%	(9)	1%	(8)	21%	(159)	55%	(408)	741
PID: Dem (no lean)	11%	(93)	14%	(118)	2%	(21)	1%	(12)	17%	(143)	54%	(455)	843
PID: Ind (no lean)	5%	(33)	12%	(78)	2%	(11)	3%	(18)	22%	(144)	57%	(373)	657
PID: Rep (no lean)	12%	(83)	19%	(134)	4%	(28)	3%	(18)	21%	(145)	42%	(292)	700
PID/Gender: Dem Men	14%	(57)	20%	(79)	4%	(16)	2%	(8)	20%	(80)	39%	(157)	398
PID/Gender: Dem Women	8%	(36)	9%	(39)	1%	(5)	1%	(4)	14%	(63)	67%	(299)	446
PID/Gender: Ind Men	7%	(25)	14%	(47)	3%	(8)	4%	(14)	25%	(83)	47%	(158)	335
PID/Gender: Ind Women	3%	(8)	10%	(31)	1%	(2)	1%	(4)	19%	(61)	67%	(215)	322
PID/Gender: Rep Men	17%	(57)	25%	(84)	6%	(18)	3%	(11)	20%	(65)	28%	(93)	329
PID/Gender: Rep Women	7%	(26)	14%	(50)	3%	(10)	2%	(6)	21%	(79)	54%	(199)	370
Ideo: Liberal (1-3)	10%	(65)	15%	(96)	3%	(19)	1%	(10)	19%	(121)	53%	(343)	653
Ideo: Moderate (4)	9%	(59)	17%	(116)	4%	(24)	2%	(12)	19%	(134)	50%	(349)	694
Ideo: Conservative (5-7)	12%	(81)	16%	(109)	2%	(16)	3%	(23)	20%	(142)	47%	(331)	701
Educ: < College	9%	(136)	13%	(202)	2%	(34)	3%	(38)	20%	(308)	53%	(795)	1512
Educ: Bachelors degree	8%	(38)	18%	(78)	4%	(16)	1%	(6)	21%	(92)	48%	(214)	444
Educ: Post-grad	15%	(36)	21%	(50)	4%	(10)	2%	(4)	13%	(32)	46%	(111)	244
Income: Under 50k	9%	(107)	14%	(172)	3%	(31)	3%	(36)	18%	(217)	54%	(650)	1214
Income: 50k-100k	10%	(65)	13%	(90)	3%	(17)	1%	(9)	24%	(161)	49%	(324)	665
Income: 100k+	12%	(37)	21%	(68)	4%	(12)	1%	(3)	17%	(54)	46%	(147)	321
Ethnicity: White	9%	(157)	16%	(268)	3%	(47)	2%	(31)	21%	(355)	50%	(864)	1722
Ethnicity: Hispanic	13%	(47)	12%	(44)	4%	(15)	3%	(10)	19%	(66)	48%	(168)	349

Table MCSP3_6: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Chase Elliott

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(209)	15%	(330)	3%	(60)	2%	(48)	20%	(432)	51%	(1121)	2200
Ethnicity: Black	11%	(29)	14%	(37)	1%	(4)	4%	(11)	13%	(36)	57%	(157)	274
Ethnicity: Other	12%	(24)	12%	(24)	4%	(9)	3%	(5)	20%	(41)	49%	(101)	204
All Christian	10%	(109)	20%	(213)	3%	(32)	2%	(20)	18%	(191)	47%	(492)	1056
All Non-Christian	10%	(12)	18%	(23)	5%	(7)	—	(0)	21%	(28)	46%	(59)	130
Atheist	8%	(9)	5%	(6)	1%	(1)	2%	(2)	19%	(21)	64%	(72)	111
Agnostic/Nothing in particular	7%	(40)	8%	(42)	3%	(14)	3%	(17)	23%	(125)	56%	(297)	534
Something Else	11%	(39)	12%	(46)	2%	(6)	2%	(8)	18%	(68)	55%	(202)	369
Religious Non-Protestant/Catholic	10%	(16)	16%	(25)	5%	(8)	—	(0)	21%	(33)	48%	(75)	157
Evangelical	14%	(87)	18%	(114)	3%	(18)	3%	(16)	18%	(114)	46%	(293)	643
Non-Evangelical	7%	(55)	19%	(142)	2%	(16)	2%	(11)	18%	(134)	51%	(374)	731
Community: Urban	12%	(82)	16%	(112)	5%	(35)	3%	(23)	17%	(117)	47%	(331)	701
Community: Suburban	8%	(79)	13%	(129)	2%	(19)	1%	(12)	19%	(190)	56%	(549)	978
Community: Rural	9%	(49)	17%	(89)	1%	(5)	3%	(13)	24%	(125)	46%	(241)	522
Employ: Private Sector	13%	(90)	20%	(136)	4%	(27)	2%	(14)	19%	(128)	42%	(281)	676
Employ: Government	9%	(12)	12%	(15)	2%	(2)	3%	(4)	16%	(21)	58%	(76)	130
Employ: Self-Employed	13%	(24)	20%	(38)	2%	(4)	3%	(6)	17%	(31)	45%	(85)	187
Employ: Homemaker	3%	(4)	11%	(15)	1%	(1)	2%	(3)	25%	(35)	58%	(82)	141
Employ: Retired	9%	(48)	13%	(68)	1%	(7)	1%	(3)	21%	(111)	55%	(285)	521
Employ: Unemployed	5%	(16)	12%	(44)	3%	(12)	4%	(15)	19%	(67)	56%	(199)	353
Employ: Other	11%	(13)	9%	(10)	2%	(2)	3%	(4)	24%	(26)	52%	(58)	112
Military HH: Yes	11%	(35)	16%	(49)	1%	(4)	3%	(11)	23%	(70)	44%	(136)	305
Military HH: No	9%	(174)	15%	(281)	3%	(56)	2%	(37)	19%	(361)	52%	(986)	1895
RD/WT: Right Direction	13%	(92)	21%	(142)	5%	(33)	3%	(19)	20%	(136)	39%	(266)	688
RD/WT: Wrong Track	8%	(117)	12%	(188)	2%	(27)	2%	(29)	20%	(296)	57%	(855)	1512
Trump Job Approve	11%	(99)	20%	(179)	4%	(33)	3%	(26)	20%	(177)	42%	(378)	891
Trump Job Disapprove	9%	(109)	12%	(145)	2%	(25)	2%	(22)	19%	(239)	56%	(700)	1240
Trump Job Strongly Approve	14%	(75)	18%	(101)	4%	(23)	2%	(10)	21%	(114)	41%	(228)	550
Trump Job Somewhat Approve	7%	(25)	23%	(78)	3%	(10)	5%	(16)	19%	(63)	44%	(150)	341
Trump Job Somewhat Disapprove	10%	(25)	18%	(44)	4%	(9)	3%	(7)	20%	(50)	46%	(113)	248
Trump Job Strongly Disapprove	9%	(84)	10%	(101)	2%	(16)	2%	(15)	19%	(189)	59%	(587)	993

Continued on next page

Table MCSP3_6: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Chase Elliott

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(209)	15%	(330)	3%	(60)	2%	(48)	20%	(432)	51%	(1121)	2200
Favorable of Trump	12%	(105)	20%	(179)	4%	(33)	3%	(22)	20%	(175)	41%	(362)	876
Unfavorable of Trump	8%	(103)	11%	(141)	2%	(25)	2%	(19)	20%	(241)	57%	(701)	1230
Very Favorable of Trump	14%	(84)	19%	(113)	5%	(27)	2%	(15)	20%	(117)	40%	(234)	590
Somewhat Favorable of Trump	7%	(21)	23%	(66)	2%	(7)	3%	(7)	20%	(58)	45%	(128)	286
Somewhat Unfavorable of Trump	10%	(22)	17%	(36)	2%	(4)	3%	(6)	21%	(47)	48%	(106)	220
Very Unfavorable of Trump	8%	(81)	10%	(104)	2%	(22)	1%	(13)	19%	(194)	59%	(595)	1009
#1 Issue: Economy	10%	(81)	16%	(127)	3%	(25)	3%	(23)	20%	(162)	48%	(380)	797
#1 Issue: Security	12%	(33)	16%	(45)	3%	(9)	3%	(7)	18%	(51)	48%	(133)	277
#1 Issue: Health Care	8%	(39)	17%	(77)	3%	(12)	1%	(4)	17%	(79)	54%	(252)	462
#1 Issue: Medicare / Social Security	11%	(32)	13%	(37)	2%	(5)	2%	(5)	21%	(61)	52%	(150)	290
#1 Issue: Women's Issues	7%	(6)	5%	(4)	—	(0)	1%	(1)	17%	(14)	69%	(55)	80
#1 Issue: Education	7%	(5)	19%	(15)	4%	(3)	4%	(3)	27%	(21)	40%	(31)	79
#1 Issue: Energy	9%	(7)	19%	(15)	5%	(4)	5%	(4)	15%	(12)	46%	(37)	79
#1 Issue: Other	5%	(6)	7%	(10)	2%	(2)	—	(1)	24%	(33)	62%	(84)	136
2018 House Vote: Democrat	12%	(89)	14%	(108)	2%	(18)	2%	(13)	17%	(127)	53%	(401)	757
2018 House Vote: Republican	11%	(72)	22%	(137)	4%	(22)	3%	(17)	20%	(124)	41%	(263)	635
2016 Vote: Hillary Clinton	13%	(92)	15%	(109)	2%	(12)	2%	(12)	17%	(121)	53%	(385)	731
2016 Vote: Donald Trump	12%	(81)	21%	(139)	4%	(26)	2%	(16)	19%	(126)	43%	(287)	675
2016 Vote: Other	2%	(2)	10%	(11)	—	(0)	2%	(2)	25%	(28)	60%	(67)	111
2016 Vote: Didn't Vote	5%	(34)	10%	(70)	3%	(21)	3%	(18)	23%	(157)	56%	(382)	681
Voted in 2014: Yes	12%	(148)	16%	(201)	3%	(33)	2%	(27)	19%	(233)	49%	(606)	1247
Voted in 2014: No	6%	(62)	14%	(129)	3%	(26)	2%	(21)	21%	(199)	54%	(515)	953
2012 Vote: Barack Obama	12%	(101)	15%	(127)	3%	(21)	2%	(14)	19%	(162)	51%	(433)	858
2012 Vote: Mitt Romney	11%	(55)	19%	(93)	3%	(15)	3%	(15)	18%	(91)	46%	(225)	493
2012 Vote: Didn't Vote	6%	(48)	13%	(103)	3%	(23)	2%	(19)	21%	(166)	55%	(442)	802
4-Region: Northeast	8%	(31)	15%	(58)	3%	(11)	2%	(6)	19%	(75)	54%	(211)	394
4-Region: Midwest	9%	(43)	12%	(56)	2%	(10)	1%	(6)	20%	(94)	55%	(253)	462
4-Region: South	10%	(83)	16%	(129)	3%	(27)	3%	(24)	23%	(190)	45%	(371)	824
4-Region: West	10%	(52)	17%	(86)	2%	(12)	2%	(12)	14%	(72)	55%	(286)	520
Sports fans	14%	(186)	21%	(281)	3%	(44)	3%	(36)	21%	(281)	39%	(530)	1358

Continued on next page

Table MCSP3_6: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Chase Elliott

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(209)	15%	(330)	3%	(60)	2%	(48)	20%	(432)	51%	(1121)	2200
Avid Sports fans	23%	(116)	24%	(122)	5%	(24)	5%	(23)	17%	(85)	26%	(128)	498
White (non-hispanic) sports fans	13%	(118)	22%	(200)	4%	(33)	2%	(15)	21%	(193)	39%	(354)	913
Black (non-hispanic) sports fans	15%	(23)	17%	(25)	1%	(1)	8%	(11)	16%	(24)	43%	(65)	149
Hispanic sports fans	17%	(41)	18%	(44)	4%	(9)	4%	(10)	22%	(54)	35%	(84)	240
NASCAR fans	22%	(160)	33%	(246)	5%	(36)	3%	(25)	18%	(135)	19%	(137)	739
Avid NASCAR fans	35%	(67)	30%	(56)	7%	(13)	4%	(7)	11%	(20)	14%	(26)	189
NBA fans	14%	(137)	22%	(221)	4%	(36)	3%	(30)	20%	(202)	37%	(373)	999
Avid NBA fans	23%	(89)	24%	(96)	4%	(16)	4%	(16)	19%	(76)	25%	(100)	393
NFL fans	14%	(179)	20%	(267)	3%	(36)	3%	(35)	21%	(271)	40%	(519)	1307
Avid NFL fans	20%	(122)	22%	(139)	4%	(22)	3%	(21)	20%	(122)	31%	(195)	622
MLB fans	15%	(156)	22%	(234)	4%	(40)	3%	(29)	20%	(217)	37%	(398)	1073
Avid MLB fans	21%	(74)	24%	(87)	2%	(9)	3%	(10)	20%	(70)	30%	(108)	358
NHL fans	16%	(128)	25%	(194)	4%	(30)	3%	(22)	21%	(164)	31%	(243)	781
Avid NHL fans	20%	(42)	30%	(63)	5%	(10)	3%	(7)	13%	(26)	28%	(59)	208
Very favorable of NASCAR	36%	(95)	30%	(81)	5%	(13)	2%	(5)	12%	(31)	16%	(43)	267
Very favorable of Michael Jordan	19%	(121)	18%	(118)	4%	(27)	1%	(8)	17%	(107)	41%	(265)	646
Very favorable of NBA	23%	(109)	23%	(106)	2%	(10)	2%	(8)	14%	(67)	36%	(166)	466
Very favorable of Jordan Brand	28%	(103)	20%	(74)	3%	(10)	2%	(9)	15%	(55)	32%	(118)	368
Very favorable of Nike	19%	(129)	19%	(125)	3%	(23)	2%	(12)	15%	(100)	41%	(276)	665

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

Table MCSP3_7: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*

Denny Hamlin

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(187)	15%	(324)	4%	(86)	2%	(51)	18%	(387)	53%	(1166)	2200
Gender: Male	12%	(124)	20%	(211)	6%	(63)	3%	(29)	21%	(218)	39%	(417)	1062
Gender: Female	6%	(63)	10%	(113)	2%	(23)	2%	(22)	15%	(168)	66%	(749)	1138
Age: 18-34	10%	(66)	12%	(76)	5%	(35)	3%	(17)	17%	(109)	54%	(353)	655
Age: 35-44	12%	(43)	19%	(69)	6%	(20)	3%	(10)	18%	(64)	42%	(151)	358
Age: 45-64	7%	(53)	15%	(112)	3%	(23)	2%	(13)	19%	(143)	54%	(408)	751
Age: 65+	6%	(25)	15%	(67)	2%	(8)	2%	(10)	16%	(71)	58%	(255)	436
GenZers: 1997-2012	10%	(18)	10%	(20)	4%	(7)	2%	(3)	11%	(21)	64%	(123)	192
Millennials: 1981-1996	9%	(58)	13%	(81)	6%	(38)	3%	(18)	19%	(122)	50%	(317)	634
GenXers: 1965-1980	12%	(64)	18%	(101)	5%	(25)	3%	(14)	16%	(89)	47%	(255)	548
Baby Boomers: 1946-1964	6%	(44)	14%	(103)	2%	(14)	2%	(13)	19%	(143)	57%	(423)	741
PID: Dem (no lean)	9%	(77)	13%	(111)	5%	(40)	2%	(13)	16%	(131)	56%	(471)	843
PID: Ind (no lean)	6%	(38)	12%	(76)	1%	(10)	2%	(10)	21%	(138)	59%	(386)	657
PID: Rep (no lean)	10%	(72)	20%	(137)	5%	(36)	4%	(27)	17%	(118)	44%	(309)	700
PID/Gender: Dem Men	12%	(49)	19%	(74)	7%	(28)	2%	(9)	20%	(79)	40%	(159)	398
PID/Gender: Dem Women	6%	(28)	8%	(37)	3%	(12)	1%	(4)	12%	(53)	70%	(311)	446
PID/Gender: Ind Men	7%	(24)	16%	(53)	2%	(7)	2%	(7)	26%	(86)	47%	(157)	335
PID/Gender: Ind Women	4%	(13)	7%	(22)	1%	(2)	1%	(4)	16%	(52)	71%	(229)	322
PID/Gender: Rep Men	15%	(50)	25%	(84)	8%	(28)	4%	(14)	16%	(54)	30%	(100)	329
PID/Gender: Rep Women	6%	(22)	14%	(53)	2%	(9)	4%	(14)	17%	(64)	56%	(209)	370
Ideo: Liberal (1-3)	9%	(59)	14%	(93)	4%	(24)	2%	(14)	16%	(104)	55%	(358)	653
Ideo: Moderate (4)	10%	(67)	14%	(96)	5%	(37)	2%	(13)	19%	(135)	50%	(345)	694
Ideo: Conservative (5-7)	8%	(57)	18%	(129)	3%	(19)	3%	(22)	17%	(117)	51%	(356)	701
Educ: < College	7%	(112)	13%	(196)	4%	(60)	2%	(37)	18%	(271)	55%	(835)	1512
Educ: Bachelors degree	9%	(41)	17%	(77)	3%	(15)	1%	(7)	18%	(81)	50%	(224)	444
Educ: Post-grad	14%	(34)	21%	(51)	5%	(11)	3%	(7)	14%	(34)	44%	(107)	244
Income: Under 50k	8%	(91)	13%	(155)	4%	(52)	3%	(31)	17%	(201)	56%	(683)	1214
Income: 50k-100k	8%	(50)	16%	(106)	3%	(22)	2%	(13)	21%	(138)	50%	(336)	665
Income: 100k+	14%	(45)	20%	(63)	4%	(12)	2%	(6)	15%	(48)	46%	(147)	321
Ethnicity: White	8%	(145)	14%	(248)	4%	(64)	2%	(39)	19%	(319)	53%	(907)	1722
Ethnicity: Hispanic	11%	(40)	13%	(46)	5%	(16)	2%	(8)	16%	(57)	52%	(182)	349

Table MCSP3_7: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Denny Hamlin

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(187)	15%	(324)	4%	(86)	2%	(51)	18%	(387)	53%	(1166)	2200
Ethnicity: Black	10%	(27)	18%	(50)	4%	(11)	3%	(9)	9%	(25)	55%	(152)	274
Ethnicity: Other	7%	(15)	13%	(26)	5%	(11)	1%	(3)	21%	(42)	53%	(107)	204
All Christian	9%	(96)	20%	(209)	3%	(34)	3%	(30)	17%	(176)	48%	(512)	1056
All Non-Christian	16%	(21)	11%	(14)	10%	(13)	2%	(2)	15%	(20)	46%	(60)	130
Atheist	7%	(7)	8%	(9)	3%	(3)	2%	(3)	17%	(19)	63%	(70)	111
Agnostic/Nothing in particular	5%	(28)	10%	(55)	4%	(24)	1%	(7)	20%	(108)	58%	(311)	534
Something Else	9%	(34)	10%	(38)	3%	(12)	2%	(8)	17%	(64)	58%	(213)	369
Religious Non-Protestant/Catholic	14%	(22)	13%	(21)	9%	(14)	2%	(2)	13%	(20)	49%	(77)	157
Evangelical	11%	(68)	16%	(105)	4%	(23)	4%	(24)	16%	(102)	50%	(321)	643
Non-Evangelical	8%	(58)	18%	(133)	3%	(20)	2%	(12)	18%	(134)	51%	(375)	731
Community: Urban	11%	(78)	16%	(111)	7%	(46)	3%	(22)	15%	(102)	49%	(342)	701
Community: Suburban	7%	(68)	13%	(130)	2%	(24)	2%	(21)	19%	(187)	56%	(548)	978
Community: Rural	8%	(41)	16%	(83)	3%	(16)	2%	(8)	19%	(97)	53%	(276)	522
Employ: Private Sector	12%	(82)	20%	(137)	5%	(32)	3%	(19)	17%	(115)	43%	(291)	676
Employ: Government	7%	(9)	15%	(19)	1%	(2)	3%	(4)	15%	(20)	58%	(76)	130
Employ: Self-Employed	14%	(26)	16%	(29)	6%	(11)	3%	(6)	18%	(33)	44%	(82)	187
Employ: Homemaker	4%	(6)	6%	(8)	7%	(10)	1%	(2)	16%	(22)	66%	(93)	141
Employ: Retired	7%	(36)	14%	(75)	2%	(11)	2%	(11)	19%	(98)	55%	(289)	521
Employ: Unemployed	5%	(18)	10%	(37)	4%	(14)	1%	(3)	20%	(70)	60%	(212)	353
Employ: Other	4%	(5)	13%	(15)	2%	(3)	4%	(4)	19%	(22)	57%	(63)	112
Military HH: Yes	10%	(31)	14%	(43)	4%	(13)	3%	(9)	19%	(59)	49%	(150)	305
Military HH: No	8%	(156)	15%	(281)	4%	(73)	2%	(41)	17%	(328)	54%	(1016)	1895
RD/WT: Right Direction	12%	(84)	21%	(143)	5%	(36)	4%	(24)	17%	(120)	41%	(281)	688
RD/WT: Wrong Track	7%	(103)	12%	(180)	3%	(51)	2%	(26)	18%	(266)	59%	(886)	1512
Trump Job Approve	10%	(93)	19%	(172)	4%	(38)	3%	(30)	18%	(158)	45%	(401)	891
Trump Job Disapprove	7%	(91)	12%	(151)	4%	(45)	2%	(21)	17%	(216)	58%	(716)	1240
Trump Job Strongly Approve	13%	(69)	19%	(103)	5%	(26)	3%	(19)	17%	(91)	44%	(242)	550
Trump Job Somewhat Approve	7%	(24)	20%	(68)	4%	(12)	3%	(11)	20%	(67)	47%	(160)	341
Trump Job Somewhat Disapprove	10%	(25)	12%	(30)	7%	(18)	2%	(4)	23%	(58)	46%	(113)	248
Trump Job Strongly Disapprove	7%	(66)	12%	(121)	3%	(27)	2%	(17)	16%	(158)	61%	(603)	993

Table MCSP3_7: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Denny Hamlin

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(187)	15%	(324)	4%	(86)	2%	(51)	18%	(387)	53%	(1166)	2200
Favorable of Trump	10%	(88)	20%	(178)	4%	(39)	3%	(28)	17%	(152)	45%	(391)	876
Unfavorable of Trump	7%	(91)	12%	(144)	3%	(42)	2%	(21)	18%	(218)	58%	(714)	1230
Very Favorable of Trump	13%	(75)	19%	(113)	5%	(27)	4%	(25)	17%	(100)	42%	(249)	590
Somewhat Favorable of Trump	5%	(13)	23%	(65)	4%	(12)	1%	(3)	18%	(52)	49%	(141)	286
Somewhat Unfavorable of Trump	11%	(23)	13%	(28)	4%	(8)	2%	(4)	23%	(51)	48%	(106)	220
Very Unfavorable of Trump	7%	(68)	12%	(116)	3%	(34)	2%	(17)	17%	(167)	60%	(607)	1009
#1 Issue: Economy	10%	(77)	16%	(128)	5%	(42)	3%	(20)	19%	(150)	48%	(379)	797
#1 Issue: Security	8%	(22)	14%	(39)	4%	(11)	4%	(10)	17%	(48)	53%	(148)	277
#1 Issue: Health Care	8%	(37)	15%	(68)	3%	(14)	1%	(3)	17%	(79)	56%	(260)	462
#1 Issue: Medicare / Social Security	7%	(21)	16%	(46)	3%	(7)	2%	(6)	18%	(54)	54%	(156)	290
#1 Issue: Women's Issues	9%	(7)	3%	(2)	—	(0)	2%	(2)	15%	(12)	71%	(57)	80
#1 Issue: Education	7%	(6)	18%	(14)	6%	(5)	5%	(4)	13%	(10)	51%	(40)	79
#1 Issue: Energy	10%	(8)	16%	(12)	6%	(5)	4%	(3)	14%	(11)	50%	(40)	79
#1 Issue: Other	7%	(9)	10%	(14)	2%	(2)	2%	(2)	16%	(22)	63%	(86)	136
2018 House Vote: Democrat	10%	(78)	14%	(109)	4%	(29)	2%	(17)	17%	(128)	52%	(396)	757
2018 House Vote: Republican	11%	(68)	22%	(140)	5%	(30)	3%	(21)	17%	(109)	42%	(269)	635
2016 Vote: Hillary Clinton	11%	(78)	15%	(110)	3%	(25)	2%	(14)	16%	(116)	53%	(388)	731
2016 Vote: Donald Trump	11%	(73)	21%	(140)	4%	(28)	3%	(23)	18%	(118)	43%	(292)	675
2016 Vote: Other	3%	(3)	9%	(10)	3%	(3)	2%	(2)	21%	(23)	64%	(71)	111
2016 Vote: Didn't Vote	5%	(34)	9%	(63)	4%	(29)	2%	(12)	19%	(129)	61%	(415)	681
Voted in 2014: Yes	10%	(122)	17%	(213)	4%	(50)	3%	(32)	17%	(208)	50%	(622)	1247
Voted in 2014: No	7%	(65)	12%	(111)	4%	(36)	2%	(19)	19%	(178)	57%	(544)	953
2012 Vote: Barack Obama	11%	(91)	15%	(132)	4%	(30)	2%	(15)	17%	(144)	52%	(447)	858
2012 Vote: Mitt Romney	9%	(46)	20%	(97)	4%	(20)	3%	(15)	19%	(94)	45%	(222)	493
2012 Vote: Didn't Vote	6%	(49)	10%	(83)	4%	(34)	2%	(19)	18%	(142)	59%	(474)	802
4-Region: Northeast	7%	(29)	13%	(51)	4%	(15)	2%	(9)	17%	(68)	56%	(221)	394
4-Region: Midwest	7%	(33)	13%	(60)	5%	(25)	2%	(7)	18%	(84)	55%	(254)	462
4-Region: South	9%	(77)	16%	(129)	4%	(30)	3%	(23)	19%	(155)	50%	(410)	824
4-Region: West	9%	(48)	16%	(83)	3%	(16)	2%	(11)	15%	(80)	54%	(282)	520
Sports fans	12%	(161)	20%	(266)	5%	(70)	2%	(33)	20%	(266)	41%	(563)	1358

Table MCSP3_7: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Denny Hamlin

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(187)	15%	(324)	4%	(86)	2%	(51)	18%	(387)	53%	(1166)	2200
Avid Sports fans	22%	(109)	24%	(120)	5%	(26)	4%	(19)	18%	(89)	27%	(135)	498
White (non-hispanic) sports fans	11%	(103)	20%	(179)	5%	(47)	2%	(20)	21%	(195)	40%	(369)	913
Black (non-hispanic) sports fans	13%	(19)	25%	(38)	6%	(9)	5%	(7)	10%	(14)	41%	(62)	149
Hispanic sports fans	15%	(36)	17%	(41)	4%	(10)	2%	(5)	19%	(45)	43%	(103)	240
NASCAR fans	21%	(154)	32%	(234)	7%	(53)	3%	(22)	16%	(119)	21%	(157)	739
Avid NASCAR fans	32%	(61)	29%	(54)	11%	(21)	5%	(9)	8%	(15)	15%	(29)	189
NBA fans	13%	(133)	20%	(200)	6%	(60)	2%	(22)	19%	(194)	39%	(392)	999
Avid NBA fans	21%	(84)	23%	(91)	5%	(20)	3%	(13)	20%	(78)	27%	(107)	393
NFL fans	12%	(160)	20%	(260)	4%	(58)	2%	(31)	20%	(261)	41%	(537)	1307
Avid NFL fans	17%	(109)	24%	(147)	4%	(27)	2%	(14)	19%	(119)	33%	(206)	622
MLB fans	13%	(144)	21%	(223)	5%	(54)	2%	(20)	20%	(215)	39%	(418)	1073
Avid MLB fans	20%	(70)	21%	(75)	4%	(16)	2%	(6)	21%	(76)	32%	(115)	358
NHL fans	16%	(121)	23%	(181)	5%	(36)	2%	(16)	21%	(165)	33%	(262)	781
Avid NHL fans	23%	(47)	24%	(51)	5%	(11)	2%	(5)	17%	(36)	28%	(59)	208
Very favorable of NASCAR	37%	(100)	26%	(69)	5%	(13)	2%	(5)	10%	(26)	21%	(55)	267
Very favorable of Michael Jordan	17%	(110)	17%	(108)	5%	(32)	2%	(12)	17%	(107)	43%	(278)	646
Very favorable of NBA	20%	(94)	21%	(97)	4%	(21)	3%	(12)	15%	(70)	37%	(173)	466
Very favorable of Jordan Brand	24%	(89)	19%	(69)	4%	(14)	2%	(8)	17%	(63)	34%	(126)	368
Very favorable of Nike	17%	(115)	17%	(112)	4%	(25)	2%	(12)	15%	(98)	46%	(303)	665

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

Table MCSP3_8: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Martin Truex Jr.

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(159)	15%	(321)	3%	(70)	2%	(41)	18%	(388)	55%	(1221)	2200
Gender: Male	9%	(92)	19%	(207)	5%	(49)	2%	(25)	20%	(214)	45%	(475)	1062
Gender: Female	6%	(67)	10%	(114)	2%	(21)	1%	(16)	15%	(174)	66%	(746)	1138
Age: 18-34	6%	(41)	13%	(87)	4%	(27)	2%	(16)	17%	(111)	57%	(374)	655
Age: 35-44	10%	(36)	19%	(69)	6%	(20)	2%	(9)	17%	(61)	45%	(162)	358
Age: 45-64	7%	(53)	14%	(106)	3%	(21)	1%	(9)	19%	(144)	56%	(418)	751
Age: 65+	7%	(30)	13%	(59)	1%	(3)	2%	(7)	17%	(72)	61%	(266)	436
GenZers: 1997-2012	3%	(6)	12%	(23)	1%	(3)	4%	(7)	16%	(30)	64%	(123)	192
Millennials: 1981-1996	7%	(45)	13%	(84)	5%	(33)	2%	(14)	19%	(119)	53%	(338)	634
GenXers: 1965-1980	10%	(54)	19%	(103)	5%	(25)	1%	(6)	16%	(88)	50%	(271)	548
Baby Boomers: 1946-1964	7%	(52)	13%	(96)	1%	(9)	1%	(11)	19%	(138)	59%	(435)	741
PID: Dem (no lean)	8%	(69)	13%	(111)	3%	(28)	2%	(18)	15%	(130)	58%	(487)	843
PID: Ind (no lean)	4%	(24)	12%	(76)	2%	(13)	1%	(5)	21%	(136)	61%	(402)	657
PID: Rep (no lean)	9%	(66)	19%	(133)	4%	(29)	3%	(18)	17%	(122)	47%	(332)	700
PID/Gender: Dem Men	9%	(36)	20%	(80)	4%	(17)	3%	(13)	18%	(72)	46%	(181)	398
PID/Gender: Dem Women	8%	(33)	7%	(32)	2%	(11)	1%	(5)	13%	(59)	69%	(306)	446
PID/Gender: Ind Men	5%	(16)	14%	(47)	3%	(10)	1%	(4)	23%	(77)	54%	(182)	335
PID/Gender: Ind Women	2%	(8)	9%	(29)	1%	(4)	—	(1)	18%	(60)	68%	(221)	322
PID/Gender: Rep Men	12%	(41)	24%	(80)	7%	(23)	2%	(8)	20%	(66)	34%	(112)	329
PID/Gender: Rep Women	7%	(25)	14%	(53)	2%	(6)	3%	(10)	15%	(56)	59%	(220)	370
Ideo: Liberal (1-3)	6%	(42)	14%	(90)	4%	(26)	2%	(13)	17%	(114)	56%	(368)	653
Ideo: Moderate (4)	8%	(56)	16%	(112)	2%	(17)	2%	(14)	17%	(118)	54%	(376)	694
Ideo: Conservative (5-7)	8%	(59)	16%	(115)	3%	(23)	2%	(12)	18%	(124)	53%	(368)	701
Educ: < College	7%	(105)	13%	(194)	3%	(45)	2%	(32)	18%	(271)	57%	(866)	1512
Educ: Bachelors degree	7%	(29)	17%	(75)	3%	(13)	1%	(4)	19%	(83)	54%	(240)	444
Educ: Post-grad	10%	(25)	21%	(52)	5%	(12)	2%	(5)	14%	(35)	47%	(115)	244
Income: Under 50k	6%	(76)	14%	(165)	2%	(30)	2%	(27)	18%	(215)	58%	(701)	1214
Income: 50k-100k	8%	(50)	13%	(88)	5%	(31)	1%	(10)	18%	(119)	55%	(368)	665
Income: 100k+	10%	(33)	21%	(69)	3%	(10)	1%	(4)	17%	(55)	47%	(151)	321
Ethnicity: White	8%	(132)	15%	(250)	3%	(49)	2%	(27)	18%	(311)	55%	(952)	1722
Ethnicity: Hispanic	7%	(25)	11%	(39)	5%	(17)	2%	(8)	21%	(72)	54%	(188)	349

Table MCSP3_8: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Martin Truex Jr.

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(159)	15%	(321)	3%	(70)	2%	(41)	18%	(388)	55%	(1221)	2200
Ethnicity: Black	6%	(15)	18%	(50)	4%	(11)	4%	(11)	12%	(32)	57%	(155)	274
Ethnicity: Other	6%	(11)	10%	(21)	5%	(11)	1%	(3)	22%	(46)	55%	(113)	204
All Christian	8%	(87)	19%	(199)	4%	(37)	2%	(20)	17%	(179)	51%	(535)	1056
All Non-Christian	8%	(10)	13%	(17)	4%	(5)	2%	(3)	23%	(30)	50%	(65)	130
Atheist	6%	(7)	8%	(9)	3%	(4)	1%	(1)	14%	(16)	67%	(75)	111
Agnostic/Nothing in particular	5%	(26)	10%	(56)	2%	(13)	2%	(9)	19%	(99)	62%	(331)	534
Something Else	8%	(29)	11%	(40)	3%	(11)	2%	(8)	18%	(65)	58%	(215)	369
Religious Non-Protestant/Catholic	7%	(11)	15%	(23)	4%	(6)	2%	(3)	21%	(32)	52%	(82)	157
Evangelical	10%	(62)	16%	(105)	5%	(30)	2%	(15)	17%	(107)	50%	(323)	643
Non-Evangelical	7%	(49)	17%	(126)	2%	(16)	2%	(11)	18%	(131)	54%	(397)	731
Community: Urban	9%	(62)	18%	(126)	5%	(35)	2%	(14)	15%	(107)	51%	(357)	701
Community: Suburban	6%	(63)	13%	(125)	3%	(26)	1%	(13)	17%	(168)	59%	(581)	978
Community: Rural	7%	(34)	13%	(70)	2%	(9)	3%	(13)	22%	(113)	54%	(282)	522
Employ: Private Sector	10%	(71)	20%	(134)	5%	(35)	2%	(11)	17%	(115)	46%	(311)	676
Employ: Government	7%	(9)	7%	(10)	8%	(11)	2%	(3)	17%	(22)	58%	(75)	130
Employ: Self-Employed	9%	(16)	20%	(37)	1%	(3)	4%	(7)	19%	(36)	47%	(89)	187
Employ: Homemaker	5%	(7)	10%	(14)	1%	(2)	3%	(4)	15%	(21)	66%	(92)	141
Employ: Retired	7%	(39)	13%	(66)	1%	(6)	2%	(9)	17%	(91)	59%	(310)	521
Employ: Unemployed	4%	(14)	12%	(42)	2%	(8)	1%	(2)	18%	(63)	64%	(225)	353
Employ: Other	2%	(3)	13%	(15)	3%	(3)	2%	(2)	26%	(29)	54%	(60)	112
Military HH: Yes	8%	(25)	15%	(45)	3%	(9)	3%	(10)	16%	(50)	55%	(166)	305
Military HH: No	7%	(134)	15%	(276)	3%	(61)	2%	(31)	18%	(339)	56%	(1054)	1895
RD/WT: Right Direction	12%	(82)	20%	(135)	5%	(32)	2%	(17)	19%	(130)	43%	(293)	688
RD/WT: Wrong Track	5%	(77)	12%	(186)	3%	(39)	2%	(24)	17%	(258)	61%	(928)	1512
Trump Job Approve	10%	(86)	19%	(170)	4%	(33)	2%	(18)	18%	(160)	48%	(426)	891
Trump Job Disapprove	6%	(70)	12%	(145)	3%	(36)	2%	(23)	18%	(219)	60%	(748)	1240
Trump Job Strongly Approve	12%	(65)	17%	(96)	3%	(16)	2%	(11)	18%	(97)	48%	(265)	550
Trump Job Somewhat Approve	6%	(21)	22%	(73)	5%	(17)	2%	(7)	18%	(63)	47%	(160)	341
Trump Job Somewhat Disapprove	5%	(12)	17%	(43)	2%	(5)	1%	(2)	25%	(62)	50%	(124)	248
Trump Job Strongly Disapprove	6%	(58)	10%	(102)	3%	(30)	2%	(21)	16%	(157)	63%	(624)	993

Table MCSP3_8: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Martin Truex Jr.

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(159)	15%	(321)	3%	(70)	2%	(41)	18%	(388)	55%	(1221)	2200
Favorable of Trump	9%	(83)	19%	(170)	4%	(32)	3%	(23)	18%	(156)	47%	(411)	876
Unfavorable of Trump	6%	(75)	12%	(142)	3%	(38)	1%	(15)	17%	(211)	61%	(748)	1230
Very Favorable of Trump	12%	(70)	18%	(103)	4%	(22)	3%	(18)	18%	(105)	46%	(271)	590
Somewhat Favorable of Trump	5%	(13)	23%	(67)	4%	(10)	2%	(5)	18%	(51)	49%	(140)	286
Somewhat Unfavorable of Trump	4%	(10)	16%	(36)	3%	(7)	—	(0)	23%	(51)	53%	(117)	220
Very Unfavorable of Trump	6%	(65)	10%	(106)	3%	(31)	1%	(15)	16%	(161)	63%	(632)	1009
#1 Issue: Economy	8%	(63)	16%	(127)	4%	(29)	2%	(16)	19%	(151)	52%	(411)	797
#1 Issue: Security	11%	(30)	12%	(33)	3%	(8)	2%	(7)	17%	(46)	55%	(154)	277
#1 Issue: Health Care	6%	(26)	16%	(75)	2%	(11)	—	(2)	18%	(83)	57%	(265)	462
#1 Issue: Medicare / Social Security	8%	(23)	16%	(47)	2%	(6)	3%	(8)	15%	(44)	56%	(162)	290
#1 Issue: Women's Issues	4%	(3)	4%	(3)	4%	(3)	—	(0)	16%	(13)	73%	(59)	80
#1 Issue: Education	5%	(4)	17%	(14)	6%	(5)	4%	(3)	12%	(9)	56%	(44)	79
#1 Issue: Energy	10%	(8)	13%	(10)	8%	(6)	5%	(4)	17%	(13)	48%	(38)	79
#1 Issue: Other	3%	(3)	9%	(12)	2%	(2)	—	(1)	21%	(29)	65%	(89)	136
2018 House Vote: Democrat	8%	(63)	15%	(112)	4%	(29)	1%	(8)	16%	(122)	56%	(423)	757
2018 House Vote: Republican	9%	(56)	21%	(131)	4%	(26)	3%	(18)	19%	(119)	45%	(286)	635
2016 Vote: Hillary Clinton	8%	(61)	15%	(108)	4%	(27)	1%	(9)	16%	(115)	56%	(412)	731
2016 Vote: Donald Trump	10%	(68)	20%	(132)	3%	(23)	2%	(15)	17%	(114)	48%	(323)	675
2016 Vote: Other	2%	(2)	9%	(10)	—	(0)	1%	(1)	22%	(25)	66%	(73)	111
2016 Vote: Didn't Vote	4%	(28)	10%	(70)	3%	(19)	2%	(16)	20%	(135)	61%	(412)	681
Voted in 2014: Yes	9%	(113)	16%	(205)	4%	(47)	2%	(23)	17%	(215)	52%	(644)	1247
Voted in 2014: No	5%	(46)	12%	(116)	2%	(23)	2%	(18)	18%	(173)	61%	(577)	953
2012 Vote: Barack Obama	8%	(70)	14%	(123)	4%	(35)	1%	(10)	17%	(148)	55%	(471)	858
2012 Vote: Mitt Romney	10%	(51)	17%	(83)	3%	(16)	2%	(12)	18%	(90)	49%	(242)	493
2012 Vote: Didn't Vote	4%	(34)	13%	(104)	2%	(19)	2%	(19)	17%	(140)	61%	(486)	802
4-Region: Northeast	6%	(25)	14%	(54)	3%	(10)	2%	(7)	18%	(69)	58%	(229)	394
4-Region: Midwest	7%	(33)	13%	(61)	2%	(10)	1%	(3)	19%	(87)	58%	(267)	462
4-Region: South	8%	(63)	16%	(136)	4%	(33)	2%	(19)	19%	(153)	51%	(421)	824
4-Region: West	7%	(38)	13%	(70)	3%	(17)	2%	(12)	15%	(79)	58%	(304)	520
Sports fans	10%	(130)	20%	(268)	4%	(57)	2%	(27)	20%	(274)	44%	(603)	1358

Continued on next page

Table MCSP3_8: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Martin Truex Jr.

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(159)	15%	(321)	3%	(70)	2%	(41)	18%	(388)	55%	(1221)	2200
Avid Sports fans	16%	(82)	25%	(122)	6%	(29)	3%	(15)	19%	(95)	31%	(155)	498
White (non-hispanic) sports fans	10%	(93)	20%	(185)	4%	(32)	1%	(13)	21%	(188)	44%	(401)	913
Black (non-hispanic) sports fans	10%	(15)	24%	(36)	6%	(8)	5%	(8)	11%	(16)	44%	(66)	149
Hispanic sports fans	8%	(19)	16%	(38)	5%	(13)	2%	(6)	25%	(60)	43%	(104)	240
NASCAR fans	17%	(128)	35%	(258)	5%	(39)	2%	(18)	19%	(138)	22%	(160)	739
Avid NASCAR fans	27%	(52)	34%	(65)	8%	(15)	6%	(11)	13%	(24)	12%	(23)	189
NBA fans	9%	(93)	22%	(216)	5%	(48)	2%	(21)	20%	(203)	42%	(419)	999
Avid NBA fans	14%	(56)	24%	(96)	7%	(28)	2%	(9)	22%	(85)	30%	(119)	393
NFL fans	10%	(128)	20%	(261)	4%	(48)	2%	(26)	20%	(258)	45%	(586)	1307
Avid NFL fans	14%	(90)	24%	(146)	4%	(25)	2%	(14)	21%	(132)	35%	(216)	622
MLB fans	11%	(113)	21%	(228)	4%	(40)	2%	(25)	20%	(217)	42%	(449)	1073
Avid MLB fans	15%	(52)	23%	(81)	3%	(10)	2%	(7)	23%	(82)	35%	(126)	358
NHL fans	12%	(96)	24%	(184)	4%	(29)	2%	(15)	23%	(176)	36%	(281)	781
Avid NHL fans	19%	(40)	25%	(52)	3%	(6)	2%	(5)	19%	(40)	31%	(65)	208
Very favorable of NASCAR	33%	(88)	31%	(83)	4%	(10)	1%	(3)	12%	(32)	19%	(51)	267
Very favorable of Michael Jordan	15%	(95)	18%	(114)	5%	(30)	2%	(10)	15%	(96)	47%	(302)	646
Very favorable of NBA	16%	(75)	23%	(105)	4%	(20)	2%	(8)	14%	(65)	41%	(192)	466
Very favorable of Jordan Brand	19%	(69)	20%	(74)	5%	(20)	1%	(3)	16%	(59)	39%	(144)	368
Very favorable of Nike	13%	(85)	18%	(122)	4%	(26)	2%	(11)	15%	(100)	48%	(321)	665

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

Table MCSP3_9: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*

Clint Bowyer

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(138)	15%	(321)	3%	(66)	2%	(43)	16%	(357)	58%	(1275)	2200
Gender: Male	8%	(88)	20%	(209)	4%	(39)	3%	(30)	18%	(195)	47%	(502)	1062
Gender: Female	4%	(51)	10%	(112)	2%	(27)	1%	(14)	14%	(161)	68%	(773)	1138
Age: 18-34	5%	(32)	14%	(88)	5%	(35)	2%	(16)	16%	(104)	58%	(381)	655
Age: 35-44	12%	(41)	19%	(66)	3%	(11)	2%	(8)	17%	(60)	48%	(170)	358
Age: 45-64	6%	(44)	15%	(113)	2%	(17)	2%	(15)	16%	(122)	58%	(438)	751
Age: 65+	5%	(21)	12%	(53)	1%	(3)	1%	(3)	16%	(71)	65%	(286)	436
GenZers: 1997-2012	5%	(9)	10%	(20)	3%	(7)	2%	(3)	12%	(23)	68%	(130)	192
Millennials: 1981-1996	5%	(33)	14%	(89)	5%	(32)	3%	(20)	19%	(119)	54%	(340)	634
GenXers: 1965-1980	10%	(55)	20%	(107)	4%	(22)	2%	(9)	12%	(68)	52%	(287)	548
Baby Boomers: 1946-1964	5%	(40)	12%	(89)	—	(3)	1%	(11)	18%	(136)	62%	(462)	741
PID: Dem (no lean)	7%	(56)	14%	(119)	3%	(27)	2%	(17)	13%	(110)	61%	(515)	843
PID: Ind (no lean)	3%	(19)	11%	(71)	1%	(10)	2%	(10)	18%	(119)	65%	(429)	657
PID: Rep (no lean)	9%	(64)	19%	(132)	4%	(30)	2%	(16)	18%	(128)	47%	(331)	700
PID/Gender: Dem Men	8%	(32)	21%	(83)	3%	(13)	4%	(15)	16%	(62)	48%	(193)	398
PID/Gender: Dem Women	5%	(24)	8%	(36)	3%	(14)	—	(2)	11%	(48)	72%	(322)	446
PID/Gender: Ind Men	3%	(10)	14%	(47)	1%	(4)	2%	(8)	21%	(70)	59%	(196)	335
PID/Gender: Ind Women	3%	(9)	7%	(24)	2%	(5)	1%	(3)	15%	(49)	72%	(233)	322
PID/Gender: Rep Men	14%	(46)	24%	(79)	6%	(21)	2%	(7)	19%	(63)	34%	(113)	329
PID/Gender: Rep Women	5%	(18)	14%	(52)	2%	(8)	2%	(9)	18%	(65)	59%	(218)	370
Ideo: Liberal (1-3)	5%	(35)	14%	(92)	4%	(23)	2%	(12)	14%	(89)	61%	(401)	653
Ideo: Moderate (4)	6%	(41)	16%	(114)	3%	(23)	2%	(16)	17%	(115)	55%	(384)	694
Ideo: Conservative (5-7)	9%	(61)	16%	(109)	2%	(17)	2%	(13)	18%	(124)	54%	(377)	701
Educ: < College	6%	(86)	12%	(189)	3%	(43)	2%	(33)	16%	(247)	60%	(914)	1512
Educ: Bachelors degree	6%	(26)	18%	(78)	3%	(12)	1%	(6)	17%	(77)	55%	(245)	444
Educ: Post-grad	11%	(26)	22%	(55)	5%	(11)	2%	(4)	13%	(32)	47%	(115)	244
Income: Under 50k	5%	(60)	14%	(168)	3%	(36)	2%	(27)	15%	(186)	61%	(736)	1214
Income: 50k-100k	7%	(43)	13%	(87)	3%	(21)	2%	(12)	18%	(122)	57%	(381)	665
Income: 100k+	11%	(35)	21%	(66)	3%	(9)	1%	(4)	15%	(49)	49%	(158)	321
Ethnicity: White	7%	(119)	14%	(249)	3%	(49)	2%	(30)	17%	(293)	57%	(982)	1722
Ethnicity: Hispanic	6%	(19)	18%	(64)	4%	(13)	—	(2)	16%	(58)	56%	(194)	349

Table MCSP3_9: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Clint Bowyer

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(138)	15%	(321)	3%	(66)	2%	(43)	16%	(357)	58%	(1275)	2200
Ethnicity: Black	4%	(10)	15%	(41)	4%	(10)	5%	(13)	11%	(29)	62%	(171)	274
Ethnicity: Other	4%	(9)	15%	(31)	3%	(7)	—	(1)	17%	(34)	60%	(122)	204
All Christian	7%	(72)	19%	(199)	3%	(34)	2%	(18)	16%	(170)	53%	(563)	1056
All Non-Christian	11%	(14)	17%	(22)	5%	(6)	1%	(2)	18%	(24)	48%	(62)	130
Atheist	7%	(8)	6%	(7)	2%	(3)	1%	(1)	11%	(13)	72%	(79)	111
Agnostic/Nothing in particular	4%	(22)	11%	(57)	2%	(11)	3%	(14)	17%	(89)	64%	(341)	534
Something Else	6%	(22)	10%	(37)	3%	(12)	2%	(9)	17%	(61)	62%	(228)	369
Religious Non-Protestant/Catholic	10%	(15)	15%	(24)	5%	(7)	1%	(2)	17%	(26)	53%	(82)	157
Evangelical	8%	(54)	17%	(112)	4%	(27)	2%	(11)	16%	(102)	52%	(337)	643
Non-Evangelical	5%	(36)	16%	(118)	2%	(16)	2%	(15)	17%	(124)	58%	(422)	731
Community: Urban	9%	(62)	17%	(118)	5%	(33)	2%	(17)	15%	(105)	52%	(366)	701
Community: Suburban	5%	(46)	13%	(127)	2%	(21)	1%	(12)	16%	(159)	63%	(613)	978
Community: Rural	6%	(31)	15%	(76)	2%	(12)	3%	(15)	18%	(93)	57%	(295)	522
Employ: Private Sector	9%	(63)	21%	(145)	4%	(28)	2%	(13)	15%	(100)	48%	(327)	676
Employ: Government	7%	(8)	9%	(12)	6%	(7)	2%	(3)	16%	(21)	61%	(79)	130
Employ: Self-Employed	10%	(18)	21%	(39)	3%	(5)	1%	(2)	14%	(26)	52%	(97)	187
Employ: Homemaker	7%	(10)	7%	(10)	3%	(4)	3%	(4)	12%	(16)	68%	(96)	141
Employ: Retired	5%	(26)	12%	(62)	1%	(5)	1%	(7)	18%	(94)	63%	(327)	521
Employ: Unemployed	3%	(9)	11%	(39)	2%	(7)	2%	(8)	21%	(74)	61%	(217)	353
Employ: Other	2%	(2)	10%	(11)	4%	(5)	4%	(4)	18%	(20)	62%	(69)	112
Military HH: Yes	6%	(20)	16%	(49)	4%	(11)	3%	(10)	15%	(45)	56%	(170)	305
Military HH: No	6%	(119)	14%	(273)	3%	(55)	2%	(33)	16%	(311)	58%	(1104)	1895
RD/WT: Right Direction	11%	(79)	20%	(136)	5%	(32)	3%	(18)	17%	(115)	45%	(309)	688
RD/WT: Wrong Track	4%	(60)	12%	(186)	2%	(34)	2%	(26)	16%	(242)	64%	(966)	1512
Trump Job Approve	9%	(80)	18%	(161)	3%	(29)	2%	(22)	18%	(161)	49%	(438)	891
Trump Job Disapprove	4%	(55)	13%	(155)	3%	(34)	2%	(21)	15%	(183)	64%	(792)	1240
Trump Job Strongly Approve	10%	(56)	18%	(99)	4%	(22)	2%	(11)	17%	(96)	48%	(266)	550
Trump Job Somewhat Approve	7%	(24)	18%	(62)	2%	(7)	3%	(11)	19%	(65)	50%	(172)	341
Trump Job Somewhat Disapprove	3%	(8)	21%	(51)	4%	(9)	3%	(8)	16%	(40)	53%	(132)	248
Trump Job Strongly Disapprove	5%	(47)	11%	(104)	3%	(25)	1%	(13)	14%	(143)	66%	(659)	993

Table MCSP3_9: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Clint Bowyer

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(138)	15%	(321)	3%	(66)	2%	(43)	16%	(357)	58%	(1275)	2200
Favorable of Trump	9%	(80)	18%	(157)	4%	(31)	3%	(25)	18%	(154)	49%	(429)	876
Unfavorable of Trump	5%	(57)	13%	(157)	3%	(33)	1%	(11)	15%	(186)	64%	(786)	1230
Very Favorable of Trump	11%	(66)	17%	(101)	4%	(25)	3%	(19)	18%	(105)	46%	(273)	590
Somewhat Favorable of Trump	5%	(14)	19%	(56)	2%	(6)	2%	(7)	17%	(49)	54%	(156)	286
Somewhat Unfavorable of Trump	5%	(11)	20%	(45)	4%	(8)	—	(1)	14%	(31)	57%	(126)	220
Very Unfavorable of Trump	5%	(46)	11%	(112)	3%	(26)	1%	(10)	15%	(155)	65%	(660)	1009
#1 Issue: Economy	7%	(53)	17%	(133)	3%	(25)	2%	(18)	17%	(139)	54%	(428)	797
#1 Issue: Security	8%	(23)	14%	(39)	3%	(8)	3%	(8)	14%	(40)	57%	(159)	277
#1 Issue: Health Care	6%	(27)	14%	(64)	3%	(13)	1%	(4)	17%	(77)	60%	(277)	462
#1 Issue: Medicare / Social Security	6%	(17)	14%	(40)	1%	(4)	2%	(7)	16%	(48)	60%	(175)	290
#1 Issue: Women's Issues	6%	(5)	4%	(4)	1%	(1)	1%	(1)	15%	(12)	72%	(58)	80
#1 Issue: Education	4%	(3)	21%	(16)	8%	(7)	1%	(1)	14%	(11)	51%	(40)	79
#1 Issue: Energy	11%	(8)	18%	(14)	6%	(5)	4%	(3)	9%	(7)	52%	(41)	79
#1 Issue: Other	2%	(2)	8%	(11)	2%	(3)	—	(1)	17%	(23)	71%	(96)	136
2018 House Vote: Democrat	7%	(51)	17%	(126)	3%	(23)	1%	(11)	14%	(105)	58%	(442)	757
2018 House Vote: Republican	9%	(58)	20%	(128)	4%	(23)	3%	(17)	18%	(116)	46%	(293)	635
2016 Vote: Hillary Clinton	7%	(50)	16%	(118)	3%	(23)	1%	(11)	14%	(100)	59%	(430)	731
2016 Vote: Donald Trump	9%	(61)	20%	(138)	3%	(22)	2%	(14)	17%	(113)	48%	(327)	675
2016 Vote: Other	2%	(2)	9%	(10)	1%	(1)	—	(0)	17%	(19)	72%	(80)	111
2016 Vote: Didn't Vote	4%	(26)	8%	(55)	3%	(20)	3%	(18)	18%	(125)	64%	(438)	681
Voted in 2014: Yes	8%	(98)	18%	(219)	3%	(33)	2%	(22)	16%	(199)	54%	(676)	1247
Voted in 2014: No	4%	(40)	11%	(102)	3%	(33)	2%	(21)	17%	(158)	63%	(598)	953
2012 Vote: Barack Obama	7%	(63)	16%	(139)	3%	(25)	1%	(10)	14%	(123)	58%	(499)	858
2012 Vote: Mitt Romney	9%	(44)	18%	(87)	3%	(12)	3%	(13)	18%	(90)	50%	(248)	493
2012 Vote: Didn't Vote	4%	(30)	11%	(86)	4%	(28)	2%	(19)	17%	(139)	62%	(499)	802
4-Region: Northeast	6%	(24)	14%	(54)	3%	(11)	1%	(4)	14%	(55)	63%	(246)	394
4-Region: Midwest	6%	(26)	13%	(60)	3%	(14)	2%	(8)	18%	(85)	58%	(269)	462
4-Region: South	7%	(55)	15%	(122)	3%	(28)	3%	(25)	18%	(150)	54%	(443)	824
4-Region: West	6%	(33)	16%	(85)	2%	(12)	1%	(6)	13%	(67)	61%	(316)	520
Sports fans	9%	(119)	19%	(259)	4%	(51)	2%	(32)	18%	(248)	48%	(650)	1358

Table MCSP3_9: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Clint Bowyer

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(138)	15%	(321)	3%	(66)	2%	(43)	16%	(357)	58%	(1275)	2200
Avid Sports fans	14%	(71)	24%	(121)	6%	(31)	3%	(14)	19%	(96)	33%	(165)	498
White (non-hispanic) sports fans	10%	(95)	18%	(167)	3%	(30)	2%	(17)	19%	(178)	47%	(425)	913
Black (non-hispanic) sports fans	6%	(9)	16%	(23)	5%	(8)	9%	(13)	13%	(19)	52%	(77)	149
Hispanic sports fans	6%	(15)	23%	(55)	5%	(11)	1%	(2)	18%	(42)	48%	(114)	240
NASCAR fans	16%	(118)	34%	(251)	5%	(34)	2%	(16)	21%	(152)	23%	(168)	739
Avid NASCAR fans	28%	(53)	39%	(74)	4%	(7)	3%	(6)	13%	(24)	13%	(25)	189
NBA fans	8%	(83)	21%	(207)	5%	(50)	2%	(24)	19%	(186)	45%	(450)	999
Avid NBA fans	14%	(54)	25%	(98)	6%	(22)	2%	(8)	20%	(79)	34%	(132)	393
NFL fans	8%	(110)	19%	(254)	4%	(51)	2%	(29)	18%	(235)	48%	(627)	1307
Avid NFL fans	13%	(78)	21%	(132)	5%	(29)	2%	(14)	20%	(127)	39%	(242)	622
MLB fans	10%	(102)	21%	(227)	4%	(39)	2%	(24)	18%	(195)	45%	(486)	1073
Avid MLB fans	14%	(51)	23%	(81)	3%	(12)	2%	(6)	20%	(70)	38%	(138)	358
NHL fans	11%	(89)	24%	(188)	4%	(28)	2%	(12)	20%	(159)	39%	(305)	781
Avid NHL fans	19%	(40)	26%	(53)	3%	(6)	3%	(5)	16%	(34)	33%	(69)	208
Very favorable of NASCAR	31%	(84)	32%	(84)	2%	(5)	1%	(1)	12%	(33)	23%	(61)	267
Very favorable of Michael Jordan	13%	(83)	17%	(113)	4%	(23)	2%	(12)	15%	(95)	50%	(321)	646
Very favorable of NBA	15%	(69)	20%	(96)	5%	(26)	1%	(5)	14%	(65)	44%	(206)	466
Very favorable of Jordan Brand	17%	(62)	21%	(78)	4%	(16)	1%	(5)	16%	(61)	40%	(147)	368
Very favorable of Nike	12%	(82)	18%	(122)	3%	(21)	3%	(17)	14%	(93)	50%	(329)	665

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

Table MCSP3_10: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*

Joey Logano

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(149)	15%	(328)	4%	(90)	2%	(42)	17%	(363)	56%	(1227)	2200
Gender: Male	10%	(106)	20%	(209)	5%	(52)	2%	(23)	19%	(197)	45%	(475)	1062
Gender: Female	4%	(44)	10%	(119)	3%	(38)	2%	(19)	15%	(166)	66%	(752)	1138
Age: 18-34	7%	(44)	14%	(89)	5%	(33)	2%	(14)	16%	(103)	57%	(372)	655
Age: 35-44	9%	(33)	23%	(81)	3%	(12)	2%	(7)	16%	(57)	47%	(168)	358
Age: 45-64	7%	(52)	13%	(99)	4%	(33)	2%	(15)	18%	(132)	56%	(421)	751
Age: 65+	5%	(21)	14%	(59)	3%	(13)	1%	(5)	16%	(72)	61%	(267)	436
GenZers: 1997-2012	6%	(12)	9%	(17)	1%	(2)	3%	(6)	12%	(23)	68%	(131)	192
Millennials: 1981-1996	6%	(39)	15%	(97)	6%	(37)	2%	(12)	19%	(118)	52%	(331)	634
GenXers: 1965-1980	10%	(53)	21%	(113)	6%	(31)	2%	(9)	13%	(73)	49%	(270)	548
Baby Boomers: 1946-1964	6%	(44)	11%	(83)	3%	(21)	2%	(14)	19%	(138)	60%	(441)	741
PID: Dem (no lean)	8%	(67)	14%	(115)	5%	(42)	1%	(11)	14%	(117)	58%	(492)	843
PID: Ind (no lean)	4%	(29)	11%	(72)	3%	(19)	1%	(8)	19%	(127)	61%	(403)	657
PID: Rep (no lean)	8%	(54)	20%	(142)	4%	(30)	3%	(23)	17%	(120)	47%	(331)	700
PID/Gender: Dem Men	11%	(45)	18%	(70)	6%	(25)	2%	(7)	16%	(65)	46%	(185)	398
PID/Gender: Dem Women	5%	(22)	10%	(44)	4%	(17)	1%	(4)	12%	(52)	69%	(308)	446
PID/Gender: Ind Men	6%	(21)	14%	(46)	4%	(12)	1%	(4)	24%	(80)	52%	(173)	335
PID/Gender: Ind Women	2%	(8)	8%	(26)	2%	(7)	1%	(4)	15%	(47)	71%	(230)	322
PID/Gender: Rep Men	12%	(40)	28%	(93)	4%	(15)	4%	(12)	16%	(53)	36%	(117)	329
PID/Gender: Rep Women	4%	(14)	13%	(49)	4%	(15)	3%	(11)	18%	(67)	58%	(214)	370
Ideo: Liberal (1-3)	6%	(39)	15%	(98)	5%	(30)	1%	(9)	15%	(96)	58%	(382)	653
Ideo: Moderate (4)	8%	(56)	17%	(115)	3%	(23)	1%	(9)	17%	(115)	54%	(375)	694
Ideo: Conservative (5-7)	8%	(54)	16%	(109)	5%	(33)	3%	(23)	18%	(123)	51%	(360)	701
Educ: < College	6%	(87)	13%	(201)	4%	(58)	2%	(32)	17%	(260)	58%	(875)	1512
Educ: Bachelors degree	8%	(34)	16%	(69)	5%	(23)	1%	(5)	16%	(73)	54%	(240)	444
Educ: Post-grad	12%	(29)	24%	(58)	4%	(10)	2%	(5)	13%	(31)	46%	(112)	244
Income: Under 50k	5%	(63)	14%	(173)	5%	(55)	2%	(24)	16%	(191)	58%	(709)	1214
Income: 50k-100k	7%	(49)	14%	(94)	4%	(23)	2%	(11)	19%	(126)	54%	(362)	665
Income: 100k+	12%	(38)	19%	(61)	4%	(12)	2%	(8)	15%	(47)	48%	(155)	321
Ethnicity: White	7%	(116)	15%	(257)	4%	(62)	2%	(32)	18%	(312)	55%	(943)	1722
Ethnicity: Hispanic	7%	(24)	16%	(57)	5%	(17)	2%	(8)	18%	(61)	52%	(182)	349

Continued on next page

Table MCSP3_10: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*

Joey Logano

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(149)	15%	(328)	4%	(90)	2%	(42)	17%	(363)	56%	(1227)	2200
Ethnicity: Black	6%	(18)	16%	(45)	5%	(14)	1%	(4)	9%	(26)	61%	(168)	274
Ethnicity: Other	8%	(16)	13%	(26)	7%	(14)	3%	(6)	13%	(26)	57%	(116)	204
All Christian	9%	(94)	18%	(192)	4%	(43)	2%	(22)	16%	(170)	51%	(535)	1056
All Non-Christian	7%	(9)	15%	(20)	7%	(9)	3%	(3)	15%	(20)	53%	(68)	130
Atheist	5%	(5)	10%	(11)	1%	(1)	1%	(1)	15%	(17)	69%	(77)	111
Agnostic/Nothing in particular	4%	(20)	12%	(62)	4%	(21)	2%	(10)	18%	(94)	61%	(327)	534
Something Else	6%	(21)	12%	(43)	4%	(17)	2%	(6)	17%	(63)	60%	(220)	369
Religious Non-Protestant/Catholic	6%	(10)	15%	(24)	9%	(14)	2%	(3)	13%	(21)	54%	(85)	157
Evangelical	8%	(54)	17%	(107)	5%	(32)	2%	(10)	17%	(109)	52%	(331)	643
Non-Evangelical	8%	(58)	16%	(121)	3%	(22)	2%	(18)	16%	(119)	54%	(395)	731
Community: Urban	9%	(64)	19%	(136)	5%	(34)	2%	(13)	14%	(95)	51%	(358)	701
Community: Suburban	5%	(50)	13%	(123)	4%	(35)	2%	(19)	18%	(173)	59%	(578)	978
Community: Rural	7%	(36)	13%	(68)	4%	(21)	2%	(10)	18%	(95)	56%	(291)	522
Employ: Private Sector	11%	(74)	19%	(126)	6%	(39)	2%	(11)	17%	(116)	46%	(310)	676
Employ: Government	6%	(7)	18%	(23)	5%	(7)	1%	(1)	15%	(20)	55%	(72)	130
Employ: Self-Employed	9%	(16)	17%	(31)	4%	(8)	3%	(6)	21%	(40)	46%	(85)	187
Employ: Homemaker	2%	(2)	12%	(17)	3%	(4)	1%	(2)	15%	(21)	68%	(95)	141
Employ: Retired	6%	(31)	13%	(70)	3%	(13)	2%	(10)	16%	(85)	60%	(313)	521
Employ: Unemployed	4%	(13)	12%	(44)	3%	(10)	2%	(8)	16%	(58)	62%	(221)	353
Employ: Other	4%	(4)	10%	(11)	8%	(9)	3%	(4)	16%	(18)	58%	(65)	112
Military HH: Yes	7%	(21)	12%	(37)	4%	(11)	5%	(15)	16%	(50)	56%	(171)	305
Military HH: No	7%	(128)	15%	(291)	4%	(80)	1%	(27)	17%	(313)	56%	(1056)	1895
RD/WT: Right Direction	10%	(71)	21%	(144)	5%	(34)	3%	(21)	17%	(114)	44%	(305)	688
RD/WT: Wrong Track	5%	(79)	12%	(184)	4%	(57)	1%	(21)	16%	(249)	61%	(922)	1512
Trump Job Approve	8%	(75)	19%	(174)	4%	(37)	3%	(24)	18%	(159)	47%	(423)	891
Trump Job Disapprove	6%	(73)	12%	(153)	4%	(51)	1%	(18)	16%	(193)	61%	(753)	1240
Trump Job Strongly Approve	10%	(56)	17%	(95)	5%	(25)	3%	(16)	17%	(95)	48%	(263)	550
Trump Job Somewhat Approve	6%	(19)	23%	(79)	4%	(12)	2%	(8)	19%	(64)	47%	(160)	341
Trump Job Somewhat Disapprove	6%	(15)	15%	(37)	4%	(11)	1%	(3)	23%	(58)	50%	(124)	248
Trump Job Strongly Disapprove	6%	(58)	12%	(116)	4%	(40)	2%	(16)	14%	(135)	63%	(629)	993

Continued on next page

Table MCSP3_10: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*

Joey Logano

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(149)	15%	(328)	4%	(90)	2%	(42)	17%	(363)	56%	(1227)	2200
Favorable of Trump	8%	(73)	19%	(166)	5%	(44)	3%	(26)	18%	(154)	47%	(413)	876
Unfavorable of Trump	6%	(75)	13%	(157)	3%	(42)	1%	(16)	15%	(190)	61%	(751)	1230
Very Favorable of Trump	11%	(62)	18%	(109)	4%	(25)	4%	(23)	17%	(101)	46%	(270)	590
Somewhat Favorable of Trump	4%	(11)	20%	(57)	7%	(19)	1%	(3)	18%	(53)	50%	(143)	286
Somewhat Unfavorable of Trump	8%	(17)	16%	(35)	3%	(6)	1%	(2)	21%	(47)	52%	(114)	220
Very Unfavorable of Trump	6%	(58)	12%	(122)	4%	(36)	1%	(14)	14%	(143)	63%	(637)	1009
#1 Issue: Economy	7%	(58)	17%	(135)	4%	(34)	2%	(20)	18%	(143)	51%	(407)	797
#1 Issue: Security	7%	(19)	15%	(42)	4%	(11)	3%	(9)	15%	(41)	56%	(154)	277
#1 Issue: Health Care	7%	(31)	13%	(62)	4%	(20)	1%	(5)	17%	(78)	58%	(267)	462
#1 Issue: Medicare / Social Security	8%	(24)	14%	(40)	3%	(10)	2%	(5)	16%	(48)	57%	(164)	290
#1 Issue: Women's Issues	4%	(3)	7%	(6)	2%	(2)	1%	(1)	14%	(11)	72%	(58)	80
#1 Issue: Education	5%	(4)	19%	(15)	10%	(8)	1%	(1)	10%	(8)	54%	(43)	79
#1 Issue: Energy	7%	(6)	21%	(16)	3%	(3)	1%	(1)	17%	(13)	51%	(40)	79
#1 Issue: Other	3%	(4)	9%	(12)	2%	(3)	1%	(1)	16%	(21)	69%	(94)	136
2018 House Vote: Democrat	8%	(62)	15%	(117)	5%	(38)	1%	(9)	15%	(113)	55%	(418)	757
2018 House Vote: Republican	8%	(52)	20%	(129)	5%	(29)	3%	(22)	19%	(121)	44%	(282)	635
2016 Vote: Hillary Clinton	8%	(59)	16%	(120)	5%	(38)	1%	(7)	14%	(102)	55%	(405)	731
2016 Vote: Donald Trump	8%	(54)	21%	(140)	4%	(27)	3%	(22)	18%	(118)	47%	(314)	675
2016 Vote: Other	3%	(3)	10%	(11)	4%	(4)	—	(0)	17%	(19)	66%	(74)	111
2016 Vote: Didn't Vote	5%	(33)	8%	(58)	3%	(21)	2%	(13)	18%	(124)	64%	(433)	681
Voted in 2014: Yes	8%	(101)	17%	(210)	5%	(58)	2%	(29)	16%	(202)	52%	(648)	1247
Voted in 2014: No	5%	(48)	12%	(118)	3%	(32)	1%	(13)	17%	(162)	61%	(579)	953
2012 Vote: Barack Obama	8%	(68)	16%	(141)	5%	(40)	1%	(11)	15%	(125)	55%	(473)	858
2012 Vote: Mitt Romney	8%	(38)	17%	(86)	4%	(18)	3%	(15)	19%	(95)	49%	(242)	493
2012 Vote: Didn't Vote	5%	(40)	12%	(93)	4%	(30)	2%	(16)	17%	(133)	61%	(489)	802
4-Region: Northeast	6%	(25)	14%	(56)	4%	(15)	1%	(4)	16%	(64)	58%	(229)	394
4-Region: Midwest	5%	(24)	13%	(61)	5%	(21)	1%	(4)	20%	(91)	57%	(261)	462
4-Region: South	7%	(60)	16%	(131)	4%	(33)	3%	(23)	17%	(142)	53%	(436)	824
4-Region: West	8%	(40)	15%	(80)	4%	(22)	2%	(11)	13%	(66)	58%	(301)	520
Sports fans	10%	(135)	19%	(256)	5%	(66)	2%	(31)	19%	(262)	45%	(607)	1358

Continued on next page

Table MCSP3_10: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*

Joey Logano

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(149)	15%	(328)	4%	(90)	2%	(42)	17%	(363)	56%	(1227)	2200
Avid Sports fans	16%	(78)	28%	(138)	7%	(37)	3%	(15)	16%	(78)	31%	(152)	498
White (non-hispanic) sports fans	11%	(97)	18%	(166)	5%	(42)	2%	(21)	20%	(186)	44%	(400)	913
Black (non-hispanic) sports fans	9%	(14)	19%	(28)	7%	(11)	3%	(4)	13%	(20)	48%	(72)	149
Hispanic sports fans	9%	(21)	21%	(50)	5%	(13)	2%	(6)	20%	(48)	42%	(102)	240
NASCAR fans	16%	(120)	31%	(231)	8%	(57)	3%	(24)	19%	(142)	22%	(166)	739
Avid NASCAR fans	28%	(53)	31%	(58)	10%	(19)	6%	(11)	11%	(20)	15%	(28)	189
NBA fans	9%	(95)	22%	(224)	6%	(59)	2%	(19)	18%	(181)	42%	(422)	999
Avid NBA fans	14%	(54)	26%	(102)	8%	(32)	2%	(8)	19%	(76)	30%	(119)	393
NFL fans	10%	(129)	20%	(260)	5%	(60)	2%	(29)	19%	(244)	45%	(585)	1307
Avid NFL fans	14%	(89)	22%	(136)	7%	(43)	3%	(17)	18%	(111)	36%	(226)	622
MLB fans	11%	(113)	20%	(217)	6%	(61)	3%	(30)	18%	(198)	42%	(454)	1073
Avid MLB fans	16%	(59)	22%	(80)	5%	(17)	3%	(11)	19%	(67)	35%	(124)	358
NHL fans	12%	(95)	24%	(191)	5%	(41)	2%	(14)	21%	(161)	36%	(278)	781
Avid NHL fans	18%	(37)	25%	(51)	5%	(10)	3%	(6)	17%	(36)	32%	(67)	208
Very favorable of NASCAR	30%	(80)	25%	(67)	8%	(21)	3%	(9)	13%	(34)	21%	(56)	267
Very favorable of Michael Jordan	13%	(85)	19%	(125)	5%	(32)	1%	(6)	15%	(99)	46%	(300)	646
Very favorable of NBA	15%	(70)	24%	(112)	5%	(23)	2%	(8)	14%	(65)	40%	(188)	466
Very favorable of Jordan Brand	19%	(71)	24%	(88)	3%	(13)	1%	(4)	14%	(53)	38%	(140)	368
Very favorable of Nike	13%	(85)	19%	(125)	5%	(37)	1%	(6)	13%	(84)	50%	(329)	665

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

Table MCSP3_11: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Bubba Wallace

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(245)	18%	(404)	5%	(118)	7%	(156)	21%	(465)	37%	(813)	2200
Gender: Male	15%	(156)	22%	(237)	7%	(79)	9%	(96)	20%	(212)	27%	(282)	1062
Gender: Female	8%	(89)	15%	(167)	3%	(39)	5%	(60)	22%	(253)	47%	(530)	1138
Age: 18-34	12%	(79)	15%	(100)	5%	(32)	7%	(44)	16%	(104)	45%	(297)	655
Age: 35-44	14%	(49)	25%	(91)	7%	(27)	7%	(24)	20%	(70)	27%	(96)	358
Age: 45-64	10%	(75)	17%	(129)	5%	(40)	8%	(58)	25%	(190)	34%	(259)	751
Age: 65+	10%	(42)	19%	(84)	5%	(20)	7%	(30)	23%	(100)	37%	(160)	436
GenZers: 1997-2012	9%	(17)	12%	(24)	1%	(1)	8%	(16)	6%	(12)	64%	(122)	192
Millennials: 1981-1996	13%	(83)	18%	(112)	7%	(46)	6%	(38)	20%	(128)	36%	(227)	634
GenXers: 1965-1980	14%	(74)	22%	(118)	5%	(30)	7%	(40)	20%	(108)	32%	(178)	548
Baby Boomers: 1946-1964	9%	(68)	18%	(130)	5%	(34)	8%	(57)	27%	(201)	34%	(251)	741
PID: Dem (no lean)	16%	(133)	22%	(184)	4%	(30)	3%	(22)	20%	(165)	37%	(309)	843
PID: Ind (no lean)	8%	(52)	13%	(85)	4%	(29)	6%	(40)	24%	(159)	44%	(291)	657
PID: Rep (no lean)	8%	(59)	19%	(135)	8%	(59)	13%	(93)	20%	(140)	30%	(213)	700
PID/Gender: Dem Men	20%	(81)	26%	(101)	5%	(22)	4%	(18)	19%	(75)	25%	(101)	398
PID/Gender: Dem Women	12%	(52)	18%	(82)	2%	(8)	1%	(5)	20%	(90)	47%	(208)	446
PID/Gender: Ind Men	11%	(36)	16%	(54)	6%	(22)	9%	(30)	24%	(81)	34%	(113)	335
PID/Gender: Ind Women	5%	(17)	10%	(32)	2%	(8)	3%	(10)	24%	(78)	55%	(179)	322
PID/Gender: Rep Men	12%	(40)	25%	(82)	11%	(36)	14%	(48)	17%	(55)	21%	(69)	329
PID/Gender: Rep Women	5%	(20)	14%	(53)	6%	(24)	12%	(46)	23%	(85)	39%	(144)	370
Ideo: Liberal (1-3)	17%	(111)	22%	(142)	4%	(29)	2%	(15)	19%	(124)	35%	(232)	653
Ideo: Moderate (4)	10%	(70)	18%	(123)	6%	(41)	5%	(36)	24%	(168)	37%	(256)	694
Ideo: Conservative (5-7)	8%	(57)	19%	(134)	7%	(47)	14%	(98)	20%	(140)	32%	(225)	701
Educ: < College	10%	(147)	16%	(243)	5%	(71)	8%	(120)	21%	(314)	41%	(618)	1512
Educ: Bachelors degree	13%	(56)	22%	(99)	7%	(31)	6%	(26)	23%	(104)	29%	(129)	444
Educ: Post-grad	17%	(42)	26%	(63)	7%	(16)	4%	(10)	19%	(47)	27%	(66)	244
Income: Under 50k	10%	(124)	17%	(205)	4%	(51)	7%	(89)	19%	(237)	42%	(508)	1214
Income: 50k-100k	11%	(74)	17%	(112)	7%	(49)	7%	(46)	24%	(162)	33%	(222)	665
Income: 100k+	15%	(47)	27%	(87)	5%	(17)	6%	(20)	21%	(66)	26%	(83)	321
Ethnicity: White	9%	(163)	19%	(320)	6%	(100)	8%	(131)	23%	(399)	35%	(609)	1722
Ethnicity: Hispanic	14%	(48)	12%	(41)	6%	(22)	5%	(16)	19%	(68)	44%	(155)	349

Table MCSP3_11: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Bubba Wallace

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(245)	18%	(404)	5%	(118)	7%	(156)	21%	(465)	37%	(813)	2200
Ethnicity: Black	20%	(54)	21%	(58)	4%	(10)	5%	(15)	9%	(24)	42%	(114)	274
Ethnicity: Other	14%	(28)	13%	(26)	4%	(8)	5%	(10)	21%	(42)	44%	(90)	204
All Christian	11%	(120)	21%	(224)	7%	(76)	8%	(87)	20%	(216)	32%	(334)	1056
All Non-Christian	12%	(16)	23%	(30)	7%	(8)	5%	(6)	17%	(22)	37%	(48)	130
Atheist	11%	(12)	16%	(17)	3%	(3)	2%	(2)	21%	(23)	48%	(53)	111
Agnostic/Nothing in particular	11%	(58)	15%	(81)	5%	(25)	7%	(35)	24%	(129)	39%	(207)	534
Something Else	11%	(39)	14%	(53)	2%	(6)	7%	(25)	20%	(75)	46%	(170)	369
Religious Non-Protestant/Catholic	13%	(20)	22%	(35)	7%	(11)	4%	(6)	15%	(23)	39%	(61)	157
Evangelical	12%	(76)	19%	(120)	5%	(35)	8%	(54)	19%	(121)	37%	(237)	643
Non-Evangelical	11%	(78)	20%	(147)	6%	(40)	8%	(58)	23%	(165)	33%	(244)	731
Community: Urban	14%	(100)	20%	(138)	7%	(48)	4%	(30)	17%	(120)	38%	(264)	701
Community: Suburban	10%	(100)	18%	(179)	5%	(49)	7%	(69)	21%	(205)	38%	(376)	978
Community: Rural	9%	(45)	17%	(86)	4%	(21)	11%	(57)	27%	(140)	33%	(173)	522
Employ: Private Sector	16%	(108)	23%	(152)	6%	(43)	7%	(47)	20%	(135)	28%	(191)	676
Employ: Government	8%	(10)	17%	(22)	5%	(7)	7%	(9)	22%	(28)	41%	(53)	130
Employ: Self-Employed	12%	(23)	20%	(38)	11%	(20)	7%	(13)	16%	(30)	33%	(63)	187
Employ: Homemaker	6%	(9)	15%	(22)	1%	(1)	7%	(9)	30%	(42)	41%	(58)	141
Employ: Retired	10%	(51)	17%	(88)	6%	(29)	8%	(43)	25%	(129)	35%	(181)	521
Employ: Unemployed	9%	(31)	15%	(52)	4%	(15)	8%	(29)	16%	(56)	48%	(170)	353
Employ: Other	8%	(9)	19%	(21)	3%	(3)	3%	(3)	28%	(31)	41%	(45)	112
Military HH: Yes	8%	(24)	16%	(49)	6%	(18)	11%	(34)	24%	(74)	35%	(105)	305
Military HH: No	12%	(221)	19%	(355)	5%	(100)	6%	(122)	21%	(390)	37%	(708)	1895
RD/WT: Right Direction	10%	(66)	20%	(135)	8%	(58)	13%	(90)	19%	(133)	30%	(205)	688
RD/WT: Wrong Track	12%	(179)	18%	(269)	4%	(60)	4%	(66)	22%	(331)	40%	(608)	1512
Trump Job Approve	8%	(73)	19%	(167)	8%	(72)	13%	(113)	20%	(176)	33%	(291)	891
Trump Job Disapprove	14%	(169)	19%	(235)	4%	(46)	3%	(40)	22%	(276)	38%	(475)	1240
Trump Job Strongly Approve	10%	(53)	16%	(90)	8%	(46)	16%	(88)	19%	(104)	31%	(170)	550
Trump Job Somewhat Approve	6%	(20)	23%	(78)	7%	(26)	7%	(25)	21%	(72)	36%	(121)	341
Trump Job Somewhat Disapprove	9%	(23)	21%	(51)	10%	(25)	3%	(8)	23%	(56)	34%	(84)	248
Trump Job Strongly Disapprove	15%	(146)	19%	(184)	2%	(21)	3%	(32)	22%	(219)	39%	(391)	993

Continued on next page

Table MCSP3_11: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Bubba Wallace

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(245)	18%	(404)	5%	(118)	7%	(156)	21%	(465)	37%	(813)	2200
Favorable of Trump	9%	(76)	18%	(160)	8%	(72)	13%	(114)	21%	(180)	31%	(274)	876
Unfavorable of Trump	13%	(160)	19%	(239)	3%	(43)	3%	(36)	22%	(267)	39%	(484)	1230
Very Favorable of Trump	10%	(60)	16%	(95)	9%	(50)	16%	(94)	20%	(118)	29%	(173)	590
Somewhat Favorable of Trump	6%	(17)	23%	(65)	8%	(22)	7%	(20)	22%	(62)	35%	(101)	286
Somewhat Unfavorable of Trump	8%	(17)	20%	(44)	9%	(20)	4%	(8)	20%	(45)	40%	(87)	220
Very Unfavorable of Trump	14%	(144)	19%	(195)	2%	(23)	3%	(28)	22%	(222)	39%	(397)	1009
#1 Issue: Economy	12%	(94)	18%	(142)	7%	(57)	8%	(65)	21%	(170)	34%	(268)	797
#1 Issue: Security	6%	(16)	16%	(43)	6%	(16)	12%	(34)	18%	(49)	42%	(118)	277
#1 Issue: Health Care	14%	(64)	21%	(96)	3%	(15)	3%	(15)	23%	(106)	36%	(165)	462
#1 Issue: Medicare / Social Security	10%	(30)	20%	(59)	3%	(9)	8%	(24)	22%	(63)	37%	(106)	290
#1 Issue: Women's Issues	9%	(7)	10%	(8)	5%	(4)	1%	(1)	17%	(14)	58%	(47)	80
#1 Issue: Education	12%	(10)	19%	(15)	7%	(5)	3%	(3)	23%	(18)	35%	(27)	79
#1 Issue: Energy	11%	(9)	20%	(16)	9%	(7)	2%	(2)	13%	(10)	44%	(35)	79
#1 Issue: Other	11%	(15)	18%	(25)	3%	(4)	8%	(11)	25%	(34)	35%	(47)	136
2018 House Vote: Democrat	18%	(135)	23%	(171)	4%	(32)	2%	(16)	22%	(165)	31%	(238)	757
2018 House Vote: Republican	8%	(49)	19%	(124)	9%	(58)	14%	(90)	23%	(145)	27%	(171)	635
2016 Vote: Hillary Clinton	19%	(141)	23%	(170)	3%	(25)	2%	(14)	21%	(151)	31%	(230)	731
2016 Vote: Donald Trump	7%	(49)	19%	(129)	9%	(60)	15%	(99)	21%	(139)	29%	(198)	675
2016 Vote: Other	3%	(3)	18%	(20)	4%	(4)	3%	(3)	31%	(35)	42%	(46)	111
2016 Vote: Didn't Vote	7%	(51)	13%	(85)	4%	(28)	6%	(39)	21%	(140)	50%	(338)	681
Voted in 2014: Yes	13%	(163)	21%	(268)	6%	(78)	7%	(91)	22%	(274)	30%	(374)	1247
Voted in 2014: No	9%	(82)	14%	(136)	4%	(40)	7%	(64)	20%	(191)	46%	(439)	953
2012 Vote: Barack Obama	17%	(147)	23%	(196)	4%	(34)	2%	(20)	21%	(183)	32%	(279)	858
2012 Vote: Mitt Romney	8%	(41)	18%	(90)	10%	(47)	13%	(66)	22%	(110)	28%	(138)	493
2012 Vote: Didn't Vote	7%	(55)	14%	(109)	4%	(32)	8%	(60)	20%	(160)	48%	(384)	802
4-Region: Northeast	8%	(32)	19%	(73)	5%	(19)	5%	(19)	24%	(96)	39%	(155)	394
4-Region: Midwest	12%	(53)	17%	(80)	5%	(22)	6%	(27)	23%	(105)	38%	(174)	462
4-Region: South	12%	(101)	19%	(155)	6%	(50)	10%	(84)	21%	(172)	32%	(261)	824
4-Region: West	11%	(58)	18%	(96)	5%	(26)	5%	(26)	18%	(92)	43%	(223)	520
Sports fans	15%	(210)	24%	(322)	7%	(92)	7%	(91)	22%	(294)	26%	(350)	1358

Table MCSP3_11: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Bubba Wallace

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	11%	(245)	18%	(404)	5%	(118)	7%	(156)	21%	(465)	37%	(813)	2200
Avid Sports fans	24%	(119)	31%	(153)	7%	(35)	8%	(38)	14%	(68)	17%	(86)	498
White (non-hispanic) sports fans	13%	(123)	25%	(229)	7%	(68)	7%	(66)	24%	(216)	23%	(211)	913
Black (non-hispanic) sports fans	27%	(40)	25%	(38)	5%	(8)	8%	(12)	8%	(12)	27%	(40)	149
Hispanic sports fans	18%	(42)	17%	(41)	5%	(13)	4%	(11)	21%	(51)	34%	(82)	240
NASCAR fans	21%	(157)	32%	(233)	9%	(63)	9%	(70)	15%	(112)	14%	(104)	739
Avid NASCAR fans	26%	(49)	33%	(62)	7%	(14)	16%	(31)	7%	(13)	11%	(20)	189
NBA fans	18%	(177)	27%	(265)	7%	(71)	5%	(46)	20%	(197)	24%	(244)	999
Avid NBA fans	27%	(105)	32%	(124)	8%	(32)	4%	(17)	13%	(52)	16%	(62)	393
NFL fans	16%	(203)	24%	(311)	7%	(90)	6%	(83)	23%	(303)	24%	(318)	1307
Avid NFL fans	22%	(136)	28%	(175)	6%	(36)	6%	(39)	20%	(123)	18%	(113)	622
MLB fans	17%	(183)	23%	(249)	7%	(80)	8%	(87)	21%	(230)	23%	(245)	1073
Avid MLB fans	22%	(80)	27%	(96)	5%	(17)	7%	(24)	22%	(78)	17%	(62)	358
NHL fans	19%	(148)	26%	(200)	7%	(55)	7%	(56)	23%	(179)	18%	(144)	781
Avid NHL fans	22%	(45)	28%	(58)	7%	(14)	12%	(24)	15%	(32)	17%	(35)	208
Very favorable of NASCAR	33%	(88)	32%	(86)	6%	(16)	6%	(16)	11%	(29)	12%	(32)	267
Very favorable of Michael Jordan	24%	(154)	21%	(135)	5%	(33)	5%	(34)	17%	(113)	28%	(178)	646
Very favorable of NBA	29%	(137)	28%	(129)	5%	(22)	3%	(15)	14%	(64)	21%	(99)	466
Very favorable of Jordan Brand	29%	(108)	21%	(78)	5%	(17)	5%	(18)	15%	(56)	25%	(90)	368
Very favorable of Nike	21%	(141)	21%	(137)	5%	(30)	3%	(23)	17%	(113)	33%	(220)	665

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

Table MCSP3_12: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Brad Keselowski

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(129)	14%	(312)	4%	(83)	3%	(60)	16%	(358)	57%	(1258)	2200
Gender: Male	9%	(94)	20%	(215)	5%	(48)	3%	(35)	18%	(192)	45%	(478)	1062
Gender: Female	3%	(35)	9%	(97)	3%	(35)	2%	(26)	15%	(166)	69%	(780)	1138
Age: 18-34	6%	(40)	14%	(92)	5%	(35)	3%	(22)	15%	(97)	56%	(370)	655
Age: 35-44	9%	(32)	20%	(71)	3%	(12)	3%	(10)	17%	(60)	48%	(172)	358
Age: 45-64	5%	(38)	13%	(96)	4%	(29)	2%	(17)	18%	(132)	58%	(439)	751
Age: 65+	4%	(19)	12%	(52)	1%	(7)	3%	(12)	16%	(69)	64%	(277)	436
GenZers: 1997-2012	7%	(13)	11%	(21)	1%	(3)	4%	(8)	17%	(33)	60%	(115)	192
Millennials: 1981-1996	5%	(34)	15%	(96)	6%	(38)	3%	(21)	16%	(100)	54%	(344)	634
GenXers: 1965-1980	9%	(47)	17%	(93)	5%	(26)	2%	(13)	15%	(81)	53%	(290)	548
Baby Boomers: 1946-1964	5%	(35)	12%	(91)	2%	(15)	2%	(14)	18%	(134)	61%	(452)	741
PID: Dem (no lean)	7%	(57)	13%	(111)	4%	(32)	3%	(21)	15%	(124)	59%	(498)	843
PID: Ind (no lean)	4%	(26)	11%	(73)	2%	(16)	1%	(8)	19%	(123)	63%	(411)	657
PID: Rep (no lean)	7%	(46)	18%	(127)	5%	(35)	4%	(31)	16%	(111)	50%	(349)	700
PID/Gender: Dem Men	10%	(38)	20%	(80)	4%	(17)	3%	(14)	18%	(72)	44%	(176)	398
PID/Gender: Dem Women	4%	(19)	7%	(31)	3%	(14)	2%	(7)	12%	(52)	72%	(322)	446
PID/Gender: Ind Men	6%	(21)	15%	(51)	3%	(9)	2%	(6)	20%	(67)	54%	(181)	335
PID/Gender: Ind Women	2%	(5)	7%	(22)	2%	(7)	1%	(2)	17%	(56)	71%	(230)	322
PID/Gender: Rep Men	11%	(35)	25%	(83)	6%	(21)	4%	(15)	16%	(53)	37%	(122)	329
PID/Gender: Rep Women	3%	(11)	12%	(44)	4%	(14)	4%	(16)	16%	(58)	61%	(227)	370
Ideo: Liberal (1-3)	4%	(27)	17%	(108)	4%	(25)	3%	(18)	13%	(86)	60%	(389)	653
Ideo: Moderate (4)	7%	(48)	14%	(99)	4%	(27)	2%	(17)	17%	(121)	55%	(383)	694
Ideo: Conservative (5-7)	8%	(53)	14%	(102)	4%	(29)	3%	(23)	17%	(118)	54%	(375)	701
Educ: < College	5%	(79)	12%	(177)	3%	(46)	3%	(48)	18%	(268)	59%	(894)	1512
Educ: Bachelors degree	6%	(25)	19%	(85)	5%	(22)	1%	(7)	13%	(58)	56%	(247)	444
Educ: Post-grad	10%	(25)	20%	(50)	6%	(15)	2%	(5)	13%	(32)	48%	(117)	244
Income: Under 50k	5%	(59)	13%	(155)	4%	(46)	3%	(39)	16%	(197)	59%	(717)	1214
Income: 50k-100k	6%	(40)	14%	(92)	3%	(20)	3%	(17)	18%	(116)	57%	(379)	665
Income: 100k+	9%	(30)	20%	(65)	5%	(17)	1%	(4)	14%	(44)	50%	(161)	321
Ethnicity: White	6%	(95)	14%	(234)	4%	(67)	3%	(50)	17%	(287)	57%	(989)	1722
Ethnicity: Hispanic	8%	(29)	16%	(55)	3%	(11)	1%	(3)	17%	(61)	55%	(191)	349

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Table MCSP3_12: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Brad Keselowski

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(129)	14%	(312)	4%	(83)	3%	(60)	16%	(358)	57%	(1258)	2200
Ethnicity: Black	7%	(19)	16%	(44)	4%	(11)	3%	(9)	13%	(36)	56%	(154)	274
Ethnicity: Other	8%	(15)	17%	(34)	2%	(4)	1%	(1)	17%	(34)	56%	(114)	204
All Christian	7%	(72)	18%	(194)	4%	(43)	3%	(29)	16%	(165)	52%	(554)	1056
All Non-Christian	7%	(9)	14%	(18)	7%	(9)	2%	(3)	23%	(30)	47%	(61)	130
Atheist	5%	(5)	7%	(8)	2%	(2)	1%	(1)	8%	(9)	78%	(87)	111
Agnostic/Nothing in particular	5%	(26)	10%	(52)	4%	(19)	3%	(17)	17%	(89)	62%	(331)	534
Something Else	5%	(18)	11%	(41)	3%	(9)	3%	(11)	17%	(64)	61%	(226)	369
Religious Non-Protestant/Catholic	8%	(13)	13%	(21)	7%	(11)	2%	(3)	20%	(32)	49%	(78)	157
Evangelical	7%	(43)	17%	(111)	4%	(27)	4%	(24)	15%	(96)	53%	(342)	643
Non-Evangelical	5%	(40)	16%	(117)	3%	(22)	2%	(16)	18%	(129)	56%	(407)	731
Community: Urban	8%	(53)	18%	(129)	4%	(28)	3%	(22)	16%	(113)	51%	(357)	701
Community: Suburban	5%	(51)	12%	(121)	3%	(31)	2%	(19)	15%	(151)	62%	(605)	978
Community: Rural	5%	(26)	12%	(62)	5%	(24)	4%	(20)	18%	(94)	57%	(296)	522
Employ: Private Sector	9%	(63)	20%	(137)	5%	(32)	3%	(19)	15%	(102)	48%	(324)	676
Employ: Government	5%	(6)	11%	(15)	4%	(6)	2%	(2)	16%	(21)	62%	(80)	130
Employ: Self-Employed	7%	(12)	17%	(31)	6%	(11)	3%	(6)	20%	(38)	47%	(88)	187
Employ: Homemaker	2%	(2)	5%	(7)	6%	(8)	1%	(2)	18%	(25)	69%	(97)	141
Employ: Retired	5%	(28)	13%	(67)	2%	(11)	2%	(12)	17%	(88)	60%	(315)	521
Employ: Unemployed	3%	(11)	12%	(43)	2%	(6)	4%	(13)	16%	(57)	63%	(224)	353
Employ: Other	5%	(6)	6%	(7)	7%	(8)	3%	(4)	15%	(17)	62%	(69)	112
Military HH: Yes	6%	(18)	12%	(36)	4%	(11)	5%	(16)	18%	(54)	56%	(170)	305
Military HH: No	6%	(112)	15%	(276)	4%	(71)	2%	(44)	16%	(304)	57%	(1088)	1895
RD/WT: Right Direction	9%	(62)	20%	(140)	6%	(38)	4%	(24)	17%	(115)	45%	(308)	688
RD/WT: Wrong Track	4%	(67)	11%	(172)	3%	(44)	2%	(36)	16%	(243)	63%	(949)	1512
Trump Job Approve	7%	(63)	19%	(168)	4%	(38)	3%	(31)	16%	(139)	51%	(452)	891
Trump Job Disapprove	5%	(65)	11%	(142)	4%	(45)	2%	(29)	16%	(199)	61%	(761)	1240
Trump Job Strongly Approve	8%	(47)	15%	(83)	6%	(31)	4%	(21)	17%	(92)	50%	(276)	550
Trump Job Somewhat Approve	5%	(16)	25%	(86)	2%	(7)	3%	(10)	14%	(47)	51%	(175)	341
Trump Job Somewhat Disapprove	5%	(14)	15%	(38)	6%	(15)	3%	(6)	18%	(45)	53%	(131)	248
Trump Job Strongly Disapprove	5%	(51)	10%	(104)	3%	(30)	2%	(23)	16%	(154)	63%	(630)	993

Continued on next page

Table MCSP3_12: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Brad Keselowski

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(129)	14%	(312)	4%	(83)	3%	(60)	16%	(358)	57%	(1258)	2200
Favorable of Trump	8%	(66)	18%	(160)	5%	(44)	4%	(31)	16%	(139)	50%	(435)	876
Unfavorable of Trump	5%	(61)	12%	(149)	3%	(36)	2%	(25)	16%	(198)	62%	(761)	1230
Very Favorable of Trump	9%	(54)	16%	(97)	5%	(30)	5%	(27)	17%	(100)	48%	(282)	590
Somewhat Favorable of Trump	4%	(13)	22%	(63)	5%	(13)	1%	(4)	14%	(39)	54%	(154)	286
Somewhat Unfavorable of Trump	6%	(14)	13%	(30)	5%	(10)	2%	(3)	20%	(43)	55%	(120)	220
Very Unfavorable of Trump	5%	(48)	12%	(119)	3%	(25)	2%	(22)	15%	(155)	63%	(641)	1009
#1 Issue: Economy	6%	(47)	16%	(125)	5%	(38)	3%	(26)	16%	(124)	55%	(436)	797
#1 Issue: Security	6%	(17)	13%	(35)	5%	(15)	4%	(11)	14%	(39)	58%	(160)	277
#1 Issue: Health Care	6%	(30)	14%	(66)	3%	(12)	2%	(8)	18%	(84)	57%	(262)	462
#1 Issue: Medicare / Social Security	6%	(19)	14%	(40)	2%	(5)	3%	(9)	17%	(49)	58%	(168)	290
#1 Issue: Women's Issues	4%	(3)	7%	(5)	3%	(2)	1%	(1)	9%	(7)	76%	(61)	80
#1 Issue: Education	4%	(3)	18%	(14)	4%	(3)	5%	(4)	18%	(14)	51%	(40)	79
#1 Issue: Energy	10%	(8)	20%	(16)	5%	(4)	1%	(1)	9%	(7)	55%	(43)	79
#1 Issue: Other	2%	(3)	7%	(10)	2%	(3)	—	(1)	24%	(32)	64%	(87)	136
2018 House Vote: Democrat	7%	(53)	16%	(118)	3%	(24)	2%	(15)	15%	(115)	57%	(433)	757
2018 House Vote: Republican	7%	(47)	18%	(116)	6%	(40)	4%	(24)	16%	(102)	48%	(306)	635
2016 Vote: Hillary Clinton	7%	(55)	16%	(118)	3%	(22)	2%	(16)	14%	(104)	57%	(417)	731
2016 Vote: Donald Trump	7%	(46)	18%	(125)	6%	(38)	3%	(22)	15%	(100)	51%	(344)	675
2016 Vote: Other	2%	(2)	11%	(12)	2%	(2)	3%	(3)	13%	(15)	70%	(78)	111
2016 Vote: Didn't Vote	4%	(26)	8%	(57)	3%	(20)	3%	(19)	20%	(139)	61%	(419)	681
Voted in 2014: Yes	7%	(93)	16%	(199)	4%	(51)	3%	(34)	16%	(194)	54%	(677)	1247
Voted in 2014: No	4%	(36)	12%	(113)	3%	(32)	3%	(27)	17%	(164)	61%	(581)	953
2012 Vote: Barack Obama	7%	(60)	17%	(142)	3%	(25)	2%	(19)	15%	(132)	56%	(481)	858
2012 Vote: Mitt Romney	7%	(33)	15%	(75)	5%	(25)	4%	(19)	17%	(82)	52%	(259)	493
2012 Vote: Didn't Vote	4%	(33)	11%	(85)	4%	(32)	3%	(21)	17%	(139)	61%	(491)	802
4-Region: Northeast	6%	(25)	13%	(50)	3%	(11)	3%	(11)	14%	(56)	61%	(241)	394
4-Region: Midwest	3%	(14)	12%	(57)	5%	(24)	3%	(13)	17%	(81)	59%	(273)	462
4-Region: South	7%	(55)	14%	(116)	4%	(37)	3%	(29)	18%	(147)	53%	(440)	824
4-Region: West	7%	(35)	17%	(89)	2%	(11)	1%	(8)	14%	(75)	58%	(303)	520
Sports fans	8%	(114)	19%	(260)	5%	(64)	3%	(47)	18%	(251)	46%	(623)	1358

Continued on next page

Table MCSP3_12: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Brad Keselowski

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(129)	14%	(312)	4%	(83)	3%	(60)	16%	(358)	57%	(1258)	2200
Avid Sports fans	15%	(72)	25%	(125)	8%	(38)	5%	(25)	16%	(80)	32%	(157)	498
White (non-hispanic) sports fans	8%	(76)	19%	(169)	5%	(46)	4%	(34)	19%	(174)	45%	(414)	913
Black (non-hispanic) sports fans	8%	(11)	22%	(32)	5%	(8)	6%	(9)	13%	(20)	46%	(68)	149
Hispanic sports fans	10%	(24)	21%	(50)	4%	(9)	1%	(3)	19%	(47)	45%	(108)	240
NASCAR fans	14%	(105)	32%	(238)	7%	(53)	5%	(37)	20%	(145)	22%	(161)	739
Avid NASCAR fans	25%	(47)	32%	(60)	10%	(18)	8%	(16)	10%	(20)	15%	(28)	189
NBA fans	8%	(85)	22%	(221)	5%	(54)	3%	(27)	18%	(182)	43%	(432)	999
Avid NBA fans	14%	(56)	28%	(109)	6%	(22)	3%	(13)	20%	(78)	29%	(115)	393
NFL fans	9%	(111)	19%	(243)	5%	(62)	3%	(41)	18%	(236)	47%	(613)	1307
Avid NFL fans	13%	(82)	22%	(138)	6%	(40)	4%	(22)	18%	(114)	36%	(226)	622
MLB fans	9%	(101)	20%	(220)	5%	(55)	3%	(35)	18%	(191)	44%	(472)	1073
Avid MLB fans	16%	(57)	19%	(68)	7%	(24)	3%	(9)	18%	(64)	38%	(135)	358
NHL fans	11%	(87)	25%	(192)	5%	(40)	2%	(19)	19%	(152)	37%	(292)	781
Avid NHL fans	18%	(37)	25%	(51)	7%	(14)	2%	(5)	17%	(36)	31%	(65)	208
Very favorable of NASCAR	27%	(72)	27%	(72)	8%	(20)	3%	(8)	17%	(44)	19%	(50)	267
Very favorable of Michael Jordan	13%	(84)	20%	(126)	4%	(27)	3%	(20)	14%	(91)	46%	(298)	646
Very favorable of NBA	17%	(78)	22%	(103)	5%	(22)	3%	(16)	14%	(66)	39%	(181)	466
Very favorable of Jordan Brand	18%	(66)	23%	(85)	4%	(16)	4%	(15)	14%	(53)	36%	(134)	368
Very favorable of Nike	12%	(78)	20%	(136)	5%	(31)	3%	(18)	14%	(94)	46%	(307)	665

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

Table MCSP3_13: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Kyle Larson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(144)	14%	(300)	3%	(75)	2%	(48)	16%	(361)	58%	(1273)	2200
Gender: Male	9%	(92)	17%	(178)	5%	(55)	2%	(26)	19%	(204)	48%	(508)	1062
Gender: Female	5%	(52)	11%	(122)	2%	(20)	2%	(22)	14%	(157)	67%	(765)	1138
Age: 18-34	6%	(41)	11%	(72)	6%	(37)	4%	(23)	14%	(92)	59%	(389)	655
Age: 35-44	11%	(40)	20%	(70)	4%	(14)	3%	(9)	17%	(59)	46%	(165)	358
Age: 45-64	6%	(44)	14%	(102)	3%	(20)	1%	(11)	19%	(140)	58%	(435)	751
Age: 65+	4%	(19)	13%	(55)	1%	(4)	1%	(5)	16%	(70)	65%	(284)	436
GenZers: 1997-2012	4%	(8)	10%	(19)	5%	(10)	3%	(6)	10%	(19)	68%	(131)	192
Millennials: 1981-1996	7%	(45)	12%	(76)	5%	(35)	3%	(21)	18%	(113)	54%	(344)	634
GenXers: 1965-1980	10%	(56)	17%	(92)	4%	(22)	2%	(11)	16%	(86)	51%	(281)	548
Baby Boomers: 1946-1964	5%	(34)	13%	(99)	1%	(8)	1%	(7)	18%	(133)	62%	(460)	741
PID: Dem (no lean)	7%	(61)	12%	(104)	5%	(40)	2%	(19)	13%	(113)	60%	(506)	843
PID: Ind (no lean)	4%	(29)	10%	(64)	2%	(12)	1%	(8)	19%	(122)	64%	(422)	657
PID: Rep (no lean)	8%	(54)	19%	(132)	3%	(23)	3%	(20)	18%	(126)	49%	(345)	700
PID/Gender: Dem Men	9%	(36)	16%	(63)	7%	(26)	3%	(12)	16%	(64)	49%	(196)	398
PID/Gender: Dem Women	6%	(25)	9%	(41)	3%	(14)	2%	(7)	11%	(49)	70%	(310)	446
PID/Gender: Ind Men	5%	(18)	12%	(40)	3%	(10)	1%	(3)	22%	(73)	57%	(191)	335
PID/Gender: Ind Women	3%	(11)	7%	(24)	1%	(2)	2%	(5)	15%	(49)	72%	(231)	322
PID/Gender: Rep Men	12%	(38)	23%	(74)	6%	(19)	3%	(10)	20%	(67)	37%	(121)	329
PID/Gender: Rep Women	4%	(16)	16%	(57)	1%	(4)	3%	(10)	16%	(59)	60%	(224)	370
Ideo: Liberal (1-3)	7%	(45)	12%	(76)	5%	(36)	3%	(20)	13%	(87)	59%	(388)	653
Ideo: Moderate (4)	6%	(44)	15%	(101)	3%	(24)	2%	(13)	17%	(121)	56%	(391)	694
Ideo: Conservative (5-7)	8%	(54)	16%	(111)	2%	(12)	2%	(15)	18%	(126)	55%	(383)	701
Educ: < College	6%	(84)	12%	(184)	3%	(46)	2%	(35)	17%	(251)	60%	(912)	1512
Educ: Bachelors degree	6%	(25)	15%	(67)	4%	(17)	2%	(7)	19%	(84)	55%	(244)	444
Educ: Post-grad	14%	(35)	20%	(49)	4%	(11)	3%	(6)	11%	(26)	48%	(117)	244
Income: Under 50k	6%	(67)	12%	(149)	3%	(36)	2%	(28)	15%	(185)	62%	(748)	1214
Income: 50k-100k	6%	(40)	13%	(89)	3%	(23)	2%	(14)	19%	(127)	56%	(372)	665
Income: 100k+	11%	(36)	19%	(61)	5%	(16)	2%	(6)	15%	(49)	48%	(153)	321
Ethnicity: White	6%	(110)	14%	(239)	3%	(50)	2%	(35)	17%	(300)	57%	(988)	1722
Ethnicity: Hispanic	10%	(36)	10%	(36)	4%	(15)	2%	(9)	15%	(54)	57%	(200)	349

Continued on next page

Table MCSP3_13: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Kyle Larson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(144)	14%	(300)	3%	(75)	2%	(48)	16%	(361)	58%	(1273)	2200
Ethnicity: Black	7%	(18)	13%	(36)	5%	(13)	3%	(9)	11%	(30)	61%	(168)	274
Ethnicity: Other	8%	(16)	12%	(24)	5%	(11)	2%	(5)	15%	(31)	58%	(117)	204
All Christian	7%	(78)	17%	(185)	4%	(39)	2%	(23)	16%	(172)	53%	(559)	1056
All Non-Christian	11%	(14)	12%	(16)	5%	(6)	4%	(5)	18%	(24)	50%	(65)	130
Atheist	5%	(6)	7%	(8)	4%	(5)	1%	(1)	13%	(15)	69%	(77)	111
Agnostic/Nothing in particular	4%	(22)	10%	(52)	2%	(13)	2%	(12)	17%	(89)	65%	(346)	534
Something Else	7%	(24)	11%	(40)	3%	(11)	2%	(7)	16%	(61)	61%	(226)	369
Religious Non-Protestant/Catholic	11%	(18)	12%	(18)	5%	(7)	3%	(5)	16%	(26)	53%	(83)	157
Evangelical	9%	(59)	17%	(107)	4%	(23)	2%	(12)	16%	(101)	53%	(340)	643
Non-Evangelical	5%	(38)	15%	(110)	3%	(24)	2%	(18)	17%	(127)	57%	(414)	731
Community: Urban	8%	(59)	14%	(101)	5%	(38)	2%	(14)	15%	(108)	54%	(380)	701
Community: Suburban	6%	(61)	12%	(119)	3%	(28)	2%	(17)	16%	(152)	61%	(600)	978
Community: Rural	4%	(23)	15%	(80)	2%	(8)	3%	(17)	19%	(101)	56%	(293)	522
Employ: Private Sector	11%	(75)	18%	(119)	5%	(35)	2%	(16)	16%	(109)	48%	(322)	676
Employ: Government	9%	(12)	11%	(14)	4%	(5)	1%	(1)	14%	(18)	61%	(80)	130
Employ: Self-Employed	5%	(9)	18%	(34)	5%	(10)	5%	(9)	14%	(26)	53%	(99)	187
Employ: Homemaker	2%	(3)	11%	(15)	3%	(4)	3%	(5)	15%	(22)	65%	(92)	141
Employ: Retired	5%	(26)	13%	(70)	1%	(4)	1%	(6)	18%	(94)	62%	(322)	521
Employ: Unemployed	3%	(9)	10%	(34)	3%	(11)	2%	(6)	20%	(69)	63%	(224)	353
Employ: Other	5%	(6)	8%	(9)	4%	(4)	4%	(4)	14%	(16)	65%	(73)	112
Military HH: Yes	6%	(20)	16%	(49)	2%	(7)	4%	(11)	20%	(60)	52%	(158)	305
Military HH: No	7%	(124)	13%	(250)	4%	(68)	2%	(37)	16%	(301)	59%	(1115)	1895
RD/WT: Right Direction	9%	(62)	19%	(132)	4%	(31)	3%	(20)	19%	(130)	45%	(313)	688
RD/WT: Wrong Track	5%	(82)	11%	(168)	3%	(44)	2%	(28)	15%	(231)	63%	(960)	1512
Trump Job Approve	7%	(65)	18%	(162)	3%	(31)	3%	(24)	18%	(163)	50%	(446)	891
Trump Job Disapprove	6%	(77)	11%	(135)	4%	(44)	2%	(24)	15%	(183)	63%	(778)	1240
Trump Job Strongly Approve	8%	(45)	17%	(96)	3%	(18)	2%	(13)	20%	(108)	49%	(270)	550
Trump Job Somewhat Approve	6%	(20)	19%	(66)	4%	(12)	3%	(11)	16%	(55)	52%	(176)	341
Trump Job Somewhat Disapprove	8%	(20)	13%	(33)	6%	(15)	2%	(4)	19%	(47)	52%	(129)	248
Trump Job Strongly Disapprove	6%	(57)	10%	(102)	3%	(29)	2%	(20)	14%	(135)	65%	(649)	993

Table MCSP3_13: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Kyle Larson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(144)	14%	(300)	3%	(75)	2%	(48)	16%	(361)	58%	(1273)	2200
Favorable of Trump	8%	(67)	19%	(165)	3%	(27)	3%	(27)	18%	(160)	49%	(431)	876
Unfavorable of Trump	6%	(72)	11%	(131)	3%	(43)	2%	(19)	15%	(187)	63%	(778)	1230
Very Favorable of Trump	9%	(52)	18%	(109)	3%	(18)	4%	(23)	19%	(110)	47%	(276)	590
Somewhat Favorable of Trump	5%	(14)	19%	(56)	3%	(8)	2%	(4)	17%	(49)	54%	(155)	286
Somewhat Unfavorable of Trump	8%	(19)	15%	(33)	3%	(6)	1%	(3)	17%	(38)	55%	(122)	220
Very Unfavorable of Trump	5%	(53)	10%	(98)	4%	(36)	2%	(16)	15%	(149)	65%	(656)	1009
#1 Issue: Economy	7%	(52)	15%	(119)	4%	(28)	3%	(26)	17%	(136)	55%	(435)	797
#1 Issue: Security	6%	(17)	18%	(49)	2%	(7)	2%	(5)	15%	(40)	58%	(160)	277
#1 Issue: Health Care	8%	(35)	11%	(51)	4%	(18)	1%	(4)	17%	(79)	59%	(274)	462
#1 Issue: Medicare / Social Security	7%	(20)	13%	(38)	1%	(3)	3%	(7)	17%	(49)	60%	(173)	290
#1 Issue: Women's Issues	8%	(7)	8%	(7)	1%	(1)	1%	(1)	10%	(8)	71%	(57)	80
#1 Issue: Education	7%	(6)	17%	(13)	6%	(4)	3%	(2)	18%	(14)	49%	(39)	79
#1 Issue: Energy	7%	(5)	15%	(12)	11%	(9)	2%	(2)	11%	(9)	54%	(43)	79
#1 Issue: Other	1%	(2)	8%	(10)	3%	(4)	1%	(1)	19%	(26)	68%	(93)	136
2018 House Vote: Democrat	9%	(69)	13%	(99)	5%	(37)	2%	(12)	15%	(112)	57%	(428)	757
2018 House Vote: Republican	8%	(52)	20%	(126)	3%	(20)	3%	(17)	19%	(121)	47%	(299)	635
2016 Vote: Hillary Clinton	9%	(69)	13%	(95)	4%	(31)	2%	(12)	15%	(109)	57%	(416)	731
2016 Vote: Donald Trump	7%	(50)	20%	(136)	3%	(19)	2%	(15)	18%	(122)	49%	(332)	675
2016 Vote: Other	4%	(4)	7%	(7)	1%	(1)	2%	(2)	19%	(21)	68%	(75)	111
2016 Vote: Didn't Vote	3%	(20)	9%	(62)	4%	(24)	3%	(19)	16%	(109)	66%	(448)	681
Voted in 2014: Yes	9%	(114)	16%	(198)	3%	(37)	2%	(30)	17%	(210)	53%	(659)	1247
Voted in 2014: No	3%	(30)	11%	(102)	4%	(38)	2%	(19)	16%	(150)	64%	(614)	953
2012 Vote: Barack Obama	10%	(82)	13%	(114)	3%	(26)	2%	(18)	16%	(134)	56%	(483)	858
2012 Vote: Mitt Romney	6%	(32)	18%	(89)	3%	(17)	3%	(13)	19%	(93)	51%	(250)	493
2012 Vote: Didn't Vote	3%	(26)	11%	(85)	4%	(31)	2%	(17)	16%	(128)	64%	(515)	802
4-Region: Northeast	7%	(28)	12%	(48)	4%	(14)	2%	(6)	15%	(60)	60%	(237)	394
4-Region: Midwest	6%	(29)	10%	(45)	4%	(17)	1%	(6)	19%	(90)	60%	(276)	462
4-Region: South	6%	(48)	16%	(131)	4%	(29)	3%	(24)	19%	(154)	53%	(439)	824
4-Region: West	8%	(39)	15%	(76)	3%	(14)	2%	(12)	11%	(57)	62%	(321)	520
Sports fans	10%	(130)	18%	(243)	4%	(59)	2%	(32)	18%	(247)	48%	(647)	1358

Continued on next page

Table MCSP3_13: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Kyle Larson

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	7%	(144)	14%	(300)	3%	(75)	2%	(48)	16%	(361)	58%	(1273)	2200
Avid Sports fans	19%	(93)	21%	(105)	6%	(28)	3%	(17)	18%	(88)	34%	(168)	498
White (non-hispanic) sports fans	9%	(84)	19%	(177)	4%	(36)	2%	(17)	20%	(179)	46%	(420)	913
Black (non-hispanic) sports fans	8%	(12)	14%	(22)	7%	(11)	5%	(8)	13%	(19)	52%	(78)	149
Hispanic sports fans	14%	(33)	14%	(34)	5%	(11)	2%	(5)	18%	(42)	48%	(115)	240
NASCAR fans	15%	(110)	30%	(224)	6%	(47)	3%	(22)	20%	(146)	26%	(190)	739
Avid NASCAR fans	30%	(56)	32%	(60)	7%	(12)	7%	(13)	8%	(15)	17%	(32)	189
NBA fans	10%	(105)	19%	(189)	5%	(52)	3%	(28)	17%	(172)	45%	(454)	999
Avid NBA fans	18%	(71)	22%	(87)	8%	(30)	2%	(9)	17%	(69)	32%	(127)	393
NFL fans	9%	(122)	18%	(236)	4%	(59)	2%	(31)	18%	(231)	48%	(629)	1307
Avid NFL fans	14%	(86)	20%	(124)	5%	(28)	3%	(18)	19%	(117)	40%	(248)	622
MLB fans	11%	(118)	18%	(191)	5%	(51)	3%	(31)	18%	(196)	45%	(487)	1073
Avid MLB fans	19%	(68)	17%	(61)	4%	(13)	3%	(12)	18%	(63)	40%	(141)	358
NHL fans	11%	(87)	23%	(181)	5%	(41)	2%	(18)	19%	(146)	39%	(308)	781
Avid NHL fans	15%	(31)	25%	(52)	9%	(18)	3%	(5)	14%	(29)	35%	(72)	208
Very favorable of NASCAR	30%	(81)	31%	(82)	4%	(10)	2%	(5)	12%	(33)	21%	(56)	267
Very favorable of Michael Jordan	14%	(89)	16%	(103)	5%	(34)	2%	(14)	16%	(103)	47%	(304)	646
Very favorable of NBA	19%	(86)	19%	(90)	5%	(24)	2%	(10)	15%	(72)	40%	(184)	466
Very favorable of Jordan Brand	20%	(75)	18%	(67)	4%	(14)	2%	(8)	14%	(53)	41%	(151)	368
Very favorable of Nike	14%	(94)	17%	(112)	5%	(30)	2%	(16)	14%	(90)	49%	(323)	665

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

Table MCSP3_14: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Ricky Stenhouse Jr.

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(113)	13%	(287)	4%	(91)	2%	(51)	16%	(343)	60%	(1315)	2200
Gender: Male	7%	(78)	18%	(196)	6%	(59)	3%	(31)	17%	(181)	49%	(517)	1062
Gender: Female	3%	(35)	8%	(92)	3%	(32)	2%	(20)	14%	(161)	70%	(798)	1138
Age: 18-34	6%	(37)	13%	(82)	6%	(40)	3%	(20)	15%	(97)	58%	(378)	655
Age: 35-44	9%	(31)	17%	(60)	5%	(19)	3%	(12)	16%	(58)	49%	(176)	358
Age: 45-64	4%	(30)	12%	(94)	3%	(23)	2%	(12)	17%	(127)	62%	(465)	751
Age: 65+	3%	(14)	12%	(51)	2%	(8)	2%	(7)	14%	(60)	68%	(296)	436
GenZers: 1997-2012	7%	(13)	10%	(20)	5%	(9)	1%	(2)	15%	(29)	62%	(120)	192
Millennials: 1981-1996	5%	(30)	13%	(82)	6%	(37)	4%	(28)	16%	(102)	56%	(354)	634
GenXers: 1965-1980	8%	(45)	16%	(85)	6%	(31)	1%	(8)	15%	(84)	54%	(295)	548
Baby Boomers: 1946-1964	3%	(25)	12%	(88)	1%	(11)	2%	(14)	16%	(117)	66%	(487)	741
PID: Dem (no lean)	6%	(47)	14%	(117)	4%	(34)	1%	(9)	13%	(108)	63%	(529)	843
PID: Ind (no lean)	3%	(20)	8%	(53)	2%	(15)	2%	(13)	18%	(120)	66%	(436)	657
PID: Rep (no lean)	7%	(46)	17%	(117)	6%	(43)	4%	(28)	17%	(115)	50%	(350)	700
PID/Gender: Dem Men	7%	(27)	20%	(79)	6%	(25)	2%	(6)	15%	(58)	51%	(202)	398
PID/Gender: Dem Women	4%	(20)	8%	(37)	2%	(9)	1%	(3)	11%	(49)	73%	(327)	446
PID/Gender: Ind Men	4%	(14)	12%	(40)	3%	(9)	3%	(10)	21%	(69)	58%	(193)	335
PID/Gender: Ind Women	2%	(7)	4%	(13)	2%	(6)	1%	(3)	16%	(50)	75%	(243)	322
PID/Gender: Rep Men	11%	(37)	23%	(76)	8%	(25)	4%	(15)	16%	(54)	37%	(122)	329
PID/Gender: Rep Women	2%	(8)	11%	(41)	5%	(18)	4%	(14)	17%	(62)	62%	(228)	370
Ideo: Liberal (1-3)	4%	(25)	14%	(91)	5%	(35)	2%	(15)	14%	(94)	60%	(393)	653
Ideo: Moderate (4)	6%	(41)	13%	(93)	4%	(24)	2%	(12)	16%	(113)	59%	(410)	694
Ideo: Conservative (5-7)	6%	(44)	14%	(98)	4%	(29)	3%	(22)	16%	(114)	56%	(394)	701
Educ: < College	4%	(65)	11%	(171)	4%	(61)	2%	(34)	16%	(239)	62%	(942)	1512
Educ: Bachelors degree	4%	(19)	15%	(68)	4%	(17)	2%	(9)	17%	(75)	58%	(256)	444
Educ: Post-grad	12%	(29)	20%	(48)	6%	(14)	3%	(7)	12%	(28)	48%	(118)	244
Income: Under 50k	5%	(55)	12%	(143)	4%	(46)	2%	(25)	15%	(180)	63%	(765)	1214
Income: 50k-100k	4%	(25)	13%	(85)	4%	(27)	3%	(23)	17%	(113)	59%	(391)	665
Income: 100k+	10%	(32)	18%	(59)	5%	(17)	1%	(3)	15%	(50)	50%	(159)	321
Ethnicity: White	5%	(82)	13%	(219)	4%	(75)	2%	(43)	15%	(266)	60%	(1037)	1722
Ethnicity: Hispanic	8%	(29)	13%	(46)	4%	(14)	2%	(7)	18%	(64)	54%	(190)	349

Table MCSP3_14: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Ricky Stenhouse Jr.

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(113)	13%	(287)	4%	(91)	2%	(51)	16%	(343)	60%	(1315)	2200
Ethnicity: Black	4%	(12)	16%	(43)	3%	(10)	3%	(7)	13%	(35)	61%	(167)	274
Ethnicity: Other	9%	(18)	12%	(25)	3%	(7)	1%	(1)	20%	(42)	54%	(111)	204
All Christian	6%	(67)	17%	(184)	4%	(45)	2%	(17)	15%	(153)	56%	(589)	1056
All Non-Christian	7%	(9)	13%	(17)	8%	(10)	4%	(6)	18%	(24)	50%	(65)	130
Atheist	6%	(6)	8%	(9)	2%	(3)	2%	(3)	13%	(14)	69%	(77)	111
Agnostic/Nothing in particular	2%	(12)	8%	(41)	4%	(21)	3%	(16)	17%	(93)	66%	(351)	534
Something Else	5%	(19)	10%	(36)	3%	(12)	2%	(9)	16%	(59)	63%	(234)	369
Religious Non-Protestant/Catholic	8%	(13)	13%	(20)	7%	(11)	4%	(6)	16%	(25)	52%	(82)	157
Evangelical	8%	(53)	14%	(92)	4%	(26)	3%	(19)	15%	(100)	55%	(353)	643
Non-Evangelical	4%	(26)	17%	(121)	4%	(28)	1%	(8)	15%	(108)	60%	(441)	731
Community: Urban	8%	(54)	15%	(106)	6%	(42)	3%	(22)	14%	(95)	54%	(381)	701
Community: Suburban	4%	(42)	12%	(120)	3%	(31)	1%	(14)	16%	(156)	63%	(616)	978
Community: Rural	3%	(17)	12%	(62)	3%	(18)	3%	(14)	18%	(92)	61%	(318)	522
Employ: Private Sector	8%	(57)	18%	(124)	5%	(35)	3%	(23)	16%	(106)	49%	(332)	676
Employ: Government	9%	(11)	8%	(11)	3%	(3)	1%	(2)	13%	(16)	66%	(86)	130
Employ: Self-Employed	4%	(8)	21%	(40)	3%	(5)	3%	(6)	16%	(31)	53%	(98)	187
Employ: Homemaker	—	(0)	5%	(7)	6%	(9)	3%	(4)	15%	(21)	71%	(100)	141
Employ: Retired	4%	(21)	11%	(59)	3%	(17)	1%	(5)	15%	(79)	65%	(341)	521
Employ: Unemployed	2%	(7)	11%	(39)	3%	(11)	2%	(5)	17%	(61)	65%	(230)	353
Employ: Other	5%	(5)	6%	(7)	5%	(6)	4%	(4)	20%	(22)	61%	(68)	112
Military HH: Yes	4%	(11)	13%	(41)	5%	(15)	4%	(12)	18%	(55)	56%	(171)	305
Military HH: No	5%	(102)	13%	(246)	4%	(76)	2%	(39)	15%	(288)	60%	(1144)	1895
RD/WT: Right Direction	8%	(54)	18%	(125)	7%	(45)	4%	(29)	17%	(119)	46%	(316)	688
RD/WT: Wrong Track	4%	(59)	11%	(162)	3%	(46)	1%	(22)	15%	(224)	66%	(999)	1512
Trump Job Approve	6%	(52)	17%	(149)	5%	(47)	4%	(38)	16%	(145)	52%	(460)	891
Trump Job Disapprove	5%	(60)	11%	(135)	3%	(41)	1%	(13)	15%	(189)	65%	(804)	1240
Trump Job Strongly Approve	8%	(42)	15%	(85)	6%	(35)	4%	(21)	16%	(89)	51%	(278)	550
Trump Job Somewhat Approve	3%	(10)	19%	(65)	3%	(12)	5%	(18)	16%	(56)	53%	(181)	341
Trump Job Somewhat Disapprove	4%	(11)	15%	(37)	4%	(10)	—	(1)	21%	(52)	56%	(138)	248
Trump Job Strongly Disapprove	5%	(49)	10%	(98)	3%	(31)	1%	(12)	14%	(137)	67%	(666)	993

Table MCSP3_14: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Ricky Stenhouse Jr.

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(113)	13%	(287)	4%	(91)	2%	(51)	16%	(343)	60%	(1315)	2200
Favorable of Trump	6%	(56)	17%	(145)	6%	(49)	4%	(38)	16%	(138)	51%	(449)	876
Unfavorable of Trump	5%	(56)	11%	(131)	3%	(41)	1%	(8)	16%	(193)	65%	(802)	1230
Very Favorable of Trump	9%	(50)	16%	(93)	6%	(36)	5%	(27)	16%	(96)	49%	(287)	590
Somewhat Favorable of Trump	2%	(6)	18%	(53)	5%	(13)	4%	(10)	15%	(42)	57%	(162)	286
Somewhat Unfavorable of Trump	5%	(10)	14%	(30)	5%	(11)	—	(0)	18%	(39)	59%	(129)	220
Very Unfavorable of Trump	4%	(45)	10%	(101)	3%	(29)	1%	(8)	15%	(154)	67%	(672)	1009
#1 Issue: Economy	5%	(40)	15%	(118)	5%	(42)	2%	(19)	18%	(146)	54%	(431)	797
#1 Issue: Security	5%	(13)	13%	(35)	6%	(16)	2%	(7)	14%	(40)	60%	(167)	277
#1 Issue: Health Care	5%	(23)	13%	(61)	3%	(15)	2%	(9)	15%	(70)	61%	(284)	462
#1 Issue: Medicare / Social Security	6%	(19)	10%	(30)	1%	(4)	3%	(8)	14%	(40)	65%	(189)	290
#1 Issue: Women's Issues	10%	(8)	3%	(2)	—	(0)	1%	(1)	19%	(15)	67%	(54)	80
#1 Issue: Education	2%	(2)	15%	(12)	8%	(7)	1%	(1)	12%	(10)	61%	(48)	79
#1 Issue: Energy	9%	(7)	22%	(17)	6%	(5)	5%	(4)	6%	(5)	51%	(41)	79
#1 Issue: Other	1%	(1)	8%	(11)	2%	(2)	1%	(1)	14%	(19)	75%	(102)	136
2018 House Vote: Democrat	7%	(53)	15%	(113)	3%	(24)	1%	(9)	13%	(98)	61%	(459)	757
2018 House Vote: Republican	6%	(36)	18%	(114)	5%	(34)	4%	(28)	18%	(117)	48%	(306)	635
2016 Vote: Hillary Clinton	7%	(48)	15%	(107)	4%	(26)	1%	(10)	14%	(100)	60%	(441)	731
2016 Vote: Donald Trump	6%	(39)	18%	(120)	6%	(38)	3%	(23)	16%	(107)	51%	(347)	675
2016 Vote: Other	1%	(1)	7%	(8)	2%	(2)	1%	(1)	18%	(20)	71%	(79)	111
2016 Vote: Didn't Vote	4%	(25)	8%	(52)	4%	(25)	2%	(17)	17%	(116)	66%	(447)	681
Voted in 2014: Yes	6%	(78)	16%	(195)	4%	(52)	3%	(32)	16%	(197)	56%	(694)	1247
Voted in 2014: No	4%	(35)	10%	(92)	4%	(39)	2%	(19)	15%	(145)	65%	(622)	953
2012 Vote: Barack Obama	7%	(59)	14%	(121)	4%	(34)	1%	(12)	15%	(126)	59%	(505)	858
2012 Vote: Mitt Romney	5%	(24)	16%	(80)	5%	(26)	4%	(19)	17%	(85)	53%	(260)	493
2012 Vote: Didn't Vote	4%	(29)	10%	(78)	4%	(30)	2%	(19)	15%	(123)	65%	(523)	802
4-Region: Northeast	6%	(23)	11%	(43)	3%	(12)	2%	(9)	15%	(58)	63%	(248)	394
4-Region: Midwest	3%	(15)	11%	(51)	4%	(20)	2%	(11)	15%	(70)	64%	(294)	462
4-Region: South	5%	(44)	13%	(109)	5%	(39)	3%	(21)	19%	(157)	55%	(454)	824
4-Region: West	6%	(30)	16%	(84)	4%	(20)	2%	(10)	11%	(58)	61%	(319)	520
Sports fans	7%	(95)	18%	(239)	5%	(70)	3%	(39)	18%	(250)	49%	(665)	1358

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Table MCSP3_14: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Ricky Stenhouse Jr.

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(113)	13%	(287)	4%	(91)	2%	(51)	16%	(343)	60%	(1315)	2200
Avid Sports fans	14%	(67)	23%	(113)	6%	(31)	4%	(18)	18%	(92)	36%	(178)	498
White (non-hispanic) sports fans	7%	(66)	18%	(162)	5%	(50)	3%	(24)	18%	(160)	49%	(450)	913
Black (non-hispanic) sports fans	5%	(7)	19%	(28)	3%	(5)	5%	(7)	17%	(25)	52%	(77)	149
Hispanic sports fans	9%	(21)	17%	(40)	6%	(14)	3%	(7)	22%	(53)	44%	(104)	240
NASCAR fans	12%	(91)	31%	(231)	7%	(48)	4%	(26)	20%	(151)	26%	(192)	739
Avid NASCAR fans	21%	(41)	30%	(56)	8%	(16)	6%	(12)	16%	(31)	18%	(34)	189
NBA fans	8%	(78)	19%	(192)	6%	(59)	2%	(25)	19%	(186)	46%	(460)	999
Avid NBA fans	14%	(56)	23%	(91)	5%	(18)	2%	(9)	20%	(80)	35%	(137)	393
NFL fans	7%	(90)	18%	(229)	5%	(69)	3%	(37)	17%	(222)	50%	(659)	1307
Avid NFL fans	11%	(69)	20%	(122)	5%	(33)	3%	(21)	19%	(116)	42%	(262)	622
MLB fans	8%	(87)	19%	(200)	5%	(57)	3%	(32)	18%	(194)	47%	(503)	1073
Avid MLB fans	14%	(51)	22%	(78)	4%	(15)	3%	(10)	19%	(69)	38%	(136)	358
NHL fans	9%	(71)	21%	(167)	5%	(41)	3%	(22)	21%	(165)	40%	(315)	781
Avid NHL fans	15%	(32)	25%	(53)	5%	(10)	3%	(7)	18%	(37)	34%	(70)	208
Very favorable of NASCAR	25%	(68)	30%	(80)	5%	(12)	4%	(10)	13%	(36)	23%	(62)	267
Very favorable of Michael Jordan	12%	(80)	18%	(115)	4%	(24)	2%	(15)	14%	(91)	50%	(321)	646
Very favorable of NBA	16%	(72)	21%	(98)	5%	(23)	1%	(7)	15%	(68)	42%	(198)	466
Very favorable of Jordan Brand	18%	(65)	18%	(67)	4%	(16)	2%	(8)	16%	(60)	41%	(152)	368
Very favorable of Nike	12%	(81)	16%	(107)	4%	(26)	3%	(18)	14%	(95)	51%	(337)	665

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

Table MCSP3_15: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Austin Dillon

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(123)	13%	(288)	3%	(71)	2%	(45)	14%	(308)	62%	(1364)	2200
Gender: Male	7%	(76)	19%	(200)	4%	(40)	2%	(25)	16%	(173)	52%	(548)	1062
Gender: Female	4%	(47)	8%	(88)	3%	(31)	2%	(21)	12%	(135)	72%	(816)	1138
Age: 18-34	5%	(36)	13%	(82)	6%	(39)	3%	(18)	13%	(85)	60%	(395)	655
Age: 35-44	10%	(37)	17%	(59)	4%	(13)	2%	(8)	15%	(53)	52%	(187)	358
Age: 45-64	5%	(40)	13%	(95)	2%	(12)	2%	(12)	15%	(112)	64%	(480)	751
Age: 65+	2%	(10)	12%	(52)	2%	(7)	2%	(7)	13%	(59)	69%	(302)	436
GenZers: 1997-2012	4%	(7)	8%	(16)	4%	(8)	3%	(6)	14%	(26)	67%	(129)	192
Millennials: 1981-1996	6%	(41)	12%	(79)	6%	(40)	2%	(15)	15%	(92)	58%	(366)	634
GenXers: 1965-1980	9%	(50)	17%	(94)	2%	(14)	2%	(11)	13%	(72)	56%	(308)	548
Baby Boomers: 1946-1964	3%	(24)	12%	(88)	1%	(6)	2%	(13)	15%	(111)	67%	(499)	741
PID: Dem (no lean)	7%	(58)	12%	(102)	3%	(29)	1%	(10)	12%	(103)	64%	(541)	843
PID: Ind (no lean)	3%	(20)	10%	(69)	3%	(17)	2%	(10)	15%	(99)	67%	(443)	657
PID: Rep (no lean)	7%	(46)	17%	(117)	4%	(25)	4%	(26)	15%	(106)	54%	(380)	700
PID/Gender: Dem Men	8%	(31)	18%	(71)	5%	(21)	1%	(5)	16%	(64)	52%	(206)	398
PID/Gender: Dem Women	6%	(27)	7%	(31)	2%	(9)	1%	(4)	9%	(39)	75%	(335)	446
PID/Gender: Ind Men	4%	(12)	14%	(48)	3%	(9)	2%	(6)	19%	(62)	59%	(198)	335
PID/Gender: Ind Women	2%	(8)	6%	(20)	3%	(9)	1%	(4)	11%	(37)	76%	(245)	322
PID/Gender: Rep Men	10%	(33)	25%	(81)	3%	(11)	4%	(13)	14%	(47)	44%	(144)	329
PID/Gender: Rep Women	3%	(13)	10%	(36)	4%	(13)	3%	(13)	16%	(59)	64%	(236)	370
Ideo: Liberal (1-3)	6%	(37)	12%	(81)	5%	(30)	1%	(10)	13%	(83)	63%	(413)	653
Ideo: Moderate (4)	5%	(37)	16%	(110)	3%	(24)	2%	(12)	14%	(99)	59%	(412)	694
Ideo: Conservative (5-7)	7%	(47)	13%	(94)	2%	(12)	3%	(24)	16%	(110)	59%	(414)	701
Educ: < College	4%	(65)	11%	(170)	3%	(50)	2%	(29)	14%	(213)	65%	(986)	1512
Educ: Bachelors degree	6%	(26)	15%	(69)	3%	(13)	2%	(10)	16%	(70)	58%	(256)	444
Educ: Post-grad	13%	(32)	20%	(49)	3%	(8)	3%	(7)	10%	(25)	50%	(123)	244
Income: Under 50k	4%	(53)	12%	(140)	4%	(43)	2%	(27)	14%	(166)	65%	(785)	1214
Income: 50k-100k	5%	(33)	12%	(82)	3%	(21)	2%	(12)	14%	(92)	64%	(424)	665
Income: 100k+	11%	(36)	20%	(66)	2%	(7)	2%	(7)	16%	(50)	48%	(155)	321
Ethnicity: White	6%	(95)	13%	(223)	3%	(45)	2%	(39)	14%	(248)	62%	(1071)	1722
Ethnicity: Hispanic	6%	(21)	14%	(50)	2%	(8)	3%	(10)	17%	(60)	58%	(201)	349

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Table MCSP3_15: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Austin Dillon

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(123)	13%	(288)	3%	(71)	2%	(45)	14%	(308)	62%	(1364)	2200
Ethnicity: Black	6%	(15)	12%	(34)	8%	(23)	—	(1)	10%	(26)	64%	(175)	274
Ethnicity: Other	6%	(12)	15%	(31)	2%	(4)	3%	(6)	17%	(34)	58%	(118)	204
All Christian	6%	(68)	17%	(180)	3%	(33)	3%	(27)	13%	(139)	58%	(608)	1056
All Non-Christian	11%	(14)	13%	(17)	3%	(4)	4%	(5)	22%	(28)	48%	(62)	130
Atheist	6%	(7)	9%	(10)	1%	(1)	1%	(1)	12%	(13)	72%	(80)	111
Agnostic/Nothing in particular	2%	(12)	9%	(48)	5%	(24)	1%	(7)	16%	(85)	67%	(357)	534
Something Else	6%	(22)	9%	(32)	3%	(9)	2%	(6)	12%	(43)	70%	(257)	369
Religious Non-Protestant/Catholic	11%	(18)	13%	(20)	3%	(5)	3%	(5)	19%	(30)	51%	(79)	157
Evangelical	8%	(54)	14%	(89)	3%	(22)	3%	(20)	13%	(84)	58%	(373)	643
Non-Evangelical	4%	(29)	16%	(117)	2%	(18)	2%	(13)	12%	(91)	63%	(463)	731
Community: Urban	8%	(56)	16%	(112)	5%	(32)	2%	(17)	12%	(87)	57%	(398)	701
Community: Suburban	5%	(49)	11%	(110)	3%	(26)	1%	(14)	14%	(133)	66%	(646)	978
Community: Rural	4%	(18)	13%	(66)	3%	(13)	3%	(14)	17%	(88)	62%	(321)	522
Employ: Private Sector	11%	(72)	18%	(122)	4%	(26)	3%	(20)	13%	(88)	51%	(348)	676
Employ: Government	5%	(7)	13%	(17)	1%	(2)	3%	(4)	16%	(21)	61%	(79)	130
Employ: Self-Employed	4%	(8)	18%	(34)	2%	(5)	1%	(2)	17%	(32)	57%	(107)	187
Employ: Homemaker	3%	(5)	8%	(11)	4%	(5)	—	(0)	9%	(13)	76%	(107)	141
Employ: Retired	3%	(18)	11%	(58)	2%	(9)	2%	(9)	14%	(75)	67%	(351)	521
Employ: Unemployed	2%	(6)	9%	(33)	5%	(18)	2%	(6)	16%	(55)	66%	(235)	353
Employ: Other	6%	(7)	9%	(10)	2%	(2)	2%	(2)	16%	(18)	65%	(72)	112
Military HH: Yes	4%	(12)	13%	(39)	4%	(11)	4%	(14)	17%	(51)	59%	(179)	305
Military HH: No	6%	(111)	13%	(249)	3%	(60)	2%	(32)	14%	(257)	63%	(1185)	1895
RD/WT: Right Direction	9%	(61)	19%	(132)	4%	(28)	4%	(29)	15%	(103)	49%	(336)	688
RD/WT: Wrong Track	4%	(62)	10%	(156)	3%	(43)	1%	(16)	14%	(206)	68%	(1029)	1512
Trump Job Approve	7%	(61)	17%	(155)	4%	(33)	3%	(30)	15%	(131)	54%	(482)	891
Trump Job Disapprove	5%	(60)	11%	(131)	3%	(37)	1%	(15)	14%	(169)	67%	(828)	1240
Trump Job Strongly Approve	9%	(47)	16%	(86)	4%	(24)	3%	(15)	15%	(82)	54%	(296)	550
Trump Job Somewhat Approve	4%	(14)	20%	(69)	3%	(9)	4%	(15)	14%	(48)	54%	(186)	341
Trump Job Somewhat Disapprove	5%	(12)	14%	(35)	3%	(8)	—	(1)	18%	(43)	60%	(149)	248
Trump Job Strongly Disapprove	5%	(48)	10%	(96)	3%	(29)	2%	(15)	13%	(126)	68%	(679)	993

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Table MCSP3_15: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Austin Dillon

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(123)	13%	(288)	3%	(71)	2%	(45)	14%	(308)	62%	(1364)	2200
Favorable of Trump	7%	(63)	17%	(149)	4%	(34)	3%	(27)	15%	(128)	54%	(474)	876
Unfavorable of Trump	5%	(59)	11%	(134)	3%	(31)	1%	(16)	13%	(166)	67%	(824)	1230
Very Favorable of Trump	9%	(54)	16%	(96)	5%	(27)	3%	(20)	15%	(91)	51%	(302)	590
Somewhat Favorable of Trump	3%	(9)	19%	(53)	3%	(8)	3%	(8)	13%	(37)	60%	(172)	286
Somewhat Unfavorable of Trump	6%	(13)	13%	(30)	2%	(4)	2%	(4)	15%	(33)	62%	(137)	220
Very Unfavorable of Trump	5%	(46)	10%	(104)	3%	(27)	1%	(13)	13%	(132)	68%	(687)	1009
#1 Issue: Economy	6%	(49)	13%	(105)	5%	(36)	3%	(23)	15%	(121)	58%	(463)	797
#1 Issue: Security	5%	(15)	13%	(35)	4%	(11)	4%	(11)	13%	(36)	61%	(170)	277
#1 Issue: Health Care	6%	(26)	14%	(65)	2%	(8)	1%	(6)	13%	(62)	64%	(295)	462
#1 Issue: Medicare / Social Security	5%	(16)	14%	(40)	2%	(7)	1%	(3)	14%	(40)	64%	(184)	290
#1 Issue: Women's Issues	5%	(4)	6%	(5)	—	(0)	—	(0)	11%	(9)	78%	(63)	80
#1 Issue: Education	5%	(4)	17%	(13)	3%	(2)	2%	(2)	15%	(12)	57%	(45)	79
#1 Issue: Energy	9%	(7)	17%	(14)	6%	(4)	2%	(2)	11%	(9)	55%	(43)	79
#1 Issue: Other	2%	(3)	7%	(10)	2%	(2)	—	(1)	14%	(20)	74%	(100)	136
2018 House Vote: Democrat	7%	(56)	14%	(103)	3%	(25)	2%	(12)	13%	(96)	61%	(465)	757
2018 House Vote: Republican	6%	(39)	18%	(116)	4%	(25)	4%	(23)	15%	(95)	53%	(337)	635
2016 Vote: Hillary Clinton	8%	(57)	14%	(102)	4%	(26)	1%	(9)	13%	(92)	61%	(446)	731
2016 Vote: Donald Trump	7%	(45)	18%	(124)	2%	(16)	4%	(24)	15%	(100)	54%	(367)	675
2016 Vote: Other	1%	(2)	8%	(9)	1%	(1)	1%	(1)	15%	(17)	74%	(82)	111
2016 Vote: Didn't Vote	3%	(20)	8%	(53)	4%	(28)	2%	(12)	15%	(100)	69%	(469)	681
Voted in 2014: Yes	7%	(88)	16%	(193)	3%	(34)	2%	(30)	14%	(177)	58%	(725)	1247
Voted in 2014: No	4%	(35)	10%	(94)	4%	(38)	2%	(15)	14%	(131)	67%	(639)	953
2012 Vote: Barack Obama	7%	(64)	15%	(128)	3%	(22)	1%	(11)	14%	(124)	59%	(509)	858
2012 Vote: Mitt Romney	6%	(31)	15%	(74)	3%	(15)	4%	(18)	14%	(71)	58%	(285)	493
2012 Vote: Didn't Vote	3%	(26)	10%	(78)	4%	(32)	2%	(14)	14%	(110)	67%	(541)	802
4-Region: Northeast	6%	(24)	13%	(51)	2%	(7)	1%	(4)	13%	(53)	65%	(254)	394
4-Region: Midwest	5%	(22)	11%	(50)	4%	(17)	1%	(7)	15%	(70)	64%	(298)	462
4-Region: South	5%	(45)	14%	(113)	5%	(38)	3%	(25)	16%	(133)	57%	(470)	824
4-Region: West	6%	(32)	14%	(74)	2%	(10)	2%	(9)	10%	(53)	66%	(342)	520
Sports fans	8%	(110)	17%	(235)	4%	(53)	2%	(33)	17%	(227)	52%	(702)	1358

Table MCSP3_15: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Austin Dillon

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(123)	13%	(288)	3%	(71)	2%	(45)	14%	(308)	62%	(1364)	2200
Avid Sports fans	14%	(71)	24%	(122)	6%	(29)	4%	(19)	14%	(70)	38%	(188)	498
White (non-hispanic) sports fans	8%	(74)	18%	(168)	3%	(25)	2%	(20)	16%	(148)	52%	(477)	913
Black (non-hispanic) sports fans	9%	(13)	11%	(16)	14%	(20)	1%	(1)	14%	(20)	52%	(78)	149
Hispanic sports fans	7%	(18)	18%	(42)	3%	(6)	4%	(10)	21%	(51)	47%	(113)	240
NASCAR fans	13%	(97)	32%	(234)	6%	(47)	3%	(22)	18%	(130)	28%	(210)	739
Avid NASCAR fans	25%	(48)	34%	(64)	11%	(20)	5%	(9)	10%	(19)	16%	(30)	189
NBA fans	8%	(82)	19%	(191)	5%	(50)	2%	(23)	17%	(166)	49%	(488)	999
Avid NBA fans	14%	(55)	26%	(100)	5%	(18)	3%	(13)	16%	(61)	37%	(145)	393
NFL fans	8%	(105)	18%	(233)	4%	(47)	2%	(30)	16%	(208)	52%	(684)	1307
Avid NFL fans	12%	(73)	21%	(133)	4%	(25)	3%	(18)	16%	(97)	45%	(278)	622
MLB fans	9%	(92)	19%	(209)	4%	(40)	2%	(24)	16%	(172)	50%	(536)	1073
Avid MLB fans	14%	(51)	23%	(83)	2%	(8)	3%	(11)	13%	(45)	44%	(159)	358
NHL fans	10%	(80)	22%	(174)	4%	(28)	3%	(20)	18%	(141)	43%	(337)	781
Avid NHL fans	17%	(36)	26%	(55)	3%	(7)	3%	(5)	15%	(31)	36%	(74)	208
Very favorable of NASCAR	27%	(73)	32%	(87)	5%	(14)	3%	(8)	10%	(26)	22%	(59)	267
Very favorable of Michael Jordan	12%	(75)	20%	(126)	3%	(21)	2%	(10)	12%	(79)	52%	(335)	646
Very favorable of NBA	15%	(71)	22%	(103)	4%	(18)	2%	(8)	14%	(64)	43%	(201)	466
Very favorable of Jordan Brand	18%	(65)	21%	(77)	4%	(13)	2%	(8)	12%	(46)	43%	(159)	368
Very favorable of Nike	13%	(83)	19%	(125)	3%	(22)	1%	(9)	12%	(78)	52%	(347)	665

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

Table MCSP3_16: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*

Ryan Blaney

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(120)	12%	(261)	3%	(70)	2%	(47)	15%	(322)	63%	(1381)	2200
Gender: Male	8%	(84)	16%	(170)	4%	(46)	3%	(31)	16%	(173)	53%	(558)	1062
Gender: Female	3%	(36)	8%	(90)	2%	(24)	1%	(15)	13%	(149)	72%	(823)	1138
Age: 18-34	6%	(38)	10%	(67)	6%	(39)	3%	(17)	16%	(107)	59%	(387)	655
Age: 35-44	8%	(29)	18%	(64)	4%	(14)	3%	(10)	13%	(45)	55%	(195)	358
Age: 45-64	6%	(43)	10%	(73)	2%	(15)	2%	(14)	15%	(113)	66%	(492)	751
Age: 65+	2%	(11)	13%	(56)	—	(2)	1%	(6)	13%	(56)	70%	(306)	436
GenZers: 1997-2012	9%	(17)	7%	(13)	4%	(8)	3%	(5)	12%	(23)	65%	(125)	192
Millennials: 1981-1996	4%	(28)	11%	(70)	6%	(36)	3%	(20)	17%	(110)	58%	(370)	634
GenXers: 1965-1980	8%	(46)	16%	(90)	3%	(18)	2%	(10)	12%	(65)	58%	(319)	548
Baby Boomers: 1946-1964	4%	(29)	10%	(74)	1%	(8)	1%	(11)	16%	(116)	68%	(504)	741
PID: Dem (no lean)	8%	(67)	9%	(79)	4%	(30)	2%	(19)	12%	(98)	65%	(549)	843
PID: Ind (no lean)	3%	(18)	9%	(56)	2%	(12)	1%	(6)	17%	(110)	69%	(456)	657
PID: Rep (no lean)	5%	(35)	18%	(126)	4%	(29)	3%	(21)	16%	(114)	54%	(375)	700
PID/Gender: Dem Men	12%	(47)	12%	(46)	4%	(17)	4%	(15)	15%	(59)	54%	(214)	398
PID/Gender: Dem Women	5%	(20)	7%	(33)	3%	(13)	1%	(4)	9%	(40)	75%	(336)	446
PID/Gender: Ind Men	3%	(11)	12%	(40)	2%	(7)	2%	(5)	18%	(61)	63%	(211)	335
PID/Gender: Ind Women	2%	(7)	5%	(15)	1%	(4)	—	(1)	15%	(49)	76%	(245)	322
PID/Gender: Rep Men	8%	(27)	25%	(83)	7%	(22)	3%	(11)	16%	(53)	41%	(133)	329
PID/Gender: Rep Women	2%	(9)	11%	(42)	2%	(7)	3%	(10)	16%	(60)	65%	(242)	370
Ideo: Liberal (1-3)	7%	(46)	12%	(77)	3%	(21)	2%	(13)	11%	(70)	65%	(425)	653
Ideo: Moderate (4)	5%	(33)	12%	(83)	4%	(27)	2%	(14)	17%	(116)	61%	(420)	694
Ideo: Conservative (5-7)	6%	(41)	14%	(96)	3%	(18)	3%	(19)	16%	(111)	59%	(415)	701
Educ: < College	5%	(72)	10%	(147)	3%	(40)	2%	(36)	15%	(230)	65%	(987)	1512
Educ: Bachelors degree	5%	(20)	15%	(66)	4%	(16)	1%	(5)	15%	(67)	61%	(269)	444
Educ: Post-grad	12%	(28)	19%	(47)	5%	(13)	2%	(6)	10%	(25)	51%	(124)	244
Income: Under 50k	4%	(50)	11%	(129)	3%	(39)	2%	(27)	15%	(177)	65%	(791)	1214
Income: 50k-100k	6%	(40)	11%	(70)	2%	(15)	2%	(15)	16%	(106)	63%	(419)	665
Income: 100k+	9%	(30)	19%	(61)	5%	(15)	1%	(5)	12%	(38)	53%	(172)	321
Ethnicity: White	6%	(95)	12%	(202)	3%	(50)	2%	(29)	15%	(251)	64%	(1095)	1722
Ethnicity: Hispanic	6%	(19)	13%	(44)	5%	(19)	2%	(7)	17%	(58)	58%	(202)	349

Table MCSP3_16: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Ryan Blaney

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(120)	12%	(261)	3%	(70)	2%	(47)	15%	(322)	63%	(1381)	2200
Ethnicity: Black	6%	(18)	11%	(31)	4%	(11)	5%	(14)	12%	(33)	61%	(168)	274
Ethnicity: Other	4%	(8)	14%	(28)	4%	(9)	2%	(4)	19%	(38)	58%	(118)	204
All Christian	7%	(71)	16%	(171)	3%	(32)	2%	(17)	14%	(148)	58%	(617)	1056
All Non-Christian	10%	(13)	10%	(13)	8%	(11)	2%	(3)	14%	(18)	56%	(73)	130
Atheist	6%	(6)	6%	(7)	3%	(3)	1%	(1)	8%	(9)	76%	(84)	111
Agnostic/Nothing in particular	2%	(13)	7%	(38)	3%	(17)	3%	(18)	16%	(87)	68%	(361)	534
Something Else	5%	(18)	8%	(31)	2%	(7)	2%	(8)	16%	(60)	66%	(245)	369
Religious Non-Protestant/Catholic	9%	(13)	12%	(19)	8%	(12)	2%	(3)	12%	(19)	58%	(91)	157
Evangelical	7%	(46)	17%	(109)	3%	(19)	2%	(15)	15%	(99)	55%	(355)	643
Non-Evangelical	6%	(40)	12%	(86)	2%	(15)	1%	(10)	14%	(104)	65%	(475)	731
Community: Urban	8%	(54)	13%	(94)	5%	(38)	3%	(20)	14%	(98)	57%	(397)	701
Community: Suburban	4%	(43)	11%	(109)	2%	(21)	2%	(15)	14%	(135)	67%	(654)	978
Community: Rural	5%	(24)	11%	(57)	2%	(11)	2%	(11)	17%	(89)	63%	(330)	522
Employ: Private Sector	8%	(56)	18%	(120)	4%	(28)	3%	(17)	13%	(86)	55%	(369)	676
Employ: Government	5%	(7)	10%	(13)	4%	(5)	4%	(6)	14%	(19)	62%	(80)	130
Employ: Self-Employed	9%	(17)	12%	(22)	5%	(9)	1%	(2)	21%	(39)	52%	(98)	187
Employ: Homemaker	3%	(4)	6%	(9)	3%	(4)	2%	(3)	12%	(16)	75%	(105)	141
Employ: Retired	4%	(19)	11%	(56)	1%	(4)	2%	(8)	15%	(79)	68%	(355)	521
Employ: Unemployed	4%	(15)	7%	(25)	3%	(12)	1%	(5)	16%	(58)	68%	(240)	353
Employ: Other	2%	(2)	13%	(14)	5%	(6)	3%	(4)	14%	(16)	63%	(70)	112
Military HH: Yes	5%	(15)	11%	(34)	3%	(9)	3%	(9)	18%	(53)	61%	(185)	305
Military HH: No	6%	(106)	12%	(227)	3%	(61)	2%	(38)	14%	(268)	63%	(1195)	1895
RD/WT: Right Direction	8%	(57)	18%	(122)	5%	(33)	3%	(20)	17%	(117)	49%	(339)	688
RD/WT: Wrong Track	4%	(64)	9%	(138)	2%	(37)	2%	(27)	14%	(204)	69%	(1042)	1512
Trump Job Approve	6%	(57)	17%	(147)	4%	(32)	3%	(24)	16%	(145)	55%	(487)	891
Trump Job Disapprove	5%	(62)	9%	(112)	3%	(38)	2%	(23)	14%	(171)	67%	(834)	1240
Trump Job Strongly Approve	8%	(44)	15%	(84)	4%	(22)	3%	(15)	17%	(95)	53%	(290)	550
Trump Job Somewhat Approve	4%	(13)	18%	(63)	3%	(10)	3%	(9)	15%	(50)	58%	(196)	341
Trump Job Somewhat Disapprove	6%	(14)	13%	(32)	5%	(12)	3%	(7)	15%	(38)	58%	(144)	248
Trump Job Strongly Disapprove	5%	(48)	8%	(81)	3%	(26)	2%	(16)	13%	(133)	69%	(689)	993

Continued on next page

Table MCSP3_16: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Ryan Blaney

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(120)	12%	(261)	3%	(70)	2%	(47)	15%	(322)	63%	(1381)	2200
Favorable of Trump	6%	(56)	17%	(151)	3%	(30)	3%	(27)	16%	(143)	54%	(469)	876
Unfavorable of Trump	5%	(59)	9%	(108)	3%	(37)	1%	(15)	14%	(171)	68%	(840)	1230
Very Favorable of Trump	8%	(46)	16%	(96)	4%	(26)	4%	(22)	17%	(101)	51%	(298)	590
Somewhat Favorable of Trump	3%	(10)	19%	(54)	1%	(4)	2%	(5)	15%	(43)	60%	(171)	286
Somewhat Unfavorable of Trump	5%	(10)	14%	(30)	4%	(9)	—	(1)	15%	(32)	63%	(138)	220
Very Unfavorable of Trump	5%	(49)	8%	(77)	3%	(28)	1%	(14)	14%	(139)	69%	(701)	1009
#1 Issue: Economy	6%	(48)	13%	(100)	4%	(35)	2%	(18)	16%	(131)	59%	(466)	797
#1 Issue: Security	6%	(16)	13%	(37)	3%	(8)	3%	(9)	13%	(37)	61%	(169)	277
#1 Issue: Health Care	4%	(20)	12%	(57)	2%	(11)	—	(2)	13%	(61)	67%	(311)	462
#1 Issue: Medicare / Social Security	6%	(18)	11%	(31)	2%	(6)	1%	(4)	15%	(44)	64%	(187)	290
#1 Issue: Women's Issues	4%	(3)	6%	(5)	2%	(2)	—	(0)	13%	(10)	75%	(60)	80
#1 Issue: Education	5%	(4)	15%	(12)	5%	(4)	8%	(6)	14%	(11)	53%	(42)	79
#1 Issue: Energy	11%	(9)	12%	(9)	2%	(1)	8%	(6)	13%	(10)	55%	(43)	79
#1 Issue: Other	2%	(3)	7%	(10)	2%	(2)	—	(1)	13%	(18)	75%	(102)	136
2018 House Vote: Democrat	8%	(60)	12%	(92)	3%	(22)	2%	(14)	11%	(87)	64%	(482)	757
2018 House Vote: Republican	5%	(30)	18%	(114)	4%	(28)	3%	(22)	17%	(110)	52%	(332)	635
2016 Vote: Hillary Clinton	7%	(54)	13%	(95)	3%	(22)	2%	(11)	11%	(78)	64%	(471)	731
2016 Vote: Donald Trump	6%	(38)	17%	(118)	3%	(23)	3%	(20)	17%	(113)	54%	(362)	675
2016 Vote: Other	3%	(4)	6%	(7)	—	(0)	1%	(1)	13%	(15)	76%	(85)	111
2016 Vote: Didn't Vote	4%	(25)	6%	(40)	4%	(25)	2%	(14)	17%	(115)	68%	(463)	681
Voted in 2014: Yes	6%	(79)	15%	(183)	3%	(38)	2%	(29)	14%	(174)	60%	(744)	1247
Voted in 2014: No	4%	(42)	8%	(77)	3%	(32)	2%	(17)	16%	(148)	67%	(637)	953
2012 Vote: Barack Obama	7%	(60)	13%	(111)	3%	(27)	2%	(14)	13%	(113)	62%	(535)	858
2012 Vote: Mitt Romney	5%	(27)	15%	(74)	2%	(12)	4%	(18)	16%	(79)	57%	(283)	493
2012 Vote: Didn't Vote	4%	(32)	8%	(66)	4%	(31)	2%	(15)	15%	(122)	67%	(535)	802
4-Region: Northeast	6%	(22)	11%	(45)	2%	(9)	2%	(6)	13%	(53)	66%	(259)	394
4-Region: Midwest	4%	(19)	10%	(47)	3%	(16)	2%	(9)	15%	(71)	65%	(301)	462
4-Region: South	6%	(48)	11%	(94)	4%	(32)	3%	(24)	18%	(147)	58%	(479)	824
4-Region: West	6%	(32)	14%	(74)	3%	(13)	1%	(7)	10%	(51)	66%	(342)	520
Sports fans	8%	(108)	16%	(219)	4%	(52)	3%	(35)	17%	(230)	53%	(715)	1358

Table MCSP3_16: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Ryan Blaney

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(120)	12%	(261)	3%	(70)	2%	(47)	15%	(322)	63%	(1381)	2200
Avid Sports fans	12%	(62)	23%	(113)	7%	(36)	4%	(19)	17%	(86)	37%	(182)	498
White (non-hispanic) sports fans	8%	(75)	16%	(145)	4%	(32)	2%	(16)	16%	(148)	54%	(495)	913
Black (non-hispanic) sports fans	11%	(17)	11%	(17)	5%	(7)	7%	(11)	15%	(22)	50%	(75)	149
Hispanic sports fans	6%	(15)	18%	(44)	5%	(12)	2%	(5)	21%	(51)	47%	(112)	240
NASCAR fans	14%	(102)	28%	(204)	6%	(46)	3%	(21)	20%	(149)	30%	(218)	739
Avid NASCAR fans	24%	(46)	34%	(65)	8%	(15)	4%	(8)	12%	(23)	17%	(32)	189
NBA fans	8%	(78)	17%	(173)	5%	(49)	3%	(27)	17%	(172)	50%	(500)	999
Avid NBA fans	14%	(57)	22%	(86)	6%	(24)	3%	(12)	17%	(68)	37%	(146)	393
NFL fans	8%	(105)	16%	(209)	4%	(46)	3%	(33)	17%	(219)	53%	(694)	1307
Avid NFL fans	12%	(75)	17%	(107)	4%	(28)	3%	(19)	16%	(101)	47%	(292)	622
MLB fans	8%	(91)	18%	(188)	4%	(43)	3%	(31)	17%	(179)	50%	(542)	1073
Avid MLB fans	12%	(42)	20%	(73)	5%	(17)	2%	(7)	18%	(65)	43%	(153)	358
NHL fans	10%	(80)	21%	(162)	4%	(33)	2%	(15)	19%	(149)	44%	(342)	781
Avid NHL fans	18%	(37)	23%	(48)	4%	(7)	4%	(7)	15%	(30)	37%	(77)	208
Very favorable of NASCAR	27%	(72)	29%	(77)	4%	(11)	1%	(3)	16%	(44)	23%	(61)	267
Very favorable of Michael Jordan	11%	(73)	15%	(100)	4%	(25)	2%	(16)	14%	(93)	52%	(339)	646
Very favorable of NBA	16%	(72)	19%	(87)	4%	(18)	3%	(15)	13%	(58)	46%	(215)	466
Very favorable of Jordan Brand	18%	(66)	19%	(68)	3%	(9)	3%	(10)	17%	(62)	41%	(152)	368
Very favorable of Nike	12%	(78)	16%	(109)	4%	(26)	2%	(15)	13%	(89)	52%	(348)	665

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

Table MCSP3_17: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Alex Bowman

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(112)	13%	(282)	4%	(83)	2%	(34)	14%	(310)	63%	(1380)	2200
Gender: Male	7%	(77)	17%	(176)	5%	(58)	2%	(20)	15%	(162)	54%	(569)	1062
Gender: Female	3%	(35)	9%	(105)	2%	(25)	1%	(14)	13%	(148)	71%	(811)	1138
Age: 18-34	5%	(35)	12%	(79)	6%	(37)	2%	(15)	15%	(101)	59%	(388)	655
Age: 35-44	7%	(26)	20%	(70)	5%	(16)	2%	(6)	14%	(51)	53%	(189)	358
Age: 45-64	5%	(38)	11%	(85)	3%	(25)	1%	(11)	13%	(98)	66%	(494)	751
Age: 65+	3%	(12)	11%	(48)	1%	(4)	—	(2)	14%	(60)	71%	(310)	436
GenZers: 1997-2012	6%	(12)	10%	(20)	4%	(8)	2%	(4)	10%	(19)	67%	(129)	192
Millennials: 1981-1996	4%	(28)	13%	(81)	6%	(37)	3%	(16)	18%	(111)	57%	(361)	634
GenXers: 1965-1980	9%	(47)	17%	(91)	4%	(23)	1%	(7)	12%	(67)	57%	(312)	548
Baby Boomers: 1946-1964	3%	(23)	11%	(78)	2%	(13)	1%	(6)	14%	(105)	70%	(516)	741
PID: Dem (no lean)	7%	(57)	12%	(98)	4%	(37)	2%	(16)	12%	(98)	64%	(538)	843
PID: Ind (no lean)	2%	(15)	10%	(66)	2%	(13)	1%	(4)	15%	(99)	70%	(460)	657
PID: Rep (no lean)	6%	(40)	17%	(117)	5%	(33)	2%	(13)	16%	(113)	55%	(383)	700
PID/Gender: Dem Men	10%	(38)	15%	(60)	6%	(23)	2%	(10)	15%	(60)	52%	(206)	398
PID/Gender: Dem Women	4%	(19)	9%	(38)	3%	(13)	1%	(6)	8%	(38)	75%	(332)	446
PID/Gender: Ind Men	3%	(9)	13%	(44)	2%	(7)	1%	(3)	16%	(55)	65%	(218)	335
PID/Gender: Ind Women	2%	(6)	7%	(22)	2%	(6)	—	(2)	14%	(44)	75%	(242)	322
PID/Gender: Rep Men	9%	(30)	22%	(73)	8%	(27)	2%	(7)	14%	(48)	44%	(145)	329
PID/Gender: Rep Women	3%	(10)	12%	(45)	2%	(6)	2%	(6)	18%	(66)	64%	(237)	370
Ideo: Liberal (1-3)	7%	(44)	11%	(70)	5%	(35)	2%	(11)	10%	(66)	65%	(427)	653
Ideo: Moderate (4)	4%	(31)	15%	(103)	4%	(25)	1%	(8)	17%	(116)	59%	(411)	694
Ideo: Conservative (5-7)	5%	(37)	14%	(101)	2%	(17)	2%	(14)	16%	(113)	60%	(419)	701
Educ: < College	4%	(57)	12%	(174)	3%	(52)	2%	(24)	14%	(218)	65%	(986)	1512
Educ: Bachelors degree	5%	(23)	14%	(63)	4%	(18)	1%	(5)	15%	(68)	60%	(266)	444
Educ: Post-grad	13%	(31)	18%	(44)	5%	(13)	2%	(4)	10%	(24)	53%	(128)	244
Income: Under 50k	3%	(42)	12%	(143)	4%	(51)	2%	(23)	14%	(166)	65%	(789)	1214
Income: 50k-100k	6%	(38)	11%	(75)	3%	(19)	1%	(7)	15%	(103)	64%	(424)	665
Income: 100k+	10%	(32)	20%	(63)	4%	(13)	1%	(4)	13%	(41)	52%	(168)	321
Ethnicity: White	5%	(87)	12%	(215)	3%	(56)	1%	(24)	15%	(252)	63%	(1087)	1722
Ethnicity: Hispanic	6%	(21)	13%	(45)	4%	(15)	1%	(2)	14%	(47)	63%	(219)	349

Table MCSP3_17: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Alex Bowman

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(112)	13%	(282)	4%	(83)	2%	(34)	14%	(310)	63%	(1380)	2200
Ethnicity: Black	5%	(15)	15%	(41)	7%	(18)	3%	(7)	11%	(30)	60%	(163)	274
Ethnicity: Other	5%	(10)	13%	(26)	4%	(9)	1%	(2)	14%	(28)	64%	(130)	204
All Christian	6%	(68)	16%	(165)	4%	(40)	1%	(10)	14%	(151)	59%	(621)	1056
All Non-Christian	8%	(11)	12%	(16)	8%	(10)	4%	(5)	16%	(21)	53%	(68)	130
Atheist	6%	(6)	5%	(6)	3%	(4)	1%	(1)	10%	(11)	75%	(83)	111
Agnostic/Nothing in particular	3%	(13)	10%	(55)	3%	(15)	2%	(9)	15%	(79)	68%	(363)	534
Something Else	4%	(13)	11%	(40)	4%	(14)	2%	(9)	13%	(49)	66%	(245)	369
Religious Non-Protestant/Catholic	7%	(11)	11%	(17)	7%	(11)	3%	(5)	16%	(25)	56%	(88)	157
Evangelical	7%	(44)	16%	(103)	5%	(29)	2%	(14)	14%	(89)	56%	(363)	643
Non-Evangelical	5%	(35)	13%	(98)	3%	(22)	1%	(4)	14%	(101)	64%	(471)	731
Community: Urban	8%	(55)	15%	(104)	6%	(43)	1%	(10)	12%	(85)	58%	(405)	701
Community: Suburban	4%	(38)	12%	(118)	3%	(27)	1%	(10)	14%	(140)	66%	(645)	978
Community: Rural	4%	(19)	12%	(60)	2%	(13)	3%	(14)	16%	(85)	63%	(331)	522
Employ: Private Sector	9%	(60)	18%	(118)	5%	(33)	2%	(11)	16%	(106)	51%	(348)	676
Employ: Government	7%	(9)	9%	(12)	4%	(5)	3%	(4)	12%	(15)	64%	(83)	130
Employ: Self-Employed	9%	(16)	20%	(38)	2%	(4)	1%	(2)	15%	(27)	53%	(100)	187
Employ: Homemaker	2%	(2)	7%	(10)	2%	(2)	4%	(6)	12%	(17)	74%	(104)	141
Employ: Retired	4%	(19)	10%	(53)	2%	(12)	—	(1)	15%	(77)	69%	(359)	521
Employ: Unemployed	1%	(3)	9%	(31)	4%	(16)	1%	(4)	14%	(49)	71%	(251)	353
Employ: Other	2%	(2)	10%	(11)	8%	(9)	3%	(3)	10%	(11)	68%	(76)	112
Military HH: Yes	5%	(14)	13%	(38)	3%	(10)	2%	(7)	15%	(47)	62%	(189)	305
Military HH: No	5%	(98)	13%	(243)	4%	(73)	1%	(27)	14%	(263)	63%	(1191)	1895
RD/WT: Right Direction	8%	(58)	18%	(121)	5%	(33)	2%	(17)	18%	(121)	49%	(337)	688
RD/WT: Wrong Track	4%	(54)	11%	(160)	3%	(50)	1%	(17)	12%	(189)	69%	(1043)	1512
Trump Job Approve	6%	(55)	16%	(147)	4%	(36)	2%	(16)	16%	(145)	55%	(492)	891
Trump Job Disapprove	4%	(56)	11%	(134)	4%	(47)	1%	(17)	13%	(158)	67%	(829)	1240
Trump Job Strongly Approve	7%	(41)	16%	(87)	4%	(24)	2%	(8)	17%	(93)	54%	(297)	550
Trump Job Somewhat Approve	4%	(14)	18%	(60)	4%	(12)	2%	(8)	15%	(52)	57%	(195)	341
Trump Job Somewhat Disapprove	7%	(16)	15%	(37)	4%	(10)	1%	(4)	15%	(37)	58%	(143)	248
Trump Job Strongly Disapprove	4%	(39)	10%	(97)	4%	(36)	1%	(13)	12%	(121)	69%	(686)	993

Continued on next page

Table MCSP3_17: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Alex Bowman

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(112)	13%	(282)	4%	(83)	2%	(34)	14%	(310)	63%	(1380)	2200
Favorable of Trump	6%	(53)	17%	(147)	4%	(35)	2%	(17)	16%	(142)	55%	(481)	876
Unfavorable of Trump	4%	(53)	11%	(132)	4%	(47)	1%	(12)	13%	(156)	68%	(830)	1230
Very Favorable of Trump	8%	(47)	16%	(93)	5%	(28)	3%	(15)	17%	(99)	52%	(307)	590
Somewhat Favorable of Trump	2%	(6)	19%	(55)	2%	(7)	1%	(2)	15%	(43)	61%	(174)	286
Somewhat Unfavorable of Trump	6%	(14)	15%	(34)	4%	(9)	—	(0)	12%	(27)	62%	(137)	220
Very Unfavorable of Trump	4%	(38)	10%	(98)	4%	(38)	1%	(12)	13%	(129)	69%	(694)	1009
#1 Issue: Economy	6%	(47)	14%	(109)	4%	(33)	1%	(8)	16%	(129)	59%	(471)	797
#1 Issue: Security	6%	(15)	14%	(39)	4%	(11)	2%	(6)	13%	(37)	61%	(168)	277
#1 Issue: Health Care	5%	(23)	10%	(47)	3%	(13)	1%	(6)	14%	(66)	66%	(307)	462
#1 Issue: Medicare / Social Security	5%	(13)	11%	(31)	3%	(10)	2%	(5)	13%	(39)	66%	(192)	290
#1 Issue: Women's Issues	5%	(4)	13%	(11)	1%	(1)	2%	(2)	10%	(8)	69%	(55)	80
#1 Issue: Education	3%	(3)	22%	(17)	10%	(8)	5%	(4)	10%	(8)	50%	(40)	79
#1 Issue: Energy	7%	(5)	21%	(16)	4%	(3)	2%	(1)	6%	(5)	60%	(47)	79
#1 Issue: Other	1%	(2)	8%	(11)	2%	(3)	—	(1)	14%	(19)	74%	(100)	136
2018 House Vote: Democrat	7%	(53)	13%	(101)	4%	(27)	2%	(12)	12%	(92)	62%	(472)	757
2018 House Vote: Republican	6%	(36)	18%	(112)	4%	(27)	2%	(12)	17%	(107)	54%	(342)	635
2016 Vote: Hillary Clinton	7%	(51)	14%	(99)	4%	(28)	2%	(12)	12%	(90)	62%	(452)	731
2016 Vote: Donald Trump	6%	(41)	17%	(115)	4%	(24)	2%	(10)	17%	(115)	55%	(370)	675
2016 Vote: Other	2%	(2)	6%	(6)	1%	(1)	1%	(1)	13%	(15)	78%	(86)	111
2016 Vote: Didn't Vote	3%	(18)	9%	(60)	4%	(30)	1%	(10)	13%	(90)	69%	(473)	681
Voted in 2014: Yes	6%	(81)	15%	(184)	3%	(43)	2%	(21)	15%	(186)	59%	(733)	1247
Voted in 2014: No	3%	(31)	10%	(98)	4%	(39)	1%	(13)	13%	(124)	68%	(647)	953
2012 Vote: Barack Obama	7%	(61)	13%	(115)	4%	(31)	1%	(10)	13%	(112)	62%	(529)	858
2012 Vote: Mitt Romney	5%	(27)	16%	(77)	3%	(14)	2%	(8)	16%	(80)	58%	(287)	493
2012 Vote: Didn't Vote	3%	(23)	10%	(80)	5%	(37)	2%	(14)	14%	(110)	67%	(537)	802
4-Region: Northeast	5%	(21)	12%	(49)	4%	(15)	1%	(5)	11%	(44)	66%	(260)	394
4-Region: Midwest	4%	(20)	10%	(45)	3%	(14)	1%	(4)	14%	(66)	68%	(313)	462
4-Region: South	5%	(42)	14%	(117)	5%	(40)	2%	(16)	17%	(143)	57%	(467)	824
4-Region: West	6%	(29)	14%	(71)	3%	(13)	2%	(8)	11%	(58)	65%	(340)	520
Sports fans	7%	(101)	17%	(236)	5%	(61)	2%	(23)	15%	(203)	54%	(734)	1358

Table MCSP3_17: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Alex Bowman

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(112)	13%	(282)	4%	(83)	2%	(34)	14%	(310)	63%	(1380)	2200
Avid Sports fans	13%	(65)	22%	(109)	7%	(34)	3%	(16)	14%	(71)	41%	(203)	498
White (non-hispanic) sports fans	7%	(67)	18%	(160)	4%	(34)	2%	(15)	16%	(145)	54%	(493)	913
Black (non-hispanic) sports fans	9%	(14)	13%	(20)	10%	(15)	4%	(6)	13%	(19)	50%	(75)	149
Hispanic sports fans	7%	(18)	19%	(45)	4%	(9)	1%	(2)	14%	(33)	55%	(133)	240
NASCAR fans	12%	(91)	31%	(230)	7%	(51)	2%	(18)	19%	(144)	28%	(207)	739
Avid NASCAR fans	20%	(39)	38%	(72)	8%	(14)	4%	(8)	16%	(29)	15%	(28)	189
NBA fans	8%	(77)	20%	(195)	6%	(55)	2%	(22)	15%	(147)	50%	(502)	999
Avid NBA fans	12%	(48)	27%	(105)	7%	(26)	3%	(11)	15%	(57)	37%	(146)	393
NFL fans	7%	(93)	17%	(228)	4%	(55)	2%	(21)	15%	(200)	54%	(708)	1307
Avid NFL fans	10%	(61)	21%	(128)	4%	(28)	2%	(14)	15%	(92)	48%	(299)	622
MLB fans	8%	(86)	18%	(193)	4%	(47)	2%	(17)	15%	(161)	53%	(570)	1073
Avid MLB fans	12%	(42)	19%	(67)	3%	(12)	2%	(7)	14%	(51)	50%	(179)	358
NHL fans	9%	(72)	21%	(167)	5%	(41)	2%	(13)	17%	(130)	46%	(359)	781
Avid NHL fans	17%	(34)	22%	(45)	5%	(10)	2%	(4)	16%	(33)	39%	(81)	208
Very favorable of NASCAR	26%	(70)	30%	(79)	3%	(8)	1%	(4)	19%	(51)	20%	(55)	267
Very favorable of Michael Jordan	12%	(75)	17%	(113)	6%	(36)	1%	(9)	12%	(77)	52%	(336)	646
Very favorable of NBA	14%	(65)	21%	(98)	5%	(22)	1%	(7)	14%	(66)	45%	(208)	466
Very favorable of Jordan Brand	17%	(61)	22%	(82)	4%	(16)	1%	(4)	11%	(42)	44%	(163)	368
Very favorable of Nike	11%	(75)	19%	(124)	4%	(29)	2%	(14)	12%	(78)	52%	(344)	665

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

Table MCSP3_18: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*

Ty Dillon

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(111)	13%	(276)	3%	(64)	3%	(63)	14%	(314)	62%	(1372)	2200
Gender: Male	7%	(74)	17%	(183)	3%	(35)	3%	(36)	16%	(174)	53%	(560)	1062
Gender: Female	3%	(37)	8%	(94)	3%	(29)	2%	(27)	12%	(140)	71%	(812)	1138
Age: 18-34	5%	(32)	13%	(85)	5%	(33)	4%	(27)	12%	(81)	61%	(397)	655
Age: 35-44	9%	(33)	17%	(60)	3%	(9)	4%	(14)	16%	(55)	52%	(187)	358
Age: 45-64	5%	(38)	12%	(89)	2%	(15)	2%	(13)	15%	(113)	64%	(483)	751
Age: 65+	2%	(8)	10%	(43)	1%	(6)	2%	(9)	15%	(64)	70%	(306)	436
GenZers: 1997-2012	5%	(10)	10%	(19)	3%	(6)	3%	(5)	11%	(21)	68%	(131)	192
Millennials: 1981-1996	5%	(32)	13%	(80)	5%	(31)	5%	(32)	15%	(93)	58%	(366)	634
GenXers: 1965-1980	8%	(44)	17%	(91)	3%	(19)	2%	(10)	14%	(76)	56%	(309)	548
Baby Boomers: 1946-1964	3%	(25)	10%	(77)	1%	(4)	2%	(15)	16%	(116)	68%	(504)	741
PID: Dem (no lean)	6%	(51)	13%	(106)	3%	(25)	3%	(22)	12%	(101)	64%	(539)	843
PID: Ind (no lean)	2%	(14)	9%	(57)	2%	(11)	2%	(15)	16%	(104)	69%	(456)	657
PID: Rep (no lean)	7%	(46)	16%	(114)	4%	(28)	4%	(26)	16%	(110)	54%	(377)	700
PID/Gender: Dem Men	8%	(31)	17%	(67)	4%	(15)	5%	(19)	14%	(57)	53%	(210)	398
PID/Gender: Dem Women	5%	(20)	9%	(39)	2%	(10)	1%	(3)	10%	(44)	74%	(329)	446
PID/Gender: Ind Men	3%	(10)	12%	(39)	2%	(7)	2%	(6)	20%	(68)	61%	(206)	335
PID/Gender: Ind Women	1%	(4)	5%	(17)	1%	(5)	3%	(9)	11%	(36)	78%	(251)	322
PID/Gender: Rep Men	10%	(33)	23%	(77)	4%	(14)	3%	(11)	15%	(50)	44%	(144)	329
PID/Gender: Rep Women	3%	(12)	10%	(37)	4%	(14)	4%	(15)	16%	(59)	63%	(232)	370
Ideo: Liberal (1-3)	5%	(30)	13%	(84)	3%	(17)	3%	(22)	11%	(73)	65%	(427)	653
Ideo: Moderate (4)	5%	(35)	14%	(95)	4%	(27)	3%	(19)	16%	(111)	59%	(408)	694
Ideo: Conservative (5-7)	6%	(45)	13%	(95)	2%	(16)	3%	(21)	16%	(114)	59%	(410)	701
Educ: < College	4%	(58)	11%	(165)	3%	(43)	3%	(42)	14%	(217)	65%	(989)	1512
Educ: Bachelors degree	6%	(27)	14%	(64)	2%	(10)	3%	(13)	16%	(71)	59%	(260)	444
Educ: Post-grad	11%	(26)	20%	(48)	5%	(11)	3%	(8)	11%	(26)	51%	(124)	244
Income: Under 50k	3%	(41)	12%	(143)	3%	(40)	3%	(35)	14%	(166)	65%	(789)	1214
Income: 50k-100k	6%	(37)	10%	(70)	2%	(14)	3%	(19)	15%	(101)	64%	(423)	665
Income: 100k+	10%	(33)	20%	(64)	3%	(9)	3%	(9)	15%	(47)	50%	(160)	321
Ethnicity: White	5%	(85)	12%	(211)	2%	(42)	2%	(41)	15%	(264)	63%	(1078)	1722
Ethnicity: Hispanic	5%	(18)	14%	(48)	3%	(11)	4%	(13)	16%	(55)	58%	(204)	349

Table MCSP3_18: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Ty Dillon

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(111)	13%	(276)	3%	(64)	3%	(63)	14%	(314)	62%	(1372)	2200
Ethnicity: Black	6%	(17)	13%	(36)	7%	(19)	5%	(13)	9%	(25)	60%	(164)	274
Ethnicity: Other	4%	(9)	14%	(29)	1%	(3)	4%	(9)	12%	(25)	63%	(129)	204
All Christian	6%	(64)	16%	(174)	3%	(32)	2%	(24)	14%	(149)	58%	(613)	1056
All Non-Christian	6%	(8)	15%	(19)	3%	(4)	7%	(9)	14%	(18)	55%	(71)	130
Atheist	4%	(4)	8%	(9)	1%	(1)	1%	(1)	12%	(13)	74%	(82)	111
Agnostic/Nothing in particular	3%	(14)	9%	(45)	3%	(15)	3%	(17)	13%	(71)	70%	(371)	534
Something Else	5%	(20)	8%	(29)	3%	(11)	3%	(10)	17%	(64)	64%	(235)	369
Religious Non-Protestant/Catholic	6%	(9)	13%	(21)	4%	(6)	6%	(9)	13%	(20)	59%	(93)	157
Evangelical	9%	(56)	13%	(86)	4%	(24)	3%	(22)	16%	(101)	55%	(353)	643
Non-Evangelical	4%	(27)	15%	(108)	2%	(16)	2%	(13)	14%	(104)	63%	(463)	731
Community: Urban	8%	(57)	15%	(102)	5%	(34)	3%	(21)	13%	(92)	56%	(395)	701
Community: Suburban	4%	(35)	12%	(113)	2%	(23)	2%	(16)	14%	(137)	67%	(654)	978
Community: Rural	4%	(19)	12%	(62)	1%	(7)	5%	(26)	16%	(85)	62%	(324)	522
Employ: Private Sector	8%	(56)	19%	(128)	4%	(24)	3%	(22)	13%	(88)	53%	(358)	676
Employ: Government	7%	(9)	9%	(12)	5%	(6)	1%	(1)	19%	(25)	60%	(77)	130
Employ: Self-Employed	5%	(9)	17%	(31)	4%	(8)	5%	(9)	15%	(28)	54%	(101)	187
Employ: Homemaker	3%	(5)	8%	(11)	2%	(3)	3%	(4)	12%	(17)	71%	(101)	141
Employ: Retired	4%	(20)	9%	(48)	2%	(8)	2%	(9)	16%	(82)	68%	(355)	521
Employ: Unemployed	2%	(8)	9%	(33)	3%	(11)	3%	(12)	16%	(57)	66%	(233)	353
Employ: Other	3%	(3)	11%	(12)	1%	(1)	4%	(5)	9%	(10)	72%	(81)	112
Military HH: Yes	4%	(11)	11%	(33)	3%	(9)	4%	(13)	17%	(51)	61%	(187)	305
Military HH: No	5%	(99)	13%	(243)	3%	(55)	3%	(50)	14%	(263)	63%	(1185)	1895
RD/WT: Right Direction	8%	(56)	18%	(120)	5%	(31)	4%	(30)	17%	(115)	49%	(336)	688
RD/WT: Wrong Track	4%	(55)	10%	(156)	2%	(33)	2%	(33)	13%	(199)	69%	(1036)	1512
Trump Job Approve	7%	(60)	16%	(139)	4%	(33)	3%	(30)	17%	(149)	54%	(480)	891
Trump Job Disapprove	4%	(49)	11%	(135)	2%	(29)	3%	(32)	13%	(160)	67%	(835)	1240
Trump Job Strongly Approve	8%	(45)	16%	(86)	4%	(22)	3%	(18)	15%	(84)	54%	(295)	550
Trump Job Somewhat Approve	4%	(15)	16%	(54)	3%	(11)	3%	(12)	19%	(65)	54%	(185)	341
Trump Job Somewhat Disapprove	5%	(12)	16%	(41)	2%	(4)	4%	(10)	15%	(38)	58%	(144)	248
Trump Job Strongly Disapprove	4%	(38)	9%	(94)	2%	(25)	2%	(23)	12%	(122)	70%	(691)	993

Continued on next page

Table MCSP3_18: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Ty Dillon

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(111)	13%	(276)	3%	(64)	3%	(63)	14%	(314)	62%	(1372)	2200
Favorable of Trump	7%	(58)	16%	(137)	4%	(37)	4%	(33)	16%	(141)	54%	(471)	876
Unfavorable of Trump	4%	(51)	11%	(136)	2%	(27)	2%	(22)	13%	(161)	68%	(834)	1230
Very Favorable of Trump	9%	(51)	16%	(93)	5%	(28)	4%	(23)	16%	(94)	51%	(300)	590
Somewhat Favorable of Trump	2%	(6)	15%	(44)	3%	(9)	3%	(10)	16%	(47)	60%	(171)	286
Somewhat Unfavorable of Trump	5%	(10)	18%	(39)	1%	(2)	1%	(2)	15%	(33)	61%	(134)	220
Very Unfavorable of Trump	4%	(41)	10%	(97)	2%	(25)	2%	(19)	13%	(127)	69%	(700)	1009
#1 Issue: Economy	5%	(41)	14%	(111)	3%	(24)	3%	(27)	17%	(136)	57%	(458)	797
#1 Issue: Security	5%	(15)	12%	(32)	5%	(13)	4%	(11)	13%	(37)	61%	(169)	277
#1 Issue: Health Care	4%	(18)	12%	(56)	3%	(12)	2%	(8)	14%	(65)	66%	(304)	462
#1 Issue: Medicare / Social Security	6%	(18)	11%	(32)	1%	(3)	4%	(10)	14%	(41)	64%	(187)	290
#1 Issue: Women's Issues	4%	(3)	8%	(6)	1%	(1)	—	(0)	9%	(8)	78%	(63)	80
#1 Issue: Education	9%	(7)	18%	(15)	5%	(4)	1%	(1)	8%	(6)	58%	(46)	79
#1 Issue: Energy	8%	(6)	20%	(16)	7%	(6)	3%	(2)	7%	(5)	56%	(44)	79
#1 Issue: Other	2%	(3)	7%	(9)	2%	(2)	3%	(4)	11%	(16)	75%	(101)	136
2018 House Vote: Democrat	5%	(39)	15%	(114)	2%	(19)	2%	(18)	13%	(99)	62%	(468)	757
2018 House Vote: Republican	7%	(42)	17%	(109)	4%	(27)	4%	(25)	16%	(104)	52%	(328)	635
2016 Vote: Hillary Clinton	5%	(40)	15%	(111)	2%	(18)	3%	(22)	12%	(89)	62%	(452)	731
2016 Vote: Donald Trump	7%	(44)	17%	(115)	3%	(23)	3%	(21)	16%	(110)	54%	(362)	675
2016 Vote: Other	1%	(1)	6%	(7)	—	(0)	3%	(3)	15%	(16)	75%	(83)	111
2016 Vote: Didn't Vote	4%	(25)	6%	(44)	3%	(23)	2%	(16)	15%	(99)	70%	(474)	681
Voted in 2014: Yes	6%	(75)	15%	(191)	3%	(33)	3%	(37)	15%	(191)	58%	(720)	1247
Voted in 2014: No	4%	(36)	9%	(86)	3%	(31)	3%	(25)	13%	(123)	68%	(652)	953
2012 Vote: Barack Obama	6%	(48)	15%	(126)	2%	(18)	3%	(25)	14%	(124)	60%	(516)	858
2012 Vote: Mitt Romney	5%	(26)	16%	(77)	4%	(17)	3%	(15)	14%	(70)	58%	(288)	493
2012 Vote: Didn't Vote	4%	(32)	9%	(68)	3%	(28)	3%	(21)	14%	(113)	67%	(540)	802
4-Region: Northeast	5%	(19)	13%	(53)	3%	(10)	2%	(9)	14%	(55)	63%	(248)	394
4-Region: Midwest	4%	(21)	9%	(42)	2%	(11)	3%	(14)	15%	(71)	66%	(304)	462
4-Region: South	6%	(48)	13%	(104)	4%	(36)	3%	(26)	17%	(138)	57%	(473)	824
4-Region: West	4%	(23)	15%	(78)	1%	(7)	3%	(14)	10%	(51)	67%	(347)	520
Sports fans	8%	(102)	17%	(227)	4%	(48)	3%	(46)	16%	(219)	53%	(715)	1358

Table MCSP3_18: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
Ty Dillon

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(111)	13%	(276)	3%	(64)	3%	(63)	14%	(314)	62%	(1372)	2200
Avid Sports fans	13%	(67)	23%	(114)	5%	(27)	5%	(26)	15%	(74)	38%	(190)	498
White (non-hispanic) sports fans	8%	(70)	17%	(153)	3%	(27)	2%	(19)	17%	(158)	53%	(485)	913
Black (non-hispanic) sports fans	10%	(14)	15%	(22)	10%	(15)	9%	(13)	9%	(14)	48%	(71)	149
Hispanic sports fans	6%	(15)	18%	(43)	2%	(5)	5%	(13)	17%	(40)	51%	(123)	240
NASCAR fans	12%	(90)	29%	(218)	5%	(36)	5%	(36)	20%	(151)	28%	(209)	739
Avid NASCAR fans	20%	(39)	37%	(69)	7%	(13)	9%	(18)	14%	(26)	13%	(26)	189
NBA fans	8%	(79)	19%	(188)	4%	(42)	4%	(43)	16%	(157)	49%	(491)	999
Avid NBA fans	12%	(49)	25%	(98)	4%	(16)	6%	(22)	15%	(59)	38%	(148)	393
NFL fans	7%	(96)	17%	(228)	3%	(40)	4%	(49)	16%	(209)	52%	(685)	1307
Avid NFL fans	11%	(69)	19%	(119)	4%	(25)	5%	(32)	15%	(95)	45%	(282)	622
MLB fans	9%	(92)	18%	(192)	4%	(40)	3%	(37)	15%	(158)	52%	(554)	1073
Avid MLB fans	12%	(42)	23%	(81)	2%	(8)	4%	(13)	13%	(48)	47%	(167)	358
NHL fans	10%	(79)	21%	(167)	3%	(22)	4%	(29)	18%	(139)	44%	(345)	781
Avid NHL fans	15%	(32)	26%	(53)	3%	(7)	4%	(8)	14%	(29)	38%	(79)	208
Very favorable of NASCAR	25%	(67)	32%	(86)	4%	(11)	5%	(13)	13%	(34)	21%	(57)	267
Very favorable of Michael Jordan	11%	(73)	19%	(122)	4%	(25)	1%	(8)	13%	(85)	52%	(334)	646
Very favorable of NBA	15%	(69)	22%	(101)	4%	(17)	3%	(12)	13%	(61)	44%	(207)	466
Very favorable of Jordan Brand	18%	(65)	22%	(79)	3%	(11)	2%	(8)	13%	(46)	43%	(159)	368
Very favorable of Nike	11%	(76)	19%	(127)	4%	(24)	3%	(17)	11%	(75)	52%	(346)	665

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

Table MCSP3_19: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
David Ragan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(107)	12%	(267)	3%	(67)	2%	(38)	16%	(343)	63%	(1378)	2200
Gender: Male	6%	(66)	16%	(174)	5%	(49)	2%	(22)	16%	(175)	54%	(576)	1062
Gender: Female	4%	(41)	8%	(93)	2%	(18)	1%	(16)	15%	(168)	70%	(802)	1138
Age: 18-34	4%	(28)	13%	(85)	6%	(36)	2%	(16)	14%	(94)	60%	(395)	655
Age: 35-44	10%	(37)	16%	(58)	3%	(11)	2%	(6)	15%	(55)	53%	(191)	358
Age: 45-64	5%	(35)	10%	(77)	2%	(16)	2%	(14)	17%	(128)	64%	(481)	751
Age: 65+	2%	(7)	11%	(46)	1%	(4)	—	(2)	15%	(66)	71%	(311)	436
GenZers: 1997-2012	3%	(6)	11%	(21)	4%	(8)	3%	(5)	10%	(20)	69%	(133)	192
Millennials: 1981-1996	5%	(33)	13%	(81)	6%	(37)	2%	(13)	16%	(104)	58%	(366)	634
GenXers: 1965-1980	9%	(49)	16%	(87)	2%	(13)	2%	(11)	14%	(78)	57%	(311)	548
Baby Boomers: 1946-1964	3%	(19)	9%	(66)	1%	(8)	1%	(9)	18%	(131)	69%	(509)	741
PID: Dem (no lean)	6%	(53)	12%	(100)	3%	(30)	1%	(11)	13%	(109)	64%	(540)	843
PID: Ind (no lean)	2%	(15)	7%	(49)	2%	(14)	1%	(9)	16%	(107)	70%	(463)	657
PID: Rep (no lean)	6%	(39)	17%	(117)	3%	(24)	3%	(18)	18%	(127)	54%	(374)	700
PID/Gender: Dem Men	7%	(29)	16%	(65)	6%	(23)	2%	(9)	14%	(54)	55%	(217)	398
PID/Gender: Dem Women	6%	(25)	8%	(35)	1%	(6)	—	(1)	12%	(54)	73%	(323)	446
PID/Gender: Ind Men	2%	(8)	10%	(35)	3%	(11)	1%	(3)	16%	(54)	66%	(223)	335
PID/Gender: Ind Women	2%	(6)	4%	(14)	1%	(3)	2%	(6)	16%	(53)	75%	(241)	322
PID/Gender: Rep Men	9%	(29)	23%	(74)	5%	(15)	3%	(10)	20%	(66)	41%	(136)	329
PID/Gender: Rep Women	3%	(10)	12%	(43)	2%	(9)	2%	(9)	16%	(61)	64%	(239)	370
Ideo: Liberal (1-3)	5%	(32)	12%	(80)	4%	(27)	2%	(13)	12%	(77)	65%	(424)	653
Ideo: Moderate (4)	5%	(36)	12%	(81)	4%	(25)	1%	(9)	18%	(126)	60%	(416)	694
Ideo: Conservative (5-7)	5%	(38)	14%	(100)	2%	(15)	2%	(16)	17%	(122)	59%	(410)	701
Educ: < College	4%	(58)	10%	(155)	3%	(41)	2%	(28)	16%	(242)	65%	(988)	1512
Educ: Bachelors degree	5%	(22)	14%	(62)	4%	(19)	1%	(4)	17%	(75)	59%	(262)	444
Educ: Post-grad	11%	(26)	20%	(50)	3%	(8)	3%	(6)	11%	(26)	52%	(128)	244
Income: Under 50k	4%	(45)	11%	(130)	3%	(33)	2%	(27)	15%	(184)	65%	(795)	1214
Income: 50k-100k	5%	(34)	11%	(75)	3%	(22)	1%	(5)	17%	(113)	63%	(417)	665
Income: 100k+	8%	(27)	19%	(62)	4%	(13)	2%	(7)	14%	(46)	52%	(166)	321
Ethnicity: White	5%	(81)	11%	(193)	3%	(50)	2%	(29)	16%	(282)	63%	(1086)	1722
Ethnicity: Hispanic	4%	(15)	15%	(51)	2%	(7)	3%	(9)	17%	(59)	59%	(208)	349

Table MCSP3_19: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
David Ragan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(107)	12%	(267)	3%	(67)	2%	(38)	16%	(343)	63%	(1378)	2200
Ethnicity: Black	7%	(18)	16%	(43)	5%	(14)	1%	(4)	11%	(31)	60%	(164)	274
Ethnicity: Other	4%	(7)	15%	(30)	2%	(3)	2%	(5)	15%	(30)	63%	(128)	204
All Christian	5%	(53)	17%	(179)	2%	(25)	2%	(23)	15%	(159)	58%	(617)	1056
All Non-Christian	10%	(13)	12%	(16)	5%	(7)	2%	(2)	19%	(25)	52%	(68)	130
Atheist	5%	(5)	6%	(7)	3%	(4)	1%	(1)	11%	(13)	74%	(82)	111
Agnostic/Nothing in particular	3%	(17)	6%	(33)	5%	(25)	1%	(7)	16%	(83)	69%	(369)	534
Something Else	5%	(18)	9%	(32)	2%	(7)	2%	(6)	17%	(64)	66%	(242)	369
Religious Non-Protestant/Catholic	9%	(14)	11%	(17)	5%	(8)	1%	(2)	17%	(26)	57%	(90)	157
Evangelical	7%	(44)	16%	(101)	3%	(19)	2%	(14)	16%	(105)	56%	(360)	643
Non-Evangelical	3%	(25)	14%	(106)	1%	(11)	2%	(11)	15%	(113)	64%	(465)	731
Community: Urban	7%	(51)	15%	(106)	5%	(36)	2%	(16)	12%	(86)	58%	(404)	701
Community: Suburban	4%	(37)	11%	(106)	2%	(20)	1%	(10)	15%	(149)	67%	(656)	978
Community: Rural	4%	(19)	10%	(55)	2%	(12)	2%	(12)	21%	(107)	61%	(317)	522
Employ: Private Sector	9%	(58)	16%	(109)	4%	(30)	2%	(13)	14%	(96)	55%	(370)	676
Employ: Government	5%	(6)	14%	(18)	2%	(3)	2%	(3)	18%	(23)	59%	(76)	130
Employ: Self-Employed	5%	(9)	21%	(40)	2%	(4)	2%	(4)	17%	(32)	52%	(98)	187
Employ: Homemaker	3%	(4)	10%	(14)	3%	(4)	1%	(2)	15%	(22)	68%	(96)	141
Employ: Retired	3%	(15)	9%	(48)	2%	(10)	—	(3)	16%	(84)	69%	(362)	521
Employ: Unemployed	3%	(11)	8%	(28)	3%	(12)	3%	(10)	15%	(54)	68%	(240)	353
Employ: Other	2%	(3)	5%	(5)	5%	(5)	4%	(4)	17%	(19)	67%	(75)	112
Military HH: Yes	4%	(13)	11%	(33)	3%	(10)	3%	(9)	20%	(60)	59%	(180)	305
Military HH: No	5%	(94)	12%	(234)	3%	(57)	2%	(29)	15%	(282)	63%	(1198)	1895
RD/WT: Right Direction	8%	(57)	18%	(122)	5%	(33)	2%	(16)	18%	(126)	49%	(334)	688
RD/WT: Wrong Track	3%	(50)	10%	(145)	2%	(34)	1%	(22)	14%	(217)	69%	(1044)	1512
Trump Job Approve	6%	(55)	16%	(143)	3%	(31)	2%	(19)	17%	(154)	55%	(490)	891
Trump Job Disapprove	4%	(51)	10%	(124)	3%	(34)	2%	(19)	14%	(179)	67%	(834)	1240
Trump Job Strongly Approve	7%	(39)	15%	(83)	4%	(21)	2%	(9)	17%	(96)	55%	(301)	550
Trump Job Somewhat Approve	5%	(16)	17%	(59)	3%	(10)	3%	(10)	17%	(58)	55%	(189)	341
Trump Job Somewhat Disapprove	5%	(12)	16%	(39)	4%	(11)	1%	(2)	15%	(37)	59%	(147)	248
Trump Job Strongly Disapprove	4%	(39)	9%	(85)	2%	(23)	2%	(17)	14%	(142)	69%	(687)	993

Continued on next page

Table MCSP3_19: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
David Ragan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(107)	12%	(267)	3%	(67)	2%	(38)	16%	(343)	63%	(1378)	2200
Favorable of Trump	6%	(49)	16%	(142)	4%	(35)	2%	(20)	17%	(151)	55%	(479)	876
Unfavorable of Trump	4%	(54)	10%	(117)	2%	(27)	1%	(17)	15%	(182)	68%	(832)	1230
Very Favorable of Trump	8%	(45)	16%	(95)	4%	(23)	3%	(16)	18%	(103)	52%	(308)	590
Somewhat Favorable of Trump	2%	(5)	16%	(47)	4%	(12)	1%	(4)	17%	(47)	60%	(172)	286
Somewhat Unfavorable of Trump	5%	(11)	13%	(29)	2%	(3)	1%	(2)	16%	(35)	63%	(140)	220
Very Unfavorable of Trump	4%	(43)	9%	(88)	2%	(24)	2%	(15)	15%	(147)	69%	(693)	1009
#1 Issue: Economy	5%	(43)	15%	(116)	3%	(26)	2%	(15)	17%	(134)	58%	(462)	797
#1 Issue: Security	7%	(18)	13%	(35)	2%	(5)	3%	(7)	16%	(44)	60%	(167)	277
#1 Issue: Health Care	4%	(20)	10%	(46)	3%	(14)	1%	(5)	15%	(68)	67%	(309)	462
#1 Issue: Medicare / Social Security	4%	(12)	10%	(28)	2%	(6)	2%	(5)	16%	(45)	67%	(194)	290
#1 Issue: Women's Issues	5%	(4)	5%	(4)	1%	(1)	3%	(2)	13%	(10)	73%	(59)	80
#1 Issue: Education	4%	(3)	19%	(15)	4%	(3)	1%	(1)	20%	(16)	52%	(41)	79
#1 Issue: Energy	7%	(5)	16%	(13)	11%	(9)	3%	(2)	11%	(8)	52%	(41)	79
#1 Issue: Other	1%	(1)	7%	(9)	2%	(2)	—	(1)	13%	(17)	77%	(105)	136
2018 House Vote: Democrat	7%	(49)	14%	(104)	2%	(17)	1%	(9)	13%	(99)	63%	(478)	757
2018 House Vote: Republican	6%	(36)	18%	(115)	4%	(26)	2%	(15)	18%	(115)	52%	(328)	635
2016 Vote: Hillary Clinton	7%	(49)	14%	(105)	2%	(18)	1%	(11)	12%	(84)	64%	(465)	731
2016 Vote: Donald Trump	6%	(40)	17%	(116)	3%	(21)	2%	(13)	18%	(120)	54%	(365)	675
2016 Vote: Other	1%	(1)	5%	(6)	1%	(1)	1%	(1)	16%	(18)	76%	(85)	111
2016 Vote: Didn't Vote	3%	(17)	6%	(39)	4%	(27)	2%	(14)	18%	(121)	68%	(463)	681
Voted in 2014: Yes	7%	(82)	15%	(183)	3%	(34)	2%	(22)	16%	(193)	59%	(733)	1247
Voted in 2014: No	3%	(25)	9%	(84)	4%	(34)	2%	(16)	16%	(149)	68%	(645)	953
2012 Vote: Barack Obama	7%	(58)	13%	(115)	2%	(19)	2%	(15)	14%	(116)	62%	(535)	858
2012 Vote: Mitt Romney	5%	(23)	15%	(74)	4%	(18)	2%	(11)	18%	(87)	57%	(281)	493
2012 Vote: Didn't Vote	3%	(21)	9%	(73)	4%	(29)	2%	(12)	17%	(133)	66%	(533)	802
4-Region: Northeast	5%	(19)	13%	(51)	3%	(11)	1%	(6)	13%	(53)	65%	(255)	394
4-Region: Midwest	3%	(15)	9%	(42)	3%	(15)	1%	(6)	17%	(77)	67%	(308)	462
4-Region: South	6%	(47)	12%	(102)	4%	(29)	2%	(18)	18%	(148)	58%	(481)	824
4-Region: West	5%	(27)	14%	(72)	2%	(12)	2%	(9)	13%	(66)	64%	(335)	520
Sports fans	7%	(95)	16%	(218)	4%	(50)	2%	(28)	18%	(249)	53%	(718)	1358

Continued on next page

Table MCSP3_19: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
David Ragan

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(107)	12%	(267)	3%	(67)	2%	(38)	16%	(343)	63%	(1378)	2200
Avid Sports fans	13%	(66)	21%	(106)	5%	(24)	4%	(20)	16%	(81)	40%	(201)	498
White (non-hispanic) sports fans	7%	(66)	15%	(139)	4%	(33)	2%	(14)	19%	(170)	54%	(491)	913
Black (non-hispanic) sports fans	10%	(15)	17%	(26)	7%	(11)	3%	(4)	16%	(24)	47%	(70)	149
Hispanic sports fans	5%	(12)	18%	(44)	2%	(5)	4%	(9)	21%	(49)	50%	(120)	240
NASCAR fans	11%	(81)	29%	(213)	6%	(45)	2%	(17)	22%	(161)	30%	(223)	739
Avid NASCAR fans	20%	(38)	35%	(65)	9%	(17)	4%	(8)	16%	(31)	16%	(31)	189
NBA fans	7%	(72)	19%	(188)	4%	(45)	2%	(23)	17%	(173)	50%	(499)	999
Avid NBA fans	13%	(52)	25%	(97)	5%	(20)	3%	(10)	15%	(60)	39%	(154)	393
NFL fans	7%	(92)	16%	(211)	4%	(48)	2%	(29)	18%	(235)	53%	(692)	1307
Avid NFL fans	10%	(63)	18%	(112)	4%	(27)	3%	(19)	18%	(110)	47%	(291)	622
MLB fans	7%	(80)	17%	(185)	4%	(44)	2%	(25)	17%	(178)	52%	(562)	1073
Avid MLB fans	11%	(38)	19%	(69)	3%	(9)	2%	(9)	17%	(60)	48%	(172)	358
NHL fans	8%	(63)	21%	(160)	4%	(34)	2%	(18)	20%	(159)	45%	(348)	781
Avid NHL fans	13%	(27)	27%	(56)	5%	(10)	3%	(7)	13%	(28)	39%	(80)	208
Very favorable of NASCAR	26%	(70)	30%	(79)	5%	(14)	1%	(4)	16%	(43)	22%	(58)	267
Very favorable of Michael Jordan	10%	(66)	16%	(106)	4%	(28)	2%	(12)	13%	(84)	54%	(349)	646
Very favorable of NBA	14%	(64)	23%	(105)	3%	(13)	2%	(9)	14%	(64)	45%	(212)	466
Very favorable of Jordan Brand	16%	(59)	20%	(75)	3%	(13)	2%	(8)	16%	(59)	42%	(155)	368
Very favorable of Nike	10%	(67)	18%	(117)	5%	(30)	2%	(10)	12%	(80)	54%	(361)	665

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

Table MCSP3_20: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
John Hunter Nemechek

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(104)	12%	(266)	3%	(57)	2%	(54)	15%	(340)	63%	(1380)	2200
Gender: Male	6%	(64)	16%	(169)	3%	(35)	4%	(39)	17%	(176)	55%	(580)	1062
Gender: Female	4%	(40)	9%	(97)	2%	(22)	1%	(15)	14%	(164)	70%	(800)	1138
Age: 18-34	5%	(36)	10%	(68)	4%	(25)	5%	(30)	14%	(94)	61%	(402)	655
Age: 35-44	8%	(27)	19%	(69)	3%	(10)	2%	(9)	15%	(55)	53%	(189)	358
Age: 45-64	4%	(29)	12%	(87)	2%	(18)	1%	(10)	17%	(129)	64%	(478)	751
Age: 65+	3%	(12)	10%	(42)	1%	(5)	1%	(5)	14%	(61)	71%	(312)	436
GenZers: 1997-2012	3%	(6)	8%	(16)	3%	(6)	9%	(17)	12%	(23)	65%	(125)	192
Millennials: 1981-1996	6%	(37)	12%	(75)	4%	(24)	3%	(20)	16%	(103)	59%	(374)	634
GenXers: 1965-1980	7%	(39)	18%	(98)	3%	(15)	1%	(8)	14%	(77)	57%	(311)	548
Baby Boomers: 1946-1964	3%	(22)	9%	(67)	1%	(9)	1%	(9)	17%	(126)	68%	(507)	741
PID: Dem (no lean)	6%	(53)	12%	(97)	3%	(21)	2%	(16)	14%	(116)	64%	(540)	843
PID: Ind (no lean)	2%	(14)	7%	(49)	1%	(9)	2%	(14)	17%	(109)	70%	(461)	657
PID: Rep (no lean)	5%	(36)	17%	(120)	4%	(27)	3%	(23)	16%	(114)	54%	(379)	700
PID/Gender: Dem Men	8%	(31)	16%	(64)	3%	(10)	4%	(15)	15%	(60)	55%	(217)	398
PID/Gender: Dem Women	5%	(22)	7%	(33)	2%	(11)	—	(1)	13%	(56)	72%	(323)	446
PID/Gender: Ind Men	2%	(8)	9%	(32)	1%	(5)	4%	(12)	18%	(60)	65%	(218)	335
PID/Gender: Ind Women	2%	(6)	5%	(17)	1%	(4)	1%	(2)	15%	(49)	75%	(243)	322
PID/Gender: Rep Men	7%	(25)	22%	(73)	6%	(20)	4%	(12)	17%	(56)	44%	(144)	329
PID/Gender: Rep Women	3%	(12)	13%	(47)	2%	(7)	3%	(12)	16%	(59)	63%	(234)	370
Ideo: Liberal (1-3)	5%	(31)	12%	(75)	3%	(17)	3%	(21)	13%	(84)	65%	(424)	653
Ideo: Moderate (4)	4%	(29)	13%	(88)	3%	(24)	2%	(14)	18%	(122)	60%	(417)	694
Ideo: Conservative (5-7)	6%	(44)	14%	(96)	2%	(13)	2%	(15)	16%	(115)	60%	(419)	701
Educ: < College	4%	(61)	10%	(148)	3%	(39)	2%	(37)	15%	(233)	66%	(995)	1512
Educ: Bachelors degree	4%	(17)	16%	(72)	2%	(10)	2%	(9)	18%	(81)	58%	(256)	444
Educ: Post-grad	11%	(26)	19%	(47)	3%	(8)	3%	(8)	10%	(25)	53%	(130)	244
Income: Under 50k	4%	(44)	11%	(133)	3%	(33)	3%	(36)	15%	(184)	65%	(784)	1214
Income: 50k-100k	5%	(33)	10%	(69)	2%	(14)	2%	(15)	17%	(113)	63%	(421)	665
Income: 100k+	8%	(26)	20%	(64)	3%	(10)	1%	(3)	13%	(42)	55%	(175)	321
Ethnicity: White	5%	(78)	12%	(206)	2%	(39)	2%	(37)	16%	(275)	63%	(1087)	1722
Ethnicity: Hispanic	5%	(19)	13%	(46)	3%	(10)	4%	(13)	14%	(50)	60%	(211)	349

Continued on next page

Table MCSP3_20: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
John Hunter Nemechek

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(104)	12%	(266)	3%	(57)	2%	(54)	15%	(340)	63%	(1380)	2200
Ethnicity: Black	6%	(17)	12%	(32)	3%	(9)	4%	(12)	14%	(39)	60%	(166)	274
Ethnicity: Other	5%	(9)	14%	(28)	4%	(9)	2%	(5)	13%	(27)	62%	(127)	204
All Christian	6%	(58)	14%	(153)	3%	(29)	2%	(21)	16%	(166)	60%	(629)	1056
All Non-Christian	7%	(9)	17%	(22)	7%	(9)	3%	(4)	15%	(19)	51%	(67)	130
Atheist	4%	(4)	9%	(10)	1%	(1)	2%	(2)	13%	(15)	71%	(79)	111
Agnostic/Nothing in particular	3%	(17)	8%	(45)	2%	(10)	3%	(16)	15%	(78)	69%	(369)	534
Something Else	4%	(16)	10%	(36)	2%	(8)	3%	(11)	16%	(61)	64%	(237)	369
Religious Non-Protestant/Catholic	6%	(10)	15%	(23)	6%	(10)	3%	(4)	14%	(22)	56%	(88)	157
Evangelical	6%	(41)	15%	(99)	3%	(22)	3%	(20)	17%	(109)	55%	(351)	643
Non-Evangelical	4%	(30)	12%	(85)	2%	(11)	2%	(12)	15%	(112)	66%	(481)	731
Community: Urban	7%	(49)	15%	(107)	4%	(26)	3%	(22)	15%	(107)	55%	(389)	701
Community: Suburban	3%	(34)	10%	(102)	2%	(22)	2%	(16)	14%	(140)	68%	(664)	978
Community: Rural	4%	(21)	11%	(57)	2%	(9)	3%	(16)	18%	(93)	63%	(327)	522
Employ: Private Sector	7%	(49)	18%	(123)	3%	(19)	3%	(22)	15%	(101)	54%	(362)	676
Employ: Government	7%	(9)	9%	(12)	3%	(4)	1%	(1)	17%	(22)	63%	(82)	130
Employ: Self-Employed	7%	(14)	15%	(29)	2%	(3)	6%	(11)	18%	(33)	52%	(97)	187
Employ: Homemaker	4%	(6)	10%	(15)	1%	(1)	—	(0)	10%	(13)	75%	(105)	141
Employ: Retired	3%	(18)	9%	(44)	2%	(10)	1%	(5)	16%	(86)	69%	(359)	521
Employ: Unemployed	2%	(8)	9%	(30)	2%	(6)	2%	(8)	18%	(63)	67%	(238)	353
Employ: Other	—	(0)	9%	(10)	6%	(7)	2%	(3)	17%	(19)	66%	(73)	112
Military HH: Yes	4%	(11)	10%	(31)	4%	(12)	5%	(15)	18%	(55)	60%	(182)	305
Military HH: No	5%	(93)	12%	(235)	2%	(45)	2%	(39)	15%	(285)	63%	(1199)	1895
RD/WT: Right Direction	8%	(52)	18%	(127)	4%	(25)	3%	(23)	18%	(121)	49%	(340)	688
RD/WT: Wrong Track	3%	(51)	9%	(139)	2%	(32)	2%	(31)	14%	(219)	69%	(1040)	1512
Trump Job Approve	6%	(53)	16%	(144)	3%	(23)	3%	(29)	17%	(153)	55%	(489)	891
Trump Job Disapprove	4%	(50)	10%	(120)	2%	(31)	2%	(24)	15%	(182)	67%	(834)	1240
Trump Job Strongly Approve	8%	(42)	15%	(85)	3%	(18)	3%	(17)	16%	(85)	55%	(304)	550
Trump Job Somewhat Approve	3%	(12)	17%	(59)	2%	(5)	4%	(12)	20%	(68)	54%	(185)	341
Trump Job Somewhat Disapprove	5%	(13)	15%	(37)	3%	(8)	3%	(8)	18%	(44)	55%	(137)	248
Trump Job Strongly Disapprove	4%	(37)	8%	(82)	2%	(23)	2%	(16)	14%	(138)	70%	(697)	993

Continued on next page

Table MCSP3_20: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
John Hunter Nemechek

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(104)	12%	(266)	3%	(57)	2%	(54)	15%	(340)	63%	(1380)	2200
Favorable of Trump	6%	(51)	17%	(146)	3%	(24)	4%	(32)	16%	(144)	55%	(478)	876
Unfavorable of Trump	4%	(51)	9%	(108)	3%	(31)	1%	(16)	15%	(186)	68%	(838)	1230
Very Favorable of Trump	7%	(42)	16%	(95)	3%	(20)	4%	(26)	16%	(96)	53%	(310)	590
Somewhat Favorable of Trump	3%	(9)	18%	(51)	1%	(4)	2%	(6)	17%	(48)	59%	(168)	286
Somewhat Unfavorable of Trump	5%	(11)	14%	(30)	4%	(10)	—	(1)	19%	(41)	58%	(128)	220
Very Unfavorable of Trump	4%	(40)	8%	(77)	2%	(21)	2%	(15)	14%	(145)	70%	(711)	1009
#1 Issue: Economy	5%	(42)	15%	(118)	3%	(23)	3%	(27)	17%	(138)	56%	(448)	797
#1 Issue: Security	4%	(12)	11%	(31)	2%	(6)	3%	(8)	14%	(39)	65%	(180)	277
#1 Issue: Health Care	4%	(20)	11%	(51)	2%	(10)	1%	(5)	17%	(78)	65%	(298)	462
#1 Issue: Medicare / Social Security	5%	(14)	10%	(28)	1%	(4)	1%	(3)	14%	(42)	69%	(200)	290
#1 Issue: Women's Issues	5%	(4)	5%	(4)	1%	(1)	3%	(2)	10%	(8)	76%	(61)	80
#1 Issue: Education	6%	(5)	18%	(14)	4%	(3)	3%	(2)	17%	(14)	52%	(41)	79
#1 Issue: Energy	7%	(6)	13%	(10)	8%	(7)	7%	(6)	7%	(5)	57%	(45)	79
#1 Issue: Other	1%	(1)	7%	(9)	2%	(2)	—	(1)	12%	(16)	78%	(106)	136
2018 House Vote: Democrat	6%	(48)	13%	(97)	2%	(16)	2%	(17)	15%	(116)	61%	(464)	757
2018 House Vote: Republican	6%	(37)	18%	(113)	3%	(21)	3%	(19)	17%	(110)	53%	(335)	635
2016 Vote: Hillary Clinton	7%	(48)	13%	(93)	2%	(16)	1%	(9)	14%	(103)	63%	(462)	731
2016 Vote: Donald Trump	6%	(39)	18%	(118)	3%	(21)	2%	(17)	17%	(113)	54%	(368)	675
2016 Vote: Other	1%	(1)	5%	(6)	1%	(1)	1%	(1)	18%	(20)	74%	(83)	111
2016 Vote: Didn't Vote	2%	(16)	7%	(48)	3%	(19)	4%	(27)	15%	(105)	69%	(467)	681
Voted in 2014: Yes	6%	(76)	14%	(175)	2%	(31)	2%	(23)	17%	(210)	59%	(733)	1247
Voted in 2014: No	3%	(28)	10%	(91)	3%	(26)	3%	(31)	14%	(130)	68%	(647)	953
2012 Vote: Barack Obama	6%	(49)	14%	(118)	2%	(21)	1%	(10)	16%	(133)	61%	(527)	858
2012 Vote: Mitt Romney	6%	(31)	14%	(67)	3%	(13)	3%	(15)	18%	(88)	56%	(278)	493
2012 Vote: Didn't Vote	3%	(22)	9%	(73)	3%	(22)	4%	(28)	14%	(112)	68%	(545)	802
4-Region: Northeast	5%	(19)	12%	(47)	3%	(11)	2%	(7)	14%	(55)	65%	(255)	394
4-Region: Midwest	3%	(16)	9%	(44)	3%	(14)	2%	(9)	14%	(64)	68%	(316)	462
4-Region: South	5%	(39)	13%	(108)	2%	(18)	3%	(26)	20%	(167)	57%	(467)	824
4-Region: West	6%	(31)	13%	(67)	3%	(14)	2%	(12)	10%	(54)	66%	(342)	520
Sports fans	6%	(87)	16%	(219)	3%	(43)	3%	(36)	19%	(253)	53%	(719)	1358

Continued on next page

Table MCSP3_20: *Do you have a favorable or unfavorable opinion of each of the following NASCAR drivers?*
John Hunter Nemechek

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	5%	(104)	12%	(266)	3%	(57)	2%	(54)	15%	(340)	63%	(1380)	2200
Avid Sports fans	11%	(56)	24%	(119)	4%	(22)	3%	(14)	18%	(89)	40%	(199)	498
White (non-hispanic) sports fans	6%	(58)	16%	(146)	3%	(24)	2%	(17)	20%	(185)	53%	(484)	913
Black (non-hispanic) sports fans	9%	(13)	14%	(21)	4%	(7)	5%	(8)	15%	(22)	52%	(78)	149
Hispanic sports fans	6%	(15)	17%	(41)	4%	(10)	4%	(10)	16%	(39)	52%	(124)	240
NASCAR fans	11%	(78)	28%	(207)	4%	(33)	4%	(30)	24%	(181)	28%	(210)	739
Avid NASCAR fans	20%	(37)	36%	(68)	5%	(10)	3%	(6)	18%	(35)	18%	(34)	189
NBA fans	7%	(66)	18%	(184)	4%	(38)	3%	(32)	18%	(178)	50%	(502)	999
Avid NBA fans	11%	(42)	26%	(101)	4%	(16)	3%	(14)	17%	(68)	38%	(151)	393
NFL fans	7%	(86)	16%	(210)	3%	(39)	3%	(36)	18%	(237)	53%	(698)	1307
Avid NFL fans	10%	(59)	18%	(113)	3%	(21)	3%	(20)	19%	(116)	47%	(292)	622
MLB fans	7%	(74)	17%	(187)	3%	(36)	3%	(34)	18%	(192)	51%	(550)	1073
Avid MLB fans	11%	(39)	21%	(76)	3%	(9)	2%	(6)	18%	(63)	46%	(165)	358
NHL fans	8%	(63)	21%	(161)	3%	(24)	3%	(26)	19%	(147)	46%	(359)	781
Avid NHL fans	14%	(29)	23%	(47)	2%	(4)	6%	(12)	14%	(30)	41%	(85)	208
Very favorable of NASCAR	22%	(58)	31%	(83)	2%	(6)	2%	(5)	18%	(47)	25%	(68)	267
Very favorable of Michael Jordan	11%	(68)	16%	(104)	3%	(23)	3%	(17)	13%	(87)	54%	(347)	646
Very favorable of NBA	12%	(54)	22%	(102)	3%	(15)	3%	(13)	13%	(62)	47%	(220)	466
Very favorable of Jordan Brand	15%	(54)	20%	(73)	2%	(8)	2%	(8)	14%	(50)	48%	(176)	368
Very favorable of Nike	11%	(72)	18%	(120)	2%	(14)	3%	(21)	13%	(84)	53%	(353)	665

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

Table MCSP4: *Generally speaking, would you be more or less interested in NASCAR if its drivers, crew members and team owners were more racially or ethnically diverse?*

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Don't know / No opinion		Total N
Adults	11%	(252)	10%	(221)	49%	(1084)	2%	(50)	9%	(202)	18%	(390)	2200
Gender: Male	14%	(151)	13%	(135)	49%	(522)	3%	(27)	9%	(96)	12%	(131)	1062
Gender: Female	9%	(101)	8%	(87)	49%	(562)	2%	(23)	9%	(107)	23%	(259)	1138
Age: 18-34	20%	(130)	14%	(91)	37%	(242)	3%	(23)	7%	(47)	19%	(122)	655
Age: 35-44	15%	(55)	16%	(58)	42%	(151)	3%	(12)	9%	(32)	14%	(49)	358
Age: 45-64	7%	(52)	8%	(57)	57%	(426)	2%	(12)	11%	(81)	16%	(123)	751
Age: 65+	4%	(16)	3%	(15)	61%	(265)	1%	(3)	10%	(43)	22%	(94)	436
GenZers: 1997-2012	20%	(38)	9%	(18)	34%	(66)	6%	(12)	9%	(17)	21%	(41)	192
Millennials: 1981-1996	18%	(117)	16%	(99)	40%	(255)	3%	(18)	7%	(45)	16%	(100)	634
GenXers: 1965-1980	12%	(67)	12%	(66)	45%	(246)	3%	(15)	10%	(57)	18%	(97)	548
Baby Boomers: 1946-1964	4%	(28)	5%	(34)	62%	(462)	1%	(4)	10%	(77)	18%	(136)	741
PID: Dem (no lean)	16%	(135)	13%	(113)	46%	(390)	2%	(19)	7%	(57)	15%	(127)	843
PID: Ind (no lean)	8%	(54)	7%	(49)	52%	(340)	2%	(14)	8%	(52)	23%	(148)	657
PID: Rep (no lean)	9%	(63)	9%	(60)	51%	(353)	2%	(16)	13%	(93)	16%	(114)	700
PID/Gender: Dem Men	20%	(78)	15%	(61)	45%	(181)	3%	(13)	7%	(27)	9%	(37)	398
PID/Gender: Dem Women	13%	(57)	12%	(52)	47%	(210)	1%	(6)	7%	(30)	20%	(90)	446
PID/Gender: Ind Men	8%	(26)	8%	(28)	55%	(184)	2%	(8)	7%	(25)	19%	(64)	335
PID/Gender: Ind Women	9%	(28)	6%	(21)	48%	(156)	2%	(6)	9%	(27)	26%	(85)	322
PID/Gender: Rep Men	14%	(47)	14%	(46)	48%	(157)	2%	(6)	13%	(44)	9%	(30)	329
PID/Gender: Rep Women	4%	(16)	4%	(14)	53%	(197)	3%	(10)	13%	(49)	23%	(84)	370
Ideo: Liberal (1-3)	17%	(113)	16%	(105)	47%	(304)	3%	(19)	4%	(25)	13%	(86)	653
Ideo: Moderate (4)	11%	(78)	10%	(71)	50%	(348)	2%	(13)	7%	(51)	19%	(133)	694
Ideo: Conservative (5-7)	7%	(49)	6%	(41)	55%	(382)	2%	(16)	16%	(112)	14%	(101)	701
Educ: < College	9%	(138)	7%	(109)	50%	(749)	3%	(40)	10%	(158)	21%	(317)	1512
Educ: Bachelors degree	13%	(60)	14%	(62)	53%	(233)	1%	(4)	7%	(32)	12%	(52)	444
Educ: Post-grad	22%	(54)	21%	(50)	41%	(101)	2%	(5)	5%	(12)	9%	(21)	244
Income: Under 50k	10%	(116)	9%	(105)	47%	(574)	3%	(35)	10%	(126)	21%	(258)	1214
Income: 50k-100k	12%	(80)	10%	(66)	54%	(358)	1%	(9)	8%	(52)	15%	(100)	665
Income: 100k+	18%	(57)	16%	(50)	47%	(151)	2%	(6)	8%	(25)	10%	(32)	321
Ethnicity: White	9%	(161)	9%	(159)	53%	(914)	2%	(37)	9%	(153)	17%	(297)	1722

Table MCSP4: *Generally speaking, would you be more or less interested in NASCAR if its drivers, crew members and team owners were more racially or ethnically diverse?*

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Don't know / No opinion		Total N
Adults	11%	(252)	10%	(221)	49%	(1084)	2%	(50)	9%	(202)	18%	(390)	2200
Ethnicity: Hispanic	21%	(73)	12%	(41)	37%	(131)	2%	(6)	7%	(25)	21%	(74)	349
Ethnicity: Black	24%	(65)	14%	(37)	31%	(86)	3%	(8)	11%	(30)	17%	(48)	274
Ethnicity: Other	13%	(26)	12%	(25)	41%	(83)	2%	(5)	10%	(20)	22%	(45)	204
All Christian	12%	(130)	10%	(105)	52%	(549)	2%	(22)	10%	(103)	14%	(147)	1056
All Non-Christian	18%	(23)	18%	(23)	39%	(51)	3%	(4)	9%	(12)	13%	(17)	130
Atheist	10%	(12)	12%	(13)	54%	(60)	4%	(4)	1%	(1)	19%	(21)	111
Agnostic/Nothing in particular	9%	(46)	11%	(57)	51%	(271)	2%	(12)	9%	(49)	19%	(100)	534
Something Else	11%	(42)	6%	(23)	42%	(154)	2%	(9)	10%	(37)	28%	(104)	369
Religious Non-Protestant/Catholic	15%	(23)	17%	(27)	41%	(64)	4%	(6)	11%	(17)	13%	(21)	157
Evangelical	16%	(100)	10%	(66)	46%	(293)	2%	(12)	12%	(79)	14%	(93)	643
Non-Evangelical	9%	(65)	8%	(56)	53%	(385)	2%	(16)	8%	(56)	21%	(153)	731
Community: Urban	19%	(130)	16%	(109)	37%	(261)	1%	(7)	9%	(63)	19%	(130)	701
Community: Suburban	9%	(91)	8%	(77)	54%	(527)	2%	(22)	9%	(91)	17%	(170)	978
Community: Rural	6%	(31)	7%	(35)	57%	(296)	4%	(20)	9%	(49)	17%	(91)	522
Employ: Private Sector	18%	(123)	15%	(100)	44%	(300)	2%	(13)	7%	(50)	13%	(91)	676
Employ: Government	14%	(18)	11%	(14)	45%	(59)	1%	(2)	8%	(11)	21%	(27)	130
Employ: Self-Employed	16%	(30)	14%	(27)	48%	(89)	6%	(11)	5%	(10)	11%	(20)	187
Employ: Homemaker	6%	(8)	5%	(7)	53%	(74)	5%	(7)	12%	(17)	19%	(27)	141
Employ: Retired	4%	(22)	5%	(27)	61%	(316)	1%	(6)	10%	(50)	19%	(101)	521
Employ: Unemployed	9%	(33)	9%	(32)	44%	(157)	2%	(7)	12%	(43)	23%	(81)	353
Employ: Other	11%	(12)	9%	(10)	49%	(54)	3%	(3)	11%	(13)	17%	(19)	112
Military HH: Yes	8%	(26)	8%	(24)	53%	(162)	3%	(9)	9%	(29)	18%	(56)	305
Military HH: No	12%	(226)	10%	(197)	49%	(922)	2%	(41)	9%	(174)	18%	(334)	1895
RD/WT: Right Direction	12%	(85)	10%	(72)	46%	(313)	2%	(13)	14%	(93)	16%	(112)	688
RD/WT: Wrong Track	11%	(167)	10%	(150)	51%	(771)	2%	(37)	7%	(109)	18%	(278)	1512
Trump Job Approve	10%	(91)	8%	(70)	49%	(437)	2%	(18)	13%	(116)	18%	(160)	891
Trump Job Disapprove	13%	(158)	12%	(149)	51%	(627)	3%	(31)	6%	(80)	16%	(195)	1240

Continued on next page

Table MCSP4: *Generally speaking, would you be more or less interested in NASCAR if its drivers, crew members and team owners were more racially or ethnically diverse?*

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Don't know / No opinion		Total N
Adults	11%	(252)	10%	(221)	49%	(1084)	2%	(50)	9%	(202)	18%	(390)	2200
Trump Job Strongly Approve	11%	(63)	6%	(32)	46%	(250)	2%	(11)	18%	(101)	17%	(94)	550
Trump Job Somewhat Approve	8%	(28)	11%	(38)	55%	(186)	2%	(7)	5%	(16)	19%	(66)	341
Trump Job Somewhat Disapprove	11%	(28)	13%	(31)	52%	(128)	7%	(16)	5%	(13)	13%	(32)	248
Trump Job Strongly Disapprove	13%	(130)	12%	(118)	50%	(500)	2%	(15)	7%	(67)	16%	(164)	993
Favorable of Trump	10%	(91)	8%	(69)	49%	(433)	2%	(18)	14%	(119)	17%	(147)	876
Unfavorable of Trump	13%	(159)	12%	(145)	51%	(624)	2%	(25)	6%	(76)	16%	(200)	1230
Very Favorable of Trump	12%	(72)	7%	(42)	46%	(269)	2%	(12)	17%	(100)	16%	(94)	590
Somewhat Favorable of Trump	7%	(19)	9%	(27)	57%	(164)	2%	(6)	6%	(18)	18%	(53)	286
Somewhat Unfavorable of Trump	10%	(21)	13%	(28)	54%	(119)	4%	(10)	6%	(12)	14%	(30)	220
Very Unfavorable of Trump	14%	(137)	12%	(117)	50%	(505)	2%	(15)	6%	(64)	17%	(171)	1009
#1 Issue: Economy	12%	(94)	12%	(93)	48%	(384)	3%	(25)	7%	(55)	18%	(147)	797
#1 Issue: Security	8%	(23)	4%	(11)	48%	(132)	2%	(6)	17%	(47)	21%	(58)	277
#1 Issue: Health Care	12%	(55)	13%	(59)	52%	(240)	2%	(7)	8%	(36)	14%	(65)	462
#1 Issue: Medicare / Social Security	11%	(31)	6%	(17)	52%	(150)	—	(1)	13%	(37)	19%	(54)	290
#1 Issue: Women's Issues	8%	(6)	14%	(11)	39%	(31)	4%	(4)	12%	(9)	23%	(18)	80
#1 Issue: Education	16%	(12)	14%	(11)	38%	(30)	1%	(0)	11%	(9)	21%	(17)	79
#1 Issue: Energy	21%	(17)	15%	(12)	46%	(36)	5%	(4)	2%	(2)	12%	(9)	79
#1 Issue: Other	10%	(14)	6%	(8)	60%	(81)	2%	(3)	6%	(8)	16%	(22)	136
2018 House Vote: Democrat	16%	(120)	15%	(111)	48%	(365)	1%	(11)	7%	(50)	13%	(100)	757
2018 House Vote: Republican	9%	(56)	9%	(56)	52%	(328)	3%	(17)	13%	(83)	15%	(97)	635
2016 Vote: Hillary Clinton	17%	(125)	14%	(104)	47%	(347)	1%	(8)	6%	(47)	14%	(100)	731
2016 Vote: Donald Trump	7%	(49)	8%	(55)	54%	(362)	3%	(17)	14%	(96)	14%	(95)	675
2016 Vote: Other	1%	(1)	10%	(12)	64%	(71)	1%	(1)	2%	(2)	21%	(23)	111
2016 Vote: Didn't Vote	11%	(77)	7%	(50)	44%	(303)	3%	(23)	8%	(57)	25%	(172)	681
Voted in 2014: Yes	11%	(135)	12%	(144)	51%	(639)	2%	(19)	10%	(127)	15%	(182)	1247
Voted in 2014: No	12%	(117)	8%	(77)	47%	(445)	3%	(31)	8%	(75)	22%	(207)	953
2012 Vote: Barack Obama	14%	(116)	14%	(123)	50%	(427)	1%	(10)	8%	(67)	13%	(116)	858
2012 Vote: Mitt Romney	5%	(22)	5%	(27)	59%	(293)	3%	(15)	13%	(62)	15%	(75)	493
2012 Vote: Didn't Vote	14%	(111)	8%	(67)	42%	(336)	3%	(25)	9%	(68)	24%	(194)	802

Table MCSP4: *Generally speaking, would you be more or less interested in NASCAR if its drivers, crew members and team owners were more racially or ethnically diverse?*

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Don't know / No opinion		Total N
Adults	11%	(252)	10%	(221)	49%	(1084)	2%	(50)	9%	(202)	18%	(390)	2200
4-Region: Northeast	11%	(44)	11%	(43)	48%	(190)	1%	(4)	8%	(32)	20%	(81)	394
4-Region: Midwest	6%	(27)	7%	(30)	57%	(264)	3%	(15)	10%	(44)	18%	(82)	462
4-Region: South	12%	(96)	10%	(79)	49%	(407)	2%	(20)	10%	(86)	17%	(136)	824
4-Region: West	16%	(85)	13%	(69)	43%	(223)	2%	(11)	8%	(40)	18%	(92)	520
Sports fans	16%	(212)	13%	(182)	49%	(663)	2%	(28)	7%	(91)	13%	(182)	1358
Avid Sports fans	24%	(119)	18%	(89)	38%	(187)	2%	(11)	8%	(38)	11%	(53)	498
White (non-hispanic) sports fans	11%	(104)	12%	(109)	55%	(500)	1%	(12)	7%	(64)	14%	(124)	913
Black (non-hispanic) sports fans	27%	(40)	17%	(25)	33%	(48)	4%	(6)	5%	(8)	14%	(21)	149
Hispanic sports fans	26%	(61)	16%	(37)	39%	(92)	2%	(6)	6%	(15)	12%	(28)	240
NASCAR fans	22%	(160)	16%	(118)	43%	(322)	4%	(26)	7%	(48)	9%	(66)	739
Avid NASCAR fans	35%	(67)	13%	(25)	35%	(67)	3%	(6)	7%	(14)	5%	(10)	189
NBA fans	19%	(186)	17%	(168)	44%	(440)	2%	(24)	6%	(60)	12%	(121)	999
Avid NBA fans	27%	(106)	20%	(80)	33%	(131)	3%	(12)	7%	(26)	10%	(39)	393
NFL fans	15%	(201)	13%	(164)	50%	(657)	2%	(27)	7%	(92)	13%	(166)	1307
Avid NFL fans	19%	(118)	13%	(80)	47%	(292)	2%	(14)	8%	(49)	11%	(68)	622
MLB fans	15%	(165)	13%	(135)	50%	(539)	2%	(23)	7%	(73)	13%	(140)	1073
Avid MLB fans	20%	(72)	11%	(41)	43%	(153)	1%	(3)	9%	(33)	15%	(55)	358
NHL fans	19%	(149)	14%	(112)	47%	(365)	2%	(19)	6%	(47)	11%	(90)	781
Avid NHL fans	29%	(60)	13%	(27)	35%	(72)	4%	(7)	8%	(16)	12%	(26)	208
Very favorable of NASCAR	35%	(94)	10%	(26)	41%	(108)	1%	(3)	7%	(19)	6%	(17)	267
Very favorable of Michael Jordan	22%	(141)	14%	(93)	42%	(274)	2%	(10)	7%	(47)	13%	(82)	646
Very favorable of NBA	27%	(125)	20%	(95)	34%	(159)	2%	(8)	5%	(22)	13%	(58)	466
Very favorable of Jordan Brand	33%	(122)	16%	(60)	31%	(113)	3%	(10)	5%	(19)	12%	(44)	368
Very favorable of Nike	24%	(161)	15%	(98)	36%	(237)	2%	(14)	6%	(43)	17%	(110)	665

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

Table MCSP5: *How much have you seen, read or heard about Michael Jordan becoming a NASCAR team owner beginning next season, and signing Bubba Wallace as his driver?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(197)	20%	(446)	16%	(363)	54%	(1195)	2200
Gender: Male	12%	(129)	27%	(290)	18%	(186)	43%	(456)	1062
Gender: Female	6%	(67)	14%	(156)	16%	(177)	65%	(738)	1138
Age: 18-34	13%	(88)	19%	(125)	17%	(112)	50%	(331)	655
Age: 35-44	12%	(44)	26%	(93)	15%	(52)	47%	(168)	358
Age: 45-64	7%	(50)	18%	(138)	18%	(137)	57%	(426)	751
Age: 65+	3%	(15)	21%	(90)	14%	(62)	62%	(270)	436
GenZers: 1997-2012	8%	(16)	14%	(27)	21%	(41)	56%	(108)	192
Millennials: 1981-1996	14%	(87)	22%	(141)	16%	(103)	48%	(303)	634
GenXers: 1965-1980	11%	(59)	20%	(112)	17%	(91)	52%	(287)	548
Baby Boomers: 1946-1964	4%	(32)	20%	(145)	16%	(117)	60%	(447)	741
PID: Dem (no lean)	9%	(78)	21%	(178)	15%	(127)	55%	(460)	843
PID: Ind (no lean)	5%	(35)	17%	(112)	19%	(123)	59%	(386)	657
PID: Rep (no lean)	12%	(83)	22%	(155)	16%	(112)	50%	(349)	700
PID/Gender: Dem Men	13%	(51)	28%	(110)	15%	(59)	45%	(177)	398
PID/Gender: Dem Women	6%	(26)	15%	(68)	15%	(68)	63%	(283)	446
PID/Gender: Ind Men	7%	(22)	23%	(77)	21%	(72)	49%	(164)	335
PID/Gender: Ind Women	4%	(13)	11%	(35)	16%	(52)	69%	(223)	322
PID/Gender: Rep Men	17%	(56)	31%	(102)	17%	(55)	35%	(116)	329
PID/Gender: Rep Women	7%	(27)	14%	(53)	15%	(57)	63%	(233)	370
Ideo: Liberal (1-3)	12%	(76)	22%	(145)	17%	(108)	50%	(324)	653
Ideo: Moderate (4)	6%	(45)	22%	(150)	16%	(111)	56%	(388)	694
Ideo: Conservative (5-7)	10%	(73)	20%	(141)	15%	(104)	54%	(382)	701
Educ: < College	7%	(112)	17%	(259)	16%	(242)	59%	(899)	1512
Educ: Bachelors degree	10%	(46)	26%	(115)	17%	(76)	47%	(207)	444
Educ: Post-grad	16%	(39)	29%	(71)	18%	(45)	36%	(88)	244
Income: Under 50k	7%	(88)	17%	(212)	17%	(212)	58%	(701)	1214
Income: 50k-100k	9%	(62)	22%	(149)	15%	(97)	54%	(357)	665
Income: 100k+	14%	(46)	26%	(84)	17%	(54)	43%	(137)	321
Ethnicity: White	8%	(145)	20%	(343)	17%	(286)	55%	(948)	1722
Ethnicity: Hispanic	13%	(44)	18%	(63)	15%	(54)	54%	(188)	349
Ethnicity: Black	12%	(34)	24%	(65)	15%	(41)	49%	(134)	274

Table MCSP5: *How much have you seen, read or heard about Michael Jordan becoming a NASCAR team owner beginning next season, and signing Bubba Wallace as his driver?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(197)	20%	(446)	16%	(363)	54%	(1195)	2200
Ethnicity: Other	9%	(18)	18%	(37)	18%	(36)	55%	(113)	204
All Christian	10%	(109)	23%	(247)	15%	(157)	51%	(544)	1056
All Non-Christian	12%	(16)	21%	(28)	23%	(30)	44%	(57)	130
Atheist	2%	(2)	22%	(24)	17%	(19)	59%	(66)	111
Agnostic/Nothing in particular	6%	(31)	18%	(96)	15%	(82)	61%	(325)	534
Something Else	10%	(38)	14%	(52)	20%	(75)	55%	(204)	369
Religious Non-Protestant/Catholic	12%	(19)	20%	(31)	19%	(30)	49%	(77)	157
Evangelical	13%	(84)	22%	(139)	15%	(96)	50%	(323)	643
Non-Evangelical	7%	(52)	21%	(154)	18%	(130)	54%	(394)	731
Community: Urban	11%	(80)	26%	(184)	17%	(122)	45%	(314)	701
Community: Suburban	8%	(79)	18%	(174)	17%	(164)	57%	(560)	978
Community: Rural	7%	(37)	17%	(87)	15%	(77)	61%	(320)	522
Employ: Private Sector	13%	(87)	26%	(176)	17%	(112)	45%	(301)	676
Employ: Government	12%	(16)	15%	(19)	17%	(23)	55%	(72)	130
Employ: Self-Employed	13%	(24)	24%	(44)	16%	(31)	47%	(88)	187
Employ: Homemaker	9%	(12)	10%	(14)	13%	(18)	69%	(96)	141
Employ: Retired	6%	(29)	21%	(109)	15%	(79)	58%	(304)	521
Employ: Unemployed	5%	(19)	16%	(55)	20%	(71)	59%	(209)	353
Employ: Other	7%	(8)	17%	(19)	14%	(16)	62%	(69)	112
Military HH: Yes	12%	(37)	22%	(66)	13%	(39)	53%	(162)	305
Military HH: No	8%	(160)	20%	(379)	17%	(324)	54%	(1032)	1895
RD/WT: Right Direction	13%	(92)	24%	(167)	17%	(114)	46%	(315)	688
RD/WT: Wrong Track	7%	(104)	18%	(279)	16%	(249)	58%	(880)	1512
Trump Job Approve	12%	(107)	21%	(189)	16%	(146)	50%	(450)	891
Trump Job Disapprove	7%	(85)	20%	(249)	16%	(199)	57%	(707)	1240
Trump Job Strongly Approve	15%	(85)	20%	(109)	15%	(85)	49%	(272)	550
Trump Job Somewhat Approve	6%	(22)	24%	(80)	18%	(61)	52%	(178)	341
Trump Job Somewhat Disapprove	6%	(15)	23%	(57)	23%	(56)	48%	(119)	248
Trump Job Strongly Disapprove	7%	(70)	19%	(192)	14%	(144)	59%	(588)	993
Favorable of Trump	12%	(109)	21%	(188)	16%	(143)	50%	(436)	876
Unfavorable of Trump	6%	(78)	20%	(244)	17%	(206)	57%	(701)	1230

Table MCSP5: *How much have you seen, read or heard about Michael Jordan becoming a NASCAR team owner beginning next season, and signing Bubba Wallace as his driver?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(197)	20%	(446)	16%	(363)	54%	(1195)	2200
Very Favorable of Trump	15%	(88)	21%	(126)	16%	(96)	47%	(280)	590
Somewhat Favorable of Trump	7%	(21)	22%	(62)	17%	(47)	54%	(156)	286
Somewhat Unfavorable of Trump	4%	(10)	23%	(50)	27%	(60)	45%	(100)	220
Very Unfavorable of Trump	7%	(68)	19%	(194)	14%	(146)	60%	(601)	1009
#1 Issue: Economy	10%	(80)	22%	(175)	17%	(133)	51%	(409)	797
#1 Issue: Security	10%	(28)	19%	(53)	14%	(38)	57%	(159)	277
#1 Issue: Health Care	7%	(32)	22%	(103)	19%	(89)	52%	(238)	462
#1 Issue: Medicare / Social Security	6%	(17)	20%	(59)	14%	(41)	60%	(174)	290
#1 Issue: Women's Issues	9%	(7)	9%	(8)	13%	(10)	69%	(55)	80
#1 Issue: Education	14%	(11)	17%	(13)	22%	(18)	47%	(37)	79
#1 Issue: Energy	11%	(9)	18%	(14)	18%	(14)	53%	(41)	79
#1 Issue: Other	10%	(13)	15%	(21)	15%	(20)	60%	(82)	136
2018 House Vote: Democrat	10%	(74)	25%	(186)	15%	(115)	50%	(382)	757
2018 House Vote: Republican	13%	(82)	24%	(151)	18%	(115)	45%	(288)	635
2016 Vote: Hillary Clinton	11%	(79)	24%	(174)	16%	(118)	49%	(360)	731
2016 Vote: Donald Trump	10%	(70)	23%	(157)	17%	(114)	49%	(333)	675
2016 Vote: Other	1%	(1)	16%	(18)	13%	(14)	70%	(77)	111
2016 Vote: Didn't Vote	7%	(46)	14%	(96)	17%	(116)	62%	(423)	681
Voted in 2014: Yes	10%	(122)	23%	(290)	16%	(204)	51%	(632)	1247
Voted in 2014: No	8%	(75)	16%	(156)	17%	(159)	59%	(563)	953
2012 Vote: Barack Obama	9%	(79)	24%	(204)	18%	(151)	50%	(425)	858
2012 Vote: Mitt Romney	9%	(44)	21%	(105)	17%	(84)	53%	(261)	493
2012 Vote: Didn't Vote	9%	(71)	16%	(125)	15%	(120)	61%	(486)	802
4-Region: Northeast	8%	(33)	21%	(83)	17%	(67)	54%	(211)	394
4-Region: Midwest	6%	(29)	17%	(81)	19%	(87)	57%	(265)	462
4-Region: South	10%	(84)	21%	(173)	16%	(129)	53%	(438)	824
4-Region: West	10%	(51)	21%	(109)	15%	(80)	54%	(280)	520
Sports fans	12%	(165)	28%	(374)	18%	(243)	42%	(576)	1358
Avid Sports fans	22%	(110)	34%	(171)	15%	(73)	29%	(145)	498

Table MCSP5: *How much have you seen, read or heard about Michael Jordan becoming a NASCAR team owner beginning next season, and signing Bubba Wallace as his driver?*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(197)	20%	(446)	16%	(363)	54%	(1195)	2200
White (non-hispanic) sports fans	10%	(91)	28%	(259)	18%	(163)	44%	(401)	913
Black (non-hispanic) sports fans	21%	(32)	30%	(44)	17%	(25)	32%	(47)	149
Hispanic sports fans	16%	(37)	24%	(57)	18%	(43)	43%	(103)	240
NASCAR fans	18%	(130)	34%	(248)	16%	(116)	33%	(244)	739
Avid NASCAR fans	34%	(64)	34%	(63)	7%	(13)	26%	(49)	189
NBA fans	14%	(136)	30%	(302)	17%	(165)	40%	(396)	999
Avid NBA fans	23%	(89)	36%	(140)	15%	(58)	27%	(106)	393
NFL fans	12%	(163)	26%	(343)	17%	(220)	44%	(581)	1307
Avid NFL fans	16%	(101)	30%	(189)	14%	(87)	39%	(245)	622
MLB fans	13%	(144)	29%	(313)	16%	(173)	41%	(444)	1073
Avid MLB fans	19%	(67)	29%	(103)	16%	(56)	37%	(131)	358
NHL fans	16%	(122)	30%	(237)	16%	(124)	38%	(298)	781
Avid NHL fans	26%	(54)	29%	(61)	14%	(29)	31%	(64)	208
Very favorable of NASCAR	30%	(80)	32%	(84)	11%	(28)	28%	(75)	267
Very favorable of Michael Jordan	18%	(114)	23%	(149)	17%	(109)	42%	(274)	646
Very favorable of NBA	23%	(108)	30%	(139)	15%	(69)	32%	(151)	466
Very favorable of Jordan Brand	26%	(97)	29%	(108)	13%	(47)	32%	(117)	368
Very favorable of Nike	17%	(113)	23%	(153)	16%	(105)	44%	(293)	665

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

Table MCSP6: *As you may know, Michael Jordan is forming an auto racing team to begin competing in NASCAR's Cup Series next season and has signed Bubba Wallace, the sport's only Black driver, to drive for his team. Based on what you know now, are you more or less interested in NASCAR?*

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Don't know / No opinion		Total N
Adults	12%	(269)	17%	(378)	48%	(1067)	2%	(35)	10%	(209)	11%	(242)	2200
Gender: Male	17%	(181)	18%	(190)	48%	(510)	2%	(24)	8%	(88)	7%	(69)	1062
Gender: Female	8%	(88)	17%	(188)	49%	(557)	1%	(11)	11%	(121)	15%	(173)	1138
Age: 18-34	19%	(126)	25%	(163)	34%	(224)	2%	(13)	6%	(41)	14%	(89)	655
Age: 35-44	19%	(69)	23%	(83)	41%	(146)	2%	(6)	7%	(26)	8%	(27)	358
Age: 45-64	7%	(56)	13%	(98)	55%	(412)	2%	(12)	12%	(89)	11%	(85)	751
Age: 65+	4%	(18)	8%	(35)	65%	(283)	1%	(4)	12%	(54)	10%	(42)	436
GenZers: 1997-2012	15%	(28)	28%	(53)	32%	(61)	2%	(3)	6%	(11)	18%	(35)	192
Millennials: 1981-1996	19%	(120)	25%	(156)	36%	(229)	2%	(13)	7%	(43)	11%	(72)	634
GenXers: 1965-1980	16%	(87)	17%	(91)	45%	(247)	2%	(9)	11%	(60)	10%	(54)	548
Baby Boomers: 1946-1964	4%	(29)	9%	(69)	64%	(472)	1%	(10)	11%	(85)	10%	(76)	741
PID: Dem (no lean)	16%	(131)	23%	(193)	44%	(367)	1%	(10)	7%	(56)	10%	(85)	843
PID: Ind (no lean)	8%	(49)	14%	(95)	53%	(348)	2%	(11)	7%	(48)	16%	(106)	657
PID: Rep (no lean)	13%	(88)	13%	(90)	50%	(351)	2%	(14)	15%	(105)	7%	(51)	700
PID/Gender: Dem Men	22%	(89)	21%	(84)	42%	(168)	1%	(4)	7%	(28)	6%	(24)	398
PID/Gender: Dem Women	9%	(42)	25%	(109)	45%	(199)	1%	(6)	6%	(28)	14%	(61)	446
PID/Gender: Ind Men	9%	(30)	16%	(53)	56%	(187)	3%	(9)	7%	(22)	11%	(35)	335
PID/Gender: Ind Women	6%	(19)	13%	(42)	50%	(161)	1%	(2)	8%	(26)	22%	(71)	322
PID/Gender: Rep Men	19%	(61)	16%	(54)	47%	(155)	3%	(11)	12%	(38)	3%	(10)	329
PID/Gender: Rep Women	7%	(27)	10%	(36)	53%	(196)	1%	(3)	18%	(67)	11%	(41)	370
Ideo: Liberal (1-3)	17%	(114)	24%	(158)	43%	(282)	1%	(8)	4%	(28)	10%	(63)	653
Ideo: Moderate (4)	11%	(75)	19%	(131)	50%	(345)	2%	(11)	8%	(58)	11%	(74)	694
Ideo: Conservative (5-7)	10%	(68)	10%	(71)	55%	(385)	2%	(15)	16%	(111)	7%	(51)	701
Educ: < College	10%	(150)	15%	(223)	50%	(753)	1%	(22)	12%	(176)	12%	(189)	1512
Educ: Bachelors degree	15%	(68)	20%	(88)	49%	(216)	2%	(7)	5%	(24)	9%	(41)	444
Educ: Post-grad	21%	(51)	28%	(67)	40%	(98)	2%	(6)	4%	(9)	5%	(13)	244
Income: Under 50k	11%	(128)	17%	(206)	45%	(548)	2%	(21)	11%	(138)	14%	(173)	1214
Income: 50k-100k	12%	(79)	16%	(103)	57%	(377)	2%	(11)	7%	(49)	7%	(46)	665
Income: 100k+	19%	(61)	22%	(69)	44%	(142)	1%	(4)	7%	(22)	7%	(23)	321
Ethnicity: White	10%	(167)	17%	(285)	52%	(898)	2%	(27)	10%	(166)	10%	(178)	1722

Table MCSP6: *As you may know, Michael Jordan is forming an auto racing team to begin competing in NASCAR's Cup Series next season and has signed Bubba Wallace, the sport's only Black driver, to drive for his team.Based on what you know now, are you more or less interested in NASCAR?*

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Don't know / No opinion		Total N
Adults	12%	(269)	17%	(378)	48%	(1067)	2%	(35)	10%	(209)	11%	(242)	2200
Ethnicity: Hispanic	21%	(75)	28%	(96)	29%	(102)	1%	(3)	8%	(27)	13%	(46)	349
Ethnicity: Black	24%	(66)	18%	(49)	33%	(89)	2%	(4)	9%	(25)	15%	(41)	274
Ethnicity: Other	17%	(35)	22%	(45)	39%	(79)	2%	(4)	9%	(18)	11%	(23)	204
All Christian	13%	(137)	17%	(184)	50%	(526)	2%	(21)	10%	(108)	8%	(80)	1056
All Non-Christian	19%	(24)	28%	(36)	34%	(45)	2%	(2)	9%	(12)	8%	(10)	130
Atheist	6%	(7)	13%	(15)	60%	(67)	1%	(1)	3%	(4)	16%	(18)	111
Agnostic/Nothing in particular	9%	(47)	17%	(88)	51%	(270)	2%	(9)	9%	(49)	13%	(71)	534
Something Else	14%	(53)	15%	(55)	43%	(158)	1%	(2)	10%	(37)	17%	(64)	369
Religious Non-Protestant/Catholic	16%	(25)	24%	(38)	41%	(64)	2%	(3)	9%	(14)	8%	(12)	157
Evangelical	18%	(114)	20%	(127)	40%	(256)	3%	(16)	11%	(73)	9%	(57)	643
Non-Evangelical	10%	(73)	14%	(106)	54%	(398)	1%	(6)	9%	(69)	11%	(80)	731
Community: Urban	19%	(134)	23%	(161)	37%	(259)	2%	(12)	7%	(51)	12%	(82)	701
Community: Suburban	9%	(84)	16%	(158)	52%	(511)	2%	(16)	10%	(99)	11%	(109)	978
Community: Rural	10%	(50)	11%	(59)	57%	(296)	1%	(7)	11%	(59)	10%	(51)	522
Employ: Private Sector	18%	(123)	22%	(147)	44%	(297)	2%	(14)	7%	(47)	7%	(48)	676
Employ: Government	19%	(25)	18%	(23)	46%	(60)	1%	(1)	5%	(7)	10%	(13)	130
Employ: Self-Employed	22%	(41)	21%	(40)	41%	(77)	4%	(8)	6%	(11)	6%	(11)	187
Employ: Homemaker	8%	(11)	13%	(19)	46%	(64)	2%	(3)	15%	(22)	16%	(22)	141
Employ: Retired	5%	(28)	8%	(44)	65%	(338)	1%	(5)	12%	(63)	8%	(43)	521
Employ: Unemployed	8%	(28)	20%	(69)	40%	(140)	1%	(4)	12%	(44)	19%	(68)	353
Employ: Other	6%	(7)	17%	(19)	53%	(59)	—	(0)	9%	(10)	15%	(17)	112
Military HH: Yes	10%	(31)	12%	(35)	56%	(172)	2%	(7)	12%	(37)	8%	(24)	305
Military HH: No	13%	(238)	18%	(343)	47%	(894)	2%	(29)	9%	(173)	12%	(218)	1895
RD/WT: Right Direction	15%	(102)	15%	(104)	48%	(330)	2%	(12)	14%	(93)	7%	(45)	688
RD/WT: Wrong Track	11%	(166)	18%	(274)	49%	(736)	2%	(23)	8%	(116)	13%	(197)	1512
Trump Job Approve	12%	(110)	12%	(104)	50%	(450)	2%	(18)	15%	(132)	9%	(77)	891
Trump Job Disapprove	12%	(147)	21%	(266)	48%	(596)	1%	(17)	6%	(70)	12%	(144)	1240

Table MCSP6: *As you may know, Michael Jordan is forming an auto racing team to begin competing in NASCAR's Cup Series next season and has signed Bubba Wallace, the sport's only Black driver, to drive for his team.Based on what you know now, are you more or less interested in NASCAR?*

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Don't know / No opinion		Total N
Adults	12%	(269)	17%	(378)	48%	(1067)	2%	(35)	10%	(209)	11%	(242)	2200
Trump Job Strongly Approve	13%	(74)	9%	(51)	46%	(253)	2%	(12)	21%	(114)	8%	(46)	550
Trump Job Somewhat Approve	11%	(36)	15%	(53)	58%	(197)	2%	(7)	5%	(18)	9%	(31)	341
Trump Job Somewhat Disapprove	13%	(32)	24%	(60)	48%	(119)	3%	(7)	5%	(13)	7%	(16)	248
Trump Job Strongly Disapprove	12%	(115)	21%	(207)	48%	(477)	1%	(10)	6%	(57)	13%	(127)	993
Favorable of Trump	12%	(108)	12%	(106)	51%	(442)	2%	(16)	15%	(135)	8%	(68)	876
Unfavorable of Trump	12%	(149)	21%	(257)	48%	(594)	1%	(18)	5%	(66)	12%	(145)	1230
Very Favorable of Trump	14%	(85)	12%	(69)	46%	(270)	2%	(11)	19%	(113)	7%	(41)	590
Somewhat Favorable of Trump	8%	(23)	13%	(37)	60%	(173)	2%	(5)	8%	(22)	9%	(27)	286
Somewhat Unfavorable of Trump	13%	(28)	21%	(47)	51%	(113)	3%	(7)	4%	(8)	7%	(16)	220
Very Unfavorable of Trump	12%	(121)	21%	(210)	48%	(481)	1%	(11)	6%	(57)	13%	(129)	1009
#1 Issue: Economy	13%	(106)	19%	(154)	45%	(358)	2%	(18)	9%	(70)	11%	(90)	797
#1 Issue: Security	11%	(29)	11%	(31)	49%	(137)	2%	(5)	17%	(46)	10%	(28)	277
#1 Issue: Health Care	11%	(52)	21%	(98)	49%	(224)	1%	(4)	7%	(34)	11%	(49)	462
#1 Issue: Medicare / Social Security	9%	(27)	11%	(33)	57%	(166)	—	(1)	12%	(35)	9%	(27)	290
#1 Issue: Women's Issues	12%	(10)	18%	(15)	42%	(34)	1%	(1)	5%	(4)	22%	(18)	80
#1 Issue: Education	17%	(13)	26%	(21)	41%	(33)	—	(0)	9%	(7)	7%	(5)	79
#1 Issue: Energy	22%	(18)	21%	(16)	43%	(34)	2%	(2)	2%	(2)	9%	(7)	79
#1 Issue: Other	10%	(14)	8%	(10)	59%	(80)	3%	(4)	8%	(10)	13%	(17)	136
2018 House Vote: Democrat	17%	(131)	21%	(158)	45%	(341)	1%	(9)	6%	(43)	10%	(76)	757
2018 House Vote: Republican	11%	(72)	12%	(75)	53%	(338)	3%	(18)	15%	(94)	6%	(39)	635
2016 Vote: Hillary Clinton	17%	(124)	21%	(150)	45%	(328)	1%	(11)	6%	(41)	11%	(77)	731
2016 Vote: Donald Trump	10%	(68)	10%	(69)	54%	(364)	2%	(17)	17%	(114)	6%	(43)	675
2016 Vote: Other	3%	(3)	16%	(18)	64%	(72)	1%	(1)	5%	(6)	11%	(12)	111
2016 Vote: Didn't Vote	11%	(73)	21%	(141)	44%	(301)	1%	(7)	7%	(49)	16%	(110)	681
Voted in 2014: Yes	13%	(159)	16%	(198)	50%	(623)	2%	(23)	11%	(141)	8%	(103)	1247
Voted in 2014: No	11%	(109)	19%	(180)	47%	(444)	1%	(12)	7%	(68)	15%	(140)	953
2012 Vote: Barack Obama	16%	(134)	19%	(167)	46%	(396)	1%	(12)	7%	(62)	10%	(88)	858
2012 Vote: Mitt Romney	7%	(36)	9%	(46)	60%	(296)	2%	(11)	16%	(80)	5%	(25)	493
2012 Vote: Didn't Vote	12%	(97)	20%	(159)	43%	(347)	1%	(8)	8%	(63)	16%	(128)	802

Table MCSP6: *As you may know, Michael Jordan is forming an auto racing team to begin competing in NASCAR's Cup Series next season and has signed Bubba Wallace, the sport's only Black driver, to drive for his team. Based on what you know now, are you more or less interested in NASCAR?*

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Don't know / No opinion		Total N
Adults	12%	(269)	17%	(378)	48%	(1067)	2%	(35)	10%	(209)	11%	(242)	2200
4-Region: Northeast	11%	(45)	21%	(81)	47%	(184)	2%	(6)	9%	(35)	11%	(42)	394
4-Region: Midwest	6%	(29)	16%	(75)	59%	(271)	2%	(9)	8%	(36)	9%	(43)	462
4-Region: South	14%	(112)	15%	(124)	47%	(390)	1%	(8)	13%	(104)	10%	(86)	824
4-Region: West	16%	(83)	19%	(99)	43%	(222)	2%	(11)	6%	(34)	14%	(71)	520
Sports fans	17%	(229)	23%	(307)	47%	(632)	2%	(27)	6%	(83)	6%	(80)	1358
Avid Sports fans	31%	(154)	25%	(122)	32%	(159)	2%	(8)	7%	(35)	4%	(20)	498
White (non-hispanic) sports fans	13%	(115)	20%	(182)	53%	(486)	2%	(20)	6%	(56)	6%	(54)	913
Black (non-hispanic) sports fans	31%	(46)	21%	(31)	33%	(50)	2%	(3)	6%	(10)	7%	(10)	149
Hispanic sports fans	26%	(62)	34%	(83)	30%	(73)	1%	(2)	5%	(11)	4%	(9)	240
NASCAR fans	26%	(195)	24%	(177)	40%	(298)	2%	(12)	5%	(37)	3%	(21)	739
Avid NASCAR fans	41%	(77)	21%	(40)	27%	(52)	3%	(5)	6%	(11)	2%	(4)	189
NBA fans	22%	(218)	27%	(272)	39%	(393)	2%	(18)	5%	(48)	5%	(52)	999
Avid NBA fans	34%	(135)	26%	(102)	29%	(113)	2%	(7)	5%	(20)	4%	(16)	393
NFL fans	17%	(224)	21%	(273)	48%	(631)	2%	(21)	6%	(83)	6%	(75)	1307
Avid NFL fans	24%	(148)	18%	(110)	46%	(288)	1%	(9)	7%	(43)	4%	(24)	622
MLB fans	18%	(197)	20%	(214)	48%	(520)	2%	(18)	6%	(60)	6%	(64)	1073
Avid MLB fans	26%	(92)	16%	(58)	47%	(168)	1%	(4)	4%	(16)	6%	(20)	358
NHL fans	22%	(172)	22%	(176)	44%	(344)	3%	(20)	5%	(37)	4%	(33)	781
Avid NHL fans	34%	(70)	18%	(38)	35%	(73)	3%	(6)	5%	(10)	5%	(11)	208
Very favorable of NASCAR	42%	(113)	14%	(37)	38%	(102)	1%	(2)	2%	(4)	3%	(8)	267
Very favorable of Michael Jordan	27%	(174)	21%	(133)	40%	(257)	1%	(8)	6%	(39)	5%	(35)	646
Very favorable of NBA	36%	(169)	22%	(100)	30%	(140)	1%	(5)	5%	(23)	6%	(28)	466
Very favorable of Jordan Brand	40%	(148)	22%	(81)	27%	(98)	1%	(5)	4%	(15)	6%	(21)	368
Very favorable of Nike	28%	(186)	21%	(138)	36%	(238)	—	(3)	6%	(38)	9%	(61)	665

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

Table MCSP7: *Consider when COVID-19 is no longer a concern. Based on what you know now about Michael Jordan's new NASCAR team with a car driven by Bubba Wallace, are you more or less likely to attend a NASCAR race in person?*

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	9%	(193)	12%	(270)	52%	(1153)	3%	(57)	12%	(255)	12%	(273)	2200
Gender: Male	12%	(129)	14%	(145)	51%	(543)	3%	(37)	10%	(110)	9%	(97)	1062
Gender: Female	6%	(64)	11%	(124)	54%	(609)	2%	(20)	13%	(145)	15%	(176)	1138
Age: 18-34	15%	(96)	19%	(126)	38%	(251)	4%	(29)	8%	(54)	15%	(99)	655
Age: 35-44	17%	(59)	19%	(66)	46%	(165)	1%	(4)	7%	(26)	10%	(37)	358
Age: 45-64	4%	(31)	8%	(64)	59%	(445)	3%	(19)	14%	(104)	12%	(89)	751
Age: 65+	2%	(7)	3%	(13)	67%	(291)	1%	(6)	16%	(72)	11%	(48)	436
GenZers: 1997-2012	12%	(24)	22%	(43)	35%	(67)	6%	(12)	11%	(21)	13%	(24)	192
Millennials: 1981-1996	15%	(98)	17%	(108)	42%	(265)	3%	(18)	7%	(44)	16%	(101)	634
GenXers: 1965-1980	11%	(58)	15%	(82)	48%	(264)	2%	(13)	13%	(69)	11%	(63)	548
Baby Boomers: 1946-1964	2%	(13)	5%	(35)	67%	(500)	1%	(10)	14%	(107)	10%	(76)	741
PID: Dem (no lean)	10%	(88)	14%	(116)	52%	(435)	2%	(19)	10%	(85)	12%	(100)	843
PID: Ind (no lean)	5%	(30)	12%	(80)	54%	(353)	3%	(19)	10%	(63)	17%	(113)	657
PID: Rep (no lean)	11%	(75)	11%	(74)	52%	(365)	3%	(19)	15%	(106)	9%	(61)	700
PID/Gender: Dem Men	14%	(57)	15%	(60)	48%	(191)	2%	(9)	10%	(39)	10%	(41)	398
PID/Gender: Dem Women	7%	(30)	13%	(56)	55%	(244)	2%	(10)	10%	(46)	13%	(59)	446
PID/Gender: Ind Men	6%	(19)	10%	(32)	59%	(197)	4%	(14)	9%	(29)	13%	(44)	335
PID/Gender: Ind Women	3%	(11)	15%	(48)	48%	(156)	2%	(5)	10%	(34)	21%	(69)	322
PID/Gender: Rep Men	16%	(53)	16%	(53)	47%	(155)	4%	(14)	13%	(41)	4%	(13)	329
PID/Gender: Rep Women	6%	(22)	6%	(20)	57%	(210)	1%	(5)	18%	(65)	13%	(48)	370
Ideo: Liberal (1-3)	11%	(72)	17%	(114)	50%	(329)	2%	(16)	7%	(48)	11%	(74)	653
Ideo: Moderate (4)	9%	(59)	11%	(78)	57%	(394)	2%	(13)	10%	(66)	12%	(83)	694
Ideo: Conservative (5-7)	8%	(54)	9%	(61)	54%	(381)	4%	(25)	17%	(121)	8%	(59)	701
Educ: < College	7%	(99)	10%	(144)	53%	(801)	3%	(42)	14%	(212)	14%	(215)	1512
Educ: Bachelors degree	12%	(54)	15%	(66)	54%	(239)	2%	(8)	7%	(32)	10%	(43)	444
Educ: Post-grad	17%	(40)	24%	(59)	46%	(112)	3%	(6)	5%	(11)	6%	(15)	244
Income: Under 50k	7%	(81)	12%	(146)	48%	(584)	3%	(38)	14%	(169)	16%	(196)	1214
Income: 50k-100k	11%	(70)	8%	(53)	62%	(416)	2%	(11)	9%	(62)	8%	(53)	665
Income: 100k+	13%	(42)	22%	(71)	48%	(153)	2%	(7)	7%	(23)	7%	(24)	321
Ethnicity: White	7%	(121)	12%	(200)	57%	(977)	2%	(34)	11%	(192)	11%	(198)	1722
Ethnicity: Hispanic	16%	(55)	19%	(66)	35%	(122)	2%	(8)	12%	(42)	16%	(56)	349

Table MCSP7: *Consider when COVID-19 is no longer a concern. Based on what you know now about Michael Jordan's new NASCAR team with a car driven by Bubba Wallace, are you more or less likely to attend a NASCAR race in person?*

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	9%	(193)	12%	(270)	52%	(1153)	3%	(57)	12%	(255)	12%	(273)	2200
Ethnicity: Black	18%	(50)	15%	(42)	36%	(99)	5%	(14)	12%	(32)	13%	(36)	274
Ethnicity: Other	11%	(22)	14%	(28)	38%	(77)	4%	(9)	15%	(30)	19%	(39)	204
All Christian	9%	(100)	13%	(138)	54%	(570)	2%	(21)	13%	(138)	9%	(90)	1056
All Non-Christian	15%	(19)	23%	(29)	39%	(51)	4%	(5)	10%	(13)	10%	(13)	130
Atheist	3%	(3)	9%	(9)	62%	(69)	4%	(5)	5%	(5)	17%	(19)	111
Agnostic/Nothing in particular	6%	(31)	9%	(46)	56%	(300)	4%	(19)	10%	(53)	16%	(85)	534
Something Else	11%	(41)	13%	(47)	44%	(162)	2%	(8)	12%	(46)	18%	(65)	369
Religious Non-Protestant/Catholic	12%	(19)	20%	(32)	44%	(70)	4%	(6)	9%	(15)	10%	(15)	157
Evangelical	14%	(89)	16%	(103)	43%	(276)	3%	(18)	14%	(89)	11%	(68)	643
Non-Evangelical	6%	(46)	10%	(76)	59%	(430)	1%	(10)	12%	(91)	11%	(79)	731
Community: Urban	14%	(97)	19%	(136)	42%	(297)	1%	(9)	10%	(71)	13%	(90)	701
Community: Suburban	7%	(69)	8%	(81)	57%	(553)	3%	(32)	12%	(117)	13%	(127)	978
Community: Rural	5%	(27)	10%	(53)	58%	(302)	3%	(16)	13%	(66)	11%	(56)	522
Employ: Private Sector	14%	(97)	18%	(122)	48%	(326)	2%	(13)	8%	(56)	9%	(62)	676
Employ: Government	15%	(20)	14%	(18)	44%	(57)	5%	(6)	6%	(7)	17%	(21)	130
Employ: Self-Employed	16%	(30)	17%	(32)	46%	(86)	3%	(7)	9%	(16)	9%	(16)	187
Employ: Homemaker	5%	(7)	9%	(12)	55%	(77)	2%	(2)	17%	(24)	12%	(17)	141
Employ: Retired	3%	(13)	3%	(17)	66%	(347)	3%	(15)	16%	(81)	9%	(49)	521
Employ: Unemployed	4%	(16)	11%	(40)	47%	(168)	2%	(9)	15%	(52)	20%	(69)	353
Employ: Other	4%	(4)	19%	(22)	48%	(54)	3%	(4)	8%	(9)	17%	(19)	112
Military HH: Yes	9%	(28)	7%	(22)	58%	(178)	3%	(8)	13%	(40)	10%	(29)	305
Military HH: No	9%	(165)	13%	(248)	51%	(975)	3%	(49)	11%	(215)	13%	(243)	1895
RD/WT: Right Direction	12%	(85)	14%	(95)	47%	(325)	4%	(26)	14%	(94)	9%	(62)	688
RD/WT: Wrong Track	7%	(108)	12%	(175)	55%	(827)	2%	(31)	11%	(161)	14%	(211)	1512
Trump Job Approve	10%	(89)	11%	(100)	50%	(445)	3%	(30)	15%	(137)	10%	(91)	891
Trump Job Disapprove	8%	(96)	13%	(167)	55%	(683)	2%	(26)	9%	(112)	13%	(156)	1240
Trump Job Strongly Approve	11%	(62)	10%	(53)	45%	(248)	3%	(16)	20%	(110)	11%	(60)	550
Trump Job Somewhat Approve	8%	(27)	14%	(47)	58%	(196)	4%	(14)	8%	(27)	9%	(31)	341
Trump Job Somewhat Disapprove	11%	(27)	20%	(50)	49%	(122)	3%	(6)	8%	(20)	9%	(21)	248
Trump Job Strongly Disapprove	7%	(70)	12%	(117)	56%	(560)	2%	(20)	9%	(91)	14%	(135)	993

Table MCSP7: *Consider when COVID-19 is no longer a concern. Based on what you know now about Michael Jordan's new NASCAR team with a car driven by Bubba Wallace, are you more or less likely to attend a NASCAR race in person?*

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	9%	(193)	12%	(270)	52%	(1153)	3%	(57)	12%	(255)	12%	(273)	2200
Favorable of Trump	11%	(94)	12%	(101)	50%	(436)	3%	(28)	16%	(136)	9%	(82)	876
Unfavorable of Trump	7%	(87)	13%	(161)	56%	(689)	2%	(27)	9%	(112)	13%	(154)	1230
Very Favorable of Trump	12%	(69)	12%	(69)	45%	(267)	3%	(20)	18%	(107)	10%	(57)	590
Somewhat Favorable of Trump	9%	(24)	11%	(32)	59%	(169)	3%	(7)	10%	(29)	9%	(24)	286
Somewhat Unfavorable of Trump	6%	(13)	22%	(48)	50%	(110)	3%	(7)	11%	(24)	9%	(19)	220
Very Unfavorable of Trump	7%	(74)	11%	(113)	57%	(580)	2%	(20)	9%	(89)	13%	(135)	1009
#1 Issue: Economy	10%	(78)	14%	(114)	50%	(400)	3%	(26)	10%	(81)	12%	(98)	797
#1 Issue: Security	9%	(25)	9%	(25)	53%	(147)	1%	(4)	17%	(47)	11%	(30)	277
#1 Issue: Health Care	7%	(34)	14%	(66)	53%	(245)	2%	(11)	10%	(48)	12%	(58)	462
#1 Issue: Medicare / Social Security	5%	(15)	8%	(24)	57%	(167)	2%	(5)	16%	(48)	11%	(32)	290
#1 Issue: Women's Issues	11%	(9)	17%	(13)	40%	(32)	2%	(2)	7%	(6)	24%	(19)	80
#1 Issue: Education	11%	(9)	22%	(17)	37%	(29)	5%	(4)	12%	(10)	12%	(10)	79
#1 Issue: Energy	20%	(16)	7%	(6)	50%	(39)	4%	(3)	4%	(3)	15%	(12)	79
#1 Issue: Other	6%	(8)	3%	(4)	68%	(93)	2%	(3)	10%	(14)	11%	(14)	136
2018 House Vote: Democrat	13%	(95)	12%	(93)	53%	(404)	2%	(15)	9%	(65)	11%	(85)	757
2018 House Vote: Republican	9%	(59)	12%	(74)	54%	(340)	3%	(20)	15%	(97)	7%	(45)	635
2016 Vote: Hillary Clinton	12%	(90)	12%	(89)	54%	(394)	2%	(14)	9%	(64)	11%	(80)	731
2016 Vote: Donald Trump	9%	(59)	11%	(72)	54%	(367)	2%	(16)	17%	(114)	7%	(48)	675
2016 Vote: Other	—	(0)	9%	(10)	70%	(78)	2%	(2)	7%	(8)	12%	(14)	111
2016 Vote: Didn't Vote	7%	(45)	15%	(99)	46%	(314)	3%	(24)	10%	(69)	19%	(131)	681
Voted in 2014: Yes	10%	(120)	10%	(130)	55%	(690)	2%	(24)	13%	(166)	9%	(118)	1247
Voted in 2014: No	8%	(74)	15%	(139)	49%	(463)	4%	(33)	9%	(89)	16%	(155)	953
2012 Vote: Barack Obama	11%	(93)	12%	(107)	53%	(459)	2%	(19)	10%	(84)	11%	(97)	858
2012 Vote: Mitt Romney	6%	(28)	8%	(40)	62%	(304)	2%	(9)	17%	(83)	6%	(29)	493
2012 Vote: Didn't Vote	9%	(69)	15%	(120)	45%	(362)	3%	(26)	10%	(79)	18%	(145)	802
4-Region: Northeast	8%	(31)	15%	(60)	51%	(202)	2%	(6)	11%	(45)	12%	(49)	394
4-Region: Midwest	6%	(26)	8%	(39)	62%	(289)	3%	(16)	10%	(48)	10%	(45)	462
4-Region: South	9%	(75)	12%	(96)	50%	(409)	3%	(25)	14%	(115)	13%	(105)	824
4-Region: West	12%	(61)	14%	(75)	49%	(253)	2%	(10)	9%	(47)	14%	(74)	520
Sports fans	12%	(165)	16%	(224)	52%	(704)	3%	(41)	8%	(111)	8%	(113)	1358

Table MCSP7: *Consider when COVID-19 is no longer a concern. Based on what you know now about Michael Jordan's new NASCAR team with a car driven by Bubba Wallace, are you more or less likely to attend a NASCAR race in person?*

Demographic	Much more likely		Somewhat more likely		Neither more nor less likely		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	9%	(193)	12%	(270)	52%	(1153)	3%	(57)	12%	(255)	12%	(273)	2200
Avid Sports fans	23%	(115)	22%	(108)	38%	(190)	3%	(13)	7%	(36)	7%	(37)	498
White (non-hispanic) sports fans	9%	(82)	15%	(135)	59%	(536)	2%	(21)	7%	(67)	8%	(71)	913
Black (non-hispanic) sports fans	20%	(29)	16%	(24)	37%	(56)	5%	(8)	12%	(17)	10%	(14)	149
Hispanic sports fans	20%	(48)	23%	(55)	36%	(87)	3%	(8)	8%	(20)	9%	(22)	240
NASCAR fans	20%	(146)	21%	(156)	44%	(324)	3%	(26)	6%	(48)	5%	(39)	739
Avid NASCAR fans	34%	(64)	24%	(45)	31%	(58)	4%	(8)	5%	(9)	3%	(6)	189
NBA fans	16%	(156)	21%	(207)	45%	(453)	3%	(34)	7%	(68)	8%	(81)	999
Avid NBA fans	27%	(105)	25%	(97)	31%	(123)	3%	(13)	7%	(26)	7%	(28)	393
NFL fans	13%	(165)	16%	(206)	52%	(686)	3%	(35)	8%	(107)	8%	(108)	1307
Avid NFL fans	17%	(103)	17%	(107)	50%	(314)	2%	(14)	7%	(46)	6%	(38)	622
MLB fans	14%	(146)	15%	(161)	54%	(576)	3%	(29)	7%	(80)	8%	(81)	1073
Avid MLB fans	19%	(67)	15%	(53)	49%	(177)	3%	(9)	6%	(22)	8%	(29)	358
NHL fans	17%	(132)	19%	(150)	49%	(383)	3%	(20)	7%	(52)	6%	(44)	781
Avid NHL fans	27%	(57)	20%	(42)	37%	(76)	2%	(5)	7%	(15)	6%	(13)	208
Very favorable of NASCAR	34%	(90)	18%	(49)	38%	(100)	1%	(3)	3%	(8)	6%	(17)	267
Very favorable of Michael Jordan	19%	(123)	16%	(104)	45%	(289)	3%	(16)	7%	(48)	10%	(66)	646
Very favorable of NBA	27%	(128)	18%	(83)	37%	(171)	3%	(12)	5%	(25)	10%	(48)	466
Very favorable of Jordan Brand	29%	(105)	18%	(65)	33%	(123)	3%	(11)	5%	(19)	12%	(45)	368
Very favorable of Nike	21%	(140)	18%	(117)	40%	(264)	3%	(18)	8%	(50)	11%	(75)	665

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

Table MCSP9: *And again, generally speaking, would you be more or less interested in NASCAR if its drivers, crew members and team owners were more racially or ethnically diverse?*

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Don't know / No opinion		Total N
Adults	12%	(258)	14%	(301)	51%	(1131)	2%	(49)	9%	(199)	12%	(263)	2200
Gender: Male	16%	(168)	15%	(156)	51%	(541)	3%	(28)	8%	(83)	8%	(85)	1062
Gender: Female	8%	(89)	13%	(144)	52%	(590)	2%	(21)	10%	(115)	16%	(178)	1138
Age: 18-34	19%	(123)	19%	(127)	37%	(244)	3%	(23)	7%	(43)	15%	(96)	655
Age: 35-44	18%	(63)	21%	(75)	45%	(160)	3%	(10)	5%	(19)	9%	(31)	358
Age: 45-64	8%	(61)	10%	(76)	57%	(425)	2%	(14)	12%	(89)	11%	(85)	751
Age: 65+	2%	(10)	5%	(23)	69%	(303)	1%	(3)	11%	(48)	11%	(50)	436
GenZers: 1997-2012	16%	(30)	25%	(49)	35%	(67)	3%	(6)	7%	(13)	14%	(27)	192
Millennials: 1981-1996	18%	(117)	18%	(113)	40%	(254)	3%	(20)	6%	(37)	15%	(92)	634
GenXers: 1965-1980	15%	(82)	16%	(85)	47%	(255)	2%	(13)	11%	(61)	10%	(52)	548
Baby Boomers: 1946-1964	4%	(29)	7%	(49)	66%	(492)	1%	(10)	11%	(80)	11%	(81)	741
PID: Dem (no lean)	18%	(152)	18%	(153)	46%	(388)	2%	(17)	6%	(53)	10%	(81)	843
PID: Ind (no lean)	6%	(40)	12%	(79)	56%	(366)	2%	(13)	7%	(49)	17%	(111)	657
PID: Rep (no lean)	9%	(66)	10%	(69)	54%	(377)	3%	(19)	14%	(97)	10%	(72)	700
PID/Gender: Dem Men	23%	(91)	18%	(72)	44%	(174)	2%	(10)	7%	(28)	6%	(22)	398
PID/Gender: Dem Women	14%	(60)	18%	(81)	48%	(214)	2%	(7)	6%	(25)	13%	(58)	446
PID/Gender: Ind Men	8%	(26)	11%	(37)	60%	(201)	3%	(10)	5%	(18)	13%	(44)	335
PID/Gender: Ind Women	4%	(14)	13%	(42)	51%	(165)	1%	(3)	10%	(31)	21%	(67)	322
PID/Gender: Rep Men	16%	(51)	14%	(47)	51%	(166)	3%	(8)	11%	(37)	6%	(19)	329
PID/Gender: Rep Women	4%	(15)	6%	(22)	57%	(211)	3%	(11)	16%	(60)	14%	(53)	370
Ideo: Liberal (1-3)	18%	(115)	23%	(150)	44%	(286)	2%	(14)	4%	(24)	10%	(63)	653
Ideo: Moderate (4)	12%	(80)	12%	(85)	55%	(384)	2%	(12)	7%	(48)	12%	(84)	694
Ideo: Conservative (5-7)	8%	(54)	8%	(55)	57%	(400)	3%	(18)	16%	(111)	9%	(63)	701
Educ: < College	9%	(135)	11%	(169)	53%	(800)	2%	(36)	11%	(165)	14%	(209)	1512
Educ: Bachelors degree	15%	(66)	17%	(76)	51%	(227)	2%	(8)	6%	(26)	9%	(41)	444
Educ: Post-grad	23%	(57)	23%	(56)	43%	(105)	2%	(5)	3%	(8)	5%	(13)	244
Income: Under 50k	10%	(121)	13%	(155)	49%	(595)	2%	(27)	10%	(127)	16%	(188)	1214
Income: 50k-100k	12%	(78)	13%	(90)	57%	(380)	2%	(14)	7%	(48)	8%	(55)	665
Income: 100k+	18%	(58)	17%	(56)	49%	(156)	2%	(7)	8%	(24)	6%	(20)	321
Ethnicity: White	9%	(160)	13%	(221)	55%	(954)	2%	(33)	9%	(152)	12%	(202)	1722

Table MCSP9: *And again, generally speaking, would you be more or less interested in NASCAR if its drivers, crew members and team owners were more racially or ethnically diverse?*

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Don't know / No opinion		Total N
Adults	12%	(258)	14%	(301)	51%	(1131)	2%	(49)	9%	(199)	12%	(263)	2200
Ethnicity: Hispanic	19%	(68)	21%	(75)	36%	(125)	1%	(5)	8%	(26)	14%	(50)	349
Ethnicity: Black	26%	(71)	17%	(48)	31%	(86)	4%	(12)	9%	(25)	12%	(33)	274
Ethnicity: Other	13%	(26)	16%	(32)	45%	(92)	2%	(4)	11%	(22)	14%	(28)	204
All Christian	12%	(130)	13%	(138)	54%	(567)	2%	(24)	10%	(104)	9%	(92)	1056
All Non-Christian	18%	(23)	25%	(32)	39%	(51)	3%	(4)	8%	(10)	8%	(10)	130
Atheist	9%	(10)	13%	(15)	54%	(60)	—	(0)	1%	(1)	23%	(25)	111
Agnostic/Nothing in particular	9%	(51)	13%	(70)	54%	(286)	3%	(13)	8%	(43)	13%	(70)	534
Something Else	12%	(43)	12%	(45)	45%	(168)	2%	(7)	11%	(41)	18%	(65)	369
Religious Non-Protestant/Catholic	15%	(23)	24%	(37)	42%	(65)	4%	(6)	8%	(13)	8%	(12)	157
Evangelical	15%	(98)	15%	(96)	45%	(291)	2%	(15)	12%	(78)	10%	(65)	643
Non-Evangelical	10%	(72)	11%	(78)	57%	(419)	2%	(14)	8%	(61)	12%	(87)	731
Community: Urban	19%	(133)	20%	(137)	41%	(285)	1%	(10)	7%	(49)	13%	(88)	701
Community: Suburban	8%	(83)	12%	(119)	56%	(543)	2%	(22)	10%	(96)	12%	(116)	978
Community: Rural	8%	(42)	9%	(45)	58%	(304)	3%	(17)	10%	(54)	11%	(59)	522
Employ: Private Sector	18%	(119)	19%	(126)	46%	(313)	2%	(14)	7%	(44)	9%	(60)	676
Employ: Government	13%	(17)	16%	(20)	45%	(58)	5%	(6)	8%	(10)	14%	(18)	130
Employ: Self-Employed	21%	(39)	15%	(28)	49%	(91)	3%	(6)	6%	(11)	6%	(12)	187
Employ: Homemaker	7%	(10)	8%	(11)	57%	(80)	5%	(7)	13%	(18)	10%	(15)	141
Employ: Retired	4%	(21)	7%	(35)	68%	(353)	2%	(9)	10%	(54)	9%	(49)	521
Employ: Unemployed	9%	(33)	14%	(51)	44%	(156)	1%	(3)	11%	(38)	20%	(72)	353
Employ: Other	11%	(12)	10%	(11)	46%	(52)	3%	(4)	15%	(16)	15%	(17)	112
Military HH: Yes	9%	(29)	8%	(23)	60%	(183)	4%	(11)	10%	(29)	10%	(30)	305
Military HH: No	12%	(229)	15%	(277)	50%	(948)	2%	(38)	9%	(169)	12%	(233)	1895
RD/WT: Right Direction	12%	(82)	13%	(92)	50%	(341)	2%	(16)	13%	(93)	9%	(64)	688
RD/WT: Wrong Track	12%	(176)	14%	(208)	52%	(790)	2%	(33)	7%	(106)	13%	(199)	1512
Trump Job Approve	10%	(89)	10%	(86)	53%	(476)	2%	(21)	13%	(120)	11%	(100)	891
Trump Job Disapprove	13%	(160)	17%	(215)	51%	(628)	2%	(27)	6%	(74)	11%	(136)	1240

Continued on next page

Table MCSP9: *And again, generally speaking, would you be more or less interested in NASCAR if its drivers, crew members and team owners were more racially or ethnically diverse?*

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Don't know / No opinion		Total N
Adults	12%	(258)	14%	(301)	51%	(1131)	2%	(49)	9%	(199)	12%	(263)	2200
Trump Job Strongly Approve	11%	(62)	7%	(40)	48%	(263)	3%	(18)	19%	(104)	12%	(64)	550
Trump Job Somewhat Approve	8%	(27)	13%	(46)	62%	(213)	1%	(3)	5%	(16)	11%	(36)	341
Trump Job Somewhat Disapprove	12%	(29)	19%	(46)	52%	(130)	4%	(11)	5%	(12)	8%	(21)	248
Trump Job Strongly Disapprove	13%	(132)	17%	(169)	50%	(499)	2%	(16)	6%	(62)	12%	(115)	993
Favorable of Trump	10%	(92)	10%	(86)	53%	(465)	2%	(21)	14%	(122)	10%	(90)	876
Unfavorable of Trump	13%	(155)	17%	(210)	51%	(629)	2%	(27)	6%	(70)	11%	(139)	1230
Very Favorable of Trump	12%	(71)	9%	(53)	49%	(288)	3%	(17)	17%	(101)	10%	(59)	590
Somewhat Favorable of Trump	7%	(21)	11%	(33)	62%	(177)	1%	(4)	7%	(21)	11%	(31)	286
Somewhat Unfavorable of Trump	9%	(19)	17%	(37)	55%	(122)	5%	(12)	5%	(10)	9%	(21)	220
Very Unfavorable of Trump	13%	(136)	17%	(173)	50%	(507)	1%	(15)	6%	(59)	12%	(119)	1009
#1 Issue: Economy	12%	(99)	16%	(124)	49%	(389)	3%	(21)	8%	(64)	12%	(99)	797
#1 Issue: Security	8%	(23)	7%	(19)	54%	(151)	2%	(6)	15%	(43)	13%	(35)	277
#1 Issue: Health Care	12%	(53)	16%	(76)	52%	(239)	3%	(12)	8%	(35)	10%	(47)	462
#1 Issue: Medicare / Social Security	10%	(28)	8%	(23)	59%	(172)	1%	(4)	12%	(35)	10%	(29)	290
#1 Issue: Women's Issues	8%	(7)	19%	(16)	39%	(32)	2%	(1)	11%	(9)	20%	(16)	80
#1 Issue: Education	16%	(13)	27%	(22)	36%	(29)	2%	(1)	4%	(3)	15%	(12)	79
#1 Issue: Energy	22%	(17)	15%	(12)	49%	(39)	—	(0)	3%	(3)	11%	(8)	79
#1 Issue: Other	13%	(17)	7%	(10)	61%	(82)	2%	(3)	6%	(8)	12%	(16)	136
2018 House Vote: Democrat	17%	(129)	18%	(138)	48%	(360)	2%	(12)	6%	(47)	9%	(71)	757
2018 House Vote: Republican	9%	(59)	11%	(67)	55%	(348)	3%	(16)	14%	(88)	9%	(56)	635
2016 Vote: Hillary Clinton	18%	(132)	18%	(133)	47%	(341)	2%	(14)	6%	(43)	9%	(69)	731
2016 Vote: Donald Trump	8%	(54)	9%	(60)	57%	(386)	2%	(16)	15%	(101)	9%	(59)	675
2016 Vote: Other	2%	(2)	13%	(14)	69%	(76)	1%	(1)	3%	(3)	13%	(15)	111
2016 Vote: Didn't Vote	10%	(70)	14%	(94)	48%	(327)	3%	(18)	8%	(53)	18%	(121)	681
Voted in 2014: Yes	12%	(146)	14%	(177)	52%	(643)	2%	(27)	11%	(133)	10%	(121)	1247
Voted in 2014: No	12%	(112)	13%	(124)	51%	(488)	2%	(21)	7%	(66)	15%	(142)	953
2012 Vote: Barack Obama	15%	(129)	17%	(149)	48%	(415)	2%	(17)	7%	(57)	11%	(91)	858
2012 Vote: Mitt Romney	5%	(24)	7%	(33)	62%	(307)	2%	(12)	16%	(80)	8%	(39)	493
2012 Vote: Didn't Vote	13%	(101)	14%	(111)	48%	(382)	2%	(17)	7%	(58)	16%	(132)	802

Continued on next page

Table MCSP9: *And again, generally speaking, would you be more or less interested in NASCAR if its drivers, crew members and team owners were more racially or ethnically diverse?*

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Don't know / No opinion		Total N
Adults	12%	(258)	14%	(301)	51%	(1131)	2%	(49)	9%	(199)	12%	(263)	2200
4-Region: Northeast	13%	(49)	13%	(51)	53%	(207)	2%	(7)	8%	(30)	13%	(50)	394
4-Region: Midwest	8%	(35)	10%	(45)	61%	(281)	3%	(15)	7%	(35)	11%	(52)	462
4-Region: South	12%	(101)	14%	(113)	49%	(407)	2%	(20)	11%	(93)	11%	(89)	824
4-Region: West	14%	(72)	18%	(92)	45%	(236)	1%	(7)	8%	(42)	14%	(72)	520
Sports fans	16%	(212)	18%	(245)	51%	(689)	2%	(32)	6%	(86)	7%	(94)	1358
Avid Sports fans	28%	(139)	21%	(104)	36%	(178)	2%	(12)	7%	(37)	6%	(28)	498
White (non-hispanic) sports fans	11%	(104)	16%	(146)	58%	(527)	2%	(18)	6%	(59)	6%	(59)	913
Black (non-hispanic) sports fans	29%	(44)	18%	(27)	32%	(47)	6%	(9)	7%	(10)	8%	(12)	149
Hispanic sports fans	24%	(58)	25%	(60)	37%	(90)	1%	(3)	5%	(13)	7%	(17)	240
NASCAR fans	23%	(173)	19%	(138)	46%	(344)	2%	(16)	5%	(40)	4%	(28)	739
Avid NASCAR fans	36%	(68)	19%	(36)	36%	(68)	3%	(6)	3%	(6)	3%	(5)	189
NBA fans	19%	(192)	22%	(216)	45%	(454)	2%	(20)	5%	(53)	6%	(64)	999
Avid NBA fans	30%	(117)	25%	(96)	33%	(129)	2%	(6)	6%	(22)	6%	(22)	393
NFL fans	16%	(208)	16%	(209)	53%	(687)	2%	(27)	7%	(86)	7%	(90)	1307
Avid NFL fans	22%	(135)	15%	(93)	50%	(311)	2%	(9)	6%	(40)	5%	(33)	622
MLB fans	17%	(184)	16%	(174)	52%	(554)	2%	(24)	5%	(59)	7%	(79)	1073
Avid MLB fans	23%	(84)	14%	(49)	47%	(168)	2%	(7)	6%	(20)	8%	(30)	358
NHL fans	20%	(159)	18%	(142)	50%	(388)	2%	(12)	5%	(37)	5%	(42)	781
Avid NHL fans	32%	(67)	16%	(32)	37%	(78)	1%	(3)	6%	(13)	7%	(14)	208
Very favorable of NASCAR	39%	(103)	14%	(37)	40%	(107)	—	(1)	5%	(13)	2%	(6)	267
Very favorable of Michael Jordan	24%	(153)	17%	(107)	43%	(276)	3%	(17)	7%	(47)	7%	(47)	646
Very favorable of NBA	32%	(147)	21%	(98)	34%	(157)	1%	(5)	5%	(23)	8%	(35)	466
Very favorable of Jordan Brand	35%	(128)	20%	(72)	31%	(115)	3%	(10)	4%	(15)	8%	(28)	368
Very favorable of Nike	27%	(177)	19%	(125)	35%	(235)	2%	(14)	6%	(40)	11%	(74)	665

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	192	9%
	Millennials: 1981-1996	634	29%
	GenXers: 1965-1980	548	25%
	Baby Boomers: 1946-1964	741	34%
	N	2115	
xpid3	PID: Dem (no lean)	843	38%
	PID: Ind (no lean)	657	30%
	PID: Rep (no lean)	700	32%
	N	2200	
xpidGender	PID/Gender: Dem Men	398	18%
	PID/Gender: Dem Women	446	20%
	PID/Gender: Ind Men	335	15%
	PID/Gender: Ind Women	322	15%
	PID/Gender: Rep Men	329	15%
	PID/Gender: Rep Women	370	17%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	653	30%
	Ideo: Moderate (4)	694	32%
	Ideo: Conservative (5-7)	701	32%
	N	2047	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1214	55%
	Income: 50k-100k	665	30%
	Income: 100k+	321	15%
	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	1056	48%
	All Non-Christian	130	6%
	Atheist	111	5%
	Agnostic/Nothing in particular	534	24%
	Something Else	369	17%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	157	7%
xdemEvang	Evangelical	643	29%
	Non-Evangelical	731	33%
	N	1374	
xdemUsr	Community: Urban	701	32%
	Community: Suburban	978	44%
	Community: Rural	522	24%
	N	2200	
xdemEmploy	Employ: Private Sector	676	31%
	Employ: Government	130	6%
	Employ: Self-Employed	187	9%
	Employ: Homemaker	141	6%
	Employ: Retired	521	24%
	Employ: Unemployed	353	16%
	Employ: Other	112	5%
	N	2121	
xdemMilHH1	Military HH: Yes	305	14%
	Military HH: No	1895	86%
	N	2200	
xnr1	RD/WT: Right Direction	688	31%
	RD/WT: Wrong Track	1512	69%
	N	2200	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	891	41%
	Trump Job Disapprove	1240	56%
	N	2132	
Trump_Approve2	Trump Job Strongly Approve	550	25%
	Trump Job Somewhat Approve	341	16%
	Trump Job Somewhat Disapprove	248	11%
	Trump Job Strongly Disapprove	993	45%
	N	2132	
Trump_Fav	Favorable of Trump	876	40%
	Unfavorable of Trump	1230	56%
	N	2106	
Trump_Fav_FULL	Very Favorable of Trump	590	27%
	Somewhat Favorable of Trump	286	13%
	Somewhat Unfavorable of Trump	220	10%
	Very Unfavorable of Trump	1009	46%
	N	2106	
xnr3	#1 Issue: Economy	797	36%
	#1 Issue: Security	277	13%
	#1 Issue: Health Care	462	21%
	#1 Issue: Medicare / Social Security	290	13%
	#1 Issue: Women's Issues	80	4%
	#1 Issue: Education	79	4%
	#1 Issue: Energy	79	4%
	#1 Issue: Other	136	6%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	757	34%
	2018 House Vote: Republican	635	29%
	2018 House Vote: Someone else	43	2%
	N	1435	
xsubVote16O	2016 Vote: Hillary Clinton	731	33%
	2016 Vote: Donald Trump	675	31%
	2016 Vote: Other	111	5%
	2016 Vote: Didn't Vote	681	31%
	N	2199	
xsubVote14O	Voted in 2014: Yes	1247	57%
	Voted in 2014: No	953	43%
	N	2200	

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	858	39%
	2012 Vote: Mitt Romney	493	22%
	2012 Vote: Other	46	2%
	2012 Vote: Didn't Vote	802	36%
	N	2199	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
MCSPdem1	Sports fans	1358	62%
MCSPdem2	Avid Sports fans	498	23%
MCSPdem3	White (non-hispanic) sports fans	913	41%
	Black (non-hispanic) sports fans	149	7%
	Hispanic sports fans	240	11%
	N	1301	
MCSPdem4	NASCAR fans	739	34%
MCSPdem5	Avid NASCAR fans	189	9%
MCSPdem6	NBA fans	999	45%
MCSPdem7	Avid NBA fans	393	18%
MCSPdem8	NFL fans	1307	59%
MCSPdem9	Avid NFL fans	622	28%
MCSPdem10	MLB fans	1073	49%
MCSPdem11	Avid MLB fans	358	16%
MCSPdem12	NHL fans	781	36%
MCSPdem13	Avid NHL fans	208	9%
MCSPdem14	Very favorable of NASCAR	267	12%
MCSPdem15	Very favorable of Michael Jordan	646	29%
MCSPdem16	Very favorable of NBA	466	21%
MCSPdem17	Very favorable of Jordan Brand	368	17%
MCSPdem18	Very favorable of Nike	665	30%

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