



National Tracking Poll #201222
December 03-07, 2020

Crosstabulation Results

Methodology:

This poll was conducted between December 3-December 7, 2020 among a national sample of 2201 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, educational attainment, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table MCSP1_1: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	21%	(461)	44%	(978)	35%	(762)	2201
Gender: Male	31%	(331)	46%	(486)	23%	(245)	1062
Gender: Female	11%	(130)	43%	(492)	45%	(516)	1139
Age: 18-34	22%	(147)	45%	(293)	33%	(216)	655
Age: 35-44	27%	(96)	46%	(164)	27%	(98)	358
Age: 45-64	20%	(147)	44%	(333)	36%	(271)	751
Age: 65+	16%	(72)	43%	(187)	41%	(177)	436
GenZers: 1997-2012	22%	(56)	37%	(94)	41%	(103)	253
Millennials: 1981-1996	25%	(150)	49%	(297)	26%	(159)	606
GenXers: 1965-1980	24%	(123)	42%	(218)	34%	(179)	520
Baby Boomers: 1946-1964	16%	(117)	45%	(328)	38%	(279)	725
PID: Dem (no lean)	27%	(215)	41%	(331)	32%	(261)	806
PID: Ind (no lean)	16%	(120)	49%	(363)	35%	(260)	742
PID: Rep (no lean)	19%	(127)	44%	(284)	37%	(241)	653
PID/Gender: Dem Men	40%	(148)	40%	(147)	21%	(76)	371
PID/Gender: Dem Women	15%	(66)	42%	(184)	42%	(184)	435
PID/Gender: Ind Men	23%	(86)	52%	(192)	24%	(90)	368
PID/Gender: Ind Women	9%	(34)	46%	(170)	45%	(170)	374
PID/Gender: Rep Men	30%	(98)	45%	(146)	25%	(79)	323
PID/Gender: Rep Women	9%	(30)	42%	(138)	49%	(162)	330
Ideo: Liberal (1-3)	26%	(158)	41%	(255)	33%	(205)	619
Ideo: Moderate (4)	21%	(127)	46%	(278)	33%	(202)	607
Ideo: Conservative (5-7)	20%	(144)	46%	(334)	35%	(254)	732
Educ: < College	19%	(285)	43%	(650)	38%	(578)	1513
Educ: Bachelors degree	24%	(109)	48%	(211)	28%	(124)	444
Educ: Post-grad	28%	(68)	48%	(116)	24%	(59)	244
Income: Under 50k	18%	(220)	41%	(501)	41%	(505)	1226
Income: 50k-100k	22%	(144)	50%	(324)	27%	(175)	644
Income: 100k+	29%	(98)	46%	(153)	25%	(81)	332

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Table MCSP1_1: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	21%	(461)	44%	(978)	35%	(762)	2201
Ethnicity: White	20%	(341)	44%	(755)	36%	(626)	1722
Ethnicity: Hispanic	23%	(79)	46%	(161)	31%	(109)	350
Ethnicity: Black	31%	(85)	45%	(123)	24%	(67)	274
Ethnicity: Other	17%	(35)	49%	(100)	34%	(69)	204
All Christian	23%	(237)	45%	(464)	32%	(333)	1034
All Non-Christian	24%	(24)	49%	(50)	27%	(27)	101
Atheist	27%	(29)	34%	(36)	39%	(43)	108
Agnostic/Nothing in particular	16%	(93)	43%	(242)	41%	(229)	564
Something Else	20%	(78)	47%	(186)	33%	(130)	395
Religious Non-Protestant/Catholic	20%	(26)	51%	(68)	29%	(38)	132
Evangelical	26%	(143)	42%	(227)	32%	(174)	545
Non-Evangelical	19%	(163)	48%	(400)	33%	(275)	838
Community: Urban	27%	(157)	35%	(209)	38%	(226)	592
Community: Suburban	20%	(206)	51%	(525)	29%	(303)	1034
Community: Rural	17%	(98)	42%	(243)	41%	(234)	575
Employ: Private Sector	29%	(180)	43%	(262)	28%	(169)	611
Employ: Government	24%	(32)	44%	(59)	32%	(43)	135
Employ: Self-Employed	26%	(48)	50%	(91)	25%	(45)	184
Employ: Homemaker	9%	(14)	47%	(72)	44%	(66)	153
Employ: Student	26%	(26)	42%	(43)	32%	(33)	102
Employ: Retired	17%	(90)	46%	(242)	37%	(198)	530
Employ: Unemployed	14%	(48)	41%	(139)	45%	(155)	342
Employ: Other	17%	(24)	47%	(68)	36%	(51)	143
Military HH: Yes	22%	(82)	45%	(172)	33%	(126)	380
Military HH: No	21%	(380)	44%	(806)	35%	(635)	1821
RD/WT: Right Direction	28%	(176)	43%	(272)	29%	(187)	635
RD/WT: Wrong Track	18%	(285)	45%	(706)	37%	(575)	1566
Trump Job Approve	21%	(185)	44%	(392)	35%	(317)	893
Trump Job Disapprove	21%	(256)	44%	(541)	35%	(422)	1218

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Table MCSPI_1: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

Sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	21%	(461)	44%	(978)	35%	(762)	2201
Trump Job Strongly Approve	17%	(88)	42%	(222)	42%	(221)	531
Trump Job Somewhat Approve	27%	(97)	47%	(169)	27%	(96)	362
Trump Job Somewhat Disapprove	22%	(52)	51%	(120)	27%	(64)	236
Trump Job Strongly Disapprove	21%	(204)	43%	(421)	36%	(358)	982
Favorable of Trump	21%	(192)	44%	(392)	35%	(313)	897
Unfavorable of Trump	21%	(255)	45%	(540)	34%	(411)	1206
Very Favorable of Trump	18%	(99)	43%	(246)	39%	(222)	567
Somewhat Favorable of Trump	28%	(92)	44%	(146)	28%	(91)	329
Somewhat Unfavorable of Trump	19%	(40)	54%	(112)	27%	(56)	207
Very Unfavorable of Trump	22%	(215)	43%	(428)	36%	(355)	998
#1 Issue: Economy	22%	(190)	48%	(407)	30%	(254)	851
#1 Issue: Security	18%	(33)	40%	(75)	42%	(78)	186
#1 Issue: Health Care	24%	(104)	43%	(183)	33%	(140)	426
#1 Issue: Medicare / Social Security	18%	(48)	46%	(121)	36%	(97)	265
#1 Issue: Women's Issues	19%	(23)	37%	(46)	44%	(54)	123
#1 Issue: Education	17%	(19)	46%	(52)	37%	(43)	114
#1 Issue: Energy	19%	(14)	33%	(24)	48%	(35)	73
#1 Issue: Other	19%	(31)	44%	(71)	37%	(61)	163
2018 House Vote: Democrat	26%	(194)	44%	(321)	30%	(221)	736
2018 House Vote: Republican	17%	(106)	48%	(289)	35%	(213)	608
2016 Vote: Hillary Clinton	25%	(163)	45%	(293)	30%	(195)	651
2016 Vote: Donald Trump	19%	(129)	46%	(311)	35%	(237)	677
2016 Vote: Other	16%	(20)	53%	(69)	31%	(41)	130
2016 Vote: Didn't Vote	20%	(149)	41%	(304)	39%	(288)	741
Voted in 2014: Yes	22%	(266)	46%	(553)	32%	(386)	1206
Voted in 2014: No	20%	(195)	43%	(425)	38%	(375)	995
2012 Vote: Barack Obama	25%	(202)	45%	(363)	31%	(251)	816
2012 Vote: Mitt Romney	17%	(75)	50%	(222)	33%	(147)	443
2012 Vote: Other	14%	(11)	52%	(43)	35%	(29)	83
2012 Vote: Didn't Vote	20%	(172)	41%	(349)	39%	(333)	853

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Table MCSP1_1: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	21%	(461)	44%	(978)	35%	(762)	2201
4-Region: Northeast	22%	(86)	45%	(178)	33%	(130)	394
4-Region: Midwest	24%	(113)	43%	(200)	32%	(149)	462
4-Region: South	21%	(170)	45%	(371)	34%	(284)	825
4-Region: West	18%	(92)	44%	(229)	38%	(199)	520
Sports fans	32%	(461)	68%	(978)	—	(0)	1439
Avid sports fans	100%	(461)	—	(0)	—	(0)	461
Casual sports fans	—	(0)	100%	(978)	—	(0)	978
NFL fans	32%	(435)	56%	(754)	12%	(163)	1353
MLB fans	34%	(390)	54%	(611)	12%	(131)	1132
NBA fans	38%	(385)	50%	(511)	11%	(116)	1012
NHL fans	39%	(290)	52%	(392)	9%	(71)	753
WNBA fans	44%	(215)	51%	(246)	5%	(23)	484
College football fans	36%	(394)	55%	(607)	9%	(103)	1104
College basketball fans	40%	(368)	51%	(464)	9%	(80)	912
Golf fans	42%	(260)	48%	(298)	11%	(66)	624
Tennis fans	36%	(253)	53%	(367)	11%	(77)	697
Auto racing fans	34%	(273)	49%	(391)	17%	(133)	797
Soccer fans	37%	(267)	51%	(367)	11%	(82)	716
Gymnastics fans	27%	(266)	53%	(530)	20%	(200)	996
Competitive swimming fans	34%	(220)	53%	(346)	13%	(85)	651
Basketball players	55%	(135)	39%	(95)	6%	(14)	245
Basketball fans	44%	(341)	49%	(381)	7%	(54)	776
Sneaker enthusiasts	43%	(195)	43%	(198)	14%	(62)	455
Golfers	43%	(87)	48%	(98)	9%	(18)	203
Athletes	48%	(205)	43%	(183)	9%	(38)	426
Under Armour: Very fav	35%	(201)	44%	(259)	21%	(122)	582
Nike: Very fav	34%	(271)	46%	(367)	20%	(163)	801
Adidas: Very fav	32%	(213)	48%	(318)	20%	(134)	664
Michael Jordan: Very fav	35%	(260)	46%	(345)	19%	(141)	746
LeBron James: Very fav	39%	(183)	40%	(192)	21%	(99)	474
Stephen Curry: Very fav	41%	(169)	43%	(174)	16%	(65)	408

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Table MCSP1_1: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

Sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	21%	(461)	44%	(978)	35%	(762)	2201
Jordan Brand: Very fav	42%	(173)	43%	(176)	14%	(59)	408
Curry Brand: Very fav	43%	(74)	42%	(73)	15%	(25)	173
Under Armour: Favorable	26%	(378)	48%	(690)	26%	(379)	1448
Nike: Favorable	26%	(388)	47%	(695)	27%	(401)	1484
Adidas: Favorable	25%	(401)	47%	(751)	28%	(441)	1594
Michael Jordan: Favorable	26%	(396)	48%	(733)	26%	(388)	1518
LeBron James: Favorable	28%	(304)	49%	(523)	23%	(249)	1076
Stephen Curry: Favorable	33%	(312)	48%	(451)	19%	(182)	945
Jordan Brand: Favorable	35%	(313)	47%	(423)	19%	(167)	903
Curry Brand: Favorable	37%	(180)	48%	(234)	15%	(72)	487
Often buy sportswear	48%	(146)	38%	(117)	14%	(41)	304
Often/Sometimes buy sportswear	29%	(377)	48%	(628)	23%	(298)	1303
Familiar with Michael Jordan	21%	(461)	44%	(968)	34%	(746)	2175
Familiar with LeBron James	22%	(456)	45%	(950)	33%	(702)	2107
Familiar with Steph Curry	25%	(427)	48%	(806)	27%	(449)	1682

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

Table MCSP1_2: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

NFL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	30%	(664)	31%	(689)	39%	(848)	2201
Gender: Male	41%	(441)	32%	(335)	27%	(287)	1062
Gender: Female	20%	(223)	31%	(354)	49%	(562)	1139
Age: 18-34	26%	(170)	35%	(227)	39%	(258)	655
Age: 35-44	35%	(124)	36%	(130)	29%	(104)	358
Age: 45-64	33%	(244)	28%	(212)	39%	(295)	751
Age: 65+	29%	(126)	27%	(119)	44%	(191)	436
GenZers: 1997-2012	22%	(55)	30%	(77)	48%	(121)	253
Millennials: 1981-1996	30%	(182)	39%	(238)	31%	(187)	606
GenXers: 1965-1980	36%	(187)	26%	(135)	38%	(198)	520
Baby Boomers: 1946-1964	31%	(223)	29%	(211)	40%	(291)	725
PID: Dem (no lean)	36%	(289)	32%	(259)	32%	(257)	806
PID: Ind (no lean)	25%	(184)	33%	(242)	43%	(316)	742
PID: Rep (no lean)	29%	(191)	29%	(187)	42%	(275)	653
PID/Gender: Dem Men	48%	(178)	30%	(113)	22%	(80)	371
PID/Gender: Dem Women	26%	(111)	34%	(147)	41%	(177)	435
PID/Gender: Ind Men	35%	(127)	35%	(130)	30%	(111)	368
PID/Gender: Ind Women	15%	(56)	30%	(112)	55%	(205)	374
PID/Gender: Rep Men	42%	(135)	29%	(92)	30%	(96)	323
PID/Gender: Rep Women	17%	(56)	29%	(95)	54%	(179)	330
Ideo: Liberal (1-3)	32%	(199)	31%	(189)	37%	(231)	619
Ideo: Moderate (4)	33%	(202)	33%	(199)	34%	(206)	607
Ideo: Conservative (5-7)	30%	(217)	28%	(205)	42%	(310)	732
Educ: < College	28%	(422)	31%	(466)	41%	(625)	1513
Educ: Bachelors degree	35%	(154)	32%	(141)	34%	(150)	444
Educ: Post-grad	36%	(89)	34%	(82)	30%	(73)	244
Income: Under 50k	27%	(327)	30%	(372)	43%	(527)	1226
Income: 50k-100k	34%	(222)	31%	(198)	35%	(224)	644
Income: 100k+	35%	(115)	36%	(119)	29%	(98)	332
Ethnicity: White	30%	(512)	31%	(535)	39%	(675)	1722
Ethnicity: Hispanic	31%	(110)	30%	(107)	38%	(133)	350
Ethnicity: Black	35%	(95)	35%	(97)	30%	(82)	274

Continued on next page

Table MCSP1_2: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
NFL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	30%	(664)	31%	(689)	39%	(848)	2201
Ethnicity: Other	28%	(56)	28%	(57)	45%	(91)	204
All Christian	34%	(350)	31%	(317)	35%	(366)	1034
All Non-Christian	23%	(24)	37%	(37)	39%	(40)	101
Atheist	31%	(34)	25%	(27)	43%	(47)	108
Agnostic/Nothing in particular	26%	(144)	31%	(175)	43%	(244)	564
Something Else	28%	(112)	33%	(131)	38%	(152)	395
Religious Non-Protestant/Catholic	22%	(29)	41%	(55)	37%	(49)	132
Evangelical	35%	(190)	29%	(157)	36%	(197)	545
Non-Evangelical	32%	(265)	32%	(265)	37%	(309)	838
Community: Urban	31%	(185)	31%	(184)	38%	(223)	592
Community: Suburban	32%	(327)	33%	(339)	36%	(368)	1034
Community: Rural	26%	(152)	29%	(166)	45%	(257)	575
Employ: Private Sector	38%	(232)	31%	(192)	31%	(188)	611
Employ: Government	34%	(46)	28%	(38)	38%	(51)	135
Employ: Self-Employed	24%	(44)	40%	(74)	36%	(67)	184
Employ: Homemaker	20%	(31)	35%	(53)	45%	(68)	153
Employ: Student	28%	(29)	32%	(33)	40%	(41)	102
Employ: Retired	32%	(171)	26%	(138)	42%	(221)	530
Employ: Unemployed	20%	(67)	33%	(112)	48%	(163)	342
Employ: Other	31%	(45)	34%	(49)	34%	(49)	143
Military HH: Yes	31%	(119)	33%	(124)	36%	(137)	380
Military HH: No	30%	(545)	31%	(565)	39%	(711)	1821
RD/WT: Right Direction	32%	(204)	31%	(195)	37%	(236)	635
RD/WT: Wrong Track	29%	(460)	32%	(494)	39%	(612)	1566
Trump Job Approve	28%	(248)	29%	(263)	43%	(383)	893
Trump Job Disapprove	33%	(397)	32%	(386)	36%	(435)	1218
Trump Job Strongly Approve	22%	(119)	29%	(155)	48%	(257)	531
Trump Job Somewhat Approve	36%	(129)	30%	(107)	35%	(126)	362
Trump Job Somewhat Disapprove	35%	(82)	32%	(74)	34%	(79)	236
Trump Job Strongly Disapprove	32%	(314)	32%	(312)	36%	(356)	982

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Table MCSP1_2: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

NFL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	30%	(664)	31%	(689)	39%	(848)	2201
Favorable of Trump	28%	(253)	29%	(262)	43%	(382)	897
Unfavorable of Trump	33%	(394)	32%	(383)	36%	(429)	1206
Very Favorable of Trump	24%	(135)	30%	(168)	47%	(264)	567
Somewhat Favorable of Trump	36%	(118)	28%	(93)	36%	(118)	329
Somewhat Unfavorable of Trump	35%	(73)	32%	(66)	33%	(68)	207
Very Unfavorable of Trump	32%	(320)	32%	(317)	36%	(361)	998
#1 Issue: Economy	32%	(270)	36%	(308)	32%	(274)	851
#1 Issue: Security	24%	(45)	28%	(52)	48%	(89)	186
#1 Issue: Health Care	32%	(135)	30%	(128)	38%	(163)	426
#1 Issue: Medicare / Social Security	34%	(90)	28%	(74)	38%	(102)	265
#1 Issue: Women's Issues	24%	(29)	31%	(38)	46%	(56)	123
#1 Issue: Education	24%	(28)	25%	(28)	51%	(58)	114
#1 Issue: Energy	29%	(21)	24%	(17)	48%	(35)	73
#1 Issue: Other	28%	(46)	27%	(44)	45%	(73)	163
2018 House Vote: Democrat	38%	(282)	31%	(232)	30%	(222)	736
2018 House Vote: Republican	28%	(169)	29%	(173)	44%	(266)	608
2016 Vote: Hillary Clinton	38%	(246)	31%	(204)	31%	(201)	651
2016 Vote: Donald Trump	29%	(194)	28%	(190)	43%	(293)	677
2016 Vote: Other	31%	(40)	39%	(51)	30%	(39)	130
2016 Vote: Didn't Vote	25%	(184)	33%	(243)	42%	(315)	741
Voted in 2014: Yes	34%	(415)	29%	(355)	36%	(435)	1206
Voted in 2014: No	25%	(249)	33%	(333)	41%	(413)	995
2012 Vote: Barack Obama	38%	(306)	32%	(257)	31%	(252)	816
2012 Vote: Mitt Romney	29%	(130)	30%	(132)	41%	(181)	443
2012 Vote: Other	26%	(22)	18%	(15)	56%	(47)	83
2012 Vote: Didn't Vote	24%	(203)	33%	(285)	43%	(365)	853
4-Region: Northeast	33%	(128)	31%	(123)	36%	(142)	394
4-Region: Midwest	34%	(157)	33%	(152)	33%	(154)	462
4-Region: South	30%	(244)	31%	(256)	39%	(324)	825
4-Region: West	26%	(135)	30%	(157)	44%	(228)	520
Sports fans	43%	(622)	39%	(568)	17%	(250)	1439

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Table MCSP1_2: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
NFL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	30%	(664)	31%	(689)	39%	(848)	2201
Avid sports fans	74%	(342)	20%	(94)	6%	(26)	461
Casual sports fans	29%	(280)	48%	(474)	23%	(224)	978
NFL fans	49%	(664)	51%	(689)	—	(0)	1353
MLB fans	46%	(522)	37%	(420)	17%	(190)	1132
NBA fans	47%	(479)	37%	(371)	16%	(161)	1012
NHL fans	48%	(363)	37%	(280)	15%	(110)	753
WNBA fans	49%	(237)	39%	(187)	13%	(61)	484
College football fans	49%	(544)	38%	(415)	13%	(145)	1104
College basketball fans	50%	(457)	34%	(309)	16%	(146)	912
Golf fans	49%	(308)	32%	(200)	19%	(116)	624
Tennis fans	42%	(296)	35%	(246)	22%	(156)	697
Auto racing fans	41%	(325)	35%	(283)	24%	(189)	797
Soccer fans	42%	(301)	37%	(266)	21%	(148)	716
Gymnastics fans	36%	(360)	34%	(342)	30%	(294)	996
Competitive swimming fans	42%	(273)	34%	(224)	24%	(154)	651
Basketball players	49%	(119)	38%	(92)	13%	(33)	245
Basketball fans	50%	(390)	34%	(263)	16%	(123)	776
Sneaker enthusiasts	44%	(200)	35%	(159)	21%	(97)	455
Golfers	54%	(109)	28%	(58)	18%	(36)	203
Athletes	46%	(195)	37%	(157)	17%	(74)	426
Under Armour: Very fav	46%	(266)	32%	(188)	22%	(127)	582
Nike: Very fav	43%	(344)	33%	(265)	24%	(192)	801
Adidas: Very fav	40%	(265)	35%	(232)	25%	(167)	664
Michael Jordan: Very fav	44%	(327)	32%	(239)	24%	(179)	746
LeBron James: Very fav	46%	(218)	29%	(137)	25%	(119)	474
Stephen Curry: Very fav	49%	(202)	33%	(133)	18%	(73)	408
Jordan Brand: Very fav	49%	(201)	32%	(131)	18%	(75)	408
Curry Brand: Very fav	52%	(89)	34%	(59)	14%	(24)	173
Under Armour: Favorable	37%	(539)	33%	(481)	30%	(428)	1448
Nike: Favorable	36%	(529)	34%	(504)	30%	(451)	1484
Adidas: Favorable	34%	(546)	34%	(538)	32%	(510)	1594

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Table MCSP1_2: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
NFL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	30%	(664)	31%	(689)	39%	(848)	2201
Michael Jordan: Favorable	35%	(534)	34%	(517)	31%	(467)	1518
LeBron James: Favorable	38%	(406)	35%	(377)	27%	(293)	1076
Stephen Curry: Favorable	43%	(411)	32%	(306)	24%	(228)	945
Jordan Brand: Favorable	44%	(394)	33%	(301)	23%	(208)	903
Curry Brand: Favorable	51%	(246)	32%	(158)	17%	(82)	487
Often buy sportswear	50%	(152)	31%	(95)	19%	(57)	304
Often/Sometimes buy sportswear	40%	(517)	31%	(404)	29%	(383)	1303
Familiar with Michael Jordan	31%	(664)	31%	(682)	38%	(829)	2175
Familiar with LeBron James	31%	(655)	32%	(666)	37%	(786)	2107
Familiar with Steph Curry	35%	(587)	33%	(552)	32%	(543)	1682

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

Table MCSP1_3: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

MLB

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	18%	(390)	34%	(742)	49%	(1069)	2201
Gender: Male	26%	(275)	38%	(403)	36%	(385)	1062
Gender: Female	10%	(115)	30%	(339)	60%	(684)	1139
Age: 18-34	11%	(74)	33%	(215)	56%	(366)	655
Age: 35-44	21%	(75)	31%	(110)	48%	(173)	358
Age: 45-64	21%	(161)	35%	(266)	43%	(325)	751
Age: 65+	19%	(81)	34%	(150)	47%	(205)	436
GenZers: 1997-2012	11%	(27)	24%	(60)	66%	(166)	253
Millennials: 1981-1996	15%	(92)	37%	(223)	48%	(291)	606
GenXers: 1965-1980	20%	(102)	32%	(168)	48%	(250)	520
Baby Boomers: 1946-1964	21%	(151)	36%	(264)	43%	(310)	725
PID: Dem (no lean)	21%	(166)	34%	(277)	45%	(364)	806
PID: Ind (no lean)	12%	(92)	33%	(248)	54%	(402)	742
PID: Rep (no lean)	20%	(133)	33%	(217)	46%	(303)	653
PID/Gender: Dem Men	31%	(114)	37%	(139)	32%	(118)	371
PID/Gender: Dem Women	12%	(52)	32%	(138)	56%	(245)	435
PID/Gender: Ind Men	17%	(62)	40%	(147)	43%	(159)	368
PID/Gender: Ind Women	8%	(30)	27%	(102)	65%	(243)	374
PID/Gender: Rep Men	31%	(99)	36%	(118)	33%	(107)	323
PID/Gender: Rep Women	10%	(34)	30%	(99)	60%	(197)	330
Ideo: Liberal (1-3)	18%	(111)	36%	(221)	46%	(286)	619
Ideo: Moderate (4)	19%	(114)	36%	(218)	45%	(275)	607
Ideo: Conservative (5-7)	20%	(148)	34%	(246)	46%	(339)	732
Educ: < College	15%	(229)	31%	(474)	54%	(810)	1513
Educ: Bachelors degree	23%	(102)	37%	(166)	40%	(176)	444
Educ: Post-grad	24%	(59)	42%	(102)	34%	(83)	244
Income: Under 50k	14%	(174)	29%	(359)	56%	(692)	1226
Income: 50k-100k	21%	(137)	38%	(245)	41%	(262)	644
Income: 100k+	24%	(79)	42%	(138)	35%	(115)	332
Ethnicity: White	19%	(333)	33%	(570)	48%	(819)	1722
Ethnicity: Hispanic	15%	(53)	38%	(133)	47%	(163)	350
Ethnicity: Black	12%	(34)	36%	(100)	51%	(141)	274

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Table MCSP1_3: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
MLB

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	18%	(390)	34%	(742)	49%	(1069)	2201
Ethnicity: Other	11%	(23)	36%	(73)	53%	(109)	204
All Christian	24%	(249)	35%	(366)	41%	(419)	1034
All Non-Christian	20%	(20)	42%	(42)	38%	(39)	101
Atheist	23%	(25)	26%	(28)	51%	(55)	108
Agnostic/Nothing in particular	12%	(65)	30%	(171)	58%	(327)	564
Something Else	8%	(31)	34%	(135)	58%	(229)	395
Religious Non-Protestant/Catholic	18%	(23)	41%	(54)	41%	(54)	132
Evangelical	18%	(98)	35%	(189)	47%	(258)	545
Non-Evangelical	21%	(174)	35%	(295)	44%	(369)	838
Community: Urban	19%	(114)	29%	(173)	52%	(305)	592
Community: Suburban	18%	(188)	38%	(393)	44%	(453)	1034
Community: Rural	15%	(88)	31%	(176)	54%	(311)	575
Employ: Private Sector	24%	(144)	37%	(229)	39%	(239)	611
Employ: Government	19%	(26)	33%	(45)	48%	(64)	135
Employ: Self-Employed	18%	(33)	33%	(61)	49%	(90)	184
Employ: Homemaker	6%	(10)	34%	(52)	60%	(91)	153
Employ: Student	14%	(15)	25%	(26)	61%	(62)	102
Employ: Retired	22%	(117)	35%	(184)	43%	(229)	530
Employ: Unemployed	10%	(33)	30%	(101)	61%	(209)	342
Employ: Other	10%	(14)	31%	(44)	59%	(85)	143
Military HH: Yes	19%	(72)	34%	(128)	47%	(179)	380
Military HH: No	17%	(318)	34%	(614)	49%	(890)	1821
RD/WT: Right Direction	22%	(141)	36%	(231)	41%	(263)	635
RD/WT: Wrong Track	16%	(249)	33%	(511)	51%	(806)	1566
Trump Job Approve	18%	(163)	33%	(293)	49%	(437)	893
Trump Job Disapprove	18%	(215)	34%	(414)	48%	(589)	1218
Trump Job Strongly Approve	17%	(90)	29%	(156)	54%	(285)	531
Trump Job Somewhat Approve	20%	(72)	38%	(137)	42%	(153)	362
Trump Job Somewhat Disapprove	16%	(38)	41%	(96)	43%	(102)	236
Trump Job Strongly Disapprove	18%	(177)	32%	(318)	50%	(487)	982

Continued on next page

Table MCSP1_3: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

MLB

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	18%	(390)	34%	(742)	49%	(1069)	2201
Favorable of Trump	18%	(159)	32%	(289)	50%	(448)	897
Unfavorable of Trump	18%	(219)	34%	(410)	48%	(576)	1206
Very Favorable of Trump	16%	(91)	30%	(169)	54%	(307)	567
Somewhat Favorable of Trump	21%	(68)	37%	(120)	43%	(141)	329
Somewhat Unfavorable of Trump	20%	(41)	36%	(76)	44%	(90)	207
Very Unfavorable of Trump	18%	(178)	34%	(335)	49%	(486)	998
#1 Issue: Economy	18%	(150)	37%	(312)	46%	(390)	851
#1 Issue: Security	18%	(33)	29%	(54)	53%	(98)	186
#1 Issue: Health Care	17%	(72)	35%	(149)	48%	(206)	426
#1 Issue: Medicare / Social Security	19%	(50)	36%	(95)	45%	(120)	265
#1 Issue: Women's Issues	14%	(17)	37%	(46)	49%	(60)	123
#1 Issue: Education	14%	(15)	28%	(32)	58%	(66)	114
#1 Issue: Energy	29%	(21)	19%	(14)	52%	(38)	73
#1 Issue: Other	19%	(31)	25%	(40)	56%	(91)	163
2018 House Vote: Democrat	22%	(163)	38%	(276)	40%	(296)	736
2018 House Vote: Republican	20%	(120)	35%	(215)	45%	(272)	608
2016 Vote: Hillary Clinton	23%	(149)	37%	(238)	41%	(264)	651
2016 Vote: Donald Trump	21%	(145)	34%	(233)	44%	(299)	677
2016 Vote: Other	17%	(22)	41%	(54)	42%	(54)	130
2016 Vote: Didn't Vote	10%	(74)	29%	(217)	61%	(451)	741
Voted in 2014: Yes	22%	(269)	37%	(441)	41%	(496)	1206
Voted in 2014: No	12%	(121)	30%	(301)	58%	(573)	995
2012 Vote: Barack Obama	23%	(187)	36%	(292)	41%	(336)	816
2012 Vote: Mitt Romney	21%	(95)	36%	(162)	42%	(187)	443
2012 Vote: Other	23%	(19)	27%	(22)	50%	(42)	83
2012 Vote: Didn't Vote	11%	(90)	31%	(263)	59%	(501)	853
4-Region: Northeast	21%	(84)	34%	(133)	45%	(176)	394
4-Region: Midwest	22%	(102)	33%	(155)	44%	(206)	462
4-Region: South	16%	(129)	33%	(272)	51%	(423)	825
4-Region: West	14%	(75)	35%	(181)	51%	(264)	520
Sports fans	25%	(361)	44%	(640)	30%	(438)	1439

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Table MCSP1_3: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
MLB

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	18%	(390)	34%	(742)	49%	(1069)	2201
Avid sports fans	46%	(212)	39%	(178)	16%	(72)	461
Casual sports fans	15%	(149)	47%	(462)	37%	(366)	978
NFL fans	26%	(346)	44%	(596)	30%	(410)	1353
MLB fans	34%	(390)	66%	(742)	—	(0)	1132
NBA fans	27%	(276)	45%	(453)	28%	(283)	1012
NHL fans	34%	(260)	45%	(338)	21%	(155)	753
WNBA fans	31%	(152)	48%	(232)	21%	(100)	484
College football fans	28%	(313)	45%	(501)	26%	(290)	1104
College basketball fans	32%	(288)	46%	(418)	23%	(206)	912
Golf fans	35%	(216)	44%	(277)	21%	(131)	624
Tennis fans	29%	(202)	47%	(326)	24%	(170)	697
Auto racing fans	25%	(200)	42%	(334)	33%	(262)	797
Soccer fans	26%	(185)	43%	(310)	31%	(222)	716
Gymnastics fans	22%	(216)	40%	(403)	38%	(377)	996
Competitive swimming fans	26%	(170)	43%	(281)	31%	(199)	651
Basketball players	36%	(88)	38%	(94)	26%	(63)	245
Basketball fans	30%	(234)	46%	(354)	24%	(187)	776
Sneaker enthusiasts	26%	(117)	37%	(166)	38%	(172)	455
Golfers	41%	(84)	39%	(79)	20%	(41)	203
Athletes	33%	(139)	39%	(168)	28%	(119)	426
Under Armour: Very fav	25%	(148)	39%	(226)	36%	(208)	582
Nike: Very fav	21%	(166)	36%	(287)	43%	(348)	801
Adidas: Very fav	21%	(140)	36%	(242)	42%	(282)	664
Michael Jordan: Very fav	25%	(185)	38%	(283)	37%	(277)	746
LeBron James: Very fav	25%	(120)	36%	(170)	39%	(185)	474
Stephen Curry: Very fav	29%	(120)	41%	(166)	30%	(123)	408
Jordan Brand: Very fav	25%	(103)	38%	(157)	36%	(148)	408
Curry Brand: Very fav	32%	(55)	38%	(65)	30%	(52)	173
Under Armour: Favorable	23%	(326)	36%	(522)	41%	(600)	1448
Nike: Favorable	19%	(279)	35%	(514)	47%	(692)	1484
Adidas: Favorable	20%	(312)	35%	(552)	46%	(730)	1594

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Table MCSP1_3: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

MLB

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	18%	(390)	34%	(742)	49%	(1069)	2201
Michael Jordan: Favorable	21%	(312)	38%	(570)	42%	(636)	1518
LeBron James: Favorable	22%	(232)	37%	(400)	41%	(445)	1076
Stephen Curry: Favorable	26%	(242)	40%	(374)	35%	(329)	945
Jordan Brand: Favorable	26%	(236)	37%	(333)	37%	(335)	903
Curry Brand: Favorable	31%	(152)	39%	(191)	29%	(143)	487
Often buy sportswear	32%	(98)	37%	(112)	31%	(93)	304
Often/Sometimes buy sportswear	23%	(301)	36%	(466)	41%	(537)	1303
Familiar with Michael Jordan	18%	(390)	34%	(738)	48%	(1048)	2175
Familiar with LeBron James	18%	(384)	34%	(721)	48%	(1002)	2107
Familiar with Steph Curry	21%	(348)	37%	(622)	42%	(712)	1682

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

Table MCSP1_4: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
NBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	17%	(383)	29%	(629)	54%	(1189)	2201
Gender: Male	25%	(262)	30%	(316)	46%	(484)	1062
Gender: Female	11%	(122)	27%	(312)	62%	(705)	1139
Age: 18-34	24%	(160)	30%	(194)	46%	(302)	655
Age: 35-44	26%	(92)	31%	(112)	43%	(154)	358
Age: 45-64	13%	(96)	28%	(212)	59%	(444)	751
Age: 65+	8%	(36)	26%	(111)	66%	(289)	436
GenZers: 1997-2012	22%	(57)	32%	(81)	46%	(115)	253
Millennials: 1981-1996	27%	(164)	29%	(176)	44%	(265)	606
GenXers: 1965-1980	15%	(76)	30%	(157)	55%	(287)	520
Baby Boomers: 1946-1964	11%	(77)	27%	(198)	62%	(449)	725
PID: Dem (no lean)	22%	(178)	36%	(291)	42%	(338)	806
PID: Ind (no lean)	17%	(125)	24%	(178)	59%	(439)	742
PID: Rep (no lean)	12%	(81)	25%	(160)	63%	(412)	653
PID/Gender: Dem Men	32%	(120)	38%	(140)	30%	(112)	371
PID/Gender: Dem Women	13%	(58)	35%	(151)	52%	(226)	435
PID/Gender: Ind Men	20%	(75)	24%	(88)	56%	(205)	368
PID/Gender: Ind Women	13%	(50)	24%	(90)	63%	(234)	374
PID/Gender: Rep Men	21%	(67)	27%	(88)	52%	(168)	323
PID/Gender: Rep Women	4%	(14)	22%	(72)	74%	(244)	330
Ideo: Liberal (1-3)	21%	(129)	33%	(205)	46%	(284)	619
Ideo: Moderate (4)	19%	(114)	31%	(187)	50%	(306)	607
Ideo: Conservative (5-7)	14%	(100)	23%	(170)	63%	(461)	732
Educ: < College	16%	(249)	26%	(394)	58%	(870)	1513
Educ: Bachelors degree	18%	(80)	35%	(156)	47%	(208)	444
Educ: Post-grad	23%	(55)	32%	(78)	45%	(111)	244
Income: Under 50k	16%	(200)	26%	(316)	58%	(710)	1226
Income: 50k-100k	18%	(114)	30%	(195)	52%	(335)	644
Income: 100k+	21%	(70)	35%	(118)	43%	(144)	332
Ethnicity: White	14%	(244)	26%	(443)	60%	(1036)	1722
Ethnicity: Hispanic	27%	(94)	36%	(126)	37%	(130)	350
Ethnicity: Black	36%	(99)	39%	(108)	25%	(67)	274

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Table MCSP1_4: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

NBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	17%	(383)	29%	(629)	54%	(1189)	2201
Ethnicity: Other	20%	(40)	38%	(78)	42%	(86)	204
All Christian	18%	(189)	27%	(284)	54%	(560)	1034
All Non-Christian	20%	(21)	40%	(40)	40%	(40)	101
Atheist	20%	(21)	26%	(28)	54%	(58)	108
Agnostic/Nothing in particular	15%	(85)	26%	(146)	59%	(332)	564
Something Else	17%	(67)	33%	(130)	50%	(198)	395
Religious Non-Protestant/Catholic	19%	(25)	39%	(52)	42%	(55)	132
Evangelical	23%	(127)	28%	(152)	49%	(266)	545
Non-Evangelical	14%	(118)	29%	(246)	57%	(475)	838
Community: Urban	29%	(174)	29%	(169)	42%	(249)	592
Community: Suburban	15%	(151)	33%	(338)	53%	(544)	1034
Community: Rural	10%	(58)	21%	(121)	69%	(396)	575
Employ: Private Sector	24%	(148)	32%	(197)	44%	(266)	611
Employ: Government	25%	(34)	31%	(41)	44%	(60)	135
Employ: Self-Employed	24%	(44)	29%	(54)	47%	(86)	184
Employ: Homemaker	12%	(18)	24%	(37)	64%	(97)	153
Employ: Student	21%	(22)	29%	(30)	50%	(51)	102
Employ: Retired	10%	(54)	24%	(125)	66%	(351)	530
Employ: Unemployed	11%	(38)	30%	(101)	59%	(203)	342
Employ: Other	17%	(25)	31%	(44)	52%	(75)	143
Military HH: Yes	15%	(55)	23%	(87)	63%	(238)	380
Military HH: No	18%	(328)	30%	(542)	52%	(951)	1821
RD/WT: Right Direction	20%	(126)	28%	(178)	52%	(330)	635
RD/WT: Wrong Track	16%	(257)	29%	(450)	55%	(859)	1566
Trump Job Approve	15%	(135)	21%	(185)	64%	(574)	893
Trump Job Disapprove	19%	(236)	34%	(413)	47%	(568)	1218
Trump Job Strongly Approve	13%	(68)	18%	(97)	69%	(367)	531
Trump Job Somewhat Approve	19%	(67)	24%	(88)	57%	(207)	362
Trump Job Somewhat Disapprove	18%	(42)	38%	(90)	44%	(104)	236
Trump Job Strongly Disapprove	20%	(194)	33%	(324)	47%	(465)	982

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Table MCSP1_4: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

NBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	17%	(383)	29%	(629)	54%	(1189)	2201
Favorable of Trump	15%	(132)	21%	(188)	64%	(577)	897
Unfavorable of Trump	19%	(231)	34%	(414)	46%	(561)	1206
Very Favorable of Trump	13%	(75)	20%	(112)	67%	(380)	567
Somewhat Favorable of Trump	17%	(57)	23%	(76)	60%	(197)	329
Somewhat Unfavorable of Trump	18%	(37)	38%	(79)	44%	(91)	207
Very Unfavorable of Trump	19%	(194)	34%	(335)	47%	(470)	998
#1 Issue: Economy	19%	(158)	30%	(254)	52%	(439)	851
#1 Issue: Security	13%	(25)	19%	(34)	68%	(126)	186
#1 Issue: Health Care	23%	(99)	30%	(127)	47%	(200)	426
#1 Issue: Medicare / Social Security	9%	(23)	29%	(76)	62%	(166)	265
#1 Issue: Women's Issues	17%	(20)	30%	(36)	54%	(66)	123
#1 Issue: Education	16%	(18)	40%	(45)	44%	(51)	114
#1 Issue: Energy	16%	(12)	26%	(19)	57%	(42)	73
#1 Issue: Other	17%	(27)	22%	(35)	61%	(100)	163
2018 House Vote: Democrat	23%	(170)	35%	(260)	42%	(307)	736
2018 House Vote: Republican	12%	(70)	22%	(136)	66%	(401)	608
2016 Vote: Hillary Clinton	22%	(146)	35%	(228)	43%	(277)	651
2016 Vote: Donald Trump	13%	(87)	22%	(151)	65%	(440)	677
2016 Vote: Other	19%	(25)	26%	(33)	55%	(72)	130
2016 Vote: Didn't Vote	17%	(126)	29%	(217)	54%	(399)	741
Voted in 2014: Yes	17%	(206)	29%	(348)	54%	(652)	1206
Voted in 2014: No	18%	(177)	28%	(281)	54%	(537)	995
2012 Vote: Barack Obama	21%	(171)	35%	(288)	44%	(357)	816
2012 Vote: Mitt Romney	10%	(45)	20%	(89)	70%	(310)	443
2012 Vote: Other	9%	(8)	23%	(19)	68%	(56)	83
2012 Vote: Didn't Vote	18%	(157)	27%	(233)	54%	(463)	853
4-Region: Northeast	15%	(57)	30%	(118)	56%	(219)	394
4-Region: Midwest	17%	(79)	28%	(131)	55%	(253)	462
4-Region: South	19%	(155)	27%	(222)	54%	(447)	825
4-Region: West	18%	(92)	30%	(158)	52%	(270)	520
Sports fans	25%	(359)	37%	(537)	38%	(543)	1439

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Table MCSP1_4: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	17%	(383)	29%	(629)	54%	(1189)	2201
Avid sports fans	52%	(242)	31%	(143)	17%	(76)	461
Casual sports fans	12%	(118)	40%	(393)	48%	(467)	978
NFL fans	26%	(350)	37%	(501)	37%	(502)	1353
MLB fans	26%	(299)	38%	(430)	36%	(403)	1132
NBA fans	38%	(383)	62%	(629)	—	(0)	1012
NHL fans	28%	(209)	37%	(281)	35%	(262)	753
WNBA fans	47%	(226)	44%	(212)	9%	(45)	484
College football fans	28%	(310)	35%	(392)	36%	(402)	1104
College basketball fans	35%	(320)	42%	(386)	23%	(205)	912
Golf fans	33%	(204)	33%	(204)	34%	(215)	624
Tennis fans	30%	(207)	39%	(274)	31%	(216)	697
Auto racing fans	26%	(210)	31%	(246)	43%	(341)	797
Soccer fans	30%	(218)	39%	(277)	31%	(221)	716
Gymnastics fans	23%	(227)	34%	(342)	43%	(427)	996
Competitive swimming fans	30%	(192)	38%	(247)	32%	(211)	651
Basketball players	52%	(127)	37%	(91)	11%	(27)	245
Basketball fans	42%	(323)	47%	(362)	12%	(91)	776
Sneaker enthusiasts	34%	(157)	37%	(171)	28%	(128)	455
Golfers	28%	(56)	32%	(64)	41%	(82)	203
Athletes	35%	(147)	37%	(156)	29%	(122)	426
Under Armour: Very fav	30%	(177)	30%	(172)	40%	(232)	582
Nike: Very fav	32%	(254)	35%	(281)	33%	(267)	801
Adidas: Very fav	28%	(189)	36%	(241)	35%	(234)	664
Michael Jordan: Very fav	32%	(238)	36%	(265)	33%	(242)	746
LeBron James: Very fav	38%	(182)	38%	(178)	24%	(114)	474
Stephen Curry: Very fav	41%	(166)	40%	(163)	19%	(79)	408
Jordan Brand: Very fav	42%	(169)	31%	(128)	27%	(111)	408
Curry Brand: Very fav	52%	(89)	25%	(44)	23%	(39)	173
Under Armour: Favorable	21%	(310)	31%	(443)	48%	(695)	1448
Nike: Favorable	23%	(338)	33%	(488)	44%	(659)	1484
Adidas: Favorable	21%	(333)	32%	(516)	47%	(745)	1594

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Table MCSP1_4: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
NBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	17%	(383)	29%	(629)	54%	(1189)	2201
Michael Jordan: Favorable	22%	(334)	34%	(509)	44%	(674)	1518
LeBron James: Favorable	27%	(286)	37%	(398)	36%	(393)	1076
Stephen Curry: Favorable	31%	(296)	38%	(359)	31%	(290)	945
Jordan Brand: Favorable	30%	(268)	37%	(334)	33%	(301)	903
Curry Brand: Favorable	42%	(203)	32%	(153)	27%	(130)	487
Often buy sportswear	42%	(129)	35%	(106)	23%	(69)	304
Often/Sometimes buy sportswear	25%	(326)	34%	(443)	41%	(535)	1303
Familiar with Michael Jordan	18%	(383)	29%	(624)	54%	(1168)	2175
Familiar with LeBron James	18%	(377)	29%	(612)	53%	(1118)	2107
Familiar with Steph Curry	22%	(367)	32%	(543)	46%	(772)	1682

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

Table MCSP1_5: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

NHL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	10%	(225)	24%	(528)	66%	(1448)	2201
Gender: Male	14%	(152)	30%	(319)	56%	(591)	1062
Gender: Female	6%	(73)	18%	(209)	75%	(857)	1139
Age: 18-34	10%	(64)	24%	(157)	66%	(435)	655
Age: 35-44	15%	(54)	27%	(96)	58%	(208)	358
Age: 45-64	10%	(78)	23%	(176)	66%	(498)	751
Age: 65+	7%	(30)	23%	(99)	70%	(308)	436
GenZers: 1997-2012	8%	(19)	18%	(46)	74%	(188)	253
Millennials: 1981-1996	13%	(79)	27%	(164)	60%	(364)	606
GenXers: 1965-1980	11%	(55)	26%	(133)	64%	(332)	520
Baby Boomers: 1946-1964	9%	(67)	22%	(162)	68%	(496)	725
PID: Dem (no lean)	10%	(81)	25%	(201)	65%	(525)	806
PID: Ind (no lean)	8%	(62)	24%	(176)	68%	(504)	742
PID: Rep (no lean)	13%	(82)	23%	(152)	64%	(419)	653
PID/Gender: Dem Men	16%	(60)	32%	(121)	52%	(191)	371
PID/Gender: Dem Women	5%	(21)	18%	(80)	77%	(334)	435
PID/Gender: Ind Men	9%	(34)	28%	(105)	62%	(229)	368
PID/Gender: Ind Women	7%	(28)	19%	(71)	74%	(275)	374
PID/Gender: Rep Men	18%	(58)	29%	(94)	53%	(171)	323
PID/Gender: Rep Women	7%	(24)	18%	(58)	75%	(248)	330
Ideo: Liberal (1-3)	13%	(78)	24%	(146)	64%	(395)	619
Ideo: Moderate (4)	9%	(52)	26%	(158)	65%	(397)	607
Ideo: Conservative (5-7)	11%	(84)	25%	(184)	63%	(465)	732
Educ: < College	8%	(127)	21%	(319)	71%	(1067)	1513
Educ: Bachelors degree	15%	(65)	28%	(123)	58%	(256)	444
Educ: Post-grad	13%	(33)	35%	(86)	51%	(125)	244
Income: Under 50k	7%	(90)	19%	(236)	73%	(900)	1226
Income: 50k-100k	14%	(90)	27%	(175)	59%	(379)	644
Income: 100k+	14%	(45)	35%	(117)	51%	(169)	332
Ethnicity: White	11%	(187)	25%	(433)	64%	(1102)	1722
Ethnicity: Hispanic	8%	(26)	21%	(73)	72%	(250)	350
Ethnicity: Black	8%	(22)	20%	(56)	72%	(197)	274

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Table MCSP1_5: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
NHL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	10%	(225)	24%	(528)	66%	(1448)	2201
Ethnicity: Other	8%	(16)	19%	(39)	73%	(149)	204
All Christian	10%	(105)	28%	(285)	62%	(643)	1034
All Non-Christian	14%	(14)	28%	(28)	59%	(59)	101
Atheist	16%	(17)	17%	(19)	67%	(72)	108
Agnostic/Nothing in particular	10%	(57)	19%	(107)	71%	(399)	564
Something Else	8%	(31)	23%	(89)	70%	(275)	395
Religious Non-Protestant/Catholic	11%	(15)	28%	(36)	61%	(81)	132
Evangelical	8%	(42)	24%	(131)	68%	(372)	545
Non-Evangelical	11%	(92)	27%	(226)	62%	(520)	838
Community: Urban	12%	(69)	24%	(143)	64%	(379)	592
Community: Suburban	11%	(110)	25%	(258)	64%	(666)	1034
Community: Rural	8%	(45)	22%	(127)	70%	(403)	575
Employ: Private Sector	17%	(103)	28%	(172)	55%	(336)	611
Employ: Government	8%	(11)	23%	(31)	69%	(93)	135
Employ: Self-Employed	9%	(17)	29%	(53)	62%	(114)	184
Employ: Homemaker	3%	(5)	24%	(36)	73%	(111)	153
Employ: Student	14%	(14)	20%	(21)	66%	(68)	102
Employ: Retired	6%	(34)	23%	(122)	71%	(374)	530
Employ: Unemployed	9%	(29)	18%	(63)	73%	(251)	342
Employ: Other	8%	(11)	21%	(30)	71%	(102)	143
Military HH: Yes	9%	(34)	26%	(97)	65%	(249)	380
Military HH: No	10%	(191)	24%	(431)	66%	(1200)	1821
RD/WT: Right Direction	15%	(98)	26%	(164)	59%	(373)	635
RD/WT: Wrong Track	8%	(127)	23%	(364)	69%	(1075)	1566
Trump Job Approve	12%	(104)	25%	(220)	64%	(569)	893
Trump Job Disapprove	9%	(115)	24%	(292)	67%	(811)	1218
Trump Job Strongly Approve	13%	(68)	22%	(117)	65%	(346)	531
Trump Job Somewhat Approve	10%	(36)	28%	(103)	62%	(223)	362
Trump Job Somewhat Disapprove	9%	(21)	32%	(74)	59%	(140)	236
Trump Job Strongly Disapprove	10%	(93)	22%	(218)	68%	(671)	982

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Table MCSP1_5: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

NHL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	10%	(225)	24%	(528)	66%	(1448)	2201
Favorable of Trump	12%	(108)	24%	(213)	64%	(575)	897
Unfavorable of Trump	9%	(114)	25%	(299)	66%	(793)	1206
Very Favorable of Trump	14%	(78)	22%	(124)	64%	(365)	567
Somewhat Favorable of Trump	9%	(30)	27%	(89)	64%	(210)	329
Somewhat Unfavorable of Trump	7%	(15)	35%	(73)	58%	(120)	207
Very Unfavorable of Trump	10%	(99)	23%	(227)	67%	(673)	998
#1 Issue: Economy	11%	(95)	27%	(228)	62%	(528)	851
#1 Issue: Security	9%	(17)	25%	(46)	66%	(122)	186
#1 Issue: Health Care	11%	(46)	23%	(98)	66%	(282)	426
#1 Issue: Medicare / Social Security	7%	(18)	19%	(51)	74%	(196)	265
#1 Issue: Women's Issues	10%	(12)	21%	(25)	70%	(86)	123
#1 Issue: Education	12%	(14)	20%	(22)	68%	(77)	114
#1 Issue: Energy	12%	(9)	31%	(23)	57%	(42)	73
#1 Issue: Other	9%	(14)	21%	(34)	71%	(115)	163
2018 House Vote: Democrat	12%	(88)	27%	(198)	61%	(451)	736
2018 House Vote: Republican	13%	(79)	23%	(140)	64%	(389)	608
2016 Vote: Hillary Clinton	12%	(76)	26%	(171)	62%	(404)	651
2016 Vote: Donald Trump	13%	(90)	26%	(174)	61%	(414)	677
2016 Vote: Other	8%	(11)	29%	(37)	63%	(82)	130
2016 Vote: Didn't Vote	6%	(48)	20%	(146)	74%	(547)	741
Voted in 2014: Yes	12%	(142)	27%	(322)	62%	(742)	1206
Voted in 2014: No	8%	(83)	21%	(206)	71%	(707)	995
2012 Vote: Barack Obama	12%	(100)	26%	(211)	62%	(505)	816
2012 Vote: Mitt Romney	11%	(49)	25%	(112)	64%	(282)	443
2012 Vote: Other	15%	(12)	28%	(24)	57%	(47)	83
2012 Vote: Didn't Vote	7%	(63)	21%	(181)	71%	(609)	853
4-Region: Northeast	13%	(51)	29%	(114)	58%	(229)	394
4-Region: Midwest	11%	(50)	27%	(126)	62%	(286)	462
4-Region: South	9%	(73)	24%	(197)	67%	(555)	825
4-Region: West	10%	(50)	18%	(92)	73%	(378)	520
Sports fans	15%	(211)	33%	(471)	53%	(758)	1439

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Table MCSP1_5: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
NHL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	10%	(225)	24%	(528)	66%	(1448)	2201
Avid sports fans	27%	(126)	36%	(164)	37%	(171)	461
Casual sports fans	9%	(85)	31%	(306)	60%	(586)	978
NFL fans	14%	(195)	33%	(448)	52%	(710)	1353
MLB fans	17%	(188)	36%	(410)	47%	(534)	1132
NBA fans	15%	(152)	33%	(338)	52%	(521)	1012
NHL fans	30%	(225)	70%	(528)	—	(0)	753
WNBA fans	20%	(94)	43%	(206)	38%	(183)	484
College football fans	15%	(166)	34%	(377)	51%	(561)	1104
College basketball fans	17%	(152)	38%	(346)	45%	(415)	912
Golf fans	18%	(114)	39%	(241)	43%	(268)	624
Tennis fans	17%	(118)	38%	(264)	45%	(314)	697
Auto racing fans	17%	(134)	35%	(279)	48%	(384)	797
Soccer fans	17%	(123)	40%	(284)	43%	(309)	716
Gymnastics fans	13%	(128)	31%	(306)	56%	(562)	996
Competitive swimming fans	17%	(110)	35%	(228)	48%	(312)	651
Basketball players	22%	(53)	40%	(98)	38%	(93)	245
Basketball fans	17%	(129)	33%	(257)	50%	(390)	776
Sneaker enthusiasts	17%	(75)	33%	(150)	51%	(230)	455
Golfers	26%	(53)	36%	(73)	38%	(78)	203
Athletes	17%	(73)	37%	(156)	46%	(197)	426
Under Armour: Very fav	15%	(85)	29%	(168)	56%	(328)	582
Nike: Very fav	13%	(101)	25%	(203)	62%	(498)	801
Adidas: Very fav	15%	(100)	23%	(154)	62%	(410)	664
Michael Jordan: Very fav	15%	(111)	27%	(199)	58%	(435)	746
LeBron James: Very fav	16%	(76)	24%	(116)	60%	(283)	474
Stephen Curry: Very fav	17%	(70)	28%	(115)	55%	(224)	408
Jordan Brand: Very fav	15%	(61)	30%	(121)	55%	(225)	408
Curry Brand: Very fav	20%	(34)	30%	(51)	50%	(87)	173
Under Armour: Favorable	12%	(180)	27%	(393)	60%	(876)	1448
Nike: Favorable	11%	(164)	26%	(380)	63%	(940)	1484
Adidas: Favorable	11%	(178)	26%	(409)	63%	(1006)	1594

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Table MCSP1_5: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
NHL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	10%	(225)	24%	(528)	66%	(1448)	2201
Michael Jordan: Favorable	12%	(188)	27%	(404)	61%	(925)	1518
LeBron James: Favorable	12%	(132)	27%	(292)	61%	(652)	1076
Stephen Curry: Favorable	14%	(128)	31%	(289)	56%	(528)	945
Jordan Brand: Favorable	15%	(136)	29%	(262)	56%	(505)	903
Curry Brand: Favorable	17%	(81)	32%	(155)	51%	(250)	487
Often buy sportswear	24%	(73)	35%	(107)	41%	(123)	304
Often/Sometimes buy sportswear	13%	(174)	27%	(353)	60%	(777)	1303
Familiar with Michael Jordan	10%	(225)	24%	(524)	66%	(1426)	2175
Familiar with LeBron James	11%	(224)	24%	(514)	65%	(1369)	2107
Familiar with Steph Curry	12%	(204)	26%	(446)	61%	(1033)	1682

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

Table MCSP1_6: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
WNBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	4%	(87)	18%	(397)	78%	(1717)	2201
Gender: Male	5%	(54)	21%	(227)	74%	(781)	1062
Gender: Female	3%	(33)	15%	(170)	82%	(936)	1139
Age: 18-34	5%	(32)	21%	(134)	75%	(489)	655
Age: 35-44	7%	(25)	22%	(80)	71%	(253)	358
Age: 45-64	3%	(25)	16%	(123)	80%	(604)	751
Age: 65+	1%	(5)	14%	(60)	85%	(371)	436
GenZers: 1997-2012	3%	(8)	18%	(46)	78%	(199)	253
Millennials: 1981-1996	7%	(44)	23%	(137)	70%	(425)	606
GenXers: 1965-1980	4%	(19)	17%	(87)	80%	(415)	520
Baby Boomers: 1946-1964	2%	(16)	16%	(114)	82%	(596)	725
PID: Dem (no lean)	6%	(51)	26%	(209)	68%	(546)	806
PID: Ind (no lean)	3%	(23)	16%	(115)	81%	(604)	742
PID: Rep (no lean)	2%	(13)	11%	(72)	87%	(567)	653
PID/Gender: Dem Men	8%	(31)	30%	(110)	62%	(230)	371
PID/Gender: Dem Women	5%	(20)	23%	(99)	73%	(317)	435
PID/Gender: Ind Men	3%	(12)	17%	(62)	80%	(293)	368
PID/Gender: Ind Women	3%	(11)	14%	(53)	83%	(311)	374
PID/Gender: Rep Men	3%	(10)	17%	(54)	80%	(259)	323
PID/Gender: Rep Women	1%	(3)	6%	(18)	94%	(309)	330
Ideo: Liberal (1-3)	6%	(39)	25%	(153)	69%	(426)	619
Ideo: Moderate (4)	4%	(22)	22%	(133)	74%	(452)	607
Ideo: Conservative (5-7)	2%	(15)	11%	(81)	87%	(636)	732
Educ: < College	3%	(51)	16%	(237)	81%	(1225)	1513
Educ: Bachelors degree	5%	(21)	21%	(93)	74%	(331)	444
Educ: Post-grad	7%	(16)	27%	(67)	66%	(161)	244
Income: Under 50k	4%	(53)	15%	(186)	80%	(986)	1226
Income: 50k-100k	3%	(21)	21%	(133)	76%	(489)	644
Income: 100k+	4%	(12)	23%	(77)	73%	(242)	332
Ethnicity: White	2%	(39)	16%	(271)	82%	(1412)	1722
Ethnicity: Hispanic	4%	(13)	21%	(74)	75%	(263)	350
Ethnicity: Black	15%	(41)	32%	(87)	53%	(147)	274

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Table MCSP1_6: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

WNBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	4%	(87)	18%	(397)	78%	(1717)	2201
Ethnicity: Other	4%	(7)	19%	(38)	78%	(158)	204
All Christian	4%	(40)	19%	(199)	77%	(794)	1034
All Non-Christian	4%	(5)	18%	(19)	77%	(78)	101
Atheist	7%	(8)	14%	(15)	79%	(86)	108
Agnostic/Nothing in particular	2%	(13)	16%	(92)	81%	(459)	564
Something Else	5%	(22)	18%	(72)	76%	(301)	395
Religious Non-Protestant/Catholic	4%	(5)	22%	(29)	74%	(97)	132
Evangelical	7%	(36)	18%	(99)	75%	(409)	545
Non-Evangelical	3%	(24)	18%	(154)	79%	(660)	838
Community: Urban	7%	(43)	23%	(134)	70%	(414)	592
Community: Suburban	3%	(33)	20%	(203)	77%	(798)	1034
Community: Rural	2%	(11)	10%	(60)	88%	(505)	575
Employ: Private Sector	6%	(37)	21%	(129)	73%	(445)	611
Employ: Government	4%	(5)	19%	(26)	77%	(104)	135
Employ: Self-Employed	7%	(13)	24%	(44)	69%	(127)	184
Employ: Homemaker	1%	(2)	15%	(23)	84%	(128)	153
Employ: Student	4%	(4)	26%	(27)	70%	(72)	102
Employ: Retired	2%	(12)	15%	(78)	83%	(440)	530
Employ: Unemployed	3%	(10)	14%	(47)	83%	(285)	342
Employ: Other	3%	(4)	16%	(23)	81%	(117)	143
Military HH: Yes	6%	(23)	17%	(64)	77%	(293)	380
Military HH: No	3%	(64)	18%	(333)	78%	(1425)	1821
RD/WT: Right Direction	5%	(30)	19%	(121)	76%	(483)	635
RD/WT: Wrong Track	4%	(57)	18%	(275)	79%	(1234)	1566
Trump Job Approve	3%	(31)	13%	(115)	84%	(747)	893
Trump Job Disapprove	5%	(56)	21%	(260)	74%	(902)	1218
Trump Job Strongly Approve	4%	(20)	12%	(63)	84%	(448)	531
Trump Job Somewhat Approve	3%	(11)	14%	(52)	83%	(299)	362
Trump Job Somewhat Disapprove	5%	(12)	18%	(42)	77%	(182)	236
Trump Job Strongly Disapprove	5%	(45)	22%	(218)	73%	(720)	982

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Table MCSP1_6: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

WNBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	4%	(87)	18%	(397)	78%	(1717)	2201
Favorable of Trump	3%	(26)	13%	(115)	84%	(756)	897
Unfavorable of Trump	5%	(61)	22%	(264)	73%	(881)	1206
Very Favorable of Trump	3%	(17)	12%	(69)	85%	(482)	567
Somewhat Favorable of Trump	3%	(9)	14%	(46)	83%	(274)	329
Somewhat Unfavorable of Trump	4%	(8)	20%	(41)	76%	(158)	207
Very Unfavorable of Trump	5%	(53)	22%	(223)	72%	(723)	998
#1 Issue: Economy	4%	(37)	17%	(147)	78%	(668)	851
#1 Issue: Security	3%	(5)	12%	(22)	85%	(158)	186
#1 Issue: Health Care	5%	(20)	20%	(87)	75%	(319)	426
#1 Issue: Medicare / Social Security	3%	(7)	19%	(51)	78%	(207)	265
#1 Issue: Women's Issues	8%	(10)	19%	(23)	73%	(90)	123
#1 Issue: Education	2%	(3)	25%	(28)	73%	(83)	114
#1 Issue: Energy	2%	(1)	20%	(15)	78%	(57)	73
#1 Issue: Other	3%	(5)	14%	(23)	83%	(135)	163
2018 House Vote: Democrat	5%	(37)	27%	(201)	68%	(498)	736
2018 House Vote: Republican	3%	(18)	12%	(72)	85%	(517)	608
2016 Vote: Hillary Clinton	6%	(37)	27%	(174)	68%	(440)	651
2016 Vote: Donald Trump	4%	(24)	11%	(75)	85%	(578)	677
2016 Vote: Other	2%	(2)	17%	(22)	81%	(106)	130
2016 Vote: Didn't Vote	3%	(24)	17%	(126)	80%	(591)	741
Voted in 2014: Yes	4%	(52)	20%	(242)	76%	(912)	1206
Voted in 2014: No	4%	(35)	16%	(155)	81%	(805)	995
2012 Vote: Barack Obama	7%	(54)	24%	(199)	69%	(563)	816
2012 Vote: Mitt Romney	1%	(5)	12%	(54)	87%	(385)	443
2012 Vote: Other	4%	(3)	10%	(8)	86%	(72)	83
2012 Vote: Didn't Vote	3%	(25)	16%	(133)	82%	(695)	853
4-Region: Northeast	4%	(16)	18%	(70)	78%	(308)	394
4-Region: Midwest	4%	(19)	19%	(89)	77%	(354)	462
4-Region: South	5%	(38)	19%	(160)	76%	(627)	825
4-Region: West	3%	(15)	15%	(77)	82%	(428)	520
Sports fans	6%	(84)	26%	(376)	68%	(979)	1439

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Table MCSP1_6: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

WNBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	4%	(87)	18%	(397)	78%	(1717)	2201
Avid sports fans	13%	(62)	33%	(153)	53%	(247)	461
Casual sports fans	2%	(23)	23%	(223)	75%	(732)	978
NFL fans	6%	(81)	25%	(342)	69%	(929)	1353
MLB fans	6%	(69)	28%	(315)	66%	(748)	1132
NBA fans	8%	(85)	35%	(353)	57%	(573)	1012
NHL fans	7%	(55)	33%	(246)	60%	(452)	753
WNBA fans	18%	(87)	82%	(397)	—	(0)	484
College football fans	6%	(66)	29%	(315)	65%	(723)	1104
College basketball fans	8%	(77)	34%	(313)	57%	(522)	912
Golf fans	9%	(57)	31%	(195)	60%	(371)	624
Tennis fans	10%	(72)	36%	(250)	54%	(375)	697
Auto racing fans	7%	(57)	28%	(225)	65%	(515)	797
Soccer fans	9%	(65)	32%	(232)	58%	(419)	716
Gymnastics fans	7%	(70)	27%	(267)	66%	(659)	996
Competitive swimming fans	9%	(59)	37%	(238)	54%	(354)	651
Basketball players	17%	(41)	40%	(99)	43%	(104)	245
Basketball fans	10%	(76)	37%	(289)	53%	(411)	776
Sneaker enthusiasts	9%	(42)	29%	(133)	61%	(280)	455
Golfers	13%	(26)	23%	(47)	64%	(130)	203
Athletes	12%	(50)	28%	(119)	60%	(257)	426
Under Armour: Very fav	8%	(47)	24%	(141)	68%	(394)	582
Nike: Very fav	7%	(53)	27%	(214)	67%	(534)	801
Adidas: Very fav	8%	(50)	25%	(165)	68%	(450)	664
Michael Jordan: Very fav	7%	(54)	27%	(202)	66%	(489)	746
LeBron James: Very fav	10%	(50)	32%	(150)	58%	(275)	474
Stephen Curry: Very fav	10%	(43)	34%	(140)	55%	(226)	408
Jordan Brand: Very fav	10%	(39)	30%	(123)	60%	(246)	408
Curry Brand: Very fav	16%	(27)	36%	(62)	48%	(83)	173
Under Armour: Favorable	5%	(74)	21%	(305)	74%	(1069)	1448
Nike: Favorable	5%	(80)	22%	(332)	72%	(1072)	1484
Adidas: Favorable	5%	(79)	21%	(340)	74%	(1175)	1594

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Table MCSP1_6: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
WNBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	4%	(87)	18%	(397)	78%	(1717)	2201
Michael Jordan: Favorable	5%	(71)	21%	(325)	74%	(1122)	1518
LeBron James: Favorable	7%	(76)	25%	(273)	68%	(728)	1076
Stephen Curry: Favorable	7%	(70)	29%	(270)	64%	(605)	945
Jordan Brand: Favorable	7%	(60)	27%	(244)	66%	(600)	903
Curry Brand: Favorable	10%	(50)	32%	(153)	58%	(284)	487
Often buy sportswear	11%	(32)	30%	(92)	59%	(179)	304
Often/Sometimes buy sportswear	6%	(77)	24%	(309)	70%	(918)	1303
Familiar with Michael Jordan	4%	(87)	18%	(393)	78%	(1695)	2175
Familiar with LeBron James	4%	(86)	18%	(385)	78%	(1636)	2107
Familiar with Steph Curry	5%	(84)	22%	(365)	73%	(1233)	1682

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

Table MCSP1_7: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
College football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	20%	(445)	30%	(659)	50%	(1097)	2201
Gender: Male	29%	(304)	34%	(360)	38%	(398)	1062
Gender: Female	12%	(141)	26%	(299)	61%	(698)	1139
Age: 18-34	17%	(112)	30%	(194)	53%	(350)	655
Age: 35-44	26%	(91)	26%	(93)	48%	(173)	358
Age: 45-64	20%	(149)	30%	(227)	50%	(376)	751
Age: 65+	21%	(93)	33%	(145)	45%	(198)	436
GenZers: 1997-2012	17%	(44)	28%	(72)	54%	(137)	253
Millennials: 1981-1996	20%	(120)	29%	(176)	51%	(311)	606
GenXers: 1965-1980	21%	(109)	29%	(151)	50%	(260)	520
Baby Boomers: 1946-1964	21%	(152)	32%	(231)	47%	(342)	725
PID: Dem (no lean)	21%	(168)	30%	(244)	49%	(394)	806
PID: Ind (no lean)	17%	(124)	27%	(199)	56%	(419)	742
PID: Rep (no lean)	23%	(152)	33%	(216)	44%	(285)	653
PID/Gender: Dem Men	32%	(118)	33%	(123)	35%	(130)	371
PID/Gender: Dem Women	12%	(50)	28%	(121)	61%	(264)	435
PID/Gender: Ind Men	24%	(89)	32%	(117)	44%	(162)	368
PID/Gender: Ind Women	9%	(35)	22%	(82)	69%	(257)	374
PID/Gender: Rep Men	30%	(96)	37%	(120)	33%	(107)	323
PID/Gender: Rep Women	17%	(56)	29%	(96)	54%	(178)	330
Ideo: Liberal (1-3)	21%	(129)	29%	(179)	50%	(311)	619
Ideo: Moderate (4)	21%	(129)	29%	(177)	50%	(301)	607
Ideo: Conservative (5-7)	23%	(169)	34%	(245)	43%	(318)	732
Educ: < College	17%	(260)	28%	(424)	55%	(829)	1513
Educ: Bachelors degree	26%	(115)	34%	(151)	40%	(178)	444
Educ: Post-grad	29%	(70)	35%	(85)	37%	(90)	244
Income: Under 50k	17%	(213)	27%	(326)	56%	(686)	1226
Income: 50k-100k	23%	(147)	33%	(211)	44%	(286)	644
Income: 100k+	25%	(84)	37%	(122)	38%	(125)	332
Ethnicity: White	20%	(351)	30%	(512)	50%	(859)	1722
Ethnicity: Hispanic	19%	(65)	25%	(88)	56%	(197)	350
Ethnicity: Black	25%	(68)	35%	(95)	41%	(112)	274

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Table MCSP1_7: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
College football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	20%	(445)	30%	(659)	50%	(1097)	2201
Ethnicity: Other	13%	(26)	26%	(52)	62%	(126)	204
All Christian	26%	(270)	29%	(299)	45%	(464)	1034
All Non-Christian	20%	(21)	37%	(37)	43%	(43)	101
Atheist	18%	(20)	23%	(25)	59%	(64)	108
Agnostic/Nothing in particular	15%	(82)	28%	(155)	58%	(327)	564
Something Else	13%	(52)	36%	(144)	50%	(199)	395
Religious Non-Protestant/Catholic	19%	(25)	38%	(50)	43%	(57)	132
Evangelical	24%	(133)	35%	(191)	41%	(221)	545
Non-Evangelical	21%	(177)	28%	(236)	51%	(425)	838
Community: Urban	19%	(115)	27%	(157)	54%	(320)	592
Community: Suburban	21%	(219)	32%	(334)	46%	(480)	1034
Community: Rural	19%	(111)	29%	(168)	51%	(296)	575
Employ: Private Sector	24%	(147)	31%	(189)	45%	(276)	611
Employ: Government	24%	(32)	30%	(40)	46%	(62)	135
Employ: Self-Employed	19%	(34)	37%	(68)	44%	(81)	184
Employ: Homemaker	11%	(16)	27%	(42)	62%	(95)	153
Employ: Student	22%	(23)	29%	(29)	49%	(50)	102
Employ: Retired	24%	(129)	31%	(163)	45%	(238)	530
Employ: Unemployed	14%	(48)	22%	(74)	64%	(221)	342
Employ: Other	11%	(15)	38%	(54)	52%	(74)	143
Military HH: Yes	24%	(90)	33%	(126)	43%	(164)	380
Military HH: No	19%	(355)	29%	(534)	51%	(933)	1821
RD/WT: Right Direction	26%	(163)	31%	(194)	44%	(278)	635
RD/WT: Wrong Track	18%	(282)	30%	(465)	52%	(819)	1566
Trump Job Approve	23%	(208)	29%	(259)	48%	(426)	893
Trump Job Disapprove	18%	(222)	30%	(371)	51%	(625)	1218
Trump Job Strongly Approve	21%	(112)	28%	(149)	51%	(270)	531
Trump Job Somewhat Approve	26%	(95)	31%	(111)	43%	(156)	362
Trump Job Somewhat Disapprove	21%	(49)	36%	(84)	44%	(103)	236
Trump Job Strongly Disapprove	18%	(173)	29%	(287)	53%	(522)	982

Continued on next page

Table MCSP1_7: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
College football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	20%	(445)	30%	(659)	50%	(1097)	2201
Favorable of Trump	22%	(201)	30%	(267)	48%	(429)	897
Unfavorable of Trump	19%	(227)	30%	(362)	51%	(616)	1206
Very Favorable of Trump	21%	(119)	29%	(162)	50%	(286)	567
Somewhat Favorable of Trump	25%	(81)	32%	(105)	44%	(143)	329
Somewhat Unfavorable of Trump	21%	(44)	33%	(68)	46%	(96)	207
Very Unfavorable of Trump	18%	(184)	29%	(294)	52%	(521)	998
#1 Issue: Economy	21%	(175)	33%	(284)	46%	(392)	851
#1 Issue: Security	23%	(42)	26%	(48)	51%	(95)	186
#1 Issue: Health Care	20%	(83)	29%	(124)	51%	(219)	426
#1 Issue: Medicare / Social Security	24%	(64)	29%	(78)	47%	(124)	265
#1 Issue: Women's Issues	13%	(16)	32%	(39)	55%	(68)	123
#1 Issue: Education	16%	(19)	24%	(28)	59%	(68)	114
#1 Issue: Energy	19%	(14)	24%	(18)	57%	(42)	73
#1 Issue: Other	19%	(32)	25%	(41)	56%	(91)	163
2018 House Vote: Democrat	23%	(173)	31%	(229)	45%	(334)	736
2018 House Vote: Republican	25%	(150)	30%	(180)	46%	(278)	608
2016 Vote: Hillary Clinton	24%	(153)	31%	(199)	46%	(299)	651
2016 Vote: Donald Trump	24%	(163)	29%	(199)	46%	(314)	677
2016 Vote: Other	24%	(31)	27%	(35)	49%	(64)	130
2016 Vote: Didn't Vote	13%	(97)	31%	(226)	56%	(418)	741
Voted in 2014: Yes	25%	(303)	31%	(368)	44%	(534)	1206
Voted in 2014: No	14%	(141)	29%	(291)	57%	(563)	995
2012 Vote: Barack Obama	24%	(198)	29%	(235)	47%	(383)	816
2012 Vote: Mitt Romney	26%	(114)	31%	(140)	43%	(189)	443
2012 Vote: Other	27%	(22)	31%	(26)	43%	(36)	83
2012 Vote: Didn't Vote	13%	(108)	30%	(259)	57%	(486)	853
4-Region: Northeast	13%	(53)	27%	(106)	60%	(235)	394
4-Region: Midwest	26%	(122)	31%	(144)	42%	(196)	462
4-Region: South	23%	(194)	34%	(279)	43%	(352)	825
4-Region: West	15%	(75)	25%	(131)	60%	(314)	520
Sports fans	30%	(427)	40%	(574)	30%	(438)	1439

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Table MCSP1_7: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
College football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	20%	(445)	30%	(659)	50%	(1097)	2201
Avid sports fans	55%	(255)	30%	(138)	15%	(68)	461
Casual sports fans	18%	(172)	45%	(436)	38%	(370)	978
NFL fans	30%	(404)	41%	(555)	29%	(393)	1353
MLB fans	32%	(362)	40%	(451)	28%	(318)	1132
NBA fans	32%	(322)	38%	(381)	31%	(310)	1012
NHL fans	35%	(260)	38%	(283)	28%	(210)	753
WNBA fans	38%	(185)	41%	(196)	21%	(103)	484
College football fans	40%	(445)	60%	(659)	—	(0)	1104
College basketball fans	40%	(368)	48%	(438)	12%	(107)	912
Golf fans	39%	(245)	39%	(242)	22%	(137)	624
Tennis fans	32%	(224)	37%	(258)	31%	(215)	697
Auto racing fans	32%	(254)	36%	(288)	32%	(255)	797
Soccer fans	31%	(221)	37%	(265)	32%	(230)	716
Gymnastics fans	26%	(263)	36%	(354)	38%	(378)	996
Competitive swimming fans	32%	(210)	35%	(230)	33%	(212)	651
Basketball players	44%	(108)	31%	(76)	25%	(60)	245
Basketball fans	39%	(305)	37%	(286)	24%	(185)	776
Sneaker enthusiasts	30%	(136)	34%	(155)	36%	(164)	455
Golfers	46%	(93)	34%	(70)	20%	(41)	203
Athletes	36%	(154)	34%	(145)	30%	(127)	426
Under Armour: Very fav	31%	(178)	31%	(179)	39%	(225)	582
Nike: Very fav	27%	(214)	33%	(264)	40%	(324)	801
Adidas: Very fav	24%	(162)	31%	(208)	44%	(294)	664
Michael Jordan: Very fav	30%	(223)	31%	(233)	39%	(289)	746
LeBron James: Very fav	31%	(149)	32%	(151)	37%	(175)	474
Stephen Curry: Very fav	35%	(141)	35%	(143)	30%	(124)	408
Jordan Brand: Very fav	32%	(132)	34%	(137)	34%	(139)	408
Curry Brand: Very fav	31%	(53)	36%	(62)	33%	(57)	173
Under Armour: Favorable	24%	(347)	33%	(483)	43%	(619)	1448
Nike: Favorable	23%	(335)	32%	(477)	45%	(672)	1484
Adidas: Favorable	23%	(360)	32%	(505)	46%	(729)	1594

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Table MCSP1_7: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
College football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	20%	(445)	30%	(659)	50%	(1097)	2201
Michael Jordan: Favorable	24%	(369)	32%	(490)	43%	(658)	1518
LeBron James: Favorable	24%	(254)	33%	(354)	44%	(468)	1076
Stephen Curry: Favorable	29%	(272)	37%	(348)	34%	(325)	945
Jordan Brand: Favorable	30%	(269)	34%	(303)	37%	(330)	903
Curry Brand: Favorable	34%	(167)	36%	(175)	30%	(145)	487
Often buy sportswear	34%	(103)	32%	(96)	34%	(105)	304
Often/Sometimes buy sportswear	26%	(333)	33%	(430)	41%	(540)	1303
Familiar with Michael Jordan	20%	(444)	30%	(654)	50%	(1078)	2175
Familiar with LeBron James	21%	(436)	30%	(640)	49%	(1031)	2107
Familiar with Steph Curry	24%	(410)	33%	(558)	42%	(713)	1682

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

Table MCSP1_8: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
College basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	13%	(289)	28%	(623)	59%	(1289)	2201
Gender: Male	19%	(206)	34%	(362)	46%	(494)	1062
Gender: Female	7%	(83)	23%	(260)	70%	(795)	1139
Age: 18-34	12%	(81)	29%	(188)	59%	(387)	655
Age: 35-44	14%	(49)	30%	(108)	56%	(201)	358
Age: 45-64	14%	(105)	27%	(204)	59%	(442)	751
Age: 65+	12%	(54)	28%	(123)	59%	(259)	436
GenZers: 1997-2012	11%	(27)	30%	(75)	59%	(151)	253
Millennials: 1981-1996	14%	(83)	28%	(171)	58%	(352)	606
GenXers: 1965-1980	15%	(77)	29%	(149)	57%	(294)	520
Baby Boomers: 1946-1964	12%	(90)	28%	(205)	59%	(429)	725
PID: Dem (no lean)	15%	(124)	31%	(249)	54%	(434)	806
PID: Ind (no lean)	11%	(81)	25%	(183)	64%	(477)	742
PID: Rep (no lean)	13%	(84)	29%	(191)	58%	(378)	653
PID/Gender: Dem Men	24%	(89)	36%	(135)	40%	(147)	371
PID/Gender: Dem Women	8%	(35)	26%	(114)	66%	(286)	435
PID/Gender: Ind Men	15%	(56)	30%	(109)	55%	(203)	368
PID/Gender: Ind Women	7%	(25)	20%	(75)	73%	(274)	374
PID/Gender: Rep Men	19%	(61)	37%	(119)	44%	(143)	323
PID/Gender: Rep Women	7%	(23)	22%	(72)	71%	(235)	330
Ideo: Liberal (1-3)	16%	(98)	28%	(175)	56%	(346)	619
Ideo: Moderate (4)	12%	(72)	32%	(194)	56%	(341)	607
Ideo: Conservative (5-7)	14%	(100)	28%	(207)	58%	(425)	732
Educ: < College	11%	(159)	24%	(362)	66%	(992)	1513
Educ: Bachelors degree	17%	(77)	37%	(163)	46%	(204)	444
Educ: Post-grad	22%	(53)	40%	(98)	38%	(93)	244
Income: Under 50k	11%	(131)	24%	(295)	65%	(800)	1226
Income: 50k-100k	14%	(88)	32%	(204)	55%	(352)	644
Income: 100k+	21%	(71)	37%	(124)	41%	(137)	332
Ethnicity: White	13%	(224)	27%	(463)	60%	(1036)	1722
Ethnicity: Hispanic	11%	(40)	28%	(99)	60%	(210)	350
Ethnicity: Black	17%	(46)	40%	(108)	44%	(120)	274

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Table MCSP1_8: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
College basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	13%	(289)	28%	(623)	59%	(1289)	2201
Ethnicity: Other	10%	(19)	25%	(51)	65%	(133)	204
All Christian	17%	(173)	29%	(298)	54%	(563)	1034
All Non-Christian	10%	(10)	43%	(43)	48%	(48)	101
Atheist	15%	(17)	20%	(22)	64%	(69)	108
Agnostic/Nothing in particular	10%	(56)	25%	(143)	65%	(365)	564
Something Else	8%	(33)	30%	(117)	62%	(244)	395
Religious Non-Protestant/Catholic	10%	(14)	42%	(55)	48%	(63)	132
Evangelical	16%	(87)	32%	(175)	52%	(283)	545
Non-Evangelical	14%	(114)	27%	(224)	60%	(501)	838
Community: Urban	13%	(75)	31%	(184)	56%	(333)	592
Community: Suburban	15%	(152)	29%	(305)	56%	(577)	1034
Community: Rural	11%	(62)	23%	(135)	66%	(378)	575
Employ: Private Sector	17%	(106)	33%	(201)	50%	(305)	611
Employ: Government	14%	(19)	28%	(38)	58%	(78)	135
Employ: Self-Employed	14%	(25)	36%	(67)	50%	(92)	184
Employ: Homemaker	3%	(5)	21%	(33)	75%	(115)	153
Employ: Student	19%	(19)	29%	(30)	52%	(54)	102
Employ: Retired	14%	(73)	28%	(148)	58%	(309)	530
Employ: Unemployed	9%	(31)	19%	(64)	72%	(248)	342
Employ: Other	8%	(11)	30%	(43)	62%	(89)	143
Military HH: Yes	13%	(49)	25%	(94)	62%	(237)	380
Military HH: No	13%	(240)	29%	(529)	58%	(1052)	1821
RD/WT: Right Direction	17%	(108)	28%	(177)	55%	(349)	635
RD/WT: Wrong Track	12%	(181)	28%	(446)	60%	(939)	1566
Trump Job Approve	13%	(114)	26%	(233)	61%	(546)	893
Trump Job Disapprove	13%	(164)	31%	(373)	56%	(681)	1218
Trump Job Strongly Approve	10%	(55)	23%	(123)	66%	(353)	531
Trump Job Somewhat Approve	16%	(59)	31%	(110)	53%	(192)	362
Trump Job Somewhat Disapprove	14%	(33)	31%	(73)	55%	(129)	236
Trump Job Strongly Disapprove	13%	(130)	31%	(300)	56%	(552)	982

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Table MCSP1_8: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
College basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	13%	(289)	28%	(623)	59%	(1289)	2201
Favorable of Trump	12%	(109)	26%	(235)	62%	(553)	897
Unfavorable of Trump	14%	(173)	30%	(363)	56%	(671)	1206
Very Favorable of Trump	10%	(54)	25%	(143)	65%	(371)	567
Somewhat Favorable of Trump	17%	(54)	28%	(92)	55%	(182)	329
Somewhat Unfavorable of Trump	15%	(32)	29%	(61)	55%	(114)	207
Very Unfavorable of Trump	14%	(141)	30%	(302)	56%	(556)	998
#1 Issue: Economy	13%	(107)	32%	(272)	56%	(473)	851
#1 Issue: Security	11%	(20)	19%	(35)	70%	(131)	186
#1 Issue: Health Care	15%	(65)	32%	(137)	53%	(225)	426
#1 Issue: Medicare / Social Security	12%	(32)	24%	(65)	64%	(169)	265
#1 Issue: Women's Issues	14%	(17)	24%	(29)	62%	(76)	123
#1 Issue: Education	13%	(15)	26%	(29)	61%	(70)	114
#1 Issue: Energy	12%	(9)	31%	(22)	57%	(42)	73
#1 Issue: Other	16%	(25)	21%	(34)	63%	(103)	163
2018 House Vote: Democrat	17%	(126)	33%	(240)	50%	(370)	736
2018 House Vote: Republican	15%	(89)	26%	(155)	60%	(364)	608
2016 Vote: Hillary Clinton	18%	(117)	32%	(207)	50%	(327)	651
2016 Vote: Donald Trump	15%	(99)	26%	(174)	60%	(404)	677
2016 Vote: Other	8%	(11)	35%	(45)	57%	(74)	130
2016 Vote: Didn't Vote	8%	(63)	27%	(197)	65%	(482)	741
Voted in 2014: Yes	16%	(195)	31%	(371)	53%	(640)	1206
Voted in 2014: No	9%	(94)	25%	(252)	65%	(649)	995
2012 Vote: Barack Obama	17%	(138)	31%	(255)	52%	(423)	816
2012 Vote: Mitt Romney	15%	(68)	28%	(125)	57%	(251)	443
2012 Vote: Other	6%	(5)	36%	(30)	58%	(49)	83
2012 Vote: Didn't Vote	9%	(76)	25%	(213)	66%	(564)	853
4-Region: Northeast	10%	(41)	25%	(97)	65%	(256)	394
4-Region: Midwest	18%	(82)	29%	(135)	53%	(245)	462
4-Region: South	14%	(116)	33%	(268)	53%	(440)	825
4-Region: West	10%	(50)	24%	(122)	67%	(348)	520
Sports fans	19%	(279)	38%	(553)	42%	(607)	1439

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Table MCSP1_8: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
College basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	13%	(289)	28%	(623)	59%	(1289)	2201
Avid sports fans	41%	(190)	39%	(178)	20%	(94)	461
Casual sports fans	9%	(89)	38%	(375)	53%	(514)	978
NFL fans	19%	(262)	37%	(504)	43%	(587)	1353
MLB fans	22%	(245)	41%	(461)	38%	(426)	1132
NBA fans	23%	(233)	47%	(473)	30%	(305)	1012
NHL fans	24%	(182)	42%	(316)	34%	(255)	753
WNBA fans	30%	(147)	50%	(243)	19%	(94)	484
College football fans	25%	(274)	48%	(531)	27%	(299)	1104
College basketball fans	32%	(289)	68%	(623)	—	(0)	912
Golf fans	28%	(176)	40%	(247)	32%	(201)	624
Tennis fans	25%	(175)	42%	(289)	33%	(233)	697
Auto racing fans	22%	(173)	34%	(273)	44%	(351)	797
Soccer fans	24%	(169)	40%	(289)	36%	(258)	716
Gymnastics fans	20%	(200)	34%	(337)	46%	(458)	996
Competitive swimming fans	25%	(161)	41%	(264)	35%	(226)	651
Basketball players	40%	(97)	37%	(92)	23%	(56)	245
Basketball fans	31%	(243)	47%	(362)	22%	(171)	776
Sneaker enthusiasts	21%	(96)	38%	(174)	41%	(185)	455
Golfers	38%	(77)	31%	(64)	31%	(62)	203
Athletes	30%	(129)	35%	(149)	35%	(148)	426
Under Armour: Very fav	19%	(113)	33%	(191)	48%	(277)	582
Nike: Very fav	18%	(148)	33%	(268)	48%	(385)	801
Adidas: Very fav	17%	(113)	32%	(209)	51%	(341)	664
Michael Jordan: Very fav	21%	(154)	35%	(263)	44%	(329)	746
LeBron James: Very fav	24%	(113)	37%	(175)	39%	(186)	474
Stephen Curry: Very fav	24%	(98)	39%	(161)	37%	(149)	408
Jordan Brand: Very fav	25%	(101)	35%	(141)	41%	(166)	408
Curry Brand: Very fav	23%	(40)	40%	(69)	37%	(64)	173
Under Armour: Favorable	16%	(231)	32%	(470)	52%	(747)	1448
Nike: Favorable	16%	(233)	31%	(467)	53%	(784)	1484
Adidas: Favorable	15%	(244)	31%	(487)	54%	(863)	1594

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Table MCSP1_8: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
College basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	13%	(289)	28%	(623)	59%	(1289)	2201
Michael Jordan: Favorable	16%	(242)	33%	(494)	51%	(782)	1518
LeBron James: Favorable	18%	(192)	35%	(374)	47%	(511)	1076
Stephen Curry: Favorable	22%	(207)	39%	(369)	39%	(369)	945
Jordan Brand: Favorable	20%	(183)	37%	(336)	43%	(384)	903
Curry Brand: Favorable	27%	(131)	38%	(187)	35%	(169)	487
Often buy sportswear	28%	(84)	35%	(107)	37%	(113)	304
Often/Sometimes buy sportswear	17%	(227)	34%	(447)	48%	(629)	1303
Familiar with Michael Jordan	13%	(289)	28%	(619)	58%	(1268)	2175
Familiar with LeBron James	14%	(285)	29%	(613)	57%	(1209)	2107
Familiar with Steph Curry	16%	(271)	33%	(556)	51%	(855)	1682

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

Table MCSP1_9: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Golf

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(134)	22%	(490)	72%	(1577)	2201
Gender: Male	10%	(102)	31%	(333)	59%	(627)	1062
Gender: Female	3%	(32)	14%	(157)	83%	(950)	1139
Age: 18-34	4%	(29)	19%	(123)	77%	(504)	655
Age: 35-44	8%	(29)	23%	(81)	69%	(248)	358
Age: 45-64	6%	(48)	22%	(166)	72%	(538)	751
Age: 65+	6%	(28)	28%	(121)	66%	(287)	436
GenZers: 1997-2012	4%	(10)	12%	(32)	84%	(212)	253
Millennials: 1981-1996	6%	(35)	24%	(145)	70%	(426)	606
GenXers: 1965-1980	7%	(36)	20%	(105)	73%	(379)	520
Baby Boomers: 1946-1964	6%	(41)	24%	(175)	70%	(508)	725
PID: Dem (no lean)	6%	(50)	22%	(179)	72%	(578)	806
PID: Ind (no lean)	5%	(35)	21%	(157)	74%	(550)	742
PID: Rep (no lean)	8%	(49)	24%	(155)	69%	(449)	653
PID/Gender: Dem Men	11%	(39)	33%	(124)	56%	(208)	371
PID/Gender: Dem Women	2%	(11)	12%	(54)	85%	(370)	435
PID/Gender: Ind Men	6%	(21)	29%	(108)	65%	(238)	368
PID/Gender: Ind Women	4%	(14)	13%	(49)	83%	(312)	374
PID/Gender: Rep Men	13%	(41)	31%	(101)	56%	(181)	323
PID/Gender: Rep Women	2%	(8)	16%	(54)	81%	(268)	330
Ideo: Liberal (1-3)	7%	(44)	23%	(144)	70%	(431)	619
Ideo: Moderate (4)	6%	(34)	23%	(142)	71%	(431)	607
Ideo: Conservative (5-7)	7%	(51)	24%	(175)	69%	(506)	732
Educ: < College	4%	(67)	18%	(279)	77%	(1167)	1513
Educ: Bachelors degree	8%	(36)	31%	(140)	61%	(269)	444
Educ: Post-grad	13%	(32)	29%	(72)	58%	(141)	244
Income: Under 50k	4%	(50)	19%	(235)	77%	(940)	1226
Income: 50k-100k	7%	(45)	24%	(156)	69%	(442)	644
Income: 100k+	12%	(39)	30%	(99)	59%	(194)	332
Ethnicity: White	6%	(106)	22%	(384)	72%	(1233)	1722
Ethnicity: Hispanic	2%	(6)	26%	(91)	72%	(252)	350
Ethnicity: Black	8%	(22)	23%	(64)	68%	(188)	274

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Table MCSP1_9: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Golf

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(134)	22%	(490)	72%	(1577)	2201
Ethnicity: Other	3%	(6)	21%	(42)	76%	(156)	204
All Christian	8%	(81)	26%	(270)	66%	(682)	1034
All Non-Christian	11%	(11)	30%	(30)	59%	(59)	101
Atheist	3%	(3)	26%	(28)	71%	(77)	108
Agnostic/Nothing in particular	5%	(26)	17%	(97)	78%	(440)	564
Something Else	3%	(12)	16%	(65)	81%	(318)	395
Religious Non-Protestant/Catholic	9%	(12)	30%	(40)	60%	(79)	132
Evangelical	7%	(38)	21%	(112)	72%	(395)	545
Non-Evangelical	6%	(53)	25%	(206)	69%	(579)	838
Community: Urban	8%	(47)	20%	(120)	72%	(425)	592
Community: Suburban	6%	(58)	25%	(258)	69%	(718)	1034
Community: Rural	5%	(29)	19%	(112)	76%	(434)	575
Employ: Private Sector	10%	(59)	23%	(142)	67%	(410)	611
Employ: Government	9%	(12)	22%	(29)	69%	(94)	135
Employ: Self-Employed	6%	(10)	31%	(56)	64%	(118)	184
Employ: Homemaker	3%	(4)	17%	(26)	80%	(123)	153
Employ: Student	3%	(3)	14%	(15)	83%	(85)	102
Employ: Retired	7%	(38)	28%	(147)	65%	(345)	530
Employ: Unemployed	1%	(5)	16%	(56)	82%	(281)	342
Employ: Other	1%	(2)	13%	(19)	85%	(122)	143
Military HH: Yes	8%	(30)	26%	(99)	66%	(250)	380
Military HH: No	6%	(104)	21%	(391)	73%	(1327)	1821
RD/WT: Right Direction	10%	(62)	27%	(169)	64%	(403)	635
RD/WT: Wrong Track	5%	(72)	20%	(321)	75%	(1174)	1566
Trump Job Approve	8%	(72)	23%	(208)	69%	(613)	893
Trump Job Disapprove	5%	(62)	21%	(256)	74%	(899)	1218
Trump Job Strongly Approve	8%	(41)	24%	(126)	68%	(364)	531
Trump Job Somewhat Approve	8%	(31)	23%	(82)	69%	(249)	362
Trump Job Somewhat Disapprove	6%	(14)	28%	(65)	66%	(156)	236
Trump Job Strongly Disapprove	5%	(48)	19%	(191)	76%	(743)	982

Continued on next page

Table MCSP1_9: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Golf

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(134)	22%	(490)	72%	(1577)	2201
Favorable of Trump	7%	(65)	23%	(211)	69%	(621)	897
Unfavorable of Trump	5%	(66)	21%	(254)	73%	(886)	1206
Very Favorable of Trump	6%	(35)	24%	(136)	70%	(397)	567
Somewhat Favorable of Trump	9%	(30)	23%	(75)	68%	(224)	329
Somewhat Unfavorable of Trump	6%	(13)	26%	(53)	68%	(141)	207
Very Unfavorable of Trump	5%	(53)	20%	(200)	75%	(745)	998
#1 Issue: Economy	7%	(62)	24%	(201)	69%	(589)	851
#1 Issue: Security	8%	(14)	27%	(49)	66%	(122)	186
#1 Issue: Health Care	5%	(19)	22%	(93)	74%	(313)	426
#1 Issue: Medicare / Social Security	7%	(18)	23%	(60)	71%	(188)	265
#1 Issue: Women's Issues	4%	(5)	11%	(14)	84%	(104)	123
#1 Issue: Education	6%	(7)	16%	(18)	78%	(89)	114
#1 Issue: Energy	5%	(4)	18%	(13)	77%	(57)	73
#1 Issue: Other	3%	(4)	25%	(41)	72%	(117)	163
2018 House Vote: Democrat	7%	(54)	25%	(181)	68%	(502)	736
2018 House Vote: Republican	8%	(50)	26%	(157)	66%	(401)	608
2016 Vote: Hillary Clinton	7%	(43)	25%	(160)	69%	(448)	651
2016 Vote: Donald Trump	8%	(56)	27%	(180)	65%	(441)	677
2016 Vote: Other	7%	(9)	24%	(31)	69%	(89)	130
2016 Vote: Didn't Vote	3%	(26)	16%	(119)	81%	(597)	741
Voted in 2014: Yes	8%	(100)	27%	(320)	65%	(786)	1206
Voted in 2014: No	3%	(34)	17%	(170)	79%	(791)	995
2012 Vote: Barack Obama	8%	(66)	25%	(203)	67%	(546)	816
2012 Vote: Mitt Romney	8%	(34)	27%	(120)	65%	(290)	443
2012 Vote: Other	8%	(7)	27%	(22)	65%	(54)	83
2012 Vote: Didn't Vote	3%	(27)	16%	(140)	80%	(686)	853
4-Region: Northeast	8%	(32)	21%	(84)	71%	(278)	394
4-Region: Midwest	7%	(33)	22%	(103)	71%	(327)	462
4-Region: South	5%	(45)	23%	(190)	71%	(589)	825
4-Region: West	5%	(24)	22%	(113)	74%	(383)	520
Sports fans	9%	(128)	30%	(430)	61%	(882)	1439

Continued on next page

Table MCSP1_9: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Golf

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(134)	22%	(490)	72%	(1577)	2201
Avid sports fans	18%	(85)	38%	(175)	44%	(202)	461
Casual sports fans	4%	(43)	26%	(255)	70%	(680)	978
NFL fans	9%	(120)	29%	(388)	62%	(845)	1353
MLB fans	10%	(118)	33%	(375)	56%	(639)	1132
NBA fans	10%	(97)	31%	(312)	60%	(603)	1012
NHL fans	13%	(99)	34%	(256)	53%	(397)	753
WNBA fans	17%	(80)	36%	(173)	48%	(231)	484
College football fans	11%	(123)	33%	(364)	56%	(617)	1104
College basketball fans	12%	(110)	34%	(312)	54%	(489)	912
Golf fans	21%	(134)	79%	(490)	—	(0)	624
Tennis fans	14%	(98)	43%	(297)	43%	(302)	697
Auto racing fans	12%	(95)	33%	(266)	55%	(436)	797
Soccer fans	12%	(88)	36%	(256)	52%	(372)	716
Gymnastics fans	9%	(92)	29%	(289)	62%	(616)	996
Competitive swimming fans	13%	(82)	34%	(219)	54%	(350)	651
Basketball players	18%	(43)	39%	(95)	43%	(106)	245
Basketball fans	11%	(89)	33%	(254)	56%	(433)	776
Sneaker enthusiasts	11%	(50)	29%	(130)	60%	(275)	455
Golfers	43%	(87)	49%	(100)	8%	(16)	203
Athletes	16%	(67)	33%	(140)	52%	(219)	426
Under Armour: Very fav	10%	(57)	26%	(151)	64%	(374)	582
Nike: Very fav	9%	(68)	25%	(199)	67%	(534)	801
Adidas: Very fav	9%	(58)	23%	(155)	68%	(451)	664
Michael Jordan: Very fav	9%	(68)	28%	(209)	63%	(469)	746
LeBron James: Very fav	11%	(50)	27%	(126)	63%	(298)	474
Stephen Curry: Very fav	11%	(44)	32%	(130)	57%	(234)	408
Jordan Brand: Very fav	11%	(46)	29%	(117)	60%	(245)	408
Curry Brand: Very fav	15%	(27)	25%	(42)	60%	(104)	173
Under Armour: Favorable	7%	(108)	24%	(353)	68%	(987)	1448
Nike: Favorable	7%	(100)	23%	(345)	70%	(1039)	1484
Adidas: Favorable	7%	(109)	24%	(380)	69%	(1105)	1594

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Table MCSP1_9: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Golf

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(134)	22%	(490)	72%	(1577)	2201
Michael Jordan: Favorable	7%	(108)	24%	(370)	69%	(1040)	1518
LeBron James: Favorable	8%	(87)	25%	(264)	67%	(725)	1076
Stephen Curry: Favorable	9%	(88)	29%	(278)	61%	(579)	945
Jordan Brand: Favorable	10%	(87)	28%	(252)	62%	(563)	903
Curry Brand: Favorable	14%	(66)	30%	(146)	56%	(275)	487
Often buy sportswear	15%	(45)	27%	(83)	58%	(176)	304
Often/Sometimes buy sportswear	8%	(101)	26%	(337)	66%	(864)	1303
Familiar with Michael Jordan	6%	(134)	22%	(484)	72%	(1557)	2175
Familiar with LeBron James	6%	(134)	22%	(472)	71%	(1502)	2107
Familiar with Steph Curry	8%	(128)	25%	(424)	67%	(1130)	1682

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

Table MCSP1_10: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Tennis

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(130)	26%	(567)	68%	(1504)	2201
Gender: Male	8%	(86)	31%	(329)	61%	(647)	1062
Gender: Female	4%	(44)	21%	(238)	75%	(857)	1139
Age: 18-34	6%	(37)	23%	(150)	71%	(468)	655
Age: 35-44	9%	(33)	29%	(104)	62%	(220)	358
Age: 45-64	6%	(46)	28%	(213)	65%	(492)	751
Age: 65+	3%	(13)	23%	(100)	74%	(324)	436
GenZers: 1997-2012	4%	(10)	22%	(55)	74%	(188)	253
Millennials: 1981-1996	8%	(47)	25%	(151)	67%	(408)	606
GenXers: 1965-1980	7%	(38)	30%	(154)	63%	(329)	520
Baby Boomers: 1946-1964	4%	(32)	25%	(184)	70%	(509)	725
PID: Dem (no lean)	8%	(66)	29%	(230)	63%	(510)	806
PID: Ind (no lean)	4%	(32)	26%	(196)	69%	(513)	742
PID: Rep (no lean)	5%	(31)	22%	(141)	74%	(480)	653
PID/Gender: Dem Men	12%	(46)	34%	(126)	54%	(199)	371
PID/Gender: Dem Women	5%	(20)	24%	(104)	72%	(311)	435
PID/Gender: Ind Men	4%	(17)	32%	(117)	64%	(234)	368
PID/Gender: Ind Women	4%	(16)	21%	(79)	75%	(279)	374
PID/Gender: Rep Men	7%	(24)	26%	(85)	66%	(214)	323
PID/Gender: Rep Women	2%	(8)	17%	(55)	81%	(266)	330
Ideo: Liberal (1-3)	9%	(56)	28%	(174)	63%	(389)	619
Ideo: Moderate (4)	5%	(30)	29%	(178)	66%	(399)	607
Ideo: Conservative (5-7)	5%	(34)	23%	(172)	72%	(526)	732
Educ: < College	4%	(62)	21%	(314)	75%	(1137)	1513
Educ: Bachelors degree	8%	(34)	37%	(165)	55%	(245)	444
Educ: Post-grad	14%	(34)	36%	(88)	50%	(122)	244
Income: Under 50k	4%	(50)	23%	(281)	73%	(895)	1226
Income: 50k-100k	7%	(42)	25%	(162)	68%	(440)	644
Income: 100k+	12%	(38)	38%	(124)	51%	(169)	332
Ethnicity: White	5%	(84)	24%	(410)	71%	(1229)	1722
Ethnicity: Hispanic	5%	(18)	32%	(112)	63%	(219)	350
Ethnicity: Black	11%	(31)	33%	(89)	56%	(154)	274

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Table MCSP1_10: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Tennis

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(130)	26%	(567)	68%	(1504)	2201
Ethnicity: Other	7%	(15)	33%	(68)	59%	(121)	204
All Christian	6%	(66)	28%	(288)	66%	(679)	1034
All Non-Christian	10%	(10)	43%	(44)	47%	(47)	101
Atheist	12%	(13)	19%	(20)	69%	(75)	108
Agnostic/Nothing in particular	4%	(22)	23%	(127)	73%	(414)	564
Something Else	5%	(19)	22%	(87)	73%	(289)	395
Religious Non-Protestant/Catholic	8%	(11)	38%	(50)	54%	(71)	132
Evangelical	6%	(34)	27%	(147)	67%	(364)	545
Non-Evangelical	6%	(49)	26%	(214)	69%	(576)	838
Community: Urban	10%	(58)	27%	(157)	64%	(377)	592
Community: Suburban	5%	(51)	28%	(286)	67%	(697)	1034
Community: Rural	4%	(21)	22%	(124)	75%	(430)	575
Employ: Private Sector	10%	(64)	29%	(180)	60%	(367)	611
Employ: Government	8%	(11)	26%	(36)	66%	(89)	135
Employ: Self-Employed	7%	(13)	36%	(66)	57%	(105)	184
Employ: Homemaker	1%	(2)	15%	(22)	84%	(128)	153
Employ: Student	3%	(3)	24%	(24)	73%	(75)	102
Employ: Retired	5%	(25)	26%	(135)	70%	(370)	530
Employ: Unemployed	2%	(8)	22%	(75)	76%	(259)	342
Employ: Other	2%	(3)	20%	(28)	78%	(112)	143
Military HH: Yes	8%	(29)	24%	(90)	69%	(261)	380
Military HH: No	6%	(101)	26%	(477)	68%	(1243)	1821
RD/WT: Right Direction	9%	(54)	31%	(199)	60%	(382)	635
RD/WT: Wrong Track	5%	(76)	24%	(368)	72%	(1122)	1566
Trump Job Approve	5%	(49)	22%	(198)	72%	(647)	893
Trump Job Disapprove	7%	(81)	27%	(331)	66%	(806)	1218
Trump Job Strongly Approve	5%	(28)	19%	(103)	75%	(401)	531
Trump Job Somewhat Approve	6%	(21)	26%	(95)	68%	(247)	362
Trump Job Somewhat Disapprove	6%	(15)	33%	(77)	61%	(143)	236
Trump Job Strongly Disapprove	7%	(66)	26%	(253)	67%	(663)	982

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Table MCSP1_10: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Tennis

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(130)	26%	(567)	68%	(1504)	2201
Favorable of Trump	6%	(50)	21%	(192)	73%	(655)	897
Unfavorable of Trump	6%	(78)	28%	(339)	65%	(788)	1206
Very Favorable of Trump	5%	(30)	17%	(97)	78%	(440)	567
Somewhat Favorable of Trump	6%	(20)	29%	(95)	65%	(215)	329
Somewhat Unfavorable of Trump	5%	(10)	35%	(73)	60%	(124)	207
Very Unfavorable of Trump	7%	(69)	27%	(266)	66%	(664)	998
#1 Issue: Economy	7%	(60)	26%	(218)	67%	(574)	851
#1 Issue: Security	7%	(14)	20%	(37)	72%	(134)	186
#1 Issue: Health Care	6%	(26)	31%	(130)	63%	(270)	426
#1 Issue: Medicare / Social Security	3%	(9)	23%	(62)	74%	(195)	265
#1 Issue: Women's Issues	9%	(11)	19%	(24)	71%	(88)	123
#1 Issue: Education	3%	(4)	30%	(34)	67%	(76)	114
#1 Issue: Energy	3%	(3)	33%	(24)	64%	(47)	73
#1 Issue: Other	3%	(5)	23%	(38)	74%	(120)	163
2018 House Vote: Democrat	7%	(54)	31%	(230)	61%	(452)	736
2018 House Vote: Republican	6%	(34)	23%	(139)	71%	(434)	608
2016 Vote: Hillary Clinton	8%	(54)	30%	(195)	62%	(401)	651
2016 Vote: Donald Trump	6%	(40)	24%	(163)	70%	(474)	677
2016 Vote: Other	4%	(5)	30%	(39)	66%	(86)	130
2016 Vote: Didn't Vote	4%	(30)	23%	(170)	73%	(541)	741
Voted in 2014: Yes	7%	(87)	28%	(343)	64%	(776)	1206
Voted in 2014: No	4%	(43)	23%	(224)	73%	(728)	995
2012 Vote: Barack Obama	8%	(69)	30%	(241)	62%	(506)	816
2012 Vote: Mitt Romney	4%	(18)	27%	(122)	68%	(303)	443
2012 Vote: Other	5%	(4)	28%	(23)	68%	(56)	83
2012 Vote: Didn't Vote	4%	(38)	21%	(179)	75%	(636)	853
4-Region: Northeast	8%	(31)	26%	(104)	66%	(259)	394
4-Region: Midwest	5%	(21)	24%	(111)	72%	(331)	462
4-Region: South	6%	(50)	28%	(229)	66%	(546)	825
4-Region: West	5%	(28)	24%	(124)	71%	(369)	520
Sports fans	9%	(124)	34%	(496)	57%	(819)	1439

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Table MCSP1_10: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Tennis

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(130)	26%	(567)	68%	(1504)	2201
Avid sports fans	17%	(80)	38%	(173)	45%	(208)	461
Casual sports fans	5%	(44)	33%	(322)	63%	(611)	978
NFL fans	8%	(112)	32%	(430)	60%	(811)	1353
MLB fans	9%	(104)	37%	(423)	53%	(605)	1132
NBA fans	11%	(108)	37%	(373)	53%	(531)	1012
NHL fans	11%	(81)	40%	(302)	49%	(370)	753
WNBA fans	17%	(82)	50%	(240)	34%	(162)	484
College football fans	9%	(96)	35%	(386)	56%	(622)	1104
College basketball fans	11%	(101)	40%	(363)	49%	(448)	912
Golf fans	14%	(88)	49%	(307)	37%	(229)	624
Tennis fans	19%	(130)	81%	(567)	—	(0)	697
Auto racing fans	10%	(82)	37%	(295)	53%	(420)	797
Soccer fans	14%	(98)	45%	(324)	41%	(294)	716
Gymnastics fans	10%	(102)	40%	(401)	50%	(493)	996
Competitive swimming fans	14%	(93)	47%	(308)	38%	(249)	651
Basketball players	18%	(43)	43%	(104)	40%	(97)	245
Basketball fans	11%	(88)	38%	(297)	50%	(390)	776
Sneaker enthusiasts	11%	(48)	35%	(158)	55%	(248)	455
Golfers	16%	(33)	44%	(90)	39%	(80)	203
Athletes	15%	(63)	38%	(160)	48%	(203)	426
Under Armour: Very fav	10%	(58)	32%	(184)	58%	(339)	582
Nike: Very fav	10%	(77)	27%	(217)	63%	(507)	801
Adidas: Very fav	9%	(61)	30%	(198)	61%	(405)	664
Michael Jordan: Very fav	9%	(67)	32%	(237)	59%	(442)	746
LeBron James: Very fav	12%	(57)	33%	(157)	55%	(261)	474
Stephen Curry: Very fav	11%	(47)	38%	(154)	51%	(208)	408
Jordan Brand: Very fav	11%	(46)	31%	(126)	58%	(236)	408
Curry Brand: Very fav	16%	(28)	38%	(65)	46%	(79)	173
Under Armour: Favorable	7%	(97)	30%	(432)	63%	(918)	1448
Nike: Favorable	7%	(109)	29%	(426)	64%	(949)	1484
Adidas: Favorable	7%	(114)	29%	(460)	64%	(1019)	1594

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Table MCSP1_10: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Tennis

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(130)	26%	(567)	68%	(1504)	2201
Michael Jordan: Favorable	7%	(100)	30%	(453)	64%	(965)	1518
LeBron James: Favorable	8%	(88)	32%	(344)	60%	(644)	1076
Stephen Curry: Favorable	9%	(85)	36%	(337)	55%	(523)	945
Jordan Brand: Favorable	9%	(80)	34%	(307)	57%	(516)	903
Curry Brand: Favorable	14%	(67)	40%	(193)	46%	(226)	487
Often buy sportswear	18%	(54)	31%	(94)	51%	(156)	304
Often/Sometimes buy sportswear	8%	(107)	30%	(393)	62%	(803)	1303
Familiar with Michael Jordan	6%	(130)	26%	(563)	68%	(1482)	2175
Familiar with LeBron James	6%	(128)	26%	(552)	68%	(1427)	2107
Familiar with Steph Curry	7%	(118)	29%	(491)	64%	(1073)	1682

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

Table MCSP1_11: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

Auto racing

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(197)	27%	(600)	64%	(1404)	2201
Gender: Male	14%	(145)	33%	(348)	54%	(570)	1062
Gender: Female	5%	(52)	22%	(252)	73%	(834)	1139
Age: 18-34	9%	(56)	25%	(162)	67%	(438)	655
Age: 35-44	12%	(44)	26%	(91)	62%	(222)	358
Age: 45-64	10%	(71)	31%	(231)	60%	(449)	751
Age: 65+	6%	(26)	27%	(116)	68%	(295)	436
GenZers: 1997-2012	7%	(18)	18%	(46)	75%	(189)	253
Millennials: 1981-1996	11%	(69)	28%	(169)	61%	(368)	606
GenXers: 1965-1980	9%	(49)	29%	(153)	61%	(318)	520
Baby Boomers: 1946-1964	7%	(54)	28%	(204)	64%	(467)	725
PID: Dem (no lean)	9%	(76)	22%	(180)	68%	(550)	806
PID: Ind (no lean)	7%	(49)	28%	(211)	65%	(483)	742
PID: Rep (no lean)	11%	(73)	32%	(209)	57%	(371)	653
PID/Gender: Dem Men	17%	(62)	30%	(111)	53%	(198)	371
PID/Gender: Dem Women	3%	(14)	16%	(69)	81%	(352)	435
PID/Gender: Ind Men	7%	(26)	35%	(127)	58%	(215)	368
PID/Gender: Ind Women	6%	(23)	22%	(83)	72%	(268)	374
PID/Gender: Rep Men	18%	(57)	34%	(109)	49%	(157)	323
PID/Gender: Rep Women	5%	(16)	30%	(100)	65%	(214)	330
Ideo: Liberal (1-3)	8%	(50)	23%	(141)	69%	(428)	619
Ideo: Moderate (4)	9%	(57)	29%	(177)	61%	(373)	607
Ideo: Conservative (5-7)	10%	(73)	32%	(234)	58%	(425)	732
Educ: < College	9%	(133)	28%	(421)	63%	(959)	1513
Educ: Bachelors degree	7%	(33)	26%	(117)	66%	(293)	444
Educ: Post-grad	13%	(31)	25%	(61)	62%	(151)	244
Income: Under 50k	8%	(102)	25%	(309)	67%	(815)	1226
Income: 50k-100k	9%	(59)	30%	(193)	61%	(391)	644
Income: 100k+	11%	(36)	29%	(98)	60%	(198)	332
Ethnicity: White	9%	(151)	29%	(491)	63%	(1081)	1722
Ethnicity: Hispanic	7%	(24)	31%	(108)	62%	(217)	350
Ethnicity: Black	11%	(29)	21%	(58)	68%	(187)	274

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Table MCSP1_11: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Auto racing

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(197)	27%	(600)	64%	(1404)	2201
Ethnicity: Other	9%	(17)	25%	(51)	67%	(136)	204
All Christian	10%	(104)	31%	(322)	59%	(608)	1034
All Non-Christian	13%	(13)	24%	(24)	63%	(64)	101
Atheist	12%	(13)	15%	(16)	73%	(79)	108
Agnostic/Nothing in particular	7%	(37)	22%	(125)	71%	(401)	564
Something Else	7%	(29)	29%	(113)	64%	(253)	395
Religious Non-Protestant/Catholic	10%	(13)	29%	(38)	61%	(80)	132
Evangelical	12%	(66)	32%	(175)	56%	(304)	545
Non-Evangelical	7%	(61)	29%	(243)	64%	(535)	838
Community: Urban	11%	(62)	24%	(142)	65%	(388)	592
Community: Suburban	8%	(81)	27%	(284)	65%	(669)	1034
Community: Rural	9%	(54)	30%	(174)	60%	(347)	575
Employ: Private Sector	12%	(75)	29%	(178)	59%	(358)	611
Employ: Government	11%	(15)	23%	(31)	66%	(89)	135
Employ: Self-Employed	12%	(21)	31%	(57)	57%	(105)	184
Employ: Homemaker	9%	(13)	23%	(34)	69%	(105)	153
Employ: Student	9%	(10)	14%	(14)	77%	(79)	102
Employ: Retired	6%	(32)	30%	(162)	64%	(337)	530
Employ: Unemployed	7%	(24)	26%	(89)	67%	(229)	342
Employ: Other	5%	(7)	24%	(34)	71%	(102)	143
Military HH: Yes	9%	(33)	36%	(137)	55%	(210)	380
Military HH: No	9%	(164)	25%	(463)	66%	(1194)	1821
RD/WT: Right Direction	14%	(88)	36%	(228)	50%	(319)	635
RD/WT: Wrong Track	7%	(109)	24%	(372)	69%	(1085)	1566
Trump Job Approve	10%	(91)	35%	(314)	55%	(488)	893
Trump Job Disapprove	8%	(102)	22%	(264)	70%	(851)	1218
Trump Job Strongly Approve	11%	(59)	33%	(177)	56%	(295)	531
Trump Job Somewhat Approve	9%	(32)	38%	(137)	53%	(193)	362
Trump Job Somewhat Disapprove	13%	(30)	28%	(67)	59%	(139)	236
Trump Job Strongly Disapprove	7%	(73)	20%	(197)	73%	(712)	982

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Table MCSP1_11: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

Auto racing

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(197)	27%	(600)	64%	(1404)	2201
Favorable of Trump	10%	(90)	36%	(320)	54%	(486)	897
Unfavorable of Trump	9%	(105)	21%	(254)	70%	(847)	1206
Very Favorable of Trump	10%	(59)	35%	(196)	55%	(313)	567
Somewhat Favorable of Trump	10%	(31)	38%	(124)	53%	(174)	329
Somewhat Unfavorable of Trump	13%	(28)	24%	(49)	63%	(131)	207
Very Unfavorable of Trump	8%	(78)	21%	(205)	72%	(716)	998
#1 Issue: Economy	10%	(85)	31%	(263)	59%	(503)	851
#1 Issue: Security	10%	(19)	37%	(70)	52%	(97)	186
#1 Issue: Health Care	10%	(43)	20%	(85)	70%	(298)	426
#1 Issue: Medicare / Social Security	6%	(15)	33%	(89)	61%	(162)	265
#1 Issue: Women's Issues	7%	(9)	18%	(22)	75%	(92)	123
#1 Issue: Education	6%	(7)	19%	(22)	75%	(85)	114
#1 Issue: Energy	14%	(10)	14%	(10)	72%	(53)	73
#1 Issue: Other	5%	(7)	25%	(40)	71%	(115)	163
2018 House Vote: Democrat	9%	(67)	23%	(172)	68%	(497)	736
2018 House Vote: Republican	10%	(63)	31%	(190)	58%	(354)	608
2016 Vote: Hillary Clinton	9%	(62)	22%	(142)	69%	(447)	651
2016 Vote: Donald Trump	11%	(73)	35%	(240)	54%	(365)	677
2016 Vote: Other	4%	(5)	23%	(30)	73%	(95)	130
2016 Vote: Didn't Vote	8%	(57)	25%	(188)	67%	(496)	741
Voted in 2014: Yes	10%	(118)	28%	(340)	62%	(748)	1206
Voted in 2014: No	8%	(79)	26%	(260)	66%	(656)	995
2012 Vote: Barack Obama	10%	(81)	25%	(206)	65%	(529)	816
2012 Vote: Mitt Romney	8%	(35)	32%	(141)	60%	(267)	443
2012 Vote: Other	12%	(10)	28%	(23)	60%	(50)	83
2012 Vote: Didn't Vote	8%	(72)	26%	(224)	65%	(558)	853
4-Region: Northeast	10%	(41)	24%	(94)	66%	(259)	394
4-Region: Midwest	9%	(41)	31%	(142)	60%	(279)	462
4-Region: South	10%	(82)	28%	(234)	62%	(509)	825
4-Region: West	6%	(34)	25%	(130)	68%	(356)	520
Sports fans	13%	(182)	33%	(482)	54%	(775)	1439

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Table MCSP1_11: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Auto racing

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(197)	27%	(600)	64%	(1404)	2201
Avid sports fans	22%	(100)	38%	(173)	41%	(188)	461
Casual sports fans	8%	(83)	32%	(308)	60%	(587)	978
NFL fans	12%	(168)	33%	(440)	55%	(745)	1353
MLB fans	13%	(149)	34%	(386)	53%	(598)	1132
NBA fans	14%	(139)	31%	(317)	55%	(556)	1012
NHL fans	16%	(123)	39%	(290)	45%	(339)	753
WNBA fans	21%	(100)	38%	(182)	42%	(202)	484
College football fans	14%	(158)	35%	(384)	51%	(562)	1104
College basketball fans	15%	(135)	34%	(311)	51%	(466)	912
Golf fans	18%	(115)	40%	(247)	42%	(262)	624
Tennis fans	17%	(117)	37%	(259)	46%	(320)	697
Auto racing fans	25%	(197)	75%	(600)	—	(0)	797
Soccer fans	15%	(111)	39%	(282)	45%	(323)	716
Gymnastics fans	13%	(127)	33%	(331)	54%	(538)	996
Competitive swimming fans	18%	(120)	39%	(253)	43%	(279)	651
Basketball players	23%	(55)	36%	(87)	42%	(102)	245
Basketball fans	18%	(138)	32%	(248)	50%	(390)	776
Sneaker enthusiasts	20%	(91)	35%	(157)	46%	(207)	455
Golfers	19%	(38)	37%	(75)	44%	(90)	203
Athletes	17%	(73)	32%	(137)	51%	(216)	426
Under Armour: Very fav	15%	(88)	31%	(183)	53%	(311)	582
Nike: Very fav	15%	(117)	28%	(227)	57%	(458)	801
Adidas: Very fav	15%	(99)	28%	(185)	57%	(380)	664
Michael Jordan: Very fav	16%	(119)	30%	(221)	54%	(406)	746
LeBron James: Very fav	16%	(76)	25%	(119)	59%	(280)	474
Stephen Curry: Very fav	13%	(54)	29%	(119)	58%	(236)	408
Jordan Brand: Very fav	19%	(78)	27%	(110)	54%	(219)	408
Curry Brand: Very fav	22%	(38)	28%	(48)	50%	(87)	173
Under Armour: Favorable	11%	(153)	31%	(447)	59%	(848)	1448
Nike: Favorable	11%	(156)	28%	(411)	62%	(917)	1484
Adidas: Favorable	10%	(158)	29%	(461)	61%	(975)	1594

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Table MCSP1_11: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Auto racing

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(197)	27%	(600)	64%	(1404)	2201
Michael Jordan: Favorable	11%	(164)	29%	(443)	60%	(910)	1518
LeBron James: Favorable	11%	(118)	27%	(295)	62%	(664)	1076
Stephen Curry: Favorable	11%	(107)	28%	(260)	61%	(578)	945
Jordan Brand: Favorable	14%	(126)	30%	(270)	56%	(507)	903
Curry Brand: Favorable	16%	(79)	29%	(142)	55%	(266)	487
Often buy sportswear	18%	(53)	32%	(97)	51%	(154)	304
Often/Sometimes buy sportswear	11%	(141)	31%	(406)	58%	(756)	1303
Familiar with Michael Jordan	9%	(197)	27%	(592)	64%	(1386)	2175
Familiar with LeBron James	9%	(191)	28%	(588)	63%	(1328)	2107
Familiar with Steph Curry	10%	(166)	29%	(481)	62%	(1036)	1682

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

Table MCSP1_12: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Soccer

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(204)	23%	(512)	67%	(1485)	2201
Gender: Male	14%	(144)	27%	(289)	59%	(629)	1062
Gender: Female	5%	(60)	20%	(223)	75%	(856)	1139
Age: 18-34	14%	(90)	27%	(176)	59%	(390)	655
Age: 35-44	18%	(64)	28%	(99)	54%	(195)	358
Age: 45-64	5%	(39)	20%	(147)	75%	(565)	751
Age: 65+	2%	(10)	21%	(91)	77%	(336)	436
GenZers: 1997-2012	17%	(42)	22%	(56)	61%	(155)	253
Millennials: 1981-1996	14%	(84)	29%	(177)	57%	(345)	606
GenXers: 1965-1980	10%	(54)	23%	(118)	67%	(349)	520
Baby Boomers: 1946-1964	3%	(23)	20%	(143)	77%	(559)	725
PID: Dem (no lean)	11%	(93)	26%	(210)	63%	(504)	806
PID: Ind (no lean)	8%	(63)	24%	(181)	67%	(498)	742
PID: Rep (no lean)	7%	(49)	19%	(122)	74%	(482)	653
PID/Gender: Dem Men	19%	(69)	32%	(118)	50%	(184)	371
PID/Gender: Dem Women	5%	(23)	21%	(92)	74%	(320)	435
PID/Gender: Ind Men	11%	(39)	28%	(102)	62%	(226)	368
PID/Gender: Ind Women	6%	(24)	21%	(78)	73%	(272)	374
PID/Gender: Rep Men	11%	(35)	21%	(69)	68%	(219)	323
PID/Gender: Rep Women	4%	(14)	16%	(52)	80%	(264)	330
Ideo: Liberal (1-3)	13%	(81)	26%	(160)	61%	(378)	619
Ideo: Moderate (4)	10%	(60)	28%	(170)	62%	(378)	607
Ideo: Conservative (5-7)	5%	(39)	19%	(135)	76%	(558)	732
Educ: < College	7%	(104)	20%	(309)	73%	(1100)	1513
Educ: Bachelors degree	13%	(58)	28%	(124)	59%	(262)	444
Educ: Post-grad	17%	(42)	32%	(79)	50%	(123)	244
Income: Under 50k	7%	(91)	21%	(256)	72%	(878)	1226
Income: 50k-100k	8%	(51)	26%	(166)	66%	(427)	644
Income: 100k+	19%	(62)	27%	(90)	54%	(180)	332
Ethnicity: White	8%	(136)	21%	(365)	71%	(1222)	1722
Ethnicity: Hispanic	19%	(67)	28%	(99)	52%	(183)	350
Ethnicity: Black	11%	(29)	26%	(72)	63%	(173)	274

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Table MCSP1_12: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Soccer

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(204)	23%	(512)	67%	(1485)	2201
Ethnicity: Other	19%	(39)	37%	(76)	44%	(90)	204
All Christian	11%	(111)	24%	(248)	65%	(675)	1034
All Non-Christian	11%	(11)	36%	(36)	53%	(53)	101
Atheist	8%	(9)	25%	(26)	67%	(73)	108
Agnostic/Nothing in particular	7%	(39)	22%	(124)	71%	(401)	564
Something Else	9%	(35)	20%	(78)	72%	(283)	395
Religious Non-Protestant/Catholic	9%	(12)	37%	(49)	54%	(72)	132
Evangelical	12%	(65)	20%	(110)	68%	(370)	545
Non-Evangelical	9%	(72)	24%	(202)	67%	(564)	838
Community: Urban	14%	(84)	28%	(163)	58%	(345)	592
Community: Suburban	8%	(81)	25%	(257)	67%	(696)	1034
Community: Rural	7%	(39)	16%	(92)	77%	(444)	575
Employ: Private Sector	15%	(90)	26%	(156)	60%	(365)	611
Employ: Government	19%	(26)	29%	(38)	52%	(71)	135
Employ: Self-Employed	17%	(31)	30%	(55)	53%	(98)	184
Employ: Homemaker	9%	(13)	15%	(24)	76%	(116)	153
Employ: Student	6%	(6)	35%	(36)	59%	(60)	102
Employ: Retired	2%	(9)	21%	(109)	78%	(412)	530
Employ: Unemployed	7%	(24)	19%	(64)	74%	(255)	342
Employ: Other	3%	(5)	21%	(30)	76%	(109)	143
Military HH: Yes	7%	(28)	26%	(97)	67%	(255)	380
Military HH: No	10%	(176)	23%	(415)	68%	(1230)	1821
RD/WT: Right Direction	14%	(90)	24%	(153)	62%	(392)	635
RD/WT: Wrong Track	7%	(115)	23%	(359)	70%	(1093)	1566
Trump Job Approve	9%	(78)	21%	(184)	71%	(631)	893
Trump Job Disapprove	9%	(112)	25%	(308)	65%	(797)	1218
Trump Job Strongly Approve	7%	(36)	17%	(92)	76%	(403)	531
Trump Job Somewhat Approve	12%	(43)	26%	(92)	63%	(227)	362
Trump Job Somewhat Disapprove	14%	(34)	31%	(73)	55%	(129)	236
Trump Job Strongly Disapprove	8%	(79)	24%	(235)	68%	(669)	982

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Table MCSP1_12: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Soccer

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(204)	23%	(512)	67%	(1485)	2201
Favorable of Trump	8%	(76)	20%	(178)	72%	(643)	897
Unfavorable of Trump	10%	(120)	25%	(307)	65%	(778)	1206
Very Favorable of Trump	7%	(41)	17%	(97)	76%	(429)	567
Somewhat Favorable of Trump	11%	(35)	24%	(80)	65%	(214)	329
Somewhat Unfavorable of Trump	16%	(33)	30%	(62)	54%	(112)	207
Very Unfavorable of Trump	9%	(87)	25%	(245)	67%	(666)	998
#1 Issue: Economy	9%	(79)	23%	(199)	67%	(573)	851
#1 Issue: Security	13%	(24)	16%	(29)	71%	(132)	186
#1 Issue: Health Care	11%	(45)	27%	(117)	62%	(264)	426
#1 Issue: Medicare / Social Security	4%	(10)	20%	(52)	76%	(203)	265
#1 Issue: Women's Issues	6%	(8)	28%	(34)	66%	(81)	123
#1 Issue: Education	19%	(22)	26%	(30)	55%	(62)	114
#1 Issue: Energy	11%	(8)	26%	(19)	62%	(46)	73
#1 Issue: Other	5%	(8)	19%	(31)	76%	(124)	163
2018 House Vote: Democrat	11%	(82)	26%	(194)	63%	(460)	736
2018 House Vote: Republican	6%	(38)	20%	(121)	74%	(448)	608
2016 Vote: Hillary Clinton	12%	(79)	26%	(166)	62%	(405)	651
2016 Vote: Donald Trump	6%	(37)	22%	(150)	72%	(490)	677
2016 Vote: Other	9%	(11)	26%	(34)	65%	(85)	130
2016 Vote: Didn't Vote	10%	(76)	22%	(162)	68%	(504)	741
Voted in 2014: Yes	8%	(102)	25%	(302)	66%	(801)	1206
Voted in 2014: No	10%	(102)	21%	(210)	69%	(684)	995
2012 Vote: Barack Obama	11%	(88)	25%	(205)	64%	(523)	816
2012 Vote: Mitt Romney	4%	(18)	22%	(98)	74%	(327)	443
2012 Vote: Other	6%	(5)	34%	(29)	59%	(50)	83
2012 Vote: Didn't Vote	11%	(92)	21%	(179)	68%	(582)	853
4-Region: Northeast	11%	(43)	22%	(87)	67%	(264)	394
4-Region: Midwest	5%	(25)	24%	(110)	71%	(328)	462
4-Region: South	9%	(77)	24%	(195)	67%	(552)	825
4-Region: West	11%	(59)	23%	(121)	66%	(341)	520
Sports fans	14%	(195)	31%	(439)	56%	(805)	1439

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Table MCSP1_12: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

Soccer

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(204)	23%	(512)	67%	(1485)	2201
Avid sports fans	25%	(117)	33%	(150)	42%	(194)	461
Casual sports fans	8%	(78)	30%	(289)	62%	(611)	978
NFL fans	13%	(173)	29%	(394)	58%	(785)	1353
MLB fans	12%	(141)	31%	(353)	56%	(638)	1132
NBA fans	17%	(169)	32%	(326)	51%	(517)	1012
NHL fans	17%	(128)	37%	(280)	46%	(346)	753
WNBA fans	20%	(99)	41%	(198)	39%	(186)	484
College football fans	13%	(142)	31%	(345)	56%	(618)	1104
College basketball fans	15%	(136)	35%	(322)	50%	(454)	912
Golf fans	16%	(102)	39%	(242)	45%	(280)	624
Tennis fans	19%	(134)	41%	(289)	39%	(275)	697
Auto racing fans	16%	(131)	33%	(262)	51%	(404)	797
Soccer fans	29%	(204)	71%	(512)	—	(0)	716
Gymnastics fans	13%	(134)	32%	(318)	55%	(544)	996
Competitive swimming fans	19%	(122)	37%	(242)	44%	(286)	651
Basketball players	31%	(76)	35%	(85)	34%	(83)	245
Basketball fans	17%	(131)	34%	(268)	49%	(378)	776
Sneaker enthusiasts	23%	(104)	30%	(136)	47%	(215)	455
Golfers	24%	(48)	30%	(61)	46%	(94)	203
Athletes	26%	(112)	32%	(136)	42%	(178)	426
Under Armour: Very fav	14%	(83)	28%	(161)	58%	(337)	582
Nike: Very fav	17%	(136)	27%	(213)	56%	(452)	801
Adidas: Very fav	18%	(122)	26%	(170)	56%	(372)	664
Michael Jordan: Very fav	15%	(115)	29%	(213)	56%	(418)	746
LeBron James: Very fav	18%	(83)	28%	(135)	54%	(256)	474
Stephen Curry: Very fav	18%	(73)	32%	(131)	50%	(205)	408
Jordan Brand: Very fav	18%	(75)	28%	(115)	53%	(217)	408
Curry Brand: Very fav	26%	(45)	25%	(42)	49%	(85)	173
Under Armour: Favorable	10%	(146)	27%	(393)	63%	(909)	1448
Nike: Favorable	12%	(178)	26%	(390)	62%	(917)	1484
Adidas: Favorable	12%	(186)	26%	(410)	63%	(998)	1594

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Table MCSP1_12: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Soccer

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(204)	23%	(512)	67%	(1485)	2201
Michael Jordan: Favorable	12%	(176)	26%	(394)	62%	(948)	1518
LeBron James: Favorable	14%	(149)	29%	(317)	57%	(611)	1076
Stephen Curry: Favorable	14%	(131)	31%	(289)	56%	(525)	945
Jordan Brand: Favorable	15%	(135)	29%	(260)	56%	(508)	903
Curry Brand: Favorable	19%	(94)	31%	(153)	49%	(240)	487
Often buy sportswear	24%	(74)	33%	(102)	42%	(128)	304
Often/Sometimes buy sportswear	13%	(168)	28%	(363)	59%	(772)	1303
Familiar with Michael Jordan	9%	(203)	23%	(507)	67%	(1465)	2175
Familiar with LeBron James	9%	(196)	24%	(499)	67%	(1413)	2107
Familiar with Steph Curry	11%	(188)	26%	(444)	62%	(1049)	1682

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

Table MCSP1_13: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Gymnastics

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(183)	37%	(813)	55%	(1205)	2201
Gender: Male	8%	(83)	31%	(331)	61%	(648)	1062
Gender: Female	9%	(100)	42%	(481)	49%	(557)	1139
Age: 18-34	7%	(44)	35%	(227)	59%	(385)	655
Age: 35-44	13%	(48)	32%	(115)	55%	(195)	358
Age: 45-64	9%	(69)	39%	(293)	52%	(389)	751
Age: 65+	5%	(22)	41%	(178)	54%	(236)	436
GenZers: 1997-2012	6%	(14)	37%	(94)	57%	(145)	253
Millennials: 1981-1996	9%	(53)	33%	(199)	58%	(354)	606
GenXers: 1965-1980	12%	(61)	36%	(190)	52%	(269)	520
Baby Boomers: 1946-1964	7%	(53)	41%	(297)	52%	(375)	725
PID: Dem (no lean)	10%	(83)	38%	(307)	52%	(417)	806
PID: Ind (no lean)	7%	(56)	36%	(264)	57%	(423)	742
PID: Rep (no lean)	7%	(45)	37%	(242)	56%	(366)	653
PID/Gender: Dem Men	11%	(43)	32%	(119)	57%	(210)	371
PID/Gender: Dem Women	9%	(40)	43%	(188)	48%	(207)	435
PID/Gender: Ind Men	6%	(23)	32%	(119)	61%	(225)	368
PID/Gender: Ind Women	9%	(32)	39%	(144)	53%	(198)	374
PID/Gender: Rep Men	5%	(17)	29%	(93)	66%	(213)	323
PID/Gender: Rep Women	8%	(28)	45%	(149)	46%	(153)	330
Ideo: Liberal (1-3)	9%	(55)	41%	(255)	50%	(309)	619
Ideo: Moderate (4)	9%	(55)	37%	(227)	53%	(325)	607
Ideo: Conservative (5-7)	7%	(54)	37%	(273)	55%	(405)	732
Educ: < College	8%	(117)	35%	(532)	57%	(864)	1513
Educ: Bachelors degree	7%	(30)	42%	(186)	51%	(228)	444
Educ: Post-grad	15%	(37)	39%	(95)	46%	(113)	244
Income: Under 50k	8%	(94)	34%	(413)	59%	(718)	1226
Income: 50k-100k	7%	(46)	40%	(259)	53%	(339)	644
Income: 100k+	13%	(43)	43%	(141)	45%	(148)	332
Ethnicity: White	8%	(132)	36%	(622)	56%	(968)	1722
Ethnicity: Hispanic	10%	(36)	32%	(111)	58%	(203)	350
Ethnicity: Black	12%	(33)	42%	(114)	46%	(127)	274

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Table MCSP1_13: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Gymnastics

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(183)	37%	(813)	55%	(1205)	2201
Ethnicity: Other	9%	(18)	38%	(77)	54%	(110)	204
All Christian	10%	(105)	40%	(413)	50%	(516)	1034
All Non-Christian	10%	(10)	41%	(41)	49%	(50)	101
Atheist	5%	(5)	28%	(31)	67%	(72)	108
Agnostic/Nothing in particular	6%	(33)	29%	(163)	65%	(367)	564
Something Else	8%	(30)	42%	(164)	51%	(200)	395
Religious Non-Protestant/Catholic	11%	(14)	39%	(51)	50%	(66)	132
Evangelical	12%	(63)	41%	(225)	47%	(257)	545
Non-Evangelical	8%	(66)	40%	(337)	52%	(435)	838
Community: Urban	11%	(64)	35%	(209)	54%	(319)	592
Community: Suburban	7%	(77)	41%	(422)	52%	(534)	1034
Community: Rural	7%	(41)	32%	(181)	61%	(352)	575
Employ: Private Sector	10%	(60)	39%	(236)	52%	(315)	611
Employ: Government	12%	(16)	35%	(48)	53%	(72)	135
Employ: Self-Employed	10%	(18)	39%	(72)	51%	(94)	184
Employ: Homemaker	8%	(13)	40%	(60)	52%	(79)	153
Employ: Student	6%	(7)	46%	(47)	48%	(49)	102
Employ: Retired	8%	(41)	42%	(221)	51%	(268)	530
Employ: Unemployed	6%	(21)	26%	(89)	68%	(233)	342
Employ: Other	5%	(7)	28%	(40)	67%	(96)	143
Military HH: Yes	8%	(29)	39%	(150)	53%	(201)	380
Military HH: No	8%	(155)	36%	(663)	55%	(1004)	1821
RD/WT: Right Direction	10%	(67)	36%	(226)	54%	(342)	635
RD/WT: Wrong Track	7%	(117)	37%	(586)	55%	(863)	1566
Trump Job Approve	7%	(65)	36%	(319)	57%	(509)	893
Trump Job Disapprove	9%	(111)	38%	(461)	53%	(646)	1218
Trump Job Strongly Approve	8%	(42)	35%	(187)	57%	(302)	531
Trump Job Somewhat Approve	6%	(23)	36%	(132)	57%	(207)	362
Trump Job Somewhat Disapprove	9%	(21)	45%	(107)	46%	(108)	236
Trump Job Strongly Disapprove	9%	(90)	36%	(354)	55%	(538)	982

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Table MCSP1_13: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Gymnastics

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(183)	37%	(813)	55%	(1205)	2201
Favorable of Trump	8%	(72)	37%	(328)	55%	(497)	897
Unfavorable of Trump	9%	(107)	38%	(460)	53%	(639)	1206
Very Favorable of Trump	9%	(50)	33%	(190)	58%	(328)	567
Somewhat Favorable of Trump	7%	(22)	42%	(138)	51%	(169)	329
Somewhat Unfavorable of Trump	9%	(19)	43%	(88)	48%	(100)	207
Very Unfavorable of Trump	9%	(88)	37%	(372)	54%	(539)	998
#1 Issue: Economy	8%	(64)	34%	(288)	59%	(499)	851
#1 Issue: Security	12%	(22)	33%	(62)	55%	(102)	186
#1 Issue: Health Care	7%	(32)	39%	(168)	53%	(226)	426
#1 Issue: Medicare / Social Security	9%	(25)	45%	(120)	45%	(120)	265
#1 Issue: Women's Issues	12%	(14)	34%	(42)	54%	(66)	123
#1 Issue: Education	12%	(13)	38%	(43)	50%	(57)	114
#1 Issue: Energy	6%	(5)	35%	(26)	59%	(43)	73
#1 Issue: Other	5%	(8)	39%	(63)	56%	(91)	163
2018 House Vote: Democrat	10%	(77)	40%	(296)	49%	(363)	736
2018 House Vote: Republican	6%	(39)	40%	(244)	53%	(324)	608
2016 Vote: Hillary Clinton	10%	(66)	42%	(271)	48%	(314)	651
2016 Vote: Donald Trump	7%	(47)	37%	(250)	56%	(381)	677
2016 Vote: Other	6%	(8)	36%	(47)	57%	(75)	130
2016 Vote: Didn't Vote	8%	(63)	33%	(245)	58%	(434)	741
Voted in 2014: Yes	9%	(108)	41%	(489)	50%	(608)	1206
Voted in 2014: No	8%	(75)	33%	(324)	60%	(597)	995
2012 Vote: Barack Obama	11%	(92)	39%	(316)	50%	(408)	816
2012 Vote: Mitt Romney	5%	(22)	42%	(187)	53%	(235)	443
2012 Vote: Other	8%	(7)	35%	(29)	57%	(47)	83
2012 Vote: Didn't Vote	7%	(63)	32%	(277)	60%	(513)	853
4-Region: Northeast	11%	(43)	35%	(138)	54%	(212)	394
4-Region: Midwest	7%	(32)	40%	(186)	53%	(244)	462
4-Region: South	9%	(72)	37%	(308)	54%	(444)	825
4-Region: West	7%	(36)	35%	(180)	58%	(304)	520
Sports fans	12%	(167)	44%	(628)	45%	(644)	1439

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Table MCSP1_13: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Gymnastics

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(183)	37%	(813)	55%	(1205)	2201
Avid sports fans	18%	(81)	40%	(184)	42%	(196)	461
Casual sports fans	9%	(86)	45%	(444)	46%	(448)	978
NFL fans	11%	(151)	41%	(551)	48%	(651)	1353
MLB fans	11%	(125)	44%	(494)	45%	(513)	1132
NBA fans	13%	(128)	44%	(441)	44%	(443)	1012
NHL fans	14%	(106)	44%	(328)	42%	(319)	753
WNBA fans	19%	(93)	50%	(244)	30%	(147)	484
College football fans	12%	(130)	44%	(488)	44%	(486)	1104
College basketball fans	14%	(125)	45%	(412)	41%	(375)	912
Golf fans	14%	(89)	47%	(291)	39%	(244)	624
Tennis fans	17%	(119)	55%	(384)	28%	(194)	697
Auto racing fans	14%	(109)	44%	(349)	42%	(339)	797
Soccer fans	16%	(115)	47%	(338)	37%	(264)	716
Gymnastics fans	18%	(183)	82%	(813)	—	(0)	996
Competitive swimming fans	23%	(147)	64%	(413)	14%	(91)	651
Basketball players	19%	(46)	39%	(96)	42%	(103)	245
Basketball fans	12%	(92)	43%	(336)	45%	(348)	776
Sneaker enthusiasts	18%	(82)	37%	(166)	45%	(207)	455
Golfers	18%	(37)	33%	(67)	49%	(100)	203
Athletes	17%	(74)	40%	(170)	43%	(181)	426
Under Armour: Very fav	13%	(77)	38%	(220)	49%	(285)	582
Nike: Very fav	13%	(108)	37%	(297)	50%	(397)	801
Adidas: Very fav	13%	(87)	36%	(239)	51%	(339)	664
Michael Jordan: Very fav	13%	(96)	38%	(283)	49%	(367)	746
LeBron James: Very fav	13%	(61)	37%	(174)	50%	(239)	474
Stephen Curry: Very fav	12%	(51)	40%	(162)	48%	(196)	408
Jordan Brand: Very fav	17%	(70)	35%	(144)	47%	(193)	408
Curry Brand: Very fav	15%	(26)	37%	(63)	48%	(83)	173
Under Armour: Favorable	10%	(145)	40%	(575)	50%	(728)	1448
Nike: Favorable	10%	(148)	39%	(583)	51%	(753)	1484
Adidas: Favorable	10%	(156)	40%	(631)	51%	(806)	1594

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Table MCSP1_13: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Gymnastics

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(183)	37%	(813)	55%	(1205)	2201
Michael Jordan: Favorable	10%	(147)	40%	(607)	50%	(764)	1518
LeBron James: Favorable	12%	(130)	40%	(432)	48%	(514)	1076
Stephen Curry: Favorable	11%	(104)	41%	(387)	48%	(454)	945
Jordan Brand: Favorable	12%	(109)	42%	(378)	46%	(416)	903
Curry Brand: Favorable	17%	(82)	36%	(174)	47%	(230)	487
Often buy sportswear	16%	(50)	39%	(120)	44%	(135)	304
Often/Sometimes buy sportswear	11%	(144)	42%	(541)	47%	(618)	1303
Familiar with Michael Jordan	8%	(183)	37%	(808)	54%	(1185)	2175
Familiar with LeBron James	8%	(177)	38%	(793)	54%	(1138)	2107
Familiar with Steph Curry	9%	(151)	39%	(655)	52%	(876)	1682

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

Table MCSP1_14: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Competitive swimming

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(116)	24%	(535)	70%	(1550)	2201
Gender: Male	7%	(74)	24%	(258)	69%	(730)	1062
Gender: Female	4%	(41)	24%	(277)	72%	(821)	1139
Age: 18-34	7%	(45)	21%	(136)	72%	(475)	655
Age: 35-44	7%	(27)	27%	(95)	66%	(236)	358
Age: 45-64	4%	(30)	27%	(202)	69%	(519)	751
Age: 65+	3%	(14)	23%	(102)	73%	(321)	436
GenZers: 1997-2012	7%	(17)	15%	(39)	78%	(197)	253
Millennials: 1981-1996	7%	(41)	26%	(155)	68%	(410)	606
GenXers: 1965-1980	6%	(30)	26%	(137)	68%	(353)	520
Baby Boomers: 1946-1964	3%	(24)	25%	(184)	71%	(516)	725
PID: Dem (no lean)	7%	(54)	26%	(210)	67%	(542)	806
PID: Ind (no lean)	4%	(30)	23%	(173)	73%	(539)	742
PID: Rep (no lean)	5%	(32)	23%	(152)	72%	(469)	653
PID/Gender: Dem Men	11%	(42)	26%	(97)	62%	(232)	371
PID/Gender: Dem Women	3%	(12)	26%	(113)	71%	(310)	435
PID/Gender: Ind Men	4%	(15)	24%	(89)	72%	(264)	368
PID/Gender: Ind Women	4%	(15)	23%	(84)	73%	(275)	374
PID/Gender: Rep Men	5%	(17)	22%	(72)	72%	(234)	323
PID/Gender: Rep Women	5%	(15)	24%	(79)	71%	(235)	330
Ideo: Liberal (1-3)	5%	(32)	27%	(170)	67%	(417)	619
Ideo: Moderate (4)	6%	(36)	26%	(157)	68%	(415)	607
Ideo: Conservative (5-7)	4%	(31)	24%	(174)	72%	(527)	732
Educ: < College	4%	(66)	22%	(329)	74%	(1118)	1513
Educ: Bachelors degree	6%	(25)	29%	(129)	65%	(290)	444
Educ: Post-grad	10%	(25)	32%	(77)	58%	(142)	244
Income: Under 50k	5%	(61)	21%	(252)	74%	(913)	1226
Income: 50k-100k	4%	(27)	28%	(180)	68%	(437)	644
Income: 100k+	8%	(28)	31%	(103)	61%	(201)	332
Ethnicity: White	5%	(79)	24%	(407)	72%	(1236)	1722
Ethnicity: Hispanic	5%	(16)	26%	(89)	70%	(244)	350
Ethnicity: Black	9%	(25)	29%	(80)	62%	(170)	274

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Table MCSP1_14: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Competitive swimming

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(116)	24%	(535)	70%	(1550)	2201
Ethnicity: Other	5%	(11)	24%	(49)	71%	(144)	204
All Christian	6%	(67)	26%	(270)	67%	(697)	1034
All Non-Christian	9%	(9)	35%	(36)	56%	(56)	101
Atheist	4%	(5)	17%	(18)	79%	(85)	108
Agnostic/Nothing in particular	4%	(22)	21%	(117)	75%	(424)	564
Something Else	3%	(14)	24%	(94)	73%	(288)	395
Religious Non-Protestant/Catholic	9%	(11)	32%	(42)	59%	(78)	132
Evangelical	8%	(41)	28%	(150)	65%	(353)	545
Non-Evangelical	4%	(33)	24%	(204)	72%	(602)	838
Community: Urban	8%	(45)	25%	(145)	68%	(401)	592
Community: Suburban	5%	(47)	27%	(284)	68%	(703)	1034
Community: Rural	4%	(23)	19%	(107)	77%	(445)	575
Employ: Private Sector	8%	(46)	25%	(153)	67%	(412)	611
Employ: Government	10%	(13)	29%	(40)	61%	(82)	135
Employ: Self-Employed	7%	(12)	24%	(44)	69%	(127)	184
Employ: Homemaker	5%	(8)	15%	(23)	79%	(121)	153
Employ: Student	4%	(4)	28%	(28)	69%	(70)	102
Employ: Retired	3%	(15)	28%	(149)	69%	(366)	530
Employ: Unemployed	4%	(13)	20%	(67)	77%	(263)	342
Employ: Other	3%	(4)	21%	(30)	76%	(109)	143
Military HH: Yes	5%	(20)	22%	(85)	72%	(275)	380
Military HH: No	5%	(96)	25%	(450)	70%	(1275)	1821
RD/WT: Right Direction	8%	(52)	26%	(166)	66%	(417)	635
RD/WT: Wrong Track	4%	(63)	24%	(369)	72%	(1133)	1566
Trump Job Approve	6%	(52)	22%	(200)	72%	(641)	893
Trump Job Disapprove	5%	(59)	26%	(314)	69%	(846)	1218
Trump Job Strongly Approve	6%	(30)	22%	(114)	73%	(387)	531
Trump Job Somewhat Approve	6%	(22)	24%	(85)	70%	(254)	362
Trump Job Somewhat Disapprove	6%	(14)	29%	(69)	65%	(152)	236
Trump Job Strongly Disapprove	5%	(44)	25%	(245)	71%	(693)	982

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Table MCSP1_14: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Competitive swimming

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(116)	24%	(535)	70%	(1550)	2201
Favorable of Trump	6%	(50)	23%	(205)	72%	(642)	897
Unfavorable of Trump	5%	(64)	26%	(312)	69%	(830)	1206
Very Favorable of Trump	5%	(30)	21%	(120)	74%	(418)	567
Somewhat Favorable of Trump	6%	(20)	26%	(85)	68%	(224)	329
Somewhat Unfavorable of Trump	8%	(16)	26%	(53)	67%	(138)	207
Very Unfavorable of Trump	5%	(48)	26%	(259)	69%	(692)	998
#1 Issue: Economy	5%	(44)	23%	(195)	72%	(612)	851
#1 Issue: Security	6%	(10)	27%	(50)	67%	(125)	186
#1 Issue: Health Care	4%	(19)	26%	(110)	70%	(298)	426
#1 Issue: Medicare / Social Security	4%	(12)	26%	(69)	70%	(185)	265
#1 Issue: Women's Issues	7%	(8)	26%	(32)	67%	(82)	123
#1 Issue: Education	9%	(10)	23%	(26)	68%	(77)	114
#1 Issue: Energy	11%	(8)	22%	(16)	68%	(50)	73
#1 Issue: Other	3%	(4)	23%	(37)	75%	(122)	163
2018 House Vote: Democrat	5%	(35)	30%	(223)	65%	(478)	736
2018 House Vote: Republican	5%	(30)	25%	(155)	70%	(423)	608
2016 Vote: Hillary Clinton	5%	(36)	29%	(191)	65%	(424)	651
2016 Vote: Donald Trump	4%	(30)	24%	(165)	71%	(482)	677
2016 Vote: Other	5%	(6)	24%	(31)	72%	(93)	130
2016 Vote: Didn't Vote	6%	(43)	20%	(149)	74%	(550)	741
Voted in 2014: Yes	6%	(69)	29%	(349)	65%	(787)	1206
Voted in 2014: No	5%	(46)	19%	(186)	77%	(763)	995
2012 Vote: Barack Obama	6%	(53)	27%	(224)	66%	(539)	816
2012 Vote: Mitt Romney	4%	(16)	28%	(126)	68%	(302)	443
2012 Vote: Other	6%	(5)	25%	(20)	69%	(58)	83
2012 Vote: Didn't Vote	5%	(42)	19%	(162)	76%	(648)	853
4-Region: Northeast	5%	(22)	26%	(102)	69%	(270)	394
4-Region: Midwest	5%	(25)	22%	(102)	73%	(336)	462
4-Region: South	5%	(44)	26%	(211)	69%	(570)	825
4-Region: West	5%	(25)	23%	(121)	72%	(374)	520
Sports fans	8%	(109)	32%	(457)	61%	(873)	1439

Continued on next page

Table MCSP1_14: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*

Competitive swimming

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(116)	24%	(535)	70%	(1550)	2201
Avid sports fans	14%	(65)	33%	(154)	52%	(242)	461
Casual sports fans	4%	(44)	31%	(303)	65%	(631)	978
NFL fans	7%	(99)	29%	(398)	63%	(856)	1353
MLB fans	8%	(90)	32%	(361)	60%	(681)	1132
NBA fans	9%	(89)	35%	(351)	57%	(572)	1012
NHL fans	10%	(73)	35%	(265)	55%	(414)	753
WNBA fans	14%	(70)	47%	(227)	39%	(187)	484
College football fans	8%	(92)	31%	(347)	60%	(665)	1104
College basketball fans	9%	(85)	37%	(340)	53%	(487)	912
Golf fans	11%	(71)	37%	(230)	52%	(323)	624
Tennis fans	12%	(85)	45%	(317)	42%	(296)	697
Auto racing fans	11%	(86)	36%	(286)	53%	(425)	797
Soccer fans	13%	(91)	38%	(274)	49%	(351)	716
Gymnastics fans	11%	(105)	46%	(455)	44%	(436)	996
Competitive swimming fans	18%	(116)	82%	(535)	—	(0)	651
Basketball players	17%	(42)	36%	(87)	47%	(115)	245
Basketball fans	9%	(72)	36%	(281)	54%	(422)	776
Sneaker enthusiasts	15%	(66)	30%	(135)	56%	(254)	455
Golfers	16%	(32)	27%	(54)	58%	(117)	203
Athletes	14%	(59)	28%	(120)	58%	(247)	426
Under Armour: Very fav	10%	(58)	28%	(164)	62%	(360)	582
Nike: Very fav	9%	(70)	28%	(226)	63%	(506)	801
Adidas: Very fav	9%	(62)	28%	(184)	63%	(417)	664
Michael Jordan: Very fav	9%	(68)	29%	(218)	62%	(460)	746
LeBron James: Very fav	9%	(43)	29%	(139)	62%	(292)	474
Stephen Curry: Very fav	9%	(36)	30%	(124)	61%	(249)	408
Jordan Brand: Very fav	10%	(42)	32%	(129)	58%	(237)	408
Curry Brand: Very fav	13%	(22)	34%	(58)	54%	(93)	173
Under Armour: Favorable	6%	(91)	27%	(397)	66%	(960)	1448
Nike: Favorable	6%	(91)	27%	(407)	66%	(986)	1484
Adidas: Favorable	6%	(103)	27%	(428)	67%	(1063)	1594

Continued on next page

Table MCSP1_14: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
Competitive swimming

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(116)	24%	(535)	70%	(1550)	2201
Michael Jordan: Favorable	6%	(93)	28%	(423)	66%	(1002)	1518
LeBron James: Favorable	8%	(85)	28%	(304)	64%	(687)	1076
Stephen Curry: Favorable	7%	(68)	30%	(281)	63%	(595)	945
Jordan Brand: Favorable	7%	(67)	31%	(279)	62%	(557)	903
Curry Brand: Favorable	11%	(55)	34%	(164)	55%	(268)	487
Often buy sportswear	10%	(32)	36%	(110)	53%	(162)	304
Often/Sometimes buy sportswear	7%	(90)	28%	(365)	65%	(848)	1303
Familiar with Michael Jordan	5%	(116)	24%	(530)	70%	(1530)	2175
Familiar with LeBron James	5%	(109)	25%	(526)	70%	(1472)	2107
Familiar with Steph Curry	6%	(99)	26%	(440)	68%	(1144)	1682

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

**Table MCSP2_1: Do you consider yourself
A basketball player**

Demographic	Yes		No		Total N
Adults	11%	(245)	89%	(1956)	2201
Gender: Male	18%	(186)	82%	(876)	1062
Gender: Female	5%	(58)	95%	(1080)	1139
Age: 18-34	18%	(120)	82%	(535)	655
Age: 35-44	18%	(64)	82%	(293)	358
Age: 45-64	6%	(48)	94%	(703)	751
Age: 65+	3%	(12)	97%	(424)	436
GenZers: 1997-2012	18%	(45)	82%	(208)	253
Millennials: 1981-1996	19%	(115)	81%	(491)	606
GenXers: 1965-1980	11%	(55)	89%	(465)	520
Baby Boomers: 1946-1964	4%	(28)	96%	(697)	725
PID: Dem (no lean)	16%	(128)	84%	(679)	806
PID: Ind (no lean)	10%	(71)	90%	(671)	742
PID: Rep (no lean)	7%	(46)	93%	(606)	653
PID/Gender: Dem Men	27%	(98)	73%	(273)	371
PID/Gender: Dem Women	7%	(29)	93%	(406)	435
PID/Gender: Ind Men	14%	(53)	86%	(315)	368
PID/Gender: Ind Women	5%	(18)	95%	(356)	374
PID/Gender: Rep Men	11%	(35)	89%	(288)	323
PID/Gender: Rep Women	3%	(11)	97%	(318)	330
Ideo: Liberal (1-3)	16%	(101)	84%	(518)	619
Ideo: Moderate (4)	10%	(59)	90%	(548)	607
Ideo: Conservative (5-7)	7%	(55)	93%	(677)	732
Educ: < College	9%	(141)	91%	(1372)	1513
Educ: Bachelors degree	13%	(58)	87%	(386)	444
Educ: Post-grad	19%	(46)	81%	(198)	244
Income: Under 50k	10%	(128)	90%	(1097)	1226
Income: 50k-100k	10%	(63)	90%	(580)	644
Income: 100k+	16%	(53)	84%	(279)	332
Ethnicity: White	9%	(151)	91%	(1571)	1722
Ethnicity: Hispanic	15%	(52)	85%	(297)	350
Ethnicity: Black	22%	(62)	78%	(213)	274

Continued on next page

Table MCSP2_1: Do you consider yourself
A basketball player

Demographic	Yes		No		Total N
Adults	11%	(245)	89%	(1956)	2201
Ethnicity: Other	16%	(32)	84%	(172)	204
All Christian	11%	(116)	89%	(918)	1034
All Non-Christian	19%	(19)	81%	(82)	101
Atheist	11%	(11)	89%	(97)	108
Agnostic/Nothing in particular	9%	(50)	91%	(513)	564
Something Else	12%	(48)	88%	(347)	395
Religious Non-Protestant/Catholic	17%	(23)	83%	(109)	132
Evangelical	13%	(73)	87%	(472)	545
Non-Evangelical	10%	(82)	90%	(757)	838
Community: Urban	15%	(88)	85%	(504)	592
Community: Suburban	11%	(114)	89%	(920)	1034
Community: Rural	7%	(43)	93%	(533)	575
Employ: Private Sector	16%	(95)	84%	(516)	611
Employ: Government	17%	(23)	83%	(112)	135
Employ: Self-Employed	22%	(40)	78%	(144)	184
Employ: Homemaker	4%	(7)	96%	(146)	153
Employ: Student	16%	(17)	84%	(86)	102
Employ: Retired	3%	(14)	97%	(516)	530
Employ: Unemployed	10%	(35)	90%	(308)	342
Employ: Other	9%	(14)	91%	(130)	143
Military HH: Yes	9%	(32)	91%	(348)	380
Military HH: No	12%	(212)	88%	(1609)	1821
RD/WT: Right Direction	16%	(103)	84%	(531)	635
RD/WT: Wrong Track	9%	(141)	91%	(1425)	1566
Trump Job Approve	9%	(79)	91%	(814)	893
Trump Job Disapprove	13%	(156)	87%	(1062)	1218
Trump Job Strongly Approve	8%	(45)	92%	(487)	531
Trump Job Somewhat Approve	10%	(35)	90%	(327)	362
Trump Job Somewhat Disapprove	19%	(46)	81%	(190)	236
Trump Job Strongly Disapprove	11%	(110)	89%	(872)	982

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Table MCSP2_1: Do you consider yourself
A basketball player

Demographic	Yes		No		Total N
Adults	11%	(245)	89%	(1956)	2201
Favorable of Trump	8%	(69)	92%	(827)	897
Unfavorable of Trump	13%	(161)	87%	(1044)	1206
Very Favorable of Trump	6%	(35)	94%	(532)	567
Somewhat Favorable of Trump	10%	(34)	90%	(295)	329
Somewhat Unfavorable of Trump	19%	(40)	81%	(167)	207
Very Unfavorable of Trump	12%	(121)	88%	(877)	998
#1 Issue: Economy	12%	(105)	88%	(747)	851
#1 Issue: Security	7%	(14)	93%	(172)	186
#1 Issue: Health Care	10%	(42)	90%	(384)	426
#1 Issue: Medicare / Social Security	5%	(14)	95%	(252)	265
#1 Issue: Women's Issues	14%	(17)	86%	(106)	123
#1 Issue: Education	23%	(27)	77%	(87)	114
#1 Issue: Energy	16%	(12)	84%	(62)	73
#1 Issue: Other	10%	(16)	90%	(147)	163
2018 House Vote: Democrat	13%	(97)	87%	(639)	736
2018 House Vote: Republican	7%	(42)	93%	(566)	608
2016 Vote: Hillary Clinton	14%	(93)	86%	(558)	651
2016 Vote: Donald Trump	8%	(51)	92%	(626)	677
2016 Vote: Other	6%	(8)	94%	(122)	130
2016 Vote: Didn't Vote	13%	(93)	87%	(648)	741
Voted in 2014: Yes	10%	(119)	90%	(1087)	1206
Voted in 2014: No	13%	(125)	87%	(870)	995
2012 Vote: Barack Obama	12%	(99)	88%	(717)	816
2012 Vote: Mitt Romney	7%	(29)	93%	(414)	443
2012 Vote: Other	4%	(3)	96%	(80)	83
2012 Vote: Didn't Vote	13%	(111)	87%	(742)	853
4-Region: Northeast	8%	(33)	92%	(361)	394
4-Region: Midwest	13%	(62)	87%	(401)	462
4-Region: South	11%	(90)	89%	(734)	825
4-Region: West	11%	(60)	89%	(461)	520
Sports fans	16%	(231)	84%	(1209)	1439

Continued on next page

Table MCSP2_1: Do you consider yourself
A basketball player

Demographic	Yes		No		Total N
Adults	11%	(245)	89%	(1956)	2201
Avid sports fans	29%	(135)	71%	(326)	461
Casual sports fans	10%	(95)	90%	(882)	978
NFL fans	16%	(212)	84%	(1141)	1353
MLB fans	16%	(182)	84%	(950)	1132
NBA fans	21%	(217)	79%	(794)	1012
NHL fans	20%	(151)	80%	(601)	753
WNBA fans	29%	(140)	71%	(344)	484
College football fans	17%	(184)	83%	(920)	1104
College basketball fans	21%	(189)	79%	(723)	912
Golf fans	22%	(138)	78%	(486)	624
Tennis fans	21%	(147)	79%	(549)	697
Auto racing fans	18%	(143)	82%	(654)	797
Soccer fans	23%	(161)	77%	(555)	716
Gymnastics fans	14%	(142)	86%	(854)	996
Competitive swimming fans	20%	(129)	80%	(522)	651
Basketball players	100%	(245)	—	(0)	245
Basketball fans	28%	(219)	72%	(557)	776
Sneaker enthusiasts	29%	(133)	71%	(322)	455
Golfers	35%	(72)	65%	(131)	203
Athletes	43%	(184)	57%	(241)	426
Under Armour: Very fav	16%	(95)	84%	(486)	582
Nike: Very fav	19%	(151)	81%	(650)	801
Adidas: Very fav	16%	(106)	84%	(558)	664
Michael Jordan: Very fav	22%	(161)	78%	(585)	746
LeBron James: Very fav	24%	(113)	76%	(362)	474
Stephen Curry: Very fav	28%	(114)	72%	(295)	408
Jordan Brand: Very fav	25%	(102)	75%	(306)	408
Curry Brand: Very fav	32%	(56)	68%	(117)	173
Under Armour: Favorable	13%	(191)	87%	(1257)	1448
Nike: Favorable	14%	(211)	86%	(1273)	1484
Adidas: Favorable	13%	(201)	87%	(1393)	1594

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Table MCSP2_1: Do you consider yourself
A basketball player

Demographic	Yes		No		Total N
Adults	11%	(245)	89%	(1956)	2201
Michael Jordan: Favorable	14%	(211)	86%	(1306)	1518
LeBron James: Favorable	17%	(185)	83%	(891)	1076
Stephen Curry: Favorable	20%	(185)	80%	(760)	945
Jordan Brand: Favorable	18%	(160)	82%	(743)	903
Curry Brand: Favorable	25%	(119)	75%	(367)	487
Often buy sportswear	28%	(86)	72%	(218)	304
Often/Sometimes buy sportswear	15%	(201)	85%	(1102)	1303
Familiar with Michael Jordan	11%	(243)	89%	(1932)	2175
Familiar with LeBron James	11%	(238)	89%	(1869)	2107
Familiar with Steph Curry	14%	(229)	86%	(1454)	1682

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

**Table MCSP2_2: Do you consider yourself
A basketball fan**

Demographic	Yes		No		Total N
Adults	35%	(776)	65%	(1425)	2201
Gender: Male	45%	(475)	55%	(588)	1062
Gender: Female	26%	(301)	74%	(837)	1139
Age: 18-34	43%	(284)	57%	(372)	655
Age: 35-44	41%	(148)	59%	(210)	358
Age: 45-64	30%	(227)	70%	(525)	751
Age: 65+	27%	(117)	73%	(319)	436
GenZers: 1997-2012	38%	(97)	62%	(157)	253
Millennials: 1981-1996	46%	(280)	54%	(326)	606
GenXers: 1965-1980	34%	(176)	66%	(344)	520
Baby Boomers: 1946-1964	28%	(203)	72%	(522)	725
PID: Dem (no lean)	44%	(355)	56%	(452)	806
PID: Ind (no lean)	30%	(224)	70%	(518)	742
PID: Rep (no lean)	30%	(197)	70%	(455)	653
PID/Gender: Dem Men	57%	(213)	43%	(158)	371
PID/Gender: Dem Women	33%	(142)	67%	(294)	435
PID/Gender: Ind Men	36%	(132)	64%	(236)	368
PID/Gender: Ind Women	25%	(92)	75%	(282)	374
PID/Gender: Rep Men	40%	(129)	60%	(194)	323
PID/Gender: Rep Women	21%	(68)	79%	(262)	330
Ideo: Liberal (1-3)	40%	(249)	60%	(369)	619
Ideo: Moderate (4)	38%	(231)	62%	(376)	607
Ideo: Conservative (5-7)	30%	(218)	70%	(514)	732
Educ: < College	32%	(484)	68%	(1029)	1513
Educ: Bachelors degree	42%	(188)	58%	(256)	444
Educ: Post-grad	43%	(105)	57%	(140)	244
Income: Under 50k	32%	(391)	68%	(835)	1226
Income: 50k-100k	38%	(243)	62%	(401)	644
Income: 100k+	43%	(143)	57%	(189)	332
Ethnicity: White	31%	(533)	69%	(1189)	1722
Ethnicity: Hispanic	42%	(148)	58%	(201)	350
Ethnicity: Black	56%	(154)	44%	(120)	274

Continued on next page

**Table MCSP2_2: Do you consider yourself
A basketball fan**

Demographic	Yes		No		Total N
Adults	35%	(776)	65%	(1425)	2201
Ethnicity: Other	43%	(88)	57%	(116)	204
All Christian	36%	(374)	64%	(659)	1034
All Non-Christian	40%	(40)	60%	(60)	101
Atheist	32%	(35)	68%	(73)	108
Agnostic/Nothing in particular	31%	(174)	69%	(390)	564
Something Else	39%	(152)	61%	(242)	395
Religious Non-Protestant/Catholic	44%	(59)	56%	(73)	132
Evangelical	39%	(212)	61%	(332)	545
Non-Evangelical	34%	(288)	66%	(551)	838
Community: Urban	41%	(240)	59%	(352)	592
Community: Suburban	37%	(379)	63%	(655)	1034
Community: Rural	27%	(157)	73%	(419)	575
Employ: Private Sector	44%	(268)	56%	(343)	611
Employ: Government	40%	(54)	60%	(81)	135
Employ: Self-Employed	45%	(82)	55%	(102)	184
Employ: Homemaker	29%	(44)	71%	(109)	153
Employ: Student	38%	(39)	62%	(64)	102
Employ: Retired	25%	(133)	75%	(397)	530
Employ: Unemployed	30%	(102)	70%	(241)	342
Employ: Other	39%	(55)	61%	(88)	143
Military HH: Yes	27%	(103)	73%	(277)	380
Military HH: No	37%	(673)	63%	(1148)	1821
RD/WT: Right Direction	38%	(242)	62%	(393)	635
RD/WT: Wrong Track	34%	(534)	66%	(1032)	1566
Trump Job Approve	31%	(277)	69%	(617)	893
Trump Job Disapprove	39%	(479)	61%	(739)	1218
Trump Job Strongly Approve	26%	(139)	74%	(393)	531
Trump Job Somewhat Approve	38%	(138)	62%	(224)	362
Trump Job Somewhat Disapprove	43%	(102)	57%	(133)	236
Trump Job Strongly Disapprove	38%	(377)	62%	(606)	982

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**Table MCSP2_2: Do you consider yourself
A basketball fan**

Demographic	Yes		No		Total N
Adults	35%	(776)	65%	(1425)	2201
Favorable of Trump	29%	(257)	71%	(639)	897
Unfavorable of Trump	40%	(484)	60%	(722)	1206
Very Favorable of Trump	24%	(139)	76%	(428)	567
Somewhat Favorable of Trump	36%	(118)	64%	(211)	329
Somewhat Unfavorable of Trump	44%	(90)	56%	(117)	207
Very Unfavorable of Trump	39%	(393)	61%	(605)	998
#1 Issue: Economy	38%	(320)	62%	(532)	851
#1 Issue: Security	28%	(52)	72%	(134)	186
#1 Issue: Health Care	39%	(166)	61%	(260)	426
#1 Issue: Medicare / Social Security	30%	(79)	70%	(186)	265
#1 Issue: Women's Issues	33%	(41)	67%	(82)	123
#1 Issue: Education	42%	(48)	58%	(66)	114
#1 Issue: Energy	34%	(25)	66%	(48)	73
#1 Issue: Other	28%	(45)	72%	(117)	163
2018 House Vote: Democrat	44%	(323)	56%	(413)	736
2018 House Vote: Republican	29%	(176)	71%	(432)	608
2016 Vote: Hillary Clinton	44%	(284)	56%	(367)	651
2016 Vote: Donald Trump	30%	(201)	70%	(476)	677
2016 Vote: Other	36%	(46)	64%	(84)	130
2016 Vote: Didn't Vote	33%	(245)	67%	(496)	741
Voted in 2014: Yes	35%	(423)	65%	(782)	1206
Voted in 2014: No	35%	(353)	65%	(643)	995
2012 Vote: Barack Obama	41%	(332)	59%	(484)	816
2012 Vote: Mitt Romney	29%	(127)	71%	(317)	443
2012 Vote: Other	26%	(22)	74%	(61)	83
2012 Vote: Didn't Vote	34%	(293)	66%	(560)	853
4-Region: Northeast	29%	(116)	71%	(278)	394
4-Region: Midwest	41%	(189)	59%	(273)	462
4-Region: South	37%	(307)	63%	(518)	825
4-Region: West	32%	(165)	68%	(356)	520
Sports fans	50%	(721)	50%	(718)	1439

Continued on next page

**Table MCSP2_2: Do you consider yourself
A basketball fan**

Demographic	Yes		No		Total N
Adults	35%	(776)	65%	(1425)	2201
Avid sports fans	74%	(341)	26%	(121)	461
Casual sports fans	39%	(381)	61%	(597)	978
NFL fans	48%	(653)	52%	(700)	1353
MLB fans	52%	(589)	48%	(543)	1132
NBA fans	68%	(685)	32%	(327)	1012
NHL fans	51%	(386)	49%	(366)	753
WNBA fans	75%	(365)	25%	(119)	484
College football fans	54%	(591)	46%	(513)	1104
College basketball fans	66%	(605)	34%	(307)	912
Golf fans	55%	(343)	45%	(281)	624
Tennis fans	55%	(386)	45%	(311)	697
Auto racing fans	48%	(386)	52%	(411)	797
Soccer fans	56%	(398)	44%	(318)	716
Gymnastics fans	43%	(428)	57%	(568)	996
Competitive swimming fans	54%	(354)	46%	(297)	651
Basketball players	89%	(219)	11%	(26)	245
Basketball fans	100%	(776)	—	(0)	776
Sneaker enthusiasts	62%	(282)	38%	(173)	455
Golfers	58%	(118)	42%	(85)	203
Athletes	65%	(278)	35%	(148)	426
Under Armour: Very fav	50%	(293)	50%	(289)	582
Nike: Very fav	54%	(430)	46%	(371)	801
Adidas: Very fav	51%	(337)	49%	(327)	664
Michael Jordan: Very fav	56%	(416)	44%	(330)	746
LeBron James: Very fav	60%	(286)	40%	(189)	474
Stephen Curry: Very fav	65%	(264)	35%	(144)	408
Jordan Brand: Very fav	59%	(241)	41%	(167)	408
Curry Brand: Very fav	66%	(114)	34%	(58)	173
Under Armour: Favorable	41%	(588)	59%	(859)	1448
Nike: Favorable	43%	(643)	57%	(842)	1484
Adidas: Favorable	41%	(657)	59%	(937)	1594

Continued on next page

Table MCSP2_2: Do you consider yourself
A basketball fan

Demographic	Yes		No		Total N
Adults	35%	(776)	65%	(1425)	2201
Michael Jordan: Favorable	43%	(655)	57%	(863)	1518
LeBron James: Favorable	48%	(520)	52%	(556)	1076
Stephen Curry: Favorable	55%	(524)	45%	(421)	945
Jordan Brand: Favorable	53%	(475)	47%	(429)	903
Curry Brand: Favorable	60%	(293)	40%	(193)	487
Often buy sportswear	65%	(197)	35%	(107)	304
Often/Sometimes buy sportswear	46%	(595)	54%	(708)	1303
Familiar with Michael Jordan	36%	(772)	64%	(1403)	2175
Familiar with LeBron James	36%	(755)	64%	(1352)	2107
Familiar with Steph Curry	42%	(714)	58%	(968)	1682

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

**Table MCSP2_3: Do you consider yourself
A sports fan**

Demographic	Yes		No		Total N
Adults	53%	(1175)	47%	(1026)	2201
Gender: Male	68%	(720)	32%	(342)	1062
Gender: Female	40%	(455)	60%	(684)	1139
Age: 18-34	55%	(362)	45%	(293)	655
Age: 35-44	63%	(224)	37%	(133)	358
Age: 45-64	52%	(393)	48%	(358)	751
Age: 65+	45%	(195)	55%	(242)	436
GenZers: 1997-2012	48%	(123)	52%	(131)	253
Millennials: 1981-1996	61%	(369)	39%	(238)	606
GenXers: 1965-1980	57%	(297)	43%	(224)	520
Baby Boomers: 1946-1964	49%	(353)	51%	(372)	725
PID: Dem (no lean)	57%	(457)	43%	(349)	806
PID: Ind (no lean)	49%	(364)	51%	(378)	742
PID: Rep (no lean)	54%	(353)	46%	(299)	653
PID/Gender: Dem Men	72%	(266)	28%	(105)	371
PID/Gender: Dem Women	44%	(191)	56%	(244)	435
PID/Gender: Ind Men	61%	(223)	39%	(145)	368
PID/Gender: Ind Women	38%	(141)	62%	(233)	374
PID/Gender: Rep Men	71%	(231)	29%	(92)	323
PID/Gender: Rep Women	37%	(123)	63%	(207)	330
Ideo: Liberal (1-3)	54%	(335)	46%	(284)	619
Ideo: Moderate (4)	57%	(344)	43%	(263)	607
Ideo: Conservative (5-7)	53%	(387)	47%	(345)	732
Educ: < College	50%	(758)	50%	(754)	1513
Educ: Bachelors degree	60%	(268)	40%	(176)	444
Educ: Post-grad	61%	(149)	39%	(95)	244
Income: Under 50k	48%	(585)	52%	(641)	1226
Income: 50k-100k	59%	(379)	41%	(265)	644
Income: 100k+	64%	(211)	36%	(121)	332
Ethnicity: White	52%	(900)	48%	(822)	1722
Ethnicity: Hispanic	64%	(223)	36%	(126)	350
Ethnicity: Black	61%	(167)	39%	(108)	274

Continued on next page

Table MCSP2_3: Do you consider yourself
A sports fan

Demographic	Yes		No		Total N
Adults	53%	(1175)	47%	(1026)	2201
Ethnicity: Other	53%	(108)	47%	(96)	204
All Christian	57%	(590)	43%	(443)	1034
All Non-Christian	58%	(58)	42%	(43)	101
Atheist	50%	(54)	50%	(54)	108
Agnostic/Nothing in particular	46%	(260)	54%	(304)	564
Something Else	54%	(213)	46%	(182)	395
Religious Non-Protestant/Catholic	58%	(77)	42%	(55)	132
Evangelical	56%	(303)	44%	(242)	545
Non-Evangelical	56%	(472)	44%	(367)	838
Community: Urban	52%	(309)	48%	(283)	592
Community: Suburban	57%	(590)	43%	(444)	1034
Community: Rural	48%	(276)	52%	(299)	575
Employ: Private Sector	62%	(379)	38%	(232)	611
Employ: Government	59%	(79)	41%	(56)	135
Employ: Self-Employed	67%	(123)	33%	(61)	184
Employ: Homemaker	40%	(61)	60%	(91)	153
Employ: Student	44%	(45)	56%	(57)	102
Employ: Retired	49%	(258)	51%	(272)	530
Employ: Unemployed	44%	(149)	56%	(193)	342
Employ: Other	56%	(81)	44%	(63)	143
Military HH: Yes	57%	(215)	43%	(164)	380
Military HH: No	53%	(960)	47%	(862)	1821
RD/WT: Right Direction	59%	(373)	41%	(262)	635
RD/WT: Wrong Track	51%	(802)	49%	(764)	1566
Trump Job Approve	54%	(483)	46%	(410)	893
Trump Job Disapprove	52%	(637)	48%	(581)	1218
Trump Job Strongly Approve	49%	(259)	51%	(272)	531
Trump Job Somewhat Approve	62%	(224)	38%	(139)	362
Trump Job Somewhat Disapprove	59%	(140)	41%	(96)	236
Trump Job Strongly Disapprove	51%	(498)	49%	(485)	982

Continued on next page

**Table MCSP2_3: Do you consider yourself
A sports fan**

Demographic	Yes		No		Total N
Adults	53%	(1175)	47%	(1026)	2201
Favorable of Trump	53%	(475)	47%	(422)	897
Unfavorable of Trump	54%	(646)	46%	(560)	1206
Very Favorable of Trump	49%	(280)	51%	(287)	567
Somewhat Favorable of Trump	59%	(194)	41%	(135)	329
Somewhat Unfavorable of Trump	59%	(123)	41%	(84)	207
Very Unfavorable of Trump	52%	(523)	48%	(475)	998
#1 Issue: Economy	58%	(495)	42%	(356)	851
#1 Issue: Security	46%	(85)	54%	(101)	186
#1 Issue: Health Care	55%	(234)	45%	(192)	426
#1 Issue: Medicare / Social Security	45%	(120)	55%	(145)	265
#1 Issue: Women's Issues	48%	(59)	52%	(64)	123
#1 Issue: Education	58%	(66)	42%	(48)	114
#1 Issue: Energy	46%	(34)	54%	(39)	73
#1 Issue: Other	51%	(83)	49%	(80)	163
2018 House Vote: Democrat	58%	(428)	42%	(308)	736
2018 House Vote: Republican	53%	(322)	47%	(286)	608
2016 Vote: Hillary Clinton	59%	(382)	41%	(269)	651
2016 Vote: Donald Trump	53%	(358)	47%	(319)	677
2016 Vote: Other	56%	(73)	44%	(57)	130
2016 Vote: Didn't Vote	49%	(363)	51%	(379)	741
Voted in 2014: Yes	55%	(664)	45%	(541)	1206
Voted in 2014: No	51%	(511)	49%	(484)	995
2012 Vote: Barack Obama	57%	(464)	43%	(351)	816
2012 Vote: Mitt Romney	55%	(244)	45%	(199)	443
2012 Vote: Other	46%	(38)	54%	(45)	83
2012 Vote: Didn't Vote	50%	(425)	50%	(428)	853
4-Region: Northeast	54%	(211)	46%	(182)	394
4-Region: Midwest	56%	(261)	44%	(202)	462
4-Region: South	54%	(446)	46%	(379)	825
4-Region: West	49%	(257)	51%	(263)	520
Sports fans	77%	(1113)	23%	(326)	1439

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Table MCSP2_3: Do you consider yourself
A sports fan

Demographic	Yes		No		Total N
Adults	53%	(1175)	47%	(1026)	2201
Avid sports fans	97%	(448)	3%	(14)	461
Casual sports fans	68%	(666)	32%	(312)	978
NFL fans	75%	(1019)	25%	(333)	1353
MLB fans	77%	(867)	23%	(265)	1132
NBA fans	76%	(770)	24%	(241)	1012
NHL fans	78%	(585)	22%	(168)	753
WNBA fans	81%	(389)	19%	(94)	484
College football fans	77%	(854)	23%	(250)	1104
College basketball fans	79%	(719)	21%	(193)	912
Golf fans	76%	(473)	24%	(151)	624
Tennis fans	74%	(515)	26%	(182)	697
Auto racing fans	69%	(548)	31%	(249)	797
Soccer fans	77%	(548)	23%	(168)	716
Gymnastics fans	62%	(616)	38%	(380)	996
Competitive swimming fans	70%	(458)	30%	(193)	651
Basketball players	90%	(219)	10%	(26)	245
Basketball fans	86%	(670)	14%	(106)	776
Sneaker enthusiasts	80%	(363)	20%	(92)	455
Golfers	83%	(168)	17%	(35)	203
Athletes	86%	(367)	14%	(59)	426
Under Armour: Very fav	70%	(408)	30%	(174)	582
Nike: Very fav	68%	(547)	32%	(255)	801
Adidas: Very fav	70%	(465)	30%	(199)	664
Michael Jordan: Very fav	72%	(537)	28%	(209)	746
LeBron James: Very fav	68%	(325)	32%	(150)	474
Stephen Curry: Very fav	75%	(306)	25%	(103)	408
Jordan Brand: Very fav	73%	(297)	27%	(111)	408
Curry Brand: Very fav	75%	(129)	25%	(44)	173
Under Armour: Favorable	61%	(883)	39%	(565)	1448
Nike: Favorable	60%	(885)	40%	(599)	1484
Adidas: Favorable	59%	(936)	41%	(658)	1594

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Table MCSP2_3: Do you consider yourself
A sports fan

Demographic	Yes		No		Total N
Adults	53%	(1175)	47%	(1026)	2201
Michael Jordan: Favorable	62%	(942)	38%	(575)	1518
LeBron James: Favorable	64%	(692)	36%	(385)	1076
Stephen Curry: Favorable	71%	(672)	29%	(273)	945
Jordan Brand: Favorable	69%	(623)	31%	(280)	903
Curry Brand: Favorable	73%	(357)	27%	(129)	487
Often buy sportswear	82%	(248)	18%	(56)	304
Often/Sometimes buy sportswear	66%	(857)	34%	(446)	1303
Familiar with Michael Jordan	54%	(1168)	46%	(1008)	2175
Familiar with LeBron James	54%	(1148)	46%	(959)	2107
Familiar with Steph Curry	62%	(1045)	38%	(637)	1682

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

Table MCSP2_4: Do you consider yourself
A sneaker enthusiast

Demographic	Yes		No		Total N
Adults	21%	(455)	79%	(1746)	2201
Gender: Male	26%	(272)	74%	(791)	1062
Gender: Female	16%	(184)	84%	(955)	1139
Age: 18-34	29%	(188)	71%	(467)	655
Age: 35-44	30%	(108)	70%	(250)	358
Age: 45-64	16%	(123)	84%	(629)	751
Age: 65+	8%	(36)	92%	(400)	436
GenZers: 1997-2012	30%	(76)	70%	(178)	253
Millennials: 1981-1996	30%	(179)	70%	(427)	606
GenXers: 1965-1980	22%	(114)	78%	(406)	520
Baby Boomers: 1946-1964	11%	(83)	89%	(642)	725
PID: Dem (no lean)	24%	(190)	76%	(616)	806
PID: Ind (no lean)	21%	(157)	79%	(585)	742
PID: Rep (no lean)	17%	(108)	83%	(545)	653
PID/Gender: Dem Men	32%	(117)	68%	(254)	371
PID/Gender: Dem Women	17%	(73)	83%	(362)	435
PID/Gender: Ind Men	22%	(82)	78%	(286)	368
PID/Gender: Ind Women	20%	(75)	80%	(299)	374
PID/Gender: Rep Men	22%	(72)	78%	(251)	323
PID/Gender: Rep Women	11%	(35)	89%	(294)	330
Ideo: Liberal (1-3)	22%	(136)	78%	(482)	619
Ideo: Moderate (4)	22%	(131)	78%	(476)	607
Ideo: Conservative (5-7)	18%	(128)	82%	(604)	732
Educ: < College	21%	(323)	79%	(1190)	1513
Educ: Bachelors degree	18%	(82)	82%	(362)	444
Educ: Post-grad	21%	(50)	79%	(194)	244
Income: Under 50k	21%	(260)	79%	(965)	1226
Income: 50k-100k	19%	(120)	81%	(523)	644
Income: 100k+	23%	(75)	77%	(257)	332
Ethnicity: White	18%	(308)	82%	(1415)	1722
Ethnicity: Hispanic	31%	(107)	69%	(242)	350
Ethnicity: Black	33%	(89)	67%	(185)	274

Continued on next page

Table MCSP2_4: Do you consider yourself
A sneaker enthusiast

Demographic	Yes		No		Total N
Adults	21%	(455)	79%	(1746)	2201
Ethnicity: Other	28%	(58)	72%	(146)	204
All Christian	19%	(194)	81%	(840)	1034
All Non-Christian	30%	(30)	70%	(71)	101
Atheist	16%	(18)	84%	(90)	108
Agnostic/Nothing in particular	21%	(118)	79%	(446)	564
Something Else	24%	(95)	76%	(300)	395
Religious Non-Protestant/Catholic	24%	(32)	76%	(100)	132
Evangelical	25%	(135)	75%	(410)	545
Non-Evangelical	17%	(147)	83%	(692)	838
Community: Urban	27%	(159)	73%	(433)	592
Community: Suburban	18%	(187)	82%	(846)	1034
Community: Rural	19%	(108)	81%	(467)	575
Employ: Private Sector	22%	(136)	78%	(475)	611
Employ: Government	25%	(34)	75%	(101)	135
Employ: Self-Employed	34%	(62)	66%	(122)	184
Employ: Homemaker	19%	(30)	81%	(123)	153
Employ: Student	30%	(31)	70%	(71)	102
Employ: Retired	12%	(62)	88%	(468)	530
Employ: Unemployed	22%	(74)	78%	(268)	342
Employ: Other	18%	(26)	82%	(117)	143
Military HH: Yes	15%	(56)	85%	(323)	380
Military HH: No	22%	(399)	78%	(1422)	1821
RD/WT: Right Direction	24%	(151)	76%	(483)	635
RD/WT: Wrong Track	19%	(304)	81%	(1262)	1566
Trump Job Approve	19%	(166)	81%	(728)	893
Trump Job Disapprove	22%	(265)	78%	(952)	1218
Trump Job Strongly Approve	15%	(78)	85%	(453)	531
Trump Job Somewhat Approve	24%	(88)	76%	(274)	362
Trump Job Somewhat Disapprove	24%	(58)	76%	(178)	236
Trump Job Strongly Disapprove	21%	(208)	79%	(774)	982

Continued on next page

Table MCSP2_4: Do you consider yourself
A sneaker enthusiast

Demographic	Yes		No		Total N
Adults	21%	(455)	79%	(1746)	2201
Favorable of Trump	19%	(168)	81%	(729)	897
Unfavorable of Trump	23%	(274)	77%	(932)	1206
Very Favorable of Trump	15%	(85)	85%	(482)	567
Somewhat Favorable of Trump	25%	(83)	75%	(247)	329
Somewhat Unfavorable of Trump	28%	(58)	72%	(149)	207
Very Unfavorable of Trump	22%	(216)	78%	(783)	998
#1 Issue: Economy	26%	(223)	74%	(628)	851
#1 Issue: Security	16%	(29)	84%	(156)	186
#1 Issue: Health Care	18%	(75)	82%	(351)	426
#1 Issue: Medicare / Social Security	13%	(35)	87%	(231)	265
#1 Issue: Women's Issues	14%	(17)	86%	(105)	123
#1 Issue: Education	25%	(29)	75%	(85)	114
#1 Issue: Energy	22%	(16)	78%	(57)	73
#1 Issue: Other	19%	(31)	81%	(132)	163
2018 House Vote: Democrat	19%	(140)	81%	(596)	736
2018 House Vote: Republican	13%	(82)	87%	(526)	608
2016 Vote: Hillary Clinton	21%	(137)	79%	(514)	651
2016 Vote: Donald Trump	15%	(103)	85%	(574)	677
2016 Vote: Other	9%	(11)	91%	(119)	130
2016 Vote: Didn't Vote	28%	(205)	72%	(537)	741
Voted in 2014: Yes	16%	(190)	84%	(1015)	1206
Voted in 2014: No	27%	(265)	73%	(730)	995
2012 Vote: Barack Obama	20%	(163)	80%	(653)	816
2012 Vote: Mitt Romney	11%	(47)	89%	(397)	443
2012 Vote: Other	19%	(16)	81%	(67)	83
2012 Vote: Didn't Vote	27%	(227)	73%	(626)	853
4-Region: Northeast	23%	(89)	77%	(304)	394
4-Region: Midwest	22%	(100)	78%	(362)	462
4-Region: South	21%	(173)	79%	(651)	825
4-Region: West	18%	(92)	82%	(428)	520
Sports fans	27%	(393)	73%	(1047)	1439

Continued on next page

Table MCSP2_4: Do you consider yourself
A sneaker enthusiast

Demographic	Yes		No		Total N
Adults	21%	(455)	79%	(1746)	2201
Avid sports fans	42%	(195)	58%	(266)	461
Casual sports fans	20%	(198)	80%	(780)	978
NFL fans	26%	(358)	74%	(994)	1353
MLB fans	25%	(283)	75%	(849)	1132
NBA fans	32%	(327)	68%	(685)	1012
NHL fans	30%	(225)	70%	(528)	753
WNBA fans	36%	(176)	64%	(308)	484
College football fans	26%	(291)	74%	(813)	1104
College basketball fans	30%	(270)	70%	(642)	912
Golf fans	29%	(180)	71%	(444)	624
Tennis fans	30%	(207)	70%	(490)	697
Auto racing fans	31%	(248)	69%	(549)	797
Soccer fans	34%	(240)	66%	(476)	716
Gymnastics fans	25%	(248)	75%	(748)	996
Competitive swimming fans	31%	(201)	69%	(450)	651
Basketball players	55%	(133)	45%	(111)	245
Basketball fans	36%	(282)	64%	(493)	776
Sneaker enthusiasts	100%	(455)	—	(0)	455
Golfers	32%	(66)	68%	(137)	203
Athletes	50%	(213)	50%	(213)	426
Under Armour: Very fav	32%	(186)	68%	(395)	582
Nike: Very fav	36%	(291)	64%	(510)	801
Adidas: Very fav	35%	(233)	65%	(431)	664
Michael Jordan: Very fav	34%	(255)	66%	(491)	746
LeBron James: Very fav	33%	(157)	67%	(317)	474
Stephen Curry: Very fav	33%	(134)	67%	(274)	408
Jordan Brand: Very fav	44%	(178)	56%	(230)	408
Curry Brand: Very fav	39%	(67)	61%	(105)	173
Under Armour: Favorable	25%	(366)	75%	(1082)	1448
Nike: Favorable	27%	(397)	73%	(1087)	1484
Adidas: Favorable	25%	(397)	75%	(1197)	1594

Continued on next page

Table MCSP2_4: Do you consider yourself
A sneaker enthusiast

Demographic	Yes		No		Total N
Adults	21%	(455)	79%	(1746)	2201
Michael Jordan: Favorable	25%	(376)	75%	(1142)	1518
LeBron James: Favorable	28%	(299)	72%	(777)	1076
Stephen Curry: Favorable	27%	(252)	73%	(693)	945
Jordan Brand: Favorable	32%	(288)	68%	(615)	903
Curry Brand: Favorable	36%	(173)	64%	(313)	487
Often buy sportswear	56%	(169)	44%	(134)	304
Often/Sometimes buy sportswear	30%	(397)	70%	(907)	1303
Familiar with Michael Jordan	21%	(454)	79%	(1721)	2175
Familiar with LeBron James	21%	(443)	79%	(1664)	2107
Familiar with Steph Curry	23%	(395)	77%	(1287)	1682

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

Table MCSP2_5: Do you consider yourself
A golfer

Demographic	Yes		No		Total N
Adults	9%	(203)	91%	(1998)	2201
Gender: Male	15%	(163)	85%	(899)	1062
Gender: Female	4%	(40)	96%	(1099)	1139
Age: 18-34	6%	(42)	94%	(613)	655
Age: 35-44	12%	(43)	88%	(315)	358
Age: 45-64	10%	(73)	90%	(678)	751
Age: 65+	10%	(45)	90%	(392)	436
GenZers: 1997-2012	4%	(10)	96%	(244)	253
Millennials: 1981-1996	9%	(54)	91%	(552)	606
GenXers: 1965-1980	9%	(48)	91%	(472)	520
Baby Boomers: 1946-1964	11%	(78)	89%	(647)	725
PID: Dem (no lean)	8%	(66)	92%	(740)	806
PID: Ind (no lean)	7%	(55)	93%	(687)	742
PID: Rep (no lean)	13%	(82)	87%	(570)	653
PID/Gender: Dem Men	15%	(56)	85%	(315)	371
PID/Gender: Dem Women	2%	(10)	98%	(425)	435
PID/Gender: Ind Men	11%	(40)	89%	(328)	368
PID/Gender: Ind Women	4%	(15)	96%	(359)	374
PID/Gender: Rep Men	21%	(67)	79%	(256)	323
PID/Gender: Rep Women	5%	(15)	95%	(314)	330
Ideo: Liberal (1-3)	10%	(62)	90%	(557)	619
Ideo: Moderate (4)	9%	(52)	91%	(555)	607
Ideo: Conservative (5-7)	11%	(83)	89%	(649)	732
Educ: < College	5%	(82)	95%	(1431)	1513
Educ: Bachelors degree	17%	(77)	83%	(368)	444
Educ: Post-grad	18%	(44)	82%	(200)	244
Income: Under 50k	5%	(62)	95%	(1164)	1226
Income: 50k-100k	13%	(84)	87%	(559)	644
Income: 100k+	17%	(57)	83%	(275)	332
Ethnicity: White	10%	(172)	90%	(1550)	1722
Ethnicity: Hispanic	6%	(20)	94%	(330)	350
Ethnicity: Black	4%	(12)	96%	(263)	274

Continued on next page

Table MCSP2_5: Do you consider yourself
A golfer

Demographic	Yes		No		Total N
Adults	9%	(203)	91%	(1998)	2201
Ethnicity: Other	9%	(19)	91%	(185)	204
All Christian	12%	(127)	88%	(907)	1034
All Non-Christian	10%	(10)	90%	(90)	101
Atheist	8%	(9)	92%	(99)	108
Agnostic/Nothing in particular	7%	(38)	93%	(526)	564
Something Else	5%	(20)	95%	(375)	395
Religious Non-Protestant/Catholic	10%	(13)	90%	(119)	132
Evangelical	9%	(47)	91%	(498)	545
Non-Evangelical	11%	(95)	89%	(743)	838
Community: Urban	7%	(42)	93%	(550)	592
Community: Suburban	11%	(109)	89%	(925)	1034
Community: Rural	9%	(52)	91%	(523)	575
Employ: Private Sector	15%	(89)	85%	(522)	611
Employ: Government	12%	(16)	88%	(119)	135
Employ: Self-Employed	10%	(18)	90%	(166)	184
Employ: Homemaker	3%	(5)	97%	(148)	153
Employ: Student	2%	(2)	98%	(101)	102
Employ: Retired	10%	(54)	90%	(476)	530
Employ: Unemployed	4%	(12)	96%	(330)	342
Employ: Other	5%	(7)	95%	(137)	143
Military HH: Yes	10%	(39)	90%	(341)	380
Military HH: No	9%	(164)	91%	(1657)	1821
RD/WT: Right Direction	15%	(96)	85%	(538)	635
RD/WT: Wrong Track	7%	(107)	93%	(1460)	1566
Trump Job Approve	12%	(107)	88%	(786)	893
Trump Job Disapprove	7%	(90)	93%	(1128)	1218
Trump Job Strongly Approve	13%	(70)	87%	(461)	531
Trump Job Somewhat Approve	10%	(37)	90%	(325)	362
Trump Job Somewhat Disapprove	8%	(18)	92%	(217)	236
Trump Job Strongly Disapprove	7%	(72)	93%	(911)	982

Continued on next page

Table MCSP2_5: Do you consider yourself
A golfer

Demographic	Yes		No		Total N
Adults	9%	(203)	91%	(1998)	2201
Favorable of Trump	11%	(98)	89%	(799)	897
Unfavorable of Trump	8%	(100)	92%	(1106)	1206
Very Favorable of Trump	11%	(62)	89%	(506)	567
Somewhat Favorable of Trump	11%	(36)	89%	(293)	329
Somewhat Unfavorable of Trump	11%	(23)	89%	(185)	207
Very Unfavorable of Trump	8%	(77)	92%	(921)	998
#1 Issue: Economy	11%	(94)	89%	(757)	851
#1 Issue: Security	11%	(20)	89%	(166)	186
#1 Issue: Health Care	8%	(35)	92%	(391)	426
#1 Issue: Medicare / Social Security	8%	(20)	92%	(245)	265
#1 Issue: Women's Issues	4%	(4)	96%	(118)	123
#1 Issue: Education	6%	(7)	94%	(107)	114
#1 Issue: Energy	13%	(10)	87%	(64)	73
#1 Issue: Other	8%	(13)	92%	(150)	163
2018 House Vote: Democrat	10%	(72)	90%	(665)	736
2018 House Vote: Republican	14%	(85)	86%	(522)	608
2016 Vote: Hillary Clinton	9%	(61)	91%	(590)	651
2016 Vote: Donald Trump	14%	(96)	86%	(582)	677
2016 Vote: Other	11%	(14)	89%	(116)	130
2016 Vote: Didn't Vote	4%	(32)	96%	(709)	741
Voted in 2014: Yes	13%	(160)	87%	(1046)	1206
Voted in 2014: No	4%	(43)	96%	(952)	995
2012 Vote: Barack Obama	11%	(87)	89%	(729)	816
2012 Vote: Mitt Romney	15%	(69)	85%	(375)	443
2012 Vote: Other	13%	(11)	87%	(73)	83
2012 Vote: Didn't Vote	4%	(37)	96%	(816)	853
4-Region: Northeast	10%	(39)	90%	(355)	394
4-Region: Midwest	13%	(59)	87%	(403)	462
4-Region: South	8%	(63)	92%	(761)	825
4-Region: West	8%	(41)	92%	(479)	520
Sports fans	13%	(185)	87%	(1255)	1439

Continued on next page

Table MCSP2_5: Do you consider yourself
A golfer

Demographic	Yes		No		Total N
Adults	9%	(203)	91%	(1998)	2201
Avid sports fans	19%	(87)	81%	(375)	461
Casual sports fans	10%	(98)	90%	(880)	978
NFL fans	12%	(167)	88%	(1186)	1353
MLB fans	14%	(162)	86%	(970)	1132
NBA fans	12%	(120)	88%	(891)	1012
NHL fans	17%	(125)	83%	(628)	753
WNBA fans	15%	(73)	85%	(411)	484
College football fans	15%	(162)	85%	(942)	1104
College basketball fans	15%	(141)	85%	(771)	912
Golf fans	30%	(187)	70%	(437)	624
Tennis fans	18%	(123)	82%	(574)	697
Auto racing fans	14%	(113)	86%	(684)	797
Soccer fans	15%	(109)	85%	(607)	716
Gymnastics fans	10%	(103)	90%	(893)	996
Competitive swimming fans	13%	(86)	87%	(565)	651
Basketball players	29%	(72)	71%	(173)	245
Basketball fans	15%	(118)	85%	(658)	776
Sneaker enthusiasts	14%	(66)	86%	(390)	455
Golfers	100%	(203)	—	(0)	203
Athletes	25%	(105)	75%	(320)	426
Under Armour: Very fav	11%	(64)	89%	(518)	582
Nike: Very fav	8%	(68)	92%	(734)	801
Adidas: Very fav	9%	(62)	91%	(602)	664
Michael Jordan: Very fav	10%	(76)	90%	(670)	746
LeBron James: Very fav	9%	(43)	91%	(431)	474
Stephen Curry: Very fav	11%	(46)	89%	(362)	408
Jordan Brand: Very fav	9%	(37)	91%	(371)	408
Curry Brand: Very fav	15%	(25)	85%	(147)	173
Under Armour: Favorable	11%	(157)	89%	(1290)	1448
Nike: Favorable	9%	(129)	91%	(1356)	1484
Adidas: Favorable	10%	(157)	90%	(1437)	1594

Continued on next page

Table MCSP2_5: Do you consider yourself
A golfer

Demographic	Yes		No		Total N
Adults	9%	(203)	91%	(1998)	2201
Michael Jordan: Favorable	10%	(154)	90%	(1364)	1518
LeBron James: Favorable	10%	(106)	90%	(970)	1076
Stephen Curry: Favorable	13%	(119)	87%	(826)	945
Jordan Brand: Favorable	11%	(103)	89%	(800)	903
Curry Brand: Favorable	14%	(70)	86%	(416)	487
Often buy sportswear	15%	(46)	85%	(257)	304
Often/Sometimes buy sportswear	11%	(147)	89%	(1156)	1303
Familiar with Michael Jordan	9%	(200)	91%	(1975)	2175
Familiar with LeBron James	10%	(200)	90%	(1907)	2107
Familiar with Steph Curry	11%	(187)	89%	(1495)	1682

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

Table MCSP2_6: Do you consider yourself
An athlete

Demographic	Yes		No		Total N
Adults	19%	(426)	81%	(1775)	2201
Gender: Male	28%	(294)	72%	(768)	1062
Gender: Female	12%	(131)	88%	(1007)	1139
Age: 18-34	31%	(204)	69%	(452)	655
Age: 35-44	23%	(83)	77%	(275)	358
Age: 45-64	15%	(114)	85%	(637)	751
Age: 65+	6%	(25)	94%	(412)	436
GenZers: 1997-2012	36%	(92)	64%	(161)	253
Millennials: 1981-1996	27%	(164)	73%	(442)	606
GenXers: 1965-1980	20%	(103)	80%	(417)	520
Baby Boomers: 1946-1964	9%	(62)	91%	(663)	725
PID: Dem (no lean)	23%	(188)	77%	(619)	806
PID: Ind (no lean)	17%	(124)	83%	(618)	742
PID: Rep (no lean)	17%	(114)	83%	(539)	653
PID/Gender: Dem Men	33%	(124)	67%	(247)	371
PID/Gender: Dem Women	15%	(64)	85%	(371)	435
PID/Gender: Ind Men	25%	(93)	75%	(275)	368
PID/Gender: Ind Women	8%	(31)	92%	(343)	374
PID/Gender: Rep Men	24%	(77)	76%	(246)	323
PID/Gender: Rep Women	11%	(37)	89%	(293)	330
Ideo: Liberal (1-3)	23%	(139)	77%	(479)	619
Ideo: Moderate (4)	17%	(104)	83%	(503)	607
Ideo: Conservative (5-7)	19%	(136)	81%	(596)	732
Educ: < College	17%	(254)	83%	(1259)	1513
Educ: Bachelors degree	23%	(104)	77%	(340)	444
Educ: Post-grad	28%	(68)	72%	(176)	244
Income: Under 50k	17%	(207)	83%	(1019)	1226
Income: 50k-100k	18%	(118)	82%	(525)	644
Income: 100k+	30%	(101)	70%	(231)	332
Ethnicity: White	17%	(287)	83%	(1436)	1722
Ethnicity: Hispanic	28%	(97)	72%	(253)	350
Ethnicity: Black	32%	(88)	68%	(186)	274

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**Table MCSP2_6: Do you consider yourself
An athlete**

Demographic	Yes		No		Total N
Adults	19%	(426)	81%	(1775)	2201
Ethnicity: Other	25%	(51)	75%	(153)	204
All Christian	19%	(198)	81%	(835)	1034
All Non-Christian	19%	(19)	81%	(81)	101
Atheist	18%	(19)	82%	(89)	108
Agnostic/Nothing in particular	16%	(89)	84%	(474)	564
Something Else	25%	(99)	75%	(296)	395
Religious Non-Protestant/Catholic	20%	(27)	80%	(105)	132
Evangelical	21%	(117)	79%	(428)	545
Non-Evangelical	20%	(167)	80%	(671)	838
Community: Urban	22%	(131)	78%	(461)	592
Community: Suburban	20%	(205)	80%	(828)	1034
Community: Rural	16%	(89)	84%	(486)	575
Employ: Private Sector	25%	(153)	75%	(458)	611
Employ: Government	32%	(43)	68%	(92)	135
Employ: Self-Employed	25%	(46)	75%	(138)	184
Employ: Homemaker	11%	(17)	89%	(136)	153
Employ: Student	31%	(32)	69%	(71)	102
Employ: Retired	9%	(46)	91%	(484)	530
Employ: Unemployed	17%	(59)	83%	(283)	342
Employ: Other	21%	(30)	79%	(114)	143
Military HH: Yes	19%	(71)	81%	(309)	380
Military HH: No	19%	(354)	81%	(1467)	1821
RD/WT: Right Direction	24%	(151)	76%	(483)	635
RD/WT: Wrong Track	18%	(274)	82%	(1292)	1566
Trump Job Approve	18%	(161)	82%	(732)	893
Trump Job Disapprove	20%	(247)	80%	(971)	1218
Trump Job Strongly Approve	15%	(81)	85%	(450)	531
Trump Job Somewhat Approve	22%	(80)	78%	(283)	362
Trump Job Somewhat Disapprove	31%	(73)	69%	(162)	236
Trump Job Strongly Disapprove	18%	(174)	82%	(808)	982

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Table MCSP2_6: Do you consider yourself
An athlete

Demographic	Yes		No		Total N
Adults	19%	(426)	81%	(1775)	2201
Favorable of Trump	18%	(166)	82%	(731)	897
Unfavorable of Trump	20%	(244)	80%	(962)	1206
Very Favorable of Trump	15%	(83)	85%	(484)	567
Somewhat Favorable of Trump	25%	(83)	75%	(247)	329
Somewhat Unfavorable of Trump	29%	(61)	71%	(147)	207
Very Unfavorable of Trump	18%	(183)	82%	(816)	998
#1 Issue: Economy	22%	(186)	78%	(666)	851
#1 Issue: Security	14%	(27)	86%	(159)	186
#1 Issue: Health Care	18%	(77)	82%	(349)	426
#1 Issue: Medicare / Social Security	6%	(16)	94%	(250)	265
#1 Issue: Women's Issues	24%	(29)	76%	(94)	123
#1 Issue: Education	36%	(41)	64%	(72)	114
#1 Issue: Energy	28%	(21)	72%	(53)	73
#1 Issue: Other	18%	(30)	82%	(133)	163
2018 House Vote: Democrat	20%	(149)	80%	(588)	736
2018 House Vote: Republican	15%	(94)	85%	(514)	608
2016 Vote: Hillary Clinton	20%	(130)	80%	(521)	651
2016 Vote: Donald Trump	17%	(113)	83%	(565)	677
2016 Vote: Other	11%	(15)	89%	(115)	130
2016 Vote: Didn't Vote	23%	(168)	77%	(573)	741
Voted in 2014: Yes	17%	(205)	83%	(1001)	1206
Voted in 2014: No	22%	(221)	78%	(774)	995
2012 Vote: Barack Obama	19%	(158)	81%	(657)	816
2012 Vote: Mitt Romney	13%	(60)	87%	(384)	443
2012 Vote: Other	10%	(9)	90%	(75)	83
2012 Vote: Didn't Vote	23%	(197)	77%	(656)	853
4-Region: Northeast	20%	(78)	80%	(316)	394
4-Region: Midwest	21%	(97)	79%	(365)	462
4-Region: South	19%	(153)	81%	(671)	825
4-Region: West	19%	(98)	81%	(423)	520
Sports fans	27%	(388)	73%	(1052)	1439

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Table MCSP2_6: Do you consider yourself
An athlete

Demographic	Yes		No		Total N
Adults	19%	(426)	81%	(1775)	2201
Avid sports fans	44%	(205)	56%	(257)	461
Casual sports fans	19%	(183)	81%	(795)	978
NFL fans	26%	(352)	74%	(1001)	1353
MLB fans	27%	(307)	73%	(825)	1132
NBA fans	30%	(303)	70%	(709)	1012
NHL fans	30%	(229)	70%	(524)	753
WNBA fans	35%	(169)	65%	(315)	484
College football fans	27%	(299)	73%	(805)	1104
College basketball fans	30%	(278)	70%	(634)	912
Golf fans	33%	(206)	67%	(417)	624
Tennis fans	32%	(223)	68%	(474)	697
Auto racing fans	26%	(210)	74%	(587)	797
Soccer fans	35%	(248)	65%	(468)	716
Gymnastics fans	25%	(244)	75%	(752)	996
Competitive swimming fans	28%	(179)	72%	(472)	651
Basketball players	75%	(184)	25%	(60)	245
Basketball fans	36%	(278)	64%	(498)	776
Sneaker enthusiasts	47%	(213)	53%	(242)	455
Golfers	52%	(105)	48%	(98)	203
Athletes	100%	(426)	—	(0)	426
Under Armour: Very fav	28%	(164)	72%	(417)	582
Nike: Very fav	31%	(248)	69%	(554)	801
Adidas: Very fav	28%	(186)	72%	(478)	664
Michael Jordan: Very fav	30%	(223)	70%	(522)	746
LeBron James: Very fav	31%	(148)	69%	(327)	474
Stephen Curry: Very fav	37%	(152)	63%	(257)	408
Jordan Brand: Very fav	35%	(144)	65%	(263)	408
Curry Brand: Very fav	37%	(65)	63%	(108)	173
Under Armour: Favorable	22%	(325)	78%	(1123)	1448
Nike: Favorable	23%	(347)	77%	(1137)	1484
Adidas: Favorable	22%	(354)	78%	(1240)	1594

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Table MCSP2_6: Do you consider yourself
An athlete

Demographic	Yes		No		Total N
Adults	19%	(426)	81%	(1775)	2201
Michael Jordan: Favorable	23%	(350)	77%	(1168)	1518
LeBron James: Favorable	26%	(282)	74%	(795)	1076
Stephen Curry: Favorable	30%	(279)	70%	(666)	945
Jordan Brand: Favorable	29%	(265)	71%	(638)	903
Curry Brand: Favorable	35%	(170)	65%	(317)	487
Often buy sportswear	40%	(120)	60%	(183)	304
Often/Sometimes buy sportswear	25%	(328)	75%	(975)	1303
Familiar with Michael Jordan	19%	(424)	81%	(1751)	2175
Familiar with LeBron James	20%	(417)	80%	(1690)	2107
Familiar with Steph Curry	23%	(389)	77%	(1294)	1682

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?

Under Armour

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (582)	39% (866)	7% (155)	2% (51)	20% (439)	5% (108)	2201
Gender: Male	28% (293)	40% (427)	9% (94)	3% (31)	17% (183)	3% (34)	1062
Gender: Female	25% (288)	39% (439)	5% (62)	2% (20)	22% (256)	7% (74)	1139
Age: 18-34	30% (194)	36% (238)	9% (58)	3% (17)	17% (110)	6% (38)	655
Age: 35-44	36% (130)	34% (121)	7% (26)	3% (10)	15% (55)	5% (16)	358
Age: 45-64	25% (187)	43% (324)	7% (53)	2% (14)	20% (150)	3% (22)	751
Age: 65+	16% (71)	42% (183)	4% (18)	2% (9)	28% (123)	7% (32)	436
GenZers: 1997-2012	21% (53)	36% (91)	13% (32)	3% (8)	20% (50)	7% (18)	253
Millennials: 1981-1996	36% (221)	36% (221)	6% (38)	3% (17)	14% (87)	4% (22)	606
GenXers: 1965-1980	27% (139)	39% (205)	8% (40)	1% (7)	20% (102)	5% (27)	520
Baby Boomers: 1946-1964	22% (159)	43% (312)	6% (42)	3% (18)	23% (163)	4% (31)	725
PID: Dem (no lean)	28% (229)	43% (347)	6% (48)	2% (13)	17% (133)	4% (36)	806
PID: Ind (no lean)	22% (165)	37% (276)	8% (61)	3% (19)	23% (168)	7% (53)	742
PID: Rep (no lean)	29% (187)	37% (244)	7% (46)	3% (19)	21% (137)	3% (19)	653
PID/Gender: Dem Men	31% (117)	43% (159)	8% (29)	1% (5)	14% (53)	2% (9)	371
PID/Gender: Dem Women	26% (112)	43% (187)	5% (20)	2% (8)	19% (81)	6% (27)	435
PID/Gender: Ind Men	23% (83)	40% (148)	10% (37)	3% (11)	19% (68)	5% (20)	368
PID/Gender: Ind Women	22% (82)	34% (128)	6% (24)	2% (8)	27% (100)	9% (33)	374
PID/Gender: Rep Men	29% (94)	37% (120)	9% (28)	5% (15)	19% (62)	1% (5)	323
PID/Gender: Rep Women	28% (94)	38% (124)	5% (18)	1% (4)	23% (76)	4% (14)	330
Ideo: Liberal (1-3)	25% (152)	43% (263)	11% (67)	2% (11)	17% (103)	4% (22)	619
Ideo: Moderate (4)	32% (194)	36% (221)	5% (31)	2% (12)	19% (114)	6% (35)	607
Ideo: Conservative (5-7)	24% (174)	43% (313)	5% (36)	3% (22)	22% (164)	3% (24)	732
Educ: < College	27% (411)	37% (553)	7% (104)	2% (33)	21% (320)	6% (91)	1513
Educ: Bachelors degree	25% (112)	45% (200)	8% (36)	2% (7)	18% (79)	2% (9)	444
Educ: Post-grad	24% (58)	46% (112)	6% (15)	4% (10)	16% (40)	3% (8)	244
Income: Under 50k	26% (321)	35% (433)	7% (88)	1% (18)	22% (267)	8% (99)	1226
Income: 50k-100k	27% (171)	44% (280)	7% (44)	3% (19)	19% (122)	1% (7)	644
Income: 100k+	27% (89)	46% (153)	7% (24)	4% (14)	15% (49)	1% (2)	332
Ethnicity: White	26% (441)	41% (701)	7% (116)	3% (44)	21% (360)	4% (61)	1722
Ethnicity: Hispanic	35% (121)	38% (134)	12% (43)	3% (10)	8% (28)	4% (13)	350

Continued on next page

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

Under Armour

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (582)	39% (866)	7% (155)	2% (51)	20% (439)	5% (108)	2201
Ethnicity: Black	33% (90)	32% (88)	7% (20)	1% (4)	15% (40)	12% (33)	274
Ethnicity: Other	25% (51)	38% (77)	10% (20)	1% (3)	19% (39)	7% (14)	204
All Christian	28% (291)	41% (429)	7% (71)	2% (21)	18% (186)	4% (36)	1034
All Non-Christian	18% (18)	45% (46)	3% (3)	2% (2)	21% (21)	11% (11)	101
Atheist	22% (24)	35% (38)	17% (18)	5% (5)	18% (20)	3% (3)	108
Agnostic/Nothing in particular	23% (129)	36% (203)	6% (34)	3% (17)	26% (147)	6% (34)	564
Something Else	30% (120)	38% (151)	8% (30)	2% (6)	16% (64)	6% (24)	395
Religious Non-Protestant/Catholic	21% (28)	41% (54)	3% (4)	3% (4)	24% (31)	9% (12)	132
Evangelical	30% (164)	43% (233)	4% (21)	2% (9)	17% (92)	5% (26)	545
Non-Evangelical	28% (235)	40% (334)	9% (77)	2% (17)	17% (144)	4% (32)	838
Community: Urban	29% (173)	37% (218)	9% (51)	3% (18)	15% (89)	7% (44)	592
Community: Suburban	27% (280)	41% (424)	7% (71)	1% (14)	21% (213)	3% (32)	1034
Community: Rural	22% (129)	39% (225)	6% (34)	3% (19)	24% (137)	6% (32)	575
Employ: Private Sector	29% (178)	43% (260)	8% (50)	3% (20)	16% (98)	1% (5)	611
Employ: Government	30% (41)	31% (41)	18% (25)	2% (2)	15% (21)	4% (6)	135
Employ: Self-Employed	30% (55)	35% (64)	7% (13)	3% (5)	21% (39)	5% (9)	184
Employ: Homemaker	33% (50)	36% (55)	3% (4)	1% (1)	25% (38)	2% (4)	153
Employ: Student	21% (22)	47% (48)	3% (3)	2% (2)	17% (17)	9% (9)	102
Employ: Retired	20% (106)	42% (221)	4% (24)	1% (7)	25% (134)	7% (38)	530
Employ: Unemployed	26% (90)	36% (122)	9% (30)	1% (4)	20% (68)	8% (27)	342
Employ: Other	28% (40)	38% (54)	5% (7)	6% (9)	17% (24)	6% (9)	143
Military HH: Yes	25% (96)	39% (149)	7% (26)	3% (12)	20% (77)	5% (19)	380
Military HH: No	27% (485)	39% (717)	7% (130)	2% (39)	20% (361)	5% (89)	1821
RD/WT: Right Direction	29% (184)	37% (237)	8% (49)	3% (21)	18% (115)	4% (28)	635
RD/WT: Wrong Track	25% (397)	40% (629)	7% (106)	2% (30)	21% (324)	5% (80)	1566
Trump Job Approve	29% (261)	36% (326)	7% (61)	3% (26)	20% (181)	4% (38)	893
Trump Job Disapprove	25% (299)	42% (515)	7% (87)	2% (19)	20% (239)	5% (59)	1218

Continued on next page

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

Under Armour

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (582)	39% (866)	7% (155)	2% (51)	20% (439)	5% (108)	2201
Trump Job Strongly Approve	29% (153)	35% (185)	8% (41)	3% (17)	21% (113)	4% (21)	531
Trump Job Somewhat Approve	30% (108)	39% (141)	5% (20)	2% (9)	19% (68)	5% (17)	362
Trump Job Somewhat Disapprove	21% (51)	46% (109)	11% (27)	2% (4)	15% (36)	4% (9)	236
Trump Job Strongly Disapprove	25% (248)	41% (406)	6% (61)	2% (15)	21% (203)	5% (49)	982
Favorable of Trump	29% (261)	36% (327)	7% (63)	3% (29)	20% (179)	4% (37)	897
Unfavorable of Trump	24% (292)	43% (514)	7% (88)	2% (19)	19% (232)	5% (61)	1206
Very Favorable of Trump	30% (169)	35% (200)	8% (44)	4% (23)	20% (112)	3% (19)	567
Somewhat Favorable of Trump	28% (93)	39% (127)	6% (19)	2% (6)	20% (67)	5% (18)	329
Somewhat Unfavorable of Trump	25% (51)	47% (97)	9% (19)	1% (3)	15% (32)	2% (5)	207
Very Unfavorable of Trump	24% (241)	42% (417)	7% (69)	2% (16)	20% (200)	6% (56)	998
#1 Issue: Economy	30% (258)	42% (356)	6% (54)	2% (21)	16% (138)	3% (24)	851
#1 Issue: Security	27% (49)	33% (61)	6% (11)	1% (2)	29% (53)	5% (8)	186
#1 Issue: Health Care	27% (114)	43% (181)	7% (32)	2% (10)	18% (76)	3% (13)	426
#1 Issue: Medicare / Social Security	21% (57)	35% (94)	3% (8)	2% (6)	29% (76)	9% (24)	265
#1 Issue: Women's Issues	24% (29)	41% (51)	3% (4)	2% (2)	21% (26)	9% (11)	123
#1 Issue: Education	17% (20)	35% (40)	24% (27)	2% (2)	13% (15)	8% (10)	114
#1 Issue: Energy	25% (18)	28% (21)	9% (7)	5% (3)	27% (20)	6% (4)	73
#1 Issue: Other	22% (37)	38% (62)	8% (12)	2% (4)	21% (34)	8% (14)	163
2018 House Vote: Democrat	29% (216)	42% (308)	7% (48)	1% (11)	16% (118)	5% (35)	736
2018 House Vote: Republican	26% (155)	41% (249)	8% (48)	2% (14)	21% (127)	2% (15)	608
2016 Vote: Hillary Clinton	28% (179)	43% (281)	7% (47)	2% (13)	16% (106)	4% (24)	651
2016 Vote: Donald Trump	27% (186)	38% (260)	7% (47)	3% (19)	22% (146)	3% (19)	677
2016 Vote: Other	23% (30)	40% (52)	6% (8)	1% (1)	24% (31)	6% (8)	130
2016 Vote: Didn't Vote	25% (186)	37% (273)	7% (53)	2% (18)	21% (155)	8% (57)	741
Voted in 2014: Yes	26% (319)	42% (506)	6% (72)	2% (26)	19% (235)	4% (48)	1206
Voted in 2014: No	26% (262)	36% (361)	8% (84)	3% (25)	20% (204)	6% (60)	995
2012 Vote: Barack Obama	28% (231)	42% (341)	6% (45)	2% (15)	17% (140)	5% (44)	816
2012 Vote: Mitt Romney	22% (99)	41% (183)	7% (29)	3% (13)	25% (111)	2% (7)	443
2012 Vote: Other	14% (11)	45% (38)	9% (8)	1% (1)	28% (24)	3% (2)	83
2012 Vote: Didn't Vote	28% (240)	35% (302)	9% (73)	3% (22)	19% (164)	6% (53)	853

Continued on next page

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

Under Armour

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (582)	39% (866)	7% (155)	2% (51)	20% (439)	5% (108)	2201
4-Region: Northeast	27% (107)	40% (157)	7% (27)	2% (9)	20% (80)	3% (13)	394
4-Region: Midwest	24% (110)	46% (211)	6% (29)	2% (8)	19% (90)	3% (15)	462
4-Region: South	28% (234)	38% (313)	7% (58)	2% (20)	19% (159)	5% (40)	825
4-Region: West	25% (130)	36% (185)	8% (41)	3% (14)	21% (110)	8% (40)	520
Sports fans	32% (460)	42% (609)	7% (106)	2% (31)	14% (201)	2% (33)	1439
Avid sports fans	44% (201)	38% (177)	6% (26)	2% (11)	8% (35)	2% (11)	461
Casual sports fans	26% (259)	44% (432)	8% (81)	2% (20)	17% (166)	2% (21)	978
NFL fans	34% (455)	42% (565)	6% (86)	2% (24)	14% (190)	2% (33)	1353
MLB fans	33% (374)	42% (474)	6% (67)	2% (24)	15% (167)	2% (25)	1132
NBA fans	35% (349)	40% (404)	7% (69)	2% (22)	13% (128)	4% (39)	1012
NHL fans	34% (254)	42% (319)	8% (58)	3% (19)	12% (91)	2% (13)	753
WNBA fans	39% (188)	39% (191)	6% (30)	2% (12)	10% (47)	3% (16)	484
College football fans	32% (357)	43% (472)	7% (78)	2% (25)	13% (147)	2% (25)	1104
College basketball fans	33% (304)	43% (396)	6% (54)	2% (19)	13% (116)	2% (23)	912
Golf fans	33% (208)	41% (253)	7% (44)	2% (12)	13% (83)	4% (24)	624
Tennis fans	35% (242)	41% (287)	7% (49)	2% (11)	12% (85)	3% (22)	697
Auto racing fans	34% (271)	41% (329)	7% (53)	2% (17)	12% (97)	4% (31)	797
Soccer fans	34% (244)	41% (295)	8% (59)	2% (13)	12% (84)	3% (21)	716
Gymnastics fans	30% (297)	42% (423)	7% (69)	2% (19)	15% (148)	4% (40)	996
Competitive swimming fans	34% (222)	41% (266)	6% (40)	3% (18)	13% (83)	3% (21)	651
Basketball players	39% (95)	39% (95)	7% (18)	3% (6)	7% (18)	5% (12)	245
Basketball fans	38% (293)	38% (296)	7% (51)	2% (16)	13% (100)	3% (21)	776
Sneaker enthusiasts	41% (186)	39% (180)	7% (32)	2% (9)	7% (33)	3% (15)	455
Golfers	32% (64)	46% (94)	9% (19)	2% (3)	11% (22)	1% (2)	203
Athletes	39% (164)	38% (161)	9% (38)	3% (11)	9% (37)	3% (15)	426
Under Armour: Very fav	100% (582)	— (0)	— (0)	— (0)	— (0)	— (0)	582
Nike: Very fav	52% (414)	30% (238)	6% (50)	2% (12)	7% (53)	4% (33)	801
Adidas: Very fav	58% (383)	23% (152)	6% (41)	2% (14)	7% (49)	4% (26)	664
Michael Jordan: Very fav	45% (337)	34% (256)	7% (49)	1% (8)	9% (66)	4% (30)	746
LeBron James: Very fav	51% (241)	33% (155)	4% (19)	1% (4)	6% (31)	5% (25)	474

Continued on next page

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

Under Armour

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (582)	39% (866)	7% (155)	2% (51)	20% (439)	5% (108)	2201
Stephen Curry: Very fav	53% (218)	31% (125)	6% (25)	1% (4)	6% (24)	3% (12)	408
Jordan Brand: Very fav	57% (231)	27% (111)	5% (20)	1% (3)	6% (23)	5% (19)	408
Curry Brand: Very fav	71% (123)	22% (38)	2% (3)	1% (1)	3% (4)	2% (3)	173
Under Armour: Favorable	40% (582)	60% (866)	— (0)	— (0)	— (0)	— (0)	1448
Nike: Favorable	34% (512)	44% (654)	5% (79)	1% (22)	11% (159)	4% (59)	1484
Adidas: Favorable	33% (534)	46% (733)	6% (101)	1% (23)	9% (149)	3% (54)	1594
Michael Jordan: Favorable	32% (492)	43% (655)	6% (95)	2% (25)	13% (191)	4% (59)	1518
LeBron James: Favorable	36% (391)	45% (479)	5% (56)	1% (10)	9% (96)	4% (44)	1076
Stephen Curry: Favorable	36% (342)	43% (404)	7% (62)	2% (14)	11% (101)	2% (22)	945
Jordan Brand: Favorable	39% (350)	45% (410)	4% (38)	2% (14)	7% (63)	3% (29)	903
Curry Brand: Favorable	46% (224)	43% (210)	6% (27)	1% (5)	3% (14)	1% (6)	487
Often buy sportswear	49% (149)	34% (104)	8% (23)	3% (10)	4% (12)	2% (7)	304
Often/Sometimes buy sportswear	35% (458)	42% (552)	6% (83)	2% (27)	11% (146)	3% (38)	1303
Familiar with Michael Jordan	26% (575)	40% (863)	7% (155)	2% (51)	20% (436)	4% (96)	2175
Familiar with LeBron James	27% (561)	40% (846)	7% (144)	2% (50)	20% (425)	4% (81)	2107
Familiar with Steph Curry	27% (461)	41% (685)	8% (133)	2% (39)	19% (324)	2% (39)	1682

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?

Nike

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (801)	31% (683)	9% (199)	12% (254)	11% (246)	1% (18)	2201
Gender: Male	37% (392)	30% (314)	11% (118)	13% (139)	9% (97)	— (1)	1062
Gender: Female	36% (409)	32% (368)	7% (80)	10% (115)	13% (149)	1% (17)	1139
Age: 18-34	53% (349)	25% (165)	8% (54)	5% (36)	6% (41)	2% (10)	655
Age: 35-44	47% (169)	30% (108)	6% (21)	6% (21)	10% (34)	1% (4)	358
Age: 45-64	28% (208)	33% (251)	10% (72)	17% (125)	12% (93)	— (2)	751
Age: 65+	17% (74)	36% (159)	12% (51)	17% (72)	18% (78)	— (2)	436
GenZers: 1997-2012	54% (137)	26% (67)	8% (21)	3% (8)	5% (14)	2% (6)	253
Millennials: 1981-1996	51% (309)	28% (168)	7% (44)	6% (35)	7% (45)	1% (5)	606
GenXers: 1965-1980	36% (186)	31% (161)	7% (37)	13% (68)	12% (63)	1% (5)	520
Baby Boomers: 1946-1964	22% (163)	34% (249)	12% (85)	17% (125)	14% (102)	— (1)	725
PID: Dem (no lean)	45% (365)	35% (284)	8% (65)	3% (23)	8% (62)	1% (7)	806
PID: Ind (no lean)	33% (243)	30% (220)	11% (80)	11% (83)	14% (106)	1% (9)	742
PID: Rep (no lean)	30% (193)	27% (178)	8% (54)	23% (147)	12% (78)	— (2)	653
PID/Gender: Dem Men	50% (186)	32% (118)	9% (35)	3% (12)	6% (21)	— (0)	371
PID/Gender: Dem Women	41% (179)	38% (166)	7% (30)	3% (12)	10% (42)	2% (7)	435
PID/Gender: Ind Men	30% (109)	31% (115)	15% (54)	12% (45)	12% (45)	— (1)	368
PID/Gender: Ind Women	36% (135)	28% (105)	7% (26)	10% (38)	16% (61)	2% (9)	374
PID/Gender: Rep Men	30% (98)	25% (81)	9% (29)	26% (83)	10% (31)	— (1)	323
PID/Gender: Rep Women	29% (95)	29% (97)	8% (25)	20% (65)	14% (46)	— (1)	330
Ideo: Liberal (1-3)	42% (257)	36% (225)	8% (52)	4% (25)	9% (53)	1% (6)	619
Ideo: Moderate (4)	37% (224)	34% (204)	10% (60)	8% (51)	11% (66)	— (1)	607
Ideo: Conservative (5-7)	26% (189)	27% (196)	11% (79)	23% (170)	13% (92)	1% (6)	732
Educ: < College	38% (580)	29% (433)	9% (131)	12% (180)	11% (172)	1% (17)	1513
Educ: Bachelors degree	31% (138)	37% (166)	10% (46)	11% (48)	10% (46)	— (0)	444
Educ: Post-grad	34% (83)	34% (84)	9% (21)	11% (26)	12% (28)	1% (1)	244
Income: Under 50k	39% (483)	29% (362)	8% (98)	9% (115)	12% (150)	1% (17)	1226
Income: 50k-100k	30% (191)	32% (206)	12% (77)	16% (104)	10% (65)	— (1)	644
Income: 100k+	38% (127)	35% (115)	7% (24)	10% (35)	9% (31)	— (0)	332
Ethnicity: White	31% (527)	33% (575)	10% (169)	14% (237)	12% (207)	— (8)	1722
Ethnicity: Hispanic	48% (169)	28% (99)	5% (17)	11% (39)	5% (19)	2% (7)	350

Continued on next page

Table MCSP3_2: 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	36%	(801)	31%	(683)	9%	(199)	12%	(254)	11%	(246)	1%	(18)	2201
Ethnicity: Black	65%	(178)	20%	(54)	7%	(19)	1%	(2)	5%	(15)	2%	(6)	274
Ethnicity: Other	47%	(96)	26%	(54)	5%	(11)	7%	(14)	12%	(24)	2%	(4)	204
All Christian	32%	(331)	31%	(321)	10%	(106)	17%	(171)	10%	(99)	1%	(6)	1034
All Non-Christian	30%	(30)	43%	(44)	6%	(6)	3%	(3)	14%	(14)	3%	(3)	101
Atheist	31%	(33)	30%	(33)	19%	(20)	9%	(9)	11%	(12)	1%	(1)	108
Agnostic/Nothing in particular	37%	(208)	33%	(187)	7%	(38)	8%	(45)	14%	(81)	1%	(4)	564
Something Else	51%	(200)	25%	(98)	7%	(28)	6%	(25)	10%	(40)	1%	(4)	395
Religious Non-Protestant/Catholic	30%	(40)	43%	(57)	6%	(8)	4%	(5)	13%	(18)	3%	(4)	132
Evangelical	42%	(229)	24%	(132)	8%	(44)	15%	(84)	9%	(50)	1%	(6)	545
Non-Evangelical	34%	(286)	32%	(269)	10%	(85)	13%	(111)	10%	(84)	—	(3)	838
Community: Urban	47%	(279)	29%	(172)	6%	(38)	9%	(53)	7%	(44)	1%	(6)	592
Community: Suburban	32%	(336)	35%	(359)	9%	(89)	12%	(123)	12%	(123)	—	(4)	1034
Community: Rural	32%	(187)	26%	(151)	12%	(71)	14%	(78)	14%	(79)	2%	(9)	575
Employ: Private Sector	40%	(243)	32%	(195)	8%	(50)	11%	(67)	9%	(55)	—	(2)	611
Employ: Government	43%	(58)	30%	(40)	11%	(15)	8%	(11)	8%	(10)	1%	(1)	135
Employ: Self-Employed	49%	(91)	25%	(45)	6%	(11)	10%	(19)	8%	(15)	2%	(3)	184
Employ: Homemaker	39%	(59)	24%	(37)	10%	(16)	13%	(20)	13%	(19)	1%	(2)	153
Employ: Student	49%	(50)	31%	(32)	7%	(7)	2%	(2)	8%	(8)	3%	(3)	102
Employ: Retired	20%	(104)	36%	(190)	11%	(58)	17%	(92)	16%	(85)	—	(2)	530
Employ: Unemployed	40%	(139)	29%	(101)	10%	(34)	8%	(29)	11%	(37)	1%	(3)	342
Employ: Other	41%	(59)	30%	(43)	6%	(9)	10%	(14)	12%	(17)	2%	(2)	143
Military HH: Yes	25%	(95)	35%	(133)	11%	(41)	16%	(62)	11%	(44)	2%	(6)	380
Military HH: No	39%	(706)	30%	(550)	9%	(158)	11%	(192)	11%	(203)	1%	(12)	1821
RD/WT: Right Direction	37%	(236)	28%	(181)	8%	(48)	14%	(86)	13%	(82)	—	(1)	635
RD/WT: Wrong Track	36%	(565)	32%	(502)	10%	(150)	11%	(168)	10%	(164)	1%	(17)	1566
Trump Job Approve	30%	(271)	26%	(230)	10%	(90)	21%	(189)	12%	(108)	1%	(6)	893
Trump Job Disapprove	40%	(490)	35%	(425)	9%	(109)	5%	(64)	10%	(122)	1%	(8)	1218

Continued on next page

Table MCSP3_2: 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	36% (801)	31% (683)	9% (199)	12% (254)	11% (246)	1% (18)	2201
Trump Job Strongly Approve	27% (142)	22% (118)	12% (64)	27% (143)	12% (62)	— (2)	531
Trump Job Somewhat Approve	36% (129)	31% (111)	7% (26)	13% (46)	13% (46)	1% (4)	362
Trump Job Somewhat Disapprove	41% (97)	31% (73)	11% (25)	8% (19)	8% (18)	1% (3)	236
Trump Job Strongly Disapprove	40% (393)	36% (352)	9% (84)	5% (45)	11% (104)	1% (5)	982
Favorable of Trump	32% (287)	26% (231)	10% (86)	20% (182)	12% (105)	1% (6)	897
Unfavorable of Trump	40% (480)	35% (422)	9% (112)	5% (65)	10% (122)	— (5)	1206
Very Favorable of Trump	31% (174)	22% (126)	10% (54)	26% (145)	12% (66)	— (2)	567
Somewhat Favorable of Trump	34% (113)	32% (105)	10% (32)	11% (38)	12% (38)	1% (4)	329
Somewhat Unfavorable of Trump	42% (88)	28% (57)	12% (25)	9% (19)	9% (19)	— (0)	207
Very Unfavorable of Trump	39% (392)	37% (365)	9% (87)	5% (46)	10% (103)	1% (5)	998
#1 Issue: Economy	38% (323)	30% (257)	10% (81)	14% (116)	8% (70)	— (4)	851
#1 Issue: Security	27% (50)	21% (38)	10% (19)	26% (49)	14% (26)	2% (3)	186
#1 Issue: Health Care	39% (165)	40% (173)	6% (27)	5% (23)	9% (38)	— (1)	426
#1 Issue: Medicare / Social Security	27% (72)	33% (88)	8% (21)	11% (30)	20% (52)	1% (2)	265
#1 Issue: Women's Issues	45% (55)	29% (35)	7% (8)	4% (5)	13% (16)	3% (4)	123
#1 Issue: Education	54% (61)	24% (27)	11% (12)	5% (6)	4% (4)	3% (3)	114
#1 Issue: Energy	24% (17)	27% (20)	24% (17)	12% (9)	12% (9)	2% (1)	73
#1 Issue: Other	36% (58)	27% (44)	8% (12)	10% (16)	19% (31)	— (0)	163
2018 House Vote: Democrat	39% (286)	38% (280)	8% (62)	5% (33)	10% (71)	1% (4)	736
2018 House Vote: Republican	23% (138)	27% (167)	13% (76)	25% (151)	12% (74)	— (2)	608
2016 Vote: Hillary Clinton	41% (264)	39% (254)	8% (51)	3% (20)	9% (59)	— (3)	651
2016 Vote: Donald Trump	24% (165)	26% (175)	13% (86)	25% (169)	12% (81)	— (3)	677
2016 Vote: Other	21% (28)	34% (44)	12% (15)	15% (20)	17% (22)	1% (2)	130
2016 Vote: Didn't Vote	46% (345)	28% (211)	6% (46)	6% (44)	11% (85)	2% (11)	741
Voted in 2014: Yes	30% (356)	34% (406)	11% (134)	14% (167)	11% (137)	1% (7)	1206
Voted in 2014: No	45% (446)	28% (277)	7% (65)	9% (87)	11% (109)	1% (11)	995
2012 Vote: Barack Obama	39% (316)	37% (305)	9% (70)	5% (44)	9% (76)	1% (5)	816
2012 Vote: Mitt Romney	16% (72)	28% (124)	14% (61)	27% (119)	15% (66)	— (1)	443
2012 Vote: Other	22% (19)	25% (21)	15% (12)	24% (20)	13% (11)	1% (1)	83
2012 Vote: Didn't Vote	46% (395)	27% (230)	6% (55)	8% (69)	11% (93)	1% (11)	853

Continued on next page

Table MCSP3_2: 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	36% (801)	31% (683)	9% (199)	12% (254)	11% (246)	1% (18)	2201
4-Region: Northeast	38% (148)	32% (127)	9% (34)	9% (36)	12% (48)	— (0)	394
4-Region: Midwest	32% (149)	34% (157)	10% (45)	12% (54)	11% (52)	1% (5)	462
4-Region: South	40% (333)	30% (247)	8% (67)	10% (83)	10% (86)	1% (7)	825
4-Region: West	33% (171)	29% (151)	10% (53)	15% (80)	11% (59)	1% (6)	520
Sports fans	44% (638)	31% (446)	8% (119)	10% (145)	6% (88)	— (5)	1439
Avid sports fans	59% (271)	26% (118)	4% (20)	8% (37)	3% (16)	— (0)	461
Casual sports fans	38% (367)	34% (328)	10% (99)	11% (107)	7% (72)	— (5)	978
NFL fans	45% (609)	31% (424)	8% (111)	9% (116)	6% (87)	— (5)	1353
MLB fans	40% (454)	30% (339)	10% (113)	12% (140)	7% (80)	1% (7)	1132
NBA fans	53% (535)	29% (290)	7% (67)	6% (64)	5% (47)	1% (8)	1012
NHL fans	40% (304)	32% (241)	9% (65)	13% (100)	5% (39)	1% (4)	753
WNBA fans	55% (267)	30% (145)	5% (25)	5% (25)	4% (18)	1% (4)	484
College football fans	43% (478)	30% (334)	9% (97)	11% (124)	6% (64)	1% (7)	1104
College basketball fans	46% (416)	31% (284)	8% (70)	10% (93)	5% (46)	— (4)	912
Golf fans	43% (267)	29% (178)	9% (57)	12% (72)	7% (43)	1% (7)	624
Tennis fans	42% (295)	34% (240)	8% (57)	9% (62)	5% (37)	1% (7)	697
Auto racing fans	43% (344)	28% (223)	8% (64)	13% (100)	7% (57)	1% (8)	797
Soccer fans	49% (349)	30% (218)	7% (52)	8% (56)	5% (34)	1% (6)	716
Gymnastics fans	41% (404)	33% (327)	9% (85)	10% (98)	7% (74)	1% (7)	996
Competitive swimming fans	45% (296)	31% (202)	8% (55)	8% (55)	6% (39)	— (3)	651
Basketball players	62% (151)	25% (60)	5% (13)	5% (12)	1% (3)	2% (5)	245
Basketball fans	55% (430)	27% (212)	5% (42)	7% (56)	4% (34)	— (1)	776
Sneaker enthusiasts	64% (291)	23% (106)	4% (18)	7% (32)	2% (9)	— (0)	455
Golfers	33% (68)	30% (61)	15% (31)	16% (31)	6% (12)	— (0)	203
Athletes	58% (248)	23% (99)	8% (34)	7% (28)	3% (12)	1% (5)	426
Under Armour: Very fav	71% (414)	17% (98)	2% (13)	7% (43)	2% (13)	— (0)	582
Nike: Very fav	100% (801)	— (0)	— (0)	— (0)	— (0)	— (0)	801
Adidas: Very fav	78% (521)	15% (101)	2% (14)	4% (28)	— (0)	— (0)	664
Michael Jordan: Very fav	68% (505)	19% (138)	4% (33)	6% (46)	2% (17)	1% (7)	746
LeBron James: Very fav	73% (348)	19% (90)	4% (17)	2% (8)	2% (8)	1% (3)	474

Continued on next page

Table MCSP3_2: 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	36% (801)	31% (683)	9% (199)	12% (254)	11% (246)	1% (18)	2201
Stephen Curry: Very fav	69% (280)	20% (83)	5% (21)	3% (13)	2% (9)	1% (3)	408
Jordan Brand: Very fav	88% (357)	9% (38)	1% (6)	1% (6)	— (1)	— (0)	408
Curry Brand: Very fav	75% (129)	17% (29)	2% (3)	6% (10)	— (1)	— (0)	173
Under Armour: Favorable	45% (652)	35% (513)	7% (100)	10% (141)	3% (42)	— (0)	1448
Nike: Favorable	54% (801)	46% (683)	— (0)	— (0)	— (0)	— (0)	1484
Adidas: Favorable	47% (742)	38% (603)	7% (110)	8% (124)	1% (15)	— (0)	1594
Michael Jordan: Favorable	45% (682)	35% (526)	7% (110)	9% (133)	4% (60)	— (7)	1518
LeBron James: Favorable	52% (564)	36% (392)	5% (52)	3% (33)	3% (32)	— (3)	1076
Stephen Curry: Favorable	50% (477)	31% (296)	7% (70)	7% (68)	3% (30)	— (3)	945
Jordan Brand: Favorable	59% (534)	31% (281)	5% (44)	4% (37)	1% (7)	— (0)	903
Curry Brand: Favorable	58% (283)	31% (152)	5% (24)	5% (25)	1% (3)	— (0)	487
Often buy sportswear	70% (212)	20% (62)	3% (9)	5% (15)	2% (5)	— (0)	304
Often/Sometimes buy sportswear	49% (639)	29% (382)	6% (77)	10% (128)	5% (71)	— (6)	1303
Familiar with Michael Jordan	36% (794)	31% (678)	9% (197)	12% (253)	11% (241)	1% (12)	2175
Familiar with LeBron James	36% (763)	32% (664)	9% (190)	12% (251)	11% (232)	— (6)	2107
Familiar with Steph Curry	40% (670)	31% (521)	9% (145)	11% (187)	9% (153)	— (4)	1682

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?

Adidas

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	30%	(664)	42%	(930)	7%	(145)	2%	(47)	17%	(380)	2%	(35)	2201
Gender: Male	32%	(340)	41%	(431)	9%	(98)	2%	(25)	15%	(162)	1%	(6)	1062
Gender: Female	28%	(324)	44%	(498)	4%	(47)	2%	(22)	19%	(218)	3%	(29)	1139
Age: 18-34	41%	(271)	37%	(242)	7%	(44)	2%	(11)	10%	(68)	3%	(19)	655
Age: 35-44	44%	(157)	37%	(134)	5%	(17)	2%	(6)	11%	(40)	1%	(4)	358
Age: 45-64	23%	(176)	46%	(343)	8%	(62)	2%	(17)	20%	(150)	1%	(4)	751
Age: 65+	14%	(60)	48%	(211)	5%	(22)	3%	(13)	28%	(122)	2%	(8)	436
GenZers: 1997-2012	44%	(111)	33%	(84)	8%	(19)	2%	(6)	9%	(22)	4%	(11)	253
Millennials: 1981-1996	40%	(242)	41%	(246)	6%	(37)	2%	(10)	10%	(64)	1%	(8)	606
GenXers: 1965-1980	32%	(169)	41%	(212)	6%	(29)	2%	(9)	18%	(94)	1%	(8)	520
Baby Boomers: 1946-1964	19%	(136)	47%	(337)	8%	(56)	3%	(19)	24%	(171)	1%	(6)	725
PID: Dem (no lean)	34%	(277)	46%	(368)	4%	(36)	1%	(11)	13%	(101)	2%	(14)	806
PID: Ind (no lean)	28%	(206)	40%	(293)	8%	(58)	2%	(16)	20%	(150)	3%	(19)	742
PID: Rep (no lean)	28%	(181)	41%	(269)	8%	(51)	3%	(20)	20%	(128)	—	(3)	653
PID/Gender: Dem Men	37%	(136)	45%	(169)	5%	(20)	1%	(5)	11%	(39)	1%	(2)	371
PID/Gender: Dem Women	32%	(141)	46%	(199)	4%	(16)	1%	(6)	14%	(62)	3%	(12)	435
PID/Gender: Ind Men	29%	(105)	40%	(145)	12%	(43)	2%	(8)	17%	(64)	1%	(3)	368
PID/Gender: Ind Women	27%	(100)	40%	(148)	4%	(15)	2%	(8)	23%	(87)	4%	(16)	374
PID/Gender: Rep Men	30%	(98)	36%	(117)	11%	(36)	4%	(12)	18%	(59)	—	(1)	323
PID/Gender: Rep Women	25%	(83)	46%	(152)	5%	(15)	2%	(8)	21%	(69)	—	(2)	330
Ideo: Liberal (1-3)	33%	(202)	44%	(275)	7%	(43)	2%	(10)	13%	(79)	2%	(10)	619
Ideo: Moderate (4)	31%	(190)	42%	(255)	6%	(35)	2%	(14)	18%	(109)	1%	(5)	607
Ideo: Conservative (5-7)	24%	(172)	45%	(331)	7%	(53)	3%	(19)	20%	(147)	1%	(9)	732
Educ: < College	31%	(475)	40%	(604)	7%	(98)	2%	(34)	18%	(269)	2%	(32)	1513
Educ: Bachelors degree	26%	(114)	50%	(223)	7%	(30)	1%	(3)	16%	(72)	—	(2)	444
Educ: Post-grad	31%	(75)	42%	(103)	7%	(16)	4%	(9)	16%	(40)	—	(1)	244
Income: Under 50k	30%	(371)	39%	(483)	7%	(80)	2%	(31)	19%	(231)	2%	(30)	1226
Income: 50k-100k	28%	(182)	47%	(303)	5%	(33)	1%	(8)	17%	(111)	1%	(5)	644
Income: 100k+	34%	(112)	43%	(143)	9%	(31)	2%	(8)	11%	(38)	—	(0)	332
Ethnicity: White	26%	(446)	44%	(763)	7%	(125)	2%	(37)	19%	(333)	1%	(18)	1722
Ethnicity: Hispanic	44%	(155)	34%	(119)	13%	(44)	1%	(2)	6%	(22)	2%	(7)	350

Continued on next page

Table MCSP3_3: Do you have a favorable or unfavorable opinion of each of the following?
Adidas

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	30% (664)	42% (930)	7% (145)	2% (47)	17% (380)	2% (35)	2201
Ethnicity: Black	50% (136)	34% (93)	2% (6)	3% (8)	7% (20)	4% (11)	274
Ethnicity: Other	40% (82)	36% (73)	7% (13)	1% (2)	13% (27)	3% (6)	204
All Christian	28% (285)	45% (466)	8% (83)	2% (17)	17% (172)	1% (11)	1034
All Non-Christian	24% (25)	38% (38)	9% (9)	5% (5)	19% (19)	5% (5)	101
Atheist	22% (24)	51% (56)	8% (9)	2% (2)	15% (16)	1% (1)	108
Agnostic/Nothing in particular	29% (165)	40% (226)	4% (24)	3% (17)	21% (117)	3% (15)	564
Something Else	42% (165)	36% (143)	5% (20)	1% (5)	14% (56)	1% (4)	395
Religious Non-Protestant/Catholic	23% (31)	43% (57)	7% (10)	4% (5)	19% (25)	4% (5)	132
Evangelical	35% (190)	40% (217)	8% (41)	1% (5)	15% (81)	2% (10)	545
Non-Evangelical	30% (248)	44% (370)	7% (61)	2% (17)	16% (137)	1% (5)	838
Community: Urban	41% (246)	37% (219)	7% (41)	1% (8)	11% (65)	2% (14)	592
Community: Suburban	27% (275)	48% (495)	5% (53)	2% (18)	18% (181)	1% (11)	1034
Community: Rural	25% (144)	38% (216)	9% (50)	4% (20)	23% (134)	2% (11)	575
Employ: Private Sector	34% (210)	43% (262)	6% (40)	2% (14)	13% (81)	1% (5)	611
Employ: Government	43% (58)	37% (50)	5% (7)	3% (4)	11% (15)	1% (1)	135
Employ: Self-Employed	35% (64)	40% (73)	9% (16)	3% (5)	12% (23)	2% (3)	184
Employ: Homemaker	30% (45)	42% (64)	4% (6)	1% (2)	22% (33)	1% (2)	153
Employ: Student	46% (47)	31% (32)	8% (8)	— (0)	12% (12)	3% (3)	102
Employ: Retired	15% (81)	49% (259)	7% (37)	2% (12)	25% (135)	1% (7)	530
Employ: Unemployed	34% (117)	39% (134)	7% (24)	2% (6)	15% (53)	3% (9)	342
Employ: Other	30% (42)	39% (56)	5% (7)	3% (4)	20% (28)	4% (5)	143
Military HH: Yes	21% (80)	48% (184)	8% (29)	2% (9)	18% (70)	2% (8)	380
Military HH: No	32% (585)	41% (746)	6% (116)	2% (38)	17% (310)	1% (27)	1821
RD/WT: Right Direction	34% (217)	38% (239)	8% (49)	2% (15)	17% (109)	1% (6)	635
RD/WT: Wrong Track	29% (447)	44% (691)	6% (95)	2% (32)	17% (271)	2% (30)	1566
Trump Job Approve	27% (245)	40% (358)	8% (69)	2% (22)	21% (187)	1% (13)	893
Trump Job Disapprove	31% (376)	46% (555)	6% (76)	2% (21)	14% (173)	1% (18)	1218

Continued on next page

Table MCSP3_3: Do you have a favorable or unfavorable opinion of each of the following?

Adidas

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	30% (664)	42% (930)	7% (145)	2% (47)	17% (380)	2% (35)	2201
Trump Job Strongly Approve	25% (135)	40% (211)	8% (45)	3% (16)	22% (116)	2% (8)	531
Trump Job Somewhat Approve	31% (111)	40% (146)	7% (24)	2% (6)	20% (71)	1% (5)	362
Trump Job Somewhat Disapprove	32% (75)	49% (116)	6% (13)	1% (1)	11% (27)	1% (3)	236
Trump Job Strongly Disapprove	31% (301)	45% (439)	6% (63)	2% (20)	15% (146)	1% (14)	982
Favorable of Trump	28% (255)	40% (361)	7% (67)	2% (21)	20% (182)	1% (12)	897
Unfavorable of Trump	31% (370)	45% (547)	6% (77)	2% (23)	14% (172)	1% (17)	1206
Very Favorable of Trump	29% (165)	39% (220)	8% (46)	3% (16)	20% (115)	1% (6)	567
Somewhat Favorable of Trump	27% (90)	43% (141)	7% (22)	1% (4)	20% (67)	2% (6)	329
Somewhat Unfavorable of Trump	34% (71)	46% (96)	5% (11)	2% (3)	12% (26)	— (0)	207
Very Unfavorable of Trump	30% (299)	45% (451)	7% (66)	2% (20)	15% (146)	2% (17)	998
#1 Issue: Economy	30% (259)	45% (384)	8% (72)	2% (18)	13% (111)	1% (8)	851
#1 Issue: Security	27% (51)	35% (66)	5% (9)	2% (3)	30% (55)	1% (2)	186
#1 Issue: Health Care	32% (137)	47% (198)	5% (21)	2% (8)	14% (58)	1% (4)	426
#1 Issue: Medicare / Social Security	20% (53)	43% (115)	5% (13)	3% (8)	27% (72)	2% (5)	265
#1 Issue: Women's Issues	30% (37)	37% (45)	7% (9)	2% (3)	16% (19)	8% (10)	123
#1 Issue: Education	56% (63)	30% (34)	6% (7)	— (0)	5% (6)	3% (3)	114
#1 Issue: Energy	19% (14)	39% (28)	12% (9)	4% (3)	25% (18)	2% (1)	73
#1 Issue: Other	31% (50)	36% (58)	4% (6)	3% (4)	26% (42)	1% (2)	163
2018 House Vote: Democrat	31% (227)	47% (343)	5% (35)	2% (14)	15% (108)	1% (10)	736
2018 House Vote: Republican	22% (134)	45% (275)	9% (56)	3% (16)	20% (123)	1% (4)	608
2016 Vote: Hillary Clinton	30% (197)	48% (310)	5% (35)	2% (11)	14% (93)	1% (5)	651
2016 Vote: Donald Trump	23% (155)	44% (297)	9% (61)	4% (24)	20% (133)	1% (7)	677
2016 Vote: Other	20% (26)	48% (62)	6% (8)	2% (3)	22% (28)	2% (2)	130
2016 Vote: Didn't Vote	39% (286)	35% (259)	5% (41)	1% (9)	17% (125)	3% (22)	741
Voted in 2014: Yes	25% (297)	47% (561)	7% (80)	2% (30)	18% (222)	1% (16)	1206
Voted in 2014: No	37% (367)	37% (368)	7% (65)	2% (17)	16% (158)	2% (20)	995
2012 Vote: Barack Obama	31% (249)	46% (373)	5% (44)	2% (19)	15% (123)	1% (7)	816
2012 Vote: Mitt Romney	18% (79)	46% (203)	6% (28)	3% (15)	26% (115)	1% (4)	443
2012 Vote: Other	15% (13)	42% (35)	15% (12)	5% (4)	19% (16)	4% (3)	83
2012 Vote: Didn't Vote	38% (324)	37% (312)	7% (60)	1% (9)	15% (126)	3% (22)	853

Continued on next page

Table MCSP3_3: Do you have a favorable or unfavorable opinion of each of the following?

Adidas

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	30% (664)	42% (930)	7% (145)	2% (47)	17% (380)	2% (35)	2201
4-Region: Northeast	34% (135)	40% (157)	7% (28)	2% (7)	16% (64)	1% (3)	394
4-Region: Midwest	26% (119)	46% (215)	6% (27)	3% (13)	18% (83)	1% (6)	462
4-Region: South	31% (254)	43% (352)	6% (47)	2% (14)	17% (139)	2% (19)	825
4-Region: West	30% (156)	40% (207)	8% (43)	3% (13)	18% (94)	1% (8)	520
Sports fans	37% (530)	43% (622)	6% (91)	2% (26)	11% (162)	1% (9)	1439
Avid sports fans	46% (213)	41% (188)	5% (24)	1% (2)	7% (33)	— (1)	461
Casual sports fans	32% (318)	44% (434)	7% (67)	2% (23)	13% (129)	1% (8)	978
NFL fans	37% (497)	43% (587)	6% (83)	1% (17)	12% (161)	1% (9)	1353
MLB fans	34% (383)	42% (481)	8% (88)	2% (22)	13% (146)	1% (13)	1132
NBA fans	42% (430)	41% (419)	6% (61)	1% (12)	8% (77)	1% (12)	1012
NHL fans	34% (254)	44% (333)	8% (60)	2% (16)	11% (83)	1% (7)	753
WNBA fans	44% (215)	42% (204)	6% (29)	1% (7)	5% (25)	1% (4)	484
College football fans	33% (370)	45% (495)	7% (76)	2% (23)	12% (129)	1% (11)	1104
College basketball fans	35% (323)	45% (408)	7% (64)	2% (16)	10% (92)	1% (9)	912
Golf fans	34% (213)	44% (275)	7% (46)	2% (10)	11% (71)	1% (8)	624
Tennis fans	37% (259)	45% (316)	7% (47)	2% (12)	8% (56)	1% (8)	697
Auto racing fans	36% (285)	42% (334)	7% (55)	2% (15)	12% (95)	2% (13)	797
Soccer fans	41% (292)	42% (304)	7% (50)	1% (9)	7% (50)	2% (11)	716
Gymnastics fans	33% (326)	46% (462)	6% (65)	1% (13)	12% (122)	1% (10)	996
Competitive swimming fans	38% (247)	44% (284)	6% (38)	2% (12)	10% (63)	1% (7)	651
Basketball players	43% (106)	39% (95)	7% (18)	2% (5)	5% (13)	3% (8)	245
Basketball fans	43% (337)	41% (320)	5% (42)	1% (11)	8% (62)	1% (4)	776
Sneaker enthusiasts	51% (233)	36% (164)	8% (34)	2% (7)	4% (17)	— (0)	455
Golfers	31% (62)	47% (95)	9% (18)	3% (6)	11% (22)	— (1)	203
Athletes	44% (186)	39% (168)	7% (28)	1% (5)	7% (31)	2% (8)	426
Under Armour: Very fav	66% (383)	26% (151)	4% (22)	1% (7)	3% (18)	— (0)	582
Nike: Very fav	65% (521)	28% (221)	3% (24)	1% (11)	2% (17)	1% (7)	801
Adidas: Very fav	100% (664)	— (0)	— (0)	— (0)	— (0)	— (0)	664
Michael Jordan: Very fav	56% (415)	31% (234)	5% (40)	1% (9)	5% (37)	1% (10)	746
LeBron James: Very fav	62% (292)	30% (141)	4% (17)	1% (4)	3% (13)	1% (6)	474

Continued on next page

Table MCSP3_3: Do you have a favorable or unfavorable opinion of each of the following?

Adidas

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	30% (664)	42% (930)	7% (145)	2% (47)	17% (380)	2% (35)	2201
Stephen Curry: Very fav	57% (234)	32% (130)	3% (13)	2% (10)	4% (15)	1% (6)	408
Jordan Brand: Very fav	68% (278)	26% (106)	4% (15)	1% (2)	1% (5)	1% (2)	408
Curry Brand: Very fav	69% (120)	27% (47)	2% (4)	1% (2)	— (0)	— (0)	173
Under Armour: Favorable	37% (535)	51% (732)	5% (75)	1% (12)	6% (91)	— (4)	1448
Nike: Favorable	42% (622)	49% (723)	3% (41)	1% (17)	5% (73)	1% (8)	1484
Adidas: Favorable	42% (664)	58% (930)	— (0)	— (0)	— (0)	— (0)	1594
Michael Jordan: Favorable	38% (576)	46% (693)	5% (78)	1% (22)	9% (132)	1% (18)	1518
LeBron James: Favorable	44% (476)	45% (481)	4% (46)	1% (9)	5% (54)	1% (9)	1076
Stephen Curry: Favorable	41% (386)	43% (411)	6% (61)	2% (17)	6% (61)	1% (9)	945
Jordan Brand: Favorable	47% (427)	45% (407)	4% (33)	1% (12)	2% (21)	— (2)	903
Curry Brand: Favorable	47% (230)	44% (212)	6% (31)	2% (8)	1% (6)	— (0)	487
Often buy sportswear	58% (175)	32% (98)	7% (21)	1% (3)	2% (6)	— (1)	304
Often/Sometimes buy sportswear	40% (524)	43% (555)	7% (86)	2% (20)	8% (106)	1% (12)	1303
Familiar with Michael Jordan	30% (660)	43% (925)	7% (144)	2% (45)	17% (377)	1% (24)	2175
Familiar with LeBron James	31% (644)	43% (898)	7% (142)	2% (43)	17% (360)	1% (20)	2107
Familiar with Steph Curry	33% (556)	42% (705)	7% (117)	2% (37)	15% (253)	1% (14)	1682

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?

Michael Jordan

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	34% (746)	35% (772)	7% (144)	3% (72)	20% (442)	1% (26)	2201
Gender: Male	41% (432)	32% (343)	9% (97)	3% (37)	14% (147)	1% (6)	1062
Gender: Female	28% (314)	38% (429)	4% (46)	3% (35)	26% (294)	2% (20)	1139
Age: 18-34	41% (267)	30% (194)	4% (27)	4% (26)	19% (125)	2% (16)	655
Age: 35-44	40% (141)	36% (130)	4% (15)	2% (9)	17% (60)	1% (2)	358
Age: 45-64	29% (218)	37% (277)	9% (70)	4% (27)	21% (154)	1% (5)	751
Age: 65+	27% (119)	39% (171)	7% (32)	2% (10)	23% (102)	— (2)	436
GenZers: 1997-2012	40% (102)	31% (79)	4% (10)	3% (8)	19% (49)	2% (6)	253
Millennials: 1981-1996	41% (251)	32% (194)	4% (26)	3% (20)	18% (106)	2% (10)	606
GenXers: 1965-1980	35% (180)	35% (183)	7% (34)	3% (18)	19% (99)	1% (5)	520
Baby Boomers: 1946-1964	26% (188)	39% (281)	10% (70)	3% (25)	22% (157)	1% (5)	725
PID: Dem (no lean)	42% (337)	34% (272)	5% (41)	3% (21)	16% (128)	1% (9)	806
PID: Ind (no lean)	28% (211)	35% (262)	8% (61)	2% (16)	24% (181)	2% (12)	742
PID: Rep (no lean)	30% (198)	37% (238)	6% (42)	5% (36)	20% (134)	1% (5)	653
PID/Gender: Dem Men	51% (191)	29% (107)	7% (26)	1% (3)	12% (43)	— (2)	371
PID/Gender: Dem Women	34% (146)	38% (164)	4% (15)	4% (17)	19% (85)	2% (7)	435
PID/Gender: Ind Men	32% (116)	38% (139)	12% (42)	2% (8)	16% (60)	1% (3)	368
PID/Gender: Ind Women	25% (95)	33% (123)	5% (18)	2% (8)	32% (121)	2% (9)	374
PID/Gender: Rep Men	39% (125)	30% (98)	9% (29)	8% (25)	14% (45)	— (1)	323
PID/Gender: Rep Women	22% (73)	43% (141)	4% (13)	3% (10)	27% (89)	1% (4)	330
Ideo: Liberal (1-3)	38% (237)	37% (229)	7% (40)	3% (18)	14% (86)	1% (7)	619
Ideo: Moderate (4)	34% (205)	36% (221)	6% (35)	3% (19)	20% (122)	1% (5)	607
Ideo: Conservative (5-7)	29% (213)	36% (266)	8% (57)	4% (30)	22% (162)	1% (5)	732
Educ: < College	35% (528)	31% (476)	6% (96)	3% (44)	23% (349)	1% (21)	1513
Educ: Bachelors degree	31% (138)	44% (196)	7% (32)	4% (19)	13% (59)	— (2)	444
Educ: Post-grad	33% (81)	41% (101)	7% (16)	4% (9)	14% (34)	1% (4)	244
Income: Under 50k	36% (443)	30% (362)	7% (80)	4% (46)	22% (271)	2% (23)	1226
Income: 50k-100k	30% (191)	40% (260)	7% (45)	3% (18)	20% (127)	— (2)	644
Income: 100k+	34% (112)	45% (150)	5% (18)	3% (8)	13% (43)	— (1)	332
Ethnicity: White	29% (492)	39% (668)	7% (126)	3% (52)	21% (365)	1% (20)	1722
Ethnicity: Hispanic	37% (130)	38% (134)	8% (30)	4% (15)	10% (36)	1% (5)	350

Continued on next page

Table MCSP3_4: 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	34% (746)	35% (772)	7% (144)	3% (72)	20% (442)	1% (26)	2201
Ethnicity: Black	59% (163)	19% (51)	3% (9)	5% (13)	12% (34)	1% (4)	274
Ethnicity: Other	44% (90)	26% (53)	4% (8)	3% (7)	21% (43)	1% (2)	204
All Christian	34% (348)	37% (387)	7% (73)	3% (28)	19% (193)	1% (6)	1034
All Non-Christian	43% (43)	37% (38)	2% (2)	2% (2)	14% (14)	2% (2)	101
Atheist	25% (27)	42% (46)	11% (12)	1% (1)	20% (22)	1% (1)	108
Agnostic/Nothing in particular	30% (169)	33% (184)	7% (41)	4% (23)	24% (137)	2% (11)	564
Something Else	40% (159)	30% (118)	4% (16)	5% (19)	19% (76)	2% (6)	395
Religious Non-Protestant/Catholic	44% (57)	37% (49)	2% (2)	1% (2)	14% (19)	2% (2)	132
Evangelical	38% (207)	33% (179)	7% (37)	3% (14)	19% (101)	1% (6)	545
Non-Evangelical	34% (282)	37% (308)	6% (50)	4% (33)	19% (159)	1% (6)	838
Community: Urban	44% (259)	29% (175)	6% (37)	5% (28)	14% (86)	1% (8)	592
Community: Suburban	32% (330)	37% (385)	7% (70)	3% (29)	20% (211)	1% (8)	1034
Community: Rural	27% (157)	37% (212)	6% (37)	3% (15)	25% (145)	2% (9)	575
Employ: Private Sector	39% (236)	36% (218)	7% (45)	4% (24)	14% (84)	1% (4)	611
Employ: Government	38% (51)	30% (41)	6% (8)	3% (5)	22% (29)	1% (1)	135
Employ: Self-Employed	42% (77)	39% (71)	6% (11)	2% (4)	10% (18)	1% (3)	184
Employ: Homemaker	27% (41)	34% (51)	3% (5)	3% (5)	32% (50)	1% (2)	153
Employ: Student	37% (38)	24% (24)	7% (7)	5% (5)	23% (23)	4% (4)	102
Employ: Retired	24% (126)	40% (210)	9% (49)	3% (16)	24% (126)	1% (4)	530
Employ: Unemployed	39% (133)	33% (113)	5% (16)	2% (6)	21% (73)	1% (2)	342
Employ: Other	31% (44)	31% (44)	2% (3)	6% (8)	27% (39)	4% (6)	143
Military HH: Yes	32% (120)	34% (130)	5% (20)	4% (16)	24% (90)	1% (3)	380
Military HH: No	34% (626)	35% (642)	7% (123)	3% (56)	19% (352)	1% (22)	1821
RD/WT: Right Direction	39% (246)	31% (197)	5% (35)	5% (30)	19% (119)	1% (8)	635
RD/WT: Wrong Track	32% (499)	37% (575)	7% (109)	3% (42)	21% (323)	1% (18)	1566
Trump Job Approve	30% (272)	36% (320)	6% (55)	4% (31)	23% (203)	1% (13)	893
Trump Job Disapprove	37% (445)	35% (424)	7% (86)	3% (41)	18% (215)	1% (7)	1218

Continued on next page

Table MCSP3_4: 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	34% (746)	35% (772)	7% (144)	3% (72)	20% (442)	1% (26)	2201
Trump Job Strongly Approve	29% (152)	36% (191)	6% (34)	4% (23)	23% (124)	1% (8)	531
Trump Job Somewhat Approve	33% (120)	36% (129)	6% (21)	2% (8)	22% (79)	1% (5)	362
Trump Job Somewhat Disapprove	33% (78)	36% (86)	10% (23)	1% (3)	19% (45)	— (1)	236
Trump Job Strongly Disapprove	37% (367)	34% (338)	6% (63)	4% (38)	17% (170)	1% (6)	982
Favorable of Trump	31% (278)	36% (319)	7% (59)	4% (36)	22% (198)	1% (7)	897
Unfavorable of Trump	37% (443)	34% (411)	7% (84)	3% (36)	18% (217)	1% (14)	1206
Very Favorable of Trump	31% (174)	36% (205)	6% (36)	5% (28)	21% (119)	1% (5)	567
Somewhat Favorable of Trump	31% (103)	35% (115)	7% (23)	2% (8)	24% (79)	— (1)	329
Somewhat Unfavorable of Trump	34% (71)	36% (76)	7% (14)	1% (2)	19% (39)	3% (5)	207
Very Unfavorable of Trump	37% (372)	34% (336)	7% (70)	3% (34)	18% (178)	1% (8)	998
#1 Issue: Economy	37% (313)	36% (308)	8% (64)	3% (28)	15% (131)	1% (7)	851
#1 Issue: Security	24% (45)	30% (56)	9% (16)	3% (6)	31% (58)	2% (3)	186
#1 Issue: Health Care	29% (124)	42% (178)	7% (28)	3% (12)	19% (81)	1% (2)	426
#1 Issue: Medicare / Social Security	30% (81)	36% (94)	5% (13)	4% (11)	24% (63)	1% (2)	265
#1 Issue: Women's Issues	29% (35)	27% (33)	4% (5)	1% (2)	35% (43)	5% (6)	123
#1 Issue: Education	53% (60)	30% (34)	4% (5)	5% (5)	8% (9)	1% (2)	114
#1 Issue: Energy	25% (18)	36% (26)	6% (5)	4% (3)	27% (20)	2% (1)	73
#1 Issue: Other	42% (68)	27% (43)	4% (7)	3% (4)	23% (38)	1% (2)	163
2018 House Vote: Democrat	38% (279)	38% (277)	6% (46)	2% (16)	16% (114)	1% (4)	736
2018 House Vote: Republican	29% (178)	37% (224)	6% (39)	5% (33)	21% (127)	1% (7)	608
2016 Vote: Hillary Clinton	38% (248)	36% (231)	6% (42)	3% (21)	16% (103)	1% (5)	651
2016 Vote: Donald Trump	31% (209)	36% (241)	7% (50)	6% (38)	20% (135)	1% (4)	677
2016 Vote: Other	21% (27)	48% (62)	6% (7)	1% (1)	22% (29)	2% (3)	130
2016 Vote: Didn't Vote	35% (261)	32% (237)	6% (44)	2% (12)	23% (174)	2% (14)	741
Voted in 2014: Yes	33% (398)	37% (448)	6% (78)	4% (51)	18% (221)	1% (11)	1206
Voted in 2014: No	35% (348)	33% (324)	7% (66)	2% (21)	22% (221)	2% (15)	995
2012 Vote: Barack Obama	38% (311)	34% (280)	6% (51)	4% (31)	17% (136)	1% (7)	816
2012 Vote: Mitt Romney	26% (115)	37% (163)	7% (30)	5% (23)	25% (110)	1% (2)	443
2012 Vote: Other	21% (18)	45% (38)	13% (10)	1% (1)	18% (15)	2% (2)	83
2012 Vote: Didn't Vote	35% (302)	33% (285)	6% (53)	2% (17)	21% (181)	2% (15)	853

Continued on next page

Table MCSP3_4: 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	34% (746)	35% (772)	7% (144)	3% (72)	20% (442)	1% (26)	2201
4-Region: Northeast	33% (129)	35% (136)	7% (27)	5% (19)	20% (80)	1% (3)	394
4-Region: Midwest	34% (157)	34% (158)	7% (30)	4% (18)	20% (93)	1% (6)	462
4-Region: South	34% (284)	37% (302)	6% (49)	2% (19)	20% (161)	1% (10)	825
4-Region: West	34% (176)	34% (176)	7% (37)	3% (16)	21% (108)	1% (7)	520
Sports fans	42% (605)	36% (524)	6% (89)	3% (46)	12% (166)	1% (10)	1439
Avid sports fans	56% (260)	29% (136)	5% (24)	3% (14)	6% (27)	— (0)	461
Casual sports fans	35% (345)	40% (389)	7% (65)	3% (31)	14% (138)	1% (10)	978
NFL fans	42% (566)	36% (485)	6% (86)	3% (42)	12% (167)	— (7)	1353
MLB fans	41% (469)	36% (413)	7% (81)	3% (32)	12% (133)	— (5)	1132
NBA fans	50% (503)	34% (340)	6% (59)	3% (29)	7% (75)	— (5)	1012
NHL fans	41% (311)	38% (282)	7% (50)	4% (27)	10% (79)	— (3)	753
WNBA fans	53% (257)	29% (139)	6% (30)	3% (16)	8% (39)	1% (3)	484
College football fans	41% (456)	37% (403)	7% (74)	3% (35)	12% (128)	1% (7)	1104
College basketball fans	46% (417)	35% (319)	7% (63)	3% (32)	8% (77)	— (5)	912
Golf fans	44% (277)	32% (200)	8% (49)	3% (20)	12% (73)	1% (6)	624
Tennis fans	44% (304)	36% (249)	7% (50)	4% (25)	9% (65)	1% (4)	697
Auto racing fans	43% (340)	34% (268)	7% (56)	3% (28)	12% (99)	1% (7)	797
Soccer fans	46% (328)	34% (242)	7% (48)	3% (21)	10% (71)	1% (6)	716
Gymnastics fans	38% (379)	38% (375)	6% (57)	3% (31)	15% (149)	1% (5)	996
Competitive swimming fans	44% (286)	35% (230)	6% (41)	3% (19)	11% (69)	1% (5)	651
Basketball players	66% (161)	21% (50)	5% (13)	4% (10)	4% (9)	1% (2)	245
Basketball fans	54% (416)	31% (239)	6% (43)	3% (22)	7% (53)	— (4)	776
Sneaker enthusiasts	56% (255)	26% (121)	6% (27)	4% (18)	7% (32)	— (1)	455
Golfers	37% (76)	38% (78)	10% (20)	3% (6)	10% (20)	1% (3)	203
Athletes	52% (223)	30% (127)	6% (27)	4% (19)	7% (28)	— (2)	426
Under Armour: Very fav	58% (337)	27% (155)	4% (25)	2% (14)	8% (44)	1% (7)	582
Nike: Very fav	63% (505)	22% (177)	4% (36)	2% (14)	8% (63)	1% (8)	801
Adidas: Very fav	63% (415)	24% (160)	4% (28)	2% (15)	6% (42)	1% (4)	664
Michael Jordan: Very fav	100% (746)	— (0)	— (0)	— (0)	— (0)	— (0)	746
LeBron James: Very fav	79% (374)	15% (74)	3% (13)	1% (5)	2% (8)	— (2)	474

Continued on next page

Table MCSP3_4: 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	34% (746)	35% (772)	7% (144)	3% (72)	20% (442)	1% (26)	2201
Stephen Curry: Very fav	76% (312)	18% (75)	1% (5)	2% (9)	1% (6)	— (2)	408
Jordan Brand: Very fav	85% (348)	13% (53)	— (0)	— (1)	1% (5)	— (1)	408
Curry Brand: Very fav	78% (135)	19% (33)	— (1)	1% (3)	— (1)	1% (1)	173
Under Armour: Favorable	41% (593)	38% (554)	5% (78)	3% (38)	12% (173)	1% (11)	1448
Nike: Favorable	43% (643)	38% (565)	4% (61)	2% (30)	12% (172)	1% (13)	1484
Adidas: Favorable	41% (650)	39% (619)	5% (85)	3% (40)	12% (192)	1% (8)	1594
Michael Jordan: Favorable	49% (746)	51% (772)	— (0)	— (0)	— (0)	— (0)	1518
LeBron James: Favorable	52% (559)	40% (426)	4% (40)	1% (15)	3% (34)	— (3)	1076
Stephen Curry: Favorable	52% (491)	38% (356)	4% (38)	3% (25)	3% (28)	1% (6)	945
Jordan Brand: Favorable	56% (505)	38% (346)	2% (17)	— (4)	3% (30)	— (2)	903
Curry Brand: Favorable	57% (276)	34% (166)	4% (21)	4% (18)	1% (4)	— (2)	487
Often buy sportswear	55% (167)	28% (86)	7% (21)	3% (9)	6% (19)	1% (2)	304
Often/Sometimes buy sportswear	42% (549)	33% (435)	7% (90)	3% (40)	13% (174)	1% (15)	1303
Familiar with Michael Jordan	34% (746)	35% (772)	7% (144)	3% (72)	20% (442)	— (0)	2175
Familiar with LeBron James	35% (731)	35% (747)	7% (141)	3% (71)	19% (409)	— (8)	2107
Familiar with Steph Curry	38% (635)	36% (603)	7% (111)	3% (55)	16% (272)	— (7)	1682

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?

LeBron James

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (474)	27% (602)	11% (239)	13% (296)	23% (496)	4% (94)	2201
Gender: Male	25% (263)	27% (288)	13% (142)	18% (193)	15% (158)	2% (19)	1062
Gender: Female	19% (212)	28% (314)	8% (97)	9% (103)	30% (339)	7% (75)	1139
Age: 18-34	29% (188)	28% (183)	9% (62)	7% (45)	20% (134)	7% (44)	655
Age: 35-44	23% (82)	33% (119)	8% (29)	10% (36)	22% (78)	4% (15)	358
Age: 45-64	17% (127)	26% (193)	14% (108)	18% (132)	23% (170)	3% (22)	751
Age: 65+	18% (78)	25% (107)	9% (40)	19% (83)	26% (115)	3% (13)	436
GenZers: 1997-2012	34% (85)	27% (69)	10% (25)	5% (14)	18% (46)	6% (15)	253
Millennials: 1981-1996	25% (149)	31% (186)	9% (56)	9% (54)	22% (131)	5% (30)	606
GenXers: 1965-1980	20% (105)	27% (142)	12% (62)	14% (73)	22% (113)	5% (26)	520
Baby Boomers: 1946-1964	17% (120)	25% (184)	12% (89)	19% (138)	24% (174)	3% (21)	725
PID: Dem (no lean)	34% (277)	34% (275)	7% (53)	3% (28)	18% (146)	3% (27)	806
PID: Ind (no lean)	16% (118)	25% (185)	14% (105)	12% (86)	28% (207)	5% (41)	742
PID: Rep (no lean)	12% (79)	22% (142)	12% (80)	28% (182)	22% (143)	4% (27)	653
PID/Gender: Dem Men	42% (155)	33% (123)	7% (24)	4% (17)	12% (44)	2% (9)	371
PID/Gender: Dem Women	28% (122)	35% (152)	7% (29)	3% (12)	23% (102)	4% (18)	435
PID/Gender: Ind Men	18% (67)	28% (101)	18% (67)	17% (63)	18% (66)	1% (4)	368
PID/Gender: Ind Women	14% (52)	22% (84)	10% (38)	6% (24)	38% (141)	10% (37)	374
PID/Gender: Rep Men	13% (41)	20% (64)	16% (50)	35% (114)	15% (47)	2% (6)	323
PID/Gender: Rep Women	11% (38)	24% (78)	9% (30)	21% (68)	29% (95)	6% (20)	330
Ideo: Liberal (1-3)	32% (199)	34% (213)	8% (51)	4% (25)	18% (112)	3% (18)	619
Ideo: Moderate (4)	24% (147)	28% (169)	10% (63)	10% (60)	23% (142)	4% (26)	607
Ideo: Conservative (5-7)	10% (73)	20% (146)	16% (115)	27% (198)	24% (173)	4% (27)	732
Educ: < College	22% (328)	25% (374)	10% (149)	14% (209)	25% (373)	5% (79)	1513
Educ: Bachelors degree	20% (90)	32% (144)	14% (61)	13% (57)	19% (83)	2% (8)	444
Educ: Post-grad	23% (56)	34% (84)	11% (28)	12% (30)	16% (40)	3% (6)	244
Income: Under 50k	23% (283)	25% (312)	9% (106)	12% (146)	25% (303)	6% (77)	1226
Income: 50k-100k	18% (117)	28% (178)	14% (88)	16% (104)	22% (142)	2% (13)	644
Income: 100k+	22% (74)	34% (112)	13% (45)	14% (46)	15% (51)	1% (4)	332
Ethnicity: White	16% (284)	28% (481)	12% (201)	16% (270)	24% (411)	4% (77)	1722
Ethnicity: Hispanic	26% (90)	27% (94)	16% (57)	13% (44)	12% (43)	6% (22)	350

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Table MCSP3_5: Do you have a favorable or unfavorable opinion of each of the following?
LeBron James

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (474)	27% (602)	11% (239)	13% (296)	23% (496)	4% (94)	2201
Ethnicity: Black	51% (141)	23% (62)	7% (18)	4% (10)	12% (32)	4% (10)	274
Ethnicity: Other	24% (49)	29% (59)	9% (19)	8% (16)	26% (53)	3% (7)	204
All Christian	18% (188)	28% (291)	13% (134)	18% (186)	19% (198)	3% (35)	1034
All Non-Christian	32% (32)	26% (26)	7% (7)	9% (9)	22% (23)	3% (3)	101
Atheist	30% (33)	23% (25)	8% (9)	8% (9)	24% (26)	6% (7)	108
Agnostic/Nothing in particular	23% (127)	25% (143)	9% (50)	10% (54)	27% (155)	6% (34)	564
Something Else	24% (94)	30% (117)	10% (38)	10% (38)	24% (94)	4% (14)	395
Religious Non-Protestant/Catholic	26% (34)	32% (43)	11% (14)	7% (10)	21% (27)	3% (4)	132
Evangelical	23% (125)	25% (135)	15% (84)	14% (78)	18% (100)	4% (24)	545
Non-Evangelical	18% (154)	30% (251)	10% (81)	17% (145)	22% (186)	3% (22)	838
Community: Urban	31% (181)	26% (155)	10% (56)	12% (69)	18% (104)	4% (27)	592
Community: Suburban	20% (207)	31% (316)	11% (112)	13% (137)	22% (225)	3% (36)	1034
Community: Rural	15% (86)	23% (130)	12% (70)	16% (91)	29% (167)	5% (31)	575
Employ: Private Sector	23% (142)	29% (175)	14% (85)	15% (94)	17% (102)	2% (14)	611
Employ: Government	21% (28)	33% (44)	11% (15)	12% (16)	19% (25)	5% (6)	135
Employ: Self-Employed	31% (57)	28% (51)	12% (23)	11% (21)	16% (30)	1% (2)	184
Employ: Homemaker	17% (26)	26% (40)	5% (8)	11% (16)	30% (46)	11% (17)	153
Employ: Student	37% (38)	23% (23)	5% (5)	4% (4)	24% (25)	7% (7)	102
Employ: Retired	15% (78)	27% (142)	11% (61)	18% (95)	26% (137)	3% (17)	530
Employ: Unemployed	23% (79)	26% (91)	8% (28)	11% (38)	25% (85)	7% (22)	342
Employ: Other	19% (27)	26% (37)	10% (15)	8% (12)	32% (46)	5% (7)	143
Military HH: Yes	17% (63)	23% (89)	15% (57)	18% (67)	24% (90)	4% (15)	380
Military HH: No	23% (412)	28% (513)	10% (181)	13% (230)	22% (406)	4% (79)	1821
RD/WT: Right Direction	22% (138)	24% (153)	8% (52)	20% (125)	21% (132)	5% (34)	635
RD/WT: Wrong Track	21% (337)	29% (449)	12% (186)	11% (171)	23% (364)	4% (59)	1566
Trump Job Approve	12% (107)	20% (176)	13% (114)	26% (234)	24% (211)	6% (51)	893
Trump Job Disapprove	29% (351)	33% (398)	10% (123)	5% (57)	21% (254)	3% (35)	1218

Continued on next page

Table MCSP3_5: Do you have a favorable or unfavorable opinion of each of the following?

LeBron James

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (474)	27% (602)	11% (239)	13% (296)	23% (496)	4% (94)	2201
Trump Job Strongly Approve	8% (45)	18% (96)	12% (65)	33% (178)	23% (121)	5% (26)	531
Trump Job Somewhat Approve	17% (62)	22% (79)	14% (49)	16% (56)	25% (90)	7% (25)	362
Trump Job Somewhat Disapprove	21% (50)	32% (75)	14% (33)	8% (19)	19% (46)	5% (12)	236
Trump Job Strongly Disapprove	31% (301)	33% (322)	9% (91)	4% (37)	21% (208)	2% (23)	982
Favorable of Trump	12% (109)	19% (173)	13% (116)	27% (242)	23% (210)	5% (46)	897
Unfavorable of Trump	28% (342)	33% (396)	10% (121)	4% (45)	21% (258)	4% (43)	1206
Very Favorable of Trump	11% (60)	19% (105)	12% (67)	33% (190)	21% (118)	5% (28)	567
Somewhat Favorable of Trump	15% (49)	21% (68)	15% (50)	16% (52)	28% (92)	6% (18)	329
Somewhat Unfavorable of Trump	20% (42)	35% (72)	11% (22)	6% (12)	18% (38)	10% (21)	207
Very Unfavorable of Trump	30% (300)	32% (324)	10% (99)	3% (33)	22% (220)	2% (22)	998
#1 Issue: Economy	20% (169)	27% (228)	13% (114)	17% (142)	20% (171)	3% (27)	851
#1 Issue: Security	8% (15)	16% (30)	11% (21)	25% (47)	32% (58)	8% (14)	186
#1 Issue: Health Care	27% (116)	35% (147)	10% (42)	6% (26)	20% (84)	3% (11)	426
#1 Issue: Medicare / Social Security	19% (51)	28% (73)	7% (19)	14% (37)	28% (74)	4% (10)	265
#1 Issue: Women's Issues	22% (27)	23% (29)	6% (7)	4% (5)	33% (40)	12% (15)	123
#1 Issue: Education	35% (40)	31% (35)	11% (12)	8% (9)	10% (11)	6% (7)	114
#1 Issue: Energy	17% (13)	32% (23)	10% (8)	5% (4)	29% (21)	6% (5)	73
#1 Issue: Other	27% (44)	23% (37)	9% (15)	16% (27)	22% (36)	2% (4)	163
2018 House Vote: Democrat	31% (229)	35% (255)	9% (66)	5% (34)	19% (137)	2% (15)	736
2018 House Vote: Republican	11% (68)	20% (120)	12% (71)	32% (197)	22% (131)	3% (21)	608
2016 Vote: Hillary Clinton	30% (195)	37% (238)	9% (56)	3% (19)	19% (123)	3% (20)	651
2016 Vote: Donald Trump	12% (80)	18% (121)	12% (85)	32% (217)	24% (161)	2% (14)	677
2016 Vote: Other	18% (23)	30% (40)	15% (19)	12% (16)	21% (28)	3% (4)	130
2016 Vote: Didn't Vote	24% (176)	27% (203)	11% (78)	6% (45)	25% (183)	8% (56)	741
Voted in 2014: Yes	21% (252)	28% (340)	11% (135)	17% (200)	20% (246)	3% (33)	1206
Voted in 2014: No	22% (223)	26% (262)	10% (104)	10% (96)	25% (250)	6% (61)	995
2012 Vote: Barack Obama	29% (234)	33% (267)	9% (74)	6% (51)	20% (162)	3% (27)	816
2012 Vote: Mitt Romney	7% (32)	20% (90)	14% (61)	31% (137)	26% (114)	2% (9)	443
2012 Vote: Other	9% (7)	20% (17)	10% (9)	29% (24)	29% (24)	3% (3)	83
2012 Vote: Didn't Vote	23% (200)	26% (224)	11% (95)	10% (83)	23% (196)	6% (55)	853

Continued on next page

Table MCSP3_5: Do you have a favorable or unfavorable opinion of each of the following?

LeBron James

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (474)	27% (602)	11% (239)	13% (296)	23% (496)	4% (94)	2201
4-Region: Northeast	23% (89)	31% (121)	7% (28)	11% (42)	26% (102)	3% (12)	394
4-Region: Midwest	20% (93)	29% (133)	11% (52)	12% (58)	24% (112)	3% (15)	462
4-Region: South	23% (187)	25% (207)	11% (89)	16% (132)	20% (167)	5% (42)	825
4-Region: West	20% (106)	27% (141)	13% (69)	12% (65)	22% (115)	5% (25)	520
Sports fans	26% (375)	31% (452)	12% (174)	13% (190)	15% (215)	2% (34)	1439
Avid sports fans	40% (183)	26% (121)	15% (68)	12% (57)	6% (26)	1% (6)	461
Casual sports fans	20% (192)	34% (332)	11% (106)	14% (133)	19% (188)	3% (28)	978
NFL fans	26% (355)	32% (428)	12% (165)	12% (158)	16% (215)	2% (32)	1353
MLB fans	26% (290)	30% (342)	13% (152)	14% (159)	14% (163)	2% (27)	1132
NBA fans	36% (360)	32% (323)	12% (119)	8% (85)	10% (103)	2% (22)	1012
NHL fans	25% (191)	31% (233)	13% (100)	16% (119)	13% (96)	2% (14)	753
WNBA fans	41% (200)	31% (149)	10% (47)	6% (29)	10% (46)	3% (13)	484
College football fans	27% (299)	28% (309)	14% (152)	15% (168)	13% (148)	3% (28)	1104
College basketball fans	32% (288)	30% (277)	13% (121)	13% (116)	10% (95)	2% (14)	912
Golf fans	28% (176)	28% (176)	13% (79)	16% (101)	12% (74)	3% (18)	624
Tennis fans	31% (214)	31% (218)	13% (89)	11% (76)	12% (84)	2% (17)	697
Auto racing fans	24% (195)	27% (218)	14% (110)	17% (133)	15% (123)	2% (18)	797
Soccer fans	30% (218)	35% (247)	11% (79)	9% (67)	12% (83)	3% (22)	716
Gymnastics fans	24% (236)	33% (327)	12% (115)	11% (111)	18% (181)	3% (26)	996
Competitive swimming fans	28% (182)	32% (207)	11% (74)	11% (73)	15% (100)	2% (16)	651
Basketball players	46% (113)	30% (72)	9% (21)	7% (17)	6% (15)	3% (7)	245
Basketball fans	37% (286)	30% (234)	11% (84)	11% (82)	9% (70)	3% (21)	776
Sneaker enthusiasts	35% (157)	31% (141)	12% (57)	10% (44)	10% (44)	3% (12)	455
Golfers	21% (43)	31% (63)	15% (31)	21% (42)	10% (21)	1% (3)	203
Athletes	35% (148)	31% (134)	12% (50)	12% (52)	8% (34)	2% (8)	426
Under Armour: Very fav	41% (241)	26% (150)	9% (53)	10% (58)	10% (59)	3% (20)	582
Nike: Very fav	43% (348)	27% (216)	7% (59)	6% (47)	12% (93)	5% (38)	801
Adidas: Very fav	44% (292)	28% (184)	8% (53)	8% (52)	9% (62)	3% (20)	664
Michael Jordan: Very fav	50% (374)	25% (185)	7% (51)	10% (77)	6% (45)	2% (14)	746
LeBron James: Very fav	100% (474)	— (0)	— (0)	— (0)	— (0)	— (0)	474

Continued on next page

Table MCSP3_5: Do you have a favorable or unfavorable opinion of each of the following?

LeBron James

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (474)	27% (602)	11% (239)	13% (296)	23% (496)	4% (94)	2201
Stephen Curry: Very fav	65% (264)	20% (81)	7% (29)	6% (26)	1% (6)	1% (2)	408
Jordan Brand: Very fav	60% (243)	23% (93)	6% (24)	5% (22)	5% (20)	1% (6)	408
Curry Brand: Very fav	70% (121)	18% (31)	6% (10)	5% (8)	2% (3)	— (0)	173
Under Armour: Favorable	27% (395)	33% (475)	10% (151)	12% (179)	14% (207)	3% (40)	1448
Nike: Favorable	30% (438)	35% (518)	9% (127)	7% (104)	16% (240)	4% (57)	1484
Adidas: Favorable	27% (434)	33% (524)	11% (170)	11% (177)	15% (238)	3% (51)	1594
Michael Jordan: Favorable	29% (447)	35% (537)	10% (157)	12% (188)	10% (149)	3% (39)	1518
LeBron James: Favorable	44% (474)	56% (602)	— (0)	— (0)	— (0)	— (0)	1076
Stephen Curry: Favorable	39% (365)	38% (359)	11% (101)	8% (78)	4% (37)	— (4)	945
Jordan Brand: Favorable	38% (342)	35% (318)	8% (76)	9% (84)	7% (67)	2% (17)	903
Curry Brand: Favorable	43% (208)	37% (179)	10% (50)	7% (32)	3% (14)	1% (3)	487
Often buy sportswear	40% (121)	26% (78)	9% (27)	12% (37)	10% (32)	3% (9)	304
Often/Sometimes buy sportswear	27% (354)	30% (394)	12% (155)	11% (147)	17% (217)	3% (37)	1303
Familiar with Michael Jordan	22% (473)	28% (600)	11% (239)	14% (296)	23% (492)	3% (76)	2175
Familiar with LeBron James	23% (474)	29% (602)	11% (239)	14% (296)	24% (496)	— (0)	2107
Familiar with Steph Curry	25% (428)	29% (495)	12% (197)	14% (233)	19% (312)	1% (17)	1682

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?

Stephen Curry

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (408)	24% (536)	7% (152)	4% (83)	23% (502)	24% (519)	2201
Gender: Male	22% (232)	29% (307)	9% (93)	4% (47)	20% (211)	16% (173)	1062
Gender: Female	15% (176)	20% (230)	5% (60)	3% (35)	26% (292)	30% (346)	1139
Age: 18-34	26% (169)	25% (165)	8% (56)	2% (16)	22% (143)	16% (107)	655
Age: 35-44	19% (68)	26% (93)	7% (24)	4% (13)	23% (84)	21% (76)	358
Age: 45-64	14% (107)	26% (193)	6% (48)	4% (33)	25% (189)	24% (181)	751
Age: 65+	15% (64)	20% (86)	6% (25)	5% (21)	20% (87)	35% (155)	436
GenZers: 1997-2012	33% (83)	20% (52)	8% (20)	4% (11)	21% (54)	13% (34)	253
Millennials: 1981-1996	22% (130)	27% (163)	8% (47)	3% (15)	23% (139)	18% (112)	606
GenXers: 1965-1980	15% (77)	28% (146)	7% (35)	3% (18)	24% (125)	23% (119)	520
Baby Boomers: 1946-1964	15% (109)	22% (158)	6% (45)	5% (33)	23% (167)	29% (213)	725
PID: Dem (no lean)	27% (215)	30% (242)	5% (38)	1% (11)	20% (161)	17% (140)	806
PID: Ind (no lean)	15% (111)	22% (160)	8% (62)	4% (27)	26% (193)	26% (189)	742
PID: Rep (no lean)	13% (82)	21% (134)	8% (52)	7% (45)	23% (149)	29% (190)	653
PID/Gender: Dem Men	31% (115)	34% (126)	6% (21)	1% (5)	16% (60)	12% (44)	371
PID/Gender: Dem Women	23% (100)	27% (116)	4% (17)	1% (6)	23% (100)	22% (96)	435
PID/Gender: Ind Men	19% (68)	26% (97)	10% (37)	6% (23)	21% (78)	18% (65)	368
PID/Gender: Ind Women	11% (43)	17% (63)	7% (25)	1% (4)	31% (115)	33% (125)	374
PID/Gender: Rep Men	15% (49)	26% (83)	11% (35)	6% (19)	23% (73)	20% (64)	323
PID/Gender: Rep Women	10% (33)	16% (51)	5% (18)	8% (26)	23% (76)	38% (126)	330
Ideo: Liberal (1-3)	26% (160)	32% (196)	4% (25)	1% (7)	20% (124)	17% (106)	619
Ideo: Moderate (4)	19% (117)	23% (142)	6% (39)	3% (16)	21% (130)	27% (163)	607
Ideo: Conservative (5-7)	12% (85)	22% (160)	9% (64)	8% (56)	24% (178)	26% (189)	732
Educ: < College	18% (273)	20% (302)	8% (114)	4% (55)	23% (353)	28% (417)	1513
Educ: Bachelors degree	18% (80)	34% (150)	6% (27)	5% (22)	22% (96)	15% (69)	444
Educ: Post-grad	22% (55)	35% (85)	5% (11)	2% (6)	22% (54)	14% (34)	244
Income: Under 50k	19% (228)	20% (249)	6% (78)	4% (46)	24% (289)	27% (336)	1226
Income: 50k-100k	16% (104)	28% (181)	9% (57)	4% (25)	22% (144)	20% (132)	644
Income: 100k+	23% (77)	32% (107)	5% (17)	3% (12)	21% (69)	15% (51)	332
Ethnicity: White	14% (235)	25% (432)	6% (108)	4% (75)	23% (404)	27% (469)	1722
Ethnicity: Hispanic	23% (82)	27% (94)	12% (40)	5% (16)	19% (65)	15% (52)	350

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Table MCSP3_6: Do you have a favorable or unfavorable opinion of each of the following?

Stephen Curry

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (408)	24% (536)	7% (152)	4% (83)	23% (502)	24% (519)	2201
Ethnicity: Black	43% (119)	23% (64)	9% (25)	2% (6)	16% (44)	6% (17)	274
Ethnicity: Other	27% (55)	20% (40)	10% (20)	1% (2)	27% (54)	16% (33)	204
All Christian	17% (180)	27% (284)	8% (78)	4% (41)	22% (223)	22% (228)	1034
All Non-Christian	29% (29)	20% (20)	7% (7)	2% (2)	16% (16)	25% (25)	101
Atheist	20% (22)	29% (31)	5% (6)	3% (3)	22% (23)	21% (23)	108
Agnostic/Nothing in particular	16% (92)	21% (118)	8% (45)	4% (21)	26% (149)	25% (138)	564
Something Else	21% (85)	21% (83)	4% (15)	4% (16)	23% (91)	26% (104)	395
Religious Non-Protestant/Catholic	29% (38)	20% (26)	8% (11)	4% (6)	16% (21)	23% (30)	132
Evangelical	21% (113)	22% (121)	5% (26)	5% (25)	19% (105)	28% (155)	545
Non-Evangelical	17% (143)	28% (235)	8% (63)	3% (28)	24% (198)	20% (171)	838
Community: Urban	24% (141)	26% (154)	6% (36)	5% (27)	19% (111)	21% (123)	592
Community: Suburban	20% (202)	26% (273)	7% (68)	3% (34)	24% (252)	20% (205)	1034
Community: Rural	11% (66)	19% (109)	8% (48)	4% (22)	24% (140)	33% (191)	575
Employ: Private Sector	21% (128)	32% (195)	8% (48)	4% (26)	20% (120)	16% (95)	611
Employ: Government	31% (42)	23% (31)	8% (11)	5% (7)	21% (28)	12% (16)	135
Employ: Self-Employed	22% (41)	21% (39)	9% (16)	4% (8)	21% (38)	22% (41)	184
Employ: Homemaker	16% (24)	24% (37)	4% (7)	— (1)	28% (42)	28% (42)	153
Employ: Student	28% (28)	17% (18)	5% (5)	4% (4)	27% (27)	20% (20)	102
Employ: Retired	13% (69)	22% (117)	6% (32)	4% (24)	22% (115)	33% (174)	530
Employ: Unemployed	14% (48)	21% (71)	7% (25)	2% (8)	27% (92)	29% (99)	342
Employ: Other	19% (27)	20% (28)	7% (9)	5% (7)	29% (41)	22% (31)	143
Military HH: Yes	17% (65)	22% (84)	8% (29)	6% (22)	22% (83)	25% (96)	380
Military HH: No	19% (344)	25% (452)	7% (123)	3% (61)	23% (419)	23% (423)	1821
RD/WT: Right Direction	18% (115)	22% (138)	8% (52)	7% (42)	22% (142)	23% (146)	635
RD/WT: Wrong Track	19% (293)	25% (398)	6% (100)	3% (41)	23% (360)	24% (373)	1566
Trump Job Approve	12% (109)	19% (166)	7% (65)	7% (62)	27% (237)	28% (254)	893
Trump Job Disapprove	23% (281)	29% (355)	7% (82)	2% (21)	19% (231)	20% (247)	1218

Continued on next page

Table MCSP3_6: Do you have a favorable or unfavorable opinion of each of the following?
Stephen Curry

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (408)	24% (536)	7% (152)	4% (83)	23% (502)	24% (519)	2201
Trump Job Strongly Approve	10% (56)	16% (83)	7% (36)	11% (57)	26% (139)	30% (161)	531
Trump Job Somewhat Approve	15% (54)	23% (83)	8% (29)	1% (5)	27% (98)	26% (94)	362
Trump Job Somewhat Disapprove	18% (43)	28% (65)	12% (28)	1% (3)	16% (38)	25% (58)	236
Trump Job Strongly Disapprove	24% (238)	29% (290)	6% (55)	2% (17)	20% (194)	19% (189)	982
Favorable of Trump	12% (109)	18% (164)	7% (65)	7% (64)	26% (229)	30% (267)	897
Unfavorable of Trump	23% (276)	29% (351)	7% (85)	1% (17)	20% (240)	20% (237)	1206
Very Favorable of Trump	12% (66)	14% (82)	7% (42)	10% (59)	26% (146)	30% (172)	567
Somewhat Favorable of Trump	13% (43)	25% (81)	7% (23)	1% (5)	25% (83)	29% (95)	329
Somewhat Unfavorable of Trump	20% (42)	27% (56)	11% (24)	2% (4)	18% (37)	21% (44)	207
Very Unfavorable of Trump	23% (234)	30% (295)	6% (61)	1% (13)	20% (203)	19% (192)	998
#1 Issue: Economy	19% (164)	27% (226)	8% (70)	3% (25)	23% (197)	20% (170)	851
#1 Issue: Security	12% (21)	12% (22)	10% (18)	8% (16)	19% (36)	39% (72)	186
#1 Issue: Health Care	19% (80)	29% (122)	5% (22)	3% (13)	26% (110)	18% (79)	426
#1 Issue: Medicare / Social Security	14% (38)	22% (57)	4% (10)	5% (14)	19% (51)	36% (95)	265
#1 Issue: Women's Issues	17% (21)	22% (28)	5% (6)	1% (2)	21% (26)	33% (41)	123
#1 Issue: Education	34% (38)	24% (28)	11% (13)	8% (9)	12% (13)	11% (13)	114
#1 Issue: Energy	18% (13)	23% (17)	7% (5)	1% (0)	29% (21)	22% (16)	73
#1 Issue: Other	20% (32)	23% (37)	5% (8)	3% (4)	29% (48)	21% (34)	163
2018 House Vote: Democrat	26% (189)	32% (237)	4% (26)	2% (11)	20% (144)	17% (129)	736
2018 House Vote: Republican	10% (64)	20% (121)	9% (57)	9% (52)	23% (139)	29% (176)	608
2016 Vote: Hillary Clinton	24% (155)	32% (207)	5% (30)	1% (6)	20% (127)	19% (125)	651
2016 Vote: Donald Trump	12% (81)	19% (129)	9% (59)	9% (61)	24% (162)	27% (186)	677
2016 Vote: Other	19% (25)	28% (37)	4% (5)	1% (1)	27% (35)	22% (28)	130
2016 Vote: Didn't Vote	20% (147)	22% (163)	8% (59)	2% (15)	24% (179)	24% (179)	741
Voted in 2014: Yes	18% (217)	26% (315)	6% (70)	5% (55)	23% (272)	23% (277)	1206
Voted in 2014: No	19% (191)	22% (221)	8% (82)	3% (28)	23% (231)	24% (242)	995
2012 Vote: Barack Obama	22% (183)	28% (232)	5% (42)	2% (17)	21% (168)	21% (175)	816
2012 Vote: Mitt Romney	9% (42)	20% (90)	9% (41)	7% (33)	27% (119)	27% (119)	443
2012 Vote: Other	11% (9)	25% (21)	5% (4)	4% (4)	28% (23)	27% (23)	83
2012 Vote: Didn't Vote	20% (173)	23% (192)	8% (66)	3% (28)	23% (193)	24% (202)	853

Continued on next page

Table MCSP3_6: Do you have a favorable or unfavorable opinion of each of the following?
Stephen Curry

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (408)	24% (536)	7% (152)	4% (83)	23% (502)	24% (519)	2201
4-Region: Northeast	16% (64)	24% (96)	4% (16)	3% (12)	29% (112)	24% (94)	394
4-Region: Midwest	16% (74)	26% (120)	8% (39)	4% (18)	19% (90)	27% (123)	462
4-Region: South	19% (157)	22% (183)	9% (74)	5% (38)	24% (195)	22% (178)	825
4-Region: West	22% (113)	27% (138)	4% (23)	3% (16)	20% (105)	24% (124)	520
Sports fans	24% (343)	29% (420)	9% (129)	3% (50)	20% (291)	14% (207)	1439
Avid sports fans	37% (169)	31% (143)	7% (31)	5% (23)	13% (61)	7% (35)	461
Casual sports fans	18% (174)	28% (276)	10% (98)	3% (27)	24% (230)	18% (172)	978
NFL fans	25% (335)	28% (382)	8% (112)	3% (44)	20% (266)	16% (214)	1353
MLB fans	25% (286)	29% (330)	9% (99)	3% (39)	19% (215)	14% (162)	1132
NBA fans	33% (329)	32% (326)	8% (79)	3% (26)	15% (150)	10% (101)	1012
NHL fans	25% (185)	31% (233)	8% (57)	4% (34)	19% (141)	14% (103)	753
WNBA fans	38% (183)	32% (157)	7% (32)	2% (11)	14% (66)	7% (35)	484
College football fans	26% (284)	30% (335)	8% (92)	4% (48)	19% (209)	12% (135)	1104
College basketball fans	28% (259)	35% (317)	8% (72)	3% (29)	16% (150)	9% (85)	912
Golf fans	28% (174)	31% (191)	7% (42)	6% (36)	17% (107)	12% (72)	624
Tennis fans	29% (201)	32% (221)	7% (52)	3% (18)	17% (117)	13% (88)	697
Auto racing fans	22% (173)	24% (194)	9% (71)	6% (47)	20% (161)	19% (150)	797
Soccer fans	28% (204)	30% (216)	9% (65)	3% (21)	18% (128)	12% (83)	716
Gymnastics fans	21% (213)	28% (278)	7% (70)	3% (34)	21% (211)	19% (190)	996
Competitive swimming fans	25% (160)	29% (190)	9% (60)	2% (16)	17% (113)	17% (113)	651
Basketball players	47% (114)	29% (71)	8% (19)	4% (9)	6% (15)	7% (16)	245
Basketball fans	34% (264)	33% (260)	8% (64)	4% (28)	13% (98)	8% (62)	776
Sneaker enthusiasts	30% (134)	26% (117)	11% (51)	3% (15)	17% (78)	13% (60)	455
Golfers	23% (46)	36% (72)	7% (15)	8% (17)	18% (37)	8% (16)	203
Athletes	36% (152)	30% (127)	9% (37)	5% (22)	12% (52)	9% (37)	426
Under Armour: Very fav	38% (218)	21% (124)	3% (20)	2% (13)	15% (86)	21% (121)	582
Nike: Very fav	35% (280)	24% (196)	7% (54)	2% (15)	16% (125)	16% (131)	801
Adidas: Very fav	35% (234)	23% (151)	7% (47)	2% (15)	16% (109)	16% (108)	664
Michael Jordan: Very fav	42% (312)	24% (179)	7% (51)	2% (18)	10% (75)	15% (111)	746
LeBron James: Very fav	56% (264)	21% (102)	4% (20)	1% (5)	8% (37)	10% (47)	474

Continued on next page

Table MCSP3_6: Do you have a favorable or unfavorable opinion of each of the following?
Stephen Curry

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	19% (408)	24% (536)	7% (152)	4% (83)	23% (502)	24% (519)	2201
Stephen Curry: Very fav	100% (408)	— (0)	— (0)	— (0)	— (0)	— (0)	408
Jordan Brand: Very fav	54% (218)	22% (90)	7% (30)	1% (5)	7% (30)	8% (34)	408
Curry Brand: Very fav	85% (147)	13% (22)	2% (3)	— (0)	— (0)	— (1)	173
Under Armour: Favorable	24% (344)	28% (402)	6% (87)	3% (43)	19% (271)	21% (302)	1448
Nike: Favorable	24% (363)	28% (410)	6% (96)	3% (40)	19% (283)	20% (292)	1484
Adidas: Favorable	23% (365)	27% (431)	7% (114)	3% (52)	19% (299)	21% (332)	1594
Michael Jordan: Favorable	25% (387)	30% (461)	7% (101)	3% (53)	16% (236)	18% (280)	1518
LeBron James: Favorable	32% (344)	35% (380)	5% (58)	1% (10)	12% (130)	14% (154)	1076
Stephen Curry: Favorable	43% (408)	57% (536)	— (0)	— (0)	— (0)	— (0)	945
Jordan Brand: Favorable	34% (303)	34% (308)	6% (57)	2% (21)	10% (93)	13% (121)	903
Curry Brand: Favorable	48% (236)	41% (202)	6% (31)	— (1)	2% (9)	2% (8)	487
Often buy sportswear	36% (108)	23% (69)	9% (28)	4% (11)	14% (44)	14% (43)	304
Often/Sometimes buy sportswear	25% (322)	28% (359)	8% (100)	3% (37)	19% (249)	18% (236)	1303
Familiar with Michael Jordan	19% (407)	24% (531)	7% (152)	4% (82)	23% (502)	23% (500)	2175
Familiar with LeBron James	19% (406)	25% (534)	7% (148)	4% (83)	23% (494)	21% (442)	2107
Familiar with Steph Curry	24% (408)	32% (536)	9% (152)	5% (83)	30% (502)	— (0)	1682

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?

Jordan Brand

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	19%	(408)	23%	(495)	7%	(159)	4%	(83)	25%	(546)	23%	(510)	2201
Gender: Male	23%	(241)	25%	(267)	9%	(91)	3%	(37)	22%	(235)	18%	(192)	1062
Gender: Female	15%	(167)	20%	(229)	6%	(68)	4%	(46)	27%	(311)	28%	(318)	1139
Age: 18-34	28%	(185)	18%	(116)	8%	(51)	5%	(31)	21%	(140)	20%	(133)	655
Age: 35-44	23%	(82)	29%	(105)	6%	(21)	3%	(12)	19%	(69)	19%	(68)	358
Age: 45-64	15%	(112)	23%	(175)	8%	(63)	3%	(25)	28%	(208)	22%	(168)	751
Age: 65+	7%	(29)	23%	(99)	5%	(24)	4%	(15)	29%	(128)	32%	(140)	436
GenZers: 1997-2012	30%	(76)	14%	(35)	9%	(22)	4%	(10)	23%	(57)	21%	(53)	253
Millennials: 1981-1996	26%	(157)	24%	(147)	7%	(41)	4%	(26)	18%	(111)	20%	(124)	606
GenXers: 1965-1980	19%	(97)	25%	(130)	7%	(35)	3%	(18)	26%	(137)	20%	(105)	520
Baby Boomers: 1946-1964	10%	(74)	23%	(164)	7%	(54)	4%	(26)	29%	(210)	27%	(197)	725
PID: Dem (no lean)	25%	(202)	25%	(198)	5%	(43)	3%	(22)	22%	(174)	21%	(167)	806
PID: Ind (no lean)	16%	(122)	19%	(142)	9%	(68)	4%	(27)	28%	(206)	24%	(178)	742
PID: Rep (no lean)	13%	(84)	24%	(156)	7%	(48)	5%	(35)	25%	(165)	25%	(165)	653
PID/Gender: Dem Men	32%	(118)	28%	(105)	6%	(23)	1%	(3)	16%	(59)	17%	(62)	371
PID/Gender: Dem Women	19%	(83)	21%	(92)	5%	(20)	4%	(19)	27%	(115)	24%	(105)	435
PID/Gender: Ind Men	20%	(72)	21%	(76)	11%	(41)	3%	(12)	25%	(94)	20%	(73)	368
PID/Gender: Ind Women	13%	(50)	17%	(65)	7%	(27)	4%	(15)	30%	(113)	28%	(105)	374
PID/Gender: Rep Men	16%	(50)	26%	(85)	8%	(27)	7%	(22)	25%	(82)	17%	(56)	323
PID/Gender: Rep Women	10%	(34)	22%	(71)	6%	(21)	4%	(13)	25%	(83)	33%	(108)	330
Ideo: Liberal (1-3)	22%	(138)	24%	(146)	6%	(39)	3%	(16)	22%	(138)	23%	(142)	619
Ideo: Moderate (4)	18%	(107)	23%	(142)	7%	(45)	4%	(25)	26%	(159)	21%	(129)	607
Ideo: Conservative (5-7)	13%	(96)	24%	(176)	8%	(59)	5%	(37)	27%	(196)	23%	(168)	732
Educ: < College	20%	(297)	19%	(291)	8%	(116)	4%	(57)	25%	(382)	24%	(370)	1513
Educ: Bachelors degree	14%	(63)	30%	(132)	6%	(26)	4%	(20)	24%	(106)	22%	(96)	444
Educ: Post-grad	20%	(48)	30%	(72)	7%	(17)	3%	(6)	23%	(57)	18%	(44)	244
Income: Under 50k	20%	(249)	18%	(224)	7%	(91)	4%	(48)	24%	(298)	26%	(315)	1226
Income: 50k-100k	15%	(94)	26%	(169)	8%	(48)	4%	(28)	26%	(165)	22%	(140)	644
Income: 100k+	20%	(65)	31%	(102)	6%	(19)	2%	(8)	25%	(83)	17%	(55)	332
Ethnicity: White	13%	(227)	24%	(410)	7%	(122)	4%	(61)	26%	(455)	26%	(446)	1722
Ethnicity: Hispanic	20%	(68)	22%	(77)	12%	(44)	6%	(20)	21%	(73)	19%	(68)	350

Continued on next page

Table MCSP3_7: 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	19% (408)	23% (495)	7% (159)	4% (83)	25% (546)	23% (510)	2201
Ethnicity: Black	49% (135)	16% (45)	7% (18)	5% (14)	12% (34)	11% (29)	274
Ethnicity: Other	22% (46)	20% (40)	9% (18)	4% (8)	28% (56)	17% (35)	204
All Christian	16% (169)	25% (262)	7% (76)	4% (42)	25% (257)	22% (227)	1034
All Non-Christian	17% (17)	27% (27)	7% (7)	1% (1)	19% (19)	28% (28)	101
Atheist	17% (19)	23% (25)	10% (11)	— (0)	22% (24)	28% (30)	108
Agnostic/Nothing in particular	21% (119)	17% (94)	6% (35)	4% (21)	27% (151)	26% (144)	564
Something Else	21% (84)	22% (87)	7% (29)	5% (19)	24% (94)	20% (81)	395
Religious Non-Protestant/Catholic	15% (19)	26% (34)	5% (7)	3% (4)	27% (35)	24% (31)	132
Evangelical	22% (120)	25% (137)	7% (38)	3% (14)	23% (125)	20% (110)	545
Non-Evangelical	15% (129)	24% (202)	8% (66)	5% (44)	25% (208)	23% (189)	838
Community: Urban	27% (161)	23% (139)	9% (56)	4% (21)	18% (105)	19% (110)	592
Community: Suburban	16% (170)	22% (232)	6% (60)	4% (46)	28% (288)	23% (238)	1034
Community: Rural	13% (77)	22% (125)	7% (43)	3% (16)	27% (154)	28% (161)	575
Employ: Private Sector	19% (118)	30% (186)	8% (48)	4% (22)	20% (124)	19% (113)	611
Employ: Government	23% (31)	24% (32)	10% (13)	2% (2)	24% (32)	18% (24)	135
Employ: Self-Employed	30% (55)	23% (42)	6% (11)	5% (9)	21% (39)	15% (27)	184
Employ: Homemaker	14% (21)	18% (27)	3% (5)	9% (13)	31% (47)	26% (40)	153
Employ: Student	25% (25)	16% (16)	6% (6)	3% (3)	28% (29)	22% (23)	102
Employ: Retired	7% (36)	22% (115)	8% (41)	3% (18)	30% (158)	30% (160)	530
Employ: Unemployed	25% (86)	14% (47)	8% (26)	2% (8)	23% (78)	28% (97)	342
Employ: Other	25% (36)	20% (29)	6% (8)	5% (7)	27% (38)	17% (25)	143
Military HH: Yes	12% (45)	23% (86)	8% (29)	3% (13)	27% (102)	28% (105)	380
Military HH: No	20% (363)	22% (409)	7% (130)	4% (70)	24% (444)	22% (405)	1821
RD/WT: Right Direction	22% (140)	24% (150)	7% (44)	4% (27)	24% (149)	20% (125)	635
RD/WT: Wrong Track	17% (268)	22% (346)	7% (115)	4% (57)	25% (397)	25% (385)	1566
Trump Job Approve	14% (122)	21% (187)	7% (61)	5% (46)	28% (250)	26% (228)	893
Trump Job Disapprove	21% (260)	24% (297)	8% (94)	3% (36)	23% (282)	20% (248)	1218

Continued on next page

Table MCSP3_7: 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	19% (408)	23% (495)	7% (159)	4% (83)	25% (546)	23% (510)	2201
Trump Job Strongly Approve	12% (64)	20% (105)	7% (39)	6% (30)	28% (149)	27% (143)	531
Trump Job Somewhat Approve	16% (57)	23% (82)	6% (22)	4% (16)	28% (100)	23% (84)	362
Trump Job Somewhat Disapprove	22% (51)	25% (58)	11% (26)	1% (3)	25% (59)	16% (38)	236
Trump Job Strongly Disapprove	21% (209)	24% (239)	7% (68)	3% (34)	23% (222)	21% (210)	982
Favorable of Trump	15% (132)	22% (196)	7% (59)	5% (41)	28% (252)	24% (218)	897
Unfavorable of Trump	21% (249)	24% (290)	8% (100)	3% (32)	23% (275)	22% (260)	1206
Very Favorable of Trump	14% (81)	19% (108)	7% (39)	6% (32)	28% (160)	26% (147)	567
Somewhat Favorable of Trump	15% (51)	27% (87)	6% (20)	3% (9)	28% (91)	22% (71)	329
Somewhat Unfavorable of Trump	23% (47)	22% (45)	10% (21)	— (1)	22% (45)	23% (48)	207
Very Unfavorable of Trump	20% (202)	25% (245)	8% (79)	3% (31)	23% (230)	21% (212)	998
#1 Issue: Economy	21% (183)	24% (207)	8% (66)	5% (40)	23% (192)	19% (163)	851
#1 Issue: Security	15% (27)	20% (38)	8% (15)	3% (6)	30% (55)	24% (45)	186
#1 Issue: Health Care	17% (72)	28% (119)	6% (24)	3% (12)	23% (98)	24% (101)	426
#1 Issue: Medicare / Social Security	13% (36)	18% (49)	5% (13)	3% (9)	28% (75)	32% (84)	265
#1 Issue: Women's Issues	18% (22)	10% (13)	8% (10)	3% (3)	26% (32)	36% (44)	123
#1 Issue: Education	28% (32)	20% (23)	12% (13)	3% (4)	26% (29)	12% (13)	114
#1 Issue: Energy	12% (9)	22% (16)	11% (8)	4% (3)	25% (18)	26% (19)	73
#1 Issue: Other	17% (28)	19% (31)	6% (10)	4% (7)	28% (46)	26% (41)	163
2018 House Vote: Democrat	20% (149)	27% (202)	5% (35)	3% (24)	23% (172)	21% (155)	736
2018 House Vote: Republican	12% (74)	24% (148)	8% (49)	6% (34)	25% (150)	25% (154)	608
2016 Vote: Hillary Clinton	20% (131)	28% (179)	6% (41)	3% (17)	23% (148)	21% (133)	651
2016 Vote: Donald Trump	13% (87)	23% (153)	7% (49)	6% (38)	28% (186)	24% (165)	677
2016 Vote: Other	7% (9)	25% (32)	6% (8)	5% (6)	27% (35)	31% (40)	130
2016 Vote: Didn't Vote	24% (181)	18% (131)	8% (61)	3% (22)	24% (176)	23% (171)	741
Voted in 2014: Yes	16% (188)	26% (311)	6% (75)	4% (50)	24% (292)	24% (289)	1206
Voted in 2014: No	22% (220)	19% (184)	8% (84)	3% (33)	25% (253)	22% (220)	995
2012 Vote: Barack Obama	20% (164)	26% (215)	6% (50)	3% (28)	23% (184)	22% (176)	816
2012 Vote: Mitt Romney	9% (38)	25% (109)	7% (30)	6% (26)	31% (135)	24% (105)	443
2012 Vote: Other	7% (6)	23% (19)	9% (7)	1% (1)	25% (21)	34% (29)	83
2012 Vote: Didn't Vote	23% (199)	18% (152)	8% (72)	3% (29)	24% (204)	23% (198)	853

Continued on next page

Table MCSP3_7: 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	19% (408)	23% (495)	7% (159)	4% (83)	25% (546)	23% (510)	2201
4-Region: Northeast	19% (74)	18% (70)	9% (35)	4% (16)	24% (94)	27% (105)	394
4-Region: Midwest	19% (86)	24% (109)	7% (33)	5% (22)	24% (110)	22% (103)	462
4-Region: South	20% (165)	25% (203)	8% (63)	3% (27)	25% (203)	20% (165)	825
4-Region: West	16% (84)	22% (114)	5% (29)	3% (18)	27% (139)	26% (137)	520
Sports fans	24% (349)	27% (387)	8% (110)	4% (58)	20% (289)	17% (247)	1439
Avid sports fans	37% (173)	31% (141)	7% (31)	4% (18)	11% (52)	10% (47)	461
Casual sports fans	18% (176)	25% (246)	8% (79)	4% (40)	24% (237)	20% (199)	978
NFL fans	25% (332)	27% (363)	7% (99)	4% (52)	20% (272)	17% (235)	1353
MLB fans	23% (260)	27% (308)	8% (88)	4% (41)	20% (227)	18% (208)	1132
NBA fans	29% (297)	30% (305)	7% (76)	3% (35)	17% (168)	13% (131)	1012
NHL fans	24% (183)	29% (216)	7% (54)	4% (30)	20% (147)	16% (124)	753
WNBA fans	33% (162)	29% (141)	8% (38)	3% (13)	15% (73)	12% (56)	484
College football fans	24% (269)	28% (304)	9% (94)	4% (39)	20% (218)	16% (181)	1104
College basketball fans	27% (242)	30% (277)	8% (71)	3% (31)	19% (170)	13% (121)	912
Golf fans	26% (163)	28% (177)	7% (42)	4% (25)	20% (122)	15% (96)	624
Tennis fans	25% (172)	31% (215)	7% (50)	4% (26)	17% (118)	17% (116)	697
Auto racing fans	24% (189)	26% (207)	8% (67)	4% (31)	20% (161)	18% (142)	797
Soccer fans	27% (191)	29% (205)	8% (54)	3% (24)	19% (136)	15% (105)	716
Gymnastics fans	22% (214)	27% (273)	7% (72)	3% (28)	22% (216)	19% (193)	996
Competitive swimming fans	26% (171)	27% (176)	8% (52)	3% (18)	19% (124)	17% (110)	651
Basketball players	42% (102)	24% (58)	9% (22)	4% (9)	9% (23)	13% (31)	245
Basketball fans	31% (241)	30% (233)	7% (57)	4% (33)	16% (123)	12% (89)	776
Sneaker enthusiasts	39% (178)	24% (110)	9% (40)	3% (16)	13% (57)	12% (53)	455
Golfers	18% (37)	32% (66)	8% (16)	5% (9)	20% (41)	17% (34)	203
Athletes	34% (144)	28% (121)	10% (41)	4% (18)	13% (57)	11% (45)	426
Under Armour: Very fav	40% (231)	20% (119)	3% (17)	4% (22)	14% (79)	19% (113)	582
Nike: Very fav	45% (357)	22% (177)	5% (40)	2% (17)	12% (94)	14% (116)	801
Adidas: Very fav	42% (278)	22% (149)	5% (34)	3% (21)	13% (83)	15% (99)	664
Michael Jordan: Very fav	47% (348)	21% (156)	3% (21)	1% (11)	11% (85)	17% (125)	746
LeBron James: Very fav	51% (243)	21% (99)	4% (19)	2% (8)	8% (39)	14% (66)	474

Continued on next page

Table MCSP3_7: 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	19% (408)	23% (495)	7% (159)	4% (83)	25% (546)	23% (510)	2201
Stephen Curry: Very fav	53% (218)	21% (85)	2% (10)	3% (12)	10% (42)	10% (42)	408
Jordan Brand: Very fav	100% (408)	— (0)	— (0)	— (0)	— (0)	— (0)	408
Curry Brand: Very fav	73% (125)	15% (25)	3% (5)	5% (9)	2% (4)	2% (4)	173
Under Armour: Favorable	24% (342)	29% (418)	6% (80)	4% (53)	19% (271)	20% (284)	1448
Nike: Favorable	27% (395)	28% (420)	5% (76)	2% (34)	18% (265)	20% (293)	1484
Adidas: Favorable	24% (384)	28% (450)	6% (98)	3% (50)	19% (300)	20% (312)	1594
Michael Jordan: Favorable	26% (401)	30% (450)	5% (73)	2% (30)	17% (253)	21% (311)	1518
LeBron James: Favorable	31% (336)	30% (323)	5% (52)	2% (23)	14% (147)	18% (194)	1076
Stephen Curry: Favorable	33% (309)	32% (302)	5% (46)	3% (32)	13% (119)	14% (137)	945
Jordan Brand: Favorable	45% (408)	55% (495)	— (0)	— (0)	— (0)	— (0)	903
Curry Brand: Favorable	43% (209)	41% (200)	5% (26)	5% (22)	3% (13)	3% (16)	487
Often buy sportswear	44% (133)	26% (79)	5% (16)	4% (13)	9% (28)	11% (35)	304
Often/Sometimes buy sportswear	25% (332)	28% (359)	7% (87)	4% (48)	20% (256)	17% (222)	1303
Familiar with Michael Jordan	19% (407)	23% (495)	7% (159)	4% (83)	25% (541)	23% (490)	2175
Familiar with LeBron James	19% (402)	23% (484)	7% (152)	4% (83)	25% (537)	21% (448)	2107
Familiar with Steph Curry	22% (374)	24% (409)	9% (143)	4% (72)	25% (420)	16% (264)	1682

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?
Curry Brand

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(173)	14%	(314)	5%	(109)	3%	(72)	22%	(487)	48%	(1047)	2201
Gender: Male	10%	(106)	20%	(210)	6%	(64)	4%	(45)	21%	(227)	39%	(411)	1062
Gender: Female	6%	(66)	9%	(104)	4%	(45)	2%	(27)	23%	(260)	56%	(636)	1139
Age: 18-34	11%	(73)	15%	(99)	8%	(52)	3%	(21)	24%	(158)	39%	(252)	655
Age: 35-44	11%	(40)	18%	(66)	2%	(8)	4%	(15)	21%	(77)	43%	(152)	358
Age: 45-64	6%	(43)	15%	(111)	5%	(38)	3%	(21)	22%	(163)	50%	(377)	751
Age: 65+	4%	(17)	9%	(38)	3%	(12)	4%	(16)	20%	(89)	61%	(265)	436
GenZers: 1997-2012	12%	(31)	8%	(20)	11%	(28)	5%	(12)	25%	(62)	39%	(99)	253
Millennials: 1981-1996	11%	(68)	19%	(113)	5%	(30)	3%	(17)	23%	(141)	39%	(238)	606
GenXers: 1965-1980	7%	(34)	16%	(85)	4%	(23)	3%	(17)	24%	(122)	46%	(238)	520
Baby Boomers: 1946-1964	5%	(37)	12%	(85)	4%	(26)	3%	(24)	20%	(145)	56%	(408)	725
PID: Dem (no lean)	11%	(90)	20%	(162)	3%	(24)	2%	(20)	21%	(168)	42%	(342)	806
PID: Ind (no lean)	6%	(45)	10%	(73)	7%	(49)	2%	(18)	26%	(191)	49%	(367)	742
PID: Rep (no lean)	6%	(37)	12%	(79)	5%	(36)	5%	(34)	20%	(128)	52%	(339)	653
PID/Gender: Dem Men	16%	(58)	27%	(102)	3%	(12)	2%	(8)	18%	(66)	34%	(125)	371
PID/Gender: Dem Women	7%	(32)	14%	(60)	3%	(12)	3%	(12)	24%	(102)	50%	(216)	435
PID/Gender: Ind Men	6%	(24)	13%	(48)	9%	(32)	4%	(14)	26%	(94)	43%	(157)	368
PID/Gender: Ind Women	6%	(21)	7%	(25)	5%	(18)	1%	(4)	26%	(97)	56%	(210)	374
PID/Gender: Rep Men	8%	(25)	18%	(59)	6%	(20)	7%	(23)	21%	(67)	40%	(129)	323
PID/Gender: Rep Women	4%	(13)	6%	(20)	5%	(15)	3%	(11)	18%	(60)	64%	(211)	330
Ideo: Liberal (1-3)	9%	(54)	19%	(118)	4%	(24)	1%	(7)	21%	(130)	46%	(286)	619
Ideo: Moderate (4)	11%	(67)	14%	(85)	4%	(24)	4%	(25)	21%	(128)	46%	(278)	607
Ideo: Conservative (5-7)	6%	(40)	12%	(89)	6%	(42)	5%	(34)	21%	(152)	51%	(375)	732
Educ: < College	8%	(114)	12%	(178)	5%	(77)	3%	(49)	23%	(342)	50%	(753)	1513
Educ: Bachelors degree	8%	(34)	19%	(85)	5%	(23)	3%	(15)	23%	(103)	42%	(185)	444
Educ: Post-grad	10%	(25)	21%	(51)	4%	(9)	3%	(8)	17%	(42)	45%	(109)	244
Income: Under 50k	8%	(95)	12%	(149)	5%	(61)	3%	(34)	23%	(283)	49%	(605)	1226
Income: 50k-100k	8%	(48)	14%	(93)	5%	(32)	3%	(20)	23%	(145)	47%	(306)	644
Income: 100k+	9%	(30)	22%	(72)	5%	(16)	6%	(18)	18%	(59)	41%	(137)	332
Ethnicity: White	6%	(105)	14%	(234)	4%	(77)	3%	(59)	22%	(382)	50%	(865)	1722
Ethnicity: Hispanic	10%	(35)	20%	(70)	8%	(29)	4%	(15)	22%	(76)	36%	(126)	350

Continued on next page

Table MCSP3_8: Do you have a favorable or unfavorable opinion of each of the following?
Curry Brand

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	8%	(173)	14%	(314)	5%	(109)	3%	(72)	22%	(487)	48%	(1047)	2201
Ethnicity: Black	18%	(50)	18%	(49)	8%	(21)	3%	(9)	20%	(55)	33%	(91)	274
Ethnicity: Other	9%	(18)	15%	(31)	5%	(10)	2%	(4)	24%	(50)	44%	(91)	204
All Christian	8%	(85)	15%	(152)	5%	(56)	3%	(35)	20%	(208)	48%	(497)	1034
All Non-Christian	7%	(7)	27%	(27)	4%	(4)	2%	(2)	16%	(16)	45%	(45)	101
Atheist	10%	(11)	13%	(15)	5%	(5)	2%	(2)	17%	(19)	52%	(56)	108
Agnostic/Nothing in particular	7%	(40)	11%	(59)	4%	(23)	3%	(15)	27%	(150)	49%	(277)	564
Something Else	8%	(30)	15%	(61)	5%	(20)	4%	(17)	24%	(94)	44%	(172)	395
Religious Non-Protestant/Catholic	6%	(8)	24%	(32)	4%	(5)	1%	(2)	23%	(30)	41%	(54)	132
Evangelical	11%	(58)	16%	(85)	5%	(27)	4%	(22)	19%	(103)	46%	(250)	545
Non-Evangelical	7%	(56)	14%	(120)	5%	(44)	4%	(31)	22%	(182)	48%	(406)	838
Community: Urban	11%	(66)	18%	(108)	7%	(42)	4%	(24)	19%	(111)	41%	(240)	592
Community: Suburban	7%	(75)	14%	(150)	4%	(43)	3%	(30)	24%	(249)	47%	(487)	1034
Community: Rural	5%	(31)	10%	(56)	4%	(24)	3%	(18)	22%	(126)	56%	(320)	575
Employ: Private Sector	9%	(56)	22%	(133)	6%	(34)	2%	(11)	20%	(125)	41%	(252)	611
Employ: Government	10%	(14)	22%	(29)	3%	(4)	5%	(7)	24%	(32)	36%	(49)	135
Employ: Self-Employed	13%	(24)	12%	(22)	7%	(13)	9%	(16)	20%	(37)	39%	(72)	184
Employ: Homemaker	8%	(12)	7%	(11)	7%	(10)	3%	(4)	25%	(38)	50%	(77)	153
Employ: Student	9%	(10)	9%	(9)	10%	(10)	2%	(2)	20%	(21)	49%	(50)	102
Employ: Retired	4%	(21)	12%	(65)	4%	(19)	2%	(12)	21%	(114)	57%	(300)	530
Employ: Unemployed	7%	(26)	9%	(31)	3%	(11)	4%	(14)	24%	(84)	52%	(177)	342
Employ: Other	8%	(12)	10%	(14)	5%	(7)	3%	(5)	25%	(35)	49%	(71)	143
Military HH: Yes	7%	(28)	11%	(42)	5%	(19)	3%	(13)	22%	(83)	51%	(194)	380
Military HH: No	8%	(144)	15%	(272)	5%	(90)	3%	(59)	22%	(403)	47%	(853)	1821
RD/WT: Right Direction	9%	(58)	16%	(101)	5%	(34)	6%	(36)	19%	(120)	45%	(286)	635
RD/WT: Wrong Track	7%	(115)	14%	(213)	5%	(75)	2%	(36)	23%	(367)	49%	(761)	1566
Trump Job Approve	7%	(60)	9%	(84)	6%	(49)	5%	(48)	21%	(189)	52%	(463)	893
Trump Job Disapprove	9%	(109)	18%	(219)	4%	(54)	2%	(24)	22%	(268)	45%	(544)	1218

Continued on next page

Table MCSP3_8: Do you have a favorable or unfavorable opinion of each of the following?
Curry Brand

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	8% (173)	14% (314)	5% (109)	3% (72)	22% (487)	48% (1047)	2201
Trump Job Strongly Approve	5% (28)	8% (40)	4% (23)	6% (31)	22% (115)	55% (294)	531
Trump Job Somewhat Approve	9% (32)	12% (44)	7% (27)	5% (17)	20% (74)	47% (169)	362
Trump Job Somewhat Disapprove	6% (15)	16% (39)	10% (24)	2% (4)	21% (50)	44% (105)	236
Trump Job Strongly Disapprove	10% (95)	18% (180)	3% (30)	2% (20)	22% (218)	45% (439)	982
Favorable of Trump	6% (51)	10% (91)	5% (46)	5% (49)	22% (194)	52% (466)	897
Unfavorable of Trump	9% (108)	18% (215)	5% (62)	2% (20)	21% (258)	45% (542)	1206
Very Favorable of Trump	6% (33)	9% (49)	4% (23)	7% (41)	23% (131)	51% (291)	567
Somewhat Favorable of Trump	6% (18)	13% (43)	7% (24)	3% (8)	19% (62)	53% (174)	329
Somewhat Unfavorable of Trump	10% (21)	16% (32)	10% (20)	1% (3)	17% (35)	47% (97)	207
Very Unfavorable of Trump	9% (87)	18% (182)	4% (42)	2% (18)	22% (224)	45% (445)	998
#1 Issue: Economy	9% (78)	17% (141)	5% (44)	3% (27)	22% (183)	44% (377)	851
#1 Issue: Security	9% (16)	8% (15)	3% (6)	4% (7)	18% (33)	58% (108)	186
#1 Issue: Health Care	8% (33)	17% (74)	5% (19)	4% (17)	23% (100)	43% (183)	426
#1 Issue: Medicare / Social Security	6% (16)	11% (28)	3% (7)	5% (13)	19% (50)	57% (152)	265
#1 Issue: Women's Issues	4% (5)	11% (14)	5% (7)	2% (3)	22% (27)	55% (67)	123
#1 Issue: Education	10% (12)	13% (15)	6% (7)	2% (3)	28% (32)	40% (45)	114
#1 Issue: Energy	10% (7)	8% (6)	10% (7)	1% (1)	23% (17)	48% (35)	73
#1 Issue: Other	4% (6)	12% (20)	7% (11)	1% (2)	27% (43)	49% (80)	163
2018 House Vote: Democrat	11% (81)	22% (160)	3% (19)	2% (13)	20% (148)	43% (315)	736
2018 House Vote: Republican	5% (31)	10% (62)	5% (30)	5% (29)	20% (121)	55% (336)	608
2016 Vote: Hillary Clinton	9% (59)	22% (141)	3% (20)	2% (11)	21% (136)	44% (284)	651
2016 Vote: Donald Trump	6% (40)	11% (78)	4% (29)	5% (35)	20% (135)	53% (360)	677
2016 Vote: Other	11% (15)	12% (16)	1% (2)	— (0)	23% (29)	53% (68)	130
2016 Vote: Didn't Vote	8% (59)	11% (79)	8% (57)	3% (26)	25% (186)	45% (334)	741
Voted in 2014: Yes	8% (91)	16% (198)	4% (46)	3% (41)	21% (249)	48% (581)	1206
Voted in 2014: No	8% (81)	12% (116)	6% (63)	3% (31)	24% (238)	47% (466)	995
2012 Vote: Barack Obama	8% (66)	20% (167)	4% (31)	2% (20)	21% (167)	45% (365)	816
2012 Vote: Mitt Romney	4% (20)	10% (43)	5% (24)	4% (19)	22% (99)	54% (240)	443
2012 Vote: Other	5% (4)	15% (12)	1% (1)	5% (5)	20% (17)	55% (46)	83
2012 Vote: Didn't Vote	10% (81)	11% (92)	6% (54)	3% (28)	24% (204)	46% (393)	853

Continued on next page

Table MCSP3_8: Do you have a favorable or unfavorable opinion of each of the following?
Curry Brand

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	8% (173)	14% (314)	5% (109)	3% (72)	22% (487)	48% (1047)	2201
4-Region: Northeast	7% (29)	10% (40)	5% (20)	4% (15)	26% (104)	47% (186)	394
4-Region: Midwest	7% (30)	13% (62)	5% (23)	4% (18)	21% (99)	50% (231)	462
4-Region: South	8% (69)	15% (125)	6% (48)	4% (34)	20% (167)	46% (382)	825
4-Region: West	9% (44)	17% (88)	3% (18)	1% (5)	22% (117)	48% (249)	520
Sports fans	10% (147)	19% (267)	6% (86)	3% (48)	23% (329)	39% (561)	1439
Avid sports fans	16% (74)	23% (106)	8% (37)	4% (19)	18% (84)	30% (141)	461
Casual sports fans	7% (73)	16% (161)	5% (49)	3% (29)	25% (245)	43% (421)	978
NFL fans	11% (148)	19% (256)	6% (81)	3% (39)	22% (301)	39% (527)	1353
MLB fans	11% (120)	20% (223)	6% (65)	3% (36)	21% (243)	39% (444)	1132
NBA fans	13% (133)	22% (223)	6% (64)	3% (27)	22% (221)	34% (343)	1012
NHL fans	11% (86)	20% (151)	7% (55)	4% (33)	21% (160)	36% (268)	753
WNBA fans	18% (89)	23% (114)	6% (30)	2% (11)	21% (103)	28% (136)	484
College football fans	10% (116)	21% (226)	6% (70)	4% (43)	19% (209)	40% (440)	1104
College basketball fans	12% (109)	23% (208)	7% (61)	3% (28)	21% (194)	34% (311)	912
Golf fans	11% (69)	23% (143)	7% (41)	5% (29)	21% (129)	34% (214)	624
Tennis fans	13% (94)	24% (167)	6% (41)	3% (18)	21% (145)	33% (233)	697
Auto racing fans	11% (85)	17% (135)	7% (59)	4% (35)	21% (168)	40% (315)	797
Soccer fans	12% (88)	22% (159)	7% (47)	4% (26)	22% (160)	33% (236)	716
Gymnastics fans	9% (89)	17% (168)	5% (54)	3% (29)	23% (227)	43% (429)	996
Competitive swimming fans	12% (80)	21% (139)	7% (43)	3% (21)	22% (146)	34% (222)	651
Basketball players	23% (56)	26% (63)	8% (21)	5% (13)	13% (31)	25% (60)	245
Basketball fans	15% (114)	23% (179)	6% (48)	3% (22)	22% (170)	31% (242)	776
Sneaker enthusiasts	15% (67)	23% (106)	8% (38)	5% (23)	19% (85)	30% (136)	455
Golfers	12% (25)	22% (45)	6% (13)	5% (11)	21% (42)	33% (67)	203
Athletes	15% (65)	25% (105)	8% (36)	5% (21)	20% (86)	27% (113)	426
Under Armour: Very fav	21% (123)	17% (101)	3% (16)	2% (14)	17% (98)	39% (229)	582
Nike: Very fav	16% (129)	19% (154)	5% (38)	3% (28)	19% (152)	37% (301)	801
Adidas: Very fav	18% (120)	17% (110)	5% (34)	3% (22)	22% (146)	35% (233)	664
Michael Jordan: Very fav	18% (135)	19% (142)	5% (35)	3% (20)	19% (144)	36% (270)	746
LeBron James: Very fav	25% (121)	19% (88)	4% (21)	2% (8)	16% (76)	34% (161)	474

Continued on next page

Table MCSP3_8: Do you have a favorable or unfavorable opinion of each of the following?

Curry Brand

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	8% (173)	14% (314)	5% (109)	3% (72)	22% (487)	48% (1047)	2201
Stephen Curry: Very fav	36% (147)	22% (89)	4% (16)	1% (4)	13% (52)	25% (101)	408
Jordan Brand: Very fav	31% (125)	21% (84)	5% (19)	3% (13)	13% (55)	27% (111)	408
Curry Brand: Very fav	100% (173)	— (0)	— (0)	— (0)	— (0)	— (0)	173
Under Armour: Favorable	11% (161)	19% (273)	4% (62)	3% (38)	19% (269)	45% (644)	1448
Nike: Favorable	11% (159)	19% (276)	5% (67)	3% (39)	21% (304)	43% (639)	1484
Adidas: Favorable	10% (167)	17% (275)	5% (80)	3% (42)	20% (322)	44% (709)	1594
Michael Jordan: Favorable	11% (168)	18% (275)	5% (70)	3% (45)	20% (298)	44% (661)	1518
LeBron James: Favorable	14% (152)	22% (236)	4% (44)	2% (20)	19% (205)	39% (420)	1076
Stephen Curry: Favorable	18% (169)	28% (269)	4% (39)	2% (15)	17% (157)	31% (296)	945
Jordan Brand: Favorable	17% (151)	29% (259)	5% (45)	2% (22)	14% (131)	33% (296)	903
Curry Brand: Favorable	35% (173)	65% (314)	— (0)	— (0)	— (0)	— (0)	487
Often buy sportswear	21% (63)	21% (63)	7% (21)	3% (10)	17% (51)	31% (95)	304
Often/Sometimes buy sportswear	11% (144)	19% (248)	5% (68)	3% (44)	21% (273)	40% (526)	1303
Familiar with Michael Jordan	8% (172)	14% (313)	5% (109)	3% (72)	22% (484)	47% (1026)	2175
Familiar with LeBron James	8% (173)	15% (311)	5% (104)	3% (72)	23% (483)	46% (965)	2107
Familiar with Steph Curry	10% (172)	18% (307)	6% (107)	4% (69)	27% (452)	34% (576)	1682

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

Table MCSP4: *About how often do you purchase athletic apparel, sneakers or streetwear for yourself or others?*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	14%	(304)	45%	(1000)	32%	(709)	9%	(189)	2201
Gender: Male	17%	(184)	44%	(472)	30%	(314)	9%	(92)	1062
Gender: Female	11%	(120)	46%	(527)	35%	(395)	8%	(97)	1139
Age: 18-34	18%	(118)	44%	(291)	31%	(201)	7%	(46)	655
Age: 35-44	25%	(89)	46%	(166)	20%	(72)	9%	(31)	358
Age: 45-64	11%	(83)	50%	(377)	33%	(251)	5%	(41)	751
Age: 65+	3%	(14)	38%	(166)	42%	(185)	16%	(71)	436
GenZers: 1997-2012	17%	(43)	42%	(106)	33%	(84)	8%	(19)	253
Millennials: 1981-1996	22%	(131)	46%	(282)	24%	(146)	8%	(47)	606
GenXers: 1965-1980	16%	(84)	49%	(257)	29%	(149)	6%	(30)	520
Baby Boomers: 1946-1964	6%	(44)	45%	(326)	38%	(277)	11%	(78)	725
PID: Dem (no lean)	16%	(133)	46%	(369)	30%	(245)	7%	(59)	806
PID: Ind (no lean)	13%	(94)	45%	(331)	32%	(235)	11%	(82)	742
PID: Rep (no lean)	12%	(77)	46%	(299)	35%	(229)	7%	(47)	653
PID/Gender: Dem Men	24%	(90)	44%	(165)	25%	(92)	7%	(25)	371
PID/Gender: Dem Women	10%	(43)	47%	(205)	35%	(153)	8%	(34)	435
PID/Gender: Ind Men	12%	(46)	44%	(163)	31%	(115)	12%	(44)	368
PID/Gender: Ind Women	13%	(48)	45%	(168)	32%	(120)	10%	(38)	374
PID/Gender: Rep Men	15%	(48)	45%	(144)	33%	(108)	7%	(23)	323
PID/Gender: Rep Women	9%	(29)	47%	(155)	37%	(121)	7%	(24)	330
Ideo: Liberal (1-3)	16%	(102)	47%	(288)	30%	(186)	7%	(42)	619
Ideo: Moderate (4)	13%	(78)	50%	(303)	29%	(173)	9%	(53)	607
Ideo: Conservative (5-7)	12%	(87)	45%	(331)	35%	(260)	8%	(55)	732
Educ: < College	12%	(185)	44%	(670)	33%	(504)	10%	(153)	1513
Educ: Bachelors degree	18%	(78)	48%	(214)	29%	(130)	5%	(22)	444
Educ: Post-grad	17%	(40)	47%	(116)	31%	(75)	6%	(13)	244
Income: Under 50k	10%	(127)	43%	(532)	35%	(428)	11%	(139)	1226
Income: 50k-100k	17%	(110)	46%	(298)	30%	(195)	6%	(40)	644
Income: 100k+	20%	(67)	51%	(169)	26%	(86)	3%	(10)	332
Ethnicity: White	13%	(222)	43%	(746)	35%	(596)	9%	(158)	1722
Ethnicity: Hispanic	17%	(59)	53%	(187)	23%	(79)	7%	(25)	350
Ethnicity: Black	18%	(49)	51%	(140)	26%	(71)	6%	(15)	274
Ethnicity: Other	16%	(32)	56%	(114)	21%	(42)	8%	(16)	204

Continued on next page

Table MCSP4: *About how often do you purchase athletic apparel, sneakers or streetwear for yourself or others?*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	14%	(304)	45%	(1000)	32%	(709)	9%	(189)	2201
All Christian	13%	(139)	49%	(504)	30%	(313)	8%	(78)	1034
All Non-Christian	16%	(16)	44%	(45)	32%	(32)	8%	(8)	101
Atheist	19%	(20)	32%	(34)	34%	(37)	15%	(17)	108
Agnostic/Nothing in particular	13%	(74)	40%	(228)	35%	(197)	12%	(65)	564
Something Else	14%	(55)	48%	(189)	33%	(129)	5%	(21)	395
Religious Non-Protestant/Catholic	13%	(16)	46%	(60)	35%	(47)	6%	(9)	132
Evangelical	15%	(83)	50%	(271)	29%	(156)	6%	(35)	545
Non-Evangelical	13%	(106)	48%	(401)	32%	(271)	7%	(61)	838
Community: Urban	18%	(107)	48%	(284)	26%	(154)	8%	(47)	592
Community: Suburban	13%	(132)	46%	(479)	34%	(357)	6%	(65)	1034
Community: Rural	11%	(65)	41%	(236)	34%	(198)	13%	(76)	575
Employ: Private Sector	20%	(123)	48%	(292)	28%	(169)	4%	(26)	611
Employ: Government	13%	(18)	53%	(72)	31%	(42)	2%	(3)	135
Employ: Self-Employed	21%	(38)	52%	(96)	20%	(37)	7%	(13)	184
Employ: Homemaker	8%	(12)	52%	(79)	30%	(45)	11%	(16)	153
Employ: Student	25%	(25)	35%	(35)	28%	(29)	12%	(13)	102
Employ: Retired	4%	(22)	45%	(237)	39%	(205)	12%	(66)	530
Employ: Unemployed	12%	(42)	36%	(125)	40%	(138)	11%	(37)	342
Employ: Other	16%	(23)	45%	(64)	29%	(42)	10%	(14)	143
Military HH: Yes	10%	(37)	44%	(165)	39%	(148)	8%	(29)	380
Military HH: No	15%	(267)	46%	(834)	31%	(560)	9%	(159)	1821
RD/WT: Right Direction	19%	(121)	43%	(275)	27%	(174)	10%	(65)	635
RD/WT: Wrong Track	12%	(182)	46%	(725)	34%	(535)	8%	(124)	1566
Trump Job Approve	14%	(125)	44%	(395)	33%	(299)	8%	(75)	893
Trump Job Disapprove	14%	(165)	47%	(569)	32%	(389)	8%	(95)	1218
Trump Job Strongly Approve	13%	(68)	42%	(226)	36%	(193)	8%	(45)	531
Trump Job Somewhat Approve	16%	(57)	47%	(170)	29%	(106)	8%	(30)	362
Trump Job Somewhat Disapprove	12%	(27)	50%	(119)	32%	(75)	6%	(15)	236
Trump Job Strongly Disapprove	14%	(138)	46%	(450)	32%	(315)	8%	(80)	982
Favorable of Trump	14%	(125)	44%	(390)	34%	(305)	8%	(76)	897
Unfavorable of Trump	14%	(165)	47%	(573)	31%	(374)	8%	(93)	1206

Continued on next page

Table MCSP4: About how often do you purchase athletic apparel, sneakers or streetwear for yourself or others?

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	14%	(304)	45%	(1000)	32%	(709)	9%	(189)	2201
Very Favorable of Trump	13%	(74)	43%	(247)	35%	(201)	8%	(46)	567
Somewhat Favorable of Trump	16%	(52)	44%	(144)	32%	(104)	9%	(30)	329
Somewhat Unfavorable of Trump	15%	(32)	47%	(98)	33%	(68)	4%	(9)	207
Very Unfavorable of Trump	13%	(134)	48%	(474)	31%	(306)	8%	(84)	998
#1 Issue: Economy	16%	(136)	48%	(411)	31%	(264)	5%	(40)	851
#1 Issue: Security	13%	(23)	41%	(76)	37%	(68)	10%	(18)	186
#1 Issue: Health Care	15%	(66)	47%	(199)	29%	(125)	8%	(36)	426
#1 Issue: Medicare / Social Security	6%	(17)	38%	(101)	42%	(113)	13%	(35)	265
#1 Issue: Women's Issues	16%	(20)	42%	(51)	28%	(34)	14%	(17)	123
#1 Issue: Education	16%	(18)	51%	(58)	30%	(35)	3%	(4)	114
#1 Issue: Energy	9%	(7)	37%	(27)	35%	(25)	19%	(14)	73
#1 Issue: Other	10%	(17)	47%	(77)	28%	(45)	15%	(24)	163
2018 House Vote: Democrat	14%	(100)	50%	(369)	29%	(212)	7%	(54)	736
2018 House Vote: Republican	11%	(69)	41%	(251)	40%	(244)	7%	(43)	608
2016 Vote: Hillary Clinton	15%	(97)	49%	(321)	29%	(186)	7%	(47)	651
2016 Vote: Donald Trump	13%	(85)	44%	(300)	36%	(242)	7%	(50)	677
2016 Vote: Other	7%	(9)	47%	(61)	39%	(50)	7%	(10)	130
2016 Vote: Didn't Vote	15%	(112)	43%	(317)	31%	(230)	11%	(83)	741
Voted in 2014: Yes	11%	(138)	46%	(560)	34%	(411)	8%	(96)	1206
Voted in 2014: No	17%	(166)	44%	(439)	30%	(298)	9%	(93)	995
2012 Vote: Barack Obama	13%	(106)	49%	(399)	31%	(255)	7%	(55)	816
2012 Vote: Mitt Romney	10%	(44)	41%	(181)	40%	(178)	9%	(40)	443
2012 Vote: Other	14%	(12)	51%	(43)	22%	(18)	13%	(11)	83
2012 Vote: Didn't Vote	17%	(143)	44%	(373)	30%	(257)	9%	(80)	853
4-Region: Northeast	16%	(61)	49%	(193)	29%	(112)	7%	(27)	394
4-Region: Midwest	17%	(79)	44%	(204)	31%	(144)	8%	(35)	462
4-Region: South	13%	(105)	47%	(388)	32%	(260)	9%	(72)	825
4-Region: West	11%	(59)	41%	(214)	37%	(192)	10%	(54)	520
Sports fans	18%	(263)	52%	(743)	26%	(378)	4%	(56)	1439
Avid sports fans	32%	(146)	50%	(232)	16%	(73)	2%	(11)	461
Casual sports fans	12%	(117)	52%	(511)	31%	(306)	5%	(44)	978
NFL fans	18%	(246)	50%	(674)	27%	(362)	5%	(70)	1353

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Table MCSP4: *About how often do you purchase athletic apparel, sneakers or streetwear for yourself or others?*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	14%	(304)	45%	(1000)	32%	(709)	9%	(189)	2201
MLB fans	19%	(210)	49%	(556)	27%	(311)	5%	(55)	1132
NBA fans	23%	(235)	53%	(534)	21%	(212)	3%	(31)	1012
NHL fans	24%	(180)	46%	(346)	25%	(185)	6%	(42)	753
WNBA fans	26%	(125)	54%	(261)	17%	(84)	3%	(15)	484
College football fans	18%	(199)	51%	(564)	26%	(288)	5%	(53)	1104
College basketball fans	21%	(191)	53%	(484)	23%	(206)	3%	(32)	912
Golf fans	21%	(128)	50%	(311)	24%	(149)	6%	(36)	624
Tennis fans	21%	(148)	51%	(353)	23%	(163)	5%	(33)	697
Auto racing fans	19%	(150)	50%	(398)	26%	(205)	6%	(44)	797
Soccer fans	25%	(176)	50%	(356)	22%	(157)	4%	(28)	716
Gymnastics fans	17%	(169)	52%	(516)	27%	(270)	4%	(41)	996
Competitive swimming fans	22%	(142)	48%	(314)	25%	(165)	5%	(31)	651
Basketball players	35%	(86)	47%	(115)	14%	(35)	4%	(9)	245
Basketball fans	25%	(197)	51%	(398)	20%	(157)	3%	(24)	776
Sneaker enthusiasts	37%	(169)	50%	(227)	11%	(49)	2%	(9)	455
Golfers	23%	(46)	50%	(101)	22%	(45)	5%	(11)	203
Athletes	28%	(120)	49%	(208)	20%	(85)	3%	(13)	426
Under Armour: Very fav	26%	(149)	53%	(309)	17%	(100)	4%	(24)	582
Nike: Very fav	27%	(212)	53%	(427)	18%	(143)	2%	(19)	801
Adidas: Very fav	26%	(175)	53%	(349)	17%	(113)	4%	(27)	664
Michael Jordan: Very fav	22%	(167)	51%	(382)	22%	(168)	4%	(29)	746
LeBron James: Very fav	25%	(121)	49%	(233)	22%	(103)	4%	(18)	474
Stephen Curry: Very fav	27%	(108)	52%	(214)	18%	(75)	3%	(11)	408
Jordan Brand: Very fav	33%	(133)	49%	(199)	16%	(66)	2%	(9)	408
Curry Brand: Very fav	37%	(63)	47%	(80)	15%	(26)	2%	(3)	173
Under Armour: Favorable	17%	(252)	52%	(757)	26%	(378)	4%	(61)	1448
Nike: Favorable	18%	(274)	50%	(747)	27%	(400)	4%	(63)	1484
Adidas: Favorable	17%	(274)	51%	(806)	28%	(449)	4%	(65)	1594
Michael Jordan: Favorable	17%	(253)	48%	(731)	30%	(448)	6%	(85)	1518
LeBron James: Favorable	18%	(199)	51%	(549)	27%	(287)	4%	(41)	1076
Stephen Curry: Favorable	19%	(177)	53%	(505)	24%	(226)	4%	(37)	945
Jordan Brand: Favorable	23%	(212)	53%	(479)	20%	(184)	3%	(28)	903

Continued on next page

Table MCSP4: About how often do you purchase athletic apparel, sneakers or streetwear for yourself or others?

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	14%	(304)	45%	(1000)	32%	(709)	9%	(189)	2201
Curry Brand: Favorable	26%	(127)	54%	(265)	18%	(88)	1%	(7)	487
Often buy sportswear	100%	(304)	—	(0)	—	(0)	—	(0)	304
Often/Sometimes buy sportswear	23%	(304)	77%	(1000)	—	(0)	—	(0)	1303
Familiar with Michael Jordan	14%	(302)	45%	(987)	32%	(703)	8%	(184)	2175
Familiar with LeBron James	14%	(295)	46%	(971)	32%	(671)	8%	(169)	2107
Familiar with Steph Curry	15%	(260)	48%	(807)	29%	(495)	7%	(119)	1682

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

Table MCSP5_1: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
The brand

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	25%	(545)	41%	(904)	19%	(417)	15%	(335)	2201
Gender: Male	27%	(291)	41%	(435)	16%	(173)	15%	(164)	1062
Gender: Female	22%	(254)	41%	(470)	21%	(244)	15%	(171)	1139
Age: 18-34	28%	(186)	40%	(265)	19%	(127)	12%	(77)	655
Age: 35-44	36%	(130)	43%	(154)	12%	(43)	9%	(31)	358
Age: 45-64	24%	(180)	40%	(301)	19%	(145)	17%	(124)	751
Age: 65+	11%	(49)	42%	(184)	23%	(102)	23%	(102)	436
GenZers: 1997-2012	32%	(81)	39%	(99)	15%	(38)	14%	(35)	253
Millennials: 1981-1996	31%	(187)	42%	(253)	18%	(109)	9%	(56)	606
GenXers: 1965-1980	30%	(155)	43%	(223)	15%	(77)	13%	(66)	520
Baby Boomers: 1946-1964	16%	(119)	38%	(276)	24%	(174)	21%	(155)	725
PID: Dem (no lean)	29%	(235)	43%	(350)	18%	(141)	10%	(80)	806
PID: Ind (no lean)	20%	(146)	41%	(301)	20%	(151)	19%	(143)	742
PID: Rep (no lean)	25%	(164)	39%	(253)	19%	(124)	17%	(112)	653
PID/Gender: Dem Men	34%	(127)	43%	(161)	16%	(61)	6%	(22)	371
PID/Gender: Dem Women	25%	(108)	43%	(189)	19%	(81)	13%	(57)	435
PID/Gender: Ind Men	21%	(78)	43%	(158)	13%	(50)	22%	(82)	368
PID/Gender: Ind Women	18%	(68)	38%	(143)	27%	(102)	16%	(61)	374
PID/Gender: Rep Men	27%	(86)	36%	(115)	19%	(63)	18%	(59)	323
PID/Gender: Rep Women	24%	(78)	42%	(138)	19%	(61)	16%	(53)	330
Ideo: Liberal (1-3)	28%	(175)	42%	(262)	19%	(114)	11%	(67)	619
Ideo: Moderate (4)	23%	(141)	43%	(261)	18%	(111)	16%	(94)	607
Ideo: Conservative (5-7)	21%	(157)	41%	(301)	20%	(147)	17%	(128)	732
Educ: < College	26%	(397)	38%	(575)	19%	(287)	17%	(254)	1513
Educ: Bachelors degree	19%	(86)	50%	(220)	20%	(87)	11%	(50)	444
Educ: Post-grad	26%	(62)	45%	(109)	17%	(42)	12%	(30)	244
Income: Under 50k	24%	(288)	39%	(474)	20%	(249)	17%	(214)	1226
Income: 50k-100k	25%	(161)	43%	(275)	19%	(122)	13%	(86)	644
Income: 100k+	29%	(96)	47%	(156)	14%	(45)	10%	(35)	332
Ethnicity: White	22%	(383)	42%	(715)	20%	(352)	16%	(273)	1722

Continued on next page

Table MCSP5_1: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
The brand

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	25%	(545)	41%	(904)	19%	(417)	15%	(335)	2201
Ethnicity: Hispanic	32%	(111)	45%	(156)	12%	(43)	11%	(40)	350
Ethnicity: Black	40%	(111)	37%	(102)	13%	(36)	9%	(26)	274
Ethnicity: Other	25%	(52)	43%	(87)	14%	(29)	18%	(36)	204
All Christian	26%	(266)	40%	(412)	19%	(195)	15%	(160)	1034
All Non-Christian	26%	(26)	44%	(44)	22%	(23)	8%	(8)	101
Atheist	26%	(28)	36%	(39)	22%	(24)	16%	(18)	108
Agnostic/Nothing in particular	20%	(114)	43%	(241)	21%	(120)	16%	(88)	564
Something Else	28%	(111)	43%	(168)	14%	(55)	15%	(61)	395
Religious Non-Protestant/Catholic	25%	(33)	43%	(57)	20%	(27)	12%	(16)	132
Evangelical	32%	(176)	39%	(210)	15%	(79)	15%	(80)	545
Non-Evangelical	23%	(190)	42%	(350)	20%	(165)	16%	(133)	838
Community: Urban	31%	(183)	39%	(229)	17%	(103)	13%	(77)	592
Community: Suburban	22%	(227)	45%	(463)	18%	(190)	15%	(154)	1034
Community: Rural	24%	(136)	37%	(213)	21%	(123)	18%	(104)	575
Employ: Private Sector	31%	(187)	39%	(239)	18%	(110)	12%	(75)	611
Employ: Government	26%	(35)	43%	(58)	15%	(20)	17%	(22)	135
Employ: Self-Employed	28%	(51)	43%	(78)	18%	(33)	12%	(21)	184
Employ: Homemaker	22%	(34)	50%	(76)	18%	(28)	10%	(15)	153
Employ: Student	37%	(38)	35%	(36)	9%	(9)	20%	(20)	102
Employ: Retired	15%	(80)	41%	(216)	23%	(120)	22%	(114)	530
Employ: Unemployed	23%	(80)	42%	(144)	19%	(65)	16%	(53)	342
Employ: Other	27%	(39)	40%	(57)	23%	(33)	9%	(14)	143
Military HH: Yes	23%	(86)	42%	(160)	18%	(68)	17%	(66)	380
Military HH: No	25%	(459)	41%	(744)	19%	(349)	15%	(269)	1821
RD/WT: Right Direction	29%	(184)	39%	(246)	18%	(113)	14%	(92)	635
RD/WT: Wrong Track	23%	(361)	42%	(658)	19%	(304)	16%	(243)	1566
Trump Job Approve	25%	(225)	39%	(345)	21%	(186)	15%	(138)	893
Trump Job Disapprove	25%	(299)	43%	(524)	18%	(218)	15%	(177)	1218

Continued on next page

Table MCSP5_1: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
The brand

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	25%	(545)	41%	(904)	19%	(417)	15%	(335)	2201
Trump Job Strongly Approve	25%	(135)	39%	(207)	18%	(97)	17%	(93)	531
Trump Job Somewhat Approve	25%	(90)	38%	(138)	25%	(89)	12%	(45)	362
Trump Job Somewhat Disapprove	18%	(41)	47%	(111)	21%	(50)	14%	(33)	236
Trump Job Strongly Disapprove	26%	(258)	42%	(413)	17%	(168)	15%	(144)	982
Favorable of Trump	26%	(231)	38%	(345)	20%	(175)	16%	(146)	897
Unfavorable of Trump	24%	(292)	43%	(515)	19%	(225)	14%	(174)	1206
Very Favorable of Trump	27%	(153)	38%	(217)	18%	(100)	17%	(98)	567
Somewhat Favorable of Trump	24%	(78)	39%	(128)	23%	(76)	15%	(48)	329
Somewhat Unfavorable of Trump	18%	(38)	48%	(100)	20%	(42)	13%	(27)	207
Very Unfavorable of Trump	25%	(254)	42%	(415)	18%	(183)	15%	(147)	998
#1 Issue: Economy	27%	(226)	44%	(374)	18%	(151)	12%	(100)	851
#1 Issue: Security	23%	(43)	32%	(59)	24%	(45)	21%	(39)	186
#1 Issue: Health Care	30%	(128)	40%	(171)	20%	(85)	10%	(43)	426
#1 Issue: Medicare / Social Security	16%	(42)	41%	(108)	18%	(49)	25%	(66)	265
#1 Issue: Women's Issues	24%	(30)	37%	(45)	24%	(29)	15%	(18)	123
#1 Issue: Education	22%	(25)	52%	(59)	13%	(15)	13%	(15)	114
#1 Issue: Energy	16%	(11)	37%	(27)	20%	(15)	27%	(20)	73
#1 Issue: Other	24%	(39)	37%	(61)	17%	(28)	21%	(34)	163
2018 House Vote: Democrat	26%	(193)	45%	(328)	17%	(127)	12%	(89)	736
2018 House Vote: Republican	24%	(144)	37%	(222)	21%	(127)	19%	(114)	608
2016 Vote: Hillary Clinton	26%	(171)	44%	(286)	18%	(117)	12%	(77)	651
2016 Vote: Donald Trump	23%	(154)	39%	(267)	20%	(135)	18%	(121)	677
2016 Vote: Other	11%	(14)	43%	(56)	22%	(29)	24%	(31)	130
2016 Vote: Didn't Vote	28%	(206)	40%	(294)	18%	(135)	14%	(107)	741
Voted in 2014: Yes	23%	(276)	41%	(491)	20%	(243)	16%	(195)	1206
Voted in 2014: No	27%	(270)	41%	(413)	17%	(173)	14%	(140)	995

Continued on next page

Table MCSP5_1: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
The brand

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	25%	(545)	41%	(904)	19%	(417)	15%	(335)	2201
2012 Vote: Barack Obama	24%	(196)	42%	(343)	21%	(168)	13%	(109)	816
2012 Vote: Mitt Romney	19%	(85)	39%	(172)	22%	(96)	20%	(90)	443
2012 Vote: Other	12%	(10)	39%	(32)	30%	(25)	20%	(17)	83
2012 Vote: Didn't Vote	30%	(255)	41%	(351)	15%	(128)	14%	(119)	853
4-Region: Northeast	27%	(105)	42%	(166)	19%	(76)	12%	(47)	394
4-Region: Midwest	22%	(99)	40%	(184)	24%	(112)	14%	(67)	462
4-Region: South	28%	(233)	41%	(340)	16%	(130)	15%	(122)	825
4-Region: West	21%	(108)	41%	(214)	19%	(99)	19%	(99)	520
Sports fans	28%	(406)	44%	(639)	17%	(239)	11%	(156)	1439
Avid sports fans	45%	(210)	38%	(177)	10%	(46)	6%	(29)	461
Casual sports fans	20%	(196)	47%	(461)	20%	(193)	13%	(127)	978
NFL fans	29%	(388)	44%	(598)	16%	(216)	11%	(151)	1353
MLB fans	27%	(305)	46%	(516)	17%	(189)	11%	(122)	1132
NBA fans	34%	(343)	45%	(452)	13%	(135)	8%	(81)	1012
NHL fans	28%	(213)	44%	(335)	17%	(128)	10%	(76)	753
WNBA fans	36%	(176)	43%	(208)	14%	(67)	7%	(32)	484
College football fans	29%	(318)	43%	(472)	18%	(193)	11%	(121)	1104
College basketball fans	32%	(287)	44%	(400)	15%	(140)	9%	(85)	912
Golf fans	29%	(181)	45%	(283)	15%	(97)	10%	(63)	624
Tennis fans	30%	(208)	48%	(337)	13%	(93)	9%	(59)	697
Auto racing fans	30%	(235)	43%	(344)	17%	(139)	10%	(79)	797
Soccer fans	30%	(217)	45%	(325)	14%	(102)	10%	(71)	716
Gymnastics fans	25%	(250)	46%	(461)	16%	(160)	13%	(125)	996
Competitive swimming fans	30%	(193)	44%	(288)	16%	(103)	10%	(66)	651
Basketball players	45%	(109)	38%	(94)	9%	(21)	8%	(20)	245
Basketball fans	37%	(285)	43%	(336)	12%	(96)	8%	(58)	776
Sneaker enthusiasts	44%	(199)	40%	(181)	9%	(39)	8%	(36)	455
Golfers	28%	(56)	44%	(90)	18%	(37)	10%	(20)	203
Athletes	39%	(166)	42%	(178)	12%	(50)	7%	(32)	426

Continued on next page

Table MCSP5_1: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
The brand

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	25%	(545)	41%	(904)	19%	(417)	15%	(335)	2201
Under Armour: Very fav	45%	(263)	39%	(226)	9%	(52)	7%	(41)	582
Nike: Very fav	45%	(361)	39%	(313)	10%	(82)	6%	(45)	801
Adidas: Very fav	46%	(305)	39%	(256)	7%	(47)	8%	(56)	664
Michael Jordan: Very fav	43%	(324)	38%	(281)	11%	(79)	8%	(62)	746
LeBron James: Very fav	47%	(222)	38%	(179)	10%	(46)	6%	(28)	474
Stephen Curry: Very fav	44%	(179)	42%	(171)	8%	(34)	6%	(24)	408
Jordan Brand: Very fav	50%	(205)	39%	(158)	7%	(28)	4%	(17)	408
Curry Brand: Very fav	48%	(83)	46%	(80)	3%	(6)	3%	(5)	173
Under Armour: Favorable	30%	(441)	44%	(634)	17%	(243)	9%	(131)	1448
Nike: Favorable	32%	(470)	44%	(648)	16%	(238)	9%	(129)	1484
Adidas: Favorable	30%	(471)	44%	(700)	17%	(264)	10%	(158)	1594
Michael Jordan: Favorable	30%	(459)	42%	(644)	16%	(249)	11%	(166)	1518
LeBron James: Favorable	33%	(356)	44%	(473)	14%	(150)	9%	(99)	1076
Stephen Curry: Favorable	33%	(316)	43%	(407)	14%	(135)	9%	(87)	945
Jordan Brand: Favorable	35%	(319)	45%	(404)	13%	(117)	7%	(63)	903
Curry Brand: Favorable	38%	(183)	45%	(220)	11%	(51)	7%	(32)	487
Often buy sportswear	56%	(171)	33%	(100)	8%	(23)	3%	(10)	304
Often/Sometimes buy sportswear	33%	(432)	44%	(578)	15%	(198)	7%	(96)	1303
Familiar with Michael Jordan	25%	(542)	41%	(896)	19%	(411)	15%	(327)	2175
Familiar with LeBron James	25%	(524)	42%	(876)	19%	(399)	15%	(309)	2107
Familiar with Steph Curry	27%	(451)	43%	(725)	17%	(289)	13%	(217)	1682

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

Table MCSP5_2: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?

The design or style of the product

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	46%	(1015)	40%	(890)	7%	(148)	7%	(148)	2201
Gender: Male	43%	(457)	42%	(445)	8%	(81)	7%	(79)	1062
Gender: Female	49%	(558)	39%	(445)	6%	(67)	6%	(69)	1139
Age: 18-34	51%	(333)	35%	(226)	7%	(49)	7%	(47)	655
Age: 35-44	51%	(184)	39%	(139)	5%	(18)	5%	(17)	358
Age: 45-64	44%	(333)	44%	(327)	6%	(44)	6%	(48)	751
Age: 65+	38%	(165)	45%	(198)	9%	(38)	8%	(36)	436
GenZers: 1997-2012	50%	(128)	30%	(75)	11%	(28)	9%	(22)	253
Millennials: 1981-1996	50%	(306)	40%	(242)	5%	(29)	5%	(30)	606
GenXers: 1965-1980	50%	(260)	37%	(195)	5%	(28)	7%	(37)	520
Baby Boomers: 1946-1964	41%	(295)	46%	(331)	7%	(50)	7%	(48)	725
PID: Dem (no lean)	51%	(411)	40%	(325)	5%	(42)	4%	(29)	806
PID: Ind (no lean)	44%	(327)	37%	(277)	8%	(63)	10%	(75)	742
PID: Rep (no lean)	42%	(276)	44%	(288)	7%	(44)	7%	(45)	653
PID/Gender: Dem Men	49%	(183)	40%	(147)	6%	(23)	5%	(18)	371
PID/Gender: Dem Women	52%	(228)	41%	(178)	4%	(18)	2%	(10)	435
PID/Gender: Ind Men	41%	(150)	41%	(152)	8%	(30)	10%	(35)	368
PID/Gender: Ind Women	47%	(177)	33%	(125)	9%	(32)	11%	(39)	374
PID/Gender: Rep Men	38%	(124)	45%	(147)	9%	(28)	8%	(25)	323
PID/Gender: Rep Women	46%	(153)	43%	(141)	5%	(17)	6%	(19)	330
Ideo: Liberal (1-3)	53%	(326)	38%	(235)	6%	(34)	4%	(24)	619
Ideo: Moderate (4)	47%	(286)	41%	(246)	6%	(39)	6%	(36)	607
Ideo: Conservative (5-7)	41%	(304)	44%	(325)	7%	(49)	7%	(55)	732
Educ: < College	47%	(708)	38%	(579)	7%	(102)	8%	(124)	1513
Educ: Bachelors degree	47%	(207)	44%	(196)	6%	(28)	3%	(13)	444
Educ: Post-grad	41%	(100)	47%	(115)	7%	(18)	5%	(11)	244
Income: Under 50k	44%	(539)	39%	(483)	8%	(96)	9%	(108)	1226
Income: 50k-100k	48%	(309)	41%	(265)	6%	(36)	5%	(33)	644
Income: 100k+	50%	(167)	43%	(141)	5%	(16)	2%	(7)	332
Ethnicity: White	44%	(763)	42%	(731)	7%	(118)	6%	(112)	1722

Continued on next page

Table MCSP5_2: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
The design or style of the product

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	46%	(1015)	40%	(890)	7%	(148)	7%	(148)	2201
Ethnicity: Hispanic	53%	(186)	37%	(131)	2%	(6)	8%	(27)	350
Ethnicity: Black	60%	(164)	25%	(68)	8%	(23)	7%	(19)	274
Ethnicity: Other	43%	(88)	45%	(91)	4%	(8)	8%	(17)	204
All Christian	43%	(442)	45%	(464)	5%	(56)	7%	(71)	1034
All Non-Christian	46%	(46)	39%	(39)	12%	(12)	3%	(3)	101
Atheist	42%	(46)	35%	(38)	14%	(15)	9%	(10)	108
Agnostic/Nothing in particular	46%	(259)	41%	(231)	7%	(40)	6%	(34)	564
Something Else	56%	(222)	30%	(118)	6%	(25)	8%	(30)	395
Religious Non-Protestant/Catholic	44%	(57)	43%	(56)	10%	(14)	4%	(5)	132
Evangelical	48%	(260)	38%	(209)	8%	(41)	7%	(35)	545
Non-Evangelical	46%	(387)	42%	(352)	5%	(38)	7%	(61)	838
Community: Urban	49%	(289)	40%	(237)	6%	(33)	6%	(33)	592
Community: Suburban	47%	(487)	40%	(414)	6%	(65)	7%	(68)	1034
Community: Rural	42%	(239)	41%	(238)	9%	(51)	8%	(47)	575
Employ: Private Sector	50%	(308)	39%	(236)	7%	(43)	4%	(24)	611
Employ: Government	39%	(52)	47%	(63)	4%	(6)	10%	(14)	135
Employ: Self-Employed	52%	(96)	33%	(60)	8%	(15)	7%	(13)	184
Employ: Homemaker	47%	(72)	43%	(66)	4%	(7)	5%	(8)	153
Employ: Student	67%	(69)	22%	(23)	1%	(1)	10%	(10)	102
Employ: Retired	37%	(198)	47%	(251)	7%	(39)	8%	(42)	530
Employ: Unemployed	48%	(165)	36%	(122)	9%	(31)	7%	(25)	342
Employ: Other	38%	(55)	48%	(69)	5%	(8)	8%	(12)	143
Military HH: Yes	41%	(155)	43%	(163)	9%	(34)	7%	(28)	380
Military HH: No	47%	(860)	40%	(727)	6%	(115)	7%	(120)	1821
RD/WT: Right Direction	43%	(275)	38%	(241)	8%	(50)	11%	(70)	635
RD/WT: Wrong Track	47%	(740)	41%	(649)	6%	(98)	5%	(78)	1566
Trump Job Approve	45%	(398)	40%	(359)	7%	(64)	8%	(72)	893
Trump Job Disapprove	48%	(584)	41%	(494)	6%	(75)	5%	(66)	1218

Continued on next page

Table MCSP5_2: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
The design or style of the product

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	46%	(1015)	40%	(890)	7%	(148)	7%	(148)	2201
Trump Job Strongly Approve	42%	(222)	40%	(213)	7%	(39)	11%	(56)	531
Trump Job Somewhat Approve	49%	(176)	40%	(146)	7%	(25)	4%	(16)	362
Trump Job Somewhat Disapprove	44%	(103)	38%	(90)	8%	(19)	10%	(23)	236
Trump Job Strongly Disapprove	49%	(480)	41%	(404)	6%	(56)	4%	(42)	982
Favorable of Trump	45%	(406)	39%	(348)	8%	(69)	8%	(74)	897
Unfavorable of Trump	48%	(574)	42%	(507)	6%	(67)	5%	(58)	1206
Very Favorable of Trump	44%	(251)	38%	(216)	8%	(48)	9%	(52)	567
Somewhat Favorable of Trump	47%	(155)	40%	(131)	6%	(21)	7%	(22)	329
Somewhat Unfavorable of Trump	44%	(92)	38%	(80)	8%	(17)	9%	(19)	207
Very Unfavorable of Trump	48%	(482)	43%	(427)	5%	(50)	4%	(40)	998
#1 Issue: Economy	50%	(426)	39%	(336)	5%	(44)	5%	(46)	851
#1 Issue: Security	38%	(70)	49%	(92)	6%	(11)	7%	(13)	186
#1 Issue: Health Care	48%	(203)	42%	(179)	6%	(28)	4%	(17)	426
#1 Issue: Medicare / Social Security	35%	(94)	43%	(114)	11%	(30)	11%	(29)	265
#1 Issue: Women's Issues	44%	(55)	51%	(63)	2%	(2)	3%	(3)	123
#1 Issue: Education	43%	(49)	28%	(32)	17%	(19)	12%	(14)	114
#1 Issue: Energy	46%	(34)	35%	(26)	5%	(4)	13%	(9)	73
#1 Issue: Other	52%	(85)	31%	(50)	7%	(11)	10%	(17)	163
2018 House Vote: Democrat	50%	(366)	41%	(305)	6%	(42)	3%	(23)	736
2018 House Vote: Republican	40%	(241)	44%	(270)	7%	(45)	9%	(52)	608
2016 Vote: Hillary Clinton	48%	(314)	42%	(273)	5%	(35)	4%	(29)	651
2016 Vote: Donald Trump	42%	(285)	44%	(296)	7%	(48)	7%	(49)	677
2016 Vote: Other	43%	(56)	46%	(59)	6%	(7)	6%	(7)	130
2016 Vote: Didn't Vote	49%	(361)	35%	(261)	8%	(57)	8%	(62)	741
Voted in 2014: Yes	43%	(517)	44%	(536)	7%	(81)	6%	(71)	1206
Voted in 2014: No	50%	(497)	36%	(354)	7%	(67)	8%	(77)	995

Continued on next page

Table MCSP5_2: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
The design or style of the product

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	46%	(1015)	40%	(890)	7%	(148)	7%	(148)	2201
2012 Vote: Barack Obama	47%	(384)	42%	(342)	6%	(49)	5%	(40)	816
2012 Vote: Mitt Romney	37%	(166)	48%	(213)	7%	(32)	7%	(33)	443
2012 Vote: Other	33%	(27)	53%	(44)	8%	(7)	6%	(5)	83
2012 Vote: Didn't Vote	51%	(436)	34%	(287)	7%	(61)	8%	(69)	853
4-Region: Northeast	49%	(193)	39%	(154)	6%	(25)	6%	(22)	394
4-Region: Midwest	42%	(194)	46%	(211)	7%	(33)	5%	(25)	462
4-Region: South	49%	(405)	38%	(317)	5%	(44)	7%	(60)	825
4-Region: West	43%	(223)	40%	(209)	9%	(46)	8%	(41)	520
Sports fans	50%	(722)	39%	(567)	6%	(81)	5%	(68)	1439
Avid sports fans	61%	(283)	31%	(144)	4%	(20)	3%	(15)	461
Casual sports fans	45%	(439)	43%	(423)	6%	(62)	5%	(54)	978
NFL fans	50%	(682)	39%	(527)	6%	(80)	5%	(63)	1353
MLB fans	48%	(542)	41%	(460)	7%	(76)	5%	(53)	1132
NBA fans	55%	(554)	36%	(368)	5%	(49)	4%	(41)	1012
NHL fans	49%	(369)	40%	(305)	6%	(44)	5%	(35)	753
WNBA fans	57%	(274)	35%	(169)	5%	(25)	3%	(16)	484
College football fans	49%	(539)	40%	(443)	6%	(64)	5%	(59)	1104
College basketball fans	49%	(450)	42%	(386)	5%	(45)	3%	(32)	912
Golf fans	48%	(297)	42%	(260)	5%	(31)	6%	(35)	624
Tennis fans	48%	(334)	43%	(299)	5%	(32)	5%	(32)	697
Auto racing fans	48%	(385)	39%	(311)	7%	(55)	6%	(46)	797
Soccer fans	49%	(354)	40%	(287)	6%	(39)	5%	(35)	716
Gymnastics fans	48%	(481)	41%	(405)	7%	(66)	4%	(44)	996
Competitive swimming fans	50%	(325)	41%	(268)	5%	(31)	4%	(27)	651
Basketball players	56%	(136)	33%	(81)	4%	(11)	7%	(17)	245
Basketball fans	54%	(418)	37%	(289)	4%	(33)	5%	(36)	776
Sneaker enthusiasts	62%	(281)	30%	(138)	5%	(24)	3%	(12)	455
Golfers	41%	(83)	48%	(96)	4%	(9)	7%	(15)	203
Athletes	53%	(224)	35%	(149)	7%	(32)	5%	(21)	426

Continued on next page

Table MCSP5_2: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
The design or style of the product

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	46%	(1015)	40%	(890)	7%	(148)	7%	(148)	2201
Under Armour: Very fav	68%	(395)	26%	(151)	4%	(21)	3%	(15)	582
Nike: Very fav	65%	(518)	28%	(221)	4%	(33)	4%	(30)	801
Adidas: Very fav	68%	(448)	25%	(168)	4%	(23)	4%	(25)	664
Michael Jordan: Very fav	63%	(469)	29%	(218)	5%	(34)	3%	(25)	746
LeBron James: Very fav	67%	(318)	27%	(130)	4%	(20)	1%	(7)	474
Stephen Curry: Very fav	63%	(256)	27%	(111)	6%	(25)	4%	(16)	408
Jordan Brand: Very fav	67%	(273)	26%	(107)	4%	(18)	2%	(10)	408
Curry Brand: Very fav	67%	(116)	29%	(50)	3%	(5)	1%	(1)	173
Under Armour: Favorable	52%	(757)	38%	(556)	6%	(83)	4%	(52)	1448
Nike: Favorable	53%	(788)	38%	(557)	5%	(79)	4%	(60)	1484
Adidas: Favorable	52%	(832)	38%	(600)	6%	(92)	4%	(70)	1594
Michael Jordan: Favorable	52%	(791)	37%	(567)	6%	(97)	4%	(62)	1518
LeBron James: Favorable	54%	(576)	37%	(393)	7%	(70)	3%	(36)	1076
Stephen Curry: Favorable	52%	(489)	39%	(371)	5%	(49)	4%	(35)	945
Jordan Brand: Favorable	55%	(496)	37%	(334)	5%	(49)	3%	(24)	903
Curry Brand: Favorable	55%	(266)	41%	(199)	4%	(18)	1%	(3)	487
Often buy sportswear	70%	(212)	25%	(75)	3%	(10)	2%	(7)	304
Often/Sometimes buy sportswear	55%	(711)	37%	(489)	5%	(64)	3%	(40)	1303
Familiar with Michael Jordan	46%	(1006)	40%	(879)	7%	(147)	7%	(143)	2175
Familiar with LeBron James	47%	(983)	41%	(861)	7%	(139)	6%	(124)	2107
Familiar with Steph Curry	46%	(776)	42%	(699)	6%	(103)	6%	(105)	1682

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

Table MCSP5_3: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?

Whether the product is endorsed or worn by a well-known sports figure

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	8%	(168)	14%	(304)	22%	(483)	57%	(1246)	2201
Gender: Male	9%	(101)	16%	(170)	22%	(231)	53%	(560)	1062
Gender: Female	6%	(67)	12%	(134)	22%	(252)	60%	(686)	1139
Age: 18-34	13%	(87)	19%	(125)	25%	(165)	42%	(278)	655
Age: 35-44	14%	(50)	25%	(90)	23%	(82)	38%	(136)	358
Age: 45-64	3%	(25)	9%	(68)	22%	(162)	66%	(497)	751
Age: 65+	1%	(6)	5%	(21)	17%	(74)	77%	(335)	436
GenZers: 1997-2012	13%	(32)	24%	(61)	23%	(58)	40%	(102)	253
Millennials: 1981-1996	14%	(87)	19%	(118)	26%	(159)	40%	(242)	606
GenXers: 1965-1980	6%	(29)	15%	(80)	23%	(122)	56%	(290)	520
Baby Boomers: 1946-1964	3%	(19)	6%	(41)	17%	(124)	75%	(541)	725
PID: Dem (no lean)	12%	(101)	18%	(148)	23%	(185)	46%	(372)	806
PID: Ind (no lean)	5%	(37)	11%	(81)	25%	(183)	59%	(441)	742
PID: Rep (no lean)	5%	(30)	11%	(75)	18%	(115)	66%	(433)	653
PID/Gender: Dem Men	17%	(63)	22%	(82)	22%	(83)	38%	(143)	371
PID/Gender: Dem Women	9%	(37)	15%	(66)	23%	(102)	53%	(230)	435
PID/Gender: Ind Men	5%	(19)	12%	(46)	25%	(92)	57%	(211)	368
PID/Gender: Ind Women	5%	(18)	9%	(35)	24%	(91)	61%	(230)	374
PID/Gender: Rep Men	6%	(19)	13%	(42)	17%	(56)	64%	(206)	323
PID/Gender: Rep Women	4%	(12)	10%	(33)	18%	(59)	69%	(226)	330
Ideo: Liberal (1-3)	9%	(58)	16%	(98)	23%	(140)	52%	(322)	619
Ideo: Moderate (4)	6%	(39)	17%	(101)	25%	(150)	52%	(318)	607
Ideo: Conservative (5-7)	6%	(45)	9%	(69)	18%	(135)	66%	(484)	732
Educ: < College	8%	(120)	14%	(216)	22%	(337)	55%	(839)	1513
Educ: Bachelors degree	5%	(23)	11%	(47)	23%	(100)	62%	(274)	444
Educ: Post-grad	10%	(25)	16%	(40)	19%	(46)	55%	(133)	244
Income: Under 50k	8%	(102)	14%	(172)	23%	(282)	55%	(669)	1226
Income: 50k-100k	6%	(42)	12%	(80)	20%	(128)	61%	(394)	644
Income: 100k+	7%	(25)	15%	(51)	22%	(73)	55%	(183)	332
Ethnicity: White	6%	(101)	12%	(199)	20%	(346)	62%	(1076)	1722

Continued on next page

Table MCSP5_3: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
Whether the product is endorsed or worn by a well-known sports figure

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	8%	(168)	14%	(304)	22%	(483)	57%	(1246)	2201
Ethnicity: Hispanic	12%	(42)	22%	(75)	26%	(90)	41%	(142)	350
Ethnicity: Black	17%	(46)	22%	(59)	32%	(88)	30%	(81)	274
Ethnicity: Other	10%	(21)	22%	(45)	24%	(49)	43%	(88)	204
All Christian	8%	(83)	12%	(126)	19%	(194)	61%	(631)	1034
All Non-Christian	11%	(11)	16%	(16)	23%	(23)	51%	(51)	101
Atheist	4%	(5)	12%	(13)	23%	(24)	61%	(65)	108
Agnostic/Nothing in particular	7%	(38)	14%	(79)	26%	(145)	54%	(302)	564
Something Else	8%	(32)	18%	(69)	25%	(98)	50%	(196)	395
Religious Non-Protestant/Catholic	8%	(11)	18%	(24)	21%	(27)	53%	(70)	132
Evangelical	12%	(66)	16%	(85)	23%	(127)	49%	(266)	545
Non-Evangelical	6%	(48)	11%	(96)	19%	(157)	64%	(538)	838
Community: Urban	13%	(77)	17%	(102)	24%	(145)	45%	(268)	592
Community: Suburban	5%	(51)	13%	(133)	21%	(213)	62%	(637)	1034
Community: Rural	7%	(40)	12%	(69)	22%	(125)	59%	(341)	575
Employ: Private Sector	11%	(65)	13%	(79)	27%	(165)	49%	(302)	611
Employ: Government	11%	(15)	16%	(21)	22%	(30)	51%	(69)	135
Employ: Self-Employed	9%	(16)	14%	(26)	21%	(39)	56%	(103)	184
Employ: Homemaker	6%	(9)	21%	(33)	13%	(19)	60%	(92)	153
Employ: Student	5%	(5)	25%	(25)	23%	(24)	47%	(48)	102
Employ: Retired	2%	(8)	6%	(33)	18%	(96)	74%	(393)	530
Employ: Unemployed	11%	(38)	18%	(62)	21%	(71)	50%	(172)	342
Employ: Other	9%	(13)	17%	(24)	27%	(39)	47%	(67)	143
Military HH: Yes	5%	(20)	13%	(49)	20%	(75)	62%	(236)	380
Military HH: No	8%	(148)	14%	(255)	22%	(409)	55%	(1009)	1821
RD/WT: Right Direction	12%	(77)	19%	(119)	20%	(130)	49%	(310)	635
RD/WT: Wrong Track	6%	(91)	12%	(185)	23%	(354)	60%	(936)	1566
Trump Job Approve	7%	(62)	13%	(113)	17%	(154)	63%	(565)	893
Trump Job Disapprove	8%	(103)	13%	(162)	25%	(306)	53%	(648)	1218

Continued on next page

Table MCSP5_3: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
Whether the product is endorsed or worn by a well-known sports figure

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	8%	(168)	14%	(304)	22%	(483)	57%	(1246)	2201
Trump Job Strongly Approve	7%	(37)	14%	(76)	12%	(63)	67%	(355)	531
Trump Job Somewhat Approve	7%	(25)	10%	(37)	25%	(91)	58%	(209)	362
Trump Job Somewhat Disapprove	7%	(15)	15%	(35)	30%	(70)	49%	(115)	236
Trump Job Strongly Disapprove	9%	(87)	13%	(127)	24%	(235)	54%	(533)	982
Favorable of Trump	7%	(67)	11%	(103)	19%	(167)	63%	(560)	897
Unfavorable of Trump	8%	(93)	15%	(175)	24%	(295)	53%	(642)	1206
Very Favorable of Trump	8%	(43)	13%	(73)	15%	(85)	65%	(367)	567
Somewhat Favorable of Trump	7%	(24)	9%	(29)	25%	(82)	59%	(194)	329
Somewhat Unfavorable of Trump	7%	(14)	17%	(34)	25%	(52)	51%	(107)	207
Very Unfavorable of Trump	8%	(79)	14%	(141)	24%	(243)	54%	(535)	998
#1 Issue: Economy	9%	(76)	15%	(128)	22%	(190)	54%	(457)	851
#1 Issue: Security	5%	(10)	13%	(24)	19%	(35)	63%	(117)	186
#1 Issue: Health Care	7%	(31)	14%	(62)	26%	(111)	52%	(222)	426
#1 Issue: Medicare / Social Security	4%	(11)	7%	(20)	22%	(57)	67%	(177)	265
#1 Issue: Women's Issues	12%	(15)	16%	(19)	17%	(21)	55%	(67)	123
#1 Issue: Education	12%	(13)	13%	(15)	29%	(33)	46%	(53)	114
#1 Issue: Energy	5%	(3)	21%	(16)	17%	(13)	57%	(42)	73
#1 Issue: Other	5%	(8)	13%	(20)	14%	(23)	68%	(111)	163
2018 House Vote: Democrat	9%	(64)	14%	(103)	25%	(182)	53%	(387)	736
2018 House Vote: Republican	5%	(28)	8%	(50)	18%	(108)	69%	(422)	608
2016 Vote: Hillary Clinton	9%	(61)	14%	(93)	24%	(154)	53%	(342)	651
2016 Vote: Donald Trump	5%	(36)	9%	(60)	18%	(122)	68%	(458)	677
2016 Vote: Other	—	(0)	6%	(8)	22%	(29)	71%	(93)	130
2016 Vote: Didn't Vote	10%	(70)	19%	(142)	24%	(178)	47%	(351)	741
Voted in 2014: Yes	6%	(74)	11%	(129)	22%	(262)	61%	(740)	1206
Voted in 2014: No	9%	(94)	18%	(174)	22%	(221)	51%	(505)	995

Continued on next page

Table MCSP5_3: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?

Whether the product is endorsed or worn by a well-known sports figure

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	8%	(168)	14%	(304)	22%	(483)	57%	(1246)	2201
2012 Vote: Barack Obama	8%	(64)	15%	(119)	25%	(202)	53%	(431)	816
2012 Vote: Mitt Romney	2%	(9)	7%	(29)	17%	(74)	75%	(331)	443
2012 Vote: Other	4%	(3)	7%	(6)	13%	(11)	76%	(64)	83
2012 Vote: Didn't Vote	11%	(92)	17%	(147)	23%	(197)	49%	(417)	853
4-Region: Northeast	7%	(27)	15%	(59)	23%	(91)	55%	(217)	394
4-Region: Midwest	6%	(26)	15%	(70)	23%	(105)	57%	(262)	462
4-Region: South	10%	(83)	14%	(115)	22%	(183)	54%	(443)	825
4-Region: West	6%	(32)	12%	(60)	20%	(104)	62%	(324)	520
Sports fans	9%	(127)	17%	(245)	26%	(370)	48%	(697)	1439
Avid sports fans	16%	(73)	22%	(103)	29%	(136)	33%	(150)	461
Casual sports fans	6%	(54)	15%	(142)	24%	(235)	56%	(547)	978
NFL fans	10%	(131)	18%	(241)	25%	(342)	47%	(639)	1353
MLB fans	10%	(117)	16%	(177)	24%	(268)	50%	(570)	1132
NBA fans	14%	(138)	21%	(211)	28%	(288)	37%	(375)	1012
NHL fans	11%	(85)	18%	(137)	21%	(161)	49%	(369)	753
WNBA fans	17%	(83)	26%	(124)	25%	(122)	32%	(155)	484
College football fans	10%	(106)	17%	(182)	25%	(272)	49%	(544)	1104
College basketball fans	12%	(111)	18%	(161)	28%	(253)	42%	(387)	912
Golf fans	12%	(76)	18%	(110)	23%	(146)	47%	(292)	624
Tennis fans	13%	(94)	20%	(141)	24%	(170)	42%	(293)	697
Auto racing fans	13%	(106)	19%	(148)	22%	(178)	46%	(365)	797
Soccer fans	15%	(105)	21%	(149)	24%	(170)	41%	(291)	716
Gymnastics fans	9%	(93)	15%	(150)	24%	(243)	51%	(510)	996
Competitive swimming fans	12%	(78)	20%	(129)	24%	(159)	44%	(285)	651
Basketball players	25%	(62)	31%	(76)	16%	(39)	27%	(67)	245
Basketball fans	15%	(115)	22%	(169)	27%	(210)	36%	(282)	776
Sneaker enthusiasts	16%	(73)	23%	(105)	29%	(133)	32%	(144)	455
Golfers	14%	(28)	15%	(30)	21%	(42)	51%	(103)	203
Athletes	19%	(79)	20%	(86)	24%	(102)	37%	(158)	426

Continued on next page

Table MCSP5_3: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?

Whether the product is endorsed or worn by a well-known sports figure

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	8%	(168)	14%	(304)	22%	(483)	57%	(1246)	2201
Under Armour: Very fav	17%	(98)	20%	(119)	23%	(132)	40%	(233)	582
Nike: Very fav	17%	(137)	22%	(173)	27%	(215)	34%	(276)	801
Adidas: Very fav	18%	(118)	21%	(140)	24%	(160)	37%	(246)	664
Michael Jordan: Very fav	17%	(130)	22%	(164)	22%	(166)	38%	(285)	746
LeBron James: Very fav	21%	(99)	24%	(112)	23%	(108)	33%	(155)	474
Stephen Curry: Very fav	23%	(92)	22%	(90)	23%	(93)	33%	(133)	408
Jordan Brand: Very fav	26%	(104)	26%	(107)	23%	(93)	25%	(103)	408
Curry Brand: Very fav	32%	(55)	26%	(45)	21%	(37)	20%	(35)	173
Under Armour: Favorable	9%	(135)	16%	(232)	25%	(359)	50%	(722)	1448
Nike: Favorable	11%	(157)	18%	(267)	26%	(386)	45%	(674)	1484
Adidas: Favorable	10%	(153)	16%	(259)	25%	(396)	49%	(786)	1594
Michael Jordan: Favorable	11%	(164)	16%	(245)	24%	(362)	49%	(746)	1518
LeBron James: Favorable	13%	(142)	19%	(203)	25%	(273)	43%	(460)	1076
Stephen Curry: Favorable	13%	(122)	18%	(171)	27%	(251)	42%	(401)	945
Jordan Brand: Favorable	14%	(127)	20%	(178)	29%	(258)	38%	(339)	903
Curry Brand: Favorable	20%	(98)	21%	(103)	29%	(139)	30%	(146)	487
Often buy sportswear	24%	(74)	22%	(65)	19%	(58)	35%	(106)	304
Often/Sometimes buy sportswear	11%	(140)	16%	(206)	25%	(332)	48%	(625)	1303
Familiar with Michael Jordan	8%	(167)	14%	(299)	22%	(477)	57%	(1233)	2175
Familiar with LeBron James	8%	(159)	14%	(293)	22%	(468)	56%	(1187)	2107
Familiar with Steph Curry	9%	(150)	16%	(264)	24%	(396)	52%	(872)	1682

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

Table MCSP5_4: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?

Whether the product endorsed or worn by a celebrity

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	6%	(128)	12%	(261)	23%	(513)	59%	(1299)	2201
Gender: Male	7%	(74)	13%	(141)	24%	(250)	56%	(596)	1062
Gender: Female	5%	(54)	11%	(120)	23%	(262)	62%	(703)	1139
Age: 18-34	9%	(62)	18%	(121)	30%	(194)	43%	(279)	655
Age: 35-44	10%	(34)	21%	(75)	25%	(90)	44%	(158)	358
Age: 45-64	4%	(27)	6%	(49)	20%	(153)	70%	(523)	751
Age: 65+	1%	(5)	4%	(17)	17%	(76)	78%	(339)	436
GenZers: 1997-2012	10%	(25)	26%	(65)	26%	(65)	39%	(98)	253
Millennials: 1981-1996	9%	(57)	17%	(103)	30%	(180)	44%	(266)	606
GenXers: 1965-1980	5%	(26)	11%	(58)	23%	(120)	61%	(316)	520
Baby Boomers: 1946-1964	3%	(19)	5%	(35)	18%	(128)	75%	(543)	725
PID: Dem (no lean)	9%	(76)	16%	(127)	26%	(212)	49%	(392)	806
PID: Ind (no lean)	3%	(24)	9%	(65)	24%	(181)	64%	(472)	742
PID: Rep (no lean)	4%	(28)	11%	(70)	18%	(120)	67%	(435)	653
PID/Gender: Dem Men	12%	(43)	18%	(67)	27%	(101)	43%	(160)	371
PID/Gender: Dem Women	8%	(33)	14%	(60)	25%	(111)	53%	(232)	435
PID/Gender: Ind Men	3%	(11)	10%	(38)	21%	(79)	65%	(240)	368
PID/Gender: Ind Women	3%	(13)	7%	(27)	27%	(102)	62%	(233)	374
PID/Gender: Rep Men	6%	(20)	11%	(36)	22%	(71)	61%	(197)	323
PID/Gender: Rep Women	3%	(8)	10%	(33)	15%	(50)	72%	(238)	330
Ideo: Liberal (1-3)	7%	(43)	13%	(78)	26%	(159)	55%	(339)	619
Ideo: Moderate (4)	5%	(30)	14%	(87)	26%	(156)	55%	(334)	607
Ideo: Conservative (5-7)	6%	(43)	7%	(52)	19%	(137)	68%	(500)	732
Educ: < College	6%	(88)	12%	(186)	24%	(363)	58%	(877)	1513
Educ: Bachelors degree	4%	(17)	9%	(42)	22%	(99)	64%	(286)	444
Educ: Post-grad	9%	(23)	14%	(34)	21%	(51)	56%	(137)	244
Income: Under 50k	6%	(78)	13%	(154)	24%	(294)	57%	(700)	1226
Income: 50k-100k	4%	(29)	10%	(66)	21%	(138)	64%	(411)	644
Income: 100k+	6%	(21)	12%	(41)	24%	(81)	57%	(188)	332
Ethnicity: White	4%	(77)	10%	(166)	21%	(358)	65%	(1121)	1722

Continued on next page

Table MCSP5_4: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?

Whether the product endorsed or worn by a celebrity

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	6%	(128)	12%	(261)	23%	(513)	59%	(1299)	2201
Ethnicity: Hispanic	7%	(26)	17%	(58)	31%	(107)	45%	(158)	350
Ethnicity: Black	14%	(38)	21%	(57)	34%	(93)	32%	(87)	274
Ethnicity: Other	6%	(13)	19%	(38)	30%	(62)	45%	(91)	204
All Christian	5%	(56)	10%	(103)	21%	(222)	63%	(652)	1034
All Non-Christian	12%	(12)	14%	(14)	27%	(27)	47%	(48)	101
Atheist	7%	(8)	10%	(11)	20%	(22)	63%	(68)	108
Agnostic/Nothing in particular	4%	(25)	15%	(83)	24%	(135)	57%	(321)	564
Something Else	7%	(26)	13%	(50)	27%	(108)	53%	(211)	395
Religious Non-Protestant/Catholic	10%	(13)	11%	(15)	27%	(36)	52%	(68)	132
Evangelical	9%	(50)	14%	(75)	24%	(133)	53%	(287)	545
Non-Evangelical	4%	(32)	8%	(69)	22%	(186)	66%	(551)	838
Community: Urban	9%	(55)	20%	(116)	23%	(136)	48%	(286)	592
Community: Suburban	4%	(43)	9%	(92)	24%	(243)	63%	(656)	1034
Community: Rural	5%	(31)	9%	(54)	23%	(133)	62%	(358)	575
Employ: Private Sector	8%	(50)	11%	(68)	27%	(162)	54%	(331)	611
Employ: Government	8%	(10)	15%	(20)	22%	(30)	55%	(74)	135
Employ: Self-Employed	6%	(11)	13%	(23)	28%	(52)	53%	(98)	184
Employ: Homemaker	5%	(8)	12%	(18)	19%	(29)	64%	(98)	153
Employ: Student	4%	(4)	17%	(18)	28%	(29)	51%	(52)	102
Employ: Retired	2%	(9)	5%	(28)	17%	(88)	76%	(406)	530
Employ: Unemployed	7%	(23)	19%	(65)	25%	(85)	49%	(169)	342
Employ: Other	9%	(12)	15%	(21)	26%	(38)	50%	(72)	143
Military HH: Yes	4%	(14)	10%	(39)	19%	(72)	67%	(255)	380
Military HH: No	6%	(114)	12%	(222)	24%	(440)	57%	(1045)	1821
RD/WT: Right Direction	9%	(60)	17%	(110)	22%	(138)	52%	(327)	635
RD/WT: Wrong Track	4%	(68)	10%	(151)	24%	(374)	62%	(972)	1566
Trump Job Approve	6%	(53)	10%	(90)	18%	(162)	66%	(588)	893
Trump Job Disapprove	6%	(71)	12%	(141)	27%	(326)	56%	(680)	1218

Continued on next page

Table MCSP5_4: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
Whether the product endorsed or worn by a celebrity

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	6%	(128)	12%	(261)	23%	(513)	59%	(1299)	2201
Trump Job Strongly Approve	5%	(27)	11%	(57)	14%	(75)	70%	(371)	531
Trump Job Somewhat Approve	7%	(26)	9%	(33)	24%	(86)	60%	(217)	362
Trump Job Somewhat Disapprove	7%	(16)	12%	(29)	26%	(62)	55%	(129)	236
Trump Job Strongly Disapprove	6%	(55)	11%	(112)	27%	(264)	56%	(551)	982
Favorable of Trump	6%	(55)	10%	(85)	19%	(170)	65%	(587)	897
Unfavorable of Trump	5%	(64)	12%	(143)	27%	(331)	55%	(668)	1206
Very Favorable of Trump	5%	(29)	9%	(52)	18%	(102)	68%	(384)	567
Somewhat Favorable of Trump	8%	(25)	10%	(33)	20%	(67)	62%	(203)	329
Somewhat Unfavorable of Trump	8%	(17)	11%	(23)	25%	(53)	55%	(114)	207
Very Unfavorable of Trump	5%	(47)	12%	(120)	28%	(278)	55%	(554)	998
#1 Issue: Economy	7%	(56)	12%	(102)	25%	(210)	57%	(483)	851
#1 Issue: Security	4%	(7)	11%	(21)	18%	(34)	67%	(124)	186
#1 Issue: Health Care	6%	(27)	14%	(59)	24%	(103)	56%	(237)	426
#1 Issue: Medicare / Social Security	3%	(7)	7%	(20)	22%	(60)	67%	(179)	265
#1 Issue: Women's Issues	9%	(12)	16%	(20)	23%	(28)	52%	(64)	123
#1 Issue: Education	10%	(11)	12%	(14)	30%	(34)	49%	(55)	114
#1 Issue: Energy	3%	(2)	14%	(10)	19%	(14)	64%	(47)	73
#1 Issue: Other	3%	(5)	10%	(16)	19%	(31)	68%	(111)	163
2018 House Vote: Democrat	8%	(57)	12%	(85)	27%	(196)	54%	(399)	736
2018 House Vote: Republican	4%	(25)	8%	(50)	16%	(95)	72%	(438)	608
2016 Vote: Hillary Clinton	8%	(53)	11%	(75)	26%	(168)	55%	(355)	651
2016 Vote: Donald Trump	5%	(35)	6%	(44)	18%	(120)	71%	(479)	677
2016 Vote: Other	—	(0)	3%	(4)	23%	(30)	73%	(95)	130
2016 Vote: Didn't Vote	5%	(41)	19%	(138)	26%	(194)	50%	(368)	741
Voted in 2014: Yes	6%	(69)	8%	(101)	22%	(264)	64%	(772)	1206
Voted in 2014: No	6%	(59)	16%	(160)	25%	(249)	53%	(528)	995

Continued on next page

Table MCSP5_4: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
Whether the product endorsed or worn by a celebrity

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	6%	(128)	12%	(261)	23%	(513)	59%	(1299)	2201
2012 Vote: Barack Obama	7%	(58)	10%	(85)	26%	(215)	56%	(458)	816
2012 Vote: Mitt Romney	2%	(7)	7%	(32)	15%	(65)	76%	(339)	443
2012 Vote: Other	7%	(6)	4%	(4)	16%	(14)	72%	(60)	83
2012 Vote: Didn't Vote	7%	(57)	16%	(140)	26%	(219)	51%	(437)	853
4-Region: Northeast	6%	(25)	10%	(41)	27%	(106)	56%	(222)	394
4-Region: Midwest	4%	(20)	12%	(53)	24%	(111)	60%	(278)	462
4-Region: South	8%	(67)	12%	(97)	22%	(185)	58%	(475)	825
4-Region: West	3%	(16)	13%	(70)	21%	(110)	62%	(324)	520
Sports fans	7%	(100)	13%	(190)	28%	(405)	52%	(744)	1439
Avid sports fans	13%	(58)	18%	(82)	32%	(147)	38%	(174)	461
Casual sports fans	4%	(43)	11%	(108)	26%	(258)	58%	(570)	978
NFL fans	7%	(96)	14%	(185)	28%	(385)	51%	(687)	1353
MLB fans	7%	(83)	13%	(148)	27%	(303)	53%	(598)	1132
NBA fans	10%	(103)	17%	(167)	33%	(335)	40%	(407)	1012
NHL fans	10%	(73)	13%	(101)	26%	(196)	51%	(383)	753
WNBA fans	14%	(65)	19%	(90)	33%	(159)	35%	(169)	484
College football fans	8%	(93)	13%	(139)	26%	(292)	53%	(580)	1104
College basketball fans	10%	(92)	14%	(124)	30%	(278)	46%	(418)	912
Golf fans	10%	(62)	14%	(87)	27%	(169)	49%	(305)	624
Tennis fans	11%	(74)	18%	(128)	26%	(185)	44%	(310)	697
Auto racing fans	10%	(80)	15%	(118)	27%	(217)	48%	(382)	797
Soccer fans	9%	(63)	18%	(131)	28%	(203)	45%	(319)	716
Gymnastics fans	8%	(78)	13%	(133)	25%	(253)	53%	(532)	996
Competitive swimming fans	10%	(64)	16%	(106)	29%	(187)	45%	(293)	651
Basketball players	18%	(44)	25%	(62)	24%	(58)	33%	(81)	245
Basketball fans	12%	(91)	17%	(130)	32%	(244)	40%	(310)	776
Sneaker enthusiasts	14%	(66)	16%	(75)	32%	(145)	37%	(170)	455
Golfers	12%	(25)	13%	(26)	19%	(38)	56%	(114)	203
Athletes	15%	(63)	18%	(78)	24%	(100)	43%	(185)	426

Continued on next page

Table MCSP5_4: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
Whether the product endorsed or worn by a celebrity

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	6%	(128)	12%	(261)	23%	(513)	59%	(1299)	2201
Under Armour: Very fav	12%	(68)	19%	(112)	27%	(155)	42%	(247)	582
Nike: Very fav	13%	(104)	19%	(150)	31%	(249)	37%	(298)	801
Adidas: Very fav	12%	(79)	20%	(136)	29%	(190)	39%	(260)	664
Michael Jordan: Very fav	13%	(100)	19%	(142)	30%	(226)	37%	(278)	746
LeBron James: Very fav	16%	(76)	22%	(103)	28%	(131)	35%	(165)	474
Stephen Curry: Very fav	15%	(62)	20%	(84)	30%	(121)	35%	(143)	408
Jordan Brand: Very fav	20%	(81)	26%	(107)	28%	(114)	26%	(106)	408
Curry Brand: Very fav	27%	(46)	28%	(48)	23%	(40)	22%	(38)	173
Under Armour: Favorable	7%	(101)	14%	(203)	26%	(383)	53%	(760)	1448
Nike: Favorable	8%	(117)	15%	(227)	29%	(427)	48%	(714)	1484
Adidas: Favorable	7%	(110)	14%	(224)	27%	(432)	52%	(828)	1594
Michael Jordan: Favorable	8%	(119)	14%	(219)	27%	(407)	51%	(772)	1518
LeBron James: Favorable	9%	(100)	16%	(177)	30%	(323)	44%	(476)	1076
Stephen Curry: Favorable	10%	(91)	16%	(156)	29%	(277)	45%	(420)	945
Jordan Brand: Favorable	11%	(101)	17%	(153)	31%	(278)	41%	(371)	903
Curry Brand: Favorable	17%	(84)	21%	(102)	30%	(147)	32%	(154)	487
Often buy sportswear	18%	(53)	20%	(61)	23%	(71)	39%	(118)	304
Often/Sometimes buy sportswear	8%	(101)	14%	(183)	27%	(354)	51%	(666)	1303
Familiar with Michael Jordan	6%	(126)	12%	(257)	23%	(509)	59%	(1284)	2175
Familiar with LeBron James	6%	(124)	12%	(248)	24%	(499)	59%	(1235)	2107
Familiar with Steph Curry	7%	(114)	13%	(224)	26%	(436)	54%	(908)	1682

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

Table MCSP5_5: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?

Whether the product is designed by or named after a well-known sports figure

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	8%	(184)	15%	(329)	21%	(470)	55%	(1218)	2201
Gender: Male	11%	(121)	17%	(178)	20%	(209)	52%	(554)	1062
Gender: Female	6%	(63)	13%	(152)	23%	(260)	58%	(664)	1139
Age: 18-34	12%	(81)	21%	(141)	27%	(174)	40%	(260)	655
Age: 35-44	15%	(54)	25%	(88)	21%	(76)	39%	(140)	358
Age: 45-64	5%	(39)	10%	(74)	19%	(146)	66%	(492)	751
Age: 65+	2%	(10)	6%	(27)	17%	(73)	75%	(326)	436
GenZers: 1997-2012	11%	(29)	24%	(62)	27%	(69)	37%	(94)	253
Millennials: 1981-1996	13%	(80)	23%	(142)	24%	(147)	39%	(238)	606
GenXers: 1965-1980	8%	(44)	13%	(68)	23%	(118)	56%	(290)	520
Baby Boomers: 1946-1964	4%	(30)	8%	(55)	16%	(115)	73%	(526)	725
PID: Dem (no lean)	13%	(101)	20%	(161)	21%	(172)	46%	(371)	806
PID: Ind (no lean)	6%	(43)	14%	(106)	22%	(166)	58%	(427)	742
PID: Rep (no lean)	6%	(40)	10%	(62)	20%	(131)	64%	(420)	653
PID/Gender: Dem Men	18%	(69)	22%	(82)	19%	(71)	41%	(151)	371
PID/Gender: Dem Women	8%	(33)	18%	(80)	23%	(102)	51%	(221)	435
PID/Gender: Ind Men	6%	(22)	16%	(59)	21%	(76)	57%	(211)	368
PID/Gender: Ind Women	6%	(21)	13%	(47)	24%	(91)	58%	(216)	374
PID/Gender: Rep Men	9%	(30)	12%	(37)	20%	(63)	60%	(193)	323
PID/Gender: Rep Women	3%	(9)	8%	(25)	21%	(68)	69%	(227)	330
Ideo: Liberal (1-3)	10%	(61)	15%	(96)	22%	(136)	53%	(325)	619
Ideo: Moderate (4)	8%	(46)	17%	(105)	24%	(144)	51%	(312)	607
Ideo: Conservative (5-7)	8%	(55)	10%	(71)	18%	(130)	65%	(476)	732
Educ: < College	9%	(133)	16%	(239)	21%	(320)	54%	(820)	1513
Educ: Bachelors degree	5%	(24)	11%	(50)	23%	(103)	60%	(267)	444
Educ: Post-grad	11%	(27)	17%	(41)	19%	(46)	53%	(130)	244
Income: Under 50k	9%	(109)	15%	(186)	22%	(272)	54%	(659)	1226
Income: 50k-100k	7%	(48)	14%	(89)	19%	(125)	59%	(381)	644
Income: 100k+	8%	(27)	17%	(55)	22%	(72)	54%	(178)	332
Ethnicity: White	6%	(105)	13%	(217)	19%	(334)	62%	(1066)	1722

Continued on next page

Table MCSP5_5: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?

Whether the product is designed by or named after a well-known sports figure

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	8%	(184)	15%	(329)	21%	(470)	55%	(1218)	2201
Ethnicity: Hispanic	10%	(36)	26%	(92)	23%	(80)	40%	(141)	350
Ethnicity: Black	21%	(58)	25%	(69)	26%	(72)	27%	(75)	274
Ethnicity: Other	10%	(20)	21%	(43)	31%	(63)	38%	(78)	204
All Christian	9%	(89)	11%	(116)	20%	(209)	60%	(620)	1034
All Non-Christian	5%	(5)	23%	(23)	24%	(24)	48%	(48)	101
Atheist	8%	(9)	13%	(14)	18%	(20)	60%	(65)	108
Agnostic/Nothing in particular	8%	(44)	16%	(92)	24%	(136)	52%	(292)	564
Something Else	9%	(36)	21%	(85)	21%	(81)	49%	(192)	395
Religious Non-Protestant/Catholic	6%	(8)	18%	(24)	26%	(34)	50%	(66)	132
Evangelical	13%	(69)	18%	(96)	20%	(107)	50%	(273)	545
Non-Evangelical	6%	(52)	12%	(99)	20%	(167)	62%	(520)	838
Community: Urban	13%	(76)	21%	(125)	21%	(123)	45%	(268)	592
Community: Suburban	6%	(59)	13%	(131)	22%	(229)	59%	(614)	1034
Community: Rural	8%	(49)	13%	(73)	21%	(118)	58%	(336)	575
Employ: Private Sector	12%	(74)	15%	(89)	23%	(143)	50%	(305)	611
Employ: Government	12%	(16)	16%	(22)	20%	(27)	53%	(71)	135
Employ: Self-Employed	5%	(8)	19%	(35)	24%	(44)	53%	(97)	184
Employ: Homemaker	6%	(9)	15%	(24)	19%	(29)	60%	(91)	153
Employ: Student	7%	(7)	26%	(27)	19%	(20)	48%	(49)	102
Employ: Retired	3%	(15)	8%	(40)	17%	(91)	72%	(384)	530
Employ: Unemployed	12%	(40)	18%	(63)	25%	(85)	45%	(154)	342
Employ: Other	11%	(15)	21%	(30)	22%	(31)	47%	(67)	143
Military HH: Yes	6%	(25)	15%	(58)	17%	(64)	61%	(233)	380
Military HH: No	9%	(159)	15%	(271)	22%	(405)	54%	(985)	1821
RD/WT: Right Direction	14%	(89)	18%	(113)	21%	(135)	47%	(297)	635
RD/WT: Wrong Track	6%	(95)	14%	(216)	21%	(335)	59%	(921)	1566
Trump Job Approve	8%	(74)	11%	(99)	20%	(176)	61%	(545)	893
Trump Job Disapprove	8%	(102)	17%	(201)	22%	(267)	53%	(648)	1218

Continued on next page

Table MCSP5_5: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
Whether the product is designed by or named after a well-known sports figure

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	8%	(184)	15%	(329)	21%	(470)	55%	(1218)	2201
Trump Job Strongly Approve	8%	(44)	10%	(55)	15%	(82)	66%	(350)	531
Trump Job Somewhat Approve	8%	(30)	12%	(44)	26%	(94)	54%	(194)	362
Trump Job Somewhat Disapprove	4%	(10)	24%	(57)	23%	(55)	48%	(114)	236
Trump Job Strongly Disapprove	9%	(92)	15%	(144)	22%	(212)	54%	(533)	982
Favorable of Trump	8%	(73)	12%	(108)	20%	(177)	60%	(539)	897
Unfavorable of Trump	8%	(99)	16%	(196)	23%	(273)	53%	(638)	1206
Very Favorable of Trump	8%	(47)	11%	(60)	18%	(101)	63%	(359)	567
Somewhat Favorable of Trump	8%	(26)	14%	(47)	23%	(76)	55%	(180)	329
Somewhat Unfavorable of Trump	8%	(17)	14%	(29)	28%	(58)	49%	(103)	207
Very Unfavorable of Trump	8%	(82)	17%	(166)	21%	(215)	54%	(536)	998
#1 Issue: Economy	10%	(89)	15%	(129)	23%	(195)	51%	(438)	851
#1 Issue: Security	6%	(11)	14%	(26)	18%	(33)	63%	(116)	186
#1 Issue: Health Care	8%	(35)	16%	(70)	23%	(97)	53%	(224)	426
#1 Issue: Medicare / Social Security	5%	(13)	12%	(32)	21%	(57)	62%	(164)	265
#1 Issue: Women's Issues	10%	(12)	23%	(28)	15%	(18)	52%	(64)	123
#1 Issue: Education	5%	(6)	19%	(21)	25%	(28)	52%	(59)	114
#1 Issue: Energy	7%	(5)	9%	(6)	22%	(16)	62%	(46)	73
#1 Issue: Other	8%	(14)	10%	(17)	16%	(26)	65%	(106)	163
2018 House Vote: Democrat	11%	(84)	14%	(106)	21%	(157)	53%	(389)	736
2018 House Vote: Republican	6%	(34)	9%	(54)	18%	(110)	67%	(410)	608
2016 Vote: Hillary Clinton	11%	(72)	16%	(104)	20%	(132)	53%	(343)	651
2016 Vote: Donald Trump	7%	(46)	8%	(56)	19%	(130)	66%	(446)	677
2016 Vote: Other	—	(1)	7%	(9)	20%	(26)	73%	(94)	130
2016 Vote: Didn't Vote	9%	(65)	22%	(161)	25%	(182)	45%	(333)	741
Voted in 2014: Yes	8%	(102)	11%	(130)	20%	(244)	61%	(729)	1206
Voted in 2014: No	8%	(82)	20%	(200)	23%	(225)	49%	(489)	995

Continued on next page

Table MCSP5_5: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?

Whether the product is designed by or named after a well-known sports figure

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	8%	(184)	15%	(329)	21%	(470)	55%	(1218)	2201
2012 Vote: Barack Obama	10%	(82)	14%	(118)	22%	(181)	53%	(434)	816
2012 Vote: Mitt Romney	4%	(20)	6%	(28)	16%	(71)	73%	(324)	443
2012 Vote: Other	7%	(6)	5%	(4)	20%	(17)	68%	(56)	83
2012 Vote: Didn't Vote	9%	(75)	21%	(177)	24%	(201)	47%	(400)	853
4-Region: Northeast	11%	(42)	11%	(44)	24%	(93)	55%	(215)	394
4-Region: Midwest	8%	(36)	16%	(76)	21%	(97)	55%	(254)	462
4-Region: South	11%	(91)	15%	(128)	20%	(167)	53%	(439)	825
4-Region: West	3%	(15)	16%	(81)	22%	(113)	60%	(310)	520
Sports fans	10%	(147)	18%	(257)	25%	(359)	47%	(676)	1439
Avid sports fans	17%	(80)	25%	(117)	24%	(112)	33%	(152)	461
Casual sports fans	7%	(67)	14%	(140)	25%	(247)	54%	(524)	978
NFL fans	11%	(144)	19%	(255)	24%	(324)	47%	(629)	1353
MLB fans	11%	(122)	17%	(198)	23%	(257)	49%	(555)	1132
NBA fans	15%	(147)	23%	(229)	27%	(270)	36%	(366)	1012
NHL fans	13%	(100)	16%	(121)	24%	(181)	47%	(351)	753
WNBA fans	19%	(90)	26%	(125)	25%	(119)	31%	(150)	484
College football fans	12%	(129)	17%	(192)	23%	(256)	48%	(528)	1104
College basketball fans	14%	(126)	19%	(172)	25%	(229)	42%	(385)	912
Golf fans	14%	(87)	17%	(103)	26%	(160)	44%	(274)	624
Tennis fans	14%	(98)	21%	(147)	25%	(172)	40%	(280)	697
Auto racing fans	14%	(112)	19%	(149)	23%	(187)	44%	(349)	797
Soccer fans	13%	(95)	21%	(148)	26%	(187)	40%	(286)	716
Gymnastics fans	10%	(104)	16%	(155)	24%	(235)	50%	(503)	996
Competitive swimming fans	13%	(87)	19%	(122)	25%	(161)	43%	(280)	651
Basketball players	24%	(58)	31%	(75)	18%	(44)	27%	(67)	245
Basketball fans	16%	(125)	23%	(181)	25%	(193)	36%	(277)	776
Sneaker enthusiasts	19%	(87)	25%	(116)	27%	(125)	28%	(128)	455
Golfers	16%	(32)	11%	(23)	21%	(43)	51%	(104)	203
Athletes	17%	(71)	24%	(103)	20%	(84)	39%	(167)	426

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Table MCSP5_5: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?

Whether the product is designed by or named after a well-known sports figure

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	8%	(184)	15%	(329)	21%	(470)	55%	(1218)	2201
Under Armour: Very fav	19%	(112)	20%	(119)	21%	(120)	40%	(230)	582
Nike: Very fav	20%	(158)	21%	(171)	26%	(210)	33%	(262)	801
Adidas: Very fav	21%	(139)	21%	(140)	23%	(154)	35%	(232)	664
Michael Jordan: Very fav	19%	(142)	22%	(166)	23%	(174)	35%	(264)	746
LeBron James: Very fav	22%	(103)	26%	(123)	21%	(97)	32%	(151)	474
Stephen Curry: Very fav	21%	(87)	23%	(96)	22%	(90)	33%	(135)	408
Jordan Brand: Very fav	28%	(114)	25%	(102)	24%	(97)	23%	(95)	408
Curry Brand: Very fav	35%	(61)	28%	(49)	17%	(30)	19%	(33)	173
Under Armour: Favorable	11%	(153)	17%	(250)	23%	(337)	49%	(708)	1448
Nike: Favorable	12%	(176)	19%	(289)	25%	(368)	44%	(651)	1484
Adidas: Favorable	11%	(174)	18%	(279)	24%	(377)	48%	(763)	1594
Michael Jordan: Favorable	11%	(168)	18%	(272)	23%	(352)	48%	(725)	1518
LeBron James: Favorable	14%	(149)	20%	(216)	25%	(265)	42%	(447)	1076
Stephen Curry: Favorable	14%	(129)	19%	(179)	26%	(246)	41%	(391)	945
Jordan Brand: Favorable	16%	(145)	21%	(194)	27%	(240)	36%	(324)	903
Curry Brand: Favorable	21%	(101)	24%	(119)	27%	(129)	28%	(138)	487
Often buy sportswear	24%	(74)	24%	(72)	23%	(69)	29%	(88)	304
Often/Sometimes buy sportswear	12%	(157)	18%	(235)	24%	(316)	46%	(596)	1303
Familiar with Michael Jordan	8%	(180)	15%	(325)	21%	(467)	55%	(1203)	2175
Familiar with LeBron James	9%	(180)	15%	(319)	21%	(450)	55%	(1159)	2107
Familiar with Steph Curry	10%	(167)	17%	(283)	23%	(387)	50%	(846)	1682

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table MCSP5_6: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?

Whether the product is designed by or named after a celebrity

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	6%	(138)	12%	(264)	22%	(480)	60%	(1319)	2201
Gender: Male	8%	(85)	13%	(143)	22%	(238)	56%	(596)	1062
Gender: Female	5%	(54)	11%	(121)	21%	(241)	63%	(723)	1139
Age: 18-34	9%	(60)	20%	(128)	27%	(175)	45%	(292)	655
Age: 35-44	15%	(55)	18%	(66)	22%	(80)	44%	(157)	358
Age: 45-64	3%	(21)	7%	(55)	21%	(154)	69%	(522)	751
Age: 65+	1%	(3)	3%	(15)	16%	(70)	80%	(348)	436
GenZers: 1997-2012	10%	(25)	23%	(59)	27%	(67)	40%	(102)	253
Millennials: 1981-1996	12%	(71)	18%	(110)	25%	(154)	45%	(271)	606
GenXers: 1965-1980	4%	(23)	13%	(65)	23%	(117)	60%	(315)	520
Baby Boomers: 1946-1964	3%	(18)	4%	(26)	17%	(126)	77%	(555)	725
PID: Dem (no lean)	10%	(78)	16%	(128)	24%	(192)	51%	(408)	806
PID: Ind (no lean)	5%	(38)	9%	(69)	23%	(168)	63%	(467)	742
PID: Rep (no lean)	3%	(22)	10%	(67)	18%	(120)	68%	(444)	653
PID/Gender: Dem Men	13%	(49)	18%	(68)	25%	(91)	44%	(164)	371
PID/Gender: Dem Women	7%	(29)	14%	(60)	23%	(101)	56%	(245)	435
PID/Gender: Ind Men	6%	(22)	8%	(31)	23%	(84)	63%	(231)	368
PID/Gender: Ind Women	4%	(17)	10%	(38)	22%	(83)	63%	(236)	374
PID/Gender: Rep Men	4%	(14)	14%	(44)	20%	(63)	62%	(202)	323
PID/Gender: Rep Women	2%	(8)	7%	(22)	17%	(57)	74%	(242)	330
Ideo: Liberal (1-3)	8%	(48)	12%	(73)	23%	(141)	58%	(357)	619
Ideo: Moderate (4)	6%	(36)	13%	(82)	24%	(145)	57%	(344)	607
Ideo: Conservative (5-7)	4%	(33)	10%	(73)	19%	(138)	67%	(489)	732
Educ: < College	7%	(106)	12%	(185)	23%	(343)	58%	(879)	1513
Educ: Bachelors degree	3%	(14)	11%	(47)	20%	(88)	66%	(295)	444
Educ: Post-grad	8%	(19)	13%	(32)	20%	(48)	59%	(145)	244
Income: Under 50k	8%	(94)	12%	(146)	23%	(283)	57%	(703)	1226
Income: 50k-100k	4%	(25)	12%	(77)	18%	(119)	66%	(423)	644
Income: 100k+	6%	(20)	13%	(42)	24%	(78)	58%	(193)	332
Ethnicity: White	5%	(84)	10%	(176)	19%	(324)	66%	(1138)	1722

Continued on next page

Table MCSP5_6: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?

Whether the product is designed by or named after a celebrity

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	6%	(138)	12%	(264)	22%	(480)	60%	(1319)	2201
Ethnicity: Hispanic	9%	(31)	14%	(50)	31%	(110)	46%	(159)	350
Ethnicity: Black	16%	(43)	21%	(58)	32%	(89)	31%	(84)	274
Ethnicity: Other	5%	(11)	15%	(30)	32%	(66)	48%	(97)	204
All Christian	5%	(54)	10%	(103)	20%	(205)	65%	(672)	1034
All Non-Christian	6%	(6)	25%	(26)	16%	(16)	53%	(53)	101
Atheist	8%	(8)	8%	(9)	22%	(24)	62%	(67)	108
Agnostic/Nothing in particular	7%	(39)	13%	(72)	25%	(138)	56%	(314)	564
Something Else	8%	(31)	14%	(54)	25%	(97)	54%	(212)	395
Religious Non-Protestant/Catholic	5%	(7)	21%	(28)	18%	(24)	55%	(73)	132
Evangelical	9%	(51)	13%	(71)	26%	(140)	52%	(283)	545
Non-Evangelical	4%	(33)	9%	(77)	18%	(150)	69%	(578)	838
Community: Urban	10%	(58)	16%	(94)	22%	(129)	52%	(311)	592
Community: Suburban	5%	(50)	9%	(93)	22%	(233)	64%	(658)	1034
Community: Rural	5%	(31)	13%	(76)	21%	(118)	61%	(350)	575
Employ: Private Sector	8%	(48)	10%	(63)	27%	(167)	55%	(334)	611
Employ: Government	7%	(9)	17%	(22)	17%	(23)	60%	(81)	135
Employ: Self-Employed	4%	(7)	16%	(29)	21%	(40)	59%	(109)	184
Employ: Homemaker	5%	(8)	15%	(24)	15%	(22)	65%	(99)	153
Employ: Student	7%	(7)	22%	(22)	19%	(20)	52%	(53)	102
Employ: Retired	1%	(8)	4%	(23)	18%	(96)	76%	(404)	530
Employ: Unemployed	11%	(37)	15%	(52)	23%	(79)	51%	(174)	342
Employ: Other	10%	(15)	21%	(29)	24%	(34)	45%	(65)	143
Military HH: Yes	3%	(12)	10%	(37)	21%	(80)	66%	(251)	380
Military HH: No	7%	(126)	12%	(227)	22%	(400)	59%	(1068)	1821
RD/WT: Right Direction	11%	(67)	15%	(94)	24%	(155)	50%	(319)	635
RD/WT: Wrong Track	5%	(71)	11%	(170)	21%	(325)	64%	(1000)	1566
Trump Job Approve	5%	(44)	12%	(104)	18%	(161)	65%	(585)	893
Trump Job Disapprove	7%	(84)	11%	(138)	24%	(292)	58%	(705)	1218

Continued on next page

Table MCSP5_6: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
Whether the product is designed by or named after a celebrity

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	6%	(138)	12%	(264)	22%	(480)	60%	(1319)	2201
Trump Job Strongly Approve	5%	(24)	10%	(54)	16%	(84)	69%	(369)	531
Trump Job Somewhat Approve	5%	(20)	14%	(50)	21%	(76)	60%	(216)	362
Trump Job Somewhat Disapprove	5%	(12)	13%	(30)	28%	(66)	54%	(128)	236
Trump Job Strongly Disapprove	7%	(72)	11%	(108)	23%	(226)	59%	(576)	982
Favorable of Trump	5%	(44)	11%	(101)	20%	(176)	64%	(577)	897
Unfavorable of Trump	7%	(80)	11%	(135)	24%	(288)	58%	(702)	1206
Very Favorable of Trump	4%	(24)	9%	(54)	19%	(108)	67%	(381)	567
Somewhat Favorable of Trump	6%	(20)	14%	(47)	20%	(67)	59%	(195)	329
Somewhat Unfavorable of Trump	8%	(17)	12%	(25)	23%	(48)	56%	(117)	207
Very Unfavorable of Trump	6%	(64)	11%	(110)	24%	(240)	59%	(585)	998
#1 Issue: Economy	7%	(57)	14%	(119)	22%	(191)	57%	(484)	851
#1 Issue: Security	3%	(6)	10%	(18)	19%	(36)	68%	(126)	186
#1 Issue: Health Care	10%	(44)	10%	(43)	23%	(100)	56%	(239)	426
#1 Issue: Medicare / Social Security	3%	(7)	9%	(24)	19%	(50)	70%	(185)	265
#1 Issue: Women's Issues	9%	(12)	17%	(20)	17%	(21)	57%	(70)	123
#1 Issue: Education	7%	(8)	13%	(14)	29%	(33)	51%	(59)	114
#1 Issue: Energy	3%	(3)	13%	(10)	19%	(14)	64%	(47)	73
#1 Issue: Other	2%	(3)	10%	(16)	21%	(34)	67%	(110)	163
2018 House Vote: Democrat	8%	(61)	11%	(81)	22%	(165)	58%	(429)	736
2018 House Vote: Republican	3%	(16)	9%	(52)	17%	(102)	72%	(438)	608
2016 Vote: Hillary Clinton	8%	(55)	12%	(76)	24%	(155)	56%	(364)	651
2016 Vote: Donald Trump	3%	(21)	8%	(54)	18%	(124)	71%	(478)	677
2016 Vote: Other	—	(0)	2%	(3)	19%	(25)	79%	(102)	130
2016 Vote: Didn't Vote	8%	(62)	18%	(131)	24%	(176)	50%	(372)	741
Voted in 2014: Yes	6%	(67)	9%	(110)	20%	(236)	66%	(792)	1206
Voted in 2014: No	7%	(71)	15%	(154)	24%	(243)	53%	(527)	995

Continued on next page

Table MCSP5_6: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
Whether the product is designed by or named after a celebrity

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	6%	(138)	12%	(264)	22%	(480)	60%	(1319)	2201
2012 Vote: Barack Obama	7%	(54)	12%	(96)	23%	(191)	58%	(475)	816
2012 Vote: Mitt Romney	2%	(11)	6%	(24)	15%	(66)	77%	(342)	443
2012 Vote: Other	3%	(2)	6%	(5)	19%	(16)	72%	(60)	83
2012 Vote: Didn't Vote	8%	(71)	16%	(138)	24%	(207)	51%	(437)	853
4-Region: Northeast	6%	(23)	11%	(44)	22%	(87)	61%	(240)	394
4-Region: Midwest	5%	(25)	14%	(65)	21%	(97)	60%	(275)	462
4-Region: South	8%	(64)	12%	(100)	25%	(202)	56%	(458)	825
4-Region: West	5%	(26)	11%	(56)	18%	(93)	66%	(346)	520
Sports fans	8%	(115)	14%	(204)	26%	(373)	52%	(747)	1439
Avid sports fans	14%	(64)	21%	(96)	30%	(140)	35%	(161)	461
Casual sports fans	5%	(51)	11%	(107)	24%	(234)	60%	(585)	978
NFL fans	9%	(118)	15%	(199)	26%	(351)	51%	(685)	1353
MLB fans	8%	(95)	15%	(165)	24%	(270)	53%	(601)	1132
NBA fans	11%	(107)	19%	(188)	29%	(296)	42%	(421)	1012
NHL fans	10%	(77)	16%	(118)	22%	(167)	52%	(391)	753
WNBA fans	14%	(68)	20%	(97)	28%	(137)	38%	(182)	484
College football fans	8%	(94)	14%	(156)	25%	(277)	52%	(578)	1104
College basketball fans	10%	(89)	16%	(149)	27%	(248)	47%	(426)	912
Golf fans	10%	(60)	15%	(96)	26%	(164)	49%	(303)	624
Tennis fans	11%	(79)	17%	(122)	24%	(169)	47%	(328)	697
Auto racing fans	10%	(80)	16%	(126)	26%	(210)	48%	(382)	797
Soccer fans	9%	(63)	19%	(136)	26%	(187)	46%	(330)	716
Gymnastics fans	8%	(77)	13%	(131)	25%	(246)	54%	(542)	996
Competitive swimming fans	9%	(61)	18%	(119)	24%	(157)	48%	(314)	651
Basketball players	22%	(54)	24%	(58)	24%	(59)	30%	(74)	245
Basketball fans	12%	(94)	18%	(142)	29%	(222)	41%	(318)	776
Sneaker enthusiasts	12%	(56)	24%	(107)	30%	(138)	34%	(154)	455
Golfers	12%	(24)	13%	(26)	21%	(43)	54%	(110)	203
Athletes	13%	(54)	20%	(85)	25%	(107)	42%	(179)	426

Continued on next page

Table MCSP5_6: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
Whether the product is designed by or named after a celebrity

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	6%	(138)	12%	(264)	22%	(480)	60%	(1319)	2201
Under Armour: Very fav	14%	(84)	17%	(98)	24%	(138)	45%	(261)	582
Nike: Very fav	14%	(110)	20%	(159)	28%	(227)	38%	(306)	801
Adidas: Very fav	15%	(99)	18%	(119)	27%	(176)	41%	(270)	664
Michael Jordan: Very fav	14%	(108)	17%	(127)	27%	(201)	42%	(311)	746
LeBron James: Very fav	17%	(79)	19%	(90)	26%	(123)	39%	(183)	474
Stephen Curry: Very fav	17%	(70)	18%	(75)	26%	(106)	39%	(157)	408
Jordan Brand: Very fav	21%	(85)	28%	(113)	26%	(105)	26%	(105)	408
Curry Brand: Very fav	28%	(48)	29%	(50)	20%	(34)	23%	(40)	173
Under Armour: Favorable	8%	(115)	13%	(192)	25%	(362)	54%	(779)	1448
Nike: Favorable	9%	(132)	15%	(228)	26%	(393)	49%	(731)	1484
Adidas: Favorable	8%	(123)	13%	(213)	25%	(401)	54%	(856)	1594
Michael Jordan: Favorable	9%	(133)	14%	(210)	25%	(376)	53%	(799)	1518
LeBron James: Favorable	11%	(119)	15%	(165)	27%	(287)	47%	(506)	1076
Stephen Curry: Favorable	10%	(98)	16%	(148)	27%	(258)	47%	(441)	945
Jordan Brand: Favorable	12%	(108)	19%	(169)	29%	(264)	40%	(362)	903
Curry Brand: Favorable	16%	(80)	23%	(111)	29%	(140)	32%	(155)	487
Often buy sportswear	17%	(53)	26%	(79)	21%	(63)	36%	(108)	304
Often/Sometimes buy sportswear	9%	(114)	14%	(185)	26%	(338)	51%	(666)	1303
Familiar with Michael Jordan	6%	(137)	12%	(259)	22%	(475)	60%	(1305)	2175
Familiar with LeBron James	6%	(134)	12%	(251)	22%	(466)	60%	(1256)	2107
Familiar with Steph Curry	7%	(121)	14%	(230)	24%	(405)	55%	(925)	1682

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

Table MCSP5_7: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
The price

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	65%	(1427)	28%	(616)	3%	(73)	4%	(85)	2201
Gender: Male	63%	(671)	28%	(295)	4%	(45)	5%	(51)	1062
Gender: Female	66%	(756)	28%	(321)	2%	(28)	3%	(34)	1139
Age: 18-34	62%	(404)	27%	(174)	6%	(39)	6%	(38)	655
Age: 35-44	59%	(209)	37%	(131)	2%	(6)	3%	(11)	358
Age: 45-64	70%	(529)	25%	(185)	2%	(17)	3%	(20)	751
Age: 65+	65%	(284)	29%	(126)	3%	(11)	4%	(16)	436
GenZers: 1997-2012	59%	(149)	27%	(68)	6%	(16)	8%	(20)	253
Millennials: 1981-1996	62%	(375)	30%	(181)	5%	(27)	4%	(22)	606
GenXers: 1965-1980	64%	(334)	31%	(161)	1%	(7)	4%	(19)	520
Baby Boomers: 1946-1964	71%	(516)	23%	(164)	3%	(21)	3%	(24)	725
PID: Dem (no lean)	65%	(525)	29%	(234)	2%	(19)	4%	(29)	806
PID: Ind (no lean)	62%	(459)	29%	(215)	4%	(31)	5%	(37)	742
PID: Rep (no lean)	68%	(443)	26%	(168)	3%	(23)	3%	(19)	653
PID/Gender: Dem Men	63%	(234)	28%	(103)	4%	(13)	6%	(21)	371
PID/Gender: Dem Women	67%	(291)	30%	(131)	1%	(6)	2%	(8)	435
PID/Gender: Ind Men	59%	(218)	30%	(112)	4%	(16)	6%	(22)	368
PID/Gender: Ind Women	65%	(241)	27%	(103)	4%	(15)	4%	(15)	374
PID/Gender: Rep Men	68%	(220)	25%	(80)	5%	(16)	2%	(8)	323
PID/Gender: Rep Women	68%	(223)	27%	(88)	2%	(7)	3%	(11)	330
Ideo: Liberal (1-3)	69%	(426)	26%	(158)	2%	(13)	3%	(21)	619
Ideo: Moderate (4)	64%	(388)	29%	(174)	4%	(25)	3%	(20)	607
Ideo: Conservative (5-7)	67%	(489)	28%	(204)	3%	(19)	3%	(19)	732
Educ: < College	66%	(993)	26%	(396)	3%	(51)	5%	(73)	1513
Educ: Bachelors degree	64%	(282)	32%	(141)	3%	(12)	2%	(9)	444
Educ: Post-grad	62%	(152)	33%	(80)	4%	(9)	1%	(3)	244
Income: Under 50k	68%	(840)	23%	(288)	3%	(40)	5%	(58)	1226
Income: 50k-100k	60%	(389)	34%	(218)	2%	(12)	4%	(24)	644
Income: 100k+	60%	(198)	33%	(110)	6%	(21)	1%	(3)	332
Ethnicity: White	64%	(1099)	30%	(519)	3%	(49)	3%	(55)	1722

Continued on next page

Table MCSP5_7: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
The price

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	65%	(1427)	28%	(616)	3%	(73)	4%	(85)	2201
Ethnicity: Hispanic	61%	(214)	32%	(112)	2%	(8)	4%	(16)	350
Ethnicity: Black	74%	(204)	17%	(47)	3%	(10)	5%	(14)	274
Ethnicity: Other	61%	(124)	25%	(51)	7%	(14)	8%	(16)	204
All Christian	67%	(688)	29%	(297)	2%	(22)	3%	(27)	1034
All Non-Christian	63%	(63)	21%	(21)	14%	(14)	2%	(2)	101
Atheist	66%	(72)	21%	(23)	5%	(6)	8%	(8)	108
Agnostic/Nothing in particular	59%	(334)	32%	(183)	4%	(23)	4%	(24)	564
Something Else	68%	(270)	23%	(92)	2%	(9)	6%	(24)	395
Religious Non-Protestant/Catholic	67%	(88)	20%	(26)	11%	(15)	2%	(3)	132
Evangelical	71%	(387)	23%	(127)	2%	(13)	3%	(18)	545
Non-Evangelical	64%	(539)	30%	(255)	2%	(16)	3%	(28)	838
Community: Urban	67%	(398)	25%	(149)	4%	(22)	4%	(23)	592
Community: Suburban	65%	(669)	30%	(310)	2%	(23)	3%	(32)	1034
Community: Rural	62%	(359)	27%	(157)	5%	(29)	5%	(31)	575
Employ: Private Sector	63%	(385)	31%	(192)	3%	(21)	2%	(13)	611
Employ: Government	63%	(85)	24%	(32)	5%	(7)	8%	(10)	135
Employ: Self-Employed	59%	(108)	31%	(57)	7%	(12)	4%	(7)	184
Employ: Homemaker	65%	(99)	31%	(48)	1%	(1)	3%	(5)	153
Employ: Student	66%	(68)	19%	(19)	6%	(7)	9%	(9)	102
Employ: Retired	68%	(360)	26%	(138)	2%	(13)	4%	(20)	530
Employ: Unemployed	69%	(237)	23%	(80)	3%	(10)	4%	(14)	342
Employ: Other	59%	(84)	35%	(50)	2%	(2)	5%	(7)	143
Military HH: Yes	68%	(259)	25%	(94)	2%	(8)	5%	(19)	380
Military HH: No	64%	(1168)	29%	(522)	4%	(65)	4%	(67)	1821
RD/WT: Right Direction	61%	(386)	28%	(178)	5%	(29)	7%	(42)	635
RD/WT: Wrong Track	66%	(1040)	28%	(439)	3%	(44)	3%	(43)	1566
Trump Job Approve	66%	(589)	27%	(244)	3%	(27)	4%	(33)	893
Trump Job Disapprove	66%	(806)	28%	(335)	3%	(35)	3%	(42)	1218

Continued on next page

Table MCSP5_7: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
The price

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	65%	(1427)	28%	(616)	3%	(73)	4%	(85)	2201
Trump Job Strongly Approve	67%	(357)	25%	(133)	3%	(15)	5%	(26)	531
Trump Job Somewhat Approve	64%	(232)	31%	(111)	3%	(12)	2%	(7)	362
Trump Job Somewhat Disapprove	63%	(148)	30%	(70)	2%	(4)	6%	(13)	236
Trump Job Strongly Disapprove	67%	(657)	27%	(266)	3%	(31)	3%	(28)	982
Favorable of Trump	66%	(593)	27%	(241)	4%	(34)	3%	(29)	897
Unfavorable of Trump	65%	(788)	28%	(342)	3%	(33)	3%	(42)	1206
Very Favorable of Trump	68%	(384)	25%	(139)	3%	(20)	4%	(25)	567
Somewhat Favorable of Trump	64%	(209)	31%	(102)	4%	(14)	1%	(4)	329
Somewhat Unfavorable of Trump	63%	(131)	30%	(62)	2%	(4)	5%	(10)	207
Very Unfavorable of Trump	66%	(658)	28%	(280)	3%	(29)	3%	(32)	998
#1 Issue: Economy	65%	(551)	31%	(262)	3%	(23)	2%	(16)	851
#1 Issue: Security	70%	(130)	22%	(41)	4%	(8)	4%	(7)	186
#1 Issue: Health Care	66%	(282)	30%	(126)	2%	(9)	2%	(9)	426
#1 Issue: Medicare / Social Security	66%	(175)	24%	(63)	4%	(11)	6%	(16)	265
#1 Issue: Women's Issues	62%	(76)	27%	(33)	5%	(6)	6%	(8)	123
#1 Issue: Education	56%	(64)	30%	(34)	3%	(4)	11%	(13)	114
#1 Issue: Energy	60%	(44)	24%	(18)	4%	(3)	13%	(9)	73
#1 Issue: Other	65%	(105)	25%	(41)	5%	(9)	5%	(8)	163
2018 House Vote: Democrat	67%	(495)	28%	(209)	2%	(17)	2%	(16)	736
2018 House Vote: Republican	70%	(426)	24%	(148)	3%	(21)	2%	(13)	608
2016 Vote: Hillary Clinton	66%	(431)	29%	(187)	3%	(16)	2%	(16)	651
2016 Vote: Donald Trump	68%	(458)	27%	(181)	3%	(21)	2%	(17)	677
2016 Vote: Other	71%	(93)	23%	(29)	3%	(4)	3%	(4)	130
2016 Vote: Didn't Vote	60%	(444)	29%	(218)	4%	(31)	7%	(49)	741
Voted in 2014: Yes	68%	(817)	27%	(322)	3%	(39)	2%	(27)	1206
Voted in 2014: No	61%	(609)	30%	(294)	3%	(34)	6%	(58)	995

Continued on next page

Table MCSP5_7: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
The price

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	65%	(1427)	28%	(616)	3%	(73)	4%	(85)	2201
2012 Vote: Barack Obama	67%	(548)	27%	(220)	3%	(23)	3%	(24)	816
2012 Vote: Mitt Romney	65%	(288)	31%	(137)	3%	(11)	2%	(7)	443
2012 Vote: Other	65%	(54)	24%	(20)	9%	(8)	2%	(2)	83
2012 Vote: Didn't Vote	63%	(534)	28%	(236)	4%	(31)	6%	(53)	853
4-Region: Northeast	61%	(242)	32%	(127)	4%	(17)	2%	(8)	394
4-Region: Midwest	67%	(308)	27%	(124)	3%	(16)	3%	(14)	462
4-Region: South	67%	(553)	25%	(207)	3%	(26)	5%	(39)	825
4-Region: West	62%	(323)	30%	(157)	3%	(15)	5%	(25)	520
Sports fans	65%	(938)	29%	(416)	3%	(47)	3%	(38)	1439
Avid sports fans	67%	(308)	27%	(124)	3%	(14)	3%	(15)	461
Casual sports fans	64%	(630)	30%	(292)	3%	(33)	2%	(23)	978
NFL fans	65%	(885)	28%	(379)	4%	(47)	3%	(41)	1353
MLB fans	64%	(720)	30%	(339)	4%	(47)	2%	(27)	1132
NBA fans	65%	(656)	29%	(297)	3%	(34)	3%	(25)	1012
NHL fans	61%	(461)	31%	(237)	5%	(34)	3%	(21)	753
WNBA fans	65%	(315)	27%	(132)	4%	(18)	4%	(17)	484
College football fans	66%	(731)	27%	(302)	4%	(40)	3%	(32)	1104
College basketball fans	65%	(592)	29%	(263)	4%	(36)	2%	(22)	912
Golf fans	61%	(382)	31%	(195)	4%	(22)	4%	(25)	624
Tennis fans	61%	(424)	31%	(216)	5%	(32)	3%	(24)	697
Auto racing fans	64%	(514)	27%	(217)	4%	(33)	4%	(33)	797
Soccer fans	61%	(436)	30%	(218)	4%	(32)	4%	(30)	716
Gymnastics fans	66%	(656)	28%	(281)	3%	(34)	3%	(25)	996
Competitive swimming fans	64%	(417)	28%	(184)	4%	(24)	4%	(26)	651
Basketball players	58%	(141)	29%	(71)	4%	(10)	9%	(23)	245
Basketball fans	66%	(511)	28%	(216)	3%	(25)	3%	(24)	776
Sneaker enthusiasts	60%	(275)	29%	(132)	6%	(27)	5%	(21)	455
Golfers	58%	(118)	35%	(72)	4%	(7)	3%	(6)	203
Athletes	59%	(252)	31%	(132)	5%	(20)	5%	(22)	426

Continued on next page

Table MCSP5_7: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
The price

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	65%	(1427)	28%	(616)	3%	(73)	4%	(85)	2201
Under Armour: Very fav	72%	(417)	24%	(140)	2%	(14)	2%	(11)	582
Nike: Very fav	68%	(542)	26%	(211)	3%	(27)	3%	(22)	801
Adidas: Very fav	68%	(450)	26%	(172)	2%	(15)	4%	(28)	664
Michael Jordan: Very fav	68%	(505)	26%	(197)	3%	(21)	3%	(23)	746
LeBron James: Very fav	68%	(323)	26%	(125)	3%	(15)	2%	(11)	474
Stephen Curry: Very fav	73%	(298)	21%	(85)	4%	(17)	2%	(8)	408
Jordan Brand: Very fav	69%	(283)	26%	(105)	3%	(11)	2%	(10)	408
Curry Brand: Very fav	72%	(124)	26%	(44)	2%	(3)	1%	(2)	173
Under Armour: Favorable	67%	(968)	29%	(418)	3%	(38)	2%	(24)	1448
Nike: Favorable	65%	(970)	29%	(432)	3%	(46)	2%	(36)	1484
Adidas: Favorable	66%	(1056)	29%	(457)	3%	(40)	3%	(40)	1594
Michael Jordan: Favorable	66%	(1000)	29%	(435)	3%	(45)	2%	(38)	1518
LeBron James: Favorable	66%	(709)	29%	(311)	3%	(31)	2%	(26)	1076
Stephen Curry: Favorable	67%	(634)	28%	(269)	3%	(26)	2%	(17)	945
Jordan Brand: Favorable	66%	(598)	29%	(262)	3%	(29)	2%	(14)	903
Curry Brand: Favorable	67%	(325)	28%	(139)	4%	(18)	1%	(5)	487
Often buy sportswear	57%	(175)	30%	(92)	9%	(27)	3%	(10)	304
Often/Sometimes buy sportswear	64%	(838)	30%	(390)	4%	(46)	2%	(30)	1303
Familiar with Michael Jordan	65%	(1416)	28%	(607)	3%	(72)	4%	(80)	2175
Familiar with LeBron James	65%	(1373)	28%	(589)	3%	(70)	4%	(76)	2107
Familiar with Steph Curry	63%	(1065)	30%	(499)	3%	(57)	4%	(61)	1682

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

Table MCSP5_8: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?

Athletic performance

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	30%	(653)	36%	(798)	17%	(366)	17%	(383)	2201
Gender: Male	32%	(335)	37%	(395)	15%	(162)	16%	(170)	1062
Gender: Female	28%	(318)	35%	(404)	18%	(204)	19%	(213)	1139
Age: 18-34	35%	(226)	39%	(256)	14%	(92)	12%	(81)	655
Age: 35-44	38%	(137)	41%	(147)	11%	(38)	10%	(35)	358
Age: 45-64	29%	(217)	35%	(262)	18%	(139)	18%	(134)	751
Age: 65+	17%	(73)	30%	(133)	22%	(97)	31%	(133)	436
GenZers: 1997-2012	34%	(86)	36%	(91)	14%	(36)	16%	(40)	253
Millennials: 1981-1996	37%	(223)	42%	(253)	13%	(77)	9%	(53)	606
GenXers: 1965-1980	32%	(166)	37%	(193)	16%	(82)	15%	(79)	520
Baby Boomers: 1946-1964	23%	(165)	32%	(233)	20%	(149)	25%	(178)	725
PID: Dem (no lean)	34%	(274)	39%	(317)	13%	(102)	14%	(114)	806
PID: Ind (no lean)	28%	(210)	33%	(242)	21%	(157)	18%	(133)	742
PID: Rep (no lean)	26%	(170)	37%	(239)	16%	(107)	21%	(136)	653
PID/Gender: Dem Men	37%	(139)	38%	(141)	12%	(45)	12%	(46)	371
PID/Gender: Dem Women	31%	(135)	40%	(176)	13%	(57)	16%	(68)	435
PID/Gender: Ind Men	27%	(99)	37%	(134)	19%	(68)	18%	(66)	368
PID/Gender: Ind Women	30%	(111)	29%	(108)	24%	(89)	18%	(67)	374
PID/Gender: Rep Men	30%	(97)	37%	(119)	15%	(48)	18%	(58)	323
PID/Gender: Rep Women	22%	(72)	36%	(120)	18%	(59)	24%	(78)	330
Ideo: Liberal (1-3)	34%	(213)	38%	(235)	14%	(84)	14%	(87)	619
Ideo: Moderate (4)	28%	(171)	37%	(225)	18%	(111)	17%	(101)	607
Ideo: Conservative (5-7)	28%	(204)	34%	(248)	18%	(134)	20%	(145)	732
Educ: < College	28%	(429)	34%	(519)	17%	(262)	20%	(303)	1513
Educ: Bachelors degree	31%	(139)	41%	(181)	18%	(80)	10%	(44)	444
Educ: Post-grad	35%	(86)	40%	(98)	10%	(24)	15%	(36)	244
Income: Under 50k	28%	(344)	35%	(424)	17%	(213)	20%	(245)	1226
Income: 50k-100k	33%	(210)	36%	(233)	16%	(102)	15%	(98)	644
Income: 100k+	30%	(100)	43%	(142)	15%	(51)	12%	(40)	332
Ethnicity: White	28%	(482)	36%	(628)	17%	(295)	18%	(317)	1722

Continued on next page

Table MCSP5_8: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
Athletic performance

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	30%	(653)	36%	(798)	17%	(366)	17%	(383)	2201
Ethnicity: Hispanic	44%	(155)	40%	(138)	10%	(35)	6%	(21)	350
Ethnicity: Black	37%	(102)	33%	(91)	15%	(42)	14%	(40)	274
Ethnicity: Other	34%	(70)	39%	(79)	14%	(29)	13%	(26)	204
All Christian	32%	(328)	35%	(363)	16%	(164)	17%	(178)	1034
All Non-Christian	26%	(26)	38%	(38)	21%	(21)	15%	(15)	101
Atheist	33%	(36)	27%	(29)	27%	(29)	13%	(14)	108
Agnostic/Nothing in particular	24%	(134)	38%	(213)	19%	(107)	20%	(111)	564
Something Else	33%	(129)	39%	(155)	12%	(46)	16%	(65)	395
Religious Non-Protestant/Catholic	28%	(37)	35%	(47)	20%	(26)	17%	(22)	132
Evangelical	32%	(172)	37%	(202)	15%	(83)	16%	(88)	545
Non-Evangelical	32%	(272)	36%	(298)	14%	(121)	18%	(148)	838
Community: Urban	34%	(198)	39%	(230)	13%	(78)	14%	(85)	592
Community: Suburban	30%	(313)	36%	(369)	18%	(184)	16%	(167)	1034
Community: Rural	25%	(142)	35%	(199)	18%	(104)	23%	(131)	575
Employ: Private Sector	34%	(210)	36%	(222)	16%	(95)	14%	(84)	611
Employ: Government	35%	(48)	40%	(54)	11%	(14)	14%	(18)	135
Employ: Self-Employed	25%	(46)	43%	(80)	19%	(34)	13%	(24)	184
Employ: Homemaker	28%	(43)	45%	(69)	15%	(23)	11%	(17)	153
Employ: Student	35%	(36)	42%	(43)	6%	(6)	17%	(18)	102
Employ: Retired	21%	(110)	31%	(166)	20%	(108)	28%	(146)	530
Employ: Unemployed	34%	(118)	34%	(115)	17%	(58)	15%	(51)	342
Employ: Other	30%	(43)	34%	(49)	19%	(28)	17%	(24)	143
Military HH: Yes	30%	(116)	31%	(119)	19%	(71)	19%	(74)	380
Military HH: No	30%	(538)	37%	(679)	16%	(295)	17%	(309)	1821
RD/WT: Right Direction	29%	(182)	37%	(235)	17%	(105)	18%	(111)	635
RD/WT: Wrong Track	30%	(471)	36%	(563)	17%	(261)	17%	(272)	1566
Trump Job Approve	29%	(256)	34%	(304)	17%	(151)	20%	(183)	893
Trump Job Disapprove	31%	(379)	38%	(461)	16%	(190)	15%	(188)	1218

Continued on next page

Table MCSP5_8: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
Athletic performance

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	30%	(653)	36%	(798)	17%	(366)	17%	(383)	2201
Trump Job Strongly Approve	27%	(143)	31%	(165)	16%	(86)	26%	(138)	531
Trump Job Somewhat Approve	31%	(113)	38%	(139)	18%	(66)	12%	(44)	362
Trump Job Somewhat Disapprove	30%	(72)	44%	(104)	15%	(35)	11%	(25)	236
Trump Job Strongly Disapprove	31%	(307)	36%	(357)	16%	(155)	17%	(163)	982
Favorable of Trump	28%	(255)	34%	(302)	17%	(150)	21%	(190)	897
Unfavorable of Trump	31%	(376)	39%	(467)	16%	(187)	15%	(176)	1206
Very Favorable of Trump	28%	(161)	30%	(172)	17%	(95)	24%	(138)	567
Somewhat Favorable of Trump	28%	(94)	39%	(129)	17%	(55)	16%	(51)	329
Somewhat Unfavorable of Trump	33%	(68)	44%	(92)	15%	(32)	7%	(15)	207
Very Unfavorable of Trump	31%	(308)	38%	(375)	16%	(155)	16%	(160)	998
#1 Issue: Economy	32%	(271)	39%	(332)	17%	(142)	12%	(106)	851
#1 Issue: Security	26%	(49)	33%	(61)	17%	(32)	23%	(43)	186
#1 Issue: Health Care	30%	(128)	41%	(175)	16%	(70)	12%	(52)	426
#1 Issue: Medicare / Social Security	18%	(47)	27%	(73)	21%	(55)	34%	(90)	265
#1 Issue: Women's Issues	31%	(39)	42%	(52)	9%	(11)	17%	(21)	123
#1 Issue: Education	38%	(43)	25%	(28)	19%	(21)	19%	(21)	114
#1 Issue: Energy	36%	(26)	38%	(28)	12%	(9)	14%	(10)	73
#1 Issue: Other	31%	(50)	30%	(50)	15%	(25)	24%	(38)	163
2018 House Vote: Democrat	35%	(259)	36%	(263)	14%	(106)	15%	(109)	736
2018 House Vote: Republican	25%	(152)	35%	(213)	18%	(108)	22%	(135)	608
2016 Vote: Hillary Clinton	33%	(215)	37%	(238)	15%	(95)	16%	(102)	651
2016 Vote: Donald Trump	27%	(183)	35%	(235)	19%	(125)	20%	(134)	677
2016 Vote: Other	34%	(44)	30%	(40)	16%	(21)	20%	(26)	130
2016 Vote: Didn't Vote	28%	(210)	39%	(286)	17%	(125)	16%	(121)	741
Voted in 2014: Yes	28%	(338)	36%	(438)	17%	(204)	19%	(225)	1206
Voted in 2014: No	32%	(315)	36%	(360)	16%	(162)	16%	(158)	995

Continued on next page

Table MCSP5_8: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?

Athletic performance

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	30%	(653)	36%	(798)	17%	(366)	17%	(383)	2201
2012 Vote: Barack Obama	32%	(258)	35%	(284)	17%	(137)	17%	(137)	816
2012 Vote: Mitt Romney	21%	(92)	41%	(180)	18%	(78)	21%	(93)	443
2012 Vote: Other	25%	(21)	29%	(24)	22%	(18)	24%	(20)	83
2012 Vote: Didn't Vote	33%	(283)	36%	(304)	16%	(133)	16%	(133)	853
4-Region: Northeast	31%	(122)	34%	(136)	17%	(69)	17%	(68)	394
4-Region: Midwest	28%	(129)	38%	(177)	17%	(78)	17%	(79)	462
4-Region: South	32%	(262)	36%	(296)	15%	(122)	18%	(145)	825
4-Region: West	27%	(141)	36%	(190)	19%	(97)	18%	(92)	520
Sports fans	34%	(484)	40%	(575)	16%	(224)	11%	(157)	1439
Avid sports fans	43%	(199)	38%	(174)	13%	(58)	6%	(30)	461
Casual sports fans	29%	(284)	41%	(401)	17%	(166)	13%	(127)	978
NFL fans	34%	(461)	40%	(540)	15%	(202)	11%	(150)	1353
MLB fans	35%	(394)	37%	(419)	16%	(180)	12%	(139)	1132
NBA fans	40%	(407)	36%	(369)	15%	(151)	8%	(86)	1012
NHL fans	37%	(277)	38%	(286)	14%	(105)	11%	(85)	753
WNBA fans	43%	(207)	37%	(180)	12%	(57)	8%	(40)	484
College football fans	35%	(386)	38%	(421)	14%	(159)	13%	(138)	1104
College basketball fans	38%	(343)	39%	(358)	14%	(129)	9%	(82)	912
Golf fans	36%	(225)	40%	(248)	14%	(87)	10%	(64)	624
Tennis fans	36%	(252)	42%	(295)	14%	(95)	8%	(54)	697
Auto racing fans	33%	(263)	39%	(310)	14%	(113)	14%	(110)	797
Soccer fans	37%	(267)	42%	(302)	11%	(81)	9%	(66)	716
Gymnastics fans	32%	(322)	40%	(400)	14%	(143)	13%	(131)	996
Competitive swimming fans	39%	(252)	38%	(245)	12%	(80)	11%	(73)	651
Basketball players	48%	(116)	40%	(97)	7%	(17)	6%	(14)	245
Basketball fans	42%	(322)	37%	(288)	14%	(107)	8%	(59)	776
Sneaker enthusiasts	45%	(204)	38%	(171)	13%	(60)	4%	(20)	455
Golfers	35%	(71)	41%	(83)	15%	(31)	9%	(18)	203
Athletes	45%	(191)	41%	(173)	10%	(43)	4%	(19)	426

Continued on next page

Table MCSP5_8: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
Athletic performance

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	30%	(653)	36%	(798)	17%	(366)	17%	(383)	2201
Under Armour: Very fav	50%	(289)	33%	(193)	10%	(56)	8%	(44)	582
Nike: Very fav	43%	(349)	36%	(292)	10%	(82)	10%	(79)	801
Adidas: Very fav	47%	(314)	33%	(218)	11%	(73)	9%	(60)	664
Michael Jordan: Very fav	44%	(329)	37%	(273)	10%	(75)	9%	(69)	746
LeBron James: Very fav	47%	(225)	35%	(167)	9%	(44)	8%	(38)	474
Stephen Curry: Very fav	51%	(210)	31%	(127)	10%	(41)	7%	(30)	408
Jordan Brand: Very fav	49%	(200)	34%	(137)	10%	(42)	7%	(29)	408
Curry Brand: Very fav	59%	(102)	30%	(51)	9%	(15)	3%	(4)	173
Under Armour: Favorable	34%	(499)	39%	(564)	15%	(211)	12%	(174)	1448
Nike: Favorable	34%	(499)	39%	(579)	15%	(226)	12%	(180)	1484
Adidas: Favorable	34%	(536)	38%	(610)	16%	(250)	12%	(198)	1594
Michael Jordan: Favorable	34%	(513)	38%	(575)	16%	(248)	12%	(181)	1518
LeBron James: Favorable	37%	(394)	39%	(423)	13%	(144)	11%	(115)	1076
Stephen Curry: Favorable	40%	(381)	38%	(356)	13%	(126)	9%	(82)	945
Jordan Brand: Favorable	38%	(340)	40%	(358)	14%	(128)	8%	(76)	903
Curry Brand: Favorable	47%	(231)	38%	(183)	10%	(47)	5%	(26)	487
Often buy sportswear	53%	(162)	31%	(96)	11%	(33)	4%	(14)	304
Often/Sometimes buy sportswear	39%	(503)	37%	(479)	15%	(190)	10%	(131)	1303
Familiar with Michael Jordan	30%	(649)	36%	(787)	17%	(365)	17%	(375)	2175
Familiar with LeBron James	30%	(638)	36%	(768)	17%	(351)	17%	(350)	2107
Familiar with Steph Curry	32%	(540)	38%	(645)	16%	(270)	14%	(228)	1682

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

Table MCSP5_9: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
How rare or exclusive the product is

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	10%	(215)	18%	(394)	23%	(497)	50%	(1094)	2201
Gender: Male	11%	(122)	21%	(223)	20%	(214)	47%	(503)	1062
Gender: Female	8%	(94)	15%	(171)	25%	(283)	52%	(591)	1139
Age: 18-34	16%	(103)	26%	(170)	23%	(148)	36%	(233)	655
Age: 35-44	20%	(72)	23%	(82)	25%	(91)	32%	(113)	358
Age: 45-64	4%	(29)	14%	(107)	24%	(177)	58%	(439)	751
Age: 65+	3%	(12)	8%	(35)	19%	(81)	71%	(309)	436
GenZers: 1997-2012	16%	(41)	33%	(83)	22%	(55)	29%	(73)	253
Millennials: 1981-1996	17%	(105)	24%	(148)	23%	(141)	35%	(213)	606
GenXers: 1965-1980	8%	(41)	17%	(88)	26%	(135)	49%	(257)	520
Baby Boomers: 1946-1964	4%	(27)	9%	(63)	21%	(150)	67%	(485)	725
PID: Dem (no lean)	14%	(114)	21%	(173)	26%	(207)	39%	(312)	806
PID: Ind (no lean)	8%	(58)	16%	(120)	22%	(164)	54%	(401)	742
PID: Rep (no lean)	7%	(43)	16%	(102)	19%	(126)	58%	(382)	653
PID/Gender: Dem Men	18%	(67)	26%	(96)	23%	(84)	34%	(125)	371
PID/Gender: Dem Women	11%	(47)	18%	(77)	28%	(123)	43%	(187)	435
PID/Gender: Ind Men	7%	(24)	19%	(70)	19%	(71)	55%	(202)	368
PID/Gender: Ind Women	9%	(34)	13%	(49)	25%	(92)	53%	(199)	374
PID/Gender: Rep Men	9%	(30)	18%	(57)	18%	(58)	55%	(177)	323
PID/Gender: Rep Women	4%	(12)	13%	(44)	21%	(68)	62%	(205)	330
Ideo: Liberal (1-3)	13%	(80)	17%	(108)	23%	(142)	47%	(289)	619
Ideo: Moderate (4)	7%	(43)	21%	(125)	26%	(157)	46%	(282)	607
Ideo: Conservative (5-7)	8%	(55)	15%	(111)	20%	(146)	57%	(419)	732
Educ: < College	10%	(156)	19%	(294)	23%	(350)	47%	(713)	1513
Educ: Bachelors degree	7%	(32)	14%	(61)	22%	(98)	57%	(253)	444
Educ: Post-grad	12%	(28)	16%	(39)	20%	(49)	52%	(128)	244
Income: Under 50k	10%	(123)	19%	(230)	23%	(280)	48%	(592)	1226
Income: 50k-100k	9%	(60)	15%	(98)	23%	(151)	52%	(334)	644
Income: 100k+	10%	(32)	20%	(66)	20%	(66)	50%	(167)	332
Ethnicity: White	7%	(125)	16%	(271)	22%	(374)	55%	(953)	1722

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Table MCSP5_9: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
How rare or exclusive the product is

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	10%	(215)	18%	(394)	23%	(497)	50%	(1094)	2201
Ethnicity: Hispanic	13%	(44)	24%	(83)	28%	(99)	35%	(124)	350
Ethnicity: Black	25%	(69)	30%	(81)	22%	(61)	23%	(63)	274
Ethnicity: Other	10%	(21)	20%	(42)	31%	(63)	38%	(78)	204
All Christian	9%	(95)	14%	(145)	23%	(238)	54%	(555)	1034
All Non-Christian	12%	(12)	22%	(23)	20%	(21)	45%	(46)	101
Atheist	9%	(10)	17%	(19)	23%	(25)	51%	(55)	108
Agnostic/Nothing in particular	9%	(50)	19%	(108)	24%	(133)	48%	(272)	564
Something Else	12%	(48)	25%	(100)	21%	(81)	42%	(166)	395
Religious Non-Protestant/Catholic	11%	(14)	22%	(29)	23%	(30)	45%	(59)	132
Evangelical	13%	(73)	21%	(116)	22%	(121)	43%	(235)	545
Non-Evangelical	8%	(68)	14%	(115)	22%	(188)	56%	(468)	838
Community: Urban	15%	(90)	23%	(134)	25%	(151)	37%	(218)	592
Community: Suburban	8%	(78)	16%	(162)	23%	(235)	54%	(558)	1034
Community: Rural	8%	(47)	17%	(98)	19%	(112)	55%	(318)	575
Employ: Private Sector	13%	(81)	18%	(109)	26%	(161)	43%	(260)	611
Employ: Government	10%	(13)	20%	(28)	20%	(27)	50%	(67)	135
Employ: Self-Employed	9%	(16)	26%	(47)	17%	(32)	48%	(88)	184
Employ: Homemaker	8%	(12)	23%	(35)	17%	(26)	52%	(79)	153
Employ: Student	14%	(14)	26%	(27)	18%	(19)	42%	(43)	102
Employ: Retired	3%	(18)	9%	(48)	21%	(110)	67%	(354)	530
Employ: Unemployed	12%	(43)	20%	(69)	27%	(91)	41%	(139)	342
Employ: Other	12%	(18)	22%	(31)	22%	(31)	44%	(64)	143
Military HH: Yes	9%	(34)	15%	(59)	19%	(73)	56%	(214)	380
Military HH: No	10%	(182)	18%	(335)	23%	(424)	48%	(880)	1821
RD/WT: Right Direction	13%	(84)	22%	(140)	22%	(139)	43%	(272)	635
RD/WT: Wrong Track	8%	(131)	16%	(254)	23%	(358)	52%	(822)	1566
Trump Job Approve	9%	(76)	18%	(158)	19%	(166)	55%	(494)	893
Trump Job Disapprove	11%	(129)	17%	(210)	25%	(309)	47%	(570)	1218

Continued on next page

Table MCSP5_9: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
How rare or exclusive the product is

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	10%	(215)	18%	(394)	23%	(497)	50%	(1094)	2201
Trump Job Strongly Approve	8%	(41)	18%	(94)	16%	(86)	58%	(309)	531
Trump Job Somewhat Approve	10%	(35)	17%	(63)	22%	(80)	51%	(184)	362
Trump Job Somewhat Disapprove	7%	(17)	20%	(48)	31%	(74)	41%	(97)	236
Trump Job Strongly Disapprove	11%	(112)	16%	(162)	24%	(235)	48%	(473)	982
Favorable of Trump	9%	(79)	17%	(153)	19%	(174)	55%	(490)	897
Unfavorable of Trump	10%	(122)	18%	(212)	25%	(307)	47%	(565)	1206
Very Favorable of Trump	8%	(46)	17%	(98)	19%	(106)	56%	(317)	567
Somewhat Favorable of Trump	10%	(33)	17%	(56)	21%	(68)	52%	(173)	329
Somewhat Unfavorable of Trump	6%	(12)	21%	(44)	29%	(60)	44%	(91)	207
Very Unfavorable of Trump	11%	(110)	17%	(168)	25%	(247)	47%	(474)	998
#1 Issue: Economy	11%	(92)	19%	(163)	24%	(203)	46%	(393)	851
#1 Issue: Security	6%	(10)	15%	(28)	22%	(41)	57%	(106)	186
#1 Issue: Health Care	12%	(53)	17%	(71)	24%	(104)	47%	(199)	426
#1 Issue: Medicare / Social Security	3%	(9)	16%	(42)	22%	(60)	58%	(155)	265
#1 Issue: Women's Issues	14%	(17)	27%	(34)	13%	(16)	46%	(57)	123
#1 Issue: Education	10%	(11)	29%	(33)	22%	(25)	39%	(45)	114
#1 Issue: Energy	11%	(8)	14%	(10)	24%	(18)	50%	(37)	73
#1 Issue: Other	9%	(15)	8%	(14)	19%	(31)	63%	(103)	163
2018 House Vote: Democrat	12%	(90)	15%	(114)	24%	(174)	49%	(358)	736
2018 House Vote: Republican	7%	(40)	13%	(82)	20%	(121)	60%	(366)	608
2016 Vote: Hillary Clinton	13%	(82)	15%	(99)	24%	(158)	48%	(312)	651
2016 Vote: Donald Trump	6%	(43)	15%	(104)	20%	(134)	59%	(397)	677
2016 Vote: Other	—	(0)	7%	(10)	20%	(26)	73%	(94)	130
2016 Vote: Didn't Vote	12%	(91)	25%	(182)	24%	(179)	39%	(290)	741
Voted in 2014: Yes	8%	(98)	14%	(174)	22%	(271)	55%	(663)	1206
Voted in 2014: No	12%	(117)	22%	(220)	23%	(226)	43%	(431)	995

Continued on next page

Table MCSP5_9: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
How rare or exclusive the product is

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	10%	(215)	18%	(394)	23%	(497)	50%	(1094)	2201
2012 Vote: Barack Obama	10%	(85)	18%	(143)	25%	(204)	47%	(384)	816
2012 Vote: Mitt Romney	4%	(19)	9%	(42)	19%	(84)	67%	(299)	443
2012 Vote: Other	1%	(1)	9%	(8)	31%	(26)	59%	(49)	83
2012 Vote: Didn't Vote	13%	(111)	23%	(199)	22%	(184)	42%	(359)	853
4-Region: Northeast	9%	(37)	16%	(64)	27%	(106)	48%	(187)	394
4-Region: Midwest	10%	(47)	17%	(80)	23%	(106)	50%	(230)	462
4-Region: South	12%	(102)	18%	(149)	22%	(181)	48%	(393)	825
4-Region: West	6%	(30)	20%	(102)	20%	(105)	55%	(284)	520
Sports fans	12%	(168)	21%	(299)	25%	(364)	42%	(608)	1439
Avid sports fans	20%	(93)	28%	(131)	26%	(121)	25%	(116)	461
Casual sports fans	8%	(75)	17%	(168)	25%	(243)	50%	(492)	978
NFL fans	13%	(169)	22%	(294)	24%	(331)	41%	(559)	1353
MLB fans	12%	(138)	19%	(218)	24%	(270)	45%	(506)	1132
NBA fans	17%	(168)	25%	(254)	27%	(273)	31%	(317)	1012
NHL fans	14%	(108)	22%	(169)	22%	(164)	41%	(312)	753
WNBA fans	22%	(106)	26%	(125)	24%	(118)	28%	(134)	484
College football fans	13%	(142)	20%	(226)	24%	(265)	43%	(471)	1104
College basketball fans	16%	(143)	22%	(199)	25%	(224)	38%	(346)	912
Golf fans	15%	(95)	22%	(137)	23%	(145)	40%	(246)	624
Tennis fans	15%	(104)	24%	(169)	25%	(174)	36%	(249)	697
Auto racing fans	15%	(116)	24%	(189)	24%	(188)	38%	(304)	797
Soccer fans	16%	(114)	22%	(156)	25%	(181)	37%	(265)	716
Gymnastics fans	12%	(123)	19%	(188)	24%	(236)	45%	(449)	996
Competitive swimming fans	15%	(95)	20%	(131)	24%	(159)	41%	(266)	651
Basketball players	30%	(73)	29%	(70)	19%	(46)	23%	(55)	245
Basketball fans	17%	(136)	24%	(190)	25%	(197)	33%	(253)	776
Sneaker enthusiasts	20%	(92)	32%	(145)	23%	(105)	25%	(112)	455
Golfers	14%	(28)	14%	(28)	27%	(54)	46%	(93)	203
Athletes	20%	(85)	27%	(116)	22%	(95)	31%	(130)	426

Continued on next page

Table MCSP5_9: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
How rare or exclusive the product is

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	10%	(215)	18%	(394)	23%	(497)	50%	(1094)	2201
Under Armour: Very fav	18%	(108)	26%	(150)	22%	(125)	34%	(199)	582
Nike: Very fav	21%	(170)	26%	(206)	26%	(211)	27%	(215)	801
Adidas: Very fav	21%	(141)	24%	(157)	25%	(167)	30%	(199)	664
Michael Jordan: Very fav	20%	(149)	24%	(179)	24%	(182)	32%	(237)	746
LeBron James: Very fav	23%	(107)	28%	(134)	23%	(111)	26%	(123)	474
Stephen Curry: Very fav	25%	(101)	25%	(102)	23%	(96)	27%	(109)	408
Jordan Brand: Very fav	31%	(127)	31%	(126)	21%	(86)	17%	(70)	408
Curry Brand: Very fav	33%	(57)	28%	(48)	19%	(32)	21%	(36)	173
Under Armour: Favorable	12%	(167)	22%	(313)	24%	(346)	43%	(623)	1448
Nike: Favorable	13%	(195)	23%	(344)	25%	(376)	38%	(569)	1484
Adidas: Favorable	12%	(189)	21%	(338)	25%	(401)	42%	(665)	1594
Michael Jordan: Favorable	12%	(189)	21%	(323)	24%	(367)	42%	(638)	1518
LeBron James: Favorable	15%	(166)	22%	(240)	25%	(274)	37%	(396)	1076
Stephen Curry: Favorable	16%	(150)	22%	(205)	25%	(241)	37%	(349)	945
Jordan Brand: Favorable	18%	(163)	27%	(243)	26%	(231)	29%	(266)	903
Curry Brand: Favorable	22%	(106)	26%	(126)	26%	(126)	26%	(129)	487
Often buy sportswear	29%	(88)	26%	(79)	20%	(61)	25%	(76)	304
Often/Sometimes buy sportswear	14%	(180)	22%	(283)	25%	(324)	40%	(517)	1303
Familiar with Michael Jordan	10%	(214)	18%	(390)	23%	(496)	49%	(1076)	2175
Familiar with LeBron James	10%	(208)	18%	(381)	23%	(481)	49%	(1037)	2107
Familiar with Steph Curry	12%	(196)	20%	(334)	23%	(395)	45%	(758)	1682

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

Table MCSP5_10: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?

The product's connection to a social cause or movement

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	13%	(276)	28%	(617)	23%	(514)	36%	(795)	2201
Gender: Male	13%	(136)	26%	(273)	22%	(230)	40%	(423)	1062
Gender: Female	12%	(140)	30%	(344)	25%	(284)	33%	(371)	1139
Age: 18-34	18%	(118)	37%	(244)	23%	(153)	21%	(141)	655
Age: 35-44	20%	(72)	35%	(125)	20%	(71)	25%	(90)	358
Age: 45-64	8%	(63)	22%	(166)	24%	(181)	45%	(342)	751
Age: 65+	5%	(22)	19%	(83)	25%	(109)	51%	(222)	436
GenZers: 1997-2012	19%	(49)	42%	(105)	23%	(59)	16%	(40)	253
Millennials: 1981-1996	18%	(108)	37%	(222)	23%	(140)	23%	(137)	606
GenXers: 1965-1980	13%	(69)	24%	(124)	24%	(124)	39%	(204)	520
Baby Boomers: 1946-1964	6%	(43)	21%	(149)	24%	(173)	50%	(360)	725
PID: Dem (no lean)	19%	(150)	36%	(290)	25%	(198)	21%	(168)	806
PID: Ind (no lean)	9%	(64)	25%	(188)	25%	(183)	41%	(307)	742
PID: Rep (no lean)	9%	(62)	21%	(139)	20%	(132)	49%	(320)	653
PID/Gender: Dem Men	19%	(70)	32%	(118)	25%	(94)	24%	(89)	371
PID/Gender: Dem Women	18%	(80)	40%	(172)	24%	(104)	18%	(79)	435
PID/Gender: Ind Men	8%	(30)	25%	(92)	21%	(77)	46%	(168)	368
PID/Gender: Ind Women	9%	(33)	26%	(96)	28%	(106)	37%	(139)	374
PID/Gender: Rep Men	11%	(36)	19%	(62)	18%	(59)	52%	(167)	323
PID/Gender: Rep Women	8%	(26)	23%	(76)	22%	(74)	47%	(153)	330
Ideo: Liberal (1-3)	20%	(123)	37%	(226)	24%	(148)	20%	(121)	619
Ideo: Moderate (4)	10%	(62)	29%	(176)	24%	(148)	36%	(221)	607
Ideo: Conservative (5-7)	8%	(58)	20%	(145)	22%	(158)	51%	(372)	732
Educ: < College	13%	(194)	28%	(427)	23%	(348)	36%	(544)	1513
Educ: Bachelors degree	10%	(46)	25%	(113)	26%	(117)	38%	(169)	444
Educ: Post-grad	15%	(36)	31%	(77)	20%	(49)	34%	(82)	244
Income: Under 50k	13%	(162)	28%	(345)	23%	(285)	35%	(434)	1226
Income: 50k-100k	12%	(76)	27%	(176)	23%	(149)	38%	(243)	644
Income: 100k+	11%	(37)	29%	(96)	24%	(81)	35%	(118)	332
Ethnicity: White	11%	(191)	26%	(455)	23%	(389)	40%	(688)	1722

Continued on next page

Table MCSP5_10: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?

The product's connection to a social cause or movement

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	13%	(276)	28%	(617)	23%	(514)	36%	(795)	2201
Ethnicity: Hispanic	17%	(61)	36%	(125)	24%	(85)	23%	(79)	350
Ethnicity: Black	23%	(63)	32%	(87)	24%	(65)	22%	(60)	274
Ethnicity: Other	11%	(22)	37%	(75)	29%	(60)	23%	(47)	204
All Christian	12%	(128)	25%	(254)	22%	(224)	41%	(427)	1034
All Non-Christian	12%	(12)	43%	(43)	21%	(21)	25%	(25)	101
Atheist	16%	(17)	25%	(27)	22%	(24)	38%	(41)	108
Agnostic/Nothing in particular	12%	(65)	31%	(175)	25%	(143)	32%	(180)	564
Something Else	14%	(53)	30%	(118)	26%	(102)	31%	(122)	395
Religious Non-Protestant/Catholic	10%	(13)	40%	(53)	21%	(27)	29%	(38)	132
Evangelical	16%	(87)	23%	(124)	24%	(129)	38%	(205)	545
Non-Evangelical	11%	(91)	28%	(232)	22%	(187)	39%	(328)	838
Community: Urban	19%	(112)	31%	(186)	20%	(119)	29%	(175)	592
Community: Suburban	11%	(114)	27%	(277)	25%	(263)	37%	(381)	1034
Community: Rural	9%	(50)	27%	(155)	23%	(132)	42%	(239)	575
Employ: Private Sector	15%	(90)	27%	(165)	25%	(154)	33%	(202)	611
Employ: Government	16%	(21)	31%	(42)	22%	(29)	31%	(42)	135
Employ: Self-Employed	11%	(21)	30%	(55)	27%	(50)	32%	(59)	184
Employ: Homemaker	8%	(12)	34%	(52)	16%	(24)	42%	(64)	153
Employ: Student	21%	(21)	37%	(38)	17%	(17)	25%	(26)	102
Employ: Retired	6%	(34)	23%	(120)	20%	(107)	51%	(270)	530
Employ: Unemployed	17%	(58)	30%	(102)	27%	(92)	26%	(91)	342
Employ: Other	12%	(18)	30%	(44)	29%	(41)	29%	(41)	143
Military HH: Yes	11%	(43)	23%	(87)	22%	(85)	44%	(166)	380
Military HH: No	13%	(233)	29%	(531)	24%	(429)	35%	(629)	1821
RD/WT: Right Direction	15%	(96)	27%	(169)	21%	(131)	37%	(238)	635
RD/WT: Wrong Track	11%	(179)	29%	(448)	24%	(383)	36%	(557)	1566
Trump Job Approve	10%	(88)	22%	(197)	21%	(190)	47%	(419)	893
Trump Job Disapprove	14%	(173)	32%	(387)	25%	(308)	29%	(351)	1218

Continued on next page

Table MCSP5_10: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
The product's connection to a social cause or movement

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	13%	(276)	28%	(617)	23%	(514)	36%	(795)	2201
Trump Job Strongly Approve	11%	(59)	20%	(105)	18%	(97)	51%	(270)	531
Trump Job Somewhat Approve	8%	(29)	25%	(91)	26%	(93)	41%	(149)	362
Trump Job Somewhat Disapprove	8%	(19)	32%	(76)	24%	(57)	35%	(83)	236
Trump Job Strongly Disapprove	16%	(153)	32%	(311)	26%	(251)	27%	(267)	982
Favorable of Trump	10%	(87)	22%	(198)	20%	(180)	48%	(432)	897
Unfavorable of Trump	14%	(174)	32%	(387)	26%	(313)	28%	(332)	1206
Very Favorable of Trump	11%	(62)	19%	(110)	19%	(108)	51%	(287)	567
Somewhat Favorable of Trump	7%	(25)	27%	(88)	22%	(72)	44%	(145)	329
Somewhat Unfavorable of Trump	12%	(24)	28%	(59)	25%	(52)	35%	(73)	207
Very Unfavorable of Trump	15%	(150)	33%	(328)	26%	(261)	26%	(259)	998
#1 Issue: Economy	11%	(96)	28%	(242)	24%	(204)	36%	(309)	851
#1 Issue: Security	9%	(16)	14%	(26)	19%	(35)	58%	(108)	186
#1 Issue: Health Care	15%	(64)	32%	(137)	26%	(109)	27%	(115)	426
#1 Issue: Medicare / Social Security	8%	(20)	24%	(63)	22%	(60)	46%	(123)	265
#1 Issue: Women's Issues	18%	(23)	35%	(43)	26%	(32)	21%	(26)	123
#1 Issue: Education	17%	(20)	36%	(41)	20%	(23)	27%	(31)	114
#1 Issue: Energy	17%	(13)	41%	(30)	23%	(17)	19%	(14)	73
#1 Issue: Other	15%	(24)	22%	(36)	20%	(33)	43%	(69)	163
2018 House Vote: Democrat	16%	(116)	34%	(253)	25%	(182)	25%	(185)	736
2018 House Vote: Republican	9%	(53)	20%	(119)	20%	(120)	52%	(316)	608
2016 Vote: Hillary Clinton	16%	(102)	33%	(212)	25%	(164)	27%	(173)	651
2016 Vote: Donald Trump	10%	(65)	21%	(140)	19%	(129)	51%	(344)	677
2016 Vote: Other	2%	(2)	26%	(34)	29%	(38)	43%	(56)	130
2016 Vote: Didn't Vote	14%	(107)	31%	(231)	25%	(183)	30%	(221)	741
Voted in 2014: Yes	11%	(129)	26%	(318)	24%	(285)	39%	(474)	1206
Voted in 2014: No	15%	(147)	30%	(299)	23%	(229)	32%	(321)	995

Continued on next page

Table MCSP5_10: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
The product's connection to a social cause or movement

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	13%	(276)	28%	(617)	23%	(514)	36%	(795)	2201
2012 Vote: Barack Obama	12%	(100)	31%	(254)	26%	(214)	30%	(247)	816
2012 Vote: Mitt Romney	6%	(26)	18%	(80)	20%	(90)	56%	(247)	443
2012 Vote: Other	7%	(6)	20%	(17)	25%	(21)	48%	(40)	83
2012 Vote: Didn't Vote	17%	(144)	31%	(265)	22%	(187)	30%	(257)	853
4-Region: Northeast	13%	(50)	30%	(117)	24%	(95)	33%	(132)	394
4-Region: Midwest	9%	(43)	30%	(138)	27%	(124)	34%	(158)	462
4-Region: South	15%	(128)	27%	(219)	21%	(177)	37%	(301)	825
4-Region: West	10%	(54)	28%	(143)	23%	(118)	39%	(204)	520
Sports fans	14%	(200)	32%	(454)	24%	(351)	30%	(434)	1439
Avid sports fans	20%	(92)	32%	(146)	25%	(113)	24%	(111)	461
Casual sports fans	11%	(109)	32%	(308)	24%	(238)	33%	(323)	978
NFL fans	14%	(187)	31%	(421)	24%	(329)	31%	(415)	1353
MLB fans	13%	(149)	31%	(355)	24%	(268)	32%	(360)	1132
NBA fans	18%	(187)	34%	(347)	25%	(250)	22%	(228)	1012
NHL fans	16%	(118)	32%	(239)	22%	(168)	30%	(227)	753
WNBA fans	25%	(122)	37%	(180)	22%	(107)	15%	(74)	484
College football fans	14%	(150)	30%	(331)	25%	(272)	32%	(351)	1104
College basketball fans	17%	(156)	31%	(286)	25%	(227)	27%	(243)	912
Golf fans	15%	(95)	30%	(185)	21%	(131)	34%	(213)	624
Tennis fans	18%	(122)	35%	(240)	24%	(167)	24%	(167)	697
Auto racing fans	16%	(130)	28%	(221)	25%	(197)	31%	(248)	797
Soccer fans	17%	(122)	35%	(251)	25%	(177)	23%	(166)	716
Gymnastics fans	15%	(150)	32%	(318)	23%	(227)	30%	(300)	996
Competitive swimming fans	18%	(119)	33%	(214)	23%	(150)	26%	(168)	651
Basketball players	31%	(77)	34%	(84)	17%	(41)	17%	(43)	245
Basketball fans	19%	(145)	34%	(265)	24%	(188)	23%	(178)	776
Sneaker enthusiasts	20%	(91)	36%	(166)	22%	(102)	21%	(97)	455
Golfers	16%	(32)	27%	(54)	18%	(37)	39%	(80)	203
Athletes	21%	(88)	32%	(138)	20%	(85)	27%	(115)	426

Continued on next page

Table MCSP5_10: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
The product's connection to a social cause or movement

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	13%	(276)	28%	(617)	23%	(514)	36%	(795)	2201
Under Armour: Very fav	22%	(126)	34%	(198)	19%	(112)	25%	(145)	582
Nike: Very fav	22%	(175)	34%	(276)	22%	(178)	22%	(172)	801
Adidas: Very fav	21%	(143)	35%	(232)	19%	(127)	24%	(163)	664
Michael Jordan: Very fav	24%	(180)	33%	(245)	20%	(150)	23%	(171)	746
LeBron James: Very fav	28%	(131)	36%	(172)	19%	(90)	17%	(81)	474
Stephen Curry: Very fav	27%	(111)	35%	(142)	22%	(88)	16%	(67)	408
Jordan Brand: Very fav	30%	(121)	37%	(151)	18%	(72)	16%	(64)	408
Curry Brand: Very fav	39%	(68)	32%	(55)	17%	(29)	12%	(21)	173
Under Armour: Favorable	15%	(213)	31%	(443)	24%	(351)	30%	(441)	1448
Nike: Favorable	15%	(229)	33%	(486)	25%	(375)	27%	(395)	1484
Adidas: Favorable	14%	(228)	31%	(487)	24%	(385)	31%	(493)	1594
Michael Jordan: Favorable	16%	(239)	32%	(480)	24%	(360)	29%	(439)	1518
LeBron James: Favorable	19%	(202)	35%	(381)	25%	(266)	21%	(227)	1076
Stephen Curry: Favorable	20%	(184)	34%	(325)	24%	(225)	22%	(210)	945
Jordan Brand: Favorable	19%	(172)	34%	(305)	23%	(206)	24%	(220)	903
Curry Brand: Favorable	25%	(124)	35%	(171)	21%	(100)	19%	(91)	487
Often buy sportswear	30%	(92)	30%	(92)	15%	(46)	24%	(74)	304
Often/Sometimes buy sportswear	15%	(195)	32%	(415)	23%	(304)	30%	(389)	1303
Familiar with Michael Jordan	13%	(272)	28%	(610)	24%	(512)	36%	(781)	2175
Familiar with LeBron James	13%	(266)	29%	(603)	23%	(495)	35%	(743)	2107
Familiar with Steph Curry	14%	(237)	30%	(507)	24%	(403)	32%	(536)	1682

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com/intelligence).

Table MCSP5_11: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?

The quality of the product

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	74%	(1637)	20%	(445)	2%	(43)	3%	(76)	2201
Gender: Male	73%	(781)	21%	(220)	2%	(21)	4%	(40)	1062
Gender: Female	75%	(856)	20%	(224)	2%	(22)	3%	(36)	1139
Age: 18-34	72%	(471)	20%	(129)	3%	(22)	5%	(33)	655
Age: 35-44	73%	(259)	21%	(76)	4%	(13)	3%	(9)	358
Age: 45-64	77%	(578)	20%	(153)	1%	(6)	2%	(15)	751
Age: 65+	75%	(328)	20%	(87)	1%	(3)	4%	(19)	436
GenZers: 1997-2012	69%	(174)	20%	(50)	4%	(11)	7%	(18)	253
Millennials: 1981-1996	75%	(453)	19%	(116)	3%	(18)	3%	(18)	606
GenXers: 1965-1980	73%	(377)	23%	(119)	2%	(9)	3%	(16)	520
Baby Boomers: 1946-1964	77%	(561)	19%	(138)	1%	(5)	3%	(21)	725
PID: Dem (no lean)	75%	(604)	21%	(166)	2%	(19)	2%	(17)	806
PID: Ind (no lean)	76%	(562)	18%	(131)	1%	(11)	5%	(39)	742
PID: Rep (no lean)	72%	(471)	23%	(147)	2%	(14)	3%	(21)	653
PID/Gender: Dem Men	72%	(269)	22%	(83)	3%	(12)	2%	(7)	371
PID/Gender: Dem Women	77%	(335)	19%	(83)	2%	(7)	2%	(10)	435
PID/Gender: Ind Men	76%	(281)	18%	(67)	—	(1)	5%	(19)	368
PID/Gender: Ind Women	75%	(281)	17%	(64)	3%	(10)	5%	(19)	374
PID/Gender: Rep Men	71%	(231)	22%	(70)	3%	(8)	4%	(14)	323
PID/Gender: Rep Women	73%	(240)	23%	(77)	2%	(6)	2%	(7)	330
Ideo: Liberal (1-3)	79%	(491)	18%	(109)	2%	(9)	2%	(10)	619
Ideo: Moderate (4)	74%	(448)	21%	(129)	2%	(13)	3%	(17)	607
Ideo: Conservative (5-7)	73%	(537)	22%	(158)	2%	(12)	3%	(25)	732
Educ: < College	73%	(1102)	20%	(308)	2%	(36)	4%	(67)	1513
Educ: Bachelors degree	77%	(342)	21%	(92)	1%	(4)	1%	(6)	444
Educ: Post-grad	79%	(193)	18%	(44)	1%	(3)	1%	(3)	244
Income: Under 50k	72%	(881)	21%	(256)	3%	(31)	5%	(58)	1226
Income: 50k-100k	77%	(493)	19%	(124)	2%	(10)	3%	(17)	644
Income: 100k+	79%	(263)	20%	(65)	1%	(3)	—	(1)	332
Ethnicity: White	75%	(1294)	21%	(356)	1%	(25)	3%	(48)	1722

Continued on next page

Table MCSP5_11: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
The quality of the product

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	74%	(1637)	20%	(445)	2%	(43)	3%	(76)	2201
Ethnicity: Hispanic	82%	(286)	14%	(48)	1%	(2)	4%	(14)	350
Ethnicity: Black	70%	(193)	20%	(55)	6%	(16)	4%	(10)	274
Ethnicity: Other	73%	(149)	16%	(33)	1%	(3)	9%	(19)	204
All Christian	78%	(803)	19%	(192)	1%	(15)	2%	(24)	1034
All Non-Christian	70%	(71)	20%	(20)	3%	(3)	7%	(7)	101
Atheist	78%	(85)	18%	(19)	—	(0)	3%	(4)	108
Agnostic/Nothing in particular	68%	(386)	25%	(142)	2%	(13)	4%	(23)	564
Something Else	74%	(292)	18%	(71)	3%	(13)	5%	(18)	395
Religious Non-Protestant/Catholic	71%	(94)	20%	(27)	3%	(3)	6%	(8)	132
Evangelical	78%	(425)	18%	(95)	2%	(12)	2%	(13)	545
Non-Evangelical	76%	(640)	19%	(155)	2%	(15)	3%	(28)	838
Community: Urban	75%	(443)	21%	(124)	2%	(12)	2%	(13)	592
Community: Suburban	77%	(796)	19%	(193)	1%	(14)	3%	(31)	1034
Community: Rural	69%	(397)	22%	(128)	3%	(17)	6%	(33)	575
Employ: Private Sector	78%	(476)	19%	(119)	1%	(6)	2%	(10)	611
Employ: Government	72%	(97)	17%	(23)	5%	(7)	6%	(8)	135
Employ: Self-Employed	74%	(136)	16%	(29)	5%	(9)	6%	(11)	184
Employ: Homemaker	72%	(110)	24%	(37)	2%	(3)	2%	(3)	153
Employ: Student	72%	(74)	19%	(19)	2%	(2)	8%	(8)	102
Employ: Retired	75%	(400)	21%	(109)	1%	(3)	3%	(18)	530
Employ: Unemployed	73%	(251)	20%	(69)	3%	(12)	3%	(10)	342
Employ: Other	65%	(93)	28%	(41)	2%	(2)	5%	(7)	143
Military HH: Yes	73%	(278)	21%	(81)	2%	(8)	3%	(13)	380
Military HH: No	75%	(1359)	20%	(363)	2%	(35)	3%	(64)	1821
RD/WT: Right Direction	68%	(431)	23%	(146)	3%	(20)	6%	(38)	635
RD/WT: Wrong Track	77%	(1206)	19%	(298)	2%	(24)	2%	(38)	1566
Trump Job Approve	73%	(652)	21%	(190)	2%	(21)	3%	(30)	893
Trump Job Disapprove	76%	(929)	20%	(238)	1%	(17)	3%	(34)	1218

Continued on next page

Table MCSP5_11: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
The quality of the product

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	74%	(1637)	20%	(445)	2%	(43)	3%	(76)	2201
Trump Job Strongly Approve	73%	(387)	21%	(112)	2%	(11)	4%	(23)	531
Trump Job Somewhat Approve	73%	(265)	22%	(79)	3%	(11)	2%	(8)	362
Trump Job Somewhat Disapprove	72%	(171)	19%	(46)	3%	(6)	6%	(13)	236
Trump Job Strongly Disapprove	77%	(759)	20%	(192)	1%	(11)	2%	(21)	982
Favorable of Trump	73%	(657)	21%	(187)	2%	(19)	4%	(34)	897
Unfavorable of Trump	76%	(919)	20%	(240)	2%	(18)	2%	(28)	1206
Very Favorable of Trump	74%	(421)	19%	(110)	2%	(12)	4%	(25)	567
Somewhat Favorable of Trump	72%	(236)	23%	(77)	2%	(8)	3%	(9)	329
Somewhat Unfavorable of Trump	72%	(150)	22%	(47)	1%	(3)	4%	(8)	207
Very Unfavorable of Trump	77%	(769)	19%	(194)	2%	(16)	2%	(20)	998
#1 Issue: Economy	73%	(625)	22%	(189)	2%	(16)	3%	(23)	851
#1 Issue: Security	79%	(146)	19%	(35)	1%	(2)	2%	(4)	186
#1 Issue: Health Care	75%	(321)	21%	(89)	2%	(7)	2%	(9)	426
#1 Issue: Medicare / Social Security	70%	(186)	25%	(65)	1%	(2)	5%	(12)	265
#1 Issue: Women's Issues	71%	(88)	18%	(23)	7%	(9)	3%	(4)	123
#1 Issue: Education	79%	(90)	11%	(12)	2%	(2)	8%	(9)	114
#1 Issue: Energy	71%	(52)	17%	(12)	5%	(4)	8%	(6)	73
#1 Issue: Other	80%	(130)	13%	(20)	2%	(3)	6%	(10)	163
2018 House Vote: Democrat	80%	(588)	18%	(131)	1%	(7)	1%	(11)	736
2018 House Vote: Republican	73%	(446)	21%	(128)	2%	(12)	4%	(22)	608
2016 Vote: Hillary Clinton	79%	(513)	19%	(121)	1%	(7)	1%	(9)	651
2016 Vote: Donald Trump	74%	(500)	21%	(142)	2%	(12)	3%	(22)	677
2016 Vote: Other	79%	(103)	20%	(26)	—	(0)	1%	(2)	130
2016 Vote: Didn't Vote	70%	(520)	21%	(154)	3%	(24)	6%	(43)	741
Voted in 2014: Yes	76%	(913)	20%	(244)	2%	(20)	2%	(29)	1206
Voted in 2014: No	73%	(724)	20%	(201)	2%	(23)	5%	(47)	995

Continued on next page

Table MCSP5_11: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
The quality of the product

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	74%	(1637)	20%	(445)	2%	(43)	3%	(76)	2201
2012 Vote: Barack Obama	77%	(624)	20%	(165)	2%	(16)	1%	(11)	816
2012 Vote: Mitt Romney	73%	(322)	23%	(100)	2%	(10)	2%	(11)	443
2012 Vote: Other	67%	(56)	23%	(19)	1%	(1)	9%	(8)	83
2012 Vote: Didn't Vote	74%	(633)	18%	(156)	2%	(17)	6%	(47)	853
4-Region: Northeast	72%	(285)	21%	(83)	4%	(14)	3%	(12)	394
4-Region: Midwest	73%	(340)	23%	(107)	1%	(7)	2%	(9)	462
4-Region: South	74%	(614)	19%	(156)	2%	(19)	4%	(36)	825
4-Region: West	77%	(398)	19%	(99)	1%	(4)	4%	(20)	520
Sports fans	76%	(1100)	19%	(279)	2%	(29)	2%	(31)	1439
Avid sports fans	79%	(366)	18%	(83)	2%	(8)	1%	(5)	461
Casual sports fans	75%	(735)	20%	(195)	2%	(22)	3%	(26)	978
NFL fans	75%	(1019)	21%	(279)	2%	(28)	2%	(27)	1353
MLB fans	75%	(854)	21%	(233)	2%	(24)	2%	(21)	1132
NBA fans	76%	(766)	20%	(207)	3%	(26)	1%	(13)	1012
NHL fans	72%	(544)	23%	(175)	2%	(12)	3%	(22)	753
WNBA fans	77%	(371)	19%	(90)	3%	(16)	1%	(7)	484
College football fans	76%	(843)	19%	(214)	2%	(22)	2%	(24)	1104
College basketball fans	75%	(682)	22%	(197)	2%	(17)	2%	(16)	912
Golf fans	76%	(475)	20%	(122)	2%	(10)	3%	(17)	624
Tennis fans	75%	(524)	21%	(147)	2%	(13)	2%	(13)	697
Auto racing fans	77%	(612)	19%	(149)	2%	(13)	3%	(23)	797
Soccer fans	75%	(537)	19%	(138)	3%	(18)	3%	(23)	716
Gymnastics fans	77%	(770)	19%	(188)	2%	(19)	2%	(18)	996
Competitive swimming fans	76%	(497)	19%	(124)	2%	(14)	2%	(16)	651
Basketball players	70%	(172)	21%	(52)	3%	(8)	5%	(12)	245
Basketball fans	77%	(597)	18%	(143)	2%	(16)	3%	(20)	776
Sneaker enthusiasts	77%	(351)	18%	(81)	2%	(8)	3%	(15)	455
Golfers	74%	(151)	21%	(42)	3%	(5)	2%	(5)	203
Athletes	73%	(310)	21%	(88)	4%	(17)	3%	(11)	426

Continued on next page

Table MCSP5_11: When considering what athletic apparel, sneakers or streetwear to purchase for yourself or others, how important are each of the following?
The quality of the product

Demographic	Very important		Somewhat important		Not very important		Not important at all		Total N
Adults	74%	(1637)	20%	(445)	2%	(43)	3%	(76)	2201
Under Armour: Very fav	85%	(495)	12%	(73)	1%	(4)	2%	(10)	582
Nike: Very fav	80%	(642)	16%	(131)	1%	(10)	2%	(19)	801
Adidas: Very fav	83%	(554)	13%	(85)	1%	(10)	2%	(16)	664
Michael Jordan: Very fav	82%	(608)	14%	(107)	1%	(10)	3%	(21)	746
LeBron James: Very fav	82%	(387)	16%	(74)	2%	(7)	1%	(6)	474
Stephen Curry: Very fav	83%	(340)	15%	(60)	—	(0)	2%	(8)	408
Jordan Brand: Very fav	83%	(338)	15%	(63)	1%	(6)	—	(1)	408
Curry Brand: Very fav	78%	(135)	20%	(35)	1%	(2)	1%	(1)	173
Under Armour: Favorable	79%	(1147)	18%	(256)	1%	(16)	2%	(29)	1448
Nike: Favorable	77%	(1140)	19%	(288)	2%	(28)	2%	(29)	1484
Adidas: Favorable	78%	(1249)	18%	(286)	2%	(27)	2%	(31)	1594
Michael Jordan: Favorable	78%	(1177)	19%	(287)	1%	(22)	2%	(32)	1518
LeBron James: Favorable	78%	(843)	18%	(198)	2%	(17)	2%	(18)	1076
Stephen Curry: Favorable	79%	(747)	19%	(182)	1%	(5)	1%	(11)	945
Jordan Brand: Favorable	78%	(708)	19%	(173)	1%	(12)	1%	(10)	903
Curry Brand: Favorable	76%	(371)	21%	(102)	1%	(6)	1%	(7)	487
Often buy sportswear	81%	(247)	15%	(46)	1%	(4)	3%	(8)	304
Often/Sometimes buy sportswear	79%	(1035)	17%	(220)	2%	(21)	2%	(28)	1303
Familiar with Michael Jordan	75%	(1625)	20%	(437)	2%	(43)	3%	(70)	2175
Familiar with LeBron James	75%	(1585)	20%	(412)	2%	(43)	3%	(68)	2107
Familiar with Steph Curry	75%	(1256)	21%	(346)	2%	(33)	3%	(47)	1682

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://www.morningconsult.com).

Table MCSP6_1: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Kobe Bryant

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	23%	(259)	18%	(205)	11%	(127)	32%	(365)	17%	(190)	1146
Gender: Male	24%	(131)	18%	(100)	10%	(57)	36%	(197)	12%	(66)	551
Gender: Female	22%	(128)	18%	(106)	12%	(69)	28%	(168)	21%	(124)	595
Age: 18-34	38%	(134)	21%	(74)	10%	(35)	13%	(48)	19%	(67)	358
Age: 35-44	29%	(58)	23%	(45)	8%	(17)	20%	(40)	20%	(40)	200
Age: 45-64	15%	(51)	19%	(66)	12%	(44)	42%	(148)	13%	(44)	353
Age: 65+	7%	(16)	9%	(21)	13%	(31)	55%	(129)	16%	(38)	235
GenZers: 1997-2012	42%	(61)	20%	(29)	8%	(12)	12%	(17)	18%	(26)	145
Millennials: 1981-1996	31%	(103)	23%	(74)	10%	(32)	16%	(53)	20%	(67)	329
GenXers: 1965-1980	23%	(56)	21%	(52)	10%	(25)	32%	(78)	14%	(35)	246
Baby Boomers: 1946-1964	9%	(35)	13%	(47)	12%	(46)	51%	(189)	15%	(55)	372
PID: Dem (no lean)	28%	(120)	22%	(94)	12%	(49)	23%	(98)	15%	(61)	421
PID: Ind (no lean)	24%	(93)	14%	(56)	10%	(38)	31%	(123)	22%	(85)	394
PID: Rep (no lean)	14%	(46)	17%	(56)	12%	(40)	44%	(145)	13%	(43)	330
PID/Gender: Dem Men	32%	(66)	22%	(46)	9%	(19)	26%	(54)	11%	(23)	208
PID/Gender: Dem Women	25%	(54)	22%	(47)	14%	(30)	21%	(44)	18%	(38)	213
PID/Gender: Ind Men	20%	(36)	16%	(29)	10%	(18)	39%	(72)	16%	(29)	185
PID/Gender: Ind Women	27%	(56)	13%	(27)	9%	(19)	24%	(50)	27%	(56)	209
PID/Gender: Rep Men	18%	(28)	15%	(24)	13%	(20)	45%	(71)	9%	(14)	157
PID/Gender: Rep Women	10%	(18)	18%	(31)	12%	(20)	43%	(74)	17%	(29)	173
Ideo: Liberal (1-3)	25%	(74)	21%	(61)	12%	(35)	30%	(88)	13%	(39)	298
Ideo: Moderate (4)	23%	(74)	18%	(58)	12%	(39)	31%	(99)	16%	(50)	321
Ideo: Conservative (5-7)	12%	(46)	18%	(67)	13%	(48)	42%	(156)	15%	(55)	373
Educ: < College	25%	(199)	17%	(139)	10%	(77)	30%	(241)	18%	(139)	795
Educ: Bachelors degree	15%	(35)	19%	(44)	14%	(34)	37%	(86)	14%	(33)	232
Educ: Post-grad	20%	(24)	19%	(22)	14%	(16)	32%	(38)	15%	(18)	118
Income: Under 50k	26%	(173)	16%	(109)	10%	(64)	30%	(201)	18%	(118)	664
Income: 50k-100k	17%	(55)	18%	(60)	14%	(46)	34%	(110)	17%	(56)	328
Income: 100k+	20%	(30)	24%	(37)	11%	(17)	35%	(54)	10%	(15)	154
Ethnicity: White	14%	(126)	17%	(152)	13%	(113)	37%	(326)	18%	(159)	877
Ethnicity: Hispanic	36%	(67)	18%	(34)	7%	(14)	20%	(37)	19%	(34)	185

Continued on next page

Table MCSP6_1: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Kobe Bryant

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	23%	(259)	18%	(205)	11%	(127)	32%	(365)	17%	(190)	1146
Ethnicity: Black	57%	(89)	20%	(31)	5%	(8)	11%	(17)	8%	(12)	157
Ethnicity: Other	39%	(43)	20%	(23)	4%	(5)	20%	(23)	16%	(18)	112
All Christian	18%	(93)	18%	(93)	13%	(66)	38%	(196)	13%	(68)	515
All Non-Christian	29%	(15)	16%	(8)	9%	(5)	35%	(18)	11%	(6)	52
Atheist	23%	(14)	19%	(12)	10%	(7)	32%	(20)	15%	(10)	62
Agnostic/Nothing in particular	24%	(70)	13%	(37)	10%	(30)	27%	(79)	25%	(72)	289
Something Else	29%	(67)	24%	(55)	9%	(20)	23%	(51)	15%	(34)	227
Religious Non-Protestant/Catholic	24%	(16)	15%	(10)	14%	(9)	36%	(24)	11%	(8)	67
Evangelical	27%	(81)	18%	(54)	11%	(34)	31%	(94)	13%	(39)	302
Non-Evangelical	19%	(78)	22%	(90)	11%	(45)	34%	(144)	14%	(60)	417
Community: Urban	32%	(103)	19%	(60)	9%	(30)	24%	(78)	15%	(49)	321
Community: Suburban	17%	(92)	19%	(101)	12%	(66)	34%	(183)	17%	(93)	536
Community: Rural	22%	(63)	15%	(44)	11%	(31)	36%	(104)	16%	(48)	289
Employ: Private Sector	23%	(69)	22%	(66)	12%	(38)	30%	(91)	14%	(42)	306
Employ: Government	32%	(21)	22%	(14)	10%	(7)	21%	(14)	16%	(10)	66
Employ: Self-Employed	45%	(41)	20%	(18)	6%	(5)	19%	(18)	10%	(9)	92
Employ: Homemaker	12%	(7)	25%	(15)	8%	(5)	29%	(18)	26%	(16)	61
Employ: Student	34%	(21)	26%	(16)	4%	(3)	14%	(9)	21%	(13)	61
Employ: Retired	6%	(17)	11%	(30)	15%	(44)	55%	(157)	13%	(37)	284
Employ: Unemployed	28%	(55)	15%	(29)	10%	(19)	23%	(44)	25%	(48)	195
Employ: Other	34%	(28)	21%	(17)	9%	(7)	19%	(15)	17%	(14)	81
Military HH: Yes	14%	(24)	17%	(29)	12%	(22)	45%	(79)	12%	(21)	174
Military HH: No	24%	(234)	18%	(176)	11%	(105)	29%	(286)	17%	(169)	971
RD/WT: Right Direction	27%	(83)	21%	(64)	9%	(27)	30%	(92)	15%	(45)	311
RD/WT: Wrong Track	21%	(176)	17%	(141)	12%	(100)	33%	(273)	17%	(145)	835
Trump Job Approve	18%	(78)	16%	(71)	11%	(46)	42%	(181)	13%	(56)	432
Trump Job Disapprove	26%	(173)	18%	(122)	12%	(77)	27%	(179)	17%	(115)	665

Continued on next page

Table MCSP6_1: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Kobe Bryant

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	23%	(259)	18%	(205)	11%	(127)	32%	(365)	17%	(190)	1146
Trump Job Strongly Approve	14%	(34)	14%	(33)	11%	(27)	48%	(117)	13%	(32)	243
Trump Job Somewhat Approve	24%	(44)	20%	(38)	10%	(19)	34%	(64)	12%	(23)	189
Trump Job Somewhat Disapprove	30%	(44)	20%	(29)	14%	(21)	21%	(30)	15%	(22)	147
Trump Job Strongly Disapprove	25%	(129)	18%	(93)	11%	(56)	29%	(148)	18%	(92)	518
Favorable of Trump	17%	(75)	17%	(74)	10%	(45)	41%	(176)	14%	(59)	430
Unfavorable of Trump	25%	(161)	19%	(127)	12%	(75)	28%	(184)	16%	(105)	652
Very Favorable of Trump	17%	(45)	16%	(40)	11%	(27)	43%	(111)	14%	(35)	258
Somewhat Favorable of Trump	17%	(30)	20%	(34)	10%	(18)	38%	(66)	14%	(24)	172
Somewhat Unfavorable of Trump	29%	(36)	21%	(26)	14%	(17)	22%	(27)	14%	(18)	123
Very Unfavorable of Trump	24%	(126)	19%	(101)	11%	(58)	30%	(157)	17%	(87)	529
#1 Issue: Economy	24%	(110)	20%	(91)	10%	(46)	31%	(138)	15%	(66)	451
#1 Issue: Security	16%	(14)	7%	(6)	9%	(8)	45%	(40)	23%	(21)	89
#1 Issue: Health Care	25%	(58)	20%	(46)	12%	(28)	25%	(56)	17%	(39)	227
#1 Issue: Medicare / Social Security	9%	(11)	14%	(17)	14%	(17)	46%	(56)	17%	(20)	122
#1 Issue: Women's Issues	40%	(26)	17%	(11)	10%	(7)	14%	(9)	20%	(13)	66
#1 Issue: Education	37%	(24)	23%	(15)	14%	(9)	18%	(12)	9%	(6)	65
#1 Issue: Other	10%	(8)	13%	(11)	10%	(9)	46%	(39)	21%	(18)	85
2018 House Vote: Democrat	24%	(91)	20%	(76)	12%	(44)	30%	(115)	14%	(51)	377
2018 House Vote: Republican	9%	(24)	17%	(47)	14%	(40)	45%	(124)	15%	(42)	276
2016 Vote: Hillary Clinton	25%	(84)	18%	(60)	12%	(41)	31%	(104)	14%	(45)	335
2016 Vote: Donald Trump	12%	(39)	17%	(56)	14%	(44)	43%	(139)	14%	(45)	323
2016 Vote: Other	15%	(8)	14%	(7)	9%	(4)	42%	(21)	21%	(11)	52
2016 Vote: Didn't Vote	30%	(128)	19%	(82)	8%	(36)	23%	(100)	20%	(88)	435
Voted in 2014: Yes	17%	(102)	17%	(98)	13%	(77)	39%	(230)	14%	(84)	592
Voted in 2014: No	28%	(156)	19%	(107)	9%	(50)	24%	(135)	19%	(106)	554
2012 Vote: Barack Obama	21%	(88)	21%	(85)	13%	(53)	30%	(126)	15%	(62)	413
2012 Vote: Mitt Romney	8%	(19)	13%	(30)	14%	(32)	51%	(118)	13%	(30)	229
2012 Vote: Didn't Vote	31%	(148)	18%	(85)	9%	(42)	23%	(108)	19%	(90)	473

Continued on next page

Table MCSP6_1: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Kobe Bryant

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	23%	(259)	18%	(205)	11%	(127)	32%	(365)	17%	(190)	1146
4-Region: Northeast	18%	(38)	24%	(51)	11%	(23)	34%	(72)	13%	(27)	210
4-Region: Midwest	22%	(53)	21%	(50)	11%	(27)	27%	(66)	19%	(44)	240
4-Region: South	24%	(105)	16%	(70)	9%	(37)	35%	(153)	16%	(72)	437
4-Region: West	25%	(63)	14%	(35)	15%	(39)	29%	(75)	18%	(46)	258
Sports fans	28%	(205)	22%	(159)	13%	(92)	26%	(188)	12%	(88)	732
Avid sports fans	46%	(105)	22%	(50)	12%	(27)	16%	(35)	4%	(9)	227
Casual sports fans	20%	(101)	21%	(108)	13%	(64)	30%	(153)	16%	(79)	505
NFL fans	28%	(196)	23%	(156)	11%	(76)	26%	(177)	12%	(83)	688
MLB fans	27%	(156)	19%	(113)	15%	(85)	28%	(163)	11%	(67)	583
NBA fans	40%	(216)	24%	(130)	10%	(54)	17%	(89)	9%	(46)	535
NHL fans	28%	(105)	26%	(98)	12%	(45)	24%	(89)	10%	(39)	377
WNBA fans	41%	(98)	28%	(66)	11%	(26)	11%	(27)	8%	(19)	236
College football fans	29%	(159)	21%	(114)	13%	(70)	29%	(158)	9%	(52)	554
College basketball fans	35%	(162)	23%	(107)	12%	(56)	20%	(92)	10%	(44)	461
Golf fans	29%	(95)	19%	(62)	15%	(51)	27%	(88)	10%	(33)	329
Tennis fans	31%	(114)	23%	(83)	11%	(41)	22%	(80)	13%	(49)	366
Auto racing fans	29%	(119)	23%	(94)	14%	(56)	25%	(101)	9%	(37)	407
Soccer fans	37%	(136)	23%	(84)	11%	(40)	18%	(66)	11%	(42)	367
Gymnastics fans	25%	(126)	23%	(114)	12%	(61)	26%	(132)	14%	(71)	505
Competitive swimming fans	28%	(91)	27%	(86)	12%	(40)	22%	(70)	11%	(35)	322
Basketball players	54%	(68)	20%	(25)	10%	(13)	11%	(14)	5%	(6)	126
Basketball fans	42%	(168)	24%	(94)	11%	(45)	14%	(56)	9%	(35)	398
Sneaker enthusiasts	45%	(112)	24%	(60)	8%	(19)	16%	(39)	7%	(17)	248
Golfers	24%	(25)	18%	(18)	15%	(16)	35%	(36)	8%	(9)	103
Athletes	39%	(89)	26%	(60)	8%	(18)	19%	(43)	7%	(16)	227
Under Armour: Very fav	40%	(120)	22%	(64)	10%	(31)	19%	(58)	8%	(25)	298
Nike: Very fav	45%	(193)	23%	(99)	8%	(34)	14%	(59)	11%	(46)	432
Adidas: Very fav	45%	(165)	22%	(80)	8%	(30)	14%	(51)	11%	(41)	368
Michael Jordan: Very fav	47%	(187)	23%	(92)	8%	(33)	13%	(50)	9%	(34)	396
LeBron James: Very fav	50%	(136)	24%	(65)	7%	(20)	10%	(28)	8%	(21)	270

Continued on next page

Table MCSP6_1: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Kobe Bryant

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	23%	(259)	18%	(205)	11%	(127)	32%	(365)	17%	(190)	1146
Stephen Curry: Very fav	54%	(108)	20%	(39)	9%	(18)	9%	(18)	8%	(16)	200
Jordan Brand: Very fav	58%	(121)	21%	(44)	5%	(11)	5%	(11)	12%	(24)	211
Curry Brand: Very fav	59%	(50)	17%	(15)	6%	(5)	6%	(5)	12%	(10)	85
Under Armour: Favorable	27%	(203)	22%	(162)	12%	(89)	26%	(190)	13%	(96)	740
Nike: Favorable	31%	(241)	23%	(181)	11%	(82)	20%	(155)	15%	(117)	775
Adidas: Favorable	28%	(232)	22%	(183)	12%	(94)	24%	(197)	14%	(112)	819
Michael Jordan: Favorable	30%	(229)	22%	(171)	12%	(93)	23%	(180)	13%	(103)	776
LeBron James: Favorable	36%	(211)	24%	(138)	11%	(62)	17%	(101)	12%	(72)	584
Stephen Curry: Favorable	37%	(172)	24%	(111)	12%	(56)	18%	(83)	10%	(49)	471
Jordan Brand: Favorable	37%	(176)	26%	(121)	11%	(52)	13%	(60)	13%	(62)	470
Curry Brand: Favorable	43%	(101)	24%	(58)	11%	(26)	14%	(34)	8%	(18)	238
Often buy sportswear	51%	(79)	24%	(36)	8%	(12)	11%	(16)	7%	(11)	154
Often/Sometimes buy sportswear	32%	(209)	23%	(149)	11%	(70)	24%	(160)	11%	(73)	660
Familiar with Michael Jordan	23%	(258)	18%	(203)	11%	(124)	32%	(361)	16%	(186)	1133
Familiar with LeBron James	23%	(247)	18%	(202)	11%	(123)	32%	(351)	16%	(174)	1098
Familiar with Steph Curry	27%	(233)	21%	(180)	11%	(99)	28%	(241)	14%	(123)	876

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

Table MCSP6_2: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?

LeBron James

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	15%	(162)	19%	(209)	12%	(131)	41%	(455)	14% (162)	1119
Gender: Male	18%	(98)	19%	(102)	11%	(62)	43%	(235)	10% (54)	549
Gender: Female	11%	(65)	19%	(107)	12%	(69)	39%	(220)	19% (108)	570
Age: 18-34	23%	(77)	25%	(81)	12%	(39)	25%	(81)	16% (51)	330
Age: 35-44	20%	(37)	23%	(42)	10%	(19)	27%	(49)	19% (35)	182
Age: 45-64	10%	(39)	15%	(59)	12%	(46)	50%	(194)	12% (47)	385
Age: 65+	4%	(9)	12%	(26)	12%	(27)	59%	(131)	13% (28)	222
GenZers: 1997-2012	31%	(37)	25%	(29)	8%	(9)	20%	(24)	17% (21)	120
Millennials: 1981-1996	21%	(66)	25%	(80)	13%	(41)	25%	(81)	16% (52)	320
GenXers: 1965-1980	16%	(42)	15%	(41)	11%	(29)	43%	(114)	15% (40)	266
Baby Boomers: 1946-1964	5%	(16)	16%	(57)	12%	(43)	55%	(203)	13% (47)	365
PID: Dem (no lean)	23%	(93)	23%	(95)	11%	(45)	32%	(129)	12% (48)	410
PID: Ind (no lean)	12%	(47)	17%	(66)	12%	(45)	39%	(152)	20% (78)	388
PID: Rep (no lean)	7%	(23)	15%	(49)	13%	(40)	54%	(174)	11% (36)	321
PID/Gender: Dem Men	30%	(61)	22%	(44)	11%	(22)	29%	(59)	9% (19)	205
PID/Gender: Dem Women	16%	(32)	25%	(51)	11%	(23)	34%	(70)	14% (29)	205
PID/Gender: Ind Men	12%	(23)	19%	(37)	11%	(22)	45%	(88)	13% (25)	195
PID/Gender: Ind Women	12%	(24)	15%	(29)	12%	(23)	33%	(64)	28% (54)	193
PID/Gender: Rep Men	9%	(14)	14%	(21)	12%	(18)	58%	(87)	7% (10)	149
PID/Gender: Rep Women	5%	(9)	16%	(28)	13%	(23)	51%	(87)	15% (26)	172
Ideo: Liberal (1-3)	24%	(77)	19%	(61)	11%	(34)	36%	(117)	10% (33)	321
Ideo: Moderate (4)	13%	(39)	19%	(56)	14%	(42)	38%	(113)	15% (43)	293
Ideo: Conservative (5-7)	6%	(21)	16%	(59)	12%	(44)	54%	(200)	12% (45)	369
Educ: < College	15%	(114)	18%	(139)	10%	(80)	40%	(311)	17% (130)	773
Educ: Bachelors degree	11%	(25)	20%	(45)	16%	(37)	43%	(97)	9% (21)	224
Educ: Post-grad	19%	(23)	21%	(26)	11%	(14)	39%	(47)	9% (11)	121
Income: Under 50k	16%	(98)	18%	(112)	11%	(69)	38%	(240)	17% (109)	628
Income: 50k-100k	11%	(34)	19%	(60)	12%	(38)	47%	(148)	12% (38)	318
Income: 100k+	17%	(30)	22%	(37)	14%	(23)	39%	(66)	9% (15)	172
Ethnicity: White	10%	(86)	17%	(151)	13%	(112)	45%	(399)	15% (135)	883
Ethnicity: Hispanic	10%	(18)	32%	(58)	6%	(10)	38%	(70)	14% (26)	182

Continued on next page

Table MCSP6_2: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?

LeBron James

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	15%	(162)	19%	(209)	12%	(131)	41%	(455)	14%	(162)	1119
Ethnicity: Black	42%	(63)	22%	(34)	11%	(16)	16%	(24)	9%	(13)	149
Ethnicity: Other	16%	(14)	29%	(25)	3%	(2)	37%	(32)	16%	(14)	86
All Christian	10%	(53)	18%	(98)	13%	(72)	48%	(256)	10%	(55)	533
All Non-Christian	27%	(14)	20%	(10)	10%	(5)	32%	(16)	11%	(6)	50
Atheist	27%	(16)	20%	(12)	5%	(3)	31%	(18)	17%	(10)	60
Agnostic/Nothing in particular	18%	(51)	11%	(32)	12%	(33)	33%	(92)	26%	(71)	279
Something Else	15%	(29)	29%	(57)	9%	(18)	37%	(72)	10%	(20)	197
Religious Non-Protestant/Catholic	20%	(14)	22%	(15)	14%	(9)	33%	(22)	11%	(7)	67
Evangelical	17%	(46)	22%	(61)	12%	(34)	40%	(109)	9%	(24)	273
Non-Evangelical	8%	(35)	20%	(89)	12%	(51)	49%	(213)	11%	(49)	437
Community: Urban	24%	(70)	21%	(61)	10%	(28)	33%	(97)	12%	(36)	293
Community: Suburban	13%	(65)	20%	(106)	12%	(62)	43%	(223)	12%	(63)	519
Community: Rural	9%	(27)	14%	(42)	13%	(40)	44%	(135)	21%	(63)	307
Employ: Private Sector	16%	(48)	24%	(72)	12%	(36)	39%	(118)	9%	(27)	301
Employ: Government	17%	(13)	17%	(13)	7%	(6)	41%	(31)	18%	(14)	77
Employ: Self-Employed	28%	(28)	24%	(24)	6%	(6)	35%	(34)	7%	(7)	98
Employ: Homemaker	7%	(5)	19%	(14)	14%	(10)	43%	(31)	17%	(13)	73
Employ: Retired	5%	(12)	11%	(30)	14%	(37)	55%	(146)	15%	(39)	264
Employ: Unemployed	17%	(32)	14%	(26)	12%	(23)	36%	(66)	21%	(38)	184
Employ: Other	14%	(10)	24%	(18)	11%	(9)	29%	(22)	22%	(16)	75
Military HH: Yes	9%	(17)	13%	(25)	12%	(24)	56%	(108)	10%	(20)	193
Military HH: No	16%	(145)	20%	(184)	12%	(107)	37%	(347)	15%	(142)	926
RD/WT: Right Direction	18%	(60)	19%	(65)	11%	(37)	39%	(132)	13%	(44)	338
RD/WT: Wrong Track	13%	(102)	18%	(144)	12%	(94)	41%	(323)	15%	(118)	781
Trump Job Approve	9%	(41)	12%	(51)	11%	(50)	56%	(247)	11%	(51)	440
Trump Job Disapprove	18%	(111)	24%	(147)	12%	(75)	32%	(202)	14%	(88)	623
Trump Job Strongly Approve	7%	(17)	12%	(32)	11%	(28)	59%	(153)	11%	(28)	258
Trump Job Somewhat Approve	13%	(24)	11%	(20)	12%	(22)	51%	(94)	12%	(22)	182
Trump Job Somewhat Disapprove	19%	(23)	30%	(37)	7%	(8)	33%	(40)	11%	(13)	121
Trump Job Strongly Disapprove	18%	(88)	22%	(110)	13%	(67)	32%	(162)	15%	(74)	502

Continued on next page

Table MCSP6_2: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?

LeBron James

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	15%	(162)	19%	(209)	12%	(131)	41%	(455)	14%	(162)	1119
Favorable of Trump	9%	(40)	13%	(59)	13%	(57)	54%	(243)	11%	(50)	449
Unfavorable of Trump	18%	(110)	23%	(141)	12%	(69)	33%	(198)	14%	(83)	602
Very Favorable of Trump	6%	(16)	16%	(44)	13%	(35)	55%	(154)	11%	(32)	281
Somewhat Favorable of Trump	14%	(24)	9%	(16)	13%	(22)	53%	(89)	10%	(17)	168
Somewhat Unfavorable of Trump	18%	(19)	31%	(34)	9%	(10)	34%	(37)	8%	(9)	110
Very Unfavorable of Trump	18%	(90)	22%	(107)	12%	(60)	33%	(161)	15%	(74)	492
#1 Issue: Economy	16%	(69)	19%	(84)	13%	(58)	39%	(172)	13%	(57)	440
#1 Issue: Security	7%	(7)	11%	(11)	15%	(15)	52%	(53)	15%	(15)	102
#1 Issue: Health Care	15%	(33)	24%	(52)	8%	(17)	36%	(78)	18%	(38)	219
#1 Issue: Medicare / Social Security	10%	(12)	15%	(18)	14%	(17)	51%	(60)	9%	(11)	118
#1 Issue: Women's Issues	16%	(10)	15%	(10)	5%	(3)	39%	(25)	26%	(17)	65
#1 Issue: Education	25%	(14)	33%	(18)	11%	(6)	23%	(13)	8%	(4)	54
#1 Issue: Other	15%	(13)	12%	(11)	9%	(8)	48%	(41)	15%	(13)	85
2018 House Vote: Democrat	18%	(66)	23%	(85)	12%	(44)	36%	(136)	12%	(43)	374
2018 House Vote: Republican	5%	(16)	11%	(35)	14%	(43)	59%	(183)	10%	(32)	309
2016 Vote: Hillary Clinton	19%	(61)	20%	(66)	13%	(42)	37%	(120)	12%	(39)	327
2016 Vote: Donald Trump	7%	(23)	13%	(47)	11%	(39)	57%	(201)	11%	(40)	350
2016 Vote: Other	6%	(4)	22%	(15)	12%	(8)	47%	(33)	14%	(10)	69
2016 Vote: Didn't Vote	20%	(74)	22%	(81)	11%	(41)	27%	(101)	20%	(74)	371
Voted in 2014: Yes	12%	(74)	17%	(102)	12%	(72)	47%	(281)	12%	(69)	598
Voted in 2014: No	17%	(88)	21%	(107)	11%	(59)	33%	(174)	18%	(93)	521
2012 Vote: Barack Obama	18%	(73)	21%	(81)	13%	(50)	36%	(142)	12%	(48)	393
2012 Vote: Mitt Romney	6%	(13)	10%	(24)	13%	(30)	60%	(140)	11%	(26)	234
2012 Vote: Didn't Vote	17%	(77)	21%	(95)	11%	(48)	33%	(147)	18%	(79)	445
4-Region: Northeast	12%	(23)	16%	(31)	14%	(26)	41%	(77)	17%	(31)	188
4-Region: Midwest	13%	(32)	21%	(51)	12%	(29)	39%	(95)	14%	(35)	243
4-Region: South	18%	(74)	20%	(83)	8%	(33)	40%	(165)	13%	(52)	408
4-Region: West	12%	(33)	16%	(44)	15%	(42)	42%	(118)	16%	(43)	280
Sports fans	20%	(146)	23%	(168)	13%	(92)	35%	(254)	10%	(75)	735
Avid sports fans	37%	(88)	22%	(52)	12%	(29)	25%	(59)	3%	(7)	235

Continued on next page

Table MCSP6_2: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
LeBron James

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	15%	(162)	19%	(209)	12%	(131)	41%	(455)	14%	(162)	1119
Casual sports fans	12%	(58)	23%	(116)	13%	(63)	39%	(195)	14%	(68)	500
NFL fans	20%	(134)	24%	(163)	12%	(79)	33%	(226)	11%	(72)	675
MLB fans	19%	(109)	22%	(129)	11%	(66)	35%	(201)	12%	(70)	576
NBA fans	29%	(148)	29%	(148)	12%	(62)	24%	(123)	7%	(36)	517
NHL fans	22%	(79)	24%	(86)	10%	(36)	34%	(120)	9%	(31)	353
WNBA fans	32%	(79)	30%	(73)	11%	(27)	21%	(51)	5%	(12)	242
College football fans	21%	(119)	23%	(130)	12%	(67)	35%	(200)	8%	(47)	562
College basketball fans	25%	(118)	26%	(121)	13%	(59)	28%	(132)	8%	(37)	467
Golf fans	23%	(69)	23%	(71)	14%	(44)	32%	(98)	7%	(22)	303
Tennis fans	26%	(90)	26%	(91)	11%	(38)	26%	(93)	11%	(39)	350
Auto racing fans	23%	(96)	20%	(81)	12%	(50)	38%	(155)	7%	(30)	412
Soccer fans	26%	(93)	30%	(108)	11%	(39)	25%	(92)	8%	(31)	363
Gymnastics fans	19%	(97)	22%	(111)	15%	(76)	35%	(176)	10%	(50)	510
Competitive swimming fans	24%	(83)	24%	(80)	16%	(54)	29%	(98)	7%	(25)	341
Basketball players	51%	(68)	25%	(34)	7%	(9)	14%	(19)	4%	(5)	135
Basketball fans	30%	(125)	27%	(112)	11%	(46)	25%	(102)	6%	(26)	411
Sneaker enthusiasts	37%	(77)	26%	(55)	13%	(27)	19%	(40)	5%	(10)	208
Golfers	25%	(29)	21%	(24)	9%	(10)	36%	(41)	9%	(10)	114
Athletes	34%	(76)	23%	(50)	11%	(25)	27%	(59)	5%	(12)	223
Under Armour: Very fav	26%	(76)	25%	(74)	10%	(31)	30%	(88)	9%	(27)	296
Nike: Very fav	32%	(128)	29%	(119)	10%	(40)	22%	(89)	7%	(29)	405
Adidas: Very fav	30%	(99)	28%	(93)	11%	(35)	23%	(75)	9%	(30)	332
Michael Jordan: Very fav	31%	(122)	25%	(99)	13%	(52)	26%	(100)	4%	(17)	390
LeBron James: Very fav	46%	(117)	29%	(74)	10%	(25)	10%	(24)	5%	(12)	253
Stephen Curry: Very fav	37%	(77)	29%	(61)	9%	(20)	20%	(41)	5%	(10)	210
Jordan Brand: Very fav	39%	(87)	30%	(67)	9%	(21)	15%	(33)	6%	(13)	221
Curry Brand: Very fav	34%	(33)	27%	(26)	12%	(11)	20%	(19)	7%	(6)	96
Under Armour: Favorable	17%	(128)	22%	(168)	13%	(95)	36%	(266)	12%	(91)	747
Nike: Favorable	20%	(150)	25%	(185)	12%	(89)	29%	(214)	14%	(105)	743
Adidas: Favorable	18%	(149)	23%	(187)	13%	(101)	34%	(273)	12%	(97)	808

Continued on next page

Table MCSP6_2: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
LeBron James

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	15%	(162)	19%	(209)	12%	(131)	41%	(455)	14%	(162)	1119
Michael Jordan: Favorable	19%	(146)	23%	(175)	13%	(101)	34%	(268)	11%	(87)	777
LeBron James: Favorable	26%	(142)	30%	(168)	15%	(86)	19%	(108)	9%	(52)	556
Stephen Curry: Favorable	24%	(121)	26%	(130)	13%	(65)	29%	(143)	8%	(39)	497
Jordan Brand: Favorable	26%	(126)	27%	(130)	14%	(66)	23%	(109)	9%	(45)	475
Curry Brand: Favorable	31%	(81)	30%	(78)	15%	(39)	20%	(52)	4%	(10)	259
Often buy sportswear	42%	(74)	26%	(45)	9%	(16)	20%	(35)	3%	(4)	174
Often/Sometimes buy sportswear	20%	(130)	26%	(173)	12%	(77)	31%	(204)	11%	(69)	653
Familiar with Michael Jordan	15%	(161)	19%	(207)	12%	(130)	41%	(452)	14%	(155)	1105
Familiar with LeBron James	15%	(157)	19%	(207)	12%	(127)	41%	(436)	13%	(140)	1067
Familiar with Steph Curry	17%	(148)	21%	(186)	11%	(98)	38%	(330)	12%	(105)	867

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

Table MCSP6_3: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?

Lionel Messi

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(84)	10%	(109)	10%	(116)	38%	(426)	35%	(390)	1125
Gender: Male	11%	(60)	14%	(73)	10%	(52)	42%	(222)	22%	(116)	523
Gender: Female	4%	(24)	6%	(36)	11%	(64)	34%	(204)	46%	(274)	602
Age: 18-34	12%	(37)	13%	(41)	14%	(42)	31%	(96)	30%	(92)	309
Age: 35-44	19%	(34)	13%	(23)	7%	(12)	20%	(37)	41%	(76)	183
Age: 45-64	3%	(12)	9%	(37)	9%	(37)	42%	(167)	37%	(148)	401
Age: 65+	—	(1)	3%	(8)	11%	(25)	54%	(125)	32%	(74)	233
GenZers: 1997-2012	14%	(15)	15%	(17)	13%	(14)	29%	(32)	29%	(32)	111
Millennials: 1981-1996	14%	(41)	13%	(39)	12%	(35)	27%	(81)	35%	(106)	302
GenXers: 1965-1980	8%	(21)	12%	(31)	7%	(20)	34%	(92)	39%	(105)	269
Baby Boomers: 1946-1964	1%	(6)	5%	(22)	11%	(44)	48%	(194)	34%	(137)	402
PID: Dem (no lean)	12%	(50)	9%	(40)	13%	(56)	32%	(137)	33%	(140)	423
PID: Ind (no lean)	4%	(17)	13%	(48)	7%	(27)	38%	(145)	38%	(143)	379
PID: Rep (no lean)	5%	(17)	7%	(22)	11%	(34)	45%	(144)	33%	(107)	324
PID/Gender: Dem Men	19%	(34)	14%	(25)	10%	(18)	35%	(62)	22%	(39)	179
PID/Gender: Dem Women	6%	(16)	6%	(15)	15%	(38)	31%	(75)	42%	(101)	244
PID/Gender: Ind Men	7%	(12)	17%	(32)	7%	(13)	46%	(85)	22%	(41)	183
PID/Gender: Ind Women	2%	(5)	8%	(16)	7%	(13)	31%	(60)	52%	(102)	196
PID/Gender: Rep Men	8%	(14)	10%	(16)	13%	(21)	46%	(75)	22%	(36)	161
PID/Gender: Rep Women	2%	(4)	3%	(5)	8%	(13)	43%	(69)	43%	(71)	162
Ideo: Liberal (1-3)	10%	(31)	10%	(32)	12%	(38)	39%	(123)	29%	(94)	318
Ideo: Moderate (4)	6%	(21)	14%	(46)	10%	(35)	34%	(113)	35%	(118)	332
Ideo: Conservative (5-7)	5%	(18)	7%	(24)	10%	(36)	46%	(171)	32%	(118)	367
Educ: < College	7%	(56)	8%	(66)	9%	(75)	37%	(291)	38%	(300)	787
Educ: Bachelors degree	5%	(11)	12%	(25)	14%	(30)	41%	(90)	29%	(63)	219
Educ: Post-grad	15%	(17)	15%	(18)	10%	(12)	38%	(45)	23%	(27)	119
Income: Under 50k	7%	(45)	9%	(54)	9%	(55)	36%	(226)	40%	(253)	633
Income: 50k-100k	6%	(19)	8%	(24)	14%	(44)	42%	(135)	30%	(96)	319
Income: 100k+	11%	(19)	18%	(31)	10%	(18)	37%	(65)	23%	(40)	173
Ethnicity: White	5%	(46)	9%	(76)	10%	(90)	41%	(359)	35%	(313)	884
Ethnicity: Hispanic	11%	(22)	18%	(35)	8%	(15)	37%	(73)	25%	(49)	194

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Table MCSP6_3: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Lionel Messi

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(84)	10%	(109)	10%	(116)	38%	(426)	35%	(390)	1125
Ethnicity: Black	14%	(19)	11%	(16)	12%	(16)	27%	(39)	36%	(51)	141
Ethnicity: Other	18%	(19)	17%	(17)	10%	(10)	28%	(28)	26%	(27)	101
All Christian	8%	(44)	11%	(61)	11%	(58)	41%	(218)	29%	(153)	535
Atheist	25%	(13)	6%	(3)	14%	(8)	34%	(18)	20%	(11)	53
Agnostic/Nothing in particular	6%	(17)	6%	(18)	8%	(24)	33%	(96)	47%	(136)	291
Something Else	3%	(6)	11%	(22)	12%	(24)	33%	(65)	42%	(83)	200
Religious Non-Protestant/Catholic	5%	(3)	12%	(7)	7%	(4)	57%	(34)	19%	(11)	59
Evangelical	11%	(32)	15%	(45)	11%	(32)	31%	(90)	32%	(93)	292
Non-Evangelical	4%	(17)	9%	(36)	11%	(46)	44%	(184)	33%	(137)	420
Community: Urban	16%	(52)	12%	(38)	11%	(37)	32%	(106)	29%	(96)	329
Community: Suburban	5%	(22)	9%	(44)	12%	(56)	41%	(200)	34%	(167)	489
Community: Rural	3%	(10)	9%	(27)	8%	(23)	39%	(120)	41%	(128)	308
Employ: Private Sector	12%	(37)	13%	(40)	12%	(35)	37%	(112)	25%	(76)	299
Employ: Government	11%	(7)	13%	(8)	8%	(5)	49%	(30)	18%	(11)	61
Employ: Self-Employed	18%	(17)	13%	(12)	10%	(9)	30%	(30)	30%	(29)	98
Employ: Homemaker	1%	(1)	3%	(3)	8%	(7)	32%	(26)	55%	(44)	81
Employ: Student	21%	(11)	13%	(7)	14%	(7)	21%	(11)	32%	(16)	51
Employ: Retired	—	(0)	4%	(12)	11%	(31)	51%	(149)	34%	(100)	292
Employ: Unemployed	4%	(8)	12%	(21)	7%	(12)	31%	(55)	46%	(80)	175
Employ: Other	5%	(3)	12%	(8)	15%	(10)	21%	(14)	48%	(33)	69
Military HH: Yes	3%	(6)	10%	(19)	11%	(22)	43%	(83)	33%	(64)	194
Military HH: No	8%	(77)	10%	(91)	10%	(94)	37%	(343)	35%	(326)	931
RD/WT: Right Direction	13%	(41)	15%	(49)	7%	(22)	35%	(110)	30%	(94)	316
RD/WT: Wrong Track	5%	(43)	7%	(61)	12%	(94)	39%	(316)	37%	(296)	809
Trump Job Approve	7%	(31)	7%	(31)	9%	(40)	42%	(189)	35%	(160)	451
Trump Job Disapprove	8%	(51)	11%	(68)	11%	(72)	37%	(232)	33%	(209)	631
Trump Job Strongly Approve	6%	(17)	6%	(16)	6%	(15)	46%	(130)	36%	(101)	279
Trump Job Somewhat Approve	8%	(14)	9%	(15)	15%	(25)	34%	(59)	34%	(59)	172
Trump Job Somewhat Disapprove	7%	(9)	19%	(23)	14%	(16)	33%	(40)	27%	(32)	120
Trump Job Strongly Disapprove	8%	(42)	9%	(45)	11%	(55)	38%	(192)	34%	(176)	511

Continued on next page

Table MCSP6_3: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Lionel Messi

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(84)	10%	(109)	10%	(116)	38%	(426)	35%	(390)	1125
Favorable of Trump	7%	(30)	9%	(37)	10%	(42)	40%	(175)	35%	(153)	438
Unfavorable of Trump	8%	(51)	11%	(69)	11%	(70)	37%	(235)	33%	(207)	632
Very Favorable of Trump	6%	(17)	6%	(18)	6%	(18)	43%	(121)	38%	(107)	281
Somewhat Favorable of Trump	8%	(13)	13%	(20)	15%	(24)	34%	(54)	29%	(46)	157
Somewhat Unfavorable of Trump	7%	(8)	17%	(19)	11%	(12)	38%	(42)	28%	(31)	112
Very Unfavorable of Trump	8%	(43)	10%	(50)	11%	(58)	37%	(193)	34%	(176)	520
#1 Issue: Economy	10%	(43)	11%	(47)	11%	(48)	37%	(162)	31%	(136)	436
#1 Issue: Security	8%	(8)	7%	(7)	7%	(7)	36%	(36)	42%	(41)	98
#1 Issue: Health Care	3%	(6)	12%	(25)	10%	(21)	36%	(73)	38%	(77)	203
#1 Issue: Medicare / Social Security	3%	(4)	5%	(7)	9%	(14)	43%	(68)	41%	(63)	156
#1 Issue: Women's Issues	13%	(8)	11%	(7)	27%	(17)	22%	(14)	27%	(17)	63
#1 Issue: Other	3%	(2)	3%	(3)	6%	(5)	52%	(46)	36%	(31)	87
2018 House Vote: Democrat	7%	(28)	10%	(38)	13%	(50)	36%	(140)	34%	(129)	384
2018 House Vote: Republican	6%	(18)	4%	(13)	10%	(28)	47%	(135)	33%	(96)	290
2016 Vote: Hillary Clinton	7%	(23)	8%	(25)	13%	(44)	38%	(127)	34%	(114)	333
2016 Vote: Donald Trump	7%	(22)	7%	(22)	9%	(30)	45%	(151)	33%	(109)	333
2016 Vote: Other	2%	(2)	8%	(6)	14%	(11)	46%	(36)	31%	(24)	80
2016 Vote: Didn't Vote	10%	(37)	15%	(56)	8%	(32)	30%	(112)	38%	(143)	379
Voted in 2014: Yes	6%	(37)	7%	(41)	11%	(70)	41%	(256)	35%	(215)	619
Voted in 2014: No	9%	(47)	14%	(69)	9%	(47)	33%	(170)	35%	(175)	507
2012 Vote: Barack Obama	6%	(27)	8%	(33)	12%	(50)	39%	(165)	35%	(147)	421
2012 Vote: Mitt Romney	4%	(10)	6%	(15)	10%	(23)	48%	(110)	31%	(72)	229
2012 Vote: Didn't Vote	11%	(46)	14%	(58)	10%	(41)	32%	(136)	35%	(149)	430
4-Region: Northeast	8%	(16)	7%	(14)	15%	(30)	33%	(66)	37%	(74)	200
4-Region: Midwest	7%	(18)	9%	(22)	11%	(27)	32%	(83)	42%	(107)	258
4-Region: South	7%	(30)	13%	(55)	6%	(25)	40%	(161)	33%	(136)	407
4-Region: West	8%	(20)	7%	(19)	13%	(33)	45%	(116)	28%	(72)	260
Sports fans	10%	(73)	13%	(100)	13%	(96)	33%	(244)	31%	(231)	745
Avid sports fans	20%	(48)	17%	(40)	16%	(39)	26%	(62)	20%	(48)	238
Casual sports fans	5%	(25)	12%	(60)	11%	(57)	36%	(182)	36%	(183)	507

Continued on next page

Table MCSP6_3: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Lionel Messi

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(84)	10%	(109)	10%	(116)	38%	(426)	35%	(390)	1125
NFL fans	10%	(71)	13%	(90)	12%	(88)	34%	(240)	31%	(222)	710
MLB fans	10%	(62)	14%	(84)	14%	(83)	34%	(205)	28%	(168)	602
NBA fans	13%	(69)	15%	(81)	15%	(79)	28%	(144)	29%	(150)	523
NHL fans	13%	(52)	16%	(60)	14%	(54)	31%	(122)	26%	(100)	389
WNBA fans	22%	(55)	19%	(49)	15%	(39)	19%	(49)	24%	(62)	256
College football fans	10%	(59)	14%	(79)	12%	(71)	35%	(201)	29%	(168)	577
College basketball fans	12%	(57)	15%	(73)	13%	(63)	28%	(133)	31%	(147)	473
Golf fans	13%	(40)	15%	(44)	14%	(43)	34%	(101)	24%	(72)	301
Tennis fans	14%	(55)	19%	(73)	12%	(48)	29%	(113)	25%	(99)	388
Auto racing fans	14%	(60)	15%	(60)	13%	(54)	28%	(116)	30%	(123)	411
Soccer fans	19%	(65)	19%	(66)	15%	(51)	25%	(85)	23%	(80)	348
Gymnastics fans	9%	(49)	13%	(69)	12%	(63)	33%	(179)	34%	(184)	545
Competitive swimming fans	12%	(45)	14%	(51)	13%	(49)	29%	(104)	31%	(114)	362
Basketball players	26%	(34)	26%	(34)	11%	(14)	20%	(26)	18%	(23)	132
Basketball fans	15%	(57)	17%	(67)	17%	(65)	24%	(95)	27%	(107)	391
Sneaker enthusiasts	16%	(37)	21%	(49)	9%	(22)	19%	(44)	33%	(76)	229
Golfers	13%	(11)	12%	(10)	13%	(11)	38%	(33)	25%	(22)	87
Athletes	20%	(43)	17%	(37)	15%	(31)	22%	(48)	25%	(54)	212
Under Armour: Very fav	16%	(46)	16%	(45)	10%	(27)	29%	(82)	29%	(82)	282
Nike: Very fav	18%	(70)	14%	(56)	11%	(44)	22%	(84)	35%	(137)	390
Adidas: Very fav	18%	(55)	17%	(53)	9%	(27)	27%	(87)	30%	(93)	315
Michael Jordan: Very fav	18%	(66)	14%	(53)	10%	(39)	30%	(110)	28%	(105)	373
LeBron James: Very fav	23%	(57)	14%	(35)	9%	(22)	26%	(65)	28%	(70)	249
Stephen Curry: Very fav	23%	(46)	18%	(37)	12%	(24)	30%	(61)	17%	(35)	203
Jordan Brand: Very fav	25%	(50)	20%	(40)	11%	(22)	18%	(36)	27%	(54)	203
Curry Brand: Very fav	34%	(33)	22%	(22)	9%	(9)	18%	(18)	17%	(17)	99
Under Armour: Favorable	9%	(67)	12%	(89)	12%	(90)	35%	(256)	32%	(234)	735
Nike: Favorable	10%	(77)	12%	(88)	12%	(86)	30%	(221)	36%	(267)	739
Adidas: Favorable	9%	(74)	12%	(93)	12%	(94)	33%	(262)	33%	(262)	784
Michael Jordan: Favorable	10%	(74)	12%	(94)	12%	(94)	33%	(261)	33%	(257)	781

Continued on next page

Table MCSP6_3: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Lionel Messi

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(84)	10%	(109)	10%	(116)	38%	(426)	35%	(390)	1125
LeBron James: Favorable	13%	(72)	13%	(69)	14%	(74)	29%	(157)	32%	(176)	548
Stephen Curry: Favorable	13%	(64)	14%	(70)	16%	(77)	35%	(171)	21%	(104)	486
Jordan Brand: Favorable	15%	(65)	17%	(76)	14%	(61)	25%	(112)	29%	(130)	444
Curry Brand: Favorable	19%	(49)	19%	(49)	15%	(38)	30%	(79)	16%	(42)	259
Often buy sportswear	25%	(34)	16%	(22)	9%	(13)	21%	(29)	28%	(38)	137
Often/Sometimes buy sportswear	10%	(69)	13%	(84)	12%	(82)	31%	(203)	34%	(223)	662
Familiar with Michael Jordan	7%	(82)	10%	(108)	10%	(116)	38%	(424)	34%	(384)	1114
Familiar with LeBron James	7%	(80)	10%	(107)	11%	(115)	38%	(411)	34%	(364)	1077
Familiar with Steph Curry	9%	(75)	11%	(94)	12%	(106)	40%	(337)	28%	(240)	851

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

Table MCSP6_4: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Stephen Curry

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	11%	(118)	16%	(172)	13%	(144)	35%	(375)	25%	(277)	1087
Gender: Male	15%	(78)	18%	(93)	13%	(70)	37%	(191)	17%	(88)	521
Gender: Female	7%	(39)	14%	(79)	13%	(74)	33%	(184)	33%	(188)	566
Age: 18-34	17%	(50)	26%	(78)	13%	(38)	19%	(56)	25%	(75)	297
Age: 35-44	15%	(28)	17%	(33)	13%	(25)	23%	(42)	32%	(59)	187
Age: 45-64	8%	(28)	13%	(48)	12%	(44)	41%	(151)	26%	(94)	366
Age: 65+	5%	(11)	6%	(14)	16%	(37)	53%	(126)	21%	(49)	236
GenZers: 1997-2012	20%	(23)	17%	(20)	19%	(22)	24%	(28)	20%	(24)	115
Millennials: 1981-1996	15%	(44)	27%	(78)	11%	(32)	18%	(51)	29%	(85)	291
GenXers: 1965-1980	12%	(33)	17%	(45)	9%	(25)	33%	(90)	29%	(79)	272
Baby Boomers: 1946-1964	4%	(15)	8%	(26)	16%	(56)	49%	(171)	23%	(80)	349
PID: Dem (no lean)	14%	(56)	21%	(81)	17%	(68)	28%	(111)	20%	(78)	395
PID: Ind (no lean)	10%	(35)	14%	(51)	9%	(33)	34%	(124)	33%	(120)	363
PID: Rep (no lean)	8%	(26)	12%	(40)	13%	(43)	43%	(140)	24%	(80)	329
PID/Gender: Dem Men	21%	(39)	26%	(48)	16%	(29)	27%	(50)	10%	(18)	184
PID/Gender: Dem Women	8%	(18)	16%	(33)	19%	(39)	29%	(61)	28%	(59)	210
PID/Gender: Ind Men	10%	(18)	15%	(27)	10%	(17)	39%	(69)	26%	(46)	178
PID/Gender: Ind Women	9%	(18)	13%	(24)	8%	(16)	30%	(55)	40%	(73)	186
PID/Gender: Rep Men	14%	(22)	11%	(18)	15%	(24)	45%	(71)	15%	(24)	159
PID/Gender: Rep Women	2%	(4)	13%	(22)	11%	(19)	40%	(69)	33%	(56)	170
Ideo: Liberal (1-3)	18%	(55)	17%	(53)	18%	(55)	26%	(82)	21%	(64)	310
Ideo: Moderate (4)	11%	(32)	16%	(47)	15%	(44)	38%	(114)	21%	(62)	300
Ideo: Conservative (5-7)	6%	(20)	13%	(46)	12%	(43)	44%	(158)	26%	(92)	358
Educ: < College	10%	(79)	14%	(106)	12%	(89)	34%	(259)	29%	(221)	754
Educ: Bachelors degree	10%	(22)	20%	(42)	17%	(36)	35%	(74)	17%	(37)	210
Educ: Post-grad	14%	(17)	20%	(25)	15%	(18)	35%	(42)	16%	(19)	122
Income: Under 50k	11%	(68)	14%	(83)	11%	(68)	33%	(197)	30%	(175)	590
Income: 50k-100k	8%	(26)	17%	(54)	16%	(51)	36%	(113)	22%	(69)	313
Income: 100k+	13%	(24)	20%	(36)	14%	(25)	36%	(66)	18%	(34)	184
Ethnicity: White	8%	(67)	13%	(116)	13%	(115)	38%	(330)	27%	(234)	863
Ethnicity: Hispanic	11%	(18)	17%	(27)	12%	(18)	28%	(44)	32%	(50)	157

Continued on next page

Table MCSP6_4: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Stephen Curry

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	11%	(118)	16%	(172)	13%	(144)	35%	(375)	25%	(277)	1087
Ethnicity: Black	31%	(40)	28%	(36)	16%	(21)	14%	(19)	11%	(14)	130
Ethnicity: Other	11%	(10)	22%	(21)	9%	(9)	28%	(26)	30%	(29)	94
All Christian	9%	(46)	14%	(71)	16%	(79)	40%	(202)	21%	(106)	504
Atheist	11%	(6)	25%	(14)	18%	(10)	28%	(16)	18%	(10)	56
Agnostic/Nothing in particular	11%	(28)	17%	(46)	7%	(19)	32%	(87)	33%	(88)	268
Something Else	12%	(26)	17%	(36)	16%	(34)	24%	(50)	30%	(63)	210
Religious Non-Protestant/Catholic	27%	(18)	13%	(8)	7%	(4)	36%	(23)	17%	(11)	65
Evangelical	13%	(35)	17%	(46)	13%	(33)	28%	(74)	28%	(74)	262
Non-Evangelical	7%	(30)	14%	(59)	18%	(77)	40%	(171)	21%	(91)	428
Community: Urban	14%	(42)	18%	(54)	13%	(38)	33%	(99)	23%	(70)	303
Community: Suburban	11%	(57)	17%	(82)	15%	(76)	34%	(168)	23%	(112)	494
Community: Rural	6%	(19)	13%	(37)	10%	(30)	37%	(108)	33%	(95)	290
Employ: Private Sector	13%	(39)	21%	(66)	12%	(38)	37%	(114)	17%	(52)	308
Employ: Government	20%	(13)	17%	(10)	12%	(7)	37%	(23)	15%	(9)	63
Employ: Self-Employed	21%	(17)	15%	(12)	14%	(12)	28%	(22)	21%	(17)	80
Employ: Homemaker	12%	(9)	9%	(7)	14%	(12)	26%	(22)	39%	(32)	82
Employ: Student	15%	(8)	21%	(11)	8%	(4)	25%	(13)	30%	(16)	53
Employ: Retired	4%	(11)	6%	(17)	17%	(45)	49%	(131)	24%	(63)	269
Employ: Unemployed	10%	(16)	20%	(32)	14%	(23)	21%	(34)	36%	(58)	163
Employ: Other	7%	(5)	23%	(16)	4%	(3)	23%	(16)	43%	(30)	69
Military HH: Yes	12%	(24)	13%	(25)	11%	(22)	44%	(89)	20%	(41)	201
Military HH: No	11%	(94)	17%	(147)	14%	(123)	32%	(286)	27%	(236)	886
RD/WT: Right Direction	10%	(32)	15%	(46)	13%	(40)	34%	(107)	28%	(86)	310
RD/WT: Wrong Track	11%	(86)	16%	(127)	13%	(105)	35%	(269)	25%	(191)	777
Trump Job Approve	6%	(28)	11%	(49)	12%	(52)	44%	(191)	27%	(119)	439
Trump Job Disapprove	14%	(86)	19%	(118)	14%	(89)	29%	(178)	23%	(144)	615
Trump Job Strongly Approve	6%	(17)	9%	(25)	8%	(20)	48%	(127)	28%	(74)	262
Trump Job Somewhat Approve	6%	(11)	14%	(24)	18%	(32)	37%	(64)	26%	(45)	176
Trump Job Somewhat Disapprove	18%	(18)	17%	(17)	16%	(16)	21%	(22)	28%	(28)	102
Trump Job Strongly Disapprove	13%	(68)	20%	(101)	14%	(72)	30%	(156)	23%	(116)	512

Continued on next page

Table MCSP6_4: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Stephen Curry

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	11%	(118)	16%	(172)	13%	(144)	35%	(375)	25%	(277)	1087
Favorable of Trump	7%	(32)	12%	(52)	11%	(51)	42%	(191)	28%	(127)	452
Unfavorable of Trump	13%	(78)	19%	(116)	16%	(94)	30%	(177)	22%	(132)	595
Very Favorable of Trump	8%	(22)	10%	(30)	11%	(32)	43%	(124)	28%	(80)	288
Somewhat Favorable of Trump	6%	(10)	14%	(22)	11%	(19)	41%	(68)	28%	(46)	164
Somewhat Unfavorable of Trump	9%	(8)	20%	(17)	22%	(19)	29%	(25)	19%	(16)	85
Very Unfavorable of Trump	14%	(70)	19%	(99)	15%	(74)	30%	(152)	23%	(116)	510
#1 Issue: Economy	14%	(54)	17%	(66)	12%	(46)	33%	(129)	26%	(102)	397
#1 Issue: Security	5%	(5)	11%	(11)	6%	(6)	49%	(49)	29%	(29)	100
#1 Issue: Health Care	11%	(23)	18%	(40)	16%	(35)	26%	(58)	29%	(65)	221
#1 Issue: Medicare / Social Security	4%	(5)	11%	(14)	20%	(27)	44%	(57)	22%	(28)	131
#1 Issue: Education	23%	(16)	27%	(19)	18%	(12)	15%	(10)	17%	(11)	68
#1 Issue: Other	6%	(5)	9%	(7)	10%	(8)	48%	(38)	27%	(22)	81
2018 House Vote: Democrat	13%	(49)	19%	(70)	16%	(60)	32%	(118)	19%	(71)	367
2018 House Vote: Republican	6%	(19)	10%	(30)	12%	(37)	47%	(144)	24%	(74)	304
2016 Vote: Hillary Clinton	13%	(44)	18%	(60)	17%	(56)	33%	(111)	19%	(63)	333
2016 Vote: Donald Trump	9%	(31)	11%	(40)	9%	(33)	46%	(162)	24%	(83)	349
2016 Vote: Other	15%	(8)	16%	(9)	8%	(5)	37%	(21)	25%	(14)	58
2016 Vote: Didn't Vote	10%	(34)	18%	(64)	15%	(51)	23%	(81)	34%	(117)	347
Voted in 2014: Yes	10%	(61)	15%	(89)	13%	(83)	41%	(253)	21%	(127)	613
Voted in 2014: No	12%	(56)	18%	(83)	13%	(62)	26%	(122)	32%	(150)	473
2012 Vote: Barack Obama	13%	(57)	19%	(79)	15%	(64)	32%	(136)	21%	(90)	426
2012 Vote: Mitt Romney	5%	(12)	8%	(18)	12%	(26)	54%	(119)	21%	(45)	219
2012 Vote: Didn't Vote	12%	(46)	17%	(69)	13%	(53)	26%	(103)	32%	(129)	400
4-Region: Northeast	10%	(21)	15%	(31)	18%	(37)	35%	(72)	22%	(44)	204
4-Region: Midwest	11%	(24)	19%	(43)	10%	(22)	33%	(73)	27%	(60)	222
4-Region: South	11%	(47)	14%	(60)	13%	(55)	36%	(151)	25%	(103)	415
4-Region: West	11%	(27)	16%	(39)	13%	(31)	32%	(80)	28%	(69)	245
Sports fans	14%	(99)	21%	(151)	16%	(113)	29%	(206)	20%	(139)	708
Avid sports fans	21%	(47)	25%	(56)	21%	(46)	21%	(48)	12%	(26)	223
Casual sports fans	11%	(52)	20%	(95)	14%	(67)	33%	(158)	23%	(113)	485

Continued on next page

Table MCSP6_4: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Stephen Curry

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	11%	(118)	16%	(172)	13%	(144)	35%	(375)	25%	(277)	1087
NFL fans	14%	(94)	22%	(142)	16%	(103)	27%	(177)	20%	(130)	646
MLB fans	15%	(78)	20%	(106)	17%	(87)	30%	(157)	18%	(94)	522
NBA fans	21%	(102)	27%	(132)	16%	(80)	20%	(99)	15%	(72)	485
NHL fans	16%	(61)	23%	(85)	17%	(64)	31%	(117)	13%	(50)	377
WNBA fans	27%	(60)	29%	(65)	18%	(40)	16%	(36)	10%	(22)	223
College football fans	16%	(86)	21%	(112)	17%	(90)	30%	(157)	15%	(80)	526
College basketball fans	18%	(78)	26%	(111)	17%	(71)	25%	(109)	14%	(61)	431
Golf fans	20%	(64)	22%	(68)	16%	(52)	28%	(88)	14%	(44)	316
Tennis fans	19%	(64)	22%	(75)	15%	(51)	24%	(82)	21%	(71)	344
Auto racing fans	19%	(73)	16%	(64)	15%	(59)	32%	(124)	18%	(69)	389
Soccer fans	21%	(73)	24%	(86)	16%	(56)	23%	(83)	16%	(58)	355
Gymnastics fans	13%	(65)	21%	(101)	15%	(73)	28%	(137)	22%	(109)	485
Competitive swimming fans	18%	(56)	21%	(67)	15%	(48)	25%	(78)	20%	(62)	311
Basketball players	34%	(34)	28%	(28)	15%	(15)	16%	(16)	9%	(9)	102
Basketball fans	23%	(80)	28%	(97)	14%	(50)	19%	(67)	16%	(55)	349
Sneaker enthusiasts	22%	(42)	29%	(55)	17%	(32)	17%	(33)	16%	(30)	193
Golfers	17%	(16)	23%	(22)	11%	(11)	36%	(34)	13%	(13)	95
Athletes	24%	(47)	26%	(51)	13%	(26)	20%	(40)	17%	(33)	197
Under Armour: Very fav	20%	(53)	17%	(45)	14%	(37)	25%	(65)	23%	(61)	260
Nike: Very fav	22%	(86)	24%	(93)	14%	(55)	17%	(66)	22%	(85)	385
Adidas: Very fav	21%	(68)	22%	(71)	15%	(49)	18%	(58)	24%	(76)	322
Michael Jordan: Very fav	24%	(81)	25%	(85)	15%	(51)	20%	(68)	17%	(59)	344
LeBron James: Very fav	28%	(61)	26%	(56)	15%	(32)	15%	(32)	16%	(35)	216
Stephen Curry: Very fav	50%	(90)	23%	(41)	11%	(19)	10%	(18)	7%	(12)	179
Jordan Brand: Very fav	33%	(59)	35%	(61)	11%	(19)	10%	(18)	11%	(19)	177
Curry Brand: Very fav	53%	(33)	23%	(14)	14%	(9)	9%	(5)	2%	(1)	63
Under Armour: Favorable	13%	(90)	20%	(138)	15%	(105)	29%	(202)	24%	(168)	703
Nike: Favorable	15%	(110)	20%	(145)	14%	(103)	26%	(194)	26%	(189)	741
Adidas: Favorable	13%	(106)	19%	(156)	15%	(120)	28%	(222)	25%	(200)	805
Michael Jordan: Favorable	14%	(101)	20%	(146)	16%	(118)	28%	(202)	23%	(165)	732

Continued on next page

Table MCSP6_4: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Stephen Curry

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	11%	(118)	16%	(172)	13%	(144)	35%	(375)	25%	(277)	1087
LeBron James: Favorable	18%	(92)	24%	(122)	19%	(98)	20%	(105)	19%	(100)	517
Stephen Curry: Favorable	24%	(105)	29%	(123)	21%	(91)	17%	(74)	9%	(39)	432
Jordan Brand: Favorable	20%	(88)	28%	(125)	15%	(67)	19%	(82)	18%	(78)	440
Curry Brand: Favorable	33%	(72)	31%	(69)	16%	(36)	15%	(34)	4%	(9)	219
Often buy sportswear	31%	(44)	23%	(32)	8%	(11)	19%	(26)	20%	(28)	140
Often/Sometimes buy sportswear	16%	(101)	22%	(139)	14%	(90)	28%	(179)	20%	(131)	640
Familiar with Michael Jordan	11%	(117)	16%	(169)	13%	(144)	35%	(375)	25%	(273)	1079
Familiar with LeBron James	11%	(116)	16%	(169)	13%	(139)	35%	(364)	24%	(256)	1045
Familiar with Steph Curry	15%	(117)	21%	(165)	17%	(132)	32%	(253)	16%	(126)	793

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

Table MCSP6_5: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Michael Jordan

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	23%	(261)	23%	(259)	13%	(143)	29%	(329)	13%	(147)	1139
Gender: Male	28%	(153)	22%	(120)	11%	(62)	29%	(158)	9%	(50)	543
Gender: Female	18%	(108)	23%	(139)	14%	(81)	29%	(171)	16%	(97)	596
Age: 18-34	33%	(122)	28%	(104)	11%	(40)	14%	(51)	14%	(53)	369
Age: 35-44	39%	(67)	17%	(30)	12%	(20)	17%	(29)	15%	(26)	172
Age: 45-64	15%	(55)	25%	(89)	14%	(50)	36%	(128)	11%	(38)	359
Age: 65+	7%	(17)	15%	(36)	14%	(34)	51%	(121)	13%	(30)	240
GenZers: 1997-2012	40%	(63)	32%	(50)	9%	(14)	7%	(11)	11%	(17)	155
Millennials: 1981-1996	32%	(99)	24%	(73)	11%	(34)	17%	(53)	17%	(52)	310
GenXers: 1965-1980	22%	(55)	26%	(63)	13%	(31)	29%	(72)	10%	(25)	247
Baby Boomers: 1946-1964	11%	(41)	17%	(65)	15%	(56)	44%	(164)	13%	(48)	374
PID: Dem (no lean)	27%	(110)	24%	(99)	13%	(55)	25%	(105)	11%	(44)	414
PID: Ind (no lean)	23%	(93)	21%	(82)	9%	(37)	29%	(114)	18%	(70)	397
PID: Rep (no lean)	18%	(58)	24%	(78)	16%	(51)	33%	(109)	10%	(32)	329
PID/Gender: Dem Men	34%	(63)	24%	(46)	12%	(22)	24%	(45)	6%	(11)	187
PID/Gender: Dem Women	21%	(47)	23%	(53)	15%	(33)	26%	(60)	15%	(34)	226
PID/Gender: Ind Men	26%	(52)	20%	(38)	8%	(16)	30%	(59)	15%	(30)	196
PID/Gender: Ind Women	20%	(41)	22%	(44)	10%	(21)	27%	(55)	20%	(40)	201
PID/Gender: Rep Men	24%	(39)	22%	(36)	15%	(24)	33%	(53)	6%	(9)	160
PID/Gender: Rep Women	12%	(20)	25%	(42)	16%	(27)	34%	(56)	14%	(23)	168
Ideo: Liberal (1-3)	26%	(83)	20%	(64)	14%	(45)	28%	(88)	12%	(36)	316
Ideo: Moderate (4)	22%	(70)	28%	(90)	11%	(37)	29%	(96)	10%	(33)	326
Ideo: Conservative (5-7)	16%	(58)	22%	(80)	15%	(55)	36%	(132)	12%	(46)	371
Educ: < College	24%	(189)	23%	(178)	11%	(90)	27%	(207)	15%	(116)	779
Educ: Bachelors degree	16%	(38)	25%	(59)	15%	(35)	37%	(87)	8%	(18)	237
Educ: Post-grad	28%	(34)	18%	(22)	15%	(19)	29%	(36)	10%	(12)	123
Income: Under 50k	25%	(153)	21%	(130)	12%	(77)	28%	(171)	14%	(85)	616
Income: 50k-100k	19%	(63)	25%	(87)	15%	(50)	28%	(95)	13%	(45)	340
Income: 100k+	24%	(44)	23%	(43)	9%	(17)	34%	(63)	9%	(17)	183
Ethnicity: White	17%	(150)	23%	(204)	13%	(121)	33%	(300)	14%	(126)	901
Ethnicity: Hispanic	34%	(65)	31%	(59)	11%	(21)	16%	(31)	9%	(17)	193

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Table MCSP6_5: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Michael Jordan

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	23%	(261)	23%	(259)	13%	(143)	29%	(329)	13%	(147)	1139
Ethnicity: Black	56%	(74)	25%	(33)	6%	(8)	8%	(10)	6%	(8)	133
Ethnicity: Other	34%	(36)	21%	(22)	14%	(14)	18%	(19)	12%	(13)	105
All Christian	20%	(110)	22%	(118)	12%	(67)	34%	(187)	12%	(63)	546
All Non-Christian	28%	(18)	19%	(12)	16%	(10)	30%	(19)	8%	(5)	64
Atheist	24%	(13)	26%	(14)	16%	(8)	27%	(14)	8%	(4)	53
Agnostic/Nothing in particular	21%	(61)	21%	(59)	13%	(37)	28%	(79)	17%	(48)	284
Something Else	31%	(60)	29%	(56)	11%	(20)	16%	(31)	13%	(26)	193
Religious Non-Protestant/Catholic	28%	(25)	21%	(18)	16%	(14)	28%	(24)	7%	(6)	87
Evangelical	24%	(68)	28%	(78)	14%	(39)	20%	(54)	14%	(38)	278
Non-Evangelical	22%	(95)	20%	(88)	10%	(43)	36%	(157)	11%	(49)	432
Community: Urban	36%	(105)	20%	(60)	12%	(37)	21%	(61)	11%	(33)	296
Community: Suburban	18%	(104)	24%	(134)	12%	(70)	31%	(176)	14%	(82)	567
Community: Rural	18%	(51)	23%	(65)	13%	(36)	33%	(92)	12%	(32)	277
Employ: Private Sector	26%	(85)	24%	(78)	13%	(41)	29%	(95)	7%	(23)	322
Employ: Government	34%	(24)	19%	(13)	9%	(6)	23%	(16)	14%	(10)	69
Employ: Self-Employed	31%	(31)	27%	(27)	14%	(14)	16%	(16)	11%	(11)	99
Employ: Homemaker	25%	(19)	17%	(12)	17%	(13)	27%	(20)	14%	(10)	74
Employ: Student	34%	(24)	20%	(14)	8%	(6)	14%	(10)	24%	(17)	70
Employ: Retired	9%	(24)	21%	(58)	14%	(40)	44%	(125)	13%	(35)	282
Employ: Unemployed	27%	(41)	22%	(33)	10%	(15)	24%	(36)	16%	(25)	152
Employ: Other	19%	(13)	33%	(23)	12%	(8)	15%	(11)	21%	(15)	70
Military HH: Yes	24%	(52)	26%	(57)	12%	(26)	27%	(59)	11%	(23)	217
Military HH: No	23%	(209)	22%	(202)	13%	(117)	29%	(270)	13%	(124)	922
RD/WT: Right Direction	29%	(96)	23%	(74)	10%	(32)	25%	(81)	14%	(44)	326
RD/WT: Wrong Track	20%	(165)	23%	(185)	14%	(112)	31%	(249)	13%	(103)	813
Trump Job Approve	20%	(93)	21%	(100)	14%	(65)	34%	(159)	11%	(50)	468
Trump Job Disapprove	25%	(155)	23%	(143)	12%	(75)	27%	(165)	13%	(82)	619

Continued on next page

Table MCSP6_5: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Michael Jordan

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	23%	(261)	23%	(259)	13%	(143)	29%	(329)	13%	(147)	1139
Trump Job Strongly Approve	19%	(52)	21%	(56)	12%	(33)	39%	(105)	9%	(25)	271
Trump Job Somewhat Approve	21%	(41)	22%	(44)	16%	(32)	28%	(54)	13%	(26)	197
Trump Job Somewhat Disapprove	28%	(37)	31%	(42)	11%	(14)	19%	(25)	12%	(16)	134
Trump Job Strongly Disapprove	24%	(118)	21%	(101)	12%	(61)	29%	(140)	13%	(66)	485
Favorable of Trump	19%	(87)	24%	(114)	14%	(64)	32%	(151)	11%	(50)	465
Unfavorable of Trump	26%	(156)	21%	(127)	12%	(76)	28%	(171)	13%	(78)	608
Very Favorable of Trump	18%	(53)	24%	(70)	14%	(39)	34%	(99)	10%	(29)	290
Somewhat Favorable of Trump	20%	(34)	25%	(43)	14%	(25)	30%	(52)	12%	(21)	175
Somewhat Unfavorable of Trump	32%	(35)	30%	(33)	9%	(10)	21%	(23)	8%	(9)	109
Very Unfavorable of Trump	24%	(121)	19%	(94)	13%	(66)	30%	(148)	14%	(69)	499
#1 Issue: Economy	25%	(113)	25%	(113)	13%	(59)	27%	(120)	10%	(46)	452
#1 Issue: Security	23%	(21)	10%	(9)	9%	(8)	38%	(35)	20%	(18)	90
#1 Issue: Health Care	22%	(44)	22%	(46)	11%	(23)	29%	(60)	15%	(32)	206
#1 Issue: Medicare / Social Security	12%	(17)	20%	(28)	16%	(23)	42%	(60)	10%	(15)	142
#1 Issue: Women's Issues	21%	(13)	21%	(13)	14%	(9)	22%	(13)	21%	(13)	60
#1 Issue: Education	46%	(31)	28%	(19)	12%	(8)	10%	(6)	4%	(3)	67
#1 Issue: Other	19%	(16)	24%	(21)	11%	(9)	30%	(25)	16%	(14)	85
2018 House Vote: Democrat	26%	(99)	22%	(86)	13%	(51)	31%	(118)	9%	(34)	387
2018 House Vote: Republican	14%	(43)	20%	(62)	18%	(54)	36%	(110)	11%	(33)	301
2016 Vote: Hillary Clinton	24%	(82)	22%	(76)	13%	(46)	32%	(109)	9%	(31)	343
2016 Vote: Donald Trump	17%	(59)	19%	(65)	16%	(57)	36%	(125)	12%	(41)	348
2016 Vote: Other	18%	(10)	24%	(14)	7%	(4)	44%	(25)	7%	(4)	58
2016 Vote: Didn't Vote	28%	(110)	27%	(104)	9%	(35)	18%	(69)	18%	(71)	389
Voted in 2014: Yes	18%	(110)	21%	(125)	14%	(86)	37%	(223)	11%	(64)	607
Voted in 2014: No	28%	(151)	25%	(134)	11%	(58)	20%	(107)	16%	(83)	532
2012 Vote: Barack Obama	24%	(103)	24%	(99)	12%	(52)	30%	(128)	10%	(41)	422
2012 Vote: Mitt Romney	10%	(23)	15%	(34)	17%	(37)	45%	(101)	13%	(28)	223
2012 Vote: Didn't Vote	29%	(132)	26%	(118)	10%	(47)	18%	(83)	16%	(74)	455

Continued on next page

Table MCSP6_5: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Michael Jordan

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	23%	(261)	23%	(259)	13%	(143)	29%	(329)	13%	(147)	1139
4-Region: Northeast	21%	(43)	23%	(48)	11%	(22)	31%	(63)	14%	(28)	203
4-Region: Midwest	23%	(52)	21%	(47)	12%	(27)	30%	(69)	15%	(33)	228
4-Region: South	24%	(106)	25%	(111)	11%	(48)	28%	(120)	12%	(53)	437
4-Region: West	22%	(60)	20%	(54)	17%	(46)	28%	(77)	12%	(34)	271
Sports fans	30%	(224)	27%	(206)	13%	(97)	20%	(151)	10%	(73)	752
Avid sports fans	54%	(125)	24%	(55)	9%	(21)	11%	(26)	2%	(6)	233
Casual sports fans	19%	(100)	29%	(151)	15%	(76)	24%	(125)	13%	(68)	520
NFL fans	30%	(212)	28%	(201)	12%	(83)	22%	(155)	9%	(67)	719
MLB fans	27%	(167)	25%	(154)	15%	(89)	22%	(135)	10%	(63)	608
NBA fans	41%	(219)	29%	(155)	10%	(52)	14%	(78)	7%	(36)	539
NHL fans	32%	(128)	28%	(111)	13%	(54)	19%	(76)	8%	(32)	400
WNBA fans	44%	(104)	31%	(74)	10%	(24)	9%	(20)	7%	(16)	237
College football fans	30%	(171)	27%	(155)	14%	(82)	21%	(122)	7%	(40)	570
College basketball fans	34%	(158)	30%	(137)	13%	(60)	16%	(74)	7%	(33)	463
Golf fans	32%	(101)	28%	(90)	14%	(45)	19%	(61)	6%	(19)	316
Tennis fans	34%	(120)	28%	(98)	11%	(40)	18%	(63)	10%	(34)	356
Auto racing fans	32%	(132)	27%	(109)	14%	(56)	20%	(80)	7%	(29)	405
Soccer fans	35%	(132)	26%	(96)	15%	(55)	15%	(57)	9%	(33)	372
Gymnastics fans	26%	(137)	26%	(139)	14%	(76)	22%	(115)	11%	(59)	526
Competitive swimming fans	30%	(100)	26%	(84)	15%	(48)	19%	(61)	11%	(35)	327
Basketball players	66%	(80)	23%	(28)	5%	(6)	4%	(5)	2%	(3)	121
Basketball fans	42%	(174)	26%	(106)	13%	(53)	13%	(55)	6%	(24)	412
Sneaker enthusiasts	49%	(109)	24%	(54)	11%	(26)	11%	(25)	4%	(10)	223
Golfers	32%	(33)	24%	(24)	13%	(14)	26%	(27)	4%	(4)	103
Athletes	48%	(109)	26%	(59)	9%	(19)	11%	(26)	6%	(13)	226
Under Armour: Very fav	40%	(131)	27%	(88)	10%	(32)	15%	(49)	8%	(26)	326
Nike: Very fav	45%	(192)	27%	(113)	12%	(52)	10%	(41)	6%	(26)	424
Adidas: Very fav	45%	(160)	26%	(94)	8%	(28)	13%	(48)	8%	(27)	356
Michael Jordan: Very fav	52%	(204)	24%	(96)	9%	(36)	10%	(38)	5%	(20)	393
LeBron James: Very fav	49%	(125)	25%	(64)	11%	(29)	10%	(25)	5%	(13)	254

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Table MCSP6_5: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Michael Jordan

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	23%	(261)	23%	(259)	13%	(143)	29%	(329)	13%	(147)	1139
Stephen Curry: Very fav	56%	(125)	22%	(50)	7%	(16)	11%	(25)	3%	(8)	224
Jordan Brand: Very fav	63%	(140)	25%	(55)	6%	(12)	3%	(7)	4%	(9)	224
Curry Brand: Very fav	50%	(51)	26%	(27)	10%	(10)	13%	(13)	1%	(1)	102
Under Armour: Favorable	27%	(205)	27%	(206)	13%	(99)	23%	(171)	10%	(73)	754
Nike: Favorable	30%	(235)	28%	(218)	13%	(103)	19%	(145)	10%	(79)	780
Adidas: Favorable	29%	(240)	27%	(228)	13%	(105)	22%	(184)	9%	(79)	836
Michael Jordan: Favorable	30%	(248)	28%	(231)	13%	(107)	19%	(158)	9%	(73)	816
LeBron James: Favorable	34%	(199)	27%	(156)	13%	(76)	16%	(90)	10%	(55)	577
Stephen Curry: Favorable	37%	(180)	28%	(135)	13%	(61)	17%	(81)	6%	(30)	486
Jordan Brand: Favorable	41%	(197)	33%	(158)	10%	(47)	10%	(49)	5%	(24)	474
Curry Brand: Favorable	40%	(113)	29%	(82)	14%	(39)	14%	(38)	2%	(7)	278
Often buy sportswear	53%	(93)	22%	(39)	12%	(21)	10%	(17)	3%	(5)	174
Often/Sometimes buy sportswear	34%	(223)	27%	(178)	12%	(81)	19%	(124)	9%	(58)	665
Familiar with Michael Jordan	23%	(261)	23%	(258)	13%	(141)	29%	(325)	13%	(142)	1127
Familiar with LeBron James	23%	(256)	23%	(249)	12%	(133)	29%	(314)	13%	(140)	1092
Familiar with Steph Curry	26%	(229)	24%	(209)	13%	(111)	26%	(224)	11%	(99)	873

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

Table MCSP6_6: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Tom Brady

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	9%	(95)	15%	(156)	13%	(143)	44%	(469)	19%	(205)	1068
Gender: Male	12%	(62)	18%	(92)	12%	(63)	46%	(236)	12%	(64)	517
Gender: Female	6%	(33)	12%	(64)	15%	(80)	42%	(232)	26%	(142)	552
Age: 18-34	11%	(34)	18%	(56)	15%	(47)	32%	(101)	24%	(74)	312
Age: 35-44	18%	(32)	15%	(26)	8%	(14)	39%	(67)	19%	(33)	171
Age: 45-64	7%	(25)	13%	(48)	14%	(53)	50%	(187)	17%	(63)	375
Age: 65+	3%	(6)	12%	(26)	14%	(30)	54%	(114)	17%	(36)	210
GenZers: 1997-2012	8%	(8)	22%	(23)	23%	(24)	26%	(28)	21%	(22)	105
Millennials: 1981-1996	16%	(49)	15%	(46)	10%	(31)	36%	(111)	22%	(67)	304
GenXers: 1965-1980	10%	(25)	14%	(35)	14%	(37)	43%	(111)	19%	(49)	257
Baby Boomers: 1946-1964	3%	(11)	13%	(45)	11%	(40)	56%	(197)	16%	(57)	350
PID: Dem (no lean)	12%	(45)	13%	(49)	17%	(64)	43%	(162)	14%	(53)	373
PID: Ind (no lean)	5%	(19)	16%	(61)	12%	(45)	40%	(147)	26%	(98)	369
PID: Rep (no lean)	10%	(31)	14%	(46)	11%	(34)	49%	(159)	17%	(54)	326
PID/Gender: Dem Men	19%	(31)	15%	(25)	16%	(27)	40%	(65)	10%	(17)	164
PID/Gender: Dem Women	7%	(14)	12%	(25)	18%	(37)	46%	(97)	17%	(36)	209
PID/Gender: Ind Men	7%	(14)	20%	(37)	13%	(26)	47%	(90)	13%	(25)	191
PID/Gender: Ind Women	3%	(5)	13%	(23)	11%	(19)	32%	(57)	41%	(73)	178
PID/Gender: Rep Men	11%	(18)	18%	(30)	6%	(10)	50%	(81)	14%	(22)	161
PID/Gender: Rep Women	8%	(14)	10%	(16)	15%	(24)	48%	(78)	20%	(32)	164
Ideo: Liberal (1-3)	8%	(23)	11%	(32)	17%	(46)	49%	(135)	14%	(39)	275
Ideo: Moderate (4)	10%	(30)	18%	(55)	13%	(41)	39%	(118)	20%	(61)	304
Ideo: Conservative (5-7)	9%	(34)	13%	(47)	13%	(47)	46%	(175)	19%	(73)	376
Educ: < College	9%	(63)	14%	(102)	13%	(97)	42%	(309)	22%	(165)	736
Educ: Bachelors degree	6%	(13)	17%	(36)	15%	(31)	49%	(104)	13%	(28)	212
Educ: Post-grad	16%	(20)	15%	(18)	12%	(15)	46%	(56)	11%	(13)	120
Income: Under 50k	9%	(51)	13%	(78)	12%	(73)	43%	(255)	23%	(138)	596
Income: 50k-100k	9%	(29)	15%	(48)	13%	(40)	48%	(150)	15%	(48)	316
Income: 100k+	10%	(15)	19%	(29)	19%	(29)	41%	(64)	12%	(19)	157
Ethnicity: White	8%	(68)	14%	(117)	13%	(108)	47%	(399)	19%	(164)	856
Ethnicity: Hispanic	10%	(17)	19%	(33)	11%	(19)	46%	(79)	14%	(25)	172

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Table MCSP6_6: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Tom Brady

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	9%	(95)	15%	(156)	13%	(143)	44%	(469)	19%	(205)	1068
Ethnicity: Black	12%	(14)	19%	(22)	21%	(23)	29%	(33)	18%	(20)	112
Ethnicity: Other	14%	(14)	17%	(17)	12%	(12)	37%	(37)	21%	(21)	100
All Christian	10%	(51)	16%	(85)	13%	(67)	47%	(243)	14%	(73)	520
Atheist	5%	(3)	4%	(2)	23%	(12)	47%	(24)	22%	(11)	52
Agnostic/Nothing in particular	8%	(23)	11%	(30)	13%	(36)	39%	(109)	28%	(79)	278
Something Else	9%	(16)	18%	(31)	12%	(22)	39%	(68)	21%	(37)	173
Religious Non-Protestant/Catholic	6%	(4)	24%	(17)	15%	(10)	46%	(32)	9%	(6)	69
Evangelical	11%	(30)	16%	(42)	12%	(32)	43%	(113)	18%	(47)	264
Non-Evangelical	9%	(35)	16%	(64)	13%	(51)	47%	(189)	15%	(62)	401
Community: Urban	9%	(25)	15%	(40)	15%	(39)	35%	(92)	25%	(66)	261
Community: Suburban	8%	(42)	17%	(86)	12%	(60)	48%	(247)	15%	(79)	513
Community: Rural	10%	(29)	10%	(31)	15%	(43)	44%	(130)	21%	(61)	294
Employ: Private Sector	12%	(34)	18%	(53)	11%	(33)	47%	(137)	12%	(36)	293
Employ: Government	14%	(10)	7%	(5)	12%	(8)	42%	(29)	24%	(17)	69
Employ: Self-Employed	15%	(10)	19%	(13)	10%	(7)	36%	(25)	20%	(14)	71
Employ: Homemaker	5%	(4)	14%	(11)	13%	(11)	40%	(31)	28%	(22)	78
Employ: Retired	3%	(9)	10%	(25)	17%	(44)	53%	(141)	17%	(45)	264
Employ: Unemployed	10%	(18)	13%	(23)	16%	(28)	37%	(65)	24%	(42)	175
Employ: Other	9%	(6)	17%	(13)	6%	(4)	40%	(29)	28%	(20)	72
Military HH: Yes	7%	(15)	10%	(21)	17%	(35)	50%	(102)	15%	(31)	204
Military HH: No	9%	(80)	16%	(135)	12%	(107)	42%	(367)	20%	(174)	864
RD/WT: Right Direction	17%	(53)	19%	(60)	10%	(31)	37%	(114)	17%	(53)	311
RD/WT: Wrong Track	6%	(42)	13%	(97)	15%	(112)	47%	(354)	20%	(153)	758
Trump Job Approve	12%	(55)	16%	(71)	10%	(45)	46%	(206)	16%	(69)	446
Trump Job Disapprove	7%	(41)	13%	(76)	16%	(92)	45%	(260)	20%	(115)	584
Trump Job Strongly Approve	13%	(38)	12%	(36)	10%	(27)	49%	(142)	16%	(46)	289
Trump Job Somewhat Approve	11%	(17)	22%	(35)	11%	(18)	41%	(64)	15%	(23)	157
Trump Job Somewhat Disapprove	8%	(9)	20%	(24)	23%	(27)	31%	(38)	18%	(22)	120
Trump Job Strongly Disapprove	7%	(32)	11%	(52)	14%	(65)	48%	(222)	20%	(93)	464

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Table MCSP6_6: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Tom Brady

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	9%	(95)	15%	(156)	13%	(143)	44%	(469)	19%	(205)	1068
Favorable of Trump	11%	(50)	15%	(66)	11%	(50)	47%	(205)	15%	(68)	439
Unfavorable of Trump	7%	(40)	13%	(74)	15%	(90)	44%	(261)	21%	(121)	586
Very Favorable of Trump	12%	(35)	13%	(37)	10%	(27)	49%	(136)	16%	(45)	279
Somewhat Favorable of Trump	10%	(16)	18%	(29)	14%	(23)	43%	(69)	14%	(23)	160
Somewhat Unfavorable of Trump	12%	(13)	19%	(20)	19%	(21)	32%	(35)	18%	(20)	108
Very Unfavorable of Trump	6%	(28)	11%	(54)	14%	(69)	47%	(226)	21%	(101)	478
#1 Issue: Economy	12%	(49)	17%	(74)	15%	(64)	43%	(180)	13%	(57)	424
#1 Issue: Security	13%	(14)	12%	(13)	7%	(7)	41%	(43)	27%	(28)	105
#1 Issue: Health Care	7%	(13)	12%	(23)	13%	(24)	49%	(92)	20%	(37)	188
#1 Issue: Medicare / Social Security	2%	(3)	16%	(21)	13%	(17)	49%	(68)	20%	(28)	138
#1 Issue: Women's Issues	12%	(7)	10%	(6)	14%	(9)	35%	(21)	29%	(17)	60
#1 Issue: Other	2%	(2)	10%	(8)	12%	(10)	48%	(40)	28%	(23)	84
2018 House Vote: Democrat	9%	(31)	14%	(48)	16%	(52)	46%	(152)	15%	(48)	332
2018 House Vote: Republican	10%	(30)	14%	(43)	12%	(37)	50%	(155)	14%	(42)	307
2016 Vote: Hillary Clinton	11%	(33)	13%	(42)	13%	(39)	51%	(158)	12%	(39)	310
2016 Vote: Donald Trump	8%	(26)	16%	(52)	11%	(35)	49%	(157)	16%	(52)	322
2016 Vote: Other	4%	(3)	13%	(8)	18%	(12)	37%	(24)	28%	(18)	65
2016 Vote: Didn't Vote	9%	(34)	15%	(55)	15%	(56)	35%	(129)	26%	(97)	371
Voted in 2014: Yes	9%	(52)	13%	(77)	14%	(79)	49%	(287)	15%	(88)	584
Voted in 2014: No	9%	(43)	16%	(79)	13%	(64)	37%	(181)	24%	(118)	485
2012 Vote: Barack Obama	10%	(39)	13%	(50)	13%	(52)	46%	(180)	17%	(68)	390
2012 Vote: Mitt Romney	6%	(13)	16%	(33)	14%	(29)	53%	(114)	12%	(25)	214
2012 Vote: Didn't Vote	9%	(39)	16%	(67)	13%	(56)	37%	(152)	24%	(100)	414
4-Region: Northeast	7%	(14)	17%	(34)	14%	(27)	42%	(82)	21%	(41)	197
4-Region: Midwest	11%	(26)	14%	(35)	14%	(34)	39%	(96)	23%	(56)	248
4-Region: South	12%	(45)	15%	(57)	11%	(42)	46%	(173)	16%	(62)	380
4-Region: West	4%	(10)	12%	(30)	16%	(40)	48%	(117)	19%	(47)	244
Sports fans	13%	(84)	19%	(127)	16%	(108)	38%	(253)	13%	(87)	659
Avid sports fans	25%	(55)	21%	(46)	17%	(36)	33%	(71)	5%	(10)	218
Casual sports fans	7%	(29)	18%	(81)	16%	(72)	41%	(182)	17%	(76)	440

Continued on next page

Table MCSP6_6: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Tom Brady

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	9%	(95)	15%	(156)	13%	(143)	44%	(469)	19%	(205)	1068
NFL fans	14%	(92)	19%	(125)	15%	(97)	39%	(254)	13%	(87)	655
MLB fans	14%	(73)	21%	(108)	15%	(79)	38%	(197)	13%	(66)	523
NBA fans	16%	(73)	23%	(105)	17%	(78)	34%	(157)	12%	(54)	466
NHL fans	17%	(59)	21%	(71)	16%	(56)	34%	(116)	12%	(42)	344
WNBA fans	19%	(41)	29%	(61)	15%	(32)	26%	(55)	10%	(21)	210
College football fans	14%	(76)	20%	(110)	16%	(84)	38%	(208)	12%	(63)	541
College basketball fans	15%	(67)	24%	(103)	15%	(67)	35%	(152)	11%	(47)	435
Golf fans	17%	(54)	22%	(68)	16%	(51)	33%	(105)	11%	(35)	313
Tennis fans	18%	(55)	22%	(70)	14%	(44)	32%	(99)	14%	(43)	311
Auto racing fans	16%	(61)	22%	(82)	17%	(63)	32%	(120)	14%	(52)	378
Soccer fans	19%	(62)	22%	(71)	16%	(51)	30%	(98)	13%	(44)	326
Gymnastics fans	12%	(55)	17%	(81)	15%	(71)	40%	(187)	16%	(74)	467
Competitive swimming fans	17%	(49)	22%	(65)	13%	(37)	34%	(99)	14%	(40)	290
Basketball players	31%	(30)	30%	(29)	9%	(8)	28%	(28)	3%	(3)	98
Basketball fans	17%	(59)	27%	(93)	16%	(55)	30%	(103)	11%	(38)	347
Sneaker enthusiasts	21%	(46)	21%	(47)	16%	(35)	26%	(58)	16%	(34)	221
Golfers	23%	(23)	18%	(18)	11%	(11)	41%	(41)	7%	(7)	100
Athletes	27%	(51)	22%	(41)	13%	(24)	34%	(63)	5%	(10)	189
Under Armour: Very fav	24%	(60)	22%	(56)	12%	(31)	28%	(69)	13%	(33)	248
Nike: Very fav	18%	(67)	22%	(83)	13%	(48)	28%	(105)	19%	(70)	373
Adidas: Very fav	20%	(58)	19%	(58)	14%	(40)	27%	(80)	20%	(61)	297
Michael Jordan: Very fav	18%	(62)	22%	(75)	14%	(47)	31%	(108)	16%	(55)	347
LeBron James: Very fav	23%	(48)	22%	(45)	13%	(27)	30%	(62)	12%	(25)	207
Stephen Curry: Very fav	23%	(42)	26%	(47)	16%	(29)	24%	(43)	10%	(18)	179
Jordan Brand: Very fav	30%	(54)	24%	(44)	10%	(17)	23%	(42)	13%	(24)	182
Curry Brand: Very fav	40%	(25)	21%	(13)	17%	(11)	14%	(9)	8%	(5)	62
Under Armour: Favorable	12%	(85)	18%	(125)	15%	(100)	39%	(267)	16%	(107)	683
Nike: Favorable	12%	(85)	18%	(128)	13%	(94)	37%	(257)	19%	(132)	696
Adidas: Favorable	12%	(87)	18%	(132)	14%	(109)	38%	(289)	18%	(137)	754
Michael Jordan: Favorable	13%	(92)	19%	(137)	15%	(110)	38%	(276)	15%	(110)	725

Continued on next page

Table MCSP6_6: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Tom Brady

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	9%	(95)	15%	(156)	13%	(143)	44%	(469)	19%	(205)	1068
LeBron James: Favorable	14%	(71)	20%	(98)	16%	(77)	34%	(166)	16%	(81)	493
Stephen Curry: Favorable	15%	(66)	23%	(101)	15%	(65)	37%	(167)	11%	(48)	447
Jordan Brand: Favorable	17%	(72)	23%	(99)	14%	(61)	32%	(137)	14%	(62)	432
Curry Brand: Favorable	25%	(52)	27%	(56)	15%	(32)	26%	(53)	7%	(15)	208
Often buy sportswear	25%	(36)	22%	(33)	10%	(15)	30%	(44)	13%	(19)	147
Often/Sometimes buy sportswear	13%	(81)	16%	(104)	14%	(91)	39%	(247)	17%	(108)	631
Familiar with Michael Jordan	9%	(95)	15%	(156)	13%	(140)	44%	(465)	19%	(199)	1055
Familiar with LeBron James	9%	(94)	15%	(151)	13%	(134)	44%	(448)	19%	(191)	1018
Familiar with Steph Curry	11%	(84)	18%	(140)	14%	(110)	43%	(342)	14%	(113)	789

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

Table MCSP6_7: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Cristiano Ronaldo

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(69)	12%	(129)	14%	(148)	35%	(376)	33%	(361)	1082
Gender: Male	9%	(49)	14%	(72)	15%	(78)	38%	(196)	24%	(126)	520
Gender: Female	4%	(20)	10%	(57)	12%	(70)	32%	(180)	42%	(235)	562
Age: 18-34	11%	(37)	18%	(60)	15%	(52)	26%	(85)	30%	(99)	333
Age: 35-44	11%	(21)	19%	(35)	10%	(19)	24%	(44)	36%	(67)	186
Age: 45-64	3%	(10)	8%	(29)	15%	(56)	39%	(144)	35%	(128)	366
Age: 65+	1%	(2)	2%	(5)	11%	(21)	52%	(102)	34%	(67)	197
GenZers: 1997-2012	13%	(19)	15%	(22)	16%	(23)	20%	(28)	35%	(50)	142
Millennials: 1981-1996	8%	(25)	19%	(57)	14%	(43)	26%	(78)	32%	(93)	295
GenXers: 1965-1980	7%	(19)	13%	(33)	11%	(28)	34%	(91)	35%	(93)	264
Baby Boomers: 1946-1964	2%	(6)	5%	(17)	15%	(52)	44%	(149)	34%	(116)	340
PID: Dem (no lean)	8%	(32)	17%	(64)	16%	(61)	28%	(108)	32%	(125)	389
PID: Ind (no lean)	7%	(25)	10%	(36)	11%	(42)	34%	(128)	39%	(147)	378
PID: Rep (no lean)	4%	(12)	9%	(29)	14%	(45)	44%	(140)	28%	(89)	315
PID/Gender: Dem Men	12%	(19)	26%	(42)	15%	(25)	23%	(38)	24%	(39)	164
PID/Gender: Dem Women	6%	(12)	10%	(22)	16%	(35)	31%	(70)	38%	(86)	226
PID/Gender: Ind Men	10%	(20)	7%	(13)	11%	(22)	44%	(86)	28%	(54)	194
PID/Gender: Ind Women	3%	(6)	13%	(23)	11%	(20)	23%	(42)	51%	(93)	184
PID/Gender: Rep Men	6%	(10)	11%	(17)	19%	(30)	44%	(72)	20%	(33)	162
PID/Gender: Rep Women	1%	(2)	8%	(12)	10%	(15)	45%	(68)	37%	(56)	153
Ideo: Liberal (1-3)	8%	(24)	14%	(42)	16%	(47)	34%	(100)	28%	(84)	298
Ideo: Moderate (4)	5%	(14)	12%	(31)	15%	(41)	32%	(85)	37%	(99)	270
Ideo: Conservative (5-7)	5%	(17)	11%	(42)	13%	(49)	43%	(160)	28%	(106)	375
Educ: < College	5%	(37)	13%	(97)	14%	(104)	31%	(231)	37%	(277)	746
Educ: Bachelors degree	7%	(16)	8%	(17)	13%	(27)	45%	(99)	27%	(59)	219
Educ: Post-grad	13%	(16)	12%	(15)	14%	(16)	39%	(45)	22%	(26)	118
Income: Under 50k	5%	(30)	14%	(80)	13%	(78)	31%	(185)	37%	(219)	593
Income: 50k-100k	6%	(21)	8%	(27)	14%	(46)	39%	(127)	33%	(107)	328
Income: 100k+	11%	(18)	13%	(22)	14%	(23)	40%	(64)	21%	(34)	162
Ethnicity: White	5%	(40)	10%	(81)	13%	(105)	37%	(304)	35%	(286)	816
Ethnicity: Hispanic	12%	(19)	24%	(39)	14%	(22)	19%	(31)	32%	(52)	164

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Table MCSP6_7: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Cristiano Ronaldo

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(69)	12%	(129)	14%	(148)	35%	(376)	33%	(361)	1082
Ethnicity: Black	7%	(9)	16%	(23)	19%	(27)	27%	(38)	31%	(44)	141
Ethnicity: Other	15%	(19)	20%	(25)	13%	(16)	27%	(34)	25%	(31)	125
All Christian	6%	(26)	13%	(60)	14%	(66)	37%	(174)	30%	(139)	466
All Non-Christian	12%	(6)	21%	(11)	12%	(6)	42%	(22)	13%	(7)	53
Atheist	9%	(5)	3%	(2)	27%	(15)	33%	(19)	27%	(15)	57
Agnostic/Nothing in particular	5%	(16)	10%	(28)	13%	(39)	33%	(97)	39%	(116)	296
Something Else	7%	(15)	13%	(27)	10%	(21)	30%	(64)	40%	(84)	210
Religious Non-Protestant/Catholic	9%	(6)	19%	(13)	13%	(9)	41%	(27)	17%	(12)	66
Evangelical	7%	(20)	16%	(42)	10%	(26)	34%	(91)	33%	(88)	267
Non-Evangelical	5%	(20)	11%	(42)	15%	(57)	36%	(141)	33%	(128)	389
Community: Urban	12%	(33)	17%	(45)	15%	(38)	33%	(87)	23%	(61)	264
Community: Suburban	5%	(27)	8%	(41)	17%	(90)	35%	(191)	35%	(189)	537
Community: Rural	3%	(9)	16%	(44)	7%	(19)	35%	(98)	39%	(111)	281
Employ: Private Sector	9%	(28)	15%	(44)	14%	(42)	34%	(102)	28%	(83)	299
Employ: Government	15%	(11)	7%	(6)	9%	(7)	46%	(34)	24%	(18)	76
Employ: Self-Employed	9%	(9)	23%	(22)	9%	(9)	37%	(35)	21%	(20)	94
Employ: Homemaker	2%	(1)	12%	(9)	9%	(7)	24%	(18)	52%	(40)	76
Employ: Retired	1%	(2)	2%	(5)	15%	(34)	48%	(111)	35%	(81)	233
Employ: Unemployed	6%	(11)	16%	(28)	15%	(27)	25%	(46)	38%	(69)	182
Employ: Other	2%	(1)	10%	(8)	23%	(18)	27%	(20)	38%	(29)	76
Military HH: Yes	4%	(7)	8%	(14)	11%	(18)	50%	(82)	27%	(44)	164
Military HH: No	7%	(62)	13%	(115)	14%	(130)	32%	(294)	35%	(317)	918
RD/WT: Right Direction	7%	(24)	18%	(58)	12%	(39)	34%	(112)	29%	(97)	331
RD/WT: Wrong Track	6%	(45)	9%	(71)	14%	(109)	35%	(263)	35%	(264)	751
Trump Job Approve	5%	(21)	12%	(52)	13%	(57)	35%	(151)	35%	(153)	435
Trump Job Disapprove	8%	(45)	11%	(65)	15%	(87)	37%	(217)	30%	(179)	593
Trump Job Strongly Approve	4%	(10)	8%	(21)	10%	(25)	40%	(104)	38%	(96)	256
Trump Job Somewhat Approve	6%	(11)	17%	(31)	18%	(32)	27%	(48)	32%	(57)	180
Trump Job Somewhat Disapprove	12%	(14)	9%	(10)	16%	(17)	38%	(41)	25%	(28)	110
Trump Job Strongly Disapprove	7%	(32)	11%	(55)	14%	(70)	36%	(176)	31%	(151)	483

Continued on next page

Table MCSP6_7: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Cristiano Ronaldo

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(69)	12%	(129)	14%	(148)	35%	(376)	33%	(361)	1082
Favorable of Trump	5%	(24)	11%	(51)	13%	(57)	35%	(154)	36%	(158)	443
Unfavorable of Trump	8%	(45)	12%	(72)	15%	(89)	36%	(211)	29%	(173)	590
Very Favorable of Trump	5%	(13)	8%	(23)	11%	(31)	37%	(105)	39%	(110)	283
Somewhat Favorable of Trump	7%	(11)	17%	(27)	16%	(26)	30%	(49)	30%	(48)	161
Somewhat Unfavorable of Trump	11%	(11)	14%	(15)	16%	(16)	37%	(38)	23%	(24)	104
Very Unfavorable of Trump	7%	(34)	12%	(57)	15%	(73)	36%	(173)	31%	(149)	486
#1 Issue: Economy	6%	(26)	14%	(56)	15%	(60)	31%	(125)	34%	(139)	407
#1 Issue: Security	5%	(4)	9%	(7)	6%	(5)	46%	(38)	35%	(29)	83
#1 Issue: Health Care	7%	(15)	14%	(30)	13%	(28)	33%	(72)	34%	(74)	220
#1 Issue: Medicare / Social Security	—	(0)	6%	(8)	17%	(22)	40%	(52)	37%	(49)	131
#1 Issue: Women's Issues	12%	(8)	10%	(7)	15%	(10)	37%	(24)	26%	(17)	66
#1 Issue: Education	15%	(9)	24%	(15)	16%	(10)	23%	(15)	21%	(14)	63
#1 Issue: Other	5%	(4)	2%	(2)	10%	(7)	47%	(36)	36%	(27)	75
2018 House Vote: Democrat	7%	(25)	14%	(51)	15%	(52)	34%	(119)	30%	(104)	351
2018 House Vote: Republican	5%	(15)	7%	(19)	16%	(47)	44%	(131)	28%	(83)	295
2016 Vote: Hillary Clinton	8%	(24)	12%	(37)	17%	(53)	34%	(105)	30%	(92)	311
2016 Vote: Donald Trump	5%	(17)	8%	(26)	13%	(44)	42%	(139)	32%	(107)	333
2016 Vote: Other	—	(0)	8%	(5)	13%	(8)	44%	(28)	35%	(22)	63
2016 Vote: Didn't Vote	8%	(28)	16%	(60)	11%	(42)	27%	(102)	38%	(140)	373
Voted in 2014: Yes	6%	(34)	9%	(52)	14%	(85)	41%	(243)	31%	(186)	600
Voted in 2014: No	7%	(34)	16%	(78)	13%	(63)	27%	(133)	36%	(174)	482
2012 Vote: Barack Obama	7%	(28)	10%	(40)	17%	(66)	33%	(131)	33%	(128)	394
2012 Vote: Mitt Romney	3%	(6)	5%	(11)	13%	(29)	53%	(123)	26%	(61)	231
2012 Vote: Didn't Vote	8%	(33)	17%	(71)	12%	(47)	27%	(110)	36%	(149)	410
4-Region: Northeast	4%	(8)	13%	(27)	14%	(28)	35%	(70)	34%	(69)	201
4-Region: Midwest	7%	(15)	11%	(24)	9%	(20)	37%	(83)	36%	(82)	224
4-Region: South	7%	(30)	12%	(49)	13%	(52)	33%	(135)	34%	(139)	406
4-Region: West	6%	(15)	12%	(30)	19%	(47)	35%	(87)	29%	(72)	251
Sports fans	8%	(58)	17%	(118)	17%	(122)	30%	(216)	28%	(198)	712
Avid sports fans	14%	(30)	22%	(45)	21%	(45)	26%	(54)	17%	(36)	209

Continued on next page

Table MCSP6_7: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Cristiano Ronaldo

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(69)	12%	(129)	14%	(148)	35%	(376)	33%	(361)	1082
Casual sports fans	6%	(29)	14%	(73)	15%	(77)	32%	(162)	32%	(162)	503
NFL fans	8%	(52)	15%	(101)	17%	(110)	29%	(191)	31%	(199)	653
MLB fans	7%	(37)	18%	(96)	19%	(101)	31%	(167)	26%	(141)	543
NBA fans	10%	(51)	20%	(102)	19%	(94)	26%	(130)	25%	(124)	502
NHL fans	8%	(31)	22%	(83)	18%	(66)	29%	(108)	23%	(87)	376
WNBA fans	13%	(32)	25%	(62)	17%	(41)	20%	(50)	24%	(60)	245
College football fans	9%	(46)	16%	(87)	17%	(91)	31%	(166)	27%	(148)	539
College basketball fans	10%	(46)	19%	(88)	17%	(80)	26%	(123)	27%	(126)	464
Golf fans	10%	(29)	17%	(52)	20%	(60)	27%	(81)	25%	(75)	296
Tennis fans	11%	(37)	25%	(85)	16%	(56)	25%	(87)	23%	(81)	346
Auto racing fans	10%	(39)	20%	(76)	14%	(53)	28%	(110)	28%	(109)	389
Soccer fans	15%	(54)	24%	(85)	16%	(55)	21%	(74)	24%	(86)	355
Gymnastics fans	7%	(34)	18%	(87)	15%	(70)	29%	(137)	31%	(149)	478
Competitive swimming fans	9%	(30)	19%	(64)	15%	(49)	28%	(92)	30%	(99)	334
Basketball players	19%	(24)	33%	(41)	12%	(16)	16%	(20)	20%	(24)	125
Basketball fans	12%	(45)	24%	(90)	18%	(69)	21%	(80)	25%	(95)	379
Sneaker enthusiasts	16%	(38)	22%	(52)	16%	(38)	17%	(40)	28%	(67)	236
Golfers	10%	(10)	14%	(15)	20%	(21)	37%	(39)	20%	(21)	107
Athletes	18%	(38)	21%	(44)	15%	(31)	26%	(53)	20%	(41)	206
Under Armour: Very fav	9%	(26)	20%	(56)	16%	(44)	22%	(63)	32%	(91)	279
Nike: Very fav	14%	(54)	22%	(86)	14%	(54)	19%	(74)	32%	(127)	395
Adidas: Very fav	14%	(47)	20%	(65)	13%	(41)	22%	(70)	31%	(100)	323
Michael Jordan: Very fav	14%	(52)	22%	(80)	13%	(49)	24%	(89)	27%	(100)	371
LeBron James: Very fav	16%	(39)	22%	(53)	11%	(27)	21%	(49)	30%	(72)	240
Stephen Curry: Very fav	19%	(40)	21%	(42)	17%	(36)	21%	(43)	21%	(44)	204
Jordan Brand: Very fav	18%	(36)	23%	(47)	12%	(25)	21%	(42)	26%	(53)	203
Curry Brand: Very fav	17%	(14)	31%	(26)	16%	(14)	17%	(14)	19%	(16)	84
Under Armour: Favorable	7%	(48)	15%	(108)	15%	(109)	29%	(205)	34%	(237)	708
Nike: Favorable	9%	(64)	16%	(116)	15%	(110)	27%	(196)	34%	(249)	735
Adidas: Favorable	7%	(59)	14%	(111)	16%	(123)	29%	(231)	33%	(260)	784

Continued on next page

Table MCSP6_7: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Cristiano Ronaldo

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(69)	12%	(129)	14%	(148)	35%	(376)	33%	(361)	1082
Michael Jordan: Favorable	8%	(63)	16%	(122)	15%	(115)	29%	(220)	32%	(239)	759
LeBron James: Favorable	10%	(56)	18%	(100)	16%	(86)	25%	(136)	31%	(171)	549
Stephen Curry: Favorable	12%	(53)	20%	(92)	19%	(88)	26%	(120)	23%	(104)	456
Jordan Brand: Favorable	11%	(48)	20%	(90)	18%	(79)	24%	(107)	27%	(119)	442
Curry Brand: Favorable	13%	(31)	26%	(63)	22%	(54)	21%	(50)	17%	(42)	240
Often buy sportswear	18%	(27)	21%	(31)	14%	(20)	20%	(29)	28%	(41)	147
Often/Sometimes buy sportswear	9%	(58)	16%	(102)	16%	(105)	29%	(190)	30%	(192)	648
Familiar with Michael Jordan	6%	(68)	12%	(129)	14%	(145)	35%	(374)	33%	(353)	1069
Familiar with LeBron James	6%	(62)	12%	(127)	13%	(139)	35%	(367)	33%	(345)	1040
Familiar with Steph Curry	7%	(58)	14%	(117)	16%	(134)	35%	(287)	28%	(232)	828

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

Table MCSP6_8: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Serena Williams

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(132)	17%	(191)	15%	(167)	40%	(444)	16%	(181)	1115
Gender: Male	11%	(59)	15%	(81)	17%	(93)	43%	(227)	13%	(71)	530
Gender: Female	13%	(73)	19%	(110)	13%	(75)	37%	(217)	19%	(111)	585
Age: 18-34	15%	(52)	22%	(77)	14%	(48)	32%	(114)	18%	(63)	355
Age: 35-44	20%	(34)	19%	(33)	13%	(23)	27%	(48)	21%	(36)	174
Age: 45-64	10%	(37)	15%	(55)	16%	(57)	45%	(162)	14%	(51)	361
Age: 65+	4%	(9)	11%	(25)	17%	(39)	53%	(120)	14%	(31)	225
GenZers: 1997-2012	15%	(19)	19%	(25)	17%	(22)	25%	(33)	24%	(31)	129
Millennials: 1981-1996	16%	(53)	21%	(69)	13%	(41)	33%	(107)	16%	(53)	323
GenXers: 1965-1980	14%	(37)	16%	(41)	14%	(35)	39%	(102)	17%	(43)	260
Baby Boomers: 1946-1964	6%	(22)	14%	(49)	17%	(61)	49%	(175)	14%	(49)	356
PID: Dem (no lean)	21%	(84)	24%	(96)	17%	(65)	27%	(106)	11%	(45)	397
PID: Ind (no lean)	7%	(25)	11%	(42)	15%	(57)	43%	(161)	24%	(89)	374
PID: Rep (no lean)	7%	(22)	15%	(52)	13%	(45)	51%	(177)	14%	(48)	345
PID/Gender: Dem Men	20%	(37)	25%	(46)	19%	(36)	27%	(50)	9%	(17)	185
PID/Gender: Dem Women	23%	(48)	24%	(50)	14%	(30)	27%	(56)	13%	(28)	211
PID/Gender: Ind Men	6%	(12)	11%	(21)	18%	(34)	46%	(87)	19%	(36)	190
PID/Gender: Ind Women	7%	(13)	11%	(21)	12%	(23)	40%	(74)	29%	(53)	184
PID/Gender: Rep Men	7%	(10)	9%	(14)	15%	(23)	58%	(90)	12%	(18)	155
PID/Gender: Rep Women	6%	(12)	20%	(38)	12%	(22)	46%	(87)	16%	(30)	189
Ideo: Liberal (1-3)	21%	(67)	24%	(78)	14%	(46)	31%	(98)	10%	(32)	321
Ideo: Moderate (4)	13%	(36)	17%	(49)	16%	(47)	40%	(116)	14%	(41)	290
Ideo: Conservative (5-7)	5%	(18)	11%	(42)	15%	(59)	52%	(198)	17%	(66)	384
Educ: < College	11%	(87)	15%	(118)	15%	(121)	40%	(312)	19%	(148)	786
Educ: Bachelors degree	13%	(26)	22%	(46)	13%	(28)	41%	(85)	11%	(22)	207
Educ: Post-grad	15%	(19)	22%	(27)	15%	(18)	39%	(47)	9%	(11)	122
Income: Under 50k	12%	(73)	15%	(94)	15%	(94)	38%	(236)	20%	(121)	617
Income: 50k-100k	11%	(39)	19%	(64)	15%	(52)	42%	(144)	13%	(45)	344
Income: 100k+	13%	(20)	22%	(33)	14%	(21)	41%	(64)	10%	(16)	155
Ethnicity: White	9%	(78)	17%	(147)	13%	(115)	45%	(401)	16%	(145)	886
Ethnicity: Hispanic	10%	(18)	21%	(36)	14%	(24)	40%	(69)	16%	(27)	173

Continued on next page

Table MCSP6_8: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?

Serena Williams

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(132)	17%	(191)	15%	(167)	40%	(444)	16%	(181)	1115
Ethnicity: Black	35%	(45)	12%	(15)	27%	(35)	13%	(17)	13%	(17)	129
Ethnicity: Other	9%	(9)	28%	(28)	18%	(18)	26%	(26)	19%	(19)	99
All Christian	10%	(50)	19%	(100)	15%	(77)	45%	(234)	12%	(64)	525
Atheist	20%	(12)	12%	(7)	18%	(11)	29%	(18)	21%	(13)	62
Agnostic/Nothing in particular	12%	(37)	15%	(44)	16%	(46)	34%	(98)	23%	(69)	294
Something Else	16%	(31)	14%	(26)	12%	(22)	42%	(79)	17%	(31)	189
Religious Non-Protestant/Catholic	3%	(2)	23%	(14)	26%	(16)	36%	(22)	12%	(7)	62
Evangelical	16%	(44)	19%	(51)	14%	(39)	39%	(105)	12%	(32)	271
Non-Evangelical	9%	(36)	17%	(72)	12%	(51)	48%	(201)	14%	(58)	418
Community: Urban	19%	(61)	20%	(63)	14%	(44)	32%	(101)	16%	(52)	321
Community: Suburban	10%	(51)	19%	(91)	17%	(85)	40%	(197)	13%	(63)	487
Community: Rural	7%	(21)	12%	(37)	12%	(38)	48%	(146)	22%	(66)	308
Employ: Private Sector	15%	(46)	19%	(59)	15%	(48)	38%	(121)	13%	(41)	316
Employ: Government	20%	(15)	15%	(12)	16%	(12)	41%	(32)	9%	(7)	78
Employ: Self-Employed	12%	(11)	19%	(17)	18%	(16)	43%	(39)	8%	(7)	90
Employ: Homemaker	8%	(6)	12%	(9)	12%	(9)	46%	(35)	22%	(16)	76
Employ: Retired	3%	(8)	12%	(31)	18%	(45)	52%	(133)	15%	(38)	255
Employ: Unemployed	16%	(30)	16%	(28)	13%	(24)	32%	(58)	22%	(40)	180
Employ: Other	9%	(6)	23%	(17)	11%	(8)	25%	(18)	33%	(24)	73
Military HH: Yes	9%	(17)	15%	(29)	14%	(27)	48%	(91)	13%	(25)	190
Military HH: No	12%	(115)	17%	(161)	15%	(140)	38%	(353)	17%	(156)	925
RD/WT: Right Direction	13%	(43)	18%	(59)	14%	(45)	40%	(131)	15%	(47)	325
RD/WT: Wrong Track	11%	(89)	17%	(132)	15%	(122)	40%	(313)	17%	(134)	790
Trump Job Approve	7%	(35)	13%	(63)	14%	(68)	51%	(247)	15%	(76)	489
Trump Job Disapprove	16%	(94)	20%	(119)	16%	(97)	32%	(187)	16%	(95)	592
Trump Job Strongly Approve	6%	(18)	13%	(36)	10%	(29)	55%	(154)	16%	(45)	283
Trump Job Somewhat Approve	8%	(17)	13%	(27)	19%	(39)	45%	(93)	15%	(31)	206
Trump Job Somewhat Disapprove	7%	(9)	20%	(24)	21%	(25)	36%	(43)	14%	(17)	119
Trump Job Strongly Disapprove	18%	(85)	20%	(95)	15%	(71)	30%	(144)	16%	(78)	473

Continued on next page

Table MCSP6_8: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?

Serena Williams

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(132)	17%	(191)	15%	(167)	40%	(444)	16%	(181)	1115
Favorable of Trump	6%	(30)	14%	(66)	13%	(59)	51%	(238)	16%	(75)	468
Unfavorable of Trump	17%	(100)	20%	(118)	17%	(102)	32%	(192)	15%	(93)	605
Very Favorable of Trump	6%	(18)	15%	(44)	8%	(24)	53%	(158)	18%	(52)	298
Somewhat Favorable of Trump	7%	(11)	13%	(22)	20%	(35)	47%	(79)	13%	(23)	170
Somewhat Unfavorable of Trump	11%	(14)	19%	(23)	20%	(23)	36%	(43)	13%	(16)	118
Very Unfavorable of Trump	18%	(86)	20%	(95)	16%	(79)	31%	(149)	16%	(77)	487
#1 Issue: Economy	11%	(44)	17%	(70)	14%	(60)	41%	(170)	17%	(73)	417
#1 Issue: Security	6%	(6)	9%	(8)	15%	(14)	57%	(54)	13%	(13)	94
#1 Issue: Health Care	16%	(36)	20%	(43)	11%	(25)	36%	(80)	16%	(36)	219
#1 Issue: Medicare / Social Security	7%	(10)	17%	(22)	17%	(23)	45%	(61)	14%	(19)	136
#1 Issue: Women's Issues	24%	(18)	24%	(18)	8%	(6)	22%	(16)	23%	(17)	74
#1 Issue: Education	15%	(8)	16%	(9)	36%	(20)	26%	(14)	7%	(4)	55
#1 Issue: Other	9%	(8)	18%	(16)	14%	(12)	39%	(33)	19%	(16)	85
2018 House Vote: Democrat	19%	(66)	24%	(84)	15%	(53)	31%	(112)	11%	(41)	356
2018 House Vote: Republican	6%	(18)	15%	(48)	14%	(44)	52%	(164)	13%	(39)	313
2016 Vote: Hillary Clinton	20%	(63)	22%	(70)	16%	(52)	32%	(101)	11%	(34)	319
2016 Vote: Donald Trump	7%	(26)	14%	(47)	13%	(44)	52%	(179)	14%	(47)	342
2016 Vote: Other	6%	(4)	12%	(8)	13%	(9)	54%	(37)	15%	(10)	69
2016 Vote: Didn't Vote	10%	(39)	17%	(66)	16%	(61)	33%	(126)	24%	(91)	383
Voted in 2014: Yes	12%	(70)	17%	(98)	16%	(95)	42%	(242)	13%	(73)	579
Voted in 2014: No	12%	(62)	17%	(92)	13%	(72)	38%	(202)	20%	(109)	536
2012 Vote: Barack Obama	17%	(70)	18%	(74)	19%	(75)	31%	(126)	14%	(57)	401
2012 Vote: Mitt Romney	4%	(9)	14%	(31)	14%	(30)	55%	(121)	13%	(28)	218
2012 Vote: Didn't Vote	12%	(53)	18%	(79)	12%	(56)	38%	(172)	20%	(88)	448
4-Region: Northeast	11%	(22)	19%	(36)	11%	(22)	41%	(79)	18%	(35)	194
4-Region: Midwest	12%	(27)	21%	(48)	12%	(29)	38%	(89)	17%	(40)	234
4-Region: South	15%	(64)	14%	(61)	15%	(64)	38%	(162)	17%	(72)	423
4-Region: West	7%	(19)	17%	(45)	20%	(52)	43%	(113)	13%	(34)	263
Sports fans	14%	(101)	21%	(154)	18%	(131)	35%	(248)	12%	(83)	717
Avid sports fans	25%	(63)	19%	(49)	21%	(53)	26%	(66)	8%	(19)	250

Continued on next page

Table MCSP6_8: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?

Serena Williams

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(132)	17%	(191)	15%	(167)	40%	(444)	16%	(181)	1115
Casual sports fans	8%	(38)	23%	(105)	17%	(78)	39%	(182)	14%	(63)	468
NFL fans	15%	(98)	21%	(141)	18%	(121)	35%	(232)	12%	(77)	669
MLB fans	15%	(85)	22%	(124)	20%	(115)	33%	(187)	10%	(56)	566
NBA fans	20%	(104)	25%	(129)	18%	(93)	25%	(128)	12%	(60)	515
NHL fans	16%	(63)	24%	(93)	17%	(66)	33%	(132)	10%	(41)	394
WNBA fans	30%	(75)	34%	(86)	15%	(37)	13%	(34)	8%	(20)	252
College football fans	14%	(79)	22%	(125)	20%	(110)	35%	(194)	10%	(54)	563
College basketball fans	14%	(65)	26%	(116)	20%	(89)	28%	(127)	12%	(54)	452
Golf fans	18%	(58)	24%	(76)	22%	(71)	28%	(90)	8%	(26)	323
Tennis fans	22%	(75)	26%	(90)	16%	(55)	27%	(95)	9%	(32)	348
Auto racing fans	15%	(61)	22%	(90)	18%	(76)	35%	(147)	10%	(42)	416
Soccer fans	18%	(66)	27%	(96)	16%	(56)	30%	(108)	9%	(34)	361
Gymnastics fans	15%	(74)	23%	(116)	18%	(91)	31%	(156)	13%	(63)	500
Competitive swimming fans	17%	(60)	26%	(90)	18%	(61)	29%	(99)	11%	(37)	347
Basketball players	29%	(39)	27%	(37)	18%	(25)	17%	(23)	9%	(12)	137
Basketball fans	19%	(79)	26%	(107)	19%	(80)	26%	(107)	11%	(44)	416
Sneaker enthusiasts	25%	(56)	22%	(49)	16%	(37)	27%	(60)	10%	(23)	224
Golfers	18%	(17)	19%	(17)	14%	(13)	40%	(37)	9%	(8)	92
Athletes	26%	(54)	21%	(44)	16%	(34)	25%	(52)	13%	(26)	210
Under Armour: Very fav	22%	(69)	23%	(72)	11%	(35)	35%	(106)	8%	(25)	306
Nike: Very fav	24%	(100)	23%	(95)	15%	(63)	27%	(110)	11%	(45)	414
Adidas: Very fav	22%	(75)	21%	(71)	13%	(44)	29%	(97)	14%	(48)	336
Michael Jordan: Very fav	24%	(90)	24%	(91)	18%	(67)	25%	(96)	9%	(33)	378
LeBron James: Very fav	27%	(71)	32%	(82)	13%	(35)	17%	(44)	11%	(27)	258
Stephen Curry: Very fav	28%	(64)	27%	(61)	19%	(42)	18%	(40)	8%	(18)	225
Jordan Brand: Very fav	33%	(67)	27%	(54)	18%	(37)	12%	(25)	9%	(19)	201
Curry Brand: Very fav	27%	(26)	34%	(32)	13%	(12)	14%	(14)	13%	(12)	96
Under Armour: Favorable	13%	(96)	21%	(159)	15%	(115)	38%	(280)	13%	(94)	743
Nike: Favorable	16%	(119)	21%	(158)	15%	(114)	33%	(248)	15%	(112)	750
Adidas: Favorable	14%	(116)	20%	(166)	16%	(130)	35%	(287)	15%	(119)	818

Continued on next page

Table MCSP6_8: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?

Serena Williams

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(132)	17%	(191)	15%	(167)	40%	(444)	16%	(181)	1115
Michael Jordan: Favorable	15%	(120)	21%	(162)	17%	(131)	34%	(265)	13%	(98)	776
LeBron James: Favorable	19%	(103)	27%	(146)	17%	(88)	26%	(137)	11%	(58)	533
Stephen Curry: Favorable	20%	(95)	25%	(118)	18%	(84)	28%	(135)	10%	(49)	481
Jordan Brand: Favorable	21%	(95)	23%	(104)	20%	(90)	25%	(115)	12%	(54)	457
Curry Brand: Favorable	23%	(62)	29%	(77)	20%	(54)	20%	(53)	7%	(18)	264
Often buy sportswear	30%	(49)	24%	(39)	11%	(18)	23%	(38)	12%	(20)	165
Often/Sometimes buy sportswear	16%	(103)	22%	(144)	15%	(101)	33%	(219)	14%	(93)	659
Familiar with Michael Jordan	12%	(132)	17%	(191)	15%	(165)	40%	(436)	16%	(176)	1100
Familiar with LeBron James	12%	(124)	18%	(188)	15%	(157)	40%	(423)	16%	(165)	1057
Familiar with Steph Curry	13%	(112)	20%	(164)	17%	(140)	37%	(309)	14%	(114)	838

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

Table MCSP6_9: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Odell Beckham Jr.

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(84)	14%	(148)	14%	(146)	37%	(390)	27%	(277)	1045
Gender: Male	11%	(56)	16%	(86)	12%	(66)	44%	(231)	17%	(90)	529
Gender: Female	5%	(28)	12%	(62)	16%	(80)	31%	(159)	36%	(188)	516
Age: 18-34	18%	(53)	21%	(63)	15%	(45)	22%	(67)	25%	(76)	304
Age: 35-44	9%	(16)	16%	(27)	14%	(24)	29%	(49)	32%	(55)	170
Age: 45-64	3%	(11)	14%	(50)	13%	(44)	44%	(156)	26%	(92)	354
Age: 65+	2%	(4)	4%	(8)	15%	(33)	55%	(119)	25%	(54)	217
GenZers: 1997-2012	21%	(25)	18%	(21)	23%	(27)	18%	(22)	20%	(24)	120
Millennials: 1981-1996	14%	(40)	20%	(56)	12%	(33)	25%	(68)	29%	(80)	277
GenXers: 1965-1980	3%	(8)	16%	(35)	12%	(27)	37%	(83)	31%	(69)	222
Baby Boomers: 1946-1964	3%	(11)	9%	(35)	13%	(49)	51%	(192)	24%	(91)	377
PID: Dem (no lean)	12%	(46)	21%	(80)	16%	(62)	28%	(107)	24%	(92)	388
PID: Ind (no lean)	5%	(19)	12%	(44)	9%	(33)	42%	(147)	31%	(108)	349
PID: Rep (no lean)	6%	(19)	8%	(24)	17%	(51)	44%	(136)	25%	(77)	308
PID/Gender: Dem Men	17%	(34)	24%	(47)	13%	(25)	31%	(60)	15%	(29)	195
PID/Gender: Dem Women	6%	(12)	17%	(33)	19%	(37)	25%	(48)	33%	(63)	193
PID/Gender: Ind Men	5%	(9)	15%	(26)	8%	(13)	49%	(85)	23%	(39)	172
PID/Gender: Ind Women	5%	(9)	10%	(18)	11%	(19)	35%	(62)	39%	(69)	177
PID/Gender: Rep Men	8%	(13)	8%	(14)	17%	(27)	53%	(86)	13%	(22)	162
PID/Gender: Rep Women	4%	(6)	7%	(11)	16%	(24)	34%	(50)	38%	(56)	146
Ideo: Liberal (1-3)	9%	(27)	20%	(57)	15%	(42)	32%	(92)	25%	(71)	290
Ideo: Moderate (4)	5%	(16)	15%	(45)	18%	(56)	35%	(108)	27%	(81)	306
Ideo: Conservative (5-7)	10%	(34)	9%	(33)	11%	(40)	46%	(161)	24%	(84)	350
Educ: < College	9%	(61)	13%	(94)	12%	(88)	36%	(256)	29%	(209)	708
Educ: Bachelors degree	5%	(10)	14%	(31)	21%	(45)	38%	(82)	22%	(48)	216
Educ: Post-grad	10%	(12)	19%	(23)	11%	(13)	43%	(52)	17%	(20)	121
Income: Under 50k	9%	(53)	14%	(78)	13%	(71)	33%	(184)	31%	(175)	562
Income: 50k-100k	5%	(15)	12%	(38)	15%	(47)	45%	(140)	24%	(74)	314
Income: 100k+	10%	(16)	19%	(32)	16%	(27)	39%	(66)	16%	(28)	169
Ethnicity: White	5%	(42)	12%	(99)	14%	(117)	41%	(342)	28%	(236)	836
Ethnicity: Hispanic	7%	(13)	23%	(42)	17%	(32)	31%	(56)	22%	(40)	183

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Table MCSP6_9: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Odell Beckham Jr.

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(84)	14%	(148)	14%	(146)	37%	(390)	27%	(277)	1045
Ethnicity: Black	29%	(34)	25%	(29)	15%	(18)	14%	(17)	18%	(22)	120
Ethnicity: Other	9%	(8)	22%	(20)	13%	(11)	35%	(31)	22%	(20)	89
All Christian	8%	(42)	12%	(65)	15%	(77)	43%	(224)	22%	(116)	523
All Non-Christian	17%	(11)	13%	(8)	12%	(8)	40%	(26)	18%	(11)	64
Agnostic/Nothing in particular	7%	(16)	13%	(32)	12%	(29)	36%	(86)	33%	(79)	242
Something Else	5%	(9)	18%	(30)	15%	(25)	24%	(40)	38%	(64)	168
Religious Non-Protestant/Catholic	14%	(11)	13%	(9)	12%	(9)	38%	(28)	22%	(16)	73
Evangelical	12%	(30)	15%	(38)	15%	(38)	30%	(75)	28%	(71)	252
Non-Evangelical	5%	(19)	13%	(55)	14%	(60)	44%	(185)	24%	(103)	422
Community: Urban	12%	(34)	22%	(63)	15%	(42)	26%	(77)	26%	(74)	290
Community: Suburban	5%	(21)	13%	(58)	17%	(77)	42%	(191)	24%	(108)	455
Community: Rural	10%	(29)	9%	(27)	9%	(27)	41%	(123)	31%	(95)	301
Employ: Private Sector	7%	(19)	16%	(43)	15%	(39)	40%	(105)	22%	(57)	264
Employ: Government	7%	(5)	15%	(10)	14%	(10)	45%	(31)	19%	(13)	68
Employ: Self-Employed	23%	(21)	12%	(11)	17%	(16)	29%	(27)	20%	(18)	93
Employ: Homemaker	5%	(3)	19%	(13)	7%	(5)	37%	(25)	33%	(23)	69
Employ: Student	12%	(7)	21%	(12)	15%	(9)	16%	(9)	35%	(20)	57
Employ: Retired	2%	(7)	3%	(9)	17%	(46)	53%	(144)	25%	(68)	273
Employ: Unemployed	7%	(11)	26%	(39)	10%	(15)	19%	(29)	37%	(55)	149
Employ: Other	15%	(11)	16%	(11)	10%	(7)	29%	(21)	31%	(22)	73
Military HH: Yes	7%	(13)	9%	(17)	14%	(26)	44%	(79)	25%	(46)	181
Military HH: No	8%	(71)	15%	(131)	14%	(120)	36%	(311)	27%	(231)	864
RD/WT: Right Direction	12%	(39)	14%	(45)	16%	(55)	36%	(119)	22%	(75)	332
RD/WT: Wrong Track	6%	(45)	14%	(103)	13%	(92)	38%	(271)	28%	(203)	713
Trump Job Approve	9%	(38)	9%	(40)	13%	(57)	43%	(182)	26%	(110)	428
Trump Job Disapprove	8%	(44)	18%	(102)	15%	(87)	34%	(199)	26%	(148)	580
Trump Job Strongly Approve	8%	(19)	8%	(19)	8%	(20)	47%	(113)	29%	(68)	239
Trump Job Somewhat Approve	10%	(19)	11%	(20)	20%	(37)	37%	(70)	22%	(42)	188
Trump Job Somewhat Disapprove	9%	(10)	19%	(23)	17%	(20)	30%	(36)	26%	(31)	120
Trump Job Strongly Disapprove	7%	(33)	17%	(80)	15%	(67)	35%	(162)	26%	(118)	460

Continued on next page

Table MCSP6_9: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Odell Beckham Jr.

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(84)	14%	(148)	14%	(146)	37%	(390)	27%	(277)	1045
Favorable of Trump	9%	(39)	9%	(41)	14%	(59)	40%	(175)	28%	(120)	433
Unfavorable of Trump	7%	(39)	18%	(99)	15%	(84)	36%	(201)	25%	(139)	562
Very Favorable of Trump	7%	(18)	9%	(23)	12%	(31)	44%	(116)	28%	(73)	262
Somewhat Favorable of Trump	12%	(20)	10%	(18)	16%	(28)	35%	(59)	27%	(46)	171
Somewhat Unfavorable of Trump	7%	(6)	22%	(20)	16%	(15)	36%	(33)	20%	(18)	93
Very Unfavorable of Trump	7%	(33)	17%	(78)	15%	(70)	36%	(168)	26%	(120)	469
#1 Issue: Economy	10%	(40)	17%	(71)	13%	(55)	36%	(152)	24%	(100)	417
#1 Issue: Security	6%	(5)	10%	(9)	3%	(2)	52%	(45)	30%	(26)	88
#1 Issue: Health Care	6%	(12)	13%	(26)	18%	(36)	36%	(73)	27%	(55)	202
#1 Issue: Medicare / Social Security	7%	(9)	9%	(11)	18%	(23)	40%	(50)	26%	(32)	125
#1 Issue: Women's Issues	7%	(4)	28%	(16)	18%	(10)	18%	(11)	29%	(17)	58
#1 Issue: Other	—	(0)	5%	(3)	12%	(9)	46%	(33)	38%	(28)	73
2018 House Vote: Democrat	10%	(35)	18%	(68)	15%	(56)	37%	(134)	20%	(72)	366
2018 House Vote: Republican	7%	(20)	8%	(23)	15%	(42)	46%	(132)	25%	(72)	290
2016 Vote: Hillary Clinton	11%	(35)	15%	(48)	16%	(51)	38%	(119)	20%	(64)	317
2016 Vote: Donald Trump	5%	(16)	11%	(34)	12%	(40)	46%	(148)	26%	(82)	320
2016 Vote: Other	3%	(2)	15%	(10)	12%	(8)	46%	(29)	24%	(15)	63
2016 Vote: Didn't Vote	9%	(31)	16%	(56)	14%	(48)	27%	(94)	34%	(116)	345
Voted in 2014: Yes	8%	(46)	12%	(72)	14%	(84)	43%	(250)	23%	(132)	583
Voted in 2014: No	8%	(37)	17%	(76)	14%	(62)	30%	(140)	31%	(145)	462
2012 Vote: Barack Obama	9%	(35)	15%	(59)	17%	(66)	37%	(141)	22%	(83)	384
2012 Vote: Mitt Romney	3%	(6)	8%	(17)	12%	(25)	52%	(111)	25%	(54)	212
2012 Vote: Didn't Vote	9%	(38)	16%	(64)	13%	(51)	29%	(117)	33%	(132)	402
4-Region: Northeast	9%	(17)	12%	(23)	18%	(34)	39%	(75)	22%	(43)	192
4-Region: Midwest	7%	(14)	15%	(31)	13%	(27)	37%	(75)	28%	(56)	203
4-Region: South	10%	(40)	15%	(61)	13%	(54)	34%	(142)	29%	(119)	417
4-Region: West	5%	(12)	14%	(33)	13%	(31)	42%	(98)	25%	(59)	233
Sports fans	10%	(74)	19%	(131)	17%	(117)	35%	(245)	20%	(138)	705
Avid sports fans	19%	(43)	20%	(45)	21%	(48)	28%	(64)	11%	(26)	228
Casual sports fans	6%	(30)	18%	(86)	14%	(69)	38%	(180)	23%	(112)	478

Continued on next page

Table MCSP6_9: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Odell Beckham Jr.

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(84)	14%	(148)	14%	(146)	37%	(390)	27%	(277)	1045
NFL fans	9%	(63)	19%	(129)	15%	(103)	34%	(225)	22%	(146)	666
MLB fans	11%	(63)	18%	(102)	17%	(96)	36%	(205)	19%	(107)	573
NBA fans	15%	(72)	23%	(114)	19%	(93)	27%	(132)	16%	(80)	491
NHL fans	14%	(53)	21%	(78)	16%	(58)	33%	(125)	16%	(62)	376
WNBA fans	21%	(46)	27%	(61)	17%	(39)	20%	(44)	14%	(32)	221
College football fans	12%	(66)	19%	(109)	16%	(93)	34%	(193)	19%	(108)	570
College basketball fans	14%	(64)	22%	(101)	18%	(84)	28%	(127)	17%	(79)	455
Golf fans	13%	(41)	21%	(65)	17%	(52)	33%	(104)	16%	(49)	311
Tennis fans	15%	(55)	21%	(79)	17%	(64)	27%	(100)	19%	(72)	370
Auto racing fans	12%	(50)	19%	(77)	13%	(53)	35%	(139)	20%	(82)	400
Soccer fans	14%	(53)	24%	(88)	16%	(59)	28%	(103)	18%	(67)	371
Gymnastics fans	11%	(52)	18%	(84)	16%	(77)	32%	(150)	24%	(113)	477
Competitive swimming fans	14%	(42)	21%	(65)	17%	(53)	27%	(84)	21%	(65)	309
Basketball players	27%	(32)	25%	(31)	15%	(18)	22%	(26)	11%	(13)	120
Basketball fans	17%	(64)	24%	(88)	16%	(57)	26%	(95)	17%	(63)	366
Sneaker enthusiasts	20%	(46)	22%	(52)	14%	(33)	24%	(55)	20%	(46)	232
Golfers	18%	(20)	15%	(16)	10%	(10)	45%	(48)	12%	(12)	106
Athletes	24%	(51)	19%	(39)	16%	(33)	26%	(54)	16%	(33)	211
Under Armour: Very fav	17%	(46)	19%	(51)	12%	(32)	27%	(72)	25%	(68)	270
Nike: Very fav	17%	(64)	23%	(86)	14%	(54)	22%	(82)	25%	(94)	380
Adidas: Very fav	15%	(50)	23%	(74)	13%	(41)	26%	(85)	23%	(75)	324
Michael Jordan: Very fav	19%	(67)	23%	(82)	13%	(49)	25%	(89)	21%	(74)	361
LeBron James: Very fav	23%	(53)	27%	(60)	14%	(31)	18%	(40)	19%	(42)	226
Stephen Curry: Very fav	21%	(43)	25%	(49)	18%	(35)	24%	(47)	13%	(25)	199
Jordan Brand: Very fav	24%	(51)	31%	(65)	10%	(22)	17%	(36)	17%	(35)	207
Curry Brand: Very fav	25%	(23)	30%	(28)	18%	(17)	19%	(17)	8%	(7)	92
Under Armour: Favorable	10%	(67)	17%	(114)	16%	(105)	33%	(223)	24%	(165)	674
Nike: Favorable	10%	(73)	18%	(131)	16%	(119)	29%	(209)	26%	(192)	725
Adidas: Favorable	8%	(63)	18%	(134)	17%	(122)	32%	(238)	25%	(184)	742
Michael Jordan: Favorable	11%	(81)	18%	(131)	16%	(118)	31%	(225)	24%	(179)	734

Continued on next page

Table MCSP6_9: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Odell Beckham Jr.

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(84)	14%	(148)	14%	(146)	37%	(390)	27%	(277)	1045
LeBron James: Favorable	13%	(66)	23%	(113)	18%	(93)	25%	(128)	21%	(104)	504
Stephen Curry: Favorable	14%	(65)	23%	(105)	19%	(87)	30%	(138)	15%	(69)	463
Jordan Brand: Favorable	14%	(64)	26%	(115)	16%	(70)	24%	(107)	20%	(91)	448
Curry Brand: Favorable	18%	(46)	29%	(73)	19%	(47)	25%	(63)	9%	(23)	252
Often buy sportswear	27%	(39)	25%	(36)	14%	(21)	21%	(30)	13%	(19)	144
Often/Sometimes buy sportswear	12%	(77)	18%	(119)	15%	(99)	33%	(216)	21%	(135)	646
Familiar with Michael Jordan	8%	(83)	14%	(148)	14%	(144)	38%	(388)	26%	(271)	1033
Familiar with LeBron James	8%	(84)	15%	(147)	14%	(141)	37%	(377)	26%	(260)	1008
Familiar with Steph Curry	10%	(78)	17%	(140)	16%	(128)	36%	(291)	21%	(169)	806

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

Table MCSP6_10: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Simone Biles

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(82)	17%	(200)	15%	(184)	34%	(400)	27%	(325)	1191
Gender: Male	6%	(34)	14%	(79)	19%	(109)	38%	(221)	23%	(135)	579
Gender: Female	8%	(48)	20%	(120)	12%	(74)	29%	(179)	31%	(190)	611
Age: 18-34	7%	(26)	22%	(78)	16%	(58)	24%	(87)	30%	(109)	358
Age: 35-44	14%	(28)	18%	(35)	14%	(27)	22%	(43)	31%	(59)	192
Age: 45-64	5%	(22)	15%	(62)	16%	(69)	37%	(153)	27%	(110)	415
Age: 65+	3%	(7)	11%	(24)	13%	(30)	52%	(117)	21%	(47)	225
GenZers: 1997-2012	9%	(13)	25%	(35)	15%	(21)	25%	(35)	26%	(36)	139
Millennials: 1981-1996	9%	(28)	19%	(64)	17%	(57)	23%	(76)	32%	(104)	330
GenXers: 1965-1980	9%	(26)	17%	(50)	13%	(39)	31%	(89)	29%	(85)	290
Baby Boomers: 1946-1964	4%	(14)	13%	(49)	15%	(55)	44%	(163)	24%	(90)	373
PID: Dem (no lean)	10%	(42)	21%	(95)	17%	(75)	27%	(122)	25%	(110)	445
PID: Ind (no lean)	6%	(26)	13%	(54)	13%	(54)	36%	(154)	32%	(135)	422
PID: Rep (no lean)	4%	(14)	15%	(50)	17%	(54)	38%	(124)	25%	(81)	323
PID/Gender: Dem Men	9%	(20)	22%	(48)	21%	(45)	31%	(66)	17%	(37)	215
PID/Gender: Dem Women	10%	(23)	21%	(47)	13%	(31)	25%	(57)	32%	(73)	230
PID/Gender: Ind Men	3%	(6)	8%	(15)	15%	(30)	45%	(93)	30%	(60)	204
PID/Gender: Ind Women	9%	(20)	18%	(39)	11%	(24)	28%	(61)	34%	(74)	218
PID/Gender: Rep Men	6%	(9)	10%	(16)	22%	(35)	39%	(63)	24%	(38)	160
PID/Gender: Rep Women	3%	(5)	21%	(34)	12%	(20)	37%	(61)	26%	(43)	163
Ideo: Liberal (1-3)	10%	(34)	20%	(67)	18%	(59)	27%	(91)	24%	(81)	334
Ideo: Moderate (4)	6%	(19)	17%	(58)	17%	(57)	32%	(107)	28%	(92)	333
Ideo: Conservative (5-7)	6%	(25)	15%	(58)	13%	(53)	41%	(160)	25%	(97)	393
Educ: < College	6%	(49)	16%	(132)	16%	(131)	32%	(264)	31%	(255)	831
Educ: Bachelors degree	9%	(20)	19%	(43)	16%	(36)	38%	(87)	19%	(42)	229
Educ: Post-grad	10%	(13)	19%	(25)	12%	(16)	38%	(49)	21%	(28)	130
Income: Under 50k	5%	(35)	15%	(98)	14%	(93)	33%	(218)	33%	(223)	667
Income: 50k-100k	8%	(28)	20%	(68)	16%	(56)	37%	(128)	19%	(65)	345
Income: 100k+	11%	(19)	19%	(33)	19%	(34)	30%	(54)	21%	(37)	178
Ethnicity: White	6%	(57)	15%	(136)	16%	(146)	36%	(324)	27%	(250)	913
Ethnicity: Hispanic	6%	(12)	17%	(35)	16%	(34)	31%	(64)	29%	(59)	203

Continued on next page

Table MCSP6_10: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*

Simone Biles

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(82)	17%	(200)	15%	(184)	34%	(400)	27%	(325)	1191
Ethnicity: Black	12%	(20)	27%	(44)	15%	(24)	20%	(33)	26%	(43)	164
Ethnicity: Other	4%	(5)	18%	(20)	12%	(14)	38%	(43)	28%	(32)	113
All Christian	7%	(36)	19%	(100)	18%	(94)	36%	(194)	20%	(109)	534
All Non-Christian	1%	(1)	23%	(14)	6%	(4)	51%	(30)	18%	(11)	59
Atheist	16%	(8)	10%	(5)	25%	(13)	23%	(12)	26%	(14)	54
Agnostic/Nothing in particular	6%	(20)	15%	(50)	15%	(49)	30%	(100)	34%	(113)	331
Something Else	8%	(17)	14%	(31)	11%	(23)	30%	(63)	37%	(79)	213
Religious Non-Protestant/Catholic	2%	(1)	21%	(16)	6%	(5)	47%	(36)	25%	(19)	77
Evangelical	9%	(26)	22%	(63)	15%	(45)	24%	(70)	29%	(84)	288
Non-Evangelical	6%	(26)	15%	(64)	16%	(71)	41%	(178)	21%	(93)	433
Community: Urban	6%	(20)	19%	(62)	19%	(63)	30%	(99)	25%	(81)	325
Community: Suburban	7%	(38)	15%	(85)	14%	(77)	37%	(201)	27%	(151)	552
Community: Rural	7%	(23)	17%	(53)	14%	(44)	32%	(100)	30%	(93)	314
Employ: Private Sector	10%	(31)	21%	(63)	19%	(58)	32%	(97)	18%	(55)	303
Employ: Government	8%	(6)	10%	(7)	11%	(8)	43%	(30)	27%	(19)	70
Employ: Self-Employed	6%	(6)	25%	(27)	14%	(15)	39%	(43)	16%	(18)	110
Employ: Homemaker	9%	(9)	18%	(18)	8%	(8)	33%	(33)	33%	(33)	100
Employ: Student	21%	(11)	27%	(15)	12%	(6)	14%	(8)	25%	(14)	54
Employ: Retired	3%	(8)	12%	(33)	16%	(44)	47%	(133)	23%	(63)	280
Employ: Unemployed	4%	(8)	13%	(26)	20%	(39)	20%	(39)	42%	(82)	195
Employ: Other	4%	(3)	15%	(12)	7%	(5)	22%	(17)	53%	(42)	79
Military HH: Yes	7%	(12)	14%	(26)	15%	(28)	43%	(81)	21%	(40)	186
Military HH: No	7%	(70)	17%	(174)	16%	(156)	32%	(320)	28%	(285)	1005
RD/WT: Right Direction	7%	(23)	20%	(66)	17%	(58)	33%	(109)	23%	(78)	334
RD/WT: Wrong Track	7%	(59)	16%	(133)	15%	(126)	34%	(291)	29%	(248)	856
Trump Job Approve	6%	(30)	15%	(75)	15%	(71)	37%	(180)	27%	(129)	485
Trump Job Disapprove	8%	(49)	18%	(119)	16%	(104)	33%	(211)	25%	(165)	648

Continued on next page

Table MCSP6_10: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*

Simone Biles

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(82)	17%	(200)	15%	(184)	34%	(400)	27%	(325)	1191
Trump Job Strongly Approve	6%	(16)	16%	(44)	10%	(28)	37%	(101)	31%	(85)	274
Trump Job Somewhat Approve	7%	(14)	15%	(31)	21%	(43)	37%	(78)	21%	(44)	211
Trump Job Somewhat Disapprove	3%	(4)	23%	(29)	13%	(16)	32%	(40)	28%	(35)	124
Trump Job Strongly Disapprove	9%	(45)	17%	(90)	17%	(88)	33%	(171)	25%	(130)	525
Favorable of Trump	5%	(27)	15%	(75)	16%	(79)	35%	(172)	28%	(138)	492
Unfavorable of Trump	8%	(50)	17%	(111)	16%	(102)	34%	(219)	25%	(162)	644
Very Favorable of Trump	6%	(17)	16%	(48)	15%	(46)	33%	(100)	31%	(93)	304
Somewhat Favorable of Trump	5%	(10)	15%	(27)	17%	(32)	39%	(72)	24%	(45)	187
Somewhat Unfavorable of Trump	3%	(3)	20%	(22)	12%	(13)	36%	(41)	29%	(33)	112
Very Unfavorable of Trump	9%	(47)	17%	(89)	17%	(88)	34%	(178)	24%	(129)	531
#1 Issue: Economy	8%	(34)	18%	(80)	16%	(71)	34%	(155)	24%	(109)	449
#1 Issue: Security	7%	(7)	16%	(15)	11%	(10)	39%	(36)	27%	(25)	93
#1 Issue: Health Care	6%	(15)	20%	(50)	17%	(42)	27%	(66)	30%	(75)	248
#1 Issue: Medicare / Social Security	4%	(5)	9%	(13)	17%	(25)	42%	(62)	29%	(43)	149
#1 Issue: Women's Issues	13%	(8)	18%	(11)	10%	(6)	26%	(16)	33%	(21)	62
#1 Issue: Education	13%	(9)	31%	(22)	14%	(10)	19%	(13)	23%	(16)	70
#1 Issue: Other	3%	(2)	4%	(3)	19%	(17)	40%	(35)	34%	(29)	87
2018 House Vote: Democrat	9%	(36)	21%	(85)	16%	(63)	34%	(135)	21%	(83)	402
2018 House Vote: Republican	6%	(19)	16%	(49)	16%	(49)	41%	(126)	21%	(65)	308
2016 Vote: Hillary Clinton	9%	(32)	22%	(77)	16%	(54)	31%	(108)	22%	(75)	346
2016 Vote: Donald Trump	5%	(19)	14%	(51)	15%	(52)	40%	(143)	26%	(93)	358
2016 Vote: Other	8%	(5)	10%	(7)	12%	(9)	47%	(33)	23%	(16)	70
2016 Vote: Didn't Vote	6%	(26)	16%	(65)	16%	(69)	28%	(115)	34%	(141)	417
Voted in 2014: Yes	7%	(44)	18%	(115)	15%	(95)	39%	(249)	21%	(138)	642
Voted in 2014: No	7%	(38)	15%	(84)	16%	(88)	28%	(151)	34%	(188)	549
2012 Vote: Barack Obama	9%	(39)	19%	(83)	17%	(73)	31%	(136)	25%	(112)	443
2012 Vote: Mitt Romney	5%	(13)	14%	(32)	12%	(29)	44%	(103)	24%	(56)	233
2012 Vote: Didn't Vote	6%	(29)	17%	(80)	16%	(74)	29%	(139)	32%	(149)	471

Continued on next page

Table MCSP6_10: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*

Simone Biles

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(82)	17%	(200)	15%	(184)	34%	(400)	27%	(325)	1191
4-Region: Northeast	7%	(14)	20%	(40)	19%	(38)	33%	(67)	22%	(46)	205
4-Region: Midwest	8%	(18)	16%	(37)	13%	(32)	36%	(84)	28%	(65)	236
4-Region: South	6%	(28)	20%	(89)	13%	(58)	33%	(148)	28%	(124)	447
4-Region: West	8%	(23)	11%	(34)	18%	(55)	33%	(101)	30%	(90)	303
Sports fans	9%	(70)	19%	(152)	19%	(151)	30%	(235)	23%	(184)	792
Avid sports fans	15%	(39)	22%	(58)	20%	(52)	25%	(66)	17%	(43)	258
Casual sports fans	6%	(30)	18%	(95)	19%	(99)	32%	(169)	26%	(141)	534
NFL fans	9%	(65)	19%	(140)	19%	(138)	29%	(208)	24%	(178)	730
MLB fans	9%	(58)	20%	(125)	18%	(113)	31%	(197)	22%	(136)	630
NBA fans	11%	(64)	23%	(126)	19%	(104)	25%	(140)	22%	(122)	555
NHL fans	11%	(45)	23%	(96)	19%	(78)	29%	(121)	19%	(78)	418
WNBA fans	17%	(47)	29%	(80)	16%	(44)	18%	(51)	19%	(51)	273
College football fans	9%	(51)	20%	(120)	19%	(113)	29%	(169)	23%	(135)	589
College basketball fans	11%	(55)	21%	(106)	19%	(96)	27%	(132)	22%	(107)	496
Golf fans	9%	(31)	20%	(72)	21%	(76)	29%	(106)	21%	(75)	360
Tennis fans	10%	(40)	27%	(107)	17%	(68)	26%	(103)	20%	(78)	396
Auto racing fans	10%	(42)	24%	(105)	17%	(76)	27%	(121)	22%	(96)	441
Soccer fans	11%	(44)	23%	(93)	19%	(76)	29%	(117)	18%	(74)	403
Gymnastics fans	11%	(61)	24%	(129)	18%	(95)	26%	(138)	21%	(112)	536
Competitive swimming fans	14%	(51)	26%	(97)	20%	(73)	24%	(89)	17%	(64)	373
Basketball players	17%	(24)	22%	(31)	16%	(24)	26%	(38)	20%	(29)	146
Basketball fans	12%	(51)	24%	(101)	16%	(69)	26%	(112)	21%	(90)	425
Sneaker enthusiasts	13%	(34)	23%	(61)	19%	(49)	23%	(60)	22%	(58)	261
Golfers	17%	(18)	15%	(16)	16%	(16)	36%	(37)	16%	(16)	103
Athletes	14%	(34)	21%	(51)	15%	(37)	26%	(63)	23%	(55)	239
Under Armour: Very fav	10%	(35)	19%	(63)	16%	(54)	25%	(84)	30%	(103)	339
Nike: Very fav	12%	(55)	19%	(86)	16%	(71)	23%	(107)	30%	(136)	454
Adidas: Very fav	12%	(47)	19%	(76)	15%	(61)	24%	(96)	29%	(116)	397
Michael Jordan: Very fav	10%	(44)	21%	(91)	14%	(59)	27%	(117)	28%	(118)	429
LeBron James: Very fav	15%	(41)	23%	(62)	16%	(44)	22%	(60)	24%	(66)	273

Continued on next page

Table MCSP6_10: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Simone Biles

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(82)	17%	(200)	15%	(184)	34%	(400)	27%	(325)	1191
Stephen Curry: Very fav	15%	(34)	22%	(50)	16%	(36)	26%	(60)	21%	(48)	228
Jordan Brand: Very fav	13%	(30)	25%	(59)	16%	(38)	20%	(47)	26%	(60)	234
Curry Brand: Very fav	19%	(21)	28%	(31)	19%	(21)	23%	(25)	12%	(13)	111
Under Armour: Favorable	8%	(67)	19%	(153)	17%	(139)	29%	(232)	26%	(209)	800
Nike: Favorable	9%	(70)	19%	(156)	18%	(145)	27%	(218)	27%	(223)	810
Adidas: Favorable	8%	(69)	19%	(170)	18%	(160)	28%	(244)	27%	(242)	887
Michael Jordan: Favorable	8%	(64)	21%	(171)	17%	(142)	29%	(243)	26%	(214)	835
LeBron James: Favorable	11%	(64)	21%	(129)	19%	(114)	24%	(147)	25%	(149)	603
Stephen Curry: Favorable	11%	(59)	22%	(117)	21%	(112)	27%	(142)	18%	(94)	524
Jordan Brand: Favorable	10%	(52)	23%	(116)	20%	(104)	22%	(115)	24%	(124)	512
Curry Brand: Favorable	13%	(38)	26%	(76)	24%	(69)	24%	(68)	13%	(39)	289
Often buy sportswear	20%	(35)	19%	(33)	16%	(27)	23%	(40)	23%	(41)	176
Often/Sometimes buy sportswear	9%	(67)	20%	(141)	17%	(124)	29%	(209)	24%	(172)	713
Familiar with Michael Jordan	7%	(82)	17%	(198)	15%	(181)	34%	(397)	27%	(315)	1173
Familiar with LeBron James	7%	(79)	17%	(197)	16%	(181)	34%	(385)	26%	(298)	1140
Familiar with Steph Curry	8%	(76)	19%	(180)	18%	(163)	32%	(298)	23%	(209)	927

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

Table MCSP6_11: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*

James Harden

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(69)	14%	(144)	15%	(160)	34%	(364)	30%	(319)	1056
Gender: Male	9%	(46)	17%	(89)	16%	(81)	40%	(207)	18%	(93)	517
Gender: Female	4%	(23)	10%	(55)	15%	(79)	29%	(156)	42%	(226)	539
Age: 18-34	12%	(36)	18%	(56)	18%	(54)	22%	(68)	30%	(91)	305
Age: 35-44	11%	(20)	18%	(32)	16%	(28)	26%	(47)	29%	(53)	180
Age: 45-64	2%	(9)	12%	(46)	12%	(46)	40%	(147)	33%	(124)	371
Age: 65+	2%	(4)	5%	(10)	16%	(33)	51%	(101)	26%	(51)	200
GenZers: 1997-2012	15%	(17)	16%	(18)	16%	(18)	18%	(21)	34%	(39)	113
Millennials: 1981-1996	10%	(29)	17%	(50)	18%	(51)	24%	(69)	31%	(89)	287
GenXers: 1965-1980	6%	(16)	16%	(43)	13%	(34)	33%	(88)	32%	(85)	266
Baby Boomers: 1946-1964	2%	(7)	9%	(32)	14%	(49)	46%	(162)	28%	(98)	348
PID: Dem (no lean)	11%	(44)	15%	(58)	21%	(84)	28%	(113)	25%	(100)	399
PID: Ind (no lean)	4%	(15)	13%	(44)	10%	(35)	36%	(121)	36%	(123)	339
PID: Rep (no lean)	3%	(10)	13%	(42)	13%	(40)	41%	(130)	30%	(96)	318
PID/Gender: Dem Men	17%	(30)	19%	(34)	22%	(39)	31%	(55)	12%	(21)	178
PID/Gender: Dem Women	6%	(14)	11%	(24)	20%	(45)	26%	(58)	36%	(79)	220
PID/Gender: Ind Men	4%	(7)	16%	(27)	10%	(18)	48%	(84)	21%	(37)	173
PID/Gender: Ind Women	5%	(8)	10%	(17)	11%	(17)	22%	(37)	52%	(87)	166
PID/Gender: Rep Men	6%	(9)	17%	(28)	15%	(24)	42%	(69)	21%	(35)	166
PID/Gender: Rep Women	1%	(1)	9%	(14)	11%	(16)	40%	(61)	40%	(60)	153
Ideo: Liberal (1-3)	11%	(31)	11%	(32)	16%	(48)	32%	(93)	30%	(89)	293
Ideo: Moderate (4)	4%	(12)	17%	(47)	20%	(55)	35%	(97)	24%	(65)	277
Ideo: Conservative (5-7)	4%	(16)	14%	(50)	10%	(38)	42%	(155)	30%	(111)	369
Educ: < College	7%	(48)	13%	(93)	15%	(104)	32%	(230)	33%	(237)	712
Educ: Bachelors degree	4%	(9)	13%	(29)	19%	(42)	39%	(89)	26%	(58)	227
Educ: Post-grad	11%	(12)	19%	(23)	12%	(14)	38%	(45)	20%	(23)	117
Income: Under 50k	7%	(43)	12%	(68)	15%	(84)	33%	(192)	33%	(191)	579
Income: 50k-100k	4%	(14)	13%	(42)	17%	(54)	36%	(111)	29%	(91)	312
Income: 100k+	8%	(13)	21%	(34)	13%	(21)	36%	(60)	22%	(36)	165
Ethnicity: White	5%	(40)	12%	(99)	13%	(106)	39%	(319)	32%	(264)	828
Ethnicity: Hispanic	9%	(17)	16%	(30)	19%	(36)	28%	(52)	26%	(49)	184

Continued on next page

Table MCSP6_11: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
James Harden

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(69)	14%	(144)	15%	(160)	34%	(364)	30%	(319)	1056
Ethnicity: Black	16%	(18)	24%	(28)	25%	(29)	15%	(17)	21%	(24)	117
Ethnicity: Other	10%	(11)	15%	(17)	22%	(25)	25%	(28)	27%	(30)	111
All Christian	7%	(36)	15%	(77)	16%	(85)	36%	(185)	26%	(135)	518
Atheist	10%	(5)	10%	(5)	14%	(7)	36%	(20)	31%	(17)	54
Agnostic/Nothing in particular	6%	(16)	9%	(22)	14%	(35)	35%	(87)	35%	(88)	248
Something Else	6%	(11)	14%	(26)	14%	(27)	28%	(54)	38%	(72)	189
Religious Non-Protestant/Catholic	3%	(2)	26%	(16)	14%	(8)	40%	(24)	16%	(9)	59
Evangelical	11%	(31)	17%	(46)	13%	(34)	30%	(80)	29%	(79)	270
Non-Evangelical	4%	(15)	13%	(54)	17%	(72)	37%	(152)	30%	(123)	417
Community: Urban	11%	(31)	16%	(48)	18%	(54)	31%	(93)	24%	(71)	297
Community: Suburban	6%	(32)	11%	(56)	16%	(82)	35%	(175)	32%	(160)	504
Community: Rural	3%	(6)	16%	(40)	10%	(24)	37%	(95)	35%	(89)	255
Employ: Private Sector	10%	(31)	17%	(56)	16%	(50)	31%	(99)	26%	(84)	322
Employ: Government	5%	(3)	13%	(8)	13%	(8)	42%	(26)	27%	(17)	62
Employ: Self-Employed	9%	(8)	24%	(21)	16%	(14)	31%	(28)	19%	(17)	88
Employ: Homemaker	2%	(1)	12%	(8)	6%	(4)	36%	(23)	44%	(29)	66
Employ: Retired	2%	(5)	4%	(10)	17%	(42)	51%	(131)	27%	(68)	256
Employ: Unemployed	6%	(9)	17%	(25)	14%	(22)	23%	(35)	39%	(59)	151
Employ: Other	6%	(4)	18%	(13)	14%	(10)	23%	(17)	39%	(28)	73
Military HH: Yes	3%	(5)	12%	(23)	15%	(27)	46%	(87)	24%	(45)	188
Military HH: No	7%	(64)	14%	(121)	15%	(133)	32%	(276)	32%	(274)	868
RD/WT: Right Direction	7%	(21)	17%	(55)	15%	(46)	33%	(104)	29%	(92)	318
RD/WT: Wrong Track	7%	(48)	12%	(89)	15%	(114)	35%	(259)	31%	(227)	737
Trump Job Approve	6%	(24)	15%	(63)	13%	(55)	37%	(158)	30%	(127)	428
Trump Job Disapprove	8%	(45)	13%	(76)	18%	(104)	32%	(193)	30%	(178)	596
Trump Job Strongly Approve	5%	(12)	11%	(29)	9%	(24)	40%	(102)	35%	(89)	256
Trump Job Somewhat Approve	7%	(12)	20%	(35)	18%	(31)	33%	(56)	22%	(38)	172
Trump Job Somewhat Disapprove	8%	(10)	18%	(22)	16%	(20)	29%	(35)	29%	(36)	123
Trump Job Strongly Disapprove	7%	(35)	11%	(54)	18%	(84)	33%	(157)	30%	(143)	473

Continued on next page

Table MCSP6_11: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
James Harden

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(69)	14%	(144)	15%	(160)	34%	(364)	30%	(319)	1056
Favorable of Trump	5%	(21)	14%	(62)	13%	(58)	37%	(162)	31%	(139)	442
Unfavorable of Trump	7%	(42)	13%	(74)	17%	(99)	34%	(192)	29%	(166)	572
Very Favorable of Trump	4%	(12)	11%	(32)	12%	(34)	40%	(113)	33%	(94)	284
Somewhat Favorable of Trump	6%	(9)	19%	(30)	16%	(25)	31%	(49)	29%	(45)	158
Somewhat Unfavorable of Trump	5%	(5)	21%	(21)	14%	(13)	38%	(37)	22%	(21)	97
Very Unfavorable of Trump	8%	(37)	11%	(54)	18%	(85)	33%	(155)	30%	(145)	476
#1 Issue: Economy	6%	(24)	15%	(63)	17%	(71)	32%	(131)	29%	(120)	409
#1 Issue: Security	3%	(3)	17%	(16)	5%	(5)	38%	(36)	37%	(34)	94
#1 Issue: Health Care	8%	(18)	16%	(35)	15%	(32)	32%	(68)	29%	(63)	216
#1 Issue: Medicare / Social Security	4%	(4)	5%	(6)	17%	(20)	48%	(56)	27%	(32)	118
#1 Issue: Women's Issues	11%	(6)	14%	(8)	23%	(13)	17%	(10)	36%	(21)	58
#1 Issue: Education	15%	(9)	15%	(9)	15%	(9)	24%	(14)	31%	(18)	59
#1 Issue: Other	1%	(1)	7%	(5)	12%	(8)	52%	(35)	28%	(19)	66
2018 House Vote: Democrat	10%	(37)	16%	(57)	17%	(60)	31%	(112)	25%	(90)	356
2018 House Vote: Republican	4%	(11)	11%	(32)	15%	(43)	43%	(130)	28%	(83)	299
2016 Vote: Hillary Clinton	9%	(29)	16%	(51)	19%	(59)	33%	(104)	23%	(74)	317
2016 Vote: Donald Trump	4%	(13)	14%	(46)	11%	(36)	40%	(130)	31%	(100)	326
2016 Vote: Other	7%	(5)	6%	(5)	12%	(9)	47%	(33)	28%	(20)	71
2016 Vote: Didn't Vote	6%	(22)	12%	(43)	16%	(56)	28%	(97)	37%	(125)	342
Voted in 2014: Yes	6%	(36)	13%	(80)	15%	(94)	38%	(234)	27%	(163)	607
Voted in 2014: No	7%	(33)	14%	(64)	15%	(66)	29%	(130)	35%	(155)	448
2012 Vote: Barack Obama	7%	(30)	14%	(57)	19%	(78)	32%	(131)	27%	(108)	405
2012 Vote: Mitt Romney	3%	(6)	8%	(17)	12%	(26)	46%	(96)	30%	(63)	208
2012 Vote: Didn't Vote	8%	(32)	15%	(61)	13%	(51)	30%	(117)	34%	(132)	393
4-Region: Northeast	6%	(11)	13%	(26)	17%	(34)	30%	(61)	34%	(69)	202
4-Region: Midwest	9%	(20)	17%	(38)	8%	(18)	32%	(72)	34%	(76)	224
4-Region: South	7%	(26)	16%	(59)	15%	(55)	34%	(129)	28%	(104)	374
4-Region: West	4%	(11)	8%	(21)	21%	(53)	40%	(102)	27%	(69)	255
Sports fans	8%	(55)	19%	(136)	20%	(141)	30%	(216)	24%	(175)	723
Avid sports fans	13%	(34)	24%	(63)	23%	(59)	25%	(66)	15%	(39)	261

Continued on next page

Table MCSP6_11: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
James Harden

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(69)	14%	(144)	15%	(160)	34%	(364)	30%	(319)	1056
Casual sports fans	5%	(21)	16%	(73)	18%	(82)	32%	(150)	29%	(135)	461
NFL fans	8%	(58)	18%	(121)	20%	(134)	31%	(210)	23%	(159)	682
MLB fans	9%	(48)	20%	(113)	20%	(109)	30%	(169)	21%	(120)	559
NBA fans	11%	(58)	23%	(116)	21%	(108)	24%	(122)	20%	(100)	504
NHL fans	11%	(40)	23%	(87)	17%	(65)	29%	(109)	21%	(78)	379
WNBA fans	15%	(37)	26%	(65)	24%	(60)	16%	(41)	19%	(47)	251
College football fans	10%	(52)	20%	(105)	18%	(99)	34%	(184)	18%	(98)	538
College basketball fans	11%	(48)	23%	(104)	20%	(90)	28%	(127)	18%	(81)	450
Golf fans	10%	(33)	19%	(62)	21%	(66)	31%	(99)	19%	(61)	322
Tennis fans	11%	(38)	24%	(80)	19%	(65)	24%	(81)	22%	(73)	337
Auto racing fans	8%	(34)	21%	(85)	15%	(60)	32%	(129)	24%	(100)	409
Soccer fans	11%	(41)	22%	(80)	24%	(85)	24%	(85)	19%	(69)	361
Gymnastics fans	7%	(35)	18%	(88)	18%	(88)	29%	(142)	28%	(138)	492
Competitive swimming fans	11%	(35)	20%	(68)	19%	(64)	24%	(80)	26%	(86)	333
Basketball players	17%	(19)	30%	(33)	18%	(20)	18%	(20)	17%	(19)	110
Basketball fans	12%	(46)	28%	(107)	22%	(85)	20%	(75)	17%	(65)	377
Sneaker enthusiasts	11%	(25)	26%	(60)	16%	(37)	24%	(54)	24%	(54)	230
Golfers	12%	(13)	17%	(18)	13%	(14)	42%	(45)	16%	(17)	106
Athletes	16%	(31)	23%	(45)	19%	(37)	21%	(41)	20%	(39)	193
Under Armour: Very fav	11%	(31)	21%	(60)	17%	(48)	23%	(67)	28%	(82)	289
Nike: Very fav	13%	(53)	21%	(88)	17%	(71)	20%	(83)	28%	(113)	408
Adidas: Very fav	11%	(36)	21%	(69)	20%	(67)	21%	(72)	28%	(92)	336
Michael Jordan: Very fav	13%	(50)	24%	(90)	19%	(69)	23%	(85)	21%	(77)	371
LeBron James: Very fav	17%	(41)	24%	(56)	22%	(53)	17%	(39)	20%	(48)	238
Stephen Curry: Very fav	21%	(38)	27%	(48)	20%	(36)	17%	(31)	16%	(29)	182
Jordan Brand: Very fav	18%	(38)	30%	(62)	19%	(40)	14%	(29)	19%	(40)	209
Curry Brand: Very fav	26%	(19)	35%	(26)	17%	(13)	14%	(10)	8%	(6)	74
Under Armour: Favorable	7%	(50)	17%	(122)	18%	(130)	31%	(223)	28%	(201)	726
Nike: Favorable	8%	(59)	17%	(127)	18%	(133)	27%	(196)	30%	(216)	732
Adidas: Favorable	7%	(57)	16%	(123)	18%	(145)	30%	(237)	29%	(230)	791

Continued on next page

Table MCSP6_11: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
James Harden

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(69)	14%	(144)	15%	(160)	34%	(364)	30%	(319)	1056
Michael Jordan: Favorable	8%	(60)	18%	(131)	18%	(132)	29%	(211)	28%	(205)	739
LeBron James: Favorable	10%	(55)	22%	(114)	22%	(116)	23%	(121)	24%	(125)	530
Stephen Curry: Favorable	11%	(52)	23%	(106)	22%	(102)	25%	(114)	18%	(84)	458
Jordan Brand: Favorable	11%	(51)	24%	(110)	21%	(100)	21%	(97)	23%	(108)	467
Curry Brand: Favorable	14%	(34)	33%	(80)	21%	(50)	20%	(48)	12%	(30)	241
Often buy sportswear	18%	(27)	28%	(42)	16%	(25)	20%	(31)	17%	(26)	151
Often/Sometimes buy sportswear	9%	(59)	19%	(122)	16%	(102)	31%	(199)	25%	(165)	646
Familiar with Michael Jordan	7%	(69)	14%	(143)	15%	(160)	34%	(360)	30%	(314)	1045
Familiar with LeBron James	6%	(66)	14%	(143)	16%	(159)	34%	(348)	30%	(302)	1018
Familiar with Steph Curry	8%	(66)	17%	(136)	19%	(153)	33%	(270)	23%	(187)	812

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

Table MCSP6_12: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Peyton Manning

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	9%	(100)	18%	(193)	14%	(155)	38%	(411)	21% (226)	1085
Gender: Male	11%	(59)	18%	(92)	16%	(81)	40%	(210)	15% (80)	522
Gender: Female	7%	(42)	18%	(101)	13%	(73)	36%	(201)	26% (145)	562
Age: 18-34	8%	(27)	16%	(51)	18%	(59)	28%	(88)	30% (94)	319
Age: 35-44	14%	(25)	22%	(39)	13%	(22)	27%	(46)	24% (41)	173
Age: 45-64	11%	(41)	16%	(62)	13%	(49)	44%	(168)	16% (63)	382
Age: 65+	4%	(8)	19%	(41)	12%	(25)	52%	(108)	13% (28)	210
GenZers: 1997-2012	5%	(5)	16%	(18)	20%	(22)	27%	(30)	33% (37)	113
Millennials: 1981-1996	11%	(33)	20%	(59)	17%	(50)	24%	(71)	28% (83)	295
GenXers: 1965-1980	14%	(38)	17%	(47)	13%	(36)	37%	(101)	19% (52)	273
Baby Boomers: 1946-1964	6%	(23)	17%	(61)	11%	(40)	51%	(183)	14% (50)	357
PID: Dem (no lean)	11%	(43)	18%	(74)	17%	(69)	36%	(146)	18% (71)	403
PID: Ind (no lean)	6%	(24)	16%	(60)	15%	(55)	36%	(135)	28% (104)	378
PID: Rep (no lean)	11%	(33)	19%	(59)	10%	(31)	43%	(130)	17% (51)	304
PID/Gender: Dem Men	14%	(25)	19%	(33)	18%	(31)	36%	(62)	13% (23)	174
PID/Gender: Dem Women	8%	(18)	18%	(41)	17%	(38)	37%	(84)	21% (48)	229
PID/Gender: Ind Men	6%	(11)	16%	(30)	15%	(28)	41%	(78)	22% (42)	188
PID/Gender: Ind Women	7%	(13)	16%	(30)	14%	(27)	30%	(58)	33% (63)	191
PID/Gender: Rep Men	14%	(23)	18%	(29)	14%	(23)	44%	(70)	10% (16)	160
PID/Gender: Rep Women	7%	(10)	21%	(30)	6%	(8)	42%	(60)	24% (35)	143
Ideo: Liberal (1-3)	9%	(29)	14%	(44)	17%	(53)	43%	(138)	17% (54)	318
Ideo: Moderate (4)	10%	(31)	20%	(62)	16%	(50)	34%	(108)	20% (64)	314
Ideo: Conservative (5-7)	10%	(33)	21%	(70)	12%	(40)	40%	(137)	17% (59)	339
Educ: < College	8%	(59)	17%	(123)	13%	(91)	37%	(264)	25% (178)	714
Educ: Bachelors degree	10%	(25)	18%	(43)	18%	(43)	40%	(95)	13% (30)	236
Educ: Post-grad	12%	(17)	20%	(27)	16%	(21)	39%	(52)	14% (18)	135
Income: Under 50k	9%	(55)	14%	(86)	13%	(76)	37%	(224)	27% (165)	607
Income: 50k-100k	8%	(23)	22%	(67)	16%	(48)	40%	(122)	14% (43)	303
Income: 100k+	13%	(22)	23%	(40)	17%	(30)	37%	(65)	10% (17)	175
Ethnicity: White	9%	(73)	18%	(153)	14%	(120)	40%	(338)	19% (164)	849
Ethnicity: Hispanic	9%	(14)	21%	(32)	12%	(17)	33%	(49)	25% (38)	150

Continued on next page

Table MCSP6_12: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Peyton Manning

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	9%	(100)	18%	(193)	14%	(155)	38%	(411)	21%	(226)	1085
Ethnicity: Black	15%	(22)	20%	(29)	16%	(23)	22%	(31)	27%	(39)	144
Ethnicity: Other	6%	(5)	12%	(11)	12%	(11)	45%	(42)	24%	(22)	91
All Christian	11%	(55)	21%	(109)	15%	(76)	40%	(205)	13%	(65)	510
All Non-Christian	2%	(1)	18%	(11)	14%	(8)	43%	(25)	24%	(14)	59
Agnostic/Nothing in particular	8%	(24)	13%	(36)	15%	(43)	35%	(100)	28%	(80)	283
Something Else	11%	(20)	15%	(28)	12%	(22)	32%	(60)	31%	(59)	187
Religious Non-Protestant/Catholic	1%	(1)	22%	(14)	13%	(9)	41%	(27)	22%	(14)	65
Evangelical	15%	(42)	21%	(57)	12%	(34)	33%	(92)	18%	(51)	277
Non-Evangelical	8%	(33)	18%	(74)	15%	(61)	42%	(171)	17%	(71)	411
Community: Urban	11%	(32)	21%	(59)	14%	(41)	32%	(91)	22%	(62)	285
Community: Suburban	9%	(45)	17%	(89)	15%	(77)	41%	(214)	19%	(100)	526
Community: Rural	8%	(23)	16%	(45)	14%	(37)	38%	(105)	23%	(63)	274
Employ: Private Sector	14%	(48)	24%	(82)	15%	(51)	32%	(112)	16%	(56)	349
Employ: Government	8%	(4)	13%	(7)	14%	(8)	36%	(20)	29%	(16)	55
Employ: Self-Employed	7%	(6)	17%	(14)	17%	(14)	42%	(35)	17%	(14)	84
Employ: Homemaker	7%	(5)	12%	(9)	4%	(3)	44%	(33)	32%	(24)	74
Employ: Student	8%	(4)	11%	(6)	24%	(12)	22%	(11)	34%	(18)	51
Employ: Retired	5%	(12)	18%	(44)	11%	(26)	51%	(126)	15%	(37)	245
Employ: Unemployed	11%	(18)	13%	(21)	17%	(28)	36%	(59)	23%	(38)	164
Employ: Other	6%	(4)	16%	(10)	19%	(12)	22%	(14)	36%	(23)	63
Military HH: Yes	9%	(17)	22%	(41)	12%	(21)	46%	(85)	11%	(21)	185
Military HH: No	9%	(84)	17%	(152)	15%	(133)	36%	(326)	23%	(205)	899
RD/WT: Right Direction	14%	(45)	20%	(64)	14%	(43)	29%	(92)	22%	(70)	313
RD/WT: Wrong Track	7%	(56)	17%	(129)	15%	(112)	41%	(318)	20%	(156)	771
Trump Job Approve	12%	(50)	22%	(96)	11%	(46)	38%	(165)	17%	(72)	429
Trump Job Disapprove	8%	(49)	16%	(95)	17%	(101)	38%	(233)	21%	(131)	608
Trump Job Strongly Approve	10%	(24)	21%	(51)	11%	(28)	41%	(101)	17%	(43)	246
Trump Job Somewhat Approve	14%	(26)	25%	(45)	10%	(19)	35%	(64)	16%	(29)	183
Trump Job Somewhat Disapprove	6%	(6)	21%	(22)	19%	(20)	34%	(36)	21%	(22)	107
Trump Job Strongly Disapprove	8%	(42)	15%	(73)	16%	(81)	39%	(197)	22%	(108)	501

Continued on next page

Table MCSP6_12: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Peyton Manning

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	9%	(100)	18%	(193)	14%	(155)	38%	(411)	21%	(226)	1085
Favorable of Trump	10%	(42)	22%	(93)	13%	(55)	37%	(157)	18%	(76)	423
Unfavorable of Trump	9%	(53)	16%	(95)	16%	(96)	39%	(233)	21%	(127)	604
Very Favorable of Trump	9%	(25)	19%	(50)	14%	(36)	39%	(103)	18%	(48)	263
Somewhat Favorable of Trump	11%	(17)	27%	(43)	11%	(18)	34%	(54)	17%	(28)	160
Somewhat Unfavorable of Trump	9%	(8)	22%	(20)	16%	(14)	34%	(31)	19%	(18)	92
Very Unfavorable of Trump	9%	(44)	15%	(75)	16%	(82)	39%	(202)	21%	(110)	512
#1 Issue: Economy	12%	(52)	19%	(81)	13%	(57)	35%	(151)	21%	(92)	433
#1 Issue: Security	14%	(12)	18%	(15)	14%	(11)	35%	(29)	19%	(15)	82
#1 Issue: Health Care	7%	(14)	15%	(31)	15%	(32)	38%	(79)	25%	(51)	207
#1 Issue: Medicare / Social Security	6%	(8)	20%	(27)	10%	(13)	47%	(63)	16%	(22)	132
#1 Issue: Women's Issues	7%	(4)	13%	(8)	10%	(6)	45%	(27)	24%	(15)	60
#1 Issue: Education	9%	(5)	21%	(12)	33%	(18)	28%	(16)	9%	(5)	56
#1 Issue: Other	6%	(5)	14%	(10)	16%	(12)	46%	(34)	18%	(13)	75
2018 House Vote: Democrat	11%	(40)	18%	(67)	17%	(66)	39%	(147)	15%	(58)	377
2018 House Vote: Republican	10%	(29)	21%	(61)	13%	(38)	42%	(122)	14%	(42)	292
2016 Vote: Hillary Clinton	11%	(35)	16%	(53)	17%	(54)	39%	(127)	17%	(55)	323
2016 Vote: Donald Trump	12%	(37)	20%	(64)	13%	(40)	40%	(127)	16%	(51)	319
2016 Vote: Other	11%	(8)	23%	(16)	8%	(6)	43%	(30)	15%	(10)	69
2016 Vote: Didn't Vote	6%	(21)	16%	(60)	15%	(55)	34%	(128)	29%	(110)	374
Voted in 2014: Yes	11%	(67)	20%	(122)	13%	(81)	41%	(248)	15%	(93)	610
Voted in 2014: No	7%	(34)	15%	(71)	15%	(73)	34%	(163)	28%	(133)	475
2012 Vote: Barack Obama	12%	(48)	19%	(78)	16%	(62)	37%	(150)	16%	(63)	401
2012 Vote: Mitt Romney	10%	(20)	21%	(46)	13%	(27)	43%	(91)	13%	(28)	213
2012 Vote: Didn't Vote	7%	(29)	14%	(59)	15%	(65)	36%	(152)	28%	(116)	422
4-Region: Northeast	9%	(17)	20%	(38)	18%	(33)	35%	(67)	18%	(35)	190
4-Region: Midwest	12%	(29)	18%	(43)	12%	(29)	33%	(78)	23%	(54)	234
4-Region: South	9%	(37)	18%	(74)	15%	(59)	36%	(148)	22%	(88)	407
4-Region: West	7%	(17)	15%	(38)	13%	(33)	46%	(117)	19%	(48)	253
Sports fans	12%	(83)	21%	(152)	18%	(131)	31%	(221)	18%	(126)	713
Avid sports fans	23%	(51)	25%	(56)	20%	(45)	22%	(50)	11%	(25)	228

Continued on next page

Table MCSP6_12: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Peyton Manning

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	9%	(100)	18%	(193)	14%	(155)	38%	(411)	21%	(226)	1085
Casual sports fans	7%	(32)	20%	(96)	18%	(86)	35%	(171)	21%	(102)	485
NFL fans	12%	(83)	23%	(155)	17%	(116)	32%	(211)	16%	(105)	669
MLB fans	12%	(70)	23%	(130)	16%	(92)	35%	(201)	14%	(81)	575
NBA fans	15%	(73)	24%	(118)	17%	(84)	27%	(136)	17%	(82)	493
NHL fans	14%	(54)	25%	(95)	18%	(68)	30%	(111)	12%	(45)	372
WNBA fans	20%	(49)	32%	(78)	18%	(44)	19%	(47)	12%	(30)	248
College football fans	14%	(75)	22%	(120)	17%	(91)	31%	(170)	16%	(86)	542
College basketball fans	13%	(62)	26%	(120)	17%	(81)	27%	(125)	17%	(79)	467
Golf fans	15%	(46)	24%	(75)	18%	(58)	31%	(97)	13%	(40)	316
Tennis fans	13%	(49)	23%	(88)	17%	(65)	28%	(105)	18%	(67)	374
Auto racing fans	14%	(54)	24%	(94)	16%	(64)	32%	(125)	14%	(54)	391
Soccer fans	13%	(50)	23%	(84)	20%	(74)	28%	(105)	15%	(56)	369
Gymnastics fans	11%	(53)	23%	(113)	18%	(87)	32%	(159)	17%	(83)	497
Competitive swimming fans	13%	(41)	25%	(81)	20%	(63)	26%	(84)	16%	(51)	320
Basketball players	20%	(25)	25%	(32)	16%	(20)	26%	(33)	14%	(18)	127
Basketball fans	16%	(63)	25%	(99)	17%	(66)	22%	(87)	19%	(75)	390
Sneaker enthusiasts	18%	(41)	23%	(54)	17%	(40)	23%	(53)	18%	(42)	231
Golfers	17%	(19)	24%	(27)	16%	(18)	34%	(38)	9%	(10)	112
Athletes	17%	(33)	24%	(47)	16%	(31)	29%	(55)	15%	(28)	194
Under Armour: Very fav	21%	(60)	20%	(57)	15%	(41)	27%	(77)	17%	(47)	282
Nike: Very fav	20%	(73)	21%	(76)	16%	(58)	21%	(78)	23%	(86)	372
Adidas: Very fav	18%	(60)	17%	(55)	17%	(55)	25%	(80)	23%	(74)	324
Michael Jordan: Very fav	17%	(58)	23%	(80)	17%	(61)	25%	(86)	18%	(64)	350
LeBron James: Very fav	21%	(48)	16%	(36)	15%	(35)	29%	(66)	20%	(46)	232
Stephen Curry: Very fav	22%	(45)	16%	(32)	21%	(42)	25%	(51)	16%	(32)	202
Jordan Brand: Very fav	27%	(53)	25%	(48)	17%	(33)	14%	(28)	17%	(34)	195
Curry Brand: Very fav	28%	(24)	23%	(20)	15%	(13)	22%	(19)	11%	(9)	86
Under Armour: Favorable	12%	(83)	22%	(154)	16%	(117)	33%	(235)	17%	(124)	712
Nike: Favorable	13%	(90)	19%	(137)	17%	(123)	28%	(200)	24%	(169)	720
Adidas: Favorable	11%	(84)	20%	(157)	17%	(131)	33%	(253)	19%	(149)	773

Continued on next page

Table MCSP6_12: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Peyton Manning

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	9%	(100)	18%	(193)	14%	(155)	38%	(411)	21%	(226)	1085
Michael Jordan: Favorable	12%	(87)	21%	(160)	18%	(133)	31%	(230)	18%	(138)	749
LeBron James: Favorable	13%	(71)	23%	(122)	17%	(90)	29%	(152)	18%	(94)	529
Stephen Curry: Favorable	14%	(68)	23%	(114)	18%	(88)	30%	(149)	15%	(73)	492
Jordan Brand: Favorable	16%	(73)	25%	(110)	19%	(83)	22%	(97)	18%	(80)	443
Curry Brand: Favorable	19%	(48)	28%	(71)	17%	(42)	23%	(58)	13%	(32)	250
Often buy sportswear	28%	(39)	19%	(28)	13%	(19)	18%	(26)	22%	(31)	142
Often/Sometimes buy sportswear	14%	(84)	21%	(129)	16%	(99)	30%	(189)	20%	(122)	623
Familiar with Michael Jordan	9%	(99)	18%	(191)	14%	(155)	38%	(409)	20%	(220)	1074
Familiar with LeBron James	9%	(96)	18%	(189)	15%	(153)	38%	(393)	20%	(212)	1043
Familiar with Steph Curry	10%	(89)	19%	(164)	16%	(139)	36%	(303)	18%	(157)	851

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

Table MCSP6_13: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Lewis Hamilton

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	3%	(34)	8%	(82)	11%	(119)	39%	(403)	39%	(406)	1043
Gender: Male	5%	(23)	11%	(56)	12%	(60)	42%	(212)	30%	(148)	498
Gender: Female	2%	(11)	5%	(26)	11%	(59)	35%	(191)	47%	(258)	545
Age: 18-34	6%	(17)	12%	(37)	11%	(35)	26%	(81)	45%	(138)	309
Age: 35-44	7%	(12)	12%	(20)	10%	(17)	29%	(50)	43%	(74)	174
Age: 45-64	1%	(4)	6%	(20)	12%	(41)	47%	(167)	34%	(122)	353
Age: 65+	—	(1)	2%	(5)	12%	(25)	51%	(105)	35%	(72)	207
GenZers: 1997-2012	6%	(8)	5%	(7)	15%	(20)	32%	(42)	42%	(55)	132
Millennials: 1981-1996	6%	(16)	15%	(39)	9%	(24)	23%	(62)	47%	(123)	263
GenXers: 1965-1980	3%	(8)	10%	(26)	10%	(28)	39%	(103)	38%	(101)	265
Baby Boomers: 1946-1964	1%	(2)	3%	(10)	12%	(41)	49%	(165)	35%	(119)	338
PID: Dem (no lean)	5%	(20)	12%	(46)	11%	(41)	33%	(128)	39%	(148)	384
PID: Ind (no lean)	2%	(8)	6%	(23)	12%	(42)	38%	(135)	42%	(149)	356
PID: Rep (no lean)	2%	(6)	4%	(13)	12%	(36)	46%	(139)	36%	(109)	302
PID/Gender: Dem Men	9%	(16)	17%	(31)	11%	(20)	35%	(63)	27%	(48)	177
PID/Gender: Dem Women	2%	(4)	7%	(16)	10%	(22)	32%	(66)	48%	(100)	207
PID/Gender: Ind Men	1%	(2)	8%	(15)	13%	(24)	44%	(79)	33%	(59)	179
PID/Gender: Ind Women	3%	(6)	4%	(8)	10%	(18)	32%	(57)	51%	(90)	178
PID/Gender: Rep Men	3%	(4)	7%	(10)	12%	(16)	49%	(70)	29%	(41)	143
PID/Gender: Rep Women	1%	(1)	2%	(3)	12%	(19)	43%	(69)	42%	(67)	160
Ideo: Liberal (1-3)	4%	(13)	8%	(26)	13%	(40)	37%	(117)	37%	(118)	315
Ideo: Moderate (4)	3%	(8)	10%	(28)	11%	(30)	39%	(107)	38%	(104)	277
Ideo: Conservative (5-7)	2%	(8)	6%	(22)	11%	(38)	44%	(150)	36%	(124)	343
Educ: < College	2%	(16)	7%	(48)	12%	(87)	39%	(280)	39%	(281)	712
Educ: Bachelors degree	4%	(8)	10%	(21)	9%	(19)	37%	(78)	40%	(85)	211
Educ: Post-grad	8%	(10)	11%	(13)	10%	(13)	37%	(44)	33%	(40)	121
Income: Under 50k	3%	(15)	6%	(38)	11%	(63)	39%	(230)	41%	(239)	586
Income: 50k-100k	2%	(7)	9%	(26)	12%	(35)	38%	(116)	39%	(117)	301
Income: 100k+	8%	(12)	12%	(18)	13%	(20)	36%	(56)	32%	(50)	156
Ethnicity: White	3%	(22)	7%	(54)	10%	(79)	40%	(324)	40%	(322)	801
Ethnicity: Hispanic	4%	(6)	12%	(18)	9%	(14)	39%	(60)	36%	(55)	154

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Table MCSP6_13: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Lewis Hamilton

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	3%	(34)	8%	(82)	11%	(119)	39%	(403)	39%	(406)	1043
Ethnicity: Black	5%	(7)	14%	(20)	17%	(25)	26%	(38)	37%	(53)	142
Ethnicity: Other	5%	(5)	8%	(8)	15%	(15)	41%	(41)	31%	(31)	100
All Christian	4%	(20)	7%	(32)	13%	(60)	43%	(201)	33%	(153)	465
All Non-Christian	6%	(3)	9%	(5)	7%	(4)	52%	(28)	27%	(14)	54
Atheist	6%	(3)	9%	(5)	14%	(8)	36%	(20)	35%	(19)	56
Agnostic/Nothing in particular	1%	(3)	12%	(30)	12%	(31)	32%	(84)	44%	(116)	264
Something Else	2%	(5)	5%	(10)	8%	(16)	34%	(70)	51%	(104)	205
Religious Non-Protestant/Catholic	5%	(3)	7%	(5)	11%	(8)	47%	(32)	29%	(20)	67
Evangelical	5%	(13)	4%	(10)	10%	(24)	38%	(94)	43%	(105)	246
Non-Evangelical	3%	(10)	8%	(31)	12%	(47)	43%	(173)	36%	(144)	405
Community: Urban	5%	(13)	11%	(29)	8%	(21)	35%	(89)	41%	(105)	258
Community: Suburban	3%	(17)	7%	(35)	12%	(63)	36%	(187)	42%	(216)	519
Community: Rural	1%	(3)	7%	(18)	13%	(34)	47%	(126)	32%	(84)	266
Employ: Private Sector	4%	(11)	10%	(29)	14%	(39)	38%	(108)	34%	(96)	283
Employ: Government	3%	(2)	9%	(5)	7%	(4)	35%	(19)	46%	(25)	55
Employ: Self-Employed	5%	(4)	7%	(6)	9%	(8)	48%	(44)	31%	(29)	92
Employ: Homemaker	2%	(1)	9%	(6)	7%	(5)	40%	(25)	42%	(27)	64
Employ: Student	14%	(8)	2%	(1)	9%	(5)	20%	(11)	56%	(32)	57
Employ: Retired	—	(0)	3%	(8)	12%	(29)	50%	(124)	35%	(86)	248
Employ: Unemployed	3%	(5)	12%	(21)	12%	(21)	30%	(52)	44%	(77)	176
Employ: Other	2%	(1)	10%	(7)	12%	(8)	26%	(18)	50%	(34)	68
Military HH: Yes	2%	(3)	6%	(10)	11%	(19)	47%	(82)	34%	(60)	175
Military HH: No	4%	(31)	8%	(71)	11%	(99)	37%	(320)	40%	(346)	869
RD/WT: Right Direction	6%	(17)	13%	(39)	12%	(35)	38%	(115)	31%	(93)	299
RD/WT: Wrong Track	2%	(17)	6%	(43)	11%	(84)	39%	(288)	42%	(313)	745
Trump Job Approve	4%	(15)	6%	(25)	10%	(41)	44%	(183)	37%	(153)	416
Trump Job Disapprove	3%	(19)	9%	(52)	11%	(66)	36%	(211)	40%	(232)	580

Continued on next page

Table MCSP6_13: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Lewis Hamilton

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	3%	(34)	8%	(82)	11%	(119)	39%	(403)	39%	(406)	1043
Trump Job Strongly Approve	3%	(7)	4%	(11)	8%	(20)	48%	(122)	37%	(94)	254
Trump Job Somewhat Approve	5%	(8)	8%	(14)	13%	(21)	38%	(61)	37%	(60)	163
Trump Job Somewhat Disapprove	2%	(3)	10%	(12)	16%	(19)	36%	(43)	35%	(41)	117
Trump Job Strongly Disapprove	4%	(16)	9%	(40)	10%	(47)	36%	(168)	41%	(191)	463
Favorable of Trump	2%	(10)	6%	(25)	10%	(42)	45%	(189)	37%	(157)	422
Unfavorable of Trump	3%	(20)	10%	(57)	12%	(68)	35%	(204)	40%	(229)	578
Very Favorable of Trump	2%	(6)	4%	(11)	9%	(25)	47%	(128)	37%	(100)	271
Somewhat Favorable of Trump	3%	(4)	9%	(13)	11%	(17)	40%	(61)	37%	(57)	151
Somewhat Unfavorable of Trump	3%	(3)	13%	(15)	21%	(23)	27%	(29)	36%	(40)	110
Very Unfavorable of Trump	3%	(16)	9%	(43)	9%	(44)	37%	(175)	41%	(189)	468
#1 Issue: Economy	3%	(13)	11%	(45)	11%	(46)	35%	(144)	40%	(163)	410
#1 Issue: Security	6%	(4)	4%	(3)	6%	(4)	51%	(37)	32%	(23)	73
#1 Issue: Health Care	3%	(5)	5%	(10)	11%	(23)	41%	(82)	40%	(78)	198
#1 Issue: Medicare / Social Security	1%	(1)	3%	(4)	12%	(15)	45%	(58)	39%	(50)	128
#1 Issue: Women's Issues	4%	(2)	8%	(5)	15%	(9)	23%	(14)	50%	(31)	61
#1 Issue: Education	10%	(6)	15%	(9)	22%	(14)	37%	(23)	16%	(10)	63
#1 Issue: Other	2%	(2)	2%	(2)	4%	(3)	46%	(37)	46%	(36)	80
2018 House Vote: Democrat	4%	(16)	12%	(44)	10%	(37)	35%	(126)	38%	(137)	359
2018 House Vote: Republican	3%	(9)	4%	(10)	12%	(35)	48%	(137)	34%	(97)	288
2016 Vote: Hillary Clinton	4%	(12)	11%	(34)	10%	(30)	34%	(105)	41%	(124)	304
2016 Vote: Donald Trump	3%	(9)	4%	(14)	10%	(32)	50%	(160)	33%	(105)	320
2016 Vote: Other	4%	(2)	8%	(6)	13%	(9)	35%	(24)	40%	(27)	67
2016 Vote: Didn't Vote	3%	(10)	8%	(28)	13%	(47)	32%	(114)	43%	(151)	350
Voted in 2014: Yes	3%	(18)	7%	(41)	11%	(61)	42%	(236)	37%	(210)	565
Voted in 2014: No	3%	(16)	9%	(41)	12%	(57)	35%	(167)	41%	(197)	478
2012 Vote: Barack Obama	3%	(12)	10%	(37)	11%	(42)	37%	(142)	40%	(152)	385
2012 Vote: Mitt Romney	1%	(3)	3%	(5)	9%	(19)	51%	(106)	36%	(74)	207
2012 Vote: Didn't Vote	4%	(17)	9%	(36)	13%	(52)	34%	(138)	39%	(159)	403

Continued on next page

Table MCSP6_13: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Lewie Hamilton

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	3%	(34)	8%	(82)	11%	(119)	39%	(403)	39%	(406)	1043
4-Region: Northeast	4%	(8)	7%	(13)	15%	(27)	36%	(66)	38%	(70)	185
4-Region: Midwest	2%	(5)	5%	(10)	10%	(22)	38%	(82)	44%	(94)	213
4-Region: South	4%	(15)	12%	(48)	9%	(36)	37%	(150)	38%	(152)	401
4-Region: West	2%	(6)	4%	(11)	14%	(34)	43%	(105)	37%	(90)	245
Sports fans	4%	(29)	11%	(72)	14%	(92)	34%	(227)	38%	(253)	673
Avid sports fans	10%	(20)	15%	(32)	16%	(33)	29%	(60)	30%	(61)	205
Casual sports fans	2%	(9)	9%	(41)	13%	(59)	36%	(167)	41%	(192)	467
NFL fans	5%	(29)	12%	(72)	13%	(77)	32%	(196)	39%	(238)	611
MLB fans	6%	(27)	13%	(64)	15%	(73)	31%	(155)	35%	(175)	495
NBA fans	6%	(29)	15%	(69)	14%	(64)	27%	(125)	37%	(171)	458
NHL fans	6%	(24)	17%	(63)	13%	(47)	29%	(107)	34%	(123)	364
WNBA fans	11%	(25)	20%	(45)	11%	(24)	20%	(45)	37%	(83)	223
College football fans	5%	(28)	12%	(63)	14%	(70)	31%	(157)	38%	(192)	511
College basketball fans	6%	(27)	14%	(58)	14%	(58)	27%	(114)	39%	(165)	421
Golf fans	8%	(21)	15%	(41)	14%	(39)	32%	(90)	32%	(89)	280
Tennis fans	7%	(22)	17%	(57)	14%	(48)	26%	(87)	35%	(118)	332
Auto racing fans	8%	(27)	13%	(46)	13%	(47)	33%	(117)	34%	(119)	356
Soccer fans	7%	(24)	17%	(60)	14%	(51)	28%	(101)	34%	(124)	360
Gymnastics fans	5%	(25)	11%	(53)	14%	(68)	30%	(144)	39%	(187)	476
Competitive swimming fans	8%	(24)	14%	(43)	14%	(41)	27%	(80)	38%	(114)	302
Basketball players	12%	(15)	19%	(24)	10%	(12)	29%	(37)	29%	(37)	126
Basketball fans	7%	(25)	18%	(62)	14%	(49)	24%	(84)	37%	(128)	348
Sneaker enthusiasts	6%	(14)	16%	(35)	16%	(35)	27%	(60)	34%	(75)	220
Golfers	7%	(6)	15%	(14)	19%	(17)	33%	(30)	27%	(25)	93
Athletes	7%	(16)	15%	(32)	13%	(27)	30%	(64)	34%	(72)	211
Under Armour: Very fav	5%	(12)	16%	(41)	12%	(31)	29%	(75)	38%	(99)	259
Nike: Very fav	6%	(23)	13%	(49)	13%	(50)	26%	(96)	41%	(152)	370
Adidas: Very fav	8%	(26)	14%	(45)	11%	(37)	28%	(91)	39%	(126)	324
Michael Jordan: Very fav	6%	(22)	11%	(40)	13%	(44)	32%	(111)	38%	(134)	350
LeBron James: Very fav	8%	(19)	15%	(37)	9%	(21)	26%	(63)	41%	(99)	240

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Table MCSP6_13: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Lewis Hamilton

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	3%	(34)	8%	(82)	11%	(119)	39%	(403)	39%	(406)	1043
Stephen Curry: Very fav	9%	(18)	14%	(27)	15%	(28)	26%	(52)	36%	(70)	195
Jordan Brand: Very fav	11%	(22)	18%	(35)	14%	(28)	21%	(41)	36%	(70)	196
Curry Brand: Very fav	16%	(14)	21%	(17)	17%	(14)	20%	(17)	26%	(21)	82
Under Armour: Favorable	4%	(25)	10%	(69)	13%	(88)	34%	(235)	39%	(271)	688
Nike: Favorable	4%	(28)	11%	(73)	13%	(87)	33%	(224)	40%	(277)	689
Adidas: Favorable	4%	(29)	10%	(77)	13%	(97)	34%	(253)	39%	(286)	742
Michael Jordan: Favorable	4%	(28)	10%	(70)	14%	(101)	34%	(244)	37%	(266)	710
LeBron James: Favorable	5%	(28)	12%	(61)	14%	(73)	30%	(158)	39%	(202)	522
Stephen Curry: Favorable	6%	(27)	12%	(54)	15%	(65)	32%	(142)	35%	(153)	441
Jordan Brand: Favorable	6%	(25)	15%	(62)	15%	(59)	27%	(110)	37%	(148)	404
Curry Brand: Favorable	10%	(21)	24%	(53)	15%	(34)	25%	(54)	27%	(58)	220
Often buy sportswear	13%	(19)	14%	(19)	13%	(18)	22%	(31)	38%	(53)	140
Often/Sometimes buy sportswear	5%	(31)	11%	(64)	12%	(74)	33%	(202)	39%	(233)	604
Familiar with Michael Jordan	3%	(33)	8%	(80)	11%	(116)	39%	(400)	39%	(397)	1028
Familiar with LeBron James	3%	(34)	8%	(78)	11%	(113)	39%	(390)	38%	(381)	996
Familiar with Steph Curry	4%	(33)	10%	(76)	13%	(105)	38%	(298)	35%	(276)	789

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

Table MCSP6_14: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Kevin Durant

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	10%	(108)	15%	(173)	15%	(174)	35%	(398)	24%	(274)	1127
Gender: Male	12%	(67)	20%	(107)	15%	(79)	38%	(204)	15%	(82)	539
Gender: Female	7%	(42)	11%	(67)	16%	(95)	33%	(193)	33%	(192)	589
Age: 18-34	17%	(52)	22%	(69)	17%	(54)	20%	(64)	24%	(78)	318
Age: 35-44	13%	(26)	19%	(39)	14%	(29)	27%	(55)	27%	(54)	203
Age: 45-64	5%	(19)	12%	(44)	17%	(64)	43%	(162)	24%	(93)	382
Age: 65+	5%	(12)	9%	(21)	12%	(28)	52%	(116)	22%	(49)	225
GenZers: 1997-2012	21%	(26)	17%	(22)	17%	(21)	21%	(26)	24%	(30)	124
Millennials: 1981-1996	14%	(45)	22%	(69)	17%	(55)	22%	(69)	25%	(81)	318
GenXers: 1965-1980	7%	(18)	18%	(49)	10%	(28)	39%	(103)	25%	(66)	264
Baby Boomers: 1946-1964	5%	(20)	8%	(31)	17%	(64)	46%	(168)	23%	(85)	367
PID: Dem (no lean)	14%	(62)	20%	(87)	17%	(76)	30%	(129)	19%	(82)	436
PID: Ind (no lean)	9%	(31)	12%	(44)	15%	(55)	34%	(123)	30%	(110)	363
PID: Rep (no lean)	5%	(15)	13%	(42)	13%	(43)	44%	(146)	25%	(82)	328
PID/Gender: Dem Men	18%	(38)	27%	(55)	15%	(31)	29%	(59)	11%	(24)	207
PID/Gender: Dem Women	11%	(25)	14%	(32)	19%	(45)	31%	(70)	25%	(58)	230
PID/Gender: Ind Men	10%	(18)	16%	(29)	16%	(29)	40%	(72)	17%	(30)	177
PID/Gender: Ind Women	7%	(13)	8%	(15)	14%	(26)	28%	(51)	43%	(80)	186
PID/Gender: Rep Men	7%	(11)	15%	(23)	12%	(19)	48%	(74)	18%	(28)	154
PID/Gender: Rep Women	2%	(4)	11%	(19)	14%	(24)	41%	(72)	31%	(54)	174
Ideo: Liberal (1-3)	12%	(38)	16%	(53)	18%	(59)	35%	(114)	19%	(61)	324
Ideo: Moderate (4)	10%	(31)	19%	(60)	14%	(43)	33%	(102)	24%	(76)	313
Ideo: Conservative (5-7)	6%	(21)	12%	(42)	14%	(50)	45%	(160)	23%	(80)	354
Educ: < College	10%	(75)	16%	(121)	15%	(116)	33%	(258)	26%	(205)	776
Educ: Bachelors degree	7%	(15)	14%	(32)	18%	(41)	39%	(89)	22%	(51)	229
Educ: Post-grad	14%	(18)	16%	(20)	13%	(16)	41%	(50)	15%	(19)	123
Income: Under 50k	11%	(72)	14%	(95)	14%	(94)	33%	(222)	27%	(182)	665
Income: 50k-100k	7%	(22)	17%	(53)	17%	(55)	39%	(124)	21%	(68)	321
Income: 100k+	10%	(15)	18%	(26)	18%	(25)	37%	(52)	17%	(24)	142
Ethnicity: White	6%	(57)	12%	(110)	16%	(140)	39%	(349)	26%	(234)	891
Ethnicity: Hispanic	10%	(18)	23%	(41)	14%	(25)	27%	(47)	26%	(45)	175

Continued on next page

Table MCSP6_14: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*

Kevin Durant

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	10%	(108)	15%	(173)	15%	(174)	35%	(398)	24%	(274)	1127
Ethnicity: Black	28%	(38)	31%	(43)	13%	(17)	17%	(23)	11%	(15)	136
Ethnicity: Other	13%	(13)	20%	(20)	17%	(17)	25%	(25)	25%	(25)	100
All Christian	10%	(54)	15%	(77)	16%	(84)	40%	(212)	20%	(106)	533
Atheist	2%	(1)	20%	(11)	28%	(15)	35%	(19)	14%	(7)	52
Agnostic/Nothing in particular	8%	(27)	15%	(47)	14%	(45)	35%	(111)	28%	(90)	320
Something Else	13%	(23)	19%	(34)	12%	(21)	24%	(44)	33%	(60)	183
Religious Non-Protestant/Catholic	6%	(3)	10%	(6)	16%	(9)	32%	(18)	35%	(20)	56
Evangelical	16%	(42)	24%	(63)	11%	(28)	27%	(72)	23%	(61)	266
Non-Evangelical	8%	(35)	11%	(46)	18%	(75)	41%	(177)	22%	(95)	428
Community: Urban	14%	(43)	24%	(73)	17%	(51)	26%	(79)	20%	(60)	306
Community: Suburban	9%	(45)	13%	(69)	15%	(79)	38%	(197)	25%	(129)	519
Community: Rural	7%	(20)	10%	(32)	15%	(44)	40%	(122)	28%	(85)	302
Employ: Private Sector	14%	(44)	19%	(58)	15%	(45)	35%	(109)	17%	(52)	309
Employ: Government	17%	(12)	19%	(13)	11%	(8)	36%	(24)	17%	(11)	67
Employ: Self-Employed	17%	(13)	21%	(17)	12%	(10)	31%	(25)	19%	(15)	80
Employ: Homemaker	6%	(5)	9%	(6)	15%	(11)	29%	(21)	41%	(30)	74
Employ: Retired	3%	(9)	7%	(21)	16%	(44)	52%	(143)	22%	(61)	277
Employ: Unemployed	7%	(14)	16%	(31)	17%	(33)	22%	(42)	37%	(70)	191
Employ: Other	10%	(9)	13%	(11)	19%	(16)	30%	(25)	27%	(22)	82
Military HH: Yes	4%	(8)	11%	(21)	14%	(27)	53%	(104)	17%	(33)	194
Military HH: No	11%	(100)	16%	(152)	16%	(147)	31%	(294)	26%	(241)	933
RD/WT: Right Direction	14%	(45)	14%	(45)	12%	(39)	33%	(107)	26%	(85)	322
RD/WT: Wrong Track	8%	(63)	16%	(128)	17%	(135)	36%	(290)	23%	(189)	805
Trump Job Approve	8%	(38)	12%	(55)	14%	(62)	43%	(197)	23%	(106)	459
Trump Job Disapprove	11%	(69)	17%	(106)	17%	(107)	31%	(193)	24%	(146)	621
Trump Job Strongly Approve	7%	(20)	10%	(28)	12%	(35)	45%	(129)	26%	(74)	287
Trump Job Somewhat Approve	11%	(19)	15%	(27)	16%	(27)	39%	(68)	19%	(32)	172
Trump Job Somewhat Disapprove	15%	(15)	12%	(13)	17%	(17)	23%	(24)	32%	(32)	101
Trump Job Strongly Disapprove	10%	(53)	18%	(93)	17%	(89)	33%	(169)	22%	(114)	519

Continued on next page

Table MCSP6_14: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*

Kevin Durant

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	10%	(108)	15%	(173)	15%	(174)	35%	(398)	24%	(274)	1127
Favorable of Trump	8%	(36)	12%	(57)	14%	(65)	42%	(195)	24%	(112)	464
Unfavorable of Trump	11%	(68)	18%	(111)	17%	(105)	32%	(193)	22%	(133)	610
Very Favorable of Trump	6%	(20)	12%	(37)	13%	(42)	42%	(132)	26%	(83)	315
Somewhat Favorable of Trump	10%	(15)	13%	(20)	15%	(23)	42%	(63)	19%	(29)	150
Somewhat Unfavorable of Trump	22%	(20)	11%	(10)	20%	(18)	24%	(21)	23%	(21)	91
Very Unfavorable of Trump	9%	(48)	19%	(101)	17%	(86)	33%	(172)	22%	(112)	519
#1 Issue: Economy	11%	(51)	15%	(69)	15%	(67)	34%	(153)	25%	(112)	453
#1 Issue: Security	5%	(6)	15%	(16)	11%	(12)	43%	(46)	26%	(28)	108
#1 Issue: Health Care	10%	(21)	23%	(49)	17%	(36)	29%	(60)	21%	(44)	210
#1 Issue: Medicare / Social Security	7%	(9)	7%	(9)	17%	(22)	44%	(58)	25%	(33)	132
#1 Issue: Women's Issues	13%	(8)	6%	(3)	17%	(10)	34%	(20)	30%	(18)	59
#1 Issue: Education	19%	(10)	22%	(11)	27%	(14)	17%	(8)	15%	(8)	51
#1 Issue: Other	2%	(2)	17%	(13)	8%	(7)	43%	(34)	30%	(23)	79
2018 House Vote: Democrat	14%	(57)	19%	(74)	16%	(61)	33%	(131)	17%	(68)	390
2018 House Vote: Republican	7%	(22)	9%	(28)	14%	(45)	48%	(153)	23%	(72)	320
2016 Vote: Hillary Clinton	14%	(49)	18%	(61)	17%	(58)	36%	(122)	15%	(51)	343
2016 Vote: Donald Trump	6%	(22)	9%	(32)	11%	(39)	46%	(161)	27%	(94)	348
2016 Vote: Other	4%	(2)	11%	(7)	16%	(10)	49%	(30)	20%	(12)	62
2016 Vote: Didn't Vote	9%	(35)	19%	(73)	18%	(66)	22%	(84)	31%	(116)	373
Voted in 2014: Yes	11%	(70)	13%	(81)	14%	(90)	41%	(260)	20%	(129)	630
Voted in 2014: No	8%	(39)	18%	(92)	17%	(84)	28%	(138)	29%	(145)	498
2012 Vote: Barack Obama	14%	(60)	15%	(65)	17%	(74)	34%	(147)	19%	(84)	430
2012 Vote: Mitt Romney	2%	(4)	10%	(22)	13%	(28)	52%	(116)	23%	(51)	222
2012 Vote: Didn't Vote	10%	(41)	19%	(80)	16%	(67)	26%	(113)	30%	(129)	430
4-Region: Northeast	7%	(13)	18%	(35)	16%	(31)	35%	(68)	24%	(47)	194
4-Region: Midwest	12%	(28)	15%	(34)	16%	(37)	32%	(75)	26%	(62)	235
4-Region: South	10%	(46)	16%	(72)	11%	(50)	38%	(168)	24%	(105)	440
4-Region: West	8%	(22)	13%	(33)	22%	(56)	34%	(88)	23%	(60)	259
Sports fans	13%	(93)	21%	(150)	18%	(133)	30%	(217)	18%	(131)	724
Avid sports fans	25%	(59)	26%	(63)	18%	(42)	23%	(56)	8%	(19)	240

Continued on next page

Table MCSP6_14: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?

Kevin Durant

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	10%	(108)	15%	(173)	15%	(174)	35%	(398)	24%	(274)	1127
Casual sports fans	7%	(33)	18%	(87)	19%	(91)	33%	(162)	23%	(112)	485
NFL fans	14%	(100)	20%	(142)	18%	(128)	27%	(192)	20%	(143)	706
MLB fans	13%	(76)	20%	(117)	18%	(106)	30%	(179)	19%	(113)	591
NBA fans	20%	(105)	26%	(135)	18%	(95)	21%	(111)	14%	(74)	521
NHL fans	16%	(60)	19%	(71)	17%	(63)	28%	(104)	19%	(71)	369
WNBA fans	26%	(64)	28%	(69)	19%	(48)	15%	(38)	11%	(28)	246
College football fans	14%	(79)	23%	(128)	18%	(103)	28%	(159)	16%	(90)	558
College basketball fans	18%	(84)	25%	(114)	19%	(87)	24%	(112)	14%	(64)	461
Golf fans	17%	(51)	21%	(64)	20%	(60)	27%	(80)	15%	(46)	302
Tennis fans	18%	(58)	24%	(78)	19%	(64)	24%	(80)	15%	(51)	331
Auto racing fans	16%	(67)	20%	(82)	16%	(64)	27%	(110)	21%	(85)	407
Soccer fans	19%	(67)	25%	(88)	20%	(73)	20%	(72)	16%	(57)	357
Gymnastics fans	13%	(64)	19%	(91)	16%	(75)	29%	(140)	23%	(109)	480
Competitive swimming fans	17%	(55)	21%	(68)	18%	(58)	26%	(85)	18%	(57)	324
Basketball players	40%	(45)	26%	(29)	14%	(16)	13%	(14)	8%	(9)	114
Basketball fans	21%	(85)	28%	(111)	19%	(76)	20%	(79)	13%	(52)	402
Sneaker enthusiasts	24%	(54)	30%	(69)	15%	(34)	17%	(38)	15%	(34)	229
Golfers	21%	(19)	13%	(12)	19%	(17)	35%	(32)	13%	(12)	92
Athletes	28%	(59)	22%	(46)	16%	(34)	20%	(41)	13%	(27)	207
Under Armour: Very fav	19%	(64)	24%	(79)	11%	(37)	25%	(84)	21%	(69)	333
Nike: Very fav	22%	(89)	25%	(103)	14%	(58)	18%	(74)	20%	(82)	406
Adidas: Very fav	20%	(67)	30%	(102)	12%	(40)	19%	(66)	20%	(66)	340
Michael Jordan: Very fav	23%	(90)	26%	(100)	13%	(51)	23%	(89)	16%	(62)	392
LeBron James: Very fav	28%	(67)	28%	(68)	12%	(30)	18%	(43)	14%	(33)	241
Stephen Curry: Very fav	32%	(73)	28%	(65)	14%	(32)	15%	(35)	11%	(24)	230
Jordan Brand: Very fav	29%	(66)	30%	(69)	11%	(26)	13%	(29)	17%	(39)	229
Curry Brand: Very fav	44%	(42)	34%	(32)	8%	(7)	6%	(5)	8%	(8)	94
Under Armour: Favorable	12%	(90)	19%	(143)	16%	(122)	30%	(223)	23%	(171)	748
Nike: Favorable	14%	(105)	21%	(159)	17%	(129)	26%	(196)	23%	(177)	766
Adidas: Favorable	12%	(97)	20%	(166)	18%	(145)	28%	(230)	22%	(178)	817

Continued on next page

Table MCSP6_14: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Kevin Durant

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	10%	(108)	15%	(173)	15%	(174)	35%	(398)	24%	(274)	1127
Michael Jordan: Favorable	13%	(104)	20%	(155)	18%	(141)	28%	(225)	21%	(166)	792
LeBron James: Favorable	17%	(94)	23%	(127)	18%	(99)	22%	(122)	19%	(104)	546
Stephen Curry: Favorable	20%	(100)	25%	(123)	18%	(87)	25%	(124)	12%	(61)	495
Jordan Brand: Favorable	17%	(81)	27%	(129)	16%	(77)	21%	(101)	17%	(82)	470
Curry Brand: Favorable	26%	(67)	30%	(76)	20%	(52)	13%	(33)	11%	(28)	255
Often buy sportswear	28%	(46)	25%	(42)	14%	(24)	18%	(29)	14%	(24)	166
Often/Sometimes buy sportswear	14%	(98)	21%	(143)	16%	(110)	28%	(188)	20%	(136)	675
Familiar with Michael Jordan	10%	(108)	16%	(173)	15%	(171)	35%	(392)	24%	(267)	1112
Familiar with LeBron James	10%	(107)	16%	(171)	15%	(166)	35%	(384)	24%	(254)	1082
Familiar with Steph Curry	12%	(104)	18%	(157)	17%	(150)	34%	(298)	19%	(164)	872

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

Table MCSP6_15: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Patrick Mahomes

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	10%	(105)	11%	(125)	12%	(126)	36%	(394)	31%	(342)	1092
Gender: Male	13%	(70)	15%	(80)	12%	(65)	40%	(216)	21%	(115)	545
Gender: Female	6%	(35)	8%	(45)	11%	(62)	33%	(178)	41%	(227)	547
Age: 18-34	10%	(33)	11%	(38)	15%	(51)	25%	(82)	39%	(130)	334
Age: 35-44	16%	(27)	18%	(30)	8%	(13)	25%	(43)	33%	(55)	168
Age: 45-64	8%	(33)	11%	(45)	9%	(36)	44%	(170)	27%	(104)	387
Age: 65+	6%	(12)	6%	(12)	13%	(26)	49%	(99)	26%	(53)	203
GenZers: 1997-2012	13%	(16)	7%	(8)	17%	(20)	22%	(26)	40%	(47)	117
Millennials: 1981-1996	12%	(37)	13%	(42)	12%	(39)	25%	(78)	37%	(116)	311
GenXers: 1965-1980	7%	(20)	20%	(54)	8%	(21)	35%	(95)	30%	(81)	271
Baby Boomers: 1946-1964	9%	(32)	5%	(19)	12%	(41)	48%	(168)	26%	(90)	349
PID: Dem (no lean)	12%	(48)	15%	(58)	15%	(57)	31%	(121)	27%	(105)	388
PID: Ind (no lean)	6%	(22)	9%	(33)	9%	(33)	34%	(125)	41%	(150)	364
PID: Rep (no lean)	10%	(35)	10%	(34)	11%	(36)	44%	(148)	26%	(87)	340
PID/Gender: Dem Men	17%	(32)	22%	(40)	11%	(20)	32%	(59)	18%	(34)	184
PID/Gender: Dem Women	8%	(17)	9%	(18)	18%	(36)	30%	(62)	35%	(71)	204
PID/Gender: Ind Men	6%	(11)	13%	(22)	13%	(23)	42%	(73)	26%	(46)	175
PID/Gender: Ind Women	6%	(11)	6%	(11)	5%	(10)	28%	(52)	55%	(104)	189
PID/Gender: Rep Men	15%	(27)	10%	(18)	11%	(21)	45%	(84)	19%	(35)	186
PID/Gender: Rep Women	5%	(7)	10%	(16)	10%	(15)	41%	(64)	34%	(52)	154
Ideo: Liberal (1-3)	11%	(33)	13%	(40)	14%	(42)	35%	(106)	27%	(83)	304
Ideo: Moderate (4)	9%	(27)	12%	(37)	13%	(38)	31%	(96)	35%	(108)	306
Ideo: Conservative (5-7)	10%	(34)	13%	(44)	10%	(36)	43%	(152)	24%	(86)	353
Educ: < College	10%	(75)	9%	(64)	10%	(77)	36%	(273)	35%	(266)	755
Educ: Bachelors degree	7%	(14)	19%	(41)	15%	(31)	37%	(79)	23%	(49)	214
Educ: Post-grad	12%	(15)	16%	(20)	15%	(19)	34%	(42)	22%	(28)	123
Income: Under 50k	9%	(55)	9%	(54)	10%	(59)	36%	(223)	37%	(225)	617
Income: 50k-100k	10%	(33)	12%	(38)	14%	(44)	36%	(116)	28%	(88)	319
Income: 100k+	11%	(17)	21%	(33)	15%	(24)	35%	(55)	18%	(29)	157
Ethnicity: White	8%	(73)	11%	(97)	11%	(99)	38%	(329)	31%	(267)	865
Ethnicity: Hispanic	3%	(5)	8%	(13)	7%	(12)	44%	(76)	38%	(65)	171

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Table MCSP6_15: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Patrick Mahomes

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	10%	(105)	11%	(125)	12%	(126)	36%	(394)	31%	(342)	1092
Ethnicity: Black	22%	(28)	16%	(20)	15%	(19)	16%	(20)	31%	(39)	127
Ethnicity: Other	4%	(4)	8%	(8)	8%	(8)	45%	(45)	35%	(35)	100
All Christian	9%	(48)	13%	(66)	12%	(65)	40%	(211)	25%	(133)	524
Agnostic/Nothing in particular	9%	(26)	6%	(18)	9%	(27)	36%	(102)	39%	(110)	282
Something Else	11%	(21)	11%	(21)	12%	(23)	25%	(49)	41%	(80)	195
Religious Non-Protestant/Catholic	3%	(2)	18%	(12)	13%	(8)	39%	(25)	27%	(17)	64
Evangelical	13%	(34)	13%	(35)	13%	(36)	28%	(75)	33%	(88)	269
Non-Evangelical	8%	(34)	12%	(51)	11%	(48)	42%	(179)	27%	(114)	426
Community: Urban	13%	(38)	10%	(32)	13%	(39)	33%	(101)	31%	(96)	307
Community: Suburban	9%	(42)	13%	(62)	12%	(57)	35%	(170)	33%	(161)	492
Community: Rural	8%	(24)	11%	(31)	10%	(30)	42%	(124)	29%	(84)	293
Employ: Private Sector	14%	(43)	17%	(53)	14%	(44)	33%	(104)	23%	(72)	316
Employ: Government	8%	(5)	7%	(5)	9%	(6)	42%	(28)	34%	(23)	68
Employ: Self-Employed	17%	(19)	14%	(16)	4%	(4)	39%	(44)	26%	(29)	112
Employ: Homemaker	4%	(3)	15%	(11)	6%	(5)	33%	(25)	42%	(32)	77
Employ: Retired	5%	(13)	8%	(20)	12%	(30)	51%	(125)	24%	(59)	247
Employ: Unemployed	7%	(12)	8%	(12)	11%	(17)	30%	(47)	44%	(71)	160
Employ: Other	5%	(3)	6%	(4)	18%	(12)	25%	(16)	45%	(29)	64
Military HH: Yes	4%	(7)	8%	(15)	14%	(25)	45%	(84)	30%	(56)	187
Military HH: No	11%	(97)	12%	(110)	11%	(101)	34%	(310)	32%	(285)	904
RD/WT: Right Direction	16%	(49)	16%	(47)	11%	(31)	31%	(93)	25%	(75)	295
RD/WT: Wrong Track	7%	(56)	10%	(77)	12%	(95)	38%	(301)	33%	(267)	797
Trump Job Approve	10%	(44)	11%	(52)	11%	(50)	39%	(179)	28%	(128)	453
Trump Job Disapprove	10%	(60)	12%	(72)	12%	(73)	34%	(205)	32%	(191)	601
Trump Job Strongly Approve	12%	(33)	10%	(29)	8%	(23)	41%	(113)	28%	(78)	276
Trump Job Somewhat Approve	6%	(11)	13%	(23)	15%	(27)	37%	(66)	28%	(50)	177
Trump Job Somewhat Disapprove	6%	(7)	17%	(19)	15%	(17)	32%	(37)	31%	(36)	116
Trump Job Strongly Disapprove	11%	(53)	11%	(53)	12%	(56)	35%	(168)	32%	(155)	484
Favorable of Trump	9%	(41)	12%	(54)	12%	(53)	40%	(182)	28%	(130)	460
Unfavorable of Trump	10%	(61)	11%	(69)	11%	(68)	34%	(206)	33%	(195)	599

Continued on next page

Table MCSP6_15: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Patrick Mahomes

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	10%	(105)	11%	(125)	12%	(126)	36%	(394)	31%	(342)	1092
Very Favorable of Trump	12%	(34)	11%	(30)	10%	(29)	39%	(110)	29%	(82)	285
Somewhat Favorable of Trump	4%	(8)	13%	(23)	14%	(24)	41%	(73)	27%	(48)	176
Somewhat Unfavorable of Trump	7%	(7)	12%	(13)	13%	(14)	30%	(31)	38%	(39)	104
Very Unfavorable of Trump	11%	(54)	11%	(56)	11%	(54)	35%	(176)	32%	(156)	495
#1 Issue: Economy	10%	(44)	12%	(54)	11%	(47)	38%	(168)	29%	(129)	442
#1 Issue: Security	9%	(9)	12%	(12)	11%	(11)	42%	(41)	25%	(24)	97
#1 Issue: Health Care	9%	(20)	15%	(32)	11%	(22)	30%	(64)	35%	(73)	210
#1 Issue: Medicare / Social Security	11%	(13)	7%	(8)	12%	(13)	43%	(50)	28%	(32)	115
#1 Issue: Women's Issues	7%	(4)	10%	(6)	16%	(9)	22%	(13)	45%	(26)	59
#1 Issue: Other	5%	(4)	6%	(5)	11%	(8)	41%	(31)	38%	(29)	76
2018 House Vote: Democrat	9%	(32)	15%	(54)	14%	(50)	33%	(114)	28%	(97)	346
2018 House Vote: Republican	11%	(34)	12%	(37)	11%	(34)	45%	(140)	21%	(67)	313
2016 Vote: Hillary Clinton	10%	(33)	14%	(45)	14%	(46)	34%	(110)	28%	(89)	323
2016 Vote: Donald Trump	13%	(46)	12%	(42)	10%	(35)	41%	(148)	24%	(86)	358
2016 Vote: Other	2%	(1)	9%	(5)	14%	(8)	48%	(27)	28%	(16)	57
2016 Vote: Didn't Vote	7%	(24)	9%	(32)	11%	(38)	31%	(109)	43%	(150)	353
Voted in 2014: Yes	10%	(62)	12%	(71)	12%	(73)	40%	(240)	25%	(150)	596
Voted in 2014: No	9%	(43)	11%	(54)	11%	(53)	31%	(154)	39%	(191)	496
2012 Vote: Barack Obama	13%	(51)	14%	(57)	13%	(50)	32%	(128)	28%	(110)	397
2012 Vote: Mitt Romney	8%	(18)	12%	(27)	12%	(27)	48%	(109)	20%	(45)	226
2012 Vote: Other	6%	(3)	7%	(3)	7%	(4)	50%	(25)	30%	(15)	50
2012 Vote: Didn't Vote	8%	(33)	9%	(37)	11%	(45)	32%	(132)	41%	(169)	417
4-Region: Northeast	8%	(15)	10%	(20)	16%	(31)	34%	(66)	31%	(60)	192
4-Region: Midwest	15%	(34)	12%	(28)	10%	(23)	33%	(73)	29%	(66)	224
4-Region: South	8%	(33)	12%	(49)	9%	(39)	35%	(148)	35%	(148)	416
4-Region: West	9%	(22)	11%	(28)	13%	(33)	41%	(107)	26%	(68)	259
Sports fans	13%	(94)	16%	(112)	15%	(108)	29%	(203)	27%	(195)	712
Avid sports fans	27%	(61)	20%	(46)	15%	(33)	21%	(46)	17%	(39)	225
Casual sports fans	7%	(33)	14%	(66)	16%	(76)	32%	(157)	32%	(156)	487
NFL fans	15%	(97)	17%	(110)	16%	(104)	28%	(185)	25%	(169)	666

Continued on next page

Table MCSP6_15: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Patrick Mahomes

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	10%	(105)	11%	(125)	12%	(126)	36%	(394)	31%	(342)	1092
MLB fans	15%	(84)	16%	(94)	15%	(84)	30%	(173)	24%	(137)	573
NBA fans	18%	(89)	18%	(92)	14%	(72)	22%	(113)	28%	(142)	508
NHL fans	18%	(64)	20%	(74)	15%	(56)	26%	(97)	20%	(75)	366
WNBA fans	24%	(57)	23%	(55)	13%	(30)	15%	(36)	25%	(59)	237
College football fans	16%	(89)	17%	(96)	14%	(78)	30%	(163)	22%	(123)	549
College basketball fans	18%	(86)	20%	(94)	14%	(66)	25%	(116)	23%	(106)	468
Golf fans	16%	(50)	19%	(59)	16%	(49)	26%	(78)	22%	(68)	304
Tennis fans	17%	(56)	23%	(78)	13%	(45)	24%	(82)	23%	(76)	337
Auto racing fans	13%	(54)	15%	(61)	14%	(58)	32%	(129)	26%	(104)	405
Soccer fans	12%	(42)	20%	(70)	16%	(57)	26%	(91)	27%	(95)	356
Gymnastics fans	12%	(61)	15%	(75)	16%	(78)	28%	(140)	29%	(142)	496
Competitive swimming fans	16%	(52)	17%	(56)	16%	(51)	26%	(85)	24%	(78)	321
Basketball players	28%	(37)	25%	(32)	12%	(15)	16%	(21)	19%	(25)	130
Basketball fans	18%	(67)	21%	(82)	16%	(60)	20%	(75)	26%	(99)	383
Sneaker enthusiasts	17%	(40)	20%	(45)	12%	(27)	23%	(53)	28%	(64)	230
Golfers	20%	(22)	15%	(17)	17%	(18)	32%	(34)	15%	(16)	107
Athletes	18%	(43)	19%	(45)	18%	(44)	21%	(49)	24%	(56)	238
Under Armour: Very fav	20%	(59)	14%	(41)	10%	(30)	25%	(73)	30%	(88)	291
Nike: Very fav	18%	(76)	15%	(62)	14%	(57)	22%	(92)	31%	(130)	417
Adidas: Very fav	16%	(51)	15%	(49)	13%	(43)	23%	(74)	33%	(109)	326
Michael Jordan: Very fav	20%	(76)	17%	(64)	14%	(50)	22%	(83)	27%	(99)	372
LeBron James: Very fav	26%	(60)	20%	(44)	9%	(20)	17%	(38)	29%	(65)	227
Stephen Curry: Very fav	29%	(59)	17%	(35)	14%	(28)	18%	(38)	22%	(45)	204
Jordan Brand: Very fav	26%	(52)	20%	(40)	13%	(26)	17%	(34)	24%	(49)	202
Curry Brand: Very fav	38%	(30)	19%	(15)	13%	(10)	13%	(10)	17%	(13)	78
Under Armour: Favorable	12%	(90)	13%	(95)	13%	(92)	31%	(225)	31%	(221)	723
Nike: Favorable	12%	(90)	13%	(96)	14%	(102)	28%	(210)	33%	(245)	742
Adidas: Favorable	11%	(89)	13%	(103)	13%	(101)	30%	(235)	32%	(252)	780
Michael Jordan: Favorable	13%	(94)	15%	(110)	13%	(100)	30%	(224)	29%	(221)	749
LeBron James: Favorable	15%	(77)	16%	(84)	16%	(84)	24%	(128)	29%	(156)	529

Continued on next page

Table MCSP6_15: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Patrick Mahomes

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	10%	(105)	11%	(125)	12%	(126)	36%	(394)	31%	(342)	1092
Stephen Curry: Favorable	17%	(81)	20%	(94)	15%	(72)	27%	(126)	22%	(102)	475
Jordan Brand: Favorable	17%	(78)	18%	(81)	16%	(70)	22%	(98)	27%	(121)	448
Curry Brand: Favorable	23%	(52)	24%	(56)	15%	(35)	23%	(52)	16%	(37)	232
Often buy sportswear	32%	(45)	13%	(18)	13%	(18)	20%	(28)	23%	(34)	144
Often/Sometimes buy sportswear	13%	(83)	14%	(90)	13%	(81)	30%	(191)	30%	(194)	639
Familiar with Michael Jordan	10%	(105)	12%	(124)	12%	(126)	36%	(391)	31%	(333)	1079
Familiar with LeBron James	10%	(102)	12%	(124)	12%	(125)	37%	(384)	30%	(311)	1046
Familiar with Steph Curry	11%	(94)	14%	(120)	14%	(116)	35%	(295)	27%	(226)	852

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

Table MCSP6_16: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Michael Phelps

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	8%	(85)	17%	(180)	17%	(186)	39%	(422)	20% (213)	1086
Gender: Male	11%	(54)	15%	(79)	21%	(108)	40%	(205)	13% (66)	512
Gender: Female	5%	(31)	18%	(101)	14%	(79)	38%	(217)	26% (147)	574
Age: 18-34	8%	(25)	19%	(60)	19%	(61)	29%	(92)	26% (82)	320
Age: 35-44	18%	(33)	18%	(33)	15%	(29)	26%	(49)	23% (44)	187
Age: 45-64	6%	(24)	17%	(62)	15%	(55)	47%	(176)	15% (56)	373
Age: 65+	1%	(3)	12%	(24)	20%	(42)	52%	(106)	15% (31)	205
GenZers: 1997-2012	6%	(7)	16%	(20)	12%	(15)	38%	(46)	28% (34)	122
Millennials: 1981-1996	12%	(37)	18%	(58)	21%	(64)	24%	(74)	25% (78)	312
GenXers: 1965-1980	9%	(23)	19%	(48)	18%	(45)	39%	(101)	16% (41)	259
Baby Boomers: 1946-1964	5%	(16)	14%	(50)	15%	(54)	50%	(175)	15% (53)	349
PID: Dem (no lean)	11%	(48)	19%	(82)	18%	(78)	36%	(156)	16% (68)	432
PID: Ind (no lean)	5%	(19)	13%	(44)	17%	(60)	38%	(132)	27% (97)	353
PID: Rep (no lean)	6%	(18)	18%	(53)	16%	(48)	44%	(133)	16% (48)	301
PID/Gender: Dem Men	15%	(31)	22%	(45)	22%	(44)	35%	(71)	7% (14)	205
PID/Gender: Dem Women	8%	(17)	16%	(37)	15%	(34)	38%	(86)	24% (54)	227
PID/Gender: Ind Men	7%	(11)	9%	(14)	20%	(35)	45%	(76)	19% (33)	170
PID/Gender: Ind Women	4%	(7)	16%	(30)	14%	(26)	31%	(56)	35% (64)	183
PID/Gender: Rep Men	9%	(12)	14%	(19)	21%	(28)	43%	(59)	14% (19)	137
PID/Gender: Rep Women	4%	(6)	21%	(34)	12%	(20)	46%	(75)	18% (29)	164
Ideo: Liberal (1-3)	11%	(35)	16%	(53)	19%	(63)	42%	(137)	13% (41)	329
Ideo: Moderate (4)	7%	(22)	19%	(54)	18%	(54)	36%	(106)	19% (55)	291
Ideo: Conservative (5-7)	6%	(21)	15%	(51)	16%	(53)	45%	(154)	19% (64)	343
Educ: < College	6%	(48)	17%	(124)	18%	(131)	36%	(269)	23% (170)	743
Educ: Bachelors degree	7%	(16)	17%	(38)	17%	(38)	46%	(103)	12% (27)	221
Educ: Post-grad	17%	(20)	15%	(18)	14%	(17)	41%	(50)	13% (16)	122
Income: Under 50k	7%	(40)	17%	(100)	16%	(96)	37%	(220)	24% (146)	602
Income: 50k-100k	8%	(26)	16%	(49)	18%	(58)	42%	(133)	16% (51)	317
Income: 100k+	11%	(19)	18%	(31)	20%	(33)	41%	(69)	10% (16)	167
Ethnicity: White	7%	(58)	15%	(127)	17%	(139)	42%	(348)	19% (160)	832
Ethnicity: Hispanic	5%	(10)	16%	(28)	22%	(40)	34%	(61)	23% (41)	179

Continued on next page

Table MCSP6_16: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Michael Phelps

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(85)	17%	(180)	17%	(186)	39%	(422)	20%	(213)	1086
Ethnicity: Black	15%	(22)	24%	(35)	19%	(27)	25%	(36)	18%	(27)	146
Ethnicity: Other	5%	(5)	16%	(18)	19%	(20)	36%	(38)	24%	(25)	107
All Christian	7%	(34)	19%	(96)	19%	(95)	39%	(195)	15%	(76)	496
All Non-Christian	9%	(5)	15%	(8)	11%	(6)	53%	(29)	12%	(6)	55
Atheist	17%	(10)	7%	(4)	22%	(13)	33%	(20)	21%	(12)	60
Agnostic/Nothing in particular	6%	(16)	15%	(41)	17%	(46)	38%	(106)	25%	(70)	280
Something Else	10%	(19)	15%	(29)	13%	(25)	37%	(73)	25%	(48)	195
Religious Non-Protestant/Catholic	7%	(5)	17%	(12)	12%	(9)	47%	(34)	17%	(12)	71
Evangelical	9%	(24)	18%	(48)	19%	(51)	34%	(89)	19%	(50)	262
Non-Evangelical	7%	(29)	18%	(72)	16%	(64)	43%	(174)	16%	(67)	406
Community: Urban	11%	(34)	18%	(55)	15%	(45)	36%	(110)	19%	(58)	303
Community: Suburban	6%	(32)	16%	(86)	19%	(100)	39%	(209)	20%	(105)	532
Community: Rural	7%	(18)	15%	(38)	17%	(41)	41%	(103)	20%	(50)	250
Employ: Private Sector	14%	(40)	18%	(53)	18%	(52)	37%	(106)	13%	(38)	290
Employ: Government	12%	(8)	16%	(10)	6%	(4)	49%	(32)	17%	(11)	66
Employ: Self-Employed	6%	(6)	27%	(27)	10%	(10)	50%	(49)	7%	(7)	98
Employ: Homemaker	11%	(9)	8%	(7)	12%	(11)	34%	(29)	35%	(30)	86
Employ: Student	10%	(5)	25%	(13)	12%	(7)	22%	(12)	31%	(17)	54
Employ: Retired	4%	(10)	13%	(34)	21%	(52)	47%	(117)	16%	(39)	252
Employ: Unemployed	3%	(5)	16%	(29)	21%	(37)	32%	(56)	28%	(50)	176
Employ: Other	3%	(2)	10%	(7)	21%	(14)	33%	(21)	32%	(21)	65
Military HH: Yes	8%	(14)	14%	(26)	20%	(36)	40%	(73)	18%	(33)	183
Military HH: No	8%	(70)	17%	(153)	17%	(150)	39%	(349)	20%	(180)	903
RD/WT: Right Direction	12%	(38)	22%	(68)	13%	(41)	35%	(107)	18%	(54)	309
RD/WT: Wrong Track	6%	(46)	14%	(112)	19%	(145)	41%	(315)	20%	(158)	776
Trump Job Approve	8%	(31)	18%	(72)	16%	(66)	41%	(170)	18%	(73)	413
Trump Job Disapprove	8%	(51)	16%	(98)	19%	(118)	39%	(242)	18%	(110)	619

Continued on next page

Table MCSP6_16: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Michael Phelps

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(85)	17%	(180)	17%	(186)	39%	(422)	20%	(213)	1086
Trump Job Strongly Approve	10%	(26)	16%	(41)	12%	(31)	42%	(107)	19%	(48)	252
Trump Job Somewhat Approve	4%	(6)	20%	(32)	22%	(35)	39%	(63)	16%	(26)	161
Trump Job Somewhat Disapprove	8%	(10)	14%	(17)	28%	(35)	30%	(37)	19%	(24)	122
Trump Job Strongly Disapprove	8%	(42)	16%	(81)	17%	(83)	41%	(205)	17%	(87)	497
Favorable of Trump	7%	(28)	16%	(67)	17%	(72)	41%	(169)	19%	(77)	412
Unfavorable of Trump	9%	(56)	17%	(107)	18%	(112)	39%	(243)	18%	(112)	630
Very Favorable of Trump	7%	(19)	16%	(43)	14%	(37)	44%	(117)	19%	(52)	268
Somewhat Favorable of Trump	6%	(9)	16%	(23)	24%	(35)	36%	(52)	17%	(25)	144
Somewhat Unfavorable of Trump	10%	(10)	20%	(21)	22%	(23)	33%	(34)	15%	(16)	104
Very Unfavorable of Trump	9%	(46)	16%	(87)	17%	(89)	40%	(209)	18%	(96)	526
#1 Issue: Economy	8%	(31)	18%	(73)	20%	(79)	37%	(148)	17%	(68)	398
#1 Issue: Security	8%	(6)	14%	(12)	13%	(11)	45%	(37)	21%	(17)	84
#1 Issue: Health Care	8%	(19)	17%	(39)	17%	(40)	37%	(83)	21%	(48)	228
#1 Issue: Medicare / Social Security	5%	(6)	14%	(18)	21%	(26)	44%	(57)	16%	(21)	128
#1 Issue: Women's Issues	11%	(8)	18%	(12)	10%	(7)	32%	(22)	29%	(20)	69
#1 Issue: Education	13%	(6)	26%	(13)	14%	(7)	37%	(18)	11%	(6)	50
#1 Issue: Other	2%	(2)	7%	(6)	11%	(9)	52%	(46)	28%	(25)	89
2018 House Vote: Democrat	12%	(49)	19%	(75)	18%	(70)	38%	(152)	13%	(52)	399
2018 House Vote: Republican	6%	(18)	16%	(46)	19%	(54)	47%	(135)	13%	(36)	289
2016 Vote: Hillary Clinton	11%	(39)	18%	(64)	16%	(59)	39%	(139)	16%	(55)	356
2016 Vote: Donald Trump	7%	(24)	17%	(54)	15%	(48)	46%	(147)	14%	(46)	319
2016 Vote: Other	2%	(1)	19%	(11)	23%	(13)	46%	(25)	10%	(5)	55
2016 Vote: Didn't Vote	6%	(21)	14%	(51)	19%	(67)	31%	(110)	30%	(106)	354
Voted in 2014: Yes	9%	(57)	17%	(100)	17%	(103)	44%	(263)	13%	(81)	605
Voted in 2014: No	6%	(28)	16%	(79)	17%	(83)	33%	(159)	27%	(131)	481
2012 Vote: Barack Obama	10%	(45)	18%	(78)	18%	(75)	39%	(169)	14%	(61)	429
2012 Vote: Mitt Romney	5%	(11)	17%	(34)	15%	(30)	50%	(99)	13%	(25)	199
2012 Vote: Didn't Vote	7%	(28)	14%	(58)	18%	(76)	32%	(135)	29%	(123)	420

Continued on next page

Table MCSP6_16: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Michael Phelps

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(85)	17%	(180)	17%	(186)	39%	(422)	20%	(213)	1086
4-Region: Northeast	9%	(17)	20%	(38)	13%	(25)	38%	(73)	20%	(37)	191
4-Region: Midwest	7%	(15)	21%	(47)	22%	(48)	33%	(73)	17%	(39)	222
4-Region: South	9%	(40)	15%	(65)	16%	(68)	40%	(170)	19%	(80)	423
4-Region: West	5%	(12)	12%	(30)	18%	(44)	42%	(106)	23%	(56)	249
Sports fans	10%	(68)	20%	(139)	22%	(151)	34%	(239)	15%	(102)	698
Avid sports fans	16%	(38)	22%	(52)	24%	(55)	26%	(61)	11%	(25)	232
Casual sports fans	6%	(30)	19%	(87)	20%	(96)	38%	(178)	16%	(76)	467
NFL fans	11%	(74)	20%	(131)	22%	(143)	33%	(217)	14%	(90)	655
MLB fans	10%	(55)	20%	(112)	22%	(120)	34%	(190)	14%	(75)	552
NBA fans	14%	(69)	24%	(119)	20%	(101)	30%	(151)	12%	(60)	501
NHL fans	13%	(50)	23%	(90)	20%	(76)	30%	(115)	14%	(55)	387
WNBA fans	17%	(43)	28%	(71)	24%	(60)	17%	(42)	15%	(37)	254
College football fans	11%	(56)	21%	(109)	23%	(120)	33%	(173)	14%	(72)	531
College basketball fans	13%	(60)	23%	(107)	22%	(103)	28%	(126)	13%	(62)	459
Golf fans	14%	(42)	21%	(65)	24%	(75)	29%	(88)	11%	(35)	306
Tennis fans	15%	(51)	28%	(98)	20%	(70)	25%	(86)	12%	(44)	349
Auto racing fans	13%	(50)	25%	(98)	21%	(84)	29%	(114)	12%	(47)	394
Soccer fans	13%	(46)	23%	(79)	22%	(77)	27%	(94)	15%	(52)	350
Gymnastics fans	12%	(64)	23%	(117)	18%	(93)	30%	(155)	17%	(87)	516
Competitive swimming fans	17%	(57)	29%	(95)	21%	(70)	21%	(69)	12%	(42)	334
Basketball players	24%	(30)	29%	(37)	18%	(23)	21%	(27)	10%	(12)	129
Basketball fans	15%	(57)	26%	(99)	25%	(93)	22%	(83)	11%	(42)	375
Sneaker enthusiasts	16%	(35)	26%	(58)	20%	(45)	22%	(50)	16%	(35)	224
Golfers	20%	(19)	18%	(17)	15%	(14)	36%	(34)	11%	(11)	95
Athletes	17%	(38)	22%	(49)	18%	(40)	30%	(67)	12%	(27)	221
Under Armour: Very fav	13%	(41)	24%	(72)	20%	(61)	28%	(86)	15%	(46)	306
Nike: Very fav	16%	(64)	22%	(88)	18%	(71)	29%	(118)	16%	(64)	405
Adidas: Very fav	13%	(46)	23%	(78)	18%	(62)	29%	(100)	17%	(59)	345
Michael Jordan: Very fav	13%	(49)	28%	(105)	18%	(66)	27%	(101)	13%	(48)	369
LeBron James: Very fav	17%	(40)	26%	(59)	23%	(53)	26%	(60)	9%	(20)	233

Continued on next page

Table MCSP6_16: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Michael Phelps

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(85)	17%	(180)	17%	(186)	39%	(422)	20%	(213)	1086
Stephen Curry: Very fav	15%	(32)	22%	(48)	21%	(46)	27%	(58)	15%	(31)	215
Jordan Brand: Very fav	19%	(38)	27%	(54)	20%	(40)	25%	(52)	10%	(20)	203
Curry Brand: Very fav	30%	(26)	22%	(19)	26%	(23)	17%	(15)	6%	(5)	89
Under Armour: Favorable	10%	(71)	20%	(143)	19%	(137)	34%	(248)	17%	(123)	723
Nike: Favorable	10%	(76)	20%	(150)	19%	(143)	32%	(246)	19%	(143)	758
Adidas: Favorable	9%	(76)	20%	(162)	19%	(154)	34%	(276)	18%	(144)	812
Michael Jordan: Favorable	10%	(71)	22%	(166)	20%	(147)	34%	(254)	15%	(110)	749
LeBron James: Favorable	12%	(67)	23%	(122)	21%	(115)	30%	(162)	14%	(75)	540
Stephen Curry: Favorable	15%	(66)	21%	(95)	21%	(96)	31%	(139)	13%	(57)	453
Jordan Brand: Favorable	14%	(63)	24%	(107)	20%	(90)	28%	(125)	13%	(58)	443
Curry Brand: Favorable	22%	(53)	24%	(58)	24%	(56)	25%	(59)	5%	(11)	237
Often buy sportswear	25%	(39)	20%	(32)	17%	(26)	23%	(36)	15%	(24)	158
Often/Sometimes buy sportswear	12%	(76)	19%	(125)	19%	(125)	33%	(217)	17%	(111)	653
Familiar with Michael Jordan	8%	(85)	17%	(180)	17%	(184)	39%	(416)	19%	(205)	1069
Familiar with LeBron James	8%	(85)	17%	(180)	17%	(178)	39%	(404)	18%	(190)	1036
Familiar with Steph Curry	9%	(77)	18%	(148)	18%	(152)	38%	(313)	17%	(138)	829

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

Table MCSP6_17: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Megan Rapinoe

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	2%	(24)	9%	(100)	12%	(127)	40%	(431)	37%	(395)	1077
Gender: Male	2%	(12)	11%	(55)	14%	(69)	47%	(235)	27%	(135)	506
Gender: Female	2%	(13)	8%	(45)	10%	(58)	34%	(195)	46%	(260)	571
Age: 18-34	3%	(9)	12%	(36)	10%	(28)	36%	(105)	39%	(116)	294
Age: 35-44	4%	(7)	18%	(30)	16%	(27)	30%	(50)	33%	(56)	170
Age: 45-64	2%	(7)	6%	(25)	10%	(39)	42%	(165)	40%	(160)	396
Age: 65+	—	(1)	4%	(10)	15%	(33)	51%	(111)	29%	(64)	217
GenZers: 1997-2012	2%	(2)	16%	(18)	12%	(13)	33%	(38)	38%	(44)	116
Millennials: 1981-1996	4%	(11)	12%	(34)	12%	(34)	35%	(96)	37%	(102)	278
GenXers: 1965-1980	2%	(5)	10%	(27)	10%	(28)	38%	(103)	39%	(106)	269
Baby Boomers: 1946-1964	2%	(6)	5%	(20)	11%	(42)	47%	(171)	35%	(128)	366
PID: Dem (no lean)	5%	(17)	12%	(46)	16%	(61)	36%	(136)	32%	(122)	383
PID: Ind (no lean)	1%	(4)	9%	(31)	8%	(28)	41%	(144)	41%	(145)	353
PID: Rep (no lean)	1%	(3)	7%	(23)	11%	(37)	44%	(150)	37%	(128)	342
PID/Gender: Dem Men	4%	(7)	16%	(26)	18%	(31)	42%	(70)	20%	(34)	168
PID/Gender: Dem Women	5%	(10)	9%	(19)	14%	(30)	31%	(66)	41%	(88)	214
PID/Gender: Ind Men	1%	(2)	9%	(15)	8%	(14)	50%	(83)	31%	(52)	167
PID/Gender: Ind Women	1%	(2)	8%	(16)	8%	(14)	33%	(61)	50%	(93)	186
PID/Gender: Rep Men	1%	(2)	8%	(13)	14%	(24)	48%	(83)	28%	(48)	171
PID/Gender: Rep Women	—	(1)	6%	(10)	8%	(13)	40%	(68)	46%	(79)	171
Ideo: Liberal (1-3)	5%	(14)	14%	(40)	12%	(36)	39%	(114)	30%	(88)	292
Ideo: Moderate (4)	2%	(5)	10%	(31)	14%	(45)	36%	(112)	38%	(119)	312
Ideo: Conservative (5-7)	1%	(5)	7%	(24)	11%	(39)	46%	(169)	36%	(131)	369
Educ: < College	1%	(11)	7%	(51)	11%	(83)	38%	(285)	42%	(317)	748
Educ: Bachelors degree	4%	(8)	12%	(25)	13%	(26)	47%	(97)	24%	(50)	208
Educ: Post-grad	5%	(6)	19%	(23)	14%	(17)	39%	(48)	23%	(27)	121
Income: Under 50k	1%	(6)	8%	(45)	10%	(62)	39%	(233)	42%	(246)	592
Income: 50k-100k	3%	(11)	10%	(34)	13%	(43)	41%	(132)	32%	(103)	323
Income: 100k+	5%	(8)	13%	(22)	14%	(22)	40%	(65)	28%	(46)	163
Ethnicity: White	2%	(19)	8%	(65)	11%	(91)	43%	(362)	37%	(312)	849
Ethnicity: Hispanic	3%	(5)	5%	(8)	14%	(23)	50%	(81)	29%	(47)	164

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Table MCSP6_17: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Megan Rapinoe

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	2%	(24)	9%	(100)	12%	(127)	40%	(431)	37%	(395)	1077
Ethnicity: Black	2%	(3)	19%	(25)	18%	(25)	22%	(30)	38%	(52)	135
Ethnicity: Other	3%	(3)	11%	(10)	12%	(11)	41%	(38)	33%	(31)	93
All Christian	3%	(16)	9%	(48)	14%	(74)	44%	(228)	30%	(154)	520
Atheist	4%	(2)	12%	(6)	8%	(4)	42%	(22)	34%	(18)	53
Agnostic/Nothing in particular	—	(1)	9%	(24)	11%	(29)	35%	(89)	44%	(114)	257
Something Else	2%	(4)	5%	(10)	6%	(11)	37%	(74)	50%	(101)	200
Religious Non-Protestant/Catholic	2%	(1)	22%	(15)	13%	(9)	32%	(21)	31%	(20)	66
Evangelical	4%	(10)	8%	(20)	13%	(34)	34%	(89)	41%	(107)	259
Non-Evangelical	2%	(11)	8%	(34)	11%	(47)	48%	(208)	31%	(136)	435
Community: Urban	4%	(11)	12%	(35)	19%	(55)	34%	(100)	31%	(92)	293
Community: Suburban	2%	(12)	7%	(37)	9%	(47)	44%	(224)	37%	(185)	505
Community: Rural	1%	(2)	10%	(28)	9%	(25)	38%	(107)	42%	(118)	279
Employ: Private Sector	5%	(18)	11%	(37)	14%	(44)	38%	(124)	31%	(102)	325
Employ: Government	1%	(1)	20%	(13)	5%	(4)	58%	(38)	16%	(11)	67
Employ: Self-Employed	2%	(2)	17%	(14)	13%	(11)	38%	(31)	30%	(24)	81
Employ: Homemaker	1%	(1)	6%	(5)	10%	(8)	28%	(23)	56%	(45)	81
Employ: Retired	1%	(2)	3%	(9)	13%	(34)	48%	(130)	35%	(95)	270
Employ: Unemployed	—	(0)	10%	(14)	8%	(11)	39%	(55)	44%	(62)	141
Employ: Other	—	(0)	5%	(4)	13%	(9)	30%	(21)	52%	(35)	68
Military HH: Yes	2%	(5)	7%	(13)	13%	(25)	51%	(104)	28%	(56)	204
Military HH: No	2%	(20)	10%	(87)	12%	(102)	37%	(327)	39%	(339)	874
RD/WT: Right Direction	4%	(13)	11%	(33)	12%	(36)	38%	(113)	34%	(100)	295
RD/WT: Wrong Track	1%	(11)	9%	(67)	12%	(91)	41%	(317)	38%	(295)	782
Trump Job Approve	2%	(9)	6%	(29)	11%	(52)	44%	(207)	37%	(173)	469
Trump Job Disapprove	3%	(16)	12%	(66)	12%	(69)	38%	(215)	35%	(201)	567
Trump Job Strongly Approve	2%	(7)	5%	(15)	9%	(27)	44%	(127)	39%	(114)	291
Trump Job Somewhat Approve	1%	(2)	8%	(13)	14%	(25)	44%	(79)	33%	(59)	178
Trump Job Somewhat Disapprove	3%	(3)	16%	(17)	9%	(10)	34%	(35)	38%	(39)	103
Trump Job Strongly Disapprove	3%	(13)	11%	(49)	13%	(59)	39%	(181)	35%	(162)	464

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Table MCSP6_17: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Megan Rapinoe

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	2%	(24)	9%	(100)	12%	(127)	40%	(431)	37%	(395)	1077
Favorable of Trump	1%	(6)	7%	(31)	10%	(47)	43%	(200)	40%	(185)	469
Unfavorable of Trump	3%	(19)	10%	(60)	14%	(78)	39%	(220)	34%	(195)	571
Very Favorable of Trump	1%	(3)	6%	(19)	9%	(27)	44%	(133)	40%	(122)	304
Somewhat Favorable of Trump	1%	(2)	7%	(12)	12%	(20)	41%	(67)	39%	(64)	165
Somewhat Unfavorable of Trump	3%	(3)	10%	(10)	13%	(13)	40%	(41)	34%	(34)	102
Very Unfavorable of Trump	3%	(16)	11%	(49)	14%	(66)	38%	(179)	34%	(160)	470
#1 Issue: Economy	2%	(7)	8%	(33)	12%	(48)	42%	(174)	37%	(152)	413
#1 Issue: Security	4%	(4)	9%	(9)	10%	(10)	47%	(48)	30%	(31)	103
#1 Issue: Health Care	3%	(6)	14%	(30)	14%	(29)	30%	(63)	40%	(84)	211
#1 Issue: Medicare / Social Security	1%	(1)	4%	(5)	11%	(15)	43%	(58)	41%	(55)	135
#1 Issue: Education	4%	(2)	16%	(8)	10%	(5)	35%	(18)	35%	(18)	51
#1 Issue: Other	—	(0)	5%	(4)	12%	(10)	53%	(42)	30%	(24)	80
2018 House Vote: Democrat	4%	(16)	13%	(47)	15%	(52)	39%	(139)	29%	(106)	359
2018 House Vote: Republican	1%	(4)	6%	(19)	10%	(33)	51%	(164)	32%	(102)	322
2016 Vote: Hillary Clinton	5%	(16)	14%	(44)	13%	(42)	38%	(119)	30%	(93)	314
2016 Vote: Donald Trump	2%	(6)	6%	(22)	11%	(38)	47%	(167)	34%	(118)	352
2016 Vote: Other	1%	(1)	9%	(6)	11%	(7)	52%	(33)	26%	(17)	64
2016 Vote: Didn't Vote	—	(2)	8%	(28)	11%	(40)	32%	(111)	48%	(167)	347
Voted in 2014: Yes	3%	(21)	10%	(58)	13%	(80)	44%	(263)	30%	(182)	604
Voted in 2014: No	1%	(4)	9%	(42)	10%	(47)	35%	(167)	45%	(214)	474
2012 Vote: Barack Obama	4%	(17)	12%	(48)	14%	(60)	38%	(157)	32%	(129)	411
2012 Vote: Mitt Romney	—	(1)	5%	(11)	13%	(28)	53%	(115)	29%	(63)	218
2012 Vote: Didn't Vote	1%	(6)	9%	(38)	9%	(35)	36%	(145)	45%	(184)	407
4-Region: Northeast	5%	(10)	11%	(22)	17%	(34)	38%	(77)	28%	(57)	200
4-Region: Midwest	2%	(4)	7%	(16)	10%	(24)	37%	(86)	44%	(103)	234
4-Region: South	1%	(5)	10%	(39)	10%	(38)	40%	(155)	39%	(155)	391
4-Region: West	2%	(4)	9%	(23)	12%	(31)	45%	(113)	32%	(81)	252
Sports fans	3%	(21)	11%	(82)	14%	(99)	37%	(268)	34%	(247)	718
Avid sports fans	6%	(14)	16%	(36)	19%	(42)	30%	(68)	29%	(65)	225
Casual sports fans	1%	(7)	9%	(46)	12%	(58)	41%	(200)	37%	(183)	493

Continued on next page

Table MCSP6_17: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Megan Rapinoe

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	2%	(24)	9%	(100)	12%	(127)	40%	(431)	37%	(395)	1077
NFL fans	3%	(20)	12%	(81)	14%	(93)	38%	(256)	33%	(224)	675
MLB fans	4%	(21)	14%	(75)	16%	(86)	34%	(185)	33%	(178)	545
NBA fans	4%	(21)	16%	(82)	17%	(88)	30%	(151)	32%	(162)	503
NHL fans	5%	(19)	16%	(55)	15%	(52)	35%	(124)	30%	(105)	354
WNBA fans	8%	(19)	21%	(52)	20%	(51)	22%	(55)	30%	(75)	252
College football fans	4%	(20)	14%	(76)	14%	(77)	35%	(189)	33%	(182)	545
College basketball fans	5%	(22)	16%	(71)	15%	(66)	31%	(136)	32%	(141)	436
Golf fans	4%	(14)	17%	(53)	16%	(49)	34%	(106)	29%	(91)	313
Tennis fans	6%	(19)	19%	(63)	17%	(57)	30%	(100)	28%	(92)	332
Auto racing fans	4%	(14)	14%	(54)	15%	(57)	33%	(124)	34%	(130)	379
Soccer fans	6%	(20)	20%	(70)	14%	(47)	32%	(110)	29%	(99)	347
Gymnastics fans	4%	(20)	13%	(65)	13%	(63)	32%	(157)	38%	(188)	493
Competitive swimming fans	5%	(16)	17%	(54)	16%	(51)	33%	(104)	30%	(95)	318
Basketball players	12%	(13)	24%	(26)	15%	(17)	25%	(26)	24%	(26)	108
Basketball fans	5%	(18)	17%	(66)	16%	(60)	32%	(122)	31%	(118)	384
Sneaker enthusiasts	5%	(10)	17%	(36)	17%	(36)	28%	(57)	33%	(68)	207
Golfers	7%	(7)	14%	(14)	11%	(11)	43%	(42)	25%	(24)	97
Athletes	6%	(12)	19%	(39)	13%	(27)	34%	(69)	29%	(59)	207
Under Armour: Very fav	4%	(12)	16%	(47)	13%	(38)	31%	(92)	36%	(106)	296
Nike: Very fav	4%	(15)	16%	(63)	12%	(50)	29%	(118)	39%	(156)	402
Adidas: Very fav	4%	(13)	15%	(50)	14%	(46)	30%	(98)	37%	(123)	330
Michael Jordan: Very fav	4%	(14)	16%	(63)	15%	(57)	32%	(123)	34%	(130)	387
LeBron James: Very fav	5%	(11)	23%	(51)	17%	(38)	22%	(49)	33%	(74)	223
Stephen Curry: Very fav	5%	(11)	23%	(48)	20%	(41)	27%	(55)	25%	(52)	207
Jordan Brand: Very fav	6%	(11)	24%	(46)	16%	(30)	23%	(42)	31%	(58)	187
Curry Brand: Very fav	10%	(8)	28%	(22)	23%	(19)	30%	(24)	9%	(7)	81
Under Armour: Favorable	3%	(20)	12%	(84)	12%	(83)	38%	(264)	36%	(253)	703
Nike: Favorable	3%	(22)	12%	(91)	13%	(98)	34%	(246)	37%	(273)	731
Adidas: Favorable	3%	(20)	11%	(87)	13%	(103)	37%	(291)	36%	(284)	785
Michael Jordan: Favorable	3%	(20)	12%	(91)	14%	(104)	35%	(267)	36%	(271)	752

Continued on next page

Table MCSP6_17: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Megan Rapinoe

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	2%	(24)	9%	(100)	12%	(127)	40%	(431)	37%	(395)	1077
LeBron James: Favorable	3%	(18)	16%	(85)	16%	(84)	31%	(160)	34%	(175)	521
Stephen Curry: Favorable	5%	(21)	18%	(81)	15%	(71)	36%	(168)	26%	(123)	464
Jordan Brand: Favorable	4%	(18)	18%	(78)	15%	(67)	27%	(118)	35%	(154)	435
Curry Brand: Favorable	7%	(16)	24%	(54)	19%	(43)	31%	(69)	18%	(40)	223
Often buy sportswear	11%	(14)	18%	(24)	14%	(18)	32%	(42)	25%	(33)	131
Often/Sometimes buy sportswear	3%	(22)	13%	(84)	14%	(93)	34%	(222)	35%	(225)	646
Familiar with Michael Jordan	2%	(24)	9%	(99)	12%	(124)	40%	(428)	36%	(383)	1059
Familiar with LeBron James	2%	(24)	10%	(100)	12%	(121)	41%	(414)	35%	(361)	1020
Familiar with Steph Curry	3%	(24)	12%	(97)	14%	(118)	42%	(344)	30%	(245)	828

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

Table MCSP6_18: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Kyrie Irving

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion	Total N
Adults	6%	(73)	13%	(148)	14%	(162)	36%	(409)	31% (349)	1141
Gender: Male	8%	(46)	17%	(99)	16%	(93)	38%	(219)	20% (112)	569
Gender: Female	5%	(27)	8%	(48)	12%	(69)	33%	(190)	42% (238)	572
Age: 18-34	10%	(38)	21%	(80)	15%	(56)	20%	(77)	33% (125)	376
Age: 35-44	14%	(23)	11%	(19)	11%	(19)	29%	(49)	35% (58)	168
Age: 45-64	3%	(11)	11%	(41)	13%	(49)	47%	(173)	26% (98)	373
Age: 65+	—	(1)	3%	(7)	17%	(38)	49%	(110)	30% (68)	224
GenZers: 1997-2012	17%	(26)	19%	(28)	19%	(29)	19%	(28)	26% (39)	152
Millennials: 1981-1996	10%	(31)	20%	(63)	12%	(39)	21%	(66)	38% (120)	320
GenXers: 1965-1980	5%	(13)	10%	(26)	10%	(26)	44%	(112)	31% (80)	258
Baby Boomers: 1946-1964	1%	(3)	8%	(28)	16%	(57)	49%	(179)	27% (97)	365
PID: Dem (no lean)	10%	(44)	14%	(59)	18%	(78)	29%	(121)	29% (120)	422
PID: Ind (no lean)	6%	(21)	12%	(44)	10%	(37)	37%	(139)	36% (133)	373
PID: Rep (no lean)	2%	(8)	13%	(45)	14%	(47)	43%	(148)	28% (97)	346
PID/Gender: Dem Men	16%	(31)	18%	(35)	21%	(41)	29%	(58)	17% (34)	200
PID/Gender: Dem Women	6%	(13)	10%	(23)	16%	(36)	28%	(63)	39% (87)	222
PID/Gender: Ind Men	5%	(10)	15%	(27)	14%	(25)	43%	(77)	23% (42)	180
PID/Gender: Ind Women	6%	(11)	9%	(17)	6%	(11)	32%	(62)	47% (91)	193
PID/Gender: Rep Men	3%	(5)	20%	(38)	14%	(26)	44%	(84)	19% (36)	189
PID/Gender: Rep Women	2%	(3)	5%	(8)	14%	(22)	41%	(65)	38% (60)	158
Ideo: Liberal (1-3)	10%	(31)	11%	(35)	15%	(49)	38%	(119)	26% (83)	318
Ideo: Moderate (4)	4%	(12)	15%	(47)	17%	(53)	31%	(99)	34% (108)	318
Ideo: Conservative (5-7)	3%	(10)	13%	(48)	13%	(50)	42%	(156)	29% (109)	373
Educ: < College	6%	(50)	13%	(102)	13%	(101)	33%	(263)	35% (274)	791
Educ: Bachelors degree	6%	(13)	11%	(26)	20%	(46)	41%	(94)	22% (50)	229
Educ: Post-grad	8%	(10)	16%	(19)	12%	(14)	43%	(52)	21% (25)	120
Income: Under 50k	8%	(50)	11%	(74)	10%	(68)	36%	(231)	35% (225)	648
Income: 50k-100k	4%	(14)	11%	(35)	19%	(62)	36%	(116)	29% (92)	319
Income: 100k+	5%	(9)	22%	(39)	18%	(32)	36%	(62)	19% (32)	174
Ethnicity: White	4%	(35)	11%	(99)	12%	(106)	41%	(362)	32% (288)	891
Ethnicity: Hispanic	6%	(12)	28%	(53)	12%	(23)	29%	(55)	24% (46)	190

Continued on next page

Table MCSP6_18: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*

Kyrie Irving

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(73)	13%	(148)	14%	(162)	36%	(409)	31%	(349)	1141
Ethnicity: Black	19%	(27)	22%	(31)	23%	(32)	14%	(19)	21%	(29)	137
Ethnicity: Other	10%	(12)	15%	(17)	21%	(24)	25%	(28)	28%	(32)	113
All Christian	6%	(30)	14%	(75)	17%	(92)	40%	(223)	24%	(132)	551
Atheist	11%	(6)	10%	(6)	24%	(13)	30%	(16)	25%	(14)	56
Agnostic/Nothing in particular	5%	(15)	13%	(38)	11%	(30)	33%	(95)	39%	(112)	290
Something Else	9%	(19)	11%	(23)	9%	(19)	30%	(61)	40%	(81)	202
Religious Non-Protestant/Catholic	8%	(5)	11%	(7)	15%	(10)	33%	(21)	33%	(21)	64
Evangelical	8%	(23)	16%	(47)	14%	(40)	31%	(90)	32%	(94)	295
Non-Evangelical	6%	(25)	11%	(48)	15%	(63)	44%	(187)	25%	(106)	429
Community: Urban	10%	(32)	14%	(43)	13%	(41)	32%	(98)	30%	(92)	306
Community: Suburban	5%	(28)	10%	(55)	17%	(92)	38%	(203)	28%	(151)	529
Community: Rural	4%	(13)	16%	(49)	9%	(29)	35%	(108)	35%	(107)	306
Employ: Private Sector	7%	(20)	16%	(49)	15%	(44)	36%	(108)	27%	(83)	304
Employ: Government	21%	(13)	13%	(8)	12%	(8)	30%	(19)	24%	(16)	64
Employ: Self-Employed	18%	(18)	27%	(27)	11%	(11)	22%	(22)	21%	(21)	100
Employ: Homemaker	3%	(3)	4%	(4)	11%	(10)	36%	(31)	45%	(40)	87
Employ: Student	7%	(3)	8%	(4)	23%	(11)	19%	(9)	43%	(21)	50
Employ: Retired	2%	(5)	3%	(7)	17%	(44)	53%	(138)	26%	(69)	263
Employ: Unemployed	4%	(9)	17%	(35)	11%	(23)	29%	(60)	38%	(79)	206
Employ: Other	2%	(1)	20%	(13)	16%	(10)	31%	(20)	32%	(21)	66
Military HH: Yes	4%	(7)	6%	(11)	18%	(36)	40%	(79)	33%	(65)	199
Military HH: No	7%	(66)	14%	(137)	13%	(125)	35%	(330)	30%	(285)	943
RD/WT: Right Direction	7%	(22)	20%	(60)	12%	(38)	33%	(100)	28%	(86)	307
RD/WT: Wrong Track	6%	(51)	10%	(87)	15%	(124)	37%	(309)	32%	(263)	834
Trump Job Approve	4%	(19)	12%	(57)	13%	(60)	39%	(179)	31%	(143)	457
Trump Job Disapprove	8%	(49)	12%	(79)	16%	(101)	34%	(218)	30%	(189)	636
Trump Job Strongly Approve	3%	(9)	9%	(22)	9%	(23)	43%	(108)	36%	(90)	253
Trump Job Somewhat Approve	5%	(11)	17%	(35)	18%	(37)	34%	(70)	25%	(52)	205
Trump Job Somewhat Disapprove	12%	(15)	16%	(19)	21%	(26)	32%	(39)	20%	(25)	124
Trump Job Strongly Disapprove	7%	(35)	12%	(60)	15%	(76)	35%	(179)	32%	(164)	512

Continued on next page

Table MCSP6_18: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Kyrie Irving

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(73)	13%	(148)	14%	(162)	36%	(409)	31%	(349)	1141
Favorable of Trump	4%	(17)	14%	(63)	13%	(60)	40%	(183)	30%	(140)	463
Unfavorable of Trump	8%	(51)	12%	(73)	16%	(102)	34%	(212)	30%	(192)	629
Very Favorable of Trump	4%	(10)	13%	(38)	9%	(25)	41%	(116)	34%	(96)	285
Somewhat Favorable of Trump	4%	(7)	14%	(25)	19%	(34)	38%	(67)	25%	(45)	178
Somewhat Unfavorable of Trump	10%	(10)	17%	(17)	24%	(24)	28%	(28)	21%	(21)	99
Very Unfavorable of Trump	8%	(41)	11%	(56)	15%	(78)	35%	(184)	32%	(171)	529
#1 Issue: Economy	7%	(30)	17%	(76)	14%	(61)	35%	(158)	28%	(127)	453
#1 Issue: Security	4%	(3)	11%	(10)	8%	(7)	35%	(32)	43%	(40)	92
#1 Issue: Health Care	7%	(15)	15%	(31)	15%	(32)	34%	(72)	29%	(60)	209
#1 Issue: Medicare / Social Security	3%	(4)	3%	(4)	15%	(21)	49%	(69)	30%	(43)	141
#1 Issue: Women's Issues	5%	(3)	9%	(6)	13%	(9)	27%	(18)	45%	(29)	65
#1 Issue: Education	19%	(10)	23%	(12)	21%	(11)	17%	(9)	20%	(11)	53
#1 Issue: Other	6%	(6)	7%	(6)	15%	(14)	44%	(39)	27%	(25)	90
2018 House Vote: Democrat	7%	(24)	14%	(51)	16%	(60)	36%	(130)	28%	(101)	366
2018 House Vote: Republican	2%	(6)	10%	(31)	13%	(39)	47%	(142)	28%	(83)	302
2016 Vote: Hillary Clinton	9%	(28)	14%	(44)	18%	(56)	37%	(116)	23%	(71)	315
2016 Vote: Donald Trump	4%	(13)	12%	(41)	12%	(41)	44%	(155)	30%	(104)	353
2016 Vote: Other	3%	(2)	6%	(5)	11%	(8)	46%	(36)	34%	(27)	79
2016 Vote: Didn't Vote	8%	(30)	15%	(58)	14%	(57)	26%	(102)	37%	(147)	394
Voted in 2014: Yes	4%	(27)	12%	(73)	15%	(91)	42%	(249)	27%	(158)	597
Voted in 2014: No	9%	(47)	14%	(75)	13%	(71)	30%	(161)	35%	(191)	544
2012 Vote: Barack Obama	7%	(31)	12%	(51)	17%	(71)	37%	(153)	26%	(109)	414
2012 Vote: Mitt Romney	2%	(5)	8%	(18)	13%	(29)	51%	(112)	25%	(55)	219
2012 Vote: Didn't Vote	8%	(38)	15%	(71)	12%	(57)	28%	(129)	36%	(166)	461
4-Region: Northeast	6%	(11)	10%	(20)	14%	(28)	35%	(67)	34%	(66)	192
4-Region: Midwest	6%	(15)	13%	(30)	12%	(29)	38%	(91)	30%	(72)	238
4-Region: South	6%	(25)	17%	(73)	13%	(53)	33%	(138)	31%	(128)	416
4-Region: West	8%	(22)	8%	(25)	18%	(52)	38%	(112)	28%	(84)	296
Sports fans	9%	(65)	18%	(135)	18%	(135)	31%	(232)	23%	(173)	739
Avid sports fans	15%	(34)	24%	(55)	21%	(47)	26%	(59)	13%	(28)	224

Continued on next page

Table MCSP6_18: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?

Kyrie Irving

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(73)	13%	(148)	14%	(162)	36%	(409)	31%	(349)	1141
Casual sports fans	6%	(30)	15%	(80)	17%	(88)	34%	(173)	28%	(145)	515
NFL fans	9%	(61)	16%	(114)	18%	(128)	32%	(230)	25%	(179)	711
MLB fans	7%	(45)	18%	(110)	17%	(102)	32%	(193)	26%	(161)	611
NBA fans	12%	(65)	23%	(122)	19%	(101)	23%	(119)	22%	(116)	525
NHL fans	9%	(33)	21%	(80)	18%	(71)	30%	(116)	22%	(87)	388
WNBA fans	17%	(41)	27%	(64)	19%	(46)	18%	(42)	19%	(47)	240
College football fans	8%	(50)	19%	(112)	19%	(113)	33%	(192)	21%	(123)	590
College basketball fans	10%	(47)	23%	(111)	19%	(93)	27%	(132)	22%	(105)	488
Golf fans	11%	(36)	21%	(67)	20%	(64)	29%	(92)	18%	(57)	316
Tennis fans	12%	(40)	22%	(75)	18%	(64)	27%	(93)	22%	(76)	349
Auto racing fans	8%	(34)	20%	(79)	17%	(67)	31%	(125)	24%	(97)	403
Soccer fans	12%	(44)	23%	(81)	17%	(61)	23%	(82)	24%	(86)	353
Gymnastics fans	6%	(32)	17%	(82)	17%	(86)	32%	(158)	28%	(137)	496
Competitive swimming fans	8%	(25)	22%	(69)	17%	(52)	27%	(86)	26%	(83)	316
Basketball players	32%	(38)	21%	(25)	18%	(21)	16%	(19)	14%	(16)	119
Basketball fans	14%	(58)	25%	(106)	19%	(77)	23%	(96)	19%	(79)	417
Sneaker enthusiasts	18%	(44)	25%	(62)	16%	(40)	19%	(47)	21%	(53)	246
Golfers	8%	(9)	16%	(17)	16%	(17)	41%	(44)	19%	(20)	107
Athletes	23%	(48)	20%	(42)	20%	(43)	23%	(48)	14%	(30)	210
Under Armour: Very fav	11%	(31)	20%	(58)	12%	(35)	30%	(88)	29%	(85)	297
Nike: Very fav	15%	(59)	23%	(95)	14%	(59)	21%	(84)	27%	(110)	407
Adidas: Very fav	14%	(46)	23%	(77)	10%	(33)	23%	(76)	29%	(96)	329
Michael Jordan: Very fav	15%	(56)	21%	(80)	17%	(64)	21%	(81)	27%	(101)	382
LeBron James: Very fav	17%	(40)	25%	(58)	16%	(38)	18%	(42)	24%	(57)	235
Stephen Curry: Very fav	24%	(52)	23%	(50)	16%	(34)	20%	(43)	17%	(37)	216
Jordan Brand: Very fav	20%	(42)	34%	(71)	16%	(33)	13%	(27)	17%	(35)	208
Curry Brand: Very fav	27%	(25)	36%	(34)	15%	(14)	18%	(17)	3%	(3)	94
Under Armour: Favorable	6%	(46)	16%	(120)	16%	(120)	32%	(237)	28%	(208)	731
Nike: Favorable	9%	(71)	17%	(131)	17%	(126)	29%	(222)	27%	(208)	757
Adidas: Favorable	8%	(66)	16%	(131)	17%	(136)	30%	(247)	29%	(239)	818

Continued on next page

Table MCSP6_18: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Kyrie Irving

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	6%	(73)	13%	(148)	14%	(162)	36%	(409)	31%	(349)	1141
Michael Jordan: Favorable	8%	(64)	17%	(131)	18%	(138)	29%	(223)	28%	(219)	775
LeBron James: Favorable	11%	(63)	18%	(99)	19%	(106)	24%	(131)	28%	(156)	555
Stephen Curry: Favorable	12%	(62)	22%	(111)	19%	(94)	27%	(134)	20%	(97)	497
Jordan Brand: Favorable	12%	(56)	25%	(115)	19%	(86)	21%	(96)	23%	(103)	455
Curry Brand: Favorable	19%	(47)	29%	(73)	18%	(46)	24%	(59)	10%	(24)	249
Often buy sportswear	24%	(34)	24%	(35)	19%	(27)	18%	(26)	16%	(23)	145
Often/Sometimes buy sportswear	10%	(67)	18%	(123)	15%	(101)	30%	(202)	26%	(177)	670
Familiar with Michael Jordan	6%	(72)	13%	(147)	14%	(162)	36%	(407)	30%	(342)	1129
Familiar with LeBron James	7%	(73)	13%	(146)	14%	(153)	36%	(401)	30%	(330)	1104
Familiar with Steph Curry	8%	(72)	17%	(146)	16%	(143)	35%	(309)	24%	(212)	884

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

Table MCSP6_19: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Shaquille O'Neal

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(138)	18%	(202)	17%	(183)	37%	(411)	15%	(169)	1103
Gender: Male	15%	(78)	18%	(98)	16%	(83)	39%	(208)	12%	(62)	529
Gender: Female	10%	(59)	18%	(105)	17%	(100)	35%	(204)	19%	(107)	574
Age: 18-34	21%	(73)	19%	(67)	19%	(64)	22%	(76)	19%	(65)	344
Age: 35-44	15%	(25)	19%	(31)	20%	(33)	30%	(49)	16%	(26)	164
Age: 45-64	8%	(31)	18%	(67)	13%	(47)	46%	(166)	14%	(53)	363
Age: 65+	4%	(10)	16%	(37)	17%	(39)	52%	(121)	11%	(25)	231
GenZers: 1997-2012	25%	(34)	24%	(33)	21%	(29)	14%	(19)	16%	(22)	137
Millennials: 1981-1996	17%	(52)	18%	(56)	19%	(60)	27%	(84)	18%	(56)	307
GenXers: 1965-1980	14%	(32)	18%	(44)	14%	(33)	37%	(89)	17%	(40)	238
Baby Boomers: 1946-1964	5%	(18)	17%	(62)	14%	(51)	52%	(190)	12%	(45)	365
PID: Dem (no lean)	14%	(54)	20%	(78)	23%	(86)	32%	(122)	11%	(42)	382
PID: Ind (no lean)	12%	(45)	17%	(64)	13%	(48)	37%	(136)	21%	(76)	368
PID: Rep (no lean)	11%	(38)	17%	(61)	14%	(49)	43%	(153)	15%	(52)	353
PID/Gender: Dem Men	17%	(30)	23%	(40)	19%	(33)	32%	(55)	9%	(16)	174
PID/Gender: Dem Women	12%	(24)	18%	(38)	25%	(53)	32%	(67)	12%	(26)	208
PID/Gender: Ind Men	10%	(19)	19%	(35)	14%	(26)	44%	(83)	14%	(26)	189
PID/Gender: Ind Women	15%	(26)	16%	(28)	12%	(22)	30%	(53)	28%	(50)	179
PID/Gender: Rep Men	17%	(29)	14%	(23)	15%	(24)	42%	(70)	12%	(21)	166
PID/Gender: Rep Women	5%	(9)	20%	(38)	13%	(25)	45%	(83)	17%	(31)	186
Ideo: Liberal (1-3)	13%	(42)	21%	(66)	17%	(54)	37%	(116)	11%	(34)	312
Ideo: Moderate (4)	14%	(43)	20%	(62)	21%	(64)	31%	(97)	15%	(46)	312
Ideo: Conservative (5-7)	9%	(34)	16%	(62)	10%	(39)	50%	(187)	14%	(53)	375
Educ: < College	13%	(99)	17%	(130)	17%	(127)	36%	(271)	17%	(125)	752
Educ: Bachelors degree	11%	(25)	22%	(51)	14%	(34)	41%	(95)	12%	(29)	233
Educ: Post-grad	12%	(14)	18%	(22)	19%	(22)	38%	(45)	13%	(15)	118
Income: Under 50k	15%	(89)	17%	(104)	15%	(93)	36%	(219)	18%	(108)	614
Income: 50k-100k	10%	(32)	20%	(65)	17%	(55)	40%	(131)	13%	(41)	325
Income: 100k+	10%	(16)	21%	(34)	21%	(35)	37%	(61)	12%	(19)	165
Ethnicity: White	10%	(83)	18%	(159)	14%	(122)	43%	(370)	15%	(126)	861
Ethnicity: Hispanic	14%	(20)	20%	(30)	19%	(28)	36%	(52)	11%	(16)	146

Continued on next page

Table MCSP6_19: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Shaquille O'Neal

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(138)	18%	(202)	17%	(183)	37%	(411)	15%	(169)	1103
Ethnicity: Black	29%	(43)	21%	(31)	27%	(40)	12%	(18)	11%	(17)	149
Ethnicity: Other	13%	(12)	13%	(12)	22%	(20)	25%	(23)	28%	(26)	94
All Christian	11%	(55)	19%	(93)	16%	(79)	42%	(206)	12%	(61)	495
Atheist	21%	(11)	13%	(7)	17%	(9)	41%	(21)	8%	(4)	52
Agnostic/Nothing in particular	11%	(33)	14%	(40)	15%	(45)	37%	(109)	23%	(68)	294
Something Else	16%	(35)	24%	(51)	19%	(41)	29%	(62)	13%	(27)	216
Religious Non-Protestant/Catholic	15%	(10)	22%	(14)	18%	(11)	28%	(18)	18%	(12)	65
Evangelical	14%	(39)	23%	(65)	20%	(57)	32%	(90)	10%	(28)	279
Non-Evangelical	11%	(45)	19%	(75)	14%	(57)	43%	(172)	14%	(56)	404
Community: Urban	17%	(48)	15%	(42)	20%	(55)	33%	(89)	14%	(39)	273
Community: Suburban	12%	(66)	19%	(100)	16%	(89)	39%	(210)	14%	(73)	538
Community: Rural	8%	(24)	21%	(61)	13%	(39)	38%	(112)	19%	(57)	292
Employ: Private Sector	12%	(36)	25%	(75)	15%	(45)	36%	(107)	12%	(36)	298
Employ: Government	17%	(13)	18%	(13)	11%	(8)	37%	(27)	17%	(12)	74
Employ: Self-Employed	21%	(21)	16%	(15)	17%	(17)	31%	(30)	15%	(15)	99
Employ: Homemaker	15%	(11)	10%	(7)	17%	(12)	36%	(27)	22%	(16)	73
Employ: Retired	4%	(12)	13%	(37)	17%	(48)	55%	(153)	11%	(31)	281
Employ: Unemployed	15%	(22)	18%	(26)	24%	(35)	25%	(37)	19%	(28)	147
Employ: Other	20%	(17)	19%	(16)	12%	(10)	26%	(22)	22%	(18)	83
Military HH: Yes	12%	(24)	13%	(25)	16%	(32)	48%	(95)	11%	(21)	197
Military HH: No	13%	(114)	20%	(177)	17%	(151)	35%	(316)	16%	(148)	906
RD/WT: Right Direction	15%	(46)	18%	(57)	16%	(52)	35%	(109)	16%	(51)	315
RD/WT: Wrong Track	12%	(91)	18%	(146)	17%	(132)	38%	(302)	15%	(118)	789
Trump Job Approve	13%	(56)	17%	(78)	14%	(61)	42%	(189)	14%	(64)	448
Trump Job Disapprove	13%	(77)	19%	(118)	19%	(120)	35%	(217)	14%	(87)	619
Trump Job Strongly Approve	15%	(41)	16%	(44)	12%	(32)	43%	(118)	15%	(42)	277
Trump Job Somewhat Approve	9%	(16)	20%	(34)	17%	(28)	41%	(70)	13%	(22)	171
Trump Job Somewhat Disapprove	14%	(17)	19%	(24)	19%	(24)	37%	(45)	10%	(13)	123
Trump Job Strongly Disapprove	12%	(60)	19%	(94)	19%	(97)	35%	(171)	15%	(74)	496

Continued on next page

Table MCSP6_19: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Shaquille O'Neal

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(138)	18%	(202)	17%	(183)	37%	(411)	15%	(169)	1103
Favorable of Trump	11%	(51)	18%	(81)	14%	(66)	43%	(198)	14%	(64)	459
Unfavorable of Trump	13%	(76)	19%	(117)	19%	(114)	35%	(210)	15%	(90)	606
Very Favorable of Trump	14%	(40)	17%	(50)	14%	(41)	40%	(115)	15%	(43)	289
Somewhat Favorable of Trump	6%	(11)	18%	(31)	15%	(25)	48%	(83)	12%	(21)	170
Somewhat Unfavorable of Trump	19%	(20)	21%	(21)	19%	(20)	31%	(32)	10%	(10)	104
Very Unfavorable of Trump	11%	(56)	19%	(95)	19%	(93)	35%	(177)	16%	(80)	502
#1 Issue: Economy	16%	(67)	17%	(70)	18%	(73)	36%	(150)	14%	(58)	418
#1 Issue: Security	6%	(6)	13%	(11)	6%	(5)	55%	(48)	21%	(18)	87
#1 Issue: Health Care	13%	(27)	23%	(47)	19%	(38)	34%	(69)	12%	(25)	206
#1 Issue: Medicare / Social Security	3%	(5)	16%	(21)	20%	(26)	47%	(62)	14%	(19)	132
#1 Issue: Women's Issues	16%	(10)	20%	(13)	4%	(3)	38%	(25)	22%	(14)	66
#1 Issue: Education	25%	(16)	22%	(14)	28%	(18)	17%	(11)	9%	(6)	65
#1 Issue: Other	6%	(5)	15%	(13)	16%	(14)	38%	(33)	25%	(22)	87
2018 House Vote: Democrat	13%	(45)	21%	(75)	18%	(66)	36%	(127)	12%	(42)	356
2018 House Vote: Republican	8%	(28)	15%	(50)	14%	(47)	47%	(157)	15%	(51)	332
2016 Vote: Hillary Clinton	12%	(39)	21%	(66)	20%	(62)	38%	(119)	9%	(30)	316
2016 Vote: Donald Trump	11%	(37)	15%	(54)	12%	(42)	46%	(162)	16%	(55)	351
2016 Vote: Other	9%	(6)	9%	(6)	14%	(9)	46%	(29)	20%	(13)	63
2016 Vote: Didn't Vote	15%	(55)	20%	(76)	19%	(69)	27%	(100)	19%	(72)	372
Voted in 2014: Yes	10%	(63)	17%	(105)	16%	(100)	43%	(265)	14%	(85)	618
Voted in 2014: No	15%	(74)	20%	(98)	17%	(83)	30%	(146)	17%	(84)	485
2012 Vote: Barack Obama	11%	(47)	20%	(81)	20%	(81)	35%	(143)	14%	(55)	407
2012 Vote: Mitt Romney	9%	(21)	11%	(26)	12%	(29)	52%	(124)	16%	(37)	237
2012 Vote: Didn't Vote	16%	(68)	21%	(85)	17%	(68)	30%	(125)	16%	(66)	413
4-Region: Northeast	10%	(21)	17%	(34)	19%	(38)	35%	(69)	18%	(37)	199
4-Region: Midwest	15%	(34)	19%	(44)	16%	(37)	36%	(83)	15%	(34)	232
4-Region: South	14%	(58)	19%	(78)	15%	(61)	38%	(157)	15%	(62)	417
4-Region: West	10%	(25)	18%	(46)	18%	(47)	40%	(102)	14%	(37)	256
Sports fans	16%	(119)	22%	(162)	18%	(133)	32%	(233)	12%	(85)	732
Avid sports fans	23%	(53)	24%	(54)	19%	(44)	26%	(60)	7%	(16)	227

Continued on next page

Table MCSP6_19: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Shaquille O'Neal

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(138)	18%	(202)	17%	(183)	37%	(411)	15%	(169)	1103
Casual sports fans	13%	(66)	21%	(108)	18%	(89)	34%	(174)	14%	(69)	504
NFL fans	17%	(114)	21%	(141)	20%	(132)	32%	(214)	11%	(76)	676
MLB fans	14%	(77)	23%	(123)	17%	(95)	33%	(182)	12%	(67)	543
NBA fans	22%	(112)	26%	(128)	21%	(103)	21%	(107)	10%	(51)	501
NHL fans	19%	(73)	23%	(87)	17%	(65)	29%	(110)	13%	(49)	383
WNBA fans	29%	(72)	28%	(70)	16%	(39)	18%	(44)	9%	(23)	248
College football fans	16%	(90)	22%	(123)	18%	(99)	34%	(186)	10%	(56)	553
College basketball fans	19%	(84)	27%	(121)	18%	(83)	26%	(116)	11%	(50)	454
Golf fans	16%	(47)	24%	(70)	16%	(48)	32%	(95)	12%	(35)	295
Tennis fans	18%	(59)	27%	(87)	17%	(53)	26%	(83)	12%	(37)	320
Auto racing fans	17%	(70)	22%	(88)	17%	(69)	29%	(118)	14%	(57)	402
Soccer fans	18%	(63)	24%	(84)	23%	(78)	24%	(83)	11%	(39)	348
Gymnastics fans	12%	(61)	22%	(108)	19%	(94)	33%	(160)	13%	(65)	488
Competitive swimming fans	18%	(56)	25%	(77)	20%	(64)	24%	(77)	13%	(40)	314
Basketball players	35%	(39)	32%	(36)	15%	(17)	10%	(11)	8%	(9)	111
Basketball fans	24%	(96)	26%	(106)	19%	(77)	20%	(81)	12%	(47)	408
Sneaker enthusiasts	23%	(55)	19%	(45)	21%	(50)	23%	(55)	14%	(32)	237
Golfers	14%	(14)	21%	(21)	13%	(14)	44%	(45)	9%	(9)	103
Athletes	22%	(46)	25%	(52)	18%	(38)	24%	(50)	12%	(25)	211
Under Armour: Very fav	23%	(61)	24%	(65)	17%	(47)	26%	(71)	9%	(25)	269
Nike: Very fav	26%	(101)	21%	(83)	19%	(74)	21%	(81)	14%	(54)	394
Adidas: Very fav	25%	(77)	21%	(64)	22%	(69)	20%	(61)	12%	(38)	309
Michael Jordan: Very fav	29%	(100)	22%	(77)	18%	(63)	19%	(65)	12%	(43)	348
LeBron James: Very fav	30%	(68)	27%	(61)	19%	(43)	15%	(34)	9%	(21)	227
Stephen Curry: Very fav	36%	(69)	21%	(41)	22%	(43)	15%	(29)	6%	(11)	192
Jordan Brand: Very fav	33%	(62)	24%	(45)	21%	(40)	12%	(22)	9%	(17)	187
Curry Brand: Very fav	38%	(30)	29%	(23)	15%	(12)	15%	(11)	3%	(3)	78
Under Armour: Favorable	15%	(107)	22%	(161)	19%	(137)	32%	(231)	11%	(82)	718
Nike: Favorable	17%	(126)	21%	(155)	19%	(142)	29%	(215)	14%	(102)	740
Adidas: Favorable	15%	(120)	21%	(168)	19%	(155)	32%	(256)	13%	(100)	800

Continued on next page

Table MCSP6_19: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Shaquille O'Neal

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	12%	(138)	18%	(202)	17%	(183)	37%	(411)	15%	(169)	1103
Michael Jordan: Favorable	17%	(125)	23%	(169)	19%	(142)	29%	(217)	12%	(92)	745
LeBron James: Favorable	19%	(100)	25%	(129)	23%	(119)	23%	(118)	11%	(55)	521
Stephen Curry: Favorable	19%	(89)	25%	(114)	20%	(92)	27%	(126)	8%	(37)	458
Jordan Brand: Favorable	19%	(83)	25%	(109)	21%	(90)	23%	(101)	12%	(52)	437
Curry Brand: Favorable	24%	(53)	29%	(64)	19%	(43)	21%	(46)	6%	(13)	219
Often buy sportswear	33%	(49)	22%	(32)	15%	(21)	17%	(26)	13%	(20)	148
Often/Sometimes buy sportswear	17%	(109)	22%	(146)	18%	(116)	31%	(204)	13%	(85)	661
Familiar with Michael Jordan	13%	(137)	18%	(202)	17%	(183)	37%	(408)	15%	(165)	1095
Familiar with LeBron James	13%	(134)	19%	(199)	16%	(174)	37%	(393)	15%	(160)	1061
Familiar with Steph Curry	15%	(122)	20%	(163)	18%	(148)	34%	(283)	13%	(109)	825

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

Table MCSP6_20: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Russell Wilson

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(92)	13%	(138)	15%	(166)	35%	(378)	29%	(309)	1083
Gender: Male	13%	(68)	14%	(74)	18%	(94)	37%	(193)	18%	(95)	524
Gender: Female	4%	(23)	11%	(64)	13%	(73)	33%	(184)	38%	(214)	558
Age: 18-34	10%	(30)	15%	(46)	17%	(54)	26%	(80)	33%	(102)	311
Age: 35-44	20%	(35)	16%	(28)	11%	(20)	21%	(35)	32%	(54)	172
Age: 45-64	6%	(25)	11%	(45)	15%	(58)	41%	(162)	27%	(105)	396
Age: 65+	1%	(2)	9%	(19)	17%	(34)	49%	(101)	23%	(48)	204
GenZers: 1997-2012	9%	(11)	8%	(11)	20%	(25)	26%	(33)	37%	(47)	128
Millennials: 1981-1996	15%	(43)	19%	(55)	15%	(44)	22%	(63)	29%	(83)	289
GenXers: 1965-1980	8%	(20)	12%	(31)	11%	(27)	35%	(86)	34%	(83)	246
Baby Boomers: 1946-1964	4%	(17)	10%	(39)	16%	(61)	47%	(181)	23%	(90)	387
PID: Dem (no lean)	14%	(53)	15%	(59)	17%	(63)	29%	(109)	26%	(97)	381
PID: Ind (no lean)	6%	(21)	12%	(44)	13%	(47)	34%	(121)	35%	(125)	357
PID: Rep (no lean)	5%	(18)	10%	(36)	16%	(56)	43%	(147)	25%	(87)	344
PID/Gender: Dem Men	24%	(38)	16%	(26)	19%	(30)	25%	(40)	17%	(27)	161
PID/Gender: Dem Women	7%	(14)	15%	(33)	15%	(33)	31%	(69)	32%	(71)	220
PID/Gender: Ind Men	9%	(17)	13%	(24)	17%	(32)	40%	(77)	21%	(41)	192
PID/Gender: Ind Women	2%	(3)	12%	(19)	9%	(15)	27%	(44)	51%	(84)	165
PID/Gender: Rep Men	7%	(12)	14%	(24)	18%	(31)	44%	(76)	16%	(27)	171
PID/Gender: Rep Women	3%	(6)	7%	(12)	15%	(25)	41%	(71)	34%	(59)	174
Ideo: Liberal (1-3)	11%	(33)	14%	(41)	15%	(46)	36%	(109)	24%	(72)	301
Ideo: Moderate (4)	10%	(28)	16%	(44)	15%	(42)	31%	(88)	28%	(78)	280
Ideo: Conservative (5-7)	7%	(27)	10%	(39)	14%	(54)	41%	(158)	28%	(109)	386
Educ: < College	9%	(68)	10%	(72)	16%	(117)	34%	(249)	31%	(224)	730
Educ: Bachelors degree	4%	(10)	18%	(40)	15%	(34)	38%	(87)	24%	(55)	226
Educ: Post-grad	11%	(14)	20%	(26)	12%	(15)	33%	(42)	23%	(30)	127
Income: Under 50k	9%	(50)	9%	(53)	15%	(87)	36%	(208)	32%	(185)	583
Income: 50k-100k	7%	(25)	16%	(52)	17%	(57)	33%	(109)	27%	(89)	332
Income: 100k+	10%	(17)	20%	(33)	14%	(23)	36%	(61)	21%	(34)	167
Ethnicity: White	7%	(57)	12%	(105)	13%	(113)	38%	(320)	29%	(248)	842
Ethnicity: Hispanic	5%	(9)	16%	(28)	16%	(27)	37%	(65)	26%	(46)	175

Continued on next page

Table MCSP6_20: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?

Russell Wilson

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(92)	13%	(138)	15%	(166)	35%	(378)	29%	(309)	1083
Ethnicity: Black	23%	(31)	16%	(22)	24%	(32)	16%	(21)	21%	(28)	133
Ethnicity: Other	4%	(4)	11%	(12)	20%	(21)	34%	(37)	31%	(33)	107
All Christian	7%	(38)	15%	(80)	17%	(88)	38%	(198)	23%	(119)	523
Atheist	12%	(6)	22%	(12)	21%	(11)	22%	(12)	24%	(13)	54
Agnostic/Nothing in particular	12%	(32)	7%	(18)	15%	(40)	31%	(82)	35%	(95)	267
Something Else	6%	(12)	11%	(22)	13%	(25)	34%	(67)	36%	(72)	197
Religious Non-Protestant/Catholic	6%	(3)	16%	(8)	8%	(4)	48%	(24)	22%	(11)	50
Evangelical	9%	(26)	16%	(43)	15%	(40)	33%	(92)	27%	(74)	275
Non-Evangelical	6%	(24)	13%	(54)	16%	(69)	39%	(165)	27%	(115)	427
Community: Urban	14%	(40)	14%	(40)	13%	(37)	35%	(101)	25%	(74)	291
Community: Suburban	7%	(35)	14%	(75)	17%	(88)	34%	(178)	28%	(148)	524
Community: Rural	6%	(17)	9%	(23)	16%	(42)	37%	(99)	33%	(87)	268
Employ: Private Sector	13%	(39)	22%	(67)	9%	(29)	33%	(100)	23%	(70)	305
Employ: Government	10%	(8)	8%	(6)	20%	(15)	36%	(27)	26%	(19)	75
Employ: Self-Employed	12%	(10)	14%	(12)	12%	(10)	37%	(31)	25%	(21)	83
Employ: Homemaker	5%	(4)	15%	(11)	7%	(5)	31%	(22)	42%	(30)	73
Employ: Student	7%	(3)	9%	(4)	13%	(7)	23%	(12)	49%	(24)	50
Employ: Retired	3%	(7)	8%	(21)	22%	(58)	44%	(119)	24%	(64)	268
Employ: Unemployed	11%	(17)	5%	(8)	21%	(35)	28%	(46)	35%	(57)	163
Employ: Other	6%	(4)	15%	(10)	13%	(8)	31%	(21)	35%	(23)	66
Military HH: Yes	7%	(13)	15%	(27)	14%	(26)	36%	(67)	28%	(51)	184
Military HH: No	9%	(78)	12%	(112)	16%	(140)	35%	(311)	29%	(258)	899
RD/WT: Right Direction	12%	(42)	16%	(55)	14%	(48)	32%	(108)	26%	(89)	341
RD/WT: Wrong Track	7%	(50)	11%	(84)	16%	(118)	36%	(270)	30%	(220)	742
Trump Job Approve	8%	(36)	12%	(53)	13%	(57)	38%	(169)	30%	(133)	449
Trump Job Disapprove	9%	(52)	14%	(80)	18%	(103)	33%	(194)	26%	(153)	582
Trump Job Strongly Approve	9%	(24)	9%	(25)	10%	(26)	41%	(110)	31%	(84)	268
Trump Job Somewhat Approve	7%	(12)	16%	(28)	18%	(32)	33%	(59)	27%	(50)	181
Trump Job Somewhat Disapprove	12%	(13)	14%	(14)	19%	(20)	26%	(27)	28%	(29)	103
Trump Job Strongly Disapprove	8%	(39)	14%	(66)	17%	(82)	35%	(167)	26%	(124)	478

Continued on next page

Table MCSP6_20: *How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?*
Russell Wilson

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(92)	13%	(138)	15%	(166)	35%	(378)	29%	(309)	1083
Favorable of Trump	8%	(35)	11%	(49)	15%	(64)	38%	(168)	29%	(128)	443
Unfavorable of Trump	9%	(52)	14%	(79)	17%	(96)	34%	(198)	27%	(157)	582
Very Favorable of Trump	9%	(26)	10%	(27)	14%	(40)	38%	(110)	29%	(84)	287
Somewhat Favorable of Trump	6%	(9)	14%	(21)	16%	(25)	37%	(57)	28%	(44)	156
Somewhat Unfavorable of Trump	10%	(9)	13%	(12)	20%	(20)	30%	(29)	27%	(27)	98
Very Unfavorable of Trump	9%	(43)	14%	(67)	16%	(76)	35%	(169)	27%	(130)	485
#1 Issue: Economy	10%	(41)	14%	(56)	15%	(59)	34%	(137)	26%	(105)	398
#1 Issue: Security	14%	(13)	8%	(8)	5%	(5)	39%	(37)	33%	(32)	95
#1 Issue: Health Care	12%	(25)	15%	(31)	12%	(26)	34%	(71)	28%	(59)	212
#1 Issue: Medicare / Social Security	1%	(2)	13%	(18)	22%	(32)	40%	(59)	24%	(36)	146
#1 Issue: Women's Issues	5%	(3)	14%	(9)	19%	(12)	20%	(12)	43%	(26)	62
#1 Issue: Education	6%	(4)	9%	(5)	31%	(19)	35%	(21)	19%	(11)	61
#1 Issue: Other	—	(0)	10%	(8)	13%	(10)	36%	(28)	40%	(31)	76
2018 House Vote: Democrat	11%	(41)	19%	(67)	15%	(53)	31%	(113)	24%	(85)	359
2018 House Vote: Republican	7%	(23)	11%	(35)	16%	(52)	41%	(135)	25%	(83)	328
2016 Vote: Hillary Clinton	12%	(38)	16%	(52)	16%	(51)	33%	(106)	23%	(75)	321
2016 Vote: Donald Trump	9%	(33)	9%	(33)	15%	(52)	40%	(141)	26%	(89)	348
2016 Vote: Other	1%	(1)	23%	(15)	11%	(7)	38%	(25)	28%	(18)	65
2016 Vote: Didn't Vote	6%	(20)	11%	(39)	16%	(56)	31%	(106)	36%	(127)	347
Voted in 2014: Yes	9%	(53)	15%	(89)	15%	(94)	37%	(224)	24%	(148)	607
Voted in 2014: No	8%	(39)	10%	(49)	15%	(73)	32%	(154)	34%	(161)	475
2012 Vote: Barack Obama	11%	(43)	16%	(63)	17%	(67)	31%	(122)	25%	(97)	392
2012 Vote: Mitt Romney	5%	(12)	9%	(23)	15%	(36)	45%	(108)	26%	(64)	243
2012 Vote: Didn't Vote	9%	(36)	12%	(48)	15%	(61)	32%	(132)	34%	(140)	417
4-Region: Northeast	8%	(15)	12%	(24)	14%	(27)	35%	(69)	32%	(63)	198
4-Region: Midwest	8%	(19)	11%	(27)	16%	(38)	32%	(75)	32%	(74)	233
4-Region: South	12%	(45)	11%	(41)	13%	(50)	37%	(142)	27%	(104)	382
4-Region: West	5%	(12)	17%	(47)	19%	(51)	34%	(92)	25%	(67)	269
Sports fans	12%	(83)	18%	(124)	20%	(141)	29%	(207)	21%	(151)	705
Avid sports fans	24%	(56)	26%	(61)	12%	(27)	23%	(54)	14%	(33)	231

Continued on next page

Table MCSP6_20: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?

Russell Wilson

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(92)	13%	(138)	15%	(166)	35%	(378)	29%	(309)	1083
Casual sports fans	6%	(27)	13%	(63)	24%	(113)	32%	(154)	25%	(118)	475
NFL fans	12%	(79)	18%	(123)	19%	(123)	29%	(191)	22%	(148)	664
MLB fans	12%	(64)	17%	(95)	18%	(101)	32%	(178)	21%	(116)	554
NBA fans	17%	(83)	22%	(104)	18%	(88)	24%	(114)	18%	(86)	475
NHL fans	16%	(59)	18%	(65)	16%	(58)	28%	(101)	22%	(78)	361
WNBA fans	21%	(51)	26%	(62)	16%	(40)	19%	(45)	18%	(44)	242
College football fans	12%	(66)	17%	(93)	18%	(97)	30%	(161)	22%	(116)	533
College basketball fans	13%	(57)	20%	(86)	18%	(77)	27%	(114)	21%	(87)	422
Golf fans	17%	(54)	19%	(62)	17%	(54)	27%	(87)	19%	(62)	319
Tennis fans	17%	(58)	19%	(64)	19%	(65)	25%	(84)	19%	(65)	336
Auto racing fans	13%	(49)	20%	(76)	17%	(65)	28%	(103)	22%	(82)	374
Soccer fans	17%	(57)	20%	(68)	17%	(59)	24%	(82)	22%	(74)	339
Gymnastics fans	9%	(47)	16%	(82)	16%	(80)	31%	(155)	27%	(135)	499
Competitive swimming fans	15%	(46)	19%	(60)	19%	(60)	24%	(75)	22%	(68)	309
Basketball players	22%	(29)	20%	(25)	13%	(17)	26%	(34)	19%	(24)	129
Basketball fans	18%	(69)	25%	(96)	17%	(66)	23%	(86)	17%	(65)	382
Sneaker enthusiasts	18%	(40)	20%	(45)	17%	(38)	25%	(55)	21%	(47)	224
Golfers	15%	(16)	18%	(20)	11%	(12)	38%	(41)	17%	(19)	107
Athletes	20%	(45)	18%	(41)	15%	(34)	29%	(66)	18%	(39)	225
Under Armour: Very fav	16%	(48)	18%	(53)	16%	(47)	25%	(72)	25%	(71)	291
Nike: Very fav	19%	(70)	16%	(59)	17%	(66)	24%	(92)	25%	(93)	381
Adidas: Very fav	18%	(57)	17%	(52)	17%	(51)	25%	(76)	24%	(73)	309
Michael Jordan: Very fav	19%	(68)	17%	(61)	19%	(66)	25%	(88)	20%	(71)	353
LeBron James: Very fav	29%	(58)	17%	(34)	16%	(32)	17%	(34)	22%	(43)	202
Stephen Curry: Very fav	27%	(52)	23%	(45)	18%	(35)	14%	(28)	17%	(32)	192
Jordan Brand: Very fav	27%	(54)	20%	(39)	20%	(39)	14%	(27)	20%	(39)	199
Curry Brand: Very fav	40%	(31)	29%	(23)	18%	(14)	6%	(4)	7%	(6)	79
Under Armour: Favorable	11%	(78)	16%	(115)	17%	(120)	29%	(211)	27%	(193)	718
Nike: Favorable	12%	(88)	15%	(108)	18%	(126)	27%	(193)	28%	(198)	713
Adidas: Favorable	11%	(86)	15%	(118)	19%	(146)	29%	(225)	27%	(207)	782

Continued on next page

Table MCSP6_20: How interested would you be in a brand of athletic apparel, sneakers or streetwear from the following athletes?
Russell Wilson

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(92)	13%	(138)	15%	(166)	35%	(378)	29%	(309)	1083
Michael Jordan: Favorable	12%	(86)	17%	(120)	19%	(134)	28%	(195)	25%	(174)	708
LeBron James: Favorable	14%	(71)	18%	(92)	21%	(107)	24%	(122)	23%	(115)	507
Stephen Curry: Favorable	16%	(74)	23%	(108)	19%	(90)	26%	(122)	17%	(78)	472
Jordan Brand: Favorable	18%	(77)	21%	(90)	20%	(87)	19%	(81)	23%	(101)	436
Curry Brand: Favorable	26%	(60)	28%	(66)	21%	(49)	18%	(41)	7%	(17)	232
Often buy sportswear	26%	(40)	17%	(27)	18%	(28)	17%	(26)	23%	(35)	155
Often/Sometimes buy sportswear	13%	(81)	16%	(104)	17%	(106)	29%	(185)	26%	(163)	638
Familiar with Michael Jordan	8%	(91)	13%	(136)	16%	(166)	35%	(375)	28%	(302)	1071
Familiar with LeBron James	9%	(90)	13%	(137)	15%	(157)	35%	(357)	28%	(285)	1026
Familiar with Steph Curry	11%	(89)	16%	(129)	17%	(143)	33%	(277)	23%	(191)	830

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

Table MCSP7_1: How well do each of the following words describe Stephen Curry?

Wholesome

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	19%	(279)	21%	(300)	4%	(63)	5%	(73)	51% (746)	1462
Gender: Male	21%	(149)	24%	(174)	6%	(42)	6%	(42)	43% (305)	713
Gender: Female	17%	(130)	17%	(126)	3%	(21)	4%	(31)	59% (441)	749
Age: 18-34	24%	(107)	25%	(111)	5%	(21)	3%	(15)	43% (188)	443
Age: 35-44	24%	(57)	25%	(60)	6%	(15)	6%	(15)	39% (92)	239
Age: 45-64	16%	(76)	17%	(84)	4%	(18)	7%	(34)	57% (279)	492
Age: 65+	13%	(39)	16%	(45)	3%	(9)	3%	(9)	65% (187)	289
GenZers: 1997-2012	22%	(40)	23%	(42)	5%	(9)	6%	(11)	44% (80)	182
Millennials: 1981-1996	25%	(100)	24%	(96)	6%	(22)	4%	(16)	42% (167)	401
GenXers: 1965-1980	20%	(71)	20%	(72)	4%	(15)	3%	(12)	52% (184)	353
Baby Boomers: 1946-1964	13%	(60)	17%	(77)	4%	(16)	7%	(33)	59% (272)	459
PID: Dem (no lean)	27%	(149)	27%	(147)	4%	(22)	2%	(13)	39% (215)	545
PID: Ind (no lean)	15%	(74)	18%	(88)	4%	(19)	6%	(30)	57% (285)	496
PID: Rep (no lean)	13%	(56)	15%	(65)	5%	(22)	7%	(30)	59% (247)	421
PID/Gender: Dem Men	30%	(76)	35%	(89)	5%	(13)	1%	(4)	28% (71)	252
PID/Gender: Dem Women	25%	(72)	20%	(58)	3%	(9)	3%	(9)	49% (144)	293
PID/Gender: Ind Men	16%	(41)	19%	(48)	6%	(14)	7%	(19)	53% (136)	258
PID/Gender: Ind Women	14%	(34)	17%	(40)	2%	(5)	5%	(11)	63% (149)	238
PID/Gender: Rep Men	16%	(32)	18%	(37)	7%	(15)	10%	(20)	49% (99)	203
PID/Gender: Rep Women	11%	(25)	13%	(27)	3%	(7)	5%	(10)	68% (148)	218
Ideo: Liberal (1-3)	25%	(109)	24%	(104)	4%	(16)	3%	(14)	44% (194)	437
Ideo: Moderate (4)	24%	(94)	24%	(93)	3%	(11)	4%	(16)	46% (180)	393
Ideo: Conservative (5-7)	11%	(53)	17%	(79)	6%	(28)	9%	(40)	57% (268)	467
Educ: < College	19%	(189)	19%	(191)	4%	(39)	5%	(55)	53% (544)	1020
Educ: Bachelors degree	20%	(54)	24%	(66)	5%	(13)	4%	(12)	47% (130)	275
Educ: Post-grad	21%	(36)	26%	(43)	6%	(11)	3%	(6)	43% (72)	167
Income: Under 50k	19%	(154)	18%	(151)	3%	(26)	6%	(48)	54% (447)	826
Income: 50k-100k	18%	(77)	23%	(100)	6%	(24)	4%	(15)	50% (213)	429
Income: 100k+	23%	(49)	23%	(49)	6%	(13)	5%	(9)	42% (87)	207
Ethnicity: White	15%	(175)	19%	(220)	5%	(53)	5%	(55)	56% (643)	1145
Ethnicity: Hispanic	17%	(38)	29%	(67)	4%	(10)	10%	(24)	40% (92)	230

Continued on next page

Table MCSP7_1: How well do each of the following words describe Stephen Curry?
Wholesome

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	19%	(279)	21%	(300)	4%	(63)	5%	(73)	51%	(746)	1462
Ethnicity: Black	44%	(85)	20%	(37)	2%	(3)	5%	(9)	29%	(56)	191
Ethnicity: Other	16%	(20)	34%	(42)	6%	(7)	7%	(9)	38%	(48)	126
All Christian	20%	(135)	21%	(146)	6%	(39)	6%	(41)	47%	(327)	689
All Non-Christian	18%	(12)	30%	(20)	3%	(2)	8%	(6)	40%	(27)	67
Atheist	36%	(26)	21%	(15)	3%	(2)	2%	(2)	37%	(27)	72
Agnostic/Nothing in particular	15%	(55)	18%	(68)	4%	(16)	4%	(15)	58%	(217)	371
Something Else	19%	(51)	19%	(50)	1%	(3)	4%	(9)	57%	(149)	262
Religious Non-Protestant/Catholic	16%	(14)	32%	(28)	3%	(3)	9%	(8)	41%	(36)	90
Evangelical	20%	(74)	19%	(70)	5%	(18)	7%	(27)	50%	(186)	375
Non-Evangelical	20%	(110)	21%	(117)	4%	(23)	4%	(21)	51%	(277)	549
Community: Urban	22%	(81)	25%	(92)	4%	(15)	8%	(28)	42%	(155)	372
Community: Suburban	21%	(144)	20%	(140)	5%	(35)	3%	(23)	51%	(351)	693
Community: Rural	14%	(54)	17%	(68)	3%	(13)	6%	(22)	60%	(240)	397
Employ: Private Sector	22%	(86)	25%	(94)	6%	(22)	5%	(18)	42%	(162)	381
Employ: Government	24%	(23)	22%	(21)	5%	(4)	4%	(4)	45%	(43)	97
Employ: Self-Employed	24%	(28)	23%	(27)	5%	(6)	7%	(8)	41%	(49)	118
Employ: Homemaker	16%	(17)	25%	(27)	2%	(2)	2%	(2)	56%	(62)	110
Employ: Student	24%	(18)	15%	(11)	4%	(3)	2%	(2)	54%	(40)	74
Employ: Retired	12%	(45)	16%	(60)	3%	(10)	8%	(27)	61%	(220)	361
Employ: Unemployed	21%	(50)	17%	(42)	3%	(7)	4%	(9)	55%	(132)	240
Employ: Other	16%	(13)	22%	(18)	10%	(8)	4%	(3)	48%	(40)	82
Military HH: Yes	16%	(43)	19%	(50)	4%	(10)	8%	(21)	54%	(146)	270
Military HH: No	20%	(236)	21%	(249)	4%	(53)	4%	(52)	50%	(601)	1192
RD/WT: Right Direction	21%	(81)	21%	(84)	4%	(17)	6%	(23)	48%	(188)	392
RD/WT: Wrong Track	19%	(199)	20%	(216)	4%	(46)	5%	(50)	52%	(559)	1070
Trump Job Approve	14%	(81)	16%	(94)	5%	(27)	6%	(37)	59%	(338)	577
Trump Job Disapprove	23%	(186)	24%	(194)	4%	(34)	4%	(35)	45%	(373)	822

Continued on next page

Table MCSP7_1: How well do each of the following words describe Stephen Curry?

Wholesome

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	19%	(279)	21%	(300)	4%	(63)	5%	(73)	51%	(746)	1462
Trump Job Strongly Approve	12%	(42)	11%	(39)	6%	(19)	9%	(30)	62%	(211)	341
Trump Job Somewhat Approve	17%	(39)	23%	(55)	3%	(8)	3%	(7)	54%	(127)	236
Trump Job Somewhat Disapprove	17%	(28)	22%	(38)	5%	(9)	6%	(10)	50%	(84)	169
Trump Job Strongly Disapprove	24%	(158)	24%	(157)	4%	(25)	4%	(25)	44%	(289)	653
Favorable of Trump	14%	(82)	15%	(86)	5%	(30)	6%	(36)	60%	(350)	584
Unfavorable of Trump	22%	(182)	25%	(203)	4%	(32)	4%	(31)	45%	(364)	813
Very Favorable of Trump	13%	(49)	11%	(39)	5%	(19)	8%	(30)	63%	(233)	371
Somewhat Favorable of Trump	15%	(33)	22%	(47)	5%	(10)	3%	(6)	55%	(117)	213
Somewhat Unfavorable of Trump	14%	(20)	33%	(47)	5%	(7)	1%	(2)	47%	(68)	144
Very Unfavorable of Trump	24%	(162)	23%	(156)	4%	(25)	4%	(29)	44%	(296)	669
#1 Issue: Economy	20%	(112)	24%	(136)	6%	(36)	5%	(25)	45%	(250)	559
#1 Issue: Security	13%	(16)	12%	(14)	2%	(3)	13%	(16)	60%	(72)	120
#1 Issue: Health Care	26%	(76)	21%	(62)	3%	(9)	4%	(12)	46%	(132)	291
#1 Issue: Medicare / Social Security	16%	(28)	17%	(30)	4%	(7)	2%	(4)	60%	(105)	174
#1 Issue: Women's Issues	18%	(15)	23%	(19)	—	(0)	4%	(3)	55%	(45)	82
#1 Issue: Education	12%	(10)	19%	(16)	3%	(3)	6%	(5)	60%	(51)	85
#1 Issue: Other	16%	(17)	15%	(16)	2%	(2)	6%	(6)	61%	(66)	108
2018 House Vote: Democrat	29%	(141)	25%	(121)	3%	(15)	3%	(15)	40%	(198)	490
2018 House Vote: Republican	11%	(46)	17%	(68)	4%	(17)	7%	(27)	61%	(250)	409
2016 Vote: Hillary Clinton	27%	(114)	24%	(101)	3%	(14)	3%	(13)	43%	(181)	423
2016 Vote: Donald Trump	12%	(56)	18%	(80)	5%	(21)	7%	(30)	58%	(262)	449
2016 Vote: Other	19%	(18)	21%	(20)	3%	(3)	2%	(2)	55%	(51)	94
2016 Vote: Didn't Vote	18%	(91)	20%	(99)	5%	(26)	6%	(28)	51%	(251)	495
Voted in 2014: Yes	20%	(157)	21%	(169)	4%	(31)	5%	(36)	51%	(407)	800
Voted in 2014: No	19%	(123)	20%	(131)	5%	(32)	6%	(37)	51%	(340)	662
2012 Vote: Barack Obama	27%	(139)	23%	(121)	3%	(15)	3%	(15)	45%	(234)	524
2012 Vote: Mitt Romney	8%	(24)	18%	(53)	6%	(19)	7%	(21)	61%	(182)	299
2012 Vote: Didn't Vote	18%	(106)	20%	(118)	5%	(28)	6%	(34)	51%	(301)	588

Continued on next page

Table MCSP7_1: How well do each of the following words describe Stephen Curry?
Wholesome

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	19%	(279)	21%	(300)	4%	(63)	5%	(73)	51%	(746)	1462
4-Region: Northeast	20%	(57)	21%	(58)	3%	(8)	4%	(10)	52%	(146)	279
4-Region: Midwest	19%	(61)	21%	(68)	5%	(16)	5%	(17)	49%	(155)	317
4-Region: South	19%	(95)	22%	(112)	3%	(16)	5%	(26)	50%	(253)	503
4-Region: West	18%	(67)	17%	(62)	6%	(23)	5%	(19)	53%	(193)	363
Sports fans	25%	(245)	27%	(264)	5%	(45)	5%	(45)	38%	(370)	969
Avid sports fans	41%	(125)	26%	(81)	6%	(19)	6%	(18)	20%	(63)	305
Casual sports fans	18%	(120)	28%	(183)	4%	(26)	4%	(27)	46%	(308)	664
NFL fans	26%	(239)	26%	(238)	5%	(42)	5%	(48)	38%	(354)	921
MLB fans	26%	(195)	27%	(205)	5%	(40)	5%	(38)	37%	(277)	755
NBA fans	32%	(213)	30%	(202)	5%	(36)	6%	(40)	26%	(172)	663
NHL fans	26%	(130)	30%	(153)	4%	(22)	6%	(30)	34%	(171)	506
WNBA fans	37%	(121)	34%	(113)	5%	(16)	2%	(7)	22%	(74)	330
College football fans	27%	(202)	27%	(199)	5%	(36)	6%	(43)	35%	(254)	734
College basketball fans	30%	(178)	32%	(186)	6%	(34)	5%	(28)	27%	(157)	583
Golf fans	28%	(112)	30%	(121)	5%	(20)	5%	(20)	32%	(130)	404
Tennis fans	30%	(137)	32%	(146)	6%	(26)	5%	(22)	29%	(133)	465
Auto racing fans	25%	(132)	25%	(131)	7%	(36)	5%	(29)	38%	(202)	529
Soccer fans	28%	(131)	32%	(153)	6%	(26)	6%	(27)	28%	(134)	470
Gymnastics fans	22%	(150)	25%	(174)	4%	(28)	4%	(27)	45%	(306)	685
Competitive swimming fans	27%	(119)	29%	(127)	5%	(22)	3%	(14)	35%	(153)	434
Basketball players	39%	(68)	31%	(55)	6%	(10)	6%	(11)	18%	(31)	176
Basketball fans	33%	(168)	33%	(164)	6%	(28)	5%	(25)	23%	(116)	501
Sneaker enthusiasts	27%	(85)	30%	(96)	5%	(15)	8%	(25)	30%	(97)	318
Golfers	31%	(39)	28%	(36)	5%	(6)	8%	(10)	29%	(37)	128
Athletes	32%	(93)	25%	(74)	5%	(15)	7%	(20)	31%	(91)	294
Under Armour: Very fav	36%	(140)	23%	(91)	4%	(15)	4%	(15)	34%	(133)	394
Nike: Very fav	35%	(181)	24%	(127)	2%	(12)	3%	(14)	36%	(189)	523
Adidas: Very fav	32%	(143)	25%	(112)	3%	(15)	3%	(14)	36%	(159)	442
Michael Jordan: Very fav	34%	(173)	26%	(131)	5%	(25)	4%	(19)	31%	(159)	506
LeBron James: Very fav	46%	(152)	22%	(71)	4%	(13)	3%	(8)	26%	(85)	330

Continued on next page

Table MCSP7_1: How well do each of the following words describe Stephen Curry?

Wholesome

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	19%	(279)	21%	(300)	4%	(63)	5%	(73)	51% (746)	1462
Stephen Curry: Very fav	60%	(170)	24%	(68)	4%	(11)	2%	(5)	11% (32)	286
Jordan Brand: Very fav	49%	(138)	24%	(68)	2%	(6)	3%	(8)	22% (62)	283
Curry Brand: Very fav	69%	(91)	22%	(29)	2%	(2)	2%	(2)	6% (8)	132
Under Armour: Favorable	24%	(231)	24%	(231)	5%	(47)	4%	(42)	43% (422)	973
Nike: Favorable	25%	(240)	25%	(246)	4%	(39)	3%	(30)	43% (425)	980
Adidas: Favorable	23%	(246)	24%	(257)	4%	(46)	4%	(37)	44% (464)	1050
Michael Jordan: Favorable	24%	(245)	25%	(256)	5%	(51)	4%	(39)	42% (425)	1016
LeBron James: Favorable	29%	(210)	28%	(206)	5%	(34)	2%	(17)	37% (269)	736
Stephen Curry: Favorable	38%	(240)	34%	(216)	5%	(31)	3%	(17)	21% (132)	636
Jordan Brand: Favorable	33%	(194)	29%	(172)	5%	(29)	4%	(23)	28% (166)	585
Curry Brand: Favorable	46%	(160)	38%	(135)	4%	(13)	4%	(15)	8% (27)	351
Often buy sportswear	36%	(72)	29%	(58)	5%	(11)	7%	(14)	24% (48)	203
Often/Sometimes buy sportswear	24%	(209)	25%	(216)	4%	(38)	6%	(50)	40% (345)	858
Familiar with Michael Jordan	19%	(278)	21%	(300)	4%	(63)	5%	(70)	51% (736)	1448
Familiar with LeBron James	20%	(275)	21%	(295)	4%	(62)	5%	(72)	50% (704)	1408
Familiar with Steph Curry	24%	(264)	26%	(288)	5%	(61)	6%	(64)	39% (433)	1109

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

Table MCSP7_2: How well do each of the following words describe Stephen Curry?

Athletic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	41%	(604)	16%	(239)	2%	(30)	3%	(47)	38% (555)	1475
Gender: Male	44%	(317)	19%	(134)	3%	(23)	4%	(27)	30% (217)	718
Gender: Female	38%	(287)	14%	(106)	1%	(7)	3%	(20)	45% (338)	757
Age: 18-34	48%	(202)	19%	(80)	3%	(14)	1%	(5)	28% (118)	418
Age: 35-44	40%	(99)	23%	(56)	4%	(10)	3%	(6)	31% (79)	251
Age: 45-64	41%	(209)	14%	(73)	1%	(5)	5%	(27)	39% (200)	514
Age: 65+	32%	(93)	10%	(31)	—	(1)	3%	(9)	54% (159)	292
GenZers: 1997-2012	55%	(85)	13%	(20)	3%	(4)	2%	(3)	27% (42)	155
Millennials: 1981-1996	44%	(183)	21%	(87)	4%	(16)	1%	(4)	30% (123)	414
GenXers: 1965-1980	39%	(136)	19%	(65)	1%	(5)	4%	(13)	37% (128)	346
Baby Boomers: 1946-1964	36%	(180)	13%	(62)	1%	(5)	5%	(26)	45% (223)	495
PID: Dem (no lean)	51%	(272)	19%	(102)	2%	(11)	1%	(3)	27% (143)	531
PID: Ind (no lean)	36%	(176)	16%	(78)	3%	(13)	3%	(17)	42% (208)	491
PID: Rep (no lean)	34%	(156)	13%	(59)	1%	(6)	6%	(27)	45% (204)	453
PID/Gender: Dem Men	55%	(134)	21%	(52)	3%	(8)	—	(1)	20% (50)	245
PID/Gender: Dem Women	48%	(138)	17%	(49)	1%	(3)	1%	(2)	33% (94)	286
PID/Gender: Ind Men	38%	(91)	18%	(43)	3%	(8)	4%	(9)	37% (87)	238
PID/Gender: Ind Women	34%	(85)	14%	(35)	2%	(4)	3%	(8)	48% (120)	253
PID/Gender: Rep Men	39%	(93)	16%	(38)	3%	(6)	8%	(18)	34% (80)	235
PID/Gender: Rep Women	29%	(63)	10%	(21)	—	(0)	4%	(10)	57% (124)	218
Ideo: Liberal (1-3)	53%	(212)	13%	(53)	1%	(6)	—	(1)	32% (128)	401
Ideo: Moderate (4)	41%	(163)	20%	(79)	2%	(10)	3%	(11)	34% (134)	396
Ideo: Conservative (5-7)	33%	(172)	18%	(92)	2%	(9)	5%	(28)	42% (219)	519
Educ: < College	36%	(364)	16%	(159)	2%	(19)	4%	(39)	42% (424)	1005
Educ: Bachelors degree	50%	(153)	17%	(53)	2%	(6)	2%	(6)	29% (90)	307
Educ: Post-grad	53%	(86)	17%	(28)	3%	(4)	1%	(2)	26% (41)	162
Income: Under 50k	36%	(306)	16%	(133)	2%	(20)	3%	(29)	43% (363)	851
Income: 50k-100k	46%	(186)	16%	(65)	1%	(4)	3%	(12)	34% (140)	407
Income: 100k+	52%	(112)	19%	(41)	3%	(6)	3%	(6)	24% (52)	217
Ethnicity: White	37%	(438)	16%	(188)	2%	(19)	4%	(42)	42% (490)	1177
Ethnicity: Hispanic	38%	(87)	30%	(68)	3%	(6)	5%	(11)	25% (58)	230

Continued on next page

Table MCSP7_2: How well do each of the following words describe Stephen Curry?

Athletic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	41%	(604)	16%	(239)	2%	(30)	3%	(47)	38%	(555)	1475
Ethnicity: Black	69%	(116)	9%	(15)	6%	(9)	—	(0)	16%	(28)	168
Ethnicity: Other	38%	(50)	28%	(36)	1%	(1)	4%	(5)	29%	(38)	130
All Christian	42%	(295)	16%	(115)	2%	(15)	4%	(29)	36%	(251)	706
All Non-Christian	44%	(29)	24%	(16)	—	(0)	2%	(1)	31%	(20)	67
Atheist	56%	(38)	8%	(5)	—	(0)	5%	(3)	32%	(21)	67
Agnostic/Nothing in particular	39%	(146)	17%	(65)	2%	(8)	1%	(5)	40%	(151)	375
Something Else	37%	(96)	15%	(38)	3%	(7)	3%	(8)	43%	(111)	260
Religious Non-Protestant/Catholic	45%	(41)	20%	(18)	1%	(1)	4%	(3)	31%	(28)	92
Evangelical	42%	(159)	16%	(60)	2%	(8)	5%	(17)	36%	(136)	380
Non-Evangelical	40%	(219)	16%	(87)	2%	(9)	3%	(18)	39%	(216)	549
Community: Urban	39%	(160)	20%	(83)	4%	(15)	5%	(19)	32%	(133)	410
Community: Suburban	48%	(335)	14%	(95)	1%	(8)	2%	(13)	35%	(242)	693
Community: Rural	29%	(109)	17%	(62)	2%	(7)	4%	(14)	48%	(179)	372
Employ: Private Sector	47%	(194)	19%	(76)	1%	(6)	3%	(12)	30%	(122)	409
Employ: Government	45%	(40)	23%	(20)	3%	(3)	4%	(4)	26%	(23)	90
Employ: Self-Employed	45%	(48)	23%	(24)	1%	(1)	3%	(3)	28%	(29)	105
Employ: Homemaker	33%	(32)	17%	(17)	5%	(5)	4%	(3)	42%	(41)	98
Employ: Student	55%	(31)	12%	(7)	2%	(1)	2%	(1)	29%	(17)	57
Employ: Retired	34%	(123)	12%	(43)	2%	(6)	5%	(19)	47%	(170)	361
Employ: Unemployed	32%	(82)	17%	(42)	3%	(6)	2%	(4)	47%	(118)	253
Employ: Other	53%	(53)	9%	(9)	2%	(2)	1%	(1)	34%	(34)	100
Military HH: Yes	42%	(96)	11%	(24)	4%	(10)	4%	(8)	40%	(91)	229
Military HH: No	41%	(508)	17%	(215)	2%	(20)	3%	(39)	37%	(464)	1247
RD/WT: Right Direction	36%	(157)	21%	(90)	3%	(13)	4%	(19)	36%	(160)	439
RD/WT: Wrong Track	43%	(447)	14%	(149)	2%	(17)	3%	(28)	38%	(395)	1036
Trump Job Approve	33%	(203)	16%	(96)	2%	(15)	4%	(26)	45%	(280)	620
Trump Job Disapprove	48%	(385)	17%	(137)	2%	(14)	2%	(19)	30%	(243)	798

Continued on next page

Table MCSP7_2: How well do each of the following words describe Stephen Curry?
Athletic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	41%	(604)	16%	(239)	2%	(30)	3%	(47)	38%	(555)	1475
Trump Job Strongly Approve	30%	(108)	12%	(42)	2%	(8)	6%	(21)	51%	(186)	366
Trump Job Somewhat Approve	37%	(95)	21%	(54)	3%	(6)	2%	(5)	37%	(93)	254
Trump Job Somewhat Disapprove	42%	(63)	19%	(28)	1%	(2)	3%	(4)	35%	(52)	149
Trump Job Strongly Disapprove	50%	(322)	17%	(109)	2%	(12)	2%	(15)	30%	(192)	649
Favorable of Trump	34%	(209)	15%	(90)	1%	(9)	5%	(30)	45%	(281)	619
Unfavorable of Trump	48%	(376)	17%	(138)	3%	(21)	2%	(15)	30%	(239)	788
Very Favorable of Trump	31%	(118)	12%	(46)	1%	(4)	7%	(26)	49%	(187)	381
Somewhat Favorable of Trump	38%	(91)	18%	(44)	2%	(5)	2%	(4)	40%	(94)	238
Somewhat Unfavorable of Trump	41%	(52)	25%	(32)	3%	(4)	1%	(2)	30%	(39)	128
Very Unfavorable of Trump	49%	(324)	16%	(106)	3%	(17)	2%	(13)	30%	(200)	660
#1 Issue: Economy	43%	(245)	18%	(101)	2%	(9)	4%	(22)	34%	(193)	571
#1 Issue: Security	27%	(35)	18%	(23)	2%	(3)	4%	(5)	49%	(63)	129
#1 Issue: Health Care	48%	(134)	15%	(43)	—	(1)	3%	(8)	33%	(93)	278
#1 Issue: Medicare / Social Security	31%	(60)	16%	(31)	1%	(2)	3%	(5)	49%	(93)	191
#1 Issue: Women's Issues	38%	(32)	23%	(19)	4%	(4)	1%	(1)	33%	(28)	84
#1 Issue: Education	51%	(38)	17%	(13)	2%	(1)	1%	(0)	30%	(22)	75
#1 Issue: Energy	41%	(23)	8%	(4)	13%	(7)	7%	(4)	31%	(17)	54
#1 Issue: Other	40%	(38)	6%	(6)	3%	(2)	2%	(2)	48%	(45)	94
2018 House Vote: Democrat	52%	(248)	19%	(93)	1%	(3)	1%	(4)	27%	(130)	479
2018 House Vote: Republican	34%	(142)	14%	(59)	3%	(11)	5%	(23)	44%	(187)	421
2016 Vote: Hillary Clinton	50%	(213)	20%	(86)	1%	(6)	1%	(3)	28%	(121)	429
2016 Vote: Donald Trump	34%	(161)	14%	(65)	1%	(5)	5%	(25)	46%	(216)	472
2016 Vote: Other	43%	(35)	15%	(12)	1%	(1)	3%	(2)	39%	(32)	82
2016 Vote: Didn't Vote	40%	(196)	15%	(75)	4%	(18)	3%	(17)	38%	(186)	492
Voted in 2014: Yes	43%	(344)	17%	(136)	2%	(12)	3%	(26)	36%	(289)	807
Voted in 2014: No	39%	(260)	16%	(104)	3%	(17)	3%	(21)	40%	(266)	668
2012 Vote: Barack Obama	46%	(255)	19%	(104)	2%	(12)	1%	(7)	32%	(174)	552
2012 Vote: Mitt Romney	37%	(113)	12%	(37)	2%	(6)	5%	(16)	44%	(134)	306
2012 Vote: Other	34%	(19)	25%	(14)	—	(0)	5%	(3)	37%	(21)	56
2012 Vote: Didn't Vote	39%	(218)	15%	(84)	2%	(12)	4%	(21)	40%	(225)	560

Continued on next page

Table MCSP7_2: How well do each of the following words describe Stephen Curry?

Athletic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	41%	(604)	16%	(239)	2%	(30)	3%	(47)	38%	(555)	1475
4-Region: Northeast	38%	(99)	18%	(46)	1%	(2)	4%	(10)	39%	(102)	258
4-Region: Midwest	41%	(125)	14%	(43)	1%	(4)	3%	(10)	40%	(123)	305
4-Region: South	42%	(235)	19%	(105)	3%	(19)	2%	(9)	35%	(197)	565
4-Region: West	42%	(145)	13%	(46)	1%	(4)	5%	(18)	39%	(133)	347
Sports fans	52%	(495)	19%	(185)	2%	(22)	2%	(16)	25%	(233)	950
Avid sports fans	69%	(205)	16%	(49)	3%	(9)	2%	(7)	10%	(28)	298
Casual sports fans	44%	(290)	21%	(136)	2%	(12)	1%	(9)	31%	(204)	652
NFL fans	52%	(450)	19%	(162)	2%	(18)	3%	(23)	25%	(212)	866
MLB fans	52%	(389)	20%	(151)	2%	(18)	3%	(22)	23%	(170)	750
NBA fans	59%	(393)	20%	(135)	2%	(16)	2%	(14)	16%	(103)	660
NHL fans	51%	(250)	21%	(103)	4%	(18)	3%	(16)	21%	(106)	493
WNBA fans	63%	(213)	20%	(67)	4%	(13)	1%	(3)	13%	(43)	339
College football fans	55%	(402)	18%	(131)	2%	(18)	3%	(22)	21%	(156)	728
College basketball fans	59%	(363)	20%	(121)	2%	(15)	3%	(20)	15%	(92)	610
Golf fans	55%	(237)	21%	(89)	3%	(12)	3%	(12)	19%	(80)	430
Tennis fans	51%	(248)	25%	(121)	3%	(14)	2%	(8)	20%	(99)	489
Auto racing fans	45%	(237)	19%	(103)	4%	(19)	4%	(19)	29%	(152)	530
Soccer fans	53%	(247)	23%	(110)	5%	(21)	2%	(11)	17%	(81)	471
Gymnastics fans	45%	(295)	22%	(142)	1%	(9)	1%	(8)	31%	(203)	657
Competitive swimming fans	50%	(232)	21%	(99)	3%	(12)	1%	(6)	24%	(113)	462
Basketball players	60%	(90)	23%	(35)	7%	(10)	2%	(3)	9%	(13)	150
Basketball fans	65%	(339)	19%	(99)	2%	(10)	2%	(9)	12%	(62)	519
Sneaker enthusiasts	50%	(153)	21%	(64)	4%	(13)	5%	(15)	21%	(63)	307
Golfers	54%	(76)	20%	(28)	3%	(4)	4%	(6)	19%	(28)	142
Athletes	59%	(166)	18%	(51)	4%	(13)	2%	(6)	16%	(46)	282
Under Armour: Very fav	55%	(195)	16%	(58)	1%	(4)	2%	(6)	26%	(93)	356
Nike: Very fav	56%	(281)	19%	(98)	1%	(7)	—	(1)	23%	(114)	501
Adidas: Very fav	59%	(243)	16%	(65)	2%	(8)	1%	(3)	23%	(94)	413
Michael Jordan: Very fav	60%	(289)	17%	(82)	2%	(8)	2%	(8)	20%	(98)	485
LeBron James: Very fav	67%	(209)	15%	(48)	2%	(5)	—	(0)	16%	(49)	311

Continued on next page

Table MCSP7_2: How well do each of the following words describe Stephen Curry?

Athletic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	41%	(604)	16%	(239)	2%	(30)	3%	(47)	38%	(555)	1475
Stephen Curry: Very fav	86%	(217)	11%	(28)	1%	(2)	—	(1)	2%	(5)	253
Jordan Brand: Very fav	68%	(168)	17%	(42)	2%	(5)	1%	(2)	13%	(32)	248
Curry Brand: Very fav	74%	(75)	22%	(22)	—	(0)	2%	(2)	3%	(3)	102
Under Armour: Favorable	47%	(445)	18%	(171)	1%	(14)	3%	(25)	31%	(295)	950
Nike: Favorable	48%	(464)	19%	(184)	2%	(18)	1%	(10)	30%	(292)	969
Adidas: Favorable	47%	(486)	18%	(191)	2%	(18)	2%	(19)	32%	(331)	1045
Michael Jordan: Favorable	50%	(505)	18%	(183)	2%	(17)	2%	(16)	28%	(283)	1006
LeBron James: Favorable	55%	(390)	19%	(131)	2%	(13)	1%	(4)	23%	(164)	703
Stephen Curry: Favorable	70%	(437)	20%	(125)	1%	(8)	2%	(10)	7%	(45)	625
Jordan Brand: Favorable	57%	(338)	21%	(124)	2%	(12)	1%	(7)	18%	(109)	590
Curry Brand: Favorable	67%	(215)	23%	(75)	1%	(4)	3%	(11)	5%	(17)	323
Often buy sportswear	56%	(108)	22%	(41)	3%	(5)	2%	(4)	17%	(33)	191
Often/Sometimes buy sportswear	49%	(404)	19%	(158)	2%	(14)	3%	(25)	28%	(231)	833
Familiar with Michael Jordan	41%	(601)	16%	(235)	2%	(30)	3%	(46)	37%	(543)	1455
Familiar with LeBron James	42%	(596)	16%	(219)	2%	(27)	3%	(47)	37%	(515)	1404
Familiar with Steph Curry	53%	(582)	19%	(210)	2%	(27)	3%	(38)	23%	(250)	1107

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

Table MCSP7_3: How well do each of the following words describe Stephen Curry?

Authentic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	23%	(326)	23%	(317)	5%	(63)	3%	(47)	46%	(646)	1398
Gender: Male	29%	(194)	28%	(189)	4%	(28)	4%	(26)	35%	(232)	669
Gender: Female	18%	(131)	18%	(128)	5%	(35)	3%	(22)	57%	(413)	730
Age: 18-34	30%	(133)	28%	(121)	5%	(21)	2%	(8)	35%	(154)	437
Age: 35-44	24%	(50)	29%	(61)	5%	(10)	4%	(8)	39%	(82)	210
Age: 45-64	20%	(91)	19%	(90)	5%	(23)	5%	(21)	51%	(238)	463
Age: 65+	18%	(52)	16%	(45)	3%	(9)	3%	(10)	60%	(173)	289
GenZers: 1997-2012	28%	(44)	30%	(47)	5%	(8)	3%	(4)	35%	(55)	158
Millennials: 1981-1996	29%	(118)	28%	(116)	5%	(19)	3%	(10)	35%	(143)	406
GenXers: 1965-1980	21%	(62)	21%	(62)	4%	(11)	2%	(5)	53%	(160)	300
Baby Boomers: 1946-1964	20%	(93)	17%	(80)	4%	(21)	6%	(26)	53%	(247)	467
PID: Dem (no lean)	28%	(152)	31%	(167)	4%	(20)	2%	(10)	35%	(187)	536
PID: Ind (no lean)	20%	(91)	19%	(88)	3%	(15)	4%	(18)	54%	(250)	462
PID: Rep (no lean)	21%	(82)	15%	(62)	7%	(28)	5%	(19)	52%	(209)	400
PID/Gender: Dem Men	36%	(91)	40%	(100)	1%	(4)	1%	(3)	21%	(53)	249
PID/Gender: Dem Women	21%	(62)	24%	(68)	6%	(17)	2%	(7)	47%	(134)	287
PID/Gender: Ind Men	22%	(50)	23%	(52)	4%	(9)	5%	(11)	45%	(101)	223
PID/Gender: Ind Women	17%	(41)	15%	(36)	2%	(6)	3%	(8)	62%	(149)	239
PID/Gender: Rep Men	27%	(54)	19%	(38)	8%	(15)	6%	(12)	40%	(78)	197
PID/Gender: Rep Women	14%	(29)	12%	(24)	6%	(13)	4%	(7)	64%	(131)	203
Ideo: Liberal (1-3)	28%	(108)	26%	(99)	2%	(8)	2%	(7)	43%	(168)	390
Ideo: Moderate (4)	23%	(94)	27%	(109)	5%	(22)	4%	(16)	41%	(166)	406
Ideo: Conservative (5-7)	20%	(91)	17%	(78)	6%	(27)	5%	(24)	51%	(228)	449
Educ: < College	22%	(214)	21%	(202)	5%	(46)	3%	(33)	49%	(466)	960
Educ: Bachelors degree	23%	(66)	27%	(78)	3%	(10)	4%	(10)	43%	(123)	287
Educ: Post-grad	30%	(46)	25%	(37)	5%	(8)	3%	(4)	37%	(56)	152
Income: Under 50k	22%	(171)	19%	(148)	4%	(33)	3%	(25)	51%	(386)	763
Income: 50k-100k	23%	(94)	25%	(104)	5%	(20)	3%	(15)	44%	(184)	417
Income: 100k+	28%	(60)	30%	(65)	5%	(10)	4%	(8)	34%	(75)	219
Ethnicity: White	19%	(211)	22%	(244)	4%	(44)	4%	(41)	50%	(548)	1088
Ethnicity: Hispanic	26%	(56)	39%	(86)	7%	(15)	1%	(2)	27%	(60)	218

Continued on next page

Table MCSP7_3: How well do each of the following words describe Stephen Curry?
Authentic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	23%	(326)	23%	(317)	5%	(63)	3%	(47)	46%	(646)	1398
Ethnicity: Black	48%	(80)	21%	(35)	4%	(7)	2%	(3)	24%	(40)	165
Ethnicity: Other	24%	(34)	27%	(39)	8%	(12)	2%	(3)	40%	(58)	146
All Christian	25%	(162)	23%	(149)	5%	(35)	4%	(27)	43%	(279)	653
All Non-Christian	23%	(17)	24%	(17)	12%	(8)	—	(0)	41%	(29)	71
Atheist	27%	(20)	26%	(19)	5%	(4)	3%	(2)	39%	(29)	75
Agnostic/Nothing in particular	21%	(75)	22%	(80)	1%	(5)	2%	(8)	54%	(195)	363
Something Else	22%	(52)	21%	(51)	5%	(12)	4%	(9)	48%	(113)	236
Religious Non-Protestant/Catholic	22%	(19)	22%	(19)	10%	(9)	1%	(1)	45%	(40)	89
Evangelical	25%	(84)	24%	(78)	6%	(21)	5%	(16)	40%	(130)	329
Non-Evangelical	24%	(126)	22%	(114)	4%	(23)	4%	(19)	47%	(250)	532
Community: Urban	27%	(107)	26%	(105)	5%	(20)	3%	(13)	38%	(152)	396
Community: Suburban	25%	(164)	21%	(138)	5%	(31)	2%	(15)	47%	(304)	653
Community: Rural	16%	(55)	21%	(74)	3%	(12)	6%	(19)	54%	(190)	349
Employ: Private Sector	26%	(98)	29%	(109)	4%	(16)	3%	(13)	38%	(143)	380
Employ: Government	38%	(36)	19%	(18)	3%	(3)	4%	(3)	36%	(35)	95
Employ: Self-Employed	22%	(27)	26%	(32)	8%	(9)	2%	(2)	42%	(51)	122
Employ: Homemaker	20%	(17)	20%	(17)	3%	(2)	7%	(6)	50%	(43)	85
Employ: Student	23%	(17)	19%	(14)	8%	(6)	2%	(1)	48%	(35)	73
Employ: Retired	18%	(59)	17%	(56)	4%	(15)	4%	(14)	57%	(193)	336
Employ: Unemployed	23%	(48)	27%	(56)	2%	(4)	2%	(5)	46%	(97)	211
Employ: Other	24%	(23)	16%	(16)	8%	(7)	2%	(2)	50%	(48)	97
Military HH: Yes	20%	(44)	23%	(49)	4%	(9)	3%	(7)	50%	(108)	216
Military HH: No	24%	(282)	23%	(268)	5%	(54)	3%	(41)	45%	(538)	1182
RD/WT: Right Direction	28%	(112)	19%	(77)	5%	(21)	5%	(21)	42%	(167)	398
RD/WT: Wrong Track	21%	(213)	24%	(239)	4%	(42)	3%	(27)	48%	(479)	1000
Trump Job Approve	21%	(115)	16%	(88)	6%	(33)	6%	(32)	52%	(286)	553
Trump Job Disapprove	25%	(197)	28%	(222)	3%	(27)	2%	(16)	42%	(334)	796

Continued on next page

Table MCSP7_3: How well do each of the following words describe Stephen Curry?

Authentic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	23%	(326)	23%	(317)	5%	(63)	3%	(47)	46%	(646)	1398
Trump Job Strongly Approve	17%	(55)	16%	(52)	5%	(17)	7%	(25)	55%	(179)	328
Trump Job Somewhat Approve	26%	(60)	16%	(36)	7%	(16)	3%	(7)	48%	(107)	225
Trump Job Somewhat Disapprove	22%	(31)	22%	(31)	7%	(9)	2%	(3)	47%	(65)	138
Trump Job Strongly Disapprove	25%	(167)	29%	(192)	3%	(18)	2%	(13)	41%	(269)	658
Favorable of Trump	21%	(115)	16%	(89)	6%	(35)	5%	(30)	51%	(276)	546
Unfavorable of Trump	24%	(191)	28%	(218)	3%	(26)	2%	(15)	43%	(339)	790
Very Favorable of Trump	18%	(62)	17%	(58)	6%	(21)	7%	(24)	52%	(181)	346
Somewhat Favorable of Trump	27%	(53)	16%	(32)	7%	(14)	3%	(6)	48%	(95)	200
Somewhat Unfavorable of Trump	22%	(28)	23%	(29)	5%	(7)	3%	(3)	48%	(61)	128
Very Unfavorable of Trump	25%	(163)	29%	(190)	3%	(19)	2%	(12)	42%	(278)	662
#1 Issue: Economy	24%	(131)	25%	(135)	5%	(29)	3%	(16)	42%	(225)	534
#1 Issue: Security	19%	(21)	13%	(14)	3%	(4)	6%	(7)	59%	(68)	114
#1 Issue: Health Care	26%	(73)	24%	(68)	5%	(13)	3%	(9)	42%	(116)	280
#1 Issue: Medicare / Social Security	19%	(34)	17%	(31)	5%	(9)	3%	(5)	55%	(98)	177
#1 Issue: Women's Issues	26%	(21)	19%	(15)	3%	(3)	2%	(1)	50%	(41)	82
#1 Issue: Education	20%	(13)	26%	(17)	4%	(2)	8%	(5)	42%	(27)	64
#1 Issue: Other	22%	(23)	25%	(28)	2%	(2)	3%	(3)	48%	(52)	109
2018 House Vote: Democrat	30%	(147)	27%	(132)	4%	(18)	2%	(9)	38%	(188)	494
2018 House Vote: Republican	17%	(63)	16%	(57)	7%	(25)	7%	(25)	54%	(197)	366
2016 Vote: Hillary Clinton	30%	(129)	26%	(112)	4%	(18)	1%	(6)	38%	(165)	429
2016 Vote: Donald Trump	18%	(77)	17%	(70)	6%	(24)	7%	(28)	53%	(221)	421
2016 Vote: Other	19%	(17)	24%	(21)	3%	(3)	3%	(2)	51%	(46)	90
2016 Vote: Didn't Vote	22%	(102)	25%	(114)	4%	(18)	2%	(11)	46%	(212)	457
Voted in 2014: Yes	22%	(173)	22%	(177)	5%	(39)	4%	(35)	46%	(364)	789
Voted in 2014: No	25%	(153)	23%	(140)	4%	(24)	2%	(12)	46%	(281)	610
2012 Vote: Barack Obama	27%	(149)	26%	(142)	3%	(17)	2%	(13)	41%	(226)	548
2012 Vote: Mitt Romney	15%	(42)	17%	(48)	6%	(18)	7%	(20)	55%	(157)	285
2012 Vote: Didn't Vote	25%	(126)	23%	(118)	4%	(21)	2%	(12)	46%	(237)	514

Continued on next page

Table MCSP7_3: How well do each of the following words describe Stephen Curry?
Authentic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	23%	(326)	23%	(317)	5%	(63)	3%	(47)	46%	(646)	1398
4-Region: Northeast	22%	(54)	22%	(54)	4%	(9)	1%	(3)	51%	(124)	245
4-Region: Midwest	19%	(58)	23%	(68)	5%	(16)	5%	(14)	49%	(148)	304
4-Region: South	24%	(124)	24%	(124)	5%	(25)	4%	(20)	44%	(226)	519
4-Region: West	27%	(90)	21%	(70)	4%	(14)	3%	(10)	44%	(147)	330
Sports fans	31%	(285)	28%	(258)	6%	(52)	3%	(26)	33%	(311)	932
Avid sports fans	47%	(141)	29%	(87)	7%	(21)	3%	(10)	14%	(42)	301
Casual sports fans	23%	(144)	27%	(172)	5%	(31)	3%	(16)	43%	(269)	632
NFL fans	32%	(273)	27%	(232)	5%	(43)	3%	(22)	34%	(293)	864
MLB fans	32%	(231)	28%	(202)	6%	(43)	3%	(22)	32%	(231)	728
NBA fans	38%	(257)	32%	(213)	5%	(31)	2%	(10)	23%	(156)	667
NHL fans	28%	(129)	33%	(151)	7%	(33)	2%	(10)	30%	(138)	461
WNBA fans	41%	(129)	32%	(101)	5%	(14)	1%	(4)	21%	(65)	313
College football fans	33%	(227)	27%	(190)	6%	(40)	3%	(20)	32%	(220)	697
College basketball fans	35%	(211)	31%	(184)	7%	(41)	3%	(18)	24%	(145)	598
Golf fans	28%	(109)	31%	(121)	7%	(26)	3%	(14)	30%	(118)	387
Tennis fans	31%	(139)	31%	(138)	7%	(30)	3%	(15)	28%	(124)	446
Auto racing fans	26%	(133)	23%	(120)	8%	(43)	4%	(23)	38%	(193)	513
Soccer fans	32%	(150)	30%	(139)	7%	(35)	3%	(12)	28%	(132)	468
Gymnastics fans	25%	(158)	25%	(156)	6%	(37)	3%	(17)	42%	(268)	637
Competitive swimming fans	31%	(132)	26%	(113)	8%	(34)	2%	(10)	32%	(138)	427
Basketball players	46%	(65)	30%	(43)	8%	(11)	3%	(4)	13%	(18)	142
Basketball fans	40%	(205)	31%	(160)	6%	(32)	2%	(11)	20%	(99)	508
Sneaker enthusiasts	37%	(108)	29%	(85)	5%	(16)	1%	(4)	28%	(82)	296
Golfers	24%	(32)	33%	(43)	5%	(7)	5%	(7)	32%	(42)	131
Athletes	40%	(100)	25%	(64)	7%	(17)	3%	(7)	25%	(63)	251
Under Armour: Very fav	40%	(156)	20%	(77)	5%	(18)	2%	(9)	33%	(127)	387
Nike: Very fav	39%	(205)	24%	(122)	5%	(24)	2%	(8)	31%	(160)	520
Adidas: Very fav	39%	(174)	22%	(97)	4%	(20)	2%	(10)	32%	(143)	444
Michael Jordan: Very fav	45%	(220)	22%	(108)	4%	(19)	3%	(15)	26%	(128)	490
LeBron James: Very fav	48%	(159)	26%	(85)	4%	(13)	1%	(4)	21%	(68)	329

Continued on next page

Table MCSP7_3: How well do each of the following words describe Stephen Curry?

Authentic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	23%	(326)	23%	(317)	5%	(63)	3%	(47)	46%	(646)	1398
Stephen Curry: Very fav	68%	(180)	17%	(46)	2%	(6)	—	(1)	12%	(31)	264
Jordan Brand: Very fav	53%	(144)	21%	(58)	3%	(9)	1%	(4)	20%	(55)	269
Curry Brand: Very fav	69%	(86)	21%	(26)	3%	(3)	1%	(2)	6%	(8)	124
Under Armour: Favorable	29%	(274)	25%	(230)	5%	(43)	2%	(20)	40%	(370)	937
Nike: Favorable	29%	(284)	25%	(242)	4%	(43)	2%	(21)	40%	(385)	975
Adidas: Favorable	27%	(282)	25%	(260)	5%	(51)	3%	(26)	40%	(409)	1028
Michael Jordan: Favorable	30%	(294)	26%	(252)	5%	(50)	3%	(25)	36%	(346)	967
LeBron James: Favorable	33%	(231)	28%	(198)	4%	(30)	1%	(10)	33%	(232)	702
Stephen Curry: Favorable	43%	(256)	34%	(204)	4%	(25)	1%	(8)	18%	(107)	600
Jordan Brand: Favorable	38%	(225)	28%	(170)	5%	(32)	2%	(12)	27%	(160)	599
Curry Brand: Favorable	50%	(163)	35%	(112)	6%	(18)	2%	(6)	8%	(26)	325
Often buy sportswear	43%	(87)	26%	(53)	5%	(11)	2%	(4)	23%	(46)	201
Often/Sometimes buy sportswear	28%	(240)	26%	(221)	5%	(38)	3%	(22)	39%	(327)	848
Familiar with Michael Jordan	23%	(323)	23%	(316)	5%	(63)	3%	(46)	46%	(633)	1381
Familiar with LeBron James	23%	(315)	23%	(311)	5%	(63)	3%	(46)	45%	(606)	1341
Familiar with Steph Curry	28%	(305)	28%	(301)	5%	(59)	4%	(42)	34%	(371)	1078

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

Table MCSP7_4: How well do each of the following words describe Stephen Curry?

Funny

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	16%	(236)	19%	(290)	7%	(100)	5%	(81)	53%	(798)	1505
Gender: Male	17%	(123)	22%	(160)	9%	(63)	7%	(55)	46%	(335)	736
Gender: Female	15%	(112)	17%	(131)	5%	(37)	3%	(26)	60%	(463)	770
Age: 18-34	24%	(105)	23%	(100)	7%	(31)	3%	(14)	42%	(184)	434
Age: 35-44	17%	(43)	27%	(70)	8%	(21)	7%	(18)	42%	(109)	261
Age: 45-64	13%	(66)	15%	(79)	7%	(35)	7%	(36)	58%	(301)	518
Age: 65+	7%	(21)	14%	(42)	5%	(14)	4%	(12)	70%	(204)	292
GenZers: 1997-2012	24%	(40)	19%	(31)	9%	(15)	5%	(9)	42%	(68)	163
Millennials: 1981-1996	22%	(91)	26%	(106)	7%	(29)	4%	(17)	41%	(171)	413
GenXers: 1965-1980	14%	(52)	21%	(79)	6%	(23)	5%	(20)	53%	(198)	372
Baby Boomers: 1946-1964	10%	(50)	14%	(70)	7%	(32)	6%	(31)	63%	(311)	494
PID: Dem (no lean)	21%	(119)	25%	(137)	8%	(43)	3%	(15)	44%	(244)	559
PID: Ind (no lean)	12%	(61)	16%	(83)	6%	(31)	7%	(36)	58%	(294)	505
PID: Rep (no lean)	13%	(56)	16%	(70)	6%	(26)	7%	(30)	59%	(259)	441
PID/Gender: Dem Men	21%	(53)	29%	(74)	12%	(30)	4%	(10)	34%	(88)	254
PID/Gender: Dem Women	22%	(66)	21%	(63)	5%	(14)	2%	(5)	52%	(157)	304
PID/Gender: Ind Men	15%	(38)	16%	(40)	7%	(18)	10%	(25)	53%	(134)	255
PID/Gender: Ind Women	9%	(23)	17%	(43)	5%	(13)	4%	(11)	64%	(161)	251
PID/Gender: Rep Men	14%	(32)	20%	(45)	7%	(16)	9%	(20)	50%	(113)	227
PID/Gender: Rep Women	11%	(23)	12%	(25)	5%	(10)	5%	(10)	68%	(146)	214
Ideo: Liberal (1-3)	21%	(90)	19%	(81)	7%	(28)	3%	(15)	50%	(211)	424
Ideo: Moderate (4)	15%	(59)	25%	(102)	7%	(28)	4%	(15)	49%	(200)	404
Ideo: Conservative (5-7)	12%	(63)	15%	(78)	8%	(38)	7%	(35)	58%	(292)	505
Educ: < College	15%	(155)	17%	(175)	6%	(61)	6%	(58)	56%	(569)	1017
Educ: Bachelors degree	15%	(47)	24%	(75)	8%	(24)	5%	(16)	49%	(154)	317
Educ: Post-grad	20%	(34)	23%	(40)	9%	(16)	4%	(7)	44%	(75)	171
Income: Under 50k	16%	(134)	16%	(140)	6%	(53)	5%	(45)	57%	(488)	860
Income: 50k-100k	13%	(56)	22%	(92)	7%	(27)	5%	(22)	53%	(222)	419
Income: 100k+	20%	(45)	26%	(58)	9%	(20)	6%	(14)	39%	(89)	226
Ethnicity: White	12%	(142)	17%	(196)	7%	(80)	5%	(59)	59%	(687)	1163
Ethnicity: Hispanic	19%	(51)	29%	(76)	5%	(14)	8%	(21)	39%	(103)	264

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Table MCSP7_4: How well do each of the following words describe Stephen Curry?

Funny

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	16%	(236)	19%	(290)	7%	(100)	5%	(81)	53%	(798)	1505
Ethnicity: Black	31%	(62)	24%	(48)	8%	(16)	3%	(6)	34%	(67)	198
Ethnicity: Other	22%	(32)	33%	(47)	3%	(5)	11%	(16)	31%	(45)	145
All Christian	15%	(106)	20%	(139)	8%	(57)	6%	(42)	52%	(365)	709
All Non-Christian	16%	(11)	27%	(19)	6%	(4)	4%	(3)	47%	(33)	70
Atheist	17%	(13)	19%	(14)	8%	(6)	5%	(4)	51%	(39)	77
Agnostic/Nothing in particular	16%	(61)	15%	(57)	6%	(22)	5%	(20)	58%	(223)	383
Something Else	17%	(44)	23%	(61)	4%	(11)	5%	(13)	52%	(138)	267
Religious Non-Protestant/Catholic	15%	(13)	23%	(20)	6%	(6)	5%	(5)	51%	(45)	88
Evangelical	19%	(70)	21%	(77)	7%	(28)	4%	(15)	49%	(183)	374
Non-Evangelical	13%	(77)	21%	(118)	6%	(35)	7%	(37)	53%	(305)	573
Community: Urban	22%	(87)	24%	(96)	7%	(27)	6%	(24)	42%	(167)	400
Community: Suburban	15%	(108)	18%	(128)	7%	(51)	5%	(35)	55%	(387)	708
Community: Rural	10%	(41)	17%	(66)	6%	(23)	6%	(23)	62%	(244)	397
Employ: Private Sector	16%	(67)	27%	(116)	7%	(29)	6%	(27)	44%	(185)	424
Employ: Government	19%	(19)	21%	(21)	12%	(12)	11%	(11)	37%	(37)	99
Employ: Self-Employed	20%	(23)	28%	(32)	4%	(5)	5%	(6)	42%	(48)	114
Employ: Homemaker	7%	(7)	17%	(16)	11%	(10)	3%	(3)	61%	(57)	93
Employ: Student	29%	(21)	11%	(8)	14%	(10)	—	(0)	46%	(33)	71
Employ: Retired	10%	(37)	12%	(44)	5%	(20)	6%	(23)	67%	(248)	371
Employ: Unemployed	14%	(33)	18%	(41)	3%	(7)	3%	(7)	62%	(144)	232
Employ: Other	30%	(30)	13%	(14)	8%	(8)	3%	(3)	46%	(47)	101
Military HH: Yes	11%	(28)	15%	(38)	6%	(14)	7%	(18)	61%	(156)	253
Military HH: No	17%	(208)	20%	(252)	7%	(86)	5%	(63)	51%	(643)	1252
RD/WT: Right Direction	19%	(83)	20%	(89)	8%	(37)	6%	(29)	47%	(211)	450
RD/WT: Wrong Track	14%	(152)	19%	(201)	6%	(63)	5%	(52)	56%	(587)	1056
Trump Job Approve	12%	(72)	16%	(95)	6%	(38)	8%	(48)	59%	(356)	608
Trump Job Disapprove	19%	(160)	22%	(185)	7%	(56)	4%	(31)	48%	(400)	832

Continued on next page

Table MCSP7_4: How well do each of the following words describe Stephen Curry?

Funny

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	16%	(236)	19%	(290)	7%	(100)	5%	(81)	53% (798)	1505
Trump Job Strongly Approve	11%	(39)	11%	(41)	5%	(18)	10%	(38)	62% (223)	359
Trump Job Somewhat Approve	13%	(32)	22%	(54)	8%	(20)	4%	(10)	53% (133)	249
Trump Job Somewhat Disapprove	11%	(17)	25%	(40)	8%	(14)	8%	(12)	48% (77)	160
Trump Job Strongly Disapprove	21%	(143)	22%	(145)	6%	(43)	3%	(18)	48% (323)	672
Favorable of Trump	11%	(69)	15%	(91)	6%	(38)	8%	(49)	60% (367)	615
Unfavorable of Trump	19%	(160)	23%	(191)	7%	(61)	4%	(30)	47% (388)	830
Very Favorable of Trump	9%	(36)	12%	(47)	6%	(23)	11%	(42)	62% (240)	388
Somewhat Favorable of Trump	15%	(33)	19%	(44)	7%	(15)	3%	(6)	56% (128)	227
Somewhat Unfavorable of Trump	13%	(20)	25%	(38)	12%	(18)	7%	(10)	43% (65)	151
Very Unfavorable of Trump	21%	(141)	23%	(153)	6%	(43)	3%	(20)	47% (323)	679
#1 Issue: Economy	17%	(103)	22%	(129)	6%	(35)	5%	(29)	50% (294)	589
#1 Issue: Security	11%	(14)	17%	(22)	6%	(8)	9%	(12)	57% (75)	131
#1 Issue: Health Care	18%	(53)	22%	(65)	9%	(26)	3%	(9)	49% (145)	297
#1 Issue: Medicare / Social Security	6%	(10)	16%	(28)	8%	(14)	2%	(4)	68% (117)	173
#1 Issue: Women's Issues	19%	(15)	19%	(15)	2%	(2)	6%	(4)	54% (43)	79
#1 Issue: Education	26%	(19)	17%	(12)	5%	(4)	9%	(6)	43% (31)	72
#1 Issue: Other	11%	(13)	11%	(13)	7%	(8)	9%	(10)	63% (73)	116
2018 House Vote: Democrat	21%	(105)	22%	(112)	7%	(34)	3%	(16)	47% (233)	500
2018 House Vote: Republican	8%	(33)	18%	(75)	7%	(28)	9%	(36)	59% (249)	421
2016 Vote: Hillary Clinton	20%	(90)	24%	(108)	7%	(29)	3%	(14)	46% (202)	444
2016 Vote: Donald Trump	8%	(39)	16%	(78)	7%	(32)	9%	(45)	59% (279)	473
2016 Vote: Other	19%	(15)	13%	(11)	6%	(5)	2%	(1)	61% (50)	83
2016 Vote: Didn't Vote	18%	(91)	19%	(94)	7%	(33)	4%	(21)	53% (266)	506
Voted in 2014: Yes	15%	(124)	19%	(158)	8%	(63)	6%	(47)	53% (437)	830
Voted in 2014: No	16%	(111)	20%	(132)	5%	(37)	5%	(34)	53% (361)	675
2012 Vote: Barack Obama	20%	(111)	22%	(124)	7%	(41)	4%	(22)	47% (267)	564
2012 Vote: Mitt Romney	7%	(22)	14%	(44)	8%	(25)	8%	(25)	63% (194)	308
2012 Vote: Other	10%	(6)	21%	(11)	3%	(2)	8%	(5)	57% (31)	54
2012 Vote: Didn't Vote	17%	(98)	19%	(112)	6%	(33)	5%	(29)	53% (304)	576

Continued on next page

Table MCSP7_4: How well do each of the following words describe Stephen Curry?

Funny

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	16%	(236)	19%	(290)	7%	(100)	5%	(81)	53% (798)	1505
4-Region: Northeast	14%	(38)	18%	(47)	4%	(10)	5%	(12)	60% (159)	265
4-Region: Midwest	15%	(47)	19%	(59)	6%	(20)	5%	(15)	55% (173)	315
4-Region: South	16%	(90)	21%	(119)	8%	(44)	6%	(33)	50% (284)	570
4-Region: West	17%	(60)	19%	(66)	7%	(26)	6%	(20)	51% (182)	355
Sports fans	20%	(195)	25%	(246)	9%	(88)	6%	(57)	41% (402)	987
Avid sports fans	28%	(92)	31%	(101)	11%	(35)	8%	(26)	22% (70)	325
Casual sports fans	15%	(102)	22%	(145)	8%	(52)	5%	(31)	50% (332)	662
NFL fans	21%	(195)	25%	(224)	7%	(67)	6%	(51)	41% (371)	907
MLB fans	20%	(154)	25%	(199)	8%	(63)	6%	(45)	41% (319)	780
NBA fans	26%	(180)	32%	(222)	9%	(61)	5%	(37)	27% (182)	682
NHL fans	20%	(105)	27%	(139)	9%	(47)	7%	(34)	37% (190)	514
WNBA fans	27%	(89)	34%	(111)	9%	(28)	2%	(6)	28% (90)	325
College football fans	22%	(161)	26%	(189)	9%	(67)	6%	(43)	38% (278)	739
College basketball fans	24%	(156)	30%	(189)	10%	(63)	6%	(37)	30% (194)	639
Golf fans	19%	(79)	29%	(123)	9%	(39)	7%	(29)	36% (149)	418
Tennis fans	22%	(108)	31%	(152)	9%	(43)	5%	(23)	34% (164)	490
Auto racing fans	20%	(107)	24%	(127)	9%	(49)	7%	(38)	41% (219)	539
Soccer fans	23%	(115)	30%	(149)	8%	(40)	7%	(34)	31% (155)	493
Gymnastics fans	18%	(119)	24%	(162)	6%	(42)	5%	(31)	47% (315)	670
Competitive swimming fans	21%	(97)	27%	(121)	9%	(42)	4%	(19)	38% (170)	449
Basketball players	30%	(51)	34%	(57)	10%	(17)	11%	(19)	14% (23)	166
Basketball fans	26%	(138)	33%	(178)	9%	(47)	7%	(39)	24% (130)	533
Sneaker enthusiasts	24%	(79)	29%	(97)	10%	(32)	7%	(22)	31% (101)	332
Golfers	20%	(26)	31%	(40)	7%	(9)	10%	(13)	33% (43)	131
Athletes	27%	(81)	27%	(79)	7%	(22)	9%	(26)	30% (89)	297
Under Armour: Very fav	27%	(109)	25%	(99)	6%	(25)	5%	(19)	36% (145)	397
Nike: Very fav	26%	(146)	27%	(154)	7%	(41)	5%	(27)	34% (191)	558
Adidas: Very fav	27%	(130)	26%	(123)	6%	(29)	4%	(17)	37% (176)	475
Michael Jordan: Very fav	27%	(141)	29%	(151)	8%	(40)	5%	(25)	32% (168)	526
LeBron James: Very fav	34%	(111)	29%	(93)	8%	(25)	2%	(7)	27% (88)	323

Continued on next page

Table MCSP7_4: How well do each of the following words describe Stephen Curry?
Funny

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	16%	(236)	19%	(290)	7%	(100)	5%	(81)	53%	(798)	1505
Stephen Curry: Very fav	41%	(115)	31%	(87)	6%	(18)	4%	(12)	17%	(47)	279
Jordan Brand: Very fav	38%	(113)	28%	(84)	7%	(20)	3%	(10)	24%	(70)	297
Curry Brand: Very fav	51%	(59)	30%	(35)	4%	(5)	2%	(2)	13%	(15)	116
Under Armour: Favorable	20%	(192)	23%	(224)	7%	(67)	5%	(49)	45%	(442)	975
Nike: Favorable	20%	(210)	23%	(241)	7%	(72)	4%	(45)	45%	(462)	1029
Adidas: Favorable	19%	(207)	23%	(254)	7%	(73)	5%	(52)	47%	(511)	1096
Michael Jordan: Favorable	19%	(198)	24%	(247)	7%	(77)	5%	(54)	45%	(468)	1045
LeBron James: Favorable	23%	(167)	27%	(198)	8%	(58)	3%	(23)	39%	(289)	735
Stephen Curry: Favorable	30%	(196)	30%	(199)	9%	(56)	4%	(26)	27%	(180)	657
Jordan Brand: Favorable	26%	(167)	28%	(178)	8%	(54)	4%	(26)	33%	(213)	637
Curry Brand: Favorable	37%	(131)	36%	(128)	9%	(31)	3%	(12)	15%	(55)	357
Often buy sportswear	28%	(57)	31%	(63)	9%	(18)	7%	(14)	26%	(53)	205
Often/Sometimes buy sportswear	20%	(180)	24%	(220)	8%	(69)	6%	(53)	42%	(382)	903
Familiar with Michael Jordan	16%	(234)	19%	(287)	7%	(100)	5%	(79)	53%	(785)	1486
Familiar with LeBron James	16%	(229)	19%	(277)	7%	(97)	5%	(79)	53%	(754)	1435
Familiar with Steph Curry	19%	(224)	24%	(272)	9%	(98)	6%	(71)	42%	(489)	1155

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

Table MCSP7_5: How well do each of the following words describe Stephen Curry?

Down-to-earth

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	20%	(300)	24%	(362)	5%	(77)	4%	(65)	48%	(735)	1538
Gender: Male	23%	(170)	29%	(215)	6%	(46)	5%	(36)	37%	(280)	746
Gender: Female	16%	(130)	18%	(146)	4%	(31)	4%	(29)	57%	(455)	792
Age: 18-34	24%	(109)	30%	(138)	3%	(13)	2%	(11)	40%	(183)	454
Age: 35-44	22%	(55)	28%	(71)	6%	(16)	6%	(14)	38%	(95)	251
Age: 45-64	18%	(98)	19%	(104)	7%	(38)	5%	(27)	50%	(271)	538
Age: 65+	13%	(40)	16%	(48)	3%	(9)	5%	(13)	63%	(185)	296
GenZers: 1997-2012	20%	(34)	31%	(53)	6%	(10)	3%	(5)	39%	(67)	170
Millennials: 1981-1996	24%	(104)	28%	(121)	4%	(15)	3%	(14)	41%	(177)	431
GenXers: 1965-1980	21%	(77)	24%	(89)	5%	(19)	4%	(16)	46%	(169)	370
Baby Boomers: 1946-1964	16%	(79)	17%	(86)	6%	(29)	6%	(28)	56%	(278)	501
PID: Dem (no lean)	29%	(163)	29%	(163)	3%	(19)	1%	(7)	37%	(206)	558
PID: Ind (no lean)	14%	(74)	19%	(103)	5%	(27)	6%	(31)	56%	(296)	531
PID: Rep (no lean)	14%	(63)	21%	(96)	7%	(30)	6%	(28)	52%	(233)	450
PID/Gender: Dem Men	33%	(87)	39%	(104)	3%	(8)	1%	(3)	24%	(63)	265
PID/Gender: Dem Women	26%	(76)	20%	(59)	4%	(11)	1%	(3)	49%	(144)	293
PID/Gender: Ind Men	17%	(46)	18%	(48)	7%	(17)	7%	(19)	50%	(131)	262
PID/Gender: Ind Women	11%	(29)	20%	(54)	4%	(10)	4%	(12)	61%	(164)	269
PID/Gender: Rep Men	17%	(37)	29%	(63)	9%	(20)	6%	(13)	39%	(86)	219
PID/Gender: Rep Women	11%	(26)	14%	(33)	5%	(11)	6%	(14)	64%	(147)	231
Ideo: Liberal (1-3)	29%	(127)	24%	(105)	3%	(12)	1%	(3)	44%	(193)	439
Ideo: Moderate (4)	18%	(77)	26%	(110)	6%	(26)	4%	(17)	45%	(188)	418
Ideo: Conservative (5-7)	14%	(71)	21%	(110)	6%	(30)	7%	(37)	52%	(266)	514
Educ: < College	19%	(207)	21%	(228)	5%	(51)	4%	(47)	51%	(547)	1079
Educ: Bachelors degree	19%	(55)	30%	(86)	5%	(16)	4%	(11)	42%	(122)	290
Educ: Post-grad	23%	(38)	28%	(48)	6%	(10)	4%	(7)	39%	(65)	169
Income: Under 50k	19%	(164)	22%	(185)	4%	(31)	4%	(35)	51%	(440)	854
Income: 50k-100k	20%	(91)	24%	(110)	5%	(24)	4%	(18)	47%	(213)	455
Income: 100k+	20%	(46)	29%	(66)	10%	(22)	5%	(12)	36%	(82)	229
Ethnicity: White	15%	(185)	22%	(262)	6%	(71)	5%	(57)	52%	(631)	1206
Ethnicity: Hispanic	20%	(52)	38%	(99)	6%	(16)	4%	(11)	31%	(82)	260

Continued on next page

Table MCSP7_5: How well do each of the following words describe Stephen Curry?
Down-to-earth

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	20%	(300)	24%	(362)	5%	(77)	4%	(65)	48%	(735)	1538
Ethnicity: Black	48%	(93)	23%	(44)	1%	(3)	—	(1)	28%	(54)	194
Ethnicity: Other	16%	(22)	40%	(56)	2%	(3)	5%	(7)	36%	(50)	138
All Christian	19%	(134)	25%	(177)	7%	(48)	4%	(31)	45%	(313)	703
All Non-Christian	21%	(15)	34%	(24)	1%	(1)	3%	(2)	41%	(29)	71
Atheist	25%	(20)	26%	(21)	3%	(2)	6%	(5)	40%	(31)	79
Agnostic/Nothing in particular	19%	(72)	17%	(67)	4%	(17)	4%	(16)	56%	(216)	388
Something Else	20%	(59)	24%	(73)	3%	(8)	4%	(12)	49%	(145)	297
Religious Non-Protestant/Catholic	18%	(18)	35%	(33)	2%	(2)	4%	(4)	41%	(39)	95
Evangelical	23%	(85)	24%	(90)	6%	(22)	4%	(16)	44%	(164)	377
Non-Evangelical	18%	(105)	25%	(150)	6%	(33)	4%	(22)	48%	(282)	592
Community: Urban	22%	(90)	28%	(112)	4%	(16)	6%	(25)	40%	(165)	407
Community: Suburban	23%	(166)	23%	(171)	5%	(33)	3%	(23)	46%	(338)	730
Community: Rural	11%	(44)	20%	(79)	7%	(28)	4%	(18)	58%	(232)	401
Employ: Private Sector	22%	(95)	27%	(117)	7%	(30)	5%	(20)	40%	(171)	433
Employ: Government	28%	(26)	23%	(22)	8%	(7)	5%	(5)	37%	(35)	94
Employ: Self-Employed	14%	(17)	36%	(44)	5%	(7)	5%	(7)	39%	(47)	121
Employ: Homemaker	13%	(16)	25%	(31)	6%	(7)	5%	(6)	50%	(61)	122
Employ: Student	31%	(22)	23%	(17)	2%	(1)	2%	(2)	41%	(29)	71
Employ: Retired	14%	(49)	18%	(66)	5%	(17)	5%	(18)	58%	(213)	364
Employ: Unemployed	20%	(47)	22%	(51)	2%	(5)	2%	(4)	54%	(129)	237
Employ: Other	27%	(26)	15%	(15)	1%	(1)	4%	(4)	52%	(50)	97
Military HH: Yes	20%	(51)	21%	(55)	3%	(8)	7%	(17)	50%	(131)	262
Military HH: No	20%	(249)	24%	(306)	5%	(69)	4%	(48)	47%	(604)	1276
RD/WT: Right Direction	21%	(93)	24%	(103)	7%	(31)	7%	(30)	41%	(182)	439
RD/WT: Wrong Track	19%	(208)	23%	(258)	4%	(46)	3%	(35)	50%	(553)	1099
Trump Job Approve	14%	(94)	21%	(134)	6%	(40)	7%	(44)	52%	(338)	649
Trump Job Disapprove	24%	(197)	26%	(215)	4%	(37)	2%	(19)	44%	(361)	829

Continued on next page

Table MCSP7_5: How well do each of the following words describe Stephen Curry?

Down-to-earth

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	20%	(300)	24%	(362)	5%	(77)	4%	(65)	48% (735)	1538
Trump Job Strongly Approve	12%	(47)	17%	(65)	5%	(17)	9%	(34)	57% (215)	378
Trump Job Somewhat Approve	17%	(47)	25%	(69)	8%	(22)	4%	(10)	45% (123)	271
Trump Job Somewhat Disapprove	19%	(29)	25%	(39)	6%	(10)	5%	(7)	45% (69)	155
Trump Job Strongly Disapprove	25%	(168)	26%	(176)	4%	(27)	2%	(12)	43% (292)	674
Favorable of Trump	14%	(92)	20%	(129)	6%	(38)	7%	(47)	53% (343)	650
Unfavorable of Trump	23%	(191)	27%	(225)	5%	(38)	2%	(15)	43% (353)	821
Very Favorable of Trump	14%	(55)	17%	(68)	6%	(23)	10%	(42)	54% (216)	403
Somewhat Favorable of Trump	15%	(37)	25%	(61)	6%	(15)	2%	(6)	52% (127)	246
Somewhat Unfavorable of Trump	18%	(23)	31%	(39)	6%	(8)	3%	(4)	42% (54)	128
Very Unfavorable of Trump	24%	(168)	27%	(185)	4%	(30)	2%	(11)	43% (299)	693
#1 Issue: Economy	20%	(120)	27%	(159)	5%	(31)	4%	(25)	44% (262)	596
#1 Issue: Security	12%	(15)	13%	(15)	9%	(11)	10%	(12)	55% (65)	119
#1 Issue: Health Care	24%	(76)	24%	(76)	5%	(17)	3%	(9)	44% (138)	316
#1 Issue: Medicare / Social Security	15%	(28)	19%	(35)	6%	(12)	3%	(6)	56% (102)	182
#1 Issue: Women's Issues	19%	(16)	21%	(18)	1%	(1)	4%	(4)	54% (45)	83
#1 Issue: Education	16%	(13)	35%	(29)	2%	(2)	2%	(2)	44% (36)	82
#1 Issue: Other	21%	(23)	17%	(19)	1%	(1)	4%	(4)	58% (64)	111
2018 House Vote: Democrat	30%	(154)	26%	(132)	5%	(24)	1%	(7)	39% (199)	517
2018 House Vote: Republican	13%	(54)	18%	(74)	5%	(22)	9%	(40)	55% (230)	420
2016 Vote: Hillary Clinton	28%	(127)	25%	(113)	5%	(24)	1%	(5)	40% (180)	448
2016 Vote: Donald Trump	14%	(68)	19%	(89)	6%	(29)	9%	(41)	52% (248)	476
2016 Vote: Other	19%	(17)	14%	(13)	4%	(3)	5%	(5)	58% (52)	90
2016 Vote: Didn't Vote	17%	(88)	28%	(147)	4%	(20)	3%	(15)	49% (254)	524
Voted in 2014: Yes	21%	(172)	22%	(180)	6%	(47)	5%	(41)	47% (389)	829
Voted in 2014: No	18%	(128)	26%	(182)	4%	(30)	3%	(24)	49% (346)	710
2012 Vote: Barack Obama	27%	(152)	24%	(134)	5%	(28)	2%	(11)	42% (236)	560
2012 Vote: Mitt Romney	9%	(27)	18%	(54)	7%	(22)	10%	(30)	56% (167)	299
2012 Vote: Other	11%	(7)	24%	(14)	3%	(2)	4%	(2)	57% (35)	60
2012 Vote: Didn't Vote	18%	(113)	26%	(160)	4%	(22)	4%	(22)	48% (297)	614

Continued on next page

Table MCSP7_5: How well do each of the following words describe Stephen Curry?
Down-to-earth

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	20%	(300)	24%	(362)	5%	(77)	4%	(65)	48% (735)	1538
4-Region: Northeast	15%	(40)	25%	(65)	5%	(12)	5%	(12)	51% (132)	261
4-Region: Midwest	20%	(59)	21%	(63)	6%	(18)	4%	(11)	50% (151)	303
4-Region: South	21%	(124)	25%	(149)	5%	(32)	4%	(26)	44% (266)	598
4-Region: West	20%	(77)	23%	(85)	4%	(14)	4%	(15)	49% (186)	376
Sports fans	25%	(252)	29%	(285)	6%	(60)	4%	(42)	36% (360)	999
Avid sports fans	41%	(133)	27%	(89)	7%	(23)	6%	(21)	19% (61)	327
Casual sports fans	18%	(119)	29%	(196)	5%	(37)	3%	(20)	45% (300)	672
NFL fans	26%	(242)	28%	(266)	6%	(53)	4%	(40)	36% (341)	942
MLB fans	26%	(211)	29%	(231)	6%	(51)	4%	(30)	35% (282)	806
NBA fans	31%	(229)	33%	(243)	6%	(44)	3%	(25)	26% (190)	732
NHL fans	25%	(133)	31%	(164)	7%	(34)	7%	(34)	30% (159)	525
WNBA fans	38%	(134)	30%	(106)	6%	(21)	3%	(11)	23% (79)	351
College football fans	27%	(214)	30%	(234)	6%	(50)	5%	(37)	32% (254)	790
College basketball fans	28%	(185)	34%	(220)	8%	(52)	4%	(27)	26% (168)	652
Golf fans	29%	(132)	27%	(124)	8%	(36)	6%	(25)	30% (137)	454
Tennis fans	28%	(138)	34%	(167)	6%	(29)	4%	(19)	29% (145)	497
Auto racing fans	24%	(139)	25%	(147)	8%	(48)	6%	(36)	37% (213)	583
Soccer fans	27%	(137)	36%	(184)	6%	(32)	5%	(24)	26% (132)	508
Gymnastics fans	23%	(162)	26%	(186)	6%	(39)	3%	(23)	42% (297)	706
Competitive swimming fans	29%	(136)	27%	(126)	6%	(28)	4%	(21)	33% (151)	462
Basketball players	42%	(75)	37%	(66)	4%	(7)	4%	(6)	13% (24)	179
Basketball fans	35%	(193)	32%	(177)	4%	(25)	5%	(26)	24% (131)	552
Sneaker enthusiasts	29%	(93)	35%	(112)	7%	(21)	4%	(13)	25% (79)	317
Golfers	22%	(33)	30%	(44)	7%	(10)	8%	(12)	33% (48)	148
Athletes	34%	(100)	32%	(95)	6%	(17)	3%	(9)	25% (74)	295
Under Armour: Very fav	37%	(156)	22%	(93)	3%	(13)	4%	(16)	33% (138)	417
Nike: Very fav	35%	(193)	27%	(145)	3%	(19)	2%	(13)	32% (178)	548
Adidas: Very fav	34%	(162)	24%	(113)	4%	(20)	3%	(16)	35% (170)	481
Michael Jordan: Very fav	36%	(190)	31%	(161)	3%	(17)	2%	(10)	28% (146)	524
LeBron James: Very fav	47%	(160)	27%	(90)	1%	(3)	2%	(5)	24% (80)	338

Continued on next page

Table MCSP7_5: How well do each of the following words describe Stephen Curry?

Down-to-earth

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	20%	(300)	24%	(362)	5%	(77)	4%	(65)	48%	(735)	1538
Stephen Curry: Very fav	61%	(180)	26%	(78)	2%	(5)	1%	(3)	10%	(30)	294
Jordan Brand: Very fav	55%	(155)	22%	(62)	2%	(7)	2%	(5)	19%	(55)	283
Curry Brand: Very fav	71%	(88)	21%	(26)	2%	(2)	1%	(2)	5%	(6)	124
Under Armour: Favorable	25%	(253)	26%	(262)	5%	(52)	4%	(38)	41%	(419)	1025
Nike: Favorable	26%	(265)	27%	(273)	4%	(41)	3%	(32)	40%	(413)	1024
Adidas: Favorable	24%	(270)	25%	(283)	5%	(53)	4%	(44)	42%	(464)	1114
Michael Jordan: Favorable	25%	(267)	27%	(282)	5%	(55)	3%	(37)	39%	(415)	1056
LeBron James: Favorable	31%	(234)	29%	(218)	5%	(40)	2%	(12)	34%	(255)	760
Stephen Curry: Favorable	38%	(255)	36%	(240)	5%	(34)	2%	(11)	19%	(125)	665
Jordan Brand: Favorable	34%	(215)	29%	(182)	5%	(34)	3%	(18)	28%	(176)	625
Curry Brand: Favorable	50%	(174)	36%	(126)	6%	(21)	2%	(7)	6%	(23)	351
Often buy sportswear	36%	(75)	30%	(64)	4%	(7)	7%	(14)	24%	(50)	210
Often/Sometimes buy sportswear	24%	(224)	28%	(261)	6%	(55)	3%	(30)	38%	(355)	925
Familiar with Michael Jordan	20%	(299)	24%	(358)	5%	(77)	4%	(63)	47%	(720)	1517
Familiar with LeBron James	20%	(297)	24%	(347)	5%	(74)	4%	(63)	47%	(692)	1474
Familiar with Steph Curry	24%	(289)	28%	(340)	6%	(74)	5%	(58)	36%	(434)	1194

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

Table MCSP7_6: How well do each of the following words describe Stephen Curry?
Adorable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	14%	(198)	18%	(256)	9%	(128)	9%	(132)	51%	(741)	1455
Gender: Male	12%	(86)	20%	(141)	12%	(80)	11%	(74)	45%	(313)	695
Gender: Female	15%	(112)	15%	(115)	6%	(48)	8%	(57)	56%	(428)	760
Age: 18-34	17%	(77)	24%	(106)	8%	(37)	7%	(33)	44%	(196)	449
Age: 35-44	26%	(61)	19%	(45)	7%	(17)	8%	(19)	40%	(95)	237
Age: 45-64	9%	(43)	12%	(58)	11%	(51)	12%	(56)	56%	(266)	474
Age: 65+	6%	(18)	16%	(47)	8%	(22)	8%	(24)	62%	(184)	294
GenZers: 1997-2012	21%	(35)	20%	(35)	12%	(20)	6%	(10)	42%	(71)	171
Millennials: 1981-1996	19%	(79)	22%	(93)	7%	(28)	9%	(39)	43%	(177)	416
GenXers: 1965-1980	15%	(50)	16%	(54)	10%	(34)	7%	(25)	52%	(179)	342
Baby Boomers: 1946-1964	7%	(33)	13%	(61)	8%	(38)	12%	(54)	60%	(273)	458
PID: Dem (no lean)	21%	(117)	21%	(113)	8%	(45)	8%	(42)	42%	(227)	543
PID: Ind (no lean)	7%	(37)	17%	(82)	8%	(38)	9%	(46)	59%	(292)	494
PID: Rep (no lean)	11%	(45)	14%	(60)	11%	(45)	11%	(45)	53%	(222)	417
PID/Gender: Dem Men	18%	(46)	27%	(68)	10%	(27)	9%	(24)	36%	(92)	256
PID/Gender: Dem Women	25%	(70)	16%	(45)	6%	(18)	6%	(18)	47%	(135)	287
PID/Gender: Ind Men	8%	(18)	16%	(37)	12%	(27)	12%	(27)	53%	(122)	231
PID/Gender: Ind Women	7%	(19)	17%	(45)	4%	(11)	7%	(19)	64%	(169)	263
PID/Gender: Rep Men	11%	(22)	17%	(36)	13%	(27)	12%	(24)	48%	(99)	207
PID/Gender: Rep Women	11%	(23)	12%	(25)	9%	(18)	10%	(20)	59%	(124)	210
Ideo: Liberal (1-3)	18%	(73)	21%	(88)	8%	(32)	8%	(31)	45%	(184)	408
Ideo: Moderate (4)	15%	(65)	17%	(73)	10%	(42)	8%	(34)	49%	(208)	422
Ideo: Conservative (5-7)	10%	(47)	17%	(77)	10%	(46)	12%	(57)	51%	(238)	465
Educ: < College	13%	(126)	16%	(160)	8%	(78)	9%	(89)	54%	(529)	982
Educ: Bachelors degree	13%	(40)	20%	(61)	10%	(32)	11%	(33)	46%	(142)	307
Educ: Post-grad	20%	(33)	21%	(35)	11%	(17)	6%	(10)	43%	(70)	165
Income: Under 50k	13%	(109)	16%	(130)	7%	(53)	9%	(70)	56%	(453)	816
Income: 50k-100k	11%	(46)	19%	(79)	11%	(45)	12%	(50)	48%	(205)	425
Income: 100k+	20%	(43)	22%	(46)	14%	(29)	6%	(12)	39%	(83)	214
Ethnicity: White	10%	(109)	17%	(190)	9%	(101)	10%	(112)	55%	(626)	1138
Ethnicity: Hispanic	15%	(37)	23%	(58)	9%	(23)	12%	(31)	40%	(101)	252

Continued on next page

Table MCSP7_6: How well do each of the following words describe Stephen Curry?
Adorable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	14%	(198)	18%	(256)	9%	(128)	9%	(132)	51% (741)	1455
Ethnicity: Black	33%	(57)	23%	(39)	10%	(18)	4%	(6)	30% (52)	172
Ethnicity: Other	23%	(33)	18%	(26)	6%	(9)	9%	(14)	44% (63)	145
All Christian	14%	(94)	17%	(119)	11%	(73)	11%	(78)	47% (322)	686
All Non-Christian	19%	(13)	13%	(9)	12%	(8)	6%	(4)	50% (34)	69
Atheist	22%	(16)	20%	(14)	3%	(2)	10%	(7)	45% (33)	72
Agnostic/Nothing in particular	8%	(29)	19%	(72)	9%	(32)	8%	(31)	56% (208)	372
Something Else	18%	(46)	16%	(41)	5%	(13)	5%	(12)	56% (144)	256
Religious Non-Protestant/Catholic	16%	(15)	13%	(12)	11%	(10)	6%	(5)	53% (47)	89
Evangelical	18%	(62)	17%	(57)	10%	(32)	10%	(34)	45% (154)	340
Non-Evangelical	13%	(77)	17%	(97)	8%	(46)	10%	(55)	52% (298)	572
Community: Urban	19%	(76)	21%	(84)	7%	(28)	10%	(39)	43% (170)	397
Community: Suburban	11%	(78)	19%	(129)	10%	(67)	9%	(63)	51% (345)	683
Community: Rural	12%	(44)	11%	(42)	9%	(32)	8%	(30)	60% (226)	374
Employ: Private Sector	18%	(73)	19%	(76)	10%	(42)	11%	(45)	41% (163)	398
Employ: Government	17%	(16)	19%	(18)	8%	(7)	8%	(7)	48% (45)	94
Employ: Self-Employed	21%	(28)	17%	(22)	14%	(18)	11%	(14)	38% (51)	134
Employ: Homemaker	8%	(9)	15%	(17)	10%	(11)	8%	(9)	57% (62)	108
Employ: Student	18%	(12)	18%	(12)	10%	(7)	4%	(3)	50% (33)	67
Employ: Retired	7%	(23)	15%	(51)	7%	(23)	11%	(38)	61% (208)	344
Employ: Unemployed	11%	(25)	21%	(45)	6%	(12)	4%	(9)	58% (127)	219
Employ: Other	13%	(12)	16%	(14)	7%	(7)	6%	(6)	57% (52)	91
Military HH: Yes	11%	(27)	13%	(34)	9%	(23)	12%	(32)	55% (138)	254
Military HH: No	14%	(171)	18%	(222)	9%	(104)	8%	(100)	50% (602)	1201
RD/WT: Right Direction	18%	(75)	19%	(82)	9%	(39)	11%	(47)	43% (181)	425
RD/WT: Wrong Track	12%	(124)	17%	(173)	9%	(88)	8%	(85)	54% (559)	1030
Trump Job Approve	9%	(50)	16%	(94)	10%	(57)	11%	(62)	55% (324)	588
Trump Job Disapprove	17%	(136)	19%	(153)	9%	(70)	9%	(69)	47% (381)	808

Continued on next page

Table MCSP7_6: How well do each of the following words describe Stephen Curry?

Adorable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	14%	(198)	18%	(256)	9%	(128)	9%	(132)	51% (741)	1455
Trump Job Strongly Approve	8%	(29)	11%	(38)	9%	(30)	14%	(47)	58% (198)	341
Trump Job Somewhat Approve	9%	(21)	23%	(57)	11%	(27)	6%	(15)	51% (126)	247
Trump Job Somewhat Disapprove	14%	(23)	20%	(33)	14%	(23)	8%	(13)	45% (76)	168
Trump Job Strongly Disapprove	18%	(112)	19%	(120)	7%	(47)	9%	(56)	48% (306)	640
Favorable of Trump	10%	(55)	14%	(80)	9%	(53)	11%	(65)	56% (324)	579
Unfavorable of Trump	16%	(132)	19%	(154)	9%	(74)	8%	(65)	47% (379)	805
Very Favorable of Trump	10%	(35)	11%	(39)	8%	(31)	14%	(50)	58% (211)	366
Somewhat Favorable of Trump	10%	(20)	20%	(42)	11%	(23)	7%	(15)	53% (113)	213
Somewhat Unfavorable of Trump	14%	(19)	22%	(31)	18%	(24)	5%	(7)	41% (56)	137
Very Unfavorable of Trump	17%	(113)	18%	(123)	8%	(50)	9%	(58)	48% (323)	668
#1 Issue: Economy	13%	(73)	20%	(115)	10%	(55)	9%	(50)	49% (280)	574
#1 Issue: Security	16%	(20)	6%	(8)	7%	(9)	17%	(21)	53% (65)	124
#1 Issue: Health Care	13%	(36)	21%	(58)	8%	(22)	8%	(23)	49% (135)	274
#1 Issue: Medicare / Social Security	10%	(16)	14%	(23)	10%	(17)	5%	(9)	62% (105)	170
#1 Issue: Women's Issues	19%	(16)	23%	(20)	3%	(3)	10%	(8)	46% (39)	85
#1 Issue: Education	26%	(20)	16%	(13)	12%	(9)	3%	(3)	43% (34)	79
#1 Issue: Other	13%	(13)	12%	(12)	7%	(7)	11%	(12)	58% (60)	104
2018 House Vote: Democrat	17%	(86)	22%	(111)	9%	(45)	10%	(50)	41% (204)	497
2018 House Vote: Republican	9%	(35)	14%	(58)	9%	(38)	13%	(53)	55% (220)	404
2016 Vote: Hillary Clinton	18%	(77)	20%	(86)	9%	(40)	9%	(41)	44% (192)	435
2016 Vote: Donald Trump	9%	(40)	14%	(64)	11%	(47)	14%	(63)	52% (233)	447
2016 Vote: Other	8%	(8)	24%	(22)	8%	(7)	8%	(7)	53% (49)	94
2016 Vote: Didn't Vote	16%	(74)	17%	(83)	7%	(33)	4%	(21)	56% (266)	477
Voted in 2014: Yes	13%	(104)	18%	(141)	10%	(81)	12%	(94)	48% (382)	802
Voted in 2014: No	14%	(94)	18%	(115)	7%	(47)	6%	(38)	55% (359)	652
2012 Vote: Barack Obama	15%	(82)	20%	(107)	9%	(49)	9%	(50)	46% (244)	533
2012 Vote: Mitt Romney	7%	(19)	13%	(38)	11%	(34)	14%	(43)	55% (162)	295
2012 Vote: Other	7%	(4)	16%	(9)	11%	(6)	8%	(4)	58% (31)	53
2012 Vote: Didn't Vote	16%	(92)	18%	(100)	6%	(36)	6%	(35)	54% (304)	567

Continued on next page

Table MCSP7_6: How well do each of the following words describe Stephen Curry?

Adorable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	14%	(198)	18%	(256)	9%	(128)	9%	(132)	51% (741)	1455
4-Region: Northeast	13%	(35)	19%	(51)	8%	(21)	10%	(25)	50% (131)	263
4-Region: Midwest	10%	(29)	16%	(48)	9%	(27)	10%	(29)	56% (168)	301
4-Region: South	14%	(76)	17%	(91)	10%	(53)	10%	(52)	49% (264)	535
4-Region: West	16%	(59)	19%	(66)	7%	(26)	7%	(26)	50% (178)	355
Sports fans	17%	(163)	21%	(200)	11%	(106)	9%	(82)	41% (383)	934
Avid sports fans	28%	(85)	26%	(78)	16%	(47)	10%	(32)	20% (60)	301
Casual sports fans	12%	(79)	19%	(122)	9%	(59)	8%	(51)	51% (323)	633
NFL fans	18%	(160)	21%	(184)	11%	(95)	9%	(83)	41% (367)	889
MLB fans	20%	(145)	20%	(147)	12%	(86)	9%	(65)	39% (282)	726
NBA fans	23%	(152)	25%	(168)	12%	(83)	8%	(56)	32% (212)	670
NHL fans	18%	(87)	21%	(101)	14%	(67)	11%	(55)	36% (175)	485
WNBA fans	31%	(97)	26%	(83)	8%	(25)	7%	(21)	28% (90)	316
College football fans	18%	(132)	22%	(158)	13%	(95)	9%	(63)	39% (283)	730
College basketball fans	19%	(117)	25%	(149)	13%	(81)	9%	(55)	34% (205)	607
Golf fans	19%	(77)	25%	(100)	13%	(52)	10%	(39)	34% (137)	406
Tennis fans	24%	(110)	23%	(103)	12%	(55)	8%	(34)	33% (147)	448
Auto racing fans	19%	(98)	21%	(107)	12%	(62)	11%	(56)	38% (199)	522
Soccer fans	22%	(105)	24%	(117)	11%	(51)	9%	(42)	34% (162)	477
Gymnastics fans	19%	(122)	18%	(118)	10%	(63)	7%	(45)	46% (291)	639
Competitive swimming fans	20%	(84)	24%	(100)	12%	(49)	7%	(30)	38% (159)	423
Basketball players	30%	(51)	32%	(54)	11%	(18)	8%	(14)	20% (34)	171
Basketball fans	23%	(118)	27%	(140)	12%	(61)	8%	(42)	30% (153)	516
Sneaker enthusiasts	24%	(70)	21%	(60)	14%	(40)	8%	(23)	34% (98)	292
Golfers	19%	(24)	25%	(32)	13%	(16)	17%	(22)	26% (33)	128
Athletes	29%	(79)	25%	(68)	9%	(26)	10%	(29)	27% (75)	276
Under Armour: Very fav	27%	(106)	20%	(78)	9%	(33)	8%	(32)	36% (139)	388
Nike: Very fav	27%	(139)	20%	(101)	9%	(48)	6%	(33)	38% (196)	517
Adidas: Very fav	28%	(119)	22%	(95)	9%	(39)	5%	(24)	36% (157)	434
Michael Jordan: Very fav	27%	(134)	21%	(103)	10%	(49)	7%	(35)	35% (172)	493
LeBron James: Very fav	32%	(100)	27%	(83)	8%	(24)	4%	(14)	29% (90)	312

Continued on next page

Table MCSP7_6: How well do each of the following words describe Stephen Curry?
Adorable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	14%	(198)	18%	(256)	9%	(128)	9%	(132)	51% (741)	1455
Stephen Curry: Very fav	44%	(122)	26%	(72)	8%	(23)	4%	(12)	18% (51)	280
Jordan Brand: Very fav	36%	(94)	24%	(62)	11%	(28)	4%	(10)	26% (67)	261
Curry Brand: Very fav	60%	(68)	28%	(32)	5%	(6)	1%	(1)	6% (7)	114
Under Armour: Favorable	17%	(166)	20%	(192)	10%	(94)	10%	(93)	44% (427)	972
Nike: Favorable	18%	(183)	20%	(199)	9%	(86)	8%	(78)	45% (442)	988
Adidas: Favorable	18%	(186)	21%	(218)	10%	(101)	9%	(92)	44% (465)	1061
Michael Jordan: Favorable	18%	(179)	21%	(216)	10%	(100)	8%	(86)	43% (435)	1016
LeBron James: Favorable	21%	(151)	24%	(170)	10%	(71)	7%	(52)	38% (272)	717
Stephen Curry: Favorable	27%	(169)	29%	(179)	11%	(71)	8%	(49)	25% (158)	626
Jordan Brand: Favorable	25%	(145)	24%	(142)	10%	(61)	9%	(53)	32% (186)	587
Curry Brand: Favorable	36%	(112)	33%	(102)	12%	(37)	7%	(22)	12% (39)	311
Often buy sportswear	31%	(63)	19%	(40)	8%	(17)	8%	(16)	34% (70)	206
Often/Sometimes buy sportswear	19%	(165)	20%	(176)	10%	(85)	8%	(72)	42% (366)	863
Familiar with Michael Jordan	14%	(197)	17%	(251)	9%	(128)	9%	(131)	51% (734)	1441
Familiar with LeBron James	14%	(194)	18%	(247)	9%	(123)	9%	(130)	50% (703)	1397
Familiar with Steph Curry	17%	(188)	21%	(238)	11%	(125)	10%	(115)	41% (455)	1121

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

Table MCSP7_7: How well do each of the following words describe Stephen Curry?
Charitable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	20%	(296)	19%	(279)	4%	(53)	3%	(48)	54%	(798)	1474
Gender: Male	22%	(154)	23%	(165)	5%	(33)	5%	(34)	46%	(322)	708
Gender: Female	19%	(142)	15%	(114)	3%	(20)	2%	(14)	62%	(476)	766
Age: 18-34	26%	(114)	22%	(98)	5%	(20)	2%	(10)	45%	(198)	441
Age: 35-44	24%	(58)	23%	(55)	5%	(12)	2%	(5)	46%	(109)	238
Age: 45-64	18%	(88)	16%	(77)	2%	(12)	6%	(29)	58%	(289)	495
Age: 65+	12%	(37)	16%	(48)	3%	(9)	1%	(4)	67%	(201)	300
GenZers: 1997-2012	34%	(61)	19%	(35)	5%	(9)	3%	(6)	39%	(71)	182
Millennials: 1981-1996	21%	(82)	24%	(95)	5%	(20)	2%	(8)	48%	(190)	394
GenXers: 1965-1980	22%	(74)	19%	(65)	3%	(10)	4%	(12)	53%	(182)	343
Baby Boomers: 1946-1964	15%	(73)	14%	(70)	2%	(10)	4%	(21)	64%	(316)	491
PID: Dem (no lean)	28%	(145)	24%	(126)	3%	(17)	2%	(8)	44%	(228)	524
PID: Ind (no lean)	19%	(93)	13%	(67)	3%	(16)	3%	(15)	61%	(305)	497
PID: Rep (no lean)	13%	(59)	19%	(86)	4%	(20)	5%	(25)	58%	(264)	453
PID/Gender: Dem Men	27%	(66)	31%	(75)	4%	(10)	2%	(6)	35%	(84)	241
PID/Gender: Dem Women	28%	(78)	18%	(51)	2%	(7)	1%	(2)	51%	(145)	283
PID/Gender: Ind Men	22%	(53)	16%	(39)	4%	(10)	4%	(9)	55%	(133)	244
PID/Gender: Ind Women	16%	(40)	11%	(28)	3%	(7)	2%	(6)	68%	(172)	252
PID/Gender: Rep Men	16%	(35)	23%	(51)	6%	(13)	8%	(19)	47%	(105)	223
PID/Gender: Rep Women	10%	(24)	15%	(35)	3%	(7)	3%	(6)	69%	(159)	230
Ideo: Liberal (1-3)	26%	(109)	19%	(76)	3%	(11)	1%	(5)	51%	(210)	411
Ideo: Moderate (4)	22%	(91)	22%	(93)	4%	(18)	3%	(14)	48%	(202)	418
Ideo: Conservative (5-7)	12%	(59)	19%	(92)	3%	(14)	6%	(27)	59%	(281)	472
Educ: < College	18%	(178)	17%	(172)	4%	(41)	3%	(33)	58%	(576)	999
Educ: Bachelors degree	24%	(74)	22%	(68)	2%	(5)	3%	(10)	49%	(153)	311
Educ: Post-grad	27%	(44)	24%	(39)	4%	(7)	3%	(5)	42%	(70)	164
Income: Under 50k	20%	(162)	16%	(132)	4%	(30)	4%	(33)	56%	(457)	814
Income: 50k-100k	18%	(77)	20%	(86)	3%	(11)	2%	(9)	56%	(238)	421
Income: 100k+	24%	(58)	25%	(61)	5%	(13)	2%	(6)	43%	(103)	239
Ethnicity: White	15%	(176)	19%	(216)	3%	(32)	4%	(42)	60%	(691)	1158
Ethnicity: Hispanic	21%	(50)	20%	(47)	7%	(16)	6%	(13)	46%	(108)	235

Continued on next page

Table MCSP7_7: How well do each of the following words describe Stephen Curry?
Charitable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	20%	(296)	19%	(279)	4%	(53)	3%	(48)	54% (798)	1474
Ethnicity: Black	46%	(84)	18%	(33)	5%	(8)	1%	(3)	30% (55)	183
Ethnicity: Other	27%	(37)	22%	(30)	9%	(13)	2%	(3)	39% (52)	134
All Christian	20%	(142)	20%	(137)	4%	(27)	4%	(31)	51% (355)	692
All Non-Christian	22%	(14)	31%	(20)	2%	(1)	1%	(1)	43% (29)	66
Atheist	27%	(19)	19%	(13)	2%	(1)	3%	(2)	49% (35)	71
Agnostic/Nothing in particular	14%	(54)	19%	(70)	3%	(11)	2%	(8)	62% (233)	377
Something Else	25%	(67)	14%	(38)	5%	(12)	2%	(6)	54% (146)	269
Religious Non-Protestant/Catholic	19%	(18)	30%	(27)	3%	(3)	1%	(1)	47% (43)	92
Evangelical	21%	(77)	17%	(63)	4%	(15)	6%	(21)	51% (184)	360
Non-Evangelical	23%	(127)	18%	(100)	4%	(22)	3%	(16)	53% (300)	565
Community: Urban	21%	(82)	19%	(73)	5%	(18)	6%	(24)	49% (187)	383
Community: Suburban	22%	(154)	20%	(138)	2%	(14)	2%	(11)	54% (374)	690
Community: Rural	15%	(61)	17%	(68)	5%	(22)	3%	(13)	59% (237)	401
Employ: Private Sector	24%	(91)	24%	(93)	5%	(18)	4%	(14)	44% (171)	387
Employ: Government	39%	(37)	14%	(14)	3%	(2)	4%	(4)	40% (38)	95
Employ: Self-Employed	20%	(26)	20%	(25)	7%	(9)	3%	(4)	49% (62)	127
Employ: Homemaker	17%	(17)	23%	(23)	2%	(2)	3%	(3)	55% (56)	102
Employ: Student	33%	(25)	15%	(12)	4%	(3)	2%	(2)	45% (34)	76
Employ: Retired	13%	(48)	15%	(55)	4%	(13)	4%	(14)	64% (234)	364
Employ: Unemployed	15%	(35)	18%	(41)	1%	(3)	2%	(4)	64% (143)	226
Employ: Other	17%	(17)	17%	(16)	4%	(3)	2%	(2)	60% (59)	98
Military HH: Yes	16%	(42)	16%	(41)	4%	(10)	3%	(7)	61% (157)	257
Military HH: No	21%	(254)	20%	(237)	4%	(44)	3%	(41)	53% (641)	1217
RD/WT: Right Direction	22%	(98)	21%	(94)	5%	(21)	4%	(20)	48% (215)	448
RD/WT: Wrong Track	19%	(198)	18%	(185)	3%	(32)	3%	(28)	57% (583)	1027
Trump Job Approve	13%	(76)	18%	(105)	4%	(24)	5%	(29)	60% (357)	591
Trump Job Disapprove	25%	(203)	20%	(164)	3%	(27)	2%	(18)	49% (397)	810

Continued on next page

Table MCSP7_7: How well do each of the following words describe Stephen Curry?
Charitable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	20%	(296)	19%	(279)	4%	(53)	3%	(48)	54%	(798)	1474
Trump Job Strongly Approve	9%	(33)	17%	(62)	3%	(12)	6%	(22)	64%	(234)	363
Trump Job Somewhat Approve	19%	(43)	19%	(43)	5%	(12)	3%	(6)	54%	(124)	229
Trump Job Somewhat Disapprove	30%	(46)	19%	(30)	2%	(3)	4%	(6)	45%	(69)	154
Trump Job Strongly Disapprove	24%	(157)	21%	(135)	4%	(24)	2%	(12)	50%	(328)	656
Favorable of Trump	14%	(82)	18%	(109)	4%	(24)	5%	(28)	60%	(361)	604
Unfavorable of Trump	25%	(199)	20%	(158)	4%	(29)	2%	(20)	49%	(390)	795
Very Favorable of Trump	14%	(53)	16%	(63)	5%	(18)	6%	(22)	60%	(236)	393
Somewhat Favorable of Trump	14%	(29)	22%	(45)	3%	(6)	3%	(6)	59%	(125)	211
Somewhat Unfavorable of Trump	32%	(43)	25%	(34)	1%	(1)	2%	(3)	39%	(52)	134
Very Unfavorable of Trump	23%	(155)	19%	(124)	4%	(28)	3%	(17)	51%	(338)	661
#1 Issue: Economy	19%	(104)	21%	(115)	3%	(18)	5%	(26)	53%	(295)	557
#1 Issue: Security	14%	(18)	15%	(18)	3%	(4)	5%	(6)	63%	(76)	122
#1 Issue: Health Care	26%	(77)	21%	(61)	5%	(14)	2%	(7)	46%	(136)	295
#1 Issue: Medicare / Social Security	16%	(28)	15%	(27)	3%	(5)	1%	(3)	65%	(117)	180
#1 Issue: Women's Issues	27%	(21)	15%	(12)	1%	(1)	3%	(2)	53%	(40)	76
#1 Issue: Education	32%	(26)	22%	(17)	3%	(3)	2%	(2)	40%	(32)	80
#1 Issue: Other	13%	(16)	18%	(21)	6%	(7)	1%	(1)	62%	(76)	121
2018 House Vote: Democrat	29%	(137)	20%	(94)	1%	(7)	1%	(6)	48%	(222)	466
2018 House Vote: Republican	12%	(48)	18%	(73)	5%	(19)	5%	(20)	61%	(252)	412
2016 Vote: Hillary Clinton	29%	(125)	22%	(94)	3%	(11)	—	(2)	46%	(201)	433
2016 Vote: Donald Trump	11%	(52)	20%	(91)	3%	(14)	6%	(27)	59%	(267)	451
2016 Vote: Other	12%	(9)	13%	(10)	3%	(2)	3%	(2)	69%	(52)	75
2016 Vote: Didn't Vote	21%	(110)	16%	(84)	5%	(24)	3%	(17)	54%	(278)	514
Voted in 2014: Yes	19%	(156)	21%	(170)	3%	(20)	4%	(29)	53%	(427)	802
Voted in 2014: No	21%	(141)	16%	(108)	5%	(33)	3%	(19)	55%	(371)	672
2012 Vote: Barack Obama	26%	(144)	21%	(115)	2%	(13)	2%	(13)	48%	(262)	547
2012 Vote: Mitt Romney	10%	(30)	19%	(55)	4%	(11)	5%	(16)	62%	(185)	297
2012 Vote: Other	11%	(7)	27%	(17)	—	(0)	3%	(2)	59%	(36)	61
2012 Vote: Didn't Vote	20%	(115)	16%	(91)	5%	(27)	3%	(18)	56%	(314)	565

Continued on next page

Table MCSP7_7: How well do each of the following words describe Stephen Curry?
Charitable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	20%	(296)	19%	(279)	4%	(53)	3%	(48)	54%	(798)	1474
4-Region: Northeast	19%	(50)	25%	(67)	2%	(5)	4%	(12)	50%	(133)	266
4-Region: Midwest	19%	(56)	20%	(59)	3%	(8)	4%	(12)	55%	(166)	300
4-Region: South	21%	(114)	19%	(104)	5%	(25)	2%	(10)	54%	(296)	548
4-Region: West	21%	(77)	14%	(49)	4%	(16)	4%	(15)	56%	(203)	361
Sports fans	26%	(242)	25%	(236)	4%	(38)	3%	(26)	43%	(406)	948
Avid sports fans	38%	(116)	28%	(85)	6%	(19)	3%	(10)	24%	(72)	302
Casual sports fans	19%	(126)	23%	(151)	3%	(19)	3%	(16)	52%	(334)	646
NFL fans	27%	(235)	23%	(202)	4%	(34)	3%	(28)	43%	(378)	878
MLB fans	27%	(199)	25%	(181)	4%	(32)	4%	(27)	41%	(299)	737
NBA fans	34%	(219)	27%	(176)	5%	(33)	4%	(24)	30%	(197)	649
NHL fans	25%	(122)	28%	(141)	5%	(24)	4%	(19)	38%	(189)	495
WNBA fans	39%	(118)	25%	(77)	6%	(18)	2%	(7)	28%	(84)	304
College football fans	28%	(205)	26%	(188)	4%	(33)	4%	(27)	39%	(284)	736
College basketball fans	29%	(177)	29%	(176)	5%	(33)	4%	(26)	32%	(194)	606
Golf fans	28%	(123)	27%	(120)	5%	(21)	3%	(15)	37%	(165)	443
Tennis fans	31%	(148)	25%	(119)	5%	(22)	3%	(16)	35%	(165)	470
Auto racing fans	23%	(120)	24%	(128)	6%	(31)	4%	(23)	43%	(224)	526
Soccer fans	31%	(148)	30%	(141)	5%	(26)	3%	(15)	30%	(143)	473
Gymnastics fans	25%	(171)	23%	(152)	4%	(28)	2%	(14)	46%	(309)	673
Competitive swimming fans	28%	(116)	30%	(122)	3%	(12)	2%	(10)	37%	(151)	411
Basketball players	43%	(66)	33%	(50)	6%	(9)	2%	(2)	17%	(26)	153
Basketball fans	35%	(169)	30%	(148)	5%	(23)	3%	(12)	27%	(133)	486
Sneaker enthusiasts	28%	(85)	33%	(99)	7%	(22)	4%	(13)	28%	(84)	302
Golfers	25%	(35)	29%	(40)	6%	(8)	6%	(8)	35%	(48)	138
Athletes	36%	(99)	24%	(65)	6%	(16)	3%	(8)	31%	(86)	274
Under Armour: Very fav	34%	(126)	18%	(65)	5%	(18)	3%	(10)	41%	(153)	373
Nike: Very fav	34%	(184)	22%	(117)	5%	(28)	1%	(6)	38%	(200)	534
Adidas: Very fav	33%	(143)	21%	(93)	6%	(24)	2%	(11)	38%	(167)	438
Michael Jordan: Very fav	35%	(174)	27%	(131)	5%	(23)	2%	(10)	31%	(155)	493
LeBron James: Very fav	45%	(133)	21%	(62)	4%	(12)	—	(1)	30%	(87)	295

Continued on next page

Table MCSP7_7: How well do each of the following words describe Stephen Curry?
Charitable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	20%	(296)	19%	(279)	4%	(53)	3%	(48)	54%	(798)	1474
Stephen Curry: Very fav	61%	(165)	19%	(50)	4%	(12)	—	(0)	15%	(41)	268
Jordan Brand: Very fav	46%	(116)	25%	(63)	4%	(9)	2%	(5)	23%	(59)	252
Curry Brand: Very fav	67%	(65)	23%	(22)	1%	(1)	—	(0)	8%	(8)	97
Under Armour: Favorable	25%	(236)	22%	(209)	3%	(32)	3%	(30)	47%	(447)	954
Nike: Favorable	26%	(257)	22%	(215)	4%	(41)	2%	(18)	47%	(467)	996
Adidas: Favorable	24%	(252)	22%	(229)	4%	(40)	2%	(26)	48%	(500)	1047
Michael Jordan: Favorable	25%	(249)	24%	(240)	4%	(43)	2%	(16)	46%	(464)	1012
LeBron James: Favorable	30%	(214)	26%	(184)	4%	(28)	1%	(6)	39%	(273)	705
Stephen Curry: Favorable	39%	(249)	29%	(186)	4%	(24)	2%	(14)	26%	(163)	636
Jordan Brand: Favorable	32%	(185)	28%	(160)	3%	(18)	2%	(12)	35%	(199)	574
Curry Brand: Favorable	47%	(137)	32%	(93)	2%	(7)	4%	(11)	14%	(42)	289
Often buy sportswear	36%	(71)	30%	(60)	5%	(10)	3%	(7)	26%	(51)	200
Often/Sometimes buy sportswear	26%	(222)	23%	(197)	4%	(37)	3%	(29)	43%	(364)	849
Familiar with Michael Jordan	20%	(294)	19%	(278)	4%	(53)	3%	(47)	54%	(784)	1456
Familiar with LeBron James	20%	(284)	19%	(271)	4%	(53)	3%	(47)	53%	(749)	1404
Familiar with Steph Curry	25%	(278)	24%	(266)	4%	(49)	4%	(44)	43%	(483)	1120

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

Table MCSP7_8: How well do each of the following words describe Stephen Curry?
Good-looking

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	19%	(278)	22%	(320)	5%	(77)	5%	(79)	48%	(690)	1443
Gender: Male	19%	(132)	25%	(173)	6%	(40)	7%	(50)	42%	(288)	683
Gender: Female	19%	(146)	19%	(147)	5%	(36)	4%	(29)	53%	(402)	760
Age: 18-34	26%	(110)	25%	(105)	7%	(29)	3%	(15)	40%	(171)	429
Age: 35-44	27%	(62)	25%	(59)	6%	(13)	5%	(12)	36%	(84)	231
Age: 45-64	13%	(63)	21%	(104)	5%	(25)	9%	(43)	53%	(264)	499
Age: 65+	15%	(43)	18%	(51)	3%	(9)	3%	(9)	60%	(171)	283
GenZers: 1997-2012	31%	(53)	31%	(52)	6%	(10)	3%	(5)	29%	(49)	168
Millennials: 1981-1996	22%	(84)	24%	(91)	7%	(27)	4%	(17)	43%	(165)	384
GenXers: 1965-1980	20%	(66)	22%	(71)	5%	(15)	6%	(19)	48%	(157)	328
Baby Boomers: 1946-1964	14%	(71)	19%	(96)	4%	(22)	7%	(36)	55%	(281)	506
PID: Dem (no lean)	27%	(145)	28%	(151)	5%	(27)	2%	(12)	38%	(201)	536
PID: Ind (no lean)	16%	(74)	18%	(83)	4%	(19)	6%	(27)	56%	(254)	458
PID: Rep (no lean)	13%	(59)	19%	(85)	7%	(31)	9%	(40)	52%	(234)	449
PID/Gender: Dem Men	26%	(64)	36%	(88)	4%	(9)	4%	(9)	30%	(75)	245
PID/Gender: Dem Women	28%	(82)	22%	(63)	6%	(17)	1%	(3)	43%	(127)	292
PID/Gender: Ind Men	16%	(37)	19%	(42)	6%	(13)	7%	(17)	52%	(116)	224
PID/Gender: Ind Women	16%	(37)	18%	(41)	3%	(7)	4%	(10)	59%	(138)	234
PID/Gender: Rep Men	15%	(32)	20%	(43)	9%	(18)	11%	(24)	46%	(98)	214
PID/Gender: Rep Women	12%	(27)	18%	(42)	5%	(12)	7%	(16)	58%	(137)	234
Ideo: Liberal (1-3)	25%	(97)	26%	(101)	4%	(15)	3%	(10)	42%	(164)	387
Ideo: Moderate (4)	20%	(80)	24%	(96)	7%	(26)	4%	(14)	46%	(182)	397
Ideo: Conservative (5-7)	13%	(65)	19%	(96)	5%	(27)	10%	(48)	53%	(267)	504
Educ: < College	19%	(190)	20%	(198)	5%	(49)	6%	(59)	50%	(501)	997
Educ: Bachelors degree	18%	(52)	28%	(81)	6%	(18)	5%	(14)	44%	(129)	293
Educ: Post-grad	24%	(36)	27%	(41)	6%	(10)	4%	(6)	40%	(61)	153
Income: Under 50k	20%	(157)	19%	(151)	4%	(34)	6%	(46)	52%	(413)	801
Income: 50k-100k	17%	(75)	25%	(109)	6%	(26)	6%	(26)	45%	(196)	432
Income: 100k+	22%	(46)	28%	(60)	8%	(16)	3%	(7)	39%	(81)	210
Ethnicity: White	13%	(146)	22%	(245)	6%	(62)	6%	(70)	53%	(597)	1120
Ethnicity: Hispanic	23%	(47)	27%	(54)	11%	(23)	8%	(16)	30%	(61)	202

Continued on next page

Table MCSP7_8: How well do each of the following words describe Stephen Curry?

Good-looking

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	19%	(278)	22%	(320)	5%	(77)	5%	(79)	48%	(690)	1443
Ethnicity: Black	51%	(101)	23%	(45)	4%	(7)	2%	(4)	21%	(42)	199
Ethnicity: Other	25%	(31)	24%	(29)	6%	(8)	4%	(5)	41%	(51)	124
All Christian	16%	(106)	25%	(161)	6%	(42)	7%	(44)	46%	(305)	658
All Non-Christian	31%	(20)	21%	(14)	12%	(8)	2%	(1)	34%	(22)	65
Atheist	27%	(19)	24%	(17)	4%	(3)	5%	(3)	41%	(29)	71
Agnostic/Nothing in particular	20%	(74)	21%	(79)	2%	(9)	5%	(18)	52%	(199)	381
Something Else	22%	(59)	18%	(48)	5%	(14)	4%	(12)	50%	(135)	269
Religious Non-Protestant/Catholic	24%	(21)	19%	(17)	12%	(11)	4%	(3)	41%	(36)	87
Evangelical	22%	(81)	19%	(70)	7%	(26)	7%	(27)	46%	(170)	372
Non-Evangelical	16%	(82)	25%	(132)	5%	(27)	5%	(27)	49%	(255)	522
Community: Urban	25%	(97)	22%	(84)	6%	(24)	8%	(33)	39%	(153)	391
Community: Suburban	18%	(119)	25%	(166)	4%	(30)	4%	(26)	49%	(324)	665
Community: Rural	16%	(62)	18%	(70)	6%	(23)	5%	(19)	55%	(213)	387
Employ: Private Sector	21%	(89)	26%	(107)	6%	(26)	7%	(30)	40%	(166)	419
Employ: Government	24%	(21)	27%	(23)	6%	(6)	4%	(3)	39%	(34)	87
Employ: Self-Employed	19%	(23)	18%	(23)	14%	(17)	5%	(6)	44%	(54)	123
Employ: Homemaker	12%	(12)	20%	(20)	3%	(3)	5%	(5)	60%	(58)	98
Employ: Student	37%	(24)	17%	(11)	4%	(3)	1%	(1)	41%	(27)	66
Employ: Retired	12%	(43)	22%	(77)	3%	(12)	7%	(24)	56%	(195)	350
Employ: Unemployed	22%	(44)	20%	(40)	3%	(5)	4%	(8)	51%	(99)	196
Employ: Other	22%	(23)	18%	(19)	5%	(5)	1%	(1)	54%	(56)	104
Military HH: Yes	20%	(50)	19%	(47)	3%	(8)	6%	(15)	52%	(131)	252
Military HH: No	19%	(228)	23%	(273)	6%	(68)	5%	(64)	47%	(559)	1191
RD/WT: Right Direction	20%	(88)	21%	(95)	7%	(31)	8%	(35)	44%	(195)	444
RD/WT: Wrong Track	19%	(190)	22%	(225)	5%	(46)	4%	(44)	49%	(495)	999
Trump Job Approve	12%	(73)	18%	(106)	6%	(38)	9%	(52)	55%	(332)	601
Trump Job Disapprove	24%	(190)	25%	(201)	5%	(38)	3%	(26)	43%	(339)	795

Continued on next page

Table MCSP7_8: How well do each of the following words describe Stephen Curry?

Good-looking

Demographic	How well do you think Trump is doing his job?										Total N
	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		
Adults	19%	(278)	22%	(320)	5%	(77)	5%	(79)	48%	(690)	1443
Trump Job Strongly Approve	12%	(42)	15%	(53)	4%	(16)	12%	(41)	57%	(200)	352
Trump Job Somewhat Approve	12%	(31)	21%	(53)	9%	(22)	4%	(11)	53%	(132)	249
Trump Job Somewhat Disapprove	16%	(25)	27%	(41)	5%	(7)	5%	(7)	47%	(72)	152
Trump Job Strongly Disapprove	26%	(165)	25%	(161)	5%	(31)	3%	(19)	41%	(267)	643
Favorable of Trump	14%	(83)	16%	(99)	6%	(37)	9%	(52)	55%	(331)	602
Unfavorable of Trump	23%	(181)	26%	(208)	5%	(39)	3%	(26)	43%	(337)	791
Very Favorable of Trump	15%	(56)	13%	(49)	6%	(22)	12%	(46)	55%	(209)	382
Somewhat Favorable of Trump	12%	(27)	23%	(50)	7%	(15)	3%	(6)	56%	(122)	220
Somewhat Unfavorable of Trump	17%	(23)	31%	(42)	6%	(8)	3%	(4)	44%	(60)	136
Very Unfavorable of Trump	24%	(159)	25%	(166)	5%	(32)	3%	(22)	42%	(278)	656
#1 Issue: Economy	18%	(103)	23%	(128)	7%	(39)	6%	(32)	47%	(262)	563
#1 Issue: Security	13%	(17)	13%	(17)	3%	(4)	11%	(14)	59%	(75)	126
#1 Issue: Health Care	23%	(60)	26%	(68)	4%	(11)	4%	(10)	42%	(109)	259
#1 Issue: Medicare / Social Security	12%	(21)	24%	(43)	3%	(6)	4%	(7)	57%	(104)	181
#1 Issue: Women's Issues	18%	(14)	26%	(20)	2%	(2)	5%	(4)	49%	(38)	77
#1 Issue: Education	43%	(29)	23%	(16)	12%	(8)	1%	(1)	21%	(14)	67
#1 Issue: Energy	22%	(11)	23%	(12)	8%	(4)	10%	(5)	38%	(20)	52
#1 Issue: Other	20%	(23)	14%	(17)	3%	(3)	5%	(5)	58%	(68)	117
2018 House Vote: Democrat	28%	(134)	26%	(127)	5%	(24)	3%	(14)	38%	(185)	486
2018 House Vote: Republican	11%	(46)	20%	(81)	7%	(28)	8%	(35)	54%	(226)	415
2016 Vote: Hillary Clinton	25%	(107)	28%	(119)	6%	(26)	2%	(8)	40%	(174)	433
2016 Vote: Donald Trump	13%	(57)	17%	(77)	6%	(28)	10%	(47)	54%	(241)	450
2016 Vote: Other	16%	(12)	24%	(18)	4%	(3)	2%	(2)	54%	(41)	75
2016 Vote: Didn't Vote	21%	(103)	22%	(105)	4%	(19)	5%	(22)	48%	(234)	484
Voted in 2014: Yes	18%	(144)	23%	(189)	6%	(52)	5%	(43)	47%	(382)	810
Voted in 2014: No	21%	(134)	21%	(131)	4%	(25)	6%	(35)	49%	(308)	633
2012 Vote: Barack Obama	25%	(136)	24%	(132)	5%	(25)	4%	(19)	43%	(232)	544
2012 Vote: Mitt Romney	7%	(22)	22%	(66)	6%	(19)	8%	(25)	57%	(171)	302
2012 Vote: Other	12%	(7)	12%	(7)	12%	(7)	11%	(6)	53%	(31)	57
2012 Vote: Didn't Vote	21%	(114)	21%	(115)	4%	(24)	5%	(28)	48%	(256)	537

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Table MCSP7_8: How well do each of the following words describe Stephen Curry?

Good-looking

Demographic	How well do you know the person?										Total N
	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		
Adults	19%	(278)	22%	(320)	5%	(77)	5%	(79)	48%	(690)	1443
4-Region: Northeast	17%	(44)	25%	(65)	2%	(6)	5%	(13)	50%	(129)	257
4-Region: Midwest	19%	(57)	22%	(66)	6%	(17)	6%	(18)	47%	(141)	300
4-Region: South	21%	(116)	21%	(119)	6%	(33)	4%	(25)	47%	(262)	555
4-Region: West	18%	(60)	21%	(69)	6%	(21)	7%	(23)	48%	(159)	331
Sports fans	24%	(222)	29%	(268)	6%	(53)	5%	(47)	37%	(350)	940
Avid sports fans	35%	(108)	31%	(95)	6%	(19)	7%	(22)	20%	(63)	306
Casual sports fans	18%	(114)	27%	(173)	5%	(34)	4%	(25)	45%	(287)	633
NFL fans	25%	(226)	26%	(233)	6%	(50)	6%	(55)	38%	(341)	905
MLB fans	23%	(168)	29%	(213)	6%	(43)	5%	(40)	37%	(269)	733
NBA fans	32%	(209)	30%	(198)	6%	(40)	5%	(33)	27%	(177)	657
NHL fans	23%	(115)	27%	(139)	7%	(37)	7%	(37)	35%	(177)	504
WNBA fans	36%	(111)	34%	(104)	5%	(15)	3%	(9)	23%	(71)	309
College football fans	26%	(188)	28%	(207)	6%	(43)	6%	(46)	34%	(249)	734
College basketball fans	29%	(177)	30%	(181)	6%	(39)	6%	(36)	28%	(168)	600
Golf fans	24%	(95)	34%	(135)	6%	(24)	5%	(20)	32%	(128)	401
Tennis fans	27%	(123)	35%	(160)	6%	(28)	4%	(20)	28%	(126)	457
Auto racing fans	22%	(115)	25%	(128)	8%	(39)	8%	(42)	38%	(194)	518
Soccer fans	30%	(134)	30%	(135)	7%	(33)	5%	(24)	28%	(126)	451
Gymnastics fans	23%	(156)	28%	(186)	5%	(34)	3%	(21)	41%	(273)	670
Competitive swimming fans	26%	(111)	31%	(136)	6%	(26)	4%	(16)	34%	(146)	434
Basketball players	33%	(51)	34%	(52)	7%	(10)	5%	(7)	22%	(34)	155
Basketball fans	32%	(158)	32%	(159)	5%	(25)	6%	(29)	25%	(123)	495
Sneaker enthusiasts	27%	(84)	29%	(90)	6%	(19)	9%	(26)	29%	(87)	305
Golfers	18%	(25)	38%	(51)	6%	(8)	7%	(9)	31%	(41)	134
Athletes	34%	(95)	29%	(81)	4%	(13)	4%	(12)	29%	(82)	282
Under Armour: Very fav	34%	(125)	20%	(75)	5%	(17)	5%	(17)	36%	(134)	368
Nike: Very fav	35%	(186)	25%	(129)	5%	(28)	2%	(9)	33%	(173)	526
Adidas: Very fav	38%	(162)	22%	(95)	5%	(21)	4%	(15)	31%	(130)	424
Michael Jordan: Very fav	34%	(167)	25%	(121)	5%	(22)	4%	(18)	33%	(159)	487
LeBron James: Very fav	47%	(141)	24%	(72)	4%	(11)	3%	(8)	23%	(69)	301

Continued on next page

Table MCSP7_8: How well do each of the following words describe Stephen Curry?
Good-looking

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	19%	(278)	22%	(320)	5%	(77)	5%	(79)	48%	(690)	1443
Stephen Curry: Very fav	59%	(154)	25%	(65)	5%	(14)	1%	(1)	11%	(28)	261
Jordan Brand: Very fav	46%	(122)	26%	(69)	4%	(9)	2%	(5)	23%	(61)	266
Curry Brand: Very fav	62%	(71)	25%	(29)	4%	(4)	1%	(1)	8%	(9)	115
Under Armour: Favorable	23%	(223)	24%	(236)	5%	(50)	6%	(56)	42%	(412)	977
Nike: Favorable	25%	(251)	25%	(250)	5%	(49)	4%	(35)	41%	(405)	990
Adidas: Favorable	23%	(247)	26%	(276)	5%	(55)	5%	(49)	41%	(432)	1061
Michael Jordan: Favorable	25%	(247)	26%	(255)	6%	(59)	5%	(46)	39%	(383)	991
LeBron James: Favorable	30%	(218)	28%	(204)	6%	(43)	3%	(19)	33%	(240)	723
Stephen Curry: Favorable	36%	(223)	36%	(220)	6%	(37)	3%	(20)	18%	(112)	611
Jordan Brand: Favorable	32%	(195)	28%	(166)	6%	(38)	4%	(25)	30%	(179)	602
Curry Brand: Favorable	41%	(134)	35%	(116)	7%	(23)	5%	(17)	11%	(37)	327
Often buy sportswear	32%	(63)	30%	(59)	5%	(10)	7%	(13)	27%	(55)	200
Often/Sometimes buy sportswear	24%	(198)	27%	(232)	6%	(48)	5%	(45)	38%	(319)	843
Familiar with Michael Jordan	19%	(277)	22%	(315)	5%	(75)	6%	(79)	48%	(679)	1425
Familiar with LeBron James	20%	(274)	22%	(307)	5%	(75)	6%	(79)	47%	(646)	1380
Familiar with Steph Curry	24%	(268)	27%	(299)	6%	(71)	6%	(70)	35%	(387)	1096

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

Table MCSP7_9: How well do each of the following words describe Stephen Curry?
Stylish

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	21%	(306)	21%	(306)	5%	(66)	5%	(67)	48%	(686)	1431
Gender: Male	25%	(173)	24%	(172)	5%	(35)	6%	(41)	40%	(283)	703
Gender: Female	18%	(134)	18%	(134)	4%	(30)	4%	(26)	55%	(403)	727
Age: 18-34	31%	(129)	21%	(88)	6%	(24)	4%	(16)	39%	(162)	419
Age: 35-44	30%	(70)	22%	(50)	5%	(11)	7%	(17)	36%	(83)	231
Age: 45-64	15%	(75)	24%	(116)	4%	(22)	6%	(28)	50%	(244)	484
Age: 65+	11%	(32)	17%	(52)	3%	(9)	2%	(6)	67%	(198)	296
GenZers: 1997-2012	33%	(54)	22%	(37)	6%	(9)	6%	(10)	33%	(55)	166
Millennials: 1981-1996	31%	(117)	20%	(77)	5%	(19)	4%	(17)	40%	(153)	383
GenXers: 1965-1980	18%	(61)	26%	(86)	4%	(14)	5%	(16)	47%	(155)	332
Baby Boomers: 1946-1964	14%	(66)	19%	(91)	4%	(20)	5%	(25)	58%	(278)	480
PID: Dem (no lean)	29%	(149)	27%	(140)	5%	(25)	2%	(9)	37%	(193)	517
PID: Ind (no lean)	19%	(93)	21%	(102)	4%	(22)	5%	(26)	50%	(246)	489
PID: Rep (no lean)	15%	(64)	15%	(64)	4%	(18)	7%	(31)	58%	(247)	425
PID/Gender: Dem Men	31%	(78)	34%	(85)	5%	(14)	2%	(5)	28%	(70)	252
PID/Gender: Dem Women	27%	(71)	21%	(54)	4%	(12)	2%	(4)	46%	(123)	265
PID/Gender: Ind Men	22%	(55)	20%	(50)	6%	(14)	6%	(15)	46%	(115)	249
PID/Gender: Ind Women	16%	(38)	22%	(52)	3%	(8)	5%	(11)	54%	(130)	240
PID/Gender: Rep Men	20%	(39)	18%	(37)	4%	(8)	10%	(21)	48%	(97)	202
PID/Gender: Rep Women	11%	(25)	12%	(27)	5%	(10)	5%	(10)	67%	(150)	223
Ideo: Liberal (1-3)	26%	(100)	25%	(97)	5%	(20)	2%	(7)	42%	(165)	389
Ideo: Moderate (4)	22%	(87)	27%	(105)	5%	(20)	2%	(8)	44%	(175)	395
Ideo: Conservative (5-7)	15%	(75)	17%	(83)	5%	(25)	8%	(39)	54%	(263)	485
Educ: < College	22%	(214)	19%	(189)	4%	(35)	6%	(54)	50%	(485)	977
Educ: Bachelors degree	20%	(58)	25%	(76)	7%	(20)	2%	(7)	46%	(137)	298
Educ: Post-grad	22%	(34)	26%	(41)	7%	(10)	4%	(6)	41%	(64)	156
Income: Under 50k	21%	(168)	17%	(134)	4%	(34)	6%	(44)	52%	(406)	786
Income: 50k-100k	20%	(86)	25%	(109)	5%	(21)	4%	(15)	46%	(196)	426
Income: 100k+	24%	(52)	29%	(63)	5%	(11)	4%	(8)	39%	(84)	218
Ethnicity: White	17%	(188)	21%	(229)	5%	(52)	5%	(50)	53%	(594)	1113
Ethnicity: Hispanic	29%	(64)	28%	(61)	3%	(7)	7%	(14)	34%	(74)	221

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Table MCSP7_9: How well do each of the following words describe Stephen Curry?
Stylish

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	21%	(306)	21%	(306)	5%	(66)	5%	(67)	48%	(686)	1431
Ethnicity: Black	43%	(79)	24%	(44)	5%	(9)	5%	(9)	23%	(43)	184
Ethnicity: Other	29%	(39)	24%	(32)	4%	(5)	6%	(7)	37%	(50)	134
All Christian	20%	(137)	23%	(162)	5%	(34)	5%	(34)	47%	(326)	692
All Non-Christian	31%	(19)	14%	(9)	13%	(8)	2%	(1)	41%	(25)	62
Atheist	25%	(18)	20%	(14)	4%	(3)	7%	(5)	44%	(31)	71
Agnostic/Nothing in particular	20%	(70)	21%	(76)	3%	(11)	5%	(16)	52%	(186)	359
Something Else	25%	(62)	18%	(45)	4%	(10)	4%	(10)	48%	(118)	246
Religious Non-Protestant/Catholic	26%	(23)	13%	(11)	9%	(8)	3%	(2)	49%	(43)	87
Evangelical	24%	(82)	16%	(55)	5%	(15)	7%	(24)	48%	(163)	340
Non-Evangelical	20%	(113)	25%	(141)	5%	(28)	3%	(19)	46%	(261)	563
Community: Urban	25%	(98)	22%	(86)	5%	(18)	9%	(33)	39%	(152)	388
Community: Suburban	22%	(144)	22%	(147)	4%	(29)	3%	(20)	49%	(327)	666
Community: Rural	17%	(64)	19%	(73)	5%	(18)	4%	(14)	55%	(208)	377
Employ: Private Sector	24%	(92)	25%	(99)	5%	(20)	6%	(22)	41%	(159)	392
Employ: Government	27%	(27)	22%	(22)	5%	(5)	5%	(5)	41%	(42)	101
Employ: Self-Employed	23%	(28)	25%	(31)	5%	(6)	5%	(6)	43%	(53)	124
Employ: Homemaker	22%	(22)	15%	(15)	3%	(3)	4%	(4)	57%	(58)	102
Employ: Student	35%	(20)	15%	(8)	4%	(2)	4%	(3)	42%	(24)	57
Employ: Retired	11%	(40)	20%	(71)	4%	(14)	5%	(16)	61%	(216)	357
Employ: Unemployed	24%	(52)	20%	(44)	5%	(11)	4%	(8)	47%	(102)	218
Employ: Other	32%	(26)	18%	(15)	6%	(5)	3%	(3)	40%	(33)	81
Military HH: Yes	19%	(49)	14%	(35)	6%	(16)	5%	(12)	56%	(144)	256
Military HH: No	22%	(257)	23%	(271)	4%	(49)	5%	(55)	46%	(542)	1175
RD/WT: Right Direction	25%	(96)	21%	(81)	4%	(16)	6%	(25)	44%	(173)	391
RD/WT: Wrong Track	20%	(211)	22%	(224)	5%	(50)	4%	(42)	49%	(513)	1040
Trump Job Approve	18%	(100)	18%	(101)	4%	(21)	6%	(31)	55%	(311)	565
Trump Job Disapprove	23%	(185)	24%	(197)	5%	(43)	4%	(32)	44%	(354)	811

Continued on next page

Table MCSP7_9: How well do each of the following words describe Stephen Curry?
Stylish

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	21%	(306)	21%	(306)	5%	(66)	5%	(67)	48%	(686)	1431
Trump Job Strongly Approve	14%	(50)	16%	(57)	3%	(12)	7%	(26)	59%	(203)	347
Trump Job Somewhat Approve	23%	(50)	21%	(45)	4%	(9)	2%	(5)	50%	(108)	217
Trump Job Somewhat Disapprove	14%	(23)	21%	(34)	10%	(15)	4%	(7)	51%	(83)	161
Trump Job Strongly Disapprove	25%	(162)	25%	(163)	4%	(27)	4%	(25)	42%	(271)	649
Favorable of Trump	19%	(107)	16%	(90)	4%	(23)	6%	(34)	56%	(320)	574
Unfavorable of Trump	22%	(178)	26%	(208)	5%	(37)	4%	(30)	43%	(340)	793
Very Favorable of Trump	17%	(63)	14%	(53)	4%	(13)	8%	(31)	57%	(210)	371
Somewhat Favorable of Trump	21%	(43)	18%	(37)	5%	(10)	2%	(3)	54%	(110)	204
Somewhat Unfavorable of Trump	17%	(25)	30%	(43)	7%	(10)	2%	(3)	44%	(64)	146
Very Unfavorable of Trump	24%	(153)	25%	(165)	4%	(27)	4%	(28)	43%	(276)	648
#1 Issue: Economy	24%	(134)	20%	(112)	4%	(24)	5%	(29)	46%	(253)	552
#1 Issue: Security	14%	(17)	16%	(18)	3%	(4)	9%	(10)	58%	(68)	118
#1 Issue: Health Care	23%	(61)	28%	(74)	6%	(16)	3%	(8)	41%	(110)	270
#1 Issue: Medicare / Social Security	16%	(29)	19%	(34)	5%	(9)	3%	(5)	57%	(104)	181
#1 Issue: Women's Issues	16%	(11)	20%	(14)	1%	(1)	8%	(5)	55%	(37)	68
#1 Issue: Education	25%	(20)	28%	(22)	7%	(6)	—	(0)	38%	(30)	78
#1 Issue: Energy	20%	(11)	21%	(12)	3%	(2)	10%	(6)	47%	(27)	57
#1 Issue: Other	22%	(24)	18%	(19)	3%	(3)	3%	(3)	54%	(58)	107
2018 House Vote: Democrat	30%	(145)	25%	(120)	5%	(23)	1%	(7)	39%	(185)	480
2018 House Vote: Republican	11%	(43)	18%	(70)	5%	(20)	7%	(29)	59%	(236)	397
2016 Vote: Hillary Clinton	26%	(111)	26%	(112)	5%	(23)	1%	(4)	42%	(182)	432
2016 Vote: Donald Trump	16%	(69)	18%	(78)	4%	(17)	7%	(32)	56%	(245)	441
2016 Vote: Other	17%	(15)	23%	(20)	8%	(7)	1%	(1)	49%	(43)	87
2016 Vote: Didn't Vote	23%	(111)	20%	(96)	4%	(19)	6%	(30)	46%	(217)	471
Voted in 2014: Yes	19%	(145)	23%	(180)	5%	(38)	4%	(29)	50%	(387)	780
Voted in 2014: No	25%	(161)	19%	(125)	4%	(28)	6%	(38)	46%	(299)	651
2012 Vote: Barack Obama	23%	(121)	29%	(156)	4%	(24)	2%	(9)	42%	(227)	537
2012 Vote: Mitt Romney	12%	(34)	19%	(55)	4%	(12)	6%	(18)	59%	(171)	290
2012 Vote: Other	16%	(9)	16%	(9)	10%	(6)	2%	(1)	57%	(33)	59
2012 Vote: Didn't Vote	26%	(142)	16%	(85)	4%	(21)	7%	(39)	47%	(252)	539

Continued on next page

Table MCSP7_9: How well do each of the following words describe Stephen Curry?
Stylish

Demographic	Don't know /										Total N
	Very well		Somewhat well		Not too well		Not well at all		No opinion		
Adults	21%	(306)	21%	(306)	5%	(66)	5%	(67)	48%	(686)	1431
4-Region: Northeast	19%	(48)	25%	(63)	5%	(13)	5%	(12)	47%	(121)	257
4-Region: Midwest	19%	(57)	24%	(74)	4%	(13)	4%	(13)	49%	(149)	305
4-Region: South	24%	(130)	20%	(108)	3%	(17)	4%	(24)	49%	(266)	545
4-Region: West	22%	(72)	19%	(60)	7%	(23)	6%	(18)	46%	(150)	324
Sports fans	28%	(265)	26%	(247)	5%	(47)	4%	(35)	37%	(346)	940
Avid sports fans	39%	(115)	30%	(89)	7%	(21)	6%	(18)	18%	(55)	299
Casual sports fans	23%	(150)	25%	(158)	4%	(27)	3%	(17)	45%	(291)	642
NFL fans	29%	(260)	26%	(230)	4%	(40)	4%	(40)	36%	(325)	895
MLB fans	26%	(194)	28%	(205)	6%	(42)	4%	(28)	36%	(263)	732
NBA fans	34%	(232)	30%	(203)	5%	(35)	5%	(30)	26%	(175)	675
NHL fans	27%	(138)	28%	(143)	5%	(27)	4%	(22)	35%	(177)	506
WNBA fans	40%	(122)	30%	(92)	4%	(13)	3%	(8)	23%	(70)	305
College football fans	29%	(211)	26%	(191)	6%	(42)	4%	(31)	35%	(252)	728
College basketball fans	31%	(187)	31%	(187)	6%	(36)	4%	(26)	28%	(167)	602
Golf fans	26%	(108)	31%	(125)	6%	(24)	4%	(18)	33%	(132)	407
Tennis fans	30%	(134)	31%	(138)	8%	(35)	3%	(13)	29%	(128)	447
Auto racing fans	27%	(144)	23%	(122)	7%	(36)	5%	(27)	38%	(202)	530
Soccer fans	30%	(140)	30%	(138)	7%	(30)	4%	(19)	30%	(139)	466
Gymnastics fans	24%	(153)	25%	(162)	6%	(37)	2%	(13)	43%	(276)	642
Competitive swimming fans	31%	(132)	25%	(107)	5%	(23)	3%	(14)	35%	(149)	424
Basketball players	43%	(72)	26%	(44)	9%	(15)	4%	(7)	18%	(30)	168
Basketball fans	35%	(183)	30%	(155)	5%	(28)	4%	(22)	25%	(127)	515
Sneaker enthusiasts	38%	(115)	27%	(84)	3%	(9)	7%	(21)	25%	(77)	306
Golfers	22%	(29)	29%	(39)	7%	(10)	6%	(8)	35%	(47)	132
Athletes	34%	(100)	25%	(72)	7%	(21)	4%	(12)	29%	(86)	291
Under Armour: Very fav	41%	(157)	19%	(74)	3%	(11)	4%	(15)	33%	(127)	384
Nike: Very fav	40%	(209)	22%	(113)	2%	(12)	3%	(14)	34%	(176)	524
Adidas: Very fav	42%	(181)	21%	(91)	1%	(5)	3%	(14)	33%	(145)	436
Michael Jordan: Very fav	40%	(194)	24%	(114)	4%	(18)	4%	(17)	29%	(139)	482
LeBron James: Very fav	47%	(145)	27%	(83)	4%	(13)	1%	(4)	21%	(67)	311

Continued on next page

Table MCSP7_9: How well do each of the following words describe Stephen Curry?
Stylish

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	21%	(306)	21%	(306)	5%	(66)	5%	(67)	48%	(686)	1431
Stephen Curry: Very fav	58%	(164)	19%	(52)	6%	(18)	1%	(3)	16%	(44)	280
Jordan Brand: Very fav	52%	(138)	23%	(62)	2%	(6)	3%	(9)	19%	(51)	265
Curry Brand: Very fav	67%	(84)	20%	(25)	3%	(3)	3%	(4)	7%	(8)	125
Under Armour: Favorable	26%	(253)	24%	(229)	4%	(42)	4%	(38)	41%	(394)	956
Nike: Favorable	28%	(277)	24%	(233)	4%	(36)	3%	(32)	41%	(396)	973
Adidas: Favorable	26%	(271)	24%	(252)	4%	(46)	4%	(41)	42%	(441)	1052
Michael Jordan: Favorable	28%	(276)	24%	(241)	5%	(50)	4%	(35)	40%	(396)	999
LeBron James: Favorable	30%	(213)	28%	(193)	5%	(34)	2%	(17)	35%	(243)	700
Stephen Curry: Favorable	37%	(233)	32%	(202)	6%	(41)	3%	(21)	20%	(128)	624
Jordan Brand: Favorable	35%	(208)	27%	(161)	5%	(31)	4%	(22)	28%	(168)	590
Curry Brand: Favorable	48%	(154)	33%	(107)	6%	(19)	5%	(16)	9%	(28)	323
Often buy sportswear	41%	(81)	24%	(49)	5%	(10)	7%	(13)	24%	(47)	200
Often/Sometimes buy sportswear	27%	(232)	24%	(207)	5%	(41)	6%	(47)	38%	(329)	857
Familiar with Michael Jordan	22%	(305)	21%	(303)	4%	(63)	5%	(65)	48%	(677)	1414
Familiar with LeBron James	22%	(300)	21%	(293)	5%	(63)	5%	(66)	48%	(658)	1381
Familiar with Steph Curry	27%	(292)	26%	(287)	6%	(62)	5%	(53)	37%	(401)	1095

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

Table MCSP7_10: How well do each of the following words describe Stephen Curry?
Winner

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	34%	(506)	19%	(277)	2%	(37)	3%	(46)	42%	(630)	1497
Gender: Male	38%	(282)	23%	(168)	2%	(17)	4%	(33)	32%	(232)	733
Gender: Female	29%	(224)	14%	(109)	3%	(20)	2%	(13)	52%	(398)	764
Age: 18-34	37%	(161)	23%	(98)	3%	(15)	2%	(8)	35%	(150)	432
Age: 35-44	41%	(96)	19%	(44)	3%	(6)	5%	(11)	33%	(78)	236
Age: 45-64	33%	(179)	17%	(90)	2%	(12)	4%	(23)	44%	(235)	539
Age: 65+	24%	(70)	15%	(45)	1%	(4)	2%	(5)	57%	(166)	290
GenZers: 1997-2012	36%	(66)	17%	(31)	5%	(9)	3%	(5)	39%	(70)	180
Millennials: 1981-1996	38%	(145)	24%	(92)	2%	(9)	3%	(11)	33%	(127)	384
GenXers: 1965-1980	38%	(136)	16%	(57)	2%	(7)	3%	(12)	42%	(151)	363
Baby Boomers: 1946-1964	29%	(150)	17%	(89)	2%	(10)	3%	(17)	48%	(248)	515
PID: Dem (no lean)	45%	(250)	19%	(105)	3%	(15)	1%	(7)	32%	(176)	552
PID: Ind (no lean)	32%	(154)	16%	(78)	1%	(6)	5%	(22)	47%	(227)	486
PID: Rep (no lean)	22%	(102)	21%	(95)	3%	(16)	4%	(18)	50%	(228)	458
PID/Gender: Dem Men	49%	(127)	24%	(64)	2%	(6)	2%	(4)	23%	(60)	261
PID/Gender: Dem Women	42%	(123)	14%	(41)	3%	(9)	1%	(2)	40%	(116)	292
PID/Gender: Ind Men	38%	(94)	18%	(46)	1%	(3)	6%	(16)	36%	(91)	250
PID/Gender: Ind Women	25%	(59)	13%	(32)	1%	(3)	3%	(6)	58%	(136)	236
PID/Gender: Rep Men	27%	(61)	26%	(59)	4%	(8)	6%	(13)	37%	(82)	222
PID/Gender: Rep Women	18%	(42)	15%	(36)	3%	(8)	2%	(5)	62%	(146)	236
Ideo: Liberal (1-3)	45%	(192)	13%	(56)	1%	(6)	1%	(6)	39%	(164)	423
Ideo: Moderate (4)	35%	(143)	23%	(94)	2%	(10)	3%	(12)	38%	(155)	414
Ideo: Conservative (5-7)	26%	(135)	21%	(108)	3%	(14)	5%	(24)	45%	(229)	510
Educ: < College	30%	(313)	18%	(185)	2%	(21)	3%	(35)	47%	(483)	1037
Educ: Bachelors degree	41%	(122)	20%	(58)	3%	(9)	3%	(8)	34%	(100)	297
Educ: Post-grad	43%	(70)	21%	(34)	5%	(7)	2%	(3)	29%	(47)	163
Income: Under 50k	31%	(258)	17%	(146)	2%	(18)	3%	(29)	46%	(386)	836
Income: 50k-100k	34%	(149)	19%	(85)	3%	(13)	3%	(13)	41%	(178)	438
Income: 100k+	44%	(99)	21%	(47)	3%	(7)	2%	(5)	30%	(66)	223
Ethnicity: White	29%	(338)	18%	(214)	3%	(31)	3%	(38)	47%	(558)	1178
Ethnicity: Hispanic	35%	(76)	25%	(53)	4%	(9)	5%	(11)	30%	(65)	213

Continued on next page

Table MCSP7_10: How well do each of the following words describe Stephen Curry?

Winner

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	34%	(506)	19%	(277)	2%	(37)	3%	(46)	42%	(630)	1497
Ethnicity: Black	61%	(121)	18%	(36)	1%	(2)	1%	(3)	18%	(35)	197
Ethnicity: Other	38%	(47)	23%	(27)	3%	(4)	5%	(6)	31%	(38)	121
All Christian	33%	(236)	19%	(136)	3%	(25)	4%	(28)	41%	(295)	720
All Non-Christian	32%	(20)	29%	(18)	2%	(1)	1%	(1)	36%	(23)	63
Atheist	46%	(39)	19%	(16)	—	(0)	3%	(2)	32%	(27)	85
Agnostic/Nothing in particular	33%	(129)	15%	(58)	2%	(6)	3%	(12)	47%	(182)	387
Something Else	34%	(82)	20%	(49)	2%	(5)	1%	(3)	42%	(103)	243
Religious Non-Protestant/Catholic	33%	(29)	28%	(24)	3%	(2)	2%	(2)	34%	(30)	88
Evangelical	35%	(127)	19%	(70)	3%	(10)	2%	(9)	41%	(150)	366
Non-Evangelical	32%	(182)	18%	(103)	3%	(18)	4%	(21)	43%	(240)	563
Community: Urban	37%	(154)	23%	(95)	3%	(14)	4%	(15)	33%	(136)	415
Community: Suburban	37%	(258)	18%	(127)	3%	(19)	2%	(12)	41%	(290)	706
Community: Rural	25%	(94)	15%	(55)	1%	(4)	5%	(19)	54%	(204)	377
Employ: Private Sector	38%	(168)	24%	(106)	2%	(9)	4%	(16)	32%	(140)	439
Employ: Government	51%	(39)	8%	(6)	7%	(5)	6%	(5)	28%	(22)	76
Employ: Self-Employed	38%	(46)	16%	(20)	3%	(4)	4%	(5)	38%	(46)	120
Employ: Homemaker	25%	(27)	24%	(26)	—	(0)	3%	(4)	48%	(52)	109
Employ: Student	35%	(25)	13%	(9)	7%	(5)	1%	(0)	44%	(31)	70
Employ: Retired	27%	(98)	17%	(60)	2%	(5)	3%	(11)	51%	(183)	359
Employ: Unemployed	29%	(71)	17%	(41)	2%	(6)	2%	(5)	49%	(118)	242
Employ: Other	39%	(32)	10%	(8)	4%	(3)	—	(0)	47%	(38)	82
Military HH: Yes	24%	(67)	20%	(54)	2%	(6)	4%	(12)	49%	(136)	275
Military HH: No	36%	(439)	18%	(223)	3%	(31)	3%	(34)	40%	(494)	1222
RD/WT: Right Direction	30%	(129)	21%	(88)	4%	(18)	6%	(27)	39%	(165)	427
RD/WT: Wrong Track	35%	(377)	18%	(189)	2%	(20)	2%	(19)	43%	(465)	1070
Trump Job Approve	22%	(134)	18%	(109)	3%	(21)	5%	(32)	51%	(308)	603
Trump Job Disapprove	43%	(353)	19%	(158)	2%	(15)	2%	(14)	35%	(289)	830

Continued on next page

Table MCSP7_10: How well do each of the following words describe Stephen Curry?
Winner

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	34%	(506)	19%	(277)	2%	(37)	3%	(46)	42%	(630)	1497
Trump Job Strongly Approve	19%	(70)	18%	(68)	4%	(15)	7%	(26)	52%	(195)	375
Trump Job Somewhat Approve	28%	(64)	18%	(40)	2%	(5)	2%	(6)	50%	(113)	228
Trump Job Somewhat Disapprove	29%	(48)	24%	(39)	2%	(4)	5%	(9)	40%	(65)	164
Trump Job Strongly Disapprove	46%	(305)	18%	(120)	2%	(11)	1%	(6)	34%	(225)	666
Favorable of Trump	24%	(142)	17%	(104)	3%	(18)	5%	(32)	51%	(303)	600
Unfavorable of Trump	41%	(343)	20%	(167)	2%	(19)	2%	(13)	35%	(288)	830
Very Favorable of Trump	20%	(75)	17%	(66)	4%	(16)	7%	(28)	52%	(201)	387
Somewhat Favorable of Trump	31%	(67)	18%	(38)	1%	(2)	2%	(4)	48%	(102)	213
Somewhat Unfavorable of Trump	33%	(47)	26%	(37)	3%	(4)	3%	(4)	35%	(50)	143
Very Unfavorable of Trump	43%	(296)	19%	(130)	2%	(15)	1%	(9)	35%	(238)	687
#1 Issue: Economy	33%	(192)	24%	(137)	2%	(14)	3%	(15)	38%	(223)	580
#1 Issue: Security	19%	(25)	14%	(18)	3%	(4)	10%	(13)	54%	(70)	130
#1 Issue: Health Care	40%	(115)	19%	(54)	1%	(3)	3%	(9)	37%	(108)	289
#1 Issue: Medicare / Social Security	27%	(45)	14%	(24)	3%	(6)	1%	(2)	55%	(93)	170
#1 Issue: Women's Issues	41%	(36)	18%	(15)	4%	(3)	—	(0)	37%	(32)	87
#1 Issue: Education	43%	(32)	9%	(7)	8%	(6)	2%	(1)	38%	(28)	73
#1 Issue: Energy	38%	(23)	16%	(9)	3%	(2)	7%	(4)	36%	(22)	61
#1 Issue: Other	34%	(36)	12%	(13)	—	(1)	2%	(2)	52%	(56)	107
2018 House Vote: Democrat	47%	(246)	19%	(98)	2%	(11)	1%	(5)	31%	(163)	523
2018 House Vote: Republican	23%	(93)	16%	(66)	3%	(13)	8%	(31)	50%	(205)	409
2016 Vote: Hillary Clinton	46%	(205)	17%	(77)	3%	(11)	1%	(4)	34%	(151)	448
2016 Vote: Donald Trump	24%	(112)	18%	(84)	3%	(12)	7%	(34)	48%	(222)	465
2016 Vote: Other	43%	(38)	17%	(15)	1%	(1)	3%	(2)	37%	(32)	88
2016 Vote: Didn't Vote	31%	(151)	20%	(101)	2%	(12)	1%	(6)	45%	(224)	494
Voted in 2014: Yes	35%	(285)	18%	(148)	3%	(23)	4%	(31)	40%	(326)	813
Voted in 2014: No	32%	(221)	19%	(129)	2%	(14)	2%	(15)	45%	(304)	684
2012 Vote: Barack Obama	42%	(223)	19%	(100)	3%	(14)	2%	(12)	35%	(185)	534
2012 Vote: Mitt Romney	26%	(80)	19%	(59)	3%	(9)	5%	(15)	47%	(145)	309
2012 Vote: Other	23%	(12)	23%	(12)	—	(0)	7%	(4)	48%	(26)	54
2012 Vote: Didn't Vote	32%	(188)	18%	(106)	2%	(12)	2%	(15)	46%	(273)	594

Continued on next page

Table MCSP7_10: How well do each of the following words describe Stephen Curry?

Winner

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	34%	(506)	19%	(277)	2%	(37)	3%	(46)	42%	(630)	1497
4-Region: Northeast	29%	(80)	21%	(57)	3%	(8)	3%	(10)	44%	(123)	278
4-Region: Midwest	35%	(109)	17%	(53)	3%	(9)	4%	(13)	41%	(127)	312
4-Region: South	36%	(204)	19%	(107)	3%	(14)	2%	(13)	40%	(228)	566
4-Region: West	33%	(113)	18%	(60)	2%	(6)	3%	(10)	45%	(152)	340
Sports fans	43%	(413)	23%	(223)	2%	(24)	3%	(30)	29%	(280)	969
Avid sports fans	58%	(186)	21%	(67)	3%	(11)	4%	(13)	14%	(44)	321
Casual sports fans	35%	(226)	24%	(155)	2%	(13)	3%	(17)	36%	(236)	648
NFL fans	43%	(392)	22%	(204)	3%	(25)	2%	(21)	30%	(277)	919
MLB fans	44%	(344)	23%	(179)	3%	(24)	3%	(20)	27%	(213)	780
NBA fans	50%	(347)	26%	(181)	3%	(18)	2%	(16)	19%	(131)	693
NHL fans	46%	(240)	22%	(116)	4%	(20)	4%	(23)	23%	(123)	523
WNBA fans	57%	(190)	25%	(83)	2%	(8)	1%	(4)	15%	(51)	335
College football fans	45%	(332)	22%	(165)	3%	(24)	3%	(21)	27%	(204)	746
College basketball fans	49%	(308)	24%	(150)	3%	(20)	2%	(13)	21%	(133)	624
Golf fans	42%	(179)	24%	(103)	4%	(15)	3%	(14)	27%	(113)	425
Tennis fans	48%	(234)	23%	(111)	3%	(16)	2%	(11)	23%	(113)	485
Auto racing fans	35%	(196)	22%	(123)	4%	(20)	5%	(31)	34%	(189)	559
Soccer fans	45%	(217)	26%	(123)	3%	(16)	3%	(16)	23%	(109)	481
Gymnastics fans	39%	(264)	20%	(138)	3%	(17)	2%	(11)	37%	(254)	683
Competitive swimming fans	44%	(196)	22%	(99)	3%	(12)	2%	(7)	30%	(135)	449
Basketball players	53%	(93)	27%	(47)	3%	(6)	3%	(6)	14%	(24)	176
Basketball fans	56%	(296)	24%	(125)	2%	(11)	3%	(16)	15%	(81)	529
Sneaker enthusiasts	47%	(137)	28%	(82)	2%	(7)	4%	(11)	20%	(57)	293
Golfers	37%	(50)	31%	(43)	4%	(5)	8%	(11)	20%	(27)	136
Athletes	53%	(160)	20%	(61)	3%	(10)	4%	(13)	19%	(57)	302
Under Armour: Very fav	51%	(199)	17%	(65)	2%	(6)	2%	(8)	29%	(111)	390
Nike: Very fav	52%	(274)	18%	(94)	2%	(9)	1%	(4)	27%	(144)	525
Adidas: Very fav	52%	(222)	18%	(74)	2%	(8)	2%	(7)	27%	(113)	424
Michael Jordan: Very fav	53%	(270)	21%	(107)	2%	(10)	2%	(9)	22%	(114)	509
LeBron James: Very fav	64%	(207)	16%	(51)	2%	(6)	—	(1)	18%	(58)	323

Continued on next page

Table MCSP7_10: How well do each of the following words describe Stephen Curry?
Winner

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	34%	(506)	19%	(277)	2%	(37)	3%	(46)	42%	(630)	1497
Stephen Curry: Very fav	80%	(221)	12%	(34)	2%	(4)	—	(1)	6%	(16)	276
Jordan Brand: Very fav	68%	(186)	14%	(39)	1%	(4)	2%	(5)	14%	(40)	274
Curry Brand: Very fav	75%	(92)	17%	(21)	1%	(1)	2%	(2)	4%	(5)	122
Under Armour: Favorable	39%	(386)	20%	(201)	2%	(24)	3%	(28)	36%	(354)	994
Nike: Favorable	41%	(405)	20%	(195)	3%	(25)	2%	(16)	36%	(354)	995
Adidas: Favorable	39%	(423)	20%	(213)	3%	(30)	2%	(26)	36%	(382)	1074
Michael Jordan: Favorable	41%	(428)	20%	(209)	3%	(27)	2%	(23)	34%	(352)	1039
LeBron James: Favorable	48%	(353)	20%	(148)	2%	(18)	1%	(8)	29%	(213)	739
Stephen Curry: Favorable	62%	(401)	24%	(153)	3%	(17)	1%	(4)	11%	(74)	650
Jordan Brand: Favorable	53%	(321)	20%	(121)	3%	(19)	2%	(15)	21%	(127)	603
Curry Brand: Favorable	65%	(210)	24%	(77)	3%	(11)	1%	(4)	6%	(20)	321
Often buy sportswear	54%	(108)	21%	(42)	1%	(3)	4%	(9)	20%	(40)	201
Often/Sometimes buy sportswear	40%	(362)	22%	(196)	2%	(17)	2%	(22)	33%	(300)	896
Familiar with Michael Jordan	34%	(506)	19%	(276)	3%	(37)	3%	(46)	42%	(622)	1487
Familiar with LeBron James	34%	(494)	19%	(270)	3%	(37)	3%	(46)	41%	(593)	1440
Familiar with Steph Curry	42%	(484)	22%	(258)	3%	(35)	4%	(42)	30%	(345)	1164

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

Table MCSP7_11: How well do each of the following words describe Stephen Curry?

Iconic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	23%	(344)	20%	(301)	6%	(91)	5%	(73)	45%	(667)	1476
Gender: Male	25%	(176)	26%	(180)	6%	(39)	7%	(49)	37%	(256)	700
Gender: Female	22%	(167)	16%	(121)	7%	(52)	3%	(24)	53%	(411)	775
Age: 18-34	34%	(151)	24%	(104)	4%	(19)	2%	(10)	36%	(157)	441
Age: 35-44	27%	(67)	24%	(59)	8%	(20)	3%	(8)	38%	(93)	248
Age: 45-64	17%	(85)	18%	(93)	7%	(35)	8%	(42)	49%	(249)	504
Age: 65+	14%	(39)	16%	(46)	6%	(17)	5%	(13)	59%	(168)	283
GenZers: 1997-2012	34%	(53)	21%	(34)	5%	(9)	4%	(6)	36%	(56)	159
Millennials: 1981-1996	32%	(136)	24%	(105)	5%	(22)	2%	(9)	37%	(159)	431
GenXers: 1965-1980	22%	(71)	22%	(72)	7%	(23)	5%	(15)	45%	(150)	332
Baby Boomers: 1946-1964	15%	(74)	17%	(83)	7%	(32)	8%	(41)	53%	(259)	488
PID: Dem (no lean)	27%	(147)	27%	(147)	6%	(33)	2%	(11)	37%	(198)	535
PID: Ind (no lean)	21%	(104)	15%	(74)	6%	(30)	7%	(32)	51%	(254)	493
PID: Rep (no lean)	21%	(92)	18%	(81)	6%	(28)	7%	(30)	48%	(215)	447
PID/Gender: Dem Men	31%	(73)	37%	(88)	3%	(8)	2%	(5)	26%	(62)	235
PID/Gender: Dem Women	25%	(74)	20%	(59)	8%	(25)	2%	(6)	45%	(136)	300
PID/Gender: Ind Men	19%	(45)	20%	(48)	6%	(16)	9%	(23)	45%	(109)	241
PID/Gender: Ind Women	24%	(60)	10%	(25)	5%	(14)	4%	(9)	57%	(144)	252
PID/Gender: Rep Men	26%	(58)	20%	(44)	7%	(15)	9%	(21)	38%	(85)	224
PID/Gender: Rep Women	15%	(34)	16%	(36)	6%	(13)	4%	(9)	59%	(131)	223
Ideo: Liberal (1-3)	30%	(119)	22%	(88)	5%	(20)	2%	(9)	42%	(168)	404
Ideo: Moderate (4)	22%	(89)	24%	(98)	6%	(23)	4%	(18)	43%	(173)	401
Ideo: Conservative (5-7)	18%	(90)	19%	(96)	6%	(32)	9%	(45)	48%	(238)	501
Educ: < College	22%	(227)	18%	(185)	6%	(62)	5%	(53)	48%	(495)	1022
Educ: Bachelors degree	25%	(73)	23%	(67)	7%	(21)	4%	(12)	40%	(116)	290
Educ: Post-grad	27%	(43)	30%	(49)	5%	(7)	4%	(7)	35%	(57)	164
Income: Under 50k	22%	(180)	17%	(144)	6%	(48)	5%	(44)	50%	(421)	837
Income: 50k-100k	23%	(100)	22%	(94)	7%	(32)	4%	(17)	43%	(186)	430
Income: 100k+	30%	(63)	30%	(63)	5%	(10)	5%	(11)	29%	(61)	209
Ethnicity: White	19%	(226)	19%	(228)	6%	(66)	5%	(64)	50%	(590)	1175
Ethnicity: Hispanic	25%	(57)	31%	(70)	8%	(19)	8%	(18)	28%	(64)	228

Continued on next page

Table MCSP7_11: How well do each of the following words describe Stephen Curry?
Iconic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	23%	(344)	20%	(301)	6%	(91)	5%	(73)	45%	(667)	1476
Ethnicity: Black	50%	(88)	20%	(34)	5%	(8)	3%	(5)	22%	(39)	174
Ethnicity: Other	23%	(29)	31%	(39)	13%	(16)	3%	(4)	30%	(38)	126
All Christian	23%	(155)	20%	(137)	8%	(53)	7%	(48)	42%	(291)	685
All Non-Christian	24%	(17)	36%	(25)	6%	(4)	2%	(1)	32%	(23)	70
Atheist	33%	(23)	23%	(16)	1%	(1)	1%	(1)	41%	(28)	68
Agnostic/Nothing in particular	21%	(82)	17%	(64)	6%	(24)	3%	(13)	52%	(197)	380
Something Else	25%	(67)	22%	(59)	3%	(8)	3%	(9)	47%	(129)	272
Religious Non-Protestant/Catholic	26%	(22)	30%	(26)	6%	(5)	2%	(2)	36%	(30)	85
Evangelical	24%	(89)	20%	(77)	7%	(27)	6%	(23)	43%	(163)	378
Non-Evangelical	23%	(129)	21%	(115)	6%	(34)	6%	(34)	44%	(247)	558
Community: Urban	29%	(117)	21%	(86)	5%	(20)	7%	(30)	37%	(148)	400
Community: Suburban	25%	(170)	21%	(140)	6%	(42)	3%	(21)	45%	(303)	676
Community: Rural	14%	(57)	19%	(76)	7%	(29)	6%	(22)	54%	(216)	399
Employ: Private Sector	26%	(112)	26%	(112)	6%	(24)	6%	(26)	36%	(153)	427
Employ: Government	38%	(33)	21%	(18)	4%	(4)	4%	(4)	33%	(29)	88
Employ: Self-Employed	30%	(40)	23%	(31)	6%	(9)	4%	(5)	37%	(49)	134
Employ: Homemaker	25%	(25)	20%	(19)	6%	(6)	4%	(3)	45%	(45)	99
Employ: Student	22%	(12)	24%	(13)	5%	(3)	2%	(1)	47%	(25)	53
Employ: Retired	13%	(45)	17%	(59)	8%	(29)	7%	(24)	54%	(186)	343
Employ: Unemployed	22%	(52)	16%	(38)	4%	(9)	3%	(7)	56%	(133)	239
Employ: Other	27%	(25)	11%	(10)	7%	(7)	2%	(2)	52%	(48)	93
Military HH: Yes	18%	(47)	15%	(38)	10%	(25)	6%	(15)	51%	(131)	257
Military HH: No	24%	(296)	22%	(263)	5%	(66)	5%	(57)	44%	(536)	1219
RD/WT: Right Direction	25%	(108)	21%	(89)	6%	(25)	8%	(36)	39%	(165)	423
RD/WT: Wrong Track	22%	(236)	20%	(212)	6%	(66)	4%	(37)	48%	(502)	1053
Trump Job Approve	18%	(107)	18%	(105)	6%	(37)	7%	(41)	51%	(298)	589
Trump Job Disapprove	26%	(214)	23%	(187)	6%	(51)	4%	(31)	41%	(333)	817

Continued on next page

Table MCSP7_11: How well do each of the following words describe Stephen Curry?

Iconic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	23%	(344)	20%	(301)	6%	(91)	5%	(73)	45%	(667)	1476
Trump Job Strongly Approve	16%	(55)	15%	(52)	6%	(22)	10%	(34)	53%	(184)	347
Trump Job Somewhat Approve	22%	(52)	22%	(53)	6%	(15)	3%	(7)	47%	(115)	242
Trump Job Somewhat Disapprove	18%	(26)	26%	(37)	7%	(10)	5%	(8)	44%	(65)	146
Trump Job Strongly Disapprove	28%	(188)	22%	(149)	6%	(41)	4%	(24)	40%	(268)	670
Favorable of Trump	19%	(113)	18%	(106)	6%	(37)	7%	(43)	49%	(291)	589
Unfavorable of Trump	26%	(214)	23%	(184)	6%	(48)	3%	(28)	41%	(335)	809
Very Favorable of Trump	19%	(71)	16%	(60)	6%	(22)	10%	(36)	49%	(179)	368
Somewhat Favorable of Trump	19%	(41)	21%	(46)	7%	(16)	3%	(6)	51%	(112)	221
Somewhat Unfavorable of Trump	23%	(30)	30%	(39)	5%	(6)	4%	(5)	39%	(50)	130
Very Unfavorable of Trump	27%	(184)	21%	(145)	6%	(42)	3%	(23)	42%	(285)	680
#1 Issue: Economy	22%	(126)	25%	(137)	6%	(33)	6%	(35)	41%	(229)	560
#1 Issue: Security	20%	(26)	14%	(17)	8%	(10)	10%	(13)	48%	(62)	128
#1 Issue: Health Care	24%	(70)	24%	(72)	4%	(11)	4%	(12)	44%	(131)	296
#1 Issue: Medicare / Social Security	16%	(28)	16%	(28)	4%	(7)	4%	(8)	60%	(105)	176
#1 Issue: Women's Issues	29%	(25)	14%	(12)	9%	(8)	—	(0)	47%	(40)	85
#1 Issue: Education	36%	(24)	17%	(11)	7%	(5)	5%	(4)	35%	(23)	68
#1 Issue: Other	25%	(29)	16%	(18)	10%	(11)	1%	(1)	49%	(56)	114
2018 House Vote: Democrat	30%	(147)	26%	(127)	5%	(26)	2%	(11)	36%	(174)	485
2018 House Vote: Republican	17%	(67)	18%	(73)	7%	(28)	9%	(35)	49%	(199)	402
2016 Vote: Hillary Clinton	30%	(127)	25%	(107)	6%	(27)	2%	(7)	37%	(156)	425
2016 Vote: Donald Trump	17%	(75)	20%	(89)	6%	(26)	9%	(39)	48%	(211)	441
2016 Vote: Other	23%	(23)	21%	(20)	7%	(7)	4%	(4)	45%	(44)	98
2016 Vote: Didn't Vote	23%	(119)	17%	(85)	6%	(31)	4%	(21)	50%	(256)	511
Voted in 2014: Yes	22%	(177)	23%	(183)	7%	(55)	5%	(44)	43%	(345)	805
Voted in 2014: No	25%	(166)	18%	(119)	5%	(35)	4%	(28)	48%	(322)	671
2012 Vote: Barack Obama	28%	(147)	25%	(133)	5%	(28)	4%	(20)	38%	(203)	530
2012 Vote: Mitt Romney	14%	(42)	18%	(51)	7%	(21)	8%	(24)	52%	(150)	287
2012 Vote: Other	9%	(6)	28%	(18)	9%	(6)	4%	(3)	49%	(30)	62
2012 Vote: Didn't Vote	25%	(149)	17%	(100)	6%	(34)	5%	(27)	48%	(284)	594

Continued on next page

Table MCSP7_11: How well do each of the following words describe Stephen Curry?
Iconic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	23%	(344)	20%	(301)	6%	(91)	5%	(73)	45%	(667)	1476
4-Region: Northeast	22%	(61)	18%	(49)	5%	(14)	4%	(12)	50%	(137)	273
4-Region: Midwest	24%	(72)	20%	(61)	6%	(17)	6%	(18)	44%	(132)	300
4-Region: South	20%	(110)	23%	(130)	7%	(39)	5%	(25)	45%	(253)	557
4-Region: West	29%	(101)	17%	(60)	6%	(21)	5%	(17)	42%	(146)	346
Sports fans	30%	(282)	26%	(244)	6%	(56)	4%	(36)	35%	(336)	954
Avid sports fans	40%	(118)	30%	(88)	7%	(20)	5%	(15)	17%	(51)	292
Casual sports fans	25%	(163)	24%	(156)	5%	(36)	3%	(21)	43%	(285)	661
NFL fans	30%	(269)	24%	(219)	6%	(53)	4%	(37)	37%	(333)	911
MLB fans	28%	(214)	26%	(199)	7%	(53)	5%	(36)	34%	(259)	761
NBA fans	38%	(260)	29%	(195)	6%	(38)	4%	(31)	23%	(157)	680
NHL fans	30%	(145)	30%	(144)	7%	(34)	4%	(18)	29%	(142)	482
WNBA fans	39%	(114)	31%	(90)	7%	(20)	1%	(4)	21%	(62)	290
College football fans	31%	(225)	25%	(182)	6%	(46)	5%	(37)	33%	(239)	729
College basketball fans	35%	(204)	29%	(172)	6%	(38)	5%	(27)	24%	(143)	584
Golf fans	30%	(124)	29%	(117)	8%	(32)	4%	(17)	29%	(119)	409
Tennis fans	29%	(136)	31%	(146)	7%	(35)	4%	(17)	28%	(130)	464
Auto racing fans	25%	(133)	25%	(130)	9%	(45)	6%	(34)	35%	(184)	526
Soccer fans	35%	(161)	32%	(146)	6%	(29)	3%	(16)	23%	(108)	460
Gymnastics fans	27%	(183)	24%	(158)	7%	(47)	3%	(18)	39%	(262)	668
Competitive swimming fans	30%	(126)	29%	(124)	6%	(26)	2%	(8)	33%	(139)	423
Basketball players	46%	(75)	33%	(53)	5%	(8)	3%	(4)	13%	(22)	162
Basketball fans	41%	(206)	30%	(149)	5%	(25)	4%	(18)	21%	(105)	503
Sneaker enthusiasts	35%	(101)	32%	(92)	3%	(10)	6%	(17)	24%	(69)	288
Golfers	26%	(36)	35%	(50)	7%	(10)	9%	(12)	24%	(34)	142
Athletes	44%	(119)	28%	(77)	5%	(14)	4%	(10)	19%	(53)	274
Under Armour: Very fav	39%	(151)	20%	(76)	5%	(21)	3%	(10)	33%	(129)	386
Nike: Very fav	38%	(207)	25%	(138)	5%	(26)	2%	(9)	31%	(170)	549
Adidas: Very fav	38%	(170)	22%	(99)	4%	(16)	2%	(10)	33%	(147)	442
Michael Jordan: Very fav	41%	(194)	25%	(116)	6%	(30)	3%	(15)	25%	(119)	474
LeBron James: Very fav	49%	(154)	24%	(74)	6%	(18)	1%	(3)	20%	(63)	312

Continued on next page

Table MCSP7_11: How well do each of the following words describe Stephen Curry?

Iconic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	23%	(344)	20%	(301)	6%	(91)	5%	(73)	45%	(667)	1476
Stephen Curry: Very fav	62%	(159)	23%	(58)	7%	(18)	—	(1)	8%	(19)	255
Jordan Brand: Very fav	51%	(135)	25%	(66)	4%	(10)	2%	(4)	19%	(50)	265
Curry Brand: Very fav	70%	(75)	22%	(24)	3%	(3)	—	(0)	6%	(6)	108
Under Armour: Favorable	27%	(257)	25%	(240)	5%	(52)	5%	(44)	39%	(374)	967
Nike: Favorable	30%	(296)	25%	(247)	5%	(50)	3%	(28)	38%	(380)	1001
Adidas: Favorable	27%	(293)	24%	(259)	5%	(57)	3%	(35)	40%	(422)	1066
Michael Jordan: Favorable	29%	(293)	25%	(252)	7%	(69)	3%	(32)	36%	(366)	1011
LeBron James: Favorable	35%	(255)	26%	(192)	6%	(43)	2%	(13)	31%	(225)	728
Stephen Curry: Favorable	45%	(281)	31%	(193)	7%	(41)	2%	(15)	14%	(89)	619
Jordan Brand: Favorable	37%	(228)	28%	(171)	6%	(35)	4%	(22)	26%	(162)	617
Curry Brand: Favorable	50%	(165)	32%	(104)	4%	(14)	4%	(14)	10%	(32)	329
Often buy sportswear	41%	(81)	26%	(51)	4%	(8)	5%	(10)	24%	(49)	199
Often/Sometimes buy sportswear	29%	(254)	24%	(214)	6%	(51)	5%	(42)	36%	(319)	881
Familiar with Michael Jordan	24%	(342)	20%	(297)	6%	(91)	5%	(72)	45%	(653)	1455
Familiar with LeBron James	24%	(337)	21%	(298)	6%	(84)	5%	(73)	44%	(623)	1414
Familiar with Steph Curry	30%	(332)	25%	(282)	7%	(83)	6%	(63)	32%	(365)	1126

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

Table MCSP7_12: How well do each of the following words describe Stephen Curry?
Role model

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	26%	(374)	21%	(297)	3%	(48)	5%	(65)	45%	(642)	1427
Gender: Male	28%	(195)	23%	(162)	4%	(30)	6%	(39)	38%	(266)	692
Gender: Female	24%	(179)	18%	(135)	3%	(18)	4%	(26)	51%	(377)	735
Age: 18-34	37%	(166)	22%	(99)	3%	(12)	3%	(13)	35%	(153)	442
Age: 35-44	29%	(68)	28%	(65)	4%	(10)	2%	(5)	36%	(84)	232
Age: 45-64	21%	(99)	19%	(89)	3%	(15)	7%	(36)	50%	(240)	479
Age: 65+	15%	(41)	16%	(44)	4%	(11)	4%	(11)	60%	(165)	273
GenZers: 1997-2012	34%	(59)	15%	(27)	3%	(5)	5%	(8)	42%	(73)	172
Millennials: 1981-1996	35%	(143)	29%	(115)	3%	(13)	2%	(8)	31%	(124)	403
GenXers: 1965-1980	24%	(81)	20%	(67)	3%	(10)	5%	(17)	48%	(160)	334
Baby Boomers: 1946-1964	18%	(82)	17%	(77)	3%	(15)	7%	(31)	55%	(249)	453
PID: Dem (no lean)	34%	(179)	25%	(129)	4%	(21)	3%	(13)	34%	(180)	521
PID: Ind (no lean)	24%	(121)	17%	(85)	2%	(13)	6%	(31)	51%	(256)	506
PID: Rep (no lean)	19%	(74)	21%	(83)	4%	(15)	5%	(21)	52%	(207)	400
PID/Gender: Dem Men	36%	(85)	28%	(66)	6%	(13)	3%	(7)	27%	(62)	233
PID/Gender: Dem Women	33%	(94)	22%	(63)	3%	(8)	2%	(6)	41%	(118)	288
PID/Gender: Ind Men	27%	(67)	17%	(43)	4%	(10)	8%	(20)	43%	(109)	250
PID/Gender: Ind Women	21%	(53)	16%	(42)	1%	(3)	4%	(11)	58%	(147)	256
PID/Gender: Rep Men	21%	(43)	25%	(53)	3%	(7)	5%	(11)	45%	(95)	209
PID/Gender: Rep Women	16%	(31)	16%	(30)	4%	(8)	5%	(10)	59%	(112)	191
Ideo: Liberal (1-3)	34%	(139)	22%	(89)	3%	(12)	1%	(5)	40%	(162)	408
Ideo: Moderate (4)	23%	(90)	24%	(95)	5%	(19)	4%	(16)	43%	(168)	388
Ideo: Conservative (5-7)	20%	(92)	21%	(93)	4%	(16)	7%	(31)	49%	(222)	455
Educ: < College	25%	(238)	19%	(180)	3%	(30)	5%	(52)	49%	(472)	972
Educ: Bachelors degree	30%	(88)	25%	(72)	4%	(11)	3%	(10)	37%	(107)	288
Educ: Post-grad	29%	(48)	27%	(45)	5%	(8)	2%	(4)	38%	(63)	167
Income: Under 50k	26%	(203)	17%	(134)	3%	(24)	5%	(39)	48%	(376)	777
Income: 50k-100k	26%	(111)	22%	(96)	4%	(15)	5%	(20)	44%	(188)	430
Income: 100k+	27%	(60)	31%	(67)	4%	(9)	3%	(6)	35%	(78)	220
Ethnicity: White	20%	(225)	20%	(227)	4%	(42)	5%	(56)	51%	(562)	1112
Ethnicity: Hispanic	35%	(75)	25%	(54)	3%	(7)	5%	(11)	32%	(70)	217

Continued on next page

Table MCSP7_12: How well do each of the following words describe Stephen Curry?

Role model

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	26%	(374)	21%	(297)	3%	(48)	5%	(65)	45%	(642)	1427
Ethnicity: Black	55%	(94)	20%	(34)	3%	(5)	2%	(3)	21%	(36)	172
Ethnicity: Other	39%	(56)	25%	(36)	1%	(1)	4%	(6)	31%	(44)	143
All Christian	23%	(154)	23%	(153)	5%	(36)	6%	(40)	42%	(275)	659
All Non-Christian	33%	(21)	27%	(17)	3%	(2)	2%	(1)	34%	(22)	63
Atheist	27%	(18)	18%	(12)	—	(0)	1%	(1)	54%	(37)	68
Agnostic/Nothing in particular	28%	(105)	18%	(69)	2%	(7)	3%	(13)	49%	(186)	380
Something Else	30%	(76)	18%	(45)	2%	(4)	4%	(10)	48%	(122)	257
Religious Non-Protestant/Catholic	27%	(23)	30%	(26)	4%	(4)	1%	(1)	37%	(31)	84
Evangelical	27%	(89)	21%	(69)	3%	(9)	7%	(22)	42%	(140)	329
Non-Evangelical	25%	(138)	21%	(117)	4%	(23)	5%	(28)	45%	(247)	553
Community: Urban	31%	(115)	23%	(83)	3%	(11)	5%	(19)	38%	(139)	366
Community: Suburban	27%	(181)	23%	(156)	3%	(23)	3%	(22)	43%	(292)	675
Community: Rural	20%	(78)	15%	(58)	4%	(14)	6%	(24)	55%	(211)	385
Employ: Private Sector	27%	(108)	28%	(112)	3%	(11)	6%	(23)	36%	(141)	395
Employ: Government	44%	(34)	16%	(12)	5%	(4)	5%	(4)	29%	(22)	76
Employ: Self-Employed	25%	(32)	24%	(29)	3%	(4)	7%	(8)	41%	(51)	124
Employ: Homemaker	15%	(14)	29%	(28)	3%	(3)	3%	(2)	51%	(48)	95
Employ: Student	35%	(26)	20%	(15)	3%	(2)	1%	(0)	42%	(31)	75
Employ: Retired	15%	(50)	18%	(61)	4%	(15)	4%	(13)	58%	(192)	331
Employ: Unemployed	32%	(69)	11%	(25)	3%	(6)	5%	(10)	49%	(105)	216
Employ: Other	37%	(42)	13%	(15)	3%	(4)	3%	(3)	44%	(50)	114
Military HH: Yes	22%	(50)	17%	(39)	6%	(14)	5%	(11)	50%	(113)	227
Military HH: No	27%	(324)	22%	(258)	3%	(35)	4%	(54)	44%	(529)	1199
RD/WT: Right Direction	26%	(105)	19%	(77)	3%	(13)	8%	(31)	44%	(179)	405
RD/WT: Wrong Track	26%	(269)	22%	(220)	3%	(35)	3%	(34)	45%	(463)	1022
Trump Job Approve	17%	(94)	19%	(107)	4%	(22)	7%	(39)	53%	(301)	564
Trump Job Disapprove	33%	(266)	23%	(183)	3%	(24)	3%	(23)	37%	(297)	794

Continued on next page

Table MCSP7_12: How well do each of the following words describe Stephen Curry?
Role model

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	26%	(374)	21%	(297)	3%	(48)	5%	(65)	45%	(642)	1427
Trump Job Strongly Approve	13%	(46)	18%	(63)	5%	(16)	9%	(32)	54%	(187)	345
Trump Job Somewhat Approve	22%	(48)	20%	(44)	3%	(7)	3%	(7)	52%	(114)	219
Trump Job Somewhat Disapprove	32%	(48)	23%	(34)	3%	(5)	5%	(8)	37%	(57)	152
Trump Job Strongly Disapprove	34%	(217)	23%	(149)	3%	(20)	2%	(15)	38%	(241)	642
Favorable of Trump	18%	(102)	19%	(106)	4%	(22)	7%	(42)	53%	(301)	572
Unfavorable of Trump	33%	(259)	24%	(188)	3%	(26)	3%	(22)	37%	(295)	789
Very Favorable of Trump	15%	(53)	17%	(63)	4%	(14)	10%	(36)	54%	(198)	365
Somewhat Favorable of Trump	23%	(48)	20%	(43)	4%	(8)	3%	(6)	50%	(103)	208
Somewhat Unfavorable of Trump	33%	(49)	23%	(34)	5%	(8)	4%	(6)	34%	(51)	147
Very Unfavorable of Trump	33%	(210)	24%	(154)	3%	(18)	3%	(17)	38%	(244)	642
#1 Issue: Economy	27%	(149)	22%	(119)	3%	(18)	5%	(29)	43%	(232)	547
#1 Issue: Security	16%	(17)	18%	(20)	4%	(4)	8%	(9)	54%	(60)	110
#1 Issue: Health Care	28%	(77)	24%	(66)	4%	(10)	4%	(10)	41%	(115)	278
#1 Issue: Medicare / Social Security	18%	(32)	16%	(29)	4%	(8)	5%	(9)	57%	(101)	178
#1 Issue: Women's Issues	32%	(27)	19%	(16)	2%	(2)	3%	(2)	45%	(39)	86
#1 Issue: Education	39%	(33)	22%	(19)	—	(0)	4%	(3)	35%	(30)	85
#1 Issue: Other	30%	(29)	20%	(19)	1%	(1)	2%	(1)	47%	(46)	97
2018 House Vote: Democrat	34%	(162)	25%	(121)	2%	(9)	3%	(13)	36%	(172)	478
2018 House Vote: Republican	15%	(57)	20%	(74)	4%	(15)	8%	(28)	53%	(198)	372
2016 Vote: Hillary Clinton	35%	(152)	24%	(105)	3%	(14)	2%	(9)	36%	(157)	437
2016 Vote: Donald Trump	16%	(66)	21%	(86)	3%	(13)	9%	(37)	52%	(216)	417
2016 Vote: Other	21%	(16)	25%	(19)	3%	(3)	2%	(2)	48%	(37)	78
2016 Vote: Didn't Vote	28%	(140)	18%	(87)	4%	(18)	3%	(17)	47%	(232)	494
Voted in 2014: Yes	25%	(195)	22%	(177)	3%	(28)	6%	(46)	44%	(347)	793
Voted in 2014: No	28%	(179)	19%	(119)	3%	(21)	3%	(19)	47%	(296)	634
2012 Vote: Barack Obama	31%	(168)	23%	(122)	3%	(15)	3%	(16)	40%	(217)	539
2012 Vote: Mitt Romney	12%	(33)	23%	(63)	4%	(11)	8%	(23)	53%	(145)	275
2012 Vote: Other	25%	(13)	14%	(7)	6%	(3)	12%	(6)	44%	(22)	51
2012 Vote: Didn't Vote	28%	(158)	19%	(104)	3%	(17)	4%	(20)	46%	(258)	556

Continued on next page

Table MCSP7_12: How well do each of the following words describe Stephen Curry?

Role model

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	26%	(374)	21%	(297)	3%	(48)	5%	(65)	45%	(642)	1427
4-Region: Northeast	27%	(67)	23%	(58)	3%	(8)	5%	(14)	42%	(105)	252
4-Region: Midwest	25%	(80)	20%	(62)	3%	(10)	5%	(17)	46%	(146)	315
4-Region: South	24%	(129)	23%	(119)	4%	(21)	4%	(20)	45%	(240)	529
4-Region: West	30%	(98)	17%	(57)	3%	(10)	4%	(15)	46%	(151)	331
Sports fans	32%	(311)	26%	(250)	4%	(38)	4%	(41)	33%	(321)	960
Avid sports fans	46%	(138)	24%	(72)	6%	(18)	6%	(19)	19%	(57)	304
Casual sports fans	26%	(172)	27%	(178)	3%	(20)	3%	(22)	40%	(265)	657
NFL fans	34%	(306)	25%	(220)	4%	(35)	4%	(35)	34%	(301)	897
MLB fans	31%	(229)	27%	(201)	4%	(27)	4%	(32)	34%	(247)	736
NBA fans	41%	(275)	30%	(197)	3%	(23)	3%	(22)	22%	(145)	662
NHL fans	31%	(153)	27%	(132)	5%	(25)	5%	(23)	32%	(159)	492
WNBA fans	42%	(133)	32%	(101)	5%	(15)	2%	(7)	19%	(60)	316
College football fans	34%	(248)	26%	(189)	4%	(31)	5%	(35)	31%	(226)	730
College basketball fans	38%	(228)	30%	(177)	4%	(25)	5%	(27)	23%	(134)	592
Golf fans	31%	(123)	28%	(112)	4%	(18)	6%	(24)	31%	(122)	400
Tennis fans	34%	(148)	27%	(117)	5%	(22)	4%	(19)	30%	(133)	439
Auto racing fans	30%	(153)	22%	(111)	6%	(29)	8%	(40)	36%	(184)	516
Soccer fans	36%	(174)	28%	(135)	5%	(26)	5%	(24)	26%	(129)	488
Gymnastics fans	28%	(178)	25%	(159)	4%	(22)	4%	(25)	39%	(248)	632
Competitive swimming fans	34%	(139)	25%	(103)	5%	(22)	4%	(18)	32%	(131)	412
Basketball players	53%	(89)	27%	(45)	7%	(11)	4%	(7)	9%	(15)	167
Basketball fans	44%	(228)	29%	(151)	5%	(24)	5%	(23)	18%	(95)	521
Sneaker enthusiasts	39%	(116)	23%	(69)	7%	(20)	3%	(10)	28%	(82)	296
Golfers	29%	(38)	29%	(38)	4%	(5)	11%	(14)	27%	(36)	133
Athletes	45%	(128)	23%	(64)	5%	(13)	6%	(17)	22%	(62)	283
Under Armour: Very fav	39%	(153)	20%	(77)	2%	(10)	5%	(18)	34%	(133)	390
Nike: Very fav	43%	(235)	21%	(114)	2%	(12)	3%	(16)	30%	(165)	542
Adidas: Very fav	43%	(192)	21%	(92)	3%	(15)	3%	(15)	30%	(135)	450
Michael Jordan: Very fav	47%	(224)	25%	(118)	3%	(13)	4%	(18)	21%	(98)	472
LeBron James: Very fav	58%	(170)	18%	(52)	3%	(10)	2%	(6)	19%	(56)	294

Continued on next page

Table MCSP7_12: How well do each of the following words describe Stephen Curry?
Role model

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	26%	(374)	21%	(297)	3%	(48)	5%	(65)	45%	(642)	1427
Stephen Curry: Very fav	76%	(194)	15%	(39)	1%	(3)	2%	(4)	6%	(16)	256
Jordan Brand: Very fav	58%	(161)	19%	(51)	2%	(5)	4%	(10)	18%	(49)	276
Curry Brand: Very fav	74%	(74)	13%	(13)	2%	(2)	4%	(4)	8%	(8)	101
Under Armour: Favorable	31%	(284)	24%	(215)	3%	(27)	4%	(36)	38%	(351)	912
Nike: Favorable	34%	(328)	24%	(230)	2%	(22)	3%	(27)	38%	(368)	974
Adidas: Favorable	31%	(317)	24%	(247)	3%	(35)	4%	(38)	39%	(403)	1040
Michael Jordan: Favorable	33%	(325)	25%	(244)	4%	(35)	4%	(38)	35%	(340)	982
LeBron James: Favorable	39%	(266)	27%	(183)	3%	(22)	2%	(16)	29%	(194)	681
Stephen Curry: Favorable	50%	(295)	33%	(196)	3%	(15)	2%	(14)	13%	(76)	596
Jordan Brand: Favorable	41%	(252)	27%	(163)	3%	(19)	4%	(22)	25%	(153)	608
Curry Brand: Favorable	55%	(171)	31%	(98)	2%	(8)	4%	(11)	8%	(24)	312
Often buy sportswear	47%	(96)	24%	(49)	3%	(7)	3%	(7)	23%	(48)	206
Often/Sometimes buy sportswear	33%	(282)	25%	(209)	4%	(30)	4%	(31)	35%	(295)	847
Familiar with Michael Jordan	26%	(372)	21%	(295)	3%	(48)	5%	(64)	45%	(628)	1408
Familiar with LeBron James	27%	(362)	22%	(295)	3%	(45)	5%	(64)	44%	(596)	1362
Familiar with Steph Curry	32%	(354)	26%	(284)	4%	(46)	5%	(57)	33%	(358)	1099

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

Table MCSP7_13: How well do each of the following words describe Stephen Curry?

Cool

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	23%	(341)	23%	(347)	4%	(58)	4%	(68)	46%	(693)	1507
Gender: Male	23%	(168)	28%	(208)	5%	(35)	6%	(40)	38%	(281)	731
Gender: Female	22%	(174)	18%	(139)	3%	(24)	4%	(27)	53%	(412)	776
Age: 18-34	32%	(141)	29%	(127)	3%	(13)	3%	(12)	33%	(141)	434
Age: 35-44	26%	(72)	26%	(72)	4%	(12)	5%	(14)	38%	(102)	271
Age: 45-64	18%	(93)	19%	(97)	4%	(23)	6%	(30)	52%	(268)	510
Age: 65+	12%	(36)	18%	(52)	3%	(10)	4%	(12)	62%	(182)	292
GenZers: 1997-2012	35%	(55)	25%	(38)	5%	(8)	3%	(4)	32%	(51)	156
Millennials: 1981-1996	30%	(130)	29%	(124)	3%	(11)	4%	(18)	34%	(147)	430
GenXers: 1965-1980	20%	(75)	25%	(94)	5%	(20)	5%	(18)	46%	(175)	381
Baby Boomers: 1946-1964	16%	(76)	16%	(77)	3%	(16)	5%	(26)	59%	(282)	477
PID: Dem (no lean)	35%	(197)	29%	(165)	2%	(10)	2%	(10)	32%	(181)	562
PID: Ind (no lean)	18%	(93)	20%	(105)	6%	(30)	5%	(24)	51%	(265)	517
PID: Rep (no lean)	12%	(52)	18%	(77)	4%	(18)	8%	(34)	58%	(247)	428
PID/Gender: Dem Men	34%	(90)	38%	(98)	2%	(6)	3%	(8)	23%	(59)	260
PID/Gender: Dem Women	35%	(107)	22%	(67)	1%	(4)	1%	(2)	40%	(121)	302
PID/Gender: Ind Men	19%	(47)	23%	(59)	6%	(14)	6%	(16)	46%	(116)	252
PID/Gender: Ind Women	17%	(45)	17%	(46)	6%	(16)	3%	(8)	56%	(149)	264
PID/Gender: Rep Men	14%	(31)	24%	(52)	6%	(14)	8%	(17)	48%	(105)	219
PID/Gender: Rep Women	10%	(21)	12%	(25)	2%	(4)	8%	(17)	68%	(142)	210
Ideo: Liberal (1-3)	32%	(144)	25%	(114)	3%	(11)	2%	(8)	38%	(173)	450
Ideo: Moderate (4)	25%	(96)	27%	(106)	3%	(12)	3%	(12)	42%	(162)	388
Ideo: Conservative (5-7)	13%	(65)	21%	(106)	6%	(29)	8%	(43)	52%	(265)	507
Educ: < College	21%	(216)	20%	(205)	4%	(43)	4%	(46)	50%	(517)	1028
Educ: Bachelors degree	25%	(77)	31%	(97)	3%	(9)	5%	(14)	37%	(115)	312
Educ: Post-grad	29%	(48)	27%	(45)	3%	(6)	5%	(8)	36%	(61)	167
Income: Under 50k	22%	(178)	19%	(159)	4%	(37)	4%	(36)	50%	(416)	826
Income: 50k-100k	21%	(98)	26%	(119)	4%	(17)	5%	(23)	44%	(201)	459
Income: 100k+	29%	(65)	31%	(68)	2%	(4)	4%	(9)	34%	(75)	222
Ethnicity: White	17%	(204)	23%	(270)	3%	(39)	5%	(58)	51%	(605)	1176
Ethnicity: Hispanic	30%	(74)	28%	(72)	3%	(8)	5%	(12)	34%	(86)	251

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Table MCSP7_13: How well do each of the following words describe Stephen Curry?
Cool

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	23%	(341)	23%	(347)	4%	(58)	4%	(68)	46% (693)	1507
Ethnicity: Black	49%	(93)	21%	(41)	4%	(9)	2%	(3)	24% (45)	190
Ethnicity: Other	32%	(45)	26%	(36)	8%	(11)	4%	(6)	31% (43)	141
All Christian	22%	(156)	25%	(176)	4%	(28)	6%	(40)	44% (309)	709
All Non-Christian	23%	(15)	31%	(20)	10%	(6)	1%	(0)	35% (23)	65
Atheist	40%	(31)	17%	(13)	3%	(2)	5%	(4)	36% (28)	78
Agnostic/Nothing in particular	20%	(77)	22%	(83)	3%	(13)	4%	(13)	51% (195)	381
Something Else	23%	(62)	20%	(54)	3%	(8)	4%	(10)	51% (139)	275
Religious Non-Protestant/Catholic	21%	(18)	34%	(29)	10%	(9)	2%	(2)	33% (28)	84
Evangelical	24%	(88)	22%	(81)	4%	(14)	5%	(20)	45% (166)	368
Non-Evangelical	22%	(127)	23%	(137)	3%	(20)	5%	(29)	47% (276)	588
Community: Urban	28%	(114)	25%	(101)	4%	(16)	6%	(25)	36% (146)	402
Community: Suburban	25%	(178)	24%	(174)	3%	(23)	3%	(24)	44% (320)	719
Community: Rural	13%	(49)	19%	(72)	5%	(19)	5%	(20)	59% (228)	387
Employ: Private Sector	28%	(119)	29%	(125)	2%	(9)	6%	(24)	35% (147)	424
Employ: Government	35%	(27)	23%	(17)	2%	(2)	5%	(4)	35% (27)	77
Employ: Self-Employed	23%	(29)	29%	(36)	7%	(8)	8%	(10)	33% (40)	124
Employ: Homemaker	21%	(23)	21%	(23)	4%	(4)	5%	(5)	49% (53)	108
Employ: Student	30%	(23)	28%	(21)	7%	(5)	—	(0)	35% (26)	76
Employ: Retired	15%	(52)	16%	(57)	5%	(17)	5%	(18)	59% (210)	355
Employ: Unemployed	18%	(43)	23%	(56)	2%	(5)	2%	(5)	55% (133)	242
Employ: Other	25%	(26)	11%	(11)	7%	(8)	2%	(2)	54% (56)	102
Military HH: Yes	19%	(52)	16%	(44)	6%	(17)	6%	(17)	52% (139)	269
Military HH: No	23%	(289)	25%	(304)	3%	(41)	4%	(50)	45% (554)	1238
RD/WT: Right Direction	22%	(100)	23%	(103)	4%	(19)	8%	(35)	44% (202)	460
RD/WT: Wrong Track	23%	(241)	23%	(244)	4%	(40)	3%	(33)	47% (491)	1048
Trump Job Approve	14%	(91)	19%	(121)	4%	(27)	8%	(48)	54% (340)	626
Trump Job Disapprove	29%	(237)	27%	(215)	3%	(26)	2%	(18)	39% (315)	811

Continued on next page

Table MCSP7_13: How well do each of the following words describe Stephen Curry?

Cool

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	23%	(341)	23%	(347)	4%	(58)	4%	(68)	46%	(693)	1507
Trump Job Strongly Approve	11%	(43)	17%	(63)	4%	(15)	11%	(40)	57%	(217)	378
Trump Job Somewhat Approve	19%	(48)	23%	(58)	5%	(12)	3%	(8)	50%	(123)	248
Trump Job Somewhat Disapprove	19%	(29)	24%	(37)	6%	(9)	4%	(6)	47%	(72)	153
Trump Job Strongly Disapprove	32%	(208)	27%	(178)	3%	(17)	2%	(12)	37%	(243)	658
Favorable of Trump	14%	(86)	19%	(114)	4%	(27)	8%	(51)	55%	(337)	616
Unfavorable of Trump	29%	(237)	28%	(226)	3%	(25)	2%	(15)	39%	(315)	817
Very Favorable of Trump	11%	(44)	17%	(68)	4%	(16)	11%	(45)	57%	(225)	399
Somewhat Favorable of Trump	19%	(41)	21%	(46)	5%	(11)	3%	(7)	51%	(112)	218
Somewhat Unfavorable of Trump	23%	(32)	29%	(39)	3%	(5)	2%	(2)	43%	(60)	138
Very Unfavorable of Trump	30%	(206)	27%	(186)	3%	(20)	2%	(13)	38%	(255)	680
#1 Issue: Economy	22%	(132)	27%	(158)	3%	(18)	4%	(22)	44%	(260)	591
#1 Issue: Security	16%	(23)	13%	(17)	7%	(9)	10%	(15)	54%	(75)	140
#1 Issue: Health Care	24%	(65)	28%	(78)	3%	(7)	5%	(13)	41%	(112)	275
#1 Issue: Medicare / Social Security	19%	(33)	12%	(21)	3%	(5)	4%	(7)	61%	(104)	170
#1 Issue: Women's Issues	25%	(22)	31%	(27)	3%	(2)	1%	(1)	40%	(35)	88
#1 Issue: Education	30%	(22)	27%	(20)	9%	(7)	1%	(1)	32%	(24)	74
#1 Issue: Energy	28%	(15)	19%	(10)	5%	(3)	11%	(6)	37%	(19)	53
#1 Issue: Other	25%	(30)	14%	(16)	5%	(6)	3%	(3)	53%	(63)	118
2018 House Vote: Democrat	35%	(177)	29%	(146)	1%	(6)	2%	(9)	33%	(167)	506
2018 House Vote: Republican	13%	(54)	15%	(64)	6%	(24)	10%	(42)	56%	(236)	420
2016 Vote: Hillary Clinton	33%	(145)	28%	(123)	2%	(10)	2%	(7)	35%	(150)	435
2016 Vote: Donald Trump	13%	(60)	19%	(91)	5%	(22)	10%	(46)	54%	(254)	472
2016 Vote: Other	30%	(27)	19%	(17)	2%	(2)	4%	(3)	45%	(40)	89
2016 Vote: Didn't Vote	22%	(110)	23%	(116)	5%	(23)	2%	(12)	49%	(248)	509
Voted in 2014: Yes	23%	(190)	23%	(186)	3%	(24)	5%	(44)	46%	(371)	815
Voted in 2014: No	22%	(152)	23%	(161)	5%	(34)	3%	(23)	46%	(322)	692
2012 Vote: Barack Obama	29%	(161)	27%	(150)	3%	(14)	3%	(14)	40%	(223)	561
2012 Vote: Mitt Romney	11%	(31)	17%	(51)	6%	(17)	10%	(31)	56%	(167)	298
2012 Vote: Other	22%	(13)	17%	(10)	2%	(1)	5%	(3)	54%	(32)	60
2012 Vote: Didn't Vote	23%	(136)	23%	(136)	4%	(26)	3%	(20)	46%	(270)	588

Continued on next page

Table MCSP7_13: How well do each of the following words describe Stephen Curry?
Cool

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	23%	(341)	23%	(347)	4%	(58)	4%	(68)	46% (693)	1507
4-Region: Northeast	24%	(65)	22%	(59)	3%	(8)	6%	(15)	46% (123)	270
4-Region: Midwest	19%	(59)	24%	(75)	4%	(13)	5%	(16)	49% (154)	317
4-Region: South	23%	(129)	24%	(132)	4%	(24)	4%	(23)	44% (245)	553
4-Region: West	24%	(89)	22%	(81)	4%	(13)	4%	(13)	47% (171)	367
Sports fans	28%	(281)	30%	(300)	4%	(42)	4%	(41)	35% (351)	1016
Avid sports fans	40%	(137)	33%	(113)	4%	(13)	5%	(18)	17% (59)	341
Casual sports fans	21%	(144)	28%	(187)	4%	(30)	3%	(23)	43% (292)	675
NFL fans	29%	(274)	28%	(262)	4%	(34)	4%	(36)	35% (327)	934
MLB fans	28%	(220)	30%	(236)	5%	(36)	4%	(29)	34% (266)	787
NBA fans	38%	(269)	31%	(223)	4%	(30)	4%	(25)	23% (162)	709
NHL fans	27%	(143)	32%	(172)	4%	(22)	7%	(35)	31% (165)	537
WNBA fans	44%	(156)	29%	(103)	3%	(10)	2%	(9)	21% (76)	354
College football fans	29%	(216)	30%	(225)	5%	(36)	4%	(30)	32% (236)	743
College basketball fans	32%	(201)	34%	(213)	5%	(31)	4%	(24)	24% (151)	619
Golf fans	27%	(120)	30%	(132)	5%	(23)	6%	(24)	32% (139)	438
Tennis fans	32%	(158)	32%	(155)	4%	(21)	4%	(20)	28% (136)	490
Auto racing fans	26%	(143)	25%	(136)	5%	(26)	7%	(37)	38% (208)	551
Soccer fans	32%	(158)	34%	(167)	4%	(21)	4%	(22)	25% (120)	489
Gymnastics fans	28%	(191)	25%	(173)	4%	(25)	4%	(25)	39% (266)	680
Competitive swimming fans	32%	(140)	26%	(114)	4%	(17)	4%	(18)	34% (151)	440
Basketball players	45%	(81)	36%	(65)	5%	(10)	3%	(5)	11% (20)	181
Basketball fans	40%	(222)	33%	(180)	4%	(19)	4%	(24)	19% (104)	550
Sneaker enthusiasts	35%	(106)	32%	(99)	5%	(14)	4%	(11)	25% (77)	306
Golfers	23%	(33)	30%	(43)	6%	(9)	9%	(13)	32% (47)	144
Athletes	38%	(110)	29%	(85)	6%	(17)	4%	(13)	23% (69)	294
Under Armour: Very fav	37%	(155)	25%	(105)	1%	(4)	4%	(16)	32% (133)	414
Nike: Very fav	42%	(231)	25%	(140)	2%	(12)	2%	(10)	29% (162)	555
Adidas: Very fav	39%	(183)	24%	(113)	3%	(13)	3%	(12)	31% (144)	465
Michael Jordan: Very fav	39%	(204)	27%	(143)	5%	(24)	3%	(16)	27% (141)	528
LeBron James: Very fav	51%	(171)	27%	(92)	2%	(7)	—	(2)	20% (66)	338

Continued on next page

Table MCSP7_13: How well do each of the following words describe Stephen Curry?

Cool

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	23%	(341)	23%	(347)	4%	(58)	4%	(68)	46%	(693)	1507
Stephen Curry: Very fav	66%	(194)	25%	(72)	2%	(7)	—	(1)	7%	(21)	295
Jordan Brand: Very fav	51%	(144)	24%	(67)	4%	(10)	2%	(6)	20%	(55)	282
Curry Brand: Very fav	74%	(83)	17%	(20)	1%	(1)	1%	(2)	7%	(8)	112
Under Armour: Favorable	27%	(267)	27%	(269)	2%	(23)	4%	(39)	39%	(380)	978
Nike: Favorable	30%	(297)	26%	(262)	3%	(30)	3%	(27)	38%	(380)	995
Adidas: Favorable	28%	(305)	26%	(280)	3%	(33)	4%	(43)	39%	(426)	1087
Michael Jordan: Favorable	29%	(303)	27%	(279)	4%	(39)	4%	(41)	37%	(384)	1046
LeBron James: Favorable	35%	(253)	31%	(226)	3%	(24)	1%	(10)	30%	(218)	732
Stephen Curry: Favorable	44%	(285)	37%	(242)	2%	(16)	1%	(7)	16%	(103)	654
Jordan Brand: Favorable	36%	(229)	31%	(195)	3%	(20)	4%	(23)	26%	(166)	633
Curry Brand: Favorable	51%	(163)	39%	(123)	2%	(6)	1%	(5)	7%	(22)	318
Often buy sportswear	40%	(87)	29%	(63)	2%	(4)	6%	(13)	23%	(50)	217
Often/Sometimes buy sportswear	29%	(265)	29%	(262)	4%	(35)	4%	(33)	34%	(310)	905
Familiar with Michael Jordan	23%	(340)	23%	(344)	4%	(57)	5%	(67)	46%	(678)	1487
Familiar with LeBron James	23%	(334)	23%	(337)	4%	(58)	5%	(68)	45%	(649)	1446
Familiar with Steph Curry	29%	(332)	28%	(324)	4%	(50)	5%	(58)	34%	(388)	1151

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

Table MCSP7_14: How well do each of the following words describe Stephen Curry?
Elite

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	26%	(375)	19%	(278)	4%	(62)	5%	(67)	45%	(650)	1431
Gender: Male	31%	(212)	23%	(157)	6%	(42)	6%	(41)	33%	(227)	679
Gender: Female	22%	(163)	16%	(121)	3%	(20)	3%	(26)	56%	(423)	753
Age: 18-34	35%	(152)	22%	(99)	3%	(15)	2%	(8)	38%	(167)	441
Age: 35-44	28%	(59)	24%	(51)	5%	(11)	6%	(13)	37%	(80)	215
Age: 45-64	22%	(109)	18%	(88)	5%	(23)	7%	(33)	48%	(232)	485
Age: 65+	19%	(54)	14%	(40)	5%	(13)	4%	(12)	59%	(171)	290
GenZers: 1997-2012	39%	(74)	20%	(38)	2%	(3)	3%	(6)	37%	(70)	190
Millennials: 1981-1996	30%	(112)	25%	(94)	5%	(20)	3%	(12)	36%	(134)	373
GenXers: 1965-1980	25%	(86)	21%	(71)	3%	(11)	5%	(17)	45%	(154)	340
Baby Boomers: 1946-1964	20%	(94)	15%	(69)	4%	(21)	6%	(29)	54%	(252)	466
PID: Dem (no lean)	32%	(162)	26%	(134)	4%	(22)	2%	(13)	36%	(183)	514
PID: Ind (no lean)	28%	(138)	14%	(69)	3%	(16)	6%	(29)	49%	(237)	488
PID: Rep (no lean)	17%	(74)	17%	(75)	6%	(25)	6%	(25)	54%	(230)	429
PID/Gender: Dem Men	34%	(74)	34%	(74)	6%	(13)	3%	(6)	24%	(53)	219
PID/Gender: Dem Women	30%	(89)	21%	(61)	3%	(9)	2%	(7)	44%	(130)	295
PID/Gender: Ind Men	35%	(91)	16%	(41)	6%	(14)	9%	(22)	34%	(88)	257
PID/Gender: Ind Women	20%	(47)	12%	(28)	1%	(2)	3%	(6)	64%	(149)	232
PID/Gender: Rep Men	23%	(47)	21%	(42)	7%	(15)	6%	(13)	42%	(86)	203
PID/Gender: Rep Women	12%	(27)	14%	(33)	4%	(10)	6%	(13)	64%	(144)	226
Ideo: Liberal (1-3)	33%	(134)	24%	(98)	3%	(14)	3%	(11)	37%	(153)	410
Ideo: Moderate (4)	29%	(115)	21%	(82)	6%	(23)	4%	(16)	41%	(165)	401
Ideo: Conservative (5-7)	21%	(97)	16%	(74)	5%	(25)	7%	(33)	51%	(242)	471
Educ: < College	23%	(231)	18%	(175)	3%	(35)	5%	(51)	51%	(503)	995
Educ: Bachelors degree	31%	(87)	24%	(68)	7%	(21)	3%	(9)	34%	(95)	280
Educ: Post-grad	36%	(57)	22%	(35)	4%	(7)	4%	(7)	33%	(52)	156
Income: Under 50k	23%	(186)	18%	(140)	4%	(30)	5%	(42)	50%	(398)	797
Income: 50k-100k	28%	(115)	19%	(78)	6%	(23)	4%	(14)	43%	(178)	409
Income: 100k+	33%	(74)	26%	(59)	4%	(9)	4%	(10)	33%	(73)	225
Ethnicity: White	22%	(242)	18%	(202)	4%	(49)	5%	(52)	51%	(563)	1108
Ethnicity: Hispanic	25%	(55)	34%	(77)	6%	(13)	5%	(12)	30%	(66)	222

Continued on next page

Table MCSP7_14: How well do each of the following words describe Stephen Curry?

Elite

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	26%	(375)	19%	(278)	4%	(62)	5%	(67)	45%	(650)	1431
Ethnicity: Black	51%	(94)	23%	(42)	2%	(4)	5%	(8)	20%	(36)	184
Ethnicity: Other	28%	(39)	24%	(34)	6%	(9)	5%	(7)	36%	(51)	140
All Christian	26%	(167)	21%	(134)	5%	(35)	5%	(31)	43%	(281)	648
All Non-Christian	31%	(23)	18%	(13)	13%	(9)	1%	(1)	38%	(28)	74
Atheist	36%	(21)	17%	(10)	5%	(3)	6%	(4)	37%	(22)	60
Agnostic/Nothing in particular	26%	(98)	16%	(60)	2%	(9)	5%	(18)	51%	(193)	378
Something Else	24%	(65)	23%	(62)	2%	(6)	5%	(13)	46%	(126)	271
Religious Non-Protestant/Catholic	33%	(29)	16%	(14)	11%	(9)	1%	(1)	40%	(35)	89
Evangelical	25%	(91)	23%	(85)	3%	(13)	5%	(17)	44%	(163)	369
Non-Evangelical	26%	(135)	20%	(104)	5%	(28)	5%	(27)	44%	(233)	527
Community: Urban	28%	(110)	24%	(93)	5%	(20)	7%	(28)	36%	(143)	394
Community: Suburban	30%	(198)	20%	(131)	4%	(29)	2%	(16)	44%	(294)	668
Community: Rural	18%	(67)	15%	(54)	4%	(14)	6%	(23)	57%	(212)	370
Employ: Private Sector	28%	(110)	24%	(96)	5%	(20)	6%	(23)	38%	(150)	398
Employ: Government	27%	(23)	32%	(28)	4%	(4)	5%	(4)	33%	(29)	88
Employ: Self-Employed	34%	(45)	23%	(30)	6%	(8)	6%	(8)	30%	(39)	130
Employ: Homemaker	20%	(19)	15%	(14)	3%	(3)	5%	(5)	57%	(55)	96
Employ: Student	39%	(28)	17%	(12)	3%	(2)	2%	(1)	39%	(27)	70
Employ: Retired	17%	(57)	15%	(50)	5%	(15)	5%	(18)	57%	(188)	328
Employ: Unemployed	27%	(61)	17%	(40)	4%	(9)	3%	(7)	49%	(112)	229
Employ: Other	35%	(33)	10%	(9)	1%	(1)	1%	(1)	53%	(49)	93
Military HH: Yes	24%	(62)	19%	(48)	4%	(11)	6%	(16)	47%	(120)	257
Military HH: No	27%	(313)	20%	(230)	4%	(51)	4%	(51)	45%	(530)	1175
RD/WT: Right Direction	25%	(100)	15%	(61)	5%	(19)	9%	(36)	46%	(181)	398
RD/WT: Wrong Track	27%	(275)	21%	(217)	4%	(43)	3%	(30)	45%	(469)	1034
Trump Job Approve	21%	(122)	16%	(91)	4%	(23)	7%	(39)	53%	(307)	581
Trump Job Disapprove	30%	(237)	23%	(185)	5%	(38)	4%	(28)	39%	(313)	802

Continued on next page

Table MCSP7_14: How well do each of the following words describe Stephen Curry?

Elite

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	26%	(375)	19%	(278)	4%	(62)	5%	(67)	45%	(650)	1431
Trump Job Strongly Approve	17%	(59)	13%	(44)	4%	(12)	9%	(30)	57%	(192)	337
Trump Job Somewhat Approve	26%	(63)	19%	(47)	4%	(11)	3%	(8)	47%	(115)	244
Trump Job Somewhat Disapprove	24%	(39)	25%	(41)	7%	(11)	5%	(8)	40%	(65)	165
Trump Job Strongly Disapprove	31%	(198)	23%	(144)	4%	(26)	3%	(20)	39%	(248)	636
Favorable of Trump	21%	(122)	15%	(88)	5%	(28)	7%	(43)	53%	(312)	594
Unfavorable of Trump	30%	(236)	24%	(186)	4%	(34)	3%	(21)	39%	(302)	779
Very Favorable of Trump	18%	(68)	14%	(52)	4%	(14)	10%	(35)	54%	(198)	368
Somewhat Favorable of Trump	24%	(54)	16%	(36)	6%	(14)	4%	(8)	50%	(114)	226
Somewhat Unfavorable of Trump	28%	(39)	28%	(39)	5%	(7)	2%	(3)	37%	(51)	139
Very Unfavorable of Trump	31%	(197)	23%	(146)	4%	(27)	3%	(18)	39%	(251)	640
#1 Issue: Economy	27%	(148)	20%	(107)	5%	(29)	4%	(19)	44%	(240)	542
#1 Issue: Security	17%	(21)	15%	(19)	2%	(2)	12%	(15)	53%	(65)	122
#1 Issue: Health Care	25%	(70)	26%	(73)	4%	(10)	7%	(19)	38%	(107)	280
#1 Issue: Medicare / Social Security	22%	(40)	12%	(21)	8%	(15)	4%	(6)	54%	(97)	180
#1 Issue: Women's Issues	25%	(22)	21%	(18)	—	(0)	—	(0)	54%	(46)	85
#1 Issue: Education	38%	(29)	27%	(20)	1%	(1)	4%	(3)	31%	(23)	75
#1 Issue: Energy	41%	(21)	8%	(4)	3%	(2)	5%	(2)	43%	(22)	51
#1 Issue: Other	25%	(24)	18%	(17)	3%	(3)	2%	(2)	52%	(50)	96
2018 House Vote: Democrat	33%	(156)	25%	(116)	4%	(18)	3%	(14)	36%	(169)	473
2018 House Vote: Republican	18%	(73)	16%	(64)	7%	(29)	9%	(36)	50%	(200)	402
2016 Vote: Hillary Clinton	32%	(133)	24%	(101)	5%	(22)	3%	(11)	36%	(153)	420
2016 Vote: Donald Trump	19%	(81)	16%	(70)	6%	(26)	8%	(37)	51%	(222)	438
2016 Vote: Other	37%	(33)	19%	(17)	1%	(1)	5%	(4)	39%	(36)	91
2016 Vote: Didn't Vote	26%	(127)	19%	(89)	3%	(13)	3%	(14)	49%	(239)	482
Voted in 2014: Yes	25%	(191)	21%	(160)	6%	(44)	5%	(41)	44%	(341)	776
Voted in 2014: No	28%	(184)	18%	(118)	3%	(18)	4%	(25)	47%	(309)	655
2012 Vote: Barack Obama	30%	(154)	24%	(123)	4%	(23)	3%	(18)	39%	(201)	519
2012 Vote: Mitt Romney	20%	(56)	16%	(44)	5%	(14)	8%	(22)	52%	(146)	282
2012 Vote: Other	18%	(11)	18%	(11)	11%	(7)	5%	(3)	48%	(28)	60
2012 Vote: Didn't Vote	27%	(151)	18%	(100)	3%	(15)	4%	(24)	49%	(274)	565

Continued on next page

Table MCSP7_14: How well do each of the following words describe Stephen Curry?

Elite

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	26%	(375)	19%	(278)	4%	(62)	5%	(67)	45%	(650)	1431
4-Region: Northeast	25%	(60)	18%	(44)	4%	(9)	5%	(12)	49%	(120)	246
4-Region: Midwest	29%	(89)	18%	(56)	4%	(12)	4%	(11)	45%	(136)	305
4-Region: South	23%	(123)	21%	(115)	5%	(26)	4%	(24)	46%	(249)	538
4-Region: West	30%	(101)	18%	(64)	4%	(14)	6%	(20)	42%	(144)	343
Sports fans	35%	(324)	24%	(220)	5%	(47)	4%	(39)	32%	(297)	926
Avid sports fans	48%	(141)	25%	(72)	3%	(8)	7%	(19)	18%	(51)	291
Casual sports fans	29%	(182)	23%	(148)	6%	(39)	3%	(20)	39%	(245)	635
NFL fans	36%	(310)	23%	(204)	4%	(38)	3%	(28)	33%	(288)	868
MLB fans	35%	(253)	23%	(163)	5%	(37)	4%	(31)	32%	(230)	714
NBA fans	42%	(265)	27%	(173)	4%	(28)	4%	(26)	23%	(143)	636
NHL fans	35%	(172)	23%	(116)	6%	(29)	6%	(29)	30%	(148)	494
WNBA fans	48%	(147)	28%	(86)	3%	(10)	2%	(6)	18%	(54)	303
College football fans	36%	(252)	24%	(169)	6%	(40)	4%	(31)	30%	(213)	705
College basketball fans	40%	(224)	28%	(159)	6%	(33)	4%	(25)	22%	(124)	564
Golf fans	37%	(148)	22%	(88)	7%	(27)	5%	(20)	30%	(122)	405
Tennis fans	38%	(161)	26%	(112)	5%	(23)	4%	(17)	27%	(114)	427
Auto racing fans	29%	(145)	21%	(104)	7%	(35)	7%	(37)	36%	(181)	502
Soccer fans	37%	(179)	28%	(134)	6%	(29)	5%	(24)	24%	(115)	481
Gymnastics fans	29%	(183)	22%	(139)	6%	(36)	4%	(27)	40%	(257)	642
Competitive swimming fans	34%	(139)	22%	(88)	8%	(31)	3%	(12)	34%	(139)	409
Basketball players	52%	(71)	32%	(44)	5%	(7)	2%	(2)	10%	(14)	138
Basketball fans	43%	(216)	28%	(143)	5%	(25)	4%	(21)	19%	(96)	500
Sneaker enthusiasts	39%	(112)	27%	(80)	7%	(19)	4%	(13)	23%	(67)	290
Golfers	37%	(48)	24%	(31)	4%	(5)	7%	(10)	27%	(36)	130
Athletes	47%	(128)	20%	(55)	4%	(10)	6%	(16)	23%	(64)	274
Under Armour: Very fav	43%	(159)	18%	(68)	2%	(8)	3%	(12)	33%	(124)	371
Nike: Very fav	41%	(216)	21%	(107)	3%	(18)	3%	(14)	32%	(168)	523
Adidas: Very fav	43%	(183)	19%	(81)	3%	(12)	3%	(12)	33%	(142)	429
Michael Jordan: Very fav	43%	(208)	25%	(119)	5%	(26)	3%	(14)	24%	(113)	479
LeBron James: Very fav	53%	(159)	21%	(64)	2%	(8)	2%	(5)	22%	(66)	303

Continued on next page

Table MCSP7_14: How well do each of the following words describe Stephen Curry?
Elite

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	26%	(375)	19%	(278)	4%	(62)	5%	(67)	45%	(650)	1431
Stephen Curry: Very fav	71%	(184)	17%	(45)	3%	(9)	1%	(3)	7%	(18)	258
Jordan Brand: Very fav	59%	(158)	16%	(42)	4%	(10)	2%	(6)	19%	(51)	267
Curry Brand: Very fav	75%	(88)	14%	(16)	2%	(3)	1%	(1)	9%	(10)	117
Under Armour: Favorable	31%	(288)	21%	(195)	4%	(38)	4%	(39)	39%	(360)	921
Nike: Favorable	32%	(305)	22%	(208)	4%	(41)	4%	(36)	39%	(370)	960
Adidas: Favorable	31%	(323)	22%	(227)	5%	(50)	4%	(42)	39%	(403)	1044
Michael Jordan: Favorable	33%	(322)	23%	(221)	5%	(51)	4%	(40)	35%	(341)	976
LeBron James: Favorable	38%	(258)	25%	(168)	5%	(32)	2%	(13)	31%	(212)	684
Stephen Curry: Favorable	51%	(313)	27%	(167)	5%	(30)	2%	(12)	15%	(93)	615
Jordan Brand: Favorable	43%	(254)	21%	(122)	5%	(30)	4%	(23)	27%	(155)	584
Curry Brand: Favorable	56%	(166)	26%	(77)	6%	(19)	2%	(7)	10%	(29)	298
Often buy sportswear	48%	(90)	18%	(34)	4%	(7)	6%	(11)	24%	(45)	187
Often/Sometimes buy sportswear	34%	(279)	22%	(184)	5%	(41)	4%	(32)	35%	(290)	825
Familiar with Michael Jordan	26%	(374)	20%	(277)	4%	(62)	5%	(67)	45%	(635)	1415
Familiar with LeBron James	27%	(372)	20%	(269)	4%	(61)	5%	(67)	44%	(603)	1372
Familiar with Steph Curry	34%	(364)	24%	(255)	5%	(58)	5%	(56)	32%	(353)	1086

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

Table MCSP7_15: How well do each of the following words describe Stephen Curry?

Humble

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	20%	(292)	20%	(298)	6%	(87)	6%	(84)	49%	(729)	1490
Gender: Male	22%	(159)	23%	(168)	7%	(53)	7%	(50)	40%	(286)	717
Gender: Female	17%	(133)	17%	(130)	4%	(34)	4%	(33)	57%	(443)	773
Age: 18-34	29%	(128)	24%	(105)	5%	(21)	3%	(15)	39%	(172)	441
Age: 35-44	24%	(54)	22%	(51)	11%	(25)	4%	(9)	39%	(89)	227
Age: 45-64	16%	(83)	19%	(101)	5%	(24)	9%	(46)	51%	(264)	517
Age: 65+	9%	(28)	14%	(42)	6%	(18)	5%	(14)	67%	(204)	306
GenZers: 1997-2012	27%	(44)	27%	(44)	3%	(4)	7%	(12)	36%	(59)	163
Millennials: 1981-1996	29%	(115)	24%	(94)	8%	(31)	1%	(6)	39%	(155)	401
GenXers: 1965-1980	19%	(68)	20%	(73)	6%	(24)	5%	(20)	50%	(181)	366
Baby Boomers: 1946-1964	13%	(63)	16%	(79)	5%	(25)	9%	(44)	58%	(290)	500
PID: Dem (no lean)	26%	(138)	27%	(144)	5%	(28)	3%	(15)	39%	(205)	530
PID: Ind (no lean)	18%	(90)	17%	(85)	7%	(34)	5%	(27)	53%	(270)	507
PID: Rep (no lean)	14%	(64)	15%	(69)	5%	(25)	9%	(42)	56%	(254)	453
PID/Gender: Dem Men	27%	(67)	36%	(88)	7%	(17)	3%	(7)	28%	(69)	247
PID/Gender: Dem Women	25%	(71)	20%	(56)	4%	(12)	3%	(8)	48%	(136)	284
PID/Gender: Ind Men	21%	(52)	19%	(48)	8%	(20)	6%	(15)	45%	(110)	244
PID/Gender: Ind Women	15%	(38)	14%	(38)	6%	(15)	5%	(12)	61%	(160)	263
PID/Gender: Rep Men	18%	(40)	15%	(33)	7%	(17)	13%	(28)	48%	(108)	226
PID/Gender: Rep Women	10%	(23)	16%	(36)	4%	(8)	6%	(13)	65%	(147)	227
Ideo: Liberal (1-3)	24%	(96)	22%	(91)	5%	(18)	3%	(11)	46%	(187)	404
Ideo: Moderate (4)	25%	(108)	22%	(93)	5%	(23)	5%	(23)	43%	(185)	431
Ideo: Conservative (5-7)	12%	(59)	19%	(92)	7%	(36)	9%	(43)	54%	(267)	498
Educ: < College	19%	(198)	18%	(192)	4%	(44)	6%	(64)	52%	(539)	1037
Educ: Bachelors degree	20%	(57)	24%	(69)	10%	(28)	4%	(11)	43%	(123)	288
Educ: Post-grad	23%	(38)	22%	(37)	9%	(16)	5%	(8)	40%	(67)	166
Income: Under 50k	19%	(153)	19%	(152)	5%	(41)	5%	(44)	52%	(424)	813
Income: 50k-100k	20%	(88)	21%	(90)	7%	(29)	4%	(20)	48%	(212)	438
Income: 100k+	22%	(52)	23%	(56)	7%	(18)	9%	(21)	39%	(94)	240
Ethnicity: White	14%	(164)	20%	(235)	6%	(72)	6%	(69)	54%	(628)	1169
Ethnicity: Hispanic	29%	(73)	28%	(71)	8%	(19)	8%	(19)	27%	(69)	251

Continued on next page

Table MCSP7_15: How well do each of the following words describe Stephen Curry?
Humble

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	20%	(292)	20%	(298)	6%	(87)	6%	(84)	49%	(729)	1490
Ethnicity: Black	47%	(83)	17%	(30)	2%	(4)	4%	(7)	29%	(51)	175
Ethnicity: Other	31%	(45)	23%	(33)	8%	(11)	5%	(7)	34%	(50)	147
All Christian	20%	(145)	20%	(144)	7%	(53)	7%	(50)	46%	(337)	729
All Non-Christian	27%	(17)	22%	(14)	5%	(3)	2%	(1)	45%	(29)	64
Atheist	22%	(15)	16%	(11)	7%	(5)	6%	(4)	49%	(33)	68
Agnostic/Nothing in particular	16%	(59)	19%	(69)	5%	(19)	4%	(14)	56%	(201)	361
Something Else	21%	(56)	23%	(61)	3%	(7)	5%	(14)	48%	(130)	268
Religious Non-Protestant/Catholic	28%	(23)	22%	(18)	4%	(4)	3%	(2)	42%	(35)	82
Evangelical	19%	(76)	21%	(84)	6%	(25)	8%	(31)	45%	(175)	392
Non-Evangelical	21%	(119)	19%	(108)	6%	(34)	6%	(32)	49%	(284)	576
Community: Urban	21%	(85)	24%	(95)	7%	(27)	8%	(32)	40%	(160)	400
Community: Suburban	23%	(160)	21%	(146)	6%	(43)	4%	(26)	47%	(335)	710
Community: Rural	12%	(47)	15%	(57)	5%	(18)	7%	(25)	61%	(233)	380
Employ: Private Sector	23%	(92)	24%	(96)	6%	(25)	5%	(19)	42%	(170)	403
Employ: Government	30%	(28)	26%	(24)	8%	(7)	5%	(4)	31%	(28)	92
Employ: Self-Employed	21%	(26)	22%	(27)	4%	(5)	13%	(15)	39%	(48)	121
Employ: Homemaker	20%	(20)	19%	(20)	3%	(3)	5%	(5)	53%	(54)	102
Employ: Student	33%	(23)	23%	(16)	6%	(4)	1%	(1)	37%	(26)	69
Employ: Retired	9%	(32)	15%	(56)	6%	(23)	7%	(27)	64%	(240)	378
Employ: Unemployed	22%	(50)	18%	(41)	6%	(14)	3%	(7)	50%	(113)	225
Employ: Other	21%	(21)	18%	(18)	6%	(6)	5%	(5)	50%	(51)	100
Military HH: Yes	17%	(45)	16%	(42)	6%	(16)	5%	(14)	56%	(148)	265
Military HH: No	20%	(248)	21%	(256)	6%	(71)	6%	(70)	47%	(581)	1225
RD/WT: Right Direction	23%	(97)	18%	(75)	5%	(20)	8%	(35)	45%	(186)	412
RD/WT: Wrong Track	18%	(196)	21%	(223)	6%	(68)	5%	(49)	50%	(543)	1079
Trump Job Approve	14%	(88)	16%	(99)	7%	(44)	7%	(45)	55%	(343)	619
Trump Job Disapprove	24%	(195)	23%	(193)	5%	(39)	4%	(37)	44%	(359)	824

Continued on next page

Table MCSP7_15: How well do each of the following words describe Stephen Curry?
Humble

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	20%	(292)	20%	(298)	6%	(87)	6%	(84)	49%	(729)	1490
Trump Job Strongly Approve	11%	(39)	16%	(59)	7%	(23)	8%	(29)	58%	(206)	356
Trump Job Somewhat Approve	19%	(49)	15%	(40)	8%	(21)	6%	(16)	52%	(137)	262
Trump Job Somewhat Disapprove	24%	(40)	21%	(35)	5%	(9)	7%	(11)	43%	(73)	169
Trump Job Strongly Disapprove	24%	(155)	24%	(158)	5%	(31)	4%	(26)	44%	(286)	655
Favorable of Trump	13%	(81)	16%	(99)	7%	(43)	8%	(48)	56%	(352)	624
Unfavorable of Trump	24%	(193)	23%	(188)	5%	(44)	4%	(33)	43%	(348)	806
Very Favorable of Trump	12%	(45)	15%	(57)	5%	(20)	11%	(41)	58%	(225)	388
Somewhat Favorable of Trump	15%	(36)	18%	(43)	10%	(22)	3%	(7)	54%	(128)	236
Somewhat Unfavorable of Trump	28%	(41)	23%	(34)	6%	(9)	4%	(6)	38%	(56)	146
Very Unfavorable of Trump	23%	(151)	23%	(155)	5%	(36)	4%	(27)	44%	(292)	660
#1 Issue: Economy	22%	(134)	21%	(126)	7%	(40)	7%	(40)	43%	(261)	600
#1 Issue: Security	19%	(23)	9%	(11)	11%	(14)	4%	(5)	58%	(71)	124
#1 Issue: Health Care	20%	(55)	24%	(68)	4%	(11)	6%	(16)	47%	(133)	283
#1 Issue: Medicare / Social Security	13%	(22)	17%	(29)	4%	(7)	7%	(12)	60%	(102)	172
#1 Issue: Women's Issues	15%	(12)	27%	(22)	5%	(4)	4%	(3)	49%	(39)	80
#1 Issue: Education	23%	(19)	23%	(19)	9%	(7)	—	(0)	45%	(36)	80
#1 Issue: Other	21%	(22)	12%	(13)	4%	(4)	2%	(2)	61%	(65)	106
2018 House Vote: Democrat	27%	(130)	25%	(120)	4%	(20)	3%	(13)	42%	(207)	489
2018 House Vote: Republican	12%	(50)	15%	(60)	7%	(30)	8%	(34)	58%	(235)	409
2016 Vote: Hillary Clinton	28%	(121)	23%	(102)	4%	(17)	2%	(10)	42%	(185)	436
2016 Vote: Donald Trump	12%	(56)	15%	(70)	7%	(34)	9%	(40)	56%	(259)	460
2016 Vote: Other	18%	(16)	17%	(15)	7%	(7)	5%	(5)	52%	(46)	88
2016 Vote: Didn't Vote	20%	(99)	22%	(111)	6%	(30)	6%	(29)	47%	(238)	506
Voted in 2014: Yes	18%	(145)	21%	(170)	5%	(44)	6%	(47)	50%	(400)	806
Voted in 2014: No	22%	(148)	19%	(128)	6%	(44)	5%	(37)	48%	(329)	685
2012 Vote: Barack Obama	25%	(140)	22%	(126)	5%	(26)	3%	(19)	45%	(252)	563
2012 Vote: Mitt Romney	6%	(18)	19%	(58)	8%	(23)	9%	(27)	58%	(175)	302
2012 Vote: Other	21%	(11)	13%	(6)	4%	(2)	4%	(2)	57%	(29)	50
2012 Vote: Didn't Vote	21%	(121)	19%	(107)	6%	(35)	6%	(35)	48%	(273)	572

Continued on next page

Table MCSP7_15: How well do each of the following words describe Stephen Curry?
Humble

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	20%	(292)	20%	(298)	6%	(87)	6%	(84)	49%	(729)	1490
4-Region: Northeast	19%	(51)	17%	(45)	7%	(17)	5%	(13)	52%	(139)	266
4-Region: Midwest	19%	(60)	22%	(70)	5%	(15)	6%	(21)	49%	(159)	325
4-Region: South	20%	(114)	24%	(134)	5%	(30)	5%	(27)	46%	(260)	565
4-Region: West	20%	(68)	15%	(49)	7%	(25)	7%	(22)	51%	(171)	334
Sports fans	27%	(261)	24%	(236)	7%	(72)	5%	(46)	37%	(356)	970
Avid sports fans	41%	(123)	26%	(78)	9%	(26)	6%	(19)	18%	(55)	301
Casual sports fans	21%	(138)	24%	(158)	7%	(45)	4%	(27)	45%	(301)	669
NFL fans	28%	(257)	24%	(222)	6%	(54)	5%	(47)	38%	(350)	930
MLB fans	27%	(214)	24%	(192)	8%	(62)	6%	(46)	36%	(283)	796
NBA fans	34%	(231)	27%	(186)	9%	(58)	6%	(38)	25%	(170)	684
NHL fans	26%	(134)	26%	(135)	7%	(35)	6%	(30)	34%	(175)	509
WNBA fans	38%	(133)	31%	(107)	7%	(23)	3%	(9)	21%	(73)	345
College football fans	28%	(218)	25%	(194)	7%	(53)	6%	(47)	34%	(260)	771
College basketball fans	31%	(199)	28%	(180)	8%	(49)	6%	(41)	27%	(172)	640
Golf fans	27%	(109)	26%	(108)	8%	(34)	6%	(23)	33%	(137)	411
Tennis fans	27%	(124)	29%	(132)	9%	(43)	4%	(17)	30%	(139)	455
Auto racing fans	26%	(136)	21%	(112)	8%	(40)	7%	(37)	38%	(200)	525
Soccer fans	30%	(146)	28%	(134)	7%	(35)	6%	(28)	29%	(139)	481
Gymnastics fans	23%	(153)	24%	(160)	6%	(44)	3%	(23)	44%	(296)	675
Competitive swimming fans	27%	(120)	25%	(114)	8%	(36)	4%	(17)	36%	(160)	446
Basketball players	51%	(82)	28%	(45)	4%	(7)	5%	(9)	12%	(19)	162
Basketball fans	37%	(198)	30%	(161)	7%	(38)	4%	(22)	21%	(114)	532
Sneaker enthusiasts	34%	(104)	25%	(76)	7%	(22)	6%	(20)	27%	(82)	304
Golfers	26%	(35)	23%	(30)	8%	(10)	8%	(10)	36%	(47)	132
Athletes	38%	(110)	21%	(61)	9%	(25)	4%	(12)	28%	(82)	290
Under Armour: Very fav	38%	(154)	20%	(82)	6%	(24)	3%	(13)	32%	(129)	401
Nike: Very fav	38%	(215)	22%	(125)	5%	(30)	3%	(18)	32%	(184)	571
Adidas: Very fav	37%	(165)	21%	(95)	6%	(25)	4%	(16)	32%	(144)	444
Michael Jordan: Very fav	38%	(193)	23%	(117)	7%	(34)	3%	(15)	30%	(151)	509
LeBron James: Very fav	46%	(149)	24%	(78)	5%	(17)	—	(0)	24%	(79)	324

Continued on next page

Table MCSP7_15: How well do each of the following words describe Stephen Curry?

Humble

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	20%	(292)	20%	(298)	6%	(87)	6%	(84)	49%	(729)	1490
Stephen Curry: Very fav	64%	(180)	20%	(57)	5%	(15)	—	(1)	10%	(27)	280
Jordan Brand: Very fav	50%	(146)	24%	(68)	3%	(9)	3%	(9)	20%	(58)	290
Curry Brand: Very fav	69%	(82)	17%	(20)	4%	(4)	1%	(1)	9%	(11)	118
Under Armour: Favorable	24%	(238)	22%	(221)	7%	(66)	5%	(51)	42%	(412)	988
Nike: Favorable	27%	(268)	24%	(234)	5%	(53)	4%	(35)	41%	(403)	993
Adidas: Favorable	24%	(260)	23%	(245)	6%	(69)	4%	(46)	42%	(450)	1070
Michael Jordan: Favorable	25%	(258)	23%	(238)	7%	(74)	4%	(42)	40%	(403)	1015
LeBron James: Favorable	30%	(219)	27%	(195)	6%	(42)	3%	(20)	34%	(243)	719
Stephen Curry: Favorable	38%	(239)	32%	(201)	8%	(48)	3%	(19)	20%	(128)	634
Jordan Brand: Favorable	34%	(201)	28%	(167)	6%	(37)	4%	(23)	28%	(168)	596
Curry Brand: Favorable	45%	(149)	33%	(108)	5%	(17)	6%	(18)	11%	(37)	329
Often buy sportswear	40%	(84)	26%	(55)	7%	(15)	3%	(6)	24%	(52)	212
Often/Sometimes buy sportswear	25%	(229)	25%	(226)	6%	(56)	5%	(46)	38%	(343)	900
Familiar with Michael Jordan	20%	(292)	20%	(297)	6%	(87)	6%	(81)	49%	(720)	1477
Familiar with LeBron James	20%	(284)	20%	(286)	6%	(84)	6%	(83)	48%	(678)	1415
Familiar with Steph Curry	25%	(281)	25%	(274)	7%	(81)	6%	(70)	37%	(412)	1119

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

Table MCSP8_1: How well do each of the following words describe Michael Jordan?

Wholesome

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	26%	(382)	28%	(403)	11%	(159)	6%	(81)	30%	(436)	1461
Gender: Male	27%	(196)	28%	(202)	14%	(104)	8%	(55)	23%	(164)	719
Gender: Female	25%	(186)	27%	(202)	7%	(55)	4%	(27)	37%	(272)	742
Age: 18-34	33%	(137)	25%	(106)	9%	(39)	4%	(18)	28%	(119)	419
Age: 35-44	28%	(67)	35%	(84)	11%	(25)	6%	(15)	21%	(50)	241
Age: 45-64	22%	(112)	28%	(144)	12%	(63)	7%	(35)	31%	(162)	517
Age: 65+	23%	(65)	25%	(70)	11%	(32)	5%	(13)	37%	(104)	285
GenZers: 1997-2012	30%	(51)	27%	(46)	7%	(11)	6%	(11)	29%	(49)	167
Millennials: 1981-1996	32%	(124)	30%	(116)	12%	(45)	3%	(12)	24%	(92)	389
GenXers: 1965-1980	24%	(85)	27%	(95)	10%	(36)	7%	(23)	32%	(110)	349
Baby Boomers: 1946-1964	22%	(110)	27%	(136)	12%	(62)	6%	(32)	32%	(161)	502
PID: Dem (no lean)	31%	(164)	29%	(158)	11%	(58)	4%	(23)	25%	(135)	537
PID: Ind (no lean)	22%	(106)	27%	(130)	12%	(61)	5%	(24)	34%	(168)	490
PID: Rep (no lean)	26%	(111)	27%	(115)	9%	(40)	8%	(35)	31%	(133)	435
PID/Gender: Dem Men	35%	(86)	29%	(72)	13%	(31)	7%	(16)	17%	(43)	249
PID/Gender: Dem Women	27%	(78)	30%	(85)	9%	(26)	2%	(6)	32%	(92)	288
PID/Gender: Ind Men	21%	(53)	28%	(72)	18%	(45)	6%	(15)	27%	(68)	253
PID/Gender: Ind Women	23%	(53)	25%	(58)	7%	(16)	3%	(8)	43%	(100)	236
PID/Gender: Rep Men	26%	(57)	26%	(57)	12%	(27)	11%	(23)	25%	(53)	217
PID/Gender: Rep Women	25%	(54)	27%	(58)	6%	(13)	6%	(12)	37%	(80)	218
Ideo: Liberal (1-3)	28%	(119)	30%	(130)	11%	(48)	6%	(24)	26%	(111)	432
Ideo: Moderate (4)	29%	(120)	24%	(99)	12%	(48)	6%	(26)	28%	(116)	410
Ideo: Conservative (5-7)	22%	(104)	29%	(138)	11%	(51)	5%	(25)	32%	(153)	471
Educ: < College	28%	(270)	26%	(259)	9%	(88)	5%	(47)	32%	(317)	982
Educ: Bachelors degree	22%	(69)	31%	(96)	16%	(51)	8%	(24)	23%	(73)	312
Educ: Post-grad	26%	(43)	29%	(48)	12%	(20)	6%	(10)	28%	(46)	167
Income: Under 50k	27%	(220)	26%	(216)	8%	(68)	5%	(39)	33%	(273)	816
Income: 50k-100k	26%	(110)	28%	(118)	14%	(58)	5%	(22)	28%	(120)	429
Income: 100k+	24%	(51)	32%	(69)	15%	(32)	9%	(20)	20%	(43)	216
Ethnicity: White	24%	(277)	28%	(320)	10%	(119)	6%	(71)	32%	(368)	1155
Ethnicity: Hispanic	29%	(70)	34%	(82)	14%	(34)	7%	(18)	15%	(36)	240

Continued on next page

Table MCSP8_1: How well do each of the following words describe Michael Jordan?

Wholesome

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	26%	(382)	28%	(403)	11%	(159)	6%	(81)	30%	(436)	1461
Ethnicity: Black	45%	(77)	23%	(39)	8%	(14)	3%	(6)	20%	(35)	170
Ethnicity: Other	21%	(28)	32%	(44)	19%	(25)	4%	(5)	25%	(34)	136
All Christian	27%	(183)	26%	(183)	12%	(84)	7%	(50)	28%	(191)	691
All Non-Christian	29%	(21)	31%	(23)	11%	(8)	4%	(3)	25%	(18)	74
Atheist	24%	(15)	26%	(16)	20%	(13)	5%	(3)	24%	(16)	64
Agnostic/Nothing in particular	20%	(70)	28%	(96)	11%	(37)	4%	(13)	38%	(131)	348
Something Else	32%	(92)	30%	(85)	6%	(16)	4%	(12)	28%	(80)	285
Religious Non-Protestant/Catholic	26%	(23)	29%	(25)	14%	(13)	4%	(3)	28%	(25)	89
Evangelical	32%	(122)	28%	(106)	9%	(32)	6%	(23)	24%	(92)	375
Non-Evangelical	26%	(149)	27%	(156)	11%	(63)	6%	(37)	30%	(172)	578
Community: Urban	30%	(114)	31%	(119)	9%	(36)	6%	(22)	24%	(93)	384
Community: Suburban	25%	(174)	26%	(185)	14%	(100)	5%	(35)	30%	(212)	705
Community: Rural	25%	(94)	27%	(99)	6%	(23)	6%	(24)	35%	(132)	372
Employ: Private Sector	29%	(121)	25%	(103)	14%	(58)	6%	(26)	27%	(112)	420
Employ: Government	28%	(26)	33%	(31)	7%	(6)	4%	(4)	29%	(27)	94
Employ: Self-Employed	32%	(38)	25%	(29)	19%	(22)	6%	(7)	19%	(22)	119
Employ: Homemaker	15%	(13)	34%	(30)	8%	(7)	7%	(7)	35%	(31)	88
Employ: Student	25%	(19)	22%	(16)	6%	(4)	6%	(5)	41%	(30)	74
Employ: Retired	20%	(68)	30%	(103)	11%	(39)	3%	(11)	35%	(121)	342
Employ: Unemployed	33%	(76)	30%	(69)	6%	(13)	7%	(16)	25%	(58)	232
Employ: Other	23%	(21)	25%	(23)	8%	(8)	6%	(6)	37%	(34)	92
Military HH: Yes	27%	(65)	24%	(60)	9%	(23)	5%	(13)	34%	(84)	245
Military HH: No	26%	(316)	28%	(344)	11%	(136)	6%	(68)	29%	(352)	1216
RD/WT: Right Direction	30%	(125)	26%	(108)	10%	(41)	8%	(31)	26%	(106)	412
RD/WT: Wrong Track	24%	(256)	28%	(295)	11%	(118)	5%	(50)	31%	(330)	1050
Trump Job Approve	25%	(143)	26%	(146)	9%	(51)	7%	(39)	33%	(189)	568
Trump Job Disapprove	26%	(220)	30%	(247)	12%	(101)	5%	(41)	27%	(224)	833

Continued on next page

Table MCSP8_1: How well do each of the following words describe Michael Jordan?

Wholesome

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	26%	(382)	28%	(403)	11%	(159)	6%	(81)	30%	(436)	1461
Trump Job Strongly Approve	26%	(90)	24%	(82)	7%	(26)	5%	(19)	38%	(130)	347
Trump Job Somewhat Approve	24%	(53)	29%	(64)	12%	(26)	9%	(20)	27%	(59)	221
Trump Job Somewhat Disapprove	17%	(28)	39%	(65)	17%	(28)	4%	(7)	23%	(39)	169
Trump Job Strongly Disapprove	29%	(191)	27%	(182)	11%	(73)	5%	(34)	28%	(184)	664
Favorable of Trump	25%	(141)	27%	(152)	9%	(53)	8%	(45)	32%	(182)	573
Unfavorable of Trump	27%	(228)	29%	(236)	12%	(98)	4%	(35)	28%	(230)	828
Very Favorable of Trump	27%	(97)	22%	(81)	8%	(29)	7%	(27)	36%	(131)	366
Somewhat Favorable of Trump	21%	(43)	34%	(71)	11%	(24)	8%	(17)	25%	(51)	207
Somewhat Unfavorable of Trump	25%	(34)	38%	(53)	11%	(16)	3%	(4)	23%	(33)	140
Very Unfavorable of Trump	28%	(193)	27%	(184)	12%	(82)	5%	(31)	29%	(198)	689
#1 Issue: Economy	27%	(155)	30%	(170)	11%	(63)	5%	(30)	26%	(147)	566
#1 Issue: Security	18%	(21)	28%	(32)	8%	(10)	8%	(9)	37%	(43)	115
#1 Issue: Health Care	26%	(76)	28%	(80)	13%	(36)	7%	(21)	26%	(75)	288
#1 Issue: Medicare / Social Security	26%	(45)	23%	(40)	12%	(21)	6%	(10)	32%	(56)	172
#1 Issue: Women's Issues	25%	(20)	29%	(23)	5%	(4)	4%	(3)	36%	(29)	79
#1 Issue: Education	37%	(32)	33%	(28)	8%	(7)	4%	(4)	18%	(15)	85
#1 Issue: Energy	14%	(7)	27%	(14)	15%	(7)	4%	(2)	40%	(20)	50
#1 Issue: Other	23%	(25)	15%	(15)	11%	(11)	3%	(3)	48%	(51)	106
2018 House Vote: Democrat	31%	(157)	27%	(136)	12%	(63)	5%	(27)	25%	(125)	508
2018 House Vote: Republican	22%	(86)	28%	(106)	11%	(41)	6%	(25)	33%	(126)	383
2016 Vote: Hillary Clinton	30%	(133)	26%	(115)	11%	(50)	6%	(24)	26%	(114)	436
2016 Vote: Donald Trump	23%	(100)	27%	(117)	11%	(47)	7%	(31)	31%	(133)	428
2016 Vote: Other	19%	(16)	21%	(18)	13%	(11)	8%	(7)	40%	(35)	88
2016 Vote: Didn't Vote	26%	(132)	30%	(154)	10%	(50)	4%	(20)	30%	(153)	508
Voted in 2014: Yes	26%	(209)	27%	(214)	12%	(92)	6%	(51)	29%	(229)	795
Voted in 2014: No	26%	(172)	28%	(190)	10%	(67)	5%	(30)	31%	(207)	666
2012 Vote: Barack Obama	31%	(170)	25%	(136)	10%	(55)	6%	(30)	28%	(153)	544
2012 Vote: Mitt Romney	19%	(54)	28%	(79)	13%	(37)	8%	(22)	33%	(94)	286
2012 Vote: Other	18%	(9)	25%	(13)	19%	(10)	6%	(3)	33%	(17)	52
2012 Vote: Didn't Vote	26%	(147)	30%	(174)	10%	(55)	5%	(27)	30%	(172)	574

Continued on next page

Table MCSP8_1: How well do each of the following words describe Michael Jordan?

Wholesome

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	26%	(382)	28%	(403)	11%	(159)	6%	(81)	30%	(436)	1461
4-Region: Northeast	24%	(60)	26%	(66)	12%	(31)	6%	(16)	32%	(81)	255
4-Region: Midwest	26%	(80)	29%	(88)	8%	(25)	7%	(21)	30%	(92)	306
4-Region: South	30%	(164)	25%	(136)	12%	(65)	5%	(27)	28%	(155)	547
4-Region: West	22%	(77)	32%	(113)	11%	(37)	5%	(16)	31%	(109)	353
Sports fans	30%	(278)	31%	(293)	12%	(114)	6%	(58)	20%	(187)	931
Avid sports fans	35%	(108)	29%	(90)	14%	(44)	9%	(28)	12%	(36)	306
Casual sports fans	27%	(169)	32%	(203)	11%	(71)	5%	(30)	24%	(152)	625
NFL fans	31%	(273)	32%	(282)	11%	(102)	6%	(51)	20%	(182)	890
MLB fans	29%	(219)	32%	(242)	13%	(101)	5%	(41)	20%	(149)	753
NBA fans	35%	(235)	32%	(215)	14%	(92)	6%	(38)	14%	(96)	677
NHL fans	31%	(153)	32%	(158)	11%	(52)	8%	(40)	18%	(86)	488
WNBA fans	40%	(126)	27%	(87)	12%	(38)	4%	(12)	17%	(53)	315
College football fans	31%	(230)	30%	(226)	13%	(98)	6%	(42)	20%	(149)	746
College basketball fans	33%	(204)	31%	(192)	13%	(82)	6%	(38)	17%	(104)	621
Golf fans	31%	(134)	31%	(134)	15%	(63)	6%	(26)	17%	(73)	430
Tennis fans	32%	(156)	32%	(153)	15%	(70)	5%	(23)	16%	(77)	479
Auto racing fans	34%	(179)	29%	(151)	13%	(69)	7%	(39)	17%	(87)	524
Soccer fans	31%	(151)	33%	(161)	12%	(60)	8%	(41)	15%	(71)	483
Gymnastics fans	28%	(193)	32%	(220)	11%	(72)	4%	(29)	24%	(166)	681
Competitive swimming fans	31%	(135)	30%	(132)	14%	(59)	3%	(15)	21%	(92)	433
Basketball players	40%	(68)	32%	(53)	14%	(24)	6%	(11)	7%	(12)	168
Basketball fans	37%	(186)	30%	(150)	14%	(72)	5%	(25)	14%	(73)	506
Sneaker enthusiasts	37%	(115)	31%	(96)	12%	(36)	7%	(22)	13%	(41)	310
Golfers	28%	(39)	27%	(37)	19%	(27)	8%	(11)	19%	(26)	140
Athletes	39%	(114)	30%	(87)	13%	(37)	6%	(18)	12%	(35)	291
Under Armour: Very fav	43%	(168)	30%	(116)	10%	(40)	4%	(14)	14%	(53)	391
Nike: Very fav	41%	(217)	27%	(140)	10%	(51)	4%	(22)	18%	(95)	526
Adidas: Very fav	39%	(174)	31%	(139)	8%	(34)	5%	(23)	17%	(75)	444
Michael Jordan: Very fav	53%	(255)	26%	(125)	8%	(38)	2%	(10)	12%	(56)	485
LeBron James: Very fav	49%	(156)	24%	(78)	12%	(39)	4%	(11)	11%	(37)	321

Continued on next page

Table MCSP8_1: How well do each of the following words describe Michael Jordan?
Wholesome

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	26%	(382)	28%	(403)	11%	(159)	6%	(81)	30%	(436)	1461
Stephen Curry: Very fav	44%	(117)	31%	(80)	12%	(31)	4%	(10)	10%	(25)	263
Jordan Brand: Very fav	56%	(147)	24%	(63)	8%	(20)	2%	(5)	11%	(29)	264
Curry Brand: Very fav	55%	(55)	27%	(28)	12%	(12)	3%	(3)	4%	(4)	101
Under Armour: Favorable	32%	(309)	31%	(300)	11%	(110)	5%	(48)	20%	(193)	959
Nike: Favorable	32%	(318)	30%	(297)	10%	(102)	4%	(40)	23%	(224)	981
Adidas: Favorable	30%	(324)	31%	(335)	11%	(118)	5%	(55)	22%	(233)	1064
Michael Jordan: Favorable	35%	(355)	33%	(340)	10%	(106)	3%	(29)	18%	(188)	1019
LeBron James: Favorable	35%	(261)	31%	(229)	12%	(89)	4%	(29)	18%	(130)	737
Stephen Curry: Favorable	37%	(232)	32%	(201)	13%	(82)	4%	(24)	14%	(90)	629
Jordan Brand: Favorable	41%	(247)	32%	(189)	11%	(66)	3%	(18)	13%	(78)	599
Curry Brand: Favorable	43%	(141)	33%	(107)	11%	(36)	5%	(15)	8%	(25)	323
Often buy sportswear	38%	(74)	29%	(57)	9%	(18)	8%	(15)	15%	(30)	195
Often/Sometimes buy sportswear	30%	(258)	29%	(249)	12%	(103)	6%	(50)	23%	(201)	862
Familiar with Michael Jordan	26%	(380)	28%	(402)	11%	(158)	6%	(80)	29%	(418)	1438
Familiar with LeBron James	26%	(367)	28%	(393)	11%	(158)	6%	(81)	29%	(409)	1409
Familiar with Steph Curry	28%	(311)	29%	(319)	13%	(145)	6%	(62)	25%	(280)	1117

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

Table MCSP8_2: How well do each of the following words describe Michael Jordan?

Athletic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	69%	(1025)	15%	(217)	2%	(29)	2%	(27)	12% (177)	1476
Gender: Male	72%	(504)	16%	(115)	2%	(12)	2%	(11)	9% (60)	702
Gender: Female	67%	(521)	13%	(103)	2%	(17)	2%	(16)	15% (117)	774
Age: 18-34	68%	(309)	12%	(56)	4%	(17)	1%	(5)	14% (65)	453
Age: 35-44	65%	(143)	18%	(41)	3%	(7)	4%	(8)	10% (23)	221
Age: 45-64	72%	(373)	15%	(78)	1%	(6)	2%	(9)	10% (54)	519
Age: 65+	70%	(200)	15%	(43)	—	(0)	2%	(5)	13% (36)	284
GenZers: 1997-2012	67%	(125)	9%	(17)	6%	(11)	1%	(2)	17% (32)	187
Millennials: 1981-1996	70%	(273)	14%	(56)	3%	(11)	2%	(6)	11% (44)	390
GenXers: 1965-1980	71%	(250)	14%	(50)	1%	(4)	2%	(7)	12% (41)	352
Baby Boomers: 1946-1964	69%	(337)	17%	(81)	1%	(3)	2%	(11)	11% (54)	487
PID: Dem (no lean)	73%	(401)	14%	(75)	1%	(6)	1%	(8)	11% (61)	550
PID: Ind (no lean)	67%	(345)	14%	(74)	4%	(19)	1%	(7)	14% (70)	516
PID: Rep (no lean)	68%	(279)	17%	(68)	1%	(3)	3%	(13)	11% (47)	410
PID/Gender: Dem Men	73%	(182)	16%	(40)	1%	(2)	2%	(4)	9% (22)	250
PID/Gender: Dem Women	73%	(219)	12%	(35)	1%	(4)	1%	(4)	13% (38)	300
PID/Gender: Ind Men	71%	(178)	15%	(38)	3%	(7)	1%	(4)	9% (24)	250
PID/Gender: Ind Women	63%	(167)	14%	(37)	5%	(12)	1%	(3)	17% (47)	266
PID/Gender: Rep Men	71%	(144)	19%	(37)	1%	(3)	2%	(3)	7% (14)	201
PID/Gender: Rep Women	65%	(135)	15%	(31)	—	(1)	5%	(9)	15% (32)	208
Ideo: Liberal (1-3)	74%	(300)	15%	(60)	2%	(6)	1%	(4)	9% (34)	404
Ideo: Moderate (4)	70%	(285)	14%	(59)	2%	(10)	2%	(8)	12% (48)	410
Ideo: Conservative (5-7)	67%	(325)	17%	(83)	1%	(5)	2%	(10)	12% (60)	484
Educ: < College	69%	(710)	14%	(141)	2%	(21)	2%	(24)	13% (137)	1033
Educ: Bachelors degree	71%	(206)	17%	(50)	2%	(5)	—	(1)	9% (27)	289
Educ: Post-grad	71%	(109)	17%	(27)	2%	(3)	1%	(2)	8% (13)	154
Income: Under 50k	66%	(555)	15%	(122)	2%	(21)	2%	(17)	14% (120)	835
Income: 50k-100k	74%	(314)	13%	(53)	1%	(6)	1%	(6)	11% (47)	426
Income: 100k+	72%	(156)	19%	(42)	1%	(3)	2%	(4)	5% (11)	215
Ethnicity: White	69%	(787)	15%	(165)	1%	(14)	2%	(19)	13% (151)	1137
Ethnicity: Hispanic	74%	(169)	14%	(33)	1%	(1)	—	(0)	12% (27)	230

Continued on next page

Table MCSP8_2: How well do each of the following words describe Michael Jordan?

Athletic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	69%	(1025)	15%	(217)	2%	(29)	2%	(27)	12% (177)	1476
Ethnicity: Black	76%	(156)	13%	(26)	6%	(12)	2%	(3)	4% (9)	205
Ethnicity: Other	61%	(82)	20%	(26)	2%	(3)	4%	(5)	13% (18)	134
All Christian	70%	(480)	18%	(127)	1%	(6)	2%	(11)	9% (62)	686
All Non-Christian	66%	(45)	20%	(13)	2%	(1)	3%	(2)	9% (6)	67
Atheist	74%	(57)	10%	(8)	—	(0)	3%	(2)	13% (10)	78
Agnostic/Nothing in particular	66%	(260)	12%	(46)	5%	(19)	1%	(6)	16% (64)	394
Something Else	73%	(183)	9%	(24)	1%	(3)	2%	(6)	14% (35)	251
Religious Non-Protestant/Catholic	65%	(57)	17%	(15)	4%	(4)	3%	(3)	11% (10)	88
Evangelical	73%	(263)	15%	(53)	1%	(5)	2%	(5)	10% (35)	361
Non-Evangelical	70%	(380)	17%	(94)	—	(2)	2%	(10)	11% (59)	545
Community: Urban	68%	(281)	17%	(68)	2%	(9)	4%	(15)	9% (38)	411
Community: Suburban	73%	(479)	14%	(93)	2%	(12)	1%	(5)	10% (67)	655
Community: Rural	65%	(265)	14%	(57)	2%	(8)	2%	(7)	18% (73)	410
Employ: Private Sector	68%	(262)	16%	(63)	2%	(6)	2%	(8)	11% (44)	383
Employ: Government	67%	(61)	17%	(15)	1%	(1)	3%	(2)	13% (12)	91
Employ: Self-Employed	74%	(97)	15%	(20)	5%	(7)	2%	(2)	4% (5)	131
Employ: Homemaker	73%	(73)	13%	(13)	—	(0)	3%	(3)	10% (10)	99
Employ: Student	64%	(44)	9%	(6)	4%	(3)	1%	(1)	21% (14)	68
Employ: Retired	69%	(248)	17%	(60)	—	(1)	1%	(4)	13% (48)	362
Employ: Unemployed	70%	(173)	11%	(28)	3%	(8)	2%	(4)	13% (32)	245
Employ: Other	69%	(67)	13%	(13)	3%	(3)	2%	(2)	12% (12)	96
Military HH: Yes	72%	(185)	17%	(43)	—	(0)	1%	(2)	10% (26)	256
Military HH: No	69%	(840)	14%	(175)	2%	(29)	2%	(25)	12% (151)	1220
RD/WT: Right Direction	67%	(286)	17%	(73)	2%	(7)	3%	(12)	12% (51)	430
RD/WT: Wrong Track	71%	(739)	14%	(144)	2%	(22)	1%	(15)	12% (126)	1046
Trump Job Approve	69%	(401)	15%	(85)	1%	(6)	2%	(11)	14% (79)	581
Trump Job Disapprove	71%	(592)	15%	(123)	3%	(23)	2%	(13)	10% (81)	832

Continued on next page

Table MCSP8_2: How well do each of the following words describe Michael Jordan?

Athletic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	69%	(1025)	15%	(217)	2%	(29)	2%	(27)	12%	(177)	1476
Trump Job Strongly Approve	64%	(211)	16%	(51)	1%	(2)	3%	(10)	16%	(54)	327
Trump Job Somewhat Approve	75%	(190)	14%	(34)	1%	(3)	—	(1)	10%	(25)	254
Trump Job Somewhat Disapprove	67%	(109)	21%	(35)	3%	(5)	3%	(5)	7%	(11)	164
Trump Job Strongly Disapprove	72%	(483)	13%	(88)	3%	(19)	1%	(8)	11%	(71)	668
Favorable of Trump	68%	(395)	16%	(91)	1%	(5)	3%	(16)	13%	(77)	585
Unfavorable of Trump	72%	(592)	14%	(118)	3%	(22)	1%	(7)	9%	(78)	818
Very Favorable of Trump	65%	(231)	15%	(55)	1%	(2)	4%	(15)	15%	(53)	357
Somewhat Favorable of Trump	72%	(164)	16%	(36)	1%	(3)	1%	(1)	10%	(24)	228
Somewhat Unfavorable of Trump	73%	(100)	20%	(27)	2%	(3)	—	(0)	5%	(7)	137
Very Unfavorable of Trump	72%	(492)	13%	(91)	3%	(20)	1%	(7)	10%	(71)	681
#1 Issue: Economy	74%	(425)	13%	(76)	2%	(10)	1%	(8)	10%	(58)	577
#1 Issue: Security	57%	(75)	20%	(27)	1%	(1)	2%	(2)	20%	(27)	131
#1 Issue: Health Care	73%	(210)	15%	(43)	1%	(3)	2%	(5)	9%	(26)	287
#1 Issue: Medicare / Social Security	67%	(114)	17%	(29)	2%	(3)	2%	(4)	12%	(20)	170
#1 Issue: Women's Issues	70%	(55)	9%	(7)	3%	(3)	5%	(4)	13%	(10)	79
#1 Issue: Education	55%	(44)	27%	(22)	7%	(5)	—	(0)	11%	(9)	81
#1 Issue: Energy	69%	(37)	10%	(5)	3%	(2)	7%	(4)	11%	(6)	54
#1 Issue: Other	67%	(65)	8%	(8)	2%	(2)	1%	(1)	22%	(22)	97
2018 House Vote: Democrat	74%	(365)	16%	(76)	1%	(5)	—	(2)	9%	(42)	491
2018 House Vote: Republican	67%	(257)	17%	(67)	1%	(5)	3%	(12)	11%	(44)	384
2016 Vote: Hillary Clinton	75%	(320)	15%	(66)	1%	(5)	1%	(4)	8%	(32)	428
2016 Vote: Donald Trump	64%	(274)	19%	(81)	1%	(5)	3%	(12)	13%	(57)	429
2016 Vote: Other	69%	(63)	15%	(14)	2%	(1)	—	(0)	14%	(12)	90
2016 Vote: Didn't Vote	70%	(367)	11%	(56)	3%	(18)	2%	(11)	14%	(75)	528
Voted in 2014: Yes	68%	(539)	19%	(147)	1%	(9)	2%	(13)	10%	(81)	788
Voted in 2014: No	71%	(485)	10%	(71)	3%	(20)	2%	(14)	14%	(97)	687
2012 Vote: Barack Obama	71%	(386)	16%	(87)	2%	(10)	1%	(6)	9%	(51)	541
2012 Vote: Mitt Romney	68%	(192)	18%	(50)	1%	(2)	3%	(7)	10%	(29)	281
2012 Vote: Other	56%	(32)	23%	(13)	1%	(0)	—	(0)	21%	(12)	57
2012 Vote: Didn't Vote	70%	(411)	11%	(64)	3%	(16)	2%	(14)	14%	(85)	591

Continued on next page

Table MCSP8_2: How well do each of the following words describe Michael Jordan?

Athletic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	69%	(1025)	15%	(217)	2%	(29)	2%	(27)	12%	(177)	1476
4-Region: Northeast	70%	(180)	15%	(38)	1%	(2)	2%	(6)	12%	(32)	258
4-Region: Midwest	68%	(213)	12%	(39)	5%	(15)	2%	(7)	13%	(41)	314
4-Region: South	71%	(393)	14%	(77)	2%	(11)	1%	(7)	12%	(69)	558
4-Region: West	69%	(239)	19%	(64)	—	(1)	2%	(7)	10%	(36)	346
Sports fans	79%	(751)	12%	(113)	2%	(21)	1%	(12)	5%	(49)	946
Avid sports fans	87%	(279)	8%	(25)	3%	(8)	1%	(4)	1%	(5)	321
Casual sports fans	75%	(472)	14%	(88)	2%	(12)	1%	(8)	7%	(45)	625
NFL fans	79%	(721)	11%	(95)	2%	(20)	1%	(13)	7%	(59)	908
MLB fans	79%	(603)	11%	(87)	2%	(16)	1%	(11)	6%	(46)	763
NBA fans	81%	(537)	12%	(79)	3%	(17)	1%	(6)	4%	(28)	667
NHL fans	76%	(378)	14%	(70)	2%	(8)	2%	(12)	6%	(31)	499
WNBA fans	76%	(244)	13%	(42)	3%	(9)	1%	(4)	7%	(21)	321
College football fans	76%	(555)	13%	(95)	3%	(21)	2%	(13)	6%	(42)	726
College basketball fans	79%	(463)	13%	(78)	2%	(14)	2%	(10)	4%	(24)	589
Golf fans	76%	(315)	15%	(61)	2%	(10)	2%	(8)	5%	(22)	416
Tennis fans	75%	(361)	16%	(77)	3%	(12)	1%	(6)	5%	(24)	481
Auto racing fans	73%	(399)	15%	(80)	3%	(14)	2%	(10)	8%	(44)	547
Soccer fans	72%	(339)	18%	(83)	2%	(10)	3%	(13)	5%	(24)	469
Gymnastics fans	74%	(491)	17%	(112)	1%	(9)	1%	(6)	6%	(43)	661
Competitive swimming fans	72%	(304)	17%	(73)	2%	(7)	2%	(8)	7%	(31)	423
Basketball players	80%	(130)	14%	(23)	3%	(5)	2%	(3)	1%	(2)	163
Basketball fans	82%	(423)	11%	(57)	3%	(13)	1%	(5)	3%	(17)	514
Sneaker enthusiasts	77%	(241)	16%	(50)	4%	(11)	2%	(5)	3%	(8)	315
Golfers	75%	(95)	21%	(27)	2%	(2)	—	(1)	2%	(2)	127
Athletes	79%	(222)	13%	(37)	2%	(5)	1%	(4)	5%	(13)	281
Under Armour: Very fav	84%	(324)	8%	(31)	1%	(4)	3%	(10)	5%	(19)	388
Nike: Very fav	81%	(430)	10%	(53)	3%	(18)	1%	(5)	5%	(27)	533
Adidas: Very fav	84%	(362)	11%	(47)	1%	(5)	—	(1)	4%	(17)	432
Michael Jordan: Very fav	83%	(423)	11%	(56)	1%	(7)	1%	(4)	3%	(17)	506
LeBron James: Very fav	84%	(277)	10%	(34)	2%	(5)	—	(1)	4%	(14)	330

Continued on next page

Table MCSP8_2: How well do each of the following words describe Michael Jordan?

Athletic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	69%	(1025)	15%	(217)	2%	(29)	2%	(27)	12% (177)	1476
Stephen Curry: Very fav	82%	(247)	11%	(33)	3%	(8)	1%	(4)	3% (9)	301
Jordan Brand: Very fav	83%	(235)	10%	(28)	3%	(7)	—	(1)	4% (11)	283
Curry Brand: Very fav	82%	(99)	10%	(12)	3%	(3)	—	(0)	5% (6)	121
Under Armour: Favorable	76%	(749)	14%	(137)	2%	(18)	1%	(12)	7% (72)	988
Nike: Favorable	74%	(738)	15%	(146)	2%	(22)	1%	(7)	8% (78)	992
Adidas: Favorable	74%	(796)	15%	(163)	2%	(20)	1%	(9)	8% (81)	1070
Michael Jordan: Favorable	78%	(803)	14%	(144)	2%	(16)	1%	(6)	6% (60)	1029
LeBron James: Favorable	78%	(565)	15%	(109)	2%	(11)	—	(3)	5% (36)	725
Stephen Curry: Favorable	80%	(519)	13%	(82)	2%	(13)	1%	(6)	5% (30)	648
Jordan Brand: Favorable	80%	(485)	14%	(87)	2%	(12)	—	(3)	3% (19)	606
Curry Brand: Favorable	80%	(265)	14%	(47)	3%	(10)	—	(1)	3% (10)	333
Often buy sportswear	79%	(159)	14%	(27)	2%	(4)	2%	(5)	3% (7)	202
Often/Sometimes buy sportswear	76%	(658)	14%	(117)	2%	(16)	2%	(13)	7% (59)	864
Familiar with Michael Jordan	70%	(1020)	15%	(213)	2%	(29)	2%	(26)	12% (169)	1457
Familiar with LeBron James	70%	(983)	14%	(201)	2%	(28)	2%	(26)	12% (163)	1402
Familiar with Steph Curry	73%	(832)	14%	(160)	2%	(25)	2%	(17)	10% (111)	1145

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

Table MCSP8_3: How well do each of the following words describe Michael Jordan?
Authentic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	38%	(559)	28%	(408)	5%	(70)	5%	(74)	24%	(358)	1469
Gender: Male	41%	(280)	31%	(212)	6%	(41)	6%	(40)	17%	(118)	691
Gender: Female	36%	(279)	25%	(195)	4%	(29)	4%	(35)	31%	(241)	778
Age: 18-34	41%	(182)	23%	(102)	5%	(20)	5%	(22)	26%	(115)	440
Age: 35-44	37%	(92)	33%	(83)	4%	(9)	7%	(18)	19%	(49)	252
Age: 45-64	37%	(187)	29%	(148)	6%	(30)	5%	(26)	23%	(114)	505
Age: 65+	36%	(98)	27%	(74)	4%	(11)	3%	(8)	30%	(80)	273
GenZers: 1997-2012	40%	(68)	19%	(32)	6%	(11)	6%	(10)	29%	(49)	170
Millennials: 1981-1996	41%	(168)	30%	(123)	3%	(13)	5%	(20)	22%	(90)	414
GenXers: 1965-1980	38%	(133)	28%	(97)	4%	(15)	6%	(21)	23%	(80)	346
Baby Boomers: 1946-1964	36%	(175)	29%	(141)	6%	(29)	5%	(23)	25%	(120)	488
PID: Dem (no lean)	42%	(216)	30%	(156)	3%	(17)	4%	(21)	20%	(105)	515
PID: Ind (no lean)	35%	(178)	25%	(129)	6%	(32)	5%	(24)	30%	(154)	517
PID: Rep (no lean)	38%	(164)	28%	(122)	5%	(22)	7%	(30)	23%	(99)	438
PID/Gender: Dem Men	48%	(106)	31%	(69)	4%	(8)	5%	(11)	12%	(28)	222
PID/Gender: Dem Women	38%	(110)	30%	(87)	3%	(8)	3%	(10)	26%	(78)	293
PID/Gender: Ind Men	34%	(82)	31%	(77)	8%	(18)	5%	(12)	23%	(55)	244
PID/Gender: Ind Women	35%	(97)	19%	(52)	5%	(13)	4%	(12)	36%	(98)	272
PID/Gender: Rep Men	41%	(92)	29%	(66)	7%	(15)	8%	(17)	15%	(35)	225
PID/Gender: Rep Women	34%	(72)	26%	(56)	3%	(7)	6%	(13)	30%	(65)	213
Ideo: Liberal (1-3)	40%	(160)	32%	(130)	4%	(15)	4%	(14)	21%	(85)	405
Ideo: Moderate (4)	42%	(171)	24%	(96)	5%	(21)	6%	(24)	23%	(94)	406
Ideo: Conservative (5-7)	33%	(160)	29%	(139)	6%	(29)	6%	(28)	26%	(123)	479
Educ: < College	38%	(384)	24%	(240)	4%	(45)	6%	(57)	27%	(271)	998
Educ: Bachelors degree	39%	(122)	35%	(108)	5%	(16)	3%	(10)	18%	(57)	312
Educ: Post-grad	34%	(54)	37%	(59)	6%	(10)	4%	(7)	19%	(30)	160
Income: Under 50k	36%	(293)	25%	(199)	5%	(42)	6%	(47)	28%	(225)	808
Income: 50k-100k	39%	(164)	30%	(125)	4%	(17)	4%	(15)	24%	(100)	421
Income: 100k+	42%	(102)	35%	(83)	4%	(10)	5%	(12)	14%	(33)	241
Ethnicity: White	38%	(434)	28%	(327)	5%	(53)	4%	(51)	25%	(287)	1151
Ethnicity: Hispanic	40%	(92)	21%	(50)	6%	(13)	12%	(28)	21%	(48)	231

Continued on next page

Table MCSP8_3: How well do each of the following words describe Michael Jordan?

Authentic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	38%	(559)	28%	(408)	5%	(70)	5%	(74)	24%	(358)	1469
Ethnicity: Black	51%	(89)	24%	(42)	4%	(7)	5%	(9)	16%	(28)	175
Ethnicity: Other	25%	(36)	28%	(40)	7%	(10)	10%	(14)	30%	(43)	143
All Christian	40%	(276)	29%	(198)	6%	(38)	4%	(28)	21%	(144)	685
All Non-Christian	31%	(21)	34%	(24)	8%	(6)	8%	(6)	19%	(13)	69
Atheist	36%	(24)	25%	(17)	8%	(5)	8%	(6)	23%	(16)	68
Agnostic/Nothing in particular	29%	(112)	28%	(111)	4%	(17)	5%	(21)	33%	(128)	389
Something Else	48%	(125)	22%	(58)	2%	(4)	6%	(15)	22%	(57)	259
Religious Non-Protestant/Catholic	35%	(32)	29%	(26)	9%	(8)	7%	(6)	20%	(18)	91
Evangelical	44%	(164)	27%	(102)	3%	(13)	3%	(11)	22%	(82)	372
Non-Evangelical	41%	(222)	28%	(149)	5%	(27)	5%	(28)	21%	(114)	540
Community: Urban	38%	(151)	27%	(104)	5%	(19)	9%	(34)	22%	(86)	394
Community: Suburban	40%	(277)	29%	(199)	5%	(37)	3%	(22)	22%	(155)	690
Community: Rural	34%	(131)	27%	(104)	4%	(14)	5%	(19)	31%	(118)	385
Employ: Private Sector	39%	(170)	31%	(135)	4%	(19)	7%	(31)	18%	(78)	433
Employ: Government	49%	(45)	15%	(14)	3%	(3)	7%	(6)	26%	(24)	91
Employ: Self-Employed	40%	(48)	29%	(35)	7%	(9)	8%	(9)	16%	(19)	120
Employ: Homemaker	31%	(28)	34%	(31)	2%	(2)	7%	(6)	27%	(25)	91
Employ: Student	31%	(20)	21%	(14)	6%	(4)	2%	(1)	40%	(27)	67
Employ: Retired	35%	(121)	27%	(94)	7%	(25)	3%	(11)	28%	(98)	348
Employ: Unemployed	43%	(94)	27%	(58)	3%	(7)	3%	(7)	24%	(52)	217
Employ: Other	33%	(34)	27%	(28)	2%	(2)	3%	(3)	35%	(35)	102
Military HH: Yes	33%	(81)	29%	(71)	5%	(11)	8%	(20)	26%	(64)	247
Military HH: No	39%	(478)	28%	(337)	5%	(59)	4%	(54)	24%	(294)	1222
RD/WT: Right Direction	40%	(175)	27%	(117)	4%	(16)	7%	(31)	23%	(101)	440
RD/WT: Wrong Track	37%	(384)	28%	(291)	5%	(54)	4%	(43)	25%	(257)	1030
Trump Job Approve	38%	(222)	27%	(157)	4%	(24)	7%	(41)	25%	(147)	591
Trump Job Disapprove	40%	(322)	28%	(231)	5%	(43)	4%	(29)	23%	(188)	814

Continued on next page

Table MCSP8_3: How well do each of the following words describe Michael Jordan?

Authentic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	38%	(559)	28%	(408)	5%	(70)	5%	(74)	24%	(358)	1469
Trump Job Strongly Approve	33%	(124)	26%	(96)	4%	(16)	8%	(30)	28%	(105)	372
Trump Job Somewhat Approve	44%	(97)	28%	(61)	3%	(8)	5%	(11)	19%	(42)	219
Trump Job Somewhat Disapprove	40%	(63)	33%	(52)	3%	(5)	3%	(5)	21%	(34)	158
Trump Job Strongly Disapprove	39%	(259)	27%	(180)	6%	(38)	4%	(25)	24%	(154)	656
Favorable of Trump	38%	(231)	27%	(165)	4%	(23)	7%	(41)	24%	(146)	607
Unfavorable of Trump	39%	(308)	28%	(222)	6%	(45)	4%	(30)	24%	(188)	792
Very Favorable of Trump	37%	(147)	25%	(99)	4%	(15)	8%	(30)	26%	(104)	395
Somewhat Favorable of Trump	40%	(84)	31%	(66)	4%	(9)	5%	(11)	20%	(42)	212
Somewhat Unfavorable of Trump	45%	(58)	28%	(36)	3%	(4)	3%	(4)	21%	(28)	131
Very Unfavorable of Trump	38%	(249)	28%	(185)	6%	(40)	4%	(26)	24%	(160)	661
#1 Issue: Economy	39%	(222)	30%	(174)	6%	(33)	3%	(20)	21%	(123)	571
#1 Issue: Security	29%	(35)	22%	(28)	4%	(5)	9%	(11)	36%	(45)	123
#1 Issue: Health Care	42%	(121)	30%	(86)	4%	(11)	5%	(15)	18%	(53)	285
#1 Issue: Medicare / Social Security	40%	(66)	27%	(46)	3%	(5)	6%	(9)	24%	(40)	167
#1 Issue: Women's Issues	32%	(26)	24%	(19)	4%	(3)	5%	(4)	35%	(29)	81
#1 Issue: Education	46%	(38)	22%	(18)	6%	(5)	9%	(7)	17%	(14)	81
#1 Issue: Other	36%	(41)	24%	(28)	2%	(2)	2%	(2)	36%	(42)	115
2018 House Vote: Democrat	44%	(209)	31%	(146)	4%	(17)	4%	(18)	18%	(84)	474
2018 House Vote: Republican	34%	(137)	29%	(118)	4%	(18)	9%	(37)	24%	(98)	407
2016 Vote: Hillary Clinton	42%	(179)	31%	(130)	3%	(14)	4%	(18)	19%	(80)	421
2016 Vote: Donald Trump	35%	(158)	28%	(127)	4%	(19)	9%	(38)	23%	(105)	448
2016 Vote: Other	33%	(26)	30%	(24)	5%	(4)	4%	(3)	27%	(22)	79
2016 Vote: Didn't Vote	38%	(196)	24%	(127)	6%	(32)	3%	(14)	29%	(151)	520
Voted in 2014: Yes	39%	(309)	29%	(236)	4%	(33)	6%	(48)	22%	(176)	802
Voted in 2014: No	37%	(250)	26%	(172)	6%	(37)	4%	(26)	27%	(183)	667
2012 Vote: Barack Obama	44%	(242)	28%	(151)	4%	(24)	5%	(29)	18%	(100)	546
2012 Vote: Mitt Romney	30%	(90)	33%	(99)	5%	(15)	4%	(12)	28%	(82)	298
2012 Vote: Other	22%	(12)	27%	(14)	1%	(1)	12%	(6)	37%	(19)	52
2012 Vote: Didn't Vote	38%	(215)	25%	(143)	5%	(30)	5%	(27)	27%	(156)	572

Continued on next page

Table MCSP8_3: How well do each of the following words describe Michael Jordan?

Authentic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	38%	(559)	28%	(408)	5%	(70)	5%	(74)	24%	(358)	1469
4-Region: Northeast	38%	(101)	27%	(71)	6%	(15)	4%	(11)	25%	(66)	264
4-Region: Midwest	38%	(114)	29%	(89)	6%	(17)	6%	(17)	21%	(65)	301
4-Region: South	38%	(209)	27%	(150)	3%	(19)	6%	(33)	25%	(134)	545
4-Region: West	38%	(135)	27%	(98)	5%	(19)	4%	(14)	26%	(93)	359
Sports fans	45%	(439)	31%	(302)	4%	(42)	4%	(43)	15%	(142)	968
Avid sports fans	59%	(178)	26%	(80)	4%	(11)	6%	(19)	5%	(15)	304
Casual sports fans	39%	(260)	33%	(222)	5%	(31)	4%	(23)	19%	(128)	664
NFL fans	45%	(404)	33%	(295)	5%	(41)	4%	(34)	13%	(116)	890
MLB fans	47%	(354)	30%	(228)	5%	(41)	4%	(31)	13%	(98)	751
NBA fans	52%	(347)	29%	(192)	6%	(38)	4%	(27)	10%	(68)	673
NHL fans	46%	(230)	28%	(138)	4%	(22)	6%	(31)	15%	(75)	495
WNBA fans	51%	(165)	26%	(86)	6%	(20)	4%	(13)	13%	(41)	325
College football fans	47%	(348)	31%	(228)	6%	(41)	5%	(40)	12%	(89)	746
College basketball fans	50%	(309)	30%	(182)	6%	(37)	5%	(28)	9%	(56)	612
Golf fans	48%	(199)	30%	(122)	5%	(22)	6%	(25)	11%	(43)	411
Tennis fans	46%	(214)	31%	(145)	6%	(26)	6%	(29)	11%	(52)	466
Auto racing fans	45%	(236)	29%	(152)	5%	(25)	8%	(39)	13%	(68)	520
Soccer fans	43%	(198)	31%	(145)	5%	(22)	7%	(33)	14%	(66)	464
Gymnastics fans	47%	(318)	27%	(182)	4%	(29)	4%	(30)	17%	(118)	678
Competitive swimming fans	47%	(214)	27%	(122)	4%	(20)	4%	(19)	17%	(77)	452
Basketball players	60%	(91)	27%	(42)	4%	(6)	5%	(8)	3%	(5)	152
Basketball fans	54%	(279)	28%	(148)	4%	(20)	6%	(30)	8%	(43)	519
Sneaker enthusiasts	48%	(145)	25%	(75)	8%	(23)	8%	(24)	11%	(34)	301
Golfers	46%	(63)	36%	(50)	6%	(8)	3%	(5)	8%	(11)	137
Athletes	55%	(154)	27%	(76)	4%	(10)	6%	(18)	9%	(24)	281
Under Armour: Very fav	60%	(227)	26%	(99)	2%	(10)	3%	(11)	9%	(34)	381
Nike: Very fav	58%	(310)	23%	(124)	3%	(14)	3%	(18)	12%	(66)	531
Adidas: Very fav	58%	(245)	24%	(104)	2%	(10)	2%	(9)	13%	(57)	425
Michael Jordan: Very fav	68%	(324)	21%	(99)	2%	(9)	2%	(10)	7%	(35)	477
LeBron James: Very fav	63%	(194)	24%	(73)	3%	(9)	1%	(4)	9%	(28)	310

Continued on next page

Table MCSP8_3: How well do each of the following words describe Michael Jordan?
Authentic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	38%	(559)	28%	(408)	5%	(70)	5%	(74)	24%	(358)	1469
Stephen Curry: Very fav	63%	(159)	22%	(55)	5%	(12)	3%	(7)	9%	(22)	254
Jordan Brand: Very fav	70%	(177)	18%	(46)	2%	(5)	1%	(2)	9%	(21)	252
Curry Brand: Very fav	66%	(60)	20%	(18)	4%	(4)	1%	(1)	8%	(7)	90
Under Armour: Favorable	44%	(426)	30%	(288)	4%	(43)	5%	(48)	17%	(163)	967
Nike: Favorable	45%	(454)	30%	(297)	3%	(33)	4%	(40)	18%	(177)	1001
Adidas: Favorable	44%	(461)	31%	(323)	4%	(37)	4%	(42)	18%	(190)	1052
Michael Jordan: Favorable	52%	(513)	30%	(294)	3%	(28)	3%	(26)	14%	(135)	997
LeBron James: Favorable	51%	(362)	30%	(210)	4%	(30)	2%	(17)	13%	(91)	709
Stephen Curry: Favorable	52%	(316)	28%	(167)	6%	(39)	3%	(17)	11%	(63)	603
Jordan Brand: Favorable	56%	(333)	29%	(170)	3%	(15)	3%	(17)	10%	(59)	594
Curry Brand: Favorable	55%	(170)	25%	(76)	7%	(21)	7%	(23)	6%	(18)	308
Often buy sportswear	61%	(129)	17%	(36)	5%	(11)	8%	(18)	8%	(17)	211
Often/Sometimes buy sportswear	45%	(387)	27%	(234)	5%	(41)	5%	(46)	18%	(151)	860
Familiar with Michael Jordan	38%	(558)	28%	(406)	5%	(70)	5%	(73)	24%	(352)	1459
Familiar with LeBron James	38%	(539)	28%	(396)	5%	(68)	5%	(70)	24%	(339)	1412
Familiar with Steph Curry	41%	(456)	29%	(326)	5%	(61)	6%	(63)	19%	(210)	1116

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

Table MCSP8_4: How well do each of the following words describe Michael Jordan?

Funny

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	20%	(296)	27%	(400)	12%	(172)	7%	(108)	34%	(504)	1480
Gender: Male	21%	(153)	30%	(219)	14%	(101)	10%	(71)	25%	(179)	722
Gender: Female	19%	(143)	24%	(181)	9%	(71)	5%	(37)	43%	(325)	758
Age: 18-34	29%	(133)	27%	(122)	7%	(30)	4%	(18)	34%	(157)	460
Age: 35-44	24%	(57)	30%	(70)	14%	(33)	10%	(23)	23%	(54)	236
Age: 45-64	15%	(72)	28%	(134)	13%	(64)	9%	(43)	35%	(169)	482
Age: 65+	11%	(34)	25%	(74)	15%	(44)	8%	(25)	41%	(125)	302
GenZers: 1997-2012	30%	(50)	26%	(42)	6%	(10)	4%	(6)	35%	(57)	166
Millennials: 1981-1996	28%	(119)	28%	(119)	10%	(42)	5%	(23)	29%	(126)	428
GenXers: 1965-1980	17%	(57)	29%	(99)	12%	(42)	10%	(35)	31%	(104)	337
Baby Boomers: 1946-1964	14%	(66)	26%	(127)	13%	(64)	8%	(40)	39%	(188)	485
PID: Dem (no lean)	23%	(125)	31%	(171)	12%	(65)	7%	(37)	27%	(147)	545
PID: Ind (no lean)	18%	(91)	25%	(124)	10%	(49)	8%	(39)	39%	(198)	502
PID: Rep (no lean)	18%	(80)	24%	(105)	13%	(57)	7%	(32)	37%	(159)	433
PID/Gender: Dem Men	27%	(70)	34%	(88)	13%	(33)	8%	(21)	19%	(50)	261
PID/Gender: Dem Women	20%	(56)	29%	(83)	11%	(32)	5%	(16)	34%	(98)	284
PID/Gender: Ind Men	15%	(36)	32%	(80)	12%	(31)	13%	(33)	28%	(71)	251
PID/Gender: Ind Women	22%	(55)	18%	(45)	7%	(18)	3%	(7)	51%	(127)	251
PID/Gender: Rep Men	22%	(47)	25%	(52)	17%	(36)	8%	(18)	28%	(58)	210
PID/Gender: Rep Women	15%	(33)	24%	(53)	10%	(21)	7%	(15)	45%	(101)	223
Ideo: Liberal (1-3)	22%	(91)	31%	(130)	11%	(48)	8%	(32)	29%	(121)	422
Ideo: Moderate (4)	20%	(82)	28%	(114)	14%	(56)	9%	(36)	30%	(124)	413
Ideo: Conservative (5-7)	18%	(85)	26%	(123)	12%	(60)	6%	(31)	38%	(181)	479
Educ: < College	21%	(215)	25%	(256)	10%	(99)	7%	(72)	37%	(373)	1015
Educ: Bachelors degree	15%	(44)	31%	(95)	16%	(48)	9%	(26)	29%	(88)	301
Educ: Post-grad	23%	(37)	30%	(49)	15%	(25)	6%	(10)	26%	(43)	164
Income: Under 50k	21%	(176)	26%	(211)	8%	(68)	8%	(63)	37%	(301)	818
Income: 50k-100k	18%	(78)	28%	(125)	15%	(67)	5%	(23)	33%	(147)	440
Income: 100k+	19%	(42)	29%	(64)	17%	(37)	10%	(22)	25%	(56)	221
Ethnicity: White	18%	(208)	27%	(305)	12%	(134)	7%	(76)	37%	(425)	1148
Ethnicity: Hispanic	25%	(58)	28%	(64)	14%	(33)	6%	(14)	27%	(61)	231

Continued on next page

Table MCSP8_4: How well do each of the following words describe Michael Jordan?
Funny

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	20%	(296)	27%	(400)	12%	(172)	7%	(108)	34%	(504)	1480
Ethnicity: Black	30%	(62)	33%	(68)	7%	(15)	9%	(20)	20%	(42)	206
Ethnicity: Other	21%	(26)	21%	(27)	18%	(23)	10%	(13)	29%	(37)	126
All Christian	20%	(135)	27%	(182)	15%	(100)	7%	(51)	31%	(212)	680
All Non-Christian	17%	(11)	31%	(20)	12%	(8)	7%	(5)	33%	(21)	65
Atheist	31%	(26)	23%	(19)	12%	(10)	11%	(10)	23%	(20)	84
Agnostic/Nothing in particular	18%	(69)	25%	(100)	10%	(40)	6%	(23)	41%	(161)	393
Something Else	21%	(54)	30%	(78)	5%	(13)	8%	(21)	35%	(90)	258
Religious Non-Protestant/Catholic	17%	(14)	31%	(26)	13%	(11)	8%	(7)	32%	(27)	84
Evangelical	23%	(80)	28%	(98)	12%	(41)	7%	(24)	30%	(104)	347
Non-Evangelical	18%	(102)	27%	(153)	12%	(68)	8%	(45)	34%	(191)	559
Community: Urban	27%	(105)	24%	(95)	10%	(38)	8%	(32)	31%	(119)	388
Community: Suburban	17%	(119)	29%	(210)	13%	(95)	7%	(50)	34%	(242)	717
Community: Rural	19%	(72)	25%	(95)	10%	(39)	7%	(26)	38%	(143)	375
Employ: Private Sector	18%	(73)	30%	(121)	12%	(49)	12%	(46)	27%	(109)	398
Employ: Government	33%	(31)	20%	(19)	14%	(13)	8%	(7)	26%	(24)	94
Employ: Self-Employed	23%	(29)	27%	(34)	17%	(22)	7%	(9)	25%	(31)	126
Employ: Homemaker	18%	(17)	26%	(25)	10%	(9)	5%	(4)	41%	(38)	93
Employ: Student	23%	(15)	23%	(15)	7%	(5)	3%	(2)	44%	(29)	66
Employ: Retired	12%	(42)	27%	(96)	13%	(45)	7%	(24)	41%	(145)	352
Employ: Unemployed	28%	(70)	24%	(60)	8%	(19)	5%	(13)	34%	(85)	247
Employ: Other	19%	(20)	28%	(30)	9%	(9)	3%	(3)	41%	(42)	104
Military HH: Yes	21%	(52)	26%	(64)	12%	(31)	4%	(10)	37%	(90)	247
Military HH: No	20%	(244)	27%	(336)	11%	(141)	8%	(98)	34%	(414)	1233
RD/WT: Right Direction	26%	(108)	26%	(107)	10%	(44)	7%	(29)	31%	(130)	417
RD/WT: Wrong Track	18%	(189)	28%	(293)	12%	(128)	7%	(79)	35%	(374)	1063
Trump Job Approve	21%	(122)	23%	(135)	12%	(72)	6%	(34)	39%	(229)	592
Trump Job Disapprove	20%	(165)	30%	(249)	12%	(95)	9%	(72)	30%	(244)	825

Continued on next page

Table MCSP8_4: How well do each of the following words describe Michael Jordan?

Funny

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	20%	(296)	27%	(400)	12%	(172)	7%	(108)	34%	(504)	1480
Trump Job Strongly Approve	19%	(67)	22%	(78)	11%	(40)	7%	(24)	41%	(144)	353
Trump Job Somewhat Approve	23%	(55)	24%	(57)	14%	(33)	4%	(10)	35%	(84)	239
Trump Job Somewhat Disapprove	18%	(29)	40%	(66)	11%	(18)	7%	(12)	25%	(41)	166
Trump Job Strongly Disapprove	21%	(136)	28%	(183)	12%	(77)	9%	(60)	31%	(203)	659
Favorable of Trump	19%	(116)	24%	(142)	12%	(72)	7%	(39)	38%	(226)	595
Unfavorable of Trump	21%	(167)	29%	(238)	12%	(98)	8%	(66)	30%	(244)	813
Very Favorable of Trump	19%	(70)	23%	(84)	11%	(39)	8%	(28)	40%	(146)	367
Somewhat Favorable of Trump	20%	(46)	25%	(58)	15%	(34)	5%	(11)	35%	(80)	228
Somewhat Unfavorable of Trump	24%	(33)	36%	(49)	14%	(19)	4%	(5)	23%	(32)	138
Very Unfavorable of Trump	20%	(135)	28%	(189)	12%	(79)	9%	(61)	31%	(212)	675
#1 Issue: Economy	23%	(132)	27%	(156)	13%	(75)	5%	(31)	31%	(180)	573
#1 Issue: Security	18%	(20)	32%	(35)	13%	(15)	4%	(4)	34%	(38)	112
#1 Issue: Health Care	20%	(56)	29%	(83)	12%	(35)	13%	(36)	27%	(77)	287
#1 Issue: Medicare / Social Security	12%	(22)	27%	(51)	12%	(23)	7%	(13)	42%	(79)	188
#1 Issue: Women's Issues	27%	(23)	28%	(24)	5%	(4)	4%	(3)	36%	(31)	86
#1 Issue: Education	27%	(22)	31%	(25)	6%	(5)	7%	(6)	29%	(24)	82
#1 Issue: Energy	19%	(10)	22%	(11)	3%	(1)	16%	(8)	40%	(20)	51
#1 Issue: Other	10%	(10)	14%	(14)	13%	(13)	8%	(8)	55%	(55)	100
2018 House Vote: Democrat	23%	(112)	29%	(143)	14%	(66)	7%	(35)	27%	(132)	488
2018 House Vote: Republican	19%	(76)	25%	(101)	13%	(53)	9%	(37)	34%	(137)	403
2016 Vote: Hillary Clinton	21%	(89)	29%	(121)	13%	(55)	8%	(33)	30%	(125)	422
2016 Vote: Donald Trump	18%	(83)	27%	(125)	12%	(55)	10%	(44)	33%	(151)	459
2016 Vote: Other	15%	(13)	18%	(16)	13%	(12)	8%	(7)	46%	(41)	89
2016 Vote: Didn't Vote	22%	(111)	27%	(138)	10%	(49)	5%	(24)	37%	(187)	509
Voted in 2014: Yes	19%	(149)	28%	(222)	14%	(112)	9%	(69)	31%	(247)	799
Voted in 2014: No	22%	(147)	26%	(178)	9%	(59)	6%	(39)	38%	(257)	681
2012 Vote: Barack Obama	22%	(119)	28%	(152)	14%	(76)	8%	(43)	28%	(148)	538
2012 Vote: Mitt Romney	15%	(44)	26%	(78)	15%	(44)	9%	(27)	35%	(103)	295
2012 Vote: Other	10%	(5)	20%	(11)	11%	(6)	14%	(8)	45%	(26)	57
2012 Vote: Didn't Vote	22%	(128)	27%	(156)	8%	(44)	5%	(30)	39%	(227)	585

Continued on next page

Table MCSP8_4: How well do each of the following words describe Michael Jordan?

Funny

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	20%	(296)	27%	(400)	12%	(172)	7%	(108)	34% (504)	1480
4-Region: Northeast	19%	(49)	29%	(77)	11%	(29)	10%	(25)	31% (82)	262
4-Region: Midwest	20%	(62)	28%	(87)	13%	(39)	7%	(23)	32% (101)	312
4-Region: South	23%	(131)	28%	(156)	11%	(60)	6%	(37)	32% (181)	566
4-Region: West	16%	(54)	23%	(79)	13%	(43)	7%	(23)	41% (140)	339
Sports fans	24%	(231)	32%	(308)	14%	(134)	6%	(63)	24% (230)	966
Avid sports fans	31%	(99)	33%	(105)	18%	(58)	9%	(27)	9% (28)	318
Casual sports fans	20%	(132)	31%	(203)	12%	(76)	5%	(35)	31% (202)	648
NFL fans	25%	(224)	31%	(280)	14%	(124)	6%	(56)	25% (224)	908
MLB fans	24%	(188)	32%	(250)	15%	(117)	6%	(48)	22% (169)	772
NBA fans	29%	(204)	31%	(219)	14%	(98)	7%	(49)	19% (131)	700
NHL fans	27%	(135)	34%	(171)	13%	(65)	6%	(30)	21% (107)	507
WNBA fans	34%	(115)	32%	(108)	13%	(43)	5%	(18)	16% (52)	336
College football fans	24%	(179)	33%	(243)	14%	(106)	7%	(53)	21% (157)	739
College basketball fans	26%	(161)	33%	(204)	15%	(92)	8%	(52)	18% (112)	620
Golf fans	27%	(118)	32%	(140)	14%	(63)	8%	(36)	20% (87)	444
Tennis fans	26%	(132)	32%	(158)	15%	(75)	8%	(40)	19% (96)	501
Auto racing fans	27%	(150)	32%	(177)	14%	(76)	6%	(36)	22% (121)	559
Soccer fans	29%	(143)	29%	(141)	14%	(69)	9%	(44)	19% (94)	492
Gymnastics fans	24%	(160)	31%	(211)	11%	(73)	7%	(45)	28% (188)	678
Competitive swimming fans	30%	(135)	30%	(136)	13%	(58)	4%	(19)	24% (109)	457
Basketball players	38%	(66)	29%	(50)	16%	(28)	8%	(13)	9% (15)	172
Basketball fans	31%	(168)	30%	(167)	13%	(73)	7%	(40)	18% (99)	548
Sneaker enthusiasts	31%	(97)	31%	(96)	14%	(45)	7%	(22)	17% (53)	312
Golfers	23%	(32)	33%	(45)	18%	(24)	10%	(13)	16% (22)	135
Athletes	30%	(93)	31%	(94)	12%	(37)	9%	(28)	18% (56)	307
Under Armour: Very fav	37%	(145)	30%	(120)	9%	(37)	5%	(22)	18% (72)	396
Nike: Very fav	34%	(184)	27%	(148)	10%	(55)	5%	(27)	24% (134)	548
Adidas: Very fav	37%	(165)	29%	(131)	7%	(34)	5%	(24)	21% (96)	450
Michael Jordan: Very fav	39%	(195)	31%	(155)	9%	(46)	4%	(18)	17% (86)	501
LeBron James: Very fav	42%	(133)	27%	(86)	10%	(32)	6%	(19)	15% (46)	316

Continued on next page

Table MCSP8_4: How well do each of the following words describe Michael Jordan?

Funny

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	20%	(296)	27%	(400)	12%	(172)	7%	(108)	34%	(504)	1480
Stephen Curry: Very fav	35%	(98)	30%	(83)	12%	(33)	6%	(16)	17%	(47)	276
Jordan Brand: Very fav	45%	(135)	27%	(81)	9%	(26)	4%	(12)	15%	(43)	297
Curry Brand: Very fav	46%	(57)	29%	(37)	9%	(12)	2%	(3)	13%	(16)	125
Under Armour: Favorable	24%	(233)	31%	(300)	12%	(116)	6%	(60)	27%	(269)	978
Nike: Favorable	25%	(247)	30%	(300)	11%	(114)	6%	(60)	28%	(284)	1005
Adidas: Favorable	24%	(259)	31%	(341)	11%	(121)	6%	(68)	27%	(296)	1084
Michael Jordan: Favorable	26%	(269)	32%	(338)	11%	(120)	4%	(44)	26%	(271)	1041
LeBron James: Favorable	28%	(206)	31%	(230)	12%	(87)	6%	(44)	23%	(166)	732
Stephen Curry: Favorable	28%	(178)	33%	(207)	12%	(79)	8%	(50)	19%	(123)	637
Jordan Brand: Favorable	32%	(201)	31%	(193)	12%	(77)	5%	(32)	20%	(127)	630
Curry Brand: Favorable	37%	(118)	30%	(95)	14%	(44)	8%	(25)	11%	(37)	319
Often buy sportswear	31%	(64)	27%	(55)	15%	(31)	9%	(18)	17%	(36)	204
Often/Sometimes buy sportswear	23%	(206)	29%	(252)	13%	(113)	8%	(69)	28%	(244)	884
Familiar with Michael Jordan	20%	(293)	27%	(397)	12%	(172)	7%	(108)	34%	(495)	1464
Familiar with LeBron James	20%	(277)	28%	(390)	12%	(169)	8%	(107)	33%	(467)	1411
Familiar with Steph Curry	22%	(249)	29%	(331)	13%	(149)	8%	(93)	28%	(313)	1135

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

Table MCSP8_5: How well do each of the following words describe Michael Jordan?

Down-to-earth

Demographic	How well do you understand the issues facing the country?										Total N
	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		
Adults	28%	(405)	25%	(359)	10%	(145)	6%	(80)	32%	(463)	1453
Gender: Male	29%	(201)	27%	(189)	10%	(70)	8%	(54)	26%	(180)	694
Gender: Female	27%	(204)	22%	(171)	10%	(75)	3%	(26)	37%	(283)	759
Age: 18-34	33%	(151)	21%	(97)	10%	(44)	4%	(16)	32%	(146)	454
Age: 35-44	31%	(75)	25%	(60)	10%	(25)	8%	(19)	27%	(66)	245
Age: 45-64	24%	(114)	28%	(129)	10%	(46)	7%	(34)	31%	(144)	468
Age: 65+	22%	(64)	26%	(74)	10%	(30)	4%	(11)	38%	(108)	286
GenZers: 1997-2012	30%	(53)	25%	(43)	10%	(17)	2%	(3)	34%	(60)	176
Millennials: 1981-1996	35%	(145)	21%	(86)	10%	(41)	5%	(22)	29%	(121)	415
GenXers: 1965-1980	28%	(90)	27%	(86)	9%	(30)	8%	(25)	29%	(93)	324
Baby Boomers: 1946-1964	22%	(105)	27%	(129)	10%	(48)	6%	(30)	34%	(161)	473
PID: Dem (no lean)	31%	(156)	28%	(138)	10%	(51)	4%	(20)	27%	(133)	498
PID: Ind (no lean)	24%	(123)	21%	(109)	11%	(55)	6%	(32)	38%	(193)	511
PID: Rep (no lean)	29%	(127)	25%	(112)	9%	(39)	6%	(28)	31%	(137)	443
PID/Gender: Dem Men	37%	(85)	28%	(64)	12%	(27)	3%	(8)	19%	(44)	228
PID/Gender: Dem Women	26%	(71)	27%	(74)	9%	(24)	5%	(13)	33%	(89)	270
PID/Gender: Ind Men	20%	(46)	23%	(54)	11%	(25)	12%	(28)	35%	(82)	235
PID/Gender: Ind Women	28%	(76)	20%	(54)	11%	(30)	2%	(5)	40%	(111)	276
PID/Gender: Rep Men	31%	(70)	30%	(70)	8%	(18)	8%	(19)	23%	(53)	230
PID/Gender: Rep Women	27%	(57)	20%	(42)	10%	(21)	4%	(9)	39%	(84)	213
Ideo: Liberal (1-3)	29%	(110)	26%	(101)	12%	(45)	6%	(23)	27%	(104)	383
Ideo: Moderate (4)	27%	(112)	26%	(107)	14%	(57)	5%	(22)	27%	(110)	409
Ideo: Conservative (5-7)	27%	(135)	26%	(131)	8%	(39)	7%	(33)	32%	(162)	499
Educ: < College	30%	(300)	23%	(237)	7%	(75)	5%	(49)	35%	(350)	1011
Educ: Bachelors degree	22%	(62)	28%	(79)	16%	(45)	8%	(21)	26%	(72)	278
Educ: Post-grad	27%	(44)	26%	(43)	16%	(25)	6%	(10)	25%	(41)	163
Income: Under 50k	31%	(252)	21%	(175)	8%	(62)	4%	(33)	36%	(290)	812
Income: 50k-100k	24%	(101)	28%	(118)	12%	(51)	7%	(29)	30%	(127)	426
Income: 100k+	25%	(53)	31%	(66)	15%	(31)	9%	(18)	21%	(46)	215
Ethnicity: White	26%	(292)	25%	(281)	11%	(122)	5%	(62)	33%	(381)	1138
Ethnicity: Hispanic	33%	(74)	25%	(58)	12%	(28)	9%	(21)	20%	(46)	227

Continued on next page

Table MCSP8_5: How well do each of the following words describe Michael Jordan?

Down-to-earth

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	28%	(405)	25%	(359)	10%	(145)	6%	(80)	32%	(463)	1453
Ethnicity: Black	43%	(78)	23%	(41)	6%	(12)	3%	(5)	25%	(44)	180
Ethnicity: Other	26%	(36)	27%	(37)	9%	(12)	10%	(13)	28%	(38)	135
All Christian	26%	(179)	27%	(183)	12%	(83)	6%	(38)	29%	(194)	677
All Non-Christian	23%	(16)	25%	(17)	18%	(13)	8%	(6)	26%	(18)	70
Atheist	36%	(26)	7%	(5)	20%	(14)	11%	(8)	25%	(18)	71
Agnostic/Nothing in particular	25%	(89)	22%	(81)	6%	(21)	6%	(21)	41%	(151)	363
Something Else	35%	(95)	27%	(73)	5%	(13)	3%	(7)	30%	(82)	271
Religious Non-Protestant/Catholic	20%	(18)	27%	(25)	19%	(17)	8%	(7)	26%	(24)	92
Evangelical	32%	(117)	29%	(106)	9%	(33)	2%	(8)	27%	(98)	362
Non-Evangelical	28%	(154)	25%	(141)	10%	(58)	6%	(35)	31%	(170)	558
Community: Urban	34%	(128)	25%	(93)	9%	(35)	7%	(25)	26%	(97)	379
Community: Suburban	26%	(175)	25%	(165)	12%	(80)	5%	(36)	31%	(207)	664
Community: Rural	25%	(102)	25%	(101)	7%	(30)	5%	(19)	39%	(158)	411
Employ: Private Sector	30%	(121)	23%	(95)	13%	(53)	8%	(31)	26%	(108)	409
Employ: Government	31%	(28)	22%	(20)	10%	(9)	4%	(4)	33%	(30)	91
Employ: Self-Employed	27%	(33)	31%	(38)	14%	(16)	9%	(11)	19%	(24)	121
Employ: Homemaker	22%	(20)	23%	(21)	18%	(17)	7%	(6)	30%	(27)	91
Employ: Student	25%	(17)	19%	(13)	7%	(5)	3%	(2)	46%	(32)	70
Employ: Retired	21%	(71)	26%	(89)	10%	(33)	4%	(15)	38%	(128)	337
Employ: Unemployed	38%	(88)	26%	(59)	2%	(5)	4%	(9)	30%	(68)	229
Employ: Other	25%	(27)	23%	(24)	6%	(6)	3%	(3)	43%	(46)	105
Military HH: Yes	20%	(46)	28%	(65)	10%	(24)	6%	(13)	35%	(82)	230
Military HH: No	29%	(359)	24%	(294)	10%	(121)	6%	(67)	31%	(381)	1223
RD/WT: Right Direction	34%	(141)	22%	(92)	7%	(31)	7%	(29)	29%	(118)	412
RD/WT: Wrong Track	25%	(265)	26%	(267)	11%	(114)	5%	(51)	33%	(344)	1041
Trump Job Approve	28%	(169)	24%	(142)	9%	(55)	6%	(38)	33%	(195)	599
Trump Job Disapprove	28%	(225)	26%	(207)	11%	(86)	5%	(42)	30%	(235)	795

Continued on next page

Table MCSP8_5: How well do each of the following words describe Michael Jordan?

Down-to-earth

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	28%	(405)	25%	(359)	10%	(145)	6%	(80)	32%	(463)	1453
Trump Job Strongly Approve	27%	(95)	21%	(73)	8%	(29)	8%	(26)	36%	(126)	349
Trump Job Somewhat Approve	29%	(73)	28%	(69)	10%	(26)	5%	(12)	28%	(70)	250
Trump Job Somewhat Disapprove	27%	(39)	31%	(45)	12%	(18)	6%	(8)	24%	(34)	144
Trump Job Strongly Disapprove	29%	(186)	25%	(163)	10%	(68)	5%	(34)	31%	(200)	651
Favorable of Trump	29%	(177)	24%	(143)	8%	(48)	7%	(42)	32%	(197)	605
Unfavorable of Trump	27%	(213)	26%	(206)	11%	(85)	5%	(39)	31%	(238)	781
Very Favorable of Trump	31%	(118)	20%	(78)	8%	(32)	7%	(25)	34%	(131)	385
Somewhat Favorable of Trump	27%	(59)	29%	(64)	7%	(16)	7%	(16)	30%	(65)	221
Somewhat Unfavorable of Trump	26%	(34)	33%	(44)	10%	(13)	2%	(2)	30%	(39)	132
Very Unfavorable of Trump	28%	(179)	25%	(162)	11%	(72)	6%	(37)	31%	(199)	649
#1 Issue: Economy	27%	(156)	26%	(149)	10%	(58)	6%	(35)	30%	(172)	570
#1 Issue: Security	28%	(37)	18%	(24)	7%	(9)	9%	(11)	38%	(49)	129
#1 Issue: Health Care	30%	(82)	31%	(86)	9%	(25)	5%	(14)	25%	(68)	275
#1 Issue: Medicare / Social Security	26%	(41)	29%	(47)	10%	(17)	1%	(2)	33%	(52)	159
#1 Issue: Women's Issues	29%	(23)	21%	(17)	5%	(4)	4%	(3)	41%	(32)	79
#1 Issue: Education	31%	(22)	16%	(11)	22%	(16)	4%	(3)	26%	(18)	70
#1 Issue: Other	29%	(36)	13%	(16)	9%	(11)	4%	(5)	44%	(54)	123
2018 House Vote: Democrat	29%	(137)	25%	(114)	15%	(67)	6%	(27)	26%	(119)	464
2018 House Vote: Republican	27%	(110)	22%	(90)	10%	(42)	8%	(34)	32%	(129)	404
2016 Vote: Hillary Clinton	32%	(133)	25%	(104)	12%	(51)	6%	(23)	25%	(106)	417
2016 Vote: Donald Trump	27%	(122)	23%	(107)	9%	(43)	9%	(39)	32%	(148)	458
2016 Vote: Other	15%	(13)	29%	(25)	17%	(15)	6%	(5)	33%	(28)	87
2016 Vote: Didn't Vote	28%	(137)	25%	(124)	7%	(35)	3%	(13)	37%	(181)	490
Voted in 2014: Yes	27%	(215)	25%	(197)	11%	(89)	7%	(53)	29%	(228)	783
Voted in 2014: No	28%	(190)	24%	(162)	8%	(56)	4%	(27)	35%	(235)	670
2012 Vote: Barack Obama	33%	(172)	23%	(121)	11%	(59)	5%	(26)	27%	(143)	521
2012 Vote: Mitt Romney	20%	(59)	27%	(79)	11%	(34)	7%	(21)	35%	(102)	294
2012 Vote: Other	19%	(11)	21%	(12)	13%	(7)	17%	(9)	29%	(16)	56
2012 Vote: Didn't Vote	28%	(163)	25%	(146)	8%	(45)	4%	(24)	35%	(202)	579

Continued on next page

Table MCSP8_5: How well do each of the following words describe Michael Jordan?

Down-to-earth

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	28%	(405)	25%	(359)	10%	(145)	6%	(80)	32%	(463)	1453
4-Region: Northeast	25%	(67)	27%	(70)	11%	(30)	7%	(18)	30%	(79)	265
4-Region: Midwest	26%	(79)	25%	(77)	9%	(26)	6%	(19)	33%	(101)	302
4-Region: South	31%	(166)	25%	(137)	10%	(53)	5%	(30)	29%	(157)	543
4-Region: West	27%	(93)	22%	(75)	10%	(35)	4%	(13)	37%	(126)	342
Sports fans	33%	(314)	27%	(257)	11%	(106)	6%	(55)	22%	(212)	944
Avid sports fans	46%	(127)	25%	(69)	13%	(37)	8%	(22)	8%	(23)	278
Casual sports fans	28%	(187)	28%	(188)	10%	(68)	5%	(34)	28%	(189)	666
NFL fans	33%	(293)	28%	(250)	11%	(97)	5%	(44)	23%	(208)	893
MLB fans	33%	(244)	27%	(197)	13%	(96)	6%	(43)	21%	(150)	731
NBA fans	41%	(267)	26%	(170)	13%	(84)	5%	(30)	16%	(107)	659
NHL fans	32%	(158)	28%	(139)	11%	(55)	8%	(41)	21%	(106)	501
WNBA fans	38%	(115)	27%	(82)	12%	(36)	5%	(16)	17%	(52)	301
College football fans	32%	(230)	29%	(213)	12%	(83)	7%	(48)	21%	(150)	724
College basketball fans	35%	(205)	29%	(172)	12%	(71)	7%	(39)	17%	(100)	587
Golf fans	34%	(137)	27%	(111)	14%	(55)	6%	(26)	19%	(77)	407
Tennis fans	35%	(150)	26%	(111)	14%	(63)	7%	(28)	19%	(80)	432
Auto racing fans	36%	(187)	24%	(126)	11%	(57)	8%	(41)	21%	(107)	519
Soccer fans	35%	(162)	26%	(119)	14%	(65)	6%	(29)	19%	(86)	462
Gymnastics fans	32%	(207)	28%	(177)	11%	(73)	5%	(32)	23%	(148)	636
Competitive swimming fans	34%	(145)	25%	(106)	12%	(52)	5%	(21)	23%	(96)	420
Basketball players	45%	(71)	25%	(39)	13%	(20)	5%	(8)	12%	(19)	157
Basketball fans	41%	(201)	23%	(115)	14%	(67)	7%	(34)	15%	(74)	491
Sneaker enthusiasts	41%	(123)	27%	(81)	10%	(31)	7%	(22)	16%	(48)	304
Golfers	27%	(39)	29%	(41)	16%	(22)	9%	(12)	19%	(27)	141
Athletes	40%	(112)	22%	(63)	12%	(33)	7%	(21)	19%	(53)	282
Under Armour: Very fav	52%	(183)	20%	(69)	9%	(32)	3%	(12)	15%	(53)	349
Nike: Very fav	48%	(248)	21%	(111)	7%	(37)	3%	(16)	20%	(104)	516
Adidas: Very fav	50%	(220)	22%	(99)	5%	(24)	3%	(14)	20%	(88)	445
Michael Jordan: Very fav	57%	(276)	20%	(98)	6%	(30)	2%	(10)	15%	(71)	485
LeBron James: Very fav	57%	(174)	19%	(58)	9%	(26)	2%	(5)	14%	(43)	307

Continued on next page

Table MCSP8_5: How well do each of the following words describe Michael Jordan?
Down-to-earth

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	28%	(405)	25%	(359)	10%	(145)	6%	(80)	32%	(463)	1453
Stephen Curry: Very fav	47%	(120)	22%	(55)	13%	(34)	4%	(10)	13%	(34)	253
Jordan Brand: Very fav	57%	(142)	21%	(53)	6%	(14)	1%	(3)	15%	(37)	249
Curry Brand: Very fav	52%	(56)	22%	(24)	13%	(14)	3%	(3)	10%	(11)	108
Under Armour: Favorable	33%	(306)	29%	(266)	11%	(98)	5%	(50)	23%	(212)	931
Nike: Favorable	35%	(339)	27%	(258)	9%	(87)	4%	(43)	25%	(242)	968
Adidas: Favorable	34%	(353)	27%	(282)	9%	(98)	5%	(51)	25%	(264)	1048
Michael Jordan: Favorable	38%	(370)	29%	(285)	10%	(99)	3%	(30)	20%	(200)	983
LeBron James: Favorable	39%	(272)	27%	(190)	11%	(79)	3%	(22)	19%	(129)	692
Stephen Curry: Favorable	37%	(225)	30%	(182)	14%	(83)	5%	(27)	15%	(91)	609
Jordan Brand: Favorable	43%	(247)	28%	(159)	9%	(53)	4%	(23)	16%	(94)	575
Curry Brand: Favorable	43%	(138)	28%	(91)	12%	(38)	6%	(20)	10%	(32)	319
Often buy sportswear	46%	(90)	21%	(42)	9%	(17)	10%	(19)	14%	(27)	194
Often/Sometimes buy sportswear	34%	(284)	25%	(207)	11%	(92)	6%	(53)	25%	(208)	845
Familiar with Michael Jordan	28%	(402)	25%	(358)	10%	(144)	6%	(80)	31%	(451)	1435
Familiar with LeBron James	28%	(383)	25%	(351)	10%	(143)	6%	(80)	31%	(434)	1391
Familiar with Steph Curry	29%	(318)	27%	(304)	11%	(122)	7%	(74)	26%	(290)	1108

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

Table MCSP8_6: How well do each of the following words describe Michael Jordan?

Adorable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	17%	(253)	16%	(244)	16%	(237)	14%	(207)	36%	(539)	1481
Gender: Male	19%	(139)	16%	(116)	16%	(115)	16%	(114)	32%	(232)	716
Gender: Female	15%	(114)	17%	(128)	16%	(122)	12%	(94)	40%	(306)	764
Age: 18-34	21%	(84)	16%	(65)	9%	(38)	15%	(63)	38%	(154)	404
Age: 35-44	24%	(61)	22%	(57)	14%	(36)	15%	(37)	25%	(65)	256
Age: 45-64	16%	(81)	15%	(75)	21%	(106)	13%	(64)	35%	(179)	506
Age: 65+	9%	(27)	15%	(47)	18%	(57)	14%	(43)	45%	(141)	316
GenZers: 1997-2012	16%	(25)	18%	(29)	9%	(14)	12%	(20)	45%	(71)	159
Millennials: 1981-1996	23%	(88)	16%	(63)	12%	(47)	18%	(70)	31%	(118)	387
GenXers: 1965-1980	22%	(77)	19%	(67)	16%	(56)	11%	(37)	33%	(117)	354
Baby Boomers: 1946-1964	11%	(56)	14%	(73)	21%	(108)	15%	(74)	39%	(202)	513
PID: Dem (no lean)	20%	(107)	23%	(123)	14%	(72)	12%	(61)	31%	(161)	524
PID: Ind (no lean)	14%	(66)	12%	(56)	17%	(83)	15%	(72)	43%	(207)	484
PID: Rep (no lean)	17%	(80)	14%	(66)	17%	(82)	16%	(75)	36%	(170)	473
PID/Gender: Dem Men	23%	(57)	25%	(61)	14%	(34)	15%	(37)	24%	(59)	248
PID/Gender: Dem Women	18%	(50)	22%	(62)	14%	(38)	9%	(24)	37%	(101)	276
PID/Gender: Ind Men	12%	(29)	12%	(27)	17%	(40)	17%	(41)	42%	(99)	236
PID/Gender: Ind Women	15%	(37)	12%	(29)	18%	(43)	12%	(31)	44%	(109)	248
PID/Gender: Rep Men	22%	(52)	12%	(28)	18%	(41)	16%	(36)	32%	(74)	232
PID/Gender: Rep Women	11%	(28)	16%	(37)	17%	(40)	16%	(39)	40%	(96)	240
Ideo: Liberal (1-3)	17%	(68)	23%	(93)	16%	(64)	14%	(58)	30%	(119)	403
Ideo: Moderate (4)	21%	(86)	15%	(63)	15%	(62)	13%	(54)	36%	(148)	414
Ideo: Conservative (5-7)	15%	(75)	15%	(78)	18%	(91)	16%	(82)	37%	(189)	514
Educ: < College	18%	(188)	15%	(157)	13%	(134)	13%	(137)	40%	(406)	1022
Educ: Bachelors degree	14%	(39)	18%	(53)	22%	(65)	15%	(45)	30%	(88)	291
Educ: Post-grad	15%	(25)	20%	(34)	23%	(38)	15%	(26)	26%	(44)	167
Income: Under 50k	19%	(151)	16%	(130)	13%	(106)	13%	(102)	39%	(315)	805
Income: 50k-100k	14%	(64)	16%	(74)	18%	(81)	15%	(69)	36%	(163)	451
Income: 100k+	17%	(37)	18%	(41)	22%	(50)	16%	(36)	27%	(60)	225
Ethnicity: White	15%	(180)	16%	(189)	17%	(199)	15%	(173)	38%	(449)	1190
Ethnicity: Hispanic	19%	(40)	9%	(18)	21%	(45)	13%	(28)	38%	(79)	210

Continued on next page

Table MCSP8_6: How well do each of the following words describe Michael Jordan?

Adorable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	17%	(253)	16%	(244)	16%	(237)	14%	(207)	36%	(539)	1481
Ethnicity: Black	30%	(50)	23%	(37)	8%	(13)	12%	(20)	27%	(44)	165
Ethnicity: Other	18%	(23)	14%	(17)	20%	(25)	11%	(14)	36%	(45)	125
All Christian	17%	(122)	18%	(124)	20%	(140)	15%	(103)	31%	(218)	708
All Non-Christian	25%	(18)	19%	(13)	20%	(14)	7%	(5)	29%	(20)	69
Atheist	18%	(13)	24%	(18)	9%	(7)	21%	(16)	28%	(22)	76
Agnostic/Nothing in particular	12%	(45)	13%	(49)	11%	(42)	15%	(58)	48%	(182)	377
Something Else	22%	(54)	16%	(39)	14%	(34)	10%	(25)	39%	(97)	250
Religious Non-Protestant/Catholic	21%	(19)	17%	(16)	18%	(17)	8%	(7)	37%	(34)	93
Evangelical	24%	(88)	17%	(60)	19%	(71)	11%	(40)	29%	(104)	364
Non-Evangelical	15%	(86)	17%	(98)	18%	(100)	15%	(84)	35%	(195)	564
Community: Urban	26%	(106)	19%	(78)	12%	(49)	13%	(53)	29%	(119)	404
Community: Suburban	11%	(77)	17%	(119)	18%	(121)	16%	(113)	37%	(256)	686
Community: Rural	18%	(70)	12%	(47)	17%	(68)	11%	(42)	42%	(164)	391
Employ: Private Sector	22%	(94)	17%	(72)	16%	(68)	15%	(65)	31%	(136)	435
Employ: Government	16%	(14)	16%	(15)	16%	(15)	11%	(10)	40%	(37)	91
Employ: Self-Employed	22%	(27)	15%	(18)	20%	(25)	19%	(24)	24%	(29)	122
Employ: Homemaker	11%	(12)	16%	(17)	19%	(21)	18%	(20)	36%	(40)	110
Employ: Student	10%	(6)	23%	(15)	7%	(4)	15%	(9)	46%	(29)	64
Employ: Retired	10%	(36)	17%	(62)	19%	(71)	13%	(48)	41%	(153)	371
Employ: Unemployed	29%	(57)	14%	(28)	10%	(19)	11%	(21)	36%	(70)	195
Employ: Other	7%	(6)	18%	(17)	15%	(14)	11%	(10)	49%	(45)	92
Military HH: Yes	14%	(38)	16%	(42)	19%	(51)	11%	(29)	39%	(103)	263
Military HH: No	18%	(215)	17%	(202)	15%	(186)	15%	(178)	36%	(436)	1217
RD/WT: Right Direction	22%	(94)	16%	(67)	17%	(70)	12%	(49)	33%	(139)	418
RD/WT: Wrong Track	15%	(159)	17%	(177)	16%	(167)	15%	(159)	38%	(400)	1062
Trump Job Approve	17%	(106)	14%	(89)	15%	(95)	15%	(97)	38%	(240)	627
Trump Job Disapprove	17%	(139)	18%	(144)	17%	(137)	13%	(107)	34%	(276)	803

Continued on next page

Table MCSP8_6: How well do each of the following words describe Michael Jordan?

Adorable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	17%	(253)	16%	(244)	16%	(237)	14%	(207)	36%	(539)	1481
Trump Job Strongly Approve	16%	(59)	14%	(51)	14%	(51)	16%	(60)	41%	(153)	374
Trump Job Somewhat Approve	19%	(47)	15%	(38)	17%	(43)	14%	(37)	34%	(87)	252
Trump Job Somewhat Disapprove	14%	(20)	22%	(32)	20%	(29)	10%	(15)	33%	(47)	142
Trump Job Strongly Disapprove	18%	(119)	17%	(113)	16%	(108)	14%	(92)	35%	(229)	661
Favorable of Trump	18%	(115)	15%	(92)	14%	(90)	15%	(97)	37%	(236)	630
Unfavorable of Trump	16%	(130)	18%	(141)	18%	(141)	13%	(100)	35%	(277)	790
Very Favorable of Trump	19%	(77)	12%	(50)	14%	(54)	16%	(65)	39%	(154)	401
Somewhat Favorable of Trump	16%	(38)	19%	(42)	15%	(35)	14%	(32)	36%	(81)	229
Somewhat Unfavorable of Trump	17%	(21)	18%	(22)	23%	(29)	5%	(6)	37%	(46)	124
Very Unfavorable of Trump	16%	(109)	18%	(119)	17%	(113)	14%	(94)	35%	(231)	666
#1 Issue: Economy	18%	(102)	18%	(99)	15%	(84)	15%	(84)	34%	(192)	562
#1 Issue: Security	16%	(20)	15%	(18)	12%	(15)	18%	(22)	39%	(48)	122
#1 Issue: Health Care	19%	(56)	18%	(53)	21%	(62)	12%	(35)	29%	(85)	290
#1 Issue: Medicare / Social Security	11%	(21)	17%	(32)	16%	(31)	12%	(23)	44%	(84)	192
#1 Issue: Women's Issues	24%	(19)	16%	(13)	13%	(10)	14%	(11)	32%	(25)	78
#1 Issue: Education	24%	(18)	14%	(10)	16%	(12)	11%	(8)	36%	(27)	76
#1 Issue: Other	11%	(13)	11%	(12)	12%	(13)	13%	(15)	53%	(60)	114
2018 House Vote: Democrat	20%	(99)	21%	(104)	17%	(84)	14%	(70)	29%	(144)	502
2018 House Vote: Republican	15%	(67)	12%	(54)	19%	(82)	17%	(75)	37%	(161)	438
2016 Vote: Hillary Clinton	20%	(89)	20%	(90)	17%	(74)	13%	(57)	30%	(131)	442
2016 Vote: Donald Trump	16%	(78)	14%	(69)	17%	(81)	17%	(84)	36%	(175)	486
2016 Vote: Other	5%	(4)	14%	(13)	19%	(17)	19%	(17)	43%	(38)	90
2016 Vote: Didn't Vote	18%	(82)	16%	(73)	14%	(63)	11%	(49)	42%	(193)	461
Voted in 2014: Yes	17%	(140)	18%	(146)	18%	(148)	14%	(116)	34%	(282)	833
Voted in 2014: No	17%	(113)	15%	(98)	14%	(89)	14%	(91)	40%	(256)	647
2012 Vote: Barack Obama	21%	(113)	18%	(99)	17%	(90)	11%	(59)	33%	(180)	540
2012 Vote: Mitt Romney	10%	(31)	13%	(42)	19%	(59)	20%	(63)	38%	(120)	314
2012 Vote: Other	10%	(6)	14%	(9)	21%	(13)	16%	(10)	39%	(24)	62
2012 Vote: Didn't Vote	18%	(103)	16%	(92)	13%	(76)	14%	(76)	38%	(215)	562

Continued on next page

Table MCSP8_6: How well do each of the following words describe Michael Jordan?

Adorable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	17%	(253)	16%	(244)	16%	(237)	14%	(207)	36%	(539)	1481
4-Region: Northeast	16%	(42)	18%	(48)	15%	(39)	15%	(40)	35%	(91)	259
4-Region: Midwest	17%	(55)	17%	(55)	17%	(53)	13%	(41)	37%	(118)	322
4-Region: South	19%	(103)	15%	(80)	16%	(86)	15%	(79)	36%	(192)	541
4-Region: West	15%	(53)	17%	(61)	16%	(59)	13%	(47)	38%	(137)	358
Sports fans	20%	(191)	20%	(188)	18%	(169)	15%	(142)	28%	(268)	959
Avid sports fans	28%	(85)	26%	(78)	16%	(48)	16%	(47)	15%	(45)	302
Casual sports fans	16%	(107)	17%	(111)	19%	(122)	14%	(95)	34%	(223)	657
NFL fans	20%	(179)	20%	(180)	17%	(158)	15%	(132)	28%	(259)	908
MLB fans	20%	(153)	20%	(149)	18%	(138)	14%	(105)	27%	(203)	748
NBA fans	25%	(161)	22%	(145)	19%	(122)	14%	(88)	21%	(138)	653
NHL fans	21%	(108)	24%	(120)	15%	(74)	14%	(73)	26%	(132)	506
WNBA fans	28%	(82)	23%	(69)	16%	(48)	9%	(27)	24%	(72)	299
College football fans	20%	(151)	20%	(153)	19%	(145)	15%	(112)	25%	(185)	745
College basketball fans	21%	(128)	21%	(128)	21%	(127)	14%	(84)	23%	(140)	607
Golf fans	21%	(85)	22%	(90)	18%	(74)	15%	(63)	23%	(94)	405
Tennis fans	23%	(103)	25%	(110)	19%	(85)	13%	(58)	20%	(88)	444
Auto racing fans	24%	(125)	20%	(101)	16%	(84)	13%	(68)	27%	(137)	515
Soccer fans	22%	(98)	25%	(113)	17%	(76)	13%	(57)	23%	(105)	450
Gymnastics fans	19%	(128)	22%	(149)	19%	(126)	11%	(74)	29%	(194)	672
Competitive swimming fans	23%	(99)	23%	(98)	19%	(83)	12%	(50)	24%	(101)	431
Basketball players	30%	(45)	22%	(33)	18%	(28)	8%	(12)	23%	(35)	154
Basketball fans	24%	(121)	22%	(108)	18%	(90)	14%	(71)	22%	(112)	501
Sneaker enthusiasts	31%	(95)	18%	(56)	17%	(51)	11%	(34)	22%	(67)	302
Golfers	25%	(31)	18%	(22)	22%	(28)	16%	(21)	19%	(24)	126
Athletes	28%	(77)	20%	(54)	14%	(39)	14%	(37)	24%	(65)	273
Under Armour: Very fav	33%	(129)	19%	(73)	14%	(53)	13%	(52)	21%	(80)	387
Nike: Very fav	32%	(170)	19%	(101)	13%	(68)	9%	(46)	26%	(138)	523
Adidas: Very fav	36%	(152)	20%	(86)	12%	(50)	9%	(37)	24%	(101)	426
Michael Jordan: Very fav	39%	(196)	19%	(93)	11%	(56)	6%	(30)	25%	(124)	500
LeBron James: Very fav	39%	(126)	20%	(65)	15%	(49)	6%	(21)	20%	(64)	325

Continued on next page

Table MCSP8_6: How well do each of the following words describe Michael Jordan?

Adorable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	17%	(253)	16%	(244)	16%	(237)	14%	(207)	36%	(539)	1481
Stephen Curry: Very fav	33%	(89)	21%	(56)	14%	(37)	13%	(36)	19%	(52)	271
Jordan Brand: Very fav	45%	(121)	18%	(49)	7%	(20)	7%	(20)	22%	(58)	267
Curry Brand: Very fav	46%	(54)	22%	(26)	7%	(9)	11%	(13)	14%	(16)	117
Under Armour: Favorable	21%	(197)	20%	(193)	17%	(163)	14%	(130)	29%	(278)	962
Nike: Favorable	21%	(204)	20%	(198)	15%	(151)	12%	(123)	31%	(310)	986
Adidas: Favorable	19%	(206)	20%	(215)	16%	(169)	14%	(143)	31%	(324)	1056
Michael Jordan: Favorable	23%	(241)	20%	(209)	17%	(169)	11%	(108)	29%	(299)	1026
LeBron James: Favorable	24%	(171)	21%	(152)	17%	(126)	10%	(72)	28%	(201)	722
Stephen Curry: Favorable	23%	(144)	21%	(131)	19%	(120)	14%	(86)	23%	(147)	628
Jordan Brand: Favorable	29%	(176)	22%	(130)	15%	(91)	10%	(63)	23%	(140)	599
Curry Brand: Favorable	34%	(113)	23%	(78)	16%	(54)	12%	(40)	15%	(50)	334
Often buy sportswear	30%	(62)	26%	(54)	11%	(22)	14%	(29)	20%	(42)	209
Often/Sometimes buy sportswear	20%	(177)	19%	(170)	17%	(154)	14%	(128)	30%	(266)	895
Familiar with Michael Jordan	17%	(252)	17%	(243)	16%	(237)	14%	(207)	36%	(529)	1469
Familiar with LeBron James	17%	(245)	17%	(237)	16%	(233)	14%	(206)	35%	(506)	1427
Familiar with Steph Curry	19%	(207)	18%	(202)	18%	(200)	14%	(160)	31%	(343)	1112

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

Table MCSP8_7: How well do each of the following words describe Michael Jordan?

Charitable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	35%	(509)	26%	(378)	6%	(92)	4%	(54)	30%	(436)	1469
Gender: Male	37%	(270)	29%	(210)	8%	(60)	4%	(30)	21%	(154)	724
Gender: Female	32%	(240)	22%	(167)	4%	(32)	3%	(25)	38%	(281)	745
Age: 18-34	33%	(135)	25%	(103)	7%	(30)	4%	(17)	31%	(127)	411
Age: 35-44	34%	(85)	29%	(71)	6%	(16)	6%	(16)	24%	(59)	247
Age: 45-64	37%	(192)	25%	(126)	7%	(37)	3%	(14)	28%	(144)	513
Age: 65+	33%	(98)	26%	(77)	3%	(9)	3%	(8)	35%	(106)	298
GenZers: 1997-2012	33%	(52)	24%	(38)	9%	(14)	4%	(6)	31%	(49)	159
Millennials: 1981-1996	33%	(132)	29%	(116)	7%	(26)	5%	(21)	27%	(108)	403
GenXers: 1965-1980	37%	(127)	23%	(80)	7%	(23)	3%	(10)	30%	(105)	346
Baby Boomers: 1946-1964	36%	(176)	26%	(130)	5%	(26)	3%	(16)	29%	(144)	491
PID: Dem (no lean)	40%	(217)	26%	(141)	6%	(33)	3%	(19)	25%	(137)	547
PID: Ind (no lean)	30%	(143)	25%	(119)	6%	(27)	5%	(23)	35%	(170)	482
PID: Rep (no lean)	34%	(149)	27%	(118)	7%	(32)	3%	(13)	29%	(129)	440
PID/Gender: Dem Men	44%	(109)	28%	(70)	9%	(22)	3%	(8)	16%	(40)	249
PID/Gender: Dem Women	36%	(109)	24%	(71)	4%	(11)	3%	(10)	32%	(96)	297
PID/Gender: Ind Men	33%	(83)	30%	(78)	6%	(15)	6%	(15)	25%	(65)	256
PID/Gender: Ind Women	27%	(60)	18%	(41)	5%	(12)	4%	(8)	46%	(105)	225
PID/Gender: Rep Men	36%	(78)	29%	(62)	10%	(23)	3%	(6)	22%	(49)	218
PID/Gender: Rep Women	32%	(71)	25%	(56)	4%	(9)	3%	(6)	36%	(80)	223
Ideo: Liberal (1-3)	37%	(153)	28%	(117)	7%	(29)	3%	(12)	25%	(105)	417
Ideo: Moderate (4)	36%	(147)	25%	(101)	7%	(27)	4%	(17)	29%	(119)	411
Ideo: Conservative (5-7)	33%	(166)	27%	(136)	7%	(33)	4%	(17)	29%	(145)	497
Educ: < College	36%	(364)	23%	(235)	5%	(48)	4%	(45)	32%	(326)	1018
Educ: Bachelors degree	30%	(85)	32%	(88)	11%	(31)	2%	(5)	25%	(70)	278
Educ: Post-grad	35%	(61)	32%	(55)	8%	(13)	3%	(5)	23%	(39)	173
Income: Under 50k	35%	(295)	23%	(193)	5%	(39)	4%	(36)	32%	(268)	832
Income: 50k-100k	35%	(143)	27%	(112)	6%	(26)	2%	(10)	29%	(121)	412
Income: 100k+	32%	(72)	32%	(73)	12%	(27)	4%	(8)	21%	(46)	225
Ethnicity: White	32%	(377)	27%	(314)	6%	(74)	4%	(41)	31%	(356)	1162
Ethnicity: Hispanic	45%	(110)	23%	(56)	11%	(27)	5%	(12)	17%	(41)	245

Continued on next page

Table MCSP8_7: How well do each of the following words describe Michael Jordan?
Charitable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	35%	(509)	26%	(378)	6%	(92)	4%	(54)	30% (436)	1469
Ethnicity: Black	46%	(80)	21%	(37)	5%	(9)	4%	(7)	24% (42)	175
Ethnicity: Other	40%	(52)	20%	(27)	6%	(9)	5%	(7)	29% (38)	132
All Christian	38%	(268)	25%	(179)	7%	(46)	3%	(23)	27% (188)	703
All Non-Christian	48%	(27)	21%	(12)	8%	(5)	—	(0)	23% (13)	56
Atheist	21%	(14)	41%	(27)	7%	(4)	3%	(2)	29% (19)	66
Agnostic/Nothing in particular	29%	(111)	23%	(87)	6%	(23)	4%	(17)	38% (144)	382
Something Else	35%	(90)	28%	(73)	5%	(14)	5%	(12)	27% (72)	261
Religious Non-Protestant/Catholic	41%	(34)	24%	(20)	7%	(6)	—	(0)	28% (23)	83
Evangelical	38%	(142)	25%	(95)	8%	(32)	4%	(14)	25% (93)	376
Non-Evangelical	37%	(204)	26%	(144)	5%	(26)	4%	(21)	28% (156)	551
Community: Urban	40%	(157)	23%	(91)	6%	(25)	8%	(31)	22% (87)	392
Community: Suburban	33%	(233)	28%	(201)	7%	(46)	2%	(13)	30% (213)	706
Community: Rural	32%	(119)	23%	(85)	6%	(21)	3%	(10)	36% (135)	371
Employ: Private Sector	36%	(142)	27%	(105)	7%	(28)	6%	(24)	23% (89)	389
Employ: Government	41%	(38)	24%	(21)	5%	(5)	3%	(3)	27% (24)	91
Employ: Self-Employed	39%	(45)	23%	(27)	14%	(16)	6%	(7)	17% (19)	114
Employ: Homemaker	17%	(20)	30%	(34)	3%	(4)	3%	(4)	46% (53)	115
Employ: Student	25%	(15)	20%	(12)	12%	(7)	1%	(0)	43% (26)	61
Employ: Retired	33%	(124)	26%	(97)	6%	(22)	2%	(6)	34% (128)	377
Employ: Unemployed	40%	(91)	28%	(64)	3%	(6)	4%	(9)	26% (60)	229
Employ: Other	39%	(36)	19%	(17)	4%	(4)	2%	(2)	37% (35)	94
Military HH: Yes	39%	(105)	24%	(66)	4%	(10)	4%	(12)	29% (78)	272
Military HH: No	34%	(404)	26%	(312)	7%	(82)	4%	(42)	30% (357)	1197
RD/WT: Right Direction	37%	(163)	25%	(108)	6%	(27)	5%	(23)	27% (116)	437
RD/WT: Wrong Track	34%	(347)	26%	(270)	6%	(65)	3%	(31)	31% (319)	1032
Trump Job Approve	32%	(195)	25%	(149)	6%	(36)	4%	(25)	33% (202)	606
Trump Job Disapprove	37%	(298)	27%	(219)	7%	(54)	4%	(29)	26% (211)	810

Continued on next page

Table MCSP8_7: How well do each of the following words describe Michael Jordan?
Charitable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	35%	(509)	26%	(378)	6%	(92)	4%	(54)	30% (436)	1469
Trump Job Strongly Approve	33%	(119)	24%	(87)	4%	(14)	6%	(23)	33% (121)	364
Trump Job Somewhat Approve	31%	(76)	25%	(62)	9%	(21)	1%	(2)	33% (81)	242
Trump Job Somewhat Disapprove	31%	(43)	35%	(49)	5%	(7)	3%	(4)	27% (37)	141
Trump Job Strongly Disapprove	38%	(255)	25%	(170)	7%	(47)	4%	(24)	26% (174)	669
Favorable of Trump	31%	(187)	27%	(162)	6%	(35)	5%	(28)	32% (196)	607
Unfavorable of Trump	38%	(305)	25%	(198)	7%	(54)	3%	(24)	27% (213)	794
Very Favorable of Trump	32%	(124)	24%	(91)	6%	(22)	7%	(25)	32% (125)	386
Somewhat Favorable of Trump	28%	(63)	32%	(71)	6%	(13)	1%	(2)	32% (71)	221
Somewhat Unfavorable of Trump	41%	(55)	28%	(38)	5%	(7)	1%	(1)	24% (32)	133
Very Unfavorable of Trump	38%	(250)	24%	(160)	7%	(47)	4%	(23)	27% (181)	660
#1 Issue: Economy	37%	(203)	28%	(155)	7%	(41)	3%	(18)	25% (137)	554
#1 Issue: Security	31%	(43)	21%	(29)	6%	(9)	8%	(11)	35% (49)	142
#1 Issue: Health Care	32%	(95)	30%	(89)	9%	(28)	4%	(10)	25% (73)	296
#1 Issue: Medicare / Social Security	37%	(66)	23%	(41)	1%	(1)	3%	(6)	36% (65)	179
#1 Issue: Women's Issues	29%	(22)	29%	(22)	3%	(2)	1%	(1)	38% (29)	76
#1 Issue: Education	37%	(26)	25%	(17)	7%	(5)	7%	(5)	25% (17)	70
#1 Issue: Other	39%	(41)	15%	(16)	3%	(3)	1%	(1)	42% (44)	105
2018 House Vote: Democrat	40%	(201)	26%	(128)	6%	(31)	2%	(11)	26% (128)	499
2018 House Vote: Republican	33%	(133)	27%	(108)	5%	(21)	6%	(23)	29% (118)	404
2016 Vote: Hillary Clinton	42%	(187)	25%	(114)	5%	(25)	3%	(14)	25% (111)	450
2016 Vote: Donald Trump	35%	(159)	27%	(124)	4%	(19)	5%	(24)	28% (130)	456
2016 Vote: Other	21%	(17)	23%	(18)	9%	(7)	—	(0)	47% (37)	79
2016 Vote: Didn't Vote	30%	(147)	25%	(121)	9%	(41)	3%	(17)	32% (157)	484
Voted in 2014: Yes	36%	(295)	26%	(211)	6%	(45)	4%	(29)	28% (230)	810
Voted in 2014: No	33%	(214)	25%	(167)	7%	(47)	4%	(25)	31% (206)	659
2012 Vote: Barack Obama	42%	(237)	24%	(133)	7%	(39)	3%	(17)	24% (137)	564
2012 Vote: Mitt Romney	28%	(81)	29%	(85)	4%	(11)	4%	(11)	35% (100)	288
2012 Vote: Other	29%	(15)	18%	(9)	6%	(3)	—	(0)	47% (24)	52
2012 Vote: Didn't Vote	31%	(176)	27%	(150)	7%	(38)	5%	(26)	31% (175)	565

Continued on next page

Table MCSP8_7: How well do each of the following words describe Michael Jordan?
Charitable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	35%	(509)	26%	(378)	6%	(92)	4%	(54)	30%	(436)	1469
4-Region: Northeast	34%	(90)	24%	(64)	8%	(20)	6%	(16)	29%	(77)	267
4-Region: Midwest	30%	(91)	28%	(85)	7%	(21)	4%	(12)	31%	(93)	302
4-Region: South	38%	(208)	27%	(148)	5%	(28)	3%	(18)	26%	(142)	545
4-Region: West	34%	(121)	23%	(80)	6%	(23)	2%	(9)	35%	(123)	355
Sports fans	41%	(392)	28%	(262)	7%	(67)	4%	(35)	20%	(195)	951
Avid sports fans	49%	(152)	25%	(77)	12%	(37)	6%	(17)	8%	(26)	309
Casual sports fans	37%	(241)	29%	(184)	5%	(30)	3%	(18)	26%	(169)	642
NFL fans	42%	(374)	28%	(251)	7%	(61)	4%	(32)	20%	(183)	900
MLB fans	41%	(303)	30%	(225)	7%	(52)	2%	(17)	20%	(147)	744
NBA fans	45%	(300)	28%	(183)	9%	(61)	4%	(26)	14%	(91)	661
NHL fans	41%	(201)	30%	(147)	8%	(41)	4%	(20)	17%	(83)	492
WNBA fans	49%	(158)	26%	(84)	8%	(27)	3%	(11)	13%	(43)	323
College football fans	42%	(304)	28%	(205)	8%	(61)	3%	(25)	18%	(131)	726
College basketball fans	42%	(250)	30%	(181)	11%	(64)	3%	(15)	14%	(84)	594
Golf fans	42%	(176)	29%	(121)	8%	(34)	4%	(16)	18%	(74)	420
Tennis fans	41%	(182)	30%	(133)	9%	(39)	3%	(14)	16%	(71)	439
Auto racing fans	44%	(228)	26%	(137)	7%	(37)	4%	(22)	18%	(94)	518
Soccer fans	43%	(207)	26%	(123)	11%	(50)	4%	(19)	16%	(78)	477
Gymnastics fans	40%	(254)	27%	(175)	6%	(39)	3%	(18)	24%	(155)	641
Competitive swimming fans	44%	(191)	26%	(112)	7%	(32)	2%	(9)	21%	(91)	434
Basketball players	56%	(86)	24%	(37)	10%	(15)	2%	(3)	8%	(13)	154
Basketball fans	47%	(241)	27%	(139)	9%	(44)	4%	(20)	14%	(71)	516
Sneaker enthusiasts	45%	(124)	24%	(65)	14%	(38)	5%	(14)	11%	(31)	273
Golfers	35%	(47)	31%	(43)	11%	(15)	3%	(4)	20%	(27)	136
Athletes	46%	(125)	27%	(74)	7%	(19)	3%	(8)	16%	(44)	271
Under Armour: Very fav	56%	(218)	22%	(86)	5%	(18)	3%	(11)	14%	(54)	387
Nike: Very fav	52%	(274)	23%	(120)	5%	(27)	3%	(14)	18%	(93)	528
Adidas: Very fav	54%	(240)	21%	(92)	5%	(22)	2%	(11)	18%	(79)	444
Michael Jordan: Very fav	64%	(312)	21%	(102)	2%	(10)	3%	(13)	10%	(48)	484
LeBron James: Very fav	61%	(191)	23%	(70)	6%	(20)	2%	(6)	8%	(25)	313

Continued on next page

Table MCSP8_7: How well do each of the following words describe Michael Jordan?

Charitable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	35%	(509)	26%	(378)	6%	(92)	4%	(54)	30%	(436)	1469
Stephen Curry: Very fav	63%	(180)	21%	(60)	6%	(17)	—	(1)	10%	(30)	288
Jordan Brand: Very fav	63%	(171)	22%	(60)	3%	(8)	1%	(3)	10%	(27)	269
Curry Brand: Very fav	66%	(86)	18%	(24)	5%	(6)	—	(0)	11%	(14)	130
Under Armour: Favorable	41%	(386)	29%	(271)	7%	(70)	3%	(30)	20%	(188)	945
Nike: Favorable	42%	(411)	27%	(268)	5%	(52)	3%	(32)	22%	(219)	982
Adidas: Favorable	40%	(425)	28%	(294)	6%	(60)	4%	(37)	23%	(241)	1057
Michael Jordan: Favorable	47%	(464)	29%	(292)	4%	(44)	2%	(22)	17%	(170)	993
LeBron James: Favorable	46%	(328)	28%	(203)	8%	(54)	2%	(17)	16%	(113)	715
Stephen Curry: Favorable	49%	(320)	28%	(181)	8%	(51)	2%	(12)	13%	(83)	646
Jordan Brand: Favorable	52%	(309)	27%	(163)	5%	(32)	3%	(16)	13%	(75)	595
Curry Brand: Favorable	55%	(187)	24%	(83)	10%	(33)	2%	(6)	9%	(31)	339
Often buy sportswear	50%	(95)	25%	(48)	10%	(19)	7%	(14)	8%	(14)	191
Often/Sometimes buy sportswear	40%	(343)	25%	(212)	8%	(69)	4%	(35)	22%	(188)	848
Familiar with Michael Jordan	35%	(507)	26%	(377)	6%	(91)	4%	(54)	29%	(422)	1451
Familiar with LeBron James	35%	(488)	26%	(367)	7%	(91)	4%	(54)	29%	(400)	1399
Familiar with Steph Curry	39%	(446)	27%	(301)	7%	(81)	4%	(43)	23%	(260)	1130

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

Table MCSP8_8: How well do each of the following words describe Michael Jordan?

Good-looking

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	26%	(380)	30%	(439)	10%	(141)	7%	(96)	28%	(414)	1471
Gender: Male	27%	(186)	31%	(218)	9%	(66)	8%	(56)	25%	(174)	701
Gender: Female	25%	(194)	29%	(222)	10%	(75)	5%	(40)	31%	(240)	770
Age: 18-34	31%	(129)	25%	(106)	11%	(46)	4%	(19)	29%	(120)	420
Age: 35-44	27%	(70)	29%	(73)	12%	(30)	11%	(27)	21%	(54)	254
Age: 45-64	24%	(121)	31%	(155)	8%	(41)	8%	(41)	29%	(149)	506
Age: 65+	21%	(60)	36%	(105)	8%	(25)	4%	(10)	31%	(91)	291
GenZers: 1997-2012	24%	(39)	28%	(46)	13%	(22)	4%	(6)	31%	(50)	164
Millennials: 1981-1996	30%	(118)	28%	(113)	11%	(43)	6%	(24)	25%	(99)	397
GenXers: 1965-1980	29%	(106)	28%	(100)	8%	(29)	9%	(33)	26%	(96)	365
Baby Boomers: 1946-1964	22%	(107)	33%	(156)	8%	(40)	6%	(30)	30%	(143)	477
PID: Dem (no lean)	31%	(168)	30%	(165)	9%	(47)	5%	(28)	25%	(136)	544
PID: Ind (no lean)	21%	(103)	31%	(154)	11%	(54)	7%	(37)	30%	(151)	499
PID: Rep (no lean)	25%	(109)	28%	(120)	9%	(39)	8%	(32)	30%	(127)	428
PID/Gender: Dem Men	34%	(85)	32%	(80)	8%	(20)	5%	(14)	20%	(49)	248
PID/Gender: Dem Women	28%	(83)	29%	(85)	9%	(28)	5%	(14)	29%	(86)	296
PID/Gender: Ind Men	20%	(49)	32%	(79)	11%	(29)	10%	(25)	27%	(68)	250
PID/Gender: Ind Women	22%	(54)	30%	(75)	10%	(26)	4%	(11)	33%	(83)	249
PID/Gender: Rep Men	26%	(52)	29%	(59)	9%	(18)	9%	(18)	28%	(57)	203
PID/Gender: Rep Women	25%	(57)	27%	(62)	10%	(21)	7%	(15)	31%	(71)	225
Ideo: Liberal (1-3)	31%	(126)	29%	(117)	10%	(39)	7%	(29)	24%	(97)	409
Ideo: Moderate (4)	28%	(115)	34%	(140)	7%	(29)	6%	(25)	24%	(99)	408
Ideo: Conservative (5-7)	23%	(111)	28%	(137)	11%	(54)	8%	(38)	30%	(148)	488
Educ: < College	25%	(255)	28%	(280)	9%	(91)	7%	(70)	30%	(304)	1000
Educ: Bachelors degree	25%	(78)	33%	(102)	11%	(35)	6%	(18)	24%	(74)	306
Educ: Post-grad	29%	(48)	35%	(57)	9%	(15)	5%	(8)	22%	(37)	165
Income: Under 50k	28%	(230)	27%	(225)	9%	(76)	7%	(57)	29%	(235)	823
Income: 50k-100k	22%	(93)	32%	(140)	10%	(43)	6%	(27)	30%	(129)	432
Income: 100k+	26%	(57)	34%	(74)	10%	(22)	6%	(13)	23%	(50)	216
Ethnicity: White	24%	(272)	31%	(350)	9%	(104)	6%	(70)	30%	(347)	1143
Ethnicity: Hispanic	32%	(77)	28%	(67)	14%	(34)	8%	(19)	17%	(41)	238

Continued on next page

Table MCSP8_8: How well do each of the following words describe Michael Jordan?
Good-looking

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	26%	(380)	30%	(439)	10%	(141)	7%	(96)	28%	(414)	1471
Ethnicity: Black	39%	(67)	28%	(49)	9%	(16)	8%	(15)	16%	(27)	174
Ethnicity: Other	26%	(40)	26%	(41)	14%	(21)	8%	(12)	26%	(40)	155
All Christian	27%	(183)	30%	(202)	9%	(63)	7%	(49)	27%	(185)	683
All Non-Christian	24%	(17)	43%	(30)	12%	(9)	4%	(3)	17%	(12)	72
Atheist	26%	(19)	36%	(27)	12%	(9)	6%	(4)	20%	(15)	74
Agnostic/Nothing in particular	23%	(86)	28%	(105)	9%	(35)	6%	(22)	34%	(129)	378
Something Else	28%	(74)	28%	(75)	10%	(25)	7%	(18)	27%	(73)	265
Religious Non-Protestant/Catholic	21%	(18)	41%	(36)	13%	(11)	5%	(4)	20%	(18)	88
Evangelical	30%	(106)	28%	(99)	8%	(27)	8%	(27)	27%	(95)	353
Non-Evangelical	26%	(147)	30%	(170)	10%	(57)	7%	(38)	28%	(157)	567
Community: Urban	32%	(126)	28%	(110)	8%	(31)	9%	(33)	23%	(89)	389
Community: Suburban	25%	(174)	33%	(231)	10%	(72)	5%	(37)	27%	(193)	706
Community: Rural	21%	(80)	26%	(99)	10%	(38)	7%	(26)	35%	(132)	376
Employ: Private Sector	29%	(119)	28%	(115)	10%	(42)	9%	(39)	24%	(101)	416
Employ: Government	27%	(22)	36%	(29)	3%	(2)	3%	(3)	30%	(24)	79
Employ: Self-Employed	30%	(41)	28%	(38)	12%	(17)	9%	(12)	20%	(27)	134
Employ: Homemaker	20%	(19)	34%	(32)	12%	(12)	9%	(8)	26%	(24)	95
Employ: Student	20%	(13)	21%	(13)	8%	(5)	8%	(5)	44%	(29)	66
Employ: Retired	21%	(73)	35%	(120)	10%	(33)	3%	(10)	32%	(110)	345
Employ: Unemployed	33%	(77)	28%	(67)	7%	(17)	6%	(14)	26%	(61)	236
Employ: Other	18%	(17)	26%	(25)	13%	(13)	5%	(5)	39%	(38)	99
Military HH: Yes	28%	(70)	29%	(72)	8%	(19)	6%	(15)	29%	(73)	249
Military HH: No	25%	(310)	30%	(368)	10%	(122)	7%	(82)	28%	(341)	1222
RD/WT: Right Direction	33%	(142)	26%	(113)	7%	(32)	8%	(37)	26%	(112)	436
RD/WT: Wrong Track	23%	(238)	32%	(327)	11%	(109)	6%	(60)	29%	(302)	1035
Trump Job Approve	24%	(144)	28%	(163)	9%	(53)	9%	(54)	30%	(178)	593
Trump Job Disapprove	27%	(220)	32%	(256)	10%	(81)	5%	(43)	26%	(212)	813

Continued on next page

Table MCSP8_8: How well do each of the following words describe Michael Jordan?

Good-looking

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	26%	(380)	30%	(439)	10%	(141)	7%	(96)	28%	(414)	1471
Trump Job Strongly Approve	25%	(90)	24%	(86)	8%	(29)	10%	(36)	34%	(122)	362
Trump Job Somewhat Approve	24%	(55)	34%	(78)	11%	(25)	8%	(18)	24%	(56)	231
Trump Job Somewhat Disapprove	27%	(43)	33%	(54)	13%	(21)	5%	(9)	22%	(35)	162
Trump Job Strongly Disapprove	27%	(177)	31%	(203)	9%	(60)	5%	(34)	27%	(177)	651
Favorable of Trump	24%	(139)	28%	(166)	9%	(51)	10%	(60)	29%	(169)	585
Unfavorable of Trump	27%	(226)	31%	(252)	11%	(89)	4%	(36)	27%	(222)	824
Very Favorable of Trump	27%	(101)	24%	(91)	6%	(23)	11%	(42)	32%	(122)	380
Somewhat Favorable of Trump	18%	(38)	37%	(75)	14%	(28)	9%	(18)	23%	(47)	206
Somewhat Unfavorable of Trump	30%	(46)	30%	(45)	16%	(24)	1%	(2)	23%	(36)	152
Very Unfavorable of Trump	27%	(180)	31%	(207)	10%	(65)	5%	(35)	28%	(186)	672
#1 Issue: Economy	25%	(140)	31%	(175)	10%	(56)	7%	(40)	28%	(156)	568
#1 Issue: Security	26%	(36)	21%	(28)	13%	(18)	11%	(16)	29%	(40)	138
#1 Issue: Health Care	25%	(64)	34%	(87)	9%	(23)	9%	(22)	23%	(60)	255
#1 Issue: Medicare / Social Security	27%	(49)	33%	(60)	8%	(14)	3%	(5)	30%	(55)	183
#1 Issue: Women's Issues	32%	(28)	25%	(22)	7%	(6)	3%	(3)	33%	(29)	89
#1 Issue: Education	24%	(17)	45%	(31)	15%	(10)	5%	(3)	12%	(8)	70
#1 Issue: Energy	26%	(15)	23%	(13)	10%	(6)	6%	(4)	35%	(20)	57
#1 Issue: Other	29%	(32)	20%	(22)	7%	(8)	4%	(4)	40%	(45)	111
2018 House Vote: Democrat	29%	(141)	35%	(166)	8%	(36)	4%	(21)	24%	(114)	480
2018 House Vote: Republican	22%	(95)	29%	(122)	11%	(48)	8%	(34)	30%	(127)	426
2016 Vote: Hillary Clinton	31%	(137)	34%	(149)	7%	(33)	4%	(19)	24%	(105)	442
2016 Vote: Donald Trump	24%	(110)	28%	(129)	9%	(44)	10%	(48)	29%	(133)	465
2016 Vote: Other	21%	(16)	33%	(25)	11%	(9)	2%	(1)	33%	(25)	77
2016 Vote: Didn't Vote	24%	(116)	28%	(137)	11%	(55)	6%	(27)	31%	(150)	486
Voted in 2014: Yes	25%	(204)	32%	(266)	9%	(72)	6%	(46)	28%	(231)	819
Voted in 2014: No	27%	(176)	27%	(174)	11%	(69)	8%	(50)	28%	(183)	653
2012 Vote: Barack Obama	31%	(169)	32%	(171)	7%	(39)	6%	(31)	24%	(129)	539
2012 Vote: Mitt Romney	18%	(56)	32%	(97)	10%	(31)	6%	(19)	33%	(100)	304
2012 Vote: Other	15%	(9)	28%	(16)	18%	(11)	8%	(5)	31%	(18)	60
2012 Vote: Didn't Vote	26%	(144)	27%	(152)	11%	(60)	7%	(42)	30%	(167)	564

Continued on next page

Table MCSP8_8: How well do each of the following words describe Michael Jordan?
Good-looking

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	26%	(380)	30%	(439)	10%	(141)	7%	(96)	28%	(414)	1471
4-Region: Northeast	29%	(77)	27%	(70)	9%	(24)	7%	(19)	28%	(72)	262
4-Region: Midwest	23%	(72)	27%	(83)	11%	(33)	6%	(19)	33%	(100)	307
4-Region: South	27%	(148)	31%	(167)	11%	(59)	6%	(35)	25%	(135)	545
4-Region: West	23%	(83)	33%	(119)	7%	(26)	6%	(23)	30%	(107)	357
Sports fans	30%	(289)	34%	(333)	10%	(101)	6%	(57)	20%	(197)	977
Avid sports fans	40%	(116)	29%	(86)	10%	(30)	9%	(26)	12%	(36)	294
Casual sports fans	25%	(172)	36%	(247)	10%	(71)	5%	(31)	24%	(161)	683
NFL fans	31%	(276)	34%	(307)	8%	(75)	5%	(49)	21%	(193)	900
MLB fans	33%	(250)	32%	(247)	9%	(73)	5%	(39)	21%	(159)	768
NBA fans	36%	(243)	34%	(228)	10%	(68)	6%	(37)	14%	(95)	670
NHL fans	33%	(166)	31%	(153)	10%	(48)	6%	(31)	20%	(100)	499
WNBA fans	43%	(139)	30%	(96)	9%	(30)	5%	(15)	14%	(44)	325
College football fans	31%	(228)	33%	(245)	11%	(78)	6%	(41)	20%	(150)	741
College basketball fans	34%	(202)	34%	(202)	12%	(69)	5%	(28)	16%	(98)	600
Golf fans	33%	(133)	31%	(126)	12%	(47)	5%	(19)	19%	(78)	403
Tennis fans	36%	(167)	33%	(156)	12%	(56)	5%	(24)	14%	(66)	469
Auto racing fans	32%	(173)	30%	(162)	11%	(58)	7%	(39)	20%	(107)	539
Soccer fans	33%	(160)	34%	(162)	11%	(52)	6%	(27)	16%	(79)	481
Gymnastics fans	29%	(192)	35%	(226)	11%	(70)	5%	(31)	20%	(133)	651
Competitive swimming fans	32%	(143)	35%	(154)	12%	(52)	3%	(15)	17%	(76)	440
Basketball players	47%	(82)	29%	(51)	10%	(18)	4%	(7)	10%	(18)	175
Basketball fans	37%	(193)	32%	(166)	12%	(61)	6%	(33)	14%	(73)	526
Sneaker enthusiasts	39%	(117)	28%	(83)	11%	(33)	9%	(26)	13%	(39)	298
Golfers	30%	(39)	24%	(32)	17%	(22)	5%	(6)	24%	(32)	131
Athletes	42%	(120)	28%	(81)	8%	(22)	8%	(23)	15%	(43)	289
Under Armour: Very fav	44%	(172)	33%	(128)	5%	(19)	5%	(19)	14%	(56)	394
Nike: Very fav	39%	(211)	31%	(167)	11%	(59)	4%	(24)	15%	(84)	545
Adidas: Very fav	40%	(180)	33%	(149)	8%	(35)	6%	(28)	13%	(61)	452
Michael Jordan: Very fav	48%	(244)	29%	(147)	7%	(37)	2%	(11)	14%	(72)	511
LeBron James: Very fav	48%	(151)	29%	(90)	9%	(28)	4%	(11)	11%	(34)	314

Continued on next page

Table MCSP8_8: How well do each of the following words describe Michael Jordan?

Good-looking

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	26%	(380)	30%	(439)	10%	(141)	7%	(96)	28%	(414)	1471
Stephen Curry: Very fav	46%	(119)	31%	(81)	8%	(21)	3%	(9)	11%	(28)	258
Jordan Brand: Very fav	50%	(132)	26%	(68)	8%	(21)	3%	(8)	12%	(31)	261
Curry Brand: Very fav	56%	(61)	33%	(36)	3%	(4)	3%	(3)	4%	(5)	108
Under Armour: Favorable	30%	(287)	34%	(320)	9%	(85)	6%	(58)	21%	(204)	954
Nike: Favorable	30%	(299)	34%	(333)	9%	(90)	6%	(59)	21%	(207)	988
Adidas: Favorable	29%	(309)	35%	(370)	8%	(89)	6%	(64)	21%	(224)	1057
Michael Jordan: Favorable	34%	(342)	35%	(357)	9%	(90)	4%	(40)	18%	(185)	1014
LeBron James: Favorable	34%	(243)	35%	(249)	10%	(71)	4%	(27)	17%	(120)	711
Stephen Curry: Favorable	36%	(223)	34%	(211)	10%	(64)	5%	(29)	14%	(89)	616
Jordan Brand: Favorable	36%	(214)	35%	(212)	9%	(52)	5%	(31)	15%	(92)	601
Curry Brand: Favorable	43%	(136)	37%	(116)	6%	(19)	5%	(15)	9%	(28)	312
Often buy sportswear	37%	(74)	23%	(46)	14%	(28)	11%	(21)	15%	(30)	199
Often/Sometimes buy sportswear	29%	(253)	31%	(266)	11%	(92)	7%	(59)	23%	(196)	866
Familiar with Michael Jordan	26%	(377)	30%	(437)	10%	(141)	7%	(96)	28%	(402)	1453
Familiar with LeBron James	25%	(356)	30%	(429)	10%	(139)	7%	(93)	28%	(392)	1409
Familiar with Steph Curry	28%	(314)	32%	(352)	11%	(118)	6%	(72)	23%	(258)	1115

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

Table MCSP8_9: How well do each of the following words describe Michael Jordan?

Stylish

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	33%	(470)	31%	(434)	6%	(85)	4%	(63)	26%	(372)	1423
Gender: Male	37%	(257)	33%	(230)	4%	(28)	5%	(33)	21%	(147)	695
Gender: Female	29%	(213)	28%	(205)	8%	(56)	4%	(30)	31%	(225)	728
Age: 18-34	35%	(148)	28%	(122)	8%	(35)	5%	(20)	24%	(103)	429
Age: 35-44	36%	(72)	29%	(59)	6%	(12)	5%	(11)	23%	(46)	200
Age: 45-64	33%	(163)	31%	(151)	5%	(25)	4%	(19)	27%	(129)	485
Age: 65+	28%	(87)	33%	(102)	4%	(13)	4%	(13)	30%	(94)	309
GenZers: 1997-2012	34%	(57)	23%	(39)	9%	(15)	9%	(15)	26%	(43)	169
Millennials: 1981-1996	35%	(136)	32%	(123)	7%	(26)	4%	(15)	22%	(85)	384
GenXers: 1965-1980	37%	(116)	29%	(90)	6%	(19)	2%	(7)	25%	(79)	311
Baby Boomers: 1946-1964	30%	(147)	32%	(157)	4%	(21)	5%	(24)	29%	(142)	490
PID: Dem (no lean)	37%	(194)	33%	(173)	4%	(19)	3%	(13)	24%	(123)	522
PID: Ind (no lean)	30%	(141)	27%	(127)	9%	(41)	5%	(25)	28%	(132)	466
PID: Rep (no lean)	31%	(135)	31%	(133)	6%	(25)	6%	(25)	27%	(117)	435
PID/Gender: Dem Men	40%	(98)	38%	(93)	2%	(4)	2%	(5)	19%	(46)	247
PID/Gender: Dem Women	35%	(96)	29%	(80)	5%	(14)	3%	(8)	28%	(77)	275
PID/Gender: Ind Men	33%	(80)	31%	(75)	6%	(16)	7%	(17)	23%	(55)	243
PID/Gender: Ind Women	27%	(61)	23%	(52)	11%	(25)	3%	(7)	34%	(76)	222
PID/Gender: Rep Men	39%	(80)	30%	(61)	4%	(8)	5%	(10)	22%	(46)	205
PID/Gender: Rep Women	24%	(55)	32%	(73)	7%	(16)	6%	(14)	31%	(71)	230
Ideo: Liberal (1-3)	38%	(155)	31%	(127)	6%	(23)	3%	(13)	22%	(88)	405
Ideo: Moderate (4)	36%	(139)	29%	(112)	5%	(18)	4%	(17)	26%	(100)	386
Ideo: Conservative (5-7)	25%	(121)	35%	(169)	6%	(30)	6%	(27)	27%	(130)	477
Educ: < College	33%	(316)	28%	(274)	6%	(55)	5%	(52)	28%	(273)	970
Educ: Bachelors degree	34%	(98)	38%	(113)	6%	(18)	2%	(5)	20%	(58)	293
Educ: Post-grad	35%	(56)	30%	(47)	7%	(11)	3%	(5)	25%	(41)	161
Income: Under 50k	32%	(252)	28%	(223)	7%	(59)	4%	(34)	28%	(224)	794
Income: 50k-100k	35%	(146)	33%	(135)	5%	(21)	2%	(10)	25%	(103)	415
Income: 100k+	33%	(72)	35%	(76)	2%	(5)	8%	(18)	21%	(45)	215
Ethnicity: White	32%	(353)	31%	(340)	5%	(56)	4%	(50)	28%	(316)	1115
Ethnicity: Hispanic	39%	(82)	26%	(55)	6%	(13)	9%	(20)	20%	(41)	211

Continued on next page

Table MCSP8_9: How well do each of the following words describe Michael Jordan?

Stylish

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	33%	(470)	31%	(434)	6%	(85)	4%	(63)	26%	(372)	1423
Ethnicity: Black	39%	(67)	36%	(62)	10%	(17)	3%	(5)	12%	(20)	173
Ethnicity: Other	36%	(49)	24%	(32)	9%	(12)	5%	(7)	26%	(35)	135
All Christian	32%	(221)	34%	(232)	6%	(38)	4%	(28)	24%	(161)	680
All Non-Christian	30%	(21)	34%	(25)	6%	(4)	5%	(4)	24%	(17)	71
Atheist	43%	(32)	27%	(20)	6%	(5)	1%	(1)	22%	(17)	75
Agnostic/Nothing in particular	29%	(99)	26%	(87)	7%	(22)	4%	(15)	34%	(116)	341
Something Else	38%	(97)	27%	(69)	6%	(15)	5%	(14)	24%	(61)	256
Religious Non-Protestant/Catholic	27%	(26)	38%	(36)	9%	(8)	6%	(5)	21%	(20)	95
Evangelical	32%	(119)	33%	(123)	5%	(18)	4%	(16)	25%	(91)	368
Non-Evangelical	36%	(192)	31%	(165)	6%	(30)	4%	(21)	24%	(128)	537
Community: Urban	39%	(147)	30%	(113)	5%	(20)	6%	(24)	20%	(76)	380
Community: Suburban	32%	(220)	33%	(225)	6%	(37)	3%	(21)	26%	(174)	676
Community: Rural	28%	(103)	26%	(96)	7%	(27)	5%	(18)	33%	(123)	367
Employ: Private Sector	35%	(137)	32%	(124)	4%	(17)	5%	(19)	24%	(92)	390
Employ: Government	38%	(33)	27%	(24)	8%	(7)	1%	(1)	26%	(23)	87
Employ: Self-Employed	34%	(40)	31%	(36)	8%	(9)	9%	(10)	18%	(21)	117
Employ: Homemaker	22%	(22)	36%	(36)	11%	(11)	6%	(6)	26%	(26)	101
Employ: Student	31%	(18)	22%	(13)	5%	(3)	7%	(4)	34%	(20)	58
Employ: Retired	30%	(109)	32%	(114)	6%	(20)	3%	(9)	30%	(110)	362
Employ: Unemployed	37%	(82)	30%	(67)	4%	(8)	5%	(12)	25%	(56)	224
Employ: Other	36%	(30)	24%	(20)	10%	(8)	1%	(1)	30%	(25)	83
Military HH: Yes	28%	(72)	31%	(79)	7%	(19)	5%	(12)	29%	(72)	254
Military HH: No	34%	(398)	30%	(355)	6%	(66)	4%	(51)	26%	(299)	1169
RD/WT: Right Direction	35%	(139)	29%	(116)	4%	(14)	7%	(30)	25%	(101)	400
RD/WT: Wrong Track	32%	(331)	31%	(318)	7%	(70)	3%	(33)	26%	(271)	1023
Trump Job Approve	31%	(177)	31%	(181)	5%	(32)	6%	(36)	27%	(155)	581
Trump Job Disapprove	35%	(276)	31%	(244)	6%	(47)	3%	(27)	25%	(200)	794

Continued on next page

Table MCSP8_9: How well do each of the following words describe Michael Jordan?
Stylish

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	33%	(470)	31%	(434)	6%	(85)	4%	(63)	26%	(372)	1423
Trump Job Strongly Approve	30%	(106)	27%	(95)	6%	(21)	8%	(28)	29%	(100)	350
Trump Job Somewhat Approve	31%	(71)	37%	(86)	5%	(11)	4%	(8)	24%	(55)	231
Trump Job Somewhat Disapprove	32%	(53)	37%	(60)	8%	(12)	1%	(1)	23%	(37)	164
Trump Job Strongly Disapprove	35%	(224)	29%	(184)	6%	(35)	4%	(25)	26%	(163)	631
Favorable of Trump	32%	(185)	31%	(181)	5%	(30)	6%	(35)	26%	(149)	580
Unfavorable of Trump	34%	(270)	31%	(244)	6%	(48)	3%	(27)	26%	(202)	791
Very Favorable of Trump	34%	(126)	25%	(94)	6%	(22)	8%	(32)	27%	(100)	374
Somewhat Favorable of Trump	29%	(59)	42%	(87)	4%	(7)	2%	(4)	24%	(48)	206
Somewhat Unfavorable of Trump	36%	(51)	32%	(45)	6%	(8)	3%	(5)	23%	(33)	142
Very Unfavorable of Trump	34%	(219)	31%	(199)	6%	(40)	3%	(22)	26%	(169)	649
#1 Issue: Economy	35%	(181)	33%	(171)	5%	(25)	3%	(14)	25%	(132)	522
#1 Issue: Security	24%	(29)	29%	(34)	6%	(7)	11%	(13)	30%	(35)	118
#1 Issue: Health Care	35%	(99)	35%	(99)	6%	(17)	6%	(16)	18%	(51)	283
#1 Issue: Medicare / Social Security	34%	(66)	30%	(57)	4%	(7)	3%	(5)	30%	(57)	193
#1 Issue: Women's Issues	28%	(22)	29%	(23)	9%	(7)	—	(0)	33%	(26)	79
#1 Issue: Education	40%	(31)	24%	(19)	13%	(10)	9%	(7)	15%	(11)	78
#1 Issue: Other	33%	(36)	19%	(21)	5%	(6)	2%	(2)	41%	(45)	110
2018 House Vote: Democrat	37%	(178)	35%	(166)	3%	(14)	3%	(14)	22%	(104)	476
2018 House Vote: Republican	27%	(113)	34%	(140)	7%	(28)	6%	(26)	26%	(105)	411
2016 Vote: Hillary Clinton	34%	(145)	36%	(152)	4%	(18)	2%	(9)	24%	(102)	427
2016 Vote: Donald Trump	28%	(128)	35%	(155)	5%	(23)	6%	(27)	26%	(116)	449
2016 Vote: Other	40%	(35)	23%	(20)	5%	(4)	3%	(2)	29%	(25)	86
2016 Vote: Didn't Vote	35%	(162)	23%	(107)	8%	(38)	5%	(24)	28%	(129)	460
Voted in 2014: Yes	32%	(258)	34%	(276)	5%	(39)	4%	(34)	25%	(197)	803
Voted in 2014: No	34%	(212)	26%	(158)	7%	(46)	5%	(29)	28%	(175)	620
2012 Vote: Barack Obama	36%	(196)	35%	(191)	4%	(19)	3%	(16)	22%	(120)	541
2012 Vote: Mitt Romney	24%	(72)	33%	(98)	7%	(21)	5%	(16)	31%	(91)	299
2012 Vote: Other	34%	(18)	24%	(13)	9%	(5)	2%	(1)	30%	(16)	54
2012 Vote: Didn't Vote	35%	(181)	25%	(130)	7%	(39)	6%	(30)	27%	(144)	524

Continued on next page

Table MCSP8_9: How well do each of the following words describe Michael Jordan?
Stylish

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	33%	(470)	31%	(434)	6%	(85)	4%	(63)	26%	(372)	1423
4-Region: Northeast	27%	(69)	33%	(84)	6%	(16)	5%	(13)	28%	(71)	253
4-Region: Midwest	34%	(104)	30%	(93)	6%	(18)	3%	(10)	27%	(84)	309
4-Region: South	33%	(173)	33%	(172)	5%	(25)	5%	(26)	24%	(127)	523
4-Region: West	37%	(124)	25%	(85)	8%	(26)	4%	(15)	26%	(89)	338
Sports fans	39%	(367)	35%	(330)	6%	(56)	3%	(33)	16%	(155)	940
Avid sports fans	47%	(140)	35%	(104)	4%	(11)	7%	(20)	9%	(26)	300
Casual sports fans	35%	(227)	35%	(226)	7%	(45)	2%	(13)	20%	(129)	640
NFL fans	40%	(345)	34%	(290)	5%	(44)	4%	(31)	17%	(142)	852
MLB fans	40%	(291)	34%	(247)	5%	(39)	3%	(18)	18%	(129)	723
NBA fans	44%	(293)	35%	(230)	5%	(34)	5%	(32)	11%	(74)	663
NHL fans	41%	(200)	34%	(163)	4%	(19)	4%	(21)	17%	(84)	487
WNBA fans	47%	(149)	31%	(97)	7%	(23)	2%	(8)	13%	(40)	317
College football fans	38%	(274)	34%	(247)	7%	(50)	4%	(29)	17%	(120)	719
College basketball fans	43%	(260)	34%	(202)	6%	(39)	3%	(16)	13%	(80)	597
Golf fans	38%	(148)	35%	(138)	7%	(26)	4%	(14)	17%	(68)	395
Tennis fans	41%	(182)	34%	(149)	8%	(33)	4%	(18)	14%	(60)	442
Auto racing fans	42%	(215)	31%	(163)	5%	(27)	6%	(31)	16%	(81)	518
Soccer fans	41%	(194)	31%	(148)	7%	(32)	4%	(18)	17%	(78)	469
Gymnastics fans	38%	(250)	34%	(223)	6%	(42)	3%	(18)	19%	(121)	654
Competitive swimming fans	44%	(192)	30%	(130)	5%	(21)	3%	(15)	18%	(77)	435
Basketball players	54%	(87)	29%	(47)	6%	(9)	4%	(6)	8%	(12)	162
Basketball fans	48%	(244)	35%	(177)	5%	(24)	3%	(15)	9%	(47)	506
Sneaker enthusiasts	47%	(130)	34%	(95)	5%	(13)	7%	(20)	7%	(20)	278
Golfers	40%	(56)	33%	(45)	6%	(9)	1%	(2)	19%	(26)	138
Athletes	44%	(118)	33%	(88)	5%	(14)	4%	(10)	14%	(37)	267
Under Armour: Very fav	54%	(192)	30%	(105)	3%	(10)	2%	(6)	11%	(40)	353
Nike: Very fav	51%	(263)	31%	(161)	4%	(22)	2%	(8)	12%	(61)	514
Adidas: Very fav	56%	(231)	26%	(108)	3%	(13)	2%	(9)	13%	(53)	415
Michael Jordan: Very fav	58%	(293)	28%	(144)	3%	(13)	1%	(6)	10%	(48)	505
LeBron James: Very fav	56%	(175)	27%	(84)	3%	(10)	1%	(4)	12%	(38)	312

Continued on next page

Table MCSP8_9: How well do each of the following words describe Michael Jordan?
Stylish

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	33%	(470)	31%	(434)	6%	(85)	4%	(63)	26%	(372)	1423
Stephen Curry: Very fav	57%	(148)	28%	(74)	5%	(14)	2%	(5)	8%	(21)	262
Jordan Brand: Very fav	63%	(166)	24%	(63)	3%	(9)	—	(0)	10%	(26)	264
Curry Brand: Very fav	64%	(69)	23%	(25)	4%	(4)	1%	(1)	8%	(8)	107
Under Armour: Favorable	38%	(345)	35%	(320)	5%	(45)	3%	(31)	19%	(175)	915
Nike: Favorable	40%	(377)	34%	(319)	5%	(47)	3%	(26)	19%	(183)	951
Adidas: Favorable	38%	(395)	34%	(351)	4%	(46)	3%	(32)	20%	(203)	1028
Michael Jordan: Favorable	43%	(423)	35%	(347)	4%	(41)	2%	(22)	16%	(155)	989
LeBron James: Favorable	44%	(304)	34%	(236)	5%	(36)	2%	(16)	14%	(98)	689
Stephen Curry: Favorable	46%	(278)	34%	(203)	6%	(38)	2%	(11)	13%	(76)	605
Jordan Brand: Favorable	48%	(273)	37%	(210)	3%	(19)	2%	(11)	10%	(58)	571
Curry Brand: Favorable	53%	(156)	34%	(100)	4%	(13)	1%	(3)	7%	(22)	295
Often buy sportswear	56%	(111)	28%	(56)	3%	(6)	5%	(10)	8%	(16)	199
Often/Sometimes buy sportswear	39%	(325)	33%	(273)	6%	(49)	4%	(34)	18%	(153)	833
Familiar with Michael Jordan	33%	(467)	31%	(433)	6%	(85)	4%	(63)	26%	(362)	1408
Familiar with LeBron James	33%	(450)	31%	(419)	6%	(79)	4%	(59)	26%	(349)	1355
Familiar with Steph Curry	36%	(386)	33%	(357)	6%	(68)	4%	(48)	20%	(215)	1075

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

Table MCSP8_10: How well do each of the following words describe Michael Jordan?

Winner

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	65%	(940)	17%	(241)	1%	(21)	2%	(33)	15% (209)	1444
Gender: Male	72%	(497)	16%	(107)	2%	(12)	2%	(17)	8% (52)	685
Gender: Female	58%	(443)	18%	(134)	1%	(9)	2%	(16)	21% (157)	758
Age: 18-34	65%	(277)	15%	(63)	2%	(10)	2%	(9)	16% (68)	427
Age: 35-44	66%	(156)	16%	(39)	1%	(3)	5%	(12)	11% (27)	238
Age: 45-64	67%	(323)	18%	(87)	1%	(7)	1%	(6)	13% (61)	484
Age: 65+	62%	(184)	18%	(52)	—	(0)	2%	(5)	18% (54)	295
GenZers: 1997-2012	58%	(99)	16%	(28)	4%	(7)	1%	(2)	20% (35)	171
Millennials: 1981-1996	69%	(276)	14%	(56)	1%	(5)	4%	(16)	11% (45)	399
GenXers: 1965-1980	71%	(242)	14%	(49)	1%	(4)	1%	(3)	13% (43)	342
Baby Boomers: 1946-1964	61%	(289)	20%	(94)	1%	(4)	2%	(11)	15% (72)	470
PID: Dem (no lean)	67%	(344)	19%	(96)	1%	(5)	1%	(7)	12% (63)	516
PID: Ind (no lean)	61%	(305)	18%	(91)	2%	(10)	2%	(12)	17% (84)	502
PID: Rep (no lean)	68%	(291)	13%	(53)	1%	(5)	3%	(14)	15% (62)	426
PID/Gender: Dem Men	74%	(172)	16%	(38)	2%	(5)	1%	(2)	7% (16)	232
PID/Gender: Dem Women	61%	(172)	21%	(59)	—	(0)	2%	(5)	17% (47)	283
PID/Gender: Ind Men	70%	(173)	16%	(40)	1%	(3)	3%	(8)	9% (21)	246
PID/Gender: Ind Women	51%	(132)	20%	(50)	3%	(7)	2%	(5)	24% (63)	256
PID/Gender: Rep Men	73%	(151)	14%	(29)	2%	(4)	4%	(8)	7% (15)	207
PID/Gender: Rep Women	64%	(140)	11%	(24)	1%	(1)	3%	(6)	21% (47)	219
Ideo: Liberal (1-3)	67%	(272)	20%	(82)	1%	(5)	1%	(4)	11% (45)	407
Ideo: Moderate (4)	68%	(265)	15%	(60)	3%	(11)	2%	(9)	12% (45)	390
Ideo: Conservative (5-7)	64%	(304)	15%	(72)	1%	(4)	3%	(16)	17% (79)	476
Educ: < College	62%	(612)	16%	(161)	1%	(11)	3%	(29)	17% (172)	986
Educ: Bachelors degree	73%	(213)	16%	(47)	1%	(4)	1%	(2)	9% (26)	291
Educ: Post-grad	69%	(115)	20%	(33)	3%	(5)	1%	(2)	7% (12)	166
Income: Under 50k	61%	(479)	16%	(124)	1%	(10)	3%	(26)	18% (142)	781
Income: 50k-100k	66%	(289)	17%	(76)	1%	(6)	1%	(6)	13% (58)	435
Income: 100k+	75%	(172)	18%	(41)	2%	(5)	—	(1)	4% (9)	228
Ethnicity: White	63%	(728)	17%	(198)	1%	(16)	2%	(21)	16% (188)	1152
Ethnicity: Hispanic	74%	(164)	13%	(29)	1%	(3)	4%	(10)	7% (15)	221

Continued on next page

Table MCSP8_10: How well do each of the following words describe Michael Jordan?
Winner

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	65%	(940)	17%	(241)	1%	(21)	2%	(33)	15%	(209)	1444
Ethnicity: Black	78%	(139)	14%	(24)	2%	(4)	2%	(3)	4%	(8)	178
Ethnicity: Other	64%	(73)	16%	(18)	1%	(1)	7%	(8)	12%	(14)	114
All Christian	66%	(451)	19%	(127)	2%	(11)	1%	(9)	13%	(88)	686
All Non-Christian	66%	(44)	12%	(8)	3%	(2)	7%	(4)	12%	(8)	67
Atheist	72%	(47)	19%	(12)	—	(0)	5%	(3)	4%	(3)	65
Agnostic/Nothing in particular	62%	(233)	15%	(54)	2%	(6)	3%	(12)	18%	(68)	374
Something Else	66%	(165)	15%	(38)	1%	(2)	2%	(4)	17%	(42)	252
Religious Non-Protestant/Catholic	68%	(59)	11%	(10)	5%	(4)	5%	(4)	11%	(10)	86
Evangelical	67%	(239)	15%	(52)	1%	(4)	2%	(8)	15%	(52)	355
Non-Evangelical	64%	(359)	20%	(111)	1%	(6)	1%	(5)	14%	(76)	557
Community: Urban	66%	(249)	14%	(55)	1%	(5)	5%	(21)	13%	(50)	379
Community: Suburban	69%	(479)	19%	(131)	1%	(5)	1%	(4)	11%	(78)	696
Community: Rural	58%	(212)	15%	(55)	3%	(11)	2%	(8)	22%	(82)	368
Employ: Private Sector	69%	(274)	17%	(67)	1%	(5)	3%	(11)	11%	(43)	400
Employ: Government	69%	(63)	14%	(13)	4%	(3)	—	(0)	13%	(12)	91
Employ: Self-Employed	74%	(93)	10%	(13)	3%	(3)	8%	(10)	6%	(8)	127
Employ: Homemaker	54%	(48)	21%	(19)	3%	(3)	4%	(4)	18%	(16)	89
Employ: Student	52%	(39)	20%	(15)	4%	(3)	—	(0)	24%	(18)	75
Employ: Retired	63%	(214)	17%	(57)	1%	(2)	1%	(3)	19%	(63)	339
Employ: Unemployed	65%	(145)	18%	(41)	—	(1)	1%	(3)	15%	(32)	221
Employ: Other	64%	(65)	16%	(17)	1%	(1)	2%	(2)	17%	(17)	101
Military HH: Yes	64%	(168)	14%	(36)	2%	(5)	3%	(8)	18%	(47)	265
Military HH: No	65%	(772)	17%	(204)	1%	(16)	2%	(24)	14%	(162)	1179
RD/WT: Right Direction	62%	(258)	16%	(67)	2%	(8)	5%	(21)	15%	(61)	416
RD/WT: Wrong Track	66%	(682)	17%	(174)	1%	(12)	1%	(12)	14%	(148)	1028
Trump Job Approve	63%	(380)	15%	(87)	2%	(13)	3%	(18)	17%	(101)	599
Trump Job Disapprove	67%	(527)	19%	(147)	1%	(8)	2%	(15)	12%	(91)	788

Continued on next page

Table MCSP8_10: How well do each of the following words describe Michael Jordan?

Winner

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	65%	(940)	17%	(241)	1%	(21)	2%	(33)	15% (209)	1444
Trump Job Strongly Approve	60%	(210)	15%	(52)	1%	(5)	3%	(11)	21% (72)	350
Trump Job Somewhat Approve	68%	(170)	14%	(35)	3%	(8)	3%	(6)	12% (29)	249
Trump Job Somewhat Disapprove	67%	(111)	21%	(35)	1%	(1)	3%	(4)	8% (13)	164
Trump Job Strongly Disapprove	67%	(417)	18%	(111)	1%	(7)	2%	(11)	12% (77)	623
Favorable of Trump	64%	(383)	15%	(89)	2%	(11)	4%	(22)	16% (98)	603
Unfavorable of Trump	67%	(529)	19%	(146)	1%	(8)	1%	(8)	12% (94)	785
Very Favorable of Trump	62%	(236)	13%	(51)	2%	(6)	4%	(16)	19% (70)	379
Somewhat Favorable of Trump	66%	(148)	17%	(38)	2%	(5)	3%	(6)	12% (27)	225
Somewhat Unfavorable of Trump	70%	(100)	22%	(32)	—	(0)	—	(0)	7% (10)	142
Very Unfavorable of Trump	67%	(429)	18%	(115)	1%	(8)	1%	(8)	13% (84)	644
#1 Issue: Economy	70%	(382)	16%	(86)	2%	(9)	1%	(8)	11% (60)	545
#1 Issue: Security	56%	(72)	13%	(17)	2%	(3)	6%	(8)	22% (29)	129
#1 Issue: Health Care	71%	(198)	17%	(47)	1%	(3)	1%	(4)	10% (28)	280
#1 Issue: Medicare / Social Security	58%	(108)	21%	(40)	—	(1)	3%	(5)	17% (32)	186
#1 Issue: Women's Issues	51%	(42)	25%	(21)	—	(0)	—	(0)	24% (20)	82
#1 Issue: Education	71%	(50)	14%	(10)	3%	(2)	3%	(2)	8% (6)	70
#1 Issue: Other	63%	(64)	12%	(12)	1%	(1)	1%	(1)	23% (23)	102
2018 House Vote: Democrat	72%	(338)	18%	(83)	1%	(5)	—	(2)	9% (44)	471
2018 House Vote: Republican	65%	(266)	14%	(57)	2%	(7)	5%	(20)	15% (61)	412
2016 Vote: Hillary Clinton	72%	(303)	18%	(75)	1%	(4)	1%	(3)	9% (38)	423
2016 Vote: Donald Trump	64%	(282)	13%	(59)	1%	(6)	5%	(24)	16% (69)	439
2016 Vote: Other	74%	(68)	13%	(12)	3%	(3)	—	(0)	10% (9)	92
2016 Vote: Didn't Vote	59%	(288)	19%	(95)	2%	(8)	1%	(6)	19% (92)	489
Voted in 2014: Yes	67%	(527)	17%	(135)	1%	(12)	2%	(18)	12% (96)	788
Voted in 2014: No	63%	(413)	16%	(106)	1%	(9)	2%	(15)	17% (114)	656
2012 Vote: Barack Obama	69%	(371)	17%	(91)	2%	(12)	1%	(8)	10% (52)	535
2012 Vote: Mitt Romney	65%	(188)	15%	(44)	1%	(3)	2%	(6)	17% (49)	290
2012 Vote: Other	60%	(31)	16%	(9)	1%	(1)	10%	(5)	12% (6)	52
2012 Vote: Didn't Vote	62%	(347)	17%	(96)	1%	(5)	2%	(13)	18% (102)	563

Continued on next page

Table MCSP8_10: How well do each of the following words describe Michael Jordan?

Winner

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	65%	(940)	17%	(241)	1%	(21)	2%	(33)	15%	(209)	1444
4-Region: Northeast	62%	(158)	20%	(51)	1%	(3)	2%	(5)	14%	(35)	253
4-Region: Midwest	65%	(193)	15%	(46)	3%	(8)	2%	(5)	16%	(47)	298
4-Region: South	67%	(372)	15%	(81)	1%	(6)	3%	(17)	14%	(77)	551
4-Region: West	64%	(217)	18%	(63)	1%	(4)	2%	(6)	15%	(50)	341
Sports fans	75%	(716)	15%	(139)	1%	(13)	2%	(18)	7%	(70)	955
Avid sports fans	84%	(270)	11%	(36)	1%	(3)	2%	(8)	2%	(5)	323
Casual sports fans	70%	(446)	16%	(103)	1%	(9)	2%	(10)	10%	(64)	632
NFL fans	74%	(684)	15%	(135)	1%	(13)	1%	(13)	8%	(75)	920
MLB fans	76%	(567)	15%	(109)	1%	(11)	1%	(9)	6%	(48)	743
NBA fans	80%	(538)	13%	(89)	1%	(9)	2%	(11)	4%	(24)	671
NHL fans	74%	(371)	13%	(65)	2%	(10)	4%	(19)	8%	(38)	504
WNBA fans	78%	(260)	14%	(48)	3%	(9)	—	(1)	4%	(14)	333
College football fans	74%	(554)	14%	(106)	1%	(10)	2%	(15)	8%	(58)	744
College basketball fans	77%	(482)	15%	(93)	2%	(10)	1%	(8)	5%	(30)	624
Golf fans	73%	(299)	17%	(68)	2%	(9)	2%	(9)	6%	(24)	410
Tennis fans	75%	(345)	16%	(71)	2%	(9)	2%	(9)	5%	(23)	458
Auto racing fans	68%	(363)	17%	(89)	3%	(14)	4%	(20)	9%	(49)	534
Soccer fans	75%	(357)	14%	(65)	2%	(9)	3%	(13)	7%	(32)	476
Gymnastics fans	70%	(465)	17%	(116)	1%	(8)	2%	(11)	10%	(65)	666
Competitive swimming fans	72%	(318)	15%	(68)	2%	(7)	2%	(9)	9%	(41)	443
Basketball players	84%	(138)	11%	(18)	2%	(4)	1%	(1)	2%	(4)	165
Basketball fans	81%	(416)	12%	(63)	2%	(9)	2%	(12)	3%	(17)	517
Sneaker enthusiasts	77%	(238)	12%	(37)	3%	(10)	4%	(13)	4%	(11)	309
Golfers	71%	(97)	18%	(25)	4%	(5)	1%	(2)	6%	(8)	137
Athletes	81%	(223)	13%	(36)	2%	(6)	1%	(2)	3%	(9)	276
Under Armour: Very fav	83%	(334)	10%	(40)	1%	(4)	2%	(8)	4%	(15)	402
Nike: Very fav	80%	(420)	10%	(55)	1%	(6)	2%	(11)	7%	(36)	528
Adidas: Very fav	81%	(356)	12%	(52)	1%	(3)	1%	(4)	5%	(23)	437
Michael Jordan: Very fav	87%	(429)	8%	(38)	1%	(4)	2%	(8)	3%	(15)	493
LeBron James: Very fav	88%	(270)	8%	(24)	1%	(4)	1%	(4)	2%	(5)	307

Continued on next page

Table MCSP8_10: How well do each of the following words describe Michael Jordan?

Winner

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	65%	(940)	17%	(241)	1%	(21)	2%	(33)	15%	(209)	1444
Stephen Curry: Very fav	86%	(240)	10%	(29)	1%	(3)	—	(1)	2%	(5)	279
Jordan Brand: Very fav	85%	(240)	10%	(27)	1%	(2)	—	(1)	4%	(11)	281
Curry Brand: Very fav	84%	(94)	10%	(11)	3%	(3)	1%	(1)	3%	(3)	112
Under Armour: Favorable	72%	(706)	15%	(151)	2%	(15)	2%	(22)	8%	(82)	977
Nike: Favorable	71%	(704)	16%	(159)	1%	(14)	2%	(18)	10%	(98)	995
Adidas: Favorable	72%	(766)	16%	(174)	1%	(13)	1%	(14)	9%	(95)	1062
Michael Jordan: Favorable	77%	(786)	15%	(148)	1%	(9)	2%	(18)	5%	(56)	1016
LeBron James: Favorable	79%	(564)	15%	(108)	1%	(7)	1%	(4)	5%	(34)	717
Stephen Curry: Favorable	81%	(502)	14%	(86)	1%	(7)	1%	(4)	4%	(22)	620
Jordan Brand: Favorable	80%	(500)	13%	(82)	1%	(6)	2%	(12)	4%	(27)	626
Curry Brand: Favorable	82%	(257)	12%	(39)	2%	(5)	2%	(6)	3%	(9)	316
Often buy sportswear	76%	(164)	13%	(28)	1%	(2)	6%	(13)	4%	(9)	216
Often/Sometimes buy sportswear	74%	(620)	13%	(109)	1%	(12)	2%	(19)	10%	(81)	841
Familiar with Michael Jordan	66%	(936)	17%	(240)	1%	(21)	2%	(33)	14%	(197)	1426
Familiar with LeBron James	66%	(914)	16%	(228)	1%	(21)	2%	(32)	14%	(188)	1383
Familiar with Steph Curry	70%	(780)	16%	(184)	2%	(19)	2%	(27)	10%	(111)	1122

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

Table MCSP8_11: How well do each of the following words describe Michael Jordan?

Iconic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	60%	(896)	17%	(247)	3%	(42)	3%	(40)	18% (267)	1492
Gender: Male	65%	(454)	19%	(130)	3%	(20)	2%	(17)	11% (80)	701
Gender: Female	56%	(443)	15%	(117)	3%	(22)	3%	(23)	24% (187)	791
Age: 18-34	67%	(316)	13%	(61)	2%	(10)	1%	(7)	16% (76)	470
Age: 35-44	62%	(146)	14%	(33)	4%	(10)	5%	(13)	15% (36)	237
Age: 45-64	59%	(287)	19%	(92)	2%	(11)	3%	(14)	18% (86)	490
Age: 65+	50%	(147)	21%	(61)	4%	(10)	2%	(7)	24% (69)	294
GenZers: 1997-2012	60%	(105)	11%	(20)	4%	(8)	2%	(3)	22% (39)	175
Millennials: 1981-1996	69%	(297)	14%	(60)	1%	(5)	3%	(11)	13% (55)	428
GenXers: 1965-1980	61%	(213)	16%	(55)	4%	(13)	2%	(7)	17% (61)	349
Baby Boomers: 1946-1964	55%	(255)	20%	(91)	2%	(12)	4%	(19)	19% (91)	468
PID: Dem (no lean)	67%	(375)	15%	(86)	2%	(10)	2%	(9)	15% (84)	563
PID: Ind (no lean)	56%	(280)	15%	(73)	4%	(22)	3%	(17)	22% (108)	500
PID: Rep (no lean)	56%	(242)	20%	(87)	2%	(10)	3%	(14)	18% (76)	428
PID/Gender: Dem Men	74%	(180)	17%	(43)	2%	(6)	1%	(1)	6% (15)	244
PID/Gender: Dem Women	61%	(195)	14%	(44)	1%	(4)	2%	(7)	22% (69)	319
PID/Gender: Ind Men	60%	(145)	17%	(41)	3%	(8)	5%	(12)	15% (35)	241
PID/Gender: Ind Women	52%	(135)	12%	(32)	6%	(15)	2%	(5)	28% (72)	259
PID/Gender: Rep Men	60%	(129)	22%	(47)	3%	(6)	1%	(3)	14% (30)	215
PID/Gender: Rep Women	53%	(113)	19%	(41)	1%	(3)	5%	(11)	21% (46)	213
Ideo: Liberal (1-3)	65%	(278)	16%	(69)	2%	(10)	2%	(9)	14% (62)	429
Ideo: Moderate (4)	59%	(242)	17%	(69)	4%	(16)	3%	(11)	17% (71)	408
Ideo: Conservative (5-7)	57%	(274)	20%	(97)	3%	(15)	3%	(14)	17% (83)	482
Educ: < College	58%	(605)	15%	(155)	2%	(24)	3%	(36)	21% (221)	1041
Educ: Bachelors degree	64%	(189)	21%	(62)	3%	(10)	1%	(3)	10% (30)	294
Educ: Post-grad	65%	(102)	19%	(30)	5%	(7)	1%	(1)	10% (15)	156
Income: Under 50k	59%	(482)	14%	(118)	3%	(24)	3%	(25)	21% (175)	825
Income: 50k-100k	60%	(268)	18%	(79)	3%	(14)	2%	(11)	17% (75)	448
Income: 100k+	67%	(145)	23%	(49)	1%	(3)	2%	(4)	8% (17)	218
Ethnicity: White	59%	(678)	17%	(202)	3%	(33)	2%	(28)	19% (217)	1157
Ethnicity: Hispanic	69%	(166)	12%	(28)	3%	(7)	4%	(9)	13% (31)	241

Continued on next page

Table MCSP8_11: How well do each of the following words describe Michael Jordan?

Iconic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	60%	(896)	17%	(247)	3%	(42)	3%	(40)	18%	(267)	1492
Ethnicity: Black	71%	(130)	13%	(23)	2%	(3)	3%	(5)	12%	(22)	184
Ethnicity: Other	59%	(89)	14%	(22)	4%	(6)	4%	(6)	19%	(28)	151
All Christian	59%	(421)	20%	(144)	4%	(26)	2%	(17)	14%	(100)	708
All Non-Christian	63%	(39)	12%	(7)	10%	(6)	—	(0)	15%	(9)	62
Atheist	65%	(44)	17%	(12)	2%	(1)	4%	(2)	12%	(8)	68
Agnostic/Nothing in particular	60%	(222)	11%	(41)	2%	(8)	4%	(13)	23%	(86)	370
Something Else	60%	(171)	15%	(43)	—	(0)	3%	(7)	22%	(63)	284
Religious Non-Protestant/Catholic	66%	(54)	10%	(8)	9%	(7)	—	(0)	15%	(12)	82
Evangelical	60%	(223)	19%	(72)	2%	(7)	2%	(8)	16%	(61)	371
Non-Evangelical	58%	(343)	19%	(112)	3%	(18)	3%	(16)	17%	(100)	587
Community: Urban	61%	(263)	18%	(76)	2%	(7)	5%	(22)	14%	(61)	430
Community: Suburban	62%	(424)	17%	(113)	3%	(20)	1%	(8)	17%	(117)	681
Community: Rural	55%	(209)	15%	(57)	4%	(15)	2%	(9)	23%	(89)	381
Employ: Private Sector	61%	(262)	16%	(68)	2%	(11)	3%	(15)	17%	(72)	427
Employ: Government	66%	(62)	17%	(16)	1%	(1)	3%	(3)	12%	(12)	94
Employ: Self-Employed	67%	(84)	13%	(16)	5%	(7)	4%	(5)	11%	(13)	125
Employ: Homemaker	65%	(71)	11%	(12)	4%	(5)	3%	(3)	17%	(19)	109
Employ: Student	54%	(42)	12%	(9)	5%	(4)	2%	(1)	27%	(21)	77
Employ: Retired	52%	(177)	22%	(75)	3%	(12)	2%	(5)	22%	(75)	343
Employ: Unemployed	65%	(148)	16%	(37)	1%	(3)	2%	(5)	16%	(36)	228
Employ: Other	58%	(51)	16%	(14)	—	(0)	3%	(3)	23%	(20)	88
Military HH: Yes	57%	(158)	17%	(48)	5%	(13)	3%	(7)	18%	(49)	276
Military HH: No	61%	(738)	16%	(199)	2%	(28)	3%	(32)	18%	(218)	1216
RD/WT: Right Direction	59%	(251)	17%	(73)	4%	(17)	4%	(17)	16%	(70)	427
RD/WT: Wrong Track	61%	(646)	16%	(174)	2%	(24)	2%	(23)	19%	(198)	1064
Trump Job Approve	56%	(338)	18%	(110)	4%	(22)	3%	(17)	20%	(121)	608
Trump Job Disapprove	63%	(516)	17%	(136)	2%	(17)	2%	(19)	15%	(126)	814

Continued on next page

Table MCSP8_11: How well do each of the following words describe Michael Jordan?

Iconic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	60%	(896)	17%	(247)	3%	(42)	3%	(40)	18% (267)	1492
Trump Job Strongly Approve	52%	(193)	18%	(67)	2%	(9)	4%	(15)	23% (85)	369
Trump Job Somewhat Approve	61%	(145)	18%	(43)	5%	(12)	1%	(2)	15% (36)	238
Trump Job Somewhat Disapprove	52%	(80)	28%	(43)	6%	(9)	3%	(5)	12% (18)	153
Trump Job Strongly Disapprove	66%	(437)	14%	(93)	1%	(9)	2%	(14)	16% (108)	661
Favorable of Trump	55%	(336)	19%	(118)	3%	(20)	4%	(22)	19% (115)	610
Unfavorable of Trump	64%	(518)	16%	(126)	2%	(17)	2%	(15)	16% (129)	806
Very Favorable of Trump	55%	(217)	16%	(65)	3%	(11)	5%	(19)	22% (85)	397
Somewhat Favorable of Trump	56%	(119)	25%	(53)	4%	(9)	1%	(3)	14% (29)	213
Somewhat Unfavorable of Trump	64%	(85)	22%	(29)	4%	(5)	1%	(1)	10% (13)	132
Very Unfavorable of Trump	64%	(433)	14%	(97)	2%	(12)	2%	(15)	17% (116)	673
#1 Issue: Economy	67%	(380)	16%	(93)	3%	(16)	1%	(7)	13% (74)	569
#1 Issue: Security	48%	(61)	19%	(24)	3%	(4)	5%	(6)	25% (31)	126
#1 Issue: Health Care	62%	(179)	19%	(56)	2%	(7)	3%	(8)	14% (40)	290
#1 Issue: Medicare / Social Security	45%	(78)	20%	(35)	3%	(5)	4%	(7)	27% (47)	172
#1 Issue: Women's Issues	55%	(49)	17%	(15)	1%	(1)	4%	(4)	23% (21)	89
#1 Issue: Education	66%	(52)	11%	(9)	9%	(7)	2%	(2)	13% (10)	80
#1 Issue: Energy	65%	(34)	11%	(6)	2%	(1)	9%	(5)	13% (7)	53
#1 Issue: Other	56%	(63)	9%	(10)	1%	(1)	1%	(2)	33% (37)	113
2018 House Vote: Democrat	66%	(335)	16%	(82)	2%	(12)	2%	(9)	14% (70)	508
2018 House Vote: Republican	54%	(221)	20%	(83)	4%	(17)	4%	(18)	17% (67)	406
2016 Vote: Hillary Clinton	67%	(295)	15%	(68)	2%	(9)	2%	(9)	14% (63)	444
2016 Vote: Donald Trump	54%	(245)	21%	(94)	3%	(15)	5%	(21)	17% (77)	452
2016 Vote: Other	68%	(63)	10%	(9)	4%	(4)	1%	(1)	17% (16)	94
2016 Vote: Didn't Vote	58%	(292)	15%	(76)	3%	(14)	2%	(9)	22% (111)	501
Voted in 2014: Yes	61%	(497)	18%	(145)	3%	(27)	3%	(21)	15% (126)	817
Voted in 2014: No	59%	(400)	15%	(101)	2%	(15)	3%	(18)	21% (141)	675
2012 Vote: Barack Obama	65%	(362)	15%	(81)	3%	(15)	2%	(11)	16% (88)	558
2012 Vote: Mitt Romney	55%	(159)	22%	(64)	4%	(10)	3%	(9)	17% (48)	291
2012 Vote: Other	55%	(28)	19%	(10)	2%	(1)	3%	(1)	21% (11)	51
2012 Vote: Didn't Vote	59%	(343)	15%	(89)	3%	(15)	3%	(18)	20% (120)	586

Continued on next page

Table MCSP8_11: How well do each of the following words describe Michael Jordan?

Iconic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	60%	(896)	17%	(247)	3%	(42)	3%	(40)	18% (267)	1492
4-Region: Northeast	60%	(153)	20%	(51)	3%	(8)	3%	(7)	14% (36)	254
4-Region: Midwest	58%	(182)	16%	(51)	3%	(10)	2%	(6)	21% (65)	315
4-Region: South	60%	(335)	17%	(97)	2%	(12)	3%	(16)	17% (95)	555
4-Region: West	62%	(226)	13%	(47)	3%	(11)	3%	(11)	19% (72)	367
Sports fans	70%	(696)	16%	(163)	3%	(27)	2%	(20)	9% (91)	997
Avid sports fans	77%	(252)	14%	(47)	4%	(12)	3%	(9)	3% (10)	329
Casual sports fans	66%	(444)	17%	(117)	2%	(15)	2%	(11)	12% (81)	668
NFL fans	70%	(649)	16%	(152)	2%	(17)	2%	(16)	10% (95)	929
MLB fans	67%	(528)	17%	(135)	3%	(24)	2%	(12)	11% (85)	783
NBA fans	74%	(527)	15%	(107)	3%	(19)	2%	(11)	7% (48)	712
NHL fans	68%	(350)	17%	(87)	2%	(11)	3%	(14)	11% (55)	518
WNBA fans	71%	(232)	14%	(46)	3%	(11)	1%	(4)	11% (36)	328
College football fans	67%	(493)	17%	(125)	3%	(26)	2%	(16)	10% (77)	737
College basketball fans	71%	(438)	17%	(102)	3%	(19)	1%	(7)	8% (47)	614
Golf fans	67%	(293)	19%	(82)	5%	(20)	1%	(5)	8% (36)	436
Tennis fans	68%	(333)	17%	(84)	4%	(19)	2%	(8)	9% (45)	489
Auto racing fans	64%	(342)	18%	(93)	4%	(24)	3%	(15)	11% (58)	533
Soccer fans	71%	(363)	15%	(74)	3%	(16)	3%	(15)	8% (39)	508
Gymnastics fans	64%	(437)	17%	(118)	3%	(22)	2%	(10)	13% (91)	679
Competitive swimming fans	68%	(293)	16%	(67)	3%	(12)	1%	(5)	12% (53)	430
Basketball players	81%	(139)	11%	(19)	5%	(9)	—	(1)	3% (5)	173
Basketball fans	76%	(406)	14%	(77)	2%	(12)	2%	(9)	6% (32)	536
Sneaker enthusiasts	73%	(225)	14%	(42)	4%	(13)	3%	(8)	6% (19)	307
Golfers	67%	(91)	20%	(27)	6%	(8)	—	(0)	7% (10)	136
Athletes	75%	(222)	14%	(40)	3%	(9)	1%	(4)	7% (22)	298
Under Armour: Very fav	75%	(300)	14%	(57)	2%	(7)	2%	(10)	6% (25)	399
Nike: Very fav	76%	(421)	13%	(70)	1%	(7)	1%	(6)	9% (51)	555
Adidas: Very fav	76%	(361)	13%	(64)	2%	(8)	1%	(3)	9% (41)	476
Michael Jordan: Very fav	83%	(433)	10%	(52)	2%	(10)	1%	(3)	4% (22)	519
LeBron James: Very fav	83%	(267)	10%	(32)	3%	(8)	—	(1)	4% (14)	323

Continued on next page

Table MCSP8_11: How well do each of the following words describe Michael Jordan?

Iconic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	60%	(896)	17%	(247)	3%	(42)	3%	(40)	18%	(267)	1492
Stephen Curry: Very fav	85%	(249)	8%	(24)	2%	(5)	2%	(5)	3%	(10)	293
Jordan Brand: Very fav	84%	(234)	12%	(34)	—	(1)	—	(1)	3%	(7)	278
Curry Brand: Very fav	80%	(106)	14%	(18)	3%	(5)	1%	(1)	2%	(3)	133
Under Armour: Favorable	67%	(671)	18%	(175)	2%	(24)	3%	(26)	10%	(98)	994
Nike: Favorable	67%	(695)	16%	(165)	2%	(20)	2%	(18)	13%	(132)	1030
Adidas: Favorable	66%	(729)	18%	(198)	2%	(25)	2%	(17)	12%	(129)	1098
Michael Jordan: Favorable	73%	(757)	16%	(167)	2%	(21)	1%	(13)	8%	(80)	1038
LeBron James: Favorable	75%	(563)	15%	(114)	2%	(17)	1%	(6)	7%	(51)	751
Stephen Curry: Favorable	77%	(503)	15%	(98)	2%	(13)	1%	(9)	5%	(34)	656
Jordan Brand: Favorable	77%	(480)	15%	(96)	1%	(9)	2%	(10)	5%	(32)	627
Curry Brand: Favorable	78%	(261)	15%	(50)	2%	(8)	2%	(5)	3%	(10)	334
Often buy sportswear	75%	(155)	12%	(25)	3%	(5)	4%	(8)	7%	(14)	207
Often/Sometimes buy sportswear	66%	(590)	17%	(149)	3%	(23)	2%	(22)	12%	(105)	889
Familiar with Michael Jordan	61%	(894)	17%	(245)	3%	(41)	3%	(40)	17%	(256)	1476
Familiar with LeBron James	61%	(877)	17%	(242)	3%	(40)	3%	(39)	17%	(241)	1439
Familiar with Steph Curry	66%	(760)	16%	(181)	3%	(35)	3%	(31)	13%	(152)	1159

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

Table MCSP8_12: How well do each of the following words describe Michael Jordan?

Role model

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	43%	(614)	26%	(375)	6%	(86)	5%	(78)	20%	(286)	1439
Gender: Male	44%	(313)	26%	(185)	8%	(57)	8%	(55)	15%	(109)	719
Gender: Female	42%	(300)	26%	(190)	4%	(29)	3%	(24)	25%	(177)	720
Age: 18-34	51%	(218)	24%	(101)	3%	(13)	5%	(23)	17%	(71)	426
Age: 35-44	47%	(111)	21%	(50)	8%	(19)	8%	(20)	15%	(36)	234
Age: 45-64	40%	(200)	30%	(150)	7%	(34)	4%	(19)	19%	(97)	499
Age: 65+	31%	(85)	27%	(74)	7%	(21)	6%	(16)	30%	(83)	279
GenZers: 1997-2012	51%	(87)	16%	(27)	4%	(7)	8%	(13)	20%	(35)	169
Millennials: 1981-1996	51%	(192)	27%	(102)	4%	(15)	5%	(18)	14%	(53)	381
GenXers: 1965-1980	41%	(150)	27%	(97)	7%	(26)	5%	(19)	19%	(70)	362
Baby Boomers: 1946-1964	37%	(171)	27%	(125)	7%	(35)	5%	(25)	24%	(109)	466
PID: Dem (no lean)	45%	(243)	28%	(150)	6%	(33)	3%	(18)	19%	(101)	545
PID: Ind (no lean)	43%	(207)	25%	(122)	6%	(28)	4%	(20)	22%	(106)	483
PID: Rep (no lean)	40%	(164)	25%	(103)	6%	(25)	10%	(41)	19%	(79)	411
PID/Gender: Dem Men	47%	(124)	29%	(77)	8%	(20)	4%	(11)	12%	(31)	263
PID/Gender: Dem Women	42%	(119)	26%	(73)	5%	(13)	2%	(6)	25%	(70)	281
PID/Gender: Ind Men	45%	(109)	22%	(52)	9%	(21)	6%	(15)	19%	(46)	243
PID/Gender: Ind Women	41%	(98)	29%	(70)	3%	(7)	2%	(5)	25%	(60)	241
PID/Gender: Rep Men	38%	(80)	26%	(56)	8%	(16)	13%	(29)	15%	(32)	213
PID/Gender: Rep Women	42%	(83)	23%	(46)	5%	(9)	6%	(12)	24%	(47)	198
Ideo: Liberal (1-3)	46%	(187)	29%	(120)	6%	(24)	4%	(17)	15%	(61)	410
Ideo: Moderate (4)	43%	(177)	27%	(109)	7%	(29)	4%	(17)	19%	(76)	408
Ideo: Conservative (5-7)	40%	(188)	26%	(122)	7%	(34)	7%	(31)	21%	(97)	472
Educ: < College	44%	(422)	23%	(222)	4%	(42)	6%	(54)	23%	(216)	956
Educ: Bachelors degree	39%	(122)	33%	(103)	10%	(30)	5%	(16)	13%	(42)	313
Educ: Post-grad	41%	(70)	29%	(49)	8%	(14)	5%	(8)	17%	(28)	169
Income: Under 50k	44%	(347)	23%	(180)	5%	(37)	5%	(41)	24%	(189)	794
Income: 50k-100k	43%	(181)	29%	(121)	6%	(27)	5%	(20)	17%	(71)	420
Income: 100k+	38%	(86)	33%	(74)	10%	(22)	7%	(17)	11%	(25)	224
Ethnicity: White	39%	(439)	27%	(306)	6%	(70)	5%	(60)	21%	(237)	1113
Ethnicity: Hispanic	55%	(134)	13%	(32)	5%	(12)	10%	(25)	17%	(41)	244

Continued on next page

Table MCSP8_12: How well do each of the following words describe Michael Jordan?
Role model

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	43%	(614)	26%	(375)	6%	(86)	5%	(78)	20%	(286)	1439
Ethnicity: Black	57%	(104)	25%	(47)	4%	(7)	4%	(8)	10%	(19)	184
Ethnicity: Other	50%	(70)	16%	(22)	6%	(9)	7%	(10)	21%	(30)	142
All Christian	43%	(298)	27%	(183)	8%	(52)	5%	(33)	17%	(120)	686
All Non-Christian	45%	(32)	21%	(15)	7%	(5)	9%	(7)	18%	(12)	70
Atheist	44%	(36)	27%	(22)	7%	(6)	6%	(5)	16%	(14)	83
Agnostic/Nothing in particular	37%	(131)	25%	(88)	4%	(15)	6%	(21)	28%	(100)	355
Something Else	48%	(117)	27%	(67)	4%	(9)	5%	(12)	16%	(40)	244
Religious Non-Protestant/Catholic	44%	(40)	20%	(18)	8%	(7)	8%	(7)	20%	(18)	91
Evangelical	46%	(160)	25%	(87)	7%	(24)	6%	(21)	16%	(56)	348
Non-Evangelical	44%	(243)	28%	(155)	6%	(31)	4%	(24)	18%	(98)	550
Community: Urban	46%	(183)	26%	(103)	5%	(20)	7%	(26)	16%	(63)	396
Community: Suburban	41%	(280)	29%	(196)	7%	(46)	4%	(30)	18%	(123)	675
Community: Rural	41%	(151)	21%	(76)	5%	(20)	6%	(21)	27%	(100)	368
Employ: Private Sector	45%	(181)	27%	(106)	6%	(26)	7%	(27)	15%	(60)	399
Employ: Government	56%	(50)	19%	(17)	6%	(5)	6%	(6)	13%	(12)	89
Employ: Self-Employed	46%	(54)	22%	(27)	7%	(8)	14%	(17)	12%	(14)	120
Employ: Homemaker	42%	(46)	32%	(35)	7%	(7)	1%	(1)	19%	(21)	110
Employ: Student	43%	(29)	20%	(13)	3%	(2)	6%	(4)	28%	(19)	67
Employ: Retired	35%	(124)	26%	(94)	7%	(26)	5%	(16)	27%	(98)	358
Employ: Unemployed	44%	(93)	29%	(61)	5%	(11)	2%	(5)	19%	(40)	209
Employ: Other	42%	(37)	25%	(22)	2%	(1)	4%	(4)	27%	(24)	88
Military HH: Yes	43%	(99)	24%	(55)	8%	(18)	5%	(11)	21%	(50)	234
Military HH: No	43%	(514)	27%	(320)	6%	(68)	6%	(67)	20%	(236)	1205
RD/WT: Right Direction	41%	(180)	26%	(112)	7%	(30)	9%	(38)	17%	(74)	435
RD/WT: Wrong Track	43%	(433)	26%	(263)	6%	(57)	4%	(40)	21%	(212)	1004
Trump Job Approve	39%	(229)	25%	(150)	7%	(41)	8%	(47)	21%	(124)	591
Trump Job Disapprove	45%	(355)	27%	(217)	6%	(45)	3%	(25)	19%	(149)	791

Continued on next page

Table MCSP8_12: How well do each of the following words describe Michael Jordan?

Role model

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	43%	(614)	26%	(375)	6%	(86)	5%	(78)	20% (286)	1439
Trump Job Strongly Approve	39%	(134)	23%	(79)	6%	(21)	8%	(26)	24% (80)	340
Trump Job Somewhat Approve	38%	(94)	29%	(72)	8%	(20)	9%	(21)	17% (43)	251
Trump Job Somewhat Disapprove	46%	(69)	33%	(49)	7%	(11)	4%	(7)	10% (15)	150
Trump Job Strongly Disapprove	45%	(286)	26%	(168)	5%	(34)	3%	(19)	21% (134)	641
Favorable of Trump	40%	(237)	24%	(143)	6%	(36)	9%	(53)	21% (126)	594
Unfavorable of Trump	45%	(353)	27%	(214)	6%	(49)	3%	(21)	18% (142)	779
Very Favorable of Trump	40%	(146)	22%	(80)	5%	(17)	10%	(37)	23% (83)	363
Somewhat Favorable of Trump	39%	(91)	27%	(63)	8%	(18)	7%	(16)	18% (43)	232
Somewhat Unfavorable of Trump	49%	(70)	32%	(46)	9%	(12)	1%	(1)	9% (13)	142
Very Unfavorable of Trump	44%	(283)	26%	(168)	6%	(37)	3%	(20)	20% (128)	637
#1 Issue: Economy	47%	(271)	25%	(146)	5%	(28)	5%	(31)	17% (97)	573
#1 Issue: Security	37%	(46)	26%	(33)	7%	(9)	9%	(11)	21% (26)	125
#1 Issue: Health Care	40%	(106)	34%	(90)	6%	(16)	5%	(13)	16% (42)	267
#1 Issue: Medicare / Social Security	36%	(61)	22%	(37)	7%	(12)	6%	(10)	30% (51)	171
#1 Issue: Women's Issues	33%	(26)	32%	(25)	6%	(5)	8%	(6)	21% (16)	77
#1 Issue: Education	61%	(47)	19%	(15)	6%	(5)	3%	(2)	10% (8)	76
#1 Issue: Other	37%	(39)	18%	(19)	5%	(5)	2%	(2)	38% (41)	107
2018 House Vote: Democrat	46%	(228)	29%	(145)	6%	(32)	2%	(12)	16% (81)	498
2018 House Vote: Republican	35%	(136)	28%	(108)	8%	(30)	9%	(34)	20% (76)	385
2016 Vote: Hillary Clinton	46%	(196)	28%	(118)	5%	(22)	3%	(12)	18% (78)	426
2016 Vote: Donald Trump	37%	(159)	27%	(118)	8%	(33)	9%	(39)	19% (84)	433
2016 Vote: Other	38%	(35)	29%	(27)	10%	(10)	4%	(3)	19% (18)	93
2016 Vote: Didn't Vote	46%	(223)	23%	(112)	4%	(22)	5%	(23)	22% (105)	485
Voted in 2014: Yes	40%	(309)	28%	(219)	8%	(63)	5%	(40)	19% (151)	781
Voted in 2014: No	46%	(304)	24%	(156)	4%	(24)	6%	(38)	21% (135)	657
2012 Vote: Barack Obama	47%	(249)	25%	(132)	7%	(35)	3%	(14)	19% (98)	529
2012 Vote: Mitt Romney	29%	(85)	32%	(94)	9%	(27)	8%	(23)	21% (61)	290
2012 Vote: Other	25%	(15)	25%	(15)	10%	(6)	16%	(9)	23% (14)	59
2012 Vote: Didn't Vote	47%	(263)	24%	(134)	3%	(18)	6%	(32)	20% (113)	561

Continued on next page

Table MCSP8_12: How well do each of the following words describe Michael Jordan?
Role model

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	43%	(614)	26%	(375)	6%	(86)	5%	(78)	20% (286)	1439
4-Region: Northeast	40%	(105)	30%	(77)	7%	(17)	4%	(12)	19% (48)	259
4-Region: Midwest	40%	(118)	24%	(71)	8%	(23)	6%	(19)	22% (65)	296
4-Region: South	46%	(253)	24%	(134)	5%	(28)	6%	(33)	19% (102)	549
4-Region: West	41%	(138)	28%	(92)	6%	(19)	4%	(14)	21% (71)	335
Sports fans	50%	(475)	27%	(262)	6%	(62)	5%	(53)	11% (107)	958
Avid sports fans	55%	(169)	22%	(68)	8%	(24)	8%	(25)	6% (20)	305
Casual sports fans	47%	(306)	30%	(195)	6%	(37)	4%	(28)	13% (87)	653
NFL fans	52%	(461)	25%	(220)	6%	(56)	5%	(47)	12% (105)	889
MLB fans	49%	(366)	27%	(201)	8%	(59)	5%	(34)	12% (88)	748
NBA fans	57%	(384)	24%	(163)	6%	(39)	5%	(34)	7% (49)	670
NHL fans	47%	(241)	26%	(132)	8%	(39)	9%	(45)	11% (58)	515
WNBA fans	52%	(176)	26%	(86)	8%	(25)	4%	(13)	11% (36)	336
College football fans	50%	(361)	26%	(188)	8%	(55)	7%	(51)	10% (72)	727
College basketball fans	50%	(299)	28%	(165)	7%	(45)	7%	(39)	8% (48)	596
Golf fans	51%	(220)	25%	(108)	9%	(37)	6%	(26)	9% (40)	431
Tennis fans	50%	(234)	25%	(118)	8%	(38)	6%	(28)	11% (54)	472
Auto racing fans	49%	(267)	25%	(134)	7%	(40)	7%	(41)	12% (63)	546
Soccer fans	50%	(248)	25%	(123)	8%	(41)	8%	(38)	10% (51)	502
Gymnastics fans	50%	(322)	26%	(171)	7%	(43)	4%	(25)	14% (88)	649
Competitive swimming fans	49%	(209)	27%	(116)	7%	(30)	5%	(20)	13% (55)	429
Basketball players	63%	(106)	20%	(34)	7%	(13)	6%	(9)	3% (5)	168
Basketball fans	56%	(291)	26%	(133)	7%	(35)	6%	(31)	6% (32)	522
Sneaker enthusiasts	60%	(196)	15%	(48)	7%	(22)	10%	(32)	8% (26)	325
Golfers	47%	(67)	28%	(39)	10%	(14)	7%	(10)	8% (12)	142
Athletes	60%	(171)	20%	(57)	6%	(16)	6%	(16)	8% (22)	283
Under Armour: Very fav	63%	(264)	21%	(87)	4%	(17)	5%	(20)	8% (33)	422
Nike: Very fav	64%	(357)	19%	(108)	2%	(12)	5%	(26)	10% (55)	558
Adidas: Very fav	63%	(291)	22%	(100)	2%	(8)	5%	(21)	9% (41)	461
Michael Jordan: Very fav	71%	(357)	17%	(85)	2%	(12)	3%	(13)	7% (35)	502
LeBron James: Very fav	66%	(213)	19%	(61)	3%	(9)	4%	(12)	8% (26)	321

Continued on next page

Table MCSP8_12: How well do each of the following words describe Michael Jordan?

Role model

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	43%	(614)	26%	(375)	6%	(86)	5%	(78)	20% (286)	1439
Stephen Curry: Very fav	66%	(178)	18%	(48)	5%	(13)	5%	(13)	6% (16)	269
Jordan Brand: Very fav	71%	(212)	18%	(52)	1%	(3)	2%	(6)	8% (24)	297
Curry Brand: Very fav	64%	(84)	20%	(26)	5%	(6)	5%	(6)	7% (10)	132
Under Armour: Favorable	49%	(479)	27%	(260)	5%	(53)	5%	(52)	13% (130)	973
Nike: Favorable	51%	(504)	25%	(249)	4%	(44)	4%	(40)	15% (143)	980
Adidas: Favorable	50%	(524)	27%	(284)	5%	(50)	4%	(47)	14% (147)	1052
Michael Jordan: Favorable	55%	(552)	27%	(271)	4%	(40)	3%	(31)	11% (109)	1003
LeBron James: Favorable	56%	(401)	27%	(192)	5%	(35)	3%	(25)	9% (66)	718
Stephen Curry: Favorable	58%	(368)	25%	(160)	6%	(36)	4%	(23)	7% (45)	632
Jordan Brand: Favorable	60%	(371)	25%	(151)	4%	(26)	3%	(21)	7% (45)	613
Curry Brand: Favorable	60%	(207)	24%	(82)	6%	(21)	5%	(19)	5% (18)	348
Often buy sportswear	61%	(130)	17%	(36)	5%	(10)	12%	(26)	5% (10)	212
Often/Sometimes buy sportswear	51%	(438)	24%	(211)	6%	(48)	6%	(55)	13% (113)	864
Familiar with Michael Jordan	43%	(611)	26%	(373)	6%	(86)	5%	(76)	19% (275)	1421
Familiar with LeBron James	44%	(600)	26%	(361)	6%	(78)	6%	(77)	19% (261)	1376
Familiar with Steph Curry	47%	(506)	26%	(287)	6%	(69)	6%	(63)	15% (160)	1085

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

Table MCSP8_13: How well do each of the following words describe Michael Jordan?

Cool

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	39%	(554)	28%	(405)	5%	(72)	4%	(57)	24%	(345)	1433
Gender: Male	40%	(270)	30%	(205)	6%	(43)	4%	(26)	19%	(129)	674
Gender: Female	37%	(284)	26%	(199)	4%	(29)	4%	(31)	28%	(216)	759
Age: 18-34	43%	(187)	27%	(118)	4%	(18)	3%	(11)	22%	(96)	430
Age: 35-44	49%	(110)	26%	(59)	4%	(10)	4%	(10)	17%	(38)	227
Age: 45-64	36%	(183)	29%	(149)	6%	(30)	5%	(24)	24%	(120)	507
Age: 65+	28%	(74)	29%	(79)	5%	(14)	4%	(11)	34%	(90)	268
GenZers: 1997-2012	46%	(71)	24%	(37)	3%	(5)	2%	(3)	25%	(38)	154
Millennials: 1981-1996	44%	(181)	29%	(116)	5%	(18)	3%	(12)	19%	(79)	407
GenXers: 1965-1980	41%	(142)	29%	(100)	4%	(15)	4%	(15)	22%	(78)	351
Baby Boomers: 1946-1964	32%	(146)	29%	(132)	7%	(33)	5%	(23)	27%	(124)	458
PID: Dem (no lean)	47%	(254)	29%	(157)	3%	(15)	2%	(13)	19%	(103)	542
PID: Ind (no lean)	31%	(141)	29%	(131)	6%	(27)	4%	(17)	30%	(136)	452
PID: Rep (no lean)	37%	(160)	27%	(117)	7%	(29)	6%	(26)	24%	(106)	438
PID/Gender: Dem Men	49%	(121)	32%	(78)	3%	(9)	3%	(6)	14%	(34)	248
PID/Gender: Dem Women	45%	(133)	27%	(78)	2%	(7)	2%	(7)	23%	(69)	294
PID/Gender: Ind Men	30%	(66)	34%	(73)	7%	(15)	4%	(8)	26%	(56)	217
PID/Gender: Ind Women	32%	(75)	25%	(58)	5%	(13)	4%	(10)	34%	(80)	236
PID/Gender: Rep Men	40%	(84)	26%	(55)	9%	(20)	6%	(12)	19%	(39)	209
PID/Gender: Rep Women	33%	(76)	27%	(63)	4%	(10)	6%	(14)	29%	(66)	229
Ideo: Liberal (1-3)	46%	(184)	30%	(119)	3%	(13)	3%	(13)	18%	(73)	402
Ideo: Moderate (4)	38%	(145)	30%	(115)	7%	(28)	3%	(13)	22%	(82)	383
Ideo: Conservative (5-7)	35%	(170)	28%	(138)	5%	(25)	5%	(25)	27%	(134)	491
Educ: < College	39%	(388)	26%	(257)	4%	(43)	4%	(39)	27%	(265)	992
Educ: Bachelors degree	39%	(112)	34%	(97)	7%	(20)	4%	(10)	16%	(46)	285
Educ: Post-grad	34%	(54)	33%	(51)	6%	(9)	5%	(7)	22%	(34)	155
Income: Under 50k	39%	(317)	25%	(202)	5%	(42)	4%	(35)	26%	(210)	807
Income: 50k-100k	38%	(160)	30%	(127)	4%	(19)	4%	(16)	23%	(97)	418
Income: 100k+	37%	(77)	36%	(75)	5%	(11)	3%	(6)	19%	(39)	208
Ethnicity: White	37%	(404)	28%	(310)	5%	(59)	4%	(43)	26%	(283)	1100
Ethnicity: Hispanic	48%	(113)	23%	(54)	8%	(18)	5%	(11)	16%	(38)	234

Continued on next page

Table MCSP8_13: How well do each of the following words describe Michael Jordan?

Cool

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	39%	(554)	28%	(405)	5%	(72)	4%	(57)	24%	(345)	1433
Ethnicity: Black	50%	(92)	30%	(56)	4%	(8)	1%	(2)	14%	(26)	185
Ethnicity: Other	39%	(58)	26%	(39)	3%	(5)	7%	(11)	24%	(35)	148
All Christian	37%	(242)	28%	(182)	6%	(42)	5%	(33)	24%	(154)	653
All Non-Christian	34%	(23)	32%	(21)	6%	(4)	9%	(6)	18%	(12)	66
Atheist	36%	(23)	33%	(20)	8%	(5)	1%	(1)	22%	(13)	62
Agnostic/Nothing in particular	36%	(135)	29%	(110)	5%	(18)	3%	(13)	27%	(101)	377
Something Else	48%	(133)	26%	(71)	1%	(3)	1%	(4)	24%	(65)	275
Religious Non-Protestant/Catholic	32%	(28)	36%	(32)	5%	(5)	8%	(7)	19%	(17)	88
Evangelical	44%	(159)	23%	(83)	5%	(19)	2%	(8)	25%	(88)	357
Non-Evangelical	38%	(206)	29%	(154)	5%	(25)	5%	(28)	23%	(125)	539
Community: Urban	44%	(166)	27%	(102)	6%	(23)	3%	(13)	19%	(73)	377
Community: Suburban	39%	(261)	31%	(206)	4%	(29)	3%	(19)	23%	(153)	669
Community: Rural	33%	(127)	25%	(96)	5%	(20)	7%	(25)	31%	(119)	387
Employ: Private Sector	43%	(169)	29%	(115)	5%	(20)	4%	(15)	19%	(76)	395
Employ: Government	41%	(37)	29%	(26)	5%	(4)	5%	(5)	20%	(18)	90
Employ: Self-Employed	43%	(46)	27%	(29)	7%	(7)	6%	(6)	18%	(19)	108
Employ: Homemaker	30%	(34)	45%	(49)	1%	(2)	4%	(5)	19%	(21)	111
Employ: Student	35%	(23)	23%	(15)	2%	(1)	1%	(1)	39%	(25)	65
Employ: Retired	26%	(92)	28%	(100)	8%	(27)	3%	(12)	35%	(123)	352
Employ: Unemployed	53%	(119)	24%	(54)	3%	(7)	4%	(9)	16%	(35)	224
Employ: Other	41%	(36)	19%	(17)	5%	(4)	5%	(4)	31%	(27)	88
Military HH: Yes	37%	(93)	30%	(75)	5%	(12)	2%	(6)	26%	(66)	250
Military HH: No	39%	(461)	28%	(330)	5%	(60)	4%	(51)	24%	(279)	1182
RD/WT: Right Direction	45%	(179)	22%	(89)	5%	(20)	5%	(21)	22%	(89)	397
RD/WT: Wrong Track	36%	(376)	31%	(316)	5%	(52)	3%	(36)	25%	(256)	1035
Trump Job Approve	37%	(210)	28%	(159)	3%	(19)	6%	(32)	26%	(144)	563
Trump Job Disapprove	40%	(327)	29%	(237)	6%	(49)	3%	(22)	22%	(178)	813

Continued on next page

Table MCSP8_13: How well do each of the following words describe Michael Jordan?

Cool

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	39%	(554)	28%	(405)	5%	(72)	4%	(57)	24%	(345)	1433
Trump Job Strongly Approve	38%	(128)	24%	(82)	4%	(13)	6%	(20)	29%	(98)	341
Trump Job Somewhat Approve	37%	(82)	35%	(77)	3%	(6)	5%	(12)	21%	(46)	222
Trump Job Somewhat Disapprove	33%	(51)	42%	(65)	5%	(8)	2%	(3)	18%	(28)	156
Trump Job Strongly Disapprove	42%	(275)	26%	(172)	6%	(41)	3%	(19)	23%	(150)	656
Favorable of Trump	37%	(206)	29%	(160)	4%	(21)	6%	(33)	25%	(139)	559
Unfavorable of Trump	41%	(333)	28%	(227)	6%	(51)	3%	(21)	22%	(181)	813
Very Favorable of Trump	39%	(137)	24%	(83)	3%	(9)	6%	(22)	29%	(100)	352
Somewhat Favorable of Trump	33%	(69)	37%	(76)	6%	(11)	5%	(11)	19%	(39)	207
Somewhat Unfavorable of Trump	44%	(63)	32%	(45)	4%	(6)	—	(1)	19%	(27)	142
Very Unfavorable of Trump	40%	(270)	27%	(182)	7%	(45)	3%	(20)	23%	(155)	671
#1 Issue: Economy	40%	(230)	28%	(162)	6%	(36)	4%	(22)	21%	(122)	572
#1 Issue: Security	27%	(29)	29%	(32)	1%	(1)	8%	(8)	35%	(38)	109
#1 Issue: Health Care	35%	(99)	35%	(97)	5%	(14)	5%	(14)	20%	(57)	281
#1 Issue: Medicare / Social Security	34%	(57)	28%	(46)	4%	(7)	2%	(4)	32%	(53)	167
#1 Issue: Women's Issues	45%	(37)	28%	(23)	2%	(1)	6%	(5)	20%	(17)	83
#1 Issue: Education	53%	(35)	16%	(10)	8%	(5)	2%	(1)	21%	(14)	66
#1 Issue: Energy	36%	(18)	25%	(12)	7%	(4)	—	(0)	32%	(16)	50
#1 Issue: Other	47%	(50)	21%	(22)	2%	(2)	3%	(3)	27%	(28)	105
2018 House Vote: Democrat	46%	(225)	28%	(139)	4%	(18)	3%	(16)	19%	(94)	492
2018 House Vote: Republican	33%	(132)	29%	(117)	5%	(20)	5%	(21)	27%	(109)	398
2016 Vote: Hillary Clinton	45%	(199)	28%	(126)	4%	(16)	3%	(14)	20%	(89)	444
2016 Vote: Donald Trump	34%	(154)	28%	(125)	5%	(22)	7%	(29)	27%	(121)	451
2016 Vote: Other	27%	(19)	32%	(22)	7%	(5)	—	(0)	34%	(23)	68
2016 Vote: Didn't Vote	39%	(183)	28%	(132)	6%	(29)	3%	(13)	24%	(112)	469
Voted in 2014: Yes	38%	(303)	28%	(228)	5%	(40)	5%	(39)	24%	(192)	802
Voted in 2014: No	40%	(251)	28%	(177)	5%	(32)	3%	(18)	24%	(152)	631
2012 Vote: Barack Obama	43%	(234)	27%	(150)	4%	(24)	3%	(19)	22%	(122)	550
2012 Vote: Mitt Romney	29%	(86)	29%	(87)	5%	(15)	5%	(15)	31%	(93)	296
2012 Vote: Didn't Vote	41%	(217)	28%	(152)	6%	(30)	3%	(16)	22%	(118)	533

Continued on next page

Table MCSP8_13: How well do each of the following words describe Michael Jordan?

Cool

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	39%	(554)	28%	(405)	5%	(72)	4%	(57)	24%	(345)	1433
4-Region: Northeast	36%	(96)	30%	(78)	6%	(16)	3%	(7)	25%	(65)	262
4-Region: Midwest	41%	(129)	26%	(80)	5%	(16)	5%	(15)	24%	(75)	314
4-Region: South	39%	(215)	31%	(169)	5%	(26)	4%	(20)	22%	(123)	554
4-Region: West	38%	(115)	26%	(77)	5%	(14)	5%	(15)	27%	(82)	303
Sports fans	46%	(433)	31%	(292)	5%	(47)	3%	(26)	15%	(136)	933
Avid sports fans	56%	(162)	30%	(87)	4%	(13)	2%	(7)	7%	(21)	290
Casual sports fans	42%	(271)	32%	(204)	5%	(34)	3%	(19)	18%	(115)	642
NFL fans	48%	(418)	30%	(267)	5%	(44)	2%	(20)	15%	(131)	880
MLB fans	46%	(339)	30%	(220)	6%	(42)	3%	(26)	15%	(115)	741
NBA fans	54%	(353)	30%	(195)	5%	(32)	2%	(11)	10%	(65)	656
NHL fans	50%	(243)	26%	(128)	5%	(23)	4%	(19)	15%	(74)	488
WNBA fans	55%	(182)	26%	(86)	4%	(14)	2%	(6)	14%	(45)	332
College football fans	46%	(328)	32%	(231)	5%	(39)	3%	(21)	14%	(98)	717
College basketball fans	48%	(290)	32%	(194)	6%	(36)	3%	(18)	11%	(68)	607
Golf fans	45%	(179)	34%	(136)	5%	(20)	3%	(13)	12%	(47)	395
Tennis fans	46%	(211)	33%	(148)	5%	(24)	4%	(20)	12%	(53)	455
Auto racing fans	46%	(241)	28%	(147)	5%	(27)	5%	(25)	16%	(82)	521
Soccer fans	47%	(218)	29%	(133)	5%	(25)	5%	(23)	14%	(63)	462
Gymnastics fans	44%	(295)	32%	(215)	4%	(27)	3%	(20)	17%	(116)	672
Competitive swimming fans	49%	(205)	28%	(114)	4%	(16)	3%	(13)	16%	(66)	414
Basketball players	61%	(99)	25%	(40)	4%	(7)	3%	(4)	7%	(11)	162
Basketball fans	55%	(283)	30%	(155)	4%	(18)	2%	(10)	10%	(49)	515
Sneaker enthusiasts	54%	(154)	24%	(69)	9%	(26)	4%	(11)	9%	(26)	286
Golfers	41%	(53)	30%	(39)	10%	(13)	3%	(4)	17%	(22)	131
Athletes	55%	(157)	28%	(79)	3%	(8)	2%	(7)	13%	(36)	287
Under Armour: Very fav	59%	(229)	23%	(90)	2%	(9)	4%	(14)	11%	(44)	385
Nike: Very fav	59%	(311)	24%	(128)	3%	(14)	2%	(12)	12%	(62)	528
Adidas: Very fav	63%	(267)	19%	(79)	3%	(14)	2%	(8)	13%	(57)	425
Michael Jordan: Very fav	70%	(348)	21%	(105)	1%	(7)	1%	(7)	6%	(32)	499
LeBron James: Very fav	66%	(203)	23%	(72)	2%	(8)	1%	(2)	8%	(24)	310

Continued on next page

Table MCSP8_13: How well do each of the following words describe Michael Jordan?
Cool

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	39%	(554)	28%	(405)	5%	(72)	4%	(57)	24%	(345)	1433
Stephen Curry: Very fav	66%	(183)	20%	(55)	5%	(14)	1%	(4)	7%	(21)	275
Jordan Brand: Very fav	70%	(183)	22%	(57)	2%	(4)	—	(1)	7%	(17)	263
Curry Brand: Very fav	74%	(91)	20%	(24)	1%	(2)	1%	(1)	4%	(5)	122
Under Armour: Favorable	46%	(431)	30%	(281)	5%	(46)	3%	(32)	17%	(156)	947
Nike: Favorable	47%	(452)	30%	(292)	4%	(35)	2%	(23)	17%	(166)	969
Adidas: Favorable	46%	(475)	30%	(313)	4%	(41)	2%	(24)	17%	(176)	1029
Michael Jordan: Favorable	53%	(524)	30%	(298)	3%	(25)	1%	(13)	13%	(130)	991
LeBron James: Favorable	52%	(363)	31%	(218)	5%	(35)	2%	(11)	10%	(72)	699
Stephen Curry: Favorable	54%	(351)	29%	(185)	6%	(36)	2%	(12)	10%	(64)	648
Jordan Brand: Favorable	57%	(332)	30%	(172)	3%	(15)	2%	(12)	9%	(51)	582
Curry Brand: Favorable	60%	(199)	25%	(84)	6%	(21)	4%	(12)	5%	(15)	332
Often buy sportswear	59%	(112)	22%	(41)	4%	(9)	6%	(11)	9%	(17)	189
Often/Sometimes buy sportswear	45%	(396)	28%	(248)	5%	(45)	4%	(35)	17%	(148)	872
Familiar with Michael Jordan	39%	(553)	28%	(402)	5%	(72)	4%	(55)	24%	(333)	1415
Familiar with LeBron James	39%	(534)	29%	(396)	5%	(71)	4%	(54)	24%	(324)	1378
Familiar with Steph Curry	42%	(472)	30%	(340)	5%	(61)	4%	(42)	18%	(204)	1118

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

Table MCSP8_14: *How well do each of the following words describe Michael Jordan?*

Elite

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	51%	(775)	19%	(289)	4%	(54)	3%	(45)	23%	(344)	1508
Gender: Male	63%	(460)	18%	(135)	4%	(28)	2%	(16)	13%	(94)	733
Gender: Female	41%	(315)	20%	(155)	3%	(26)	4%	(29)	32%	(250)	775
Age: 18-34	55%	(254)	19%	(86)	2%	(10)	2%	(11)	21%	(97)	458
Age: 35-44	51%	(120)	23%	(54)	3%	(7)	4%	(9)	20%	(47)	237
Age: 45-64	56%	(288)	16%	(83)	4%	(22)	3%	(15)	21%	(109)	517
Age: 65+	38%	(113)	22%	(66)	5%	(16)	4%	(11)	31%	(91)	297
GenZers: 1997-2012	52%	(90)	18%	(31)	3%	(4)	5%	(8)	22%	(38)	171
Millennials: 1981-1996	56%	(235)	21%	(89)	2%	(9)	2%	(7)	19%	(77)	417
GenXers: 1965-1980	54%	(189)	17%	(59)	4%	(13)	3%	(10)	23%	(81)	352
Baby Boomers: 1946-1964	48%	(238)	20%	(99)	4%	(21)	3%	(17)	25%	(122)	497
PID: Dem (no lean)	59%	(326)	20%	(110)	3%	(19)	2%	(10)	16%	(86)	551
PID: Ind (no lean)	47%	(241)	17%	(89)	3%	(14)	2%	(12)	30%	(152)	507
PID: Rep (no lean)	46%	(208)	20%	(91)	5%	(22)	5%	(23)	24%	(106)	450
PID/Gender: Dem Men	71%	(180)	20%	(50)	3%	(7)	—	(1)	7%	(17)	255
PID/Gender: Dem Women	49%	(146)	20%	(60)	4%	(12)	3%	(9)	23%	(69)	296
PID/Gender: Ind Men	60%	(151)	17%	(44)	4%	(9)	1%	(4)	17%	(44)	252
PID/Gender: Ind Women	35%	(89)	18%	(45)	2%	(4)	3%	(8)	42%	(108)	255
PID/Gender: Rep Men	57%	(128)	18%	(41)	5%	(12)	5%	(12)	15%	(33)	227
PID/Gender: Rep Women	36%	(80)	22%	(50)	4%	(10)	5%	(11)	33%	(73)	224
Ideo: Liberal (1-3)	59%	(248)	19%	(79)	4%	(16)	2%	(6)	16%	(68)	418
Ideo: Moderate (4)	53%	(225)	20%	(87)	4%	(18)	4%	(16)	19%	(82)	428
Ideo: Conservative (5-7)	47%	(234)	20%	(100)	4%	(19)	3%	(17)	25%	(125)	495
Educ: < College	50%	(524)	18%	(188)	3%	(31)	3%	(35)	27%	(281)	1059
Educ: Bachelors degree	56%	(162)	23%	(66)	5%	(14)	2%	(7)	14%	(42)	292
Educ: Post-grad	56%	(88)	22%	(35)	6%	(9)	2%	(3)	14%	(21)	157
Income: Under 50k	47%	(401)	19%	(166)	4%	(31)	3%	(29)	27%	(233)	860
Income: 50k-100k	55%	(231)	18%	(77)	3%	(14)	3%	(11)	21%	(87)	420
Income: 100k+	63%	(142)	20%	(46)	4%	(10)	2%	(5)	11%	(25)	228
Ethnicity: White	49%	(580)	20%	(239)	3%	(41)	3%	(36)	24%	(289)	1185
Ethnicity: Hispanic	67%	(165)	13%	(33)	1%	(2)	1%	(3)	18%	(45)	247

Continued on next page

Table MCSP8_14: How well do each of the following words describe Michael Jordan?
Elite

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	51%	(775)	19%	(289)	4%	(54)	3%	(45)	23%	(344)	1508
Ethnicity: Black	63%	(122)	16%	(32)	4%	(8)	3%	(5)	14%	(26)	194
Ethnicity: Other	56%	(72)	14%	(19)	4%	(5)	3%	(4)	23%	(30)	129
All Christian	53%	(381)	20%	(143)	3%	(24)	3%	(25)	20%	(147)	720
All Non-Christian	41%	(28)	31%	(21)	2%	(1)	2%	(1)	24%	(17)	69
Atheist	58%	(41)	20%	(14)	1%	(1)	4%	(3)	17%	(12)	70
Agnostic/Nothing in particular	49%	(189)	15%	(59)	6%	(24)	3%	(11)	26%	(100)	383
Something Else	51%	(136)	19%	(52)	2%	(4)	2%	(5)	26%	(69)	267
Religious Non-Protestant/Catholic	41%	(37)	32%	(29)	3%	(3)	1%	(1)	22%	(20)	90
Evangelical	54%	(201)	20%	(76)	3%	(10)	2%	(9)	21%	(78)	373
Non-Evangelical	52%	(301)	18%	(106)	3%	(16)	4%	(21)	23%	(134)	579
Community: Urban	53%	(215)	22%	(88)	3%	(13)	4%	(16)	18%	(74)	406
Community: Suburban	55%	(393)	20%	(142)	4%	(27)	1%	(10)	20%	(146)	717
Community: Rural	43%	(167)	15%	(59)	4%	(14)	5%	(20)	32%	(124)	385
Employ: Private Sector	55%	(233)	20%	(84)	4%	(17)	2%	(11)	18%	(77)	421
Employ: Government	56%	(46)	13%	(11)	5%	(4)	5%	(4)	21%	(17)	82
Employ: Self-Employed	55%	(72)	16%	(20)	6%	(7)	4%	(5)	20%	(27)	131
Employ: Homemaker	39%	(42)	28%	(30)	1%	(1)	7%	(8)	24%	(25)	107
Employ: Student	50%	(35)	19%	(14)	3%	(2)	2%	(2)	26%	(18)	71
Employ: Retired	46%	(170)	19%	(72)	4%	(16)	2%	(9)	28%	(104)	372
Employ: Unemployed	55%	(126)	20%	(45)	3%	(6)	2%	(4)	20%	(46)	227
Employ: Other	52%	(51)	13%	(13)	1%	(1)	3%	(3)	31%	(30)	97
Military HH: Yes	50%	(129)	21%	(53)	3%	(8)	3%	(9)	23%	(58)	255
Military HH: No	52%	(646)	19%	(237)	4%	(47)	3%	(36)	23%	(287)	1253
RD/WT: Right Direction	52%	(233)	18%	(78)	4%	(18)	4%	(17)	22%	(99)	446
RD/WT: Wrong Track	51%	(542)	20%	(211)	3%	(37)	3%	(28)	23%	(245)	1062
Trump Job Approve	46%	(284)	20%	(122)	4%	(23)	4%	(25)	26%	(160)	614
Trump Job Disapprove	55%	(453)	20%	(165)	4%	(31)	2%	(18)	19%	(156)	822

Continued on next page

Table MCSP8_14: How well do each of the following words describe Michael Jordan?

Elite

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	51%	(775)	19%	(289)	4%	(54)	3%	(45)	23%	(344)	1508
Trump Job Strongly Approve	45%	(160)	19%	(69)	5%	(17)	5%	(17)	26%	(91)	354
Trump Job Somewhat Approve	48%	(125)	20%	(53)	2%	(6)	3%	(8)	26%	(69)	260
Trump Job Somewhat Disapprove	46%	(74)	24%	(39)	7%	(11)	4%	(6)	20%	(32)	162
Trump Job Strongly Disapprove	57%	(379)	19%	(126)	3%	(19)	2%	(12)	19%	(124)	660
Favorable of Trump	46%	(285)	20%	(123)	4%	(24)	5%	(30)	25%	(157)	619
Unfavorable of Trump	56%	(456)	20%	(161)	4%	(30)	1%	(11)	19%	(159)	817
Very Favorable of Trump	45%	(173)	20%	(76)	5%	(18)	5%	(19)	25%	(97)	382
Somewhat Favorable of Trump	47%	(112)	20%	(47)	3%	(6)	5%	(11)	26%	(60)	237
Somewhat Unfavorable of Trump	55%	(78)	22%	(31)	5%	(7)	1%	(1)	17%	(24)	143
Very Unfavorable of Trump	56%	(377)	19%	(130)	3%	(23)	1%	(10)	20%	(135)	675
#1 Issue: Economy	58%	(339)	18%	(105)	3%	(20)	2%	(12)	18%	(108)	584
#1 Issue: Security	33%	(39)	25%	(29)	7%	(8)	3%	(3)	33%	(39)	118
#1 Issue: Health Care	54%	(166)	21%	(65)	3%	(8)	3%	(9)	19%	(60)	308
#1 Issue: Medicare / Social Security	38%	(70)	20%	(36)	7%	(12)	3%	(6)	32%	(58)	182
#1 Issue: Women's Issues	47%	(42)	21%	(19)	—	(0)	4%	(3)	28%	(26)	90
#1 Issue: Education	52%	(39)	23%	(17)	2%	(2)	6%	(4)	18%	(14)	76
#1 Issue: Other	56%	(57)	12%	(12)	2%	(2)	2%	(2)	27%	(28)	102
2018 House Vote: Democrat	60%	(302)	21%	(104)	3%	(15)	1%	(6)	16%	(79)	507
2018 House Vote: Republican	43%	(176)	21%	(85)	6%	(24)	4%	(18)	26%	(105)	408
2016 Vote: Hillary Clinton	56%	(243)	21%	(91)	3%	(15)	1%	(6)	18%	(78)	432
2016 Vote: Donald Trump	45%	(208)	20%	(95)	5%	(24)	5%	(24)	24%	(113)	464
2016 Vote: Other	59%	(58)	17%	(17)	2%	(2)	4%	(4)	18%	(18)	98
2016 Vote: Didn't Vote	52%	(266)	17%	(86)	3%	(14)	2%	(11)	26%	(136)	514
Voted in 2014: Yes	52%	(427)	21%	(171)	5%	(38)	3%	(25)	20%	(163)	823
Voted in 2014: No	51%	(348)	17%	(118)	2%	(17)	3%	(20)	27%	(182)	685
2012 Vote: Barack Obama	55%	(305)	19%	(109)	4%	(22)	2%	(13)	20%	(109)	559
2012 Vote: Mitt Romney	48%	(146)	20%	(61)	7%	(21)	4%	(13)	22%	(66)	306
2012 Vote: Other	47%	(30)	14%	(9)	3%	(2)	1%	(1)	35%	(22)	64
2012 Vote: Didn't Vote	51%	(291)	19%	(108)	2%	(9)	3%	(19)	25%	(146)	573

Continued on next page

Table MCSP8_14: How well do each of the following words describe Michael Jordan?

Elite

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	51%	(775)	19%	(289)	4%	(54)	3%	(45)	23%	(344)	1508
4-Region: Northeast	49%	(140)	22%	(62)	3%	(10)	3%	(9)	22%	(64)	286
4-Region: Midwest	52%	(162)	18%	(57)	5%	(16)	3%	(10)	22%	(68)	313
4-Region: South	52%	(294)	18%	(101)	3%	(18)	3%	(18)	24%	(139)	570
4-Region: West	53%	(178)	20%	(68)	3%	(10)	2%	(8)	22%	(73)	339
Sports fans	64%	(626)	18%	(182)	4%	(35)	2%	(17)	13%	(125)	985
Avid sports fans	77%	(251)	14%	(44)	2%	(6)	2%	(7)	5%	(17)	325
Casual sports fans	57%	(376)	21%	(138)	4%	(29)	1%	(10)	16%	(108)	660
NFL fans	64%	(593)	19%	(179)	3%	(30)	2%	(16)	12%	(113)	931
MLB fans	63%	(500)	19%	(148)	3%	(24)	2%	(15)	13%	(106)	792
NBA fans	68%	(482)	19%	(132)	3%	(22)	1%	(10)	9%	(60)	706
NHL fans	62%	(319)	21%	(107)	3%	(17)	3%	(13)	11%	(58)	515
WNBA fans	65%	(217)	21%	(70)	2%	(7)	1%	(5)	11%	(36)	334
College football fans	62%	(472)	19%	(143)	4%	(29)	2%	(17)	13%	(101)	762
College basketball fans	67%	(424)	19%	(120)	3%	(18)	2%	(10)	10%	(64)	636
Golf fans	59%	(254)	23%	(98)	4%	(17)	2%	(9)	12%	(52)	430
Tennis fans	62%	(302)	20%	(96)	3%	(15)	3%	(16)	13%	(62)	490
Auto racing fans	58%	(316)	19%	(103)	5%	(26)	4%	(21)	15%	(82)	549
Soccer fans	59%	(288)	23%	(113)	3%	(17)	3%	(13)	12%	(60)	491
Gymnastics fans	56%	(386)	22%	(149)	3%	(22)	2%	(15)	17%	(118)	690
Competitive swimming fans	63%	(275)	20%	(89)	2%	(10)	2%	(9)	13%	(57)	440
Basketball players	77%	(126)	14%	(24)	2%	(3)	2%	(3)	5%	(8)	164
Basketball fans	70%	(368)	16%	(86)	3%	(17)	1%	(6)	10%	(51)	528
Sneaker enthusiasts	69%	(218)	14%	(45)	4%	(14)	2%	(7)	9%	(29)	313
Golfers	63%	(85)	18%	(24)	5%	(7)	3%	(3)	12%	(17)	136
Athletes	73%	(201)	13%	(36)	2%	(6)	1%	(3)	11%	(30)	276
Under Armour: Very fav	69%	(290)	17%	(70)	1%	(6)	4%	(17)	10%	(40)	422
Nike: Very fav	66%	(366)	16%	(89)	3%	(14)	3%	(14)	13%	(69)	552
Adidas: Very fav	68%	(316)	18%	(82)	2%	(10)	2%	(11)	10%	(49)	467
Michael Jordan: Very fav	77%	(381)	13%	(62)	2%	(10)	1%	(6)	7%	(34)	493
LeBron James: Very fav	76%	(255)	13%	(42)	1%	(4)	2%	(6)	8%	(27)	334

Continued on next page

Table MCSP8_14: How well do each of the following words describe Michael Jordan?

Elite

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	51%	(775)	19%	(289)	4%	(54)	3%	(45)	23%	(344)	1508
Stephen Curry: Very fav	81%	(219)	10%	(26)	2%	(5)	2%	(5)	6%	(15)	271
Jordan Brand: Very fav	85%	(241)	9%	(27)	2%	(5)	—	(1)	3%	(10)	284
Curry Brand: Very fav	89%	(97)	6%	(7)	3%	(3)	—	(1)	1%	(2)	109
Under Armour: Favorable	60%	(605)	19%	(197)	4%	(40)	3%	(27)	14%	(144)	1013
Nike: Favorable	58%	(586)	20%	(207)	3%	(29)	3%	(26)	17%	(169)	1016
Adidas: Favorable	57%	(629)	21%	(229)	4%	(40)	2%	(26)	16%	(171)	1095
Michael Jordan: Favorable	65%	(657)	19%	(198)	3%	(28)	2%	(16)	12%	(119)	1018
LeBron James: Favorable	66%	(486)	21%	(151)	2%	(18)	1%	(8)	9%	(69)	732
Stephen Curry: Favorable	71%	(448)	17%	(106)	3%	(17)	1%	(9)	7%	(47)	628
Jordan Brand: Favorable	72%	(442)	17%	(105)	2%	(14)	—	(2)	8%	(48)	610
Curry Brand: Favorable	77%	(255)	15%	(51)	3%	(9)	1%	(3)	4%	(14)	332
Often buy sportswear	68%	(145)	16%	(35)	2%	(3)	3%	(7)	11%	(22)	212
Often/Sometimes buy sportswear	60%	(545)	18%	(168)	3%	(26)	2%	(18)	17%	(155)	912
Familiar with Michael Jordan	52%	(772)	19%	(288)	4%	(54)	3%	(45)	22%	(329)	1488
Familiar with LeBron James	53%	(758)	19%	(275)	4%	(54)	3%	(44)	21%	(303)	1433
Familiar with Steph Curry	58%	(649)	19%	(212)	4%	(43)	3%	(32)	17%	(190)	1125

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

Table MCSP8_15: How well do each of the following words describe Michael Jordan?

Humble

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	26%	(400)	26%	(389)	11%	(160)	10%	(154)	27% (408)	1512
Gender: Male	31%	(231)	23%	(175)	14%	(105)	13%	(93)	19% (142)	746
Gender: Female	22%	(170)	28%	(214)	7%	(55)	8%	(61)	35% (266)	765
Age: 18-34	33%	(148)	26%	(117)	7%	(30)	8%	(36)	27% (122)	454
Age: 35-44	29%	(75)	26%	(67)	10%	(25)	9%	(23)	25% (65)	254
Age: 45-64	25%	(128)	23%	(117)	14%	(71)	12%	(64)	26% (136)	516
Age: 65+	17%	(49)	31%	(88)	12%	(34)	11%	(31)	29% (85)	287
GenZers: 1997-2012	36%	(64)	24%	(42)	4%	(7)	11%	(19)	25% (45)	177
Millennials: 1981-1996	31%	(131)	28%	(117)	8%	(35)	7%	(32)	26% (108)	423
GenXers: 1965-1980	25%	(90)	25%	(91)	13%	(49)	10%	(36)	27% (98)	364
Baby Boomers: 1946-1964	22%	(108)	24%	(116)	12%	(59)	13%	(61)	29% (140)	484
PID: Dem (no lean)	31%	(178)	30%	(170)	11%	(60)	8%	(43)	20% (115)	567
PID: Ind (no lean)	21%	(108)	22%	(110)	10%	(53)	10%	(52)	37% (186)	509
PID: Rep (no lean)	26%	(115)	25%	(109)	11%	(47)	14%	(59)	24% (106)	436
PID/Gender: Dem Men	38%	(101)	30%	(80)	14%	(37)	8%	(22)	11% (29)	269
PID/Gender: Dem Women	26%	(76)	30%	(91)	8%	(23)	7%	(21)	29% (86)	298
PID/Gender: Ind Men	22%	(56)	21%	(56)	14%	(37)	16%	(42)	27% (70)	261
PID/Gender: Ind Women	21%	(51)	22%	(54)	6%	(16)	4%	(10)	47% (116)	248
PID/Gender: Rep Men	34%	(73)	18%	(39)	14%	(31)	14%	(30)	20% (43)	217
PID/Gender: Rep Women	19%	(42)	32%	(70)	7%	(15)	13%	(29)	29% (63)	220
Ideo: Liberal (1-3)	27%	(117)	29%	(126)	13%	(56)	9%	(42)	23% (100)	441
Ideo: Moderate (4)	25%	(97)	24%	(94)	11%	(43)	12%	(47)	28% (108)	389
Ideo: Conservative (5-7)	25%	(127)	26%	(133)	11%	(56)	12%	(63)	27% (138)	516
Educ: < College	29%	(303)	25%	(264)	8%	(80)	9%	(93)	29% (304)	1045
Educ: Bachelors degree	19%	(59)	27%	(82)	18%	(54)	14%	(43)	22% (66)	304
Educ: Post-grad	24%	(38)	26%	(42)	15%	(25)	11%	(18)	24% (38)	163
Income: Under 50k	28%	(234)	27%	(225)	9%	(72)	9%	(79)	28% (237)	847
Income: 50k-100k	25%	(110)	27%	(118)	12%	(52)	9%	(38)	28% (125)	442
Income: 100k+	25%	(57)	21%	(46)	16%	(36)	17%	(37)	21% (46)	222
Ethnicity: White	24%	(278)	25%	(295)	11%	(134)	11%	(132)	29% (341)	1179
Ethnicity: Hispanic	39%	(95)	17%	(41)	9%	(22)	14%	(34)	22% (53)	245

Continued on next page

Table MCSP8_15: How well do each of the following words describe Michael Jordan?

Humble

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	26%	(400)	26%	(389)	11%	(160)	10%	(154)	27%	(408)	1512
Ethnicity: Black	39%	(76)	36%	(70)	7%	(14)	5%	(10)	13%	(26)	196
Ethnicity: Other	34%	(46)	17%	(24)	9%	(13)	9%	(13)	30%	(41)	137
All Christian	26%	(178)	26%	(176)	13%	(91)	11%	(76)	25%	(170)	690
All Non-Christian	30%	(18)	27%	(17)	10%	(6)	9%	(5)	24%	(15)	61
Atheist	32%	(24)	23%	(17)	17%	(13)	10%	(8)	18%	(14)	75
Agnostic/Nothing in particular	24%	(97)	24%	(98)	10%	(42)	9%	(37)	34%	(139)	413
Something Else	30%	(83)	30%	(81)	3%	(9)	11%	(29)	26%	(70)	271
Religious Non-Protestant/Catholic	27%	(21)	29%	(23)	10%	(8)	11%	(9)	23%	(18)	79
Evangelical	29%	(106)	27%	(98)	10%	(36)	13%	(48)	22%	(79)	366
Non-Evangelical	26%	(150)	26%	(151)	10%	(60)	9%	(53)	28%	(157)	572
Community: Urban	36%	(146)	26%	(106)	7%	(27)	11%	(45)	21%	(88)	412
Community: Suburban	21%	(147)	26%	(182)	14%	(95)	10%	(70)	29%	(200)	694
Community: Rural	26%	(107)	25%	(101)	9%	(38)	10%	(39)	30%	(120)	405
Employ: Private Sector	29%	(115)	22%	(88)	13%	(51)	15%	(60)	21%	(81)	395
Employ: Government	38%	(36)	21%	(20)	8%	(7)	10%	(9)	24%	(23)	94
Employ: Self-Employed	27%	(33)	21%	(25)	23%	(28)	11%	(13)	19%	(23)	123
Employ: Homemaker	13%	(15)	30%	(35)	14%	(16)	7%	(8)	37%	(42)	116
Employ: Student	35%	(27)	20%	(16)	7%	(5)	2%	(2)	36%	(28)	77
Employ: Retired	16%	(54)	30%	(103)	12%	(40)	12%	(40)	31%	(105)	342
Employ: Unemployed	34%	(89)	29%	(76)	4%	(10)	6%	(16)	26%	(68)	260
Employ: Other	29%	(31)	26%	(28)	2%	(2)	6%	(7)	36%	(38)	106
Military HH: Yes	28%	(72)	25%	(64)	10%	(27)	9%	(23)	28%	(71)	256
Military HH: No	26%	(328)	26%	(325)	11%	(133)	10%	(131)	27%	(337)	1256
RD/WT: Right Direction	31%	(134)	22%	(93)	10%	(41)	10%	(40)	28%	(117)	426
RD/WT: Wrong Track	25%	(266)	27%	(296)	11%	(119)	10%	(114)	27%	(291)	1086
Trump Job Approve	27%	(170)	24%	(148)	10%	(60)	10%	(61)	29%	(182)	621
Trump Job Disapprove	26%	(217)	28%	(234)	11%	(94)	11%	(90)	24%	(196)	832

Continued on next page

Table MCSP8_15: How well do each of the following words describe Michael Jordan?

Humble

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	26%	(400)	26%	(389)	11%	(160)	10%	(154)	27% (408)	1512
Trump Job Strongly Approve	29%	(105)	23%	(82)	8%	(29)	12%	(43)	28% (100)	360
Trump Job Somewhat Approve	25%	(64)	25%	(66)	12%	(31)	7%	(18)	31% (82)	261
Trump Job Somewhat Disapprove	22%	(36)	32%	(51)	12%	(19)	9%	(15)	24% (39)	161
Trump Job Strongly Disapprove	27%	(181)	27%	(183)	11%	(75)	11%	(75)	23% (157)	671
Favorable of Trump	27%	(166)	25%	(155)	11%	(67)	10%	(62)	27% (165)	616
Unfavorable of Trump	27%	(224)	26%	(218)	11%	(93)	10%	(85)	25% (206)	826
Very Favorable of Trump	30%	(119)	23%	(91)	9%	(37)	12%	(48)	25% (98)	392
Somewhat Favorable of Trump	21%	(47)	29%	(64)	14%	(30)	6%	(14)	30% (67)	223
Somewhat Unfavorable of Trump	28%	(40)	27%	(38)	11%	(15)	8%	(11)	27% (39)	144
Very Unfavorable of Trump	27%	(184)	26%	(179)	11%	(77)	11%	(73)	25% (167)	681
#1 Issue: Economy	29%	(174)	26%	(158)	12%	(72)	9%	(57)	24% (149)	609
#1 Issue: Security	23%	(27)	28%	(33)	11%	(13)	11%	(13)	27% (32)	118
#1 Issue: Health Care	23%	(67)	29%	(85)	12%	(34)	10%	(30)	26% (75)	290
#1 Issue: Medicare / Social Security	26%	(44)	23%	(40)	12%	(20)	11%	(18)	29% (49)	172
#1 Issue: Women's Issues	31%	(25)	18%	(14)	7%	(5)	9%	(8)	35% (28)	80
#1 Issue: Education	37%	(28)	28%	(21)	5%	(3)	13%	(10)	17% (13)	76
#1 Issue: Energy	17%	(9)	25%	(13)	10%	(5)	16%	(8)	32% (16)	51
#1 Issue: Other	23%	(27)	22%	(26)	6%	(7)	9%	(11)	39% (46)	117
2018 House Vote: Democrat	28%	(142)	27%	(138)	13%	(64)	10%	(49)	22% (112)	505
2018 House Vote: Republican	23%	(95)	25%	(104)	12%	(48)	13%	(52)	27% (110)	409
2016 Vote: Hillary Clinton	27%	(124)	28%	(128)	13%	(58)	9%	(41)	23% (103)	453
2016 Vote: Donald Trump	25%	(116)	25%	(116)	12%	(56)	12%	(57)	25% (112)	455
2016 Vote: Other	14%	(12)	13%	(12)	14%	(13)	16%	(15)	43% (39)	91
2016 Vote: Didn't Vote	29%	(149)	26%	(134)	6%	(33)	8%	(43)	30% (154)	512
Voted in 2014: Yes	26%	(209)	26%	(210)	12%	(99)	11%	(92)	25% (203)	812
Voted in 2014: No	27%	(191)	26%	(179)	9%	(61)	9%	(62)	29% (205)	700
2012 Vote: Barack Obama	32%	(174)	25%	(137)	12%	(67)	8%	(45)	23% (129)	552
2012 Vote: Mitt Romney	17%	(51)	25%	(77)	14%	(43)	14%	(42)	30% (89)	302
2012 Vote: Other	13%	(8)	18%	(10)	13%	(7)	15%	(9)	41% (24)	58
2012 Vote: Didn't Vote	28%	(168)	27%	(162)	7%	(42)	10%	(58)	28% (166)	596

Continued on next page

Table MCSP8_15: How well do each of the following words describe Michael Jordan?

Humble

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	26%	(400)	26%	(389)	11%	(160)	10%	(154)	27%	(408)	1512
4-Region: Northeast	24%	(67)	27%	(74)	12%	(33)	8%	(22)	29%	(81)	277
4-Region: Midwest	26%	(83)	27%	(85)	12%	(37)	10%	(33)	24%	(77)	314
4-Region: South	29%	(158)	27%	(148)	11%	(60)	10%	(58)	23%	(128)	552
4-Region: West	25%	(92)	22%	(82)	8%	(30)	11%	(41)	33%	(122)	369
Sports fans	31%	(308)	27%	(268)	13%	(124)	10%	(95)	19%	(189)	984
Avid sports fans	41%	(128)	24%	(73)	14%	(44)	13%	(41)	7%	(23)	310
Casual sports fans	27%	(180)	29%	(194)	12%	(80)	8%	(54)	25%	(165)	674
NFL fans	32%	(296)	26%	(245)	12%	(111)	11%	(99)	19%	(178)	929
MLB fans	30%	(232)	25%	(192)	13%	(100)	12%	(89)	20%	(148)	761
NBA fans	39%	(265)	25%	(172)	12%	(84)	11%	(76)	12%	(85)	682
NHL fans	32%	(163)	27%	(141)	12%	(63)	11%	(57)	17%	(88)	512
WNBA fans	40%	(124)	29%	(91)	11%	(33)	6%	(20)	14%	(44)	311
College football fans	29%	(212)	29%	(215)	13%	(99)	13%	(95)	16%	(119)	740
College basketball fans	30%	(186)	30%	(184)	13%	(82)	13%	(77)	14%	(85)	615
Golf fans	32%	(132)	28%	(116)	16%	(65)	10%	(39)	14%	(56)	407
Tennis fans	32%	(147)	29%	(133)	13%	(60)	10%	(44)	15%	(69)	453
Auto racing fans	34%	(179)	27%	(140)	11%	(60)	11%	(59)	17%	(89)	527
Soccer fans	35%	(165)	25%	(120)	13%	(62)	11%	(52)	15%	(73)	472
Gymnastics fans	30%	(196)	29%	(191)	12%	(81)	8%	(50)	20%	(133)	652
Competitive swimming fans	34%	(143)	30%	(126)	12%	(52)	8%	(33)	17%	(72)	427
Basketball players	49%	(77)	24%	(37)	13%	(20)	7%	(11)	7%	(11)	157
Basketball fans	39%	(201)	25%	(129)	14%	(74)	10%	(50)	12%	(60)	515
Sneaker enthusiasts	45%	(143)	24%	(77)	11%	(36)	11%	(34)	9%	(28)	318
Golfers	29%	(39)	26%	(35)	20%	(27)	10%	(13)	16%	(21)	136
Athletes	45%	(132)	22%	(65)	12%	(35)	10%	(30)	11%	(33)	295
Under Armour: Very fav	47%	(169)	24%	(87)	8%	(30)	5%	(19)	15%	(55)	359
Nike: Very fav	44%	(234)	25%	(130)	10%	(51)	7%	(37)	15%	(78)	529
Adidas: Very fav	46%	(204)	26%	(113)	7%	(32)	5%	(23)	16%	(69)	441
Michael Jordan: Very fav	53%	(265)	28%	(137)	8%	(39)	5%	(23)	7%	(34)	497
LeBron James: Very fav	49%	(148)	27%	(82)	12%	(36)	7%	(22)	5%	(14)	303

Continued on next page

Table MCSP8_15: How well do each of the following words describe Michael Jordan?
Humble

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	26%	(400)	26%	(389)	11%	(160)	10%	(154)	27%	(408)	1512
Stephen Curry: Very fav	47%	(127)	24%	(66)	12%	(32)	9%	(24)	8%	(23)	271
Jordan Brand: Very fav	54%	(146)	27%	(72)	8%	(22)	4%	(10)	7%	(20)	270
Curry Brand: Very fav	53%	(58)	26%	(28)	5%	(6)	5%	(5)	11%	(12)	109
Under Armour: Favorable	31%	(302)	28%	(275)	11%	(109)	10%	(97)	20%	(192)	975
Nike: Favorable	33%	(327)	27%	(271)	11%	(112)	8%	(79)	21%	(209)	998
Adidas: Favorable	31%	(335)	29%	(318)	11%	(123)	8%	(92)	20%	(218)	1086
Michael Jordan: Favorable	36%	(366)	30%	(305)	10%	(103)	8%	(77)	17%	(169)	1020
LeBron James: Favorable	35%	(248)	29%	(210)	13%	(94)	8%	(55)	15%	(107)	713
Stephen Curry: Favorable	37%	(237)	27%	(171)	13%	(82)	11%	(74)	12%	(78)	641
Jordan Brand: Favorable	41%	(246)	30%	(180)	10%	(59)	7%	(43)	12%	(74)	602
Curry Brand: Favorable	43%	(137)	26%	(84)	11%	(37)	11%	(35)	9%	(29)	322
Often buy sportswear	46%	(91)	25%	(50)	10%	(19)	9%	(17)	11%	(21)	198
Often/Sometimes buy sportswear	31%	(279)	26%	(233)	12%	(106)	10%	(89)	21%	(191)	898
Familiar with Michael Jordan	27%	(398)	26%	(387)	11%	(159)	10%	(153)	26%	(393)	1491
Familiar with LeBron James	27%	(387)	26%	(374)	11%	(157)	11%	(154)	26%	(377)	1448
Familiar with Steph Curry	29%	(332)	26%	(305)	12%	(137)	11%	(130)	22%	(253)	1157

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

Table MCSP9_1: How well do each of the following words describe LeBron James?

Wholesome

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	20%	(279)	23%	(321)	10%	(140)	13%	(191)	34%	(483)	1413
Gender: Male	19%	(128)	26%	(170)	12%	(78)	18%	(117)	25%	(164)	656
Gender: Female	20%	(151)	20%	(152)	8%	(62)	10%	(74)	42%	(319)	757
Age: 18-34	29%	(115)	24%	(93)	9%	(36)	8%	(31)	31%	(121)	397
Age: 35-44	24%	(58)	27%	(64)	9%	(22)	9%	(21)	32%	(76)	240
Age: 45-64	15%	(71)	23%	(111)	10%	(50)	20%	(97)	32%	(155)	483
Age: 65+	12%	(35)	18%	(53)	11%	(32)	15%	(43)	45%	(131)	293
GenZers: 1997-2012	30%	(44)	23%	(34)	8%	(11)	7%	(10)	32%	(46)	145
Millennials: 1981-1996	25%	(95)	26%	(100)	11%	(42)	9%	(35)	29%	(111)	384
GenXers: 1965-1980	19%	(63)	25%	(84)	10%	(33)	14%	(47)	32%	(109)	335
Baby Boomers: 1946-1964	15%	(71)	18%	(89)	10%	(49)	19%	(90)	38%	(186)	484
PID: Dem (no lean)	31%	(160)	28%	(146)	8%	(43)	5%	(26)	27%	(141)	517
PID: Ind (no lean)	15%	(74)	22%	(109)	9%	(43)	13%	(64)	41%	(199)	490
PID: Rep (no lean)	11%	(44)	16%	(66)	13%	(53)	25%	(100)	35%	(144)	406
PID/Gender: Dem Men	32%	(73)	35%	(81)	9%	(21)	4%	(10)	20%	(47)	232
PID/Gender: Dem Women	31%	(87)	23%	(66)	8%	(23)	6%	(17)	33%	(93)	285
PID/Gender: Ind Men	14%	(34)	26%	(60)	11%	(25)	18%	(42)	31%	(72)	233
PID/Gender: Ind Women	16%	(41)	19%	(49)	7%	(18)	9%	(22)	49%	(126)	257
PID/Gender: Rep Men	11%	(21)	15%	(29)	17%	(33)	34%	(65)	23%	(44)	192
PID/Gender: Rep Women	11%	(23)	17%	(37)	10%	(21)	16%	(35)	46%	(100)	215
Ideo: Liberal (1-3)	30%	(119)	24%	(97)	10%	(38)	6%	(22)	31%	(124)	400
Ideo: Moderate (4)	22%	(87)	27%	(106)	8%	(31)	12%	(47)	32%	(127)	398
Ideo: Conservative (5-7)	10%	(47)	18%	(86)	13%	(63)	24%	(113)	34%	(161)	470
Educ: < College	21%	(201)	20%	(194)	8%	(81)	14%	(133)	36%	(349)	957
Educ: Bachelors degree	15%	(44)	30%	(87)	12%	(36)	12%	(34)	32%	(93)	293
Educ: Post-grad	21%	(34)	25%	(41)	14%	(23)	14%	(24)	25%	(41)	163
Income: Under 50k	22%	(172)	21%	(167)	8%	(63)	11%	(83)	38%	(297)	782
Income: 50k-100k	16%	(65)	23%	(95)	12%	(52)	19%	(79)	31%	(128)	419
Income: 100k+	19%	(41)	28%	(59)	12%	(25)	14%	(29)	27%	(58)	213
Ethnicity: White	16%	(171)	22%	(240)	10%	(107)	16%	(171)	37%	(403)	1093
Ethnicity: Hispanic	25%	(52)	22%	(45)	5%	(10)	17%	(34)	31%	(64)	206

Continued on next page

Table MCSP9_1: How well do each of the following words describe LeBron James?
Wholesome

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	20%	(279)	23%	(321)	10%	(140)	13%	(191)	34% (483)	1413
Ethnicity: Black	44%	(82)	22%	(40)	7%	(13)	6%	(11)	21% (39)	185
Ethnicity: Other	19%	(26)	30%	(41)	15%	(20)	6%	(8)	30% (41)	136
All Christian	17%	(110)	24%	(161)	10%	(67)	19%	(128)	30% (196)	663
All Non-Christian	21%	(14)	30%	(21)	18%	(13)	2%	(1)	29% (20)	68
Atheist	23%	(17)	20%	(14)	11%	(8)	8%	(6)	38% (28)	73
Agnostic/Nothing in particular	21%	(72)	18%	(62)	10%	(35)	9%	(31)	43% (148)	347
Something Else	25%	(66)	24%	(63)	7%	(18)	9%	(25)	35% (91)	263
Religious Non-Protestant/Catholic	18%	(15)	30%	(25)	15%	(13)	6%	(5)	31% (27)	85
Evangelical	19%	(70)	25%	(91)	11%	(42)	15%	(55)	30% (112)	369
Non-Evangelical	20%	(104)	24%	(127)	8%	(41)	17%	(91)	31% (167)	530
Community: Urban	28%	(104)	26%	(96)	9%	(31)	11%	(40)	25% (92)	364
Community: Suburban	17%	(115)	23%	(159)	11%	(75)	15%	(104)	34% (237)	690
Community: Rural	17%	(60)	18%	(66)	9%	(33)	13%	(46)	43% (154)	360
Employ: Private Sector	19%	(74)	28%	(110)	10%	(40)	16%	(62)	27% (105)	391
Employ: Government	21%	(16)	24%	(18)	12%	(9)	14%	(11)	28% (21)	76
Employ: Self-Employed	21%	(23)	25%	(28)	14%	(16)	10%	(11)	30% (34)	111
Employ: Homemaker	24%	(25)	13%	(13)	6%	(6)	18%	(18)	39% (40)	102
Employ: Student	33%	(21)	15%	(9)	12%	(8)	3%	(2)	37% (23)	63
Employ: Retired	12%	(42)	20%	(67)	11%	(36)	17%	(59)	40% (133)	337
Employ: Unemployed	21%	(49)	24%	(58)	7%	(18)	9%	(21)	38% (91)	237
Employ: Other	30%	(29)	19%	(18)	8%	(7)	8%	(8)	36% (35)	97
Military HH: Yes	16%	(38)	21%	(49)	11%	(26)	16%	(38)	36% (83)	234
Military HH: No	20%	(240)	23%	(272)	10%	(114)	13%	(153)	34% (399)	1179
RD/WT: Right Direction	19%	(81)	20%	(88)	11%	(49)	16%	(67)	33% (143)	429
RD/WT: Wrong Track	20%	(197)	24%	(233)	9%	(91)	13%	(123)	34% (339)	985
Trump Job Approve	11%	(61)	17%	(98)	12%	(69)	23%	(128)	37% (210)	566
Trump Job Disapprove	25%	(201)	28%	(220)	8%	(66)	8%	(62)	31% (241)	790

Continued on next page

Table MCSP9_1: How well do each of the following words describe LeBron James?

Wholesome

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	20%	(279)	23%	(321)	10%	(140)	13%	(191)	34% (483)	1413
Trump Job Strongly Approve	10%	(35)	13%	(43)	12%	(40)	27%	(89)	37% (123)	330
Trump Job Somewhat Approve	11%	(27)	23%	(55)	12%	(29)	17%	(39)	37% (86)	236
Trump Job Somewhat Disapprove	18%	(26)	31%	(44)	13%	(18)	9%	(13)	29% (42)	143
Trump Job Strongly Disapprove	27%	(175)	27%	(176)	7%	(48)	8%	(49)	31% (199)	647
Favorable of Trump	11%	(60)	18%	(100)	12%	(67)	22%	(125)	37% (208)	561
Unfavorable of Trump	26%	(207)	27%	(212)	9%	(68)	7%	(57)	31% (246)	790
Very Favorable of Trump	9%	(32)	14%	(50)	12%	(42)	26%	(90)	38% (130)	343
Somewhat Favorable of Trump	13%	(28)	23%	(51)	12%	(26)	16%	(35)	36% (78)	218
Somewhat Unfavorable of Trump	21%	(29)	28%	(39)	7%	(9)	10%	(14)	34% (48)	139
Very Unfavorable of Trump	27%	(178)	26%	(172)	9%	(59)	6%	(42)	31% (199)	650
#1 Issue: Economy	20%	(108)	23%	(124)	11%	(58)	17%	(90)	30% (164)	543
#1 Issue: Security	9%	(10)	17%	(20)	12%	(14)	25%	(29)	37% (42)	116
#1 Issue: Health Care	23%	(63)	31%	(85)	9%	(24)	9%	(24)	28% (77)	272
#1 Issue: Medicare / Social Security	18%	(32)	18%	(32)	10%	(18)	13%	(24)	41% (73)	179
#1 Issue: Women's Issues	23%	(21)	27%	(25)	13%	(12)	4%	(4)	32% (29)	90
#1 Issue: Education	27%	(21)	19%	(15)	6%	(5)	9%	(7)	38% (29)	76
#1 Issue: Other	16%	(15)	17%	(15)	7%	(6)	7%	(7)	53% (49)	92
2018 House Vote: Democrat	31%	(144)	27%	(128)	8%	(36)	8%	(36)	27% (128)	473
2018 House Vote: Republican	10%	(38)	17%	(66)	14%	(53)	25%	(99)	34% (135)	391
2016 Vote: Hillary Clinton	28%	(117)	28%	(116)	9%	(36)	6%	(23)	30% (125)	416
2016 Vote: Donald Trump	10%	(42)	19%	(83)	13%	(58)	25%	(112)	33% (145)	441
2016 Vote: Other	13%	(10)	20%	(16)	15%	(12)	19%	(15)	33% (26)	79
2016 Vote: Didn't Vote	23%	(110)	22%	(106)	7%	(34)	9%	(41)	39% (186)	477
Voted in 2014: Yes	18%	(142)	24%	(187)	10%	(77)	17%	(128)	31% (240)	774
Voted in 2014: No	21%	(137)	21%	(135)	10%	(63)	10%	(63)	38% (243)	640
2012 Vote: Barack Obama	25%	(137)	28%	(154)	9%	(46)	8%	(45)	29% (159)	541
2012 Vote: Mitt Romney	7%	(19)	14%	(41)	17%	(48)	25%	(72)	37% (104)	284
2012 Vote: Other	7%	(4)	17%	(9)	12%	(6)	27%	(14)	38% (20)	53
2012 Vote: Didn't Vote	22%	(118)	22%	(117)	8%	(40)	11%	(59)	37% (200)	534

Continued on next page

Table MCSP9_1: How well do each of the following words describe LeBron James?
Wholesome

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	20%	(279)	23%	(321)	10%	(140)	13%	(191)	34% (483)	1413
4-Region: Northeast	23%	(60)	28%	(72)	8%	(20)	11%	(28)	30% (79)	259
4-Region: Midwest	24%	(71)	23%	(69)	12%	(35)	11%	(33)	31% (92)	300
4-Region: South	20%	(106)	21%	(112)	11%	(56)	14%	(75)	34% (179)	528
4-Region: West	13%	(41)	21%	(69)	9%	(29)	17%	(54)	41% (133)	326
Sports fans	23%	(213)	27%	(255)	12%	(110)	14%	(129)	24% (228)	934
Avid sports fans	32%	(95)	33%	(99)	12%	(34)	13%	(38)	10% (30)	296
Casual sports fans	19%	(118)	24%	(156)	12%	(76)	14%	(91)	31% (197)	638
NFL fans	25%	(218)	27%	(235)	11%	(100)	14%	(124)	23% (202)	879
MLB fans	23%	(175)	25%	(183)	13%	(96)	16%	(123)	23% (170)	747
NBA fans	32%	(206)	31%	(200)	11%	(69)	10%	(67)	17% (110)	652
NHL fans	23%	(116)	28%	(139)	12%	(58)	15%	(75)	22% (108)	496
WNBA fans	36%	(119)	31%	(103)	9%	(31)	7%	(24)	17% (56)	333
College football fans	23%	(164)	27%	(193)	13%	(91)	16%	(115)	21% (150)	713
College basketball fans	28%	(168)	31%	(190)	11%	(65)	14%	(82)	16% (98)	602
Golf fans	25%	(99)	27%	(107)	13%	(52)	17%	(66)	18% (69)	393
Tennis fans	27%	(126)	32%	(149)	12%	(55)	10%	(47)	19% (91)	467
Auto racing fans	23%	(121)	26%	(137)	12%	(61)	16%	(82)	24% (125)	525
Soccer fans	24%	(108)	32%	(142)	11%	(51)	12%	(54)	21% (93)	449
Gymnastics fans	24%	(158)	27%	(179)	11%	(73)	10%	(69)	28% (185)	664
Competitive swimming fans	27%	(113)	27%	(113)	13%	(55)	12%	(52)	21% (90)	423
Basketball players	42%	(64)	32%	(49)	13%	(20)	6%	(9)	7% (10)	152
Basketball fans	33%	(162)	30%	(148)	12%	(60)	11%	(52)	15% (73)	495
Sneaker enthusiasts	31%	(92)	26%	(77)	14%	(40)	11%	(33)	17% (51)	292
Golfers	25%	(33)	22%	(29)	9%	(12)	25%	(33)	19% (26)	133
Athletes	29%	(79)	27%	(72)	11%	(30)	15%	(41)	18% (49)	270
Under Armour: Very fav	38%	(147)	23%	(88)	7%	(28)	12%	(48)	19% (74)	385
Nike: Very fav	38%	(195)	26%	(132)	9%	(44)	5%	(27)	22% (112)	510
Adidas: Very fav	38%	(160)	26%	(109)	6%	(25)	8%	(35)	21% (87)	417
Michael Jordan: Very fav	38%	(180)	27%	(127)	10%	(49)	10%	(47)	16% (76)	478
LeBron James: Very fav	55%	(171)	30%	(92)	4%	(14)	2%	(5)	10% (30)	311

Continued on next page

Table MCSP9_1: How well do each of the following words describe LeBron James?

Wholesome

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	20%	(279)	23%	(321)	10%	(140)	13%	(191)	34%	(483)	1413
Stephen Curry: Very fav	47%	(122)	26%	(66)	10%	(25)	8%	(21)	9%	(23)	258
Jordan Brand: Very fav	46%	(126)	26%	(73)	11%	(29)	5%	(13)	12%	(35)	276
Curry Brand: Very fav	52%	(64)	28%	(34)	9%	(12)	9%	(11)	1%	(1)	122
Under Armour: Favorable	26%	(242)	27%	(255)	10%	(92)	12%	(117)	25%	(238)	944
Nike: Favorable	27%	(258)	28%	(265)	10%	(92)	7%	(64)	29%	(271)	949
Adidas: Favorable	25%	(249)	28%	(280)	9%	(93)	11%	(107)	28%	(285)	1014
Michael Jordan: Favorable	25%	(246)	26%	(253)	11%	(105)	12%	(115)	26%	(255)	974
LeBron James: Favorable	35%	(243)	33%	(230)	7%	(51)	3%	(19)	22%	(149)	693
Stephen Curry: Favorable	34%	(204)	30%	(184)	10%	(59)	10%	(63)	16%	(97)	607
Jordan Brand: Favorable	33%	(196)	31%	(180)	11%	(63)	9%	(52)	17%	(98)	589
Curry Brand: Favorable	37%	(121)	31%	(102)	13%	(42)	11%	(37)	7%	(23)	326
Often buy sportswear	35%	(70)	31%	(63)	11%	(23)	9%	(17)	14%	(28)	201
Often/Sometimes buy sportswear	25%	(206)	28%	(229)	10%	(84)	12%	(103)	25%	(202)	824
Familiar with Michael Jordan	20%	(275)	23%	(319)	10%	(140)	14%	(189)	34%	(473)	1396
Familiar with LeBron James	20%	(272)	23%	(313)	10%	(137)	14%	(186)	33%	(443)	1350
Familiar with Steph Curry	22%	(240)	25%	(262)	12%	(128)	14%	(150)	27%	(288)	1067

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

Table MCSP9_2: How well do each of the following words describe LeBron James?

Athletic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	59%	(876)	16%	(234)	2%	(35)	5%	(70)	18% (268)	1483
Gender: Male	60%	(431)	17%	(120)	3%	(22)	6%	(45)	14% (97)	715
Gender: Female	58%	(444)	15%	(114)	2%	(13)	3%	(26)	22% (171)	768
Age: 18-34	60%	(269)	16%	(73)	4%	(18)	2%	(8)	18% (79)	447
Age: 35-44	57%	(135)	18%	(43)	3%	(6)	7%	(16)	16% (38)	239
Age: 45-64	62%	(308)	14%	(72)	2%	(8)	5%	(26)	17% (85)	499
Age: 65+	55%	(164)	15%	(46)	1%	(3)	7%	(20)	22% (65)	298
GenZers: 1997-2012	59%	(99)	16%	(27)	4%	(6)	—	(0)	21% (36)	169
Millennials: 1981-1996	60%	(247)	17%	(70)	4%	(18)	5%	(20)	14% (58)	413
GenXers: 1965-1980	61%	(204)	16%	(55)	1%	(2)	6%	(19)	17% (57)	337
Baby Boomers: 1946-1964	59%	(293)	14%	(70)	2%	(9)	5%	(25)	20% (99)	496
PID: Dem (no lean)	66%	(382)	17%	(95)	2%	(12)	1%	(6)	14% (81)	576
PID: Ind (no lean)	55%	(267)	16%	(76)	2%	(8)	5%	(23)	23% (111)	485
PID: Rep (no lean)	54%	(227)	15%	(63)	4%	(15)	10%	(41)	18% (76)	422
PID/Gender: Dem Men	65%	(174)	21%	(56)	3%	(7)	1%	(2)	11% (28)	267
PID/Gender: Dem Women	67%	(208)	13%	(39)	2%	(5)	1%	(4)	17% (53)	308
PID/Gender: Ind Men	58%	(138)	16%	(39)	1%	(3)	7%	(17)	18% (42)	238
PID/Gender: Ind Women	52%	(130)	15%	(37)	2%	(5)	3%	(6)	28% (69)	247
PID/Gender: Rep Men	57%	(120)	12%	(26)	6%	(12)	13%	(26)	13% (26)	209
PID/Gender: Rep Women	50%	(107)	17%	(37)	2%	(4)	7%	(15)	23% (49)	213
Ideo: Liberal (1-3)	66%	(278)	16%	(68)	1%	(4)	1%	(4)	17% (70)	424
Ideo: Moderate (4)	63%	(251)	18%	(73)	3%	(11)	2%	(10)	14% (55)	399
Ideo: Conservative (5-7)	54%	(269)	15%	(73)	3%	(14)	11%	(53)	18% (87)	497
Educ: < College	56%	(567)	15%	(157)	3%	(26)	6%	(57)	21% (211)	1020
Educ: Bachelors degree	69%	(201)	15%	(44)	1%	(4)	3%	(9)	12% (34)	293
Educ: Post-grad	63%	(107)	19%	(32)	3%	(4)	2%	(4)	13% (22)	170
Income: Under 50k	57%	(476)	15%	(124)	3%	(24)	4%	(37)	21% (171)	832
Income: 50k-100k	58%	(253)	17%	(76)	2%	(10)	5%	(23)	16% (71)	433
Income: 100k+	68%	(147)	16%	(34)	1%	(1)	4%	(10)	12% (25)	218
Ethnicity: White	57%	(651)	16%	(178)	2%	(19)	6%	(68)	20% (225)	1141
Ethnicity: Hispanic	65%	(167)	13%	(33)	5%	(13)	5%	(12)	12% (30)	256

Continued on next page

Table MCSP9_2: How well do each of the following words describe LeBron James?

Athletic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	59%	(876)	16%	(234)	2%	(35)	5%	(70)	18% (268)	1483
Ethnicity: Black	68%	(132)	15%	(29)	5%	(10)	—	(0)	11% (22)	193
Ethnicity: Other	62%	(92)	18%	(27)	4%	(6)	2%	(2)	14% (21)	149
All Christian	58%	(395)	18%	(122)	3%	(18)	6%	(44)	15% (106)	684
All Non-Christian	54%	(38)	22%	(15)	9%	(6)	1%	(0)	15% (10)	70
Atheist	59%	(44)	13%	(10)	—	(0)	3%	(2)	24% (18)	73
Agnostic/Nothing in particular	59%	(234)	14%	(57)	2%	(7)	3%	(13)	22% (87)	398
Something Else	64%	(166)	12%	(30)	2%	(5)	4%	(11)	18% (47)	258
Religious Non-Protestant/Catholic	55%	(48)	19%	(17)	9%	(8)	—	(0)	16% (14)	87
Evangelical	59%	(208)	17%	(59)	3%	(10)	5%	(18)	17% (60)	355
Non-Evangelical	60%	(338)	16%	(90)	1%	(7)	7%	(37)	16% (89)	561
Community: Urban	59%	(241)	17%	(68)	4%	(15)	6%	(23)	15% (63)	410
Community: Suburban	65%	(453)	13%	(89)	2%	(11)	4%	(24)	17% (119)	695
Community: Rural	48%	(182)	21%	(78)	2%	(9)	6%	(23)	23% (86)	377
Employ: Private Sector	59%	(237)	16%	(66)	2%	(9)	8%	(32)	15% (59)	403
Employ: Government	55%	(49)	18%	(16)	3%	(2)	9%	(8)	15% (14)	90
Employ: Self-Employed	66%	(79)	14%	(17)	4%	(4)	3%	(4)	14% (17)	121
Employ: Homemaker	61%	(57)	13%	(12)	6%	(5)	1%	(1)	20% (19)	93
Employ: Student	59%	(44)	15%	(11)	1%	(1)	1%	(0)	24% (18)	75
Employ: Retired	59%	(217)	15%	(55)	2%	(6)	5%	(17)	20% (71)	366
Employ: Unemployed	54%	(130)	19%	(46)	2%	(4)	3%	(7)	22% (52)	240
Employ: Other	66%	(63)	11%	(11)	3%	(3)	2%	(2)	18% (17)	95
Military HH: Yes	48%	(117)	22%	(55)	2%	(5)	7%	(17)	22% (53)	247
Military HH: No	61%	(758)	15%	(179)	2%	(30)	4%	(53)	17% (214)	1236
RD/WT: Right Direction	56%	(249)	16%	(71)	5%	(20)	10%	(43)	14% (61)	445
RD/WT: Wrong Track	60%	(626)	16%	(163)	1%	(15)	3%	(28)	20% (207)	1038
Trump Job Approve	51%	(295)	16%	(94)	4%	(24)	8%	(49)	20% (117)	579
Trump Job Disapprove	65%	(549)	16%	(135)	1%	(11)	3%	(21)	15% (131)	847

Continued on next page

Table MCSP9_2: How well do each of the following words describe LeBron James?

Athletic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	59%	(876)	16%	(234)	2%	(35)	5%	(70)	18% (268)	1483
Trump Job Strongly Approve	48%	(168)	15%	(51)	4%	(13)	12%	(42)	21% (73)	348
Trump Job Somewhat Approve	55%	(127)	19%	(43)	5%	(11)	3%	(7)	19% (44)	231
Trump Job Somewhat Disapprove	60%	(96)	19%	(31)	—	(0)	6%	(10)	14% (23)	161
Trump Job Strongly Disapprove	66%	(452)	15%	(104)	2%	(11)	2%	(11)	16% (108)	686
Favorable of Trump	52%	(299)	15%	(88)	3%	(20)	9%	(53)	21% (119)	579
Unfavorable of Trump	65%	(550)	15%	(130)	2%	(14)	2%	(17)	16% (131)	843
Very Favorable of Trump	51%	(191)	13%	(50)	3%	(11)	13%	(47)	20% (76)	375
Somewhat Favorable of Trump	53%	(107)	18%	(37)	5%	(9)	3%	(6)	21% (43)	204
Somewhat Unfavorable of Trump	63%	(90)	14%	(20)	2%	(3)	6%	(8)	16% (23)	144
Very Unfavorable of Trump	66%	(460)	16%	(111)	2%	(11)	1%	(9)	15% (108)	699
#1 Issue: Economy	63%	(365)	15%	(89)	2%	(14)	4%	(25)	15% (85)	578
#1 Issue: Security	38%	(44)	18%	(21)	4%	(5)	16%	(19)	24% (28)	116
#1 Issue: Health Care	67%	(189)	16%	(45)	2%	(5)	3%	(8)	13% (35)	282
#1 Issue: Medicare / Social Security	53%	(95)	15%	(27)	1%	(2)	7%	(13)	24% (43)	180
#1 Issue: Women's Issues	51%	(45)	26%	(23)	—	(0)	—	(0)	22% (20)	88
#1 Issue: Education	65%	(50)	16%	(12)	—	(0)	1%	(0)	19% (15)	77
#1 Issue: Energy	51%	(28)	9%	(5)	10%	(5)	7%	(4)	22% (12)	54
#1 Issue: Other	57%	(61)	11%	(12)	2%	(2)	1%	(1)	29% (31)	108
2018 House Vote: Democrat	67%	(333)	15%	(77)	1%	(4)	2%	(8)	15% (74)	496
2018 House Vote: Republican	49%	(192)	17%	(68)	4%	(14)	12%	(49)	18% (70)	392
2016 Vote: Hillary Clinton	67%	(296)	16%	(71)	2%	(8)	2%	(10)	13% (58)	442
2016 Vote: Donald Trump	51%	(228)	15%	(68)	3%	(14)	12%	(52)	19% (84)	446
2016 Vote: Other	58%	(51)	16%	(14)	—	(0)	1%	(1)	25% (22)	88
2016 Vote: Didn't Vote	60%	(301)	16%	(81)	3%	(13)	1%	(7)	20% (103)	505
Voted in 2014: Yes	59%	(484)	17%	(144)	2%	(19)	5%	(45)	16% (136)	828
Voted in 2014: No	60%	(391)	14%	(90)	2%	(16)	4%	(26)	20% (132)	655
2012 Vote: Barack Obama	64%	(355)	15%	(84)	2%	(14)	3%	(18)	15% (82)	553
2012 Vote: Mitt Romney	52%	(159)	18%	(56)	2%	(7)	8%	(26)	20% (62)	310
2012 Vote: Other	53%	(29)	12%	(7)	11%	(6)	7%	(4)	16% (9)	54
2012 Vote: Didn't Vote	59%	(332)	16%	(87)	2%	(9)	4%	(20)	20% (113)	561

Continued on next page

Table MCSP9_2: How well do each of the following words describe LeBron James?

Athletic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	59%	(876)	16%	(234)	2%	(35)	5%	(70)	18% (268)	1483
4-Region: Northeast	60%	(158)	18%	(47)	2%	(5)	4%	(9)	16% (43)	261
4-Region: Midwest	61%	(191)	14%	(44)	3%	(11)	5%	(15)	16% (51)	312
4-Region: South	57%	(311)	17%	(92)	3%	(18)	5%	(29)	18% (96)	545
4-Region: West	59%	(216)	14%	(52)	1%	(2)	5%	(18)	21% (78)	365
Sports fans	66%	(646)	16%	(154)	3%	(30)	4%	(43)	10% (101)	973
Avid sports fans	76%	(242)	13%	(43)	2%	(8)	5%	(15)	3% (11)	318
Casual sports fans	62%	(405)	17%	(111)	3%	(22)	4%	(28)	14% (90)	655
NFL fans	67%	(614)	16%	(145)	3%	(25)	4%	(33)	11% (96)	913
MLB fans	65%	(509)	17%	(131)	3%	(25)	4%	(34)	10% (79)	778
NBA fans	72%	(497)	14%	(99)	3%	(18)	4%	(25)	7% (47)	686
NHL fans	64%	(335)	17%	(88)	3%	(18)	5%	(27)	10% (53)	521
WNBA fans	72%	(235)	15%	(50)	4%	(13)	2%	(7)	6% (21)	325
College football fans	66%	(499)	15%	(116)	3%	(25)	5%	(40)	10% (72)	752
College basketball fans	73%	(452)	14%	(89)	3%	(16)	3%	(20)	6% (40)	616
Golf fans	65%	(285)	16%	(70)	5%	(21)	5%	(21)	9% (41)	438
Tennis fans	66%	(309)	19%	(88)	4%	(20)	2%	(11)	8% (36)	465
Auto racing fans	57%	(314)	20%	(113)	5%	(25)	7%	(37)	12% (66)	554
Soccer fans	65%	(318)	20%	(97)	3%	(13)	4%	(19)	9% (42)	488
Gymnastics fans	65%	(441)	16%	(109)	3%	(17)	4%	(24)	13% (89)	680
Competitive swimming fans	63%	(287)	18%	(80)	4%	(19)	3%	(12)	12% (55)	453
Basketball players	70%	(112)	17%	(28)	7%	(11)	1%	(2)	5% (7)	162
Basketball fans	72%	(375)	14%	(72)	4%	(21)	4%	(23)	6% (32)	522
Sneaker enthusiasts	66%	(198)	15%	(45)	6%	(17)	4%	(12)	10% (30)	302
Golfers	65%	(89)	19%	(27)	5%	(6)	6%	(9)	5% (7)	139
Athletes	70%	(198)	14%	(40)	4%	(12)	4%	(10)	8% (22)	281
Under Armour: Very fav	77%	(276)	12%	(42)	1%	(4)	3%	(10)	7% (24)	356
Nike: Very fav	75%	(397)	11%	(58)	3%	(17)	2%	(11)	9% (46)	530
Adidas: Very fav	77%	(340)	13%	(57)	—	(2)	2%	(8)	8% (35)	441
Michael Jordan: Very fav	75%	(382)	12%	(61)	3%	(17)	4%	(21)	5% (27)	508
LeBron James: Very fav	88%	(281)	10%	(31)	—	(0)	—	(1)	1% (4)	318

Continued on next page

Table MCSP9_2: How well do each of the following words describe LeBron James?
Athletic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	59%	(876)	16%	(234)	2%	(35)	5%	(70)	18% (268)	1483
Stephen Curry: Very fav	81%	(207)	12%	(29)	3%	(7)	2%	(5)	2% (6)	255
Jordan Brand: Very fav	75%	(206)	13%	(37)	4%	(10)	2%	(7)	5% (14)	273
Curry Brand: Very fav	74%	(81)	18%	(19)	4%	(4)	2%	(2)	3% (3)	110
Under Armour: Favorable	68%	(653)	16%	(150)	2%	(16)	4%	(38)	11% (106)	962
Nike: Favorable	67%	(659)	15%	(150)	2%	(23)	3%	(29)	13% (126)	987
Adidas: Favorable	66%	(710)	16%	(170)	1%	(14)	4%	(41)	13% (139)	1074
Michael Jordan: Favorable	68%	(696)	15%	(149)	2%	(25)	4%	(45)	10% (104)	1018
LeBron James: Favorable	78%	(567)	14%	(99)	1%	(8)	—	(3)	7% (48)	726
Stephen Curry: Favorable	77%	(486)	15%	(93)	2%	(12)	2%	(10)	5% (29)	630
Jordan Brand: Favorable	72%	(439)	14%	(84)	3%	(17)	5%	(28)	7% (42)	610
Curry Brand: Favorable	76%	(247)	16%	(51)	4%	(12)	2%	(6)	3% (10)	326
Often buy sportswear	68%	(133)	17%	(34)	4%	(7)	6%	(12)	5% (10)	195
Often/Sometimes buy sportswear	67%	(598)	14%	(126)	3%	(23)	4%	(36)	12% (105)	888
Familiar with Michael Jordan	60%	(876)	16%	(230)	2%	(35)	5%	(70)	17% (256)	1466
Familiar with LeBron James	61%	(861)	16%	(223)	2%	(32)	5%	(66)	16% (230)	1412
Familiar with Steph Curry	64%	(721)	16%	(186)	3%	(34)	4%	(48)	13% (143)	1133

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

Table MCSP9_3: How well do each of the following words describe LeBron James?

Authentic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	30%	(440)	22%	(333)	7%	(97)	11%	(170)	30% (447)	1486
Gender: Male	32%	(238)	23%	(171)	8%	(58)	16%	(115)	21% (157)	738
Gender: Female	27%	(202)	22%	(162)	5%	(39)	7%	(55)	39% (290)	748
Age: 18-34	39%	(168)	18%	(78)	7%	(31)	7%	(32)	29% (125)	434
Age: 35-44	35%	(90)	24%	(60)	7%	(18)	8%	(21)	26% (66)	257
Age: 45-64	23%	(119)	25%	(125)	7%	(36)	16%	(83)	29% (147)	509
Age: 65+	22%	(63)	24%	(70)	4%	(12)	12%	(34)	38% (108)	287
GenZers: 1997-2012	45%	(82)	16%	(29)	6%	(10)	3%	(5)	30% (54)	181
Millennials: 1981-1996	33%	(131)	22%	(87)	9%	(35)	10%	(40)	26% (101)	395
GenXers: 1965-1980	28%	(102)	25%	(89)	7%	(25)	12%	(44)	28% (103)	363
Baby Boomers: 1946-1964	24%	(115)	22%	(104)	5%	(24)	15%	(74)	34% (164)	482
PID: Dem (no lean)	41%	(216)	28%	(148)	5%	(26)	2%	(13)	24% (129)	532
PID: Ind (no lean)	24%	(125)	20%	(103)	7%	(38)	12%	(62)	36% (185)	514
PID: Rep (no lean)	22%	(99)	19%	(82)	7%	(33)	22%	(95)	30% (132)	441
PID/Gender: Dem Men	47%	(115)	30%	(75)	6%	(14)	4%	(9)	14% (33)	247
PID/Gender: Dem Women	35%	(101)	26%	(73)	4%	(12)	1%	(3)	34% (96)	285
PID/Gender: Ind Men	27%	(73)	21%	(58)	9%	(25)	16%	(44)	26% (71)	271
PID/Gender: Ind Women	22%	(52)	19%	(45)	5%	(13)	8%	(18)	47% (114)	243
PID/Gender: Rep Men	23%	(50)	17%	(38)	8%	(18)	28%	(62)	24% (52)	221
PID/Gender: Rep Women	22%	(49)	20%	(44)	7%	(15)	15%	(33)	36% (80)	220
Ideo: Liberal (1-3)	38%	(162)	27%	(115)	3%	(13)	5%	(23)	27% (114)	428
Ideo: Moderate (4)	30%	(121)	27%	(112)	5%	(22)	9%	(38)	28% (115)	408
Ideo: Conservative (5-7)	20%	(97)	18%	(89)	10%	(48)	21%	(103)	32% (158)	494
Educ: < College	31%	(316)	20%	(209)	6%	(62)	12%	(122)	31% (324)	1033
Educ: Bachelors degree	27%	(79)	26%	(74)	8%	(24)	10%	(28)	29% (83)	287
Educ: Post-grad	27%	(45)	30%	(50)	7%	(12)	12%	(20)	24% (40)	166
Income: Under 50k	31%	(258)	20%	(164)	7%	(56)	10%	(83)	33% (273)	833
Income: 50k-100k	25%	(110)	24%	(106)	6%	(28)	15%	(64)	30% (129)	436
Income: 100k+	33%	(73)	29%	(64)	6%	(13)	10%	(23)	21% (45)	217
Ethnicity: White	25%	(295)	23%	(274)	6%	(75)	13%	(150)	33% (388)	1181
Ethnicity: Hispanic	33%	(81)	23%	(56)	6%	(15)	23%	(56)	16% (38)	245

Continued on next page

Table MCSP9_3: How well do each of the following words describe LeBron James?
Authentic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	30%	(440)	22%	(333)	7%	(97)	11%	(170)	30% (447)	1486
Ethnicity: Black	61%	(104)	11%	(19)	7%	(12)	4%	(7)	16% (28)	169
Ethnicity: Other	30%	(41)	30%	(40)	8%	(10)	10%	(13)	23% (31)	136
All Christian	26%	(179)	24%	(167)	8%	(56)	16%	(110)	27% (187)	698
All Non-Christian	31%	(22)	31%	(22)	3%	(2)	10%	(8)	25% (18)	72
Atheist	47%	(34)	16%	(11)	6%	(4)	8%	(6)	24% (18)	74
Agnostic/Nothing in particular	28%	(101)	19%	(69)	6%	(22)	8%	(27)	39% (141)	360
Something Else	37%	(103)	23%	(64)	5%	(13)	7%	(19)	29% (83)	282
Religious Non-Protestant/Catholic	25%	(25)	33%	(33)	7%	(7)	9%	(9)	26% (26)	100
Evangelical	33%	(126)	20%	(77)	8%	(30)	12%	(44)	27% (101)	378
Non-Evangelical	27%	(150)	24%	(138)	6%	(33)	15%	(83)	28% (160)	565
Community: Urban	38%	(149)	22%	(86)	5%	(19)	14%	(57)	21% (84)	396
Community: Suburban	28%	(201)	24%	(173)	8%	(59)	9%	(64)	30% (213)	710
Community: Rural	24%	(90)	19%	(74)	5%	(19)	13%	(49)	39% (150)	381
Employ: Private Sector	28%	(115)	23%	(93)	10%	(41)	13%	(54)	26% (104)	407
Employ: Government	35%	(38)	24%	(25)	3%	(3)	10%	(10)	28% (30)	107
Employ: Self-Employed	39%	(51)	18%	(23)	7%	(10)	12%	(16)	24% (32)	130
Employ: Homemaker	20%	(19)	25%	(25)	4%	(4)	14%	(13)	36% (35)	97
Employ: Student	43%	(33)	15%	(11)	1%	(1)	5%	(4)	35% (27)	76
Employ: Retired	23%	(82)	27%	(94)	6%	(20)	12%	(43)	32% (115)	354
Employ: Unemployed	33%	(75)	20%	(45)	6%	(14)	9%	(21)	32% (72)	226
Employ: Other	32%	(28)	18%	(16)	5%	(5)	9%	(8)	36% (32)	89
Military HH: Yes	21%	(53)	25%	(65)	5%	(12)	15%	(40)	35% (90)	259
Military HH: No	32%	(387)	22%	(268)	7%	(85)	11%	(130)	29% (357)	1227
RD/WT: Right Direction	29%	(121)	19%	(81)	9%	(38)	15%	(61)	28% (120)	421
RD/WT: Wrong Track	30%	(319)	24%	(252)	6%	(59)	10%	(108)	31% (327)	1065
Trump Job Approve	22%	(127)	18%	(108)	8%	(47)	22%	(128)	31% (181)	591
Trump Job Disapprove	35%	(293)	26%	(214)	6%	(48)	5%	(37)	28% (235)	827

Continued on next page

Table MCSP9_3: How well do each of the following words describe LeBron James?

Authentic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	30%	(440)	22%	(333)	7%	(97)	11%	(170)	30% (447)	1486
Trump Job Strongly Approve	17%	(61)	17%	(59)	8%	(30)	26%	(92)	32% (114)	355
Trump Job Somewhat Approve	28%	(67)	21%	(49)	8%	(18)	15%	(36)	28% (67)	236
Trump Job Somewhat Disapprove	32%	(52)	25%	(40)	7%	(12)	3%	(5)	32% (51)	160
Trump Job Strongly Disapprove	36%	(241)	26%	(173)	5%	(36)	5%	(33)	28% (184)	667
Favorable of Trump	22%	(128)	19%	(111)	8%	(50)	21%	(123)	31% (181)	592
Unfavorable of Trump	36%	(295)	26%	(217)	5%	(45)	4%	(37)	28% (232)	825
Very Favorable of Trump	20%	(79)	17%	(67)	8%	(31)	24%	(93)	30% (115)	385
Somewhat Favorable of Trump	24%	(49)	21%	(44)	9%	(19)	14%	(30)	32% (66)	207
Somewhat Unfavorable of Trump	34%	(48)	25%	(35)	7%	(10)	5%	(7)	29% (41)	141
Very Unfavorable of Trump	36%	(247)	27%	(182)	5%	(35)	4%	(30)	28% (190)	684
#1 Issue: Economy	30%	(172)	23%	(135)	9%	(50)	15%	(88)	23% (136)	581
#1 Issue: Security	15%	(17)	18%	(21)	7%	(8)	20%	(23)	41% (47)	116
#1 Issue: Health Care	35%	(108)	26%	(80)	6%	(18)	5%	(14)	28% (86)	305
#1 Issue: Medicare / Social Security	25%	(42)	21%	(36)	5%	(9)	13%	(22)	36% (61)	169
#1 Issue: Women's Issues	30%	(27)	18%	(16)	5%	(4)	7%	(6)	40% (36)	89
#1 Issue: Education	49%	(34)	20%	(13)	2%	(1)	4%	(3)	25% (17)	68
#1 Issue: Other	27%	(33)	18%	(21)	3%	(4)	11%	(13)	41% (49)	121
2018 House Vote: Democrat	42%	(204)	26%	(129)	4%	(19)	5%	(23)	24% (116)	491
2018 House Vote: Republican	16%	(67)	17%	(71)	9%	(39)	23%	(96)	34% (138)	411
2016 Vote: Hillary Clinton	39%	(168)	29%	(125)	3%	(14)	3%	(13)	27% (116)	436
2016 Vote: Donald Trump	19%	(84)	19%	(87)	8%	(37)	24%	(107)	30% (135)	451
2016 Vote: Other	22%	(20)	16%	(14)	11%	(10)	15%	(14)	35% (32)	90
2016 Vote: Didn't Vote	33%	(168)	21%	(106)	7%	(35)	7%	(36)	32% (163)	508
Voted in 2014: Yes	28%	(220)	24%	(190)	6%	(50)	13%	(101)	29% (231)	792
Voted in 2014: No	32%	(220)	21%	(143)	7%	(47)	10%	(69)	31% (216)	694
2012 Vote: Barack Obama	37%	(193)	28%	(149)	5%	(24)	5%	(29)	25% (133)	528
2012 Vote: Mitt Romney	15%	(43)	19%	(54)	10%	(29)	21%	(59)	35% (100)	285
2012 Vote: Other	20%	(12)	14%	(8)	3%	(2)	27%	(15)	35% (20)	57
2012 Vote: Didn't Vote	32%	(193)	20%	(122)	7%	(42)	10%	(64)	31% (190)	612

Continued on next page

Table MCSP9_3: How well do each of the following words describe LeBron James?
Authentic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	30%	(440)	22%	(333)	7%	(97)	11%	(170)	30% (447)	1486
4-Region: Northeast	30%	(80)	24%	(62)	6%	(17)	10%	(27)	30% (78)	263
4-Region: Midwest	28%	(88)	24%	(75)	6%	(19)	10%	(30)	31% (98)	311
4-Region: South	31%	(174)	23%	(127)	7%	(36)	11%	(63)	28% (156)	555
4-Region: West	27%	(98)	19%	(68)	7%	(25)	14%	(50)	32% (116)	357
Sports fans	36%	(348)	26%	(255)	7%	(68)	10%	(96)	21% (209)	976
Avid sports fans	47%	(150)	27%	(87)	7%	(22)	11%	(35)	8% (26)	320
Casual sports fans	30%	(199)	26%	(168)	7%	(45)	9%	(61)	28% (184)	656
NFL fans	36%	(335)	26%	(239)	7%	(63)	10%	(89)	22% (200)	925
MLB fans	33%	(252)	26%	(198)	9%	(67)	12%	(90)	21% (166)	772
NBA fans	44%	(294)	26%	(178)	6%	(43)	9%	(63)	14% (96)	674
NHL fans	34%	(178)	27%	(139)	8%	(40)	12%	(61)	20% (103)	521
WNBA fans	48%	(156)	24%	(78)	8%	(25)	6%	(18)	14% (46)	323
College football fans	35%	(265)	26%	(200)	7%	(52)	12%	(91)	21% (158)	766
College basketball fans	40%	(242)	27%	(161)	7%	(41)	12%	(69)	15% (90)	603
Golf fans	34%	(150)	30%	(131)	7%	(31)	13%	(55)	16% (70)	437
Tennis fans	37%	(177)	28%	(134)	10%	(48)	8%	(40)	16% (74)	472
Auto racing fans	33%	(184)	26%	(145)	9%	(52)	13%	(70)	18% (101)	551
Soccer fans	39%	(191)	28%	(140)	8%	(40)	9%	(44)	16% (79)	494
Gymnastics fans	34%	(231)	26%	(178)	7%	(46)	8%	(56)	24% (161)	672
Competitive swimming fans	37%	(160)	25%	(111)	8%	(36)	9%	(41)	20% (89)	438
Basketball players	59%	(98)	19%	(31)	9%	(15)	6%	(10)	7% (12)	166
Basketball fans	47%	(235)	25%	(127)	6%	(30)	10%	(51)	13% (63)	505
Sneaker enthusiasts	44%	(141)	23%	(74)	6%	(20)	13%	(41)	13% (42)	319
Golfers	31%	(42)	26%	(35)	6%	(8)	19%	(26)	18% (24)	136
Athletes	47%	(138)	20%	(58)	9%	(25)	10%	(30)	15% (43)	293
Under Armour: Very fav	47%	(199)	21%	(91)	6%	(26)	8%	(36)	17% (72)	422
Nike: Very fav	52%	(285)	22%	(119)	5%	(27)	4%	(24)	17% (91)	546
Adidas: Very fav	49%	(226)	24%	(113)	4%	(19)	6%	(27)	17% (77)	462
Michael Jordan: Very fav	51%	(260)	22%	(115)	6%	(31)	10%	(51)	11% (57)	513
LeBron James: Very fav	70%	(222)	21%	(68)	3%	(11)	—	(0)	5% (15)	316

Continued on next page

Table MCSP9_3: How well do each of the following words describe LeBron James?

Authentic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	30%	(440)	22%	(333)	7%	(97)	11%	(170)	30% (447)	1486
Stephen Curry: Very fav	56%	(165)	22%	(64)	8%	(24)	6%	(19)	8% (23)	295
Jordan Brand: Very fav	61%	(170)	16%	(45)	8%	(21)	5%	(15)	10% (26)	277
Curry Brand: Very fav	63%	(78)	17%	(21)	8%	(10)	7%	(9)	5% (6)	124
Under Armour: Favorable	35%	(355)	27%	(270)	6%	(63)	10%	(103)	21% (214)	1005
Nike: Favorable	39%	(388)	27%	(274)	6%	(58)	6%	(58)	22% (225)	1003
Adidas: Favorable	36%	(391)	26%	(285)	6%	(67)	8%	(92)	23% (252)	1087
Michael Jordan: Favorable	37%	(382)	26%	(262)	7%	(67)	10%	(105)	20% (204)	1019
LeBron James: Favorable	49%	(366)	30%	(226)	5%	(34)	1%	(6)	15% (112)	744
Stephen Curry: Favorable	44%	(284)	28%	(182)	6%	(41)	9%	(60)	12% (76)	643
Jordan Brand: Favorable	45%	(273)	28%	(167)	7%	(41)	8%	(51)	12% (73)	605
Curry Brand: Favorable	52%	(178)	27%	(94)	6%	(20)	9%	(33)	6% (21)	345
Often buy sportswear	49%	(107)	21%	(46)	7%	(16)	12%	(27)	11% (24)	221
Often/Sometimes buy sportswear	37%	(332)	25%	(226)	6%	(59)	11%	(97)	21% (193)	907
Familiar with Michael Jordan	30%	(437)	23%	(331)	7%	(97)	11%	(167)	30% (436)	1468
Familiar with LeBron James	30%	(429)	23%	(331)	7%	(96)	12%	(168)	29% (412)	1436
Familiar with Steph Curry	32%	(369)	24%	(270)	8%	(88)	12%	(139)	24% (271)	1137

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

Table MCSP9_4: How well do each of the following words describe LeBron James?
Funny

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	15%	(224)	20%	(293)	10%	(141)	15%	(226)	40%	(602)	1486
Gender: Male	17%	(121)	21%	(155)	11%	(77)	21%	(154)	30%	(218)	725
Gender: Female	13%	(102)	18%	(138)	8%	(64)	9%	(72)	50%	(384)	761
Age: 18-34	27%	(114)	20%	(84)	6%	(25)	8%	(33)	40%	(170)	427
Age: 35-44	18%	(44)	23%	(55)	11%	(26)	11%	(26)	38%	(90)	241
Age: 45-64	9%	(44)	19%	(95)	10%	(49)	23%	(115)	40%	(203)	506
Age: 65+	7%	(22)	19%	(60)	13%	(41)	17%	(52)	44%	(138)	313
GenZers: 1997-2012	36%	(53)	14%	(20)	6%	(8)	6%	(9)	38%	(56)	145
Millennials: 1981-1996	19%	(82)	23%	(99)	9%	(39)	10%	(43)	38%	(161)	424
GenXers: 1965-1980	12%	(41)	22%	(76)	9%	(32)	18%	(63)	39%	(133)	345
Baby Boomers: 1946-1964	9%	(44)	18%	(89)	11%	(53)	19%	(93)	44%	(219)	498
PID: Dem (no lean)	22%	(122)	28%	(153)	9%	(50)	5%	(30)	35%	(188)	542
PID: Ind (no lean)	13%	(66)	17%	(88)	8%	(43)	15%	(77)	47%	(241)	515
PID: Rep (no lean)	8%	(36)	12%	(52)	11%	(49)	28%	(119)	40%	(173)	429
PID/Gender: Dem Men	25%	(63)	34%	(86)	11%	(27)	8%	(21)	22%	(56)	253
PID/Gender: Dem Women	20%	(59)	23%	(68)	8%	(23)	3%	(8)	46%	(132)	290
PID/Gender: Ind Men	14%	(36)	17%	(45)	9%	(25)	22%	(58)	38%	(99)	264
PID/Gender: Ind Women	12%	(29)	17%	(43)	7%	(19)	8%	(19)	56%	(141)	251
PID/Gender: Rep Men	11%	(22)	12%	(24)	12%	(25)	36%	(74)	30%	(63)	209
PID/Gender: Rep Women	6%	(14)	13%	(28)	11%	(23)	20%	(44)	50%	(111)	220
Ideo: Liberal (1-3)	20%	(86)	25%	(107)	8%	(34)	10%	(41)	37%	(159)	427
Ideo: Moderate (4)	14%	(55)	25%	(98)	9%	(37)	11%	(44)	41%	(164)	397
Ideo: Conservative (5-7)	10%	(49)	13%	(64)	13%	(62)	27%	(132)	38%	(186)	493
Educ: < College	16%	(159)	17%	(173)	8%	(84)	16%	(163)	43%	(443)	1021
Educ: Bachelors degree	11%	(34)	26%	(79)	13%	(38)	13%	(41)	37%	(113)	305
Educ: Post-grad	19%	(31)	26%	(42)	12%	(19)	14%	(23)	29%	(47)	161
Income: Under 50k	16%	(139)	19%	(159)	8%	(70)	13%	(115)	43%	(371)	852
Income: 50k-100k	13%	(53)	19%	(81)	11%	(47)	18%	(75)	38%	(159)	415
Income: 100k+	15%	(32)	25%	(54)	11%	(24)	16%	(36)	33%	(73)	219
Ethnicity: White	10%	(124)	18%	(218)	10%	(114)	17%	(207)	44%	(524)	1187
Ethnicity: Hispanic	20%	(48)	23%	(55)	9%	(23)	23%	(57)	25%	(59)	241

Continued on next page

Table MCSP9_4: How well do each of the following words describe LeBron James?

Funny

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	15%	(224)	20%	(293)	10%	(141)	15%	(226)	40%	(602)	1486
Ethnicity: Black	38%	(64)	27%	(45)	6%	(10)	4%	(6)	26%	(44)	169
Ethnicity: Other	27%	(35)	24%	(31)	14%	(18)	9%	(12)	26%	(34)	130
All Christian	13%	(88)	21%	(142)	12%	(84)	20%	(137)	35%	(241)	692
All Non-Christian	20%	(12)	23%	(14)	7%	(4)	9%	(5)	40%	(24)	58
Atheist	10%	(7)	22%	(15)	16%	(11)	11%	(8)	41%	(28)	69
Agnostic/Nothing in particular	14%	(58)	17%	(66)	7%	(29)	10%	(42)	51%	(204)	399
Something Else	22%	(59)	21%	(56)	5%	(13)	13%	(35)	39%	(105)	268
Religious Non-Protestant/Catholic	16%	(13)	19%	(16)	8%	(6)	10%	(8)	47%	(39)	83
Evangelical	15%	(55)	22%	(82)	10%	(37)	16%	(58)	36%	(132)	364
Non-Evangelical	16%	(88)	20%	(110)	10%	(58)	20%	(110)	35%	(196)	561
Community: Urban	22%	(90)	25%	(99)	9%	(36)	14%	(55)	30%	(120)	400
Community: Suburban	13%	(89)	20%	(142)	11%	(74)	14%	(99)	42%	(294)	698
Community: Rural	12%	(45)	14%	(53)	8%	(32)	18%	(71)	48%	(188)	388
Employ: Private Sector	15%	(64)	25%	(108)	11%	(47)	17%	(73)	31%	(133)	425
Employ: Government	27%	(24)	14%	(12)	13%	(12)	13%	(12)	33%	(29)	88
Employ: Self-Employed	20%	(21)	28%	(30)	7%	(7)	9%	(10)	36%	(38)	105
Employ: Homemaker	12%	(13)	14%	(16)	11%	(12)	13%	(14)	51%	(55)	109
Employ: Student	25%	(15)	12%	(7)	8%	(5)	5%	(3)	51%	(31)	61
Employ: Retired	6%	(25)	19%	(71)	10%	(39)	21%	(79)	44%	(168)	381
Employ: Unemployed	20%	(43)	16%	(36)	7%	(15)	13%	(28)	45%	(98)	219
Employ: Other	20%	(20)	15%	(14)	5%	(5)	8%	(8)	52%	(50)	97
Military HH: Yes	8%	(22)	19%	(51)	11%	(29)	20%	(55)	42%	(113)	270
Military HH: No	17%	(202)	20%	(243)	9%	(112)	14%	(171)	40%	(489)	1217
RD/WT: Right Direction	20%	(83)	18%	(78)	8%	(34)	17%	(73)	36%	(153)	420
RD/WT: Wrong Track	13%	(141)	20%	(216)	10%	(107)	14%	(153)	42%	(449)	1066
Trump Job Approve	10%	(56)	13%	(79)	10%	(56)	24%	(143)	43%	(255)	589
Trump Job Disapprove	18%	(150)	25%	(206)	10%	(84)	9%	(79)	38%	(321)	840

Continued on next page

Table MCSP9_4: How well do each of the following words describe LeBron James?

Funny

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	15%	(224)	20%	(293)	10%	(141)	15%	(226)	40%	(602)	1486
Trump Job Strongly Approve	10%	(37)	9%	(33)	9%	(34)	30%	(107)	41%	(145)	356
Trump Job Somewhat Approve	8%	(19)	20%	(46)	10%	(23)	15%	(36)	47%	(109)	233
Trump Job Somewhat Disapprove	15%	(26)	28%	(47)	14%	(23)	12%	(20)	31%	(52)	168
Trump Job Strongly Disapprove	19%	(125)	24%	(159)	9%	(61)	9%	(60)	40%	(268)	673
Favorable of Trump	10%	(59)	12%	(69)	10%	(58)	25%	(148)	43%	(252)	587
Unfavorable of Trump	19%	(157)	26%	(215)	10%	(82)	8%	(68)	38%	(320)	842
Very Favorable of Trump	12%	(44)	9%	(34)	9%	(34)	31%	(117)	40%	(152)	381
Somewhat Favorable of Trump	8%	(15)	17%	(35)	12%	(24)	15%	(31)	48%	(100)	206
Somewhat Unfavorable of Trump	22%	(34)	27%	(40)	11%	(17)	9%	(14)	31%	(46)	151
Very Unfavorable of Trump	18%	(123)	25%	(175)	9%	(65)	8%	(54)	40%	(274)	691
#1 Issue: Economy	15%	(85)	19%	(108)	10%	(57)	19%	(113)	38%	(219)	581
#1 Issue: Security	6%	(7)	13%	(16)	17%	(19)	25%	(29)	39%	(46)	117
#1 Issue: Health Care	21%	(60)	26%	(74)	9%	(26)	10%	(29)	34%	(100)	290
#1 Issue: Medicare / Social Security	8%	(16)	20%	(39)	11%	(21)	11%	(21)	50%	(97)	195
#1 Issue: Women's Issues	20%	(15)	24%	(19)	5%	(4)	5%	(4)	45%	(35)	76
#1 Issue: Education	36%	(26)	16%	(11)	3%	(2)	12%	(9)	33%	(24)	72
#1 Issue: Energy	14%	(8)	19%	(10)	7%	(4)	10%	(5)	51%	(28)	55
#1 Issue: Other	6%	(6)	16%	(16)	8%	(8)	15%	(15)	55%	(54)	100
2018 House Vote: Democrat	21%	(108)	27%	(141)	9%	(46)	8%	(41)	35%	(179)	515
2018 House Vote: Republican	7%	(29)	13%	(55)	11%	(46)	30%	(125)	39%	(161)	415
2016 Vote: Hillary Clinton	19%	(87)	29%	(132)	10%	(43)	8%	(36)	34%	(152)	449
2016 Vote: Donald Trump	9%	(40)	13%	(57)	11%	(51)	29%	(132)	38%	(174)	453
2016 Vote: Other	7%	(6)	20%	(19)	8%	(7)	16%	(15)	49%	(46)	93
2016 Vote: Didn't Vote	18%	(90)	18%	(86)	8%	(40)	9%	(44)	47%	(229)	489
Voted in 2014: Yes	14%	(114)	22%	(185)	10%	(83)	17%	(140)	37%	(310)	831
Voted in 2014: No	17%	(110)	16%	(108)	9%	(59)	13%	(86)	45%	(292)	655
2012 Vote: Barack Obama	18%	(103)	27%	(157)	9%	(53)	9%	(54)	36%	(206)	572
2012 Vote: Mitt Romney	4%	(12)	13%	(40)	14%	(43)	28%	(83)	41%	(123)	301
2012 Vote: Other	14%	(8)	16%	(9)	6%	(3)	20%	(11)	43%	(24)	54
2012 Vote: Didn't Vote	18%	(102)	15%	(86)	8%	(42)	14%	(75)	45%	(249)	554

Continued on next page

Table MCSP9_4: How well do each of the following words describe LeBron James?

Funny

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	15%	(224)	20%	(293)	10%	(141)	15%	(226)	40%	(602)	1486
4-Region: Northeast	19%	(51)	20%	(54)	9%	(24)	12%	(32)	39%	(102)	263
4-Region: Midwest	12%	(37)	23%	(73)	11%	(35)	12%	(38)	42%	(130)	312
4-Region: South	17%	(95)	18%	(101)	9%	(50)	16%	(87)	39%	(216)	548
4-Region: West	11%	(41)	18%	(66)	9%	(33)	19%	(69)	42%	(154)	362
Sports fans	19%	(181)	24%	(233)	11%	(110)	14%	(139)	32%	(305)	968
Avid sports fans	26%	(78)	33%	(100)	10%	(31)	16%	(47)	15%	(45)	302
Casual sports fans	15%	(103)	20%	(133)	12%	(79)	14%	(91)	39%	(260)	666
NFL fans	20%	(179)	25%	(226)	12%	(106)	14%	(128)	30%	(277)	916
MLB fans	18%	(139)	25%	(189)	12%	(89)	17%	(132)	28%	(217)	766
NBA fans	27%	(185)	28%	(194)	12%	(80)	11%	(76)	22%	(147)	682
NHL fans	21%	(98)	27%	(126)	11%	(50)	16%	(73)	26%	(123)	471
WNBA fans	32%	(100)	29%	(93)	10%	(32)	6%	(18)	23%	(73)	317
College football fans	19%	(140)	25%	(183)	12%	(86)	18%	(131)	27%	(200)	741
College basketball fans	22%	(130)	28%	(167)	11%	(67)	16%	(94)	24%	(141)	600
Golf fans	22%	(91)	23%	(98)	13%	(53)	18%	(75)	25%	(105)	422
Tennis fans	24%	(114)	27%	(129)	14%	(65)	12%	(57)	24%	(114)	478
Auto racing fans	19%	(98)	24%	(125)	14%	(72)	18%	(92)	25%	(131)	519
Soccer fans	24%	(118)	29%	(142)	12%	(57)	10%	(49)	26%	(126)	491
Gymnastics fans	17%	(115)	24%	(160)	12%	(78)	12%	(82)	34%	(228)	662
Competitive swimming fans	23%	(98)	28%	(121)	11%	(48)	11%	(45)	26%	(112)	424
Basketball players	41%	(69)	31%	(53)	7%	(11)	8%	(13)	13%	(23)	167
Basketball fans	27%	(141)	28%	(146)	13%	(65)	12%	(62)	19%	(100)	515
Sneaker enthusiasts	32%	(99)	25%	(79)	10%	(30)	15%	(46)	18%	(57)	311
Golfers	20%	(29)	21%	(30)	11%	(15)	23%	(33)	25%	(37)	144
Athletes	30%	(90)	28%	(86)	8%	(23)	14%	(42)	20%	(62)	302
Under Armour: Very fav	31%	(123)	21%	(83)	8%	(30)	14%	(53)	27%	(105)	395
Nike: Very fav	31%	(161)	24%	(126)	9%	(49)	8%	(41)	28%	(149)	526
Adidas: Very fav	33%	(148)	23%	(100)	9%	(39)	8%	(37)	27%	(120)	444
Michael Jordan: Very fav	32%	(160)	23%	(117)	10%	(51)	12%	(60)	23%	(118)	505
LeBron James: Very fav	41%	(125)	33%	(100)	8%	(23)	2%	(7)	17%	(52)	307

Continued on next page

Table MCSP9_4: How well do each of the following words describe LeBron James?
Funny

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	15%	(224)	20%	(293)	10%	(141)	15%	(226)	40%	(602)	1486
Stephen Curry: Very fav	37%	(101)	28%	(77)	10%	(26)	9%	(23)	16%	(44)	271
Jordan Brand: Very fav	45%	(118)	25%	(66)	4%	(10)	7%	(19)	19%	(49)	262
Curry Brand: Very fav	52%	(57)	28%	(31)	6%	(7)	7%	(8)	6%	(7)	109
Under Armour: Favorable	17%	(172)	24%	(238)	10%	(103)	14%	(143)	34%	(332)	988
Nike: Favorable	21%	(205)	24%	(243)	10%	(96)	9%	(85)	37%	(371)	1001
Adidas: Favorable	19%	(205)	23%	(252)	10%	(112)	12%	(129)	36%	(386)	1084
Michael Jordan: Favorable	21%	(210)	22%	(220)	10%	(102)	14%	(139)	33%	(338)	1010
LeBron James: Favorable	27%	(195)	31%	(222)	10%	(68)	2%	(16)	30%	(213)	714
Stephen Curry: Favorable	26%	(165)	26%	(160)	12%	(78)	13%	(79)	23%	(146)	628
Jordan Brand: Favorable	28%	(164)	27%	(156)	8%	(49)	12%	(71)	25%	(146)	586
Curry Brand: Favorable	36%	(114)	29%	(92)	10%	(32)	13%	(40)	12%	(37)	313
Often buy sportswear	31%	(63)	26%	(54)	8%	(17)	14%	(28)	21%	(42)	205
Often/Sometimes buy sportswear	20%	(175)	24%	(209)	10%	(83)	14%	(122)	32%	(272)	861
Familiar with Michael Jordan	15%	(223)	20%	(290)	10%	(141)	15%	(225)	40%	(590)	1469
Familiar with LeBron James	15%	(219)	20%	(285)	9%	(134)	16%	(223)	39%	(556)	1416
Familiar with Steph Curry	18%	(202)	22%	(251)	11%	(122)	16%	(180)	33%	(371)	1126

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

Table MCSP9_5: How well do each of the following words describe LeBron James?

Down-to-earth

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	20%	(289)	22%	(313)	12%	(168)	15%	(215)	32%	(467)	1453
Gender: Male	22%	(155)	23%	(163)	14%	(99)	20%	(140)	22%	(157)	714
Gender: Female	18%	(134)	20%	(150)	9%	(69)	10%	(75)	42%	(310)	739
Age: 18-34	27%	(119)	24%	(105)	12%	(55)	8%	(34)	29%	(130)	443
Age: 35-44	21%	(50)	24%	(58)	11%	(26)	13%	(31)	31%	(75)	241
Age: 45-64	15%	(73)	21%	(100)	12%	(59)	20%	(98)	32%	(154)	484
Age: 65+	17%	(48)	18%	(50)	10%	(28)	18%	(52)	38%	(107)	285
GenZers: 1997-2012	27%	(46)	27%	(45)	10%	(18)	5%	(8)	31%	(52)	167
Millennials: 1981-1996	24%	(97)	24%	(97)	14%	(57)	10%	(42)	28%	(116)	408
GenXers: 1965-1980	18%	(62)	21%	(73)	12%	(41)	17%	(60)	31%	(107)	342
Baby Boomers: 1946-1964	17%	(80)	18%	(88)	10%	(46)	20%	(95)	36%	(171)	481
PID: Dem (no lean)	29%	(154)	29%	(158)	10%	(54)	7%	(36)	25%	(137)	540
PID: Ind (no lean)	18%	(89)	17%	(86)	11%	(57)	16%	(78)	37%	(184)	493
PID: Rep (no lean)	11%	(46)	16%	(69)	14%	(58)	24%	(102)	35%	(146)	421
PID/Gender: Dem Men	29%	(74)	35%	(89)	13%	(32)	8%	(22)	15%	(38)	254
PID/Gender: Dem Women	28%	(80)	25%	(70)	8%	(22)	5%	(14)	35%	(100)	285
PID/Gender: Ind Men	20%	(50)	19%	(46)	13%	(31)	20%	(49)	28%	(70)	246
PID/Gender: Ind Women	16%	(38)	16%	(39)	10%	(26)	12%	(29)	46%	(114)	247
PID/Gender: Rep Men	14%	(31)	13%	(29)	17%	(36)	33%	(70)	23%	(49)	214
PID/Gender: Rep Women	8%	(16)	20%	(41)	11%	(22)	15%	(32)	47%	(97)	206
Ideo: Liberal (1-3)	23%	(91)	27%	(106)	9%	(38)	8%	(33)	33%	(130)	398
Ideo: Moderate (4)	19%	(82)	29%	(121)	13%	(56)	13%	(56)	26%	(109)	423
Ideo: Conservative (5-7)	14%	(66)	15%	(70)	14%	(64)	24%	(114)	33%	(157)	471
Educ: < College	21%	(214)	20%	(200)	10%	(96)	14%	(143)	35%	(347)	1001
Educ: Bachelors degree	17%	(49)	25%	(73)	16%	(47)	15%	(45)	27%	(78)	292
Educ: Post-grad	16%	(26)	26%	(41)	16%	(25)	17%	(27)	26%	(41)	160
Income: Under 50k	22%	(171)	21%	(168)	10%	(76)	12%	(96)	35%	(277)	788
Income: 50k-100k	18%	(75)	19%	(83)	13%	(54)	19%	(79)	32%	(138)	429
Income: 100k+	18%	(43)	26%	(62)	16%	(39)	17%	(40)	22%	(53)	237
Ethnicity: White	14%	(157)	21%	(244)	12%	(140)	17%	(196)	35%	(403)	1139
Ethnicity: Hispanic	23%	(54)	22%	(51)	19%	(44)	15%	(35)	21%	(48)	232

Continued on next page

Table MCSP9_5: How well do each of the following words describe LeBron James?
Down-to-earth

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	20%	(289)	22%	(313)	12%	(168)	15%	(215)	32%	(467)	1453
Ethnicity: Black	52%	(99)	19%	(35)	6%	(11)	3%	(6)	21%	(40)	191
Ethnicity: Other	27%	(34)	28%	(34)	14%	(17)	11%	(14)	19%	(23)	123
All Christian	17%	(114)	22%	(147)	15%	(101)	20%	(138)	26%	(178)	678
All Non-Christian	12%	(8)	34%	(21)	14%	(8)	10%	(6)	29%	(18)	61
Atheist	22%	(16)	22%	(16)	8%	(6)	16%	(11)	32%	(23)	72
Agnostic/Nothing in particular	24%	(87)	15%	(55)	10%	(36)	9%	(33)	42%	(152)	362
Something Else	23%	(65)	27%	(74)	6%	(17)	9%	(26)	35%	(97)	279
Religious Non-Protestant/Catholic	11%	(8)	30%	(23)	21%	(17)	12%	(9)	27%	(21)	79
Evangelical	21%	(81)	25%	(97)	10%	(38)	15%	(59)	30%	(117)	391
Non-Evangelical	18%	(96)	22%	(120)	13%	(68)	19%	(101)	29%	(153)	538
Community: Urban	28%	(112)	26%	(105)	9%	(37)	11%	(44)	26%	(105)	403
Community: Suburban	18%	(126)	19%	(135)	13%	(88)	17%	(119)	33%	(226)	694
Community: Rural	15%	(52)	21%	(73)	12%	(43)	15%	(52)	38%	(135)	356
Employ: Private Sector	16%	(67)	28%	(117)	9%	(39)	20%	(82)	27%	(114)	419
Employ: Government	25%	(24)	21%	(20)	16%	(15)	8%	(7)	30%	(29)	95
Employ: Self-Employed	25%	(32)	17%	(22)	22%	(27)	15%	(19)	21%	(27)	127
Employ: Homemaker	17%	(19)	18%	(20)	17%	(19)	12%	(13)	37%	(42)	113
Employ: Student	33%	(20)	24%	(15)	5%	(3)	4%	(2)	35%	(21)	61
Employ: Retired	15%	(47)	18%	(57)	14%	(45)	19%	(61)	35%	(115)	325
Employ: Unemployed	27%	(59)	21%	(47)	6%	(14)	10%	(22)	36%	(79)	219
Employ: Other	23%	(22)	17%	(16)	8%	(7)	9%	(8)	43%	(40)	93
Military HH: Yes	16%	(38)	18%	(42)	14%	(33)	16%	(38)	36%	(84)	234
Military HH: No	21%	(252)	22%	(271)	11%	(135)	15%	(178)	31%	(383)	1219
RD/WT: Right Direction	20%	(84)	20%	(84)	14%	(57)	17%	(69)	30%	(124)	417
RD/WT: Wrong Track	20%	(206)	22%	(229)	11%	(111)	14%	(146)	33%	(343)	1035
Trump Job Approve	14%	(77)	15%	(82)	14%	(79)	24%	(133)	34%	(191)	562
Trump Job Disapprove	23%	(193)	27%	(221)	11%	(89)	10%	(80)	30%	(249)	832

Continued on next page

Table MCSP9_5: How well do each of the following words describe LeBron James?

Down-to-earth

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	20%	(289)	22%	(313)	12%	(168)	15%	(215)	32% (467)	1453
Trump Job Strongly Approve	10%	(30)	12%	(39)	14%	(43)	27%	(86)	38% (120)	317
Trump Job Somewhat Approve	19%	(47)	18%	(43)	15%	(36)	19%	(47)	29% (72)	245
Trump Job Somewhat Disapprove	20%	(33)	26%	(43)	13%	(21)	15%	(25)	26% (44)	166
Trump Job Strongly Disapprove	24%	(160)	27%	(178)	10%	(68)	8%	(54)	31% (206)	666
Favorable of Trump	14%	(78)	14%	(80)	14%	(75)	24%	(132)	34% (191)	557
Unfavorable of Trump	24%	(195)	27%	(222)	11%	(90)	9%	(75)	30% (245)	828
Very Favorable of Trump	11%	(37)	14%	(47)	12%	(41)	27%	(92)	36% (123)	340
Somewhat Favorable of Trump	19%	(41)	15%	(34)	16%	(34)	18%	(40)	32% (69)	217
Somewhat Unfavorable of Trump	20%	(31)	29%	(45)	13%	(19)	13%	(20)	26% (41)	155
Very Unfavorable of Trump	25%	(165)	26%	(177)	11%	(71)	8%	(56)	30% (205)	673
#1 Issue: Economy	21%	(118)	20%	(113)	14%	(79)	18%	(99)	27% (154)	563
#1 Issue: Security	10%	(13)	12%	(15)	15%	(20)	25%	(32)	37% (48)	129
#1 Issue: Health Care	22%	(61)	28%	(75)	12%	(33)	9%	(24)	29% (80)	274
#1 Issue: Medicare / Social Security	18%	(31)	20%	(36)	7%	(12)	15%	(27)	39% (69)	175
#1 Issue: Women's Issues	23%	(15)	29%	(20)	7%	(5)	8%	(6)	33% (22)	68
#1 Issue: Education	30%	(24)	22%	(18)	3%	(3)	7%	(5)	37% (30)	80
#1 Issue: Energy	8%	(4)	24%	(13)	17%	(9)	20%	(11)	31% (17)	54
#1 Issue: Other	19%	(21)	22%	(24)	7%	(7)	11%	(12)	42% (46)	110
2018 House Vote: Democrat	26%	(129)	28%	(139)	9%	(44)	9%	(44)	28% (137)	492
2018 House Vote: Republican	10%	(39)	16%	(59)	16%	(60)	28%	(105)	30% (115)	378
2016 Vote: Hillary Clinton	28%	(127)	29%	(130)	10%	(44)	7%	(31)	26% (115)	447
2016 Vote: Donald Trump	10%	(43)	15%	(67)	14%	(63)	27%	(119)	33% (143)	433
2016 Vote: Other	8%	(7)	10%	(9)	13%	(11)	29%	(25)	39% (33)	86
2016 Vote: Didn't Vote	23%	(112)	22%	(108)	10%	(49)	8%	(41)	36% (175)	485
Voted in 2014: Yes	19%	(149)	23%	(177)	11%	(86)	17%	(135)	30% (231)	778
Voted in 2014: No	21%	(140)	20%	(137)	12%	(82)	12%	(81)	35% (236)	675
2012 Vote: Barack Obama	26%	(142)	28%	(156)	11%	(58)	9%	(51)	26% (141)	549
2012 Vote: Mitt Romney	8%	(22)	13%	(37)	14%	(41)	30%	(86)	35% (99)	285
2012 Vote: Other	5%	(3)	7%	(3)	22%	(11)	22%	(12)	44% (23)	52
2012 Vote: Didn't Vote	21%	(121)	21%	(116)	10%	(58)	12%	(67)	36% (203)	565

Continued on next page

Table MCSP9_5: How well do each of the following words describe LeBron James?
Down-to-earth

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	20%	(289)	22%	(313)	12%	(168)	15%	(215)	32%	(467)	1453
4-Region: Northeast	19%	(47)	29%	(73)	9%	(23)	14%	(35)	29%	(71)	249
4-Region: Midwest	21%	(64)	22%	(68)	10%	(30)	13%	(40)	34%	(105)	308
4-Region: South	21%	(117)	20%	(114)	14%	(76)	15%	(86)	30%	(168)	561
4-Region: West	18%	(62)	17%	(58)	11%	(38)	16%	(54)	37%	(123)	335
Sports fans	24%	(230)	24%	(232)	14%	(135)	15%	(145)	23%	(226)	968
Avid sports fans	36%	(106)	31%	(90)	13%	(37)	13%	(39)	7%	(20)	293
Casual sports fans	18%	(124)	21%	(142)	15%	(98)	16%	(106)	30%	(205)	675
NFL fans	26%	(234)	23%	(210)	14%	(124)	14%	(124)	23%	(210)	902
MLB fans	23%	(179)	25%	(197)	15%	(114)	17%	(134)	21%	(161)	785
NBA fans	30%	(207)	29%	(197)	14%	(93)	12%	(84)	16%	(109)	690
NHL fans	22%	(111)	28%	(142)	16%	(81)	15%	(73)	19%	(96)	502
WNBA fans	38%	(123)	29%	(94)	13%	(43)	7%	(24)	13%	(43)	327
College football fans	26%	(185)	22%	(159)	15%	(109)	17%	(125)	20%	(146)	724
College basketball fans	28%	(170)	27%	(165)	14%	(88)	15%	(94)	16%	(96)	613
Golf fans	24%	(100)	24%	(99)	15%	(60)	20%	(81)	17%	(69)	409
Tennis fans	27%	(124)	29%	(135)	15%	(69)	11%	(54)	19%	(87)	469
Auto racing fans	25%	(135)	22%	(117)	17%	(89)	16%	(82)	20%	(106)	529
Soccer fans	27%	(130)	26%	(125)	15%	(74)	13%	(64)	19%	(94)	486
Gymnastics fans	21%	(141)	26%	(174)	12%	(77)	11%	(76)	30%	(197)	666
Competitive swimming fans	23%	(101)	27%	(116)	13%	(59)	12%	(51)	25%	(108)	435
Basketball players	41%	(64)	31%	(48)	13%	(20)	9%	(13)	7%	(11)	157
Basketball fans	33%	(174)	26%	(140)	15%	(79)	12%	(64)	14%	(73)	530
Sneaker enthusiasts	35%	(103)	24%	(73)	14%	(43)	12%	(37)	14%	(43)	299
Golfers	20%	(26)	26%	(33)	13%	(16)	28%	(36)	14%	(18)	128
Athletes	34%	(98)	23%	(65)	12%	(35)	15%	(42)	15%	(44)	284
Under Armour: Very fav	41%	(153)	20%	(73)	10%	(38)	12%	(43)	17%	(63)	370
Nike: Very fav	42%	(216)	22%	(111)	11%	(58)	6%	(33)	19%	(100)	517
Adidas: Very fav	39%	(173)	24%	(105)	9%	(40)	9%	(38)	19%	(84)	440
Michael Jordan: Very fav	40%	(191)	22%	(105)	12%	(58)	10%	(49)	16%	(76)	478
LeBron James: Very fav	56%	(174)	30%	(92)	6%	(17)	1%	(3)	8%	(24)	310

Continued on next page

Table MCSP9_5: How well do each of the following words describe LeBron James?

Down-to-earth

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	20%	(289)	22%	(313)	12%	(168)	15%	(215)	32% (467)	1453
Stephen Curry: Very fav	46%	(128)	23%	(65)	14%	(39)	9%	(25)	8% (21)	278
Jordan Brand: Very fav	49%	(131)	23%	(61)	8%	(22)	8%	(21)	12% (31)	266
Curry Brand: Very fav	56%	(61)	26%	(29)	5%	(6)	9%	(10)	3% (3)	109
Under Armour: Favorable	25%	(243)	24%	(227)	12%	(114)	15%	(138)	24% (231)	953
Nike: Favorable	28%	(272)	26%	(253)	12%	(112)	8%	(74)	26% (255)	966
Adidas: Favorable	25%	(261)	25%	(258)	11%	(119)	12%	(129)	26% (272)	1039
Michael Jordan: Favorable	26%	(252)	25%	(243)	13%	(125)	14%	(135)	24% (232)	988
LeBron James: Favorable	34%	(250)	31%	(226)	12%	(85)	4%	(26)	19% (141)	728
Stephen Curry: Favorable	31%	(207)	28%	(182)	13%	(87)	13%	(86)	15% (96)	659
Jordan Brand: Favorable	33%	(202)	27%	(164)	12%	(74)	11%	(67)	17% (102)	610
Curry Brand: Favorable	39%	(133)	30%	(104)	10%	(35)	13%	(46)	8% (26)	344
Often buy sportswear	36%	(66)	22%	(40)	15%	(28)	10%	(19)	17% (32)	184
Often/Sometimes buy sportswear	25%	(215)	24%	(209)	12%	(103)	14%	(120)	24% (207)	852
Familiar with Michael Jordan	20%	(286)	22%	(312)	12%	(168)	15%	(212)	32% (459)	1437
Familiar with LeBron James	20%	(281)	22%	(308)	11%	(160)	15%	(213)	31% (438)	1400
Familiar with Steph Curry	23%	(259)	22%	(251)	13%	(153)	15%	(175)	26% (298)	1136

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

Table MCSP9_6: How well do each of the following words describe LeBron James?
Adorable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	14%	(200)	14%	(203)	13%	(197)	23%	(337)	36%	(530)	1467
Gender: Male	14%	(99)	12%	(86)	14%	(97)	27%	(193)	33%	(231)	706
Gender: Female	13%	(102)	15%	(117)	13%	(100)	19%	(144)	39%	(298)	761
Age: 18-34	20%	(87)	13%	(60)	15%	(66)	19%	(82)	33%	(148)	444
Age: 35-44	21%	(50)	23%	(55)	9%	(22)	20%	(48)	28%	(68)	244
Age: 45-64	7%	(36)	12%	(56)	15%	(73)	29%	(140)	37%	(181)	487
Age: 65+	9%	(27)	11%	(32)	12%	(36)	23%	(67)	45%	(132)	293
GenZers: 1997-2012	26%	(43)	11%	(18)	17%	(29)	15%	(24)	31%	(51)	166
Millennials: 1981-1996	17%	(72)	18%	(74)	13%	(55)	22%	(93)	30%	(123)	416
GenXers: 1965-1980	13%	(42)	15%	(48)	12%	(39)	23%	(74)	38%	(125)	329
Baby Boomers: 1946-1964	8%	(39)	12%	(60)	14%	(68)	26%	(130)	41%	(203)	500
PID: Dem (no lean)	20%	(107)	19%	(105)	14%	(75)	15%	(83)	32%	(172)	543
PID: Ind (no lean)	12%	(54)	10%	(45)	14%	(66)	21%	(101)	43%	(204)	471
PID: Rep (no lean)	9%	(39)	12%	(52)	12%	(55)	34%	(153)	34%	(154)	453
PID/Gender: Dem Men	20%	(49)	20%	(50)	14%	(35)	17%	(41)	29%	(71)	247
PID/Gender: Dem Women	20%	(58)	19%	(55)	14%	(40)	14%	(42)	34%	(100)	296
PID/Gender: Ind Men	11%	(25)	8%	(18)	14%	(33)	28%	(66)	39%	(91)	233
PID/Gender: Ind Women	13%	(30)	11%	(27)	14%	(33)	15%	(35)	47%	(113)	238
PID/Gender: Rep Men	11%	(25)	8%	(17)	13%	(28)	38%	(86)	30%	(69)	226
PID/Gender: Rep Women	6%	(14)	15%	(35)	12%	(27)	29%	(67)	37%	(85)	227
Ideo: Liberal (1-3)	17%	(68)	14%	(59)	14%	(56)	19%	(79)	36%	(147)	410
Ideo: Moderate (4)	15%	(63)	14%	(57)	15%	(60)	20%	(84)	36%	(151)	415
Ideo: Conservative (5-7)	8%	(38)	13%	(62)	14%	(67)	32%	(157)	33%	(162)	485
Educ: < College	15%	(152)	13%	(132)	12%	(120)	22%	(223)	38%	(378)	1005
Educ: Bachelors degree	9%	(26)	13%	(39)	18%	(53)	26%	(78)	35%	(104)	300
Educ: Post-grad	14%	(22)	20%	(32)	15%	(24)	22%	(36)	29%	(48)	162
Income: Under 50k	15%	(126)	13%	(105)	11%	(93)	21%	(173)	39%	(322)	820
Income: 50k-100k	11%	(46)	15%	(64)	15%	(66)	25%	(109)	34%	(146)	431
Income: 100k+	13%	(28)	16%	(34)	17%	(37)	25%	(55)	29%	(62)	216
Ethnicity: White	8%	(94)	13%	(142)	14%	(162)	26%	(292)	39%	(444)	1135
Ethnicity: Hispanic	12%	(28)	18%	(42)	13%	(29)	34%	(80)	23%	(54)	233

Continued on next page

Table MCSP9_6: How well do each of the following words describe LeBron James?

Adorable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	14%	(200)	14%	(203)	13%	(197)	23%	(337)	36%	(530)	1467
Ethnicity: Black	41%	(80)	16%	(32)	11%	(22)	7%	(14)	24%	(47)	195
Ethnicity: Other	20%	(27)	21%	(29)	10%	(13)	22%	(30)	28%	(38)	138
All Christian	11%	(77)	15%	(102)	15%	(102)	28%	(189)	30%	(201)	671
All Non-Christian	20%	(14)	9%	(6)	17%	(11)	11%	(7)	43%	(29)	68
Atheist	17%	(12)	7%	(5)	14%	(10)	27%	(19)	35%	(25)	72
Agnostic/Nothing in particular	15%	(58)	11%	(41)	10%	(39)	18%	(70)	47%	(185)	394
Something Else	15%	(40)	18%	(48)	13%	(34)	20%	(51)	34%	(88)	261
Religious Non-Protestant/Catholic	15%	(14)	9%	(8)	17%	(15)	14%	(13)	45%	(40)	90
Evangelical	13%	(48)	18%	(63)	14%	(50)	26%	(93)	28%	(100)	354
Non-Evangelical	12%	(67)	16%	(85)	14%	(77)	26%	(140)	33%	(178)	547
Community: Urban	23%	(98)	16%	(67)	10%	(44)	20%	(88)	31%	(134)	432
Community: Suburban	10%	(67)	13%	(84)	16%	(104)	25%	(167)	36%	(233)	656
Community: Rural	9%	(35)	14%	(52)	13%	(49)	21%	(81)	43%	(162)	379
Employ: Private Sector	13%	(54)	14%	(61)	11%	(48)	28%	(116)	34%	(141)	420
Employ: Government	17%	(14)	16%	(13)	11%	(9)	34%	(28)	22%	(18)	80
Employ: Self-Employed	25%	(31)	9%	(12)	16%	(20)	18%	(22)	32%	(39)	124
Employ: Homemaker	10%	(11)	13%	(14)	17%	(19)	21%	(24)	39%	(44)	111
Employ: Student	14%	(9)	14%	(9)	22%	(14)	13%	(8)	37%	(24)	63
Employ: Retired	8%	(29)	12%	(41)	14%	(48)	26%	(92)	41%	(147)	357
Employ: Unemployed	19%	(40)	17%	(38)	11%	(24)	19%	(41)	34%	(74)	217
Employ: Other	14%	(13)	17%	(16)	17%	(16)	7%	(6)	45%	(43)	94
Military HH: Yes	10%	(26)	11%	(31)	13%	(35)	28%	(75)	38%	(103)	269
Military HH: No	15%	(175)	14%	(172)	13%	(162)	22%	(262)	36%	(427)	1198
RD/WT: Right Direction	19%	(77)	15%	(62)	12%	(51)	23%	(96)	31%	(129)	415
RD/WT: Wrong Track	12%	(123)	13%	(141)	14%	(146)	23%	(241)	38%	(401)	1052
Trump Job Approve	9%	(57)	12%	(74)	12%	(71)	31%	(189)	35%	(214)	605
Trump Job Disapprove	16%	(131)	16%	(124)	15%	(117)	18%	(143)	36%	(287)	802

Continued on next page

Table MCSP9_6: How well do each of the following words describe LeBron James?

Adorable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	14%	(200)	14%	(203)	13%	(197)	23%	(337)	36%	(530)	1467
Trump Job Strongly Approve	9%	(30)	11%	(39)	10%	(36)	35%	(124)	35%	(123)	352
Trump Job Somewhat Approve	11%	(27)	14%	(35)	14%	(36)	26%	(65)	36%	(91)	253
Trump Job Somewhat Disapprove	12%	(16)	18%	(24)	20%	(27)	14%	(19)	35%	(47)	134
Trump Job Strongly Disapprove	17%	(115)	15%	(100)	13%	(90)	19%	(124)	36%	(240)	668
Favorable of Trump	10%	(57)	12%	(73)	12%	(75)	31%	(184)	35%	(211)	601
Unfavorable of Trump	16%	(129)	16%	(127)	14%	(115)	18%	(141)	36%	(286)	799
Very Favorable of Trump	9%	(35)	11%	(40)	11%	(43)	34%	(129)	35%	(133)	380
Somewhat Favorable of Trump	10%	(22)	15%	(33)	15%	(32)	25%	(55)	36%	(79)	221
Somewhat Unfavorable of Trump	17%	(21)	16%	(20)	22%	(28)	13%	(17)	32%	(40)	127
Very Unfavorable of Trump	16%	(107)	16%	(107)	13%	(87)	19%	(124)	37%	(246)	672
#1 Issue: Economy	14%	(78)	15%	(84)	13%	(73)	26%	(150)	33%	(191)	577
#1 Issue: Security	8%	(10)	11%	(13)	9%	(11)	33%	(40)	39%	(46)	119
#1 Issue: Health Care	17%	(47)	16%	(44)	20%	(58)	15%	(41)	33%	(93)	284
#1 Issue: Medicare / Social Security	15%	(27)	11%	(20)	11%	(18)	22%	(38)	41%	(72)	175
#1 Issue: Women's Issues	15%	(12)	21%	(17)	6%	(4)	15%	(12)	43%	(34)	80
#1 Issue: Education	30%	(19)	18%	(11)	19%	(12)	21%	(13)	12%	(7)	61
#1 Issue: Energy	2%	(1)	13%	(7)	14%	(7)	30%	(15)	42%	(21)	51
#1 Issue: Other	6%	(7)	7%	(8)	11%	(13)	23%	(27)	53%	(64)	121
2018 House Vote: Democrat	17%	(84)	16%	(79)	14%	(69)	18%	(88)	35%	(174)	494
2018 House Vote: Republican	8%	(31)	10%	(38)	12%	(46)	38%	(149)	33%	(129)	393
2016 Vote: Hillary Clinton	17%	(71)	17%	(71)	16%	(67)	16%	(69)	35%	(148)	427
2016 Vote: Donald Trump	9%	(42)	9%	(42)	13%	(57)	36%	(161)	33%	(147)	451
2016 Vote: Other	7%	(6)	9%	(8)	9%	(8)	30%	(27)	46%	(41)	89
2016 Vote: Didn't Vote	16%	(81)	16%	(82)	13%	(64)	16%	(80)	39%	(192)	499
Voted in 2014: Yes	13%	(101)	14%	(108)	12%	(99)	26%	(205)	35%	(281)	794
Voted in 2014: No	15%	(100)	14%	(95)	15%	(98)	20%	(132)	37%	(249)	673
2012 Vote: Barack Obama	17%	(96)	15%	(85)	15%	(83)	16%	(88)	36%	(196)	547
2012 Vote: Mitt Romney	3%	(10)	11%	(32)	12%	(34)	38%	(109)	36%	(103)	287
2012 Vote: Other	7%	(4)	11%	(5)	10%	(5)	33%	(17)	40%	(20)	51
2012 Vote: Didn't Vote	16%	(91)	14%	(81)	13%	(75)	21%	(119)	36%	(209)	576

Continued on next page

Table MCSP9_6: How well do each of the following words describe LeBron James?

Adorable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	14%	(200)	14%	(203)	13%	(197)	23%	(337)	36%	(530)	1467
4-Region: Northeast	19%	(49)	13%	(33)	13%	(33)	18%	(45)	38%	(98)	260
4-Region: Midwest	13%	(41)	16%	(50)	17%	(51)	19%	(58)	35%	(108)	308
4-Region: South	12%	(66)	16%	(87)	13%	(74)	24%	(131)	35%	(193)	551
4-Region: West	13%	(44)	9%	(32)	11%	(38)	29%	(102)	38%	(131)	348
Sports fans	17%	(162)	16%	(153)	16%	(156)	23%	(219)	28%	(272)	961
Avid sports fans	26%	(88)	16%	(54)	19%	(66)	23%	(78)	16%	(54)	340
Casual sports fans	12%	(74)	16%	(98)	14%	(89)	23%	(141)	35%	(218)	621
NFL fans	16%	(149)	18%	(163)	15%	(133)	22%	(201)	29%	(269)	915
MLB fans	16%	(117)	18%	(132)	16%	(119)	25%	(186)	26%	(194)	748
NBA fans	23%	(156)	19%	(133)	16%	(109)	20%	(136)	22%	(148)	683
NHL fans	15%	(77)	17%	(88)	18%	(92)	21%	(108)	28%	(140)	504
WNBA fans	27%	(89)	21%	(71)	14%	(46)	14%	(45)	24%	(79)	330
College football fans	16%	(118)	17%	(131)	16%	(122)	23%	(176)	27%	(203)	750
College basketball fans	18%	(109)	18%	(114)	18%	(109)	23%	(144)	23%	(145)	621
Golf fans	18%	(78)	18%	(76)	15%	(64)	25%	(108)	24%	(101)	427
Tennis fans	21%	(99)	20%	(97)	17%	(82)	21%	(100)	21%	(100)	479
Auto racing fans	17%	(93)	17%	(92)	17%	(93)	24%	(127)	25%	(134)	538
Soccer fans	20%	(100)	20%	(99)	15%	(76)	20%	(99)	24%	(121)	495
Gymnastics fans	18%	(117)	18%	(120)	15%	(98)	19%	(126)	30%	(198)	659
Competitive swimming fans	20%	(86)	20%	(86)	16%	(70)	21%	(94)	23%	(103)	440
Basketball players	40%	(62)	15%	(23)	14%	(21)	15%	(23)	16%	(25)	153
Basketball fans	24%	(127)	20%	(105)	16%	(85)	19%	(101)	20%	(104)	523
Sneaker enthusiasts	29%	(93)	16%	(51)	15%	(47)	18%	(56)	22%	(71)	318
Golfers	19%	(28)	15%	(21)	14%	(20)	33%	(49)	20%	(29)	147
Athletes	27%	(77)	14%	(41)	15%	(43)	23%	(66)	21%	(62)	288
Under Armour: Very fav	26%	(98)	21%	(80)	8%	(30)	22%	(83)	24%	(92)	383
Nike: Very fav	27%	(147)	21%	(115)	11%	(61)	15%	(83)	25%	(136)	542
Adidas: Very fav	27%	(122)	23%	(101)	11%	(47)	15%	(68)	24%	(107)	445
Michael Jordan: Very fav	28%	(146)	18%	(93)	11%	(55)	20%	(102)	23%	(117)	513
LeBron James: Very fav	38%	(127)	23%	(76)	10%	(34)	9%	(31)	19%	(63)	332

Continued on next page

Table MCSP9_6: How well do each of the following words describe LeBron James?
Adorable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	14%	(200)	14%	(203)	13%	(197)	23%	(337)	36%	(530)	1467
Stephen Curry: Very fav	32%	(89)	19%	(53)	13%	(36)	22%	(61)	16%	(44)	283
Jordan Brand: Very fav	36%	(98)	19%	(53)	14%	(38)	11%	(30)	20%	(54)	273
Curry Brand: Very fav	39%	(48)	21%	(26)	8%	(10)	19%	(23)	14%	(17)	124
Under Armour: Favorable	16%	(153)	17%	(163)	14%	(133)	23%	(225)	30%	(295)	969
Nike: Favorable	19%	(186)	18%	(177)	14%	(134)	17%	(164)	33%	(326)	987
Adidas: Favorable	17%	(181)	17%	(183)	14%	(153)	20%	(216)	31%	(335)	1068
Michael Jordan: Favorable	18%	(185)	16%	(167)	14%	(144)	23%	(232)	29%	(298)	1026
LeBron James: Favorable	23%	(163)	23%	(162)	15%	(107)	12%	(86)	28%	(197)	715
Stephen Curry: Favorable	21%	(133)	20%	(124)	15%	(93)	23%	(148)	22%	(137)	635
Jordan Brand: Favorable	22%	(129)	21%	(125)	15%	(90)	19%	(112)	24%	(142)	598
Curry Brand: Favorable	27%	(88)	25%	(83)	13%	(41)	22%	(72)	13%	(42)	327
Often buy sportswear	30%	(62)	25%	(51)	9%	(19)	18%	(38)	18%	(37)	207
Often/Sometimes buy sportswear	18%	(157)	17%	(152)	14%	(129)	23%	(202)	28%	(254)	895
Familiar with Michael Jordan	14%	(200)	14%	(202)	14%	(197)	23%	(335)	36%	(516)	1449
Familiar with LeBron James	14%	(196)	14%	(196)	14%	(191)	24%	(333)	35%	(490)	1405
Familiar with Steph Curry	15%	(174)	15%	(173)	15%	(171)	25%	(283)	29%	(322)	1123

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

Table MCSP9_7: How well do each of the following words describe LeBron James?

Charitable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	29%	(407)	22%	(315)	6%	(84)	9%	(130)	34%	(490)	1426
Gender: Male	28%	(190)	23%	(157)	8%	(55)	12%	(81)	29%	(194)	677
Gender: Female	29%	(217)	21%	(158)	4%	(30)	7%	(49)	39%	(296)	749
Age: 18-34	34%	(139)	20%	(81)	7%	(29)	8%	(34)	31%	(128)	410
Age: 35-44	35%	(79)	28%	(63)	4%	(8)	9%	(20)	26%	(59)	228
Age: 45-64	24%	(117)	21%	(102)	6%	(30)	11%	(54)	38%	(186)	488
Age: 65+	24%	(73)	23%	(69)	6%	(18)	7%	(22)	39%	(118)	299
GenZers: 1997-2012	36%	(55)	17%	(26)	11%	(17)	6%	(9)	30%	(46)	154
Millennials: 1981-1996	33%	(128)	24%	(94)	5%	(19)	9%	(35)	29%	(112)	388
GenXers: 1965-1980	25%	(88)	26%	(90)	4%	(13)	10%	(35)	35%	(123)	350
Baby Boomers: 1946-1964	27%	(127)	20%	(92)	6%	(29)	9%	(44)	37%	(173)	466
PID: Dem (no lean)	42%	(212)	23%	(115)	3%	(17)	3%	(17)	28%	(138)	499
PID: Ind (no lean)	24%	(117)	21%	(105)	6%	(32)	9%	(42)	40%	(194)	490
PID: Rep (no lean)	18%	(79)	22%	(95)	8%	(36)	16%	(70)	36%	(158)	437
PID/Gender: Dem Men	40%	(87)	26%	(58)	5%	(11)	6%	(13)	23%	(50)	219
PID/Gender: Dem Women	44%	(124)	20%	(57)	2%	(6)	2%	(4)	31%	(88)	280
PID/Gender: Ind Men	24%	(57)	22%	(53)	10%	(23)	10%	(25)	34%	(83)	242
PID/Gender: Ind Women	24%	(60)	21%	(52)	3%	(8)	7%	(17)	45%	(110)	248
PID/Gender: Rep Men	21%	(46)	21%	(46)	10%	(21)	20%	(43)	28%	(60)	216
PID/Gender: Rep Women	15%	(33)	22%	(48)	7%	(15)	12%	(28)	44%	(98)	222
Ideo: Liberal (1-3)	38%	(148)	24%	(93)	3%	(11)	4%	(16)	32%	(124)	392
Ideo: Moderate (4)	33%	(125)	22%	(85)	7%	(26)	6%	(21)	32%	(123)	380
Ideo: Conservative (5-7)	18%	(91)	20%	(102)	9%	(45)	17%	(83)	36%	(178)	498
Educ: < College	28%	(273)	21%	(206)	6%	(55)	9%	(91)	36%	(352)	977
Educ: Bachelors degree	28%	(83)	23%	(68)	7%	(21)	8%	(25)	32%	(95)	293
Educ: Post-grad	32%	(50)	26%	(41)	5%	(9)	9%	(14)	27%	(43)	156
Income: Under 50k	29%	(229)	20%	(162)	5%	(37)	9%	(71)	37%	(298)	797
Income: 50k-100k	25%	(103)	23%	(93)	7%	(30)	10%	(42)	34%	(137)	406
Income: 100k+	34%	(75)	27%	(60)	8%	(17)	7%	(16)	24%	(55)	224
Ethnicity: White	23%	(261)	23%	(256)	6%	(72)	10%	(111)	38%	(432)	1132
Ethnicity: Hispanic	31%	(61)	24%	(48)	6%	(12)	16%	(32)	23%	(47)	199

Continued on next page

Table MCSP9_7: How well do each of the following words describe LeBron James?
Charitable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	29%	(407)	22%	(315)	6%	(84)	9%	(130)	34% (490)	1426
Ethnicity: Black	61%	(109)	18%	(32)	4%	(8)	3%	(6)	14% (25)	180
Ethnicity: Other	32%	(37)	24%	(28)	4%	(5)	11%	(13)	28% (33)	115
All Christian	28%	(195)	23%	(157)	7%	(46)	11%	(74)	32% (223)	695
All Non-Christian	30%	(17)	25%	(15)	9%	(5)	10%	(6)	27% (16)	59
Atheist	31%	(23)	23%	(17)	7%	(5)	12%	(9)	27% (20)	73
Agnostic/Nothing in particular	28%	(102)	17%	(62)	5%	(18)	7%	(26)	43% (157)	365
Something Else	30%	(70)	28%	(65)	5%	(11)	7%	(16)	31% (73)	234
Religious Non-Protestant/Catholic	25%	(20)	30%	(24)	8%	(6)	7%	(6)	31% (24)	79
Evangelical	29%	(103)	23%	(82)	6%	(21)	11%	(40)	30% (107)	353
Non-Evangelical	29%	(158)	23%	(126)	6%	(31)	9%	(50)	33% (179)	545
Community: Urban	39%	(144)	19%	(72)	4%	(14)	11%	(40)	27% (99)	368
Community: Suburban	27%	(178)	27%	(177)	7%	(44)	8%	(53)	32% (215)	668
Community: Rural	22%	(85)	17%	(66)	7%	(26)	9%	(36)	45% (176)	389
Employ: Private Sector	29%	(113)	23%	(89)	6%	(22)	14%	(55)	29% (113)	392
Employ: Government	42%	(34)	13%	(11)	1%	(1)	14%	(11)	30% (24)	80
Employ: Self-Employed	27%	(35)	30%	(40)	8%	(11)	12%	(15)	23% (30)	131
Employ: Homemaker	27%	(31)	22%	(25)	9%	(11)	3%	(3)	39% (45)	115
Employ: Student	37%	(19)	20%	(11)	6%	(3)	4%	(2)	33% (17)	52
Employ: Retired	23%	(77)	24%	(82)	7%	(25)	6%	(22)	40% (136)	342
Employ: Unemployed	32%	(69)	17%	(37)	4%	(9)	6%	(14)	40% (85)	214
Employ: Other	29%	(29)	21%	(21)	3%	(3)	8%	(8)	39% (39)	100
Military HH: Yes	20%	(52)	24%	(62)	8%	(20)	9%	(22)	39% (99)	256
Military HH: No	30%	(355)	22%	(253)	6%	(65)	9%	(107)	33% (391)	1170
RD/WT: Right Direction	28%	(114)	22%	(92)	8%	(35)	15%	(64)	26% (110)	415
RD/WT: Wrong Track	29%	(293)	22%	(223)	5%	(50)	6%	(65)	38% (380)	1011
Trump Job Approve	20%	(120)	21%	(129)	9%	(55)	15%	(91)	35% (211)	606
Trump Job Disapprove	35%	(267)	23%	(177)	3%	(25)	5%	(36)	34% (257)	762

Continued on next page

Table MCSP9_7: How well do each of the following words describe LeBron James?
Charitable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	29%	(407)	22%	(315)	6%	(84)	9%	(130)	34% (490)	1426
Trump Job Strongly Approve	16%	(60)	18%	(65)	10%	(37)	18%	(67)	37% (135)	363
Trump Job Somewhat Approve	25%	(60)	26%	(64)	7%	(18)	10%	(24)	32% (77)	243
Trump Job Somewhat Disapprove	22%	(35)	28%	(44)	6%	(10)	8%	(12)	35% (55)	156
Trump Job Strongly Disapprove	38%	(232)	22%	(133)	3%	(16)	4%	(24)	33% (202)	607
Favorable of Trump	18%	(111)	21%	(131)	9%	(55)	16%	(96)	36% (220)	612
Unfavorable of Trump	37%	(276)	23%	(173)	4%	(30)	4%	(33)	32% (243)	756
Very Favorable of Trump	17%	(65)	16%	(64)	10%	(41)	19%	(74)	37% (144)	388
Somewhat Favorable of Trump	20%	(46)	30%	(67)	6%	(14)	10%	(22)	34% (76)	225
Somewhat Unfavorable of Trump	26%	(34)	23%	(30)	9%	(11)	6%	(8)	37% (48)	131
Very Unfavorable of Trump	39%	(242)	23%	(143)	3%	(19)	4%	(26)	31% (195)	625
#1 Issue: Economy	27%	(149)	25%	(142)	5%	(30)	10%	(56)	32% (180)	557
#1 Issue: Security	17%	(21)	17%	(21)	9%	(11)	18%	(23)	39% (49)	125
#1 Issue: Health Care	36%	(95)	24%	(65)	7%	(20)	4%	(11)	28% (75)	266
#1 Issue: Medicare / Social Security	27%	(46)	23%	(38)	5%	(8)	7%	(12)	39% (66)	170
#1 Issue: Women's Issues	38%	(28)	18%	(14)	1%	(0)	6%	(5)	37% (28)	75
#1 Issue: Education	37%	(25)	22%	(15)	2%	(1)	9%	(6)	30% (20)	68
#1 Issue: Other	26%	(31)	11%	(12)	8%	(9)	11%	(13)	44% (51)	116
2018 House Vote: Democrat	45%	(219)	22%	(109)	3%	(14)	4%	(18)	27% (130)	491
2018 House Vote: Republican	16%	(67)	19%	(80)	9%	(38)	19%	(79)	37% (155)	418
2016 Vote: Hillary Clinton	44%	(193)	24%	(106)	2%	(10)	3%	(15)	27% (118)	441
2016 Vote: Donald Trump	17%	(79)	20%	(89)	9%	(41)	18%	(83)	36% (165)	457
2016 Vote: Other	27%	(25)	28%	(26)	5%	(4)	5%	(4)	35% (32)	93
2016 Vote: Didn't Vote	25%	(110)	22%	(94)	7%	(29)	6%	(28)	40% (174)	434
Voted in 2014: Yes	31%	(254)	22%	(179)	6%	(48)	10%	(80)	33% (270)	831
Voted in 2014: No	26%	(153)	23%	(136)	6%	(36)	8%	(50)	37% (220)	595
2012 Vote: Barack Obama	42%	(225)	22%	(117)	4%	(21)	5%	(29)	27% (148)	541
2012 Vote: Mitt Romney	13%	(39)	24%	(74)	10%	(31)	13%	(40)	40% (123)	307
2012 Vote: Other	19%	(12)	21%	(13)	3%	(2)	18%	(12)	39% (24)	63
2012 Vote: Didn't Vote	26%	(131)	22%	(111)	6%	(30)	9%	(48)	37% (192)	513

Continued on next page

Table MCSP9_7: How well do each of the following words describe LeBron James?
Charitable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	29%	(407)	22%	(315)	6%	(84)	9%	(130)	34%	(490)	1426
4-Region: Northeast	32%	(82)	24%	(62)	4%	(9)	9%	(22)	31%	(79)	254
4-Region: Midwest	31%	(97)	23%	(71)	5%	(17)	10%	(32)	30%	(92)	309
4-Region: South	26%	(142)	24%	(132)	6%	(31)	11%	(58)	34%	(189)	552
4-Region: West	28%	(86)	16%	(50)	9%	(27)	6%	(18)	42%	(130)	311
Sports fans	34%	(323)	27%	(256)	7%	(66)	8%	(77)	24%	(222)	945
Avid sports fans	44%	(134)	31%	(94)	7%	(22)	7%	(22)	11%	(33)	306
Casual sports fans	30%	(190)	25%	(162)	7%	(44)	9%	(54)	30%	(189)	638
NFL fans	34%	(301)	28%	(243)	6%	(56)	7%	(62)	24%	(214)	877
MLB fans	34%	(244)	28%	(199)	6%	(46)	9%	(65)	22%	(158)	712
NBA fans	44%	(281)	29%	(187)	5%	(34)	7%	(47)	14%	(89)	639
NHL fans	32%	(160)	29%	(144)	8%	(43)	10%	(50)	22%	(109)	506
WNBA fans	46%	(141)	31%	(97)	5%	(15)	3%	(11)	15%	(46)	310
College football fans	33%	(236)	28%	(205)	7%	(51)	9%	(68)	23%	(163)	723
College basketball fans	38%	(221)	33%	(194)	5%	(32)	8%	(45)	16%	(95)	586
Golf fans	34%	(145)	27%	(115)	7%	(29)	11%	(46)	21%	(89)	424
Tennis fans	40%	(179)	26%	(116)	8%	(33)	7%	(32)	19%	(85)	445
Auto racing fans	29%	(153)	28%	(145)	10%	(50)	13%	(66)	21%	(108)	522
Soccer fans	36%	(161)	30%	(135)	8%	(38)	9%	(42)	16%	(73)	448
Gymnastics fans	32%	(212)	27%	(180)	7%	(45)	8%	(51)	26%	(167)	655
Competitive swimming fans	36%	(150)	28%	(117)	7%	(27)	8%	(35)	22%	(91)	421
Basketball players	47%	(75)	30%	(49)	8%	(13)	6%	(9)	9%	(15)	160
Basketball fans	45%	(230)	31%	(155)	4%	(22)	8%	(38)	12%	(63)	508
Sneaker enthusiasts	40%	(121)	25%	(76)	9%	(26)	8%	(24)	18%	(55)	303
Golfers	33%	(49)	24%	(35)	8%	(11)	15%	(22)	20%	(30)	147
Athletes	42%	(111)	24%	(64)	5%	(14)	10%	(27)	18%	(48)	265
Under Armour: Very fav	49%	(175)	21%	(73)	5%	(17)	6%	(21)	20%	(70)	355
Nike: Very fav	46%	(229)	22%	(111)	4%	(18)	6%	(30)	23%	(115)	502
Adidas: Very fav	51%	(206)	18%	(75)	5%	(20)	4%	(17)	22%	(87)	404
Michael Jordan: Very fav	47%	(219)	23%	(108)	5%	(21)	7%	(33)	18%	(82)	461
LeBron James: Very fav	70%	(198)	19%	(54)	1%	(2)	—	(0)	10%	(30)	283

Continued on next page

Table MCSP9_7: How well do each of the following words describe LeBron James?
Charitable

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	29%	(407)	22%	(315)	6%	(84)	9%	(130)	34% (490)	1426
Stephen Curry: Very fav	65%	(150)	21%	(49)	5%	(11)	3%	(7)	6% (14)	232
Jordan Brand: Very fav	57%	(153)	20%	(54)	3%	(9)	5%	(13)	14% (38)	267
Curry Brand: Very fav	69%	(80)	17%	(20)	2%	(2)	1%	(1)	12% (14)	116
Under Armour: Favorable	35%	(331)	23%	(213)	6%	(53)	8%	(74)	28% (265)	937
Nike: Favorable	37%	(353)	24%	(234)	5%	(45)	6%	(53)	28% (271)	955
Adidas: Favorable	34%	(354)	24%	(250)	5%	(56)	7%	(76)	28% (293)	1030
Michael Jordan: Favorable	36%	(353)	25%	(250)	6%	(57)	8%	(78)	25% (247)	984
LeBron James: Favorable	48%	(325)	27%	(185)	3%	(23)	1%	(10)	20% (132)	675
Stephen Curry: Favorable	48%	(281)	27%	(160)	5%	(30)	4%	(26)	15% (87)	583
Jordan Brand: Favorable	44%	(263)	26%	(152)	5%	(30)	7%	(41)	18% (109)	595
Curry Brand: Favorable	57%	(182)	24%	(75)	4%	(13)	4%	(14)	10% (33)	317
Often buy sportswear	42%	(87)	28%	(58)	7%	(14)	11%	(22)	12% (25)	206
Often/Sometimes buy sportswear	36%	(307)	25%	(213)	6%	(48)	8%	(70)	25% (216)	855
Familiar with Michael Jordan	29%	(404)	22%	(315)	6%	(84)	9%	(129)	34% (479)	1412
Familiar with LeBron James	29%	(399)	23%	(313)	6%	(81)	9%	(125)	33% (448)	1366
Familiar with Steph Curry	33%	(359)	24%	(260)	7%	(72)	9%	(101)	26% (284)	1077

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

Table MCSP9_8: How well do each of the following words describe LeBron James?

Good-looking

Demographic	How well do you know the people in your community?										Total N
	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		
Adults	16%	(236)	23%	(336)	12%	(177)	15%	(212)	34%	(501)	1462
Gender: Male	17%	(115)	20%	(140)	13%	(92)	19%	(127)	31%	(210)	684
Gender: Female	16%	(121)	25%	(196)	11%	(85)	11%	(86)	37%	(291)	778
Age: 18-34	22%	(99)	25%	(112)	11%	(51)	6%	(28)	35%	(155)	445
Age: 35-44	26%	(57)	24%	(52)	12%	(26)	14%	(32)	24%	(53)	220
Age: 45-64	11%	(54)	22%	(110)	12%	(61)	21%	(108)	34%	(174)	507
Age: 65+	9%	(26)	21%	(62)	14%	(40)	15%	(45)	41%	(119)	291
GenZers: 1997-2012	26%	(49)	27%	(51)	12%	(23)	5%	(10)	30%	(56)	189
Millennials: 1981-1996	22%	(85)	24%	(93)	12%	(48)	9%	(37)	32%	(126)	388
GenXers: 1965-1980	13%	(46)	22%	(76)	9%	(31)	22%	(78)	33%	(116)	348
Baby Boomers: 1946-1964	11%	(49)	23%	(105)	14%	(67)	16%	(75)	36%	(170)	466
PID: Dem (no lean)	23%	(118)	29%	(147)	12%	(62)	7%	(35)	29%	(149)	511
PID: Ind (no lean)	15%	(72)	21%	(100)	12%	(57)	14%	(69)	38%	(184)	482
PID: Rep (no lean)	10%	(46)	19%	(89)	13%	(59)	23%	(108)	36%	(167)	469
PID/Gender: Dem Men	24%	(54)	30%	(68)	15%	(33)	8%	(18)	25%	(56)	229
PID/Gender: Dem Women	23%	(64)	28%	(79)	10%	(28)	6%	(17)	33%	(93)	282
PID/Gender: Ind Men	18%	(40)	16%	(37)	13%	(29)	19%	(43)	35%	(79)	229
PID/Gender: Ind Women	13%	(32)	25%	(63)	11%	(28)	10%	(26)	41%	(105)	254
PID/Gender: Rep Men	9%	(21)	16%	(35)	13%	(30)	29%	(66)	33%	(74)	227
PID/Gender: Rep Women	10%	(24)	22%	(54)	12%	(29)	18%	(43)	38%	(93)	243
Ideo: Liberal (1-3)	22%	(86)	25%	(100)	11%	(42)	10%	(41)	31%	(123)	391
Ideo: Moderate (4)	17%	(70)	28%	(114)	15%	(63)	11%	(45)	28%	(116)	408
Ideo: Conservative (5-7)	8%	(42)	18%	(87)	11%	(55)	23%	(113)	40%	(194)	490
Educ: < College	16%	(165)	21%	(217)	11%	(117)	15%	(148)	36%	(369)	1017
Educ: Bachelors degree	12%	(33)	27%	(73)	14%	(38)	14%	(38)	33%	(90)	272
Educ: Post-grad	22%	(38)	26%	(46)	13%	(22)	15%	(26)	24%	(42)	174
Income: Under 50k	18%	(146)	22%	(175)	10%	(80)	14%	(109)	36%	(292)	801
Income: 50k-100k	13%	(55)	22%	(95)	14%	(61)	17%	(73)	33%	(140)	424
Income: 100k+	15%	(35)	28%	(66)	16%	(37)	13%	(30)	29%	(69)	238
Ethnicity: White	13%	(151)	22%	(249)	12%	(138)	15%	(174)	38%	(429)	1140
Ethnicity: Hispanic	14%	(28)	22%	(47)	12%	(25)	17%	(36)	34%	(71)	207

Continued on next page

Table MCSP9_8: How well do each of the following words describe LeBron James?

Good-looking

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	16%	(236)	23%	(336)	12%	(177)	15%	(212)	34%	(501)	1462
Ethnicity: Black	33%	(62)	25%	(47)	13%	(25)	10%	(19)	18%	(33)	186
Ethnicity: Other	17%	(23)	29%	(40)	11%	(15)	14%	(20)	29%	(39)	136
All Christian	13%	(89)	26%	(180)	11%	(80)	18%	(128)	32%	(225)	702
All Non-Christian	24%	(15)	31%	(20)	17%	(11)	7%	(4)	20%	(13)	63
Atheist	24%	(15)	18%	(11)	13%	(8)	12%	(8)	34%	(21)	63
Agnostic/Nothing in particular	18%	(67)	17%	(63)	10%	(36)	12%	(45)	42%	(154)	365
Something Else	19%	(51)	23%	(61)	16%	(42)	10%	(27)	33%	(88)	269
Religious Non-Protestant/Catholic	21%	(17)	28%	(24)	14%	(12)	8%	(7)	29%	(25)	85
Evangelical	15%	(52)	24%	(86)	16%	(56)	14%	(49)	31%	(109)	353
Non-Evangelical	14%	(84)	25%	(145)	11%	(65)	17%	(103)	32%	(191)	588
Community: Urban	20%	(78)	25%	(95)	11%	(40)	14%	(54)	30%	(113)	380
Community: Suburban	16%	(111)	22%	(157)	13%	(90)	14%	(101)	35%	(244)	704
Community: Rural	12%	(47)	22%	(83)	13%	(47)	15%	(57)	38%	(144)	378
Employ: Private Sector	17%	(71)	22%	(91)	14%	(57)	18%	(73)	28%	(114)	406
Employ: Government	19%	(18)	23%	(21)	11%	(10)	19%	(17)	28%	(25)	91
Employ: Self-Employed	21%	(27)	28%	(37)	14%	(18)	14%	(18)	23%	(30)	130
Employ: Homemaker	18%	(18)	22%	(23)	9%	(10)	12%	(12)	39%	(40)	103
Employ: Student	22%	(16)	24%	(17)	8%	(6)	5%	(4)	41%	(30)	73
Employ: Retired	8%	(30)	21%	(75)	13%	(46)	15%	(54)	42%	(149)	353
Employ: Unemployed	20%	(40)	23%	(47)	10%	(20)	12%	(24)	35%	(71)	203
Employ: Other	15%	(16)	24%	(25)	10%	(10)	10%	(10)	41%	(42)	103
Military HH: Yes	11%	(28)	18%	(47)	11%	(29)	21%	(56)	40%	(107)	268
Military HH: No	17%	(208)	24%	(288)	12%	(148)	13%	(156)	33%	(394)	1194
RD/WT: Right Direction	19%	(79)	21%	(87)	14%	(56)	15%	(60)	31%	(127)	409
RD/WT: Wrong Track	15%	(157)	24%	(248)	12%	(122)	14%	(152)	35%	(374)	1053
Trump Job Approve	10%	(60)	20%	(121)	13%	(77)	22%	(138)	35%	(218)	615
Trump Job Disapprove	21%	(163)	26%	(207)	12%	(95)	9%	(72)	32%	(253)	790

Continued on next page

Table MCSP9_8: How well do each of the following words describe LeBron James?

Good-looking

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	16%	(236)	23%	(336)	12%	(177)	15%	(212)	34% (501)	1462
Trump Job Strongly Approve	11%	(37)	16%	(57)	9%	(31)	27%	(97)	37% (131)	354
Trump Job Somewhat Approve	9%	(23)	25%	(64)	18%	(46)	16%	(41)	33% (87)	260
Trump Job Somewhat Disapprove	16%	(26)	29%	(47)	12%	(20)	10%	(17)	32% (52)	162
Trump Job Strongly Disapprove	22%	(137)	26%	(160)	12%	(75)	9%	(55)	32% (201)	627
Favorable of Trump	11%	(66)	20%	(123)	12%	(75)	22%	(135)	36% (228)	627
Unfavorable of Trump	20%	(159)	25%	(199)	13%	(100)	9%	(73)	32% (251)	782
Very Favorable of Trump	13%	(52)	15%	(58)	10%	(37)	26%	(102)	35% (136)	386
Somewhat Favorable of Trump	6%	(15)	27%	(64)	16%	(38)	14%	(33)	38% (92)	241
Somewhat Unfavorable of Trump	19%	(26)	27%	(37)	12%	(16)	11%	(14)	31% (42)	135
Very Unfavorable of Trump	21%	(134)	25%	(163)	13%	(84)	9%	(58)	32% (209)	647
#1 Issue: Economy	15%	(85)	22%	(123)	13%	(72)	15%	(84)	34% (186)	550
#1 Issue: Security	10%	(13)	12%	(17)	12%	(16)	27%	(37)	39% (52)	134
#1 Issue: Health Care	21%	(61)	27%	(78)	13%	(38)	12%	(34)	27% (77)	289
#1 Issue: Medicare / Social Security	10%	(17)	26%	(45)	11%	(18)	13%	(22)	40% (67)	170
#1 Issue: Women's Issues	19%	(17)	29%	(25)	9%	(7)	7%	(6)	37% (32)	87
#1 Issue: Education	31%	(27)	28%	(25)	15%	(13)	6%	(5)	19% (17)	87
#1 Issue: Other	7%	(7)	14%	(15)	9%	(9)	18%	(19)	51% (53)	103
2018 House Vote: Democrat	24%	(111)	27%	(127)	11%	(50)	9%	(41)	30% (138)	467
2018 House Vote: Republican	9%	(37)	19%	(78)	12%	(49)	27%	(109)	33% (135)	407
2016 Vote: Hillary Clinton	22%	(91)	27%	(115)	12%	(49)	9%	(37)	30% (127)	419
2016 Vote: Donald Trump	10%	(46)	18%	(83)	10%	(49)	27%	(124)	35% (164)	465
2016 Vote: Other	12%	(10)	20%	(16)	17%	(13)	14%	(11)	37% (30)	79
2016 Vote: Didn't Vote	18%	(89)	25%	(122)	13%	(66)	8%	(41)	36% (180)	499
Voted in 2014: Yes	16%	(123)	23%	(184)	12%	(92)	18%	(139)	32% (254)	793
Voted in 2014: No	17%	(113)	23%	(152)	13%	(85)	11%	(73)	37% (247)	670
2012 Vote: Barack Obama	21%	(111)	27%	(144)	11%	(57)	12%	(66)	29% (158)	536
2012 Vote: Mitt Romney	5%	(15)	17%	(51)	16%	(46)	24%	(70)	38% (112)	293
2012 Vote: Other	8%	(5)	18%	(10)	11%	(6)	27%	(14)	35% (19)	54
2012 Vote: Didn't Vote	18%	(106)	23%	(131)	12%	(68)	10%	(59)	37% (211)	576

Continued on next page

Table MCSP9_8: How well do each of the following words describe LeBron James?

Good-looking

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	16%	(236)	23%	(336)	12%	(177)	15%	(212)	34%	(501)	1462
4-Region: Northeast	17%	(45)	29%	(79)	10%	(27)	10%	(28)	34%	(91)	269
4-Region: Midwest	18%	(56)	21%	(65)	13%	(41)	14%	(43)	33%	(100)	305
4-Region: South	14%	(75)	22%	(123)	14%	(79)	16%	(89)	34%	(186)	553
4-Region: West	18%	(60)	20%	(69)	9%	(31)	16%	(52)	37%	(124)	336
Sports fans	19%	(175)	27%	(253)	14%	(129)	15%	(139)	26%	(248)	943
Avid sports fans	22%	(68)	29%	(89)	14%	(44)	16%	(50)	18%	(54)	305
Casual sports fans	17%	(107)	26%	(164)	13%	(85)	14%	(88)	30%	(194)	639
NFL fans	19%	(170)	28%	(245)	14%	(124)	12%	(109)	26%	(232)	880
MLB fans	17%	(126)	27%	(198)	14%	(105)	15%	(108)	27%	(200)	737
NBA fans	24%	(159)	31%	(202)	15%	(97)	12%	(81)	18%	(120)	658
NHL fans	18%	(90)	25%	(126)	14%	(71)	15%	(77)	27%	(138)	502
WNBA fans	27%	(85)	34%	(105)	13%	(41)	8%	(25)	19%	(58)	313
College football fans	16%	(119)	27%	(199)	16%	(118)	16%	(119)	24%	(180)	734
College basketball fans	18%	(110)	30%	(176)	18%	(104)	15%	(92)	19%	(113)	596
Golf fans	18%	(73)	25%	(98)	15%	(60)	16%	(64)	25%	(100)	395
Tennis fans	19%	(82)	34%	(145)	16%	(69)	14%	(60)	18%	(76)	433
Auto racing fans	18%	(97)	26%	(142)	14%	(76)	17%	(93)	25%	(133)	541
Soccer fans	22%	(98)	31%	(140)	15%	(66)	12%	(53)	21%	(94)	452
Gymnastics fans	16%	(110)	32%	(211)	12%	(83)	13%	(87)	26%	(176)	668
Competitive swimming fans	20%	(88)	32%	(140)	15%	(65)	12%	(53)	21%	(91)	437
Basketball players	34%	(54)	30%	(48)	13%	(21)	8%	(13)	16%	(25)	161
Basketball fans	24%	(122)	29%	(150)	15%	(76)	14%	(73)	18%	(94)	515
Sneaker enthusiasts	27%	(78)	26%	(76)	13%	(39)	11%	(33)	23%	(67)	293
Golfers	21%	(25)	21%	(24)	12%	(14)	25%	(29)	22%	(26)	119
Athletes	26%	(76)	27%	(77)	11%	(32)	13%	(39)	23%	(66)	290
Under Armour: Very fav	28%	(105)	28%	(106)	9%	(32)	11%	(43)	24%	(92)	380
Nike: Very fav	27%	(147)	29%	(156)	11%	(62)	7%	(38)	25%	(136)	538
Adidas: Very fav	30%	(131)	27%	(118)	12%	(55)	9%	(38)	22%	(96)	438
Michael Jordan: Very fav	30%	(146)	28%	(135)	12%	(57)	12%	(60)	18%	(85)	484
LeBron James: Very fav	42%	(131)	31%	(96)	13%	(40)	2%	(7)	12%	(39)	313

Continued on next page

Table MCSP9_8: How well do each of the following words describe LeBron James?
Good-looking

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	16%	(236)	23%	(336)	12%	(177)	15%	(212)	34%	(501)	1462
Stephen Curry: Very fav	38%	(101)	28%	(74)	14%	(37)	8%	(23)	13%	(34)	268
Jordan Brand: Very fav	36%	(96)	28%	(75)	11%	(30)	9%	(25)	16%	(44)	270
Curry Brand: Very fav	51%	(52)	28%	(28)	12%	(12)	6%	(7)	3%	(3)	102
Under Armour: Favorable	18%	(173)	28%	(273)	13%	(123)	13%	(123)	28%	(273)	965
Nike: Favorable	22%	(214)	29%	(284)	12%	(121)	9%	(94)	28%	(282)	995
Adidas: Favorable	19%	(206)	27%	(292)	13%	(144)	12%	(134)	28%	(307)	1083
Michael Jordan: Favorable	21%	(211)	27%	(270)	12%	(126)	15%	(148)	25%	(255)	1010
LeBron James: Favorable	28%	(195)	34%	(237)	13%	(89)	5%	(39)	21%	(147)	706
Stephen Curry: Favorable	26%	(154)	30%	(178)	14%	(83)	13%	(78)	18%	(108)	601
Jordan Brand: Favorable	25%	(150)	31%	(188)	12%	(76)	13%	(77)	19%	(118)	609
Curry Brand: Favorable	34%	(103)	33%	(98)	14%	(41)	8%	(25)	11%	(33)	300
Often buy sportswear	28%	(56)	31%	(62)	9%	(18)	11%	(23)	20%	(39)	197
Often/Sometimes buy sportswear	19%	(167)	27%	(240)	13%	(111)	13%	(118)	28%	(249)	886
Familiar with Michael Jordan	16%	(233)	23%	(334)	12%	(177)	15%	(211)	34%	(485)	1441
Familiar with LeBron James	16%	(226)	23%	(329)	12%	(175)	15%	(211)	33%	(464)	1404
Familiar with Steph Curry	18%	(205)	25%	(277)	14%	(153)	15%	(169)	28%	(312)	1116

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

Table MCSP9_9: How well do each of the following words describe LeBron James?
Stylish

Demographic	How well do you understand the issues facing the country?										Total N
	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		
Adults	24%	(349)	24%	(361)	7%	(108)	11%	(162)	34%	(506)	1486
Gender: Male	26%	(191)	25%	(184)	9%	(70)	14%	(100)	26%	(196)	741
Gender: Female	21%	(158)	24%	(177)	5%	(38)	8%	(61)	42%	(310)	745
Age: 18-34	32%	(136)	26%	(110)	6%	(24)	5%	(23)	32%	(135)	428
Age: 35-44	30%	(72)	32%	(76)	7%	(17)	8%	(19)	23%	(55)	239
Age: 45-64	19%	(99)	22%	(116)	7%	(39)	15%	(81)	36%	(187)	521
Age: 65+	14%	(43)	20%	(60)	9%	(28)	13%	(39)	43%	(128)	298
GenZers: 1997-2012	35%	(56)	27%	(44)	3%	(5)	4%	(7)	31%	(50)	163
Millennials: 1981-1996	30%	(120)	28%	(109)	8%	(32)	7%	(27)	27%	(107)	395
GenXers: 1965-1980	22%	(79)	27%	(96)	5%	(18)	14%	(51)	32%	(117)	362
Baby Boomers: 1946-1964	17%	(86)	20%	(101)	10%	(50)	14%	(68)	39%	(198)	503
PID: Dem (no lean)	32%	(182)	30%	(169)	6%	(35)	4%	(21)	27%	(153)	559
PID: Ind (no lean)	21%	(98)	18%	(86)	9%	(41)	11%	(51)	41%	(190)	465
PID: Rep (no lean)	15%	(70)	23%	(107)	7%	(32)	20%	(90)	35%	(163)	462
PID/Gender: Dem Men	35%	(92)	33%	(89)	6%	(17)	4%	(11)	21%	(57)	266
PID/Gender: Dem Women	30%	(89)	27%	(80)	6%	(18)	3%	(9)	33%	(96)	293
PID/Gender: Ind Men	23%	(57)	17%	(42)	13%	(33)	14%	(33)	32%	(79)	244
PID/Gender: Ind Women	18%	(41)	20%	(43)	4%	(8)	8%	(18)	50%	(111)	221
PID/Gender: Rep Men	18%	(42)	23%	(53)	9%	(20)	24%	(56)	26%	(61)	231
PID/Gender: Rep Women	12%	(28)	24%	(54)	5%	(12)	15%	(34)	44%	(102)	230
Ideo: Liberal (1-3)	29%	(123)	26%	(109)	7%	(30)	7%	(29)	31%	(127)	418
Ideo: Moderate (4)	25%	(103)	32%	(130)	7%	(29)	6%	(25)	30%	(123)	408
Ideo: Conservative (5-7)	16%	(80)	21%	(105)	9%	(44)	20%	(100)	35%	(179)	508
Educ: < College	25%	(257)	21%	(211)	6%	(59)	12%	(121)	36%	(368)	1016
Educ: Bachelors degree	19%	(56)	32%	(96)	11%	(33)	8%	(25)	30%	(88)	297
Educ: Post-grad	21%	(37)	31%	(54)	9%	(16)	10%	(17)	29%	(50)	173
Income: Under 50k	25%	(204)	22%	(178)	5%	(44)	11%	(88)	37%	(296)	809
Income: 50k-100k	21%	(94)	22%	(99)	11%	(49)	11%	(51)	35%	(155)	447
Income: 100k+	23%	(52)	37%	(84)	6%	(15)	10%	(23)	24%	(55)	229
Ethnicity: White	19%	(221)	24%	(281)	7%	(86)	13%	(148)	37%	(427)	1163
Ethnicity: Hispanic	33%	(87)	26%	(68)	5%	(13)	14%	(37)	21%	(55)	261

Continued on next page

Table MCSP9_9: How well do each of the following words describe LeBron James?
Stylish

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	24%	(349)	24%	(361)	7%	(108)	11%	(162)	34%	(506)	1486
Ethnicity: Black	51%	(88)	19%	(33)	4%	(7)	2%	(4)	23%	(40)	172
Ethnicity: Other	27%	(40)	31%	(46)	10%	(15)	7%	(10)	26%	(39)	151
All Christian	20%	(140)	27%	(188)	9%	(62)	16%	(110)	29%	(204)	705
All Non-Christian	27%	(17)	20%	(13)	6%	(4)	4%	(2)	43%	(27)	63
Atheist	15%	(11)	28%	(21)	7%	(6)	8%	(6)	42%	(31)	74
Agnostic/Nothing in particular	26%	(97)	21%	(79)	5%	(19)	8%	(31)	41%	(154)	379
Something Else	32%	(84)	23%	(60)	7%	(18)	5%	(12)	34%	(90)	265
Religious Non-Protestant/Catholic	24%	(20)	27%	(23)	6%	(5)	4%	(3)	39%	(33)	84
Evangelical	26%	(97)	26%	(99)	7%	(25)	9%	(35)	31%	(117)	374
Non-Evangelical	22%	(124)	23%	(132)	9%	(53)	15%	(86)	30%	(170)	566
Community: Urban	28%	(112)	24%	(98)	8%	(33)	13%	(50)	27%	(108)	401
Community: Suburban	24%	(164)	25%	(169)	8%	(54)	10%	(72)	33%	(228)	687
Community: Rural	18%	(73)	24%	(94)	5%	(21)	10%	(40)	43%	(170)	398
Employ: Private Sector	25%	(104)	27%	(111)	8%	(34)	14%	(57)	27%	(110)	416
Employ: Government	24%	(21)	31%	(27)	5%	(4)	14%	(13)	27%	(24)	88
Employ: Self-Employed	28%	(30)	25%	(26)	6%	(6)	10%	(10)	31%	(32)	104
Employ: Homemaker	18%	(16)	34%	(30)	4%	(3)	3%	(3)	41%	(36)	88
Employ: Student	39%	(26)	22%	(15)	4%	(2)	3%	(2)	32%	(21)	67
Employ: Retired	16%	(58)	22%	(79)	8%	(30)	13%	(48)	41%	(151)	366
Employ: Unemployed	23%	(59)	24%	(61)	7%	(19)	9%	(24)	36%	(93)	255
Employ: Other	35%	(36)	13%	(13)	9%	(9)	5%	(5)	38%	(38)	102
Military HH: Yes	14%	(35)	25%	(65)	6%	(15)	16%	(40)	40%	(101)	256
Military HH: No	26%	(314)	24%	(296)	8%	(93)	10%	(122)	33%	(405)	1230
RD/WT: Right Direction	25%	(110)	24%	(106)	7%	(31)	14%	(62)	31%	(138)	448
RD/WT: Wrong Track	23%	(239)	25%	(255)	7%	(77)	10%	(100)	35%	(367)	1038
Trump Job Approve	17%	(106)	22%	(136)	9%	(54)	17%	(105)	36%	(226)	627
Trump Job Disapprove	29%	(228)	27%	(213)	7%	(52)	6%	(51)	32%	(254)	797

Continued on next page

Table MCSP9_9: How well do each of the following words describe LeBron James?

Stylish

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	24%	(349)	24%	(361)	7%	(108)	11%	(162)	34% (506)	1486
Trump Job Strongly Approve	13%	(50)	20%	(78)	7%	(28)	22%	(84)	38% (148)	389
Trump Job Somewhat Approve	23%	(56)	24%	(58)	11%	(26)	9%	(21)	33% (78)	238
Trump Job Somewhat Disapprove	18%	(25)	30%	(41)	8%	(11)	10%	(13)	34% (46)	137
Trump Job Strongly Disapprove	31%	(203)	26%	(172)	6%	(41)	6%	(37)	32% (208)	660
Favorable of Trump	17%	(110)	21%	(131)	8%	(49)	18%	(111)	37% (232)	633
Unfavorable of Trump	28%	(223)	28%	(219)	7%	(57)	6%	(46)	31% (245)	790
Very Favorable of Trump	17%	(70)	19%	(80)	6%	(25)	21%	(90)	37% (156)	421
Somewhat Favorable of Trump	19%	(40)	24%	(51)	11%	(24)	10%	(22)	36% (76)	212
Somewhat Unfavorable of Trump	24%	(30)	36%	(46)	6%	(8)	8%	(10)	26% (33)	127
Very Unfavorable of Trump	29%	(193)	26%	(173)	7%	(49)	5%	(36)	32% (212)	663
#1 Issue: Economy	25%	(142)	26%	(148)	8%	(44)	14%	(78)	29% (166)	579
#1 Issue: Security	9%	(12)	15%	(20)	10%	(14)	23%	(30)	42% (55)	130
#1 Issue: Health Care	27%	(76)	30%	(85)	8%	(21)	5%	(14)	30% (82)	278
#1 Issue: Medicare / Social Security	21%	(38)	21%	(38)	7%	(13)	8%	(16)	43% (79)	184
#1 Issue: Women's Issues	29%	(24)	27%	(22)	7%	(6)	8%	(7)	29% (24)	81
#1 Issue: Education	36%	(25)	24%	(16)	1%	(1)	4%	(2)	36% (24)	68
#1 Issue: Energy	24%	(12)	29%	(15)	6%	(3)	10%	(5)	31% (16)	51
#1 Issue: Other	17%	(19)	16%	(19)	6%	(7)	9%	(10)	52% (60)	115
2018 House Vote: Democrat	32%	(155)	27%	(133)	6%	(31)	5%	(22)	30% (144)	485
2018 House Vote: Republican	13%	(55)	20%	(89)	9%	(37)	22%	(94)	36% (158)	434
2016 Vote: Hillary Clinton	31%	(135)	28%	(119)	7%	(28)	4%	(18)	30% (130)	429
2016 Vote: Donald Trump	15%	(73)	21%	(98)	9%	(42)	21%	(98)	35% (166)	476
2016 Vote: Other	15%	(12)	28%	(22)	13%	(10)	7%	(5)	37% (29)	78
2016 Vote: Didn't Vote	26%	(130)	24%	(123)	5%	(27)	8%	(41)	36% (181)	501
Voted in 2014: Yes	22%	(184)	25%	(203)	8%	(67)	11%	(91)	34% (280)	825
Voted in 2014: No	25%	(165)	24%	(158)	6%	(41)	11%	(71)	34% (226)	661
2012 Vote: Barack Obama	30%	(170)	27%	(153)	7%	(39)	6%	(33)	29% (165)	560
2012 Vote: Mitt Romney	8%	(26)	23%	(70)	10%	(30)	19%	(59)	40% (123)	308
2012 Vote: Didn't Vote	26%	(147)	23%	(132)	6%	(31)	11%	(61)	35% (196)	567

Continued on next page

Table MCSP9_9: How well do each of the following words describe LeBron James?
Stylish

Demographic	How well do you know the person?										Total N
	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		
Adults	24%	(349)	24%	(361)	7%	(108)	11%	(162)	34%	(506)	1486
4-Region: Northeast	25%	(66)	24%	(63)	8%	(20)	9%	(24)	34%	(90)	262
4-Region: Midwest	23%	(76)	27%	(87)	8%	(26)	9%	(30)	32%	(104)	322
4-Region: South	24%	(137)	26%	(145)	5%	(30)	12%	(66)	33%	(185)	563
4-Region: West	21%	(71)	20%	(67)	10%	(32)	12%	(41)	38%	(127)	338
Sports fans	29%	(283)	29%	(276)	8%	(80)	9%	(86)	25%	(244)	969
Avid sports fans	40%	(132)	29%	(95)	8%	(26)	9%	(31)	13%	(43)	327
Casual sports fans	23%	(150)	28%	(182)	8%	(54)	9%	(55)	31%	(201)	643
NFL fans	30%	(274)	29%	(263)	8%	(73)	9%	(84)	24%	(223)	916
MLB fans	27%	(214)	29%	(226)	10%	(81)	11%	(84)	22%	(175)	780
NBA fans	36%	(254)	31%	(219)	7%	(51)	8%	(57)	17%	(116)	697
NHL fans	30%	(157)	27%	(142)	12%	(61)	10%	(52)	22%	(117)	529
WNBA fans	41%	(138)	29%	(98)	9%	(31)	5%	(15)	16%	(52)	334
College football fans	30%	(228)	27%	(208)	8%	(61)	12%	(93)	22%	(171)	760
College basketball fans	34%	(214)	29%	(186)	9%	(56)	11%	(67)	17%	(107)	630
Golf fans	28%	(115)	27%	(112)	11%	(43)	12%	(49)	22%	(92)	411
Tennis fans	29%	(135)	32%	(150)	12%	(55)	8%	(35)	20%	(93)	469
Auto racing fans	27%	(149)	27%	(148)	10%	(56)	13%	(71)	23%	(124)	548
Soccer fans	30%	(150)	31%	(157)	10%	(52)	9%	(43)	19%	(95)	497
Gymnastics fans	27%	(174)	30%	(197)	8%	(50)	9%	(56)	27%	(178)	655
Competitive swimming fans	31%	(136)	31%	(138)	8%	(35)	8%	(37)	22%	(97)	442
Basketball players	47%	(78)	32%	(54)	9%	(16)	4%	(7)	8%	(13)	166
Basketball fans	37%	(200)	30%	(163)	9%	(48)	9%	(46)	15%	(79)	535
Sneaker enthusiasts	39%	(129)	31%	(104)	4%	(15)	9%	(30)	17%	(57)	334
Golfers	23%	(32)	32%	(44)	13%	(19)	15%	(20)	18%	(24)	138
Athletes	37%	(110)	28%	(83)	9%	(26)	8%	(25)	18%	(53)	297
Under Armour: Very fav	43%	(177)	27%	(110)	6%	(24)	7%	(30)	17%	(70)	410
Nike: Very fav	44%	(243)	28%	(152)	3%	(18)	5%	(29)	20%	(108)	550
Adidas: Very fav	45%	(201)	27%	(123)	4%	(19)	4%	(17)	20%	(89)	450
Michael Jordan: Very fav	41%	(208)	28%	(140)	6%	(28)	8%	(40)	18%	(93)	508
LeBron James: Very fav	57%	(182)	29%	(92)	3%	(11)	—	(1)	11%	(34)	320

Continued on next page

Table MCSP9_9: How well do each of the following words describe LeBron James?
Stylish

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	24%	(349)	24%	(361)	7%	(108)	11%	(162)	34%	(506)	1486
Stephen Curry: Very fav	53%	(147)	28%	(78)	7%	(19)	4%	(11)	9%	(24)	279
Jordan Brand: Very fav	50%	(146)	27%	(80)	3%	(7)	4%	(12)	15%	(45)	290
Curry Brand: Very fav	60%	(69)	33%	(39)	3%	(3)	1%	(1)	4%	(4)	116
Under Armour: Favorable	29%	(291)	29%	(285)	8%	(77)	10%	(98)	24%	(242)	993
Nike: Favorable	32%	(319)	29%	(290)	6%	(56)	6%	(61)	27%	(269)	995
Adidas: Favorable	29%	(311)	29%	(307)	7%	(75)	8%	(90)	26%	(281)	1063
Michael Jordan: Favorable	30%	(302)	28%	(284)	7%	(71)	9%	(92)	26%	(269)	1018
LeBron James: Favorable	39%	(281)	33%	(237)	6%	(42)	2%	(12)	20%	(140)	712
Stephen Curry: Favorable	36%	(230)	33%	(207)	8%	(49)	9%	(55)	15%	(93)	635
Jordan Brand: Favorable	37%	(224)	31%	(189)	7%	(40)	7%	(46)	18%	(111)	610
Curry Brand: Favorable	49%	(160)	30%	(100)	8%	(27)	6%	(21)	6%	(19)	327
Often buy sportswear	42%	(93)	33%	(73)	5%	(11)	8%	(17)	11%	(25)	219
Often/Sometimes buy sportswear	31%	(266)	28%	(243)	7%	(62)	10%	(84)	24%	(207)	861
Familiar with Michael Jordan	24%	(348)	24%	(360)	7%	(108)	11%	(160)	34%	(494)	1470
Familiar with LeBron James	24%	(337)	25%	(353)	8%	(107)	11%	(157)	33%	(462)	1417
Familiar with Steph Curry	27%	(305)	28%	(318)	8%	(93)	12%	(131)	25%	(280)	1127

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

Table MCSP9_10: How well do each of the following words describe LeBron James?

Winner

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	48%	(665)	20%	(272)	3%	(36)	6%	(87)	24%	(327)	1387
Gender: Male	52%	(348)	20%	(134)	3%	(21)	7%	(47)	18%	(120)	671
Gender: Female	44%	(317)	19%	(138)	2%	(15)	6%	(40)	29%	(207)	716
Age: 18-34	52%	(218)	20%	(82)	3%	(14)	3%	(11)	22%	(92)	416
Age: 35-44	45%	(99)	21%	(47)	4%	(10)	5%	(11)	24%	(53)	219
Age: 45-64	46%	(221)	18%	(87)	2%	(9)	10%	(48)	23%	(111)	475
Age: 65+	46%	(128)	21%	(57)	1%	(4)	6%	(17)	26%	(71)	276
GenZers: 1997-2012	54%	(89)	18%	(30)	4%	(6)	3%	(4)	22%	(37)	167
Millennials: 1981-1996	50%	(191)	21%	(81)	3%	(13)	4%	(15)	21%	(81)	381
GenXers: 1965-1980	44%	(146)	19%	(64)	3%	(9)	9%	(30)	25%	(83)	333
Baby Boomers: 1946-1964	46%	(207)	20%	(91)	2%	(8)	8%	(35)	24%	(110)	451
PID: Dem (no lean)	58%	(299)	19%	(99)	3%	(13)	2%	(12)	18%	(93)	516
PID: Ind (no lean)	44%	(204)	21%	(98)	3%	(14)	4%	(17)	29%	(136)	469
PID: Rep (no lean)	40%	(162)	19%	(75)	2%	(9)	14%	(58)	24%	(98)	402
PID/Gender: Dem Men	63%	(155)	20%	(49)	3%	(6)	3%	(7)	11%	(28)	245
PID/Gender: Dem Women	53%	(144)	19%	(50)	2%	(7)	2%	(4)	24%	(66)	271
PID/Gender: Ind Men	47%	(110)	22%	(52)	4%	(9)	3%	(8)	24%	(55)	234
PID/Gender: Ind Women	40%	(94)	20%	(46)	2%	(5)	4%	(9)	34%	(80)	235
PID/Gender: Rep Men	43%	(83)	17%	(33)	3%	(6)	17%	(32)	20%	(38)	191
PID/Gender: Rep Women	38%	(79)	20%	(41)	2%	(4)	12%	(26)	29%	(61)	210
Ideo: Liberal (1-3)	58%	(230)	20%	(78)	1%	(4)	3%	(12)	18%	(72)	396
Ideo: Moderate (4)	50%	(190)	21%	(81)	2%	(6)	3%	(13)	24%	(91)	381
Ideo: Conservative (5-7)	40%	(175)	19%	(82)	4%	(19)	13%	(55)	24%	(107)	439
Educ: < College	44%	(410)	19%	(182)	3%	(24)	7%	(67)	27%	(258)	941
Educ: Bachelors degree	58%	(171)	20%	(58)	2%	(7)	4%	(12)	16%	(48)	296
Educ: Post-grad	56%	(84)	21%	(32)	3%	(5)	5%	(8)	15%	(22)	149
Income: Under 50k	46%	(354)	18%	(142)	3%	(21)	6%	(44)	27%	(210)	771
Income: 50k-100k	49%	(205)	21%	(90)	3%	(12)	7%	(30)	20%	(82)	419
Income: 100k+	54%	(106)	20%	(40)	2%	(4)	6%	(12)	18%	(35)	197
Ethnicity: White	45%	(484)	20%	(212)	2%	(24)	8%	(81)	26%	(275)	1075
Ethnicity: Hispanic	48%	(98)	23%	(47)	3%	(6)	7%	(14)	19%	(39)	203

Continued on next page

Table MCSP9_10: How well do each of the following words describe LeBron James?

Winner

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	48%	(665)	20%	(272)	3%	(36)	6%	(87)	24%	(327)	1387
Ethnicity: Black	71%	(127)	14%	(26)	2%	(3)	1%	(1)	12%	(22)	179
Ethnicity: Other	41%	(55)	26%	(34)	6%	(8)	3%	(5)	23%	(31)	132
All Christian	47%	(304)	20%	(126)	4%	(23)	8%	(54)	21%	(134)	641
All Non-Christian	54%	(42)	25%	(20)	6%	(4)	—	(0)	15%	(12)	78
Atheist	53%	(33)	18%	(11)	2%	(1)	2%	(1)	25%	(15)	61
Agnostic/Nothing in particular	47%	(173)	18%	(68)	—	(1)	4%	(15)	31%	(114)	371
Something Else	48%	(114)	20%	(47)	3%	(6)	7%	(17)	22%	(52)	236
Religious Non-Protestant/Catholic	52%	(48)	25%	(23)	7%	(7)	—	(0)	16%	(15)	93
Evangelical	48%	(160)	20%	(67)	5%	(16)	6%	(20)	21%	(69)	331
Non-Evangelical	47%	(248)	19%	(100)	2%	(11)	10%	(50)	22%	(113)	522
Community: Urban	54%	(197)	17%	(64)	3%	(12)	7%	(26)	19%	(69)	369
Community: Suburban	51%	(333)	19%	(124)	2%	(16)	4%	(29)	23%	(151)	654
Community: Rural	37%	(135)	23%	(84)	2%	(8)	8%	(31)	29%	(107)	364
Employ: Private Sector	53%	(196)	17%	(64)	3%	(12)	9%	(32)	18%	(66)	371
Employ: Government	57%	(44)	12%	(9)	1%	(1)	7%	(5)	22%	(17)	76
Employ: Self-Employed	47%	(58)	28%	(35)	5%	(6)	2%	(3)	17%	(20)	121
Employ: Homemaker	42%	(38)	18%	(16)	2%	(1)	7%	(6)	32%	(29)	91
Employ: Student	54%	(39)	15%	(11)	3%	(2)	1%	(0)	27%	(19)	71
Employ: Retired	47%	(157)	21%	(70)	1%	(5)	5%	(18)	25%	(84)	334
Employ: Unemployed	39%	(92)	22%	(52)	2%	(5)	8%	(19)	28%	(64)	232
Employ: Other	47%	(43)	16%	(14)	4%	(4)	3%	(2)	30%	(28)	90
Military HH: Yes	40%	(99)	22%	(54)	2%	(4)	11%	(28)	24%	(59)	244
Military HH: No	50%	(566)	19%	(217)	3%	(32)	5%	(59)	23%	(268)	1143
RD/WT: Right Direction	46%	(179)	16%	(63)	4%	(15)	8%	(30)	26%	(102)	389
RD/WT: Wrong Track	49%	(486)	21%	(209)	2%	(21)	6%	(57)	23%	(225)	998
Trump Job Approve	37%	(206)	20%	(110)	5%	(25)	13%	(75)	25%	(138)	554
Trump Job Disapprove	57%	(446)	20%	(156)	1%	(8)	1%	(10)	21%	(165)	786

Continued on next page

Table MCSP9_10: How well do each of the following words describe LeBron James?

Winner

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	48%	(665)	20%	(272)	3%	(36)	6%	(87)	24%	(327)	1387
Trump Job Strongly Approve	32%	(103)	21%	(68)	3%	(9)	19%	(61)	26%	(84)	326
Trump Job Somewhat Approve	45%	(102)	18%	(42)	7%	(16)	6%	(14)	24%	(54)	227
Trump Job Somewhat Disapprove	51%	(87)	27%	(46)	1%	(1)	—	(1)	21%	(35)	171
Trump Job Strongly Disapprove	58%	(359)	18%	(110)	1%	(7)	2%	(10)	21%	(130)	615
Favorable of Trump	36%	(202)	21%	(117)	4%	(24)	13%	(75)	26%	(145)	563
Unfavorable of Trump	58%	(442)	19%	(142)	1%	(9)	1%	(11)	21%	(159)	764
Very Favorable of Trump	34%	(119)	20%	(70)	2%	(7)	18%	(61)	26%	(89)	347
Somewhat Favorable of Trump	38%	(83)	22%	(47)	8%	(17)	6%	(14)	26%	(56)	216
Somewhat Unfavorable of Trump	57%	(74)	20%	(26)	1%	(1)	1%	(1)	22%	(28)	130
Very Unfavorable of Trump	58%	(368)	18%	(116)	1%	(8)	2%	(11)	21%	(131)	634
#1 Issue: Economy	45%	(245)	22%	(119)	2%	(13)	8%	(45)	22%	(118)	540
#1 Issue: Security	29%	(35)	26%	(32)	3%	(3)	13%	(15)	30%	(36)	120
#1 Issue: Health Care	58%	(154)	17%	(46)	2%	(4)	3%	(7)	21%	(56)	268
#1 Issue: Medicare / Social Security	46%	(73)	22%	(35)	2%	(3)	3%	(5)	27%	(42)	158
#1 Issue: Women's Issues	46%	(35)	21%	(16)	8%	(6)	—	(0)	25%	(19)	76
#1 Issue: Education	60%	(51)	12%	(11)	2%	(1)	7%	(6)	20%	(17)	85
#1 Issue: Other	54%	(49)	5%	(4)	2%	(2)	8%	(7)	31%	(27)	90
2018 House Vote: Democrat	62%	(299)	17%	(85)	1%	(5)	2%	(8)	18%	(89)	485
2018 House Vote: Republican	40%	(156)	17%	(64)	3%	(13)	15%	(60)	24%	(95)	388
2016 Vote: Hillary Clinton	59%	(244)	20%	(82)	1%	(6)	1%	(5)	18%	(74)	410
2016 Vote: Donald Trump	40%	(168)	18%	(76)	4%	(16)	15%	(62)	24%	(102)	424
2016 Vote: Other	48%	(41)	15%	(13)	2%	(2)	4%	(4)	30%	(26)	86
2016 Vote: Didn't Vote	46%	(212)	21%	(99)	3%	(13)	3%	(16)	27%	(125)	465
Voted in 2014: Yes	50%	(388)	18%	(139)	2%	(17)	7%	(55)	22%	(171)	769
Voted in 2014: No	45%	(277)	21%	(132)	3%	(19)	5%	(32)	25%	(156)	617
2012 Vote: Barack Obama	57%	(291)	18%	(93)	2%	(9)	4%	(20)	19%	(96)	509
2012 Vote: Mitt Romney	37%	(107)	21%	(62)	3%	(8)	10%	(28)	30%	(86)	293
2012 Vote: Other	47%	(25)	17%	(9)	2%	(1)	9%	(5)	25%	(14)	54
2012 Vote: Didn't Vote	46%	(241)	20%	(108)	3%	(17)	6%	(34)	24%	(129)	528

Continued on next page

Table MCSP9_10: How well do each of the following words describe LeBron James?

Winner

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	48%	(665)	20%	(272)	3%	(36)	6%	(87)	24%	(327)	1387
4-Region: Northeast	45%	(122)	23%	(62)	2%	(6)	5%	(15)	25%	(66)	270
4-Region: Midwest	51%	(151)	19%	(55)	3%	(10)	5%	(16)	22%	(63)	295
4-Region: South	50%	(254)	19%	(99)	2%	(13)	7%	(36)	22%	(111)	512
4-Region: West	45%	(138)	18%	(57)	3%	(8)	7%	(20)	28%	(86)	310
Sports fans	57%	(512)	21%	(192)	3%	(26)	4%	(38)	15%	(132)	901
Avid sports fans	67%	(189)	20%	(58)	4%	(12)	3%	(9)	5%	(15)	283
Casual sports fans	52%	(324)	22%	(134)	2%	(14)	5%	(29)	19%	(117)	618
NFL fans	55%	(464)	22%	(188)	3%	(27)	4%	(35)	15%	(128)	842
MLB fans	57%	(408)	22%	(154)	3%	(19)	4%	(31)	14%	(102)	715
NBA fans	68%	(428)	20%	(123)	3%	(17)	3%	(16)	7%	(43)	627
NHL fans	56%	(271)	19%	(94)	4%	(19)	7%	(33)	14%	(67)	484
WNBA fans	70%	(219)	15%	(47)	4%	(13)	3%	(8)	8%	(26)	313
College football fans	57%	(383)	23%	(156)	3%	(22)	5%	(34)	12%	(81)	676
College basketball fans	65%	(377)	19%	(113)	3%	(20)	4%	(22)	9%	(50)	583
Golf fans	58%	(224)	23%	(89)	2%	(10)	6%	(22)	12%	(45)	390
Tennis fans	58%	(256)	21%	(94)	4%	(18)	3%	(14)	13%	(58)	440
Auto racing fans	50%	(241)	26%	(126)	3%	(16)	8%	(37)	13%	(65)	484
Soccer fans	60%	(270)	21%	(96)	4%	(17)	4%	(19)	11%	(51)	452
Gymnastics fans	54%	(341)	23%	(149)	2%	(16)	5%	(31)	15%	(98)	634
Competitive swimming fans	59%	(242)	22%	(91)	4%	(15)	3%	(14)	13%	(53)	414
Basketball players	67%	(105)	16%	(26)	8%	(13)	2%	(3)	6%	(10)	156
Basketball fans	71%	(343)	18%	(88)	3%	(15)	3%	(13)	5%	(24)	483
Sneaker enthusiasts	59%	(162)	23%	(62)	4%	(11)	4%	(10)	10%	(27)	273
Golfers	57%	(73)	18%	(23)	4%	(6)	9%	(11)	12%	(15)	128
Athletes	58%	(153)	19%	(50)	5%	(13)	7%	(19)	11%	(30)	266
Under Armour: Very fav	64%	(228)	18%	(63)	3%	(10)	4%	(16)	12%	(41)	359
Nike: Very fav	68%	(340)	17%	(86)	2%	(8)	2%	(10)	11%	(56)	500
Adidas: Very fav	67%	(280)	17%	(73)	1%	(4)	3%	(11)	12%	(52)	420
Michael Jordan: Very fav	66%	(314)	17%	(81)	3%	(15)	7%	(33)	7%	(34)	476
LeBron James: Very fav	84%	(260)	12%	(38)	2%	(6)	—	(1)	2%	(6)	310

Continued on next page

Table MCSP9_10: How well do each of the following words describe LeBron James?
Winner

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	48%	(665)	20%	(272)	3%	(36)	6%	(87)	24%	(327)	1387
Stephen Curry: Very fav	77%	(191)	14%	(33)	3%	(8)	2%	(5)	4%	(10)	248
Jordan Brand: Very fav	70%	(172)	19%	(46)	3%	(8)	2%	(6)	6%	(15)	246
Curry Brand: Very fav	71%	(74)	17%	(18)	9%	(9)	1%	(1)	2%	(2)	105
Under Armour: Favorable	55%	(494)	20%	(179)	2%	(22)	5%	(43)	17%	(154)	892
Nike: Favorable	58%	(545)	21%	(195)	2%	(18)	3%	(25)	17%	(158)	940
Adidas: Favorable	55%	(553)	21%	(207)	2%	(22)	5%	(46)	18%	(183)	1012
Michael Jordan: Favorable	56%	(538)	20%	(196)	3%	(28)	6%	(59)	15%	(140)	960
LeBron James: Favorable	71%	(489)	19%	(128)	2%	(11)	—	(2)	9%	(59)	689
Stephen Curry: Favorable	68%	(399)	19%	(110)	3%	(18)	4%	(21)	6%	(36)	584
Jordan Brand: Favorable	66%	(376)	18%	(101)	3%	(18)	5%	(26)	8%	(46)	568
Curry Brand: Favorable	72%	(215)	17%	(50)	5%	(14)	2%	(6)	5%	(14)	298
Often buy sportswear	65%	(123)	19%	(37)	4%	(8)	4%	(7)	8%	(15)	190
Often/Sometimes buy sportswear	58%	(470)	20%	(161)	3%	(22)	4%	(35)	15%	(120)	808
Familiar with Michael Jordan	48%	(662)	20%	(271)	3%	(35)	6%	(87)	23%	(322)	1376
Familiar with LeBron James	49%	(656)	20%	(262)	2%	(32)	6%	(86)	22%	(294)	1330
Familiar with Steph Curry	54%	(577)	20%	(212)	3%	(27)	6%	(67)	17%	(175)	1058

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

Table MCSP9_11: How well do each of the following words describe LeBron James?

Iconic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	37%	(554)	22%	(330)	5%	(68)	10%	(147)	26%	(385)	1484
Gender: Male	38%	(264)	25%	(177)	6%	(41)	12%	(83)	19%	(135)	700
Gender: Female	37%	(290)	20%	(153)	3%	(27)	8%	(64)	32%	(250)	784
Age: 18-34	48%	(220)	22%	(100)	4%	(16)	7%	(30)	20%	(91)	458
Age: 35-44	37%	(89)	26%	(62)	5%	(12)	9%	(21)	23%	(56)	240
Age: 45-64	33%	(163)	23%	(115)	4%	(20)	13%	(64)	27%	(133)	496
Age: 65+	28%	(81)	18%	(54)	7%	(20)	11%	(32)	36%	(104)	291
GenZers: 1997-2012	50%	(93)	16%	(29)	4%	(6)	8%	(15)	23%	(42)	185
Millennials: 1981-1996	44%	(184)	25%	(105)	5%	(19)	7%	(29)	19%	(77)	415
GenXers: 1965-1980	34%	(114)	25%	(84)	4%	(12)	9%	(30)	29%	(99)	338
Baby Boomers: 1946-1964	32%	(155)	20%	(96)	5%	(25)	13%	(64)	30%	(144)	485
PID: Dem (no lean)	48%	(260)	25%	(137)	2%	(12)	4%	(20)	21%	(114)	542
PID: Ind (no lean)	34%	(166)	19%	(91)	6%	(27)	9%	(46)	32%	(156)	485
PID: Rep (no lean)	28%	(128)	23%	(103)	6%	(29)	18%	(81)	25%	(115)	457
PID/Gender: Dem Men	47%	(118)	30%	(75)	4%	(11)	4%	(10)	15%	(36)	251
PID/Gender: Dem Women	49%	(141)	21%	(62)	—	(1)	3%	(10)	27%	(77)	291
PID/Gender: Ind Men	36%	(78)	21%	(45)	7%	(15)	12%	(27)	25%	(55)	220
PID/Gender: Ind Women	33%	(88)	17%	(45)	4%	(12)	7%	(19)	38%	(101)	265
PID/Gender: Rep Men	29%	(67)	25%	(57)	6%	(15)	20%	(46)	19%	(44)	229
PID/Gender: Rep Women	27%	(61)	20%	(46)	6%	(14)	15%	(35)	31%	(72)	228
Ideo: Liberal (1-3)	49%	(211)	23%	(102)	1%	(6)	4%	(17)	23%	(100)	435
Ideo: Moderate (4)	39%	(146)	22%	(83)	6%	(24)	8%	(28)	24%	(91)	373
Ideo: Conservative (5-7)	26%	(133)	24%	(123)	7%	(34)	18%	(93)	25%	(131)	514
Educ: < College	36%	(371)	19%	(201)	5%	(52)	11%	(113)	29%	(300)	1037
Educ: Bachelors degree	41%	(120)	30%	(87)	4%	(11)	7%	(21)	19%	(56)	295
Educ: Post-grad	42%	(63)	28%	(42)	4%	(5)	8%	(13)	19%	(29)	152
Income: Under 50k	38%	(327)	20%	(173)	4%	(38)	9%	(79)	28%	(244)	861
Income: 50k-100k	34%	(143)	25%	(104)	5%	(22)	11%	(47)	25%	(104)	420
Income: 100k+	41%	(83)	26%	(54)	4%	(8)	10%	(21)	18%	(36)	203
Ethnicity: White	33%	(378)	23%	(263)	5%	(59)	10%	(120)	29%	(332)	1152
Ethnicity: Hispanic	44%	(108)	20%	(49)	2%	(6)	11%	(27)	23%	(55)	245

Continued on next page

Table MCSP9_11: How well do each of the following words describe LeBron James?
Iconic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	37%	(554)	22%	(330)	5%	(68)	10%	(147)	26%	(385)	1484
Ethnicity: Black	59%	(116)	16%	(32)	4%	(8)	7%	(14)	14%	(28)	198
Ethnicity: Other	45%	(60)	26%	(35)	1%	(1)	10%	(13)	19%	(25)	135
All Christian	34%	(229)	25%	(168)	6%	(41)	13%	(88)	23%	(155)	681
All Non-Christian	43%	(29)	22%	(15)	1%	(1)	6%	(4)	29%	(20)	69
Atheist	48%	(40)	14%	(12)	1%	(1)	12%	(10)	24%	(20)	84
Agnostic/Nothing in particular	38%	(143)	20%	(77)	5%	(18)	8%	(30)	29%	(112)	379
Something Else	41%	(113)	22%	(59)	3%	(8)	5%	(14)	29%	(78)	272
Religious Non-Protestant/Catholic	37%	(35)	27%	(26)	1%	(1)	7%	(7)	27%	(26)	95
Evangelical	34%	(124)	25%	(89)	6%	(20)	9%	(34)	26%	(93)	360
Non-Evangelical	38%	(210)	22%	(121)	4%	(24)	12%	(66)	24%	(134)	556
Community: Urban	44%	(177)	21%	(85)	3%	(14)	12%	(48)	20%	(79)	404
Community: Suburban	40%	(278)	23%	(164)	4%	(30)	8%	(53)	25%	(177)	702
Community: Rural	26%	(98)	22%	(81)	6%	(24)	12%	(46)	34%	(129)	378
Employ: Private Sector	39%	(153)	25%	(98)	4%	(16)	12%	(47)	21%	(83)	397
Employ: Government	43%	(43)	22%	(22)	2%	(2)	14%	(13)	18%	(18)	98
Employ: Self-Employed	40%	(56)	26%	(37)	7%	(10)	9%	(13)	17%	(24)	140
Employ: Homemaker	29%	(30)	26%	(28)	8%	(9)	5%	(6)	31%	(33)	105
Employ: Student	54%	(36)	11%	(7)	—	(0)	6%	(4)	30%	(20)	66
Employ: Retired	28%	(100)	20%	(73)	6%	(21)	13%	(46)	33%	(120)	360
Employ: Unemployed	40%	(90)	25%	(56)	3%	(7)	4%	(10)	28%	(62)	225
Employ: Other	50%	(46)	10%	(10)	3%	(3)	9%	(8)	27%	(25)	92
Military HH: Yes	26%	(63)	22%	(54)	6%	(15)	14%	(34)	32%	(77)	243
Military HH: No	40%	(491)	22%	(276)	4%	(53)	9%	(113)	25%	(308)	1241
RD/WT: Right Direction	35%	(148)	21%	(88)	7%	(28)	14%	(57)	23%	(96)	418
RD/WT: Wrong Track	38%	(405)	23%	(242)	4%	(40)	8%	(90)	27%	(289)	1066
Trump Job Approve	25%	(155)	24%	(146)	6%	(39)	16%	(98)	28%	(173)	612
Trump Job Disapprove	46%	(374)	22%	(177)	3%	(28)	6%	(45)	24%	(195)	819

Continued on next page

Table MCSP9_11: How well do each of the following words describe LeBron James?

Iconic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	37%	(554)	22%	(330)	5%	(68)	10%	(147)	26%	(385)	1484
Trump Job Strongly Approve	22%	(83)	19%	(73)	8%	(29)	20%	(75)	31%	(116)	376
Trump Job Somewhat Approve	30%	(72)	31%	(73)	4%	(10)	10%	(24)	24%	(57)	236
Trump Job Somewhat Disapprove	32%	(49)	25%	(38)	2%	(3)	9%	(13)	33%	(50)	153
Trump Job Strongly Disapprove	49%	(325)	21%	(140)	4%	(25)	5%	(32)	22%	(145)	666
Favorable of Trump	25%	(154)	24%	(147)	6%	(35)	16%	(100)	29%	(182)	618
Unfavorable of Trump	47%	(378)	21%	(171)	4%	(33)	5%	(40)	22%	(181)	803
Very Favorable of Trump	24%	(95)	18%	(71)	6%	(25)	21%	(82)	30%	(120)	393
Somewhat Favorable of Trump	26%	(59)	34%	(76)	4%	(9)	8%	(19)	28%	(63)	225
Somewhat Unfavorable of Trump	39%	(49)	23%	(29)	6%	(8)	6%	(8)	26%	(32)	126
Very Unfavorable of Trump	49%	(329)	21%	(142)	4%	(25)	5%	(32)	22%	(148)	677
#1 Issue: Economy	38%	(216)	24%	(139)	5%	(27)	10%	(57)	24%	(137)	576
#1 Issue: Security	17%	(22)	22%	(28)	9%	(11)	20%	(26)	32%	(41)	128
#1 Issue: Health Care	45%	(126)	22%	(62)	3%	(9)	6%	(17)	24%	(67)	280
#1 Issue: Medicare / Social Security	32%	(57)	18%	(33)	5%	(9)	9%	(17)	36%	(64)	179
#1 Issue: Women's Issues	44%	(36)	28%	(23)	—	(0)	8%	(6)	20%	(17)	82
#1 Issue: Education	63%	(50)	13%	(10)	1%	(1)	7%	(6)	16%	(13)	79
#1 Issue: Energy	34%	(19)	25%	(14)	12%	(7)	10%	(6)	18%	(10)	56
#1 Issue: Other	27%	(28)	21%	(22)	4%	(4)	12%	(13)	35%	(36)	103
2018 House Vote: Democrat	51%	(249)	22%	(106)	2%	(10)	4%	(18)	22%	(107)	489
2018 House Vote: Republican	22%	(88)	23%	(94)	9%	(35)	21%	(83)	26%	(104)	403
2016 Vote: Hillary Clinton	47%	(204)	23%	(98)	3%	(14)	3%	(15)	24%	(102)	432
2016 Vote: Donald Trump	25%	(113)	25%	(112)	7%	(33)	19%	(85)	25%	(111)	454
2016 Vote: Other	44%	(35)	20%	(16)	2%	(1)	9%	(7)	25%	(20)	79
2016 Vote: Didn't Vote	39%	(203)	20%	(104)	4%	(19)	8%	(40)	29%	(152)	519
Voted in 2014: Yes	35%	(282)	23%	(187)	5%	(41)	11%	(92)	25%	(196)	798
Voted in 2014: No	40%	(272)	21%	(143)	4%	(27)	8%	(55)	27%	(188)	686
2012 Vote: Barack Obama	43%	(230)	22%	(119)	5%	(26)	5%	(28)	25%	(132)	534
2012 Vote: Mitt Romney	21%	(62)	25%	(74)	8%	(24)	20%	(58)	26%	(77)	295
2012 Vote: Other	33%	(21)	19%	(12)	4%	(2)	12%	(7)	32%	(20)	63
2012 Vote: Didn't Vote	41%	(238)	21%	(125)	3%	(16)	9%	(51)	27%	(156)	587

Continued on next page

Table MCSP9_11: How well do each of the following words describe LeBron James?

Iconic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N
Adults	37%	(554)	22%	(330)	5%	(68)	10%	(147)	26% (385)	1484
4-Region: Northeast	48%	(125)	23%	(59)	2%	(6)	7%	(18)	20% (52)	261
4-Region: Midwest	36%	(112)	22%	(68)	7%	(21)	11%	(33)	24% (76)	310
4-Region: South	33%	(184)	24%	(138)	6%	(33)	10%	(59)	27% (151)	565
4-Region: West	38%	(133)	19%	(65)	2%	(8)	11%	(37)	30% (105)	348
Sports fans	46%	(441)	25%	(240)	6%	(54)	8%	(75)	16% (153)	963
Avid sports fans	52%	(153)	26%	(77)	5%	(15)	8%	(23)	9% (25)	293
Casual sports fans	43%	(288)	24%	(163)	6%	(39)	8%	(52)	19% (128)	669
NFL fans	44%	(395)	25%	(224)	5%	(48)	8%	(75)	17% (156)	899
MLB fans	42%	(311)	26%	(189)	5%	(40)	9%	(69)	18% (132)	741
NBA fans	54%	(379)	25%	(175)	4%	(30)	6%	(43)	10% (72)	698
NHL fans	41%	(197)	28%	(133)	6%	(30)	10%	(49)	15% (72)	481
WNBA fans	54%	(169)	25%	(78)	7%	(22)	4%	(14)	9% (30)	312
College football fans	41%	(309)	25%	(185)	6%	(45)	11%	(83)	17% (124)	745
College basketball fans	46%	(280)	28%	(172)	5%	(30)	9%	(56)	11% (69)	608
Golf fans	39%	(164)	27%	(115)	6%	(26)	11%	(45)	16% (69)	418
Tennis fans	46%	(206)	28%	(125)	5%	(23)	7%	(32)	14% (65)	451
Auto racing fans	37%	(193)	27%	(141)	8%	(43)	11%	(59)	15% (80)	515
Soccer fans	49%	(219)	28%	(125)	4%	(19)	8%	(34)	12% (54)	451
Gymnastics fans	41%	(273)	27%	(180)	5%	(33)	6%	(41)	20% (131)	658
Competitive swimming fans	42%	(183)	29%	(124)	6%	(26)	7%	(29)	16% (69)	431
Basketball players	54%	(99)	26%	(48)	6%	(11)	5%	(9)	9% (16)	183
Basketball fans	56%	(299)	24%	(128)	5%	(26)	6%	(33)	8% (45)	530
Sneaker enthusiasts	50%	(150)	23%	(67)	5%	(16)	11%	(32)	11% (33)	298
Golfers	40%	(52)	26%	(34)	4%	(6)	18%	(24)	11% (15)	131
Athletes	52%	(147)	25%	(71)	5%	(14)	9%	(25)	10% (28)	285
Under Armour: Very fav	55%	(221)	20%	(81)	4%	(15)	7%	(29)	13% (53)	399
Nike: Very fav	57%	(311)	21%	(116)	3%	(15)	4%	(21)	14% (79)	542
Adidas: Very fav	60%	(266)	18%	(79)	2%	(7)	5%	(21)	15% (68)	442
Michael Jordan: Very fav	55%	(277)	24%	(122)	3%	(15)	8%	(40)	10% (50)	504
LeBron James: Very fav	73%	(235)	20%	(65)	1%	(2)	1%	(3)	5% (16)	323

Continued on next page

Table MCSP9_11: How well do each of the following words describe LeBron James?

Iconic

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	37%	(554)	22%	(330)	5%	(68)	10%	(147)	26%	(385)	1484
Stephen Curry: Very fav	63%	(181)	21%	(61)	3%	(10)	6%	(16)	7%	(21)	289
Jordan Brand: Very fav	62%	(170)	22%	(60)	3%	(9)	5%	(14)	8%	(21)	273
Curry Brand: Very fav	72%	(85)	22%	(26)	—	(1)	4%	(5)	2%	(3)	118
Under Armour: Favorable	43%	(412)	26%	(247)	4%	(38)	10%	(95)	18%	(169)	961
Nike: Favorable	47%	(467)	25%	(249)	3%	(32)	5%	(52)	20%	(201)	1001
Adidas: Favorable	44%	(476)	25%	(266)	3%	(37)	8%	(88)	19%	(204)	1070
Michael Jordan: Favorable	43%	(450)	26%	(269)	4%	(38)	8%	(87)	19%	(192)	1036
LeBron James: Favorable	57%	(407)	27%	(191)	3%	(20)	2%	(12)	12%	(85)	715
Stephen Curry: Favorable	56%	(359)	25%	(164)	3%	(22)	7%	(42)	9%	(59)	646
Jordan Brand: Favorable	52%	(319)	27%	(167)	4%	(23)	7%	(43)	10%	(62)	614
Curry Brand: Favorable	60%	(191)	26%	(83)	2%	(6)	7%	(21)	5%	(17)	317
Often buy sportswear	56%	(118)	23%	(47)	4%	(9)	7%	(15)	10%	(20)	208
Often/Sometimes buy sportswear	47%	(411)	23%	(201)	4%	(35)	9%	(76)	18%	(154)	877
Familiar with Michael Jordan	38%	(550)	23%	(330)	5%	(68)	10%	(144)	25%	(372)	1463
Familiar with LeBron James	39%	(547)	23%	(320)	5%	(65)	10%	(145)	24%	(340)	1417
Familiar with Steph Curry	42%	(475)	24%	(270)	5%	(58)	11%	(120)	19%	(214)	1136

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

Table MCSP9_12: How well do each of the following words describe LeBron James?
Role model

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	29%	(422)	24%	(346)	6%	(85)	14%	(199)	27%	(386)	1438
Gender: Male	30%	(215)	24%	(170)	8%	(57)	19%	(132)	19%	(137)	713
Gender: Female	28%	(206)	24%	(176)	4%	(28)	9%	(67)	34%	(249)	725
Age: 18-34	39%	(170)	29%	(127)	2%	(8)	9%	(41)	21%	(93)	439
Age: 35-44	35%	(83)	24%	(57)	5%	(11)	9%	(22)	26%	(62)	234
Age: 45-64	23%	(113)	22%	(107)	8%	(41)	20%	(95)	27%	(128)	485
Age: 65+	20%	(56)	20%	(55)	9%	(25)	15%	(41)	37%	(103)	281
GenZers: 1997-2012	44%	(76)	20%	(35)	1%	(2)	11%	(19)	24%	(40)	171
Millennials: 1981-1996	36%	(142)	32%	(128)	4%	(14)	8%	(34)	20%	(82)	398
GenXers: 1965-1980	26%	(92)	23%	(80)	9%	(31)	15%	(54)	26%	(92)	349
Baby Boomers: 1946-1964	22%	(100)	20%	(90)	6%	(28)	19%	(87)	33%	(151)	457
PID: Dem (no lean)	42%	(217)	28%	(146)	4%	(22)	5%	(24)	20%	(105)	514
PID: Ind (no lean)	25%	(127)	22%	(109)	7%	(36)	12%	(59)	34%	(169)	500
PID: Rep (no lean)	18%	(78)	21%	(91)	6%	(27)	27%	(116)	26%	(112)	424
PID/Gender: Dem Men	41%	(101)	31%	(77)	6%	(14)	6%	(15)	16%	(38)	245
PID/Gender: Dem Women	43%	(116)	26%	(69)	3%	(8)	3%	(8)	25%	(67)	269
PID/Gender: Ind Men	30%	(75)	20%	(48)	11%	(26)	15%	(36)	25%	(62)	247
PID/Gender: Ind Women	20%	(52)	24%	(61)	4%	(10)	9%	(23)	42%	(107)	253
PID/Gender: Rep Men	18%	(40)	21%	(45)	8%	(17)	37%	(81)	17%	(38)	221
PID/Gender: Rep Women	19%	(38)	22%	(45)	5%	(10)	17%	(35)	37%	(74)	203
Ideo: Liberal (1-3)	37%	(148)	30%	(123)	4%	(14)	7%	(30)	22%	(90)	406
Ideo: Moderate (4)	29%	(118)	24%	(99)	7%	(30)	10%	(41)	30%	(124)	412
Ideo: Conservative (5-7)	21%	(97)	20%	(93)	9%	(39)	24%	(112)	26%	(118)	460
Educ: < College	31%	(303)	21%	(211)	5%	(47)	14%	(137)	29%	(291)	989
Educ: Bachelors degree	24%	(71)	30%	(89)	10%	(28)	14%	(40)	22%	(65)	293
Educ: Post-grad	31%	(48)	30%	(46)	6%	(10)	14%	(22)	19%	(30)	156
Income: Under 50k	31%	(244)	22%	(176)	5%	(36)	11%	(85)	31%	(240)	781
Income: 50k-100k	27%	(116)	24%	(105)	8%	(34)	18%	(79)	24%	(102)	435
Income: 100k+	28%	(62)	30%	(66)	7%	(16)	16%	(35)	20%	(44)	222
Ethnicity: White	23%	(263)	24%	(271)	7%	(75)	16%	(176)	30%	(342)	1127
Ethnicity: Hispanic	35%	(80)	26%	(59)	2%	(4)	17%	(39)	21%	(49)	231

Continued on next page

Table MCSP9_12: How well do each of the following words describe LeBron James?

Role model

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	29%	(422)	24%	(346)	6%	(85)	14%	(199)	27%	(386)	1438
Ethnicity: Black	61%	(102)	24%	(41)	1%	(1)	5%	(9)	8%	(14)	167
Ethnicity: Other	39%	(56)	24%	(34)	7%	(9)	10%	(15)	20%	(29)	143
All Christian	26%	(171)	23%	(153)	9%	(62)	20%	(136)	22%	(150)	672
All Non-Christian	35%	(25)	33%	(24)	4%	(3)	3%	(2)	24%	(17)	72
Atheist	31%	(24)	32%	(25)	3%	(3)	10%	(8)	23%	(18)	78
Agnostic/Nothing in particular	30%	(113)	23%	(87)	3%	(13)	8%	(31)	36%	(137)	380
Something Else	37%	(88)	25%	(58)	2%	(5)	9%	(22)	27%	(63)	237
Religious Non-Protestant/Catholic	28%	(25)	37%	(34)	4%	(4)	4%	(4)	26%	(24)	91
Evangelical	28%	(92)	23%	(76)	6%	(21)	18%	(59)	26%	(85)	334
Non-Evangelical	30%	(166)	22%	(119)	8%	(44)	18%	(97)	22%	(121)	546
Community: Urban	41%	(151)	24%	(87)	2%	(7)	14%	(49)	19%	(70)	364
Community: Suburban	27%	(180)	27%	(178)	8%	(54)	14%	(91)	25%	(167)	671
Community: Rural	22%	(90)	20%	(81)	6%	(24)	15%	(59)	37%	(149)	403
Employ: Private Sector	31%	(125)	26%	(104)	6%	(25)	16%	(63)	20%	(79)	397
Employ: Government	40%	(36)	25%	(23)	7%	(6)	13%	(11)	16%	(14)	90
Employ: Self-Employed	28%	(34)	33%	(41)	4%	(5)	18%	(22)	17%	(21)	123
Employ: Homemaker	26%	(27)	30%	(31)	3%	(3)	9%	(9)	31%	(32)	102
Employ: Student	45%	(33)	22%	(16)	2%	(2)	4%	(3)	27%	(20)	74
Employ: Retired	20%	(69)	22%	(76)	9%	(31)	15%	(53)	34%	(120)	349
Employ: Unemployed	31%	(67)	19%	(42)	3%	(7)	13%	(29)	33%	(70)	215
Employ: Other	35%	(31)	15%	(14)	7%	(6)	9%	(8)	33%	(30)	88
Military HH: Yes	20%	(51)	24%	(61)	8%	(20)	18%	(45)	31%	(78)	256
Military HH: No	31%	(371)	24%	(285)	6%	(65)	13%	(154)	26%	(308)	1182
RD/WT: Right Direction	31%	(131)	22%	(93)	7%	(29)	18%	(76)	23%	(97)	426
RD/WT: Wrong Track	29%	(291)	25%	(254)	6%	(56)	12%	(123)	28%	(289)	1012
Trump Job Approve	19%	(109)	21%	(125)	8%	(47)	24%	(140)	28%	(164)	586
Trump Job Disapprove	37%	(290)	27%	(212)	5%	(38)	7%	(55)	25%	(196)	790

Continued on next page

Table MCSP9_12: How well do each of the following words describe LeBron James?

Role model

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	29%	(422)	24%	(346)	6%	(85)	14%	(199)	27%	(386)	1438
Trump Job Strongly Approve	16%	(55)	19%	(65)	9%	(30)	30%	(105)	27%	(96)	351
Trump Job Somewhat Approve	23%	(53)	26%	(60)	7%	(18)	15%	(36)	29%	(69)	235
Trump Job Somewhat Disapprove	25%	(41)	33%	(55)	5%	(9)	10%	(16)	27%	(44)	165
Trump Job Strongly Disapprove	40%	(249)	25%	(157)	5%	(29)	6%	(39)	24%	(152)	625
Favorable of Trump	19%	(110)	21%	(121)	8%	(49)	24%	(141)	28%	(167)	589
Unfavorable of Trump	37%	(291)	28%	(215)	5%	(35)	7%	(51)	24%	(187)	779
Very Favorable of Trump	18%	(65)	18%	(64)	7%	(26)	32%	(115)	26%	(93)	363
Somewhat Favorable of Trump	20%	(45)	25%	(57)	10%	(23)	12%	(26)	33%	(74)	225
Somewhat Unfavorable of Trump	31%	(40)	34%	(45)	3%	(4)	7%	(9)	26%	(34)	132
Very Unfavorable of Trump	39%	(250)	26%	(171)	5%	(31)	7%	(42)	24%	(153)	647
#1 Issue: Economy	29%	(166)	25%	(141)	7%	(37)	16%	(93)	23%	(132)	569
#1 Issue: Security	18%	(20)	12%	(13)	10%	(11)	22%	(25)	38%	(41)	110
#1 Issue: Health Care	32%	(92)	30%	(84)	4%	(13)	9%	(26)	24%	(70)	285
#1 Issue: Medicare / Social Security	24%	(38)	20%	(32)	8%	(13)	13%	(20)	35%	(55)	159
#1 Issue: Women's Issues	22%	(18)	42%	(34)	1%	(1)	7%	(6)	28%	(22)	81
#1 Issue: Education	53%	(38)	27%	(19)	1%	(1)	9%	(7)	11%	(8)	71
#1 Issue: Energy	34%	(17)	22%	(11)	7%	(3)	14%	(7)	23%	(12)	51
#1 Issue: Other	29%	(32)	11%	(12)	5%	(5)	15%	(16)	41%	(46)	112
2018 House Vote: Democrat	43%	(200)	25%	(116)	5%	(23)	5%	(22)	23%	(106)	467
2018 House Vote: Republican	15%	(61)	22%	(86)	9%	(34)	27%	(107)	27%	(106)	394
2016 Vote: Hillary Clinton	42%	(175)	25%	(103)	5%	(21)	4%	(17)	23%	(96)	412
2016 Vote: Donald Trump	17%	(73)	21%	(89)	9%	(39)	28%	(122)	26%	(113)	436
2016 Vote: Other	16%	(14)	24%	(21)	13%	(11)	17%	(14)	30%	(27)	87
2016 Vote: Didn't Vote	32%	(160)	26%	(132)	3%	(14)	9%	(46)	30%	(150)	502
Voted in 2014: Yes	28%	(218)	23%	(183)	8%	(61)	15%	(118)	26%	(201)	781
Voted in 2014: No	31%	(204)	25%	(163)	4%	(24)	12%	(81)	28%	(185)	658
2012 Vote: Barack Obama	38%	(198)	25%	(127)	5%	(27)	7%	(34)	25%	(129)	515
2012 Vote: Mitt Romney	11%	(33)	22%	(65)	11%	(33)	26%	(75)	29%	(84)	290
2012 Vote: Other	16%	(11)	19%	(13)	8%	(5)	26%	(17)	30%	(20)	66
2012 Vote: Didn't Vote	32%	(181)	25%	(141)	3%	(19)	13%	(73)	27%	(151)	565

Continued on next page

Table MCSP9_12: How well do each of the following words describe LeBron James?

Role model

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	29%	(422)	24%	(346)	6%	(85)	14%	(199)	27%	(386)	1438
4-Region: Northeast	34%	(86)	25%	(63)	5%	(12)	13%	(34)	24%	(60)	256
4-Region: Midwest	31%	(94)	23%	(70)	6%	(18)	12%	(37)	27%	(83)	302
4-Region: South	27%	(145)	25%	(133)	7%	(36)	15%	(80)	27%	(142)	535
4-Region: West	28%	(96)	23%	(80)	6%	(19)	14%	(48)	29%	(101)	345
Sports fans	35%	(335)	28%	(263)	7%	(68)	12%	(116)	18%	(170)	952
Avid sports fans	46%	(141)	24%	(74)	8%	(25)	12%	(36)	10%	(31)	307
Casual sports fans	30%	(194)	29%	(188)	7%	(43)	12%	(80)	22%	(139)	644
NFL fans	36%	(321)	27%	(243)	7%	(61)	13%	(113)	17%	(154)	892
MLB fans	34%	(254)	26%	(192)	8%	(58)	14%	(104)	18%	(134)	742
NBA fans	46%	(305)	29%	(190)	6%	(38)	10%	(64)	9%	(62)	659
NHL fans	34%	(170)	29%	(143)	7%	(33)	16%	(78)	15%	(75)	500
WNBA fans	48%	(153)	31%	(98)	5%	(16)	6%	(18)	11%	(36)	321
College football fans	33%	(246)	27%	(201)	8%	(61)	15%	(113)	16%	(120)	740
College basketball fans	38%	(230)	29%	(175)	8%	(46)	14%	(83)	12%	(73)	607
Golf fans	35%	(152)	27%	(117)	8%	(36)	14%	(61)	17%	(73)	439
Tennis fans	38%	(183)	29%	(140)	7%	(36)	10%	(48)	15%	(73)	481
Auto racing fans	33%	(175)	28%	(151)	7%	(38)	14%	(73)	18%	(93)	531
Soccer fans	38%	(194)	30%	(152)	6%	(31)	12%	(60)	13%	(67)	504
Gymnastics fans	34%	(217)	28%	(178)	6%	(37)	10%	(65)	22%	(139)	635
Competitive swimming fans	37%	(160)	29%	(124)	6%	(25)	10%	(41)	18%	(79)	429
Basketball players	47%	(82)	30%	(52)	6%	(11)	9%	(15)	7%	(12)	172
Basketball fans	47%	(242)	28%	(142)	8%	(40)	9%	(45)	9%	(47)	515
Sneaker enthusiasts	44%	(131)	26%	(77)	4%	(11)	12%	(35)	14%	(42)	295
Golfers	27%	(37)	23%	(31)	12%	(17)	25%	(34)	14%	(19)	138
Athletes	43%	(119)	25%	(69)	6%	(17)	14%	(40)	13%	(35)	280
Under Armour: Very fav	49%	(190)	20%	(78)	5%	(18)	11%	(41)	15%	(57)	383
Nike: Very fav	50%	(274)	25%	(134)	3%	(15)	7%	(38)	15%	(81)	543
Adidas: Very fav	53%	(236)	22%	(97)	3%	(13)	7%	(30)	15%	(68)	444
Michael Jordan: Very fav	50%	(253)	25%	(125)	5%	(26)	10%	(49)	10%	(53)	505
LeBron James: Very fav	74%	(238)	20%	(64)	—	(1)	1%	(4)	5%	(17)	324

Continued on next page

Table MCSP9_12: How well do each of the following words describe LeBron James?
Role model

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	29%	(422)	24%	(346)	6%	(85)	14%	(199)	27%	(386)	1438
Stephen Curry: Very fav	62%	(177)	23%	(65)	4%	(11)	8%	(22)	4%	(11)	287
Jordan Brand: Very fav	57%	(163)	23%	(66)	3%	(9)	7%	(20)	10%	(27)	285
Curry Brand: Very fav	65%	(78)	20%	(24)	2%	(2)	7%	(8)	6%	(8)	120
Under Armour: Favorable	35%	(337)	26%	(253)	5%	(49)	13%	(126)	20%	(192)	957
Nike: Favorable	39%	(382)	27%	(269)	5%	(44)	7%	(70)	22%	(214)	980
Adidas: Favorable	36%	(368)	26%	(272)	5%	(56)	11%	(113)	21%	(219)	1027
Michael Jordan: Favorable	37%	(368)	27%	(268)	6%	(61)	12%	(122)	18%	(177)	996
LeBron James: Favorable	50%	(360)	32%	(232)	3%	(21)	3%	(23)	12%	(88)	724
Stephen Curry: Favorable	46%	(290)	28%	(178)	7%	(42)	11%	(72)	8%	(50)	632
Jordan Brand: Favorable	46%	(270)	27%	(160)	5%	(28)	10%	(57)	13%	(77)	592
Curry Brand: Favorable	52%	(172)	26%	(87)	5%	(16)	9%	(31)	7%	(24)	330
Often buy sportswear	50%	(99)	27%	(53)	3%	(7)	11%	(22)	8%	(16)	197
Often/Sometimes buy sportswear	38%	(322)	28%	(235)	5%	(41)	12%	(105)	17%	(147)	849
Familiar with Michael Jordan	29%	(419)	24%	(345)	6%	(85)	14%	(199)	26%	(374)	1421
Familiar with LeBron James	30%	(417)	24%	(330)	6%	(84)	14%	(198)	26%	(355)	1385
Familiar with Steph Curry	34%	(376)	25%	(277)	6%	(70)	15%	(170)	18%	(202)	1096

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

Table MCSP9_13: How well do each of the following words describe LeBron James?

Cool

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	27%	(410)	24%	(372)	7%	(103)	12%	(187)	30%	(460)	1532
Gender: Male	28%	(203)	25%	(181)	10%	(71)	15%	(111)	23%	(167)	734
Gender: Female	26%	(207)	24%	(191)	4%	(32)	9%	(76)	37%	(293)	799
Age: 18-34	39%	(174)	24%	(109)	3%	(15)	6%	(27)	28%	(123)	448
Age: 35-44	33%	(79)	24%	(59)	5%	(11)	12%	(28)	27%	(64)	241
Age: 45-64	21%	(114)	25%	(140)	8%	(45)	16%	(86)	30%	(167)	551
Age: 65+	15%	(43)	22%	(65)	11%	(33)	16%	(46)	36%	(106)	292
GenZers: 1997-2012	42%	(75)	21%	(38)	6%	(10)	4%	(8)	26%	(47)	177
Millennials: 1981-1996	33%	(136)	27%	(109)	3%	(13)	9%	(39)	27%	(112)	408
GenXers: 1965-1980	28%	(104)	23%	(88)	7%	(25)	14%	(53)	28%	(107)	377
Baby Boomers: 1946-1964	18%	(93)	24%	(123)	9%	(48)	15%	(74)	34%	(171)	509
PID: Dem (no lean)	37%	(209)	29%	(160)	5%	(31)	5%	(27)	24%	(133)	559
PID: Ind (no lean)	24%	(129)	23%	(125)	7%	(38)	10%	(54)	36%	(191)	537
PID: Rep (no lean)	17%	(72)	20%	(87)	8%	(34)	24%	(106)	31%	(136)	436
PID/Gender: Dem Men	39%	(99)	32%	(83)	9%	(23)	5%	(14)	14%	(37)	256
PID/Gender: Dem Women	36%	(110)	25%	(77)	2%	(8)	4%	(13)	32%	(96)	303
PID/Gender: Ind Men	25%	(67)	23%	(61)	9%	(24)	14%	(37)	29%	(76)	265
PID/Gender: Ind Women	23%	(62)	23%	(64)	5%	(14)	6%	(18)	42%	(115)	273
PID/Gender: Rep Men	18%	(38)	17%	(37)	11%	(24)	28%	(61)	26%	(55)	213
PID/Gender: Rep Women	16%	(35)	23%	(50)	5%	(10)	20%	(45)	37%	(82)	222
Ideo: Liberal (1-3)	36%	(149)	30%	(124)	4%	(18)	7%	(30)	23%	(98)	419
Ideo: Moderate (4)	29%	(123)	27%	(117)	9%	(37)	10%	(42)	26%	(111)	430
Ideo: Conservative (5-7)	17%	(85)	20%	(100)	9%	(46)	21%	(107)	33%	(169)	508
Educ: < College	27%	(279)	21%	(218)	5%	(56)	13%	(139)	33%	(344)	1036
Educ: Bachelors degree	25%	(79)	31%	(99)	11%	(34)	9%	(30)	24%	(77)	319
Educ: Post-grad	29%	(52)	31%	(55)	8%	(13)	10%	(18)	22%	(39)	178
Income: Under 50k	28%	(243)	23%	(195)	5%	(39)	11%	(97)	33%	(280)	855
Income: 50k-100k	22%	(98)	22%	(97)	12%	(51)	14%	(64)	30%	(130)	440
Income: 100k+	29%	(69)	34%	(80)	6%	(14)	11%	(26)	21%	(49)	238
Ethnicity: White	21%	(258)	24%	(285)	7%	(85)	14%	(173)	33%	(399)	1200
Ethnicity: Hispanic	33%	(76)	22%	(51)	5%	(11)	15%	(35)	24%	(54)	227

Continued on next page

Table MCSP9_13: How well do each of the following words describe LeBron James?
Cool

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	27%	(410)	24%	(372)	7%	(103)	12%	(187)	30%	(460)	1532
Ethnicity: Black	51%	(102)	28%	(55)	6%	(13)	2%	(4)	12%	(25)	200
Ethnicity: Other	38%	(50)	24%	(32)	4%	(5)	7%	(10)	27%	(36)	133
All Christian	23%	(165)	23%	(165)	9%	(68)	17%	(125)	28%	(202)	726
All Non-Christian	29%	(19)	37%	(25)	7%	(5)	4%	(3)	22%	(15)	67
Atheist	26%	(17)	32%	(21)	12%	(8)	7%	(4)	23%	(15)	64
Agnostic/Nothing in particular	27%	(106)	20%	(79)	4%	(15)	10%	(39)	39%	(153)	392
Something Else	36%	(103)	29%	(82)	3%	(8)	6%	(16)	27%	(76)	284
Religious Non-Protestant/Catholic	26%	(22)	35%	(30)	8%	(7)	5%	(4)	27%	(23)	85
Evangelical	29%	(109)	27%	(100)	7%	(27)	11%	(42)	26%	(96)	374
Non-Evangelical	25%	(154)	23%	(139)	7%	(43)	16%	(97)	28%	(172)	606
Community: Urban	34%	(143)	27%	(112)	5%	(19)	11%	(47)	23%	(96)	416
Community: Suburban	26%	(192)	25%	(185)	8%	(60)	13%	(91)	27%	(199)	727
Community: Rural	19%	(76)	19%	(75)	6%	(24)	13%	(49)	42%	(165)	389
Employ: Private Sector	27%	(121)	26%	(112)	8%	(35)	14%	(62)	25%	(109)	439
Employ: Government	34%	(34)	31%	(31)	1%	(1)	8%	(8)	26%	(26)	101
Employ: Self-Employed	32%	(36)	25%	(28)	4%	(5)	13%	(15)	26%	(29)	113
Employ: Homemaker	22%	(23)	28%	(30)	6%	(6)	12%	(13)	32%	(33)	104
Employ: Student	42%	(31)	21%	(15)	2%	(1)	2%	(1)	34%	(25)	74
Employ: Retired	17%	(65)	24%	(89)	10%	(37)	16%	(61)	33%	(122)	373
Employ: Unemployed	32%	(77)	21%	(51)	4%	(10)	10%	(24)	32%	(78)	239
Employ: Other	27%	(25)	17%	(15)	9%	(8)	4%	(4)	42%	(38)	90
Military HH: Yes	17%	(46)	21%	(55)	11%	(28)	18%	(48)	34%	(92)	269
Military HH: No	29%	(364)	25%	(317)	6%	(75)	11%	(139)	29%	(368)	1263
RD/WT: Right Direction	27%	(117)	22%	(96)	8%	(35)	15%	(68)	28%	(123)	438
RD/WT: Wrong Track	27%	(293)	25%	(276)	6%	(69)	11%	(119)	31%	(337)	1094
Trump Job Approve	17%	(102)	19%	(118)	9%	(53)	23%	(139)	33%	(201)	612
Trump Job Disapprove	33%	(280)	29%	(245)	6%	(49)	5%	(45)	27%	(230)	849

Continued on next page

Table MCSP9_13: How well do each of the following words describe LeBron James?

Cool

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	27%	(410)	24%	(372)	7%	(103)	12%	(187)	30%	(460)	1532
Trump Job Strongly Approve	13%	(49)	16%	(57)	9%	(34)	28%	(104)	33%	(121)	365
Trump Job Somewhat Approve	21%	(53)	25%	(61)	8%	(19)	14%	(35)	32%	(79)	247
Trump Job Somewhat Disapprove	26%	(46)	34%	(59)	7%	(12)	6%	(11)	26%	(45)	172
Trump Job Strongly Disapprove	35%	(235)	28%	(186)	5%	(37)	5%	(34)	27%	(185)	677
Favorable of Trump	17%	(107)	19%	(119)	8%	(51)	22%	(136)	33%	(201)	613
Unfavorable of Trump	33%	(279)	29%	(247)	6%	(51)	5%	(42)	27%	(224)	843
Very Favorable of Trump	16%	(61)	17%	(64)	7%	(26)	29%	(111)	32%	(126)	388
Somewhat Favorable of Trump	20%	(46)	24%	(55)	11%	(25)	11%	(25)	33%	(75)	225
Somewhat Unfavorable of Trump	32%	(51)	31%	(48)	7%	(11)	6%	(9)	24%	(38)	157
Very Unfavorable of Trump	33%	(228)	29%	(199)	6%	(40)	5%	(33)	27%	(186)	685
#1 Issue: Economy	28%	(162)	23%	(130)	8%	(44)	14%	(80)	27%	(156)	571
#1 Issue: Security	13%	(18)	17%	(24)	5%	(7)	26%	(37)	39%	(54)	139
#1 Issue: Health Care	31%	(91)	32%	(94)	4%	(13)	6%	(18)	28%	(82)	298
#1 Issue: Medicare / Social Security	25%	(48)	24%	(46)	9%	(18)	12%	(22)	31%	(59)	193
#1 Issue: Women's Issues	25%	(21)	34%	(28)	1%	(0)	6%	(5)	35%	(29)	83
#1 Issue: Education	37%	(31)	23%	(20)	9%	(7)	10%	(9)	21%	(17)	85
#1 Issue: Energy	27%	(14)	16%	(8)	15%	(8)	13%	(7)	29%	(15)	52
#1 Issue: Other	23%	(26)	20%	(23)	5%	(6)	9%	(10)	42%	(47)	112
2018 House Vote: Democrat	37%	(186)	30%	(152)	5%	(28)	6%	(31)	22%	(112)	510
2018 House Vote: Republican	15%	(66)	19%	(83)	8%	(36)	27%	(115)	31%	(132)	432
2016 Vote: Hillary Clinton	37%	(167)	30%	(136)	6%	(25)	4%	(19)	24%	(109)	456
2016 Vote: Donald Trump	15%	(71)	18%	(86)	10%	(47)	27%	(125)	30%	(142)	471
2016 Vote: Other	22%	(21)	28%	(27)	5%	(5)	15%	(15)	30%	(29)	97
2016 Vote: Didn't Vote	30%	(152)	24%	(123)	5%	(27)	6%	(28)	35%	(178)	508
Voted in 2014: Yes	25%	(214)	26%	(219)	8%	(65)	14%	(121)	27%	(229)	847
Voted in 2014: No	29%	(196)	22%	(153)	6%	(39)	10%	(66)	34%	(231)	685
2012 Vote: Barack Obama	33%	(192)	29%	(170)	7%	(38)	7%	(39)	24%	(138)	576
2012 Vote: Mitt Romney	11%	(34)	20%	(62)	10%	(32)	25%	(76)	34%	(105)	308
2012 Vote: Other	23%	(14)	13%	(8)	6%	(4)	19%	(11)	39%	(23)	59
2012 Vote: Didn't Vote	29%	(171)	23%	(132)	5%	(30)	10%	(59)	33%	(193)	585

Continued on next page

Table MCSP9_13: How well do each of the following words describe LeBron James?
Cool

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	27%	(410)	24%	(372)	7%	(103)	12%	(187)	30%	(460)	1532
4-Region: Northeast	28%	(78)	23%	(62)	7%	(18)	11%	(29)	32%	(87)	273
4-Region: Midwest	25%	(81)	29%	(94)	8%	(26)	11%	(35)	27%	(85)	321
4-Region: South	25%	(141)	24%	(137)	6%	(33)	14%	(77)	31%	(173)	561
4-Region: West	29%	(110)	21%	(80)	7%	(27)	12%	(46)	31%	(116)	378
Sports fans	33%	(326)	28%	(278)	8%	(79)	12%	(114)	20%	(195)	992
Avid sports fans	45%	(141)	29%	(92)	10%	(31)	10%	(31)	6%	(19)	314
Casual sports fans	27%	(185)	27%	(185)	7%	(48)	12%	(84)	26%	(176)	678
NFL fans	32%	(298)	28%	(260)	9%	(79)	10%	(92)	21%	(189)	918
MLB fans	30%	(233)	28%	(216)	9%	(72)	12%	(96)	20%	(158)	775
NBA fans	41%	(283)	32%	(217)	7%	(49)	8%	(53)	12%	(84)	686
NHL fans	33%	(165)	27%	(135)	10%	(49)	13%	(65)	18%	(91)	505
WNBA fans	45%	(146)	30%	(99)	8%	(25)	5%	(16)	13%	(42)	328
College football fans	31%	(232)	29%	(214)	9%	(68)	13%	(99)	18%	(136)	750
College basketball fans	34%	(214)	33%	(202)	8%	(53)	11%	(67)	14%	(87)	623
Golf fans	30%	(126)	29%	(121)	11%	(47)	14%	(60)	15%	(61)	415
Tennis fans	33%	(154)	34%	(162)	9%	(42)	9%	(42)	15%	(72)	472
Auto racing fans	29%	(158)	27%	(147)	10%	(53)	15%	(82)	20%	(109)	548
Soccer fans	37%	(178)	28%	(136)	8%	(37)	10%	(47)	17%	(79)	478
Gymnastics fans	30%	(209)	30%	(214)	6%	(46)	9%	(65)	24%	(170)	704
Competitive swimming fans	33%	(149)	30%	(138)	7%	(33)	9%	(40)	21%	(97)	457
Basketball players	57%	(89)	24%	(38)	8%	(13)	6%	(9)	5%	(8)	157
Basketball fans	42%	(218)	30%	(155)	8%	(43)	9%	(47)	11%	(57)	520
Sneaker enthusiasts	47%	(140)	28%	(83)	5%	(14)	7%	(22)	13%	(40)	299
Golfers	25%	(31)	23%	(30)	13%	(17)	22%	(27)	17%	(21)	127
Athletes	43%	(125)	27%	(79)	7%	(21)	10%	(29)	12%	(36)	290
Under Armour: Very fav	45%	(183)	23%	(92)	6%	(25)	11%	(44)	15%	(63)	408
Nike: Very fav	50%	(279)	24%	(133)	4%	(23)	5%	(27)	17%	(93)	554
Adidas: Very fav	48%	(222)	24%	(110)	4%	(20)	6%	(26)	18%	(85)	462
Michael Jordan: Very fav	49%	(248)	24%	(119)	6%	(32)	8%	(38)	13%	(68)	504
LeBron James: Very fav	67%	(210)	23%	(73)	1%	(4)	1%	(2)	7%	(23)	312

Continued on next page

Table MCSP9_13: How well do each of the following words describe LeBron James?

Cool

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	27%	(410)	24%	(372)	7%	(103)	12%	(187)	30%	(460)	1532
Stephen Curry: Very fav	56%	(153)	24%	(66)	7%	(20)	6%	(17)	7%	(20)	276
Jordan Brand: Very fav	59%	(158)	21%	(58)	3%	(9)	5%	(13)	12%	(32)	270
Curry Brand: Very fav	58%	(62)	26%	(28)	3%	(3)	6%	(7)	7%	(8)	108
Under Armour: Favorable	32%	(316)	28%	(273)	7%	(64)	11%	(113)	22%	(218)	984
Nike: Favorable	35%	(367)	30%	(312)	5%	(49)	7%	(68)	23%	(242)	1037
Adidas: Favorable	33%	(358)	28%	(311)	7%	(72)	10%	(115)	22%	(244)	1100
Michael Jordan: Favorable	34%	(362)	27%	(285)	7%	(72)	11%	(116)	20%	(214)	1049
LeBron James: Favorable	46%	(336)	34%	(243)	3%	(22)	1%	(11)	15%	(111)	723
Stephen Curry: Favorable	42%	(276)	30%	(193)	8%	(51)	9%	(61)	11%	(71)	651
Jordan Brand: Favorable	41%	(254)	30%	(188)	6%	(40)	9%	(53)	13%	(84)	619
Curry Brand: Favorable	49%	(162)	29%	(95)	8%	(26)	7%	(24)	7%	(22)	329
Often buy sportswear	46%	(94)	26%	(54)	4%	(7)	9%	(18)	15%	(30)	203
Often/Sometimes buy sportswear	33%	(297)	28%	(253)	6%	(52)	11%	(94)	22%	(193)	889
Familiar with Michael Jordan	27%	(405)	25%	(372)	7%	(103)	12%	(186)	30%	(448)	1514
Familiar with LeBron James	27%	(396)	25%	(361)	7%	(96)	13%	(186)	29%	(417)	1457
Familiar with Steph Curry	30%	(355)	26%	(305)	8%	(91)	13%	(154)	24%	(280)	1184

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

Table MCSP9_14: How well do each of the following words describe LeBron James?

Elite

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	38%	(571)	21%	(317)	5%	(73)	8%	(120)	28%	(419)	1500
Gender: Male	44%	(318)	21%	(156)	6%	(42)	9%	(68)	20%	(143)	728
Gender: Female	33%	(253)	21%	(161)	4%	(30)	7%	(52)	36%	(276)	772
Age: 18-34	49%	(232)	18%	(84)	4%	(20)	4%	(17)	25%	(121)	475
Age: 35-44	42%	(105)	23%	(57)	4%	(9)	6%	(15)	25%	(63)	248
Age: 45-64	34%	(169)	23%	(112)	6%	(29)	12%	(61)	25%	(126)	497
Age: 65+	23%	(65)	23%	(64)	5%	(14)	10%	(27)	39%	(109)	280
GenZers: 1997-2012	51%	(94)	13%	(24)	6%	(10)	2%	(5)	28%	(52)	185
Millennials: 1981-1996	47%	(209)	20%	(91)	4%	(18)	5%	(23)	23%	(103)	443
GenXers: 1965-1980	33%	(107)	26%	(85)	4%	(14)	9%	(30)	27%	(85)	321
Baby Boomers: 1946-1964	31%	(150)	22%	(107)	5%	(25)	10%	(51)	32%	(153)	487
PID: Dem (no lean)	46%	(261)	23%	(132)	4%	(25)	5%	(29)	21%	(118)	566
PID: Ind (no lean)	36%	(183)	19%	(98)	5%	(25)	6%	(31)	34%	(175)	513
PID: Rep (no lean)	30%	(127)	21%	(87)	5%	(22)	14%	(60)	30%	(126)	422
PID/Gender: Dem Men	52%	(133)	22%	(56)	7%	(18)	4%	(11)	14%	(36)	254
PID/Gender: Dem Women	41%	(128)	24%	(76)	2%	(7)	6%	(18)	26%	(82)	312
PID/Gender: Ind Men	40%	(107)	22%	(58)	5%	(14)	8%	(21)	25%	(67)	267
PID/Gender: Ind Women	31%	(76)	16%	(40)	5%	(11)	4%	(10)	44%	(108)	246
PID/Gender: Rep Men	38%	(78)	20%	(42)	5%	(10)	17%	(36)	19%	(40)	207
PID/Gender: Rep Women	23%	(49)	21%	(45)	6%	(12)	11%	(24)	40%	(85)	215
Ideo: Liberal (1-3)	49%	(208)	20%	(83)	3%	(13)	7%	(31)	21%	(89)	424
Ideo: Moderate (4)	36%	(151)	27%	(111)	6%	(24)	5%	(20)	27%	(112)	419
Ideo: Conservative (5-7)	30%	(146)	21%	(101)	7%	(32)	13%	(66)	29%	(142)	486
Educ: < College	35%	(361)	20%	(209)	4%	(46)	8%	(87)	32%	(336)	1040
Educ: Bachelors degree	46%	(137)	25%	(74)	5%	(15)	7%	(22)	18%	(53)	300
Educ: Post-grad	46%	(74)	21%	(34)	7%	(12)	7%	(11)	19%	(31)	161
Income: Under 50k	34%	(281)	20%	(162)	5%	(44)	8%	(69)	33%	(274)	830
Income: 50k-100k	41%	(181)	23%	(101)	4%	(17)	8%	(36)	25%	(111)	445
Income: 100k+	49%	(109)	24%	(54)	5%	(12)	7%	(15)	16%	(35)	226
Ethnicity: White	34%	(403)	21%	(253)	5%	(56)	9%	(103)	31%	(368)	1184
Ethnicity: Hispanic	49%	(131)	26%	(69)	3%	(9)	8%	(22)	14%	(36)	266

Continued on next page

Table MCSP9_14: How well do each of the following words describe LeBron James?

Elite

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	38%	(571)	21%	(317)	5%	(73)	8%	(120)	28%	(419)	1500
Ethnicity: Black	59%	(99)	14%	(24)	4%	(6)	4%	(7)	19%	(33)	170
Ethnicity: Other	47%	(69)	27%	(39)	7%	(10)	7%	(10)	13%	(18)	146
All Christian	35%	(246)	24%	(167)	5%	(37)	12%	(83)	25%	(176)	710
All Non-Christian	52%	(38)	18%	(13)	13%	(9)	1%	(0)	17%	(12)	72
Atheist	51%	(36)	14%	(10)	2%	(2)	10%	(8)	23%	(16)	72
Agnostic/Nothing in particular	35%	(131)	16%	(59)	5%	(17)	5%	(20)	39%	(145)	371
Something Else	44%	(120)	25%	(68)	3%	(7)	3%	(9)	26%	(70)	275
Religious Non-Protestant/Catholic	45%	(42)	23%	(21)	13%	(13)	1%	(1)	17%	(16)	93
Evangelical	38%	(145)	26%	(98)	5%	(18)	7%	(27)	25%	(94)	382
Non-Evangelical	37%	(215)	22%	(126)	4%	(23)	11%	(65)	26%	(147)	576
Community: Urban	42%	(168)	22%	(88)	3%	(13)	10%	(41)	22%	(86)	397
Community: Suburban	43%	(295)	20%	(137)	5%	(32)	6%	(41)	26%	(176)	681
Community: Rural	25%	(108)	22%	(92)	7%	(28)	9%	(38)	37%	(158)	423
Employ: Private Sector	42%	(175)	23%	(95)	4%	(18)	9%	(39)	21%	(89)	416
Employ: Government	49%	(48)	18%	(18)	5%	(5)	2%	(2)	25%	(24)	98
Employ: Self-Employed	42%	(52)	20%	(24)	12%	(15)	4%	(5)	22%	(28)	124
Employ: Homemaker	26%	(26)	22%	(23)	9%	(9)	6%	(7)	37%	(37)	101
Employ: Student	51%	(37)	17%	(12)	2%	(2)	1%	(1)	29%	(21)	73
Employ: Retired	26%	(93)	26%	(94)	5%	(18)	9%	(32)	33%	(118)	354
Employ: Unemployed	39%	(92)	17%	(41)	2%	(5)	12%	(29)	30%	(70)	237
Employ: Other	49%	(47)	10%	(10)	1%	(1)	6%	(6)	34%	(33)	97
Military HH: Yes	28%	(69)	24%	(60)	4%	(11)	12%	(29)	32%	(79)	247
Military HH: No	40%	(502)	21%	(257)	5%	(62)	7%	(91)	27%	(341)	1253
RD/WT: Right Direction	36%	(156)	21%	(89)	6%	(28)	10%	(43)	27%	(117)	432
RD/WT: Wrong Track	39%	(415)	21%	(228)	4%	(45)	7%	(77)	28%	(302)	1068
Trump Job Approve	30%	(184)	19%	(114)	6%	(39)	13%	(82)	32%	(192)	611
Trump Job Disapprove	44%	(365)	24%	(198)	4%	(29)	5%	(38)	24%	(199)	828

Continued on next page

Table MCSP9_14: How well do each of the following words describe LeBron James?

Elite

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	38%	(571)	21%	(317)	5%	(73)	8%	(120)	28%	(419)	1500
Trump Job Strongly Approve	26%	(92)	18%	(66)	4%	(14)	18%	(66)	34%	(121)	359
Trump Job Somewhat Approve	36%	(92)	19%	(48)	10%	(25)	6%	(16)	28%	(71)	252
Trump Job Somewhat Disapprove	35%	(54)	30%	(47)	3%	(5)	4%	(6)	28%	(43)	155
Trump Job Strongly Disapprove	46%	(311)	22%	(151)	4%	(24)	5%	(32)	23%	(156)	674
Favorable of Trump	29%	(182)	19%	(120)	6%	(37)	14%	(84)	32%	(196)	619
Unfavorable of Trump	45%	(363)	23%	(185)	4%	(30)	4%	(34)	24%	(189)	801
Very Favorable of Trump	29%	(110)	18%	(69)	3%	(12)	17%	(65)	33%	(129)	385
Somewhat Favorable of Trump	31%	(72)	22%	(51)	11%	(25)	8%	(19)	29%	(67)	234
Somewhat Unfavorable of Trump	43%	(57)	24%	(33)	3%	(4)	4%	(5)	27%	(36)	135
Very Unfavorable of Trump	46%	(305)	23%	(153)	4%	(26)	4%	(29)	23%	(153)	666
#1 Issue: Economy	41%	(235)	25%	(145)	4%	(22)	9%	(54)	21%	(123)	579
#1 Issue: Security	26%	(32)	15%	(19)	9%	(11)	14%	(17)	36%	(44)	121
#1 Issue: Health Care	41%	(121)	21%	(62)	6%	(17)	4%	(11)	28%	(83)	295
#1 Issue: Medicare / Social Security	25%	(47)	24%	(44)	6%	(11)	10%	(18)	35%	(65)	184
#1 Issue: Women's Issues	39%	(35)	21%	(19)	4%	(4)	6%	(6)	29%	(25)	88
#1 Issue: Education	48%	(38)	16%	(12)	1%	(1)	5%	(4)	30%	(24)	78
#1 Issue: Other	41%	(46)	9%	(10)	2%	(3)	9%	(10)	38%	(43)	112
2018 House Vote: Democrat	48%	(247)	23%	(117)	4%	(20)	4%	(21)	21%	(108)	513
2018 House Vote: Republican	26%	(108)	22%	(89)	7%	(27)	16%	(66)	29%	(118)	407
2016 Vote: Hillary Clinton	44%	(199)	24%	(108)	4%	(20)	4%	(19)	23%	(104)	449
2016 Vote: Donald Trump	28%	(127)	22%	(100)	7%	(30)	17%	(75)	27%	(123)	456
2016 Vote: Other	52%	(43)	18%	(15)	4%	(3)	3%	(3)	23%	(19)	83
2016 Vote: Didn't Vote	40%	(202)	19%	(95)	4%	(19)	5%	(23)	34%	(173)	511
Voted in 2014: Yes	36%	(292)	24%	(193)	6%	(48)	10%	(77)	24%	(192)	803
Voted in 2014: No	40%	(279)	18%	(124)	4%	(25)	6%	(43)	33%	(227)	697
2012 Vote: Barack Obama	44%	(237)	23%	(126)	5%	(26)	5%	(29)	23%	(126)	544
2012 Vote: Mitt Romney	27%	(81)	24%	(72)	6%	(17)	14%	(42)	29%	(86)	297
2012 Vote: Other	29%	(16)	18%	(10)	14%	(8)	11%	(6)	28%	(15)	55
2012 Vote: Didn't Vote	40%	(238)	18%	(109)	4%	(22)	7%	(41)	32%	(192)	601

Continued on next page

Table MCSP9_14: How well do each of the following words describe LeBron James?

Elite

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	38%	(571)	21%	(317)	5%	(73)	8%	(120)	28%	(419)	1500
4-Region: Northeast	36%	(91)	25%	(63)	5%	(13)	8%	(20)	26%	(65)	251
4-Region: Midwest	42%	(129)	23%	(71)	3%	(9)	6%	(19)	25%	(76)	303
4-Region: South	33%	(189)	23%	(129)	7%	(38)	8%	(47)	30%	(170)	573
4-Region: West	44%	(163)	14%	(54)	4%	(13)	9%	(34)	29%	(109)	373
Sports fans	49%	(485)	24%	(239)	4%	(43)	6%	(58)	17%	(169)	994
Avid sports fans	61%	(184)	24%	(71)	5%	(15)	5%	(14)	6%	(18)	303
Casual sports fans	44%	(301)	24%	(168)	4%	(28)	6%	(44)	22%	(151)	691
NFL fans	47%	(436)	25%	(230)	4%	(39)	5%	(48)	19%	(172)	926
MLB fans	47%	(362)	25%	(190)	6%	(44)	6%	(47)	17%	(130)	772
NBA fans	57%	(399)	26%	(179)	3%	(23)	4%	(31)	9%	(65)	697
NHL fans	48%	(246)	23%	(119)	6%	(30)	8%	(41)	16%	(82)	518
WNBA fans	56%	(187)	25%	(83)	4%	(14)	4%	(14)	11%	(36)	335
College football fans	46%	(342)	24%	(182)	6%	(45)	7%	(51)	18%	(131)	751
College basketball fans	52%	(323)	26%	(163)	6%	(37)	5%	(31)	11%	(66)	621
Golf fans	45%	(187)	26%	(106)	6%	(27)	10%	(40)	13%	(54)	414
Tennis fans	47%	(229)	27%	(132)	6%	(31)	5%	(24)	14%	(70)	486
Auto racing fans	41%	(218)	28%	(150)	7%	(35)	9%	(49)	15%	(82)	533
Soccer fans	48%	(240)	26%	(128)	6%	(30)	6%	(27)	14%	(71)	496
Gymnastics fans	40%	(271)	26%	(178)	6%	(41)	5%	(35)	22%	(150)	675
Competitive swimming fans	46%	(205)	26%	(113)	5%	(24)	5%	(24)	17%	(76)	442
Basketball players	65%	(105)	16%	(26)	7%	(11)	3%	(5)	9%	(14)	161
Basketball fans	58%	(317)	24%	(129)	5%	(27)	4%	(19)	10%	(53)	544
Sneaker enthusiasts	53%	(161)	20%	(62)	8%	(24)	6%	(18)	13%	(38)	303
Golfers	42%	(53)	26%	(32)	6%	(7)	15%	(18)	12%	(15)	126
Athletes	57%	(157)	19%	(51)	6%	(17)	4%	(12)	14%	(40)	276
Under Armour: Very fav	54%	(230)	22%	(94)	3%	(14)	5%	(21)	15%	(64)	424
Nike: Very fav	56%	(321)	20%	(117)	5%	(26)	3%	(18)	16%	(89)	571
Adidas: Very fav	56%	(268)	22%	(103)	2%	(9)	3%	(17)	17%	(80)	476
Michael Jordan: Very fav	57%	(291)	20%	(103)	4%	(20)	7%	(36)	11%	(58)	509
LeBron James: Very fav	71%	(244)	18%	(62)	2%	(8)	3%	(9)	6%	(21)	344

Continued on next page

Table MCSP9_14: How well do each of the following words describe LeBron James?
Elite

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	38%	(571)	21%	(317)	5%	(73)	8%	(120)	28%	(419)	1500
Stephen Curry: Very fav	70%	(201)	17%	(50)	4%	(11)	2%	(6)	7%	(22)	289
Jordan Brand: Very fav	63%	(176)	20%	(55)	4%	(10)	4%	(10)	10%	(27)	278
Curry Brand: Very fav	68%	(86)	20%	(25)	5%	(6)	1%	(2)	6%	(8)	127
Under Armour: Favorable	44%	(434)	25%	(247)	5%	(52)	7%	(65)	20%	(198)	995
Nike: Favorable	45%	(472)	24%	(247)	5%	(50)	4%	(43)	22%	(229)	1040
Adidas: Favorable	44%	(482)	24%	(267)	4%	(44)	6%	(65)	22%	(245)	1103
Michael Jordan: Favorable	46%	(483)	24%	(254)	4%	(43)	7%	(71)	19%	(200)	1050
LeBron James: Favorable	54%	(411)	26%	(197)	3%	(26)	2%	(12)	15%	(114)	760
Stephen Curry: Favorable	56%	(376)	25%	(168)	4%	(28)	5%	(33)	10%	(65)	670
Jordan Brand: Favorable	53%	(334)	26%	(163)	5%	(30)	5%	(29)	11%	(71)	627
Curry Brand: Favorable	62%	(216)	23%	(80)	6%	(20)	3%	(12)	7%	(24)	351
Often buy sportswear	60%	(120)	17%	(33)	8%	(16)	5%	(11)	10%	(21)	200
Often/Sometimes buy sportswear	47%	(417)	24%	(218)	5%	(44)	6%	(56)	18%	(160)	895
Familiar with Michael Jordan	38%	(566)	21%	(315)	5%	(72)	8%	(119)	28%	(412)	1485
Familiar with LeBron James	39%	(561)	22%	(315)	5%	(72)	8%	(116)	26%	(373)	1437
Familiar with Steph Curry	44%	(503)	22%	(257)	5%	(59)	8%	(91)	21%	(245)	1155

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

Table MCSP9_15: How well do each of the following words describe LeBron James?

Humble

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	18%	(269)	20%	(294)	12%	(183)	19%	(283)	32%	(476)	1505
Gender: Male	18%	(133)	20%	(147)	14%	(104)	24%	(174)	22%	(162)	721
Gender: Female	17%	(135)	19%	(147)	10%	(79)	14%	(109)	40%	(314)	784
Age: 18-34	23%	(104)	26%	(115)	11%	(49)	11%	(49)	29%	(128)	444
Age: 35-44	27%	(66)	22%	(54)	12%	(30)	13%	(32)	27%	(66)	248
Age: 45-64	14%	(72)	16%	(82)	14%	(71)	24%	(126)	33%	(173)	525
Age: 65+	10%	(28)	15%	(44)	11%	(33)	26%	(75)	38%	(109)	288
GenZers: 1997-2012	29%	(50)	22%	(38)	11%	(18)	9%	(16)	29%	(49)	171
Millennials: 1981-1996	21%	(84)	26%	(106)	13%	(51)	13%	(54)	27%	(112)	407
GenXers: 1965-1980	19%	(69)	19%	(72)	11%	(41)	19%	(72)	32%	(120)	373
Baby Boomers: 1946-1964	13%	(62)	15%	(71)	13%	(66)	24%	(114)	36%	(173)	486
PID: Dem (no lean)	27%	(151)	27%	(147)	11%	(62)	8%	(44)	26%	(145)	549
PID: Ind (no lean)	15%	(75)	16%	(82)	14%	(72)	18%	(92)	37%	(190)	510
PID: Rep (no lean)	10%	(43)	15%	(66)	11%	(49)	33%	(147)	32%	(142)	446
PID/Gender: Dem Men	25%	(63)	34%	(86)	13%	(31)	9%	(24)	18%	(46)	250
PID/Gender: Dem Women	29%	(88)	21%	(61)	10%	(31)	7%	(20)	33%	(99)	299
PID/Gender: Ind Men	19%	(46)	15%	(36)	16%	(41)	24%	(58)	27%	(66)	247
PID/Gender: Ind Women	11%	(29)	17%	(45)	12%	(31)	13%	(34)	47%	(124)	264
PID/Gender: Rep Men	11%	(24)	11%	(26)	14%	(32)	41%	(92)	23%	(51)	224
PID/Gender: Rep Women	9%	(19)	18%	(40)	7%	(16)	25%	(55)	41%	(91)	221
Ideo: Liberal (1-3)	21%	(88)	23%	(98)	14%	(60)	11%	(47)	30%	(125)	417
Ideo: Moderate (4)	23%	(98)	22%	(92)	9%	(38)	16%	(66)	30%	(126)	420
Ideo: Conservative (5-7)	10%	(49)	14%	(72)	13%	(66)	32%	(161)	31%	(159)	507
Educ: < College	19%	(198)	19%	(193)	9%	(98)	18%	(187)	35%	(364)	1040
Educ: Bachelors degree	14%	(41)	21%	(62)	22%	(67)	20%	(61)	24%	(73)	305
Educ: Post-grad	18%	(29)	24%	(39)	11%	(18)	22%	(35)	24%	(39)	161
Income: Under 50k	17%	(147)	21%	(180)	10%	(82)	15%	(125)	37%	(310)	844
Income: 50k-100k	18%	(77)	15%	(65)	15%	(66)	25%	(110)	27%	(118)	437
Income: 100k+	20%	(44)	22%	(49)	15%	(35)	21%	(47)	22%	(48)	224
Ethnicity: White	13%	(156)	18%	(207)	13%	(149)	22%	(260)	34%	(404)	1176
Ethnicity: Hispanic	24%	(57)	21%	(50)	11%	(26)	24%	(59)	21%	(49)	240

Continued on next page

Table MCSP9_15: How well do each of the following words describe LeBron James?
Humble

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	18%	(269)	20%	(294)	12%	(183)	19%	(283)	32%	(476)	1505
Ethnicity: Black	42%	(79)	25%	(48)	9%	(16)	4%	(8)	20%	(39)	190
Ethnicity: Other	24%	(33)	28%	(39)	13%	(17)	11%	(16)	24%	(33)	139
All Christian	16%	(115)	19%	(134)	14%	(100)	26%	(185)	26%	(186)	720
All Non-Christian	10%	(7)	38%	(26)	15%	(10)	8%	(6)	28%	(19)	67
Atheist	12%	(9)	22%	(17)	17%	(13)	17%	(13)	32%	(25)	79
Agnostic/Nothing in particular	19%	(72)	14%	(53)	11%	(40)	11%	(41)	45%	(169)	375
Something Else	24%	(65)	24%	(65)	7%	(20)	14%	(38)	29%	(78)	265
Religious Non-Protestant/Catholic	8%	(7)	33%	(29)	14%	(12)	17%	(15)	28%	(25)	89
Evangelical	21%	(78)	21%	(80)	12%	(47)	20%	(74)	26%	(99)	377
Non-Evangelical	17%	(101)	19%	(112)	12%	(69)	24%	(140)	27%	(156)	578
Community: Urban	25%	(104)	26%	(109)	9%	(37)	15%	(61)	26%	(107)	417
Community: Suburban	17%	(116)	18%	(124)	14%	(100)	20%	(140)	31%	(220)	700
Community: Rural	13%	(49)	16%	(61)	12%	(46)	21%	(82)	38%	(149)	388
Employ: Private Sector	15%	(61)	24%	(100)	15%	(62)	21%	(87)	25%	(104)	413
Employ: Government	24%	(21)	18%	(16)	9%	(8)	22%	(20)	27%	(24)	89
Employ: Self-Employed	20%	(26)	16%	(21)	19%	(26)	21%	(28)	24%	(33)	134
Employ: Homemaker	26%	(24)	14%	(12)	11%	(10)	18%	(16)	31%	(28)	90
Employ: Student	32%	(24)	24%	(18)	8%	(6)	3%	(2)	34%	(26)	75
Employ: Retired	10%	(36)	16%	(58)	12%	(43)	26%	(90)	35%	(124)	351
Employ: Unemployed	21%	(51)	21%	(52)	7%	(18)	14%	(34)	37%	(92)	247
Employ: Other	24%	(25)	17%	(18)	10%	(10)	6%	(7)	44%	(46)	106
Military HH: Yes	17%	(41)	17%	(41)	12%	(30)	26%	(65)	28%	(70)	247
Military HH: No	18%	(228)	20%	(253)	12%	(153)	17%	(218)	32%	(406)	1258
RD/WT: Right Direction	19%	(83)	19%	(80)	9%	(39)	25%	(104)	28%	(120)	426
RD/WT: Wrong Track	17%	(186)	20%	(214)	13%	(144)	17%	(179)	33%	(357)	1079
Trump Job Approve	11%	(69)	15%	(92)	11%	(66)	30%	(186)	33%	(206)	619
Trump Job Disapprove	23%	(186)	24%	(195)	13%	(107)	11%	(94)	29%	(239)	820

Continued on next page

Table MCSP9_15: How well do each of the following words describe LeBron James?

Humble

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	18%	(269)	20%	(294)	12%	(183)	19%	(283)	32%	(476)	1505
Trump Job Strongly Approve	11%	(39)	11%	(41)	9%	(32)	35%	(131)	35%	(128)	371
Trump Job Somewhat Approve	12%	(30)	20%	(50)	14%	(34)	22%	(56)	31%	(78)	248
Trump Job Somewhat Disapprove	19%	(29)	26%	(41)	15%	(23)	13%	(21)	26%	(41)	154
Trump Job Strongly Disapprove	24%	(157)	23%	(154)	13%	(84)	11%	(73)	30%	(198)	665
Favorable of Trump	11%	(69)	15%	(90)	12%	(71)	30%	(182)	33%	(203)	615
Unfavorable of Trump	23%	(188)	24%	(197)	13%	(103)	11%	(87)	29%	(238)	814
Very Favorable of Trump	12%	(47)	11%	(46)	10%	(39)	35%	(139)	32%	(128)	399
Somewhat Favorable of Trump	10%	(22)	20%	(44)	15%	(32)	20%	(43)	35%	(75)	216
Somewhat Unfavorable of Trump	24%	(35)	25%	(36)	10%	(15)	13%	(19)	27%	(39)	143
Very Unfavorable of Trump	23%	(153)	24%	(161)	13%	(89)	10%	(68)	30%	(199)	670
#1 Issue: Economy	17%	(99)	21%	(117)	13%	(72)	21%	(120)	28%	(160)	569
#1 Issue: Security	9%	(12)	13%	(18)	5%	(7)	36%	(48)	36%	(48)	133
#1 Issue: Health Care	21%	(63)	25%	(73)	14%	(40)	12%	(36)	28%	(83)	296
#1 Issue: Medicare / Social Security	15%	(27)	14%	(26)	13%	(24)	17%	(31)	41%	(74)	182
#1 Issue: Women's Issues	22%	(18)	28%	(23)	10%	(9)	9%	(7)	31%	(25)	82
#1 Issue: Education	32%	(27)	15%	(13)	12%	(10)	10%	(8)	30%	(24)	82
#1 Issue: Other	15%	(17)	16%	(18)	11%	(12)	17%	(19)	42%	(47)	114
2018 House Vote: Democrat	28%	(138)	20%	(99)	13%	(66)	11%	(53)	28%	(139)	496
2018 House Vote: Republican	8%	(33)	13%	(53)	11%	(47)	38%	(158)	30%	(123)	414
2016 Vote: Hillary Clinton	28%	(124)	21%	(93)	12%	(54)	9%	(42)	29%	(128)	440
2016 Vote: Donald Trump	8%	(35)	13%	(60)	12%	(55)	36%	(163)	32%	(145)	458
2016 Vote: Other	11%	(10)	11%	(10)	18%	(17)	30%	(28)	31%	(28)	92
2016 Vote: Didn't Vote	20%	(101)	26%	(131)	11%	(56)	10%	(50)	34%	(174)	513
Voted in 2014: Yes	18%	(145)	17%	(141)	12%	(96)	23%	(187)	30%	(243)	812
Voted in 2014: No	18%	(123)	22%	(153)	13%	(87)	14%	(96)	34%	(233)	693
2012 Vote: Barack Obama	25%	(137)	23%	(124)	12%	(67)	11%	(59)	30%	(164)	551
2012 Vote: Mitt Romney	5%	(13)	9%	(27)	14%	(42)	40%	(117)	32%	(92)	291
2012 Vote: Other	6%	(3)	7%	(4)	15%	(8)	36%	(19)	36%	(19)	53
2012 Vote: Didn't Vote	19%	(113)	23%	(139)	11%	(66)	14%	(85)	33%	(201)	605

Continued on next page

Table MCSP9_15: How well do each of the following words describe LeBron James?

Humble

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion		Total N
Adults	18%	(269)	20%	(294)	12%	(183)	19%	(283)	32%	(476)	1505
4-Region: Northeast	19%	(53)	25%	(70)	11%	(31)	12%	(36)	34%	(96)	285
4-Region: Midwest	19%	(59)	21%	(64)	11%	(35)	17%	(52)	31%	(96)	307
4-Region: South	18%	(99)	20%	(108)	12%	(64)	21%	(112)	30%	(161)	545
4-Region: West	16%	(58)	14%	(52)	14%	(53)	22%	(83)	33%	(123)	368
Sports fans	23%	(222)	23%	(219)	15%	(142)	18%	(171)	21%	(201)	955
Avid sports fans	35%	(108)	23%	(70)	15%	(46)	21%	(64)	7%	(21)	308
Casual sports fans	18%	(114)	23%	(150)	15%	(96)	17%	(107)	28%	(180)	647
NFL fans	24%	(221)	23%	(213)	14%	(127)	17%	(160)	22%	(205)	927
MLB fans	21%	(155)	23%	(173)	16%	(121)	20%	(150)	20%	(152)	751
NBA fans	31%	(214)	26%	(180)	15%	(105)	16%	(107)	12%	(85)	691
NHL fans	24%	(116)	21%	(104)	15%	(71)	21%	(101)	20%	(95)	487
WNBA fans	39%	(122)	24%	(77)	15%	(48)	8%	(26)	13%	(42)	315
College football fans	23%	(168)	22%	(159)	15%	(106)	23%	(162)	17%	(122)	717
College basketball fans	27%	(166)	25%	(152)	15%	(93)	19%	(118)	13%	(82)	611
Golf fans	24%	(99)	21%	(84)	14%	(57)	24%	(97)	17%	(69)	407
Tennis fans	25%	(116)	23%	(106)	18%	(82)	17%	(78)	18%	(81)	463
Auto racing fans	24%	(127)	21%	(110)	14%	(75)	20%	(108)	21%	(111)	531
Soccer fans	26%	(126)	27%	(129)	15%	(71)	17%	(79)	15%	(73)	478
Gymnastics fans	22%	(147)	24%	(160)	13%	(91)	16%	(107)	25%	(170)	674
Competitive swimming fans	28%	(120)	22%	(92)	13%	(54)	14%	(60)	23%	(96)	423
Basketball players	43%	(74)	27%	(47)	15%	(26)	9%	(16)	5%	(8)	171
Basketball fans	32%	(167)	24%	(127)	15%	(79)	16%	(85)	12%	(61)	519
Sneaker enthusiasts	35%	(110)	24%	(75)	9%	(29)	14%	(44)	17%	(55)	313
Golfers	22%	(33)	20%	(29)	13%	(20)	31%	(47)	14%	(21)	150
Athletes	32%	(93)	25%	(71)	16%	(46)	12%	(34)	16%	(47)	291
Under Armour: Very fav	36%	(139)	22%	(85)	9%	(35)	14%	(54)	19%	(74)	387
Nike: Very fav	36%	(193)	26%	(142)	10%	(57)	8%	(42)	20%	(110)	545
Adidas: Very fav	35%	(162)	26%	(119)	10%	(46)	10%	(45)	19%	(85)	457
Michael Jordan: Very fav	35%	(178)	25%	(129)	11%	(55)	14%	(73)	15%	(74)	510
LeBron James: Very fav	52%	(166)	28%	(91)	10%	(32)	2%	(6)	8%	(25)	320

Continued on next page

Table MCSP9_15: How well do each of the following words describe LeBron James?

Humble

Demographic	Very well		Somewhat well		Not too well		Not well at all		Don't know / No opinion	Total N	
Adults	18%	(269)	20%	(294)	12%	(183)	19%	(283)	32%	(476)	1505
Stephen Curry: Very fav	44%	(122)	22%	(62)	16%	(44)	11%	(31)	7%	(19)	277
Jordan Brand: Very fav	44%	(119)	29%	(78)	9%	(24)	6%	(17)	12%	(33)	271
Curry Brand: Very fav	55%	(63)	23%	(27)	7%	(8)	11%	(13)	3%	(4)	115
Under Armour: Favorable	22%	(216)	24%	(232)	12%	(119)	18%	(172)	24%	(237)	976
Nike: Favorable	25%	(254)	25%	(253)	12%	(125)	11%	(106)	26%	(266)	1005
Adidas: Favorable	22%	(243)	24%	(264)	12%	(130)	16%	(170)	25%	(275)	1081
Michael Jordan: Favorable	23%	(241)	23%	(237)	13%	(138)	18%	(183)	23%	(238)	1037
LeBron James: Favorable	33%	(240)	31%	(230)	14%	(101)	5%	(37)	18%	(132)	739
Stephen Curry: Favorable	30%	(192)	25%	(162)	17%	(108)	17%	(107)	12%	(76)	644
Jordan Brand: Favorable	30%	(179)	27%	(164)	14%	(85)	13%	(78)	16%	(94)	600
Curry Brand: Favorable	36%	(113)	27%	(85)	14%	(43)	14%	(45)	9%	(29)	315
Often buy sportswear	36%	(73)	30%	(60)	8%	(16)	16%	(33)	10%	(20)	203
Often/Sometimes buy sportswear	23%	(208)	25%	(219)	13%	(112)	17%	(154)	22%	(195)	886
Familiar with Michael Jordan	18%	(268)	20%	(293)	12%	(182)	19%	(281)	31%	(461)	1484
Familiar with LeBron James	18%	(264)	20%	(293)	13%	(181)	19%	(277)	30%	(425)	1440
Familiar with Steph Curry	21%	(238)	21%	(245)	14%	(161)	20%	(233)	24%	(272)	1149

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	2201	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1139	52%
	N	2201	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2201	
demAgeGeneration	GenZers: 1997-2012	253	12%
	Millennials: 1981-1996	606	28%
	GenXers: 1965-1980	520	24%
	Baby Boomers: 1946-1964	725	33%
	N	2105	
xpid3	PID: Dem (no lean)	806	37%
	PID: Ind (no lean)	742	34%
	PID: Rep (no lean)	653	30%
	N	2201	
xpidGender	PID/Gender: Dem Men	371	17%
	PID/Gender: Dem Women	435	20%
	PID/Gender: Ind Men	368	17%
	PID/Gender: Ind Women	374	17%
	PID/Gender: Rep Men	323	15%
	PID/Gender: Rep Women	330	15%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	619	28%
	Ideo: Moderate (4)	607	28%
	Ideo: Conservative (5-7)	732	33%
	N	1958	
xeduc3	Educ: < College	1513	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1226	56%
	Income: 50k-100k	644	29%
	Income: 100k+	332	15%
	N	2201	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	350	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1034	47%
	All Non-Christian	101	5%
	Atheist	108	5%
	Agnostic/Nothing in particular	564	26%
	Something Else	395	18%
	N	2201	
xdemReligOther	Religious Non-Protestant/Catholic	132	6%
xdemEvang	Evangelical	545	25%
	Non-Evangelical	838	38%
	N	1383	
xdemUsr	Community: Urban	592	27%
	Community: Suburban	1034	47%
	Community: Rural	575	26%
	N	2201	
xdemEmploy	Employ: Private Sector	611	28%
	Employ: Government	135	6%
	Employ: Self-Employed	184	8%
	Employ: Homemaker	153	7%
	Employ: Student	102	5%
	Employ: Retired	530	24%
	Employ: Unemployed	342	16%
	Employ: Other	143	7%
	N	2201	
xdemMilHH1	Military HH: Yes	380	17%
	Military HH: No	1821	83%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	635	29%
	RD/WT: Wrong Track	1566	71%
	N	2201	
Trump_Approve	Trump Job Approve	893	41%
	Trump Job Disapprove	1218	55%
	N	2111	
Trump_Approve2	Trump Job Strongly Approve	531	24%
	Trump Job Somewhat Approve	362	16%
	Trump Job Somewhat Disapprove	236	11%
	Trump Job Strongly Disapprove	982	45%
	N	2111	
Trump_Fav	Favorable of Trump	897	41%
	Unfavorable of Trump	1206	55%
	N	2102	
Trump_Fav_FULL	Very Favorable of Trump	567	26%
	Somewhat Favorable of Trump	329	15%
	Somewhat Unfavorable of Trump	207	9%
	Very Unfavorable of Trump	998	45%
	N	2102	
xnr3	#1 Issue: Economy	851	39%
	#1 Issue: Security	186	8%
	#1 Issue: Health Care	426	19%
	#1 Issue: Medicare / Social Security	265	12%
	#1 Issue: Women's Issues	123	6%
	#1 Issue: Education	114	5%
	#1 Issue: Energy	73	3%
	#1 Issue: Other	163	7%
	N	2201	
xsubVote18O	2018 House Vote: Democrat	736	33%
	2018 House Vote: Republican	608	28%
	2018 House Vote: Someone else	49	2%
	N	1393	
xsubVote16O	2016 Vote: Hillary Clinton	651	30%
	2016 Vote: Donald Trump	677	31%
	2016 Vote: Other	130	6%
	2016 Vote: Didn't Vote	741	34%
	N	2199	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote14O	Voted in 2014: Yes	1206	55%
	Voted in 2014: No	995	45%
	N	2201	
xsubVote12O	2012 Vote: Barack Obama	816	37%
	2012 Vote: Mitt Romney	443	20%
	2012 Vote: Other	83	4%
	2012 Vote: Didn't Vote	853	39%
	N	2195	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	825	37%
	4-Region: West	520	24%
	N	2201	
MCSPxdem1	Sports fans	1439	65%
MCSPxdem2	Avid sports fans	461	21%
MCSPxdem3	Casual sports fans	978	44%
MCSPxdem4	NFL fans	1353	61%
MCSPxdem5	MLB fans	1132	51%
MCSPxdem6	NBA fans	1012	46%
MCSPxdem7	NHL fans	753	34%
MCSPxdem8	WNBA fans	484	22%
MCSPxdem9	College football fans	1104	50%
MCSPxdem10	College basketball fans	912	41%
MCSPxdem11	Golf fans	624	28%
MCSPxdem12	Tennis fans	697	32%
MCSPxdem13	Auto racing fans	797	36%
MCSPxdem14	Soccer fans	716	33%
MCSPxdem15	Gymnastics fans	996	45%
MCSPxdem16	Competitive swimming fans	651	30%
MCSPxdem17	Basketball players	245	11%
MCSPxdem18	Basketball fans	776	35%

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
MCSPxdem19	Sneaker enthusiasts	455	21%
MCSPxdem20	Golfers	203	9%
MCSPxdem21	Athletes	426	19%
MCSPxdem22	Under Armour: Very fav	582	26%
MCSPxdem23	Nike: Very fav	801	36%
MCSPxdem24	Adidas: Very fav	664	30%
MCSPxdem25	Michael Jordan: Very fav	746	34%
MCSPxdem26	LeBron James: Very fav	474	22%
MCSPxdem27	Stephen Curry: Very fav	408	19%
MCSPxdem28	Jordan Brand: Very fav	408	19%
MCSPxdem29	Curry Brand: Very fav	173	8%
MCSPxdem30	Under Armour: Favorable	1448	66%
MCSPxdem31	Nike: Favorable	1484	67%
MCSPxdem32	Adidas: Favorable	1594	72%
MCSPxdem33	Michael Jordan: Favorable	1518	69%
MCSPxdem34	LeBron James: Favorable	1076	49%
MCSPxdem35	Stephen Curry: Favorable	945	43%
MCSPxdem36	Jordan Brand: Favorable	903	41%
MCSPxdem37	Curry Brand: Favorable	487	22%
MCSPxdem38	Often buy sportswear	304	14%
MCSPxdem39	Often/Sometimes buy sportswear	1303	59%
MCSPxdem40	Familiar with Michael Jordan	2175	99%
MCSPxdem41	Familiar with LeBron James	2107	96%
MCSPxdem42	Familiar with Steph Curry	1682	76%

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

