



National Tracking Poll #2012111
December 17-20, 2020

Crosstabulation Results

Methodology:

This poll was conducted between December 17-December 20, 2020 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, educational attainment, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table MCSP1: Which of the following is closest to your opinion, even if none are exactly right?

Demographic	There is too much corporate advertising in professional sports		There is a reasonable amount of corporate advertising in professional sports		There is not enough corporate advertising in professional sports		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(837)	34%	(746)	4%	(84)	24%	(534)	2200
Gender: Male	42%	(448)	40%	(422)	4%	(47)	14%	(144)	1062
Gender: Female	34%	(388)	28%	(324)	3%	(37)	34%	(390)	1138
Age: 18-34	25%	(161)	41%	(267)	6%	(37)	29%	(190)	655
Age: 35-44	36%	(127)	40%	(144)	6%	(23)	18%	(64)	358
Age: 45-64	43%	(323)	30%	(226)	3%	(20)	24%	(182)	751
Age: 65+	52%	(226)	25%	(108)	1%	(4)	23%	(98)	436
GenZers: 1997-2012	20%	(62)	42%	(131)	4%	(12)	35%	(109)	314
Millennials: 1981-1996	32%	(166)	39%	(204)	8%	(40)	22%	(116)	524
GenXers: 1965-1980	38%	(211)	36%	(203)	5%	(25)	21%	(118)	557
Baby Boomers: 1946-1964	49%	(348)	26%	(186)	1%	(7)	24%	(167)	708
PID: Dem (no lean)	34%	(278)	41%	(333)	5%	(38)	19%	(156)	805
PID: Ind (no lean)	37%	(258)	26%	(180)	4%	(28)	32%	(224)	691
PID: Rep (no lean)	43%	(301)	33%	(232)	3%	(18)	22%	(154)	704
PID/Gender: Dem Men	38%	(143)	47%	(177)	6%	(22)	9%	(34)	376
PID/Gender: Dem Women	31%	(134)	37%	(157)	4%	(15)	29%	(122)	429
PID/Gender: Ind Men	44%	(133)	32%	(95)	5%	(14)	19%	(58)	299
PID/Gender: Ind Women	32%	(126)	22%	(86)	4%	(14)	42%	(166)	392
PID/Gender: Rep Men	45%	(172)	39%	(151)	3%	(11)	14%	(53)	387
PID/Gender: Rep Women	40%	(128)	25%	(81)	2%	(7)	32%	(101)	318
Ideo: Liberal (1-3)	34%	(220)	45%	(287)	5%	(33)	16%	(104)	644
Ideo: Moderate (4)	39%	(225)	33%	(193)	4%	(23)	24%	(136)	577
Ideo: Conservative (5-7)	46%	(342)	30%	(223)	2%	(18)	21%	(154)	738

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Table MCSP1: Which of the following is closest to your opinion, even if none are exactly right?

Demographic	There is too much corporate advertising in professional sports		There is a reasonable amount of corporate advertising in professional sports		There is not enough corporate advertising in professional sports		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(837)	34%	(746)	4%	(84)	24%	(534)	2200
Educ: < College	38%	(568)	30%	(455)	3%	(50)	29%	(439)	1512
Educ: Bachelors degree	42%	(185)	40%	(178)	4%	(18)	14%	(63)	444
Educ: Post-grad	34%	(84)	46%	(113)	7%	(16)	13%	(32)	244
Income: Under 50k	38%	(472)	26%	(327)	4%	(48)	31%	(388)	1235
Income: 50k-100k	40%	(250)	40%	(250)	4%	(23)	17%	(108)	630
Income: 100k+	34%	(114)	51%	(170)	4%	(13)	11%	(38)	335
Ethnicity: White	42%	(719)	33%	(562)	3%	(48)	23%	(393)	1722
Ethnicity: Hispanic	31%	(107)	38%	(134)	7%	(23)	25%	(86)	349
Ethnicity: Black	20%	(54)	43%	(119)	7%	(19)	30%	(82)	274
Ethnicity: Other	31%	(64)	32%	(65)	8%	(17)	29%	(59)	204
All Christian	41%	(432)	37%	(391)	3%	(27)	19%	(194)	1045
All Non-Christian	38%	(55)	37%	(54)	10%	(14)	16%	(23)	147
Atheist	58%	(55)	27%	(26)	—	(0)	14%	(13)	94
Agnostic/Nothing in particular	34%	(186)	30%	(167)	4%	(23)	31%	(171)	548
Something Else	29%	(108)	29%	(107)	5%	(19)	36%	(133)	367
Religious Non-Protestant/Catholic	40%	(70)	38%	(67)	8%	(14)	14%	(25)	177
Evangelical	36%	(239)	37%	(247)	4%	(30)	23%	(158)	673
Non-Evangelical	40%	(279)	34%	(233)	2%	(17)	24%	(164)	693
Community: Urban	34%	(231)	41%	(281)	6%	(42)	19%	(132)	686
Community: Suburban	38%	(375)	35%	(347)	3%	(33)	24%	(239)	994
Community: Rural	44%	(231)	23%	(118)	2%	(9)	31%	(162)	521

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Table MCSP1: Which of the following is closest to your opinion, even if none are exactly right?

Demographic	There is too much corporate advertising in professional sports		There is a reasonable amount of corporate advertising in professional sports		There is not enough corporate advertising in professional sports		Don't know / No opinion		Total N
Adults	38%	(837)	34%	(746)	4%	(84)	24%	(534)	2200
Employ: Private Sector	39%	(241)	42%	(256)	3%	(18)	16%	(99)	613
Employ: Government	32%	(46)	44%	(63)	9%	(12)	16%	(23)	145
Employ: Self-Employed	36%	(73)	36%	(71)	9%	(17)	20%	(39)	200
Employ: Homemaker	34%	(45)	23%	(30)	6%	(8)	37%	(48)	131
Employ: Student	25%	(34)	42%	(56)	4%	(5)	29%	(39)	134
Employ: Retired	50%	(251)	25%	(126)	1%	(3)	24%	(123)	503
Employ: Unemployed	31%	(103)	34%	(112)	3%	(11)	32%	(108)	333
Employ: Other	32%	(45)	23%	(32)	7%	(9)	39%	(55)	141
Military HH: Yes	43%	(151)	36%	(124)	5%	(17)	16%	(57)	348
Military HH: No	37%	(686)	34%	(622)	4%	(67)	26%	(477)	1852
RD/WT: Right Direction	38%	(262)	38%	(263)	6%	(42)	17%	(120)	687
RD/WT: Wrong Track	38%	(574)	32%	(483)	3%	(41)	27%	(414)	1513
Trump Job Approve	44%	(401)	30%	(269)	4%	(37)	22%	(195)	903
Trump Job Disapprove	34%	(417)	38%	(460)	4%	(46)	24%	(296)	1219
Trump Job Strongly Approve	48%	(275)	27%	(155)	4%	(24)	21%	(124)	577
Trump Job Somewhat Approve	39%	(126)	35%	(115)	4%	(13)	22%	(72)	326
Trump Job Somewhat Disapprove	29%	(78)	44%	(116)	5%	(14)	22%	(58)	266
Trump Job Strongly Disapprove	36%	(339)	36%	(344)	3%	(33)	25%	(237)	953
Favorable of Trump	46%	(399)	31%	(268)	3%	(26)	21%	(182)	876
Unfavorable of Trump	34%	(414)	37%	(453)	4%	(53)	24%	(289)	1209
Very Favorable of Trump	48%	(267)	28%	(155)	2%	(13)	22%	(125)	560
Somewhat Favorable of Trump	42%	(133)	36%	(114)	4%	(13)	18%	(56)	316
Somewhat Unfavorable of Trump	30%	(70)	41%	(96)	5%	(11)	24%	(56)	235
Very Unfavorable of Trump	35%	(343)	37%	(357)	4%	(41)	24%	(233)	974

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Table MCSP1: Which of the following is closest to your opinion, even if none are exactly right?

Demographic	There is too much corporate advertising in professional sports		There is a reasonable amount of corporate advertising in professional sports		There is not enough corporate advertising in professional sports		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(837)	34%	(746)	4%	(84)	24%	(534)	2200
#1 Issue: Economy	39%	(309)	34%	(267)	5%	(39)	21%	(168)	783
#1 Issue: Security	43%	(103)	32%	(76)	5%	(12)	20%	(47)	237
#1 Issue: Health Care	32%	(129)	39%	(157)	3%	(14)	26%	(107)	406
#1 Issue: Medicare / Social Security	45%	(140)	27%	(85)	3%	(10)	25%	(77)	313
#1 Issue: Women's Issues	34%	(40)	30%	(36)	2%	(2)	35%	(42)	120
#1 Issue: Education	20%	(21)	48%	(52)	5%	(5)	27%	(29)	108
#1 Issue: Energy	48%	(38)	33%	(26)	3%	(2)	17%	(13)	80
#1 Issue: Other	37%	(56)	31%	(47)	—	(0)	33%	(50)	152
2018 House Vote: Democrat	40%	(289)	38%	(279)	4%	(29)	18%	(130)	727
2018 House Vote: Republican	46%	(281)	33%	(202)	3%	(18)	19%	(115)	616
2018 House Vote: Someone else	45%	(26)	20%	(12)	8%	(5)	27%	(15)	57
2016 Vote: Hillary Clinton	36%	(247)	38%	(262)	5%	(32)	21%	(143)	683
2016 Vote: Donald Trump	47%	(316)	33%	(221)	2%	(16)	18%	(123)	677
2016 Vote: Other	37%	(37)	34%	(34)	6%	(6)	24%	(24)	100
2016 Vote: Didn't Vote	32%	(236)	31%	(227)	4%	(30)	33%	(244)	737
Voted in 2014: Yes	43%	(536)	35%	(430)	3%	(35)	19%	(233)	1233
Voted in 2014: No	31%	(301)	33%	(316)	5%	(49)	31%	(301)	967
2012 Vote: Barack Obama	38%	(319)	39%	(320)	4%	(34)	19%	(157)	830
2012 Vote: Mitt Romney	48%	(227)	30%	(143)	1%	(4)	21%	(101)	475
2012 Vote: Other	52%	(29)	17%	(10)	4%	(2)	27%	(15)	55
2012 Vote: Didn't Vote	31%	(262)	32%	(273)	5%	(44)	31%	(261)	840
4-Region: Northeast	35%	(136)	37%	(146)	4%	(16)	24%	(95)	394
4-Region: Midwest	42%	(196)	30%	(139)	2%	(10)	26%	(118)	462
4-Region: South	37%	(307)	32%	(266)	4%	(30)	27%	(222)	824
4-Region: West	38%	(198)	37%	(195)	6%	(29)	19%	(99)	520
Sports fans	38%	(569)	41%	(615)	4%	(66)	17%	(248)	1497
Avid sports fans	35%	(179)	48%	(246)	5%	(27)	11%	(55)	507

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Table MCSP1: Which of the following is closest to your opinion, even if none are exactly right?

Demographic	There is too much corporate advertising in professional sports		There is a reasonable amount of corporate advertising in professional sports		There is not enough corporate advertising in professional sports		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(837)	34%	(746)	4%	(84)	24%	(534)	2200
Casual sports fans	39%	(390)	37%	(369)	4%	(39)	19%	(192)	991
NBA fans	32%	(355)	46%	(512)	5%	(60)	17%	(187)	1113
Avid NBA fans	28%	(110)	54%	(213)	5%	(19)	13%	(51)	393
NFL fans	37%	(539)	42%	(601)	4%	(63)	16%	(236)	1438
Avid NFL fans	37%	(234)	48%	(305)	5%	(35)	10%	(66)	640
NHL fans	38%	(321)	45%	(385)	5%	(40)	13%	(108)	854
Avid NHL fans	43%	(104)	45%	(109)	4%	(11)	8%	(18)	242
MLB fans	39%	(465)	42%	(493)	4%	(50)	14%	(170)	1178
Avid MLB fans	41%	(176)	46%	(198)	4%	(15)	9%	(40)	429
MLS fans	32%	(187)	51%	(299)	4%	(24)	12%	(71)	580
Avid MLS fans	30%	(47)	57%	(91)	6%	(10)	7%	(11)	159
Motorsports fans	39%	(343)	42%	(363)	5%	(42)	14%	(124)	871
Avid motorsports fans	40%	(93)	45%	(104)	6%	(14)	9%	(21)	231
Sports fans ages 18-34	23%	(105)	46%	(214)	7%	(31)	25%	(115)	466
Sports fans ages 35-44	35%	(92)	49%	(127)	6%	(16)	10%	(26)	261
Sports fans ages 45-64	45%	(224)	38%	(189)	3%	(17)	14%	(69)	499
Sports fans ages 65+	55%	(148)	31%	(84)	1%	(2)	14%	(37)	271
Sports fans income less than 50K	39%	(298)	33%	(251)	5%	(38)	23%	(175)	762
Sports fans income 50K-100K	39%	(183)	45%	(211)	4%	(19)	11%	(53)	466
Sports fans income more than 100K	33%	(88)	57%	(153)	4%	(9)	7%	(19)	269
Republican sports fans	44%	(214)	41%	(198)	3%	(14)	12%	(58)	484
Democratic sports fans	32%	(178)	50%	(279)	6%	(33)	13%	(72)	561
Gen Z sports fans	15%	(31)	48%	(96)	5%	(10)	32%	(63)	200
Millennial sports fans	31%	(122)	44%	(177)	9%	(35)	16%	(65)	399
Gen X sports fans	39%	(153)	44%	(175)	4%	(16)	12%	(49)	392
Boomer sports fans	51%	(228)	34%	(153)	1%	(5)	14%	(62)	447

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

Table MCSP2_1: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?

NBA

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	35%	(761)	19%	(429)	46%	(1010)	2200
Gender: Male	43%	(458)	25%	(264)	32%	(340)	1062
Gender: Female	27%	(303)	15%	(165)	59%	(670)	1138
Age: 18-34	44%	(290)	17%	(110)	39%	(255)	655
Age: 35-44	51%	(181)	20%	(70)	30%	(106)	358
Age: 45-64	28%	(212)	21%	(154)	51%	(385)	751
Age: 65+	18%	(77)	22%	(95)	61%	(264)	436
GenZers: 1997-2012	44%	(138)	14%	(44)	42%	(132)	314
Millennials: 1981-1996	47%	(248)	19%	(97)	34%	(179)	524
GenXers: 1965-1980	38%	(214)	20%	(114)	41%	(229)	557
Baby Boomers: 1946-1964	20%	(144)	22%	(153)	58%	(411)	708
PID: Dem (no lean)	41%	(327)	18%	(144)	41%	(334)	805
PID: Ind (no lean)	32%	(219)	19%	(132)	49%	(340)	691
PID: Rep (no lean)	30%	(215)	22%	(153)	48%	(337)	704
PID/Gender: Dem Men	51%	(192)	22%	(84)	27%	(101)	376
PID/Gender: Dem Women	32%	(136)	14%	(60)	54%	(233)	429
PID/Gender: Ind Men	43%	(128)	24%	(73)	33%	(99)	299
PID/Gender: Ind Women	23%	(92)	15%	(59)	61%	(241)	392
PID/Gender: Rep Men	36%	(139)	28%	(107)	36%	(140)	387
PID/Gender: Rep Women	24%	(76)	14%	(45)	62%	(196)	318
Ideo: Liberal (1-3)	39%	(253)	20%	(129)	41%	(262)	644
Ideo: Moderate (4)	37%	(211)	18%	(102)	46%	(264)	577
Ideo: Conservative (5-7)	31%	(229)	23%	(166)	47%	(343)	738
Educ: < College	30%	(458)	18%	(280)	51%	(774)	1512
Educ: Bachelors degree	41%	(181)	23%	(102)	36%	(160)	444
Educ: Post-grad	50%	(121)	19%	(47)	31%	(76)	244
Income: Under 50k	29%	(354)	18%	(220)	54%	(661)	1235
Income: 50k-100k	39%	(248)	22%	(139)	39%	(244)	630
Income: 100k+	48%	(160)	21%	(70)	31%	(105)	335

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Table MCSP2_1: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?

NBA

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	35%	(761)	19%	(429)	46%	(1010)	2200
Ethnicity: White	31%	(527)	21%	(353)	49%	(842)	1722
Ethnicity: Hispanic	44%	(154)	22%	(75)	34%	(120)	349
Ethnicity: Black	55%	(152)	14%	(39)	30%	(83)	274
Ethnicity: Other	40%	(82)	18%	(36)	42%	(85)	204
All Christian	36%	(371)	20%	(211)	44%	(463)	1045
All Non-Christian	44%	(65)	24%	(35)	32%	(47)	147
Atheist	19%	(18)	26%	(24)	55%	(52)	94
Agnostic/Nothing in particular	32%	(175)	18%	(99)	50%	(273)	548
Something Else	36%	(132)	16%	(60)	48%	(176)	367
Religious Non-Protestant/Catholic	41%	(72)	24%	(42)	36%	(63)	177
Evangelical	42%	(282)	17%	(115)	41%	(276)	673
Non-Evangelical	29%	(204)	21%	(147)	49%	(342)	693
Community: Urban	49%	(335)	19%	(129)	32%	(222)	686
Community: Suburban	30%	(298)	21%	(210)	49%	(486)	994
Community: Rural	25%	(128)	17%	(90)	58%	(303)	521
Employ: Private Sector	46%	(283)	20%	(121)	34%	(209)	613
Employ: Government	51%	(74)	20%	(29)	29%	(42)	145
Employ: Self-Employed	44%	(89)	20%	(39)	36%	(72)	200
Employ: Homemaker	19%	(25)	20%	(26)	61%	(80)	131
Employ: Student	34%	(46)	22%	(30)	43%	(58)	134
Employ: Retired	20%	(99)	19%	(95)	61%	(308)	503
Employ: Unemployed	34%	(112)	18%	(59)	49%	(162)	333
Employ: Other	24%	(34)	21%	(29)	55%	(77)	141
Military HH: Yes	34%	(120)	26%	(91)	40%	(138)	348
Military HH: No	35%	(641)	18%	(338)	47%	(873)	1852
RD/WT: Right Direction	41%	(281)	21%	(145)	38%	(261)	687
RD/WT: Wrong Track	32%	(480)	19%	(284)	50%	(749)	1513

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Table MCSP2_1: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?

NBA

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	35%	(761)	19%	(429)	46%	(1010)	2200
Trump Job Approve	34%	(303)	20%	(180)	46%	(420)	903
Trump Job Disapprove	37%	(447)	19%	(234)	44%	(538)	1219
Trump Job Strongly Approve	33%	(191)	21%	(118)	46%	(268)	577
Trump Job Somewhat Approve	34%	(112)	19%	(62)	47%	(152)	326
Trump Job Somewhat Disapprove	46%	(122)	17%	(46)	37%	(97)	266
Trump Job Strongly Disapprove	34%	(325)	20%	(187)	46%	(441)	953
Favorable of Trump	34%	(298)	20%	(172)	46%	(406)	876
Unfavorable of Trump	36%	(434)	19%	(235)	45%	(539)	1209
Very Favorable of Trump	32%	(182)	21%	(118)	46%	(260)	560
Somewhat Favorable of Trump	37%	(116)	17%	(54)	46%	(146)	316
Somewhat Unfavorable of Trump	44%	(103)	21%	(49)	36%	(83)	235
Very Unfavorable of Trump	34%	(332)	19%	(186)	47%	(456)	974
#1 Issue: Economy	39%	(304)	19%	(151)	42%	(328)	783
#1 Issue: Security	34%	(81)	19%	(46)	47%	(111)	237
#1 Issue: Health Care	35%	(144)	18%	(75)	46%	(187)	406
#1 Issue: Medicare / Social Security	21%	(67)	23%	(72)	56%	(174)	313
#1 Issue: Women's Issues	40%	(48)	18%	(22)	42%	(51)	120
#1 Issue: Education	47%	(51)	19%	(20)	34%	(37)	108
#1 Issue: Energy	32%	(26)	26%	(21)	42%	(34)	80
#1 Issue: Other	27%	(41)	15%	(23)	59%	(89)	152
2018 House Vote: Democrat	39%	(282)	20%	(148)	41%	(297)	727
2018 House Vote: Republican	32%	(194)	22%	(133)	47%	(289)	616
2018 House Vote: Someone else	25%	(14)	18%	(10)	57%	(32)	57
2016 Vote: Hillary Clinton	38%	(260)	20%	(136)	42%	(287)	683
2016 Vote: Donald Trump	33%	(222)	21%	(139)	47%	(315)	677
2016 Vote: Other	20%	(20)	23%	(23)	57%	(57)	100
2016 Vote: Didn't Vote	35%	(256)	18%	(130)	48%	(350)	737

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Table MCSP2_1: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?

NBA

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	35%	(761)	19%	(429)	46%	(1010)	2200
Voted in 2014: Yes	33%	(413)	21%	(264)	45%	(557)	1233
Voted in 2014: No	36%	(348)	17%	(165)	47%	(454)	967
2012 Vote: Barack Obama	38%	(315)	20%	(164)	42%	(351)	830
2012 Vote: Mitt Romney	26%	(123)	25%	(119)	49%	(233)	475
2012 Vote: Other	12%	(7)	32%	(18)	56%	(31)	55
2012 Vote: Didn't Vote	38%	(316)	15%	(129)	47%	(395)	840
4-Region: Northeast	40%	(158)	18%	(70)	42%	(165)	394
4-Region: Midwest	28%	(131)	22%	(100)	50%	(230)	462
4-Region: South	35%	(285)	18%	(147)	48%	(392)	824
4-Region: West	36%	(186)	21%	(111)	43%	(223)	520
Sports fans	43%	(650)	23%	(342)	34%	(505)	1497
Avid sports fans	59%	(301)	24%	(123)	16%	(83)	507
Casual sports fans	35%	(349)	22%	(219)	43%	(423)	991
NBA fans	52%	(578)	23%	(257)	25%	(278)	1113
Avid NBA fans	70%	(274)	21%	(82)	9%	(37)	393
NFL fans	44%	(629)	23%	(326)	34%	(482)	1438
Avid NFL fans	55%	(351)	25%	(160)	20%	(129)	640
NHL fans	48%	(412)	25%	(211)	27%	(232)	854
Avid NHL fans	59%	(143)	24%	(57)	17%	(42)	242
MLB fans	44%	(523)	24%	(279)	32%	(376)	1178
Avid MLB fans	52%	(225)	28%	(118)	20%	(86)	429
MLS fans	54%	(316)	23%	(135)	22%	(130)	580
Avid MLS fans	64%	(102)	26%	(41)	10%	(16)	159
Motorsports fans	46%	(405)	23%	(203)	30%	(264)	871
Avid motorsports fans	58%	(135)	21%	(48)	21%	(48)	231
Sports fans ages 18-34	50%	(233)	18%	(83)	32%	(150)	466
Sports fans ages 35-44	64%	(166)	21%	(55)	15%	(40)	261
Sports fans ages 45-64	37%	(185)	26%	(130)	37%	(183)	499

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Table MCSP2_1: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?

NBA

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	35%	(761)	19%	(429)	46%	(1010)	2200
Sports fans ages 65+	24%	(66)	27%	(74)	48%	(131)	271
Sports fans income less than 50K	37%	(280)	22%	(164)	42%	(318)	762
Sports fans income 50K-100K	48%	(221)	26%	(119)	27%	(126)	466
Sports fans income more than 100K	55%	(149)	22%	(59)	23%	(62)	269
Republican sports fans	40%	(195)	25%	(123)	34%	(165)	484
Democratic sports fans	51%	(288)	21%	(119)	27%	(154)	561
Gen Z sports fans	50%	(101)	15%	(29)	35%	(70)	200
Millennial sports fans	55%	(221)	20%	(81)	24%	(97)	399
Gen X sports fans	49%	(191)	24%	(93)	28%	(108)	392
Boomer sports fans	28%	(124)	28%	(123)	45%	(199)	447

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

Table MCSP2_2: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?

NFL

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	31%	(680)	26%	(562)	44%	(957)	2200
Gender: Male	36%	(381)	35%	(374)	29%	(307)	1062
Gender: Female	26%	(299)	17%	(188)	57%	(651)	1138
Age: 18-34	40%	(263)	19%	(126)	41%	(266)	655
Age: 35-44	49%	(176)	21%	(75)	30%	(106)	358
Age: 45-64	23%	(175)	31%	(230)	46%	(346)	751
Age: 65+	15%	(66)	30%	(131)	55%	(239)	436
GenZers: 1997-2012	39%	(124)	15%	(46)	46%	(144)	314
Millennials: 1981-1996	45%	(234)	22%	(114)	34%	(176)	524
GenXers: 1965-1980	34%	(189)	25%	(142)	40%	(225)	557
Baby Boomers: 1946-1964	16%	(115)	32%	(230)	51%	(363)	708
PID: Dem (no lean)	36%	(292)	23%	(186)	41%	(326)	805
PID: Ind (no lean)	28%	(197)	23%	(159)	49%	(335)	691
PID: Rep (no lean)	27%	(191)	31%	(217)	42%	(296)	704
PID/Gender: Dem Men	42%	(158)	31%	(115)	27%	(103)	376
PID/Gender: Dem Women	31%	(134)	17%	(72)	52%	(223)	429
PID/Gender: Ind Men	35%	(106)	33%	(99)	32%	(95)	299
PID/Gender: Ind Women	23%	(91)	15%	(60)	61%	(241)	392
PID/Gender: Rep Men	30%	(117)	41%	(160)	28%	(109)	387
PID/Gender: Rep Women	23%	(74)	18%	(57)	59%	(187)	318
Ideo: Liberal (1-3)	37%	(240)	23%	(146)	40%	(258)	644
Ideo: Moderate (4)	31%	(177)	27%	(157)	42%	(242)	577
Ideo: Conservative (5-7)	27%	(201)	31%	(226)	42%	(310)	738
Educ: < College	28%	(425)	23%	(355)	48%	(733)	1512
Educ: Bachelors degree	33%	(145)	33%	(148)	34%	(151)	444
Educ: Post-grad	46%	(111)	25%	(60)	30%	(73)	244
Income: Under 50k	28%	(343)	22%	(278)	50%	(614)	1235
Income: 50k-100k	31%	(198)	29%	(183)	40%	(249)	630
Income: 100k+	42%	(139)	30%	(102)	28%	(94)	335

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Table MCSP2_2: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?
 NFL

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	31%	(680)	26%	(562)	44%	(957)	2200
Ethnicity: White	28%	(484)	28%	(474)	44%	(764)	1722
Ethnicity: Hispanic	42%	(148)	20%	(68)	38%	(133)	349
Ethnicity: Black	47%	(129)	16%	(44)	37%	(101)	274
Ethnicity: Other	33%	(67)	22%	(44)	45%	(92)	204
All Christian	32%	(335)	28%	(290)	40%	(420)	1045
All Non-Christian	38%	(56)	29%	(43)	33%	(49)	147
Atheist	26%	(25)	23%	(22)	50%	(47)	94
Agnostic/Nothing in particular	26%	(140)	25%	(136)	50%	(272)	548
Something Else	34%	(125)	20%	(72)	46%	(170)	367
Religious Non-Protestant/Catholic	35%	(62)	28%	(50)	37%	(65)	177
Evangelical	41%	(275)	21%	(138)	39%	(260)	673
Non-Evangelical	25%	(171)	30%	(211)	45%	(311)	693
Community: Urban	43%	(295)	24%	(166)	33%	(225)	686
Community: Suburban	26%	(254)	28%	(283)	46%	(457)	994
Community: Rural	25%	(131)	22%	(114)	53%	(276)	521
Employ: Private Sector	40%	(244)	29%	(176)	32%	(194)	613
Employ: Government	48%	(70)	25%	(36)	27%	(39)	145
Employ: Self-Employed	38%	(77)	24%	(47)	38%	(76)	200
Employ: Homemaker	26%	(34)	18%	(24)	56%	(73)	131
Employ: Student	30%	(40)	23%	(30)	47%	(63)	134
Employ: Retired	15%	(73)	30%	(153)	55%	(277)	503
Employ: Unemployed	32%	(106)	21%	(69)	47%	(158)	333
Employ: Other	27%	(38)	19%	(27)	54%	(77)	141
Military HH: Yes	33%	(113)	32%	(111)	35%	(124)	348
Military HH: No	31%	(567)	24%	(451)	45%	(834)	1852
RD/WT: Right Direction	40%	(273)	27%	(187)	33%	(226)	687
RD/WT: Wrong Track	27%	(407)	25%	(375)	48%	(731)	1513

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Table MCSP2_2: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?
NFL

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	31%	(680)	26%	(562)	44%	(957)	2200
Trump Job Approve	32%	(285)	27%	(241)	42%	(376)	903
Trump Job Disapprove	31%	(379)	25%	(310)	43%	(530)	1219
Trump Job Strongly Approve	30%	(174)	29%	(169)	41%	(235)	577
Trump Job Somewhat Approve	34%	(111)	22%	(73)	44%	(142)	326
Trump Job Somewhat Disapprove	39%	(104)	26%	(70)	35%	(92)	266
Trump Job Strongly Disapprove	29%	(275)	25%	(240)	46%	(438)	953
Favorable of Trump	31%	(269)	28%	(241)	42%	(366)	876
Unfavorable of Trump	31%	(378)	25%	(306)	43%	(524)	1209
Very Favorable of Trump	29%	(161)	30%	(170)	41%	(229)	560
Somewhat Favorable of Trump	34%	(108)	23%	(71)	43%	(137)	316
Somewhat Unfavorable of Trump	40%	(94)	27%	(63)	33%	(78)	235
Very Unfavorable of Trump	29%	(285)	25%	(244)	46%	(446)	974
#1 Issue: Economy	33%	(254)	29%	(226)	39%	(302)	783
#1 Issue: Security	33%	(78)	22%	(51)	46%	(108)	237
#1 Issue: Health Care	31%	(126)	23%	(94)	46%	(186)	406
#1 Issue: Medicare / Social Security	20%	(63)	31%	(98)	48%	(151)	313
#1 Issue: Women's Issues	40%	(48)	15%	(18)	45%	(55)	120
#1 Issue: Education	45%	(49)	16%	(18)	38%	(41)	108
#1 Issue: Energy	37%	(29)	27%	(21)	37%	(29)	80
#1 Issue: Other	21%	(33)	23%	(36)	55%	(84)	152
2018 House Vote: Democrat	34%	(251)	27%	(197)	38%	(279)	727
2018 House Vote: Republican	28%	(174)	31%	(189)	41%	(253)	616
2018 House Vote: Someone else	22%	(13)	27%	(15)	51%	(29)	57
2016 Vote: Hillary Clinton	33%	(228)	26%	(180)	40%	(275)	683
2016 Vote: Donald Trump	30%	(200)	30%	(202)	41%	(275)	677
2016 Vote: Other	21%	(21)	26%	(26)	53%	(53)	100
2016 Vote: Didn't Vote	31%	(231)	21%	(154)	48%	(353)	737

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Table MCSP2_2: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?

NFL

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	31%	(680)	26%	(562)	44%	(957)	2200
Voted in 2014: Yes	30%	(376)	29%	(360)	40%	(498)	1233
Voted in 2014: No	31%	(304)	21%	(203)	48%	(460)	967
2012 Vote: Barack Obama	35%	(290)	26%	(216)	39%	(325)	830
2012 Vote: Mitt Romney	22%	(104)	34%	(163)	44%	(208)	475
2012 Vote: Other	8%	(4)	47%	(26)	46%	(25)	55
2012 Vote: Didn't Vote	34%	(281)	19%	(159)	48%	(400)	840
4-Region: Northeast	33%	(128)	26%	(102)	42%	(163)	394
4-Region: Midwest	24%	(112)	31%	(145)	45%	(206)	462
4-Region: South	31%	(253)	23%	(191)	46%	(381)	824
4-Region: West	36%	(188)	24%	(125)	40%	(207)	520
Sports fans	38%	(570)	31%	(462)	31%	(466)	1497
Avid sports fans	48%	(244)	36%	(184)	15%	(78)	507
Casual sports fans	33%	(325)	28%	(278)	39%	(388)	991
NBA fans	44%	(493)	27%	(304)	28%	(315)	1113
Avid NBA fans	56%	(221)	26%	(102)	18%	(70)	393
NFL fans	40%	(574)	31%	(448)	29%	(416)	1438
Avid NFL fans	46%	(296)	38%	(245)	15%	(99)	640
NHL fans	43%	(367)	31%	(267)	26%	(219)	854
Avid NHL fans	50%	(120)	34%	(83)	16%	(39)	242
MLB fans	38%	(447)	34%	(400)	28%	(331)	1178
Avid MLB fans	40%	(173)	41%	(177)	18%	(79)	429
MLS fans	52%	(300)	27%	(158)	21%	(123)	580
Avid MLS fans	68%	(108)	23%	(36)	9%	(14)	159
Motorsports fans	45%	(388)	27%	(240)	28%	(244)	871
Avid motorsports fans	57%	(133)	24%	(56)	18%	(42)	231
Sports fans ages 18-34	46%	(212)	21%	(97)	34%	(156)	466
Sports fans ages 35-44	60%	(156)	24%	(61)	17%	(44)	261
Sports fans ages 45-64	30%	(148)	39%	(195)	31%	(155)	499

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Table MCSP2_2: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?
NFL

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	31%	(680)	26%	(562)	44%	(957)	2200
Sports fans ages 65+	20%	(53)	40%	(108)	41%	(110)	271
Sports fans income less than 50K	35%	(269)	28%	(214)	37%	(279)	762
Sports fans income 50K-100K	37%	(173)	34%	(159)	29%	(134)	466
Sports fans income more than 100K	47%	(127)	33%	(89)	20%	(53)	269
Republican sports fans	34%	(167)	37%	(178)	29%	(139)	484
Democratic sports fans	45%	(253)	28%	(157)	27%	(151)	561
Gen Z sports fans	44%	(88)	17%	(33)	40%	(79)	200
Millennial sports fans	53%	(210)	24%	(94)	24%	(95)	399
Gen X sports fans	41%	(161)	31%	(122)	28%	(109)	392
Boomer sports fans	22%	(97)	42%	(188)	36%	(163)	447

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

Table MCSP2_3: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?

NHL

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	24%	(531)	20%	(447)	56%	(1222)	2200
Gender: Male	30%	(318)	27%	(291)	43%	(453)	1062
Gender: Female	19%	(213)	14%	(156)	68%	(770)	1138
Age: 18-34	25%	(167)	18%	(118)	56%	(370)	655
Age: 35-44	45%	(162)	17%	(60)	38%	(136)	358
Age: 45-64	20%	(153)	24%	(177)	56%	(421)	751
Age: 65+	11%	(49)	21%	(92)	68%	(295)	436
GenZers: 1997-2012	23%	(71)	13%	(42)	64%	(201)	314
Millennials: 1981-1996	34%	(179)	20%	(106)	45%	(238)	524
GenXers: 1965-1980	31%	(174)	21%	(118)	48%	(265)	557
Baby Boomers: 1946-1964	14%	(97)	22%	(159)	64%	(452)	708
PID: Dem (no lean)	27%	(214)	20%	(163)	53%	(428)	805
PID: Ind (no lean)	22%	(151)	18%	(127)	60%	(413)	691
PID: Rep (no lean)	24%	(166)	22%	(158)	54%	(381)	704
PID/Gender: Dem Men	33%	(126)	28%	(104)	39%	(146)	376
PID/Gender: Dem Women	20%	(88)	14%	(59)	66%	(282)	429
PID/Gender: Ind Men	30%	(88)	25%	(74)	46%	(136)	299
PID/Gender: Ind Women	16%	(63)	13%	(52)	71%	(277)	392
PID/Gender: Rep Men	27%	(104)	29%	(113)	44%	(170)	387
PID/Gender: Rep Women	20%	(62)	14%	(45)	66%	(211)	318
Ideo: Liberal (1-3)	28%	(179)	19%	(125)	53%	(339)	644
Ideo: Moderate (4)	25%	(146)	20%	(113)	55%	(318)	577
Ideo: Conservative (5-7)	24%	(176)	23%	(171)	53%	(391)	738
Educ: < College	20%	(298)	18%	(279)	62%	(935)	1512
Educ: Bachelors degree	30%	(135)	26%	(116)	44%	(193)	444
Educ: Post-grad	40%	(98)	21%	(52)	39%	(94)	244
Income: Under 50k	19%	(232)	18%	(225)	63%	(778)	1235
Income: 50k-100k	28%	(174)	22%	(141)	50%	(316)	630
Income: 100k+	37%	(125)	24%	(82)	38%	(128)	335

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Table MCSP2_3: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?
NHL

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	24%	(531)	20%	(447)	56%	(1222)	2200
Ethnicity: White	23%	(404)	21%	(361)	56%	(957)	1722
Ethnicity: Hispanic	32%	(111)	19%	(66)	49%	(173)	349
Ethnicity: Black	29%	(80)	18%	(50)	53%	(145)	274
Ethnicity: Other	23%	(47)	18%	(36)	59%	(121)	204
All Christian	28%	(291)	21%	(218)	51%	(536)	1045
All Non-Christian	31%	(46)	27%	(40)	42%	(61)	147
Atheist	15%	(14)	20%	(19)	64%	(60)	94
Agnostic/Nothing in particular	18%	(96)	16%	(88)	66%	(363)	548
Something Else	23%	(83)	22%	(82)	55%	(202)	367
Religious Non-Protestant/Catholic	28%	(49)	26%	(46)	46%	(81)	177
Evangelical	34%	(226)	19%	(128)	47%	(319)	673
Non-Evangelical	20%	(141)	23%	(162)	56%	(391)	693
Community: Urban	35%	(243)	20%	(136)	45%	(307)	686
Community: Suburban	19%	(187)	23%	(225)	59%	(581)	994
Community: Rural	19%	(101)	16%	(86)	64%	(334)	521
Employ: Private Sector	35%	(215)	23%	(140)	42%	(259)	613
Employ: Government	35%	(51)	25%	(36)	40%	(58)	145
Employ: Self-Employed	27%	(53)	21%	(42)	52%	(105)	200
Employ: Homemaker	16%	(21)	15%	(20)	69%	(91)	131
Employ: Student	19%	(25)	16%	(21)	65%	(87)	134
Employ: Retired	12%	(63)	20%	(102)	67%	(338)	503
Employ: Unemployed	23%	(77)	18%	(59)	59%	(196)	333
Employ: Other	18%	(26)	18%	(26)	63%	(89)	141
Military HH: Yes	26%	(92)	24%	(84)	50%	(172)	348
Military HH: No	24%	(439)	20%	(363)	57%	(1050)	1852
RD/WT: Right Direction	35%	(240)	22%	(154)	43%	(293)	687
RD/WT: Wrong Track	19%	(291)	19%	(292)	61%	(930)	1513

Continued on next page

Table MCSP2_3: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?

NHL

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	24%	(531)	20%	(447)	56%	(1222)	2200
Trump Job Approve	27%	(246)	21%	(190)	52%	(468)	903
Trump Job Disapprove	23%	(275)	20%	(249)	57%	(695)	1219
Trump Job Strongly Approve	27%	(158)	23%	(131)	50%	(289)	577
Trump Job Somewhat Approve	27%	(88)	18%	(59)	55%	(179)	326
Trump Job Somewhat Disapprove	28%	(76)	25%	(66)	47%	(124)	266
Trump Job Strongly Disapprove	21%	(199)	19%	(183)	60%	(571)	953
Favorable of Trump	27%	(233)	22%	(189)	52%	(453)	876
Unfavorable of Trump	23%	(276)	21%	(250)	57%	(683)	1209
Very Favorable of Trump	26%	(145)	23%	(131)	51%	(283)	560
Somewhat Favorable of Trump	28%	(88)	18%	(58)	54%	(170)	316
Somewhat Unfavorable of Trump	31%	(72)	25%	(58)	44%	(104)	235
Very Unfavorable of Trump	21%	(204)	20%	(192)	59%	(579)	974
#1 Issue: Economy	26%	(207)	23%	(182)	50%	(394)	783
#1 Issue: Security	26%	(61)	23%	(54)	51%	(122)	237
#1 Issue: Health Care	24%	(96)	20%	(79)	57%	(231)	406
#1 Issue: Medicare / Social Security	16%	(49)	21%	(66)	63%	(198)	313
#1 Issue: Women's Issues	31%	(38)	12%	(15)	57%	(68)	120
#1 Issue: Education	37%	(40)	13%	(14)	50%	(54)	108
#1 Issue: Energy	26%	(21)	20%	(16)	54%	(43)	80
#1 Issue: Other	13%	(20)	14%	(22)	72%	(110)	152
2018 House Vote: Democrat	27%	(199)	21%	(153)	52%	(375)	727
2018 House Vote: Republican	25%	(155)	23%	(140)	52%	(320)	616
2018 House Vote: Someone else	16%	(9)	20%	(11)	64%	(36)	57
2016 Vote: Hillary Clinton	26%	(179)	21%	(145)	53%	(359)	683
2016 Vote: Donald Trump	27%	(186)	24%	(161)	49%	(330)	677
2016 Vote: Other	17%	(17)	17%	(17)	66%	(66)	100
2016 Vote: Didn't Vote	20%	(148)	17%	(123)	63%	(466)	737

Continued on next page

Table MCSP2_3: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?
NHL

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	24%	(531)	20%	(447)	56%	(1222)	2200
Voted in 2014: Yes	26%	(320)	23%	(281)	51%	(633)	1233
Voted in 2014: No	22%	(211)	17%	(166)	61%	(589)	967
2012 Vote: Barack Obama	29%	(238)	21%	(173)	51%	(419)	830
2012 Vote: Mitt Romney	20%	(97)	23%	(110)	56%	(267)	475
2012 Vote: Other	9%	(5)	37%	(20)	55%	(30)	55
2012 Vote: Didn't Vote	23%	(190)	17%	(144)	60%	(506)	840
4-Region: Northeast	29%	(113)	23%	(89)	49%	(192)	394
4-Region: Midwest	21%	(97)	23%	(107)	56%	(258)	462
4-Region: South	21%	(175)	20%	(164)	59%	(485)	824
4-Region: West	28%	(147)	17%	(86)	55%	(287)	520
Sports fans	30%	(453)	25%	(367)	45%	(677)	1497
Avid sports fans	45%	(226)	28%	(141)	28%	(140)	507
Casual sports fans	23%	(227)	23%	(227)	54%	(537)	991
NBA fans	34%	(381)	24%	(268)	42%	(464)	1113
Avid NBA fans	47%	(186)	21%	(85)	31%	(123)	393
NFL fans	31%	(444)	24%	(350)	45%	(643)	1438
Avid NFL fans	39%	(247)	28%	(182)	33%	(211)	640
NHL fans	41%	(350)	30%	(252)	30%	(252)	854
Avid NHL fans	50%	(121)	35%	(86)	15%	(36)	242
MLB fans	33%	(384)	27%	(323)	40%	(470)	1178
Avid MLB fans	39%	(166)	33%	(142)	28%	(121)	429
MLS fans	46%	(268)	25%	(143)	29%	(170)	580
Avid MLS fans	62%	(98)	20%	(32)	18%	(29)	159
Motorsports fans	37%	(320)	26%	(225)	37%	(326)	871
Avid motorsports fans	49%	(113)	27%	(64)	24%	(55)	231
Sports fans ages 18-34	30%	(138)	20%	(93)	50%	(235)	466
Sports fans ages 35-44	55%	(143)	19%	(51)	26%	(67)	261
Sports fans ages 45-64	26%	(130)	30%	(150)	44%	(218)	499

Continued on next page

Table MCSP2_3: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?

NHL

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	24%	(531)	20%	(447)	56%	(1222)	2200
Sports fans ages 65+	15%	(41)	27%	(73)	58%	(157)	271
Sports fans income less than 50K	24%	(180)	23%	(177)	53%	(405)	762
Sports fans income 50K-100K	34%	(157)	26%	(119)	41%	(190)	466
Sports fans income more than 100K	43%	(116)	26%	(71)	30%	(82)	269
Republican sports fans	30%	(147)	26%	(128)	43%	(209)	484
Democratic sports fans	33%	(186)	25%	(141)	42%	(235)	561
Gen Z sports fans	28%	(55)	13%	(27)	59%	(118)	200
Millennial sports fans	40%	(159)	23%	(92)	37%	(148)	399
Gen X sports fans	38%	(149)	26%	(103)	36%	(141)	392
Boomer sports fans	18%	(80)	29%	(128)	53%	(239)	447

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

Table MCSP2_4: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?

MLB

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	23%	(516)	25%	(540)	52%	(1144)	2200
Gender: Male	29%	(306)	34%	(356)	38%	(400)	1062
Gender: Female	18%	(210)	16%	(185)	65%	(744)	1138
Age: 18-34	27%	(176)	19%	(125)	54%	(354)	655
Age: 35-44	44%	(156)	20%	(73)	36%	(129)	358
Age: 45-64	18%	(133)	29%	(221)	53%	(397)	751
Age: 65+	12%	(51)	28%	(121)	61%	(264)	436
GenZers: 1997-2012	26%	(82)	15%	(48)	59%	(185)	314
Millennials: 1981-1996	34%	(177)	21%	(113)	45%	(235)	524
GenXers: 1965-1980	29%	(162)	25%	(142)	45%	(253)	557
Baby Boomers: 1946-1964	12%	(85)	30%	(210)	58%	(413)	708
PID: Dem (no lean)	25%	(205)	25%	(204)	49%	(396)	805
PID: Ind (no lean)	22%	(151)	21%	(143)	57%	(397)	691
PID: Rep (no lean)	23%	(160)	27%	(193)	50%	(351)	704
PID/Gender: Dem Men	32%	(120)	33%	(123)	35%	(133)	376
PID/Gender: Dem Women	20%	(85)	19%	(81)	61%	(263)	429
PID/Gender: Ind Men	29%	(86)	30%	(90)	41%	(123)	299
PID/Gender: Ind Women	17%	(65)	14%	(54)	70%	(273)	392
PID/Gender: Rep Men	26%	(100)	37%	(143)	37%	(143)	387
PID/Gender: Rep Women	19%	(60)	16%	(50)	65%	(208)	318
Ideo: Liberal (1-3)	29%	(184)	25%	(159)	47%	(301)	644
Ideo: Moderate (4)	24%	(139)	22%	(126)	54%	(312)	577
Ideo: Conservative (5-7)	21%	(157)	30%	(222)	49%	(358)	738
Educ: < College	19%	(295)	22%	(334)	58%	(883)	1512
Educ: Bachelors degree	27%	(122)	32%	(142)	41%	(180)	444
Educ: Post-grad	41%	(99)	26%	(64)	33%	(80)	244
Income: Under 50k	19%	(230)	20%	(246)	61%	(758)	1235
Income: 50k-100k	26%	(161)	30%	(191)	44%	(278)	630
Income: 100k+	37%	(125)	31%	(103)	32%	(107)	335

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Table MCSP2_4: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?

MLB

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	23%	(516)	25%	(540)	52%	(1144)	2200
Ethnicity: White	21%	(370)	26%	(454)	52%	(898)	1722
Ethnicity: Hispanic	29%	(101)	23%	(80)	48%	(168)	349
Ethnicity: Black	35%	(95)	19%	(53)	46%	(127)	274
Ethnicity: Other	25%	(51)	17%	(34)	58%	(118)	204
All Christian	26%	(270)	27%	(280)	47%	(494)	1045
All Non-Christian	37%	(55)	29%	(43)	33%	(49)	147
Atheist	17%	(16)	22%	(21)	61%	(57)	94
Agnostic/Nothing in particular	18%	(97)	22%	(118)	61%	(333)	548
Something Else	21%	(78)	21%	(78)	57%	(211)	367
Religious Non-Protestant/Catholic	34%	(60)	28%	(50)	38%	(67)	177
Evangelical	32%	(212)	21%	(143)	47%	(318)	673
Non-Evangelical	18%	(126)	30%	(205)	52%	(362)	693
Community: Urban	35%	(237)	25%	(174)	40%	(274)	686
Community: Suburban	18%	(182)	28%	(275)	54%	(537)	994
Community: Rural	19%	(97)	18%	(92)	64%	(333)	521
Employ: Private Sector	35%	(214)	28%	(169)	38%	(230)	613
Employ: Government	36%	(52)	29%	(42)	35%	(51)	145
Employ: Self-Employed	32%	(64)	23%	(46)	45%	(91)	200
Employ: Homemaker	18%	(24)	16%	(21)	66%	(86)	131
Employ: Student	19%	(25)	22%	(29)	59%	(80)	134
Employ: Retired	10%	(53)	26%	(133)	63%	(317)	503
Employ: Unemployed	18%	(60)	23%	(75)	59%	(198)	333
Employ: Other	18%	(25)	18%	(26)	64%	(90)	141
Military HH: Yes	25%	(86)	34%	(117)	42%	(145)	348
Military HH: No	23%	(430)	23%	(423)	54%	(998)	1852
RD/WT: Right Direction	33%	(224)	26%	(179)	41%	(285)	687
RD/WT: Wrong Track	19%	(292)	24%	(362)	57%	(859)	1513

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Table MCSP2_4: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?

MLB

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	23%	(516)	25%	(540)	52%	(1144)	2200
Trump Job Approve	25%	(225)	25%	(226)	50%	(452)	903
Trump Job Disapprove	23%	(280)	25%	(307)	52%	(632)	1219
Trump Job Strongly Approve	26%	(152)	25%	(146)	48%	(279)	577
Trump Job Somewhat Approve	23%	(73)	24%	(79)	53%	(173)	326
Trump Job Somewhat Disapprove	31%	(83)	25%	(66)	44%	(117)	266
Trump Job Strongly Disapprove	21%	(197)	25%	(241)	54%	(515)	953
Favorable of Trump	25%	(219)	26%	(224)	49%	(433)	876
Unfavorable of Trump	22%	(271)	26%	(309)	52%	(629)	1209
Very Favorable of Trump	25%	(140)	26%	(147)	49%	(273)	560
Somewhat Favorable of Trump	25%	(79)	24%	(77)	50%	(160)	316
Somewhat Unfavorable of Trump	31%	(73)	24%	(56)	45%	(106)	235
Very Unfavorable of Trump	20%	(198)	26%	(253)	54%	(524)	974
#1 Issue: Economy	25%	(193)	28%	(223)	47%	(367)	783
#1 Issue: Security	25%	(58)	25%	(58)	51%	(121)	237
#1 Issue: Health Care	23%	(94)	25%	(100)	52%	(212)	406
#1 Issue: Medicare / Social Security	15%	(46)	26%	(81)	59%	(186)	313
#1 Issue: Women's Issues	34%	(41)	15%	(18)	52%	(62)	120
#1 Issue: Education	38%	(41)	13%	(14)	49%	(53)	108
#1 Issue: Energy	26%	(21)	20%	(16)	53%	(43)	80
#1 Issue: Other	14%	(21)	20%	(31)	66%	(101)	152
2018 House Vote: Democrat	27%	(193)	27%	(197)	46%	(336)	727
2018 House Vote: Republican	24%	(151)	28%	(173)	47%	(292)	616
2018 House Vote: Someone else	19%	(11)	19%	(11)	62%	(35)	57
2016 Vote: Hillary Clinton	26%	(174)	27%	(184)	48%	(325)	683
2016 Vote: Donald Trump	24%	(160)	30%	(202)	47%	(315)	677
2016 Vote: Other	15%	(15)	23%	(23)	63%	(63)	100
2016 Vote: Didn't Vote	23%	(166)	18%	(132)	60%	(439)	737

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Table MCSP2_4: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?

MLB

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	23%	(516)	25%	(540)	52%	(1144)	2200
Voted in 2014: Yes	25%	(309)	28%	(348)	47%	(576)	1233
Voted in 2014: No	21%	(207)	20%	(192)	59%	(567)	967
2012 Vote: Barack Obama	26%	(219)	26%	(220)	47%	(391)	830
2012 Vote: Mitt Romney	18%	(87)	33%	(156)	49%	(232)	475
2012 Vote: Other	13%	(7)	35%	(19)	52%	(29)	55
2012 Vote: Didn't Vote	24%	(202)	17%	(146)	59%	(491)	840
4-Region: Northeast	29%	(116)	24%	(96)	46%	(181)	394
4-Region: Midwest	17%	(77)	29%	(133)	55%	(253)	462
4-Region: South	23%	(190)	22%	(184)	55%	(451)	824
4-Region: West	26%	(134)	25%	(128)	50%	(259)	520
Sports fans	29%	(437)	30%	(452)	41%	(608)	1497
Avid sports fans	41%	(207)	36%	(182)	23%	(118)	507
Casual sports fans	23%	(231)	27%	(270)	50%	(491)	991
NBA fans	34%	(380)	28%	(315)	38%	(418)	1113
Avid NBA fans	49%	(194)	26%	(103)	24%	(96)	393
NFL fans	30%	(433)	30%	(430)	40%	(574)	1438
Avid NFL fans	37%	(237)	39%	(249)	24%	(155)	640
NHL fans	37%	(319)	31%	(268)	31%	(267)	854
Avid NHL fans	47%	(115)	31%	(75)	22%	(52)	242
MLB fans	33%	(391)	35%	(416)	32%	(371)	1178
Avid MLB fans	42%	(182)	41%	(177)	16%	(70)	429
MLS fans	46%	(269)	26%	(151)	28%	(161)	580
Avid MLS fans	65%	(104)	18%	(28)	17%	(27)	159
Motorsports fans	36%	(316)	27%	(238)	36%	(317)	871
Avid motorsports fans	50%	(115)	24%	(55)	26%	(61)	231
Sports fans ages 18-34	30%	(138)	22%	(101)	49%	(227)	466
Sports fans ages 35-44	55%	(142)	22%	(59)	23%	(60)	261
Sports fans ages 45-64	24%	(118)	38%	(191)	38%	(190)	499

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Table MCSP2_4: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?

MLB

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	23%	(516)	25%	(540)	52%	(1144)	2200
Sports fans ages 65+	14%	(39)	37%	(101)	49%	(132)	271
Sports fans income less than 50K	24%	(181)	26%	(197)	50%	(384)	762
Sports fans income 50K-100K	30%	(142)	36%	(166)	34%	(158)	466
Sports fans income more than 100K	43%	(115)	33%	(88)	25%	(66)	269
Republican sports fans	30%	(144)	35%	(167)	36%	(173)	484
Democratic sports fans	32%	(180)	30%	(168)	38%	(212)	561
Gen Z sports fans	28%	(56)	18%	(36)	54%	(108)	200
Millennial sports fans	40%	(160)	24%	(95)	36%	(144)	399
Gen X sports fans	37%	(146)	31%	(121)	32%	(125)	392
Boomer sports fans	15%	(67)	40%	(177)	46%	(204)	447

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

Table MCSP2_5: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?

MLS

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	28%	(614)	10%	(211)	63%	(1375)	2200
Gender: Male	40%	(425)	11%	(120)	49%	(517)	1062
Gender: Female	17%	(189)	8%	(91)	75%	(858)	1138
Age: 18-34	28%	(184)	11%	(74)	60%	(396)	655
Age: 35-44	42%	(151)	12%	(43)	46%	(163)	358
Age: 45-64	29%	(216)	7%	(50)	65%	(485)	751
Age: 65+	14%	(62)	10%	(43)	76%	(330)	436
GenZers: 1997-2012	26%	(80)	8%	(26)	66%	(208)	314
Millennials: 1981-1996	35%	(184)	13%	(69)	52%	(272)	524
GenXers: 1965-1980	35%	(193)	9%	(50)	56%	(313)	557
Baby Boomers: 1946-1964	20%	(143)	8%	(57)	72%	(508)	708
PID: Dem (no lean)	31%	(247)	11%	(86)	59%	(473)	805
PID: Ind (no lean)	24%	(163)	9%	(59)	68%	(469)	691
PID: Rep (no lean)	29%	(205)	9%	(66)	62%	(433)	704
PID/Gender: Dem Men	43%	(163)	13%	(47)	44%	(166)	376
PID/Gender: Dem Women	20%	(84)	9%	(39)	71%	(306)	429
PID/Gender: Ind Men	37%	(112)	10%	(29)	53%	(158)	299
PID/Gender: Ind Women	13%	(51)	8%	(30)	79%	(311)	392
PID/Gender: Rep Men	39%	(151)	11%	(44)	50%	(192)	387
PID/Gender: Rep Women	17%	(54)	7%	(22)	76%	(241)	318
Ideo: Liberal (1-3)	31%	(197)	11%	(73)	58%	(373)	644
Ideo: Moderate (4)	29%	(170)	10%	(58)	61%	(350)	577
Ideo: Conservative (5-7)	29%	(217)	8%	(61)	62%	(460)	738
Educ: < College	21%	(322)	9%	(139)	70%	(1051)	1512
Educ: Bachelors degree	38%	(169)	12%	(51)	50%	(224)	444
Educ: Post-grad	51%	(123)	8%	(21)	41%	(100)	244
Income: Under 50k	19%	(233)	9%	(110)	72%	(892)	1235
Income: 50k-100k	35%	(218)	11%	(68)	55%	(344)	630
Income: 100k+	49%	(163)	10%	(33)	41%	(139)	335

Continued on next page

Table MCSP2_5: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?
MLS

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	28%	(614)	10%	(211)	63%	(1375)	2200
Ethnicity: White	28%	(480)	9%	(157)	63%	(1085)	1722
Ethnicity: Hispanic	38%	(133)	10%	(33)	52%	(183)	349
Ethnicity: Black	28%	(76)	14%	(38)	59%	(160)	274
Ethnicity: Other	29%	(59)	8%	(16)	63%	(129)	204
All Christian	32%	(336)	9%	(95)	59%	(614)	1045
All Non-Christian	34%	(49)	11%	(16)	56%	(82)	147
Atheist	21%	(20)	14%	(13)	65%	(61)	94
Agnostic/Nothing in particular	24%	(130)	8%	(45)	68%	(373)	548
Something Else	21%	(78)	12%	(43)	67%	(245)	367
Religious Non-Protestant/Catholic	32%	(57)	10%	(18)	58%	(102)	177
Evangelical	33%	(222)	11%	(75)	56%	(376)	673
Non-Evangelical	26%	(182)	9%	(59)	65%	(452)	693
Community: Urban	39%	(265)	11%	(74)	51%	(346)	686
Community: Suburban	25%	(252)	9%	(87)	66%	(655)	994
Community: Rural	19%	(97)	10%	(50)	72%	(374)	521
Employ: Private Sector	43%	(264)	9%	(56)	48%	(293)	613
Employ: Government	43%	(63)	12%	(17)	45%	(66)	145
Employ: Self-Employed	32%	(64)	14%	(28)	54%	(108)	200
Employ: Homemaker	11%	(14)	10%	(13)	79%	(104)	131
Employ: Student	22%	(29)	11%	(15)	67%	(90)	134
Employ: Retired	16%	(81)	8%	(41)	76%	(380)	503
Employ: Unemployed	22%	(73)	9%	(29)	69%	(230)	333
Employ: Other	18%	(26)	8%	(11)	74%	(104)	141
Military HH: Yes	34%	(117)	13%	(47)	53%	(184)	348
Military HH: No	27%	(497)	9%	(164)	64%	(1191)	1852
RD/WT: Right Direction	34%	(232)	12%	(82)	54%	(373)	687
RD/WT: Wrong Track	25%	(382)	9%	(129)	66%	(1002)	1513

Continued on next page

Table MCSP2_5: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?

MLS

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	28%	(614)	10%	(211)	63%	(1375)	2200
Trump Job Approve	30%	(269)	10%	(88)	60%	(545)	903
Trump Job Disapprove	28%	(343)	10%	(121)	62%	(755)	1219
Trump Job Strongly Approve	29%	(167)	10%	(59)	61%	(351)	577
Trump Job Somewhat Approve	31%	(102)	9%	(30)	60%	(194)	326
Trump Job Somewhat Disapprove	36%	(96)	10%	(28)	54%	(142)	266
Trump Job Strongly Disapprove	26%	(247)	10%	(93)	64%	(613)	953
Favorable of Trump	30%	(265)	10%	(86)	60%	(525)	876
Unfavorable of Trump	28%	(335)	10%	(115)	63%	(758)	1209
Very Favorable of Trump	29%	(160)	10%	(56)	61%	(344)	560
Somewhat Favorable of Trump	34%	(106)	9%	(29)	57%	(181)	316
Somewhat Unfavorable of Trump	33%	(78)	12%	(28)	54%	(128)	235
Very Unfavorable of Trump	26%	(256)	9%	(87)	65%	(631)	974
#1 Issue: Economy	31%	(245)	8%	(66)	60%	(471)	783
#1 Issue: Security	30%	(70)	13%	(31)	57%	(136)	237
#1 Issue: Health Care	29%	(119)	8%	(33)	63%	(255)	406
#1 Issue: Medicare / Social Security	22%	(69)	12%	(37)	66%	(207)	313
#1 Issue: Women's Issues	20%	(24)	12%	(15)	68%	(82)	120
#1 Issue: Education	34%	(37)	10%	(10)	56%	(60)	108
#1 Issue: Energy	29%	(23)	10%	(8)	61%	(49)	80
#1 Issue: Other	18%	(27)	6%	(10)	76%	(116)	152
2018 House Vote: Democrat	34%	(247)	10%	(71)	56%	(408)	727
2018 House Vote: Republican	30%	(184)	10%	(62)	60%	(371)	616
2018 House Vote: Someone else	23%	(13)	13%	(7)	64%	(36)	57
2016 Vote: Hillary Clinton	32%	(216)	11%	(74)	58%	(394)	683
2016 Vote: Donald Trump	32%	(215)	9%	(60)	59%	(402)	677
2016 Vote: Other	20%	(20)	6%	(6)	74%	(74)	100
2016 Vote: Didn't Vote	22%	(162)	10%	(70)	69%	(505)	737

Continued on next page

Table MCSP2_5: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?
MLS

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	28%	(614)	10%	(211)	63%	(1375)	2200
Voted in 2014: Yes	31%	(383)	10%	(123)	59%	(727)	1233
Voted in 2014: No	24%	(231)	9%	(87)	67%	(648)	967
2012 Vote: Barack Obama	32%	(269)	10%	(84)	57%	(476)	830
2012 Vote: Mitt Romney	29%	(136)	9%	(41)	63%	(298)	475
2012 Vote: Other	16%	(9)	12%	(7)	72%	(39)	55
2012 Vote: Didn't Vote	24%	(200)	9%	(79)	67%	(561)	840
4-Region: Northeast	31%	(120)	11%	(42)	59%	(231)	394
4-Region: Midwest	25%	(115)	8%	(39)	67%	(308)	462
4-Region: South	26%	(215)	9%	(77)	64%	(531)	824
4-Region: West	31%	(163)	10%	(52)	59%	(305)	520
Sports fans	36%	(542)	11%	(163)	53%	(792)	1497
Avid sports fans	53%	(266)	12%	(59)	36%	(182)	507
Casual sports fans	28%	(276)	11%	(105)	62%	(610)	991
NBA fans	39%	(432)	12%	(130)	50%	(551)	1113
Avid NBA fans	49%	(193)	13%	(50)	38%	(150)	393
NFL fans	36%	(515)	11%	(156)	53%	(766)	1438
Avid NFL fans	48%	(309)	11%	(69)	41%	(261)	640
NHL fans	46%	(392)	12%	(103)	42%	(360)	854
Avid NHL fans	60%	(145)	13%	(32)	27%	(66)	242
MLB fans	40%	(475)	11%	(130)	49%	(573)	1178
Avid MLB fans	53%	(227)	12%	(52)	35%	(150)	429
MLS fans	56%	(324)	14%	(82)	30%	(175)	580
Avid MLS fans	67%	(107)	18%	(29)	15%	(23)	159
Motorsports fans	40%	(346)	14%	(122)	46%	(403)	871
Avid motorsports fans	57%	(131)	11%	(26)	32%	(75)	231
Sports fans ages 18-34	35%	(163)	13%	(60)	52%	(244)	466
Sports fans ages 35-44	51%	(133)	12%	(32)	37%	(96)	261
Sports fans ages 45-64	39%	(193)	8%	(38)	54%	(267)	499

Continued on next page

Table MCSP2_5: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?

MLS

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	28%	(614)	10%	(211)	63%	(1375)	2200
Sports fans ages 65+	20%	(53)	12%	(34)	68%	(185)	271
Sports fans income less than 50K	26%	(194)	11%	(82)	64%	(485)	762
Sports fans income 50K-100K	42%	(198)	11%	(53)	46%	(216)	466
Sports fans income more than 100K	56%	(150)	11%	(28)	34%	(91)	269
Republican sports fans	39%	(189)	10%	(48)	51%	(247)	484
Democratic sports fans	39%	(222)	12%	(69)	48%	(271)	561
Gen Z sports fans	33%	(66)	10%	(21)	57%	(113)	200
Millennial sports fans	42%	(166)	14%	(57)	44%	(176)	399
Gen X sports fans	45%	(176)	9%	(36)	46%	(181)	392
Boomer sports fans	28%	(124)	10%	(44)	63%	(280)	447

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

Table MCSP2_6: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?

NASCAR

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	58%	(1271)	6%	(124)	37%	(804)	2200
Gender: Male	68%	(726)	7%	(71)	25%	(265)	1062
Gender: Female	48%	(545)	5%	(54)	47%	(540)	1138
Age: 18-34	48%	(315)	10%	(64)	42%	(276)	655
Age: 35-44	66%	(237)	8%	(29)	25%	(91)	358
Age: 45-64	61%	(460)	4%	(28)	35%	(263)	751
Age: 65+	59%	(259)	1%	(3)	40%	(175)	436
GenZers: 1997-2012	43%	(136)	8%	(24)	49%	(153)	314
Millennials: 1981-1996	56%	(293)	12%	(61)	33%	(171)	524
GenXers: 1965-1980	63%	(351)	5%	(27)	32%	(178)	557
Baby Boomers: 1946-1964	61%	(430)	2%	(12)	38%	(266)	708
PID: Dem (no lean)	56%	(450)	7%	(59)	37%	(296)	805
PID: Ind (no lean)	56%	(384)	5%	(34)	40%	(273)	691
PID: Rep (no lean)	62%	(438)	4%	(31)	33%	(236)	704
PID/Gender: Dem Men	67%	(250)	8%	(31)	25%	(95)	376
PID/Gender: Dem Women	47%	(199)	7%	(29)	47%	(201)	429
PID/Gender: Ind Men	66%	(198)	6%	(19)	27%	(82)	299
PID/Gender: Ind Women	47%	(185)	4%	(15)	49%	(191)	392
PID/Gender: Rep Men	72%	(278)	5%	(21)	23%	(88)	387
PID/Gender: Rep Women	50%	(160)	3%	(10)	47%	(148)	318
Ideo: Liberal (1-3)	55%	(355)	8%	(49)	37%	(240)	644
Ideo: Moderate (4)	57%	(328)	6%	(36)	37%	(213)	577
Ideo: Conservative (5-7)	65%	(483)	4%	(26)	31%	(229)	738
Educ: < College	53%	(802)	5%	(74)	42%	(636)	1512
Educ: Bachelors degree	69%	(305)	7%	(31)	24%	(108)	444
Educ: Post-grad	67%	(164)	8%	(20)	25%	(60)	244
Income: Under 50k	51%	(633)	5%	(62)	44%	(540)	1235
Income: 50k-100k	63%	(398)	7%	(44)	30%	(188)	630
Income: 100k+	72%	(240)	6%	(19)	23%	(77)	335

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Table MCSP2_6: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?

NASCAR

Demographic	Yes, this league allows sponsor logos on jerseys	No, this league does not allow sponsor logos on jerseys	Don't know / No opinion	Total N
Adults	58% (1271)	6% (124)	37% (804)	2200
Ethnicity: White	60% (1040)	5% (88)	35% (594)	1722
Ethnicity: Hispanic	50% (175)	10% (35)	40% (139)	349
Ethnicity: Black	46% (127)	10% (27)	44% (120)	274
Ethnicity: Other	51% (105)	5% (9)	44% (90)	204
All Christian	63% (654)	5% (55)	32% (335)	1045
All Non-Christian	62% (92)	8% (12)	29% (43)	147
Atheist	58% (55)	6% (5)	36% (34)	94
Agnostic/Nothing in particular	53% (288)	5% (26)	43% (234)	548
Something Else	50% (183)	7% (26)	43% (158)	367
Religious Non-Protestant/Catholic	61% (107)	7% (13)	32% (57)	177
Evangelical	59% (395)	8% (56)	33% (222)	673
Non-Evangelical	60% (417)	4% (25)	36% (251)	693
Community: Urban	61% (416)	8% (58)	31% (211)	686
Community: Suburban	58% (580)	5% (46)	37% (368)	994
Community: Rural	53% (275)	4% (20)	43% (225)	521
Employ: Private Sector	66% (407)	6% (34)	28% (173)	613
Employ: Government	54% (79)	13% (18)	33% (48)	145
Employ: Self-Employed	52% (105)	13% (26)	35% (70)	200
Employ: Homemaker	45% (60)	7% (9)	48% (62)	131
Employ: Student	49% (65)	7% (9)	44% (59)	134
Employ: Retired	58% (293)	1% (7)	40% (203)	503
Employ: Unemployed	56% (186)	5% (16)	39% (131)	333
Employ: Other	55% (78)	3% (4)	41% (58)	141
Military HH: Yes	67% (233)	7% (26)	26% (90)	348
Military HH: No	56% (1038)	5% (99)	39% (715)	1852
RD/WT: Right Direction	61% (419)	9% (59)	30% (210)	687
RD/WT: Wrong Track	56% (852)	4% (66)	39% (595)	1513

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Table MCSP2_6: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?
NASCAR

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	58%	(1271)	6%	(124)	37%	(804)	2200
Trump Job Approve	62%	(560)	5%	(49)	33%	(294)	903
Trump Job Disapprove	56%	(684)	6%	(73)	38%	(461)	1219
Trump Job Strongly Approve	62%	(358)	6%	(34)	32%	(185)	577
Trump Job Somewhat Approve	62%	(202)	5%	(15)	34%	(109)	326
Trump Job Somewhat Disapprove	58%	(155)	9%	(23)	33%	(88)	266
Trump Job Strongly Disapprove	56%	(529)	5%	(50)	39%	(373)	953
Favorable of Trump	63%	(554)	5%	(43)	32%	(279)	876
Unfavorable of Trump	56%	(683)	6%	(73)	37%	(453)	1209
Very Favorable of Trump	64%	(358)	4%	(25)	32%	(177)	560
Somewhat Favorable of Trump	62%	(196)	6%	(18)	32%	(102)	316
Somewhat Unfavorable of Trump	61%	(143)	9%	(20)	30%	(71)	235
Very Unfavorable of Trump	55%	(539)	5%	(53)	39%	(382)	974
#1 Issue: Economy	60%	(469)	6%	(48)	34%	(266)	783
#1 Issue: Security	62%	(146)	5%	(11)	34%	(80)	237
#1 Issue: Health Care	55%	(222)	5%	(21)	40%	(164)	406
#1 Issue: Medicare / Social Security	58%	(182)	6%	(18)	36%	(112)	313
#1 Issue: Women's Issues	54%	(65)	4%	(5)	42%	(51)	120
#1 Issue: Education	57%	(61)	12%	(13)	32%	(34)	108
#1 Issue: Energy	53%	(43)	10%	(8)	36%	(29)	80
#1 Issue: Other	54%	(83)	1%	(1)	45%	(69)	152
2018 House Vote: Democrat	61%	(445)	7%	(48)	32%	(234)	727
2018 House Vote: Republican	64%	(392)	4%	(26)	32%	(198)	616
2018 House Vote: Someone else	52%	(29)	5%	(3)	43%	(24)	57
2016 Vote: Hillary Clinton	60%	(412)	7%	(46)	33%	(225)	683
2016 Vote: Donald Trump	66%	(445)	4%	(28)	30%	(204)	677
2016 Vote: Other	60%	(60)	5%	(5)	36%	(36)	100
2016 Vote: Didn't Vote	48%	(352)	6%	(45)	46%	(340)	737

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Table MCSP2_6: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?

NASCAR

Demographic	Yes, this league allows sponsor logos on jerseys	No, this league does not allow sponsor logos on jerseys	Don't know / No opinion	Total N
Adults	58% (1271)	6% (124)	37% (804)	2200
Voted in 2014: Yes	61% (756)	6% (68)	33% (410)	1233
Voted in 2014: No	53% (516)	6% (56)	41% (395)	967
2012 Vote: Barack Obama	60% (501)	6% (50)	34% (279)	830
2012 Vote: Mitt Romney	66% (312)	3% (15)	31% (148)	475
2012 Vote: Other	56% (31)	2% (1)	42% (23)	55
2012 Vote: Didn't Vote	51% (427)	7% (58)	42% (355)	840
4-Region: Northeast	58% (230)	6% (23)	36% (141)	394
4-Region: Midwest	63% (291)	5% (22)	32% (149)	462
4-Region: South	55% (453)	6% (47)	39% (324)	824
4-Region: West	57% (297)	6% (32)	37% (191)	520
Sports fans	68% (1014)	6% (93)	26% (390)	1497
Avid sports fans	76% (383)	7% (37)	17% (87)	507
Casual sports fans	64% (632)	6% (56)	31% (303)	991
NBA fans	63% (706)	8% (88)	29% (319)	1113
Avid NBA fans	68% (266)	9% (35)	23% (92)	393
NFL fans	67% (965)	6% (92)	27% (381)	1438
Avid NFL fans	75% (480)	6% (40)	19% (121)	640
NHL fans	71% (609)	7% (63)	21% (181)	854
Avid NHL fans	78% (189)	7% (17)	15% (36)	242
MLB fans	71% (835)	6% (73)	23% (270)	1178
Avid MLB fans	79% (337)	7% (31)	14% (61)	429
MLS fans	69% (399)	11% (65)	20% (117)	580
Avid MLS fans	65% (102)	15% (25)	20% (32)	159
Motorsports fans	72% (625)	9% (82)	19% (165)	871
Avid motorsports fans	79% (183)	10% (24)	11% (25)	231
Sports fans ages 18-34	54% (250)	11% (52)	35% (164)	466
Sports fans ages 35-44	76% (200)	8% (20)	16% (41)	261
Sports fans ages 45-64	73% (366)	4% (19)	23% (113)	499

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Table MCSP2_6: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?
NASCAR

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	58%	(1271)	6%	(124)	37%	(804)	2200
Sports fans ages 65+	73%	(199)	—	(1)	26%	(71)	271
Sports fans income less than 50K	62%	(472)	5%	(40)	33%	(250)	762
Sports fans income 50K-100K	73%	(339)	8%	(37)	19%	(90)	466
Sports fans income more than 100K	75%	(203)	6%	(16)	18%	(50)	269
Republican sports fans	74%	(359)	4%	(22)	21%	(104)	484
Democratic sports fans	65%	(364)	9%	(49)	27%	(149)	561
Gen Z sports fans	48%	(96)	10%	(21)	42%	(83)	200
Millennial sports fans	63%	(252)	12%	(48)	25%	(99)	399
Gen X sports fans	73%	(286)	6%	(22)	21%	(84)	392
Boomer sports fans	76%	(340)	1%	(2)	23%	(105)	447

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

Table MCSP2_7: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?

IndyCar

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	44%	(973)	7%	(150)	49%	(1077)	2200
Gender: Male	57%	(607)	8%	(80)	35%	(375)	1062
Gender: Female	32%	(365)	6%	(71)	62%	(702)	1138
Age: 18-34	26%	(171)	13%	(84)	61%	(401)	655
Age: 35-44	55%	(196)	11%	(38)	35%	(123)	358
Age: 45-64	51%	(384)	3%	(25)	45%	(342)	751
Age: 65+	51%	(221)	1%	(4)	48%	(211)	436
GenZers: 1997-2012	20%	(62)	10%	(33)	70%	(219)	314
Millennials: 1981-1996	39%	(203)	14%	(72)	48%	(249)	524
GenXers: 1965-1980	51%	(282)	6%	(33)	43%	(242)	557
Baby Boomers: 1946-1964	53%	(372)	2%	(13)	46%	(323)	708
PID: Dem (no lean)	42%	(334)	10%	(79)	49%	(392)	805
PID: Ind (no lean)	42%	(288)	4%	(26)	55%	(377)	691
PID: Rep (no lean)	50%	(350)	7%	(46)	44%	(308)	704
PID/Gender: Dem Men	54%	(202)	11%	(40)	36%	(134)	376
PID/Gender: Dem Women	31%	(133)	9%	(39)	60%	(257)	429
PID/Gender: Ind Men	57%	(169)	3%	(9)	40%	(121)	299
PID/Gender: Ind Women	30%	(119)	4%	(17)	65%	(256)	392
PID/Gender: Rep Men	61%	(236)	8%	(31)	31%	(120)	387
PID/Gender: Rep Women	36%	(114)	5%	(15)	59%	(189)	318
Ideo: Liberal (1-3)	42%	(270)	9%	(59)	49%	(314)	644
Ideo: Moderate (4)	45%	(257)	8%	(44)	48%	(276)	577
Ideo: Conservative (5-7)	52%	(385)	5%	(39)	42%	(313)	738
Educ: < College	38%	(580)	6%	(84)	56%	(848)	1512
Educ: Bachelors degree	56%	(250)	9%	(39)	35%	(155)	444
Educ: Post-grad	58%	(142)	11%	(28)	30%	(74)	244
Income: Under 50k	37%	(452)	5%	(65)	58%	(719)	1235
Income: 50k-100k	51%	(324)	8%	(52)	40%	(254)	630
Income: 100k+	59%	(197)	10%	(34)	31%	(104)	335

Continued on next page

Table MCSP2_7: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?
IndyCar

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	44%	(973)	7%	(150)	49%	(1077)	2200
Ethnicity: White	47%	(815)	6%	(111)	46%	(796)	1722
Ethnicity: Hispanic	35%	(123)	15%	(52)	50%	(174)	349
Ethnicity: Black	32%	(89)	10%	(27)	58%	(159)	274
Ethnicity: Other	34%	(69)	6%	(13)	60%	(122)	204
All Christian	52%	(540)	8%	(81)	41%	(423)	1045
All Non-Christian	47%	(69)	11%	(16)	43%	(63)	147
Atheist	42%	(39)	7%	(7)	51%	(48)	94
Agnostic/Nothing in particular	36%	(195)	5%	(28)	59%	(325)	548
Something Else	35%	(130)	5%	(20)	59%	(218)	367
Religious Non-Protestant/Catholic	47%	(84)	9%	(16)	43%	(77)	177
Evangelical	47%	(319)	10%	(66)	43%	(288)	673
Non-Evangelical	48%	(329)	5%	(33)	48%	(330)	693
Community: Urban	44%	(303)	11%	(79)	44%	(304)	686
Community: Suburban	47%	(463)	5%	(53)	48%	(478)	994
Community: Rural	40%	(206)	4%	(19)	57%	(295)	521
Employ: Private Sector	54%	(330)	9%	(53)	37%	(230)	613
Employ: Government	45%	(65)	17%	(24)	39%	(56)	145
Employ: Self-Employed	38%	(77)	15%	(29)	47%	(94)	200
Employ: Homemaker	35%	(46)	5%	(6)	61%	(80)	131
Employ: Student	23%	(30)	9%	(12)	68%	(92)	134
Employ: Retired	50%	(251)	1%	(6)	49%	(246)	503
Employ: Unemployed	37%	(122)	4%	(13)	59%	(197)	333
Employ: Other	37%	(51)	5%	(6)	59%	(83)	141
Military HH: Yes	55%	(193)	9%	(32)	36%	(124)	348
Military HH: No	42%	(780)	6%	(119)	51%	(953)	1852
RD/WT: Right Direction	47%	(326)	11%	(73)	42%	(289)	687
RD/WT: Wrong Track	43%	(647)	5%	(78)	52%	(788)	1513

Continued on next page

Table MCSP2_7: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?
 IndyCar

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	44%	(973)	7%	(150)	49%	(1077)	2200
Trump Job Approve	49%	(447)	7%	(66)	43%	(390)	903
Trump Job Disapprove	42%	(509)	7%	(84)	51%	(626)	1219
Trump Job Strongly Approve	52%	(302)	7%	(39)	41%	(236)	577
Trump Job Somewhat Approve	44%	(145)	8%	(27)	47%	(154)	326
Trump Job Somewhat Disapprove	41%	(109)	12%	(32)	47%	(125)	266
Trump Job Strongly Disapprove	42%	(400)	6%	(53)	53%	(501)	953
Favorable of Trump	50%	(438)	7%	(58)	43%	(379)	876
Unfavorable of Trump	42%	(510)	7%	(83)	51%	(615)	1209
Very Favorable of Trump	53%	(299)	6%	(31)	41%	(229)	560
Somewhat Favorable of Trump	44%	(139)	9%	(27)	47%	(150)	316
Somewhat Unfavorable of Trump	44%	(103)	13%	(31)	43%	(101)	235
Very Unfavorable of Trump	42%	(408)	5%	(52)	53%	(514)	974
#1 Issue: Economy	48%	(372)	6%	(50)	46%	(360)	783
#1 Issue: Security	47%	(112)	9%	(22)	44%	(103)	237
#1 Issue: Health Care	43%	(173)	5%	(19)	53%	(214)	406
#1 Issue: Medicare / Social Security	48%	(150)	5%	(14)	48%	(149)	313
#1 Issue: Women's Issues	32%	(38)	13%	(15)	55%	(67)	120
#1 Issue: Education	34%	(37)	15%	(16)	51%	(55)	108
#1 Issue: Energy	37%	(30)	15%	(12)	48%	(38)	80
#1 Issue: Other	39%	(60)	1%	(2)	59%	(90)	152
2018 House Vote: Democrat	49%	(359)	7%	(53)	43%	(315)	727
2018 House Vote: Republican	55%	(340)	7%	(41)	38%	(234)	616
2018 House Vote: Someone else	34%	(19)	1%	(0)	65%	(37)	57
2016 Vote: Hillary Clinton	47%	(319)	8%	(53)	46%	(312)	683
2016 Vote: Donald Trump	54%	(365)	7%	(46)	39%	(266)	677
2016 Vote: Other	45%	(45)	—	(0)	55%	(55)	100
2016 Vote: Didn't Vote	33%	(242)	7%	(50)	60%	(445)	737

Continued on next page

Table MCSP2_7: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?
IndyCar

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	44%	(973)	7%	(150)	49%	(1077)	2200
Voted in 2014: Yes	52%	(646)	7%	(81)	41%	(507)	1233
Voted in 2014: No	34%	(327)	7%	(69)	59%	(570)	967
2012 Vote: Barack Obama	48%	(399)	8%	(63)	44%	(369)	830
2012 Vote: Mitt Romney	59%	(281)	4%	(20)	37%	(174)	475
2012 Vote: Other	47%	(26)	3%	(2)	50%	(27)	55
2012 Vote: Didn't Vote	32%	(267)	8%	(66)	60%	(507)	840
4-Region: Northeast	46%	(180)	9%	(36)	45%	(178)	394
4-Region: Midwest	52%	(241)	3%	(16)	44%	(205)	462
4-Region: South	39%	(324)	6%	(51)	54%	(449)	824
4-Region: West	44%	(228)	9%	(48)	47%	(245)	520
Sports fans	53%	(798)	8%	(120)	39%	(580)	1497
Avid sports fans	62%	(315)	11%	(58)	26%	(134)	507
Casual sports fans	49%	(483)	6%	(62)	45%	(446)	991
NBA fans	50%	(553)	9%	(104)	41%	(457)	1113
Avid NBA fans	56%	(219)	12%	(46)	32%	(128)	393
NFL fans	52%	(749)	8%	(117)	40%	(572)	1438
Avid NFL fans	62%	(397)	9%	(55)	29%	(188)	640
NHL fans	60%	(514)	9%	(80)	30%	(260)	854
Avid NHL fans	66%	(160)	11%	(26)	23%	(57)	242
MLB fans	57%	(676)	8%	(97)	34%	(406)	1178
Avid MLB fans	66%	(282)	12%	(52)	22%	(95)	429
MLS fans	57%	(331)	14%	(80)	29%	(169)	580
Avid MLS fans	55%	(88)	20%	(32)	24%	(39)	159
Motorsports fans	56%	(492)	11%	(96)	33%	(283)	871
Avid motorsports fans	62%	(142)	16%	(38)	22%	(51)	231
Sports fans ages 18-34	31%	(144)	14%	(64)	56%	(259)	466
Sports fans ages 35-44	64%	(168)	13%	(33)	23%	(60)	261
Sports fans ages 45-64	63%	(313)	4%	(21)	33%	(165)	499

Continued on next page

Table MCSP2_7: Based on your knowledge of sports, does each of the following professional sports leagues allow teams to place a corporate sponsor's logo on their uniforms?
 IndyCar

Demographic	Yes, this league allows sponsor logos on jerseys		No, this league does not allow sponsor logos on jerseys		Don't know / No opinion		Total N
Adults	44%	(973)	7%	(150)	49%	(1077)	2200
Sports fans ages 65+	64%	(173)	1%	(2)	35%	(96)	271
Sports fans income less than 50K	45%	(346)	6%	(45)	49%	(371)	762
Sports fans income 50K-100K	60%	(278)	10%	(44)	31%	(143)	466
Sports fans income more than 100K	64%	(173)	11%	(31)	24%	(66)	269
Republican sports fans	61%	(295)	8%	(36)	32%	(153)	484
Democratic sports fans	49%	(273)	12%	(66)	39%	(222)	561
Gen Z sports fans	24%	(49)	10%	(20)	66%	(131)	200
Millennial sports fans	45%	(178)	16%	(62)	40%	(158)	399
Gen X sports fans	60%	(235)	8%	(30)	32%	(127)	392
Boomer sports fans	68%	(303)	2%	(7)	31%	(137)	447

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 support or oppose the following?
Professional sports teams displaying a corporate sponsor's logo on their uniforms

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	12% (261)	16% (354)	33% (718)	11% (231)	12% (255)	17% (381)	2200
Gender: Male	13% (142)	19% (206)	29% (303)	14% (148)	15% (156)	10% (106)	1062
Gender: Female	10% (119)	13% (147)	37% (415)	7% (84)	9% (98)	24% (275)	1138
Age: 18-34	15% (101)	20% (130)	30% (199)	9% (61)	7% (44)	18% (121)	655
Age: 35-44	22% (77)	22% (79)	25% (88)	9% (32)	9% (31)	14% (50)	358
Age: 45-64	10% (73)	13% (94)	32% (243)	11% (84)	14% (105)	20% (151)	751
Age: 65+	2% (9)	12% (51)	43% (189)	12% (53)	17% (75)	14% (60)	436
GenZers: 1997-2012	16% (51)	19% (59)	30% (94)	8% (25)	6% (18)	22% (68)	314
Millennials: 1981-1996	18% (95)	21% (108)	28% (146)	11% (56)	8% (40)	15% (80)	524
GenXers: 1965-1980	16% (89)	16% (91)	28% (154)	10% (55)	12% (68)	18% (100)	557
Baby Boomers: 1946-1964	4% (25)	12% (82)	41% (287)	12% (87)	15% (108)	17% (118)	708
PID: Dem (no lean)	18% (142)	17% (140)	31% (252)	11% (87)	9% (69)	14% (115)	805
PID: Ind (no lean)	8% (54)	14% (99)	34% (232)	10% (71)	12% (80)	22% (155)	691
PID: Rep (no lean)	9% (65)	16% (114)	33% (235)	10% (74)	15% (105)	16% (111)	704
PID/Gender: Dem Men	22% (81)	21% (78)	26% (99)	15% (58)	9% (32)	7% (28)	376
PID/Gender: Dem Women	14% (61)	15% (62)	36% (153)	7% (29)	9% (37)	20% (87)	429
PID/Gender: Ind Men	9% (28)	18% (53)	29% (86)	15% (43)	16% (48)	13% (40)	299
PID/Gender: Ind Women	7% (26)	12% (46)	37% (145)	7% (27)	8% (32)	29% (116)	392
PID/Gender: Rep Men	9% (33)	19% (75)	30% (117)	12% (46)	20% (76)	10% (39)	387
PID/Gender: Rep Women	10% (32)	12% (39)	37% (118)	9% (27)	9% (29)	23% (72)	318
Ideo: Liberal (1-3)	17% (112)	18% (117)	31% (200)	11% (71)	10% (62)	13% (81)	644
Ideo: Moderate (4)	8% (49)	16% (93)	39% (225)	9% (51)	10% (57)	18% (102)	577
Ideo: Conservative (5-7)	9% (69)	16% (121)	32% (238)	13% (94)	15% (111)	14% (105)	738
Educ: < College	10% (152)	14% (219)	35% (528)	9% (141)	10% (159)	21% (314)	1512
Educ: Bachelors degree	11% (49)	19% (85)	30% (134)	13% (60)	16% (69)	11% (47)	444
Educ: Post-grad	24% (60)	20% (50)	23% (57)	12% (30)	11% (27)	8% (21)	244
Income: Under 50k	10% (127)	13% (165)	35% (438)	10% (118)	11% (132)	21% (255)	1235
Income: 50k-100k	11% (68)	18% (112)	30% (192)	12% (77)	13% (84)	15% (97)	630
Income: 100k+	19% (65)	23% (77)	27% (89)	11% (37)	11% (38)	9% (29)	335
Ethnicity: White	11% (185)	15% (255)	34% (587)	11% (184)	13% (224)	17% (288)	1722

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Table MCSP3_1: Do you support or oppose the following?*Professional sports teams displaying a corporate sponsor's logo on their uniforms*

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	12% (261)	16% (354)	33% (718)	11% (231)	12% (255)	17% (381)	2200
Ethnicity: Hispanic	18% (63)	18% (65)	26% (90)	11% (38)	11% (37)	16% (57)	349
Ethnicity: Black	20% (54)	23% (62)	24% (66)	10% (28)	6% (16)	18% (49)	274
Ethnicity: Other	11% (22)	18% (37)	32% (65)	10% (20)	7% (15)	22% (45)	204
All Christian	13% (133)	16% (172)	32% (336)	11% (120)	14% (145)	13% (138)	1045
All Non-Christian	18% (26)	20% (29)	30% (44)	13% (19)	6% (9)	13% (19)	147
Atheist	7% (6)	16% (15)	28% (27)	21% (20)	9% (9)	19% (17)	94
Agnostic/Nothing in particular	8% (46)	14% (76)	35% (192)	8% (44)	12% (64)	23% (126)	548
Something Else	14% (50)	17% (61)	33% (120)	8% (28)	8% (28)	22% (81)	367
Religious Non-Protestant/Catholic	16% (28)	18% (32)	29% (51)	15% (27)	8% (14)	14% (25)	177
Evangelical	18% (120)	18% (124)	32% (215)	10% (66)	10% (67)	12% (83)	673
Non-Evangelical	8% (58)	15% (102)	33% (232)	11% (74)	15% (101)	18% (126)	693
Community: Urban	20% (137)	18% (122)	26% (181)	11% (79)	11% (75)	14% (93)	686
Community: Suburban	9% (94)	17% (164)	35% (352)	11% (106)	11% (114)	17% (164)	994
Community: Rural	6% (30)	13% (68)	36% (185)	9% (47)	13% (66)	24% (125)	521
Employ: Private Sector	17% (107)	19% (116)	33% (202)	9% (57)	10% (63)	11% (68)	613
Employ: Government	23% (34)	20% (28)	26% (38)	9% (13)	9% (13)	12% (18)	145
Employ: Self-Employed	17% (35)	20% (40)	21% (42)	16% (32)	11% (22)	15% (30)	200
Employ: Homemaker	8% (11)	11% (15)	43% (57)	4% (6)	8% (11)	24% (32)	131
Employ: Student	13% (17)	22% (30)	37% (49)	11% (15)	8% (10)	9% (13)	134
Employ: Retired	2% (10)	12% (61)	40% (202)	13% (63)	17% (84)	16% (82)	503
Employ: Unemployed	12% (40)	13% (44)	28% (92)	10% (33)	12% (39)	25% (84)	333
Employ: Other	5% (7)	13% (19)	25% (35)	9% (13)	9% (12)	39% (54)	141
Military HH: Yes	12% (42)	12% (40)	37% (129)	11% (39)	15% (52)	13% (46)	348
Military HH: No	12% (219)	17% (313)	32% (590)	10% (192)	11% (203)	18% (335)	1852
RD/WT: Right Direction	17% (116)	21% (147)	26% (179)	12% (80)	12% (82)	12% (83)	687
RD/WT: Wrong Track	10% (145)	14% (207)	36% (540)	10% (151)	11% (172)	20% (298)	1513
Trump Job Approve	11% (98)	17% (153)	32% (285)	11% (98)	14% (125)	16% (143)	903
Trump Job Disapprove	13% (155)	15% (186)	34% (415)	11% (133)	10% (124)	17% (205)	1219

Continued on next page

Table MCSP3_1: Do you support or oppose the following?
Professional sports teams displaying a corporate sponsor's logo on their uniforms

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	12% (261)	16% (354)	33% (718)	11% (231)	12% (255)	17% (381)	2200
Trump Job Strongly Approve	12% (68)	14% (82)	31% (178)	10% (58)	18% (104)	15% (86)	577
Trump Job Somewhat Approve	9% (30)	22% (71)	33% (107)	12% (41)	6% (21)	17% (57)	326
Trump Job Somewhat Disapprove	16% (44)	19% (50)	27% (71)	13% (35)	8% (20)	17% (45)	266
Trump Job Strongly Disapprove	12% (112)	14% (136)	36% (344)	10% (98)	11% (104)	17% (160)	953
Favorable of Trump	11% (98)	17% (149)	31% (271)	11% (99)	14% (125)	15% (134)	876
Unfavorable of Trump	12% (145)	15% (185)	35% (428)	10% (124)	10% (124)	17% (203)	1209
Very Favorable of Trump	12% (68)	16% (92)	29% (163)	9% (49)	19% (104)	15% (84)	560
Somewhat Favorable of Trump	9% (30)	18% (57)	34% (108)	16% (50)	7% (21)	16% (50)	316
Somewhat Unfavorable of Trump	11% (25)	17% (41)	37% (86)	11% (26)	7% (16)	18% (41)	235
Very Unfavorable of Trump	12% (120)	15% (144)	35% (342)	10% (98)	11% (108)	17% (162)	974
#1 Issue: Economy	13% (104)	18% (142)	29% (227)	12% (96)	11% (88)	16% (126)	783
#1 Issue: Security	11% (27)	15% (35)	35% (83)	8% (20)	14% (32)	17% (40)	237
#1 Issue: Health Care	12% (48)	14% (57)	34% (137)	11% (47)	12% (50)	17% (67)	406
#1 Issue: Medicare / Social Security	5% (15)	15% (47)	37% (116)	11% (36)	15% (47)	17% (53)	313
#1 Issue: Women's Issues	16% (19)	13% (15)	40% (48)	6% (7)	8% (9)	18% (22)	120
#1 Issue: Education	17% (19)	24% (26)	30% (32)	9% (10)	4% (4)	15% (17)	108
#1 Issue: Energy	20% (16)	15% (12)	34% (27)	7% (5)	9% (7)	15% (12)	80
#1 Issue: Other	8% (13)	13% (19)	31% (48)	7% (11)	11% (17)	29% (44)	152
2018 House Vote: Democrat	15% (109)	16% (116)	33% (239)	11% (78)	13% (95)	12% (89)	727
2018 House Vote: Republican	8% (52)	17% (106)	33% (201)	13% (79)	16% (96)	13% (83)	616
2018 House Vote: Someone else	8% (4)	3% (2)	31% (17)	11% (6)	21% (12)	27% (15)	57
2016 Vote: Hillary Clinton	14% (98)	17% (114)	33% (222)	10% (70)	13% (86)	14% (94)	683
2016 Vote: Donald Trump	9% (62)	15% (104)	32% (217)	13% (89)	17% (115)	13% (89)	677
2016 Vote: Other	8% (8)	11% (11)	37% (37)	10% (10)	14% (14)	20% (20)	100
2016 Vote: Didn't Vote	12% (92)	17% (125)	33% (241)	9% (63)	5% (39)	24% (178)	737
Voted in 2014: Yes	11% (139)	16% (192)	33% (402)	11% (139)	15% (190)	14% (171)	1233
Voted in 2014: No	13% (122)	17% (161)	33% (317)	10% (92)	7% (65)	22% (211)	967

Continued on next page

Table MCSP3_1: Do you support or oppose the following?
Professional sports teams displaying a corporate sponsor's logo on their uniforms

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	12% (261)	16% (354)	33% (718)	11% (231)	12% (255)	17% (381)	2200
2012 Vote: Barack Obama	16% (136)	15% (125)	30% (249)	12% (97)	12% (98)	15% (125)	830
2012 Vote: Mitt Romney	4% (20)	14% (68)	35% (166)	13% (60)	19% (91)	15% (69)	475
2012 Vote: Other	3% (2)	10% (6)	40% (22)	9% (5)	22% (12)	16% (9)	55
2012 Vote: Didn't Vote	12% (102)	18% (155)	34% (281)	8% (70)	6% (53)	21% (178)	840
4-Region: Northeast	16% (64)	18% (69)	29% (113)	9% (34)	10% (40)	19% (73)	394
4-Region: Midwest	7% (34)	15% (68)	37% (171)	13% (61)	13% (59)	15% (70)	462
4-Region: South	13% (103)	16% (130)	32% (262)	9% (77)	13% (104)	18% (148)	824
4-Region: West	11% (60)	17% (86)	33% (173)	12% (60)	10% (51)	17% (90)	520
Sports fans	15% (222)	19% (280)	32% (477)	12% (183)	12% (184)	10% (150)	1497
Avid sports fans	23% (116)	22% (110)	25% (127)	12% (60)	13% (65)	6% (29)	507
Casual sports fans	11% (106)	17% (170)	35% (350)	12% (123)	12% (120)	12% (122)	991
NBA fans	18% (206)	21% (233)	28% (311)	12% (135)	10% (113)	10% (115)	1113
Avid NBA fans	29% (114)	23% (89)	24% (93)	9% (35)	8% (30)	8% (31)	393
NFL fans	15% (220)	19% (278)	31% (445)	12% (173)	12% (171)	10% (150)	1438
Avid NFL fans	22% (140)	18% (112)	28% (181)	14% (90)	13% (81)	6% (36)	640
NHL fans	17% (144)	21% (183)	29% (251)	12% (106)	13% (107)	7% (64)	854
Avid NHL fans	28% (68)	19% (47)	20% (49)	13% (31)	14% (35)	5% (12)	242
MLB fans	15% (178)	19% (225)	31% (361)	13% (152)	14% (166)	8% (96)	1178
Avid MLB fans	20% (84)	20% (86)	26% (113)	13% (55)	16% (69)	5% (21)	429
MLS fans	21% (124)	27% (156)	22% (130)	11% (61)	11% (65)	8% (45)	580
Avid MLS fans	34% (54)	29% (47)	16% (25)	6% (9)	7% (11)	8% (12)	159
Motorsports fans	19% (162)	22% (192)	28% (247)	11% (95)	11% (99)	9% (77)	871
Avid motorsports fans	30% (68)	23% (54)	17% (39)	12% (29)	10% (24)	7% (16)	231
Sports fans ages 18-34	17% (77)	22% (102)	29% (134)	11% (53)	7% (35)	14% (65)	466
Sports fans ages 35-44	27% (70)	25% (64)	23% (59)	10% (26)	9% (24)	7% (17)	261
Sports fans ages 45-64	14% (68)	15% (74)	33% (165)	14% (69)	15% (74)	10% (49)	499
Sports fans ages 65+	2% (7)	15% (40)	44% (119)	13% (36)	19% (51)	7% (18)	271
Sports fans income less than 50K	13% (99)	16% (124)	34% (262)	11% (87)	12% (90)	13% (100)	762
Sports fans income 50K-100K	13% (60)	20% (92)	31% (144)	14% (67)	14% (67)	8% (37)	466

Continued on next page

Table MCSP3_1: Do you support or oppose the following?
Professional sports teams displaying a corporate sponsor's logo on their uniforms

Demographic	Strongly support		Somewhat support		Neither support nor oppose		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	12%	(261)	16%	(354)	33%	(718)	11%	(231)	12%	(255)	17%	(381)	2200
Sports fans income more than 100K	23%	(63)	24%	(64)	26%	(71)	11%	(29)	11%	(28)	5%	(13)	269
Republican sports fans	12%	(58)	19%	(93)	33%	(158)	12%	(57)	16%	(77)	8%	(41)	484
Democratic sports fans	22%	(121)	20%	(111)	29%	(163)	13%	(70)	9%	(53)	8%	(43)	561
Gen Z sports fans	18%	(37)	21%	(42)	28%	(55)	9%	(19)	8%	(15)	16%	(32)	200
Millennial sports fans	21%	(83)	22%	(88)	27%	(108)	12%	(49)	7%	(30)	10%	(40)	399
Gen X sports fans	21%	(81)	19%	(74)	27%	(105)	11%	(44)	13%	(52)	9%	(37)	392
Boomer sports fans	5%	(21)	14%	(64)	42%	(190)	14%	(65)	15%	(69)	9%	(39)	447

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 support or oppose the following?*Your favorite professional sports team(s) displaying a corporate sponsor's logo on its uniforms*

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	13% (292)	15% (336)	32% (712)	10% (211)	12% (273)	17% (377)	2200
Gender: Male	14% (148)	18% (195)	30% (323)	12% (126)	16% (169)	9% (101)	1062
Gender: Female	13% (144)	12% (141)	34% (389)	7% (84)	9% (104)	24% (277)	1138
Age: 18-34	18% (120)	16% (104)	34% (221)	6% (41)	7% (46)	19% (123)	655
Age: 35-44	22% (78)	24% (86)	23% (84)	9% (31)	9% (32)	13% (47)	358
Age: 45-64	10% (78)	13% (95)	32% (237)	11% (80)	15% (116)	19% (145)	751
Age: 65+	3% (15)	12% (51)	39% (170)	13% (59)	18% (79)	14% (63)	436
GenZers: 1997-2012	18% (56)	14% (43)	32% (100)	6% (19)	7% (21)	24% (75)	314
Millennials: 1981-1996	20% (105)	20% (105)	31% (163)	7% (39)	7% (38)	14% (74)	524
GenXers: 1965-1980	17% (93)	16% (91)	28% (155)	9% (49)	14% (77)	16% (92)	557
Baby Boomers: 1946-1964	5% (35)	12% (82)	37% (260)	13% (95)	16% (115)	17% (122)	708
PID: Dem (no lean)	19% (154)	16% (128)	32% (257)	10% (79)	9% (72)	14% (116)	805
PID: Ind (no lean)	9% (61)	14% (98)	33% (231)	9% (63)	13% (89)	22% (149)	691
PID: Rep (no lean)	11% (77)	16% (110)	32% (223)	10% (69)	16% (112)	16% (112)	704
PID/Gender: Dem Men	22% (81)	19% (73)	28% (106)	14% (51)	10% (36)	8% (29)	376
PID/Gender: Dem Women	17% (72)	13% (55)	35% (151)	6% (28)	8% (35)	20% (87)	429
PID/Gender: Ind Men	10% (31)	15% (46)	34% (101)	12% (35)	18% (53)	11% (33)	299
PID/Gender: Ind Women	8% (30)	13% (52)	33% (130)	7% (28)	9% (36)	30% (116)	392
PID/Gender: Rep Men	9% (36)	20% (77)	30% (115)	11% (41)	21% (80)	10% (38)	387
PID/Gender: Rep Women	13% (41)	11% (33)	34% (108)	9% (29)	10% (33)	23% (74)	318
Ideo: Liberal (1-3)	20% (126)	16% (104)	29% (187)	11% (71)	10% (64)	14% (92)	644
Ideo: Moderate (4)	11% (62)	17% (97)	39% (224)	8% (48)	11% (63)	14% (83)	577
Ideo: Conservative (5-7)	11% (78)	16% (119)	31% (225)	11% (78)	17% (125)	15% (112)	738
Educ: < College	12% (182)	13% (195)	35% (525)	8% (128)	11% (173)	21% (310)	1512
Educ: Bachelors degree	11% (49)	21% (91)	29% (129)	14% (61)	15% (68)	10% (45)	444
Educ: Post-grad	25% (61)	21% (50)	24% (57)	9% (22)	13% (32)	9% (22)	244
Income: Under 50k	13% (156)	12% (145)	35% (433)	8% (105)	11% (142)	21% (255)	1235
Income: 50k-100k	11% (68)	19% (118)	31% (193)	12% (79)	13% (79)	15% (93)	630
Income: 100k+	20% (68)	22% (73)	26% (86)	8% (27)	16% (52)	9% (29)	335
Ethnicity: White	12% (202)	15% (257)	32% (555)	10% (179)	14% (236)	17% (293)	1722

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Table MCSP3_2: Do you support or oppose the following?
Your favorite professional sports team(s) displaying a corporate sponsor's logo on its uniforms

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	13% (292)	15% (336)	32% (712)	10% (211)	12% (273)	17% (377)	2200
Ethnicity: Hispanic	17% (60)	22% (76)	27% (94)	6% (22)	11% (40)	16% (57)	349
Ethnicity: Black	21% (58)	17% (47)	34% (93)	6% (16)	5% (13)	17% (47)	274
Ethnicity: Other	15% (31)	16% (32)	32% (64)	8% (16)	11% (23)	18% (37)	204
All Christian	14% (142)	18% (186)	30% (316)	11% (114)	15% (153)	13% (134)	1045
All Non-Christian	20% (29)	18% (27)	33% (48)	9% (14)	5% (7)	15% (22)	147
Atheist	13% (12)	12% (11)	26% (25)	16% (15)	15% (14)	18% (17)	94
Agnostic/Nothing in particular	9% (47)	13% (69)	35% (192)	7% (37)	13% (72)	24% (130)	548
Something Else	17% (61)	12% (43)	36% (131)	8% (31)	7% (28)	20% (74)	367
Religious Non-Protestant/Catholic	18% (32)	17% (30)	30% (54)	12% (21)	7% (12)	16% (28)	177
Evangelical	20% (135)	18% (120)	30% (205)	10% (64)	10% (67)	12% (82)	673
Non-Evangelical	9% (62)	15% (101)	34% (232)	10% (72)	15% (107)	17% (118)	693
Community: Urban	23% (156)	16% (106)	28% (189)	10% (70)	10% (68)	14% (96)	686
Community: Suburban	9% (92)	17% (166)	34% (340)	10% (103)	13% (128)	17% (164)	994
Community: Rural	8% (43)	12% (63)	35% (182)	7% (38)	15% (78)	22% (117)	521
Employ: Private Sector	18% (109)	19% (118)	32% (199)	8% (48)	12% (72)	11% (68)	613
Employ: Government	23% (33)	24% (35)	23% (34)	6% (9)	11% (16)	12% (18)	145
Employ: Self-Employed	22% (43)	14% (28)	27% (54)	13% (26)	10% (19)	15% (31)	200
Employ: Homemaker	12% (16)	10% (13)	38% (50)	7% (9)	9% (12)	25% (33)	131
Employ: Student	14% (19)	17% (23)	40% (54)	10% (13)	7% (10)	11% (15)	134
Employ: Retired	3% (15)	12% (62)	37% (186)	13% (64)	18% (91)	17% (85)	503
Employ: Unemployed	12% (41)	12% (39)	30% (100)	8% (28)	13% (44)	25% (82)	333
Employ: Other	12% (17)	13% (19)	25% (36)	10% (14)	7% (10)	32% (45)	141
Military HH: Yes	14% (50)	12% (42)	35% (121)	11% (37)	16% (54)	13% (45)	348
Military HH: No	13% (242)	16% (294)	32% (591)	9% (174)	12% (219)	18% (333)	1852
RD/WT: Right Direction	17% (114)	22% (152)	27% (183)	9% (62)	13% (88)	13% (88)	687
RD/WT: Wrong Track	12% (178)	12% (183)	35% (529)	10% (148)	12% (185)	19% (290)	1513
Trump Job Approve	12% (108)	17% (152)	31% (283)	9% (77)	15% (136)	16% (147)	903
Trump Job Disapprove	14% (175)	14% (172)	33% (406)	11% (132)	11% (133)	17% (201)	1219

Continued on next page

Table MCSP3_2: Do you support or oppose the following?*Your favorite professional sports team(s) displaying a corporate sponsor's logo on its uniforms*

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	13% (292)	15% (336)	32% (712)	10% (211)	12% (273)	17% (377)	2200
Trump Job Strongly Approve	14% (78)	15% (86)	30% (175)	8% (45)	18% (105)	15% (88)	577
Trump Job Somewhat Approve	9% (30)	20% (66)	33% (109)	10% (33)	9% (30)	18% (58)	326
Trump Job Somewhat Disapprove	18% (48)	18% (48)	27% (72)	12% (33)	9% (24)	15% (41)	266
Trump Job Strongly Disapprove	13% (127)	13% (124)	35% (334)	10% (99)	11% (109)	17% (160)	953
Favorable of Trump	13% (111)	17% (149)	30% (261)	10% (86)	15% (135)	15% (133)	876
Unfavorable of Trump	13% (158)	15% (176)	35% (418)	10% (119)	11% (135)	17% (203)	1209
Very Favorable of Trump	14% (76)	16% (90)	28% (157)	8% (46)	19% (104)	15% (85)	560
Somewhat Favorable of Trump	11% (35)	19% (59)	33% (104)	13% (41)	10% (30)	15% (48)	316
Somewhat Unfavorable of Trump	12% (29)	17% (40)	32% (76)	10% (24)	12% (28)	16% (38)	235
Very Unfavorable of Trump	13% (129)	14% (136)	35% (343)	10% (95)	11% (107)	17% (165)	974
#1 Issue: Economy	14% (110)	17% (130)	30% (236)	10% (76)	14% (110)	15% (121)	783
#1 Issue: Security	13% (30)	15% (35)	34% (80)	7% (17)	15% (35)	17% (40)	237
#1 Issue: Health Care	13% (51)	14% (58)	33% (135)	10% (42)	12% (48)	17% (71)	406
#1 Issue: Medicare / Social Security	6% (20)	14% (44)	37% (116)	12% (38)	15% (46)	16% (49)	313
#1 Issue: Women's Issues	18% (22)	14% (17)	32% (39)	7% (8)	5% (7)	23% (28)	120
#1 Issue: Education	20% (22)	24% (26)	33% (35)	8% (8)	4% (4)	12% (13)	108
#1 Issue: Energy	23% (19)	10% (8)	37% (30)	7% (6)	7% (5)	16% (13)	80
#1 Issue: Other	12% (18)	12% (18)	27% (41)	9% (14)	12% (18)	28% (43)	152
2018 House Vote: Democrat	17% (125)	16% (116)	32% (234)	10% (73)	13% (91)	12% (88)	727
2018 House Vote: Republican	11% (66)	16% (100)	31% (192)	11% (69)	17% (106)	13% (83)	616
2018 House Vote: Someone else	8% (4)	1% (0)	29% (16)	18% (10)	21% (12)	25% (14)	57
2016 Vote: Hillary Clinton	17% (113)	16% (110)	32% (217)	10% (67)	12% (82)	14% (95)	683
2016 Vote: Donald Trump	11% (73)	16% (106)	31% (207)	11% (76)	18% (124)	13% (90)	677
2016 Vote: Other	11% (11)	10% (10)	30% (30)	14% (14)	19% (19)	16% (16)	100
2016 Vote: Didn't Vote	13% (93)	15% (110)	35% (257)	7% (53)	6% (47)	24% (176)	737
Voted in 2014: Yes	13% (158)	15% (183)	31% (384)	11% (140)	16% (195)	14% (174)	1233
Voted in 2014: No	14% (134)	16% (153)	34% (328)	7% (70)	8% (78)	21% (204)	967

Continued on next page

Table MCSP3_2: Do you support or oppose the following?
Your favorite professional sports team(s) displaying a corporate sponsor's logo on its uniforms

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	13% (292)	15% (336)	32% (712)	10% (211)	12% (273)	17% (377)	2200
2012 Vote: Barack Obama	18% (149)	15% (122)	29% (244)	12% (100)	11% (94)	15% (121)	830
2012 Vote: Mitt Romney	5% (26)	14% (64)	33% (158)	11% (53)	21% (101)	15% (73)	475
2012 Vote: Other	2% (1)	11% (6)	40% (22)	8% (4)	23% (13)	16% (9)	55
2012 Vote: Didn't Vote	14% (116)	17% (143)	34% (288)	6% (53)	8% (65)	21% (175)	840
4-Region: Northeast	16% (62)	17% (67)	30% (119)	9% (37)	9% (37)	18% (72)	394
4-Region: Midwest	8% (38)	14% (65)	37% (171)	11% (51)	14% (66)	15% (70)	462
4-Region: South	14% (117)	15% (123)	30% (250)	9% (71)	14% (114)	18% (149)	824
4-Region: West	14% (74)	16% (81)	33% (171)	10% (51)	11% (56)	17% (87)	520
Sports fans	17% (247)	18% (269)	32% (485)	10% (151)	14% (205)	9% (139)	1497
Avid sports fans	26% (131)	20% (99)	25% (126)	10% (48)	15% (75)	5% (27)	507
Casual sports fans	12% (116)	17% (170)	36% (360)	10% (103)	13% (130)	11% (112)	991
NBA fans	20% (222)	20% (222)	30% (330)	10% (112)	11% (119)	10% (108)	1113
Avid NBA fans	31% (120)	21% (82)	27% (105)	6% (23)	9% (35)	7% (27)	393
NFL fans	18% (253)	18% (260)	32% (457)	10% (148)	13% (189)	9% (131)	1438
Avid NFL fans	22% (140)	19% (120)	28% (177)	11% (72)	16% (100)	5% (32)	640
NHL fans	17% (148)	20% (174)	32% (270)	11% (92)	13% (113)	7% (56)	854
Avid NHL fans	28% (67)	19% (45)	22% (54)	11% (28)	15% (37)	5% (11)	242
MLB fans	17% (198)	19% (227)	30% (356)	12% (139)	15% (179)	7% (80)	1178
Avid MLB fans	22% (92)	19% (83)	25% (107)	11% (47)	19% (82)	4% (18)	429
MLS fans	26% (150)	24% (142)	24% (140)	9% (50)	11% (63)	6% (35)	580
Avid MLS fans	41% (65)	28% (44)	15% (23)	6% (9)	7% (11)	4% (7)	159
Motorsports fans	22% (194)	20% (171)	31% (266)	9% (81)	11% (96)	7% (64)	871
Avid motorsports fans	36% (84)	19% (45)	24% (55)	8% (19)	8% (20)	4% (9)	231
Sports fans ages 18-34	21% (97)	19% (89)	33% (152)	6% (27)	8% (39)	13% (60)	466
Sports fans ages 35-44	27% (71)	25% (64)	24% (63)	9% (23)	10% (25)	6% (15)	261
Sports fans ages 45-64	14% (68)	15% (73)	32% (161)	13% (66)	17% (87)	9% (43)	499
Sports fans ages 65+	4% (10)	16% (42)	40% (109)	13% (34)	20% (54)	8% (21)	271
Sports fans income less than 50K	17% (126)	13% (102)	36% (271)	9% (71)	13% (99)	12% (93)	762
Sports fans income 50K-100K	13% (58)	22% (103)	32% (147)	13% (60)	14% (65)	7% (33)	466

Continued on next page

Table MCSP3_2: Do you support or oppose the following?*Your favorite professional sports team(s) displaying a corporate sponsor's logo on its uniforms*

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	13% (292)	15% (336)	32% (712)	10% (211)	12% (273)	17% (377)	2200
Sports fans income more than 100K	23% (63)	24% (64)	25% (67)	8% (21)	15% (41)	5% (13)	269
Republican sports fans	14% (68)	18% (87)	31% (152)	11% (52)	18% (86)	8% (39)	484
Democratic sports fans	23% (131)	18% (104)	31% (174)	10% (55)	10% (55)	8% (43)	561
Gen Z sports fans	20% (39)	17% (33)	33% (65)	5% (10)	9% (18)	17% (33)	200
Millennial sports fans	24% (97)	22% (89)	29% (117)	7% (29)	8% (32)	8% (34)	399
Gen X sports fans	21% (82)	18% (70)	28% (109)	10% (40)	15% (60)	8% (30)	392
Boomer sports fans	6% (27)	14% (62)	40% (179)	15% (66)	17% (76)	8% (37)	447

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

Table MCSP4: As you may know, the NBA has allowed its teams to place a corporate sponsor's logo on their uniforms since 2017. Based on the images shown, how appropriate or inappropriate is the NBA's placement of sponsor logos on team uniforms?

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	31% (681)	29% (646)	12% (259)	9% (193)	19% (421)	2200
Gender: Male	30% (322)	27% (289)	16% (174)	11% (115)	15% (161)	1062
Gender: Female	32% (359)	31% (357)	7% (84)	7% (78)	23% (260)	1138
Age: 18-34	49% (320)	27% (179)	5% (35)	4% (24)	15% (97)	655
Age: 35-44	41% (146)	31% (112)	10% (37)	4% (16)	13% (46)	358
Age: 45-64	21% (161)	28% (211)	14% (107)	13% (99)	23% (173)	751
Age: 65+	12% (54)	33% (144)	18% (79)	13% (55)	24% (105)	436
GenZers: 1997-2012	52% (163)	26% (81)	4% (13)	2% (6)	16% (51)	314
Millennials: 1981-1996	45% (236)	29% (151)	9% (45)	5% (27)	12% (65)	524
GenXers: 1965-1980	34% (188)	28% (158)	10% (57)	9% (50)	19% (103)	557
Baby Boomers: 1946-1964	12% (82)	31% (222)	17% (124)	14% (98)	26% (182)	708
PID: Dem (no lean)	37% (297)	32% (256)	9% (74)	7% (54)	15% (123)	805
PID: Ind (no lean)	31% (213)	26% (178)	12% (83)	8% (52)	24% (164)	691
PID: Rep (no lean)	24% (170)	30% (211)	14% (102)	12% (87)	19% (134)	704
PID/Gender: Dem Men	40% (150)	31% (117)	12% (45)	7% (27)	10% (38)	376
PID/Gender: Dem Women	34% (148)	33% (139)	7% (29)	6% (27)	20% (86)	429
PID/Gender: Ind Men	27% (80)	24% (73)	18% (55)	11% (33)	19% (58)	299
PID/Gender: Ind Women	34% (133)	27% (106)	7% (28)	5% (19)	27% (106)	392
PID/Gender: Rep Men	24% (92)	26% (99)	19% (75)	14% (56)	17% (66)	387
PID/Gender: Rep Women	25% (79)	35% (112)	9% (28)	10% (31)	21% (68)	318
Ideo: Liberal (1-3)	40% (256)	28% (183)	11% (72)	7% (42)	14% (90)	644
Ideo: Moderate (4)	28% (160)	33% (190)	14% (79)	7% (42)	18% (106)	577
Ideo: Conservative (5-7)	23% (168)	30% (220)	13% (99)	14% (102)	20% (149)	738
Educ: < College	31% (472)	28% (430)	11% (164)	8% (116)	22% (329)	1512
Educ: Bachelors degree	26% (116)	33% (149)	14% (64)	13% (55)	14% (61)	444
Educ: Post-grad	38% (93)	28% (67)	13% (31)	9% (21)	13% (31)	244
Income: Under 50k	32% (394)	28% (347)	10% (122)	9% (106)	22% (266)	1235
Income: 50k-100k	26% (164)	32% (199)	15% (93)	9% (58)	18% (116)	630
Income: 100k+	37% (123)	30% (100)	13% (44)	9% (29)	12% (39)	335
Ethnicity: White	27% (462)	30% (515)	13% (229)	10% (176)	20% (339)	1722
Ethnicity: Hispanic	46% (162)	21% (74)	12% (41)	7% (24)	14% (49)	349

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Table MCSP4: As you may know, the NBA has allowed its teams to place a corporate sponsor's logo on their uniforms since 2017. Based on the images shown, how appropriate or inappropriate is the NBA's placement of sponsor logos on team uniforms?

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	31% (681)	29% (646)	12% (259)	9% (193)	19% (421)	2200
Ethnicity: Black	51% (139)	25% (69)	5% (12)	3% (8)	17% (45)	274
Ethnicity: Other	39% (80)	30% (62)	8% (17)	4% (9)	18% (37)	204
All Christian	28% (292)	31% (324)	13% (133)	10% (107)	18% (189)	1045
All Non-Christian	40% (58)	28% (41)	10% (15)	8% (12)	14% (20)	147
Atheist	27% (26)	32% (30)	18% (17)	10% (9)	13% (12)	94
Agnostic/Nothing in particular	30% (163)	26% (144)	12% (63)	8% (43)	25% (135)	548
Something Else	39% (142)	29% (106)	9% (31)	6% (21)	18% (66)	367
Religious Non-Protestant/Catholic	39% (68)	29% (52)	10% (18)	9% (17)	12% (21)	177
Evangelical	37% (247)	28% (188)	10% (66)	8% (51)	18% (121)	673
Non-Evangelical	24% (170)	33% (228)	13% (92)	11% (73)	19% (130)	693
Community: Urban	42% (291)	27% (185)	8% (56)	7% (49)	15% (104)	686
Community: Suburban	26% (258)	31% (303)	14% (135)	9% (88)	21% (209)	994
Community: Rural	25% (132)	30% (157)	13% (67)	11% (56)	21% (109)	521
Employ: Private Sector	34% (211)	30% (186)	11% (70)	8% (52)	15% (95)	613
Employ: Government	44% (63)	23% (33)	12% (18)	7% (10)	15% (21)	145
Employ: Self-Employed	41% (82)	28% (57)	12% (24)	10% (20)	9% (18)	200
Employ: Homemaker	32% (42)	35% (46)	8% (10)	6% (8)	19% (25)	131
Employ: Student	46% (62)	32% (43)	6% (8)	4% (5)	11% (15)	134
Employ: Retired	12% (62)	31% (155)	17% (88)	13% (66)	26% (132)	503
Employ: Unemployed	32% (107)	28% (91)	9% (28)	8% (26)	24% (79)	333
Employ: Other	38% (53)	24% (34)	9% (13)	4% (6)	25% (35)	141
Military HH: Yes	29% (99)	26% (89)	15% (52)	13% (45)	18% (62)	348
Military HH: No	31% (582)	30% (557)	11% (207)	8% (148)	19% (359)	1852
RD/WT: Right Direction	34% (234)	28% (193)	12% (84)	11% (73)	15% (103)	687
RD/WT: Wrong Track	30% (447)	30% (453)	12% (175)	8% (120)	21% (318)	1513
Trump Job Approve	27% (248)	28% (254)	13% (120)	12% (112)	19% (169)	903
Trump Job Disapprove	33% (397)	32% (386)	11% (135)	6% (79)	18% (221)	1219

Continued on next page

Table MCSP4: As you may know, the NBA has allowed its teams to place a corporate sponsor's logo on their uniforms since 2017. Based on the images shown, how appropriate or inappropriate is the NBA's placement of sponsor logos on team uniforms?

Demographic	Very appropriate	Somewhat appropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	31% (681)	29% (646)	12% (259)	9% (193)	19% (421)	2200
Trump Job Strongly Approve	28% (159)	24% (137)	13% (74)	16% (90)	20% (116)	577
Trump Job Somewhat Approve	27% (89)	36% (117)	14% (46)	7% (22)	16% (52)	326
Trump Job Somewhat Disapprove	39% (103)	32% (84)	9% (23)	7% (18)	14% (37)	266
Trump Job Strongly Disapprove	31% (295)	32% (302)	12% (112)	6% (61)	19% (184)	953
Favorable of Trump	28% (243)	29% (251)	12% (108)	13% (112)	18% (162)	876
Unfavorable of Trump	31% (379)	31% (379)	12% (145)	6% (77)	19% (229)	1209
Very Favorable of Trump	29% (162)	26% (143)	13% (70)	15% (82)	18% (102)	560
Somewhat Favorable of Trump	26% (81)	34% (108)	12% (38)	9% (29)	19% (60)	316
Somewhat Unfavorable of Trump	37% (87)	32% (76)	10% (24)	8% (20)	12% (28)	235
Very Unfavorable of Trump	30% (292)	31% (302)	12% (121)	6% (57)	21% (201)	974
#1 Issue: Economy	34% (269)	31% (239)	11% (89)	9% (72)	14% (113)	783
#1 Issue: Security	27% (63)	26% (63)	10% (24)	15% (35)	22% (52)	237
#1 Issue: Health Care	31% (125)	30% (120)	13% (52)	8% (31)	19% (79)	406
#1 Issue: Medicare / Social Security	18% (55)	37% (115)	15% (48)	8% (24)	23% (71)	313
#1 Issue: Women's Issues	44% (53)	24% (29)	5% (7)	4% (5)	23% (27)	120
#1 Issue: Education	47% (51)	23% (25)	12% (13)	3% (3)	15% (16)	108
#1 Issue: Energy	36% (29)	21% (17)	13% (10)	12% (10)	18% (14)	80
#1 Issue: Other	24% (36)	25% (38)	10% (16)	9% (14)	32% (48)	152
2018 House Vote: Democrat	34% (248)	29% (210)	13% (94)	7% (54)	17% (121)	727
2018 House Vote: Republican	20% (120)	29% (177)	15% (93)	16% (100)	20% (126)	616
2018 House Vote: Someone else	22% (12)	33% (19)	10% (6)	7% (4)	28% (16)	57
2016 Vote: Hillary Clinton	34% (230)	30% (205)	11% (77)	7% (48)	18% (124)	683
2016 Vote: Donald Trump	20% (135)	30% (203)	15% (101)	17% (113)	18% (124)	677
2016 Vote: Other	19% (19)	28% (28)	17% (17)	7% (7)	28% (28)	100
2016 Vote: Didn't Vote	40% (295)	28% (208)	9% (64)	3% (26)	20% (145)	737
Voted in 2014: Yes	25% (308)	29% (362)	14% (177)	12% (150)	19% (237)	1233
Voted in 2014: No	39% (373)	29% (284)	8% (82)	4% (43)	19% (184)	967

Continued on next page

Table MCSP4: As you may know, the NBA has allowed its teams to place a corporate sponsor's logo on their uniforms since 2017. Based on the images shown, how appropriate or inappropriate is the NBA's placement of sponsor logos on team uniforms?

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	31%	(681)	29%	(646)	12%	(259)	9%	(193)	19%	(421)	2200
2012 Vote: Barack Obama	33%	(271)	30%	(248)	12%	(102)	8%	(67)	17%	(141)	830
2012 Vote: Mitt Romney	15%	(71)	28%	(131)	19%	(88)	17%	(80)	22%	(104)	475
2012 Vote: Other	9%	(5)	23%	(13)	16%	(9)	18%	(10)	34%	(19)	55
2012 Vote: Didn't Vote	40%	(333)	30%	(254)	7%	(60)	4%	(35)	19%	(157)	840
4-Region: Northeast	34%	(133)	29%	(113)	11%	(43)	8%	(30)	19%	(74)	394
4-Region: Midwest	23%	(109)	33%	(153)	14%	(64)	10%	(48)	19%	(89)	462
4-Region: South	34%	(277)	28%	(227)	10%	(86)	9%	(76)	19%	(158)	824
4-Region: West	31%	(163)	29%	(153)	13%	(65)	8%	(40)	19%	(99)	520
Sports fans	35%	(530)	29%	(439)	13%	(190)	8%	(126)	14%	(212)	1497
Avid sports fans	45%	(229)	26%	(133)	13%	(66)	7%	(37)	8%	(42)	507
Casual sports fans	30%	(301)	31%	(306)	13%	(124)	9%	(89)	17%	(170)	991
NBA fans	44%	(486)	27%	(306)	11%	(120)	6%	(64)	12%	(137)	1113
Avid NBA fans	55%	(215)	26%	(100)	6%	(24)	3%	(13)	10%	(40)	393
NFL fans	37%	(529)	29%	(418)	13%	(185)	8%	(115)	13%	(191)	1438
Avid NFL fans	40%	(256)	26%	(168)	15%	(97)	8%	(53)	10%	(66)	640
NHL fans	37%	(312)	29%	(247)	14%	(117)	8%	(70)	13%	(109)	854
Avid NHL fans	44%	(106)	21%	(52)	16%	(40)	8%	(19)	11%	(26)	242
MLB fans	33%	(387)	29%	(338)	15%	(172)	10%	(113)	14%	(168)	1178
Avid MLB fans	31%	(133)	30%	(130)	17%	(72)	12%	(53)	10%	(41)	429
MLS fans	47%	(271)	27%	(156)	10%	(59)	6%	(34)	10%	(61)	580
Avid MLS fans	71%	(113)	14%	(22)	6%	(10)	2%	(3)	7%	(11)	159
Motorsports fans	39%	(337)	27%	(235)	12%	(103)	8%	(74)	14%	(123)	871
Avid motorsports fans	48%	(111)	24%	(56)	8%	(19)	7%	(15)	13%	(30)	231
Sports fans ages 18-34	53%	(245)	28%	(129)	4%	(17)	4%	(19)	12%	(56)	466
Sports fans ages 35-44	48%	(125)	27%	(69)	13%	(34)	3%	(8)	10%	(25)	261
Sports fans ages 45-64	24%	(120)	29%	(146)	17%	(87)	13%	(62)	17%	(83)	499
Sports fans ages 65+	15%	(40)	35%	(94)	19%	(52)	14%	(37)	18%	(48)	271
Sports fans income less than 50K	37%	(282)	27%	(207)	10%	(78)	9%	(72)	16%	(123)	762
Sports fans income 50K-100K	30%	(140)	32%	(148)	17%	(77)	8%	(37)	14%	(64)	466
Sports fans income more than 100K	40%	(108)	31%	(84)	13%	(35)	7%	(18)	9%	(24)	269

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Table MCSP4: As you may know, the NBA has allowed its teams to place a corporate sponsor's logo on their uniforms since 2017. Based on the images shown, how appropriate or inappropriate is the NBA's placement of sponsor logos on team uniforms?

Demographic	Very appropriate		Somewhat appropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	31%	(681)	29%	(646)	12%	(259)	9%	(193)	19%	(421)	2200
Republican sports fans	28%	(137)	30%	(143)	17%	(81)	12%	(59)	13%	(64)	484
Democratic sports fans	44%	(244)	31%	(176)	9%	(50)	6%	(33)	10%	(58)	561
Gen Z sports fans	57%	(115)	28%	(56)	1%	(1)	1%	(3)	13%	(25)	200
Millennial sports fans	50%	(198)	26%	(102)	9%	(36)	5%	(22)	10%	(41)	399
Gen X sports fans	38%	(149)	28%	(111)	13%	(50)	8%	(30)	13%	(52)	392
Boomer sports fans	14%	(61)	34%	(152)	19%	(87)	14%	(61)	19%	(87)	447

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

Table MCSP5: Which of the following best describes your opinion on professional sports teams displaying a corporate sponsor's logo on their uniforms, even if none is exactly right?

Demographic	It's fine regardless of who the corporate sponsor is		It depends on who the corporate sponsor is		It's wrong regardless of who the corporate sponsor is		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	32%	(706)	28%	(619)	17%	(384)	22%	(490)	2200
Gender: Male	33%	(354)	29%	(309)	22%	(231)	16%	(167)	1062
Gender: Female	31%	(352)	27%	(311)	13%	(153)	28%	(323)	1138
Age: 18-34	37%	(241)	35%	(231)	7%	(43)	21%	(141)	655
Age: 35-44	49%	(175)	30%	(107)	8%	(28)	13%	(47)	358
Age: 45-64	26%	(197)	26%	(193)	24%	(178)	24%	(184)	751
Age: 65+	21%	(94)	20%	(89)	31%	(135)	27%	(119)	436
GenZers: 1997-2012	33%	(103)	38%	(121)	5%	(16)	24%	(74)	314
Millennials: 1981-1996	47%	(245)	29%	(153)	8%	(42)	16%	(85)	524
GenXers: 1965-1980	35%	(193)	28%	(154)	17%	(93)	21%	(117)	557
Baby Boomers: 1946-1964	20%	(142)	25%	(174)	29%	(205)	26%	(187)	708
PID: Dem (no lean)	38%	(309)	31%	(252)	13%	(102)	18%	(142)	805
PID: Ind (no lean)	26%	(178)	29%	(202)	18%	(125)	27%	(186)	691
PID: Rep (no lean)	31%	(219)	23%	(165)	22%	(157)	23%	(162)	704
PID/Gender: Dem Men	45%	(169)	31%	(115)	14%	(52)	10%	(39)	376
PID/Gender: Dem Women	33%	(140)	32%	(137)	12%	(49)	24%	(102)	429
PID/Gender: Ind Men	22%	(66)	32%	(96)	26%	(77)	20%	(60)	299
PID/Gender: Ind Women	29%	(112)	27%	(106)	12%	(48)	32%	(126)	392
PID/Gender: Rep Men	31%	(119)	25%	(97)	26%	(102)	18%	(68)	387
PID/Gender: Rep Women	31%	(100)	21%	(68)	17%	(55)	30%	(95)	318
Ideo: Liberal (1-3)	38%	(246)	30%	(194)	16%	(103)	16%	(101)	644
Ideo: Moderate (4)	31%	(182)	31%	(180)	16%	(92)	22%	(124)	577
Ideo: Conservative (5-7)	28%	(205)	24%	(179)	24%	(179)	24%	(174)	738
Educ: < College	31%	(461)	28%	(421)	15%	(234)	26%	(396)	1512
Educ: Bachelors degree	32%	(144)	29%	(130)	24%	(107)	14%	(64)	444
Educ: Post-grad	41%	(101)	28%	(68)	18%	(44)	12%	(30)	244
Income: Under 50k	30%	(370)	28%	(348)	16%	(194)	26%	(323)	1235
Income: 50k-100k	33%	(207)	27%	(173)	20%	(124)	20%	(126)	630
Income: 100k+	39%	(130)	29%	(99)	20%	(66)	12%	(41)	335

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Table MCSP5: Which of the following best describes your opinion on professional sports teams displaying a corporate sponsor's logo on their uniforms, even if none is exactly right?

Demographic	It's fine regardless of who the corporate sponsor is		It depends on who the corporate sponsor is		It's wrong regardless of who the corporate sponsor is		Don't know / No opinion		Total N
Adults	32%	(706)	28%	(619)	17%	(384)	22%	(490)	2200
Ethnicity: White	31%	(532)	26%	(449)	20%	(347)	23%	(394)	1722
Ethnicity: Hispanic	37%	(130)	33%	(114)	10%	(35)	20%	(71)	349
Ethnicity: Black	41%	(113)	36%	(99)	6%	(18)	16%	(44)	274
Ethnicity: Other	30%	(62)	35%	(71)	10%	(20)	25%	(52)	204
All Christian	32%	(336)	28%	(296)	20%	(213)	19%	(200)	1045
All Non-Christian	37%	(55)	34%	(50)	11%	(16)	18%	(26)	147
Atheist	30%	(28)	31%	(30)	23%	(22)	16%	(15)	94
Agnostic/Nothing in particular	29%	(158)	25%	(135)	15%	(83)	31%	(171)	548
Something Else	35%	(130)	30%	(109)	14%	(50)	21%	(78)	367
Religious Non-Protestant/Catholic	34%	(60)	37%	(65)	14%	(24)	16%	(28)	177
Evangelical	38%	(258)	27%	(185)	14%	(97)	20%	(133)	673
Non-Evangelical	28%	(197)	29%	(199)	23%	(157)	20%	(141)	693
Community: Urban	39%	(265)	32%	(222)	12%	(84)	17%	(115)	686
Community: Suburban	29%	(291)	28%	(273)	20%	(199)	23%	(230)	994
Community: Rural	29%	(150)	24%	(124)	19%	(101)	28%	(145)	521
Employ: Private Sector	40%	(245)	26%	(161)	17%	(102)	17%	(105)	613
Employ: Government	43%	(62)	31%	(45)	12%	(17)	14%	(20)	145
Employ: Self-Employed	38%	(75)	33%	(66)	15%	(29)	15%	(29)	200
Employ: Homemaker	34%	(45)	27%	(35)	12%	(16)	26%	(35)	131
Employ: Student	28%	(38)	46%	(61)	10%	(14)	16%	(21)	134
Employ: Retired	21%	(106)	21%	(105)	29%	(147)	29%	(144)	503
Employ: Unemployed	28%	(94)	31%	(103)	13%	(43)	28%	(92)	333
Employ: Other	30%	(42)	29%	(41)	10%	(15)	31%	(43)	141
Military HH: Yes	33%	(115)	26%	(90)	21%	(73)	20%	(70)	348
Military HH: No	32%	(592)	29%	(530)	17%	(311)	23%	(420)	1852
RD/WT: Right Direction	37%	(256)	28%	(195)	17%	(115)	18%	(121)	687
RD/WT: Wrong Track	30%	(450)	28%	(424)	18%	(269)	24%	(369)	1513

Continued on next page

Table MCSP5: Which of the following best describes your opinion on professional sports teams displaying a corporate sponsor's logo on their uniforms, even if none is exactly right?

Demographic	It's fine regardless of who the corporate sponsor is		It depends on who the corporate sponsor is		It's wrong regardless of who the corporate sponsor is		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	32%	(706)	28%	(619)	17%	(384)	22%	(490)	2200
Trump Job Approve	33%	(301)	24%	(215)	20%	(179)	23%	(207)	903
Trump Job Disapprove	32%	(384)	32%	(390)	16%	(200)	20%	(245)	1219
Trump Job Strongly Approve	34%	(195)	21%	(121)	23%	(131)	23%	(131)	577
Trump Job Somewhat Approve	33%	(107)	29%	(94)	15%	(48)	23%	(76)	326
Trump Job Somewhat Disapprove	36%	(97)	32%	(85)	14%	(38)	17%	(46)	266
Trump Job Strongly Disapprove	30%	(287)	32%	(305)	17%	(161)	21%	(199)	953
Favorable of Trump	32%	(284)	25%	(216)	21%	(184)	22%	(192)	876
Unfavorable of Trump	32%	(386)	31%	(374)	16%	(198)	21%	(251)	1209
Very Favorable of Trump	32%	(180)	23%	(128)	23%	(130)	22%	(123)	560
Somewhat Favorable of Trump	33%	(104)	28%	(88)	17%	(55)	22%	(69)	316
Somewhat Unfavorable of Trump	40%	(93)	27%	(63)	16%	(38)	18%	(41)	235
Very Unfavorable of Trump	30%	(293)	32%	(311)	16%	(160)	22%	(210)	974
#1 Issue: Economy	35%	(277)	28%	(222)	17%	(135)	19%	(148)	783
#1 Issue: Security	28%	(67)	24%	(57)	22%	(53)	25%	(60)	237
#1 Issue: Health Care	31%	(125)	29%	(119)	19%	(77)	21%	(86)	406
#1 Issue: Medicare / Social Security	24%	(74)	28%	(87)	20%	(62)	29%	(89)	313
#1 Issue: Women's Issues	33%	(39)	41%	(49)	5%	(6)	21%	(26)	120
#1 Issue: Education	47%	(51)	30%	(33)	7%	(8)	15%	(16)	108
#1 Issue: Energy	42%	(33)	27%	(22)	17%	(14)	14%	(12)	80
#1 Issue: Other	26%	(39)	20%	(31)	19%	(29)	35%	(53)	152
2018 House Vote: Democrat	36%	(260)	29%	(213)	18%	(129)	17%	(125)	727
2018 House Vote: Republican	29%	(176)	24%	(150)	26%	(161)	21%	(130)	616
2018 House Vote: Someone else	14%	(8)	32%	(18)	24%	(14)	29%	(17)	57
2016 Vote: Hillary Clinton	35%	(238)	30%	(204)	16%	(110)	19%	(132)	683
2016 Vote: Donald Trump	29%	(199)	22%	(151)	28%	(186)	21%	(140)	677
2016 Vote: Other	16%	(16)	32%	(32)	30%	(30)	23%	(23)	100
2016 Vote: Didn't Vote	34%	(251)	32%	(233)	8%	(58)	27%	(196)	737

Continued on next page

Table MCSP5: Which of the following best describes your opinion on professional sports teams displaying a corporate sponsor's logo on their uniforms, even if none is exactly right?

Demographic	It's fine regardless of who the corporate sponsor is		It depends on who the corporate sponsor is		It's wrong regardless of who the corporate sponsor is		Don't know / No opinion		Total N
Adults	32%	(706)	28%	(619)	17%	(384)	22%	(490)	2200
Voted in 2014: Yes	30%	(375)	26%	(322)	24%	(291)	20%	(246)	1233
Voted in 2014: No	34%	(332)	31%	(298)	10%	(93)	25%	(244)	967
2012 Vote: Barack Obama	35%	(288)	29%	(243)	18%	(151)	18%	(148)	830
2012 Vote: Mitt Romney	23%	(107)	21%	(100)	31%	(149)	25%	(118)	475
2012 Vote: Other	18%	(10)	20%	(11)	32%	(18)	30%	(17)	55
2012 Vote: Didn't Vote	36%	(301)	32%	(266)	8%	(66)	25%	(207)	840
4-Region: Northeast	34%	(134)	27%	(105)	16%	(64)	23%	(90)	394
4-Region: Midwest	28%	(130)	28%	(130)	20%	(92)	24%	(110)	462
4-Region: South	33%	(275)	27%	(222)	18%	(148)	22%	(180)	824
4-Region: West	32%	(167)	31%	(163)	15%	(80)	21%	(111)	520
Sports fans	36%	(534)	30%	(448)	18%	(265)	17%	(251)	1497
Avid sports fans	42%	(214)	29%	(146)	17%	(88)	11%	(58)	507
Casual sports fans	32%	(320)	30%	(301)	18%	(177)	19%	(193)	991
NBA fans	40%	(448)	33%	(367)	12%	(135)	15%	(162)	1113
Avid NBA fans	52%	(203)	30%	(118)	7%	(26)	12%	(46)	393
NFL fans	38%	(546)	29%	(415)	18%	(253)	16%	(223)	1438
Avid NFL fans	40%	(259)	29%	(188)	18%	(115)	12%	(78)	640
NHL fans	37%	(313)	32%	(273)	16%	(138)	15%	(130)	854
Avid NHL fans	42%	(101)	29%	(69)	18%	(43)	12%	(29)	242
MLB fans	34%	(405)	29%	(347)	20%	(235)	16%	(191)	1178
Avid MLB fans	36%	(155)	28%	(119)	24%	(101)	13%	(54)	429
MLS fans	44%	(253)	34%	(196)	11%	(62)	12%	(70)	580
Avid MLS fans	62%	(98)	29%	(46)	2%	(3)	8%	(12)	159
Motorsports fans	41%	(356)	30%	(259)	15%	(133)	14%	(124)	871
Avid motorsports fans	50%	(115)	30%	(70)	6%	(15)	14%	(32)	231
Sports fans ages 18-34	39%	(181)	37%	(174)	7%	(32)	17%	(79)	466
Sports fans ages 35-44	51%	(134)	31%	(80)	9%	(23)	9%	(25)	261
Sports fans ages 45-64	30%	(150)	26%	(130)	25%	(127)	18%	(92)	499

Continued on next page

Table MCSP5: Which of the following best describes your opinion on professional sports teams displaying a corporate sponsor's logo on their uniforms, even if none is exactly right?

Demographic	It's fine regardless of who the corporate sponsor is		It depends on who the corporate sponsor is		It's wrong regardless of who the corporate sponsor is		Don't know / No opinion		Total N
Adults	32%	(706)	28%	(619)	17%	(384)	22%	(490)	2200
Sports fans ages 65+	25%	(69)	23%	(63)	31%	(84)	20%	(55)	271
Sports fans income less than 50K	34%	(262)	29%	(223)	16%	(120)	21%	(157)	762
Sports fans income 50K-100K	35%	(162)	30%	(142)	20%	(95)	15%	(68)	466
Sports fans income more than 100K	41%	(110)	31%	(83)	18%	(50)	10%	(26)	269
Republican sports fans	34%	(163)	26%	(124)	24%	(116)	17%	(80)	484
Democratic sports fans	43%	(243)	32%	(182)	12%	(65)	13%	(71)	561
Gen Z sports fans	35%	(71)	41%	(82)	5%	(9)	19%	(37)	200
Millennial sports fans	48%	(193)	30%	(120)	9%	(34)	13%	(52)	399
Gen X sports fans	39%	(154)	28%	(111)	18%	(71)	15%	(57)	392
Boomer sports fans	23%	(103)	28%	(124)	28%	(127)	21%	(94)	447

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

**Table MCSP6_1: Would you support or oppose MLB teams placing a sponsor's logo in each of the following places on their uniforms?
On players' jerseys**

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	15% (340)	21% (461)	26% (562)	10% (221)	12% (258)	16% (357)	2200
Gender: Male	15% (162)	21% (226)	26% (271)	12% (130)	15% (161)	11% (112)	1062
Gender: Female	16% (178)	21% (236)	26% (291)	8% (91)	9% (97)	22% (245)	1138
Age: 18-34	22% (141)	24% (155)	23% (149)	8% (54)	4% (25)	20% (130)	655
Age: 35-44	23% (84)	27% (96)	23% (82)	5% (18)	7% (26)	15% (53)	358
Age: 45-64	12% (92)	17% (124)	29% (220)	11% (83)	16% (122)	15% (109)	751
Age: 65+	5% (24)	20% (86)	25% (111)	15% (66)	19% (84)	15% (65)	436
GenZers: 1997-2012	21% (67)	24% (75)	21% (65)	8% (27)	4% (11)	22% (69)	314
Millennials: 1981-1996	24% (123)	25% (130)	22% (113)	7% (37)	5% (27)	18% (93)	524
GenXers: 1965-1980	18% (101)	19% (108)	28% (157)	9% (50)	11% (62)	14% (77)	557
Baby Boomers: 1946-1964	6% (43)	19% (132)	29% (203)	14% (97)	19% (134)	14% (99)	708
PID: Dem (no lean)	21% (167)	27% (214)	24% (193)	9% (76)	9% (71)	10% (83)	805
PID: Ind (no lean)	13% (90)	17% (116)	27% (189)	9% (62)	11% (78)	23% (157)	691
PID: Rep (no lean)	12% (84)	19% (132)	26% (180)	12% (83)	15% (109)	17% (117)	704
PID/Gender: Dem Men	21% (80)	29% (109)	22% (81)	13% (48)	9% (34)	6% (24)	376
PID/Gender: Dem Women	20% (87)	24% (105)	26% (113)	7% (28)	9% (38)	14% (58)	429
PID/Gender: Ind Men	14% (42)	16% (49)	28% (83)	10% (28)	17% (52)	15% (45)	299
PID/Gender: Ind Women	12% (48)	17% (67)	27% (106)	8% (33)	7% (27)	28% (112)	392
PID/Gender: Rep Men	10% (40)	18% (68)	28% (108)	14% (53)	20% (76)	11% (42)	387
PID/Gender: Rep Women	14% (44)	20% (64)	23% (73)	9% (30)	10% (33)	24% (75)	318
Ideo: Liberal (1-3)	21% (137)	23% (145)	25% (158)	10% (61)	10% (67)	12% (75)	644
Ideo: Moderate (4)	15% (84)	25% (146)	29% (166)	9% (51)	11% (61)	12% (69)	577
Ideo: Conservative (5-7)	11% (81)	19% (139)	25% (187)	13% (97)	16% (120)	15% (114)	738
Educ: < College	15% (223)	20% (300)	27% (409)	9% (143)	10% (148)	19% (290)	1512
Educ: Bachelors degree	13% (58)	24% (105)	24% (105)	11% (51)	17% (75)	11% (50)	444
Educ: Post-grad	25% (60)	23% (56)	20% (48)	11% (27)	14% (35)	7% (18)	244
Income: Under 50k	14% (172)	20% (242)	27% (335)	10% (123)	10% (121)	20% (242)	1235
Income: 50k-100k	14% (89)	23% (143)	25% (158)	8% (50)	15% (96)	15% (93)	630
Income: 100k+	24% (79)	23% (76)	21% (69)	14% (48)	12% (41)	7% (22)	335
Ethnicity: White	13% (230)	20% (350)	27% (462)	11% (190)	13% (224)	15% (266)	1722

Continued on next page

Table MCSP6_1: Would you support or oppose MLB teams placing a sponsor's logo in each of the following places on their uniforms?
On players' jerseys

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	15% (340)	21% (461)	26% (562)	10% (221)	12% (258)	16% (357)	2200
Ethnicity: Hispanic	22% (77)	22% (78)	21% (74)	8% (26)	8% (29)	19% (65)	349
Ethnicity: Black	27% (74)	28% (77)	19% (52)	5% (13)	6% (16)	16% (43)	274
Ethnicity: Other	18% (37)	17% (35)	24% (49)	9% (18)	9% (18)	23% (48)	204
All Christian	15% (158)	22% (231)	26% (276)	11% (113)	14% (146)	12% (121)	1045
All Non-Christian	22% (32)	25% (37)	20% (29)	12% (18)	5% (8)	15% (23)	147
Atheist	13% (12)	25% (24)	20% (19)	13% (13)	14% (13)	15% (14)	94
Agnostic/Nothing in particular	13% (70)	16% (90)	30% (163)	8% (43)	11% (62)	22% (119)	548
Something Else	18% (68)	22% (80)	21% (76)	9% (35)	8% (29)	22% (80)	367
Religious Non-Protestant/Catholic	20% (36)	24% (43)	23% (41)	12% (21)	7% (13)	13% (24)	177
Evangelical	22% (146)	22% (147)	23% (158)	9% (62)	11% (71)	13% (90)	673
Non-Evangelical	10% (72)	22% (155)	26% (177)	12% (83)	14% (98)	16% (108)	693
Community: Urban	25% (174)	26% (177)	22% (148)	7% (48)	9% (62)	11% (77)	686
Community: Suburban	12% (116)	19% (191)	29% (284)	12% (119)	12% (117)	17% (166)	994
Community: Rural	10% (50)	18% (94)	25% (130)	10% (54)	15% (79)	22% (113)	521
Employ: Private Sector	21% (130)	23% (141)	26% (159)	9% (55)	10% (62)	11% (67)	613
Employ: Government	27% (39)	22% (32)	26% (38)	7% (10)	8% (12)	10% (15)	145
Employ: Self-Employed	19% (39)	22% (44)	23% (46)	10% (21)	11% (22)	14% (28)	200
Employ: Homemaker	15% (20)	21% (28)	29% (38)	5% (6)	9% (12)	20% (26)	131
Employ: Student	14% (19)	27% (36)	25% (34)	7% (10)	7% (9)	20% (26)	134
Employ: Retired	5% (23)	17% (88)	28% (139)	15% (77)	18% (91)	17% (85)	503
Employ: Unemployed	15% (50)	20% (68)	22% (72)	9% (31)	12% (40)	22% (72)	333
Employ: Other	14% (20)	18% (25)	26% (36)	7% (10)	8% (11)	27% (38)	141
Military HH: Yes	17% (58)	22% (76)	24% (83)	10% (34)	15% (52)	13% (45)	348
Military HH: No	15% (282)	21% (386)	26% (479)	10% (187)	11% (206)	17% (312)	1852
RD/WT: Right Direction	20% (138)	23% (157)	25% (170)	7% (49)	12% (81)	13% (92)	687
RD/WT: Wrong Track	13% (202)	20% (305)	26% (393)	11% (172)	12% (177)	18% (265)	1513
Trump Job Approve	15% (134)	18% (165)	27% (244)	11% (95)	14% (125)	15% (139)	903
Trump Job Disapprove	16% (200)	24% (293)	24% (294)	10% (125)	11% (129)	15% (178)	1219

Continued on next page

**Table MCSP6_1: Would you support or oppose MLB teams placing a sponsor's logo in each of the following places on their uniforms?
On players' jerseys**

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	15% (340)	21% (461)	26% (562)	10% (221)	12% (258)	16% (357)	2200
Trump Job Strongly Approve	15% (88)	17% (96)	25% (146)	9% (54)	18% (102)	16% (91)	577
Trump Job Somewhat Approve	14% (46)	21% (69)	30% (97)	13% (41)	7% (23)	15% (48)	326
Trump Job Somewhat Disapprove	21% (56)	27% (71)	22% (58)	9% (24)	9% (25)	12% (31)	266
Trump Job Strongly Disapprove	15% (145)	23% (221)	25% (236)	11% (101)	11% (103)	15% (147)	953
Favorable of Trump	16% (137)	20% (171)	26% (226)	11% (94)	14% (124)	14% (124)	876
Unfavorable of Trump	16% (194)	23% (274)	25% (306)	10% (123)	11% (133)	15% (179)	1209
Very Favorable of Trump	14% (80)	17% (95)	25% (141)	12% (65)	17% (96)	15% (82)	560
Somewhat Favorable of Trump	18% (57)	24% (76)	27% (85)	9% (28)	9% (27)	13% (43)	316
Somewhat Unfavorable of Trump	18% (43)	25% (59)	21% (48)	13% (31)	11% (26)	12% (27)	235
Very Unfavorable of Trump	16% (151)	22% (215)	26% (258)	9% (92)	11% (106)	16% (152)	974
#1 Issue: Economy	17% (132)	21% (165)	26% (202)	10% (81)	11% (88)	15% (115)	783
#1 Issue: Security	16% (37)	14% (33)	25% (59)	12% (28)	17% (39)	17% (41)	237
#1 Issue: Health Care	16% (64)	24% (96)	21% (85)	10% (41)	12% (50)	17% (71)	406
#1 Issue: Medicare / Social Security	8% (25)	22% (69)	31% (98)	11% (34)	14% (44)	14% (43)	313
#1 Issue: Women's Issues	17% (21)	27% (32)	25% (30)	8% (10)	6% (7)	17% (21)	120
#1 Issue: Education	29% (31)	21% (23)	23% (25)	6% (6)	2% (2)	19% (21)	108
#1 Issue: Energy	15% (12)	24% (20)	30% (24)	6% (5)	10% (8)	15% (12)	80
#1 Issue: Other	12% (19)	16% (24)	26% (40)	10% (16)	14% (21)	22% (33)	152
2018 House Vote: Democrat	19% (141)	24% (176)	24% (172)	11% (81)	12% (86)	10% (71)	727
2018 House Vote: Republican	12% (73)	19% (116)	26% (162)	11% (67)	19% (115)	14% (84)	616
2018 House Vote: Someone else	14% (8)	19% (11)	21% (12)	6% (4)	19% (11)	21% (12)	57
2016 Vote: Hillary Clinton	19% (129)	24% (167)	25% (169)	10% (69)	11% (76)	11% (74)	683
2016 Vote: Donald Trump	13% (89)	19% (131)	24% (163)	11% (78)	19% (127)	13% (89)	677
2016 Vote: Other	8% (8)	11% (11)	29% (29)	15% (15)	16% (16)	21% (21)	100
2016 Vote: Didn't Vote	16% (114)	21% (152)	27% (201)	8% (58)	5% (40)	23% (172)	737
Voted in 2014: Yes	14% (169)	21% (258)	25% (310)	11% (137)	17% (205)	12% (153)	1233
Voted in 2014: No	18% (171)	21% (203)	26% (252)	9% (83)	5% (53)	21% (204)	967

Continued on next page

**Table MCSP6_1: Would you support or oppose MLB teams placing a sponsor's logo in each of the following places on their uniforms?
On players' jerseys**

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	15% (340)	21% (461)	26% (562)	10% (221)	12% (258)	16% (357)	2200
2012 Vote: Barack Obama	19% (156)	23% (192)	25% (206)	11% (90)	12% (97)	11% (88)	830
2012 Vote: Mitt Romney	7% (31)	15% (70)	29% (137)	12% (58)	22% (104)	16% (75)	475
2012 Vote: Other	2% (1)	12% (7)	24% (13)	12% (6)	27% (15)	23% (12)	55
2012 Vote: Didn't Vote	18% (152)	23% (192)	25% (206)	8% (67)	5% (43)	22% (181)	840
4-Region: Northeast	20% (78)	21% (82)	27% (104)	10% (41)	9% (36)	13% (53)	394
4-Region: Midwest	10% (44)	21% (97)	31% (142)	10% (47)	13% (62)	15% (69)	462
4-Region: South	17% (142)	20% (165)	23% (188)	9% (75)	12% (98)	19% (157)	824
4-Region: West	15% (77)	22% (117)	25% (128)	11% (58)	12% (63)	15% (78)	520
Sports fans	19% (278)	24% (354)	24% (366)	11% (164)	12% (180)	10% (155)	1497
Avid sports fans	24% (124)	27% (139)	16% (82)	11% (57)	13% (65)	8% (40)	507
Casual sports fans	16% (154)	22% (215)	29% (284)	11% (106)	12% (115)	12% (116)	991
NBA fans	23% (259)	25% (276)	24% (266)	10% (108)	9% (98)	10% (106)	1113
Avid NBA fans	30% (119)	26% (103)	21% (83)	7% (26)	7% (27)	9% (35)	393
NFL fans	19% (279)	24% (351)	23% (335)	11% (161)	12% (172)	10% (139)	1438
Avid NFL fans	24% (153)	25% (158)	18% (116)	12% (76)	14% (89)	7% (47)	640
NHL fans	20% (167)	26% (224)	24% (201)	10% (89)	13% (110)	7% (62)	854
Avid NHL fans	25% (61)	27% (64)	16% (39)	12% (29)	13% (31)	7% (17)	242
MLB fans	19% (226)	22% (255)	26% (307)	12% (138)	15% (175)	7% (77)	1178
Avid MLB fans	21% (91)	25% (106)	16% (68)	14% (61)	19% (82)	4% (19)	429
MLS fans	27% (156)	27% (159)	20% (117)	9% (55)	9% (52)	7% (42)	580
Avid MLS fans	38% (60)	29% (47)	14% (22)	5% (8)	6% (10)	8% (12)	159
Motorsports fans	22% (194)	24% (213)	25% (219)	8% (73)	11% (100)	8% (72)	871
Avid motorsports fans	34% (79)	27% (62)	19% (43)	7% (15)	8% (19)	6% (13)	231
Sports fans ages 18-34	26% (120)	24% (113)	22% (102)	8% (37)	5% (21)	16% (74)	466
Sports fans ages 35-44	26% (69)	31% (81)	22% (58)	5% (13)	7% (19)	8% (21)	261
Sports fans ages 45-64	15% (73)	19% (94)	29% (143)	14% (68)	17% (86)	7% (36)	499
Sports fans ages 65+	6% (16)	25% (67)	23% (63)	17% (46)	20% (54)	9% (25)	271
Sports fans income less than 50K	17% (132)	22% (168)	26% (199)	11% (80)	10% (76)	14% (107)	762
Sports fans income 50K-100K	16% (75)	26% (120)	25% (116)	9% (42)	16% (75)	8% (38)	466

Continued on next page

Table MCSP6_1: Would you support or oppose MLB teams placing a sponsor's logo in each of the following places on their uniforms?
On players' jerseys

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	15% (340)	21% (461)	26% (562)	10% (221)	12% (258)	16% (357)	2200
Sports fans income more than 100K	26% (71)	25% (67)	19% (50)	15% (41)	11% (29)	4% (11)	269
Republican sports fans	13% (64)	21% (104)	24% (118)	14% (68)	16% (80)	10% (50)	484
Democratic sports fans	27% (149)	29% (164)	21% (118)	10% (57)	8% (45)	5% (28)	561
Gen Z sports fans	25% (49)	26% (52)	20% (40)	7% (15)	4% (8)	18% (36)	200
Millennial sports fans	28% (111)	26% (102)	21% (83)	7% (28)	6% (23)	13% (51)	399
Gen X sports fans	21% (82)	23% (91)	27% (105)	10% (41)	12% (46)	7% (27)	392
Boomer sports fans	7% (32)	22% (98)	29% (129)	16% (73)	19% (83)	7% (32)	447

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

**Table MCSP6_2: Would you support or oppose MLB teams placing a sponsor's logo in each of the following places on their uniforms?
On players' caps**

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	14% (303)	20% (446)	26% (582)	11% (239)	12% (270)	16% (361)	2200
Gender: Male	14% (148)	22% (236)	25% (261)	13% (139)	16% (172)	10% (105)	1062
Gender: Female	14% (155)	18% (209)	28% (321)	9% (99)	9% (97)	23% (256)	1138
Age: 18-34	20% (129)	25% (161)	23% (148)	9% (57)	4% (27)	20% (134)	655
Age: 35-44	21% (73)	28% (99)	23% (82)	7% (26)	8% (29)	14% (49)	358
Age: 45-64	11% (80)	15% (116)	32% (239)	11% (82)	16% (122)	15% (111)	751
Age: 65+	5% (20)	16% (69)	26% (114)	17% (74)	21% (92)	15% (67)	436
GenZers: 1997-2012	19% (58)	24% (74)	22% (68)	10% (31)	3% (10)	23% (73)	314
Millennials: 1981-1996	21% (109)	26% (135)	23% (120)	7% (38)	6% (33)	17% (89)	524
GenXers: 1965-1980	17% (93)	20% (110)	28% (154)	10% (54)	12% (66)	14% (79)	557
Baby Boomers: 1946-1964	5% (38)	16% (113)	31% (219)	14% (99)	20% (139)	14% (99)	708
PID: Dem (no lean)	19% (150)	25% (201)	25% (200)	11% (90)	10% (78)	11% (85)	805
PID: Ind (no lean)	11% (74)	18% (121)	29% (198)	9% (61)	11% (78)	23% (159)	691
PID: Rep (no lean)	11% (78)	18% (124)	26% (184)	12% (88)	16% (114)	17% (117)	704
PID/Gender: Dem Men	19% (72)	31% (116)	21% (78)	14% (51)	11% (40)	5% (19)	376
PID/Gender: Dem Women	18% (79)	20% (85)	28% (122)	9% (39)	9% (38)	15% (66)	429
PID/Gender: Ind Men	13% (38)	18% (53)	26% (79)	11% (33)	17% (52)	15% (46)	299
PID/Gender: Ind Women	9% (36)	17% (68)	31% (120)	7% (28)	7% (26)	29% (113)	392
PID/Gender: Rep Men	10% (38)	17% (68)	27% (104)	14% (56)	21% (81)	10% (41)	387
PID/Gender: Rep Women	13% (40)	18% (56)	25% (80)	10% (32)	10% (33)	24% (77)	318
Ideo: Liberal (1-3)	18% (117)	24% (157)	25% (158)	11% (71)	11% (69)	11% (72)	644
Ideo: Moderate (4)	15% (84)	20% (114)	31% (179)	12% (67)	10% (60)	13% (73)	577
Ideo: Conservative (5-7)	10% (74)	18% (132)	27% (198)	13% (92)	17% (125)	16% (117)	738
Educ: < College	13% (196)	19% (291)	28% (427)	10% (146)	10% (153)	20% (299)	1512
Educ: Bachelors degree	12% (52)	23% (100)	24% (106)	14% (62)	18% (79)	10% (44)	444
Educ: Post-grad	22% (54)	22% (54)	20% (49)	12% (30)	15% (38)	8% (19)	244
Income: Under 50k	13% (161)	18% (226)	28% (346)	10% (128)	10% (125)	20% (249)	1235
Income: 50k-100k	11% (70)	22% (141)	27% (167)	10% (62)	16% (98)	15% (92)	630
Income: 100k+	21% (72)	23% (78)	21% (69)	15% (49)	14% (47)	6% (20)	335
Ethnicity: White	12% (204)	20% (341)	28% (474)	11% (197)	14% (237)	16% (268)	1722

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Table MCSP6_2: *Would you support or oppose MLB teams placing a sponsor's logo in each of the following places on their uniforms?
On players' caps*

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	14% (303)	20% (446)	26% (582)	11% (239)	12% (270)	16% (361)	2200
Ethnicity: Hispanic	20% (69)	23% (81)	24% (85)	7% (26)	7% (24)	18% (63)	349
Ethnicity: Black	24% (66)	24% (65)	20% (55)	9% (26)	5% (15)	17% (48)	274
Ethnicity: Other	16% (32)	19% (39)	26% (53)	8% (16)	9% (18)	22% (45)	204
All Christian	13% (136)	21% (220)	27% (282)	13% (137)	14% (144)	12% (124)	1045
All Non-Christian	19% (28)	22% (32)	26% (39)	12% (18)	7% (10)	14% (21)	147
Atheist	16% (15)	25% (23)	22% (21)	13% (12)	9% (8)	16% (15)	94
Agnostic/Nothing in particular	11% (62)	17% (92)	28% (155)	8% (45)	13% (72)	22% (122)	548
Something Else	17% (62)	21% (78)	23% (85)	7% (27)	10% (35)	22% (79)	367
Religious Non-Protestant/Catholic	17% (30)	23% (41)	28% (50)	11% (20)	8% (14)	12% (22)	177
Evangelical	19% (131)	22% (146)	25% (165)	11% (71)	11% (71)	13% (89)	673
Non-Evangelical	9% (64)	20% (136)	27% (189)	13% (89)	15% (105)	16% (111)	693
Community: Urban	22% (148)	26% (176)	24% (163)	8% (54)	10% (66)	11% (77)	686
Community: Suburban	11% (113)	17% (169)	28% (283)	14% (136)	13% (127)	17% (167)	994
Community: Rural	8% (42)	19% (100)	26% (136)	9% (49)	15% (76)	22% (117)	521
Employ: Private Sector	20% (120)	22% (132)	27% (167)	11% (68)	10% (62)	10% (64)	613
Employ: Government	22% (32)	22% (31)	25% (36)	10% (14)	11% (16)	10% (15)	145
Employ: Self-Employed	18% (36)	22% (45)	25% (50)	9% (18)	12% (24)	14% (28)	200
Employ: Homemaker	12% (16)	22% (29)	33% (43)	3% (4)	8% (11)	22% (29)	131
Employ: Student	14% (19)	30% (41)	19% (25)	11% (15)	5% (7)	20% (26)	134
Employ: Retired	4% (22)	14% (69)	29% (146)	16% (81)	20% (98)	17% (86)	503
Employ: Unemployed	12% (38)	23% (77)	24% (79)	9% (29)	11% (36)	22% (73)	333
Employ: Other	14% (20)	15% (21)	25% (35)	7% (10)	11% (15)	28% (40)	141
Military HH: Yes	16% (56)	18% (64)	25% (87)	12% (42)	15% (53)	13% (46)	348
Military HH: No	13% (247)	21% (382)	27% (495)	11% (197)	12% (216)	17% (316)	1852
RD/WT: Right Direction	18% (121)	23% (161)	26% (176)	9% (62)	11% (78)	13% (88)	687
RD/WT: Wrong Track	12% (182)	19% (284)	27% (406)	12% (177)	13% (191)	18% (273)	1513
Trump Job Approve	14% (125)	18% (159)	28% (254)	11% (96)	15% (135)	15% (135)	903
Trump Job Disapprove	14% (173)	23% (277)	25% (310)	12% (142)	11% (132)	15% (186)	1219

Continued on next page

Table MCSP6_2: Would you support or oppose MLB teams placing a sponsor's logo in each of the following places on their uniforms?
 On players' caps

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	14% (303)	20% (446)	26% (582)	11% (239)	12% (270)	16% (361)	2200
Trump Job Strongly Approve	15% (89)	14% (82)	27% (155)	11% (61)	18% (103)	15% (88)	577
Trump Job Somewhat Approve	11% (35)	24% (77)	30% (99)	11% (35)	10% (32)	15% (47)	326
Trump Job Somewhat Disapprove	19% (50)	29% (76)	22% (59)	9% (25)	9% (23)	12% (33)	266
Trump Job Strongly Disapprove	13% (123)	21% (201)	26% (251)	12% (117)	11% (108)	16% (153)	953
Favorable of Trump	14% (124)	18% (155)	28% (244)	11% (93)	15% (135)	14% (125)	876
Unfavorable of Trump	13% (161)	23% (275)	26% (312)	12% (143)	11% (133)	15% (184)	1209
Very Favorable of Trump	14% (81)	14% (79)	27% (149)	12% (67)	18% (101)	15% (83)	560
Somewhat Favorable of Trump	14% (43)	24% (75)	30% (95)	8% (26)	11% (34)	13% (42)	316
Somewhat Unfavorable of Trump	15% (34)	27% (63)	24% (57)	15% (35)	8% (18)	12% (27)	235
Very Unfavorable of Trump	13% (126)	22% (212)	26% (256)	11% (108)	12% (115)	16% (157)	974
#1 Issue: Economy	16% (122)	20% (158)	26% (201)	12% (92)	12% (92)	15% (118)	783
#1 Issue: Security	13% (31)	17% (41)	24% (58)	11% (27)	16% (39)	18% (42)	237
#1 Issue: Health Care	15% (59)	22% (90)	22% (91)	12% (49)	11% (46)	18% (72)	406
#1 Issue: Medicare / Social Security	7% (21)	19% (60)	35% (110)	10% (31)	15% (47)	14% (44)	313
#1 Issue: Women's Issues	14% (17)	26% (31)	29% (35)	7% (8)	6% (8)	17% (21)	120
#1 Issue: Education	22% (24)	24% (26)	23% (25)	6% (7)	7% (7)	18% (19)	108
#1 Issue: Energy	20% (16)	25% (20)	21% (17)	9% (8)	11% (9)	14% (11)	80
#1 Issue: Other	8% (13)	14% (21)	30% (45)	12% (18)	14% (21)	22% (34)	152
2018 House Vote: Democrat	18% (127)	22% (161)	24% (177)	12% (90)	13% (94)	11% (76)	727
2018 House Vote: Republican	11% (69)	18% (108)	26% (160)	13% (77)	20% (121)	13% (81)	616
2018 House Vote: Someone else	10% (6)	20% (11)	24% (14)	6% (3)	17% (10)	22% (12)	57
2016 Vote: Hillary Clinton	17% (113)	22% (149)	26% (175)	12% (83)	12% (84)	12% (79)	683
2016 Vote: Donald Trump	11% (76)	19% (126)	25% (169)	13% (86)	20% (133)	13% (87)	677
2016 Vote: Other	5% (5)	17% (17)	24% (24)	14% (14)	17% (17)	22% (22)	100
2016 Vote: Didn't Vote	15% (108)	21% (153)	29% (213)	8% (56)	5% (35)	23% (173)	737
Voted in 2014: Yes	13% (163)	19% (239)	26% (318)	12% (153)	17% (212)	12% (148)	1233
Voted in 2014: No	14% (140)	21% (206)	27% (264)	9% (85)	6% (57)	22% (214)	967

Continued on next page

Table MCSP6_2: Would you support or oppose MLB teams placing a sponsor's logo in each of the following places on their uniforms?
On players' caps

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	14% (303)	20% (446)	26% (582)	11% (239)	12% (270)	16% (361)	2200
2012 Vote: Barack Obama	17% (140)	21% (178)	26% (217)	12% (101)	13% (105)	11% (89)	830
2012 Vote: Mitt Romney	6% (29)	14% (66)	28% (133)	14% (67)	22% (106)	15% (73)	475
2012 Vote: Other	4% (2)	12% (7)	23% (12)	9% (5)	30% (17)	23% (12)	55
2012 Vote: Didn't Vote	16% (132)	23% (195)	26% (219)	8% (66)	5% (42)	22% (187)	840
4-Region: Northeast	17% (68)	21% (81)	27% (106)	12% (45)	9% (37)	14% (56)	394
4-Region: Midwest	9% (40)	21% (96)	30% (141)	11% (50)	14% (63)	15% (72)	462
4-Region: South	16% (131)	18% (147)	25% (204)	10% (85)	12% (100)	19% (157)	824
4-Region: West	12% (64)	23% (121)	25% (131)	11% (58)	13% (70)	15% (77)	520
Sports fans	17% (249)	22% (337)	25% (380)	12% (186)	13% (187)	11% (158)	1497
Avid sports fans	25% (126)	24% (124)	14% (71)	15% (76)	14% (73)	8% (38)	507
Casual sports fans	12% (123)	22% (213)	31% (309)	11% (110)	12% (115)	12% (120)	991
NBA fans	21% (228)	25% (278)	24% (269)	12% (129)	9% (98)	10% (110)	1113
Avid NBA fans	27% (107)	23% (91)	21% (82)	12% (47)	7% (29)	10% (39)	393
NFL fans	18% (253)	23% (336)	25% (356)	12% (177)	12% (177)	10% (139)	1438
Avid NFL fans	22% (138)	21% (133)	23% (145)	13% (85)	14% (90)	8% (49)	640
NHL fans	18% (157)	25% (217)	25% (209)	11% (97)	13% (109)	8% (65)	854
Avid NHL fans	26% (62)	25% (61)	17% (40)	13% (32)	13% (32)	7% (16)	242
MLB fans	17% (203)	22% (260)	26% (308)	13% (152)	15% (176)	7% (79)	1178
Avid MLB fans	21% (92)	24% (101)	18% (75)	13% (54)	21% (91)	4% (16)	429
MLS fans	25% (145)	27% (159)	22% (125)	9% (55)	9% (50)	8% (46)	580
Avid MLS fans	38% (60)	27% (43)	14% (22)	6% (10)	6% (10)	9% (14)	159
Motorsports fans	21% (179)	24% (208)	26% (224)	10% (84)	11% (98)	9% (78)	871
Avid motorsports fans	30% (69)	25% (59)	23% (52)	8% (19)	9% (21)	5% (12)	231
Sports fans ages 18-34	23% (106)	24% (113)	21% (99)	10% (48)	5% (21)	17% (79)	466
Sports fans ages 35-44	25% (66)	33% (85)	22% (57)	6% (17)	8% (21)	6% (17)	261
Sports fans ages 45-64	13% (64)	17% (86)	31% (155)	14% (68)	18% (88)	8% (38)	499
Sports fans ages 65+	5% (13)	20% (53)	26% (70)	20% (54)	21% (57)	9% (25)	271
Sports fans income less than 50K	17% (126)	20% (152)	27% (205)	12% (90)	10% (76)	15% (113)	762
Sports fans income 50K-100K	13% (59)	25% (116)	26% (123)	12% (54)	17% (78)	8% (35)	466

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Table MCSP6_2: Would you support or oppose MLB teams placing a sponsor's logo in each of the following places on their uniforms?
On players' caps

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	14% (303)	20% (446)	26% (582)	11% (239)	12% (270)	16% (361)	2200
Sports fans income more than 100K	24% (63)	25% (68)	19% (51)	16% (42)	13% (34)	4% (10)	269
Republican sports fans	12% (60)	20% (97)	25% (119)	15% (73)	18% (86)	10% (49)	484
Democratic sports fans	24% (133)	27% (152)	22% (126)	13% (71)	9% (48)	5% (31)	561
Gen Z sports fans	22% (44)	23% (47)	19% (38)	13% (26)	4% (8)	19% (37)	200
Millennial sports fans	24% (96)	27% (109)	22% (89)	7% (28)	6% (24)	13% (51)	399
Gen X sports fans	20% (78)	22% (88)	27% (104)	11% (44)	13% (49)	7% (29)	392
Boomer sports fans	6% (29)	19% (83)	31% (140)	17% (76)	20% (88)	7% (31)	447

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

**Table MCSP6_3: Would you support or oppose MLB teams placing a sponsor's logo in each of the following places on their uniforms?
On players' batting helmets**

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	14% (317)	19% (407)	27% (590)	11% (252)	12% (267)	17% (366)	2200
Gender: Male	15% (156)	20% (214)	24% (258)	14% (148)	16% (170)	11% (115)	1062
Gender: Female	14% (162)	17% (193)	29% (332)	9% (104)	8% (96)	22% (251)	1138
Age: 18-34	20% (133)	22% (145)	24% (155)	9% (62)	4% (24)	21% (137)	655
Age: 35-44	23% (82)	23% (81)	25% (90)	8% (30)	8% (28)	13% (47)	358
Age: 45-64	11% (83)	15% (114)	31% (234)	12% (88)	16% (122)	15% (110)	751
Age: 65+	5% (20)	16% (68)	25% (111)	17% (72)	21% (92)	17% (73)	436
GenZers: 1997-2012	21% (65)	18% (57)	25% (79)	10% (32)	3% (10)	22% (71)	314
Millennials: 1981-1996	22% (116)	24% (127)	21% (111)	9% (50)	5% (28)	18% (92)	524
GenXers: 1965-1980	17% (95)	18% (100)	29% (163)	10% (58)	12% (66)	13% (74)	557
Baby Boomers: 1946-1964	5% (36)	16% (113)	31% (216)	14% (97)	20% (142)	15% (104)	708
PID: Dem (no lean)	19% (150)	22% (175)	29% (231)	11% (86)	10% (78)	10% (84)	805
PID: Ind (no lean)	12% (83)	16% (108)	28% (190)	10% (70)	11% (79)	23% (162)	691
PID: Rep (no lean)	12% (84)	18% (125)	24% (169)	14% (96)	16% (110)	17% (120)	704
PID/Gender: Dem Men	19% (70)	25% (94)	25% (94)	15% (56)	10% (39)	6% (23)	376
PID/Gender: Dem Women	19% (80)	19% (81)	32% (137)	7% (31)	9% (40)	14% (61)	429
PID/Gender: Ind Men	14% (42)	16% (49)	24% (72)	11% (33)	18% (53)	17% (50)	299
PID/Gender: Ind Women	10% (41)	15% (59)	30% (118)	9% (37)	7% (26)	29% (112)	392
PID/Gender: Rep Men	11% (44)	18% (71)	24% (92)	16% (60)	20% (78)	11% (42)	387
PID/Gender: Rep Women	13% (41)	17% (53)	24% (78)	11% (36)	10% (31)	25% (78)	318
Ideo: Liberal (1-3)	21% (134)	20% (131)	25% (159)	12% (79)	10% (67)	11% (73)	644
Ideo: Moderate (4)	13% (78)	19% (107)	34% (195)	11% (64)	11% (61)	13% (73)	577
Ideo: Conservative (5-7)	10% (74)	18% (136)	25% (185)	12% (90)	18% (131)	16% (120)	738
Educ: < College	14% (207)	17% (262)	28% (431)	10% (153)	10% (156)	20% (302)	1512
Educ: Bachelors degree	13% (56)	20% (87)	24% (108)	16% (70)	17% (77)	10% (45)	444
Educ: Post-grad	22% (54)	24% (57)	21% (52)	12% (29)	14% (34)	7% (18)	244
Income: Under 50k	13% (165)	17% (209)	29% (354)	10% (128)	10% (129)	20% (251)	1235
Income: 50k-100k	12% (77)	20% (128)	26% (163)	12% (76)	15% (92)	15% (94)	630
Income: 100k+	23% (76)	21% (71)	22% (74)	14% (48)	14% (46)	6% (21)	335
Ethnicity: White	12% (213)	18% (317)	28% (478)	12% (211)	13% (232)	16% (271)	1722

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**Table MCSP6_3: Would you support or oppose MLB teams placing a sponsor's logo in each of the following places on their uniforms?
 On players' batting helmets**

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	14% (317)	19% (407)	27% (590)	11% (252)	12% (267)	17% (366)	2200
Ethnicity: Hispanic	21% (73)	19% (65)	28% (97)	9% (32)	7% (23)	17% (60)	349
Ethnicity: Black	25% (67)	20% (54)	23% (63)	8% (22)	7% (19)	18% (49)	274
Ethnicity: Other	18% (37)	18% (36)	24% (50)	9% (19)	8% (17)	22% (45)	204
All Christian	15% (154)	19% (198)	27% (280)	13% (140)	14% (148)	12% (125)	1045
All Non-Christian	14% (21)	23% (34)	29% (43)	12% (18)	6% (8)	16% (23)	147
Atheist	17% (16)	21% (20)	24% (23)	10% (10)	12% (12)	15% (14)	94
Agnostic/Nothing in particular	12% (63)	15% (83)	29% (158)	9% (49)	13% (70)	23% (124)	548
Something Else	17% (63)	20% (73)	24% (86)	10% (35)	8% (29)	22% (80)	367
Religious Non-Protestant/Catholic	13% (24)	23% (40)	31% (55)	11% (20)	7% (13)	14% (25)	177
Evangelical	21% (145)	20% (137)	23% (157)	11% (73)	11% (72)	13% (89)	673
Non-Evangelical	9% (66)	18% (125)	28% (195)	14% (97)	14% (100)	16% (111)	693
Community: Urban	23% (161)	22% (152)	25% (169)	9% (61)	10% (65)	11% (78)	686
Community: Suburban	11% (108)	17% (168)	29% (292)	14% (137)	12% (120)	17% (168)	994
Community: Rural	9% (48)	17% (88)	25% (130)	10% (54)	16% (81)	23% (120)	521
Employ: Private Sector	20% (125)	19% (116)	28% (172)	11% (66)	11% (67)	11% (67)	613
Employ: Government	22% (32)	24% (35)	25% (36)	13% (19)	6% (9)	9% (13)	145
Employ: Self-Employed	16% (33)	21% (42)	29% (58)	8% (16)	12% (24)	14% (28)	200
Employ: Homemaker	15% (20)	20% (26)	31% (41)	3% (4)	10% (13)	21% (27)	131
Employ: Student	15% (20)	21% (28)	30% (40)	9% (12)	7% (9)	19% (25)	134
Employ: Retired	4% (21)	14% (70)	29% (145)	16% (79)	19% (95)	18% (92)	503
Employ: Unemployed	14% (48)	21% (69)	19% (64)	13% (44)	10% (35)	22% (73)	333
Employ: Other	13% (18)	15% (21)	25% (35)	8% (11)	10% (15)	29% (40)	141
Military HH: Yes	17% (59)	16% (54)	24% (83)	14% (49)	16% (57)	13% (47)	348
Military HH: No	14% (258)	19% (353)	27% (508)	11% (203)	11% (210)	17% (319)	1852
RD/WT: Right Direction	18% (121)	21% (147)	26% (177)	10% (72)	12% (83)	13% (88)	687
RD/WT: Wrong Track	13% (196)	17% (261)	27% (414)	12% (180)	12% (184)	18% (278)	1513
Trump Job Approve	13% (120)	16% (145)	28% (251)	13% (114)	15% (133)	15% (139)	903
Trump Job Disapprove	16% (191)	21% (253)	26% (322)	11% (138)	11% (131)	15% (184)	1219

Continued on next page

**Table MCSP6_3: Would you support or oppose MLB teams placing a sponsor's logo in each of the following places on their uniforms?
On players' batting helmets**

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	14% (317)	19% (407)	27% (590)	11% (252)	12% (267)	17% (366)	2200
Trump Job Strongly Approve	14% (79)	14% (80)	26% (150)	13% (74)	18% (102)	16% (92)	577
Trump Job Somewhat Approve	13% (41)	20% (65)	31% (101)	12% (40)	10% (31)	15% (47)	326
Trump Job Somewhat Disapprove	19% (51)	25% (67)	26% (70)	8% (22)	9% (23)	12% (33)	266
Trump Job Strongly Disapprove	15% (140)	19% (186)	26% (252)	12% (116)	11% (108)	16% (151)	953
Favorable of Trump	15% (128)	16% (142)	27% (238)	12% (106)	15% (135)	14% (126)	876
Unfavorable of Trump	15% (179)	20% (245)	27% (329)	12% (141)	11% (132)	15% (183)	1209
Very Favorable of Trump	14% (80)	13% (76)	25% (142)	14% (79)	18% (100)	15% (84)	560
Somewhat Favorable of Trump	15% (48)	21% (67)	30% (95)	9% (27)	11% (36)	14% (43)	316
Somewhat Unfavorable of Trump	14% (32)	27% (64)	24% (57)	13% (31)	9% (22)	12% (29)	235
Very Unfavorable of Trump	15% (147)	19% (181)	28% (272)	11% (109)	11% (110)	16% (155)	974
#1 Issue: Economy	16% (128)	18% (139)	26% (206)	13% (101)	12% (92)	15% (117)	783
#1 Issue: Security	14% (32)	16% (37)	26% (62)	12% (28)	15% (36)	18% (42)	237
#1 Issue: Health Care	15% (61)	21% (84)	23% (95)	12% (48)	12% (49)	17% (70)	406
#1 Issue: Medicare / Social Security	7% (23)	19% (58)	33% (105)	11% (34)	15% (48)	14% (45)	313
#1 Issue: Women's Issues	18% (22)	23% (28)	28% (34)	8% (10)	5% (6)	18% (21)	120
#1 Issue: Education	22% (24)	18% (20)	26% (28)	5% (5)	9% (10)	20% (21)	108
#1 Issue: Energy	16% (13)	24% (19)	21% (17)	10% (8)	9% (7)	19% (16)	80
#1 Issue: Other	9% (14)	15% (23)	29% (44)	12% (18)	12% (19)	22% (34)	152
2018 House Vote: Democrat	18% (130)	21% (153)	26% (186)	13% (92)	13% (91)	10% (74)	727
2018 House Vote: Republican	11% (69)	16% (101)	25% (156)	14% (85)	20% (121)	14% (85)	616
2018 House Vote: Someone else	10% (6)	18% (10)	27% (15)	8% (5)	15% (9)	22% (12)	57
2016 Vote: Hillary Clinton	17% (115)	20% (136)	27% (183)	13% (87)	12% (83)	12% (79)	683
2016 Vote: Donald Trump	12% (80)	19% (126)	24% (162)	13% (85)	20% (136)	13% (88)	677
2016 Vote: Other	6% (6)	18% (18)	24% (24)	13% (13)	16% (16)	23% (23)	100
2016 Vote: Didn't Vote	16% (116)	17% (127)	30% (220)	9% (67)	4% (32)	24% (176)	737
Voted in 2014: Yes	13% (159)	19% (231)	26% (318)	13% (159)	17% (214)	12% (152)	1233
Voted in 2014: No	16% (159)	18% (176)	28% (272)	10% (93)	5% (53)	22% (214)	967

Continued on next page

**Table MCSP6_3: Would you support or oppose MLB teams placing a sponsor's logo in each of the following places on their uniforms?
On players' batting helmets**

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	14% (317)	19% (407)	27% (590)	11% (252)	12% (267)	17% (366)	2200
2012 Vote: Barack Obama	17% (141)	20% (167)	27% (227)	12% (97)	13% (110)	11% (87)	830
2012 Vote: Mitt Romney	5% (26)	14% (67)	27% (130)	15% (70)	22% (103)	17% (79)	475
2012 Vote: Other	4% (2)	14% (8)	22% (12)	8% (4)	33% (18)	20% (11)	55
2012 Vote: Didn't Vote	18% (148)	20% (165)	26% (221)	10% (81)	4% (35)	23% (190)	840
4-Region: Northeast	18% (69)	20% (79)	28% (111)	11% (42)	10% (38)	14% (54)	394
4-Region: Midwest	10% (45)	18% (85)	30% (139)	12% (56)	14% (65)	15% (72)	462
4-Region: South	17% (138)	17% (138)	25% (207)	10% (82)	12% (102)	19% (158)	824
4-Region: West	13% (66)	20% (105)	25% (132)	14% (72)	12% (62)	16% (83)	520
Sports fans	17% (259)	21% (312)	25% (380)	13% (196)	12% (186)	11% (164)	1497
Avid sports fans	26% (130)	24% (121)	16% (81)	14% (69)	14% (70)	7% (36)	507
Casual sports fans	13% (130)	19% (191)	30% (299)	13% (127)	12% (116)	13% (128)	991
NBA fans	22% (245)	21% (239)	25% (276)	13% (143)	9% (95)	10% (114)	1113
Avid NBA fans	30% (116)	19% (76)	22% (87)	11% (44)	9% (33)	9% (37)	393
NFL fans	18% (265)	21% (303)	25% (362)	13% (190)	12% (174)	10% (143)	1438
Avid NFL fans	23% (147)	20% (130)	22% (139)	14% (89)	14% (86)	8% (48)	640
NHL fans	20% (167)	23% (199)	25% (211)	12% (106)	12% (103)	8% (68)	854
Avid NHL fans	29% (71)	21% (51)	20% (47)	13% (30)	11% (27)	6% (15)	242
MLB fans	19% (218)	20% (236)	26% (305)	14% (166)	15% (173)	7% (80)	1178
Avid MLB fans	22% (95)	20% (87)	19% (81)	15% (64)	20% (85)	4% (17)	429
MLS fans	28% (161)	25% (145)	19% (110)	13% (73)	8% (44)	8% (46)	580
Avid MLS fans	43% (68)	24% (38)	9% (14)	9% (14)	5% (8)	10% (16)	159
Motorsports fans	21% (187)	23% (196)	24% (207)	11% (98)	11% (100)	10% (84)	871
Avid motorsports fans	33% (76)	21% (48)	22% (52)	9% (21)	10% (23)	5% (12)	231
Sports fans ages 18-34	23% (107)	24% (110)	22% (100)	10% (49)	4% (18)	18% (82)	466
Sports fans ages 35-44	27% (71)	26% (68)	25% (66)	7% (19)	9% (22)	6% (15)	261
Sports fans ages 45-64	14% (68)	17% (84)	29% (146)	15% (77)	17% (87)	7% (37)	499
Sports fans ages 65+	5% (13)	18% (50)	25% (68)	19% (52)	22% (59)	11% (30)	271
Sports fans income less than 50K	17% (128)	19% (142)	27% (207)	12% (90)	10% (78)	15% (117)	762
Sports fans income 50K-100K	14% (63)	23% (109)	26% (119)	14% (64)	16% (75)	8% (36)	466

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Table MCSP6_3: *Would you support or oppose MLB teams placing a sponsor's logo in each of the following places on their uniforms?
On players' batting helmets*

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	14% (317)	19% (407)	27% (590)	11% (252)	12% (267)	17% (366)	2200
Sports fans income more than 100K	25% (68)	23% (61)	20% (54)	16% (43)	12% (33)	4% (11)	269
Republican sports fans	14% (66)	20% (98)	23% (110)	16% (76)	17% (83)	10% (50)	484
Democratic sports fans	24% (134)	24% (134)	25% (143)	13% (72)	9% (49)	5% (29)	561
Gen Z sports fans	25% (49)	19% (38)	21% (42)	12% (23)	4% (9)	19% (38)	200
Millennial sports fans	24% (98)	27% (108)	21% (84)	9% (37)	5% (21)	13% (52)	399
Gen X sports fans	21% (82)	20% (79)	27% (108)	13% (50)	12% (48)	6% (25)	392
Boomer sports fans	6% (27)	18% (83)	31% (137)	17% (74)	20% (90)	8% (36)	447

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

**Table MCSP7_1: Would you support or oppose NHL teams placing a sponsor's logo in each of the following places on their uniforms?
On players' jerseys**

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	16% (360)	20% (450)	26% (572)	9% (190)	11% (235)	18% (392)	2200
Gender: Male	17% (183)	22% (235)	25% (270)	10% (111)	13% (136)	12% (127)	1062
Gender: Female	16% (178)	19% (215)	26% (301)	7% (79)	9% (99)	23% (266)	1138
Age: 18-34	24% (155)	23% (150)	22% (143)	7% (44)	4% (27)	21% (136)	655
Age: 35-44	25% (90)	27% (96)	23% (81)	5% (18)	5% (19)	15% (53)	358
Age: 45-64	12% (92)	16% (123)	31% (232)	10% (72)	14% (104)	17% (128)	751
Age: 65+	5% (23)	19% (82)	26% (115)	13% (56)	20% (85)	17% (75)	436
GenZers: 1997-2012	21% (66)	24% (75)	19% (59)	8% (25)	4% (11)	25% (78)	314
Millennials: 1981-1996	28% (144)	23% (122)	22% (117)	5% (29)	4% (23)	17% (90)	524
GenXers: 1965-1980	19% (105)	20% (111)	27% (153)	8% (47)	10% (57)	15% (83)	557
Baby Boomers: 1946-1964	6% (40)	18% (129)	31% (219)	11% (80)	17% (122)	17% (119)	708
PID: Dem (no lean)	22% (177)	24% (190)	27% (216)	8% (62)	8% (67)	12% (93)	805
PID: Ind (no lean)	13% (92)	17% (118)	27% (189)	8% (58)	10% (67)	24% (168)	691
PID: Rep (no lean)	13% (92)	20% (143)	24% (167)	10% (70)	14% (101)	19% (131)	704
PID/Gender: Dem Men	25% (93)	26% (97)	24% (90)	11% (41)	8% (30)	7% (25)	376
PID/Gender: Dem Women	19% (83)	22% (93)	29% (125)	5% (21)	9% (37)	16% (69)	429
PID/Gender: Ind Men	13% (39)	21% (62)	27% (81)	9% (27)	14% (42)	17% (49)	299
PID/Gender: Ind Women	14% (53)	14% (55)	28% (108)	8% (32)	6% (25)	30% (118)	392
PID/Gender: Rep Men	13% (51)	20% (77)	26% (99)	11% (43)	17% (64)	14% (52)	387
PID/Gender: Rep Women	13% (41)	21% (67)	21% (68)	8% (27)	12% (37)	25% (79)	318
Ideo: Liberal (1-3)	23% (151)	21% (135)	25% (162)	8% (50)	9% (61)	13% (85)	644
Ideo: Moderate (4)	15% (86)	22% (129)	32% (185)	8% (45)	8% (48)	15% (84)	577
Ideo: Conservative (5-7)	12% (86)	20% (151)	24% (176)	11% (82)	16% (117)	17% (126)	738
Educ: < College	16% (236)	19% (285)	28% (422)	8% (118)	9% (136)	21% (316)	1512
Educ: Bachelors degree	13% (59)	25% (113)	23% (101)	11% (49)	15% (65)	13% (57)	444
Educ: Post-grad	27% (65)	22% (53)	20% (49)	10% (24)	14% (34)	8% (19)	244
Income: Under 50k	15% (182)	18% (227)	29% (356)	8% (105)	9% (109)	21% (256)	1235
Income: 50k-100k	15% (92)	23% (145)	24% (148)	7% (46)	14% (88)	18% (111)	630
Income: 100k+	26% (86)	23% (78)	20% (67)	12% (39)	12% (39)	8% (26)	335
Ethnicity: White	15% (252)	19% (334)	27% (461)	10% (170)	12% (206)	17% (299)	1722

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**Table MCSP7_1: Would you support or oppose NHL teams placing a sponsor's logo in each of the following places on their uniforms?
On players' jerseys**

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	16% (360)	20% (450)	26% (572)	9% (190)	11% (235)	18% (392)	2200
Ethnicity: Hispanic	29% (100)	19% (67)	21% (74)	7% (25)	5% (18)	19% (66)	349
Ethnicity: Black	24% (67)	27% (74)	23% (64)	2% (7)	6% (17)	17% (45)	274
Ethnicity: Other	20% (41)	21% (42)	23% (46)	7% (14)	6% (12)	24% (48)	204
All Christian	16% (165)	22% (229)	26% (277)	9% (96)	13% (135)	14% (144)	1045
All Non-Christian	24% (35)	27% (40)	19% (28)	10% (15)	6% (9)	14% (21)	147
Atheist	16% (15)	24% (22)	23% (21)	15% (14)	8% (8)	14% (13)	94
Agnostic/Nothing in particular	13% (70)	16% (86)	28% (155)	8% (43)	10% (57)	25% (137)	548
Something Else	21% (76)	20% (73)	25% (91)	6% (23)	7% (26)	21% (77)	367
Religious Non-Protestant/Catholic	20% (36)	29% (50)	20% (35)	10% (18)	8% (13)	14% (24)	177
Evangelical	22% (151)	23% (153)	25% (171)	7% (45)	9% (62)	14% (91)	673
Non-Evangelical	12% (84)	20% (136)	27% (187)	10% (69)	14% (94)	18% (124)	693
Community: Urban	26% (178)	24% (167)	24% (165)	5% (37)	8% (55)	12% (85)	686
Community: Suburban	12% (123)	18% (179)	28% (281)	11% (114)	11% (107)	19% (189)	994
Community: Rural	11% (60)	20% (104)	24% (126)	8% (39)	14% (73)	23% (118)	521
Employ: Private Sector	22% (135)	21% (128)	26% (161)	9% (56)	9% (56)	13% (78)	613
Employ: Government	31% (45)	20% (29)	26% (37)	6% (9)	8% (12)	9% (13)	145
Employ: Self-Employed	24% (47)	22% (44)	22% (44)	8% (17)	9% (18)	15% (31)	200
Employ: Homemaker	17% (22)	18% (24)	32% (42)	4% (6)	7% (9)	22% (29)	131
Employ: Student	12% (16)	34% (45)	20% (27)	8% (11)	8% (11)	18% (24)	134
Employ: Retired	5% (24)	17% (84)	29% (145)	12% (62)	17% (85)	20% (102)	503
Employ: Unemployed	16% (54)	22% (74)	24% (79)	6% (20)	10% (32)	22% (74)	333
Employ: Other	12% (17)	17% (23)	26% (37)	7% (10)	9% (12)	29% (41)	141
Military HH: Yes	18% (61)	22% (77)	26% (91)	8% (29)	13% (45)	13% (46)	348
Military HH: No	16% (299)	20% (374)	26% (481)	9% (161)	10% (190)	19% (347)	1852
RD/WT: Right Direction	22% (151)	23% (156)	23% (161)	8% (52)	11% (75)	13% (92)	687
RD/WT: Wrong Track	14% (209)	19% (294)	27% (410)	9% (138)	11% (160)	20% (301)	1513
Trump Job Approve	17% (154)	19% (168)	26% (236)	9% (79)	13% (120)	16% (145)	903
Trump Job Disapprove	16% (201)	23% (278)	26% (311)	9% (111)	9% (112)	17% (207)	1219

Continued on next page

**Table MCSP7_1: Would you support or oppose NHL teams placing a sponsor's logo in each of the following places on their uniforms?
On players' jerseys**

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	16% (360)	20% (450)	26% (572)	9% (190)	11% (235)	18% (392)	2200
Trump Job Strongly Approve	17% (96)	17% (97)	24% (136)	10% (56)	16% (94)	17% (97)	577
Trump Job Somewhat Approve	18% (58)	22% (71)	31% (100)	7% (24)	8% (26)	15% (47)	326
Trump Job Somewhat Disapprove	20% (53)	27% (72)	22% (58)	10% (27)	7% (20)	14% (36)	266
Trump Job Strongly Disapprove	16% (148)	22% (206)	27% (253)	9% (84)	10% (92)	18% (170)	953
Favorable of Trump	17% (145)	20% (176)	25% (221)	9% (79)	14% (123)	15% (133)	876
Unfavorable of Trump	16% (199)	21% (259)	27% (325)	9% (107)	9% (110)	17% (209)	1209
Very Favorable of Trump	16% (88)	17% (98)	23% (129)	10% (58)	17% (95)	17% (93)	560
Somewhat Favorable of Trump	18% (57)	25% (78)	29% (92)	7% (21)	9% (28)	13% (40)	316
Somewhat Unfavorable of Trump	21% (49)	24% (57)	24% (56)	9% (22)	7% (16)	15% (35)	235
Very Unfavorable of Trump	15% (151)	21% (202)	28% (268)	9% (85)	10% (95)	18% (173)	974
#1 Issue: Economy	17% (133)	21% (167)	25% (199)	9% (70)	11% (83)	17% (131)	783
#1 Issue: Security	18% (42)	16% (39)	24% (56)	10% (23)	16% (37)	17% (40)	237
#1 Issue: Health Care	17% (68)	21% (87)	23% (95)	9% (35)	10% (41)	20% (80)	406
#1 Issue: Medicare / Social Security	9% (27)	22% (70)	34% (106)	8% (24)	12% (36)	16% (50)	313
#1 Issue: Women's Issues	17% (21)	27% (32)	27% (33)	5% (6)	6% (7)	18% (21)	120
#1 Issue: Education	34% (37)	23% (25)	14% (15)	6% (6)	3% (4)	19% (21)	108
#1 Issue: Energy	22% (17)	14% (11)	28% (22)	12% (10)	8% (7)	16% (13)	80
#1 Issue: Other	10% (15)	13% (19)	30% (46)	11% (16)	13% (20)	24% (36)	152
2018 House Vote: Democrat	21% (150)	21% (153)	26% (186)	9% (67)	10% (76)	13% (94)	727
2018 House Vote: Republican	13% (77)	20% (126)	26% (159)	9% (54)	17% (108)	15% (92)	616
2018 House Vote: Someone else	6% (3)	17% (10)	28% (16)	9% (5)	16% (9)	24% (14)	57
2016 Vote: Hillary Clinton	19% (132)	21% (147)	27% (186)	9% (60)	10% (69)	13% (90)	683
2016 Vote: Donald Trump	15% (100)	20% (137)	24% (160)	8% (57)	18% (121)	15% (101)	677
2016 Vote: Other	7% (7)	8% (8)	34% (34)	14% (14)	13% (13)	24% (24)	100
2016 Vote: Didn't Vote	16% (121)	21% (158)	26% (192)	8% (59)	4% (31)	24% (176)	737
Voted in 2014: Yes	15% (184)	19% (237)	27% (333)	9% (112)	15% (190)	14% (178)	1233
Voted in 2014: No	18% (176)	22% (214)	25% (239)	8% (79)	5% (45)	22% (215)	967

Continued on next page

**Table MCSP7_1: Would you support or oppose NHL teams placing a sponsor's logo in each of the following places on their uniforms?
On players' jerseys**

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	16% (360)	20% (450)	26% (572)	9% (190)	11% (235)	18% (392)	2200
2012 Vote: Barack Obama	20% (167)	21% (171)	27% (223)	9% (75)	11% (88)	13% (106)	830
2012 Vote: Mitt Romney	7% (33)	16% (75)	28% (134)	10% (48)	20% (97)	18% (87)	475
2012 Vote: Other	2% (1)	13% (7)	28% (15)	12% (6)	24% (13)	21% (12)	55
2012 Vote: Didn't Vote	19% (159)	23% (196)	24% (199)	7% (60)	4% (38)	22% (188)	840
4-Region: Northeast	18% (71)	23% (92)	27% (106)	9% (35)	9% (36)	14% (54)	394
4-Region: Midwest	10% (44)	22% (102)	31% (143)	8% (36)	12% (55)	18% (82)	462
4-Region: South	18% (149)	19% (158)	24% (199)	7% (60)	11% (92)	20% (166)	824
4-Region: West	18% (96)	19% (98)	24% (124)	11% (59)	10% (52)	17% (91)	520
Sports fans	20% (304)	23% (348)	25% (379)	9% (131)	11% (158)	12% (176)	1497
Avid sports fans	30% (152)	26% (132)	16% (82)	8% (40)	10% (51)	10% (50)	507
Casual sports fans	15% (152)	22% (216)	30% (298)	9% (91)	11% (107)	13% (127)	991
NBA fans	24% (264)	25% (283)	25% (273)	8% (90)	7% (80)	11% (123)	1113
Avid NBA fans	36% (140)	25% (99)	18% (69)	4% (16)	7% (26)	11% (43)	393
NFL fans	21% (301)	24% (349)	25% (358)	8% (120)	11% (152)	11% (158)	1438
Avid NFL fans	27% (171)	23% (146)	22% (142)	9% (59)	10% (64)	9% (58)	640
NHL fans	22% (184)	27% (229)	23% (196)	10% (83)	12% (99)	7% (63)	854
Avid NHL fans	30% (73)	28% (67)	16% (38)	10% (24)	10% (25)	6% (15)	242
MLB fans	20% (237)	22% (262)	26% (305)	10% (113)	12% (144)	10% (116)	1178
Avid MLB fans	23% (100)	26% (113)	16% (70)	10% (44)	15% (63)	9% (40)	429
MLS fans	29% (170)	29% (170)	19% (111)	8% (44)	7% (42)	7% (42)	580
Avid MLS fans	42% (67)	27% (43)	16% (26)	4% (7)	3% (5)	7% (11)	159
Motorsports fans	24% (209)	24% (207)	25% (220)	7% (62)	10% (90)	10% (83)	871
Avid motorsports fans	34% (79)	27% (62)	21% (48)	4% (10)	7% (17)	6% (14)	231
Sports fans ages 18-34	28% (132)	24% (112)	22% (102)	5% (24)	4% (19)	16% (77)	466
Sports fans ages 35-44	30% (79)	31% (80)	22% (57)	5% (12)	6% (15)	7% (19)	261
Sports fans ages 45-64	16% (78)	18% (92)	31% (152)	11% (57)	14% (69)	10% (51)	499
Sports fans ages 65+	6% (15)	24% (64)	25% (69)	14% (39)	20% (55)	11% (30)	271
Sports fans income less than 50K	19% (144)	21% (162)	29% (222)	8% (61)	8% (63)	14% (110)	762
Sports fans income 50K-100K	17% (79)	26% (120)	23% (109)	8% (37)	15% (69)	11% (51)	466

Continued on next page

Table MCSP7_1: *Would you support or oppose NHL teams placing a sponsor's logo in each of the following places on their uniforms?
 On players' jerseys*

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	16% (360)	20% (450)	26% (572)	9% (190)	11% (235)	18% (392)	2200
Sports fans income more than 100K	30% (81)	25% (66)	18% (48)	13% (34)	10% (26)	6% (15)	269
Republican sports fans	16% (78)	23% (112)	23% (110)	10% (50)	15% (75)	12% (60)	484
Democratic sports fans	29% (161)	25% (143)	24% (137)	8% (46)	7% (40)	6% (34)	561
Gen Z sports fans	27% (54)	26% (52)	20% (40)	5% (9)	4% (8)	19% (37)	200
Millennial sports fans	31% (124)	25% (101)	21% (86)	5% (20)	4% (17)	13% (51)	399
Gen X sports fans	24% (92)	22% (86)	27% (104)	9% (36)	11% (43)	8% (31)	392
Boomer sports fans	7% (31)	23% (101)	31% (141)	13% (58)	16% (72)	10% (44)	447

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

**Table MCSP7_2: Would you support or oppose NHL teams placing a sponsor's logo in each of the following places on their uniforms?
On players' helmets**

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	14% (301)	19% (412)	27% (596)	10% (226)	12% (265)	18% (400)	2200
Gender: Male	14% (151)	19% (200)	26% (271)	14% (146)	16% (166)	12% (128)	1062
Gender: Female	13% (149)	19% (212)	29% (325)	7% (81)	9% (99)	24% (272)	1138
Age: 18-34	18% (119)	23% (149)	25% (161)	8% (51)	5% (35)	21% (140)	655
Age: 35-44	22% (79)	26% (93)	22% (78)	7% (25)	9% (33)	14% (50)	358
Age: 45-64	11% (83)	14% (107)	32% (244)	11% (83)	14% (105)	17% (128)	751
Age: 65+	5% (20)	14% (62)	26% (113)	16% (68)	21% (92)	19% (82)	436
GenZers: 1997-2012	17% (54)	18% (58)	24% (75)	10% (31)	5% (16)	26% (81)	314
Millennials: 1981-1996	21% (110)	26% (137)	22% (117)	6% (32)	8% (40)	17% (89)	524
GenXers: 1965-1980	17% (97)	18% (101)	28% (157)	11% (59)	10% (58)	15% (84)	557
Baby Boomers: 1946-1964	5% (36)	15% (107)	31% (223)	13% (92)	18% (127)	17% (123)	708
PID: Dem (no lean)	19% (150)	22% (181)	27% (220)	11% (85)	9% (71)	12% (97)	805
PID: Ind (no lean)	12% (80)	16% (109)	28% (191)	8% (58)	12% (85)	24% (168)	691
PID: Rep (no lean)	10% (71)	17% (122)	26% (184)	12% (83)	15% (109)	19% (136)	704
PID/Gender: Dem Men	19% (73)	25% (94)	22% (84)	17% (62)	10% (36)	7% (27)	376
PID/Gender: Dem Women	18% (76)	20% (87)	32% (136)	5% (23)	8% (35)	16% (70)	429
PID/Gender: Ind Men	14% (42)	15% (45)	27% (80)	10% (29)	18% (54)	17% (50)	299
PID/Gender: Ind Women	10% (38)	16% (64)	28% (112)	7% (29)	8% (31)	30% (118)	392
PID/Gender: Rep Men	9% (36)	16% (61)	28% (107)	14% (55)	20% (76)	13% (52)	387
PID/Gender: Rep Women	11% (35)	19% (61)	24% (77)	9% (28)	10% (33)	26% (84)	318
Ideo: Liberal (1-3)	19% (121)	20% (129)	27% (173)	10% (63)	11% (69)	14% (87)	644
Ideo: Moderate (4)	13% (73)	19% (112)	33% (190)	10% (55)	11% (63)	15% (84)	577
Ideo: Conservative (5-7)	10% (73)	18% (136)	26% (189)	12% (88)	17% (122)	18% (130)	738
Educ: < College	13% (192)	17% (263)	29% (441)	9% (136)	10% (156)	21% (324)	1512
Educ: Bachelors degree	12% (51)	22% (98)	24% (105)	14% (61)	17% (74)	12% (54)	444
Educ: Post-grad	24% (58)	21% (51)	20% (50)	12% (29)	14% (34)	9% (22)	244
Income: Under 50k	13% (155)	17% (207)	30% (369)	10% (123)	10% (122)	21% (260)	1235
Income: 50k-100k	11% (69)	22% (136)	25% (155)	9% (58)	15% (97)	18% (115)	630
Income: 100k+	23% (77)	21% (69)	22% (72)	14% (45)	14% (46)	8% (26)	335
Ethnicity: White	12% (206)	18% (311)	28% (477)	12% (202)	13% (224)	18% (302)	1722

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Table MCSP7_2: *Would you support or oppose NHL teams placing a sponsor's logo in each of the following places on their uniforms?
 On players' helmets*

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	14% (301)	19% (412)	27% (596)	10% (226)	12% (265)	18% (400)	2200
Ethnicity: Hispanic	19% (66)	23% (80)	21% (74)	8% (30)	9% (30)	20% (69)	349
Ethnicity: Black	22% (60)	23% (63)	25% (69)	4% (11)	7% (19)	19% (52)	274
Ethnicity: Other	17% (35)	19% (38)	24% (50)	6% (13)	11% (22)	23% (47)	204
All Christian	14% (145)	20% (207)	26% (276)	12% (123)	14% (147)	14% (146)	1045
All Non-Christian	17% (25)	26% (38)	23% (34)	11% (17)	7% (10)	15% (23)	147
Atheist	12% (11)	20% (19)	28% (26)	13% (13)	13% (12)	14% (13)	94
Agnostic/Nothing in particular	11% (61)	15% (82)	30% (163)	8% (44)	11% (61)	25% (137)	548
Something Else	16% (58)	18% (66)	26% (97)	8% (30)	9% (34)	22% (82)	367
Religious Non-Protestant/Catholic	15% (27)	26% (46)	26% (45)	11% (19)	8% (15)	14% (25)	177
Evangelical	19% (130)	20% (138)	26% (176)	9% (63)	10% (70)	14% (97)	673
Non-Evangelical	10% (67)	18% (126)	26% (183)	12% (84)	15% (107)	18% (126)	693
Community: Urban	22% (153)	24% (163)	24% (165)	8% (55)	9% (62)	13% (88)	686
Community: Suburban	10% (102)	18% (178)	29% (285)	12% (117)	12% (117)	19% (193)	994
Community: Rural	9% (45)	14% (70)	28% (146)	11% (55)	16% (85)	23% (119)	521
Employ: Private Sector	19% (119)	20% (120)	28% (171)	9% (57)	12% (72)	12% (75)	613
Employ: Government	19% (28)	23% (34)	26% (38)	12% (17)	9% (13)	10% (15)	145
Employ: Self-Employed	18% (36)	22% (45)	24% (48)	8% (16)	12% (23)	16% (31)	200
Employ: Homemaker	14% (19)	20% (27)	31% (41)	3% (4)	8% (10)	24% (31)	131
Employ: Student	13% (17)	23% (31)	24% (32)	16% (21)	6% (8)	19% (25)	134
Employ: Retired	5% (25)	13% (66)	28% (139)	15% (75)	18% (89)	21% (108)	503
Employ: Unemployed	12% (39)	21% (70)	27% (89)	8% (25)	11% (36)	22% (74)	333
Employ: Other	12% (17)	14% (20)	27% (38)	8% (11)	10% (14)	29% (41)	141
Military HH: Yes	16% (54)	18% (63)	24% (82)	10% (35)	18% (62)	15% (52)	348
Military HH: No	13% (246)	19% (349)	28% (513)	10% (192)	11% (203)	19% (348)	1852
RD/WT: Right Direction	16% (111)	24% (168)	25% (169)	9% (64)	12% (80)	14% (96)	687
RD/WT: Wrong Track	13% (190)	16% (244)	28% (427)	11% (163)	12% (185)	20% (305)	1513
Trump Job Approve	12% (110)	18% (165)	27% (248)	10% (94)	15% (136)	17% (151)	903
Trump Job Disapprove	15% (185)	20% (238)	27% (328)	11% (132)	10% (126)	17% (208)	1219

Continued on next page

**Table MCSP7_2: Would you support or oppose NHL teams placing a sponsor's logo in each of the following places on their uniforms?
On players' helmets**

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	14% (301)	19% (412)	27% (596)	10% (226)	12% (265)	18% (400)	2200
Trump Job Strongly Approve	13% (76)	15% (87)	25% (146)	11% (62)	18% (102)	18% (104)	577
Trump Job Somewhat Approve	11% (34)	24% (78)	31% (102)	10% (32)	10% (33)	14% (46)	326
Trump Job Somewhat Disapprove	20% (53)	24% (63)	25% (65)	8% (21)	10% (26)	14% (36)	266
Trump Job Strongly Disapprove	14% (132)	18% (175)	28% (263)	12% (111)	11% (100)	18% (172)	953
Favorable of Trump	13% (118)	19% (167)	27% (233)	10% (89)	15% (135)	15% (134)	876
Unfavorable of Trump	14% (175)	18% (218)	28% (340)	11% (132)	11% (130)	18% (213)	1209
Very Favorable of Trump	14% (77)	15% (83)	25% (141)	12% (66)	17% (98)	17% (94)	560
Somewhat Favorable of Trump	13% (40)	27% (85)	29% (92)	7% (23)	12% (37)	12% (39)	316
Somewhat Unfavorable of Trump	16% (37)	23% (54)	26% (61)	10% (24)	10% (23)	15% (36)	235
Very Unfavorable of Trump	14% (138)	17% (164)	29% (279)	11% (109)	11% (107)	18% (177)	974
#1 Issue: Economy	15% (120)	22% (168)	25% (192)	9% (73)	12% (95)	17% (134)	783
#1 Issue: Security	14% (34)	12% (28)	27% (63)	10% (24)	19% (46)	18% (43)	237
#1 Issue: Health Care	15% (61)	19% (76)	26% (107)	11% (44)	10% (40)	19% (78)	406
#1 Issue: Medicare / Social Security	7% (21)	18% (56)	33% (104)	12% (39)	13% (40)	17% (52)	313
#1 Issue: Women's Issues	17% (20)	18% (22)	35% (42)	9% (11)	5% (6)	17% (20)	120
#1 Issue: Education	16% (17)	30% (32)	19% (20)	7% (7)	9% (10)	20% (21)	108
#1 Issue: Energy	18% (14)	19% (15)	22% (18)	14% (11)	9% (7)	18% (14)	80
#1 Issue: Other	9% (13)	10% (15)	32% (49)	11% (17)	14% (21)	25% (38)	152
2018 House Vote: Democrat	18% (133)	20% (147)	25% (179)	12% (87)	12% (84)	13% (97)	727
2018 House Vote: Republican	11% (67)	19% (114)	25% (156)	10% (63)	20% (120)	15% (95)	616
2018 House Vote: Someone else	14% (8)	14% (8)	29% (16)	3% (2)	18% (10)	22% (12)	57
2016 Vote: Hillary Clinton	18% (121)	19% (128)	27% (187)	12% (79)	11% (76)	14% (93)	683
2016 Vote: Donald Trump	11% (75)	20% (136)	24% (161)	10% (66)	20% (134)	15% (105)	677
2016 Vote: Other	5% (5)	12% (12)	34% (34)	11% (11)	14% (14)	24% (24)	100
2016 Vote: Didn't Vote	13% (99)	18% (135)	29% (214)	10% (71)	6% (41)	24% (178)	737
Voted in 2014: Yes	13% (163)	18% (224)	27% (327)	11% (133)	17% (205)	15% (181)	1233
Voted in 2014: No	14% (137)	19% (188)	28% (269)	10% (93)	6% (60)	23% (219)	967

Continued on next page

Table MCSP7_2: *Would you support or oppose NHL teams placing a sponsor's logo in each of the following places on their uniforms?
 On players' helmets*

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	14% (301)	19% (412)	27% (596)	10% (226)	12% (265)	18% (400)	2200
2012 Vote: Barack Obama	18% (146)	19% (160)	28% (228)	11% (93)	11% (95)	13% (108)	830
2012 Vote: Mitt Romney	6% (27)	14% (67)	28% (133)	11% (52)	22% (105)	19% (90)	475
2012 Vote: Other	4% (2)	12% (7)	29% (16)	9% (5)	26% (14)	21% (12)	55
2012 Vote: Didn't Vote	15% (125)	21% (178)	26% (218)	9% (77)	6% (51)	23% (191)	840
4-Region: Northeast	17% (68)	21% (83)	26% (103)	11% (42)	11% (43)	14% (54)	394
4-Region: Midwest	8% (36)	20% (91)	31% (142)	10% (48)	13% (61)	18% (85)	462
4-Region: South	16% (132)	15% (126)	27% (226)	9% (77)	11% (94)	21% (171)	824
4-Region: West	13% (65)	22% (112)	24% (126)	12% (60)	13% (67)	17% (90)	520
Sports fans	17% (249)	21% (319)	27% (399)	11% (167)	12% (180)	12% (184)	1497
Avid sports fans	24% (123)	25% (128)	18% (92)	10% (48)	13% (66)	10% (49)	507
Casual sports fans	13% (126)	19% (191)	31% (307)	12% (118)	11% (114)	14% (135)	991
NBA fans	21% (231)	24% (262)	25% (281)	11% (119)	8% (92)	11% (128)	1113
Avid NBA fans	29% (114)	25% (98)	21% (83)	7% (27)	8% (31)	10% (40)	393
NFL fans	17% (251)	23% (324)	26% (373)	11% (156)	12% (171)	11% (165)	1438
Avid NFL fans	21% (135)	23% (145)	23% (145)	11% (72)	13% (82)	10% (61)	640
NHL fans	19% (159)	26% (221)	23% (197)	11% (96)	14% (119)	7% (61)	854
Avid NHL fans	28% (68)	28% (67)	14% (35)	10% (25)	14% (34)	6% (14)	242
MLB fans	17% (205)	21% (246)	27% (313)	11% (131)	14% (167)	10% (116)	1178
Avid MLB fans	19% (82)	25% (109)	18% (76)	11% (46)	18% (78)	9% (37)	429
MLS fans	26% (149)	27% (157)	20% (115)	10% (59)	10% (60)	7% (40)	580
Avid MLS fans	39% (63)	27% (43)	15% (23)	5% (9)	7% (12)	6% (10)	159
Motorsports fans	21% (184)	24% (208)	25% (219)	9% (79)	11% (98)	10% (84)	871
Avid motorsports fans	30% (70)	27% (62)	22% (50)	7% (17)	8% (18)	6% (14)	231
Sports fans ages 18-34	22% (101)	24% (114)	23% (107)	8% (37)	5% (23)	18% (84)	466
Sports fans ages 35-44	26% (67)	30% (78)	23% (59)	7% (18)	9% (24)	6% (15)	261
Sports fans ages 45-64	14% (69)	16% (79)	33% (164)	13% (64)	15% (72)	10% (50)	499
Sports fans ages 65+	4% (11)	18% (48)	25% (69)	17% (47)	22% (61)	13% (35)	271
Sports fans income less than 50K	16% (122)	19% (146)	30% (226)	10% (79)	9% (71)	15% (117)	762
Sports fans income 50K-100K	12% (57)	25% (114)	25% (116)	10% (49)	17% (78)	11% (51)	466

Continued on next page

Table MCSP7_2: *Would you support or oppose NHL teams placing a sponsor's logo in each of the following places on their uniforms?
On players' helmets*

Demographic	Strongly support		Somewhat support		Neither support nor oppose		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	14%	(301)	19%	(412)	27%	(596)	10%	(226)	12%	(265)	18%	(400)	2200
Sports fans income more than 100K	26%	(70)	22%	(59)	21%	(56)	15%	(40)	11%	(31)	6%	(15)	269
Republican sports fans	12%	(58)	20%	(95)	26%	(125)	13%	(64)	16%	(79)	13%	(61)	484
Democratic sports fans	24%	(132)	25%	(142)	25%	(142)	11%	(64)	8%	(45)	6%	(36)	561
Gen Z sports fans	20%	(40)	21%	(42)	22%	(44)	11%	(22)	5%	(9)	21%	(43)	200
Millennial sports fans	24%	(97)	28%	(111)	22%	(89)	6%	(23)	7%	(29)	12%	(49)	399
Gen X sports fans	21%	(84)	20%	(78)	28%	(109)	12%	(49)	11%	(42)	8%	(31)	392
Boomer sports fans	6%	(27)	18%	(81)	33%	(148)	14%	(63)	18%	(79)	11%	(49)	447

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

**Table MCSP8_1: Would you support or oppose NFL teams placing a sponsor's logo in each of the following places on their uniforms?
On players' jerseys**

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	16% (360)	20% (445)	26% (573)	9% (206)	12% (267)	16% (349)	2200
Gender: Male	17% (181)	21% (224)	25% (269)	11% (120)	16% (165)	10% (103)	1062
Gender: Female	16% (180)	19% (221)	27% (305)	8% (86)	9% (101)	22% (246)	1138
Age: 18-34	23% (150)	24% (160)	23% (151)	8% (51)	4% (29)	18% (116)	655
Age: 35-44	26% (92)	25% (90)	25% (88)	5% (17)	6% (22)	14% (50)	358
Age: 45-64	13% (95)	16% (120)	29% (219)	11% (81)	16% (121)	15% (115)	751
Age: 65+	6% (24)	17% (75)	27% (116)	13% (57)	22% (95)	16% (69)	436
GenZers: 1997-2012	23% (73)	20% (64)	24% (74)	8% (24)	3% (10)	22% (68)	314
Millennials: 1981-1996	24% (127)	28% (148)	21% (109)	7% (37)	5% (27)	15% (76)	524
GenXers: 1965-1980	20% (109)	17% (97)	28% (155)	9% (48)	12% (69)	14% (79)	557
Baby Boomers: 1946-1964	6% (45)	18% (125)	30% (209)	13% (91)	19% (133)	15% (105)	708
PID: Dem (no lean)	23% (184)	23% (187)	25% (200)	10% (80)	9% (70)	10% (83)	805
PID: Ind (no lean)	14% (94)	19% (131)	26% (183)	8% (52)	11% (76)	22% (154)	691
PID: Rep (no lean)	12% (82)	18% (126)	27% (190)	11% (74)	17% (120)	16% (112)	704
PID/Gender: Dem Men	25% (95)	25% (94)	22% (83)	13% (47)	9% (35)	6% (22)	376
PID/Gender: Dem Women	21% (89)	22% (93)	27% (118)	8% (33)	8% (36)	14% (61)	429
PID/Gender: Ind Men	15% (44)	21% (62)	26% (78)	9% (27)	16% (48)	13% (40)	299
PID/Gender: Ind Women	13% (50)	18% (69)	27% (105)	6% (25)	7% (29)	29% (114)	392
PID/Gender: Rep Men	11% (41)	18% (68)	28% (108)	12% (46)	21% (83)	11% (41)	387
PID/Gender: Rep Women	13% (41)	18% (58)	26% (83)	9% (28)	12% (37)	22% (71)	318
Ideo: Liberal (1-3)	23% (150)	21% (133)	25% (162)	10% (61)	10% (64)	11% (72)	644
Ideo: Moderate (4)	16% (91)	24% (137)	30% (173)	9% (52)	10% (58)	11% (66)	577
Ideo: Conservative (5-7)	10% (75)	19% (138)	26% (188)	12% (86)	18% (136)	15% (114)	738
Educ: < College	15% (233)	19% (290)	27% (415)	8% (126)	11% (163)	19% (284)	1512
Educ: Bachelors degree	14% (60)	24% (106)	25% (109)	13% (56)	15% (69)	10% (44)	444
Educ: Post-grad	27% (67)	20% (49)	20% (49)	10% (24)	14% (34)	8% (20)	244
Income: Under 50k	15% (191)	19% (232)	27% (339)	9% (115)	10% (124)	19% (234)	1235
Income: 50k-100k	14% (85)	23% (142)	27% (167)	8% (51)	15% (94)	14% (91)	630
Income: 100k+	25% (84)	21% (70)	20% (67)	12% (40)	15% (49)	7% (24)	335
Ethnicity: White	14% (236)	20% (339)	28% (474)	10% (168)	14% (238)	15% (266)	1722

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**Table MCSP8_1: Would you support or oppose NFL teams placing a sponsor's logo in each of the following places on their uniforms?
On players' jerseys**

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	16% (360)	20% (445)	26% (573)	9% (206)	12% (267)	16% (349)	2200
Ethnicity: Hispanic	25% (86)	22% (75)	24% (84)	6% (20)	7% (25)	17% (59)	349
Ethnicity: Black	31% (86)	23% (62)	18% (50)	8% (23)	6% (17)	13% (36)	274
Ethnicity: Other	19% (38)	21% (43)	24% (50)	7% (15)	6% (12)	23% (46)	204
All Christian	16% (163)	21% (216)	27% (280)	11% (111)	14% (151)	12% (124)	1045
All Non-Christian	23% (33)	26% (38)	20% (30)	10% (14)	8% (11)	14% (21)	147
Atheist	15% (14)	21% (20)	22% (21)	18% (17)	7% (7)	16% (15)	94
Agnostic/Nothing in particular	13% (70)	17% (91)	30% (165)	7% (37)	12% (68)	21% (116)	548
Something Else	22% (80)	22% (80)	21% (78)	7% (27)	8% (30)	20% (72)	367
Religious Non-Protestant/Catholic	20% (36)	25% (44)	23% (41)	10% (18)	9% (16)	13% (23)	177
Evangelical	22% (149)	23% (153)	24% (159)	9% (58)	10% (70)	12% (84)	673
Non-Evangelical	13% (87)	19% (133)	26% (183)	11% (77)	15% (105)	16% (108)	693
Community: Urban	25% (168)	24% (167)	23% (160)	8% (53)	9% (64)	11% (73)	686
Community: Suburban	13% (130)	18% (178)	29% (288)	11% (108)	12% (123)	17% (166)	994
Community: Rural	12% (63)	19% (100)	24% (125)	9% (45)	15% (79)	21% (109)	521
Employ: Private Sector	23% (144)	20% (120)	26% (160)	9% (57)	11% (65)	11% (68)	613
Employ: Government	25% (37)	19% (27)	29% (43)	7% (11)	11% (15)	9% (12)	145
Employ: Self-Employed	21% (42)	27% (53)	23% (46)	7% (15)	11% (22)	11% (23)	200
Employ: Homemaker	14% (18)	19% (26)	31% (41)	8% (11)	6% (8)	21% (27)	131
Employ: Student	19% (25)	31% (41)	21% (28)	9% (11)	5% (7)	17% (22)	134
Employ: Retired	5% (27)	15% (76)	29% (148)	13% (63)	20% (99)	18% (90)	503
Employ: Unemployed	14% (48)	22% (74)	22% (73)	9% (30)	11% (37)	21% (71)	333
Employ: Other	14% (19)	19% (27)	26% (37)	6% (8)	9% (13)	25% (36)	141
Military HH: Yes	16% (57)	22% (75)	25% (87)	10% (34)	14% (49)	13% (46)	348
Military HH: No	16% (304)	20% (370)	26% (486)	9% (172)	12% (218)	16% (303)	1852
RD/WT: Right Direction	19% (133)	23% (155)	26% (179)	8% (55)	12% (79)	12% (85)	687
RD/WT: Wrong Track	15% (228)	19% (289)	26% (395)	10% (151)	12% (187)	17% (263)	1513
Trump Job Approve	15% (133)	18% (159)	28% (253)	9% (83)	15% (139)	15% (137)	903
Trump Job Disapprove	18% (221)	23% (279)	25% (301)	10% (122)	10% (125)	14% (171)	1219

Continued on next page

**Table MCSP8_1: Would you support or oppose NFL teams placing a sponsor's logo in each of the following places on their uniforms?
On players' jerseys**

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	16% (360)	20% (445)	26% (573)	9% (206)	12% (267)	16% (349)	2200
Trump Job Strongly Approve	15% (87)	15% (85)	27% (157)	9% (52)	18% (106)	16% (89)	577
Trump Job Somewhat Approve	14% (46)	23% (74)	29% (95)	10% (31)	10% (32)	14% (47)	326
Trump Job Somewhat Disapprove	22% (59)	27% (72)	24% (63)	9% (23)	8% (21)	11% (28)	266
Trump Job Strongly Disapprove	17% (162)	22% (207)	25% (238)	10% (99)	11% (103)	15% (143)	953
Favorable of Trump	15% (135)	18% (159)	27% (234)	10% (87)	16% (140)	14% (120)	876
Unfavorable of Trump	17% (210)	22% (271)	26% (309)	10% (117)	10% (123)	15% (180)	1209
Very Favorable of Trump	15% (84)	15% (85)	26% (143)	11% (60)	19% (107)	14% (80)	560
Somewhat Favorable of Trump	16% (51)	24% (75)	29% (91)	9% (27)	10% (33)	13% (40)	316
Somewhat Unfavorable of Trump	19% (45)	26% (61)	24% (56)	9% (21)	9% (21)	13% (31)	235
Very Unfavorable of Trump	17% (164)	21% (209)	26% (253)	10% (96)	10% (102)	15% (149)	974
#1 Issue: Economy	16% (128)	22% (173)	25% (196)	10% (78)	12% (92)	15% (115)	783
#1 Issue: Security	16% (39)	13% (30)	25% (60)	9% (20)	19% (45)	18% (43)	237
#1 Issue: Health Care	16% (65)	24% (96)	22% (91)	11% (43)	10% (42)	17% (70)	406
#1 Issue: Medicare / Social Security	10% (33)	20% (63)	32% (101)	8% (26)	14% (45)	14% (45)	313
#1 Issue: Women's Issues	19% (23)	24% (29)	28% (33)	11% (13)	4% (4)	15% (18)	120
#1 Issue: Education	29% (32)	22% (24)	24% (26)	4% (5)	7% (7)	13% (14)	108
#1 Issue: Energy	24% (19)	17% (14)	29% (23)	7% (5)	9% (7)	15% (12)	80
#1 Issue: Other	14% (22)	10% (16)	28% (43)	10% (15)	16% (24)	21% (33)	152
2018 House Vote: Democrat	21% (153)	21% (153)	25% (182)	11% (78)	12% (87)	10% (74)	727
2018 House Vote: Republican	11% (65)	20% (122)	27% (165)	10% (59)	20% (125)	13% (80)	616
2018 House Vote: Someone else	10% (6)	23% (13)	20% (11)	7% (4)	16% (9)	24% (14)	57
2016 Vote: Hillary Clinton	21% (142)	22% (152)	25% (173)	10% (67)	11% (78)	11% (72)	683
2016 Vote: Donald Trump	12% (80)	19% (131)	26% (175)	9% (62)	21% (143)	13% (87)	677
2016 Vote: Other	10% (10)	9% (9)	31% (31)	17% (17)	15% (15)	19% (19)	100
2016 Vote: Didn't Vote	17% (127)	21% (153)	26% (194)	8% (61)	4% (31)	23% (170)	737
Voted in 2014: Yes	15% (181)	20% (242)	26% (320)	10% (119)	17% (215)	13% (156)	1233
Voted in 2014: No	19% (179)	21% (203)	26% (254)	9% (87)	5% (51)	20% (193)	967

Continued on next page

**Table MCSP8_1: Would you support or oppose NFL teams placing a sponsor's logo in each of the following places on their uniforms?
On players' jerseys**

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	16% (360)	20% (445)	26% (573)	9% (206)	12% (267)	16% (349)	2200
2012 Vote: Barack Obama	21% (174)	21% (177)	25% (211)	10% (81)	11% (95)	11% (92)	830
2012 Vote: Mitt Romney	6% (30)	14% (68)	30% (141)	10% (49)	24% (115)	15% (71)	475
2012 Vote: Other	2% (1)	12% (7)	23% (13)	15% (8)	26% (14)	22% (12)	55
2012 Vote: Didn't Vote	19% (156)	23% (192)	25% (209)	8% (68)	5% (42)	21% (173)	840
4-Region: Northeast	19% (76)	20% (81)	27% (107)	9% (35)	11% (44)	13% (52)	394
4-Region: Midwest	9% (42)	22% (100)	32% (148)	10% (44)	12% (57)	15% (71)	462
4-Region: South	20% (168)	18% (149)	22% (182)	9% (71)	13% (106)	18% (148)	824
4-Region: West	14% (74)	22% (115)	26% (136)	11% (57)	12% (61)	15% (77)	520
Sports fans	21% (309)	22% (331)	25% (377)	10% (155)	12% (183)	10% (143)	1497
Avid sports fans	30% (154)	23% (118)	14% (73)	10% (53)	14% (73)	7% (35)	507
Casual sports fans	16% (154)	21% (213)	31% (305)	10% (102)	11% (110)	11% (108)	991
NBA fans	25% (280)	24% (265)	24% (268)	10% (110)	8% (90)	9% (100)	1113
Avid NBA fans	37% (147)	22% (86)	19% (74)	6% (24)	7% (28)	8% (33)	393
NFL fans	22% (312)	23% (328)	24% (343)	11% (156)	12% (179)	8% (120)	1438
Avid NFL fans	27% (170)	22% (139)	20% (129)	11% (70)	15% (95)	6% (37)	640
NHL fans	21% (175)	26% (221)	24% (205)	10% (83)	12% (106)	7% (64)	854
Avid NHL fans	30% (73)	26% (62)	15% (36)	10% (24)	13% (31)	7% (16)	242
MLB fans	21% (242)	21% (242)	26% (311)	11% (126)	14% (167)	8% (90)	1178
Avid MLB fans	24% (103)	22% (94)	17% (73)	12% (51)	19% (82)	6% (25)	429
MLS fans	30% (176)	25% (145)	22% (130)	8% (49)	7% (38)	7% (41)	580
Avid MLS fans	48% (77)	22% (34)	16% (26)	6% (10)	2% (3)	6% (9)	159
Motorsports fans	25% (216)	21% (184)	26% (230)	8% (74)	11% (99)	8% (70)	871
Avid motorsports fans	34% (78)	25% (58)	20% (46)	7% (16)	7% (15)	8% (18)	231
Sports fans ages 18-34	28% (129)	25% (117)	23% (105)	7% (31)	5% (21)	13% (63)	466
Sports fans ages 35-44	31% (81)	26% (69)	25% (65)	5% (12)	6% (17)	7% (17)	261
Sports fans ages 45-64	16% (80)	17% (85)	28% (141)	14% (67)	17% (84)	8% (41)	499
Sports fans ages 65+	7% (19)	22% (59)	24% (66)	16% (44)	22% (61)	8% (22)	271
Sports fans income less than 50K	20% (154)	21% (158)	26% (201)	11% (82)	9% (72)	12% (94)	762
Sports fans income 50K-100K	16% (75)	24% (114)	28% (128)	8% (39)	16% (74)	8% (36)	466

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Table MCSP8_1: *Would you support or oppose NFL teams placing a sponsor's logo in each of the following places on their uniforms?
 On players' jerseys*

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	16% (360)	20% (445)	26% (573)	9% (206)	12% (267)	16% (349)	2200
Sports fans income more than 100K	29% (79)	22% (60)	18% (48)	12% (33)	14% (37)	5% (13)	269
Republican sports fans	14% (69)	20% (99)	26% (128)	11% (55)	19% (91)	9% (42)	484
Democratic sports fans	30% (167)	25% (139)	22% (125)	11% (61)	8% (42)	5% (27)	561
Gen Z sports fans	28% (57)	23% (45)	22% (43)	7% (14)	4% (8)	16% (33)	200
Millennial sports fans	29% (114)	28% (113)	22% (88)	6% (22)	5% (21)	10% (40)	399
Gen X sports fans	25% (97)	18% (72)	26% (103)	10% (40)	13% (52)	7% (28)	392
Boomer sports fans	8% (35)	21% (95)	29% (132)	16% (73)	18% (80)	7% (32)	447

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

**Table MCSP8_2: Would you support or oppose NFL teams placing a sponsor's logo in each of the following places on their uniforms?
On players' helmets**

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	15% (333)	19% (420)	25% (551)	11% (235)	14% (302)	16% (358)	2200
Gender: Male	15% (160)	19% (206)	24% (251)	13% (142)	19% (197)	10% (105)	1062
Gender: Female	15% (174)	19% (214)	26% (300)	8% (93)	9% (105)	22% (253)	1138
Age: 18-34	22% (146)	24% (155)	22% (141)	10% (66)	4% (29)	18% (118)	655
Age: 35-44	22% (79)	27% (98)	22% (78)	7% (25)	8% (29)	14% (49)	358
Age: 45-64	11% (84)	15% (111)	29% (219)	11% (84)	18% (132)	16% (121)	751
Age: 65+	6% (24)	13% (57)	26% (113)	14% (60)	26% (112)	16% (71)	436
GenZers: 1997-2012	22% (70)	20% (63)	23% (71)	10% (32)	3% (10)	22% (68)	314
Millennials: 1981-1996	23% (119)	28% (145)	19% (98)	9% (49)	7% (36)	15% (77)	524
GenXers: 1965-1980	17% (94)	19% (105)	27% (152)	10% (54)	13% (71)	14% (80)	557
Baby Boomers: 1946-1964	6% (43)	14% (100)	29% (207)	12% (87)	23% (161)	15% (109)	708
PID: Dem (no lean)	20% (164)	24% (193)	24% (195)	11% (86)	10% (83)	10% (84)	805
PID: Ind (no lean)	13% (87)	16% (111)	25% (171)	10% (66)	14% (100)	23% (156)	691
PID: Rep (no lean)	12% (82)	16% (116)	26% (184)	12% (83)	17% (120)	17% (119)	704
PID/Gender: Dem Men	20% (76)	26% (98)	19% (71)	16% (60)	12% (46)	6% (23)	376
PID/Gender: Dem Women	20% (87)	22% (95)	29% (124)	6% (26)	9% (36)	14% (60)	429
PID/Gender: Ind Men	15% (44)	15% (46)	25% (74)	10% (30)	22% (67)	13% (39)	299
PID/Gender: Ind Women	11% (43)	17% (65)	25% (98)	9% (37)	8% (33)	30% (117)	392
PID/Gender: Rep Men	10% (39)	16% (62)	28% (106)	14% (53)	22% (83)	11% (43)	387
PID/Gender: Rep Women	14% (43)	17% (54)	25% (78)	10% (30)	11% (36)	24% (76)	318
Ideo: Liberal (1-3)	21% (133)	22% (143)	23% (148)	11% (69)	12% (75)	12% (76)	644
Ideo: Moderate (4)	15% (84)	20% (117)	30% (175)	11% (62)	13% (73)	11% (65)	577
Ideo: Conservative (5-7)	11% (80)	17% (124)	24% (180)	12% (90)	20% (147)	16% (118)	738
Educ: < College	15% (221)	18% (275)	26% (396)	10% (146)	12% (181)	19% (293)	1512
Educ: Bachelors degree	12% (54)	21% (91)	24% (109)	13% (59)	20% (87)	10% (44)	444
Educ: Post-grad	24% (58)	22% (54)	19% (46)	12% (30)	14% (35)	9% (21)	244
Income: Under 50k	14% (172)	18% (223)	27% (328)	11% (131)	11% (139)	20% (241)	1235
Income: 50k-100k	13% (84)	20% (123)	25% (157)	10% (60)	18% (112)	15% (93)	630
Income: 100k+	23% (77)	22% (74)	20% (66)	13% (43)	15% (51)	7% (24)	335
Ethnicity: White	13% (219)	18% (315)	26% (454)	12% (203)	15% (260)	16% (271)	1722

Continued on next page

**Table MCSP8_2: Would you support or oppose NFL teams placing a sponsor's logo in each of the following places on their uniforms?
On players' helmets**

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	15% (333)	19% (420)	25% (551)	11% (235)	14% (302)	16% (358)	2200
Ethnicity: Hispanic	21% (75)	22% (78)	22% (77)	10% (34)	8% (30)	16% (55)	349
Ethnicity: Black	28% (76)	24% (67)	19% (53)	6% (17)	6% (18)	16% (44)	274
Ethnicity: Other	19% (38)	19% (38)	22% (45)	8% (15)	12% (24)	21% (43)	204
All Christian	14% (146)	20% (205)	26% (266)	12% (125)	17% (177)	12% (126)	1045
All Non-Christian	18% (27)	27% (39)	22% (32)	12% (18)	6% (9)	14% (21)	147
Atheist	14% (13)	17% (16)	22% (21)	13% (12)	14% (14)	20% (19)	94
Agnostic/Nothing in particular	14% (75)	16% (85)	28% (153)	8% (42)	13% (73)	22% (119)	548
Something Else	19% (71)	21% (76)	21% (78)	10% (38)	8% (29)	20% (74)	367
Religious Non-Protestant/Catholic	16% (29)	28% (49)	24% (42)	12% (21)	8% (14)	12% (22)	177
Evangelical	20% (136)	22% (151)	24% (163)	9% (61)	12% (78)	13% (85)	673
Non-Evangelical	11% (79)	17% (116)	24% (170)	14% (94)	18% (123)	16% (112)	693
Community: Urban	24% (166)	24% (165)	21% (141)	8% (53)	12% (83)	11% (79)	686
Community: Suburban	12% (118)	18% (175)	28% (275)	13% (126)	13% (133)	17% (168)	994
Community: Rural	10% (50)	16% (81)	26% (136)	11% (56)	17% (86)	21% (112)	521
Employ: Private Sector	21% (130)	18% (113)	26% (159)	11% (70)	12% (72)	11% (69)	613
Employ: Government	23% (34)	21% (31)	26% (37)	8% (12)	11% (16)	11% (15)	145
Employ: Self-Employed	16% (33)	28% (56)	21% (43)	12% (25)	11% (23)	11% (22)	200
Employ: Homemaker	14% (19)	23% (31)	28% (37)	5% (7)	8% (10)	21% (27)	131
Employ: Student	19% (25)	27% (36)	24% (32)	10% (13)	6% (8)	15% (19)	134
Employ: Retired	6% (28)	12% (62)	28% (139)	13% (64)	23% (116)	18% (93)	503
Employ: Unemployed	13% (43)	21% (70)	20% (67)	10% (32)	13% (43)	24% (78)	333
Employ: Other	15% (20)	16% (22)	26% (37)	8% (12)	10% (15)	25% (35)	141
Military HH: Yes	16% (57)	16% (55)	22% (77)	12% (43)	20% (68)	14% (48)	348
Military HH: No	15% (276)	20% (365)	26% (474)	10% (192)	13% (234)	17% (310)	1852
RD/WT: Right Direction	19% (128)	21% (147)	25% (171)	9% (62)	13% (88)	13% (92)	687
RD/WT: Wrong Track	14% (205)	18% (274)	25% (381)	11% (173)	14% (214)	18% (266)	1513
Trump Job Approve	14% (123)	16% (148)	27% (248)	10% (93)	17% (150)	16% (141)	903
Trump Job Disapprove	17% (202)	21% (262)	24% (288)	12% (141)	12% (149)	14% (177)	1219

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**Table MCSP8_2: Would you support or oppose NFL teams placing a sponsor's logo in each of the following places on their uniforms?
On players' helmets**

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	15% (333)	19% (420)	25% (551)	11% (235)	14% (302)	16% (358)	2200
Trump Job Strongly Approve	15% (84)	15% (84)	25% (145)	11% (61)	19% (111)	16% (93)	577
Trump Job Somewhat Approve	12% (39)	20% (64)	32% (103)	10% (32)	12% (40)	15% (48)	326
Trump Job Somewhat Disapprove	21% (56)	26% (68)	22% (59)	11% (28)	10% (27)	11% (29)	266
Trump Job Strongly Disapprove	15% (146)	20% (194)	24% (230)	12% (113)	13% (122)	16% (148)	953
Favorable of Trump	15% (128)	17% (148)	27% (232)	10% (89)	18% (155)	14% (123)	876
Unfavorable of Trump	16% (193)	20% (247)	25% (296)	12% (141)	12% (147)	15% (184)	1209
Very Favorable of Trump	14% (81)	13% (75)	26% (143)	12% (66)	20% (110)	15% (85)	560
Somewhat Favorable of Trump	15% (47)	23% (74)	28% (89)	7% (23)	14% (45)	12% (38)	316
Somewhat Unfavorable of Trump	17% (40)	24% (57)	23% (54)	12% (28)	11% (25)	13% (30)	235
Very Unfavorable of Trump	16% (153)	20% (190)	25% (243)	12% (113)	13% (122)	16% (154)	974
#1 Issue: Economy	17% (130)	20% (155)	22% (171)	12% (91)	14% (113)	16% (123)	783
#1 Issue: Security	13% (32)	15% (34)	24% (58)	12% (29)	17% (41)	18% (42)	237
#1 Issue: Health Care	16% (67)	21% (85)	23% (93)	11% (46)	11% (46)	17% (70)	406
#1 Issue: Medicare / Social Security	7% (23)	18% (55)	34% (105)	10% (30)	17% (54)	15% (46)	313
#1 Issue: Women's Issues	18% (22)	23% (28)	31% (38)	7% (8)	5% (6)	16% (19)	120
#1 Issue: Education	25% (27)	23% (25)	23% (25)	7% (7)	9% (9)	13% (14)	108
#1 Issue: Energy	20% (16)	17% (14)	26% (21)	12% (10)	10% (8)	15% (12)	80
#1 Issue: Other	11% (17)	15% (23)	28% (42)	8% (12)	17% (25)	21% (33)	152
2018 House Vote: Democrat	19% (140)	20% (149)	24% (171)	13% (93)	13% (98)	11% (76)	727
2018 House Vote: Republican	10% (63)	17% (105)	27% (164)	10% (64)	22% (133)	14% (86)	616
2018 House Vote: Someone else	11% (6)	21% (12)	21% (12)	7% (4)	18% (10)	22% (12)	57
2016 Vote: Hillary Clinton	18% (126)	21% (145)	24% (165)	13% (87)	12% (83)	11% (78)	683
2016 Vote: Donald Trump	12% (78)	18% (119)	25% (167)	9% (64)	23% (157)	14% (91)	677
2016 Vote: Other	10% (10)	15% (15)	25% (25)	16% (16)	16% (16)	19% (19)	100
2016 Vote: Didn't Vote	16% (119)	19% (142)	26% (193)	9% (68)	6% (45)	23% (170)	737
Voted in 2014: Yes	14% (170)	18% (219)	26% (317)	11% (138)	18% (228)	13% (162)	1233
Voted in 2014: No	17% (163)	21% (201)	24% (234)	10% (97)	8% (75)	20% (196)	967

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Table MCSP8_2: Would you support or oppose NFL teams placing a sponsor's logo in each of the following places on their uniforms?
On players' helmets

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	15% (333)	19% (420)	25% (551)	11% (235)	14% (302)	16% (358)	2200
2012 Vote: Barack Obama	18% (150)	21% (171)	25% (208)	12% (99)	13% (108)	11% (95)	830
2012 Vote: Mitt Romney	7% (32)	13% (61)	29% (139)	10% (47)	25% (121)	16% (75)	475
2012 Vote: Other	4% (2)	9% (5)	21% (11)	14% (8)	30% (17)	22% (12)	55
2012 Vote: Didn't Vote	18% (149)	22% (183)	23% (192)	10% (81)	7% (57)	21% (176)	840
4-Region: Northeast	18% (71)	20% (80)	25% (98)	12% (47)	12% (47)	13% (51)	394
4-Region: Midwest	9% (41)	19% (87)	30% (141)	10% (46)	15% (70)	17% (79)	462
4-Region: South	18% (149)	17% (141)	23% (191)	10% (84)	13% (105)	19% (154)	824
4-Region: West	14% (72)	22% (112)	23% (121)	11% (59)	15% (80)	14% (75)	520
Sports fans	18% (273)	22% (324)	24% (366)	11% (171)	15% (217)	10% (147)	1497
Avid sports fans	25% (127)	23% (118)	15% (78)	12% (62)	17% (86)	7% (36)	507
Casual sports fans	15% (146)	21% (205)	29% (288)	11% (109)	13% (132)	11% (111)	991
NBA fans	23% (259)	24% (263)	23% (256)	11% (122)	10% (109)	9% (104)	1113
Avid NBA fans	30% (117)	25% (99)	22% (85)	7% (26)	9% (35)	8% (32)	393
NFL fans	19% (280)	23% (331)	23% (331)	11% (162)	15% (210)	9% (123)	1438
Avid NFL fans	23% (146)	21% (132)	20% (130)	13% (80)	18% (114)	6% (38)	640
NHL fans	19% (159)	25% (212)	24% (207)	11% (92)	14% (123)	7% (61)	854
Avid NHL fans	26% (64)	25% (60)	17% (40)	10% (25)	16% (38)	6% (15)	242
MLB fans	19% (220)	20% (236)	25% (292)	12% (146)	17% (194)	8% (90)	1178
Avid MLB fans	20% (84)	25% (108)	16% (70)	12% (51)	21% (92)	6% (24)	429
MLS fans	27% (159)	26% (148)	20% (117)	10% (58)	10% (59)	7% (39)	580
Avid MLS fans	45% (71)	30% (48)	9% (15)	6% (9)	5% (8)	5% (8)	159
Motorsports fans	22% (191)	24% (206)	24% (210)	10% (84)	13% (113)	8% (68)	871
Avid motorsports fans	29% (67)	28% (65)	19% (44)	5% (12)	10% (24)	8% (19)	231
Sports fans ages 18-34	26% (119)	25% (115)	21% (98)	10% (47)	5% (23)	14% (64)	466
Sports fans ages 35-44	26% (67)	31% (81)	23% (59)	5% (14)	9% (24)	6% (17)	261
Sports fans ages 45-64	14% (69)	17% (83)	28% (141)	13% (67)	19% (95)	9% (43)	499
Sports fans ages 65+	7% (18)	17% (45)	25% (67)	16% (44)	28% (75)	8% (22)	271
Sports fans income less than 50K	18% (138)	20% (156)	26% (197)	11% (87)	11% (84)	13% (100)	762
Sports fans income 50K-100K	14% (65)	22% (103)	26% (121)	10% (47)	21% (96)	7% (33)	466

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Table MCSP8_2: *Would you support or oppose NFL teams placing a sponsor's logo in each of the following places on their uniforms?
On players' helmets*

Demographic	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	15% (333)	19% (420)	25% (551)	11% (235)	14% (302)	16% (358)	2200
Sports fans income more than 100K	26% (70)	24% (64)	18% (48)	14% (37)	14% (37)	5% (13)	269
Republican sports fans	14% (67)	20% (96)	26% (124)	13% (62)	19% (90)	9% (45)	484
Democratic sports fans	25% (140)	26% (148)	22% (123)	12% (67)	10% (55)	5% (28)	561
Gen Z sports fans	27% (54)	21% (42)	23% (46)	9% (18)	4% (8)	16% (32)	200
Millennial sports fans	25% (100)	29% (117)	19% (75)	9% (34)	8% (30)	11% (42)	399
Gen X sports fans	20% (80)	22% (85)	26% (102)	11% (44)	14% (54)	7% (27)	392
Boomer sports fans	7% (33)	17% (74)	30% (134)	15% (65)	23% (105)	8% (36)	447

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

Table MCSP9: *If your favorite team started wearing a corporate sponsor's logo on its jerseys, would you prefer to purchase a jersey with or without that sponsor's logo on it?*

Demographic	With the sponsor's logo		Without the sponsor logo		Don't know / No opinion		Total N
Adults	21%	(468)	43%	(945)	36%	(786)	2200
Gender: Male	25%	(270)	47%	(504)	27%	(288)	1062
Gender: Female	17%	(199)	39%	(441)	44%	(498)	1138
Age: 18-34	32%	(208)	29%	(192)	39%	(256)	655
Age: 35-44	37%	(133)	35%	(126)	27%	(98)	358
Age: 45-64	13%	(95)	52%	(390)	35%	(266)	751
Age: 65+	7%	(33)	54%	(237)	38%	(167)	436
GenZers: 1997-2012	31%	(98)	24%	(75)	45%	(141)	314
Millennials: 1981-1996	36%	(190)	34%	(177)	30%	(157)	524
GenXers: 1965-1980	22%	(124)	44%	(243)	34%	(190)	557
Baby Boomers: 1946-1964	6%	(45)	57%	(404)	37%	(259)	708
PID: Dem (no lean)	28%	(223)	40%	(325)	32%	(256)	805
PID: Ind (no lean)	16%	(112)	40%	(275)	44%	(304)	691
PID: Rep (no lean)	19%	(134)	49%	(345)	32%	(226)	704
PID/Gender: Dem Men	34%	(129)	43%	(161)	23%	(86)	376
PID/Gender: Dem Women	22%	(94)	38%	(164)	40%	(171)	429
PID/Gender: Ind Men	19%	(57)	47%	(139)	34%	(103)	299
PID/Gender: Ind Women	14%	(55)	35%	(136)	51%	(201)	392
PID/Gender: Rep Men	22%	(84)	53%	(203)	26%	(100)	387
PID/Gender: Rep Women	16%	(50)	45%	(142)	40%	(126)	318
Ideo: Liberal (1-3)	28%	(177)	41%	(261)	32%	(205)	644
Ideo: Moderate (4)	19%	(111)	43%	(247)	38%	(219)	577
Ideo: Conservative (5-7)	18%	(132)	52%	(382)	30%	(224)	738
Educ: < College	17%	(264)	40%	(604)	43%	(644)	1512
Educ: Bachelors degree	23%	(100)	54%	(238)	24%	(105)	444
Educ: Post-grad	43%	(104)	42%	(102)	15%	(37)	244
Income: Under 50k	18%	(216)	38%	(467)	45%	(552)	1235
Income: 50k-100k	21%	(135)	51%	(319)	28%	(176)	630
Income: 100k+	35%	(117)	48%	(159)	18%	(59)	335
Ethnicity: White	19%	(330)	47%	(802)	34%	(590)	1722
Ethnicity: Hispanic	26%	(92)	36%	(124)	38%	(133)	349

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Table MCSP9: *If your favorite team started wearing a corporate sponsor's logo on its jerseys, would you prefer to purchase a jersey with or without that sponsor's logo on it?*

Demographic	With the sponsor's logo	Without the sponsor logo	Don't know / No opinion	Total N
Adults	21% (468)	43% (945)	36% (786)	2200
Ethnicity: Black	32% (89)	29% (80)	39% (106)	274
Ethnicity: Other	24% (49)	31% (64)	45% (91)	204
All Christian	22% (232)	49% (513)	29% (300)	1045
All Non-Christian	33% (48)	38% (56)	29% (43)	147
Atheist	13% (12)	53% (50)	34% (32)	94
Agnostic/Nothing in particular	16% (86)	36% (197)	48% (265)	548
Something Else	25% (91)	35% (130)	40% (146)	367
Religious Non-Protestant/Catholic	30% (52)	41% (73)	29% (51)	177
Evangelical	31% (207)	39% (264)	30% (202)	673
Non-Evangelical	15% (105)	51% (355)	34% (233)	693
Community: Urban	36% (245)	36% (245)	28% (195)	686
Community: Suburban	14% (140)	49% (489)	37% (365)	994
Community: Rural	16% (83)	41% (212)	43% (226)	521
Employ: Private Sector	28% (171)	45% (275)	27% (167)	613
Employ: Government	40% (58)	38% (54)	23% (33)	145
Employ: Self-Employed	33% (67)	40% (81)	26% (53)	200
Employ: Homemaker	14% (18)	39% (51)	47% (62)	131
Employ: Student	23% (31)	33% (44)	44% (59)	134
Employ: Retired	7% (35)	54% (272)	39% (195)	503
Employ: Unemployed	17% (57)	36% (121)	47% (155)	333
Employ: Other	22% (30)	33% (46)	45% (64)	141
Military HH: Yes	19% (65)	48% (166)	34% (117)	348
Military HH: No	22% (404)	42% (779)	36% (669)	1852
RD/WT: Right Direction	30% (207)	39% (268)	31% (212)	687
RD/WT: Wrong Track	17% (261)	45% (677)	38% (575)	1513
Trump Job Approve	22% (202)	44% (397)	34% (303)	903
Trump Job Disapprove	21% (253)	43% (528)	36% (437)	1219

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Table MCSP9: *If your favorite team started wearing a corporate sponsor's logo on its jerseys, would you prefer to purchase a jersey with or without that sponsor's logo on it?*

Demographic	With the sponsor's logo	Without the sponsor logo	Don't know / No opinion	Total N
Adults	21% (468)	43% (945)	36% (786)	2200
Trump Job Strongly Approve	23% (130)	44% (255)	33% (192)	577
Trump Job Somewhat Approve	22% (72)	44% (143)	34% (111)	326
Trump Job Somewhat Disapprove	32% (85)	44% (116)	24% (64)	266
Trump Job Strongly Disapprove	18% (168)	43% (412)	39% (373)	953
Favorable of Trump	22% (192)	46% (399)	32% (284)	876
Unfavorable of Trump	21% (251)	43% (515)	37% (443)	1209
Very Favorable of Trump	23% (127)	46% (259)	31% (174)	560
Somewhat Favorable of Trump	21% (65)	44% (141)	35% (110)	316
Somewhat Unfavorable of Trump	29% (68)	44% (103)	27% (64)	235
Very Unfavorable of Trump	19% (183)	42% (412)	39% (379)	974
#1 Issue: Economy	22% (173)	46% (356)	32% (254)	783
#1 Issue: Security	25% (59)	46% (108)	29% (70)	237
#1 Issue: Health Care	22% (91)	40% (164)	37% (151)	406
#1 Issue: Medicare / Social Security	12% (37)	51% (158)	38% (117)	313
#1 Issue: Women's Issues	24% (29)	31% (37)	45% (54)	120
#1 Issue: Education	38% (41)	32% (34)	30% (33)	108
#1 Issue: Energy	29% (23)	33% (26)	38% (31)	80
#1 Issue: Other	10% (15)	40% (61)	50% (76)	152
2018 House Vote: Democrat	24% (177)	46% (331)	30% (219)	727
2018 House Vote: Republican	18% (112)	52% (322)	30% (182)	616
2018 House Vote: Someone else	18% (10)	47% (27)	35% (20)	57
2016 Vote: Hillary Clinton	23% (158)	45% (305)	32% (221)	683
2016 Vote: Donald Trump	18% (124)	52% (353)	30% (200)	677
2016 Vote: Other	12% (12)	54% (54)	34% (34)	100
2016 Vote: Didn't Vote	24% (174)	31% (231)	45% (332)	737
Voted in 2014: Yes	20% (247)	50% (614)	30% (373)	1233
Voted in 2014: No	23% (222)	34% (331)	43% (414)	967

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Table MCSP9: *If your favorite team started wearing a corporate sponsor's logo on its jerseys, would you prefer to purchase a jersey with or without that sponsor's logo on it?*

Demographic	With the sponsor's logo	Without the sponsor logo	Don't know / No opinion	Total N
Adults	21% (468)	43% (945)	36% (786)	2200
2012 Vote: Barack Obama	25% (206)	44% (366)	31% (257)	830
2012 Vote: Mitt Romney	12% (58)	59% (278)	29% (139)	475
2012 Vote: Other	2% (1)	59% (32)	40% (22)	55
2012 Vote: Didn't Vote	24% (203)	32% (269)	44% (368)	840
4-Region: Northeast	31% (120)	38% (148)	32% (125)	394
4-Region: Midwest	13% (58)	49% (226)	39% (178)	462
4-Region: South	21% (177)	41% (339)	37% (309)	824
4-Region: West	22% (114)	45% (232)	34% (175)	520
Sports fans	26% (384)	47% (710)	27% (404)	1497
Avid sports fans	35% (177)	45% (226)	20% (103)	507
Casual sports fans	21% (207)	49% (484)	30% (300)	991
NBA fans	32% (353)	40% (445)	28% (315)	1113
Avid NBA fans	47% (183)	33% (132)	20% (78)	393
NFL fans	26% (376)	47% (680)	27% (382)	1438
Avid NFL fans	30% (191)	50% (317)	21% (133)	640
NHL fans	30% (258)	47% (403)	23% (194)	854
Avid NHL fans	38% (91)	48% (117)	14% (34)	242
MLB fans	25% (300)	49% (580)	25% (297)	1178
Avid MLB fans	28% (119)	58% (249)	14% (61)	429
MLS fans	40% (230)	39% (225)	22% (125)	580
Avid MLS fans	61% (96)	26% (42)	13% (20)	159
Motorsports fans	33% (291)	42% (365)	25% (215)	871
Avid motorsports fans	47% (109)	31% (71)	22% (51)	231
Sports fans ages 18-34	37% (171)	31% (143)	33% (152)	466
Sports fans ages 35-44	43% (111)	37% (97)	20% (53)	261
Sports fans ages 45-64	16% (78)	60% (299)	24% (121)	499
Sports fans ages 65+	9% (23)	63% (170)	29% (77)	271
Sports fans income less than 50K	21% (164)	43% (328)	35% (270)	762
Sports fans income 50K-100K	25% (115)	55% (257)	20% (94)	466
Sports fans income more than 100K	39% (105)	46% (124)	15% (40)	269

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Table MCSP9: *If your favorite team started wearing a corporate sponsor's logo on its jerseys, would you prefer to purchase a jersey with or without that sponsor's logo on it?*

Demographic	With the sponsor's logo		Without the sponsor logo		Don't know / No opinion		Total N
Adults	21%	(468)	43%	(945)	36%	(786)	2200
Republican sports fans	23%	(112)	55%	(265)	22%	(107)	484
Democratic sports fans	34%	(188)	42%	(237)	24%	(136)	561
Gen Z sports fans	37%	(74)	24%	(49)	39%	(78)	200
Millennial sports fans	41%	(162)	35%	(140)	24%	(96)	399
Gen X sports fans	27%	(105)	49%	(191)	24%	(96)	392
Boomer sports fans	8%	(35)	66%	(295)	26%	(118)	447

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

Table MCSPdem1_1: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

Sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	23%	(507)	45%	(991)	32%	(703)	2200
Gender: Male	37%	(394)	45%	(477)	18%	(191)	1062
Gender: Female	10%	(113)	45%	(514)	45%	(511)	1138
Age: 18-34	22%	(144)	49%	(322)	29%	(189)	655
Age: 35-44	33%	(118)	40%	(143)	27%	(96)	358
Age: 45-64	23%	(171)	44%	(328)	34%	(252)	751
Age: 65+	17%	(73)	45%	(198)	38%	(165)	436
GenZers: 1997-2012	15%	(48)	48%	(152)	36%	(114)	314
Millennials: 1981-1996	30%	(155)	46%	(244)	24%	(126)	524
GenXers: 1965-1980	31%	(170)	40%	(222)	30%	(164)	557
Baby Boomers: 1946-1964	16%	(111)	48%	(337)	37%	(261)	708
PID: Dem (no lean)	27%	(218)	43%	(344)	30%	(243)	805
PID: Ind (no lean)	18%	(124)	48%	(328)	35%	(239)	691
PID: Rep (no lean)	23%	(165)	45%	(319)	31%	(221)	704
PID/Gender: Dem Men	45%	(169)	38%	(144)	17%	(64)	376
PID/Gender: Dem Women	11%	(49)	47%	(200)	42%	(180)	429
PID/Gender: Ind Men	30%	(90)	49%	(146)	21%	(63)	299
PID/Gender: Ind Women	9%	(35)	46%	(182)	45%	(175)	392
PID/Gender: Rep Men	35%	(136)	48%	(187)	17%	(64)	387
PID/Gender: Rep Women	9%	(29)	42%	(132)	49%	(156)	318
Ideo: Liberal (1-3)	27%	(174)	42%	(272)	31%	(198)	644
Ideo: Moderate (4)	23%	(134)	46%	(264)	31%	(178)	577
Ideo: Conservative (5-7)	23%	(169)	46%	(340)	31%	(229)	738
Educ: < College	19%	(283)	45%	(679)	36%	(550)	1512
Educ: Bachelors degree	29%	(128)	48%	(215)	23%	(101)	444
Educ: Post-grad	39%	(96)	40%	(97)	21%	(51)	244
Income: Under 50k	18%	(217)	44%	(545)	38%	(473)	1235
Income: 50k-100k	27%	(169)	47%	(297)	26%	(164)	630
Income: 100k+	36%	(121)	44%	(148)	20%	(66)	335
Ethnicity: White	22%	(385)	44%	(757)	34%	(579)	1722
Ethnicity: Hispanic	24%	(83)	49%	(172)	27%	(94)	349
Ethnicity: Black	30%	(83)	48%	(133)	21%	(58)	274

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Table MCSPdem1_1: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?
 Sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	23%	(507)	45%	(991)	32%	(703)	2200
Ethnicity: Other	19%	(38)	49%	(101)	32%	(65)	204
All Christian	25%	(262)	45%	(472)	30%	(310)	1045
All Non-Christian	39%	(57)	39%	(58)	22%	(32)	147
Atheist	15%	(14)	40%	(38)	45%	(42)	94
Agnostic/Nothing in particular	19%	(102)	46%	(252)	36%	(194)	548
Something Else	20%	(72)	47%	(171)	34%	(124)	367
Religious Non-Protestant/Catholic	34%	(60)	43%	(76)	23%	(41)	177
Evangelical	27%	(184)	42%	(284)	30%	(205)	673
Non-Evangelical	21%	(143)	48%	(332)	32%	(218)	693
Community: Urban	34%	(230)	43%	(291)	24%	(164)	686
Community: Suburban	19%	(188)	47%	(472)	34%	(334)	994
Community: Rural	17%	(89)	44%	(227)	39%	(204)	521
Employ: Private Sector	32%	(199)	44%	(272)	23%	(143)	613
Employ: Government	34%	(49)	44%	(64)	22%	(32)	145
Employ: Self-Employed	27%	(54)	38%	(77)	35%	(69)	200
Employ: Homemaker	9%	(12)	32%	(43)	58%	(76)	131
Employ: Student	19%	(26)	49%	(65)	32%	(43)	134
Employ: Retired	14%	(71)	47%	(237)	39%	(195)	503
Employ: Unemployed	18%	(61)	51%	(168)	31%	(104)	333
Employ: Other	25%	(35)	46%	(65)	29%	(41)	141
Military HH: Yes	27%	(94)	47%	(164)	26%	(90)	348
Military HH: No	22%	(412)	45%	(827)	33%	(613)	1852
RD/WT: Right Direction	28%	(191)	46%	(318)	26%	(178)	687
RD/WT: Wrong Track	21%	(316)	44%	(673)	35%	(525)	1513
Trump Job Approve	25%	(222)	46%	(416)	29%	(265)	903
Trump Job Disapprove	22%	(274)	44%	(535)	34%	(410)	1219
Trump Job Strongly Approve	26%	(148)	44%	(252)	31%	(177)	577
Trump Job Somewhat Approve	23%	(74)	50%	(163)	27%	(88)	326
Trump Job Somewhat Disapprove	24%	(63)	52%	(138)	24%	(65)	266
Trump Job Strongly Disapprove	22%	(211)	42%	(398)	36%	(345)	953

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Table MCSPdem1_1: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

Sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	23%	(507)	45%	(991)	32%	(703)	2200
Favorable of Trump	26%	(228)	45%	(393)	29%	(255)	876
Unfavorable of Trump	21%	(252)	45%	(540)	35%	(417)	1209
Very Favorable of Trump	27%	(153)	42%	(235)	31%	(172)	560
Somewhat Favorable of Trump	24%	(75)	50%	(158)	26%	(83)	316
Somewhat Unfavorable of Trump	25%	(60)	47%	(111)	27%	(64)	235
Very Unfavorable of Trump	20%	(192)	44%	(429)	36%	(353)	974
#1 Issue: Economy	24%	(191)	48%	(376)	27%	(215)	783
#1 Issue: Security	25%	(60)	42%	(99)	33%	(79)	237
#1 Issue: Health Care	24%	(99)	47%	(191)	29%	(116)	406
#1 Issue: Medicare / Social Security	20%	(62)	43%	(134)	37%	(117)	313
#1 Issue: Women's Issues	12%	(14)	47%	(56)	41%	(50)	120
#1 Issue: Education	25%	(27)	45%	(49)	30%	(32)	108
#1 Issue: Energy	25%	(20)	42%	(34)	32%	(26)	80
#1 Issue: Other	22%	(33)	34%	(52)	45%	(68)	152
2018 House Vote: Democrat	29%	(209)	43%	(310)	29%	(208)	727
2018 House Vote: Republican	25%	(155)	46%	(280)	29%	(180)	616
2018 House Vote: Someone else	10%	(5)	58%	(33)	33%	(19)	57
2016 Vote: Hillary Clinton	27%	(184)	44%	(299)	29%	(201)	683
2016 Vote: Donald Trump	27%	(186)	44%	(298)	29%	(193)	677
2016 Vote: Other	17%	(17)	44%	(44)	39%	(39)	100
2016 Vote: Didn't Vote	16%	(118)	47%	(350)	37%	(269)	737
Voted in 2014: Yes	26%	(326)	43%	(527)	31%	(381)	1233
Voted in 2014: No	19%	(181)	48%	(464)	33%	(321)	967
2012 Vote: Barack Obama	28%	(235)	41%	(342)	30%	(253)	830
2012 Vote: Mitt Romney	22%	(102)	47%	(224)	31%	(148)	475
2012 Vote: Other	11%	(6)	45%	(25)	44%	(24)	55
2012 Vote: Didn't Vote	19%	(162)	48%	(400)	33%	(278)	840
4-Region: Northeast	29%	(116)	42%	(166)	28%	(112)	394
4-Region: Midwest	22%	(104)	42%	(196)	35%	(163)	462
4-Region: South	20%	(166)	46%	(382)	33%	(276)	824
4-Region: West	23%	(121)	47%	(247)	29%	(152)	520

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Table MCSPdem1_1: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?
 Sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	23%	(507)	45%	(991)	32%	(703)	2200
Sports fans	34%	(507)	66%	(991)	—	(0)	1497
Avid sports fans	100%	(507)	—	(0)	—	(0)	507
Casual sports fans	—	(0)	100%	(991)	—	(0)	991
NBA fans	37%	(412)	54%	(603)	9%	(97)	1113
Avid NBA fans	67%	(263)	30%	(118)	3%	(13)	393
NFL fans	33%	(477)	56%	(812)	10%	(149)	1438
Avid NFL fans	59%	(375)	38%	(246)	3%	(19)	640
NHL fans	39%	(335)	54%	(457)	7%	(62)	854
Avid NHL fans	63%	(152)	33%	(81)	4%	(9)	242
MLB fans	37%	(432)	53%	(629)	10%	(117)	1178
Avid MLB fans	63%	(269)	34%	(145)	4%	(15)	429
MLS fans	43%	(250)	51%	(297)	6%	(33)	580
Avid MLS fans	65%	(103)	31%	(49)	4%	(7)	159
Motorsports fans	34%	(295)	54%	(473)	12%	(103)	871
Avid motorsports fans	52%	(121)	41%	(95)	7%	(16)	231
Sports fans ages 18-34	31%	(144)	69%	(322)	—	(0)	466
Sports fans ages 35-44	45%	(118)	55%	(143)	—	(0)	261
Sports fans ages 45-64	34%	(171)	66%	(328)	—	(0)	499
Sports fans ages 65+	27%	(73)	73%	(198)	—	(0)	271
Sports fans income less than 50K	28%	(217)	72%	(545)	—	(0)	762
Sports fans income 50K-100K	36%	(169)	64%	(297)	—	(0)	466
Sports fans income more than 100K	45%	(121)	55%	(148)	—	(0)	269
Republican sports fans	34%	(165)	66%	(319)	—	(0)	484
Democratic sports fans	39%	(218)	61%	(344)	—	(0)	561
Gen Z sports fans	24%	(48)	76%	(152)	—	(0)	200
Millennial sports fans	39%	(155)	61%	(244)	—	(0)	399
Gen X sports fans	43%	(170)	57%	(222)	—	(0)	392
Boomer sports fans	25%	(111)	75%	(337)	—	(0)	447

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

Table MCSPdem1_2: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

NBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	18%	(393)	33%	(720)	49%	(1087)	2200
Gender: Male	25%	(264)	33%	(355)	42%	(443)	1062
Gender: Female	11%	(129)	32%	(365)	57%	(645)	1138
Age: 18-34	22%	(142)	43%	(284)	35%	(229)	655
Age: 35-44	32%	(115)	32%	(114)	36%	(128)	358
Age: 45-64	13%	(100)	30%	(226)	57%	(425)	751
Age: 65+	8%	(36)	22%	(96)	70%	(304)	436
GenZers: 1997-2012	16%	(51)	45%	(142)	39%	(122)	314
Millennials: 1981-1996	29%	(153)	37%	(196)	33%	(175)	524
GenXers: 1965-1980	21%	(118)	34%	(190)	45%	(249)	557
Baby Boomers: 1946-1964	9%	(63)	24%	(171)	67%	(474)	708
PID: Dem (no lean)	25%	(202)	36%	(287)	39%	(316)	805
PID: Ind (no lean)	14%	(94)	37%	(252)	50%	(345)	691
PID: Rep (no lean)	14%	(98)	26%	(180)	61%	(427)	704
PID/Gender: Dem Men	37%	(141)	33%	(126)	29%	(110)	376
PID/Gender: Dem Women	14%	(61)	38%	(162)	48%	(206)	429
PID/Gender: Ind Men	19%	(57)	39%	(118)	42%	(125)	299
PID/Gender: Ind Women	9%	(37)	34%	(135)	56%	(220)	392
PID/Gender: Rep Men	17%	(67)	29%	(112)	54%	(208)	387
PID/Gender: Rep Women	10%	(31)	21%	(68)	69%	(219)	318
Ideo: Liberal (1-3)	26%	(164)	34%	(221)	40%	(258)	644
Ideo: Moderate (4)	18%	(104)	37%	(211)	45%	(262)	577
Ideo: Conservative (5-7)	13%	(95)	27%	(197)	60%	(446)	738
Educ: < College	14%	(206)	32%	(486)	54%	(821)	1512
Educ: Bachelors degree	23%	(104)	35%	(155)	42%	(185)	444
Educ: Post-grad	34%	(84)	32%	(79)	33%	(81)	244
Income: Under 50k	13%	(160)	33%	(403)	54%	(672)	1235
Income: 50k-100k	21%	(134)	32%	(203)	47%	(293)	630
Income: 100k+	30%	(100)	34%	(113)	36%	(122)	335
Ethnicity: White	15%	(257)	29%	(504)	56%	(961)	1722
Ethnicity: Hispanic	23%	(79)	46%	(160)	32%	(110)	349
Ethnicity: Black	35%	(97)	46%	(125)	19%	(53)	274

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Table MCSPdem1_2: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

NBA

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	18% (393)	33% (720)	49% (1087)	2200
Ethnicity: Other	20% (40)	44% (90)	36% (74)	204
All Christian	19% (203)	30% (314)	50% (527)	1045
All Non-Christian	28% (41)	44% (64)	29% (42)	147
Atheist	6% (6)	28% (26)	65% (62)	94
Agnostic/Nothing in particular	17% (93)	33% (179)	50% (276)	548
Something Else	14% (50)	37% (136)	49% (180)	367
Religious Non-Protestant/Catholic	25% (45)	46% (81)	29% (51)	177
Evangelical	23% (158)	31% (206)	46% (310)	673
Non-Evangelical	12% (86)	32% (221)	56% (386)	693
Community: Urban	31% (212)	40% (271)	29% (202)	686
Community: Suburban	14% (135)	33% (327)	53% (531)	994
Community: Rural	9% (46)	23% (121)	68% (354)	521
Employ: Private Sector	25% (154)	36% (219)	39% (241)	613
Employ: Government	29% (43)	37% (54)	33% (48)	145
Employ: Self-Employed	24% (47)	33% (67)	43% (86)	200
Employ: Homemaker	11% (14)	29% (38)	61% (80)	131
Employ: Student	15% (20)	44% (58)	41% (55)	134
Employ: Retired	7% (36)	20% (103)	72% (364)	503
Employ: Unemployed	15% (50)	42% (140)	43% (143)	333
Employ: Other	20% (29)	29% (41)	51% (71)	141
Military HH: Yes	19% (66)	33% (115)	48% (167)	348
Military HH: No	18% (327)	33% (605)	50% (920)	1852
RD/WT: Right Direction	20% (139)	37% (252)	43% (297)	687
RD/WT: Wrong Track	17% (254)	31% (468)	52% (791)	1513
Trump Job Approve	15% (137)	29% (262)	56% (503)	903
Trump Job Disapprove	20% (243)	35% (422)	45% (554)	1219
Trump Job Strongly Approve	15% (85)	25% (147)	60% (345)	577
Trump Job Somewhat Approve	16% (52)	36% (116)	49% (158)	326
Trump Job Somewhat Disapprove	27% (73)	33% (87)	40% (106)	266
Trump Job Strongly Disapprove	18% (171)	35% (334)	47% (448)	953

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Table MCSPdem1_2: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

NBA

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	18% (393)	33% (720)	49% (1087)	2200
Favorable of Trump	15% (132)	28% (244)	57% (500)	876
Unfavorable of Trump	20% (239)	35% (420)	46% (550)	1209
Very Favorable of Trump	15% (84)	24% (132)	61% (343)	560
Somewhat Favorable of Trump	15% (48)	35% (112)	49% (156)	316
Somewhat Unfavorable of Trump	26% (60)	32% (74)	43% (100)	235
Very Unfavorable of Trump	18% (179)	35% (345)	46% (450)	974
#1 Issue: Economy	17% (131)	37% (289)	46% (363)	783
#1 Issue: Security	16% (39)	24% (56)	60% (143)	237
#1 Issue: Health Care	23% (95)	35% (141)	42% (171)	406
#1 Issue: Medicare / Social Security	14% (45)	24% (74)	62% (193)	313
#1 Issue: Women's Issues	13% (15)	42% (50)	45% (55)	120
#1 Issue: Education	30% (32)	34% (37)	36% (38)	108
#1 Issue: Energy	16% (13)	37% (30)	46% (37)	80
#1 Issue: Other	15% (23)	28% (42)	57% (87)	152
2018 House Vote: Democrat	24% (176)	34% (246)	42% (305)	727
2018 House Vote: Republican	13% (80)	26% (162)	61% (374)	616
2018 House Vote: Someone else	13% (7)	28% (16)	59% (33)	57
2016 Vote: Hillary Clinton	24% (166)	34% (231)	42% (287)	683
2016 Vote: Donald Trump	13% (87)	27% (181)	60% (409)	677
2016 Vote: Other	9% (9)	32% (32)	59% (59)	100
2016 Vote: Didn't Vote	17% (128)	37% (276)	45% (333)	737
Voted in 2014: Yes	18% (219)	29% (353)	54% (661)	1233
Voted in 2014: No	18% (174)	38% (367)	44% (426)	967
2012 Vote: Barack Obama	24% (200)	32% (266)	44% (364)	830
2012 Vote: Mitt Romney	10% (47)	25% (120)	65% (308)	475
2012 Vote: Other	5% (3)	15% (8)	80% (44)	55
2012 Vote: Didn't Vote	17% (143)	39% (325)	44% (372)	840
4-Region: Northeast	26% (104)	30% (118)	44% (172)	394
4-Region: Midwest	12% (56)	30% (141)	57% (265)	462
4-Region: South	15% (126)	32% (263)	53% (435)	824
4-Region: West	21% (107)	38% (198)	41% (216)	520

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Table MCSPdem1_2: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	18% (393)	33% (720)	49% (1087)	2200
Sports fans	25% (380)	42% (636)	32% (482)	1497
Avid sports fans	52% (263)	30% (150)	19% (94)	507
Casual sports fans	12% (118)	49% (486)	39% (388)	991
NBA fans	35% (393)	65% (720)	— (0)	1113
Avid NBA fans	100% (393)	— (0)	— (0)	393
NFL fans	25% (365)	43% (625)	31% (447)	1438
Avid NFL fans	42% (270)	35% (226)	22% (143)	640
NHL fans	30% (260)	43% (364)	27% (229)	854
Avid NHL fans	41% (100)	35% (84)	24% (59)	242
MLB fans	27% (318)	41% (482)	32% (378)	1178
Avid MLB fans	40% (171)	32% (139)	28% (119)	429
MLS fans	36% (207)	48% (281)	16% (92)	580
Avid MLS fans	59% (94)	32% (50)	9% (14)	159
Motorsports fans	29% (251)	38% (327)	34% (293)	871
Avid motorsports fans	45% (105)	28% (65)	27% (61)	231
Sports fans ages 18-34	28% (133)	52% (243)	19% (91)	466
Sports fans ages 35-44	44% (115)	37% (96)	19% (50)	261
Sports fans ages 45-64	19% (96)	42% (210)	38% (192)	499
Sports fans ages 65+	13% (36)	32% (86)	55% (149)	271
Sports fans income less than 50K	20% (151)	46% (348)	35% (263)	762
Sports fans income 50K-100K	28% (129)	39% (184)	33% (153)	466
Sports fans income more than 100K	37% (100)	39% (104)	24% (65)	269
Republican sports fans	20% (97)	33% (161)	47% (226)	484
Democratic sports fans	34% (193)	46% (255)	20% (112)	561
Gen Z sports fans	22% (44)	58% (117)	20% (39)	200
Millennial sports fans	38% (150)	43% (172)	19% (77)	399
Gen X sports fans	29% (115)	44% (174)	26% (103)	392
Boomer sports fans	14% (62)	34% (153)	52% (232)	447

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

Table MCSPdem1_3: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

NFL

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	29% (640)	36% (798)	35% (762)	2200
Gender: Male	42% (451)	36% (378)	22% (233)	1062
Gender: Female	17% (189)	37% (420)	46% (529)	1138
Age: 18-34	23% (154)	43% (279)	34% (223)	655
Age: 35-44	34% (123)	41% (146)	25% (89)	358
Age: 45-64	32% (242)	32% (239)	36% (271)	751
Age: 65+	28% (121)	31% (135)	41% (180)	436
GenZers: 1997-2012	16% (50)	43% (135)	41% (130)	314
Millennials: 1981-1996	31% (162)	43% (226)	26% (136)	524
GenXers: 1965-1980	36% (202)	33% (182)	31% (173)	557
Baby Boomers: 1946-1964	28% (197)	33% (233)	39% (278)	708
PID: Dem (no lean)	34% (272)	35% (285)	31% (247)	805
PID: Ind (no lean)	24% (164)	39% (266)	38% (261)	691
PID: Rep (no lean)	29% (203)	35% (247)	36% (254)	704
PID/Gender: Dem Men	47% (178)	33% (124)	20% (74)	376
PID/Gender: Dem Women	22% (94)	38% (161)	41% (174)	429
PID/Gender: Ind Men	37% (111)	39% (117)	24% (71)	299
PID/Gender: Ind Women	14% (53)	38% (149)	48% (190)	392
PID/Gender: Rep Men	42% (162)	35% (136)	23% (89)	387
PID/Gender: Rep Women	13% (42)	35% (110)	52% (165)	318
Ideo: Liberal (1-3)	33% (209)	34% (222)	33% (213)	644
Ideo: Moderate (4)	32% (185)	36% (210)	32% (182)	577
Ideo: Conservative (5-7)	29% (216)	34% (252)	37% (270)	738
Educ: < College	27% (401)	35% (536)	38% (575)	1512
Educ: Bachelors degree	33% (145)	40% (176)	28% (123)	444
Educ: Post-grad	39% (94)	35% (86)	26% (64)	244
Income: Under 50k	23% (286)	36% (444)	41% (506)	1235
Income: 50k-100k	35% (218)	37% (232)	29% (180)	630
Income: 100k+	41% (136)	37% (122)	23% (77)	335
Ethnicity: White	29% (494)	35% (608)	36% (619)	1722
Ethnicity: Hispanic	31% (109)	40% (139)	29% (102)	349
Ethnicity: Black	36% (100)	40% (110)	23% (64)	274

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Table MCSPdem1_3: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?
 NFL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	29%	(640)	36%	(798)	35%	(762)	2200
Ethnicity: Other	23%	(46)	39%	(80)	38%	(78)	204
All Christian	33%	(343)	34%	(358)	33%	(344)	1045
All Non-Christian	40%	(59)	35%	(51)	25%	(37)	147
Atheist	20%	(19)	34%	(32)	46%	(43)	94
Agnostic/Nothing in particular	25%	(135)	35%	(191)	40%	(222)	548
Something Else	23%	(84)	45%	(166)	32%	(117)	367
Religious Non-Protestant/Catholic	36%	(64)	39%	(68)	25%	(44)	177
Evangelical	31%	(206)	38%	(257)	31%	(210)	673
Non-Evangelical	31%	(212)	35%	(245)	34%	(236)	693
Community: Urban	38%	(258)	36%	(245)	27%	(183)	686
Community: Suburban	27%	(272)	36%	(356)	37%	(366)	994
Community: Rural	21%	(111)	38%	(197)	41%	(213)	521
Employ: Private Sector	40%	(245)	35%	(212)	25%	(156)	613
Employ: Government	34%	(49)	43%	(62)	24%	(35)	145
Employ: Self-Employed	30%	(60)	34%	(68)	36%	(72)	200
Employ: Homemaker	14%	(18)	34%	(45)	52%	(69)	131
Employ: Student	14%	(19)	43%	(57)	43%	(57)	134
Employ: Retired	25%	(128)	32%	(163)	42%	(212)	503
Employ: Unemployed	27%	(89)	39%	(131)	34%	(112)	333
Employ: Other	23%	(32)	43%	(60)	35%	(49)	141
Military HH: Yes	35%	(121)	34%	(119)	31%	(108)	348
Military HH: No	28%	(518)	37%	(679)	35%	(654)	1852
RD/WT: Right Direction	34%	(232)	38%	(259)	28%	(195)	687
RD/WT: Wrong Track	27%	(408)	36%	(539)	37%	(567)	1513
Trump Job Approve	29%	(261)	37%	(333)	34%	(308)	903
Trump Job Disapprove	30%	(365)	35%	(425)	35%	(429)	1219
Trump Job Strongly Approve	31%	(177)	32%	(182)	38%	(218)	577
Trump Job Somewhat Approve	26%	(84)	46%	(151)	28%	(90)	326
Trump Job Somewhat Disapprove	33%	(88)	42%	(112)	25%	(65)	266
Trump Job Strongly Disapprove	29%	(277)	33%	(313)	38%	(363)	953

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Table MCSPdem1_3: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

NFL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	29%	(640)	36%	(798)	35%	(762)	2200
Favorable of Trump	30%	(262)	36%	(315)	34%	(299)	876
Unfavorable of Trump	29%	(349)	36%	(430)	36%	(430)	1209
Very Favorable of Trump	30%	(170)	31%	(172)	39%	(217)	560
Somewhat Favorable of Trump	29%	(92)	45%	(142)	26%	(81)	316
Somewhat Unfavorable of Trump	32%	(76)	40%	(93)	28%	(66)	235
Very Unfavorable of Trump	28%	(274)	35%	(336)	37%	(364)	974
#1 Issue: Economy	32%	(249)	38%	(298)	30%	(236)	783
#1 Issue: Security	27%	(65)	25%	(60)	47%	(112)	237
#1 Issue: Health Care	31%	(128)	37%	(150)	32%	(128)	406
#1 Issue: Medicare / Social Security	29%	(91)	37%	(114)	34%	(108)	313
#1 Issue: Women's Issues	16%	(19)	35%	(42)	49%	(59)	120
#1 Issue: Education	21%	(23)	55%	(60)	24%	(26)	108
#1 Issue: Energy	29%	(24)	33%	(27)	37%	(30)	80
#1 Issue: Other	27%	(42)	31%	(47)	42%	(63)	152
2018 House Vote: Democrat	36%	(264)	34%	(244)	30%	(219)	727
2018 House Vote: Republican	29%	(178)	37%	(226)	34%	(212)	616
2018 House Vote: Someone else	21%	(12)	43%	(25)	35%	(20)	57
2016 Vote: Hillary Clinton	35%	(240)	34%	(234)	31%	(209)	683
2016 Vote: Donald Trump	31%	(210)	35%	(238)	34%	(229)	677
2016 Vote: Other	21%	(21)	41%	(41)	38%	(38)	100
2016 Vote: Didn't Vote	23%	(167)	39%	(285)	39%	(285)	737
Voted in 2014: Yes	33%	(411)	33%	(408)	34%	(414)	1233
Voted in 2014: No	24%	(229)	40%	(390)	36%	(348)	967
2012 Vote: Barack Obama	37%	(303)	32%	(264)	32%	(262)	830
2012 Vote: Mitt Romney	27%	(128)	37%	(176)	36%	(171)	475
2012 Vote: Other	26%	(14)	24%	(13)	50%	(28)	55
2012 Vote: Didn't Vote	23%	(194)	41%	(345)	36%	(301)	840
4-Region: Northeast	35%	(137)	34%	(133)	31%	(123)	394
4-Region: Midwest	30%	(140)	34%	(156)	36%	(166)	462
4-Region: South	26%	(212)	38%	(314)	36%	(298)	824
4-Region: West	29%	(150)	37%	(195)	34%	(175)	520

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Table MCSPdem1_3: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	29%	(640)	36%	(798)	35%	(762)	2200
Sports fans	41%	(621)	45%	(668)	14%	(209)	1497
Avid sports fans	74%	(375)	20%	(102)	6%	(29)	507
Casual sports fans	25%	(246)	57%	(566)	18%	(179)	991
NBA fans	45%	(497)	44%	(494)	11%	(122)	1113
Avid NBA fans	69%	(270)	24%	(95)	7%	(28)	393
NFL fans	45%	(640)	55%	(798)	—	(0)	1438
Avid NFL fans	100%	(640)	—	(0)	—	(0)	640
NHL fans	47%	(406)	40%	(338)	13%	(110)	854
Avid NHL fans	63%	(153)	28%	(68)	9%	(22)	242
MLB fans	46%	(538)	40%	(475)	14%	(166)	1178
Avid MLB fans	68%	(292)	23%	(100)	8%	(36)	429
MLS fans	48%	(279)	43%	(252)	8%	(49)	580
Avid MLS fans	66%	(105)	32%	(50)	2%	(4)	159
Motorsports fans	42%	(369)	41%	(360)	16%	(142)	871
Avid motorsports fans	57%	(131)	30%	(70)	13%	(30)	231
Sports fans ages 18-34	32%	(148)	50%	(233)	18%	(85)	466
Sports fans ages 35-44	45%	(118)	48%	(126)	7%	(17)	261
Sports fans ages 45-64	48%	(238)	40%	(201)	12%	(60)	499
Sports fans ages 65+	43%	(117)	40%	(108)	17%	(47)	271
Sports fans income less than 50K	37%	(281)	48%	(364)	15%	(117)	762
Sports fans income 50K-100K	44%	(207)	43%	(199)	13%	(61)	466
Sports fans income more than 100K	49%	(133)	39%	(105)	12%	(31)	269
Republican sports fans	40%	(193)	44%	(211)	17%	(80)	484
Democratic sports fans	47%	(265)	43%	(243)	10%	(54)	561
Gen Z sports fans	23%	(47)	55%	(110)	21%	(43)	200
Millennial sports fans	39%	(155)	49%	(195)	12%	(48)	399
Gen X sports fans	51%	(199)	40%	(158)	9%	(35)	392
Boomer sports fans	42%	(190)	41%	(185)	16%	(73)	447

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

Table MCSPdem1_4: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

NHL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	11%	(242)	28%	(612)	61%	(1346)	2200
Gender: Male	17%	(178)	34%	(357)	50%	(527)	1062
Gender: Female	6%	(64)	22%	(255)	72%	(819)	1138
Age: 18-34	9%	(58)	28%	(181)	63%	(416)	655
Age: 35-44	19%	(70)	37%	(131)	44%	(157)	358
Age: 45-64	11%	(83)	28%	(209)	61%	(459)	751
Age: 65+	7%	(32)	21%	(90)	72%	(315)	436
GenZers: 1997-2012	4%	(12)	24%	(75)	72%	(228)	314
Millennials: 1981-1996	17%	(88)	32%	(168)	51%	(269)	524
GenXers: 1965-1980	14%	(80)	32%	(179)	54%	(298)	557
Baby Boomers: 1946-1964	8%	(58)	24%	(172)	68%	(478)	708
PID: Dem (no lean)	11%	(88)	28%	(227)	61%	(489)	805
PID: Ind (no lean)	9%	(64)	27%	(185)	64%	(441)	691
PID: Rep (no lean)	13%	(90)	28%	(200)	59%	(415)	704
PID/Gender: Dem Men	18%	(67)	32%	(119)	50%	(190)	376
PID/Gender: Dem Women	5%	(21)	25%	(108)	70%	(300)	429
PID/Gender: Ind Men	14%	(43)	37%	(112)	48%	(144)	299
PID/Gender: Ind Women	5%	(21)	19%	(73)	76%	(297)	392
PID/Gender: Rep Men	18%	(68)	32%	(125)	50%	(193)	387
PID/Gender: Rep Women	7%	(21)	23%	(74)	70%	(222)	318
Ideo: Liberal (1-3)	14%	(88)	28%	(180)	58%	(375)	644
Ideo: Moderate (4)	9%	(52)	30%	(172)	61%	(353)	577
Ideo: Conservative (5-7)	13%	(93)	28%	(208)	59%	(437)	738
Educ: < College	7%	(112)	24%	(360)	69%	(1040)	1512
Educ: Bachelors degree	16%	(73)	36%	(162)	47%	(209)	444
Educ: Post-grad	24%	(58)	37%	(90)	40%	(96)	244
Income: Under 50k	8%	(95)	22%	(274)	70%	(866)	1235
Income: 50k-100k	13%	(84)	35%	(217)	52%	(328)	630
Income: 100k+	19%	(63)	36%	(120)	45%	(152)	335
Ethnicity: White	12%	(201)	29%	(494)	60%	(1027)	1722
Ethnicity: Hispanic	11%	(39)	29%	(101)	60%	(209)	349
Ethnicity: Black	6%	(17)	27%	(74)	67%	(183)	274

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Table MCSPdem1_4: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?
 NHL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	11%	(242)	28%	(612)	61%	(1346)	2200
Ethnicity: Other	12%	(24)	22%	(44)	67%	(137)	204
All Christian	14%	(141)	30%	(308)	57%	(595)	1045
All Non-Christian	15%	(23)	38%	(55)	47%	(69)	147
Atheist	9%	(9)	13%	(13)	77%	(73)	94
Agnostic/Nothing in particular	7%	(36)	26%	(142)	67%	(370)	548
Something Else	9%	(34)	25%	(93)	65%	(240)	367
Religious Non-Protestant/Catholic	15%	(27)	35%	(61)	50%	(89)	177
Evangelical	14%	(95)	28%	(188)	58%	(390)	673
Non-Evangelical	11%	(76)	30%	(205)	60%	(413)	693
Community: Urban	16%	(110)	33%	(226)	51%	(349)	686
Community: Suburban	9%	(89)	28%	(275)	63%	(630)	994
Community: Rural	8%	(43)	21%	(111)	70%	(367)	521
Employ: Private Sector	17%	(106)	33%	(205)	49%	(303)	613
Employ: Government	18%	(25)	29%	(42)	54%	(78)	145
Employ: Self-Employed	11%	(21)	27%	(54)	62%	(125)	200
Employ: Homemaker	3%	(4)	23%	(30)	74%	(97)	131
Employ: Student	5%	(6)	25%	(34)	70%	(94)	134
Employ: Retired	8%	(39)	21%	(104)	72%	(360)	503
Employ: Unemployed	8%	(26)	28%	(95)	64%	(212)	333
Employ: Other	11%	(15)	34%	(48)	55%	(78)	141
Military HH: Yes	16%	(55)	28%	(96)	57%	(197)	348
Military HH: No	10%	(187)	28%	(516)	62%	(1149)	1852
RD/WT: Right Direction	16%	(112)	32%	(221)	52%	(355)	687
RD/WT: Wrong Track	9%	(130)	26%	(391)	66%	(991)	1513
Trump Job Approve	14%	(123)	30%	(271)	56%	(509)	903
Trump Job Disapprove	10%	(118)	26%	(316)	64%	(785)	1219
Trump Job Strongly Approve	15%	(86)	27%	(158)	58%	(334)	577
Trump Job Somewhat Approve	12%	(38)	35%	(113)	54%	(175)	326
Trump Job Somewhat Disapprove	12%	(31)	35%	(93)	53%	(142)	266
Trump Job Strongly Disapprove	9%	(87)	23%	(223)	67%	(643)	953

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Table MCSPdem1_4: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

NHL

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	11% (242)	28% (612)	61% (1346)	2200
Favorable of Trump	14% (127)	29% (254)	57% (495)	876
Unfavorable of Trump	9% (109)	27% (325)	64% (775)	1209
Very Favorable of Trump	16% (90)	25% (139)	59% (330)	560
Somewhat Favorable of Trump	12% (36)	36% (115)	52% (165)	316
Somewhat Unfavorable of Trump	13% (31)	31% (74)	55% (130)	235
Very Unfavorable of Trump	8% (78)	26% (251)	66% (645)	974
#1 Issue: Economy	13% (100)	29% (228)	58% (454)	783
#1 Issue: Security	14% (33)	23% (55)	63% (149)	237
#1 Issue: Health Care	12% (50)	30% (122)	58% (234)	406
#1 Issue: Medicare / Social Security	8% (25)	23% (71)	69% (217)	313
#1 Issue: Women's Issues	7% (8)	30% (36)	64% (77)	120
#1 Issue: Education	9% (9)	38% (41)	53% (57)	108
#1 Issue: Energy	8% (7)	39% (31)	53% (43)	80
#1 Issue: Other	7% (10)	18% (27)	75% (115)	152
2018 House Vote: Democrat	13% (94)	29% (212)	58% (420)	727
2018 House Vote: Republican	14% (85)	30% (184)	56% (347)	616
2018 House Vote: Someone else	16% (9)	22% (13)	62% (35)	57
2016 Vote: Hillary Clinton	12% (83)	29% (197)	59% (404)	683
2016 Vote: Donald Trump	15% (101)	30% (204)	55% (372)	677
2016 Vote: Other	9% (9)	23% (23)	69% (69)	100
2016 Vote: Didn't Vote	7% (49)	25% (187)	68% (501)	737
Voted in 2014: Yes	13% (163)	29% (356)	58% (714)	1233
Voted in 2014: No	8% (79)	26% (256)	65% (632)	967
2012 Vote: Barack Obama	14% (119)	27% (227)	58% (484)	830
2012 Vote: Mitt Romney	11% (50)	30% (140)	60% (284)	475
2012 Vote: Other	7% (4)	24% (13)	69% (38)	55
2012 Vote: Didn't Vote	8% (69)	28% (231)	64% (539)	840
4-Region: Northeast	18% (72)	33% (129)	49% (193)	394
4-Region: Midwest	10% (44)	30% (138)	61% (280)	462
4-Region: South	8% (62)	23% (188)	70% (574)	824
4-Region: West	12% (64)	30% (157)	58% (299)	520

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Table MCSPdem1_4: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?
 NHL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	11%	(242)	28%	(612)	61%	(1346)	2200
Sports fans	16%	(233)	37%	(559)	47%	(705)	1497
Avid sports fans	30%	(152)	36%	(182)	34%	(172)	507
Casual sports fans	8%	(81)	38%	(377)	54%	(533)	991
NBA fans	17%	(184)	40%	(441)	44%	(488)	1113
Avid NBA fans	25%	(100)	41%	(161)	34%	(133)	393
NFL fans	15%	(220)	36%	(523)	48%	(694)	1438
Avid NFL fans	24%	(153)	40%	(253)	37%	(234)	640
NHL fans	28%	(242)	72%	(612)	—	(0)	854
Avid NHL fans	100%	(242)	—	(0)	—	(0)	242
MLB fans	18%	(215)	40%	(470)	42%	(493)	1178
Avid MLB fans	32%	(136)	37%	(158)	31%	(135)	429
MLS fans	26%	(151)	52%	(299)	23%	(131)	580
Avid MLS fans	46%	(73)	41%	(66)	13%	(20)	159
Motorsports fans	20%	(173)	41%	(362)	39%	(337)	871
Avid motorsports fans	34%	(78)	35%	(82)	31%	(72)	231
Sports fans ages 18-34	12%	(54)	35%	(165)	53%	(246)	466
Sports fans ages 35-44	26%	(69)	46%	(119)	28%	(73)	261
Sports fans ages 45-64	16%	(82)	38%	(191)	45%	(226)	499
Sports fans ages 65+	10%	(28)	31%	(84)	59%	(160)	271
Sports fans income less than 50K	12%	(92)	32%	(240)	56%	(430)	762
Sports fans income 50K-100K	17%	(80)	45%	(208)	38%	(177)	466
Sports fans income more than 100K	23%	(61)	41%	(110)	37%	(98)	269
Republican sports fans	18%	(86)	37%	(178)	45%	(219)	484
Democratic sports fans	16%	(88)	37%	(209)	47%	(265)	561
Gen Z sports fans	4%	(9)	32%	(65)	63%	(127)	200
Millennial sports fans	22%	(87)	39%	(155)	39%	(156)	399
Gen X sports fans	20%	(79)	42%	(166)	38%	(148)	392
Boomer sports fans	12%	(54)	35%	(155)	53%	(238)	447

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

Table MCSPdem1_5: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

MLB

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	19%	(429)	34%	(749)	46%	(1022)	2200
Gender: Male	29%	(307)	41%	(430)	31%	(324)	1062
Gender: Female	11%	(121)	28%	(319)	61%	(698)	1138
Age: 18-34	12%	(81)	34%	(220)	54%	(355)	655
Age: 35-44	27%	(96)	36%	(128)	37%	(133)	358
Age: 45-64	22%	(165)	34%	(254)	44%	(333)	751
Age: 65+	20%	(87)	34%	(148)	46%	(201)	436
GenZers: 1997-2012	10%	(31)	27%	(86)	63%	(198)	314
Millennials: 1981-1996	20%	(105)	37%	(196)	43%	(223)	524
GenXers: 1965-1980	23%	(126)	34%	(191)	43%	(239)	557
Baby Boomers: 1946-1964	20%	(142)	35%	(250)	45%	(316)	708
PID: Dem (no lean)	22%	(175)	35%	(282)	43%	(348)	805
PID: Ind (no lean)	12%	(86)	35%	(244)	52%	(361)	691
PID: Rep (no lean)	24%	(168)	32%	(224)	44%	(313)	704
PID/Gender: Dem Men	32%	(119)	38%	(143)	30%	(113)	376
PID/Gender: Dem Women	13%	(55)	32%	(138)	55%	(235)	429
PID/Gender: Ind Men	20%	(61)	47%	(142)	32%	(97)	299
PID/Gender: Ind Women	7%	(26)	26%	(102)	67%	(264)	392
PID/Gender: Rep Men	33%	(127)	38%	(146)	29%	(114)	387
PID/Gender: Rep Women	13%	(40)	25%	(78)	63%	(199)	318
Ideo: Liberal (1-3)	21%	(132)	37%	(239)	42%	(272)	644
Ideo: Moderate (4)	19%	(112)	34%	(199)	46%	(267)	577
Ideo: Conservative (5-7)	23%	(171)	34%	(249)	43%	(318)	738
Educ: < College	16%	(240)	32%	(480)	52%	(792)	1512
Educ: Bachelors degree	27%	(118)	39%	(173)	34%	(153)	444
Educ: Post-grad	29%	(71)	39%	(96)	32%	(78)	244
Income: Under 50k	13%	(165)	30%	(375)	56%	(694)	1235
Income: 50k-100k	27%	(167)	37%	(235)	36%	(227)	630
Income: 100k+	29%	(96)	41%	(139)	30%	(100)	335
Ethnicity: White	21%	(363)	34%	(592)	45%	(766)	1722
Ethnicity: Hispanic	21%	(74)	39%	(135)	40%	(140)	349
Ethnicity: Black	13%	(36)	35%	(95)	52%	(143)	274

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Table MCSPdem1_5: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

MLB

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	19%	(429)	34%	(749)	46%	(1022)	2200
Ethnicity: Other	14%	(29)	30%	(62)	55%	(113)	204
All Christian	26%	(269)	37%	(384)	38%	(392)	1045
All Non-Christian	28%	(41)	38%	(55)	35%	(51)	147
Atheist	10%	(10)	25%	(23)	65%	(61)	94
Agnostic/Nothing in particular	10%	(55)	33%	(179)	57%	(314)	548
Something Else	15%	(55)	29%	(108)	56%	(204)	367
Religious Non-Protestant/Catholic	27%	(48)	36%	(63)	37%	(66)	177
Evangelical	25%	(165)	34%	(226)	42%	(282)	673
Non-Evangelical	21%	(147)	37%	(254)	42%	(292)	693
Community: Urban	25%	(170)	37%	(256)	38%	(260)	686
Community: Suburban	18%	(184)	34%	(338)	47%	(472)	994
Community: Rural	14%	(75)	30%	(155)	56%	(290)	521
Employ: Private Sector	27%	(169)	41%	(250)	32%	(195)	613
Employ: Government	25%	(36)	40%	(59)	35%	(51)	145
Employ: Self-Employed	22%	(43)	32%	(64)	46%	(93)	200
Employ: Homemaker	13%	(17)	23%	(30)	64%	(84)	131
Employ: Student	10%	(14)	26%	(35)	63%	(85)	134
Employ: Retired	18%	(91)	32%	(161)	50%	(251)	503
Employ: Unemployed	12%	(40)	32%	(105)	56%	(188)	333
Employ: Other	14%	(19)	32%	(46)	54%	(76)	141
Military HH: Yes	27%	(96)	34%	(118)	38%	(134)	348
Military HH: No	18%	(333)	34%	(631)	48%	(888)	1852
RD/WT: Right Direction	23%	(156)	38%	(259)	40%	(273)	687
RD/WT: Wrong Track	18%	(273)	32%	(491)	50%	(749)	1513
Trump Job Approve	23%	(209)	34%	(306)	43%	(388)	903
Trump Job Disapprove	18%	(217)	34%	(410)	49%	(591)	1219
Trump Job Strongly Approve	26%	(151)	31%	(177)	43%	(249)	577
Trump Job Somewhat Approve	18%	(58)	40%	(129)	43%	(139)	326
Trump Job Somewhat Disapprove	20%	(53)	43%	(113)	37%	(99)	266
Trump Job Strongly Disapprove	17%	(164)	31%	(297)	52%	(492)	953

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Table MCSPdem1_5: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

MLB

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	19% (429)	34% (749)	46% (1022)	2200
Favorable of Trump	25% (217)	33% (288)	42% (370)	876
Unfavorable of Trump	17% (202)	35% (422)	48% (585)	1209
Very Favorable of Trump	26% (148)	29% (165)	44% (247)	560
Somewhat Favorable of Trump	22% (69)	39% (123)	39% (123)	316
Somewhat Unfavorable of Trump	19% (45)	42% (98)	39% (92)	235
Very Unfavorable of Trump	16% (157)	33% (324)	51% (494)	974
#1 Issue: Economy	19% (152)	37% (287)	44% (344)	783
#1 Issue: Security	25% (59)	29% (68)	47% (111)	237
#1 Issue: Health Care	21% (86)	36% (147)	43% (174)	406
#1 Issue: Medicare / Social Security	20% (63)	34% (107)	46% (143)	313
#1 Issue: Women's Issues	9% (11)	35% (42)	56% (67)	120
#1 Issue: Education	18% (19)	33% (36)	49% (53)	108
#1 Issue: Energy	14% (11)	29% (23)	57% (46)	80
#1 Issue: Other	18% (28)	26% (39)	56% (86)	152
2018 House Vote: Democrat	23% (169)	37% (267)	40% (290)	727
2018 House Vote: Republican	27% (166)	35% (217)	38% (233)	616
2018 House Vote: Someone else	7% (4)	38% (22)	55% (31)	57
2016 Vote: Hillary Clinton	21% (145)	38% (260)	41% (279)	683
2016 Vote: Donald Trump	29% (199)	34% (228)	37% (250)	677
2016 Vote: Other	7% (7)	42% (42)	52% (52)	100
2016 Vote: Didn't Vote	10% (77)	30% (220)	60% (441)	737
Voted in 2014: Yes	25% (303)	35% (434)	40% (496)	1233
Voted in 2014: No	13% (125)	33% (315)	54% (526)	967
2012 Vote: Barack Obama	23% (188)	36% (299)	41% (343)	830
2012 Vote: Mitt Romney	26% (124)	35% (167)	39% (183)	475
2012 Vote: Other	9% (5)	35% (19)	56% (31)	55
2012 Vote: Didn't Vote	13% (112)	31% (264)	55% (464)	840
4-Region: Northeast	23% (89)	40% (156)	38% (148)	394
4-Region: Midwest	20% (93)	33% (153)	47% (216)	462
4-Region: South	16% (133)	33% (270)	51% (421)	824
4-Region: West	22% (113)	33% (170)	45% (237)	520

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Table MCSPdem1_5: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	19% (429)	34% (749)	46% (1022)	2200
Sports fans	28% (414)	43% (647)	29% (436)	1497
Avid sports fans	53% (269)	32% (163)	15% (75)	507
Casual sports fans	15% (145)	49% (484)	36% (362)	991
NBA fans	28% (310)	44% (490)	28% (312)	1113
Avid NBA fans	44% (171)	37% (147)	19% (75)	393
NFL fans	27% (392)	43% (620)	30% (425)	1438
Avid NFL fans	46% (292)	38% (246)	16% (102)	640
NHL fans	34% (294)	46% (391)	20% (169)	854
Avid NHL fans	56% (136)	33% (80)	11% (27)	242
MLB fans	36% (429)	64% (749)	— (0)	1178
Avid MLB fans	100% (429)	— (0)	— (0)	429
MLS fans	36% (209)	52% (301)	12% (70)	580
Avid MLS fans	54% (85)	31% (49)	15% (24)	159
Motorsports fans	29% (254)	45% (394)	26% (223)	871
Avid motorsports fans	50% (115)	35% (81)	16% (36)	231
Sports fans ages 18-34	16% (76)	44% (204)	40% (186)	466
Sports fans ages 35-44	37% (96)	41% (108)	22% (58)	261
Sports fans ages 45-64	32% (160)	44% (221)	24% (118)	499
Sports fans ages 65+	30% (82)	42% (115)	27% (74)	271
Sports fans income less than 50K	21% (159)	42% (318)	37% (285)	762
Sports fans income 50K-100K	34% (160)	44% (207)	21% (99)	466
Sports fans income more than 100K	35% (95)	45% (122)	19% (52)	269
Republican sports fans	34% (163)	39% (190)	27% (131)	484
Democratic sports fans	30% (169)	42% (238)	27% (154)	561
Gen Z sports fans	13% (27)	39% (78)	47% (95)	200
Millennial sports fans	26% (104)	44% (176)	30% (119)	399
Gen X sports fans	32% (126)	43% (169)	25% (97)	392
Boomer sports fans	30% (132)	46% (204)	25% (111)	447

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

Table MCSPdem1_6: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

MLS

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(159)	19%	(422)	74%	(1620)	2200
Gender: Male	11%	(122)	25%	(263)	64%	(677)	1062
Gender: Female	3%	(37)	14%	(158)	83%	(943)	1138
Age: 18-34	10%	(63)	20%	(133)	70%	(459)	655
Age: 35-44	15%	(54)	30%	(108)	55%	(196)	358
Age: 45-64	4%	(31)	18%	(132)	78%	(588)	751
Age: 65+	2%	(10)	11%	(49)	86%	(377)	436
GenZers: 1997-2012	6%	(18)	18%	(56)	76%	(240)	314
Millennials: 1981-1996	14%	(72)	25%	(132)	61%	(320)	524
GenXers: 1965-1980	9%	(50)	23%	(127)	68%	(380)	557
Baby Boomers: 1946-1964	2%	(14)	13%	(91)	85%	(603)	708
PID: Dem (no lean)	9%	(73)	22%	(180)	69%	(552)	805
PID: Ind (no lean)	5%	(35)	19%	(130)	76%	(526)	691
PID: Rep (no lean)	7%	(51)	16%	(112)	77%	(541)	704
PID/Gender: Dem Men	16%	(59)	28%	(105)	56%	(212)	376
PID/Gender: Dem Women	3%	(14)	17%	(75)	79%	(340)	429
PID/Gender: Ind Men	8%	(23)	27%	(80)	65%	(196)	299
PID/Gender: Ind Women	3%	(12)	13%	(49)	84%	(330)	392
PID/Gender: Rep Men	10%	(39)	20%	(78)	70%	(269)	387
PID/Gender: Rep Women	4%	(11)	11%	(34)	86%	(272)	318
Ideo: Liberal (1-3)	11%	(72)	23%	(148)	66%	(424)	644
Ideo: Moderate (4)	7%	(41)	19%	(109)	74%	(427)	577
Ideo: Conservative (5-7)	6%	(42)	18%	(135)	76%	(561)	738
Educ: < College	4%	(57)	15%	(223)	82%	(1233)	1512
Educ: Bachelors degree	10%	(45)	29%	(128)	61%	(272)	444
Educ: Post-grad	24%	(58)	29%	(71)	47%	(115)	244
Income: Under 50k	4%	(47)	14%	(169)	82%	(1018)	1235
Income: 50k-100k	8%	(48)	25%	(158)	67%	(424)	630
Income: 100k+	19%	(63)	28%	(95)	53%	(177)	335
Ethnicity: White	8%	(131)	19%	(325)	74%	(1266)	1722
Ethnicity: Hispanic	12%	(43)	27%	(96)	60%	(211)	349
Ethnicity: Black	6%	(15)	17%	(47)	77%	(212)	274

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Table MCSPdem1_6: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

MLS

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(159)	19%	(422)	74%	(1620)	2200
Ethnicity: Other	6%	(13)	25%	(50)	69%	(141)	204
All Christian	10%	(99)	21%	(224)	69%	(721)	1045
All Non-Christian	11%	(16)	28%	(41)	61%	(89)	147
Atheist	9%	(8)	16%	(15)	75%	(71)	94
Agnostic/Nothing in particular	3%	(15)	16%	(85)	82%	(447)	548
Something Else	5%	(20)	15%	(56)	79%	(291)	367
Religious Non-Protestant/Catholic	9%	(17)	26%	(47)	64%	(113)	177
Evangelical	12%	(84)	21%	(139)	67%	(450)	673
Non-Evangelical	5%	(34)	19%	(133)	76%	(526)	693
Community: Urban	13%	(89)	27%	(188)	60%	(409)	686
Community: Suburban	5%	(54)	18%	(179)	77%	(760)	994
Community: Rural	3%	(16)	10%	(54)	87%	(451)	521
Employ: Private Sector	13%	(81)	28%	(170)	59%	(362)	613
Employ: Government	11%	(16)	31%	(44)	59%	(85)	145
Employ: Self-Employed	10%	(21)	20%	(40)	70%	(139)	200
Employ: Homemaker	1%	(1)	10%	(13)	89%	(117)	131
Employ: Student	7%	(10)	16%	(22)	76%	(102)	134
Employ: Retired	2%	(8)	10%	(52)	88%	(443)	503
Employ: Unemployed	4%	(12)	19%	(63)	78%	(258)	333
Employ: Other	7%	(10)	13%	(18)	80%	(113)	141
Military HH: Yes	10%	(36)	23%	(79)	67%	(233)	348
Military HH: No	7%	(122)	19%	(343)	75%	(1387)	1852
RD/WT: Right Direction	12%	(80)	23%	(160)	65%	(448)	687
RD/WT: Wrong Track	5%	(79)	17%	(262)	77%	(1172)	1513
Trump Job Approve	8%	(75)	18%	(164)	74%	(664)	903
Trump Job Disapprove	6%	(78)	20%	(245)	74%	(896)	1219
Trump Job Strongly Approve	9%	(49)	18%	(102)	74%	(426)	577
Trump Job Somewhat Approve	8%	(25)	19%	(62)	73%	(238)	326
Trump Job Somewhat Disapprove	10%	(27)	25%	(65)	65%	(174)	266
Trump Job Strongly Disapprove	5%	(51)	19%	(180)	76%	(722)	953

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Table MCSPdem1_6: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

MLS

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(159)	19%	(422)	74%	(1620)	2200
Favorable of Trump	9%	(77)	18%	(157)	73%	(641)	876
Unfavorable of Trump	6%	(69)	21%	(249)	74%	(891)	1209
Very Favorable of Trump	8%	(46)	16%	(91)	76%	(423)	560
Somewhat Favorable of Trump	10%	(31)	21%	(66)	69%	(219)	316
Somewhat Unfavorable of Trump	9%	(20)	24%	(55)	68%	(159)	235
Very Unfavorable of Trump	5%	(48)	20%	(194)	75%	(732)	974
#1 Issue: Economy	7%	(55)	20%	(153)	73%	(574)	783
#1 Issue: Security	9%	(21)	17%	(40)	74%	(176)	237
#1 Issue: Health Care	8%	(33)	23%	(94)	69%	(279)	406
#1 Issue: Medicare / Social Security	6%	(18)	13%	(41)	81%	(253)	313
#1 Issue: Women's Issues	3%	(4)	17%	(20)	80%	(96)	120
#1 Issue: Education	12%	(12)	30%	(33)	58%	(63)	108
#1 Issue: Energy	15%	(12)	21%	(16)	65%	(52)	80
#1 Issue: Other	2%	(3)	15%	(23)	83%	(126)	152
2018 House Vote: Democrat	10%	(73)	24%	(176)	66%	(478)	727
2018 House Vote: Republican	7%	(44)	19%	(119)	73%	(453)	616
2018 House Vote: Someone else	2%	(1)	10%	(6)	88%	(50)	57
2016 Vote: Hillary Clinton	10%	(65)	22%	(153)	68%	(466)	683
2016 Vote: Donald Trump	7%	(50)	19%	(131)	73%	(496)	677
2016 Vote: Other	9%	(9)	14%	(14)	77%	(77)	100
2016 Vote: Didn't Vote	5%	(35)	17%	(123)	79%	(579)	737
Voted in 2014: Yes	8%	(103)	20%	(248)	72%	(883)	1233
Voted in 2014: No	6%	(56)	18%	(174)	76%	(736)	967
2012 Vote: Barack Obama	10%	(80)	21%	(178)	69%	(572)	830
2012 Vote: Mitt Romney	5%	(25)	16%	(76)	79%	(373)	475
2012 Vote: Other	6%	(3)	16%	(9)	78%	(43)	55
2012 Vote: Didn't Vote	6%	(51)	19%	(158)	75%	(630)	840
4-Region: Northeast	10%	(41)	22%	(88)	67%	(265)	394
4-Region: Midwest	4%	(20)	15%	(67)	81%	(375)	462
4-Region: South	6%	(47)	17%	(142)	77%	(635)	824
4-Region: West	10%	(51)	24%	(125)	66%	(345)	520

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Table MCSPdem1_6: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(159)	19%	(422)	74%	(1620)	2200
Sports fans	10%	(152)	26%	(396)	63%	(950)	1497
Avid sports fans	20%	(103)	29%	(147)	51%	(256)	507
Casual sports fans	5%	(49)	25%	(249)	70%	(694)	991
NBA fans	13%	(144)	31%	(344)	56%	(625)	1113
Avid NBA fans	24%	(94)	29%	(113)	47%	(186)	393
NFL fans	11%	(155)	26%	(377)	63%	(906)	1438
Avid NFL fans	16%	(105)	27%	(175)	56%	(361)	640
NHL fans	16%	(139)	36%	(311)	47%	(404)	854
Avid NHL fans	30%	(73)	32%	(78)	38%	(92)	242
MLB fans	11%	(134)	32%	(376)	57%	(668)	1178
Avid MLB fans	20%	(85)	29%	(124)	51%	(219)	429
MLS fans	27%	(159)	73%	(422)	—	(0)	580
Avid MLS fans	100%	(159)	—	(0)	—	(0)	159
Motorsports fans	16%	(137)	31%	(272)	53%	(462)	871
Avid motorsports fans	30%	(70)	28%	(65)	41%	(96)	231
Sports fans ages 18-34	13%	(63)	26%	(120)	61%	(283)	466
Sports fans ages 35-44	19%	(50)	40%	(105)	41%	(107)	261
Sports fans ages 45-64	6%	(31)	25%	(127)	68%	(340)	499
Sports fans ages 65+	3%	(8)	16%	(44)	81%	(219)	271
Sports fans income less than 50K	6%	(47)	21%	(156)	73%	(558)	762
Sports fans income 50K-100K	9%	(44)	32%	(147)	59%	(275)	466
Sports fans income more than 100K	23%	(61)	34%	(92)	43%	(116)	269
Republican sports fans	9%	(45)	22%	(106)	69%	(332)	484
Democratic sports fans	13%	(71)	30%	(170)	57%	(321)	561
Gen Z sports fans	9%	(17)	23%	(46)	68%	(137)	200
Millennial sports fans	17%	(70)	32%	(129)	50%	(200)	399
Gen X sports fans	12%	(49)	31%	(122)	57%	(222)	392
Boomer sports fans	3%	(12)	19%	(86)	78%	(350)	447

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

**Table MCSPdem1_7: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?
Motorsports, such as NASCAR and IndyCar**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	11%	(231)	29%	(640)	60%	(1329)	2200
Gender: Male	14%	(152)	35%	(377)	50%	(533)	1062
Gender: Female	7%	(79)	23%	(264)	70%	(795)	1138
Age: 18-34	10%	(69)	27%	(177)	62%	(409)	655
Age: 35-44	17%	(60)	37%	(133)	46%	(165)	358
Age: 45-64	9%	(69)	29%	(221)	61%	(462)	751
Age: 65+	8%	(34)	25%	(109)	67%	(293)	436
GenZers: 1997-2012	7%	(22)	23%	(71)	70%	(221)	314
Millennials: 1981-1996	14%	(74)	32%	(168)	54%	(283)	524
GenXers: 1965-1980	13%	(75)	34%	(189)	53%	(293)	557
Baby Boomers: 1946-1964	7%	(48)	26%	(186)	67%	(474)	708
PID: Dem (no lean)	11%	(92)	28%	(225)	61%	(488)	805
PID: Ind (no lean)	8%	(55)	29%	(202)	63%	(435)	691
PID: Rep (no lean)	12%	(85)	30%	(213)	58%	(406)	704
PID/Gender: Dem Men	17%	(63)	32%	(121)	51%	(192)	376
PID/Gender: Dem Women	7%	(28)	24%	(104)	69%	(296)	429
PID/Gender: Ind Men	10%	(31)	38%	(113)	52%	(156)	299
PID/Gender: Ind Women	6%	(24)	23%	(89)	71%	(279)	392
PID/Gender: Rep Men	15%	(58)	37%	(143)	48%	(186)	387
PID/Gender: Rep Women	9%	(27)	22%	(70)	69%	(220)	318
Ideo: Liberal (1-3)	12%	(80)	27%	(174)	61%	(390)	644
Ideo: Moderate (4)	9%	(55)	32%	(186)	58%	(336)	577
Ideo: Conservative (5-7)	11%	(79)	31%	(227)	58%	(431)	738
Educ: < College	8%	(120)	29%	(434)	63%	(958)	1512
Educ: Bachelors degree	12%	(54)	29%	(127)	59%	(262)	444
Educ: Post-grad	24%	(58)	32%	(79)	44%	(108)	244
Income: Under 50k	8%	(95)	27%	(336)	65%	(804)	1235
Income: 50k-100k	13%	(79)	31%	(194)	57%	(357)	630
Income: 100k+	17%	(57)	33%	(110)	50%	(168)	335
Ethnicity: White	11%	(193)	30%	(519)	59%	(1009)	1722
Ethnicity: Hispanic	14%	(50)	32%	(113)	53%	(186)	349
Ethnicity: Black	9%	(24)	26%	(71)	65%	(179)	274

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**Table MCSPdem1_7: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?
 Motorsports, such as NASCAR and IndyCar**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	11%	(231)	29%	(640)	60%	(1329)	2200
Ethnicity: Other	7%	(14)	25%	(50)	69%	(140)	204
All Christian	14%	(142)	31%	(319)	56%	(583)	1045
All Non-Christian	17%	(24)	33%	(48)	50%	(74)	147
Atheist	8%	(7)	20%	(19)	72%	(68)	94
Agnostic/Nothing in particular	6%	(31)	27%	(146)	68%	(371)	548
Something Else	7%	(26)	30%	(108)	63%	(232)	367
Religious Non-Protestant/Catholic	15%	(27)	31%	(54)	54%	(96)	177
Evangelical	18%	(119)	32%	(215)	50%	(339)	673
Non-Evangelical	7%	(46)	29%	(203)	64%	(444)	693
Community: Urban	17%	(115)	34%	(231)	50%	(340)	686
Community: Suburban	7%	(72)	27%	(270)	66%	(652)	994
Community: Rural	9%	(45)	27%	(140)	65%	(336)	521
Employ: Private Sector	17%	(101)	33%	(201)	51%	(312)	613
Employ: Government	15%	(22)	30%	(44)	54%	(78)	145
Employ: Self-Employed	11%	(22)	31%	(62)	58%	(117)	200
Employ: Homemaker	7%	(9)	23%	(30)	70%	(93)	131
Employ: Student	10%	(13)	22%	(30)	68%	(91)	134
Employ: Retired	7%	(33)	27%	(135)	67%	(334)	503
Employ: Unemployed	6%	(21)	29%	(97)	64%	(214)	333
Employ: Other	7%	(10)	29%	(41)	64%	(90)	141
Military HH: Yes	15%	(52)	26%	(89)	60%	(207)	348
Military HH: No	10%	(180)	30%	(551)	61%	(1121)	1852
RD/WT: Right Direction	17%	(117)	36%	(247)	47%	(323)	687
RD/WT: Wrong Track	8%	(114)	26%	(393)	66%	(1006)	1513
Trump Job Approve	14%	(128)	33%	(302)	52%	(473)	903
Trump Job Disapprove	8%	(97)	26%	(314)	66%	(808)	1219
Trump Job Strongly Approve	16%	(90)	32%	(187)	52%	(300)	577
Trump Job Somewhat Approve	11%	(37)	35%	(116)	53%	(173)	326
Trump Job Somewhat Disapprove	10%	(27)	32%	(86)	57%	(153)	266
Trump Job Strongly Disapprove	7%	(70)	24%	(228)	69%	(655)	953

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**Table MCSPdem1_7: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?
Motorsports, such as NASCAR and IndyCar**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	11%	(231)	29%	(640)	60%	(1329)	2200
Favorable of Trump	14%	(126)	34%	(300)	51%	(449)	876
Unfavorable of Trump	8%	(96)	25%	(297)	67%	(816)	1209
Very Favorable of Trump	15%	(81)	33%	(185)	52%	(293)	560
Somewhat Favorable of Trump	14%	(45)	36%	(115)	49%	(156)	316
Somewhat Unfavorable of Trump	10%	(24)	32%	(75)	58%	(136)	235
Very Unfavorable of Trump	7%	(72)	23%	(222)	70%	(680)	974
#1 Issue: Economy	11%	(86)	31%	(242)	58%	(455)	783
#1 Issue: Security	15%	(35)	29%	(69)	56%	(134)	237
#1 Issue: Health Care	8%	(34)	29%	(117)	63%	(255)	406
#1 Issue: Medicare / Social Security	11%	(36)	31%	(97)	58%	(180)	313
#1 Issue: Women's Issues	9%	(11)	27%	(32)	65%	(78)	120
#1 Issue: Education	14%	(15)	27%	(29)	58%	(63)	108
#1 Issue: Energy	9%	(7)	30%	(24)	61%	(49)	80
#1 Issue: Other	5%	(8)	20%	(30)	75%	(115)	152
2018 House Vote: Democrat	12%	(88)	29%	(210)	59%	(428)	727
2018 House Vote: Republican	14%	(84)	32%	(199)	54%	(333)	616
2018 House Vote: Someone else	3%	(2)	36%	(21)	61%	(35)	57
2016 Vote: Hillary Clinton	10%	(72)	30%	(202)	60%	(410)	683
2016 Vote: Donald Trump	15%	(100)	33%	(221)	53%	(356)	677
2016 Vote: Other	9%	(9)	25%	(25)	66%	(66)	100
2016 Vote: Didn't Vote	7%	(51)	26%	(191)	67%	(495)	737
Voted in 2014: Yes	12%	(150)	30%	(370)	58%	(714)	1233
Voted in 2014: No	8%	(81)	28%	(270)	64%	(615)	967
2012 Vote: Barack Obama	14%	(112)	27%	(227)	59%	(490)	830
2012 Vote: Mitt Romney	9%	(45)	32%	(151)	59%	(278)	475
2012 Vote: Other	6%	(4)	23%	(13)	70%	(39)	55
2012 Vote: Didn't Vote	8%	(70)	30%	(248)	62%	(521)	840
4-Region: Northeast	16%	(65)	30%	(120)	53%	(209)	394
4-Region: Midwest	7%	(34)	30%	(138)	63%	(290)	462
4-Region: South	9%	(71)	29%	(240)	62%	(513)	824
4-Region: West	12%	(62)	27%	(142)	61%	(316)	520

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**Table MCSPdem1_7: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?
 Motorsports, such as NASCAR and IndyCar**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	11%	(231)	29%	(640)	60%	(1329)	2200
Sports fans	14%	(216)	37%	(553)	49%	(729)	1497
Avid sports fans	24%	(121)	35%	(175)	42%	(211)	507
Casual sports fans	10%	(95)	38%	(378)	52%	(518)	991
NBA fans	15%	(170)	37%	(408)	48%	(535)	1113
Avid NBA fans	27%	(105)	37%	(146)	36%	(142)	393
NFL fans	14%	(201)	37%	(528)	49%	(708)	1438
Avid NFL fans	21%	(131)	37%	(238)	42%	(271)	640
NHL fans	19%	(159)	44%	(375)	37%	(320)	854
Avid NHL fans	32%	(78)	39%	(95)	29%	(70)	242
MLB fans	17%	(195)	39%	(454)	45%	(529)	1178
Avid MLB fans	27%	(115)	33%	(140)	41%	(174)	429
MLS fans	23%	(135)	47%	(274)	30%	(171)	580
Avid MLS fans	44%	(70)	42%	(67)	13%	(21)	159
Motorsports fans	27%	(231)	73%	(640)	—	(0)	871
Avid motorsports fans	100%	(231)	—	(0)	—	(0)	231
Sports fans ages 18-34	14%	(65)	34%	(158)	52%	(244)	466
Sports fans ages 35-44	22%	(58)	44%	(116)	34%	(88)	261
Sports fans ages 45-64	13%	(64)	38%	(192)	49%	(243)	499
Sports fans ages 65+	11%	(29)	32%	(88)	57%	(155)	271
Sports fans income less than 50K	11%	(85)	36%	(275)	53%	(402)	762
Sports fans income 50K-100K	16%	(75)	37%	(174)	47%	(217)	466
Sports fans income more than 100K	21%	(56)	38%	(103)	41%	(110)	269
Republican sports fans	16%	(78)	38%	(184)	46%	(222)	484
Democratic sports fans	15%	(86)	35%	(194)	50%	(281)	561
Gen Z sports fans	9%	(19)	29%	(59)	61%	(123)	200
Millennial sports fans	18%	(71)	39%	(155)	43%	(173)	399
Gen X sports fans	19%	(75)	43%	(168)	38%	(150)	392
Boomer sports fans	10%	(44)	33%	(148)	57%	(255)	447

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	314	14%
	Millennials: 1981-1996	524	24%
	GenXers: 1965-1980	557	25%
	Baby Boomers: 1946-1964	708	32%
	N	2103	
xpid3	PID: Dem (no lean)	805	37%
	PID: Ind (no lean)	691	31%
	PID: Rep (no lean)	704	32%
	N	2200	
xpidGender	PID/Gender: Dem Men	376	17%
	PID/Gender: Dem Women	429	19%
	PID/Gender: Ind Men	299	14%
	PID/Gender: Ind Women	392	18%
	PID/Gender: Rep Men	387	18%
	PID/Gender: Rep Women	318	14%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	644	29%
	Ideo: Moderate (4)	577	26%
	Ideo: Conservative (5-7)	738	34%
	N	1958	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1235	56%
	Income: 50k-100k	630	29%
	Income: 100k+	335	15%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1045	47%
	All Non-Christian	147	7%
	Atheist	94	4%
	Agnostic/Nothing in particular	548	25%
	Something Else	367	17%
N	2200		
xdemReligOther	Religious Non-Protestant/Catholic	177	8%
xdemEvang	Evangelical	673	31%
	Non-Evangelical	693	32%
	N	1366	
xdemUsr	Community: Urban	686	31%
	Community: Suburban	994	45%
	Community: Rural	521	24%
	N	2200	
xdemEmploy	Employ: Private Sector	613	28%
	Employ: Government	145	7%
	Employ: Self-Employed	200	9%
	Employ: Homemaker	131	6%
	Employ: Student	134	6%
	Employ: Retired	503	23%
	Employ: Unemployed	333	15%
	Employ: Other	141	6%
	N	2200	
xdemMilHH1	Military HH: Yes	348	16%
	Military HH: No	1852	84%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	687	31%
	RD/WT: Wrong Track	1513	69%
	N	2200	
Trump_Approve	Trump Job Approve	903	41%
	Trump Job Disapprove	1219	55%
	N	2122	
Trump_Approve2	Trump Job Strongly Approve	577	26%
	Trump Job Somewhat Approve	326	15%
	Trump Job Somewhat Disapprove	266	12%
	Trump Job Strongly Disapprove	953	43%
	N	2122	
Trump_Fav	Favorable of Trump	876	40%
	Unfavorable of Trump	1209	55%
	N	2084	
Trump_Fav_FULL	Very Favorable of Trump	560	25%
	Somewhat Favorable of Trump	316	14%
	Somewhat Unfavorable of Trump	235	11%
	Very Unfavorable of Trump	974	44%
	N	2084	
xnr3	#1 Issue: Economy	783	36%
	#1 Issue: Security	237	11%
	#1 Issue: Health Care	406	18%
	#1 Issue: Medicare / Social Security	313	14%
	#1 Issue: Women's Issues	120	5%
	#1 Issue: Education	108	5%
	#1 Issue: Energy	80	4%
	#1 Issue: Other	152	7%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	727	33%
	2018 House Vote: Republican	616	28%
	2018 House Vote: Someone else	57	3%
	N	1399	
xsubVote16O	2016 Vote: Hillary Clinton	683	31%
	2016 Vote: Donald Trump	677	31%
	2016 Vote: Other	100	5%
	2016 Vote: Didn't Vote	737	34%
	N	2197	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote14O	Voted in 2014: Yes	1233	56%
	Voted in 2014: No	967	44%
	N	2200	
xsubVote12O	2012 Vote: Barack Obama	830	38%
	2012 Vote: Mitt Romney	475	22%
	2012 Vote: Other	55	3%
	2012 Vote: Didn't Vote	840	38%
	N	2199	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
MCSPxdem1	Sports fans	1497	68%
MCSPxdem2	Avid sports fans	507	23%
MCSPxdem3	Casual sports fans	991	45%
MCSPxdem4	NBA fans	1113	51%
MCSPxdem5	Avid NBA fans	393	18%
MCSPxdem6	NFL fans	1438	65%
MCSPxdem7	Avid NFL fans	640	29%
MCSPxdem8	NHL fans	854	39%
MCSPxdem9	Avid NHL fans	242	11%
MCSPxdem10	MLB fans	1178	54%
MCSPxdem11	Avid MLB fans	429	19%
MCSPxdem12	MLS fans	580	26%
MCSPxdem13	Avid MLS fans	159	7%
MCSPxdem14	Motorsports fans	871	40%
MCSPxdem15	Avid motorsports fans	231	11%
MCSPxdem16	Sports fans ages 18-34	466	21%
MCSPxdem17	Sports fans ages 35-44	261	12%
MCSPxdem18	Sports fans ages 45-64	499	23%

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
MCSPxdem19	Sports fans ages 65+	271	12%
MCSPxdem20	Sports fans income less than 50K	762	35%
MCSPxdem21	Sports fans income 50K-100K	466	21%
MCSPxdem22	Sports fans income more than 100K	269	12%
MCSPxdem23	Republican sports fans	484	22%
MCSPxdem24	Democratic sports fans	561	26%
MCSPxdem25	Gen Z sports fans	200	9%
MCSPxdem26	Millennial sports fans	399	18%
MCSPxdem27	Gen X sports fans	392	18%
MCSPxdem28	Boomer sports fans	447	20%

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

