



National Tracking Poll #210179  
January 25-26, 2021

*Crosstabulation Results*

*Methodology:*

This poll was conducted between January 25-January 26, 2021 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.

# Table Index

1	<b>Table MCSP1_1:</b> <i>In general, do you believe it is appropriate for brands or corporations to do the following? Make political statements . . . . .</i>	12
2	<b>Table MCSP1_2:</b> <i>In general, do you believe it is appropriate for brands or corporations to do the following? Promote social justice . . . . .</i>	18
3	<b>Table MCSP2:</b> <i>How likely are you to watch Super Bowl LV in February 2021? . . . . .</i>	24
4	<b>Table MCSP3:</b> <i>Are you more or less likely to watch the Super Bowl this year compared to past years? . . . . .</i>	30
5	<b>Table MCSP4:</b> <i>How likely is it you will host or attend a Super Bowl party or get together with a group of people you do not live with? . . . . .</i>	36
6	<b>Table MCSP5:</b> <i>Which would you say is the primary reason you will likely watch this year's Super Bowl? . . . . .</i>	42
7	<b>Table MCSP5b:</b> <i>As you may know, recording artist The Weeknd will headline the Super Bowl LV halftime show. Do you have a favorable or unfavorable opinion of The Weeknd? . . . . .</i>	48
8	<b>Table MCSP6:</b> <i>Do you support or oppose the decision to have recording artist The Weeknd headline the Super Bowl LV halftime show? . . . . .</i>	54
9	<b>Table MCSP7_1:</b> <i>To what extent do you enjoy watching the following types of Super Bowl advertisements? Political campaign advertisements . . . . .</i>	60
10	<b>Table MCSP7_2:</b> <i>To what extent do you enjoy watching the following types of Super Bowl advertisements? Funny advertisements . . . . .</i>	66
11	<b>Table MCSP7_3:</b> <i>To what extent do you enjoy watching the following types of Super Bowl advertisements? Sentimental advertisements . . . . .</i>	72
12	<b>Table MCSP7_4:</b> <i>To what extent do you enjoy watching the following types of Super Bowl advertisements? Advertisements that make a political statement . . . . .</i>	78
13	<b>Table MCSP7_5:</b> <i>To what extent do you enjoy watching the following types of Super Bowl advertisements? Advertisements that promote social justice . . . . .</i>	84
14	<b>Table MCSP7_6:</b> <i>To what extent do you enjoy watching the following types of Super Bowl advertisements? Patriotic advertisements . . . . .</i>	90
15	<b>Table MCSP7_7:</b> <i>To what extent do you enjoy watching the following types of Super Bowl advertisements? Advertisements that discuss the COVID-19 pandemic (coronavirus) . . . . .</i>	96
16	<b>Table MCSP7_8:</b> <i>To what extent do you enjoy watching the following types of Super Bowl advertisements? Advertisements that discuss the 2020 presidential election . . . . .</i>	102
17	<b>Table MCSP7_9:</b> <i>To what extent do you enjoy watching the following types of Super Bowl advertisements? Informative advertisements . . . . .</i>	108

18	<b>Table MCSP8:</b> <i>And which type of Super Bowl advertisement would you say is your favorite?</i>	114
19	<b>Table MCSP9:</b> <i>Do you have a more or less favorable impression of companies or organizations that sponsor or advertise with the NFL compared to last year?</i>	118
20	<b>Table MCSP10:</b> <i>Do you believe the upcoming Super Bowl LV in February 2021 will be more or less political compared to Super Bowl LIV in February 2020?</i>	124
21	<b>Table MCSP11_1:</b> <i>Do you think the Super Bowl is an appropriate platform for advertisers to do the following in their commercials? Make political statements</i>	130
22	<b>Table MCSP11_2:</b> <i>Do you think the Super Bowl is an appropriate platform for advertisers to do the following in their commercials? Promote social justice</i>	136
23	<b>Table MCSP12_1:</b> <i>Do you think it is appropriate for Super Bowl halftime performers to do the following during their performance? Make political statements</i>	142
24	<b>Table MCSP12_2:</b> <i>Do you think it is appropriate for Super Bowl halftime performers to do the following during their performance? Promote social justice</i>	148
25	<b>Table MCSP13:</b> <i>Which of the following statements comes closest to your view even if neither is exactly right?</i>	154
26	<b>Table MCSP14_1:</b> <i>Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement? Civil rights</i>	161
27	<b>Table MCSP14_2:</b> <i>Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement? Gay rights</i>	167
28	<b>Table MCSP14_3:</b> <i>Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement? Transgender rights</i>	173
29	<b>Table MCSP14_4:</b> <i>Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement? Abortion rights</i>	179
30	<b>Table MCSP14_5:</b> <i>Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement? The right of protestors to kneel during the national anthem</i>	185
31	<b>Table MCSP14_6:</b> <i>Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement? Stricter gun control policies</i>	191
32	<b>Table MCSP14_7:</b> <i>Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement? Reforming the criminal justice system</i>	197

33	<b>Table MCSP14_8:</b> Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement? Disaster relief . . . . .	203
34	<b>Table MCSP14_9:</b> Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement? Helping veterans . . . . .	209
35	<b>Table MCSP14_10:</b> Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement? Gender equality . . . . .	215
36	<b>Table MCSP14_11:</b> Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement? Preventing climate change . . . . .	221
37	<b>Table MCSP14_12:</b> Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement? Freedom of the press . . . . .	227
38	<b>Table MCSP14_13:</b> Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement? The Black Lives Matter movement . . . . .	233
39	<b>Table MCSP14_14:</b> Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement? Calls for national unity . . . . .	239
40	<b>Table MCSP14_15:</b> Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement? Thanking health care workers and essential workers for their COVID-19 response . . . . .	245
41	<b>Table MCSP14_16:</b> Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement? Encouraging people to take a COVID-19 vaccine . . . . .	251
42	<b>Table MCSP14_17:</b> Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement? Thanking law enforcement . . . . .	257
43	<b>Table MCSP14_18:</b> Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement? Encouraging people to wear face masks during the pandemic . . . . .	263
44	<b>Table MCSP15:</b> Do you typically host or attend a Super Bowl party? . . . . .	269
45	<b>Table MCSP16_1NET:</b> You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply. Chicken wings . . . . .	274

46	<b>Table MCSP16_2NET:</b> You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply. Pizza . . . . .	280
47	<b>Table MCSP16_3NET:</b> You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply. Nachos . . . . .	286
48	<b>Table MCSP16_4NET:</b> You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply. Chips . . . . .	292
49	<b>Table MCSP16_5NET:</b> You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply. Dips . . . . .	298
50	<b>Table MCSP16_6NET:</b> You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply. Burgers or sliders . . . . .	304
51	<b>Table MCSP16_7NET:</b> You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply. Tacos . . . . .	310
52	<b>Table MCSP16_8NET:</b> You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply. Meatballs . . . . .	316
53	<b>Table MCSP16_9NET:</b> You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply. Ribs . . . . .	322
54	<b>Table MCSP16_10NET:</b> You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply. Mozzarella sticks . . . . .	328
55	<b>Table MCSP16_11NET:</b> You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply. Popcorn . . . . .	334
56	<b>Table MCSP16_12NET:</b> You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply. French fries or onion rings . . . . .	340
57	<b>Table MCSP16_13NET:</b> You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply. Candy . . . . .	346
58	<b>Table MCSP16_14NET:</b> You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply. Chili . . . . .	352

59	<b>Table MCSP16_15NET:</b> <i>You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply. None of the above . . . . .</i>	358
60	<b>Table MCSP17_1NET:</b> <i>And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply. Light beer . . . . .</i>	364
61	<b>Table MCSP17_2NET:</b> <i>And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply. Craft beer . . . . .</i>	370
62	<b>Table MCSP17_3NET:</b> <i>And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply. Wine . . . . .</i>	376
63	<b>Table MCSP17_4NET:</b> <i>And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply. Hard seltzer . . . . .</i>	382
64	<b>Table MCSP17_5NET:</b> <i>And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply. Hard cider . . . . .</i>	388
65	<b>Table MCSP17_6NET:</b> <i>And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply. Cocktails . . . . .</i>	394
66	<b>Table MCSP17_7NET:</b> <i>And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply. Soda . . . . .</i>	400
67	<b>Table MCSP17_8NET:</b> <i>And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply. Non-alcoholic beer . . . .</i>	406
68	<b>Table MCSP17_9NET:</b> <i>And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply. Other non-alcoholic beverages</i>	412
69	<b>Table MCSP17_10NET:</b> <i>And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply. None of the above . . . . .</i>	418
70	<b>Table MCSP18_1NET:</b> <i>Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply. I usually cook it .</i>	424
71	<b>Table MCSP18_2NET:</b> <i>Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply. I usually pick up takeout from a restaurant or bar . . . . .</i>	430
72	<b>Table MCSP18_3NET:</b> <i>Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply. I usually order delivery directly from a restaurant or bar . . . . .</i>	436
73	<b>Table MCSP18_4NET:</b> <i>Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply. I usually order it through a delivery service such as GrubHub or Postmates . . . . .</i>	442
74	<b>Table MCSP18_5NET:</b> <i>Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply. None of the above</i>	448

75	<b>Table MCSP19_1NET:</b> <i>And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply. I plan to cook of it . . . . .</i>	454
76	<b>Table MCSP19_2NET:</b> <i>And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply. I plan to pick up takeout from a restaurant or bar . . . . .</i>	460
77	<b>Table MCSP19_3NET:</b> <i>And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply. I plan to order delivery directly from a restaurant or bar . . . . .</i>	466
78	<b>Table MCSP19_4NET:</b> <i>And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply. I plan to order through a delivery service such as GrubHub or Postmates . . . . .</i>	472
79	<b>Table MCSP19_5NET:</b> <i>And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply. None of the above . . . . .</i>	478
80	<b>Table MCSP20:</b> <i>Consider what you would usually purchase for the Super Bowl, including food, beverages and merchandise related to the game and/or NFL teams. This year, do you expect to spend more or less on purchases related to the Super Bowl, or about the same amount?</i>	484
81	<b>Table MCSP21_1:</b> <i>Do you have a favorable or unfavorable view of the following Super Bowl halftime shows? Super Bowl LIV 2020's halftime show, featuring Shakira and Jennifer Lopez with special guests Bad Bunny and J Balvin &amp; . . . . .</i>	490
82	<b>Table MCSP21_2:</b> <i>Do you have a favorable or unfavorable view of the following Super Bowl halftime shows? Super Bowl LIII 2019's halftime show, featuring Maroon 5 with special guests Travis Scott and Big Boi &amp; . . . . .</i>	496
83	<b>Table MCSP21_3:</b> <i>Do you have a favorable or unfavorable view of the following Super Bowl halftime shows? Super Bowl LII 2018's halftime show, featuring Justin Timberlake &amp; . . . . .</i>	502
84	<b>Table MCSP21_4:</b> <i>Do you have a favorable or unfavorable view of the following Super Bowl halftime shows? Super Bowl LI 2017's halftime show, featuring Lady Gaga &amp; . . . . .</i>	508
85	<b>Table MCSP21_5:</b> <i>Do you have a favorable or unfavorable view of the following Super Bowl halftime shows? Super Bowl 50 2016's halftime show, featuring Coldplay with special guests Beyonc&amp;eacute; and Bruno Mars &amp; . . . . .</i>	514
86	<b>Table MCSP21_6:</b> <i>Do you have a favorable or unfavorable view of the following Super Bowl halftime shows? Super Bowl XLIX 2015's halftime show, featuring Katy Perry with special guests Lenny Kravitz and Missy Elliott . . . . .</i>	520
87	<b>Table MCSP21_7:</b> <i>Do you have a favorable or unfavorable view of the following Super Bowl halftime shows? Super Bowl XLVIII 2014's halftime show, featuring Bruno Mars with special guest the Red Hot Chili Peppers . . . . .</i>	526
88	<b>Table MCSP21_8:</b> <i>Do you have a favorable or unfavorable view of the following Super Bowl halftime shows? Super Bowl XLVII 2013's halftime show, featuring Beyonc&amp;eacute; with special guest Destiny's Child &amp; . . . . .</i>	532

89	<b>Table MCSP21_9:</b> Do you have a favorable or unfavorable view of the following Super Bowl halftime shows? Super Bowl XLVI 2012's halftime show, featuring Madonna with special guests LMFAO, Nicki Minaj, M.I.A. and Cee Lo Green & . . . . .	538
90	<b>Table MCSP21_10:</b> Do you have a favorable or unfavorable view of the following Super Bowl halftime shows? Super Bowl XLV 2011's halftime show, featuring The Black Eyed Peas with special guests Usher and Slash & . . . . .	544
91	<b>Table MCSP21_11:</b> Do you have a favorable or unfavorable view of the following Super Bowl halftime shows? Super Bowl XLIV 2010's halftime show, featuring The Who & . . . . .	549
92	<b>Table MCSP22:</b> As you may know, The Weeknd will be the first Super Bowl halftime show performer who is a man of color since Prince performed in 2007. Based on what you know now, are you more or less likely to watch the Super Bowl LV halftime performance? . . . . .	555
93	<b>Table MCSP23:</b> Which of the following best describes how much attention you usually pay to the ads during the Super Bowl game? . . . . .	561
94	<b>Table MCSP24:</b> Which of the following best describes how much attention you plan to pay attention to the ads during this year's Super Bowl game? . . . . .	566
95	<b>Table MCSP26_1:</b> Do you have a favorable or unfavorable view of the following brands? Cheetos . . . . .	571
96	<b>Table MCSP26_2:</b> Do you have a favorable or unfavorable view of the following brands? Doritos	577
97	<b>Table MCSP26_3:</b> Do you have a favorable or unfavorable view of the following brands? Fiverr	583
98	<b>Table MCSP26_4:</b> Do you have a favorable or unfavorable view of the following brands? Frito-Lay . . . . .	589
99	<b>Table MCSP26_5:</b> Do you have a favorable or unfavorable view of the following brands? Hyundai . . . . .	595
100	<b>Table MCSP26_6:</b> Do you have a favorable or unfavorable view of the following brands? M&Ms	601
101	<b>Table MCSP26_7:</b> Do you have a favorable or unfavorable view of the following brands? Mountain Dew . . . . .	607
102	<b>Table MCSP26_8:</b> Do you have a favorable or unfavorable view of the following brands? Olay	613
103	<b>Table MCSP26_9:</b> Do you have a favorable or unfavorable view of the following brands? Pringles . . . . .	619
104	<b>Table MCSP26_10:</b> Do you have a favorable or unfavorable view of the following brands? Scotts Miracle-Gro . . . . .	625
105	<b>Table MCSP26_11:</b> Do you have a favorable or unfavorable view of the following brands? Toyota . . . . .	631
106	<b>Table MCSP26_12:</b> Do you have a favorable or unfavorable view of the following brands? TurboTax . . . . .	637



107	<b>Table MCSP26_13:</b> Do you have a favorable or unfavorable view of the following brands? Vroom . . . . .	643
108	<b>Table MCSP26_14:</b> Do you have a favorable or unfavorable view of the following brands? WeatherTech . . . . .	649
109	<b>Table MCSP27:</b> Which of the following best describes your opinion of professional football? .	655
110	<b>Table MCSP28_1:</b> Do you have a favorable or unfavorable opinion of the following? NFL .	661
111	<b>Table MCSP28_2:</b> Do you have a favorable or unfavorable opinion of the following? Roger Goodell . . . . .	667
112	<b>Table MCSP28_3:</b> Do you have a favorable or unfavorable opinion of the following? Kansas City Chiefs . . . . .	673
113	<b>Table MCSP28_4:</b> Do you have a favorable or unfavorable opinion of the following? Tampa Bay Buccaneers . . . . .	679
114	<b>Table MCSP28_5:</b> Do you have a favorable or unfavorable opinion of the following? Patrick Mahomes . . . . .	685
115	<b>Table MCSP28_6:</b> Do you have a favorable or unfavorable opinion of the following? Tom Brady	691
116	<b>Table MCSP29_1:</b> Compared to this time last year, are you watching more or less of the following, or about the same amount? NFL . . . . .	697
117	<b>Table MCSP29_2:</b> Compared to this time last year, are you watching more or less of the following, or about the same amount? NBA . . . . .	703
118	<b>Table MCSP29_3:</b> Compared to this time last year, are you watching more or less of the following, or about the same amount? College basketball . . . . .	709
119	<b>Table MCSP29_4:</b> Compared to this time last year, are you watching more or less of the following, or about the same amount? College football . . . . .	715
120	<b>Table MCSP30_1:</b> Did President Donald Trump influence how favorably you feel towards each of the following during his time in office? NFL . . . . .	721
121	<b>Table MCSP30_2:</b> Did President Donald Trump influence how favorably you feel towards each of the following during his time in office? NFL owners . . . . .	727
122	<b>Table MCSP30_3:</b> Did President Donald Trump influence how favorably you feel towards each of the following during his time in office? NFL players . . . . .	733
123	<b>Table MCSP30_4:</b> Did President Donald Trump influence how favorably you feel towards each of the following during his time in office? MLB . . . . .	739
124	<b>Table MCSP30_5:</b> Did President Donald Trump influence how favorably you feel towards each of the following during his time in office? NHL . . . . .	745
125	<b>Table MCSP30_6:</b> Did President Donald Trump influence how favorably you feel towards each of the following during his time in office? NBA . . . . .	751

126	<b>Table MCSP30_7:</b> <i>Did President Donald Trump influence how favorably you feel towards each of the following during his time in office? PGA Tour . . . . .</i>	757
127	<b>Table MCSP30_8:</b> <i>Did President Donald Trump influence how favorably you feel towards each of the following during his time in office? NASCAR . . . . .</i>	763
128	<b>Table MCSP30_9:</b> <i>Did President Donald Trump influence how favorably you feel towards each of the following during his time in office? Professional athletes in general . . . . .</i>	769
129	<b>Table MCSP31:</b> <i>As you may know, the two teams facing off in this year's Super Bowl are Kansas City Chiefs and Tampa Bay Buccaneers. Who do you think will win the Super Bowl this year? . . . . .</i>	775
130	<b>Table MCSP32:</b> <i>Regardless of who you think will win, who would you personally like to see win in the Super Bowl between Kansas City Chiefs and Tampa Bay Buccaneers? . . . . .</i>	781
131	<b>Table MCSP33_1:</b> <i>And to what extent are the following a reason why you would like that team to win? I always cheer for that team because it is my favorite I always cheer for that team, because they're my #1 team . . . . .</i>	787
132	<b>Table MCSP33_2:</b> <i>And to what extent are the following a reason why you would like that team to win? I am a fan of that team, but they are not my favorite . . . . .</i>	793
133	<b>Table MCSP33_3:</b> <i>And to what extent are the following a reason why you would like that team to win? I don't like the other team . . . . .</i>	799
134	<b>Table MCSP33_4:</b> <i>And to what extent are the following a reason why you would like that team to win? I like a specific player on that team . . . . .</i>	805
135	<b>Table MCSP33_5:</b> <i>And to what extent are the following a reason why you would like that team to win? I like that team's colors . . . . .</i>	811
136	<b>Table MCSP33_6:</b> <i>And to what extent are the following a reason why you would like that team to win? I like that team's mascot . . . . .</i>	817
137	<b>Table MCSP34:</b> <i>Which sport would you most want to play? . . . . .</i>	823
138	<b>Table MCSP35:</b> <i>Which sport would you most want to watch? . . . . .</i>	828
139	<b>Table MCSP36:</b> <i>As you may know, there are many ways to bet money on sports, such as through a website, in person, as part of a fantasy league and with your friends or family. Generally speaking, about how often do you bet money on professional or college sports? . . . . .</i>	833
140	<b>Table MCSP37:</b> <i>And specifically, how often do you bet money on NFL football during a typical season? . . . . .</i>	839
141	<b>Table MCSP38:</b> <i>Do you expect to place any monetary bets on Super Bowl LV, such as bets on the outcome, prop bets or pools with friends, family or co-workers? . . . . .</i>	845
142	<b>Table MCSP39_1:</b> <i>How likely or unlikely are you to bet money on Super Bowl LV with each of the following? A brick-and-mortar casino sportsbook . . . . .</i>	851

143	<b>Table MCSP39_2:</b> How likely or unlikely are you to bet money on Super Bowl LV with each of the following? An online or mobile sportsbook or fantasy sports website . . . . .	857
144	<b>Table MCSP39_3:</b> How likely or unlikely are you to bet money on Super Bowl LV with each of the following? An informal 'bookie' . . . . .	863
145	<b>Table MCSP39_4:</b> How likely or unlikely are you to bet money on Super Bowl LV with each of the following? Friends, family members or co-workers . . . . .	869
146	<b>Table MCSP40_1:</b> How likely or unlikely are you to place each of the following types of bets on Super Bowl LV? Betting on the winner, either straight-up, money line or against the spread . . . . .	875
147	<b>Table MCSP40_2:</b> How likely or unlikely are you to place each of the following types of bets on Super Bowl LV? Total line bets, or over/under . . . . .	881
148	<b>Table MCSP40_3:</b> How likely or unlikely are you to place each of the following types of bets on Super Bowl LV? Traditional prop bets, such as the first team to score or a particular player's performance . . . . .	887
149	<b>Table MCSP40_4:</b> How likely or unlikely are you to place each of the following types of bets on Super Bowl LV? Obscure prop bets, such as the result of the coin toss or the color of the Gatorade poured on the winning coach . . . . .	893
150	<b>Table MCSP40_5:</b> How likely or unlikely are you to place each of the following types of bets on Super Bowl LV? Entering a 'boxes' or 'squares' pool . . . . .	899
151	<b>Table MCSP40_6:</b> How likely or unlikely are you to place each of the following types of bets on Super Bowl LV? Daily fantasy . . . . .	905
152	<b>Table MCSP41:</b> As far as you know, is it currently legal to place bets on sports in your state? . . . . .	911
153	<b>Table MCSPdem1_1:</b> Do you consider yourself an avid fan, casual fan or not a fan of each of the following? Sports . . . . .	916
154	<b>Table MCSPdem1_2:</b> Do you consider yourself an avid fan, casual fan or not a fan of each of the following? Football . . . . .	922
155	<b>Table MCSPdem1_3:</b> Do you consider yourself an avid fan, casual fan or not a fan of each of the following? NFL . . . . .	928
156	<b>Table MCSPdem2:</b> Did you watch last year's Super Bowl, Super Bowl LIV, on Feb. 2, 2020 between the Kansas City Chiefs and San Francisco 49ers? . . . . .	934
157	<b>Summary Statistics of Survey Respondent Demographics . . . . .</b>	939

## Crosstabulation Results by Respondent Demographics

**Table MCSPI\_1:** *In general, do you believe it is appropriate for brands or corporations to do the following?*  
*Make political statements*

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	13% (279)	23% (506)	23% (511)	28% (608)	13% (296)	2200
Gender: Male	13% (137)	23% (241)	23% (247)	30% (320)	11% (116)	1062
Gender: Female	12% (142)	23% (264)	23% (264)	25% (288)	16% (180)	1138
Age: 18-34	19% (126)	29% (192)	20% (128)	16% (102)	16% (107)	655
Age: 35-44	17% (62)	24% (85)	21% (76)	20% (72)	18% (64)	358
Age: 45-64	8% (60)	18% (135)	27% (202)	36% (271)	11% (83)	751
Age: 65+	7% (31)	22% (94)	24% (105)	38% (164)	10% (42)	436
GenZers: 1997-2012	15% (45)	33% (98)	20% (59)	15% (44)	18% (54)	299
Millennials: 1981-1996	22% (128)	27% (160)	19% (115)	18% (106)	15% (86)	595
GenXers: 1965-1980	10% (56)	17% (93)	28% (152)	29% (157)	15% (84)	542
Baby Boomers: 1946-1964	7% (49)	21% (140)	24% (163)	39% (266)	10% (66)	685
PID: Dem (no lean)	20% (182)	30% (268)	23% (203)	15% (136)	12% (108)	897
PID: Ind (no lean)	8% (57)	22% (152)	24% (161)	28% (186)	18% (120)	676
PID: Rep (no lean)	7% (41)	14% (85)	23% (147)	46% (286)	11% (68)	627
PID/Gender: Dem Men	22% (90)	31% (125)	21% (84)	15% (59)	12% (49)	407
PID/Gender: Dem Women	19% (91)	29% (143)	24% (120)	16% (77)	12% (59)	490
PID/Gender: Ind Men	7% (23)	22% (72)	25% (81)	33% (108)	13% (42)	327
PID/Gender: Ind Women	10% (33)	23% (80)	23% (80)	22% (78)	22% (78)	349
PID/Gender: Rep Men	7% (24)	13% (44)	25% (82)	47% (153)	7% (24)	327
PID/Gender: Rep Women	6% (17)	14% (41)	22% (65)	44% (133)	14% (43)	299
Ideo: Liberal (1-3)	25% (163)	34% (217)	22% (145)	12% (74)	7% (46)	645
Ideo: Moderate (4)	9% (57)	24% (148)	26% (163)	24% (147)	17% (105)	621
Ideo: Conservative (5-7)	6% (41)	13% (85)	24% (160)	50% (340)	7% (49)	675
Educ: < College	11% (166)	23% (341)	23% (341)	28% (419)	16% (244)	1512
Educ: Bachelors degree	14% (62)	23% (103)	25% (112)	29% (129)	8% (38)	444
Educ: Post-grad	21% (51)	25% (61)	24% (58)	25% (60)	6% (14)	244

Continued on next page

**Table MCSP1\_1:** *In general, do you believe it is appropriate for brands or corporations to do the following?*  
*Make political statements*

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	13% (279)	23% (506)	23% (511)	28% (608)	13% (296)	2200
Income: Under 50k	12% (145)	22% (263)	21% (255)	27% (321)	18% (215)	1198
Income: 50k-100k	12% (81)	24% (161)	26% (177)	29% (201)	9% (60)	680
Income: 100k+	16% (53)	25% (82)	25% (79)	27% (87)	6% (21)	322
Ethnicity: White	11% (189)	21% (360)	24% (414)	32% (549)	12% (210)	1722
Ethnicity: Hispanic	15% (54)	25% (86)	21% (73)	25% (86)	14% (51)	349
Ethnicity: Black	26% (72)	30% (83)	16% (44)	9% (25)	18% (50)	274
Ethnicity: Other	9% (18)	31% (63)	26% (53)	17% (35)	17% (36)	204
All Christian	11% (111)	21% (201)	25% (244)	34% (336)	8% (83)	975
All Non-Christian	26% (33)	30% (38)	26% (33)	13% (17)	5% (6)	128
Atheist	22% (24)	31% (34)	16% (18)	21% (23)	10% (11)	110
Agnostic/Nothing in particular	11% (64)	27% (160)	23% (138)	21% (123)	19% (113)	598
Something Else	12% (48)	19% (73)	20% (78)	28% (110)	21% (82)	390
Religious Non-Protestant/Catholic	25% (38)	27% (42)	26% (39)	15% (23)	7% (10)	152
Evangelical	10% (58)	19% (110)	23% (132)	33% (190)	14% (80)	570
Non-Evangelical	13% (96)	21% (158)	24% (182)	32% (245)	11% (81)	761
Community: Urban	20% (118)	26% (158)	24% (146)	16% (96)	13% (81)	600
Community: Suburban	11% (111)	24% (253)	23% (239)	31% (319)	11% (114)	1037
Community: Rural	9% (49)	17% (95)	22% (125)	34% (193)	18% (101)	564
Employ: Private Sector	14% (90)	23% (150)	25% (160)	26% (168)	11% (72)	641
Employ: Government	11% (14)	22% (29)	24% (30)	32% (41)	11% (14)	128
Employ: Self-Employed	22% (34)	24% (37)	27% (41)	19% (30)	8% (12)	153
Employ: Homemaker	12% (20)	21% (34)	21% (35)	28% (47)	17% (29)	165
Employ: Student	18% (22)	27% (33)	19% (24)	20% (25)	17% (21)	124
Employ: Retired	7% (37)	20% (101)	25% (128)	38% (195)	9% (46)	506
Employ: Unemployed	15% (49)	26% (86)	17% (58)	18% (61)	23% (77)	332
Employ: Other	9% (13)	23% (35)	23% (35)	28% (42)	17% (25)	151
Military HH: Yes	11% (38)	19% (66)	22% (76)	36% (122)	12% (40)	341
Military HH: No	13% (241)	24% (440)	23% (435)	26% (486)	14% (256)	1859

Continued on next page

**Table MCSPI\_1:** *In general, do you believe it is appropriate for brands or corporations to do the following?*  
*Make political statements*

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	13% (279)	23% (506)	23% (511)	28% (608)	13% (296)	2200
RD/WT: Right Direction	18% (163)	30% (268)	21% (192)	17% (152)	14% (122)	897
RD/WT: Wrong Track	9% (116)	18% (238)	24% (319)	35% (456)	13% (174)	1303
Biden Job Approve	18% (226)	31% (397)	24% (302)	15% (192)	13% (166)	1282
Biden Job Disapprove	6% (42)	11% (74)	22% (154)	52% (362)	10% (66)	698
Biden Job Strongly Approve	22% (181)	30% (243)	21% (170)	14% (116)	12% (94)	804
Biden Job Somewhat Approve	9% (45)	32% (153)	28% (132)	16% (77)	15% (72)	478
Biden Job Somewhat Disapprove	6% (12)	16% (30)	30% (57)	38% (72)	10% (19)	191
Biden Job Strongly Disapprove	6% (30)	9% (44)	19% (96)	57% (290)	9% (47)	507
Favorable of Biden	18% (232)	30% (393)	23% (299)	16% (208)	13% (174)	1305
Unfavorable of Biden	5% (38)	12% (92)	24% (183)	49% (376)	9% (71)	759
Very Favorable of Biden	22% (170)	30% (235)	22% (171)	15% (120)	11% (84)	780
Somewhat Favorable of Biden	12% (62)	30% (157)	24% (128)	17% (88)	17% (90)	525
Somewhat Unfavorable of Biden	6% (12)	20% (38)	36% (69)	30% (58)	7% (14)	192
Very Unfavorable of Biden	5% (26)	10% (54)	20% (114)	56% (317)	10% (57)	567
#1 Issue: Economy	11% (97)	21% (186)	26% (225)	29% (254)	12% (106)	868
#1 Issue: Security	8% (21)	13% (35)	20% (53)	45% (120)	14% (38)	267
#1 Issue: Health Care	18% (72)	27% (109)	22% (88)	18% (71)	16% (64)	404
#1 Issue: Medicare / Social Security	6% (14)	19% (46)	24% (56)	37% (86)	15% (34)	236
#1 Issue: Women's Issues	24% (23)	30% (28)	21% (20)	14% (14)	11% (11)	96
#1 Issue: Education	17% (17)	28% (27)	25% (24)	12% (12)	17% (16)	96
#1 Issue: Energy	33% (26)	25% (20)	22% (18)	14% (11)	7% (6)	81
#1 Issue: Other	6% (9)	36% (54)	18% (28)	27% (40)	14% (21)	152
2020 Vote: Joe Biden	20% (212)	32% (332)	24% (253)	13% (137)	11% (115)	1049
2020 Vote: Donald Trump	4% (30)	12% (81)	23% (161)	52% (358)	8% (57)	686
2020 Vote: Other	2% (1)	13% (8)	36% (22)	32% (20)	17% (10)	62
2020 Vote: Didn't Vote	9% (36)	21% (84)	19% (75)	23% (93)	28% (113)	401
2018 House Vote: Democrat	22% (165)	30% (220)	25% (185)	14% (102)	9% (69)	741
2018 House Vote: Republican	5% (26)	14% (75)	23% (129)	53% (292)	6% (32)	554
2018 House Vote: Someone else	2% (1)	16% (9)	27% (14)	40% (21)	15% (8)	52

Continued on next page

**Table MCSP1\_1:** *In general, do you believe it is appropriate for brands or corporations to do the following?*  
*Make political statements*

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	13% (279)	23% (506)	23% (511)	28% (608)	13% (296)	2200
2016 Vote: Hillary Clinton	22% (153)	30% (212)	24% (172)	15% (103)	9% (67)	707
2016 Vote: Donald Trump	4% (27)	12% (74)	24% (150)	53% (330)	7% (47)	628
2016 Vote: Other	7% (8)	21% (23)	37% (42)	26% (29)	9% (10)	113
2016 Vote: Didn't Vote	12% (91)	26% (194)	20% (147)	19% (145)	23% (172)	749
Voted in 2014: Yes	13% (157)	22% (264)	24% (282)	33% (394)	8% (97)	1194
Voted in 2014: No	12% (122)	24% (242)	23% (229)	21% (215)	20% (199)	1006
4-Region: Northeast	11% (45)	25% (100)	26% (102)	26% (104)	11% (43)	394
4-Region: Midwest	14% (65)	20% (90)	26% (120)	28% (129)	13% (58)	462
4-Region: South	12% (99)	21% (172)	21% (173)	31% (256)	15% (125)	824
4-Region: West	13% (70)	28% (144)	22% (116)	23% (120)	14% (70)	520
Sports fan	14% (216)	24% (371)	25% (375)	26% (392)	11% (165)	1519
Avid sports fan	23% (108)	25% (117)	22% (106)	21% (102)	9% (45)	478
Casual sports fan	10% (108)	24% (254)	26% (270)	28% (291)	11% (119)	1041
Football fan	14% (207)	25% (356)	25% (355)	26% (371)	11% (156)	1444
Avid football fan	20% (125)	25% (153)	22% (135)	24% (149)	9% (55)	616
Casual football fan	10% (82)	25% (203)	27% (220)	27% (222)	12% (100)	828
NFL fan	14% (196)	25% (350)	25% (354)	25% (348)	11% (149)	1396
Avid NFL fan	20% (117)	24% (143)	23% (135)	24% (145)	9% (56)	595
Casual NFL fan	10% (79)	26% (207)	27% (219)	25% (203)	12% (93)	801
Watched SB last year	16% (183)	25% (285)	24% (276)	26% (296)	10% (117)	1157
Didn't watch SB last year	9% (96)	21% (221)	23% (235)	30% (312)	17% (179)	1043
OK brands get political	36% (279)	64% (506)	— (0)	— (0)	— (0)	785
Not OK brands get political	— (0)	— (0)	46% (511)	54% (608)	— (0)	1119
OK social justice	21% (270)	37% (475)	24% (313)	13% (167)	5% (66)	1292
Not OK social justice	1% (6)	3% (21)	29% (180)	65% (399)	1% (6)	612
Likely SB viewer	16% (215)	26% (347)	25% (334)	24% (323)	9% (125)	1344
Unlikely SB viewer	7% (52)	19% (139)	22% (158)	37% (270)	15% (113)	733
More likely to watch SB this year	23% (131)	28% (162)	22% (124)	19% (112)	8% (47)	577
Less likely to watch SB this year	8% (40)	16% (76)	18% (87)	43% (202)	14% (68)	472

Continued on next page

**Table MCSP1\_1:** *In general, do you believe it is appropriate for brands or corporations to do the following?*  
*Make political statements*

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	13% (279)	23% (506)	23% (511)	28% (608)	13% (296)	2200
Likely host/attend SB party	27% (108)	30% (124)	19% (77)	17% (67)	8% (31)	406
Unlikely host/attend SB party	10% (164)	22% (362)	25% (421)	31% (518)	12% (191)	1656
Watch SB for game	16% (135)	24% (210)	27% (228)	26% (221)	8% (65)	859
Watch SB for halftime	19% (44)	30% (68)	24% (54)	16% (35)	11% (26)	227
Watch SB for ads	16% (30)	26% (51)	22% (42)	27% (52)	10% (18)	193
SB more political	17% (139)	20% (160)	24% (196)	34% (280)	5% (43)	818
SB less political	12% (41)	26% (86)	27% (88)	27% (87)	8% (26)	328
Typically host/attend SB party	21% (115)	26% (143)	23% (128)	22% (121)	9% (49)	556
Typically do not host/attend SB party	10% (164)	22% (362)	23% (382)	30% (487)	15% (247)	1644
Usually pays a lot/some attn to ads	15% (220)	25% (369)	26% (381)	26% (388)	9% (134)	1492
Usually pays not much/no attn to ads	8% (59)	19% (137)	18% (130)	31% (221)	23% (162)	708
Plan to pay a lot/some attn to ads	15% (206)	26% (351)	26% (348)	24% (329)	9% (124)	1359
Plan to pay not much/no attn to ads	9% (73)	18% (154)	19% (163)	33% (279)	20% (172)	841
Pro football fav sport	18% (107)	24% (143)	23% (138)	24% (143)	11% (64)	596
Fav NFL	15% (189)	26% (327)	26% (330)	23% (282)	10% (126)	1254
Unfav NFL	11% (54)	16% (78)	20% (97)	44% (214)	8% (39)	481
Fav Goodell	19% (96)	27% (136)	23% (115)	22% (108)	8% (42)	496
Unfav Goodell	12% (57)	24% (115)	23% (112)	36% (172)	6% (28)	483
Fav Chiefs	16% (157)	25% (246)	25% (254)	28% (275)	7% (69)	1001
Fav Buccaneers	16% (133)	26% (218)	24% (197)	27% (220)	7% (55)	822
Chiefs fan	17% (144)	22% (183)	24% (201)	25% (208)	11% (92)	828
Buccaneers fan	11% (64)	28% (164)	26% (152)	29% (173)	7% (40)	593
Frequent sports betters	39% (40)	16% (17)	12% (13)	16% (17)	16% (17)	103
Regular sports betters	30% (66)	27% (60)	15% (34)	17% (38)	11% (25)	223
Frequent NFL betters	34% (39)	15% (17)	20% (23)	20% (24)	12% (14)	117
Regular NFL betters	27% (65)	23% (56)	21% (49)	18% (44)	10% (25)	239
Definite SB betters	40% (52)	19% (26)	15% (20)	20% (26)	6% (8)	132
Probable SB betters	26% (89)	29% (98)	24% (80)	18% (62)	4% (12)	341
Believe betting is legal in their state	17% (111)	24% (160)	26% (174)	24% (158)	9% (58)	661

Continued on next page



**Table MCSP1\_1:** *In general, do you believe it is appropriate for brands or corporations to do the following?*  
*Make political statements*

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	13% (279)	23% (506)	23% (511)	28% (608)	13% (296)	2200
Believe betting is illegal in their state	14% (53)	22% (85)	24% (93)	33% (126)	8% (30)	387
Non-sports fans	9% (63)	20% (135)	20% (136)	32% (216)	19% (131)	681
Gen Z sports fans	17% (33)	32% (62)	23% (45)	15% (28)	13% (26)	194
Millennial sports fans	25% (103)	29% (124)	20% (83)	15% (64)	11% (47)	422
Gen X sports fans	10% (40)	18% (69)	29% (110)	29% (110)	14% (52)	381
Boomer sports fans	8% (39)	22% (103)	26% (120)	36% (166)	8% (38)	466
Sports fans 18-34	22% (96)	30% (131)	21% (94)	15% (65)	12% (54)	439
Sports fans 35-44	20% (52)	27% (68)	22% (56)	17% (43)	13% (34)	253
Sports fans 45-64	9% (45)	20% (106)	28% (149)	34% (178)	10% (52)	530
Sports fans 65+	8% (24)	22% (66)	26% (76)	36% (106)	8% (24)	297
Occasional sports betters	17% (33)	20% (38)	32% (63)	25% (50)	6% (13)	196
Non-sports betters	10% (180)	23% (407)	23% (414)	29% (520)	15% (258)	1781
In legal betting states	13% (106)	21% (174)	24% (198)	28% (228)	13% (107)	814
Outside legal betting states	12% (173)	24% (331)	23% (313)	27% (380)	14% (189)	1386
Sports fan In legal betting states 21+	16% (83)	21% (114)	27% (143)	25% (132)	11% (57)	530
Sports fan Outside legal betting states 21+	13% (120)	25% (226)	23% (208)	27% (246)	10% (93)	893
Likely SB viewer In legal betting states 21+	17% (80)	23% (106)	28% (129)	23% (105)	10% (45)	464
Likely SB viewer Outside legal betting states 21+	15% (121)	27% (214)	23% (186)	25% (200)	9% (74)	796

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

**Table MCSP1\_2: In general, do you believe it is appropriate for brands or corporations to do the following?**  
*Promote social justice*

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	33% (726)	26% (566)	12% (261)	16% (351)	13% (296)	2200
Gender: Male	31% (330)	27% (289)	12% (130)	19% (198)	11% (115)	1062
Gender: Female	35% (396)	24% (277)	11% (131)	13% (153)	16% (182)	1138
Age: 18-34	43% (282)	28% (180)	7% (43)	7% (45)	16% (105)	655
Age: 35-44	37% (131)	26% (93)	10% (34)	12% (44)	15% (55)	358
Age: 45-64	25% (185)	23% (176)	17% (127)	23% (172)	12% (90)	751
Age: 65+	29% (127)	27% (116)	13% (56)	21% (90)	11% (46)	436
GenZers: 1997-2012	40% (120)	30% (91)	6% (19)	4% (13)	19% (56)	299
Millennials: 1981-1996	42% (252)	27% (161)	8% (47)	10% (59)	13% (76)	595
GenXers: 1965-1980	27% (148)	23% (126)	15% (84)	18% (97)	16% (88)	542
Baby Boomers: 1946-1964	26% (181)	24% (164)	15% (103)	25% (168)	10% (69)	685
PID: Dem (no lean)	48% (430)	27% (246)	8% (71)	6% (55)	11% (95)	897
PID: Ind (no lean)	30% (204)	26% (174)	13% (88)	14% (94)	17% (116)	676
PID: Rep (no lean)	15% (92)	23% (146)	16% (101)	32% (202)	14% (86)	627
PID/Gender: Dem Men	46% (186)	31% (124)	8% (31)	6% (24)	10% (41)	407
PID/Gender: Dem Women	50% (244)	25% (122)	8% (40)	6% (30)	11% (54)	490
PID/Gender: Ind Men	27% (88)	28% (92)	14% (46)	19% (62)	12% (40)	327
PID/Gender: Ind Women	33% (116)	24% (83)	12% (43)	9% (32)	22% (76)	349
PID/Gender: Rep Men	17% (56)	22% (74)	16% (54)	34% (111)	10% (33)	327
PID/Gender: Rep Women	12% (36)	24% (72)	16% (47)	30% (91)	17% (52)	299
Ideo: Liberal (1-3)	59% (382)	25% (163)	6% (41)	4% (25)	5% (34)	645
Ideo: Moderate (4)	31% (191)	30% (184)	12% (77)	11% (66)	16% (102)	621
Ideo: Conservative (5-7)	13% (87)	24% (160)	17% (112)	36% (244)	11% (71)	675
Educ: < College	30% (450)	26% (386)	12% (184)	16% (242)	17% (250)	1512
Educ: Bachelors degree	36% (159)	27% (122)	13% (57)	16% (71)	8% (35)	444
Educ: Post-grad	48% (117)	24% (58)	8% (20)	15% (38)	5% (11)	244
Income: Under 50k	32% (380)	24% (292)	11% (127)	16% (186)	18% (214)	1198
Income: 50k-100k	33% (227)	28% (188)	15% (103)	15% (104)	8% (58)	680
Income: 100k+	37% (119)	27% (87)	9% (30)	19% (61)	8% (25)	322
Ethnicity: White	29% (503)	26% (439)	13% (228)	19% (327)	13% (225)	1722

Continued on next page

**Table MCSP1\_2:** *In general, do you believe it is appropriate for brands or corporations to do the following?*  
*Promote social justice*

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	33% (726)	26% (566)	12% (261)	16% (351)	13% (296)	2200
Ethnicity: Hispanic	42% (148)	27% (94)	9% (30)	11% (40)	11% (38)	349
Ethnicity: Black	55% (152)	23% (62)	3% (9)	2% (6)	17% (46)	274
Ethnicity: Other	35% (71)	32% (65)	12% (25)	9% (17)	13% (26)	204
All Christian	30% (288)	26% (253)	13% (128)	22% (213)	10% (94)	975
All Non-Christian	47% (59)	32% (41)	11% (15)	6% (8)	4% (5)	128
Atheist	46% (50)	25% (27)	10% (11)	10% (11)	9% (10)	110
Agnostic/Nothing in particular	35% (208)	23% (140)	12% (74)	11% (64)	19% (112)	598
Something Else	31% (121)	27% (105)	8% (33)	14% (55)	20% (77)	390
Religious Non-Protestant/Catholic	44% (66)	32% (49)	11% (16)	7% (11)	6% (9)	152
Evangelical	26% (145)	27% (156)	12% (66)	21% (120)	14% (81)	570
Non-Evangelical	33% (250)	25% (192)	12% (93)	19% (143)	11% (83)	761
Community: Urban	45% (267)	27% (161)	8% (51)	7% (39)	14% (81)	600
Community: Suburban	31% (321)	26% (273)	14% (142)	18% (189)	11% (111)	1037
Community: Rural	24% (138)	23% (132)	12% (68)	22% (122)	18% (104)	564
Employ: Private Sector	32% (203)	28% (180)	14% (89)	16% (105)	10% (64)	641
Employ: Government	33% (42)	24% (30)	11% (14)	20% (26)	12% (16)	128
Employ: Self-Employed	48% (74)	26% (40)	10% (15)	8% (12)	8% (12)	153
Employ: Homemaker	32% (54)	23% (38)	10% (16)	18% (30)	17% (27)	165
Employ: Student	46% (57)	24% (30)	6% (8)	3% (4)	21% (26)	124
Employ: Retired	28% (140)	25% (125)	13% (65)	24% (121)	11% (55)	506
Employ: Unemployed	33% (110)	26% (85)	12% (39)	10% (34)	19% (64)	332
Employ: Other	31% (47)	25% (38)	9% (13)	13% (20)	22% (33)	151
Military HH: Yes	26% (89)	27% (93)	12% (41)	22% (74)	13% (43)	341
Military HH: No	34% (636)	25% (473)	12% (220)	15% (276)	14% (253)	1859
RD/WT: Right Direction	46% (412)	28% (254)	7% (64)	7% (64)	12% (103)	897
RD/WT: Wrong Track	24% (314)	24% (312)	15% (197)	22% (287)	15% (193)	1303
Biden Job Approve	47% (601)	30% (379)	8% (99)	5% (70)	10% (133)	1282
Biden Job Disapprove	12% (84)	20% (137)	18% (126)	37% (259)	13% (93)	698

Continued on next page

**Table MCSPI\_2:** *In general, do you believe it is appropriate for brands or corporations to do the following?*  
*Promote social justice*

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	33% (726)	26% (566)	12% (261)	16% (351)	13% (296)	2200
Biden Job Strongly Approve	54% (432)	25% (202)	6% (46)	5% (43)	10% (81)	804
Biden Job Somewhat Approve	35% (169)	37% (177)	11% (53)	6% (27)	11% (52)	478
Biden Job Somewhat Disapprove	12% (23)	34% (64)	24% (45)	20% (37)	11% (21)	191
Biden Job Strongly Disapprove	12% (61)	14% (72)	16% (81)	44% (221)	14% (72)	507
Favorable of Biden	48% (621)	28% (370)	7% (92)	6% (79)	11% (143)	1305
Unfavorable of Biden	11% (82)	22% (166)	19% (144)	35% (265)	14% (103)	759
Very Favorable of Biden	54% (420)	25% (194)	7% (53)	5% (42)	9% (72)	780
Somewhat Favorable of Biden	38% (201)	34% (176)	7% (39)	7% (37)	14% (71)	525
Somewhat Unfavorable of Biden	15% (29)	38% (73)	23% (43)	14% (26)	11% (20)	192
Very Unfavorable of Biden	9% (53)	16% (93)	18% (100)	42% (239)	15% (82)	567
#1 Issue: Economy	31% (265)	26% (224)	14% (121)	18% (152)	12% (105)	868
#1 Issue: Security	17% (46)	23% (61)	12% (32)	32% (86)	16% (42)	267
#1 Issue: Health Care	46% (187)	24% (97)	9% (35)	9% (35)	13% (51)	404
#1 Issue: Medicare / Social Security	21% (50)	31% (73)	16% (37)	15% (35)	17% (41)	236
#1 Issue: Women's Issues	49% (47)	24% (23)	6% (6)	7% (6)	14% (13)	96
#1 Issue: Education	37% (36)	28% (27)	11% (11)	7% (7)	17% (17)	96
#1 Issue: Energy	60% (48)	18% (15)	7% (6)	9% (7)	7% (6)	81
#1 Issue: Other	31% (47)	31% (47)	9% (14)	14% (22)	15% (23)	152
2020 Vote: Joe Biden	51% (535)	28% (294)	7% (71)	5% (57)	9% (93)	1049
2020 Vote: Donald Trump	10% (68)	21% (145)	19% (132)	37% (256)	12% (85)	686
2020 Vote: Other	23% (14)	20% (12)	18% (11)	18% (11)	21% (13)	62
2020 Vote: Didn't Vote	27% (107)	29% (115)	12% (47)	7% (26)	26% (105)	401
2018 House Vote: Democrat	51% (381)	28% (204)	8% (56)	6% (43)	8% (57)	741
2018 House Vote: Republican	12% (65)	23% (126)	18% (102)	38% (209)	9% (51)	554
2018 House Vote: Someone else	29% (15)	17% (9)	13% (7)	25% (13)	17% (9)	52
2016 Vote: Hillary Clinton	51% (363)	27% (193)	8% (55)	6% (43)	8% (53)	707
2016 Vote: Donald Trump	14% (88)	21% (133)	18% (111)	36% (229)	11% (67)	628
2016 Vote: Other	26% (29)	29% (33)	15% (17)	22% (25)	8% (9)	113
2016 Vote: Didn't Vote	33% (245)	28% (208)	10% (76)	7% (53)	22% (167)	749

Continued on next page

**Table MCSP1\_2:** In general, do you believe it is appropriate for brands or corporations to do the following?

Promote social justice

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	33% (726)	26% (566)	12% (261)	16% (351)	13% (296)	2200
Voted in 2014: Yes	33% (392)	25% (299)	12% (145)	21% (248)	9% (109)	1194
Voted in 2014: No	33% (334)	27% (267)	11% (115)	10% (103)	19% (187)	1006
4-Region: Northeast	36% (141)	26% (102)	12% (46)	16% (62)	11% (43)	394
4-Region: Midwest	31% (145)	23% (108)	15% (68)	17% (80)	13% (61)	462
4-Region: South	30% (250)	25% (206)	11% (93)	18% (145)	16% (129)	824
4-Region: West	36% (190)	29% (149)	10% (54)	12% (64)	12% (63)	520
Sports fan	35% (529)	28% (423)	12% (179)	14% (212)	12% (177)	1519
Avid sports fan	44% (211)	27% (128)	9% (43)	13% (61)	7% (35)	478
Casual sports fan	31% (318)	28% (295)	13% (136)	15% (151)	14% (142)	1041
Football fan	34% (491)	28% (411)	12% (173)	15% (210)	11% (159)	1444
Avid football fan	42% (259)	26% (162)	9% (55)	14% (86)	9% (55)	616
Casual football fan	28% (232)	30% (249)	14% (118)	15% (123)	13% (105)	828
NFL fan	34% (481)	29% (401)	12% (170)	14% (189)	11% (154)	1396
Avid NFL fan	41% (243)	26% (154)	9% (56)	14% (81)	10% (61)	595
Casual NFL fan	30% (239)	31% (247)	14% (114)	13% (108)	12% (93)	801
Watched SB last year	36% (417)	28% (323)	11% (130)	15% (169)	10% (118)	1157
Didn't watch SB last year	30% (309)	23% (243)	13% (130)	17% (182)	17% (178)	1043
OK brands get political	61% (475)	34% (270)	3% (22)	1% (5)	2% (13)	785
Not OK brands get political	19% (215)	24% (265)	21% (234)	31% (345)	5% (60)	1119
OK social justice	56% (726)	44% (566)	— (0)	— (0)	— (0)	1292
Not OK social justice	— (0)	— (0)	43% (261)	57% (351)	— (0)	612
Likely SB viewer	37% (503)	30% (398)	11% (147)	12% (166)	10% (129)	1344
Unlikely SB viewer	27% (197)	20% (148)	14% (101)	24% (176)	15% (110)	733
More likely to watch SB this year	43% (250)	31% (181)	9% (54)	8% (47)	8% (44)	577
Less likely to watch SB this year	24% (113)	20% (93)	14% (67)	28% (133)	14% (66)	472
Likely host/attend SB party	42% (169)	32% (130)	10% (41)	9% (38)	7% (27)	406
Unlikely host/attend SB party	32% (533)	25% (415)	13% (212)	18% (300)	12% (195)	1656
Watch SB for game	36% (312)	29% (249)	12% (102)	14% (120)	9% (76)	859
Watch SB for halftime	46% (103)	31% (70)	7% (17)	6% (13)	11% (24)	227

Continued on next page

**Table MCSPI\_2:** *In general, do you believe it is appropriate for brands or corporations to do the following?*  
*Promote social justice*

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	33% (726)	26% (566)	12% (261)	16% (351)	13% (296)	2200
Watch SB for ads	37% (72)	29% (57)	13% (26)	13% (25)	7% (13)	193
SB more political	35% (283)	24% (198)	13% (103)	22% (183)	6% (51)	818
SB less political	40% (130)	32% (105)	14% (45)	10% (34)	4% (14)	328
Typically host/attend SB party	41% (230)	25% (140)	11% (62)	12% (68)	10% (56)	556
Typically do not host/attend SB party	30% (496)	26% (426)	12% (199)	17% (283)	15% (240)	1644
Usually pays a lot/some attn to ads	37% (551)	28% (412)	12% (177)	14% (212)	9% (141)	1492
Usually pays not much/no attn to ads	25% (175)	22% (155)	12% (84)	20% (138)	22% (155)	708
Plan to pay a lot/some attn to ads	38% (512)	29% (395)	12% (157)	12% (167)	9% (128)	1359
Plan to pay not much/no attn to ads	25% (213)	20% (171)	12% (104)	22% (184)	20% (169)	841
Pro football fav sport	39% (232)	27% (163)	9% (55)	13% (77)	11% (68)	596
Fav NFL	38% (479)	30% (375)	11% (138)	10% (130)	11% (133)	1254
Unfav NFL	26% (127)	20% (94)	13% (65)	33% (157)	8% (38)	481
Fav Goodell	42% (208)	32% (159)	10% (48)	9% (46)	7% (35)	496
Unfav Goodell	27% (131)	27% (131)	13% (64)	27% (129)	6% (28)	483
Fav Chiefs	37% (366)	29% (287)	12% (122)	15% (148)	8% (79)	1001
Fav Buccaneers	38% (312)	28% (229)	13% (108)	14% (115)	7% (59)	822
Chiefs fan	39% (323)	25% (211)	11% (91)	14% (119)	10% (85)	828
Buccaneers fan	32% (189)	32% (190)	13% (76)	16% (94)	7% (43)	593
Frequent sports betters	46% (47)	23% (24)	4% (5)	16% (17)	11% (11)	103
Regular sports betters	42% (93)	28% (62)	8% (17)	16% (35)	8% (17)	223
Frequent NFL betters	49% (57)	16% (19)	7% (8)	18% (21)	11% (13)	117
Regular NFL betters	38% (91)	28% (67)	11% (26)	16% (38)	7% (18)	239
Definite SB betters	50% (66)	19% (25)	10% (14)	16% (21)	4% (6)	132
Probable SB betters	42% (145)	28% (95)	14% (48)	13% (44)	3% (10)	341
Believe betting is legal in their state	39% (258)	26% (174)	11% (74)	15% (99)	8% (56)	661
Believe betting is illegal in their state	28% (109)	28% (109)	15% (57)	20% (76)	9% (37)	387
Non-sports fans	29% (197)	21% (144)	12% (82)	20% (139)	18% (120)	681
Gen Z sports fans	39% (76)	34% (66)	6% (11)	3% (7)	18% (34)	194
Millennial sports fans	47% (200)	27% (115)	9% (36)	9% (37)	8% (34)	422

Continued on next page

**Table MCSP1\_2:** *In general, do you believe it is appropriate for brands or corporations to do the following?*  
*Promote social justice*

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	33% (726)	26% (566)	12% (261)	16% (351)	13% (296)	2200
Gen X sports fans	27% (103)	27% (105)	14% (53)	16% (60)	16% (60)	381
Boomer sports fans	29% (133)	25% (117)	15% (72)	21% (97)	10% (47)	466
Sports fans 18-34	45% (199)	29% (125)	7% (30)	6% (27)	13% (57)	439
Sports fans 35-44	42% (106)	29% (74)	10% (25)	10% (26)	9% (22)	253
Sports fans 45-64	26% (137)	26% (138)	16% (84)	19% (102)	13% (69)	530
Sports fans 65+	29% (86)	29% (85)	14% (41)	19% (57)	10% (29)	297
Occasional sports betters	40% (78)	22% (44)	20% (39)	13% (26)	4% (9)	196
Non-sports betters	31% (555)	26% (461)	12% (205)	16% (290)	15% (271)	1781
In legal betting states	35% (282)	22% (182)	14% (113)	15% (126)	14% (111)	814
Outside legal betting states	32% (444)	28% (385)	11% (148)	16% (225)	13% (185)	1386
Sports fan In legal betting states 21+	36% (188)	23% (123)	16% (86)	14% (72)	12% (62)	530
Sports fan Outside legal betting states 21+	34% (305)	29% (261)	10% (92)	15% (136)	11% (99)	893
Likely SB viewer In legal betting states 21+	38% (178)	25% (116)	14% (66)	12% (57)	10% (46)	464
Likely SB viewer Outside legal betting states 21+	37% (295)	31% (244)	10% (79)	13% (105)	9% (73)	796

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

**Table MCSP2: How likely are you to watch Super Bowl LV in February 2021?**

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	40% (882)	21% (462)	10% (224)	23% (509)	6% (123)	2200
Gender: Male	51% (542)	19% (200)	9% (90)	17% (186)	4% (44)	1062
Gender: Female	30% (340)	23% (262)	12% (134)	28% (324)	7% (79)	1138
Age: 18-34	36% (234)	25% (167)	10% (67)	20% (133)	8% (54)	655
Age: 35-44	45% (163)	19% (68)	9% (32)	18% (66)	8% (29)	358
Age: 45-64	41% (307)	19% (139)	12% (90)	24% (184)	4% (30)	751
Age: 65+	41% (178)	20% (88)	8% (34)	29% (127)	2% (10)	436
GenZers: 1997-2012	30% (89)	27% (80)	8% (23)	25% (75)	11% (32)	299
Millennials: 1981-1996	43% (258)	23% (136)	11% (68)	16% (98)	6% (35)	595
GenXers: 1965-1980	39% (214)	21% (112)	11% (58)	23% (127)	6% (32)	542
Baby Boomers: 1946-1964	42% (286)	18% (121)	10% (68)	27% (187)	3% (24)	685
PID: Dem (no lean)	47% (423)	22% (200)	9% (84)	18% (157)	4% (32)	897
PID: Ind (no lean)	31% (211)	20% (136)	11% (76)	28% (188)	10% (66)	676
PID: Rep (no lean)	39% (247)	20% (126)	10% (64)	26% (164)	4% (25)	627
PID/Gender: Dem Men	59% (240)	19% (78)	6% (26)	13% (53)	2% (10)	407
PID/Gender: Dem Women	37% (183)	25% (122)	12% (58)	21% (104)	5% (23)	490
PID/Gender: Ind Men	40% (132)	20% (66)	12% (38)	20% (65)	8% (27)	327
PID/Gender: Ind Women	23% (80)	20% (70)	11% (38)	35% (123)	11% (39)	349
PID/Gender: Rep Men	52% (170)	17% (56)	8% (27)	21% (67)	2% (8)	327
PID/Gender: Rep Women	26% (77)	23% (70)	13% (38)	32% (97)	6% (18)	299
Ideo: Liberal (1-3)	46% (297)	21% (134)	12% (74)	18% (118)	4% (23)	645
Ideo: Moderate (4)	43% (269)	22% (137)	8% (53)	21% (130)	5% (32)	621
Ideo: Conservative (5-7)	37% (252)	21% (142)	11% (73)	28% (187)	3% (21)	675
Educ: < College	37% (559)	21% (313)	10% (154)	25% (380)	7% (106)	1512
Educ: Bachelors degree	43% (191)	23% (102)	12% (54)	20% (87)	2% (10)	444
Educ: Post-grad	54% (131)	19% (48)	6% (16)	17% (42)	3% (7)	244
Income: Under 50k	35% (419)	21% (251)	10% (122)	26% (310)	8% (96)	1198
Income: 50k-100k	44% (298)	20% (139)	11% (76)	21% (144)	3% (23)	680
Income: 100k+	51% (165)	22% (72)	8% (25)	17% (55)	2% (5)	322
Ethnicity: White	39% (680)	20% (345)	10% (171)	25% (439)	5% (86)	1722
Ethnicity: Hispanic	38% (133)	22% (75)	11% (39)	23% (80)	6% (22)	349
Ethnicity: Black	47% (130)	26% (71)	7% (20)	11% (30)	8% (23)	274

Continued on next page



**Table MCSP2:** How likely are you to watch Super Bowl LV in February 2021?

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	40% (882)	21% (462)	10% (224)	23% (509)	6% (123)	2200
Ethnicity: Other	35% (72)	22% (46)	16% (33)	20% (40)	7% (14)	204
All Christian	42% (410)	22% (214)	9% (86)	24% (231)	3% (33)	975
All Non-Christian	49% (63)	25% (32)	12% (15)	11% (14)	3% (4)	128
Atheist	35% (38)	20% (22)	17% (19)	23% (25)	5% (5)	110
Agnostic/Nothing in particular	36% (217)	19% (114)	10% (61)	26% (153)	9% (52)	598
Something Else	39% (153)	20% (80)	11% (42)	22% (87)	7% (28)	390
Religious Non-Protestant/Catholic	43% (65)	24% (37)	12% (18)	17% (26)	3% (4)	152
Evangelical	37% (213)	20% (115)	9% (54)	27% (156)	6% (32)	570
Non-Evangelical	45% (346)	22% (169)	9% (70)	19% (148)	4% (28)	761
Community: Urban	48% (287)	20% (118)	11% (67)	16% (94)	6% (34)	600
Community: Suburban	40% (412)	23% (243)	10% (103)	22% (233)	4% (46)	1037
Community: Rural	32% (183)	18% (101)	10% (55)	32% (183)	8% (43)	564
Employ: Private Sector	47% (304)	22% (138)	13% (83)	16% (103)	2% (12)	641
Employ: Government	38% (49)	22% (29)	10% (13)	23% (29)	7% (9)	128
Employ: Self-Employed	42% (65)	24% (37)	11% (16)	20% (31)	3% (5)	153
Employ: Homemaker	29% (48)	29% (49)	8% (14)	26% (43)	7% (12)	165
Employ: Student	28% (35)	25% (31)	10% (13)	25% (32)	11% (14)	124
Employ: Retired	40% (205)	19% (94)	9% (46)	29% (148)	3% (13)	506
Employ: Unemployed	38% (125)	17% (55)	8% (27)	26% (88)	11% (37)	332
Employ: Other	34% (51)	20% (30)	7% (11)	24% (37)	15% (22)	151
Military HH: Yes	42% (142)	22% (75)	10% (34)	24% (81)	3% (10)	341
Military HH: No	40% (740)	21% (386)	10% (190)	23% (429)	6% (113)	1859
RD/WT: Right Direction	48% (426)	22% (199)	8% (74)	17% (151)	5% (46)	897
RD/WT: Wrong Track	35% (455)	20% (263)	12% (150)	27% (358)	6% (77)	1303
Biden Job Approve	44% (560)	23% (298)	10% (126)	19% (245)	4% (54)	1282
Biden Job Disapprove	35% (247)	18% (122)	11% (79)	32% (221)	4% (29)	698
Biden Job Strongly Approve	49% (394)	17% (137)	10% (82)	19% (155)	5% (36)	804
Biden Job Somewhat Approve	35% (167)	34% (161)	9% (43)	19% (90)	4% (17)	478
Biden Job Somewhat Disapprove	42% (79)	23% (44)	12% (23)	21% (39)	3% (5)	191
Biden Job Strongly Disapprove	33% (168)	15% (78)	11% (56)	36% (181)	5% (24)	507

Continued on next page

**Table MCSP2:** How likely are you to watch Super Bowl LV in February 2021?

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	40% (882)	21% (462)	10% (224)	23% (509)	6% (123)	2200
Favorable of Biden	45% (589)	23% (295)	10% (126)	18% (240)	4% (55)	1305
Unfavorable of Biden	34% (258)	19% (143)	11% (85)	32% (240)	4% (34)	759
Very Favorable of Biden	51% (402)	16% (129)	9% (74)	19% (144)	4% (32)	780
Somewhat Favorable of Biden	36% (188)	32% (167)	10% (52)	18% (96)	4% (23)	525
Somewhat Unfavorable of Biden	40% (76)	22% (42)	14% (27)	20% (39)	4% (7)	192
Very Unfavorable of Biden	32% (182)	18% (101)	10% (57)	35% (201)	5% (26)	567
#1 Issue: Economy	43% (374)	21% (186)	12% (102)	19% (166)	4% (39)	868
#1 Issue: Security	29% (77)	19% (51)	6% (17)	39% (105)	6% (17)	267
#1 Issue: Health Care	41% (167)	23% (95)	10% (41)	17% (69)	8% (32)	404
#1 Issue: Medicare / Social Security	39% (93)	21% (49)	7% (16)	30% (71)	3% (7)	236
#1 Issue: Women's Issues	32% (31)	24% (23)	13% (13)	22% (21)	8% (8)	96
#1 Issue: Education	38% (37)	28% (27)	12% (11)	13% (12)	9% (9)	96
#1 Issue: Energy	48% (39)	15% (12)	11% (9)	19% (16)	7% (6)	81
#1 Issue: Other	43% (65)	13% (19)	10% (15)	32% (48)	3% (5)	152
2020 Vote: Joe Biden	48% (504)	21% (223)	11% (111)	17% (179)	3% (32)	1049
2020 Vote: Donald Trump	36% (250)	19% (129)	11% (75)	30% (207)	4% (26)	686
2020 Vote: Other	29% (18)	14% (9)	13% (8)	40% (25)	4% (2)	62
2020 Vote: Didn't Vote	27% (109)	25% (101)	8% (31)	24% (97)	16% (63)	401
2018 House Vote: Democrat	49% (366)	22% (161)	10% (76)	16% (119)	3% (20)	741
2018 House Vote: Republican	38% (212)	20% (109)	10% (55)	29% (159)	3% (19)	554
2018 House Vote: Someone else	22% (11)	19% (10)	13% (7)	41% (21)	6% (3)	52
2016 Vote: Hillary Clinton	49% (345)	22% (153)	11% (76)	16% (112)	3% (21)	707
2016 Vote: Donald Trump	38% (241)	19% (122)	9% (54)	31% (192)	3% (19)	628
2016 Vote: Other	41% (46)	15% (17)	12% (14)	27% (31)	5% (6)	113
2016 Vote: Didn't Vote	33% (248)	22% (168)	11% (80)	23% (175)	10% (78)	749
Voted in 2014: Yes	45% (533)	20% (234)	10% (121)	23% (272)	3% (34)	1194
Voted in 2014: No	35% (349)	23% (228)	10% (103)	24% (237)	9% (89)	1006
4-Region: Northeast	46% (182)	20% (79)	8% (31)	19% (76)	7% (26)	394
4-Region: Midwest	44% (202)	19% (88)	10% (48)	22% (104)	5% (21)	462
4-Region: South	37% (305)	22% (185)	11% (89)	23% (192)	6% (53)	824
4-Region: West	37% (193)	21% (110)	11% (56)	26% (138)	5% (24)	520

Continued on next page

**Table MCSP2:** *How likely are you to watch Super Bowl LV in February 2021?*

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	40% (882)	21% (462)	10% (224)	23% (509)	6% (123)	2200
Sports fan	54% (824)	24% (364)	9% (132)	9% (135)	4% (65)	1519
Avid sports fan	83% (394)	11% (53)	3% (13)	2% (12)	1% (5)	478
Casual sports fan	41% (430)	30% (310)	11% (119)	12% (123)	6% (59)	1041
Football fan	57% (827)	25% (363)	7% (104)	6% (91)	4% (59)	1444
Avid football fan	80% (493)	14% (86)	3% (16)	2% (12)	2% (9)	616
Casual football fan	40% (334)	33% (277)	11% (88)	9% (78)	6% (50)	828
NFL fan	59% (830)	25% (351)	7% (100)	4% (61)	4% (54)	1396
Avid NFL fan	85% (504)	11% (65)	2% (13)	1% (3)	2% (11)	595
Casual NFL fan	41% (327)	36% (286)	11% (87)	7% (58)	5% (42)	801
Watched SB last year	69% (801)	22% (256)	4% (43)	2% (28)	3% (30)	1157
Didn't watch SB last year	8% (81)	20% (206)	17% (181)	46% (481)	9% (93)	1043
OK brands get political	52% (406)	20% (155)	9% (68)	16% (123)	4% (32)	785
Not OK brands get political	36% (405)	23% (252)	12% (131)	27% (298)	3% (33)	1119
OK social justice	46% (599)	23% (302)	9% (117)	18% (227)	4% (46)	1292
Not OK social justice	33% (204)	18% (110)	13% (79)	33% (199)	3% (20)	612
Likely SB viewer	66% (882)	34% (462)	— (0)	— (0)	— (0)	1344
Unlikely SB viewer	— (0)	— (0)	31% (224)	69% (509)	— (0)	733
More likely to watch SB this year	70% (405)	27% (156)	1% (9)	— (3)	1% (5)	577
Less likely to watch SB this year	8% (36)	20% (93)	19% (91)	51% (242)	2% (10)	472
Likely host/attend SB party	64% (260)	27% (109)	7% (30)	1% (5)	— (2)	406
Unlikely host/attend SB party	36% (590)	20% (335)	12% (191)	30% (491)	3% (49)	1656
Watch SB for game	77% (659)	23% (200)	— (0)	— (0)	— (0)	859
Watch SB for halftime	51% (115)	49% (112)	— (0)	— (0)	— (0)	227
Watch SB for ads	46% (88)	54% (105)	— (0)	— (0)	— (0)	193
SB more political	45% (368)	25% (202)	9% (73)	19% (152)	3% (22)	818
SB less political	51% (167)	19% (63)	10% (32)	18% (58)	2% (7)	328
Typically host/attend SB party	66% (365)	22% (123)	4% (24)	6% (34)	2% (11)	556
Typically do not host/attend SB party	31% (517)	21% (339)	12% (200)	29% (475)	7% (112)	1644
Usually pays a lot/some attn to ads	52% (770)	25% (372)	9% (132)	11% (167)	3% (51)	1492
Usually pays not much/no attn to ads	16% (111)	13% (90)	13% (92)	48% (342)	10% (73)	708
Plan to pay a lot/some attn to ads	55% (747)	27% (366)	8% (105)	8% (104)	3% (38)	1359

Continued on next page

**Table MCSP2:** How likely are you to watch Super Bowl LV in February 2021?

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	40% (882)	21% (462)	10% (224)	23% (509)	6% (123)	2200
Plan to pay not much/no attn to ads	16% (135)	11% (96)	14% (119)	48% (405)	10% (86)	841
Pro football fav sport	77% (456)	16% (93)	2% (15)	3% (15)	3% (17)	596
Fav NFL	60% (758)	24% (307)	7% (85)	5% (68)	3% (37)	1254
Unfav NFL	19% (90)	17% (84)	14% (65)	45% (219)	5% (24)	481
Fav Goodell	70% (346)	22% (107)	4% (18)	4% (18)	1% (7)	496
Unfav Goodell	49% (237)	22% (105)	8% (39)	18% (88)	3% (14)	483
Fav Chiefs	65% (651)	23% (228)	5% (50)	6% (56)	2% (16)	1001
Fav Buccaneers	65% (533)	23% (193)	5% (43)	5% (43)	1% (10)	822
Chiefs fan	56% (462)	23% (192)	8% (67)	10% (85)	3% (22)	828
Buccaneers fan	56% (330)	24% (140)	8% (47)	11% (64)	2% (12)	593
Frequent sports betters	76% (78)	10% (10)	1% (1)	11% (12)	1% (1)	103
Regular sports betters	70% (157)	16% (36)	2% (4)	10% (22)	2% (4)	223
Frequent NFL betters	79% (92)	9% (11)	6% (7)	6% (7)	— (0)	117
Regular NFL betters	72% (172)	15% (35)	5% (12)	6% (15)	2% (6)	239
Definite SB betters	87% (114)	8% (11)	2% (3)	2% (3)	1% (1)	132
Probable SB betters	69% (237)	19% (66)	6% (20)	4% (14)	1% (4)	341
Believe betting is legal in their state	54% (357)	21% (136)	9% (57)	14% (94)	3% (17)	661
Believe betting is illegal in their state	49% (189)	19% (74)	11% (42)	16% (62)	5% (19)	387
Non-sports fans	8% (58)	14% (98)	14% (92)	55% (375)	9% (58)	681
Gen Z sports fans	43% (84)	30% (58)	8% (16)	11% (21)	8% (15)	194
Millennial sports fans	57% (238)	25% (106)	10% (40)	4% (18)	4% (18)	422
Gen X sports fans	54% (206)	24% (93)	7% (28)	10% (38)	4% (16)	381
Boomer sports fans	56% (261)	21% (97)	9% (41)	11% (52)	3% (15)	466
Sports fans 18-34	49% (216)	29% (126)	10% (42)	7% (29)	6% (26)	439
Sports fans 35-44	60% (153)	21% (53)	7% (18)	6% (14)	6% (15)	253
Sports fans 45-64	55% (291)	23% (120)	9% (49)	10% (55)	3% (15)	530
Sports fans 65+	56% (165)	22% (66)	8% (23)	12% (36)	3% (8)	297
Occasional sports betters	56% (110)	24% (47)	11% (22)	6% (11)	3% (5)	196
Non-sports betters	35% (614)	21% (378)	11% (198)	27% (476)	6% (114)	1781
In legal betting states	42% (339)	19% (153)	10% (82)	24% (193)	6% (47)	814
Outside legal betting states	39% (543)	22% (308)	10% (142)	23% (316)	6% (76)	1386

Continued on next page

**Table MCSP2:** *How likely are you to watch Super Bowl LV in February 2021?*

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	40% (882)	21% (462)	10% (224)	23% (509)	6% (123)	2200
Sports fan In legal betting states 21+	58% (310)	22% (115)	8% (44)	8% (43)	3% (18)	530
Sports fan Outside legal betting states 21+	53% (473)	25% (222)	9% (78)	9% (79)	5% (42)	893
Likely SB viewer In legal betting states 21+	70% (326)	30% (139)	— (0)	— (0)	— (0)	464
Likely SB viewer Outside legal betting states 21+	64% (511)	36% (285)	— (0)	— (0)	— (0)	796

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

**Table MCSP3:** Are you more or less likely to watch the Super Bowl this year compared to past years?

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (314)	12% (264)	46% (1008)	7% (164)	14% (308)	6% (143)	2200
Gender: Male	18% (188)	14% (144)	46% (484)	7% (75)	12% (126)	4% (45)	1062
Gender: Female	11% (125)	10% (119)	46% (525)	8% (89)	16% (182)	9% (98)	1138
Age: 18-34	15% (98)	16% (104)	36% (233)	8% (55)	13% (85)	12% (80)	655
Age: 35-44	21% (76)	13% (45)	41% (148)	6% (21)	11% (40)	8% (28)	358
Age: 45-64	13% (101)	9% (67)	51% (380)	8% (62)	15% (110)	4% (31)	751
Age: 65+	9% (39)	11% (48)	57% (247)	6% (26)	17% (73)	1% (4)	436
GenZers: 1997-2012	12% (34)	16% (49)	28% (83)	10% (30)	17% (50)	18% (53)	299
Millennials: 1981-1996	20% (121)	15% (91)	42% (249)	6% (37)	10% (59)	6% (38)	595
GenXers: 1965-1980	14% (74)	10% (55)	45% (247)	9% (47)	16% (86)	6% (33)	542
Baby Boomers: 1946-1964	11% (77)	9% (59)	57% (389)	6% (43)	14% (97)	3% (19)	685
PID: Dem (no lean)	19% (170)	14% (124)	44% (394)	8% (69)	10% (88)	6% (51)	897
PID: Ind (no lean)	10% (68)	9% (61)	47% (321)	7% (51)	16% (106)	10% (70)	676
PID: Rep (no lean)	12% (76)	13% (79)	47% (293)	7% (44)	18% (113)	3% (21)	627
PID/Gender: Dem Men	24% (99)	15% (62)	41% (165)	7% (29)	9% (38)	3% (14)	407
PID/Gender: Dem Women	15% (72)	12% (61)	47% (229)	8% (41)	10% (51)	8% (37)	490
PID/Gender: Ind Men	12% (38)	11% (35)	49% (161)	9% (29)	12% (40)	7% (24)	327
PID/Gender: Ind Women	8% (29)	7% (26)	46% (159)	6% (22)	19% (66)	13% (47)	349
PID/Gender: Rep Men	16% (51)	14% (47)	48% (157)	5% (17)	15% (48)	2% (7)	327
PID/Gender: Rep Women	8% (24)	11% (32)	45% (136)	9% (27)	22% (66)	5% (15)	299
Ideo: Liberal (1-3)	19% (123)	14% (88)	48% (307)	8% (51)	7% (48)	4% (28)	645
Ideo: Moderate (4)	13% (83)	13% (83)	51% (319)	5% (30)	12% (77)	5% (28)	621
Ideo: Conservative (5-7)	12% (82)	11% (75)	44% (299)	10% (66)	20% (136)	2% (16)	675
Educ: < College	13% (196)	11% (171)	44% (665)	8% (118)	16% (235)	8% (128)	1512
Educ: Bachelors degree	14% (60)	12% (53)	54% (238)	7% (30)	12% (53)	2% (8)	444
Educ: Post-grad	24% (58)	16% (39)	43% (104)	7% (16)	8% (20)	3% (7)	244
Income: Under 50k	13% (160)	11% (130)	43% (514)	8% (94)	16% (188)	9% (112)	1198
Income: 50k-100k	15% (99)	12% (84)	49% (336)	8% (54)	12% (80)	4% (27)	680
Income: 100k+	17% (54)	15% (49)	49% (159)	5% (16)	12% (40)	1% (4)	322
Ethnicity: White	13% (223)	11% (195)	49% (837)	7% (126)	14% (246)	5% (94)	1722
Ethnicity: Hispanic	15% (53)	14% (49)	37% (129)	7% (24)	17% (59)	10% (35)	349
Ethnicity: Black	22% (61)	13% (36)	32% (89)	8% (23)	12% (34)	12% (33)	274

Continued on next page

**Table MCSP3:** Are you more or less likely to watch the Super Bowl this year compared to past years?

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (314)	12% (264)	46% (1008)	7% (164)	14% (308)	6% (143)	2200
Ethnicity: Other	14% (30)	16% (33)	41% (83)	7% (14)	14% (28)	8% (17)	204
All Christian	13% (123)	11% (110)	49% (482)	7% (70)	17% (161)	3% (29)	975
All Non-Christian	27% (34)	23% (29)	34% (43)	7% (9)	7% (9)	3% (3)	128
Atheist	15% (16)	7% (8)	51% (56)	11% (12)	9% (9)	7% (8)	110
Agnostic/Nothing in particular	14% (82)	10% (61)	47% (279)	7% (41)	12% (70)	11% (66)	598
Something Else	15% (58)	14% (56)	38% (149)	8% (32)	15% (59)	9% (37)	390
Religious Non-Protestant/Catholic	23% (34)	20% (30)	37% (57)	9% (14)	7% (11)	3% (5)	152
Evangelical	15% (85)	13% (73)	41% (233)	8% (45)	18% (101)	6% (33)	570
Non-Evangelical	12% (94)	12% (89)	50% (383)	7% (52)	15% (114)	4% (30)	761
Community: Urban	20% (122)	14% (85)	43% (256)	7% (40)	9% (52)	7% (45)	600
Community: Suburban	13% (132)	13% (137)	47% (482)	8% (83)	14% (146)	5% (56)	1037
Community: Rural	10% (59)	8% (42)	48% (270)	7% (41)	19% (109)	8% (42)	564
Employ: Private Sector	18% (118)	15% (94)	46% (292)	7% (44)	12% (76)	3% (16)	641
Employ: Government	15% (19)	9% (11)	45% (58)	13% (17)	9% (12)	9% (12)	128
Employ: Self-Employed	18% (27)	12% (18)	47% (72)	12% (19)	8% (12)	3% (5)	153
Employ: Homemaker	14% (23)	10% (17)	43% (72)	9% (15)	14% (23)	9% (16)	165
Employ: Student	6% (7)	17% (21)	34% (42)	7% (9)	19% (23)	17% (21)	124
Employ: Retired	10% (53)	9% (46)	57% (288)	7% (34)	16% (79)	1% (6)	506
Employ: Unemployed	15% (49)	9% (31)	39% (130)	6% (19)	18% (59)	13% (44)	332
Employ: Other	11% (17)	16% (25)	35% (53)	5% (8)	16% (24)	15% (23)	151
Military HH: Yes	14% (48)	11% (37)	51% (173)	6% (21)	17% (57)	1% (5)	341
Military HH: No	14% (265)	12% (227)	45% (835)	8% (143)	14% (251)	7% (138)	1859
RD/WT: Right Direction	20% (181)	15% (132)	43% (381)	7% (60)	9% (80)	7% (62)	897
RD/WT: Wrong Track	10% (132)	10% (131)	48% (627)	8% (104)	17% (228)	6% (81)	1303
Biden Job Approve	18% (226)	14% (182)	45% (582)	7% (96)	10% (123)	6% (74)	1282
Biden Job Disapprove	10% (68)	9% (64)	46% (319)	8% (58)	24% (164)	3% (24)	698
Biden Job Strongly Approve	20% (164)	13% (101)	44% (351)	7% (54)	11% (86)	6% (49)	804
Biden Job Somewhat Approve	13% (63)	17% (81)	48% (231)	9% (41)	8% (37)	5% (25)	478
Biden Job Somewhat Disapprove	7% (13)	16% (31)	50% (96)	11% (22)	13% (25)	2% (4)	191
Biden Job Strongly Disapprove	11% (56)	7% (33)	44% (223)	7% (36)	27% (139)	4% (19)	507

Continued on next page

**Table MCSP3:** Are you more or less likely to watch the Super Bowl this year compared to past years?

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (314)	12% (264)	46% (1008)	7% (164)	14% (308)	6% (143)	2200
Favorable of Biden	18% (235)	14% (180)	46% (597)	7% (94)	9% (122)	6% (77)	1305
Unfavorable of Biden	8% (63)	10% (76)	47% (361)	8% (62)	23% (173)	3% (25)	759
Very Favorable of Biden	21% (163)	13% (100)	44% (343)	7% (53)	10% (79)	5% (42)	780
Somewhat Favorable of Biden	14% (72)	15% (79)	48% (254)	8% (41)	8% (43)	7% (36)	525
Somewhat Unfavorable of Biden	5% (9)	15% (28)	54% (104)	10% (19)	12% (23)	4% (8)	192
Very Unfavorable of Biden	10% (54)	8% (48)	45% (257)	7% (42)	26% (150)	3% (17)	567
#1 Issue: Economy	16% (136)	13% (110)	46% (397)	8% (65)	12% (108)	6% (52)	868
#1 Issue: Security	10% (26)	8% (21)	41% (108)	7% (17)	30% (79)	5% (15)	267
#1 Issue: Health Care	14% (59)	13% (54)	49% (197)	8% (33)	8% (30)	8% (31)	404
#1 Issue: Medicare / Social Security	9% (22)	12% (29)	52% (122)	4% (10)	18% (43)	4% (9)	236
#1 Issue: Women's Issues	18% (17)	9% (8)	38% (36)	12% (11)	11% (10)	13% (12)	96
#1 Issue: Education	20% (19)	14% (14)	40% (39)	9% (8)	6% (6)	11% (10)	96
#1 Issue: Energy	20% (16)	10% (8)	41% (34)	15% (12)	11% (9)	3% (3)	81
#1 Issue: Other	13% (19)	12% (18)	50% (76)	4% (6)	14% (22)	7% (11)	152
2020 Vote: Joe Biden	19% (195)	13% (139)	48% (504)	8% (86)	7% (78)	5% (48)	1049
2020 Vote: Donald Trump	10% (72)	9% (64)	48% (331)	7% (50)	23% (155)	2% (14)	686
2020 Vote: Other	5% (3)	7% (4)	64% (39)	12% (7)	9% (6)	4% (2)	62
2020 Vote: Didn't Vote	11% (44)	14% (56)	33% (134)	5% (21)	17% (68)	20% (79)	401
2018 House Vote: Democrat	19% (143)	13% (96)	50% (373)	8% (60)	5% (40)	4% (28)	741
2018 House Vote: Republican	11% (62)	9% (50)	48% (267)	7% (38)	22% (123)	2% (14)	554
2018 House Vote: Someone else	5% (3)	8% (4)	59% (31)	11% (6)	14% (7)	3% (1)	52
2016 Vote: Hillary Clinton	18% (127)	14% (99)	51% (360)	8% (53)	6% (41)	4% (27)	707
2016 Vote: Donald Trump	11% (72)	9% (59)	48% (304)	7% (46)	21% (134)	2% (14)	628
2016 Vote: Other	11% (12)	7% (8)	59% (67)	4% (5)	12% (14)	6% (7)	113
2016 Vote: Didn't Vote	13% (100)	13% (96)	37% (278)	8% (60)	16% (120)	13% (95)	749
Voted in 2014: Yes	15% (180)	11% (131)	50% (599)	8% (91)	13% (160)	3% (34)	1194
Voted in 2014: No	13% (134)	13% (133)	41% (409)	7% (73)	15% (148)	11% (109)	1006
4-Region: Northeast	12% (47)	12% (47)	48% (187)	8% (30)	13% (51)	8% (31)	394
4-Region: Midwest	16% (76)	9% (42)	48% (223)	8% (36)	15% (67)	4% (18)	462
4-Region: South	14% (113)	12% (100)	43% (357)	7% (61)	16% (133)	7% (61)	824
4-Region: West	15% (78)	14% (75)	46% (241)	7% (37)	11% (57)	6% (33)	520

Continued on next page



**Table MCSP3:** Are you more or less likely to watch the Super Bowl this year compared to past years?

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (314)	12% (264)	46% (1008)	7% (164)	14% (308)	6% (143)	2200
Sports fan	19% (293)	15% (224)	45% (688)	9% (131)	8% (123)	4% (61)	1519
Avid sports fan	33% (155)	14% (66)	44% (211)	5% (25)	3% (14)	1% (6)	478
Casual sports fan	13% (137)	15% (158)	46% (478)	10% (105)	10% (109)	5% (55)	1041
Football fan	20% (291)	16% (225)	46% (661)	9% (124)	6% (88)	4% (55)	1444
Avid football fan	29% (178)	15% (91)	45% (278)	6% (37)	3% (18)	2% (14)	616
Casual football fan	14% (112)	16% (133)	46% (384)	11% (88)	8% (70)	5% (41)	828
NFL fan	21% (294)	16% (221)	46% (643)	8% (119)	5% (67)	4% (53)	1396
Avid NFL fan	31% (182)	14% (85)	47% (280)	5% (30)	1% (7)	2% (10)	595
Casual NFL fan	14% (112)	17% (136)	45% (363)	11% (88)	7% (59)	5% (42)	801
Watched SB last year	21% (249)	15% (168)	49% (572)	8% (89)	5% (56)	2% (23)	1157
Didn't watch SB last year	6% (65)	9% (95)	42% (436)	7% (75)	24% (252)	11% (120)	1043
OK brands get political	22% (175)	15% (118)	43% (334)	7% (53)	8% (63)	5% (42)	785
Not OK brands get political	10% (116)	11% (121)	50% (556)	8% (89)	18% (200)	3% (38)	1119
OK social justice	18% (228)	16% (203)	45% (587)	7% (96)	9% (110)	5% (67)	1292
Not OK social justice	9% (58)	7% (43)	49% (297)	8% (51)	24% (149)	2% (13)	612
Likely SB viewer	23% (303)	19% (257)	47% (633)	7% (98)	2% (31)	2% (21)	1344
Unlikely SB viewer	1% (9)	— (3)	48% (354)	8% (60)	37% (273)	5% (34)	733
More likely to watch SB this year	54% (314)	46% (264)	— (0)	— (0)	— (0)	— (0)	577
Less likely to watch SB this year	— (0)	— (0)	— (0)	35% (164)	65% (308)	— (0)	472
Likely host/attend SB party	35% (142)	24% (97)	32% (129)	4% (17)	4% (17)	1% (4)	406
Unlikely host/attend SB party	10% (163)	10% (158)	51% (847)	9% (145)	17% (287)	3% (55)	1656
Watch SB for game	26% (219)	17% (142)	50% (430)	6% (55)	1% (8)	1% (4)	859
Watch SB for halftime	21% (47)	25% (56)	34% (76)	13% (29)	3% (6)	5% (12)	227
Watch SB for ads	17% (33)	25% (48)	47% (91)	6% (11)	5% (10)	— (0)	193
SB more political	17% (136)	16% (133)	41% (332)	10% (78)	15% (123)	2% (16)	818
SB less political	22% (71)	14% (47)	42% (139)	7% (23)	14% (45)	1% (3)	328
Typically host/attend SB party	29% (159)	17% (94)	37% (203)	8% (47)	7% (38)	3% (15)	556
Typically do not host/attend SB party	9% (154)	10% (170)	49% (805)	7% (117)	16% (270)	8% (128)	1644
Usually pays a lot/some attn to ads	19% (280)	16% (233)	45% (678)	8% (122)	9% (131)	3% (49)	1492
Usually pays not much/no attn to ads	5% (34)	4% (31)	47% (330)	6% (42)	25% (177)	13% (94)	708
Plan to pay a lot/some attn to ads	20% (272)	17% (232)	46% (631)	8% (104)	6% (79)	3% (40)	1359

Continued on next page

**Table MCSP3:** Are you more or less likely to watch the Super Bowl this year compared to past years?

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (314)	12% (264)	46% (1008)	7% (164)	14% (308)	6% (143)	2200
Plan to pay not much/no attn to ads	5% (41)	4% (32)	45% (377)	7% (60)	27% (229)	12% (102)	841
Pro football fav sport	27% (163)	18% (107)	42% (249)	7% (43)	3% (17)	3% (17)	596
Fav NFL	22% (275)	17% (217)	46% (580)	7% (94)	5% (57)	2% (31)	1254
Unfav NFL	5% (24)	6% (30)	42% (204)	10% (49)	31% (148)	6% (27)	481
Fav Goodell	28% (141)	21% (104)	41% (203)	6% (28)	4% (19)	— (1)	496
Unfav Goodell	13% (60)	12% (60)	49% (237)	9% (41)	15% (74)	2% (11)	483
Fav Chiefs	24% (243)	16% (158)	47% (467)	6% (62)	6% (65)	1% (7)	1001
Fav Buccaneers	25% (204)	17% (142)	45% (370)	7% (54)	5% (45)	1% (7)	822
Chiefs fan	19% (160)	14% (120)	47% (387)	8% (65)	9% (71)	3% (25)	828
Buccaneers fan	21% (122)	17% (98)	46% (271)	7% (41)	8% (49)	2% (11)	593
Frequent sports betters	43% (44)	15% (15)	27% (28)	2% (2)	8% (8)	5% (5)	103
Regular sports betters	41% (91)	21% (47)	23% (52)	3% (7)	9% (19)	3% (7)	223
Frequent NFL betters	41% (48)	11% (13)	38% (45)	2% (3)	7% (8)	— (0)	117
Regular NFL betters	39% (94)	18% (44)	29% (68)	5% (11)	6% (14)	3% (8)	239
Definite SB betters	49% (64)	12% (16)	34% (44)	1% (1)	4% (6)	— (0)	132
Probable SB betters	34% (116)	22% (76)	31% (107)	7% (24)	5% (17)	— (1)	341
Believe betting is legal in their state	21% (138)	16% (106)	45% (296)	7% (46)	9% (58)	3% (17)	661
Believe betting is illegal in their state	20% (76)	10% (40)	45% (175)	10% (38)	11% (42)	4% (16)	387
Non-sports fans	3% (21)	6% (40)	47% (320)	5% (33)	27% (185)	12% (82)	681
Gen Z sports fans	17% (33)	20% (39)	28% (54)	14% (27)	8% (16)	12% (24)	194
Millennial sports fans	27% (114)	18% (76)	39% (164)	6% (27)	6% (24)	4% (16)	422
Gen X sports fans	19% (71)	13% (49)	46% (175)	9% (35)	9% (35)	4% (15)	381
Boomer sports fans	14% (67)	11% (53)	56% (262)	8% (36)	9% (42)	1% (6)	466
Sports fans 18-34	22% (95)	19% (84)	34% (149)	10% (44)	7% (31)	8% (35)	439
Sports fans 35-44	27% (69)	15% (39)	41% (105)	5% (13)	5% (14)	5% (13)	253
Sports fans 45-64	18% (95)	12% (62)	49% (261)	9% (50)	10% (52)	2% (11)	530
Sports fans 65+	11% (34)	13% (39)	58% (173)	8% (24)	9% (26)	1% (2)	297
Occasional sports betters	16% (31)	15% (30)	47% (93)	13% (25)	6% (11)	3% (6)	196
Non-sports betters	11% (192)	10% (187)	48% (863)	7% (132)	16% (277)	7% (130)	1781
In legal betting states	15% (122)	10% (78)	47% (379)	7% (61)	15% (122)	6% (52)	814
Outside legal betting states	14% (191)	13% (186)	45% (629)	7% (103)	13% (186)	7% (90)	1386

Continued on next page

**Table MCSP3:** Are you more or less likely to watch the Super Bowl this year compared to past years?

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (314)	12% (264)	46% (1008)	7% (164)	14% (308)	6% (143)	2200
Sports fan In legal betting states 21+	21% (110)	12% (66)	49% (259)	8% (40)	8% (41)	3% (14)	530
Sports fan Outside legal betting states 21+	18% (163)	15% (138)	46% (408)	8% (73)	8% (73)	4% (39)	893
Likely SB viewer In legal betting states 21+	24% (112)	15% (70)	51% (236)	7% (33)	2% (8)	1% (5)	464
Likely SB viewer Outside legal betting states 21+	22% (173)	21% (166)	48% (378)	7% (53)	2% (17)	1% (9)	796

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

**Table MCSP4:** *How likely is it you will host or attend a Super Bowl party or get together with a group of people you do not live with?*

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
Adults	8%	(175)	10%	(230)	16%	(363)	59%	(1293)	6%	(138)	2200
Gender: Male	11%	(119)	12%	(125)	18%	(188)	54%	(575)	5%	(54)	1062
Gender: Female	5%	(56)	9%	(106)	15%	(174)	63%	(718)	7%	(84)	1138
Age: 18-34	13%	(82)	16%	(106)	18%	(121)	41%	(270)	12%	(76)	655
Age: 35-44	13%	(47)	14%	(51)	16%	(57)	49%	(174)	8%	(28)	358
Age: 45-64	5%	(37)	8%	(58)	18%	(136)	65%	(489)	4%	(31)	751
Age: 65+	2%	(9)	3%	(15)	11%	(49)	83%	(360)	1%	(3)	436
GenZers: 1997-2012	9%	(28)	13%	(40)	20%	(61)	42%	(126)	15%	(45)	299
Millennials: 1981-1996	15%	(92)	18%	(108)	16%	(94)	43%	(254)	8%	(48)	595
GenXers: 1965-1980	7%	(38)	8%	(44)	20%	(110)	59%	(320)	6%	(31)	542
Baby Boomers: 1946-1964	2%	(16)	5%	(34)	13%	(87)	78%	(533)	2%	(15)	685
PID: Dem (no lean)	9%	(79)	11%	(101)	17%	(150)	58%	(518)	5%	(48)	897
PID: Ind (no lean)	5%	(33)	10%	(64)	18%	(120)	58%	(395)	9%	(64)	676
PID: Rep (no lean)	10%	(63)	10%	(65)	15%	(92)	61%	(380)	4%	(27)	627
PID/Gender: Dem Men	14%	(56)	12%	(49)	17%	(70)	51%	(208)	6%	(23)	407
PID/Gender: Dem Women	5%	(23)	11%	(52)	16%	(80)	63%	(310)	5%	(25)	490
PID/Gender: Ind Men	6%	(18)	11%	(37)	21%	(68)	55%	(180)	7%	(25)	327
PID/Gender: Ind Women	4%	(14)	8%	(28)	15%	(52)	62%	(215)	11%	(39)	349
PID/Gender: Rep Men	14%	(45)	12%	(39)	15%	(50)	57%	(187)	2%	(7)	327
PID/Gender: Rep Women	6%	(18)	9%	(26)	14%	(42)	65%	(193)	7%	(20)	299
Ideo: Liberal (1-3)	11%	(69)	10%	(64)	15%	(99)	60%	(384)	5%	(29)	645
Ideo: Moderate (4)	7%	(46)	11%	(70)	20%	(123)	57%	(351)	5%	(31)	621
Ideo: Conservative (5-7)	7%	(47)	10%	(69)	16%	(109)	64%	(432)	3%	(19)	675
Educ: < College	7%	(102)	10%	(158)	16%	(246)	59%	(887)	8%	(119)	1512
Educ: Bachelors degree	8%	(36)	10%	(44)	19%	(86)	61%	(269)	2%	(9)	444
Educ: Post-grad	15%	(38)	12%	(29)	12%	(30)	56%	(137)	4%	(10)	244
Income: Under 50k	6%	(77)	11%	(133)	15%	(178)	59%	(708)	8%	(101)	1198
Income: 50k-100k	8%	(56)	9%	(59)	20%	(136)	60%	(406)	3%	(22)	680
Income: 100k+	13%	(42)	12%	(39)	15%	(49)	56%	(179)	4%	(14)	322
Ethnicity: White	8%	(142)	9%	(157)	15%	(256)	63%	(1083)	5%	(84)	1722
Ethnicity: Hispanic	10%	(36)	13%	(47)	17%	(58)	50%	(176)	9%	(33)	349
Ethnicity: Black	10%	(29)	13%	(36)	18%	(50)	46%	(126)	12%	(34)	274

Continued on next page

**Table MCSP4:** *How likely is it you will host or attend a Super Bowl party or get together with a group of people you do not live with?*

Demographic	Somewhat								Don't know /		Total N
	Very likely		likely		Not very likely		Not likely at all		No opinion		
Adults	8%	(175)	10%	(230)	16%	(363)	59%	(1293)	6%	(138)	2200
Ethnicity: Other	2%	(5)	18%	(37)	28%	(57)	41%	(84)	10%	(20)	204
All Christian	7%	(71)	10%	(97)	16%	(159)	63%	(616)	3%	(31)	975
All Non-Christian	21%	(27)	14%	(18)	17%	(21)	45%	(58)	3%	(3)	128
Atheist	6%	(7)	12%	(13)	23%	(25)	54%	(59)	5%	(5)	110
Agnostic/Nothing in particular	5%	(28)	11%	(64)	14%	(84)	60%	(361)	10%	(61)	598
Something Else	11%	(42)	10%	(37)	19%	(73)	51%	(200)	10%	(38)	390
Religious Non-Protestant/Catholic	18%	(27)	13%	(19)	15%	(22)	52%	(78)	3%	(5)	152
Evangelical	12%	(68)	11%	(65)	18%	(100)	53%	(302)	6%	(34)	570
Non-Evangelical	6%	(45)	9%	(66)	17%	(128)	65%	(492)	4%	(31)	761
Community: Urban	15%	(88)	14%	(82)	15%	(89)	48%	(290)	8%	(51)	600
Community: Suburban	5%	(51)	10%	(102)	20%	(205)	61%	(632)	4%	(46)	1037
Community: Rural	6%	(36)	8%	(46)	12%	(69)	66%	(371)	7%	(41)	564
Employ: Private Sector	13%	(84)	15%	(93)	19%	(119)	50%	(321)	4%	(23)	641
Employ: Government	11%	(14)	12%	(16)	20%	(25)	51%	(66)	6%	(8)	128
Employ: Self-Employed	13%	(20)	13%	(19)	14%	(22)	54%	(82)	7%	(11)	153
Employ: Homemaker	7%	(12)	7%	(11)	17%	(27)	61%	(101)	8%	(14)	165
Employ: Student	5%	(6)	12%	(14)	19%	(23)	53%	(65)	12%	(15)	124
Employ: Retired	2%	(11)	5%	(24)	13%	(64)	79%	(401)	1%	(6)	506
Employ: Unemployed	5%	(17)	11%	(38)	15%	(51)	56%	(186)	12%	(39)	332
Employ: Other	8%	(12)	10%	(15)	21%	(31)	47%	(71)	14%	(22)	151
Military HH: Yes	10%	(33)	10%	(33)	18%	(60)	62%	(210)	2%	(5)	341
Military HH: No	8%	(142)	11%	(198)	16%	(303)	58%	(1084)	7%	(133)	1859
RD/WT: Right Direction	12%	(104)	12%	(110)	17%	(148)	53%	(472)	7%	(63)	897
RD/WT: Wrong Track	5%	(72)	9%	(120)	16%	(214)	63%	(822)	6%	(75)	1303
Biden Job Approve	9%	(110)	12%	(149)	17%	(216)	58%	(738)	5%	(69)	1282
Biden Job Disapprove	7%	(48)	9%	(62)	17%	(117)	63%	(440)	4%	(31)	698
Biden Job Strongly Approve	11%	(88)	9%	(73)	13%	(105)	61%	(489)	6%	(49)	804
Biden Job Somewhat Approve	5%	(22)	16%	(76)	23%	(111)	52%	(249)	4%	(20)	478
Biden Job Somewhat Disapprove	6%	(11)	14%	(27)	21%	(40)	55%	(105)	4%	(8)	191
Biden Job Strongly Disapprove	7%	(37)	7%	(35)	15%	(77)	66%	(335)	5%	(23)	507

Continued on next page

**Table MCSP4:** *How likely is it you will host or attend a Super Bowl party or get together with a group of people you do not live with?*

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
Adults	8%	(175)	10%	(230)	16%	(363)	59%	(1293)	6%	(138)	2200
Favorable of Biden	8%	(111)	12%	(151)	17%	(227)	57%	(742)	6%	(74)	1305
Unfavorable of Biden	7%	(52)	9%	(65)	16%	(121)	65%	(492)	4%	(29)	759
Very Favorable of Biden	11%	(84)	11%	(83)	14%	(109)	59%	(458)	6%	(46)	780
Somewhat Favorable of Biden	5%	(27)	13%	(68)	22%	(118)	54%	(284)	5%	(28)	525
Somewhat Unfavorable of Biden	7%	(14)	9%	(17)	18%	(35)	61%	(117)	4%	(8)	192
Very Unfavorable of Biden	7%	(37)	8%	(48)	15%	(86)	66%	(375)	4%	(21)	567
#1 Issue: Economy	9%	(82)	12%	(107)	20%	(172)	53%	(463)	5%	(44)	868
#1 Issue: Security	8%	(22)	10%	(25)	12%	(31)	62%	(166)	8%	(22)	267
#1 Issue: Health Care	6%	(25)	10%	(39)	17%	(68)	61%	(245)	7%	(27)	404
#1 Issue: Medicare / Social Security	2%	(5)	5%	(12)	14%	(34)	76%	(179)	2%	(6)	236
#1 Issue: Women's Issues	11%	(11)	12%	(12)	14%	(13)	51%	(49)	11%	(11)	96
#1 Issue: Education	9%	(8)	17%	(16)	19%	(18)	41%	(40)	15%	(14)	96
#1 Issue: Energy	11%	(9)	18%	(14)	13%	(11)	53%	(43)	5%	(4)	81
#1 Issue: Other	9%	(14)	3%	(5)	10%	(15)	71%	(109)	6%	(9)	152
2020 Vote: Joe Biden	10%	(105)	12%	(126)	16%	(171)	57%	(602)	4%	(45)	1049
2020 Vote: Donald Trump	7%	(48)	9%	(63)	17%	(114)	64%	(437)	4%	(25)	686
2020 Vote: Other	5%	(3)	8%	(5)	17%	(10)	62%	(39)	7%	(5)	62
2020 Vote: Didn't Vote	5%	(19)	9%	(37)	17%	(67)	53%	(214)	16%	(64)	401
2018 House Vote: Democrat	9%	(67)	11%	(78)	15%	(114)	61%	(454)	4%	(28)	741
2018 House Vote: Republican	7%	(39)	8%	(47)	17%	(91)	65%	(362)	3%	(15)	554
2018 House Vote: Someone else	4%	(2)	17%	(9)	18%	(9)	59%	(31)	3%	(1)	52
2016 Vote: Hillary Clinton	9%	(66)	10%	(70)	15%	(108)	61%	(435)	4%	(29)	707
2016 Vote: Donald Trump	8%	(47)	10%	(64)	16%	(103)	64%	(401)	2%	(14)	628
2016 Vote: Other	5%	(5)	4%	(5)	23%	(26)	63%	(71)	5%	(5)	113
2016 Vote: Didn't Vote	8%	(57)	12%	(90)	17%	(126)	52%	(386)	12%	(90)	749
Voted in 2014: Yes	8%	(100)	9%	(105)	16%	(191)	64%	(768)	3%	(30)	1194
Voted in 2014: No	7%	(75)	13%	(126)	17%	(171)	52%	(525)	11%	(108)	1006
4-Region: Northeast	6%	(25)	12%	(48)	14%	(57)	61%	(239)	6%	(25)	394
4-Region: Midwest	8%	(39)	9%	(40)	17%	(80)	60%	(278)	5%	(25)	462
4-Region: South	7%	(60)	12%	(98)	16%	(135)	57%	(472)	7%	(59)	824
4-Region: West	10%	(51)	9%	(45)	18%	(91)	58%	(304)	6%	(29)	520

Continued on next page

**Table MCSP4:** How likely is it you will host or attend a Super Bowl party or get together with a group of people you do not live with?

Demographic	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know / No opinion	Total N
Adults	8% (175)	10% (230)	16% (363)	59% (1293)	6% (138)	2200
Sports fan	11% (162)	13% (193)	20% (302)	52% (786)	5% (75)	1519
Avid sports fan	19% (92)	14% (66)	19% (91)	43% (208)	4% (21)	478
Casual sports fan	7% (70)	12% (127)	20% (211)	56% (579)	5% (54)	1041
Football fan	11% (158)	13% (187)	20% (292)	51% (740)	5% (67)	1444
Avid football fan	18% (111)	14% (84)	20% (120)	45% (277)	4% (25)	616
Casual football fan	6% (47)	12% (102)	21% (172)	56% (464)	5% (42)	828
NFL fan	11% (160)	13% (177)	20% (285)	50% (705)	5% (69)	1396
Avid NFL fan	17% (103)	14% (82)	18% (110)	45% (270)	5% (30)	595
Casual NFL fan	7% (57)	12% (95)	22% (175)	54% (434)	5% (40)	801
Watched SB last year	12% (144)	14% (158)	19% (223)	51% (591)	4% (42)	1157
Didn't watch SB last year	3% (31)	7% (72)	13% (140)	67% (703)	9% (97)	1043
OK brands get political	15% (118)	15% (114)	16% (123)	51% (403)	3% (27)	785
Not OK brands get political	4% (49)	8% (95)	19% (208)	65% (731)	3% (37)	1119
OK social justice	10% (135)	13% (165)	17% (224)	56% (724)	3% (44)	1292
Not OK social justice	5% (30)	8% (49)	17% (104)	67% (409)	3% (20)	612
Likely SB viewer	13% (168)	15% (201)	21% (276)	48% (648)	4% (50)	1344
Unlikely SB viewer	1% (7)	4% (28)	10% (76)	83% (606)	2% (16)	733
More likely to watch SB this year	23% (131)	19% (109)	19% (109)	37% (212)	3% (16)	577
Less likely to watch SB this year	2% (9)	5% (25)	12% (56)	80% (376)	1% (5)	472
Likely host/attend SB party	43% (175)	57% (230)	— (0)	— (0)	— (0)	406
Unlikely host/attend SB party	— (0)	— (0)	22% (363)	78% (1293)	— (0)	1656
Watch SB for game	13% (111)	15% (127)	21% (179)	50% (425)	2% (17)	859
Watch SB for halftime	11% (26)	16% (36)	18% (40)	48% (108)	7% (16)	227
Watch SB for ads	13% (25)	14% (27)	25% (49)	46% (89)	2% (3)	193
SB more political	12% (96)	13% (107)	17% (139)	55% (453)	3% (23)	818
SB less political	7% (24)	13% (42)	16% (53)	60% (197)	3% (11)	328
Typically host/attend SB party	26% (143)	20% (112)	19% (104)	31% (175)	4% (22)	556
Typically do not host/attend SB party	2% (32)	7% (118)	16% (258)	68% (1118)	7% (116)	1644
Usually pays a lot/some attn to ads	11% (157)	12% (175)	20% (298)	55% (815)	3% (47)	1492
Usually pays not much/no attn to ads	3% (19)	8% (55)	9% (65)	68% (478)	13% (91)	708
Plan to pay a lot/some attn to ads	12% (158)	13% (179)	20% (274)	52% (702)	3% (46)	1359

Continued on next page

**Table MCSP4:** How likely is it you will host or attend a Super Bowl party or get together with a group of people you do not live with?

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
Adults	8%	(175)	10%	(230)	16%	(363)	59%	(1293)	6%	(138)	2200
Plan to pay not much/no attn to ads	2%	(17)	6%	(52)	11%	(89)	70%	(591)	11%	(92)	841
Pro football fav sport	17%	(101)	15%	(88)	17%	(99)	47%	(279)	5%	(28)	596
Fav NFL	12%	(146)	14%	(170)	20%	(249)	51%	(636)	4%	(53)	1254
Unfav NFL	4%	(20)	6%	(31)	14%	(68)	72%	(344)	4%	(19)	481
Fav Goodell	17%	(84)	17%	(82)	18%	(91)	46%	(229)	2%	(10)	496
Unfav Goodell	9%	(44)	9%	(45)	18%	(87)	60%	(291)	3%	(16)	483
Fav Chiefs	13%	(130)	13%	(132)	18%	(177)	54%	(538)	2%	(24)	1001
Fav Buccaneers	13%	(105)	14%	(117)	19%	(159)	52%	(428)	2%	(14)	822
Chiefs fan	12%	(102)	13%	(109)	17%	(142)	53%	(439)	4%	(36)	828
Buccaneers fan	10%	(56)	12%	(72)	21%	(125)	55%	(325)	2%	(15)	593
Frequent sports betters	37%	(39)	13%	(14)	12%	(13)	30%	(31)	7%	(8)	103
Regular sports betters	35%	(79)	21%	(46)	12%	(27)	27%	(60)	5%	(11)	223
Frequent NFL betters	33%	(39)	20%	(24)	14%	(16)	31%	(36)	2%	(3)	117
Regular NFL betters	35%	(83)	21%	(51)	14%	(33)	25%	(59)	5%	(13)	239
Definite SB betters	42%	(55)	18%	(23)	13%	(18)	23%	(31)	4%	(5)	132
Probable SB betters	30%	(102)	25%	(85)	17%	(58)	26%	(88)	2%	(8)	341
Believe betting is legal in their state	14%	(91)	13%	(84)	19%	(122)	52%	(341)	3%	(22)	661
Believe betting is illegal in their state	8%	(30)	11%	(42)	17%	(66)	58%	(225)	6%	(24)	387
Non-sports fans	2%	(13)	5%	(37)	9%	(60)	74%	(507)	9%	(63)	681
Gen Z sports fans	13%	(26)	16%	(30)	28%	(54)	30%	(58)	13%	(26)	194
Millennial sports fans	21%	(88)	22%	(95)	17%	(72)	34%	(143)	6%	(24)	422
Gen X sports fans	9%	(34)	10%	(38)	25%	(96)	52%	(198)	4%	(15)	381
Boomer sports fans	3%	(13)	6%	(27)	15%	(69)	75%	(348)	2%	(10)	466
Sports fans 18-34	18%	(77)	20%	(88)	22%	(98)	31%	(137)	9%	(39)	439
Sports fans 35-44	18%	(45)	18%	(45)	19%	(48)	39%	(99)	6%	(16)	253
Sports fans 45-64	6%	(33)	9%	(49)	21%	(110)	60%	(320)	4%	(19)	530
Sports fans 65+	2%	(7)	4%	(12)	15%	(46)	78%	(231)	—	(1)	297
Occasional sports betters	7%	(14)	25%	(50)	20%	(40)	43%	(85)	4%	(7)	196
Non-sports betters	5%	(82)	8%	(134)	17%	(296)	65%	(1149)	7%	(120)	1781
In legal betting states	8%	(66)	9%	(74)	17%	(135)	59%	(482)	7%	(56)	814
Outside legal betting states	8%	(109)	11%	(156)	16%	(227)	59%	(811)	6%	(82)	1386

Continued on next page



**Table MCSP4:** *How likely is it you will host or attend a Super Bowl party or get together with a group of people you do not live with?*

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
Adults	8%	(175)	10%	(230)	16%	(363)	59%	(1293)	6%	(138)	2200
Sports fan In legal betting states 21+	11%	(56)	11%	(57)	20%	(107)	54%	(284)	5%	(27)	530
Sports fan Outside legal betting states 21+	10%	(89)	14%	(123)	19%	(167)	53%	(469)	5%	(44)	893
Likely SB viewer In legal betting states 21+	13%	(59)	13%	(60)	22%	(101)	49%	(226)	4%	(18)	464
Likely SB viewer Outside legal betting states 21+	12%	(93)	16%	(123)	19%	(155)	50%	(397)	4%	(28)	796

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

**Table MCSP5:** Which would you say is the primary reason you will likely watch this year's Super Bowl?

Demographic	The game		The halftime show		The advertisements		Don't know / No opinion		Total N
Adults	64%	(859)	17%	(227)	14%	(193)	5%	(65)	1344
Gender: Male	76%	(563)	7%	(51)	13%	(94)	5%	(34)	742
Gender: Female	49%	(296)	29%	(176)	16%	(99)	5%	(31)	601
Age: 18-34	52%	(210)	28%	(112)	13%	(53)	7%	(27)	401
Age: 35-44	57%	(131)	18%	(42)	22%	(50)	4%	(8)	231
Age: 45-64	71%	(316)	11%	(49)	14%	(64)	4%	(17)	447
Age: 65+	76%	(203)	9%	(24)	10%	(26)	5%	(13)	266
GenZers: 1997-2012	47%	(80)	34%	(57)	12%	(20)	7%	(13)	170
Millennials: 1981-1996	55%	(218)	21%	(84)	18%	(72)	5%	(20)	394
GenXers: 1965-1980	66%	(215)	12%	(40)	17%	(55)	5%	(16)	325
Baby Boomers: 1946-1964	76%	(308)	10%	(42)	11%	(45)	3%	(12)	406
PID: Dem (no lean)	62%	(387)	20%	(124)	13%	(84)	5%	(29)	624
PID: Ind (no lean)	62%	(215)	17%	(60)	15%	(50)	6%	(21)	347
PID: Rep (no lean)	69%	(257)	11%	(43)	16%	(59)	4%	(14)	373
PID/Gender: Dem Men	74%	(235)	9%	(28)	13%	(42)	4%	(14)	319
PID/Gender: Dem Women	50%	(152)	32%	(96)	14%	(42)	5%	(15)	305
PID/Gender: Ind Men	76%	(150)	6%	(12)	13%	(25)	6%	(11)	198
PID/Gender: Ind Women	44%	(66)	32%	(48)	17%	(26)	7%	(10)	149
PID/Gender: Rep Men	79%	(179)	5%	(11)	12%	(27)	4%	(9)	226
PID/Gender: Rep Women	53%	(78)	21%	(32)	22%	(32)	4%	(5)	147
Ideo: Liberal (1-3)	60%	(258)	21%	(92)	15%	(62)	4%	(18)	430
Ideo: Moderate (4)	63%	(256)	18%	(72)	15%	(60)	4%	(18)	406
Ideo: Conservative (5-7)	73%	(289)	10%	(39)	14%	(57)	2%	(10)	394
Educ: < College	61%	(535)	19%	(168)	13%	(115)	6%	(54)	872
Educ: Bachelors degree	69%	(201)	14%	(41)	15%	(44)	2%	(5)	292
Educ: Post-grad	69%	(123)	10%	(17)	19%	(34)	3%	(5)	179
Income: Under 50k	62%	(418)	19%	(125)	13%	(85)	6%	(42)	670
Income: 50k-100k	64%	(281)	17%	(74)	16%	(68)	3%	(14)	436
Income: 100k+	68%	(161)	12%	(28)	17%	(40)	4%	(9)	237
Ethnicity: White	65%	(671)	14%	(144)	16%	(168)	4%	(42)	1025
Ethnicity: Hispanic	49%	(102)	31%	(64)	15%	(31)	6%	(12)	208
Ethnicity: Black	56%	(112)	26%	(52)	9%	(17)	10%	(20)	201

Continued on next page

**Table MCSP5:** Which would you say is the primary reason you will likely watch this year's Super Bowl?

Demographic	The game		The halftime show		The advertisements		Don't know / No opinion		Total N
Adults	64%	(859)	17%	(227)	14%	(193)	5%	(65)	1344
Ethnicity: Other	65%	(76)	26%	(31)	7%	(8)	2%	(3)	117
All Christian	69%	(429)	11%	(70)	17%	(104)	3%	(21)	625
All Non-Christian	57%	(54)	21%	(20)	20%	(18)	3%	(2)	94
Atheist	76%	(46)	10%	(6)	9%	(6)	5%	(3)	60
Agnostic/Nothing in particular	63%	(210)	19%	(64)	10%	(34)	7%	(23)	331
Something Else	52%	(121)	29%	(67)	13%	(31)	6%	(15)	233
Religious Non-Protestant/Catholic	58%	(59)	20%	(21)	20%	(20)	2%	(2)	102
Evangelical	65%	(214)	17%	(57)	12%	(40)	5%	(17)	328
Non-Evangelical	63%	(325)	15%	(79)	18%	(92)	4%	(19)	515
Community: Urban	62%	(253)	22%	(88)	11%	(44)	5%	(20)	405
Community: Suburban	63%	(413)	15%	(100)	16%	(106)	5%	(36)	655
Community: Rural	68%	(193)	14%	(39)	15%	(43)	3%	(9)	283
Employ: Private Sector	62%	(273)	16%	(73)	18%	(78)	4%	(18)	442
Employ: Government	55%	(43)	23%	(18)	22%	(17)	—	(0)	78
Employ: Self-Employed	59%	(60)	16%	(16)	16%	(16)	9%	(9)	101
Employ: Homemaker	59%	(57)	24%	(23)	13%	(13)	3%	(3)	97
Employ: Student	48%	(32)	39%	(26)	9%	(6)	4%	(3)	66
Employ: Retired	77%	(229)	8%	(25)	11%	(31)	4%	(13)	298
Employ: Unemployed	62%	(112)	19%	(35)	12%	(21)	7%	(13)	180
Employ: Other	66%	(54)	15%	(12)	12%	(10)	7%	(6)	81
Military HH: Yes	72%	(155)	8%	(18)	12%	(27)	8%	(17)	217
Military HH: No	62%	(704)	19%	(209)	15%	(166)	4%	(48)	1127
RD/WT: Right Direction	60%	(376)	20%	(126)	14%	(86)	6%	(37)	626
RD/WT: Wrong Track	67%	(483)	14%	(101)	15%	(106)	4%	(27)	718
Biden Job Approve	62%	(533)	19%	(163)	14%	(122)	5%	(40)	858
Biden Job Disapprove	70%	(258)	10%	(36)	16%	(58)	5%	(17)	369
Biden Job Strongly Approve	62%	(329)	20%	(105)	13%	(70)	5%	(27)	531
Biden Job Somewhat Approve	62%	(203)	18%	(59)	16%	(53)	4%	(12)	327
Biden Job Somewhat Disapprove	68%	(84)	14%	(17)	13%	(17)	5%	(6)	123
Biden Job Strongly Disapprove	71%	(174)	8%	(19)	17%	(42)	5%	(11)	246

Continued on next page

**Table MCSP5:** Which would you say is the primary reason you will likely watch this year's Super Bowl?

Demographic	The game		The halftime show		The advertisements		Don't know / No opinion		Total N
Adults	64%	(859)	17%	(227)	14%	(193)	5%	(65)	1344
Favorable of Biden	62%	(546)	19%	(170)	15%	(130)	4%	(39)	884
Unfavorable of Biden	71%	(286)	10%	(41)	14%	(55)	5%	(19)	401
Very Favorable of Biden	63%	(332)	18%	(97)	15%	(79)	4%	(22)	530
Somewhat Favorable of Biden	60%	(213)	21%	(73)	14%	(51)	5%	(17)	354
Somewhat Unfavorable of Biden	71%	(84)	12%	(14)	14%	(17)	3%	(4)	118
Very Unfavorable of Biden	71%	(201)	10%	(27)	14%	(39)	5%	(15)	283
#1 Issue: Economy	65%	(362)	16%	(89)	15%	(85)	4%	(25)	561
#1 Issue: Security	67%	(85)	18%	(23)	9%	(11)	6%	(8)	127
#1 Issue: Health Care	61%	(160)	18%	(46)	17%	(45)	4%	(11)	262
#1 Issue: Medicare / Social Security	77%	(109)	6%	(9)	10%	(14)	7%	(9)	142
#1 Issue: Women's Issues	49%	(26)	34%	(18)	17%	(9)	—	(0)	54
#1 Issue: Education	49%	(31)	30%	(19)	14%	(9)	7%	(5)	64
#1 Issue: Energy	66%	(33)	9%	(5)	19%	(10)	6%	(3)	51
#1 Issue: Other	62%	(52)	21%	(18)	12%	(10)	5%	(4)	84
2020 Vote: Joe Biden	62%	(453)	18%	(128)	15%	(111)	5%	(36)	727
2020 Vote: Donald Trump	73%	(275)	11%	(41)	13%	(50)	3%	(13)	379
2020 Vote: Didn't Vote	54%	(113)	26%	(54)	14%	(29)	7%	(15)	210
2018 House Vote: Democrat	65%	(343)	17%	(87)	15%	(78)	3%	(18)	527
2018 House Vote: Republican	73%	(233)	9%	(28)	15%	(49)	3%	(11)	321
2016 Vote: Hillary Clinton	64%	(319)	17%	(85)	15%	(73)	4%	(21)	499
2016 Vote: Donald Trump	72%	(261)	8%	(30)	16%	(60)	3%	(12)	363
2016 Vote: Other	62%	(40)	14%	(9)	14%	(9)	9%	(6)	64
2016 Vote: Didn't Vote	57%	(238)	25%	(102)	12%	(51)	6%	(26)	416
Voted in 2014: Yes	68%	(521)	13%	(98)	16%	(121)	4%	(28)	767
Voted in 2014: No	59%	(338)	22%	(129)	13%	(72)	6%	(37)	576
4-Region: Northeast	62%	(163)	17%	(44)	16%	(41)	5%	(13)	261
4-Region: Midwest	65%	(189)	15%	(43)	17%	(48)	3%	(9)	290
4-Region: South	60%	(295)	20%	(97)	14%	(69)	6%	(29)	490
4-Region: West	70%	(213)	14%	(42)	11%	(35)	4%	(13)	303
Sports fan	69%	(816)	14%	(167)	13%	(159)	4%	(46)	1188
Avid sports fan	81%	(365)	7%	(29)	10%	(43)	2%	(11)	448

Continued on next page

**Table MCSP5:** Which would you say is the primary reason you will likely watch this year's Super Bowl?

Demographic	The game		The halftime show		The advertisements		Don't know / No opinion		Total N
Adults	64%	(859)	17%	(227)	14%	(193)	5%	(65)	1344
Casual sports fan	61%	(451)	19%	(138)	16%	(116)	5%	(35)	740
Football fan	69%	(820)	14%	(163)	14%	(163)	4%	(44)	1190
Avid football fan	81%	(471)	10%	(58)	7%	(40)	2%	(10)	579
Casual football fan	57%	(348)	17%	(105)	20%	(123)	6%	(34)	611
NFL fan	69%	(812)	14%	(165)	14%	(160)	4%	(43)	1181
Avid NFL fan	82%	(466)	10%	(56)	7%	(37)	2%	(9)	568
Casual NFL fan	57%	(347)	18%	(109)	20%	(123)	6%	(34)	613
Watched SB last year	70%	(742)	15%	(156)	13%	(133)	2%	(26)	1057
Didn't watch SB last year	41%	(117)	25%	(71)	21%	(60)	13%	(39)	287
OK brands get political	61%	(345)	20%	(111)	14%	(81)	4%	(24)	561
Not OK brands get political	68%	(449)	14%	(90)	14%	(94)	4%	(25)	657
OK social justice	62%	(561)	19%	(173)	14%	(129)	4%	(38)	901
Not OK social justice	71%	(222)	9%	(29)	16%	(51)	4%	(11)	313
Likely SB viewer	64%	(859)	17%	(227)	14%	(193)	5%	(65)	1344
More likely to watch SB this year	65%	(362)	18%	(103)	14%	(81)	3%	(15)	560
Less likely to watch SB this year	49%	(63)	28%	(36)	16%	(21)	7%	(9)	129
Likely host/attend SB party	64%	(238)	17%	(62)	14%	(52)	5%	(18)	369
Unlikely host/attend SB party	65%	(604)	16%	(149)	15%	(138)	4%	(34)	924
Watch SB for game	100%	(859)	—	(0)	—	(0)	—	(0)	859
Watch SB for halftime	—	(0)	100%	(227)	—	(0)	—	(0)	227
Watch SB for ads	—	(0)	—	(0)	100%	(193)	—	(0)	193
SB more political	63%	(358)	19%	(107)	16%	(93)	2%	(13)	570
SB less political	69%	(158)	14%	(33)	15%	(34)	2%	(6)	231
Typically host/attend SB party	66%	(321)	18%	(88)	14%	(68)	2%	(10)	487
Typically do not host/attend SB party	63%	(538)	16%	(138)	15%	(125)	6%	(55)	856
Usually pays a lot/some attn to ads	64%	(728)	17%	(191)	16%	(186)	3%	(38)	1142
Usually pays not much/no attn to ads	65%	(131)	18%	(36)	4%	(7)	13%	(27)	201
Plan to pay a lot/some attn to ads	63%	(705)	17%	(190)	16%	(183)	3%	(35)	1112
Plan to pay not much/no attn to ads	67%	(155)	16%	(37)	4%	(10)	13%	(30)	231
Pro football fav sport	77%	(425)	11%	(63)	9%	(51)	2%	(9)	549
Fav NFL	69%	(732)	15%	(159)	13%	(137)	3%	(36)	1065

Continued on next page

**Table MCSP5:** Which would you say is the primary reason you will likely watch this year's Super Bowl?

Demographic	The game		The halftime show		The advertisements		Don't know / No opinion		Total N
Adults	64%	(859)	17%	(227)	14%	(193)	5%	(65)	1344
Unfav NFL	58%	(101)	17%	(29)	19%	(32)	6%	(11)	173
Fav Goodell	70%	(318)	12%	(53)	15%	(68)	3%	(14)	453
Unfav Goodell	73%	(251)	11%	(38)	12%	(42)	3%	(11)	342
Fav Chiefs	73%	(639)	11%	(99)	13%	(110)	4%	(31)	879
Fav Buccaneers	72%	(520)	12%	(87)	13%	(91)	4%	(27)	726
Chiefs fan	72%	(472)	13%	(87)	12%	(79)	2%	(16)	654
Buccaneers fan	63%	(295)	18%	(86)	15%	(71)	4%	(18)	470
Frequent sports betters	75%	(66)	11%	(10)	11%	(10)	3%	(3)	89
Regular sports betters	74%	(142)	10%	(18)	14%	(26)	3%	(7)	193
Frequent NFL betters	79%	(81)	7%	(8)	10%	(10)	4%	(4)	103
Regular NFL betters	74%	(153)	12%	(25)	12%	(26)	2%	(4)	207
Definite SB betters	72%	(90)	13%	(16)	14%	(18)	1%	(1)	125
Probable SB betters	72%	(218)	14%	(44)	13%	(40)	—	(1)	303
Believe betting is legal in their state	68%	(335)	14%	(68)	15%	(76)	3%	(13)	493
Believe betting is illegal in their state	69%	(182)	20%	(52)	10%	(26)	2%	(4)	264
Non-sports fans	28%	(43)	38%	(59)	22%	(34)	12%	(19)	156
Gen Z sports fans	55%	(78)	29%	(42)	11%	(16)	5%	(6)	142
Millennial sports fans	60%	(208)	18%	(61)	18%	(64)	4%	(12)	345
Gen X sports fans	70%	(208)	11%	(34)	14%	(43)	5%	(15)	299
Boomer sports fans	80%	(285)	8%	(29)	10%	(36)	2%	(8)	358
Sports fans 18-34	59%	(200)	24%	(81)	13%	(45)	4%	(15)	341
Sports fans 35-44	62%	(127)	15%	(32)	20%	(42)	2%	(4)	205
Sports fans 45-64	73%	(301)	10%	(40)	13%	(53)	4%	(17)	411
Sports fans 65+	82%	(188)	6%	(15)	8%	(19)	4%	(9)	231
Occasional sports betters	67%	(106)	19%	(30)	12%	(19)	2%	(3)	158
Non-sports betters	62%	(611)	18%	(178)	15%	(148)	6%	(55)	993
In legal betting states	67%	(330)	14%	(70)	14%	(68)	5%	(24)	492
Outside legal betting states	62%	(529)	18%	(156)	15%	(125)	5%	(41)	851
Sports fan In legal betting states 21+	72%	(306)	11%	(47)	14%	(58)	4%	(15)	425
Sports fan Outside legal betting states 21+	67%	(466)	15%	(102)	14%	(96)	4%	(31)	695

Continued on next page

**Table MCSP5:** Which would you say is the primary reason you will likely watch this year's Super Bowl?

Demographic	The game		The halftime show		The advertisements		Don't know / No opinion		Total N
Adults	64%	(859)	17%	(227)	14%	(193)	5%	(65)	1344
Likely SB viewer In legal betting states 21+	68%	(315)	13%	(62)	14%	(66)	4%	(20)	464
Likely SB viewer Outside legal betting states 21+	63%	(500)	17%	(139)	15%	(119)	5%	(39)	796

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

**Table MCSP5b:** As you may know, recording artist *The Weeknd* will headline the Super Bowl LV halftime show. Do you have a favorable or unfavorable opinion of *The Weeknd*?

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (386)	20% (450)	5% (111)	5% (108)	23% (511)	29% (633)	2200
Gender: Male	17% (177)	19% (203)	5% (54)	6% (63)	21% (226)	32% (339)	1062
Gender: Female	18% (209)	22% (247)	5% (58)	4% (45)	25% (285)	26% (294)	1138
Age: 18-34	30% (200)	30% (199)	7% (44)	6% (42)	17% (111)	9% (61)	655
Age: 35-44	25% (90)	24% (87)	5% (19)	5% (18)	25% (88)	15% (55)	358
Age: 45-64	11% (82)	17% (125)	4% (32)	4% (29)	27% (201)	37% (281)	751
Age: 65+	3% (14)	9% (39)	4% (16)	5% (20)	26% (111)	54% (236)	436
GenZers: 1997-2012	26% (78)	28% (85)	10% (31)	5% (16)	19% (56)	11% (34)	299
Millennials: 1981-1996	32% (190)	29% (175)	4% (27)	6% (35)	18% (107)	10% (61)	595
GenXers: 1965-1980	15% (79)	20% (107)	4% (21)	5% (28)	28% (154)	28% (153)	542
Baby Boomers: 1946-1964	6% (38)	11% (76)	4% (26)	4% (25)	27% (182)	49% (338)	685
PID: Dem (no lean)	23% (207)	24% (216)	6% (51)	3% (28)	23% (210)	21% (185)	897
PID: Ind (no lean)	15% (101)	20% (134)	3% (23)	4% (26)	25% (172)	32% (218)	676
PID: Rep (no lean)	12% (77)	16% (99)	6% (37)	9% (54)	21% (129)	37% (230)	627
PID/Gender: Dem Men	24% (98)	23% (93)	7% (27)	4% (18)	20% (83)	22% (88)	407
PID/Gender: Dem Women	22% (109)	25% (123)	5% (24)	2% (10)	26% (127)	20% (97)	490
PID/Gender: Ind Men	12% (39)	18% (57)	4% (13)	6% (21)	24% (80)	36% (117)	327
PID/Gender: Ind Women	18% (62)	22% (77)	3% (10)	2% (6)	26% (92)	29% (101)	349
PID/Gender: Rep Men	12% (40)	16% (52)	4% (14)	8% (25)	19% (63)	41% (134)	327
PID/Gender: Rep Women	13% (38)	16% (47)	8% (23)	10% (29)	22% (66)	32% (96)	299
Ideo: Liberal (1-3)	22% (139)	27% (176)	5% (32)	3% (20)	23% (147)	20% (130)	645
Ideo: Moderate (4)	18% (111)	22% (139)	4% (23)	2% (15)	27% (171)	26% (162)	621
Ideo: Conservative (5-7)	12% (82)	14% (97)	6% (43)	8% (56)	19% (128)	40% (269)	675
Educ: < College	19% (282)	18% (275)	5% (73)	6% (83)	23% (354)	29% (444)	1512
Educ: Bachelors degree	12% (55)	28% (124)	6% (26)	4% (19)	23% (104)	26% (116)	444
Educ: Post-grad	20% (49)	21% (51)	5% (12)	2% (6)	22% (53)	30% (73)	244
Income: Under 50k	18% (214)	18% (212)	5% (55)	6% (72)	25% (305)	28% (340)	1198
Income: 50k-100k	17% (115)	22% (153)	5% (32)	4% (27)	21% (142)	31% (212)	680
Income: 100k+	18% (57)	26% (85)	8% (25)	3% (10)	20% (64)	25% (81)	322
Ethnicity: White	14% (242)	19% (325)	5% (84)	5% (86)	24% (420)	33% (564)	1722
Ethnicity: Hispanic	33% (114)	24% (85)	7% (23)	5% (16)	21% (72)	11% (39)	349

Continued on next page



**Table MCSP5b:** As you may know, recording artist *The Weeknd* will headline the Super Bowl LV halftime show. Do you have a favorable or unfavorable opinion of *The Weeknd*?

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (386)	20% (450)	5% (111)	5% (108)	23% (511)	29% (633)	2200
Ethnicity: Black	35% (96)	28% (78)	6% (17)	2% (4)	16% (44)	13% (35)	274
Ethnicity: Other	23% (47)	23% (47)	5% (11)	9% (18)	23% (47)	16% (34)	204
All Christian	13% (127)	20% (197)	5% (51)	5% (45)	24% (230)	33% (325)	975
All Non-Christian	24% (31)	29% (37)	9% (12)	2% (3)	17% (21)	19% (24)	128
Atheist	20% (21)	19% (21)	6% (6)	7% (8)	25% (28)	23% (25)	110
Agnostic/Nothing in particular	19% (116)	18% (109)	4% (21)	5% (28)	26% (156)	28% (168)	598
Something Else	23% (91)	22% (86)	5% (21)	6% (25)	20% (77)	23% (90)	390
Religious Non-Protestant/Catholic	21% (32)	28% (42)	8% (12)	2% (3)	19% (28)	23% (34)	152
Evangelical	19% (107)	19% (110)	5% (27)	7% (42)	18% (103)	32% (180)	570
Non-Evangelical	14% (107)	22% (164)	6% (45)	4% (28)	26% (194)	29% (223)	761
Community: Urban	25% (151)	25% (150)	6% (39)	4% (26)	21% (128)	18% (107)	600
Community: Suburban	14% (149)	21% (219)	5% (55)	4% (40)	25% (257)	30% (315)	1037
Community: Rural	15% (86)	14% (81)	3% (17)	8% (43)	22% (126)	37% (211)	564
Employ: Private Sector	20% (128)	27% (171)	5% (32)	5% (32)	22% (139)	22% (138)	641
Employ: Government	18% (23)	26% (34)	8% (10)	6% (7)	22% (28)	21% (26)	128
Employ: Self-Employed	22% (34)	22% (33)	8% (13)	6% (9)	19% (30)	23% (35)	153
Employ: Homemaker	23% (37)	20% (33)	3% (5)	7% (11)	23% (38)	25% (41)	165
Employ: Student	30% (37)	30% (37)	9% (12)	2% (2)	16% (20)	13% (16)	124
Employ: Retired	4% (19)	10% (51)	4% (20)	3% (17)	26% (132)	53% (266)	506
Employ: Unemployed	24% (79)	19% (63)	3% (12)	7% (22)	26% (86)	21% (70)	332
Employ: Other	19% (28)	18% (27)	5% (8)	5% (8)	26% (39)	27% (41)	151
Military HH: Yes	14% (49)	17% (58)	6% (20)	3% (11)	23% (79)	37% (125)	341
Military HH: No	18% (337)	21% (392)	5% (92)	5% (98)	23% (433)	27% (508)	1859
RD/WT: Right Direction	24% (217)	24% (218)	5% (47)	3% (29)	22% (195)	21% (190)	897
RD/WT: Wrong Track	13% (169)	18% (232)	5% (64)	6% (79)	24% (316)	34% (443)	1303
Biden Job Approve	23% (295)	24% (309)	5% (65)	3% (37)	23% (297)	22% (279)	1282
Biden Job Disapprove	9% (59)	14% (100)	5% (35)	9% (66)	22% (151)	41% (287)	698

Continued on next page

**Table MCSP5b:** As you may know, recording artist *The Weeknd* will headline the Super Bowl LV halftime show. Do you have a favorable or unfavorable opinion of *The Weeknd*?

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (386)	20% (450)	5% (111)	5% (108)	23% (511)	29% (633)	2200
Biden Job Strongly Approve	26% (207)	23% (182)	4% (34)	3% (21)	23% (185)	22% (174)	804
Biden Job Somewhat Approve	18% (87)	27% (127)	6% (31)	3% (16)	23% (111)	22% (106)	478
Biden Job Somewhat Disapprove	8% (15)	22% (43)	6% (11)	6% (12)	22% (42)	36% (68)	191
Biden Job Strongly Disapprove	9% (44)	11% (57)	5% (24)	11% (54)	22% (109)	43% (219)	507
Favorable of Biden	23% (301)	25% (321)	5% (62)	3% (38)	23% (304)	21% (279)	1305
Unfavorable of Biden	9% (66)	14% (108)	6% (43)	9% (69)	21% (159)	41% (314)	759
Very Favorable of Biden	27% (209)	23% (176)	4% (29)	3% (26)	22% (173)	22% (168)	780
Somewhat Favorable of Biden	18% (92)	28% (145)	6% (34)	2% (12)	25% (131)	21% (111)	525
Somewhat Unfavorable of Biden	11% (21)	22% (41)	9% (17)	4% (8)	19% (36)	36% (69)	192
Very Unfavorable of Biden	8% (45)	12% (67)	5% (26)	11% (61)	22% (123)	43% (245)	567
#1 Issue: Economy	20% (177)	23% (196)	5% (44)	6% (53)	21% (186)	24% (212)	868
#1 Issue: Security	12% (32)	13% (35)	7% (20)	7% (18)	20% (54)	40% (107)	267
#1 Issue: Health Care	19% (76)	23% (93)	3% (13)	2% (8)	27% (107)	26% (107)	404
#1 Issue: Medicare / Social Security	5% (11)	12% (28)	4% (9)	4% (10)	26% (62)	49% (115)	236
#1 Issue: Women's Issues	27% (26)	28% (26)	7% (6)	4% (4)	22% (21)	13% (12)	96
#1 Issue: Education	32% (31)	18% (17)	9% (9)	9% (8)	20% (19)	12% (12)	96
#1 Issue: Energy	19% (15)	25% (21)	8% (7)	1% (1)	32% (26)	14% (11)	81
#1 Issue: Other	12% (18)	22% (34)	2% (3)	4% (6)	24% (36)	37% (57)	152
2020 Vote: Joe Biden	22% (234)	24% (254)	5% (53)	3% (35)	23% (245)	22% (228)	1049
2020 Vote: Donald Trump	8% (58)	14% (95)	6% (43)	9% (60)	21% (141)	42% (290)	686
2020 Vote: Other	4% (3)	21% (13)	6% (4)	3% (2)	35% (22)	30% (19)	62
2020 Vote: Didn't Vote	23% (91)	22% (88)	3% (12)	3% (12)	26% (104)	23% (94)	401
2018 House Vote: Democrat	19% (143)	23% (171)	6% (41)	2% (15)	25% (184)	25% (186)	741
2018 House Vote: Republican	8% (46)	13% (74)	5% (30)	9% (51)	20% (108)	44% (245)	554
2018 House Vote: Someone else	8% (4)	19% (10)	2% (1)	3% (1)	32% (17)	36% (19)	52
2016 Vote: Hillary Clinton	19% (136)	24% (168)	5% (34)	3% (18)	25% (177)	25% (174)	707
2016 Vote: Donald Trump	8% (50)	14% (89)	6% (37)	8% (50)	21% (130)	43% (271)	628
2016 Vote: Other	14% (16)	18% (20)	3% (3)	3% (3)	32% (36)	31% (36)	113
2016 Vote: Didn't Vote	25% (184)	23% (172)	5% (37)	5% (37)	23% (169)	20% (151)	749

Continued on next page

**Table MCSP5b:** As you may know, recording artist *The Weeknd* will headline the Super Bowl LV halftime show. Do you have a favorable or unfavorable opinion of *The Weeknd*?

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (386)	20% (450)	5% (111)	5% (108)	23% (511)	29% (633)	2200
Voted in 2014: Yes	13% (155)	18% (215)	5% (57)	5% (58)	24% (288)	35% (421)	1194
Voted in 2014: No	23% (231)	23% (235)	5% (54)	5% (50)	22% (223)	21% (212)	1006
4-Region: Northeast	16% (62)	24% (95)	6% (22)	5% (20)	24% (93)	26% (102)	394
4-Region: Midwest	17% (77)	19% (88)	7% (31)	6% (26)	22% (101)	30% (139)	462
4-Region: South	19% (155)	19% (159)	4% (36)	4% (36)	24% (197)	29% (242)	824
4-Region: West	18% (92)	21% (109)	4% (23)	5% (26)	23% (121)	29% (149)	520
Sports fan	20% (305)	23% (354)	5% (77)	5% (72)	23% (342)	24% (368)	1519
Avid sports fan	30% (141)	22% (107)	5% (23)	5% (23)	20% (98)	18% (85)	478
Casual sports fan	16% (164)	24% (247)	5% (55)	5% (49)	23% (244)	27% (283)	1041
Football fan	21% (302)	23% (335)	5% (72)	5% (65)	22% (319)	24% (350)	1444
Avid football fan	27% (168)	23% (139)	5% (33)	4% (25)	21% (131)	20% (120)	616
Casual football fan	16% (134)	24% (196)	5% (40)	5% (41)	23% (188)	28% (230)	828
NFL fan	22% (304)	23% (326)	5% (74)	4% (54)	22% (304)	24% (334)	1396
Avid NFL fan	27% (160)	22% (132)	5% (27)	4% (23)	22% (134)	20% (119)	595
Casual NFL fan	18% (144)	24% (194)	6% (47)	4% (31)	21% (170)	27% (215)	801
Watched SB last year	22% (254)	24% (279)	5% (59)	4% (49)	22% (251)	23% (265)	1157
Didn't watch SB last year	13% (132)	16% (171)	5% (52)	6% (60)	25% (260)	35% (367)	1043
OK brands get political	29% (224)	29% (225)	5% (35)	3% (27)	19% (149)	16% (124)	785
Not OK brands get political	11% (127)	17% (187)	6% (69)	6% (68)	23% (260)	36% (408)	1119
OK social justice	24% (307)	27% (344)	5% (68)	3% (42)	21% (277)	20% (255)	1292
Not OK social justice	7% (45)	12% (72)	6% (39)	8% (52)	22% (137)	44% (268)	612
Likely SB viewer	24% (317)	26% (344)	6% (78)	3% (46)	20% (268)	22% (290)	1344
Unlikely SB viewer	8% (59)	13% (95)	4% (30)	8% (57)	27% (196)	40% (296)	733
More likely to watch SB this year	31% (177)	29% (169)	5% (29)	4% (25)	13% (78)	17% (100)	577
Less likely to watch SB this year	12% (55)	17% (80)	6% (31)	11% (50)	23% (109)	31% (148)	472
Likely host/attend SB party	36% (146)	29% (118)	7% (29)	5% (21)	12% (48)	11% (44)	406
Unlikely host/attend SB party	13% (218)	19% (317)	4% (71)	5% (86)	26% (423)	33% (541)	1656
Watch SB for game	21% (181)	24% (206)	6% (47)	4% (33)	21% (177)	25% (215)	859
Watch SB for halftime	39% (89)	31% (71)	5% (12)	2% (3)	13% (30)	9% (21)	227
Watch SB for ads	22% (43)	27% (52)	7% (13)	4% (8)	24% (46)	16% (31)	193

Continued on next page

**Table MCSP5b:** As you may know, recording artist *The Weeknd* will headline the Super Bowl LV halftime show. Do you have a favorable or unfavorable opinion of *The Weeknd*?

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (386)	20% (450)	5% (111)	5% (108)	23% (511)	29% (633)	2200
SB more political	21% (173)	24% (195)	6% (45)	7% (58)	17% (140)	25% (208)	818
SB less political	22% (74)	19% (62)	6% (20)	6% (20)	23% (76)	23% (76)	328
Typically host/attend SB party	31% (171)	26% (146)	6% (31)	5% (29)	18% (97)	15% (81)	556
Typically do not host/attend SB party	13% (214)	18% (304)	5% (80)	5% (80)	25% (414)	34% (551)	1644
Usually pays a lot/some attn to ads	22% (332)	26% (386)	5% (73)	4% (55)	21% (317)	22% (329)	1492
Usually pays not much/no attn to ads	8% (54)	9% (64)	5% (38)	8% (54)	27% (194)	43% (304)	708
Plan to pay a lot/some attn to ads	24% (323)	26% (352)	5% (68)	4% (50)	22% (292)	20% (274)	1359
Plan to pay not much/no attn to ads	7% (63)	12% (98)	5% (44)	7% (58)	26% (219)	43% (359)	841
Pro football fav sport	28% (168)	24% (145)	5% (30)	3% (20)	18% (107)	21% (126)	596
Fav NFL	24% (300)	24% (304)	5% (66)	3% (38)	21% (264)	22% (281)	1254
Unfav NFL	8% (38)	18% (86)	7% (36)	11% (51)	20% (97)	36% (174)	481
Fav Goodell	29% (142)	25% (123)	4% (22)	2% (11)	20% (99)	20% (98)	496
Unfav Goodell	13% (65)	21% (100)	9% (42)	9% (43)	16% (78)	32% (155)	483
Fav Chiefs	22% (225)	23% (227)	5% (52)	4% (38)	20% (202)	26% (257)	1001
Fav Buccaneers	24% (198)	22% (184)	5% (44)	4% (31)	18% (150)	26% (215)	822
Chiefs fan	21% (178)	23% (194)	6% (49)	4% (32)	22% (179)	24% (197)	828
Buccaneers fan	21% (123)	23% (136)	6% (37)	5% (30)	20% (119)	25% (148)	593
Frequent sports betters	45% (46)	21% (21)	10% (10)	6% (6)	13% (13)	6% (6)	103
Regular sports betters	40% (89)	27% (59)	7% (17)	7% (17)	13% (29)	6% (12)	223
Frequent NFL betters	43% (51)	22% (25)	4% (5)	5% (6)	17% (20)	8% (10)	117
Regular NFL betters	41% (97)	23% (56)	7% (17)	8% (18)	14% (34)	7% (17)	239
Definite SB betters	46% (61)	19% (25)	6% (8)	8% (11)	12% (16)	9% (12)	132
Probable SB betters	36% (123)	27% (94)	7% (22)	7% (25)	14% (48)	8% (29)	341
Believe betting is legal in their state	23% (152)	24% (161)	5% (32)	5% (34)	22% (143)	21% (139)	661
Believe betting is illegal in their state	16% (63)	19% (75)	8% (30)	7% (28)	18% (71)	31% (120)	387
Non-sports fans	12% (81)	14% (96)	5% (34)	5% (36)	25% (169)	39% (265)	681
Gen Z sports fans	29% (57)	30% (59)	11% (21)	8% (16)	18% (34)	4% (8)	194
Millennial sports fans	35% (149)	33% (141)	4% (18)	5% (22)	15% (64)	7% (28)	422
Gen X sports fans	17% (66)	23% (86)	4% (15)	5% (18)	28% (105)	24% (90)	381
Boomer sports fans	7% (33)	13% (62)	4% (19)	3% (15)	28% (130)	44% (207)	466

Continued on next page

**Table MCSP5b:** As you may know, recording artist *The Weeknd* will headline the Super Bowl LV halftime show. Do you have a favorable or unfavorable opinion of *The Weeknd*?

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (386)	20% (450)	5% (111)	5% (108)	23% (511)	29% (633)	2200
Sports fans 18-34	33% (147)	33% (146)	6% (27)	8% (33)	15% (66)	5% (20)	439
Sports fans 35-44	29% (72)	30% (75)	6% (14)	3% (8)	22% (55)	11% (28)	253
Sports fans 45-64	14% (72)	20% (104)	4% (22)	4% (21)	26% (136)	33% (175)	530
Sports fans 65+	5% (13)	10% (30)	5% (14)	3% (9)	29% (85)	49% (145)	297
Occasional sports betters	24% (46)	22% (44)	7% (14)	6% (13)	22% (43)	18% (36)	196
Non-sports betters	14% (250)	19% (347)	5% (80)	4% (79)	25% (440)	33% (585)	1781
In legal betting states	18% (146)	18% (149)	5% (41)	5% (41)	24% (195)	30% (242)	814
Outside legal betting states	17% (240)	22% (301)	5% (70)	5% (67)	23% (316)	28% (391)	1386
Sports fan In legal betting states 21+	19% (101)	19% (103)	6% (30)	5% (25)	24% (126)	27% (146)	530
Sports fan Outside legal betting states 21+	19% (173)	25% (225)	4% (40)	4% (39)	22% (197)	25% (220)	893
Likely SB viewer In legal betting states 21+	22% (101)	20% (93)	7% (34)	4% (17)	23% (105)	25% (114)	464
Likely SB viewer Outside legal betting states 21+	24% (188)	27% (219)	5% (38)	3% (24)	20% (156)	22% (172)	796

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

**Table MCSP6:** Do you support or oppose the decision to have recording artist The Weeknd headline the Super Bowl LV halftime show?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	19%	(426)	17%	(370)	6%	(138)	4%	(97)	53%	(1169)	2200
Gender: Male	17%	(181)	17%	(180)	8%	(87)	5%	(58)	52%	(556)	1062
Gender: Female	22%	(246)	17%	(189)	4%	(50)	3%	(39)	54%	(613)	1138
Age: 18-34	31%	(204)	26%	(173)	8%	(50)	4%	(26)	31%	(201)	655
Age: 35-44	27%	(96)	19%	(69)	5%	(19)	5%	(16)	44%	(157)	358
Age: 45-64	14%	(104)	13%	(95)	6%	(46)	4%	(31)	63%	(475)	751
Age: 65+	5%	(22)	7%	(33)	5%	(23)	5%	(23)	77%	(336)	436
GenZers: 1997-2012	29%	(87)	24%	(71)	11%	(32)	3%	(10)	33%	(100)	299
Millennials: 1981-1996	32%	(187)	26%	(153)	6%	(34)	4%	(26)	33%	(194)	595
GenXers: 1965-1980	18%	(98)	15%	(79)	5%	(28)	5%	(27)	57%	(311)	542
Baby Boomers: 1946-1964	8%	(53)	8%	(58)	6%	(42)	4%	(29)	73%	(503)	685
PID: Dem (no lean)	28%	(247)	18%	(163)	8%	(68)	3%	(28)	44%	(392)	897
PID: Ind (no lean)	16%	(110)	15%	(104)	5%	(32)	4%	(24)	60%	(407)	676
PID: Rep (no lean)	11%	(70)	16%	(103)	6%	(38)	7%	(45)	59%	(371)	627
PID/Gender: Dem Men	27%	(109)	19%	(78)	11%	(44)	3%	(13)	40%	(163)	407
PID/Gender: Dem Women	28%	(138)	17%	(85)	5%	(23)	3%	(15)	47%	(229)	490
PID/Gender: Ind Men	13%	(42)	15%	(50)	6%	(20)	5%	(17)	61%	(198)	327
PID/Gender: Ind Women	19%	(67)	16%	(54)	3%	(12)	2%	(6)	60%	(209)	349
PID/Gender: Rep Men	9%	(29)	16%	(53)	7%	(23)	8%	(27)	60%	(195)	327
PID/Gender: Rep Women	14%	(41)	17%	(50)	5%	(15)	6%	(18)	59%	(176)	299
Ideo: Liberal (1-3)	26%	(168)	21%	(134)	7%	(43)	3%	(17)	44%	(283)	645
Ideo: Moderate (4)	17%	(107)	21%	(130)	5%	(33)	2%	(15)	54%	(335)	621
Ideo: Conservative (5-7)	14%	(95)	12%	(80)	7%	(45)	8%	(54)	59%	(400)	675
Educ: < College	20%	(296)	16%	(242)	7%	(99)	4%	(65)	54%	(811)	1512
Educ: Bachelors degree	16%	(73)	21%	(93)	6%	(27)	5%	(20)	52%	(230)	444
Educ: Post-grad	24%	(58)	14%	(34)	5%	(12)	5%	(12)	53%	(128)	244
Income: Under 50k	18%	(215)	15%	(177)	6%	(77)	5%	(60)	56%	(668)	1198
Income: 50k-100k	20%	(135)	20%	(139)	6%	(42)	4%	(25)	50%	(339)	680
Income: 100k+	24%	(76)	17%	(54)	6%	(18)	4%	(12)	50%	(162)	322
Ethnicity: White	16%	(272)	16%	(270)	6%	(106)	4%	(76)	58%	(998)	1722
Ethnicity: Hispanic	32%	(113)	23%	(80)	6%	(21)	3%	(11)	36%	(126)	349
Ethnicity: Black	39%	(106)	24%	(66)	5%	(14)	5%	(15)	27%	(74)	274

Continued on next page

**Table MCSP6:** Do you support or oppose the decision to have recording artist The Weeknd headline the Super Bowl LV halftime show?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	19%	(426)	17%	(370)	6%	(138)	4%	(97)	53%	(1169)	2200
Ethnicity: Other	24%	(48)	17%	(34)	9%	(18)	3%	(7)	48%	(97)	204
All Christian	15%	(142)	16%	(160)	6%	(59)	6%	(54)	57%	(559)	975
All Non-Christian	27%	(34)	21%	(27)	12%	(15)	4%	(5)	37%	(47)	128
Atheist	20%	(21)	16%	(18)	9%	(10)	5%	(5)	51%	(55)	110
Agnostic/Nothing in particular	21%	(126)	16%	(93)	6%	(35)	3%	(19)	54%	(326)	598
Something Else	26%	(103)	19%	(72)	5%	(19)	4%	(15)	46%	(181)	390
Religious Non-Protestant/Catholic	24%	(37)	19%	(29)	10%	(15)	3%	(5)	43%	(66)	152
Evangelical	20%	(116)	16%	(92)	6%	(36)	6%	(33)	52%	(293)	570
Non-Evangelical	16%	(125)	17%	(132)	6%	(43)	5%	(36)	56%	(425)	761
Community: Urban	28%	(166)	19%	(113)	8%	(50)	4%	(24)	41%	(247)	600
Community: Suburban	17%	(178)	18%	(184)	6%	(63)	4%	(43)	55%	(569)	1037
Community: Rural	15%	(82)	13%	(73)	4%	(25)	5%	(31)	63%	(353)	564
Employ: Private Sector	21%	(135)	23%	(145)	8%	(49)	4%	(28)	44%	(283)	641
Employ: Government	27%	(34)	16%	(20)	8%	(10)	5%	(7)	44%	(57)	128
Employ: Self-Employed	21%	(31)	23%	(35)	8%	(12)	3%	(5)	46%	(70)	153
Employ: Homemaker	24%	(39)	19%	(31)	4%	(6)	3%	(5)	51%	(84)	165
Employ: Student	34%	(42)	24%	(30)	6%	(8)	1%	(2)	34%	(42)	124
Employ: Retired	6%	(28)	8%	(43)	4%	(21)	4%	(22)	77%	(392)	506
Employ: Unemployed	26%	(85)	13%	(45)	5%	(16)	6%	(19)	50%	(167)	332
Employ: Other	20%	(30)	14%	(21)	11%	(17)	6%	(10)	48%	(73)	151
Military HH: Yes	16%	(55)	17%	(57)	7%	(23)	5%	(15)	56%	(190)	341
Military HH: No	20%	(371)	17%	(312)	6%	(115)	4%	(82)	53%	(979)	1859
RD/WT: Right Direction	26%	(234)	20%	(183)	7%	(65)	3%	(25)	43%	(390)	897
RD/WT: Wrong Track	15%	(192)	14%	(187)	6%	(73)	6%	(72)	60%	(779)	1303
Biden Job Approve	25%	(327)	20%	(254)	6%	(83)	2%	(32)	46%	(586)	1282
Biden Job Disapprove	10%	(66)	12%	(87)	7%	(46)	8%	(56)	63%	(443)	698
Biden Job Strongly Approve	27%	(220)	17%	(140)	7%	(55)	3%	(25)	45%	(364)	804
Biden Job Somewhat Approve	22%	(107)	24%	(114)	6%	(28)	1%	(7)	46%	(222)	478
Biden Job Somewhat Disapprove	7%	(14)	21%	(39)	8%	(16)	4%	(7)	60%	(115)	191
Biden Job Strongly Disapprove	10%	(53)	9%	(47)	6%	(30)	10%	(49)	65%	(328)	507

Continued on next page

**Table MCSP6:** Do you support or oppose the decision to have recording artist The Weeknd headline the Super Bowl LV halftime show?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	19%	(426)	17%	(370)	6%	(138)	4%	(97)	53%	(1169)	2200
Favorable of Biden	26%	(340)	20%	(262)	6%	(81)	3%	(35)	45%	(587)	1305
Unfavorable of Biden	9%	(69)	13%	(96)	7%	(52)	8%	(58)	64%	(484)	759
Very Favorable of Biden	29%	(227)	18%	(137)	6%	(48)	3%	(26)	44%	(342)	780
Somewhat Favorable of Biden	22%	(113)	24%	(125)	6%	(33)	2%	(9)	47%	(245)	525
Somewhat Unfavorable of Biden	13%	(26)	18%	(35)	8%	(15)	3%	(5)	58%	(111)	192
Very Unfavorable of Biden	8%	(44)	11%	(61)	6%	(36)	9%	(53)	66%	(374)	567
#1 Issue: Economy	22%	(193)	20%	(176)	6%	(52)	5%	(44)	46%	(403)	868
#1 Issue: Security	14%	(37)	11%	(30)	7%	(19)	7%	(19)	61%	(162)	267
#1 Issue: Health Care	22%	(88)	16%	(66)	5%	(21)	2%	(9)	54%	(219)	404
#1 Issue: Medicare / Social Security	5%	(12)	9%	(21)	6%	(15)	5%	(11)	75%	(177)	236
#1 Issue: Women's Issues	24%	(23)	22%	(21)	7%	(6)	4%	(4)	43%	(41)	96
#1 Issue: Education	32%	(30)	25%	(24)	11%	(10)	2%	(2)	30%	(29)	96
#1 Issue: Energy	23%	(18)	18%	(14)	8%	(6)	4%	(4)	47%	(38)	81
#1 Issue: Other	15%	(23)	11%	(17)	5%	(8)	4%	(6)	65%	(99)	152
2020 Vote: Joe Biden	26%	(269)	19%	(204)	6%	(67)	3%	(31)	45%	(477)	1049
2020 Vote: Donald Trump	9%	(59)	13%	(88)	7%	(49)	8%	(52)	64%	(439)	686
2020 Vote: Other	11%	(7)	14%	(9)	9%	(5)	3%	(2)	64%	(40)	62
2020 Vote: Didn't Vote	23%	(91)	17%	(69)	4%	(16)	3%	(13)	53%	(212)	401
2018 House Vote: Democrat	24%	(177)	17%	(129)	7%	(50)	2%	(13)	50%	(372)	741
2018 House Vote: Republican	8%	(46)	12%	(65)	6%	(35)	9%	(47)	65%	(360)	554
2018 House Vote: Someone else	10%	(5)	22%	(12)	7%	(3)	3%	(2)	58%	(31)	52
2016 Vote: Hillary Clinton	24%	(172)	18%	(128)	5%	(38)	3%	(19)	50%	(351)	707
2016 Vote: Donald Trump	8%	(53)	13%	(81)	7%	(46)	7%	(44)	64%	(405)	628
2016 Vote: Other	17%	(20)	13%	(15)	6%	(7)	1%	(2)	62%	(70)	113
2016 Vote: Didn't Vote	24%	(182)	20%	(147)	6%	(47)	4%	(33)	45%	(341)	749
Voted in 2014: Yes	16%	(191)	14%	(165)	6%	(74)	5%	(55)	59%	(710)	1194
Voted in 2014: No	23%	(236)	20%	(205)	6%	(64)	4%	(42)	46%	(459)	1006
4-Region: Northeast	19%	(73)	18%	(71)	7%	(28)	5%	(20)	51%	(202)	394
4-Region: Midwest	18%	(85)	14%	(66)	7%	(31)	5%	(22)	56%	(259)	462
4-Region: South	20%	(164)	15%	(125)	6%	(49)	4%	(37)	54%	(449)	824
4-Region: West	20%	(103)	21%	(107)	6%	(30)	4%	(19)	50%	(260)	520

Continued on next page



**Table MCSP6:** Do you support or oppose the decision to have recording artist The Weeknd headline the Super Bowl LV halftime show?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	19% (426)	17% (370)	6% (138)	4% (97)	53% (1169)	2200
Sports fan	23% (344)	19% (285)	7% (111)	4% (66)	47% (714)	1519
Avid sports fan	31% (149)	18% (87)	9% (42)	6% (30)	35% (169)	478
Casual sports fan	19% (195)	19% (197)	7% (68)	3% (36)	52% (545)	1041
Football fan	23% (337)	19% (273)	8% (111)	4% (54)	46% (670)	1444
Avid football fan	28% (172)	20% (121)	9% (54)	5% (30)	39% (240)	616
Casual football fan	20% (165)	18% (152)	7% (57)	3% (24)	52% (430)	828
NFL fan	24% (340)	19% (265)	8% (106)	4% (53)	45% (632)	1396
Avid NFL fan	28% (169)	20% (117)	8% (47)	5% (27)	39% (235)	595
Casual NFL fan	21% (171)	18% (148)	7% (60)	3% (26)	50% (397)	801
Watched SB last year	25% (285)	20% (229)	7% (82)	4% (48)	44% (513)	1157
Didn't watch SB last year	14% (141)	13% (141)	5% (56)	5% (49)	63% (656)	1043
OK brands get political	32% (255)	23% (177)	7% (52)	2% (15)	37% (287)	785
Not OK brands get political	12% (134)	14% (161)	7% (79)	6% (66)	61% (680)	1119
OK social justice	26% (336)	21% (274)	7% (86)	3% (34)	43% (561)	1292
Not OK social justice	9% (53)	11% (65)	8% (49)	8% (51)	64% (393)	612
Likely SB viewer	27% (359)	21% (282)	7% (95)	4% (47)	42% (560)	1344
Unlikely SB viewer	8% (57)	11% (78)	6% (41)	6% (47)	70% (510)	733
More likely to watch SB this year	34% (197)	25% (144)	8% (48)	3% (16)	30% (171)	577
Less likely to watch SB this year	13% (60)	11% (51)	8% (36)	10% (48)	59% (278)	472
Likely host/attend SB party	37% (150)	27% (108)	9% (36)	5% (18)	23% (93)	406
Unlikely host/attend SB party	15% (254)	15% (248)	6% (97)	4% (74)	59% (983)	1656
Watch SB for game	24% (203)	20% (168)	7% (62)	4% (35)	45% (390)	859
Watch SB for halftime	47% (106)	26% (59)	6% (13)	3% (6)	19% (44)	227
Watch SB for ads	23% (45)	20% (39)	10% (19)	3% (5)	44% (85)	193
SB more political	24% (197)	19% (157)	7% (58)	6% (46)	44% (360)	818
SB less political	24% (78)	19% (61)	9% (29)	6% (20)	42% (138)	328
Typically host/attend SB party	34% (189)	20% (113)	8% (47)	5% (28)	32% (180)	556
Typically do not host/attend SB party	14% (237)	16% (257)	6% (91)	4% (70)	60% (989)	1644
Usually pays a lot/some attn to ads	24% (364)	21% (309)	7% (106)	3% (49)	45% (664)	1492
Usually pays not much/no attn to ads	9% (62)	9% (61)	5% (32)	7% (48)	71% (505)	708
Plan to pay a lot/some attn to ads	26% (350)	23% (307)	7% (93)	3% (37)	42% (573)	1359

Continued on next page

**Table MCSP6:** Do you support or oppose the decision to have recording artist The Weeknd headline the Super Bowl LV halftime show?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	19%	(426)	17%	(370)	6%	(138)	4%	(97)	53%	(1169)	2200
Plan to pay not much/no attn to ads	9%	(77)	8%	(63)	5%	(45)	7%	(60)	71%	(596)	841
Pro football fav sport	29%	(175)	21%	(126)	6%	(38)	5%	(31)	38%	(227)	596
Fav NFL	27%	(338)	20%	(253)	7%	(85)	3%	(32)	44%	(546)	1254
Unfav NFL	8%	(39)	14%	(65)	9%	(42)	10%	(48)	60%	(287)	481
Fav Goodell	32%	(157)	20%	(100)	7%	(36)	3%	(14)	38%	(190)	496
Unfav Goodell	14%	(68)	19%	(92)	10%	(49)	7%	(33)	50%	(242)	483
Fav Chiefs	24%	(245)	19%	(186)	7%	(68)	4%	(41)	46%	(461)	1001
Fav Buccaneers	26%	(216)	19%	(153)	7%	(60)	5%	(38)	43%	(354)	822
Chiefs fan	23%	(189)	21%	(174)	7%	(57)	4%	(34)	45%	(375)	828
Buccaneers fan	24%	(144)	20%	(118)	10%	(58)	5%	(29)	41%	(245)	593
Frequent sports betters	49%	(51)	15%	(15)	10%	(10)	9%	(9)	17%	(17)	103
Regular sports betters	43%	(97)	22%	(50)	11%	(24)	8%	(18)	16%	(35)	223
Frequent NFL betters	47%	(55)	20%	(23)	4%	(4)	8%	(10)	21%	(25)	117
Regular NFL betters	40%	(95)	20%	(48)	12%	(28)	8%	(20)	20%	(48)	239
Definite SB betters	53%	(70)	12%	(15)	7%	(9)	11%	(14)	18%	(23)	132
Probable SB betters	36%	(123)	26%	(88)	11%	(37)	6%	(22)	21%	(72)	341
Believe betting is legal in their state	25%	(168)	19%	(126)	9%	(60)	3%	(22)	43%	(285)	661
Believe betting is illegal in their state	20%	(76)	20%	(76)	8%	(33)	7%	(28)	45%	(174)	387
Non-sports fans	12%	(83)	13%	(85)	4%	(27)	5%	(31)	67%	(455)	681
Gen Z sports fans	33%	(63)	24%	(46)	14%	(27)	4%	(7)	26%	(50)	194
Millennial sports fans	35%	(147)	29%	(123)	5%	(23)	5%	(20)	26%	(109)	422
Gen X sports fans	22%	(85)	16%	(62)	6%	(24)	5%	(19)	50%	(191)	381
Boomer sports fans	10%	(47)	10%	(47)	7%	(34)	4%	(17)	69%	(321)	466
Sports fans 18-34	34%	(150)	29%	(128)	9%	(37)	5%	(21)	23%	(103)	439
Sports fans 35-44	32%	(80)	22%	(57)	6%	(15)	4%	(10)	36%	(92)	253
Sports fans 45-64	18%	(95)	14%	(76)	7%	(39)	4%	(23)	56%	(296)	530
Sports fans 65+	6%	(19)	8%	(23)	7%	(19)	4%	(12)	75%	(223)	297
Occasional sports betters	22%	(42)	18%	(35)	13%	(26)	5%	(10)	43%	(83)	196
Non-sports betters	16%	(287)	16%	(285)	5%	(89)	4%	(70)	59%	(1050)	1781
In legal betting states	19%	(154)	15%	(121)	6%	(49)	5%	(39)	55%	(450)	814
Outside legal betting states	20%	(272)	18%	(248)	6%	(89)	4%	(58)	52%	(719)	1386

Continued on next page

**Table MCSP6:** *Do you support or oppose the decision to have recording artist The Weeknd headline the Super Bowl LV halftime show?*

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	19%	(426)	17%	(370)	6%	(138)	4%	(97)	53%	(1169)	2200
Sports fan In legal betting states 21+	20%	(108)	17%	(90)	7%	(40)	5%	(24)	51%	(269)	530
Sports fan Outside legal betting states 21+	23%	(205)	19%	(171)	7%	(59)	4%	(37)	47%	(421)	893
Likely SB viewer In legal betting states 21+	24%	(111)	19%	(89)	8%	(37)	4%	(18)	45%	(209)	464
Likely SB viewer Outside legal betting states 21+	27%	(217)	21%	(163)	7%	(54)	3%	(24)	42%	(337)	796

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

**Table MCSP7\_1: To what extent do you enjoy watching the following types of Super Bowl advertisements?**  
*Political campaign advertisements*

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	5%	(115)	11%	(234)	22%	(479)	48%	(1058)	14%	(314)	2200
Gender: Male	7%	(78)	11%	(115)	21%	(227)	49%	(518)	12%	(125)	1062
Gender: Female	3%	(38)	10%	(119)	22%	(252)	47%	(540)	17%	(189)	1138
Age: 18-34	9%	(59)	16%	(102)	24%	(155)	35%	(232)	16%	(107)	655
Age: 35-44	9%	(32)	14%	(49)	26%	(93)	35%	(126)	16%	(58)	358
Age: 45-64	2%	(15)	6%	(48)	19%	(143)	60%	(454)	12%	(91)	751
Age: 65+	2%	(9)	8%	(35)	20%	(87)	57%	(247)	13%	(58)	436
GenZers: 1997-2012	7%	(20)	19%	(56)	20%	(60)	36%	(107)	19%	(56)	299
Millennials: 1981-1996	11%	(65)	14%	(83)	28%	(164)	33%	(198)	14%	(85)	595
GenXers: 1965-1980	3%	(17)	8%	(44)	19%	(102)	55%	(297)	15%	(83)	542
Baby Boomers: 1946-1964	2%	(13)	7%	(47)	21%	(143)	59%	(404)	11%	(78)	685
PID: Dem (no lean)	7%	(63)	18%	(162)	26%	(235)	36%	(320)	13%	(117)	897
PID: Ind (no lean)	2%	(13)	7%	(49)	20%	(137)	52%	(349)	19%	(128)	676
PID: Rep (no lean)	6%	(39)	4%	(23)	17%	(107)	62%	(389)	11%	(69)	627
PID/Gender: Dem Men	10%	(39)	21%	(84)	24%	(97)	35%	(142)	11%	(44)	407
PID/Gender: Dem Women	5%	(24)	16%	(78)	28%	(138)	36%	(178)	15%	(72)	490
PID/Gender: Ind Men	3%	(11)	7%	(23)	21%	(68)	55%	(180)	14%	(46)	327
PID/Gender: Ind Women	1%	(2)	8%	(26)	20%	(69)	48%	(169)	24%	(82)	349
PID/Gender: Rep Men	8%	(27)	2%	(8)	19%	(62)	60%	(196)	11%	(35)	327
PID/Gender: Rep Women	4%	(12)	5%	(15)	15%	(45)	65%	(193)	12%	(35)	299
Ideo: Liberal (1-3)	8%	(53)	19%	(122)	26%	(166)	35%	(228)	12%	(77)	645
Ideo: Moderate (4)	6%	(39)	11%	(68)	23%	(144)	45%	(280)	14%	(90)	621
Ideo: Conservative (5-7)	3%	(19)	5%	(35)	18%	(120)	66%	(444)	9%	(57)	675
Educ: < College	4%	(67)	10%	(152)	22%	(327)	47%	(714)	17%	(251)	1512
Educ: Bachelors degree	5%	(20)	12%	(53)	22%	(99)	53%	(234)	8%	(37)	444
Educ: Post-grad	12%	(28)	12%	(28)	22%	(53)	45%	(110)	10%	(25)	244
Income: Under 50k	5%	(55)	10%	(121)	20%	(239)	47%	(562)	18%	(221)	1198
Income: 50k-100k	5%	(32)	11%	(76)	24%	(165)	50%	(338)	10%	(68)	680
Income: 100k+	9%	(29)	11%	(36)	23%	(75)	49%	(158)	8%	(25)	322
Ethnicity: White	4%	(74)	9%	(153)	20%	(353)	54%	(924)	13%	(219)	1722
Ethnicity: Hispanic	10%	(34)	17%	(59)	19%	(65)	37%	(130)	18%	(62)	349

Continued on next page

**Table MCSP7\_1:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Political campaign advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	5%	(115)	11%	(234)	22%	(479)	48%	(1058)	14%	(314)	2200
Ethnicity: Black	9%	(25)	19%	(53)	24%	(65)	25%	(67)	23%	(63)	274
Ethnicity: Other	8%	(17)	13%	(27)	30%	(61)	33%	(67)	16%	(32)	204
All Christian	6%	(59)	9%	(88)	20%	(198)	55%	(535)	10%	(95)	975
All Non-Christian	11%	(14)	24%	(31)	22%	(28)	35%	(44)	8%	(11)	128
Atheist	3%	(3)	9%	(10)	30%	(33)	41%	(45)	17%	(18)	110
Agnostic/Nothing in particular	4%	(23)	9%	(52)	19%	(116)	48%	(289)	20%	(117)	598
Something Else	4%	(16)	13%	(52)	27%	(104)	37%	(145)	19%	(73)	390
Religious Non-Protestant/Catholic	10%	(15)	21%	(33)	20%	(30)	40%	(61)	9%	(14)	152
Evangelical	7%	(40)	11%	(62)	23%	(129)	47%	(265)	13%	(73)	570
Non-Evangelical	4%	(33)	10%	(75)	22%	(169)	52%	(396)	12%	(89)	761
Community: Urban	9%	(54)	16%	(98)	23%	(135)	35%	(209)	17%	(103)	600
Community: Suburban	4%	(37)	8%	(86)	23%	(240)	54%	(557)	11%	(116)	1037
Community: Rural	4%	(24)	9%	(49)	18%	(103)	52%	(292)	17%	(96)	564
Employ: Private Sector	9%	(58)	13%	(81)	24%	(151)	45%	(286)	10%	(65)	641
Employ: Government	7%	(9)	9%	(12)	20%	(26)	49%	(63)	15%	(19)	128
Employ: Self-Employed	6%	(10)	16%	(25)	19%	(29)	48%	(73)	11%	(16)	153
Employ: Homemaker	6%	(10)	9%	(15)	17%	(29)	52%	(86)	16%	(26)	165
Employ: Student	5%	(6)	12%	(15)	25%	(31)	41%	(50)	18%	(22)	124
Employ: Retired	2%	(9)	7%	(35)	21%	(106)	59%	(297)	12%	(60)	506
Employ: Unemployed	3%	(9)	11%	(38)	24%	(78)	39%	(131)	23%	(75)	332
Employ: Other	4%	(6)	9%	(14)	19%	(29)	48%	(73)	20%	(30)	151
Military HH: Yes	5%	(18)	7%	(24)	23%	(78)	52%	(176)	13%	(45)	341
Military HH: No	5%	(98)	11%	(210)	22%	(400)	47%	(882)	14%	(269)	1859
RD/WT: Right Direction	9%	(79)	16%	(145)	26%	(233)	34%	(307)	15%	(133)	897
RD/WT: Wrong Track	3%	(37)	7%	(89)	19%	(246)	58%	(751)	14%	(181)	1303
Biden Job Approve	7%	(94)	15%	(198)	27%	(341)	37%	(477)	13%	(172)	1282
Biden Job Disapprove	3%	(19)	4%	(29)	15%	(106)	68%	(475)	10%	(69)	698

Continued on next page

**Table MCSP7\_1:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Political campaign advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	5%	(115)	11%	(234)	22%	(479)	48%	(1058)	14%	(314)	2200
Biden Job Strongly Approve	9%	(75)	18%	(143)	24%	(196)	34%	(276)	14%	(114)	804
Biden Job Somewhat Approve	4%	(19)	12%	(55)	30%	(145)	42%	(201)	12%	(57)	478
Biden Job Somewhat Disapprove	—	(1)	7%	(14)	22%	(42)	60%	(115)	10%	(19)	191
Biden Job Strongly Disapprove	4%	(18)	3%	(15)	13%	(64)	71%	(359)	10%	(51)	507
Favorable of Biden	7%	(90)	15%	(197)	26%	(345)	37%	(488)	14%	(185)	1305
Unfavorable of Biden	3%	(19)	4%	(28)	15%	(117)	69%	(523)	10%	(72)	759
Very Favorable of Biden	10%	(79)	18%	(140)	25%	(195)	33%	(259)	14%	(107)	780
Somewhat Favorable of Biden	2%	(11)	11%	(57)	28%	(150)	44%	(229)	15%	(78)	525
Somewhat Unfavorable of Biden	2%	(3)	4%	(9)	23%	(45)	64%	(124)	6%	(11)	192
Very Unfavorable of Biden	3%	(16)	3%	(19)	13%	(72)	70%	(400)	11%	(61)	567
#1 Issue: Economy	5%	(47)	10%	(88)	21%	(186)	49%	(429)	14%	(118)	868
#1 Issue: Security	3%	(9)	9%	(24)	19%	(51)	61%	(164)	7%	(19)	267
#1 Issue: Health Care	7%	(26)	12%	(47)	26%	(106)	39%	(156)	17%	(69)	404
#1 Issue: Medicare / Social Security	3%	(6)	7%	(17)	18%	(42)	56%	(133)	16%	(38)	236
#1 Issue: Women's Issues	9%	(9)	21%	(20)	19%	(18)	39%	(38)	11%	(11)	96
#1 Issue: Education	8%	(8)	12%	(11)	33%	(31)	32%	(31)	15%	(15)	96
#1 Issue: Energy	13%	(10)	13%	(11)	22%	(18)	38%	(31)	13%	(11)	81
#1 Issue: Other	—	(1)	10%	(15)	17%	(26)	50%	(76)	23%	(34)	152
2020 Vote: Joe Biden	8%	(79)	16%	(167)	28%	(289)	37%	(384)	12%	(129)	1049
2020 Vote: Donald Trump	3%	(21)	4%	(27)	17%	(115)	68%	(463)	9%	(60)	686
2020 Vote: Other	2%	(1)	3%	(2)	11%	(7)	61%	(38)	21%	(13)	62
2020 Vote: Didn't Vote	3%	(14)	9%	(37)	17%	(68)	43%	(172)	27%	(110)	401
2018 House Vote: Democrat	7%	(55)	15%	(110)	29%	(212)	38%	(284)	11%	(81)	741
2018 House Vote: Republican	4%	(21)	4%	(24)	14%	(76)	70%	(387)	8%	(46)	554
2018 House Vote: Someone else	2%	(1)	2%	(1)	12%	(6)	61%	(32)	24%	(13)	52
2016 Vote: Hillary Clinton	6%	(45)	17%	(118)	27%	(190)	38%	(271)	12%	(83)	707
2016 Vote: Donald Trump	4%	(24)	3%	(22)	14%	(90)	69%	(433)	9%	(59)	628
2016 Vote: Other	4%	(4)	2%	(2)	27%	(30)	57%	(65)	10%	(12)	113
2016 Vote: Didn't Vote	6%	(42)	12%	(92)	22%	(167)	39%	(289)	21%	(159)	749

Continued on next page

**Table MCSP7\_1:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
*Political campaign advertisements*

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	5%	(115)	11%	(234)	22%	(479)	48%	(1058)	14%	(314)	2200
Voted in 2014: Yes	6%	(69)	10%	(115)	21%	(247)	53%	(638)	10%	(125)	1194
Voted in 2014: No	5%	(47)	12%	(119)	23%	(232)	42%	(420)	19%	(189)	1006
4-Region: Northeast	6%	(24)	10%	(38)	23%	(91)	46%	(182)	15%	(58)	394
4-Region: Midwest	4%	(19)	8%	(36)	22%	(101)	57%	(263)	9%	(43)	462
4-Region: South	4%	(35)	11%	(89)	21%	(175)	47%	(384)	17%	(142)	824
4-Region: West	7%	(38)	14%	(71)	21%	(112)	44%	(228)	14%	(71)	520
Sports fan	7%	(101)	13%	(195)	24%	(365)	46%	(703)	10%	(155)	1519
Avid sports fan	12%	(56)	15%	(70)	26%	(125)	40%	(190)	8%	(37)	478
Casual sports fan	4%	(45)	12%	(125)	23%	(239)	49%	(513)	11%	(119)	1041
Football fan	7%	(98)	13%	(184)	24%	(344)	47%	(677)	10%	(141)	1444
Avid football fan	12%	(72)	13%	(80)	24%	(147)	43%	(265)	9%	(52)	616
Casual football fan	3%	(26)	13%	(104)	24%	(197)	50%	(412)	11%	(88)	828
NFL fan	7%	(91)	13%	(184)	24%	(335)	47%	(653)	10%	(133)	1396
Avid NFL fan	11%	(68)	12%	(70)	23%	(139)	45%	(270)	8%	(49)	595
Casual NFL fan	3%	(23)	14%	(114)	24%	(196)	48%	(383)	11%	(84)	801
Watched SB last year	7%	(87)	12%	(142)	24%	(277)	48%	(556)	8%	(95)	1157
Didn't watch SB last year	3%	(29)	9%	(91)	19%	(202)	48%	(502)	21%	(219)	1043
OK brands get political	11%	(85)	22%	(175)	27%	(208)	29%	(230)	11%	(87)	785
Not OK brands get political	3%	(29)	4%	(46)	19%	(214)	66%	(735)	8%	(95)	1119
OK social justice	8%	(105)	16%	(210)	26%	(334)	39%	(507)	11%	(136)	1292
Not OK social justice	1%	(9)	2%	(11)	16%	(99)	72%	(440)	9%	(52)	612
Likely SB viewer	7%	(93)	13%	(179)	26%	(352)	46%	(619)	8%	(101)	1344
Unlikely SB viewer	2%	(17)	7%	(52)	15%	(108)	55%	(400)	21%	(157)	733
More likely to watch SB this year	12%	(69)	18%	(106)	28%	(160)	34%	(198)	8%	(44)	577
Less likely to watch SB this year	3%	(14)	8%	(36)	18%	(87)	58%	(272)	13%	(63)	472
Likely host/attend SB party	17%	(71)	19%	(79)	26%	(106)	30%	(120)	7%	(30)	406
Unlikely host/attend SB party	3%	(42)	9%	(142)	21%	(352)	55%	(905)	13%	(216)	1656
Watch SB for game	6%	(51)	12%	(102)	26%	(227)	49%	(419)	7%	(59)	859
Watch SB for halftime	8%	(17)	20%	(45)	31%	(71)	35%	(79)	7%	(15)	227
Watch SB for ads	10%	(20)	13%	(24)	22%	(43)	50%	(97)	4%	(8)	193

Continued on next page

**Table MCSP7\_1:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Political campaign advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	5%	(115)	11%	(234)	22%	(479)	48%	(1058)	14%	(314)	2200
SB more political	7%	(58)	14%	(111)	22%	(182)	53%	(435)	4%	(32)	818
SB less political	5%	(15)	10%	(34)	27%	(88)	50%	(165)	8%	(25)	328
Typically host/attend SB party	11%	(60)	15%	(86)	25%	(137)	43%	(237)	7%	(37)	556
Typically do not host/attend SB party	3%	(55)	9%	(148)	21%	(341)	50%	(821)	17%	(277)	1644
Usually pays a lot/some attn to ads	7%	(97)	12%	(185)	25%	(367)	49%	(726)	8%	(118)	1492
Usually pays not much/no attn to ads	3%	(18)	7%	(49)	16%	(112)	47%	(333)	28%	(196)	708
Plan to pay a lot/some attn to ads	7%	(95)	14%	(193)	25%	(338)	45%	(614)	9%	(118)	1359
Plan to pay not much/no attn to ads	2%	(20)	5%	(41)	17%	(140)	53%	(444)	23%	(196)	841
Pro football fav sport	10%	(59)	15%	(87)	24%	(140)	43%	(254)	9%	(55)	596
Fav NFL	8%	(94)	13%	(168)	25%	(317)	45%	(564)	9%	(111)	1254
Unfav NFL	2%	(10)	9%	(43)	17%	(83)	62%	(299)	9%	(46)	481
Fav Goodell	11%	(56)	16%	(79)	27%	(133)	39%	(191)	8%	(38)	496
Unfav Goodell	6%	(31)	11%	(52)	21%	(101)	57%	(276)	5%	(24)	483
Fav Chiefs	7%	(72)	12%	(122)	26%	(260)	48%	(484)	6%	(63)	1001
Fav Buccaneers	8%	(66)	13%	(111)	27%	(224)	45%	(369)	6%	(52)	822
Chiefs fan	8%	(62)	11%	(92)	25%	(211)	48%	(398)	8%	(66)	828
Buccaneers fan	4%	(24)	16%	(93)	24%	(144)	49%	(288)	7%	(44)	593
Frequent sports betters	26%	(27)	13%	(13)	24%	(25)	29%	(30)	8%	(9)	103
Regular sports betters	19%	(43)	23%	(51)	24%	(53)	27%	(61)	7%	(15)	223
Frequent NFL betters	23%	(27)	14%	(17)	20%	(23)	33%	(39)	9%	(10)	117
Regular NFL betters	20%	(48)	23%	(56)	21%	(49)	29%	(69)	7%	(17)	239
Definite SB betters	26%	(34)	20%	(27)	20%	(26)	31%	(40)	4%	(5)	132
Probable SB betters	19%	(64)	24%	(80)	24%	(81)	29%	(101)	4%	(15)	341
Believe betting is legal in their state	8%	(56)	11%	(70)	26%	(173)	46%	(301)	9%	(62)	661
Believe betting is illegal in their state	5%	(20)	12%	(45)	24%	(91)	51%	(197)	9%	(34)	387
Non-sports fans	2%	(14)	6%	(39)	17%	(114)	52%	(355)	23%	(159)	681
Gen Z sports fans	8%	(15)	24%	(47)	23%	(44)	33%	(65)	12%	(23)	194
Millennial sports fans	14%	(59)	16%	(66)	31%	(130)	31%	(129)	9%	(37)	422
Gen X sports fans	4%	(14)	11%	(41)	18%	(70)	55%	(208)	12%	(48)	381
Boomer sports fans	3%	(12)	8%	(39)	24%	(113)	56%	(261)	9%	(41)	466

Continued on next page



**Table MCSP7\_1:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Political campaign advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	5%	(115)	11%	(234)	22%	(479)	48%	(1058)	14%	(314)	2200
Sports fans 18-34	11%	(50)	18%	(79)	27%	(118)	34%	(148)	10%	(43)	439
Sports fans 35-44	11%	(29)	17%	(43)	29%	(73)	31%	(79)	12%	(29)	253
Sports fans 45-64	3%	(14)	8%	(45)	20%	(106)	59%	(311)	10%	(54)	530
Sports fans 65+	3%	(9)	9%	(28)	23%	(68)	55%	(164)	10%	(29)	297
Occasional sports betters	11%	(21)	16%	(32)	23%	(44)	44%	(87)	6%	(13)	196
Non-sports betters	3%	(51)	8%	(151)	21%	(382)	51%	(911)	16%	(286)	1781
In legal betting states	5%	(42)	9%	(72)	23%	(186)	48%	(394)	15%	(121)	814
Outside legal betting states	5%	(73)	12%	(162)	21%	(293)	48%	(665)	14%	(193)	1386
Sports fan In legal betting states 21+	6%	(33)	11%	(56)	26%	(138)	47%	(252)	10%	(52)	530
Sports fan Outside legal betting states 21+	7%	(58)	13%	(119)	23%	(204)	47%	(418)	11%	(95)	893
Likely SB viewer In legal betting states 21+	7%	(32)	11%	(52)	29%	(132)	46%	(213)	7%	(34)	464
Likely SB viewer Outside legal betting states 21+	6%	(49)	14%	(109)	25%	(200)	47%	(377)	8%	(61)	796

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

**Table MCSP7\_2: To what extent do you enjoy watching the following types of Super Bowl advertisements?**

*Funny advertisements*

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	64% (1397)	22% (489)	2% (54)	3% (68)	9% (191)	2200
Gender: Male	64% (676)	23% (243)	3% (32)	3% (37)	7% (74)	1062
Gender: Female	63% (721)	22% (246)	2% (23)	3% (31)	10% (118)	1138
Age: 18-34	64% (420)	21% (140)	3% (17)	3% (17)	9% (62)	655
Age: 35-44	66% (235)	18% (64)	3% (12)	3% (10)	10% (37)	358
Age: 45-64	64% (483)	24% (184)	2% (18)	2% (15)	7% (51)	751
Age: 65+	59% (259)	23% (102)	2% (8)	6% (26)	9% (41)	436
GenZers: 1997-2012	62% (186)	22% (66)	2% (5)	2% (6)	12% (36)	299
Millennials: 1981-1996	67% (396)	20% (118)	4% (21)	2% (13)	8% (47)	595
GenXers: 1965-1980	68% (369)	20% (106)	2% (10)	2% (12)	8% (45)	542
Baby Boomers: 1946-1964	60% (412)	26% (176)	3% (18)	3% (23)	8% (55)	685
PID: Dem (no lean)	67% (605)	21% (187)	3% (23)	2% (14)	8% (68)	897
PID: Ind (no lean)	58% (393)	24% (159)	3% (18)	4% (27)	12% (78)	676
PID: Rep (no lean)	64% (399)	23% (142)	2% (13)	4% (27)	7% (45)	627
PID/Gender: Dem Men	67% (274)	22% (92)	3% (14)	2% (7)	5% (20)	407
PID/Gender: Dem Women	67% (330)	20% (96)	2% (9)	1% (7)	10% (48)	490
PID/Gender: Ind Men	59% (192)	24% (77)	4% (13)	6% (20)	8% (25)	327
PID/Gender: Ind Women	58% (202)	24% (82)	1% (5)	2% (7)	15% (53)	349
PID/Gender: Rep Men	64% (210)	23% (74)	1% (5)	3% (10)	9% (28)	327
PID/Gender: Rep Women	63% (189)	23% (68)	3% (8)	6% (17)	6% (17)	299
Ideo: Liberal (1-3)	68% (441)	20% (130)	3% (20)	2% (12)	7% (43)	645
Ideo: Moderate (4)	64% (398)	22% (136)	3% (17)	2% (15)	9% (55)	621
Ideo: Conservative (5-7)	64% (431)	24% (163)	2% (16)	4% (27)	5% (37)	675
Educ: < College	63% (949)	21% (324)	2% (29)	3% (51)	10% (158)	1512
Educ: Bachelors degree	65% (287)	25% (110)	4% (18)	2% (9)	5% (21)	444
Educ: Post-grad	66% (161)	23% (55)	3% (7)	3% (8)	5% (12)	244
Income: Under 50k	60% (721)	22% (267)	2% (26)	4% (49)	11% (135)	1198
Income: 50k-100k	67% (453)	22% (152)	3% (23)	2% (14)	6% (38)	680
Income: 100k+	69% (223)	22% (71)	2% (6)	2% (5)	5% (18)	322
Ethnicity: White	64% (1107)	22% (372)	3% (45)	3% (60)	8% (137)	1722
Ethnicity: Hispanic	67% (232)	23% (79)	1% (3)	1% (5)	9% (30)	349

Continued on next page

**Table MCSP7\_2: To what extent do you enjoy watching the following types of Super Bowl advertisements?**  
*Funny advertisements*

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	64%	(1397)	22%	(489)	2%	(54)	3%	(68)	9%	(191)	2200
Ethnicity: Black	63%	(173)	19%	(52)	2%	(6)	1%	(3)	14%	(40)	274
Ethnicity: Other	57%	(116)	32%	(65)	2%	(4)	2%	(5)	7%	(14)	204
All Christian	67%	(651)	22%	(214)	2%	(24)	3%	(26)	6%	(59)	975
All Non-Christian	55%	(71)	31%	(40)	6%	(8)	4%	(5)	4%	(5)	128
Atheist	54%	(59)	29%	(32)	3%	(4)	1%	(1)	13%	(14)	110
Agnostic/Nothing in particular	59%	(354)	22%	(130)	3%	(16)	3%	(20)	13%	(78)	598
Something Else	68%	(263)	19%	(73)	1%	(3)	4%	(16)	9%	(35)	390
Religious Non-Protestant/Catholic	56%	(85)	32%	(49)	5%	(8)	3%	(5)	4%	(5)	152
Evangelical	64%	(364)	21%	(119)	2%	(11)	5%	(28)	8%	(47)	570
Non-Evangelical	70%	(531)	20%	(156)	2%	(16)	2%	(13)	6%	(45)	761
Community: Urban	64%	(386)	21%	(124)	4%	(24)	2%	(14)	9%	(51)	600
Community: Suburban	65%	(669)	23%	(241)	2%	(23)	3%	(31)	7%	(72)	1037
Community: Rural	61%	(342)	22%	(124)	1%	(8)	4%	(23)	12%	(68)	564
Employ: Private Sector	69%	(439)	21%	(133)	4%	(26)	1%	(7)	6%	(36)	641
Employ: Government	59%	(76)	27%	(34)	2%	(3)	3%	(4)	9%	(11)	128
Employ: Self-Employed	67%	(102)	22%	(34)	1%	(1)	5%	(8)	5%	(7)	153
Employ: Homemaker	67%	(111)	24%	(40)	2%	(3)	2%	(3)	6%	(9)	165
Employ: Student	60%	(74)	25%	(31)	2%	(2)	1%	(1)	13%	(16)	124
Employ: Retired	59%	(297)	24%	(124)	3%	(15)	5%	(27)	9%	(44)	506
Employ: Unemployed	62%	(204)	20%	(65)	1%	(3)	3%	(9)	15%	(50)	332
Employ: Other	62%	(94)	19%	(29)	—	(1)	6%	(10)	12%	(18)	151
Military HH: Yes	65%	(223)	22%	(75)	3%	(11)	3%	(9)	7%	(22)	341
Military HH: No	63%	(1174)	22%	(414)	2%	(43)	3%	(59)	9%	(169)	1859
RD/WT: Right Direction	64%	(577)	23%	(203)	3%	(25)	2%	(20)	8%	(73)	897
RD/WT: Wrong Track	63%	(820)	22%	(286)	2%	(30)	4%	(48)	9%	(118)	1303
Biden Job Approve	66%	(850)	22%	(278)	3%	(35)	2%	(22)	8%	(97)	1282
Biden Job Disapprove	61%	(428)	24%	(167)	2%	(17)	5%	(32)	8%	(54)	698

Continued on next page

**Table MCSP7\_2: To what extent do you enjoy watching the following types of Super Bowl advertisements?**

*Funny advertisements*

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	64%	(1397)	22%	(489)	2%	(54)	3%	(68)	9%	(191)	2200
Biden Job Strongly Approve	66%	(533)	21%	(170)	3%	(21)	2%	(18)	8%	(62)	804
Biden Job Somewhat Approve	66%	(317)	23%	(108)	3%	(14)	1%	(4)	7%	(35)	478
Biden Job Somewhat Disapprove	62%	(119)	27%	(51)	3%	(6)	2%	(5)	5%	(10)	191
Biden Job Strongly Disapprove	61%	(309)	23%	(116)	2%	(11)	6%	(28)	9%	(44)	507
Favorable of Biden	67%	(881)	20%	(267)	2%	(30)	2%	(24)	8%	(103)	1305
Unfavorable of Biden	60%	(457)	25%	(192)	3%	(21)	5%	(37)	7%	(51)	759
Very Favorable of Biden	70%	(547)	18%	(141)	2%	(14)	2%	(19)	8%	(59)	780
Somewhat Favorable of Biden	64%	(334)	24%	(127)	3%	(16)	1%	(4)	8%	(44)	525
Somewhat Unfavorable of Biden	68%	(129)	23%	(44)	3%	(5)	3%	(5)	4%	(8)	192
Very Unfavorable of Biden	58%	(328)	26%	(148)	3%	(16)	6%	(32)	8%	(43)	567
#1 Issue: Economy	66%	(576)	21%	(184)	3%	(24)	2%	(17)	8%	(68)	868
#1 Issue: Security	55%	(146)	33%	(87)	2%	(5)	4%	(9)	7%	(19)	267
#1 Issue: Health Care	66%	(266)	17%	(70)	3%	(12)	3%	(13)	10%	(42)	404
#1 Issue: Medicare / Social Security	55%	(130)	23%	(54)	2%	(6)	8%	(19)	12%	(28)	236
#1 Issue: Women's Issues	78%	(75)	15%	(14)	2%	(1)	—	(0)	5%	(5)	96
#1 Issue: Education	62%	(60)	24%	(23)	2%	(2)	2%	(2)	10%	(10)	96
#1 Issue: Energy	66%	(54)	25%	(20)	4%	(3)	1%	(1)	4%	(3)	81
#1 Issue: Other	59%	(91)	25%	(38)	1%	(1)	5%	(8)	10%	(16)	152
2020 Vote: Joe Biden	67%	(703)	21%	(220)	3%	(30)	2%	(21)	7%	(75)	1049
2020 Vote: Donald Trump	63%	(430)	25%	(169)	3%	(18)	4%	(24)	7%	(45)	686
2020 Vote: Other	58%	(36)	28%	(18)	4%	(2)	3%	(2)	7%	(4)	62
2020 Vote: Didn't Vote	57%	(228)	21%	(82)	1%	(4)	5%	(21)	16%	(65)	401
2018 House Vote: Democrat	70%	(520)	19%	(140)	3%	(22)	2%	(12)	6%	(47)	741
2018 House Vote: Republican	63%	(349)	24%	(131)	3%	(14)	4%	(23)	6%	(36)	554
2018 House Vote: Someone else	56%	(30)	27%	(14)	1%	(1)	5%	(3)	10%	(5)	52
2016 Vote: Hillary Clinton	69%	(489)	19%	(135)	3%	(22)	2%	(16)	6%	(46)	707
2016 Vote: Donald Trump	63%	(397)	25%	(155)	2%	(15)	4%	(23)	6%	(38)	628
2016 Vote: Other	70%	(80)	17%	(19)	4%	(4)	2%	(2)	7%	(8)	113
2016 Vote: Didn't Vote	57%	(430)	24%	(181)	2%	(13)	4%	(27)	13%	(99)	749

Continued on next page

**Table MCSP7\_2:** To what extent do you enjoy watching the following types of Super Bowl advertisements?

*Funny advertisements*

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	64%	(1397)	22%	(489)	2%	(54)	3%	(68)	9%	(191)	2200
Voted in 2014: Yes	67%	(798)	21%	(250)	3%	(32)	3%	(37)	6%	(77)	1194
Voted in 2014: No	60%	(599)	24%	(240)	2%	(22)	3%	(31)	11%	(114)	1006
4-Region: Northeast	61%	(242)	21%	(82)	3%	(12)	4%	(16)	11%	(42)	394
4-Region: Midwest	69%	(321)	19%	(89)	3%	(12)	2%	(11)	6%	(29)	462
4-Region: South	64%	(524)	21%	(172)	2%	(20)	3%	(25)	10%	(84)	824
4-Region: West	60%	(311)	28%	(145)	2%	(11)	3%	(16)	7%	(37)	520
Sports fan	69%	(1050)	22%	(333)	2%	(30)	2%	(25)	5%	(81)	1519
Avid sports fan	77%	(368)	16%	(75)	1%	(5)	2%	(9)	4%	(21)	478
Casual sports fan	66%	(682)	25%	(258)	2%	(25)	2%	(16)	6%	(60)	1041
Football fan	70%	(1015)	21%	(310)	2%	(29)	2%	(22)	5%	(68)	1444
Avid football fan	74%	(454)	19%	(117)	2%	(10)	2%	(11)	4%	(25)	616
Casual football fan	68%	(561)	23%	(194)	2%	(19)	1%	(11)	5%	(44)	828
NFL fan	71%	(993)	21%	(298)	2%	(25)	1%	(19)	4%	(61)	1396
Avid NFL fan	74%	(441)	18%	(110)	2%	(9)	2%	(10)	4%	(25)	595
Casual NFL fan	69%	(552)	23%	(188)	2%	(16)	1%	(9)	4%	(36)	801
Watched SB last year	72%	(833)	21%	(245)	2%	(22)	1%	(13)	4%	(45)	1157
Didn't watch SB last year	54%	(564)	23%	(245)	3%	(33)	5%	(55)	14%	(146)	1043
OK brands get political	67%	(523)	23%	(177)	3%	(22)	3%	(20)	5%	(43)	785
Not OK brands get political	66%	(742)	23%	(255)	2%	(28)	3%	(37)	5%	(58)	1119
OK social justice	69%	(888)	21%	(271)	3%	(35)	2%	(30)	5%	(68)	1292
Not OK social justice	62%	(377)	25%	(155)	3%	(17)	4%	(26)	6%	(38)	612
Likely SB viewer	74%	(991)	20%	(264)	2%	(27)	1%	(20)	3%	(42)	1344
Unlikely SB viewer	49%	(357)	27%	(201)	3%	(25)	6%	(45)	14%	(106)	733
More likely to watch SB this year	72%	(415)	22%	(126)	1%	(8)	2%	(12)	3%	(17)	577
Less likely to watch SB this year	56%	(265)	25%	(117)	3%	(16)	5%	(25)	10%	(48)	472
Likely host/attend SB party	68%	(277)	22%	(91)	4%	(17)	2%	(7)	3%	(13)	406
Unlikely host/attend SB party	64%	(1055)	23%	(381)	2%	(38)	3%	(56)	8%	(127)	1656
Watch SB for game	73%	(625)	22%	(188)	2%	(15)	1%	(12)	2%	(20)	859
Watch SB for halftime	74%	(167)	20%	(45)	3%	(7)	1%	(2)	3%	(7)	227
Watch SB for ads	83%	(160)	12%	(23)	2%	(5)	2%	(3)	1%	(3)	193

Continued on next page

**Table MCSP7\_2: To what extent do you enjoy watching the following types of Super Bowl advertisements?**

*Funny advertisements*

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	64%	(1397)	22%	(489)	2%	(54)	3%	(68)	9%	(191)	2200
SB more political	73%	(597)	21%	(172)	2%	(16)	2%	(14)	2%	(18)	818
SB less political	71%	(231)	21%	(67)	2%	(8)	3%	(10)	3%	(11)	328
Typically host/attend SB party	77%	(429)	17%	(94)	1%	(7)	1%	(8)	3%	(18)	556
Typically do not host/attend SB party	59%	(968)	24%	(395)	3%	(47)	4%	(60)	11%	(173)	1644
Usually pays a lot/some attn to ads	76%	(1132)	19%	(277)	2%	(24)	1%	(17)	3%	(42)	1492
Usually pays not much/no attn to ads	37%	(265)	30%	(212)	4%	(30)	7%	(51)	21%	(149)	708
Plan to pay a lot/some attn to ads	76%	(1037)	18%	(248)	2%	(21)	1%	(15)	3%	(38)	1359
Plan to pay not much/no attn to ads	43%	(360)	29%	(241)	4%	(34)	6%	(53)	18%	(153)	841
Pro football fav sport	73%	(437)	19%	(113)	2%	(11)	2%	(11)	4%	(24)	596
Fav NFL	74%	(923)	19%	(244)	2%	(23)	2%	(19)	4%	(45)	1254
Unfav NFL	60%	(289)	24%	(115)	4%	(19)	5%	(25)	7%	(33)	481
Fav Goodell	75%	(372)	19%	(93)	2%	(8)	2%	(11)	2%	(11)	496
Unfav Goodell	66%	(318)	25%	(120)	4%	(19)	2%	(10)	3%	(15)	483
Fav Chiefs	74%	(738)	21%	(214)	1%	(10)	2%	(20)	2%	(20)	1001
Fav Buccaneers	71%	(587)	24%	(194)	1%	(8)	2%	(14)	2%	(19)	822
Chiefs fan	75%	(623)	19%	(154)	2%	(17)	2%	(14)	2%	(20)	828
Buccaneers fan	66%	(393)	26%	(153)	3%	(15)	2%	(12)	3%	(20)	593
Frequent sports betters	69%	(72)	20%	(20)	5%	(5)	—	(0)	6%	(7)	103
Regular sports betters	68%	(151)	20%	(45)	4%	(10)	1%	(3)	6%	(14)	223
Frequent NFL betters	74%	(87)	15%	(18)	4%	(5)	1%	(1)	6%	(7)	117
Regular NFL betters	64%	(153)	24%	(56)	4%	(10)	2%	(6)	6%	(14)	239
Definite SB betters	72%	(95)	19%	(25)	4%	(5)	2%	(3)	3%	(4)	132
Probable SB betters	67%	(228)	24%	(81)	4%	(14)	3%	(10)	3%	(9)	341
Believe betting is legal in their state	68%	(451)	21%	(141)	2%	(16)	3%	(21)	5%	(32)	661
Believe betting is illegal in their state	65%	(251)	25%	(98)	2%	(9)	2%	(7)	6%	(23)	387
Non-sports fans	51%	(347)	23%	(157)	4%	(25)	6%	(43)	16%	(110)	681
Gen Z sports fans	70%	(136)	21%	(40)	2%	(3)	2%	(3)	6%	(11)	194
Millennial sports fans	72%	(303)	18%	(77)	4%	(15)	1%	(6)	5%	(20)	422
Gen X sports fans	73%	(276)	19%	(72)	1%	(4)	1%	(3)	7%	(26)	381
Boomer sports fans	65%	(305)	27%	(124)	2%	(7)	2%	(8)	5%	(22)	466

Continued on next page

**Table MCSP7\_2:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Funny advertisements

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	64%	(1397)	22%	(489)	2%	(54)	3%	(68)	9%	(191)	2200
Sports fans 18-34	71%	(313)	19%	(83)	3%	(13)	2%	(8)	5%	(21)	439
Sports fans 35-44	72%	(183)	18%	(44)	2%	(6)	1%	(3)	7%	(16)	253
Sports fans 45-64	68%	(363)	23%	(123)	1%	(7)	1%	(6)	6%	(31)	530
Sports fans 65+	64%	(191)	28%	(82)	1%	(4)	3%	(8)	4%	(13)	297
Occasional sports betters	70%	(138)	20%	(40)	3%	(6)	4%	(7)	3%	(5)	196
Non-sports betters	62%	(1108)	23%	(404)	2%	(39)	3%	(58)	10%	(172)	1781
In legal betting states	63%	(509)	21%	(174)	2%	(20)	4%	(33)	10%	(78)	814
Outside legal betting states	64%	(888)	23%	(315)	2%	(34)	3%	(36)	8%	(113)	1386
Sports fan In legal betting states 21+	68%	(362)	21%	(109)	2%	(12)	3%	(15)	6%	(31)	530
Sports fan Outside legal betting states 21+	70%	(622)	22%	(197)	2%	(18)	1%	(9)	5%	(47)	893
Likely SB viewer In legal betting states 21+	73%	(340)	18%	(82)	2%	(11)	3%	(14)	4%	(18)	464
Likely SB viewer Outside legal betting states 21+	74%	(591)	21%	(164)	2%	(16)	1%	(6)	3%	(20)	796

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

**Table MCSP7\_3: To what extent do you enjoy watching the following types of Super Bowl advertisements?**  
*Sentimental advertisements*

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	22% (488)	40% (877)	13% (279)	10% (228)	15% (327)	2200
Gender: Male	20% (214)	41% (432)	16% (165)	10% (108)	13% (143)	1062
Gender: Female	24% (273)	39% (445)	10% (114)	11% (121)	16% (185)	1138
Age: 18-34	20% (130)	38% (246)	16% (104)	10% (64)	17% (111)	655
Age: 35-44	25% (90)	38% (135)	14% (51)	9% (33)	14% (49)	358
Age: 45-64	23% (175)	43% (327)	10% (77)	10% (73)	13% (100)	751
Age: 65+	21% (93)	39% (170)	11% (47)	14% (59)	15% (67)	436
GenZers: 1997-2012	17% (50)	37% (110)	16% (48)	10% (29)	21% (62)	299
Millennials: 1981-1996	24% (144)	38% (225)	15% (92)	9% (54)	13% (80)	595
GenXers: 1965-1980	25% (133)	42% (228)	11% (60)	8% (43)	15% (79)	542
Baby Boomers: 1946-1964	22% (151)	41% (280)	11% (74)	12% (84)	14% (95)	685
PID: Dem (no lean)	25% (224)	43% (386)	13% (114)	6% (57)	13% (116)	897
PID: Ind (no lean)	17% (117)	37% (250)	13% (91)	14% (94)	18% (123)	676
PID: Rep (no lean)	23% (147)	38% (240)	12% (74)	12% (77)	14% (88)	627
PID/Gender: Dem Men	22% (91)	46% (187)	14% (59)	6% (22)	12% (48)	407
PID/Gender: Dem Women	27% (133)	41% (200)	11% (55)	7% (35)	14% (68)	490
PID/Gender: Ind Men	15% (49)	38% (125)	16% (54)	15% (51)	15% (49)	327
PID/Gender: Ind Women	20% (68)	36% (125)	11% (37)	12% (43)	21% (74)	349
PID/Gender: Rep Men	23% (74)	37% (120)	16% (52)	11% (34)	14% (46)	327
PID/Gender: Rep Women	24% (73)	40% (120)	7% (21)	14% (43)	14% (42)	299
Ideo: Liberal (1-3)	27% (175)	42% (271)	13% (87)	6% (40)	11% (72)	645
Ideo: Moderate (4)	23% (143)	40% (250)	12% (76)	9% (57)	15% (95)	621
Ideo: Conservative (5-7)	20% (137)	41% (279)	13% (87)	15% (99)	11% (73)	675
Educ: < College	21% (315)	39% (591)	12% (185)	11% (166)	17% (255)	1512
Educ: Bachelors degree	23% (102)	44% (195)	15% (65)	9% (40)	10% (42)	444
Educ: Post-grad	29% (71)	38% (92)	12% (29)	9% (23)	12% (30)	244
Income: Under 50k	21% (246)	37% (446)	12% (139)	12% (148)	18% (219)	1198
Income: 50k-100k	22% (152)	43% (294)	14% (98)	8% (54)	12% (82)	680
Income: 100k+	28% (90)	42% (137)	13% (42)	8% (26)	8% (26)	322
Ethnicity: White	22% (383)	40% (693)	12% (214)	11% (195)	14% (238)	1722
Ethnicity: Hispanic	21% (75)	35% (121)	15% (52)	12% (43)	17% (59)	349

Continued on next page



**Table MCSP7\_3: To what extent do you enjoy watching the following types of Super Bowl advertisements?**  
*Sentimental advertisements*

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	22% (488)	40% (877)	13% (279)	10% (228)	15% (327)	2200
Ethnicity: Black	28% (77)	36% (99)	12% (33)	3% (8)	21% (57)	274
Ethnicity: Other	14% (28)	42% (86)	16% (32)	13% (26)	16% (32)	204
All Christian	26% (249)	43% (415)	12% (114)	9% (92)	11% (106)	975
All Non-Christian	28% (36)	36% (46)	15% (19)	12% (15)	9% (12)	128
Atheist	12% (13)	36% (40)	20% (22)	16% (18)	16% (17)	110
Agnostic/Nothing in particular	17% (99)	37% (220)	14% (84)	12% (69)	21% (125)	598
Something Else	23% (91)	40% (157)	10% (39)	9% (35)	17% (68)	390
Religious Non-Protestant/Catholic	25% (38)	37% (55)	17% (26)	11% (17)	10% (15)	152
Evangelical	25% (143)	40% (229)	10% (57)	12% (67)	13% (74)	570
Non-Evangelical	25% (193)	43% (328)	12% (89)	8% (58)	12% (94)	761
Community: Urban	23% (136)	37% (219)	16% (95)	7% (45)	18% (105)	600
Community: Suburban	22% (225)	42% (441)	12% (129)	11% (110)	13% (133)	1037
Community: Rural	23% (127)	39% (218)	10% (56)	13% (74)	16% (89)	564
Employ: Private Sector	25% (161)	45% (286)	15% (94)	7% (45)	9% (55)	641
Employ: Government	24% (30)	38% (49)	13% (17)	13% (16)	12% (16)	128
Employ: Self-Employed	21% (32)	38% (58)	17% (26)	16% (24)	8% (13)	153
Employ: Homemaker	27% (45)	43% (71)	5% (8)	8% (13)	17% (28)	165
Employ: Student	14% (18)	40% (50)	17% (22)	8% (10)	20% (25)	124
Employ: Retired	22% (110)	40% (203)	10% (52)	13% (66)	15% (74)	506
Employ: Unemployed	20% (66)	32% (106)	11% (38)	12% (40)	24% (81)	332
Employ: Other	17% (26)	36% (54)	14% (22)	8% (13)	24% (36)	151
Military HH: Yes	21% (70)	41% (139)	11% (37)	13% (45)	15% (50)	341
Military HH: No	22% (417)	40% (738)	13% (242)	10% (184)	15% (277)	1859
RD/WT: Right Direction	26% (236)	39% (351)	14% (124)	8% (74)	12% (112)	897
RD/WT: Wrong Track	19% (252)	40% (526)	12% (155)	12% (154)	17% (215)	1303
Biden Job Approve	25% (322)	42% (536)	13% (170)	7% (92)	13% (162)	1282
Biden Job Disapprove	19% (135)	39% (272)	12% (85)	15% (106)	14% (101)	698

Continued on next page

**Table MCSP7\_3: To what extent do you enjoy watching the following types of Super Bowl advertisements?**  
*Sentimental advertisements*

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	22% (488)	40% (877)	13% (279)	10% (228)	15% (327)	2200
Biden Job Strongly Approve	27% (215)	41% (326)	12% (97)	8% (65)	13% (101)	804
Biden Job Somewhat Approve	23% (108)	44% (210)	15% (72)	6% (27)	13% (60)	478
Biden Job Somewhat Disapprove	20% (37)	45% (87)	16% (30)	8% (16)	11% (21)	191
Biden Job Strongly Disapprove	19% (97)	36% (185)	11% (54)	18% (90)	16% (80)	507
Favorable of Biden	26% (336)	41% (529)	13% (171)	7% (93)	13% (176)	1305
Unfavorable of Biden	17% (129)	41% (314)	13% (95)	16% (120)	13% (101)	759
Very Favorable of Biden	29% (227)	38% (296)	13% (99)	8% (60)	12% (97)	780
Somewhat Favorable of Biden	21% (109)	44% (233)	14% (72)	6% (33)	15% (79)	525
Somewhat Unfavorable of Biden	18% (35)	48% (93)	15% (29)	9% (18)	9% (17)	192
Very Unfavorable of Biden	17% (94)	39% (221)	12% (67)	18% (101)	15% (84)	567
#1 Issue: Economy	23% (197)	40% (348)	14% (124)	9% (82)	13% (117)	868
#1 Issue: Security	15% (41)	42% (111)	13% (36)	14% (37)	16% (42)	267
#1 Issue: Health Care	30% (123)	34% (137)	11% (44)	8% (32)	17% (68)	404
#1 Issue: Medicare / Social Security	17% (41)	39% (93)	9% (22)	15% (35)	19% (45)	236
#1 Issue: Women's Issues	22% (21)	47% (45)	12% (12)	6% (5)	14% (13)	96
#1 Issue: Education	17% (16)	39% (38)	19% (18)	10% (10)	14% (14)	96
#1 Issue: Energy	20% (16)	45% (36)	15% (12)	14% (11)	7% (5)	81
#1 Issue: Other	21% (32)	46% (70)	7% (11)	10% (16)	16% (24)	152
2020 Vote: Joe Biden	26% (275)	43% (448)	13% (139)	6% (61)	12% (127)	1049
2020 Vote: Donald Trump	19% (130)	41% (280)	13% (90)	15% (101)	12% (86)	686
2020 Vote: Other	14% (9)	44% (27)	10% (6)	19% (12)	13% (8)	62
2020 Vote: Didn't Vote	19% (75)	30% (121)	11% (44)	14% (55)	26% (105)	401
2018 House Vote: Democrat	28% (205)	43% (320)	13% (95)	6% (48)	10% (72)	741
2018 House Vote: Republican	21% (115)	44% (244)	9% (52)	14% (75)	12% (68)	554
2018 House Vote: Someone else	17% (9)	37% (20)	6% (3)	24% (12)	16% (9)	52
2016 Vote: Hillary Clinton	27% (190)	45% (315)	12% (84)	7% (48)	10% (69)	707
2016 Vote: Donald Trump	21% (130)	42% (267)	11% (69)	13% (82)	13% (80)	628
2016 Vote: Other	25% (29)	40% (45)	12% (14)	12% (14)	11% (12)	113
2016 Vote: Didn't Vote	18% (137)	33% (250)	15% (113)	11% (84)	22% (165)	749

Continued on next page

**Table MCSP7\_3:** To what extent do you enjoy watching the following types of Super Bowl advertisements?

*Sentimental advertisements*

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	22% (488)	40% (877)	13% (279)	10% (228)	15% (327)	2200
Voted in 2014: Yes	25% (294)	44% (528)	11% (127)	10% (115)	11% (131)	1194
Voted in 2014: No	19% (193)	35% (350)	15% (152)	11% (114)	20% (197)	1006
4-Region: Northeast	20% (79)	38% (148)	15% (60)	10% (38)	17% (67)	394
4-Region: Midwest	29% (135)	40% (187)	10% (48)	10% (45)	10% (47)	462
4-Region: South	21% (170)	41% (339)	12% (98)	10% (79)	17% (138)	824
4-Region: West	20% (104)	39% (203)	14% (73)	13% (66)	14% (75)	520
Sports fan	24% (372)	43% (657)	14% (206)	8% (114)	11% (171)	1519
Avid sports fan	31% (148)	40% (192)	14% (65)	7% (33)	8% (40)	478
Casual sports fan	21% (224)	45% (465)	14% (141)	8% (81)	13% (131)	1041
Football fan	25% (361)	44% (629)	13% (190)	8% (112)	11% (152)	1444
Avid football fan	31% (191)	42% (259)	12% (74)	7% (42)	8% (49)	616
Casual football fan	21% (170)	45% (370)	14% (115)	8% (70)	12% (103)	828
NFL fan	26% (360)	44% (614)	13% (177)	7% (103)	10% (142)	1396
Avid NFL fan	32% (190)	40% (240)	11% (66)	8% (50)	8% (50)	595
Casual NFL fan	21% (170)	47% (374)	14% (112)	7% (53)	11% (92)	801
Watched SB last year	27% (308)	43% (498)	13% (156)	8% (87)	9% (108)	1157
Didn't watch SB last year	17% (179)	36% (379)	12% (123)	14% (141)	21% (219)	1043
OK brands get political	27% (210)	45% (352)	13% (98)	6% (47)	10% (77)	785
Not OK brands get political	22% (244)	40% (452)	14% (155)	13% (149)	11% (120)	1119
OK social justice	28% (359)	43% (555)	13% (166)	7% (86)	10% (125)	1292
Not OK social justice	16% (100)	39% (241)	15% (94)	18% (109)	11% (67)	612
Likely SB viewer	28% (374)	44% (587)	13% (178)	7% (97)	8% (108)	1344
Unlikely SB viewer	14% (99)	36% (265)	12% (92)	16% (120)	21% (157)	733
More likely to watch SB this year	30% (175)	43% (247)	12% (69)	6% (35)	9% (51)	577
Less likely to watch SB this year	18% (83)	36% (171)	15% (72)	16% (74)	16% (73)	472
Likely host/attend SB party	29% (117)	42% (171)	14% (55)	7% (28)	9% (35)	406
Unlikely host/attend SB party	21% (353)	41% (675)	13% (218)	12% (191)	13% (219)	1656
Watch SB for game	25% (215)	46% (392)	14% (117)	8% (71)	7% (64)	859
Watch SB for halftime	30% (69)	42% (95)	11% (26)	8% (19)	8% (18)	227
Watch SB for ads	36% (70)	43% (82)	15% (29)	2% (5)	4% (7)	193

Continued on next page

**Table MCSP7\_3:** To what extent do you enjoy watching the following types of Super Bowl advertisements?

Sentimental advertisements

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	22% (488)	40% (877)	13% (279)	10% (228)	15% (327)	2200
SB more political	26% (212)	44% (363)	14% (118)	9% (72)	6% (53)	818
SB less political	27% (89)	42% (137)	13% (42)	13% (44)	5% (17)	328
Typically host/attend SB party	29% (159)	43% (240)	13% (73)	6% (35)	9% (49)	556
Typically do not host/attend SB party	20% (329)	39% (637)	13% (206)	12% (193)	17% (278)	1644
Usually pays a lot/some attn to ads	28% (417)	45% (669)	13% (187)	7% (100)	8% (117)	1492
Usually pays not much/no attn to ads	10% (70)	29% (208)	13% (92)	18% (128)	30% (210)	708
Plan to pay a lot/some attn to ads	29% (392)	44% (598)	13% (175)	6% (86)	8% (110)	1359
Plan to pay not much/no attn to ads	11% (96)	33% (280)	12% (104)	17% (143)	26% (218)	841
Pro football fav sport	30% (180)	39% (233)	12% (73)	8% (50)	10% (58)	596
Fav NFL	28% (345)	43% (542)	13% (164)	7% (89)	9% (114)	1254
Unfav NFL	18% (85)	40% (194)	14% (66)	17% (82)	11% (55)	481
Fav Goodell	33% (164)	45% (221)	11% (54)	5% (26)	6% (31)	496
Unfav Goodell	22% (106)	45% (216)	14% (67)	12% (58)	8% (37)	483
Fav Chiefs	29% (288)	44% (443)	12% (122)	8% (83)	7% (66)	1001
Fav Buccaneers	29% (237)	46% (376)	13% (104)	8% (62)	5% (42)	822
Chiefs fan	28% (234)	43% (357)	13% (110)	8% (64)	8% (63)	828
Buccaneers fan	22% (132)	45% (269)	14% (85)	11% (64)	7% (43)	593
Frequent sports betters	30% (31)	37% (38)	12% (12)	9% (9)	12% (13)	103
Regular sports betters	29% (64)	41% (91)	10% (23)	10% (22)	10% (22)	223
Frequent NFL betters	31% (36)	36% (42)	10% (12)	11% (13)	12% (14)	117
Regular NFL betters	30% (72)	39% (93)	10% (24)	10% (23)	11% (27)	239
Definite SB betters	38% (50)	38% (50)	9% (12)	9% (12)	6% (8)	132
Probable SB betters	27% (94)	42% (143)	16% (55)	10% (33)	5% (16)	341
Believe betting is legal in their state	27% (177)	42% (277)	14% (95)	8% (52)	9% (59)	661
Believe betting is illegal in their state	20% (77)	41% (160)	12% (47)	14% (54)	13% (49)	387
Non-sports fans	17% (116)	32% (221)	11% (73)	17% (114)	23% (157)	681
Gen Z sports fans	16% (32)	42% (80)	19% (37)	7% (14)	16% (30)	194
Millennial sports fans	27% (114)	41% (171)	16% (70)	6% (26)	10% (41)	422
Gen X sports fans	28% (105)	47% (180)	10% (40)	4% (17)	10% (39)	381
Boomer sports fans	25% (114)	42% (194)	12% (56)	11% (49)	11% (52)	466

Continued on next page

**Table MCSP7\_3:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Sentimental advertisements

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	22% (488)	40% (877)	13% (279)	10% (228)	15% (327)	2200
Sports fans 18-34	20% (90)	41% (179)	19% (83)	8% (33)	12% (53)	439
Sports fans 35-44	31% (77)	41% (104)	13% (33)	4% (11)	11% (28)	253
Sports fans 45-64	26% (138)	46% (245)	10% (55)	7% (39)	10% (53)	530
Sports fans 65+	22% (67)	43% (128)	12% (35)	10% (31)	12% (36)	297
Occasional sports betters	24% (47)	39% (76)	19% (36)	12% (24)	6% (13)	196
Non-sports betters	21% (377)	40% (710)	12% (220)	10% (182)	16% (292)	1781
In legal betting states	25% (202)	39% (320)	12% (100)	9% (73)	15% (119)	814
Outside legal betting states	21% (286)	40% (557)	13% (179)	11% (155)	15% (208)	1386
Sports fan In legal betting states 21+	26% (140)	43% (230)	14% (72)	7% (38)	9% (50)	530
Sports fan Outside legal betting states 21+	24% (218)	44% (393)	13% (113)	7% (66)	12% (104)	893
Likely SB viewer In legal betting states 21+	29% (133)	43% (199)	14% (63)	8% (35)	7% (34)	464
Likely SB viewer Outside legal betting states 21+	28% (221)	45% (356)	12% (97)	7% (56)	8% (66)	796

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

**Table MCSP7\_4:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements that make a political statement

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	7%	(156)	15%	(321)	21%	(467)	41%	(911)	16%	(344)	2200
Gender: Male	8%	(87)	15%	(162)	22%	(229)	43%	(452)	12%	(132)	1062
Gender: Female	6%	(69)	14%	(160)	21%	(238)	40%	(460)	19%	(212)	1138
Age: 18-34	11%	(73)	21%	(136)	20%	(131)	31%	(204)	17%	(112)	655
Age: 35-44	13%	(47)	17%	(60)	23%	(81)	30%	(106)	18%	(64)	358
Age: 45-64	4%	(28)	9%	(69)	22%	(166)	51%	(386)	14%	(103)	751
Age: 65+	2%	(8)	13%	(57)	20%	(89)	50%	(217)	15%	(66)	436
GenZers: 1997-2012	10%	(30)	20%	(59)	18%	(53)	30%	(90)	23%	(68)	299
Millennials: 1981-1996	13%	(79)	21%	(123)	23%	(138)	30%	(176)	13%	(80)	595
GenXers: 1965-1980	6%	(31)	10%	(56)	22%	(119)	45%	(245)	17%	(91)	542
Baby Boomers: 1946-1964	2%	(14)	11%	(77)	21%	(143)	52%	(356)	14%	(95)	685
PID: Dem (no lean)	10%	(91)	24%	(214)	24%	(212)	27%	(238)	16%	(142)	897
PID: Ind (no lean)	5%	(34)	10%	(66)	21%	(139)	44%	(299)	20%	(138)	676
PID: Rep (no lean)	5%	(31)	7%	(41)	18%	(116)	60%	(375)	10%	(65)	627
PID/Gender: Dem Men	12%	(50)	26%	(105)	22%	(89)	26%	(108)	14%	(55)	407
PID/Gender: Dem Women	8%	(42)	22%	(109)	25%	(123)	27%	(130)	18%	(86)	490
PID/Gender: Ind Men	6%	(18)	10%	(33)	24%	(79)	44%	(145)	16%	(52)	327
PID/Gender: Ind Women	4%	(15)	10%	(33)	17%	(60)	44%	(153)	25%	(86)	349
PID/Gender: Rep Men	6%	(19)	7%	(24)	19%	(61)	61%	(199)	8%	(25)	327
PID/Gender: Rep Women	4%	(12)	6%	(17)	18%	(55)	59%	(176)	13%	(39)	299
Ideo: Liberal (1-3)	11%	(74)	28%	(180)	23%	(151)	22%	(141)	15%	(99)	645
Ideo: Moderate (4)	8%	(47)	13%	(81)	25%	(154)	37%	(233)	17%	(107)	621
Ideo: Conservative (5-7)	4%	(29)	6%	(38)	18%	(121)	65%	(436)	7%	(50)	675
Educ: < College	6%	(91)	13%	(189)	21%	(322)	42%	(639)	18%	(271)	1512
Educ: Bachelors degree	7%	(30)	20%	(89)	22%	(95)	41%	(183)	10%	(46)	444
Educ: Post-grad	14%	(34)	18%	(43)	20%	(50)	37%	(89)	11%	(27)	244
Income: Under 50k	7%	(87)	13%	(150)	20%	(240)	40%	(476)	20%	(245)	1198
Income: 50k-100k	6%	(39)	17%	(112)	23%	(157)	44%	(301)	10%	(71)	680
Income: 100k+	9%	(30)	18%	(59)	22%	(71)	42%	(134)	9%	(29)	322
Ethnicity: White	6%	(102)	13%	(227)	21%	(369)	46%	(784)	14%	(240)	1722
Ethnicity: Hispanic	9%	(32)	17%	(59)	20%	(69)	37%	(130)	17%	(59)	349

Continued on next page

**Table MCSP7\_4:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
*Advertisements that make a political statement*

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	7%	(156)	15%	(321)	21%	(467)	41%	(911)	16%	(344)	2200
Ethnicity: Black	14%	(38)	22%	(60)	18%	(50)	21%	(58)	25%	(68)	274
Ethnicity: Other	8%	(16)	17%	(35)	23%	(48)	34%	(69)	18%	(36)	204
All Christian	7%	(69)	14%	(135)	22%	(212)	47%	(455)	11%	(104)	975
All Non-Christian	20%	(25)	23%	(30)	23%	(30)	23%	(30)	11%	(14)	128
Atheist	7%	(7)	19%	(21)	23%	(25)	37%	(40)	15%	(16)	110
Agnostic/Nothing in particular	6%	(33)	11%	(69)	21%	(124)	40%	(241)	22%	(131)	598
Something Else	5%	(21)	17%	(67)	20%	(77)	37%	(146)	20%	(79)	390
Religious Non-Protestant/Catholic	18%	(27)	22%	(33)	22%	(33)	28%	(43)	10%	(16)	152
Evangelical	7%	(41)	15%	(85)	18%	(102)	46%	(260)	14%	(81)	570
Non-Evangelical	6%	(45)	15%	(113)	24%	(180)	43%	(326)	13%	(97)	761
Community: Urban	13%	(78)	21%	(125)	19%	(114)	29%	(172)	18%	(110)	600
Community: Suburban	5%	(49)	14%	(142)	24%	(253)	44%	(458)	13%	(135)	1037
Community: Rural	5%	(29)	10%	(54)	18%	(100)	50%	(281)	18%	(99)	564
Employ: Private Sector	11%	(67)	17%	(107)	23%	(147)	38%	(244)	12%	(75)	641
Employ: Government	8%	(10)	13%	(17)	19%	(24)	48%	(62)	12%	(15)	128
Employ: Self-Employed	11%	(17)	15%	(22)	29%	(44)	36%	(56)	9%	(14)	153
Employ: Homemaker	7%	(12)	12%	(19)	19%	(31)	47%	(78)	16%	(26)	165
Employ: Student	6%	(8)	20%	(24)	17%	(21)	35%	(44)	21%	(27)	124
Employ: Retired	1%	(7)	13%	(65)	20%	(103)	51%	(260)	14%	(70)	506
Employ: Unemployed	9%	(31)	12%	(40)	21%	(69)	32%	(107)	26%	(85)	332
Employ: Other	2%	(4)	18%	(27)	18%	(28)	40%	(60)	21%	(32)	151
Military HH: Yes	7%	(24)	12%	(41)	18%	(62)	49%	(166)	14%	(49)	341
Military HH: No	7%	(132)	15%	(281)	22%	(405)	40%	(745)	16%	(296)	1859
RD/WT: Right Direction	12%	(110)	22%	(200)	23%	(203)	26%	(235)	17%	(149)	897
RD/WT: Wrong Track	3%	(46)	9%	(121)	20%	(265)	52%	(676)	15%	(196)	1303
Biden Job Approve	10%	(129)	21%	(272)	25%	(315)	28%	(365)	16%	(201)	1282
Biden Job Disapprove	3%	(22)	6%	(44)	16%	(112)	64%	(448)	10%	(73)	698

Continued on next page

**Table MCSP7\_4:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements that make a political statement

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	7%	(156)	15%	(321)	21%	(467)	41%	(911)	16%	(344)	2200
Biden Job Strongly Approve	12%	(98)	24%	(194)	20%	(162)	27%	(218)	16%	(133)	804
Biden Job Somewhat Approve	7%	(31)	16%	(79)	32%	(153)	31%	(147)	14%	(69)	478
Biden Job Somewhat Disapprove	2%	(5)	8%	(16)	30%	(58)	50%	(95)	9%	(18)	191
Biden Job Strongly Disapprove	3%	(17)	6%	(28)	11%	(54)	70%	(353)	11%	(55)	507
Favorable of Biden	9%	(123)	21%	(274)	25%	(323)	28%	(372)	16%	(214)	1305
Unfavorable of Biden	3%	(24)	5%	(39)	17%	(130)	66%	(498)	9%	(68)	759
Very Favorable of Biden	12%	(96)	24%	(186)	22%	(169)	26%	(203)	16%	(126)	780
Somewhat Favorable of Biden	5%	(27)	17%	(88)	29%	(154)	32%	(168)	17%	(88)	525
Somewhat Unfavorable of Biden	3%	(6)	7%	(13)	31%	(60)	53%	(103)	5%	(10)	192
Very Unfavorable of Biden	3%	(17)	5%	(26)	12%	(71)	70%	(396)	10%	(58)	567
#1 Issue: Economy	6%	(55)	14%	(117)	23%	(197)	44%	(383)	13%	(116)	868
#1 Issue: Security	7%	(18)	8%	(22)	16%	(42)	59%	(157)	11%	(28)	267
#1 Issue: Health Care	10%	(40)	21%	(87)	22%	(88)	29%	(118)	18%	(71)	404
#1 Issue: Medicare / Social Security	2%	(4)	10%	(24)	25%	(59)	44%	(105)	19%	(45)	236
#1 Issue: Women's Issues	14%	(13)	20%	(19)	19%	(19)	30%	(29)	17%	(16)	96
#1 Issue: Education	13%	(13)	13%	(13)	23%	(22)	34%	(32)	17%	(16)	96
#1 Issue: Energy	11%	(9)	22%	(18)	20%	(16)	28%	(23)	19%	(15)	81
#1 Issue: Other	2%	(4)	15%	(22)	16%	(25)	43%	(65)	24%	(37)	152
2020 Vote: Joe Biden	10%	(109)	23%	(242)	25%	(264)	26%	(273)	15%	(161)	1049
2020 Vote: Donald Trump	3%	(19)	6%	(39)	18%	(123)	66%	(452)	8%	(54)	686
2020 Vote: Other	1%	(1)	7%	(5)	11%	(7)	61%	(38)	19%	(12)	62
2020 Vote: Didn't Vote	7%	(27)	9%	(35)	18%	(73)	37%	(149)	29%	(117)	401
2018 House Vote: Democrat	10%	(74)	24%	(177)	27%	(198)	26%	(192)	14%	(100)	741
2018 House Vote: Republican	4%	(20)	6%	(36)	15%	(83)	68%	(374)	7%	(40)	554
2018 House Vote: Someone else	3%	(2)	3%	(2)	12%	(6)	64%	(33)	18%	(9)	52
2016 Vote: Hillary Clinton	10%	(67)	25%	(179)	25%	(177)	26%	(182)	14%	(102)	707
2016 Vote: Donald Trump	4%	(23)	6%	(41)	17%	(110)	65%	(405)	8%	(50)	628
2016 Vote: Other	5%	(6)	7%	(8)	22%	(25)	57%	(64)	9%	(11)	113
2016 Vote: Didn't Vote	8%	(60)	12%	(93)	21%	(156)	35%	(260)	24%	(181)	749

Continued on next page



**Table MCSP7\_4:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
*Advertisements that make a political statement*

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	7%	(156)	15%	(321)	21%	(467)	41%	(911)	16%	(344)	2200
Voted in 2014: Yes	7%	(80)	16%	(186)	21%	(248)	46%	(548)	11%	(133)	1194
Voted in 2014: No	8%	(76)	13%	(136)	22%	(219)	36%	(363)	21%	(211)	1006
4-Region: Northeast	8%	(32)	15%	(58)	24%	(96)	37%	(147)	15%	(60)	394
4-Region: Midwest	6%	(28)	12%	(56)	21%	(97)	49%	(226)	12%	(56)	462
4-Region: South	7%	(54)	14%	(117)	20%	(169)	41%	(336)	18%	(149)	824
4-Region: West	8%	(41)	18%	(92)	20%	(105)	39%	(202)	15%	(80)	520
Sports fan	9%	(129)	17%	(258)	23%	(355)	39%	(589)	12%	(188)	1519
Avid sports fan	15%	(72)	19%	(92)	24%	(117)	32%	(151)	10%	(46)	478
Casual sports fan	5%	(57)	16%	(165)	23%	(238)	42%	(439)	14%	(143)	1041
Football fan	8%	(118)	17%	(243)	24%	(342)	40%	(582)	11%	(160)	1444
Avid football fan	13%	(78)	19%	(115)	24%	(146)	35%	(217)	10%	(60)	616
Casual football fan	5%	(40)	15%	(128)	24%	(195)	44%	(365)	12%	(100)	828
NFL fan	8%	(110)	17%	(240)	25%	(345)	40%	(552)	11%	(148)	1396
Avid NFL fan	13%	(75)	17%	(103)	23%	(138)	37%	(223)	10%	(57)	595
Casual NFL fan	4%	(35)	17%	(138)	26%	(207)	41%	(329)	11%	(91)	801
Watched SB last year	9%	(99)	18%	(207)	24%	(279)	40%	(465)	9%	(107)	1157
Didn't watch SB last year	5%	(56)	11%	(114)	18%	(188)	43%	(446)	23%	(237)	1043
OK brands get political	17%	(135)	31%	(246)	21%	(168)	18%	(143)	12%	(93)	785
Not OK brands get political	2%	(19)	5%	(54)	22%	(244)	62%	(698)	9%	(104)	1119
OK social justice	11%	(144)	23%	(294)	25%	(321)	29%	(371)	13%	(162)	1292
Not OK social justice	2%	(11)	3%	(16)	16%	(98)	71%	(436)	8%	(50)	612
Likely SB viewer	9%	(119)	19%	(254)	26%	(345)	38%	(510)	9%	(116)	1344
Unlikely SB viewer	4%	(30)	9%	(63)	14%	(105)	50%	(364)	23%	(172)	733
More likely to watch SB this year	14%	(83)	23%	(135)	25%	(145)	29%	(165)	9%	(49)	577
Less likely to watch SB this year	5%	(25)	8%	(37)	18%	(84)	51%	(242)	18%	(84)	472
Likely host/attend SB party	21%	(84)	22%	(90)	24%	(96)	26%	(107)	7%	(29)	406
Unlikely host/attend SB party	4%	(65)	14%	(224)	21%	(353)	46%	(764)	15%	(249)	1656
Watch SB for game	7%	(63)	18%	(157)	25%	(215)	41%	(356)	8%	(68)	859
Watch SB for halftime	11%	(25)	25%	(57)	26%	(60)	28%	(64)	9%	(20)	227
Watch SB for ads	13%	(25)	17%	(32)	28%	(55)	36%	(70)	6%	(11)	193

Continued on next page

**Table MCSP7\_4:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements that make a political statement

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	7%	(156)	15%	(321)	21%	(467)	41%	(911)	16%	(344)	2200
SB more political	11%	(88)	16%	(131)	22%	(184)	46%	(378)	5%	(37)	818
SB less political	4%	(14)	17%	(55)	25%	(83)	46%	(151)	8%	(25)	328
Typically host/attend SB party	13%	(71)	19%	(104)	24%	(135)	36%	(198)	9%	(48)	556
Typically do not host/attend SB party	5%	(84)	13%	(218)	20%	(332)	43%	(713)	18%	(296)	1644
Usually pays a lot/some attn to ads	9%	(130)	17%	(258)	25%	(370)	41%	(610)	8%	(124)	1492
Usually pays not much/no attn to ads	4%	(26)	9%	(63)	14%	(97)	43%	(301)	31%	(220)	708
Plan to pay a lot/some attn to ads	10%	(130)	19%	(260)	26%	(347)	37%	(503)	9%	(119)	1359
Plan to pay not much/no attn to ads	3%	(26)	7%	(62)	14%	(120)	49%	(409)	27%	(225)	841
Pro football fav sport	13%	(79)	18%	(107)	24%	(140)	36%	(212)	10%	(58)	596
Fav NFL	9%	(114)	18%	(229)	25%	(314)	37%	(466)	10%	(131)	1254
Unfav NFL	5%	(25)	12%	(56)	17%	(80)	57%	(276)	9%	(44)	481
Fav Goodell	14%	(68)	22%	(111)	27%	(132)	30%	(148)	7%	(37)	496
Unfav Goodell	6%	(28)	13%	(65)	23%	(110)	51%	(247)	7%	(33)	483
Fav Chiefs	9%	(90)	17%	(174)	26%	(262)	40%	(405)	7%	(71)	1001
Fav Buccaneers	10%	(82)	18%	(152)	27%	(221)	38%	(314)	7%	(54)	822
Chiefs fan	9%	(71)	19%	(157)	23%	(189)	41%	(340)	9%	(71)	828
Buccaneers fan	8%	(46)	16%	(95)	26%	(156)	42%	(247)	8%	(48)	593
Frequent sports betters	29%	(30)	27%	(28)	12%	(12)	20%	(21)	13%	(13)	103
Regular sports betters	26%	(57)	25%	(56)	14%	(31)	25%	(55)	10%	(23)	223
Frequent NFL betters	20%	(24)	25%	(29)	12%	(15)	31%	(37)	11%	(13)	117
Regular NFL betters	22%	(52)	27%	(65)	15%	(35)	27%	(65)	9%	(23)	239
Definite SB betters	32%	(42)	25%	(32)	12%	(16)	29%	(38)	3%	(4)	132
Probable SB betters	22%	(75)	25%	(85)	22%	(74)	27%	(92)	5%	(16)	341
Believe betting is legal in their state	9%	(61)	18%	(117)	24%	(161)	39%	(259)	9%	(63)	661
Believe betting is illegal in their state	8%	(30)	18%	(69)	19%	(74)	46%	(177)	9%	(37)	387
Non-sports fans	4%	(27)	9%	(64)	16%	(112)	47%	(322)	23%	(156)	681
Gen Z sports fans	11%	(20)	24%	(46)	18%	(35)	27%	(53)	21%	(40)	194
Millennial sports fans	16%	(69)	23%	(97)	26%	(109)	25%	(107)	10%	(41)	422
Gen X sports fans	6%	(25)	12%	(47)	23%	(89)	44%	(169)	13%	(51)	381
Boomer sports fans	3%	(13)	13%	(61)	24%	(113)	49%	(227)	11%	(51)	466

Continued on next page

**Table MCSP7\_4:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements that make a political statement

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	7%	(156)	15%	(321)	21%	(467)	41%	(911)	16%	(344)	2200
Sports fans 18-34	13%	(59)	24%	(105)	21%	(93)	28%	(122)	14%	(60)	439
Sports fans 35-44	15%	(38)	20%	(51)	25%	(64)	26%	(66)	13%	(33)	253
Sports fans 45-64	5%	(24)	11%	(57)	24%	(126)	49%	(262)	11%	(59)	530
Sports fans 65+	3%	(8)	15%	(44)	24%	(71)	47%	(139)	12%	(35)	297
Occasional sports betters	9%	(18)	18%	(35)	23%	(46)	41%	(81)	8%	(16)	196
Non-sports betters	5%	(80)	13%	(230)	22%	(390)	44%	(775)	17%	(305)	1781
In legal betting states	7%	(54)	12%	(96)	24%	(194)	42%	(340)	16%	(130)	814
Outside legal betting states	7%	(102)	16%	(225)	20%	(273)	41%	(571)	15%	(214)	1386
Sports fan In legal betting states 21+	8%	(45)	13%	(72)	27%	(144)	40%	(212)	11%	(58)	530
Sports fan Outside legal betting states 21+	8%	(73)	18%	(163)	22%	(197)	40%	(353)	12%	(108)	893
Likely SB viewer In legal betting states 21+	9%	(44)	15%	(71)	29%	(133)	39%	(181)	8%	(36)	464
Likely SB viewer Outside legal betting states 21+	8%	(67)	20%	(160)	25%	(200)	38%	(304)	8%	(65)	796

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

**Table MCSP7\_5: To what extent do you enjoy watching the following types of Super Bowl advertisements?**  
*Advertisements that promote social justice*

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	20%	(436)	25%	(557)	13%	(294)	24%	(535)	17%	(378)	2200
Gender: Male	19%	(202)	23%	(241)	15%	(164)	29%	(310)	14%	(145)	1062
Gender: Female	21%	(234)	28%	(316)	11%	(130)	20%	(225)	20%	(233)	1138
Age: 18-34	29%	(193)	26%	(173)	10%	(68)	13%	(87)	20%	(133)	655
Age: 35-44	24%	(87)	26%	(93)	14%	(50)	17%	(63)	18%	(66)	358
Age: 45-64	14%	(105)	23%	(171)	14%	(108)	33%	(250)	16%	(118)	751
Age: 65+	12%	(51)	28%	(120)	16%	(68)	31%	(135)	14%	(62)	436
GenZers: 1997-2012	33%	(98)	22%	(66)	9%	(27)	11%	(32)	25%	(75)	299
Millennials: 1981-1996	27%	(158)	29%	(174)	13%	(77)	15%	(90)	16%	(96)	595
GenXers: 1965-1980	17%	(92)	24%	(132)	14%	(74)	27%	(148)	18%	(97)	542
Baby Boomers: 1946-1964	12%	(80)	23%	(160)	16%	(110)	34%	(234)	15%	(100)	685
PID: Dem (no lean)	32%	(287)	34%	(302)	10%	(94)	10%	(87)	14%	(127)	897
PID: Ind (no lean)	17%	(112)	21%	(145)	14%	(93)	26%	(177)	22%	(149)	676
PID: Rep (no lean)	6%	(37)	18%	(110)	17%	(107)	43%	(271)	16%	(102)	627
PID/Gender: Dem Men	31%	(127)	30%	(123)	14%	(56)	12%	(48)	13%	(53)	407
PID/Gender: Dem Women	33%	(160)	37%	(179)	8%	(38)	8%	(39)	15%	(74)	490
PID/Gender: Ind Men	15%	(48)	20%	(64)	16%	(53)	35%	(114)	15%	(49)	327
PID/Gender: Ind Women	18%	(64)	23%	(81)	11%	(40)	18%	(64)	29%	(100)	349
PID/Gender: Rep Men	8%	(27)	17%	(54)	17%	(55)	45%	(148)	13%	(43)	327
PID/Gender: Rep Women	3%	(10)	19%	(56)	17%	(52)	41%	(123)	20%	(59)	299
Ideo: Liberal (1-3)	39%	(251)	34%	(221)	8%	(51)	7%	(43)	12%	(80)	645
Ideo: Moderate (4)	18%	(112)	29%	(179)	15%	(94)	19%	(120)	19%	(116)	621
Ideo: Conservative (5-7)	6%	(38)	17%	(114)	18%	(120)	48%	(321)	12%	(82)	675
Educ: < College	18%	(277)	24%	(360)	13%	(197)	25%	(376)	20%	(303)	1512
Educ: Bachelors degree	21%	(93)	29%	(128)	15%	(65)	25%	(112)	10%	(46)	444
Educ: Post-grad	27%	(66)	28%	(69)	13%	(33)	19%	(47)	12%	(29)	244
Income: Under 50k	19%	(230)	24%	(287)	10%	(122)	24%	(292)	22%	(267)	1198
Income: 50k-100k	19%	(131)	26%	(180)	18%	(121)	25%	(167)	12%	(81)	680
Income: 100k+	23%	(75)	28%	(89)	16%	(51)	24%	(76)	9%	(30)	322
Ethnicity: White	17%	(293)	24%	(411)	14%	(249)	28%	(488)	16%	(282)	1722
Ethnicity: Hispanic	27%	(96)	27%	(94)	11%	(38)	16%	(55)	19%	(67)	349

Continued on next page

**Table MCSP7\_5:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements that promote social justice

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	20% (436)	25% (557)	13% (294)	24% (535)	17% (378)	2200
Ethnicity: Black	38% (103)	29% (79)	7% (20)	6% (16)	20% (56)	274
Ethnicity: Other	19% (40)	33% (67)	12% (25)	15% (31)	20% (41)	204
All Christian	17% (168)	25% (248)	16% (153)	29% (279)	13% (127)	975
All Non-Christian	29% (37)	32% (41)	19% (24)	11% (14)	10% (13)	128
Atheist	28% (31)	21% (23)	12% (13)	18% (20)	21% (23)	110
Agnostic/Nothing in particular	20% (118)	24% (145)	12% (71)	22% (133)	22% (131)	598
Something Else	21% (83)	26% (100)	8% (33)	23% (89)	22% (85)	390
Religious Non-Protestant/Catholic	28% (43)	30% (45)	16% (25)	14% (21)	12% (18)	152
Evangelical	16% (90)	24% (139)	12% (71)	30% (170)	18% (100)	570
Non-Evangelical	20% (153)	27% (203)	15% (112)	25% (191)	13% (103)	761
Community: Urban	32% (195)	24% (147)	9% (55)	14% (85)	20% (118)	600
Community: Suburban	17% (178)	27% (283)	16% (164)	26% (269)	14% (142)	1037
Community: Rural	11% (64)	23% (127)	13% (75)	32% (180)	21% (118)	564
Employ: Private Sector	21% (133)	28% (179)	16% (102)	23% (147)	12% (79)	641
Employ: Government	22% (28)	27% (35)	10% (12)	25% (32)	16% (21)	128
Employ: Self-Employed	28% (44)	25% (39)	12% (18)	21% (32)	13% (20)	153
Employ: Homemaker	15% (25)	24% (40)	14% (24)	29% (48)	18% (29)	165
Employ: Student	32% (39)	24% (30)	10% (12)	8% (10)	27% (33)	124
Employ: Retired	12% (63)	25% (126)	15% (76)	34% (172)	14% (69)	506
Employ: Unemployed	23% (77)	20% (68)	12% (40)	18% (59)	27% (88)	332
Employ: Other	18% (27)	27% (40)	7% (10)	22% (34)	26% (40)	151
Military HH: Yes	18% (62)	22% (74)	16% (55)	31% (104)	14% (46)	341
Military HH: No	20% (374)	26% (483)	13% (239)	23% (431)	18% (332)	1859
RD/WT: Right Direction	31% (275)	29% (263)	12% (107)	12% (103)	17% (149)	897
RD/WT: Wrong Track	12% (161)	23% (294)	14% (187)	33% (431)	18% (230)	1303
Biden Job Approve	30% (384)	33% (426)	12% (156)	10% (134)	14% (183)	1282
Biden Job Disapprove	5% (36)	13% (93)	15% (108)	50% (348)	16% (113)	698

Continued on next page

**Table MCSP7\_5:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements that promote social justice

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	20% (436)	25% (557)	13% (294)	24% (535)	17% (378)	2200
Biden Job Strongly Approve	35% (280)	31% (251)	11% (88)	10% (81)	13% (104)	804
Biden Job Somewhat Approve	22% (103)	37% (175)	14% (68)	11% (53)	16% (79)	478
Biden Job Somewhat Disapprove	6% (11)	21% (40)	23% (43)	36% (69)	15% (28)	191
Biden Job Strongly Disapprove	5% (25)	10% (52)	13% (65)	55% (280)	17% (85)	507
Favorable of Biden	30% (391)	33% (437)	12% (150)	10% (133)	15% (195)	1305
Unfavorable of Biden	4% (31)	14% (105)	17% (127)	50% (380)	15% (116)	759
Very Favorable of Biden	36% (278)	33% (256)	10% (76)	9% (73)	13% (98)	780
Somewhat Favorable of Biden	22% (113)	34% (181)	14% (75)	11% (60)	18% (96)	525
Somewhat Unfavorable of Biden	6% (11)	24% (46)	26% (50)	33% (64)	11% (20)	192
Very Unfavorable of Biden	4% (20)	11% (60)	14% (77)	56% (315)	17% (95)	567
#1 Issue: Economy	18% (156)	26% (226)	15% (134)	25% (218)	15% (134)	868
#1 Issue: Security	10% (26)	15% (39)	18% (48)	40% (108)	17% (46)	267
#1 Issue: Health Care	28% (111)	30% (119)	9% (35)	16% (65)	18% (73)	404
#1 Issue: Medicare / Social Security	9% (21)	26% (62)	12% (29)	32% (74)	21% (49)	236
#1 Issue: Women's Issues	35% (33)	32% (31)	11% (10)	6% (6)	17% (16)	96
#1 Issue: Education	32% (31)	21% (20)	13% (12)	14% (13)	20% (19)	96
#1 Issue: Energy	38% (31)	28% (23)	8% (6)	9% (8)	16% (13)	81
#1 Issue: Other	17% (27)	24% (37)	12% (18)	28% (42)	19% (28)	152
2020 Vote: Joe Biden	31% (324)	34% (357)	12% (127)	8% (86)	15% (155)	1049
2020 Vote: Donald Trump	4% (27)	14% (96)	18% (120)	51% (347)	14% (96)	686
2020 Vote: Other	9% (5)	22% (14)	16% (10)	30% (18)	23% (14)	62
2020 Vote: Didn't Vote	20% (79)	22% (90)	9% (37)	21% (83)	28% (112)	401
2018 House Vote: Democrat	31% (232)	35% (261)	11% (83)	10% (73)	13% (93)	741
2018 House Vote: Republican	6% (32)	13% (74)	17% (93)	50% (277)	14% (77)	554
2018 House Vote: Someone else	10% (5)	25% (13)	8% (4)	37% (19)	20% (10)	52
2016 Vote: Hillary Clinton	32% (223)	36% (254)	9% (65)	10% (70)	13% (95)	707
2016 Vote: Donald Trump	5% (34)	15% (94)	18% (113)	48% (303)	13% (85)	628
2016 Vote: Other	17% (20)	23% (26)	14% (16)	32% (36)	13% (15)	113
2016 Vote: Didn't Vote	21% (159)	24% (183)	13% (99)	17% (125)	24% (183)	749

Continued on next page

**Table MCSP7\_5:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
*Advertisements that promote social justice*

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	20% (436)	25% (557)	13% (294)	24% (535)	17% (378)	2200
Voted in 2014: Yes	18% (216)	25% (304)	14% (168)	29% (349)	13% (157)	1194
Voted in 2014: No	22% (220)	25% (253)	13% (126)	18% (186)	22% (221)	1006
4-Region: Northeast	20% (79)	28% (110)	15% (59)	22% (86)	15% (60)	394
4-Region: Midwest	19% (89)	23% (107)	15% (68)	27% (123)	16% (75)	462
4-Region: South	19% (157)	25% (205)	13% (104)	25% (206)	18% (152)	824
4-Region: West	21% (111)	26% (135)	12% (62)	23% (120)	18% (93)	520
Sports fan	22% (331)	29% (437)	15% (227)	21% (325)	13% (199)	1519
Avid sports fan	32% (151)	27% (130)	14% (66)	19% (90)	9% (41)	478
Casual sports fan	17% (181)	29% (307)	15% (161)	23% (235)	15% (158)	1041
Football fan	22% (315)	29% (413)	15% (221)	22% (318)	12% (177)	1444
Avid football fan	28% (175)	28% (175)	15% (90)	19% (116)	10% (61)	616
Casual football fan	17% (140)	29% (238)	16% (131)	24% (202)	14% (116)	828
NFL fan	22% (309)	29% (411)	16% (217)	21% (294)	12% (165)	1396
Avid NFL fan	26% (154)	29% (175)	14% (84)	21% (123)	10% (59)	595
Casual NFL fan	19% (155)	29% (235)	17% (134)	21% (171)	13% (106)	801
Watched SB last year	22% (252)	30% (344)	16% (180)	23% (264)	10% (118)	1157
Didn't watch SB last year	18% (184)	20% (213)	11% (114)	26% (271)	25% (261)	1043
OK brands get political	36% (286)	35% (274)	11% (88)	7% (51)	11% (87)	785
Not OK brands get political	12% (131)	21% (232)	16% (180)	41% (455)	11% (121)	1119
OK social justice	32% (417)	37% (480)	12% (153)	8% (100)	11% (142)	1292
Not OK social justice	2% (14)	6% (36)	17% (106)	64% (394)	10% (60)	612
Likely SB viewer	24% (327)	30% (410)	16% (210)	20% (266)	10% (131)	1344
Unlikely SB viewer	13% (96)	18% (129)	10% (76)	34% (249)	25% (184)	733
More likely to watch SB this year	29% (170)	32% (186)	16% (95)	13% (75)	9% (51)	577
Less likely to watch SB this year	16% (74)	19% (90)	12% (58)	35% (167)	18% (83)	472
Likely host/attend SB party	30% (122)	31% (125)	16% (65)	12% (50)	11% (44)	406
Unlikely host/attend SB party	18% (297)	25% (417)	13% (223)	28% (465)	15% (254)	1656
Watch SB for game	22% (185)	29% (252)	18% (154)	23% (196)	8% (71)	859
Watch SB for halftime	35% (79)	34% (77)	10% (22)	11% (25)	10% (23)	227
Watch SB for ads	24% (46)	35% (67)	13% (26)	19% (36)	9% (17)	193

Continued on next page

**Table MCSP7\_5:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements that promote social justice

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	20% (436)	25% (557)	13% (294)	24% (535)	17% (378)	2200
SB more political	23% (191)	25% (206)	14% (113)	31% (251)	7% (57)	818
SB less political	21% (68)	36% (117)	16% (52)	19% (64)	8% (27)	328
Typically host/attend SB party	28% (153)	29% (162)	14% (79)	18% (102)	11% (60)	556
Typically do not host/attend SB party	17% (283)	24% (395)	13% (215)	26% (433)	19% (318)	1644
Usually pays a lot/some attn to ads	24% (354)	30% (450)	15% (219)	22% (325)	10% (145)	1492
Usually pays not much/no attn to ads	12% (82)	15% (107)	11% (75)	30% (210)	33% (234)	708
Plan to pay a lot/some attn to ads	25% (335)	31% (426)	16% (213)	18% (248)	10% (137)	1359
Plan to pay not much/no attn to ads	12% (100)	16% (131)	10% (81)	34% (286)	29% (242)	841
Pro football fav sport	26% (153)	29% (170)	16% (95)	20% (120)	10% (59)	596
Fav NFL	25% (318)	32% (396)	15% (184)	17% (219)	11% (137)	1254
Unfav NFL	15% (70)	15% (75)	14% (66)	44% (213)	12% (58)	481
Fav Goodell	27% (135)	33% (165)	17% (83)	17% (82)	6% (32)	496
Unfav Goodell	17% (83)	26% (126)	15% (74)	35% (171)	6% (30)	483
Fav Chiefs	23% (233)	29% (294)	16% (158)	24% (238)	8% (79)	1001
Fav Buccaneers	23% (192)	30% (248)	18% (146)	22% (182)	7% (54)	822
Chiefs fan	24% (195)	31% (256)	15% (123)	21% (170)	10% (84)	828
Buccaneers fan	23% (136)	27% (157)	16% (98)	25% (148)	9% (53)	593
Frequent sports betters	31% (32)	24% (24)	13% (13)	13% (13)	20% (21)	103
Regular sports betters	31% (69)	27% (61)	13% (29)	16% (35)	13% (29)	223
Frequent NFL betters	31% (36)	25% (29)	12% (14)	19% (22)	14% (17)	117
Regular NFL betters	29% (68)	28% (66)	15% (35)	17% (40)	12% (30)	239
Definite SB betters	36% (48)	28% (37)	11% (14)	17% (23)	8% (10)	132
Probable SB betters	32% (110)	33% (114)	12% (41)	17% (58)	5% (18)	341
Believe betting is legal in their state	24% (158)	29% (193)	14% (93)	21% (137)	12% (78)	661
Believe betting is illegal in their state	16% (63)	25% (96)	17% (66)	30% (116)	12% (47)	387
Non-sports fans	15% (105)	18% (120)	10% (67)	31% (210)	26% (180)	681
Gen Z sports fans	37% (71)	27% (53)	8% (15)	9% (17)	19% (37)	194
Millennial sports fans	30% (126)	31% (132)	15% (65)	11% (47)	12% (52)	422
Gen X sports fans	18% (67)	28% (105)	16% (62)	24% (90)	15% (57)	381
Boomer sports fans	13% (62)	26% (123)	17% (80)	33% (152)	11% (49)	466

Continued on next page



**Table MCSP7\_5:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements that promote social justice

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	20% (436)	25% (557)	13% (294)	24% (535)	17% (378)	2200
Sports fans 18-34	33% (145)	29% (129)	11% (47)	10% (46)	16% (71)	439
Sports fans 35-44	28% (70)	31% (78)	17% (44)	11% (29)	12% (31)	253
Sports fans 45-64	15% (80)	25% (133)	16% (84)	31% (165)	13% (68)	530
Sports fans 65+	12% (35)	32% (96)	18% (52)	29% (85)	10% (28)	297
Occasional sports betters	26% (50)	25% (49)	15% (29)	27% (52)	8% (17)	196
Non-sports betters	18% (317)	25% (447)	13% (236)	25% (448)	19% (333)	1781
In legal betting states	20% (165)	23% (187)	15% (121)	24% (195)	18% (146)	814
Outside legal betting states	20% (271)	27% (370)	13% (173)	24% (339)	17% (233)	1386
Sports fan In legal betting states 21+	22% (118)	26% (139)	16% (83)	22% (119)	14% (72)	530
Sports fan Outside legal betting states 21+	20% (176)	31% (276)	15% (136)	22% (197)	12% (108)	893
Likely SB viewer In legal betting states 21+	24% (111)	27% (127)	17% (78)	22% (102)	10% (46)	464
Likely SB viewer Outside legal betting states 21+	22% (178)	33% (265)	16% (125)	19% (155)	9% (73)	796

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

**Table MCSP7\_6: To what extent do you enjoy watching the following types of Super Bowl advertisements?**

*Patriotic advertisements*

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	25%	(553)	32%	(700)	12%	(264)	16%	(345)	15%	(338)	2200
Gender: Male	28%	(298)	36%	(379)	10%	(108)	14%	(146)	12%	(131)	1062
Gender: Female	22%	(255)	28%	(321)	14%	(156)	18%	(199)	18%	(207)	1138
Age: 18-34	18%	(116)	27%	(178)	16%	(102)	22%	(146)	17%	(113)	655
Age: 35-44	26%	(93)	33%	(116)	12%	(45)	12%	(44)	17%	(60)	358
Age: 45-64	27%	(203)	36%	(268)	10%	(77)	14%	(105)	13%	(98)	751
Age: 65+	32%	(141)	32%	(138)	9%	(40)	11%	(49)	16%	(68)	436
GenZers: 1997-2012	11%	(33)	26%	(79)	15%	(45)	25%	(74)	22%	(67)	299
Millennials: 1981-1996	25%	(149)	30%	(177)	15%	(91)	16%	(97)	14%	(81)	595
GenXers: 1965-1980	26%	(142)	35%	(189)	11%	(61)	13%	(68)	15%	(83)	542
Baby Boomers: 1946-1964	30%	(206)	34%	(233)	9%	(64)	13%	(89)	14%	(94)	685
PID: Dem (no lean)	20%	(177)	36%	(321)	15%	(138)	16%	(142)	13%	(119)	897
PID: Ind (no lean)	19%	(131)	29%	(193)	12%	(80)	19%	(125)	22%	(146)	676
PID: Rep (no lean)	39%	(245)	30%	(185)	7%	(46)	12%	(78)	12%	(73)	627
PID/Gender: Dem Men	22%	(91)	41%	(165)	12%	(49)	15%	(61)	10%	(42)	407
PID/Gender: Dem Women	18%	(87)	32%	(156)	18%	(89)	16%	(81)	16%	(77)	490
PID/Gender: Ind Men	20%	(67)	36%	(117)	11%	(35)	17%	(55)	16%	(54)	327
PID/Gender: Ind Women	18%	(64)	22%	(76)	13%	(45)	20%	(71)	27%	(93)	349
PID/Gender: Rep Men	43%	(141)	30%	(97)	7%	(24)	9%	(30)	11%	(35)	327
PID/Gender: Rep Women	35%	(104)	29%	(88)	7%	(22)	16%	(48)	12%	(37)	299
Ideo: Liberal (1-3)	17%	(112)	34%	(218)	21%	(133)	15%	(96)	13%	(87)	645
Ideo: Moderate (4)	25%	(155)	33%	(205)	10%	(61)	15%	(92)	17%	(107)	621
Ideo: Conservative (5-7)	39%	(261)	34%	(231)	6%	(42)	13%	(85)	8%	(56)	675
Educ: < College	24%	(364)	30%	(453)	11%	(165)	18%	(268)	17%	(262)	1512
Educ: Bachelors degree	23%	(103)	37%	(166)	17%	(74)	12%	(53)	11%	(49)	444
Educ: Post-grad	36%	(87)	33%	(81)	10%	(25)	10%	(24)	11%	(28)	244
Income: Under 50k	20%	(241)	31%	(373)	12%	(139)	18%	(221)	19%	(224)	1198
Income: 50k-100k	30%	(204)	32%	(220)	12%	(78)	14%	(92)	13%	(86)	680
Income: 100k+	34%	(108)	33%	(106)	15%	(47)	10%	(32)	9%	(29)	322
Ethnicity: White	28%	(480)	32%	(552)	12%	(199)	14%	(249)	14%	(243)	1722
Ethnicity: Hispanic	22%	(77)	31%	(110)	9%	(31)	21%	(74)	16%	(57)	349

Continued on next page

**Table MCSP7\_6:** To what extent do you enjoy watching the following types of Super Bowl advertisements?

*Patriotic advertisements*

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	25% (553)	32% (700)	12% (264)	16% (345)	15% (338)	2200
Ethnicity: Black	17% (47)	29% (80)	15% (41)	16% (45)	23% (62)	274
Ethnicity: Other	13% (27)	33% (68)	12% (24)	25% (51)	17% (34)	204
All Christian	33% (318)	37% (359)	9% (84)	11% (108)	11% (106)	975
All Non-Christian	28% (35)	32% (40)	17% (22)	12% (15)	12% (15)	128
Atheist	7% (8)	25% (27)	22% (25)	31% (34)	14% (16)	110
Agnostic/Nothing in particular	17% (100)	26% (158)	14% (86)	20% (122)	22% (131)	598
Something Else	24% (93)	29% (115)	12% (47)	17% (65)	18% (71)	390
Religious Non-Protestant/Catholic	29% (44)	35% (54)	15% (22)	10% (16)	10% (16)	152
Evangelical	35% (201)	30% (170)	9% (49)	13% (75)	13% (75)	570
Non-Evangelical	26% (199)	38% (287)	11% (81)	13% (97)	13% (98)	761
Community: Urban	21% (128)	32% (189)	14% (84)	16% (94)	17% (105)	600
Community: Suburban	25% (264)	33% (343)	13% (135)	16% (163)	13% (131)	1037
Community: Rural	29% (162)	30% (167)	8% (45)	16% (88)	18% (102)	564
Employ: Private Sector	29% (183)	36% (233)	14% (89)	11% (68)	11% (68)	641
Employ: Government	28% (36)	25% (32)	16% (20)	17% (21)	15% (19)	128
Employ: Self-Employed	17% (26)	35% (53)	11% (16)	29% (44)	9% (13)	153
Employ: Homemaker	23% (39)	38% (63)	9% (16)	12% (20)	17% (28)	165
Employ: Student	11% (14)	29% (36)	15% (18)	21% (26)	24% (30)	124
Employ: Retired	33% (168)	29% (148)	10% (48)	14% (72)	14% (69)	506
Employ: Unemployed	16% (53)	28% (92)	14% (46)	19% (63)	23% (77)	332
Employ: Other	22% (34)	28% (43)	7% (11)	20% (30)	22% (34)	151
Military HH: Yes	34% (115)	31% (106)	10% (36)	12% (41)	13% (43)	341
Military HH: No	24% (438)	32% (593)	12% (228)	16% (304)	16% (295)	1859
RD/WT: Right Direction	24% (213)	33% (295)	13% (115)	16% (147)	14% (127)	897
RD/WT: Wrong Track	26% (341)	31% (405)	11% (149)	15% (198)	16% (212)	1303
Biden Job Approve	21% (266)	35% (448)	15% (189)	16% (204)	14% (175)	1282
Biden Job Disapprove	36% (248)	30% (207)	7% (52)	14% (94)	14% (97)	698

Continued on next page

**Table MCSP7\_6:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Patriotic advertisements

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	25% (553)	32% (700)	12% (264)	16% (345)	15% (338)	2200
Biden Job Strongly Approve	22% (175)	34% (276)	12% (97)	18% (144)	14% (112)	804
Biden Job Somewhat Approve	19% (91)	36% (173)	19% (92)	13% (60)	13% (63)	478
Biden Job Somewhat Disapprove	24% (45)	40% (76)	13% (25)	12% (22)	12% (22)	191
Biden Job Strongly Disapprove	40% (203)	26% (131)	5% (26)	14% (72)	15% (75)	507
Favorable of Biden	20% (266)	35% (452)	15% (190)	16% (211)	14% (187)	1305
Unfavorable of Biden	35% (265)	30% (230)	8% (64)	14% (109)	12% (91)	759
Very Favorable of Biden	23% (181)	36% (277)	11% (88)	16% (127)	14% (107)	780
Somewhat Favorable of Biden	16% (85)	33% (175)	19% (101)	16% (84)	15% (79)	525
Somewhat Unfavorable of Biden	25% (48)	42% (81)	13% (26)	14% (26)	6% (12)	192
Very Unfavorable of Biden	38% (217)	26% (149)	7% (39)	15% (83)	14% (79)	567
#1 Issue: Economy	27% (232)	34% (291)	12% (108)	14% (120)	13% (117)	868
#1 Issue: Security	33% (88)	28% (75)	8% (22)	20% (52)	11% (30)	267
#1 Issue: Health Care	19% (78)	35% (140)	12% (50)	15% (62)	18% (73)	404
#1 Issue: Medicare / Social Security	28% (66)	29% (69)	8% (19)	16% (37)	19% (45)	236
#1 Issue: Women's Issues	26% (25)	26% (24)	17% (16)	18% (18)	13% (12)	96
#1 Issue: Education	13% (13)	26% (25)	21% (20)	19% (18)	21% (20)	96
#1 Issue: Energy	19% (15)	32% (26)	18% (15)	17% (14)	14% (11)	81
#1 Issue: Other	24% (36)	32% (49)	9% (14)	16% (24)	19% (30)	152
2020 Vote: Joe Biden	20% (209)	36% (382)	15% (159)	15% (159)	13% (141)	1049
2020 Vote: Donald Trump	40% (276)	30% (203)	8% (52)	12% (80)	11% (76)	686
2020 Vote: Other	22% (14)	27% (16)	14% (9)	19% (12)	18% (11)	62
2020 Vote: Didn't Vote	14% (55)	24% (98)	11% (44)	23% (94)	27% (109)	401
2018 House Vote: Democrat	21% (159)	36% (269)	15% (112)	15% (110)	12% (91)	741
2018 House Vote: Republican	43% (236)	30% (165)	7% (38)	10% (56)	11% (58)	554
2018 House Vote: Someone else	17% (9)	22% (11)	20% (10)	24% (13)	18% (9)	52
2016 Vote: Hillary Clinton	19% (138)	36% (258)	15% (107)	17% (117)	12% (87)	707
2016 Vote: Donald Trump	40% (253)	32% (200)	8% (49)	11% (66)	10% (60)	628
2016 Vote: Other	32% (36)	24% (27)	14% (15)	14% (16)	16% (18)	113
2016 Vote: Didn't Vote	17% (127)	29% (215)	12% (92)	19% (143)	23% (172)	749

Continued on next page

**Table MCSP7\_6:** To what extent do you enjoy watching the following types of Super Bowl advertisements?

*Patriotic advertisements*

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	25% (553)	32% (700)	12% (264)	16% (345)	15% (338)	2200
Voted in 2014: Yes	32% (378)	33% (399)	11% (131)	13% (151)	11% (135)	1194
Voted in 2014: No	17% (176)	30% (300)	13% (133)	19% (194)	20% (204)	1006
4-Region: Northeast	24% (95)	32% (128)	13% (50)	14% (55)	17% (65)	394
4-Region: Midwest	31% (145)	31% (142)	12% (54)	15% (68)	11% (53)	462
4-Region: South	25% (203)	30% (246)	12% (100)	14% (119)	19% (156)	824
4-Region: West	21% (110)	35% (183)	11% (59)	20% (103)	12% (64)	520
Sports fan	28% (428)	37% (557)	12% (181)	12% (180)	11% (174)	1519
Avid sports fan	34% (163)	37% (178)	10% (48)	10% (47)	9% (41)	478
Casual sports fan	25% (264)	36% (378)	13% (133)	13% (133)	13% (134)	1041
Football fan	29% (416)	36% (526)	12% (171)	12% (179)	10% (151)	1444
Avid football fan	35% (215)	38% (234)	11% (67)	9% (56)	7% (44)	616
Casual football fan	24% (201)	35% (292)	13% (104)	15% (124)	13% (107)	828
NFL fan	29% (403)	37% (516)	12% (172)	12% (164)	10% (140)	1396
Avid NFL fan	33% (195)	38% (228)	11% (64)	10% (62)	8% (47)	595
Casual NFL fan	26% (208)	36% (289)	14% (109)	13% (102)	12% (93)	801
Watched SB last year	30% (347)	37% (426)	12% (141)	12% (140)	9% (104)	1157
Didn't watch SB last year	20% (207)	26% (274)	12% (123)	20% (204)	23% (235)	1043
OK brands get political	26% (205)	34% (265)	15% (119)	15% (114)	10% (81)	785
Not OK brands get political	28% (314)	33% (375)	11% (121)	16% (183)	11% (127)	1119
OK social justice	25% (320)	35% (455)	14% (183)	15% (193)	11% (141)	1292
Not OK social justice	32% (193)	29% (176)	10% (59)	18% (110)	12% (73)	612
Likely SB viewer	30% (401)	37% (502)	13% (168)	13% (170)	8% (102)	1344
Unlikely SB viewer	18% (135)	24% (175)	12% (87)	22% (162)	24% (174)	733
More likely to watch SB this year	30% (175)	38% (221)	11% (66)	12% (70)	8% (45)	577
Less likely to watch SB this year	27% (127)	25% (118)	11% (54)	21% (97)	16% (76)	472
Likely host/attend SB party	35% (140)	35% (141)	14% (57)	9% (37)	8% (30)	406
Unlikely host/attend SB party	24% (397)	32% (533)	12% (202)	17% (284)	15% (240)	1656
Watch SB for game	30% (259)	39% (336)	12% (102)	12% (105)	7% (57)	859
Watch SB for halftime	25% (56)	32% (73)	16% (37)	18% (40)	9% (20)	227
Watch SB for ads	34% (66)	39% (76)	13% (25)	8% (15)	5% (10)	193

Continued on next page

**Table MCSP7\_6:** To what extent do you enjoy watching the following types of Super Bowl advertisements?

*Patriotic advertisements*

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	25% (553)	32% (700)	12% (264)	16% (345)	15% (338)	2200
SB more political	34% (279)	33% (270)	13% (103)	14% (114)	6% (51)	818
SB less political	24% (77)	37% (122)	14% (47)	17% (55)	8% (27)	328
Typically host/attend SB party	33% (184)	35% (197)	14% (79)	10% (57)	7% (39)	556
Typically do not host/attend SB party	22% (369)	31% (502)	11% (184)	18% (288)	18% (300)	1644
Usually pays a lot/some attn to ads	30% (444)	36% (541)	13% (193)	13% (193)	8% (121)	1492
Usually pays not much/no attn to ads	15% (109)	22% (159)	10% (71)	21% (151)	31% (217)	708
Plan to pay a lot/some attn to ads	29% (394)	37% (502)	13% (177)	12% (169)	9% (116)	1359
Plan to pay not much/no attn to ads	19% (160)	23% (197)	10% (86)	21% (175)	26% (222)	841
Pro football fav sport	30% (178)	39% (231)	12% (69)	11% (68)	8% (50)	596
Fav NFL	28% (356)	38% (479)	12% (148)	13% (160)	9% (111)	1254
Unfav NFL	32% (154)	24% (113)	13% (63)	21% (101)	10% (50)	481
Fav Goodell	35% (174)	42% (206)	9% (47)	9% (42)	5% (27)	496
Unfav Goodell	32% (157)	36% (175)	12% (60)	13% (61)	6% (31)	483
Fav Chiefs	32% (316)	40% (405)	11% (108)	11% (108)	6% (65)	1001
Fav Buccaneers	33% (272)	40% (327)	11% (88)	10% (84)	6% (51)	822
Chiefs fan	30% (248)	36% (298)	13% (109)	13% (109)	8% (65)	828
Buccaneers fan	27% (160)	36% (212)	13% (76)	15% (91)	9% (54)	593
Frequent sports betters	40% (41)	33% (34)	12% (12)	9% (10)	6% (6)	103
Regular sports betters	32% (72)	39% (87)	10% (21)	13% (30)	6% (13)	223
Frequent NFL betters	45% (53)	34% (40)	7% (9)	8% (9)	6% (6)	117
Regular NFL betters	32% (77)	41% (97)	10% (25)	11% (27)	6% (13)	239
Definite SB betters	42% (56)	29% (38)	16% (21)	8% (10)	5% (6)	132
Probable SB betters	32% (108)	42% (143)	12% (40)	11% (37)	4% (12)	341
Believe betting is legal in their state	30% (198)	36% (236)	13% (89)	12% (79)	9% (60)	661
Believe betting is illegal in their state	22% (85)	37% (143)	11% (44)	19% (74)	11% (41)	387
Non-sports fans	18% (126)	21% (143)	12% (83)	24% (165)	24% (164)	681
Gen Z sports fans	11% (22)	36% (70)	18% (36)	17% (32)	18% (35)	194
Millennial sports fans	30% (126)	34% (142)	15% (62)	12% (51)	9% (40)	422
Gen X sports fans	29% (112)	38% (144)	11% (41)	10% (39)	12% (45)	381
Boomer sports fans	32% (149)	39% (182)	9% (41)	10% (49)	10% (46)	466

Continued on next page

**Table MCSP7\_6:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Patriotic advertisements

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	25% (553)	32% (700)	12% (264)	16% (345)	15% (338)	2200
Sports fans 18-34	21% (93)	32% (141)	17% (77)	16% (69)	13% (59)	439
Sports fans 35-44	30% (77)	40% (101)	10% (26)	8% (20)	11% (29)	253
Sports fans 45-64	29% (154)	39% (204)	10% (54)	13% (68)	9% (50)	530
Sports fans 65+	35% (104)	37% (110)	8% (24)	8% (22)	12% (36)	297
Occasional sports betters	35% (70)	32% (63)	12% (23)	13% (25)	8% (16)	196
Non-sports betters	23% (412)	31% (549)	12% (220)	16% (290)	17% (310)	1781
In legal betting states	26% (215)	31% (250)	12% (98)	15% (122)	16% (129)	814
Outside legal betting states	24% (338)	32% (449)	12% (166)	16% (223)	15% (209)	1386
Sports fan In legal betting states 21+	31% (162)	35% (186)	12% (61)	12% (66)	10% (54)	530
Sports fan Outside legal betting states 21+	29% (255)	37% (333)	11% (103)	11% (98)	12% (104)	893
Likely SB viewer In legal betting states 21+	33% (153)	36% (166)	12% (56)	11% (51)	8% (38)	464
Likely SB viewer Outside legal betting states 21+	30% (237)	39% (307)	12% (97)	13% (103)	7% (52)	796

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

**Table MCSP7\_7: To what extent do you enjoy watching the following types of Super Bowl advertisements?**  
*Advertisements that discuss the COVID-19 pandemic (coronavirus)*

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	13%	(280)	26%	(582)	20%	(436)	24%	(536)	17%	(366)	2200
Gender: Male	14%	(152)	29%	(310)	19%	(206)	24%	(252)	13%	(141)	1062
Gender: Female	11%	(128)	24%	(272)	20%	(230)	25%	(284)	20%	(225)	1138
Age: 18-34	15%	(100)	29%	(190)	17%	(114)	22%	(145)	16%	(106)	655
Age: 35-44	16%	(58)	23%	(83)	22%	(78)	23%	(81)	16%	(58)	358
Age: 45-64	9%	(68)	24%	(183)	22%	(166)	27%	(203)	17%	(131)	751
Age: 65+	12%	(54)	29%	(126)	18%	(77)	25%	(108)	16%	(72)	436
GenZers: 1997-2012	13%	(38)	31%	(94)	15%	(44)	23%	(68)	19%	(56)	299
Millennials: 1981-1996	17%	(100)	27%	(161)	20%	(119)	23%	(135)	14%	(80)	595
GenXers: 1965-1980	10%	(54)	24%	(131)	22%	(121)	25%	(134)	19%	(103)	542
Baby Boomers: 1946-1964	12%	(82)	26%	(178)	21%	(144)	25%	(168)	17%	(113)	685
PID: Dem (no lean)	21%	(189)	36%	(325)	18%	(157)	11%	(96)	14%	(130)	897
PID: Ind (no lean)	7%	(44)	23%	(156)	19%	(126)	30%	(204)	21%	(144)	676
PID: Rep (no lean)	7%	(47)	16%	(101)	24%	(152)	37%	(235)	15%	(92)	627
PID/Gender: Dem Men	23%	(92)	40%	(165)	17%	(68)	10%	(41)	10%	(42)	407
PID/Gender: Dem Women	20%	(97)	33%	(160)	18%	(90)	11%	(56)	18%	(88)	490
PID/Gender: Ind Men	8%	(28)	25%	(81)	18%	(58)	33%	(109)	16%	(52)	327
PID/Gender: Ind Women	5%	(17)	22%	(75)	20%	(68)	27%	(95)	27%	(93)	349
PID/Gender: Rep Men	10%	(33)	20%	(65)	25%	(81)	31%	(102)	15%	(48)	327
PID/Gender: Rep Women	5%	(14)	12%	(37)	24%	(72)	44%	(133)	15%	(44)	299
Ideo: Liberal (1-3)	21%	(134)	36%	(229)	18%	(118)	10%	(64)	15%	(99)	645
Ideo: Moderate (4)	16%	(97)	27%	(168)	20%	(123)	19%	(121)	18%	(112)	621
Ideo: Conservative (5-7)	6%	(43)	19%	(129)	23%	(157)	41%	(276)	10%	(69)	675
Educ: < College	11%	(167)	25%	(374)	19%	(290)	26%	(393)	19%	(288)	1512
Educ: Bachelors degree	14%	(61)	30%	(134)	22%	(99)	22%	(96)	12%	(54)	444
Educ: Post-grad	21%	(52)	31%	(75)	19%	(47)	19%	(46)	10%	(24)	244
Income: Under 50k	10%	(120)	26%	(306)	18%	(220)	25%	(299)	21%	(253)	1198
Income: 50k-100k	14%	(97)	27%	(181)	22%	(149)	25%	(169)	12%	(84)	680
Income: 100k+	20%	(64)	30%	(95)	21%	(67)	21%	(67)	9%	(29)	322
Ethnicity: White	11%	(195)	25%	(429)	21%	(364)	27%	(462)	16%	(272)	1722
Ethnicity: Hispanic	15%	(53)	39%	(136)	11%	(38)	18%	(61)	17%	(60)	349

Continued on next page



**Table MCSP7\_7:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements that discuss the COVID-19 pandemic (coronavirus)

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	13% (280)	26% (582)	20% (436)	24% (536)	17% (366)	2200
Ethnicity: Black	22% (59)	29% (81)	14% (38)	16% (43)	20% (54)	274
Ethnicity: Other	13% (26)	35% (72)	17% (34)	15% (31)	20% (40)	204
All Christian	14% (133)	26% (250)	22% (217)	25% (240)	14% (136)	975
All Non-Christian	25% (32)	38% (49)	16% (21)	12% (15)	9% (11)	128
Atheist	17% (18)	24% (27)	20% (22)	23% (25)	16% (18)	110
Agnostic/Nothing in particular	10% (62)	24% (145)	19% (115)	23% (138)	23% (137)	598
Something Else	9% (35)	29% (112)	16% (62)	30% (117)	16% (64)	390
Religious Non-Protestant/Catholic	22% (33)	37% (56)	16% (24)	17% (26)	9% (13)	152
Evangelical	11% (64)	26% (150)	19% (109)	29% (166)	14% (80)	570
Non-Evangelical	13% (100)	27% (203)	21% (163)	24% (180)	15% (115)	761
Community: Urban	18% (105)	33% (199)	18% (108)	16% (94)	16% (93)	600
Community: Suburban	12% (126)	26% (268)	22% (230)	24% (253)	15% (160)	1037
Community: Rural	9% (49)	20% (115)	17% (98)	34% (189)	20% (112)	564
Employ: Private Sector	18% (113)	26% (169)	21% (135)	22% (143)	13% (81)	641
Employ: Government	9% (11)	28% (36)	24% (31)	21% (27)	18% (23)	128
Employ: Self-Employed	16% (25)	26% (40)	21% (33)	25% (38)	11% (17)	153
Employ: Homemaker	10% (17)	17% (29)	22% (37)	31% (51)	19% (32)	165
Employ: Student	11% (14)	31% (39)	15% (19)	26% (32)	17% (21)	124
Employ: Retired	10% (51)	28% (143)	20% (99)	26% (131)	16% (81)	506
Employ: Unemployed	12% (40)	27% (89)	16% (52)	23% (75)	23% (76)	332
Employ: Other	7% (10)	25% (37)	19% (29)	25% (38)	24% (36)	151
Military HH: Yes	9% (31)	26% (88)	20% (67)	28% (97)	17% (59)	341
Military HH: No	13% (249)	27% (494)	20% (369)	24% (439)	17% (307)	1859
RD/WT: Right Direction	20% (177)	34% (302)	17% (152)	13% (116)	17% (149)	897
RD/WT: Wrong Track	8% (103)	22% (280)	22% (283)	32% (420)	17% (217)	1303
Biden Job Approve	18% (236)	36% (459)	18% (232)	12% (158)	16% (199)	1282
Biden Job Disapprove	6% (40)	13% (94)	23% (164)	44% (310)	13% (90)	698

Continued on next page

**Table MCSP7\_7:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements that discuss the COVID-19 pandemic (coronavirus)

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	13% (280)	26% (582)	20% (436)	24% (536)	17% (366)	2200
Biden Job Strongly Approve	23% (186)	35% (281)	16% (126)	12% (93)	15% (119)	804
Biden Job Somewhat Approve	10% (50)	37% (178)	22% (106)	14% (65)	17% (80)	478
Biden Job Somewhat Disapprove	5% (10)	21% (40)	33% (63)	30% (58)	11% (20)	191
Biden Job Strongly Disapprove	6% (30)	11% (54)	20% (101)	50% (253)	14% (70)	507
Favorable of Biden	19% (242)	35% (456)	18% (234)	12% (159)	16% (215)	1305
Unfavorable of Biden	4% (29)	14% (109)	24% (182)	45% (345)	12% (94)	759
Very Favorable of Biden	25% (196)	35% (276)	15% (116)	10% (80)	14% (112)	780
Somewhat Favorable of Biden	9% (46)	34% (180)	23% (118)	15% (79)	20% (103)	525
Somewhat Unfavorable of Biden	4% (8)	26% (50)	30% (58)	31% (59)	9% (17)	192
Very Unfavorable of Biden	4% (21)	10% (58)	22% (124)	50% (286)	14% (77)	567
#1 Issue: Economy	12% (106)	24% (210)	22% (193)	26% (222)	16% (137)	868
#1 Issue: Security	7% (19)	23% (60)	18% (48)	42% (112)	10% (28)	267
#1 Issue: Health Care	19% (75)	32% (130)	15% (60)	14% (56)	20% (83)	404
#1 Issue: Medicare / Social Security	11% (27)	26% (61)	20% (47)	23% (53)	20% (48)	236
#1 Issue: Women's Issues	21% (20)	26% (25)	23% (22)	16% (15)	14% (13)	96
#1 Issue: Education	13% (12)	22% (21)	20% (19)	29% (27)	17% (17)	96
#1 Issue: Energy	15% (12)	34% (28)	25% (20)	14% (12)	12% (10)	81
#1 Issue: Other	6% (9)	31% (48)	18% (27)	24% (37)	21% (31)	152
2020 Vote: Joe Biden	20% (205)	36% (379)	18% (186)	11% (115)	16% (163)	1049
2020 Vote: Donald Trump	5% (34)	14% (99)	26% (179)	43% (292)	12% (82)	686
2020 Vote: Other	3% (2)	29% (18)	17% (10)	34% (21)	16% (10)	62
2020 Vote: Didn't Vote	10% (39)	21% (86)	15% (60)	27% (107)	27% (108)	401
2018 House Vote: Democrat	21% (156)	34% (254)	18% (137)	12% (87)	15% (107)	741
2018 House Vote: Republican	5% (30)	15% (83)	26% (142)	42% (231)	12% (66)	554
2018 House Vote: Someone else	6% (3)	29% (15)	13% (7)	33% (17)	19% (10)	52
2016 Vote: Hillary Clinton	21% (147)	35% (249)	17% (120)	12% (84)	15% (107)	707
2016 Vote: Donald Trump	6% (39)	15% (95)	25% (160)	40% (251)	13% (84)	628
2016 Vote: Other	7% (8)	29% (33)	19% (22)	29% (33)	15% (18)	113
2016 Vote: Didn't Vote	12% (86)	27% (206)	18% (134)	22% (165)	21% (157)	749

Continued on next page

**Table MCSP7\_7:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements that discuss the COVID-19 pandemic (coronavirus)

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	13% (280)	26% (582)	20% (436)	24% (536)	17% (366)	2200
Voted in 2014: Yes	13% (160)	27% (318)	21% (253)	25% (299)	14% (164)	1194
Voted in 2014: No	12% (120)	26% (264)	18% (183)	23% (236)	20% (202)	1006
4-Region: Northeast	15% (59)	26% (103)	19% (73)	23% (90)	17% (68)	394
4-Region: Midwest	11% (52)	22% (102)	22% (100)	29% (136)	16% (73)	462
4-Region: South	11% (94)	25% (202)	22% (177)	23% (193)	19% (157)	824
4-Region: West	14% (75)	34% (176)	16% (86)	22% (116)	13% (68)	520
Sports fan	15% (229)	30% (453)	20% (311)	21% (322)	13% (204)	1519
Avid sports fan	21% (102)	33% (158)	20% (94)	16% (74)	10% (49)	478
Casual sports fan	12% (127)	28% (295)	21% (217)	24% (248)	15% (155)	1041
Football fan	15% (217)	30% (437)	20% (291)	22% (317)	13% (182)	1444
Avid football fan	20% (125)	32% (200)	20% (121)	17% (106)	10% (64)	616
Casual football fan	11% (92)	29% (237)	20% (169)	26% (212)	14% (118)	828
NFL fan	15% (210)	31% (428)	20% (281)	22% (302)	12% (174)	1396
Avid NFL fan	18% (108)	32% (190)	20% (120)	18% (110)	11% (66)	595
Casual NFL fan	13% (102)	30% (238)	20% (161)	24% (192)	13% (108)	801
Watched SB last year	16% (190)	29% (338)	21% (244)	22% (254)	11% (132)	1157
Didn't watch SB last year	9% (91)	23% (245)	18% (192)	27% (281)	22% (234)	1043
OK brands get political	22% (172)	35% (273)	20% (155)	12% (97)	11% (89)	785
Not OK brands get political	8% (91)	23% (262)	22% (243)	35% (387)	12% (136)	1119
OK social justice	18% (239)	35% (457)	19% (247)	14% (185)	13% (164)	1292
Not OK social justice	5% (31)	15% (93)	22% (134)	46% (281)	12% (72)	612
Likely SB viewer	17% (222)	32% (423)	21% (278)	21% (277)	11% (143)	1344
Unlikely SB viewer	7% (49)	20% (149)	19% (142)	32% (234)	22% (159)	733
More likely to watch SB this year	23% (132)	34% (197)	19% (109)	16% (94)	8% (46)	577
Less likely to watch SB this year	7% (32)	22% (104)	19% (92)	35% (166)	16% (78)	472
Likely host/attend SB party	24% (96)	30% (122)	19% (78)	17% (70)	9% (38)	406
Unlikely host/attend SB party	10% (172)	27% (443)	21% (347)	26% (435)	16% (259)	1656
Watch SB for game	15% (133)	32% (279)	20% (174)	22% (187)	10% (86)	859
Watch SB for halftime	18% (41)	33% (74)	22% (49)	17% (39)	11% (24)	227
Watch SB for ads	19% (38)	30% (58)	23% (44)	20% (38)	8% (15)	193

Continued on next page

**Table MCSP7\_7:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements that discuss the COVID-19 pandemic (coronavirus)

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	13% (280)	26% (582)	20% (436)	24% (536)	17% (366)	2200
SB more political	13% (109)	28% (229)	21% (174)	32% (258)	6% (48)	818
SB less political	15% (49)	32% (105)	21% (69)	20% (66)	12% (39)	328
Typically host/attend SB party	18% (100)	31% (174)	21% (116)	21% (116)	9% (50)	556
Typically do not host/attend SB party	11% (180)	25% (408)	19% (320)	26% (420)	19% (316)	1644
Usually pays a lot/some attn to ads	16% (235)	30% (451)	21% (315)	22% (321)	11% (170)	1492
Usually pays not much/no attn to ads	6% (45)	19% (131)	17% (121)	30% (214)	28% (196)	708
Plan to pay a lot/some attn to ads	17% (227)	32% (434)	21% (280)	19% (264)	11% (154)	1359
Plan to pay not much/no attn to ads	6% (53)	18% (149)	19% (156)	32% (271)	25% (212)	841
Pro football fav sport	16% (98)	33% (196)	20% (119)	18% (109)	12% (73)	596
Fav NFL	17% (208)	33% (417)	20% (249)	19% (239)	11% (141)	1254
Unfav NFL	8% (40)	19% (90)	20% (97)	40% (192)	13% (62)	481
Fav Goodell	23% (112)	39% (194)	15% (75)	15% (76)	8% (39)	496
Unfav Goodell	13% (64)	26% (124)	25% (121)	29% (142)	7% (33)	483
Fav Chiefs	16% (162)	32% (325)	21% (209)	21% (212)	9% (93)	1001
Fav Buccaneers	17% (142)	35% (290)	20% (162)	20% (163)	8% (65)	822
Chiefs fan	16% (130)	32% (267)	21% (175)	20% (163)	11% (94)	828
Buccaneers fan	15% (87)	29% (175)	19% (114)	26% (156)	10% (62)	593
Frequent sports betters	32% (33)	35% (36)	17% (18)	9% (9)	7% (7)	103
Regular sports betters	28% (62)	37% (83)	17% (38)	13% (29)	5% (12)	223
Frequent NFL betters	34% (40)	28% (32)	19% (22)	10% (12)	9% (10)	117
Regular NFL betters	28% (66)	34% (82)	16% (38)	14% (33)	8% (20)	239
Definite SB betters	34% (45)	27% (35)	21% (27)	13% (17)	6% (8)	132
Probable SB betters	26% (90)	38% (129)	17% (58)	14% (47)	5% (17)	341
Believe betting is legal in their state	17% (109)	32% (213)	21% (139)	21% (139)	9% (61)	661
Believe betting is illegal in their state	12% (48)	25% (96)	21% (83)	29% (112)	12% (47)	387
Non-sports fans	8% (51)	19% (129)	18% (125)	31% (213)	24% (162)	681
Gen Z sports fans	14% (27)	35% (68)	17% (33)	19% (36)	15% (29)	194
Millennial sports fans	21% (88)	30% (128)	21% (89)	19% (78)	9% (39)	422
Gen X sports fans	11% (42)	26% (98)	23% (88)	23% (88)	17% (65)	381
Boomer sports fans	15% (69)	30% (140)	21% (96)	22% (101)	13% (61)	466

Continued on next page

**Table MCSP7\_7:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements that discuss the COVID-19 pandemic (coronavirus)

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	13% (280)	26% (582)	20% (436)	24% (536)	17% (366)	2200
Sports fans 18-34	18% (79)	32% (140)	19% (82)	19% (84)	12% (53)	439
Sports fans 35-44	21% (52)	27% (68)	23% (57)	17% (43)	13% (32)	253
Sports fans 45-64	10% (54)	27% (143)	23% (120)	25% (132)	15% (82)	530
Sports fans 65+	14% (43)	34% (102)	17% (52)	21% (64)	13% (37)	297
Occasional sports betters	16% (32)	31% (60)	19% (38)	25% (48)	9% (17)	196
Non-sports betters	10% (186)	25% (439)	20% (360)	26% (458)	19% (337)	1781
In legal betting states	13% (104)	24% (199)	20% (160)	25% (206)	18% (146)	814
Outside legal betting states	13% (177)	28% (384)	20% (276)	24% (330)	16% (220)	1386
Sports fan In legal betting states 21+	16% (84)	27% (143)	21% (113)	22% (118)	14% (73)	530
Sports fan Outside legal betting states 21+	15% (133)	30% (266)	21% (188)	21% (184)	14% (121)	893
Likely SB viewer In legal betting states 21+	17% (77)	30% (138)	22% (101)	21% (95)	11% (53)	464
Likely SB viewer Outside legal betting states 21+	16% (129)	32% (252)	21% (170)	20% (162)	11% (84)	796

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

**Table MCSP7\_8:** *To what extent do you enjoy watching the following types of Super Bowl advertisements?*  
*Advertisements that discuss the 2020 presidential election*

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	7%	(152)	12%	(265)	20%	(430)	47%	(1038)	14%	(314)	2200
Gender: Male	8%	(82)	13%	(141)	20%	(209)	47%	(495)	13%	(134)	1062
Gender: Female	6%	(69)	11%	(124)	19%	(221)	48%	(543)	16%	(181)	1138
Age: 18-34	12%	(77)	20%	(134)	19%	(123)	33%	(214)	17%	(109)	655
Age: 35-44	11%	(38)	13%	(47)	23%	(83)	38%	(134)	16%	(56)	358
Age: 45-64	4%	(28)	7%	(50)	19%	(144)	59%	(440)	12%	(90)	751
Age: 65+	2%	(9)	8%	(35)	19%	(81)	57%	(251)	14%	(60)	436
GenZers: 1997-2012	12%	(36)	20%	(60)	19%	(57)	28%	(84)	21%	(63)	299
Millennials: 1981-1996	12%	(71)	18%	(109)	21%	(122)	36%	(212)	14%	(82)	595
GenXers: 1965-1980	6%	(30)	8%	(44)	20%	(111)	52%	(280)	14%	(77)	542
Baby Boomers: 1946-1964	2%	(13)	7%	(48)	19%	(128)	60%	(412)	12%	(84)	685
PID: Dem (no lean)	11%	(99)	18%	(164)	23%	(204)	34%	(301)	15%	(130)	897
PID: Ind (no lean)	3%	(19)	10%	(65)	18%	(122)	51%	(346)	18%	(124)	676
PID: Rep (no lean)	5%	(34)	6%	(37)	17%	(104)	62%	(392)	10%	(60)	627
PID/Gender: Dem Men	13%	(54)	22%	(89)	21%	(87)	31%	(128)	12%	(50)	407
PID/Gender: Dem Women	9%	(44)	15%	(75)	24%	(118)	35%	(173)	16%	(80)	490
PID/Gender: Ind Men	3%	(10)	10%	(33)	19%	(61)	52%	(170)	16%	(53)	327
PID/Gender: Ind Women	2%	(9)	9%	(32)	18%	(61)	50%	(176)	20%	(71)	349
PID/Gender: Rep Men	6%	(18)	6%	(19)	19%	(62)	60%	(197)	9%	(31)	327
PID/Gender: Rep Women	5%	(16)	6%	(17)	14%	(42)	65%	(194)	10%	(29)	299
Ideo: Liberal (1-3)	10%	(66)	20%	(131)	24%	(155)	32%	(208)	13%	(87)	645
Ideo: Moderate (4)	8%	(49)	11%	(70)	21%	(133)	44%	(271)	16%	(98)	621
Ideo: Conservative (5-7)	4%	(26)	6%	(43)	16%	(111)	67%	(450)	7%	(44)	675
Educ: < College	6%	(92)	10%	(155)	20%	(302)	47%	(715)	16%	(248)	1512
Educ: Bachelors degree	8%	(34)	15%	(67)	21%	(93)	47%	(211)	9%	(39)	444
Educ: Post-grad	11%	(26)	18%	(44)	14%	(35)	46%	(112)	11%	(27)	244
Income: Under 50k	7%	(78)	12%	(138)	19%	(224)	45%	(534)	19%	(223)	1198
Income: 50k-100k	7%	(47)	10%	(70)	21%	(145)	51%	(349)	10%	(69)	680
Income: 100k+	8%	(27)	18%	(57)	19%	(61)	48%	(154)	7%	(23)	322
Ethnicity: White	6%	(105)	10%	(168)	18%	(314)	53%	(913)	13%	(223)	1722
Ethnicity: Hispanic	11%	(37)	18%	(61)	18%	(62)	37%	(128)	18%	(61)	349

Continued on next page

**Table MCSP7\_8:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements that discuss the 2020 presidential election

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	7%	(152)	12%	(265)	20%	(430)	47%	(1038)	14%	(314)	2200
Ethnicity: Black	13%	(35)	20%	(54)	21%	(58)	23%	(63)	24%	(65)	274
Ethnicity: Other	6%	(12)	22%	(44)	29%	(59)	31%	(62)	13%	(27)	204
All Christian	7%	(72)	10%	(93)	19%	(190)	54%	(526)	10%	(94)	975
All Non-Christian	15%	(19)	21%	(27)	26%	(33)	30%	(38)	9%	(11)	128
Atheist	2%	(2)	20%	(22)	25%	(27)	38%	(42)	16%	(18)	110
Agnostic/Nothing in particular	5%	(32)	10%	(58)	20%	(117)	45%	(272)	20%	(120)	598
Something Else	7%	(27)	17%	(67)	16%	(64)	41%	(161)	18%	(72)	390
Religious Non-Protestant/Catholic	14%	(21)	18%	(27)	23%	(35)	37%	(57)	8%	(12)	152
Evangelical	10%	(55)	13%	(72)	17%	(94)	49%	(281)	12%	(68)	570
Non-Evangelical	5%	(40)	11%	(86)	20%	(155)	51%	(386)	12%	(95)	761
Community: Urban	12%	(70)	19%	(117)	18%	(110)	32%	(192)	18%	(111)	600
Community: Suburban	5%	(54)	9%	(97)	23%	(243)	51%	(531)	11%	(112)	1037
Community: Rural	5%	(28)	9%	(52)	14%	(77)	56%	(315)	16%	(92)	564
Employ: Private Sector	11%	(70)	13%	(85)	20%	(129)	45%	(289)	11%	(68)	641
Employ: Government	5%	(7)	14%	(19)	20%	(26)	49%	(63)	11%	(14)	128
Employ: Self-Employed	7%	(11)	20%	(31)	18%	(28)	44%	(67)	10%	(15)	153
Employ: Homemaker	7%	(12)	8%	(13)	17%	(29)	51%	(85)	17%	(28)	165
Employ: Student	8%	(9)	14%	(17)	18%	(22)	31%	(39)	29%	(36)	124
Employ: Retired	2%	(12)	8%	(38)	19%	(97)	59%	(299)	12%	(61)	506
Employ: Unemployed	7%	(24)	13%	(45)	24%	(79)	36%	(119)	19%	(65)	332
Employ: Other	4%	(7)	12%	(18)	13%	(20)	52%	(78)	19%	(29)	151
Military HH: Yes	6%	(19)	9%	(31)	20%	(68)	54%	(184)	11%	(39)	341
Military HH: No	7%	(132)	13%	(234)	20%	(363)	46%	(854)	15%	(275)	1859
RD/WT: Right Direction	11%	(101)	19%	(167)	23%	(203)	32%	(290)	15%	(136)	897
RD/WT: Wrong Track	4%	(51)	8%	(98)	17%	(228)	57%	(748)	14%	(179)	1303
Biden Job Approve	10%	(124)	17%	(221)	24%	(302)	35%	(450)	14%	(186)	1282
Biden Job Disapprove	3%	(24)	5%	(34)	15%	(107)	67%	(469)	9%	(64)	698

Continued on next page

**Table MCSP7\_8:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements that discuss the 2020 presidential election

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	7%	(152)	12%	(265)	20%	(430)	47%	(1038)	14%	(314)	2200
Biden Job Strongly Approve	13%	(101)	19%	(151)	20%	(160)	34%	(272)	15%	(120)	804
Biden Job Somewhat Approve	5%	(22)	15%	(70)	30%	(142)	37%	(178)	14%	(66)	478
Biden Job Somewhat Disapprove	1%	(1)	6%	(12)	24%	(46)	60%	(114)	9%	(18)	191
Biden Job Strongly Disapprove	5%	(23)	4%	(23)	12%	(61)	70%	(355)	9%	(46)	507
Favorable of Biden	9%	(123)	17%	(224)	23%	(299)	36%	(468)	15%	(192)	1305
Unfavorable of Biden	3%	(23)	4%	(32)	14%	(110)	69%	(524)	9%	(69)	759
Very Favorable of Biden	13%	(100)	19%	(148)	22%	(173)	32%	(252)	14%	(108)	780
Somewhat Favorable of Biden	4%	(23)	14%	(76)	24%	(126)	41%	(216)	16%	(84)	525
Somewhat Unfavorable of Biden	2%	(3)	7%	(13)	22%	(42)	64%	(123)	6%	(12)	192
Very Unfavorable of Biden	4%	(20)	3%	(20)	12%	(69)	71%	(401)	10%	(58)	567
#1 Issue: Economy	8%	(71)	9%	(81)	22%	(187)	49%	(421)	12%	(108)	868
#1 Issue: Security	4%	(12)	13%	(35)	12%	(31)	61%	(162)	10%	(27)	267
#1 Issue: Health Care	8%	(32)	15%	(60)	23%	(92)	37%	(150)	17%	(70)	404
#1 Issue: Medicare / Social Security	1%	(3)	8%	(19)	18%	(42)	57%	(135)	16%	(37)	236
#1 Issue: Women's Issues	12%	(12)	21%	(20)	21%	(21)	32%	(30)	14%	(13)	96
#1 Issue: Education	6%	(6)	21%	(20)	23%	(22)	29%	(28)	20%	(19)	96
#1 Issue: Energy	8%	(6)	16%	(13)	21%	(17)	41%	(33)	14%	(11)	81
#1 Issue: Other	6%	(9)	11%	(17)	12%	(18)	52%	(80)	18%	(28)	152
2020 Vote: Joe Biden	10%	(103)	18%	(187)	24%	(255)	34%	(357)	14%	(146)	1049
2020 Vote: Donald Trump	4%	(25)	5%	(37)	15%	(103)	68%	(468)	8%	(53)	686
2020 Vote: Other	4%	(2)	8%	(5)	7%	(5)	63%	(39)	19%	(12)	62
2020 Vote: Didn't Vote	5%	(22)	9%	(36)	17%	(68)	43%	(174)	25%	(101)	401
2018 House Vote: Democrat	10%	(72)	19%	(144)	23%	(170)	36%	(266)	12%	(89)	741
2018 House Vote: Republican	4%	(22)	6%	(33)	13%	(70)	70%	(386)	8%	(43)	554
2018 House Vote: Someone else	3%	(1)	3%	(1)	16%	(8)	60%	(31)	19%	(10)	52
2016 Vote: Hillary Clinton	10%	(69)	18%	(126)	22%	(157)	37%	(260)	14%	(96)	707
2016 Vote: Donald Trump	4%	(23)	6%	(39)	14%	(88)	67%	(424)	9%	(55)	628
2016 Vote: Other	3%	(3)	6%	(7)	23%	(26)	60%	(68)	9%	(10)	113
2016 Vote: Didn't Vote	8%	(56)	12%	(92)	21%	(161)	38%	(287)	20%	(153)	749

Continued on next page



**Table MCSP7\_8:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements that discuss the 2020 presidential election

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	7%	(152)	12%	(265)	20%	(430)	47%	(1038)	14%	(314)	2200
Voted in 2014: Yes	7%	(81)	12%	(142)	18%	(213)	52%	(626)	11%	(133)	1194
Voted in 2014: No	7%	(71)	12%	(123)	22%	(217)	41%	(413)	18%	(182)	1006
4-Region: Northeast	9%	(34)	11%	(44)	19%	(74)	46%	(179)	16%	(62)	394
4-Region: Midwest	6%	(30)	10%	(45)	17%	(77)	58%	(270)	9%	(40)	462
4-Region: South	6%	(49)	11%	(90)	21%	(177)	44%	(367)	17%	(142)	824
4-Region: West	7%	(39)	16%	(86)	20%	(102)	43%	(223)	14%	(71)	520
Sports fan	9%	(129)	14%	(209)	22%	(341)	44%	(673)	11%	(166)	1519
Avid sports fan	13%	(62)	18%	(87)	22%	(107)	39%	(184)	8%	(37)	478
Casual sports fan	6%	(68)	12%	(122)	22%	(234)	47%	(489)	12%	(129)	1041
Football fan	8%	(122)	14%	(198)	22%	(322)	46%	(657)	10%	(145)	1444
Avid football fan	12%	(71)	17%	(107)	22%	(134)	41%	(250)	9%	(54)	616
Casual football fan	6%	(50)	11%	(91)	23%	(188)	49%	(407)	11%	(91)	828
NFL fan	8%	(116)	14%	(197)	22%	(311)	45%	(634)	10%	(138)	1396
Avid NFL fan	11%	(65)	16%	(97)	21%	(125)	43%	(257)	9%	(51)	595
Casual NFL fan	6%	(50)	13%	(101)	23%	(186)	47%	(376)	11%	(87)	801
Watched SB last year	8%	(98)	14%	(168)	22%	(254)	47%	(541)	8%	(98)	1157
Didn't watch SB last year	5%	(54)	9%	(98)	17%	(177)	48%	(498)	21%	(217)	1043
OK brands get political	15%	(120)	21%	(167)	26%	(203)	27%	(213)	10%	(81)	785
Not OK brands get political	2%	(26)	6%	(66)	17%	(190)	66%	(737)	9%	(100)	1119
OK social justice	11%	(136)	17%	(222)	24%	(313)	37%	(484)	11%	(137)	1292
Not OK social justice	2%	(13)	4%	(22)	14%	(87)	73%	(444)	8%	(47)	612
Likely SB viewer	9%	(125)	14%	(192)	24%	(316)	45%	(600)	8%	(110)	1344
Unlikely SB viewer	2%	(17)	9%	(69)	14%	(103)	55%	(401)	19%	(142)	733
More likely to watch SB this year	15%	(89)	20%	(114)	24%	(138)	33%	(190)	8%	(47)	577
Less likely to watch SB this year	5%	(23)	10%	(46)	16%	(74)	58%	(274)	12%	(55)	472
Likely host/attend SB party	19%	(78)	21%	(85)	24%	(98)	29%	(118)	6%	(26)	406
Unlikely host/attend SB party	4%	(68)	10%	(160)	20%	(325)	54%	(886)	13%	(217)	1656
Watch SB for game	7%	(64)	14%	(118)	25%	(212)	47%	(408)	7%	(57)	859
Watch SB for halftime	12%	(28)	19%	(42)	23%	(53)	34%	(78)	11%	(25)	227
Watch SB for ads	15%	(28)	13%	(24)	22%	(42)	47%	(90)	5%	(9)	193

Continued on next page

**Table MCSP7\_8:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements that discuss the 2020 presidential election

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	7%	(152)	12%	(265)	20%	(430)	47%	(1038)	14%	(314)	2200
SB more political	11%	(86)	14%	(117)	19%	(158)	52%	(426)	4%	(32)	818
SB less political	3%	(9)	14%	(47)	28%	(91)	48%	(158)	7%	(22)	328
Typically host/attend SB party	14%	(75)	16%	(88)	23%	(127)	40%	(225)	7%	(41)	556
Typically do not host/attend SB party	5%	(76)	11%	(177)	18%	(304)	50%	(814)	17%	(273)	1644
Usually pays a lot/some attn to ads	9%	(129)	13%	(200)	23%	(342)	47%	(707)	8%	(114)	1492
Usually pays not much/no attn to ads	3%	(23)	9%	(66)	12%	(88)	47%	(331)	28%	(200)	708
Plan to pay a lot/some attn to ads	9%	(124)	15%	(202)	24%	(332)	43%	(590)	8%	(110)	1359
Plan to pay not much/no attn to ads	3%	(27)	8%	(63)	12%	(99)	53%	(448)	24%	(204)	841
Pro football fav sport	12%	(73)	15%	(90)	21%	(126)	42%	(248)	10%	(58)	596
Fav NFL	9%	(118)	15%	(184)	24%	(295)	43%	(538)	9%	(119)	1254
Unfav NFL	4%	(18)	10%	(47)	15%	(73)	64%	(307)	8%	(37)	481
Fav Goodell	15%	(73)	19%	(92)	22%	(110)	37%	(182)	8%	(39)	496
Unfav Goodell	5%	(24)	11%	(54)	23%	(113)	54%	(263)	6%	(29)	483
Fav Chiefs	9%	(86)	15%	(150)	23%	(228)	47%	(471)	7%	(65)	1001
Fav Buccaneers	9%	(76)	16%	(130)	25%	(208)	43%	(355)	6%	(52)	822
Chiefs fan	8%	(67)	15%	(124)	21%	(177)	47%	(391)	8%	(70)	828
Buccaneers fan	7%	(43)	14%	(81)	24%	(141)	48%	(287)	7%	(40)	593
Frequent sports betters	22%	(23)	27%	(28)	8%	(8)	29%	(30)	13%	(14)	103
Regular sports betters	21%	(48)	27%	(61)	15%	(34)	28%	(62)	9%	(19)	223
Frequent NFL betters	23%	(27)	18%	(21)	12%	(14)	33%	(39)	14%	(16)	117
Regular NFL betters	22%	(52)	24%	(57)	18%	(42)	27%	(65)	10%	(23)	239
Definite SB betters	27%	(36)	17%	(23)	18%	(24)	32%	(42)	5%	(7)	132
Probable SB betters	20%	(67)	24%	(82)	24%	(84)	26%	(90)	5%	(18)	341
Believe betting is legal in their state	10%	(67)	13%	(88)	23%	(149)	44%	(291)	10%	(65)	661
Believe betting is illegal in their state	7%	(26)	13%	(51)	20%	(79)	51%	(196)	9%	(35)	387
Non-sports fans	3%	(22)	8%	(56)	13%	(89)	54%	(365)	22%	(148)	681
Gen Z sports fans	15%	(29)	21%	(40)	25%	(48)	23%	(44)	17%	(32)	194
Millennial sports fans	15%	(62)	22%	(92)	24%	(103)	31%	(131)	8%	(34)	422
Gen X sports fans	7%	(26)	10%	(37)	21%	(79)	51%	(193)	12%	(46)	381
Boomer sports fans	2%	(11)	8%	(37)	22%	(101)	58%	(269)	10%	(49)	466

Continued on next page

**Table MCSP7\_8:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Advertisements that discuss the 2020 presidential election

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	7%	(152)	12%	(265)	20%	(430)	47%	(1038)	14%	(314)	2200
Sports fans 18-34	14%	(63)	22%	(97)	23%	(103)	29%	(125)	11%	(50)	439
Sports fans 35-44	14%	(34)	18%	(45)	25%	(64)	33%	(83)	11%	(27)	253
Sports fans 45-64	5%	(25)	8%	(40)	20%	(108)	57%	(300)	11%	(57)	530
Sports fans 65+	2%	(7)	9%	(27)	22%	(66)	55%	(165)	11%	(32)	297
Occasional sports betters	11%	(21)	17%	(34)	26%	(52)	37%	(72)	9%	(17)	196
Non-sports betters	5%	(82)	10%	(171)	19%	(345)	51%	(904)	16%	(278)	1781
In legal betting states	8%	(64)	11%	(87)	18%	(147)	48%	(390)	15%	(126)	814
Outside legal betting states	6%	(87)	13%	(179)	20%	(283)	47%	(649)	14%	(189)	1386
Sports fan In legal betting states 21+	9%	(48)	12%	(66)	21%	(109)	48%	(252)	11%	(56)	530
Sports fan Outside legal betting states 21+	7%	(64)	14%	(125)	23%	(210)	45%	(400)	11%	(95)	893
Likely SB viewer In legal betting states 21+	11%	(49)	12%	(58)	23%	(106)	46%	(213)	8%	(39)	464
Likely SB viewer Outside legal betting states 21+	7%	(58)	15%	(117)	24%	(193)	46%	(363)	8%	(65)	796

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

**Table MCSP7\_9: To what extent do you enjoy watching the following types of Super Bowl advertisements?**

*Informative advertisements*

Demographic	I enjoy these a lot		I enjoy these somewhat		I do not enjoy these much		I do not enjoy these at all		Don't know / No opinion		Total N
Adults	21%	(467)	42%	(917)	13%	(284)	9%	(187)	16%	(345)	2200
Gender: Male	23%	(243)	43%	(460)	13%	(142)	7%	(78)	13%	(139)	1062
Gender: Female	20%	(223)	40%	(457)	13%	(143)	10%	(109)	18%	(206)	1138
Age: 18-34	24%	(160)	36%	(233)	16%	(105)	8%	(55)	15%	(101)	655
Age: 35-44	25%	(89)	41%	(148)	12%	(44)	4%	(16)	17%	(61)	358
Age: 45-64	18%	(135)	46%	(345)	12%	(92)	9%	(70)	15%	(110)	751
Age: 65+	19%	(83)	44%	(191)	10%	(43)	11%	(46)	17%	(72)	436
GenZers: 1997-2012	23%	(70)	34%	(100)	14%	(41)	11%	(32)	19%	(56)	299
Millennials: 1981-1996	25%	(152)	40%	(237)	16%	(95)	5%	(31)	14%	(81)	595
GenXers: 1965-1980	20%	(111)	42%	(227)	14%	(73)	8%	(43)	16%	(88)	542
Baby Boomers: 1946-1964	18%	(125)	47%	(319)	10%	(70)	10%	(65)	15%	(105)	685
PID: Dem (no lean)	29%	(256)	43%	(385)	11%	(95)	6%	(52)	12%	(109)	897
PID: Ind (no lean)	17%	(112)	39%	(266)	15%	(104)	8%	(53)	21%	(141)	676
PID: Rep (no lean)	16%	(98)	42%	(266)	14%	(85)	13%	(82)	15%	(95)	627
PID/Gender: Dem Men	32%	(130)	44%	(177)	11%	(47)	6%	(23)	8%	(31)	407
PID/Gender: Dem Women	26%	(126)	42%	(208)	10%	(48)	6%	(29)	16%	(78)	490
PID/Gender: Ind Men	16%	(52)	42%	(139)	17%	(56)	7%	(23)	18%	(58)	327
PID/Gender: Ind Women	17%	(60)	36%	(127)	14%	(48)	9%	(30)	24%	(83)	349
PID/Gender: Rep Men	19%	(61)	44%	(144)	12%	(40)	10%	(32)	16%	(51)	327
PID/Gender: Rep Women	12%	(37)	41%	(122)	15%	(46)	17%	(50)	15%	(44)	299
Ideo: Liberal (1-3)	28%	(181)	42%	(268)	13%	(87)	5%	(30)	12%	(79)	645
Ideo: Moderate (4)	21%	(129)	44%	(274)	11%	(68)	8%	(48)	16%	(102)	621
Ideo: Conservative (5-7)	17%	(114)	44%	(297)	15%	(99)	13%	(88)	11%	(77)	675
Educ: < College	19%	(289)	40%	(611)	13%	(193)	9%	(142)	18%	(276)	1512
Educ: Bachelors degree	25%	(110)	44%	(196)	15%	(65)	7%	(33)	9%	(41)	444
Educ: Post-grad	28%	(68)	45%	(110)	11%	(26)	5%	(12)	11%	(28)	244
Income: Under 50k	20%	(243)	38%	(451)	13%	(154)	10%	(118)	19%	(231)	1198
Income: 50k-100k	21%	(143)	48%	(328)	12%	(79)	7%	(47)	12%	(83)	680
Income: 100k+	25%	(81)	43%	(138)	16%	(51)	7%	(22)	9%	(30)	322
Ethnicity: White	19%	(327)	43%	(733)	14%	(236)	9%	(160)	15%	(266)	1722
Ethnicity: Hispanic	25%	(87)	42%	(145)	16%	(56)	4%	(16)	13%	(46)	349

Continued on next page

**Table MCSP7\_9:** To what extent do you enjoy watching the following types of Super Bowl advertisements?

*Informative advertisements*

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	21% (467)	42% (917)	13% (284)	9% (187)	16% (345)	2200
Ethnicity: Black	34% (92)	36% (98)	9% (24)	4% (11)	18% (49)	274
Ethnicity: Other	24% (48)	42% (86)	12% (24)	8% (16)	15% (30)	204
All Christian	21% (206)	46% (449)	12% (113)	9% (87)	12% (120)	975
All Non-Christian	33% (42)	35% (45)	14% (18)	8% (10)	10% (13)	128
Atheist	15% (17)	45% (49)	15% (16)	9% (10)	16% (17)	110
Agnostic/Nothing in particular	18% (106)	42% (249)	13% (76)	7% (43)	21% (124)	598
Something Else	25% (96)	32% (125)	16% (61)	10% (38)	18% (70)	390
Religious Non-Protestant/Catholic	29% (44)	38% (58)	14% (21)	7% (11)	12% (18)	152
Evangelical	22% (126)	40% (227)	14% (78)	10% (56)	14% (82)	570
Non-Evangelical	23% (172)	43% (331)	12% (90)	9% (68)	13% (100)	761
Community: Urban	30% (180)	36% (217)	14% (82)	5% (30)	15% (91)	600
Community: Suburban	17% (180)	47% (484)	14% (140)	9% (93)	13% (139)	1037
Community: Rural	19% (107)	38% (216)	11% (62)	11% (64)	20% (114)	564
Employ: Private Sector	23% (150)	45% (287)	14% (89)	6% (42)	12% (74)	641
Employ: Government	23% (29)	36% (46)	19% (25)	9% (11)	13% (17)	128
Employ: Self-Employed	24% (37)	45% (70)	12% (18)	10% (15)	9% (14)	153
Employ: Homemaker	20% (33)	45% (75)	12% (20)	7% (11)	16% (27)	165
Employ: Student	22% (27)	40% (50)	10% (13)	11% (14)	17% (20)	124
Employ: Retired	19% (96)	43% (216)	10% (51)	12% (58)	17% (85)	506
Employ: Unemployed	19% (64)	36% (121)	14% (46)	8% (26)	23% (75)	332
Employ: Other	21% (32)	36% (54)	15% (23)	6% (9)	22% (33)	151
Military HH: Yes	19% (64)	42% (145)	15% (50)	7% (24)	17% (59)	341
Military HH: No	22% (403)	42% (772)	13% (235)	9% (163)	15% (286)	1859
RD/WT: Right Direction	27% (244)	41% (370)	11% (102)	6% (53)	14% (128)	897
RD/WT: Wrong Track	17% (223)	42% (547)	14% (182)	10% (134)	17% (217)	1303
Biden Job Approve	26% (335)	44% (565)	12% (158)	5% (62)	13% (163)	1282
Biden Job Disapprove	16% (109)	40% (277)	14% (94)	16% (109)	16% (109)	698

Continued on next page

**Table MCSP7\_9:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Informative advertisements

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	21% (467)	42% (917)	13% (284)	9% (187)	16% (345)	2200
Biden Job Strongly Approve	29% (236)	42% (337)	10% (82)	5% (41)	13% (107)	804
Biden Job Somewhat Approve	21% (98)	48% (228)	16% (76)	4% (20)	12% (56)	478
Biden Job Somewhat Disapprove	14% (27)	51% (97)	15% (29)	9% (18)	11% (20)	191
Biden Job Strongly Disapprove	16% (82)	36% (180)	13% (65)	18% (91)	17% (89)	507
Favorable of Biden	26% (345)	44% (569)	12% (155)	5% (64)	13% (173)	1305
Unfavorable of Biden	13% (101)	41% (314)	15% (116)	15% (113)	15% (114)	759
Very Favorable of Biden	33% (258)	40% (309)	10% (79)	5% (38)	13% (98)	780
Somewhat Favorable of Biden	17% (87)	50% (260)	15% (76)	5% (26)	14% (75)	525
Somewhat Unfavorable of Biden	15% (28)	49% (95)	17% (32)	10% (20)	9% (17)	192
Very Unfavorable of Biden	13% (73)	39% (220)	15% (84)	16% (94)	17% (97)	567
#1 Issue: Economy	23% (199)	42% (362)	14% (124)	8% (65)	14% (118)	868
#1 Issue: Security	17% (45)	42% (113)	13% (34)	13% (35)	15% (39)	267
#1 Issue: Health Care	23% (93)	44% (177)	10% (40)	6% (25)	17% (70)	404
#1 Issue: Medicare / Social Security	16% (39)	42% (98)	12% (28)	12% (28)	19% (44)	236
#1 Issue: Women's Issues	30% (29)	37% (36)	9% (9)	8% (8)	16% (15)	96
#1 Issue: Education	22% (21)	30% (29)	17% (16)	12% (12)	19% (18)	96
#1 Issue: Energy	25% (20)	43% (35)	17% (14)	7% (5)	7% (6)	81
#1 Issue: Other	14% (21)	44% (67)	13% (20)	6% (9)	22% (34)	152
2020 Vote: Joe Biden	27% (284)	44% (465)	11% (115)	4% (46)	13% (139)	1049
2020 Vote: Donald Trump	14% (98)	43% (293)	16% (109)	14% (95)	13% (92)	686
2020 Vote: Other	12% (7)	40% (25)	26% (16)	10% (6)	12% (7)	62
2020 Vote: Didn't Vote	19% (77)	34% (134)	11% (44)	10% (40)	26% (105)	401
2018 House Vote: Democrat	28% (209)	44% (330)	11% (83)	5% (37)	11% (82)	741
2018 House Vote: Republican	15% (84)	45% (247)	14% (78)	13% (72)	13% (73)	554
2018 House Vote: Someone else	15% (8)	43% (22)	16% (9)	9% (5)	17% (9)	52
2016 Vote: Hillary Clinton	28% (198)	44% (313)	11% (80)	5% (36)	11% (81)	707
2016 Vote: Donald Trump	17% (105)	44% (275)	14% (88)	11% (71)	14% (89)	628
2016 Vote: Other	19% (21)	40% (46)	19% (21)	10% (11)	12% (14)	113
2016 Vote: Didn't Vote	19% (141)	38% (283)	13% (95)	9% (69)	21% (160)	749

Continued on next page

**Table MCSP7\_9:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Informative advertisements

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	21% (467)	42% (917)	13% (284)	9% (187)	16% (345)	2200
Voted in 2014: Yes	23% (273)	44% (530)	13% (150)	8% (97)	12% (145)	1194
Voted in 2014: No	19% (194)	38% (387)	13% (135)	9% (91)	20% (200)	1006
4-Region: Northeast	26% (101)	40% (158)	11% (43)	8% (31)	16% (62)	394
4-Region: Midwest	22% (101)	41% (189)	14% (65)	8% (35)	15% (71)	462
4-Region: South	19% (159)	40% (333)	12% (101)	10% (86)	18% (146)	824
4-Region: West	20% (106)	46% (237)	15% (76)	7% (35)	13% (66)	520
Sports fan	25% (376)	46% (692)	13% (197)	6% (94)	11% (160)	1519
Avid sports fan	34% (162)	43% (204)	12% (57)	4% (19)	7% (35)	478
Casual sports fan	21% (214)	47% (488)	13% (140)	7% (75)	12% (125)	1041
Football fan	25% (357)	46% (664)	13% (184)	6% (89)	10% (149)	1444
Avid football fan	30% (187)	44% (268)	14% (87)	4% (27)	8% (47)	616
Casual football fan	20% (169)	48% (396)	12% (97)	8% (63)	12% (102)	828
NFL fan	25% (348)	46% (642)	13% (185)	6% (86)	10% (135)	1396
Avid NFL fan	29% (175)	43% (258)	14% (84)	5% (29)	8% (50)	595
Casual NFL fan	22% (173)	48% (384)	13% (101)	7% (57)	11% (85)	801
Watched SB last year	25% (288)	47% (545)	13% (155)	6% (65)	9% (104)	1157
Didn't watch SB last year	17% (178)	36% (372)	12% (129)	12% (123)	23% (240)	1043
OK brands get political	28% (221)	44% (348)	12% (95)	6% (46)	9% (74)	785
Not OK brands get political	19% (217)	44% (488)	15% (164)	11% (123)	11% (128)	1119
OK social justice	28% (364)	45% (579)	12% (156)	5% (69)	10% (124)	1292
Not OK social justice	13% (77)	41% (249)	17% (107)	16% (98)	13% (81)	612
Likely SB viewer	27% (361)	46% (622)	14% (184)	5% (71)	8% (106)	1344
Unlikely SB viewer	13% (92)	37% (269)	13% (94)	14% (106)	23% (172)	733
More likely to watch SB this year	34% (194)	41% (236)	12% (71)	6% (35)	7% (41)	577
Less likely to watch SB this year	13% (62)	41% (194)	15% (69)	14% (67)	17% (80)	472
Likely host/attend SB party	31% (125)	41% (166)	14% (58)	5% (21)	9% (35)	406
Unlikely host/attend SB party	19% (318)	44% (732)	13% (216)	9% (152)	14% (238)	1656
Watch SB for game	27% (229)	48% (416)	13% (110)	5% (41)	7% (63)	859
Watch SB for halftime	32% (73)	40% (91)	15% (35)	7% (16)	5% (12)	227
Watch SB for ads	24% (45)	50% (96)	15% (29)	5% (11)	6% (12)	193

Continued on next page

**Table MCSP7\_9:** To what extent do you enjoy watching the following types of Super Bowl advertisements?

*Informative advertisements*

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	21% (467)	42% (917)	13% (284)	9% (187)	16% (345)	2200
SB more political	24% (197)	43% (354)	16% (130)	9% (77)	7% (60)	818
SB less political	27% (88)	46% (152)	12% (39)	7% (24)	8% (26)	328
Typically host/attend SB party	30% (164)	44% (243)	16% (87)	5% (27)	6% (35)	556
Typically do not host/attend SB party	18% (302)	41% (674)	12% (197)	10% (160)	19% (310)	1644
Usually pays a lot/some attn to ads	26% (395)	46% (692)	14% (206)	5% (74)	8% (125)	1492
Usually pays not much/no attn to ads	10% (72)	32% (225)	11% (79)	16% (113)	31% (219)	708
Plan to pay a lot/some attn to ads	27% (373)	46% (631)	13% (176)	5% (68)	8% (111)	1359
Plan to pay not much/no attn to ads	11% (93)	34% (286)	13% (109)	14% (119)	28% (234)	841
Pro football fav sport	28% (169)	44% (263)	11% (67)	7% (41)	9% (56)	596
Fav NFL	28% (349)	47% (584)	12% (146)	5% (65)	9% (109)	1254
Unfav NFL	16% (75)	37% (180)	17% (84)	16% (76)	14% (67)	481
Fav Goodell	31% (155)	49% (243)	11% (55)	3% (17)	5% (26)	496
Unfav Goodell	21% (103)	46% (221)	15% (72)	11% (53)	7% (33)	483
Fav Chiefs	27% (272)	47% (466)	14% (137)	6% (58)	7% (68)	1001
Fav Buccaneers	28% (231)	48% (398)	13% (106)	5% (38)	6% (49)	822
Chiefs fan	25% (210)	46% (384)	14% (112)	7% (56)	8% (67)	828
Buccaneers fan	25% (146)	44% (260)	16% (93)	8% (47)	8% (47)	593
Frequent sports betters	37% (38)	42% (44)	10% (10)	2% (2)	9% (9)	103
Regular sports betters	37% (83)	37% (83)	14% (32)	4% (10)	7% (15)	223
Frequent NFL betters	34% (40)	41% (47)	15% (17)	2% (2)	9% (10)	117
Regular NFL betters	35% (84)	37% (87)	16% (37)	4% (10)	9% (21)	239
Definite SB betters	45% (59)	31% (41)	9% (12)	6% (7)	9% (12)	132
Probable SB betters	32% (110)	43% (147)	15% (51)	4% (14)	5% (18)	341
Believe betting is legal in their state	27% (178)	42% (278)	16% (106)	6% (42)	9% (57)	661
Believe betting is illegal in their state	20% (76)	46% (178)	11% (41)	12% (45)	12% (48)	387
Non-sports fans	13% (91)	33% (225)	13% (87)	14% (93)	27% (184)	681
Gen Z sports fans	27% (52)	36% (70)	14% (28)	11% (21)	12% (23)	194
Millennial sports fans	30% (127)	43% (183)	15% (64)	3% (12)	8% (35)	422
Gen X sports fans	24% (90)	45% (171)	14% (54)	6% (22)	12% (45)	381
Boomer sports fans	21% (99)	51% (238)	10% (48)	7% (32)	11% (49)	466

Continued on next page



**Table MCSP7\_9:** To what extent do you enjoy watching the following types of Super Bowl advertisements?  
Informative advertisements

Demographic	I enjoy these a lot	I enjoy these somewhat	I do not enjoy these much	I do not enjoy these at all	Don't know / No opinion	Total N
Adults	21% (467)	42% (917)	13% (284)	9% (187)	16% (345)	2200
Sports fans 18-34	29% (125)	39% (172)	15% (67)	7% (31)	10% (43)	439
Sports fans 35-44	30% (75)	45% (113)	13% (34)	2% (6)	10% (25)	253
Sports fans 45-64	21% (110)	49% (258)	12% (65)	7% (38)	11% (59)	530
Sports fans 65+	22% (66)	50% (149)	11% (31)	6% (19)	11% (33)	297
Occasional sports betters	22% (43)	47% (93)	15% (30)	8% (16)	8% (15)	196
Non-sports betters	19% (341)	42% (741)	13% (223)	9% (162)	18% (314)	1781
In legal betting states	24% (196)	42% (339)	11% (88)	8% (63)	16% (128)	814
Outside legal betting states	20% (271)	42% (577)	14% (197)	9% (124)	16% (216)	1386
Sports fan In legal betting states 21+	28% (146)	44% (233)	12% (65)	6% (34)	10% (52)	530
Sports fan Outside legal betting states 21+	23% (205)	48% (424)	13% (113)	6% (50)	11% (101)	893
Likely SB viewer In legal betting states 21+	29% (136)	47% (217)	11% (50)	5% (25)	8% (36)	464
Likely SB viewer Outside legal betting states 21+	25% (200)	48% (378)	14% (111)	5% (40)	8% (66)	796

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

**Table MCSP8: And which type of Super Bowl advertisement would you say is your favorite?**

Demographic	Advertisements that discuss the						Advertisements that discuss the 2020 presidential election		Informative advertisements	Don't know / No opinion	Total N
	Political campaign advertisements	Funny advertisements	Sentimental advertisements	Advertisements that make a political statement	Advertisements that promote social justice	Patriotic advertisements	COVID-19 pandemic (coronavirus)				
Adults	1% (15)	65% (1440)	4% (97)	1% (15)	3% (70)	5% (104)	3% (55)	1% (22)	4% (96)	13% (286)	2200
Gender: Male	1% (10)	65% (688)	2% (25)	1% (9)	3% (31)	6% (59)	3% (35)	1% (14)	6% (65)	12% (127)	1062
Gender: Female	— (5)	66% (752)	6% (73)	1% (6)	3% (40)	4% (45)	2% (21)	1% (8)	3% (31)	14% (158)	1138
Age: 18-34	1% (8)	64% (421)	4% (24)	1% (6)	5% (33)	3% (17)	4% (25)	2% (13)	4% (24)	13% (84)	655
Age: 35-44	1% (3)	65% (232)	3% (10)	1% (5)	3% (12)	3% (11)	2% (9)	1% (3)	6% (23)	14% (49)	358
Age: 45-64	— (2)	70% (524)	5% (37)	— (4)	2% (16)	6% (44)	2% (13)	1% (5)	5% (35)	9% (71)	751
Age: 65+	— (1)	60% (263)	6% (26)	— (0)	2% (10)	7% (32)	2% (9)	— (0)	3% (13)	19% (82)	436
GenZers: 1997-2012	1% (4)	65% (195)	2% (6)	— (0)	5% (14)	1% (4)	3% (8)	3% (9)	4% (11)	17% (50)	299
Millennials: 1981-1996	1% (7)	64% (379)	4% (25)	2% (10)	5% (30)	4% (22)	4% (25)	1% (8)	4% (27)	10% (62)	595
GenXers: 1965-1980	— (1)	70% (380)	3% (19)	1% (3)	2% (12)	5% (26)	2% (9)	1% (5)	4% (23)	12% (63)	542
Baby Boomers: 1946-1964	— (3)	65% (448)	7% (48)	— (1)	2% (11)	6% (43)	2% (13)	— (0)	5% (31)	13% (86)	685
PID: Dem (no lean)	1% (8)	64% (573)	5% (47)	1% (9)	5% (46)	2% (20)	4% (35)	2% (19)	6% (50)	10% (90)	897
PID: Ind (no lean)	— (2)	67% (455)	3% (22)	— (1)	3% (17)	5% (34)	1% (9)	— (1)	4% (25)	16% (110)	676
PID: Rep (no lean)	1% (5)	66% (413)	5% (28)	1% (5)	1% (6)	8% (50)	2% (11)	— (2)	3% (21)	14% (85)	627
PID/Gender: Dem Men	1% (5)	63% (256)	3% (11)	1% (6)	5% (20)	2% (9)	5% (20)	3% (12)	8% (31)	9% (38)	407
PID/Gender: Dem Women	1% (3)	65% (317)	7% (36)	1% (4)	5% (26)	2% (10)	3% (16)	1% (7)	4% (19)	11% (52)	490
PID/Gender: Ind Men	— (1)	68% (223)	2% (7)	— (0)	2% (5)	6% (20)	2% (6)	— (0)	6% (18)	14% (46)	327
PID/Gender: Ind Women	— (1)	66% (232)	4% (15)	— (1)	3% (12)	4% (14)	1% (3)	— (1)	2% (6)	18% (64)	349
PID/Gender: Rep Men	1% (4)	64% (209)	2% (6)	1% (3)	2% (6)	9% (29)	3% (9)	1% (2)	5% (16)	13% (43)	327
PID/Gender: Rep Women	— (1)	68% (204)	7% (22)	1% (2)	— (1)	7% (21)	1% (2)	— (0)	2% (5)	14% (42)	299
Ideo: Liberal (1-3)	2% (11)	65% (419)	5% (33)	2% (10)	7% (45)	2% (13)	2% (15)	1% (10)	4% (29)	10% (61)	645
Ideo: Moderate (4)	— (3)	66% (411)	4% (25)	— (2)	3% (21)	4% (27)	4% (25)	— (3)	5% (31)	12% (72)	621
Ideo: Conservative (5-7)	— (1)	67% (450)	5% (36)	— (2)	— (2)	9% (59)	2% (14)	1% (4)	5% (34)	11% (74)	675
Educ: < College	1% (8)	65% (987)	4% (64)	— (5)	3% (39)	5% (74)	2% (33)	1% (14)	4% (56)	15% (231)	1512
Educ: Bachelors degree	1% (6)	71% (313)	6% (25)	— (2)	3% (15)	3% (14)	3% (14)	1% (4)	4% (18)	7% (33)	444
Educ: Post-grad	— (0)	57% (140)	3% (8)	3% (8)	6% (15)	7% (16)	3% (8)	2% (4)	9% (21)	9% (22)	244
Income: Under 50k	— (5)	65% (782)	4% (47)	— (5)	2% (29)	4% (44)	3% (35)	1% (12)	3% (36)	17% (201)	1198
Income: 50k-100k	1% (5)	65% (445)	5% (34)	1% (6)	4% (30)	6% (40)	1% (10)	1% (7)	5% (36)	10% (67)	680
Income: 100k+	1% (4)	66% (213)	5% (16)	1% (4)	3% (10)	6% (20)	3% (10)	1% (3)	7% (23)	5% (18)	322
Ethnicity: White	1% (10)	67% (1151)	5% (79)	1% (13)	3% (43)	6% (98)	2% (34)	1% (11)	4% (67)	13% (216)	1722
Ethnicity: Hispanic	2% (5)	65% (228)	2% (6)	2% (6)	4% (15)	2% (5)	3% (12)	3% (11)	8% (26)	10% (35)	349
Ethnicity: Black	1% (3)	60% (164)	4% (10)	1% (2)	6% (17)	2% (4)	5% (15)	2% (5)	5% (12)	15% (42)	274
Ethnicity: Other	1% (1)	62% (126)	4% (9)	— (0)	5% (9)	1% (2)	3% (6)	3% (6)	8% (17)	13% (27)	204
All Christian	1% (8)	67% (651)	5% (51)	1% (6)	3% (26)	6% (60)	3% (27)	1% (9)	4% (35)	10% (101)	975
All Non-Christian	— (0)	49% (63)	7% (9)	3% (4)	8% (10)	5% (6)	3% (4)	1% (2)	14% (18)	9% (12)	128
Atheist	1% (1)	72% (79)	2% (2)	2% (2)	4% (5)	2% (3)	4% (4)	— (0)	3% (3)	9% (10)	110
Agnostic/Nothing in particular	— (2)	66% (393)	3% (19)	— (1)	3% (17)	3% (18)	2% (10)	1% (3)	4% (26)	18% (109)	598
Something Else	1% (4)	65% (254)	4% (16)	— (2)	3% (13)	4% (18)	3% (10)	2% (8)	3% (13)	14% (54)	390
Religious Non-Protestant/Catholic	— (0)	51% (77)	7% (10)	3% (4)	8% (13)	6% (10)	3% (4)	1% (2)	12% (19)	9% (13)	152
Evangelical	1% (7)	58% (332)	6% (33)	1% (4)	2% (13)	6% (34)	4% (21)	3% (17)	5% (27)	14% (82)	570
Non-Evangelical	1% (4)	73% (554)	4% (33)	— (3)	3% (22)	5% (39)	2% (15)	— (0)	3% (20)	9% (71)	761

Continued on next page

**Table MCSP8: And which type of Super Bowl advertisement would you say is your favorite?**

Demographic	Advertisements											Total N	
	Political campaign advertise- ments	Funny advertise- ments	Sentimental advertise- ments	Advertisements that			Advertisements that discuss the COVID-19 pandemic (coron- avirus)	Advertisements that discuss the 2020 presiden- tial election			Informative advertise- ments		Don't know / No opinion
				that make a political statement	promote social justice	Patriotic advertise- ments							
Adults	1% (15)	65%(1440)	4% (97)	1% (15)	3% (70)	5% (104)	3% (55)	1% (22)	4% (96)	13% (286)		2200	
Community: Urban	1% (4)	59% (353)	5% (30)	2% (10)	5% (27)	4% (23)	4% (25)	2% (13)	8% (46)	11% (68)		600	
Community: Suburban	1% (10)	70% (729)	5% (47)	— (3)	3% (27)	5% (50)	1% (15)	1% (7)	4% (44)	10% (104)		1037	
Community: Rural	— (1)	64% (358)	4% (20)	— (1)	3% (16)	6% (31)	3% (15)	— (2)	1% (6)	20% (113)		564	
Employ: Private Sector	1% (6)	64% (410)	4% (22)	1% (9)	4% (28)	5% (34)	4% (23)	1% (9)	7% (43)	9% (55)		641	
Employ: Government	1% (1)	69% (89)	6% (8)	2% (2)	4% (5)	3% (4)	3% (4)	3% (4)	— (0)	8% (11)		128	
Employ: Self-Employed	1% (1)	62% (95)	3% (4)	2% (3)	7% (11)	6% (10)	4% (6)	— (0)	5% (8)	10% (16)		153	
Employ: Homemaker	1% (1)	75% (124)	6% (11)	— (0)	1% (2)	3% (4)	1% (2)	— (0)	3% (5)	10% (16)		165	
Employ: Student	— (1)	78% (96)	2% (2)	— (0)	4% (5)	— (1)	2% (3)	1% (1)	3% (3)	10% (12)		124	
Employ: Retired	— (1)	60% (304)	7% (37)	— (1)	2% (8)	8% (39)	2% (11)	— (1)	4% (18)	17% (85)		506	
Employ: Unemployed	1% (2)	64% (213)	4% (12)	— (0)	3% (10)	2% (8)	1% (4)	1% (2)	5% (15)	20% (65)		332	
Employ: Other	1% (1)	72% (109)	— (1)	— (0)	2% (2)	2% (3)	1% (2)	3% (5)	2% (2)	17% (26)		151	
Military HH: Yes	— (1)	67% (227)	4% (13)	2% (6)	3% (10)	11% (36)	1% (5)	— (1)	2% (8)	10% (34)		341	
Military HH: No	1% (13)	65% (1213)	5% (84)	— (9)	3% (60)	4% (68)	3% (50)	1% (21)	5% (88)	14% (251)		1859	
RD/WT: Right Direction	1% (11)	62% (552)	4% (37)	1% (13)	5% (44)	3% (25)	4% (39)	2% (16)	5% (43)	13% (117)		897	
RD/WT: Wrong Track	— (4)	68% (888)	5% (60)	— (2)	2% (26)	6% (79)	1% (17)	— (6)	4% (53)	13% (169)		1303	
Biden Job Approve	1% (13)	65% (833)	4% (57)	1% (13)	5% (60)	2% (31)	4% (47)	1% (19)	6% (72)	11% (136)		1282	
Biden Job Disapprove	— (1)	67% (469)	5% (34)	— (0)	1% (6)	9% (65)	1% (6)	— (3)	3% (23)	13% (92)		698	
Biden Job Strongly Approve	1% (8)	62% (499)	5% (38)	1% (10)	6% (46)	2% (14)	5% (36)	2% (15)	6% (48)	11% (90)		804	
Biden Job Somewhat Approve	1% (5)	70% (334)	4% (19)	1% (4)	3% (14)	4% (17)	2% (11)	1% (3)	5% (24)	10% (46)		478	
Biden Job Somewhat Disapprove	— (0)	71% (137)	7% (13)	— (0)	— (1)	7% (14)	1% (2)	2% (3)	4% (7)	8% (14)		191	
Biden Job Strongly Disapprove	— (1)	65% (332)	4% (21)	— (0)	1% (5)	10% (51)	1% (4)	— (0)	3% (15)	15% (78)		507	
Favorable of Biden	1% (11)	65% (852)	4% (54)	1% (13)	5% (62)	2% (29)	4% (50)	1% (19)	5% (71)	11% (143)		1305	
Unfavorable of Biden	— (3)	68% (519)	5% (36)	— (2)	1% (4)	9% (66)	1% (4)	— (1)	3% (23)	13% (100)		759	
Very Favorable of Biden	1% (7)	62% (484)	5% (36)	1% (9)	5% (42)	2% (13)	5% (39)	2% (17)	6% (48)	11% (87)		780	
Somewhat Favorable of Biden	1% (5)	70% (368)	4% (19)	1% (4)	4% (20)	3% (16)	2% (11)	— (3)	4% (23)	11% (57)		525	
Somewhat Unfavorable of Biden	— (0)	76% (145)	4% (8)	1% (1)	1% (1)	6% (12)	— (1)	1% (1)	5% (9)	7% (13)		192	
Very Unfavorable of Biden	— (3)	66% (374)	5% (27)	— (1)	1% (3)	10% (54)	1% (4)	— (0)	2% (14)	15% (87)		567	
#1 Issue: Economy	1% (5)	70% (608)	3% (30)	1% (5)	3% (22)	5% (43)	2% (21)	1% (6)	5% (46)	9% (81)		868	
#1 Issue: Security	1% (2)	59% (159)	3% (9)	— (0)	2% (6)	11% (31)	3% (7)	2% (6)	4% (11)	14% (37)		267	
#1 Issue: Health Care	1% (2)	67% (271)	5% (21)	1% (3)	6% (23)	— (2)	3% (11)	1% (2)	3% (13)	14% (55)		404	
#1 Issue: Medicare / Social Security	1% (1)	57% (134)	7% (17)	— (0)	1% (2)	6% (13)	2% (4)	— (0)	5% (11)	23% (53)		236	
#1 Issue: Women's Issues	1% (1)	62% (60)	6% (6)	— (0)	6% (6)	2% (1)	4% (4)	2% (2)	— (0)	16% (15)		96	
#1 Issue: Education	1% (1)	68% (65)	3% (3)	1% (1)	1% (1)	4% (3)	6% (6)	4% (4)	1% (1)	12% (11)		96	
#1 Issue: Energy	1% (1)	66% (54)	4% (3)	5% (4)	9% (7)	4% (4)	— (0)	1% (1)	3% (3)	7% (5)		81	
#1 Issue: Other	1% (1)	59% (90)	6% (9)	1% (2)	2% (3)	5% (7)	1% (2)	— (0)	7% (11)	18% (27)		152	
2020 Vote: Joe Biden	1% (9)	65% (684)	5% (54)	1% (11)	5% (56)	2% (25)	4% (44)	1% (15)	5% (54)	9% (97)		1049	
2020 Vote: Donald Trump	1% (4)	66% (455)	5% (34)	— (3)	— (1)	10% (66)	1% (5)	1% (6)	4% (28)	12% (84)		686	
2020 Vote: Other	1% (1)	76% (47)	4% (2)	— (0)	5% (3)	5% (3)	1% (1)	— (0)	2% (1)	6% (4)		62	
2020 Vote: Didn't Vote	— (1)	63% (254)	2% (7)	— (1)	2% (10)	2% (10)	1% (6)	— (1)	3% (12)	25% (99)		401	
2018 House Vote: Democrat	1% (8)	65% (484)	5% (37)	1% (7)	5% (41)	3% (25)	4% (28)	2% (14)	4% (33)	9% (65)		741	
2018 House Vote: Republican	— (2)	65% (362)	6% (33)	— (3)	1% (4)	11% (59)	1% (6)	— (2)	4% (21)	11% (63)		554	
2018 House Vote: Someone else	2% (1)	74% (38)	1% (1)	— (0)	— (0)	5% (3)	1% (1)	— (0)	2% (1)	16% (8)		52	

Continued on next page

**Table MCSP8: And which type of Super Bowl advertisement would you say is your favorite?**

Demographic	Advertisements that make a political statement						Advertisements that discuss the COVID-19 pandemic (coronavirus)	Advertisements that discuss the 2020 presidential election	Informative advertisements	Don't know / No opinion	Total N
	Political campaign advertisements	Funny advertisements	Sentimental advertisements	Advertisements that make a political statement	Advertisements that promote social justice	Patriotic advertisements					
Adults	1% (15)	65%(1440)	4% (97)	1% (15)	3% (70)	5% (104)	3% (55)	1% (22)	4% (96)	13% (286)	2200
2016 Vote: Hillary Clinton	1% (8)	66% (464)	6% (40)	1% (6)	6% (39)	3% (21)	3% (23)	1% (10)	4% (28)	10% (69)	707
2016 Vote: Donald Trump	— (2)	67% (424)	4% (28)	1% (4)	— (3)	9% (57)	1% (8)	1% (6)	4% (23)	12% (74)	628
2016 Vote: Other	1% (1)	76% (86)	3% (4)	1% (1)	4% (4)	6% (6)	— (1)	— (0)	2% (2)	8% (10)	113
2016 Vote: Didn't Vote	— (4)	62% (466)	3% (26)	1% (5)	3% (24)	3% (20)	3% (24)	1% (5)	6% (43)	18% (133)	749
Voted in 2014: Yes	1% (10)	66% (785)	5% (62)	1% (9)	3% (41)	6% (74)	2% (27)	1% (12)	4% (45)	11% (128)	1194
Voted in 2014: No	— (4)	65% (656)	3% (35)	1% (6)	3% (29)	3% (30)	3% (28)	1% (10)	5% (50)	16% (158)	1006
4-Region: Northeast	— (2)	61% (242)	4% (17)	1% (3)	3% (13)	5% (21)	3% (13)	1% (3)	6% (22)	15% (58)	394
4-Region: Midwest	1% (2)	73% (339)	5% (22)	— (2)	1% (5)	5% (24)	2% (9)	1% (3)	1% (5)	11% (50)	462
4-Region: South	1% (8)	65% (537)	5% (40)	1% (5)	4% (34)	5% (38)	1% (12)	1% (7)	3% (24)	14% (119)	824
4-Region: West	— (3)	62% (322)	3% (18)	1% (6)	3% (18)	4% (21)	4% (21)	2% (9)	9% (45)	11% (59)	520
Sports fan	1% (15)	68%(1039)	4% (66)	1% (11)	3% (51)	6% (84)	3% (48)	1% (10)	5% (73)	8% (121)	1519
Avid sports fan	1% (6)	70% (335)	3% (16)	1% (5)	5% (25)	4% (20)	3% (16)	1% (7)	5% (22)	5% (25)	478
Casual sports fan	1% (8)	68% (705)	5% (49)	1% (6)	3% (26)	6% (64)	3% (32)	— (4)	5% (51)	9% (96)	1041
Football fan	1% (13)	70%(1006)	4% (62)	1% (12)	3% (45)	5% (77)	3% (45)	1% (11)	5% (70)	7% (102)	1444
Avid football fan	1% (7)	69% (423)	5% (28)	2% (10)	5% (28)	5% (29)	3% (21)	1% (8)	5% (34)	4% (27)	616
Casual football fan	1% (7)	70% (583)	4% (33)	— (2)	2% (17)	6% (47)	3% (24)	— (3)	4% (36)	9% (75)	828
NFL fan	1% (15)	70% (979)	4% (60)	1% (12)	3% (41)	5% (75)	3% (44)	1% (14)	5% (67)	6% (90)	1396
Avid NFL fan	1% (6)	70% (415)	4% (22)	2% (10)	5% (28)	4% (22)	4% (22)	1% (8)	6% (33)	5% (28)	595
Casual NFL fan	1% (8)	70% (564)	5% (38)	— (2)	2% (13)	7% (53)	3% (23)	1% (6)	4% (33)	8% (61)	801
Watched SB last year	1% (15)	72% (828)	4% (46)	1% (10)	3% (38)	5% (53)	3% (32)	1% (13)	5% (63)	5% (60)	1157
Didn't watch SB last year	— (0)	59% (612)	5% (51)	— (5)	3% (32)	5% (51)	2% (23)	1% (9)	3% (33)	22% (226)	1043
OK brands get political	2% (13)	62% (487)	6% (44)	1% (12)	6% (44)	3% (27)	3% (24)	1% (9)	6% (49)	10% (76)	785
Not OK brands get political	— (2)	71% (791)	4% (50)	— (3)	2% (22)	6% (71)	2% (26)	1% (8)	4% (40)	10% (107)	1119
OK social justice	1% (14)	66% (850)	5% (66)	1% (13)	5% (66)	4% (46)	3% (42)	1% (15)	5% (66)	9% (114)	1292
Not OK social justice	— (1)	69% (419)	4% (26)	— (1)	— (2)	8% (51)	2% (9)	1% (7)	4% (25)	11% (69)	612
Likely SB viewer	1% (13)	71% (958)	4% (57)	1% (12)	4% (51)	4% (57)	3% (39)	1% (13)	5% (70)	5% (72)	1344
Unlikely SB viewer	— (1)	59% (432)	5% (34)	— (3)	2% (18)	6% (42)	2% (13)	1% (7)	3% (24)	22% (160)	733
More likely to watch SB this year	2% (11)	63% (363)	3% (20)	2% (13)	5% (29)	5% (31)	4% (24)	2% (10)	9% (51)	4% (24)	577
Less likely to watch SB this year	— (1)	61% (287)	4% (20)	— (0)	2% (11)	8% (39)	1% (7)	1% (4)	3% (15)	19% (89)	472
Likely host/attend SB party	3% (10)	54% (221)	4% (16)	3% (13)	5% (21)	8% (31)	6% (23)	3% (11)	10% (39)	5% (20)	406
Unlikely host/attend SB party	— (4)	70% (1165)	5% (80)	— (2)	3% (47)	4% (72)	2% (25)	— (6)	3% (56)	12% (201)	1656
Watch SB for game	1% (8)	73% (624)	4% (32)	1% (6)	4% (31)	5% (40)	3% (23)	1% (4)	6% (54)	4% (35)	859
Watch SB for halftime	1% (3)	69% (156)	5% (11)	1% (3)	7% (15)	3% (8)	1% (3)	2% (4)	7% (15)	4% (9)	227
Watch SB for ads	1% (2)	78% (151)	5% (10)	2% (3)	2% (5)	2% (3)	4% (8)	3% (5)	1% (1)	2% (5)	193
SB more political	1% (12)	69% (567)	5% (39)	1% (11)	3% (27)	6% (50)	3% (23)	1% (9)	5% (44)	4% (37)	818
SB less political	1% (2)	70% (228)	5% (17)	— (1)	4% (14)	4% (13)	4% (13)	1% (4)	6% (19)	5% (16)	328
Typically host/attend SB party	2% (12)	71% (394)	5% (27)	1% (6)	5% (26)	5% (28)	2% (9)	1% (8)	5% (25)	4% (21)	556
Typically do not host/attend SB party	— (3)	64%(1046)	4% (71)	1% (9)	3% (44)	5% (76)	3% (46)	1% (14)	4% (71)	16% (264)	1644
Usually pays a lot/some attn to ads	1% (13)	73%(1084)	5% (73)	1% (13)	4% (56)	5% (71)	3% (39)	1% (15)	5% (68)	4% (60)	1492
Usually pays not much/no attn to ads	— (2)	50% (357)	3% (24)	— (1)	2% (15)	5% (33)	2% (16)	1% (7)	4% (28)	32% (226)	708
Plan to pay a lot/some attn to ads	1% (11)	73% (990)	5% (64)	1% (12)	4% (53)	4% (56)	3% (46)	1% (12)	5% (70)	3% (46)	1359
Plan to pay not much/no attn to ads	— (4)	54% (450)	4% (33)	— (3)	2% (18)	6% (48)	1% (10)	1% (10)	3% (25)	28% (240)	841

Continued on next page

**Table MCSP8: And which type of Super Bowl advertisement would you say is your favorite?**

Demographic	Advertisements											Total N
	Political campaign advertisements	Funny advertisements	Sentimental advertisements	Advertisements that			Advertisements that discuss the COVID-19 pandemic (coron- avirus)	Advertisements that discuss the 2020 presiden- tial election	Informative advertisements	Don't know / No opinion		
				that make a political statement	promote social justice	Patriotic advertisements						
Adults	1% (15)	65%(1440)	4% (97)	1% (15)	3% (70)	5% (104)	3% (55)	1% (22)	4% (96)	13% (286)	2200	
Pro football fav sport	1% (7)	69% (412)	4% (22)	1% (9)	4% (26)	4% (23)	4% (21)	1% (8)	6% (35)	6% (33)	596	
Fav NFL	1% (9)	71% (888)	4% (50)	1% (12)	3% (42)	4% (51)	4% (45)	1% (14)	6% (71)	6% (73)	1254	
Unfav NFL	1% (4)	62% (298)	5% (25)	1% (3)	4% (17)	9% (44)	1% (7)	1% (7)	3% (14)	13% (63)	481	
Fav Goodell	2% (10)	66% (328)	4% (21)	2% (8)	5% (24)	4% (18)	4% (18)	2% (11)	7% (37)	4% (21)	496	
Unfav Goodell	1% (4)	68% (328)	5% (25)	1% (4)	3% (14)	9% (46)	3% (14)	1% (4)	3% (16)	6% (29)	483	
Fav Chiefs	1% (9)	71% (709)	4% (41)	1% (10)	3% (32)	5% (55)	3% (29)	1% (14)	5% (52)	5% (50)	1001	
Fav Buccaneers	1% (10)	70% (577)	4% (35)	1% (9)	4% (30)	5% (42)	2% (20)	1% (11)	6% (45)	5% (43)	822	
Chiefs fan	1% (11)	71% (587)	4% (31)	1% (7)	4% (30)	6% (46)	4% (29)	2% (13)	4% (34)	5% (40)	828	
Buccaneers fan	1% (3)	71% (418)	5% (30)	1% (5)	3% (16)	4% (25)	3% (15)	1% (8)	7% (41)	5% (31)	593	
Frequent sports betters	3% (3)	51% (53)	— (0)	10% (10)	7% (7)	5% (5)	3% (3)	8% (8)	12% (12)	2% (2)	103	
Regular sports betters	2% (5)	57% (127)	2% (5)	5% (11)	6% (13)	4% (9)	6% (14)	5% (12)	9% (20)	3% (7)	223	
Frequent NFL betters	2% (2)	58% (68)	1% (1)	4% (4)	6% (7)	4% (4)	11% (13)	3% (4)	9% (10)	3% (4)	117	
Regular NFL betters	2% (5)	54% (129)	3% (8)	4% (10)	5% (13)	3% (8)	8% (19)	5% (13)	10% (24)	5% (11)	239	
Definite SB betters	3% (4)	56% (74)	4% (5)	4% (6)	7% (10)	5% (7)	5% (6)	5% (6)	8% (10)	3% (4)	132	
Probable SB betters	3% (9)	56% (190)	3% (10)	3% (12)	8% (27)	5% (16)	6% (20)	3% (12)	10% (34)	3% (11)	341	
Believe betting is legal in their state	1% (7)	69% (457)	3% (23)	1% (9)	4% (23)	5% (30)	3% (22)	1% (8)	6% (37)	7% (43)	661	
Believe betting is illegal in their state	1% (5)	69% (269)	3% (11)	1% (3)	4% (14)	4% (17)	2% (7)	1% (5)	5% (21)	9% (35)	387	
Non-sports fans	— (0)	59% (401)	5% (31)	1% (4)	3% (19)	3% (20)	1% (7)	2% (11)	3% (23)	24% (165)	681	
Gen Z sports fans	2% (4)	70% (136)	2% (4)	— (0)	4% (8)	2% (4)	3% (6)	1% (2)	4% (7)	12% (23)	194	
Millennial sports fans	2% (7)	63% (264)	5% (22)	2% (10)	6% (24)	5% (20)	5% (23)	1% (6)	5% (22)	6% (25)	422	
Gen X sports fans	— (1)	73% (280)	3% (13)	— (1)	3% (10)	5% (19)	2% (7)	1% (2)	5% (21)	7% (28)	381	
Boomer sports fans	1% (3)	70% (327)	6% (27)	— (0)	2% (9)	7% (34)	2% (11)	— (0)	5% (21)	7% (34)	466	
Sports fans 18-34	2% (8)	65% (284)	5% (22)	1% (6)	5% (22)	4% (17)	5% (21)	1% (5)	4% (19)	8% (35)	439	
Sports fans 35-44	1% (3)	67% (169)	3% (8)	2% (4)	4% (10)	4% (9)	3% (9)	1% (3)	7% (17)	8% (21)	253	
Sports fans 45-64	— (2)	74% (391)	4% (19)	— (1)	2% (13)	6% (33)	2% (10)	— (2)	5% (27)	6% (32)	530	
Sports fans 65+	— (1)	66% (195)	6% (17)	— (0)	2% (6)	9% (26)	3% (8)	— (0)	3% (10)	11% (33)	297	
Occasional sports betters	2% (4)	66% (130)	2% (5)	1% (1)	7% (13)	6% (12)	4% (7)	1% (3)	3% (7)	7% (14)	196	
Non-sports betters	— (5)	66% (1184)	5% (87)	— (3)	3% (45)	5% (82)	2% (34)	— (7)	4% (69)	15% (265)	1781	
In legal betting states	1% (4)	65% (532)	4% (35)	1% (7)	3% (22)	5% (40)	2% (19)	1% (5)	4% (32)	14% (117)	814	
Outside legal betting states	1% (10)	66% (908)	4% (62)	1% (8)	3% (48)	5% (64)	3% (36)	1% (16)	5% (63)	12% (169)	1386	
Sports fan In legal betting states 21+	1% (4)	70% (370)	4% (21)	1% (7)	3% (14)	6% (31)	3% (15)	1% (3)	4% (24)	8% (41)	530	
Sports fan Outside legal betting states 21+	1% (10)	67% (596)	5% (43)	— (4)	4% (35)	6% (50)	4% (32)	1% (7)	5% (42)	8% (73)	893	
Likely SB viewer In legal betting states 21+	1% (3)	72% (335)	3% (15)	1% (7)	2% (11)	6% (28)	3% (15)	1% (5)	5% (22)	5% (24)	464	
Likely SB viewer Outside legal betting states 21+	1% (10)	70% (558)	5% (42)	1% (5)	5% (38)	4% (28)	3% (24)	1% (8)	5% (41)	5% (41)	796	

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

**Table MCSP9:** Do you have a more or less favorable impression of companies or organizations that sponsor or advertise with the NFL compared to last year?

Demographic	Much more favorable	Somewhat more favorable	Neither less nor more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	7% (153)	10% (227)	48% (1060)	5% (115)	7% (162)	22% (483)	2200
Gender: Male	10% (108)	11% (119)	52% (551)	6% (63)	7% (71)	14% (150)	1062
Gender: Female	4% (45)	9% (108)	45% (509)	5% (52)	8% (91)	29% (333)	1138
Age: 18-34	10% (67)	12% (81)	36% (235)	6% (40)	6% (38)	30% (194)	655
Age: 35-44	13% (45)	13% (47)	45% (161)	4% (14)	5% (17)	20% (73)	358
Age: 45-64	4% (33)	9% (68)	54% (406)	5% (39)	8% (63)	19% (142)	751
Age: 65+	2% (8)	7% (32)	59% (258)	5% (21)	10% (44)	17% (74)	436
GenZers: 1997-2012	10% (29)	11% (32)	34% (100)	6% (17)	5% (14)	35% (106)	299
Millennials: 1981-1996	13% (77)	14% (83)	40% (236)	5% (31)	6% (34)	22% (134)	595
GenXers: 1965-1980	6% (33)	9% (49)	53% (288)	5% (28)	7% (38)	20% (107)	542
Baby Boomers: 1946-1964	2% (14)	9% (59)	58% (395)	5% (33)	10% (67)	17% (117)	685
PID: Dem (no lean)	11% (102)	14% (130)	48% (430)	3% (28)	3% (25)	20% (182)	897
PID: Ind (no lean)	4% (25)	6% (43)	49% (333)	6% (41)	8% (55)	27% (179)	676
PID: Rep (no lean)	4% (27)	9% (54)	47% (297)	7% (46)	13% (82)	19% (121)	627
PID/Gender: Dem Men	18% (75)	18% (72)	46% (188)	4% (18)	2% (8)	12% (47)	407
PID/Gender: Dem Women	5% (27)	12% (58)	49% (242)	2% (11)	4% (18)	28% (135)	490
PID/Gender: Ind Men	5% (15)	6% (19)	58% (188)	6% (18)	9% (29)	18% (59)	327
PID/Gender: Ind Women	3% (10)	7% (24)	41% (145)	6% (22)	8% (26)	35% (121)	349
PID/Gender: Rep Men	6% (19)	9% (29)	53% (174)	8% (27)	11% (35)	13% (44)	327
PID/Gender: Rep Women	3% (8)	9% (26)	41% (123)	6% (19)	16% (47)	26% (77)	299
Ideo: Liberal (1-3)	13% (82)	13% (85)	49% (314)	3% (22)	2% (12)	20% (130)	645
Ideo: Moderate (4)	5% (34)	11% (70)	54% (338)	3% (20)	6% (36)	20% (123)	621
Ideo: Conservative (5-7)	5% (32)	9% (61)	45% (305)	10% (66)	15% (101)	16% (110)	675
Educ: < College	6% (87)	9% (134)	47% (711)	5% (75)	8% (117)	26% (388)	1512
Educ: Bachelors degree	6% (28)	13% (58)	54% (242)	6% (27)	6% (26)	14% (63)	444
Educ: Post-grad	16% (39)	14% (34)	44% (108)	5% (13)	8% (19)	13% (32)	244
Income: Under 50k	6% (72)	9% (110)	45% (537)	5% (58)	9% (103)	26% (317)	1198
Income: 50k-100k	6% (41)	13% (88)	53% (359)	6% (38)	6% (40)	17% (114)	680
Income: 100k+	12% (40)	9% (29)	51% (164)	6% (18)	6% (19)	16% (53)	322
Ethnicity: White	6% (104)	9% (155)	50% (867)	5% (93)	8% (145)	21% (358)	1722

Continued on next page

**Table MCSP9:** Do you have a more or less favorable impression of companies or organizations that sponsor or advertise with the NFL compared to last year?

Demographic	Much more favorable	Somewhat more favorable	Neither less nor more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	7% (153)	10% (227)	48% (1060)	5% (115)	7% (162)	22% (483)	2200
Ethnicity: Hispanic	12% (42)	12% (42)	39% (137)	7% (25)	7% (25)	22% (78)	349
Ethnicity: Black	14% (38)	13% (37)	40% (108)	2% (7)	3% (9)	28% (76)	274
Ethnicity: Other	6% (12)	17% (35)	42% (85)	8% (15)	4% (8)	24% (49)	204
All Christian	7% (71)	11% (106)	49% (476)	6% (54)	10% (100)	17% (167)	975
All Non-Christian	20% (25)	18% (24)	43% (55)	3% (4)	4% (5)	12% (15)	128
Atheist	4% (4)	10% (11)	49% (53)	6% (7)	1% (2)	30% (33)	110
Agnostic/Nothing in particular	4% (23)	10% (57)	51% (304)	3% (20)	4% (21)	29% (172)	598
Something Else	8% (31)	7% (29)	44% (171)	8% (30)	9% (34)	25% (96)	390
Religious Non-Protestant/Catholic	17% (25)	19% (28)	41% (62)	5% (7)	3% (5)	15% (23)	152
Evangelical	9% (52)	11% (62)	41% (236)	7% (40)	11% (62)	21% (117)	570
Non-Evangelical	6% (46)	9% (67)	53% (403)	5% (41)	9% (72)	17% (132)	761
Community: Urban	13% (77)	13% (80)	45% (269)	4% (23)	4% (24)	21% (127)	600
Community: Suburban	5% (57)	10% (105)	52% (539)	6% (58)	7% (74)	20% (205)	1037
Community: Rural	3% (20)	8% (42)	45% (252)	6% (34)	11% (64)	27% (151)	564
Employ: Private Sector	12% (77)	15% (94)	46% (294)	6% (38)	5% (33)	16% (105)	641
Employ: Government	7% (9)	9% (11)	45% (58)	10% (13)	7% (9)	23% (29)	128
Employ: Self-Employed	10% (15)	7% (11)	56% (86)	6% (9)	6% (9)	15% (24)	153
Employ: Homemaker	6% (9)	8% (14)	50% (83)	8% (13)	10% (16)	19% (31)	165
Employ: Student	3% (4)	14% (17)	35% (43)	4% (6)	2% (3)	41% (51)	124
Employ: Retired	2% (10)	7% (35)	57% (288)	5% (23)	10% (52)	19% (98)	506
Employ: Unemployed	7% (23)	9% (30)	42% (140)	2% (7)	10% (32)	30% (100)	332
Employ: Other	4% (7)	10% (15)	46% (69)	5% (7)	5% (7)	31% (47)	151
Military HH: Yes	6% (22)	7% (24)	55% (189)	5% (17)	9% (30)	17% (60)	341
Military HH: No	7% (131)	11% (203)	47% (871)	5% (98)	7% (132)	23% (423)	1859
RD/WT: Right Direction	12% (105)	14% (129)	47% (417)	4% (32)	4% (40)	19% (174)	897
RD/WT: Wrong Track	4% (48)	8% (98)	49% (643)	6% (83)	9% (122)	24% (309)	1303
Biden Job Approve	10% (124)	14% (175)	50% (645)	3% (40)	3% (40)	20% (260)	1282
Biden Job Disapprove	4% (26)	6% (44)	44% (309)	9% (66)	17% (119)	19% (135)	698

Continued on next page

**Table MCSP9:** Do you have a more or less favorable impression of companies or organizations that sponsor or advertise with the NFL compared to last year?

Demographic	Much more favorable	Somewhat more favorable	Neither less nor more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	7% (153)	10% (227)	48% (1060)	5% (115)	7% (162)	22% (483)	2200
Biden Job Strongly Approve	13% (103)	12% (99)	48% (385)	3% (22)	3% (28)	21% (166)	804
Biden Job Somewhat Approve	4% (20)	16% (75)	54% (259)	4% (18)	2% (11)	20% (94)	478
Biden Job Somewhat Disapprove	5% (9)	8% (16)	53% (102)	8% (16)	8% (15)	17% (33)	191
Biden Job Strongly Disapprove	3% (17)	5% (28)	41% (207)	10% (50)	20% (104)	20% (101)	507
Favorable of Biden	10% (128)	14% (181)	49% (645)	3% (38)	3% (39)	21% (274)	1305
Unfavorable of Biden	3% (20)	5% (38)	48% (362)	9% (71)	16% (122)	19% (146)	759
Very Favorable of Biden	13% (101)	14% (107)	46% (363)	2% (17)	4% (33)	20% (159)	780
Somewhat Favorable of Biden	5% (27)	14% (74)	54% (283)	4% (21)	1% (6)	22% (115)	525
Somewhat Unfavorable of Biden	3% (6)	6% (12)	58% (111)	7% (14)	8% (15)	17% (33)	192
Very Unfavorable of Biden	2% (13)	4% (25)	44% (251)	10% (57)	19% (106)	20% (114)	567
#1 Issue: Economy	8% (66)	11% (96)	46% (401)	6% (56)	7% (62)	21% (186)	868
#1 Issue: Security	5% (14)	5% (14)	43% (116)	7% (19)	19% (52)	20% (53)	267
#1 Issue: Health Care	8% (31)	11% (44)	55% (223)	4% (15)	2% (9)	20% (83)	404
#1 Issue: Medicare / Social Security	2% (5)	7% (17)	58% (138)	2% (5)	10% (23)	21% (49)	236
#1 Issue: Women's Issues	12% (12)	8% (8)	37% (36)	7% (6)	5% (5)	31% (29)	96
#1 Issue: Education	9% (8)	19% (18)	38% (37)	5% (5)	5% (4)	24% (23)	96
#1 Issue: Energy	13% (11)	16% (13)	45% (36)	5% (4)	1% (1)	20% (16)	81
#1 Issue: Other	5% (7)	11% (16)	48% (73)	3% (5)	5% (7)	29% (44)	152
2020 Vote: Joe Biden	10% (108)	15% (154)	51% (536)	3% (35)	2% (24)	18% (191)	1049
2020 Vote: Donald Trump	3% (23)	7% (49)	46% (318)	8% (58)	16% (112)	18% (127)	686
2020 Vote: Other	2% (1)	6% (4)	42% (26)	13% (8)	7% (4)	29% (18)	62
2020 Vote: Didn't Vote	5% (20)	5% (20)	45% (178)	3% (14)	5% (22)	37% (146)	401
2018 House Vote: Democrat	10% (74)	14% (106)	54% (399)	3% (20)	3% (22)	16% (120)	741
2018 House Vote: Republican	3% (15)	8% (42)	48% (266)	8% (46)	17% (92)	17% (92)	554
2018 House Vote: Someone else	2% (1)	3% (1)	52% (27)	15% (8)	8% (4)	20% (10)	52
2016 Vote: Hillary Clinton	10% (70)	13% (93)	55% (387)	3% (19)	2% (16)	17% (123)	707
2016 Vote: Donald Trump	4% (26)	8% (49)	48% (303)	8% (48)	16% (100)	16% (102)	628
2016 Vote: Other	3% (4)	9% (10)	52% (59)	12% (13)	6% (7)	18% (21)	113
2016 Vote: Didn't Vote	7% (54)	10% (74)	42% (311)	5% (35)	5% (39)	32% (236)	749

Continued on next page



**Table MCSP9:** Do you have a more or less favorable impression of companies or organizations that sponsor or advertise with the NFL compared to last year?

Demographic	Much more favorable	Somewhat more favorable	Neither less nor more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	7% (153)	10% (227)	48% (1060)	5% (115)	7% (162)	22% (483)	2200
Voted in 2014: Yes	7% (83)	10% (125)	52% (617)	5% (64)	10% (116)	16% (189)	1194
Voted in 2014: No	7% (70)	10% (102)	44% (443)	5% (51)	5% (46)	29% (294)	1006
4-Region: Northeast	9% (34)	9% (34)	50% (198)	4% (16)	7% (27)	21% (84)	394
4-Region: Midwest	6% (30)	10% (45)	50% (233)	6% (28)	8% (36)	20% (91)	462
4-Region: South	6% (46)	11% (90)	46% (380)	5% (39)	8% (68)	24% (201)	824
4-Region: West	8% (43)	11% (58)	48% (249)	6% (32)	6% (31)	21% (107)	520
Sports fan	9% (143)	13% (198)	51% (779)	6% (88)	5% (74)	16% (236)	1519
Avid sports fan	20% (97)	17% (82)	48% (231)	4% (18)	4% (19)	6% (31)	478
Casual sports fan	4% (46)	11% (116)	53% (548)	7% (70)	5% (55)	20% (206)	1041
Football fan	10% (142)	13% (193)	53% (758)	6% (85)	5% (67)	14% (200)	1444
Avid football fan	18% (109)	16% (98)	50% (307)	5% (28)	4% (22)	9% (53)	616
Casual football fan	4% (33)	11% (95)	55% (451)	7% (57)	5% (45)	18% (147)	828
NFL fan	10% (141)	14% (193)	54% (748)	5% (76)	4% (51)	13% (187)	1396
Avid NFL fan	17% (103)	16% (98)	52% (308)	4% (22)	3% (15)	8% (49)	595
Casual NFL fan	5% (38)	12% (96)	55% (439)	7% (53)	4% (35)	17% (139)	801
Watched SB last year	11% (127)	14% (162)	54% (622)	5% (63)	5% (57)	11% (127)	1157
Didn't watch SB last year	2% (26)	6% (65)	42% (438)	5% (52)	10% (105)	34% (356)	1043
OK brands get political	16% (122)	16% (129)	47% (365)	2% (14)	4% (30)	16% (124)	785
Not OK brands get political	2% (28)	8% (87)	52% (584)	8% (95)	11% (118)	19% (208)	1119
OK social justice	11% (140)	15% (188)	50% (652)	4% (51)	4% (49)	16% (213)	1292
Not OK social justice	2% (10)	5% (31)	49% (300)	10% (61)	16% (99)	18% (111)	612
Likely SB viewer	11% (146)	15% (206)	55% (736)	4% (54)	3% (41)	12% (162)	1344
Unlikely SB viewer	1% (5)	3% (19)	40% (292)	8% (59)	15% (113)	34% (246)	733
More likely to watch SB this year	20% (117)	27% (156)	38% (221)	2% (14)	2% (14)	9% (55)	577
Less likely to watch SB this year	3% (13)	3% (13)	29% (137)	11% (51)	22% (105)	32% (152)	472
Likely host/attend SB party	25% (99)	21% (84)	37% (149)	6% (23)	3% (12)	9% (38)	406
Unlikely host/attend SB party	3% (50)	8% (139)	52% (866)	5% (89)	9% (149)	22% (364)	1656
Watch SB for game	10% (89)	16% (134)	57% (485)	5% (39)	3% (27)	10% (85)	859
Watch SB for halftime	12% (28)	14% (32)	51% (115)	4% (9)	3% (6)	16% (36)	227

Continued on next page

**Table MCSP9:** Do you have a more or less favorable impression of companies or organizations that sponsor or advertise with the NFL compared to last year?

Demographic	Much more favorable	Somewhat more favorable	Neither less nor more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	7% (153)	10% (227)	48% (1060)	5% (115)	7% (162)	22% (483)	2200
Watch SB for ads	12% (23)	20% (38)	53% (102)	2% (4)	4% (7)	9% (18)	193
SB more political	11% (91)	13% (109)	44% (356)	8% (69)	12% (100)	11% (93)	818
SB less political	8% (26)	13% (43)	49% (160)	8% (26)	10% (33)	12% (40)	328
Typically host/attend SB party	18% (98)	16% (91)	45% (249)	6% (32)	5% (29)	10% (57)	556
Typically do not host/attend SB party	3% (55)	8% (136)	49% (811)	5% (83)	8% (133)	26% (426)	1644
Usually pays a lot/some attn to ads	10% (145)	13% (201)	51% (762)	6% (83)	6% (83)	15% (220)	1492
Usually pays not much/no attn to ads	1% (8)	4% (26)	42% (298)	5% (32)	11% (80)	37% (263)	708
Plan to pay a lot/some attn to ads	11% (143)	14% (196)	53% (721)	5% (67)	3% (47)	14% (184)	1359
Plan to pay not much/no attn to ads	1% (10)	4% (31)	40% (339)	6% (48)	14% (115)	36% (299)	841
Pro football fav sport	17% (101)	16% (92)	51% (307)	4% (22)	4% (22)	9% (52)	596
Fav NFL	11% (140)	16% (195)	54% (677)	4% (46)	2% (29)	13% (168)	1254
Unfav NFL	2% (10)	4% (17)	43% (205)	12% (58)	22% (105)	18% (87)	481
Fav Goodell	19% (95)	18% (90)	51% (254)	3% (14)	2% (11)	7% (33)	496
Unfav Goodell	6% (30)	12% (57)	51% (246)	10% (49)	13% (61)	8% (40)	483
Fav Chiefs	12% (117)	15% (146)	54% (545)	5% (50)	5% (48)	9% (95)	1001
Fav Buccaneers	13% (104)	16% (133)	54% (441)	4% (36)	4% (35)	9% (73)	822
Chiefs fan	10% (81)	13% (109)	54% (445)	6% (51)	5% (42)	12% (100)	828
Buccaneers fan	9% (56)	14% (82)	52% (310)	6% (36)	7% (43)	11% (66)	593
Frequent sports betters	39% (40)	18% (19)	30% (31)	1% (1)	2% (2)	11% (11)	103
Regular sports betters	31% (69)	23% (52)	29% (66)	2% (5)	6% (14)	8% (18)	223
Frequent NFL betters	34% (40)	15% (18)	33% (39)	5% (6)	3% (3)	10% (12)	117
Regular NFL betters	31% (74)	19% (45)	32% (78)	6% (15)	4% (9)	8% (18)	239
Definite SB betters	40% (52)	17% (23)	30% (40)	2% (2)	6% (8)	5% (6)	132
Probable SB betters	24% (83)	25% (87)	36% (121)	5% (16)	5% (16)	5% (18)	341
Believe betting is legal in their state	14% (91)	13% (88)	46% (302)	6% (41)	6% (36)	15% (102)	661
Believe betting is illegal in their state	6% (25)	15% (59)	51% (196)	5% (19)	8% (30)	15% (58)	387
Non-sports fans	1% (10)	4% (29)	41% (280)	4% (27)	13% (88)	36% (247)	681
Gen Z sports fans	11% (22)	15% (29)	36% (69)	8% (15)	1% (3)	29% (55)	194
Millennial sports fans	18% (77)	18% (74)	41% (172)	5% (19)	4% (17)	15% (62)	422

Continued on next page

**Table MCSP9:** Do you have a more or less favorable impression of companies or organizations that sponsor or advertise with the NFL compared to last year?

Demographic	Much more favorable	Somewhat more favorable	Neither less nor more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	7% (153)	10% (227)	48% (1060)	5% (115)	7% (162)	22% (483)	2200
Gen X sports fans	8% (32)	11% (42)	57% (215)	6% (21)	5% (18)	14% (53)	381
Boomer sports fans	3% (13)	11% (50)	62% (288)	6% (27)	8% (35)	11% (54)	466
Sports fans 18-34	14% (60)	16% (71)	37% (163)	7% (29)	3% (14)	23% (102)	439
Sports fans 35-44	18% (45)	17% (44)	47% (120)	4% (10)	3% (9)	10% (25)	253
Sports fans 45-64	6% (31)	12% (61)	57% (303)	6% (31)	6% (30)	14% (74)	530
Sports fans 65+	2% (7)	8% (23)	65% (194)	6% (17)	7% (21)	12% (35)	297
Occasional sports betters	8% (16)	15% (29)	51% (100)	11% (22)	8% (15)	7% (14)	196
Non-sports betters	4% (68)	8% (147)	50% (894)	5% (87)	7% (133)	25% (451)	1781
In legal betting states	9% (69)	9% (72)	47% (383)	5% (38)	7% (59)	24% (193)	814
Outside legal betting states	6% (84)	11% (155)	49% (677)	6% (77)	7% (103)	21% (290)	1386
Sports fan In legal betting states 21+	11% (60)	11% (58)	53% (281)	5% (28)	5% (24)	15% (79)	530
Sports fan Outside legal betting states 21+	8% (68)	14% (125)	53% (475)	5% (49)	6% (50)	14% (127)	893
Likely SB viewer In legal betting states 21+	13% (59)	13% (60)	55% (256)	4% (19)	3% (15)	12% (55)	464
Likely SB viewer Outside legal betting states 21+	8% (66)	16% (131)	58% (461)	3% (28)	3% (22)	11% (88)	796

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

**Table MCSP10:** Do you believe the upcoming Super Bowl LV in February 2021 will be more or less political compared to Super Bowl LIV in February 2020?

Demographic	Much more political	Somewhat more political	Neither more nor less political	Somewhat less political	Much less political	Don't know / No opinion	Total N
Adults	15% (330)	22% (488)	25% (557)	10% (212)	5% (116)	23% (497)	2200
Gender: Male	16% (174)	23% (242)	25% (265)	12% (124)	6% (63)	18% (194)	1062
Gender: Female	14% (156)	22% (246)	26% (292)	8% (88)	5% (52)	27% (303)	1138
Age: 18-34	18% (121)	24% (160)	22% (143)	9% (58)	3% (22)	23% (152)	655
Age: 35-44	15% (53)	21% (74)	26% (93)	11% (39)	5% (19)	22% (80)	358
Age: 45-64	15% (111)	23% (176)	27% (199)	9% (66)	4% (32)	22% (166)	751
Age: 65+	10% (45)	18% (78)	28% (121)	12% (50)	10% (42)	23% (99)	436
GenZers: 1997-2012	19% (56)	23% (68)	20% (60)	8% (24)	2% (5)	29% (87)	299
Millennials: 1981-1996	16% (97)	24% (142)	25% (146)	11% (67)	5% (28)	19% (116)	595
GenXers: 1965-1980	16% (89)	25% (138)	25% (137)	7% (38)	5% (28)	21% (113)	542
Baby Boomers: 1946-1964	12% (83)	18% (126)	29% (200)	11% (72)	7% (46)	23% (158)	685
PID: Dem (no lean)	11% (98)	22% (194)	29% (262)	13% (118)	6% (55)	19% (171)	897
PID: Ind (no lean)	15% (99)	22% (149)	24% (165)	6% (44)	4% (30)	28% (189)	676
PID: Rep (no lean)	21% (134)	23% (145)	21% (131)	8% (50)	5% (30)	22% (137)	627
PID/Gender: Dem Men	12% (48)	21% (87)	29% (118)	16% (67)	8% (33)	13% (54)	407
PID/Gender: Dem Women	10% (49)	22% (107)	29% (144)	11% (52)	5% (22)	24% (117)	490
PID/Gender: Ind Men	17% (56)	24% (79)	25% (82)	7% (23)	4% (15)	22% (72)	327
PID/Gender: Ind Women	12% (43)	20% (70)	24% (83)	6% (21)	5% (16)	34% (117)	349
PID/Gender: Rep Men	21% (69)	23% (76)	20% (65)	11% (35)	5% (16)	20% (67)	327
PID/Gender: Rep Women	21% (64)	23% (69)	22% (66)	5% (16)	5% (14)	23% (70)	299
Ideo: Liberal (1-3)	12% (78)	23% (151)	27% (171)	13% (81)	7% (43)	19% (120)	645
Ideo: Moderate (4)	11% (71)	23% (144)	29% (181)	8% (51)	5% (32)	23% (141)	621
Ideo: Conservative (5-7)	23% (157)	25% (166)	22% (150)	8% (57)	4% (28)	17% (117)	675
Educ: < College	14% (209)	22% (327)	25% (371)	10% (144)	6% (84)	25% (377)	1512
Educ: Bachelors degree	17% (77)	24% (105)	29% (128)	10% (46)	4% (16)	16% (71)	444
Educ: Post-grad	18% (45)	23% (56)	24% (58)	9% (22)	6% (15)	20% (48)	244
Income: Under 50k	14% (172)	20% (241)	25% (299)	9% (103)	6% (66)	26% (317)	1198
Income: 50k-100k	14% (96)	25% (173)	25% (172)	11% (74)	5% (33)	19% (132)	680
Income: 100k+	19% (63)	23% (74)	27% (86)	11% (36)	5% (16)	15% (48)	322
Ethnicity: White	16% (269)	23% (391)	25% (429)	9% (155)	5% (94)	22% (383)	1722

Continued on next page

**Table MCSP10:** Do you believe the upcoming Super Bowl LV in February 2021 will be more or less political compared to Super Bowl LIV in February 2020?

Demographic	Much more political	Somewhat more political	Neither more nor less political	Somewhat less political	Much less political	Don't know / No opinion	Total N
Adults	15% (330)	22% (488)	25% (557)	10% (212)	5% (116)	23% (497)	2200
Ethnicity: Hispanic	16% (55)	24% (83)	29% (101)	12% (42)	3% (9)	17% (59)	349
Ethnicity: Black	15% (42)	18% (50)	23% (64)	12% (33)	5% (13)	26% (72)	274
Ethnicity: Other	9% (19)	23% (46)	31% (63)	12% (25)	4% (8)	21% (43)	204
All Christian	17% (164)	25% (241)	25% (244)	10% (94)	5% (53)	18% (179)	975
All Non-Christian	18% (23)	23% (30)	24% (31)	10% (13)	9% (11)	16% (20)	128
Atheist	10% (11)	21% (23)	33% (37)	11% (12)	1% (1)	24% (26)	110
Agnostic/Nothing in particular	11% (66)	18% (109)	27% (164)	10% (63)	4% (24)	29% (172)	598
Something Else	17% (67)	22% (85)	21% (82)	8% (31)	7% (26)	26% (100)	390
Religious Non-Protestant/Catholic	16% (24)	25% (38)	22% (33)	9% (13)	10% (15)	19% (29)	152
Evangelical	19% (110)	24% (136)	23% (131)	8% (44)	5% (26)	21% (122)	570
Non-Evangelical	16% (118)	23% (179)	25% (193)	10% (80)	6% (49)	19% (143)	761
Community: Urban	15% (92)	21% (128)	28% (169)	9% (52)	5% (30)	21% (127)	600
Community: Suburban	14% (146)	24% (250)	25% (261)	10% (108)	5% (57)	21% (215)	1037
Community: Rural	16% (92)	19% (109)	23% (127)	9% (52)	5% (28)	28% (155)	564
Employ: Private Sector	15% (96)	27% (171)	26% (168)	10% (63)	4% (23)	19% (120)	641
Employ: Government	16% (21)	27% (34)	21% (27)	13% (17)	5% (7)	18% (23)	128
Employ: Self-Employed	15% (23)	21% (33)	29% (45)	11% (17)	7% (10)	17% (25)	153
Employ: Homemaker	16% (26)	25% (41)	28% (46)	7% (11)	5% (9)	20% (33)	165
Employ: Student	17% (21)	23% (29)	20% (25)	11% (13)	— (0)	29% (36)	124
Employ: Retired	11% (54)	18% (92)	27% (139)	11% (54)	9% (45)	24% (123)	506
Employ: Unemployed	17% (55)	19% (62)	22% (72)	10% (33)	5% (16)	28% (93)	332
Employ: Other	23% (35)	17% (26)	24% (36)	3% (5)	4% (6)	29% (44)	151
Military HH: Yes	14% (47)	25% (84)	23% (80)	8% (26)	7% (23)	24% (81)	341
Military HH: No	15% (283)	22% (404)	26% (477)	10% (186)	5% (92)	22% (416)	1859
RD/WT: Right Direction	12% (106)	21% (188)	30% (271)	11% (102)	6% (55)	20% (175)	897
RD/WT: Wrong Track	17% (224)	23% (300)	22% (286)	8% (110)	5% (61)	25% (322)	1303
Biden Job Approve	10% (128)	22% (280)	30% (389)	12% (155)	5% (66)	21% (264)	1282
Biden Job Disapprove	25% (175)	24% (165)	18% (124)	6% (43)	6% (43)	21% (148)	698

Continued on next page

**Table MCSP10:** Do you believe the upcoming Super Bowl LV in February 2021 will be more or less political compared to Super Bowl LIV in February 2020?

Demographic	Much more political	Somewhat more political	Neither more nor less political	Somewhat less political	Much less political	Don't know / No opinion	Total N
Adults	15% (330)	22% (488)	25% (557)	10% (212)	5% (116)	23% (497)	2200
Biden Job Strongly Approve	11% (91)	19% (152)	31% (250)	13% (101)	6% (50)	20% (160)	804
Biden Job Somewhat Approve	8% (37)	27% (128)	29% (139)	11% (54)	3% (16)	22% (103)	478
Biden Job Somewhat Disapprove	18% (34)	33% (64)	22% (42)	8% (15)	3% (5)	17% (32)	191
Biden Job Strongly Disapprove	28% (142)	20% (101)	16% (82)	6% (28)	8% (38)	23% (115)	507
Favorable of Biden	10% (135)	21% (279)	30% (387)	12% (157)	6% (79)	21% (268)	1305
Unfavorable of Biden	24% (183)	25% (190)	18% (139)	6% (47)	5% (36)	22% (163)	759
Very Favorable of Biden	11% (87)	19% (148)	31% (244)	13% (99)	8% (62)	18% (141)	780
Somewhat Favorable of Biden	9% (48)	25% (131)	27% (143)	11% (59)	3% (17)	24% (127)	525
Somewhat Unfavorable of Biden	18% (35)	28% (54)	22% (42)	9% (18)	2% (4)	20% (38)	192
Very Unfavorable of Biden	26% (148)	24% (136)	17% (97)	5% (29)	6% (31)	22% (125)	567
#1 Issue: Economy	16% (135)	24% (209)	26% (222)	9% (77)	5% (40)	21% (185)	868
#1 Issue: Security	26% (71)	20% (54)	18% (47)	8% (20)	7% (18)	22% (58)	267
#1 Issue: Health Care	10% (39)	21% (86)	31% (126)	12% (47)	5% (19)	22% (87)	404
#1 Issue: Medicare / Social Security	9% (21)	19% (45)	30% (71)	8% (19)	8% (19)	26% (62)	236
#1 Issue: Women's Issues	17% (16)	30% (28)	20% (19)	3% (3)	1% (1)	30% (29)	96
#1 Issue: Education	8% (8)	22% (21)	18% (17)	21% (20)	8% (8)	23% (22)	96
#1 Issue: Energy	23% (18)	20% (17)	24% (19)	13% (11)	2% (1)	18% (15)	81
#1 Issue: Other	15% (22)	19% (30)	24% (36)	10% (15)	6% (9)	26% (40)	152
2020 Vote: Joe Biden	10% (107)	22% (229)	31% (325)	13% (134)	6% (62)	18% (193)	1049
2020 Vote: Donald Trump	24% (165)	24% (162)	20% (135)	6% (41)	5% (36)	21% (147)	686
2020 Vote: Other	15% (10)	20% (13)	13% (8)	14% (9)	— (0)	38% (23)	62
2020 Vote: Didn't Vote	12% (48)	21% (84)	22% (88)	7% (29)	4% (18)	33% (134)	401
2018 House Vote: Democrat	10% (76)	21% (152)	31% (232)	14% (101)	7% (51)	17% (129)	741
2018 House Vote: Republican	23% (129)	24% (134)	21% (115)	7% (37)	5% (30)	20% (109)	554
2018 House Vote: Someone else	13% (7)	32% (17)	12% (7)	10% (5)	1% (1)	30% (16)	52
2016 Vote: Hillary Clinton	9% (65)	21% (151)	33% (231)	12% (87)	6% (40)	19% (132)	707
2016 Vote: Donald Trump	24% (151)	24% (150)	21% (133)	6% (37)	6% (38)	19% (119)	628
2016 Vote: Other	14% (15)	27% (30)	21% (24)	10% (11)	3% (3)	26% (30)	113
2016 Vote: Didn't Vote	13% (99)	21% (156)	23% (170)	10% (77)	4% (32)	29% (215)	749

Continued on next page

**Table MCSP10:** Do you believe the upcoming Super Bowl LV in February 2021 will be more or less political compared to Super Bowl LIV in February 2020?

Demographic	Much more political	Somewhat more political	Neither more nor less political	Somewhat less political	Much less political	Don't know / No opinion	Total N
Adults	15% (330)	22% (488)	25% (557)	10% (212)	5% (116)	23% (497)	2200
Voted in 2014: Yes	16% (194)	22% (258)	27% (318)	10% (125)	6% (68)	19% (230)	1194
Voted in 2014: No	13% (136)	23% (230)	24% (239)	9% (87)	5% (47)	27% (267)	1006
4-Region: Northeast	16% (61)	21% (85)	30% (117)	9% (35)	4% (16)	20% (79)	394
4-Region: Midwest	17% (80)	21% (99)	25% (115)	9% (40)	6% (30)	22% (100)	462
4-Region: South	14% (119)	23% (187)	24% (194)	9% (76)	6% (48)	24% (201)	824
4-Region: West	13% (70)	23% (118)	25% (132)	12% (62)	4% (22)	23% (117)	520
Sports fan	16% (236)	25% (376)	27% (407)	11% (165)	6% (85)	16% (250)	1519
Avid sports fan	20% (96)	25% (117)	29% (139)	11% (55)	7% (35)	8% (36)	478
Casual sports fan	13% (140)	25% (258)	26% (269)	11% (110)	5% (50)	21% (214)	1041
Football fan	15% (222)	25% (364)	27% (394)	11% (160)	6% (82)	15% (222)	1444
Avid football fan	18% (110)	26% (159)	27% (168)	12% (72)	8% (48)	10% (60)	616
Casual football fan	14% (112)	25% (204)	27% (226)	11% (88)	4% (35)	20% (162)	828
NFL fan	15% (205)	27% (374)	27% (378)	11% (156)	6% (82)	14% (202)	1396
Avid NFL fan	16% (95)	26% (157)	26% (155)	13% (75)	8% (50)	11% (63)	595
Casual NFL fan	14% (110)	27% (217)	28% (223)	10% (80)	4% (31)	17% (138)	801
Watched SB last year	17% (197)	26% (303)	25% (291)	12% (138)	7% (76)	13% (153)	1157
Didn't watch SB last year	13% (134)	18% (185)	26% (266)	7% (74)	4% (40)	33% (344)	1043
OK brands get political	15% (114)	24% (185)	30% (238)	11% (86)	5% (41)	15% (121)	785
Not OK brands get political	18% (202)	24% (274)	22% (248)	10% (112)	6% (63)	20% (220)	1119
OK social justice	13% (164)	25% (317)	28% (364)	12% (152)	6% (83)	16% (213)	1292
Not OK social justice	24% (149)	22% (137)	21% (128)	9% (54)	4% (25)	19% (118)	612
Likely SB viewer	15% (197)	28% (374)	27% (369)	11% (149)	6% (82)	13% (174)	1344
Unlikely SB viewer	16% (120)	14% (105)	22% (165)	8% (58)	4% (32)	35% (253)	733
More likely to watch SB this year	19% (111)	27% (158)	25% (146)	13% (73)	8% (44)	8% (45)	577
Less likely to watch SB this year	25% (117)	18% (84)	14% (67)	9% (43)	5% (25)	29% (135)	472
Likely host/attend SB party	20% (83)	30% (120)	25% (103)	12% (48)	5% (19)	8% (34)	406
Unlikely host/attend SB party	14% (238)	21% (354)	26% (426)	9% (157)	6% (93)	23% (387)	1656
Watch SB for game	14% (116)	28% (242)	28% (238)	11% (93)	8% (66)	12% (105)	859
Watch SB for halftime	17% (39)	30% (68)	28% (63)	10% (23)	4% (9)	11% (24)	227

Continued on next page

**Table MCSP10:** Do you believe the upcoming Super Bowl LV in February 2021 will be more or less political compared to Super Bowl LIV in February 2020?

Demographic	Much more political	Somewhat more political	Neither more nor less political	Somewhat less political	Much less political	Don't know / No opinion	Total N
Adults	15% (330)	22% (488)	25% (557)	10% (212)	5% (116)	23% (497)	2200
Watch SB for ads	18% (35)	30% (58)	25% (48)	14% (27)	3% (7)	9% (18)	193
SB more political	40% (330)	60% (488)	— (0)	— (0)	— (0)	— (0)	818
SB less political	— (0)	— (0)	— (0)	65% (212)	35% (116)	— (0)	328
Typically host/attend SB party	21% (116)	31% (174)	21% (115)	10% (58)	5% (30)	11% (64)	556
Typically do not host/attend SB party	13% (214)	19% (314)	27% (442)	9% (154)	5% (85)	26% (433)	1644
Usually pays a lot/some attn to ads	16% (239)	27% (398)	26% (390)	11% (170)	5% (78)	15% (217)	1492
Usually pays not much/no attn to ads	13% (91)	13% (90)	24% (167)	6% (42)	5% (38)	39% (280)	708
Plan to pay a lot/some attn to ads	14% (186)	28% (379)	27% (370)	13% (173)	5% (69)	13% (182)	1359
Plan to pay not much/no attn to ads	17% (144)	13% (109)	22% (187)	5% (39)	6% (47)	38% (316)	841
Pro football fav sport	15% (91)	29% (175)	24% (143)	10% (62)	7% (44)	14% (81)	596
Fav NFL	13% (161)	27% (335)	27% (344)	13% (162)	6% (80)	14% (172)	1254
Unfav NFL	28% (136)	21% (103)	22% (105)	6% (28)	4% (21)	19% (89)	481
Fav Goodell	15% (74)	29% (141)	29% (144)	11% (56)	8% (40)	8% (40)	496
Unfav Goodell	20% (99)	25% (119)	24% (118)	14% (67)	6% (31)	10% (49)	483
Fav Chiefs	16% (162)	28% (277)	26% (257)	12% (120)	7% (66)	12% (120)	1001
Fav Buccaneers	15% (127)	26% (217)	28% (228)	13% (107)	7% (58)	10% (85)	822
Chiefs fan	16% (130)	27% (224)	26% (215)	12% (98)	5% (40)	15% (122)	828
Buccaneers fan	15% (88)	26% (152)	28% (166)	13% (76)	8% (44)	11% (67)	593
Frequent sports betters	30% (31)	25% (26)	21% (22)	9% (9)	4% (4)	11% (11)	103
Regular sports betters	25% (56)	30% (68)	24% (53)	10% (23)	5% (10)	6% (13)	223
Frequent NFL betters	25% (29)	26% (30)	19% (22)	13% (15)	5% (6)	12% (14)	117
Regular NFL betters	21% (51)	30% (72)	24% (56)	11% (27)	7% (16)	7% (17)	239
Definite SB betters	33% (43)	24% (32)	20% (27)	9% (12)	10% (13)	4% (5)	132
Probable SB betters	20% (67)	35% (119)	22% (74)	13% (43)	5% (17)	6% (21)	341
Believe betting is legal in their state	17% (110)	26% (169)	24% (159)	12% (80)	7% (49)	14% (93)	661
Believe betting is illegal in their state	17% (66)	25% (98)	25% (97)	10% (40)	7% (26)	16% (60)	387
Non-sports fans	14% (94)	16% (112)	22% (150)	7% (47)	4% (30)	36% (247)	681
Gen Z sports fans	18% (35)	29% (56)	22% (43)	8% (15)	1% (2)	22% (42)	194
Millennial sports fans	19% (81)	26% (109)	25% (107)	12% (52)	4% (19)	13% (54)	422

Continued on next page



**Table MCSP10:** Do you believe the upcoming Super Bowl LV in February 2021 will be more or less political compared to Super Bowl LIV in February 2020?

Demographic	Much more political	Somewhat more political	Neither more nor less political	Somewhat less political	Much less political	Don't know / No opinion	Total N
Adults	15% (330)	22% (488)	25% (557)	10% (212)	5% (116)	23% (497)	2200
Gen X sports fans	17% (63)	27% (101)	27% (101)	8% (32)	6% (24)	16% (60)	381
Boomer sports fans	12% (56)	21% (96)	31% (145)	12% (57)	8% (35)	17% (77)	466
Sports fans 18-34	20% (89)	28% (124)	23% (99)	9% (39)	2% (10)	18% (78)	439
Sports fans 35-44	16% (41)	23% (58)	28% (70)	13% (32)	7% (19)	13% (34)	253
Sports fans 45-64	15% (77)	26% (135)	29% (151)	11% (56)	5% (27)	16% (83)	530
Sports fans 65+	10% (30)	19% (58)	29% (87)	13% (38)	10% (30)	18% (55)	297
Occasional sports betters	15% (29)	31% (61)	19% (37)	14% (28)	9% (18)	11% (22)	196
Non-sports betters	14% (245)	20% (358)	26% (466)	9% (161)	5% (87)	26% (463)	1781
In legal betting states	16% (134)	20% (164)	25% (207)	8% (66)	6% (47)	24% (195)	814
Outside legal betting states	14% (196)	23% (324)	25% (350)	11% (146)	5% (68)	22% (302)	1386
Sports fan In legal betting states 21+	17% (88)	23% (123)	27% (145)	8% (44)	7% (35)	18% (96)	530
Sports fan Outside legal betting states 21+	14% (125)	25% (226)	27% (241)	13% (113)	6% (51)	15% (137)	893
Likely SB viewer In legal betting states 21+	16% (73)	26% (119)	27% (127)	9% (42)	7% (32)	15% (72)	464
Likely SB viewer Outside legal betting states 21+	12% (96)	29% (231)	28% (222)	13% (102)	6% (49)	12% (96)	796

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

**Table MCSP11\_1: Do you think the Super Bowl is an appropriate platform for advertisers to do the following in their commercials?**  
*Make political statements*

Demographic	Q10: How appropriate is it for the U.S. to have a federal law that requires all states to allow same-sex couples to marry?										Total N
	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		
Adults	8%	(186)	16%	(355)	22%	(489)	40%	(891)	13%	(280)	2200
Gender: Male	10%	(103)	15%	(163)	23%	(243)	43%	(453)	9%	(99)	1062
Gender: Female	7%	(83)	17%	(191)	22%	(246)	38%	(438)	16%	(181)	1138
Age: 18-34	15%	(100)	25%	(164)	20%	(130)	23%	(149)	17%	(112)	655
Age: 35-44	11%	(40)	20%	(70)	24%	(84)	30%	(107)	16%	(56)	358
Age: 45-64	5%	(38)	9%	(69)	23%	(171)	53%	(397)	10%	(76)	751
Age: 65+	2%	(8)	12%	(51)	24%	(103)	55%	(238)	8%	(36)	436
GenZers: 1997-2012	14%	(43)	29%	(85)	18%	(53)	19%	(56)	21%	(61)	299
Millennials: 1981-1996	14%	(86)	23%	(137)	22%	(132)	27%	(159)	14%	(82)	595
GenXers: 1965-1980	7%	(37)	11%	(59)	25%	(133)	43%	(235)	15%	(79)	542
Baby Boomers: 1946-1964	3%	(19)	10%	(69)	22%	(151)	57%	(393)	8%	(53)	685
PID: Dem (no lean)	13%	(120)	23%	(206)	29%	(256)	24%	(212)	11%	(103)	897
PID: Ind (no lean)	6%	(40)	14%	(94)	19%	(128)	42%	(285)	19%	(130)	676
PID: Rep (no lean)	4%	(26)	9%	(55)	17%	(104)	63%	(394)	8%	(48)	627
PID/Gender: Dem Men	17%	(67)	23%	(92)	28%	(112)	25%	(100)	9%	(35)	407
PID/Gender: Dem Women	11%	(52)	23%	(114)	29%	(144)	23%	(112)	14%	(67)	490
PID/Gender: Ind Men	4%	(15)	11%	(36)	24%	(79)	45%	(148)	15%	(49)	327
PID/Gender: Ind Women	7%	(25)	16%	(57)	14%	(49)	39%	(136)	23%	(81)	349
PID/Gender: Rep Men	6%	(21)	11%	(35)	16%	(52)	62%	(205)	5%	(15)	327
PID/Gender: Rep Women	2%	(5)	7%	(20)	18%	(53)	63%	(189)	11%	(33)	299
Ideo: Liberal (1-3)	18%	(116)	27%	(173)	25%	(162)	19%	(125)	11%	(69)	645
Ideo: Moderate (4)	8%	(48)	15%	(93)	25%	(155)	38%	(233)	15%	(92)	621
Ideo: Conservative (5-7)	2%	(15)	7%	(48)	18%	(121)	68%	(459)	5%	(32)	675
Educ: < College	8%	(115)	15%	(220)	22%	(326)	41%	(618)	15%	(233)	1512
Educ: Bachelors degree	9%	(39)	20%	(89)	24%	(107)	40%	(175)	8%	(33)	444
Educ: Post-grad	13%	(31)	19%	(46)	23%	(55)	40%	(97)	6%	(14)	244
Income: Under 50k	8%	(98)	15%	(184)	20%	(242)	39%	(468)	17%	(206)	1198
Income: 50k-100k	7%	(47)	18%	(119)	25%	(172)	42%	(288)	8%	(54)	680
Income: 100k+	13%	(41)	16%	(51)	23%	(75)	42%	(135)	6%	(20)	322
Ethnicity: White	7%	(123)	14%	(240)	21%	(358)	47%	(815)	11%	(186)	1722

Continued on next page

**Table MCSP11\_1:** Do you think the Super Bowl is an appropriate platform for advertisers to do the following in their commercials?  
Make political statements

Demographic	How appropriate is it to have a president who is not a member of the majority religion?										Total N
	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		
Adults	8%	(186)	16%	(355)	22%	(489)	40%	(891)	13%	(280)	2200
Ethnicity: Hispanic	12%	(41)	23%	(80)	22%	(76)	33%	(114)	11%	(38)	349
Ethnicity: Black	17%	(48)	21%	(58)	26%	(71)	12%	(34)	23%	(64)	274
Ethnicity: Other	7%	(15)	28%	(57)	29%	(60)	21%	(43)	14%	(30)	204
All Christian	8%	(75)	13%	(130)	23%	(220)	49%	(480)	7%	(70)	975
All Non-Christian	15%	(20)	27%	(34)	22%	(28)	25%	(32)	11%	(14)	128
Atheist	12%	(13)	22%	(24)	19%	(21)	35%	(39)	12%	(13)	110
Agnostic/Nothing in particular	7%	(43)	16%	(98)	24%	(142)	33%	(196)	20%	(119)	598
Something Else	9%	(35)	18%	(68)	20%	(78)	37%	(145)	16%	(64)	390
Religious Non-Protestant/Catholic	16%	(24)	24%	(37)	21%	(32)	28%	(42)	11%	(16)	152
Evangelical	9%	(51)	15%	(83)	19%	(108)	45%	(258)	12%	(69)	570
Non-Evangelical	7%	(54)	15%	(112)	24%	(183)	46%	(351)	8%	(60)	761
Community: Urban	14%	(83)	22%	(132)	23%	(140)	27%	(163)	14%	(81)	600
Community: Suburban	7%	(76)	15%	(158)	24%	(249)	44%	(454)	10%	(100)	1037
Community: Rural	5%	(27)	11%	(64)	18%	(100)	49%	(274)	18%	(99)	564
Employ: Private Sector	12%	(76)	17%	(107)	23%	(150)	37%	(238)	11%	(70)	641
Employ: Government	5%	(6)	20%	(26)	18%	(23)	47%	(60)	11%	(14)	128
Employ: Self-Employed	13%	(21)	17%	(27)	25%	(39)	33%	(51)	10%	(16)	153
Employ: Homemaker	5%	(9)	15%	(25)	20%	(33)	45%	(75)	14%	(23)	165
Employ: Student	11%	(13)	30%	(37)	21%	(26)	18%	(23)	20%	(24)	124
Employ: Retired	3%	(13)	11%	(55)	22%	(113)	57%	(287)	7%	(37)	506
Employ: Unemployed	12%	(39)	16%	(53)	22%	(72)	28%	(93)	23%	(75)	332
Employ: Other	5%	(8)	15%	(23)	22%	(34)	43%	(65)	14%	(21)	151
Military HH: Yes	5%	(18)	17%	(58)	17%	(58)	51%	(175)	10%	(33)	341
Military HH: No	9%	(168)	16%	(297)	23%	(430)	39%	(716)	13%	(247)	1859
RD/WT: Right Direction	13%	(119)	22%	(201)	25%	(223)	26%	(229)	14%	(124)	897
RD/WT: Wrong Track	5%	(67)	12%	(153)	20%	(265)	51%	(662)	12%	(156)	1303
Biden Job Approve	12%	(151)	22%	(288)	27%	(350)	25%	(325)	13%	(169)	1282
Biden Job Disapprove	4%	(26)	7%	(48)	15%	(105)	67%	(467)	8%	(53)	698

Continued on next page

**Table MCSP11\_1:** Do you think the Super Bowl is an appropriate platform for advertisers to do the following in their commercials?  
Make political statements

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	8% (186)	16% (355)	22% (489)	40% (891)	13% (280)	2200
Biden Job Strongly Approve	15% (120)	22% (174)	28% (222)	23% (185)	13% (103)	804
Biden Job Somewhat Approve	6% (30)	24% (114)	27% (128)	29% (140)	14% (66)	478
Biden Job Somewhat Disapprove	3% (6)	11% (21)	26% (50)	53% (101)	6% (12)	191
Biden Job Strongly Disapprove	4% (20)	5% (27)	11% (54)	72% (366)	8% (40)	507
Favorable of Biden	12% (159)	22% (287)	27% (350)	26% (336)	13% (173)	1305
Unfavorable of Biden	2% (17)	8% (60)	15% (114)	68% (514)	7% (53)	759
Very Favorable of Biden	16% (122)	22% (168)	27% (213)	23% (183)	12% (95)	780
Somewhat Favorable of Biden	7% (37)	23% (119)	26% (137)	29% (153)	15% (79)	525
Somewhat Unfavorable of Biden	3% (5)	14% (27)	28% (54)	53% (101)	3% (6)	192
Very Unfavorable of Biden	2% (13)	6% (33)	11% (60)	73% (414)	8% (48)	567
#1 Issue: Economy	7% (62)	16% (136)	22% (193)	44% (382)	11% (94)	868
#1 Issue: Security	4% (10)	13% (34)	16% (44)	58% (154)	10% (26)	267
#1 Issue: Health Care	14% (55)	20% (80)	25% (102)	29% (116)	13% (51)	404
#1 Issue: Medicare / Social Security	2% (5)	9% (22)	22% (51)	52% (123)	14% (34)	236
#1 Issue: Women's Issues	16% (15)	26% (25)	16% (15)	24% (23)	19% (18)	96
#1 Issue: Education	13% (13)	22% (22)	18% (18)	23% (22)	23% (23)	96
#1 Issue: Energy	19% (15)	22% (18)	28% (22)	21% (17)	10% (8)	81
#1 Issue: Other	7% (11)	12% (18)	29% (43)	36% (54)	17% (25)	152
2020 Vote: Joe Biden	14% (144)	23% (245)	28% (290)	23% (240)	12% (130)	1049
2020 Vote: Donald Trump	2% (13)	6% (41)	16% (110)	70% (479)	6% (43)	686
2020 Vote: Other	4% (2)	12% (7)	13% (8)	57% (36)	13% (8)	62
2020 Vote: Didn't Vote	7% (27)	15% (60)	20% (81)	33% (134)	25% (99)	401
2018 House Vote: Democrat	13% (93)	24% (181)	28% (208)	25% (187)	10% (72)	741
2018 House Vote: Republican	2% (11)	7% (41)	15% (83)	70% (388)	5% (30)	554
2018 House Vote: Someone else	6% (3)	10% (5)	12% (6)	61% (32)	11% (6)	52
2016 Vote: Hillary Clinton	11% (81)	24% (168)	29% (203)	25% (176)	11% (79)	707
2016 Vote: Donald Trump	3% (19)	6% (38)	15% (95)	69% (435)	6% (41)	628
2016 Vote: Other	4% (5)	14% (16)	26% (29)	49% (55)	7% (8)	113
2016 Vote: Didn't Vote	11% (81)	17% (131)	22% (161)	30% (223)	20% (153)	749

Continued on next page

**Table MCSP11\_1:** *Do you think the Super Bowl is an appropriate platform for advertisers to do the following in their commercials?*  
*Make political statements*

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	8% (186)	16% (355)	22% (489)	40% (891)	13% (280)	2200
Voted in 2014: Yes	7% (86)	15% (177)	22% (266)	47% (566)	8% (100)	1194
Voted in 2014: No	10% (100)	18% (178)	22% (223)	32% (325)	18% (180)	1006
4-Region: Northeast	9% (34)	16% (61)	23% (90)	41% (162)	12% (47)	394
4-Region: Midwest	8% (38)	12% (54)	23% (106)	47% (216)	10% (48)	462
4-Region: South	6% (53)	17% (141)	21% (176)	40% (330)	15% (125)	824
4-Region: West	12% (61)	19% (99)	22% (116)	35% (184)	12% (61)	520
Sports fan	10% (146)	18% (267)	24% (365)	39% (587)	10% (154)	1519
Avid sports fan	16% (76)	17% (82)	28% (133)	32% (155)	7% (32)	478
Casual sports fan	7% (69)	18% (186)	22% (232)	42% (433)	12% (122)	1041
Football fan	10% (140)	18% (255)	25% (354)	39% (560)	9% (134)	1444
Avid football fan	16% (97)	17% (103)	23% (145)	37% (229)	7% (43)	616
Casual football fan	5% (43)	18% (152)	25% (210)	40% (332)	11% (91)	828
NFL fan	10% (136)	18% (247)	25% (351)	38% (536)	9% (124)	1396
Avid NFL fan	15% (92)	16% (94)	24% (140)	39% (230)	7% (39)	595
Casual NFL fan	5% (44)	19% (154)	26% (211)	38% (306)	11% (85)	801
Watched SB last year	11% (129)	18% (203)	24% (283)	40% (458)	7% (84)	1157
Didn't watch SB last year	5% (56)	15% (151)	20% (206)	42% (433)	19% (196)	1043
OK brands get political	21% (165)	33% (263)	24% (188)	13% (100)	9% (69)	785
Not OK brands get political	1% (15)	5% (60)	23% (258)	66% (733)	5% (52)	1119
OK social justice	14% (177)	25% (325)	28% (362)	25% (323)	8% (105)	1292
Not OK social justice	1% (4)	2% (15)	15% (94)	77% (473)	4% (26)	612
Likely SB viewer	11% (142)	19% (256)	27% (359)	37% (491)	7% (95)	1344
Unlikely SB viewer	5% (34)	13% (93)	16% (118)	49% (358)	18% (131)	733
More likely to watch SB this year	17% (95)	23% (133)	26% (150)	29% (165)	6% (34)	577
Less likely to watch SB this year	5% (21)	10% (47)	18% (84)	53% (248)	15% (71)	472
Likely host/attend SB party	21% (86)	27% (108)	19% (77)	27% (110)	6% (24)	406
Unlikely host/attend SB party	6% (96)	14% (228)	24% (405)	45% (742)	11% (186)	1656
Watch SB for game	9% (80)	17% (145)	27% (236)	41% (355)	5% (44)	859
Watch SB for halftime	14% (32)	24% (54)	27% (61)	23% (52)	12% (27)	227

Continued on next page

**Table MCSP11\_1:** Do you think the Super Bowl is an appropriate platform for advertisers to do the following in their commercials?  
Make political statements

Demographic	Q1. How appropriate is it for sports betting to be legal in your state?										Total N
	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		
Adults	8%	(186)	16%	(355)	22%	(489)	40%	(891)	13%	(280)	2200
Watch SB for ads	12%	(24)	24%	(45)	24%	(46)	36%	(69)	4%	(8)	193
SB more political	12%	(99)	18%	(147)	21%	(169)	46%	(376)	3%	(27)	818
SB less political	6%	(20)	17%	(55)	30%	(100)	42%	(137)	5%	(16)	328
Typically host/attend SB party	16%	(87)	20%	(111)	22%	(120)	35%	(197)	7%	(41)	556
Typically do not host/attend SB party	6%	(98)	15%	(244)	22%	(368)	42%	(694)	15%	(239)	1644
Usually pays a lot/some attn to ads	11%	(159)	18%	(262)	25%	(371)	40%	(591)	7%	(109)	1492
Usually pays not much/no attn to ads	4%	(27)	13%	(93)	17%	(118)	42%	(300)	24%	(171)	708
Plan to pay a lot/some attn to ads	11%	(153)	19%	(258)	25%	(346)	37%	(507)	7%	(95)	1359
Plan to pay not much/no attn to ads	4%	(33)	11%	(97)	17%	(143)	46%	(384)	22%	(185)	841
Pro football fav sport	15%	(87)	15%	(92)	24%	(145)	37%	(219)	9%	(52)	596
Fav NFL	10%	(131)	19%	(236)	27%	(341)	36%	(448)	8%	(98)	1254
Unfav NFL	6%	(28)	15%	(75)	13%	(63)	59%	(282)	7%	(34)	481
Fav Goodell	15%	(75)	22%	(107)	26%	(131)	33%	(165)	4%	(18)	496
Unfav Goodell	8%	(39)	15%	(73)	21%	(102)	50%	(240)	6%	(29)	483
Fav Chiefs	11%	(106)	17%	(175)	25%	(254)	42%	(421)	5%	(45)	1001
Fav Buccaneers	11%	(92)	19%	(155)	26%	(214)	39%	(324)	4%	(36)	822
Chiefs fan	10%	(85)	19%	(156)	24%	(201)	40%	(332)	7%	(55)	828
Buccaneers fan	8%	(46)	19%	(112)	27%	(160)	40%	(237)	6%	(38)	593
Frequent sports betters	31%	(32)	21%	(22)	12%	(12)	26%	(27)	11%	(11)	103
Regular sports betters	21%	(46)	26%	(59)	19%	(43)	25%	(57)	8%	(18)	223
Frequent NFL betters	26%	(30)	17%	(20)	17%	(20)	28%	(33)	11%	(13)	117
Regular NFL betters	24%	(58)	22%	(54)	20%	(47)	25%	(61)	8%	(20)	239
Definite SB betters	31%	(40)	20%	(26)	18%	(24)	29%	(39)	2%	(3)	132
Probable SB betters	21%	(73)	25%	(86)	24%	(83)	26%	(87)	4%	(13)	341
Believe betting is legal in their state	13%	(89)	16%	(105)	27%	(178)	37%	(244)	7%	(45)	661
Believe betting is illegal in their state	7%	(28)	18%	(70)	21%	(82)	45%	(174)	8%	(32)	387
Non-sports fans	6%	(40)	13%	(87)	18%	(124)	45%	(304)	19%	(126)	681
Gen Z sports fans	18%	(34)	27%	(53)	17%	(32)	18%	(35)	21%	(40)	194
Millennial sports fans	17%	(71)	26%	(108)	26%	(109)	23%	(96)	9%	(37)	422

Continued on next page

**Table MCSP11\_1:** *Do you think the Super Bowl is an appropriate platform for advertisers to do the following in their commercials?*  
*Make political statements*

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	8% (186)	16% (355)	22% (489)	40% (891)	13% (280)	2200
Gen X sports fans	6% (25)	13% (49)	26% (99)	43% (163)	12% (45)	381
Boomer sports fans	3% (15)	11% (53)	23% (109)	55% (258)	7% (31)	466
Sports fans 18-34	18% (79)	26% (112)	22% (95)	20% (90)	14% (62)	439
Sports fans 35-44	13% (34)	23% (59)	27% (69)	27% (69)	9% (22)	253
Sports fans 45-64	5% (26)	11% (59)	24% (127)	50% (267)	10% (51)	530
Sports fans 65+	2% (7)	12% (37)	25% (74)	54% (161)	7% (19)	297
Occasional sports betters	12% (24)	18% (36)	25% (49)	38% (74)	7% (14)	196
Non-sports betters	7% (116)	15% (260)	22% (396)	43% (761)	14% (248)	1781
In legal betting states	9% (72)	12% (98)	25% (205)	42% (340)	12% (99)	814
Outside legal betting states	8% (114)	18% (256)	20% (284)	40% (551)	13% (181)	1386
Sports fan In legal betting states 21+	11% (57)	14% (72)	27% (145)	40% (210)	9% (47)	530
Sports fan Outside legal betting states 21+	8% (67)	19% (172)	23% (207)	40% (362)	10% (86)	893
Likely SB viewer In legal betting states 21+	12% (54)	14% (67)	30% (138)	38% (174)	6% (30)	464
Likely SB viewer Outside legal betting states 21+	8% (65)	21% (168)	26% (206)	37% (298)	7% (58)	796

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

**Table MCSP11\_2:** Do you think the Super Bowl is an appropriate platform for advertisers to do the following in their commercials?  
Promote social justice

Demographic	Not										Total N
	Very appropriate		Somewhat appropriate		Not too appropriate		appropriate at all		Don't know / No opinion		
Adults	23%	(511)	26%	(562)	13%	(283)	25%	(556)	13%	(289)	2200
Gender: Male	22%	(234)	25%	(261)	14%	(152)	29%	(309)	10%	(106)	1062
Gender: Female	24%	(277)	26%	(301)	11%	(131)	22%	(247)	16%	(183)	1138
Age: 18-34	34%	(220)	27%	(176)	10%	(68)	12%	(80)	17%	(112)	655
Age: 35-44	29%	(104)	26%	(93)	12%	(43)	17%	(62)	15%	(55)	358
Age: 45-64	15%	(115)	25%	(185)	15%	(109)	35%	(260)	11%	(82)	751
Age: 65+	16%	(71)	25%	(109)	14%	(63)	35%	(154)	9%	(39)	436
GenZers: 1997-2012	33%	(100)	30%	(91)	8%	(23)	10%	(29)	19%	(56)	299
Millennials: 1981-1996	33%	(198)	26%	(153)	12%	(72)	15%	(88)	14%	(85)	595
GenXers: 1965-1980	18%	(96)	27%	(144)	12%	(64)	28%	(153)	16%	(85)	542
Baby Boomers: 1946-1964	16%	(107)	23%	(156)	16%	(113)	37%	(256)	8%	(54)	685
PID: Dem (no lean)	37%	(333)	31%	(278)	10%	(93)	11%	(96)	11%	(98)	897
PID: Ind (no lean)	20%	(136)	24%	(161)	12%	(80)	25%	(170)	19%	(129)	676
PID: Rep (no lean)	7%	(42)	20%	(123)	18%	(111)	46%	(289)	10%	(62)	627
PID/Gender: Dem Men	38%	(154)	31%	(126)	10%	(40)	13%	(52)	8%	(34)	407
PID/Gender: Dem Women	36%	(178)	31%	(152)	11%	(53)	9%	(44)	13%	(63)	490
PID/Gender: Ind Men	16%	(53)	21%	(70)	16%	(53)	31%	(101)	16%	(51)	327
PID/Gender: Ind Women	24%	(83)	26%	(91)	8%	(27)	20%	(70)	22%	(78)	349
PID/Gender: Rep Men	8%	(26)	20%	(65)	18%	(60)	48%	(156)	6%	(21)	327
PID/Gender: Rep Women	5%	(16)	20%	(59)	17%	(51)	44%	(133)	14%	(41)	299
Ideo: Liberal (1-3)	46%	(297)	31%	(197)	7%	(47)	7%	(42)	10%	(62)	645
Ideo: Moderate (4)	20%	(126)	29%	(180)	15%	(91)	21%	(129)	15%	(96)	621
Ideo: Conservative (5-7)	8%	(53)	18%	(120)	17%	(115)	51%	(345)	6%	(42)	675
Educ: < College	20%	(301)	25%	(380)	13%	(195)	26%	(396)	16%	(240)	1512
Educ: Bachelors degree	27%	(122)	28%	(123)	13%	(58)	25%	(111)	7%	(30)	444
Educ: Post-grad	36%	(88)	24%	(59)	12%	(29)	20%	(49)	7%	(18)	244
Income: Under 50k	21%	(251)	26%	(309)	11%	(134)	25%	(301)	17%	(202)	1198
Income: 50k-100k	23%	(156)	27%	(180)	15%	(103)	26%	(179)	9%	(61)	680
Income: 100k+	32%	(103)	22%	(72)	14%	(46)	24%	(76)	8%	(25)	322
Ethnicity: White	20%	(353)	24%	(422)	13%	(228)	30%	(514)	12%	(206)	1722

Continued on next page



**Table MCSP11\_2:** Do you think the Super Bowl is an appropriate platform for advertisers to do the following in their commercials?  
Promote social justice

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	23% (511)	26% (562)	13% (283)	25% (556)	13% (289)	2200
Ethnicity: Hispanic	30% (105)	28% (97)	11% (39)	20% (69)	11% (40)	349
Ethnicity: Black	42% (116)	26% (71)	8% (23)	4% (11)	20% (54)	274
Ethnicity: Other	21% (43)	34% (70)	16% (33)	15% (30)	14% (29)	204
All Christian	19% (189)	25% (242)	16% (152)	32% (315)	8% (77)	975
All Non-Christian	42% (53)	27% (34)	11% (14)	13% (16)	8% (10)	128
Atheist	38% (42)	22% (24)	12% (13)	17% (19)	12% (13)	110
Agnostic/Nothing in particular	23% (138)	27% (163)	11% (66)	19% (114)	20% (117)	598
Something Else	23% (88)	25% (99)	10% (38)	24% (92)	18% (72)	390
Religious Non-Protestant/Catholic	39% (59)	27% (41)	10% (15)	15% (22)	10% (15)	152
Evangelical	18% (101)	24% (138)	15% (83)	31% (177)	13% (71)	570
Non-Evangelical	22% (165)	26% (196)	14% (106)	29% (224)	9% (70)	761
Community: Urban	35% (213)	27% (162)	10% (57)	15% (89)	13% (79)	600
Community: Suburban	22% (225)	26% (273)	14% (146)	27% (284)	11% (109)	1037
Community: Rural	13% (73)	23% (127)	14% (80)	33% (183)	18% (100)	564
Employ: Private Sector	26% (165)	25% (159)	14% (91)	24% (155)	11% (71)	641
Employ: Government	25% (32)	28% (36)	12% (15)	23% (29)	12% (16)	128
Employ: Self-Employed	32% (49)	26% (40)	13% (21)	17% (25)	12% (18)	153
Employ: Homemaker	19% (31)	26% (43)	13% (21)	29% (48)	14% (23)	165
Employ: Student	31% (39)	30% (37)	6% (8)	12% (15)	21% (26)	124
Employ: Retired	16% (80)	23% (116)	15% (78)	36% (183)	10% (49)	506
Employ: Unemployed	26% (86)	26% (88)	11% (36)	18% (60)	18% (61)	332
Employ: Other	19% (29)	29% (43)	9% (14)	27% (40)	16% (24)	151
Military HH: Yes	19% (64)	23% (78)	12% (41)	33% (112)	13% (45)	341
Military HH: No	24% (446)	26% (484)	13% (242)	24% (443)	13% (243)	1859
RD/WT: Right Direction	36% (323)	29% (263)	10% (89)	12% (109)	13% (113)	897
RD/WT: Wrong Track	14% (188)	23% (299)	15% (194)	34% (446)	13% (176)	1303
Biden Job Approve	34% (438)	32% (413)	11% (140)	11% (136)	12% (155)	1282
Biden Job Disapprove	7% (51)	15% (107)	15% (102)	53% (372)	10% (67)	698

Continued on next page

**Table MCSP11\_2:** Do you think the Super Bowl is an appropriate platform for advertisers to do the following in their commercials?  
Promote social justice

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults	23%	(511)	26%	(562)	13%	(283)	25%	(556)	13%	(289)	2200
Biden Job Strongly Approve	40%	(321)	30%	(242)	9%	(73)	9%	(75)	12%	(95)	804
Biden Job Somewhat Approve	25%	(118)	36%	(171)	14%	(68)	13%	(61)	13%	(60)	478
Biden Job Somewhat Disapprove	8%	(15)	26%	(49)	23%	(43)	36%	(68)	9%	(16)	191
Biden Job Strongly Disapprove	7%	(37)	11%	(58)	12%	(58)	60%	(304)	10%	(50)	507
Favorable of Biden	35%	(460)	32%	(412)	10%	(134)	11%	(139)	12%	(161)	1305
Unfavorable of Biden	5%	(37)	17%	(126)	17%	(129)	52%	(396)	9%	(71)	759
Very Favorable of Biden	42%	(329)	28%	(220)	9%	(73)	9%	(72)	11%	(86)	780
Somewhat Favorable of Biden	25%	(131)	37%	(192)	11%	(60)	13%	(66)	14%	(75)	525
Somewhat Unfavorable of Biden	6%	(11)	31%	(59)	29%	(55)	30%	(57)	5%	(10)	192
Very Unfavorable of Biden	5%	(26)	12%	(67)	13%	(74)	60%	(339)	11%	(61)	567
#1 Issue: Economy	22%	(187)	24%	(205)	15%	(129)	28%	(240)	12%	(107)	868
#1 Issue: Security	12%	(32)	22%	(60)	13%	(36)	39%	(103)	14%	(37)	267
#1 Issue: Health Care	35%	(143)	30%	(121)	8%	(32)	16%	(64)	11%	(44)	404
#1 Issue: Medicare / Social Security	9%	(21)	29%	(69)	13%	(30)	35%	(83)	14%	(32)	236
#1 Issue: Women's Issues	38%	(37)	25%	(24)	10%	(10)	13%	(12)	14%	(14)	96
#1 Issue: Education	30%	(29)	24%	(23)	16%	(15)	12%	(11)	18%	(18)	96
#1 Issue: Energy	43%	(35)	29%	(23)	9%	(7)	8%	(7)	11%	(9)	81
#1 Issue: Other	18%	(27)	25%	(38)	16%	(24)	24%	(36)	18%	(27)	152
2020 Vote: Joe Biden	38%	(400)	32%	(331)	10%	(105)	9%	(94)	11%	(119)	1049
2020 Vote: Donald Trump	4%	(30)	15%	(106)	18%	(125)	54%	(369)	8%	(56)	686
2020 Vote: Other	10%	(6)	25%	(16)	17%	(11)	30%	(19)	18%	(11)	62
2020 Vote: Didn't Vote	18%	(74)	27%	(108)	11%	(43)	18%	(74)	26%	(102)	401
2018 House Vote: Democrat	39%	(292)	33%	(248)	8%	(58)	11%	(80)	9%	(63)	741
2018 House Vote: Republican	5%	(30)	16%	(89)	18%	(101)	54%	(298)	7%	(36)	554
2018 House Vote: Someone else	15%	(8)	23%	(12)	9%	(5)	37%	(19)	15%	(8)	52
2016 Vote: Hillary Clinton	38%	(271)	33%	(236)	8%	(57)	10%	(69)	10%	(74)	707
2016 Vote: Donald Trump	7%	(44)	15%	(94)	18%	(111)	53%	(331)	8%	(49)	628
2016 Vote: Other	16%	(18)	27%	(30)	15%	(17)	34%	(38)	9%	(10)	113
2016 Vote: Didn't Vote	23%	(176)	27%	(202)	13%	(98)	16%	(117)	21%	(156)	749

Continued on next page

**Table MCSP11\_2:** Do you think the Super Bowl is an appropriate platform for advertisers to do the following in their commercials?  
Promote social justice

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	23% (511)	26% (562)	13% (283)	25% (556)	13% (289)	2200
Voted in 2014: Yes	22% (263)	25% (296)	13% (158)	31% (372)	9% (106)	1194
Voted in 2014: No	25% (248)	26% (266)	12% (125)	18% (184)	18% (183)	1006
4-Region: Northeast	27% (106)	23% (92)	11% (45)	27% (108)	11% (43)	394
4-Region: Midwest	22% (103)	23% (104)	15% (71)	28% (130)	12% (54)	462
4-Region: South	21% (173)	27% (218)	12% (99)	25% (210)	15% (124)	824
4-Region: West	25% (129)	28% (147)	13% (68)	21% (108)	13% (68)	520
Sports fan	25% (376)	28% (421)	14% (209)	23% (349)	11% (163)	1519
Avid sports fan	35% (168)	27% (128)	13% (64)	20% (93)	5% (24)	478
Casual sports fan	20% (208)	28% (292)	14% (145)	25% (256)	13% (140)	1041
Football fan	25% (354)	28% (401)	14% (208)	24% (340)	10% (141)	1444
Avid football fan	32% (199)	27% (164)	13% (81)	21% (131)	7% (41)	616
Casual football fan	19% (156)	29% (236)	15% (128)	25% (209)	12% (99)	828
NFL fan	25% (347)	28% (397)	15% (204)	23% (316)	9% (132)	1396
Avid NFL fan	31% (185)	26% (155)	14% (86)	21% (127)	7% (42)	595
Casual NFL fan	20% (162)	30% (242)	15% (118)	24% (189)	11% (91)	801
Watched SB last year	26% (299)	28% (322)	15% (170)	24% (277)	8% (90)	1157
Didn't watch SB last year	20% (212)	23% (240)	11% (113)	27% (279)	19% (198)	1043
OK brands get political	43% (337)	36% (284)	9% (71)	4% (32)	8% (61)	785
Not OK brands get political	13% (149)	20% (223)	17% (189)	43% (484)	7% (74)	1119
OK social justice	38% (486)	39% (500)	10% (135)	6% (84)	7% (86)	1292
Not OK social justice	3% (16)	5% (31)	20% (121)	68% (417)	4% (27)	612
Likely SB viewer	28% (382)	28% (383)	15% (196)	21% (280)	8% (103)	1344
Unlikely SB viewer	15% (108)	23% (166)	11% (78)	34% (251)	18% (131)	733
More likely to watch SB this year	35% (200)	31% (178)	14% (78)	15% (86)	6% (34)	577
Less likely to watch SB this year	17% (78)	18% (86)	11% (50)	39% (186)	15% (72)	472
Likely host/attend SB party	33% (134)	32% (132)	13% (54)	14% (58)	7% (29)	406
Unlikely host/attend SB party	21% (355)	25% (418)	14% (224)	29% (472)	11% (188)	1656
Watch SB for game	25% (217)	30% (254)	16% (135)	24% (206)	6% (47)	859
Watch SB for halftime	38% (87)	28% (63)	11% (25)	12% (27)	11% (26)	227

Continued on next page

**Table MCSP11\_2:** Do you think the Super Bowl is an appropriate platform for advertisers to do the following in their commercials?  
Promote social justice

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults	23%	(511)	26%	(562)	13%	(283)	25%	(556)	13%	(289)	2200
Watch SB for ads	30%	(59)	29%	(56)	16%	(30)	20%	(38)	5%	(10)	193
SB more political	27%	(218)	24%	(194)	14%	(112)	33%	(267)	3%	(27)	818
SB less political	25%	(82)	37%	(120)	14%	(46)	21%	(69)	3%	(11)	328
Typically host/attend SB party	32%	(178)	29%	(161)	12%	(68)	19%	(107)	8%	(42)	556
Typically do not host/attend SB party	20%	(332)	24%	(401)	13%	(215)	27%	(449)	15%	(246)	1644
Usually pays a lot/some attn to ads	27%	(406)	28%	(419)	14%	(210)	23%	(344)	8%	(114)	1492
Usually pays not much/no attn to ads	15%	(105)	20%	(143)	10%	(73)	30%	(212)	25%	(175)	708
Plan to pay a lot/some attn to ads	28%	(386)	29%	(396)	15%	(200)	20%	(277)	7%	(99)	1359
Plan to pay not much/no attn to ads	15%	(124)	20%	(166)	10%	(83)	33%	(278)	23%	(190)	841
Pro football fav sport	30%	(176)	26%	(153)	15%	(91)	21%	(123)	9%	(52)	596
Fav NFL	28%	(349)	30%	(382)	15%	(186)	19%	(234)	8%	(103)	1254
Unfav NFL	18%	(89)	17%	(83)	12%	(56)	46%	(221)	7%	(33)	481
Fav Goodell	33%	(166)	28%	(138)	16%	(79)	17%	(86)	5%	(26)	496
Unfav Goodell	19%	(92)	25%	(120)	13%	(64)	39%	(188)	4%	(19)	483
Fav Chiefs	27%	(271)	28%	(284)	14%	(143)	26%	(256)	5%	(48)	1001
Fav Buccaneers	28%	(230)	28%	(233)	15%	(123)	25%	(202)	4%	(34)	822
Chiefs fan	28%	(235)	28%	(231)	14%	(117)	22%	(182)	8%	(64)	828
Buccaneers fan	23%	(134)	29%	(174)	17%	(99)	25%	(146)	7%	(40)	593
Frequent sports betters	43%	(44)	21%	(22)	9%	(9)	17%	(17)	10%	(11)	103
Regular sports betters	36%	(80)	28%	(62)	11%	(23)	18%	(40)	8%	(18)	223
Frequent NFL betters	36%	(41)	17%	(19)	16%	(18)	20%	(24)	12%	(14)	117
Regular NFL betters	32%	(76)	27%	(64)	15%	(36)	19%	(45)	8%	(18)	239
Definite SB betters	42%	(56)	26%	(34)	8%	(11)	21%	(28)	3%	(4)	132
Probable SB betters	36%	(123)	28%	(97)	14%	(47)	18%	(61)	4%	(14)	341
Believe betting is legal in their state	28%	(184)	28%	(184)	14%	(91)	23%	(155)	7%	(47)	661
Believe betting is illegal in their state	21%	(79)	24%	(94)	16%	(64)	29%	(112)	10%	(38)	387
Non-sports fans	20%	(134)	21%	(141)	11%	(74)	30%	(206)	18%	(125)	681
Gen Z sports fans	33%	(65)	28%	(54)	9%	(17)	10%	(20)	20%	(38)	194
Millennial sports fans	39%	(164)	26%	(112)	13%	(55)	12%	(50)	10%	(41)	422

Continued on next page

**Table MCSP11\_2:** *Do you think the Super Bowl is an appropriate platform for advertisers to do the following in their commercials?*  
*Promote social justice*

Demographic	How appropriate is it to bet on sports?										Total N
	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		
Adults	23%	(511)	26%	(562)	13%	(283)	25%	(556)	13%	(289)	2200
Gen X sports fans	17%	(65)	32%	(123)	12%	(47)	26%	(97)	13%	(48)	381
Boomer sports fans	16%	(76)	24%	(113)	17%	(81)	35%	(163)	7%	(34)	466
Sports fans 18-34	36%	(159)	26%	(113)	11%	(50)	12%	(51)	15%	(66)	439
Sports fans 35-44	35%	(88)	30%	(76)	13%	(33)	14%	(36)	8%	(20)	253
Sports fans 45-64	16%	(83)	28%	(147)	15%	(79)	31%	(164)	11%	(56)	530
Sports fans 65+	15%	(46)	29%	(85)	16%	(47)	33%	(97)	7%	(22)	297
Occasional sports betters	27%	(53)	19%	(37)	23%	(46)	26%	(50)	5%	(11)	196
Non-sports betters	21%	(378)	26%	(464)	12%	(214)	26%	(465)	15%	(260)	1781
In legal betting states	25%	(201)	22%	(183)	14%	(111)	26%	(214)	13%	(105)	814
Outside legal betting states	22%	(310)	27%	(379)	12%	(172)	25%	(341)	13%	(183)	1386
Sports fan In legal betting states 21+	27%	(144)	23%	(122)	15%	(80)	25%	(130)	10%	(54)	530
Sports fan Outside legal betting states 21+	22%	(200)	30%	(271)	14%	(122)	23%	(209)	10%	(90)	893
Likely SB viewer In legal betting states 21+	29%	(137)	23%	(105)	17%	(80)	24%	(110)	7%	(33)	464
Likely SB viewer Outside legal betting states 21+	26%	(209)	32%	(252)	14%	(112)	20%	(161)	8%	(63)	796

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

**Table MCSP12\_1: Do you think it is appropriate for Super Bowl halftime performers to do the following during their performance?**  
*Make political statements*

Demographic	Not										Total N
	Very appropriate		Somewhat appropriate		Not too appropriate		appropriate at all		Don't know / No opinion		
Adults	10%	(212)	14%	(307)	20%	(439)	44%	(961)	13%	(281)	2200
Gender: Male	10%	(111)	14%	(144)	21%	(219)	45%	(483)	10%	(105)	1062
Gender: Female	9%	(101)	14%	(163)	19%	(220)	42%	(479)	15%	(176)	1138
Age: 18-34	18%	(119)	21%	(134)	19%	(127)	26%	(167)	16%	(108)	655
Age: 35-44	13%	(45)	17%	(62)	23%	(82)	31%	(110)	16%	(59)	358
Age: 45-64	5%	(38)	10%	(76)	19%	(139)	56%	(422)	10%	(76)	751
Age: 65+	2%	(10)	8%	(35)	21%	(91)	60%	(262)	9%	(38)	436
GenZers: 1997-2012	18%	(54)	24%	(71)	16%	(47)	23%	(68)	20%	(59)	299
Millennials: 1981-1996	16%	(97)	19%	(112)	23%	(134)	29%	(171)	14%	(81)	595
GenXers: 1965-1980	7%	(38)	14%	(76)	20%	(108)	46%	(247)	13%	(73)	542
Baby Boomers: 1946-1964	3%	(22)	7%	(46)	20%	(135)	62%	(422)	9%	(61)	685
PID: Dem (no lean)	16%	(143)	21%	(190)	24%	(219)	26%	(230)	13%	(115)	897
PID: Ind (no lean)	6%	(43)	11%	(74)	19%	(129)	46%	(308)	18%	(122)	676
PID: Rep (no lean)	4%	(25)	7%	(43)	15%	(91)	67%	(423)	7%	(44)	627
PID/Gender: Dem Men	19%	(76)	20%	(83)	23%	(95)	26%	(105)	12%	(48)	407
PID/Gender: Dem Women	14%	(67)	22%	(107)	25%	(124)	26%	(125)	14%	(67)	490
PID/Gender: Ind Men	5%	(16)	11%	(37)	22%	(72)	49%	(159)	14%	(44)	327
PID/Gender: Ind Women	8%	(28)	11%	(37)	16%	(57)	43%	(149)	22%	(77)	349
PID/Gender: Rep Men	6%	(19)	7%	(24)	16%	(53)	67%	(219)	4%	(13)	327
PID/Gender: Rep Women	2%	(7)	6%	(19)	13%	(39)	68%	(204)	10%	(31)	299
Ideo: Liberal (1-3)	22%	(139)	25%	(160)	24%	(153)	20%	(128)	10%	(65)	645
Ideo: Moderate (4)	7%	(44)	13%	(84)	23%	(142)	41%	(254)	16%	(97)	621
Ideo: Conservative (5-7)	2%	(16)	6%	(41)	15%	(104)	72%	(489)	4%	(25)	675
Educ: < College	9%	(129)	13%	(191)	19%	(285)	45%	(679)	15%	(228)	1512
Educ: Bachelors degree	10%	(46)	17%	(77)	23%	(101)	41%	(182)	9%	(38)	444
Educ: Post-grad	15%	(36)	16%	(39)	22%	(54)	41%	(101)	6%	(14)	244
Income: Under 50k	9%	(106)	14%	(167)	19%	(225)	42%	(499)	17%	(202)	1198
Income: 50k-100k	9%	(64)	13%	(85)	22%	(147)	48%	(324)	9%	(59)	680
Income: 100k+	13%	(42)	17%	(55)	21%	(68)	43%	(138)	6%	(19)	322
Ethnicity: White	8%	(139)	12%	(214)	18%	(315)	51%	(870)	11%	(183)	1722

Continued on next page

**Table MCSP12\_1:** Do you think it is appropriate for Super Bowl halftime performers to do the following during their performance?  
Make political statements

Demographic	How appropriate is it to have a president who is not a member of the majority religion?										
	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults	10%	(212)	14%	(307)	20%	(439)	44%	(961)	13%	(281)	
Ethnicity: Hispanic	15%	(52)	17%	(59)	23%	(80)	31%	(108)	14%	(50)	349
Ethnicity: Black	19%	(53)	18%	(48)	24%	(66)	17%	(47)	22%	(59)	274
Ethnicity: Other	9%	(19)	22%	(44)	28%	(58)	22%	(44)	19%	(38)	204
All Christian	8%	(79)	11%	(109)	21%	(203)	53%	(514)	7%	(69)	975
All Non-Christian	23%	(29)	23%	(29)	20%	(25)	27%	(35)	8%	(10)	128
Atheist	13%	(14)	22%	(24)	17%	(18)	32%	(35)	17%	(19)	110
Agnostic/Nothing in particular	8%	(48)	15%	(92)	20%	(122)	36%	(214)	20%	(122)	598
Something Else	11%	(42)	14%	(53)	18%	(70)	42%	(164)	16%	(61)	390
Religious Non-Protestant/Catholic	22%	(33)	20%	(31)	21%	(32)	30%	(45)	7%	(11)	152
Evangelical	9%	(54)	12%	(68)	17%	(95)	51%	(288)	11%	(65)	570
Non-Evangelical	8%	(61)	12%	(90)	22%	(168)	50%	(378)	8%	(63)	761
Community: Urban	16%	(94)	19%	(114)	23%	(136)	29%	(172)	14%	(83)	600
Community: Suburban	9%	(93)	14%	(140)	20%	(208)	48%	(496)	10%	(99)	1037
Community: Rural	4%	(24)	9%	(52)	17%	(95)	52%	(293)	18%	(99)	564
Employ: Private Sector	13%	(83)	16%	(105)	19%	(124)	41%	(260)	11%	(69)	641
Employ: Government	11%	(15)	17%	(22)	15%	(19)	47%	(60)	10%	(13)	128
Employ: Self-Employed	12%	(19)	21%	(32)	25%	(38)	35%	(53)	7%	(11)	153
Employ: Homemaker	6%	(10)	12%	(20)	20%	(33)	47%	(77)	16%	(26)	165
Employ: Student	12%	(15)	19%	(24)	17%	(21)	30%	(37)	22%	(27)	124
Employ: Retired	3%	(14)	7%	(33)	21%	(104)	61%	(309)	9%	(45)	506
Employ: Unemployed	14%	(47)	16%	(53)	22%	(72)	27%	(91)	21%	(70)	332
Employ: Other	6%	(9)	12%	(18)	19%	(29)	49%	(73)	14%	(21)	151
Military HH: Yes	6%	(21)	12%	(43)	20%	(67)	51%	(173)	11%	(37)	341
Military HH: No	10%	(190)	14%	(264)	20%	(372)	42%	(789)	13%	(244)	1859
RD/WT: Right Direction	15%	(135)	19%	(172)	23%	(205)	29%	(258)	14%	(128)	897
RD/WT: Wrong Track	6%	(77)	10%	(135)	18%	(235)	54%	(703)	12%	(153)	1303
Biden Job Approve	14%	(175)	19%	(249)	25%	(325)	28%	(357)	14%	(177)	1282
Biden Job Disapprove	4%	(27)	6%	(44)	12%	(86)	72%	(500)	6%	(42)	698

Continued on next page

**Table MCSP12\_1:** Do you think it is appropriate for Super Bowl halftime performers to do the following during their performance?  
Make political statements

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	10% (212)	14% (307)	20% (439)	44% (961)	13% (281)	2200
Biden Job Strongly Approve	17% (137)	21% (167)	24% (193)	25% (201)	13% (106)	804
Biden Job Somewhat Approve	8% (38)	17% (82)	27% (131)	33% (156)	15% (71)	478
Biden Job Somewhat Disapprove	4% (8)	10% (19)	24% (46)	56% (108)	6% (11)	191
Biden Job Strongly Disapprove	4% (19)	5% (25)	8% (40)	77% (392)	6% (31)	507
Favorable of Biden	14% (183)	19% (250)	24% (317)	28% (370)	14% (186)	1305
Unfavorable of Biden	2% (15)	6% (48)	13% (101)	73% (552)	6% (43)	759
Very Favorable of Biden	18% (138)	19% (151)	25% (197)	25% (197)	12% (97)	780
Somewhat Favorable of Biden	9% (46)	19% (98)	23% (120)	33% (173)	17% (88)	525
Somewhat Unfavorable of Biden	3% (7)	10% (20)	25% (48)	58% (110)	4% (7)	192
Very Unfavorable of Biden	2% (9)	5% (28)	9% (53)	78% (442)	6% (36)	567
#1 Issue: Economy	7% (63)	14% (122)	21% (183)	46% (403)	11% (97)	868
#1 Issue: Security	5% (13)	10% (26)	14% (38)	61% (163)	10% (27)	267
#1 Issue: Health Care	15% (61)	19% (77)	20% (81)	30% (120)	16% (64)	404
#1 Issue: Medicare / Social Security	2% (6)	6% (15)	20% (47)	58% (137)	13% (31)	236
#1 Issue: Women's Issues	22% (21)	19% (18)	22% (21)	27% (26)	10% (10)	96
#1 Issue: Education	19% (18)	16% (15)	21% (20)	23% (22)	21% (20)	96
#1 Issue: Energy	23% (18)	24% (19)	20% (16)	24% (20)	10% (8)	81
#1 Issue: Other	7% (11)	10% (15)	22% (33)	46% (70)	15% (23)	152
2020 Vote: Joe Biden	15% (161)	21% (221)	25% (260)	26% (276)	13% (131)	1049
2020 Vote: Donald Trump	2% (13)	5% (36)	12% (85)	75% (515)	6% (38)	686
2020 Vote: Other	4% (2)	13% (8)	11% (7)	57% (35)	15% (9)	62
2020 Vote: Didn't Vote	9% (35)	11% (42)	22% (88)	33% (134)	26% (102)	401
2018 House Vote: Democrat	14% (107)	22% (163)	25% (184)	28% (209)	10% (77)	741
2018 House Vote: Republican	2% (13)	5% (30)	12% (66)	75% (418)	5% (27)	554
2018 House Vote: Someone else	2% (1)	10% (5)	14% (7)	63% (33)	12% (7)	52
2016 Vote: Hillary Clinton	13% (94)	22% (156)	25% (177)	28% (195)	12% (86)	707
2016 Vote: Donald Trump	3% (18)	5% (31)	13% (79)	74% (463)	6% (37)	628
2016 Vote: Other	4% (5)	13% (15)	20% (22)	56% (64)	6% (7)	113
2016 Vote: Didn't Vote	12% (93)	14% (104)	22% (161)	32% (239)	20% (151)	749

Continued on next page



**Table MCSP12\_1:** Do you think it is appropriate for Super Bowl halftime performers to do the following during their performance?  
Make political statements

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults	10%	(212)	14%	(307)	20%	(439)	44%	(961)	13%	(281)	2200
Voted in 2014: Yes	8%	(96)	13%	(157)	19%	(222)	51%	(613)	9%	(106)	1194
Voted in 2014: No	11%	(115)	15%	(149)	22%	(217)	35%	(349)	17%	(175)	1006
4-Region: Northeast	10%	(38)	14%	(57)	21%	(84)	43%	(168)	12%	(47)	394
4-Region: Midwest	9%	(39)	10%	(48)	19%	(89)	51%	(236)	11%	(49)	462
4-Region: South	9%	(71)	14%	(117)	20%	(161)	44%	(359)	14%	(115)	824
4-Region: West	12%	(63)	16%	(85)	20%	(105)	38%	(197)	13%	(70)	520
Sports fan	11%	(162)	15%	(224)	22%	(336)	42%	(635)	11%	(162)	1519
Avid sports fan	17%	(83)	15%	(71)	24%	(115)	37%	(177)	7%	(32)	478
Casual sports fan	8%	(80)	15%	(153)	21%	(221)	44%	(457)	13%	(131)	1041
Football fan	11%	(161)	15%	(211)	22%	(321)	42%	(612)	10%	(140)	1444
Avid football fan	16%	(99)	15%	(91)	22%	(138)	41%	(250)	6%	(38)	616
Casual football fan	7%	(62)	14%	(119)	22%	(183)	44%	(362)	12%	(102)	828
NFL fan	11%	(154)	15%	(211)	22%	(313)	42%	(588)	9%	(130)	1396
Avid NFL fan	16%	(93)	15%	(88)	22%	(128)	42%	(250)	6%	(36)	595
Casual NFL fan	8%	(61)	15%	(123)	23%	(185)	42%	(338)	12%	(94)	801
Watched SB last year	12%	(141)	15%	(168)	23%	(266)	42%	(491)	8%	(91)	1157
Didn't watch SB last year	7%	(70)	13%	(139)	17%	(174)	45%	(470)	18%	(190)	1043
OK brands get political	23%	(183)	28%	(222)	22%	(170)	18%	(141)	9%	(68)	785
Not OK brands get political	2%	(23)	6%	(66)	19%	(215)	68%	(766)	4%	(50)	1119
OK social justice	15%	(199)	21%	(267)	26%	(332)	30%	(382)	9%	(112)	1292
Not OK social justice	1%	(8)	4%	(22)	12%	(75)	79%	(484)	4%	(23)	612
Likely SB viewer	12%	(161)	16%	(209)	25%	(330)	40%	(536)	8%	(108)	1344
Unlikely SB viewer	6%	(42)	12%	(88)	13%	(92)	54%	(394)	16%	(117)	733
More likely to watch SB this year	18%	(105)	20%	(114)	21%	(122)	35%	(201)	6%	(34)	577
Less likely to watch SB this year	6%	(31)	9%	(44)	16%	(76)	55%	(257)	14%	(64)	472
Likely host/attend SB party	24%	(96)	22%	(91)	18%	(75)	30%	(123)	5%	(22)	406
Unlikely host/attend SB party	7%	(112)	12%	(201)	21%	(352)	49%	(807)	11%	(185)	1656
Watch SB for game	10%	(82)	15%	(125)	25%	(212)	45%	(384)	6%	(56)	859
Watch SB for halftime	18%	(41)	19%	(44)	25%	(56)	27%	(62)	11%	(24)	227

Continued on next page

**Table MCSP12\_1:** Do you think it is appropriate for Super Bowl halftime performers to do the following during their performance?  
Make political statements

Demographic	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		Total N
Adults	10%	(212)	14%	(307)	20%	(439)	44%	(961)	13%	(281)	2200
Watch SB for ads	16%	(32)	15%	(30)	26%	(50)	37%	(71)	5%	(10)	193
SB more political	14%	(113)	16%	(132)	18%	(151)	49%	(400)	3%	(22)	818
SB less political	8%	(25)	11%	(37)	29%	(96)	48%	(158)	4%	(12)	328
Typically host/attend SB party	18%	(100)	17%	(96)	19%	(105)	39%	(219)	7%	(36)	556
Typically do not host/attend SB party	7%	(112)	13%	(211)	20%	(335)	45%	(742)	15%	(245)	1644
Usually pays a lot/some attn to ads	12%	(174)	16%	(232)	22%	(333)	42%	(631)	8%	(121)	1492
Usually pays not much/no attn to ads	5%	(37)	11%	(75)	15%	(106)	47%	(330)	23%	(160)	708
Plan to pay a lot/some attn to ads	13%	(171)	16%	(224)	24%	(325)	39%	(534)	8%	(105)	1359
Plan to pay not much/no attn to ads	5%	(41)	10%	(83)	14%	(114)	51%	(428)	21%	(176)	841
Pro football fav sport	14%	(85)	15%	(87)	22%	(134)	40%	(240)	8%	(49)	596
Fav NFL	12%	(150)	15%	(194)	24%	(306)	39%	(494)	9%	(111)	1254
Unfav NFL	7%	(32)	13%	(63)	13%	(63)	61%	(293)	6%	(30)	481
Fav Goodell	15%	(77)	17%	(82)	25%	(126)	37%	(186)	5%	(26)	496
Unfav Goodell	10%	(48)	16%	(78)	20%	(97)	49%	(239)	4%	(21)	483
Fav Chiefs	11%	(115)	15%	(151)	23%	(229)	45%	(451)	5%	(55)	1001
Fav Buccaneers	12%	(99)	16%	(133)	24%	(194)	44%	(359)	4%	(37)	822
Chiefs fan	12%	(99)	15%	(124)	24%	(199)	41%	(341)	8%	(66)	828
Buccaneers fan	8%	(50)	16%	(96)	23%	(138)	45%	(269)	7%	(40)	593
Frequent sports betters	34%	(35)	12%	(12)	12%	(12)	27%	(28)	15%	(15)	103
Regular sports betters	23%	(51)	24%	(54)	14%	(32)	28%	(63)	10%	(23)	223
Frequent NFL betters	31%	(37)	12%	(14)	14%	(17)	32%	(38)	10%	(12)	117
Regular NFL betters	27%	(64)	19%	(45)	17%	(40)	28%	(66)	10%	(24)	239
Definite SB betters	33%	(44)	22%	(29)	12%	(16)	30%	(40)	2%	(3)	132
Probable SB betters	23%	(80)	23%	(78)	21%	(72)	28%	(97)	4%	(15)	341
Believe betting is legal in their state	14%	(90)	16%	(106)	23%	(153)	39%	(261)	8%	(51)	661
Believe betting is illegal in their state	9%	(36)	16%	(62)	20%	(78)	46%	(178)	8%	(33)	387
Non-sports fans	7%	(49)	12%	(82)	15%	(104)	48%	(327)	17%	(119)	681
Gen Z sports fans	21%	(40)	23%	(44)	16%	(30)	23%	(45)	18%	(35)	194
Millennial sports fans	19%	(81)	20%	(85)	27%	(114)	24%	(101)	10%	(41)	422

Continued on next page

**Table MCSP12\_1:** Do you think it is appropriate for Super Bowl halftime performers to do the following during their performance?  
Make political statements

Demographic	Q10. How appropriate is it for people to bet on sports?										Total N
	Very appropriate		Somewhat appropriate		Not too appropriate		Not appropriate at all		Don't know / No opinion		
Adults	10%	(212)	14%	(307)	20%	(439)	44%	(961)	13%	(281)	2200
Gen X sports fans	6%	(24)	16%	(62)	21%	(79)	45%	(173)	11%	(43)	381
Boomer sports fans	4%	(17)	7%	(33)	21%	(99)	59%	(277)	8%	(39)	466
Sports fans 18-34	21%	(92)	21%	(90)	22%	(98)	23%	(100)	13%	(59)	439
Sports fans 35-44	15%	(37)	20%	(50)	26%	(65)	29%	(73)	11%	(28)	253
Sports fans 45-64	5%	(26)	12%	(63)	20%	(105)	54%	(284)	10%	(52)	530
Sports fans 65+	3%	(8)	7%	(22)	23%	(68)	60%	(177)	8%	(23)	297
Occasional sports betters	14%	(28)	14%	(27)	24%	(48)	40%	(79)	7%	(14)	196
Non-sports betters	7%	(132)	13%	(226)	20%	(360)	46%	(819)	14%	(244)	1781
In legal betting states	9%	(77)	12%	(101)	20%	(166)	45%	(365)	13%	(105)	814
Outside legal betting states	10%	(134)	15%	(206)	20%	(273)	43%	(596)	13%	(176)	1386
Sports fan In legal betting states 21+	11%	(56)	14%	(74)	22%	(119)	43%	(226)	10%	(55)	530
Sports fan Outside legal betting states 21+	9%	(80)	15%	(136)	23%	(203)	43%	(387)	10%	(86)	893
Likely SB viewer In legal betting states 21+	12%	(57)	14%	(66)	25%	(116)	41%	(190)	7%	(35)	464
Likely SB viewer Outside legal betting states 21+	10%	(77)	17%	(135)	25%	(198)	41%	(325)	8%	(62)	796

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

**Table MCSP12\_2:** Do you think it is appropriate for Super Bowl halftime performers to do the following during their performance?  
Promote social justice

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	24% (520)	21% (471)	13% (288)	29% (642)	13% (278)	2200
Gender: Male	23% (249)	21% (223)	15% (157)	31% (330)	10% (104)	1062
Gender: Female	24% (272)	22% (249)	12% (132)	27% (312)	15% (174)	1138
Age: 18-34	37% (245)	22% (142)	11% (75)	14% (94)	15% (99)	655
Age: 35-44	28% (100)	24% (88)	13% (48)	19% (67)	16% (56)	358
Age: 45-64	15% (116)	20% (154)	13% (101)	39% (293)	11% (86)	751
Age: 65+	14% (59)	20% (88)	15% (64)	43% (187)	9% (37)	436
GenZers: 1997-2012	37% (112)	22% (66)	12% (36)	12% (35)	17% (51)	299
Millennials: 1981-1996	35% (206)	23% (139)	12% (70)	17% (102)	13% (79)	595
GenXers: 1965-1980	18% (100)	24% (130)	13% (68)	30% (163)	15% (81)	542
Baby Boomers: 1946-1964	14% (96)	17% (119)	16% (106)	45% (305)	9% (59)	685
PID: Dem (no lean)	37% (333)	26% (238)	12% (109)	13% (120)	11% (98)	897
PID: Ind (no lean)	21% (140)	20% (136)	13% (90)	28% (190)	18% (120)	676
PID: Rep (no lean)	8% (47)	16% (98)	14% (89)	53% (333)	10% (60)	627
PID/Gender: Dem Men	37% (150)	27% (111)	14% (56)	13% (53)	9% (37)	407
PID/Gender: Dem Women	37% (183)	26% (126)	11% (53)	14% (67)	12% (61)	490
PID/Gender: Ind Men	19% (63)	17% (57)	17% (57)	31% (102)	15% (48)	327
PID/Gender: Ind Women	22% (77)	23% (79)	10% (33)	25% (87)	21% (72)	349
PID/Gender: Rep Men	11% (35)	17% (55)	13% (43)	54% (176)	6% (19)	327
PID/Gender: Rep Women	4% (12)	15% (44)	15% (46)	53% (157)	14% (41)	299
Ideo: Liberal (1-3)	46% (298)	29% (186)	9% (56)	7% (48)	9% (57)	645
Ideo: Moderate (4)	22% (136)	23% (146)	14% (87)	25% (158)	15% (95)	621
Ideo: Conservative (5-7)	8% (51)	15% (99)	15% (100)	58% (389)	5% (36)	675
Educ: < College	21% (322)	19% (292)	14% (208)	30% (460)	15% (230)	1512
Educ: Bachelors degree	26% (115)	27% (118)	12% (55)	28% (123)	7% (32)	444
Educ: Post-grad	34% (83)	25% (61)	10% (25)	24% (59)	6% (16)	244
Income: Under 50k	22% (264)	21% (255)	12% (141)	28% (332)	17% (205)	1198
Income: 50k-100k	23% (155)	22% (151)	15% (102)	32% (219)	8% (52)	680
Income: 100k+	31% (101)	20% (65)	14% (46)	28% (90)	6% (20)	322
Ethnicity: White	20% (350)	21% (360)	13% (221)	34% (592)	12% (199)	1722

Continued on next page

**Table MCSP12\_2:** Do you think it is appropriate for Super Bowl halftime performers to do the following during their performance?  
*Promote social justice*

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	24% (520)	21% (471)	13% (288)	29% (642)	13% (278)	2200
Ethnicity: Hispanic	34% (117)	23% (80)	13% (45)	19% (65)	12% (42)	349
Ethnicity: Black	43% (119)	19% (53)	11% (29)	8% (22)	19% (51)	274
Ethnicity: Other	25% (51)	28% (58)	19% (39)	14% (28)	14% (28)	204
All Christian	20% (194)	22% (210)	13% (126)	38% (368)	8% (77)	975
All Non-Christian	36% (46)	27% (35)	13% (17)	18% (23)	5% (7)	128
Atheist	39% (42)	22% (24)	11% (12)	16% (17)	12% (13)	110
Agnostic/Nothing in particular	24% (146)	21% (124)	14% (84)	20% (123)	20% (121)	598
Something Else	23% (91)	20% (79)	13% (50)	28% (111)	15% (60)	390
Religious Non-Protestant/Catholic	33% (50)	26% (40)	14% (21)	21% (32)	6% (9)	152
Evangelical	19% (106)	21% (120)	12% (69)	37% (211)	11% (63)	570
Non-Evangelical	23% (172)	21% (160)	13% (101)	34% (259)	9% (69)	761
Community: Urban	35% (211)	24% (143)	11% (65)	17% (102)	13% (79)	600
Community: Suburban	22% (232)	21% (216)	14% (148)	33% (337)	10% (103)	1037
Community: Rural	14% (77)	20% (112)	13% (75)	36% (202)	17% (97)	564
Employ: Private Sector	27% (173)	22% (141)	12% (75)	29% (186)	10% (66)	641
Employ: Government	26% (33)	23% (30)	14% (18)	27% (34)	10% (13)	128
Employ: Self-Employed	39% (59)	20% (30)	13% (20)	22% (33)	7% (10)	153
Employ: Homemaker	17% (28)	26% (43)	11% (18)	32% (53)	13% (22)	165
Employ: Student	29% (36)	30% (37)	12% (15)	9% (11)	20% (25)	124
Employ: Retired	13% (64)	18% (93)	16% (80)	43% (218)	10% (50)	506
Employ: Unemployed	29% (95)	20% (65)	14% (46)	18% (59)	20% (67)	332
Employ: Other	21% (32)	21% (32)	10% (15)	31% (46)	17% (26)	151
Military HH: Yes	17% (58)	21% (72)	14% (46)	38% (131)	10% (33)	341
Military HH: No	25% (462)	21% (399)	13% (242)	28% (511)	13% (245)	1859
RD/WT: Right Direction	35% (318)	25% (225)	12% (106)	15% (133)	13% (116)	897
RD/WT: Wrong Track	15% (202)	19% (247)	14% (183)	39% (510)	12% (162)	1303
Biden Job Approve	35% (443)	27% (352)	14% (176)	13% (164)	12% (148)	1282
Biden Job Disapprove	7% (50)	12% (87)	12% (86)	59% (415)	9% (61)	698

Continued on next page

**Table MCSP12\_2:** Do you think it is appropriate for Super Bowl halftime performers to do the following during their performance?  
Promote social justice

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	24% (520)	21% (471)	13% (288)	29% (642)	13% (278)	2200
Biden Job Strongly Approve	40% (319)	26% (208)	11% (91)	12% (98)	11% (88)	804
Biden Job Somewhat Approve	26% (124)	30% (144)	18% (84)	14% (66)	13% (60)	478
Biden Job Somewhat Disapprove	9% (16)	23% (43)	18% (35)	42% (80)	9% (17)	191
Biden Job Strongly Disapprove	7% (33)	9% (44)	10% (52)	66% (335)	9% (44)	507
Favorable of Biden	35% (460)	27% (346)	13% (167)	14% (177)	12% (155)	1305
Unfavorable of Biden	5% (39)	14% (108)	14% (104)	59% (445)	8% (64)	759
Very Favorable of Biden	42% (327)	24% (188)	12% (93)	12% (93)	10% (79)	780
Somewhat Favorable of Biden	25% (133)	30% (158)	14% (74)	16% (84)	14% (76)	525
Somewhat Unfavorable of Biden	9% (18)	26% (50)	20% (38)	40% (76)	5% (10)	192
Very Unfavorable of Biden	4% (21)	10% (58)	12% (66)	65% (369)	9% (54)	567
#1 Issue: Economy	22% (192)	21% (180)	15% (130)	31% (265)	12% (100)	868
#1 Issue: Security	15% (40)	14% (37)	14% (36)	47% (124)	11% (29)	267
#1 Issue: Health Care	32% (130)	27% (109)	8% (31)	18% (75)	14% (58)	404
#1 Issue: Medicare / Social Security	9% (22)	23% (53)	16% (37)	39% (93)	13% (31)	236
#1 Issue: Women's Issues	40% (38)	18% (18)	10% (9)	21% (20)	11% (10)	96
#1 Issue: Education	33% (31)	22% (21)	16% (16)	12% (11)	18% (17)	96
#1 Issue: Energy	43% (35)	27% (22)	5% (4)	14% (12)	10% (8)	81
#1 Issue: Other	20% (30)	21% (31)	16% (25)	27% (42)	16% (24)	152
2020 Vote: Joe Biden	38% (400)	26% (278)	13% (133)	12% (124)	11% (114)	1049
2020 Vote: Donald Trump	5% (36)	12% (85)	14% (98)	60% (415)	8% (52)	686
2020 Vote: Other	10% (6)	25% (15)	11% (7)	35% (22)	18% (11)	62
2020 Vote: Didn't Vote	19% (78)	23% (93)	12% (49)	20% (81)	25% (100)	401
2018 House Vote: Democrat	37% (277)	29% (213)	12% (88)	13% (98)	9% (66)	741
2018 House Vote: Republican	6% (31)	13% (72)	13% (74)	62% (341)	6% (35)	554
2018 House Vote: Someone else	16% (8)	21% (11)	14% (7)	35% (18)	14% (7)	52
2016 Vote: Hillary Clinton	37% (263)	28% (198)	12% (86)	12% (86)	10% (74)	707
2016 Vote: Donald Trump	8% (49)	12% (74)	13% (84)	60% (376)	7% (45)	628
2016 Vote: Other	14% (15)	30% (34)	11% (13)	38% (43)	7% (8)	113
2016 Vote: Didn't Vote	26% (193)	22% (164)	14% (105)	18% (137)	20% (150)	749

Continued on next page

**Table MCSP12\_2:** Do you think it is appropriate for Super Bowl halftime performers to do the following during their performance?  
Promote social justice

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	24% (520)	21% (471)	13% (288)	29% (642)	13% (278)	2200
Voted in 2014: Yes	22% (258)	21% (249)	13% (158)	36% (428)	9% (102)	1194
Voted in 2014: No	26% (263)	22% (223)	13% (131)	21% (214)	17% (176)	1006
4-Region: Northeast	26% (104)	20% (79)	10% (40)	31% (122)	12% (48)	394
4-Region: Midwest	23% (105)	20% (91)	12% (57)	34% (158)	11% (50)	462
4-Region: South	21% (176)	22% (177)	13% (103)	30% (251)	14% (117)	824
4-Region: West	26% (135)	24% (124)	17% (88)	21% (111)	12% (63)	520
Sports fan	26% (390)	23% (352)	13% (204)	27% (412)	10% (159)	1519
Avid sports fan	35% (168)	23% (108)	13% (61)	23% (112)	6% (29)	478
Casual sports fan	21% (222)	23% (244)	14% (144)	29% (301)	13% (131)	1041
Football fan	26% (370)	23% (336)	14% (206)	28% (402)	9% (130)	1444
Avid football fan	33% (206)	22% (137)	13% (82)	25% (154)	6% (38)	616
Casual football fan	20% (165)	24% (199)	15% (124)	30% (248)	11% (92)	828
NFL fan	26% (364)	24% (335)	15% (204)	27% (373)	9% (120)	1396
Avid NFL fan	32% (191)	22% (128)	14% (85)	26% (154)	6% (37)	595
Casual NFL fan	22% (173)	26% (207)	15% (119)	27% (220)	10% (83)	801
Watched SB last year	27% (317)	23% (265)	15% (177)	27% (316)	7% (82)	1157
Didn't watch SB last year	19% (203)	20% (207)	11% (111)	31% (326)	19% (196)	1043
OK brands get political	44% (344)	29% (228)	13% (101)	7% (58)	7% (54)	785
Not OK brands get political	13% (147)	18% (200)	14% (156)	49% (547)	6% (69)	1119
OK social justice	38% (493)	32% (412)	13% (168)	10% (134)	7% (85)	1292
Not OK social justice	3% (17)	5% (30)	15% (95)	72% (442)	4% (27)	612
Likely SB viewer	29% (387)	24% (319)	15% (203)	25% (338)	7% (96)	1344
Unlikely SB viewer	16% (116)	19% (141)	11% (79)	38% (278)	16% (118)	733
More likely to watch SB this year	34% (198)	26% (148)	15% (89)	19% (109)	6% (32)	577
Less likely to watch SB this year	17% (80)	15% (72)	11% (50)	42% (200)	15% (70)	472
Likely host/attend SB party	39% (159)	26% (106)	14% (55)	16% (65)	5% (21)	406
Unlikely host/attend SB party	21% (342)	21% (356)	13% (223)	33% (553)	11% (181)	1656
Watch SB for game	26% (219)	25% (213)	16% (140)	28% (238)	6% (50)	859
Watch SB for halftime	41% (93)	21% (47)	13% (30)	17% (38)	8% (19)	227

Continued on next page

**Table MCSP12\_2:** Do you think it is appropriate for Super Bowl halftime performers to do the following during their performance?  
Promote social justice

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	24% (520)	21% (471)	13% (288)	29% (642)	13% (278)	2200
Watch SB for ads	28% (53)	27% (53)	14% (27)	25% (49)	6% (11)	193
SB more political	28% (228)	21% (175)	11% (94)	36% (293)	3% (27)	818
SB less political	24% (78)	28% (93)	19% (61)	26% (86)	3% (10)	328
Typically host/attend SB party	33% (185)	24% (136)	13% (72)	22% (124)	7% (40)	556
Typically do not host/attend SB party	20% (335)	20% (335)	13% (216)	32% (518)	15% (238)	1644
Usually pays a lot/some attn to ads	28% (418)	24% (360)	14% (207)	27% (401)	7% (107)	1492
Usually pays not much/no attn to ads	14% (102)	16% (111)	12% (82)	34% (242)	24% (171)	708
Plan to pay a lot/some attn to ads	30% (402)	25% (342)	14% (195)	24% (329)	7% (90)	1359
Plan to pay not much/no attn to ads	14% (118)	15% (129)	11% (93)	37% (313)	22% (188)	841
Pro football fav sport	30% (181)	22% (130)	14% (83)	26% (152)	8% (50)	596
Fav NFL	29% (362)	26% (322)	15% (186)	23% (284)	8% (100)	1254
Unfav NFL	19% (90)	15% (74)	10% (49)	49% (235)	7% (34)	481
Fav Goodell	31% (152)	26% (128)	15% (75)	23% (114)	5% (27)	496
Unfav Goodell	22% (109)	23% (111)	13% (62)	39% (187)	3% (15)	483
Fav Chiefs	27% (273)	24% (237)	14% (142)	30% (296)	5% (53)	1001
Fav Buccaneers	26% (218)	26% (215)	15% (123)	28% (230)	5% (37)	822
Chiefs fan	29% (242)	25% (205)	14% (114)	26% (212)	7% (55)	828
Buccaneers fan	23% (136)	24% (143)	18% (104)	30% (175)	6% (35)	593
Frequent sports betters	40% (41)	20% (21)	14% (15)	15% (16)	10% (11)	103
Regular sports betters	40% (89)	22% (49)	13% (28)	18% (39)	8% (17)	223
Frequent NFL betters	40% (46)	20% (23)	12% (14)	19% (22)	9% (11)	117
Regular NFL betters	36% (87)	23% (56)	13% (31)	19% (47)	8% (19)	239
Definite SB betters	43% (57)	25% (33)	10% (13)	20% (26)	3% (4)	132
Probable SB betters	38% (129)	26% (88)	13% (45)	19% (66)	4% (13)	341
Believe betting is legal in their state	30% (198)	24% (158)	13% (87)	25% (167)	8% (51)	661
Believe betting is illegal in their state	21% (81)	21% (81)	17% (68)	31% (121)	9% (36)	387
Non-sports fans	19% (130)	17% (119)	12% (84)	34% (230)	17% (119)	681
Gen Z sports fans	39% (75)	23% (44)	7% (13)	14% (28)	17% (32)	194
Millennial sports fans	41% (172)	24% (101)	12% (50)	14% (60)	9% (39)	422

Continued on next page



**Table MCSP12\_2:** Do you think it is appropriate for Super Bowl halftime performers to do the following during their performance?  
Promote social justice

Demographic	Very appropriate	Somewhat appropriate	Not too appropriate	Not appropriate at all	Don't know / No opinion	Total N
Adults	24% (520)	21% (471)	13% (288)	29% (642)	13% (278)	2200
Gen X sports fans	18% (70)	29% (109)	13% (49)	28% (106)	12% (47)	381
Boomer sports fans	14% (68)	18% (82)	18% (84)	42% (195)	8% (37)	466
Sports fans 18-34	42% (183)	22% (97)	9% (39)	14% (62)	13% (58)	439
Sports fans 35-44	34% (86)	27% (68)	14% (37)	16% (41)	8% (21)	253
Sports fans 45-64	15% (82)	23% (123)	15% (78)	36% (189)	11% (59)	530
Sports fans 65+	13% (39)	21% (63)	17% (52)	41% (121)	7% (22)	297
Occasional sports betters	24% (48)	19% (37)	16% (31)	34% (66)	7% (14)	196
Non-sports betters	22% (383)	22% (385)	13% (228)	30% (537)	14% (247)	1781
In legal betting states	24% (198)	19% (159)	13% (104)	30% (242)	14% (112)	814
Outside legal betting states	23% (323)	23% (313)	13% (184)	29% (400)	12% (166)	1386
Sports fan In legal betting states 21+	27% (143)	21% (111)	12% (65)	29% (153)	11% (57)	530
Sports fan Outside legal betting states 21+	23% (206)	25% (223)	15% (131)	28% (249)	9% (84)	893
Likely SB viewer In legal betting states 21+	29% (137)	21% (96)	14% (66)	28% (132)	7% (34)	464
Likely SB viewer Outside legal betting states 21+	26% (208)	26% (207)	16% (131)	25% (198)	7% (52)	796

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

**Table MCSP13:** Which of the following statements comes closest to your view even if neither is exactly right?

Demographic	I believe corporations should make statements on political and cultural issues during entertainment events like the Super Bowl		I prefer that corporations NOT make statements on political and cultural issues during entertainment events like the Super Bowl		Don't know / No opinion		Total N
Adults	21%	(452)	61%	(1334)	19%	(414)	2200
Gender: Male	22%	(238)	62%	(662)	15%	(161)	1062
Gender: Female	19%	(214)	59%	(672)	22%	(252)	1138
Age: 18-34	31%	(205)	44%	(286)	25%	(163)	655
Age: 35-44	28%	(100)	49%	(176)	23%	(81)	358
Age: 45-64	13%	(95)	73%	(549)	14%	(107)	751
Age: 65+	12%	(51)	74%	(323)	14%	(63)	436
GenZers: 1997-2012	28%	(82)	38%	(115)	34%	(102)	299
Millennials: 1981-1996	34%	(202)	48%	(285)	18%	(108)	595
GenXers: 1965-1980	15%	(81)	66%	(356)	19%	(106)	542
Baby Boomers: 1946-1964	12%	(83)	76%	(517)	12%	(84)	685
PID: Dem (no lean)	33%	(293)	49%	(436)	19%	(168)	897
PID: Ind (no lean)	13%	(91)	60%	(404)	27%	(181)	676
PID: Rep (no lean)	11%	(69)	79%	(493)	10%	(65)	627
PID/Gender: Dem Men	36%	(146)	51%	(207)	13%	(54)	407
PID/Gender: Dem Women	30%	(147)	47%	(230)	23%	(114)	490
PID/Gender: Ind Men	13%	(42)	62%	(204)	25%	(81)	327
PID/Gender: Ind Women	14%	(48)	58%	(201)	29%	(100)	349
PID/Gender: Rep Men	15%	(50)	77%	(252)	8%	(26)	327
PID/Gender: Rep Women	6%	(19)	81%	(241)	13%	(39)	299
Ideo: Liberal (1-3)	42%	(268)	42%	(269)	17%	(108)	645
Ideo: Moderate (4)	17%	(106)	61%	(378)	22%	(137)	621
Ideo: Conservative (5-7)	9%	(58)	84%	(569)	7%	(47)	675
Educ: < College	19%	(282)	61%	(916)	21%	(315)	1512
Educ: Bachelors degree	22%	(98)	61%	(273)	17%	(73)	444
Educ: Post-grad	30%	(73)	60%	(145)	10%	(26)	244

Continued on next page

**Table MCSP13:** Which of the following statements comes closest to your view even if neither is exactly right?

Demographic	I believe corporations should make statements on political and cultural issues during entertainment events like the Super Bowl		I prefer that corporations NOT make statements on political and cultural issues during entertainment events like the Super Bowl		Don't know / No opinion		Total N
Adults	21%	(452)	61%	(1334)	19%	(414)	2200
Income: Under 50k	20%	(238)	56%	(671)	24%	(289)	1198
Income: 50k-100k	19%	(129)	68%	(462)	13%	(90)	680
Income: 100k+	27%	(86)	62%	(201)	11%	(35)	322
Ethnicity: White	18%	(310)	66%	(1134)	16%	(278)	1722
Ethnicity: Hispanic	26%	(92)	53%	(184)	21%	(73)	349
Ethnicity: Black	34%	(94)	38%	(104)	28%	(77)	274
Ethnicity: Other	24%	(49)	47%	(95)	29%	(59)	204
All Christian	17%	(162)	70%	(683)	13%	(130)	975
All Non-Christian	35%	(45)	46%	(59)	19%	(24)	128
Atheist	31%	(33)	49%	(53)	21%	(23)	110
Agnostic/Nothing in particular	21%	(127)	53%	(314)	26%	(157)	598
Something Else	22%	(85)	57%	(224)	21%	(81)	390
Religious Non-Protestant/Catholic	33%	(51)	47%	(71)	20%	(30)	152
Evangelical	17%	(99)	67%	(380)	16%	(91)	570
Non-Evangelical	19%	(141)	67%	(508)	15%	(112)	761
Community: Urban	31%	(184)	48%	(288)	21%	(128)	600
Community: Suburban	19%	(198)	65%	(669)	16%	(170)	1037
Community: Rural	13%	(71)	67%	(377)	20%	(115)	564
Employ: Private Sector	25%	(162)	60%	(386)	14%	(93)	641
Employ: Government	19%	(25)	65%	(84)	15%	(20)	128
Employ: Self-Employed	35%	(53)	48%	(73)	18%	(27)	153
Employ: Homemaker	13%	(21)	69%	(114)	18%	(30)	165
Employ: Student	23%	(29)	43%	(53)	34%	(42)	124
Employ: Retired	11%	(54)	75%	(380)	14%	(73)	506
Employ: Unemployed	27%	(88)	46%	(151)	28%	(93)	332
Employ: Other	14%	(21)	62%	(93)	24%	(37)	151

Continued on next page

**Table MCSP13:** Which of the following statements comes closest to your view even if neither is exactly right?

Demographic	I believe corporations should make statements on political and cultural issues during entertainment events like the Super Bowl		I prefer that corporations NOT make statements on political and cultural issues during entertainment events like the Super Bowl		Don't know / No opinion		Total N
Adults	21%	(452)	61%	(1334)	19%	(414)	2200
Military HH: Yes	17%	(59)	67%	(228)	16%	(54)	341
Military HH: No	21%	(393)	59%	(1106)	19%	(360)	1859
RD/WT: Right Direction	31%	(281)	49%	(441)	19%	(175)	897
RD/WT: Wrong Track	13%	(172)	68%	(893)	18%	(239)	1303
Biden Job Approve	30%	(380)	50%	(635)	21%	(267)	1282
Biden Job Disapprove	7%	(47)	82%	(572)	11%	(79)	698
Biden Job Strongly Approve	34%	(277)	46%	(369)	20%	(159)	804
Biden Job Somewhat Approve	21%	(103)	56%	(266)	23%	(109)	478
Biden Job Somewhat Disapprove	6%	(12)	80%	(153)	13%	(26)	191
Biden Job Strongly Disapprove	7%	(34)	83%	(419)	11%	(53)	507
Favorable of Biden	30%	(386)	49%	(644)	21%	(275)	1305
Unfavorable of Biden	6%	(49)	82%	(625)	11%	(85)	759
Very Favorable of Biden	34%	(264)	47%	(367)	19%	(149)	780
Somewhat Favorable of Biden	23%	(122)	53%	(277)	24%	(126)	525
Somewhat Unfavorable of Biden	8%	(16)	78%	(149)	14%	(27)	192
Very Unfavorable of Biden	6%	(33)	84%	(476)	10%	(58)	567
#1 Issue: Economy	18%	(155)	65%	(566)	17%	(147)	868
#1 Issue: Security	13%	(36)	73%	(195)	14%	(36)	267
#1 Issue: Health Care	29%	(118)	45%	(183)	25%	(103)	404
#1 Issue: Medicare / Social Security	10%	(23)	72%	(171)	18%	(42)	236
#1 Issue: Women's Issues	31%	(30)	48%	(46)	21%	(20)	96
#1 Issue: Education	23%	(22)	55%	(53)	23%	(22)	96
#1 Issue: Energy	45%	(37)	45%	(36)	10%	(8)	81
#1 Issue: Other	21%	(32)	56%	(85)	23%	(36)	152

Continued on next page

**Table MCSP13:** Which of the following statements comes closest to your view even if neither is exactly right?

Demographic	I believe corporations should make statements on political and cultural issues during entertainment events like the Super Bowl		I prefer that corporations NOT make statements on political and cultural issues during entertainment events like the Super Bowl		Don't know / No opinion		Total N
Adults	21%	(452)	61%	(1334)	19%	(414)	2200
2020 Vote: Joe Biden	31%	(329)	48%	(502)	21%	(217)	1049
2020 Vote: Donald Trump	7%	(47)	84%	(580)	9%	(60)	686
2020 Vote: Other	7%	(4)	74%	(46)	19%	(12)	62
2020 Vote: Didn't Vote	18%	(72)	51%	(204)	31%	(124)	401
2018 House Vote: Democrat	33%	(242)	51%	(378)	16%	(122)	741
2018 House Vote: Republican	8%	(46)	84%	(468)	7%	(40)	554
2018 House Vote: Someone else	5%	(2)	74%	(39)	21%	(11)	52
2016 Vote: Hillary Clinton	33%	(233)	48%	(340)	19%	(134)	707
2016 Vote: Donald Trump	8%	(51)	84%	(531)	7%	(47)	628
2016 Vote: Other	12%	(14)	76%	(86)	12%	(14)	113
2016 Vote: Didn't Vote	20%	(153)	50%	(376)	29%	(219)	749
Voted in 2014: Yes	19%	(233)	68%	(810)	13%	(151)	1194
Voted in 2014: No	22%	(220)	52%	(524)	26%	(263)	1006
4-Region: Northeast	18%	(69)	61%	(239)	22%	(86)	394
4-Region: Midwest	19%	(88)	66%	(307)	15%	(67)	462
4-Region: South	20%	(163)	58%	(481)	22%	(180)	824
4-Region: West	26%	(133)	59%	(307)	15%	(80)	520
Sports fan	22%	(334)	61%	(934)	17%	(251)	1519
Avid sports fan	32%	(152)	56%	(270)	12%	(56)	478
Casual sports fan	17%	(182)	64%	(664)	19%	(195)	1041
Football fan	22%	(320)	62%	(894)	16%	(230)	1444
Avid football fan	30%	(185)	59%	(363)	11%	(69)	616
Casual football fan	16%	(135)	64%	(532)	19%	(161)	828
NFL fan	22%	(310)	62%	(868)	16%	(218)	1396
Avid NFL fan	29%	(172)	59%	(353)	12%	(70)	595
Casual NFL fan	17%	(138)	64%	(515)	18%	(148)	801
Watched SB last year	24%	(280)	62%	(716)	14%	(161)	1157

Continued on next page

**Table MCSP13:** Which of the following statements comes closest to your view even if neither is exactly right?

Demographic	I believe corporations should make statements on political and cultural issues during entertainment events like the Super Bowl		I prefer that corporations NOT make statements on political and cultural issues during entertainment events like the Super Bowl		Don't know / No opinion		Total N
Adults	21%	(452)	61%	(1334)	19%	(414)	2200
Didn't watch SB last year	17%	(173)	59%	(618)	24%	(253)	1043
OK brands get political	46%	(358)	36%	(284)	18%	(142)	785
Not OK brands get political	6%	(71)	84%	(940)	10%	(108)	1119
OK social justice	32%	(418)	50%	(651)	17%	(223)	1292
Not OK social justice	4%	(24)	89%	(547)	7%	(41)	612
Likely SB viewer	25%	(340)	61%	(822)	14%	(181)	1344
Unlikely SB viewer	13%	(98)	64%	(466)	23%	(169)	733
More likely to watch SB this year	33%	(190)	56%	(321)	12%	(67)	577
Less likely to watch SB this year	12%	(58)	67%	(316)	21%	(98)	472
Likely host/attend SB party	38%	(156)	48%	(194)	14%	(56)	406
Unlikely host/attend SB party	16%	(273)	66%	(1090)	18%	(294)	1656
Watch SB for game	22%	(187)	66%	(566)	12%	(106)	859
Watch SB for halftime	36%	(81)	49%	(111)	15%	(35)	227
Watch SB for ads	29%	(57)	61%	(117)	10%	(19)	193
SB more political	25%	(205)	65%	(534)	10%	(79)	818
SB less political	25%	(83)	66%	(216)	9%	(29)	328
Typically host/attend SB party	29%	(163)	57%	(320)	13%	(73)	556
Typically do not host/attend SB party	18%	(289)	62%	(1014)	21%	(341)	1644
Usually pays a lot/some attn to ads	23%	(344)	63%	(938)	14%	(210)	1492
Usually pays not much/no attn to ads	15%	(108)	56%	(396)	29%	(204)	708
Plan to pay a lot/some attn to ads	25%	(335)	61%	(830)	14%	(194)	1359
Plan to pay not much/no attn to ads	14%	(117)	60%	(504)	26%	(220)	841
Pro football fav sport	26%	(156)	60%	(358)	14%	(82)	596
Fav NFL	24%	(298)	61%	(768)	15%	(188)	1254
Unfav NFL	18%	(85)	71%	(342)	11%	(54)	481
Fav Goodell	29%	(146)	61%	(303)	10%	(48)	496
Unfav Goodell	23%	(113)	66%	(319)	11%	(52)	483

Continued on next page

**Table MCSP13:** Which of the following statements comes closest to your view even if neither is exactly right?

Demographic	I believe corporations should make statements on political and cultural issues during entertainment events like the Super Bowl		I prefer that corporations NOT make statements on political and cultural issues during entertainment events like the Super Bowl		Don't know / No opinion		Total N
Adults	21%	(452)	61%	(1334)	19%	(414)	2200
Fav Chiefs	24%	(236)	67%	(672)	9%	(93)	1001
Fav Buccaneers	24%	(201)	66%	(542)	10%	(79)	822
Chiefs fan	25%	(210)	64%	(528)	11%	(91)	828
Buccaneers fan	22%	(128)	66%	(391)	12%	(73)	593
Frequent sports betters	47%	(48)	39%	(40)	14%	(14)	103
Regular sports betters	43%	(96)	46%	(102)	11%	(25)	223
Frequent NFL betters	42%	(49)	45%	(53)	13%	(15)	117
Regular NFL betters	41%	(99)	46%	(111)	12%	(29)	239
Definite SB betters	53%	(70)	41%	(54)	6%	(8)	132
Probable SB betters	41%	(139)	49%	(167)	10%	(35)	341
Believe betting is legal in their state	25%	(167)	62%	(409)	13%	(85)	661
Believe betting is illegal in their state	23%	(89)	61%	(235)	16%	(63)	387
Non-sports fans	17%	(118)	59%	(400)	24%	(163)	681
Gen Z sports fans	29%	(56)	38%	(73)	34%	(65)	194
Millennial sports fans	38%	(160)	48%	(201)	14%	(61)	422
Gen X sports fans	15%	(56)	68%	(257)	18%	(68)	381
Boomer sports fans	13%	(60)	76%	(355)	11%	(52)	466
Sports fans 18-34	33%	(147)	44%	(192)	23%	(100)	439
Sports fans 35-44	32%	(81)	50%	(127)	18%	(45)	253
Sports fans 45-64	13%	(71)	73%	(385)	14%	(74)	530
Sports fans 65+	12%	(36)	77%	(229)	11%	(32)	297
Occasional sports betters	25%	(50)	60%	(117)	15%	(29)	196
Non-sports betters	17%	(307)	63%	(1115)	20%	(359)	1781
In legal betting states	19%	(157)	63%	(513)	18%	(144)	814
Outside legal betting states	21%	(296)	59%	(821)	19%	(269)	1386
Sports fan In legal betting states 21+	22%	(118)	64%	(338)	14%	(74)	530
Sports fan Outside legal betting states 21+	21%	(190)	63%	(564)	16%	(139)	893

Continued on next page

**Table MCSP13:** Which of the following statements comes closest to your view even if neither is exactly right?

Demographic	I believe corporations should make statements on political and cultural issues during entertainment events like the Super Bowl		I prefer that corporations NOT make statements on political and cultural issues during entertainment events like the Super Bowl		Don't know / No opinion		Total N
Adults	21%	(452)	61%	(1334)	19%	(414)	2200
Likely SB viewer In legal betting states 21+	25%	(114)	63%	(294)	12%	(56)	464
Likely SB viewer Outside legal betting states 21+	25%	(201)	62%	(494)	13%	(102)	796

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



**Table MCSP14\_1:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Civil rights

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	32%	(711)	24%	(535)	9%	(198)	15%	(337)	19%	(419)	2200
Gender: Male	30%	(321)	28%	(295)	10%	(107)	17%	(176)	15%	(163)	1062
Gender: Female	34%	(390)	21%	(240)	8%	(91)	14%	(161)	23%	(257)	1138
Age: 18-34	46%	(301)	25%	(161)	6%	(39)	6%	(37)	18%	(117)	655
Age: 35-44	38%	(137)	25%	(88)	7%	(26)	9%	(32)	21%	(74)	358
Age: 45-64	24%	(177)	24%	(183)	10%	(75)	22%	(169)	20%	(147)	751
Age: 65+	22%	(95)	24%	(104)	13%	(57)	23%	(99)	19%	(81)	436
GenZers: 1997-2012	50%	(150)	22%	(67)	5%	(14)	6%	(18)	17%	(50)	299
Millennials: 1981-1996	42%	(252)	26%	(156)	7%	(42)	6%	(36)	18%	(109)	595
GenXers: 1965-1980	25%	(137)	26%	(142)	8%	(43)	18%	(100)	22%	(120)	542
Baby Boomers: 1946-1964	23%	(156)	22%	(153)	12%	(85)	24%	(162)	19%	(128)	685
PID: Dem (no lean)	50%	(445)	25%	(228)	6%	(51)	6%	(56)	13%	(117)	897
PID: Ind (no lean)	26%	(176)	24%	(163)	9%	(63)	15%	(98)	26%	(176)	676
PID: Rep (no lean)	14%	(90)	23%	(145)	13%	(84)	29%	(183)	20%	(125)	627
PID/Gender: Dem Men	47%	(190)	31%	(125)	6%	(25)	5%	(22)	11%	(44)	407
PID/Gender: Dem Women	52%	(255)	21%	(103)	5%	(26)	7%	(34)	15%	(73)	490
PID/Gender: Ind Men	24%	(80)	26%	(85)	11%	(35)	18%	(60)	21%	(68)	327
PID/Gender: Ind Women	28%	(96)	22%	(77)	8%	(28)	11%	(38)	31%	(109)	349
PID/Gender: Rep Men	16%	(51)	26%	(84)	14%	(47)	29%	(94)	16%	(51)	327
PID/Gender: Rep Women	13%	(38)	20%	(60)	12%	(37)	30%	(89)	25%	(75)	299
Ideo: Liberal (1-3)	57%	(366)	27%	(174)	3%	(22)	2%	(15)	11%	(69)	645
Ideo: Moderate (4)	28%	(177)	27%	(170)	10%	(64)	11%	(68)	23%	(142)	621
Ideo: Conservative (5-7)	14%	(95)	22%	(150)	13%	(90)	33%	(225)	17%	(115)	675
Educ: < College	30%	(460)	23%	(349)	9%	(138)	17%	(251)	21%	(314)	1512
Educ: Bachelors degree	33%	(146)	28%	(126)	9%	(40)	13%	(57)	17%	(75)	444
Educ: Post-grad	43%	(104)	25%	(60)	8%	(20)	12%	(30)	12%	(30)	244
Income: Under 50k	31%	(374)	23%	(280)	8%	(94)	15%	(183)	22%	(267)	1198
Income: 50k-100k	32%	(217)	26%	(179)	11%	(72)	15%	(100)	16%	(112)	680
Income: 100k+	37%	(120)	23%	(76)	10%	(32)	17%	(53)	13%	(41)	322
Ethnicity: White	28%	(490)	25%	(431)	10%	(168)	18%	(309)	19%	(324)	1722

Continued on next page

**Table MCSP14\_1:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Civil rights*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	32% (711)	24% (535)	9% (198)	15% (337)	19% (419)	2200
Ethnicity: Hispanic	43% (149)	26% (92)	8% (29)	12% (41)	11% (39)	349
Ethnicity: Black	54% (148)	17% (48)	4% (11)	5% (13)	20% (54)	274
Ethnicity: Other	35% (72)	28% (56)	9% (19)	7% (15)	20% (41)	204
All Christian	26% (255)	25% (246)	11% (105)	20% (196)	18% (173)	975
All Non-Christian	44% (56)	36% (47)	7% (8)	6% (7)	8% (10)	128
Atheist	50% (55)	25% (28)	11% (12)	5% (5)	8% (9)	110
Agnostic/Nothing in particular	33% (197)	23% (137)	9% (52)	10% (62)	25% (150)	598
Something Else	38% (148)	20% (78)	5% (21)	17% (66)	20% (77)	390
Religious Non-Protestant/Catholic	41% (62)	36% (55)	6% (8)	8% (12)	10% (14)	152
Evangelical	30% (171)	25% (142)	7% (42)	20% (112)	18% (103)	570
Non-Evangelical	29% (222)	23% (173)	11% (82)	19% (146)	18% (139)	761
Community: Urban	41% (248)	24% (146)	7% (42)	10% (62)	17% (102)	600
Community: Suburban	31% (321)	25% (262)	9% (97)	16% (167)	18% (190)	1037
Community: Rural	25% (142)	23% (127)	11% (60)	19% (108)	23% (127)	564
Employ: Private Sector	30% (195)	27% (176)	10% (64)	14% (90)	18% (116)	641
Employ: Government	28% (37)	28% (37)	5% (7)	16% (20)	22% (28)	128
Employ: Self-Employed	45% (69)	24% (37)	4% (6)	10% (15)	17% (26)	153
Employ: Homemaker	30% (50)	25% (41)	7% (12)	21% (35)	17% (28)	165
Employ: Student	59% (74)	20% (25)	6% (7)	4% (4)	11% (14)	124
Employ: Retired	21% (107)	24% (122)	12% (61)	24% (121)	19% (94)	506
Employ: Unemployed	39% (130)	18% (61)	9% (30)	10% (34)	23% (76)	332
Employ: Other	33% (49)	24% (37)	7% (10)	12% (18)	24% (37)	151
Military HH: Yes	29% (97)	23% (77)	11% (38)	19% (63)	19% (66)	341
Military HH: No	33% (613)	25% (458)	9% (161)	15% (274)	19% (353)	1859
RD/WT: Right Direction	45% (401)	24% (219)	7% (66)	8% (69)	16% (143)	897
RD/WT: Wrong Track	24% (310)	24% (316)	10% (133)	21% (268)	21% (276)	1303
Biden Job Approve	45% (578)	27% (346)	7% (84)	6% (77)	15% (198)	1282
Biden Job Disapprove	13% (91)	21% (148)	14% (99)	33% (227)	19% (133)	698

Continued on next page

**Table MCSP14\_1:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Civil rights

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	32% (711)	24% (535)	9% (198)	15% (337)	19% (419)	2200
Biden Job Strongly Approve	54% (431)	23% (182)	4% (36)	6% (51)	13% (104)	804
Biden Job Somewhat Approve	31% (147)	34% (164)	10% (48)	5% (26)	20% (93)	478
Biden Job Somewhat Disapprove	12% (23)	31% (59)	19% (37)	19% (36)	19% (36)	191
Biden Job Strongly Disapprove	13% (68)	18% (89)	12% (62)	38% (191)	19% (97)	507
Favorable of Biden	46% (597)	27% (350)	6% (80)	6% (79)	15% (200)	1305
Unfavorable of Biden	12% (91)	21% (162)	15% (113)	32% (246)	19% (147)	759
Very Favorable of Biden	53% (415)	24% (184)	5% (36)	6% (49)	12% (97)	780
Somewhat Favorable of Biden	35% (182)	32% (166)	8% (44)	6% (30)	20% (103)	525
Somewhat Unfavorable of Biden	14% (28)	31% (59)	19% (36)	20% (39)	16% (30)	192
Very Unfavorable of Biden	11% (63)	18% (103)	14% (77)	37% (208)	21% (117)	567
#1 Issue: Economy	31% (267)	26% (226)	10% (85)	14% (121)	19% (169)	868
#1 Issue: Security	25% (67)	19% (51)	12% (31)	27% (72)	18% (47)	267
#1 Issue: Health Care	41% (166)	25% (102)	7% (26)	12% (47)	15% (62)	404
#1 Issue: Medicare / Social Security	16% (38)	27% (64)	12% (29)	23% (54)	21% (51)	236
#1 Issue: Women's Issues	48% (46)	17% (16)	8% (8)	11% (10)	16% (16)	96
#1 Issue: Education	38% (37)	20% (19)	6% (6)	9% (9)	26% (25)	96
#1 Issue: Energy	54% (44)	25% (20)	2% (2)	5% (4)	14% (11)	81
#1 Issue: Other	30% (45)	24% (37)	8% (11)	13% (20)	26% (39)	152
2020 Vote: Joe Biden	49% (509)	26% (272)	5% (55)	5% (54)	15% (159)	1049
2020 Vote: Donald Trump	10% (68)	22% (148)	16% (108)	34% (232)	19% (130)	686
2020 Vote: Other	17% (11)	46% (28)	6% (4)	13% (8)	18% (11)	62
2020 Vote: Didn't Vote	31% (123)	21% (85)	8% (31)	11% (43)	30% (119)	401
2018 House Vote: Democrat	50% (369)	27% (197)	5% (34)	6% (42)	13% (99)	741
2018 House Vote: Republican	11% (61)	22% (122)	14% (78)	33% (185)	20% (108)	554
2018 House Vote: Someone else	13% (7)	38% (20)	9% (5)	22% (12)	18% (10)	52
2016 Vote: Hillary Clinton	49% (344)	26% (183)	5% (33)	5% (38)	15% (109)	707
2016 Vote: Donald Trump	11% (67)	23% (146)	14% (86)	33% (206)	19% (122)	628
2016 Vote: Other	25% (28)	34% (39)	6% (7)	19% (22)	16% (18)	113
2016 Vote: Didn't Vote	36% (272)	22% (167)	9% (70)	9% (71)	23% (169)	749

Continued on next page

**Table MCSP14\_1:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Civil rights

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	32% (711)	24% (535)	9% (198)	15% (337)	19% (419)	2200
Voted in 2014: Yes	30% (364)	24% (291)	9% (111)	19% (230)	17% (199)	1194
Voted in 2014: No	34% (347)	24% (244)	9% (88)	11% (107)	22% (221)	1006
4-Region: Northeast	33% (129)	24% (95)	8% (32)	15% (60)	20% (78)	394
4-Region: Midwest	31% (144)	21% (99)	13% (59)	17% (79)	17% (81)	462
4-Region: South	30% (251)	23% (192)	10% (80)	15% (125)	21% (177)	824
4-Region: West	36% (187)	29% (149)	5% (27)	14% (73)	16% (84)	520
Sports fan	33% (498)	27% (407)	10% (150)	13% (202)	17% (261)	1519
Avid sports fan	41% (198)	24% (116)	9% (43)	13% (64)	12% (57)	478
Casual sports fan	29% (300)	28% (291)	10% (107)	13% (138)	20% (205)	1041
Football fan	32% (466)	27% (396)	10% (146)	14% (197)	17% (239)	1444
Avid football fan	37% (229)	28% (176)	8% (52)	13% (81)	13% (78)	616
Casual football fan	29% (237)	27% (220)	11% (93)	14% (116)	19% (161)	828
NFL fan	32% (452)	28% (396)	10% (139)	13% (188)	16% (221)	1396
Avid NFL fan	35% (208)	28% (167)	9% (54)	13% (79)	15% (87)	595
Casual NFL fan	30% (244)	29% (229)	11% (84)	14% (109)	17% (134)	801
Watched SB last year	33% (377)	27% (311)	10% (121)	14% (161)	16% (187)	1157
Didn't watch SB last year	32% (334)	21% (223)	7% (77)	17% (176)	22% (232)	1043
OK brands get political	55% (428)	26% (203)	5% (40)	4% (33)	10% (81)	785
Not OK brands get political	19% (208)	26% (288)	13% (142)	25% (284)	18% (198)	1119
OK social justice	48% (620)	30% (388)	6% (77)	5% (61)	11% (146)	1292
Not OK social justice	7% (42)	17% (103)	17% (106)	40% (245)	19% (115)	612
Likely SB viewer	36% (481)	27% (366)	10% (133)	12% (166)	15% (198)	1344
Unlikely SB viewer	27% (197)	22% (159)	9% (62)	22% (159)	21% (156)	733
More likely to watch SB this year	43% (247)	26% (150)	9% (52)	10% (56)	12% (72)	577
Less likely to watch SB this year	25% (120)	21% (98)	9% (45)	23% (109)	21% (100)	472
Likely host/attend SB party	40% (164)	30% (123)	10% (41)	7% (27)	12% (50)	406
Unlikely host/attend SB party	30% (499)	25% (407)	9% (155)	18% (291)	18% (304)	1656
Watch SB for game	32% (274)	27% (235)	12% (102)	14% (118)	15% (130)	859
Watch SB for halftime	47% (107)	22% (50)	7% (15)	10% (24)	14% (31)	227

Continued on next page

**Table MCSP14\_1:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Civil rights

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	32% (711)	24% (535)	9% (198)	15% (337)	19% (419)	2200
Watch SB for ads	37% (72)	35% (67)	8% (15)	10% (19)	11% (20)	193
SB more political	33% (269)	25% (205)	11% (88)	20% (167)	11% (88)	818
SB less political	35% (114)	32% (106)	11% (34)	13% (44)	9% (29)	328
Typically host/attend SB party	40% (221)	24% (134)	11% (60)	12% (67)	13% (74)	556
Typically do not host/attend SB party	30% (490)	24% (401)	8% (138)	16% (270)	21% (345)	1644
Usually pays a lot/some attn to ads	34% (512)	28% (415)	9% (135)	14% (207)	15% (223)	1492
Usually pays not much/no attn to ads	28% (199)	17% (120)	9% (63)	18% (130)	28% (196)	708
Plan to pay a lot/some attn to ads	35% (477)	29% (392)	9% (124)	12% (161)	15% (205)	1359
Plan to pay not much/no attn to ads	28% (233)	17% (143)	9% (74)	21% (176)	25% (214)	841
Pro football fav sport	33% (196)	28% (165)	9% (52)	13% (76)	18% (107)	596
Fav NFL	36% (450)	29% (363)	9% (117)	11% (140)	15% (183)	1254
Unfav NFL	26% (125)	19% (91)	12% (58)	28% (134)	15% (74)	481
Fav Goodell	41% (201)	30% (147)	9% (42)	12% (58)	10% (48)	496
Unfav Goodell	29% (139)	27% (130)	12% (59)	22% (108)	10% (48)	483
Fav Chiefs	34% (337)	28% (277)	11% (109)	15% (151)	13% (128)	1001
Fav Buccaneers	35% (288)	28% (231)	12% (98)	14% (118)	11% (87)	822
Chiefs fan	37% (303)	27% (226)	10% (84)	11% (95)	15% (121)	828
Buccaneers fan	31% (181)	30% (177)	10% (58)	17% (102)	13% (74)	593
Frequent sports betters	50% (52)	19% (19)	8% (9)	11% (12)	12% (12)	103
Regular sports betters	46% (103)	24% (54)	9% (20)	10% (22)	11% (24)	223
Frequent NFL betters	43% (51)	24% (28)	7% (8)	13% (15)	13% (16)	117
Regular NFL betters	39% (93)	27% (64)	12% (29)	10% (25)	12% (28)	239
Definite SB betters	46% (61)	22% (29)	9% (11)	13% (17)	10% (14)	132
Probable SB betters	39% (134)	27% (94)	12% (39)	11% (38)	11% (36)	341
Believe betting is legal in their state	36% (236)	29% (190)	9% (62)	14% (94)	12% (80)	661
Believe betting is illegal in their state	29% (110)	25% (98)	11% (43)	17% (64)	18% (71)	387
Non-sports fans	31% (212)	19% (128)	7% (48)	20% (135)	23% (158)	681
Gen Z sports fans	46% (90)	26% (51)	4% (8)	7% (13)	17% (32)	194
Millennial sports fans	47% (198)	25% (105)	8% (34)	5% (23)	15% (62)	422

Continued on next page

**Table MCSP14\_1:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Civil rights*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	32%	(711)	24%	(535)	9%	(198)	15%	(337)	19%	(419)	2200
Gen X sports fans	25%	(94)	30%	(114)	9%	(33)	16%	(60)	21%	(81)	381
Boomer sports fans	23%	(107)	26%	(123)	14%	(64)	20%	(95)	17%	(78)	466
Sports fans 18-34	46%	(201)	26%	(114)	7%	(30)	5%	(23)	16%	(71)	439
Sports fans 35-44	44%	(112)	24%	(62)	7%	(17)	9%	(22)	16%	(40)	253
Sports fans 45-64	24%	(125)	28%	(149)	11%	(58)	19%	(102)	18%	(97)	530
Sports fans 65+	20%	(60)	28%	(83)	15%	(46)	19%	(55)	18%	(54)	297
Occasional sports betters	40%	(78)	22%	(43)	15%	(30)	12%	(23)	12%	(24)	196
Non-sports betters	30%	(530)	25%	(438)	8%	(148)	16%	(292)	21%	(372)	1781
In legal betting states	33%	(272)	23%	(187)	9%	(71)	15%	(119)	20%	(165)	814
Outside legal betting states	32%	(439)	25%	(348)	9%	(127)	16%	(219)	18%	(254)	1386
Sports fan In legal betting states 21+	34%	(181)	24%	(125)	9%	(50)	13%	(71)	19%	(103)	530
Sports fan Outside legal betting states 21+	31%	(274)	29%	(256)	11%	(95)	14%	(127)	16%	(140)	893
Likely SB viewer In legal betting states 21+	35%	(164)	25%	(115)	10%	(48)	13%	(60)	17%	(78)	464
Likely SB viewer Outside legal betting states 21+	34%	(273)	29%	(229)	10%	(82)	13%	(102)	14%	(110)	796

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

**Table MCSP14\_2:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Gay rights*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	24%	(533)	19%	(409)	10%	(217)	23%	(514)	24%	(526)	2200
Gender: Male	19%	(206)	20%	(208)	11%	(119)	27%	(282)	23%	(247)	1062
Gender: Female	29%	(327)	18%	(201)	9%	(98)	20%	(232)	25%	(279)	1138
Age: 18-34	38%	(250)	19%	(121)	6%	(40)	14%	(94)	23%	(150)	655
Age: 35-44	25%	(89)	19%	(67)	10%	(36)	19%	(69)	27%	(96)	358
Age: 45-64	17%	(128)	18%	(134)	13%	(101)	27%	(203)	25%	(186)	751
Age: 65+	15%	(67)	20%	(87)	9%	(39)	34%	(149)	22%	(95)	436
GenZers: 1997-2012	45%	(134)	15%	(45)	5%	(15)	12%	(35)	23%	(70)	299
Millennials: 1981-1996	31%	(185)	20%	(117)	8%	(47)	18%	(105)	24%	(141)	595
GenXers: 1965-1980	18%	(99)	20%	(110)	12%	(67)	23%	(126)	26%	(140)	542
Baby Boomers: 1946-1964	16%	(110)	17%	(118)	12%	(79)	31%	(215)	24%	(163)	685
PID: Dem (no lean)	39%	(347)	23%	(208)	6%	(58)	12%	(107)	20%	(178)	897
PID: Ind (no lean)	21%	(140)	16%	(110)	12%	(83)	20%	(137)	31%	(207)	676
PID: Rep (no lean)	7%	(47)	15%	(92)	12%	(76)	43%	(271)	23%	(142)	627
PID/Gender: Dem Men	33%	(135)	26%	(104)	8%	(34)	14%	(56)	19%	(79)	407
PID/Gender: Dem Women	43%	(212)	21%	(104)	5%	(24)	10%	(51)	20%	(99)	490
PID/Gender: Ind Men	13%	(43)	17%	(57)	14%	(46)	25%	(80)	31%	(100)	327
PID/Gender: Ind Women	28%	(96)	15%	(52)	11%	(37)	16%	(56)	30%	(106)	349
PID/Gender: Rep Men	9%	(28)	14%	(47)	12%	(39)	45%	(146)	21%	(67)	327
PID/Gender: Rep Women	6%	(18)	15%	(45)	12%	(37)	42%	(124)	25%	(74)	299
Ideo: Liberal (1-3)	48%	(311)	26%	(165)	5%	(31)	7%	(43)	15%	(95)	645
Ideo: Moderate (4)	19%	(117)	20%	(123)	12%	(73)	18%	(109)	32%	(198)	621
Ideo: Conservative (5-7)	7%	(44)	15%	(98)	13%	(90)	48%	(322)	18%	(120)	675
Educ: < College	25%	(373)	17%	(253)	9%	(139)	24%	(370)	25%	(378)	1512
Educ: Bachelors degree	22%	(96)	23%	(102)	12%	(53)	21%	(91)	23%	(101)	444
Educ: Post-grad	26%	(65)	22%	(54)	10%	(25)	22%	(53)	20%	(48)	244
Income: Under 50k	23%	(275)	18%	(221)	7%	(88)	25%	(302)	26%	(312)	1198
Income: 50k-100k	26%	(177)	19%	(129)	13%	(89)	20%	(139)	21%	(146)	680
Income: 100k+	25%	(82)	18%	(58)	12%	(40)	23%	(74)	21%	(69)	322
Ethnicity: White	22%	(381)	19%	(324)	10%	(179)	26%	(445)	23%	(393)	1722

Continued on next page

**Table MCSP14\_2:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Gay rights*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	24% (533)	19% (409)	10% (217)	23% (514)	24% (526)	2200
Ethnicity: Hispanic	37% (129)	19% (67)	5% (18)	20% (69)	19% (67)	349
Ethnicity: Black	34% (94)	16% (43)	8% (22)	13% (36)	29% (80)	274
Ethnicity: Other	29% (58)	20% (42)	8% (17)	17% (34)	26% (54)	204
All Christian	17% (166)	17% (169)	12% (118)	30% (297)	23% (225)	975
All Non-Christian	29% (37)	34% (43)	9% (11)	13% (16)	15% (19)	128
Atheist	48% (53)	20% (21)	10% (11)	10% (11)	12% (13)	110
Agnostic/Nothing in particular	32% (191)	20% (119)	7% (43)	14% (82)	27% (163)	598
Something Else	22% (86)	14% (56)	9% (34)	28% (108)	27% (106)	390
Religious Non-Protestant/Catholic	28% (42)	33% (50)	9% (14)	14% (21)	16% (25)	152
Evangelical	14% (79)	13% (77)	10% (58)	40% (229)	22% (127)	570
Non-Evangelical	22% (166)	19% (141)	12% (89)	22% (169)	26% (196)	761
Community: Urban	31% (186)	20% (119)	9% (51)	16% (96)	25% (148)	600
Community: Suburban	25% (254)	19% (197)	10% (103)	24% (247)	23% (236)	1037
Community: Rural	17% (94)	17% (93)	11% (63)	30% (172)	25% (142)	564
Employ: Private Sector	22% (144)	21% (138)	14% (88)	19% (124)	23% (146)	641
Employ: Government	23% (29)	19% (25)	12% (15)	29% (37)	17% (22)	128
Employ: Self-Employed	33% (51)	20% (30)	6% (10)	18% (28)	23% (35)	153
Employ: Homemaker	22% (36)	14% (24)	12% (20)	30% (50)	21% (35)	165
Employ: Student	46% (57)	16% (20)	1% (1)	8% (9)	29% (36)	124
Employ: Retired	16% (79)	17% (88)	9% (48)	34% (174)	23% (118)	506
Employ: Unemployed	28% (94)	17% (56)	8% (25)	19% (63)	28% (93)	332
Employ: Other	28% (43)	18% (28)	7% (10)	19% (28)	28% (42)	151
Military HH: Yes	21% (73)	18% (61)	10% (33)	28% (95)	23% (80)	341
Military HH: No	25% (460)	19% (349)	10% (184)	23% (419)	24% (447)	1859
RD/WT: Right Direction	34% (308)	20% (181)	9% (83)	13% (117)	23% (208)	897
RD/WT: Wrong Track	17% (225)	17% (228)	10% (134)	31% (398)	24% (318)	1303
Biden Job Approve	35% (453)	23% (297)	7% (95)	11% (147)	23% (290)	1282
Biden Job Disapprove	7% (49)	12% (86)	14% (99)	47% (329)	19% (136)	698

Continued on next page



**Table MCSP14\_2:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Gay rights

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	24% (533)	19% (409)	10% (217)	23% (514)	24% (526)	2200
Biden Job Strongly Approve	44% (356)	20% (159)	6% (46)	11% (87)	19% (156)	804
Biden Job Somewhat Approve	20% (97)	29% (138)	10% (49)	13% (60)	28% (134)	478
Biden Job Somewhat Disapprove	8% (15)	19% (37)	19% (36)	33% (62)	21% (41)	191
Biden Job Strongly Disapprove	7% (34)	10% (49)	12% (63)	52% (266)	19% (95)	507
Favorable of Biden	37% (481)	23% (296)	8% (98)	11% (144)	22% (286)	1305
Unfavorable of Biden	6% (42)	13% (100)	14% (109)	46% (347)	21% (162)	759
Very Favorable of Biden	43% (339)	21% (165)	7% (51)	10% (79)	19% (146)	780
Somewhat Favorable of Biden	27% (142)	25% (131)	9% (47)	12% (65)	27% (140)	525
Somewhat Unfavorable of Biden	10% (18)	23% (43)	15% (28)	29% (55)	24% (47)	192
Very Unfavorable of Biden	4% (23)	10% (56)	14% (81)	51% (292)	20% (115)	567
#1 Issue: Economy	22% (193)	18% (159)	12% (101)	23% (201)	25% (215)	868
#1 Issue: Security	15% (39)	11% (28)	13% (34)	39% (105)	23% (61)	267
#1 Issue: Health Care	32% (130)	22% (89)	8% (32)	16% (66)	22% (88)	404
#1 Issue: Medicare / Social Security	13% (30)	21% (49)	7% (17)	34% (80)	26% (60)	236
#1 Issue: Women's Issues	48% (46)	13% (13)	8% (8)	15% (14)	16% (15)	96
#1 Issue: Education	23% (22)	22% (21)	8% (7)	19% (18)	29% (27)	96
#1 Issue: Energy	43% (35)	24% (19)	5% (4)	10% (8)	19% (15)	81
#1 Issue: Other	26% (39)	21% (31)	9% (14)	16% (24)	29% (44)	152
2020 Vote: Joe Biden	38% (402)	23% (241)	7% (77)	9% (97)	22% (232)	1049
2020 Vote: Donald Trump	5% (33)	11% (78)	16% (107)	46% (318)	22% (150)	686
2020 Vote: Other	10% (6)	24% (15)	8% (5)	36% (22)	22% (14)	62
2020 Vote: Didn't Vote	23% (92)	18% (73)	7% (28)	19% (77)	32% (130)	401
2018 House Vote: Democrat	38% (279)	25% (188)	8% (56)	9% (68)	20% (150)	741
2018 House Vote: Republican	6% (33)	13% (73)	14% (80)	46% (253)	21% (114)	554
2018 House Vote: Someone else	8% (4)	12% (6)	19% (10)	37% (20)	23% (12)	52
2016 Vote: Hillary Clinton	38% (267)	25% (180)	7% (52)	8% (54)	22% (155)	707
2016 Vote: Donald Trump	6% (39)	11% (71)	15% (97)	46% (292)	21% (129)	628
2016 Vote: Other	14% (16)	20% (23)	9% (11)	32% (36)	25% (29)	113
2016 Vote: Didn't Vote	28% (210)	18% (135)	8% (58)	18% (133)	28% (213)	749

Continued on next page

**Table MCSP14\_2:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Gay rights

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	24% (533)	19% (409)	10% (217)	23% (514)	24% (526)	2200
Voted in 2014: Yes	21% (255)	19% (226)	11% (137)	27% (324)	21% (252)	1194
Voted in 2014: No	28% (278)	18% (183)	8% (80)	19% (191)	27% (274)	1006
4-Region: Northeast	26% (104)	21% (81)	10% (37)	20% (77)	24% (94)	394
4-Region: Midwest	22% (103)	16% (72)	12% (57)	27% (125)	23% (105)	462
4-Region: South	22% (180)	16% (130)	11% (93)	24% (200)	27% (221)	824
4-Region: West	28% (146)	24% (125)	6% (30)	22% (112)	20% (107)	520
Sports fan	23% (351)	21% (315)	11% (167)	21% (323)	24% (362)	1519
Avid sports fan	26% (125)	19% (90)	12% (56)	22% (107)	21% (99)	478
Casual sports fan	22% (226)	22% (225)	11% (111)	21% (216)	25% (263)	1041
Football fan	23% (334)	21% (302)	12% (169)	21% (306)	23% (333)	1444
Avid football fan	25% (153)	20% (125)	13% (77)	22% (138)	20% (123)	616
Casual football fan	22% (182)	21% (177)	11% (92)	20% (168)	25% (209)	828
NFL fan	23% (322)	22% (306)	12% (163)	21% (288)	23% (316)	1396
Avid NFL fan	24% (143)	20% (117)	13% (77)	22% (128)	22% (129)	595
Casual NFL fan	22% (179)	24% (189)	11% (86)	20% (160)	23% (188)	801
Watched SB last year	24% (277)	21% (246)	11% (132)	22% (251)	22% (251)	1157
Didn't watch SB last year	25% (256)	16% (163)	8% (85)	25% (263)	26% (275)	1043
OK brands get political	42% (332)	24% (185)	7% (59)	10% (76)	17% (133)	785
Not OK brands get political	14% (161)	16% (183)	13% (145)	35% (397)	21% (234)	1119
OK social justice	36% (469)	24% (308)	8% (101)	13% (162)	20% (252)	1292
Not OK social justice	5% (33)	12% (71)	16% (100)	50% (308)	16% (100)	612
Likely SB viewer	25% (340)	22% (299)	11% (146)	21% (286)	20% (272)	1344
Unlikely SB viewer	23% (172)	14% (101)	9% (68)	28% (207)	25% (185)	733
More likely to watch SB this year	32% (185)	21% (120)	12% (69)	18% (102)	18% (101)	577
Less likely to watch SB this year	19% (91)	17% (82)	8% (39)	33% (157)	22% (102)	472
Likely host/attend SB party	29% (116)	23% (94)	14% (56)	20% (81)	15% (60)	406
Unlikely host/attend SB party	23% (381)	18% (302)	10% (159)	25% (412)	24% (402)	1656
Watch SB for game	22% (189)	21% (178)	13% (110)	24% (202)	21% (181)	859
Watch SB for halftime	34% (78)	25% (56)	8% (19)	15% (34)	17% (40)	227

Continued on next page

**Table MCSP14\_2:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Gay rights*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	24% (533)	19% (409)	10% (217)	23% (514)	24% (526)	2200
Watch SB for ads	29% (55)	29% (55)	8% (15)	18% (35)	16% (32)	193
SB more political	23% (185)	22% (179)	11% (94)	30% (244)	14% (117)	818
SB less political	28% (91)	25% (83)	11% (37)	22% (73)	13% (44)	328
Typically host/attend SB party	30% (167)	21% (115)	12% (67)	18% (100)	19% (108)	556
Typically do not host/attend SB party	22% (367)	18% (294)	9% (150)	25% (414)	25% (418)	1644
Usually pays a lot/some attn to ads	25% (377)	21% (320)	11% (164)	21% (310)	22% (322)	1492
Usually pays not much/no attn to ads	22% (157)	13% (89)	7% (53)	29% (205)	29% (204)	708
Plan to pay a lot/some attn to ads	25% (344)	23% (307)	11% (145)	20% (271)	21% (291)	1359
Plan to pay not much/no attn to ads	23% (189)	12% (102)	9% (72)	29% (243)	28% (235)	841
Pro football fav sport	25% (149)	20% (116)	12% (69)	22% (129)	22% (132)	596
Fav NFL	26% (322)	23% (285)	11% (142)	18% (229)	22% (277)	1254
Unfav NFL	20% (95)	14% (66)	12% (58)	40% (195)	14% (68)	481
Fav Goodell	26% (127)	26% (128)	13% (65)	19% (95)	16% (81)	496
Unfav Goodell	20% (98)	21% (104)	12% (60)	32% (153)	14% (68)	483
Fav Chiefs	23% (228)	23% (229)	12% (122)	24% (239)	18% (183)	1001
Fav Buccaneers	24% (194)	23% (189)	14% (113)	23% (190)	17% (137)	822
Chiefs fan	25% (211)	25% (208)	11% (87)	21% (175)	18% (147)	828
Buccaneers fan	26% (155)	17% (103)	14% (82)	23% (137)	20% (116)	593
Frequent sports betters	32% (33)	17% (17)	14% (14)	19% (20)	18% (19)	103
Regular sports betters	31% (68)	22% (49)	13% (29)	19% (43)	15% (35)	223
Frequent NFL betters	28% (33)	18% (22)	13% (15)	19% (22)	22% (25)	117
Regular NFL betters	32% (76)	20% (49)	13% (31)	18% (43)	17% (40)	239
Definite SB betters	29% (38)	23% (30)	13% (17)	22% (29)	13% (18)	132
Probable SB betters	29% (99)	23% (78)	12% (42)	19% (66)	17% (57)	341
Believe betting is legal in their state	29% (189)	21% (137)	11% (73)	21% (136)	19% (125)	661
Believe betting is illegal in their state	21% (83)	18% (71)	13% (50)	26% (99)	22% (84)	387
Non-sports fans	27% (182)	14% (94)	7% (50)	28% (192)	24% (164)	681
Gen Z sports fans	38% (73)	19% (36)	6% (12)	12% (24)	25% (49)	194
Millennial sports fans	32% (137)	20% (85)	10% (42)	16% (70)	21% (89)	422

Continued on next page

**Table MCSP14\_2:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Gay rights*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	24% (533)	19% (409)	10% (217)	23% (514)	24% (526)	2200
Gen X sports fans	18% (67)	23% (87)	14% (52)	20% (76)	26% (99)	381
Boomer sports fans	15% (71)	20% (92)	12% (55)	28% (131)	25% (118)	466
Sports fans 18-34	35% (156)	20% (89)	8% (33)	13% (59)	23% (102)	439
Sports fans 35-44	27% (69)	21% (54)	11% (29)	19% (47)	21% (54)	253
Sports fans 45-64	17% (90)	20% (105)	14% (76)	23% (123)	26% (137)	530
Sports fans 65+	12% (36)	23% (67)	10% (30)	32% (94)	23% (69)	297
Occasional sports betters	25% (48)	21% (41)	15% (30)	20% (39)	19% (38)	196
Non-sports betters	23% (417)	18% (319)	9% (158)	24% (433)	25% (454)	1781
In legal betting states	26% (211)	18% (149)	9% (76)	23% (185)	24% (192)	814
Outside legal betting states	23% (322)	19% (260)	10% (141)	24% (329)	24% (334)	1386
Sports fan In legal betting states 21+	26% (138)	20% (105)	11% (58)	20% (104)	24% (125)	530
Sports fan Outside legal betting states 21+	20% (175)	22% (195)	12% (106)	23% (207)	23% (209)	893
Likely SB viewer In legal betting states 21+	26% (120)	21% (96)	12% (55)	20% (94)	21% (99)	464
Likely SB viewer Outside legal betting states 21+	22% (176)	24% (189)	11% (90)	23% (181)	20% (161)	796

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

**Table MCSP14\_3:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Transgender rights*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	22%	(486)	18%	(392)	10%	(219)	26%	(565)	24%	(538)	2200
Gender: Male	17%	(184)	18%	(193)	11%	(114)	29%	(311)	24%	(260)	1062
Gender: Female	27%	(302)	18%	(200)	9%	(104)	22%	(255)	24%	(278)	1138
Age: 18-34	34%	(221)	20%	(129)	9%	(59)	15%	(97)	23%	(149)	655
Age: 35-44	25%	(90)	18%	(65)	8%	(29)	20%	(72)	28%	(101)	358
Age: 45-64	14%	(107)	17%	(127)	12%	(92)	31%	(235)	25%	(190)	751
Age: 65+	15%	(67)	16%	(71)	9%	(39)	37%	(161)	22%	(98)	436
GenZers: 1997-2012	38%	(113)	19%	(56)	10%	(29)	11%	(34)	22%	(67)	299
Millennials: 1981-1996	29%	(175)	19%	(114)	9%	(53)	18%	(108)	25%	(146)	595
GenXers: 1965-1980	16%	(84)	19%	(104)	11%	(57)	27%	(146)	28%	(151)	542
Baby Boomers: 1946-1964	15%	(106)	16%	(108)	10%	(70)	35%	(240)	24%	(161)	685
PID: Dem (no lean)	36%	(327)	22%	(198)	8%	(75)	12%	(104)	22%	(193)	897
PID: Ind (no lean)	17%	(117)	18%	(123)	11%	(74)	23%	(156)	30%	(206)	676
PID: Rep (no lean)	7%	(41)	11%	(72)	11%	(70)	49%	(305)	22%	(139)	627
PID/Gender: Dem Men	31%	(127)	22%	(91)	12%	(50)	12%	(50)	22%	(89)	407
PID/Gender: Dem Women	41%	(200)	22%	(107)	5%	(25)	11%	(54)	21%	(104)	490
PID/Gender: Ind Men	10%	(34)	17%	(57)	12%	(38)	29%	(96)	32%	(103)	327
PID/Gender: Ind Women	24%	(83)	19%	(66)	10%	(36)	17%	(61)	29%	(102)	349
PID/Gender: Rep Men	7%	(23)	14%	(45)	8%	(27)	50%	(165)	21%	(68)	327
PID/Gender: Rep Women	6%	(18)	9%	(27)	14%	(43)	47%	(140)	24%	(72)	299
Ideo: Liberal (1-3)	43%	(277)	26%	(170)	6%	(39)	7%	(48)	17%	(111)	645
Ideo: Moderate (4)	19%	(116)	18%	(112)	12%	(76)	18%	(111)	33%	(206)	621
Ideo: Conservative (5-7)	7%	(44)	12%	(80)	12%	(84)	52%	(354)	17%	(112)	675
Educ: < College	22%	(330)	16%	(240)	10%	(153)	27%	(409)	25%	(381)	1512
Educ: Bachelors degree	20%	(91)	23%	(102)	9%	(42)	22%	(99)	25%	(110)	444
Educ: Post-grad	27%	(65)	21%	(51)	10%	(24)	23%	(57)	19%	(46)	244
Income: Under 50k	20%	(245)	18%	(216)	9%	(108)	26%	(314)	26%	(315)	1198
Income: 50k-100k	23%	(159)	17%	(115)	11%	(76)	25%	(168)	24%	(161)	680
Income: 100k+	25%	(81)	19%	(62)	11%	(34)	26%	(83)	19%	(62)	322
Ethnicity: White	20%	(350)	17%	(296)	10%	(180)	29%	(499)	23%	(397)	1722

Continued on next page

**Table MCSP14\_3:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Transgender rights

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	22% (486)	18% (392)	10% (219)	26% (565)	24% (538)	2200
Ethnicity: Hispanic	32% (112)	22% (77)	8% (28)	19% (66)	19% (65)	349
Ethnicity: Black	32% (87)	16% (44)	10% (27)	12% (33)	31% (84)	274
Ethnicity: Other	24% (49)	25% (52)	6% (12)	16% (33)	28% (57)	204
All Christian	16% (159)	17% (164)	12% (115)	33% (325)	22% (212)	975
All Non-Christian	25% (32)	33% (42)	10% (13)	13% (17)	18% (23)	128
Atheist	43% (48)	18% (20)	9% (10)	10% (11)	18% (20)	110
Agnostic/Nothing in particular	28% (169)	19% (112)	6% (34)	17% (99)	31% (184)	598
Something Else	20% (79)	14% (54)	12% (47)	29% (113)	25% (98)	390
Religious Non-Protestant/Catholic	24% (37)	32% (48)	10% (15)	16% (25)	18% (27)	152
Evangelical	13% (73)	13% (75)	12% (69)	40% (229)	21% (122)	570
Non-Evangelical	21% (158)	18% (135)	12% (89)	26% (198)	24% (181)	761
Community: Urban	29% (172)	20% (122)	10% (59)	15% (93)	26% (155)	600
Community: Suburban	22% (225)	19% (194)	10% (105)	27% (278)	23% (234)	1037
Community: Rural	16% (89)	14% (76)	10% (55)	34% (194)	26% (149)	564
Employ: Private Sector	22% (138)	20% (129)	11% (72)	24% (155)	23% (148)	641
Employ: Government	20% (26)	20% (26)	16% (21)	27% (35)	16% (20)	128
Employ: Self-Employed	31% (48)	16% (24)	10% (16)	17% (26)	25% (39)	153
Employ: Homemaker	17% (28)	15% (25)	11% (19)	32% (53)	25% (41)	165
Employ: Student	47% (58)	13% (16)	5% (7)	9% (11)	26% (32)	124
Employ: Retired	14% (71)	15% (77)	9% (48)	38% (191)	24% (120)	506
Employ: Unemployed	24% (81)	19% (63)	8% (26)	20% (65)	29% (97)	332
Employ: Other	24% (36)	21% (32)	8% (11)	20% (30)	28% (42)	151
Military HH: Yes	16% (54)	18% (60)	10% (33)	32% (109)	25% (84)	341
Military HH: No	23% (431)	18% (332)	10% (186)	25% (456)	24% (454)	1859
RD/WT: Right Direction	33% (294)	21% (188)	10% (93)	12% (111)	24% (211)	897
RD/WT: Wrong Track	15% (192)	16% (205)	10% (126)	35% (454)	25% (327)	1303
Biden Job Approve	34% (430)	22% (283)	9% (115)	12% (151)	24% (302)	1282
Biden Job Disapprove	5% (32)	11% (79)	12% (87)	53% (371)	19% (130)	698

Continued on next page

**Table MCSP14\_3:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Transgender rights

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	22% (486)	18% (392)	10% (219)	26% (565)	24% (538)	2200
Biden Job Strongly Approve	42% (336)	20% (160)	7% (56)	11% (88)	20% (164)	804
Biden Job Somewhat Approve	20% (94)	26% (123)	12% (59)	13% (63)	29% (138)	478
Biden Job Somewhat Disapprove	6% (11)	19% (36)	12% (24)	38% (72)	25% (48)	191
Biden Job Strongly Disapprove	4% (21)	8% (43)	12% (63)	59% (299)	16% (82)	507
Favorable of Biden	34% (441)	22% (291)	9% (112)	12% (151)	24% (310)	1305
Unfavorable of Biden	4% (32)	12% (93)	13% (96)	51% (391)	19% (147)	759
Very Favorable of Biden	40% (308)	22% (169)	7% (57)	11% (87)	20% (159)	780
Somewhat Favorable of Biden	25% (132)	23% (122)	11% (55)	12% (64)	29% (151)	525
Somewhat Unfavorable of Biden	7% (13)	22% (42)	14% (27)	31% (59)	26% (50)	192
Very Unfavorable of Biden	3% (19)	9% (50)	12% (69)	58% (331)	17% (97)	567
#1 Issue: Economy	20% (173)	17% (151)	12% (108)	25% (217)	25% (219)	868
#1 Issue: Security	13% (36)	10% (27)	9% (25)	47% (124)	21% (56)	267
#1 Issue: Health Care	30% (122)	22% (88)	6% (26)	18% (74)	23% (94)	404
#1 Issue: Medicare / Social Security	12% (29)	17% (40)	8% (19)	35% (84)	27% (64)	236
#1 Issue: Women's Issues	46% (44)	21% (20)	7% (7)	12% (11)	14% (14)	96
#1 Issue: Education	21% (20)	20% (19)	10% (9)	20% (19)	30% (29)	96
#1 Issue: Energy	39% (32)	24% (19)	6% (5)	10% (8)	21% (17)	81
#1 Issue: Other	20% (31)	18% (28)	13% (20)	19% (29)	30% (45)	152
2020 Vote: Joe Biden	36% (374)	23% (240)	8% (88)	10% (101)	23% (246)	1049
2020 Vote: Donald Trump	4% (28)	10% (65)	14% (93)	52% (358)	21% (142)	686
2020 Vote: Other	10% (6)	20% (13)	17% (11)	33% (20)	20% (12)	62
2020 Vote: Didn't Vote	19% (77)	18% (73)	7% (27)	22% (86)	34% (137)	401
2018 House Vote: Democrat	37% (274)	24% (179)	7% (52)	11% (79)	21% (158)	741
2018 House Vote: Republican	5% (26)	11% (58)	13% (73)	52% (290)	19% (106)	554
2018 House Vote: Someone else	4% (2)	14% (7)	24% (13)	30% (16)	28% (14)	52
2016 Vote: Hillary Clinton	37% (262)	25% (177)	8% (57)	8% (59)	22% (153)	707
2016 Vote: Donald Trump	5% (34)	10% (65)	12% (76)	52% (330)	20% (123)	628
2016 Vote: Other	14% (16)	17% (20)	13% (14)	30% (34)	25% (29)	113
2016 Vote: Didn't Vote	23% (172)	17% (131)	10% (71)	19% (142)	31% (233)	749

Continued on next page

**Table MCSP14\_3:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Transgender rights

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	22% (486)	18% (392)	10% (219)	26% (565)	24% (538)	2200
Voted in 2014: Yes	21% (248)	17% (208)	10% (125)	31% (365)	21% (248)	1194
Voted in 2014: No	24% (238)	18% (184)	9% (94)	20% (200)	29% (290)	1006
4-Region: Northeast	22% (88)	19% (73)	9% (36)	22% (85)	28% (111)	394
4-Region: Midwest	21% (99)	14% (64)	12% (54)	32% (149)	21% (97)	462
4-Region: South	19% (161)	17% (142)	10% (82)	27% (221)	26% (218)	824
4-Region: West	27% (138)	22% (113)	9% (46)	21% (110)	22% (112)	520
Sports fan	21% (317)	20% (303)	11% (163)	24% (367)	24% (370)	1519
Avid sports fan	25% (117)	18% (87)	12% (57)	24% (117)	21% (99)	478
Casual sports fan	19% (200)	21% (216)	10% (106)	24% (250)	26% (270)	1041
Football fan	21% (297)	20% (296)	11% (161)	24% (350)	24% (340)	1444
Avid football fan	22% (136)	20% (121)	12% (73)	25% (155)	21% (131)	616
Casual football fan	19% (161)	21% (175)	11% (88)	24% (195)	25% (209)	828
NFL fan	21% (291)	21% (290)	11% (159)	24% (329)	23% (326)	1396
Avid NFL fan	22% (131)	19% (112)	13% (76)	24% (144)	22% (132)	595
Casual NFL fan	20% (160)	22% (178)	10% (83)	23% (185)	24% (194)	801
Watched SB last year	22% (256)	20% (237)	11% (122)	25% (284)	22% (258)	1157
Didn't watch SB last year	22% (230)	15% (155)	9% (96)	27% (281)	27% (280)	1043
OK brands get political	39% (303)	24% (191)	9% (74)	10% (78)	18% (139)	785
Not OK brands get political	13% (147)	15% (164)	12% (129)	40% (444)	21% (235)	1119
OK social justice	33% (431)	23% (302)	9% (117)	13% (167)	21% (274)	1292
Not OK social justice	4% (25)	10% (63)	14% (85)	57% (348)	15% (90)	612
Likely SB viewer	24% (317)	21% (286)	11% (143)	24% (318)	21% (279)	1344
Unlikely SB viewer	20% (146)	14% (99)	10% (72)	31% (226)	26% (190)	733
More likely to watch SB this year	30% (175)	21% (123)	11% (64)	20% (114)	18% (102)	577
Less likely to watch SB this year	17% (79)	16% (73)	8% (40)	37% (175)	22% (105)	472
Likely host/attend SB party	27% (109)	23% (94)	14% (55)	20% (82)	16% (67)	406
Unlikely host/attend SB party	21% (341)	18% (290)	9% (157)	28% (461)	25% (407)	1656
Watch SB for game	20% (171)	21% (178)	11% (98)	26% (226)	22% (186)	859
Watch SB for halftime	33% (74)	24% (53)	9% (21)	17% (39)	17% (39)	227

Continued on next page



**Table MCSP14\_3:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Transgender rights*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	22% (486)	18% (392)	10% (219)	26% (565)	24% (538)	2200
Watch SB for ads	27% (52)	27% (53)	8% (16)	19% (37)	18% (35)	193
SB more political	22% (181)	20% (160)	10% (84)	34% (275)	14% (118)	818
SB less political	22% (71)	24% (80)	13% (42)	24% (80)	17% (54)	328
Typically host/attend SB party	26% (143)	20% (114)	11% (64)	22% (122)	21% (114)	556
Typically do not host/attend SB party	21% (342)	17% (279)	9% (155)	27% (444)	26% (424)	1644
Usually pays a lot/some attn to ads	24% (352)	21% (308)	10% (157)	24% (353)	22% (322)	1492
Usually pays not much/no attn to ads	19% (133)	12% (84)	9% (62)	30% (212)	31% (216)	708
Plan to pay a lot/some attn to ads	24% (320)	21% (292)	11% (148)	22% (305)	22% (294)	1359
Plan to pay not much/no attn to ads	20% (165)	12% (101)	8% (70)	31% (260)	29% (244)	841
Pro football fav sport	24% (141)	18% (107)	11% (67)	23% (139)	24% (142)	596
Fav NFL	24% (298)	22% (274)	11% (134)	20% (256)	23% (292)	1254
Unfav NFL	17% (83)	12% (60)	13% (63)	43% (207)	14% (68)	481
Fav Goodell	24% (121)	25% (125)	11% (54)	21% (103)	19% (94)	496
Unfav Goodell	17% (84)	18% (88)	13% (61)	36% (173)	16% (77)	483
Fav Chiefs	21% (211)	21% (212)	12% (123)	26% (265)	19% (190)	1001
Fav Buccaneers	22% (184)	22% (182)	13% (106)	26% (215)	16% (135)	822
Chiefs fan	25% (204)	23% (192)	10% (86)	23% (194)	18% (153)	828
Buccaneers fan	21% (127)	18% (107)	16% (95)	26% (151)	19% (113)	593
Frequent sports betters	34% (35)	19% (20)	10% (10)	20% (20)	17% (18)	103
Regular sports betters	33% (75)	21% (47)	12% (26)	18% (41)	15% (34)	223
Frequent NFL betters	34% (39)	15% (18)	9% (10)	21% (25)	21% (24)	117
Regular NFL betters	31% (74)	19% (47)	15% (36)	17% (42)	17% (41)	239
Definite SB betters	35% (46)	20% (26)	12% (15)	21% (28)	12% (16)	132
Probable SB betters	29% (97)	23% (78)	14% (49)	19% (66)	15% (52)	341
Believe betting is legal in their state	25% (167)	20% (133)	13% (89)	21% (140)	20% (132)	661
Believe betting is illegal in their state	19% (72)	19% (75)	11% (42)	30% (117)	21% (82)	387
Non-sports fans	25% (169)	13% (90)	8% (56)	29% (199)	25% (168)	681
Gen Z sports fans	28% (54)	25% (49)	11% (22)	11% (22)	25% (48)	194
Millennial sports fans	32% (134)	20% (86)	8% (34)	18% (74)	22% (92)	422

Continued on next page

**Table MCSP14\_3:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Transgender rights*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	22% (486)	18% (392)	10% (219)	26% (565)	24% (538)	2200
Gen X sports fans	15% (57)	21% (78)	12% (44)	24% (93)	28% (108)	381
Boomer sports fans	15% (68)	17% (81)	11% (53)	32% (151)	24% (114)	466
Sports fans 18-34	30% (132)	23% (101)	9% (41)	14% (63)	23% (102)	439
Sports fans 35-44	29% (74)	21% (53)	7% (18)	19% (49)	24% (59)	253
Sports fans 45-64	14% (73)	19% (100)	13% (70)	29% (152)	25% (135)	530
Sports fans 65+	13% (38)	17% (49)	12% (34)	35% (103)	25% (74)	297
Occasional sports betters	22% (44)	20% (39)	13% (25)	24% (48)	21% (40)	196
Non-sports betters	21% (367)	17% (307)	9% (168)	27% (476)	26% (463)	1781
In legal betting states	22% (183)	17% (138)	10% (85)	25% (200)	26% (209)	814
Outside legal betting states	22% (303)	18% (254)	10% (133)	26% (366)	24% (330)	1386
Sports fan In legal betting states 21+	22% (115)	19% (99)	12% (64)	22% (118)	25% (134)	530
Sports fan Outside legal betting states 21+	20% (179)	20% (182)	10% (89)	26% (236)	23% (208)	893
Likely SB viewer In legal betting states 21+	22% (104)	19% (89)	12% (58)	22% (104)	24% (110)	464
Likely SB viewer Outside legal betting states 21+	23% (182)	22% (178)	10% (78)	25% (202)	20% (157)	796

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

**Table MCSP14\_4:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Abortion rights*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	18%	(399)	14%	(315)	11%	(253)	31%	(685)	25%	(548)	2200
Gender: Male	17%	(179)	17%	(179)	12%	(132)	32%	(340)	22%	(231)	1062
Gender: Female	19%	(220)	12%	(135)	11%	(121)	30%	(345)	28%	(317)	1138
Age: 18-34	29%	(191)	16%	(103)	10%	(65)	23%	(148)	23%	(148)	655
Age: 35-44	19%	(69)	17%	(61)	12%	(43)	23%	(82)	29%	(103)	358
Age: 45-64	11%	(84)	13%	(97)	13%	(95)	38%	(284)	25%	(191)	751
Age: 65+	13%	(55)	12%	(54)	11%	(50)	39%	(171)	24%	(106)	436
GenZers: 1997-2012	35%	(105)	17%	(51)	6%	(18)	21%	(63)	21%	(63)	299
Millennials: 1981-1996	24%	(140)	16%	(96)	13%	(77)	23%	(138)	24%	(144)	595
GenXers: 1965-1980	11%	(58)	15%	(80)	11%	(62)	32%	(175)	31%	(167)	542
Baby Boomers: 1946-1964	13%	(90)	12%	(80)	13%	(86)	39%	(266)	24%	(163)	685
PID: Dem (no lean)	32%	(283)	20%	(179)	10%	(86)	14%	(123)	25%	(226)	897
PID: Ind (no lean)	12%	(82)	12%	(79)	14%	(95)	31%	(208)	31%	(212)	676
PID: Rep (no lean)	5%	(34)	9%	(57)	11%	(72)	57%	(354)	17%	(109)	627
PID/Gender: Dem Men	30%	(124)	23%	(93)	11%	(43)	12%	(49)	24%	(97)	407
PID/Gender: Dem Women	32%	(159)	18%	(86)	9%	(43)	15%	(74)	26%	(129)	490
PID/Gender: Ind Men	11%	(35)	15%	(48)	15%	(48)	33%	(108)	27%	(89)	327
PID/Gender: Ind Women	14%	(47)	9%	(30)	14%	(47)	29%	(100)	36%	(124)	349
PID/Gender: Rep Men	6%	(20)	12%	(38)	12%	(41)	56%	(183)	14%	(45)	327
PID/Gender: Rep Women	5%	(14)	6%	(19)	10%	(31)	57%	(171)	21%	(64)	299
Ideo: Liberal (1-3)	38%	(248)	22%	(144)	10%	(61)	9%	(59)	21%	(133)	645
Ideo: Moderate (4)	14%	(87)	12%	(76)	14%	(89)	23%	(145)	36%	(225)	621
Ideo: Conservative (5-7)	6%	(40)	9%	(60)	11%	(75)	62%	(416)	12%	(84)	675
Educ: < College	18%	(267)	12%	(187)	12%	(175)	33%	(495)	26%	(387)	1512
Educ: Bachelors degree	18%	(80)	19%	(83)	10%	(43)	29%	(127)	25%	(112)	444
Educ: Post-grad	21%	(52)	18%	(45)	14%	(35)	26%	(64)	20%	(49)	244
Income: Under 50k	17%	(202)	12%	(149)	11%	(131)	33%	(395)	27%	(321)	1198
Income: 50k-100k	20%	(133)	16%	(108)	12%	(81)	29%	(198)	24%	(161)	680
Income: 100k+	20%	(65)	18%	(58)	13%	(41)	29%	(92)	21%	(66)	322
Ethnicity: White	16%	(281)	14%	(239)	11%	(195)	35%	(596)	24%	(410)	1722

Continued on next page

**Table MCSP14\_4:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
*Abortion rights*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	18% (399)	14% (315)	11% (253)	31% (685)	25% (548)	2200
Ethnicity: Hispanic	29% (102)	21% (72)	9% (30)	23% (80)	18% (64)	349
Ethnicity: Black	30% (83)	12% (33)	10% (27)	17% (46)	31% (85)	274
Ethnicity: Other	17% (35)	21% (42)	15% (31)	21% (43)	26% (53)	204
All Christian	14% (134)	12% (118)	12% (117)	40% (391)	22% (215)	975
All Non-Christian	23% (29)	30% (39)	12% (15)	17% (22)	18% (23)	128
Atheist	41% (45)	19% (21)	10% (11)	11% (13)	17% (19)	110
Agnostic/Nothing in particular	22% (129)	16% (93)	12% (71)	19% (116)	32% (189)	598
Something Else	16% (62)	11% (44)	10% (38)	37% (144)	26% (101)	390
Religious Non-Protestant/Catholic	21% (32)	29% (44)	10% (15)	22% (33)	18% (28)	152
Evangelical	11% (60)	11% (62)	12% (70)	47% (265)	20% (112)	570
Non-Evangelical	17% (131)	12% (93)	11% (84)	34% (255)	26% (198)	761
Community: Urban	24% (142)	16% (98)	13% (77)	21% (124)	27% (159)	600
Community: Suburban	19% (199)	16% (164)	10% (101)	32% (333)	23% (240)	1037
Community: Rural	10% (58)	9% (53)	13% (75)	41% (228)	26% (149)	564
Employ: Private Sector	17% (110)	17% (108)	13% (85)	28% (177)	25% (160)	641
Employ: Government	14% (18)	17% (21)	17% (22)	33% (42)	20% (26)	128
Employ: Self-Employed	27% (41)	14% (22)	7% (11)	26% (40)	26% (39)	153
Employ: Homemaker	12% (19)	10% (16)	16% (27)	41% (67)	22% (36)	165
Employ: Student	38% (47)	19% (23)	2% (3)	24% (30)	17% (21)	124
Employ: Retired	12% (61)	11% (57)	13% (63)	40% (200)	25% (124)	506
Employ: Unemployed	24% (79)	13% (42)	9% (30)	25% (83)	30% (98)	332
Employ: Other	16% (24)	17% (25)	8% (12)	31% (46)	29% (43)	151
Military HH: Yes	18% (61)	12% (39)	10% (33)	36% (124)	24% (83)	341
Military HH: No	18% (338)	15% (276)	12% (220)	30% (561)	25% (465)	1859
RD/WT: Right Direction	28% (249)	17% (151)	12% (104)	17% (153)	27% (240)	897
RD/WT: Wrong Track	11% (150)	13% (164)	11% (149)	41% (532)	24% (308)	1303
Biden Job Approve	27% (346)	19% (243)	12% (150)	16% (201)	27% (343)	1282
Biden Job Disapprove	4% (30)	8% (58)	11% (76)	61% (424)	16% (110)	698

Continued on next page

**Table MCSP14\_4:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Abortion rights

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	18% (399)	14% (315)	11% (253)	31% (685)	25% (548)	2200
Biden Job Strongly Approve	34% (276)	17% (136)	10% (77)	13% (105)	26% (210)	804
Biden Job Somewhat Approve	15% (70)	22% (106)	15% (73)	20% (96)	28% (133)	478
Biden Job Somewhat Disapprove	3% (6)	19% (37)	17% (33)	40% (77)	20% (38)	191
Biden Job Strongly Disapprove	5% (23)	4% (21)	9% (44)	69% (348)	14% (71)	507
Favorable of Biden	28% (360)	19% (247)	11% (146)	15% (202)	27% (350)	1305
Unfavorable of Biden	4% (27)	8% (64)	12% (91)	60% (453)	16% (125)	759
Very Favorable of Biden	33% (255)	18% (144)	10% (78)	14% (109)	25% (195)	780
Somewhat Favorable of Biden	20% (105)	20% (104)	13% (69)	18% (93)	29% (155)	525
Somewhat Unfavorable of Biden	5% (9)	21% (41)	16% (30)	38% (72)	21% (40)	192
Very Unfavorable of Biden	3% (18)	4% (23)	11% (61)	67% (381)	15% (85)	567
#1 Issue: Economy	14% (119)	14% (120)	15% (129)	33% (282)	25% (217)	868
#1 Issue: Security	13% (35)	8% (22)	8% (22)	55% (147)	15% (41)	267
#1 Issue: Health Care	24% (98)	19% (77)	9% (38)	20% (80)	28% (112)	404
#1 Issue: Medicare / Social Security	10% (24)	13% (31)	13% (30)	35% (83)	29% (68)	236
#1 Issue: Women's Issues	48% (46)	14% (13)	6% (6)	16% (16)	16% (15)	96
#1 Issue: Education	22% (21)	8% (8)	8% (8)	33% (32)	29% (28)	96
#1 Issue: Energy	40% (32)	17% (14)	8% (6)	12% (9)	23% (19)	81
#1 Issue: Other	15% (23)	20% (31)	10% (14)	24% (36)	31% (47)	152
2020 Vote: Joe Biden	28% (297)	19% (204)	12% (123)	13% (136)	28% (289)	1049
2020 Vote: Donald Trump	4% (25)	8% (53)	12% (82)	62% (423)	15% (104)	686
2020 Vote: Other	14% (9)	7% (5)	12% (8)	34% (21)	32% (20)	62
2020 Vote: Didn't Vote	17% (68)	13% (53)	10% (40)	26% (105)	34% (135)	401
2018 House Vote: Democrat	28% (209)	22% (161)	9% (69)	13% (99)	27% (203)	741
2018 House Vote: Republican	4% (20)	7% (41)	11% (63)	62% (345)	15% (85)	554
2018 House Vote: Someone else	11% (6)	3% (2)	20% (11)	40% (21)	26% (13)	52
2016 Vote: Hillary Clinton	27% (193)	23% (161)	11% (75)	12% (84)	27% (193)	707
2016 Vote: Donald Trump	4% (28)	8% (48)	11% (70)	60% (379)	16% (104)	628
2016 Vote: Other	13% (14)	6% (7)	14% (16)	36% (41)	31% (35)	113
2016 Vote: Didn't Vote	22% (163)	13% (98)	12% (91)	24% (181)	29% (215)	749

Continued on next page

**Table MCSP14\_4:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Abortion rights

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	18% (399)	14% (315)	11% (253)	31% (685)	25% (548)	2200
Voted in 2014: Yes	16% (194)	14% (172)	11% (128)	36% (433)	22% (267)	1194
Voted in 2014: No	20% (205)	14% (143)	12% (125)	25% (252)	28% (281)	1006
4-Region: Northeast	20% (78)	18% (71)	10% (40)	27% (105)	25% (100)	394
4-Region: Midwest	17% (78)	10% (47)	11% (52)	35% (162)	27% (123)	462
4-Region: South	18% (147)	12% (95)	12% (101)	33% (273)	25% (208)	824
4-Region: West	19% (97)	20% (101)	11% (59)	28% (146)	23% (117)	520
Sports fan	19% (283)	16% (237)	12% (182)	30% (453)	24% (364)	1519
Avid sports fan	24% (112)	15% (74)	12% (60)	27% (130)	21% (102)	478
Casual sports fan	16% (171)	16% (163)	12% (122)	31% (323)	25% (262)	1041
Football fan	18% (260)	15% (221)	12% (177)	30% (432)	24% (352)	1444
Avid football fan	21% (129)	15% (91)	14% (86)	28% (175)	22% (134)	616
Casual football fan	16% (131)	16% (131)	11% (91)	31% (257)	26% (218)	828
NFL fan	18% (255)	16% (223)	12% (173)	29% (410)	24% (335)	1396
Avid NFL fan	19% (114)	16% (97)	14% (83)	28% (168)	22% (133)	595
Casual NFL fan	18% (140)	16% (126)	11% (91)	30% (242)	25% (201)	801
Watched SB last year	18% (213)	16% (187)	13% (150)	29% (340)	23% (268)	1157
Didn't watch SB last year	18% (186)	12% (128)	10% (103)	33% (345)	27% (280)	1043
OK brands get political	35% (271)	20% (154)	10% (77)	16% (125)	20% (157)	785
Not OK brands get political	10% (107)	11% (124)	13% (150)	46% (510)	20% (228)	1119
OK social justice	27% (349)	19% (248)	12% (151)	19% (246)	23% (298)	1292
Not OK social justice	5% (29)	7% (46)	13% (82)	60% (369)	14% (87)	612
Likely SB viewer	20% (270)	16% (219)	12% (166)	28% (381)	23% (308)	1344
Unlikely SB viewer	16% (116)	12% (87)	11% (78)	38% (279)	23% (172)	733
More likely to watch SB this year	26% (149)	17% (99)	13% (78)	25% (144)	19% (107)	577
Less likely to watch SB this year	15% (73)	11% (53)	11% (51)	43% (201)	20% (94)	472
Likely host/attend SB party	26% (106)	17% (67)	17% (71)	23% (92)	17% (69)	406
Unlikely host/attend SB party	17% (275)	14% (235)	11% (176)	34% (560)	25% (410)	1656
Watch SB for game	18% (151)	16% (141)	13% (116)	31% (268)	21% (184)	859
Watch SB for halftime	29% (66)	12% (28)	12% (27)	22% (50)	25% (56)	227

Continued on next page

**Table MCSP14\_4:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Abortion rights

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	18% (399)	14% (315)	11% (253)	31% (685)	25% (548)	2200
Watch SB for ads	20% (39)	25% (49)	9% (18)	23% (44)	22% (43)	193
SB more political	19% (157)	15% (121)	12% (98)	38% (311)	16% (132)	818
SB less political	17% (55)	20% (65)	16% (53)	32% (106)	15% (49)	328
Typically host/attend SB party	23% (125)	16% (87)	14% (77)	28% (155)	20% (112)	556
Typically do not host/attend SB party	17% (274)	14% (228)	11% (176)	32% (530)	27% (436)	1644
Usually pays a lot/some attn to ads	20% (293)	16% (233)	13% (191)	30% (444)	22% (331)	1492
Usually pays not much/no attn to ads	15% (106)	12% (82)	9% (61)	34% (241)	31% (217)	708
Plan to pay a lot/some attn to ads	20% (269)	16% (222)	13% (177)	28% (378)	23% (313)	1359
Plan to pay not much/no attn to ads	15% (130)	11% (93)	9% (76)	36% (307)	28% (236)	841
Pro football fav sport	21% (124)	15% (89)	14% (82)	28% (164)	23% (137)	596
Fav NFL	20% (249)	17% (214)	13% (164)	27% (344)	23% (283)	1254
Unfav NFL	15% (74)	11% (51)	11% (52)	47% (226)	16% (79)	481
Fav Goodell	22% (109)	24% (117)	13% (64)	23% (114)	19% (93)	496
Unfav Goodell	15% (72)	13% (63)	14% (66)	41% (199)	17% (84)	483
Fav Chiefs	19% (186)	16% (163)	12% (125)	33% (329)	20% (199)	1001
Fav Buccaneers	19% (158)	16% (134)	14% (118)	32% (260)	19% (153)	822
Chiefs fan	20% (162)	17% (140)	14% (119)	28% (229)	22% (178)	828
Buccaneers fan	20% (117)	15% (88)	13% (77)	34% (202)	18% (109)	593
Frequent sports betters	27% (28)	26% (27)	11% (12)	20% (21)	15% (16)	103
Regular sports betters	29% (64)	21% (46)	16% (36)	21% (47)	13% (30)	223
Frequent NFL betters	25% (30)	20% (24)	15% (17)	23% (27)	17% (19)	117
Regular NFL betters	26% (62)	21% (51)	18% (43)	20% (48)	15% (35)	239
Definite SB betters	29% (39)	17% (22)	12% (16)	24% (31)	17% (23)	132
Probable SB betters	25% (86)	19% (63)	16% (53)	22% (76)	18% (63)	341
Believe betting is legal in their state	20% (134)	18% (117)	14% (94)	26% (175)	21% (141)	661
Believe betting is illegal in their state	18% (69)	14% (55)	12% (46)	35% (134)	22% (84)	387
Non-sports fans	17% (116)	11% (78)	10% (71)	34% (232)	27% (184)	681
Gen Z sports fans	32% (61)	21% (40)	6% (12)	23% (44)	19% (36)	194
Millennial sports fans	27% (116)	17% (71)	14% (58)	21% (87)	21% (90)	422

Continued on next page

**Table MCSP14\_4:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Abortion rights*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	18% (399)	14% (315)	11% (253)	31% (685)	25% (548)	2200
Gen X sports fans	11% (43)	16% (63)	11% (43)	31% (120)	30% (113)	381
Boomer sports fans	13% (61)	12% (57)	13% (60)	37% (172)	25% (116)	466
Sports fans 18-34	30% (132)	17% (73)	11% (46)	21% (94)	21% (93)	439
Sports fans 35-44	22% (56)	21% (52)	12% (31)	21% (54)	24% (60)	253
Sports fans 45-64	11% (59)	14% (74)	12% (65)	37% (196)	26% (136)	530
Sports fans 65+	12% (36)	13% (37)	14% (40)	37% (109)	25% (74)	297
Occasional sports betters	16% (32)	19% (37)	12% (23)	29% (57)	24% (46)	196
Non-sports betters	17% (304)	13% (232)	11% (193)	33% (581)	27% (472)	1781
In legal betting states	20% (160)	13% (103)	10% (83)	31% (252)	27% (217)	814
Outside legal betting states	17% (239)	15% (212)	12% (170)	31% (434)	24% (331)	1386
Sports fan In legal betting states 21+	20% (104)	15% (77)	11% (56)	29% (154)	26% (139)	530
Sports fan Outside legal betting states 21+	17% (150)	15% (137)	14% (123)	31% (278)	23% (205)	893
Likely SB viewer In legal betting states 21+	20% (95)	15% (67)	11% (50)	29% (134)	25% (117)	464
Likely SB viewer Outside legal betting states 21+	18% (142)	17% (137)	14% (113)	28% (225)	22% (179)	796

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



**Table MCSP14\_5:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
*The right of protestors to kneel during the national anthem*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	22%	(495)	16%	(343)	11%	(242)	31%	(676)	20%	(444)	2200
Gender: Male	19%	(205)	18%	(187)	12%	(131)	33%	(351)	18%	(187)	1062
Gender: Female	25%	(290)	14%	(156)	10%	(111)	29%	(325)	23%	(257)	1138
Age: 18-34	33%	(214)	18%	(117)	12%	(80)	15%	(98)	22%	(146)	655
Age: 35-44	28%	(102)	18%	(63)	11%	(39)	22%	(78)	21%	(77)	358
Age: 45-64	16%	(121)	12%	(88)	10%	(78)	42%	(314)	20%	(150)	751
Age: 65+	13%	(58)	17%	(76)	11%	(46)	43%	(186)	16%	(71)	436
GenZers: 1997-2012	33%	(99)	19%	(57)	13%	(39)	10%	(28)	25%	(75)	299
Millennials: 1981-1996	31%	(185)	18%	(108)	10%	(62)	20%	(121)	20%	(118)	595
GenXers: 1965-1980	18%	(100)	14%	(77)	11%	(59)	34%	(185)	22%	(121)	542
Baby Boomers: 1946-1964	15%	(102)	13%	(90)	10%	(71)	44%	(298)	18%	(123)	685
PID: Dem (no lean)	38%	(337)	23%	(202)	9%	(82)	13%	(113)	18%	(163)	897
PID: Ind (no lean)	18%	(123)	13%	(90)	12%	(80)	28%	(187)	29%	(197)	676
PID: Rep (no lean)	6%	(35)	8%	(52)	13%	(80)	60%	(376)	13%	(84)	627
PID/Gender: Dem Men	34%	(137)	26%	(107)	11%	(44)	12%	(50)	17%	(69)	407
PID/Gender: Dem Women	41%	(200)	19%	(95)	8%	(39)	13%	(63)	19%	(94)	490
PID/Gender: Ind Men	15%	(48)	16%	(52)	12%	(39)	32%	(105)	25%	(83)	327
PID/Gender: Ind Women	22%	(75)	11%	(37)	12%	(40)	24%	(82)	33%	(113)	349
PID/Gender: Rep Men	6%	(20)	9%	(28)	15%	(48)	60%	(196)	11%	(35)	327
PID/Gender: Rep Women	5%	(15)	8%	(24)	11%	(32)	60%	(180)	16%	(49)	299
Ideo: Liberal (1-3)	45%	(287)	27%	(172)	7%	(48)	6%	(38)	15%	(99)	645
Ideo: Moderate (4)	21%	(129)	16%	(100)	11%	(70)	25%	(154)	27%	(168)	621
Ideo: Conservative (5-7)	6%	(38)	7%	(45)	14%	(95)	64%	(430)	10%	(67)	675
Educ: < College	22%	(337)	14%	(204)	11%	(159)	32%	(487)	21%	(325)	1512
Educ: Bachelors degree	21%	(94)	21%	(92)	11%	(49)	28%	(126)	19%	(84)	444
Educ: Post-grad	26%	(64)	19%	(47)	14%	(34)	26%	(64)	14%	(35)	244
Income: Under 50k	23%	(277)	13%	(160)	10%	(125)	29%	(352)	24%	(284)	1198
Income: 50k-100k	20%	(137)	18%	(124)	12%	(80)	33%	(222)	17%	(117)	680
Income: 100k+	25%	(81)	18%	(59)	12%	(38)	31%	(101)	13%	(42)	322
Ethnicity: White	18%	(315)	15%	(256)	11%	(190)	37%	(634)	19%	(327)	1722

Continued on next page

**Table MCSP14\_5:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
*The right of protestors to kneel during the national anthem*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	22% (495)	16% (343)	11% (242)	31% (676)	20% (444)	2200
Ethnicity: Hispanic	29% (103)	17% (58)	17% (60)	20% (69)	17% (59)	349
Ethnicity: Black	45% (124)	15% (41)	11% (31)	5% (15)	23% (64)	274
Ethnicity: Other	27% (56)	23% (46)	11% (22)	14% (28)	26% (52)	204
All Christian	18% (174)	13% (123)	13% (122)	41% (402)	16% (153)	975
All Non-Christian	22% (28)	32% (41)	14% (18)	17% (22)	14% (18)	128
Atheist	43% (47)	18% (19)	9% (10)	13% (14)	18% (20)	110
Agnostic/Nothing in particular	25% (152)	17% (100)	9% (54)	22% (133)	27% (159)	598
Something Else	24% (94)	15% (60)	10% (38)	27% (105)	24% (94)	390
Religious Non-Protestant/Catholic	22% (33)	30% (45)	13% (20)	21% (31)	15% (22)	152
Evangelical	17% (97)	14% (81)	10% (59)	40% (230)	18% (103)	570
Non-Evangelical	22% (164)	13% (96)	13% (98)	35% (265)	18% (138)	761
Community: Urban	31% (185)	19% (114)	12% (70)	17% (103)	21% (128)	600
Community: Suburban	20% (208)	16% (163)	12% (125)	33% (340)	19% (200)	1037
Community: Rural	18% (101)	12% (66)	8% (47)	41% (233)	21% (116)	564
Employ: Private Sector	22% (143)	19% (123)	12% (77)	29% (184)	18% (114)	641
Employ: Government	22% (28)	16% (20)	13% (17)	30% (39)	19% (25)	128
Employ: Self-Employed	32% (48)	17% (26)	13% (20)	17% (27)	21% (33)	153
Employ: Homemaker	16% (26)	13% (22)	11% (19)	40% (67)	19% (31)	165
Employ: Student	38% (47)	15% (18)	19% (24)	8% (10)	20% (25)	124
Employ: Retired	13% (68)	14% (73)	10% (51)	46% (231)	16% (83)	506
Employ: Unemployed	27% (91)	14% (45)	8% (28)	21% (68)	30% (100)	332
Employ: Other	29% (43)	10% (16)	6% (8)	34% (51)	21% (32)	151
Military HH: Yes	15% (53)	16% (55)	10% (35)	42% (142)	17% (57)	341
Military HH: No	24% (442)	16% (289)	11% (208)	29% (534)	21% (387)	1859
RD/WT: Right Direction	35% (310)	19% (174)	12% (106)	14% (125)	20% (183)	897
RD/WT: Wrong Track	14% (185)	13% (170)	10% (136)	42% (551)	20% (261)	1303
Biden Job Approve	34% (438)	22% (278)	11% (144)	13% (167)	20% (256)	1282
Biden Job Disapprove	5% (33)	7% (49)	11% (80)	63% (442)	14% (94)	698

Continued on next page

**Table MCSP14\_5:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
*The right of protestors to kneel during the national anthem*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	22% (495)	16% (343)	11% (242)	31% (676)	20% (444)	2200
Biden Job Strongly Approve	42% (338)	20% (162)	10% (79)	11% (86)	17% (138)	804
Biden Job Somewhat Approve	21% (100)	24% (116)	13% (64)	17% (81)	25% (117)	478
Biden Job Somewhat Disapprove	3% (6)	13% (24)	19% (36)	47% (90)	18% (34)	191
Biden Job Strongly Disapprove	5% (27)	5% (25)	9% (43)	69% (352)	12% (60)	507
Favorable of Biden	35% (451)	21% (280)	11% (142)	13% (169)	20% (263)	1305
Unfavorable of Biden	4% (34)	7% (53)	12% (90)	63% (481)	13% (102)	759
Very Favorable of Biden	42% (327)	21% (160)	10% (76)	11% (86)	17% (131)	780
Somewhat Favorable of Biden	24% (124)	23% (120)	12% (65)	16% (84)	25% (132)	525
Somewhat Unfavorable of Biden	6% (11)	14% (28)	20% (39)	46% (89)	13% (25)	192
Very Unfavorable of Biden	4% (22)	4% (25)	9% (51)	69% (392)	14% (77)	567
#1 Issue: Economy	20% (174)	13% (116)	15% (131)	31% (267)	21% (180)	868
#1 Issue: Security	12% (32)	6% (15)	13% (35)	53% (141)	16% (44)	267
#1 Issue: Health Care	31% (127)	23% (95)	7% (29)	20% (80)	18% (74)	404
#1 Issue: Medicare / Social Security	10% (24)	17% (40)	7% (18)	45% (106)	21% (49)	236
#1 Issue: Women's Issues	44% (42)	13% (12)	7% (6)	20% (19)	16% (15)	96
#1 Issue: Education	29% (28)	17% (16)	6% (5)	17% (16)	32% (30)	96
#1 Issue: Energy	41% (33)	27% (22)	7% (5)	6% (5)	20% (16)	81
#1 Issue: Other	23% (35)	18% (28)	8% (12)	27% (41)	24% (36)	152
2020 Vote: Joe Biden	37% (387)	23% (238)	10% (103)	12% (122)	19% (200)	1049
2020 Vote: Donald Trump	4% (30)	6% (40)	12% (82)	66% (453)	12% (80)	686
2020 Vote: Other	5% (3)	14% (9)	22% (14)	25% (15)	34% (21)	62
2020 Vote: Didn't Vote	19% (74)	14% (55)	11% (44)	21% (85)	36% (142)	401
2018 House Vote: Democrat	39% (292)	23% (170)	8% (62)	11% (80)	19% (138)	741
2018 House Vote: Republican	4% (21)	8% (43)	12% (67)	66% (367)	10% (56)	554
2018 House Vote: Someone else	3% (2)	8% (4)	26% (14)	35% (18)	28% (14)	52
2016 Vote: Hillary Clinton	38% (266)	24% (172)	8% (56)	12% (82)	18% (130)	707
2016 Vote: Donald Trump	6% (39)	9% (54)	10% (65)	64% (400)	11% (71)	628
2016 Vote: Other	14% (15)	13% (15)	18% (21)	34% (39)	21% (23)	113
2016 Vote: Didn't Vote	23% (175)	14% (103)	13% (99)	21% (154)	29% (219)	749

Continued on next page

**Table MCSP14\_5:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
*The right of protestors to kneel during the national anthem*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	22% (495)	16% (343)	11% (242)	31% (676)	20% (444)	2200
Voted in 2014: Yes	22% (257)	16% (190)	10% (119)	37% (448)	15% (181)	1194
Voted in 2014: No	24% (238)	15% (154)	12% (124)	23% (228)	26% (263)	1006
4-Region: Northeast	24% (95)	16% (63)	12% (46)	29% (115)	19% (75)	394
4-Region: Midwest	23% (107)	12% (55)	11% (52)	37% (173)	16% (76)	462
4-Region: South	23% (190)	13% (107)	10% (85)	31% (256)	23% (187)	824
4-Region: West	20% (103)	23% (119)	11% (60)	25% (132)	20% (107)	520
Sports fan	22% (339)	17% (261)	12% (183)	30% (460)	18% (276)	1519
Avid sports fan	31% (147)	16% (75)	13% (60)	26% (125)	15% (70)	478
Casual sports fan	18% (192)	18% (186)	12% (122)	32% (334)	20% (207)	1041
Football fan	23% (326)	17% (247)	12% (167)	31% (443)	18% (261)	1444
Avid football fan	25% (154)	18% (112)	14% (87)	28% (174)	14% (89)	616
Casual football fan	21% (172)	16% (135)	10% (81)	32% (268)	21% (172)	828
NFL fan	23% (315)	18% (252)	12% (173)	30% (415)	17% (241)	1396
Avid NFL fan	25% (147)	17% (104)	13% (80)	28% (167)	16% (97)	595
Casual NFL fan	21% (168)	18% (148)	12% (93)	31% (248)	18% (144)	801
Watched SB last year	23% (262)	18% (211)	12% (144)	31% (354)	16% (186)	1157
Didn't watch SB last year	22% (232)	13% (133)	9% (99)	31% (322)	25% (257)	1043
OK brands get political	42% (329)	24% (191)	9% (72)	10% (78)	15% (114)	785
Not OK brands get political	11% (125)	11% (123)	13% (144)	50% (555)	15% (172)	1119
OK social justice	34% (435)	22% (289)	12% (159)	16% (200)	16% (208)	1292
Not OK social justice	5% (30)	6% (38)	11% (66)	66% (406)	12% (72)	612
Likely SB viewer	25% (335)	19% (254)	12% (162)	29% (386)	15% (207)	1344
Unlikely SB viewer	19% (141)	11% (83)	11% (78)	36% (265)	23% (166)	733
More likely to watch SB this year	31% (179)	21% (120)	11% (64)	23% (131)	14% (82)	577
Less likely to watch SB this year	15% (71)	14% (65)	12% (54)	42% (197)	18% (85)	472
Likely host/attend SB party	30% (122)	22% (88)	14% (56)	19% (79)	15% (60)	406
Unlikely host/attend SB party	20% (338)	15% (250)	11% (184)	35% (574)	19% (309)	1656
Watch SB for game	22% (190)	18% (154)	12% (103)	33% (284)	15% (129)	859
Watch SB for halftime	33% (76)	21% (47)	15% (34)	15% (33)	16% (37)	227

Continued on next page

**Table MCSP14\_5:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
*The right of protestors to kneel during the national anthem*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	22% (495)	16% (343)	11% (242)	31% (676)	20% (444)	2200
Watch SB for ads	24% (47)	24% (47)	11% (22)	28% (53)	13% (25)	193
SB more political	22% (179)	18% (147)	11% (93)	39% (322)	9% (77)	818
SB less political	20% (66)	22% (73)	16% (52)	28% (92)	14% (45)	328
Typically host/attend SB party	27% (151)	20% (109)	11% (64)	26% (145)	16% (88)	556
Typically do not host/attend SB party	21% (343)	14% (235)	11% (178)	32% (531)	22% (356)	1644
Usually pays a lot/some attn to ads	24% (355)	18% (268)	12% (177)	31% (455)	16% (237)	1492
Usually pays not much/no attn to ads	20% (140)	11% (76)	9% (65)	31% (221)	29% (206)	708
Plan to pay a lot/some attn to ads	25% (336)	19% (260)	12% (166)	28% (375)	16% (222)	1359
Plan to pay not much/no attn to ads	19% (159)	10% (83)	9% (77)	36% (301)	26% (222)	841
Pro football fav sport	24% (143)	19% (115)	12% (73)	28% (166)	17% (99)	596
Fav NFL	25% (313)	19% (243)	12% (155)	26% (322)	18% (221)	1254
Unfav NFL	18% (86)	11% (55)	10% (46)	52% (250)	9% (44)	481
Fav Goodell	24% (121)	26% (128)	14% (67)	23% (116)	13% (63)	496
Unfav Goodell	19% (93)	15% (73)	12% (58)	44% (212)	10% (48)	483
Fav Chiefs	22% (224)	20% (197)	12% (122)	33% (328)	13% (131)	1001
Fav Buccaneers	24% (196)	19% (152)	13% (106)	32% (265)	13% (103)	822
Chiefs fan	24% (197)	21% (176)	11% (90)	30% (246)	14% (119)	828
Buccaneers fan	22% (129)	16% (96)	16% (96)	31% (185)	15% (87)	593
Frequent sports betters	37% (39)	19% (19)	9% (10)	17% (18)	17% (18)	103
Regular sports betters	38% (85)	22% (49)	10% (23)	16% (37)	13% (30)	223
Frequent NFL betters	30% (34)	12% (14)	15% (17)	25% (29)	19% (22)	117
Regular NFL betters	29% (70)	23% (54)	15% (36)	18% (43)	15% (36)	239
Definite SB betters	40% (52)	19% (25)	10% (13)	19% (25)	13% (17)	132
Probable SB betters	31% (107)	22% (76)	14% (47)	19% (64)	14% (48)	341
Believe betting is legal in their state	24% (157)	19% (124)	16% (103)	27% (175)	15% (102)	661
Believe betting is illegal in their state	21% (80)	18% (68)	10% (39)	33% (128)	19% (72)	387
Non-sports fans	23% (155)	12% (82)	9% (60)	32% (216)	25% (167)	681
Gen Z sports fans	30% (58)	25% (49)	10% (20)	11% (22)	23% (45)	194
Millennial sports fans	34% (144)	21% (87)	12% (49)	18% (78)	15% (64)	422

Continued on next page

**Table MCSP14\_5:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
*The right of protestors to kneel during the national anthem*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	22% (495)	16% (343)	11% (242)	31% (676)	20% (444)	2200
Gen X sports fans	18% (67)	14% (55)	12% (45)	34% (130)	22% (84)	381
Boomer sports fans	15% (69)	13% (61)	12% (58)	42% (198)	17% (80)	466
Sports fans 18-34	32% (141)	22% (98)	12% (53)	14% (62)	19% (85)	439
Sports fans 35-44	33% (83)	19% (49)	11% (28)	21% (54)	15% (38)	253
Sports fans 45-64	16% (83)	12% (65)	12% (62)	42% (220)	19% (101)	530
Sports fans 65+	11% (32)	17% (50)	13% (40)	41% (123)	17% (52)	297
Occasional sports betters	21% (41)	15% (30)	21% (40)	31% (60)	13% (25)	196
Non-sports betters	21% (369)	15% (265)	10% (179)	33% (579)	22% (389)	1781
In legal betting states	24% (195)	13% (106)	13% (103)	31% (249)	20% (161)	814
Outside legal betting states	22% (300)	17% (237)	10% (140)	31% (427)	20% (283)	1386
Sports fan In legal betting states 21+	25% (132)	13% (70)	14% (74)	31% (162)	17% (92)	530
Sports fan Outside legal betting states 21+	21% (185)	18% (161)	11% (99)	32% (284)	18% (163)	893
Likely SB viewer In legal betting states 21+	27% (124)	13% (61)	15% (69)	30% (140)	15% (70)	464
Likely SB viewer Outside legal betting states 21+	23% (187)	21% (165)	11% (85)	29% (234)	16% (125)	796

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

**Table MCSP14\_6:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
*Stricter gun control policies*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	25%	(544)	16%	(342)	12%	(256)	28%	(613)	20%	(445)	2200
Gender: Male	26%	(272)	16%	(173)	13%	(141)	30%	(315)	15%	(161)	1062
Gender: Female	24%	(272)	15%	(168)	10%	(115)	26%	(299)	25%	(284)	1138
Age: 18-34	29%	(190)	18%	(120)	13%	(83)	20%	(131)	20%	(130)	655
Age: 35-44	26%	(93)	14%	(50)	13%	(45)	23%	(82)	25%	(88)	358
Age: 45-64	22%	(166)	12%	(93)	11%	(82)	34%	(255)	21%	(155)	751
Age: 65+	22%	(96)	18%	(78)	10%	(46)	33%	(145)	17%	(72)	436
GenZers: 1997-2012	33%	(99)	13%	(39)	12%	(37)	20%	(61)	21%	(63)	299
Millennials: 1981-1996	27%	(159)	20%	(119)	13%	(77)	21%	(125)	19%	(115)	595
GenXers: 1965-1980	21%	(115)	13%	(70)	11%	(62)	31%	(166)	24%	(129)	542
Baby Boomers: 1946-1964	23%	(158)	15%	(99)	10%	(69)	34%	(230)	19%	(128)	685
PID: Dem (no lean)	42%	(379)	21%	(186)	10%	(86)	10%	(94)	17%	(153)	897
PID: Ind (no lean)	16%	(108)	14%	(94)	14%	(93)	30%	(200)	27%	(180)	676
PID: Rep (no lean)	9%	(57)	10%	(62)	12%	(76)	51%	(320)	18%	(112)	627
PID/Gender: Dem Men	42%	(170)	24%	(96)	13%	(52)	9%	(37)	13%	(53)	407
PID/Gender: Dem Women	43%	(209)	18%	(90)	7%	(35)	12%	(57)	20%	(99)	490
PID/Gender: Ind Men	19%	(62)	14%	(45)	15%	(49)	32%	(106)	20%	(65)	327
PID/Gender: Ind Women	13%	(47)	14%	(49)	13%	(44)	27%	(94)	33%	(115)	349
PID/Gender: Rep Men	12%	(40)	10%	(32)	12%	(40)	53%	(172)	13%	(43)	327
PID/Gender: Rep Women	6%	(17)	10%	(29)	12%	(36)	49%	(148)	23%	(70)	299
Ideo: Liberal (1-3)	46%	(296)	23%	(148)	11%	(69)	6%	(41)	14%	(92)	645
Ideo: Moderate (4)	23%	(140)	16%	(98)	13%	(83)	22%	(135)	27%	(165)	621
Ideo: Conservative (5-7)	10%	(65)	11%	(73)	11%	(74)	55%	(374)	13%	(89)	675
Educ: < College	23%	(340)	14%	(209)	11%	(173)	30%	(454)	22%	(336)	1512
Educ: Bachelors degree	26%	(117)	19%	(84)	13%	(57)	25%	(111)	17%	(75)	444
Educ: Post-grad	36%	(87)	20%	(49)	11%	(26)	20%	(48)	14%	(34)	244
Income: Under 50k	23%	(277)	14%	(173)	11%	(128)	29%	(352)	22%	(268)	1198
Income: 50k-100k	25%	(173)	16%	(108)	13%	(90)	27%	(182)	19%	(126)	680
Income: 100k+	29%	(94)	19%	(61)	12%	(37)	24%	(79)	16%	(51)	322
Ethnicity: White	22%	(376)	15%	(252)	12%	(202)	33%	(566)	19%	(325)	1722

Continued on next page

**Table MCSP14\_6:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
*Stricter gun control policies*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	25% (544)	16% (342)	12% (256)	28% (613)	20% (445)	2200
Ethnicity: Hispanic	34% (120)	18% (62)	11% (40)	20% (70)	16% (57)	349
Ethnicity: Black	37% (102)	18% (50)	10% (27)	9% (24)	26% (72)	274
Ethnicity: Other	32% (66)	19% (39)	13% (27)	12% (24)	23% (48)	204
All Christian	22% (217)	14% (137)	13% (125)	34% (332)	17% (164)	975
All Non-Christian	31% (40)	30% (38)	17% (22)	9% (12)	13% (16)	128
Atheist	43% (47)	21% (23)	12% (13)	16% (17)	9% (10)	110
Agnostic/Nothing in particular	23% (140)	16% (95)	9% (54)	23% (140)	28% (168)	598
Something Else	26% (100)	12% (48)	11% (42)	29% (112)	22% (87)	390
Religious Non-Protestant/Catholic	28% (42)	28% (42)	18% (27)	12% (18)	14% (22)	152
Evangelical	21% (120)	14% (79)	10% (55)	38% (214)	18% (101)	570
Non-Evangelical	25% (191)	13% (101)	14% (106)	29% (221)	19% (143)	761
Community: Urban	34% (207)	16% (96)	12% (71)	18% (110)	19% (115)	600
Community: Suburban	25% (257)	18% (186)	11% (114)	28% (286)	19% (193)	1037
Community: Rural	14% (80)	11% (60)	12% (70)	39% (217)	24% (137)	564
Employ: Private Sector	26% (166)	17% (108)	14% (91)	26% (166)	17% (109)	641
Employ: Government	15% (19)	24% (31)	15% (19)	25% (33)	22% (28)	128
Employ: Self-Employed	33% (51)	14% (22)	9% (14)	19% (29)	24% (37)	153
Employ: Homemaker	20% (32)	8% (13)	14% (23)	39% (65)	19% (31)	165
Employ: Student	36% (45)	14% (18)	12% (15)	18% (22)	20% (24)	124
Employ: Retired	21% (106)	16% (80)	9% (46)	36% (183)	18% (90)	506
Employ: Unemployed	25% (84)	16% (53)	10% (34)	21% (71)	27% (90)	332
Employ: Other	27% (40)	11% (16)	10% (14)	29% (44)	24% (36)	151
Military HH: Yes	17% (58)	13% (46)	13% (44)	37% (127)	20% (67)	341
Military HH: No	26% (486)	16% (296)	11% (212)	26% (486)	20% (379)	1859
RD/WT: Right Direction	36% (320)	19% (172)	12% (110)	13% (116)	20% (178)	897
RD/WT: Wrong Track	17% (224)	13% (169)	11% (146)	38% (497)	20% (267)	1303
Biden Job Approve	36% (465)	21% (275)	11% (145)	11% (145)	20% (252)	1282
Biden Job Disapprove	8% (55)	7% (49)	12% (83)	60% (417)	14% (95)	698

Continued on next page



**Table MCSP14\_6:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Stricter gun control policies

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	25% (544)	16% (342)	12% (256)	28% (613)	20% (445)	2200
Biden Job Strongly Approve	46% (366)	19% (154)	8% (67)	11% (90)	16% (127)	804
Biden Job Somewhat Approve	21% (98)	25% (121)	16% (78)	11% (54)	26% (125)	478
Biden Job Somewhat Disapprove	6% (12)	13% (25)	22% (43)	41% (78)	17% (32)	191
Biden Job Strongly Disapprove	8% (42)	5% (23)	8% (40)	67% (339)	12% (63)	507
Favorable of Biden	37% (480)	20% (267)	11% (145)	12% (151)	20% (262)	1305
Unfavorable of Biden	6% (45)	9% (67)	13% (98)	57% (436)	15% (114)	759
Very Favorable of Biden	45% (350)	19% (148)	8% (66)	11% (89)	16% (127)	780
Somewhat Favorable of Biden	25% (129)	23% (119)	15% (80)	12% (63)	26% (135)	525
Somewhat Unfavorable of Biden	9% (17)	17% (32)	20% (39)	32% (62)	22% (42)	192
Very Unfavorable of Biden	5% (28)	6% (35)	10% (59)	66% (374)	13% (72)	567
#1 Issue: Economy	20% (175)	14% (123)	15% (129)	30% (262)	21% (179)	868
#1 Issue: Security	16% (43)	9% (24)	10% (26)	51% (135)	14% (38)	267
#1 Issue: Health Care	33% (133)	21% (84)	9% (36)	16% (65)	21% (86)	404
#1 Issue: Medicare / Social Security	21% (51)	17% (40)	9% (20)	31% (73)	22% (53)	236
#1 Issue: Women's Issues	37% (35)	18% (17)	8% (8)	17% (17)	19% (19)	96
#1 Issue: Education	35% (34)	10% (9)	9% (9)	19% (18)	27% (26)	96
#1 Issue: Energy	39% (32)	23% (19)	9% (8)	13% (10)	16% (13)	81
#1 Issue: Other	28% (42)	17% (25)	13% (20)	22% (33)	21% (32)	152
2020 Vote: Joe Biden	40% (416)	21% (219)	10% (107)	10% (104)	19% (204)	1049
2020 Vote: Donald Trump	7% (50)	8% (53)	12% (85)	57% (392)	15% (105)	686
2020 Vote: Other	7% (4)	26% (16)	14% (8)	34% (21)	20% (12)	62
2020 Vote: Didn't Vote	18% (74)	13% (52)	14% (55)	24% (96)	31% (124)	401
2018 House Vote: Democrat	42% (311)	20% (152)	9% (70)	11% (80)	17% (128)	741
2018 House Vote: Republican	7% (40)	11% (58)	10% (57)	57% (316)	15% (83)	554
2018 House Vote: Someone else	4% (2)	17% (9)	16% (8)	39% (20)	24% (12)	52
2016 Vote: Hillary Clinton	41% (288)	23% (163)	9% (65)	8% (58)	19% (134)	707
2016 Vote: Donald Trump	9% (59)	9% (57)	10% (64)	57% (359)	14% (89)	628
2016 Vote: Other	13% (14)	16% (18)	14% (16)	33% (37)	24% (28)	113
2016 Vote: Didn't Vote	24% (183)	14% (103)	15% (111)	21% (158)	26% (195)	749

Continued on next page

**Table MCSP14\_6:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
*Stricter gun control policies*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	25% (544)	16% (342)	12% (256)	28% (613)	20% (445)	2200
Voted in 2014: Yes	25% (298)	16% (189)	10% (117)	33% (390)	17% (200)	1194
Voted in 2014: No	24% (246)	15% (153)	14% (138)	22% (223)	24% (246)	1006
4-Region: Northeast	26% (104)	18% (71)	10% (40)	25% (98)	20% (79)	394
4-Region: Midwest	21% (98)	13% (59)	15% (67)	32% (147)	20% (91)	462
4-Region: South	24% (200)	13% (110)	11% (93)	28% (234)	23% (187)	824
4-Region: West	27% (142)	19% (101)	11% (55)	26% (134)	17% (89)	520
Sports fan	26% (397)	17% (252)	13% (198)	26% (392)	18% (281)	1519
Avid sports fan	33% (159)	17% (83)	13% (61)	22% (106)	14% (68)	478
Casual sports fan	23% (237)	16% (169)	13% (137)	27% (286)	20% (213)	1041
Football fan	25% (368)	17% (247)	14% (199)	25% (367)	18% (263)	1444
Avid football fan	32% (195)	16% (100)	13% (80)	25% (152)	15% (91)	616
Casual football fan	21% (173)	18% (147)	14% (119)	26% (215)	21% (173)	828
NFL fan	26% (360)	18% (249)	14% (195)	25% (349)	17% (242)	1396
Avid NFL fan	31% (186)	17% (99)	14% (85)	23% (136)	15% (89)	595
Casual NFL fan	22% (174)	19% (151)	14% (111)	27% (212)	19% (153)	801
Watched SB last year	27% (312)	17% (192)	14% (160)	26% (300)	17% (193)	1157
Didn't watch SB last year	22% (232)	14% (150)	9% (95)	30% (313)	24% (253)	1043
OK brands get political	41% (322)	23% (181)	10% (79)	12% (94)	14% (109)	785
Not OK brands get political	16% (180)	11% (121)	14% (152)	43% (481)	16% (184)	1119
OK social justice	36% (470)	21% (274)	11% (144)	15% (196)	16% (207)	1292
Not OK social justice	7% (44)	7% (43)	14% (85)	58% (356)	14% (84)	612
Likely SB viewer	28% (372)	19% (249)	14% (183)	24% (322)	16% (218)	1344
Unlikely SB viewer	21% (151)	11% (81)	9% (66)	37% (273)	22% (162)	733
More likely to watch SB this year	33% (192)	19% (112)	14% (82)	21% (119)	12% (72)	577
Less likely to watch SB this year	18% (84)	12% (55)	8% (39)	43% (203)	19% (90)	472
Likely host/attend SB party	30% (121)	22% (91)	15% (63)	21% (83)	12% (48)	406
Unlikely host/attend SB party	23% (388)	15% (245)	11% (189)	30% (505)	20% (329)	1656
Watch SB for game	26% (222)	17% (148)	15% (131)	27% (229)	15% (130)	859
Watch SB for halftime	34% (78)	15% (34)	13% (28)	19% (43)	19% (43)	227

Continued on next page

**Table MCSP14\_6:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
*Stricter gun control policies*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	25% (544)	16% (342)	12% (256)	28% (613)	20% (445)	2200
Watch SB for ads	29% (56)	27% (53)	11% (21)	19% (36)	14% (27)	193
SB more political	23% (190)	16% (128)	12% (98)	39% (317)	10% (85)	818
SB less political	33% (109)	21% (67)	14% (45)	23% (74)	10% (33)	328
Typically host/attend SB party	27% (153)	16% (89)	16% (87)	26% (142)	15% (86)	556
Typically do not host/attend SB party	24% (391)	15% (253)	10% (169)	29% (471)	22% (360)	1644
Usually pays a lot/some attn to ads	26% (393)	17% (261)	13% (196)	26% (390)	17% (252)	1492
Usually pays not much/no attn to ads	21% (151)	11% (81)	8% (59)	32% (223)	27% (194)	708
Plan to pay a lot/some attn to ads	27% (371)	18% (249)	13% (183)	24% (322)	17% (234)	1359
Plan to pay not much/no attn to ads	21% (173)	11% (93)	9% (72)	35% (291)	25% (212)	841
Pro football fav sport	29% (173)	17% (101)	13% (77)	23% (139)	18% (105)	596
Fav NFL	28% (354)	19% (239)	14% (178)	22% (276)	16% (206)	1254
Unfav NFL	19% (90)	11% (53)	10% (49)	48% (233)	12% (57)	481
Fav Goodell	34% (170)	21% (106)	13% (63)	20% (99)	12% (57)	496
Unfav Goodell	22% (108)	15% (73)	13% (64)	38% (183)	11% (55)	483
Fav Chiefs	27% (275)	19% (194)	13% (129)	27% (273)	13% (129)	1001
Fav Buccaneers	28% (227)	20% (162)	14% (114)	28% (227)	11% (91)	822
Chiefs fan	28% (230)	19% (156)	13% (105)	25% (205)	16% (133)	828
Buccaneers fan	27% (161)	16% (96)	15% (88)	29% (171)	13% (76)	593
Frequent sports betters	37% (38)	17% (17)	14% (14)	18% (18)	14% (15)	103
Regular sports betters	32% (72)	21% (48)	12% (26)	23% (52)	11% (25)	223
Frequent NFL betters	33% (38)	18% (21)	11% (13)	21% (24)	17% (20)	117
Regular NFL betters	32% (76)	20% (47)	16% (37)	20% (49)	12% (30)	239
Definite SB betters	33% (43)	24% (32)	12% (16)	21% (27)	10% (14)	132
Probable SB betters	30% (101)	23% (77)	15% (52)	21% (73)	11% (39)	341
Believe betting is legal in their state	26% (173)	17% (112)	15% (102)	25% (163)	17% (111)	661
Believe betting is illegal in their state	24% (92)	15% (56)	11% (44)	33% (128)	17% (66)	387
Non-sports fans	22% (147)	13% (90)	9% (58)	33% (222)	24% (164)	681
Gen Z sports fans	32% (62)	13% (26)	13% (26)	20% (40)	21% (40)	194
Millennial sports fans	33% (137)	19% (80)	14% (59)	18% (78)	16% (68)	422

Continued on next page

**Table MCSP14\_6:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Stricter gun control policies*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	25%	(544)	16%	(342)	12%	(256)	28%	(613)	20%	(445)	2200
Gen X sports fans	22%	(85)	14%	(53)	13%	(51)	28%	(106)	22%	(86)	381
Boomer sports fans	23%	(106)	17%	(81)	11%	(50)	32%	(147)	18%	(82)	466
Sports fans 18-34	32%	(139)	17%	(75)	15%	(64)	18%	(79)	19%	(81)	439
Sports fans 35-44	31%	(79)	16%	(40)	13%	(32)	21%	(54)	19%	(49)	253
Sports fans 45-64	23%	(122)	14%	(72)	12%	(62)	32%	(170)	20%	(104)	530
Sports fans 65+	19%	(57)	22%	(65)	14%	(40)	30%	(88)	16%	(47)	297
Occasional sports betters	26%	(51)	14%	(28)	16%	(32)	27%	(52)	16%	(32)	196
Non-sports betters	24%	(420)	15%	(265)	11%	(198)	29%	(509)	22%	(388)	1781
In legal betting states	23%	(191)	15%	(126)	12%	(96)	28%	(229)	21%	(173)	814
Outside legal betting states	25%	(353)	16%	(216)	12%	(160)	28%	(385)	20%	(273)	1386
Sports fan In legal betting states 21+	25%	(135)	16%	(83)	13%	(71)	25%	(134)	20%	(107)	530
Sports fan Outside legal betting states 21+	26%	(235)	17%	(154)	13%	(115)	27%	(238)	17%	(152)	893
Likely SB viewer In legal betting states 21+	26%	(120)	17%	(79)	13%	(62)	25%	(114)	19%	(89)	464
Likely SB viewer Outside legal betting states 21+	28%	(225)	19%	(151)	14%	(109)	24%	(191)	15%	(121)	796

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

**Table MCSP14\_7:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
*Reforming the criminal justice system*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	25%	(549)	23%	(514)	12%	(256)	17%	(369)	23%	(512)	2200
Gender: Male	23%	(243)	26%	(277)	13%	(138)	18%	(190)	20%	(214)	1062
Gender: Female	27%	(306)	21%	(237)	10%	(118)	16%	(179)	26%	(298)	1138
Age: 18-34	37%	(243)	25%	(162)	9%	(59)	8%	(54)	21%	(137)	655
Age: 35-44	27%	(98)	30%	(106)	10%	(34)	10%	(35)	24%	(85)	358
Age: 45-64	18%	(138)	20%	(148)	13%	(100)	23%	(176)	25%	(189)	751
Age: 65+	16%	(71)	22%	(98)	14%	(63)	24%	(104)	23%	(101)	436
GenZers: 1997-2012	39%	(117)	25%	(74)	8%	(24)	3%	(10)	25%	(73)	299
Millennials: 1981-1996	33%	(198)	28%	(165)	10%	(57)	10%	(62)	19%	(113)	595
GenXers: 1965-1980	20%	(109)	21%	(115)	13%	(70)	20%	(106)	26%	(142)	542
Baby Boomers: 1946-1964	17%	(115)	21%	(141)	14%	(95)	24%	(166)	24%	(167)	685
PID: Dem (no lean)	38%	(338)	28%	(255)	8%	(74)	7%	(59)	19%	(171)	897
PID: Ind (no lean)	23%	(158)	19%	(131)	12%	(84)	16%	(106)	29%	(197)	676
PID: Rep (no lean)	9%	(53)	20%	(128)	16%	(97)	33%	(205)	23%	(144)	627
PID/Gender: Dem Men	33%	(136)	32%	(130)	10%	(41)	6%	(25)	18%	(75)	407
PID/Gender: Dem Women	41%	(202)	26%	(125)	7%	(33)	7%	(33)	20%	(97)	490
PID/Gender: Ind Men	24%	(78)	22%	(72)	13%	(43)	17%	(56)	24%	(78)	327
PID/Gender: Ind Women	23%	(80)	17%	(59)	12%	(41)	14%	(50)	34%	(119)	349
PID/Gender: Rep Men	9%	(28)	23%	(75)	16%	(54)	33%	(108)	19%	(61)	327
PID/Gender: Rep Women	8%	(25)	18%	(53)	14%	(43)	32%	(96)	27%	(82)	299
Ideo: Liberal (1-3)	45%	(288)	31%	(198)	7%	(43)	3%	(19)	15%	(97)	645
Ideo: Moderate (4)	23%	(144)	22%	(136)	15%	(94)	12%	(73)	28%	(173)	621
Ideo: Conservative (5-7)	10%	(69)	19%	(128)	15%	(99)	37%	(247)	19%	(131)	675
Educ: < College	24%	(366)	22%	(326)	11%	(165)	18%	(272)	25%	(383)	1512
Educ: Bachelors degree	26%	(114)	26%	(115)	14%	(64)	14%	(64)	20%	(88)	444
Educ: Post-grad	28%	(69)	30%	(73)	11%	(27)	14%	(33)	17%	(41)	244
Income: Under 50k	24%	(284)	22%	(264)	10%	(117)	18%	(218)	26%	(314)	1198
Income: 50k-100k	26%	(179)	24%	(165)	13%	(89)	15%	(103)	21%	(144)	680
Income: 100k+	27%	(86)	26%	(85)	16%	(50)	15%	(48)	17%	(54)	322
Ethnicity: White	22%	(384)	23%	(388)	12%	(212)	20%	(340)	23%	(397)	1722

Continued on next page

**Table MCSP14\_7:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
*Reforming the criminal justice system*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	25% (549)	23% (514)	12% (256)	17% (369)	23% (512)	2200
Ethnicity: Hispanic	32% (113)	27% (93)	10% (37)	12% (41)	19% (65)	349
Ethnicity: Black	43% (118)	21% (57)	8% (21)	3% (9)	25% (68)	274
Ethnicity: Other	23% (47)	34% (68)	11% (23)	9% (19)	23% (46)	204
All Christian	21% (207)	21% (208)	14% (140)	23% (220)	20% (199)	975
All Non-Christian	29% (37)	42% (54)	14% (18)	6% (8)	9% (11)	128
Atheist	48% (52)	24% (26)	9% (10)	4% (5)	14% (16)	110
Agnostic/Nothing in particular	27% (161)	21% (127)	8% (49)	12% (72)	32% (188)	598
Something Else	23% (91)	25% (98)	10% (38)	17% (64)	25% (97)	390
Religious Non-Protestant/Catholic	30% (46)	38% (58)	12% (19)	8% (12)	12% (18)	152
Evangelical	17% (99)	25% (142)	12% (71)	23% (132)	22% (125)	570
Non-Evangelical	24% (186)	21% (158)	14% (106)	19% (148)	21% (164)	761
Community: Urban	34% (201)	26% (157)	9% (55)	10% (60)	21% (126)	600
Community: Suburban	25% (255)	24% (245)	12% (125)	17% (178)	23% (234)	1037
Community: Rural	16% (93)	20% (112)	13% (76)	23% (131)	27% (152)	564
Employ: Private Sector	25% (159)	27% (174)	14% (93)	14% (88)	20% (126)	641
Employ: Government	17% (22)	22% (28)	15% (19)	21% (27)	25% (32)	128
Employ: Self-Employed	39% (59)	19% (30)	9% (13)	11% (18)	22% (34)	153
Employ: Homemaker	21% (34)	23% (37)	12% (20)	20% (33)	25% (41)	165
Employ: Student	43% (53)	26% (32)	2% (3)	2% (2)	27% (34)	124
Employ: Retired	16% (81)	21% (108)	13% (65)	26% (132)	24% (120)	506
Employ: Unemployed	29% (95)	21% (71)	10% (33)	13% (44)	27% (88)	332
Employ: Other	30% (46)	22% (34)	7% (10)	16% (25)	24% (37)	151
Military HH: Yes	23% (77)	22% (75)	13% (45)	17% (57)	25% (87)	341
Military HH: No	25% (472)	24% (439)	11% (210)	17% (312)	23% (425)	1859
RD/WT: Right Direction	35% (318)	25% (224)	10% (91)	8% (72)	21% (192)	897
RD/WT: Wrong Track	18% (231)	22% (290)	13% (165)	23% (296)	25% (320)	1303
Biden Job Approve	35% (450)	27% (343)	10% (124)	7% (85)	22% (280)	1282
Biden Job Disapprove	10% (67)	20% (142)	15% (106)	35% (247)	20% (136)	698

Continued on next page

**Table MCSP14\_7:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
*Reforming the criminal justice system*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	25% (549)	23% (514)	12% (256)	17% (369)	23% (512)	2200
Biden Job Strongly Approve	42% (334)	25% (202)	7% (58)	7% (53)	19% (156)	804
Biden Job Somewhat Approve	24% (116)	29% (140)	14% (66)	7% (32)	26% (123)	478
Biden Job Somewhat Disapprove	8% (16)	29% (55)	17% (33)	25% (47)	21% (40)	191
Biden Job Strongly Disapprove	10% (51)	17% (87)	14% (73)	39% (200)	19% (96)	507
Favorable of Biden	36% (464)	27% (348)	9% (121)	7% (92)	21% (280)	1305
Unfavorable of Biden	9% (71)	20% (149)	16% (123)	34% (260)	21% (156)	759
Very Favorable of Biden	42% (331)	25% (198)	8% (60)	6% (47)	19% (145)	780
Somewhat Favorable of Biden	25% (133)	29% (150)	12% (62)	9% (45)	26% (135)	525
Somewhat Unfavorable of Biden	10% (20)	28% (53)	20% (38)	20% (39)	22% (42)	192
Very Unfavorable of Biden	9% (51)	17% (96)	15% (85)	39% (221)	20% (115)	567
#1 Issue: Economy	24% (208)	23% (198)	14% (122)	17% (149)	22% (192)	868
#1 Issue: Security	12% (31)	22% (59)	13% (33)	30% (80)	24% (63)	267
#1 Issue: Health Care	32% (128)	26% (106)	8% (32)	12% (47)	22% (90)	404
#1 Issue: Medicare / Social Security	16% (38)	20% (47)	13% (30)	21% (50)	30% (71)	236
#1 Issue: Women's Issues	47% (45)	27% (25)	7% (7)	4% (4)	15% (14)	96
#1 Issue: Education	35% (34)	15% (15)	13% (13)	10% (9)	26% (25)	96
#1 Issue: Energy	40% (33)	28% (23)	5% (4)	11% (9)	15% (13)	81
#1 Issue: Other	21% (33)	27% (41)	9% (14)	13% (21)	29% (44)	152
2020 Vote: Joe Biden	37% (385)	28% (290)	9% (93)	6% (59)	21% (221)	1049
2020 Vote: Donald Trump	8% (53)	18% (120)	17% (119)	36% (246)	22% (148)	686
2020 Vote: Other	18% (11)	21% (13)	13% (8)	26% (16)	21% (13)	62
2020 Vote: Didn't Vote	25% (99)	22% (89)	9% (36)	12% (47)	32% (130)	401
2018 House Vote: Democrat	39% (290)	27% (200)	9% (64)	6% (48)	19% (140)	741
2018 House Vote: Republican	8% (44)	18% (101)	16% (90)	37% (203)	21% (116)	554
2018 House Vote: Someone else	14% (7)	13% (7)	10% (5)	35% (18)	27% (14)	52
2016 Vote: Hillary Clinton	37% (260)	28% (197)	8% (58)	6% (42)	21% (150)	707
2016 Vote: Donald Trump	10% (62)	19% (119)	16% (103)	35% (218)	20% (127)	628
2016 Vote: Other	22% (25)	16% (18)	11% (12)	28% (32)	24% (27)	113
2016 Vote: Didn't Vote	27% (201)	24% (181)	11% (82)	10% (77)	28% (207)	749

Continued on next page

**Table MCSP14\_7:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
*Reforming the criminal justice system*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	25% (549)	23% (514)	12% (256)	17% (369)	23% (512)	2200
Voted in 2014: Yes	23% (271)	22% (268)	12% (146)	22% (257)	21% (253)	1194
Voted in 2014: No	28% (278)	25% (247)	11% (110)	11% (112)	26% (259)	1006
4-Region: Northeast	27% (104)	25% (100)	11% (42)	16% (62)	22% (85)	394
4-Region: Midwest	24% (113)	19% (86)	16% (73)	19% (87)	22% (102)	462
4-Region: South	24% (197)	23% (188)	11% (91)	17% (137)	25% (210)	824
4-Region: West	26% (135)	27% (139)	10% (49)	16% (82)	22% (115)	520
Sports fan	26% (402)	24% (370)	13% (201)	15% (229)	21% (318)	1519
Avid sports fan	34% (162)	25% (118)	12% (57)	15% (72)	15% (69)	478
Casual sports fan	23% (240)	24% (252)	14% (144)	15% (157)	24% (248)	1041
Football fan	26% (372)	25% (359)	13% (193)	15% (222)	21% (297)	1444
Avid football fan	29% (180)	25% (156)	14% (84)	16% (100)	16% (96)	616
Casual football fan	23% (192)	25% (203)	13% (109)	15% (123)	24% (200)	828
NFL fan	27% (372)	25% (352)	13% (184)	15% (210)	20% (278)	1396
Avid NFL fan	28% (164)	26% (153)	13% (80)	16% (93)	18% (105)	595
Casual NFL fan	26% (207)	25% (199)	13% (104)	15% (117)	22% (173)	801
Watched SB last year	26% (299)	24% (281)	13% (155)	16% (189)	20% (234)	1157
Didn't watch SB last year	24% (250)	22% (233)	10% (101)	17% (180)	27% (278)	1043
OK brands get political	43% (338)	30% (234)	7% (54)	4% (34)	16% (125)	785
Not OK brands get political	15% (171)	20% (228)	17% (186)	28% (311)	20% (223)	1119
OK social justice	36% (468)	31% (398)	9% (121)	6% (82)	17% (224)	1292
Not OK social justice	8% (49)	13% (80)	19% (117)	41% (252)	18% (112)	612
Likely SB viewer	28% (380)	26% (348)	13% (172)	15% (201)	18% (243)	1344
Unlikely SB viewer	20% (149)	21% (151)	11% (80)	21% (152)	27% (201)	733
More likely to watch SB this year	36% (209)	28% (164)	12% (66)	10% (59)	14% (79)	577
Less likely to watch SB this year	18% (84)	22% (103)	13% (61)	23% (109)	24% (115)	472
Likely host/attend SB party	33% (133)	30% (123)	14% (55)	10% (41)	13% (54)	406
Unlikely host/attend SB party	23% (387)	22% (371)	12% (198)	19% (311)	23% (389)	1656
Watch SB for game	26% (219)	25% (218)	15% (129)	17% (142)	17% (149)	859
Watch SB for halftime	35% (80)	27% (61)	7% (15)	15% (33)	16% (37)	227

Continued on next page



**Table MCSP14\_7:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
*Reforming the criminal justice system*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	25%	(549)	23%	(514)	12%	(256)	17%	(369)	23%	(512)	2200
Watch SB for ads	31%	(59)	26%	(51)	14%	(26)	11%	(20)	19%	(37)	193
SB more political	27%	(223)	26%	(211)	14%	(111)	22%	(179)	12%	(95)	818
SB less political	26%	(84)	28%	(92)	13%	(42)	17%	(54)	17%	(55)	328
Typically host/attend SB party	31%	(175)	24%	(135)	13%	(72)	14%	(77)	18%	(98)	556
Typically do not host/attend SB party	23%	(375)	23%	(379)	11%	(184)	18%	(292)	25%	(414)	1644
Usually pays a lot/some attn to ads	28%	(413)	25%	(370)	13%	(195)	16%	(239)	18%	(275)	1492
Usually pays not much/no attn to ads	19%	(136)	20%	(144)	9%	(61)	18%	(130)	33%	(237)	708
Plan to pay a lot/some attn to ads	29%	(388)	26%	(353)	13%	(173)	14%	(196)	18%	(248)	1359
Plan to pay not much/no attn to ads	19%	(161)	19%	(161)	10%	(83)	21%	(173)	31%	(264)	841
Pro football fav sport	28%	(165)	25%	(148)	13%	(79)	15%	(91)	19%	(113)	596
Fav NFL	28%	(357)	26%	(332)	12%	(156)	13%	(160)	20%	(249)	1254
Unfav NFL	20%	(95)	21%	(103)	15%	(73)	28%	(136)	15%	(75)	481
Fav Goodell	31%	(152)	30%	(147)	13%	(66)	13%	(64)	13%	(66)	496
Unfav Goodell	23%	(113)	24%	(116)	16%	(77)	22%	(108)	14%	(68)	483
Fav Chiefs	27%	(269)	26%	(256)	14%	(141)	18%	(177)	16%	(157)	1001
Fav Buccaneers	29%	(240)	26%	(213)	15%	(120)	17%	(140)	13%	(111)	822
Chiefs fan	28%	(234)	25%	(205)	15%	(125)	14%	(119)	18%	(146)	828
Buccaneers fan	27%	(160)	29%	(170)	13%	(79)	18%	(104)	14%	(80)	593
Frequent sports betters	34%	(35)	24%	(25)	11%	(11)	14%	(14)	17%	(18)	103
Regular sports betters	35%	(79)	27%	(59)	15%	(32)	11%	(24)	13%	(29)	223
Frequent NFL betters	30%	(35)	19%	(22)	17%	(20)	14%	(16)	19%	(23)	117
Regular NFL betters	27%	(66)	30%	(72)	17%	(40)	11%	(27)	15%	(35)	239
Definite SB betters	42%	(55)	25%	(33)	9%	(12)	13%	(17)	12%	(16)	132
Probable SB betters	34%	(115)	28%	(94)	14%	(49)	13%	(44)	12%	(40)	341
Believe betting is legal in their state	28%	(183)	26%	(171)	15%	(99)	15%	(96)	17%	(111)	661
Believe betting is illegal in their state	21%	(79)	24%	(92)	14%	(56)	20%	(76)	21%	(83)	387
Non-sports fans	22%	(147)	21%	(144)	8%	(55)	21%	(140)	29%	(194)	681
Gen Z sports fans	39%	(76)	26%	(51)	9%	(18)	4%	(8)	21%	(40)	194
Millennial sports fans	38%	(160)	28%	(117)	11%	(47)	8%	(34)	15%	(63)	422

Continued on next page

**Table MCSP14\_7:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
*Reforming the criminal justice system*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	25% (549)	23% (514)	12% (256)	17% (369)	23% (512)	2200
Gen X sports fans	20% (76)	24% (90)	13% (51)	18% (69)	25% (94)	381
Boomer sports fans	17% (81)	21% (97)	16% (75)	22% (103)	24% (110)	466
Sports fans 18-34	39% (172)	26% (113)	11% (49)	6% (27)	18% (78)	439
Sports fans 35-44	33% (84)	31% (78)	9% (24)	10% (25)	17% (43)	253
Sports fans 45-64	19% (101)	21% (111)	15% (77)	22% (116)	23% (124)	530
Sports fans 65+	15% (44)	23% (68)	17% (51)	21% (61)	24% (73)	297
Occasional sports betters	28% (56)	26% (51)	17% (34)	15% (30)	13% (26)	196
Non-sports betters	23% (414)	23% (404)	11% (189)	18% (316)	26% (457)	1781
In legal betting states	26% (215)	21% (173)	12% (98)	16% (133)	24% (195)	814
Outside legal betting states	24% (335)	25% (341)	11% (158)	17% (236)	23% (317)	1386
Sports fan In legal betting states 21+	28% (149)	21% (113)	14% (75)	15% (82)	21% (111)	530
Sports fan Outside legal betting states 21+	25% (223)	25% (222)	14% (122)	16% (142)	21% (185)	893
Likely SB viewer In legal betting states 21+	29% (135)	23% (109)	13% (62)	16% (74)	18% (85)	464
Likely SB viewer Outside legal betting states 21+	27% (216)	26% (204)	13% (107)	15% (122)	19% (148)	796

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

**Table MCSP14\_8:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Disaster relief

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	38% (838)	33% (725)	6% (130)	6% (130)	17% (378)	2200
Gender: Male	36% (382)	37% (390)	6% (63)	6% (64)	15% (162)	1062
Gender: Female	40% (456)	29% (335)	6% (67)	6% (66)	19% (215)	1138
Age: 18-34	43% (283)	27% (175)	6% (40)	6% (38)	18% (120)	655
Age: 35-44	43% (153)	28% (100)	6% (22)	4% (13)	19% (69)	358
Age: 45-64	33% (245)	38% (282)	6% (48)	7% (50)	17% (124)	751
Age: 65+	36% (156)	38% (168)	5% (20)	6% (28)	15% (65)	436
GenZers: 1997-2012	42% (126)	26% (78)	6% (17)	5% (14)	22% (65)	299
Millennials: 1981-1996	44% (260)	28% (166)	7% (41)	6% (33)	16% (94)	595
GenXers: 1965-1980	36% (198)	34% (182)	5% (30)	5% (28)	19% (105)	542
Baby Boomers: 1946-1964	32% (222)	40% (271)	6% (39)	7% (50)	15% (103)	685
PID: Dem (no lean)	49% (442)	31% (279)	4% (40)	3% (27)	12% (110)	897
PID: Ind (no lean)	31% (207)	33% (223)	6% (43)	6% (41)	24% (163)	676
PID: Rep (no lean)	30% (189)	36% (223)	7% (47)	10% (62)	17% (106)	627
PID/Gender: Dem Men	44% (178)	36% (147)	6% (24)	3% (13)	11% (46)	407
PID/Gender: Dem Women	54% (264)	27% (132)	3% (16)	3% (14)	13% (64)	490
PID/Gender: Ind Men	27% (89)	35% (115)	7% (23)	7% (22)	24% (78)	327
PID/Gender: Ind Women	34% (117)	31% (108)	6% (20)	5% (18)	24% (85)	349
PID/Gender: Rep Men	35% (115)	39% (127)	5% (17)	9% (29)	12% (39)	327
PID/Gender: Rep Women	25% (74)	32% (96)	10% (30)	11% (33)	22% (66)	299
Ideo: Liberal (1-3)	53% (339)	32% (206)	4% (28)	2% (10)	10% (61)	645
Ideo: Moderate (4)	37% (230)	32% (198)	6% (38)	4% (26)	21% (130)	621
Ideo: Conservative (5-7)	30% (206)	38% (255)	7% (48)	11% (76)	13% (89)	675
Educ: < College	37% (563)	31% (468)	6% (89)	7% (98)	19% (294)	1512
Educ: Bachelors degree	38% (170)	37% (163)	7% (32)	5% (23)	13% (57)	444
Educ: Post-grad	43% (105)	39% (95)	4% (9)	3% (9)	11% (27)	244
Income: Under 50k	38% (455)	27% (329)	6% (71)	7% (87)	21% (256)	1198
Income: 50k-100k	37% (251)	40% (273)	6% (39)	4% (28)	13% (88)	680
Income: 100k+	41% (131)	38% (123)	6% (19)	4% (14)	11% (34)	322
Ethnicity: White	37% (637)	34% (586)	6% (98)	6% (110)	17% (291)	1722

Continued on next page

**Table MCSP14\_8:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Disaster relief*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	38% (838)	33% (725)	6% (130)	6% (130)	17% (378)	2200
Ethnicity: Hispanic	46% (162)	34% (119)	3% (9)	5% (19)	12% (41)	349
Ethnicity: Black	47% (130)	24% (65)	7% (18)	3% (9)	19% (51)	274
Ethnicity: Other	35% (71)	36% (74)	7% (14)	5% (10)	17% (35)	204
All Christian	39% (379)	36% (355)	5% (52)	6% (62)	13% (128)	975
All Non-Christian	40% (51)	40% (51)	9% (11)	4% (5)	7% (9)	128
Atheist	38% (42)	33% (36)	7% (7)	7% (7)	16% (17)	110
Agnostic/Nothing in particular	36% (213)	29% (176)	6% (35)	4% (26)	25% (148)	598
Something Else	39% (154)	27% (107)	6% (24)	8% (30)	19% (76)	390
Religious Non-Protestant/Catholic	42% (63)	38% (58)	8% (12)	3% (5)	8% (13)	152
Evangelical	36% (206)	35% (200)	6% (33)	7% (40)	16% (90)	570
Non-Evangelical	41% (311)	33% (250)	6% (42)	7% (51)	14% (107)	761
Community: Urban	44% (265)	30% (177)	5% (32)	4% (23)	17% (102)	600
Community: Suburban	36% (377)	36% (373)	6% (63)	6% (60)	16% (163)	1037
Community: Rural	35% (196)	31% (175)	6% (34)	8% (46)	20% (112)	564
Employ: Private Sector	37% (238)	37% (238)	6% (41)	5% (33)	14% (90)	641
Employ: Government	33% (42)	36% (46)	6% (8)	8% (11)	16% (21)	128
Employ: Self-Employed	42% (64)	27% (41)	6% (10)	5% (8)	20% (30)	153
Employ: Homemaker	34% (57)	32% (53)	8% (13)	10% (17)	15% (26)	165
Employ: Student	49% (60)	25% (31)	2% (3)	4% (6)	19% (24)	124
Employ: Retired	36% (184)	37% (187)	5% (24)	7% (36)	15% (75)	506
Employ: Unemployed	40% (132)	26% (88)	6% (20)	3% (11)	24% (81)	332
Employ: Other	40% (61)	27% (40)	7% (11)	5% (8)	21% (31)	151
Military HH: Yes	39% (133)	36% (124)	4% (14)	4% (14)	17% (57)	341
Military HH: No	38% (704)	32% (601)	6% (116)	6% (116)	17% (321)	1859
RD/WT: Right Direction	45% (406)	30% (273)	5% (48)	5% (43)	14% (126)	897
RD/WT: Wrong Track	33% (431)	35% (452)	6% (82)	7% (86)	19% (252)	1303
Biden Job Approve	46% (595)	32% (412)	5% (59)	3% (44)	13% (172)	1282
Biden Job Disapprove	26% (181)	36% (251)	9% (61)	11% (75)	19% (130)	698

Continued on next page

**Table MCSP14\_8:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Disaster relief

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	38% (838)	33% (725)	6% (130)	6% (130)	17% (378)	2200
Biden Job Strongly Approve	53% (424)	29% (234)	3% (28)	3% (26)	12% (93)	804
Biden Job Somewhat Approve	36% (172)	37% (178)	7% (31)	4% (18)	17% (79)	478
Biden Job Somewhat Disapprove	24% (46)	41% (79)	9% (18)	8% (15)	17% (33)	191
Biden Job Strongly Disapprove	27% (135)	34% (172)	9% (43)	12% (60)	19% (97)	507
Favorable of Biden	48% (620)	32% (412)	4% (56)	3% (44)	13% (173)	1305
Unfavorable of Biden	25% (189)	37% (284)	8% (64)	10% (80)	19% (143)	759
Very Favorable of Biden	55% (425)	27% (214)	4% (32)	4% (30)	10% (79)	780
Somewhat Favorable of Biden	37% (195)	38% (198)	4% (23)	3% (14)	18% (95)	525
Somewhat Unfavorable of Biden	28% (53)	44% (84)	7% (14)	7% (13)	15% (28)	192
Very Unfavorable of Biden	24% (136)	35% (200)	9% (51)	12% (66)	20% (114)	567
#1 Issue: Economy	37% (322)	35% (302)	6% (55)	5% (47)	16% (141)	868
#1 Issue: Security	32% (85)	34% (91)	6% (17)	7% (20)	20% (54)	267
#1 Issue: Health Care	44% (176)	29% (118)	7% (27)	6% (23)	15% (60)	404
#1 Issue: Medicare / Social Security	32% (75)	38% (89)	5% (12)	6% (14)	20% (47)	236
#1 Issue: Women's Issues	49% (47)	31% (30)	4% (4)	2% (2)	15% (14)	96
#1 Issue: Education	37% (36)	22% (21)	6% (6)	13% (12)	21% (21)	96
#1 Issue: Energy	48% (39)	33% (27)	2% (1)	4% (3)	13% (11)	81
#1 Issue: Other	38% (58)	31% (47)	5% (8)	6% (9)	21% (31)	152
2020 Vote: Joe Biden	47% (497)	32% (332)	4% (47)	3% (34)	13% (139)	1049
2020 Vote: Donald Trump	28% (189)	36% (249)	8% (56)	11% (72)	17% (119)	686
2020 Vote: Other	25% (15)	33% (21)	10% (6)	14% (9)	17% (11)	62
2020 Vote: Didn't Vote	34% (134)	31% (123)	5% (20)	4% (14)	27% (109)	401
2018 House Vote: Democrat	48% (359)	32% (239)	5% (34)	3% (24)	11% (85)	741
2018 House Vote: Republican	29% (158)	37% (206)	7% (39)	11% (59)	16% (91)	554
2018 House Vote: Someone else	14% (7)	41% (21)	5% (3)	18% (9)	23% (12)	52
2016 Vote: Hillary Clinton	49% (346)	32% (226)	5% (33)	3% (19)	12% (83)	707
2016 Vote: Donald Trump	30% (188)	37% (230)	7% (46)	10% (62)	16% (103)	628
2016 Vote: Other	29% (33)	38% (43)	4% (5)	11% (13)	17% (20)	113
2016 Vote: Didn't Vote	36% (271)	30% (225)	6% (45)	5% (36)	23% (172)	749

Continued on next page

**Table MCSP14\_8:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Disaster relief

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	38% (838)	33% (725)	6% (130)	6% (130)	17% (378)	2200
Voted in 2014: Yes	39% (461)	35% (413)	6% (71)	7% (87)	14% (162)	1194
Voted in 2014: No	37% (377)	31% (312)	6% (59)	4% (42)	21% (216)	1006
4-Region: Northeast	39% (154)	33% (129)	5% (20)	5% (21)	18% (70)	394
4-Region: Midwest	36% (165)	33% (151)	7% (34)	7% (35)	17% (77)	462
4-Region: South	39% (317)	32% (262)	6% (51)	5% (43)	18% (151)	824
4-Region: West	39% (201)	35% (182)	5% (25)	6% (31)	15% (80)	520
Sports fan	38% (584)	35% (534)	6% (95)	5% (77)	15% (228)	1519
Avid sports fan	46% (221)	30% (145)	7% (35)	5% (25)	11% (52)	478
Casual sports fan	35% (363)	37% (390)	6% (60)	5% (52)	17% (177)	1041
Football fan	38% (545)	36% (524)	6% (92)	6% (80)	14% (203)	1444
Avid football fan	42% (262)	34% (208)	7% (43)	6% (38)	11% (67)	616
Casual football fan	34% (283)	38% (316)	6% (49)	5% (43)	16% (137)	828
NFL fan	39% (548)	36% (506)	6% (83)	5% (73)	13% (185)	1396
Avid NFL fan	40% (241)	34% (204)	7% (40)	6% (35)	13% (75)	595
Casual NFL fan	38% (307)	38% (303)	5% (42)	5% (38)	14% (110)	801
Watched SB last year	40% (460)	34% (398)	6% (74)	6% (68)	14% (157)	1157
Didn't watch SB last year	36% (378)	31% (327)	5% (55)	6% (62)	21% (221)	1043
OK brands get political	50% (391)	33% (257)	6% (48)	3% (22)	9% (67)	785
Not OK brands get political	33% (369)	37% (413)	6% (70)	9% (101)	15% (165)	1119
OK social justice	49% (637)	34% (438)	4% (54)	3% (41)	9% (122)	1292
Not OK social justice	22% (134)	37% (229)	11% (66)	13% (81)	16% (101)	612
Likely SB viewer	41% (554)	36% (478)	6% (86)	5% (70)	12% (156)	1344
Unlikely SB viewer	34% (251)	31% (230)	6% (43)	7% (50)	22% (160)	733
More likely to watch SB this year	45% (258)	33% (189)	7% (43)	5% (28)	10% (59)	577
Less likely to watch SB this year	34% (163)	32% (151)	7% (32)	7% (35)	19% (92)	472
Likely host/attend SB party	44% (180)	31% (125)	9% (39)	5% (21)	10% (41)	406
Unlikely host/attend SB party	37% (613)	35% (587)	5% (90)	6% (98)	16% (268)	1656
Watch SB for game	38% (326)	37% (319)	7% (58)	6% (50)	12% (106)	859
Watch SB for halftime	49% (110)	30% (68)	7% (16)	4% (10)	10% (22)	227

Continued on next page

**Table MCSP14\_8:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Disaster relief

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	38% (838)	33% (725)	6% (130)	6% (130)	17% (378)	2200
Watch SB for ads	46% (89)	39% (75)	5% (9)	3% (6)	7% (13)	193
SB more political	40% (326)	37% (306)	7% (58)	7% (61)	8% (67)	818
SB less political	45% (146)	34% (112)	6% (20)	8% (25)	7% (25)	328
Typically host/attend SB party	42% (234)	31% (175)	8% (47)	6% (34)	12% (66)	556
Typically do not host/attend SB party	37% (603)	33% (550)	5% (83)	6% (95)	19% (312)	1644
Usually pays a lot/some attn to ads	41% (615)	36% (538)	6% (86)	5% (81)	12% (174)	1492
Usually pays not much/no attn to ads	31% (223)	26% (187)	6% (44)	7% (49)	29% (204)	708
Plan to pay a lot/some attn to ads	42% (564)	35% (481)	6% (82)	5% (69)	12% (162)	1359
Plan to pay not much/no attn to ads	33% (274)	29% (244)	6% (48)	7% (60)	26% (215)	841
Pro football fav sport	39% (230)	35% (210)	6% (38)	6% (34)	14% (83)	596
Fav NFL	42% (530)	36% (445)	5% (67)	5% (60)	12% (153)	1254
Unfav NFL	33% (161)	33% (157)	9% (43)	10% (48)	15% (72)	481
Fav Goodell	46% (228)	38% (187)	4% (21)	4% (18)	8% (42)	496
Unfav Goodell	34% (167)	37% (180)	9% (42)	9% (46)	10% (49)	483
Fav Chiefs	41% (412)	37% (375)	5% (52)	6% (60)	10% (102)	1001
Fav Buccaneers	42% (344)	39% (318)	6% (49)	5% (44)	8% (67)	822
Chiefs fan	42% (351)	34% (278)	6% (51)	6% (51)	12% (98)	828
Buccaneers fan	39% (230)	38% (224)	8% (46)	5% (29)	11% (63)	593
Frequent sports betters	42% (43)	28% (29)	6% (6)	6% (7)	17% (18)	103
Regular sports betters	43% (96)	29% (64)	7% (16)	7% (16)	14% (31)	223
Frequent NFL betters	45% (53)	25% (30)	6% (7)	6% (7)	18% (21)	117
Regular NFL betters	40% (96)	29% (69)	10% (23)	6% (15)	15% (35)	239
Definite SB betters	44% (58)	29% (38)	10% (13)	4% (6)	13% (17)	132
Probable SB betters	44% (149)	30% (103)	9% (29)	7% (24)	11% (37)	341
Believe betting is legal in their state	40% (264)	36% (235)	6% (42)	6% (37)	13% (83)	661
Believe betting is illegal in their state	36% (141)	31% (118)	9% (34)	8% (32)	16% (62)	387
Non-sports fans	37% (254)	28% (191)	5% (35)	8% (53)	22% (149)	681
Gen Z sports fans	38% (74)	29% (56)	7% (14)	6% (11)	20% (39)	194
Millennial sports fans	46% (195)	30% (128)	8% (32)	5% (19)	11% (47)	422

Continued on next page

**Table MCSP14\_8:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Disaster relief*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	38% (838)	33% (725)	6% (130)	6% (130)	17% (378)	2200
Gen X sports fans	37% (141)	36% (136)	6% (22)	4% (15)	18% (67)	381
Boomer sports fans	32% (151)	42% (195)	5% (24)	6% (29)	14% (67)	466
Sports fans 18-34	43% (187)	29% (126)	8% (33)	5% (23)	16% (70)	439
Sports fans 35-44	48% (121)	31% (80)	5% (13)	4% (9)	12% (31)	253
Sports fans 45-64	33% (175)	40% (210)	7% (35)	5% (29)	15% (82)	530
Sports fans 65+	34% (101)	40% (120)	5% (14)	5% (16)	16% (47)	297
Occasional sports betters	39% (76)	32% (63)	9% (18)	7% (13)	13% (26)	196
Non-sports betters	37% (665)	34% (598)	5% (96)	6% (100)	18% (321)	1781
In legal betting states	37% (302)	33% (265)	6% (48)	6% (48)	18% (150)	814
Outside legal betting states	39% (535)	33% (460)	6% (82)	6% (82)	16% (227)	1386
Sports fan In legal betting states 21+	38% (201)	35% (188)	6% (33)	5% (26)	16% (83)	530
Sports fan Outside legal betting states 21+	39% (351)	36% (320)	6% (57)	5% (44)	14% (122)	893
Likely SB viewer In legal betting states 21+	39% (181)	37% (170)	6% (28)	5% (23)	13% (61)	464
Likely SB viewer Outside legal betting states 21+	42% (334)	36% (284)	7% (52)	5% (40)	11% (86)	796

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



**Table MCSP14\_9:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Helping veterans*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	55% (1202)	25% (553)	4% (94)	4% (78)	12% (273)	2200
Gender: Male	55% (579)	26% (281)	5% (49)	4% (47)	10% (106)	1062
Gender: Female	55% (623)	24% (272)	4% (45)	3% (31)	15% (167)	1138
Age: 18-34	52% (341)	24% (155)	5% (31)	4% (26)	16% (102)	655
Age: 35-44	54% (194)	24% (84)	5% (20)	3% (10)	14% (50)	358
Age: 45-64	55% (413)	26% (196)	4% (30)	4% (27)	11% (85)	751
Age: 65+	58% (254)	27% (117)	3% (13)	3% (15)	8% (36)	436
GenZers: 1997-2012	49% (148)	26% (78)	3% (10)	6% (17)	16% (47)	299
Millennials: 1981-1996	54% (323)	23% (139)	6% (35)	2% (15)	14% (83)	595
GenXers: 1965-1980	53% (289)	25% (135)	5% (25)	4% (20)	14% (74)	542
Baby Boomers: 1946-1964	57% (394)	27% (183)	3% (22)	3% (24)	9% (63)	685
PID: Dem (no lean)	55% (492)	28% (250)	4% (37)	3% (25)	10% (94)	897
PID: Ind (no lean)	48% (322)	25% (171)	5% (31)	3% (23)	19% (129)	676
PID: Rep (no lean)	62% (388)	21% (132)	4% (26)	5% (30)	8% (50)	627
PID/Gender: Dem Men	51% (208)	31% (128)	5% (20)	5% (19)	8% (32)	407
PID/Gender: Dem Women	58% (284)	25% (122)	3% (16)	1% (6)	13% (62)	490
PID/Gender: Ind Men	47% (155)	27% (88)	6% (19)	3% (11)	17% (55)	327
PID/Gender: Ind Women	48% (167)	24% (83)	4% (12)	4% (12)	21% (74)	349
PID/Gender: Rep Men	66% (216)	20% (65)	3% (10)	5% (17)	6% (19)	327
PID/Gender: Rep Women	57% (172)	22% (67)	5% (16)	4% (13)	11% (32)	299
Ideo: Liberal (1-3)	55% (352)	28% (184)	4% (24)	3% (17)	10% (68)	645
Ideo: Moderate (4)	52% (323)	27% (167)	4% (26)	2% (12)	15% (93)	621
Ideo: Conservative (5-7)	63% (423)	23% (154)	4% (24)	6% (38)	5% (36)	675
Educ: < College	55% (835)	23% (347)	4% (66)	4% (63)	13% (200)	1512
Educ: Bachelors degree	52% (229)	30% (134)	4% (19)	3% (11)	11% (50)	444
Educ: Post-grad	56% (137)	30% (72)	4% (9)	1% (4)	9% (22)	244
Income: Under 50k	52% (625)	23% (279)	5% (57)	4% (53)	15% (184)	1198
Income: 50k-100k	58% (393)	27% (185)	4% (25)	3% (17)	9% (60)	680
Income: 100k+	57% (184)	28% (90)	4% (12)	3% (8)	9% (29)	322
Ethnicity: White	56% (968)	25% (433)	4% (67)	3% (60)	11% (194)	1722

Continued on next page

**Table MCSP14\_9:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Helping veterans*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	55%	(1202)	25%	(553)	4%	(94)	4%	(78)	12%	(273)	2200
Ethnicity: Hispanic	63%	(219)	20%	(69)	4%	(15)	4%	(14)	9%	(31)	349
Ethnicity: Black	53%	(144)	24%	(65)	3%	(8)	5%	(13)	16%	(45)	274
Ethnicity: Other	44%	(90)	27%	(55)	9%	(19)	3%	(6)	17%	(34)	204
All Christian	62%	(604)	25%	(243)	3%	(26)	3%	(27)	8%	(76)	975
All Non-Christian	46%	(58)	39%	(50)	7%	(9)	2%	(2)	6%	(8)	128
Atheist	46%	(51)	28%	(31)	6%	(6)	6%	(6)	14%	(16)	110
Agnostic/Nothing in particular	47%	(282)	24%	(143)	6%	(36)	3%	(17)	20%	(119)	598
Something Else	53%	(207)	22%	(86)	4%	(17)	7%	(26)	14%	(53)	390
Religious Non-Protestant/Catholic	49%	(74)	36%	(55)	7%	(10)	1%	(2)	7%	(10)	152
Evangelical	58%	(329)	24%	(137)	3%	(16)	6%	(31)	10%	(56)	570
Non-Evangelical	60%	(459)	25%	(187)	3%	(25)	3%	(21)	9%	(69)	761
Community: Urban	52%	(312)	27%	(159)	5%	(29)	4%	(25)	12%	(75)	600
Community: Suburban	55%	(571)	27%	(277)	4%	(38)	3%	(35)	11%	(116)	1037
Community: Rural	57%	(319)	21%	(116)	5%	(27)	3%	(19)	15%	(82)	564
Employ: Private Sector	54%	(344)	27%	(173)	5%	(31)	3%	(22)	11%	(71)	641
Employ: Government	56%	(72)	20%	(26)	5%	(6)	5%	(7)	14%	(18)	128
Employ: Self-Employed	56%	(85)	22%	(34)	2%	(4)	4%	(6)	16%	(25)	153
Employ: Homemaker	59%	(97)	24%	(40)	7%	(11)	3%	(5)	8%	(13)	165
Employ: Student	56%	(69)	28%	(34)	4%	(5)	4%	(5)	9%	(11)	124
Employ: Retired	58%	(293)	26%	(133)	3%	(14)	4%	(19)	9%	(47)	506
Employ: Unemployed	49%	(161)	24%	(79)	5%	(17)	2%	(7)	21%	(68)	332
Employ: Other	54%	(81)	23%	(35)	4%	(6)	5%	(8)	14%	(21)	151
Military HH: Yes	62%	(211)	24%	(82)	2%	(7)	2%	(8)	10%	(34)	341
Military HH: No	53%	(992)	25%	(471)	5%	(87)	4%	(71)	13%	(239)	1859
RD/WT: Right Direction	53%	(479)	24%	(218)	5%	(44)	5%	(41)	13%	(115)	897
RD/WT: Wrong Track	55%	(723)	26%	(335)	4%	(49)	3%	(38)	12%	(158)	1303
Biden Job Approve	54%	(694)	27%	(343)	4%	(57)	3%	(40)	12%	(148)	1282
Biden Job Disapprove	60%	(416)	23%	(161)	4%	(29)	5%	(32)	9%	(61)	698

Continued on next page

**Table MCSP14\_9:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Helping veterans

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	55%	(1202)	25%	(553)	4%	(94)	4%	(78)	12%	(273)	2200
Biden Job Strongly Approve	59%	(475)	23%	(187)	4%	(31)	4%	(29)	10%	(83)	804
Biden Job Somewhat Approve	46%	(219)	33%	(156)	6%	(27)	2%	(11)	14%	(65)	478
Biden Job Somewhat Disapprove	52%	(99)	27%	(52)	9%	(17)	2%	(4)	10%	(19)	191
Biden Job Strongly Disapprove	62%	(317)	21%	(109)	2%	(13)	5%	(27)	8%	(42)	507
Favorable of Biden	55%	(714)	26%	(344)	4%	(53)	3%	(40)	12%	(153)	1305
Unfavorable of Biden	59%	(447)	24%	(184)	4%	(30)	4%	(33)	9%	(65)	759
Very Favorable of Biden	60%	(464)	23%	(178)	4%	(29)	4%	(29)	10%	(80)	780
Somewhat Favorable of Biden	48%	(250)	32%	(166)	5%	(25)	2%	(11)	14%	(73)	525
Somewhat Unfavorable of Biden	53%	(102)	31%	(59)	7%	(14)	2%	(4)	7%	(13)	192
Very Unfavorable of Biden	61%	(345)	22%	(126)	3%	(16)	5%	(29)	9%	(52)	567
#1 Issue: Economy	55%	(476)	25%	(216)	5%	(44)	3%	(23)	13%	(109)	868
#1 Issue: Security	62%	(165)	24%	(65)	3%	(8)	3%	(7)	8%	(21)	267
#1 Issue: Health Care	57%	(229)	24%	(96)	5%	(19)	3%	(14)	12%	(47)	404
#1 Issue: Medicare / Social Security	54%	(127)	24%	(57)	4%	(10)	6%	(13)	12%	(28)	236
#1 Issue: Women's Issues	47%	(45)	35%	(34)	2%	(1)	6%	(5)	11%	(11)	96
#1 Issue: Education	50%	(48)	19%	(18)	5%	(4)	7%	(6)	20%	(20)	96
#1 Issue: Energy	47%	(38)	35%	(29)	3%	(3)	2%	(2)	13%	(10)	81
#1 Issue: Other	49%	(75)	25%	(38)	2%	(3)	5%	(8)	19%	(28)	152
2020 Vote: Joe Biden	55%	(573)	27%	(288)	4%	(43)	3%	(29)	11%	(116)	1049
2020 Vote: Donald Trump	62%	(423)	23%	(157)	4%	(25)	4%	(27)	8%	(55)	686
2020 Vote: Other	36%	(23)	34%	(21)	3%	(2)	11%	(7)	16%	(10)	62
2020 Vote: Didn't Vote	46%	(184)	22%	(86)	6%	(24)	4%	(15)	23%	(91)	401
2018 House Vote: Democrat	55%	(405)	30%	(219)	3%	(22)	3%	(19)	10%	(76)	741
2018 House Vote: Republican	62%	(344)	22%	(119)	4%	(21)	4%	(24)	8%	(45)	554
2018 House Vote: Someone else	36%	(19)	31%	(16)	4%	(2)	12%	(6)	17%	(9)	52
2016 Vote: Hillary Clinton	55%	(390)	29%	(208)	3%	(23)	2%	(14)	10%	(73)	707
2016 Vote: Donald Trump	61%	(384)	23%	(146)	3%	(18)	4%	(28)	8%	(52)	628
2016 Vote: Other	50%	(57)	27%	(31)	4%	(4)	8%	(9)	12%	(13)	113
2016 Vote: Didn't Vote	50%	(372)	22%	(168)	6%	(47)	4%	(28)	18%	(134)	749

Continued on next page

**Table MCSP14\_9:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Helping veterans

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion	Total N
Adults	55%	(1202)	25%	(553)	4%	(94)	4%	(78)	12% (273)	2200
Voted in 2014: Yes	58%	(689)	27%	(317)	3%	(38)	4%	(45)	9% (106)	1194
Voted in 2014: No	51%	(513)	23%	(236)	6%	(56)	3%	(33)	17% (167)	1006
4-Region: Northeast	56%	(220)	25%	(97)	3%	(11)	3%	(11)	14% (55)	394
4-Region: Midwest	58%	(268)	23%	(105)	5%	(25)	3%	(14)	11% (50)	462
4-Region: South	52%	(430)	27%	(223)	4%	(36)	4%	(30)	13% (106)	824
4-Region: West	55%	(285)	25%	(128)	4%	(20)	5%	(24)	12% (62)	520
Sports fan	57%	(863)	26%	(393)	4%	(62)	3%	(43)	10% (158)	1519
Avid sports fan	67%	(320)	21%	(101)	3%	(12)	3%	(14)	6% (30)	478
Casual sports fan	52%	(543)	28%	(292)	5%	(50)	3%	(29)	12% (128)	1041
Football fan	57%	(830)	25%	(364)	4%	(61)	3%	(45)	10% (144)	1444
Avid football fan	63%	(389)	23%	(142)	3%	(20)	4%	(24)	7% (42)	616
Casual football fan	53%	(441)	27%	(222)	5%	(42)	3%	(21)	12% (102)	828
NFL fan	58%	(812)	25%	(350)	4%	(57)	3%	(43)	10% (134)	1396
Avid NFL fan	62%	(369)	24%	(142)	3%	(15)	4%	(26)	7% (43)	595
Casual NFL fan	55%	(444)	26%	(208)	5%	(41)	2%	(18)	11% (90)	801
Watched SB last year	59%	(678)	26%	(299)	4%	(42)	3%	(38)	9% (100)	1157
Didn't watch SB last year	50%	(524)	24%	(254)	5%	(51)	4%	(41)	17% (173)	1043
OK brands get political	61%	(482)	23%	(182)	5%	(36)	2%	(18)	8% (66)	785
Not OK brands get political	54%	(608)	27%	(307)	4%	(48)	5%	(55)	9% (102)	1119
OK social justice	59%	(768)	26%	(330)	4%	(46)	3%	(37)	9% (111)	1292
Not OK social justice	51%	(309)	27%	(168)	7%	(41)	6%	(35)	10% (59)	612
Likely SB viewer	61%	(818)	24%	(329)	4%	(56)	3%	(41)	7% (101)	1344
Unlikely SB viewer	47%	(345)	28%	(208)	5%	(34)	4%	(33)	16% (114)	733
More likely to watch SB this year	62%	(360)	23%	(135)	5%	(26)	3%	(19)	6% (36)	577
Less likely to watch SB this year	56%	(263)	20%	(95)	6%	(30)	5%	(22)	13% (62)	472
Likely host/attend SB party	56%	(228)	26%	(105)	7%	(28)	4%	(17)	7% (28)	406
Unlikely host/attend SB party	56%	(926)	26%	(436)	4%	(64)	3%	(52)	11% (179)	1656
Watch SB for game	60%	(518)	25%	(217)	4%	(38)	3%	(25)	7% (61)	859
Watch SB for halftime	63%	(142)	23%	(52)	3%	(6)	4%	(9)	8% (18)	227

Continued on next page

**Table MCSP14\_9:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Helping veterans

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	55%	(1202)	25%	(553)	4%	(94)	4%	(78)	12%	(273)	2200
Watch SB for ads	63%	(122)	25%	(48)	4%	(9)	2%	(4)	5%	(10)	193
SB more political	60%	(494)	27%	(223)	5%	(37)	3%	(26)	5%	(38)	818
SB less political	58%	(190)	25%	(82)	6%	(18)	7%	(24)	4%	(14)	328
Typically host/attend SB party	59%	(329)	24%	(135)	5%	(26)	4%	(22)	8%	(45)	556
Typically do not host/attend SB party	53%	(873)	25%	(418)	4%	(68)	3%	(57)	14%	(228)	1644
Usually pays a lot/some attn to ads	59%	(884)	26%	(394)	3%	(46)	3%	(48)	8%	(121)	1492
Usually pays not much/no attn to ads	45%	(318)	22%	(159)	7%	(48)	4%	(30)	21%	(152)	708
Plan to pay a lot/some attn to ads	59%	(797)	26%	(355)	4%	(53)	3%	(43)	8%	(111)	1359
Plan to pay not much/no attn to ads	48%	(405)	24%	(198)	5%	(40)	4%	(36)	19%	(162)	841
Pro football fav sport	57%	(342)	26%	(152)	3%	(19)	4%	(27)	9%	(55)	596
Fav NFL	59%	(745)	26%	(322)	4%	(48)	3%	(36)	8%	(103)	1254
Unfav NFL	55%	(267)	26%	(127)	5%	(24)	5%	(25)	8%	(39)	481
Fav Goodell	64%	(318)	26%	(130)	3%	(16)	2%	(10)	4%	(22)	496
Unfav Goodell	59%	(286)	25%	(119)	5%	(23)	6%	(27)	6%	(29)	483
Fav Chiefs	63%	(635)	25%	(249)	3%	(35)	3%	(33)	5%	(49)	1001
Fav Buccaneers	64%	(525)	25%	(203)	5%	(38)	3%	(23)	4%	(32)	822
Chiefs fan	59%	(493)	26%	(212)	5%	(44)	2%	(19)	7%	(61)	828
Buccaneers fan	59%	(352)	26%	(155)	4%	(26)	5%	(27)	6%	(34)	593
Frequent sports betters	59%	(60)	27%	(28)	5%	(5)	2%	(2)	8%	(8)	103
Regular sports betters	55%	(122)	28%	(63)	7%	(15)	3%	(7)	7%	(16)	223
Frequent NFL betters	65%	(76)	21%	(25)	6%	(7)	1%	(1)	7%	(8)	117
Regular NFL betters	51%	(123)	28%	(68)	7%	(16)	7%	(16)	7%	(17)	239
Definite SB betters	59%	(78)	24%	(32)	6%	(8)	3%	(4)	7%	(10)	132
Probable SB betters	55%	(188)	26%	(89)	7%	(25)	5%	(17)	6%	(22)	341
Believe betting is legal in their state	59%	(388)	24%	(158)	5%	(33)	4%	(26)	8%	(55)	661
Believe betting is illegal in their state	53%	(204)	26%	(100)	4%	(16)	5%	(21)	12%	(46)	387
Non-sports fans	50%	(339)	24%	(161)	5%	(32)	5%	(35)	17%	(115)	681
Gen Z sports fans	49%	(95)	24%	(46)	3%	(6)	8%	(16)	16%	(32)	194
Millennial sports fans	58%	(243)	25%	(107)	5%	(20)	2%	(7)	10%	(44)	422

Continued on next page

**Table MCSP14\_9:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Helping veterans*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	55%	(1202)	25%	(553)	4%	(94)	4%	(78)	12%	(273)	2200
Gen X sports fans	56%	(214)	27%	(102)	5%	(19)	2%	(7)	11%	(40)	381
Boomer sports fans	59%	(275)	27%	(124)	3%	(15)	3%	(13)	8%	(39)	466
Sports fans 18-34	54%	(235)	24%	(107)	4%	(18)	4%	(17)	14%	(62)	439
Sports fans 35-44	59%	(150)	25%	(63)	4%	(11)	3%	(7)	9%	(23)	253
Sports fans 45-64	58%	(306)	26%	(140)	4%	(24)	2%	(12)	9%	(48)	530
Sports fans 65+	58%	(173)	28%	(83)	3%	(10)	2%	(7)	8%	(25)	297
Occasional sports betters	61%	(119)	20%	(39)	6%	(11)	4%	(9)	9%	(18)	196
Non-sports betters	54%	(961)	25%	(452)	4%	(68)	3%	(62)	13%	(238)	1781
In legal betting states	56%	(458)	23%	(188)	4%	(29)	3%	(25)	14%	(115)	814
Outside legal betting states	54%	(744)	26%	(365)	5%	(65)	4%	(54)	11%	(158)	1386
Sports fan In legal betting states 21+	61%	(323)	22%	(118)	4%	(20)	2%	(8)	11%	(60)	530
Sports fan Outside legal betting states 21+	56%	(496)	28%	(250)	5%	(41)	3%	(23)	9%	(82)	893
Likely SB viewer In legal betting states 21+	64%	(298)	21%	(97)	4%	(19)	2%	(10)	9%	(41)	464
Likely SB viewer Outside legal betting states 21+	60%	(477)	26%	(209)	4%	(35)	3%	(22)	7%	(54)	796

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

**Table MCSP14\_10:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Gender equality*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	31%	(678)	22%	(478)	10%	(213)	17%	(374)	21%	(457)	2200
Gender: Male	27%	(286)	25%	(267)	10%	(109)	19%	(198)	19%	(201)	1062
Gender: Female	34%	(392)	18%	(210)	9%	(104)	16%	(177)	22%	(255)	1138
Age: 18-34	45%	(294)	22%	(143)	7%	(48)	8%	(53)	18%	(116)	655
Age: 35-44	36%	(127)	25%	(89)	8%	(27)	10%	(36)	22%	(78)	358
Age: 45-64	22%	(163)	20%	(151)	12%	(91)	23%	(173)	23%	(173)	751
Age: 65+	22%	(94)	22%	(94)	11%	(46)	26%	(112)	20%	(89)	436
GenZers: 1997-2012	51%	(152)	20%	(61)	6%	(17)	6%	(17)	18%	(53)	299
Millennials: 1981-1996	40%	(240)	24%	(141)	8%	(48)	10%	(57)	18%	(109)	595
GenXers: 1965-1980	24%	(128)	23%	(125)	10%	(55)	18%	(98)	25%	(137)	542
Baby Boomers: 1946-1964	21%	(142)	20%	(136)	12%	(84)	26%	(176)	21%	(147)	685
PID: Dem (no lean)	48%	(431)	23%	(211)	6%	(51)	7%	(66)	15%	(138)	897
PID: Ind (no lean)	26%	(177)	20%	(133)	11%	(77)	16%	(106)	27%	(183)	676
PID: Rep (no lean)	11%	(70)	21%	(134)	13%	(84)	32%	(203)	22%	(136)	627
PID/Gender: Dem Men	43%	(174)	29%	(119)	7%	(26)	7%	(29)	14%	(58)	407
PID/Gender: Dem Women	52%	(257)	19%	(92)	5%	(25)	8%	(37)	16%	(79)	490
PID/Gender: Ind Men	21%	(67)	24%	(80)	12%	(39)	19%	(63)	24%	(78)	327
PID/Gender: Ind Women	31%	(110)	15%	(53)	11%	(39)	12%	(43)	30%	(104)	349
PID/Gender: Rep Men	14%	(44)	21%	(69)	13%	(44)	32%	(106)	20%	(65)	327
PID/Gender: Rep Women	9%	(26)	22%	(65)	13%	(40)	32%	(97)	24%	(71)	299
Ideo: Liberal (1-3)	55%	(356)	27%	(172)	4%	(23)	3%	(19)	12%	(75)	645
Ideo: Moderate (4)	28%	(176)	23%	(144)	11%	(69)	11%	(67)	27%	(166)	621
Ideo: Conservative (5-7)	11%	(76)	18%	(118)	15%	(101)	39%	(260)	18%	(120)	675
Educ: < College	30%	(455)	20%	(296)	10%	(155)	18%	(277)	22%	(329)	1512
Educ: Bachelors degree	31%	(138)	26%	(115)	10%	(44)	14%	(61)	19%	(86)	444
Educ: Post-grad	35%	(86)	27%	(67)	6%	(14)	15%	(36)	17%	(42)	244
Income: Under 50k	30%	(364)	19%	(232)	9%	(110)	19%	(224)	22%	(268)	1198
Income: 50k-100k	30%	(205)	24%	(166)	11%	(74)	14%	(97)	20%	(138)	680
Income: 100k+	34%	(109)	25%	(79)	9%	(29)	17%	(54)	16%	(50)	322
Ethnicity: White	28%	(481)	22%	(381)	10%	(178)	20%	(340)	20%	(342)	1722

Continued on next page

**Table MCSP14\_10:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Gender equality*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	31% (678)	22% (478)	10% (213)	17% (374)	21% (457)	2200
Ethnicity: Hispanic	43% (150)	22% (75)	10% (36)	12% (40)	14% (48)	349
Ethnicity: Black	47% (128)	17% (45)	8% (21)	5% (13)	24% (67)	274
Ethnicity: Other	34% (69)	25% (52)	7% (15)	10% (21)	23% (47)	204
All Christian	24% (232)	23% (224)	12% (115)	23% (225)	18% (178)	975
All Non-Christian	39% (50)	36% (46)	8% (10)	7% (8)	11% (14)	128
Atheist	60% (66)	17% (18)	9% (9)	5% (5)	10% (11)	110
Agnostic/Nothing in particular	36% (215)	18% (111)	7% (41)	11% (68)	27% (163)	598
Something Else	30% (116)	20% (79)	10% (37)	17% (68)	23% (90)	390
Religious Non-Protestant/Catholic	37% (56)	34% (52)	7% (10)	10% (15)	12% (18)	152
Evangelical	23% (128)	21% (122)	10% (59)	27% (154)	19% (106)	570
Non-Evangelical	28% (210)	23% (172)	12% (91)	17% (132)	21% (157)	761
Community: Urban	38% (228)	26% (153)	9% (53)	10% (60)	18% (105)	600
Community: Suburban	30% (311)	21% (219)	10% (100)	19% (195)	21% (213)	1037
Community: Rural	25% (139)	19% (106)	11% (61)	21% (120)	25% (139)	564
Employ: Private Sector	29% (187)	25% (161)	12% (74)	14% (92)	20% (126)	641
Employ: Government	26% (33)	23% (29)	13% (16)	21% (27)	18% (23)	128
Employ: Self-Employed	41% (62)	22% (34)	7% (10)	10% (15)	21% (32)	153
Employ: Homemaker	28% (46)	20% (33)	9% (15)	24% (39)	19% (32)	165
Employ: Student	58% (72)	19% (23)	5% (7)	3% (3)	15% (19)	124
Employ: Retired	21% (106)	21% (104)	11% (56)	26% (132)	21% (107)	506
Employ: Unemployed	37% (122)	19% (64)	7% (22)	12% (41)	25% (83)	332
Employ: Other	33% (49)	20% (30)	8% (13)	16% (24)	23% (35)	151
Military HH: Yes	23% (80)	21% (70)	10% (34)	22% (75)	24% (81)	341
Military HH: No	32% (598)	22% (407)	10% (179)	16% (299)	20% (375)	1859
RD/WT: Right Direction	42% (375)	24% (219)	8% (72)	8% (67)	18% (164)	897
RD/WT: Wrong Track	23% (303)	20% (259)	11% (141)	24% (307)	22% (293)	1303
Biden Job Approve	44% (569)	25% (316)	7% (92)	6% (76)	18% (229)	1282
Biden Job Disapprove	10% (68)	18% (126)	15% (102)	38% (265)	20% (137)	698

Continued on next page



**Table MCSP14\_10:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Gender equality

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	31% (678)	22% (478)	10% (213)	17% (374)	21% (457)	2200
Biden Job Strongly Approve	52% (422)	21% (172)	5% (40)	6% (49)	15% (122)	804
Biden Job Somewhat Approve	31% (147)	30% (144)	11% (52)	6% (27)	23% (108)	478
Biden Job Somewhat Disapprove	13% (25)	28% (53)	16% (30)	21% (41)	22% (42)	191
Biden Job Strongly Disapprove	9% (43)	14% (73)	14% (72)	44% (224)	19% (95)	507
Favorable of Biden	45% (593)	24% (311)	7% (91)	6% (78)	18% (231)	1305
Unfavorable of Biden	9% (65)	19% (147)	14% (110)	37% (278)	21% (159)	759
Very Favorable of Biden	52% (408)	22% (169)	5% (40)	6% (48)	15% (116)	780
Somewhat Favorable of Biden	35% (185)	27% (143)	10% (51)	6% (30)	22% (116)	525
Somewhat Unfavorable of Biden	14% (28)	30% (58)	13% (25)	20% (39)	22% (42)	192
Very Unfavorable of Biden	7% (37)	16% (89)	15% (85)	42% (240)	21% (117)	567
#1 Issue: Economy	28% (247)	22% (191)	13% (110)	16% (137)	21% (182)	868
#1 Issue: Security	18% (48)	20% (52)	11% (30)	31% (82)	21% (56)	267
#1 Issue: Health Care	43% (174)	21% (86)	8% (31)	10% (41)	18% (73)	404
#1 Issue: Medicare / Social Security	15% (36)	26% (62)	8% (20)	25% (59)	25% (59)	236
#1 Issue: Women's Issues	49% (46)	18% (17)	5% (5)	12% (11)	17% (16)	96
#1 Issue: Education	39% (38)	15% (14)	6% (6)	18% (17)	22% (21)	96
#1 Issue: Energy	48% (39)	31% (25)	3% (2)	5% (4)	14% (11)	81
#1 Issue: Other	33% (51)	20% (30)	6% (9)	16% (24)	25% (38)	152
2020 Vote: Joe Biden	47% (495)	24% (256)	6% (62)	5% (55)	17% (181)	1049
2020 Vote: Donald Trump	8% (55)	18% (125)	15% (104)	38% (258)	21% (144)	686
2020 Vote: Other	15% (9)	23% (14)	24% (15)	17% (11)	20% (12)	62
2020 Vote: Didn't Vote	30% (119)	20% (81)	8% (32)	12% (50)	30% (119)	401
2018 House Vote: Democrat	48% (355)	25% (183)	5% (37)	6% (44)	16% (122)	741
2018 House Vote: Republican	8% (45)	19% (105)	15% (82)	38% (210)	20% (111)	554
2018 House Vote: Someone else	6% (3)	18% (10)	23% (12)	27% (14)	26% (13)	52
2016 Vote: Hillary Clinton	47% (332)	25% (179)	5% (36)	6% (39)	17% (121)	707
2016 Vote: Donald Trump	10% (64)	18% (111)	15% (94)	38% (236)	20% (124)	628
2016 Vote: Other	19% (21)	25% (28)	15% (17)	22% (25)	20% (23)	113
2016 Vote: Didn't Vote	35% (261)	21% (159)	9% (66)	10% (74)	25% (189)	749

Continued on next page

**Table MCSP14\_10:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Gender equality

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	31% (678)	22% (478)	10% (213)	17% (374)	21% (457)	2200
Voted in 2014: Yes	28% (336)	21% (256)	10% (122)	22% (261)	18% (220)	1194
Voted in 2014: No	34% (342)	22% (222)	9% (91)	11% (113)	24% (237)	1006
4-Region: Northeast	34% (135)	23% (92)	8% (33)	15% (58)	19% (76)	394
4-Region: Midwest	29% (132)	18% (85)	13% (59)	21% (97)	19% (89)	462
4-Region: South	29% (240)	21% (169)	11% (90)	16% (135)	23% (189)	824
4-Region: West	33% (171)	25% (131)	6% (31)	16% (84)	20% (103)	520
Sports fan	31% (466)	24% (371)	10% (159)	15% (227)	20% (297)	1519
Avid sports fan	38% (182)	23% (111)	9% (42)	15% (73)	15% (70)	478
Casual sports fan	27% (283)	25% (260)	11% (117)	15% (154)	22% (227)	1041
Football fan	31% (442)	25% (354)	11% (152)	15% (216)	19% (280)	1444
Avid football fan	33% (206)	26% (158)	10% (64)	15% (94)	15% (94)	616
Casual football fan	28% (235)	24% (196)	11% (87)	15% (122)	23% (187)	828
NFL fan	31% (435)	25% (352)	11% (147)	14% (201)	19% (261)	1396
Avid NFL fan	31% (183)	26% (152)	11% (64)	15% (86)	19% (110)	595
Casual NFL fan	31% (252)	25% (200)	10% (83)	14% (114)	19% (151)	801
Watched SB last year	31% (363)	25% (287)	11% (126)	15% (175)	18% (207)	1157
Didn't watch SB last year	30% (315)	18% (191)	8% (87)	19% (199)	24% (249)	1043
OK brands get political	50% (392)	27% (209)	5% (39)	5% (40)	13% (105)	785
Not OK brands get political	20% (219)	20% (226)	14% (155)	28% (311)	19% (208)	1119
OK social justice	45% (581)	28% (360)	7% (86)	7% (86)	14% (179)	1292
Not OK social justice	8% (47)	14% (83)	18% (109)	42% (259)	18% (113)	612
Likely SB viewer	34% (457)	26% (343)	10% (135)	14% (183)	17% (225)	1344
Unlikely SB viewer	27% (195)	17% (123)	10% (73)	24% (173)	23% (170)	733
More likely to watch SB this year	40% (232)	26% (151)	9% (50)	11% (65)	14% (79)	577
Less likely to watch SB this year	26% (123)	16% (76)	12% (56)	26% (121)	20% (96)	472
Likely host/attend SB party	37% (152)	27% (111)	9% (35)	12% (48)	15% (60)	406
Unlikely host/attend SB party	29% (482)	21% (355)	11% (175)	19% (310)	20% (334)	1656
Watch SB for game	29% (252)	26% (222)	12% (106)	16% (135)	17% (144)	859
Watch SB for halftime	44% (101)	27% (61)	3% (8)	9% (20)	17% (37)	227

Continued on next page

**Table MCSP14\_10:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Gender equality*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	31% (678)	22% (478)	10% (213)	17% (374)	21% (457)	2200
Watch SB for ads	41% (79)	28% (53)	8% (16)	10% (19)	13% (25)	193
SB more political	31% (250)	25% (204)	10% (84)	22% (182)	12% (98)	818
SB less political	36% (117)	26% (84)	12% (41)	15% (50)	11% (36)	328
Typically host/attend SB party	37% (206)	24% (131)	10% (56)	13% (72)	16% (92)	556
Typically do not host/attend SB party	29% (472)	21% (347)	10% (157)	18% (302)	22% (365)	1644
Usually pays a lot/some attn to ads	32% (484)	26% (386)	10% (145)	15% (218)	17% (260)	1492
Usually pays not much/no attn to ads	27% (195)	13% (91)	10% (68)	22% (157)	28% (197)	708
Plan to pay a lot/some attn to ads	33% (450)	27% (371)	9% (125)	13% (175)	17% (237)	1359
Plan to pay not much/no attn to ads	27% (228)	13% (107)	10% (88)	24% (199)	26% (219)	841
Pro football fav sport	31% (182)	24% (142)	10% (60)	15% (90)	20% (122)	596
Fav NFL	34% (426)	26% (328)	10% (121)	12% (152)	18% (228)	1254
Unfav NFL	24% (114)	18% (86)	14% (68)	31% (148)	14% (66)	481
Fav Goodell	36% (177)	30% (149)	8% (42)	13% (62)	13% (66)	496
Unfav Goodell	27% (128)	24% (118)	12% (60)	24% (115)	13% (62)	483
Fav Chiefs	31% (312)	26% (263)	11% (107)	16% (164)	15% (155)	1001
Fav Buccaneers	32% (264)	27% (219)	11% (93)	16% (134)	14% (112)	822
Chiefs fan	35% (290)	25% (210)	11% (90)	12% (102)	16% (136)	828
Buccaneers fan	30% (180)	27% (158)	10% (59)	18% (109)	15% (87)	593
Frequent sports betters	34% (35)	31% (32)	8% (8)	12% (13)	15% (15)	103
Regular sports betters	42% (93)	28% (63)	9% (21)	9% (21)	11% (25)	223
Frequent NFL betters	36% (42)	26% (30)	8% (9)	13% (15)	18% (21)	117
Regular NFL betters	37% (89)	30% (72)	10% (25)	10% (24)	12% (29)	239
Definite SB betters	36% (47)	30% (39)	8% (11)	15% (20)	12% (16)	132
Probable SB betters	37% (127)	29% (98)	11% (36)	12% (41)	11% (39)	341
Believe betting is legal in their state	33% (221)	27% (177)	10% (68)	14% (92)	16% (103)	661
Believe betting is illegal in their state	27% (105)	21% (83)	13% (48)	18% (69)	21% (82)	387
Non-sports fans	31% (213)	16% (107)	8% (54)	22% (147)	23% (160)	681
Gen Z sports fans	47% (91)	27% (52)	5% (9)	5% (10)	16% (31)	194
Millennial sports fans	44% (185)	24% (100)	9% (37)	8% (35)	15% (65)	422

Continued on next page

**Table MCSP14\_10:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?

*Gender equality*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	31% (678)	22% (478)	10% (213)	17% (374)	21% (457)	2200
Gen X sports fans	23% (86)	26% (98)	11% (41)	15% (58)	25% (97)	381
Boomer sports fans	20% (95)	23% (105)	14% (64)	23% (106)	21% (97)	466
Sports fans 18-34	44% (194)	25% (112)	7% (32)	7% (31)	16% (71)	439
Sports fans 35-44	41% (104)	25% (64)	7% (18)	9% (22)	18% (45)	253
Sports fans 45-64	21% (113)	23% (122)	14% (72)	20% (104)	23% (120)	530
Sports fans 65+	19% (55)	25% (73)	12% (36)	24% (71)	21% (62)	297
Occasional sports betters	34% (67)	22% (42)	13% (25)	14% (27)	18% (35)	196
Non-sports betters	29% (518)	21% (372)	9% (168)	18% (327)	22% (396)	1781
In legal betting states	32% (260)	21% (171)	9% (76)	16% (133)	21% (173)	814
Outside legal betting states	30% (418)	22% (306)	10% (137)	17% (242)	20% (283)	1386
Sports fan In legal betting states 21+	32% (167)	23% (123)	11% (57)	14% (73)	21% (110)	530
Sports fan Outside legal betting states 21+	28% (252)	25% (221)	11% (101)	17% (151)	19% (168)	893
Likely SB viewer In legal betting states 21+	32% (148)	25% (118)	11% (51)	13% (62)	18% (86)	464
Likely SB viewer Outside legal betting states 21+	32% (257)	26% (203)	11% (84)	15% (118)	17% (134)	796

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

**Table MCSP14\_11:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Preventing climate change*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	33%	(719)	20%	(450)	9%	(209)	17%	(370)	21%	(453)	2200
Gender: Male	32%	(341)	23%	(243)	10%	(108)	18%	(196)	16%	(174)	1062
Gender: Female	33%	(378)	18%	(207)	9%	(100)	15%	(174)	24%	(279)	1138
Age: 18-34	43%	(280)	19%	(123)	8%	(56)	9%	(57)	21%	(140)	655
Age: 35-44	32%	(114)	24%	(87)	8%	(29)	12%	(43)	24%	(84)	358
Age: 45-64	25%	(187)	22%	(165)	11%	(84)	21%	(154)	21%	(161)	751
Age: 65+	31%	(137)	17%	(74)	9%	(40)	27%	(116)	16%	(68)	436
GenZers: 1997-2012	46%	(137)	18%	(53)	8%	(23)	6%	(18)	23%	(68)	299
Millennials: 1981-1996	38%	(228)	22%	(131)	9%	(51)	11%	(66)	20%	(119)	595
GenXers: 1965-1980	27%	(145)	21%	(115)	10%	(53)	17%	(94)	25%	(135)	542
Baby Boomers: 1946-1964	28%	(191)	19%	(133)	11%	(75)	24%	(166)	18%	(120)	685
PID: Dem (no lean)	49%	(441)	24%	(215)	6%	(56)	6%	(51)	15%	(134)	897
PID: Ind (no lean)	28%	(192)	17%	(115)	10%	(70)	16%	(109)	28%	(191)	676
PID: Rep (no lean)	14%	(86)	19%	(120)	13%	(83)	33%	(210)	20%	(128)	627
PID/Gender: Dem Men	50%	(204)	26%	(107)	6%	(25)	7%	(28)	11%	(44)	407
PID/Gender: Dem Women	48%	(237)	22%	(109)	6%	(31)	5%	(23)	18%	(90)	490
PID/Gender: Ind Men	25%	(81)	21%	(69)	11%	(37)	19%	(61)	24%	(79)	327
PID/Gender: Ind Women	32%	(111)	13%	(46)	9%	(32)	14%	(48)	32%	(112)	349
PID/Gender: Rep Men	17%	(57)	20%	(67)	14%	(46)	33%	(107)	16%	(51)	327
PID/Gender: Rep Women	10%	(30)	18%	(53)	12%	(37)	34%	(103)	26%	(77)	299
Ideo: Liberal (1-3)	58%	(377)	23%	(145)	4%	(27)	3%	(21)	12%	(75)	645
Ideo: Moderate (4)	31%	(193)	25%	(155)	9%	(55)	9%	(53)	26%	(164)	621
Ideo: Conservative (5-7)	13%	(90)	17%	(117)	16%	(105)	38%	(258)	16%	(105)	675
Educ: < College	30%	(454)	19%	(292)	9%	(136)	18%	(274)	24%	(355)	1512
Educ: Bachelors degree	37%	(166)	22%	(96)	11%	(47)	15%	(67)	15%	(68)	444
Educ: Post-grad	40%	(99)	25%	(62)	10%	(25)	12%	(29)	12%	(29)	244
Income: Under 50k	31%	(374)	20%	(236)	7%	(87)	18%	(212)	24%	(289)	1198
Income: 50k-100k	33%	(225)	22%	(152)	12%	(84)	15%	(105)	17%	(115)	680
Income: 100k+	37%	(120)	19%	(62)	12%	(38)	17%	(54)	15%	(49)	322
Ethnicity: White	29%	(507)	21%	(365)	10%	(164)	20%	(344)	20%	(342)	1722

Continued on next page

**Table MCSP14\_11:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Preventing climate change

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	33% (719)	20% (450)	9% (209)	17% (370)	21% (453)	2200
Ethnicity: Hispanic	47% (165)	19% (68)	9% (31)	9% (31)	16% (54)	349
Ethnicity: Black	45% (124)	17% (45)	10% (26)	3% (9)	25% (69)	274
Ethnicity: Other	43% (88)	19% (39)	9% (18)	8% (17)	20% (41)	204
All Christian	28% (275)	22% (211)	10% (101)	23% (223)	17% (166)	975
All Non-Christian	44% (57)	26% (34)	11% (14)	8% (10)	10% (13)	128
Atheist	55% (60)	22% (24)	5% (5)	7% (7)	12% (13)	110
Agnostic/Nothing in particular	36% (214)	20% (117)	7% (44)	11% (64)	27% (159)	598
Something Else	29% (113)	16% (64)	11% (44)	17% (66)	26% (102)	390
Religious Non-Protestant/Catholic	40% (61)	27% (41)	10% (16)	10% (15)	13% (19)	152
Evangelical	24% (137)	19% (106)	10% (59)	27% (154)	20% (113)	570
Non-Evangelical	32% (243)	21% (159)	11% (85)	17% (130)	19% (145)	761
Community: Urban	42% (249)	23% (138)	7% (41)	9% (52)	20% (119)	600
Community: Suburban	33% (337)	20% (204)	11% (118)	19% (192)	18% (185)	1037
Community: Rural	23% (132)	19% (108)	9% (50)	22% (126)	26% (148)	564
Employ: Private Sector	30% (193)	25% (162)	10% (61)	17% (109)	18% (115)	641
Employ: Government	19% (25)	26% (33)	13% (17)	16% (21)	26% (33)	128
Employ: Self-Employed	47% (71)	16% (25)	8% (13)	12% (18)	17% (26)	153
Employ: Homemaker	29% (49)	20% (32)	12% (19)	22% (36)	18% (30)	165
Employ: Student	48% (60)	20% (25)	7% (8)	6% (8)	19% (24)	124
Employ: Retired	30% (153)	19% (94)	10% (48)	25% (124)	17% (86)	506
Employ: Unemployed	35% (115)	18% (60)	10% (32)	9% (29)	29% (95)	332
Employ: Other	35% (53)	12% (18)	7% (10)	17% (25)	29% (44)	151
Military HH: Yes	31% (106)	16% (56)	12% (39)	21% (72)	20% (68)	341
Military HH: No	33% (613)	21% (394)	9% (169)	16% (298)	21% (384)	1859
RD/WT: Right Direction	44% (396)	23% (206)	8% (72)	7% (61)	18% (161)	897
RD/WT: Wrong Track	25% (323)	19% (243)	10% (136)	24% (309)	22% (291)	1303
Biden Job Approve	47% (603)	23% (300)	7% (91)	5% (68)	17% (221)	1282
Biden Job Disapprove	11% (79)	16% (110)	14% (100)	39% (274)	19% (135)	698

Continued on next page

**Table MCSP14\_11:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Preventing climate change

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	33% (719)	20% (450)	9% (209)	17% (370)	21% (453)	2200
Biden Job Strongly Approve	54% (435)	21% (166)	5% (44)	4% (35)	16% (126)	804
Biden Job Somewhat Approve	35% (168)	28% (134)	10% (47)	7% (33)	20% (96)	478
Biden Job Somewhat Disapprove	18% (34)	24% (47)	17% (32)	19% (36)	22% (42)	191
Biden Job Strongly Disapprove	9% (45)	12% (63)	13% (68)	47% (238)	18% (93)	507
Favorable of Biden	48% (628)	23% (295)	7% (87)	5% (69)	17% (225)	1305
Unfavorable of Biden	9% (70)	17% (132)	15% (114)	38% (290)	20% (153)	759
Very Favorable of Biden	54% (422)	21% (162)	6% (46)	5% (37)	14% (112)	780
Somewhat Favorable of Biden	39% (205)	25% (133)	8% (41)	6% (32)	22% (114)	525
Somewhat Unfavorable of Biden	16% (31)	29% (55)	18% (34)	17% (33)	20% (39)	192
Very Unfavorable of Biden	7% (40)	14% (77)	14% (80)	45% (257)	20% (113)	567
#1 Issue: Economy	26% (227)	22% (189)	14% (124)	16% (140)	22% (188)	868
#1 Issue: Security	19% (50)	16% (42)	9% (24)	39% (105)	17% (46)	267
#1 Issue: Health Care	43% (175)	24% (98)	6% (23)	9% (35)	18% (73)	404
#1 Issue: Medicare / Social Security	27% (64)	22% (51)	8% (18)	18% (43)	25% (60)	236
#1 Issue: Women's Issues	54% (52)	15% (14)	4% (4)	10% (9)	18% (17)	96
#1 Issue: Education	38% (37)	19% (18)	9% (9)	7% (6)	27% (26)	96
#1 Issue: Energy	74% (60)	7% (6)	3% (2)	6% (5)	11% (9)	81
#1 Issue: Other	36% (55)	21% (32)	3% (5)	18% (27)	22% (33)	152
2020 Vote: Joe Biden	50% (522)	23% (240)	7% (68)	5% (57)	15% (162)	1049
2020 Vote: Donald Trump	9% (65)	17% (117)	15% (100)	38% (260)	21% (145)	686
2020 Vote: Other	18% (11)	20% (13)	21% (13)	17% (11)	24% (15)	62
2020 Vote: Didn't Vote	30% (119)	20% (80)	7% (28)	11% (42)	33% (131)	401
2018 House Vote: Democrat	52% (387)	22% (166)	6% (42)	6% (41)	14% (105)	741
2018 House Vote: Republican	10% (53)	16% (90)	15% (83)	40% (223)	19% (105)	554
2018 House Vote: Someone else	14% (7)	23% (12)	17% (9)	21% (11)	24% (13)	52
2016 Vote: Hillary Clinton	52% (367)	23% (164)	6% (40)	5% (35)	14% (102)	707
2016 Vote: Donald Trump	11% (72)	16% (101)	14% (88)	39% (242)	20% (124)	628
2016 Vote: Other	23% (26)	21% (24)	12% (13)	21% (24)	23% (26)	113
2016 Vote: Didn't Vote	34% (254)	21% (158)	9% (67)	9% (69)	27% (201)	749

Continued on next page

**Table MCSP14\_11:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Preventing climate change

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	33% (719)	20% (450)	9% (209)	17% (370)	21% (453)	2200
Voted in 2014: Yes	32% (379)	20% (237)	10% (118)	22% (265)	16% (195)	1194
Voted in 2014: No	34% (340)	21% (213)	9% (90)	10% (105)	26% (257)	1006
4-Region: Northeast	33% (129)	25% (98)	8% (33)	14% (55)	20% (78)	394
4-Region: Midwest	30% (141)	20% (91)	11% (52)	21% (99)	17% (80)	462
4-Region: South	30% (249)	20% (163)	9% (72)	17% (140)	24% (200)	824
4-Region: West	39% (200)	19% (98)	10% (51)	15% (76)	18% (94)	520
Sports fan	33% (504)	25% (372)	10% (149)	15% (234)	17% (259)	1519
Avid sports fan	42% (203)	24% (114)	9% (42)	12% (59)	13% (61)	478
Casual sports fan	29% (302)	25% (258)	10% (108)	17% (175)	19% (198)	1041
Football fan	33% (471)	25% (362)	10% (151)	15% (213)	17% (247)	1444
Avid football fan	37% (225)	27% (164)	10% (62)	13% (80)	14% (87)	616
Casual football fan	30% (246)	24% (199)	11% (90)	16% (133)	19% (160)	828
NFL fan	33% (463)	26% (359)	10% (145)	14% (193)	17% (236)	1396
Avid NFL fan	37% (217)	26% (156)	10% (60)	13% (78)	14% (85)	595
Casual NFL fan	31% (245)	25% (203)	11% (85)	14% (115)	19% (151)	801
Watched SB last year	33% (385)	25% (289)	11% (123)	15% (176)	16% (185)	1157
Didn't watch SB last year	32% (334)	15% (161)	8% (86)	19% (194)	26% (267)	1043
OK brands get political	52% (409)	23% (181)	7% (54)	5% (36)	13% (105)	785
Not OK brands get political	23% (254)	20% (229)	13% (145)	27% (307)	16% (184)	1119
OK social justice	48% (619)	24% (307)	8% (107)	6% (81)	14% (178)	1292
Not OK social justice	10% (59)	17% (103)	15% (93)	41% (252)	17% (104)	612
Likely SB viewer	36% (478)	25% (334)	11% (142)	14% (191)	15% (198)	1344
Unlikely SB viewer	29% (212)	14% (103)	9% (64)	22% (164)	26% (190)	733
More likely to watch SB this year	41% (235)	26% (151)	9% (54)	10% (60)	13% (77)	577
Less likely to watch SB this year	27% (127)	16% (74)	9% (42)	28% (131)	21% (98)	472
Likely host/attend SB party	39% (159)	26% (104)	10% (41)	11% (45)	14% (57)	406
Unlikely host/attend SB party	31% (517)	20% (335)	10% (168)	19% (308)	20% (328)	1656
Watch SB for game	33% (284)	26% (225)	12% (101)	16% (139)	13% (109)	859
Watch SB for halftime	41% (92)	24% (54)	8% (17)	11% (25)	17% (38)	227

Continued on next page



**Table MCSP14\_11:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Preventing climate change*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	33% (719)	20% (450)	9% (209)	17% (370)	21% (453)	2200
Watch SB for ads	41% (79)	25% (48)	11% (21)	9% (17)	14% (28)	193
SB more political	30% (245)	25% (206)	10% (83)	23% (190)	12% (94)	818
SB less political	41% (135)	23% (75)	14% (45)	13% (43)	9% (30)	328
Typically host/attend SB party	37% (203)	24% (133)	12% (66)	14% (78)	14% (76)	556
Typically do not host/attend SB party	31% (515)	19% (317)	9% (143)	18% (292)	23% (377)	1644
Usually pays a lot/some attn to ads	34% (514)	25% (376)	11% (157)	14% (213)	16% (232)	1492
Usually pays not much/no attn to ads	29% (205)	10% (74)	7% (52)	22% (157)	31% (221)	708
Plan to pay a lot/some attn to ads	36% (482)	26% (353)	10% (136)	13% (172)	16% (214)	1359
Plan to pay not much/no attn to ads	28% (236)	11% (96)	9% (72)	24% (198)	28% (238)	841
Pro football fav sport	33% (196)	27% (161)	12% (72)	12% (70)	16% (96)	596
Fav NFL	37% (463)	26% (324)	10% (124)	12% (155)	15% (188)	1254
Unfav NFL	25% (121)	15% (72)	12% (59)	33% (161)	14% (68)	481
Fav Goodell	41% (205)	26% (131)	11% (54)	13% (65)	8% (41)	496
Unfav Goodell	27% (131)	26% (123)	11% (55)	24% (118)	11% (55)	483
Fav Chiefs	35% (347)	26% (261)	11% (108)	17% (171)	11% (113)	1001
Fav Buccaneers	36% (297)	25% (206)	12% (96)	17% (138)	10% (85)	822
Chiefs fan	36% (299)	27% (220)	10% (84)	13% (107)	14% (118)	828
Buccaneers fan	34% (199)	22% (132)	13% (79)	18% (107)	13% (76)	593
Frequent sports betters	42% (43)	25% (26)	6% (6)	16% (17)	11% (11)	103
Regular sports betters	40% (90)	25% (56)	9% (19)	13% (30)	13% (29)	223
Frequent NFL betters	42% (49)	20% (24)	8% (9)	14% (17)	16% (18)	117
Regular NFL betters	38% (91)	26% (63)	9% (23)	13% (30)	13% (32)	239
Definite SB betters	42% (55)	27% (36)	9% (12)	10% (13)	12% (16)	132
Probable SB betters	39% (133)	27% (92)	11% (39)	11% (39)	11% (38)	341
Believe betting is legal in their state	36% (236)	25% (168)	12% (80)	14% (91)	13% (86)	661
Believe betting is illegal in their state	30% (114)	18% (71)	13% (52)	20% (76)	19% (74)	387
Non-sports fans	31% (214)	11% (78)	9% (59)	20% (137)	28% (193)	681
Gen Z sports fans	42% (82)	25% (48)	8% (16)	5% (10)	20% (38)	194
Millennial sports fans	41% (173)	26% (111)	8% (33)	10% (41)	15% (64)	422

Continued on next page

**Table MCSP14\_11:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?

Preventing climate change

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	33% (719)	20% (450)	9% (209)	17% (370)	21% (453)	2200
Gen X sports fans	27% (104)	23% (87)	12% (46)	16% (62)	21% (82)	381
Boomer sports fans	29% (135)	24% (110)	10% (47)	22% (104)	15% (70)	466
Sports fans 18-34	42% (184)	25% (108)	8% (36)	8% (34)	17% (76)	439
Sports fans 35-44	36% (92)	28% (71)	8% (20)	10% (26)	17% (43)	253
Sports fans 45-64	25% (135)	24% (129)	12% (63)	20% (104)	19% (100)	530
Sports fans 65+	31% (93)	22% (64)	10% (30)	23% (70)	14% (40)	297
Occasional sports betters	35% (68)	20% (40)	17% (33)	15% (30)	13% (25)	196
Non-sports betters	32% (561)	20% (354)	9% (156)	17% (311)	22% (399)	1781
In legal betting states	33% (267)	20% (165)	9% (77)	16% (129)	22% (177)	814
Outside legal betting states	33% (452)	21% (285)	10% (132)	17% (241)	20% (276)	1386
Sports fan In legal betting states 21+	34% (182)	23% (122)	10% (55)	15% (78)	18% (93)	530
Sports fan Outside legal betting states 21+	32% (287)	25% (223)	10% (88)	17% (149)	16% (146)	893
Likely SB viewer In legal betting states 21+	35% (160)	25% (114)	11% (50)	15% (68)	15% (72)	464
Likely SB viewer Outside legal betting states 21+	35% (278)	25% (198)	11% (86)	15% (120)	14% (114)	796

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

**Table MCSP14\_12:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Freedom of the press*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	29% (644)	25% (550)	9% (206)	12% (273)	24% (527)	2200
Gender: Male	31% (333)	27% (287)	10% (105)	12% (125)	20% (212)	1062
Gender: Female	27% (311)	23% (262)	9% (101)	13% (147)	28% (316)	1138
Age: 18-34	35% (227)	24% (156)	9% (58)	9% (57)	24% (157)	655
Age: 35-44	35% (124)	27% (98)	6% (23)	4% (16)	27% (97)	358
Age: 45-64	23% (170)	26% (197)	10% (77)	16% (124)	24% (184)	751
Age: 65+	28% (123)	23% (99)	11% (48)	17% (76)	21% (90)	436
GenZers: 1997-2012	32% (96)	24% (72)	8% (24)	6% (18)	30% (90)	299
Millennials: 1981-1996	36% (213)	28% (165)	8% (48)	8% (49)	20% (119)	595
GenXers: 1965-1980	24% (132)	27% (145)	9% (49)	13% (72)	27% (144)	542
Baby Boomers: 1946-1964	27% (184)	22% (149)	11% (76)	17% (114)	24% (162)	685
PID: Dem (no lean)	39% (349)	27% (239)	7% (60)	7% (65)	20% (183)	897
PID: Ind (no lean)	24% (160)	25% (171)	10% (66)	11% (74)	30% (205)	676
PID: Rep (no lean)	21% (135)	22% (139)	13% (80)	21% (134)	22% (139)	627
PID/Gender: Dem Men	41% (168)	27% (111)	8% (31)	7% (27)	17% (70)	407
PID/Gender: Dem Women	37% (181)	26% (129)	6% (29)	8% (38)	23% (113)	490
PID/Gender: Ind Men	25% (82)	29% (94)	12% (38)	12% (38)	23% (75)	327
PID/Gender: Ind Women	22% (78)	22% (76)	8% (28)	10% (36)	37% (130)	349
PID/Gender: Rep Men	25% (83)	25% (82)	11% (36)	18% (60)	20% (66)	327
PID/Gender: Rep Women	17% (52)	19% (57)	15% (44)	25% (74)	24% (73)	299
Ideo: Liberal (1-3)	48% (308)	27% (176)	5% (35)	5% (31)	15% (95)	645
Ideo: Moderate (4)	25% (153)	27% (169)	8% (53)	10% (60)	30% (187)	621
Ideo: Conservative (5-7)	21% (142)	24% (162)	14% (93)	23% (154)	18% (123)	675
Educ: < College	27% (406)	24% (356)	10% (145)	13% (203)	27% (402)	1512
Educ: Bachelors degree	33% (145)	29% (129)	10% (43)	10% (43)	19% (84)	444
Educ: Post-grad	38% (93)	27% (65)	7% (18)	11% (26)	17% (41)	244
Income: Under 50k	27% (329)	23% (271)	9% (105)	13% (157)	28% (336)	1198
Income: 50k-100k	28% (193)	29% (198)	10% (71)	12% (78)	21% (140)	680
Income: 100k+	38% (121)	25% (81)	9% (30)	12% (38)	16% (52)	322
Ethnicity: White	28% (485)	26% (439)	10% (168)	14% (238)	23% (391)	1722

Continued on next page

**Table MCSP14\_12:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Freedom of the press

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	29% (644)	25% (550)	9% (206)	12% (273)	24% (527)	2200
Ethnicity: Hispanic	33% (116)	26% (91)	7% (24)	12% (41)	22% (77)	349
Ethnicity: Black	35% (95)	21% (58)	9% (24)	7% (20)	28% (78)	274
Ethnicity: Other	31% (64)	26% (52)	7% (14)	7% (15)	29% (58)	204
All Christian	28% (278)	25% (244)	11% (104)	14% (137)	22% (211)	975
All Non-Christian	36% (47)	37% (47)	12% (15)	7% (9)	8% (10)	128
Atheist	49% (54)	24% (26)	3% (3)	7% (8)	17% (18)	110
Agnostic/Nothing in particular	28% (168)	25% (152)	8% (49)	9% (55)	29% (174)	598
Something Else	25% (97)	21% (80)	9% (35)	16% (64)	29% (114)	390
Religious Non-Protestant/Catholic	33% (51)	35% (54)	12% (18)	9% (13)	11% (16)	152
Evangelical	27% (156)	23% (134)	8% (48)	15% (88)	25% (144)	570
Non-Evangelical	27% (209)	24% (181)	12% (88)	14% (109)	23% (174)	761
Community: Urban	33% (197)	23% (139)	10% (60)	10% (58)	24% (145)	600
Community: Suburban	29% (299)	28% (295)	9% (91)	12% (128)	22% (224)	1037
Community: Rural	26% (148)	21% (116)	10% (55)	15% (86)	28% (158)	564
Employ: Private Sector	29% (183)	28% (182)	10% (62)	12% (75)	22% (138)	641
Employ: Government	25% (33)	24% (31)	10% (13)	15% (19)	26% (33)	128
Employ: Self-Employed	41% (62)	23% (36)	8% (12)	7% (11)	21% (32)	153
Employ: Homemaker	29% (48)	26% (44)	10% (16)	14% (23)	21% (35)	165
Employ: Student	34% (42)	29% (36)	7% (9)	4% (4)	26% (33)	124
Employ: Retired	27% (138)	23% (116)	10% (50)	18% (89)	22% (112)	506
Employ: Unemployed	34% (112)	18% (59)	9% (30)	9% (30)	30% (100)	332
Employ: Other	17% (26)	30% (45)	10% (15)	14% (21)	29% (44)	151
Military HH: Yes	29% (101)	26% (89)	8% (29)	14% (48)	22% (75)	341
Military HH: No	29% (544)	25% (461)	10% (178)	12% (224)	24% (453)	1859
RD/WT: Right Direction	37% (330)	23% (210)	8% (69)	10% (86)	22% (202)	897
RD/WT: Wrong Track	24% (314)	26% (340)	11% (137)	14% (187)	25% (326)	1303
Biden Job Approve	35% (453)	28% (357)	7% (95)	7% (87)	23% (290)	1282
Biden Job Disapprove	23% (161)	24% (164)	12% (84)	22% (156)	19% (133)	698

Continued on next page

**Table MCSP14\_12:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Freedom of the press

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	29% (644)	25% (550)	9% (206)	12% (273)	24% (527)	2200
Biden Job Strongly Approve	43% (343)	25% (199)	4% (36)	7% (57)	21% (169)	804
Biden Job Somewhat Approve	23% (110)	33% (158)	12% (59)	6% (30)	25% (121)	478
Biden Job Somewhat Disapprove	20% (39)	30% (57)	18% (35)	12% (22)	20% (38)	191
Biden Job Strongly Disapprove	24% (122)	21% (107)	10% (50)	26% (134)	19% (94)	507
Favorable of Biden	36% (471)	27% (353)	7% (92)	7% (95)	23% (294)	1305
Unfavorable of Biden	21% (158)	23% (176)	13% (101)	22% (164)	21% (159)	759
Very Favorable of Biden	44% (346)	23% (179)	6% (43)	7% (58)	20% (154)	780
Somewhat Favorable of Biden	24% (125)	33% (173)	9% (49)	7% (38)	27% (140)	525
Somewhat Unfavorable of Biden	19% (36)	29% (57)	20% (38)	11% (20)	22% (41)	192
Very Unfavorable of Biden	22% (123)	21% (120)	11% (64)	25% (143)	21% (118)	567
#1 Issue: Economy	31% (266)	24% (211)	11% (95)	12% (103)	22% (193)	868
#1 Issue: Security	24% (64)	27% (71)	11% (28)	19% (50)	20% (53)	267
#1 Issue: Health Care	31% (127)	27% (109)	7% (28)	9% (36)	26% (104)	404
#1 Issue: Medicare / Social Security	20% (46)	25% (58)	11% (25)	19% (45)	26% (61)	236
#1 Issue: Women's Issues	42% (40)	20% (20)	7% (7)	6% (6)	25% (24)	96
#1 Issue: Education	29% (27)	22% (21)	6% (6)	11% (11)	32% (30)	96
#1 Issue: Energy	31% (25)	42% (34)	7% (6)	3% (3)	16% (13)	81
#1 Issue: Other	31% (48)	17% (25)	7% (11)	13% (19)	32% (49)	152
2020 Vote: Joe Biden	38% (397)	27% (282)	6% (68)	6% (65)	23% (237)	1049
2020 Vote: Donald Trump	20% (140)	23% (159)	13% (88)	22% (153)	21% (146)	686
2020 Vote: Other	17% (10)	32% (20)	13% (8)	21% (13)	17% (10)	62
2020 Vote: Didn't Vote	24% (95)	22% (88)	10% (42)	10% (42)	34% (134)	401
2018 House Vote: Democrat	42% (311)	27% (198)	5% (38)	7% (49)	19% (144)	741
2018 House Vote: Republican	19% (106)	23% (125)	13% (74)	24% (133)	21% (117)	554
2018 House Vote: Someone else	12% (6)	27% (14)	11% (6)	24% (13)	26% (14)	52
2016 Vote: Hillary Clinton	41% (292)	28% (196)	6% (42)	5% (38)	20% (139)	707
2016 Vote: Donald Trump	20% (124)	22% (141)	12% (77)	24% (152)	21% (135)	628
2016 Vote: Other	15% (17)	33% (38)	9% (11)	19% (22)	23% (26)	113
2016 Vote: Didn't Vote	28% (209)	23% (175)	10% (77)	8% (61)	30% (228)	749

Continued on next page

**Table MCSP14\_12:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Freedom of the press

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	29% (644)	25% (550)	9% (206)	12% (273)	24% (527)	2200
Voted in 2014: Yes	30% (363)	25% (302)	8% (99)	15% (184)	21% (245)	1194
Voted in 2014: No	28% (281)	25% (247)	11% (107)	9% (88)	28% (282)	1006
4-Region: Northeast	31% (123)	25% (97)	11% (42)	11% (41)	23% (90)	394
4-Region: Midwest	29% (135)	23% (106)	12% (54)	13% (58)	24% (109)	462
4-Region: South	27% (226)	24% (196)	11% (87)	12% (102)	26% (214)	824
4-Region: West	31% (160)	29% (151)	5% (23)	14% (71)	22% (114)	520
Sports fan	30% (461)	26% (400)	11% (160)	12% (176)	21% (323)	1519
Avid sports fan	39% (186)	23% (112)	10% (48)	11% (54)	16% (78)	478
Casual sports fan	26% (275)	28% (288)	11% (112)	12% (122)	24% (245)	1041
Football fan	31% (442)	27% (389)	10% (148)	11% (164)	21% (301)	1444
Avid football fan	36% (223)	24% (149)	9% (58)	12% (77)	18% (109)	616
Casual football fan	26% (219)	29% (239)	11% (90)	11% (88)	23% (191)	828
NFL fan	30% (421)	27% (382)	10% (146)	12% (165)	20% (281)	1396
Avid NFL fan	35% (207)	24% (143)	10% (58)	12% (72)	19% (114)	595
Casual NFL fan	27% (214)	30% (239)	11% (88)	12% (93)	21% (167)	801
Watched SB last year	32% (369)	26% (300)	10% (118)	12% (134)	20% (236)	1157
Didn't watch SB last year	26% (275)	24% (249)	8% (88)	13% (139)	28% (291)	1043
OK brands get political	46% (357)	29% (227)	5% (39)	5% (40)	16% (122)	785
Not OK brands get political	22% (242)	25% (283)	13% (149)	19% (213)	21% (232)	1119
OK social justice	39% (500)	28% (363)	7% (94)	7% (90)	19% (244)	1292
Not OK social justice	17% (102)	25% (150)	15% (91)	25% (153)	19% (116)	612
Likely SB viewer	32% (428)	27% (369)	10% (139)	12% (156)	19% (253)	1344
Unlikely SB viewer	26% (189)	23% (168)	8% (62)	14% (104)	29% (211)	733
More likely to watch SB this year	35% (203)	29% (168)	10% (58)	11% (61)	15% (88)	577
Less likely to watch SB this year	27% (129)	25% (118)	10% (49)	15% (72)	22% (104)	472
Likely host/attend SB party	39% (158)	26% (105)	12% (47)	10% (40)	14% (56)	406
Unlikely host/attend SB party	27% (453)	26% (439)	9% (156)	13% (212)	24% (397)	1656
Watch SB for game	32% (279)	25% (218)	11% (98)	12% (101)	19% (162)	859
Watch SB for halftime	30% (68)	29% (66)	10% (22)	15% (34)	16% (37)	227

Continued on next page

**Table MCSP14\_12:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Freedom of the press*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	29% (644)	25% (550)	9% (206)	12% (273)	24% (527)	2200
Watch SB for ads	30% (58)	37% (71)	8% (15)	8% (16)	17% (33)	193
SB more political	31% (250)	29% (241)	11% (90)	15% (121)	14% (116)	818
SB less political	34% (112)	27% (88)	11% (37)	15% (51)	12% (40)	328
Typically host/attend SB party	33% (184)	27% (148)	11% (61)	13% (72)	16% (92)	556
Typically do not host/attend SB party	28% (460)	24% (401)	9% (145)	12% (201)	27% (436)	1644
Usually pays a lot/some attn to ads	31% (462)	28% (414)	10% (152)	12% (180)	19% (286)	1492
Usually pays not much/no attn to ads	26% (183)	19% (136)	8% (55)	13% (93)	34% (242)	708
Plan to pay a lot/some attn to ads	32% (430)	28% (375)	10% (135)	12% (166)	19% (253)	1359
Plan to pay not much/no attn to ads	25% (214)	21% (175)	8% (71)	13% (107)	33% (274)	841
Pro football fav sport	34% (201)	23% (140)	10% (61)	12% (70)	21% (124)	596
Fav NFL	32% (407)	28% (349)	10% (122)	10% (130)	20% (245)	1254
Unfav NFL	28% (136)	22% (104)	12% (57)	21% (101)	17% (82)	481
Fav Goodell	39% (192)	29% (143)	10% (52)	9% (44)	13% (66)	496
Unfav Goodell	29% (142)	28% (135)	10% (49)	17% (84)	15% (73)	483
Fav Chiefs	32% (324)	28% (279)	11% (107)	13% (130)	16% (160)	1001
Fav Buccaneers	34% (276)	30% (244)	11% (89)	13% (108)	13% (104)	822
Chiefs fan	32% (267)	29% (243)	11% (88)	9% (74)	19% (157)	828
Buccaneers fan	31% (183)	25% (151)	11% (64)	17% (103)	16% (93)	593
Frequent sports betters	36% (37)	22% (22)	11% (11)	10% (11)	21% (22)	103
Regular sports betters	39% (86)	26% (59)	10% (21)	11% (24)	14% (32)	223
Frequent NFL betters	41% (48)	18% (21)	10% (12)	12% (14)	19% (22)	117
Regular NFL betters	36% (86)	24% (56)	11% (26)	13% (31)	17% (40)	239
Definite SB betters	45% (59)	22% (29)	9% (12)	14% (18)	11% (15)	132
Probable SB betters	36% (124)	27% (93)	11% (37)	13% (45)	12% (41)	341
Believe betting is legal in their state	32% (211)	27% (176)	11% (73)	12% (82)	18% (118)	661
Believe betting is illegal in their state	30% (116)	23% (88)	11% (44)	16% (60)	20% (78)	387
Non-sports fans	27% (184)	22% (150)	7% (46)	14% (97)	30% (204)	681
Gen Z sports fans	30% (58)	26% (50)	8% (16)	8% (15)	28% (54)	194
Millennial sports fans	39% (164)	29% (124)	9% (38)	7% (28)	16% (68)	422

Continued on next page

**Table MCSP14\_12:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Freedom of the press*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	29% (644)	25% (550)	9% (206)	12% (273)	24% (527)	2200
Gen X sports fans	26% (98)	28% (108)	9% (34)	13% (48)	24% (92)	381
Boomer sports fans	27% (126)	22% (102)	14% (63)	16% (73)	22% (102)	466
Sports fans 18-34	36% (159)	25% (110)	10% (42)	8% (35)	21% (93)	439
Sports fans 35-44	38% (96)	30% (75)	6% (14)	5% (13)	22% (55)	253
Sports fans 45-64	23% (123)	27% (145)	12% (61)	16% (87)	21% (114)	530
Sports fans 65+	28% (83)	23% (70)	14% (42)	14% (41)	21% (61)	297
Occasional sports betters	36% (71)	22% (43)	15% (29)	11% (22)	16% (32)	196
Non-sports betters	27% (487)	25% (448)	9% (156)	13% (226)	26% (463)	1781
In legal betting states	30% (240)	25% (200)	11% (86)	12% (96)	24% (192)	814
Outside legal betting states	29% (404)	25% (350)	9% (120)	13% (176)	24% (336)	1386
Sports fan In legal betting states 21+	32% (168)	24% (128)	12% (65)	10% (55)	21% (114)	530
Sports fan Outside legal betting states 21+	30% (269)	28% (248)	10% (88)	13% (112)	20% (176)	893
Likely SB viewer In legal betting states 21+	33% (152)	26% (119)	12% (58)	10% (45)	19% (90)	464
Likely SB viewer Outside legal betting states 21+	31% (250)	28% (226)	9% (74)	13% (102)	18% (145)	796

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



**Table MCSP14\_13:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
*The Black Lives Matter movement*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	28%	(613)	17%	(371)	9%	(208)	28%	(614)	18%	(394)	2200
Gender: Male	26%	(273)	16%	(171)	11%	(118)	32%	(342)	15%	(158)	1062
Gender: Female	30%	(340)	18%	(200)	8%	(91)	24%	(272)	21%	(236)	1138
Age: 18-34	46%	(299)	18%	(115)	5%	(35)	15%	(98)	17%	(108)	655
Age: 35-44	31%	(109)	19%	(67)	9%	(33)	21%	(75)	20%	(73)	358
Age: 45-64	17%	(128)	16%	(120)	13%	(95)	36%	(270)	18%	(139)	751
Age: 65+	17%	(76)	16%	(69)	10%	(46)	39%	(171)	17%	(75)	436
GenZers: 1997-2012	53%	(158)	14%	(42)	3%	(10)	12%	(36)	18%	(54)	299
Millennials: 1981-1996	38%	(226)	20%	(117)	8%	(49)	18%	(108)	16%	(95)	595
GenXers: 1965-1980	18%	(97)	18%	(97)	12%	(64)	31%	(166)	22%	(119)	542
Baby Boomers: 1946-1964	18%	(121)	15%	(103)	11%	(76)	39%	(266)	17%	(118)	685
PID: Dem (no lean)	47%	(425)	21%	(192)	7%	(65)	10%	(90)	14%	(125)	897
PID: Ind (no lean)	21%	(145)	16%	(110)	12%	(79)	25%	(172)	25%	(169)	676
PID: Rep (no lean)	7%	(42)	11%	(69)	10%	(64)	56%	(352)	16%	(100)	627
PID/Gender: Dem Men	46%	(188)	20%	(81)	10%	(40)	12%	(48)	12%	(49)	407
PID/Gender: Dem Women	48%	(237)	23%	(111)	5%	(25)	9%	(42)	15%	(75)	490
PID/Gender: Ind Men	16%	(53)	15%	(50)	14%	(46)	32%	(104)	23%	(75)	327
PID/Gender: Ind Women	27%	(92)	17%	(60)	9%	(33)	19%	(68)	27%	(95)	349
PID/Gender: Rep Men	10%	(31)	12%	(40)	10%	(32)	58%	(190)	10%	(34)	327
PID/Gender: Rep Women	4%	(11)	10%	(29)	11%	(32)	54%	(162)	22%	(66)	299
Ideo: Liberal (1-3)	53%	(340)	25%	(159)	6%	(38)	6%	(36)	11%	(72)	645
Ideo: Moderate (4)	23%	(143)	19%	(116)	13%	(79)	21%	(131)	24%	(152)	621
Ideo: Conservative (5-7)	9%	(58)	10%	(67)	10%	(69)	59%	(401)	12%	(80)	675
Educ: < College	28%	(417)	15%	(232)	9%	(142)	28%	(427)	19%	(294)	1512
Educ: Bachelors degree	27%	(119)	20%	(87)	9%	(41)	29%	(130)	15%	(67)	444
Educ: Post-grad	32%	(77)	21%	(52)	10%	(25)	23%	(57)	13%	(33)	244
Income: Under 50k	27%	(326)	17%	(207)	8%	(101)	27%	(328)	20%	(235)	1198
Income: 50k-100k	27%	(185)	17%	(117)	11%	(73)	29%	(197)	16%	(108)	680
Income: 100k+	31%	(101)	14%	(47)	11%	(34)	27%	(88)	16%	(51)	322
Ethnicity: White	23%	(392)	16%	(271)	11%	(185)	33%	(569)	18%	(304)	1722

Continued on next page

**Table MCSP14\_13:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
The Black Lives Matter movement

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	28% (613)	17% (371)	9% (208)	28% (614)	18% (394)	2200
Ethnicity: Hispanic	40% (141)	20% (70)	7% (23)	18% (63)	15% (53)	349
Ethnicity: Black	55% (152)	19% (53)	5% (14)	2% (6)	18% (49)	274
Ethnicity: Other	34% (68)	23% (47)	5% (9)	19% (38)	20% (40)	204
All Christian	22% (212)	15% (146)	11% (110)	37% (359)	15% (148)	975
All Non-Christian	32% (41)	34% (44)	11% (14)	14% (17)	9% (12)	128
Atheist	48% (53)	15% (16)	11% (12)	16% (18)	10% (11)	110
Agnostic/Nothing in particular	33% (197)	17% (101)	7% (44)	19% (113)	24% (143)	598
Something Else	28% (110)	16% (64)	7% (28)	27% (107)	21% (81)	390
Religious Non-Protestant/Catholic	30% (46)	32% (48)	10% (16)	17% (26)	11% (17)	152
Evangelical	23% (131)	14% (79)	8% (47)	39% (222)	16% (90)	570
Non-Evangelical	24% (184)	16% (125)	12% (88)	30% (232)	17% (132)	761
Community: Urban	39% (236)	20% (118)	8% (45)	17% (100)	17% (101)	600
Community: Suburban	27% (275)	17% (176)	10% (109)	30% (310)	16% (167)	1037
Community: Rural	18% (102)	14% (78)	10% (54)	36% (204)	22% (126)	564
Employ: Private Sector	25% (163)	19% (123)	13% (81)	25% (159)	18% (114)	641
Employ: Government	34% (44)	18% (23)	7% (9)	25% (32)	16% (20)	128
Employ: Self-Employed	41% (63)	18% (27)	5% (7)	22% (33)	15% (23)	153
Employ: Homemaker	23% (38)	13% (22)	11% (18)	35% (57)	18% (30)	165
Employ: Student	53% (66)	15% (18)	3% (3)	11% (14)	18% (23)	124
Employ: Retired	17% (85)	15% (75)	10% (50)	41% (209)	17% (87)	506
Employ: Unemployed	33% (111)	17% (55)	8% (26)	21% (70)	21% (70)	332
Employ: Other	29% (43)	19% (28)	8% (13)	26% (39)	19% (28)	151
Military HH: Yes	21% (72)	19% (64)	7% (24)	36% (124)	17% (57)	341
Military HH: No	29% (541)	17% (307)	10% (184)	26% (490)	18% (337)	1859
RD/WT: Right Direction	41% (368)	19% (170)	9% (79)	13% (112)	19% (168)	897
RD/WT: Wrong Track	19% (244)	15% (201)	10% (129)	38% (502)	17% (227)	1303
Biden Job Approve	41% (525)	23% (298)	9% (112)	10% (130)	17% (218)	1282
Biden Job Disapprove	6% (45)	8% (57)	10% (68)	63% (437)	13% (92)	698

Continued on next page

**Table MCSP14\_13:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
The Black Lives Matter movement

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	28% (613)	17% (371)	9% (208)	28% (614)	18% (394)	2200
Biden Job Strongly Approve	50% (403)	20% (163)	7% (57)	8% (68)	14% (113)	804
Biden Job Somewhat Approve	25% (122)	28% (135)	11% (55)	13% (62)	22% (105)	478
Biden Job Somewhat Disapprove	8% (15)	14% (27)	19% (37)	40% (77)	19% (36)	191
Biden Job Strongly Disapprove	6% (30)	6% (30)	6% (32)	71% (360)	11% (56)	507
Favorable of Biden	43% (555)	23% (298)	8% (108)	10% (127)	17% (217)	1305
Unfavorable of Biden	5% (40)	9% (65)	11% (82)	61% (463)	14% (109)	759
Very Favorable of Biden	51% (396)	21% (165)	7% (53)	8% (62)	13% (104)	780
Somewhat Favorable of Biden	30% (159)	25% (133)	10% (55)	12% (65)	21% (113)	525
Somewhat Unfavorable of Biden	10% (18)	16% (31)	21% (39)	33% (64)	20% (39)	192
Very Unfavorable of Biden	4% (21)	6% (34)	8% (43)	70% (399)	12% (70)	567
#1 Issue: Economy	25% (221)	16% (141)	11% (93)	29% (249)	19% (163)	868
#1 Issue: Security	19% (50)	8% (22)	9% (24)	51% (137)	13% (34)	267
#1 Issue: Health Care	36% (144)	22% (87)	8% (33)	16% (64)	19% (77)	404
#1 Issue: Medicare / Social Security	13% (32)	18% (42)	12% (29)	36% (84)	20% (48)	236
#1 Issue: Women's Issues	45% (44)	23% (22)	3% (3)	16% (15)	13% (12)	96
#1 Issue: Education	39% (38)	19% (18)	6% (6)	14% (14)	22% (21)	96
#1 Issue: Energy	47% (38)	21% (17)	7% (6)	9% (8)	15% (12)	81
#1 Issue: Other	30% (46)	14% (22)	9% (14)	28% (42)	18% (28)	152
2020 Vote: Joe Biden	45% (469)	23% (242)	8% (84)	9% (90)	16% (164)	1049
2020 Vote: Donald Trump	4% (27)	7% (50)	11% (76)	63% (433)	15% (101)	686
2020 Vote: Other	8% (5)	27% (17)	13% (8)	28% (18)	24% (15)	62
2020 Vote: Didn't Vote	28% (112)	16% (62)	10% (40)	18% (74)	28% (113)	401
2018 House Vote: Democrat	44% (323)	24% (177)	8% (60)	9% (70)	15% (111)	741
2018 House Vote: Republican	6% (31)	9% (50)	11% (59)	61% (340)	13% (74)	554
2018 House Vote: Someone else	4% (2)	24% (12)	11% (6)	37% (20)	23% (12)	52
2016 Vote: Hillary Clinton	43% (307)	24% (169)	8% (57)	8% (57)	17% (118)	707
2016 Vote: Donald Trump	6% (37)	9% (58)	10% (61)	62% (388)	13% (83)	628
2016 Vote: Other	14% (16)	24% (27)	11% (12)	31% (35)	21% (24)	113
2016 Vote: Didn't Vote	34% (251)	16% (117)	10% (78)	18% (134)	23% (169)	749

Continued on next page

**Table MCSP14\_13:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
The Black Lives Matter movement

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	28% (613)	17% (371)	9% (208)	28% (614)	18% (394)	2200
Voted in 2014: Yes	24% (282)	17% (206)	9% (112)	34% (405)	16% (188)	1194
Voted in 2014: No	33% (330)	16% (165)	10% (97)	21% (208)	20% (206)	1006
4-Region: Northeast	29% (114)	19% (76)	9% (36)	24% (96)	18% (72)	394
4-Region: Midwest	23% (108)	14% (66)	11% (51)	35% (161)	17% (77)	462
4-Region: South	26% (215)	16% (131)	10% (79)	28% (232)	20% (167)	824
4-Region: West	34% (175)	19% (98)	8% (42)	24% (126)	15% (79)	520
Sports fan	28% (429)	19% (283)	11% (164)	26% (392)	17% (252)	1519
Avid sports fan	36% (174)	18% (87)	9% (44)	24% (114)	12% (59)	478
Casual sports fan	24% (255)	19% (196)	12% (120)	27% (278)	19% (193)	1041
Football fan	28% (401)	19% (280)	11% (153)	26% (374)	16% (235)	1444
Avid football fan	32% (198)	18% (113)	11% (69)	25% (153)	13% (82)	616
Casual football fan	24% (203)	20% (167)	10% (84)	27% (221)	18% (153)	828
NFL fan	28% (384)	20% (282)	11% (156)	25% (348)	16% (226)	1396
Avid NFL fan	31% (184)	18% (108)	11% (67)	25% (149)	15% (86)	595
Casual NFL fan	25% (200)	22% (174)	11% (89)	25% (198)	17% (139)	801
Watched SB last year	28% (324)	20% (227)	11% (125)	26% (302)	16% (180)	1157
Didn't watch SB last year	28% (289)	14% (144)	8% (84)	30% (312)	21% (214)	1043
OK brands get political	49% (383)	23% (183)	6% (51)	10% (79)	11% (89)	785
Not OK brands get political	15% (171)	14% (152)	12% (137)	45% (500)	14% (160)	1119
OK social justice	42% (539)	25% (318)	8% (108)	12% (156)	13% (171)	1292
Not OK social justice	4% (26)	6% (35)	14% (85)	65% (400)	11% (66)	612
Likely SB viewer	31% (411)	20% (269)	11% (144)	24% (329)	14% (191)	1344
Unlikely SB viewer	24% (177)	13% (92)	8% (57)	36% (264)	20% (143)	733
More likely to watch SB this year	39% (226)	20% (116)	11% (66)	19% (110)	10% (59)	577
Less likely to watch SB this year	23% (111)	13% (63)	7% (31)	40% (187)	17% (81)	472
Likely host/attend SB party	37% (149)	26% (106)	9% (37)	18% (74)	10% (40)	406
Unlikely host/attend SB party	25% (418)	16% (260)	10% (167)	31% (516)	18% (297)	1656
Watch SB for game	27% (233)	19% (163)	13% (109)	28% (239)	14% (116)	859
Watch SB for halftime	46% (103)	18% (41)	8% (18)	13% (30)	15% (35)	227

Continued on next page

**Table MCSP14\_13:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
The Black Lives Matter movement

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	28% (613)	17% (371)	9% (208)	28% (614)	18% (394)	2200
Watch SB for ads	28% (54)	28% (54)	7% (13)	25% (48)	12% (24)	193
SB more political	26% (214)	18% (150)	9% (75)	38% (308)	9% (72)	818
SB less political	31% (102)	23% (76)	14% (47)	24% (78)	8% (25)	328
Typically host/attend SB party	35% (197)	20% (111)	8% (47)	23% (130)	13% (71)	556
Typically do not host/attend SB party	25% (416)	16% (260)	10% (161)	29% (484)	20% (323)	1644
Usually pays a lot/some attn to ads	29% (438)	19% (289)	11% (157)	26% (382)	15% (225)	1492
Usually pays not much/no attn to ads	25% (174)	12% (82)	7% (51)	33% (232)	24% (169)	708
Plan to pay a lot/some attn to ads	30% (413)	21% (279)	10% (142)	23% (314)	15% (210)	1359
Plan to pay not much/no attn to ads	24% (199)	11% (92)	8% (66)	36% (299)	22% (184)	841
Pro football fav sport	32% (192)	17% (101)	10% (62)	25% (148)	16% (92)	596
Fav NFL	31% (394)	21% (265)	11% (139)	21% (263)	15% (193)	1254
Unfav NFL	21% (99)	10% (48)	9% (42)	52% (249)	9% (43)	481
Fav Goodell	33% (162)	24% (122)	12% (57)	21% (104)	10% (52)	496
Unfav Goodell	24% (118)	16% (77)	11% (56)	40% (193)	8% (40)	483
Fav Chiefs	28% (280)	21% (211)	11% (110)	28% (285)	12% (115)	1001
Fav Buccaneers	28% (233)	21% (172)	13% (104)	29% (236)	9% (78)	822
Chiefs fan	30% (249)	20% (169)	11% (91)	25% (209)	13% (110)	828
Buccaneers fan	28% (165)	19% (114)	13% (74)	29% (172)	11% (67)	593
Frequent sports betters	50% (52)	14% (15)	5% (6)	17% (18)	13% (14)	103
Regular sports betters	44% (97)	20% (45)	8% (18)	18% (40)	11% (24)	223
Frequent NFL betters	43% (50)	15% (17)	6% (7)	21% (24)	16% (18)	117
Regular NFL betters	41% (98)	18% (44)	9% (21)	20% (48)	12% (28)	239
Definite SB betters	42% (55)	18% (23)	6% (8)	23% (31)	11% (15)	132
Probable SB betters	38% (129)	22% (74)	10% (32)	21% (71)	10% (34)	341
Believe betting is legal in their state	33% (217)	18% (121)	11% (70)	26% (169)	13% (83)	661
Believe betting is illegal in their state	22% (87)	17% (65)	10% (37)	34% (130)	18% (68)	387
Non-sports fans	27% (184)	13% (88)	7% (44)	33% (222)	21% (142)	681
Gen Z sports fans	50% (96)	18% (34)	3% (5)	12% (23)	18% (35)	194
Millennial sports fans	42% (176)	21% (88)	9% (39)	16% (67)	12% (52)	422

Continued on next page

**Table MCSP14\_13:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
The Black Lives Matter movement

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	28% (613)	17% (371)	9% (208)	28% (614)	18% (394)	2200
Gen X sports fans	18% (68)	19% (73)	14% (52)	28% (105)	22% (83)	381
Boomer sports fans	18% (83)	16% (77)	13% (58)	37% (171)	16% (77)	466
Sports fans 18-34	46% (202)	20% (87)	6% (25)	14% (60)	15% (65)	439
Sports fans 35-44	34% (86)	22% (56)	10% (26)	17% (44)	16% (41)	253
Sports fans 45-64	18% (97)	16% (86)	14% (72)	34% (178)	18% (97)	530
Sports fans 65+	15% (44)	18% (53)	14% (41)	37% (110)	16% (49)	297
Occasional sports betters	31% (60)	17% (33)	12% (23)	30% (58)	11% (22)	196
Non-sports betters	26% (455)	16% (293)	9% (167)	29% (516)	20% (349)	1781
In legal betting states	28% (226)	16% (133)	10% (84)	26% (215)	19% (156)	814
Outside legal betting states	28% (386)	17% (238)	9% (124)	29% (399)	17% (238)	1386
Sports fan In legal betting states 21+	27% (142)	18% (94)	13% (68)	25% (133)	18% (93)	530
Sports fan Outside legal betting states 21+	26% (236)	19% (173)	10% (94)	28% (251)	16% (140)	893
Likely SB viewer In legal betting states 21+	28% (129)	18% (84)	13% (62)	25% (117)	15% (71)	464
Likely SB viewer Outside legal betting states 21+	29% (233)	21% (170)	10% (81)	26% (204)	14% (109)	796

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

**Table MCSP14\_14:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
*Calls for national unity*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	38%	(845)	27%	(590)	7%	(163)	8%	(182)	19%	(420)	2200
Gender: Male	38%	(401)	29%	(311)	8%	(85)	9%	(95)	16%	(171)	1062
Gender: Female	39%	(445)	24%	(279)	7%	(79)	8%	(87)	22%	(249)	1138
Age: 18-34	38%	(252)	27%	(176)	7%	(48)	5%	(32)	22%	(147)	655
Age: 35-44	42%	(151)	26%	(94)	6%	(21)	6%	(20)	20%	(72)	358
Age: 45-64	35%	(263)	27%	(205)	9%	(65)	11%	(81)	18%	(136)	751
Age: 65+	41%	(180)	26%	(114)	7%	(29)	11%	(49)	15%	(65)	436
GenZers: 1997-2012	38%	(113)	26%	(77)	7%	(21)	4%	(11)	25%	(76)	299
Millennials: 1981-1996	40%	(241)	28%	(164)	7%	(41)	6%	(33)	19%	(116)	595
GenXers: 1965-1980	39%	(209)	27%	(145)	8%	(41)	8%	(43)	19%	(104)	542
Baby Boomers: 1946-1964	36%	(243)	27%	(187)	8%	(58)	13%	(86)	16%	(111)	685
PID: Dem (no lean)	51%	(459)	26%	(232)	6%	(55)	4%	(34)	13%	(118)	897
PID: Ind (no lean)	34%	(230)	25%	(168)	7%	(49)	7%	(50)	26%	(178)	676
PID: Rep (no lean)	25%	(157)	30%	(190)	9%	(59)	16%	(98)	20%	(123)	627
PID/Gender: Dem Men	49%	(199)	28%	(113)	8%	(33)	4%	(17)	11%	(45)	407
PID/Gender: Dem Women	53%	(260)	24%	(118)	4%	(22)	4%	(17)	15%	(73)	490
PID/Gender: Ind Men	35%	(115)	27%	(88)	8%	(25)	7%	(24)	23%	(75)	327
PID/Gender: Ind Women	33%	(114)	23%	(80)	7%	(24)	8%	(26)	30%	(103)	349
PID/Gender: Rep Men	26%	(86)	33%	(109)	8%	(27)	17%	(54)	15%	(51)	327
PID/Gender: Rep Women	24%	(70)	27%	(80)	11%	(32)	15%	(44)	24%	(73)	299
Ideo: Liberal (1-3)	55%	(356)	24%	(155)	6%	(36)	3%	(19)	12%	(80)	645
Ideo: Moderate (4)	40%	(250)	27%	(170)	8%	(49)	3%	(21)	21%	(131)	621
Ideo: Conservative (5-7)	28%	(187)	29%	(198)	9%	(61)	18%	(123)	16%	(105)	675
Educ: < College	36%	(546)	26%	(399)	8%	(119)	9%	(134)	21%	(314)	1512
Educ: Bachelors degree	41%	(184)	29%	(127)	7%	(31)	7%	(31)	16%	(71)	444
Educ: Post-grad	47%	(115)	26%	(63)	6%	(14)	7%	(17)	14%	(35)	244
Income: Under 50k	36%	(435)	26%	(310)	7%	(83)	9%	(105)	22%	(266)	1198
Income: 50k-100k	39%	(265)	30%	(201)	8%	(54)	8%	(52)	16%	(109)	680
Income: 100k+	45%	(146)	24%	(79)	8%	(27)	8%	(26)	14%	(45)	322
Ethnicity: White	37%	(630)	28%	(474)	8%	(133)	10%	(168)	18%	(316)	1722

Continued on next page

**Table MCSP14\_14:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Calls for national unity*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	38% (845)	27% (590)	7% (163)	8% (182)	19% (420)	2200
Ethnicity: Hispanic	48% (167)	26% (92)	7% (25)	4% (13)	15% (53)	349
Ethnicity: Black	51% (139)	19% (53)	5% (13)	3% (9)	22% (61)	274
Ethnicity: Other	37% (76)	31% (63)	8% (17)	2% (5)	21% (43)	204
All Christian	40% (386)	28% (277)	8% (78)	9% (91)	15% (143)	975
All Non-Christian	49% (62)	30% (38)	9% (11)	6% (7)	7% (8)	128
Atheist	43% (47)	24% (26)	11% (12)	6% (7)	16% (17)	110
Agnostic/Nothing in particular	35% (207)	24% (145)	7% (39)	7% (41)	28% (165)	598
Something Else	37% (143)	26% (103)	6% (23)	9% (35)	22% (86)	390
Religious Non-Protestant/Catholic	47% (71)	31% (46)	9% (13)	6% (8)	9% (13)	152
Evangelical	35% (198)	30% (168)	7% (38)	11% (61)	18% (105)	570
Non-Evangelical	42% (317)	27% (202)	8% (61)	8% (64)	15% (117)	761
Community: Urban	43% (261)	25% (148)	8% (48)	6% (34)	18% (109)	600
Community: Suburban	38% (398)	30% (315)	7% (71)	7% (71)	18% (182)	1037
Community: Rural	33% (187)	22% (126)	8% (45)	14% (77)	23% (128)	564
Employ: Private Sector	37% (234)	31% (198)	9% (56)	8% (48)	16% (103)	641
Employ: Government	38% (48)	22% (29)	6% (8)	7% (10)	26% (34)	128
Employ: Self-Employed	43% (66)	26% (40)	7% (10)	7% (11)	17% (25)	153
Employ: Homemaker	41% (67)	22% (37)	9% (15)	13% (21)	15% (26)	165
Employ: Student	39% (48)	36% (44)	6% (8)	— (0)	19% (24)	124
Employ: Retired	39% (198)	27% (138)	7% (33)	12% (59)	15% (77)	506
Employ: Unemployed	37% (122)	22% (74)	6% (21)	5% (18)	29% (97)	332
Employ: Other	41% (61)	19% (29)	7% (11)	10% (15)	22% (34)	151
Military HH: Yes	43% (148)	24% (82)	5% (19)	10% (33)	17% (59)	341
Military HH: No	38% (697)	27% (507)	8% (145)	8% (149)	19% (361)	1859
RD/WT: Right Direction	52% (462)	23% (202)	7% (58)	4% (39)	15% (135)	897
RD/WT: Wrong Track	29% (384)	30% (387)	8% (105)	11% (143)	22% (284)	1303
Biden Job Approve	50% (639)	27% (345)	5% (68)	3% (35)	15% (195)	1282
Biden Job Disapprove	22% (155)	28% (195)	11% (78)	19% (131)	20% (139)	698

Continued on next page



**Table MCSP14\_14:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Calls for national unity*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	38% (845)	27% (590)	7% (163)	8% (182)	19% (420)	2200
Biden Job Strongly Approve	57% (460)	22% (173)	5% (41)	3% (26)	13% (104)	804
Biden Job Somewhat Approve	38% (179)	36% (172)	6% (27)	2% (8)	19% (91)	478
Biden Job Somewhat Disapprove	30% (58)	31% (59)	13% (25)	7% (14)	18% (34)	191
Biden Job Strongly Disapprove	19% (96)	27% (136)	11% (53)	23% (117)	21% (105)	507
Favorable of Biden	51% (662)	26% (340)	6% (72)	3% (38)	15% (193)	1305
Unfavorable of Biden	21% (162)	29% (221)	11% (84)	18% (134)	21% (159)	759
Very Favorable of Biden	59% (463)	21% (162)	5% (38)	3% (21)	12% (96)	780
Somewhat Favorable of Biden	38% (198)	34% (177)	6% (34)	3% (17)	19% (98)	525
Somewhat Unfavorable of Biden	30% (58)	36% (70)	11% (21)	6% (11)	17% (32)	192
Very Unfavorable of Biden	18% (104)	27% (151)	11% (64)	22% (123)	22% (126)	567
#1 Issue: Economy	36% (314)	29% (253)	8% (70)	8% (72)	18% (159)	868
#1 Issue: Security	25% (67)	31% (83)	6% (17)	17% (46)	20% (54)	267
#1 Issue: Health Care	47% (191)	26% (103)	5% (22)	5% (21)	16% (67)	404
#1 Issue: Medicare / Social Security	34% (80)	26% (62)	10% (25)	9% (22)	20% (47)	236
#1 Issue: Women's Issues	49% (46)	25% (24)	5% (5)	2% (2)	19% (18)	96
#1 Issue: Education	44% (43)	16% (15)	10% (10)	3% (3)	26% (25)	96
#1 Issue: Energy	52% (42)	27% (22)	5% (4)	2% (2)	14% (11)	81
#1 Issue: Other	41% (62)	18% (27)	7% (11)	9% (14)	25% (38)	152
2020 Vote: Joe Biden	52% (550)	26% (277)	6% (58)	2% (25)	13% (139)	1049
2020 Vote: Donald Trump	23% (160)	28% (192)	11% (73)	18% (127)	20% (135)	686
2020 Vote: Other	19% (12)	29% (18)	11% (7)	10% (6)	31% (19)	62
2020 Vote: Didn't Vote	31% (122)	25% (102)	6% (25)	6% (24)	32% (127)	401
2018 House Vote: Democrat	54% (401)	27% (197)	4% (30)	3% (22)	12% (91)	741
2018 House Vote: Republican	25% (137)	29% (158)	10% (55)	19% (107)	17% (96)	554
2018 House Vote: Someone else	10% (5)	29% (15)	11% (6)	14% (7)	37% (19)	52
2016 Vote: Hillary Clinton	54% (385)	25% (177)	5% (36)	3% (18)	13% (91)	707
2016 Vote: Donald Trump	25% (158)	30% (185)	8% (53)	19% (121)	18% (111)	628
2016 Vote: Other	33% (37)	26% (30)	11% (13)	10% (11)	19% (22)	113
2016 Vote: Didn't Vote	35% (265)	26% (197)	8% (61)	4% (32)	26% (194)	749

Continued on next page

**Table MCSP14\_14:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Calls for national unity*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	38% (845)	27% (590)	7% (163)	8% (182)	19% (420)	2200
Voted in 2014: Yes	41% (484)	27% (319)	7% (83)	11% (127)	15% (181)	1194
Voted in 2014: No	36% (361)	27% (270)	8% (81)	5% (55)	24% (238)	1006
4-Region: Northeast	42% (164)	27% (104)	8% (31)	7% (26)	17% (67)	394
4-Region: Midwest	40% (186)	25% (116)	8% (35)	10% (46)	17% (79)	462
4-Region: South	36% (299)	26% (214)	8% (62)	9% (73)	21% (176)	824
4-Region: West	38% (196)	30% (154)	7% (35)	7% (37)	19% (97)	520
Sports fan	40% (613)	29% (435)	8% (115)	7% (105)	17% (251)	1519
Avid sports fan	49% (236)	25% (118)	8% (39)	7% (32)	11% (53)	478
Casual sports fan	36% (377)	30% (317)	7% (76)	7% (73)	19% (198)	1041
Football fan	41% (586)	28% (410)	8% (114)	7% (103)	16% (230)	1444
Avid football fan	47% (288)	26% (163)	9% (55)	7% (42)	11% (68)	616
Casual football fan	36% (299)	30% (247)	7% (59)	7% (61)	20% (162)	828
NFL fan	42% (583)	29% (401)	8% (111)	7% (92)	15% (208)	1396
Avid NFL fan	45% (271)	26% (154)	9% (53)	7% (39)	13% (78)	595
Casual NFL fan	39% (312)	31% (247)	7% (58)	7% (53)	16% (130)	801
Watched SB last year	41% (469)	29% (341)	8% (94)	7% (81)	15% (172)	1157
Didn't watch SB last year	36% (376)	24% (248)	7% (69)	10% (101)	24% (248)	1043
OK brands get political	54% (423)	25% (198)	6% (48)	3% (21)	12% (95)	785
Not OK brands get political	32% (359)	29% (324)	9% (102)	13% (150)	16% (184)	1119
OK social justice	52% (676)	28% (359)	5% (64)	3% (42)	12% (152)	1292
Not OK social justice	20% (119)	27% (166)	14% (87)	20% (125)	19% (114)	612
Likely SB viewer	44% (585)	29% (390)	8% (107)	6% (79)	14% (182)	1344
Unlikely SB viewer	31% (231)	25% (181)	7% (54)	13% (92)	24% (175)	733
More likely to watch SB this year	50% (288)	25% (146)	9% (54)	4% (24)	11% (65)	577
Less likely to watch SB this year	31% (145)	27% (128)	8% (40)	15% (69)	19% (91)	472
Likely host/attend SB party	40% (163)	32% (130)	13% (51)	4% (18)	11% (43)	406
Unlikely host/attend SB party	38% (637)	27% (450)	7% (109)	9% (151)	19% (309)	1656
Watch SB for game	43% (368)	30% (255)	9% (74)	6% (51)	13% (112)	859
Watch SB for halftime	44% (100)	24% (54)	9% (20)	7% (16)	16% (37)	227

Continued on next page

**Table MCSP14\_14:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Calls for national unity*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	38% (845)	27% (590)	7% (163)	8% (182)	19% (420)	2200
Watch SB for ads	45% (86)	36% (70)	6% (11)	4% (8)	9% (18)	193
SB more political	39% (317)	31% (252)	8% (65)	11% (93)	11% (91)	818
SB less political	42% (139)	33% (108)	9% (30)	7% (21)	9% (30)	328
Typically host/attend SB party	42% (234)	30% (166)	10% (58)	5% (29)	12% (69)	556
Typically do not host/attend SB party	37% (611)	26% (424)	6% (105)	9% (153)	21% (351)	1644
Usually pays a lot/some attn to ads	43% (642)	29% (439)	7% (106)	7% (99)	14% (207)	1492
Usually pays not much/no attn to ads	29% (204)	21% (151)	8% (57)	12% (83)	30% (212)	708
Plan to pay a lot/some attn to ads	43% (589)	30% (408)	7% (97)	6% (78)	14% (186)	1359
Plan to pay not much/no attn to ads	31% (257)	22% (181)	8% (66)	12% (104)	28% (233)	841
Pro football fav sport	44% (262)	26% (155)	10% (61)	6% (36)	14% (81)	596
Fav NFL	47% (586)	29% (361)	7% (86)	5% (59)	13% (162)	1254
Unfav NFL	28% (137)	24% (115)	11% (53)	20% (98)	16% (79)	481
Fav Goodell	52% (256)	32% (158)	7% (34)	4% (20)	6% (29)	496
Unfav Goodell	33% (160)	28% (135)	12% (58)	15% (74)	12% (56)	483
Fav Chiefs	45% (453)	29% (294)	8% (75)	8% (78)	10% (101)	1001
Fav Buccaneers	47% (387)	29% (240)	8% (66)	7% (57)	9% (72)	822
Chiefs fan	44% (361)	29% (239)	9% (71)	7% (56)	12% (102)	828
Buccaneers fan	40% (236)	30% (175)	9% (54)	8% (50)	13% (77)	593
Frequent sports betters	53% (54)	26% (26)	7% (8)	7% (7)	7% (7)	103
Regular sports betters	50% (111)	23% (52)	12% (26)	6% (14)	9% (20)	223
Frequent NFL betters	49% (57)	27% (32)	8% (9)	6% (7)	10% (11)	117
Regular NFL betters	43% (103)	27% (66)	14% (33)	7% (16)	9% (22)	239
Definite SB betters	54% (71)	22% (29)	9% (12)	6% (8)	9% (11)	132
Probable SB betters	47% (160)	26% (89)	11% (39)	6% (20)	10% (33)	341
Believe betting is legal in their state	42% (277)	31% (204)	8% (54)	7% (43)	12% (82)	661
Believe betting is illegal in their state	35% (136)	27% (104)	10% (37)	13% (50)	15% (60)	387
Non-sports fans	34% (233)	23% (154)	7% (48)	11% (77)	25% (168)	681
Gen Z sports fans	38% (73)	26% (50)	9% (18)	4% (8)	23% (44)	194
Millennial sports fans	43% (183)	30% (126)	7% (29)	4% (17)	16% (67)	422

Continued on next page

**Table MCSP14\_14:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Calls for national unity*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	38% (845)	27% (590)	7% (163)	8% (182)	19% (420)	2200
Gen X sports fans	40% (152)	28% (107)	8% (30)	7% (26)	18% (67)	381
Boomer sports fans	37% (175)	30% (138)	8% (37)	11% (51)	14% (65)	466
Sports fans 18-34	41% (178)	29% (126)	8% (35)	3% (15)	19% (84)	439
Sports fans 35-44	46% (117)	27% (69)	5% (13)	6% (15)	15% (39)	253
Sports fans 45-64	35% (188)	30% (159)	9% (45)	10% (52)	16% (87)	530
Sports fans 65+	44% (130)	27% (81)	7% (21)	8% (23)	14% (42)	297
Occasional sports betters	34% (67)	34% (66)	9% (19)	9% (18)	13% (26)	196
Non-sports betters	37% (667)	26% (471)	7% (119)	8% (149)	21% (374)	1781
In legal betting states	39% (316)	28% (231)	7% (55)	8% (67)	18% (146)	814
Outside legal betting states	38% (529)	26% (359)	8% (108)	8% (116)	20% (274)	1386
Sports fan In legal betting states 21+	42% (224)	29% (153)	7% (38)	7% (36)	15% (79)	530
Sports fan Outside legal betting states 21+	40% (361)	28% (254)	7% (66)	7% (65)	17% (147)	893
Likely SB viewer In legal betting states 21+	45% (208)	30% (140)	6% (29)	6% (30)	12% (56)	464
Likely SB viewer Outside legal betting states 21+	43% (342)	29% (229)	8% (66)	6% (48)	14% (111)	796

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

**Table MCSP14\_15:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?

*Thanking health care workers and essential workers for their COVID-19 response*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	56% (1233)	23% (505)	5% (102)	4% (82)	13% (278)	2200
Gender: Male	55% (581)	25% (261)	5% (56)	4% (40)	12% (124)	1062
Gender: Female	57% (653)	21% (244)	4% (46)	4% (42)	14% (154)	1138
Age: 18-34	56% (368)	20% (131)	5% (30)	4% (24)	16% (102)	655
Age: 35-44	52% (187)	23% (84)	6% (21)	3% (11)	15% (55)	358
Age: 45-64	54% (403)	25% (190)	5% (40)	4% (30)	12% (89)	751
Age: 65+	63% (275)	23% (101)	3% (12)	4% (16)	7% (32)	436
GenZers: 1997-2012	56% (167)	18% (52)	4% (11)	3% (9)	20% (60)	299
Millennials: 1981-1996	55% (328)	24% (140)	5% (32)	4% (23)	12% (72)	595
GenXers: 1965-1980	51% (278)	23% (127)	5% (29)	4% (20)	16% (87)	542
Baby Boomers: 1946-1964	59% (402)	25% (174)	4% (29)	4% (25)	8% (55)	685
PID: Dem (no lean)	64% (576)	22% (197)	4% (33)	2% (20)	8% (71)	897
PID: Ind (no lean)	49% (330)	21% (145)	6% (39)	3% (20)	21% (141)	676
PID: Rep (no lean)	52% (327)	26% (162)	5% (30)	7% (42)	10% (65)	627
PID/Gender: Dem Men	60% (245)	26% (106)	4% (17)	2% (10)	7% (28)	407
PID/Gender: Dem Women	67% (330)	19% (91)	3% (16)	2% (10)	9% (43)	490
PID/Gender: Ind Men	47% (153)	22% (71)	8% (26)	4% (12)	20% (65)	327
PID/Gender: Ind Women	51% (178)	21% (74)	4% (13)	2% (8)	22% (76)	349
PID/Gender: Rep Men	56% (182)	26% (84)	4% (12)	6% (18)	9% (30)	327
PID/Gender: Rep Women	48% (145)	26% (78)	6% (17)	8% (24)	12% (35)	299
Ideo: Liberal (1-3)	69% (444)	20% (130)	4% (24)	1% (8)	6% (39)	645
Ideo: Moderate (4)	56% (346)	23% (141)	4% (28)	2% (15)	15% (91)	621
Ideo: Conservative (5-7)	51% (343)	28% (189)	6% (39)	7% (46)	9% (57)	675
Educ: < College	55% (835)	22% (336)	5% (68)	4% (61)	14% (212)	1512
Educ: Bachelors degree	56% (249)	24% (109)	6% (26)	3% (15)	10% (45)	444
Educ: Post-grad	61% (149)	25% (60)	3% (7)	3% (7)	9% (21)	244
Income: Under 50k	53% (638)	22% (265)	5% (55)	4% (52)	16% (189)	1198
Income: 50k-100k	59% (401)	25% (167)	4% (30)	3% (20)	9% (62)	680
Income: 100k+	60% (194)	23% (73)	5% (17)	3% (11)	9% (28)	322
Ethnicity: White	56% (967)	24% (405)	5% (78)	4% (70)	12% (202)	1722

Continued on next page

**Table MCSP14\_15:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Thanking health care workers and essential workers for their COVID-19 response

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	56%	(1233)	23%	(505)	5%	(102)	4%	(82)	13%	(278)	2200
Ethnicity: Hispanic	65%	(227)	17%	(61)	4%	(13)	3%	(9)	11%	(39)	349
Ethnicity: Black	60%	(165)	17%	(45)	5%	(14)	3%	(9)	15%	(41)	274
Ethnicity: Other	50%	(102)	27%	(55)	5%	(9)	1%	(3)	17%	(35)	204
All Christian	61%	(595)	24%	(236)	4%	(38)	4%	(34)	7%	(72)	975
All Non-Christian	57%	(73)	25%	(31)	9%	(11)	3%	(4)	6%	(8)	128
Atheist	53%	(58)	24%	(27)	7%	(8)	4%	(4)	12%	(13)	110
Agnostic/Nothing in particular	52%	(314)	20%	(120)	4%	(24)	4%	(22)	20%	(118)	598
Something Else	50%	(194)	23%	(91)	5%	(20)	5%	(19)	17%	(67)	390
Religious Non-Protestant/Catholic	59%	(90)	23%	(34)	8%	(13)	2%	(4)	8%	(12)	152
Evangelical	54%	(310)	24%	(140)	5%	(30)	5%	(30)	11%	(60)	570
Non-Evangelical	60%	(455)	24%	(183)	3%	(26)	3%	(23)	10%	(74)	761
Community: Urban	57%	(344)	22%	(130)	4%	(25)	4%	(22)	13%	(79)	600
Community: Suburban	59%	(607)	23%	(243)	5%	(48)	3%	(30)	10%	(108)	1037
Community: Rural	50%	(283)	23%	(132)	5%	(28)	5%	(30)	16%	(91)	564
Employ: Private Sector	52%	(332)	26%	(168)	8%	(49)	3%	(21)	11%	(71)	641
Employ: Government	55%	(71)	19%	(24)	7%	(9)	5%	(7)	13%	(17)	128
Employ: Self-Employed	58%	(90)	23%	(36)	3%	(5)	3%	(5)	12%	(18)	153
Employ: Homemaker	56%	(92)	22%	(37)	5%	(9)	8%	(13)	9%	(15)	165
Employ: Student	65%	(81)	14%	(18)	2%	(2)	1%	(2)	17%	(21)	124
Employ: Retired	62%	(314)	23%	(117)	3%	(14)	4%	(20)	8%	(42)	506
Employ: Unemployed	52%	(172)	24%	(79)	2%	(5)	3%	(9)	20%	(67)	332
Employ: Other	55%	(82)	17%	(26)	6%	(9)	4%	(7)	18%	(27)	151
Military HH: Yes	62%	(213)	20%	(68)	4%	(12)	4%	(12)	11%	(36)	341
Military HH: No	55%	(1020)	24%	(437)	5%	(90)	4%	(70)	13%	(242)	1859
RD/WT: Right Direction	62%	(554)	20%	(182)	4%	(32)	3%	(28)	11%	(101)	897
RD/WT: Wrong Track	52%	(679)	25%	(323)	5%	(69)	4%	(54)	14%	(177)	1303
Biden Job Approve	64%	(820)	20%	(256)	4%	(55)	2%	(27)	10%	(125)	1282
Biden Job Disapprove	46%	(323)	29%	(199)	6%	(44)	7%	(46)	12%	(86)	698

Continued on next page

**Table MCSP14\_15:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Thanking health care workers and essential workers for their COVID-19 response

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion	Total N
Adults	56%	(1233)	23%	(505)	5%	(102)	4%	(82)	13% (278)	2200
Biden Job Strongly Approve	69%	(558)	17%	(141)	4%	(29)	2%	(20)	7% (57)	804
Biden Job Somewhat Approve	55%	(262)	24%	(115)	5%	(26)	1%	(7)	14% (68)	478
Biden Job Somewhat Disapprove	47%	(90)	31%	(59)	9%	(17)	4%	(7)	9% (17)	191
Biden Job Strongly Disapprove	46%	(233)	28%	(140)	5%	(27)	8%	(39)	14% (69)	507
Favorable of Biden	65%	(846)	20%	(262)	4%	(46)	2%	(24)	10% (127)	1305
Unfavorable of Biden	46%	(348)	29%	(220)	6%	(47)	7%	(50)	12% (94)	759
Very Favorable of Biden	71%	(558)	17%	(133)	3%	(20)	2%	(15)	7% (54)	780
Somewhat Favorable of Biden	55%	(288)	25%	(129)	5%	(26)	2%	(9)	14% (73)	525
Somewhat Unfavorable of Biden	51%	(98)	32%	(61)	5%	(9)	4%	(7)	8% (16)	192
Very Unfavorable of Biden	44%	(250)	28%	(158)	7%	(38)	8%	(43)	14% (78)	567
#1 Issue: Economy	55%	(474)	24%	(211)	6%	(49)	4%	(31)	12% (102)	868
#1 Issue: Security	49%	(132)	27%	(71)	4%	(11)	6%	(15)	14% (38)	267
#1 Issue: Health Care	60%	(241)	20%	(82)	5%	(19)	4%	(15)	12% (47)	404
#1 Issue: Medicare / Social Security	59%	(139)	24%	(57)	3%	(7)	3%	(8)	10% (25)	236
#1 Issue: Women's Issues	55%	(52)	25%	(24)	3%	(3)	3%	(2)	15% (14)	96
#1 Issue: Education	52%	(50)	19%	(18)	6%	(6)	2%	(2)	21% (20)	96
#1 Issue: Energy	74%	(60)	12%	(10)	3%	(3)	2%	(2)	9% (7)	81
#1 Issue: Other	56%	(85)	21%	(32)	3%	(4)	4%	(6)	17% (25)	152
2020 Vote: Joe Biden	64%	(676)	21%	(220)	4%	(40)	2%	(20)	9% (93)	1049
2020 Vote: Donald Trump	49%	(340)	26%	(181)	7%	(46)	7%	(45)	11% (76)	686
2020 Vote: Other	42%	(26)	33%	(20)	7%	(4)	3%	(2)	15% (10)	62
2020 Vote: Didn't Vote	48%	(192)	21%	(82)	3%	(12)	4%	(15)	25% (100)	401
2018 House Vote: Democrat	66%	(491)	21%	(155)	4%	(28)	1%	(11)	8% (56)	741
2018 House Vote: Republican	51%	(282)	28%	(153)	5%	(30)	6%	(36)	10% (54)	554
2018 House Vote: Someone else	35%	(18)	36%	(19)	4%	(2)	4%	(2)	21% (11)	52
2016 Vote: Hillary Clinton	67%	(471)	20%	(144)	4%	(28)	2%	(12)	8% (53)	707
2016 Vote: Donald Trump	51%	(320)	27%	(172)	4%	(28)	7%	(41)	11% (68)	628
2016 Vote: Other	47%	(53)	29%	(33)	7%	(8)	5%	(5)	12% (14)	113
2016 Vote: Didn't Vote	52%	(390)	21%	(156)	5%	(38)	3%	(23)	19% (142)	749

Continued on next page

**Table MCSP14\_15:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Thanking health care workers and essential workers for their COVID-19 response

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion	Total N
Adults	56%	(1233)	23%	(505)	5%	(102)	4%	(82)	13% (278)	2200
Voted in 2014: Yes	58%	(693)	24%	(291)	4%	(52)	4%	(54)	9% (105)	1194
Voted in 2014: No	54%	(540)	21%	(214)	5%	(50)	3%	(28)	17% (173)	1006
4-Region: Northeast	61%	(239)	20%	(78)	5%	(21)	3%	(12)	11% (44)	394
4-Region: Midwest	53%	(246)	23%	(108)	7%	(32)	4%	(19)	12% (57)	462
4-Region: South	54%	(444)	24%	(196)	4%	(30)	4%	(34)	15% (120)	824
4-Region: West	58%	(303)	24%	(123)	4%	(19)	3%	(18)	11% (57)	520
Sports fan	57%	(872)	24%	(367)	5%	(72)	3%	(48)	11% (162)	1519
Avid sports fan	65%	(310)	21%	(99)	5%	(22)	2%	(9)	8% (37)	478
Casual sports fan	54%	(562)	26%	(267)	5%	(49)	4%	(39)	12% (124)	1041
Football fan	58%	(842)	24%	(352)	5%	(67)	3%	(49)	9% (133)	1444
Avid football fan	62%	(381)	24%	(148)	5%	(33)	2%	(14)	6% (40)	616
Casual football fan	56%	(462)	25%	(203)	4%	(34)	4%	(35)	11% (93)	828
NFL fan	60%	(833)	24%	(328)	5%	(68)	3%	(42)	9% (124)	1396
Avid NFL fan	61%	(366)	23%	(138)	5%	(32)	2%	(13)	8% (46)	595
Casual NFL fan	58%	(467)	24%	(190)	5%	(36)	4%	(29)	10% (78)	801
Watched SB last year	59%	(686)	24%	(275)	5%	(57)	3%	(38)	9% (102)	1157
Didn't watch SB last year	53%	(548)	22%	(230)	4%	(45)	4%	(44)	17% (176)	1043
OK brands get political	66%	(519)	21%	(166)	4%	(34)	2%	(19)	6% (47)	785
Not OK brands get political	54%	(605)	26%	(292)	5%	(56)	5%	(59)	10% (108)	1119
OK social justice	68%	(877)	20%	(259)	4%	(46)	2%	(30)	6% (80)	1292
Not OK social justice	42%	(254)	32%	(198)	8%	(46)	7%	(45)	11% (68)	612
Likely SB viewer	61%	(826)	23%	(308)	5%	(68)	3%	(41)	8% (101)	1344
Unlikely SB viewer	49%	(357)	25%	(187)	5%	(34)	5%	(35)	16% (121)	733
More likely to watch SB this year	64%	(369)	20%	(116)	6%	(36)	4%	(21)	6% (34)	577
Less likely to watch SB this year	50%	(234)	25%	(116)	6%	(30)	5%	(24)	14% (68)	472
Likely host/attend SB party	56%	(227)	25%	(102)	8%	(32)	3%	(13)	8% (32)	406
Unlikely host/attend SB party	57%	(951)	24%	(390)	4%	(68)	4%	(64)	11% (183)	1656
Watch SB for game	60%	(518)	25%	(215)	5%	(41)	3%	(26)	7% (60)	859
Watch SB for halftime	67%	(151)	14%	(31)	8%	(18)	3%	(8)	8% (19)	227

Continued on next page



**Table MCSP14\_15:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Thanking health care workers and essential workers for their COVID-19 response

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	56%	(1233)	23%	(505)	5%	(102)	4%	(82)	13%	(278)	2200
Watch SB for ads	62%	(119)	28%	(54)	4%	(7)	2%	(4)	5%	(10)	193
SB more political	58%	(474)	26%	(212)	5%	(43)	4%	(35)	7%	(54)	818
SB less political	68%	(223)	20%	(66)	6%	(20)	3%	(11)	2%	(8)	328
Typically host/attend SB party	59%	(327)	23%	(126)	6%	(32)	3%	(17)	10%	(54)	556
Typically do not host/attend SB party	55%	(906)	23%	(379)	4%	(69)	4%	(65)	14%	(224)	1644
Usually pays a lot/some attn to ads	61%	(916)	23%	(350)	5%	(67)	3%	(44)	8%	(115)	1492
Usually pays not much/no attn to ads	45%	(317)	22%	(155)	5%	(34)	5%	(38)	23%	(163)	708
Plan to pay a lot/some attn to ads	61%	(835)	24%	(321)	4%	(58)	3%	(43)	8%	(102)	1359
Plan to pay not much/no attn to ads	47%	(398)	22%	(184)	5%	(44)	5%	(40)	21%	(176)	841
Pro football fav sport	59%	(349)	23%	(139)	5%	(29)	3%	(20)	10%	(58)	596
Fav NFL	63%	(794)	23%	(282)	4%	(48)	2%	(31)	8%	(99)	1254
Unfav NFL	49%	(234)	27%	(128)	8%	(36)	7%	(35)	10%	(48)	481
Fav Goodell	67%	(331)	23%	(113)	4%	(21)	2%	(11)	4%	(21)	496
Unfav Goodell	53%	(257)	27%	(130)	6%	(30)	6%	(29)	8%	(36)	483
Fav Chiefs	63%	(627)	25%	(249)	4%	(43)	3%	(26)	6%	(57)	1001
Fav Buccaneers	63%	(516)	26%	(210)	5%	(41)	3%	(24)	4%	(31)	822
Chiefs fan	61%	(506)	24%	(195)	6%	(51)	2%	(18)	7%	(58)	828
Buccaneers fan	63%	(371)	23%	(136)	5%	(28)	4%	(25)	6%	(33)	593
Frequent sports betters	65%	(67)	13%	(13)	7%	(8)	2%	(2)	12%	(13)	103
Regular sports betters	54%	(122)	24%	(53)	9%	(19)	3%	(6)	10%	(23)	223
Frequent NFL betters	65%	(75)	13%	(15)	8%	(10)	2%	(2)	12%	(14)	117
Regular NFL betters	55%	(131)	23%	(55)	9%	(22)	3%	(7)	10%	(24)	239
Definite SB betters	61%	(80)	21%	(28)	8%	(11)	4%	(5)	6%	(8)	132
Probable SB betters	57%	(196)	23%	(78)	10%	(34)	3%	(9)	8%	(26)	341
Believe betting is legal in their state	60%	(398)	24%	(161)	5%	(32)	2%	(15)	8%	(55)	661
Believe betting is illegal in their state	51%	(198)	22%	(84)	8%	(31)	6%	(23)	13%	(51)	387
Non-sports fans	53%	(362)	20%	(138)	4%	(30)	5%	(34)	17%	(116)	681
Gen Z sports fans	53%	(102)	21%	(41)	4%	(9)	3%	(5)	18%	(36)	194
Millennial sports fans	58%	(245)	25%	(103)	6%	(27)	3%	(13)	8%	(33)	422

Continued on next page

**Table MCSP14\_15:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?

Thanking health care workers and essential workers for their COVID-19 response

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	56% (1233)	23% (505)	5% (102)	4% (82)	13% (278)	2200
Gen X sports fans	52% (199)	25% (94)	5% (19)	3% (11)	15% (57)	381
Boomer sports fans	60% (281)	25% (118)	4% (17)	3% (16)	7% (34)	466
Sports fans 18-34	57% (250)	22% (97)	5% (22)	3% (12)	13% (57)	439
Sports fans 35-44	56% (142)	25% (62)	6% (16)	3% (8)	9% (24)	253
Sports fans 45-64	55% (290)	26% (136)	5% (26)	4% (20)	11% (58)	530
Sports fans 65+	64% (189)	24% (71)	3% (8)	2% (7)	7% (22)	297
Occasional sports betters	57% (111)	20% (39)	10% (19)	4% (8)	10% (19)	196
Non-sports betters	56% (1000)	23% (413)	4% (64)	4% (67)	13% (236)	1781
In legal betting states	57% (467)	22% (176)	5% (44)	3% (25)	13% (103)	814
Outside legal betting states	55% (767)	24% (330)	4% (57)	4% (58)	13% (175)	1386
Sports fan In legal betting states 21+	60% (319)	22% (118)	6% (30)	2% (10)	10% (53)	530
Sports fan Outside legal betting states 21+	57% (505)	26% (229)	4% (39)	4% (35)	10% (85)	893
Likely SB viewer In legal betting states 21+	63% (290)	21% (99)	6% (27)	2% (11)	8% (37)	464
Likely SB viewer Outside legal betting states 21+	61% (484)	24% (192)	5% (37)	4% (29)	7% (55)	796

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

**Table MCSP14\_16:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Encouraging people to take a COVID-19 vaccine*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	35%	(770)	23%	(497)	9%	(191)	15%	(321)	19%	(422)	2200
Gender: Male	38%	(401)	25%	(269)	9%	(98)	13%	(141)	14%	(152)	1062
Gender: Female	32%	(368)	20%	(227)	8%	(92)	16%	(180)	24%	(270)	1138
Age: 18-34	28%	(182)	23%	(148)	11%	(69)	17%	(109)	22%	(146)	655
Age: 35-44	32%	(115)	24%	(88)	7%	(25)	14%	(52)	22%	(78)	358
Age: 45-64	33%	(249)	22%	(162)	10%	(75)	15%	(116)	20%	(148)	751
Age: 65+	51%	(223)	23%	(98)	5%	(21)	10%	(44)	11%	(50)	436
GenZers: 1997-2012	27%	(81)	20%	(61)	13%	(37)	14%	(43)	26%	(77)	299
Millennials: 1981-1996	30%	(179)	25%	(147)	8%	(48)	18%	(106)	19%	(114)	595
GenXers: 1965-1980	30%	(164)	22%	(117)	10%	(55)	14%	(73)	25%	(133)	542
Baby Boomers: 1946-1964	44%	(303)	23%	(159)	7%	(47)	13%	(87)	13%	(88)	685
PID: Dem (no lean)	50%	(453)	24%	(212)	6%	(52)	7%	(67)	13%	(113)	897
PID: Ind (no lean)	27%	(179)	21%	(139)	9%	(59)	16%	(109)	28%	(189)	676
PID: Rep (no lean)	22%	(138)	23%	(145)	13%	(79)	23%	(145)	19%	(121)	627
PID/Gender: Dem Men	51%	(208)	28%	(114)	7%	(27)	6%	(26)	8%	(32)	407
PID/Gender: Dem Women	50%	(244)	20%	(98)	5%	(26)	8%	(41)	17%	(81)	490
PID/Gender: Ind Men	30%	(97)	21%	(70)	9%	(29)	17%	(55)	23%	(77)	327
PID/Gender: Ind Women	24%	(82)	20%	(70)	9%	(30)	16%	(54)	32%	(112)	349
PID/Gender: Rep Men	29%	(96)	26%	(85)	13%	(43)	18%	(60)	13%	(44)	327
PID/Gender: Rep Women	14%	(42)	20%	(60)	12%	(36)	28%	(85)	26%	(77)	299
Ideo: Liberal (1-3)	56%	(360)	24%	(156)	5%	(33)	5%	(33)	10%	(63)	645
Ideo: Moderate (4)	36%	(224)	23%	(146)	8%	(47)	10%	(64)	23%	(141)	621
Ideo: Conservative (5-7)	24%	(163)	22%	(147)	13%	(89)	25%	(171)	15%	(104)	675
Educ: < College	30%	(459)	22%	(332)	9%	(139)	17%	(253)	22%	(328)	1512
Educ: Bachelors degree	42%	(185)	24%	(105)	9%	(38)	11%	(47)	16%	(69)	444
Educ: Post-grad	52%	(126)	24%	(59)	6%	(14)	8%	(20)	10%	(24)	244
Income: Under 50k	29%	(346)	23%	(272)	9%	(103)	17%	(208)	22%	(270)	1198
Income: 50k-100k	39%	(267)	24%	(166)	9%	(61)	12%	(82)	15%	(104)	680
Income: 100k+	49%	(157)	18%	(59)	8%	(26)	10%	(31)	15%	(49)	322
Ethnicity: White	36%	(621)	22%	(382)	8%	(144)	16%	(269)	18%	(306)	1722

Continued on next page

**Table MCSP14\_16:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Encouraging people to take a COVID-19 vaccine

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	35% (770)	23% (497)	9% (191)	15% (321)	19% (422)	2200
Ethnicity: Hispanic	36% (125)	28% (96)	8% (29)	12% (42)	16% (57)	349
Ethnicity: Black	32% (89)	19% (51)	12% (32)	14% (37)	24% (65)	274
Ethnicity: Other	29% (60)	31% (63)	7% (15)	7% (14)	25% (52)	204
All Christian	39% (378)	24% (238)	9% (90)	13% (123)	15% (146)	975
All Non-Christian	55% (70)	26% (33)	8% (11)	3% (3)	8% (10)	128
Atheist	43% (48)	21% (23)	8% (9)	12% (13)	15% (16)	110
Agnostic/Nothing in particular	30% (180)	21% (124)	7% (39)	16% (93)	27% (161)	598
Something Else	24% (93)	20% (79)	11% (42)	22% (88)	23% (89)	390
Religious Non-Protestant/Catholic	54% (82)	25% (38)	8% (13)	2% (3)	10% (15)	152
Evangelical	27% (153)	22% (123)	11% (63)	21% (121)	19% (109)	570
Non-Evangelical	40% (304)	24% (183)	9% (66)	12% (90)	16% (119)	761
Community: Urban	39% (232)	23% (136)	8% (50)	11% (67)	19% (114)	600
Community: Suburban	38% (397)	24% (251)	7% (77)	14% (144)	16% (168)	1037
Community: Rural	25% (141)	19% (109)	11% (63)	20% (110)	25% (141)	564
Employ: Private Sector	33% (213)	28% (181)	9% (57)	13% (85)	16% (105)	641
Employ: Government	26% (33)	31% (40)	11% (14)	15% (19)	18% (23)	128
Employ: Self-Employed	37% (56)	20% (30)	14% (21)	12% (19)	18% (27)	153
Employ: Homemaker	29% (49)	16% (26)	9% (15)	25% (42)	20% (34)	165
Employ: Student	32% (39)	23% (28)	11% (14)	13% (16)	22% (28)	124
Employ: Retired	48% (244)	20% (104)	6% (32)	12% (59)	13% (67)	506
Employ: Unemployed	29% (97)	19% (63)	7% (24)	16% (52)	29% (95)	332
Employ: Other	26% (39)	16% (25)	10% (14)	19% (28)	29% (44)	151
Military HH: Yes	37% (126)	23% (78)	7% (25)	14% (48)	19% (64)	341
Military HH: No	35% (644)	23% (418)	9% (166)	15% (273)	19% (358)	1859
RD/WT: Right Direction	47% (425)	25% (220)	6% (57)	6% (56)	15% (139)	897
RD/WT: Wrong Track	26% (345)	21% (276)	10% (133)	20% (265)	22% (284)	1303
Biden Job Approve	48% (613)	26% (329)	6% (75)	6% (77)	15% (189)	1282
Biden Job Disapprove	18% (123)	19% (135)	14% (95)	30% (210)	19% (136)	698

Continued on next page

**Table MCSP14\_16:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Encouraging people to take a COVID-19 vaccine

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	35% (770)	23% (497)	9% (191)	15% (321)	19% (422)	2200
Biden Job Strongly Approve	57% (456)	21% (170)	4% (31)	6% (48)	12% (100)	804
Biden Job Somewhat Approve	33% (157)	33% (160)	9% (44)	6% (28)	19% (89)	478
Biden Job Somewhat Disapprove	22% (42)	25% (48)	15% (29)	16% (30)	22% (41)	191
Biden Job Strongly Disapprove	16% (81)	17% (86)	13% (66)	35% (179)	19% (95)	507
Favorable of Biden	48% (626)	25% (322)	5% (68)	7% (91)	15% (197)	1305
Unfavorable of Biden	17% (127)	20% (151)	14% (108)	28% (215)	21% (159)	759
Very Favorable of Biden	59% (459)	22% (168)	3% (24)	5% (40)	11% (89)	780
Somewhat Favorable of Biden	32% (167)	29% (154)	8% (44)	10% (51)	21% (109)	525
Somewhat Unfavorable of Biden	24% (46)	27% (53)	13% (26)	11% (22)	24% (45)	192
Very Unfavorable of Biden	14% (80)	17% (99)	14% (82)	34% (193)	20% (113)	567
#1 Issue: Economy	30% (257)	22% (193)	10% (90)	16% (139)	22% (188)	868
#1 Issue: Security	21% (57)	20% (54)	14% (37)	29% (77)	16% (42)	267
#1 Issue: Health Care	52% (209)	19% (78)	7% (26)	7% (26)	16% (64)	404
#1 Issue: Medicare / Social Security	41% (97)	26% (62)	5% (13)	11% (27)	16% (37)	236
#1 Issue: Women's Issues	40% (39)	23% (22)	7% (6)	7% (7)	22% (21)	96
#1 Issue: Education	23% (22)	28% (27)	9% (9)	17% (16)	23% (22)	96
#1 Issue: Energy	43% (35)	26% (21)	4% (3)	11% (9)	17% (14)	81
#1 Issue: Other	35% (54)	26% (39)	4% (5)	13% (20)	22% (34)	152
2020 Vote: Joe Biden	51% (534)	24% (252)	5% (56)	6% (62)	14% (144)	1049
2020 Vote: Donald Trump	20% (135)	22% (150)	13% (91)	26% (176)	20% (135)	686
2020 Vote: Other	26% (16)	24% (15)	17% (11)	16% (10)	17% (11)	62
2020 Vote: Didn't Vote	21% (83)	20% (79)	8% (33)	18% (74)	33% (132)	401
2018 House Vote: Democrat	54% (402)	23% (169)	5% (41)	5% (40)	12% (89)	741
2018 House Vote: Republican	25% (136)	23% (125)	13% (71)	23% (127)	17% (94)	554
2018 House Vote: Someone else	19% (10)	35% (18)	9% (5)	15% (8)	21% (11)	52
2016 Vote: Hillary Clinton	55% (390)	24% (168)	4% (28)	5% (34)	12% (87)	707
2016 Vote: Donald Trump	24% (154)	22% (141)	13% (79)	24% (148)	17% (107)	628
2016 Vote: Other	32% (36)	24% (27)	10% (11)	18% (21)	16% (18)	113
2016 Vote: Didn't Vote	25% (189)	21% (161)	10% (72)	16% (117)	28% (210)	749

Continued on next page

**Table MCSP14\_16:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Encouraging people to take a COVID-19 vaccine

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	35% (770)	23% (497)	9% (191)	15% (321)	19% (422)	2200
Voted in 2014: Yes	42% (500)	23% (275)	8% (93)	14% (166)	13% (160)	1194
Voted in 2014: No	27% (270)	22% (221)	10% (97)	15% (155)	26% (262)	1006
4-Region: Northeast	39% (152)	23% (91)	9% (35)	12% (46)	18% (69)	394
4-Region: Midwest	32% (148)	21% (99)	10% (45)	18% (83)	19% (87)	462
4-Region: South	32% (264)	21% (172)	9% (73)	15% (128)	23% (187)	824
4-Region: West	40% (206)	26% (134)	7% (37)	12% (64)	15% (79)	520
Sports fan	37% (562)	24% (362)	9% (143)	13% (191)	17% (262)	1519
Avid sports fan	45% (214)	23% (109)	9% (45)	11% (53)	12% (57)	478
Casual sports fan	33% (348)	24% (253)	9% (98)	13% (137)	20% (205)	1041
Football fan	37% (540)	24% (343)	9% (136)	12% (179)	17% (246)	1444
Avid football fan	42% (259)	25% (156)	9% (58)	12% (71)	12% (72)	616
Casual football fan	34% (281)	23% (187)	9% (78)	13% (108)	21% (174)	828
NFL fan	38% (533)	24% (336)	9% (132)	12% (167)	16% (228)	1396
Avid NFL fan	42% (250)	25% (150)	8% (48)	12% (73)	12% (74)	595
Casual NFL fan	35% (282)	23% (186)	10% (84)	12% (94)	19% (154)	801
Watched SB last year	41% (470)	25% (290)	8% (97)	12% (137)	14% (163)	1157
Didn't watch SB last year	29% (300)	20% (206)	9% (94)	18% (184)	25% (259)	1043
OK brands get political	49% (385)	24% (187)	7% (53)	8% (63)	12% (98)	785
Not OK brands get political	30% (337)	23% (252)	11% (123)	20% (221)	17% (185)	1119
OK social justice	48% (619)	25% (318)	7% (91)	8% (104)	12% (160)	1292
Not OK social justice	19% (117)	21% (129)	14% (85)	28% (172)	18% (109)	612
Likely SB viewer	41% (544)	25% (332)	9% (118)	12% (164)	14% (186)	1344
Unlikely SB viewer	27% (200)	21% (152)	9% (68)	19% (140)	24% (173)	733
More likely to watch SB this year	44% (252)	25% (143)	8% (47)	11% (66)	12% (69)	577
Less likely to watch SB this year	24% (112)	21% (97)	12% (58)	24% (113)	20% (92)	472
Likely host/attend SB party	31% (126)	31% (127)	11% (44)	14% (57)	13% (52)	406
Unlikely host/attend SB party	37% (619)	22% (357)	8% (138)	15% (245)	18% (296)	1656
Watch SB for game	42% (359)	25% (211)	8% (69)	12% (107)	13% (112)	859
Watch SB for halftime	37% (85)	25% (57)	12% (27)	10% (23)	15% (34)	227

Continued on next page

**Table MCSP14\_16:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Encouraging people to take a COVID-19 vaccine*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	35% (770)	23% (497)	9% (191)	15% (321)	19% (422)	2200
Watch SB for ads	41% (79)	31% (60)	7% (13)	8% (16)	13% (24)	193
SB more political	33% (272)	23% (187)	12% (101)	20% (161)	12% (97)	818
SB less political	45% (149)	30% (98)	6% (21)	12% (41)	6% (19)	328
Typically host/attend SB party	35% (193)	26% (144)	11% (64)	14% (79)	14% (76)	556
Typically do not host/attend SB party	35% (576)	21% (353)	8% (127)	15% (241)	21% (346)	1644
Usually pays a lot/some attn to ads	39% (578)	25% (378)	9% (129)	13% (187)	15% (220)	1492
Usually pays not much/no attn to ads	27% (192)	17% (118)	9% (62)	19% (134)	29% (202)	708
Plan to pay a lot/some attn to ads	40% (542)	26% (350)	8% (115)	11% (155)	14% (197)	1359
Plan to pay not much/no attn to ads	27% (228)	17% (147)	9% (76)	20% (166)	27% (226)	841
Pro football fav sport	42% (253)	22% (130)	8% (48)	13% (77)	15% (87)	596
Fav NFL	41% (510)	26% (326)	8% (101)	12% (146)	14% (171)	1254
Unfav NFL	29% (142)	20% (95)	13% (63)	24% (117)	13% (65)	481
Fav Goodell	49% (245)	25% (124)	9% (43)	8% (41)	9% (44)	496
Unfav Goodell	32% (157)	28% (134)	12% (60)	19% (91)	9% (42)	483
Fav Chiefs	42% (418)	25% (255)	10% (98)	12% (123)	11% (107)	1001
Fav Buccaneers	44% (360)	26% (214)	9% (78)	11% (93)	9% (77)	822
Chiefs fan	39% (322)	25% (210)	10% (85)	11% (92)	14% (119)	828
Buccaneers fan	39% (231)	25% (149)	9% (51)	15% (87)	13% (75)	593
Frequent sports betters	49% (50)	27% (28)	9% (9)	9% (10)	7% (7)	103
Regular sports betters	40% (89)	28% (63)	11% (24)	13% (30)	8% (18)	223
Frequent NFL betters	41% (48)	32% (37)	8% (9)	10% (11)	9% (10)	117
Regular NFL betters	37% (90)	30% (73)	12% (28)	13% (31)	8% (19)	239
Definite SB betters	42% (55)	29% (38)	12% (15)	10% (14)	7% (10)	132
Probable SB betters	40% (137)	29% (98)	12% (40)	10% (35)	9% (31)	341
Believe betting is legal in their state	39% (260)	27% (177)	7% (49)	13% (85)	13% (89)	661
Believe betting is illegal in their state	35% (136)	20% (79)	12% (48)	16% (61)	16% (64)	387
Non-sports fans	30% (207)	20% (135)	7% (48)	19% (130)	24% (160)	681
Gen Z sports fans	20% (39)	26% (50)	15% (30)	14% (28)	24% (47)	194
Millennial sports fans	35% (147)	25% (104)	9% (37)	16% (68)	16% (66)	422

Continued on next page

**Table MCSP14\_16:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Encouraging people to take a COVID-19 vaccine*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	35% (770)	23% (497)	9% (191)	15% (321)	19% (422)	2200
Gen X sports fans	31% (119)	24% (90)	11% (41)	11% (43)	23% (89)	381
Boomer sports fans	48% (223)	24% (110)	7% (32)	10% (48)	11% (53)	466
Sports fans 18-34	26% (116)	26% (112)	12% (54)	15% (66)	21% (91)	439
Sports fans 35-44	40% (100)	23% (59)	8% (19)	14% (35)	16% (40)	253
Sports fans 45-64	35% (184)	24% (125)	11% (56)	13% (68)	18% (97)	530
Sports fans 65+	55% (163)	22% (65)	5% (14)	7% (22)	11% (33)	297
Occasional sports betters	32% (62)	29% (58)	12% (24)	13% (26)	13% (26)	196
Non-sports betters	35% (619)	21% (376)	8% (143)	15% (265)	21% (379)	1781
In legal betting states	34% (280)	23% (187)	8% (68)	15% (121)	19% (158)	814
Outside legal betting states	35% (490)	22% (309)	9% (123)	14% (199)	19% (264)	1386
Sports fan In legal betting states 21+	40% (212)	22% (119)	8% (41)	12% (66)	17% (92)	530
Sports fan Outside legal betting states 21+	38% (336)	24% (211)	10% (89)	13% (112)	16% (145)	893
Likely SB viewer In legal betting states 21+	41% (192)	24% (110)	8% (38)	12% (57)	14% (67)	464
Likely SB viewer Outside legal betting states 21+	42% (333)	25% (195)	9% (69)	12% (95)	13% (104)	796

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



**Table MCSP14\_17:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
*Thanking law enforcement*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	40%	(889)	26%	(576)	10%	(223)	7%	(148)	17%	(365)	2200
Gender: Male	42%	(450)	27%	(289)	11%	(116)	6%	(59)	14%	(148)	1062
Gender: Female	39%	(439)	25%	(286)	9%	(107)	8%	(90)	19%	(217)	1138
Age: 18-34	31%	(204)	22%	(147)	17%	(112)	11%	(71)	18%	(121)	655
Age: 35-44	37%	(131)	28%	(101)	8%	(29)	6%	(21)	21%	(76)	358
Age: 45-64	44%	(332)	27%	(204)	7%	(53)	6%	(42)	16%	(121)	751
Age: 65+	51%	(222)	28%	(124)	7%	(29)	3%	(15)	11%	(46)	436
GenZers: 1997-2012	27%	(80)	20%	(61)	20%	(59)	11%	(33)	22%	(66)	299
Millennials: 1981-1996	35%	(209)	27%	(163)	12%	(71)	9%	(54)	17%	(99)	595
GenXers: 1965-1980	40%	(218)	27%	(147)	8%	(42)	5%	(25)	20%	(111)	542
Baby Boomers: 1946-1964	49%	(335)	27%	(186)	7%	(49)	5%	(34)	12%	(81)	685
PID: Dem (no lean)	34%	(307)	29%	(259)	13%	(120)	8%	(70)	16%	(140)	897
PID: Ind (no lean)	35%	(235)	23%	(155)	12%	(82)	7%	(45)	24%	(159)	676
PID: Rep (no lean)	55%	(346)	26%	(162)	3%	(21)	5%	(33)	10%	(65)	627
PID/Gender: Dem Men	36%	(145)	32%	(131)	15%	(61)	6%	(25)	11%	(45)	407
PID/Gender: Dem Women	33%	(162)	26%	(129)	12%	(59)	9%	(45)	19%	(96)	490
PID/Gender: Ind Men	38%	(124)	21%	(70)	13%	(43)	5%	(16)	22%	(73)	327
PID/Gender: Ind Women	32%	(111)	24%	(84)	11%	(39)	8%	(29)	25%	(86)	349
PID/Gender: Rep Men	55%	(181)	27%	(89)	3%	(11)	5%	(17)	9%	(30)	327
PID/Gender: Rep Women	55%	(166)	24%	(73)	3%	(9)	5%	(16)	12%	(35)	299
Ideo: Liberal (1-3)	33%	(211)	26%	(171)	17%	(109)	9%	(56)	15%	(99)	645
Ideo: Moderate (4)	37%	(228)	30%	(185)	8%	(47)	6%	(38)	20%	(124)	621
Ideo: Conservative (5-7)	57%	(385)	26%	(173)	4%	(30)	7%	(44)	6%	(43)	675
Educ: < College	39%	(596)	25%	(372)	11%	(167)	7%	(108)	18%	(269)	1512
Educ: Bachelors degree	41%	(183)	29%	(128)	10%	(42)	7%	(31)	13%	(60)	444
Educ: Post-grad	45%	(110)	31%	(75)	6%	(14)	4%	(9)	15%	(36)	244
Income: Under 50k	36%	(434)	25%	(301)	11%	(132)	8%	(98)	19%	(233)	1198
Income: 50k-100k	45%	(303)	26%	(174)	10%	(70)	5%	(33)	15%	(100)	680
Income: 100k+	47%	(152)	31%	(100)	7%	(21)	5%	(17)	10%	(32)	322
Ethnicity: White	45%	(771)	27%	(458)	8%	(140)	6%	(103)	14%	(249)	1722

Continued on next page

**Table MCSP14\_17:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Thanking law enforcement

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	40% (889)	26% (576)	10% (223)	7% (148)	17% (365)	2200
Ethnicity: Hispanic	39% (138)	27% (93)	14% (50)	8% (28)	12% (41)	349
Ethnicity: Black	21% (58)	22% (60)	20% (55)	12% (32)	25% (69)	274
Ethnicity: Other	29% (59)	28% (57)	14% (28)	6% (13)	23% (46)	204
All Christian	49% (478)	29% (279)	6% (55)	5% (51)	11% (111)	975
All Non-Christian	39% (50)	33% (42)	12% (15)	5% (6)	11% (14)	128
Atheist	18% (20)	25% (28)	24% (26)	17% (18)	16% (17)	110
Agnostic/Nothing in particular	32% (189)	24% (146)	12% (71)	6% (39)	26% (153)	598
Something Else	39% (152)	21% (80)	14% (55)	9% (33)	18% (70)	390
Religious Non-Protestant/Catholic	41% (62)	34% (52)	10% (15)	4% (6)	11% (16)	152
Evangelical	48% (274)	24% (137)	10% (54)	7% (38)	12% (66)	570
Non-Evangelical	44% (337)	28% (212)	7% (56)	6% (46)	14% (110)	761
Community: Urban	39% (232)	26% (154)	13% (76)	8% (48)	15% (90)	600
Community: Suburban	40% (419)	28% (294)	9% (94)	7% (68)	16% (162)	1037
Community: Rural	42% (238)	23% (128)	9% (53)	6% (32)	20% (112)	564
Employ: Private Sector	41% (265)	28% (181)	10% (65)	6% (40)	14% (90)	641
Employ: Government	38% (48)	22% (28)	12% (15)	9% (12)	19% (24)	128
Employ: Self-Employed	36% (56)	24% (36)	19% (29)	5% (7)	16% (25)	153
Employ: Homemaker	46% (77)	23% (39)	8% (12)	6% (11)	16% (27)	165
Employ: Student	29% (36)	26% (32)	14% (17)	10% (13)	21% (26)	124
Employ: Retired	50% (251)	28% (140)	7% (37)	4% (22)	11% (55)	506
Employ: Unemployed	31% (101)	25% (84)	8% (28)	9% (29)	27% (90)	332
Employ: Other	36% (54)	24% (36)	12% (19)	10% (15)	18% (27)	151
Military HH: Yes	50% (172)	25% (86)	6% (22)	5% (17)	13% (44)	341
Military HH: No	39% (717)	26% (490)	11% (201)	7% (131)	17% (321)	1859
RD/WT: Right Direction	37% (335)	26% (237)	12% (108)	8% (68)	16% (148)	897
RD/WT: Wrong Track	42% (554)	26% (339)	9% (114)	6% (80)	17% (217)	1303
Biden Job Approve	34% (433)	29% (368)	14% (179)	7% (93)	16% (208)	1282
Biden Job Disapprove	55% (387)	24% (166)	4% (26)	6% (40)	11% (79)	698

Continued on next page

**Table MCSP14\_17:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Thanking law enforcement

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	40% (889)	26% (576)	10% (223)	7% (148)	17% (365)	2200
Biden Job Strongly Approve	35% (285)	27% (217)	14% (116)	7% (57)	16% (130)	804
Biden Job Somewhat Approve	31% (148)	32% (152)	13% (63)	8% (36)	16% (79)	478
Biden Job Somewhat Disapprove	37% (70)	39% (75)	8% (14)	3% (6)	14% (26)	191
Biden Job Strongly Disapprove	63% (317)	18% (91)	2% (12)	7% (34)	10% (53)	507
Favorable of Biden	35% (456)	28% (367)	13% (173)	8% (98)	16% (211)	1305
Unfavorable of Biden	53% (401)	25% (188)	5% (41)	6% (42)	12% (87)	759
Very Favorable of Biden	38% (300)	27% (212)	13% (100)	7% (53)	15% (116)	780
Somewhat Favorable of Biden	30% (156)	29% (155)	14% (73)	9% (45)	18% (95)	525
Somewhat Unfavorable of Biden	37% (70)	39% (76)	8% (16)	3% (6)	12% (24)	192
Very Unfavorable of Biden	58% (331)	20% (112)	4% (25)	6% (36)	11% (64)	567
#1 Issue: Economy	38% (327)	30% (257)	10% (88)	6% (51)	17% (145)	868
#1 Issue: Security	52% (140)	28% (74)	7% (19)	5% (14)	8% (21)	267
#1 Issue: Health Care	37% (151)	23% (94)	11% (46)	10% (41)	18% (71)	404
#1 Issue: Medicare / Social Security	47% (110)	24% (57)	9% (20)	4% (10)	16% (39)	236
#1 Issue: Women's Issues	37% (35)	21% (20)	9% (9)	15% (14)	19% (18)	96
#1 Issue: Education	36% (34)	19% (19)	12% (12)	4% (4)	28% (27)	96
#1 Issue: Energy	38% (31)	24% (20)	18% (15)	5% (4)	15% (12)	81
#1 Issue: Other	40% (60)	23% (35)	10% (15)	6% (10)	21% (32)	152
2020 Vote: Joe Biden	35% (372)	29% (303)	13% (138)	7% (77)	15% (159)	1049
2020 Vote: Donald Trump	58% (400)	24% (162)	4% (28)	5% (34)	9% (62)	686
2020 Vote: Other	21% (13)	27% (17)	13% (8)	15% (9)	23% (14)	62
2020 Vote: Didn't Vote	26% (104)	23% (92)	12% (48)	7% (28)	32% (130)	401
2018 House Vote: Democrat	36% (266)	29% (218)	14% (101)	8% (58)	13% (99)	741
2018 House Vote: Republican	61% (338)	23% (126)	3% (17)	5% (26)	8% (46)	554
2018 House Vote: Someone else	22% (12)	31% (16)	15% (8)	12% (6)	20% (10)	52
2016 Vote: Hillary Clinton	35% (245)	29% (207)	13% (91)	8% (53)	16% (111)	707
2016 Vote: Donald Trump	58% (361)	24% (154)	4% (26)	6% (35)	8% (52)	628
2016 Vote: Other	36% (41)	27% (30)	15% (17)	9% (10)	13% (15)	113
2016 Vote: Didn't Vote	32% (240)	25% (184)	12% (89)	7% (50)	25% (187)	749

Continued on next page

**Table MCSP14\_17:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Thanking law enforcement

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	40% (889)	26% (576)	10% (223)	7% (148)	17% (365)	2200
Voted in 2014: Yes	46% (554)	27% (324)	9% (102)	7% (78)	11% (136)	1194
Voted in 2014: No	33% (335)	25% (251)	12% (121)	7% (70)	23% (229)	1006
4-Region: Northeast	38% (149)	28% (109)	12% (47)	6% (25)	17% (65)	394
4-Region: Midwest	47% (216)	22% (101)	10% (48)	7% (34)	14% (64)	462
4-Region: South	40% (329)	26% (211)	9% (70)	8% (65)	18% (149)	824
4-Region: West	38% (196)	30% (156)	11% (58)	5% (24)	17% (86)	520
Sports fan	42% (638)	27% (416)	10% (147)	6% (89)	15% (230)	1519
Avid sports fan	45% (216)	28% (136)	8% (38)	6% (30)	12% (57)	478
Casual sports fan	41% (422)	27% (280)	10% (109)	6% (58)	17% (173)	1041
Football fan	42% (611)	28% (400)	10% (138)	6% (89)	14% (205)	1444
Avid football fan	47% (293)	27% (168)	10% (60)	6% (34)	10% (62)	616
Casual football fan	38% (318)	28% (233)	9% (78)	7% (55)	17% (143)	828
NFL fan	42% (592)	28% (394)	10% (137)	6% (78)	14% (194)	1396
Avid NFL fan	46% (274)	27% (161)	9% (57)	5% (32)	12% (72)	595
Casual NFL fan	40% (318)	29% (233)	10% (81)	6% (46)	15% (122)	801
Watched SB last year	43% (502)	27% (313)	10% (112)	6% (74)	13% (156)	1157
Didn't watch SB last year	37% (387)	25% (263)	11% (110)	7% (74)	20% (209)	1043
OK brands get political	37% (292)	28% (219)	16% (125)	6% (51)	12% (97)	785
Not OK brands get political	47% (522)	28% (310)	7% (78)	7% (83)	11% (126)	1119
OK social justice	39% (499)	29% (370)	14% (178)	6% (80)	13% (165)	1292
Not OK social justice	48% (293)	27% (165)	6% (36)	9% (58)	10% (60)	612
Likely SB viewer	43% (582)	27% (366)	10% (141)	7% (89)	12% (166)	1344
Unlikely SB viewer	37% (273)	27% (199)	10% (73)	8% (58)	18% (131)	733
More likely to watch SB this year	44% (252)	28% (164)	11% (62)	7% (38)	10% (60)	577
Less likely to watch SB this year	41% (195)	28% (131)	9% (40)	8% (35)	15% (69)	472
Likely host/attend SB party	43% (174)	30% (122)	11% (45)	7% (28)	9% (37)	406
Unlikely host/attend SB party	41% (677)	27% (443)	10% (167)	7% (113)	15% (255)	1656
Watch SB for game	44% (380)	29% (250)	9% (75)	6% (50)	12% (104)	859
Watch SB for halftime	38% (87)	18% (41)	20% (46)	12% (27)	12% (27)	227

Continued on next page

**Table MCSP14\_17:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Thanking law enforcement

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	40% (889)	26% (576)	10% (223)	7% (148)	17% (365)	2200
Watch SB for ads	47% (91)	34% (65)	8% (16)	5% (9)	6% (12)	193
SB more political	47% (385)	28% (227)	10% (78)	8% (65)	8% (63)	818
SB less political	42% (137)	30% (99)	12% (38)	8% (26)	9% (29)	328
Typically host/attend SB party	43% (239)	26% (143)	14% (76)	7% (37)	11% (61)	556
Typically do not host/attend SB party	40% (649)	26% (432)	9% (147)	7% (111)	18% (303)	1644
Usually pays a lot/some attn to ads	43% (636)	29% (430)	10% (148)	6% (89)	13% (189)	1492
Usually pays not much/no attn to ads	36% (253)	21% (145)	11% (75)	8% (59)	25% (176)	708
Plan to pay a lot/some attn to ads	42% (573)	28% (387)	10% (136)	7% (90)	13% (172)	1359
Plan to pay not much/no attn to ads	38% (316)	22% (189)	10% (87)	7% (58)	23% (192)	841
Pro football fav sport	44% (265)	27% (163)	8% (50)	6% (38)	13% (79)	596
Fav NFL	44% (550)	28% (348)	10% (132)	6% (72)	12% (152)	1254
Unfav NFL	42% (204)	26% (127)	11% (52)	9% (44)	11% (55)	481
Fav Goodell	52% (259)	31% (154)	7% (34)	4% (21)	6% (29)	496
Unfav Goodell	44% (212)	28% (136)	11% (52)	8% (39)	9% (45)	483
Fav Chiefs	49% (490)	30% (298)	9% (89)	5% (45)	8% (78)	1001
Fav Buccaneers	49% (403)	30% (248)	9% (74)	5% (42)	7% (55)	822
Chiefs fan	41% (342)	32% (265)	11% (88)	5% (45)	11% (89)	828
Buccaneers fan	44% (258)	27% (160)	12% (72)	8% (45)	10% (58)	593
Frequent sports betters	44% (46)	28% (29)	13% (13)	7% (7)	8% (8)	103
Regular sports betters	39% (88)	33% (74)	11% (25)	7% (15)	9% (21)	223
Frequent NFL betters	42% (49)	34% (39)	9% (10)	6% (7)	10% (12)	117
Regular NFL betters	41% (98)	30% (71)	13% (31)	7% (16)	10% (23)	239
Definite SB betters	47% (63)	29% (39)	8% (11)	8% (11)	7% (9)	132
Probable SB betters	41% (141)	34% (117)	10% (32)	7% (25)	8% (27)	341
Believe betting is legal in their state	44% (290)	29% (191)	10% (66)	7% (44)	11% (70)	661
Believe betting is illegal in their state	38% (146)	24% (95)	13% (49)	10% (37)	16% (60)	387
Non-sports fans	37% (251)	23% (160)	11% (76)	9% (59)	20% (135)	681
Gen Z sports fans	32% (63)	18% (34)	18% (35)	11% (22)	21% (41)	194
Millennial sports fans	37% (156)	30% (127)	11% (48)	9% (38)	13% (53)	422

Continued on next page

**Table MCSP14\_17:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Thanking law enforcement

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	40% (889)	26% (576)	10% (223)	7% (148)	17% (365)	2200
Gen X sports fans	42% (162)	28% (107)	8% (30)	2% (9)	19% (73)	381
Boomer sports fans	48% (222)	28% (133)	7% (33)	4% (20)	13% (59)	466
Sports fans 18-34	35% (153)	23% (103)	16% (71)	11% (46)	15% (66)	439
Sports fans 35-44	39% (97)	31% (77)	7% (17)	6% (16)	18% (45)	253
Sports fans 45-64	45% (238)	28% (148)	7% (39)	4% (21)	16% (84)	530
Sports fans 65+	50% (149)	30% (88)	7% (20)	2% (6)	12% (35)	297
Occasional sports betters	47% (92)	25% (49)	9% (17)	8% (15)	12% (23)	196
Non-sports betters	40% (709)	25% (452)	10% (180)	7% (117)	18% (321)	1781
In legal betting states	40% (322)	27% (221)	10% (84)	6% (51)	17% (136)	814
Outside legal betting states	41% (566)	26% (355)	10% (139)	7% (97)	16% (228)	1386
Sports fan In legal betting states 21+	43% (226)	29% (153)	9% (46)	6% (30)	14% (75)	530
Sports fan Outside legal betting states 21+	43% (384)	27% (243)	10% (85)	5% (48)	15% (132)	893
Likely SB viewer In legal betting states 21+	45% (211)	28% (129)	9% (42)	6% (28)	12% (54)	464
Likely SB viewer Outside legal betting states 21+	43% (345)	27% (217)	11% (85)	6% (51)	12% (98)	796

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

**Table MCSP14\_18:** *Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?*  
*Encouraging people to wear face masks during the pandemic*

Demographic	Much more favorable	Somewhat more favorable	Somewhat less favorable	Much less favorable	Don't know / No opinion	Total N
Adults	49% (1084)	21% (451)	7% (159)	9% (191)	14% (314)	2200
Gender: Male	48% (507)	22% (236)	8% (88)	10% (104)	12% (127)	1062
Gender: Female	51% (577)	19% (215)	6% (71)	8% (88)	16% (187)	1138
Age: 18-34	50% (325)	19% (122)	8% (53)	8% (50)	16% (105)	655
Age: 35-44	46% (166)	21% (75)	9% (31)	7% (24)	17% (61)	358
Age: 45-64	47% (352)	20% (151)	7% (55)	11% (81)	15% (112)	751
Age: 65+	55% (242)	24% (104)	5% (20)	8% (36)	8% (35)	436
GenZers: 1997-2012	53% (158)	17% (51)	8% (24)	5% (15)	17% (51)	299
Millennials: 1981-1996	47% (279)	21% (125)	8% (49)	10% (57)	14% (86)	595
GenXers: 1965-1980	46% (248)	20% (109)	7% (38)	8% (45)	19% (103)	542
Baby Boomers: 1946-1964	52% (359)	21% (145)	7% (48)	9% (65)	10% (68)	685
PID: Dem (no lean)	66% (597)	19% (175)	4% (37)	2% (20)	8% (69)	897
PID: Ind (no lean)	41% (278)	18% (125)	8% (51)	10% (69)	23% (153)	676
PID: Rep (no lean)	33% (209)	24% (152)	11% (71)	16% (102)	15% (93)	627
PID/Gender: Dem Men	62% (253)	25% (101)	5% (20)	2% (9)	6% (25)	407
PID/Gender: Dem Women	70% (344)	15% (74)	3% (17)	2% (11)	9% (44)	490
PID/Gender: Ind Men	39% (128)	20% (66)	9% (29)	12% (38)	20% (67)	327
PID/Gender: Ind Women	43% (151)	17% (59)	6% (22)	9% (31)	25% (86)	349
PID/Gender: Rep Men	39% (127)	21% (70)	12% (39)	17% (57)	11% (35)	327
PID/Gender: Rep Women	28% (83)	28% (82)	11% (32)	15% (45)	19% (58)	299
Ideo: Liberal (1-3)	70% (450)	19% (124)	3% (17)	2% (13)	7% (42)	645
Ideo: Moderate (4)	50% (310)	22% (137)	6% (40)	5% (28)	17% (106)	621
Ideo: Conservative (5-7)	32% (216)	24% (160)	13% (90)	19% (130)	12% (78)	675
Educ: < College	48% (719)	20% (304)	8% (115)	9% (141)	15% (233)	1512
Educ: Bachelors degree	51% (226)	21% (91)	7% (33)	8% (36)	13% (58)	444
Educ: Post-grad	57% (139)	23% (56)	4% (11)	6% (14)	10% (24)	244
Income: Under 50k	47% (565)	19% (227)	7% (83)	10% (116)	17% (207)	1198
Income: 50k-100k	51% (347)	23% (157)	7% (50)	7% (51)	11% (75)	680
Income: 100k+	53% (172)	21% (67)	8% (26)	8% (25)	10% (33)	322
Ethnicity: White	47% (809)	21% (368)	8% (130)	10% (175)	14% (240)	1722

Continued on next page

**Table MCSP14\_18:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
*Encouraging people to wear face masks during the pandemic*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	49%	(1084)	21%	(451)	7%	(159)	9%	(191)	14%	(314)	2200
Ethnicity: Hispanic	60%	(208)	17%	(59)	9%	(32)	4%	(14)	10%	(36)	349
Ethnicity: Black	63%	(173)	14%	(38)	4%	(12)	3%	(9)	15%	(42)	274
Ethnicity: Other	50%	(103)	22%	(45)	8%	(17)	4%	(7)	16%	(32)	204
All Christian	49%	(481)	22%	(218)	8%	(78)	9%	(91)	11%	(108)	975
All Non-Christian	52%	(67)	28%	(35)	8%	(10)	4%	(5)	8%	(11)	128
Atheist	52%	(57)	25%	(27)	9%	(10)	5%	(6)	8%	(9)	110
Agnostic/Nothing in particular	49%	(292)	17%	(101)	5%	(32)	7%	(44)	22%	(130)	598
Something Else	48%	(188)	18%	(71)	8%	(30)	12%	(45)	15%	(57)	390
Religious Non-Protestant/Catholic	54%	(82)	25%	(38)	7%	(11)	5%	(8)	9%	(13)	152
Evangelical	42%	(238)	23%	(129)	10%	(57)	14%	(78)	12%	(68)	570
Non-Evangelical	54%	(410)	20%	(153)	6%	(49)	7%	(56)	12%	(94)	761
Community: Urban	57%	(342)	19%	(112)	6%	(37)	4%	(26)	14%	(84)	600
Community: Suburban	49%	(512)	23%	(234)	7%	(69)	9%	(92)	13%	(130)	1037
Community: Rural	41%	(230)	19%	(106)	9%	(53)	13%	(73)	18%	(100)	564
Employ: Private Sector	45%	(289)	23%	(148)	10%	(63)	9%	(60)	13%	(81)	641
Employ: Government	38%	(49)	27%	(35)	9%	(11)	10%	(12)	16%	(21)	128
Employ: Self-Employed	44%	(68)	28%	(43)	5%	(8)	9%	(15)	13%	(20)	153
Employ: Homemaker	49%	(81)	13%	(22)	9%	(16)	12%	(20)	16%	(26)	165
Employ: Student	68%	(84)	11%	(14)	7%	(9)	—	(1)	13%	(16)	124
Employ: Retired	55%	(277)	21%	(104)	5%	(25)	10%	(48)	10%	(51)	506
Employ: Unemployed	49%	(162)	18%	(59)	5%	(18)	7%	(24)	21%	(69)	332
Employ: Other	49%	(75)	17%	(26)	6%	(9)	8%	(12)	20%	(29)	151
Military HH: Yes	46%	(157)	22%	(74)	7%	(23)	10%	(34)	15%	(53)	341
Military HH: No	50%	(928)	20%	(377)	7%	(136)	8%	(157)	14%	(261)	1859
RD/WT: Right Direction	61%	(548)	20%	(176)	4%	(37)	4%	(34)	11%	(102)	897
RD/WT: Wrong Track	41%	(537)	21%	(275)	9%	(122)	12%	(158)	16%	(212)	1303
Biden Job Approve	65%	(828)	20%	(255)	5%	(59)	2%	(25)	9%	(115)	1282
Biden Job Disapprove	25%	(176)	23%	(158)	13%	(89)	21%	(150)	18%	(125)	698

Continued on next page



**Table MCSP14\_18:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
*Encouraging people to wear face masks during the pandemic*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	49%	(1084)	21%	(451)	7%	(159)	9%	(191)	14%	(314)	2200
Biden Job Strongly Approve	73%	(587)	15%	(119)	3%	(27)	2%	(15)	7%	(55)	804
Biden Job Somewhat Approve	50%	(241)	28%	(135)	7%	(32)	2%	(10)	13%	(60)	478
Biden Job Somewhat Disapprove	31%	(59)	32%	(61)	11%	(21)	5%	(10)	21%	(39)	191
Biden Job Strongly Disapprove	23%	(117)	19%	(97)	13%	(68)	28%	(140)	17%	(86)	507
Favorable of Biden	65%	(849)	20%	(256)	4%	(52)	2%	(27)	9%	(121)	1305
Unfavorable of Biden	25%	(190)	24%	(179)	13%	(101)	20%	(153)	18%	(137)	759
Very Favorable of Biden	74%	(581)	14%	(109)	3%	(25)	2%	(13)	7%	(52)	780
Somewhat Favorable of Biden	51%	(268)	28%	(146)	5%	(27)	3%	(14)	13%	(68)	525
Somewhat Unfavorable of Biden	37%	(72)	32%	(61)	10%	(18)	4%	(8)	17%	(33)	192
Very Unfavorable of Biden	21%	(118)	21%	(117)	14%	(82)	26%	(145)	18%	(104)	567
#1 Issue: Economy	44%	(382)	22%	(194)	10%	(86)	9%	(80)	15%	(126)	868
#1 Issue: Security	35%	(94)	20%	(54)	10%	(28)	18%	(48)	16%	(43)	267
#1 Issue: Health Care	66%	(268)	15%	(59)	4%	(16)	5%	(19)	10%	(42)	404
#1 Issue: Medicare / Social Security	52%	(123)	24%	(57)	4%	(9)	8%	(19)	12%	(28)	236
#1 Issue: Women's Issues	54%	(52)	22%	(21)	5%	(5)	5%	(5)	13%	(13)	96
#1 Issue: Education	49%	(47)	13%	(13)	7%	(6)	4%	(4)	27%	(26)	96
#1 Issue: Energy	57%	(46)	26%	(21)	2%	(2)	2%	(2)	13%	(10)	81
#1 Issue: Other	47%	(72)	22%	(33)	4%	(7)	9%	(14)	17%	(26)	152
2020 Vote: Joe Biden	66%	(697)	19%	(203)	4%	(39)	2%	(19)	9%	(91)	1049
2020 Vote: Donald Trump	27%	(185)	23%	(158)	14%	(98)	20%	(137)	16%	(109)	686
2020 Vote: Other	33%	(20)	26%	(16)	12%	(8)	11%	(7)	18%	(11)	62
2020 Vote: Didn't Vote	45%	(180)	19%	(75)	4%	(14)	7%	(28)	26%	(103)	401
2018 House Vote: Democrat	69%	(510)	19%	(139)	3%	(20)	3%	(21)	7%	(52)	741
2018 House Vote: Republican	31%	(174)	23%	(129)	13%	(74)	18%	(100)	14%	(76)	554
2018 House Vote: Someone else	29%	(15)	33%	(17)	5%	(3)	12%	(6)	20%	(11)	52
2016 Vote: Hillary Clinton	68%	(481)	19%	(135)	2%	(18)	3%	(20)	8%	(55)	707
2016 Vote: Donald Trump	31%	(197)	24%	(151)	13%	(79)	17%	(109)	15%	(92)	628
2016 Vote: Other	43%	(49)	25%	(28)	6%	(7)	15%	(17)	11%	(12)	113
2016 Vote: Didn't Vote	47%	(356)	18%	(137)	7%	(56)	6%	(46)	21%	(155)	749

Continued on next page

**Table MCSP14\_18:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
*Encouraging people to wear face masks during the pandemic*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	49%	(1084)	21%	(451)	7%	(159)	9%	(191)	14%	(314)	2200
Voted in 2014: Yes	51%	(611)	22%	(260)	7%	(79)	10%	(125)	10%	(120)	1194
Voted in 2014: No	47%	(473)	19%	(192)	8%	(80)	7%	(66)	19%	(195)	1006
4-Region: Northeast	52%	(206)	20%	(80)	7%	(26)	7%	(26)	14%	(56)	394
4-Region: Midwest	47%	(218)	18%	(82)	9%	(43)	12%	(56)	14%	(62)	462
4-Region: South	48%	(395)	20%	(168)	7%	(60)	8%	(70)	16%	(132)	824
4-Region: West	51%	(265)	23%	(121)	6%	(29)	8%	(40)	12%	(65)	520
Sports fan	51%	(776)	22%	(339)	8%	(118)	7%	(107)	12%	(179)	1519
Avid sports fan	57%	(274)	20%	(97)	8%	(36)	6%	(28)	9%	(42)	478
Casual sports fan	48%	(502)	23%	(243)	8%	(82)	8%	(79)	13%	(136)	1041
Football fan	51%	(740)	22%	(323)	8%	(112)	7%	(105)	11%	(163)	1444
Avid football fan	54%	(333)	24%	(146)	8%	(47)	6%	(37)	9%	(53)	616
Casual football fan	49%	(408)	21%	(177)	8%	(64)	8%	(68)	13%	(111)	828
NFL fan	52%	(728)	22%	(311)	8%	(110)	7%	(95)	11%	(152)	1396
Avid NFL fan	53%	(313)	24%	(140)	8%	(47)	6%	(37)	10%	(57)	595
Casual NFL fan	52%	(414)	21%	(171)	8%	(62)	7%	(58)	12%	(95)	801
Watched SB last year	53%	(610)	22%	(251)	8%	(95)	7%	(84)	10%	(118)	1157
Didn't watch SB last year	46%	(474)	19%	(200)	6%	(64)	10%	(107)	19%	(196)	1043
OK brands get political	66%	(516)	20%	(156)	4%	(35)	3%	(26)	6%	(51)	785
Not OK brands get political	42%	(465)	22%	(251)	10%	(116)	13%	(149)	12%	(138)	1119
OK social justice	64%	(826)	21%	(267)	5%	(64)	3%	(40)	7%	(95)	1292
Not OK social justice	28%	(174)	23%	(141)	13%	(78)	21%	(131)	14%	(87)	612
Likely SB viewer	55%	(744)	22%	(299)	7%	(92)	6%	(84)	9%	(125)	1344
Unlikely SB viewer	41%	(301)	19%	(140)	9%	(66)	13%	(93)	18%	(134)	733
More likely to watch SB this year	57%	(331)	22%	(129)	7%	(38)	5%	(29)	9%	(50)	577
Less likely to watch SB this year	41%	(195)	18%	(84)	10%	(48)	15%	(73)	15%	(71)	472
Likely host/attend SB party	47%	(189)	27%	(108)	10%	(40)	6%	(26)	10%	(42)	406
Unlikely host/attend SB party	51%	(850)	20%	(336)	7%	(114)	9%	(150)	12%	(206)	1656
Watch SB for game	53%	(455)	25%	(212)	7%	(60)	6%	(54)	9%	(78)	859
Watch SB for halftime	63%	(144)	15%	(35)	8%	(17)	6%	(13)	8%	(17)	227

Continued on next page

**Table MCSP14\_18:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
*Encouraging people to wear face masks during the pandemic*

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	49%	(1084)	21%	(451)	7%	(159)	9%	(191)	14%	(314)	2200
Watch SB for ads	58%	(112)	22%	(43)	7%	(13)	5%	(10)	8%	(15)	193
SB more political	45%	(372)	25%	(201)	10%	(79)	11%	(90)	9%	(77)	818
SB less political	63%	(206)	17%	(57)	7%	(24)	7%	(23)	5%	(17)	328
Typically host/attend SB party	51%	(284)	23%	(131)	9%	(48)	7%	(39)	10%	(55)	556
Typically do not host/attend SB party	49%	(800)	20%	(321)	7%	(110)	9%	(153)	16%	(260)	1644
Usually pays a lot/some attn to ads	53%	(793)	23%	(341)	7%	(109)	7%	(98)	10%	(152)	1492
Usually pays not much/no attn to ads	41%	(291)	16%	(111)	7%	(50)	13%	(94)	23%	(162)	708
Plan to pay a lot/some attn to ads	55%	(746)	22%	(293)	7%	(102)	6%	(77)	10%	(141)	1359
Plan to pay not much/no attn to ads	40%	(338)	19%	(158)	7%	(57)	14%	(115)	21%	(173)	841
Pro football fav sport	52%	(310)	24%	(140)	7%	(43)	6%	(36)	11%	(66)	596
Fav NFL	58%	(725)	22%	(272)	7%	(85)	5%	(61)	9%	(110)	1254
Unfav NFL	37%	(177)	21%	(103)	11%	(52)	19%	(92)	12%	(56)	481
Fav Goodell	62%	(306)	23%	(115)	4%	(22)	5%	(26)	6%	(28)	496
Unfav Goodell	43%	(207)	23%	(113)	13%	(61)	14%	(68)	7%	(34)	483
Fav Chiefs	54%	(544)	25%	(246)	7%	(73)	7%	(70)	7%	(68)	1001
Fav Buccaneers	56%	(459)	23%	(193)	7%	(55)	8%	(64)	6%	(51)	822
Chiefs fan	54%	(450)	21%	(177)	10%	(80)	6%	(51)	8%	(70)	828
Buccaneers fan	52%	(310)	24%	(144)	7%	(40)	9%	(51)	8%	(48)	593
Frequent sports betters	63%	(65)	16%	(16)	6%	(6)	6%	(7)	9%	(9)	103
Regular sports betters	53%	(118)	22%	(50)	11%	(24)	6%	(14)	8%	(17)	223
Frequent NFL betters	57%	(66)	16%	(19)	11%	(13)	6%	(7)	10%	(12)	117
Regular NFL betters	48%	(116)	22%	(53)	14%	(34)	6%	(14)	9%	(23)	239
Definite SB betters	58%	(77)	21%	(28)	5%	(7)	7%	(10)	8%	(11)	132
Probable SB betters	50%	(171)	25%	(84)	12%	(41)	5%	(19)	8%	(26)	341
Believe betting is legal in their state	51%	(339)	24%	(158)	8%	(56)	7%	(46)	9%	(62)	661
Believe betting is illegal in their state	48%	(186)	17%	(65)	12%	(46)	9%	(36)	14%	(53)	387
Non-sports fans	45%	(308)	16%	(112)	6%	(41)	12%	(84)	20%	(135)	681
Gen Z sports fans	50%	(96)	20%	(39)	9%	(17)	4%	(8)	17%	(34)	194
Millennial sports fans	50%	(213)	23%	(95)	9%	(39)	7%	(32)	10%	(44)	422

Continued on next page

**Table MCSP14\_18:** Would you have a more or less favorable opinion of a company that advocates or supports each of the following policies or messages during a Super Bowl advertisement?  
Encouraging people to wear face masks during the pandemic

Demographic	Much more favorable		Somewhat more favorable		Somewhat less favorable		Much less favorable		Don't know / No opinion		Total N
Adults	49%	(1084)	21%	(451)	7%	(159)	9%	(191)	14%	(314)	2200
Gen X sports fans	47%	(179)	23%	(86)	7%	(28)	7%	(25)	17%	(63)	381
Boomer sports fans	55%	(257)	22%	(101)	7%	(35)	8%	(39)	7%	(35)	466
Sports fans 18-34	50%	(218)	20%	(89)	9%	(41)	6%	(25)	15%	(65)	439
Sports fans 35-44	52%	(131)	25%	(63)	8%	(20)	6%	(16)	9%	(24)	253
Sports fans 45-64	48%	(256)	22%	(116)	8%	(40)	9%	(50)	13%	(68)	530
Sports fans 65+	57%	(170)	24%	(71)	6%	(17)	6%	(17)	7%	(22)	297
Occasional sports betters	48%	(95)	18%	(35)	17%	(33)	8%	(16)	9%	(17)	196
Non-sports betters	49%	(871)	21%	(366)	6%	(102)	9%	(162)	16%	(279)	1781
In legal betting states	49%	(397)	21%	(169)	7%	(57)	9%	(70)	15%	(121)	814
Outside legal betting states	50%	(687)	20%	(283)	7%	(101)	9%	(122)	14%	(193)	1386
Sports fan In legal betting states 21+	52%	(277)	23%	(121)	7%	(38)	6%	(32)	12%	(62)	530
Sports fan Outside legal betting states 21+	50%	(451)	22%	(199)	8%	(74)	8%	(70)	11%	(99)	893
Likely SB viewer In legal betting states 21+	55%	(255)	23%	(106)	7%	(32)	6%	(29)	9%	(42)	464
Likely SB viewer Outside legal betting states 21+	56%	(443)	22%	(172)	7%	(55)	7%	(54)	9%	(72)	796

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

**Table MCSP15: Do you typically host or attend a Super Bowl party?**

Demographic	Yes		No		Total N
Adults	25%	(556)	75%	(1644)	2200
Gender: Male	27%	(291)	73%	(771)	1062
Gender: Female	23%	(266)	77%	(873)	1138
Age: 18-34	35%	(226)	65%	(429)	655
Age: 35-44	29%	(104)	71%	(254)	358
Age: 45-64	22%	(164)	78%	(587)	751
Age: 65+	14%	(62)	86%	(374)	436
GenZers: 1997-2012	33%	(98)	67%	(201)	299
Millennials: 1981-1996	35%	(207)	65%	(388)	595
GenXers: 1965-1980	24%	(129)	76%	(413)	542
Baby Boomers: 1946-1964	17%	(116)	83%	(568)	685
PID: Dem (no lean)	29%	(257)	71%	(640)	897
PID: Ind (no lean)	22%	(151)	78%	(525)	676
PID: Rep (no lean)	24%	(149)	76%	(478)	627
PID/Gender: Dem Men	34%	(137)	66%	(270)	407
PID/Gender: Dem Women	25%	(120)	75%	(370)	490
PID/Gender: Ind Men	23%	(76)	77%	(252)	327
PID/Gender: Ind Women	22%	(75)	78%	(274)	349
PID/Gender: Rep Men	24%	(79)	76%	(249)	327
PID/Gender: Rep Women	23%	(70)	77%	(229)	299
Ideo: Liberal (1-3)	29%	(185)	71%	(460)	645
Ideo: Moderate (4)	24%	(147)	76%	(474)	621
Ideo: Conservative (5-7)	23%	(155)	77%	(520)	675
Educ: < College	23%	(347)	77%	(1165)	1512
Educ: Bachelors degree	27%	(120)	73%	(324)	444
Educ: Post-grad	37%	(89)	63%	(155)	244
Income: Under 50k	20%	(240)	80%	(958)	1198
Income: 50k-100k	29%	(197)	71%	(483)	680
Income: 100k+	37%	(119)	63%	(203)	322
Ethnicity: White	24%	(420)	76%	(1302)	1722
Ethnicity: Hispanic	27%	(93)	73%	(256)	349
Ethnicity: Black	31%	(86)	69%	(189)	274
Ethnicity: Other	25%	(51)	75%	(153)	204

Continued on next page

**Table MCSP15:** *Do you typically host or attend a Super Bowl party?*

Demographic	Yes		No		Total N
Adults	25%	(556)	75%	(1644)	2200
All Christian	25%	(241)	75%	(734)	975
All Non-Christian	36%	(47)	64%	(81)	128
Atheist	25%	(28)	75%	(82)	110
Agnostic/Nothing in particular	23%	(138)	77%	(459)	598
Something Else	26%	(103)	74%	(287)	390
Religious Non-Protestant/Catholic	32%	(49)	68%	(102)	152
Evangelical	28%	(157)	72%	(412)	570
Non-Evangelical	24%	(181)	76%	(580)	761
Community: Urban	33%	(200)	67%	(400)	600
Community: Suburban	24%	(244)	76%	(793)	1037
Community: Rural	20%	(113)	80%	(451)	564
Employ: Private Sector	34%	(216)	66%	(425)	641
Employ: Government	34%	(43)	66%	(85)	128
Employ: Self-Employed	31%	(48)	69%	(106)	153
Employ: Homemaker	25%	(42)	75%	(124)	165
Employ: Student	28%	(35)	72%	(89)	124
Employ: Retired	14%	(73)	86%	(433)	506
Employ: Unemployed	20%	(65)	80%	(267)	332
Employ: Other	23%	(35)	77%	(115)	151
Military HH: Yes	24%	(81)	76%	(260)	341
Military HH: No	26%	(476)	74%	(1383)	1859
RD/WT: Right Direction	29%	(263)	71%	(633)	897
RD/WT: Wrong Track	22%	(293)	78%	(1010)	1303
Biden Job Approve	27%	(348)	73%	(934)	1282
Biden Job Disapprove	22%	(155)	78%	(543)	698
Biden Job Strongly Approve	26%	(210)	74%	(594)	804
Biden Job Somewhat Approve	29%	(138)	71%	(340)	478
Biden Job Somewhat Disapprove	26%	(49)	74%	(142)	191
Biden Job Strongly Disapprove	21%	(106)	79%	(401)	507
Favorable of Biden	28%	(364)	72%	(941)	1305
Unfavorable of Biden	22%	(168)	78%	(591)	759

Continued on next page

**Table MCSP15:** *Do you typically host or attend a Super Bowl party?*

Demographic	Yes		No		Total N
Adults	25%	(556)	75%	(1644)	2200
Very Favorable of Biden	29%	(223)	71%	(557)	780
Somewhat Favorable of Biden	27%	(141)	73%	(383)	525
Somewhat Unfavorable of Biden	27%	(51)	73%	(141)	192
Very Unfavorable of Biden	21%	(117)	79%	(451)	567
#1 Issue: Economy	29%	(253)	71%	(615)	868
#1 Issue: Security	21%	(56)	79%	(211)	267
#1 Issue: Health Care	20%	(82)	80%	(322)	404
#1 Issue: Medicare / Social Security	14%	(34)	86%	(202)	236
#1 Issue: Women's Issues	36%	(35)	64%	(61)	96
#1 Issue: Education	35%	(34)	65%	(63)	96
#1 Issue: Energy	40%	(32)	60%	(49)	81
#1 Issue: Other	22%	(33)	78%	(120)	152
2020 Vote: Joe Biden	30%	(314)	70%	(736)	1049
2020 Vote: Donald Trump	22%	(152)	78%	(535)	686
2020 Vote: Other	22%	(14)	78%	(48)	62
2020 Vote: Didn't Vote	19%	(77)	81%	(324)	401
2018 House Vote: Democrat	29%	(213)	71%	(529)	741
2018 House Vote: Republican	24%	(131)	76%	(423)	554
2018 House Vote: Someone else	32%	(17)	68%	(35)	52
2016 Vote: Hillary Clinton	30%	(210)	70%	(497)	707
2016 Vote: Donald Trump	24%	(148)	76%	(481)	628
2016 Vote: Other	18%	(20)	82%	(93)	113
2016 Vote: Didn't Vote	24%	(177)	76%	(572)	749
Voted in 2014: Yes	26%	(312)	74%	(882)	1194
Voted in 2014: No	24%	(244)	76%	(762)	1006
4-Region: Northeast	28%	(109)	72%	(285)	394
4-Region: Midwest	23%	(108)	77%	(354)	462
4-Region: South	25%	(208)	75%	(616)	824
4-Region: West	25%	(131)	75%	(388)	520
Sports fan	33%	(495)	67%	(1025)	1519
Avid sports fan	44%	(210)	56%	(268)	478
Casual sports fan	27%	(284)	73%	(757)	1041

Continued on next page

**Table MCSP15:** *Do you typically host or attend a Super Bowl party?*

Demographic	Yes		No		Total N
Adults	25%	(556)	75%	(1644)	2200
Football fan	33%	(481)	67%	(963)	1444
Avid football fan	44%	(273)	56%	(343)	616
Casual football fan	25%	(208)	75%	(620)	828
NFL fan	34%	(477)	66%	(918)	1396
Avid NFL fan	43%	(257)	57%	(338)	595
Casual NFL fan	27%	(220)	73%	(581)	801
Watched SB last year	39%	(450)	61%	(707)	1157
Didn't watch SB last year	10%	(106)	90%	(936)	1043
OK brands get political	33%	(258)	67%	(526)	785
Not OK brands get political	22%	(249)	78%	(870)	1119
OK social justice	29%	(370)	71%	(922)	1292
Not OK social justice	21%	(130)	79%	(481)	612
Likely SB viewer	36%	(487)	64%	(856)	1344
Unlikely SB viewer	8%	(58)	92%	(675)	733
More likely to watch SB this year	44%	(253)	56%	(324)	577
Less likely to watch SB this year	18%	(85)	82%	(387)	472
Likely host/attend SB party	63%	(255)	37%	(150)	406
Unlikely host/attend SB party	17%	(279)	83%	(1377)	1656
Watch SB for game	37%	(321)	63%	(538)	859
Watch SB for halftime	39%	(88)	61%	(138)	227
Watch SB for ads	35%	(68)	65%	(125)	193
SB more political	35%	(290)	65%	(528)	818
SB less political	27%	(88)	73%	(239)	328
Typically host/attend SB party	100%	(556)	—	(0)	556
Typically do not host/attend SB party	—	(0)	100%	(1644)	1644
Usually pays a lot/some attn to ads	32%	(476)	68%	(1016)	1492
Usually pays not much/no attn to ads	11%	(80)	89%	(628)	708
Plan to pay a lot/some attn to ads	33%	(448)	67%	(911)	1359
Plan to pay not much/no attn to ads	13%	(108)	87%	(733)	841
Pro football fav sport	43%	(255)	57%	(341)	596
Fav NFL	35%	(436)	65%	(818)	1254
Unfav NFL	17%	(79)	83%	(402)	481

Continued on next page



**Table MCSP15:** *Do you typically host or attend a Super Bowl party?*

Demographic	Yes		No		Total N
Adults	25%	(556)	75%	(1644)	2200
Fav Goodell	38%	(188)	62%	(308)	496
Unfav Goodell	32%	(157)	68%	(326)	483
Fav Chiefs	35%	(352)	65%	(649)	1001
Fav Buccaneers	36%	(299)	64%	(523)	822
Chiefs fan	33%	(277)	67%	(552)	828
Buccaneers fan	31%	(182)	69%	(410)	593
Frequent sports betters	63%	(65)	37%	(38)	103
Regular sports betters	61%	(136)	39%	(87)	223
Frequent NFL betters	60%	(70)	40%	(46)	117
Regular NFL betters	62%	(149)	38%	(90)	239
Definite SB betters	69%	(91)	31%	(41)	132
Probable SB betters	59%	(202)	41%	(140)	341
Believe betting is legal in their state	36%	(238)	64%	(423)	661
Believe betting is illegal in their state	27%	(106)	73%	(281)	387
Non-sports fans	9%	(62)	91%	(619)	681
Gen Z sports fans	45%	(88)	55%	(106)	194
Millennial sports fans	43%	(183)	57%	(238)	422
Gen X sports fans	30%	(115)	70%	(266)	381
Boomer sports fans	22%	(102)	78%	(364)	466
Sports fans 18-34	45%	(195)	55%	(243)	439
Sports fans 35-44	39%	(98)	61%	(155)	253
Sports fans 45-64	27%	(146)	73%	(385)	530
Sports fans 65+	19%	(56)	81%	(241)	297
Occasional sports betters	43%	(84)	57%	(112)	196
Non-sports betters	19%	(336)	81%	(1445)	1781
In legal betting states	23%	(189)	77%	(625)	814
Outside legal betting states	26%	(367)	74%	(1019)	1386
Sports fan In legal betting states 21+	30%	(157)	70%	(373)	530
Sports fan Outside legal betting states 21+	32%	(287)	68%	(607)	893
Likely SB viewer In legal betting states 21+	33%	(155)	67%	(309)	464
Likely SB viewer Outside legal betting states 21+	36%	(287)	64%	(509)	796

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

**Table MCSP16\_1NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Chicken wings

Demographic	Selected		Not Selected		Total N
Adults	45%	(601)	55%	(742)	1344
Gender: Male	40%	(298)	60%	(444)	742
Gender: Female	50%	(303)	50%	(298)	601
Age: 18-34	59%	(236)	41%	(165)	401
Age: 35-44	52%	(119)	48%	(112)	231
Age: 45-64	43%	(192)	57%	(254)	447
Age: 65+	20%	(54)	80%	(212)	266
GenZers: 1997-2012	60%	(103)	40%	(67)	170
Millennials: 1981-1996	56%	(220)	44%	(174)	394
GenXers: 1965-1980	43%	(140)	57%	(185)	325
Baby Boomers: 1946-1964	32%	(131)	68%	(275)	406
PID: Dem (no lean)	47%	(291)	53%	(332)	624
PID: Ind (no lean)	41%	(142)	59%	(205)	347
PID: Rep (no lean)	45%	(168)	55%	(205)	373
PID/Gender: Dem Men	40%	(128)	60%	(190)	319
PID/Gender: Dem Women	53%	(163)	47%	(142)	305
PID/Gender: Ind Men	33%	(66)	67%	(131)	198
PID/Gender: Ind Women	51%	(76)	49%	(73)	149
PID/Gender: Rep Men	46%	(103)	54%	(122)	226
PID/Gender: Rep Women	44%	(64)	56%	(83)	147
Ideo: Liberal (1-3)	39%	(170)	61%	(260)	430
Ideo: Moderate (4)	48%	(195)	52%	(211)	406
Ideo: Conservative (5-7)	43%	(170)	57%	(224)	394
Educ: < College	47%	(408)	53%	(464)	872
Educ: Bachelors degree	41%	(120)	59%	(173)	292
Educ: Post-grad	41%	(74)	59%	(105)	179
Income: Under 50k	43%	(288)	57%	(382)	670
Income: 50k-100k	49%	(213)	51%	(224)	436
Income: 100k+	42%	(100)	58%	(137)	237
Ethnicity: White	39%	(396)	61%	(629)	1025
Ethnicity: Hispanic	50%	(103)	50%	(105)	208

Continued on next page

**Table MCSP16\_INET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Chicken wings

Demographic	Selected		Not Selected		Total N
Adults	45%	(601)	55%	(742)	1344
Ethnicity: Black	71%	(143)	29%	(58)	201
Ethnicity: Other	53%	(62)	47%	(55)	117
All Christian	39%	(241)	61%	(383)	625
All Non-Christian	43%	(40)	57%	(54)	94
Atheist	43%	(26)	57%	(34)	60
Agnostic/Nothing in particular	48%	(159)	52%	(173)	331
Something Else	58%	(135)	42%	(98)	233
Religious Non-Protestant/Catholic	41%	(42)	59%	(60)	102
Evangelical	49%	(160)	51%	(168)	328
Non-Evangelical	41%	(212)	59%	(303)	515
Community: Urban	51%	(206)	49%	(199)	405
Community: Suburban	42%	(274)	58%	(381)	655
Community: Rural	43%	(121)	57%	(162)	283
Employ: Private Sector	45%	(199)	55%	(243)	442
Employ: Government	61%	(47)	39%	(30)	78
Employ: Self-Employed	48%	(48)	52%	(53)	101
Employ: Homemaker	50%	(48)	50%	(48)	97
Employ: Student	66%	(44)	34%	(22)	66
Employ: Retired	27%	(80)	73%	(219)	298
Employ: Unemployed	50%	(90)	50%	(90)	180
Employ: Other	55%	(45)	45%	(36)	81
Military HH: Yes	41%	(89)	59%	(128)	217
Military HH: No	45%	(512)	55%	(615)	1127
RD/WT: Right Direction	47%	(294)	53%	(331)	626
RD/WT: Wrong Track	43%	(307)	57%	(411)	718
Biden Job Approve	47%	(401)	53%	(458)	858
Biden Job Disapprove	40%	(149)	60%	(221)	369

Continued on next page

**Table MCSP16\_1NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Chicken wings

Demographic	Selected		Not Selected		Total N
Adults	45%	(601)	55%	(742)	1344
Biden Job Strongly Approve	44%	(235)	56%	(296)	531
Biden Job Somewhat Approve	51%	(166)	49%	(161)	327
Biden Job Somewhat Disapprove	37%	(45)	63%	(78)	123
Biden Job Strongly Disapprove	42%	(103)	58%	(143)	246
Favorable of Biden	46%	(411)	54%	(473)	884
Unfavorable of Biden	41%	(166)	59%	(235)	401
Very Favorable of Biden	44%	(231)	56%	(299)	530
Somewhat Favorable of Biden	51%	(180)	49%	(174)	354
Somewhat Unfavorable of Biden	40%	(47)	60%	(71)	118
Very Unfavorable of Biden	42%	(119)	58%	(164)	283
#1 Issue: Economy	52%	(290)	48%	(271)	561
#1 Issue: Security	38%	(49)	62%	(79)	127
#1 Issue: Health Care	41%	(108)	59%	(153)	262
#1 Issue: Medicare / Social Security	22%	(32)	78%	(110)	142
#1 Issue: Women's Issues	64%	(34)	36%	(19)	54
#1 Issue: Education	59%	(38)	41%	(26)	64
#1 Issue: Energy	39%	(20)	61%	(31)	51
#1 Issue: Other	37%	(31)	63%	(53)	84
2020 Vote: Joe Biden	45%	(326)	55%	(401)	727
2020 Vote: Donald Trump	41%	(154)	59%	(225)	379
2020 Vote: Didn't Vote	52%	(109)	48%	(101)	210
2018 House Vote: Democrat	44%	(234)	56%	(293)	527
2018 House Vote: Republican	40%	(127)	60%	(194)	321
2016 Vote: Hillary Clinton	44%	(217)	56%	(281)	499
2016 Vote: Donald Trump	42%	(151)	58%	(212)	363
2016 Vote: Other	38%	(24)	62%	(39)	64
2016 Vote: Didn't Vote	50%	(207)	50%	(209)	416
Voted in 2014: Yes	41%	(315)	59%	(452)	767
Voted in 2014: No	50%	(286)	50%	(290)	576

Continued on next page

**Table MCSP16\_INET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Chicken wings

Demographic	Selected		Not Selected		Total N
Adults	45%	(601)	55%	(742)	1344
4-Region: Northeast	57%	(148)	43%	(113)	261
4-Region: Midwest	41%	(118)	59%	(172)	290
4-Region: South	46%	(224)	54%	(266)	490
4-Region: West	37%	(111)	63%	(191)	303
Sports fan	46%	(544)	54%	(644)	1188
Avid sports fan	49%	(219)	51%	(228)	448
Casual sports fan	44%	(325)	56%	(416)	740
Football fan	45%	(539)	55%	(650)	1190
Avid football fan	45%	(261)	55%	(318)	579
Casual football fan	46%	(278)	54%	(332)	611
NFL fan	45%	(535)	55%	(646)	1181
Avid NFL fan	45%	(257)	55%	(311)	568
Casual NFL fan	45%	(278)	55%	(335)	613
Watched SB last year	44%	(463)	56%	(593)	1057
Didn't watch SB last year	48%	(138)	52%	(149)	287
OK brands get political	51%	(284)	49%	(278)	561
Not OK brands get political	40%	(260)	60%	(397)	657
OK social justice	47%	(428)	53%	(473)	901
Not OK social justice	37%	(116)	63%	(197)	313
Likely SB viewer	45%	(601)	55%	(742)	1344
More likely to watch SB this year	53%	(295)	47%	(265)	560
Less likely to watch SB this year	37%	(47)	63%	(82)	129
Likely host/attend SB party	57%	(210)	43%	(159)	369
Unlikely host/attend SB party	40%	(370)	60%	(555)	924
Watch SB for game	42%	(360)	58%	(499)	859
Watch SB for halftime	56%	(127)	44%	(99)	227
Watch SB for ads	47%	(91)	53%	(101)	193
SB more political	46%	(265)	54%	(305)	570
SB less political	47%	(109)	53%	(121)	231
Typically host/attend SB party	58%	(282)	42%	(205)	487

Continued on next page

**Table MCSP16\_1NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.  
Chicken wings

Demographic	Selected		Not Selected		Total N
Adults	45%	(601)	55%	(742)	1344
Typically do not host/attend SB party	37%	(319)	63%	(537)	856
Usually pays a lot/some attn to ads	46%	(530)	54%	(612)	1142
Usually pays not much/no attn to ads	35%	(71)	65%	(130)	201
Plan to pay a lot/some attn to ads	46%	(516)	54%	(597)	1112
Plan to pay not much/no attn to ads	37%	(85)	63%	(146)	231
Pro football fav sport	49%	(269)	51%	(280)	549
Fav NFL	46%	(491)	54%	(574)	1065
Unfav NFL	41%	(71)	59%	(102)	173
Fav Goodell	44%	(199)	56%	(254)	453
Unfav Goodell	42%	(142)	58%	(200)	342
Fav Chiefs	44%	(388)	56%	(491)	879
Fav Buccaneers	45%	(327)	55%	(400)	726
Chiefs fan	43%	(280)	57%	(374)	654
Buccaneers fan	48%	(226)	52%	(244)	470
Frequent sports betters	54%	(48)	46%	(41)	89
Regular sports betters	54%	(105)	46%	(88)	193
Frequent NFL betters	57%	(58)	43%	(44)	103
Regular NFL betters	55%	(114)	45%	(93)	207
Definite SB betters	56%	(70)	44%	(55)	125
Probable SB betters	57%	(174)	43%	(129)	303
Believe betting is legal in their state	47%	(234)	53%	(259)	493
Believe betting is illegal in their state	43%	(112)	57%	(151)	264
Non-sports fans	37%	(57)	63%	(98)	156
Gen Z sports fans	63%	(90)	37%	(52)	142
Millennial sports fans	57%	(195)	43%	(150)	345
Gen X sports fans	43%	(129)	57%	(170)	299
Boomer sports fans	35%	(124)	65%	(234)	358
Sports fans 18-34	62%	(210)	38%	(131)	341
Sports fans 35-44	49%	(102)	51%	(104)	205
Sports fans 45-64	45%	(184)	55%	(226)	411

Continued on next page

**Table MCSP16\_INET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Chicken wings

Demographic	Selected		Not Selected		Total N
Adults	45%	(601)	55%	(742)	1344
Sports fans 65+	21%	(48)	79%	(183)	231
Occasional sports betters	59%	(93)	41%	(65)	158
Non-sports betters	41%	(404)	59%	(589)	993
In legal betting states	47%	(230)	53%	(262)	492
Outside legal betting states	44%	(371)	56%	(480)	851
Sports fan In legal betting states 21+	46%	(197)	54%	(228)	425
Sports fan Outside legal betting states 21+	44%	(307)	56%	(388)	695
Likely SB viewer In legal betting states 21+	47%	(218)	53%	(246)	464
Likely SB viewer Outside legal betting states 21+	42%	(335)	58%	(461)	796

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

**Table MCSP16\_2NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Pizza

Demographic	Selected		Not Selected		Total N
Adults	52%	(701)	48%	(643)	1344
Gender: Male	51%	(378)	49%	(364)	742
Gender: Female	54%	(323)	46%	(279)	601
Age: 18-34	67%	(268)	33%	(133)	401
Age: 35-44	60%	(138)	40%	(92)	231
Age: 45-64	46%	(204)	54%	(242)	447
Age: 65+	34%	(91)	66%	(175)	266
GenZers: 1997-2012	68%	(115)	32%	(54)	170
Millennials: 1981-1996	64%	(254)	36%	(140)	394
GenXers: 1965-1980	44%	(145)	56%	(181)	325
Baby Boomers: 1946-1964	43%	(173)	57%	(233)	406
PID: Dem (no lean)	53%	(329)	47%	(295)	624
PID: Ind (no lean)	53%	(184)	47%	(163)	347
PID: Rep (no lean)	50%	(188)	50%	(185)	373
PID/Gender: Dem Men	50%	(160)	50%	(159)	319
PID/Gender: Dem Women	55%	(169)	45%	(136)	305
PID/Gender: Ind Men	53%	(104)	47%	(94)	198
PID/Gender: Ind Women	54%	(80)	46%	(69)	149
PID/Gender: Rep Men	51%	(115)	49%	(111)	226
PID/Gender: Rep Women	50%	(74)	50%	(73)	147
Ideo: Liberal (1-3)	49%	(213)	51%	(218)	430
Ideo: Moderate (4)	51%	(206)	49%	(200)	406
Ideo: Conservative (5-7)	54%	(214)	46%	(180)	394
Educ: < College	54%	(472)	46%	(400)	872
Educ: Bachelors degree	48%	(139)	52%	(153)	292
Educ: Post-grad	50%	(90)	50%	(89)	179
Income: Under 50k	55%	(368)	45%	(303)	670
Income: 50k-100k	48%	(211)	52%	(226)	436
Income: 100k+	52%	(123)	48%	(114)	237
Ethnicity: White	50%	(513)	50%	(512)	1025
Ethnicity: Hispanic	61%	(128)	39%	(80)	208

Continued on next page



**Table MCSP16\_2NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Pizza

Demographic	Selected		Not Selected		Total N
Adults	52%	(701)	48%	(643)	1344
Ethnicity: Black	57%	(115)	43%	(86)	201
Ethnicity: Other	62%	(73)	38%	(44)	117
All Christian	49%	(306)	51%	(319)	625
All Non-Christian	60%	(56)	40%	(38)	94
Atheist	55%	(33)	45%	(27)	60
Agnostic/Nothing in particular	55%	(184)	45%	(148)	331
Something Else	52%	(122)	48%	(111)	233
Religious Non-Protestant/Catholic	56%	(57)	44%	(45)	102
Evangelical	51%	(168)	49%	(160)	328
Non-Evangelical	49%	(255)	51%	(260)	515
Community: Urban	57%	(230)	43%	(175)	405
Community: Suburban	50%	(325)	50%	(330)	655
Community: Rural	51%	(145)	49%	(138)	283
Employ: Private Sector	56%	(247)	44%	(195)	442
Employ: Government	62%	(48)	38%	(29)	78
Employ: Self-Employed	56%	(57)	44%	(44)	101
Employ: Homemaker	52%	(51)	48%	(46)	97
Employ: Student	76%	(50)	24%	(16)	66
Employ: Retired	36%	(108)	64%	(190)	298
Employ: Unemployed	54%	(98)	46%	(82)	180
Employ: Other	51%	(41)	49%	(40)	81
Military HH: Yes	51%	(111)	49%	(106)	217
Military HH: No	52%	(590)	48%	(537)	1127
RD/WT: Right Direction	54%	(338)	46%	(287)	626
RD/WT: Wrong Track	50%	(363)	50%	(355)	718
Biden Job Approve	51%	(441)	49%	(417)	858
Biden Job Disapprove	53%	(195)	47%	(175)	369

Continued on next page

**Table MCSP16\_2NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Pizza

Demographic	Selected		Not Selected		Total N
Adults	52%	(701)	48%	(643)	1344
Biden Job Strongly Approve	52%	(274)	48%	(257)	531
Biden Job Somewhat Approve	51%	(167)	49%	(160)	327
Biden Job Somewhat Disapprove	53%	(65)	47%	(58)	123
Biden Job Strongly Disapprove	53%	(130)	47%	(116)	246
Favorable of Biden	52%	(464)	48%	(420)	884
Unfavorable of Biden	51%	(206)	49%	(195)	401
Very Favorable of Biden	52%	(277)	48%	(253)	530
Somewhat Favorable of Biden	53%	(187)	47%	(168)	354
Somewhat Unfavorable of Biden	52%	(62)	48%	(57)	118
Very Unfavorable of Biden	51%	(144)	49%	(139)	283
#1 Issue: Economy	55%	(311)	45%	(250)	561
#1 Issue: Security	57%	(73)	43%	(55)	127
#1 Issue: Health Care	51%	(132)	49%	(129)	262
#1 Issue: Medicare / Social Security	34%	(48)	66%	(94)	142
#1 Issue: Women's Issues	45%	(24)	55%	(29)	54
#1 Issue: Education	66%	(42)	34%	(22)	64
#1 Issue: Energy	69%	(35)	31%	(16)	51
#1 Issue: Other	43%	(36)	57%	(48)	84
2020 Vote: Joe Biden	52%	(377)	48%	(350)	727
2020 Vote: Donald Trump	50%	(190)	50%	(189)	379
2020 Vote: Didn't Vote	56%	(117)	44%	(93)	210
2018 House Vote: Democrat	49%	(258)	51%	(268)	527
2018 House Vote: Republican	48%	(153)	52%	(169)	321
2016 Vote: Hillary Clinton	49%	(242)	51%	(257)	499
2016 Vote: Donald Trump	50%	(181)	50%	(181)	363
2016 Vote: Other	50%	(32)	50%	(32)	64
2016 Vote: Didn't Vote	59%	(245)	41%	(171)	416
Voted in 2014: Yes	48%	(367)	52%	(401)	767
Voted in 2014: No	58%	(334)	42%	(242)	576

Continued on next page

**Table MCSP16\_2NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Pizza

Demographic	Selected		Not Selected		Total N
Adults	52%	(701)	48%	(643)	1344
4-Region: Northeast	56%	(147)	44%	(114)	261
4-Region: Midwest	52%	(152)	48%	(138)	290
4-Region: South	51%	(249)	49%	(241)	490
4-Region: West	51%	(153)	49%	(150)	303
Sports fan	52%	(619)	48%	(569)	1188
Avid sports fan	56%	(251)	44%	(196)	448
Casual sports fan	50%	(368)	50%	(372)	740
Football fan	52%	(622)	48%	(568)	1190
Avid football fan	52%	(303)	48%	(276)	579
Casual football fan	52%	(318)	48%	(292)	611
NFL fan	52%	(619)	48%	(562)	1181
Avid NFL fan	53%	(300)	47%	(268)	568
Casual NFL fan	52%	(319)	48%	(294)	613
Watched SB last year	51%	(539)	49%	(518)	1057
Didn't watch SB last year	56%	(162)	44%	(125)	287
OK brands get political	54%	(306)	46%	(256)	561
Not OK brands get political	50%	(329)	50%	(328)	657
OK social justice	53%	(473)	47%	(428)	901
Not OK social justice	52%	(163)	48%	(151)	313
Likely SB viewer	52%	(701)	48%	(643)	1344
More likely to watch SB this year	57%	(317)	43%	(243)	560
Less likely to watch SB this year	43%	(55)	57%	(74)	129
Likely host/attend SB party	58%	(212)	42%	(157)	369
Unlikely host/attend SB party	49%	(451)	51%	(474)	924
Watch SB for game	51%	(436)	49%	(423)	859
Watch SB for halftime	60%	(135)	40%	(92)	227
Watch SB for ads	53%	(103)	47%	(90)	193
SB more political	54%	(307)	46%	(264)	570
SB less political	52%	(120)	48%	(110)	231
Typically host/attend SB party	58%	(281)	42%	(206)	487

Continued on next page

**Table MCSP16\_2NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Pizza

Demographic	Selected		Not Selected		Total N
Adults	52%	(701)	48%	(643)	1344
Typically do not host/attend SB party	49%	(420)	51%	(437)	856
Usually pays a lot/some attn to ads	53%	(607)	47%	(535)	1142
Usually pays not much/no attn to ads	47%	(94)	53%	(108)	201
Plan to pay a lot/some attn to ads	53%	(587)	47%	(525)	1112
Plan to pay not much/no attn to ads	49%	(113)	51%	(118)	231
Pro football fav sport	54%	(296)	46%	(253)	549
Fav NFL	54%	(572)	46%	(493)	1065
Unfav NFL	43%	(75)	57%	(98)	173
Fav Goodell	52%	(237)	48%	(216)	453
Unfav Goodell	47%	(161)	53%	(181)	342
Fav Chiefs	50%	(442)	50%	(437)	879
Fav Buccaneers	52%	(380)	48%	(346)	726
Chiefs fan	49%	(319)	51%	(335)	654
Buccaneers fan	55%	(257)	45%	(213)	470
Frequent sports betters	58%	(51)	42%	(37)	89
Regular sports betters	69%	(133)	31%	(60)	193
Frequent NFL betters	56%	(57)	44%	(45)	103
Regular NFL betters	63%	(130)	37%	(77)	207
Definite SB betters	61%	(76)	39%	(49)	125
Probable SB betters	62%	(189)	38%	(114)	303
Believe betting is legal in their state	53%	(264)	47%	(229)	493
Believe betting is illegal in their state	52%	(137)	48%	(126)	264
Non-sports fans	52%	(81)	48%	(74)	156
Gen Z sports fans	71%	(100)	29%	(41)	142
Millennial sports fans	65%	(225)	35%	(120)	345
Gen X sports fans	45%	(136)	55%	(163)	299
Boomer sports fans	41%	(148)	59%	(210)	358
Sports fans 18-34	68%	(232)	32%	(109)	341
Sports fans 35-44	61%	(126)	39%	(80)	205
Sports fans 45-64	45%	(186)	55%	(225)	411

Continued on next page

**Table MCSP16\_2NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Pizza

Demographic	Selected		Not Selected		Total N
Adults	52%	(701)	48%	(643)	1344
Sports fans 65+	33%	(76)	67%	(155)	231
Occasional sports betters	52%	(82)	48%	(76)	158
Non-sports betters	49%	(485)	51%	(507)	993
In legal betting states	52%	(255)	48%	(237)	492
Outside legal betting states	52%	(445)	48%	(406)	851
Sports fan In legal betting states 21+	51%	(217)	49%	(208)	425
Sports fan Outside legal betting states 21+	51%	(354)	49%	(341)	695
Likely SB viewer In legal betting states 21+	51%	(238)	49%	(227)	464
Likely SB viewer Outside legal betting states 21+	51%	(406)	49%	(390)	796

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

**Table MCSP16\_3NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Nachos

Demographic	Selected		Not Selected		Total N
Adults	35%	(469)	65%	(875)	1344
Gender: Male	30%	(221)	70%	(521)	742
Gender: Female	41%	(248)	59%	(354)	601
Age: 18-34	45%	(182)	55%	(219)	401
Age: 35-44	41%	(94)	59%	(137)	231
Age: 45-64	30%	(135)	70%	(312)	447
Age: 65+	22%	(58)	78%	(207)	266
GenZers: 1997-2012	50%	(84)	50%	(86)	170
Millennials: 1981-1996	42%	(166)	58%	(228)	394
GenXers: 1965-1980	33%	(108)	67%	(217)	325
Baby Boomers: 1946-1964	25%	(100)	75%	(306)	406
PID: Dem (no lean)	35%	(220)	65%	(404)	624
PID: Ind (no lean)	37%	(128)	63%	(219)	347
PID: Rep (no lean)	32%	(121)	68%	(252)	373
PID/Gender: Dem Men	30%	(96)	70%	(223)	319
PID/Gender: Dem Women	41%	(124)	59%	(181)	305
PID/Gender: Ind Men	29%	(57)	71%	(141)	198
PID/Gender: Ind Women	48%	(71)	52%	(78)	149
PID/Gender: Rep Men	30%	(69)	70%	(157)	226
PID/Gender: Rep Women	36%	(52)	64%	(95)	147
Ideo: Liberal (1-3)	31%	(135)	69%	(295)	430
Ideo: Moderate (4)	35%	(144)	65%	(262)	406
Ideo: Conservative (5-7)	35%	(137)	65%	(257)	394
Educ: < College	39%	(339)	61%	(533)	872
Educ: Bachelors degree	27%	(78)	73%	(214)	292
Educ: Post-grad	29%	(51)	71%	(128)	179
Income: Under 50k	34%	(229)	66%	(441)	670
Income: 50k-100k	38%	(164)	62%	(273)	436
Income: 100k+	32%	(75)	68%	(162)	237
Ethnicity: White	33%	(336)	67%	(690)	1025
Ethnicity: Hispanic	51%	(107)	49%	(101)	208

Continued on next page

**Table MCSP16\_3NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Nachos

Demographic	Selected		Not Selected		Total N
Adults	35%	(469)	65%	(875)	1344
Ethnicity: Black	40%	(81)	60%	(120)	201
Ethnicity: Other	44%	(52)	56%	(66)	117
All Christian	29%	(182)	71%	(443)	625
All Non-Christian	33%	(31)	67%	(63)	94
Atheist	24%	(15)	76%	(45)	60
Agnostic/Nothing in particular	37%	(123)	63%	(209)	331
Something Else	51%	(118)	49%	(115)	233
Religious Non-Protestant/Catholic	32%	(32)	68%	(70)	102
Evangelical	36%	(119)	64%	(209)	328
Non-Evangelical	34%	(178)	66%	(337)	515
Community: Urban	38%	(154)	62%	(251)	405
Community: Suburban	33%	(215)	67%	(440)	655
Community: Rural	35%	(100)	65%	(183)	283
Employ: Private Sector	36%	(161)	64%	(281)	442
Employ: Government	40%	(31)	60%	(47)	78
Employ: Self-Employed	33%	(34)	67%	(67)	101
Employ: Homemaker	50%	(48)	50%	(49)	97
Employ: Student	39%	(26)	61%	(41)	66
Employ: Retired	23%	(68)	77%	(231)	298
Employ: Unemployed	37%	(67)	63%	(113)	180
Employ: Other	42%	(34)	58%	(47)	81
Military HH: Yes	33%	(72)	67%	(145)	217
Military HH: No	35%	(397)	65%	(730)	1127
RD/WT: Right Direction	36%	(226)	64%	(399)	626
RD/WT: Wrong Track	34%	(242)	66%	(476)	718
Biden Job Approve	35%	(304)	65%	(554)	858
Biden Job Disapprove	32%	(119)	68%	(250)	369

Continued on next page

**Table MCSP16\_3NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Nachos

Demographic	Selected		Not Selected		Total N
Adults	35%	(469)	65%	(875)	1344
Biden Job Strongly Approve	36%	(191)	64%	(340)	531
Biden Job Somewhat Approve	34%	(113)	66%	(214)	327
Biden Job Somewhat Disapprove	29%	(36)	71%	(87)	123
Biden Job Strongly Disapprove	34%	(83)	66%	(163)	246
Favorable of Biden	36%	(314)	64%	(570)	884
Unfavorable of Biden	34%	(135)	66%	(266)	401
Very Favorable of Biden	35%	(187)	65%	(343)	530
Somewhat Favorable of Biden	36%	(127)	64%	(227)	354
Somewhat Unfavorable of Biden	35%	(41)	65%	(77)	118
Very Unfavorable of Biden	33%	(94)	67%	(189)	283
#1 Issue: Economy	39%	(218)	61%	(343)	561
#1 Issue: Security	31%	(39)	69%	(88)	127
#1 Issue: Health Care	32%	(83)	68%	(179)	262
#1 Issue: Medicare / Social Security	21%	(30)	79%	(112)	142
#1 Issue: Women's Issues	54%	(29)	46%	(24)	54
#1 Issue: Education	36%	(23)	64%	(41)	64
#1 Issue: Energy	49%	(25)	51%	(26)	51
#1 Issue: Other	27%	(22)	73%	(62)	84
2020 Vote: Joe Biden	35%	(252)	65%	(475)	727
2020 Vote: Donald Trump	33%	(126)	67%	(253)	379
2020 Vote: Didn't Vote	39%	(81)	61%	(129)	210
2018 House Vote: Democrat	32%	(168)	68%	(359)	527
2018 House Vote: Republican	34%	(108)	66%	(213)	321
2016 Vote: Hillary Clinton	31%	(157)	69%	(342)	499
2016 Vote: Donald Trump	32%	(117)	68%	(246)	363
2016 Vote: Other	34%	(22)	66%	(42)	64
2016 Vote: Didn't Vote	42%	(173)	58%	(243)	416
Voted in 2014: Yes	32%	(247)	68%	(520)	767
Voted in 2014: No	38%	(221)	62%	(355)	576

Continued on next page



**Table MCSP16\_3NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Nachos

Demographic	Selected		Not Selected		Total N
Adults	35%	(469)	65%	(875)	1344
4-Region: Northeast	36%	(93)	64%	(168)	261
4-Region: Midwest	35%	(101)	65%	(189)	290
4-Region: South	37%	(184)	63%	(307)	490
4-Region: West	30%	(90)	70%	(212)	303
Sports fan	35%	(415)	65%	(773)	1188
Avid sports fan	36%	(159)	64%	(289)	448
Casual sports fan	35%	(256)	65%	(485)	740
Football fan	35%	(415)	65%	(775)	1190
Avid football fan	34%	(194)	66%	(385)	579
Casual football fan	36%	(220)	64%	(390)	611
NFL fan	35%	(410)	65%	(771)	1181
Avid NFL fan	32%	(181)	68%	(387)	568
Casual NFL fan	37%	(229)	63%	(384)	613
Watched SB last year	34%	(362)	66%	(695)	1057
Didn't watch SB last year	37%	(107)	63%	(180)	287
OK brands get political	37%	(209)	63%	(353)	561
Not OK brands get political	32%	(208)	68%	(449)	657
OK social justice	36%	(328)	64%	(573)	901
Not OK social justice	29%	(90)	71%	(224)	313
Likely SB viewer	35%	(469)	65%	(875)	1344
More likely to watch SB this year	40%	(224)	60%	(337)	560
Less likely to watch SB this year	35%	(45)	65%	(83)	129
Likely host/attend SB party	42%	(155)	58%	(214)	369
Unlikely host/attend SB party	31%	(291)	69%	(634)	924
Watch SB for game	32%	(273)	68%	(586)	859
Watch SB for halftime	44%	(100)	56%	(126)	227
Watch SB for ads	35%	(67)	65%	(126)	193
SB more political	40%	(230)	60%	(341)	570
SB less political	27%	(63)	73%	(167)	231
Typically host/attend SB party	43%	(209)	57%	(278)	487

Continued on next page

**Table MCSP16\_3NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Nachos

Demographic	Selected		Not Selected		Total N
Adults	35%	(469)	65%	(875)	1344
Typically do not host/attend SB party	30%	(259)	70%	(597)	856
Usually pays a lot/some attn to ads	36%	(408)	64%	(735)	1142
Usually pays not much/no attn to ads	30%	(61)	70%	(140)	201
Plan to pay a lot/some attn to ads	35%	(389)	65%	(723)	1112
Plan to pay not much/no attn to ads	34%	(79)	66%	(152)	231
Pro football fav sport	36%	(195)	64%	(354)	549
Fav NFL	36%	(384)	64%	(681)	1065
Unfav NFL	28%	(48)	72%	(125)	173
Fav Goodell	35%	(160)	65%	(294)	453
Unfav Goodell	30%	(102)	70%	(240)	342
Fav Chiefs	34%	(296)	66%	(583)	879
Fav Buccaneers	34%	(244)	66%	(482)	726
Chiefs fan	34%	(224)	66%	(430)	654
Buccaneers fan	33%	(156)	67%	(314)	470
Frequent sports betters	38%	(33)	62%	(55)	89
Regular sports betters	41%	(80)	59%	(113)	193
Frequent NFL betters	48%	(49)	52%	(54)	103
Regular NFL betters	43%	(90)	57%	(117)	207
Definite SB betters	39%	(48)	61%	(77)	125
Probable SB betters	39%	(117)	61%	(186)	303
Believe betting is legal in their state	32%	(158)	68%	(335)	493
Believe betting is illegal in their state	34%	(91)	66%	(173)	264
Non-sports fans	35%	(54)	65%	(102)	156
Gen Z sports fans	49%	(70)	51%	(72)	142
Millennial sports fans	43%	(150)	57%	(195)	345
Gen X sports fans	33%	(100)	67%	(199)	299
Boomer sports fans	24%	(86)	76%	(272)	358
Sports fans 18-34	46%	(159)	54%	(182)	341
Sports fans 35-44	40%	(82)	60%	(124)	205
Sports fans 45-64	30%	(124)	70%	(287)	411

Continued on next page

**Table MCSP16\_3NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Nachos

Demographic	Selected		Not Selected		Total N
Adults	35%	(469)	65%	(875)	1344
Sports fans 65+	22%	(51)	78%	(180)	231
Occasional sports betters	37%	(58)	63%	(99)	158
Non-sports betters	33%	(330)	67%	(662)	993
In legal betting states	32%	(158)	68%	(334)	492
Outside legal betting states	36%	(311)	64%	(541)	851
Sports fan In legal betting states 21+	31%	(132)	69%	(293)	425
Sports fan Outside legal betting states 21+	36%	(248)	64%	(446)	695
Likely SB viewer In legal betting states 21+	32%	(147)	68%	(317)	464
Likely SB viewer Outside legal betting states 21+	35%	(278)	65%	(519)	796

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

**Table MCSP16\_4NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.  
Chips

Demographic	Selected		Not Selected		Total N
Adults	59%	(799)	41%	(545)	1344
Gender: Male	56%	(419)	44%	(323)	742
Gender: Female	63%	(380)	37%	(222)	601
Age: 18-34	68%	(271)	32%	(130)	401
Age: 35-44	63%	(145)	37%	(86)	231
Age: 45-64	58%	(259)	42%	(187)	447
Age: 65+	47%	(124)	53%	(142)	266
GenZers: 1997-2012	69%	(116)	31%	(53)	170
Millennials: 1981-1996	65%	(257)	35%	(137)	394
GenXers: 1965-1980	62%	(202)	38%	(124)	325
Baby Boomers: 1946-1964	49%	(199)	51%	(207)	406
PID: Dem (no lean)	58%	(364)	42%	(260)	624
PID: Ind (no lean)	58%	(202)	42%	(145)	347
PID: Rep (no lean)	62%	(233)	38%	(140)	373
PID/Gender: Dem Men	55%	(174)	45%	(145)	319
PID/Gender: Dem Women	62%	(190)	38%	(115)	305
PID/Gender: Ind Men	54%	(106)	46%	(92)	198
PID/Gender: Ind Women	64%	(96)	36%	(54)	149
PID/Gender: Rep Men	62%	(139)	38%	(86)	226
PID/Gender: Rep Women	63%	(93)	37%	(54)	147
Ideo: Liberal (1-3)	56%	(239)	44%	(191)	430
Ideo: Moderate (4)	59%	(239)	41%	(167)	406
Ideo: Conservative (5-7)	61%	(240)	39%	(154)	394
Educ: < College	61%	(535)	39%	(337)	872
Educ: Bachelors degree	58%	(168)	42%	(124)	292
Educ: Post-grad	53%	(95)	47%	(84)	179
Income: Under 50k	60%	(401)	40%	(270)	670
Income: 50k-100k	58%	(253)	42%	(183)	436
Income: 100k+	61%	(145)	39%	(92)	237
Ethnicity: White	59%	(604)	41%	(421)	1025
Ethnicity: Hispanic	61%	(126)	39%	(82)	208

Continued on next page

**Table MCSP16\_4NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

*Chips*

Demographic	Selected		Not Selected		Total N
Adults	59%	(799)	41%	(545)	1344
Ethnicity: Black	57%	(114)	43%	(87)	201
Ethnicity: Other	69%	(81)	31%	(36)	117
All Christian	55%	(346)	45%	(278)	625
All Non-Christian	66%	(62)	34%	(32)	94
Atheist	65%	(39)	35%	(21)	60
Agnostic/Nothing in particular	54%	(181)	46%	(151)	331
Something Else	73%	(170)	27%	(63)	233
Religious Non-Protestant/Catholic	65%	(67)	35%	(36)	102
Evangelical	64%	(208)	36%	(120)	328
Non-Evangelical	58%	(298)	42%	(217)	515
Community: Urban	62%	(249)	38%	(156)	405
Community: Suburban	58%	(378)	42%	(277)	655
Community: Rural	61%	(172)	39%	(112)	283
Employ: Private Sector	59%	(262)	41%	(180)	442
Employ: Government	68%	(53)	32%	(25)	78
Employ: Self-Employed	61%	(61)	39%	(40)	101
Employ: Homemaker	72%	(69)	28%	(27)	97
Employ: Student	62%	(41)	38%	(25)	66
Employ: Retired	51%	(152)	49%	(146)	298
Employ: Unemployed	61%	(111)	39%	(70)	180
Employ: Other	61%	(49)	39%	(32)	81
Military HH: Yes	56%	(121)	44%	(96)	217
Military HH: No	60%	(678)	40%	(449)	1127
RD/WT: Right Direction	58%	(360)	42%	(265)	626
RD/WT: Wrong Track	61%	(438)	39%	(280)	718
Biden Job Approve	58%	(501)	42%	(358)	858
Biden Job Disapprove	62%	(227)	38%	(142)	369

Continued on next page

**Table MCSP16\_4NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.  
Chips

Demographic	Selected		Not Selected		Total N
Adults	59%	(799)	41%	(545)	1344
Biden Job Strongly Approve	57%	(304)	43%	(227)	531
Biden Job Somewhat Approve	60%	(197)	40%	(131)	327
Biden Job Somewhat Disapprove	63%	(77)	37%	(46)	123
Biden Job Strongly Disapprove	61%	(150)	39%	(96)	246
Favorable of Biden	59%	(524)	41%	(361)	884
Unfavorable of Biden	61%	(246)	39%	(155)	401
Very Favorable of Biden	57%	(302)	43%	(228)	530
Somewhat Favorable of Biden	63%	(222)	37%	(133)	354
Somewhat Unfavorable of Biden	56%	(66)	44%	(52)	118
Very Unfavorable of Biden	63%	(179)	37%	(104)	283
#1 Issue: Economy	64%	(356)	36%	(204)	561
#1 Issue: Security	52%	(66)	48%	(61)	127
#1 Issue: Health Care	52%	(137)	48%	(125)	262
#1 Issue: Medicare / Social Security	52%	(73)	48%	(69)	142
#1 Issue: Women's Issues	72%	(39)	28%	(15)	54
#1 Issue: Education	64%	(41)	36%	(23)	64
#1 Issue: Energy	73%	(37)	27%	(14)	51
#1 Issue: Other	59%	(50)	41%	(35)	84
2020 Vote: Joe Biden	56%	(410)	44%	(317)	727
2020 Vote: Donald Trump	61%	(230)	39%	(149)	379
2020 Vote: Didn't Vote	67%	(141)	33%	(69)	210
2018 House Vote: Democrat	56%	(293)	44%	(233)	527
2018 House Vote: Republican	57%	(183)	43%	(138)	321
2016 Vote: Hillary Clinton	54%	(271)	46%	(227)	499
2016 Vote: Donald Trump	61%	(222)	39%	(141)	363
2016 Vote: Other	63%	(40)	37%	(24)	64
2016 Vote: Didn't Vote	64%	(265)	36%	(151)	416
Voted in 2014: Yes	56%	(427)	44%	(340)	767
Voted in 2014: No	64%	(372)	36%	(205)	576

Continued on next page

**Table MCSP16\_4NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

*Chips*

Demographic	Selected		Not Selected		Total N
Adults	59%	(799)	41%	(545)	1344
4-Region: Northeast	59%	(154)	41%	(107)	261
4-Region: Midwest	59%	(170)	41%	(120)	290
4-Region: South	61%	(297)	39%	(193)	490
4-Region: West	59%	(177)	41%	(125)	303
Sports fan	60%	(716)	40%	(472)	1188
Avid sports fan	63%	(282)	37%	(165)	448
Casual sports fan	59%	(433)	41%	(307)	740
Football fan	60%	(713)	40%	(476)	1190
Avid football fan	62%	(361)	38%	(218)	579
Casual football fan	58%	(352)	42%	(259)	611
NFL fan	60%	(714)	40%	(467)	1181
Avid NFL fan	61%	(347)	39%	(221)	568
Casual NFL fan	60%	(368)	40%	(246)	613
Watched SB last year	60%	(633)	40%	(424)	1057
Didn't watch SB last year	58%	(165)	42%	(121)	287
OK brands get political	57%	(322)	43%	(239)	561
Not OK brands get political	62%	(409)	38%	(248)	657
OK social justice	61%	(549)	39%	(352)	901
Not OK social justice	57%	(180)	43%	(134)	313
Likely SB viewer	59%	(799)	41%	(545)	1344
More likely to watch SB this year	62%	(349)	38%	(212)	560
Less likely to watch SB this year	60%	(77)	40%	(51)	129
Likely host/attend SB party	65%	(239)	35%	(130)	369
Unlikely host/attend SB party	57%	(524)	43%	(401)	924
Watch SB for game	58%	(499)	42%	(360)	859
Watch SB for halftime	66%	(149)	34%	(78)	227
Watch SB for ads	62%	(120)	38%	(73)	193
SB more political	65%	(370)	35%	(201)	570
SB less political	59%	(136)	41%	(95)	231
Typically host/attend SB party	70%	(340)	30%	(147)	487

Continued on next page

**Table MCSP16\_4NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.  
Chips

Demographic	Selected		Not Selected		Total N
Adults	59%	(799)	41%	(545)	1344
Typically do not host/attend SB party	54%	(459)	46%	(398)	856
Usually pays a lot/some attn to ads	61%	(696)	39%	(446)	1142
Usually pays not much/no attn to ads	51%	(102)	49%	(99)	201
Plan to pay a lot/some attn to ads	61%	(680)	39%	(432)	1112
Plan to pay not much/no attn to ads	51%	(118)	49%	(113)	231
Pro football fav sport	62%	(339)	38%	(210)	549
Fav NFL	61%	(652)	39%	(412)	1065
Unfav NFL	58%	(100)	42%	(73)	173
Fav Goodell	61%	(274)	39%	(179)	453
Unfav Goodell	58%	(200)	42%	(142)	342
Fav Chiefs	60%	(530)	40%	(349)	879
Fav Buccaneers	59%	(429)	41%	(297)	726
Chiefs fan	59%	(388)	41%	(266)	654
Buccaneers fan	61%	(287)	39%	(183)	470
Frequent sports betters	55%	(49)	45%	(40)	89
Regular sports betters	61%	(119)	39%	(75)	193
Frequent NFL betters	61%	(63)	39%	(40)	103
Regular NFL betters	63%	(130)	37%	(77)	207
Definite SB betters	61%	(76)	39%	(49)	125
Probable SB betters	65%	(197)	35%	(106)	303
Believe betting is legal in their state	62%	(304)	38%	(189)	493
Believe betting is illegal in their state	58%	(152)	42%	(112)	264
Non-sports fans	53%	(83)	47%	(73)	156
Gen Z sports fans	72%	(102)	28%	(40)	142
Millennial sports fans	67%	(232)	33%	(113)	345
Gen X sports fans	61%	(184)	39%	(115)	299
Boomer sports fans	50%	(177)	50%	(181)	358
Sports fans 18-34	70%	(239)	30%	(102)	341
Sports fans 35-44	64%	(132)	36%	(73)	205
Sports fans 45-64	58%	(240)	42%	(171)	411

Continued on next page



**Table MCSP16\_4NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

*Chips*

Demographic	Selected		Not Selected		Total N
Adults	59%	(799)	41%	(545)	1344
Sports fans 65+	46%	(105)	54%	(126)	231
Occasional sports betters	66%	(105)	34%	(53)	158
Non-sports betters	58%	(575)	42%	(417)	993
In legal betting states	57%	(279)	43%	(214)	492
Outside legal betting states	61%	(520)	39%	(331)	851
Sports fan In legal betting states 21+	57%	(240)	43%	(184)	425
Sports fan Outside legal betting states 21+	61%	(426)	39%	(269)	695
Likely SB viewer In legal betting states 21+	57%	(263)	43%	(201)	464
Likely SB viewer Outside legal betting states 21+	60%	(477)	40%	(319)	796

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

**Table MCSP16\_5NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Dips

Demographic	Selected		Not Selected		Total N
Adults	45%	(601)	55%	(743)	1344
Gender: Male	37%	(274)	63%	(468)	742
Gender: Female	54%	(326)	46%	(275)	601
Age: 18-34	54%	(215)	46%	(185)	401
Age: 35-44	46%	(106)	54%	(124)	231
Age: 45-64	44%	(197)	56%	(249)	447
Age: 65+	31%	(81)	69%	(184)	266
GenZers: 1997-2012	54%	(92)	46%	(78)	170
Millennials: 1981-1996	51%	(200)	49%	(194)	394
GenXers: 1965-1980	46%	(151)	54%	(175)	325
Baby Boomers: 1946-1964	37%	(149)	63%	(258)	406
PID: Dem (no lean)	41%	(256)	59%	(367)	624
PID: Ind (no lean)	45%	(155)	55%	(192)	347
PID: Rep (no lean)	51%	(190)	49%	(183)	373
PID/Gender: Dem Men	31%	(98)	69%	(221)	319
PID/Gender: Dem Women	52%	(158)	48%	(147)	305
PID/Gender: Ind Men	36%	(70)	64%	(127)	198
PID/Gender: Ind Women	56%	(84)	44%	(65)	149
PID/Gender: Rep Men	47%	(106)	53%	(120)	226
PID/Gender: Rep Women	57%	(84)	43%	(63)	147
Ideo: Liberal (1-3)	39%	(166)	61%	(265)	430
Ideo: Moderate (4)	44%	(177)	56%	(229)	406
Ideo: Conservative (5-7)	47%	(185)	53%	(209)	394
Educ: < College	49%	(424)	51%	(448)	872
Educ: Bachelors degree	39%	(114)	61%	(178)	292
Educ: Post-grad	35%	(62)	65%	(117)	179
Income: Under 50k	45%	(299)	55%	(371)	670
Income: 50k-100k	47%	(207)	53%	(229)	436
Income: 100k+	40%	(95)	60%	(142)	237
Ethnicity: White	44%	(454)	56%	(571)	1025
Ethnicity: Hispanic	49%	(103)	51%	(105)	208

Continued on next page

**Table MCSP16\_5NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Dips

Demographic	Selected		Not Selected		Total N
Adults	45%	(601)	55%	(743)	1344
Ethnicity: Black	48%	(96)	52%	(105)	201
Ethnicity: Other	43%	(51)	57%	(67)	117
All Christian	40%	(250)	60%	(374)	625
All Non-Christian	36%	(34)	64%	(61)	94
Atheist	34%	(21)	66%	(40)	60
Agnostic/Nothing in particular	44%	(145)	56%	(186)	331
Something Else	65%	(151)	35%	(82)	233
Religious Non-Protestant/Catholic	35%	(36)	65%	(67)	102
Evangelical	47%	(154)	53%	(174)	328
Non-Evangelical	47%	(242)	53%	(273)	515
Community: Urban	45%	(182)	55%	(223)	405
Community: Suburban	43%	(281)	57%	(374)	655
Community: Rural	48%	(137)	52%	(146)	283
Employ: Private Sector	45%	(200)	55%	(243)	442
Employ: Government	49%	(38)	51%	(39)	78
Employ: Self-Employed	41%	(41)	59%	(60)	101
Employ: Homemaker	62%	(60)	38%	(37)	97
Employ: Student	50%	(33)	50%	(33)	66
Employ: Retired	34%	(102)	66%	(197)	298
Employ: Unemployed	44%	(80)	56%	(101)	180
Employ: Other	58%	(47)	42%	(34)	81
Military HH: Yes	44%	(95)	56%	(122)	217
Military HH: No	45%	(506)	55%	(621)	1127
RD/WT: Right Direction	43%	(269)	57%	(357)	626
RD/WT: Wrong Track	46%	(332)	54%	(386)	718
Biden Job Approve	43%	(368)	57%	(490)	858
Biden Job Disapprove	48%	(177)	52%	(192)	369

Continued on next page

**Table MCSP16\_5NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.  
Dips

Demographic	Selected		Not Selected		Total N
Adults	45%	(601)	55%	(743)	1344
Biden Job Strongly Approve	44%	(236)	56%	(295)	531
Biden Job Somewhat Approve	40%	(132)	60%	(195)	327
Biden Job Somewhat Disapprove	46%	(56)	54%	(67)	123
Biden Job Strongly Disapprove	49%	(121)	51%	(125)	246
Favorable of Biden	43%	(385)	57%	(500)	884
Unfavorable of Biden	48%	(191)	52%	(210)	401
Very Favorable of Biden	44%	(235)	56%	(295)	530
Somewhat Favorable of Biden	42%	(150)	58%	(205)	354
Somewhat Unfavorable of Biden	45%	(53)	55%	(65)	118
Very Unfavorable of Biden	49%	(138)	51%	(144)	283
#1 Issue: Economy	49%	(275)	51%	(285)	561
#1 Issue: Security	38%	(48)	62%	(79)	127
#1 Issue: Health Care	39%	(101)	61%	(160)	262
#1 Issue: Medicare / Social Security	28%	(40)	72%	(102)	142
#1 Issue: Women's Issues	71%	(38)	29%	(16)	54
#1 Issue: Education	47%	(30)	53%	(34)	64
#1 Issue: Energy	56%	(29)	44%	(22)	51
#1 Issue: Other	47%	(40)	53%	(45)	84
2020 Vote: Joe Biden	42%	(309)	58%	(418)	727
2020 Vote: Donald Trump	46%	(174)	54%	(205)	379
2020 Vote: Didn't Vote	50%	(105)	50%	(105)	210
2018 House Vote: Democrat	41%	(215)	59%	(312)	527
2018 House Vote: Republican	44%	(143)	56%	(179)	321
2016 Vote: Hillary Clinton	40%	(198)	60%	(300)	499
2016 Vote: Donald Trump	47%	(171)	53%	(192)	363
2016 Vote: Other	46%	(29)	54%	(34)	64
2016 Vote: Didn't Vote	49%	(202)	51%	(214)	416
Voted in 2014: Yes	42%	(326)	58%	(441)	767
Voted in 2014: No	48%	(275)	52%	(302)	576

Continued on next page

**Table MCSP16\_5NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Dips

Demographic	Selected		Not Selected		Total N
Adults	45%	(601)	55%	(743)	1344
4-Region: Northeast	44%	(116)	56%	(145)	261
4-Region: Midwest	48%	(140)	52%	(150)	290
4-Region: South	47%	(228)	53%	(262)	490
4-Region: West	39%	(117)	61%	(186)	303
Sports fan	45%	(533)	55%	(655)	1188
Avid sports fan	45%	(200)	55%	(248)	448
Casual sports fan	45%	(333)	55%	(407)	740
Football fan	45%	(535)	55%	(654)	1190
Avid football fan	44%	(258)	56%	(321)	579
Casual football fan	45%	(278)	55%	(333)	611
NFL fan	45%	(534)	55%	(647)	1181
Avid NFL fan	44%	(248)	56%	(320)	568
Casual NFL fan	47%	(286)	53%	(327)	613
Watched SB last year	45%	(471)	55%	(586)	1057
Didn't watch SB last year	45%	(130)	55%	(157)	287
OK brands get political	46%	(256)	54%	(305)	561
Not OK brands get political	45%	(292)	55%	(365)	657
OK social justice	44%	(400)	56%	(501)	901
Not OK social justice	46%	(145)	54%	(169)	313
Likely SB viewer	45%	(601)	55%	(743)	1344
More likely to watch SB this year	45%	(253)	55%	(307)	560
Less likely to watch SB this year	44%	(56)	56%	(73)	129
Likely host/attend SB party	49%	(182)	51%	(187)	369
Unlikely host/attend SB party	41%	(384)	59%	(541)	924
Watch SB for game	42%	(359)	58%	(500)	859
Watch SB for halftime	54%	(123)	46%	(103)	227
Watch SB for ads	49%	(94)	51%	(99)	193
SB more political	47%	(270)	53%	(301)	570
SB less political	42%	(98)	58%	(133)	231
Typically host/attend SB party	59%	(286)	41%	(201)	487

Continued on next page

**Table MCSP16\_5NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Demographic	Selected		Not Selected		Total N
Adults	45%	(601)	55%	(743)	1344
Typically do not host/attend SB party	37%	(315)	63%	(542)	856
Usually pays a lot/some attn to ads	47%	(536)	53%	(606)	1142
Usually pays not much/no attn to ads	32%	(65)	68%	(137)	201
Plan to pay a lot/some attn to ads	47%	(523)	53%	(590)	1112
Plan to pay not much/no attn to ads	34%	(78)	66%	(153)	231
Pro football fav sport	47%	(259)	53%	(290)	549
Fav NFL	46%	(490)	54%	(575)	1065
Unfav NFL	40%	(69)	60%	(105)	173
Fav Goodell	40%	(182)	60%	(272)	453
Unfav Goodell	43%	(146)	57%	(196)	342
Fav Chiefs	42%	(372)	58%	(506)	879
Fav Buccaneers	44%	(320)	56%	(406)	726
Chiefs fan	41%	(267)	59%	(387)	654
Buccaneers fan	50%	(233)	50%	(237)	470
Frequent sports betters	47%	(42)	53%	(47)	89
Regular sports betters	44%	(86)	56%	(107)	193
Frequent NFL betters	48%	(50)	52%	(53)	103
Regular NFL betters	49%	(101)	51%	(106)	207
Definite SB betters	47%	(58)	53%	(67)	125
Probable SB betters	47%	(143)	53%	(161)	303
Believe betting is legal in their state	45%	(220)	55%	(273)	493
Believe betting is illegal in their state	43%	(112)	57%	(151)	264
Non-sports fans	43%	(68)	57%	(88)	156
Gen Z sports fans	57%	(80)	43%	(61)	142
Millennial sports fans	51%	(176)	49%	(169)	345
Gen X sports fans	47%	(140)	53%	(159)	299
Boomer sports fans	36%	(129)	64%	(229)	358
Sports fans 18-34	55%	(188)	45%	(153)	341
Sports fans 35-44	46%	(94)	54%	(111)	205
Sports fans 45-64	44%	(183)	56%	(228)	411

Continued on next page

**Table MCSP16\_5NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Dips

Demographic	Selected		Not Selected		Total N
Adults	45%	(601)	55%	(743)	1344
Sports fans 65+	30%	(68)	70%	(163)	231
Occasional sports betters	45%	(71)	55%	(87)	158
Non-sports betters	45%	(444)	55%	(548)	993
In legal betting states	43%	(212)	57%	(281)	492
Outside legal betting states	46%	(389)	54%	(462)	851
Sports fan In legal betting states 21+	42%	(180)	58%	(245)	425
Sports fan Outside legal betting states 21+	45%	(314)	55%	(381)	695
Likely SB viewer In legal betting states 21+	43%	(199)	57%	(265)	464
Likely SB viewer Outside legal betting states 21+	45%	(356)	55%	(441)	796

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

**Table MCSP16\_6NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

*Burgers or sliders*

Demographic	Selected		Not Selected		Total N
Adults	27%	(356)	73%	(987)	1344
Gender: Male	24%	(176)	76%	(566)	742
Gender: Female	30%	(180)	70%	(421)	601
Age: 18-34	41%	(166)	59%	(235)	401
Age: 35-44	34%	(77)	66%	(153)	231
Age: 45-64	19%	(86)	81%	(360)	447
Age: 65+	10%	(27)	90%	(239)	266
GenZers: 1997-2012	39%	(66)	61%	(104)	170
Millennials: 1981-1996	39%	(155)	61%	(238)	394
GenXers: 1965-1980	24%	(77)	76%	(248)	325
Baby Boomers: 1946-1964	14%	(56)	86%	(350)	406
PID: Dem (no lean)	28%	(172)	72%	(452)	624
PID: Ind (no lean)	27%	(93)	73%	(254)	347
PID: Rep (no lean)	25%	(92)	75%	(281)	373
PID/Gender: Dem Men	25%	(81)	75%	(238)	319
PID/Gender: Dem Women	30%	(91)	70%	(214)	305
PID/Gender: Ind Men	24%	(47)	76%	(151)	198
PID/Gender: Ind Women	31%	(46)	69%	(103)	149
PID/Gender: Rep Men	22%	(49)	78%	(177)	226
PID/Gender: Rep Women	29%	(43)	71%	(104)	147
Ideo: Liberal (1-3)	27%	(117)	73%	(313)	430
Ideo: Moderate (4)	24%	(96)	76%	(310)	406
Ideo: Conservative (5-7)	25%	(97)	75%	(297)	394
Educ: < College	29%	(256)	71%	(616)	872
Educ: Bachelors degree	20%	(59)	80%	(233)	292
Educ: Post-grad	23%	(41)	77%	(138)	179
Income: Under 50k	27%	(178)	73%	(492)	670
Income: 50k-100k	29%	(126)	71%	(311)	436
Income: 100k+	22%	(53)	78%	(184)	237
Ethnicity: White	24%	(242)	76%	(783)	1025
Ethnicity: Hispanic	36%	(75)	64%	(133)	208

Continued on next page



**Table MCSP16\_6NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Burgers or sliders

Demographic	Selected		Not Selected		Total N
Adults	27%	(356)	73%	(987)	1344
Ethnicity: Black	37%	(74)	63%	(127)	201
Ethnicity: Other	34%	(40)	66%	(78)	117
All Christian	22%	(135)	78%	(490)	625
All Non-Christian	30%	(28)	70%	(66)	94
Atheist	27%	(16)	73%	(44)	60
Agnostic/Nothing in particular	27%	(88)	73%	(244)	331
Something Else	38%	(89)	62%	(144)	233
Religious Non-Protestant/Catholic	28%	(29)	72%	(74)	102
Evangelical	33%	(109)	67%	(219)	328
Non-Evangelical	22%	(111)	78%	(404)	515
Community: Urban	30%	(123)	70%	(282)	405
Community: Suburban	24%	(156)	76%	(499)	655
Community: Rural	27%	(77)	73%	(206)	283
Employ: Private Sector	29%	(130)	71%	(312)	442
Employ: Government	30%	(23)	70%	(54)	78
Employ: Self-Employed	31%	(32)	69%	(70)	101
Employ: Homemaker	38%	(36)	62%	(60)	97
Employ: Student	38%	(25)	62%	(41)	66
Employ: Retired	11%	(32)	89%	(267)	298
Employ: Unemployed	33%	(59)	67%	(121)	180
Employ: Other	23%	(19)	77%	(62)	81
Military HH: Yes	22%	(48)	78%	(169)	217
Military HH: No	27%	(308)	73%	(819)	1127
RD/WT: Right Direction	29%	(184)	71%	(442)	626
RD/WT: Wrong Track	24%	(172)	76%	(546)	718
Biden Job Approve	28%	(236)	72%	(622)	858
Biden Job Disapprove	23%	(86)	77%	(283)	369

Continued on next page

**Table MCSP16\_6NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.  
Burgers or sliders

Demographic	Selected		Not Selected		Total N
Adults	27%	(356)	73%	(987)	1344
Biden Job Strongly Approve	28%	(147)	72%	(383)	531
Biden Job Somewhat Approve	27%	(89)	73%	(238)	327
Biden Job Somewhat Disapprove	24%	(30)	76%	(94)	123
Biden Job Strongly Disapprove	23%	(56)	77%	(190)	246
Favorable of Biden	28%	(252)	72%	(633)	884
Unfavorable of Biden	23%	(93)	77%	(308)	401
Very Favorable of Biden	29%	(151)	71%	(379)	530
Somewhat Favorable of Biden	28%	(100)	72%	(254)	354
Somewhat Unfavorable of Biden	22%	(26)	78%	(93)	118
Very Unfavorable of Biden	24%	(68)	76%	(215)	283
#1 Issue: Economy	31%	(174)	69%	(387)	561
#1 Issue: Security	18%	(23)	82%	(104)	127
#1 Issue: Health Care	23%	(60)	77%	(202)	262
#1 Issue: Medicare / Social Security	15%	(21)	85%	(121)	142
#1 Issue: Women's Issues	43%	(23)	57%	(31)	54
#1 Issue: Education	35%	(22)	65%	(42)	64
#1 Issue: Energy	31%	(16)	69%	(35)	51
#1 Issue: Other	22%	(18)	78%	(66)	84
2020 Vote: Joe Biden	27%	(195)	73%	(533)	727
2020 Vote: Donald Trump	21%	(79)	79%	(300)	379
2020 Vote: Didn't Vote	36%	(75)	64%	(135)	210
2018 House Vote: Democrat	25%	(132)	75%	(394)	527
2018 House Vote: Republican	21%	(66)	79%	(255)	321
2016 Vote: Hillary Clinton	25%	(125)	75%	(373)	499
2016 Vote: Donald Trump	22%	(80)	78%	(283)	363
2016 Vote: Other	22%	(14)	78%	(50)	64
2016 Vote: Didn't Vote	33%	(136)	67%	(281)	416
Voted in 2014: Yes	23%	(174)	77%	(594)	767
Voted in 2014: No	32%	(183)	68%	(394)	576

Continued on next page

**Table MCSP16\_6NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Burgers or sliders

Demographic	Selected		Not Selected		Total N
Adults	27%	(356)	73%	(987)	1344
4-Region: Northeast	21%	(55)	79%	(206)	261
4-Region: Midwest	23%	(66)	77%	(224)	290
4-Region: South	34%	(165)	66%	(325)	490
4-Region: West	23%	(70)	77%	(233)	303
Sports fan	27%	(322)	73%	(865)	1188
Avid sports fan	30%	(135)	70%	(313)	448
Casual sports fan	25%	(187)	75%	(553)	740
Football fan	27%	(323)	73%	(867)	1190
Avid football fan	28%	(161)	72%	(418)	579
Casual football fan	26%	(162)	74%	(449)	611
NFL fan	27%	(318)	73%	(863)	1181
Avid NFL fan	28%	(156)	72%	(412)	568
Casual NFL fan	26%	(161)	74%	(452)	613
Watched SB last year	25%	(269)	75%	(787)	1057
Didn't watch SB last year	30%	(87)	70%	(200)	287
OK brands get political	32%	(182)	68%	(380)	561
Not OK brands get political	22%	(141)	78%	(516)	657
OK social justice	29%	(257)	71%	(644)	901
Not OK social justice	21%	(65)	79%	(249)	313
Likely SB viewer	27%	(356)	73%	(987)	1344
More likely to watch SB this year	35%	(199)	65%	(362)	560
Less likely to watch SB this year	14%	(19)	86%	(110)	129
Likely host/attend SB party	44%	(161)	56%	(208)	369
Unlikely host/attend SB party	19%	(176)	81%	(748)	924
Watch SB for game	25%	(212)	75%	(647)	859
Watch SB for halftime	30%	(69)	70%	(158)	227
Watch SB for ads	28%	(55)	72%	(138)	193
SB more political	30%	(170)	70%	(401)	570
SB less political	20%	(46)	80%	(184)	231
Typically host/attend SB party	40%	(193)	60%	(295)	487

Continued on next page

**Table MCSP16\_6NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.  
Burgers or sliders

Demographic	Selected		Not Selected		Total N
Adults	27%	(356)	73%	(987)	1344
Typically do not host/attend SB party	19%	(164)	81%	(693)	856
Usually pays a lot/some attn to ads	27%	(305)	73%	(837)	1142
Usually pays not much/no attn to ads	25%	(51)	75%	(150)	201
Plan to pay a lot/some attn to ads	26%	(294)	74%	(819)	1112
Plan to pay not much/no attn to ads	27%	(62)	73%	(169)	231
Pro football fav sport	28%	(155)	72%	(394)	549
Fav NFL	27%	(292)	73%	(773)	1065
Unfav NFL	24%	(41)	76%	(132)	173
Fav Goodell	29%	(131)	71%	(322)	453
Unfav Goodell	23%	(79)	77%	(263)	342
Fav Chiefs	25%	(222)	75%	(656)	879
Fav Buccaneers	27%	(193)	73%	(534)	726
Chiefs fan	26%	(168)	74%	(486)	654
Buccaneers fan	30%	(140)	70%	(329)	470
Frequent sports betters	47%	(41)	53%	(47)	89
Regular sports betters	45%	(88)	55%	(105)	193
Frequent NFL betters	45%	(47)	55%	(56)	103
Regular NFL betters	45%	(93)	55%	(114)	207
Definite SB betters	43%	(53)	57%	(72)	125
Probable SB betters	44%	(135)	56%	(169)	303
Believe betting is legal in their state	28%	(140)	72%	(353)	493
Believe betting is illegal in their state	31%	(83)	69%	(181)	264
Non-sports fans	22%	(34)	78%	(122)	156
Gen Z sports fans	41%	(59)	59%	(83)	142
Millennial sports fans	41%	(141)	59%	(204)	345
Gen X sports fans	24%	(72)	76%	(227)	299
Boomer sports fans	14%	(50)	86%	(308)	358
Sports fans 18-34	44%	(150)	56%	(192)	341
Sports fans 35-44	34%	(69)	66%	(136)	205
Sports fans 45-64	20%	(82)	80%	(329)	411

Continued on next page

**Table MCSP16\_6NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Burgers or sliders

Demographic	Selected		Not Selected		Total N
Adults	27%	(356)	73%	(987)	1344
Sports fans 65+	10%	(22)	90%	(209)	231
Occasional sports betters	33%	(52)	67%	(106)	158
Non-sports betters	22%	(217)	78%	(776)	993
In legal betting states	23%	(114)	77%	(379)	492
Outside legal betting states	28%	(242)	72%	(609)	851
Sports fan In legal betting states 21+	23%	(96)	77%	(329)	425
Sports fan Outside legal betting states 21+	28%	(195)	72%	(500)	695
Likely SB viewer In legal betting states 21+	23%	(107)	77%	(357)	464
Likely SB viewer Outside legal betting states 21+	27%	(214)	73%	(582)	796

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

**Table MCSP16\_7NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Tacos

Demographic	Selected		Not Selected		Total N
Adults	18%	(245)	82%	(1098)	1344
Gender: Male	18%	(133)	82%	(609)	742
Gender: Female	19%	(112)	81%	(489)	601
Age: 18-34	29%	(115)	71%	(285)	401
Age: 35-44	22%	(51)	78%	(180)	231
Age: 45-64	13%	(57)	87%	(389)	447
Age: 65+	8%	(22)	92%	(244)	266
GenZers: 1997-2012	32%	(55)	68%	(115)	170
Millennials: 1981-1996	25%	(98)	75%	(296)	394
GenXers: 1965-1980	16%	(52)	84%	(273)	325
Baby Boomers: 1946-1964	10%	(39)	90%	(368)	406
PID: Dem (no lean)	20%	(122)	80%	(502)	624
PID: Ind (no lean)	18%	(63)	82%	(284)	347
PID: Rep (no lean)	16%	(60)	84%	(313)	373
PID/Gender: Dem Men	19%	(61)	81%	(258)	319
PID/Gender: Dem Women	20%	(61)	80%	(244)	305
PID/Gender: Ind Men	16%	(32)	84%	(166)	198
PID/Gender: Ind Women	21%	(32)	79%	(118)	149
PID/Gender: Rep Men	18%	(41)	82%	(185)	226
PID/Gender: Rep Women	13%	(19)	87%	(128)	147
Ideo: Liberal (1-3)	17%	(75)	83%	(356)	430
Ideo: Moderate (4)	21%	(86)	79%	(320)	406
Ideo: Conservative (5-7)	15%	(59)	85%	(335)	394
Educ: < College	20%	(174)	80%	(698)	872
Educ: Bachelors degree	14%	(40)	86%	(252)	292
Educ: Post-grad	17%	(31)	83%	(148)	179
Income: Under 50k	20%	(132)	80%	(539)	670
Income: 50k-100k	15%	(66)	85%	(371)	436
Income: 100k+	20%	(48)	80%	(189)	237
Ethnicity: White	15%	(151)	85%	(874)	1025
Ethnicity: Hispanic	29%	(60)	71%	(148)	208

Continued on next page

**Table MCSP16\_7NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Tacos

Demographic	Selected		Not Selected		Total N
Adults	18%	(245)	82%	(1098)	1344
Ethnicity: Black	30%	(59)	70%	(142)	201
Ethnicity: Other	30%	(35)	70%	(82)	117
All Christian	14%	(89)	86%	(536)	625
All Non-Christian	18%	(17)	82%	(77)	94
Atheist	35%	(21)	65%	(39)	60
Agnostic/Nothing in particular	19%	(62)	81%	(270)	331
Something Else	24%	(57)	76%	(176)	233
Religious Non-Protestant/Catholic	18%	(18)	82%	(84)	102
Evangelical	19%	(63)	81%	(265)	328
Non-Evangelical	16%	(81)	84%	(434)	515
Community: Urban	24%	(99)	76%	(306)	405
Community: Suburban	14%	(93)	86%	(563)	655
Community: Rural	19%	(53)	81%	(230)	283
Employ: Private Sector	19%	(82)	81%	(360)	442
Employ: Government	17%	(13)	83%	(64)	78
Employ: Self-Employed	33%	(33)	67%	(68)	101
Employ: Homemaker	20%	(19)	80%	(77)	97
Employ: Student	31%	(21)	69%	(45)	66
Employ: Retired	10%	(31)	90%	(268)	298
Employ: Unemployed	17%	(30)	83%	(150)	180
Employ: Other	20%	(16)	80%	(65)	81
Military HH: Yes	17%	(38)	83%	(179)	217
Military HH: No	18%	(208)	82%	(919)	1127
RD/WT: Right Direction	22%	(137)	78%	(489)	626
RD/WT: Wrong Track	15%	(108)	85%	(610)	718
Biden Job Approve	20%	(173)	80%	(685)	858
Biden Job Disapprove	16%	(57)	84%	(312)	369

Continued on next page

**Table MCSP16\_7NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Tacos

Demographic	Selected		Not Selected		Total N
Adults	18%	(245)	82%	(1098)	1344
Biden Job Strongly Approve	21%	(110)	79%	(421)	531
Biden Job Somewhat Approve	19%	(63)	81%	(264)	327
Biden Job Somewhat Disapprove	15%	(18)	85%	(105)	123
Biden Job Strongly Disapprove	16%	(39)	84%	(207)	246
Favorable of Biden	20%	(177)	80%	(707)	884
Unfavorable of Biden	14%	(56)	86%	(345)	401
Very Favorable of Biden	20%	(108)	80%	(422)	530
Somewhat Favorable of Biden	20%	(69)	80%	(285)	354
Somewhat Unfavorable of Biden	14%	(16)	86%	(102)	118
Very Unfavorable of Biden	14%	(40)	86%	(243)	283
#1 Issue: Economy	19%	(107)	81%	(454)	561
#1 Issue: Security	16%	(21)	84%	(106)	127
#1 Issue: Health Care	17%	(44)	83%	(217)	262
#1 Issue: Medicare / Social Security	13%	(19)	87%	(123)	142
#1 Issue: Women's Issues	31%	(17)	69%	(37)	54
#1 Issue: Education	36%	(23)	64%	(41)	64
#1 Issue: Energy	22%	(11)	78%	(40)	51
#1 Issue: Other	5%	(4)	95%	(80)	84
2020 Vote: Joe Biden	19%	(138)	81%	(589)	727
2020 Vote: Donald Trump	15%	(57)	85%	(322)	379
2020 Vote: Didn't Vote	22%	(46)	78%	(164)	210
2018 House Vote: Democrat	18%	(97)	82%	(429)	527
2018 House Vote: Republican	12%	(40)	88%	(282)	321
2016 Vote: Hillary Clinton	17%	(87)	83%	(412)	499
2016 Vote: Donald Trump	14%	(51)	86%	(311)	363
2016 Vote: Other	12%	(8)	88%	(56)	64
2016 Vote: Didn't Vote	24%	(100)	76%	(317)	416
Voted in 2014: Yes	15%	(116)	85%	(652)	767
Voted in 2014: No	23%	(130)	77%	(447)	576

Continued on next page



**Table MCSP16\_7NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Tacos

Demographic	Selected		Not Selected		Total N
Adults	18%	(245)	82%	(1098)	1344
4-Region: Northeast	14%	(37)	86%	(224)	261
4-Region: Midwest	16%	(46)	84%	(244)	290
4-Region: South	20%	(100)	80%	(390)	490
4-Region: West	21%	(63)	79%	(240)	303
Sports fan	18%	(212)	82%	(976)	1188
Avid sports fan	22%	(100)	78%	(347)	448
Casual sports fan	15%	(112)	85%	(628)	740
Football fan	18%	(211)	82%	(979)	1190
Avid football fan	18%	(102)	82%	(477)	579
Casual football fan	18%	(109)	82%	(501)	611
NFL fan	17%	(206)	83%	(975)	1181
Avid NFL fan	18%	(102)	82%	(467)	568
Casual NFL fan	17%	(105)	83%	(508)	613
Watched SB last year	17%	(179)	83%	(878)	1057
Didn't watch SB last year	23%	(67)	77%	(220)	287
OK brands get political	21%	(120)	79%	(442)	561
Not OK brands get political	14%	(94)	86%	(563)	657
OK social justice	20%	(178)	80%	(724)	901
Not OK social justice	13%	(39)	87%	(274)	313
Likely SB viewer	18%	(245)	82%	(1098)	1344
More likely to watch SB this year	23%	(131)	77%	(429)	560
Less likely to watch SB this year	16%	(21)	84%	(108)	129
Likely host/attend SB party	27%	(98)	73%	(271)	369
Unlikely host/attend SB party	14%	(127)	86%	(797)	924
Watch SB for game	15%	(127)	85%	(733)	859
Watch SB for halftime	27%	(60)	73%	(166)	227
Watch SB for ads	21%	(40)	79%	(152)	193
SB more political	19%	(107)	81%	(464)	570
SB less political	14%	(33)	86%	(197)	231
Typically host/attend SB party	23%	(114)	77%	(373)	487

Continued on next page

**Table MCSP16\_7NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Tacos

Demographic	Selected		Not Selected		Total N
Adults	18%	(245)	82%	(1098)	1344
Typically do not host/attend SB party	15%	(131)	85%	(725)	856
Usually pays a lot/some attn to ads	18%	(201)	82%	(941)	1142
Usually pays not much/no attn to ads	22%	(44)	78%	(157)	201
Plan to pay a lot/some attn to ads	18%	(198)	82%	(915)	1112
Plan to pay not much/no attn to ads	21%	(48)	79%	(183)	231
Pro football fav sport	17%	(96)	83%	(453)	549
Fav NFL	18%	(193)	82%	(872)	1065
Unfav NFL	14%	(24)	86%	(150)	173
Fav Goodell	19%	(87)	81%	(366)	453
Unfav Goodell	16%	(56)	84%	(286)	342
Fav Chiefs	18%	(156)	82%	(723)	879
Fav Buccaneers	18%	(134)	82%	(593)	726
Chiefs fan	19%	(123)	81%	(531)	654
Buccaneers fan	18%	(83)	82%	(386)	470
Frequent sports betters	27%	(24)	73%	(65)	89
Regular sports betters	32%	(63)	68%	(130)	193
Frequent NFL betters	27%	(28)	73%	(75)	103
Regular NFL betters	29%	(60)	71%	(147)	207
Definite SB betters	30%	(37)	70%	(88)	125
Probable SB betters	28%	(85)	72%	(219)	303
Believe betting is legal in their state	20%	(100)	80%	(393)	493
Believe betting is illegal in their state	18%	(47)	82%	(217)	264
Non-sports fans	21%	(33)	79%	(123)	156
Gen Z sports fans	33%	(47)	67%	(94)	142
Millennial sports fans	26%	(89)	74%	(256)	345
Gen X sports fans	15%	(46)	85%	(253)	299
Boomer sports fans	8%	(28)	92%	(330)	358
Sports fans 18-34	30%	(101)	70%	(240)	341
Sports fans 35-44	22%	(46)	78%	(160)	205
Sports fans 45-64	12%	(48)	88%	(363)	411

Continued on next page

**Table MCSP16\_7NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Tacos

Demographic	Selected		Not Selected		Total N
Adults	18%	(245)	82%	(1098)	1344
Sports fans 65+	7%	(17)	93%	(214)	231
Occasional sports betters	22%	(35)	78%	(123)	158
Non-sports betters	15%	(147)	85%	(845)	993
In legal betting states	16%	(79)	84%	(414)	492
Outside legal betting states	20%	(167)	80%	(685)	851
Sports fan In legal betting states 21+	15%	(63)	85%	(362)	425
Sports fan Outside legal betting states 21+	17%	(122)	83%	(573)	695
Likely SB viewer In legal betting states 21+	15%	(71)	85%	(393)	464
Likely SB viewer Outside legal betting states 21+	18%	(142)	82%	(655)	796

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

**Table MCSP16\_8NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Meatballs

Demographic	Selected		Not Selected		Total N
Adults	13%	(175)	87%	(1169)	1344
Gender: Male	11%	(82)	89%	(660)	742
Gender: Female	15%	(93)	85%	(508)	601
Age: 18-34	18%	(72)	82%	(329)	401
Age: 35-44	19%	(43)	81%	(187)	231
Age: 45-64	9%	(38)	91%	(408)	447
Age: 65+	8%	(21)	92%	(244)	266
GenZers: 1997-2012	15%	(26)	85%	(144)	170
Millennials: 1981-1996	20%	(79)	80%	(315)	394
GenXers: 1965-1980	10%	(34)	90%	(291)	325
Baby Boomers: 1946-1964	8%	(33)	92%	(373)	406
PID: Dem (no lean)	13%	(79)	87%	(544)	624
PID: Ind (no lean)	12%	(42)	88%	(305)	347
PID: Rep (no lean)	14%	(54)	86%	(319)	373
PID/Gender: Dem Men	10%	(32)	90%	(287)	319
PID/Gender: Dem Women	16%	(48)	84%	(257)	305
PID/Gender: Ind Men	10%	(19)	90%	(179)	198
PID/Gender: Ind Women	15%	(23)	85%	(126)	149
PID/Gender: Rep Men	14%	(32)	86%	(194)	226
PID/Gender: Rep Women	15%	(22)	85%	(125)	147
Ideo: Liberal (1-3)	9%	(41)	91%	(390)	430
Ideo: Moderate (4)	15%	(60)	85%	(346)	406
Ideo: Conservative (5-7)	13%	(49)	87%	(345)	394
Educ: < College	13%	(117)	87%	(755)	872
Educ: Bachelors degree	10%	(29)	90%	(263)	292
Educ: Post-grad	16%	(29)	84%	(150)	179
Income: Under 50k	12%	(81)	88%	(589)	670
Income: 50k-100k	14%	(61)	86%	(375)	436
Income: 100k+	14%	(32)	86%	(204)	237
Ethnicity: White	12%	(127)	88%	(898)	1025
Ethnicity: Hispanic	10%	(20)	90%	(188)	208

Continued on next page

**Table MCSP16\_8NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Meatballs

Demographic	Selected		Not Selected		Total N
Adults	13%	(175)	87%	(1169)	1344
Ethnicity: Black	18%	(36)	82%	(165)	201
Ethnicity: Other	10%	(12)	90%	(105)	117
All Christian	12%	(75)	88%	(550)	625
All Non-Christian	17%	(16)	83%	(79)	94
Atheist	9%	(6)	91%	(55)	60
Agnostic/Nothing in particular	12%	(41)	88%	(291)	331
Something Else	16%	(38)	84%	(195)	233
Religious Non-Protestant/Catholic	15%	(16)	85%	(87)	102
Evangelical	16%	(52)	84%	(276)	328
Non-Evangelical	11%	(59)	89%	(456)	515
Community: Urban	16%	(65)	84%	(340)	405
Community: Suburban	11%	(69)	89%	(586)	655
Community: Rural	14%	(41)	86%	(242)	283
Employ: Private Sector	14%	(62)	86%	(380)	442
Employ: Government	21%	(17)	79%	(61)	78
Employ: Self-Employed	10%	(10)	90%	(91)	101
Employ: Homemaker	16%	(16)	84%	(81)	97
Employ: Student	14%	(9)	86%	(57)	66
Employ: Retired	7%	(20)	93%	(278)	298
Employ: Unemployed	15%	(28)	85%	(152)	180
Employ: Other	16%	(13)	84%	(68)	81
Military HH: Yes	14%	(31)	86%	(186)	217
Military HH: No	13%	(144)	87%	(982)	1127
RD/WT: Right Direction	13%	(82)	87%	(544)	626
RD/WT: Wrong Track	13%	(93)	87%	(625)	718
Biden Job Approve	12%	(105)	88%	(753)	858
Biden Job Disapprove	15%	(54)	85%	(315)	369

Continued on next page

**Table MCSP16\_8NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Meatballs

Demographic	Selected		Not Selected		Total N
Adults	13%	(175)	87%	(1169)	1344
Biden Job Strongly Approve	13%	(71)	87%	(459)	531
Biden Job Somewhat Approve	10%	(33)	90%	(294)	327
Biden Job Somewhat Disapprove	16%	(20)	84%	(104)	123
Biden Job Strongly Disapprove	14%	(35)	86%	(212)	246
Favorable of Biden	13%	(113)	87%	(772)	884
Unfavorable of Biden	14%	(55)	86%	(346)	401
Very Favorable of Biden	14%	(76)	86%	(454)	530
Somewhat Favorable of Biden	10%	(37)	90%	(317)	354
Somewhat Unfavorable of Biden	14%	(16)	86%	(102)	118
Very Unfavorable of Biden	14%	(38)	86%	(244)	283
#1 Issue: Economy	15%	(86)	85%	(475)	561
#1 Issue: Security	8%	(10)	92%	(117)	127
#1 Issue: Health Care	9%	(23)	91%	(239)	262
#1 Issue: Medicare / Social Security	11%	(16)	89%	(126)	142
#1 Issue: Women's Issues	20%	(11)	80%	(43)	54
#1 Issue: Education	22%	(14)	78%	(50)	64
#1 Issue: Energy	15%	(8)	85%	(43)	51
#1 Issue: Other	9%	(8)	91%	(76)	84
2020 Vote: Joe Biden	13%	(94)	87%	(633)	727
2020 Vote: Donald Trump	13%	(50)	87%	(329)	379
2020 Vote: Didn't Vote	13%	(27)	87%	(183)	210
2018 House Vote: Democrat	13%	(68)	87%	(458)	527
2018 House Vote: Republican	12%	(37)	88%	(284)	321
2016 Vote: Hillary Clinton	12%	(61)	88%	(437)	499
2016 Vote: Donald Trump	12%	(45)	88%	(318)	363
2016 Vote: Other	13%	(8)	87%	(56)	64
2016 Vote: Didn't Vote	14%	(59)	86%	(357)	416
Voted in 2014: Yes	13%	(96)	87%	(671)	767
Voted in 2014: No	14%	(79)	86%	(498)	576

Continued on next page

**Table MCSP16\_8NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Meatballs

Demographic	Selected		Not Selected		Total N
Adults	13%	(175)	87%	(1169)	1344
4-Region: Northeast	12%	(31)	88%	(230)	261
4-Region: Midwest	15%	(44)	85%	(246)	290
4-Region: South	12%	(57)	88%	(433)	490
4-Region: West	14%	(43)	86%	(260)	303
Sports fan	13%	(160)	87%	(1028)	1188
Avid sports fan	14%	(64)	86%	(384)	448
Casual sports fan	13%	(96)	87%	(644)	740
Football fan	14%	(162)	86%	(1027)	1190
Avid football fan	13%	(76)	87%	(503)	579
Casual football fan	14%	(87)	86%	(524)	611
NFL fan	13%	(157)	87%	(1024)	1181
Avid NFL fan	12%	(69)	88%	(499)	568
Casual NFL fan	14%	(88)	86%	(525)	613
Watched SB last year	12%	(132)	88%	(925)	1057
Didn't watch SB last year	15%	(43)	85%	(243)	287
OK brands get political	17%	(93)	83%	(468)	561
Not OK brands get political	11%	(70)	89%	(588)	657
OK social justice	14%	(123)	86%	(778)	901
Not OK social justice	11%	(34)	89%	(279)	313
Likely SB viewer	13%	(175)	87%	(1169)	1344
More likely to watch SB this year	16%	(89)	84%	(472)	560
Less likely to watch SB this year	8%	(10)	92%	(119)	129
Likely host/attend SB party	23%	(85)	77%	(284)	369
Unlikely host/attend SB party	8%	(78)	92%	(846)	924
Watch SB for game	12%	(106)	88%	(753)	859
Watch SB for halftime	15%	(33)	85%	(193)	227
Watch SB for ads	15%	(29)	85%	(164)	193
SB more political	14%	(82)	86%	(488)	570
SB less political	13%	(30)	87%	(201)	231
Typically host/attend SB party	19%	(93)	81%	(395)	487

Continued on next page

**Table MCSP16\_8NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Meatballs

Demographic	Selected		Not Selected		Total N
Adults	13%	(175)	87%	(1169)	1344
Typically do not host/attend SB party	10%	(82)	90%	(774)	856
Usually pays a lot/some attn to ads	13%	(153)	87%	(990)	1142
Usually pays not much/no attn to ads	11%	(23)	89%	(179)	201
Plan to pay a lot/some attn to ads	13%	(149)	87%	(964)	1112
Plan to pay not much/no attn to ads	11%	(26)	89%	(205)	231
Pro football fav sport	15%	(83)	85%	(466)	549
Fav NFL	13%	(137)	87%	(928)	1065
Unfav NFL	17%	(29)	83%	(144)	173
Fav Goodell	14%	(64)	86%	(389)	453
Unfav Goodell	14%	(49)	86%	(293)	342
Fav Chiefs	12%	(110)	88%	(769)	879
Fav Buccaneers	14%	(102)	86%	(624)	726
Chiefs fan	12%	(80)	88%	(574)	654
Buccaneers fan	16%	(73)	84%	(397)	470
Frequent sports betters	17%	(15)	83%	(74)	89
Regular sports betters	17%	(32)	83%	(161)	193
Frequent NFL betters	19%	(20)	81%	(83)	103
Regular NFL betters	20%	(40)	80%	(167)	207
Definite SB betters	24%	(30)	76%	(95)	125
Probable SB betters	19%	(57)	81%	(246)	303
Believe betting is legal in their state	13%	(63)	87%	(430)	493
Believe betting is illegal in their state	13%	(34)	87%	(229)	264
Non-sports fans	10%	(15)	90%	(141)	156
Gen Z sports fans	16%	(23)	84%	(118)	142
Millennial sports fans	21%	(71)	79%	(274)	345
Gen X sports fans	10%	(31)	90%	(268)	299
Boomer sports fans	9%	(32)	91%	(326)	358
Sports fans 18-34	19%	(64)	81%	(277)	341
Sports fans 35-44	19%	(40)	81%	(166)	205
Sports fans 45-64	9%	(36)	91%	(374)	411

Continued on next page



**Table MCSP16\_8NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Meatballs

Demographic	Selected		Not Selected		Total N
Adults	13%	(175)	87%	(1169)	1344
Sports fans 65+	9%	(20)	91%	(211)	231
Occasional sports betters	19%	(31)	81%	(127)	158
Non-sports betters	11%	(112)	89%	(880)	993
In legal betting states	13%	(63)	87%	(429)	492
Outside legal betting states	13%	(112)	87%	(740)	851
Sports fan In legal betting states 21+	13%	(54)	87%	(371)	425
Sports fan Outside legal betting states 21+	14%	(95)	86%	(600)	695
Likely SB viewer In legal betting states 21+	13%	(59)	87%	(405)	464
Likely SB viewer Outside legal betting states 21+	13%	(103)	87%	(693)	796

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

**Table MCSP16\_9NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Ribs

Demographic	Selected		Not Selected		Total N
Adults	13%	(170)	87%	(1174)	1344
Gender: Male	13%	(100)	87%	(642)	742
Gender: Female	12%	(70)	88%	(532)	601
Age: 18-34	18%	(74)	82%	(327)	401
Age: 35-44	13%	(31)	87%	(200)	231
Age: 45-64	9%	(39)	91%	(407)	447
Age: 65+	10%	(25)	90%	(240)	266
GenZers: 1997-2012	20%	(33)	80%	(136)	170
Millennials: 1981-1996	17%	(66)	83%	(328)	394
GenXers: 1965-1980	7%	(22)	93%	(303)	325
Baby Boomers: 1946-1964	11%	(44)	89%	(363)	406
PID: Dem (no lean)	13%	(81)	87%	(542)	624
PID: Ind (no lean)	11%	(37)	89%	(310)	347
PID: Rep (no lean)	14%	(51)	86%	(322)	373
PID/Gender: Dem Men	15%	(47)	85%	(272)	319
PID/Gender: Dem Women	11%	(35)	89%	(270)	305
PID/Gender: Ind Men	10%	(19)	90%	(179)	198
PID/Gender: Ind Women	12%	(18)	88%	(131)	149
PID/Gender: Rep Men	15%	(34)	85%	(192)	226
PID/Gender: Rep Women	11%	(17)	89%	(130)	147
Ideo: Liberal (1-3)	12%	(53)	88%	(378)	430
Ideo: Moderate (4)	10%	(42)	90%	(364)	406
Ideo: Conservative (5-7)	13%	(50)	87%	(344)	394
Educ: < College	14%	(118)	86%	(754)	872
Educ: Bachelors degree	10%	(29)	90%	(264)	292
Educ: Post-grad	13%	(23)	87%	(156)	179
Income: Under 50k	13%	(85)	87%	(585)	670
Income: 50k-100k	15%	(64)	85%	(373)	436
Income: 100k+	9%	(21)	91%	(216)	237
Ethnicity: White	10%	(102)	90%	(923)	1025
Ethnicity: Hispanic	17%	(35)	83%	(174)	208

Continued on next page

**Table MCSP16\_9NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Demographic	Selected		Not Selected		Total N
Adults	13%	(170)	87%	(1174)	1344
Ethnicity: Black	20%	(40)	80%	(161)	201
Ethnicity: Other	24%	(28)	76%	(89)	117
All Christian	10%	(65)	90%	(560)	625
All Non-Christian	20%	(19)	80%	(76)	94
Atheist	14%	(8)	86%	(52)	60
Agnostic/Nothing in particular	14%	(46)	86%	(285)	331
Something Else	14%	(32)	86%	(201)	233
Religious Non-Protestant/Catholic	19%	(20)	81%	(83)	102
Evangelical	13%	(42)	87%	(286)	328
Non-Evangelical	10%	(53)	90%	(462)	515
Community: Urban	17%	(67)	83%	(338)	405
Community: Suburban	10%	(68)	90%	(587)	655
Community: Rural	12%	(35)	88%	(248)	283
Employ: Private Sector	13%	(60)	87%	(383)	442
Employ: Government	18%	(14)	82%	(63)	78
Employ: Self-Employed	14%	(15)	86%	(87)	101
Employ: Homemaker	12%	(11)	88%	(85)	97
Employ: Student	19%	(12)	81%	(54)	66
Employ: Retired	10%	(30)	90%	(268)	298
Employ: Unemployed	11%	(20)	89%	(160)	180
Employ: Other	9%	(7)	91%	(74)	81
Military HH: Yes	13%	(29)	87%	(188)	217
Military HH: No	13%	(141)	87%	(986)	1127
RD/WT: Right Direction	15%	(91)	85%	(534)	626
RD/WT: Wrong Track	11%	(78)	89%	(640)	718
Biden Job Approve	12%	(102)	88%	(757)	858
Biden Job Disapprove	14%	(51)	86%	(319)	369

Continued on next page

**Table MCSP16\_9NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Ribs

Demographic	Selected		Not Selected		Total N
Adults	13%	(170)	87%	(1174)	1344
Biden Job Strongly Approve	13%	(67)	87%	(464)	531
Biden Job Somewhat Approve	11%	(35)	89%	(292)	327
Biden Job Somewhat Disapprove	17%	(21)	83%	(102)	123
Biden Job Strongly Disapprove	12%	(30)	88%	(216)	246
Favorable of Biden	13%	(113)	87%	(771)	884
Unfavorable of Biden	12%	(50)	88%	(351)	401
Very Favorable of Biden	13%	(71)	87%	(459)	530
Somewhat Favorable of Biden	12%	(42)	88%	(312)	354
Somewhat Unfavorable of Biden	13%	(16)	87%	(103)	118
Very Unfavorable of Biden	12%	(34)	88%	(248)	283
#1 Issue: Economy	13%	(75)	87%	(486)	561
#1 Issue: Security	7%	(9)	93%	(118)	127
#1 Issue: Health Care	11%	(30)	89%	(232)	262
#1 Issue: Medicare / Social Security	12%	(17)	88%	(125)	142
#1 Issue: Women's Issues	9%	(5)	91%	(49)	54
#1 Issue: Education	27%	(17)	73%	(47)	64
#1 Issue: Energy	13%	(6)	87%	(44)	51
#1 Issue: Other	13%	(11)	87%	(73)	84
2020 Vote: Joe Biden	13%	(96)	87%	(631)	727
2020 Vote: Donald Trump	11%	(41)	89%	(338)	379
2020 Vote: Didn't Vote	14%	(30)	86%	(180)	210
2018 House Vote: Democrat	13%	(70)	87%	(457)	527
2018 House Vote: Republican	11%	(35)	89%	(286)	321
2016 Vote: Hillary Clinton	14%	(69)	86%	(429)	499
2016 Vote: Donald Trump	10%	(35)	90%	(327)	363
2016 Vote: Other	7%	(5)	93%	(59)	64
2016 Vote: Didn't Vote	14%	(59)	86%	(358)	416
Voted in 2014: Yes	12%	(92)	88%	(675)	767
Voted in 2014: No	13%	(77)	87%	(499)	576

Continued on next page

**Table MCSP16\_9NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Demographic	Selected		Not Selected		Total N
Adults	13%	(170)	87%	(1174)	1344
4-Region: Northeast	8%	(20)	92%	(241)	261
4-Region: Midwest	10%	(29)	90%	(261)	290
4-Region: South	15%	(74)	85%	(416)	490
4-Region: West	16%	(48)	84%	(255)	303
Sports fan	13%	(150)	87%	(1038)	1188
Avid sports fan	15%	(66)	85%	(382)	448
Casual sports fan	11%	(84)	89%	(656)	740
Football fan	13%	(152)	87%	(1038)	1190
Avid football fan	14%	(80)	86%	(499)	579
Casual football fan	12%	(72)	88%	(539)	611
NFL fan	13%	(150)	87%	(1031)	1181
Avid NFL fan	14%	(81)	86%	(487)	568
Casual NFL fan	11%	(69)	89%	(545)	613
Watched SB last year	12%	(129)	88%	(928)	1057
Didn't watch SB last year	14%	(41)	86%	(246)	287
OK brands get political	16%	(91)	84%	(471)	561
Not OK brands get political	9%	(60)	91%	(597)	657
OK social justice	13%	(113)	87%	(788)	901
Not OK social justice	12%	(36)	88%	(277)	313
Likely SB viewer	13%	(170)	87%	(1174)	1344
More likely to watch SB this year	19%	(104)	81%	(456)	560
Less likely to watch SB this year	6%	(8)	94%	(121)	129
Likely host/attend SB party	19%	(70)	81%	(299)	369
Unlikely host/attend SB party	10%	(89)	90%	(835)	924
Watch SB for game	12%	(101)	88%	(758)	859
Watch SB for halftime	15%	(33)	85%	(193)	227
Watch SB for ads	14%	(27)	86%	(166)	193
SB more political	12%	(69)	88%	(502)	570
SB less political	14%	(31)	86%	(199)	231
Typically host/attend SB party	20%	(95)	80%	(392)	487

Continued on next page

**Table MCSP16\_9NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Ribs

Demographic	Selected		Not Selected		Total N
Adults	13%	(170)	87%	(1174)	1344
Typically do not host/attend SB party	9%	(75)	91%	(782)	856
Usually pays a lot/some attn to ads	13%	(144)	87%	(998)	1142
Usually pays not much/no attn to ads	13%	(25)	87%	(176)	201
Plan to pay a lot/some attn to ads	13%	(140)	87%	(972)	1112
Plan to pay not much/no attn to ads	13%	(29)	87%	(202)	231
Pro football fav sport	14%	(77)	86%	(472)	549
Fav NFL	13%	(139)	87%	(926)	1065
Unfav NFL	12%	(21)	88%	(152)	173
Fav Goodell	14%	(65)	86%	(389)	453
Unfav Goodell	13%	(43)	87%	(299)	342
Fav Chiefs	12%	(110)	88%	(769)	879
Fav Buccaneers	14%	(103)	86%	(624)	726
Chiefs fan	11%	(72)	89%	(582)	654
Buccaneers fan	15%	(70)	85%	(399)	470
Frequent sports betters	21%	(19)	79%	(70)	89
Regular sports betters	21%	(42)	79%	(152)	193
Frequent NFL betters	22%	(23)	78%	(80)	103
Regular NFL betters	23%	(48)	77%	(159)	207
Definite SB betters	27%	(34)	73%	(91)	125
Probable SB betters	21%	(62)	79%	(241)	303
Believe betting is legal in their state	13%	(62)	87%	(431)	493
Believe betting is illegal in their state	16%	(41)	84%	(222)	264
Non-sports fans	12%	(19)	88%	(136)	156
Gen Z sports fans	21%	(29)	79%	(112)	142
Millennial sports fans	17%	(59)	83%	(285)	345
Gen X sports fans	7%	(21)	93%	(278)	299
Boomer sports fans	10%	(36)	90%	(322)	358
Sports fans 18-34	19%	(65)	81%	(276)	341
Sports fans 35-44	14%	(29)	86%	(177)	205
Sports fans 45-64	8%	(33)	92%	(377)	411

Continued on next page

**Table MCSP16\_9NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Ribs

Demographic	Selected		Not Selected		Total N
Adults	13%	(170)	87%	(1174)	1344
Sports fans 65+	10%	(24)	90%	(207)	231
Occasional sports betters	20%	(31)	80%	(127)	158
Non-sports betters	10%	(97)	90%	(896)	993
In legal betting states	9%	(47)	91%	(446)	492
Outside legal betting states	14%	(123)	86%	(728)	851
Sports fan In legal betting states 21+	10%	(43)	90%	(382)	425
Sports fan Outside legal betting states 21+	13%	(89)	87%	(606)	695
Likely SB viewer In legal betting states 21+	10%	(45)	90%	(420)	464
Likely SB viewer Outside legal betting states 21+	13%	(105)	87%	(692)	796

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

**Table MCSP16\_10NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Mozzarella sticks

Demographic	Selected		Not Selected		Total N
Adults	17%	(224)	83%	(1120)	1344
Gender: Male	13%	(97)	87%	(646)	742
Gender: Female	21%	(127)	79%	(474)	601
Age: 18-34	29%	(114)	71%	(286)	401
Age: 35-44	20%	(46)	80%	(184)	231
Age: 45-64	11%	(50)	89%	(397)	447
Age: 65+	5%	(14)	95%	(252)	266
GenZers: 1997-2012	33%	(56)	67%	(113)	170
Millennials: 1981-1996	24%	(93)	76%	(301)	394
GenXers: 1965-1980	14%	(45)	86%	(280)	325
Baby Boomers: 1946-1964	6%	(26)	94%	(380)	406
PID: Dem (no lean)	18%	(111)	82%	(512)	624
PID: Ind (no lean)	17%	(58)	83%	(290)	347
PID: Rep (no lean)	15%	(55)	85%	(318)	373
PID/Gender: Dem Men	14%	(43)	86%	(275)	319
PID/Gender: Dem Women	22%	(68)	78%	(237)	305
PID/Gender: Ind Men	14%	(29)	86%	(169)	198
PID/Gender: Ind Women	19%	(29)	81%	(121)	149
PID/Gender: Rep Men	11%	(25)	89%	(201)	226
PID/Gender: Rep Women	21%	(31)	79%	(116)	147
Ideo: Liberal (1-3)	18%	(78)	82%	(352)	430
Ideo: Moderate (4)	16%	(65)	84%	(342)	406
Ideo: Conservative (5-7)	14%	(56)	86%	(338)	394
Educ: < College	17%	(148)	83%	(724)	872
Educ: Bachelors degree	16%	(46)	84%	(247)	292
Educ: Post-grad	17%	(30)	83%	(149)	179
Income: Under 50k	18%	(118)	82%	(552)	670
Income: 50k-100k	15%	(63)	85%	(373)	436
Income: 100k+	18%	(42)	82%	(195)	237
Ethnicity: White	15%	(153)	85%	(872)	1025
Ethnicity: Hispanic	21%	(43)	79%	(165)	208

Continued on next page



**Table MCSP16\_10NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Mozzarella sticks

Demographic	Selected		Not Selected		Total N
Adults	17%	(224)	83%	(1120)	1344
Ethnicity: Black	25%	(51)	75%	(150)	201
Ethnicity: Other	17%	(20)	83%	(97)	117
All Christian	16%	(102)	84%	(523)	625
All Non-Christian	22%	(20)	78%	(74)	94
Atheist	22%	(13)	78%	(47)	60
Agnostic/Nothing in particular	15%	(49)	85%	(283)	331
Something Else	17%	(40)	83%	(193)	233
Religious Non-Protestant/Catholic	21%	(21)	79%	(81)	102
Evangelical	16%	(52)	84%	(276)	328
Non-Evangelical	17%	(86)	83%	(429)	515
Community: Urban	18%	(72)	82%	(333)	405
Community: Suburban	16%	(105)	84%	(550)	655
Community: Rural	17%	(47)	83%	(236)	283
Employ: Private Sector	14%	(61)	86%	(382)	442
Employ: Government	29%	(23)	71%	(55)	78
Employ: Self-Employed	25%	(26)	75%	(75)	101
Employ: Homemaker	20%	(20)	80%	(77)	97
Employ: Student	31%	(20)	69%	(46)	66
Employ: Retired	8%	(25)	92%	(273)	298
Employ: Unemployed	18%	(33)	82%	(147)	180
Employ: Other	21%	(17)	79%	(64)	81
Military HH: Yes	16%	(35)	84%	(182)	217
Military HH: No	17%	(189)	83%	(937)	1127
RD/WT: Right Direction	19%	(118)	81%	(508)	626
RD/WT: Wrong Track	15%	(106)	85%	(612)	718
Biden Job Approve	17%	(146)	83%	(712)	858
Biden Job Disapprove	16%	(59)	84%	(310)	369

Continued on next page

**Table MCSP16\_10NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Mozzarella sticks

Demographic	Selected		Not Selected		Total N
Adults	17%	(224)	83%	(1120)	1344
Biden Job Strongly Approve	17%	(89)	83%	(442)	531
Biden Job Somewhat Approve	17%	(57)	83%	(270)	327
Biden Job Somewhat Disapprove	17%	(20)	83%	(103)	123
Biden Job Strongly Disapprove	16%	(39)	84%	(207)	246
Favorable of Biden	17%	(153)	83%	(731)	884
Unfavorable of Biden	15%	(61)	85%	(340)	401
Very Favorable of Biden	17%	(90)	83%	(441)	530
Somewhat Favorable of Biden	18%	(64)	82%	(290)	354
Somewhat Unfavorable of Biden	17%	(20)	83%	(98)	118
Very Unfavorable of Biden	14%	(40)	86%	(243)	283
#1 Issue: Economy	16%	(92)	84%	(468)	561
#1 Issue: Security	15%	(19)	85%	(109)	127
#1 Issue: Health Care	14%	(36)	86%	(225)	262
#1 Issue: Medicare / Social Security	8%	(11)	92%	(131)	142
#1 Issue: Women's Issues	31%	(16)	69%	(37)	54
#1 Issue: Education	31%	(20)	69%	(44)	64
#1 Issue: Energy	41%	(21)	59%	(30)	51
#1 Issue: Other	10%	(8)	90%	(76)	84
2020 Vote: Joe Biden	18%	(133)	82%	(595)	727
2020 Vote: Donald Trump	12%	(44)	88%	(335)	379
2020 Vote: Didn't Vote	21%	(44)	79%	(167)	210
2018 House Vote: Democrat	17%	(88)	83%	(439)	527
2018 House Vote: Republican	12%	(39)	88%	(282)	321
2016 Vote: Hillary Clinton	16%	(80)	84%	(419)	499
2016 Vote: Donald Trump	12%	(44)	88%	(319)	363
2016 Vote: Other	11%	(7)	89%	(57)	64
2016 Vote: Didn't Vote	22%	(93)	78%	(323)	416
Voted in 2014: Yes	14%	(106)	86%	(661)	767
Voted in 2014: No	20%	(118)	80%	(458)	576

Continued on next page

**Table MCSP16\_10NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Mozzarella sticks

Demographic	Selected		Not Selected		Total N
Adults	17%	(224)	83%	(1120)	1344
4-Region: Northeast	20%	(52)	80%	(209)	261
4-Region: Midwest	17%	(49)	83%	(241)	290
4-Region: South	18%	(86)	82%	(404)	490
4-Region: West	12%	(36)	88%	(266)	303
Sports fan	17%	(201)	83%	(987)	1188
Avid sports fan	16%	(73)	84%	(374)	448
Casual sports fan	17%	(128)	83%	(613)	740
Football fan	17%	(200)	83%	(990)	1190
Avid football fan	14%	(83)	86%	(496)	579
Casual football fan	19%	(116)	81%	(494)	611
NFL fan	16%	(192)	84%	(989)	1181
Avid NFL fan	14%	(77)	86%	(491)	568
Casual NFL fan	19%	(116)	81%	(498)	613
Watched SB last year	15%	(159)	85%	(898)	1057
Didn't watch SB last year	23%	(65)	77%	(222)	287
OK brands get political	22%	(125)	78%	(437)	561
Not OK brands get political	13%	(83)	87%	(574)	657
OK social justice	18%	(163)	82%	(738)	901
Not OK social justice	14%	(45)	86%	(268)	313
Likely SB viewer	17%	(224)	83%	(1120)	1344
More likely to watch SB this year	19%	(108)	81%	(453)	560
Less likely to watch SB this year	18%	(23)	82%	(106)	129
Likely host/attend SB party	22%	(80)	78%	(289)	369
Unlikely host/attend SB party	14%	(130)	86%	(795)	924
Watch SB for game	14%	(122)	86%	(737)	859
Watch SB for halftime	22%	(50)	78%	(176)	227
Watch SB for ads	21%	(41)	79%	(151)	193
SB more political	21%	(118)	79%	(453)	570
SB less political	14%	(33)	86%	(197)	231
Typically host/attend SB party	21%	(104)	79%	(383)	487

Continued on next page

**Table MCSP16\_10NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Mozzarella sticks

Demographic	Selected		Not Selected		Total N
Adults	17%	(224)	83%	(1120)	1344
Typically do not host/attend SB party	14%	(120)	86%	(737)	856
Usually pays a lot/some attn to ads	17%	(192)	83%	(950)	1142
Usually pays not much/no attn to ads	16%	(32)	84%	(169)	201
Plan to pay a lot/some attn to ads	17%	(186)	83%	(927)	1112
Plan to pay not much/no attn to ads	17%	(38)	83%	(193)	231
Pro football fav sport	17%	(95)	83%	(453)	549
Fav NFL	17%	(182)	83%	(883)	1065
Unfav NFL	14%	(25)	86%	(149)	173
Fav Goodell	16%	(73)	84%	(380)	453
Unfav Goodell	14%	(49)	86%	(293)	342
Fav Chiefs	15%	(129)	85%	(750)	879
Fav Buccaneers	15%	(109)	85%	(617)	726
Chiefs fan	15%	(100)	85%	(554)	654
Buccaneers fan	17%	(79)	83%	(391)	470
Frequent sports betters	28%	(25)	72%	(64)	89
Regular sports betters	27%	(52)	73%	(142)	193
Frequent NFL betters	29%	(30)	71%	(73)	103
Regular NFL betters	26%	(53)	74%	(154)	207
Definite SB betters	30%	(38)	70%	(87)	125
Probable SB betters	24%	(74)	76%	(229)	303
Believe betting is legal in their state	19%	(92)	81%	(401)	493
Believe betting is illegal in their state	17%	(44)	83%	(220)	264
Non-sports fans	15%	(23)	85%	(133)	156
Gen Z sports fans	36%	(50)	64%	(91)	142
Millennial sports fans	24%	(84)	76%	(260)	345
Gen X sports fans	14%	(42)	86%	(257)	299
Boomer sports fans	6%	(22)	94%	(336)	358
Sports fans 18-34	31%	(105)	69%	(236)	341
Sports fans 35-44	19%	(40)	81%	(166)	205
Sports fans 45-64	11%	(44)	89%	(366)	411

Continued on next page

**Table MCSP16\_10NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Mozzarella sticks

Demographic	Selected		Not Selected		Total N
Adults	17%	(224)	83%	(1120)	1344
Sports fans 65+	5%	(12)	95%	(219)	231
Occasional sports betters	18%	(28)	82%	(129)	158
Non-sports betters	14%	(144)	86%	(849)	993
In legal betting states	17%	(84)	83%	(409)	492
Outside legal betting states	16%	(140)	84%	(711)	851
Sports fan In legal betting states 21+	16%	(68)	84%	(356)	425
Sports fan Outside legal betting states 21+	15%	(104)	85%	(591)	695
Likely SB viewer In legal betting states 21+	16%	(74)	84%	(390)	464
Likely SB viewer Outside legal betting states 21+	15%	(119)	85%	(678)	796

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

**Table MCSP16\_11NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Popcorn

Demographic	Selected		Not Selected		Total N
Adults	23%	(309)	77%	(1034)	1344
Gender: Male	24%	(176)	76%	(566)	742
Gender: Female	22%	(133)	78%	(469)	601
Age: 18-34	28%	(114)	72%	(287)	401
Age: 35-44	27%	(62)	73%	(168)	231
Age: 45-64	17%	(77)	83%	(369)	447
Age: 65+	21%	(56)	79%	(210)	266
GenZers: 1997-2012	35%	(59)	65%	(110)	170
Millennials: 1981-1996	26%	(104)	74%	(290)	394
GenXers: 1965-1980	17%	(54)	83%	(272)	325
Baby Boomers: 1946-1964	20%	(80)	80%	(326)	406
PID: Dem (no lean)	28%	(175)	72%	(449)	624
PID: Ind (no lean)	23%	(79)	77%	(268)	347
PID: Rep (no lean)	15%	(55)	85%	(318)	373
PID/Gender: Dem Men	29%	(93)	71%	(225)	319
PID/Gender: Dem Women	27%	(81)	73%	(224)	305
PID/Gender: Ind Men	21%	(42)	79%	(155)	198
PID/Gender: Ind Women	25%	(37)	75%	(113)	149
PID/Gender: Rep Men	18%	(40)	82%	(185)	226
PID/Gender: Rep Women	10%	(14)	90%	(133)	147
Ideo: Liberal (1-3)	27%	(114)	73%	(316)	430
Ideo: Moderate (4)	23%	(93)	77%	(313)	406
Ideo: Conservative (5-7)	20%	(78)	80%	(316)	394
Educ: < College	22%	(190)	78%	(682)	872
Educ: Bachelors degree	24%	(70)	76%	(222)	292
Educ: Post-grad	27%	(49)	73%	(130)	179
Income: Under 50k	20%	(137)	80%	(534)	670
Income: 50k-100k	24%	(106)	76%	(331)	436
Income: 100k+	28%	(67)	72%	(170)	237
Ethnicity: White	21%	(217)	79%	(808)	1025
Ethnicity: Hispanic	30%	(62)	70%	(147)	208

Continued on next page

**Table MCSP16\_11NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Popcorn

Demographic	Selected		Not Selected		Total N
Adults	23%	(309)	77%	(1034)	1344
Ethnicity: Black	28%	(55)	72%	(146)	201
Ethnicity: Other	32%	(37)	68%	(80)	117
All Christian	23%	(146)	77%	(478)	625
All Non-Christian	31%	(29)	69%	(65)	94
Atheist	36%	(22)	64%	(38)	60
Agnostic/Nothing in particular	19%	(64)	81%	(267)	331
Something Else	20%	(48)	80%	(185)	233
Religious Non-Protestant/Catholic	31%	(31)	69%	(71)	102
Evangelical	26%	(86)	74%	(242)	328
Non-Evangelical	20%	(103)	80%	(412)	515
Community: Urban	29%	(118)	71%	(288)	405
Community: Suburban	20%	(132)	80%	(523)	655
Community: Rural	21%	(59)	79%	(224)	283
Employ: Private Sector	24%	(106)	76%	(336)	442
Employ: Government	21%	(16)	79%	(61)	78
Employ: Self-Employed	25%	(25)	75%	(76)	101
Employ: Homemaker	13%	(13)	87%	(84)	97
Employ: Student	41%	(27)	59%	(39)	66
Employ: Retired	22%	(65)	78%	(233)	298
Employ: Unemployed	25%	(45)	75%	(135)	180
Employ: Other	13%	(11)	87%	(70)	81
Military HH: Yes	24%	(53)	76%	(164)	217
Military HH: No	23%	(257)	77%	(870)	1127
RD/WT: Right Direction	27%	(169)	73%	(457)	626
RD/WT: Wrong Track	20%	(140)	80%	(578)	718
Biden Job Approve	25%	(215)	75%	(643)	858
Biden Job Disapprove	20%	(75)	80%	(295)	369

Continued on next page

**Table MCSP16\_11NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Popcorn

Demographic	Selected		Not Selected		Total N
Adults	23%	(309)	77%	(1034)	1344
Biden Job Strongly Approve	26%	(140)	74%	(391)	531
Biden Job Somewhat Approve	23%	(76)	77%	(252)	327
Biden Job Somewhat Disapprove	22%	(28)	78%	(96)	123
Biden Job Strongly Disapprove	19%	(47)	81%	(199)	246
Favorable of Biden	26%	(226)	74%	(658)	884
Unfavorable of Biden	18%	(70)	82%	(331)	401
Very Favorable of Biden	27%	(142)	73%	(388)	530
Somewhat Favorable of Biden	24%	(84)	76%	(270)	354
Somewhat Unfavorable of Biden	22%	(26)	78%	(92)	118
Very Unfavorable of Biden	16%	(45)	84%	(238)	283
#1 Issue: Economy	22%	(126)	78%	(435)	561
#1 Issue: Security	22%	(28)	78%	(99)	127
#1 Issue: Health Care	24%	(64)	76%	(198)	262
#1 Issue: Medicare / Social Security	22%	(32)	78%	(110)	142
#1 Issue: Women's Issues	32%	(17)	68%	(37)	54
#1 Issue: Education	32%	(21)	68%	(43)	64
#1 Issue: Energy	27%	(13)	73%	(37)	51
#1 Issue: Other	10%	(9)	90%	(75)	84
2020 Vote: Joe Biden	26%	(189)	74%	(538)	727
2020 Vote: Donald Trump	18%	(69)	82%	(310)	379
2020 Vote: Didn't Vote	23%	(47)	77%	(163)	210
2018 House Vote: Democrat	24%	(128)	76%	(398)	527
2018 House Vote: Republican	19%	(61)	81%	(260)	321
2016 Vote: Hillary Clinton	23%	(114)	77%	(384)	499
2016 Vote: Donald Trump	18%	(66)	82%	(297)	363
2016 Vote: Other	22%	(14)	78%	(50)	64
2016 Vote: Didn't Vote	28%	(115)	72%	(302)	416
Voted in 2014: Yes	22%	(167)	78%	(600)	767
Voted in 2014: No	25%	(142)	75%	(434)	576

Continued on next page



**Table MCSP16\_11NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Popcorn

Demographic	Selected		Not Selected		Total N
Adults	23%	(309)	77%	(1034)	1344
4-Region: Northeast	22%	(57)	78%	(204)	261
4-Region: Midwest	20%	(59)	80%	(231)	290
4-Region: South	23%	(112)	77%	(378)	490
4-Region: West	27%	(81)	73%	(222)	303
Sports fan	23%	(275)	77%	(913)	1188
Avid sports fan	25%	(111)	75%	(336)	448
Casual sports fan	22%	(163)	78%	(577)	740
Football fan	23%	(272)	77%	(918)	1190
Avid football fan	22%	(128)	78%	(451)	579
Casual football fan	24%	(145)	76%	(466)	611
NFL fan	22%	(261)	78%	(920)	1181
Avid NFL fan	20%	(115)	80%	(453)	568
Casual NFL fan	24%	(146)	76%	(467)	613
Watched SB last year	22%	(236)	78%	(821)	1057
Didn't watch SB last year	26%	(73)	74%	(213)	287
OK brands get political	24%	(136)	76%	(425)	561
Not OK brands get political	23%	(152)	77%	(505)	657
OK social justice	26%	(231)	74%	(670)	901
Not OK social justice	18%	(57)	82%	(256)	313
Likely SB viewer	23%	(309)	77%	(1034)	1344
More likely to watch SB this year	26%	(145)	74%	(415)	560
Less likely to watch SB this year	27%	(35)	73%	(94)	129
Likely host/attend SB party	28%	(103)	72%	(266)	369
Unlikely host/attend SB party	21%	(192)	79%	(732)	924
Watch SB for game	23%	(193)	77%	(666)	859
Watch SB for halftime	23%	(52)	77%	(175)	227
Watch SB for ads	21%	(41)	79%	(152)	193
SB more political	24%	(138)	76%	(432)	570
SB less political	24%	(55)	76%	(176)	231
Typically host/attend SB party	23%	(113)	77%	(374)	487

Continued on next page

**Table MCSP16\_11NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Popcorn

Demographic	Selected		Not Selected		Total N
Adults	23%	(309)	77%	(1034)	1344
Typically do not host/attend SB party	23%	(196)	77%	(660)	856
Usually pays a lot/some attn to ads	23%	(258)	77%	(884)	1142
Usually pays not much/no attn to ads	25%	(51)	75%	(150)	201
Plan to pay a lot/some attn to ads	22%	(247)	78%	(865)	1112
Plan to pay not much/no attn to ads	27%	(62)	73%	(169)	231
Pro football fav sport	23%	(124)	77%	(425)	549
Fav NFL	23%	(249)	77%	(815)	1065
Unfav NFL	19%	(32)	81%	(141)	173
Fav Goodell	26%	(117)	74%	(336)	453
Unfav Goodell	20%	(70)	80%	(272)	342
Fav Chiefs	22%	(197)	78%	(682)	879
Fav Buccaneers	24%	(172)	76%	(554)	726
Chiefs fan	22%	(147)	78%	(507)	654
Buccaneers fan	21%	(97)	79%	(373)	470
Frequent sports betters	27%	(23)	73%	(65)	89
Regular sports betters	31%	(60)	69%	(133)	193
Frequent NFL betters	32%	(33)	68%	(70)	103
Regular NFL betters	28%	(59)	72%	(148)	207
Definite SB betters	27%	(34)	73%	(92)	125
Probable SB betters	28%	(86)	72%	(217)	303
Believe betting is legal in their state	24%	(116)	76%	(377)	493
Believe betting is illegal in their state	23%	(62)	77%	(202)	264
Non-sports fans	22%	(34)	78%	(121)	156
Gen Z sports fans	34%	(48)	66%	(93)	142
Millennial sports fans	28%	(97)	72%	(248)	345
Gen X sports fans	15%	(46)	85%	(253)	299
Boomer sports fans	20%	(71)	80%	(286)	358
Sports fans 18-34	29%	(100)	71%	(241)	341
Sports fans 35-44	27%	(56)	73%	(150)	205
Sports fans 45-64	17%	(70)	83%	(341)	411

Continued on next page

**Table MCSP16\_11NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Popcorn

Demographic	Selected		Not Selected		Total N
Adults	23%	(309)	77%	(1034)	1344
Sports fans 65+	21%	(49)	79%	(182)	231
Occasional sports betters	28%	(44)	72%	(114)	158
Non-sports betters	21%	(205)	79%	(787)	993
In legal betting states	21%	(105)	79%	(387)	492
Outside legal betting states	24%	(204)	76%	(647)	851
Sports fan In legal betting states 21+	19%	(81)	81%	(344)	425
Sports fan Outside legal betting states 21+	24%	(166)	76%	(528)	695
Likely SB viewer In legal betting states 21+	20%	(92)	80%	(372)	464
Likely SB viewer Outside legal betting states 21+	23%	(181)	77%	(615)	796

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

**Table MCSP16\_12NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

French fries or onion rings

Demographic	Selected		Not Selected		Total N
Adults	20%	(274)	80%	(1070)	1344
Gender: Male	18%	(132)	82%	(610)	742
Gender: Female	24%	(142)	76%	(460)	601
Age: 18-34	37%	(150)	63%	(251)	401
Age: 35-44	21%	(48)	79%	(183)	231
Age: 45-64	11%	(51)	89%	(396)	447
Age: 65+	10%	(25)	90%	(240)	266
GenZers: 1997-2012	39%	(66)	61%	(103)	170
Millennials: 1981-1996	31%	(122)	69%	(272)	394
GenXers: 1965-1980	13%	(43)	87%	(282)	325
Baby Boomers: 1946-1964	9%	(38)	91%	(369)	406
PID: Dem (no lean)	23%	(141)	77%	(483)	624
PID: Ind (no lean)	24%	(83)	76%	(264)	347
PID: Rep (no lean)	13%	(49)	87%	(323)	373
PID/Gender: Dem Men	23%	(73)	77%	(246)	319
PID/Gender: Dem Women	22%	(68)	78%	(237)	305
PID/Gender: Ind Men	17%	(33)	83%	(164)	198
PID/Gender: Ind Women	33%	(50)	67%	(100)	149
PID/Gender: Rep Men	12%	(26)	88%	(200)	226
PID/Gender: Rep Women	16%	(23)	84%	(124)	147
Ideo: Liberal (1-3)	24%	(103)	76%	(328)	430
Ideo: Moderate (4)	21%	(86)	79%	(321)	406
Ideo: Conservative (5-7)	13%	(49)	87%	(345)	394
Educ: < College	23%	(205)	77%	(667)	872
Educ: Bachelors degree	15%	(43)	85%	(250)	292
Educ: Post-grad	15%	(26)	85%	(153)	179
Income: Under 50k	23%	(155)	77%	(515)	670
Income: 50k-100k	19%	(83)	81%	(354)	436
Income: 100k+	15%	(36)	85%	(201)	237
Ethnicity: White	17%	(172)	83%	(853)	1025
Ethnicity: Hispanic	23%	(48)	77%	(160)	208

Continued on next page

**Table MCSP16\_12NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

French fries or onion rings

Demographic	Selected		Not Selected		Total N
Adults	20%	(274)	80%	(1070)	1344
Ethnicity: Black	31%	(63)	69%	(138)	201
Ethnicity: Other	33%	(39)	67%	(79)	117
All Christian	15%	(95)	85%	(530)	625
All Non-Christian	24%	(22)	76%	(72)	94
Atheist	23%	(14)	77%	(47)	60
Agnostic/Nothing in particular	25%	(84)	75%	(248)	331
Something Else	25%	(59)	75%	(174)	233
Religious Non-Protestant/Catholic	23%	(23)	77%	(79)	102
Evangelical	23%	(74)	77%	(254)	328
Non-Evangelical	15%	(77)	85%	(438)	515
Community: Urban	23%	(92)	77%	(313)	405
Community: Suburban	19%	(124)	81%	(531)	655
Community: Rural	20%	(58)	80%	(225)	283
Employ: Private Sector	18%	(80)	82%	(363)	442
Employ: Government	23%	(18)	77%	(59)	78
Employ: Self-Employed	30%	(30)	70%	(71)	101
Employ: Homemaker	32%	(31)	68%	(65)	97
Employ: Student	30%	(20)	70%	(46)	66
Employ: Retired	9%	(28)	91%	(270)	298
Employ: Unemployed	26%	(47)	74%	(134)	180
Employ: Other	25%	(20)	75%	(61)	81
Military HH: Yes	18%	(38)	82%	(179)	217
Military HH: No	21%	(235)	79%	(891)	1127
RD/WT: Right Direction	22%	(141)	78%	(485)	626
RD/WT: Wrong Track	19%	(133)	81%	(585)	718
Biden Job Approve	22%	(185)	78%	(673)	858
Biden Job Disapprove	16%	(57)	84%	(312)	369

Continued on next page

**Table MCSP16\_12NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.  
French fries or onion rings

Demographic	Selected		Not Selected		Total N
Adults	20%	(274)	80%	(1070)	1344
Biden Job Strongly Approve	22%	(115)	78%	(416)	531
Biden Job Somewhat Approve	21%	(69)	79%	(258)	327
Biden Job Somewhat Disapprove	19%	(24)	81%	(99)	123
Biden Job Strongly Disapprove	14%	(33)	86%	(213)	246
Favorable of Biden	23%	(199)	77%	(685)	884
Unfavorable of Biden	15%	(60)	85%	(341)	401
Very Favorable of Biden	21%	(110)	79%	(420)	530
Somewhat Favorable of Biden	25%	(89)	75%	(266)	354
Somewhat Unfavorable of Biden	14%	(16)	86%	(102)	118
Very Unfavorable of Biden	15%	(44)	85%	(239)	283
#1 Issue: Economy	20%	(110)	80%	(450)	561
#1 Issue: Security	18%	(22)	82%	(105)	127
#1 Issue: Health Care	17%	(45)	83%	(217)	262
#1 Issue: Medicare / Social Security	12%	(17)	88%	(125)	142
#1 Issue: Women's Issues	31%	(16)	69%	(37)	54
#1 Issue: Education	38%	(24)	62%	(40)	64
#1 Issue: Energy	48%	(24)	52%	(26)	51
#1 Issue: Other	17%	(14)	83%	(70)	84
2020 Vote: Joe Biden	22%	(158)	78%	(570)	727
2020 Vote: Donald Trump	15%	(55)	85%	(324)	379
2020 Vote: Didn't Vote	28%	(59)	72%	(152)	210
2018 House Vote: Democrat	21%	(111)	79%	(415)	527
2018 House Vote: Republican	12%	(40)	88%	(282)	321
2016 Vote: Hillary Clinton	20%	(100)	80%	(399)	499
2016 Vote: Donald Trump	13%	(46)	87%	(317)	363
2016 Vote: Other	18%	(12)	82%	(52)	64
2016 Vote: Didn't Vote	28%	(115)	72%	(301)	416
Voted in 2014: Yes	15%	(118)	85%	(649)	767
Voted in 2014: No	27%	(156)	73%	(421)	576

Continued on next page

**Table MCSP16\_12NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

French fries or onion rings

Demographic	Selected		Not Selected		Total N
Adults	20%	(274)	80%	(1070)	1344
4-Region: Northeast	22%	(57)	78%	(204)	261
4-Region: Midwest	20%	(57)	80%	(233)	290
4-Region: South	23%	(111)	77%	(379)	490
4-Region: West	16%	(48)	84%	(255)	303
Sports fan	19%	(230)	81%	(958)	1188
Avid sports fan	21%	(92)	79%	(356)	448
Casual sports fan	19%	(138)	81%	(602)	740
Football fan	19%	(231)	81%	(959)	1190
Avid football fan	18%	(102)	82%	(477)	579
Casual football fan	21%	(129)	79%	(482)	611
NFL fan	19%	(228)	81%	(953)	1181
Avid NFL fan	18%	(100)	82%	(468)	568
Casual NFL fan	21%	(128)	79%	(485)	613
Watched SB last year	20%	(211)	80%	(846)	1057
Didn't watch SB last year	22%	(63)	78%	(224)	287
OK brands get political	25%	(139)	75%	(422)	561
Not OK brands get political	16%	(103)	84%	(554)	657
OK social justice	22%	(202)	78%	(699)	901
Not OK social justice	15%	(48)	85%	(265)	313
Likely SB viewer	20%	(274)	80%	(1070)	1344
More likely to watch SB this year	27%	(154)	73%	(407)	560
Less likely to watch SB this year	13%	(16)	87%	(113)	129
Likely host/attend SB party	27%	(100)	73%	(269)	369
Unlikely host/attend SB party	17%	(155)	83%	(770)	924
Watch SB for game	19%	(161)	81%	(698)	859
Watch SB for halftime	25%	(57)	75%	(169)	227
Watch SB for ads	20%	(38)	80%	(155)	193
SB more political	24%	(134)	76%	(436)	570
SB less political	16%	(38)	84%	(193)	231
Typically host/attend SB party	28%	(136)	72%	(352)	487

Continued on next page

**Table MCSP16\_12NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.  
French fries or onion rings

Demographic	Selected		Not Selected		Total N
Adults	20%	(274)	80%	(1070)	1344
Typically do not host/attend SB party	16%	(138)	84%	(718)	856
Usually pays a lot/some attn to ads	20%	(225)	80%	(918)	1142
Usually pays not much/no attn to ads	24%	(49)	76%	(152)	201
Plan to pay a lot/some attn to ads	20%	(226)	80%	(886)	1112
Plan to pay not much/no attn to ads	21%	(48)	79%	(184)	231
Pro football fav sport	18%	(98)	82%	(451)	549
Fav NFL	20%	(216)	80%	(848)	1065
Unfav NFL	14%	(24)	86%	(149)	173
Fav Goodell	17%	(77)	83%	(376)	453
Unfav Goodell	20%	(67)	80%	(275)	342
Fav Chiefs	17%	(153)	83%	(726)	879
Fav Buccaneers	18%	(131)	82%	(596)	726
Chiefs fan	18%	(119)	82%	(535)	654
Buccaneers fan	22%	(104)	78%	(366)	470
Frequent sports betters	17%	(15)	83%	(74)	89
Regular sports betters	28%	(54)	72%	(139)	193
Frequent NFL betters	22%	(23)	78%	(80)	103
Regular NFL betters	27%	(55)	73%	(152)	207
Definite SB betters	24%	(30)	76%	(95)	125
Probable SB betters	26%	(77)	74%	(226)	303
Believe betting is legal in their state	22%	(111)	78%	(383)	493
Believe betting is illegal in their state	21%	(55)	79%	(209)	264
Non-sports fans	28%	(44)	72%	(112)	156
Gen Z sports fans	40%	(57)	60%	(85)	142
Millennial sports fans	30%	(102)	70%	(242)	345
Gen X sports fans	13%	(38)	87%	(261)	299
Boomer sports fans	8%	(27)	92%	(331)	358
Sports fans 18-34	38%	(128)	62%	(213)	341
Sports fans 35-44	19%	(38)	81%	(167)	205
Sports fans 45-64	10%	(41)	90%	(369)	411

Continued on next page



**Table MCSP16\_12NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

French fries or onion rings

Demographic	Selected		Not Selected		Total N
Adults	20%	(274)	80%	(1070)	1344
Sports fans 65+	10%	(22)	90%	(209)	231
Occasional sports betters	28%	(44)	72%	(114)	158
Non-sports betters	18%	(176)	82%	(817)	993
In legal betting states	20%	(99)	80%	(394)	492
Outside legal betting states	21%	(175)	79%	(676)	851
Sports fan In legal betting states 21+	19%	(79)	81%	(346)	425
Sports fan Outside legal betting states 21+	18%	(125)	82%	(570)	695
Likely SB viewer In legal betting states 21+	20%	(91)	80%	(374)	464
Likely SB viewer Outside legal betting states 21+	19%	(152)	81%	(644)	796

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

**Table MCSP16\_13NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Candy

Demographic	Selected		Not Selected		Total N
Adults	17%	(223)	83%	(1121)	1344
Gender: Male	15%	(113)	85%	(629)	742
Gender: Female	18%	(110)	82%	(492)	601
Age: 18-34	23%	(91)	77%	(310)	401
Age: 35-44	26%	(59)	74%	(172)	231
Age: 45-64	10%	(44)	90%	(403)	447
Age: 65+	11%	(30)	89%	(236)	266
GenZers: 1997-2012	27%	(45)	73%	(124)	170
Millennials: 1981-1996	23%	(90)	77%	(304)	394
GenXers: 1965-1980	12%	(40)	88%	(286)	325
Baby Boomers: 1946-1964	11%	(44)	89%	(363)	406
PID: Dem (no lean)	19%	(115)	81%	(508)	624
PID: Ind (no lean)	16%	(54)	84%	(293)	347
PID: Rep (no lean)	14%	(53)	86%	(320)	373
PID/Gender: Dem Men	14%	(45)	86%	(273)	319
PID/Gender: Dem Women	23%	(70)	77%	(235)	305
PID/Gender: Ind Men	14%	(28)	86%	(169)	198
PID/Gender: Ind Women	17%	(26)	83%	(123)	149
PID/Gender: Rep Men	18%	(40)	82%	(186)	226
PID/Gender: Rep Women	9%	(13)	91%	(133)	147
Ideo: Liberal (1-3)	16%	(68)	84%	(362)	430
Ideo: Moderate (4)	16%	(64)	84%	(343)	406
Ideo: Conservative (5-7)	16%	(63)	84%	(331)	394
Educ: < College	16%	(143)	84%	(729)	872
Educ: Bachelors degree	14%	(40)	86%	(252)	292
Educ: Post-grad	22%	(40)	78%	(139)	179
Income: Under 50k	17%	(111)	83%	(559)	670
Income: 50k-100k	18%	(78)	82%	(358)	436
Income: 100k+	14%	(33)	86%	(204)	237
Ethnicity: White	14%	(148)	86%	(877)	1025
Ethnicity: Hispanic	24%	(50)	76%	(158)	208

Continued on next page

**Table MCSP16\_13NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Candy

Demographic	Selected		Not Selected		Total N
Adults	17%	(223)	83%	(1121)	1344
Ethnicity: Black	22%	(44)	78%	(157)	201
Ethnicity: Other	27%	(31)	73%	(86)	117
All Christian	14%	(87)	86%	(537)	625
All Non-Christian	27%	(25)	73%	(69)	94
Atheist	14%	(8)	86%	(52)	60
Agnostic/Nothing in particular	15%	(51)	85%	(280)	331
Something Else	22%	(50)	78%	(183)	233
Religious Non-Protestant/Catholic	26%	(26)	74%	(76)	102
Evangelical	20%	(67)	80%	(261)	328
Non-Evangelical	13%	(69)	87%	(446)	515
Community: Urban	19%	(78)	81%	(327)	405
Community: Suburban	14%	(95)	86%	(560)	655
Community: Rural	18%	(50)	82%	(233)	283
Employ: Private Sector	17%	(75)	83%	(367)	442
Employ: Government	25%	(19)	75%	(58)	78
Employ: Self-Employed	16%	(16)	84%	(85)	101
Employ: Homemaker	11%	(10)	89%	(86)	97
Employ: Student	31%	(21)	69%	(46)	66
Employ: Retired	11%	(32)	89%	(267)	298
Employ: Unemployed	18%	(33)	82%	(148)	180
Employ: Other	22%	(18)	78%	(63)	81
Military HH: Yes	18%	(40)	82%	(177)	217
Military HH: No	16%	(183)	84%	(944)	1127
RD/WT: Right Direction	19%	(118)	81%	(507)	626
RD/WT: Wrong Track	15%	(104)	85%	(614)	718
Biden Job Approve	18%	(154)	82%	(704)	858
Biden Job Disapprove	13%	(50)	87%	(320)	369

Continued on next page

**Table MCSP16\_13NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Candy

Demographic	Selected		Not Selected		Total N
Adults	17%	(223)	83%	(1121)	1344
Biden Job Strongly Approve	18%	(96)	82%	(435)	531
Biden Job Somewhat Approve	18%	(58)	82%	(269)	327
Biden Job Somewhat Disapprove	14%	(17)	86%	(106)	123
Biden Job Strongly Disapprove	13%	(33)	87%	(213)	246
Favorable of Biden	18%	(163)	82%	(721)	884
Unfavorable of Biden	12%	(48)	88%	(353)	401
Very Favorable of Biden	18%	(97)	82%	(433)	530
Somewhat Favorable of Biden	19%	(66)	81%	(288)	354
Somewhat Unfavorable of Biden	9%	(11)	91%	(107)	118
Very Unfavorable of Biden	13%	(37)	87%	(246)	283
#1 Issue: Economy	16%	(91)	84%	(469)	561
#1 Issue: Security	14%	(18)	86%	(109)	127
#1 Issue: Health Care	15%	(40)	85%	(221)	262
#1 Issue: Medicare / Social Security	10%	(14)	90%	(128)	142
#1 Issue: Women's Issues	38%	(20)	62%	(33)	54
#1 Issue: Education	23%	(14)	77%	(49)	64
#1 Issue: Energy	33%	(17)	67%	(34)	51
#1 Issue: Other	9%	(8)	91%	(76)	84
2020 Vote: Joe Biden	19%	(135)	81%	(592)	727
2020 Vote: Donald Trump	12%	(45)	88%	(334)	379
2020 Vote: Didn't Vote	18%	(38)	82%	(172)	210
2018 House Vote: Democrat	17%	(88)	83%	(438)	527
2018 House Vote: Republican	11%	(37)	89%	(285)	321
2016 Vote: Hillary Clinton	16%	(82)	84%	(417)	499
2016 Vote: Donald Trump	11%	(41)	89%	(322)	363
2016 Vote: Other	17%	(11)	83%	(53)	64
2016 Vote: Didn't Vote	21%	(89)	79%	(327)	416
Voted in 2014: Yes	14%	(106)	86%	(661)	767
Voted in 2014: No	20%	(117)	80%	(459)	576

Continued on next page

**Table MCSP16\_13NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Candy

Demographic	Selected		Not Selected		Total N
Adults	17%	(223)	83%	(1121)	1344
4-Region: Northeast	18%	(46)	82%	(214)	261
4-Region: Midwest	15%	(43)	85%	(247)	290
4-Region: South	16%	(81)	84%	(409)	490
4-Region: West	18%	(53)	82%	(249)	303
Sports fan	16%	(196)	84%	(992)	1188
Avid sports fan	19%	(87)	81%	(361)	448
Casual sports fan	15%	(109)	85%	(631)	740
Football fan	17%	(198)	83%	(992)	1190
Avid football fan	16%	(92)	84%	(487)	579
Casual football fan	17%	(106)	83%	(505)	611
NFL fan	17%	(198)	83%	(983)	1181
Avid NFL fan	16%	(88)	84%	(480)	568
Casual NFL fan	18%	(109)	82%	(504)	613
Watched SB last year	15%	(159)	85%	(898)	1057
Didn't watch SB last year	22%	(64)	78%	(223)	287
OK brands get political	19%	(105)	81%	(457)	561
Not OK brands get political	14%	(93)	86%	(564)	657
OK social justice	19%	(168)	81%	(733)	901
Not OK social justice	12%	(39)	88%	(275)	313
Likely SB viewer	17%	(223)	83%	(1121)	1344
More likely to watch SB this year	22%	(124)	78%	(437)	560
Less likely to watch SB this year	8%	(10)	92%	(119)	129
Likely host/attend SB party	22%	(82)	78%	(288)	369
Unlikely host/attend SB party	14%	(130)	86%	(794)	924
Watch SB for game	15%	(127)	85%	(732)	859
Watch SB for halftime	22%	(49)	78%	(178)	227
Watch SB for ads	20%	(39)	80%	(154)	193
SB more political	18%	(105)	82%	(466)	570
SB less political	17%	(38)	83%	(192)	231
Typically host/attend SB party	20%	(97)	80%	(390)	487

Continued on next page

**Table MCSP16\_13NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Candy

Demographic	Selected		Not Selected		Total N
Adults	17%	(223)	83%	(1121)	1344
Typically do not host/attend SB party	15%	(126)	85%	(730)	856
Usually pays a lot/some attn to ads	17%	(189)	83%	(954)	1142
Usually pays not much/no attn to ads	17%	(34)	83%	(167)	201
Plan to pay a lot/some attn to ads	17%	(185)	83%	(928)	1112
Plan to pay not much/no attn to ads	17%	(38)	83%	(193)	231
Pro football fav sport	16%	(89)	84%	(460)	549
Fav NFL	18%	(189)	82%	(876)	1065
Unfav NFL	10%	(17)	90%	(156)	173
Fav Goodell	20%	(89)	80%	(364)	453
Unfav Goodell	14%	(49)	86%	(293)	342
Fav Chiefs	15%	(136)	85%	(743)	879
Fav Buccaneers	17%	(125)	83%	(601)	726
Chiefs fan	15%	(100)	85%	(554)	654
Buccaneers fan	17%	(81)	83%	(389)	470
Frequent sports betters	29%	(26)	71%	(63)	89
Regular sports betters	24%	(47)	76%	(146)	193
Frequent NFL betters	28%	(29)	72%	(74)	103
Regular NFL betters	24%	(50)	76%	(157)	207
Definite SB betters	30%	(38)	70%	(88)	125
Probable SB betters	22%	(66)	78%	(238)	303
Believe betting is legal in their state	16%	(81)	84%	(412)	493
Believe betting is illegal in their state	18%	(46)	82%	(217)	264
Non-sports fans	17%	(27)	83%	(129)	156
Gen Z sports fans	27%	(39)	73%	(103)	142
Millennial sports fans	24%	(81)	76%	(264)	345
Gen X sports fans	12%	(35)	88%	(264)	299
Boomer sports fans	11%	(39)	89%	(319)	358
Sports fans 18-34	23%	(79)	77%	(262)	341
Sports fans 35-44	26%	(53)	74%	(153)	205
Sports fans 45-64	10%	(40)	90%	(370)	411

Continued on next page

**Table MCSP16\_13NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Candy

Demographic	Selected		Not Selected		Total N
Adults	17%	(223)	83%	(1121)	1344
Sports fans 65+	10%	(24)	90%	(207)	231
Occasional sports betters	23%	(37)	77%	(121)	158
Non-sports betters	14%	(139)	86%	(853)	993
In legal betting states	17%	(84)	83%	(408)	492
Outside legal betting states	16%	(139)	84%	(713)	851
Sports fan In legal betting states 21+	16%	(68)	84%	(357)	425
Sports fan Outside legal betting states 21+	15%	(105)	85%	(590)	695
Likely SB viewer In legal betting states 21+	16%	(75)	84%	(389)	464
Likely SB viewer Outside legal betting states 21+	16%	(124)	84%	(673)	796

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

**Table MCSP16\_14NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Chili

Demographic	Selected		Not Selected		Total N
Adults	14%	(188)	86%	(1155)	1344
Gender: Male	14%	(101)	86%	(641)	742
Gender: Female	14%	(87)	86%	(515)	601
Age: 18-34	15%	(59)	85%	(342)	401
Age: 35-44	13%	(31)	87%	(200)	231
Age: 45-64	16%	(70)	84%	(377)	447
Age: 65+	11%	(28)	89%	(237)	266
GenZers: 1997-2012	13%	(23)	87%	(147)	170
Millennials: 1981-1996	15%	(58)	85%	(336)	394
GenXers: 1965-1980	14%	(47)	86%	(279)	325
Baby Boomers: 1946-1964	14%	(57)	86%	(349)	406
PID: Dem (no lean)	14%	(88)	86%	(536)	624
PID: Ind (no lean)	15%	(52)	85%	(295)	347
PID: Rep (no lean)	13%	(48)	87%	(324)	373
PID/Gender: Dem Men	11%	(35)	89%	(283)	319
PID/Gender: Dem Women	17%	(53)	83%	(252)	305
PID/Gender: Ind Men	16%	(32)	84%	(166)	198
PID/Gender: Ind Women	13%	(20)	87%	(130)	149
PID/Gender: Rep Men	15%	(34)	85%	(192)	226
PID/Gender: Rep Women	10%	(14)	90%	(133)	147
Ideo: Liberal (1-3)	13%	(57)	87%	(374)	430
Ideo: Moderate (4)	15%	(61)	85%	(345)	406
Ideo: Conservative (5-7)	14%	(55)	86%	(340)	394
Educ: < College	14%	(124)	86%	(748)	872
Educ: Bachelors degree	11%	(31)	89%	(261)	292
Educ: Post-grad	18%	(32)	82%	(147)	179
Income: Under 50k	12%	(80)	88%	(590)	670
Income: 50k-100k	16%	(71)	84%	(366)	436
Income: 100k+	16%	(38)	84%	(199)	237
Ethnicity: White	14%	(143)	86%	(883)	1025
Ethnicity: Hispanic	18%	(38)	82%	(171)	208

Continued on next page



**Table MCSP16\_14NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Chili

Demographic	Selected		Not Selected		Total N
Adults	14%	(188)	86%	(1155)	1344
Ethnicity: Black	14%	(28)	86%	(173)	201
Ethnicity: Other	15%	(18)	85%	(99)	117
All Christian	14%	(85)	86%	(540)	625
All Non-Christian	23%	(22)	77%	(73)	94
Atheist	9%	(5)	91%	(55)	60
Agnostic/Nothing in particular	12%	(41)	88%	(291)	331
Something Else	15%	(36)	85%	(197)	233
Religious Non-Protestant/Catholic	24%	(24)	76%	(78)	102
Evangelical	15%	(49)	85%	(279)	328
Non-Evangelical	13%	(67)	87%	(448)	515
Community: Urban	16%	(63)	84%	(342)	405
Community: Suburban	14%	(93)	86%	(562)	655
Community: Rural	11%	(32)	89%	(251)	283
Employ: Private Sector	17%	(73)	83%	(369)	442
Employ: Government	14%	(11)	86%	(67)	78
Employ: Self-Employed	13%	(13)	87%	(88)	101
Employ: Homemaker	22%	(21)	78%	(76)	97
Employ: Student	16%	(10)	84%	(56)	66
Employ: Retired	10%	(31)	90%	(268)	298
Employ: Unemployed	12%	(21)	88%	(159)	180
Employ: Other	9%	(7)	91%	(74)	81
Military HH: Yes	13%	(27)	87%	(190)	217
Military HH: No	14%	(161)	86%	(966)	1127
RD/WT: Right Direction	17%	(106)	83%	(519)	626
RD/WT: Wrong Track	11%	(82)	89%	(636)	718
Biden Job Approve	15%	(129)	85%	(729)	858
Biden Job Disapprove	12%	(45)	88%	(325)	369

Continued on next page

**Table MCSP16\_14NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.  
Chili

Demographic	Selected		Not Selected		Total N
Adults	14%	(188)	86%	(1155)	1344
Biden Job Strongly Approve	19%	(98)	81%	(432)	531
Biden Job Somewhat Approve	9%	(31)	91%	(297)	327
Biden Job Somewhat Disapprove	11%	(13)	89%	(110)	123
Biden Job Strongly Disapprove	13%	(32)	87%	(214)	246
Favorable of Biden	15%	(129)	85%	(755)	884
Unfavorable of Biden	14%	(55)	86%	(346)	401
Very Favorable of Biden	18%	(95)	82%	(435)	530
Somewhat Favorable of Biden	10%	(34)	90%	(320)	354
Somewhat Unfavorable of Biden	9%	(11)	91%	(107)	118
Very Unfavorable of Biden	16%	(44)	84%	(239)	283
#1 Issue: Economy	16%	(91)	84%	(469)	561
#1 Issue: Security	10%	(13)	90%	(114)	127
#1 Issue: Health Care	11%	(29)	89%	(233)	262
#1 Issue: Medicare / Social Security	11%	(15)	89%	(127)	142
#1 Issue: Women's Issues	22%	(12)	78%	(42)	54
#1 Issue: Education	23%	(15)	77%	(49)	64
#1 Issue: Energy	9%	(5)	91%	(46)	51
#1 Issue: Other	10%	(9)	90%	(75)	84
2020 Vote: Joe Biden	15%	(112)	85%	(615)	727
2020 Vote: Donald Trump	14%	(54)	86%	(325)	379
2020 Vote: Didn't Vote	9%	(19)	91%	(192)	210
2018 House Vote: Democrat	15%	(79)	85%	(448)	527
2018 House Vote: Republican	14%	(44)	86%	(277)	321
2016 Vote: Hillary Clinton	17%	(83)	83%	(415)	499
2016 Vote: Donald Trump	13%	(48)	87%	(315)	363
2016 Vote: Other	16%	(10)	84%	(53)	64
2016 Vote: Didn't Vote	11%	(47)	89%	(370)	416
Voted in 2014: Yes	16%	(123)	84%	(644)	767
Voted in 2014: No	11%	(65)	89%	(512)	576

Continued on next page

**Table MCSP16\_14NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

Chili

Demographic	Selected		Not Selected		Total N
Adults	14%	(188)	86%	(1155)	1344
4-Region: Northeast	18%	(46)	82%	(215)	261
4-Region: Midwest	16%	(46)	84%	(244)	290
4-Region: South	11%	(56)	89%	(434)	490
4-Region: West	13%	(40)	87%	(263)	303
Sports fan	14%	(170)	86%	(1018)	1188
Avid sports fan	15%	(66)	85%	(381)	448
Casual sports fan	14%	(103)	86%	(637)	740
Football fan	15%	(174)	85%	(1016)	1190
Avid football fan	17%	(97)	83%	(482)	579
Casual football fan	13%	(77)	87%	(534)	611
NFL fan	14%	(171)	86%	(1010)	1181
Avid NFL fan	15%	(87)	85%	(481)	568
Casual NFL fan	14%	(84)	86%	(530)	613
Watched SB last year	14%	(152)	86%	(905)	1057
Didn't watch SB last year	13%	(37)	87%	(250)	287
OK brands get political	19%	(106)	81%	(456)	561
Not OK brands get political	11%	(72)	89%	(585)	657
OK social justice	15%	(134)	85%	(767)	901
Not OK social justice	13%	(40)	87%	(274)	313
Likely SB viewer	14%	(188)	86%	(1155)	1344
More likely to watch SB this year	17%	(96)	83%	(465)	560
Less likely to watch SB this year	11%	(14)	89%	(115)	129
Likely host/attend SB party	21%	(76)	79%	(293)	369
Unlikely host/attend SB party	11%	(103)	89%	(822)	924
Watch SB for game	12%	(107)	88%	(752)	859
Watch SB for halftime	17%	(38)	83%	(189)	227
Watch SB for ads	19%	(36)	81%	(157)	193
SB more political	16%	(94)	84%	(477)	570
SB less political	11%	(26)	89%	(205)	231
Typically host/attend SB party	21%	(101)	79%	(386)	487

Continued on next page

**Table MCSP16\_14NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

*Chili*

Demographic	Selected		Not Selected		Total N
Adults	14%	(188)	86%	(1155)	1344
Typically do not host/attend SB party	10%	(87)	90%	(769)	856
Usually pays a lot/some attn to ads	15%	(169)	85%	(973)	1142
Usually pays not much/no attn to ads	10%	(19)	90%	(182)	201
Plan to pay a lot/some attn to ads	15%	(161)	85%	(951)	1112
Plan to pay not much/no attn to ads	12%	(27)	88%	(204)	231
Pro football fav sport	17%	(93)	83%	(456)	549
Fav NFL	15%	(162)	85%	(902)	1065
Unfav NFL	11%	(19)	89%	(154)	173
Fav Goodell	15%	(70)	85%	(384)	453
Unfav Goodell	16%	(55)	84%	(287)	342
Fav Chiefs	15%	(135)	85%	(744)	879
Fav Buccaneers	15%	(111)	85%	(615)	726
Chiefs fan	14%	(94)	86%	(559)	654
Buccaneers fan	13%	(63)	87%	(407)	470
Frequent sports betters	25%	(22)	75%	(66)	89
Regular sports betters	27%	(51)	73%	(142)	193
Frequent NFL betters	31%	(32)	69%	(71)	103
Regular NFL betters	24%	(50)	76%	(157)	207
Definite SB betters	32%	(40)	68%	(85)	125
Probable SB betters	23%	(71)	77%	(233)	303
Believe betting is legal in their state	15%	(73)	85%	(420)	493
Believe betting is illegal in their state	13%	(35)	87%	(229)	264
Non-sports fans	12%	(19)	88%	(137)	156
Gen Z sports fans	13%	(18)	87%	(123)	142
Millennial sports fans	15%	(51)	85%	(293)	345
Gen X sports fans	14%	(43)	86%	(256)	299
Boomer sports fans	15%	(54)	85%	(304)	358
Sports fans 18-34	15%	(50)	85%	(291)	341
Sports fans 35-44	13%	(27)	87%	(178)	205
Sports fans 45-64	16%	(65)	84%	(345)	411

Continued on next page

**Table MCSP16\_14NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.

*Chili*

Demographic	Selected		Not Selected		Total N
Adults	14%	(188)	86%	(1155)	1344
Sports fans 65+	12%	(27)	88%	(204)	231
Occasional sports betters	17%	(26)	83%	(132)	158
Non-sports betters	11%	(110)	89%	(882)	993
In legal betting states	15%	(74)	85%	(418)	492
Outside legal betting states	13%	(114)	87%	(738)	851
Sports fan In legal betting states 21+	15%	(65)	85%	(360)	425
Sports fan Outside legal betting states 21+	14%	(99)	86%	(596)	695
Likely SB viewer In legal betting states 21+	15%	(70)	85%	(394)	464
Likely SB viewer Outside legal betting states 21+	14%	(111)	86%	(685)	796

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

**Table MCSP16\_15NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Adults	9%	(119)	91%	(1224)	1344
Gender: Male	11%	(80)	89%	(662)	742
Gender: Female	7%	(39)	93%	(562)	601
Age: 18-34	3%	(11)	97%	(390)	401
Age: 35-44	5%	(11)	95%	(220)	231
Age: 45-64	10%	(46)	90%	(401)	447
Age: 65+	19%	(51)	81%	(214)	266
GenZers: 1997-2012	3%	(4)	97%	(165)	170
Millennials: 1981-1996	3%	(12)	97%	(382)	394
GenXers: 1965-1980	10%	(32)	90%	(293)	325
Baby Boomers: 1946-1964	15%	(60)	85%	(346)	406
PID: Dem (no lean)	9%	(58)	91%	(566)	624
PID: Ind (no lean)	10%	(35)	90%	(312)	347
PID: Rep (no lean)	7%	(26)	93%	(347)	373
PID/Gender: Dem Men	12%	(39)	88%	(280)	319
PID/Gender: Dem Women	6%	(19)	94%	(286)	305
PID/Gender: Ind Men	14%	(27)	86%	(171)	198
PID/Gender: Ind Women	6%	(8)	94%	(141)	149
PID/Gender: Rep Men	6%	(14)	94%	(211)	226
PID/Gender: Rep Women	8%	(12)	92%	(135)	147
Ideo: Liberal (1-3)	10%	(42)	90%	(388)	430
Ideo: Moderate (4)	10%	(41)	90%	(366)	406
Ideo: Conservative (5-7)	7%	(27)	93%	(367)	394
Educ: < College	8%	(71)	92%	(801)	872
Educ: Bachelors degree	10%	(31)	90%	(262)	292
Educ: Post-grad	10%	(17)	90%	(162)	179
Income: Under 50k	11%	(71)	89%	(600)	670
Income: 50k-100k	7%	(31)	93%	(405)	436
Income: 100k+	7%	(17)	93%	(219)	237
Ethnicity: White	9%	(90)	91%	(935)	1025
Ethnicity: Hispanic	7%	(14)	93%	(194)	208

Continued on next page

**Table MCSP16\_15NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Adults	9%	(119)	91%	(1224)	1344
Ethnicity: Black	7%	(14)	93%	(187)	201
Ethnicity: Other	13%	(16)	87%	(102)	117
All Christian	8%	(50)	92%	(575)	625
All Non-Christian	6%	(5)	94%	(89)	94
Atheist	15%	(9)	85%	(51)	60
Agnostic/Nothing in particular	11%	(38)	89%	(293)	331
Something Else	7%	(17)	93%	(216)	233
Religious Non-Protestant/Catholic	6%	(6)	94%	(96)	102
Evangelical	5%	(18)	95%	(310)	328
Non-Evangelical	9%	(48)	91%	(467)	515
Community: Urban	10%	(40)	90%	(365)	405
Community: Suburban	8%	(51)	92%	(604)	655
Community: Rural	10%	(28)	90%	(255)	283
Employ: Private Sector	6%	(29)	94%	(414)	442
Employ: Government	3%	(2)	97%	(76)	78
Employ: Self-Employed	5%	(5)	95%	(96)	101
Employ: Homemaker	3%	(3)	97%	(94)	97
Employ: Student	4%	(3)	96%	(64)	66
Employ: Retired	18%	(53)	82%	(245)	298
Employ: Unemployed	8%	(14)	92%	(167)	180
Employ: Other	14%	(11)	86%	(70)	81
Military HH: Yes	9%	(20)	91%	(197)	217
Military HH: No	9%	(99)	91%	(1027)	1127
RD/WT: Right Direction	8%	(48)	92%	(577)	626
RD/WT: Wrong Track	10%	(71)	90%	(647)	718
Biden Job Approve	10%	(83)	90%	(775)	858
Biden Job Disapprove	6%	(22)	94%	(347)	369

Continued on next page

**Table MCSP16\_15NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Adults	9%	(119)	91%	(1224)	1344
Biden Job Strongly Approve	10%	(53)	90%	(478)	531
Biden Job Somewhat Approve	9%	(31)	91%	(296)	327
Biden Job Somewhat Disapprove	4%	(5)	96%	(119)	123
Biden Job Strongly Disapprove	7%	(18)	93%	(228)	246
Favorable of Biden	10%	(85)	90%	(799)	884
Unfavorable of Biden	7%	(28)	93%	(373)	401
Very Favorable of Biden	8%	(45)	92%	(486)	530
Somewhat Favorable of Biden	11%	(40)	89%	(314)	354
Somewhat Unfavorable of Biden	6%	(7)	94%	(111)	118
Very Unfavorable of Biden	7%	(21)	93%	(262)	283
#1 Issue: Economy	8%	(43)	92%	(517)	561
#1 Issue: Security	5%	(6)	95%	(121)	127
#1 Issue: Health Care	10%	(26)	90%	(235)	262
#1 Issue: Medicare / Social Security	19%	(26)	81%	(116)	142
#1 Issue: Women's Issues	1%	(1)	99%	(53)	54
#1 Issue: Education	9%	(6)	91%	(58)	64
#1 Issue: Energy	2%	(1)	98%	(50)	51
#1 Issue: Other	11%	(10)	89%	(74)	84
2020 Vote: Joe Biden	11%	(77)	89%	(650)	727
2020 Vote: Donald Trump	7%	(26)	93%	(353)	379
2020 Vote: Didn't Vote	7%	(14)	93%	(196)	210
2018 House Vote: Democrat	11%	(56)	89%	(471)	527
2018 House Vote: Republican	9%	(30)	91%	(291)	321
2016 Vote: Hillary Clinton	12%	(61)	88%	(437)	499
2016 Vote: Donald Trump	7%	(26)	93%	(337)	363
2016 Vote: Other	12%	(8)	88%	(56)	64
2016 Vote: Didn't Vote	6%	(24)	94%	(393)	416
Voted in 2014: Yes	11%	(83)	89%	(684)	767
Voted in 2014: No	6%	(36)	94%	(541)	576

Continued on next page



**Table MCSP16\_15NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Adults	9%	(119)	91%	(1224)	1344
4-Region: Northeast	8%	(20)	92%	(241)	261
4-Region: Midwest	9%	(25)	91%	(265)	290
4-Region: South	7%	(34)	93%	(456)	490
4-Region: West	13%	(39)	87%	(264)	303
Sports fan	9%	(103)	91%	(1085)	1188
Avid sports fan	5%	(22)	95%	(426)	448
Casual sports fan	11%	(81)	89%	(659)	740
Football fan	9%	(107)	91%	(1083)	1190
Avid football fan	7%	(39)	93%	(540)	579
Casual football fan	11%	(68)	89%	(543)	611
NFL fan	9%	(104)	91%	(1077)	1181
Avid NFL fan	7%	(41)	93%	(527)	568
Casual NFL fan	10%	(64)	90%	(550)	613
Watched SB last year	9%	(93)	91%	(964)	1057
Didn't watch SB last year	9%	(26)	91%	(261)	287
OK brands get political	9%	(49)	91%	(512)	561
Not OK brands get political	7%	(48)	93%	(609)	657
OK social justice	8%	(72)	92%	(829)	901
Not OK social justice	9%	(27)	91%	(286)	313
Likely SB viewer	9%	(119)	91%	(1224)	1344
More likely to watch SB this year	5%	(26)	95%	(534)	560
Less likely to watch SB this year	9%	(12)	91%	(117)	129
Likely host/attend SB party	2%	(8)	98%	(361)	369
Unlikely host/attend SB party	12%	(107)	88%	(817)	924
Watch SB for game	9%	(80)	91%	(779)	859
Watch SB for halftime	5%	(11)	95%	(216)	227
Watch SB for ads	6%	(12)	94%	(181)	193
SB more political	5%	(29)	95%	(542)	570
SB less political	9%	(21)	91%	(210)	231
Typically host/attend SB party	3%	(12)	97%	(475)	487

Continued on next page

**Table MCSP16\_15NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Adults	9%	(119)	91%	(1224)	1344
Typically do not host/attend SB party	12%	(107)	88%	(749)	856
Usually pays a lot/some attn to ads	7%	(77)	93%	(1065)	1142
Usually pays not much/no attn to ads	21%	(42)	79%	(159)	201
Plan to pay a lot/some attn to ads	7%	(74)	93%	(1039)	1112
Plan to pay not much/no attn to ads	20%	(45)	80%	(186)	231
Pro football fav sport	6%	(35)	94%	(514)	549
Fav NFL	8%	(88)	92%	(977)	1065
Unfav NFL	9%	(15)	91%	(158)	173
Fav Goodell	7%	(30)	93%	(423)	453
Unfav Goodell	8%	(27)	92%	(315)	342
Fav Chiefs	8%	(75)	92%	(804)	879
Fav Buccaneers	8%	(56)	92%	(670)	726
Chiefs fan	10%	(69)	90%	(585)	654
Buccaneers fan	6%	(27)	94%	(443)	470
Frequent sports betters	1%	(1)	99%	(87)	89
Regular sports betters	1%	(2)	99%	(191)	193
Frequent NFL betters	1%	(1)	99%	(102)	103
Regular NFL betters	1%	(2)	99%	(205)	207
Definite SB betters	1%	(2)	99%	(124)	125
Probable SB betters	2%	(5)	98%	(298)	303
Believe betting is legal in their state	8%	(39)	92%	(454)	493
Believe betting is illegal in their state	10%	(27)	90%	(237)	264
Non-sports fans	10%	(16)	90%	(140)	156
Gen Z sports fans	3%	(4)	97%	(138)	142
Millennial sports fans	2%	(8)	98%	(337)	345
Gen X sports fans	9%	(27)	91%	(272)	299
Boomer sports fans	15%	(54)	85%	(304)	358
Sports fans 18-34	2%	(6)	98%	(335)	341
Sports fans 35-44	5%	(10)	95%	(195)	205
Sports fans 45-64	10%	(41)	90%	(369)	411

Continued on next page

**Table MCSP16\_15NET:** You previously indicated you plan to watch Super Bowl LV in February 2021. Which, if any, of the following foods do you plan to serve or eat while watching the Super Bowl? Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Adults	9%	(119)	91%	(1224)	1344
Sports fans 65+	20%	(45)	80%	(186)	231
Occasional sports betters	6%	(10)	94%	(148)	158
Non-sports betters	11%	(108)	89%	(885)	993
In legal betting states	11%	(53)	89%	(439)	492
Outside legal betting states	8%	(66)	92%	(785)	851
Sports fan In legal betting states 21+	11%	(48)	89%	(377)	425
Sports fan Outside legal betting states 21+	8%	(54)	92%	(641)	695
Likely SB viewer In legal betting states 21+	11%	(52)	89%	(412)	464
Likely SB viewer Outside legal betting states 21+	8%	(65)	92%	(731)	796

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

**Table MCSP17\_1NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
Light beer

Demographic	Selected		Not Selected		Total N
Adults	30%	(374)	70%	(886)	1260
Gender: Male	30%	(213)	70%	(495)	708
Gender: Female	29%	(162)	71%	(391)	553
Age: 18-34	44%	(139)	56%	(179)	318
Age: 35-44	34%	(79)	66%	(151)	231
Age: 45-64	27%	(119)	73%	(327)	447
Age: 65+	14%	(37)	86%	(229)	266
GenZers: 1997-2012	43%	(37)	57%	(49)	86
Millennials: 1981-1996	41%	(161)	59%	(233)	394
GenXers: 1965-1980	24%	(77)	76%	(248)	325
Baby Boomers: 1946-1964	23%	(93)	77%	(313)	406
PID: Dem (no lean)	31%	(180)	69%	(404)	584
PID: Ind (no lean)	28%	(90)	72%	(227)	317
PID: Rep (no lean)	29%	(104)	71%	(255)	359
PID/Gender: Dem Men	32%	(96)	68%	(205)	301
PID/Gender: Dem Women	30%	(84)	70%	(199)	283
PID/Gender: Ind Men	27%	(50)	73%	(135)	185
PID/Gender: Ind Women	30%	(40)	70%	(92)	132
PID/Gender: Rep Men	30%	(67)	70%	(155)	221
PID/Gender: Rep Women	27%	(38)	73%	(100)	138
Ideo: Liberal (1-3)	28%	(112)	72%	(284)	396
Ideo: Moderate (4)	32%	(126)	68%	(271)	397
Ideo: Conservative (5-7)	29%	(109)	71%	(270)	380
Educ: < College	29%	(232)	71%	(560)	792
Educ: Bachelors degree	28%	(82)	72%	(208)	290
Educ: Post-grad	34%	(60)	66%	(119)	179
Income: Under 50k	29%	(177)	71%	(437)	614
Income: 50k-100k	31%	(132)	69%	(289)	421
Income: 100k+	29%	(66)	71%	(159)	225
Ethnicity: White	29%	(289)	71%	(702)	991
Ethnicity: Hispanic	41%	(74)	59%	(108)	181

Continued on next page

**Table MCSP17\_INET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Light beer

Demographic	Selected		Not Selected		Total N
Adults	30%	(374)	70%	(886)	1260
Ethnicity: Black	28%	(47)	72%	(120)	167
Ethnicity: Other	37%	(38)	63%	(65)	103
All Christian	27%	(166)	73%	(437)	602
All Non-Christian	37%	(34)	63%	(56)	90
Atheist	20%	(10)	80%	(41)	51
Agnostic/Nothing in particular	35%	(107)	65%	(203)	310
Something Else	28%	(58)	72%	(149)	207
Religious Non-Protestant/Catholic	35%	(35)	65%	(64)	98
Evangelical	29%	(88)	71%	(217)	304
Non-Evangelical	27%	(131)	73%	(360)	491
Community: Urban	36%	(136)	64%	(239)	374
Community: Suburban	26%	(159)	74%	(461)	620
Community: Rural	30%	(80)	70%	(187)	266
Employ: Private Sector	35%	(147)	65%	(278)	426
Employ: Government	38%	(28)	62%	(46)	74
Employ: Self-Employed	46%	(45)	54%	(54)	100
Employ: Homemaker	30%	(29)	70%	(67)	96
Employ: Retired	16%	(48)	84%	(250)	298
Employ: Unemployed	32%	(52)	68%	(112)	165
Employ: Other	23%	(16)	77%	(55)	71
Military HH: Yes	26%	(53)	74%	(151)	205
Military HH: No	30%	(321)	70%	(735)	1056
RD/WT: Right Direction	35%	(205)	65%	(384)	589
RD/WT: Wrong Track	25%	(169)	75%	(502)	671
Biden Job Approve	31%	(250)	69%	(557)	807
Biden Job Disapprove	27%	(92)	73%	(252)	344
Biden Job Strongly Approve	30%	(148)	70%	(350)	499
Biden Job Somewhat Approve	33%	(102)	67%	(207)	308
Biden Job Somewhat Disapprove	30%	(34)	70%	(80)	114
Biden Job Strongly Disapprove	26%	(59)	74%	(172)	230

Continued on next page

**Table MCSP17\_1NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
Light beer

Demographic	Selected		Not Selected		Total N
Adults	30%	(374)	70%	(886)	1260
Favorable of Biden	31%	(258)	69%	(569)	827
Unfavorable of Biden	27%	(103)	73%	(278)	382
Very Favorable of Biden	32%	(161)	68%	(339)	500
Somewhat Favorable of Biden	30%	(97)	70%	(230)	327
Somewhat Unfavorable of Biden	27%	(30)	73%	(80)	110
Very Unfavorable of Biden	27%	(73)	73%	(199)	272
#1 Issue: Economy	34%	(182)	66%	(354)	535
#1 Issue: Security	31%	(38)	69%	(85)	123
#1 Issue: Health Care	30%	(73)	70%	(173)	247
#1 Issue: Medicare / Social Security	17%	(24)	83%	(118)	142
#1 Issue: Education	31%	(16)	69%	(34)	50
#1 Issue: Other	17%	(13)	83%	(63)	75
2020 Vote: Joe Biden	31%	(211)	69%	(478)	689
2020 Vote: Donald Trump	27%	(99)	73%	(268)	366
2020 Vote: Didn't Vote	35%	(63)	65%	(117)	180
2018 House Vote: Democrat	29%	(150)	71%	(373)	523
2018 House Vote: Republican	25%	(80)	75%	(239)	319
2016 Vote: Hillary Clinton	28%	(140)	72%	(359)	499
2016 Vote: Donald Trump	29%	(105)	71%	(256)	361
2016 Vote: Other	13%	(9)	87%	(55)	64
2016 Vote: Didn't Vote	36%	(121)	64%	(214)	335
Voted in 2014: Yes	27%	(207)	73%	(558)	765
Voted in 2014: No	34%	(167)	66%	(328)	495
4-Region: Northeast	29%	(69)	71%	(170)	239
4-Region: Midwest	25%	(72)	75%	(211)	282
4-Region: South	33%	(152)	67%	(308)	460
4-Region: West	29%	(81)	71%	(198)	279
Sports fan	30%	(338)	70%	(781)	1120
Avid sports fan	33%	(139)	67%	(286)	425
Casual sports fan	29%	(199)	71%	(496)	695

Continued on next page

**Table MCSP17\_INET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Light beer

Demographic	Selected		Not Selected		Total N
Adults	30%	(374)	70%	(886)	1260
Football fan	31%	(344)	69%	(780)	1124
Avid football fan	32%	(176)	68%	(375)	551
Casual football fan	29%	(168)	71%	(405)	573
NFL fan	30%	(334)	70%	(787)	1121
Avid NFL fan	31%	(171)	69%	(374)	546
Casual NFL fan	28%	(163)	72%	(412)	575
Watched SB last year	30%	(303)	70%	(692)	995
Didn't watch SB last year	27%	(71)	73%	(194)	265
OK brands get political	30%	(157)	70%	(364)	521
Not OK brands get political	29%	(182)	71%	(438)	620
OK social justice	31%	(254)	69%	(579)	833
Not OK social justice	30%	(92)	70%	(215)	308
Likely SB viewer	30%	(374)	70%	(886)	1260
More likely to watch SB this year	35%	(183)	65%	(338)	520
Less likely to watch SB this year	30%	(34)	70%	(77)	111
Likely host/attend SB party	44%	(146)	56%	(189)	335
Unlikely host/attend SB party	24%	(214)	76%	(665)	879
Watch SB for game	30%	(241)	70%	(574)	815
Watch SB for halftime	29%	(58)	71%	(143)	201
Watch SB for ads	30%	(56)	70%	(129)	185
SB more political	32%	(168)	68%	(351)	519
SB less political	31%	(69)	69%	(155)	224
Typically host/attend SB party	42%	(184)	58%	(259)	443
Typically do not host/attend SB party	23%	(190)	77%	(627)	818
Usually pays a lot/some attn to ads	31%	(332)	69%	(741)	1073
Usually pays not much/no attn to ads	23%	(42)	77%	(145)	187
Plan to pay a lot/some attn to ads	31%	(325)	69%	(723)	1048
Plan to pay not much/no attn to ads	23%	(49)	77%	(163)	212
Pro football fav sport	37%	(195)	63%	(333)	528
Fav NFL	31%	(306)	69%	(695)	1001

Continued on next page

**Table MCSP17\_1NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
Light beer

Demographic	Selected		Not Selected		Total N
Adults	30%	(374)	70%	(886)	1260
Unfav NFL	28%	(46)	72%	(119)	165
Fav Goodell	33%	(146)	67%	(292)	438
Unfav Goodell	24%	(80)	76%	(248)	328
Fav Chiefs	31%	(259)	69%	(586)	845
Fav Buccaneers	31%	(220)	69%	(481)	701
Chiefs fan	31%	(191)	69%	(433)	624
Buccaneers fan	32%	(140)	68%	(304)	444
Frequent sports betters	43%	(38)	57%	(51)	89
Regular sports betters	48%	(88)	52%	(94)	182
Frequent NFL betters	50%	(52)	50%	(51)	103
Regular NFL betters	46%	(90)	54%	(105)	196
Definite SB betters	42%	(53)	58%	(72)	125
Probable SB betters	46%	(133)	54%	(154)	287
Believe betting is legal in their state	35%	(162)	65%	(301)	463
Believe betting is illegal in their state	27%	(67)	73%	(186)	254
Non-sports fans	26%	(36)	74%	(105)	141
Gen Z sports fans	47%	(35)	53%	(39)	73
Millennial sports fans	42%	(146)	58%	(198)	345
Gen X sports fans	24%	(72)	76%	(226)	299
Boomer sports fans	22%	(80)	78%	(278)	358
Sports fans 18-34	46%	(125)	54%	(148)	273
Sports fans 35-44	36%	(74)	64%	(132)	205
Sports fans 45-64	26%	(107)	74%	(303)	411
Sports fans 65+	14%	(32)	86%	(199)	231
Occasional sports betters	39%	(60)	61%	(94)	155
Non-sports betters	24%	(226)	76%	(698)	924
In legal betting states	27%	(125)	73%	(340)	464
Outside legal betting states	31%	(250)	69%	(546)	796
Sports fan In legal betting states 21+	27%	(116)	73%	(309)	425
Sports fan Outside legal betting states 21+	32%	(223)	68%	(472)	695

Continued on next page



**Table MCSP17\_INET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Light beer

Demographic	Selected		Not Selected		Total N
Adults	30%	(374)	70%	(886)	1260
Likely SB viewer In legal betting states 21+	27%	(125)	73%	(340)	464
Likely SB viewer Outside legal betting states 21+	31%	(250)	69%	(546)	796

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

**Table MCSP17\_2NET:** *And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.*  
*Craft beer*

Demographic	Selected		Not Selected		Total N
Adults	23%	(294)	77%	(966)	1260
Gender: Male	24%	(171)	76%	(536)	708
Gender: Female	22%	(123)	78%	(430)	553
Age: 18-34	31%	(97)	69%	(220)	318
Age: 35-44	35%	(81)	65%	(150)	231
Age: 45-64	18%	(80)	82%	(366)	447
Age: 65+	14%	(36)	86%	(230)	266
GenZers: 1997-2012	16%	(14)	84%	(73)	86
Millennials: 1981-1996	37%	(144)	63%	(249)	394
GenXers: 1965-1980	21%	(70)	79%	(256)	325
Baby Boomers: 1946-1964	16%	(65)	84%	(342)	406
PID: Dem (no lean)	24%	(137)	76%	(447)	584
PID: Ind (no lean)	25%	(80)	75%	(237)	317
PID: Rep (no lean)	22%	(77)	78%	(282)	359
PID/Gender: Dem Men	22%	(68)	78%	(233)	301
PID/Gender: Dem Women	25%	(70)	75%	(213)	283
PID/Gender: Ind Men	27%	(50)	73%	(135)	185
PID/Gender: Ind Women	23%	(30)	77%	(102)	132
PID/Gender: Rep Men	24%	(54)	76%	(167)	221
PID/Gender: Rep Women	17%	(23)	83%	(115)	138
Ideo: Liberal (1-3)	26%	(104)	74%	(292)	396
Ideo: Moderate (4)	20%	(79)	80%	(318)	397
Ideo: Conservative (5-7)	24%	(90)	76%	(290)	380
Educ: < College	20%	(162)	80%	(630)	792
Educ: Bachelors degree	26%	(76)	74%	(213)	290
Educ: Post-grad	31%	(56)	69%	(123)	179
Income: Under 50k	20%	(121)	80%	(493)	614
Income: 50k-100k	24%	(102)	76%	(319)	421
Income: 100k+	32%	(72)	68%	(153)	225
Ethnicity: White	22%	(217)	78%	(773)	991
Ethnicity: Hispanic	22%	(40)	78%	(141)	181

Continued on next page

**Table MCSP17\_2NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Craft beer

Demographic	Selected		Not Selected		Total N
Adults	23%	(294)	77%	(966)	1260
Ethnicity: Black	28%	(46)	72%	(121)	167
Ethnicity: Other	30%	(31)	70%	(72)	103
All Christian	23%	(140)	77%	(462)	602
All Non-Christian	16%	(15)	84%	(75)	90
Atheist	35%	(18)	65%	(33)	51
Agnostic/Nothing in particular	23%	(70)	77%	(240)	310
Something Else	25%	(51)	75%	(155)	207
Religious Non-Protestant/Catholic	19%	(18)	81%	(80)	98
Evangelical	23%	(70)	77%	(234)	304
Non-Evangelical	24%	(116)	76%	(374)	491
Community: Urban	27%	(102)	73%	(272)	374
Community: Suburban	22%	(137)	78%	(483)	620
Community: Rural	21%	(55)	79%	(211)	266
Employ: Private Sector	30%	(127)	70%	(298)	426
Employ: Government	39%	(29)	61%	(45)	74
Employ: Self-Employed	26%	(26)	74%	(74)	100
Employ: Homemaker	23%	(23)	77%	(74)	96
Employ: Retired	13%	(39)	87%	(259)	298
Employ: Unemployed	21%	(34)	79%	(131)	165
Employ: Other	16%	(12)	84%	(59)	71
Military HH: Yes	24%	(49)	76%	(156)	205
Military HH: No	23%	(246)	77%	(810)	1056
RD/WT: Right Direction	25%	(147)	75%	(443)	589
RD/WT: Wrong Track	22%	(148)	78%	(523)	671
Biden Job Approve	24%	(192)	76%	(615)	807
Biden Job Disapprove	23%	(79)	77%	(265)	344
Biden Job Strongly Approve	22%	(109)	78%	(390)	499
Biden Job Somewhat Approve	27%	(83)	73%	(226)	308
Biden Job Somewhat Disapprove	25%	(28)	75%	(86)	114
Biden Job Strongly Disapprove	22%	(51)	78%	(179)	230

Continued on next page

**Table MCSP17\_2NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
Craft beer

Demographic	Selected		Not Selected		Total N
Adults	23%	(294)	77%	(966)	1260
Favorable of Biden	24%	(196)	76%	(630)	827
Unfavorable of Biden	22%	(86)	78%	(296)	382
Very Favorable of Biden	23%	(115)	77%	(385)	500
Somewhat Favorable of Biden	25%	(82)	75%	(245)	327
Somewhat Unfavorable of Biden	29%	(32)	71%	(78)	110
Very Unfavorable of Biden	20%	(54)	80%	(218)	272
#1 Issue: Economy	28%	(147)	72%	(388)	535
#1 Issue: Security	16%	(20)	84%	(103)	123
#1 Issue: Health Care	27%	(65)	73%	(181)	247
#1 Issue: Medicare / Social Security	8%	(12)	92%	(130)	142
#1 Issue: Education	19%	(10)	81%	(40)	50
#1 Issue: Other	21%	(16)	79%	(60)	75
2020 Vote: Joe Biden	26%	(179)	74%	(510)	689
2020 Vote: Donald Trump	19%	(68)	81%	(298)	366
2020 Vote: Didn't Vote	22%	(39)	78%	(140)	180
2018 House Vote: Democrat	26%	(136)	74%	(387)	523
2018 House Vote: Republican	22%	(70)	78%	(249)	319
2016 Vote: Hillary Clinton	26%	(128)	74%	(371)	499
2016 Vote: Donald Trump	21%	(78)	79%	(283)	361
2016 Vote: Other	26%	(16)	74%	(47)	64
2016 Vote: Didn't Vote	22%	(73)	78%	(263)	335
Voted in 2014: Yes	24%	(184)	76%	(581)	765
Voted in 2014: No	22%	(111)	78%	(385)	495
4-Region: Northeast	27%	(65)	73%	(174)	239
4-Region: Midwest	27%	(77)	73%	(205)	282
4-Region: South	21%	(95)	79%	(365)	460
4-Region: West	21%	(57)	79%	(222)	279
Sports fan	25%	(275)	75%	(845)	1120
Avid sports fan	30%	(130)	70%	(296)	425
Casual sports fan	21%	(145)	79%	(549)	695

Continued on next page

**Table MCSP17\_2NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Craft beer

Demographic	Selected		Not Selected		Total N
Adults	23%	(294)	77%	(966)	1260
Football fan	25%	(277)	75%	(847)	1124
Avid football fan	27%	(151)	73%	(400)	551
Casual football fan	22%	(127)	78%	(447)	573
NFL fan	24%	(273)	76%	(848)	1121
Avid NFL fan	28%	(151)	72%	(395)	546
Casual NFL fan	21%	(123)	79%	(453)	575
Watched SB last year	24%	(238)	76%	(757)	995
Didn't watch SB last year	21%	(56)	79%	(209)	265
OK brands get political	27%	(141)	73%	(381)	521
Not OK brands get political	19%	(120)	81%	(500)	620
OK social justice	24%	(203)	76%	(631)	833
Not OK social justice	22%	(68)	78%	(240)	308
Likely SB viewer	23%	(294)	77%	(966)	1260
More likely to watch SB this year	28%	(148)	72%	(373)	520
Less likely to watch SB this year	21%	(24)	79%	(87)	111
Likely host/attend SB party	33%	(111)	67%	(224)	335
Unlikely host/attend SB party	20%	(175)	80%	(705)	879
Watch SB for game	23%	(186)	77%	(629)	815
Watch SB for halftime	23%	(47)	77%	(154)	201
Watch SB for ads	31%	(58)	69%	(127)	185
SB more political	26%	(136)	74%	(383)	519
SB less political	26%	(57)	74%	(167)	224
Typically host/attend SB party	37%	(163)	63%	(279)	443
Typically do not host/attend SB party	16%	(131)	84%	(686)	818
Usually pays a lot/some attn to ads	25%	(268)	75%	(805)	1073
Usually pays not much/no attn to ads	14%	(26)	86%	(161)	187
Plan to pay a lot/some attn to ads	25%	(262)	75%	(786)	1048
Plan to pay not much/no attn to ads	15%	(32)	85%	(180)	212
Pro football fav sport	24%	(129)	76%	(399)	528
Fav NFL	24%	(244)	76%	(756)	1001

Continued on next page

**Table MCSP17\_2NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
Craft beer

Demographic	Selected		Not Selected		Total N
Adults	23%	(294)	77%	(966)	1260
Unfav NFL	23%	(38)	77%	(128)	165
Fav Goodell	24%	(104)	76%	(334)	438
Unfav Goodell	28%	(90)	72%	(238)	328
Fav Chiefs	24%	(202)	76%	(643)	845
Fav Buccaneers	26%	(179)	74%	(522)	701
Chiefs fan	23%	(141)	77%	(483)	624
Buccaneers fan	25%	(113)	75%	(331)	444
Frequent sports betters	37%	(33)	63%	(56)	89
Regular sports betters	38%	(70)	62%	(112)	182
Frequent NFL betters	40%	(41)	60%	(61)	103
Regular NFL betters	39%	(76)	61%	(119)	196
Definite SB betters	43%	(54)	57%	(71)	125
Probable SB betters	40%	(114)	60%	(173)	287
Believe betting is legal in their state	29%	(135)	71%	(328)	463
Believe betting is illegal in their state	20%	(51)	80%	(203)	254
Non-sports fans	14%	(20)	86%	(121)	141
Gen Z sports fans	17%	(13)	83%	(61)	73
Millennial sports fans	40%	(137)	60%	(208)	345
Gen X sports fans	21%	(63)	79%	(236)	299
Boomer sports fans	17%	(61)	83%	(297)	358
Sports fans 18-34	34%	(93)	66%	(180)	273
Sports fans 35-44	36%	(74)	64%	(132)	205
Sports fans 45-64	18%	(76)	82%	(335)	411
Sports fans 65+	14%	(32)	86%	(199)	231
Occasional sports betters	35%	(54)	65%	(101)	155
Non-sports betters	18%	(170)	82%	(753)	924
In legal betting states	27%	(125)	73%	(339)	464
Outside legal betting states	21%	(170)	79%	(626)	796
Sports fan In legal betting states 21+	27%	(116)	73%	(308)	425
Sports fan Outside legal betting states 21+	23%	(158)	77%	(537)	695

Continued on next page

**Table MCSP17\_2NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
Craft beer

Demographic	Selected		Not Selected		Total N
Adults	23%	(294)	77%	(966)	1260
Likely SB viewer In legal betting states 21+	27%	(125)	73%	(339)	464
Likely SB viewer Outside legal betting states 21+	21%	(170)	79%	(626)	796

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

**Table MCSP17\_3NET:** *And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.*  
Wine

Demographic	Selected		Not Selected		Total N
Adults	20%	(258)	80%	(1003)	1260
Gender: Male	17%	(123)	83%	(585)	708
Gender: Female	24%	(135)	76%	(418)	553
Age: 18-34	27%	(84)	73%	(233)	318
Age: 35-44	23%	(54)	77%	(177)	231
Age: 45-64	16%	(74)	84%	(373)	447
Age: 65+	17%	(46)	83%	(220)	266
GenZers: 1997-2012	22%	(19)	78%	(68)	86
Millennials: 1981-1996	27%	(107)	73%	(287)	394
GenXers: 1965-1980	14%	(46)	86%	(279)	325
Baby Boomers: 1946-1964	19%	(78)	81%	(328)	406
PID: Dem (no lean)	24%	(138)	76%	(445)	584
PID: Ind (no lean)	18%	(57)	82%	(260)	317
PID: Rep (no lean)	17%	(62)	83%	(297)	359
PID/Gender: Dem Men	20%	(60)	80%	(241)	301
PID/Gender: Dem Women	28%	(78)	72%	(205)	283
PID/Gender: Ind Men	14%	(26)	86%	(159)	185
PID/Gender: Ind Women	24%	(31)	76%	(101)	132
PID/Gender: Rep Men	16%	(36)	84%	(185)	221
PID/Gender: Rep Women	19%	(26)	81%	(112)	138
Ideo: Liberal (1-3)	23%	(92)	77%	(304)	396
Ideo: Moderate (4)	22%	(89)	78%	(308)	397
Ideo: Conservative (5-7)	15%	(58)	85%	(321)	380
Educ: < College	17%	(133)	83%	(658)	792
Educ: Bachelors degree	23%	(67)	77%	(223)	290
Educ: Post-grad	32%	(58)	68%	(121)	179
Income: Under 50k	16%	(96)	84%	(518)	614
Income: 50k-100k	23%	(98)	77%	(323)	421
Income: 100k+	28%	(64)	72%	(161)	225
Ethnicity: White	19%	(189)	81%	(802)	991
Ethnicity: Hispanic	21%	(38)	79%	(144)	181

Continued on next page



**Table MCSP17\_3NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
Wine

Demographic	Selected		Not Selected		Total N
Adults	20%	(258)	80%	(1003)	1260
Ethnicity: Black	29%	(49)	71%	(118)	167
Ethnicity: Other	19%	(20)	81%	(83)	103
All Christian	22%	(134)	78%	(468)	602
All Non-Christian	34%	(31)	66%	(59)	90
Atheist	15%	(7)	85%	(44)	51
Agnostic/Nothing in particular	16%	(51)	84%	(259)	310
Something Else	17%	(34)	83%	(172)	207
Religious Non-Protestant/Catholic	33%	(32)	67%	(66)	98
Evangelical	23%	(70)	77%	(234)	304
Non-Evangelical	19%	(96)	81%	(395)	491
Community: Urban	25%	(92)	75%	(282)	374
Community: Suburban	19%	(119)	81%	(502)	620
Community: Rural	18%	(47)	82%	(219)	266
Employ: Private Sector	23%	(98)	77%	(328)	426
Employ: Government	35%	(26)	65%	(48)	74
Employ: Self-Employed	23%	(23)	77%	(77)	100
Employ: Homemaker	20%	(20)	80%	(76)	96
Employ: Retired	17%	(50)	83%	(249)	298
Employ: Unemployed	18%	(30)	82%	(135)	165
Employ: Other	13%	(9)	87%	(62)	71
Military HH: Yes	20%	(40)	80%	(164)	205
Military HH: No	21%	(218)	79%	(838)	1056
RD/WT: Right Direction	25%	(150)	75%	(439)	589
RD/WT: Wrong Track	16%	(108)	84%	(564)	671
Biden Job Approve	21%	(169)	79%	(638)	807
Biden Job Disapprove	18%	(61)	82%	(283)	344
Biden Job Strongly Approve	24%	(118)	76%	(381)	499
Biden Job Somewhat Approve	17%	(52)	83%	(257)	308
Biden Job Somewhat Disapprove	19%	(22)	81%	(92)	114
Biden Job Strongly Disapprove	17%	(40)	83%	(191)	230

Continued on next page

**Table MCSP17\_3NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
Wine

Demographic	Selected		Not Selected		Total N
Adults	20%	(258)	80%	(1003)	1260
Favorable of Biden	22%	(182)	78%	(645)	827
Unfavorable of Biden	17%	(64)	83%	(317)	382
Very Favorable of Biden	26%	(129)	74%	(371)	500
Somewhat Favorable of Biden	16%	(52)	84%	(274)	327
Somewhat Unfavorable of Biden	20%	(22)	80%	(88)	110
Very Unfavorable of Biden	15%	(42)	85%	(230)	272
#1 Issue: Economy	22%	(117)	78%	(418)	535
#1 Issue: Security	21%	(26)	79%	(97)	123
#1 Issue: Health Care	18%	(45)	82%	(201)	247
#1 Issue: Medicare / Social Security	15%	(21)	85%	(121)	142
#1 Issue: Education	30%	(15)	70%	(35)	50
#1 Issue: Other	19%	(14)	81%	(61)	75
2020 Vote: Joe Biden	23%	(162)	77%	(527)	689
2020 Vote: Donald Trump	16%	(58)	84%	(309)	366
2020 Vote: Didn't Vote	16%	(29)	84%	(150)	180
2018 House Vote: Democrat	24%	(125)	76%	(398)	523
2018 House Vote: Republican	17%	(53)	83%	(267)	319
2016 Vote: Hillary Clinton	24%	(122)	76%	(377)	499
2016 Vote: Donald Trump	16%	(59)	84%	(302)	361
2016 Vote: Other	25%	(16)	75%	(48)	64
2016 Vote: Didn't Vote	18%	(61)	82%	(274)	335
Voted in 2014: Yes	22%	(169)	78%	(596)	765
Voted in 2014: No	18%	(89)	82%	(407)	495
4-Region: Northeast	25%	(61)	75%	(178)	239
4-Region: Midwest	15%	(43)	85%	(240)	282
4-Region: South	23%	(107)	77%	(353)	460
4-Region: West	17%	(47)	83%	(232)	279
Sports fan	21%	(232)	79%	(888)	1120
Avid sports fan	22%	(92)	78%	(334)	425
Casual sports fan	20%	(140)	80%	(554)	695

Continued on next page

**Table MCSP17\_3NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
Wine

Demographic	Selected		Not Selected		Total N
Adults	20%	(258)	80%	(1003)	1260
Football fan	20%	(228)	80%	(897)	1124
Avid football fan	22%	(118)	78%	(432)	551
Casual football fan	19%	(109)	81%	(464)	573
NFL fan	20%	(221)	80%	(900)	1121
Avid NFL fan	21%	(113)	79%	(433)	546
Casual NFL fan	19%	(108)	81%	(467)	575
Watched SB last year	21%	(205)	79%	(790)	995
Didn't watch SB last year	20%	(53)	80%	(213)	265
OK brands get political	24%	(126)	76%	(396)	521
Not OK brands get political	16%	(101)	84%	(519)	620
OK social justice	22%	(182)	78%	(651)	833
Not OK social justice	16%	(48)	84%	(259)	308
Likely SB viewer	20%	(258)	80%	(1003)	1260
More likely to watch SB this year	22%	(116)	78%	(404)	520
Less likely to watch SB this year	20%	(22)	80%	(89)	111
Likely host/attend SB party	31%	(104)	69%	(231)	335
Unlikely host/attend SB party	17%	(147)	83%	(733)	879
Watch SB for game	18%	(148)	82%	(667)	815
Watch SB for halftime	27%	(54)	73%	(147)	201
Watch SB for ads	24%	(45)	76%	(140)	185
SB more political	21%	(108)	79%	(411)	519
SB less political	20%	(46)	80%	(179)	224
Typically host/attend SB party	30%	(131)	70%	(311)	443
Typically do not host/attend SB party	15%	(126)	85%	(691)	818
Usually pays a lot/some attn to ads	22%	(233)	78%	(840)	1073
Usually pays not much/no attn to ads	13%	(25)	87%	(162)	187
Plan to pay a lot/some attn to ads	22%	(227)	78%	(821)	1048
Plan to pay not much/no attn to ads	14%	(31)	86%	(182)	212
Pro football fav sport	19%	(102)	81%	(425)	528
Fav NFL	20%	(203)	80%	(797)	1001

Continued on next page

**Table MCSP17\_3NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
Wine

Demographic	Selected		Not Selected		Total N
Adults	20%	(258)	80%	(1003)	1260
Unfav NFL	23%	(39)	77%	(127)	165
Fav Goodell	22%	(97)	78%	(341)	438
Unfav Goodell	21%	(67)	79%	(261)	328
Fav Chiefs	19%	(163)	81%	(682)	845
Fav Buccaneers	22%	(151)	78%	(550)	701
Chiefs fan	20%	(127)	80%	(497)	624
Buccaneers fan	21%	(93)	79%	(352)	444
Frequent sports betters	35%	(31)	65%	(57)	89
Regular sports betters	30%	(55)	70%	(127)	182
Frequent NFL betters	35%	(36)	65%	(67)	103
Regular NFL betters	31%	(62)	69%	(134)	196
Definite SB betters	35%	(43)	65%	(82)	125
Probable SB betters	32%	(91)	68%	(196)	287
Believe betting is legal in their state	23%	(106)	77%	(357)	463
Believe betting is illegal in their state	17%	(43)	83%	(210)	254
Non-sports fans	18%	(26)	82%	(115)	141
Gen Z sports fans	24%	(17)	76%	(56)	73
Millennial sports fans	29%	(99)	71%	(246)	345
Gen X sports fans	14%	(41)	86%	(258)	299
Boomer sports fans	19%	(67)	81%	(291)	358
Sports fans 18-34	28%	(77)	72%	(196)	273
Sports fans 35-44	24%	(49)	76%	(156)	205
Sports fans 45-64	16%	(66)	84%	(345)	411
Sports fans 65+	17%	(39)	83%	(192)	231
Occasional sports betters	25%	(38)	75%	(116)	155
Non-sports betters	18%	(164)	82%	(759)	924
In legal betting states	21%	(99)	79%	(365)	464
Outside legal betting states	20%	(159)	80%	(637)	796
Sports fan In legal betting states 21+	21%	(88)	79%	(337)	425
Sports fan Outside legal betting states 21+	21%	(144)	79%	(551)	695

Continued on next page

**Table MCSP17\_3NET:** *And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.*  
Wine

Demographic	Selected		Not Selected		Total N
Adults	20%	(258)	80%	(1003)	1260
Likely SB viewer In legal betting states 21+	21%	(99)	79%	(365)	464
Likely SB viewer Outside legal betting states 21+	20%	(159)	80%	(637)	796

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

**Table MCSP17\_4NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Hard seltzer

Demographic	Selected		Not Selected		Total N
Adults	11%	(142)	89%	(1118)	1260
Gender: Male	11%	(75)	89%	(633)	708
Gender: Female	12%	(68)	88%	(485)	553
Age: 18-34	21%	(67)	79%	(251)	318
Age: 35-44	14%	(33)	86%	(198)	231
Age: 45-64	7%	(32)	93%	(415)	447
Age: 65+	4%	(10)	96%	(255)	266
GenZers: 1997-2012	22%	(19)	78%	(68)	86
Millennials: 1981-1996	19%	(75)	81%	(319)	394
GenXers: 1965-1980	8%	(27)	92%	(298)	325
Baby Boomers: 1946-1964	5%	(21)	95%	(385)	406
PID: Dem (no lean)	13%	(77)	87%	(507)	584
PID: Ind (no lean)	8%	(25)	92%	(292)	317
PID: Rep (no lean)	11%	(40)	89%	(319)	359
PID/Gender: Dem Men	12%	(36)	88%	(265)	301
PID/Gender: Dem Women	15%	(41)	85%	(242)	283
PID/Gender: Ind Men	7%	(13)	93%	(172)	185
PID/Gender: Ind Women	9%	(12)	91%	(120)	132
PID/Gender: Rep Men	12%	(26)	88%	(196)	221
PID/Gender: Rep Women	11%	(15)	89%	(123)	138
Ideo: Liberal (1-3)	15%	(58)	85%	(337)	396
Ideo: Moderate (4)	10%	(41)	90%	(356)	397
Ideo: Conservative (5-7)	9%	(35)	91%	(345)	380
Educ: < College	9%	(71)	91%	(720)	792
Educ: Bachelors degree	14%	(39)	86%	(250)	290
Educ: Post-grad	18%	(31)	82%	(148)	179
Income: Under 50k	10%	(59)	90%	(556)	614
Income: 50k-100k	13%	(54)	87%	(367)	421
Income: 100k+	13%	(29)	87%	(196)	225
Ethnicity: White	11%	(107)	89%	(883)	991
Ethnicity: Hispanic	16%	(28)	84%	(153)	181

Continued on next page

**Table MCSP17\_4NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Hard seltzer

Demographic	Selected		Not Selected		Total N
Adults	11%	(142)	89%	(1118)	1260
Ethnicity: Black	13%	(21)	87%	(146)	167
Ethnicity: Other	13%	(14)	87%	(89)	103
All Christian	10%	(60)	90%	(542)	602
All Non-Christian	18%	(17)	82%	(74)	90
Atheist	12%	(6)	88%	(45)	51
Agnostic/Nothing in particular	13%	(40)	87%	(270)	310
Something Else	9%	(19)	91%	(188)	207
Religious Non-Protestant/Catholic	18%	(17)	82%	(81)	98
Evangelical	12%	(36)	88%	(268)	304
Non-Evangelical	8%	(41)	92%	(449)	491
Community: Urban	15%	(54)	85%	(320)	374
Community: Suburban	10%	(63)	90%	(558)	620
Community: Rural	9%	(25)	91%	(241)	266
Employ: Private Sector	17%	(70)	83%	(355)	426
Employ: Government	16%	(12)	84%	(62)	74
Employ: Self-Employed	15%	(15)	85%	(85)	100
Employ: Homemaker	10%	(9)	90%	(87)	96
Employ: Retired	4%	(11)	96%	(287)	298
Employ: Unemployed	5%	(9)	95%	(156)	165
Employ: Other	14%	(10)	86%	(61)	71
Military HH: Yes	10%	(21)	90%	(183)	205
Military HH: No	11%	(121)	89%	(935)	1056
RD/WT: Right Direction	15%	(86)	85%	(503)	589
RD/WT: Wrong Track	8%	(56)	92%	(615)	671
Biden Job Approve	12%	(98)	88%	(709)	807
Biden Job Disapprove	9%	(31)	91%	(313)	344
Biden Job Strongly Approve	14%	(68)	86%	(430)	499
Biden Job Somewhat Approve	10%	(30)	90%	(279)	308
Biden Job Somewhat Disapprove	8%	(9)	92%	(105)	114
Biden Job Strongly Disapprove	10%	(22)	90%	(208)	230

Continued on next page

**Table MCSP17\_4NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Hard seltzer

Demographic	Selected		Not Selected		Total N
Adults	11%	(142)	89%	(1118)	1260
Favorable of Biden	12%	(103)	88%	(724)	827
Unfavorable of Biden	10%	(37)	90%	(345)	382
Very Favorable of Biden	13%	(67)	87%	(433)	500
Somewhat Favorable of Biden	11%	(36)	89%	(291)	327
Somewhat Unfavorable of Biden	9%	(10)	91%	(99)	110
Very Unfavorable of Biden	10%	(27)	90%	(245)	272
#1 Issue: Economy	12%	(62)	88%	(474)	535
#1 Issue: Security	8%	(10)	92%	(113)	123
#1 Issue: Health Care	14%	(35)	86%	(212)	247
#1 Issue: Medicare / Social Security	3%	(4)	97%	(138)	142
#1 Issue: Education	11%	(5)	89%	(45)	50
#1 Issue: Other	8%	(6)	92%	(69)	75
2020 Vote: Joe Biden	14%	(94)	86%	(595)	689
2020 Vote: Donald Trump	9%	(31)	91%	(335)	366
2020 Vote: Didn't Vote	8%	(14)	92%	(165)	180
2018 House Vote: Democrat	13%	(67)	87%	(456)	523
2018 House Vote: Republican	10%	(30)	90%	(289)	319
2016 Vote: Hillary Clinton	13%	(64)	87%	(434)	499
2016 Vote: Donald Trump	9%	(34)	91%	(327)	361
2016 Vote: Other	7%	(5)	93%	(59)	64
2016 Vote: Didn't Vote	12%	(39)	88%	(296)	335
Voted in 2014: Yes	11%	(84)	89%	(681)	765
Voted in 2014: No	12%	(58)	88%	(437)	495
4-Region: Northeast	11%	(27)	89%	(212)	239
4-Region: Midwest	11%	(31)	89%	(252)	282
4-Region: South	11%	(52)	89%	(408)	460
4-Region: West	12%	(33)	88%	(246)	279
Sports fan	12%	(133)	88%	(987)	1120
Avid sports fan	16%	(68)	84%	(357)	425
Casual sports fan	9%	(65)	91%	(630)	695

Continued on next page



**Table MCSP17\_4NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Hard seltzer

Demographic	Selected		Not Selected		Total N
Adults	11%	(142)	89%	(1118)	1260
Football fan	12%	(132)	88%	(992)	1124
Avid football fan	14%	(79)	86%	(472)	551
Casual football fan	9%	(53)	91%	(520)	573
NFL fan	12%	(132)	88%	(989)	1121
Avid NFL fan	15%	(80)	85%	(465)	546
Casual NFL fan	9%	(51)	91%	(524)	575
Watched SB last year	12%	(117)	88%	(878)	995
Didn't watch SB last year	10%	(25)	90%	(240)	265
OK brands get political	16%	(84)	84%	(438)	521
Not OK brands get political	8%	(48)	92%	(572)	620
OK social justice	14%	(113)	86%	(720)	833
Not OK social justice	7%	(21)	93%	(287)	308
Likely SB viewer	11%	(142)	89%	(1118)	1260
More likely to watch SB this year	17%	(89)	83%	(432)	520
Less likely to watch SB this year	6%	(7)	94%	(104)	111
Likely host/attend SB party	22%	(74)	78%	(261)	335
Unlikely host/attend SB party	8%	(67)	92%	(812)	879
Watch SB for game	11%	(90)	89%	(725)	815
Watch SB for halftime	12%	(24)	88%	(178)	201
Watch SB for ads	15%	(28)	85%	(157)	185
SB more political	17%	(86)	83%	(434)	519
SB less political	9%	(21)	91%	(203)	224
Typically host/attend SB party	21%	(94)	79%	(349)	443
Typically do not host/attend SB party	6%	(48)	94%	(769)	818
Usually pays a lot/some attn to ads	12%	(131)	88%	(942)	1073
Usually pays not much/no attn to ads	6%	(11)	94%	(176)	187
Plan to pay a lot/some attn to ads	13%	(132)	87%	(916)	1048
Plan to pay not much/no attn to ads	5%	(10)	95%	(202)	212
Pro football fav sport	17%	(92)	83%	(436)	528
Fav NFL	12%	(122)	88%	(878)	1001

Continued on next page

**Table MCSP17\_4NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Hard seltzer

Demographic	Selected		Not Selected		Total N
Adults	11%	(142)	89%	(1118)	1260
Unfav NFL	10%	(17)	90%	(148)	165
Fav Goodell	17%	(76)	83%	(362)	438
Unfav Goodell	8%	(26)	92%	(302)	328
Fav Chiefs	13%	(106)	87%	(739)	845
Fav Buccaneers	13%	(93)	87%	(609)	701
Chiefs fan	12%	(76)	88%	(548)	624
Buccaneers fan	11%	(49)	89%	(395)	444
Frequent sports betters	27%	(24)	73%	(65)	89
Regular sports betters	25%	(46)	75%	(136)	182
Frequent NFL betters	26%	(27)	74%	(76)	103
Regular NFL betters	26%	(50)	74%	(145)	196
Definite SB betters	30%	(37)	70%	(88)	125
Probable SB betters	26%	(75)	74%	(212)	287
Believe betting is legal in their state	16%	(72)	84%	(390)	463
Believe betting is illegal in their state	9%	(24)	91%	(230)	254
Non-sports fans	7%	(10)	93%	(131)	141
Gen Z sports fans	23%	(17)	77%	(57)	73
Millennial sports fans	21%	(72)	79%	(273)	345
Gen X sports fans	9%	(26)	91%	(273)	299
Boomer sports fans	5%	(19)	95%	(339)	358
Sports fans 18-34	23%	(62)	77%	(211)	273
Sports fans 35-44	16%	(32)	84%	(173)	205
Sports fans 45-64	7%	(28)	93%	(382)	411
Sports fans 65+	4%	(10)	96%	(221)	231
Occasional sports betters	20%	(30)	80%	(124)	155
Non-sports betters	7%	(66)	93%	(858)	924
In legal betting states	11%	(51)	89%	(413)	464
Outside legal betting states	11%	(92)	89%	(705)	796
Sports fan In legal betting states 21+	11%	(47)	89%	(378)	425
Sports fan Outside legal betting states 21+	12%	(86)	88%	(609)	695

Continued on next page

**Table MCSP17\_4NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Hard seltzer

Demographic	Selected		Not Selected		Total N
Adults	11%	(142)	89%	(1118)	1260
Likely SB viewer In legal betting states 21+	11%	(51)	89%	(413)	464
Likely SB viewer Outside legal betting states 21+	11%	(92)	89%	(705)	796

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

**Table MCSP17\_5NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Hard cider

Demographic	Selected		Not Selected		Total N
Adults	9%	(112)	91%	(1148)	1260
Gender: Male	8%	(55)	92%	(653)	708
Gender: Female	10%	(57)	90%	(496)	553
Age: 18-34	17%	(54)	83%	(264)	318
Age: 35-44	13%	(31)	87%	(200)	231
Age: 45-64	5%	(21)	95%	(426)	447
Age: 65+	2%	(7)	98%	(259)	266
GenZers: 1997-2012	21%	(18)	79%	(68)	86
Millennials: 1981-1996	15%	(58)	85%	(336)	394
GenXers: 1965-1980	7%	(23)	93%	(302)	325
Baby Boomers: 1946-1964	3%	(13)	97%	(394)	406
PID: Dem (no lean)	11%	(62)	89%	(522)	584
PID: Ind (no lean)	6%	(18)	94%	(299)	317
PID: Rep (no lean)	9%	(31)	91%	(328)	359
PID/Gender: Dem Men	9%	(28)	91%	(273)	301
PID/Gender: Dem Women	12%	(35)	88%	(248)	283
PID/Gender: Ind Men	5%	(8)	95%	(177)	185
PID/Gender: Ind Women	7%	(10)	93%	(122)	132
PID/Gender: Rep Men	8%	(18)	92%	(203)	221
PID/Gender: Rep Women	9%	(13)	91%	(125)	138
Ideo: Liberal (1-3)	10%	(38)	90%	(358)	396
Ideo: Moderate (4)	10%	(39)	90%	(358)	397
Ideo: Conservative (5-7)	8%	(29)	92%	(351)	380
Educ: < College	8%	(62)	92%	(729)	792
Educ: Bachelors degree	9%	(27)	91%	(263)	290
Educ: Post-grad	13%	(23)	87%	(156)	179
Income: Under 50k	8%	(48)	92%	(567)	614
Income: 50k-100k	10%	(43)	90%	(378)	421
Income: 100k+	9%	(21)	91%	(204)	225
Ethnicity: White	8%	(84)	92%	(907)	991
Ethnicity: Hispanic	14%	(25)	86%	(156)	181

Continued on next page

**Table MCSP17\_5NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Hard cider

Demographic	Selected		Not Selected		Total N
Adults	9%	(112)	91%	(1148)	1260
Ethnicity: Black	10%	(17)	90%	(150)	167
Ethnicity: Other	11%	(11)	89%	(91)	103
All Christian	8%	(51)	92%	(551)	602
All Non-Christian	14%	(12)	86%	(78)	90
Atheist	5%	(3)	95%	(48)	51
Agnostic/Nothing in particular	8%	(26)	92%	(285)	310
Something Else	10%	(20)	90%	(186)	207
Religious Non-Protestant/Catholic	13%	(12)	87%	(86)	98
Evangelical	13%	(38)	87%	(266)	304
Non-Evangelical	6%	(31)	94%	(460)	491
Community: Urban	14%	(52)	86%	(322)	374
Community: Suburban	6%	(37)	94%	(583)	620
Community: Rural	9%	(23)	91%	(243)	266
Employ: Private Sector	10%	(43)	90%	(382)	426
Employ: Government	23%	(17)	77%	(57)	74
Employ: Self-Employed	9%	(9)	91%	(91)	100
Employ: Homemaker	12%	(12)	88%	(84)	96
Employ: Retired	3%	(8)	97%	(291)	298
Employ: Unemployed	7%	(11)	93%	(154)	165
Employ: Other	8%	(6)	92%	(65)	71
Military HH: Yes	10%	(20)	90%	(184)	205
Military HH: No	9%	(92)	91%	(964)	1056
RD/WT: Right Direction	12%	(71)	88%	(519)	589
RD/WT: Wrong Track	6%	(41)	94%	(630)	671
Biden Job Approve	10%	(79)	90%	(729)	807
Biden Job Disapprove	7%	(22)	93%	(322)	344
Biden Job Strongly Approve	11%	(56)	89%	(443)	499
Biden Job Somewhat Approve	7%	(23)	93%	(286)	308
Biden Job Somewhat Disapprove	2%	(2)	98%	(112)	114
Biden Job Strongly Disapprove	9%	(20)	91%	(210)	230

Continued on next page

**Table MCSP17\_5NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Hard cider

Demographic	Selected		Not Selected		Total N
Adults	9%	(112)	91%	(1148)	1260
Favorable of Biden	9%	(78)	91%	(749)	827
Unfavorable of Biden	8%	(31)	92%	(351)	382
Very Favorable of Biden	12%	(58)	88%	(442)	500
Somewhat Favorable of Biden	6%	(20)	94%	(306)	327
Somewhat Unfavorable of Biden	6%	(6)	94%	(103)	110
Very Unfavorable of Biden	9%	(24)	91%	(248)	272
#1 Issue: Economy	9%	(49)	91%	(487)	535
#1 Issue: Security	11%	(13)	89%	(110)	123
#1 Issue: Health Care	7%	(17)	93%	(230)	247
#1 Issue: Medicare / Social Security	2%	(3)	98%	(139)	142
#1 Issue: Education	20%	(10)	80%	(40)	50
#1 Issue: Other	7%	(5)	93%	(70)	75
2020 Vote: Joe Biden	10%	(68)	90%	(621)	689
2020 Vote: Donald Trump	9%	(32)	91%	(334)	366
2020 Vote: Didn't Vote	6%	(11)	94%	(169)	180
2018 House Vote: Democrat	9%	(45)	91%	(478)	523
2018 House Vote: Republican	8%	(27)	92%	(293)	319
2016 Vote: Hillary Clinton	9%	(43)	91%	(456)	499
2016 Vote: Donald Trump	8%	(29)	92%	(332)	361
2016 Vote: Other	5%	(3)	95%	(60)	64
2016 Vote: Didn't Vote	11%	(37)	89%	(299)	335
Voted in 2014: Yes	8%	(64)	92%	(701)	765
Voted in 2014: No	10%	(47)	90%	(448)	495
4-Region: Northeast	9%	(21)	91%	(218)	239
4-Region: Midwest	8%	(23)	92%	(259)	282
4-Region: South	9%	(41)	91%	(419)	460
4-Region: West	10%	(27)	90%	(251)	279
Sports fan	9%	(106)	91%	(1014)	1120
Avid sports fan	10%	(41)	90%	(384)	425
Casual sports fan	9%	(65)	91%	(630)	695

Continued on next page

**Table MCSP17\_5NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Hard cider

Demographic	Selected		Not Selected		Total N
Adults	9%	(112)	91%	(1148)	1260
Football fan	9%	(104)	91%	(1020)	1124
Avid football fan	10%	(57)	90%	(494)	551
Casual football fan	8%	(48)	92%	(526)	573
NFL fan	9%	(104)	91%	(1017)	1121
Avid NFL fan	11%	(58)	89%	(487)	546
Casual NFL fan	8%	(46)	92%	(530)	575
Watched SB last year	9%	(90)	91%	(905)	995
Didn't watch SB last year	8%	(22)	92%	(244)	265
OK brands get political	12%	(63)	88%	(458)	521
Not OK brands get political	6%	(36)	94%	(584)	620
OK social justice	9%	(72)	91%	(761)	833
Not OK social justice	7%	(23)	93%	(285)	308
Likely SB viewer	9%	(112)	91%	(1148)	1260
More likely to watch SB this year	13%	(67)	87%	(454)	520
Less likely to watch SB this year	9%	(11)	91%	(100)	111
Likely host/attend SB party	17%	(59)	83%	(277)	335
Unlikely host/attend SB party	5%	(46)	95%	(833)	879
Watch SB for game	8%	(61)	92%	(754)	815
Watch SB for halftime	13%	(26)	87%	(175)	201
Watch SB for ads	13%	(23)	87%	(162)	185
SB more political	13%	(69)	87%	(450)	519
SB less political	9%	(20)	91%	(205)	224
Typically host/attend SB party	15%	(66)	85%	(377)	443
Typically do not host/attend SB party	6%	(46)	94%	(771)	818
Usually pays a lot/some attn to ads	9%	(101)	91%	(973)	1073
Usually pays not much/no attn to ads	6%	(11)	94%	(175)	187
Plan to pay a lot/some attn to ads	9%	(98)	91%	(950)	1048
Plan to pay not much/no attn to ads	7%	(14)	93%	(198)	212
Pro football fav sport	14%	(74)	86%	(454)	528
Fav NFL	9%	(94)	91%	(906)	1001

Continued on next page

**Table MCSP17\_5NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Hard cider

Demographic	Selected		Not Selected		Total N
Adults	9%	(112)	91%	(1148)	1260
Unfav NFL	10%	(16)	90%	(149)	165
Fav Goodell	11%	(49)	89%	(389)	438
Unfav Goodell	9%	(29)	91%	(299)	328
Fav Chiefs	10%	(84)	90%	(761)	845
Fav Buccaneers	10%	(72)	90%	(629)	701
Chiefs fan	11%	(70)	89%	(554)	624
Buccaneers fan	7%	(33)	93%	(411)	444
Frequent sports betters	25%	(22)	75%	(66)	89
Regular sports betters	22%	(40)	78%	(142)	182
Frequent NFL betters	23%	(23)	77%	(79)	103
Regular NFL betters	22%	(43)	78%	(152)	196
Definite SB betters	27%	(33)	73%	(92)	125
Probable SB betters	20%	(59)	80%	(228)	287
Believe betting is legal in their state	13%	(60)	87%	(403)	463
Believe betting is illegal in their state	7%	(19)	93%	(235)	254
Non-sports fans	4%	(6)	96%	(135)	141
Gen Z sports fans	25%	(18)	75%	(55)	73
Millennial sports fans	15%	(53)	85%	(291)	345
Gen X sports fans	7%	(22)	93%	(277)	299
Boomer sports fans	3%	(13)	97%	(345)	358
Sports fans 18-34	18%	(50)	82%	(223)	273
Sports fans 35-44	14%	(29)	86%	(176)	205
Sports fans 45-64	5%	(20)	95%	(391)	411
Sports fans 65+	3%	(7)	97%	(224)	231
Occasional sports betters	10%	(16)	90%	(139)	155
Non-sports betters	6%	(56)	94%	(868)	924
In legal betting states	10%	(46)	90%	(418)	464
Outside legal betting states	8%	(66)	92%	(731)	796
Sports fan In legal betting states 21+	10%	(44)	90%	(381)	425
Sports fan Outside legal betting states 21+	9%	(62)	91%	(633)	695

Continued on next page



**Table MCSP17\_5NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Hard cider

Demographic	Selected		Not Selected		Total N
Adults	9%	(112)	91%	(1148)	1260
Likely SB viewer In legal betting states 21+	10%	(46)	90%	(418)	464
Likely SB viewer Outside legal betting states 21+	8%	(66)	92%	(731)	796

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

**Table MCSP17\_6NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Cocktails

Demographic	Selected		Not Selected		Total N
Adults	18%	(221)	82%	(1039)	1260
Gender: Male	16%	(112)	84%	(596)	708
Gender: Female	20%	(109)	80%	(443)	553
Age: 18-34	25%	(79)	75%	(239)	318
Age: 35-44	25%	(57)	75%	(174)	231
Age: 45-64	14%	(63)	86%	(384)	447
Age: 65+	8%	(23)	92%	(243)	266
GenZers: 1997-2012	18%	(15)	82%	(71)	86
Millennials: 1981-1996	26%	(104)	74%	(290)	394
GenXers: 1965-1980	17%	(56)	83%	(269)	325
Baby Boomers: 1946-1964	11%	(45)	89%	(361)	406
PID: Dem (no lean)	19%	(113)	81%	(471)	584
PID: Ind (no lean)	18%	(57)	82%	(261)	317
PID: Rep (no lean)	14%	(52)	86%	(308)	359
PID/Gender: Dem Men	17%	(51)	83%	(250)	301
PID/Gender: Dem Women	22%	(61)	78%	(222)	283
PID/Gender: Ind Men	18%	(33)	82%	(152)	185
PID/Gender: Ind Women	18%	(23)	82%	(109)	132
PID/Gender: Rep Men	12%	(27)	88%	(194)	221
PID/Gender: Rep Women	18%	(25)	82%	(113)	138
Ideo: Liberal (1-3)	19%	(74)	81%	(322)	396
Ideo: Moderate (4)	18%	(72)	82%	(326)	397
Ideo: Conservative (5-7)	13%	(51)	87%	(329)	380
Educ: < College	16%	(129)	84%	(662)	792
Educ: Bachelors degree	16%	(47)	84%	(243)	290
Educ: Post-grad	25%	(45)	75%	(134)	179
Income: Under 50k	15%	(90)	85%	(524)	614
Income: 50k-100k	21%	(90)	79%	(331)	421
Income: 100k+	18%	(41)	82%	(184)	225
Ethnicity: White	16%	(155)	84%	(835)	991
Ethnicity: Hispanic	19%	(34)	81%	(147)	181

Continued on next page

**Table MCSP17\_6NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Cocktails

Demographic	Selected		Not Selected		Total N
Adults	18%	(221)	82%	(1039)	1260
Ethnicity: Black	28%	(47)	72%	(120)	167
Ethnicity: Other	18%	(19)	82%	(84)	103
All Christian	15%	(89)	85%	(514)	602
All Non-Christian	20%	(18)	80%	(73)	90
Atheist	22%	(11)	78%	(40)	51
Agnostic/Nothing in particular	18%	(54)	82%	(256)	310
Something Else	24%	(49)	76%	(158)	207
Religious Non-Protestant/Catholic	18%	(18)	82%	(81)	98
Evangelical	22%	(67)	78%	(237)	304
Non-Evangelical	14%	(69)	86%	(422)	491
Community: Urban	23%	(85)	77%	(289)	374
Community: Suburban	15%	(93)	85%	(527)	620
Community: Rural	16%	(43)	84%	(224)	266
Employ: Private Sector	19%	(80)	81%	(345)	426
Employ: Government	29%	(22)	71%	(52)	74
Employ: Self-Employed	24%	(24)	76%	(75)	100
Employ: Homemaker	19%	(18)	81%	(78)	96
Employ: Retired	10%	(31)	90%	(267)	298
Employ: Unemployed	14%	(23)	86%	(142)	165
Employ: Other	23%	(16)	77%	(55)	71
Military HH: Yes	16%	(33)	84%	(172)	205
Military HH: No	18%	(188)	82%	(868)	1056
RD/WT: Right Direction	21%	(124)	79%	(465)	589
RD/WT: Wrong Track	14%	(97)	86%	(574)	671
Biden Job Approve	19%	(151)	81%	(656)	807
Biden Job Disapprove	14%	(47)	86%	(298)	344
Biden Job Strongly Approve	21%	(105)	79%	(394)	499
Biden Job Somewhat Approve	15%	(46)	85%	(263)	308
Biden Job Somewhat Disapprove	12%	(14)	88%	(100)	114
Biden Job Strongly Disapprove	14%	(33)	86%	(197)	230

Continued on next page

**Table MCSP17\_6NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
Cocktails

Demographic	Selected		Not Selected		Total N
Adults	18%	(221)	82%	(1039)	1260
Favorable of Biden	18%	(152)	82%	(675)	827
Unfavorable of Biden	15%	(59)	85%	(323)	382
Very Favorable of Biden	23%	(116)	77%	(385)	500
Somewhat Favorable of Biden	11%	(37)	89%	(290)	327
Somewhat Unfavorable of Biden	14%	(15)	86%	(94)	110
Very Unfavorable of Biden	16%	(44)	84%	(228)	272
#1 Issue: Economy	21%	(111)	79%	(425)	535
#1 Issue: Security	16%	(20)	84%	(103)	123
#1 Issue: Health Care	13%	(32)	87%	(215)	247
#1 Issue: Medicare / Social Security	11%	(15)	89%	(127)	142
#1 Issue: Education	22%	(11)	78%	(39)	50
#1 Issue: Other	14%	(11)	86%	(65)	75
2020 Vote: Joe Biden	20%	(137)	80%	(553)	689
2020 Vote: Donald Trump	13%	(48)	87%	(318)	366
2020 Vote: Didn't Vote	17%	(31)	83%	(148)	180
2018 House Vote: Democrat	20%	(104)	80%	(419)	523
2018 House Vote: Republican	13%	(41)	87%	(278)	319
2016 Vote: Hillary Clinton	21%	(103)	79%	(396)	499
2016 Vote: Donald Trump	15%	(54)	85%	(307)	361
2016 Vote: Other	13%	(9)	87%	(55)	64
2016 Vote: Didn't Vote	17%	(55)	83%	(280)	335
Voted in 2014: Yes	18%	(138)	82%	(627)	765
Voted in 2014: No	17%	(83)	83%	(412)	495
4-Region: Northeast	18%	(43)	82%	(196)	239
4-Region: Midwest	16%	(46)	84%	(236)	282
4-Region: South	19%	(87)	81%	(373)	460
4-Region: West	16%	(44)	84%	(235)	279
Sports fan	18%	(207)	82%	(913)	1120
Avid sports fan	21%	(89)	79%	(337)	425
Casual sports fan	17%	(118)	83%	(576)	695

Continued on next page

**Table MCSP17\_6NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Cocktails

Demographic	Selected		Not Selected		Total N
Adults	18%	(221)	82%	(1039)	1260
Football fan	19%	(210)	81%	(914)	1124
Avid football fan	19%	(106)	81%	(445)	551
Casual football fan	18%	(104)	82%	(469)	573
NFL fan	19%	(210)	81%	(911)	1121
Avid NFL fan	20%	(107)	80%	(438)	546
Casual NFL fan	18%	(102)	82%	(473)	575
Watched SB last year	18%	(183)	82%	(812)	995
Didn't watch SB last year	14%	(38)	86%	(227)	265
OK brands get political	21%	(108)	79%	(414)	521
Not OK brands get political	15%	(91)	85%	(529)	620
OK social justice	19%	(154)	81%	(679)	833
Not OK social justice	15%	(46)	85%	(262)	308
Likely SB viewer	18%	(221)	82%	(1039)	1260
More likely to watch SB this year	22%	(116)	78%	(405)	520
Less likely to watch SB this year	12%	(13)	88%	(98)	111
Likely host/attend SB party	27%	(92)	73%	(243)	335
Unlikely host/attend SB party	13%	(115)	87%	(764)	879
Watch SB for game	17%	(136)	83%	(679)	815
Watch SB for halftime	22%	(44)	78%	(157)	201
Watch SB for ads	20%	(36)	80%	(149)	185
SB more political	22%	(112)	78%	(407)	519
SB less political	17%	(38)	83%	(186)	224
Typically host/attend SB party	32%	(140)	68%	(303)	443
Typically do not host/attend SB party	10%	(81)	90%	(737)	818
Usually pays a lot/some attn to ads	18%	(196)	82%	(878)	1073
Usually pays not much/no attn to ads	13%	(25)	87%	(162)	187
Plan to pay a lot/some attn to ads	18%	(187)	82%	(861)	1048
Plan to pay not much/no attn to ads	16%	(34)	84%	(179)	212
Pro football fav sport	21%	(109)	79%	(419)	528
Fav NFL	19%	(191)	81%	(809)	1001

Continued on next page

**Table MCSP17\_6NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
Cocktails

Demographic	Selected		Not Selected		Total N
Adults	18%	(221)	82%	(1039)	1260
Unfav NFL	12%	(20)	88%	(145)	165
Fav Goodell	19%	(83)	81%	(355)	438
Unfav Goodell	19%	(62)	81%	(266)	328
Fav Chiefs	19%	(158)	81%	(687)	845
Fav Buccaneers	20%	(143)	80%	(559)	701
Chiefs fan	18%	(114)	82%	(510)	624
Buccaneers fan	18%	(80)	82%	(364)	444
Frequent sports betters	36%	(32)	64%	(57)	89
Regular sports betters	32%	(59)	68%	(123)	182
Frequent NFL betters	32%	(33)	68%	(70)	103
Regular NFL betters	33%	(64)	67%	(132)	196
Definite SB betters	37%	(47)	63%	(79)	125
Probable SB betters	33%	(93)	67%	(194)	287
Believe betting is legal in their state	21%	(99)	79%	(364)	463
Believe betting is illegal in their state	14%	(34)	86%	(219)	254
Non-sports fans	10%	(14)	90%	(127)	141
Gen Z sports fans	20%	(15)	80%	(59)	73
Millennial sports fans	28%	(98)	72%	(247)	345
Gen X sports fans	18%	(53)	82%	(246)	299
Boomer sports fans	11%	(41)	89%	(317)	358
Sports fans 18-34	27%	(73)	73%	(200)	273
Sports fans 35-44	26%	(54)	74%	(152)	205
Sports fans 45-64	15%	(60)	85%	(350)	411
Sports fans 65+	8%	(20)	92%	(211)	231
Occasional sports betters	29%	(45)	71%	(110)	155
Non-sports betters	13%	(117)	87%	(807)	924
In legal betting states	17%	(81)	83%	(383)	464
Outside legal betting states	18%	(140)	82%	(656)	796
Sports fan In legal betting states 21+	19%	(79)	81%	(346)	425
Sports fan Outside legal betting states 21+	18%	(128)	82%	(567)	695

Continued on next page

**Table MCSP17\_6NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Cocktails

Demographic	Selected		Not Selected		Total N
Adults	18%	(221)	82%	(1039)	1260
Likely SB viewer In legal betting states 21+	17%	(81)	83%	(383)	464
Likely SB viewer Outside legal betting states 21+	18%	(140)	82%	(656)	796

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

**Table MCSP17\_7NET:** *And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.*  
Soda

Demographic	Selected		Not Selected		Total N
Adults	61%	(767)	39%	(494)	1260
Gender: Male	58%	(408)	42%	(300)	708
Gender: Female	65%	(359)	35%	(194)	553
Age: 18-34	68%	(215)	32%	(102)	318
Age: 35-44	63%	(146)	37%	(84)	231
Age: 45-64	59%	(265)	41%	(182)	447
Age: 65+	53%	(140)	47%	(125)	266
GenZers: 1997-2012	70%	(60)	30%	(26)	86
Millennials: 1981-1996	65%	(256)	35%	(138)	394
GenXers: 1965-1980	62%	(202)	38%	(124)	325
Baby Boomers: 1946-1964	55%	(223)	45%	(184)	406
PID: Dem (no lean)	61%	(354)	39%	(230)	584
PID: Ind (no lean)	59%	(188)	41%	(129)	317
PID: Rep (no lean)	62%	(224)	38%	(135)	359
PID/Gender: Dem Men	55%	(165)	45%	(136)	301
PID/Gender: Dem Women	67%	(189)	33%	(94)	283
PID/Gender: Ind Men	57%	(106)	43%	(79)	185
PID/Gender: Ind Women	62%	(82)	38%	(50)	132
PID/Gender: Rep Men	62%	(137)	38%	(85)	221
PID/Gender: Rep Women	64%	(88)	36%	(50)	138
Ideo: Liberal (1-3)	56%	(220)	44%	(176)	396
Ideo: Moderate (4)	63%	(249)	37%	(148)	397
Ideo: Conservative (5-7)	61%	(233)	39%	(147)	380
Educ: < College	67%	(527)	33%	(264)	792
Educ: Bachelors degree	52%	(149)	48%	(140)	290
Educ: Post-grad	50%	(90)	50%	(89)	179
Income: Under 50k	64%	(392)	36%	(222)	614
Income: 50k-100k	61%	(257)	39%	(164)	421
Income: 100k+	52%	(117)	48%	(108)	225
Ethnicity: White	59%	(588)	41%	(402)	991
Ethnicity: Hispanic	69%	(125)	31%	(56)	181

Continued on next page



**Table MCSP17\_7NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
Soda

Demographic	Selected		Not Selected		Total N
Adults	61%	(767)	39%	(494)	1260
Ethnicity: Black	62%	(104)	38%	(63)	167
Ethnicity: Other	73%	(75)	27%	(28)	103
All Christian	59%	(355)	41%	(247)	602
All Non-Christian	55%	(50)	45%	(40)	90
Atheist	65%	(33)	35%	(18)	51
Agnostic/Nothing in particular	59%	(184)	41%	(126)	310
Something Else	70%	(145)	30%	(62)	207
Religious Non-Protestant/Catholic	55%	(54)	45%	(45)	98
Evangelical	68%	(207)	32%	(97)	304
Non-Evangelical	58%	(287)	42%	(204)	491
Community: Urban	62%	(231)	38%	(143)	374
Community: Suburban	61%	(376)	39%	(244)	620
Community: Rural	60%	(160)	40%	(106)	266
Employ: Private Sector	61%	(259)	39%	(167)	426
Employ: Government	70%	(52)	30%	(22)	74
Employ: Self-Employed	56%	(56)	44%	(44)	100
Employ: Homemaker	67%	(64)	33%	(32)	96
Employ: Retired	54%	(160)	46%	(138)	298
Employ: Unemployed	66%	(108)	34%	(56)	165
Employ: Other	67%	(47)	33%	(24)	71
Military HH: Yes	62%	(127)	38%	(77)	205
Military HH: No	61%	(639)	39%	(416)	1056
RD/WT: Right Direction	60%	(355)	40%	(235)	589
RD/WT: Wrong Track	61%	(412)	39%	(259)	671
Biden Job Approve	58%	(472)	42%	(336)	807
Biden Job Disapprove	64%	(221)	36%	(124)	344
Biden Job Strongly Approve	59%	(293)	41%	(206)	499
Biden Job Somewhat Approve	58%	(178)	42%	(130)	308
Biden Job Somewhat Disapprove	66%	(75)	34%	(39)	114
Biden Job Strongly Disapprove	63%	(146)	37%	(84)	230

Continued on next page

**Table MCSP17\_7NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
Soda

Demographic	Selected		Not Selected		Total N
Adults	61%	(767)	39%	(494)	1260
Favorable of Biden	59%	(492)	41%	(335)	827
Unfavorable of Biden	63%	(241)	37%	(140)	382
Very Favorable of Biden	61%	(305)	39%	(195)	500
Somewhat Favorable of Biden	57%	(187)	43%	(140)	327
Somewhat Unfavorable of Biden	64%	(70)	36%	(40)	110
Very Unfavorable of Biden	63%	(171)	37%	(101)	272
#1 Issue: Economy	63%	(336)	37%	(199)	535
#1 Issue: Security	59%	(72)	41%	(51)	123
#1 Issue: Health Care	55%	(136)	45%	(111)	247
#1 Issue: Medicare / Social Security	57%	(82)	43%	(60)	142
#1 Issue: Education	69%	(35)	31%	(15)	50
#1 Issue: Other	59%	(45)	41%	(31)	75
2020 Vote: Joe Biden	57%	(395)	43%	(294)	689
2020 Vote: Donald Trump	63%	(233)	37%	(134)	366
2020 Vote: Didn't Vote	70%	(126)	30%	(53)	180
2018 House Vote: Democrat	56%	(293)	44%	(230)	523
2018 House Vote: Republican	62%	(199)	38%	(121)	319
2016 Vote: Hillary Clinton	56%	(280)	44%	(219)	499
2016 Vote: Donald Trump	64%	(232)	36%	(129)	361
2016 Vote: Other	57%	(36)	43%	(28)	64
2016 Vote: Didn't Vote	65%	(218)	35%	(118)	335
Voted in 2014: Yes	58%	(445)	42%	(320)	765
Voted in 2014: No	65%	(321)	35%	(174)	495
4-Region: Northeast	57%	(136)	43%	(102)	239
4-Region: Midwest	61%	(173)	39%	(109)	282
4-Region: South	64%	(295)	36%	(166)	460
4-Region: West	58%	(162)	42%	(117)	279
Sports fan	61%	(680)	39%	(440)	1120
Avid sports fan	61%	(261)	39%	(164)	425
Casual sports fan	60%	(419)	40%	(276)	695

Continued on next page

**Table MCSP17\_7NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
Soda

Demographic	Selected		Not Selected		Total N
Adults	61%	(767)	39%	(494)	1260
Football fan	61%	(681)	39%	(443)	1124
Avid football fan	62%	(341)	38%	(210)	551
Casual football fan	59%	(339)	41%	(234)	573
NFL fan	61%	(689)	39%	(432)	1121
Avid NFL fan	60%	(328)	40%	(217)	546
Casual NFL fan	63%	(360)	37%	(215)	575
Watched SB last year	60%	(593)	40%	(402)	995
Didn't watch SB last year	65%	(174)	35%	(92)	265
OK brands get political	61%	(317)	39%	(204)	521
Not OK brands get political	61%	(380)	39%	(240)	620
OK social justice	62%	(513)	38%	(320)	833
Not OK social justice	58%	(179)	42%	(129)	308
Likely SB viewer	61%	(767)	39%	(494)	1260
More likely to watch SB this year	63%	(328)	37%	(192)	520
Less likely to watch SB this year	61%	(68)	39%	(43)	111
Likely host/attend SB party	62%	(207)	38%	(128)	335
Unlikely host/attend SB party	59%	(522)	41%	(358)	879
Watch SB for game	58%	(472)	42%	(343)	815
Watch SB for halftime	70%	(141)	30%	(60)	201
Watch SB for ads	64%	(119)	36%	(66)	185
SB more political	65%	(336)	35%	(183)	519
SB less political	62%	(138)	38%	(86)	224
Typically host/attend SB party	64%	(282)	36%	(160)	443
Typically do not host/attend SB party	59%	(484)	41%	(333)	818
Usually pays a lot/some attn to ads	62%	(668)	38%	(406)	1073
Usually pays not much/no attn to ads	53%	(99)	47%	(88)	187
Plan to pay a lot/some attn to ads	62%	(652)	38%	(396)	1048
Plan to pay not much/no attn to ads	54%	(115)	46%	(98)	212
Pro football fav sport	60%	(318)	40%	(209)	528
Fav NFL	63%	(628)	37%	(372)	1001

Continued on next page

**Table MCSP17\_7NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
Soda

Demographic	Selected		Not Selected		Total N
Adults	61%	(767)	39%	(494)	1260
Unfav NFL	49%	(81)	51%	(84)	165
Fav Goodell	62%	(271)	38%	(167)	438
Unfav Goodell	56%	(184)	44%	(144)	328
Fav Chiefs	61%	(516)	39%	(329)	845
Fav Buccaneers	60%	(421)	40%	(280)	701
Chiefs fan	62%	(386)	38%	(238)	624
Buccaneers fan	60%	(266)	40%	(178)	444
Frequent sports betters	48%	(43)	52%	(46)	89
Regular sports betters	57%	(104)	43%	(78)	182
Frequent NFL betters	53%	(55)	47%	(48)	103
Regular NFL betters	57%	(111)	43%	(85)	196
Definite SB betters	59%	(74)	41%	(51)	125
Probable SB betters	62%	(178)	38%	(109)	287
Believe betting is legal in their state	60%	(276)	40%	(186)	463
Believe betting is illegal in their state	56%	(141)	44%	(112)	254
Non-sports fans	62%	(87)	38%	(54)	141
Gen Z sports fans	70%	(51)	30%	(22)	73
Millennial sports fans	64%	(221)	36%	(124)	345
Gen X sports fans	63%	(188)	37%	(111)	299
Boomer sports fans	55%	(196)	45%	(162)	358
Sports fans 18-34	67%	(184)	33%	(89)	273
Sports fans 35-44	63%	(129)	37%	(77)	205
Sports fans 45-64	60%	(248)	40%	(163)	411
Sports fans 65+	52%	(120)	48%	(111)	231
Occasional sports betters	65%	(100)	35%	(54)	155
Non-sports betters	61%	(562)	39%	(361)	924
In legal betting states	58%	(270)	42%	(194)	464
Outside legal betting states	62%	(496)	38%	(300)	796
Sports fan In legal betting states 21+	58%	(247)	42%	(178)	425
Sports fan Outside legal betting states 21+	62%	(433)	38%	(262)	695

Continued on next page

**Table MCSP17\_7NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
Soda

Demographic	Selected		Not Selected		Total N
Adults	61%	(767)	39%	(494)	1260
Likely SB viewer In legal betting states 21+	58%	(270)	42%	(194)	464
Likely SB viewer Outside legal betting states 21+	62%	(496)	38%	(300)	796

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

**Table MCSP17\_8NET:** *And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.*

*Non-alcoholic beer*

Demographic	Selected		Not Selected		Total N
Adults	5%	(59)	95%	(1201)	1260
Gender: Male	5%	(39)	95%	(669)	708
Gender: Female	4%	(21)	96%	(532)	553
Age: 18-34	10%	(33)	90%	(284)	318
Age: 35-44	8%	(18)	92%	(213)	231
Age: 45-64	2%	(8)	98%	(439)	447
Age: 65+	—	(1)	100%	(265)	266
GenZers: 1997-2012	20%	(18)	80%	(69)	86
Millennials: 1981-1996	7%	(27)	93%	(367)	394
GenXers: 1965-1980	4%	(12)	96%	(314)	325
Baby Boomers: 1946-1964	1%	(3)	99%	(403)	406
PID: Dem (no lean)	7%	(38)	93%	(546)	584
PID: Ind (no lean)	4%	(13)	96%	(304)	317
PID: Rep (no lean)	2%	(8)	98%	(351)	359
PID/Gender: Dem Men	8%	(23)	92%	(278)	301
PID/Gender: Dem Women	5%	(15)	95%	(268)	283
PID/Gender: Ind Men	5%	(9)	95%	(176)	185
PID/Gender: Ind Women	3%	(4)	97%	(128)	132
PID/Gender: Rep Men	3%	(7)	97%	(215)	221
PID/Gender: Rep Women	1%	(2)	99%	(136)	138
Ideo: Liberal (1-3)	6%	(22)	94%	(374)	396
Ideo: Moderate (4)	7%	(28)	93%	(369)	397
Ideo: Conservative (5-7)	1%	(5)	99%	(375)	380
Educ: < College	3%	(27)	97%	(765)	792
Educ: Bachelors degree	5%	(14)	95%	(276)	290
Educ: Post-grad	11%	(19)	89%	(160)	179
Income: Under 50k	4%	(24)	96%	(590)	614
Income: 50k-100k	4%	(17)	96%	(404)	421
Income: 100k+	8%	(18)	92%	(207)	225
Ethnicity: White	4%	(41)	96%	(950)	991
Ethnicity: Hispanic	10%	(17)	90%	(164)	181

Continued on next page

**Table MCSP17\_8NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Non-alcoholic beer

Demographic	Selected		Not Selected		Total N
Adults	5%	(59)	95%	(1201)	1260
Ethnicity: Black	8%	(14)	92%	(154)	167
Ethnicity: Other	5%	(5)	95%	(98)	103
All Christian	4%	(27)	96%	(576)	602
All Non-Christian	7%	(6)	93%	(84)	90
Atheist	2%	(1)	98%	(50)	51
Agnostic/Nothing in particular	5%	(17)	95%	(294)	310
Something Else	4%	(9)	96%	(198)	207
Religious Non-Protestant/Catholic	6%	(6)	94%	(92)	98
Evangelical	4%	(14)	96%	(291)	304
Non-Evangelical	4%	(21)	96%	(470)	491
Community: Urban	11%	(41)	89%	(333)	374
Community: Suburban	2%	(13)	98%	(607)	620
Community: Rural	2%	(5)	98%	(261)	266
Employ: Private Sector	6%	(25)	94%	(401)	426
Employ: Government	6%	(5)	94%	(69)	74
Employ: Self-Employed	9%	(9)	91%	(90)	100
Employ: Homemaker	6%	(6)	94%	(90)	96
Employ: Retired	1%	(4)	99%	(295)	298
Employ: Unemployed	1%	(1)	99%	(163)	165
Employ: Other	4%	(3)	96%	(68)	71
Military HH: Yes	4%	(8)	96%	(196)	205
Military HH: No	5%	(51)	95%	(1004)	1056
RD/WT: Right Direction	7%	(41)	93%	(548)	589
RD/WT: Wrong Track	3%	(18)	97%	(653)	671
Biden Job Approve	6%	(46)	94%	(762)	807
Biden Job Disapprove	3%	(10)	97%	(335)	344
Biden Job Strongly Approve	6%	(30)	94%	(468)	499
Biden Job Somewhat Approve	5%	(15)	95%	(293)	308
Biden Job Somewhat Disapprove	2%	(2)	98%	(112)	114
Biden Job Strongly Disapprove	3%	(8)	97%	(223)	230

Continued on next page

**Table MCSP17\_8NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Non-alcoholic beer

Demographic	Selected		Not Selected		Total N
Adults	5%	(59)	95%	(1201)	1260
Favorable of Biden	6%	(51)	94%	(775)	827
Unfavorable of Biden	2%	(8)	98%	(374)	382
Very Favorable of Biden	7%	(33)	93%	(467)	500
Somewhat Favorable of Biden	6%	(18)	94%	(308)	327
Somewhat Unfavorable of Biden	—	(0)	100%	(110)	110
Very Unfavorable of Biden	3%	(8)	97%	(264)	272
#1 Issue: Economy	4%	(21)	96%	(514)	535
#1 Issue: Security	9%	(11)	91%	(113)	123
#1 Issue: Health Care	3%	(8)	97%	(239)	247
#1 Issue: Medicare / Social Security	2%	(3)	98%	(139)	142
#1 Issue: Education	14%	(7)	86%	(43)	50
#1 Issue: Other	1%	(1)	99%	(75)	75
2020 Vote: Joe Biden	6%	(44)	94%	(645)	689
2020 Vote: Donald Trump	2%	(9)	98%	(357)	366
2020 Vote: Didn't Vote	3%	(6)	97%	(174)	180
2018 House Vote: Democrat	6%	(33)	94%	(490)	523
2018 House Vote: Republican	2%	(6)	98%	(313)	319
2016 Vote: Hillary Clinton	4%	(22)	96%	(477)	499
2016 Vote: Donald Trump	4%	(14)	96%	(347)	361
2016 Vote: Other	3%	(2)	97%	(62)	64
2016 Vote: Didn't Vote	7%	(22)	93%	(313)	335
Voted in 2014: Yes	4%	(29)	96%	(737)	765
Voted in 2014: No	6%	(31)	94%	(464)	495
4-Region: Northeast	6%	(15)	94%	(224)	239
4-Region: Midwest	2%	(7)	98%	(275)	282
4-Region: South	4%	(18)	96%	(442)	460
4-Region: West	7%	(19)	93%	(260)	279
Sports fan	5%	(58)	95%	(1062)	1120
Avid sports fan	5%	(22)	95%	(403)	425
Casual sports fan	5%	(36)	95%	(659)	695

Continued on next page



**Table MCSP17\_8NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Non-alcoholic beer

Demographic	Selected		Not Selected		Total N
Adults	5%	(59)	95%	(1201)	1260
Football fan	5%	(55)	95%	(1069)	1124
Avid football fan	5%	(27)	95%	(524)	551
Casual football fan	5%	(28)	95%	(545)	573
NFL fan	5%	(53)	95%	(1068)	1121
Avid NFL fan	5%	(26)	95%	(519)	546
Casual NFL fan	5%	(26)	95%	(549)	575
Watched SB last year	4%	(38)	96%	(957)	995
Didn't watch SB last year	8%	(21)	92%	(244)	265
OK brands get political	6%	(34)	94%	(487)	521
Not OK brands get political	4%	(24)	96%	(596)	620
OK social justice	6%	(48)	94%	(785)	833
Not OK social justice	2%	(5)	98%	(302)	308
Likely SB viewer	5%	(59)	95%	(1201)	1260
More likely to watch SB this year	7%	(35)	93%	(486)	520
Less likely to watch SB this year	4%	(4)	96%	(107)	111
Likely host/attend SB party	10%	(33)	90%	(302)	335
Unlikely host/attend SB party	2%	(19)	98%	(860)	879
Watch SB for game	4%	(30)	96%	(785)	815
Watch SB for halftime	6%	(12)	94%	(189)	201
Watch SB for ads	8%	(15)	92%	(171)	185
SB more political	5%	(26)	95%	(493)	519
SB less political	5%	(10)	95%	(214)	224
Typically host/attend SB party	6%	(29)	94%	(414)	443
Typically do not host/attend SB party	4%	(31)	96%	(787)	818
Usually pays a lot/some attn to ads	5%	(49)	95%	(1024)	1073
Usually pays not much/no attn to ads	5%	(10)	95%	(177)	187
Plan to pay a lot/some attn to ads	5%	(51)	95%	(998)	1048
Plan to pay not much/no attn to ads	4%	(9)	96%	(203)	212
Pro football fav sport	6%	(31)	94%	(497)	528
Fav NFL	5%	(51)	95%	(949)	1001

Continued on next page

**Table MCSP17\_8NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Non-alcoholic beer

Demographic	Selected		Not Selected		Total N
Adults	5%	(59)	95%	(1201)	1260
Unfav NFL	3%	(5)	97%	(160)	165
Fav Goodell	6%	(27)	94%	(411)	438
Unfav Goodell	3%	(11)	97%	(317)	328
Fav Chiefs	5%	(43)	95%	(802)	845
Fav Buccaneers	5%	(36)	95%	(666)	701
Chiefs fan	5%	(33)	95%	(591)	624
Buccaneers fan	5%	(21)	95%	(424)	444
Frequent sports betters	14%	(12)	86%	(77)	89
Regular sports betters	12%	(22)	88%	(160)	182
Frequent NFL betters	12%	(13)	88%	(90)	103
Regular NFL betters	11%	(22)	89%	(174)	196
Definite SB betters	12%	(15)	88%	(110)	125
Probable SB betters	12%	(35)	88%	(252)	287
Believe betting is legal in their state	7%	(31)	93%	(432)	463
Believe betting is illegal in their state	1%	(2)	99%	(252)	254
Non-sports fans	1%	(2)	99%	(139)	141
Gen Z sports fans	23%	(17)	77%	(57)	73
Millennial sports fans	8%	(27)	92%	(318)	345
Gen X sports fans	4%	(12)	96%	(287)	299
Boomer sports fans	1%	(3)	99%	(355)	358
Sports fans 18-34	12%	(32)	88%	(241)	273
Sports fans 35-44	8%	(17)	92%	(188)	205
Sports fans 45-64	2%	(8)	98%	(403)	411
Sports fans 65+	—	(1)	100%	(230)	231
Occasional sports betters	7%	(11)	93%	(144)	155
Non-sports betters	3%	(27)	97%	(897)	924
In legal betting states	5%	(23)	95%	(441)	464
Outside legal betting states	5%	(36)	95%	(760)	796
Sports fan In legal betting states 21+	5%	(22)	95%	(403)	425
Sports fan Outside legal betting states 21+	5%	(36)	95%	(659)	695

Continued on next page

**Table MCSP17\_8NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Non-alcoholic beer

Demographic	Selected		Not Selected		Total N
Adults	5%	(59)	95%	(1201)	1260
Likely SB viewer In legal betting states 21+	5%	(23)	95%	(441)	464
Likely SB viewer Outside legal betting states 21+	5%	(36)	95%	(760)	796

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

**Table MCSP17\_9NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Other non-alcoholic beverages

Demographic	Selected		Not Selected		Total N
Adults	18%	(229)	82%	(1031)	1260
Gender: Male	15%	(108)	85%	(600)	708
Gender: Female	22%	(121)	78%	(431)	553
Age: 18-34	19%	(60)	81%	(257)	318
Age: 35-44	18%	(42)	82%	(189)	231
Age: 45-64	15%	(67)	85%	(379)	447
Age: 65+	23%	(61)	77%	(205)	266
GenZers: 1997-2012	18%	(15)	82%	(71)	86
Millennials: 1981-1996	20%	(79)	80%	(315)	394
GenXers: 1965-1980	14%	(46)	86%	(280)	325
Baby Boomers: 1946-1964	19%	(77)	81%	(329)	406
PID: Dem (no lean)	18%	(105)	82%	(479)	584
PID: Ind (no lean)	21%	(66)	79%	(251)	317
PID: Rep (no lean)	16%	(59)	84%	(301)	359
PID/Gender: Dem Men	13%	(38)	87%	(263)	301
PID/Gender: Dem Women	24%	(67)	76%	(216)	283
PID/Gender: Ind Men	19%	(34)	81%	(151)	185
PID/Gender: Ind Women	24%	(32)	76%	(100)	132
PID/Gender: Rep Men	16%	(36)	84%	(186)	221
PID/Gender: Rep Women	17%	(23)	83%	(115)	138
Ideo: Liberal (1-3)	19%	(74)	81%	(322)	396
Ideo: Moderate (4)	21%	(85)	79%	(312)	397
Ideo: Conservative (5-7)	13%	(49)	87%	(330)	380
Educ: < College	19%	(153)	81%	(639)	792
Educ: Bachelors degree	18%	(52)	82%	(238)	290
Educ: Post-grad	14%	(25)	86%	(154)	179
Income: Under 50k	18%	(111)	82%	(503)	614
Income: 50k-100k	18%	(76)	82%	(345)	421
Income: 100k+	19%	(42)	81%	(183)	225
Ethnicity: White	18%	(176)	82%	(815)	991
Ethnicity: Hispanic	15%	(27)	85%	(154)	181

Continued on next page

**Table MCSP17\_9NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Other non-alcoholic beverages

Demographic	Selected		Not Selected		Total N
Adults	18%	(229)	82%	(1031)	1260
Ethnicity: Black	16%	(27)	84%	(140)	167
Ethnicity: Other	25%	(26)	75%	(76)	103
All Christian	17%	(103)	83%	(499)	602
All Non-Christian	20%	(18)	80%	(72)	90
Atheist	10%	(5)	90%	(46)	51
Agnostic/Nothing in particular	17%	(54)	83%	(256)	310
Something Else	24%	(49)	76%	(157)	207
Religious Non-Protestant/Catholic	19%	(19)	81%	(80)	98
Evangelical	20%	(61)	80%	(244)	304
Non-Evangelical	18%	(88)	82%	(403)	491
Community: Urban	14%	(52)	86%	(322)	374
Community: Suburban	19%	(116)	81%	(504)	620
Community: Rural	23%	(61)	77%	(205)	266
Employ: Private Sector	14%	(60)	86%	(366)	426
Employ: Government	19%	(14)	81%	(60)	74
Employ: Self-Employed	18%	(18)	82%	(82)	100
Employ: Homemaker	26%	(25)	74%	(71)	96
Employ: Retired	22%	(66)	78%	(232)	298
Employ: Unemployed	18%	(30)	82%	(135)	165
Employ: Other	19%	(13)	81%	(58)	71
Military HH: Yes	19%	(38)	81%	(166)	205
Military HH: No	18%	(191)	82%	(865)	1056
RD/WT: Right Direction	15%	(89)	85%	(500)	589
RD/WT: Wrong Track	21%	(140)	79%	(531)	671
Biden Job Approve	18%	(148)	82%	(659)	807
Biden Job Disapprove	17%	(57)	83%	(287)	344
Biden Job Strongly Approve	16%	(82)	84%	(417)	499
Biden Job Somewhat Approve	22%	(67)	78%	(242)	308
Biden Job Somewhat Disapprove	16%	(18)	84%	(96)	114
Biden Job Strongly Disapprove	17%	(39)	83%	(191)	230

Continued on next page

**Table MCSP17\_9NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Other non-alcoholic beverages

Demographic	Selected		Not Selected		Total N
Adults	18%	(229)	82%	(1031)	1260
Favorable of Biden	20%	(162)	80%	(665)	827
Unfavorable of Biden	16%	(59)	84%	(322)	382
Very Favorable of Biden	18%	(92)	82%	(408)	500
Somewhat Favorable of Biden	21%	(70)	79%	(256)	327
Somewhat Unfavorable of Biden	16%	(18)	84%	(92)	110
Very Unfavorable of Biden	15%	(41)	85%	(231)	272
#1 Issue: Economy	17%	(89)	83%	(447)	535
#1 Issue: Security	20%	(24)	80%	(99)	123
#1 Issue: Health Care	19%	(48)	81%	(199)	247
#1 Issue: Medicare / Social Security	20%	(29)	80%	(113)	142
#1 Issue: Education	21%	(11)	79%	(39)	50
#1 Issue: Other	15%	(11)	85%	(64)	75
2020 Vote: Joe Biden	18%	(127)	82%	(562)	689
2020 Vote: Donald Trump	17%	(63)	83%	(303)	366
2020 Vote: Didn't Vote	19%	(34)	81%	(146)	180
2018 House Vote: Democrat	19%	(100)	81%	(423)	523
2018 House Vote: Republican	17%	(55)	83%	(265)	319
2016 Vote: Hillary Clinton	19%	(94)	81%	(404)	499
2016 Vote: Donald Trump	17%	(60)	83%	(301)	361
2016 Vote: Other	28%	(18)	72%	(46)	64
2016 Vote: Didn't Vote	17%	(57)	83%	(278)	335
Voted in 2014: Yes	18%	(140)	82%	(626)	765
Voted in 2014: No	18%	(90)	82%	(405)	495
4-Region: Northeast	20%	(48)	80%	(191)	239
4-Region: Midwest	21%	(59)	79%	(223)	282
4-Region: South	16%	(75)	84%	(385)	460
4-Region: West	17%	(47)	83%	(232)	279
Sports fan	17%	(194)	83%	(926)	1120
Avid sports fan	17%	(74)	83%	(351)	425
Casual sports fan	17%	(120)	83%	(575)	695

Continued on next page

**Table MCSP17\_9NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Other non-alcoholic beverages

Demographic	Selected		Not Selected		Total N
Adults	18%	(229)	82%	(1031)	1260
Football fan	18%	(198)	82%	(926)	1124
Avid football fan	17%	(95)	83%	(456)	551
Casual football fan	18%	(103)	82%	(470)	573
NFL fan	18%	(199)	82%	(922)	1121
Avid NFL fan	17%	(95)	83%	(450)	546
Casual NFL fan	18%	(104)	82%	(471)	575
Watched SB last year	19%	(186)	81%	(809)	995
Didn't watch SB last year	16%	(43)	84%	(222)	265
OK brands get political	19%	(98)	81%	(423)	521
Not OK brands get political	19%	(121)	81%	(499)	620
OK social justice	19%	(156)	81%	(677)	833
Not OK social justice	20%	(61)	80%	(247)	308
Likely SB viewer	18%	(229)	82%	(1031)	1260
More likely to watch SB this year	16%	(86)	84%	(435)	520
Less likely to watch SB this year	17%	(19)	83%	(92)	111
Likely host/attend SB party	21%	(71)	79%	(265)	335
Unlikely host/attend SB party	17%	(153)	83%	(727)	879
Watch SB for game	18%	(148)	82%	(667)	815
Watch SB for halftime	21%	(41)	79%	(160)	201
Watch SB for ads	18%	(33)	82%	(152)	185
SB more political	20%	(106)	80%	(413)	519
SB less political	19%	(42)	81%	(182)	224
Typically host/attend SB party	22%	(96)	78%	(346)	443
Typically do not host/attend SB party	16%	(133)	84%	(685)	818
Usually pays a lot/some attn to ads	19%	(206)	81%	(868)	1073
Usually pays not much/no attn to ads	13%	(24)	87%	(163)	187
Plan to pay a lot/some attn to ads	19%	(195)	81%	(853)	1048
Plan to pay not much/no attn to ads	16%	(34)	84%	(178)	212
Pro football fav sport	17%	(91)	83%	(437)	528
Fav NFL	18%	(184)	82%	(816)	1001

Continued on next page

**Table MCSP17\_9NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Other non-alcoholic beverages

Demographic	Selected		Not Selected		Total N
Adults	18%	(229)	82%	(1031)	1260
Unfav NFL	16%	(26)	84%	(139)	165
Fav Goodell	17%	(76)	83%	(362)	438
Unfav Goodell	16%	(54)	84%	(274)	328
Fav Chiefs	18%	(152)	82%	(693)	845
Fav Buccaneers	18%	(129)	82%	(572)	701
Chiefs fan	17%	(105)	83%	(519)	624
Buccaneers fan	20%	(88)	80%	(356)	444
Frequent sports betters	18%	(16)	82%	(73)	89
Regular sports betters	15%	(28)	85%	(155)	182
Frequent NFL betters	17%	(18)	83%	(85)	103
Regular NFL betters	16%	(31)	84%	(164)	196
Definite SB betters	15%	(19)	85%	(106)	125
Probable SB betters	16%	(45)	84%	(242)	287
Believe betting is legal in their state	18%	(83)	82%	(380)	463
Believe betting is illegal in their state	18%	(45)	82%	(209)	254
Non-sports fans	25%	(35)	75%	(105)	141
Gen Z sports fans	14%	(10)	86%	(63)	73
Millennial sports fans	19%	(65)	81%	(280)	345
Gen X sports fans	14%	(42)	86%	(257)	299
Boomer sports fans	18%	(66)	82%	(292)	358
Sports fans 18-34	16%	(43)	84%	(230)	273
Sports fans 35-44	19%	(38)	81%	(167)	205
Sports fans 45-64	15%	(63)	85%	(347)	411
Sports fans 65+	22%	(50)	78%	(181)	231
Occasional sports betters	20%	(31)	80%	(124)	155
Non-sports betters	19%	(171)	81%	(752)	924
In legal betting states	20%	(91)	80%	(373)	464
Outside legal betting states	17%	(138)	83%	(658)	796
Sports fan In legal betting states 21+	19%	(83)	81%	(342)	425
Sports fan Outside legal betting states 21+	16%	(111)	84%	(583)	695

Continued on next page



**Table MCSP17\_9NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

Other non-alcoholic beverages

Demographic	Selected		Not Selected		Total N
Adults	18%	(229)	82%	(1031)	1260
Likely SB viewer In legal betting states 21+	20%	(91)	80%	(373)	464
Likely SB viewer Outside legal betting states 21+	17%	(138)	83%	(658)	796

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

**Table MCSP17\_10NET:** *And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.*  
*None of the above*

Demographic	Selected		Not Selected		Total N
Adults	10%	(125)	90%	(1136)	1260
Gender: Male	11%	(78)	89%	(630)	708
Gender: Female	9%	(47)	91%	(506)	553
Age: 18-34	6%	(18)	94%	(300)	318
Age: 35-44	4%	(10)	96%	(221)	231
Age: 45-64	13%	(58)	87%	(389)	447
Age: 65+	15%	(39)	85%	(227)	266
GenZers: 1997-2012	9%	(8)	91%	(79)	86
Millennials: 1981-1996	4%	(17)	96%	(377)	394
GenXers: 1965-1980	12%	(41)	88%	(285)	325
Baby Boomers: 1946-1964	13%	(51)	87%	(355)	406
PID: Dem (no lean)	9%	(53)	91%	(531)	584
PID: Ind (no lean)	13%	(40)	87%	(277)	317
PID: Rep (no lean)	9%	(32)	91%	(328)	359
PID/Gender: Dem Men	11%	(32)	89%	(269)	301
PID/Gender: Dem Women	7%	(20)	93%	(262)	283
PID/Gender: Ind Men	15%	(28)	85%	(158)	185
PID/Gender: Ind Women	10%	(13)	90%	(119)	132
PID/Gender: Rep Men	8%	(18)	92%	(204)	221
PID/Gender: Rep Women	10%	(14)	90%	(124)	138
Ideo: Liberal (1-3)	11%	(44)	89%	(352)	396
Ideo: Moderate (4)	7%	(28)	93%	(369)	397
Ideo: Conservative (5-7)	11%	(40)	89%	(339)	380
Educ: < College	10%	(80)	90%	(711)	792
Educ: Bachelors degree	10%	(29)	90%	(261)	290
Educ: Post-grad	8%	(15)	92%	(164)	179
Income: Under 50k	12%	(73)	88%	(541)	614
Income: 50k-100k	8%	(33)	92%	(388)	421
Income: 100k+	8%	(19)	92%	(206)	225
Ethnicity: White	9%	(90)	91%	(901)	991
Ethnicity: Hispanic	9%	(16)	91%	(165)	181

Continued on next page

**Table MCSP17\_10NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.

None of the above

Demographic	Selected		Not Selected		Total N
Adults	10%	(125)	90%	(1136)	1260
Ethnicity: Black	12%	(21)	88%	(146)	167
Ethnicity: Other	14%	(14)	86%	(89)	103
All Christian	7%	(43)	93%	(560)	602
All Non-Christian	9%	(8)	91%	(82)	90
Atheist	11%	(6)	89%	(45)	51
Agnostic/Nothing in particular	14%	(44)	86%	(266)	310
Something Else	12%	(25)	88%	(182)	207
Religious Non-Protestant/Catholic	8%	(8)	92%	(91)	98
Evangelical	7%	(21)	93%	(283)	304
Non-Evangelical	9%	(46)	91%	(445)	491
Community: Urban	10%	(36)	90%	(338)	374
Community: Suburban	9%	(58)	91%	(562)	620
Community: Rural	11%	(30)	89%	(236)	266
Employ: Private Sector	8%	(35)	92%	(391)	426
Employ: Government	4%	(3)	96%	(71)	74
Employ: Self-Employed	7%	(7)	93%	(92)	100
Employ: Homemaker	6%	(6)	94%	(90)	96
Employ: Retired	14%	(42)	86%	(257)	298
Employ: Unemployed	10%	(17)	90%	(147)	165
Employ: Other	17%	(12)	83%	(59)	71
Military HH: Yes	8%	(16)	92%	(188)	205
Military HH: No	10%	(108)	90%	(947)	1056
RD/WT: Right Direction	8%	(47)	92%	(542)	589
RD/WT: Wrong Track	12%	(77)	88%	(594)	671
Biden Job Approve	9%	(77)	91%	(731)	807
Biden Job Disapprove	10%	(33)	90%	(311)	344
Biden Job Strongly Approve	10%	(49)	90%	(449)	499
Biden Job Somewhat Approve	9%	(27)	91%	(281)	308
Biden Job Somewhat Disapprove	7%	(8)	93%	(106)	114
Biden Job Strongly Disapprove	11%	(25)	89%	(205)	230

Continued on next page

**Table MCSP17\_10NET:** *And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.*  
*None of the above*

Demographic	Selected		Not Selected		Total N
Adults	10%	(125)	90%	(1136)	1260
Favorable of Biden	9%	(78)	91%	(749)	827
Unfavorable of Biden	11%	(41)	89%	(341)	382
Very Favorable of Biden	8%	(42)	92%	(458)	500
Somewhat Favorable of Biden	11%	(35)	89%	(291)	327
Somewhat Unfavorable of Biden	7%	(8)	93%	(101)	110
Very Unfavorable of Biden	12%	(33)	88%	(239)	272
#1 Issue: Economy	8%	(45)	92%	(490)	535
#1 Issue: Security	12%	(15)	88%	(108)	123
#1 Issue: Health Care	11%	(27)	89%	(220)	247
#1 Issue: Medicare / Social Security	13%	(18)	87%	(124)	142
#1 Issue: Education	9%	(5)	91%	(45)	50
#1 Issue: Other	17%	(13)	83%	(62)	75
2020 Vote: Joe Biden	10%	(67)	90%	(622)	689
2020 Vote: Donald Trump	10%	(35)	90%	(331)	366
2020 Vote: Didn't Vote	11%	(20)	89%	(160)	180
2018 House Vote: Democrat	10%	(54)	90%	(469)	523
2018 House Vote: Republican	10%	(31)	90%	(288)	319
2016 Vote: Hillary Clinton	10%	(52)	90%	(447)	499
2016 Vote: Donald Trump	8%	(30)	92%	(331)	361
2016 Vote: Other	10%	(6)	90%	(58)	64
2016 Vote: Didn't Vote	11%	(36)	89%	(299)	335
Voted in 2014: Yes	10%	(75)	90%	(690)	765
Voted in 2014: No	10%	(49)	90%	(446)	495
4-Region: Northeast	9%	(21)	91%	(218)	239
4-Region: Midwest	9%	(25)	91%	(257)	282
4-Region: South	9%	(41)	91%	(419)	460
4-Region: West	13%	(37)	87%	(242)	279
Sports fan	10%	(107)	90%	(1013)	1120
Avid sports fan	8%	(36)	92%	(389)	425
Casual sports fan	10%	(71)	90%	(624)	695

Continued on next page

**Table MCSP17\_10NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Adults	10%	(125)	90%	(1136)	1260
Football fan	10%	(109)	90%	(1016)	1124
Avid football fan	9%	(52)	91%	(499)	551
Casual football fan	10%	(57)	90%	(517)	573
NFL fan	10%	(110)	90%	(1011)	1121
Avid NFL fan	10%	(54)	90%	(491)	546
Casual NFL fan	10%	(55)	90%	(520)	575
Watched SB last year	10%	(100)	90%	(896)	995
Didn't watch SB last year	9%	(25)	91%	(240)	265
OK brands get political	9%	(47)	91%	(474)	521
Not OK brands get political	10%	(60)	90%	(560)	620
OK social justice	9%	(71)	91%	(762)	833
Not OK social justice	12%	(36)	88%	(272)	308
Likely SB viewer	10%	(125)	90%	(1136)	1260
More likely to watch SB this year	8%	(42)	92%	(478)	520
Less likely to watch SB this year	7%	(8)	93%	(103)	111
Likely host/attend SB party	3%	(12)	97%	(323)	335
Unlikely host/attend SB party	12%	(109)	88%	(770)	879
Watch SB for game	10%	(83)	90%	(732)	815
Watch SB for halftime	8%	(16)	92%	(185)	201
Watch SB for ads	6%	(12)	94%	(174)	185
SB more political	8%	(40)	92%	(479)	519
SB less political	8%	(18)	92%	(206)	224
Typically host/attend SB party	5%	(22)	95%	(421)	443
Typically do not host/attend SB party	13%	(103)	87%	(715)	818
Usually pays a lot/some attn to ads	8%	(82)	92%	(992)	1073
Usually pays not much/no attn to ads	23%	(43)	77%	(144)	187
Plan to pay a lot/some attn to ads	8%	(84)	92%	(964)	1048
Plan to pay not much/no attn to ads	19%	(40)	81%	(172)	212
Pro football fav sport	9%	(49)	91%	(478)	528
Fav NFL	9%	(85)	91%	(915)	1001

Continued on next page

**Table MCSP17\_10NET:** And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Adults	10%	(125)	90%	(1136)	1260
Unfav NFL	13%	(21)	87%	(145)	165
Fav Goodell	6%	(27)	94%	(411)	438
Unfav Goodell	12%	(39)	88%	(289)	328
Fav Chiefs	9%	(78)	91%	(767)	845
Fav Buccaneers	8%	(57)	92%	(645)	701
Chiefs fan	10%	(61)	90%	(563)	624
Buccaneers fan	9%	(38)	91%	(406)	444
Frequent sports betters	5%	(4)	95%	(84)	89
Regular sports betters	3%	(6)	97%	(176)	182
Frequent NFL betters	4%	(4)	96%	(98)	103
Regular NFL betters	3%	(6)	97%	(190)	196
Definite SB betters	3%	(4)	97%	(121)	125
Probable SB betters	4%	(10)	96%	(277)	287
Believe betting is legal in their state	7%	(34)	93%	(429)	463
Believe betting is illegal in their state	14%	(34)	86%	(219)	254
Non-sports fans	13%	(18)	87%	(123)	141
Gen Z sports fans	6%	(4)	94%	(69)	73
Millennial sports fans	4%	(12)	96%	(332)	345
Gen X sports fans	12%	(35)	88%	(264)	299
Boomer sports fans	13%	(47)	87%	(311)	358
Sports fans 18-34	4%	(11)	96%	(262)	273
Sports fans 35-44	4%	(8)	96%	(197)	205
Sports fans 45-64	13%	(53)	87%	(357)	411
Sports fans 65+	15%	(35)	85%	(196)	231
Occasional sports betters	4%	(6)	96%	(149)	155
Non-sports betters	12%	(113)	88%	(811)	924
In legal betting states	10%	(46)	90%	(418)	464
Outside legal betting states	10%	(78)	90%	(718)	796
Sports fan In legal betting states 21+	10%	(43)	90%	(382)	425
Sports fan Outside legal betting states 21+	9%	(64)	91%	(631)	695

Continued on next page

**Table MCSP17\_10NET:** *And which, if any, of the following drinks do you plan to serve or drink while watching the Super Bowl? Please select all that apply.*

*None of the above*

Demographic	Selected		Not Selected		Total N
Adults	10%	(125)	90%	(1136)	1260
Likely SB viewer In legal betting states 21+	10%	(46)	90%	(418)	464
Likely SB viewer Outside legal betting states 21+	10%	(78)	90%	(718)	796

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

**Table MCSP18\_1NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.  
I usually cook it

Demographic	Selected		Not Selected		Total N
Adults	50%	(1107)	50%	(1093)	2200
Gender: Male	50%	(527)	50%	(535)	1062
Gender: Female	51%	(580)	49%	(558)	1138
Age: 18-34	46%	(304)	54%	(351)	655
Age: 35-44	49%	(175)	51%	(183)	358
Age: 45-64	56%	(420)	44%	(331)	751
Age: 65+	48%	(208)	52%	(228)	436
GenZers: 1997-2012	40%	(118)	60%	(181)	299
Millennials: 1981-1996	50%	(300)	50%	(296)	595
GenXers: 1965-1980	54%	(295)	46%	(247)	542
Baby Boomers: 1946-1964	52%	(359)	48%	(326)	685
PID: Dem (no lean)	52%	(467)	48%	(430)	897
PID: Ind (no lean)	45%	(301)	55%	(375)	676
PID: Rep (no lean)	54%	(339)	46%	(288)	627
PID/Gender: Dem Men	47%	(191)	53%	(216)	407
PID/Gender: Dem Women	56%	(276)	44%	(214)	490
PID/Gender: Ind Men	45%	(149)	55%	(179)	327
PID/Gender: Ind Women	44%	(152)	56%	(196)	349
PID/Gender: Rep Men	57%	(187)	43%	(140)	327
PID/Gender: Rep Women	51%	(152)	49%	(148)	299
Ideo: Liberal (1-3)	52%	(332)	48%	(313)	645
Ideo: Moderate (4)	53%	(326)	47%	(294)	621
Ideo: Conservative (5-7)	52%	(349)	48%	(325)	675
Educ: < College	50%	(762)	50%	(750)	1512
Educ: Bachelors degree	51%	(228)	49%	(216)	444
Educ: Post-grad	48%	(117)	52%	(127)	244
Income: Under 50k	47%	(560)	53%	(638)	1198
Income: 50k-100k	55%	(376)	45%	(304)	680
Income: 100k+	53%	(171)	47%	(151)	322
Ethnicity: White	50%	(861)	50%	(861)	1722
Ethnicity: Hispanic	47%	(163)	53%	(186)	349

Continued on next page



**Table MCSP18\_INET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.  
I usually cook it

Demographic	Selected		Not Selected		Total N
Adults	50%	(1107)	50%	(1093)	2200
Ethnicity: Black	53%	(145)	47%	(129)	274
Ethnicity: Other	50%	(101)	50%	(103)	204
All Christian	51%	(495)	49%	(480)	975
All Non-Christian	49%	(62)	51%	(65)	128
Atheist	39%	(43)	61%	(67)	110
Agnostic/Nothing in particular	48%	(287)	52%	(310)	598
Something Else	56%	(220)	44%	(170)	390
Religious Non-Protestant/Catholic	46%	(70)	54%	(82)	152
Evangelical	50%	(285)	50%	(284)	570
Non-Evangelical	55%	(419)	45%	(342)	761
Community: Urban	47%	(282)	53%	(318)	600
Community: Suburban	52%	(535)	48%	(502)	1037
Community: Rural	52%	(291)	48%	(273)	564
Employ: Private Sector	52%	(335)	48%	(306)	641
Employ: Government	53%	(68)	47%	(61)	128
Employ: Self-Employed	55%	(85)	45%	(68)	153
Employ: Homemaker	60%	(99)	40%	(66)	165
Employ: Student	38%	(48)	62%	(77)	124
Employ: Retired	48%	(245)	52%	(261)	506
Employ: Unemployed	49%	(163)	51%	(169)	332
Employ: Other	43%	(65)	57%	(86)	151
Military HH: Yes	48%	(164)	52%	(177)	341
Military HH: No	51%	(943)	49%	(916)	1859
RD/WT: Right Direction	48%	(433)	52%	(463)	897
RD/WT: Wrong Track	52%	(674)	48%	(630)	1303
Biden Job Approve	50%	(643)	50%	(640)	1282
Biden Job Disapprove	52%	(362)	48%	(336)	698

Continued on next page

**Table MCSP18\_1NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.  
I usually cook it

Demographic	Selected		Not Selected		Total N
Adults	50%	(1107)	50%	(1093)	2200
Biden Job Strongly Approve	50%	(403)	50%	(401)	804
Biden Job Somewhat Approve	50%	(239)	50%	(239)	478
Biden Job Somewhat Disapprove	56%	(107)	44%	(84)	191
Biden Job Strongly Disapprove	50%	(255)	50%	(253)	507
Favorable of Biden	52%	(675)	48%	(630)	1305
Unfavorable of Biden	50%	(381)	50%	(378)	759
Very Favorable of Biden	52%	(407)	48%	(373)	780
Somewhat Favorable of Biden	51%	(268)	49%	(257)	525
Somewhat Unfavorable of Biden	55%	(106)	45%	(86)	192
Very Unfavorable of Biden	49%	(275)	51%	(292)	567
#1 Issue: Economy	53%	(458)	47%	(410)	868
#1 Issue: Security	46%	(122)	54%	(145)	267
#1 Issue: Health Care	54%	(216)	46%	(188)	404
#1 Issue: Medicare / Social Security	49%	(115)	51%	(121)	236
#1 Issue: Women's Issues	46%	(44)	54%	(52)	96
#1 Issue: Education	51%	(49)	49%	(47)	96
#1 Issue: Energy	48%	(39)	52%	(42)	81
#1 Issue: Other	42%	(64)	58%	(88)	152
2020 Vote: Joe Biden	52%	(548)	48%	(501)	1049
2020 Vote: Donald Trump	51%	(353)	49%	(333)	686
2020 Vote: Other	44%	(27)	56%	(35)	62
2020 Vote: Didn't Vote	45%	(179)	55%	(222)	401
2018 House Vote: Democrat	54%	(397)	46%	(344)	741
2018 House Vote: Republican	52%	(288)	48%	(265)	554
2018 House Vote: Someone else	51%	(27)	49%	(25)	52
2016 Vote: Hillary Clinton	54%	(381)	46%	(326)	707
2016 Vote: Donald Trump	53%	(331)	47%	(297)	628
2016 Vote: Other	49%	(55)	51%	(58)	113
2016 Vote: Didn't Vote	45%	(338)	55%	(411)	749

Continued on next page

**Table MCSP18\_INET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.  
I usually cook it

Demographic	Selected		Not Selected		Total N
Adults	50%	(1107)	50%	(1093)	2200
Voted in 2014: Yes	54%	(643)	46%	(551)	1194
Voted in 2014: No	46%	(464)	54%	(542)	1006
4-Region: Northeast	48%	(191)	52%	(203)	394
4-Region: Midwest	56%	(257)	44%	(205)	462
4-Region: South	50%	(415)	50%	(409)	824
4-Region: West	47%	(244)	53%	(276)	520
Sports fan	59%	(890)	41%	(629)	1519
Avid sports fan	59%	(280)	41%	(198)	478
Casual sports fan	59%	(610)	41%	(431)	1041
Football fan	61%	(879)	39%	(565)	1444
Avid football fan	59%	(364)	41%	(253)	616
Casual football fan	62%	(515)	38%	(313)	828
NFL fan	61%	(852)	39%	(543)	1396
Avid NFL fan	58%	(346)	42%	(249)	595
Casual NFL fan	63%	(507)	37%	(294)	801
Watched SB last year	63%	(727)	37%	(430)	1157
Didn't watch SB last year	36%	(380)	64%	(662)	1043
OK brands get political	53%	(417)	47%	(368)	785
Not OK brands get political	52%	(587)	48%	(532)	1119
OK social justice	53%	(685)	47%	(607)	1292
Not OK social justice	50%	(308)	50%	(303)	612
Likely SB viewer	63%	(843)	37%	(501)	1344
Unlikely SB viewer	31%	(230)	69%	(503)	733
More likely to watch SB this year	58%	(337)	42%	(240)	577
Less likely to watch SB this year	44%	(205)	56%	(266)	472
Likely host/attend SB party	56%	(228)	44%	(178)	406
Unlikely host/attend SB party	50%	(836)	50%	(820)	1656
Watch SB for game	62%	(531)	38%	(328)	859
Watch SB for halftime	65%	(147)	35%	(80)	227
Watch SB for ads	72%	(139)	28%	(54)	193

Continued on next page

**Table MCSP18\_1NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.  
I usually cook it

Demographic	Selected		Not Selected		Total N
Adults	50%	(1107)	50%	(1093)	2200
SB more political	59%	(481)	41%	(337)	818
SB less political	57%	(188)	43%	(140)	328
Typically host/attend SB party	63%	(348)	37%	(208)	556
Typically do not host/attend SB party	46%	(759)	54%	(885)	1644
Usually pays a lot/some attn to ads	60%	(896)	40%	(596)	1492
Usually pays not much/no attn to ads	30%	(211)	70%	(497)	708
Plan to pay a lot/some attn to ads	61%	(828)	39%	(530)	1359
Plan to pay not much/no attn to ads	33%	(279)	67%	(563)	841
Pro football fav sport	60%	(358)	40%	(238)	596
Fav NFL	60%	(751)	40%	(503)	1254
Unfav NFL	47%	(227)	53%	(255)	481
Fav Goodell	59%	(294)	41%	(202)	496
Unfav Goodell	61%	(295)	39%	(188)	483
Fav Chiefs	61%	(613)	39%	(388)	1001
Fav Buccaneers	59%	(489)	41%	(333)	822
Chiefs fan	61%	(506)	39%	(322)	828
Buccaneers fan	60%	(358)	40%	(235)	593
Frequent sports betters	43%	(44)	57%	(59)	103
Regular sports betters	45%	(101)	55%	(122)	223
Frequent NFL betters	53%	(62)	47%	(55)	117
Regular NFL betters	49%	(117)	51%	(122)	239
Definite SB betters	51%	(68)	49%	(64)	132
Probable SB betters	53%	(181)	47%	(160)	341
Believe betting is legal in their state	53%	(349)	47%	(311)	661
Believe betting is illegal in their state	55%	(211)	45%	(175)	387
Non-sports fans	32%	(217)	68%	(464)	681
Gen Z sports fans	51%	(98)	49%	(95)	194
Millennial sports fans	56%	(234)	44%	(187)	422
Gen X sports fans	61%	(233)	39%	(148)	381
Boomer sports fans	63%	(294)	37%	(172)	466

Continued on next page

**Table MCSP18\_INET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.  
I usually cook it

Demographic	Selected		Not Selected		Total N
Adults	50%	(1107)	50%	(1093)	2200
Sports fans 18-34	55%	(243)	45%	(196)	439
Sports fans 35-44	54%	(136)	46%	(117)	253
Sports fans 45-64	64%	(341)	36%	(189)	530
Sports fans 65+	57%	(171)	43%	(127)	297
Occasional sports betters	59%	(115)	41%	(81)	196
Non-sports betters	50%	(891)	50%	(889)	1781
In legal betting states	49%	(400)	51%	(414)	814
Outside legal betting states	51%	(707)	49%	(679)	1386
Sports fan In legal betting states 21+	57%	(300)	43%	(230)	530
Sports fan Outside legal betting states 21+	60%	(538)	40%	(355)	893
Likely SB viewer In legal betting states 21+	62%	(286)	38%	(178)	464
Likely SB viewer Outside legal betting states 21+	64%	(511)	36%	(285)	796

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

**Table MCSP18\_2NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.

*I usually pick up takeout from a restaurant or bar*

Demographic	Selected		Not Selected		Total N
Adults	16%	(354)	84%	(1846)	2200
Gender: Male	18%	(196)	82%	(866)	1062
Gender: Female	14%	(158)	86%	(981)	1138
Age: 18-34	20%	(129)	80%	(527)	655
Age: 35-44	20%	(73)	80%	(285)	358
Age: 45-64	13%	(100)	87%	(651)	751
Age: 65+	12%	(52)	88%	(384)	436
GenZers: 1997-2012	19%	(58)	81%	(241)	299
Millennials: 1981-1996	20%	(122)	80%	(473)	595
GenXers: 1965-1980	16%	(87)	84%	(455)	542
Baby Boomers: 1946-1964	12%	(79)	88%	(606)	685
PID: Dem (no lean)	16%	(141)	84%	(756)	897
PID: Ind (no lean)	16%	(111)	84%	(565)	676
PID: Rep (no lean)	16%	(101)	84%	(526)	627
PID/Gender: Dem Men	19%	(76)	81%	(331)	407
PID/Gender: Dem Women	13%	(66)	87%	(425)	490
PID/Gender: Ind Men	18%	(59)	82%	(269)	327
PID/Gender: Ind Women	15%	(53)	85%	(296)	349
PID/Gender: Rep Men	19%	(62)	81%	(266)	327
PID/Gender: Rep Women	13%	(39)	87%	(260)	299
Ideo: Liberal (1-3)	15%	(96)	85%	(549)	645
Ideo: Moderate (4)	17%	(104)	83%	(517)	621
Ideo: Conservative (5-7)	18%	(120)	82%	(554)	675
Educ: < College	13%	(200)	87%	(1312)	1512
Educ: Bachelors degree	21%	(93)	79%	(351)	444
Educ: Post-grad	25%	(60)	75%	(184)	244
Income: Under 50k	13%	(151)	87%	(1047)	1198
Income: 50k-100k	18%	(121)	82%	(559)	680
Income: 100k+	25%	(82)	75%	(240)	322
Ethnicity: White	16%	(270)	84%	(1451)	1722
Ethnicity: Hispanic	22%	(76)	78%	(273)	349

Continued on next page

**Table MCSP18\_2NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.

*I usually pick up takeout from a restaurant or bar*

Demographic	Selected		Not Selected		Total N
Adults	16%	(354)	84%	(1846)	2200
Ethnicity: Black	18%	(49)	82%	(225)	274
Ethnicity: Other	17%	(34)	83%	(170)	204
All Christian	18%	(174)	82%	(801)	975
All Non-Christian	27%	(35)	73%	(93)	128
Atheist	18%	(19)	82%	(90)	110
Agnostic/Nothing in particular	11%	(67)	89%	(531)	598
Something Else	15%	(59)	85%	(331)	390
Religious Non-Protestant/Catholic	23%	(35)	77%	(116)	152
Evangelical	17%	(98)	83%	(471)	570
Non-Evangelical	17%	(130)	83%	(632)	761
Community: Urban	16%	(95)	84%	(505)	600
Community: Suburban	18%	(187)	82%	(850)	1037
Community: Rural	13%	(72)	87%	(492)	564
Employ: Private Sector	18%	(118)	82%	(523)	641
Employ: Government	26%	(33)	74%	(95)	128
Employ: Self-Employed	20%	(31)	80%	(122)	153
Employ: Homemaker	13%	(21)	87%	(144)	165
Employ: Student	22%	(27)	78%	(97)	124
Employ: Retired	13%	(66)	87%	(439)	506
Employ: Unemployed	11%	(36)	89%	(296)	332
Employ: Other	13%	(20)	87%	(130)	151
Military HH: Yes	21%	(70)	79%	(271)	341
Military HH: No	15%	(283)	85%	(1576)	1859
RD/WT: Right Direction	19%	(172)	81%	(725)	897
RD/WT: Wrong Track	14%	(182)	86%	(1121)	1303
Biden Job Approve	18%	(232)	82%	(1050)	1282
Biden Job Disapprove	14%	(98)	86%	(601)	698

Continued on next page

**Table MCSP18\_2NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.  
*I usually pick up takeout from a restaurant or bar*

Demographic	Selected		Not Selected		Total N
Adults	16%	(354)	84%	(1846)	2200
Biden Job Strongly Approve	16%	(132)	84%	(672)	804
Biden Job Somewhat Approve	21%	(100)	79%	(378)	478
Biden Job Somewhat Disapprove	16%	(31)	84%	(160)	191
Biden Job Strongly Disapprove	13%	(66)	87%	(441)	507
Favorable of Biden	17%	(227)	83%	(1078)	1305
Unfavorable of Biden	15%	(112)	85%	(647)	759
Very Favorable of Biden	16%	(128)	84%	(652)	780
Somewhat Favorable of Biden	19%	(99)	81%	(426)	525
Somewhat Unfavorable of Biden	14%	(27)	86%	(164)	192
Very Unfavorable of Biden	15%	(85)	85%	(482)	567
#1 Issue: Economy	18%	(153)	82%	(714)	868
#1 Issue: Security	15%	(40)	85%	(227)	267
#1 Issue: Health Care	15%	(61)	85%	(343)	404
#1 Issue: Medicare / Social Security	11%	(25)	89%	(211)	236
#1 Issue: Women's Issues	15%	(14)	85%	(82)	96
#1 Issue: Education	18%	(17)	82%	(79)	96
#1 Issue: Energy	28%	(23)	72%	(58)	81
#1 Issue: Other	13%	(20)	87%	(133)	152
2020 Vote: Joe Biden	16%	(166)	84%	(884)	1049
2020 Vote: Donald Trump	17%	(116)	83%	(570)	686
2020 Vote: Other	23%	(14)	77%	(48)	62
2020 Vote: Didn't Vote	14%	(58)	86%	(343)	401
2018 House Vote: Democrat	15%	(114)	85%	(627)	741
2018 House Vote: Republican	19%	(104)	81%	(450)	554
2018 House Vote: Someone else	15%	(8)	85%	(45)	52
2016 Vote: Hillary Clinton	15%	(107)	85%	(600)	707
2016 Vote: Donald Trump	17%	(104)	83%	(524)	628
2016 Vote: Other	26%	(29)	74%	(84)	113
2016 Vote: Didn't Vote	15%	(113)	85%	(636)	749

Continued on next page



**Table MCSP18\_2NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.

*I usually pick up takeout from a restaurant or bar*

Demographic	Selected		Not Selected		Total N
Adults	16%	(354)	84%	(1846)	2200
Voted in 2014: Yes	16%	(191)	84%	(1004)	1194
Voted in 2014: No	16%	(163)	84%	(843)	1006
4-Region: Northeast	17%	(69)	83%	(325)	394
4-Region: Midwest	13%	(62)	87%	(400)	462
4-Region: South	15%	(126)	85%	(699)	824
4-Region: West	19%	(97)	81%	(423)	520
Sports fan	19%	(294)	81%	(1225)	1519
Avid sports fan	25%	(118)	75%	(360)	478
Casual sports fan	17%	(176)	83%	(865)	1041
Football fan	19%	(280)	81%	(1164)	1444
Avid football fan	24%	(148)	76%	(469)	616
Casual football fan	16%	(132)	84%	(696)	828
NFL fan	20%	(283)	80%	(1112)	1396
Avid NFL fan	24%	(144)	76%	(451)	595
Casual NFL fan	17%	(139)	83%	(661)	801
Watched SB last year	21%	(241)	79%	(916)	1157
Didn't watch SB last year	11%	(112)	89%	(930)	1043
OK brands get political	17%	(132)	83%	(653)	785
Not OK brands get political	17%	(193)	83%	(926)	1119
OK social justice	19%	(249)	81%	(1043)	1292
Not OK social justice	14%	(83)	86%	(528)	612
Likely SB viewer	21%	(288)	79%	(1056)	1344
Unlikely SB viewer	8%	(57)	92%	(677)	733
More likely to watch SB this year	25%	(142)	75%	(435)	577
Less likely to watch SB this year	10%	(49)	90%	(423)	472
Likely host/attend SB party	24%	(97)	76%	(308)	406
Unlikely host/attend SB party	15%	(242)	85%	(1414)	1656
Watch SB for game	23%	(196)	77%	(663)	859
Watch SB for halftime	18%	(41)	82%	(186)	227
Watch SB for ads	20%	(38)	80%	(155)	193

Continued on next page

**Table MCSP18\_2NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.  
*I usually pick up takeout from a restaurant or bar*

Demographic	Selected		Not Selected		Total N
Adults	16%	(354)	84%	(1846)	2200
SB more political	19%	(155)	81%	(663)	818
SB less political	22%	(71)	78%	(257)	328
Typically host/attend SB party	23%	(130)	77%	(427)	556
Typically do not host/attend SB party	14%	(224)	86%	(1420)	1644
Usually pays a lot/some attn to ads	20%	(295)	80%	(1197)	1492
Usually pays not much/no attn to ads	8%	(59)	92%	(649)	708
Plan to pay a lot/some attn to ads	20%	(276)	80%	(1083)	1359
Plan to pay not much/no attn to ads	9%	(77)	91%	(764)	841
Pro football fav sport	21%	(125)	79%	(471)	596
Fav NFL	21%	(267)	79%	(987)	1254
Unfav NFL	14%	(66)	86%	(416)	481
Fav Goodell	23%	(112)	77%	(384)	496
Unfav Goodell	19%	(90)	81%	(393)	483
Fav Chiefs	21%	(209)	79%	(792)	1001
Fav Buccaneers	22%	(183)	78%	(639)	822
Chiefs fan	20%	(165)	80%	(664)	828
Buccaneers fan	22%	(128)	78%	(464)	593
Frequent sports betters	31%	(32)	69%	(71)	103
Regular sports betters	26%	(58)	74%	(165)	223
Frequent NFL betters	28%	(32)	72%	(84)	117
Regular NFL betters	24%	(58)	76%	(182)	239
Definite SB betters	32%	(42)	68%	(90)	132
Probable SB betters	26%	(90)	74%	(251)	341
Believe betting is legal in their state	20%	(133)	80%	(528)	661
Believe betting is illegal in their state	19%	(72)	81%	(315)	387
Non-sports fans	9%	(59)	91%	(622)	681
Gen Z sports fans	24%	(47)	76%	(147)	194
Millennial sports fans	23%	(97)	77%	(324)	422
Gen X sports fans	21%	(79)	79%	(302)	381
Boomer sports fans	14%	(65)	86%	(401)	466

Continued on next page

**Table MCSP18\_2NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.

*I usually pick up takeout from a restaurant or bar*

Demographic	Selected		Not Selected		Total N
Adults	16%	(354)	84%	(1846)	2200
Sports fans 18-34	23%	(99)	77%	(340)	439
Sports fans 35-44	26%	(64)	74%	(188)	253
Sports fans 45-64	17%	(90)	83%	(440)	530
Sports fans 65+	14%	(41)	86%	(256)	297
Occasional sports betters	21%	(41)	79%	(155)	196
Non-sports betters	14%	(255)	86%	(1526)	1781
In legal betting states	16%	(133)	84%	(681)	814
Outside legal betting states	16%	(221)	84%	(1165)	1386
Sports fan In legal betting states 21+	20%	(105)	80%	(425)	530
Sports fan Outside legal betting states 21+	18%	(162)	82%	(732)	893
Likely SB viewer In legal betting states 21+	22%	(101)	78%	(363)	464
Likely SB viewer Outside legal betting states 21+	20%	(160)	80%	(636)	796

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

**Table MCSP18\_3NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.  
I usually order delivery directly from a restaurant or bar

Demographic	Selected		Not Selected		Total N
Adults	10%	(230)	90%	(1970)	2200
Gender: Male	12%	(133)	88%	(929)	1062
Gender: Female	9%	(98)	91%	(1040)	1138
Age: 18-34	14%	(92)	86%	(563)	655
Age: 35-44	14%	(52)	86%	(306)	358
Age: 45-64	9%	(69)	91%	(682)	751
Age: 65+	4%	(17)	96%	(419)	436
GenZers: 1997-2012	13%	(40)	87%	(259)	299
Millennials: 1981-1996	15%	(87)	85%	(508)	595
GenXers: 1965-1980	11%	(61)	89%	(482)	542
Baby Boomers: 1946-1964	6%	(40)	94%	(644)	685
PID: Dem (no lean)	14%	(124)	86%	(774)	897
PID: Ind (no lean)	7%	(50)	93%	(626)	676
PID: Rep (no lean)	9%	(57)	91%	(570)	627
PID/Gender: Dem Men	16%	(65)	84%	(342)	407
PID/Gender: Dem Women	12%	(59)	88%	(431)	490
PID/Gender: Ind Men	10%	(34)	90%	(293)	327
PID/Gender: Ind Women	5%	(16)	95%	(332)	349
PID/Gender: Rep Men	10%	(34)	90%	(293)	327
PID/Gender: Rep Women	7%	(22)	93%	(277)	299
Ideo: Liberal (1-3)	13%	(81)	87%	(564)	645
Ideo: Moderate (4)	9%	(59)	91%	(562)	621
Ideo: Conservative (5-7)	11%	(71)	89%	(604)	675
Educ: < College	9%	(140)	91%	(1372)	1512
Educ: Bachelors degree	12%	(55)	88%	(389)	444
Educ: Post-grad	15%	(36)	85%	(208)	244
Income: Under 50k	10%	(121)	90%	(1077)	1198
Income: 50k-100k	10%	(65)	90%	(614)	680
Income: 100k+	14%	(44)	86%	(278)	322
Ethnicity: White	9%	(152)	91%	(1569)	1722
Ethnicity: Hispanic	13%	(44)	87%	(305)	349

Continued on next page

**Table MCSP18\_3NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.

*I usually order delivery directly from a restaurant or bar*

Demographic	Selected		Not Selected		Total N
Adults	10%	(230)	90%	(1970)	2200
Ethnicity: Black	17%	(46)	83%	(228)	274
Ethnicity: Other	15%	(32)	85%	(172)	204
All Christian	11%	(107)	89%	(868)	975
All Non-Christian	21%	(27)	79%	(101)	128
Atheist	11%	(13)	89%	(97)	110
Agnostic/Nothing in particular	8%	(50)	92%	(548)	598
Something Else	9%	(34)	91%	(356)	390
Religious Non-Protestant/Catholic	18%	(28)	82%	(124)	152
Evangelical	9%	(49)	91%	(521)	570
Non-Evangelical	12%	(90)	88%	(671)	761
Community: Urban	16%	(98)	84%	(501)	600
Community: Suburban	9%	(97)	91%	(940)	1037
Community: Rural	6%	(35)	94%	(528)	564
Employ: Private Sector	15%	(98)	85%	(543)	641
Employ: Government	10%	(13)	90%	(116)	128
Employ: Self-Employed	15%	(23)	85%	(130)	153
Employ: Homemaker	7%	(11)	93%	(154)	165
Employ: Student	17%	(22)	83%	(102)	124
Employ: Retired	3%	(17)	97%	(489)	506
Employ: Unemployed	10%	(32)	90%	(300)	332
Employ: Other	11%	(16)	89%	(135)	151
Military HH: Yes	10%	(34)	90%	(307)	341
Military HH: No	11%	(196)	89%	(1663)	1859
RD/WT: Right Direction	13%	(118)	87%	(779)	897
RD/WT: Wrong Track	9%	(113)	91%	(1190)	1303
Biden Job Approve	12%	(160)	88%	(1122)	1282
Biden Job Disapprove	8%	(53)	92%	(646)	698

Continued on next page

**Table MCSP18\_3NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.  
I usually order delivery directly from a restaurant or bar

Demographic	Selected		Not Selected		Total N
Adults	10%	(230)	90%	(1970)	2200
Biden Job Strongly Approve	13%	(102)	87%	(703)	804
Biden Job Somewhat Approve	12%	(58)	88%	(420)	478
Biden Job Somewhat Disapprove	9%	(16)	91%	(174)	191
Biden Job Strongly Disapprove	7%	(36)	93%	(471)	507
Favorable of Biden	12%	(158)	88%	(1147)	1305
Unfavorable of Biden	8%	(61)	92%	(698)	759
Very Favorable of Biden	13%	(100)	87%	(681)	780
Somewhat Favorable of Biden	11%	(59)	89%	(466)	525
Somewhat Unfavorable of Biden	11%	(22)	89%	(170)	192
Very Unfavorable of Biden	7%	(39)	93%	(528)	567
#1 Issue: Economy	12%	(101)	88%	(767)	868
#1 Issue: Security	11%	(30)	89%	(237)	267
#1 Issue: Health Care	11%	(46)	89%	(358)	404
#1 Issue: Medicare / Social Security	4%	(10)	96%	(226)	236
#1 Issue: Women's Issues	8%	(7)	92%	(89)	96
#1 Issue: Education	13%	(13)	87%	(83)	96
#1 Issue: Energy	18%	(15)	82%	(66)	81
#1 Issue: Other	6%	(10)	94%	(143)	152
2020 Vote: Joe Biden	14%	(143)	86%	(906)	1049
2020 Vote: Donald Trump	8%	(53)	92%	(633)	686
2020 Vote: Other	—	(0)	100%	(62)	62
2020 Vote: Didn't Vote	9%	(34)	91%	(367)	401
2018 House Vote: Democrat	13%	(99)	87%	(642)	741
2018 House Vote: Republican	8%	(47)	92%	(507)	554
2018 House Vote: Someone else	3%	(1)	97%	(51)	52
2016 Vote: Hillary Clinton	13%	(94)	87%	(614)	707
2016 Vote: Donald Trump	8%	(51)	92%	(577)	628
2016 Vote: Other	4%	(5)	96%	(108)	113
2016 Vote: Didn't Vote	11%	(81)	89%	(668)	749

Continued on next page

**Table MCSP18\_3NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.

*I usually order delivery directly from a restaurant or bar*

Demographic	Selected		Not Selected		Total N
Adults	10%	(230)	90%	(1970)	2200
Voted in 2014: Yes	10%	(124)	90%	(1070)	1194
Voted in 2014: No	11%	(106)	89%	(900)	1006
4-Region: Northeast	13%	(52)	87%	(341)	394
4-Region: Midwest	9%	(42)	91%	(421)	462
4-Region: South	11%	(89)	89%	(736)	824
4-Region: West	9%	(48)	91%	(472)	520
Sports fan	13%	(194)	87%	(1325)	1519
Avid sports fan	19%	(88)	81%	(389)	478
Casual sports fan	10%	(106)	90%	(936)	1041
Football fan	13%	(189)	87%	(1255)	1444
Avid football fan	18%	(109)	82%	(507)	616
Casual football fan	10%	(80)	90%	(748)	828
NFL fan	13%	(183)	87%	(1212)	1396
Avid NFL fan	17%	(98)	83%	(497)	595
Casual NFL fan	11%	(85)	89%	(716)	801
Watched SB last year	14%	(167)	86%	(990)	1157
Didn't watch SB last year	6%	(63)	94%	(979)	1043
OK brands get political	14%	(113)	86%	(671)	785
Not OK brands get political	8%	(88)	92%	(1031)	1119
OK social justice	12%	(160)	88%	(1132)	1292
Not OK social justice	8%	(48)	92%	(564)	612
Likely SB viewer	14%	(190)	86%	(1154)	1344
Unlikely SB viewer	5%	(36)	95%	(698)	733
More likely to watch SB this year	18%	(105)	82%	(472)	577
Less likely to watch SB this year	7%	(34)	93%	(438)	472
Likely host/attend SB party	20%	(82)	80%	(324)	406
Unlikely host/attend SB party	9%	(141)	91%	(1515)	1656
Watch SB for game	14%	(117)	86%	(742)	859
Watch SB for halftime	20%	(44)	80%	(182)	227
Watch SB for ads	14%	(27)	86%	(166)	193

Continued on next page

**Table MCSP18\_3NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.  
I usually order delivery directly from a restaurant or bar

Demographic	Selected		Not Selected		Total N
Adults	10%	(230)	90%	(1970)	2200
SB more political	13%	(103)	87%	(715)	818
SB less political	14%	(45)	86%	(283)	328
Typically host/attend SB party	17%	(95)	83%	(462)	556
Typically do not host/attend SB party	8%	(136)	92%	(1508)	1644
Usually pays a lot/some attn to ads	13%	(188)	87%	(1305)	1492
Usually pays not much/no attn to ads	6%	(43)	94%	(665)	708
Plan to pay a lot/some attn to ads	14%	(186)	86%	(1173)	1359
Plan to pay not much/no attn to ads	5%	(45)	95%	(797)	841
Pro football fav sport	17%	(100)	83%	(496)	596
Fav NFL	14%	(174)	86%	(1080)	1254
Unfav NFL	7%	(33)	93%	(448)	481
Fav Goodell	15%	(75)	85%	(422)	496
Unfav Goodell	14%	(65)	86%	(418)	483
Fav Chiefs	13%	(132)	87%	(869)	1001
Fav Buccaneers	15%	(123)	85%	(699)	822
Chiefs fan	11%	(93)	89%	(735)	828
Buccaneers fan	15%	(91)	85%	(502)	593
Frequent sports betters	26%	(27)	74%	(76)	103
Regular sports betters	27%	(60)	73%	(163)	223
Frequent NFL betters	21%	(25)	79%	(92)	117
Regular NFL betters	24%	(59)	76%	(181)	239
Definite SB betters	28%	(37)	72%	(95)	132
Probable SB betters	22%	(75)	78%	(266)	341
Believe betting is legal in their state	16%	(107)	84%	(554)	661
Believe betting is illegal in their state	11%	(43)	89%	(344)	387
Non-sports fans	5%	(36)	95%	(645)	681
Gen Z sports fans	17%	(32)	83%	(162)	194
Millennial sports fans	18%	(77)	82%	(345)	422
Gen X sports fans	13%	(50)	87%	(330)	381
Boomer sports fans	7%	(34)	93%	(432)	466

Continued on next page



**Table MCSP18\_3NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.

*I usually order delivery directly from a restaurant or bar*

Demographic	Selected		Not Selected		Total N
Adults	10%	(230)	90%	(1970)	2200
Sports fans 18-34	18%	(80)	82%	(359)	439
Sports fans 35-44	18%	(45)	82%	(208)	253
Sports fans 45-64	10%	(55)	90%	(475)	530
Sports fans 65+	5%	(15)	95%	(283)	297
Occasional sports betters	18%	(35)	82%	(162)	196
Non-sports betters	8%	(136)	92%	(1645)	1781
In legal betting states	11%	(93)	89%	(721)	814
Outside legal betting states	10%	(137)	90%	(1249)	1386
Sports fan In legal betting states 21+	13%	(69)	87%	(462)	530
Sports fan Outside legal betting states 21+	12%	(111)	88%	(782)	893
Likely SB viewer In legal betting states 21+	15%	(68)	85%	(396)	464
Likely SB viewer Outside legal betting states 21+	14%	(110)	86%	(686)	796

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

**Table MCSP18\_4NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.  
I usually order it through a delivery service such as GrubHub or Postmates

Demographic	Selected		Not Selected		Total N
Adults	6%	(136)	94%	(2064)	2200
Gender: Male	8%	(84)	92%	(978)	1062
Gender: Female	5%	(52)	95%	(1086)	1138
Age: 18-34	11%	(69)	89%	(586)	655
Age: 35-44	12%	(42)	88%	(316)	358
Age: 45-64	3%	(21)	97%	(730)	751
Age: 65+	1%	(5)	99%	(431)	436
GenZers: 1997-2012	10%	(30)	90%	(269)	299
Millennials: 1981-1996	13%	(75)	87%	(520)	595
GenXers: 1965-1980	3%	(19)	97%	(524)	542
Baby Boomers: 1946-1964	2%	(12)	98%	(673)	685
PID: Dem (no lean)	9%	(82)	91%	(816)	897
PID: Ind (no lean)	5%	(30)	95%	(645)	676
PID: Rep (no lean)	4%	(24)	96%	(603)	627
PID/Gender: Dem Men	11%	(46)	89%	(361)	407
PID/Gender: Dem Women	7%	(36)	93%	(454)	490
PID/Gender: Ind Men	5%	(18)	95%	(310)	327
PID/Gender: Ind Women	4%	(13)	96%	(336)	349
PID/Gender: Rep Men	6%	(20)	94%	(307)	327
PID/Gender: Rep Women	1%	(3)	99%	(296)	299
Ideo: Liberal (1-3)	10%	(67)	90%	(579)	645
Ideo: Moderate (4)	5%	(34)	95%	(587)	621
Ideo: Conservative (5-7)	3%	(21)	97%	(653)	675
Educ: < College	5%	(79)	95%	(1433)	1512
Educ: Bachelors degree	6%	(29)	94%	(415)	444
Educ: Post-grad	12%	(29)	88%	(215)	244
Income: Under 50k	5%	(63)	95%	(1135)	1198
Income: 50k-100k	7%	(45)	93%	(635)	680
Income: 100k+	9%	(28)	91%	(294)	322
Ethnicity: White	6%	(95)	94%	(1627)	1722
Ethnicity: Hispanic	15%	(52)	85%	(297)	349

Continued on next page

**Table MCSP18\_4NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.

*I usually order it through a delivery service such as GrubHub or Postmates*

Demographic	Selected		Not Selected		Total N
Adults	6%	(136)	94%	(2064)	2200
Ethnicity: Black	8%	(22)	92%	(252)	274
Ethnicity: Other	9%	(19)	91%	(185)	204
All Christian	4%	(38)	96%	(937)	975
All Non-Christian	18%	(23)	82%	(105)	128
Atheist	11%	(12)	89%	(98)	110
Agnostic/Nothing in particular	4%	(25)	96%	(573)	598
Something Else	10%	(38)	90%	(352)	390
Religious Non-Protestant/Catholic	16%	(24)	84%	(128)	152
Evangelical	7%	(41)	93%	(529)	570
Non-Evangelical	4%	(34)	96%	(728)	761
Community: Urban	12%	(70)	88%	(530)	600
Community: Suburban	5%	(55)	95%	(981)	1037
Community: Rural	2%	(11)	98%	(553)	564
Employ: Private Sector	9%	(55)	91%	(586)	641
Employ: Government	6%	(7)	94%	(121)	128
Employ: Self-Employed	13%	(19)	87%	(134)	153
Employ: Homemaker	3%	(4)	97%	(161)	165
Employ: Student	13%	(16)	87%	(109)	124
Employ: Retired	1%	(7)	99%	(499)	506
Employ: Unemployed	4%	(14)	96%	(318)	332
Employ: Other	9%	(14)	91%	(137)	151
Military HH: Yes	7%	(23)	93%	(318)	341
Military HH: No	6%	(113)	94%	(1746)	1859
RD/WT: Right Direction	9%	(82)	91%	(815)	897
RD/WT: Wrong Track	4%	(54)	96%	(1249)	1303
Biden Job Approve	9%	(113)	91%	(1169)	1282
Biden Job Disapprove	3%	(21)	97%	(677)	698

Continued on next page

**Table MCSP18\_4NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.  
I usually order it through a delivery service such as GrubHub or Postmates

Demographic	Selected		Not Selected		Total N
Adults	6%	(136)	94%	(2064)	2200
Biden Job Strongly Approve	8%	(66)	92%	(739)	804
Biden Job Somewhat Approve	10%	(47)	90%	(431)	478
Biden Job Somewhat Disapprove	1%	(2)	99%	(189)	191
Biden Job Strongly Disapprove	4%	(19)	96%	(488)	507
Favorable of Biden	9%	(117)	91%	(1188)	1305
Unfavorable of Biden	2%	(16)	98%	(743)	759
Very Favorable of Biden	9%	(73)	91%	(707)	780
Somewhat Favorable of Biden	8%	(43)	92%	(481)	525
Somewhat Unfavorable of Biden	2%	(4)	98%	(188)	192
Very Unfavorable of Biden	2%	(12)	98%	(555)	567
#1 Issue: Economy	6%	(52)	94%	(816)	868
#1 Issue: Security	7%	(18)	93%	(249)	267
#1 Issue: Health Care	6%	(25)	94%	(378)	404
#1 Issue: Medicare / Social Security	3%	(7)	97%	(229)	236
#1 Issue: Women's Issues	11%	(10)	89%	(86)	96
#1 Issue: Education	9%	(9)	91%	(88)	96
#1 Issue: Energy	12%	(10)	88%	(71)	81
#1 Issue: Other	3%	(5)	97%	(148)	152
2020 Vote: Joe Biden	9%	(98)	91%	(951)	1049
2020 Vote: Donald Trump	2%	(15)	98%	(671)	686
2020 Vote: Other	1%	(1)	99%	(61)	62
2020 Vote: Didn't Vote	6%	(22)	94%	(378)	401
2018 House Vote: Democrat	8%	(63)	92%	(678)	741
2018 House Vote: Republican	3%	(14)	97%	(539)	554
2018 House Vote: Someone else	2%	(1)	98%	(51)	52
2016 Vote: Hillary Clinton	8%	(59)	92%	(648)	707
2016 Vote: Donald Trump	3%	(20)	97%	(609)	628
2016 Vote: Other	1%	(1)	99%	(112)	113
2016 Vote: Didn't Vote	7%	(56)	93%	(693)	749

Continued on next page

**Table MCSP18\_4NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.

*I usually order it through a delivery service such as GrubHub or Postmates*

Demographic	Selected		Not Selected		Total N
Adults	6%	(136)	94%	(2064)	2200
Voted in 2014: Yes	5%	(61)	95%	(1133)	1194
Voted in 2014: No	7%	(75)	93%	(931)	1006
4-Region: Northeast	8%	(31)	92%	(362)	394
4-Region: Midwest	4%	(16)	96%	(446)	462
4-Region: South	5%	(42)	95%	(782)	824
4-Region: West	9%	(46)	91%	(474)	520
Sports fan	7%	(113)	93%	(1406)	1519
Avid sports fan	11%	(53)	89%	(425)	478
Casual sports fan	6%	(60)	94%	(982)	1041
Football fan	7%	(103)	93%	(1341)	1444
Avid football fan	9%	(55)	91%	(561)	616
Casual football fan	6%	(48)	94%	(780)	828
NFL fan	7%	(100)	93%	(1296)	1396
Avid NFL fan	8%	(48)	92%	(547)	595
Casual NFL fan	6%	(52)	94%	(749)	801
Watched SB last year	7%	(82)	93%	(1076)	1157
Didn't watch SB last year	5%	(54)	95%	(988)	1043
OK brands get political	9%	(73)	91%	(712)	785
Not OK brands get political	4%	(40)	96%	(1079)	1119
OK social justice	8%	(107)	92%	(1185)	1292
Not OK social justice	3%	(19)	97%	(593)	612
Likely SB viewer	8%	(102)	92%	(1242)	1344
Unlikely SB viewer	4%	(30)	96%	(704)	733
More likely to watch SB this year	14%	(80)	86%	(497)	577
Less likely to watch SB this year	5%	(22)	95%	(450)	472
Likely host/attend SB party	17%	(70)	83%	(336)	406
Unlikely host/attend SB party	3%	(57)	97%	(1599)	1656
Watch SB for game	6%	(53)	94%	(806)	859
Watch SB for halftime	11%	(24)	89%	(202)	227
Watch SB for ads	13%	(24)	87%	(169)	193

Continued on next page

**Table MCSP18\_4NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.

*I usually order it through a delivery service such as GrubHub or Postmates*

Demographic	Selected		Not Selected		Total N
Adults	6%	(136)	94%	(2064)	2200
SB more political	7%	(54)	93%	(764)	818
SB less political	7%	(23)	93%	(304)	328
Typically host/attend SB party	12%	(67)	88%	(490)	556
Typically do not host/attend SB party	4%	(69)	96%	(1574)	1644
Usually pays a lot/some attn to ads	7%	(105)	93%	(1387)	1492
Usually pays not much/no attn to ads	4%	(31)	96%	(677)	708
Plan to pay a lot/some attn to ads	7%	(99)	93%	(1260)	1359
Plan to pay not much/no attn to ads	4%	(37)	96%	(804)	841
Pro football fav sport	8%	(49)	92%	(546)	596
Fav NFL	8%	(98)	92%	(1156)	1254
Unfav NFL	4%	(20)	96%	(461)	481
Fav Goodell	12%	(61)	88%	(436)	496
Unfav Goodell	4%	(21)	96%	(462)	483
Fav Chiefs	7%	(73)	93%	(928)	1001
Fav Buccaneers	8%	(65)	92%	(757)	822
Chiefs fan	10%	(79)	90%	(749)	828
Buccaneers fan	5%	(29)	95%	(564)	593
Frequent sports betters	22%	(23)	78%	(80)	103
Regular sports betters	21%	(48)	79%	(175)	223
Frequent NFL betters	17%	(20)	83%	(97)	117
Regular NFL betters	20%	(48)	80%	(192)	239
Definite SB betters	17%	(23)	83%	(109)	132
Probable SB betters	13%	(44)	87%	(297)	341
Believe betting is legal in their state	10%	(67)	90%	(594)	661
Believe betting is illegal in their state	6%	(24)	94%	(363)	387
Non-sports fans	3%	(23)	97%	(658)	681
Gen Z sports fans	12%	(23)	88%	(170)	194
Millennial sports fans	16%	(66)	84%	(356)	422
Gen X sports fans	4%	(16)	96%	(365)	381
Boomer sports fans	2%	(8)	98%	(459)	466

Continued on next page

**Table MCSP18\_4NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.

*I usually order it through a delivery service such as GrubHub or Postmates*

Demographic	Selected		Not Selected		Total N
Adults	6%	(136)	94%	(2064)	2200
Sports fans 18-34	13%	(56)	87%	(383)	439
Sports fans 35-44	15%	(38)	85%	(215)	253
Sports fans 45-64	3%	(14)	97%	(516)	530
Sports fans 65+	2%	(5)	98%	(292)	297
Occasional sports betters	8%	(15)	92%	(181)	196
Non-sports betters	4%	(73)	96%	(1707)	1781
In legal betting states	6%	(45)	94%	(769)	814
Outside legal betting states	7%	(91)	93%	(1295)	1386
Sports fan In legal betting states 21+	7%	(38)	93%	(492)	530
Sports fan Outside legal betting states 21+	7%	(59)	93%	(834)	893
Likely SB viewer In legal betting states 21+	7%	(34)	93%	(430)	464
Likely SB viewer Outside legal betting states 21+	7%	(58)	93%	(738)	796

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

**Table MCSP18\_5NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Adults	27%	(597)	73%	(1603)	2200
Gender: Male	23%	(244)	77%	(818)	1062
Gender: Female	31%	(353)	69%	(785)	1138
Age: 18-34	25%	(164)	75%	(491)	655
Age: 35-44	22%	(80)	78%	(277)	358
Age: 45-64	25%	(187)	75%	(564)	751
Age: 65+	38%	(166)	62%	(270)	436
GenZers: 1997-2012	31%	(94)	69%	(205)	299
Millennials: 1981-1996	20%	(117)	80%	(478)	595
GenXers: 1965-1980	24%	(129)	76%	(413)	542
Baby Boomers: 1946-1964	33%	(223)	67%	(462)	685
PID: Dem (no lean)	21%	(190)	79%	(707)	897
PID: Ind (no lean)	35%	(237)	65%	(439)	676
PID: Rep (no lean)	27%	(170)	73%	(457)	627
PID/Gender: Dem Men	18%	(71)	82%	(336)	407
PID/Gender: Dem Women	24%	(119)	76%	(371)	490
PID/Gender: Ind Men	31%	(102)	69%	(226)	327
PID/Gender: Ind Women	39%	(135)	61%	(214)	349
PID/Gender: Rep Men	22%	(71)	78%	(256)	327
PID/Gender: Rep Women	33%	(99)	67%	(200)	299
Ideo: Liberal (1-3)	24%	(154)	76%	(492)	645
Ideo: Moderate (4)	23%	(142)	77%	(479)	621
Ideo: Conservative (5-7)	28%	(192)	72%	(482)	675
Educ: < College	30%	(454)	70%	(1058)	1512
Educ: Bachelors degree	21%	(93)	79%	(351)	444
Educ: Post-grad	21%	(51)	79%	(193)	244
Income: Under 50k	33%	(399)	67%	(799)	1198
Income: 50k-100k	22%	(148)	78%	(532)	680
Income: 100k+	16%	(50)	84%	(272)	322
Ethnicity: White	28%	(489)	72%	(1233)	1722
Ethnicity: Hispanic	21%	(72)	79%	(278)	349

Continued on next page



**Table MCSP18\_5NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Adults	27%	(597)	73%	(1603)	2200
Ethnicity: Black	24%	(65)	76%	(210)	274
Ethnicity: Other	21%	(44)	79%	(160)	204
All Christian	27%	(259)	73%	(716)	975
All Non-Christian	14%	(18)	86%	(110)	128
Atheist	25%	(28)	75%	(82)	110
Agnostic/Nothing in particular	33%	(199)	67%	(399)	598
Something Else	24%	(93)	76%	(297)	390
Religious Non-Protestant/Catholic	22%	(34)	78%	(118)	152
Evangelical	28%	(160)	72%	(410)	570
Non-Evangelical	23%	(174)	77%	(587)	761
Community: Urban	22%	(133)	78%	(467)	600
Community: Suburban	26%	(268)	74%	(768)	1037
Community: Rural	35%	(196)	65%	(367)	564
Employ: Private Sector	18%	(116)	82%	(525)	641
Employ: Government	20%	(25)	80%	(103)	128
Employ: Self-Employed	20%	(31)	80%	(123)	153
Employ: Homemaker	23%	(38)	77%	(127)	165
Employ: Student	28%	(35)	72%	(89)	124
Employ: Retired	36%	(184)	64%	(322)	506
Employ: Unemployed	36%	(121)	64%	(211)	332
Employ: Other	31%	(47)	69%	(103)	151
Military HH: Yes	28%	(97)	72%	(245)	341
Military HH: No	27%	(501)	73%	(1358)	1859
RD/WT: Right Direction	23%	(205)	77%	(692)	897
RD/WT: Wrong Track	30%	(393)	70%	(911)	1303
Biden Job Approve	23%	(291)	77%	(991)	1282
Biden Job Disapprove	32%	(221)	68%	(477)	698

Continued on next page

**Table MCSP18\_5NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Adults	27%	(597)	73%	(1603)	2200
Biden Job Strongly Approve	24%	(191)	76%	(613)	804
Biden Job Somewhat Approve	21%	(100)	79%	(378)	478
Biden Job Somewhat Disapprove	24%	(47)	76%	(144)	191
Biden Job Strongly Disapprove	34%	(175)	66%	(333)	507
Favorable of Biden	22%	(288)	78%	(1017)	1305
Unfavorable of Biden	32%	(245)	68%	(514)	759
Very Favorable of Biden	22%	(170)	78%	(610)	780
Somewhat Favorable of Biden	23%	(118)	77%	(407)	525
Somewhat Unfavorable of Biden	25%	(48)	75%	(144)	192
Very Unfavorable of Biden	35%	(197)	65%	(370)	567
#1 Issue: Economy	23%	(196)	77%	(672)	868
#1 Issue: Security	32%	(86)	68%	(181)	267
#1 Issue: Health Care	24%	(98)	76%	(306)	404
#1 Issue: Medicare / Social Security	36%	(84)	64%	(151)	236
#1 Issue: Women's Issues	28%	(27)	72%	(69)	96
#1 Issue: Education	22%	(22)	78%	(75)	96
#1 Issue: Energy	26%	(21)	74%	(60)	81
#1 Issue: Other	42%	(63)	58%	(89)	152
2020 Vote: Joe Biden	21%	(221)	79%	(828)	1049
2020 Vote: Donald Trump	29%	(201)	71%	(486)	686
2020 Vote: Other	36%	(23)	64%	(39)	62
2020 Vote: Didn't Vote	38%	(151)	62%	(250)	401
2018 House Vote: Democrat	21%	(157)	79%	(585)	741
2018 House Vote: Republican	28%	(154)	72%	(400)	554
2018 House Vote: Someone else	33%	(17)	67%	(35)	52
2016 Vote: Hillary Clinton	21%	(151)	79%	(556)	707
2016 Vote: Donald Trump	28%	(174)	72%	(455)	628
2016 Vote: Other	28%	(31)	72%	(82)	113
2016 Vote: Didn't Vote	32%	(241)	68%	(508)	749

Continued on next page

**Table MCSP18\_5NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Adults	27%	(597)	73%	(1603)	2200
Voted in 2014: Yes	24%	(290)	76%	(904)	1194
Voted in 2014: No	31%	(307)	69%	(699)	1006
4-Region: Northeast	25%	(99)	75%	(295)	394
4-Region: Midwest	26%	(121)	74%	(342)	462
4-Region: South	28%	(234)	72%	(590)	824
4-Region: West	28%	(144)	72%	(376)	520
Sports fan	15%	(226)	85%	(1293)	1519
Avid sports fan	7%	(34)	93%	(444)	478
Casual sports fan	18%	(193)	82%	(849)	1041
Football fan	13%	(191)	87%	(1253)	1444
Avid football fan	7%	(44)	93%	(572)	616
Casual football fan	18%	(147)	82%	(681)	828
NFL fan	12%	(167)	88%	(1229)	1396
Avid NFL fan	8%	(46)	92%	(549)	595
Casual NFL fan	15%	(120)	85%	(680)	801
Watched SB last year	8%	(98)	92%	(1059)	1157
Didn't watch SB last year	48%	(499)	52%	(543)	1043
OK brands get political	21%	(167)	79%	(618)	785
Not OK brands get political	26%	(293)	74%	(827)	1119
OK social justice	21%	(268)	79%	(1024)	1292
Not OK social justice	31%	(188)	69%	(424)	612
Likely SB viewer	9%	(115)	91%	(1228)	1344
Unlikely SB viewer	56%	(408)	44%	(325)	733
More likely to watch SB this year	6%	(32)	94%	(545)	577
Less likely to watch SB this year	41%	(194)	59%	(278)	472
Likely host/attend SB party	6%	(25)	94%	(380)	406
Unlikely host/attend SB party	30%	(501)	70%	(1155)	1656
Watch SB for game	8%	(71)	92%	(788)	859
Watch SB for halftime	4%	(8)	96%	(218)	227
Watch SB for ads	4%	(8)	96%	(184)	193

Continued on next page

**Table MCSP18\_5NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Adults	27%	(597)	73%	(1603)	2200
SB more political	18%	(149)	82%	(669)	818
SB less political	15%	(50)	85%	(278)	328
Typically host/attend SB party	6%	(35)	94%	(521)	556
Typically do not host/attend SB party	34%	(562)	66%	(1082)	1644
Usually pays a lot/some attn to ads	13%	(201)	87%	(1291)	1492
Usually pays not much/no attn to ads	56%	(396)	44%	(312)	708
Plan to pay a lot/some attn to ads	11%	(153)	89%	(1206)	1359
Plan to pay not much/no attn to ads	53%	(444)	47%	(397)	841
Pro football fav sport	9%	(51)	91%	(544)	596
Fav NFL	11%	(141)	89%	(1113)	1254
Unfav NFL	35%	(170)	65%	(312)	481
Fav Goodell	8%	(37)	92%	(459)	496
Unfav Goodell	15%	(72)	85%	(411)	483
Fav Chiefs	11%	(106)	89%	(895)	1001
Fav Buccaneers	10%	(83)	90%	(739)	822
Chiefs fan	12%	(101)	88%	(728)	828
Buccaneers fan	11%	(65)	89%	(528)	593
Frequent sports betters	2%	(2)	98%	(101)	103
Regular sports betters	2%	(4)	98%	(219)	223
Frequent NFL betters	3%	(4)	97%	(113)	117
Regular NFL betters	3%	(7)	97%	(233)	239
Definite SB betters	5%	(6)	95%	(126)	132
Probable SB betters	5%	(17)	95%	(324)	341
Believe betting is legal in their state	15%	(96)	85%	(565)	661
Believe betting is illegal in their state	20%	(79)	80%	(308)	387
Non-sports fans	54%	(371)	46%	(310)	681
Gen Z sports fans	15%	(29)	85%	(164)	194
Millennial sports fans	10%	(43)	90%	(379)	422
Gen X sports fans	12%	(44)	88%	(337)	381
Boomer sports fans	19%	(90)	81%	(376)	466

Continued on next page

**Table MCSP18\_5NET:** Which of the following best describes how you usually get the food you serve or eat while watching Super Bowl LV? Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Adults	27%	(597)	73%	(1603)	2200
Sports fans 18-34	12%	(54)	88%	(385)	439
Sports fans 35-44	11%	(27)	89%	(226)	253
Sports fans 45-64	13%	(69)	87%	(461)	530
Sports fans 65+	26%	(76)	74%	(221)	297
Occasional sports betters	11%	(22)	89%	(174)	196
Non-sports betters	32%	(571)	68%	(1210)	1781
In legal betting states	28%	(230)	72%	(584)	814
Outside legal betting states	26%	(367)	74%	(1019)	1386
Sports fan In legal betting states 21+	16%	(83)	84%	(447)	530
Sports fan Outside legal betting states 21+	15%	(134)	85%	(759)	893
Likely SB viewer In legal betting states 21+	8%	(39)	92%	(425)	464
Likely SB viewer Outside legal betting states 21+	8%	(66)	92%	(730)	796

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

**Table MCSP19\_1NET:** *And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
I plan to cook of it*

Demographic	Selected		Not Selected		Total N
Adults	46%	(1003)	54%	(1197)	2200
Gender: Male	45%	(477)	55%	(584)	1062
Gender: Female	46%	(525)	54%	(613)	1138
Age: 18-34	41%	(270)	59%	(385)	655
Age: 35-44	47%	(170)	53%	(188)	358
Age: 45-64	49%	(370)	51%	(381)	751
Age: 65+	44%	(193)	56%	(243)	436
GenZers: 1997-2012	36%	(109)	64%	(190)	299
Millennials: 1981-1996	46%	(276)	54%	(319)	595
GenXers: 1965-1980	48%	(260)	52%	(282)	542
Baby Boomers: 1946-1964	48%	(328)	52%	(357)	685
PID: Dem (no lean)	46%	(416)	54%	(481)	897
PID: Ind (no lean)	42%	(282)	58%	(394)	676
PID: Rep (no lean)	49%	(304)	51%	(323)	627
PID/Gender: Dem Men	42%	(172)	58%	(235)	407
PID/Gender: Dem Women	50%	(244)	50%	(246)	490
PID/Gender: Ind Men	43%	(140)	57%	(187)	327
PID/Gender: Ind Women	41%	(142)	59%	(206)	349
PID/Gender: Rep Men	50%	(165)	50%	(162)	327
PID/Gender: Rep Women	46%	(139)	54%	(160)	299
Ideo: Liberal (1-3)	47%	(306)	53%	(339)	645
Ideo: Moderate (4)	47%	(294)	53%	(327)	621
Ideo: Conservative (5-7)	46%	(308)	54%	(366)	675
Educ: < College	45%	(686)	55%	(826)	1512
Educ: Bachelors degree	47%	(209)	53%	(235)	444
Educ: Post-grad	44%	(108)	56%	(136)	244
Income: Under 50k	42%	(500)	58%	(698)	1198
Income: 50k-100k	51%	(345)	49%	(335)	680
Income: 100k+	49%	(158)	51%	(164)	322
Ethnicity: White	46%	(798)	54%	(924)	1722
Ethnicity: Hispanic	41%	(142)	59%	(208)	349
Ethnicity: Black	44%	(120)	56%	(154)	274

Continued on next page

**Table MCSP19\_INET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
I plan to cook of it

Demographic	Selected		Not Selected		Total N
Adults	46%	(1003)	54%	(1197)	2200
Ethnicity: Other	42%	(85)	58%	(119)	204
All Christian	46%	(444)	54%	(531)	975
All Non-Christian	50%	(64)	50%	(64)	128
Atheist	40%	(44)	60%	(65)	110
Agnostic/Nothing in particular	44%	(261)	56%	(336)	598
Something Else	49%	(189)	51%	(201)	390
Religious Non-Protestant/Catholic	47%	(71)	53%	(81)	152
Evangelical	44%	(251)	56%	(318)	570
Non-Evangelical	49%	(373)	51%	(388)	761
Community: Urban	42%	(250)	58%	(350)	600
Community: Suburban	49%	(507)	51%	(530)	1037
Community: Rural	44%	(246)	56%	(317)	564
Employ: Private Sector	48%	(310)	52%	(331)	641
Employ: Government	49%	(63)	51%	(65)	128
Employ: Self-Employed	50%	(76)	50%	(77)	153
Employ: Homemaker	55%	(90)	45%	(75)	165
Employ: Student	39%	(49)	61%	(76)	124
Employ: Retired	43%	(219)	57%	(287)	506
Employ: Unemployed	41%	(136)	59%	(196)	332
Employ: Other	40%	(60)	60%	(91)	151
Military HH: Yes	47%	(162)	53%	(179)	341
Military HH: No	45%	(841)	55%	(1018)	1859
RD/WT: Right Direction	45%	(408)	55%	(489)	897
RD/WT: Wrong Track	46%	(595)	54%	(708)	1303
Biden Job Approve	46%	(588)	54%	(694)	1282
Biden Job Disapprove	47%	(327)	53%	(372)	698
Biden Job Strongly Approve	45%	(360)	55%	(445)	804
Biden Job Somewhat Approve	48%	(228)	52%	(250)	478
Biden Job Somewhat Disapprove	52%	(100)	48%	(91)	191
Biden Job Strongly Disapprove	45%	(227)	55%	(280)	507

Continued on next page

**Table MCSP19\_1NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
I plan to cook of it

Demographic	Selected		Not Selected		Total N
Adults	46%	(1003)	54%	(1197)	2200
Favorable of Biden	47%	(609)	53%	(697)	1305
Unfavorable of Biden	46%	(348)	54%	(411)	759
Very Favorable of Biden	46%	(361)	54%	(419)	780
Somewhat Favorable of Biden	47%	(247)	53%	(278)	525
Somewhat Unfavorable of Biden	52%	(100)	48%	(91)	192
Very Unfavorable of Biden	44%	(247)	56%	(320)	567
#1 Issue: Economy	48%	(414)	52%	(454)	868
#1 Issue: Security	38%	(102)	62%	(165)	267
#1 Issue: Health Care	51%	(206)	49%	(198)	404
#1 Issue: Medicare / Social Security	45%	(107)	55%	(129)	236
#1 Issue: Women's Issues	40%	(38)	60%	(57)	96
#1 Issue: Education	46%	(44)	54%	(52)	96
#1 Issue: Energy	47%	(38)	53%	(43)	81
#1 Issue: Other	35%	(54)	65%	(99)	152
2020 Vote: Joe Biden	48%	(499)	52%	(550)	1049
2020 Vote: Donald Trump	47%	(319)	53%	(367)	686
2020 Vote: Other	42%	(26)	58%	(36)	62
2020 Vote: Didn't Vote	39%	(158)	61%	(243)	401
2018 House Vote: Democrat	51%	(375)	49%	(366)	741
2018 House Vote: Republican	45%	(249)	55%	(305)	554
2018 House Vote: Someone else	45%	(23)	55%	(29)	52
2016 Vote: Hillary Clinton	50%	(350)	50%	(357)	707
2016 Vote: Donald Trump	47%	(298)	53%	(330)	628
2016 Vote: Other	44%	(50)	56%	(63)	113
2016 Vote: Didn't Vote	41%	(304)	59%	(445)	749
Voted in 2014: Yes	49%	(584)	51%	(610)	1194
Voted in 2014: No	42%	(419)	58%	(587)	1006
4-Region: Northeast	44%	(173)	56%	(220)	394
4-Region: Midwest	50%	(231)	50%	(231)	462
4-Region: South	46%	(382)	54%	(443)	824
4-Region: West	42%	(217)	58%	(303)	520

Continued on next page



**Table MCSP19\_INET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
I plan to cook of it

Demographic	Selected		Not Selected		Total N
Adults	46%	(1003)	54%	(1197)	2200
Sports fan	53%	(806)	47%	(713)	1519
Avid sports fan	54%	(257)	46%	(221)	478
Casual sports fan	53%	(549)	47%	(492)	1041
Football fan	54%	(782)	46%	(661)	1444
Avid football fan	53%	(329)	47%	(288)	616
Casual football fan	55%	(454)	45%	(374)	828
NFL fan	55%	(766)	45%	(630)	1396
Avid NFL fan	52%	(309)	48%	(286)	595
Casual NFL fan	57%	(457)	43%	(343)	801
Watched SB last year	57%	(664)	43%	(493)	1157
Didn't watch SB last year	32%	(338)	68%	(704)	1043
OK brands get political	48%	(380)	52%	(404)	785
Not OK brands get political	47%	(524)	53%	(595)	1119
OK social justice	49%	(636)	51%	(656)	1292
Not OK social justice	43%	(263)	57%	(349)	612
Likely SB viewer	58%	(783)	42%	(561)	1344
Unlikely SB viewer	27%	(196)	73%	(538)	733
More likely to watch SB this year	54%	(311)	46%	(266)	577
Less likely to watch SB this year	37%	(176)	63%	(296)	472
Likely host/attend SB party	51%	(209)	49%	(197)	406
Unlikely host/attend SB party	46%	(757)	54%	(900)	1656
Watch SB for game	57%	(494)	43%	(365)	859
Watch SB for halftime	56%	(127)	44%	(100)	227
Watch SB for ads	71%	(137)	29%	(56)	193
SB more political	52%	(428)	48%	(390)	818
SB less political	54%	(176)	46%	(152)	328
Typically host/attend SB party	57%	(316)	43%	(240)	556
Typically do not host/attend SB party	42%	(687)	58%	(957)	1644
Usually pays a lot/some attn to ads	54%	(809)	46%	(683)	1492
Usually pays not much/no attn to ads	27%	(194)	73%	(514)	708
Plan to pay a lot/some attn to ads	56%	(760)	44%	(599)	1359

Continued on next page

**Table MCSP19\_1NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
I plan to cook of it

Demographic	Selected		Not Selected		Total N
Adults	46%	(1003)	54%	(1197)	2200
Plan to pay not much/no attn to ads	29%	(243)	71%	(598)	841
Pro football fav sport	54%	(319)	46%	(277)	596
Fav NFL	55%	(693)	45%	(561)	1254
Unfav NFL	40%	(193)	60%	(288)	481
Fav Goodell	58%	(288)	42%	(208)	496
Unfav Goodell	52%	(250)	48%	(233)	483
Fav Chiefs	56%	(562)	44%	(439)	1001
Fav Buccaneers	56%	(458)	44%	(364)	822
Chiefs fan	55%	(459)	45%	(369)	828
Buccaneers fan	54%	(321)	46%	(272)	593
Frequent sports betters	46%	(47)	54%	(56)	103
Regular sports betters	51%	(113)	49%	(110)	223
Frequent NFL betters	55%	(65)	45%	(52)	117
Regular NFL betters	49%	(118)	51%	(122)	239
Definite SB betters	49%	(64)	51%	(68)	132
Probable SB betters	50%	(169)	50%	(172)	341
Believe betting is legal in their state	49%	(321)	51%	(340)	661
Believe betting is illegal in their state	51%	(197)	49%	(190)	387
Non-sports fans	29%	(197)	71%	(484)	681
Gen Z sports fans	47%	(92)	53%	(102)	194
Millennial sports fans	50%	(213)	50%	(209)	422
Gen X sports fans	54%	(208)	46%	(173)	381
Boomer sports fans	57%	(266)	43%	(200)	466
Sports fans 18-34	49%	(213)	51%	(226)	439
Sports fans 35-44	52%	(132)	48%	(121)	253
Sports fans 45-64	57%	(303)	43%	(227)	530
Sports fans 65+	53%	(158)	47%	(140)	297
Occasional sports betters	49%	(97)	51%	(99)	196
Non-sports betters	45%	(793)	55%	(988)	1781
In legal betting states	44%	(360)	56%	(454)	814
Outside legal betting states	46%	(643)	54%	(743)	1386

Continued on next page

**Table MCSP19\_INET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
I plan to cook of it

Demographic	Selected		Not Selected		Total N
Adults	46%	(1003)	54%	(1197)	2200
Sports fan In legal betting states 21+	52%	(276)	48%	(254)	530
Sports fan Outside legal betting states 21+	53%	(477)	47%	(416)	893
Likely SB viewer In legal betting states 21+	57%	(265)	43%	(200)	464
Likely SB viewer Outside legal betting states 21+	60%	(474)	40%	(322)	796

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

**Table MCSP19\_2NET:** *And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.*  
*I plan to pick up takeout from a restaurant or bar*

Demographic	Selected		Not Selected		Total N
Adults	13%	(296)	87%	(1904)	2200
Gender: Male	16%	(170)	84%	(892)	1062
Gender: Female	11%	(126)	89%	(1013)	1138
Age: 18-34	15%	(101)	85%	(554)	655
Age: 35-44	15%	(55)	85%	(303)	358
Age: 45-64	12%	(92)	88%	(659)	751
Age: 65+	11%	(48)	89%	(388)	436
GenZers: 1997-2012	16%	(49)	84%	(251)	299
Millennials: 1981-1996	15%	(88)	85%	(507)	595
GenXers: 1965-1980	14%	(77)	86%	(466)	542
Baby Boomers: 1946-1964	12%	(79)	88%	(606)	685
PID: Dem (no lean)	15%	(130)	85%	(767)	897
PID: Ind (no lean)	13%	(86)	87%	(590)	676
PID: Rep (no lean)	13%	(80)	87%	(547)	627
PID/Gender: Dem Men	18%	(74)	82%	(333)	407
PID/Gender: Dem Women	11%	(56)	89%	(434)	490
PID/Gender: Ind Men	14%	(45)	86%	(282)	327
PID/Gender: Ind Women	12%	(40)	88%	(308)	349
PID/Gender: Rep Men	15%	(51)	85%	(277)	327
PID/Gender: Rep Women	10%	(29)	90%	(270)	299
Ideo: Liberal (1-3)	13%	(81)	87%	(564)	645
Ideo: Moderate (4)	16%	(99)	84%	(522)	621
Ideo: Conservative (5-7)	13%	(89)	87%	(585)	675
Educ: < College	12%	(179)	88%	(1334)	1512
Educ: Bachelors degree	15%	(67)	85%	(376)	444
Educ: Post-grad	20%	(50)	80%	(194)	244
Income: Under 50k	13%	(154)	87%	(1044)	1198
Income: 50k-100k	13%	(88)	87%	(592)	680
Income: 100k+	17%	(54)	83%	(268)	322
Ethnicity: White	12%	(212)	88%	(1510)	1722
Ethnicity: Hispanic	16%	(56)	84%	(293)	349
Ethnicity: Black	17%	(46)	83%	(228)	274

Continued on next page

**Table MCSP19\_2NET:** *And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.*  
*I plan to pick up takeout from a restaurant or bar*

Demographic	Selected		Not Selected		Total N
Adults	13%	(296)	87%	(1904)	2200
Ethnicity: Other	19%	(38)	81%	(166)	204
All Christian	14%	(136)	86%	(839)	975
All Non-Christian	23%	(29)	77%	(99)	128
Atheist	8%	(9)	92%	(100)	110
Agnostic/Nothing in particular	11%	(67)	89%	(531)	598
Something Else	14%	(55)	86%	(335)	390
Religious Non-Protestant/Catholic	20%	(30)	80%	(122)	152
Evangelical	14%	(81)	86%	(488)	570
Non-Evangelical	14%	(108)	86%	(654)	761
Community: Urban	15%	(92)	85%	(507)	600
Community: Suburban	14%	(146)	86%	(891)	1037
Community: Rural	10%	(58)	90%	(506)	564
Employ: Private Sector	15%	(97)	85%	(543)	641
Employ: Government	14%	(19)	86%	(110)	128
Employ: Self-Employed	18%	(28)	82%	(125)	153
Employ: Homemaker	10%	(17)	90%	(149)	165
Employ: Student	11%	(14)	89%	(110)	124
Employ: Retired	12%	(61)	88%	(445)	506
Employ: Unemployed	10%	(35)	90%	(297)	332
Employ: Other	17%	(26)	83%	(125)	151
Military HH: Yes	16%	(56)	84%	(285)	341
Military HH: No	13%	(240)	87%	(1619)	1859
RD/WT: Right Direction	17%	(155)	83%	(742)	897
RD/WT: Wrong Track	11%	(141)	89%	(1162)	1303
Biden Job Approve	16%	(208)	84%	(1074)	1282
Biden Job Disapprove	9%	(64)	91%	(634)	698
Biden Job Strongly Approve	15%	(119)	85%	(685)	804
Biden Job Somewhat Approve	19%	(89)	81%	(389)	478
Biden Job Somewhat Disapprove	11%	(20)	89%	(171)	191
Biden Job Strongly Disapprove	9%	(44)	91%	(463)	507

Continued on next page

**Table MCSP19\_2NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
I plan to pick up takeout from a restaurant or bar

Demographic	Selected		Not Selected		Total N
Adults	13%	(296)	87%	(1904)	2200
Favorable of Biden	16%	(213)	84%	(1092)	1305
Unfavorable of Biden	10%	(73)	90%	(686)	759
Very Favorable of Biden	15%	(115)	85%	(665)	780
Somewhat Favorable of Biden	19%	(99)	81%	(426)	525
Somewhat Unfavorable of Biden	9%	(17)	91%	(174)	192
Very Unfavorable of Biden	10%	(55)	90%	(512)	567
#1 Issue: Economy	13%	(115)	87%	(753)	868
#1 Issue: Security	15%	(39)	85%	(228)	267
#1 Issue: Health Care	12%	(49)	88%	(355)	404
#1 Issue: Medicare / Social Security	9%	(22)	91%	(214)	236
#1 Issue: Women's Issues	16%	(15)	84%	(81)	96
#1 Issue: Education	17%	(17)	83%	(80)	96
#1 Issue: Energy	25%	(20)	75%	(61)	81
#1 Issue: Other	12%	(18)	88%	(134)	152
2020 Vote: Joe Biden	16%	(167)	84%	(882)	1049
2020 Vote: Donald Trump	12%	(82)	88%	(604)	686
2020 Vote: Other	9%	(5)	91%	(57)	62
2020 Vote: Didn't Vote	10%	(41)	90%	(359)	401
2018 House Vote: Democrat	15%	(111)	85%	(630)	741
2018 House Vote: Republican	15%	(83)	85%	(471)	554
2018 House Vote: Someone else	4%	(2)	96%	(50)	52
2016 Vote: Hillary Clinton	15%	(104)	85%	(604)	707
2016 Vote: Donald Trump	13%	(84)	87%	(544)	628
2016 Vote: Other	19%	(22)	81%	(92)	113
2016 Vote: Didn't Vote	12%	(86)	88%	(663)	749
Voted in 2014: Yes	14%	(162)	86%	(1032)	1194
Voted in 2014: No	13%	(134)	87%	(872)	1006
4-Region: Northeast	14%	(55)	86%	(338)	394
4-Region: Midwest	14%	(62)	86%	(400)	462
4-Region: South	13%	(105)	87%	(719)	824
4-Region: West	14%	(73)	86%	(447)	520

Continued on next page

**Table MCSP19\_2NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
I plan to pick up takeout from a restaurant or bar

Demographic	Selected		Not Selected		Total N
Adults	13%	(296)	87%	(1904)	2200
Sports fan	16%	(244)	84%	(1275)	1519
Avid sports fan	22%	(107)	78%	(371)	478
Casual sports fan	13%	(137)	87%	(904)	1041
Football fan	16%	(238)	84%	(1206)	1444
Avid football fan	21%	(128)	79%	(489)	616
Casual football fan	13%	(111)	87%	(717)	828
NFL fan	17%	(240)	83%	(1155)	1396
Avid NFL fan	22%	(130)	78%	(465)	595
Casual NFL fan	14%	(110)	86%	(690)	801
Watched SB last year	18%	(204)	82%	(954)	1157
Didn't watch SB last year	9%	(92)	91%	(951)	1043
OK brands get political	17%	(131)	83%	(654)	785
Not OK brands get political	12%	(130)	88%	(989)	1119
OK social justice	16%	(209)	84%	(1083)	1292
Not OK social justice	10%	(63)	90%	(549)	612
Likely SB viewer	18%	(244)	82%	(1099)	1344
Unlikely SB viewer	5%	(36)	95%	(697)	733
More likely to watch SB this year	23%	(134)	77%	(443)	577
Less likely to watch SB this year	5%	(24)	95%	(448)	472
Likely host/attend SB party	21%	(87)	79%	(319)	406
Unlikely host/attend SB party	11%	(183)	89%	(1473)	1656
Watch SB for game	20%	(168)	80%	(691)	859
Watch SB for halftime	13%	(29)	87%	(198)	227
Watch SB for ads	20%	(39)	80%	(154)	193
SB more political	14%	(114)	86%	(704)	818
SB less political	18%	(57)	82%	(270)	328
Typically host/attend SB party	19%	(104)	81%	(453)	556
Typically do not host/attend SB party	12%	(192)	88%	(1451)	1644
Usually pays a lot/some attn to ads	16%	(244)	84%	(1249)	1492
Usually pays not much/no attn to ads	7%	(52)	93%	(656)	708
Plan to pay a lot/some attn to ads	18%	(238)	82%	(1121)	1359

Continued on next page

**Table MCSP19\_2NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
I plan to pick up takeout from a restaurant or bar

Demographic	Selected		Not Selected		Total N
Adults	13%	(296)	87%	(1904)	2200
Plan to pay not much/no attn to ads	7%	(58)	93%	(783)	841
Pro football fav sport	20%	(121)	80%	(475)	596
Fav NFL	18%	(232)	82%	(1022)	1254
Unfav NFL	10%	(48)	90%	(433)	481
Fav Goodell	19%	(92)	81%	(404)	496
Unfav Goodell	18%	(86)	82%	(397)	483
Fav Chiefs	19%	(187)	81%	(814)	1001
Fav Buccaneers	19%	(160)	81%	(662)	822
Chiefs fan	17%	(137)	83%	(691)	828
Buccaneers fan	18%	(108)	82%	(485)	593
Frequent sports betters	35%	(37)	65%	(67)	103
Regular sports betters	26%	(58)	74%	(165)	223
Frequent NFL betters	23%	(26)	77%	(90)	117
Regular NFL betters	23%	(54)	77%	(185)	239
Definite SB betters	26%	(34)	74%	(98)	132
Probable SB betters	23%	(80)	77%	(261)	341
Believe betting is legal in their state	18%	(119)	82%	(542)	661
Believe betting is illegal in their state	14%	(55)	86%	(332)	387
Non-sports fans	8%	(52)	92%	(629)	681
Gen Z sports fans	18%	(34)	82%	(159)	194
Millennial sports fans	17%	(73)	83%	(348)	422
Gen X sports fans	18%	(69)	82%	(312)	381
Boomer sports fans	14%	(64)	86%	(402)	466
Sports fans 18-34	17%	(75)	83%	(364)	439
Sports fans 35-44	20%	(50)	80%	(203)	253
Sports fans 45-64	15%	(82)	85%	(448)	530
Sports fans 65+	12%	(37)	88%	(260)	297
Occasional sports betters	19%	(36)	81%	(160)	196
Non-sports betters	11%	(201)	89%	(1580)	1781
In legal betting states	15%	(122)	85%	(692)	814
Outside legal betting states	13%	(174)	87%	(1212)	1386

Continued on next page



**Table MCSP19\_2NET:** *And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply. I plan to pick up takeout from a restaurant or bar*

Demographic	Selected		Not Selected		Total N
Adults	13%	(296)	87%	(1904)	2200
Sports fan In legal betting states 21+	19%	(103)	81%	(427)	530
Sports fan Outside legal betting states 21+	15%	(130)	85%	(763)	893
Likely SB viewer In legal betting states 21+	22%	(101)	78%	(364)	464
Likely SB viewer Outside legal betting states 21+	17%	(134)	83%	(662)	796

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

**Table MCSP19\_3NET:** *And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.*  
*I plan to order delivery directly from a restaurant or bar*

Demographic	Selected		Not Selected		Total N
Adults	9%	(208)	91%	(1992)	2200
Gender: Male	11%	(118)	89%	(944)	1062
Gender: Female	8%	(89)	92%	(1049)	1138
Age: 18-34	12%	(79)	88%	(576)	655
Age: 35-44	14%	(51)	86%	(306)	358
Age: 45-64	8%	(57)	92%	(693)	751
Age: 65+	5%	(20)	95%	(416)	436
GenZers: 1997-2012	10%	(30)	90%	(269)	299
Millennials: 1981-1996	15%	(88)	85%	(507)	595
GenXers: 1965-1980	9%	(47)	91%	(495)	542
Baby Boomers: 1946-1964	6%	(39)	94%	(646)	685
PID: Dem (no lean)	12%	(105)	88%	(793)	897
PID: Ind (no lean)	7%	(50)	93%	(626)	676
PID: Rep (no lean)	9%	(53)	91%	(573)	627
PID/Gender: Dem Men	13%	(51)	87%	(356)	407
PID/Gender: Dem Women	11%	(53)	89%	(437)	490
PID/Gender: Ind Men	10%	(32)	90%	(296)	327
PID/Gender: Ind Women	5%	(18)	95%	(331)	349
PID/Gender: Rep Men	11%	(35)	89%	(292)	327
PID/Gender: Rep Women	6%	(18)	94%	(281)	299
Ideo: Liberal (1-3)	11%	(70)	89%	(575)	645
Ideo: Moderate (4)	9%	(53)	91%	(567)	621
Ideo: Conservative (5-7)	9%	(63)	91%	(612)	675
Educ: < College	8%	(121)	92%	(1391)	1512
Educ: Bachelors degree	11%	(49)	89%	(395)	444
Educ: Post-grad	15%	(37)	85%	(207)	244
Income: Under 50k	8%	(90)	92%	(1108)	1198
Income: 50k-100k	10%	(66)	90%	(614)	680
Income: 100k+	16%	(52)	84%	(270)	322
Ethnicity: White	9%	(151)	91%	(1571)	1722
Ethnicity: Hispanic	14%	(47)	86%	(302)	349
Ethnicity: Black	13%	(34)	87%	(240)	274

Continued on next page

**Table MCSP19\_3NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
I plan to order delivery directly from a restaurant or bar

Demographic	Selected		Not Selected		Total N
Adults	9%	(208)	91%	(1992)	2200
Ethnicity: Other	11%	(22)	89%	(182)	204
All Christian	11%	(108)	89%	(867)	975
All Non-Christian	15%	(20)	85%	(108)	128
Atheist	13%	(14)	87%	(95)	110
Agnostic/Nothing in particular	6%	(34)	94%	(564)	598
Something Else	8%	(32)	92%	(358)	390
Religious Non-Protestant/Catholic	13%	(20)	87%	(132)	152
Evangelical	10%	(55)	90%	(515)	570
Non-Evangelical	11%	(81)	89%	(680)	761
Community: Urban	14%	(82)	86%	(517)	600
Community: Suburban	9%	(91)	91%	(946)	1037
Community: Rural	6%	(35)	94%	(529)	564
Employ: Private Sector	13%	(81)	87%	(560)	641
Employ: Government	13%	(17)	87%	(111)	128
Employ: Self-Employed	16%	(24)	84%	(129)	153
Employ: Homemaker	5%	(8)	95%	(157)	165
Employ: Student	15%	(18)	85%	(106)	124
Employ: Retired	5%	(26)	95%	(480)	506
Employ: Unemployed	8%	(25)	92%	(307)	332
Employ: Other	6%	(9)	94%	(142)	151
Military HH: Yes	9%	(29)	91%	(312)	341
Military HH: No	10%	(178)	90%	(1681)	1859
RD/WT: Right Direction	11%	(101)	89%	(796)	897
RD/WT: Wrong Track	8%	(107)	92%	(1196)	1303
Biden Job Approve	10%	(133)	90%	(1150)	1282
Biden Job Disapprove	8%	(56)	92%	(642)	698
Biden Job Strongly Approve	11%	(90)	89%	(714)	804
Biden Job Somewhat Approve	9%	(42)	91%	(436)	478
Biden Job Somewhat Disapprove	10%	(18)	90%	(172)	191
Biden Job Strongly Disapprove	7%	(38)	93%	(469)	507

Continued on next page

**Table MCSP19\_3NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
I plan to order delivery directly from a restaurant or bar

Demographic	Selected		Not Selected		Total N
Adults	9%	(208)	91%	(1992)	2200
Favorable of Biden	11%	(138)	89%	(1167)	1305
Unfavorable of Biden	8%	(57)	92%	(702)	759
Very Favorable of Biden	12%	(95)	88%	(685)	780
Somewhat Favorable of Biden	8%	(42)	92%	(482)	525
Somewhat Unfavorable of Biden	8%	(15)	92%	(177)	192
Very Unfavorable of Biden	8%	(43)	92%	(525)	567
#1 Issue: Economy	10%	(91)	90%	(777)	868
#1 Issue: Security	11%	(29)	89%	(238)	267
#1 Issue: Health Care	9%	(34)	91%	(370)	404
#1 Issue: Medicare / Social Security	7%	(16)	93%	(219)	236
#1 Issue: Women's Issues	8%	(8)	92%	(88)	96
#1 Issue: Education	12%	(12)	88%	(84)	96
#1 Issue: Energy	14%	(11)	86%	(70)	81
#1 Issue: Other	4%	(6)	96%	(146)	152
2020 Vote: Joe Biden	11%	(116)	89%	(933)	1049
2020 Vote: Donald Trump	8%	(58)	92%	(628)	686
2020 Vote: Other	5%	(3)	95%	(59)	62
2020 Vote: Didn't Vote	8%	(31)	92%	(370)	401
2018 House Vote: Democrat	12%	(85)	88%	(656)	741
2018 House Vote: Republican	8%	(47)	92%	(507)	554
2018 House Vote: Someone else	9%	(5)	91%	(48)	52
2016 Vote: Hillary Clinton	11%	(77)	89%	(631)	707
2016 Vote: Donald Trump	8%	(50)	92%	(578)	628
2016 Vote: Other	5%	(6)	95%	(107)	113
2016 Vote: Didn't Vote	10%	(75)	90%	(674)	749
Voted in 2014: Yes	9%	(113)	91%	(1081)	1194
Voted in 2014: No	9%	(95)	91%	(911)	1006
4-Region: Northeast	14%	(54)	86%	(340)	394
4-Region: Midwest	6%	(29)	94%	(433)	462
4-Region: South	9%	(77)	91%	(747)	824
4-Region: West	9%	(48)	91%	(472)	520

Continued on next page

**Table MCSP19\_3NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
I plan to order delivery directly from a restaurant or bar

Demographic	Selected		Not Selected		Total N
Adults	9%	(208)	91%	(1992)	2200
Sports fan	11%	(173)	89%	(1346)	1519
Avid sports fan	17%	(80)	83%	(397)	478
Casual sports fan	9%	(93)	91%	(949)	1041
Football fan	12%	(168)	88%	(1276)	1444
Avid football fan	16%	(100)	84%	(517)	616
Casual football fan	8%	(69)	92%	(759)	828
NFL fan	12%	(168)	88%	(1227)	1396
Avid NFL fan	16%	(93)	84%	(503)	595
Casual NFL fan	9%	(76)	91%	(725)	801
Watched SB last year	13%	(151)	87%	(1007)	1157
Didn't watch SB last year	5%	(57)	95%	(985)	1043
OK brands get political	11%	(89)	89%	(695)	785
Not OK brands get political	8%	(90)	92%	(1029)	1119
OK social justice	11%	(141)	89%	(1151)	1292
Not OK social justice	7%	(46)	93%	(566)	612
Likely SB viewer	14%	(182)	86%	(1162)	1344
Unlikely SB viewer	3%	(24)	97%	(709)	733
More likely to watch SB this year	17%	(100)	83%	(477)	577
Less likely to watch SB this year	5%	(23)	95%	(449)	472
Likely host/attend SB party	20%	(82)	80%	(323)	406
Unlikely host/attend SB party	7%	(118)	93%	(1538)	1656
Watch SB for game	13%	(115)	87%	(744)	859
Watch SB for halftime	17%	(38)	83%	(189)	227
Watch SB for ads	11%	(21)	89%	(171)	193
SB more political	11%	(94)	89%	(724)	818
SB less political	14%	(46)	86%	(282)	328
Typically host/attend SB party	16%	(88)	84%	(469)	556
Typically do not host/attend SB party	7%	(120)	93%	(1523)	1644
Usually pays a lot/some attn to ads	10%	(155)	90%	(1337)	1492
Usually pays not much/no attn to ads	7%	(53)	93%	(655)	708
Plan to pay a lot/some attn to ads	12%	(158)	88%	(1201)	1359

Continued on next page

**Table MCSP19\_3NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
I plan to order delivery directly from a restaurant or bar

Demographic	Selected		Not Selected		Total N
Adults	9%	(208)	91%	(1992)	2200
Plan to pay not much/no attn to ads	6%	(50)	94%	(792)	841
Pro football fav sport	15%	(92)	85%	(504)	596
Fav NFL	13%	(158)	87%	(1095)	1254
Unfav NFL	6%	(27)	94%	(454)	481
Fav Goodell	17%	(83)	83%	(413)	496
Unfav Goodell	10%	(48)	90%	(435)	483
Fav Chiefs	12%	(124)	88%	(877)	1001
Fav Buccaneers	14%	(118)	86%	(704)	822
Chiefs fan	11%	(91)	89%	(738)	828
Buccaneers fan	12%	(74)	88%	(519)	593
Frequent sports betters	21%	(22)	79%	(81)	103
Regular sports betters	20%	(44)	80%	(179)	223
Frequent NFL betters	19%	(22)	81%	(94)	117
Regular NFL betters	19%	(46)	81%	(193)	239
Definite SB betters	23%	(31)	77%	(101)	132
Probable SB betters	19%	(65)	81%	(277)	341
Believe betting is legal in their state	14%	(91)	86%	(570)	661
Believe betting is illegal in their state	10%	(40)	90%	(347)	387
Non-sports fans	5%	(35)	95%	(646)	681
Gen Z sports fans	13%	(24)	87%	(169)	194
Millennial sports fans	18%	(78)	82%	(344)	422
Gen X sports fans	10%	(39)	90%	(342)	381
Boomer sports fans	6%	(30)	94%	(436)	466
Sports fans 18-34	16%	(69)	84%	(369)	439
Sports fans 35-44	17%	(43)	83%	(209)	253
Sports fans 45-64	8%	(44)	92%	(486)	530
Sports fans 65+	5%	(16)	95%	(281)	297
Occasional sports betters	20%	(39)	80%	(157)	196
Non-sports betters	7%	(125)	93%	(1656)	1781
In legal betting states	10%	(85)	90%	(729)	814
Outside legal betting states	9%	(123)	91%	(1263)	1386

Continued on next page

**Table MCSP19\_3NET:** *And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply. I plan to order delivery directly from a restaurant or bar*

Demographic	Selected		Not Selected		Total N
Adults	9%	(208)	91%	(1992)	2200
Sports fan In legal betting states 21+	12%	(65)	88%	(465)	530
Sports fan Outside legal betting states 21+	11%	(94)	89%	(799)	893
Likely SB viewer In legal betting states 21+	15%	(68)	85%	(396)	464
Likely SB viewer Outside legal betting states 21+	13%	(100)	87%	(696)	796

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

**Table MCSP19\_4NET:** *And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.*  
*I plan to order through a delivery service such as GrubHub or Postmates*

Demographic	Selected		Not Selected		Total N
Adults	7%	(159)	93%	(2041)	2200
Gender: Male	9%	(97)	91%	(965)	1062
Gender: Female	5%	(62)	95%	(1077)	1138
Age: 18-34	13%	(83)	87%	(572)	655
Age: 35-44	13%	(48)	87%	(310)	358
Age: 45-64	3%	(21)	97%	(730)	751
Age: 65+	1%	(6)	99%	(430)	436
GenZers: 1997-2012	9%	(26)	91%	(274)	299
Millennials: 1981-1996	16%	(98)	84%	(497)	595
GenXers: 1965-1980	4%	(21)	96%	(521)	542
Baby Boomers: 1946-1964	2%	(14)	98%	(670)	685
PID: Dem (no lean)	10%	(90)	90%	(808)	897
PID: Ind (no lean)	5%	(35)	95%	(641)	676
PID: Rep (no lean)	5%	(34)	95%	(592)	627
PID/Gender: Dem Men	13%	(51)	87%	(356)	407
PID/Gender: Dem Women	8%	(39)	92%	(452)	490
PID/Gender: Ind Men	5%	(17)	95%	(311)	327
PID/Gender: Ind Women	5%	(18)	95%	(331)	349
PID/Gender: Rep Men	9%	(30)	91%	(298)	327
PID/Gender: Rep Women	2%	(5)	98%	(295)	299
Ideo: Liberal (1-3)	12%	(75)	88%	(570)	645
Ideo: Moderate (4)	7%	(42)	93%	(578)	621
Ideo: Conservative (5-7)	5%	(35)	95%	(639)	675
Educ: < College	5%	(81)	95%	(1431)	1512
Educ: Bachelors degree	9%	(41)	91%	(403)	444
Educ: Post-grad	15%	(37)	85%	(207)	244
Income: Under 50k	5%	(60)	95%	(1138)	1198
Income: 50k-100k	9%	(62)	91%	(617)	680
Income: 100k+	11%	(37)	89%	(285)	322
Ethnicity: White	6%	(109)	94%	(1613)	1722
Ethnicity: Hispanic	17%	(59)	83%	(290)	349
Ethnicity: Black	11%	(31)	89%	(243)	274

Continued on next page



**Table MCSP19\_4NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
I plan to order through a delivery service such as GrubHub or Postmates

Demographic	Selected		Not Selected		Total N
Adults	7%	(159)	93%	(2041)	2200
Ethnicity: Other	9%	(19)	91%	(185)	204
All Christian	6%	(56)	94%	(919)	975
All Non-Christian	19%	(24)	81%	(104)	128
Atheist	12%	(13)	88%	(96)	110
Agnostic/Nothing in particular	4%	(27)	96%	(571)	598
Something Else	10%	(39)	90%	(351)	390
Religious Non-Protestant/Catholic	16%	(25)	84%	(127)	152
Evangelical	9%	(51)	91%	(519)	570
Non-Evangelical	6%	(42)	94%	(719)	761
Community: Urban	12%	(69)	88%	(531)	600
Community: Suburban	7%	(73)	93%	(964)	1037
Community: Rural	3%	(17)	97%	(547)	564
Employ: Private Sector	13%	(80)	87%	(560)	641
Employ: Government	12%	(15)	88%	(113)	128
Employ: Self-Employed	13%	(20)	87%	(133)	153
Employ: Homemaker	3%	(6)	97%	(160)	165
Employ: Student	4%	(5)	96%	(119)	124
Employ: Retired	2%	(9)	98%	(497)	506
Employ: Unemployed	5%	(16)	95%	(316)	332
Employ: Other	6%	(8)	94%	(142)	151
Military HH: Yes	7%	(23)	93%	(318)	341
Military HH: No	7%	(136)	93%	(1723)	1859
RD/WT: Right Direction	12%	(106)	88%	(791)	897
RD/WT: Wrong Track	4%	(53)	96%	(1250)	1303
Biden Job Approve	10%	(133)	90%	(1149)	1282
Biden Job Disapprove	3%	(20)	97%	(678)	698
Biden Job Strongly Approve	10%	(84)	90%	(720)	804
Biden Job Somewhat Approve	10%	(49)	90%	(429)	478
Biden Job Somewhat Disapprove	1%	(3)	99%	(188)	191
Biden Job Strongly Disapprove	3%	(18)	97%	(490)	507

Continued on next page

**Table MCSP19\_4NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
I plan to order through a delivery service such as GrubHub or Postmates

Demographic	Selected		Not Selected		Total N
Adults	7%	(159)	93%	(2041)	2200
Favorable of Biden	10%	(131)	90%	(1174)	1305
Unfavorable of Biden	3%	(24)	97%	(736)	759
Very Favorable of Biden	11%	(82)	89%	(698)	780
Somewhat Favorable of Biden	9%	(49)	91%	(476)	525
Somewhat Unfavorable of Biden	5%	(9)	95%	(183)	192
Very Unfavorable of Biden	3%	(15)	97%	(552)	567
#1 Issue: Economy	8%	(66)	92%	(801)	868
#1 Issue: Security	7%	(17)	93%	(250)	267
#1 Issue: Health Care	9%	(36)	91%	(367)	404
#1 Issue: Medicare / Social Security	5%	(11)	95%	(225)	236
#1 Issue: Women's Issues	7%	(6)	93%	(90)	96
#1 Issue: Education	4%	(4)	96%	(93)	96
#1 Issue: Energy	10%	(8)	90%	(73)	81
#1 Issue: Other	7%	(10)	93%	(142)	152
2020 Vote: Joe Biden	10%	(104)	90%	(945)	1049
2020 Vote: Donald Trump	3%	(21)	97%	(665)	686
2020 Vote: Other	13%	(8)	87%	(54)	62
2020 Vote: Didn't Vote	6%	(25)	94%	(375)	401
2018 House Vote: Democrat	10%	(70)	90%	(671)	741
2018 House Vote: Republican	4%	(22)	96%	(532)	554
2018 House Vote: Someone else	11%	(6)	89%	(47)	52
2016 Vote: Hillary Clinton	9%	(66)	91%	(641)	707
2016 Vote: Donald Trump	4%	(24)	96%	(604)	628
2016 Vote: Other	6%	(7)	94%	(107)	113
2016 Vote: Didn't Vote	8%	(62)	92%	(687)	749
Voted in 2014: Yes	7%	(78)	93%	(1116)	1194
Voted in 2014: No	8%	(81)	92%	(925)	1006
4-Region: Northeast	8%	(32)	92%	(361)	394
4-Region: Midwest	4%	(17)	96%	(445)	462
4-Region: South	6%	(51)	94%	(774)	824
4-Region: West	11%	(58)	89%	(461)	520

Continued on next page

**Table MCSP19\_4NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
I plan to order through a delivery service such as GrubHub or Postmates

Demographic	Selected		Not Selected		Total N
Adults	7%	(159)	93%	(2041)	2200
Sports fan	9%	(133)	91%	(1387)	1519
Avid sports fan	13%	(61)	87%	(416)	478
Casual sports fan	7%	(71)	93%	(970)	1041
Football fan	9%	(130)	91%	(1314)	1444
Avid football fan	12%	(73)	88%	(543)	616
Casual football fan	7%	(56)	93%	(771)	828
NFL fan	9%	(130)	91%	(1266)	1396
Avid NFL fan	12%	(70)	88%	(525)	595
Casual NFL fan	7%	(60)	93%	(741)	801
Watched SB last year	9%	(103)	91%	(1054)	1157
Didn't watch SB last year	5%	(56)	95%	(987)	1043
OK brands get political	11%	(88)	89%	(697)	785
Not OK brands get political	5%	(56)	95%	(1063)	1119
OK social justice	10%	(128)	90%	(1164)	1292
Not OK social justice	3%	(20)	97%	(592)	612
Likely SB viewer	10%	(132)	90%	(1211)	1344
Unlikely SB viewer	3%	(23)	97%	(710)	733
More likely to watch SB this year	16%	(90)	84%	(487)	577
Less likely to watch SB this year	3%	(15)	97%	(457)	472
Likely host/attend SB party	19%	(76)	81%	(330)	406
Unlikely host/attend SB party	5%	(77)	95%	(1579)	1656
Watch SB for game	8%	(68)	92%	(791)	859
Watch SB for halftime	16%	(36)	84%	(191)	227
Watch SB for ads	13%	(25)	87%	(168)	193
SB more political	8%	(69)	92%	(749)	818
SB less political	11%	(36)	89%	(292)	328
Typically host/attend SB party	12%	(66)	88%	(490)	556
Typically do not host/attend SB party	6%	(93)	94%	(1551)	1644
Usually pays a lot/some attn to ads	9%	(139)	91%	(1354)	1492
Usually pays not much/no attn to ads	3%	(20)	97%	(688)	708
Plan to pay a lot/some attn to ads	10%	(134)	90%	(1225)	1359

Continued on next page

**Table MCSP19\_4NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
I plan to order through a delivery service such as GrubHub or Postmates

Demographic	Selected		Not Selected		Total N
Adults	7%	(159)	93%	(2041)	2200
Plan to pay not much/no attn to ads	3%	(25)	97%	(816)	841
Pro football fav sport	10%	(59)	90%	(537)	596
Fav NFL	9%	(109)	91%	(1145)	1254
Unfav NFL	7%	(33)	93%	(448)	481
Fav Goodell	12%	(59)	88%	(437)	496
Unfav Goodell	8%	(37)	92%	(446)	483
Fav Chiefs	9%	(86)	91%	(915)	1001
Fav Buccaneers	9%	(71)	91%	(751)	822
Chiefs fan	10%	(86)	90%	(742)	828
Buccaneers fan	9%	(53)	91%	(540)	593
Frequent sports betters	14%	(15)	86%	(88)	103
Regular sports betters	18%	(40)	82%	(183)	223
Frequent NFL betters	19%	(23)	81%	(94)	117
Regular NFL betters	23%	(54)	77%	(185)	239
Definite SB betters	18%	(24)	82%	(108)	132
Probable SB betters	19%	(63)	81%	(278)	341
Believe betting is legal in their state	12%	(79)	88%	(582)	661
Believe betting is illegal in their state	8%	(31)	92%	(356)	387
Non-sports fans	4%	(26)	96%	(655)	681
Gen Z sports fans	11%	(21)	89%	(173)	194
Millennial sports fans	20%	(82)	80%	(339)	422
Gen X sports fans	5%	(19)	95%	(362)	381
Boomer sports fans	2%	(10)	98%	(456)	466
Sports fans 18-34	15%	(66)	85%	(373)	439
Sports fans 35-44	18%	(45)	82%	(207)	253
Sports fans 45-64	3%	(16)	97%	(514)	530
Sports fans 65+	2%	(5)	98%	(292)	297
Occasional sports betters	11%	(21)	89%	(175)	196
Non-sports betters	5%	(98)	95%	(1683)	1781
In legal betting states	5%	(44)	95%	(770)	814
Outside legal betting states	8%	(115)	92%	(1271)	1386

Continued on next page

**Table MCSP19\_4NET:** *And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply. I plan to order through a delivery service such as GrubHub or Postmates*

Demographic	Selected		Not Selected		Total N
Adults	7%	(159)	93%	(2041)	2200
Sports fan In legal betting states 21+	7%	(36)	93%	(494)	530
Sports fan Outside legal betting states 21+	10%	(86)	90%	(807)	893
Likely SB viewer In legal betting states 21+	8%	(36)	92%	(428)	464
Likely SB viewer Outside legal betting states 21+	11%	(85)	89%	(711)	796

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

**Table MCSP19\_5NET:** *And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.*  
*None of the above*

Demographic	Selected		Not Selected		Total N
Adults	32%	(707)	68%	(1493)	2200
Gender: Male	28%	(300)	72%	(762)	1062
Gender: Female	36%	(407)	64%	(731)	1138
Age: 18-34	29%	(191)	71%	(464)	655
Age: 35-44	26%	(93)	74%	(264)	358
Age: 45-64	33%	(245)	67%	(505)	751
Age: 65+	41%	(177)	59%	(259)	436
GenZers: 1997-2012	36%	(109)	64%	(190)	299
Millennials: 1981-1996	23%	(135)	77%	(461)	595
GenXers: 1965-1980	32%	(176)	68%	(366)	542
Baby Boomers: 1946-1964	36%	(246)	64%	(439)	685
PID: Dem (no lean)	27%	(243)	73%	(655)	897
PID: Ind (no lean)	38%	(256)	62%	(420)	676
PID: Rep (no lean)	33%	(208)	67%	(419)	627
PID/Gender: Dem Men	24%	(99)	76%	(308)	407
PID/Gender: Dem Women	29%	(143)	71%	(347)	490
PID/Gender: Ind Men	34%	(113)	66%	(214)	327
PID/Gender: Ind Women	41%	(143)	59%	(205)	349
PID/Gender: Rep Men	27%	(88)	73%	(240)	327
PID/Gender: Rep Women	40%	(120)	60%	(179)	299
Ideo: Liberal (1-3)	27%	(175)	73%	(470)	645
Ideo: Moderate (4)	29%	(177)	71%	(444)	621
Ideo: Conservative (5-7)	35%	(235)	65%	(439)	675
Educ: < College	35%	(529)	65%	(983)	1512
Educ: Bachelors degree	27%	(119)	73%	(325)	444
Educ: Post-grad	24%	(59)	76%	(185)	244
Income: Under 50k	38%	(455)	62%	(743)	1198
Income: 50k-100k	27%	(185)	73%	(495)	680
Income: 100k+	21%	(67)	79%	(255)	322
Ethnicity: White	33%	(574)	67%	(1147)	1722
Ethnicity: Hispanic	27%	(94)	73%	(255)	349
Ethnicity: Black	29%	(80)	71%	(194)	274

Continued on next page

**Table MCSP19\_5NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Adults	32%	(707)	68%	(1493)	2200
Ethnicity: Other	26%	(52)	74%	(152)	204
All Christian	31%	(305)	69%	(670)	975
All Non-Christian	15%	(19)	85%	(109)	128
Atheist	32%	(35)	68%	(74)	110
Agnostic/Nothing in particular	38%	(225)	62%	(372)	598
Something Else	31%	(122)	69%	(268)	390
Religious Non-Protestant/Catholic	23%	(34)	77%	(117)	152
Evangelical	33%	(188)	67%	(381)	570
Non-Evangelical	29%	(220)	71%	(541)	761
Community: Urban	28%	(165)	72%	(434)	600
Community: Suburban	29%	(300)	71%	(737)	1037
Community: Rural	43%	(242)	57%	(322)	564
Employ: Private Sector	22%	(143)	78%	(497)	641
Employ: Government	23%	(30)	77%	(99)	128
Employ: Self-Employed	22%	(33)	78%	(120)	153
Employ: Homemaker	30%	(50)	70%	(116)	165
Employ: Student	37%	(46)	63%	(78)	124
Employ: Retired	41%	(205)	59%	(301)	506
Employ: Unemployed	44%	(146)	56%	(186)	332
Employ: Other	36%	(54)	64%	(97)	151
Military HH: Yes	32%	(108)	68%	(233)	341
Military HH: No	32%	(599)	68%	(1260)	1859
RD/WT: Right Direction	26%	(233)	74%	(663)	897
RD/WT: Wrong Track	36%	(474)	64%	(830)	1303
Biden Job Approve	27%	(351)	73%	(931)	1282
Biden Job Disapprove	38%	(264)	62%	(434)	698
Biden Job Strongly Approve	28%	(229)	72%	(576)	804
Biden Job Somewhat Approve	26%	(122)	74%	(356)	478
Biden Job Somewhat Disapprove	28%	(54)	72%	(137)	191
Biden Job Strongly Disapprove	42%	(211)	58%	(297)	507

Continued on next page

**Table MCSP19\_5NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Adults	32%	(707)	68%	(1493)	2200
Favorable of Biden	27%	(348)	73%	(957)	1305
Unfavorable of Biden	38%	(290)	62%	(469)	759
Very Favorable of Biden	26%	(203)	74%	(577)	780
Somewhat Favorable of Biden	28%	(146)	72%	(379)	525
Somewhat Unfavorable of Biden	29%	(56)	71%	(136)	192
Very Unfavorable of Biden	41%	(234)	59%	(334)	567
#1 Issue: Economy	28%	(240)	72%	(628)	868
#1 Issue: Security	40%	(108)	60%	(159)	267
#1 Issue: Health Care	30%	(123)	70%	(281)	404
#1 Issue: Medicare / Social Security	38%	(89)	62%	(147)	236
#1 Issue: Women's Issues	34%	(32)	66%	(63)	96
#1 Issue: Education	25%	(24)	75%	(72)	96
#1 Issue: Energy	28%	(23)	72%	(58)	81
#1 Issue: Other	45%	(68)	55%	(84)	152
2020 Vote: Joe Biden	26%	(269)	74%	(780)	1049
2020 Vote: Donald Trump	35%	(242)	65%	(445)	686
2020 Vote: Other	38%	(23)	62%	(39)	62
2020 Vote: Didn't Vote	43%	(171)	57%	(230)	401
2018 House Vote: Democrat	24%	(176)	76%	(566)	741
2018 House Vote: Republican	35%	(194)	65%	(360)	554
2018 House Vote: Someone else	37%	(19)	63%	(33)	52
2016 Vote: Hillary Clinton	25%	(179)	75%	(528)	707
2016 Vote: Donald Trump	33%	(210)	67%	(418)	628
2016 Vote: Other	32%	(36)	68%	(77)	113
2016 Vote: Didn't Vote	37%	(279)	63%	(470)	749
Voted in 2014: Yes	30%	(352)	70%	(842)	1194
Voted in 2014: No	35%	(354)	65%	(651)	1006
4-Region: Northeast	28%	(111)	72%	(283)	394
4-Region: Midwest	31%	(145)	69%	(317)	462
4-Region: South	34%	(282)	66%	(542)	824
4-Region: West	33%	(169)	67%	(351)	520

Continued on next page



**Table MCSP19\_5NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Adults	32%	(707)	68%	(1493)	2200
Sports fan	21%	(314)	79%	(1205)	1519
Avid sports fan	11%	(51)	89%	(427)	478
Casual sports fan	25%	(263)	75%	(778)	1041
Football fan	19%	(275)	81%	(1169)	1444
Avid football fan	11%	(66)	89%	(551)	616
Casual football fan	25%	(210)	75%	(618)	828
NFL fan	17%	(241)	83%	(1155)	1396
Avid NFL fan	11%	(68)	89%	(528)	595
Casual NFL fan	22%	(173)	78%	(627)	801
Watched SB last year	13%	(152)	87%	(1005)	1157
Didn't watch SB last year	53%	(555)	47%	(488)	1043
OK brands get political	25%	(197)	75%	(588)	785
Not OK brands get political	33%	(369)	67%	(751)	1119
OK social justice	25%	(317)	75%	(975)	1292
Not OK social justice	40%	(244)	60%	(368)	612
Likely SB viewer	12%	(158)	88%	(1185)	1344
Unlikely SB viewer	64%	(467)	36%	(266)	733
More likely to watch SB this year	8%	(44)	92%	(533)	577
Less likely to watch SB this year	53%	(248)	47%	(224)	472
Likely host/attend SB party	9%	(35)	91%	(371)	406
Unlikely host/attend SB party	36%	(598)	64%	(1058)	1656
Watch SB for game	12%	(102)	88%	(757)	859
Watch SB for halftime	9%	(20)	91%	(207)	227
Watch SB for ads	5%	(10)	95%	(183)	193
SB more political	24%	(200)	76%	(618)	818
SB less political	19%	(62)	81%	(266)	328
Typically host/attend SB party	11%	(63)	89%	(493)	556
Typically do not host/attend SB party	39%	(643)	61%	(1000)	1644
Usually pays a lot/some attn to ads	19%	(291)	81%	(1201)	1492
Usually pays not much/no attn to ads	59%	(416)	41%	(292)	708
Plan to pay a lot/some attn to ads	16%	(211)	84%	(1148)	1359

Continued on next page

**Table MCSP19\_5NET:** And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.  
None of the above

Demographic	Selected		Not Selected		Total N
Adults	32%	(707)	68%	(1493)	2200
Plan to pay not much/no attn to ads	59%	(496)	41%	(345)	841
Pro football fav sport	14%	(81)	86%	(515)	596
Fav NFL	16%	(194)	84%	(1060)	1254
Unfav NFL	43%	(209)	57%	(272)	481
Fav Goodell	10%	(51)	90%	(445)	496
Unfav Goodell	21%	(103)	79%	(380)	483
Fav Chiefs	15%	(154)	85%	(847)	1001
Fav Buccaneers	14%	(116)	86%	(707)	822
Chiefs fan	18%	(146)	82%	(683)	828
Buccaneers fan	16%	(95)	84%	(497)	593
Frequent sports betters	5%	(5)	95%	(98)	103
Regular sports betters	4%	(8)	96%	(215)	223
Frequent NFL betters	3%	(4)	97%	(113)	117
Regular NFL betters	3%	(8)	97%	(231)	239
Definite SB betters	9%	(12)	91%	(120)	132
Probable SB betters	8%	(26)	92%	(315)	341
Believe betting is legal in their state	20%	(129)	80%	(532)	661
Believe betting is illegal in their state	24%	(94)	76%	(293)	387
Non-sports fans	58%	(393)	42%	(288)	681
Gen Z sports fans	21%	(41)	79%	(153)	194
Millennial sports fans	14%	(58)	86%	(364)	422
Gen X sports fans	21%	(80)	79%	(301)	381
Boomer sports fans	24%	(111)	76%	(355)	466
Sports fans 18-34	18%	(77)	82%	(361)	439
Sports fans 35-44	14%	(36)	86%	(217)	253
Sports fans 45-64	21%	(113)	79%	(417)	530
Sports fans 65+	29%	(87)	71%	(210)	297
Occasional sports betters	16%	(32)	84%	(164)	196
Non-sports betters	37%	(666)	63%	(1114)	1781
In legal betting states	32%	(264)	68%	(550)	814
Outside legal betting states	32%	(443)	68%	(943)	1386

Continued on next page

**Table MCSP19\_5NET:** *And where do you plan on purchasing the food you'll serve or eat for the Super Bowl this year? Please select all that apply.*  
None of the above

Demographic	Selected		Not Selected		Total N
Adults	32%	(707)	68%	(1493)	2200
Sports fan In legal betting states 21+	20%	(105)	80%	(425)	530
Sports fan Outside legal betting states 21+	22%	(194)	78%	(699)	893
Likely SB viewer In legal betting states 21+	11%	(49)	89%	(415)	464
Likely SB viewer Outside legal betting states 21+	12%	(97)	88%	(699)	796

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

**Table MCSP20:** Consider what you would usually purchase for the Super Bowl, including food, beverages and merchandise related to the game and/or NFL teams. This year, do you expect to spend more or less on purchases related to the Super Bowl, or about the same amount?

Demographic	Plan to spend						Don't know / No opinion	Total N
	Plan to spend much more this year	somewhat more this year	Plan to spend somewhat less this year	Plan to spend much less this year	Plan to spend about the same amount			
Adults	3% (73)	8% (169)	15% (331)	20% (443)	27% (598)	27% (586)	2200	
Gender: Male	5% (50)	9% (95)	16% (166)	19% (204)	30% (318)	21% (228)	1062	
Gender: Female	2% (23)	7% (74)	14% (164)	21% (239)	25% (280)	31% (357)	1138	
Age: 18-34	4% (27)	12% (80)	18% (115)	18% (118)	18% (116)	30% (199)	655	
Age: 35-44	10% (35)	11% (39)	13% (45)	17% (60)	26% (94)	24% (85)	358	
Age: 45-64	1% (11)	5% (36)	16% (117)	21% (159)	32% (243)	25% (184)	751	
Age: 65+	— (0)	3% (13)	12% (54)	24% (106)	33% (146)	27% (117)	436	
GenZers: 1997-2012	2% (7)	16% (47)	13% (40)	16% (48)	14% (41)	39% (116)	299	
Millennials: 1981-1996	8% (48)	10% (62)	18% (108)	17% (103)	23% (139)	23% (135)	595	
GenXers: 1965-1980	3% (15)	6% (35)	15% (81)	22% (117)	29% (159)	25% (135)	542	
Baby Boomers: 1946-1964	— (3)	3% (21)	14% (94)	23% (154)	34% (236)	26% (176)	685	
PID: Dem (no lean)	5% (46)	11% (97)	18% (160)	20% (184)	24% (214)	22% (196)	897	
PID: Ind (no lean)	2% (13)	6% (38)	12% (82)	19% (130)	26% (177)	35% (235)	676	
PID: Rep (no lean)	2% (15)	5% (33)	14% (89)	21% (129)	33% (207)	25% (154)	627	
PID/Gender: Dem Men	9% (35)	14% (57)	18% (73)	18% (73)	25% (100)	17% (68)	407	
PID/Gender: Dem Women	2% (11)	8% (40)	18% (87)	22% (110)	23% (114)	26% (129)	490	
PID/Gender: Ind Men	2% (7)	5% (18)	13% (44)	18% (60)	30% (97)	31% (101)	327	
PID/Gender: Ind Women	2% (6)	6% (21)	11% (38)	20% (70)	23% (80)	38% (134)	349	
PID/Gender: Rep Men	3% (8)	6% (20)	15% (49)	22% (71)	37% (120)	18% (59)	327	
PID/Gender: Rep Women	2% (6)	5% (14)	13% (39)	20% (59)	29% (86)	32% (95)	299	
Ideo: Liberal (1-3)	5% (35)	11% (72)	16% (102)	19% (120)	28% (180)	21% (136)	645	
Ideo: Moderate (4)	4% (23)	7% (43)	17% (105)	22% (134)	28% (176)	22% (139)	621	
Ideo: Conservative (5-7)	2% (13)	6% (43)	15% (99)	22% (146)	31% (206)	25% (168)	675	
Educ: < College	2% (32)	7% (103)	14% (218)	20% (297)	27% (405)	30% (457)	1512	
Educ: Bachelors degree	3% (13)	9% (39)	16% (70)	20% (89)	32% (142)	21% (91)	444	
Educ: Post-grad	11% (28)	11% (27)	17% (43)	24% (58)	21% (51)	15% (38)	244	
Income: Under 50k	2% (27)	7% (90)	13% (152)	21% (249)	23% (279)	34% (402)	1198	
Income: 50k-100k	3% (20)	8% (52)	18% (119)	20% (134)	32% (215)	20% (138)	680	
Income: 100k+	8% (26)	8% (27)	18% (59)	19% (61)	32% (104)	14% (45)	322	

Continued on next page

**Table MCSP20:** Consider what you would usually purchase for the Super Bowl, including food, beverages and merchandise related to the game and/or NFL teams. This year, do you expect to spend more or less on purchases related to the Super Bowl, or about the same amount?

Demographic	Plan to spend					Don't know / No opinion	Total N
	Plan to spend much more this year	somewhat more this year	Plan to spend somewhat less this year	Plan to spend much less this year	Plan to spend about the same amount		
Adults	3% (73)	8% (169)	15% (331)	20% (443)	27% (598)	27% (586)	2200
Ethnicity: White	3% (55)	6% (108)	14% (247)	20% (340)	30% (517)	26% (454)	1722
Ethnicity: Hispanic	6% (21)	7% (24)	18% (63)	23% (82)	20% (69)	26% (91)	349
Ethnicity: Black	4% (11)	16% (44)	14% (37)	23% (64)	16% (44)	27% (74)	274
Ethnicity: Other	3% (6)	8% (17)	23% (46)	19% (39)	18% (37)	28% (58)	204
All Christian	3% (29)	7% (67)	16% (155)	20% (193)	31% (305)	23% (225)	975
All Non-Christian	12% (15)	16% (20)	19% (24)	22% (28)	19% (24)	13% (17)	128
Atheist	2% (2)	10% (11)	16% (17)	17% (19)	27% (29)	29% (32)	110
Agnostic/Nothing in particular	2% (12)	7% (42)	13% (77)	20% (119)	25% (150)	33% (198)	598
Something Else	4% (15)	7% (29)	15% (57)	22% (84)	23% (90)	29% (114)	390
Religious Non-Protestant/Catholic	10% (16)	14% (21)	16% (24)	21% (32)	20% (31)	19% (28)	152
Evangelical	5% (29)	8% (43)	13% (76)	19% (106)	29% (163)	27% (152)	570
Non-Evangelical	2% (14)	7% (50)	18% (134)	22% (167)	29% (224)	23% (173)	761
Community: Urban	8% (49)	12% (71)	13% (77)	18% (105)	26% (154)	24% (143)	600
Community: Suburban	2% (18)	6% (66)	18% (182)	22% (233)	28% (292)	24% (245)	1037
Community: Rural	1% (6)	6% (32)	13% (71)	19% (105)	27% (152)	35% (198)	564
Employ: Private Sector	6% (36)	11% (71)	19% (120)	16% (103)	30% (193)	18% (117)	641
Employ: Government	5% (6)	11% (14)	16% (21)	21% (27)	26% (33)	21% (27)	128
Employ: Self-Employed	6% (9)	5% (8)	19% (29)	21% (33)	27% (41)	22% (33)	153
Employ: Homemaker	2% (3)	6% (10)	13% (22)	19% (31)	31% (51)	29% (48)	165
Employ: Student	— (1)	11% (14)	11% (14)	22% (27)	17% (21)	38% (47)	124
Employ: Retired	1% (3)	4% (21)	13% (65)	24% (124)	32% (161)	26% (133)	506
Employ: Unemployed	3% (9)	7% (22)	14% (45)	21% (71)	16% (52)	40% (132)	332
Employ: Other	4% (6)	6% (9)	10% (15)	18% (27)	31% (46)	32% (48)	151
Military HH: Yes	3% (9)	7% (24)	16% (55)	21% (70)	31% (105)	23% (77)	341
Military HH: No	3% (64)	8% (145)	15% (275)	20% (373)	27% (493)	27% (508)	1859
RD/WT: Right Direction	6% (56)	11% (103)	17% (149)	19% (175)	23% (210)	23% (204)	897
RD/WT: Wrong Track	1% (17)	5% (66)	14% (181)	21% (269)	30% (388)	29% (382)	1303

Continued on next page

**Table MCSP20:** Consider what you would usually purchase for the Super Bowl, including food, beverages and merchandise related to the game and/or NFL teams. This year, do you expect to spend more or less on purchases related to the Super Bowl, or about the same amount?

Demographic	Plan to spend						Don't know / No opinion	Total N
	Plan to spend much more this year	somewhat more this year	Plan to spend somewhat less this year	Plan to spend much less this year	Plan to spend about the same amount			
Adults	3% (73)	8% (169)	15% (331)	20% (443)	27% (598)	27% (586)	2200	
Biden Job Approve	5% (62)	10% (122)	17% (219)	20% (258)	25% (321)	24% (302)	1282	
Biden Job Disapprove	1% (10)	6% (39)	13% (91)	22% (155)	30% (211)	28% (193)	698	
Biden Job Strongly Approve	7% (54)	9% (71)	16% (129)	22% (178)	22% (179)	24% (194)	804	
Biden Job Somewhat Approve	2% (8)	11% (51)	19% (90)	17% (80)	30% (142)	22% (107)	478	
Biden Job Somewhat Disapprove	1% (1)	11% (21)	14% (26)	21% (41)	31% (59)	22% (43)	191	
Biden Job Strongly Disapprove	2% (8)	4% (18)	13% (64)	23% (114)	30% (152)	30% (150)	507	
Favorable of Biden	5% (60)	9% (123)	17% (224)	20% (266)	26% (334)	23% (298)	1305	
Unfavorable of Biden	1% (8)	5% (40)	13% (96)	22% (164)	31% (235)	29% (217)	759	
Very Favorable of Biden	6% (48)	10% (77)	18% (138)	22% (174)	22% (175)	21% (168)	780	
Somewhat Favorable of Biden	2% (13)	9% (46)	16% (85)	18% (92)	30% (159)	25% (130)	525	
Somewhat Unfavorable of Biden	1% (1)	10% (20)	14% (28)	20% (38)	32% (62)	22% (43)	192	
Very Unfavorable of Biden	1% (6)	4% (20)	12% (68)	22% (125)	31% (173)	31% (174)	567	
#1 Issue: Economy	3% (30)	8% (71)	17% (145)	21% (186)	28% (244)	22% (191)	868	
#1 Issue: Security	4% (11)	6% (15)	14% (37)	19% (52)	25% (66)	32% (86)	267	
#1 Issue: Health Care	3% (12)	7% (27)	17% (67)	16% (65)	28% (113)	29% (119)	404	
#1 Issue: Medicare / Social Security	— (1)	3% (7)	11% (26)	25% (60)	33% (77)	27% (64)	236	
#1 Issue: Women's Issues	9% (9)	11% (10)	14% (13)	17% (16)	24% (23)	26% (25)	96	
#1 Issue: Education	2% (2)	18% (17)	11% (10)	25% (24)	16% (16)	27% (26)	96	
#1 Issue: Energy	8% (6)	10% (8)	15% (12)	20% (16)	23% (18)	24% (19)	81	
#1 Issue: Other	1% (2)	7% (11)	13% (20)	16% (24)	27% (41)	36% (55)	152	
2020 Vote: Joe Biden	5% (48)	11% (112)	17% (182)	20% (213)	25% (267)	22% (227)	1049	
2020 Vote: Donald Trump	2% (12)	4% (29)	14% (97)	21% (144)	33% (230)	25% (173)	686	
2020 Vote: Other	— (0)	6% (3)	9% (6)	22% (14)	27% (17)	36% (23)	62	
2020 Vote: Didn't Vote	3% (12)	6% (24)	11% (45)	18% (73)	21% (85)	40% (161)	401	
2018 House Vote: Democrat	5% (40)	9% (70)	18% (131)	20% (152)	28% (207)	19% (141)	741	
2018 House Vote: Republican	2% (11)	6% (34)	13% (70)	22% (122)	34% (191)	23% (127)	554	
2018 House Vote: Someone else	— (0)	4% (2)	23% (12)	21% (11)	16% (8)	36% (19)	52	

Continued on next page

**Table MCSP20:** Consider what you would usually purchase for the Super Bowl, including food, beverages and merchandise related to the game and/or NFL teams. This year, do you expect to spend more or less on purchases related to the Super Bowl, or about the same amount?

Demographic	Plan to spend						Don't know / No opinion	Total N
	Plan to spend much more this year	somewhat more this year	Plan to spend somewhat less this year	Plan to spend much less this year	Plan to spend about the same amount			
Adults	3% (73)	8% (169)	15% (331)	20% (443)	27% (598)	27% (586)	2200	
2016 Vote: Hillary Clinton	5% (38)	9% (62)	18% (124)	20% (140)	28% (197)	21% (146)	707	
2016 Vote: Donald Trump	3% (16)	6% (35)	12% (76)	22% (140)	34% (212)	24% (149)	628	
2016 Vote: Other	— (0)	4% (4)	22% (25)	17% (19)	34% (39)	24% (27)	113	
2016 Vote: Didn't Vote	3% (19)	9% (68)	14% (106)	19% (144)	20% (151)	35% (262)	749	
Voted in 2014: Yes	4% (47)	6% (72)	16% (187)	22% (259)	32% (379)	21% (250)	1194	
Voted in 2014: No	3% (26)	10% (98)	14% (143)	18% (184)	22% (219)	33% (336)	1006	
4-Region: Northeast	3% (13)	8% (31)	16% (61)	25% (98)	25% (97)	24% (94)	394	
4-Region: Midwest	3% (15)	6% (30)	13% (62)	19% (88)	37% (169)	21% (99)	462	
4-Region: South	3% (23)	9% (75)	15% (121)	19% (155)	24% (201)	30% (250)	824	
4-Region: West	4% (23)	6% (33)	17% (87)	20% (102)	25% (132)	28% (143)	520	
Sports fan	4% (67)	10% (152)	18% (272)	23% (352)	28% (431)	16% (244)	1519	
Avid sports fan	9% (42)	15% (72)	19% (92)	21% (101)	28% (134)	8% (37)	478	
Casual sports fan	2% (26)	8% (80)	17% (180)	24% (251)	28% (297)	20% (207)	1041	
Football fan	5% (68)	10% (151)	18% (260)	23% (337)	29% (425)	14% (202)	1444	
Avid football fan	7% (43)	14% (85)	20% (125)	23% (139)	29% (181)	7% (44)	616	
Casual football fan	3% (25)	8% (66)	16% (135)	24% (198)	30% (244)	19% (159)	828	
NFL fan	5% (67)	11% (147)	18% (255)	23% (324)	30% (418)	13% (185)	1396	
Avid NFL fan	6% (38)	14% (83)	20% (120)	22% (131)	31% (182)	7% (40)	595	
Casual NFL fan	4% (28)	8% (64)	17% (135)	24% (193)	29% (236)	18% (144)	801	
Watched SB last year	5% (56)	11% (129)	21% (241)	23% (264)	32% (367)	9% (100)	1157	
Didn't watch SB last year	2% (17)	4% (41)	9% (89)	17% (180)	22% (231)	47% (486)	1043	
OK brands get political	7% (53)	12% (95)	18% (142)	18% (145)	24% (191)	20% (158)	785	
Not OK brands get political	1% (16)	6% (65)	14% (159)	23% (260)	31% (345)	24% (274)	1119	
OK social justice	5% (64)	11% (139)	17% (224)	20% (263)	27% (351)	19% (251)	1292	
Not OK social justice	1% (6)	4% (23)	14% (87)	23% (138)	29% (175)	30% (182)	612	
Likely SB viewer	5% (66)	12% (163)	20% (266)	23% (307)	31% (417)	9% (125)	1344	
Unlikely SB viewer	1% (6)	1% (5)	8% (56)	17% (124)	21% (153)	53% (388)	733	
More likely to watch SB this year	9% (55)	19% (111)	19% (111)	21% (120)	24% (140)	7% (41)	577	

Continued on next page

**Table MCSP20:** Consider what you would usually purchase for the Super Bowl, including food, beverages and merchandise related to the game and/or NFL teams. This year, do you expect to spend more or less on purchases related to the Super Bowl, or about the same amount?

Demographic	Plan to spend						Don't know / No opinion	Total N
	Plan to spend much more this year	somewhat more this year	Plan to spend somewhat less this year	Plan to spend much less this year	Plan to spend about the same amount			
Adults	3% (73)	8% (169)	15% (331)	20% (443)	27% (598)	27% (586)	2200	
Less likely to watch SB this year	1% (5)	3% (15)	13% (59)	29% (138)	13% (59)	41% (195)	472	
Likely host/attend SB party	11% (47)	21% (84)	19% (79)	10% (39)	30% (120)	9% (37)	406	
Unlikely host/attend SB party	1% (22)	5% (83)	14% (233)	23% (389)	28% (460)	28% (469)	1656	
Watch SB for game	4% (35)	11% (92)	21% (179)	21% (184)	35% (298)	8% (71)	859	
Watch SB for halftime	6% (13)	19% (42)	22% (49)	27% (62)	19% (43)	8% (18)	227	
Watch SB for ads	9% (17)	13% (25)	18% (35)	24% (47)	32% (62)	4% (8)	193	
SB more political	6% (49)	10% (84)	17% (138)	25% (204)	26% (215)	16% (129)	818	
SB less political	2% (7)	9% (29)	19% (64)	29% (94)	26% (85)	15% (49)	328	
Typically host/attend SB party	9% (51)	14% (79)	22% (122)	27% (150)	20% (112)	8% (43)	556	
Typically do not host/attend SB party	1% (22)	5% (90)	13% (209)	18% (293)	30% (486)	33% (543)	1644	
Usually pays a lot/some attn to ads	5% (67)	10% (156)	18% (262)	23% (350)	29% (436)	15% (221)	1492	
Usually pays not much/no attn to ads	1% (5)	2% (13)	10% (69)	13% (94)	23% (162)	51% (364)	708	
Plan to pay a lot/some attn to ads	5% (68)	11% (147)	20% (265)	22% (298)	30% (413)	12% (168)	1359	
Plan to pay not much/no attn to ads	1% (5)	3% (22)	8% (66)	17% (145)	22% (185)	50% (418)	841	
Pro football fav sport	7% (43)	14% (84)	18% (109)	22% (132)	29% (173)	9% (55)	596	
Fav NFL	5% (63)	12% (144)	19% (235)	23% (284)	29% (369)	13% (159)	1254	
Unfav NFL	1% (7)	3% (15)	14% (67)	24% (116)	29% (138)	29% (138)	481	
Fav Goodell	9% (43)	14% (71)	19% (96)	19% (96)	30% (150)	8% (41)	496	
Unfav Goodell	2% (9)	9% (43)	19% (93)	27% (132)	30% (147)	12% (58)	483	
Fav Chiefs	5% (52)	11% (110)	18% (184)	23% (231)	32% (323)	10% (101)	1001	
Fav Buccaneers	6% (47)	11% (94)	20% (163)	22% (183)	31% (253)	10% (82)	822	
Chiefs fan	5% (42)	9% (77)	20% (165)	22% (186)	32% (265)	11% (92)	828	
Buccaneers fan	4% (21)	11% (67)	20% (117)	25% (150)	28% (164)	12% (73)	593	
Frequent sports betters	21% (21)	15% (16)	21% (22)	17% (18)	14% (15)	11% (12)	103	
Regular sports betters	18% (40)	19% (43)	21% (46)	17% (38)	18% (39)	7% (17)	223	
Frequent NFL betters	19% (22)	15% (18)	16% (18)	20% (23)	18% (21)	12% (14)	117	
Regular NFL betters	18% (43)	20% (47)	19% (47)	17% (40)	19% (46)	7% (17)	239	
Definite SB betters	21% (28)	16% (21)	16% (21)	23% (30)	22% (30)	2% (2)	132	

Continued on next page



**Table MCSP20:** Consider what you would usually purchase for the Super Bowl, including food, beverages and merchandise related to the game and/or NFL teams. This year, do you expect to spend more or less on purchases related to the Super Bowl, or about the same amount?

Demographic	Plan to spend						Don't know / No opinion	Total N
	Plan to spend much more this year	somewhat more this year	Plan to spend somewhat less this year	Plan to spend much less this year	Plan to spend about the same amount			
Adults	3% (73)	8% (169)	15% (331)	20% (443)	27% (598)	27% (586)		2200
Probable SB betters	13% (46)	21% (73)	23% (80)	19% (64)	18% (61)	5% (18)		341
Believe betting is legal in their state	7% (45)	12% (79)	18% (116)	21% (139)	27% (177)	16% (104)		661
Believe betting is illegal in their state	3% (11)	10% (38)	19% (73)	22% (84)	27% (105)	19% (75)		387
Non-sports fans	1% (5)	2% (17)	9% (59)	13% (91)	25% (167)	50% (341)		681
Gen Z sports fans	3% (7)	23% (45)	14% (26)	20% (38)	13% (25)	27% (52)		194
Millennial sports fans	11% (45)	13% (56)	20% (86)	19% (79)	22% (94)	15% (62)		422
Gen X sports fans	3% (13)	8% (32)	19% (71)	24% (91)	33% (127)	12% (47)		381
Boomer sports fans	1% (3)	4% (17)	17% (81)	27% (126)	35% (165)	16% (74)		466
Sports fans 18-34	6% (25)	17% (74)	20% (86)	20% (89)	16% (71)	21% (94)		439
Sports fans 35-44	13% (33)	14% (36)	14% (36)	19% (48)	29% (73)	11% (28)		253
Sports fans 45-64	2% (10)	6% (32)	20% (105)	25% (131)	34% (179)	14% (73)		530
Sports fans 65+	— (0)	4% (11)	15% (46)	28% (84)	36% (108)	17% (49)		297
Occasional sports betters	4% (7)	15% (30)	21% (42)	21% (41)	29% (56)	10% (20)		196
Non-sports betters	1% (26)	5% (96)	14% (243)	20% (365)	28% (503)	31% (549)		1781
In legal betting states	4% (30)	6% (51)	13% (104)	21% (169)	29% (234)	28% (225)		814
Outside legal betting states	3% (42)	9% (118)	16% (226)	20% (275)	26% (364)	26% (360)		1386
Sports fan In legal betting states 21+	5% (28)	7% (36)	17% (90)	24% (127)	32% (172)	15% (77)		530
Sports fan Outside legal betting states 21+	4% (38)	10% (89)	19% (171)	23% (206)	28% (248)	16% (142)		893
Likely SB viewer In legal betting states 21+	6% (29)	9% (42)	19% (89)	22% (103)	35% (162)	8% (39)		464
Likely SB viewer Outside legal betting states 21+	5% (36)	12% (94)	21% (169)	23% (187)	30% (241)	9% (69)		796

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

**Table MCSP21\_1:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl LIV 2020's halftime show, featuring Shakira and Jennifer Lopez with special guests Bad Bunny and J Balvin &

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	32%	(321)	24%	(245)	10%	(103)	14%	(142)	20%	(200)	1010
Gender: Male	30%	(145)	24%	(116)	9%	(47)	18%	(89)	19%	(95)	492
Gender: Female	34%	(175)	25%	(129)	11%	(56)	10%	(54)	20%	(104)	519
Age: 18-34	43%	(141)	22%	(72)	8%	(27)	8%	(28)	18%	(59)	326
Age: 35-44	41%	(72)	29%	(51)	8%	(14)	7%	(12)	15%	(26)	176
Age: 45-64	23%	(76)	23%	(78)	13%	(43)	20%	(68)	21%	(72)	336
Age: 65+	18%	(32)	26%	(44)	12%	(20)	20%	(34)	25%	(42)	172
GenZers: 1997-2012	44%	(62)	25%	(35)	6%	(8)	9%	(12)	16%	(23)	141
Millennials: 1981-1996	44%	(133)	21%	(63)	9%	(27)	8%	(25)	18%	(56)	304
GenXers: 1965-1980	29%	(67)	29%	(67)	10%	(24)	14%	(33)	18%	(43)	234
Baby Boomers: 1946-1964	18%	(55)	23%	(70)	13%	(41)	23%	(70)	23%	(69)	304
PID: Dem (no lean)	45%	(183)	27%	(109)	8%	(31)	6%	(26)	15%	(60)	409
PID: Ind (no lean)	27%	(85)	24%	(76)	10%	(32)	13%	(41)	26%	(85)	320
PID: Rep (no lean)	19%	(53)	21%	(60)	14%	(39)	26%	(75)	20%	(55)	282
PID/Gender: Dem Men	47%	(90)	27%	(52)	7%	(13)	8%	(15)	11%	(22)	193
PID/Gender: Dem Women	43%	(92)	26%	(57)	8%	(18)	5%	(11)	17%	(38)	216
PID/Gender: Ind Men	19%	(29)	20%	(32)	15%	(23)	18%	(29)	28%	(44)	158
PID/Gender: Ind Women	34%	(56)	27%	(44)	6%	(9)	7%	(12)	25%	(41)	162
PID/Gender: Rep Men	18%	(25)	23%	(32)	7%	(10)	31%	(44)	21%	(29)	142
PID/Gender: Rep Women	20%	(28)	20%	(28)	20%	(29)	22%	(30)	19%	(26)	140
Ideo: Liberal (1-3)	38%	(106)	29%	(82)	10%	(27)	5%	(14)	18%	(49)	278
Ideo: Moderate (4)	38%	(111)	24%	(71)	8%	(24)	10%	(29)	20%	(59)	295
Ideo: Conservative (5-7)	19%	(57)	21%	(62)	14%	(44)	27%	(82)	19%	(58)	304
Educ: < College	31%	(217)	25%	(171)	9%	(62)	16%	(111)	19%	(134)	696
Educ: Bachelors degree	31%	(65)	23%	(49)	14%	(30)	11%	(22)	20%	(43)	209
Educ: Post-grad	36%	(39)	24%	(25)	10%	(11)	8%	(9)	22%	(23)	106
Income: Under 50k	31%	(173)	24%	(133)	9%	(51)	15%	(86)	21%	(118)	561
Income: 50k-100k	30%	(91)	24%	(74)	11%	(34)	15%	(45)	20%	(60)	304
Income: 100k+	38%	(56)	27%	(39)	12%	(18)	8%	(12)	14%	(21)	145
Ethnicity: White	27%	(217)	25%	(202)	11%	(86)	15%	(123)	21%	(168)	797
Ethnicity: Hispanic	54%	(91)	23%	(39)	2%	(3)	6%	(10)	15%	(25)	168

Continued on next page

**Table MCSP21\_1:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl LIV 2020's halftime show, featuring Shakira and Jennifer Lopez with special guests Bad Bunny and J Balvin &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	32% (321)	24% (245)	10% (103)	14% (142)	20% (200)	1010
Ethnicity: Black	53% (68)	22% (28)	6% (8)	8% (11)	12% (15)	130
Ethnicity: Other	42% (36)	17% (15)	11% (9)	10% (9)	20% (17)	84
All Christian	28% (124)	26% (114)	11% (49)	17% (75)	18% (81)	442
All Non-Christian	37% (20)	31% (17)	15% (8)	3% (1)	15% (8)	53
Atheist	30% (19)	35% (22)	2% (1)	11% (7)	22% (14)	63
Agnostic/Nothing in particular	31% (89)	21% (60)	12% (34)	11% (31)	24% (69)	283
Something Else	41% (70)	19% (33)	6% (11)	16% (28)	17% (28)	169
Religious Non-Protestant/Catholic	36% (24)	30% (20)	13% (9)	5% (3)	16% (11)	66
Evangelical	32% (85)	19% (50)	9% (23)	21% (54)	20% (52)	263
Non-Evangelical	31% (102)	28% (94)	11% (35)	14% (45)	16% (53)	329
Community: Urban	49% (143)	22% (64)	7% (19)	8% (22)	14% (40)	289
Community: Suburban	25% (117)	26% (121)	12% (57)	16% (74)	20% (92)	461
Community: Rural	24% (61)	23% (60)	10% (27)	17% (46)	26% (67)	261
Employ: Private Sector	40% (129)	20% (65)	12% (38)	12% (39)	16% (53)	324
Employ: Government	29% (17)	29% (17)	8% (5)	16% (9)	19% (11)	60
Employ: Self-Employed	34% (24)	25% (17)	11% (7)	16% (11)	15% (10)	70
Employ: Homemaker	30% (23)	22% (16)	15% (11)	10% (8)	23% (17)	74
Employ: Student	41% (25)	24% (15)	4% (3)	7% (5)	24% (15)	61
Employ: Retired	15% (31)	26% (56)	12% (26)	22% (47)	25% (53)	215
Employ: Unemployed	34% (48)	31% (44)	8% (11)	11% (16)	16% (22)	141
Employ: Other	36% (24)	23% (15)	3% (2)	11% (8)	27% (18)	67
Military HH: Yes	26% (39)	26% (38)	8% (13)	21% (31)	19% (28)	149
Military HH: No	33% (281)	24% (207)	10% (90)	13% (111)	20% (171)	861
RD/WT: Right Direction	37% (153)	27% (114)	9% (37)	8% (35)	19% (78)	417
RD/WT: Wrong Track	28% (168)	22% (131)	11% (66)	18% (107)	20% (121)	593
Biden Job Approve	41% (238)	27% (158)	8% (47)	7% (41)	16% (95)	580
Biden Job Disapprove	15% (49)	19% (59)	14% (45)	29% (92)	23% (75)	319

Continued on next page

**Table MCSP21\_1:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl LIV 2020's halftime show, featuring Shakira and Jennifer Lopez with special guests Bad Bunny and J Balvin &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	32% (321)	24% (245)	10% (103)	14% (142)	20% (200)	1010
Biden Job Strongly Approve	44% (157)	27% (95)	8% (27)	7% (24)	15% (54)	357
Biden Job Somewhat Approve	36% (81)	29% (64)	9% (20)	8% (18)	19% (41)	223
Biden Job Somewhat Disapprove	15% (15)	29% (28)	17% (17)	20% (20)	19% (19)	99
Biden Job Strongly Disapprove	15% (34)	14% (31)	13% (28)	33% (72)	25% (56)	220
Favorable of Biden	44% (259)	27% (159)	7% (43)	7% (39)	15% (92)	593
Unfavorable of Biden	13% (46)	21% (72)	15% (53)	28% (97)	23% (81)	349
Very Favorable of Biden	48% (165)	22% (76)	7% (25)	9% (29)	13% (46)	340
Somewhat Favorable of Biden	37% (94)	33% (83)	7% (19)	4% (10)	18% (46)	253
Somewhat Unfavorable of Biden	12% (12)	33% (31)	21% (21)	17% (16)	17% (16)	96
Very Unfavorable of Biden	14% (34)	16% (40)	13% (32)	32% (81)	26% (65)	253
#1 Issue: Economy	33% (142)	24% (105)	12% (50)	12% (53)	19% (84)	435
#1 Issue: Security	22% (23)	16% (17)	16% (17)	29% (31)	18% (20)	108
#1 Issue: Health Care	39% (71)	23% (43)	5% (9)	13% (24)	20% (36)	183
#1 Issue: Medicare / Social Security	21% (18)	29% (25)	4% (3)	17% (15)	29% (24)	85
#1 Issue: Education	34% (17)	29% (15)	8% (4)	16% (8)	13% (7)	51
#1 Issue: Other	26% (17)	21% (13)	13% (8)	11% (7)	31% (20)	65
2020 Vote: Joe Biden	42% (205)	27% (131)	8% (38)	7% (33)	16% (79)	485
2020 Vote: Donald Trump	15% (46)	21% (67)	15% (49)	27% (85)	22% (68)	315
2020 Vote: Didn't Vote	35% (65)	23% (43)	7% (13)	13% (24)	23% (42)	186
2018 House Vote: Democrat	40% (139)	26% (90)	9% (32)	7% (25)	17% (58)	345
2018 House Vote: Republican	13% (33)	22% (57)	13% (34)	28% (70)	24% (60)	254
2016 Vote: Hillary Clinton	40% (133)	27% (88)	9% (29)	7% (23)	17% (56)	330
2016 Vote: Donald Trump	15% (44)	24% (70)	13% (36)	26% (75)	23% (66)	292
2016 Vote: Other	23% (12)	17% (9)	7% (4)	11% (6)	41% (21)	51
2016 Vote: Didn't Vote	39% (132)	23% (78)	10% (34)	11% (38)	17% (57)	338
Voted in 2014: Yes	27% (151)	25% (135)	10% (56)	17% (91)	21% (116)	549
Voted in 2014: No	37% (170)	24% (110)	10% (47)	11% (52)	18% (83)	462

Continued on next page

**Table MCSP21\_1:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl LIV 2020's halftime show, featuring Shakira and Jennifer Lopez with special guests Bad Bunny and J Balvin &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	32% (321)	24% (245)	10% (103)	14% (142)	20% (200)	1010
4-Region: Northeast	29% (54)	33% (62)	9% (17)	10% (19)	19% (36)	188
4-Region: Midwest	31% (68)	22% (49)	11% (25)	22% (48)	15% (33)	222
4-Region: South	29% (111)	25% (93)	11% (41)	14% (51)	22% (82)	379
4-Region: West	39% (87)	19% (41)	9% (20)	11% (24)	22% (48)	221
Sports fan	36% (260)	27% (191)	10% (69)	12% (87)	15% (107)	713
Avid sports fan	47% (102)	23% (50)	9% (20)	11% (25)	10% (21)	217
Casual sports fan	32% (158)	28% (141)	10% (49)	12% (62)	17% (86)	496
Football fan	37% (254)	26% (177)	10% (70)	14% (95)	13% (91)	687
Avid football fan	47% (135)	22% (64)	10% (28)	12% (35)	9% (26)	287
Casual football fan	30% (119)	28% (113)	11% (42)	15% (61)	16% (65)	400
NFL fan	37% (241)	28% (179)	10% (68)	12% (81)	13% (82)	651
Avid NFL fan	47% (129)	21% (58)	11% (29)	13% (37)	8% (22)	275
Casual NFL fan	30% (112)	32% (122)	10% (39)	12% (44)	16% (60)	376
Watched SB last year	37% (198)	28% (146)	10% (53)	15% (77)	10% (55)	529
Didn't watch SB last year	25% (123)	21% (99)	10% (50)	14% (65)	30% (145)	482
OK brands get political	42% (152)	28% (100)	10% (34)	8% (27)	12% (44)	358
Not OK brands get political	23% (121)	24% (127)	12% (63)	20% (102)	21% (109)	522
OK social justice	41% (233)	28% (162)	8% (47)	7% (41)	16% (90)	573
Not OK social justice	16% (46)	21% (63)	15% (46)	27% (81)	21% (61)	298
Likely SB viewer	40% (248)	29% (181)	9% (59)	12% (78)	10% (60)	627
Unlikely SB viewer	18% (60)	17% (55)	12% (40)	18% (59)	35% (114)	328
More likely to watch SB this year	48% (132)	26% (72)	9% (26)	11% (30)	6% (17)	277
Less likely to watch SB this year	21% (46)	24% (50)	12% (25)	24% (51)	19% (41)	213
Likely host/attend SB party	47% (94)	28% (55)	9% (19)	8% (17)	7% (15)	200
Unlikely host/attend SB party	28% (207)	24% (178)	11% (84)	16% (122)	21% (159)	750
Watch SB for game	36% (140)	28% (108)	11% (43)	16% (63)	9% (37)	391
Watch SB for halftime	61% (63)	27% (28)	7% (7)	1% (1)	3% (3)	103
Watch SB for ads	38% (39)	33% (34)	8% (8)	12% (12)	9% (9)	103
SB more political	31% (120)	24% (92)	13% (48)	21% (79)	12% (45)	383
SB less political	44% (58)	26% (34)	11% (14)	8% (11)	11% (15)	131

Continued on next page

**Table MCSP21\_1:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl LIV 2020's halftime show, featuring Shakira and Jennifer Lopez with special guests Bad Bunny and J Balvin &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	32% (321)	24% (245)	10% (103)	14% (142)	20% (200)	1010
Typically host/attend SB party	47% (127)	25% (68)	10% (26)	11% (30)	7% (19)	271
Typically do not host/attend SB party	26% (194)	24% (177)	10% (76)	15% (112)	24% (181)	739
Usually pays a lot/some attn to ads	39% (269)	28% (196)	10% (72)	12% (81)	11% (74)	693
Usually pays not much/no attn to ads	16% (52)	15% (49)	10% (31)	19% (61)	39% (125)	318
Plan to pay a lot/some attn to ads	40% (251)	28% (179)	12% (73)	10% (63)	10% (65)	631
Plan to pay not much/no attn to ads	18% (70)	18% (67)	8% (30)	21% (79)	35% (134)	379
Pro football fav sport	40% (107)	28% (74)	8% (22)	14% (38)	10% (28)	270
Fav NFL	43% (254)	28% (166)	8% (50)	11% (65)	10% (60)	595
Unfav NFL	14% (30)	20% (42)	18% (37)	27% (56)	20% (41)	207
Fav Goodell	48% (109)	31% (70)	5% (12)	10% (22)	5% (12)	226
Unfav Goodell	30% (68)	22% (50)	19% (42)	19% (43)	10% (22)	224
Fav Chiefs	38% (178)	28% (134)	9% (44)	15% (70)	10% (46)	473
Fav Buccaneers	38% (139)	30% (109)	9% (34)	13% (46)	11% (40)	368
Chiefs fan	36% (135)	25% (95)	14% (51)	14% (55)	11% (43)	379
Buccaneers fan	39% (105)	27% (73)	10% (27)	14% (38)	10% (27)	270
Regular sports betters	49% (52)	25% (27)	13% (14)	9% (10)	4% (4)	106
Frequent NFL betters	53% (28)	24% (12)	9% (5)	11% (6)	3% (2)	52
Regular NFL betters	48% (57)	24% (28)	13% (16)	10% (12)	4% (5)	117
Definite SB betters	52% (28)	23% (12)	8% (4)	13% (7)	5% (3)	55
Probable SB betters	53% (87)	23% (37)	10% (16)	8% (13)	6% (10)	162
Believe betting is legal in their state	39% (131)	27% (91)	11% (37)	12% (41)	11% (36)	336
Believe betting is illegal in their state	24% (41)	21% (35)	15% (25)	21% (36)	19% (32)	170
Non-sports fans	21% (61)	18% (54)	11% (34)	19% (56)	31% (93)	297
Gen Z sports fans	52% (49)	28% (26)	6% (5)	5% (4)	11% (10)	96
Millennial sports fans	46% (101)	23% (51)	8% (17)	9% (19)	15% (34)	221
Gen X sports fans	33% (55)	28% (47)	11% (19)	13% (21)	15% (26)	168
Boomer sports fans	25% (50)	29% (59)	12% (25)	20% (41)	14% (28)	204
Sports fans 18-34	47% (108)	24% (56)	6% (15)	7% (16)	15% (35)	230
Sports fans 35-44	47% (59)	27% (34)	7% (9)	7% (9)	11% (14)	125
Sports fans 45-64	26% (63)	27% (64)	14% (34)	19% (45)	14% (34)	241

Continued on next page

**Table MCSP21\_1:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl LIV 2020's halftime show, featuring Shakira and Jennifer Lopez with special guests Bad Bunny and J Balvin &

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	32%	(321)	24%	(245)	10%	(103)	14%	(142)	20%	(200)	1010
Sports fans 65+	25%	(29)	31%	(37)	9%	(11)	15%	(17)	20%	(24)	118
Occasional sports betters	37%	(37)	26%	(25)	13%	(13)	14%	(14)	10%	(10)	99
Non-sports betters	29%	(232)	24%	(193)	9%	(76)	15%	(118)	23%	(185)	805
In legal betting states	30%	(118)	27%	(107)	11%	(43)	14%	(56)	19%	(74)	398
Outside legal betting states	33%	(202)	23%	(139)	10%	(60)	14%	(86)	21%	(126)	613
Sports fan In legal betting states 21+	34%	(90)	31%	(81)	10%	(27)	13%	(35)	12%	(31)	264
Sports fan Outside legal betting states 21+	34%	(135)	25%	(101)	10%	(38)	13%	(50)	19%	(74)	398
Likely SB viewer In legal betting states 21+	38%	(85)	32%	(72)	11%	(25)	12%	(26)	8%	(18)	227
Likely SB viewer Outside legal betting states 21+	38%	(135)	28%	(98)	9%	(32)	14%	(50)	11%	(38)	353

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

**Table MCSP21\_2:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl LIII 2019's halftime show, featuring Maroon 5 with special guests Travis Scott and Big Boi &

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	22%	(220)	28%	(283)	12%	(124)	13%	(130)	24%	(244)	1000
Gender: Male	18%	(88)	28%	(137)	14%	(67)	16%	(77)	23%	(112)	482
Gender: Female	25%	(131)	28%	(146)	11%	(56)	10%	(53)	25%	(132)	518
Age: 18-34	36%	(109)	20%	(61)	16%	(47)	10%	(30)	18%	(53)	299
Age: 35-44	25%	(41)	34%	(55)	9%	(15)	12%	(19)	21%	(33)	163
Age: 45-64	15%	(53)	34%	(116)	8%	(29)	14%	(49)	28%	(94)	342
Age: 65+	9%	(18)	26%	(50)	17%	(32)	16%	(32)	33%	(64)	196
GenZers: 1997-2012	35%	(47)	22%	(29)	13%	(17)	16%	(22)	15%	(21)	136
Millennials: 1981-1996	33%	(92)	25%	(71)	15%	(41)	7%	(21)	19%	(54)	279
GenXers: 1965-1980	19%	(44)	32%	(77)	8%	(19)	15%	(35)	26%	(62)	238
Baby Boomers: 1946-1964	12%	(36)	31%	(97)	13%	(39)	14%	(45)	30%	(95)	311
PID: Dem (no lean)	25%	(104)	32%	(131)	15%	(60)	9%	(35)	20%	(81)	411
PID: Ind (no lean)	19%	(55)	26%	(77)	10%	(31)	16%	(48)	29%	(86)	297
PID: Rep (no lean)	21%	(60)	26%	(75)	11%	(33)	16%	(46)	26%	(77)	291
PID/Gender: Dem Men	24%	(48)	34%	(66)	14%	(27)	12%	(24)	16%	(30)	194
PID/Gender: Dem Women	26%	(57)	30%	(65)	15%	(33)	5%	(11)	24%	(51)	217
PID/Gender: Ind Men	9%	(12)	30%	(42)	13%	(18)	20%	(28)	29%	(40)	140
PID/Gender: Ind Women	27%	(43)	22%	(35)	8%	(13)	13%	(20)	29%	(46)	158
PID/Gender: Rep Men	19%	(29)	20%	(29)	15%	(23)	17%	(26)	28%	(42)	148
PID/Gender: Rep Women	22%	(32)	32%	(46)	7%	(10)	14%	(21)	24%	(35)	143
Ideo: Liberal (1-3)	24%	(71)	26%	(79)	16%	(46)	12%	(35)	22%	(66)	297
Ideo: Moderate (4)	23%	(69)	33%	(99)	10%	(31)	10%	(31)	24%	(73)	303
Ideo: Conservative (5-7)	17%	(53)	27%	(82)	14%	(43)	19%	(59)	23%	(69)	306
Educ: < College	23%	(159)	28%	(191)	10%	(71)	12%	(84)	26%	(175)	680
Educ: Bachelors degree	16%	(33)	28%	(56)	19%	(38)	15%	(30)	23%	(46)	203
Educ: Post-grad	24%	(28)	31%	(36)	12%	(14)	13%	(16)	19%	(23)	116
Income: Under 50k	23%	(124)	25%	(135)	11%	(60)	14%	(74)	28%	(152)	545
Income: 50k-100k	19%	(63)	32%	(105)	15%	(48)	12%	(41)	22%	(70)	327
Income: 100k+	26%	(33)	33%	(43)	12%	(15)	12%	(16)	17%	(22)	128
Ethnicity: White	20%	(157)	29%	(228)	13%	(100)	13%	(105)	26%	(203)	791
Ethnicity: Hispanic	46%	(72)	25%	(40)	7%	(12)	8%	(12)	14%	(22)	158

Continued on next page



**Table MCSP21\_2:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl LIII 2019's halftime show, featuring Maroon 5 with special guests Travis Scott and Big Boi &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	22% (220)	28% (283)	12% (124)	13% (130)	24% (244)	1000
Ethnicity: Black	34% (39)	25% (28)	13% (14)	11% (12)	17% (19)	112
Ethnicity: Other	25% (25)	28% (27)	10% (10)	14% (13)	23% (22)	97
All Christian	22% (95)	27% (117)	13% (58)	14% (61)	24% (102)	433
All Non-Christian	22% (16)	47% (34)	11% (8)	9% (6)	11% (8)	72
Agnostic/Nothing in particular	23% (62)	28% (76)	12% (34)	10% (27)	27% (73)	271
Something Else	26% (45)	25% (45)	8% (15)	16% (29)	24% (42)	175
Religious Non-Protestant/Catholic	20% (16)	44% (35)	13% (10)	8% (6)	15% (12)	80
Evangelical	23% (59)	26% (67)	11% (29)	19% (51)	21% (56)	262
Non-Evangelical	24% (80)	27% (92)	12% (42)	12% (39)	25% (83)	337
Community: Urban	27% (73)	29% (78)	13% (35)	10% (28)	21% (55)	270
Community: Suburban	18% (84)	31% (146)	14% (67)	13% (60)	25% (116)	473
Community: Rural	24% (63)	23% (58)	8% (21)	16% (42)	28% (73)	258
Employ: Private Sector	24% (73)	33% (101)	13% (40)	11% (33)	19% (59)	307
Employ: Government	22% (14)	27% (17)	20% (13)	15% (9)	16% (10)	63
Employ: Self-Employed	22% (16)	25% (18)	14% (10)	18% (13)	21% (15)	73
Employ: Homemaker	34% (20)	25% (15)	7% (4)	9% (6)	25% (15)	60
Employ: Student	43% (22)	18% (9)	12% (6)	10% (5)	16% (8)	51
Employ: Retired	10% (22)	27% (60)	13% (30)	15% (34)	35% (78)	224
Employ: Unemployed	20% (32)	33% (52)	8% (12)	14% (22)	25% (40)	157
Employ: Other	32% (21)	16% (10)	11% (7)	11% (7)	30% (20)	65
Military HH: Yes	15% (23)	30% (46)	14% (21)	15% (22)	26% (40)	151
Military HH: No	23% (197)	28% (237)	12% (103)	13% (108)	24% (205)	849
RD/WT: Right Direction	28% (116)	28% (116)	13% (53)	9% (35)	22% (89)	409
RD/WT: Wrong Track	18% (104)	28% (167)	12% (71)	16% (94)	26% (155)	591
Biden Job Approve	25% (150)	30% (178)	13% (78)	10% (60)	21% (126)	592
Biden Job Disapprove	15% (47)	27% (85)	11% (36)	20% (63)	28% (88)	320
Biden Job Strongly Approve	28% (102)	27% (97)	14% (50)	10% (36)	22% (78)	365
Biden Job Somewhat Approve	21% (48)	36% (81)	12% (28)	10% (23)	21% (47)	228
Biden Job Somewhat Disapprove	17% (14)	35% (30)	16% (14)	7% (6)	25% (21)	86
Biden Job Strongly Disapprove	14% (32)	24% (55)	10% (22)	25% (57)	29% (67)	234

Continued on next page

**Table MCSP21\_2:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl LIII 2019's halftime show, featuring Maroon 5 with special guests Travis Scott and Big Boi &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	22% (220)	28% (283)	12% (124)	13% (130)	24% (244)	1000
Favorable of Biden	27% (161)	30% (178)	13% (74)	9% (55)	21% (123)	591
Unfavorable of Biden	14% (51)	26% (94)	14% (49)	20% (71)	26% (93)	357
Very Favorable of Biden	30% (104)	28% (96)	11% (39)	10% (34)	20% (69)	342
Somewhat Favorable of Biden	23% (57)	33% (83)	14% (36)	8% (21)	22% (54)	250
Somewhat Unfavorable of Biden	16% (14)	32% (29)	22% (20)	8% (7)	22% (20)	90
Very Unfavorable of Biden	14% (37)	24% (65)	11% (29)	24% (64)	27% (73)	268
#1 Issue: Economy	24% (93)	30% (118)	13% (49)	12% (47)	21% (83)	389
#1 Issue: Security	20% (26)	24% (32)	11% (14)	21% (29)	24% (32)	133
#1 Issue: Health Care	24% (41)	32% (53)	11% (19)	14% (23)	19% (32)	167
#1 Issue: Medicare / Social Security	8% (8)	25% (25)	15% (15)	11% (11)	42% (43)	102
#1 Issue: Other	23% (19)	25% (20)	10% (8)	11% (9)	31% (25)	81
2020 Vote: Joe Biden	25% (122)	32% (156)	13% (65)	8% (40)	21% (103)	486
2020 Vote: Donald Trump	15% (47)	27% (83)	13% (39)	20% (63)	26% (80)	312
2020 Vote: Didn't Vote	28% (49)	22% (38)	9% (15)	12% (21)	29% (51)	175
2018 House Vote: Democrat	21% (73)	32% (111)	16% (53)	9% (31)	22% (74)	342
2018 House Vote: Republican	12% (31)	27% (68)	13% (33)	24% (62)	24% (62)	256
2016 Vote: Hillary Clinton	22% (72)	33% (105)	14% (44)	8% (27)	23% (73)	320
2016 Vote: Donald Trump	13% (37)	27% (81)	13% (39)	22% (64)	25% (74)	296
2016 Vote: Other	26% (14)	21% (11)	13% (7)	11% (6)	29% (16)	53
2016 Vote: Didn't Vote	29% (97)	26% (86)	10% (33)	10% (33)	25% (81)	329
Voted in 2014: Yes	17% (93)	30% (164)	14% (79)	16% (86)	23% (127)	550
Voted in 2014: No	28% (127)	26% (119)	10% (44)	10% (44)	26% (117)	450
4-Region: Northeast	22% (38)	26% (45)	16% (27)	10% (17)	26% (44)	171
4-Region: Midwest	20% (45)	29% (65)	11% (26)	16% (36)	24% (54)	225
4-Region: South	22% (80)	28% (101)	12% (44)	12% (45)	27% (98)	368
4-Region: West	24% (57)	30% (71)	11% (27)	14% (33)	21% (49)	237
Sports fan	24% (168)	32% (220)	15% (103)	11% (79)	18% (124)	693
Avid sports fan	32% (69)	26% (55)	16% (34)	13% (29)	13% (28)	215
Casual sports fan	21% (99)	34% (164)	14% (69)	10% (50)	20% (96)	478
Football fan	26% (172)	31% (203)	15% (98)	11% (76)	17% (113)	662

Continued on next page

**Table MCSP21\_2:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl LIII 2019's halftime show, featuring Maroon 5 with special guests Travis Scott and Big Boi &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	22% (220)	28% (283)	12% (124)	13% (130)	24% (244)	1000
Avid football fan	34% (87)	28% (72)	15% (38)	11% (28)	12% (30)	255
Casual football fan	21% (85)	32% (131)	15% (60)	12% (47)	20% (82)	406
NFL fan	26% (171)	31% (200)	14% (91)	11% (73)	17% (111)	646
Avid NFL fan	33% (83)	30% (75)	14% (36)	12% (30)	11% (28)	252
Casual NFL fan	22% (88)	32% (125)	14% (54)	11% (43)	21% (83)	394
Watched SB last year	26% (141)	32% (170)	15% (80)	13% (69)	14% (73)	534
Didn't watch SB last year	17% (79)	24% (113)	9% (43)	13% (60)	37% (171)	466
OK brands get political	28% (102)	31% (111)	13% (46)	9% (33)	19% (70)	364
Not OK brands get political	19% (95)	28% (144)	14% (70)	16% (80)	24% (121)	510
OK social justice	27% (158)	30% (171)	13% (75)	10% (60)	20% (114)	578
Not OK social justice	15% (42)	27% (76)	14% (39)	18% (52)	26% (74)	282
Likely SB viewer	27% (168)	32% (196)	15% (93)	11% (69)	15% (91)	617
Unlikely SB viewer	13% (45)	23% (77)	9% (30)	17% (57)	38% (127)	336
More likely to watch SB this year	33% (90)	33% (90)	13% (35)	10% (29)	10% (28)	272
Less likely to watch SB this year	17% (38)	24% (55)	12% (27)	21% (48)	26% (58)	227
Likely host/attend SB party	37% (71)	31% (59)	9% (17)	9% (18)	14% (26)	191
Unlikely host/attend SB party	17% (130)	29% (219)	14% (104)	14% (109)	26% (194)	757
Watch SB for game	22% (83)	32% (122)	16% (62)	13% (49)	16% (61)	377
Watch SB for halftime	45% (49)	27% (30)	11% (12)	8% (9)	9% (9)	109
Watch SB for ads	29% (28)	38% (38)	15% (15)	11% (11)	8% (8)	98
SB more political	25% (100)	28% (113)	15% (62)	18% (72)	14% (57)	403
SB less political	32% (41)	32% (41)	15% (19)	10% (13)	10% (13)	128
Typically host/attend SB party	31% (83)	35% (96)	14% (38)	7% (20)	12% (33)	271
Typically do not host/attend SB party	19% (136)	26% (186)	12% (85)	15% (110)	29% (211)	729
Usually pays a lot/some attn to ads	26% (182)	33% (231)	14% (101)	11% (76)	15% (107)	697
Usually pays not much/no attn to ads	12% (38)	17% (52)	8% (23)	18% (54)	45% (138)	303
Plan to pay a lot/some attn to ads	28% (181)	33% (210)	14% (87)	11% (69)	14% (92)	639
Plan to pay not much/no attn to ads	11% (39)	20% (73)	10% (37)	17% (60)	42% (152)	361
Pro football fav sport	33% (80)	34% (82)	12% (29)	10% (25)	10% (24)	240
Fav NFL	31% (175)	33% (186)	13% (77)	10% (57)	13% (76)	571

Continued on next page

**Table MCSP21\_2:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl LIII 2019's halftime show, featuring Maroon 5 with special guests Travis Scott and Big Boi &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	22% (220)	28% (283)	12% (124)	13% (130)	24% (244)	1000
Unfav NFL	10% (22)	24% (51)	16% (34)	27% (56)	22% (46)	209
Fav Goodell	31% (69)	38% (85)	10% (22)	7% (16)	13% (29)	221
Unfav Goodell	20% (43)	27% (57)	17% (37)	21% (44)	14% (28)	209
Fav Chiefs	27% (128)	33% (156)	15% (70)	12% (57)	13% (63)	475
Fav Buccaneers	25% (96)	35% (134)	15% (58)	10% (40)	15% (58)	386
Chiefs fan	27% (101)	28% (107)	17% (65)	14% (51)	14% (52)	376
Buccaneers fan	20% (56)	37% (102)	15% (40)	10% (28)	17% (47)	272
Regular sports betters	37% (37)	33% (34)	12% (12)	11% (11)	7% (7)	102
Frequent NFL betters	48% (25)	35% (18)	11% (6)	2% (1)	5% (2)	53
Regular NFL betters	46% (50)	30% (32)	11% (12)	5% (6)	7% (8)	107
Definite SB betters	47% (26)	25% (14)	14% (8)	9% (5)	5% (3)	57
Probable SB betters	43% (69)	28% (45)	14% (23)	10% (16)	5% (9)	161
Believe betting is legal in their state	31% (97)	27% (85)	14% (43)	11% (35)	16% (51)	312
Believe betting is illegal in their state	18% (31)	37% (63)	15% (24)	16% (26)	14% (24)	168
Non-sports fans	17% (52)	20% (63)	7% (21)	17% (51)	39% (121)	307
Gen Z sports fans	36% (32)	26% (23)	18% (16)	7% (6)	12% (11)	88
Millennial sports fans	34% (69)	27% (55)	18% (36)	8% (16)	13% (26)	202
Gen X sports fans	21% (34)	37% (61)	8% (12)	16% (26)	19% (32)	165
Boomer sports fans	15% (32)	35% (74)	15% (31)	13% (27)	22% (47)	212
Sports fans 18-34	37% (78)	23% (47)	21% (44)	6% (13)	13% (27)	209
Sports fans 35-44	30% (33)	37% (41)	7% (8)	12% (14)	14% (16)	111
Sports fans 45-64	17% (40)	41% (97)	9% (21)	15% (35)	19% (44)	237
Sports fans 65+	13% (18)	26% (35)	21% (29)	13% (17)	27% (37)	135
Occasional sports betters	27% (20)	36% (27)	16% (12)	8% (6)	14% (11)	75
Non-sports betters	20% (162)	27% (222)	12% (99)	14% (113)	28% (227)	823
In legal betting states	24% (85)	26% (92)	12% (42)	12% (42)	27% (95)	356
Outside legal betting states	21% (135)	30% (191)	13% (82)	14% (88)	23% (149)	644
Sports fan In legal betting states 21+	26% (59)	30% (69)	13% (30)	13% (30)	19% (44)	232
Sports fan Outside legal betting states 21+	22% (93)	33% (137)	16% (68)	11% (46)	18% (77)	420

Continued on next page

**Table MCSP21\_2:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl LIII 2019's halftime show, featuring Maroon 5 with special guests Travis Scott and Big Boi &

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	22%	(220)	28%	(283)	12%	(124)	13%	(130)	24%	(244)	1000
Likely SB viewer In legal betting states 21+	30%	(60)	32%	(63)	13%	(26)	13%	(27)	12%	(24)	200
Likely SB viewer Outside legal betting states 21+	24%	(91)	33%	(125)	16%	(62)	10%	(37)	17%	(65)	380

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

**Table MCSP21\_3:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl LII 2018's halftime show, featuring Justin Timberlake &

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	25%	(239)	30%	(290)	11%	(101)	9%	(84)	26%	(249)	963
Gender: Male	22%	(105)	31%	(146)	14%	(66)	10%	(47)	23%	(107)	471
Gender: Female	27%	(134)	29%	(144)	7%	(35)	7%	(37)	29%	(143)	492
Age: 18-34	30%	(82)	31%	(83)	13%	(36)	4%	(11)	22%	(60)	272
Age: 35-44	33%	(50)	34%	(52)	11%	(16)	4%	(7)	18%	(27)	152
Age: 45-64	25%	(84)	29%	(96)	9%	(30)	10%	(33)	27%	(90)	333
Age: 65+	11%	(23)	29%	(59)	9%	(20)	16%	(33)	35%	(73)	207
GenZers: 1997-2012	33%	(41)	25%	(31)	14%	(17)	6%	(8)	23%	(28)	125
Millennials: 1981-1996	32%	(77)	34%	(82)	11%	(27)	4%	(9)	20%	(50)	245
GenXers: 1965-1980	34%	(82)	27%	(66)	9%	(22)	7%	(18)	22%	(55)	243
Baby Boomers: 1946-1964	12%	(37)	32%	(102)	10%	(30)	14%	(43)	32%	(102)	315
PID: Dem (no lean)	34%	(131)	29%	(113)	10%	(40)	5%	(21)	21%	(80)	384
PID: Ind (no lean)	19%	(56)	31%	(92)	10%	(30)	9%	(28)	31%	(91)	297
PID: Rep (no lean)	18%	(51)	30%	(86)	11%	(31)	12%	(35)	28%	(79)	282
PID/Gender: Dem Men	31%	(51)	34%	(56)	13%	(22)	6%	(10)	16%	(27)	165
PID/Gender: Dem Women	37%	(81)	26%	(57)	8%	(18)	5%	(11)	24%	(53)	219
PID/Gender: Ind Men	17%	(26)	34%	(52)	13%	(20)	10%	(15)	26%	(39)	152
PID/Gender: Ind Women	21%	(30)	28%	(40)	7%	(10)	9%	(13)	35%	(51)	144
PID/Gender: Rep Men	18%	(28)	25%	(38)	16%	(24)	15%	(23)	26%	(40)	154
PID/Gender: Rep Women	18%	(23)	37%	(47)	5%	(7)	10%	(13)	30%	(39)	129
Ideo: Liberal (1-3)	34%	(90)	30%	(81)	11%	(30)	4%	(11)	21%	(56)	269
Ideo: Moderate (4)	22%	(60)	33%	(89)	10%	(27)	9%	(24)	27%	(74)	274
Ideo: Conservative (5-7)	19%	(58)	29%	(87)	12%	(36)	14%	(42)	27%	(81)	304
Educ: < College	25%	(163)	29%	(190)	11%	(69)	9%	(61)	26%	(174)	656
Educ: Bachelors degree	21%	(40)	35%	(67)	10%	(19)	6%	(12)	27%	(51)	189
Educ: Post-grad	31%	(36)	28%	(33)	11%	(12)	9%	(11)	21%	(25)	118
Income: Under 50k	22%	(116)	27%	(145)	11%	(56)	11%	(57)	29%	(153)	527
Income: 50k-100k	26%	(72)	33%	(93)	10%	(28)	7%	(18)	25%	(69)	280
Income: 100k+	32%	(50)	34%	(53)	11%	(17)	5%	(8)	18%	(28)	156
Ethnicity: White	22%	(164)	31%	(230)	10%	(75)	10%	(78)	27%	(201)	750
Ethnicity: Hispanic	30%	(45)	36%	(54)	11%	(17)	6%	(9)	17%	(25)	149

Continued on next page

**Table MCSP21\_3:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl LII 2018's halftime show, featuring Justin Timberlake &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	25% (239)	30% (290)	11% (101)	9% (84)	26% (249)	963
Ethnicity: Black	45% (52)	21% (24)	11% (12)	3% (4)	20% (23)	115
Ethnicity: Other	23% (23)	36% (36)	14% (13)	2% (2)	26% (25)	99
All Christian	21% (90)	32% (133)	9% (39)	12% (49)	26% (111)	421
All Non-Christian	38% (21)	32% (17)	7% (4)	7% (4)	16% (9)	55
Agnostic/Nothing in particular	24% (64)	27% (73)	11% (29)	6% (17)	31% (83)	266
Something Else	34% (59)	30% (52)	13% (22)	7% (13)	17% (30)	175
Religious Non-Protestant/Catholic	35% (23)	29% (19)	6% (4)	6% (4)	24% (16)	66
Evangelical	25% (65)	29% (73)	11% (27)	11% (28)	24% (62)	256
Non-Evangelical	24% (78)	34% (109)	10% (33)	10% (33)	22% (70)	324
Community: Urban	32% (87)	28% (77)	11% (29)	7% (19)	23% (63)	276
Community: Suburban	25% (109)	32% (141)	10% (46)	8% (36)	25% (110)	441
Community: Rural	17% (43)	29% (71)	11% (26)	12% (29)	31% (77)	246
Employ: Private Sector	31% (83)	33% (87)	10% (25)	6% (17)	20% (54)	267
Employ: Government	25% (16)	47% (31)	13% (9)	5% (3)	10% (7)	66
Employ: Self-Employed	28% (17)	26% (15)	14% (8)	12% (7)	19% (11)	60
Employ: Homemaker	41% (30)	26% (19)	9% (6)	1% (1)	25% (18)	74
Employ: Student	35% (18)	26% (13)	12% (6)	— (0)	27% (14)	51
Employ: Retired	11% (25)	32% (74)	9% (22)	16% (37)	33% (77)	235
Employ: Unemployed	28% (41)	22% (32)	9% (14)	8% (12)	33% (48)	147
Employ: Other	14% (9)	29% (18)	16% (10)	10% (6)	31% (20)	64
Military HH: Yes	21% (34)	29% (47)	10% (16)	12% (19)	29% (47)	163
Military HH: No	26% (204)	30% (243)	11% (86)	8% (65)	25% (203)	801
RD/WT: Right Direction	27% (111)	31% (125)	11% (44)	7% (29)	24% (97)	406
RD/WT: Wrong Track	23% (128)	30% (165)	10% (58)	10% (54)	27% (153)	558
Biden Job Approve	31% (175)	33% (185)	10% (58)	6% (35)	21% (117)	570
Biden Job Disapprove	18% (55)	25% (77)	12% (37)	15% (46)	31% (95)	311
Biden Job Strongly Approve	35% (125)	29% (102)	10% (36)	6% (21)	21% (73)	357
Biden Job Somewhat Approve	24% (50)	39% (84)	10% (22)	6% (13)	21% (44)	213
Biden Job Somewhat Disapprove	17% (14)	31% (26)	14% (12)	9% (7)	29% (25)	84
Biden Job Strongly Disapprove	18% (41)	22% (51)	11% (25)	17% (39)	31% (71)	227

Continued on next page

**Table MCSP21\_3:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl LII 2018's halftime show, featuring Justin Timberlake &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	25% (239)	30% (290)	11% (101)	9% (84)	26% (249)	963
Favorable of Biden	33% (187)	31% (177)	10% (55)	6% (32)	21% (117)	568
Unfavorable of Biden	13% (45)	28% (97)	13% (45)	14% (48)	32% (108)	342
Very Favorable of Biden	37% (132)	28% (99)	8% (27)	7% (24)	20% (71)	354
Somewhat Favorable of Biden	26% (55)	36% (77)	13% (27)	3% (7)	22% (46)	214
Somewhat Unfavorable of Biden	17% (15)	35% (31)	16% (15)	8% (7)	24% (21)	90
Very Unfavorable of Biden	12% (29)	26% (66)	12% (30)	16% (40)	34% (86)	252
#1 Issue: Economy	26% (97)	31% (115)	10% (36)	7% (27)	25% (92)	368
#1 Issue: Security	21% (27)	23% (29)	17% (22)	15% (19)	24% (31)	128
#1 Issue: Health Care	30% (50)	31% (52)	8% (13)	5% (9)	26% (44)	168
#1 Issue: Medicare / Social Security	14% (16)	29% (34)	6% (7)	19% (22)	32% (36)	115
#1 Issue: Other	22% (12)	25% (14)	9% (5)	8% (4)	37% (20)	55
2020 Vote: Joe Biden	32% (144)	30% (135)	11% (47)	4% (20)	22% (100)	446
2020 Vote: Donald Trump	13% (41)	30% (93)	13% (40)	13% (41)	31% (95)	310
2020 Vote: Didn't Vote	30% (52)	31% (54)	3% (5)	12% (20)	24% (42)	174
2018 House Vote: Democrat	25% (77)	35% (108)	10% (30)	7% (20)	23% (70)	305
2018 House Vote: Republican	16% (39)	23% (57)	16% (40)	14% (34)	31% (77)	247
2016 Vote: Hillary Clinton	30% (88)	34% (99)	10% (28)	5% (15)	21% (61)	292
2016 Vote: Donald Trump	17% (48)	27% (78)	13% (38)	12% (33)	31% (87)	284
2016 Vote: Other	9% (5)	29% (16)	13% (7)	15% (8)	35% (20)	56
2016 Vote: Didn't Vote	30% (98)	29% (97)	8% (28)	8% (27)	24% (81)	330
Voted in 2014: Yes	21% (111)	29% (153)	13% (68)	10% (54)	27% (146)	531
Voted in 2014: No	30% (128)	32% (138)	8% (34)	7% (30)	24% (103)	432
4-Region: Northeast	21% (37)	29% (52)	10% (18)	9% (16)	32% (57)	180
4-Region: Midwest	25% (48)	32% (61)	12% (23)	10% (19)	21% (40)	191
4-Region: South	25% (84)	32% (108)	10% (32)	9% (31)	24% (82)	337
4-Region: West	27% (70)	27% (68)	11% (28)	7% (18)	28% (71)	256
Sports fan	29% (186)	34% (220)	12% (78)	6% (41)	18% (115)	641
Avid sports fan	39% (84)	32% (69)	12% (26)	5% (11)	11% (23)	213
Casual sports fan	24% (102)	35% (151)	12% (52)	7% (31)	22% (92)	428
Football fan	30% (185)	34% (213)	12% (73)	6% (40)	18% (113)	625

Continued on next page



**Table MCSP21\_3:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl LII 2018's halftime show, featuring Justin Timberlake &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	25% (239)	30% (290)	11% (101)	9% (84)	26% (249)	963
Avid football fan	36% (98)	37% (101)	13% (35)	5% (13)	10% (27)	275
Casual football fan	25% (87)	32% (113)	11% (38)	8% (27)	24% (86)	350
NFL fan	30% (183)	35% (211)	12% (72)	7% (40)	17% (105)	612
Avid NFL fan	35% (95)	36% (98)	12% (33)	5% (15)	12% (32)	273
Casual NFL fan	26% (88)	34% (114)	11% (38)	8% (26)	22% (73)	339
Watched SB last year	29% (150)	35% (179)	12% (63)	7% (37)	16% (82)	511
Didn't watch SB last year	20% (89)	25% (112)	8% (38)	10% (47)	37% (167)	452
OK brands get political	37% (128)	33% (114)	9% (32)	4% (15)	17% (61)	350
Not OK brands get political	17% (82)	31% (150)	11% (53)	12% (56)	28% (136)	478
OK social justice	32% (178)	33% (185)	10% (55)	4% (25)	21% (114)	557
Not OK social justice	13% (37)	30% (83)	12% (34)	15% (42)	29% (81)	277
Likely SB viewer	32% (184)	37% (210)	11% (61)	6% (32)	15% (86)	573
Unlikely SB viewer	15% (50)	21% (71)	11% (36)	14% (48)	39% (132)	337
More likely to watch SB this year	42% (106)	34% (86)	8% (20)	5% (14)	10% (24)	249
Less likely to watch SB this year	25% (53)	23% (49)	9% (20)	20% (43)	22% (48)	213
Likely host/attend SB party	42% (79)	35% (65)	10% (18)	3% (6)	11% (21)	189
Unlikely host/attend SB party	21% (152)	30% (215)	10% (76)	10% (74)	29% (207)	723
Watch SB for game	27% (97)	39% (143)	11% (42)	7% (25)	16% (59)	364
Watch SB for halftime	43% (44)	38% (38)	10% (11)	2% (2)	7% (7)	102
Watch SB for ads	47% (35)	31% (23)	8% (6)	8% (6)	7% (5)	75
SB more political	26% (94)	32% (116)	14% (51)	11% (42)	17% (64)	366
SB less political	38% (53)	34% (48)	10% (14)	5% (7)	13% (18)	139
Typically host/attend SB party	37% (96)	37% (94)	11% (29)	6% (15)	9% (22)	257
Typically do not host/attend SB party	20% (143)	28% (196)	10% (72)	10% (69)	32% (227)	707
Usually pays a lot/some attn to ads	32% (206)	36% (234)	11% (73)	6% (41)	15% (95)	649
Usually pays not much/no attn to ads	11% (33)	18% (57)	9% (28)	13% (42)	49% (154)	315
Plan to pay a lot/some attn to ads	33% (194)	38% (222)	10% (62)	6% (33)	14% (80)	591
Plan to pay not much/no attn to ads	12% (45)	18% (68)	11% (39)	14% (51)	45% (169)	373
Pro football fav sport	35% (94)	33% (88)	11% (30)	7% (18)	14% (37)	269
Fav NFL	33% (182)	37% (203)	10% (57)	5% (30)	14% (78)	549

Continued on next page

**Table MCSP21\_3:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl LII 2018's halftime show, featuring Justin Timberlake &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	25% (239)	30% (290)	11% (101)	9% (84)	26% (249)	963
Unfav NFL	14% (30)	23% (49)	16% (34)	17% (36)	29% (60)	209
Fav Goodell	37% (80)	41% (87)	8% (16)	4% (9)	10% (21)	214
Unfav Goodell	21% (41)	28% (56)	22% (43)	12% (24)	18% (35)	199
Fav Chiefs	30% (126)	37% (158)	12% (53)	7% (28)	14% (58)	422
Fav Buccaneers	34% (118)	36% (124)	10% (35)	6% (21)	14% (48)	346
Chiefs fan	31% (116)	34% (128)	13% (50)	7% (27)	14% (54)	375
Buccaneers fan	28% (70)	37% (93)	11% (28)	7% (18)	16% (41)	251
Frequent sports betters	42% (23)	19% (10)	34% (18)	3% (1)	3% (1)	53
Regular sports betters	41% (48)	24% (27)	22% (25)	7% (8)	6% (7)	116
Frequent NFL betters	46% (25)	18% (10)	23% (12)	5% (2)	7% (4)	53
Regular NFL betters	41% (46)	26% (30)	20% (23)	5% (5)	9% (10)	114
Definite SB betters	46% (32)	22% (15)	20% (14)	4% (2)	9% (6)	69
Probable SB betters	42% (67)	29% (46)	13% (21)	7% (11)	9% (14)	158
Believe betting is legal in their state	33% (88)	33% (88)	14% (39)	5% (14)	15% (40)	269
Believe betting is illegal in their state	25% (44)	34% (61)	11% (20)	9% (17)	20% (36)	178
Non-sports fans	16% (53)	22% (70)	7% (23)	13% (43)	42% (134)	322
Gen Z sports fans	34% (26)	37% (28)	14% (11)	1% (1)	14% (10)	76
Millennial sports fans	39% (67)	34% (59)	12% (20)	3% (6)	12% (21)	173
Gen X sports fans	38% (63)	28% (47)	11% (19)	5% (9)	17% (29)	167
Boomer sports fans	15% (30)	38% (77)	12% (25)	12% (24)	23% (46)	203
Sports fans 18-34	35% (60)	37% (64)	13% (23)	2% (4)	13% (23)	174
Sports fans 35-44	40% (45)	34% (38)	12% (14)	2% (3)	11% (13)	113
Sports fans 45-64	28% (62)	33% (74)	11% (25)	8% (17)	20% (44)	222
Sports fans 65+	14% (18)	33% (44)	12% (16)	13% (17)	28% (36)	132
Occasional sports betters	22% (15)	32% (22)	18% (12)	7% (5)	21% (14)	67
Non-sports betters	23% (177)	31% (241)	8% (64)	9% (71)	29% (228)	781
In legal betting states	24% (83)	27% (93)	12% (40)	7% (25)	29% (101)	341
Outside legal betting states	25% (156)	32% (197)	10% (61)	9% (59)	24% (149)	622
Sports fan In legal betting states 21+	27% (60)	30% (67)	14% (32)	6% (13)	23% (52)	224
Sports fan Outside legal betting states 21+	29% (109)	37% (140)	11% (42)	7% (28)	15% (58)	377

Continued on next page

**Table MCSP21\_3:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl LII 2018's halftime show, featuring Justin Timberlake &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	25% (239)	30% (290)	11% (101)	9% (84)	26% (249)	963
Likely SB viewer In legal betting states 21+	30% (58)	34% (66)	13% (26)	4% (9)	18% (36)	194
Likely SB viewer Outside legal betting states 21+	33% (113)	38% (133)	9% (31)	7% (23)	14% (47)	348

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

**Table MCSP21\_4:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl LI 2017's halftime show, featuring Lady Gaga &

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	28%	(288)	26%	(269)	10%	(101)	13%	(130)	23%	(242)	1030
Gender: Male	26%	(129)	24%	(120)	12%	(60)	16%	(78)	22%	(112)	499
Gender: Female	30%	(159)	28%	(149)	8%	(41)	10%	(53)	24%	(130)	531
Age: 18-34	32%	(91)	29%	(83)	10%	(30)	8%	(22)	21%	(62)	288
Age: 35-44	27%	(48)	31%	(54)	11%	(19)	10%	(18)	20%	(35)	175
Age: 45-64	27%	(97)	22%	(82)	11%	(41)	15%	(56)	25%	(90)	366
Age: 65+	26%	(52)	25%	(50)	6%	(11)	17%	(34)	27%	(55)	202
GenZers: 1997-2012	32%	(45)	25%	(35)	9%	(13)	10%	(13)	24%	(33)	138
Millennials: 1981-1996	31%	(80)	32%	(83)	10%	(27)	8%	(20)	19%	(50)	261
GenXers: 1965-1980	27%	(74)	23%	(64)	13%	(36)	14%	(40)	23%	(63)	277
Baby Boomers: 1946-1964	27%	(84)	25%	(79)	7%	(21)	14%	(43)	28%	(89)	316
PID: Dem (no lean)	39%	(164)	27%	(114)	8%	(33)	6%	(24)	20%	(84)	418
PID: Ind (no lean)	23%	(77)	25%	(83)	11%	(36)	11%	(35)	29%	(96)	327
PID: Rep (no lean)	17%	(48)	25%	(72)	11%	(31)	25%	(72)	22%	(62)	285
PID/Gender: Dem Men	38%	(70)	30%	(56)	11%	(20)	8%	(14)	14%	(26)	188
PID/Gender: Dem Women	40%	(93)	25%	(58)	6%	(13)	4%	(9)	25%	(57)	231
PID/Gender: Ind Men	21%	(34)	19%	(31)	15%	(25)	12%	(20)	32%	(51)	161
PID/Gender: Ind Women	25%	(42)	31%	(52)	7%	(12)	9%	(15)	27%	(45)	166
PID/Gender: Rep Men	16%	(24)	22%	(33)	10%	(15)	29%	(43)	23%	(35)	151
PID/Gender: Rep Women	17%	(23)	29%	(39)	12%	(17)	21%	(28)	20%	(27)	134
Ideo: Liberal (1-3)	45%	(137)	24%	(73)	6%	(18)	5%	(15)	21%	(64)	307
Ideo: Moderate (4)	27%	(78)	33%	(92)	8%	(24)	8%	(24)	23%	(66)	283
Ideo: Conservative (5-7)	17%	(56)	23%	(74)	15%	(47)	23%	(72)	22%	(72)	321
Educ: < College	25%	(178)	27%	(196)	10%	(70)	14%	(99)	25%	(182)	725
Educ: Bachelors degree	31%	(62)	25%	(50)	13%	(25)	11%	(21)	20%	(39)	198
Educ: Post-grad	45%	(48)	21%	(22)	6%	(6)	9%	(10)	20%	(21)	107
Income: Under 50k	25%	(144)	24%	(139)	10%	(54)	14%	(78)	27%	(153)	568
Income: 50k-100k	29%	(90)	27%	(84)	11%	(34)	12%	(37)	21%	(64)	309
Income: 100k+	35%	(54)	30%	(47)	8%	(13)	10%	(15)	17%	(25)	154
Ethnicity: White	27%	(219)	25%	(201)	10%	(79)	13%	(109)	25%	(204)	812
Ethnicity: Hispanic	34%	(56)	30%	(49)	11%	(19)	5%	(8)	20%	(33)	165

Continued on next page

**Table MCSP21\_4:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl LI 2017's halftime show, featuring Lady Gaga &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	28% (288)	26% (269)	10% (101)	13% (130)	23% (242)	1030
Ethnicity: Black	31% (40)	34% (43)	12% (15)	5% (7)	18% (23)	128
Ethnicity: Other	32% (29)	27% (24)	8% (7)	16% (14)	17% (16)	90
All Christian	28% (126)	26% (119)	12% (53)	13% (57)	22% (100)	454
All Non-Christian	49% (31)	24% (15)	4% (3)	8% (5)	15% (9)	63
Agnostic/Nothing in particular	25% (68)	23% (61)	9% (23)	12% (31)	32% (87)	270
Something Else	26% (52)	31% (64)	10% (20)	17% (34)	17% (35)	205
Religious Non-Protestant/Catholic	46% (33)	23% (16)	8% (5)	8% (6)	16% (11)	72
Evangelical	24% (68)	24% (68)	11% (30)	19% (53)	22% (60)	279
Non-Evangelical	29% (106)	31% (114)	11% (40)	10% (37)	19% (69)	366
Community: Urban	36% (113)	26% (81)	8% (25)	8% (26)	22% (68)	313
Community: Suburban	27% (123)	28% (130)	11% (49)	14% (65)	20% (93)	461
Community: Rural	20% (51)	23% (58)	10% (26)	15% (39)	32% (81)	255
Employ: Private Sector	32% (90)	26% (73)	12% (34)	12% (33)	17% (48)	278
Employ: Government	19% (10)	37% (20)	11% (6)	16% (9)	17% (9)	54
Employ: Self-Employed	34% (27)	22% (18)	11% (9)	10% (8)	23% (19)	81
Employ: Homemaker	28% (23)	23% (18)	15% (12)	10% (8)	24% (20)	81
Employ: Student	33% (22)	33% (22)	16% (11)	— (0)	18% (12)	67
Employ: Retired	22% (52)	29% (66)	5% (10)	20% (45)	25% (57)	231
Employ: Unemployed	25% (39)	23% (37)	9% (14)	10% (17)	33% (52)	160
Employ: Other	32% (25)	19% (15)	5% (4)	13% (10)	32% (25)	79
Military HH: Yes	28% (43)	24% (38)	5% (8)	20% (31)	23% (37)	157
Military HH: No	28% (244)	26% (231)	11% (93)	11% (99)	24% (205)	873
RD/WT: Right Direction	36% (149)	28% (116)	6% (25)	6% (25)	24% (98)	413
RD/WT: Wrong Track	23% (139)	25% (153)	12% (76)	17% (105)	23% (144)	617
Biden Job Approve	39% (230)	29% (168)	7% (39)	6% (36)	20% (115)	588
Biden Job Disapprove	14% (48)	19% (62)	15% (51)	26% (88)	25% (85)	335
Biden Job Strongly Approve	43% (161)	25% (93)	5% (20)	5% (20)	21% (79)	373
Biden Job Somewhat Approve	32% (69)	35% (76)	9% (19)	8% (17)	17% (36)	216
Biden Job Somewhat Disapprove	15% (12)	29% (22)	21% (16)	9% (7)	25% (19)	77
Biden Job Strongly Disapprove	14% (36)	16% (40)	14% (35)	31% (80)	26% (66)	258

Continued on next page

**Table MCSP21\_4:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl LI 2017's halftime show, featuring Lady Gaga &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	28% (288)	26% (269)	10% (101)	13% (130)	23% (242)	1030
Favorable of Biden	39% (236)	29% (173)	7% (43)	6% (34)	20% (118)	605
Unfavorable of Biden	12% (43)	21% (74)	15% (53)	26% (92)	27% (95)	356
Very Favorable of Biden	43% (156)	26% (94)	5% (18)	6% (22)	19% (69)	359
Somewhat Favorable of Biden	33% (80)	32% (79)	10% (26)	5% (13)	20% (49)	246
Somewhat Unfavorable of Biden	13% (10)	40% (31)	21% (16)	8% (6)	18% (14)	76
Very Unfavorable of Biden	12% (33)	15% (43)	13% (37)	31% (86)	29% (81)	279
#1 Issue: Economy	27% (114)	28% (119)	13% (54)	10% (42)	21% (90)	419
#1 Issue: Security	14% (17)	24% (29)	15% (18)	23% (27)	23% (27)	118
#1 Issue: Health Care	36% (68)	22% (41)	3% (6)	10% (18)	29% (53)	186
#1 Issue: Medicare / Social Security	25% (28)	21% (23)	7% (8)	19% (21)	28% (30)	109
#1 Issue: Other	23% (16)	36% (25)	6% (4)	10% (7)	25% (17)	70
2020 Vote: Joe Biden	39% (188)	26% (123)	8% (39)	5% (25)	22% (106)	482
2020 Vote: Donald Trump	15% (47)	20% (64)	14% (44)	24% (76)	26% (81)	312
2020 Vote: Didn't Vote	25% (51)	35% (70)	7% (14)	11% (22)	22% (46)	203
2018 House Vote: Democrat	39% (134)	27% (94)	9% (30)	7% (23)	19% (67)	347
2018 House Vote: Republican	16% (42)	21% (52)	14% (34)	25% (62)	24% (62)	252
2016 Vote: Hillary Clinton	38% (126)	28% (93)	8% (28)	5% (16)	21% (70)	333
2016 Vote: Donald Trump	15% (43)	19% (55)	13% (38)	26% (76)	26% (74)	286
2016 Vote: Other	26% (13)	30% (15)	7% (4)	10% (5)	27% (14)	50
2016 Vote: Didn't Vote	30% (106)	29% (105)	9% (31)	9% (32)	24% (85)	359
Voted in 2014: Yes	28% (152)	24% (131)	10% (54)	16% (85)	22% (121)	543
Voted in 2014: No	28% (136)	28% (138)	10% (47)	9% (45)	25% (121)	487
4-Region: Northeast	28% (51)	29% (53)	10% (18)	13% (23)	21% (38)	183
4-Region: Midwest	30% (65)	19% (42)	13% (29)	15% (33)	24% (53)	221
4-Region: South	26% (102)	29% (114)	7% (28)	14% (54)	25% (97)	394
4-Region: West	30% (69)	26% (61)	12% (27)	9% (21)	23% (54)	231
Sports fan	30% (218)	30% (212)	11% (77)	12% (84)	18% (126)	717
Avid sports fan	38% (86)	28% (64)	13% (29)	12% (27)	9% (20)	226
Casual sports fan	27% (132)	30% (148)	10% (48)	12% (58)	21% (106)	491
Football fan	31% (213)	30% (204)	9% (64)	13% (89)	16% (111)	682

Continued on next page

**Table MCSP21\_4:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl LI 2017's halftime show, featuring Lady Gaga &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	28% (288)	26% (269)	10% (101)	13% (130)	23% (242)	1030
Avid football fan	39% (114)	29% (84)	11% (31)	14% (40)	7% (20)	288
Casual football fan	25% (99)	31% (121)	9% (34)	12% (49)	23% (91)	394
NFL fan	32% (211)	30% (200)	9% (62)	12% (80)	16% (107)	660
Avid NFL fan	39% (108)	29% (80)	11% (32)	13% (37)	7% (20)	277
Casual NFL fan	27% (102)	31% (120)	8% (30)	11% (43)	23% (87)	382
Watched SB last year	33% (178)	30% (160)	11% (58)	12% (63)	14% (76)	535
Didn't watch SB last year	22% (110)	22% (109)	9% (43)	14% (67)	33% (166)	495
OK brands get political	44% (155)	26% (91)	5% (18)	7% (25)	17% (59)	348
Not OK brands get political	20% (110)	28% (151)	12% (67)	18% (96)	23% (123)	547
OK social justice	38% (222)	30% (178)	7% (41)	8% (45)	18% (104)	591
Not OK social justice	15% (44)	20% (59)	16% (46)	24% (72)	25% (73)	294
Likely SB viewer	36% (230)	30% (189)	10% (60)	12% (73)	13% (80)	632
Unlikely SB viewer	13% (45)	21% (72)	11% (37)	16% (56)	38% (130)	340
More likely to watch SB this year	41% (113)	35% (97)	7% (18)	12% (32)	6% (17)	277
Less likely to watch SB this year	15% (32)	19% (41)	18% (37)	22% (46)	26% (55)	211
Likely host/attend SB party	39% (71)	26% (48)	9% (17)	13% (23)	13% (23)	181
Unlikely host/attend SB party	25% (192)	28% (216)	10% (81)	13% (102)	24% (187)	777
Watch SB for game	32% (133)	31% (130)	10% (42)	13% (53)	14% (59)	417
Watch SB for halftime	50% (49)	32% (31)	6% (6)	8% (8)	5% (5)	99
Watch SB for ads	44% (38)	27% (24)	14% (12)	10% (9)	5% (4)	87
SB more political	33% (124)	25% (94)	14% (53)	15% (57)	14% (53)	380
SB less political	33% (54)	33% (54)	9% (15)	12% (20)	13% (21)	164
Typically host/attend SB party	40% (102)	25% (63)	12% (32)	10% (25)	13% (32)	255
Typically do not host/attend SB party	24% (186)	27% (206)	9% (69)	14% (105)	27% (210)	775
Usually pays a lot/some attn to ads	35% (237)	31% (210)	10% (66)	11% (76)	14% (95)	684
Usually pays not much/no attn to ads	15% (51)	17% (59)	10% (35)	16% (54)	43% (147)	346
Plan to pay a lot/some attn to ads	37% (233)	32% (198)	9% (54)	10% (63)	13% (81)	630
Plan to pay not much/no attn to ads	14% (55)	18% (70)	12% (47)	17% (67)	40% (161)	400
Pro football fav sport	37% (102)	32% (87)	10% (28)	11% (31)	9% (25)	273
Fav NFL	36% (204)	31% (178)	9% (50)	10% (58)	14% (82)	571

Continued on next page

**Table MCSP21\_4:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl LI 2017's halftime show, featuring Lady Gaga &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	28% (288)	26% (269)	10% (101)	13% (130)	23% (242)	1030
Unfav NFL	16% (41)	23% (59)	16% (40)	24% (61)	20% (52)	254
Fav Goodell	43% (103)	34% (82)	9% (21)	9% (23)	5% (13)	242
Unfav Goodell	26% (55)	22% (48)	17% (36)	19% (41)	16% (35)	216
Fav Chiefs	34% (158)	32% (146)	10% (45)	12% (55)	13% (59)	462
Fav Buccaneers	36% (139)	30% (116)	10% (37)	11% (43)	13% (49)	385
Chiefs fan	37% (145)	29% (113)	8% (32)	14% (54)	11% (42)	386
Buccaneers fan	29% (82)	32% (91)	15% (42)	11% (32)	13% (37)	283
Frequent sports betters	52% (27)	22% (11)	21% (11)	3% (2)	2% (1)	52
Regular sports betters	48% (49)	24% (24)	15% (15)	8% (8)	6% (6)	102
Frequent NFL betters	47% (28)	22% (13)	23% (14)	5% (3)	3% (2)	59
Regular NFL betters	41% (46)	24% (27)	17% (19)	11% (13)	7% (8)	111
Definite SB betters	55% (36)	21% (14)	9% (6)	10% (7)	5% (4)	66
Probable SB betters	45% (65)	27% (39)	13% (19)	11% (16)	5% (7)	145
Believe betting is legal in their state	38% (111)	30% (89)	11% (33)	10% (31)	11% (32)	297
Believe betting is illegal in their state	26% (45)	26% (44)	12% (21)	17% (29)	19% (32)	170
Non-sports fans	22% (70)	18% (57)	8% (24)	15% (46)	37% (116)	313
Gen Z sports fans	30% (30)	31% (31)	10% (10)	11% (11)	18% (18)	100
Millennial sports fans	34% (64)	33% (61)	9% (18)	9% (16)	15% (27)	186
Gen X sports fans	31% (61)	25% (48)	16% (30)	11% (22)	17% (32)	194
Boomer sports fans	29% (61)	31% (65)	7% (15)	13% (28)	20% (43)	211
Sports fans 18-34	33% (66)	31% (63)	11% (21)	9% (19)	16% (33)	202
Sports fans 35-44	33% (41)	32% (39)	10% (12)	10% (12)	15% (18)	121
Sports fans 45-64	29% (75)	28% (72)	13% (34)	13% (35)	17% (45)	262
Sports fans 65+	28% (36)	29% (39)	7% (9)	14% (18)	22% (29)	132
Occasional sports betters	28% (26)	26% (24)	20% (18)	12% (11)	14% (13)	92
Non-sports betters	25% (213)	26% (221)	8% (68)	13% (111)	27% (223)	835
In legal betting states	29% (115)	23% (90)	11% (44)	13% (50)	24% (93)	392
Outside legal betting states	27% (173)	28% (179)	9% (57)	13% (80)	23% (149)	638
Sports fan In legal betting states 21+	34% (89)	27% (72)	13% (33)	10% (27)	16% (43)	263
Sports fan Outside legal betting states 21+	30% (121)	30% (123)	9% (36)	13% (53)	19% (76)	410

Continued on next page



**Table MCSP21\_4:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl LI 2017's halftime show, featuring Lady Gaga &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	28% (288)	26% (269)	10% (101)	13% (130)	23% (242)	1030
Likely SB viewer In legal betting states 21+	41% (93)	25% (58)	13% (30)	9% (20)	12% (28)	229
Likely SB viewer Outside legal betting states 21+	34% (126)	32% (117)	8% (29)	13% (48)	13% (46)	365

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

**Table MCSP21\_5:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl 50 2016's halftime show, featuring Coldplay with special guests Beyoncé; and Bruno Mars &

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	31%	(298)	26%	(252)	9%	(87)	12%	(119)	22%	(218)	975
Gender: Male	29%	(134)	30%	(139)	10%	(47)	11%	(52)	19%	(90)	463
Gender: Female	32%	(164)	22%	(114)	8%	(39)	13%	(67)	25%	(128)	512
Age: 18-34	51%	(142)	18%	(49)	4%	(11)	8%	(22)	19%	(53)	278
Age: 35-44	29%	(48)	33%	(54)	8%	(14)	9%	(16)	21%	(35)	167
Age: 45-64	24%	(79)	28%	(91)	12%	(40)	14%	(45)	22%	(74)	328
Age: 65+	15%	(30)	29%	(58)	11%	(22)	18%	(36)	28%	(56)	201
GenZers: 1997-2012	54%	(68)	17%	(21)	1%	(1)	6%	(8)	22%	(28)	127
Millennials: 1981-1996	44%	(113)	22%	(58)	7%	(17)	9%	(24)	18%	(47)	260
GenXers: 1965-1980	25%	(60)	30%	(71)	11%	(26)	12%	(29)	21%	(50)	236
Baby Boomers: 1946-1964	17%	(55)	29%	(92)	11%	(34)	16%	(52)	26%	(84)	317
PID: Dem (no lean)	39%	(157)	29%	(117)	7%	(30)	6%	(24)	19%	(78)	407
PID: Ind (no lean)	25%	(71)	24%	(67)	8%	(22)	14%	(40)	29%	(83)	283
PID: Rep (no lean)	25%	(71)	24%	(68)	12%	(35)	19%	(55)	20%	(57)	285
PID/Gender: Dem Men	37%	(65)	35%	(62)	10%	(18)	2%	(4)	16%	(27)	176
PID/Gender: Dem Women	40%	(92)	24%	(55)	5%	(12)	9%	(20)	22%	(50)	231
PID/Gender: Ind Men	19%	(27)	30%	(42)	8%	(12)	16%	(23)	26%	(37)	141
PID/Gender: Ind Women	31%	(43)	18%	(25)	7%	(10)	12%	(17)	33%	(46)	142
PID/Gender: Rep Men	29%	(42)	24%	(35)	12%	(17)	18%	(26)	18%	(26)	146
PID/Gender: Rep Women	20%	(29)	24%	(33)	12%	(17)	21%	(29)	23%	(32)	140
Ideo: Liberal (1-3)	39%	(118)	24%	(71)	8%	(25)	6%	(18)	23%	(69)	300
Ideo: Moderate (4)	29%	(77)	34%	(90)	6%	(16)	10%	(25)	22%	(58)	267
Ideo: Conservative (5-7)	21%	(63)	23%	(68)	14%	(42)	22%	(67)	20%	(59)	299
Educ: < College	32%	(211)	24%	(160)	9%	(59)	13%	(87)	22%	(144)	661
Educ: Bachelors degree	26%	(53)	30%	(62)	9%	(19)	11%	(23)	24%	(50)	209
Educ: Post-grad	33%	(34)	28%	(30)	8%	(8)	8%	(9)	23%	(24)	105
Income: Under 50k	28%	(150)	25%	(131)	7%	(40)	13%	(71)	27%	(142)	534
Income: 50k-100k	35%	(100)	24%	(68)	11%	(31)	12%	(36)	19%	(53)	288
Income: 100k+	32%	(49)	35%	(53)	10%	(16)	8%	(13)	15%	(23)	153
Ethnicity: White	26%	(197)	27%	(210)	10%	(79)	13%	(104)	24%	(182)	773
Ethnicity: Hispanic	46%	(73)	24%	(37)	5%	(7)	6%	(9)	19%	(30)	157

Continued on next page

**Table MCSP21\_5:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl 50 2016's halftime show, featuring Coldplay with special guests Beyoncé and Bruno Mars &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	31% (298)	26% (252)	9% (87)	12% (119)	22% (218)	975
Ethnicity: Black	60% (74)	15% (19)	2% (2)	8% (10)	15% (18)	124
Ethnicity: Other	35% (27)	30% (24)	7% (5)	6% (5)	22% (17)	78
All Christian	27% (122)	28% (127)	10% (47)	15% (70)	20% (93)	458
All Non-Christian	43% (29)	37% (25)	6% (4)	4% (2)	10% (7)	66
Agnostic/Nothing in particular	30% (76)	21% (52)	8% (20)	8% (21)	34% (86)	255
Something Else	41% (63)	22% (35)	6% (10)	17% (26)	14% (22)	155
Religious Non-Protestant/Catholic	38% (29)	36% (27)	10% (8)	7% (5)	9% (7)	76
Evangelical	28% (72)	22% (55)	9% (22)	20% (52)	21% (55)	256
Non-Evangelical	32% (111)	30% (103)	9% (30)	11% (39)	17% (59)	342
Community: Urban	42% (109)	22% (57)	7% (17)	11% (29)	18% (48)	261
Community: Suburban	28% (129)	31% (140)	9% (43)	10% (48)	21% (98)	458
Community: Rural	23% (60)	21% (55)	10% (26)	17% (43)	28% (72)	256
Employ: Private Sector	35% (99)	27% (76)	11% (31)	8% (23)	18% (51)	281
Employ: Government	43% (24)	19% (10)	14% (8)	16% (9)	8% (5)	55
Employ: Self-Employed	44% (29)	19% (12)	6% (4)	9% (6)	22% (15)	66
Employ: Homemaker	33% (23)	18% (13)	9% (6)	18% (13)	22% (15)	71
Employ: Retired	14% (34)	29% (66)	12% (28)	17% (39)	28% (65)	232
Employ: Unemployed	33% (47)	22% (31)	4% (5)	11% (16)	30% (42)	141
Employ: Other	23% (20)	39% (33)	3% (2)	12% (10)	23% (20)	86
Military HH: Yes	31% (46)	24% (36)	11% (17)	14% (21)	19% (27)	147
Military HH: No	30% (252)	26% (217)	8% (70)	12% (98)	23% (191)	828
RD/WT: Right Direction	39% (152)	27% (107)	8% (31)	6% (22)	20% (78)	391
RD/WT: Wrong Track	25% (146)	25% (145)	10% (56)	17% (97)	24% (140)	584
Biden Job Approve	36% (200)	29% (165)	7% (41)	7% (38)	21% (118)	563
Biden Job Disapprove	22% (70)	21% (66)	12% (39)	24% (75)	21% (66)	316
Biden Job Strongly Approve	37% (131)	28% (99)	7% (25)	6% (23)	21% (74)	352
Biden Job Somewhat Approve	33% (69)	32% (66)	8% (16)	7% (16)	21% (44)	210
Biden Job Somewhat Disapprove	18% (19)	33% (33)	17% (18)	14% (14)	18% (18)	102
Biden Job Strongly Disapprove	24% (51)	15% (33)	10% (22)	28% (61)	22% (48)	214

Continued on next page

**Table MCSP21\_5:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl 50 2016's halftime show, featuring Coldplay with special guests Beyoncé and Bruno Mars &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	31% (298)	26% (252)	9% (87)	12% (119)	22% (218)	975
Favorable of Biden	39% (227)	28% (167)	7% (42)	6% (37)	20% (115)	588
Unfavorable of Biden	18% (58)	23% (74)	13% (42)	24% (77)	23% (76)	327
Very Favorable of Biden	43% (150)	26% (89)	7% (24)	7% (25)	17% (59)	346
Somewhat Favorable of Biden	32% (77)	32% (78)	8% (18)	5% (12)	23% (57)	242
Somewhat Unfavorable of Biden	18% (16)	34% (31)	15% (14)	15% (14)	19% (17)	91
Very Unfavorable of Biden	18% (42)	18% (43)	12% (28)	27% (64)	25% (59)	236
#1 Issue: Economy	34% (132)	25% (98)	11% (44)	10% (40)	19% (72)	386
#1 Issue: Security	26% (26)	19% (18)	12% (12)	21% (21)	22% (22)	99
#1 Issue: Health Care	29% (55)	28% (54)	7% (13)	11% (20)	26% (51)	194
#1 Issue: Medicare / Social Security	12% (13)	38% (42)	2% (3)	20% (23)	28% (31)	113
#1 Issue: Women's Issues	49% (25)	14% (7)	8% (4)	8% (4)	21% (11)	51
#1 Issue: Other	30% (21)	24% (17)	9% (6)	11% (8)	28% (20)	72
2020 Vote: Joe Biden	36% (172)	29% (137)	8% (37)	6% (26)	22% (103)	476
2020 Vote: Donald Trump	19% (59)	23% (72)	13% (40)	22% (69)	22% (68)	308
2020 Vote: Didn't Vote	39% (64)	25% (41)	2% (3)	12% (19)	23% (38)	165
2018 House Vote: Democrat	34% (116)	32% (110)	10% (33)	6% (20)	19% (64)	344
2018 House Vote: Republican	17% (42)	25% (64)	13% (34)	22% (56)	23% (57)	253
2016 Vote: Hillary Clinton	34% (109)	33% (106)	8% (27)	5% (16)	19% (62)	319
2016 Vote: Donald Trump	19% (54)	25% (69)	12% (33)	22% (63)	22% (62)	281
2016 Vote: Didn't Vote	38% (123)	22% (70)	5% (17)	10% (34)	25% (81)	325
Voted in 2014: Yes	25% (135)	29% (154)	12% (64)	14% (76)	20% (109)	538
Voted in 2014: No	37% (163)	23% (98)	5% (23)	10% (44)	25% (109)	437
4-Region: Northeast	33% (65)	29% (57)	9% (17)	10% (19)	19% (38)	197
4-Region: Midwest	30% (60)	27% (54)	11% (21)	13% (27)	19% (39)	201
4-Region: South	30% (108)	23% (81)	7% (26)	16% (57)	23% (83)	356
4-Region: West	30% (65)	27% (60)	10% (22)	7% (16)	26% (58)	220
Sports fan	33% (229)	29% (201)	11% (72)	10% (68)	17% (113)	683
Avid sports fan	51% (106)	27% (56)	7% (14)	7% (16)	7% (15)	207
Casual sports fan	26% (122)	30% (145)	12% (58)	11% (53)	21% (98)	476
Football fan	35% (225)	30% (190)	10% (67)	10% (63)	15% (93)	638

Continued on next page

**Table MCSP21\_5:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl 50 2016's halftime show, featuring Coldplay with special guests Beyoncé and Bruno Mars &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	31% (298)	26% (252)	9% (87)	12% (119)	22% (218)	975
Avid football fan	42% (123)	29% (86)	11% (31)	10% (28)	8% (23)	291
Casual football fan	29% (102)	30% (105)	10% (36)	10% (34)	20% (70)	347
NFL fan	36% (222)	30% (185)	10% (61)	9% (58)	15% (92)	618
Avid NFL fan	43% (115)	31% (82)	11% (31)	9% (23)	7% (19)	270
Casual NFL fan	31% (107)	29% (103)	9% (31)	10% (35)	21% (73)	348
Watched SB last year	37% (189)	30% (153)	11% (58)	10% (52)	12% (64)	516
Didn't watch SB last year	24% (109)	22% (99)	6% (29)	15% (67)	34% (154)	459
OK brands get political	42% (139)	28% (92)	8% (27)	5% (17)	16% (53)	328
Not OK brands get political	24% (123)	26% (132)	11% (57)	16% (82)	22% (113)	506
OK social justice	38% (221)	29% (167)	9% (50)	8% (47)	17% (98)	584
Not OK social justice	17% (46)	23% (60)	12% (32)	21% (54)	27% (71)	263
Likely SB viewer	38% (233)	32% (194)	10% (62)	8% (47)	12% (72)	606
Unlikely SB viewer	19% (59)	17% (53)	7% (21)	20% (62)	38% (118)	312
More likely to watch SB this year	46% (116)	30% (76)	8% (19)	7% (18)	10% (25)	253
Less likely to watch SB this year	28% (57)	16% (33)	11% (22)	27% (57)	18% (38)	207
Likely host/attend SB party	53% (94)	25% (44)	6% (11)	6% (11)	9% (15)	176
Unlikely host/attend SB party	25% (187)	27% (198)	10% (72)	14% (102)	24% (180)	739
Watch SB for game	33% (128)	33% (129)	12% (47)	10% (39)	12% (46)	388
Watch SB for halftime	55% (61)	29% (32)	6% (7)	3% (3)	8% (8)	112
Watch SB for ads	40% (35)	37% (32)	8% (7)	4% (4)	11% (10)	86
SB more political	35% (123)	26% (90)	11% (39)	15% (54)	13% (45)	351
SB less political	41% (61)	32% (47)	11% (17)	5% (8)	10% (15)	147
Typically host/attend SB party	49% (118)	25% (60)	9% (21)	9% (22)	9% (21)	241
Typically do not host/attend SB party	25% (181)	26% (193)	9% (66)	13% (97)	27% (197)	734
Usually pays a lot/some attn to ads	38% (249)	31% (201)	10% (63)	10% (63)	12% (81)	657
Usually pays not much/no attn to ads	16% (50)	16% (51)	8% (24)	18% (56)	43% (137)	318
Plan to pay a lot/some attn to ads	40% (238)	31% (188)	9% (56)	7% (43)	13% (77)	602
Plan to pay not much/no attn to ads	16% (60)	17% (64)	8% (31)	20% (76)	38% (141)	373
Pro football fav sport	42% (114)	30% (82)	9% (24)	11% (29)	9% (24)	272
Fav NFL	41% (235)	30% (172)	10% (54)	8% (45)	10% (59)	566

Continued on next page

**Table MCSP21\_5:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl 50 2016's halftime show, featuring Coldplay with special guests Beyoncé and Bruno Mars &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	31% (298)	26% (252)	9% (87)	12% (119)	22% (218)	975
Unfav NFL	18% (37)	25% (51)	12% (25)	24% (48)	20% (41)	203
Fav Goodell	47% (108)	38% (87)	5% (12)	4% (10)	6% (13)	229
Unfav Goodell	26% (54)	27% (58)	17% (37)	16% (33)	14% (29)	211
Fav Chiefs	37% (159)	34% (146)	11% (46)	9% (38)	10% (45)	433
Fav Buccaneers	37% (140)	32% (120)	10% (36)	8% (29)	14% (51)	376
Chiefs fan	36% (133)	32% (118)	11% (42)	10% (38)	10% (36)	367
Buccaneers fan	36% (90)	30% (73)	10% (25)	9% (22)	16% (39)	249
Regular sports betters	52% (43)	31% (26)	10% (8)	5% (5)	2% (1)	84
Frequent NFL betters	62% (32)	24% (12)	6% (3)	5% (3)	2% (1)	51
Regular NFL betters	54% (53)	29% (28)	8% (8)	5% (5)	5% (5)	98
Definite SB betters	64% (37)	27% (15)	1% (1)	3% (2)	5% (3)	57
Probable SB betters	54% (73)	28% (38)	7% (9)	6% (8)	4% (6)	134
Believe betting is legal in their state	39% (116)	29% (86)	9% (25)	12% (34)	11% (34)	295
Believe betting is illegal in their state	23% (37)	34% (55)	14% (22)	9% (15)	20% (33)	162
Non-sports fans	24% (70)	18% (51)	5% (15)	17% (51)	36% (105)	291
Gen Z sports fans	64% (51)	12% (10)	— (0)	5% (4)	19% (15)	80
Millennial sports fans	45% (87)	26% (50)	8% (15)	8% (15)	13% (25)	192
Gen X sports fans	28% (46)	33% (55)	14% (22)	10% (16)	15% (25)	164
Boomer sports fans	20% (45)	35% (77)	12% (26)	14% (30)	19% (41)	219
Sports fans 18-34	56% (104)	17% (32)	5% (10)	7% (12)	15% (28)	186
Sports fans 35-44	34% (41)	37% (44)	10% (12)	6% (8)	14% (16)	121
Sports fans 45-64	26% (62)	33% (78)	14% (34)	11% (26)	16% (37)	236
Sports fans 65+	16% (22)	34% (48)	12% (17)	16% (22)	23% (31)	140
Occasional sports betters	46% (41)	26% (23)	10% (9)	8% (7)	10% (9)	89
Non-sports betters	27% (214)	25% (203)	9% (69)	13% (108)	26% (207)	802
In legal betting states	33% (128)	26% (101)	9% (36)	10% (38)	21% (83)	385
Outside legal betting states	29% (171)	26% (151)	9% (51)	14% (81)	23% (135)	589
Sports fan In legal betting states 21+	33% (87)	33% (86)	11% (29)	9% (25)	14% (38)	265
Sports fan Outside legal betting states 21+	30% (113)	29% (110)	11% (43)	11% (42)	18% (68)	375

Continued on next page

**Table MCSP21\_5:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl 50 2016's halftime show, featuring Coldplay with special guests Beyoncé and Bruno Mars &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	31% (298)	26% (252)	9% (87)	12% (119)	22% (218)	975
Likely SB viewer In legal betting states 21+	36% (85)	32% (75)	12% (29)	7% (17)	12% (28)	234
Likely SB viewer Outside legal betting states 21+	35% (116)	34% (115)	10% (32)	8% (28)	13% (42)	334

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

**Table MCSP21\_6:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLIX 2015's halftime show, featuring Katy Perry with special guests Lenny Kravitz and Missy Elliott

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	23%	(241)	31%	(321)	11%	(116)	12%	(122)	23%	(240)	1039
Gender: Male	22%	(109)	30%	(151)	12%	(61)	13%	(62)	23%	(113)	495
Gender: Female	24%	(132)	31%	(170)	10%	(55)	11%	(60)	23%	(126)	544
Age: 18-34	28%	(86)	33%	(101)	11%	(34)	9%	(28)	19%	(57)	307
Age: 35-44	30%	(50)	34%	(57)	11%	(19)	7%	(12)	19%	(32)	169
Age: 45-64	20%	(71)	31%	(112)	12%	(44)	12%	(43)	24%	(88)	358
Age: 65+	16%	(33)	25%	(50)	9%	(18)	19%	(39)	31%	(63)	204
GenZers: 1997-2012	28%	(40)	29%	(41)	10%	(14)	12%	(17)	20%	(28)	140
Millennials: 1981-1996	30%	(87)	34%	(98)	12%	(34)	7%	(20)	18%	(51)	289
GenXers: 1965-1980	24%	(62)	32%	(81)	13%	(34)	10%	(25)	22%	(55)	257
Baby Boomers: 1946-1964	14%	(45)	31%	(97)	11%	(33)	16%	(51)	28%	(86)	311
PID: Dem (no lean)	30%	(129)	32%	(136)	13%	(55)	6%	(26)	18%	(78)	424
PID: Ind (no lean)	19%	(60)	33%	(103)	9%	(29)	12%	(38)	27%	(83)	312
PID: Rep (no lean)	17%	(52)	27%	(82)	11%	(32)	19%	(57)	26%	(78)	302
PID/Gender: Dem Men	28%	(53)	31%	(59)	18%	(34)	7%	(13)	16%	(29)	188
PID/Gender: Dem Women	32%	(76)	33%	(78)	9%	(21)	6%	(13)	21%	(49)	236
PID/Gender: Ind Men	19%	(28)	35%	(51)	7%	(11)	12%	(18)	27%	(39)	146
PID/Gender: Ind Women	19%	(32)	31%	(52)	11%	(18)	12%	(20)	27%	(44)	166
PID/Gender: Rep Men	17%	(28)	25%	(41)	10%	(16)	19%	(31)	28%	(45)	161
PID/Gender: Rep Women	17%	(24)	29%	(41)	11%	(16)	19%	(26)	24%	(33)	141
Ideo: Liberal (1-3)	29%	(87)	34%	(103)	11%	(33)	6%	(19)	19%	(58)	300
Ideo: Moderate (4)	22%	(67)	36%	(108)	9%	(26)	8%	(23)	25%	(76)	301
Ideo: Conservative (5-7)	17%	(55)	24%	(78)	15%	(50)	22%	(70)	22%	(72)	324
Educ: < College	23%	(166)	30%	(218)	11%	(82)	12%	(86)	24%	(174)	726
Educ: Bachelors degree	22%	(47)	34%	(72)	13%	(28)	11%	(22)	21%	(44)	213
Educ: Post-grad	27%	(27)	32%	(32)	6%	(6)	14%	(14)	22%	(22)	100
Income: Under 50k	22%	(123)	26%	(150)	12%	(67)	14%	(79)	26%	(147)	566
Income: 50k-100k	27%	(86)	35%	(113)	9%	(29)	9%	(29)	20%	(66)	322
Income: 100k+	21%	(31)	39%	(59)	13%	(19)	9%	(14)	18%	(27)	150
Ethnicity: White	21%	(179)	30%	(250)	12%	(98)	13%	(105)	24%	(202)	833
Ethnicity: Hispanic	31%	(48)	35%	(54)	13%	(20)	8%	(12)	13%	(20)	154

Continued on next page



**Table MCSP21\_6:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLIX 2015's halftime show, featuring Katy Perry with special guests Lenny Kravitz and Missy Elliott

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion	Total N
Adults	23%	(241)	31%	(321)	11%	(116)	12%	(122)	23% (240)	1039
Ethnicity: Black	36%	(44)	29%	(35)	7%	(9)	10%	(12)	18% (22)	121
Ethnicity: Other	22%	(18)	43%	(36)	11%	(9)	6%	(5)	19% (16)	84
All Christian	19%	(87)	34%	(154)	11%	(48)	14%	(62)	23% (104)	455
All Non-Christian	38%	(23)	38%	(23)	8%	(5)	3%	(2)	13% (8)	60
Atheist	7%	(4)	35%	(19)	14%	(7)	13%	(7)	31% (16)	53
Agnostic/Nothing in particular	24%	(69)	29%	(83)	12%	(33)	8%	(23)	28% (80)	288
Something Else	32%	(58)	23%	(42)	12%	(22)	16%	(29)	17% (31)	183
Religious Non-Protestant/Catholic	32%	(23)	36%	(26)	9%	(7)	4%	(3)	19% (14)	73
Evangelical	24%	(62)	29%	(75)	11%	(28)	15%	(40)	22% (57)	261
Non-Evangelical	23%	(81)	32%	(116)	11%	(40)	14%	(50)	20% (71)	357
Community: Urban	35%	(96)	26%	(71)	13%	(35)	11%	(31)	16% (44)	277
Community: Suburban	19%	(91)	35%	(173)	11%	(54)	11%	(52)	24% (118)	489
Community: Rural	20%	(53)	28%	(77)	10%	(27)	14%	(39)	28% (77)	273
Employ: Private Sector	23%	(72)	39%	(121)	10%	(32)	8%	(25)	19% (59)	309
Employ: Government	26%	(15)	28%	(16)	28%	(16)	8%	(4)	10% (6)	59
Employ: Self-Employed	26%	(19)	29%	(21)	14%	(10)	15%	(11)	17% (12)	72
Employ: Homemaker	39%	(33)	19%	(16)	13%	(11)	8%	(7)	21% (18)	84
Employ: Student	18%	(10)	33%	(19)	13%	(7)	8%	(4)	27% (15)	55
Employ: Retired	14%	(33)	30%	(69)	9%	(21)	18%	(41)	29% (68)	230
Employ: Unemployed	25%	(38)	26%	(40)	9%	(14)	14%	(21)	27% (42)	155
Employ: Other	28%	(20)	27%	(20)	8%	(6)	11%	(8)	27% (20)	74
Military HH: Yes	20%	(32)	37%	(60)	7%	(12)	13%	(22)	23% (37)	162
Military HH: No	24%	(208)	30%	(262)	12%	(104)	11%	(100)	23% (203)	877
RD/WT: Right Direction	33%	(144)	29%	(128)	12%	(53)	6%	(27)	20% (89)	441
RD/WT: Wrong Track	16%	(97)	32%	(193)	11%	(63)	16%	(95)	25% (150)	598
Biden Job Approve	30%	(178)	33%	(199)	11%	(66)	6%	(36)	20% (122)	601
Biden Job Disapprove	12%	(39)	28%	(93)	12%	(39)	23%	(78)	26% (88)	337

Continued on next page

**Table MCSP21\_6:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLIX 2015's halftime show, featuring Katy Perry with special guests Lenny Kravitz and Missy Elliott

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	23% (241)	31% (321)	11% (116)	12% (122)	23% (240)	1039
Biden Job Strongly Approve	35% (132)	33% (125)	8% (29)	7% (25)	18% (68)	379
Biden Job Somewhat Approve	21% (46)	33% (74)	17% (37)	5% (11)	24% (54)	222
Biden Job Somewhat Disapprove	17% (16)	42% (41)	8% (8)	11% (11)	21% (21)	97
Biden Job Strongly Disapprove	10% (23)	22% (52)	13% (31)	28% (67)	28% (67)	241
Favorable of Biden	30% (187)	33% (203)	11% (70)	6% (36)	19% (118)	614
Unfavorable of Biden	11% (42)	29% (106)	12% (45)	22% (82)	26% (94)	369
Very Favorable of Biden	36% (135)	32% (118)	9% (32)	7% (26)	16% (61)	372
Somewhat Favorable of Biden	21% (52)	35% (86)	16% (38)	4% (10)	24% (57)	242
Somewhat Unfavorable of Biden	16% (17)	44% (45)	12% (12)	10% (10)	19% (19)	102
Very Unfavorable of Biden	10% (26)	23% (61)	12% (33)	27% (73)	28% (75)	267
#1 Issue: Economy	26% (107)	32% (134)	12% (50)	10% (43)	20% (82)	416
#1 Issue: Security	10% (12)	26% (31)	13% (15)	26% (31)	25% (29)	119
#1 Issue: Health Care	24% (43)	35% (65)	10% (18)	5% (9)	26% (49)	184
#1 Issue: Medicare / Social Security	20% (24)	25% (31)	9% (11)	14% (17)	33% (40)	122
#1 Issue: Education	32% (16)	26% (13)	7% (4)	18% (9)	16% (8)	50
#1 Issue: Other	29% (20)	25% (18)	10% (7)	7% (5)	29% (21)	71
2020 Vote: Joe Biden	30% (147)	35% (169)	11% (53)	5% (25)	19% (92)	486
2020 Vote: Donald Trump	12% (40)	25% (81)	13% (42)	22% (72)	27% (89)	324
2020 Vote: Didn't Vote	27% (51)	34% (64)	5% (10)	11% (21)	23% (45)	191
2018 House Vote: Democrat	28% (97)	34% (117)	13% (45)	7% (24)	17% (59)	342
2018 House Vote: Republican	12% (32)	24% (65)	12% (34)	23% (62)	29% (80)	272
2016 Vote: Hillary Clinton	31% (100)	35% (113)	11% (37)	5% (15)	19% (61)	326
2016 Vote: Donald Trump	13% (39)	28% (85)	12% (35)	21% (64)	26% (77)	301
2016 Vote: Other	16% (10)	19% (11)	16% (9)	15% (9)	35% (20)	59
2016 Vote: Didn't Vote	26% (92)	32% (112)	9% (33)	10% (34)	23% (80)	351
Voted in 2014: Yes	21% (117)	28% (160)	13% (76)	14% (78)	24% (136)	568
Voted in 2014: No	26% (123)	34% (161)	8% (40)	9% (43)	22% (104)	471

Continued on next page

**Table MCSP21\_6:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLIX 2015's halftime show, featuring Katy Perry with special guests Lenny Kravitz and Missy Elliott

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	23%	(241)	31%	(321)	11%	(116)	12%	(122)	23%	(240)	1039
4-Region: Northeast	24%	(42)	33%	(58)	14%	(24)	9%	(16)	20%	(35)	175
4-Region: Midwest	25%	(50)	34%	(69)	7%	(14)	17%	(34)	17%	(35)	201
4-Region: South	20%	(85)	31%	(131)	12%	(52)	10%	(40)	26%	(110)	418
4-Region: West	26%	(63)	26%	(64)	11%	(26)	13%	(32)	24%	(60)	245
Sports fan	26%	(190)	34%	(251)	12%	(89)	11%	(79)	17%	(126)	736
Avid sports fan	33%	(75)	31%	(70)	10%	(23)	13%	(30)	13%	(31)	229
Casual sports fan	23%	(116)	36%	(180)	13%	(66)	10%	(49)	19%	(96)	507
Football fan	28%	(196)	33%	(229)	12%	(83)	11%	(78)	16%	(115)	701
Avid football fan	34%	(105)	31%	(98)	11%	(35)	11%	(35)	12%	(38)	311
Casual football fan	23%	(91)	34%	(131)	12%	(48)	11%	(43)	20%	(77)	390
NFL fan	28%	(191)	33%	(225)	12%	(84)	11%	(76)	16%	(106)	682
Avid NFL fan	34%	(105)	31%	(96)	11%	(33)	12%	(36)	12%	(36)	305
Casual NFL fan	23%	(86)	34%	(130)	13%	(51)	11%	(40)	19%	(71)	377
Watched SB last year	27%	(149)	35%	(192)	11%	(63)	11%	(60)	16%	(90)	553
Didn't watch SB last year	19%	(92)	27%	(129)	11%	(53)	13%	(62)	31%	(150)	486
OK brands get political	34%	(128)	33%	(125)	10%	(37)	8%	(30)	15%	(58)	378
Not OK brands get political	15%	(80)	31%	(165)	13%	(69)	16%	(84)	24%	(128)	527
OK social justice	29%	(178)	35%	(213)	12%	(72)	8%	(48)	17%	(105)	615
Not OK social justice	11%	(28)	25%	(66)	12%	(32)	23%	(61)	30%	(81)	268
Likely SB viewer	31%	(204)	34%	(223)	11%	(72)	9%	(61)	14%	(91)	652
Unlikely SB viewer	9%	(31)	25%	(84)	11%	(38)	17%	(58)	37%	(122)	334
More likely to watch SB this year	37%	(102)	36%	(99)	10%	(27)	10%	(26)	8%	(21)	276
Less likely to watch SB this year	13%	(31)	24%	(54)	12%	(27)	24%	(56)	26%	(60)	227
Likely host/attend SB party	32%	(62)	36%	(69)	11%	(21)	9%	(17)	12%	(24)	193
Unlikely host/attend SB party	20%	(157)	31%	(239)	12%	(91)	13%	(99)	25%	(193)	780
Watch SB for game	28%	(118)	33%	(139)	12%	(50)	12%	(52)	14%	(60)	419
Watch SB for halftime	43%	(47)	36%	(38)	9%	(10)	6%	(6)	5%	(6)	108
Watch SB for ads	30%	(26)	44%	(37)	12%	(11)	3%	(2)	11%	(9)	85
SB more political	24%	(91)	28%	(107)	12%	(47)	19%	(73)	16%	(60)	377
SB less political	23%	(36)	35%	(54)	19%	(29)	9%	(14)	14%	(21)	154

Continued on next page

**Table MCSP21\_6:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLIX 2015's halftime show, featuring Katy Perry with special guests Lenny Kravitz and Missy Elliott

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	23% (241)	31% (321)	11% (116)	12% (122)	23% (240)	1039
Typically host/attend SB party	33% (82)	35% (88)	10% (24)	11% (28)	12% (29)	251
Typically do not host/attend SB party	20% (159)	30% (233)	12% (92)	12% (93)	27% (211)	787
Usually pays a lot/some attn to ads	27% (200)	36% (264)	12% (89)	10% (72)	14% (105)	730
Usually pays not much/no attn to ads	13% (41)	19% (57)	9% (27)	16% (50)	43% (134)	309
Plan to pay a lot/some attn to ads	28% (189)	38% (250)	12% (82)	8% (53)	14% (90)	664
Plan to pay not much/no attn to ads	14% (52)	19% (71)	9% (34)	18% (68)	40% (149)	375
Pro football fav sport	35% (107)	33% (100)	11% (34)	10% (32)	11% (34)	308
Fav NFL	33% (201)	34% (205)	11% (68)	8% (47)	14% (87)	607
Unfav NFL	8% (19)	30% (67)	16% (36)	26% (58)	20% (46)	225
Fav Goodell	41% (98)	37% (89)	9% (22)	6% (13)	7% (17)	239
Unfav Goodell	17% (42)	31% (76)	16% (40)	19% (47)	17% (42)	247
Fav Chiefs	32% (160)	31% (151)	12% (60)	12% (57)	14% (68)	495
Fav Buccaneers	34% (138)	32% (133)	12% (48)	8% (35)	14% (57)	411
Chiefs fan	31% (125)	33% (133)	12% (48)	12% (47)	12% (50)	403
Buccaneers fan	25% (72)	35% (100)	15% (42)	12% (33)	13% (36)	283
Frequent sports betters	50% (26)	28% (14)	10% (5)	8% (4)	4% (2)	51
Regular sports betters	39% (42)	28% (30)	11% (12)	18% (20)	3% (3)	107
Frequent NFL betters	50% (32)	24% (15)	11% (7)	9% (6)	5% (3)	64
Regular NFL betters	43% (52)	32% (39)	12% (14)	8% (10)	5% (6)	121
Definite SB betters	52% (29)	23% (13)	14% (8)	4% (2)	8% (4)	56
Probable SB betters	38% (64)	31% (52)	11% (19)	13% (21)	8% (13)	169
Believe betting is legal in their state	31% (94)	35% (108)	12% (36)	9% (28)	13% (40)	306
Believe betting is illegal in their state	18% (36)	30% (61)	16% (32)	14% (27)	22% (43)	199
Non-sports fans	17% (50)	23% (70)	9% (27)	14% (43)	37% (113)	303
Gen Z sports fans	33% (33)	31% (31)	12% (12)	10% (9)	14% (14)	99
Millennial sports fans	32% (65)	38% (75)	9% (18)	8% (16)	14% (27)	201
Gen X sports fans	26% (48)	34% (63)	14% (27)	10% (19)	16% (30)	186
Boomer sports fans	18% (39)	36% (79)	14% (30)	13% (30)	20% (44)	222
Sports fans 18-34	32% (68)	36% (79)	10% (21)	9% (19)	13% (29)	216
Sports fans 35-44	32% (37)	35% (40)	12% (13)	8% (9)	13% (15)	114

Continued on next page

**Table MCSP21\_6:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLIX 2015's halftime show, featuring Katy Perry with special guests Lenny Kravitz and Missy Elliott

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	23%	(241)	31%	(321)	11%	(116)	12%	(122)	23%	(240)	1039
Sports fans 45-64	21%	(57)	35%	(95)	14%	(37)	12%	(32)	18%	(49)	270
Sports fans 65+	21%	(28)	28%	(38)	13%	(17)	14%	(19)	24%	(33)	135
Occasional sports betters	30%	(27)	40%	(37)	14%	(13)	5%	(4)	12%	(11)	92
Non-sports betters	20%	(171)	30%	(254)	11%	(92)	12%	(98)	27%	(226)	840
In legal betting states	20%	(72)	31%	(112)	12%	(42)	11%	(41)	26%	(92)	360
Outside legal betting states	25%	(168)	31%	(209)	11%	(74)	12%	(80)	22%	(147)	679
Sports fan In legal betting states 21+	24%	(57)	32%	(77)	13%	(32)	10%	(24)	20%	(48)	237
Sports fan Outside legal betting states 21+	27%	(121)	34%	(151)	12%	(52)	11%	(50)	16%	(72)	446
Likely SB viewer In legal betting states 21+	29%	(61)	36%	(75)	12%	(25)	10%	(21)	13%	(27)	210
Likely SB viewer Outside legal betting states 21+	33%	(129)	33%	(129)	11%	(42)	9%	(35)	15%	(58)	394

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

**Table MCSP21\_7: Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?**  
*Super Bowl XLVIII 2014's halftime show, featuring Bruno Mars with special guest the Red Hot Chili Peppers*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	29%	(298)	30%	(302)	7%	(70)	7%	(66)	27%	(277)	1013
Gender: Male	25%	(122)	34%	(162)	9%	(41)	7%	(34)	25%	(122)	482
Gender: Female	33%	(176)	26%	(140)	5%	(28)	6%	(32)	29%	(155)	531
Age: 18-34	39%	(123)	27%	(84)	8%	(25)	2%	(5)	24%	(75)	313
Age: 35-44	36%	(61)	33%	(56)	4%	(7)	4%	(7)	22%	(38)	169
Age: 45-64	23%	(77)	31%	(106)	8%	(28)	10%	(35)	28%	(97)	343
Age: 65+	20%	(37)	30%	(56)	5%	(10)	10%	(19)	35%	(67)	189
GenZers: 1997-2012	35%	(47)	34%	(45)	6%	(8)	1%	(2)	23%	(30)	132
Millennials: 1981-1996	41%	(119)	26%	(75)	7%	(21)	3%	(9)	23%	(65)	289
GenXers: 1965-1980	30%	(78)	30%	(77)	8%	(20)	7%	(19)	26%	(67)	261
Baby Boomers: 1946-1964	17%	(52)	32%	(97)	6%	(18)	11%	(34)	33%	(99)	300
PID: Dem (no lean)	36%	(143)	31%	(124)	6%	(23)	2%	(9)	25%	(98)	397
PID: Ind (no lean)	28%	(94)	26%	(86)	6%	(21)	8%	(27)	32%	(106)	335
PID: Rep (no lean)	21%	(60)	33%	(93)	9%	(26)	11%	(30)	26%	(72)	281
PID/Gender: Dem Men	36%	(65)	34%	(61)	8%	(14)	2%	(4)	19%	(34)	178
PID/Gender: Dem Women	36%	(79)	29%	(63)	4%	(9)	2%	(5)	29%	(65)	219
PID/Gender: Ind Men	20%	(30)	29%	(44)	9%	(14)	12%	(18)	31%	(48)	154
PID/Gender: Ind Women	35%	(64)	23%	(42)	4%	(8)	5%	(9)	32%	(58)	180
PID/Gender: Rep Men	18%	(26)	38%	(57)	9%	(13)	8%	(12)	27%	(40)	149
PID/Gender: Rep Women	26%	(34)	27%	(36)	9%	(12)	14%	(18)	24%	(32)	132
Ideo: Liberal (1-3)	40%	(111)	27%	(74)	6%	(17)	3%	(8)	24%	(67)	277
Ideo: Moderate (4)	29%	(84)	35%	(101)	6%	(18)	4%	(12)	27%	(78)	293
Ideo: Conservative (5-7)	22%	(68)	29%	(89)	9%	(26)	14%	(44)	26%	(78)	304
Educ: < College	29%	(201)	27%	(189)	7%	(51)	7%	(46)	30%	(207)	695
Educ: Bachelors degree	30%	(59)	37%	(74)	6%	(11)	6%	(11)	22%	(43)	198
Educ: Post-grad	32%	(38)	33%	(39)	6%	(7)	7%	(9)	22%	(27)	120
Income: Under 50k	28%	(152)	27%	(146)	7%	(38)	8%	(42)	31%	(171)	549
Income: 50k-100k	32%	(100)	31%	(95)	7%	(20)	6%	(19)	24%	(75)	309
Income: 100k+	30%	(46)	39%	(61)	7%	(11)	4%	(6)	19%	(30)	154
Ethnicity: White	26%	(204)	31%	(247)	6%	(51)	8%	(61)	29%	(225)	788
Ethnicity: Hispanic	36%	(61)	31%	(53)	7%	(12)	—	(1)	25%	(43)	171

Continued on next page

**Table MCSP21\_7:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLVIII 2014's halftime show, featuring Bruno Mars with special guest the Red Hot Chili Peppers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	29% (298)	30% (302)	7% (70)	7% (66)	27% (277)	1013
Ethnicity: Black	46% (55)	28% (33)	5% (6)	2% (2)	19% (23)	119
Ethnicity: Other	36% (38)	21% (22)	13% (13)	3% (3)	27% (29)	106
All Christian	26% (115)	31% (139)	8% (35)	9% (39)	26% (115)	444
All Non-Christian	50% (28)	34% (19)	6% (3)	3% (2)	7% (4)	57
Agnostic/Nothing in particular	30% (78)	25% (65)	5% (13)	4% (9)	36% (92)	257
Something Else	32% (67)	33% (69)	7% (14)	7% (14)	22% (45)	209
Religious Non-Protestant/Catholic	40% (28)	33% (23)	9% (6)	3% (2)	15% (11)	70
Evangelical	26% (76)	30% (85)	9% (26)	12% (34)	23% (65)	286
Non-Evangelical	30% (105)	34% (118)	6% (21)	5% (19)	25% (86)	349
Community: Urban	43% (110)	27% (68)	5% (13)	6% (14)	20% (51)	257
Community: Suburban	23% (115)	35% (173)	7% (32)	7% (33)	28% (139)	493
Community: Rural	28% (73)	23% (61)	9% (24)	7% (19)	33% (86)	264
Employ: Private Sector	34% (97)	32% (92)	8% (22)	6% (17)	20% (56)	283
Employ: Government	40% (28)	29% (20)	10% (7)	4% (3)	17% (12)	69
Employ: Self-Employed	35% (26)	25% (19)	3% (2)	10% (8)	27% (21)	76
Employ: Homemaker	45% (35)	16% (12)	6% (4)	9% (7)	24% (19)	78
Employ: Student	29% (16)	38% (20)	6% (3)	2% (1)	24% (13)	54
Employ: Retired	17% (39)	31% (74)	7% (16)	9% (20)	37% (86)	235
Employ: Unemployed	25% (34)	32% (43)	4% (5)	5% (6)	35% (47)	135
Employ: Other	29% (24)	27% (23)	12% (10)	5% (4)	27% (23)	83
Military HH: Yes	22% (37)	28% (45)	6% (9)	10% (16)	34% (57)	164
Military HH: No	31% (261)	30% (257)	7% (60)	6% (50)	26% (220)	849
RD/WT: Right Direction	37% (147)	26% (104)	6% (24)	4% (17)	26% (103)	395
RD/WT: Wrong Track	24% (151)	32% (198)	7% (45)	8% (50)	28% (174)	618
Biden Job Approve	36% (209)	31% (182)	6% (38)	3% (19)	24% (138)	586
Biden Job Disapprove	20% (63)	29% (92)	8% (26)	14% (43)	29% (90)	313
Biden Job Strongly Approve	37% (138)	28% (103)	7% (27)	3% (12)	25% (91)	371
Biden Job Somewhat Approve	33% (72)	36% (78)	5% (11)	3% (7)	22% (47)	215
Biden Job Somewhat Disapprove	25% (22)	30% (26)	11% (9)	7% (6)	28% (24)	87
Biden Job Strongly Disapprove	18% (41)	29% (66)	7% (16)	17% (38)	29% (66)	227

Continued on next page

**Table MCSP21\_7:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLVIII 2014's halftime show, featuring Bruno Mars with special guest the Red Hot Chili Peppers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	29% (298)	30% (302)	7% (70)	7% (66)	27% (277)	1013
Favorable of Biden	37% (228)	31% (186)	6% (38)	3% (17)	23% (140)	609
Unfavorable of Biden	17% (58)	31% (104)	8% (28)	14% (46)	30% (102)	338
Very Favorable of Biden	41% (147)	26% (92)	8% (27)	3% (10)	22% (80)	356
Somewhat Favorable of Biden	32% (81)	37% (94)	4% (10)	3% (7)	24% (60)	252
Somewhat Unfavorable of Biden	25% (19)	32% (25)	12% (9)	6% (5)	25% (19)	77
Very Unfavorable of Biden	15% (39)	30% (79)	7% (19)	16% (41)	32% (83)	261
#1 Issue: Economy	31% (125)	28% (114)	8% (34)	6% (24)	26% (103)	399
#1 Issue: Security	22% (27)	30% (37)	11% (13)	12% (14)	26% (31)	122
#1 Issue: Health Care	32% (59)	31% (55)	4% (7)	5% (9)	29% (52)	181
#1 Issue: Medicare / Social Security	21% (23)	39% (43)	4% (5)	8% (8)	29% (32)	112
#1 Issue: Education	30% (17)	32% (17)	6% (3)	6% (3)	27% (15)	55
#1 Issue: Other	24% (15)	24% (14)	6% (4)	10% (6)	37% (23)	61
2020 Vote: Joe Biden	36% (174)	31% (149)	8% (37)	2% (12)	24% (114)	485
2020 Vote: Donald Trump	22% (67)	32% (98)	7% (22)	13% (39)	27% (84)	310
2020 Vote: Didn't Vote	29% (56)	25% (48)	4% (7)	7% (14)	35% (67)	193
2018 House Vote: Democrat	33% (109)	32% (106)	8% (25)	3% (10)	24% (78)	327
2018 House Vote: Republican	21% (51)	29% (72)	9% (22)	14% (35)	27% (66)	247
2016 Vote: Hillary Clinton	32% (106)	34% (111)	7% (22)	3% (8)	25% (81)	328
2016 Vote: Donald Trump	21% (57)	31% (83)	7% (19)	14% (38)	27% (73)	271
2016 Vote: Other	29% (15)	21% (11)	9% (5)	12% (6)	28% (15)	53
2016 Vote: Didn't Vote	33% (118)	27% (97)	7% (24)	4% (14)	30% (108)	360
Voted in 2014: Yes	27% (143)	29% (152)	8% (43)	9% (49)	27% (144)	531
Voted in 2014: No	32% (155)	31% (150)	5% (26)	4% (18)	27% (132)	482
4-Region: Northeast	31% (54)	29% (50)	11% (19)	7% (12)	22% (38)	173
4-Region: Midwest	31% (66)	30% (64)	7% (14)	7% (15)	26% (55)	215
4-Region: South	31% (115)	30% (110)	4% (16)	7% (28)	27% (102)	370
4-Region: West	25% (63)	31% (78)	8% (20)	4% (11)	32% (82)	254
Sports fan	34% (230)	36% (245)	7% (51)	5% (38)	18% (122)	686
Avid sports fan	43% (98)	34% (77)	5% (12)	5% (12)	13% (29)	228
Casual sports fan	29% (133)	37% (167)	8% (39)	5% (25)	20% (93)	457

Continued on next page



**Table MCSP21\_7:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLVIII 2014's halftime show, featuring Bruno Mars with special guest the Red Hot Chili Peppers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	29% (298)	30% (302)	7% (70)	7% (66)	27% (277)	1013
Football fan	33% (215)	36% (232)	8% (48)	5% (31)	18% (115)	641
Avid football fan	38% (111)	37% (108)	9% (27)	4% (13)	12% (34)	293
Casual football fan	30% (104)	35% (123)	6% (22)	5% (19)	23% (81)	349
NFL fan	35% (216)	36% (222)	7% (46)	5% (32)	17% (106)	623
Avid NFL fan	39% (108)	36% (101)	8% (21)	5% (13)	13% (36)	279
Casual NFL fan	32% (109)	35% (121)	7% (25)	6% (20)	20% (70)	344
Watched SB last year	37% (191)	35% (182)	8% (40)	4% (22)	16% (80)	515
Didn't watch SB last year	22% (107)	24% (120)	6% (30)	9% (45)	39% (196)	498
OK brands get political	44% (158)	27% (98)	4% (15)	4% (13)	21% (75)	358
Not OK brands get political	22% (114)	32% (162)	8% (43)	9% (46)	28% (144)	509
OK social justice	37% (227)	32% (192)	8% (48)	3% (20)	20% (123)	610
Not OK social justice	19% (50)	29% (77)	6% (17)	14% (37)	32% (86)	266
Likely SB viewer	38% (227)	37% (223)	6% (39)	4% (25)	15% (88)	601
Unlikely SB viewer	18% (64)	21% (74)	8% (28)	11% (40)	42% (152)	358
More likely to watch SB this year	45% (119)	39% (101)	3% (8)	4% (10)	9% (24)	261
Less likely to watch SB this year	26% (54)	26% (55)	11% (23)	13% (27)	25% (53)	212
Likely host/attend SB party	45% (83)	36% (66)	6% (10)	3% (6)	11% (20)	186
Unlikely host/attend SB party	26% (199)	30% (223)	7% (54)	8% (60)	29% (220)	756
Watch SB for game	33% (124)	39% (147)	8% (29)	5% (20)	14% (53)	372
Watch SB for halftime	58% (63)	31% (34)	2% (3)	3% (3)	5% (5)	108
Watch SB for ads	39% (36)	42% (39)	8% (7)	1% (1)	10% (9)	93
SB more political	33% (125)	34% (129)	7% (28)	8% (30)	17% (65)	377
SB less political	35% (52)	32% (48)	12% (18)	5% (7)	16% (24)	149
Typically host/attend SB party	44% (116)	37% (98)	5% (13)	4% (11)	9% (25)	263
Typically do not host/attend SB party	24% (182)	27% (204)	8% (56)	7% (55)	34% (252)	750
Usually pays a lot/some attn to ads	38% (257)	36% (245)	6% (44)	5% (31)	16% (108)	685
Usually pays not much/no attn to ads	12% (41)	18% (57)	8% (26)	11% (35)	51% (168)	328
Plan to pay a lot/some attn to ads	39% (243)	36% (225)	7% (41)	4% (23)	15% (92)	624
Plan to pay not much/no attn to ads	14% (55)	20% (78)	7% (29)	11% (44)	47% (184)	389
Pro football fav sport	40% (111)	36% (101)	5% (14)	5% (13)	14% (39)	278

Continued on next page

**Table MCSP21\_7:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLVIII 2014's halftime show, featuring Bruno Mars with special guest the Red Hot Chili Peppers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	29% (298)	30% (302)	7% (70)	7% (66)	27% (277)	1013
Fav NFL	38% (217)	35% (197)	7% (39)	5% (26)	15% (87)	566
Unfav NFL	21% (44)	27% (58)	11% (23)	13% (28)	28% (60)	214
Fav Goodell	42% (96)	44% (101)	3% (7)	4% (10)	7% (16)	230
Unfav Goodell	25% (52)	30% (62)	14% (29)	11% (23)	19% (38)	204
Fav Chiefs	36% (164)	38% (176)	6% (27)	7% (30)	14% (64)	461
Fav Buccaneers	37% (140)	38% (144)	6% (24)	5% (20)	13% (50)	378
Chiefs fan	34% (127)	37% (141)	10% (37)	6% (22)	13% (50)	378
Buccaneers fan	37% (99)	35% (94)	6% (17)	6% (15)	16% (43)	268
Frequent sports betters	47% (24)	27% (14)	16% (9)	5% (2)	5% (3)	52
Regular sports betters	49% (54)	28% (31)	10% (11)	3% (4)	9% (10)	109
Frequent NFL betters	42% (26)	30% (18)	15% (9)	3% (2)	10% (6)	62
Regular NFL betters	45% (54)	27% (33)	14% (18)	3% (3)	11% (14)	122
Definite SB betters	58% (36)	25% (15)	6% (4)	4% (2)	8% (5)	62
Probable SB betters	46% (76)	35% (58)	8% (13)	2% (3)	10% (16)	166
Believe betting is legal in their state	36% (106)	35% (103)	9% (28)	5% (14)	15% (44)	295
Believe betting is illegal in their state	30% (53)	27% (48)	5% (9)	9% (16)	28% (49)	175
Non-sports fans	21% (68)	18% (58)	6% (19)	9% (29)	47% (155)	327
Gen Z sports fans	41% (36)	42% (37)	4% (3)	2% (2)	11% (9)	86
Millennial sports fans	45% (92)	29% (58)	7% (14)	2% (5)	16% (33)	202
Gen X sports fans	33% (59)	35% (62)	10% (17)	5% (9)	16% (28)	177
Boomer sports fans	21% (41)	41% (82)	7% (14)	10% (20)	21% (42)	199
Sports fans 18-34	43% (91)	32% (67)	7% (14)	1% (2)	17% (35)	210
Sports fans 35-44	43% (51)	37% (44)	5% (5)	4% (5)	11% (13)	118
Sports fans 45-64	26% (61)	37% (86)	11% (25)	8% (19)	18% (41)	232
Sports fans 65+	22% (27)	38% (48)	5% (7)	9% (11)	26% (33)	126
Occasional sports betters	33% (33)	38% (39)	14% (14)	— (0)	14% (14)	101
Non-sports betters	26% (211)	29% (233)	5% (44)	8% (63)	31% (252)	803
In legal betting states	29% (110)	27% (102)	8% (29)	6% (23)	30% (112)	376
Outside legal betting states	29% (188)	32% (201)	6% (41)	7% (43)	26% (164)	637

Continued on next page

**Table MCSP21\_7:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLVIII 2014's halftime show, featuring Bruno Mars with special guest the Red Hot Chili Peppers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	29% (298)	30% (302)	7% (70)	7% (66)	27% (277)	1013
Sports fan In legal betting states 21+	36% (81)	32% (72)	9% (20)	5% (12)	18% (41)	226
Sports fan Outside legal betting states 21+	31% (129)	37% (152)	7% (29)	6% (25)	19% (81)	416
Likely SB viewer In legal betting states 21+	40% (81)	33% (66)	10% (20)	5% (10)	13% (27)	204
Likely SB viewer Outside legal betting states 21+	35% (127)	39% (143)	5% (19)	4% (15)	16% (59)	363

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

**Table MCSP21\_8:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLVII 2013's halftime show, featuring Beyoncé; with special guest Destiny's Child &

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	29%	(296)	26%	(266)	10%	(107)	13%	(134)	22%	(224)	1027
Gender: Male	29%	(139)	25%	(123)	13%	(65)	14%	(67)	19%	(90)	484
Gender: Female	29%	(157)	26%	(143)	8%	(42)	12%	(67)	25%	(133)	543
Age: 18-34	41%	(132)	25%	(82)	9%	(29)	6%	(21)	19%	(62)	326
Age: 35-44	35%	(53)	30%	(47)	8%	(12)	9%	(14)	19%	(29)	155
Age: 45-64	22%	(78)	21%	(73)	14%	(51)	18%	(63)	25%	(90)	355
Age: 65+	17%	(32)	34%	(65)	8%	(15)	19%	(36)	22%	(43)	192
GenZers: 1997-2012	44%	(78)	23%	(40)	10%	(17)	3%	(6)	20%	(35)	176
Millennials: 1981-1996	36%	(91)	29%	(75)	8%	(21)	8%	(21)	18%	(47)	255
GenXers: 1965-1980	28%	(67)	19%	(46)	12%	(28)	20%	(49)	21%	(51)	241
Baby Boomers: 1946-1964	18%	(58)	28%	(91)	12%	(38)	17%	(55)	25%	(81)	323
PID: Dem (no lean)	40%	(178)	31%	(139)	9%	(39)	4%	(19)	16%	(73)	449
PID: Ind (no lean)	24%	(76)	21%	(66)	11%	(34)	17%	(53)	27%	(85)	313
PID: Rep (no lean)	16%	(42)	23%	(61)	13%	(34)	23%	(61)	25%	(66)	264
PID/Gender: Dem Men	42%	(83)	29%	(58)	13%	(27)	3%	(6)	13%	(26)	200
PID/Gender: Dem Women	38%	(95)	33%	(81)	5%	(12)	5%	(13)	19%	(47)	249
PID/Gender: Ind Men	21%	(33)	22%	(33)	14%	(21)	21%	(32)	22%	(33)	153
PID/Gender: Ind Women	27%	(43)	20%	(32)	8%	(12)	13%	(21)	32%	(51)	161
PID/Gender: Rep Men	17%	(23)	24%	(32)	13%	(17)	22%	(29)	23%	(31)	132
PID/Gender: Rep Women	14%	(19)	22%	(29)	13%	(17)	24%	(32)	27%	(35)	133
Ideo: Liberal (1-3)	36%	(122)	28%	(95)	8%	(27)	5%	(16)	22%	(74)	334
Ideo: Moderate (4)	31%	(83)	29%	(79)	10%	(27)	9%	(25)	20%	(55)	270
Ideo: Conservative (5-7)	17%	(50)	21%	(61)	14%	(40)	29%	(84)	19%	(55)	290
Educ: < College	30%	(218)	26%	(188)	10%	(70)	12%	(87)	22%	(160)	723
Educ: Bachelors degree	23%	(44)	23%	(44)	13%	(25)	17%	(31)	23%	(44)	188
Educ: Post-grad	30%	(35)	29%	(34)	10%	(11)	14%	(16)	18%	(20)	116
Income: Under 50k	28%	(157)	24%	(135)	10%	(58)	14%	(77)	24%	(132)	559
Income: 50k-100k	32%	(104)	27%	(89)	12%	(40)	11%	(36)	18%	(60)	329
Income: 100k+	25%	(35)	31%	(43)	6%	(9)	15%	(21)	22%	(31)	139
Ethnicity: White	22%	(174)	28%	(215)	11%	(84)	16%	(121)	24%	(184)	778
Ethnicity: Hispanic	44%	(74)	30%	(51)	8%	(13)	4%	(7)	13%	(22)	168

Continued on next page

**Table MCSP21\_8:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLVII 2013's halftime show, featuring Beyoncé; with special guest Destiny's Child &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	29% (296)	26% (266)	10% (107)	13% (134)	22% (224)	1027
Ethnicity: Black	58% (86)	16% (23)	8% (12)	4% (6)	14% (21)	148
Ethnicity: Other	36% (36)	28% (28)	10% (10)	7% (7)	18% (18)	101
All Christian	23% (98)	25% (109)	12% (53)	18% (75)	22% (96)	431
All Non-Christian	47% (25)	27% (14)	10% (5)	6% (3)	10% (6)	54
Atheist	28% (16)	40% (23)	3% (2)	7% (4)	22% (13)	57
Agnostic/Nothing in particular	29% (89)	24% (74)	9% (29)	10% (32)	27% (81)	304
Something Else	38% (68)	26% (47)	10% (18)	11% (19)	16% (29)	181
Religious Non-Protestant/Catholic	40% (27)	23% (15)	14% (10)	5% (3)	18% (12)	67
Evangelical	25% (67)	26% (69)	12% (30)	18% (47)	19% (49)	263
Non-Evangelical	29% (97)	26% (85)	11% (36)	14% (45)	20% (68)	331
Community: Urban	38% (107)	25% (70)	11% (31)	8% (23)	18% (51)	281
Community: Suburban	27% (135)	28% (139)	11% (55)	12% (60)	22% (107)	495
Community: Rural	22% (55)	23% (58)	8% (21)	20% (51)	26% (66)	250
Employ: Private Sector	29% (85)	25% (73)	15% (42)	9% (27)	21% (61)	289
Employ: Government	36% (21)	21% (12)	14% (8)	18% (11)	11% (7)	57
Employ: Self-Employed	37% (31)	24% (20)	13% (11)	13% (11)	13% (11)	82
Employ: Homemaker	26% (19)	21% (15)	10% (7)	20% (14)	23% (16)	72
Employ: Student	50% (35)	30% (21)	1% (1)	2% (1)	18% (13)	70
Employ: Retired	16% (38)	32% (74)	8% (19)	19% (44)	25% (60)	235
Employ: Unemployed	35% (54)	23% (36)	8% (12)	10% (15)	25% (39)	157
Employ: Other	22% (14)	22% (15)	12% (8)	16% (10)	28% (18)	65
Military HH: Yes	22% (35)	28% (45)	11% (17)	19% (30)	21% (33)	160
Military HH: No	30% (261)	26% (222)	10% (89)	12% (104)	22% (191)	867
RD/WT: Right Direction	36% (153)	30% (124)	10% (44)	5% (20)	19% (78)	420
RD/WT: Wrong Track	24% (143)	23% (142)	10% (63)	19% (114)	24% (145)	606
Biden Job Approve	37% (231)	30% (189)	10% (63)	5% (33)	18% (114)	629
Biden Job Disapprove	14% (41)	19% (57)	13% (39)	30% (90)	25% (74)	301

Continued on next page

**Table MCSP21\_8:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLVII 2013's halftime show, featuring Beyoncé; with special guest Destiny's Child &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	29% (296)	26% (266)	10% (107)	13% (134)	22% (224)	1027
Biden Job Strongly Approve	40% (159)	27% (109)	9% (37)	5% (19)	18% (72)	396
Biden Job Somewhat Approve	31% (71)	34% (80)	11% (26)	6% (14)	18% (42)	234
Biden Job Somewhat Disapprove	7% (5)	32% (22)	21% (15)	14% (10)	27% (19)	70
Biden Job Strongly Disapprove	16% (37)	15% (34)	11% (24)	35% (80)	24% (55)	231
Favorable of Biden	39% (247)	30% (187)	8% (52)	5% (31)	18% (115)	633
Unfavorable of Biden	11% (34)	19% (61)	14% (46)	31% (99)	24% (77)	317
Very Favorable of Biden	41% (162)	29% (114)	8% (32)	5% (18)	17% (65)	390
Somewhat Favorable of Biden	35% (86)	30% (73)	8% (20)	5% (13)	21% (51)	243
Somewhat Unfavorable of Biden	10% (7)	27% (19)	23% (17)	18% (13)	22% (16)	71
Very Unfavorable of Biden	11% (27)	17% (42)	12% (29)	35% (86)	25% (61)	245
#1 Issue: Economy	28% (114)	27% (110)	13% (51)	13% (51)	20% (79)	405
#1 Issue: Security	28% (35)	16% (19)	15% (18)	25% (31)	17% (21)	124
#1 Issue: Health Care	38% (75)	22% (44)	6% (12)	9% (18)	25% (48)	197
#1 Issue: Medicare / Social Security	14% (16)	31% (33)	5% (6)	19% (20)	31% (33)	108
#1 Issue: Other	23% (18)	30% (23)	13% (10)	12% (9)	22% (17)	76
2020 Vote: Joe Biden	36% (190)	30% (158)	10% (52)	6% (30)	19% (99)	529
2020 Vote: Donald Trump	11% (31)	23% (66)	13% (39)	29% (84)	24% (70)	289
2020 Vote: Didn't Vote	38% (68)	20% (36)	7% (12)	9% (16)	26% (45)	176
2018 House Vote: Democrat	34% (121)	28% (97)	11% (40)	6% (21)	20% (71)	350
2018 House Vote: Republican	10% (24)	23% (55)	15% (36)	31% (73)	20% (47)	234
2016 Vote: Hillary Clinton	32% (110)	31% (104)	12% (39)	6% (20)	19% (66)	339
2016 Vote: Donald Trump	15% (39)	21% (55)	14% (38)	30% (81)	20% (54)	268
2016 Vote: Didn't Vote	36% (135)	26% (95)	7% (25)	7% (27)	24% (90)	372
Voted in 2014: Yes	22% (119)	27% (148)	13% (71)	17% (94)	20% (108)	540
Voted in 2014: No	36% (177)	24% (118)	7% (36)	8% (40)	24% (116)	486
4-Region: Northeast	31% (54)	24% (41)	7% (13)	13% (23)	24% (42)	172
4-Region: Midwest	27% (54)	24% (47)	13% (26)	19% (38)	18% (36)	201
4-Region: South	30% (120)	25% (101)	9% (36)	13% (51)	23% (91)	398
4-Region: West	27% (69)	30% (78)	12% (32)	9% (22)	21% (55)	255
Sports fan	31% (226)	31% (223)	12% (85)	11% (83)	14% (104)	720

Continued on next page

**Table MCSP21\_8:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLVII 2013's halftime show, featuring Beyoncé; with special guest Destiny's Child &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	29% (296)	26% (266)	10% (107)	13% (134)	22% (224)	1027
Avid sports fan	38% (80)	30% (63)	9% (19)	14% (29)	10% (20)	212
Casual sports fan	29% (146)	31% (160)	13% (65)	11% (53)	16% (84)	509
Football fan	33% (224)	30% (204)	11% (76)	12% (81)	14% (96)	682
Avid football fan	38% (101)	32% (83)	10% (28)	11% (30)	8% (21)	263
Casual football fan	29% (123)	29% (122)	12% (49)	12% (51)	18% (75)	419
NFL fan	32% (208)	31% (203)	12% (76)	11% (73)	14% (91)	651
Avid NFL fan	35% (87)	33% (81)	12% (30)	11% (27)	9% (21)	245
Casual NFL fan	30% (121)	30% (122)	11% (46)	12% (47)	17% (70)	405
Watched SB last year	33% (166)	31% (158)	11% (59)	12% (60)	13% (68)	511
Didn't watch SB last year	25% (130)	21% (108)	9% (48)	14% (74)	30% (155)	515
OK brands get political	41% (157)	33% (126)	8% (29)	3% (12)	16% (62)	386
Not OK brands get political	22% (111)	23% (115)	13% (66)	22% (108)	20% (100)	500
OK social justice	37% (233)	30% (188)	10% (64)	6% (38)	16% (100)	623
Not OK social justice	17% (46)	17% (45)	13% (35)	29% (78)	24% (64)	268
Likely SB viewer	36% (222)	32% (196)	12% (75)	10% (61)	11% (68)	622
Unlikely SB viewer	18% (61)	17% (59)	9% (32)	19% (65)	37% (130)	348
More likely to watch SB this year	41% (113)	35% (95)	7% (20)	9% (24)	9% (24)	277
Less likely to watch SB this year	24% (55)	23% (52)	9% (21)	22% (51)	22% (49)	228
Likely host/attend SB party	45% (80)	33% (58)	11% (20)	7% (12)	5% (8)	179
Unlikely host/attend SB party	25% (198)	26% (200)	10% (75)	15% (116)	24% (190)	780
Watch SB for game	31% (117)	32% (122)	13% (51)	12% (46)	12% (45)	381
Watch SB for halftime	55% (66)	26% (31)	6% (7)	6% (7)	7% (8)	119
Watch SB for ads	35% (33)	36% (34)	12% (11)	6% (6)	10% (9)	93
SB more political	27% (100)	29% (105)	10% (37)	20% (74)	13% (49)	365
SB less political	47% (79)	25% (42)	9% (15)	8% (13)	10% (17)	167
Typically host/attend SB party	38% (99)	36% (94)	9% (23)	10% (25)	8% (21)	262
Typically do not host/attend SB party	26% (197)	23% (172)	11% (84)	14% (108)	27% (203)	764
Usually pays a lot/some attn to ads	33% (227)	31% (215)	12% (80)	11% (76)	13% (88)	686
Usually pays not much/no attn to ads	20% (69)	15% (52)	8% (27)	17% (58)	40% (135)	341
Plan to pay a lot/some attn to ads	36% (226)	31% (195)	12% (75)	8% (53)	13% (83)	631

Continued on next page

**Table MCSP21\_8:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLVII 2013's halftime show, featuring Beyoncé; with special guest Destiny's Child &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	29% (296)	26% (266)	10% (107)	13% (134)	22% (224)	1027
Plan to pay not much/no attn to ads	18% (71)	18% (72)	8% (32)	20% (81)	35% (140)	395
Pro football fav sport	38% (97)	31% (79)	10% (26)	12% (31)	10% (25)	257
Fav NFL	36% (213)	33% (194)	10% (60)	9% (56)	11% (67)	590
Unfav NFL	18% (40)	18% (40)	17% (37)	29% (64)	19% (42)	222
Fav Goodell	42% (98)	36% (84)	8% (18)	8% (18)	5% (13)	232
Unfav Goodell	21% (49)	29% (67)	17% (39)	21% (48)	12% (26)	228
Fav Chiefs	35% (158)	32% (146)	11% (49)	13% (59)	10% (43)	455
Fav Buccaneers	36% (129)	31% (110)	10% (37)	11% (38)	12% (42)	356
Chiefs fan	32% (120)	32% (120)	12% (46)	12% (47)	11% (41)	373
Buccaneers fan	34% (95)	28% (79)	14% (38)	13% (36)	12% (33)	282
Regular sports betters	33% (33)	44% (45)	13% (13)	8% (8)	2% (3)	102
Regular NFL betters	33% (36)	39% (42)	15% (16)	10% (11)	4% (4)	108
Probable SB betters	41% (63)	35% (54)	10% (16)	8% (12)	6% (10)	154
Believe betting is legal in their state	35% (107)	31% (95)	11% (33)	11% (33)	12% (36)	304
Believe betting is illegal in their state	27% (50)	26% (49)	16% (31)	14% (27)	17% (33)	190
Non-sports fans	23% (70)	14% (43)	7% (22)	17% (51)	39% (120)	306
Gen Z sports fans	42% (48)	30% (34)	10% (11)	4% (4)	15% (17)	115
Millennial sports fans	39% (71)	35% (63)	9% (16)	6% (10)	12% (22)	183
Gen X sports fans	32% (55)	21% (37)	14% (24)	18% (32)	15% (26)	175
Boomer sports fans	23% (51)	34% (76)	13% (30)	15% (34)	16% (35)	226
Sports fans 18-34	41% (90)	31% (67)	10% (21)	5% (11)	13% (28)	218
Sports fans 35-44	38% (44)	34% (39)	7% (9)	7% (8)	14% (16)	116
Sports fans 45-64	26% (64)	25% (62)	17% (42)	17% (41)	15% (38)	247
Sports fans 65+	20% (28)	39% (55)	9% (12)	16% (22)	15% (21)	139
Occasional sports betters	37% (34)	23% (21)	18% (16)	10% (9)	11% (10)	91
Non-sports betters	27% (229)	24% (201)	9% (77)	14% (116)	25% (211)	834
In legal betting states	28% (105)	22% (81)	11% (41)	13% (47)	26% (97)	372
Outside legal betting states	29% (191)	28% (185)	10% (65)	13% (87)	19% (127)	654
Sports fan In legal betting states 21+	29% (71)	27% (64)	15% (36)	11% (28)	18% (44)	243
Sports fan Outside legal betting states 21+	32% (133)	32% (135)	11% (46)	13% (54)	13% (53)	422

Continued on next page



**Table MCSP21\_8:** *Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLVII 2013's halftime show, featuring Beyoncé; with special guest Destiny's Child &*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	29% (296)	26% (266)	10% (107)	13% (134)	22% (224)	1027
Likely SB viewer In legal betting states 21+	34% (72)	27% (56)	16% (33)	11% (23)	12% (26)	210
Likely SB viewer Outside legal betting states 21+	35% (129)	33% (123)	11% (41)	10% (37)	11% (39)	369

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

**Table MCSP21\_9:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLVI 2012's halftime show, featuring Madonna with special guests LMFAO, Nicki Minaj, M.I.A. and Cee Lo Green &

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	19%	(180)	25%	(247)	15%	(147)	17%	(161)	24%	(235)	970
Gender: Male	18%	(81)	27%	(125)	18%	(85)	16%	(76)	21%	(95)	462
Gender: Female	20%	(99)	24%	(122)	12%	(61)	17%	(85)	28%	(140)	508
Age: 18-34	24%	(73)	27%	(82)	11%	(33)	14%	(42)	24%	(73)	304
Age: 35-44	23%	(34)	33%	(50)	14%	(21)	9%	(13)	22%	(34)	152
Age: 45-64	18%	(56)	21%	(67)	18%	(58)	19%	(60)	25%	(79)	320
Age: 65+	9%	(17)	25%	(48)	17%	(34)	24%	(46)	26%	(50)	194
GenZers: 1997-2012	24%	(33)	28%	(39)	10%	(14)	11%	(14)	27%	(37)	137
Millennials: 1981-1996	25%	(66)	29%	(79)	13%	(35)	13%	(35)	20%	(54)	269
GenXers: 1965-1980	20%	(48)	21%	(50)	16%	(38)	17%	(41)	25%	(60)	237
Baby Boomers: 1946-1964	10%	(30)	25%	(72)	18%	(53)	21%	(61)	26%	(74)	291
PID: Dem (no lean)	28%	(112)	29%	(117)	16%	(63)	7%	(29)	20%	(78)	399
PID: Ind (no lean)	11%	(33)	23%	(68)	14%	(41)	18%	(52)	34%	(98)	292
PID: Rep (no lean)	13%	(35)	23%	(63)	15%	(42)	29%	(80)	21%	(59)	279
PID/Gender: Dem Men	28%	(52)	30%	(57)	19%	(36)	8%	(14)	15%	(28)	187
PID/Gender: Dem Women	28%	(60)	28%	(60)	13%	(28)	7%	(15)	24%	(51)	213
PID/Gender: Ind Men	7%	(10)	30%	(40)	17%	(23)	19%	(25)	27%	(36)	134
PID/Gender: Ind Women	15%	(23)	17%	(27)	12%	(19)	17%	(27)	39%	(62)	159
PID/Gender: Rep Men	14%	(19)	20%	(28)	19%	(27)	26%	(37)	22%	(31)	142
PID/Gender: Rep Women	12%	(16)	26%	(35)	11%	(15)	32%	(43)	20%	(27)	137
Ideo: Liberal (1-3)	23%	(67)	33%	(95)	15%	(44)	8%	(22)	21%	(62)	290
Ideo: Moderate (4)	17%	(44)	31%	(77)	14%	(34)	15%	(37)	24%	(60)	251
Ideo: Conservative (5-7)	16%	(51)	16%	(49)	17%	(53)	30%	(92)	21%	(65)	310
Educ: < College	20%	(132)	24%	(160)	14%	(91)	16%	(109)	26%	(176)	668
Educ: Bachelors degree	14%	(26)	29%	(57)	18%	(36)	20%	(39)	19%	(38)	196
Educ: Post-grad	21%	(22)	28%	(30)	19%	(20)	12%	(13)	20%	(21)	106
Income: Under 50k	19%	(102)	23%	(120)	12%	(66)	19%	(103)	26%	(140)	530
Income: 50k-100k	19%	(57)	25%	(73)	18%	(54)	14%	(40)	23%	(68)	292
Income: 100k+	15%	(22)	36%	(54)	18%	(27)	12%	(18)	18%	(27)	147
Ethnicity: White	16%	(118)	25%	(188)	14%	(108)	19%	(145)	26%	(197)	756
Ethnicity: Hispanic	33%	(59)	26%	(47)	9%	(15)	14%	(24)	19%	(33)	178

Continued on next page

**Table MCSP21\_9:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLVI 2012's halftime show, featuring Madonna with special guests LMFAO, Nicki Minaj, M.I.A. and Cee Lo Green &

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion	Total N
Adults	19%	(180)	25%	(247)	15%	(147)	17%	(161)	24% (235)	970
Ethnicity: Black	32%	(39)	27%	(33)	18%	(22)	6%	(7)	17% (21)	121
Ethnicity: Other	25%	(24)	29%	(27)	18%	(17)	9%	(9)	19% (17)	93
All Christian	14%	(61)	25%	(110)	16%	(71)	20%	(86)	25% (107)	435
Agnostic/Nothing in particular	19%	(48)	28%	(73)	14%	(35)	10%	(27)	29% (75)	257
Something Else	29%	(52)	15%	(28)	15%	(28)	21%	(38)	20% (36)	183
Religious Non-Protestant/Catholic	24%	(15)	26%	(16)	16%	(10)	15%	(9)	19% (11)	61
Evangelical	22%	(55)	16%	(40)	13%	(32)	26%	(64)	23% (57)	247
Non-Evangelical	16%	(57)	28%	(97)	18%	(64)	16%	(56)	22% (79)	353
Community: Urban	33%	(77)	32%	(75)	12%	(29)	10%	(23)	14% (32)	236
Community: Suburban	15%	(72)	28%	(134)	15%	(73)	17%	(82)	24% (114)	474
Community: Rural	12%	(32)	15%	(39)	17%	(44)	22%	(57)	34% (89)	260
Employ: Private Sector	19%	(51)	28%	(75)	18%	(49)	12%	(31)	23% (62)	268
Employ: Government	20%	(10)	17%	(9)	20%	(10)	29%	(15)	15% (8)	52
Employ: Self-Employed	28%	(15)	25%	(14)	13%	(7)	16%	(9)	18% (10)	54
Employ: Homemaker	32%	(29)	18%	(16)	20%	(18)	16%	(14)	13% (12)	89
Employ: Student	16%	(9)	52%	(30)	6%	(4)	7%	(4)	19% (11)	57
Employ: Retired	9%	(20)	23%	(50)	18%	(39)	23%	(51)	27% (58)	218
Employ: Unemployed	20%	(36)	26%	(46)	7%	(12)	16%	(28)	30% (53)	176
Employ: Other	19%	(11)	13%	(7)	14%	(8)	14%	(8)	40% (22)	56
Military HH: Yes	12%	(18)	30%	(45)	9%	(13)	27%	(39)	22% (32)	147
Military HH: No	20%	(163)	25%	(202)	16%	(134)	15%	(122)	25% (203)	823
RD/WT: Right Direction	26%	(101)	29%	(112)	14%	(54)	11%	(44)	20% (80)	390
RD/WT: Wrong Track	14%	(79)	23%	(136)	16%	(93)	20%	(117)	27% (155)	580
Biden Job Approve	24%	(138)	31%	(174)	15%	(86)	9%	(54)	21% (118)	570
Biden Job Disapprove	10%	(29)	15%	(46)	17%	(50)	33%	(98)	25% (75)	298
Biden Job Strongly Approve	28%	(101)	27%	(99)	16%	(57)	7%	(27)	21% (77)	360
Biden Job Somewhat Approve	18%	(37)	36%	(75)	14%	(29)	13%	(27)	20% (42)	210
Biden Job Somewhat Disapprove	16%	(12)	21%	(16)	21%	(16)	22%	(17)	19% (14)	75
Biden Job Strongly Disapprove	8%	(17)	13%	(30)	15%	(34)	36%	(81)	27% (61)	223

Continued on next page

**Table MCSP21\_9:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLVI 2012's halftime show, featuring Madonna with special guests LMFAO, Nicki Minaj, M.I.A. and Cee Lo Green &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	19% (180)	25% (247)	15% (147)	17% (161)	24% (235)	970
Favorable of Biden	25% (144)	31% (180)	14% (82)	10% (57)	20% (118)	580
Unfavorable of Biden	9% (30)	17% (55)	18% (59)	31% (102)	26% (85)	331
Very Favorable of Biden	31% (108)	26% (90)	16% (54)	10% (34)	18% (62)	348
Somewhat Favorable of Biden	16% (37)	39% (90)	12% (27)	10% (22)	24% (56)	232
Somewhat Unfavorable of Biden	12% (10)	22% (18)	31% (26)	13% (11)	23% (19)	83
Very Unfavorable of Biden	8% (20)	15% (37)	14% (34)	37% (91)	27% (66)	247
#1 Issue: Economy	19% (68)	23% (83)	18% (63)	18% (63)	23% (84)	361
#1 Issue: Security	12% (15)	24% (32)	12% (15)	33% (43)	19% (26)	131
#1 Issue: Health Care	27% (49)	29% (54)	11% (20)	9% (16)	25% (46)	185
#1 Issue: Medicare / Social Security	10% (10)	21% (21)	16% (15)	22% (22)	31% (31)	99
#1 Issue: Other	18% (13)	28% (20)	11% (8)	12% (8)	32% (23)	72
2020 Vote: Joe Biden	26% (117)	30% (136)	17% (77)	8% (37)	20% (90)	457
2020 Vote: Donald Trump	10% (29)	18% (53)	18% (53)	31% (90)	23% (68)	293
2020 Vote: Didn't Vote	18% (34)	27% (51)	7% (13)	14% (26)	34% (65)	190
2018 House Vote: Democrat	23% (75)	30% (97)	19% (60)	9% (27)	19% (60)	319
2018 House Vote: Republican	10% (24)	23% (56)	16% (38)	31% (74)	21% (50)	243
2016 Vote: Hillary Clinton	22% (69)	29% (91)	21% (64)	7% (22)	21% (65)	310
2016 Vote: Donald Trump	10% (26)	19% (50)	16% (42)	35% (92)	21% (56)	264
2016 Vote: Other	18% (11)	23% (14)	13% (8)	17% (10)	29% (18)	61
2016 Vote: Didn't Vote	23% (75)	28% (93)	10% (33)	11% (36)	29% (97)	335
Voted in 2014: Yes	15% (82)	24% (128)	19% (100)	21% (111)	21% (109)	530
Voted in 2014: No	22% (99)	27% (119)	11% (47)	11% (50)	29% (126)	440
4-Region: Northeast	19% (31)	30% (49)	17% (27)	15% (24)	19% (30)	161
4-Region: Midwest	17% (38)	21% (49)	16% (37)	20% (46)	25% (58)	226
4-Region: South	19% (65)	24% (82)	16% (56)	16% (55)	26% (90)	349
4-Region: West	20% (46)	29% (68)	12% (27)	15% (36)	25% (58)	234
Sports fan	21% (136)	29% (193)	18% (119)	15% (98)	17% (109)	654
Avid sports fan	27% (58)	32% (71)	16% (35)	15% (32)	10% (22)	219
Casual sports fan	18% (78)	28% (122)	19% (83)	15% (66)	20% (86)	435
Football fan	21% (132)	29% (183)	18% (111)	16% (101)	16% (99)	627

Continued on next page

**Table MCSP21\_9:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLVI 2012's halftime show, featuring Madonna with special guests LMFAO, Nicki Minaj, M.I.A. and Cee Lo Green &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	19% (180)	25% (247)	15% (147)	17% (161)	24% (235)	970
Avid football fan	26% (75)	31% (89)	17% (50)	14% (39)	11% (32)	286
Casual football fan	17% (57)	28% (94)	18% (61)	18% (62)	20% (67)	340
NFL fan	23% (139)	30% (180)	18% (107)	14% (87)	16% (95)	606
Avid NFL fan	26% (73)	31% (86)	17% (47)	14% (39)	13% (37)	281
Casual NFL fan	20% (66)	29% (94)	18% (60)	15% (48)	18% (58)	325
Watched SB last year	21% (107)	30% (152)	19% (95)	16% (83)	15% (75)	513
Didn't watch SB last year	16% (74)	21% (95)	11% (51)	17% (78)	35% (159)	457
OK brands get political	27% (94)	34% (120)	16% (56)	11% (37)	12% (43)	351
Not OK brands get political	12% (60)	21% (103)	16% (79)	23% (111)	27% (131)	484
OK social justice	23% (135)	32% (186)	15% (90)	13% (74)	17% (100)	585
Not OK social justice	10% (27)	17% (44)	18% (48)	28% (74)	28% (74)	268
Likely SB viewer	24% (138)	30% (173)	18% (104)	14% (81)	14% (80)	575
Unlikely SB viewer	10% (32)	21% (68)	12% (38)	22% (72)	36% (118)	327
More likely to watch SB this year	30% (70)	33% (79)	15% (36)	12% (28)	10% (23)	235
Less likely to watch SB this year	18% (38)	17% (37)	17% (36)	27% (57)	21% (43)	210
Likely host/attend SB party	30% (53)	34% (59)	19% (34)	8% (15)	8% (14)	177
Unlikely host/attend SB party	14% (99)	26% (182)	15% (108)	19% (139)	26% (187)	715
Watch SB for game	22% (87)	32% (128)	18% (74)	16% (63)	13% (53)	405
Watch SB for halftime	36% (30)	26% (22)	15% (13)	13% (11)	10% (8)	85
Watch SB for ads	22% (14)	32% (21)	22% (14)	10% (6)	14% (9)	64
SB more political	23% (78)	23% (77)	16% (53)	24% (82)	14% (48)	338
SB less political	14% (23)	33% (52)	26% (41)	14% (22)	13% (21)	159
Typically host/attend SB party	23% (53)	32% (74)	24% (54)	12% (28)	9% (21)	230
Typically do not host/attend SB party	17% (127)	23% (174)	12% (92)	18% (133)	29% (214)	740
Usually pays a lot/some attn to ads	23% (148)	29% (192)	17% (113)	15% (97)	16% (102)	654
Usually pays not much/no attn to ads	10% (32)	17% (55)	11% (33)	20% (63)	42% (133)	316
Plan to pay a lot/some attn to ads	24% (141)	31% (183)	19% (110)	13% (76)	14% (80)	591
Plan to pay not much/no attn to ads	10% (39)	17% (64)	10% (37)	22% (84)	41% (155)	379
Pro football fav sport	28% (78)	31% (86)	14% (38)	14% (38)	14% (38)	277
Fav NFL	27% (143)	32% (171)	17% (89)	12% (63)	13% (70)	535

Continued on next page

**Table MCSP21\_9:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLVI 2012's halftime show, featuring Madonna with special guests LMFAO, Nicki Minaj, M.I.A. and Cee Lo Green &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	19% (180)	25% (247)	15% (147)	17% (161)	24% (235)	970
Unfav NFL	10% (22)	16% (37)	20% (45)	35% (80)	20% (46)	229
Fav Goodell	36% (82)	32% (74)	14% (31)	11% (25)	7% (16)	227
Unfav Goodell	10% (22)	24% (52)	27% (58)	24% (52)	15% (33)	217
Fav Chiefs	25% (108)	30% (130)	19% (81)	14% (62)	12% (54)	434
Fav Buccaneers	27% (93)	30% (104)	18% (62)	15% (54)	10% (36)	348
Chiefs fan	25% (93)	27% (103)	18% (68)	15% (57)	15% (55)	374
Buccaneers fan	19% (47)	30% (74)	20% (50)	20% (51)	11% (29)	250
Frequent sports betters	48% (24)	22% (11)	15% (7)	12% (6)	3% (1)	50
Regular sports betters	35% (39)	33% (36)	17% (19)	12% (13)	4% (5)	112
Frequent NFL betters	33% (18)	32% (18)	22% (12)	11% (6)	1% (1)	55
Regular NFL betters	34% (39)	30% (34)	19% (21)	10% (11)	7% (9)	115
Definite SB betters	37% (27)	29% (22)	18% (13)	9% (7)	7% (5)	74
Probable SB betters	31% (53)	35% (59)	15% (24)	12% (20)	7% (12)	168
Believe betting is legal in their state	23% (65)	32% (90)	15% (43)	16% (46)	14% (41)	284
Believe betting is illegal in their state	16% (27)	23% (40)	20% (35)	22% (38)	18% (32)	172
Non-sports fans	14% (44)	17% (54)	9% (28)	20% (63)	40% (126)	316
Gen Z sports fans	25% (19)	34% (25)	16% (12)	8% (6)	17% (13)	75
Millennial sports fans	28% (53)	33% (63)	14% (27)	11% (20)	13% (25)	188
Gen X sports fans	22% (35)	24% (39)	20% (32)	17% (26)	17% (28)	160
Boomer sports fans	12% (25)	29% (59)	21% (42)	20% (41)	19% (39)	206
Sports fans 18-34	27% (48)	31% (57)	15% (27)	11% (20)	15% (28)	181
Sports fans 35-44	28% (31)	36% (41)	15% (17)	6% (7)	15% (17)	113
Sports fans 45-64	19% (43)	25% (55)	20% (45)	20% (44)	16% (37)	224
Sports fans 65+	10% (14)	29% (40)	21% (29)	19% (26)	20% (28)	137
Occasional sports betters	14% (12)	33% (28)	22% (19)	18% (15)	13% (11)	85
Non-sports betters	17% (130)	24% (183)	14% (109)	17% (133)	28% (219)	774
In legal betting states	18% (64)	29% (104)	14% (50)	16% (58)	24% (85)	361
Outside legal betting states	19% (117)	23% (143)	16% (97)	17% (103)	25% (150)	609
Sports fan In legal betting states 21+	23% (53)	30% (69)	17% (39)	15% (33)	15% (33)	227
Sports fan Outside legal betting states 21+	18% (72)	29% (113)	19% (75)	15% (59)	18% (70)	390

Continued on next page

**Table MCSP21\_9:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLVI 2012's halftime show, featuring Madonna with special guests LMFAO, Nicki Minaj, M.I.A. and Cee Lo Green &

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	19%	(180)	25%	(247)	15%	(147)	17%	(161)	24%	(235)	970
Likely SB viewer In legal betting states 21+	26%	(50)	32%	(62)	18%	(35)	12%	(23)	13%	(25)	195
Likely SB viewer Outside legal betting states 21+	21%	(73)	29%	(101)	19%	(65)	16%	(53)	15%	(51)	344

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

**Table MCSP21\_10:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLV 2011's halftime show, featuring The Black Eyed Peas with special guests Usher and Slash &

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	27%	(264)	27%	(263)	9%	(90)	10%	(101)	28%	(273)	992
Gender: Male	25%	(123)	27%	(129)	10%	(49)	11%	(54)	26%	(128)	483
Gender: Female	28%	(142)	26%	(134)	8%	(40)	9%	(47)	29%	(145)	508
Age: 18-34	35%	(98)	26%	(74)	10%	(27)	7%	(20)	22%	(64)	284
Age: 35-44	34%	(53)	29%	(46)	9%	(14)	5%	(8)	23%	(36)	157
Age: 45-64	26%	(89)	23%	(78)	8%	(28)	11%	(38)	31%	(106)	339
Age: 65+	11%	(24)	31%	(65)	10%	(21)	16%	(34)	32%	(67)	212
GenZers: 1997-2012	33%	(41)	23%	(29)	9%	(11)	9%	(11)	25%	(31)	124
Millennials: 1981-1996	36%	(95)	29%	(75)	10%	(27)	5%	(13)	20%	(52)	262
GenXers: 1965-1980	28%	(71)	27%	(67)	8%	(19)	8%	(20)	30%	(75)	252
Baby Boomers: 1946-1964	17%	(53)	26%	(83)	9%	(27)	15%	(48)	33%	(103)	313
PID: Dem (no lean)	34%	(139)	31%	(126)	7%	(29)	6%	(25)	21%	(85)	404
PID: Ind (no lean)	20%	(58)	25%	(75)	8%	(23)	12%	(35)	36%	(106)	296
PID: Rep (no lean)	23%	(67)	21%	(63)	13%	(38)	14%	(42)	28%	(82)	292
PID/Gender: Dem Men	34%	(64)	32%	(59)	9%	(16)	7%	(14)	18%	(33)	187
PID/Gender: Dem Women	35%	(75)	31%	(67)	6%	(12)	5%	(11)	24%	(52)	217
PID/Gender: Ind Men	16%	(22)	25%	(36)	11%	(16)	14%	(20)	34%	(48)	142
PID/Gender: Ind Women	23%	(35)	25%	(39)	5%	(7)	9%	(14)	38%	(58)	154
PID/Gender: Rep Men	23%	(36)	22%	(34)	11%	(17)	13%	(20)	30%	(47)	155
PID/Gender: Rep Women	23%	(31)	21%	(29)	15%	(21)	16%	(21)	26%	(35)	137
Ideo: Liberal (1-3)	30%	(87)	34%	(97)	6%	(17)	6%	(18)	24%	(68)	289
Ideo: Moderate (4)	25%	(72)	31%	(87)	7%	(21)	7%	(19)	30%	(84)	282
Ideo: Conservative (5-7)	25%	(76)	18%	(57)	13%	(40)	19%	(57)	25%	(78)	308
Educ: < College	28%	(192)	25%	(169)	9%	(58)	10%	(71)	28%	(188)	677
Educ: Bachelors degree	23%	(47)	31%	(63)	9%	(18)	11%	(22)	27%	(55)	205
Educ: Post-grad	23%	(25)	29%	(31)	12%	(13)	8%	(8)	28%	(31)	109
Income: Under 50k	25%	(139)	24%	(129)	8%	(45)	13%	(69)	30%	(164)	546
Income: 50k-100k	28%	(86)	28%	(87)	9%	(28)	8%	(25)	27%	(83)	309
Income: 100k+	29%	(39)	34%	(47)	12%	(16)	6%	(8)	19%	(26)	137
Ethnicity: White	24%	(179)	26%	(195)	9%	(68)	11%	(82)	31%	(236)	761
Ethnicity: Hispanic	48%	(70)	23%	(34)	5%	(7)	9%	(13)	15%	(21)	144

Continued on next page



**Table MCSP21\_10:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLV 2011's halftime show, featuring The Black Eyed Peas with special guests Usher and Slash &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	27% (264)	27% (263)	9% (90)	10% (101)	28% (273)	992
Ethnicity: Black	45% (63)	23% (32)	10% (14)	7% (10)	15% (22)	141
Ethnicity: Other	25% (22)	40% (36)	8% (7)	10% (9)	17% (15)	90
All Christian	22% (95)	28% (123)	10% (45)	12% (55)	28% (123)	441
All Non-Christian	46% (25)	31% (17)	2% (1)	6% (4)	15% (8)	55
Atheist	17% (9)	27% (15)	13% (8)	11% (6)	32% (18)	57
Agnostic/Nothing in particular	29% (80)	24% (66)	8% (22)	7% (18)	33% (91)	277
Something Else	34% (55)	26% (42)	9% (14)	11% (18)	20% (32)	162
Religious Non-Protestant/Catholic	43% (26)	30% (18)	3% (2)	6% (4)	18% (11)	60
Evangelical	23% (56)	23% (55)	10% (26)	15% (36)	30% (74)	246
Non-Evangelical	26% (91)	31% (108)	9% (32)	11% (37)	22% (78)	347
Community: Urban	33% (89)	29% (78)	10% (27)	8% (21)	21% (57)	272
Community: Suburban	27% (126)	28% (131)	9% (42)	9% (43)	27% (129)	470
Community: Rural	20% (49)	22% (55)	8% (21)	15% (37)	35% (87)	250
Employ: Private Sector	30% (91)	29% (88)	7% (21)	8% (25)	26% (79)	305
Employ: Self-Employed	25% (19)	24% (17)	5% (4)	16% (12)	29% (21)	73
Employ: Homemaker	35% (25)	14% (10)	12% (9)	7% (5)	32% (23)	71
Employ: Student	47% (28)	19% (11)	13% (8)	6% (3)	16% (9)	60
Employ: Retired	13% (28)	31% (70)	10% (23)	14% (32)	32% (70)	223
Employ: Unemployed	27% (41)	29% (45)	6% (9)	12% (19)	26% (40)	154
Employ: Other	36% (21)	18% (10)	9% (5)	1% (1)	36% (21)	58
Military HH: Yes	23% (37)	24% (38)	11% (17)	13% (20)	29% (45)	158
Military HH: No	27% (227)	27% (225)	9% (73)	10% (81)	27% (228)	834
RD/WT: Right Direction	29% (118)	28% (115)	9% (36)	6% (24)	27% (111)	403
RD/WT: Wrong Track	25% (147)	25% (149)	9% (54)	13% (77)	28% (162)	589
Biden Job Approve	32% (191)	30% (175)	8% (47)	7% (40)	23% (135)	588
Biden Job Disapprove	18% (56)	21% (65)	12% (38)	17% (53)	31% (94)	305
Biden Job Strongly Approve	35% (132)	29% (109)	6% (24)	8% (28)	22% (81)	374
Biden Job Somewhat Approve	28% (59)	31% (66)	11% (23)	6% (12)	25% (54)	213
Biden Job Somewhat Disapprove	18% (15)	30% (25)	14% (12)	8% (6)	30% (25)	84
Biden Job Strongly Disapprove	18% (41)	18% (39)	12% (26)	21% (47)	31% (70)	222

Continued on next page

**Table MCSP21\_10:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLV 2011's halftime show, featuring The Black Eyed Peas with special guests Usher and Slash &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	27% (264)	27% (263)	9% (90)	10% (101)	28% (273)	992
Favorable of Biden	34% (199)	30% (179)	7% (39)	7% (40)	22% (132)	590
Unfavorable of Biden	16% (54)	21% (71)	14% (48)	17% (57)	32% (108)	337
Very Favorable of Biden	40% (144)	28% (102)	5% (19)	8% (28)	19% (69)	362
Somewhat Favorable of Biden	24% (55)	34% (78)	9% (20)	5% (12)	28% (63)	227
Somewhat Unfavorable of Biden	20% (18)	26% (23)	18% (15)	6% (6)	30% (26)	87
Very Unfavorable of Biden	14% (36)	19% (48)	13% (32)	20% (51)	33% (82)	250
#1 Issue: Economy	32% (123)	26% (100)	10% (39)	8% (31)	24% (95)	388
#1 Issue: Security	15% (20)	24% (31)	14% (19)	15% (20)	32% (43)	133
#1 Issue: Health Care	30% (57)	25% (48)	6% (12)	5% (10)	34% (64)	191
#1 Issue: Medicare / Social Security	16% (17)	30% (33)	7% (7)	17% (18)	31% (34)	109
#1 Issue: Other	13% (8)	32% (19)	8% (4)	17% (10)	30% (18)	59
2020 Vote: Joe Biden	33% (156)	30% (142)	8% (39)	5% (24)	23% (106)	467
2020 Vote: Donald Trump	19% (60)	21% (67)	13% (42)	17% (54)	30% (98)	321
2020 Vote: Didn't Vote	26% (46)	26% (47)	4% (7)	12% (22)	32% (59)	180
2018 House Vote: Democrat	27% (97)	34% (120)	9% (34)	5% (19)	24% (85)	355
2018 House Vote: Republican	19% (47)	23% (56)	12% (31)	17% (41)	29% (71)	246
2016 Vote: Hillary Clinton	28% (92)	35% (113)	9% (29)	5% (15)	23% (75)	324
2016 Vote: Donald Trump	22% (61)	22% (63)	10% (29)	16% (44)	30% (86)	283
2016 Vote: Didn't Vote	30% (101)	22% (76)	8% (26)	11% (38)	29% (99)	341
Voted in 2014: Yes	23% (123)	30% (158)	10% (53)	11% (57)	27% (145)	536
Voted in 2014: No	31% (141)	23% (105)	8% (37)	10% (44)	28% (128)	456
4-Region: Northeast	31% (58)	25% (47)	8% (16)	14% (27)	22% (41)	189
4-Region: Midwest	25% (53)	24% (51)	10% (22)	8% (16)	32% (67)	210
4-Region: South	24% (89)	31% (114)	9% (34)	10% (37)	26% (97)	371
4-Region: West	29% (64)	23% (51)	8% (19)	9% (21)	31% (68)	223
Sports fan	30% (195)	32% (213)	10% (68)	9% (60)	19% (125)	662
Avid sports fan	36% (78)	30% (66)	11% (25)	10% (21)	12% (26)	216
Casual sports fan	26% (117)	33% (147)	10% (44)	9% (39)	22% (98)	446
Football fan	29% (180)	32% (199)	10% (63)	10% (60)	18% (113)	616
Avid football fan	30% (79)	35% (91)	11% (28)	12% (30)	12% (32)	261

Continued on next page

**Table MCSP21\_10:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLV 2011's halftime show, featuring The Black Eyed Peas with special guests Usher and Slash &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	27% (264)	27% (263)	9% (90)	10% (101)	28% (273)	992
Casual football fan	28% (101)	30% (108)	10% (36)	8% (30)	23% (81)	355
NFL fan	30% (178)	32% (188)	10% (60)	10% (60)	18% (109)	595
Avid NFL fan	30% (77)	34% (87)	11% (27)	12% (30)	13% (33)	254
Casual NFL fan	30% (102)	30% (101)	10% (33)	9% (29)	22% (76)	341
Watched SB last year	28% (146)	34% (180)	11% (60)	10% (50)	17% (89)	526
Didn't watch SB last year	25% (118)	18% (83)	6% (30)	11% (51)	40% (184)	466
OK brands get political	37% (130)	33% (116)	7% (26)	6% (22)	16% (56)	350
Not OK brands get political	21% (107)	25% (124)	10% (51)	14% (71)	30% (152)	504
OK social justice	33% (194)	31% (182)	8% (48)	7% (42)	21% (125)	591
Not OK social justice	17% (46)	22% (60)	11% (29)	19% (50)	31% (82)	267
Likely SB viewer	32% (192)	33% (200)	10% (60)	8% (49)	16% (98)	599
Unlikely SB viewer	19% (63)	17% (56)	8% (28)	15% (49)	41% (136)	332
More likely to watch SB this year	41% (112)	34% (93)	8% (22)	6% (17)	11% (30)	274
Less likely to watch SB this year	25% (52)	20% (41)	8% (17)	19% (39)	29% (59)	207
Likely host/attend SB party	42% (80)	34% (66)	8% (14)	6% (12)	10% (19)	191
Unlikely host/attend SB party	23% (168)	26% (193)	10% (72)	11% (84)	30% (220)	736
Watch SB for game	30% (119)	33% (132)	11% (43)	10% (41)	16% (63)	399
Watch SB for halftime	36% (31)	41% (35)	9% (8)	3% (2)	12% (10)	86
Watch SB for ads	37% (32)	32% (28)	9% (8)	4% (4)	17% (15)	87
SB more political	28% (104)	29% (108)	12% (44)	14% (50)	17% (61)	367
SB less political	34% (52)	29% (44)	11% (16)	10% (15)	16% (24)	150
Typically host/attend SB party	37% (88)	34% (82)	11% (27)	7% (18)	11% (27)	242
Typically do not host/attend SB party	23% (176)	24% (182)	8% (63)	11% (83)	33% (246)	750
Usually pays a lot/some attn to ads	34% (223)	32% (208)	9% (59)	8% (55)	17% (114)	659
Usually pays not much/no attn to ads	13% (42)	17% (56)	9% (30)	14% (47)	48% (159)	333
Plan to pay a lot/some attn to ads	34% (208)	32% (196)	9% (55)	8% (47)	16% (98)	605
Plan to pay not much/no attn to ads	15% (56)	17% (67)	9% (35)	14% (54)	45% (175)	387
Pro football fav sport	34% (90)	32% (85)	10% (28)	10% (26)	15% (39)	268
Fav NFL	36% (198)	31% (175)	8% (43)	8% (45)	17% (96)	557
Unfav NFL	16% (34)	23% (48)	15% (32)	20% (43)	26% (54)	212

Continued on next page

**Table MCSP21\_10:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLV 2011's halftime show, featuring The Black Eyed Peas with special guests Usher and Slash &

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know / No opinion	Total N
Adults	27% (264)	27% (263)	9% (90)	10% (101)	28% (273)	992
Fav Goodell	41% (88)	36% (77)	6% (13)	6% (13)	12% (26)	217
Unfav Goodell	19% (41)	32% (69)	17% (36)	13% (29)	18% (37)	211
Fav Chiefs	32% (138)	32% (141)	11% (46)	9% (38)	16% (72)	434
Fav Buccaneers	33% (122)	30% (113)	10% (38)	10% (36)	17% (64)	373
Chiefs fan	30% (113)	33% (123)	10% (36)	10% (36)	17% (64)	373
Buccaneers fan	30% (77)	32% (82)	12% (32)	11% (28)	15% (40)	259
Regular sports betters	40% (38)	25% (24)	14% (13)	14% (13)	7% (7)	95
Regular NFL betters	39% (34)	29% (25)	17% (15)	6% (6)	9% (8)	88
Definite SB betters	40% (22)	27% (15)	18% (10)	6% (3)	8% (5)	55
Probable SB betters	39% (55)	32% (44)	14% (19)	10% (14)	5% (7)	139
Believe betting is legal in their state	36% (101)	28% (80)	11% (32)	6% (18)	18% (49)	279
Believe betting is illegal in their state	24% (40)	36% (59)	11% (18)	12% (20)	18% (30)	167
Non-sports fans	21% (69)	15% (50)	7% (22)	12% (41)	45% (148)	330
Gen Z sports fans	38% (25)	31% (20)	9% (6)	8% (5)	14% (9)	65
Millennial sports fans	37% (65)	35% (62)	11% (20)	3% (6)	14% (24)	177
Gen X sports fans	34% (60)	30% (52)	9% (17)	7% (12)	21% (37)	177
Boomer sports fans	20% (44)	34% (72)	10% (21)	15% (31)	22% (46)	214
Sports fans 18-34	38% (63)	33% (54)	11% (18)	5% (8)	14% (24)	167
Sports fans 35-44	37% (39)	35% (38)	10% (11)	4% (4)	14% (14)	107
Sports fans 45-64	31% (74)	28% (66)	10% (23)	11% (26)	21% (50)	239
Sports fans 65+	13% (19)	37% (55)	11% (16)	15% (22)	24% (36)	148
Occasional sports betters	26% (23)	34% (29)	15% (13)	10% (9)	15% (13)	86
Non-sports betters	25% (204)	26% (210)	8% (64)	10% (80)	31% (253)	811
In legal betting states	30% (114)	23% (87)	9% (32)	8% (32)	30% (111)	377
Outside legal betting states	24% (151)	29% (176)	9% (58)	11% (69)	26% (162)	615
Sports fan In legal betting states 21+	32% (72)	32% (72)	11% (25)	6% (14)	19% (44)	228
Sports fan Outside legal betting states 21+	28% (111)	33% (133)	10% (40)	10% (41)	19% (76)	402
Likely SB viewer In legal betting states 21+	35% (71)	32% (65)	12% (25)	6% (12)	14% (29)	202
Likely SB viewer Outside legal betting states 21+	29% (106)	35% (127)	9% (33)	9% (32)	18% (66)	364

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

**Table MCSP21\_11:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLIV 2010's halftime show, featuring The Who &

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	21%	(210)	31%	(304)	10%	(101)	9%	(84)	29%	(283)	981
Gender: Male	24%	(119)	35%	(173)	12%	(58)	9%	(43)	21%	(103)	495
Gender: Female	19%	(91)	27%	(131)	9%	(43)	8%	(41)	37%	(180)	486
Age: 18-34	14%	(39)	26%	(72)	17%	(48)	8%	(21)	36%	(100)	279
Age: 35-44	26%	(40)	32%	(50)	12%	(19)	5%	(8)	24%	(36)	153
Age: 45-64	26%	(86)	33%	(112)	7%	(24)	10%	(32)	24%	(82)	336
Age: 65+	21%	(44)	33%	(71)	5%	(10)	11%	(23)	31%	(65)	213
GenZers: 1997-2012	11%	(13)	20%	(24)	22%	(26)	8%	(9)	40%	(47)	119
Millennials: 1981-1996	19%	(51)	32%	(83)	12%	(33)	7%	(18)	30%	(78)	262
GenXers: 1965-1980	27%	(65)	33%	(79)	8%	(20)	7%	(17)	24%	(57)	238
Baby Boomers: 1946-1964	25%	(79)	34%	(109)	5%	(18)	10%	(34)	26%	(83)	322
PID: Dem (no lean)	24%	(92)	33%	(128)	13%	(50)	5%	(17)	25%	(96)	383
PID: Ind (no lean)	17%	(53)	31%	(95)	7%	(20)	9%	(28)	37%	(113)	308
PID: Rep (no lean)	22%	(65)	28%	(81)	11%	(31)	13%	(39)	25%	(74)	290
PID/Gender: Dem Men	25%	(46)	34%	(61)	18%	(33)	5%	(9)	17%	(31)	180
PID/Gender: Dem Women	23%	(46)	33%	(67)	8%	(16)	4%	(8)	32%	(66)	203
PID/Gender: Ind Men	18%	(29)	40%	(62)	5%	(8)	10%	(16)	27%	(42)	157
PID/Gender: Ind Women	16%	(25)	21%	(32)	8%	(12)	8%	(12)	46%	(70)	151
PID/Gender: Rep Men	28%	(45)	31%	(50)	10%	(16)	12%	(18)	19%	(30)	158
PID/Gender: Rep Women	15%	(20)	24%	(32)	11%	(15)	16%	(20)	34%	(44)	131
Ideo: Liberal (1-3)	23%	(65)	31%	(89)	13%	(37)	5%	(14)	29%	(82)	287
Ideo: Moderate (4)	20%	(58)	34%	(98)	10%	(30)	5%	(14)	30%	(86)	286
Ideo: Conservative (5-7)	23%	(69)	31%	(93)	8%	(25)	14%	(42)	25%	(74)	303
Educ: < College	22%	(144)	29%	(187)	11%	(69)	10%	(64)	29%	(191)	655
Educ: Bachelors degree	18%	(39)	36%	(75)	11%	(22)	6%	(13)	30%	(62)	211
Educ: Post-grad	23%	(27)	37%	(42)	8%	(9)	6%	(7)	26%	(30)	115
Income: Under 50k	22%	(109)	27%	(136)	9%	(43)	10%	(49)	33%	(167)	505
Income: 50k-100k	20%	(66)	34%	(112)	12%	(39)	8%	(25)	26%	(87)	330
Income: 100k+	24%	(35)	38%	(56)	12%	(18)	6%	(9)	20%	(29)	146
Ethnicity: White	23%	(174)	31%	(242)	10%	(75)	9%	(66)	28%	(214)	770
Ethnicity: Hispanic	15%	(21)	32%	(44)	15%	(20)	7%	(10)	30%	(40)	134

Continued on next page

**Table MCSP21\_11:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLIV 2010's halftime show, featuring The Who &

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	21%	(210)	31%	(304)	10%	(101)	9%	(84)	29%	(283)	981
Ethnicity: Black	19%	(21)	24%	(28)	18%	(20)	9%	(10)	30%	(34)	112
Ethnicity: Other	15%	(15)	35%	(35)	7%	(7)	9%	(8)	35%	(35)	99
All Christian	20%	(93)	33%	(150)	11%	(50)	9%	(41)	27%	(126)	460
All Non-Christian	33%	(18)	29%	(16)	9%	(5)	1%	(1)	28%	(16)	56
Atheist	15%	(8)	40%	(21)	8%	(4)	2%	(1)	34%	(18)	51
Agnostic/Nothing in particular	22%	(58)	29%	(76)	10%	(25)	6%	(17)	32%	(83)	259
Something Else	21%	(33)	26%	(40)	11%	(17)	16%	(24)	26%	(40)	154
Religious Non-Protestant/Catholic	27%	(18)	26%	(18)	11%	(8)	1%	(1)	34%	(23)	68
Evangelical	19%	(44)	29%	(67)	11%	(25)	18%	(41)	23%	(53)	229
Non-Evangelical	22%	(81)	33%	(122)	10%	(39)	7%	(25)	28%	(105)	372
Community: Urban	27%	(72)	27%	(73)	14%	(38)	10%	(28)	21%	(56)	267
Community: Suburban	19%	(88)	35%	(163)	10%	(45)	6%	(30)	30%	(143)	468
Community: Rural	20%	(50)	28%	(68)	7%	(18)	10%	(26)	34%	(84)	246
Employ: Private Sector	21%	(63)	35%	(103)	12%	(34)	8%	(25)	24%	(69)	293
Employ: Government	26%	(15)	29%	(17)	15%	(9)	5%	(3)	25%	(15)	58
Employ: Self-Employed	24%	(14)	34%	(20)	13%	(8)	15%	(9)	14%	(8)	59
Employ: Homemaker	27%	(20)	26%	(19)	10%	(7)	8%	(6)	28%	(20)	73
Employ: Student	10%	(5)	16%	(8)	25%	(13)	2%	(1)	47%	(24)	50
Employ: Retired	19%	(47)	34%	(87)	5%	(14)	10%	(26)	31%	(79)	253
Employ: Unemployed	22%	(30)	28%	(38)	9%	(13)	7%	(10)	34%	(46)	136
Employ: Other	28%	(16)	21%	(12)	8%	(4)	5%	(3)	38%	(22)	58
Military HH: Yes	21%	(31)	32%	(47)	7%	(11)	8%	(11)	32%	(47)	147
Military HH: No	21%	(179)	31%	(257)	11%	(90)	9%	(72)	28%	(235)	834
RD/WT: Right Direction	23%	(91)	33%	(131)	11%	(44)	5%	(19)	29%	(114)	399
RD/WT: Wrong Track	20%	(118)	30%	(173)	10%	(57)	11%	(65)	29%	(169)	582
Biden Job Approve	24%	(129)	33%	(181)	12%	(63)	6%	(32)	26%	(140)	545
Biden Job Disapprove	21%	(70)	28%	(95)	9%	(29)	14%	(45)	29%	(97)	335

Continued on next page

**Table MCSP21\_11:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLIV 2010's halftime show, featuring The Who &

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	21%	(210)	31%	(304)	10%	(101)	9%	(84)	29%	(283)	981
Biden Job Strongly Approve	27%	(90)	30%	(102)	13%	(43)	6%	(19)	25%	(84)	338
Biden Job Somewhat Approve	19%	(39)	38%	(79)	10%	(20)	6%	(13)	27%	(56)	208
Biden Job Somewhat Disapprove	18%	(17)	33%	(31)	15%	(15)	5%	(5)	28%	(27)	95
Biden Job Strongly Disapprove	22%	(53)	26%	(63)	6%	(14)	17%	(40)	29%	(70)	240
Favorable of Biden	24%	(131)	33%	(185)	11%	(62)	5%	(30)	27%	(148)	556
Unfavorable of Biden	20%	(74)	29%	(107)	9%	(33)	13%	(47)	30%	(112)	373
Very Favorable of Biden	27%	(89)	31%	(102)	12%	(39)	7%	(23)	24%	(78)	331
Somewhat Favorable of Biden	19%	(42)	37%	(82)	10%	(24)	3%	(7)	31%	(70)	225
Somewhat Unfavorable of Biden	26%	(25)	27%	(25)	20%	(19)	3%	(2)	25%	(24)	95
Very Unfavorable of Biden	18%	(49)	29%	(81)	5%	(14)	16%	(45)	32%	(88)	278
#1 Issue: Economy	21%	(79)	35%	(130)	11%	(41)	7%	(26)	26%	(97)	373
#1 Issue: Security	15%	(18)	28%	(33)	12%	(14)	14%	(17)	31%	(38)	119
#1 Issue: Health Care	28%	(51)	28%	(51)	10%	(19)	8%	(15)	26%	(48)	185
#1 Issue: Medicare / Social Security	23%	(24)	31%	(33)	3%	(4)	13%	(14)	30%	(31)	106
#1 Issue: Other	23%	(18)	24%	(19)	14%	(11)	9%	(7)	30%	(24)	79
2020 Vote: Joe Biden	22%	(98)	35%	(157)	13%	(56)	5%	(23)	25%	(113)	447
2020 Vote: Donald Trump	24%	(81)	27%	(90)	9%	(31)	12%	(39)	29%	(96)	337
2020 Vote: Didn't Vote	16%	(27)	28%	(48)	7%	(13)	11%	(19)	38%	(65)	171
2018 House Vote: Democrat	23%	(77)	39%	(129)	10%	(33)	5%	(18)	22%	(72)	330
2018 House Vote: Republican	25%	(66)	26%	(70)	7%	(18)	14%	(36)	29%	(77)	266
2016 Vote: Hillary Clinton	24%	(76)	37%	(116)	10%	(31)	5%	(16)	24%	(76)	315
2016 Vote: Donald Trump	24%	(77)	27%	(87)	8%	(25)	13%	(41)	27%	(87)	316
2016 Vote: Didn't Vote	15%	(46)	28%	(83)	14%	(44)	7%	(23)	35%	(107)	303
Voted in 2014: Yes	25%	(138)	33%	(184)	8%	(43)	10%	(54)	25%	(136)	555
Voted in 2014: No	17%	(72)	28%	(120)	14%	(58)	7%	(29)	34%	(147)	426
4-Region: Northeast	30%	(54)	28%	(50)	12%	(21)	8%	(15)	22%	(39)	179
4-Region: Midwest	21%	(42)	33%	(64)	10%	(19)	13%	(25)	23%	(46)	197
4-Region: South	19%	(74)	30%	(115)	10%	(36)	9%	(33)	32%	(123)	381
4-Region: West	18%	(39)	33%	(75)	11%	(24)	5%	(11)	34%	(75)	223
Sports fan	24%	(163)	36%	(250)	12%	(84)	7%	(49)	21%	(144)	690

Continued on next page

**Table MCSP21\_11:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLIV 2010's halftime show, featuring The Who &

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	21%	(210)	31%	(304)	10%	(101)	9%	(84)	29%	(283)	981
Avid sports fan	30%	(61)	36%	(74)	14%	(30)	7%	(15)	12%	(26)	206
Casual sports fan	21%	(101)	36%	(176)	11%	(54)	7%	(34)	24%	(118)	484
Football fan	24%	(155)	37%	(243)	12%	(81)	8%	(51)	20%	(129)	658
Avid football fan	30%	(80)	36%	(97)	16%	(43)	9%	(23)	11%	(29)	271
Casual football fan	19%	(75)	38%	(146)	10%	(39)	7%	(28)	26%	(100)	387
NFL fan	24%	(153)	38%	(240)	11%	(73)	7%	(44)	20%	(125)	636
Avid NFL fan	26%	(68)	39%	(102)	16%	(42)	8%	(21)	12%	(32)	265
Casual NFL fan	23%	(85)	37%	(138)	8%	(31)	6%	(23)	25%	(93)	371
Watched SB last year	24%	(128)	39%	(215)	12%	(67)	8%	(42)	17%	(93)	545
Didn't watch SB last year	19%	(81)	21%	(90)	8%	(34)	10%	(42)	43%	(190)	437
OK brands get political	25%	(89)	30%	(108)	13%	(47)	7%	(23)	24%	(86)	354
Not OK brands get political	19%	(99)	33%	(168)	9%	(47)	9%	(47)	29%	(149)	511
OK social justice	23%	(128)	33%	(184)	13%	(72)	6%	(34)	24%	(135)	553
Not OK social justice	20%	(62)	30%	(92)	7%	(23)	12%	(38)	30%	(92)	306
Likely SB viewer	24%	(147)	39%	(242)	13%	(78)	6%	(35)	18%	(113)	615
Unlikely SB viewer	17%	(53)	19%	(60)	6%	(19)	13%	(41)	45%	(141)	314
More likely to watch SB this year	25%	(59)	38%	(89)	13%	(31)	7%	(15)	17%	(40)	234
Less likely to watch SB this year	19%	(38)	24%	(49)	12%	(24)	13%	(27)	32%	(65)	202
Likely host/attend SB party	20%	(34)	35%	(59)	20%	(33)	9%	(15)	16%	(27)	167
Unlikely host/attend SB party	22%	(166)	31%	(238)	8%	(64)	8%	(65)	30%	(234)	766
Watch SB for game	25%	(96)	41%	(156)	12%	(47)	6%	(23)	16%	(61)	382
Watch SB for halftime	19%	(19)	36%	(37)	16%	(17)	7%	(8)	23%	(24)	105
Watch SB for ads	26%	(24)	41%	(38)	11%	(10)	5%	(4)	17%	(16)	92
SB more political	22%	(84)	34%	(132)	13%	(51)	10%	(39)	20%	(77)	384
SB less political	27%	(41)	36%	(55)	7%	(11)	12%	(19)	17%	(26)	151
Typically host/attend SB party	22%	(52)	39%	(94)	16%	(37)	6%	(15)	17%	(41)	239
Typically do not host/attend SB party	21%	(158)	28%	(210)	9%	(64)	9%	(69)	33%	(241)	742
Usually pays a lot/some attn to ads	28%	(185)	36%	(242)	11%	(71)	6%	(39)	20%	(133)	669
Usually pays not much/no attn to ads	8%	(25)	20%	(63)	9%	(30)	14%	(45)	48%	(150)	312
Plan to pay a lot/some attn to ads	28%	(161)	37%	(217)	11%	(66)	5%	(30)	19%	(112)	586

Continued on next page



**Table MCSP21\_11:** Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLIV 2010's halftime show, featuring The Who &

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	21%	(210)	31%	(304)	10%	(101)	9%	(84)	29%	(283)	981
Plan to pay not much/no attn to ads	12%	(48)	22%	(88)	9%	(35)	13%	(53)	43%	(170)	395
Pro football fav sport	28%	(74)	40%	(105)	12%	(33)	5%	(13)	15%	(39)	264
Fav NFL	25%	(141)	37%	(206)	13%	(71)	6%	(36)	19%	(107)	561
Unfav NFL	19%	(42)	28%	(62)	8%	(18)	16%	(36)	29%	(65)	223
Fav Goodell	34%	(70)	43%	(88)	7%	(14)	5%	(11)	11%	(22)	204
Unfav Goodell	21%	(52)	36%	(89)	18%	(46)	9%	(23)	16%	(40)	251
Fav Chiefs	29%	(132)	39%	(178)	10%	(48)	7%	(31)	16%	(72)	461
Fav Buccaneers	29%	(109)	39%	(151)	10%	(38)	6%	(23)	16%	(61)	383
Chiefs fan	25%	(89)	40%	(142)	11%	(40)	6%	(20)	19%	(67)	357
Buccaneers fan	23%	(67)	36%	(105)	13%	(40)	9%	(27)	19%	(56)	295
Regular sports betters	38%	(30)	36%	(29)	14%	(12)	5%	(4)	7%	(6)	81
Regular NFL betters	35%	(33)	30%	(29)	20%	(19)	6%	(6)	9%	(8)	95
Definite SB betters	38%	(23)	30%	(18)	18%	(11)	4%	(3)	11%	(7)	62
Probable SB betters	28%	(42)	37%	(56)	18%	(27)	4%	(6)	12%	(18)	150
Believe betting is legal in their state	25%	(81)	38%	(124)	13%	(43)	6%	(21)	18%	(58)	327
Believe betting is illegal in their state	24%	(44)	29%	(53)	10%	(18)	6%	(11)	31%	(57)	183
Non-sports fans	16%	(47)	19%	(54)	6%	(17)	12%	(34)	48%	(139)	291
Gen Z sports fans	10%	(9)	26%	(23)	24%	(21)	7%	(7)	33%	(30)	89
Millennial sports fans	22%	(39)	36%	(65)	14%	(25)	6%	(11)	23%	(42)	182
Gen X sports fans	30%	(51)	37%	(63)	10%	(17)	7%	(13)	16%	(27)	171
Boomer sports fans	28%	(61)	41%	(89)	7%	(16)	7%	(15)	16%	(35)	215
Sports fans 18-34	15%	(30)	31%	(62)	20%	(40)	6%	(12)	28%	(56)	200
Sports fans 35-44	27%	(28)	35%	(37)	12%	(13)	6%	(7)	20%	(21)	105
Sports fans 45-64	31%	(73)	39%	(93)	9%	(22)	8%	(18)	14%	(34)	240
Sports fans 65+	21%	(31)	41%	(59)	6%	(9)	8%	(12)	23%	(34)	144
Occasional sports betters	25%	(26)	37%	(38)	7%	(7)	9%	(9)	22%	(22)	103
Non-sports betters	19%	(153)	30%	(237)	10%	(82)	9%	(70)	32%	(254)	797
In legal betting states	26%	(93)	29%	(101)	10%	(35)	9%	(33)	26%	(90)	352
Outside legal betting states	19%	(117)	32%	(204)	11%	(66)	8%	(51)	31%	(192)	629

Continued on next page

**Table MCSP21\_11:** *Do you have a favorable or unfavorable view of the following Super Bowl halftime shows?  
Super Bowl XLIV 2010's halftime show, featuring The Who &*

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Don't know / No opinion		Total N
Adults	21%	(210)	31%	(304)	10%	(101)	9%	(84)	29%	(283)	981
Sports fan In legal betting states 21+	32%	(77)	34%	(82)	11%	(28)	6%	(14)	17%	(41)	242
Sports fan Outside legal betting states 21+	20%	(81)	39%	(159)	11%	(45)	8%	(33)	23%	(93)	411
Likely SB viewer In legal betting states 21+	31%	(66)	38%	(81)	12%	(26)	6%	(12)	14%	(31)	217
Likely SB viewer Outside legal betting states 21+	21%	(77)	41%	(151)	12%	(43)	6%	(21)	20%	(75)	368

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

**Table MCSP22:** As you may know, *The Weeknd* will be the first Super Bowl halftime show performer who is a man of color since Prince performed in 2007. Based on what you know now, are you more or less likely to watch the Super Bowl LV halftime performance?

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	About the same	Don't know / No opinion	Total N
Adults	16% (361)	9% (206)	5% (110)	8% (167)	46% (1008)	16% (347)	2200
Gender: Male	13% (142)	9% (98)	6% (68)	8% (90)	48% (506)	15% (159)	1062
Gender: Female	19% (220)	9% (108)	4% (43)	7% (77)	44% (503)	16% (188)	1138
Age: 18-34	28% (182)	13% (88)	7% (48)	6% (38)	30% (194)	16% (105)	655
Age: 35-44	24% (84)	10% (35)	3% (10)	4% (15)	43% (153)	17% (59)	358
Age: 45-64	11% (82)	7% (50)	5% (39)	9% (65)	54% (406)	14% (108)	751
Age: 65+	3% (13)	7% (32)	3% (14)	11% (49)	58% (255)	17% (75)	436
GenZers: 1997-2012	27% (81)	12% (37)	8% (23)	6% (17)	25% (76)	22% (65)	299
Millennials: 1981-1996	28% (165)	14% (80)	5% (31)	5% (29)	36% (215)	12% (74)	595
GenXers: 1965-1980	14% (76)	7% (37)	4% (20)	8% (43)	52% (285)	15% (82)	542
Baby Boomers: 1946-1964	5% (35)	7% (46)	5% (34)	9% (65)	57% (390)	17% (115)	685
PID: Dem (no lean)	23% (207)	13% (112)	6% (56)	4% (35)	42% (376)	12% (112)	897
PID: Ind (no lean)	13% (89)	7% (50)	3% (23)	7% (48)	49% (333)	20% (132)	676
PID: Rep (no lean)	10% (65)	7% (43)	5% (32)	14% (85)	48% (299)	16% (103)	627
PID/Gender: Dem Men	20% (83)	12% (51)	7% (30)	5% (21)	40% (162)	15% (60)	407
PID/Gender: Dem Women	25% (124)	13% (62)	5% (26)	3% (14)	44% (214)	10% (51)	490
PID/Gender: Ind Men	9% (28)	6% (20)	5% (17)	9% (31)	54% (176)	17% (54)	327
PID/Gender: Ind Women	18% (61)	9% (30)	2% (6)	5% (17)	45% (157)	22% (78)	349
PID/Gender: Rep Men	9% (31)	8% (26)	6% (20)	12% (38)	51% (167)	14% (44)	327
PID/Gender: Rep Women	12% (35)	5% (16)	4% (11)	16% (47)	44% (132)	20% (59)	299
Ideo: Liberal (1-3)	22% (144)	13% (83)	4% (27)	4% (26)	46% (297)	11% (70)	645
Ideo: Moderate (4)	14% (88)	11% (68)	6% (35)	6% (35)	51% (319)	12% (75)	621
Ideo: Conservative (5-7)	12% (84)	7% (46)	5% (33)	15% (98)	46% (308)	16% (106)	675
Educ: < College	16% (249)	8% (122)	5% (78)	8% (115)	44% (671)	18% (276)	1512
Educ: Bachelors degree	13% (56)	13% (56)	5% (21)	8% (35)	52% (231)	10% (44)	444
Educ: Post-grad	23% (56)	11% (27)	5% (11)	7% (18)	44% (106)	11% (27)	244
Income: Under 50k	16% (186)	8% (98)	6% (67)	8% (95)	43% (512)	20% (239)	1198
Income: 50k-100k	16% (110)	10% (68)	3% (23)	7% (47)	52% (351)	12% (80)	680
Income: 100k+	20% (65)	12% (39)	6% (20)	8% (25)	45% (145)	9% (28)	322
Ethnicity: White	13% (221)	8% (146)	4% (62)	9% (147)	51% (871)	16% (275)	1722

Continued on next page

**Table MCSP22:** As you may know, The Weeknd will be the first Super Bowl halftime show performer who is a man of color since Prince performed in 2007. Based on what you know now, are you more or less likely to watch the Super Bowl LV halftime performance?

Demographic	Much more likely to watch		Somewhat more likely to watch		Somewhat less likely to watch		Much less likely to watch		About the same		Don't know / No opinion		Total N
Adults	16%	(361)	9%	(206)	5%	(110)	8%	(167)	46%	(1008)	16%	(347)	2200
Ethnicity: Hispanic	29%	(103)	11%	(38)	8%	(26)	6%	(20)	32%	(111)	14%	(50)	349
Ethnicity: Black	33%	(89)	14%	(39)	7%	(19)	3%	(9)	29%	(80)	14%	(38)	274
Ethnicity: Other	25%	(52)	10%	(21)	14%	(29)	5%	(11)	28%	(58)	16%	(34)	204
All Christian	13%	(124)	10%	(94)	5%	(50)	9%	(86)	51%	(500)	12%	(121)	975
All Non-Christian	29%	(37)	18%	(23)	8%	(10)	4%	(5)	32%	(41)	10%	(13)	128
Atheist	10%	(11)	11%	(12)	2%	(2)	8%	(9)	49%	(54)	20%	(22)	110
Agnostic/Nothing in particular	17%	(103)	6%	(39)	5%	(28)	5%	(29)	46%	(274)	21%	(126)	598
Something Else	22%	(88)	10%	(39)	5%	(20)	10%	(39)	36%	(140)	17%	(65)	390
Religious Non-Protestant/Catholic	24%	(37)	18%	(28)	8%	(13)	4%	(6)	34%	(52)	11%	(17)	152
Evangelical	19%	(111)	8%	(44)	6%	(31)	11%	(62)	41%	(233)	15%	(88)	570
Non-Evangelical	13%	(97)	11%	(82)	5%	(36)	8%	(60)	52%	(394)	12%	(92)	761
Community: Urban	26%	(158)	12%	(69)	5%	(30)	7%	(39)	38%	(226)	13%	(77)	600
Community: Suburban	13%	(138)	11%	(110)	5%	(50)	7%	(68)	50%	(519)	15%	(151)	1037
Community: Rural	12%	(65)	5%	(26)	5%	(31)	11%	(60)	47%	(264)	21%	(118)	564
Employ: Private Sector	18%	(114)	11%	(70)	5%	(29)	7%	(47)	48%	(306)	12%	(75)	641
Employ: Government	28%	(36)	9%	(11)	9%	(11)	9%	(12)	33%	(43)	12%	(15)	128
Employ: Self-Employed	22%	(34)	9%	(13)	8%	(12)	5%	(8)	46%	(70)	11%	(16)	153
Employ: Homemaker	20%	(33)	7%	(11)	6%	(10)	7%	(12)	48%	(80)	12%	(20)	165
Employ: Student	25%	(32)	22%	(27)	1%	(2)	1%	(1)	21%	(26)	30%	(37)	124
Employ: Retired	3%	(17)	7%	(35)	5%	(26)	11%	(53)	57%	(287)	17%	(87)	506
Employ: Unemployed	20%	(67)	9%	(31)	1%	(5)	9%	(28)	41%	(136)	19%	(65)	332
Employ: Other	19%	(28)	5%	(7)	10%	(15)	5%	(7)	40%	(61)	21%	(32)	151
Military HH: Yes	12%	(39)	8%	(27)	4%	(15)	10%	(35)	55%	(187)	11%	(39)	341
Military HH: No	17%	(322)	10%	(178)	5%	(96)	7%	(132)	44%	(822)	17%	(308)	1859
RD/WT: Right Direction	24%	(217)	13%	(115)	5%	(49)	4%	(40)	40%	(361)	13%	(115)	897
RD/WT: Wrong Track	11%	(144)	7%	(90)	5%	(61)	10%	(128)	50%	(648)	18%	(232)	1303
Biden Job Approve	22%	(280)	12%	(160)	6%	(72)	4%	(48)	43%	(555)	13%	(167)	1282
Biden Job Disapprove	8%	(53)	5%	(31)	4%	(29)	16%	(111)	50%	(352)	18%	(122)	698

Continued on next page

**Table MCSP22:** As you may know, The Weeknd will be the first Super Bowl halftime show performer who is a man of color since Prince performed in 2007. Based on what you know now, are you more or less likely to watch the Super Bowl LV halftime performance?

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	About the same	Don't know / No opinion	Total N
Adults	16% (361)	9% (206)	5% (110)	8% (167)	46% (1008)	16% (347)	2200
Biden Job Strongly Approve	24% (190)	11% (87)	6% (52)	4% (34)	42% (338)	13% (104)	804
Biden Job Somewhat Approve	19% (89)	15% (73)	4% (20)	3% (14)	46% (218)	13% (63)	478
Biden Job Somewhat Disapprove	7% (13)	6% (11)	5% (10)	14% (27)	55% (104)	14% (26)	191
Biden Job Strongly Disapprove	8% (40)	4% (21)	4% (19)	17% (84)	49% (248)	19% (96)	507
Favorable of Biden	22% (293)	12% (161)	6% (72)	4% (48)	43% (564)	13% (166)	1305
Unfavorable of Biden	6% (47)	4% (34)	5% (35)	15% (116)	53% (401)	17% (127)	759
Very Favorable of Biden	25% (192)	13% (100)	6% (43)	4% (31)	42% (324)	12% (90)	780
Somewhat Favorable of Biden	19% (101)	12% (62)	5% (29)	3% (17)	46% (240)	15% (76)	525
Somewhat Unfavorable of Biden	6% (11)	7% (14)	6% (11)	11% (21)	59% (113)	11% (21)	192
Very Unfavorable of Biden	6% (36)	3% (20)	4% (24)	17% (94)	51% (287)	19% (106)	567
#1 Issue: Economy	19% (163)	8% (70)	5% (42)	7% (59)	47% (409)	14% (124)	868
#1 Issue: Security	9% (23)	10% (26)	6% (15)	12% (31)	42% (112)	22% (60)	267
#1 Issue: Health Care	18% (74)	11% (43)	6% (22)	4% (18)	46% (187)	14% (58)	404
#1 Issue: Medicare / Social Security	3% (8)	7% (15)	4% (9)	12% (27)	52% (123)	22% (53)	236
#1 Issue: Women's Issues	28% (27)	17% (16)	4% (3)	6% (6)	35% (34)	10% (9)	96
#1 Issue: Education	36% (35)	15% (14)	7% (7)	3% (3)	31% (30)	7% (7)	96
#1 Issue: Energy	22% (18)	9% (7)	9% (7)	3% (3)	52% (42)	5% (4)	81
#1 Issue: Other	9% (13)	9% (13)	3% (4)	13% (20)	46% (70)	21% (31)	152
2020 Vote: Joe Biden	20% (207)	13% (135)	7% (69)	4% (45)	45% (467)	12% (126)	1049
2020 Vote: Donald Trump	7% (46)	6% (41)	4% (30)	14% (97)	52% (355)	17% (118)	686
2020 Vote: Other	12% (8)	1% (1)	6% (4)	8% (5)	57% (35)	16% (10)	62
2020 Vote: Didn't Vote	25% (100)	7% (29)	2% (7)	5% (21)	38% (151)	23% (92)	401
2018 House Vote: Democrat	20% (149)	12% (85)	6% (41)	3% (26)	50% (368)	10% (72)	741
2018 House Vote: Republican	6% (35)	7% (36)	5% (28)	15% (85)	52% (288)	15% (82)	554
2018 House Vote: Someone else	14% (7)	8% (4)	— (0)	11% (6)	45% (23)	23% (12)	52
2016 Vote: Hillary Clinton	20% (142)	11% (81)	5% (38)	3% (23)	50% (355)	10% (68)	707
2016 Vote: Donald Trump	7% (43)	7% (47)	5% (29)	14% (91)	51% (323)	15% (96)	628
2016 Vote: Other	10% (11)	3% (3)	1% (1)	7% (8)	64% (72)	15% (17)	113
2016 Vote: Didn't Vote	22% (163)	10% (75)	6% (42)	6% (45)	34% (258)	22% (165)	749

Continued on next page

**Table MCSP22:** As you may know, *The Weeknd* will be the first Super Bowl halftime show performer who is a man of color since Prince performed in 2007. Based on what you know now, are you more or less likely to watch the Super Bowl LV halftime performance?

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	About the same	Don't know / No opinion	Total N
Adults	16% (361)	9% (206)	5% (110)	8% (167)	46% (1008)	16% (347)	2200
Voted in 2014: Yes	13% (153)	9% (108)	4% (53)	9% (109)	52% (623)	12% (149)	1194
Voted in 2014: No	21% (209)	10% (98)	6% (57)	6% (58)	38% (385)	20% (198)	1006
4-Region: Northeast	15% (60)	10% (41)	4% (17)	8% (33)	47% (186)	14% (57)	394
4-Region: Midwest	13% (61)	8% (36)	4% (20)	9% (43)	52% (238)	14% (65)	462
4-Region: South	16% (136)	10% (81)	6% (46)	7% (57)	45% (372)	16% (133)	824
4-Region: West	20% (105)	9% (48)	5% (28)	7% (34)	41% (213)	18% (93)	520
Sports fan	20% (298)	10% (159)	6% (87)	7% (107)	46% (702)	11% (166)	1519
Avid sports fan	26% (124)	11% (52)	5% (26)	7% (32)	45% (215)	6% (29)	478
Casual sports fan	17% (173)	10% (108)	6% (62)	7% (75)	47% (487)	13% (137)	1041
Football fan	20% (286)	10% (149)	6% (81)	7% (100)	48% (688)	10% (139)	1444
Avid football fan	23% (143)	11% (66)	6% (35)	8% (49)	46% (284)	6% (39)	616
Casual football fan	17% (143)	10% (83)	6% (46)	6% (51)	49% (403)	12% (101)	828
NFL fan	20% (286)	11% (147)	5% (75)	6% (90)	48% (673)	9% (125)	1396
Avid NFL fan	23% (138)	9% (52)	6% (33)	7% (40)	49% (289)	7% (43)	595
Casual NFL fan	18% (147)	12% (94)	5% (42)	6% (50)	48% (384)	10% (83)	801
Watched SB last year	20% (229)	11% (123)	6% (64)	7% (79)	49% (572)	8% (91)	1157
Didn't watch SB last year	13% (132)	8% (83)	4% (47)	8% (88)	42% (437)	25% (256)	1043
OK brands get political	26% (208)	14% (110)	5% (36)	5% (37)	40% (313)	10% (81)	785
Not OK brands get political	11% (118)	8% (85)	6% (63)	10% (112)	52% (578)	15% (163)	1119
OK social justice	23% (303)	12% (157)	5% (68)	5% (61)	44% (568)	11% (136)	1292
Not OK social justice	6% (35)	5% (29)	6% (37)	15% (89)	52% (320)	17% (101)	612
Likely SB viewer	22% (302)	12% (159)	5% (66)	5% (72)	48% (644)	8% (101)	1344
Unlikely SB viewer	7% (50)	6% (41)	5% (37)	12% (88)	44% (325)	26% (193)	733
More likely to watch SB this year	37% (214)	15% (85)	5% (31)	5% (28)	31% (181)	7% (38)	577
Less likely to watch SB this year	9% (42)	9% (42)	6% (30)	19% (90)	33% (157)	24% (111)	472
Likely host/attend SB party	35% (143)	16% (63)	7% (29)	5% (20)	32% (131)	5% (19)	406
Unlikely host/attend SB party	12% (200)	8% (134)	4% (70)	9% (144)	51% (841)	16% (267)	1656
Watch SB for game	19% (162)	11% (90)	6% (49)	6% (54)	51% (441)	7% (62)	859
Watch SB for halftime	42% (96)	15% (34)	2% (5)	6% (13)	32% (73)	3% (6)	227

Continued on next page

**Table MCSP22:** As you may know, The Weeknd will be the first Super Bowl halftime show performer who is a man of color since Prince performed in 2007. Based on what you know now, are you more or less likely to watch the Super Bowl LV halftime performance?

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	About the same	Don't know / No opinion	Total N
Adults	16% (361)	9% (206)	5% (110)	8% (167)	46% (1008)	16% (347)	2200
Watch SB for ads	20% (38)	18% (34)	5% (9)	3% (5)	49% (95)	6% (11)	193
SB more political	20% (165)	12% (100)	4% (36)	11% (90)	44% (359)	8% (68)	818
SB less political	23% (74)	11% (35)	8% (25)	7% (22)	40% (132)	12% (41)	328
Typically host/attend SB party	31% (174)	11% (62)	5% (31)	6% (31)	40% (221)	7% (39)	556
Typically do not host/attend SB party	11% (188)	9% (144)	5% (80)	8% (137)	48% (788)	19% (308)	1644
Usually pays a lot/some attn to ads	21% (313)	11% (166)	5% (73)	6% (86)	49% (737)	8% (118)	1492
Usually pays not much/no attn to ads	7% (49)	6% (39)	5% (37)	12% (82)	38% (272)	32% (229)	708
Plan to pay a lot/some attn to ads	23% (306)	12% (166)	5% (66)	5% (65)	48% (657)	7% (98)	1359
Plan to pay not much/no attn to ads	7% (55)	5% (40)	5% (44)	12% (102)	42% (351)	30% (248)	841
Pro football fav sport	23% (139)	11% (66)	5% (32)	7% (43)	46% (276)	7% (40)	596
Fav NFL	23% (293)	11% (140)	5% (62)	5% (64)	47% (590)	8% (105)	1254
Unfav NFL	8% (37)	8% (41)	7% (32)	16% (75)	46% (222)	16% (75)	481
Fav Goodell	28% (141)	11% (54)	5% (24)	4% (18)	45% (224)	7% (36)	496
Unfav Goodell	11% (51)	9% (45)	8% (39)	15% (73)	49% (238)	8% (38)	483
Fav Chiefs	21% (206)	9% (91)	5% (53)	7% (70)	50% (504)	8% (78)	1001
Fav Buccaneers	22% (183)	11% (88)	6% (47)	6% (52)	48% (397)	7% (56)	822
Chiefs fan	19% (157)	11% (88)	6% (50)	7% (55)	51% (422)	7% (57)	828
Buccaneers fan	22% (131)	12% (71)	6% (33)	8% (45)	45% (266)	8% (47)	593
Frequent sports betters	41% (42)	12% (12)	9% (10)	8% (9)	22% (22)	8% (8)	103
Regular sports betters	37% (81)	17% (38)	8% (17)	7% (15)	27% (60)	5% (11)	223
Frequent NFL betters	37% (43)	14% (16)	8% (10)	9% (10)	26% (30)	6% (8)	117
Regular NFL betters	37% (88)	12% (30)	11% (26)	9% (23)	25% (61)	5% (12)	239
Definite SB betters	43% (57)	11% (14)	3% (4)	10% (13)	29% (39)	4% (5)	132
Probable SB betters	33% (113)	17% (56)	9% (31)	7% (23)	30% (101)	5% (16)	341
Believe betting is legal in their state	24% (160)	9% (58)	6% (42)	6% (38)	46% (304)	9% (60)	661
Believe betting is illegal in their state	16% (62)	12% (45)	7% (26)	10% (38)	43% (167)	13% (49)	387
Non-sports fans	9% (64)	7% (46)	3% (23)	9% (60)	45% (307)	27% (181)	681
Gen Z sports fans	33% (65)	14% (26)	9% (17)	8% (15)	20% (39)	17% (32)	194
Millennial sports fans	32% (136)	15% (64)	5% (22)	4% (17)	35% (148)	8% (35)	422

Continued on next page

**Table MCSP22:** As you may know, *The Weeknd* will be the first Super Bowl halftime show performer who is a man of color since Prince performed in 2007. Based on what you know now, are you more or less likely to watch the Super Bowl LV halftime performance?

Demographic	Much more likely to watch	Somewhat more likely to watch	Somewhat less likely to watch	Much less likely to watch	About the same	Don't know / No opinion	Total N
Adults	16% (361)	9% (206)	5% (110)	8% (167)	46% (1008)	16% (347)	2200
Gen X sports fans	17% (64)	7% (29)	5% (19)	6% (24)	55% (210)	9% (35)	381
Boomer sports fans	7% (31)	8% (37)	6% (28)	10% (46)	57% (268)	12% (57)	466
Sports fans 18-34	32% (142)	16% (68)	8% (34)	6% (26)	27% (118)	11% (50)	439
Sports fans 35-44	28% (72)	10% (26)	3% (9)	2% (6)	45% (114)	11% (27)	253
Sports fans 45-64	14% (74)	8% (43)	6% (34)	9% (46)	53% (283)	9% (50)	530
Sports fans 65+	3% (10)	8% (23)	4% (11)	10% (29)	62% (186)	13% (39)	297
Occasional sports betters	21% (41)	8% (15)	14% (27)	8% (16)	45% (89)	5% (9)	196
Non-sports betters	13% (239)	9% (153)	4% (66)	8% (136)	48% (859)	18% (327)	1781
In legal betting states	15% (122)	9% (73)	4% (33)	9% (70)	47% (384)	16% (133)	814
Outside legal betting states	17% (240)	10% (133)	6% (77)	7% (98)	45% (624)	15% (214)	1386
Sports fan In legal betting states 21+	17% (92)	11% (58)	5% (28)	7% (38)	51% (268)	9% (46)	530
Sports fan Outside legal betting states 21+	19% (173)	10% (93)	6% (54)	7% (58)	46% (413)	11% (101)	893
Likely SB viewer In legal betting states 21+	19% (88)	12% (57)	6% (26)	6% (26)	51% (237)	7% (30)	464
Likely SB viewer Outside legal betting states 21+	23% (181)	12% (96)	5% (38)	5% (36)	48% (384)	8% (61)	796

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



**Table MCSP23:** Which of the following best describes how much attention you usually pay to the ads during the Super Bowl game?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	28%	(615)	40%	(877)	15%	(336)	17%	(371)	2200
Gender: Male	33%	(350)	39%	(409)	16%	(172)	12%	(131)	1062
Gender: Female	23%	(264)	41%	(468)	14%	(165)	21%	(241)	1138
Age: 18-34	25%	(161)	42%	(272)	16%	(108)	17%	(114)	655
Age: 35-44	37%	(132)	37%	(132)	11%	(41)	15%	(53)	358
Age: 45-64	30%	(228)	41%	(304)	14%	(108)	15%	(111)	751
Age: 65+	21%	(93)	39%	(169)	18%	(80)	22%	(94)	436
GenZers: 1997-2012	19%	(56)	41%	(123)	16%	(49)	24%	(71)	299
Millennials: 1981-1996	33%	(196)	40%	(236)	14%	(85)	13%	(78)	595
GenXers: 1965-1980	33%	(178)	40%	(218)	13%	(72)	14%	(75)	542
Baby Boomers: 1946-1964	26%	(176)	40%	(271)	17%	(117)	18%	(121)	685
PID: Dem (no lean)	32%	(284)	41%	(368)	13%	(120)	14%	(126)	897
PID: Ind (no lean)	23%	(153)	41%	(275)	18%	(120)	19%	(128)	676
PID: Rep (no lean)	28%	(178)	37%	(235)	15%	(97)	19%	(117)	627
PID/Gender: Dem Men	40%	(163)	36%	(146)	14%	(58)	10%	(39)	407
PID/Gender: Dem Women	25%	(121)	45%	(221)	13%	(62)	18%	(86)	490
PID/Gender: Ind Men	25%	(81)	40%	(130)	21%	(70)	14%	(47)	327
PID/Gender: Ind Women	21%	(72)	42%	(145)	14%	(50)	23%	(81)	349
PID/Gender: Rep Men	33%	(107)	41%	(133)	13%	(44)	13%	(44)	327
PID/Gender: Rep Women	24%	(71)	34%	(102)	18%	(53)	24%	(73)	299
Ideo: Liberal (1-3)	34%	(221)	41%	(261)	13%	(81)	13%	(82)	645
Ideo: Moderate (4)	28%	(174)	42%	(262)	17%	(103)	13%	(82)	621
Ideo: Conservative (5-7)	26%	(177)	41%	(277)	15%	(99)	18%	(121)	675
Educ: < College	25%	(376)	39%	(596)	17%	(250)	19%	(289)	1512
Educ: Bachelors degree	32%	(143)	43%	(189)	13%	(56)	13%	(55)	444
Educ: Post-grad	39%	(96)	38%	(92)	12%	(30)	11%	(26)	244
Income: Under 50k	23%	(276)	39%	(466)	17%	(202)	21%	(254)	1198
Income: 50k-100k	30%	(207)	42%	(287)	14%	(94)	14%	(92)	680
Income: 100k+	41%	(132)	38%	(124)	13%	(40)	8%	(26)	322
Ethnicity: White	29%	(500)	40%	(693)	14%	(235)	17%	(293)	1722
Ethnicity: Hispanic	32%	(110)	37%	(129)	15%	(52)	17%	(58)	349
Ethnicity: Black	28%	(78)	37%	(103)	17%	(47)	17%	(47)	274
Ethnicity: Other	18%	(37)	40%	(82)	26%	(54)	15%	(32)	204

Continued on next page

**Table MCSP23:** Which of the following best describes how much attention you usually pay to the ads during the Super Bowl game?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	28%	(615)	40%	(877)	15%	(336)	17%	(371)	2200
All Christian	30%	(295)	42%	(414)	13%	(129)	14%	(137)	975
All Non-Christian	33%	(42)	44%	(57)	11%	(14)	12%	(15)	128
Atheist	25%	(28)	40%	(44)	15%	(17)	20%	(22)	110
Agnostic/Nothing in particular	22%	(132)	37%	(222)	20%	(121)	21%	(123)	598
Something Else	30%	(118)	36%	(141)	14%	(56)	19%	(75)	390
Religious Non-Protestant/Catholic	28%	(43)	47%	(72)	13%	(19)	11%	(17)	152
Evangelical	30%	(171)	36%	(206)	13%	(73)	21%	(120)	570
Non-Evangelical	31%	(238)	44%	(331)	14%	(105)	11%	(87)	761
Community: Urban	30%	(182)	41%	(245)	16%	(99)	12%	(74)	600
Community: Suburban	29%	(299)	41%	(425)	15%	(151)	16%	(161)	1037
Community: Rural	24%	(133)	37%	(207)	15%	(87)	24%	(137)	564
Employ: Private Sector	36%	(228)	43%	(273)	13%	(81)	9%	(59)	641
Employ: Government	32%	(41)	41%	(53)	11%	(14)	16%	(21)	128
Employ: Self-Employed	31%	(47)	36%	(56)	15%	(24)	18%	(27)	153
Employ: Homemaker	31%	(51)	40%	(66)	13%	(22)	16%	(27)	165
Employ: Student	19%	(24)	33%	(41)	20%	(25)	28%	(35)	124
Employ: Retired	22%	(113)	38%	(194)	19%	(95)	21%	(105)	506
Employ: Unemployed	24%	(79)	41%	(135)	14%	(48)	21%	(70)	332
Employ: Other	21%	(32)	41%	(62)	19%	(29)	19%	(28)	151
Military HH: Yes	30%	(103)	41%	(141)	16%	(56)	12%	(42)	341
Military HH: No	28%	(512)	40%	(737)	15%	(280)	18%	(330)	1859
RD/WT: Right Direction	32%	(289)	40%	(358)	15%	(135)	13%	(116)	897
RD/WT: Wrong Track	25%	(326)	40%	(519)	15%	(202)	20%	(256)	1303
Biden Job Approve	31%	(399)	41%	(525)	14%	(180)	14%	(178)	1282
Biden Job Disapprove	25%	(178)	37%	(261)	16%	(111)	21%	(149)	698
Biden Job Strongly Approve	34%	(274)	38%	(307)	13%	(103)	15%	(120)	804
Biden Job Somewhat Approve	26%	(125)	46%	(218)	16%	(77)	12%	(58)	478
Biden Job Somewhat Disapprove	27%	(51)	45%	(86)	11%	(22)	17%	(33)	191
Biden Job Strongly Disapprove	25%	(127)	35%	(175)	18%	(89)	23%	(116)	507
Favorable of Biden	31%	(410)	41%	(537)	14%	(178)	14%	(180)	1305
Unfavorable of Biden	24%	(181)	39%	(293)	17%	(132)	20%	(154)	759

Continued on next page

**Table MCSP23:** Which of the following best describes how much attention you usually pay to the ads during the Super Bowl game?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	28%	(615)	40%	(877)	15%	(336)	17%	(371)	2200
Very Favorable of Biden	36%	(277)	39%	(304)	12%	(93)	13%	(105)	780
Somewhat Favorable of Biden	25%	(133)	44%	(232)	16%	(85)	14%	(75)	525
Somewhat Unfavorable of Biden	28%	(54)	43%	(83)	18%	(34)	11%	(22)	192
Very Unfavorable of Biden	22%	(127)	37%	(210)	17%	(98)	23%	(133)	567
#1 Issue: Economy	32%	(279)	41%	(357)	13%	(115)	13%	(117)	868
#1 Issue: Security	19%	(51)	36%	(96)	17%	(46)	28%	(74)	267
#1 Issue: Health Care	31%	(125)	41%	(167)	15%	(61)	13%	(51)	404
#1 Issue: Medicare / Social Security	23%	(55)	38%	(89)	16%	(37)	24%	(55)	236
#1 Issue: Women's Issues	22%	(21)	43%	(41)	15%	(15)	20%	(19)	96
#1 Issue: Education	18%	(17)	50%	(48)	18%	(18)	14%	(14)	96
#1 Issue: Energy	33%	(27)	36%	(29)	22%	(18)	9%	(7)	81
#1 Issue: Other	27%	(41)	33%	(50)	18%	(27)	22%	(34)	152
2020 Vote: Joe Biden	32%	(338)	41%	(433)	14%	(151)	12%	(128)	1049
2020 Vote: Donald Trump	24%	(164)	40%	(274)	18%	(120)	19%	(127)	686
2020 Vote: Other	16%	(10)	43%	(26)	22%	(14)	19%	(12)	62
2020 Vote: Didn't Vote	26%	(103)	36%	(144)	13%	(52)	26%	(102)	401
2018 House Vote: Democrat	33%	(248)	42%	(313)	14%	(105)	10%	(76)	741
2018 House Vote: Republican	25%	(140)	40%	(222)	16%	(90)	18%	(102)	554
2018 House Vote: Someone else	23%	(12)	40%	(21)	17%	(9)	20%	(11)	52
2016 Vote: Hillary Clinton	33%	(234)	44%	(312)	13%	(92)	10%	(69)	707
2016 Vote: Donald Trump	26%	(164)	39%	(248)	16%	(98)	19%	(119)	628
2016 Vote: Other	26%	(30)	40%	(45)	19%	(22)	15%	(17)	113
2016 Vote: Didn't Vote	25%	(188)	36%	(273)	16%	(123)	22%	(166)	749
Voted in 2014: Yes	30%	(362)	41%	(489)	15%	(173)	14%	(170)	1194
Voted in 2014: No	25%	(252)	39%	(388)	16%	(163)	20%	(202)	1006
4-Region: Northeast	28%	(110)	43%	(170)	14%	(55)	15%	(58)	394
4-Region: Midwest	30%	(137)	40%	(183)	16%	(73)	15%	(70)	462
4-Region: South	26%	(218)	40%	(332)	15%	(121)	19%	(153)	824
4-Region: West	29%	(150)	37%	(193)	17%	(88)	17%	(90)	520
Sports fan	35%	(530)	44%	(667)	14%	(213)	7%	(109)	1519
Avid sports fan	51%	(245)	37%	(178)	8%	(39)	3%	(15)	478
Casual sports fan	27%	(285)	47%	(489)	17%	(174)	9%	(94)	1041

Continued on next page

**Table MCSP23:** Which of the following best describes how much attention you usually pay to the ads during the Super Bowl game?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	28%	(615)	40%	(877)	15%	(336)	17%	(371)	2200
Football fan	35%	(510)	46%	(658)	13%	(193)	6%	(83)	1444
Avid football fan	46%	(286)	41%	(251)	10%	(59)	3%	(21)	616
Casual football fan	27%	(225)	49%	(407)	16%	(134)	7%	(62)	828
NFL fan	36%	(499)	47%	(653)	13%	(181)	4%	(62)	1396
Avid NFL fan	48%	(288)	39%	(233)	9%	(53)	4%	(21)	595
Casual NFL fan	26%	(211)	53%	(420)	16%	(128)	5%	(41)	801
Watched SB last year	38%	(441)	46%	(531)	12%	(140)	4%	(46)	1157
Didn't watch SB last year	17%	(174)	33%	(346)	19%	(197)	31%	(326)	1043
OK brands get political	34%	(264)	41%	(325)	14%	(110)	11%	(85)	785
Not OK brands get political	27%	(299)	42%	(470)	14%	(162)	17%	(189)	1119
OK social justice	34%	(435)	41%	(528)	14%	(177)	12%	(153)	1292
Not OK social justice	21%	(131)	42%	(258)	17%	(104)	19%	(119)	612
Likely SB viewer	38%	(511)	47%	(631)	11%	(154)	4%	(47)	1344
Unlikely SB viewer	13%	(97)	28%	(203)	22%	(161)	37%	(273)	733
More likely to watch SB this year	46%	(263)	43%	(249)	9%	(50)	2%	(14)	577
Less likely to watch SB this year	18%	(87)	35%	(165)	16%	(75)	31%	(144)	472
Likely host/attend SB party	40%	(164)	41%	(168)	15%	(60)	3%	(13)	406
Unlikely host/attend SB party	26%	(437)	41%	(676)	15%	(248)	18%	(295)	1656
Watch SB for game	34%	(294)	50%	(433)	13%	(110)	2%	(21)	859
Watch SB for halftime	37%	(85)	47%	(106)	10%	(23)	6%	(14)	227
Watch SB for ads	61%	(118)	35%	(68)	2%	(5)	1%	(3)	193
SB more political	34%	(275)	44%	(362)	13%	(104)	9%	(77)	818
SB less political	37%	(120)	39%	(128)	14%	(44)	11%	(35)	328
Typically host/attend SB party	42%	(233)	44%	(243)	11%	(61)	3%	(19)	556
Typically do not host/attend SB party	23%	(381)	39%	(634)	17%	(275)	21%	(352)	1644
Usually pays a lot/some attn to ads	41%	(615)	59%	(877)	—	(0)	—	(0)	1492
Usually pays not much/no attn to ads	—	(0)	—	(0)	48%	(336)	52%	(371)	708
Plan to pay a lot/some attn to ads	42%	(565)	53%	(725)	4%	(57)	1%	(12)	1359
Plan to pay not much/no attn to ads	6%	(49)	18%	(153)	33%	(280)	43%	(359)	841
Pro football fav sport	44%	(260)	43%	(255)	10%	(58)	4%	(23)	596
Fav NFL	37%	(469)	46%	(575)	12%	(154)	4%	(56)	1254
Unfav NFL	23%	(112)	36%	(172)	18%	(86)	23%	(111)	481

Continued on next page

**Table MCSP23:** Which of the following best describes how much attention you usually pay to the ads during the Super Bowl game?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	28%	(615)	40%	(877)	15%	(336)	17%	(371)	2200
Fav Goodell	47%	(235)	42%	(209)	8%	(42)	2%	(10)	496
Unfav Goodell	31%	(149)	44%	(211)	16%	(77)	10%	(47)	483
Fav Chiefs	40%	(397)	45%	(449)	12%	(123)	3%	(33)	1001
Fav Buccaneers	38%	(314)	45%	(373)	13%	(105)	4%	(30)	822
Chiefs fan	37%	(304)	45%	(377)	13%	(108)	5%	(41)	828
Buccaneers fan	35%	(208)	44%	(261)	15%	(87)	6%	(37)	593
Frequent sports betters	53%	(54)	30%	(31)	11%	(11)	7%	(7)	103
Regular sports betters	48%	(107)	39%	(87)	9%	(21)	3%	(8)	223
Frequent NFL betters	57%	(67)	33%	(39)	5%	(6)	5%	(6)	117
Regular NFL betters	50%	(119)	37%	(87)	10%	(25)	3%	(7)	239
Definite SB betters	59%	(78)	30%	(40)	11%	(14)	1%	(1)	132
Probable SB betters	43%	(146)	47%	(162)	9%	(32)	1%	(2)	341
Believe betting is legal in their state	38%	(251)	39%	(260)	13%	(88)	9%	(62)	661
Believe betting is illegal in their state	26%	(102)	47%	(182)	17%	(65)	10%	(38)	387
Non-sports fans	12%	(84)	31%	(211)	18%	(123)	39%	(262)	681
Gen Z sports fans	22%	(43)	49%	(95)	14%	(26)	15%	(29)	194
Millennial sports fans	40%	(169)	42%	(178)	13%	(54)	5%	(20)	422
Gen X sports fans	41%	(157)	43%	(164)	10%	(40)	5%	(20)	381
Boomer sports fans	33%	(153)	44%	(206)	17%	(80)	6%	(27)	466
Sports fans 18-34	30%	(131)	46%	(203)	15%	(65)	9%	(40)	439
Sports fans 35-44	47%	(118)	40%	(100)	9%	(22)	5%	(13)	253
Sports fans 45-64	39%	(207)	43%	(228)	12%	(66)	5%	(29)	530
Sports fans 65+	25%	(74)	46%	(135)	20%	(61)	9%	(27)	297
Occasional sports betters	30%	(59)	48%	(94)	16%	(32)	6%	(11)	196
Non-sports betters	25%	(449)	39%	(695)	16%	(284)	20%	(352)	1781
In legal betting states	28%	(231)	38%	(312)	14%	(117)	19%	(155)	814
Outside legal betting states	28%	(384)	41%	(566)	16%	(220)	16%	(217)	1386
Sports fan In legal betting states 21+	35%	(183)	45%	(236)	14%	(75)	7%	(36)	530
Sports fan Outside legal betting states 21+	36%	(320)	43%	(384)	14%	(128)	7%	(61)	893
Likely SB viewer In legal betting states 21+	40%	(185)	44%	(202)	12%	(55)	5%	(22)	464
Likely SB viewer Outside legal betting states 21+	37%	(295)	49%	(391)	11%	(91)	2%	(19)	796

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

**Table MCSP24:** Which of the following best describes how much attention you plan to pay attention to the ads during this year's Super Bowl game?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	24%	(536)	37%	(823)	17%	(367)	22%	(474)	2200
Gender: Male	29%	(304)	37%	(393)	18%	(192)	16%	(174)	1062
Gender: Female	20%	(233)	38%	(430)	15%	(175)	26%	(300)	1138
Age: 18-34	24%	(158)	39%	(258)	18%	(120)	18%	(120)	655
Age: 35-44	33%	(117)	35%	(125)	12%	(44)	20%	(72)	358
Age: 45-64	25%	(186)	37%	(277)	17%	(126)	22%	(162)	751
Age: 65+	17%	(75)	37%	(163)	18%	(78)	28%	(121)	436
GenZers: 1997-2012	18%	(53)	37%	(110)	21%	(62)	25%	(75)	299
Millennials: 1981-1996	32%	(190)	39%	(235)	14%	(81)	15%	(90)	595
GenXers: 1965-1980	26%	(143)	36%	(198)	18%	(96)	19%	(105)	542
Baby Boomers: 1946-1964	21%	(142)	37%	(254)	17%	(115)	25%	(173)	685
PID: Dem (no lean)	28%	(252)	41%	(371)	15%	(133)	16%	(142)	897
PID: Ind (no lean)	19%	(127)	36%	(242)	20%	(134)	26%	(173)	676
PID: Rep (no lean)	25%	(158)	33%	(210)	16%	(100)	25%	(159)	627
PID/Gender: Dem Men	35%	(142)	40%	(163)	14%	(59)	11%	(43)	407
PID/Gender: Dem Women	22%	(110)	42%	(208)	15%	(74)	20%	(98)	490
PID/Gender: Ind Men	20%	(67)	35%	(114)	24%	(79)	21%	(68)	327
PID/Gender: Ind Women	17%	(60)	37%	(128)	16%	(55)	30%	(105)	349
PID/Gender: Rep Men	29%	(95)	35%	(115)	17%	(54)	19%	(62)	327
PID/Gender: Rep Women	21%	(62)	32%	(94)	15%	(46)	32%	(97)	299
Ideo: Liberal (1-3)	29%	(188)	40%	(260)	15%	(98)	15%	(100)	645
Ideo: Moderate (4)	24%	(150)	40%	(250)	18%	(112)	18%	(109)	621
Ideo: Conservative (5-7)	23%	(152)	36%	(243)	16%	(106)	26%	(173)	675
Educ: < College	22%	(327)	37%	(555)	17%	(264)	24%	(365)	1512
Educ: Bachelors degree	28%	(122)	43%	(189)	14%	(64)	16%	(69)	444
Educ: Post-grad	36%	(87)	32%	(79)	16%	(39)	16%	(40)	244
Income: Under 50k	22%	(259)	35%	(415)	19%	(222)	25%	(302)	1198
Income: 50k-100k	24%	(163)	43%	(292)	14%	(97)	19%	(129)	680
Income: 100k+	36%	(115)	36%	(116)	15%	(48)	14%	(44)	322
Ethnicity: White	25%	(424)	37%	(637)	16%	(268)	23%	(393)	1722
Ethnicity: Hispanic	27%	(94)	40%	(139)	15%	(51)	19%	(65)	349
Ethnicity: Black	28%	(77)	35%	(96)	20%	(55)	17%	(46)	274
Ethnicity: Other	17%	(35)	44%	(90)	21%	(44)	17%	(36)	204

Continued on next page

**Table MCSP24:** Which of the following best describes how much attention you plan to pay attention to the ads during this year's Super Bowl game?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	24%	(536)	37%	(823)	17%	(367)	22%	(474)	2200
All Christian	26%	(250)	40%	(390)	14%	(137)	20%	(199)	975
All Non-Christian	28%	(36)	47%	(61)	12%	(16)	12%	(16)	128
Atheist	22%	(24)	30%	(33)	27%	(30)	21%	(23)	110
Agnostic/Nothing in particular	21%	(124)	35%	(209)	20%	(118)	25%	(147)	598
Something Else	26%	(102)	34%	(131)	17%	(67)	23%	(90)	390
Religious Non-Protestant/Catholic	25%	(37)	45%	(69)	15%	(22)	15%	(23)	152
Evangelical	26%	(150)	32%	(181)	16%	(91)	26%	(147)	570
Non-Evangelical	26%	(196)	43%	(329)	14%	(105)	17%	(132)	761
Community: Urban	30%	(177)	37%	(221)	19%	(116)	14%	(86)	600
Community: Suburban	24%	(248)	40%	(413)	16%	(170)	20%	(206)	1037
Community: Rural	20%	(111)	33%	(189)	14%	(81)	32%	(182)	564
Employ: Private Sector	32%	(203)	41%	(262)	13%	(86)	14%	(89)	641
Employ: Government	22%	(28)	45%	(57)	16%	(21)	18%	(23)	128
Employ: Self-Employed	27%	(41)	38%	(58)	15%	(22)	21%	(32)	153
Employ: Homemaker	26%	(43)	40%	(66)	13%	(21)	22%	(36)	165
Employ: Student	17%	(21)	31%	(38)	26%	(32)	27%	(33)	124
Employ: Retired	17%	(86)	37%	(188)	19%	(96)	27%	(136)	506
Employ: Unemployed	25%	(84)	32%	(105)	16%	(53)	27%	(90)	332
Employ: Other	20%	(30)	33%	(50)	24%	(36)	24%	(36)	151
Military HH: Yes	24%	(82)	41%	(139)	17%	(57)	18%	(63)	341
Military HH: No	24%	(454)	37%	(684)	17%	(309)	22%	(411)	1859
RD/WT: Right Direction	29%	(264)	39%	(353)	16%	(142)	15%	(139)	897
RD/WT: Wrong Track	21%	(272)	36%	(470)	17%	(225)	26%	(336)	1303
Biden Job Approve	28%	(354)	40%	(517)	16%	(206)	16%	(205)	1282
Biden Job Disapprove	21%	(147)	31%	(214)	18%	(126)	30%	(211)	698
Biden Job Strongly Approve	30%	(243)	37%	(298)	15%	(124)	17%	(139)	804
Biden Job Somewhat Approve	23%	(111)	46%	(219)	17%	(81)	14%	(66)	478
Biden Job Somewhat Disapprove	25%	(47)	36%	(69)	16%	(30)	23%	(45)	191
Biden Job Strongly Disapprove	20%	(100)	28%	(144)	19%	(96)	33%	(166)	507
Favorable of Biden	28%	(359)	41%	(532)	16%	(210)	16%	(205)	1305
Unfavorable of Biden	20%	(150)	33%	(247)	18%	(138)	29%	(223)	759

Continued on next page

**Table MCSP24:** Which of the following best describes how much attention you plan to pay attention to the ads during this year's Super Bowl game?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	24%	(536)	37%	(823)	17%	(367)	22%	(474)	2200
Very Favorable of Biden	31%	(244)	38%	(299)	15%	(117)	15%	(119)	780
Somewhat Favorable of Biden	22%	(115)	44%	(232)	18%	(92)	16%	(85)	525
Somewhat Unfavorable of Biden	28%	(53)	39%	(75)	16%	(31)	17%	(33)	192
Very Unfavorable of Biden	17%	(97)	30%	(173)	19%	(107)	34%	(191)	567
#1 Issue: Economy	28%	(247)	38%	(329)	16%	(138)	18%	(154)	868
#1 Issue: Security	17%	(44)	32%	(85)	18%	(48)	33%	(89)	267
#1 Issue: Health Care	27%	(109)	41%	(164)	15%	(62)	17%	(68)	404
#1 Issue: Medicare / Social Security	18%	(41)	39%	(92)	15%	(35)	29%	(68)	236
#1 Issue: Women's Issues	23%	(22)	38%	(36)	15%	(14)	24%	(23)	96
#1 Issue: Education	24%	(23)	44%	(42)	21%	(21)	10%	(10)	96
#1 Issue: Energy	27%	(22)	31%	(25)	25%	(20)	17%	(14)	81
#1 Issue: Other	18%	(27)	32%	(49)	19%	(29)	31%	(48)	152
2020 Vote: Joe Biden	28%	(289)	42%	(436)	17%	(175)	14%	(149)	1049
2020 Vote: Donald Trump	19%	(133)	34%	(235)	18%	(124)	28%	(193)	686
2020 Vote: Other	10%	(6)	40%	(25)	23%	(14)	26%	(16)	62
2020 Vote: Didn't Vote	27%	(107)	31%	(126)	13%	(54)	28%	(114)	401
2018 House Vote: Democrat	28%	(208)	41%	(305)	17%	(128)	13%	(100)	741
2018 House Vote: Republican	21%	(118)	35%	(196)	16%	(91)	27%	(149)	554
2018 House Vote: Someone else	16%	(9)	34%	(18)	19%	(10)	31%	(16)	52
2016 Vote: Hillary Clinton	27%	(193)	42%	(299)	17%	(119)	14%	(96)	707
2016 Vote: Donald Trump	21%	(134)	35%	(222)	16%	(102)	27%	(171)	628
2016 Vote: Other	23%	(26)	35%	(39)	24%	(27)	19%	(21)	113
2016 Vote: Didn't Vote	24%	(182)	35%	(262)	16%	(119)	25%	(185)	749
Voted in 2014: Yes	25%	(298)	38%	(455)	16%	(195)	21%	(246)	1194
Voted in 2014: No	24%	(238)	37%	(367)	17%	(172)	23%	(228)	1006
4-Region: Northeast	25%	(97)	40%	(159)	16%	(61)	20%	(77)	394
4-Region: Midwest	25%	(114)	35%	(163)	20%	(94)	20%	(91)	462
4-Region: South	23%	(192)	38%	(315)	15%	(128)	23%	(190)	824
4-Region: West	26%	(133)	36%	(186)	16%	(84)	22%	(116)	520
Sports fan	31%	(466)	43%	(651)	16%	(238)	11%	(164)	1519
Avid sports fan	49%	(233)	35%	(169)	11%	(53)	5%	(23)	478
Casual sports fan	22%	(233)	46%	(482)	18%	(185)	14%	(141)	1041

Continued on next page



**Table MCSP24:** Which of the following best describes how much attention you plan to pay attention to the ads during this year's Super Bowl game?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	24%	(536)	37%	(823)	17%	(367)	22%	(474)	2200
Football fan	32%	(459)	44%	(636)	15%	(223)	9%	(126)	1444
Avid football fan	44%	(270)	39%	(243)	12%	(76)	4%	(28)	616
Casual football fan	23%	(190)	47%	(393)	18%	(147)	12%	(98)	828
NFL fan	32%	(453)	45%	(634)	15%	(209)	7%	(99)	1396
Avid NFL fan	44%	(260)	40%	(241)	12%	(69)	4%	(25)	595
Casual NFL fan	24%	(194)	49%	(393)	17%	(140)	9%	(73)	801
Watched SB last year	34%	(397)	45%	(526)	15%	(168)	6%	(66)	1157
Didn't watch SB last year	13%	(139)	28%	(297)	19%	(199)	39%	(408)	1043
OK brands get political	31%	(244)	40%	(313)	15%	(120)	14%	(108)	785
Not OK brands get political	22%	(245)	39%	(432)	17%	(185)	23%	(257)	1119
OK social justice	30%	(391)	40%	(516)	15%	(200)	14%	(185)	1292
Not OK social justice	17%	(102)	36%	(223)	18%	(109)	29%	(179)	612
Likely SB viewer	35%	(477)	47%	(636)	13%	(181)	4%	(50)	1344
Unlikely SB viewer	8%	(58)	21%	(151)	22%	(160)	50%	(365)	733
More likely to watch SB this year	44%	(254)	43%	(250)	10%	(59)	3%	(14)	577
Less likely to watch SB this year	10%	(46)	29%	(137)	19%	(90)	42%	(199)	472
Likely host/attend SB party	42%	(170)	41%	(167)	15%	(60)	2%	(9)	406
Unlikely host/attend SB party	21%	(349)	38%	(627)	17%	(280)	24%	(400)	1656
Watch SB for game	34%	(292)	48%	(412)	15%	(130)	3%	(25)	859
Watch SB for halftime	31%	(71)	52%	(119)	10%	(23)	6%	(13)	227
Watch SB for ads	53%	(102)	42%	(80)	5%	(9)	1%	(1)	193
SB more political	30%	(245)	39%	(321)	15%	(124)	16%	(129)	818
SB less political	34%	(110)	40%	(131)	14%	(47)	12%	(39)	328
Typically host/attend SB party	39%	(215)	42%	(233)	13%	(72)	6%	(36)	556
Typically do not host/attend SB party	20%	(321)	36%	(589)	18%	(294)	27%	(438)	1644
Usually pays a lot/some attn to ads	35%	(528)	51%	(762)	8%	(123)	5%	(79)	1492
Usually pays not much/no attn to ads	1%	(8)	9%	(61)	34%	(244)	56%	(395)	708
Plan to pay a lot/some attn to ads	39%	(536)	61%	(823)	—	(0)	—	(0)	1359
Plan to pay not much/no attn to ads	—	(0)	—	(0)	44%	(367)	56%	(474)	841
Pro football fav sport	41%	(245)	42%	(253)	11%	(66)	5%	(32)	596
Fav NFL	35%	(435)	45%	(568)	14%	(181)	6%	(70)	1254
Unfav NFL	15%	(70)	29%	(142)	20%	(95)	36%	(175)	481

Continued on next page

**Table MCSP24:** Which of the following best describes how much attention you plan to pay attention to the ads during this year's Super Bowl game?

Demographic	A lot		Some		Not much		Not at all		Total N
Adults	24%	(536)	37%	(823)	17%	(367)	22%	(474)	2200
Fav Goodell	45%	(224)	41%	(205)	10%	(48)	4%	(19)	496
Unfav Goodell	24%	(115)	43%	(210)	16%	(79)	16%	(79)	483
Fav Chiefs	37%	(373)	43%	(432)	13%	(134)	6%	(62)	1001
Fav Buccaneers	36%	(299)	44%	(365)	13%	(109)	6%	(49)	822
Chiefs fan	34%	(278)	42%	(348)	16%	(135)	8%	(68)	828
Buccaneers fan	30%	(180)	45%	(266)	17%	(99)	8%	(48)	593
Frequent sports betters	52%	(54)	25%	(25)	16%	(17)	7%	(7)	103
Regular sports betters	48%	(108)	35%	(77)	13%	(29)	4%	(10)	223
Frequent NFL betters	53%	(62)	32%	(37)	11%	(12)	5%	(6)	117
Regular NFL betters	48%	(114)	37%	(88)	12%	(30)	3%	(7)	239
Definite SB betters	59%	(78)	28%	(37)	11%	(15)	2%	(2)	132
Probable SB betters	42%	(144)	45%	(155)	11%	(39)	1%	(4)	341
Believe betting is legal in their state	33%	(218)	40%	(266)	14%	(95)	12%	(82)	661
Believe betting is illegal in their state	23%	(90)	42%	(162)	19%	(74)	16%	(61)	387
Non-sports fans	10%	(70)	25%	(172)	19%	(129)	46%	(310)	681
Gen Z sports fans	22%	(42)	44%	(85)	20%	(39)	14%	(27)	194
Millennial sports fans	39%	(166)	42%	(176)	12%	(51)	7%	(29)	422
Gen X sports fans	34%	(129)	41%	(158)	16%	(60)	9%	(34)	381
Boomer sports fans	26%	(122)	45%	(209)	16%	(76)	13%	(59)	466
Sports fans 18-34	30%	(132)	43%	(191)	17%	(77)	9%	(40)	439
Sports fans 35-44	43%	(107)	39%	(98)	10%	(25)	9%	(23)	253
Sports fans 45-64	32%	(169)	43%	(226)	15%	(80)	10%	(55)	530
Sports fans 65+	19%	(58)	46%	(137)	19%	(56)	16%	(47)	297
Occasional sports betters	26%	(52)	50%	(98)	15%	(30)	9%	(17)	196
Non-sports betters	21%	(377)	36%	(647)	17%	(309)	25%	(448)	1781
In legal betting states	26%	(208)	35%	(286)	16%	(134)	23%	(186)	814
Outside legal betting states	24%	(328)	39%	(537)	17%	(233)	21%	(288)	1386
Sports fan In legal betting states 21+	32%	(168)	41%	(217)	16%	(86)	11%	(59)	530
Sports fan Outside legal betting states 21+	30%	(270)	44%	(395)	15%	(134)	11%	(94)	893
Likely SB viewer In legal betting states 21+	37%	(171)	44%	(203)	15%	(69)	4%	(21)	464
Likely SB viewer Outside legal betting states 21+	35%	(276)	50%	(397)	12%	(98)	3%	(25)	796

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

**Table MCSP26\_1:** Do you have a favorable or unfavorable view of the following brands?

Cheetos

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	42% (913)	39% (853)	6% (131)	3% (62)	9% (197)	2% (44)	2200
Gender: Male	39% (417)	40% (427)	7% (79)	2% (18)	9% (99)	2% (22)	1062
Gender: Female	44% (496)	37% (426)	5% (52)	4% (44)	9% (98)	2% (23)	1138
Age: 18-34	50% (328)	29% (192)	7% (46)	4% (26)	7% (47)	2% (15)	655
Age: 35-44	39% (140)	42% (151)	7% (23)	3% (11)	7% (23)	3% (9)	358
Age: 45-64	39% (294)	42% (316)	5% (38)	2% (17)	10% (74)	2% (12)	751
Age: 65+	35% (152)	44% (193)	5% (23)	2% (7)	12% (52)	2% (8)	436
GenZers: 1997-2012	50% (150)	29% (86)	6% (19)	5% (15)	9% (26)	1% (3)	299
Millennials: 1981-1996	47% (277)	34% (200)	7% (41)	3% (19)	6% (39)	3% (20)	595
GenXers: 1965-1980	41% (224)	42% (228)	5% (30)	2% (11)	8% (41)	2% (9)	542
Baby Boomers: 1946-1964	34% (230)	45% (308)	6% (38)	2% (16)	12% (82)	2% (12)	685
PID: Dem (no lean)	46% (413)	34% (309)	6% (55)	3% (31)	8% (75)	2% (15)	897
PID: Ind (no lean)	35% (234)	43% (288)	7% (44)	3% (17)	10% (70)	3% (23)	676
PID: Rep (no lean)	42% (265)	41% (257)	5% (31)	2% (14)	8% (52)	1% (7)	627
PID/Gender: Dem Men	46% (187)	34% (140)	8% (33)	2% (9)	8% (31)	2% (8)	407
PID/Gender: Dem Women	46% (226)	34% (169)	5% (23)	4% (22)	9% (43)	1% (7)	490
PID/Gender: Ind Men	30% (99)	45% (147)	10% (31)	2% (6)	11% (35)	3% (9)	327
PID/Gender: Ind Women	39% (136)	40% (140)	4% (13)	3% (11)	10% (35)	4% (14)	349
PID/Gender: Rep Men	40% (132)	43% (140)	5% (15)	1% (3)	10% (33)	2% (5)	327
PID/Gender: Rep Women	45% (134)	39% (116)	5% (16)	4% (11)	7% (20)	1% (2)	299
Ideo: Liberal (1-3)	42% (270)	35% (226)	7% (47)	4% (29)	10% (64)	1% (10)	645
Ideo: Moderate (4)	41% (254)	41% (257)	5% (34)	2% (15)	7% (45)	3% (16)	621
Ideo: Conservative (5-7)	41% (279)	41% (277)	5% (35)	2% (15)	9% (60)	1% (8)	675
Educ: < College	44% (666)	39% (584)	5% (73)	2% (37)	8% (119)	2% (33)	1512
Educ: Bachelors degree	36% (160)	40% (177)	9% (38)	3% (14)	11% (47)	1% (7)	444
Educ: Post-grad	36% (87)	38% (92)	8% (20)	4% (10)	12% (30)	2% (5)	244
Income: Under 50k	45% (539)	36% (434)	5% (59)	3% (34)	9% (102)	2% (30)	1198
Income: 50k-100k	37% (252)	42% (284)	7% (48)	3% (21)	10% (67)	1% (8)	680
Income: 100k+	38% (123)	42% (135)	7% (23)	2% (6)	9% (27)	2% (7)	322
Ethnicity: White	38% (658)	42% (718)	6% (101)	3% (52)	9% (162)	2% (31)	1722

Continued on next page

**Table MCSP26\_1:** Do you have a favorable or unfavorable view of the following brands?

Cheetos

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	42% (913)	39% (853)	6% (131)	3% (62)	9% (197)	2% (44)	2200
Ethnicity: Hispanic	56% (197)	28% (97)	6% (22)	4% (14)	5% (16)	1% (3)	349
Ethnicity: Black	58% (159)	26% (70)	5% (13)	2% (6)	6% (18)	3% (8)	274
Ethnicity: Other	47% (96)	31% (64)	8% (17)	2% (4)	9% (18)	3% (6)	204
All Christian	41% (401)	42% (405)	5% (45)	2% (20)	9% (90)	1% (14)	975
All Non-Christian	38% (49)	35% (45)	11% (14)	4% (5)	11% (14)	1% (1)	128
Atheist	40% (44)	27% (29)	13% (14)	10% (11)	6% (7)	3% (3)	110
Agnostic/Nothing in particular	38% (229)	38% (230)	7% (43)	2% (14)	11% (64)	3% (18)	598
Something Else	49% (190)	37% (144)	4% (14)	3% (12)	6% (22)	2% (8)	390
Religious Non-Protestant/Catholic	36% (54)	37% (56)	12% (18)	3% (5)	12% (18)	1% (1)	152
Evangelical	47% (268)	37% (211)	4% (25)	2% (11)	8% (46)	2% (10)	570
Non-Evangelical	41% (313)	43% (324)	4% (31)	3% (21)	8% (61)	2% (12)	761
Community: Urban	45% (271)	35% (207)	8% (49)	2% (10)	8% (50)	2% (12)	600
Community: Suburban	37% (384)	42% (430)	6% (60)	3% (32)	10% (108)	2% (23)	1037
Community: Rural	46% (258)	38% (215)	4% (22)	3% (20)	7% (39)	2% (9)	564
Employ: Private Sector	40% (256)	41% (260)	8% (49)	2% (14)	7% (46)	2% (14)	641
Employ: Government	31% (39)	47% (60)	9% (11)	4% (5)	8% (10)	2% (3)	128
Employ: Self-Employed	44% (67)	34% (52)	6% (9)	6% (9)	10% (15)	1% (2)	153
Employ: Homemaker	47% (78)	37% (62)	5% (8)	4% (7)	5% (8)	1% (2)	165
Employ: Student	47% (58)	34% (42)	11% (13)	1% (2)	6% (7)	1% (2)	124
Employ: Retired	36% (183)	43% (219)	4% (22)	2% (12)	12% (62)	2% (8)	506
Employ: Unemployed	47% (155)	35% (115)	5% (15)	2% (7)	10% (34)	2% (6)	332
Employ: Other	51% (77)	29% (43)	1% (2)	3% (5)	10% (15)	6% (9)	151
Military HH: Yes	46% (157)	37% (124)	5% (17)	3% (9)	8% (29)	2% (5)	341
Military HH: No	41% (756)	39% (728)	6% (114)	3% (53)	9% (168)	2% (39)	1859
RD/WT: Right Direction	43% (390)	35% (318)	7% (61)	3% (31)	9% (76)	2% (21)	897
RD/WT: Wrong Track	40% (524)	41% (535)	5% (70)	2% (30)	9% (121)	2% (24)	1303
Biden Job Approve	44% (564)	37% (471)	7% (92)	3% (44)	8% (97)	1% (15)	1282
Biden Job Disapprove	39% (275)	42% (296)	5% (32)	2% (17)	9% (64)	2% (14)	698

Continued on next page

**Table MCSP26\_1:** Do you have a favorable or unfavorable view of the following brands?

Cheetos

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	42% (913)	39% (853)	6% (131)	3% (62)	9% (197)	2% (44)	2200
Biden Job Strongly Approve	48% (388)	33% (263)	7% (53)	4% (31)	7% (57)	1% (12)	804
Biden Job Somewhat Approve	37% (176)	43% (208)	8% (38)	3% (13)	8% (39)	1% (4)	478
Biden Job Somewhat Disapprove	35% (66)	50% (95)	4% (9)	2% (4)	6% (12)	3% (6)	191
Biden Job Strongly Disapprove	41% (209)	40% (202)	5% (24)	3% (13)	10% (52)	2% (8)	507
Favorable of Biden	45% (588)	37% (477)	6% (84)	3% (41)	7% (97)	1% (18)	1305
Unfavorable of Biden	37% (278)	45% (339)	6% (43)	3% (19)	9% (67)	2% (13)	759
Very Favorable of Biden	51% (401)	31% (242)	6% (44)	3% (22)	8% (59)	2% (13)	780
Somewhat Favorable of Biden	36% (187)	45% (235)	8% (40)	4% (20)	7% (37)	1% (6)	525
Somewhat Unfavorable of Biden	32% (62)	52% (99)	7% (14)	3% (5)	5% (9)	2% (3)	192
Very Unfavorable of Biden	38% (216)	42% (240)	5% (29)	3% (14)	10% (58)	2% (10)	567
#1 Issue: Economy	42% (365)	40% (349)	5% (46)	2% (13)	9% (78)	2% (16)	868
#1 Issue: Security	41% (110)	38% (102)	5% (15)	2% (4)	11% (29)	3% (7)	267
#1 Issue: Health Care	45% (180)	37% (151)	5% (19)	5% (21)	5% (22)	3% (11)	404
#1 Issue: Medicare / Social Security	40% (94)	40% (94)	8% (20)	1% (3)	10% (22)	1% (3)	236
#1 Issue: Women's Issues	50% (48)	30% (29)	7% (7)	4% (4)	7% (7)	1% (1)	96
#1 Issue: Education	38% (37)	37% (35)	9% (9)	2% (2)	12% (11)	2% (2)	96
#1 Issue: Energy	36% (29)	36% (29)	11% (9)	11% (9)	6% (5)	— (0)	81
#1 Issue: Other	33% (50)	41% (63)	4% (7)	4% (6)	15% (23)	2% (4)	152
2020 Vote: Joe Biden	44% (461)	36% (374)	6% (67)	3% (32)	9% (97)	2% (18)	1049
2020 Vote: Donald Trump	39% (266)	43% (294)	6% (40)	2% (12)	9% (59)	2% (14)	686
2020 Vote: Other	14% (9)	55% (34)	11% (7)	4% (3)	14% (9)	1% (1)	62
2020 Vote: Didn't Vote	44% (177)	37% (150)	4% (16)	4% (15)	8% (31)	3% (12)	401
2018 House Vote: Democrat	41% (307)	37% (272)	8% (56)	3% (25)	9% (68)	2% (13)	741
2018 House Vote: Republican	38% (208)	44% (244)	5% (30)	2% (9)	9% (51)	2% (11)	554
2018 House Vote: Someone else	11% (6)	71% (37)	1% (1)	4% (2)	12% (6)	1% (1)	52
2016 Vote: Hillary Clinton	39% (276)	39% (273)	7% (49)	3% (24)	9% (67)	3% (18)	707
2016 Vote: Donald Trump	40% (249)	45% (282)	4% (27)	2% (11)	8% (49)	2% (11)	628
2016 Vote: Other	31% (36)	49% (55)	4% (4)	4% (4)	11% (13)	1% (1)	113
2016 Vote: Didn't Vote	47% (352)	32% (243)	7% (50)	3% (22)	9% (68)	2% (14)	749

Continued on next page

**Table MCSP26\_1:** Do you have a favorable or unfavorable view of the following brands?

Cheetos

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	42% (913)	39% (853)	6% (131)	3% (62)	9% (197)	2% (44)	2200
Voted in 2014: Yes	39% (462)	42% (501)	6% (68)	3% (33)	9% (107)	2% (23)	1194
Voted in 2014: No	45% (451)	35% (352)	6% (63)	3% (29)	9% (90)	2% (21)	1006
4-Region: Northeast	37% (147)	37% (145)	8% (30)	3% (13)	13% (50)	2% (8)	394
4-Region: Midwest	40% (184)	41% (189)	5% (21)	3% (12)	11% (49)	1% (7)	462
4-Region: South	46% (376)	36% (298)	6% (48)	3% (25)	7% (61)	2% (17)	824
4-Region: West	40% (207)	43% (221)	6% (31)	2% (11)	7% (36)	2% (13)	520
Sports fan	43% (651)	39% (597)	6% (91)	2% (28)	8% (127)	2% (25)	1519
Avid sports fan	50% (238)	35% (169)	6% (27)	1% (6)	6% (28)	2% (10)	478
Casual sports fan	40% (413)	41% (428)	6% (65)	2% (22)	9% (99)	1% (15)	1041
Football fan	43% (628)	39% (566)	6% (86)	2% (27)	8% (115)	2% (23)	1444
Avid football fan	49% (301)	36% (223)	5% (33)	2% (11)	6% (39)	1% (9)	616
Casual football fan	39% (327)	41% (343)	6% (53)	2% (16)	9% (77)	2% (14)	828
NFL fan	44% (621)	38% (533)	6% (85)	2% (26)	8% (108)	2% (22)	1396
Avid NFL fan	48% (284)	37% (220)	5% (33)	1% (8)	7% (41)	2% (10)	595
Casual NFL fan	42% (337)	39% (314)	6% (52)	2% (19)	8% (67)	1% (12)	801
Watched SB last year	44% (505)	39% (454)	6% (70)	2% (22)	8% (89)	1% (17)	1157
Didn't watch SB last year	39% (408)	38% (399)	6% (60)	4% (40)	10% (108)	3% (27)	1043
OK brands get political	45% (357)	35% (278)	7% (56)	3% (26)	8% (61)	1% (7)	785
Not OK brands get political	40% (445)	42% (471)	6% (65)	2% (27)	8% (95)	1% (16)	1119
OK social justice	46% (593)	36% (465)	6% (84)	3% (42)	8% (100)	1% (8)	1292
Not OK social justice	35% (212)	44% (270)	6% (39)	2% (15)	10% (63)	2% (13)	612
Likely SB viewer	46% (622)	37% (501)	6% (76)	2% (31)	7% (95)	1% (19)	1344
Unlikely SB viewer	35% (255)	42% (309)	7% (48)	4% (26)	11% (81)	2% (14)	733
More likely to watch SB this year	52% (300)	33% (189)	6% (35)	3% (16)	5% (27)	2% (10)	577
Less likely to watch SB this year	39% (184)	39% (182)	6% (30)	3% (14)	11% (53)	2% (9)	472
Likely host/attend SB party	49% (198)	32% (128)	7% (27)	4% (16)	7% (29)	2% (8)	406
Unlikely host/attend SB party	39% (652)	42% (697)	6% (98)	3% (44)	9% (146)	1% (20)	1656
Watch SB for game	43% (373)	41% (350)	6% (52)	2% (16)	7% (58)	1% (9)	859
Watch SB for halftime	52% (118)	28% (64)	6% (15)	3% (7)	10% (22)	1% (1)	227

Continued on next page

**Table MCSP26\_1:** Do you have a favorable or unfavorable view of the following brands?

Cheetos

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	42% (913)	39% (853)	6% (131)	3% (62)	9% (197)	2% (44)	2200
Watch SB for ads	50% (96)	36% (70)	4% (9)	2% (4)	6% (13)	1% (2)	193
SB more political	45% (368)	40% (324)	6% (49)	2% (18)	7% (54)	1% (5)	818
SB less political	47% (155)	36% (117)	6% (19)	2% (7)	9% (28)	1% (2)	328
Typically host/attend SB party	46% (255)	38% (213)	6% (32)	3% (15)	5% (29)	2% (12)	556
Typically do not host/attend SB party	40% (659)	39% (639)	6% (99)	3% (47)	10% (168)	2% (32)	1644
Usually pays a lot/some attn to ads	46% (681)	39% (589)	5% (81)	2% (31)	7% (98)	1% (13)	1492
Usually pays not much/no attn to ads	33% (232)	37% (264)	7% (50)	4% (30)	14% (100)	4% (31)	708
Plan to pay a lot/some attn to ads	48% (646)	38% (511)	5% (70)	2% (27)	7% (93)	1% (12)	1359
Plan to pay not much/no attn to ads	32% (267)	41% (342)	7% (61)	4% (34)	12% (104)	4% (32)	841
Pro football fav sport	48% (287)	39% (230)	4% (25)	1% (7)	6% (36)	2% (11)	596
Fav NFL	49% (614)	38% (474)	5% (66)	2% (22)	5% (67)	1% (11)	1254
Unfav NFL	34% (162)	41% (198)	9% (43)	5% (25)	10% (48)	1% (5)	481
Fav Goodell	51% (253)	38% (188)	5% (25)	1% (6)	4% (20)	1% (4)	496
Unfav Goodell	37% (178)	42% (202)	8% (38)	3% (14)	10% (46)	1% (6)	483
Fav Chiefs	47% (471)	39% (395)	6% (56)	2% (20)	5% (53)	1% (7)	1001
Fav Buccaneers	47% (388)	38% (312)	7% (55)	2% (15)	6% (47)	1% (6)	822
Chiefs fan	44% (362)	40% (329)	6% (52)	3% (23)	6% (53)	1% (10)	828
Buccaneers fan	44% (263)	39% (231)	6% (37)	2% (12)	7% (43)	1% (7)	593
Frequent sports betters	48% (50)	36% (37)	7% (7)	4% (4)	3% (3)	3% (3)	103
Regular sports betters	49% (109)	34% (76)	6% (13)	5% (12)	4% (8)	2% (5)	223
Frequent NFL betters	48% (56)	36% (43)	6% (7)	4% (4)	2% (3)	3% (4)	117
Regular NFL betters	49% (118)	33% (80)	7% (16)	3% (8)	5% (12)	2% (5)	239
Definite SB betters	54% (72)	27% (36)	9% (12)	3% (4)	6% (7)	1% (2)	132
Probable SB betters	50% (170)	35% (119)	7% (25)	2% (8)	4% (15)	1% (4)	341
Believe betting is legal in their state	40% (264)	43% (283)	7% (44)	4% (26)	5% (36)	1% (8)	661
Believe betting is illegal in their state	43% (166)	34% (133)	8% (31)	2% (10)	10% (37)	3% (10)	387
Non-sports fans	39% (262)	38% (256)	6% (40)	5% (33)	10% (70)	3% (20)	681
Gen Z sports fans	50% (97)	28% (53)	8% (15)	3% (5)	10% (19)	2% (3)	194
Millennial sports fans	49% (208)	33% (139)	7% (31)	2% (10)	6% (25)	2% (9)	422

Continued on next page

**Table MCSP26\_1:** Do you have a favorable or unfavorable view of the following brands?

Cheetos

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Head of, no opinion		Never heard of, no opinion		Total N
Adults	42%	(913)	39%	(853)	6%	(131)	3%	(62)	9%	(197)	2%	(44)	2200
Gen X sports fans	43%	(162)	42%	(159)	5%	(20)	2%	(7)	7%	(26)	2%	(6)	381
Boomer sports fans	35%	(162)	47%	(220)	5%	(22)	1%	(6)	11%	(49)	1%	(7)	466
Sports fans 18-34	52%	(226)	29%	(125)	8%	(37)	3%	(11)	7%	(33)	1%	(6)	439
Sports fans 35-44	44%	(110)	40%	(101)	6%	(14)	3%	(6)	6%	(15)	3%	(7)	253
Sports fans 45-64	40%	(214)	44%	(233)	4%	(24)	1%	(7)	8%	(44)	2%	(8)	530
Sports fans 65+	34%	(101)	46%	(138)	6%	(17)	1%	(3)	12%	(35)	1%	(4)	297
Occasional sports betters	47%	(92)	36%	(71)	5%	(11)	2%	(4)	8%	(16)	2%	(3)	196
Non-sports betters	40%	(712)	40%	(706)	6%	(107)	3%	(46)	10%	(173)	2%	(36)	1781
In legal betting states	41%	(331)	39%	(316)	5%	(45)	3%	(22)	10%	(80)	2%	(20)	814
Outside legal betting states	42%	(583)	39%	(537)	6%	(86)	3%	(39)	8%	(117)	2%	(24)	1386
Sports fan In legal betting states 21+	41%	(219)	41%	(217)	5%	(28)	2%	(12)	9%	(45)	2%	(9)	530
Sports fan Outside legal betting states 21+	43%	(382)	39%	(353)	7%	(58)	2%	(16)	8%	(68)	2%	(16)	893
Likely SB viewer In legal betting states 21+	45%	(209)	40%	(187)	5%	(22)	2%	(11)	6%	(28)	1%	(7)	464
Likely SB viewer Outside legal betting states 21+	45%	(357)	37%	(299)	6%	(50)	2%	(18)	8%	(61)	1%	(12)	796

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



**Table MCSP26\_2:** Do you have a favorable or unfavorable view of the following brands?

*Doritos*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	46% (1019)	38% (836)	4% (77)	3% (57)	7% (161)	2% (49)	2200
Gender: Male	45% (480)	40% (420)	4% (42)	2% (17)	7% (78)	2% (26)	1062
Gender: Female	47% (539)	37% (417)	3% (35)	4% (41)	7% (83)	2% (23)	1138
Age: 18-34	54% (352)	31% (206)	3% (17)	5% (30)	5% (30)	3% (20)	655
Age: 35-44	47% (167)	36% (129)	6% (22)	3% (11)	5% (19)	3% (10)	358
Age: 45-64	47% (354)	38% (285)	3% (21)	1% (9)	9% (71)	2% (12)	751
Age: 65+	33% (146)	50% (217)	4% (18)	2% (8)	9% (41)	2% (7)	436
GenZers: 1997-2012	51% (151)	34% (101)	3% (9)	4% (13)	6% (17)	2% (7)	299
Millennials: 1981-1996	54% (319)	31% (185)	4% (23)	3% (20)	4% (27)	4% (21)	595
GenXers: 1965-1980	49% (264)	39% (209)	3% (16)	2% (10)	6% (35)	2% (8)	542
Baby Boomers: 1946-1964	38% (262)	43% (298)	4% (26)	2% (12)	11% (77)	2% (11)	685
PID: Dem (no lean)	48% (434)	37% (329)	3% (30)	3% (26)	6% (57)	2% (20)	897
PID: Ind (no lean)	40% (269)	41% (279)	5% (31)	3% (18)	9% (58)	3% (19)	676
PID: Rep (no lean)	50% (316)	36% (228)	2% (15)	2% (13)	7% (45)	2% (10)	627
PID/Gender: Dem Men	49% (197)	38% (154)	4% (17)	2% (8)	5% (22)	2% (10)	407
PID/Gender: Dem Women	48% (237)	36% (176)	3% (14)	4% (18)	7% (35)	2% (10)	490
PID/Gender: Ind Men	35% (114)	46% (151)	5% (16)	2% (6)	9% (30)	3% (11)	327
PID/Gender: Ind Women	45% (155)	37% (129)	4% (15)	4% (12)	8% (29)	2% (9)	349
PID/Gender: Rep Men	52% (169)	35% (115)	3% (9)	1% (3)	8% (26)	2% (6)	327
PID/Gender: Rep Women	49% (147)	38% (112)	2% (6)	3% (10)	7% (19)	1% (4)	299
Ideo: Liberal (1-3)	44% (281)	37% (242)	5% (31)	4% (26)	8% (49)	3% (17)	645
Ideo: Moderate (4)	48% (298)	38% (236)	3% (22)	3% (16)	6% (37)	2% (13)	621
Ideo: Conservative (5-7)	46% (313)	40% (271)	2% (16)	2% (16)	8% (51)	1% (8)	675
Educ: < College	50% (751)	36% (548)	3% (40)	3% (39)	7% (100)	2% (35)	1512
Educ: Bachelors degree	40% (178)	41% (182)	6% (26)	3% (13)	8% (36)	2% (8)	444
Educ: Post-grad	37% (90)	44% (106)	5% (11)	2% (5)	10% (24)	3% (6)	244
Income: Under 50k	50% (600)	35% (419)	3% (33)	3% (33)	7% (82)	3% (30)	1198
Income: 50k-100k	43% (289)	41% (276)	5% (31)	3% (21)	8% (54)	1% (7)	680
Income: 100k+	40% (129)	44% (141)	4% (13)	1% (3)	7% (24)	4% (12)	322
Ethnicity: White	44% (752)	41% (702)	3% (59)	3% (44)	8% (136)	2% (30)	1722

Continued on next page

**Table MCSP26\_2:** Do you have a favorable or unfavorable view of the following brands?

Doritos

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	46% (1019)	38% (836)	4% (77)	3% (57)	7% (161)	2% (49)	2200
Ethnicity: Hispanic	56% (197)	32% (113)	3% (11)	4% (16)	2% (8)	2% (5)	349
Ethnicity: Black	64% (174)	21% (58)	4% (10)	3% (8)	4% (12)	4% (12)	274
Ethnicity: Other	46% (93)	38% (77)	4% (8)	3% (6)	6% (13)	4% (8)	204
All Christian	45% (436)	41% (398)	3% (28)	3% (25)	8% (74)	1% (14)	975
All Non-Christian	47% (60)	35% (45)	5% (7)	2% (2)	7% (9)	4% (5)	128
Atheist	34% (37)	38% (41)	12% (13)	9% (10)	6% (6)	2% (2)	110
Agnostic/Nothing in particular	43% (258)	38% (230)	4% (22)	3% (15)	9% (55)	3% (18)	598
Something Else	58% (227)	31% (122)	2% (8)	1% (5)	4% (17)	3% (11)	390
Religious Non-Protestant/Catholic	44% (66)	39% (59)	5% (7)	3% (4)	7% (10)	3% (5)	152
Evangelical	55% (314)	32% (184)	3% (15)	1% (7)	7% (39)	2% (11)	570
Non-Evangelical	45% (339)	42% (318)	3% (21)	3% (21)	6% (49)	2% (14)	761
Community: Urban	52% (310)	34% (202)	3% (21)	2% (11)	7% (42)	2% (14)	600
Community: Suburban	41% (429)	41% (429)	4% (43)	3% (34)	8% (82)	2% (20)	1037
Community: Rural	50% (280)	37% (206)	2% (14)	2% (12)	6% (36)	3% (16)	564
Employ: Private Sector	45% (291)	40% (253)	5% (30)	2% (11)	6% (40)	2% (15)	641
Employ: Government	35% (45)	52% (66)	1% (1)	5% (7)	4% (5)	3% (4)	128
Employ: Self-Employed	53% (81)	30% (46)	3% (5)	4% (6)	8% (12)	2% (3)	153
Employ: Homemaker	55% (91)	32% (53)	2% (3)	4% (6)	6% (9)	1% (2)	165
Employ: Student	55% (68)	34% (43)	6% (7)	3% (3)	2% (2)	1% (1)	124
Employ: Retired	38% (191)	45% (226)	4% (20)	2% (9)	10% (53)	1% (7)	506
Employ: Unemployed	50% (166)	33% (109)	2% (8)	3% (11)	8% (27)	3% (11)	332
Employ: Other	57% (86)	26% (40)	2% (3)	4% (5)	7% (11)	4% (6)	151
Military HH: Yes	45% (154)	39% (133)	2% (8)	4% (15)	7% (25)	2% (6)	341
Military HH: No	47% (865)	38% (703)	4% (69)	2% (42)	7% (136)	2% (44)	1859
RD/WT: Right Direction	46% (414)	36% (326)	3% (31)	3% (31)	8% (68)	3% (28)	897
RD/WT: Wrong Track	46% (605)	39% (511)	4% (47)	2% (27)	7% (93)	2% (21)	1303
Biden Job Approve	47% (609)	37% (477)	4% (52)	3% (45)	6% (77)	2% (23)	1282
Biden Job Disapprove	45% (315)	41% (287)	3% (18)	2% (12)	8% (53)	2% (12)	698

Continued on next page

**Table MCSP26\_2:** Do you have a favorable or unfavorable view of the following brands?

Doritos

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	46% (1019)	38% (836)	4% (77)	3% (57)	7% (161)	2% (49)	2200
Biden Job Strongly Approve	51% (413)	33% (266)	3% (28)	4% (33)	6% (45)	2% (20)	804
Biden Job Somewhat Approve	41% (196)	44% (211)	5% (24)	2% (12)	7% (33)	1% (4)	478
Biden Job Somewhat Disapprove	38% (72)	51% (97)	2% (5)	2% (3)	5% (10)	2% (5)	191
Biden Job Strongly Disapprove	48% (243)	38% (191)	3% (13)	2% (9)	9% (43)	2% (8)	507
Favorable of Biden	49% (637)	37% (479)	4% (48)	3% (40)	6% (79)	2% (23)	1305
Unfavorable of Biden	43% (329)	42% (318)	3% (25)	2% (18)	8% (58)	1% (11)	759
Very Favorable of Biden	54% (423)	31% (245)	3% (24)	3% (24)	6% (45)	2% (19)	780
Somewhat Favorable of Biden	41% (214)	45% (234)	4% (23)	3% (16)	6% (34)	1% (4)	525
Somewhat Unfavorable of Biden	38% (73)	48% (92)	5% (9)	2% (5)	5% (10)	2% (3)	192
Very Unfavorable of Biden	45% (256)	40% (226)	3% (16)	2% (13)	8% (48)	1% (8)	567
#1 Issue: Economy	51% (441)	36% (311)	3% (28)	1% (10)	7% (60)	2% (18)	868
#1 Issue: Security	42% (112)	43% (115)	2% (6)	3% (7)	7% (19)	3% (8)	267
#1 Issue: Health Care	47% (191)	37% (151)	4% (16)	4% (17)	5% (19)	3% (10)	404
#1 Issue: Medicare / Social Security	39% (93)	44% (104)	4% (10)	2% (6)	9% (21)	1% (3)	236
#1 Issue: Women's Issues	53% (51)	37% (36)	4% (4)	2% (2)	2% (2)	2% (2)	96
#1 Issue: Education	43% (41)	37% (35)	5% (5)	3% (3)	10% (10)	2% (2)	96
#1 Issue: Energy	51% (42)	22% (18)	6% (5)	8% (6)	10% (8)	3% (3)	81
#1 Issue: Other	32% (49)	43% (66)	3% (4)	5% (7)	15% (22)	2% (3)	152
2020 Vote: Joe Biden	47% (493)	38% (398)	4% (40)	2% (26)	7% (70)	2% (23)	1049
2020 Vote: Donald Trump	46% (313)	40% (274)	3% (22)	2% (12)	8% (54)	2% (11)	686
2020 Vote: Other	20% (12)	46% (29)	7% (4)	4% (2)	23% (14)	1% (1)	62
2020 Vote: Didn't Vote	50% (201)	34% (136)	3% (11)	4% (17)	5% (21)	4% (14)	401
2018 House Vote: Democrat	45% (333)	39% (288)	4% (30)	3% (21)	7% (55)	2% (15)	741
2018 House Vote: Republican	44% (245)	42% (230)	3% (16)	2% (10)	8% (44)	2% (9)	554
2018 House Vote: Someone else	28% (14)	56% (29)	3% (1)	1% (1)	12% (6)	1% (1)	52
2016 Vote: Hillary Clinton	44% (310)	39% (278)	4% (27)	3% (22)	7% (53)	3% (18)	707
2016 Vote: Donald Trump	45% (283)	42% (265)	2% (13)	1% (9)	8% (47)	2% (11)	628
2016 Vote: Other	33% (37)	44% (49)	7% (8)	1% (1)	13% (14)	2% (3)	113
2016 Vote: Didn't Vote	52% (389)	32% (243)	4% (29)	3% (25)	6% (46)	2% (18)	749

Continued on next page

**Table MCSP26\_2:** Do you have a favorable or unfavorable view of the following brands?

Doritos

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	46% (1019)	38% (836)	4% (77)	3% (57)	7% (161)	2% (49)	2200
Voted in 2014: Yes	43% (519)	42% (496)	4% (44)	2% (25)	7% (86)	2% (24)	1194
Voted in 2014: No	50% (500)	34% (340)	3% (33)	3% (33)	7% (75)	3% (25)	1006
4-Region: Northeast	40% (156)	39% (155)	6% (22)	4% (14)	10% (38)	2% (9)	394
4-Region: Midwest	45% (207)	40% (184)	2% (9)	2% (11)	10% (45)	1% (6)	462
4-Region: South	50% (413)	36% (299)	3% (25)	2% (17)	6% (50)	3% (21)	824
4-Region: West	47% (243)	38% (199)	4% (22)	3% (15)	5% (28)	2% (13)	520
Sports fan	48% (734)	39% (586)	3% (50)	2% (28)	6% (96)	2% (26)	1519
Avid sports fan	57% (272)	31% (148)	4% (18)	2% (8)	4% (19)	3% (13)	478
Casual sports fan	44% (462)	42% (438)	3% (33)	2% (20)	7% (77)	1% (13)	1041
Football fan	49% (712)	38% (551)	3% (44)	2% (26)	6% (85)	2% (27)	1444
Avid football fan	54% (330)	35% (213)	3% (20)	2% (13)	5% (29)	2% (12)	616
Casual football fan	46% (382)	41% (338)	3% (24)	2% (13)	7% (56)	2% (15)	828
NFL fan	50% (698)	37% (521)	3% (44)	2% (25)	6% (82)	2% (25)	1396
Avid NFL fan	53% (316)	34% (201)	4% (24)	2% (11)	5% (29)	2% (13)	595
Casual NFL fan	48% (381)	40% (320)	3% (20)	2% (14)	7% (53)	2% (12)	801
Watched SB last year	50% (578)	38% (437)	4% (42)	2% (19)	6% (65)	1% (17)	1157
Didn't watch SB last year	42% (441)	38% (400)	3% (36)	4% (38)	9% (96)	3% (32)	1043
OK brands get political	51% (399)	36% (280)	4% (30)	4% (29)	5% (40)	1% (7)	785
Not OK brands get political	45% (505)	40% (448)	4% (42)	2% (21)	7% (83)	2% (19)	1119
OK social justice	51% (654)	35% (453)	4% (53)	3% (44)	6% (74)	1% (14)	1292
Not OK social justice	41% (249)	44% (267)	4% (22)	2% (9)	9% (52)	2% (12)	612
Likely SB viewer	52% (695)	37% (494)	3% (38)	2% (29)	5% (68)	1% (19)	1344
Unlikely SB viewer	39% (288)	40% (293)	5% (33)	4% (27)	10% (74)	2% (18)	733
More likely to watch SB this year	59% (339)	32% (183)	3% (15)	3% (16)	3% (15)	2% (10)	577
Less likely to watch SB this year	40% (191)	40% (187)	4% (19)	5% (24)	9% (41)	2% (11)	472
Likely host/attend SB party	53% (217)	33% (135)	3% (12)	3% (11)	5% (21)	2% (9)	406
Unlikely host/attend SB party	45% (742)	40% (666)	4% (61)	3% (44)	7% (121)	1% (21)	1656
Watch SB for game	50% (427)	39% (332)	3% (28)	1% (12)	6% (49)	1% (11)	859
Watch SB for halftime	59% (133)	31% (71)	2% (4)	4% (10)	4% (10)	— (0)	227

Continued on next page

**Table MCSP26\_2:** Do you have a favorable or unfavorable view of the following brands?

Doritos

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	46% (1019)	38% (836)	4% (77)	3% (57)	7% (161)	2% (49)	2200
Watch SB for ads	53% (101)	38% (72)	3% (6)	2% (3)	4% (7)	2% (3)	193
SB more political	49% (397)	39% (322)	3% (27)	3% (27)	5% (41)	1% (5)	818
SB less political	57% (186)	33% (109)	4% (12)	2% (6)	4% (13)	1% (2)	328
Typically host/attend SB party	54% (302)	36% (199)	3% (17)	2% (9)	3% (19)	2% (10)	556
Typically do not host/attend SB party	44% (717)	39% (637)	4% (60)	3% (48)	9% (142)	2% (39)	1644
Usually pays a lot/some attn to ads	52% (775)	37% (559)	3% (40)	2% (32)	5% (72)	1% (14)	1492
Usually pays not much/no attn to ads	34% (244)	39% (278)	5% (37)	4% (25)	13% (89)	5% (35)	708
Plan to pay a lot/some attn to ads	53% (717)	36% (492)	3% (36)	2% (32)	5% (69)	1% (14)	1359
Plan to pay not much/no attn to ads	36% (302)	41% (345)	5% (42)	3% (26)	11% (92)	4% (36)	841
Pro football fav sport	54% (324)	34% (201)	3% (16)	2% (10)	5% (31)	2% (12)	596
Fav NFL	54% (676)	36% (456)	3% (35)	2% (22)	4% (51)	1% (13)	1254
Unfav NFL	38% (185)	41% (199)	6% (28)	5% (26)	8% (36)	1% (7)	481
Fav Goodell	56% (277)	36% (179)	2% (12)	2% (9)	3% (14)	1% (5)	496
Unfav Goodell	41% (200)	43% (209)	4% (19)	3% (13)	8% (38)	1% (6)	483
Fav Chiefs	52% (522)	39% (391)	2% (24)	2% (19)	4% (38)	1% (7)	1001
Fav Buccaneers	53% (433)	38% (315)	2% (19)	2% (20)	3% (28)	1% (8)	822
Chiefs fan	50% (413)	38% (312)	4% (31)	2% (18)	5% (43)	1% (11)	828
Buccaneers fan	49% (291)	38% (228)	4% (23)	3% (19)	4% (25)	1% (7)	593
Frequent sports betters	50% (51)	36% (37)	4% (5)	3% (3)	4% (4)	4% (4)	103
Regular sports betters	56% (125)	26% (58)	5% (12)	7% (16)	4% (9)	2% (4)	223
Frequent NFL betters	53% (62)	33% (38)	6% (7)	2% (2)	3% (4)	3% (3)	117
Regular NFL betters	53% (128)	31% (75)	6% (16)	4% (8)	4% (9)	2% (4)	239
Definite SB betters	56% (74)	34% (45)	2% (3)	3% (4)	3% (4)	1% (1)	132
Probable SB betters	52% (178)	35% (120)	5% (17)	4% (14)	3% (11)	1% (2)	341
Believe betting is legal in their state	46% (302)	41% (273)	3% (20)	4% (25)	5% (31)	2% (10)	661
Believe betting is illegal in their state	48% (187)	35% (134)	5% (18)	2% (8)	8% (29)	3% (11)	387
Non-sports fans	42% (286)	37% (250)	4% (27)	4% (30)	10% (65)	3% (24)	681
Gen Z sports fans	53% (103)	33% (64)	3% (5)	3% (5)	6% (12)	2% (5)	194
Millennial sports fans	56% (238)	31% (129)	4% (19)	3% (11)	4% (15)	3% (11)	422

Continued on next page

**Table MCSP26\_2:** Do you have a favorable or unfavorable view of the following brands?

Doritos

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	46% (1019)	38% (836)	4% (77)	3% (57)	7% (161)	2% (49)	2200
Gen X sports fans	52% (197)	38% (143)	3% (12)	1% (4)	5% (21)	1% (4)	381
Boomer sports fans	39% (181)	47% (217)	3% (13)	1% (6)	9% (43)	1% (6)	466
Sports fans 18-34	57% (249)	31% (137)	3% (13)	3% (15)	4% (18)	2% (8)	439
Sports fans 35-44	51% (128)	34% (86)	6% (15)	2% (4)	4% (11)	3% (8)	253
Sports fans 45-64	50% (264)	39% (208)	2% (10)	1% (4)	7% (37)	1% (7)	530
Sports fans 65+	31% (93)	52% (155)	4% (13)	2% (5)	10% (29)	1% (3)	297
Occasional sports betters	47% (92)	41% (81)	4% (7)	3% (5)	5% (9)	1% (2)	196
Non-sports betters	45% (802)	39% (697)	3% (59)	2% (36)	8% (143)	2% (44)	1781
In legal betting states	43% (352)	39% (319)	3% (26)	3% (21)	9% (70)	3% (26)	814
Outside legal betting states	48% (667)	37% (517)	4% (51)	3% (37)	7% (90)	2% (24)	1386
Sports fan In legal betting states 21+	45% (239)	41% (216)	3% (17)	1% (7)	7% (39)	2% (11)	530
Sports fan Outside legal betting states 21+	50% (444)	37% (335)	4% (32)	2% (20)	6% (50)	1% (12)	893
Likely SB viewer In legal betting states 21+	48% (222)	40% (186)	3% (13)	2% (9)	5% (23)	2% (10)	464
Likely SB viewer Outside legal betting states 21+	53% (421)	35% (280)	3% (25)	2% (20)	5% (42)	1% (9)	796

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

**Table MCSP26\_3:** Do you have a favorable or unfavorable view of the following brands?

Fiverr

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	4% (91)	8% (181)	4% (82)	2% (46)	20% (443)	62% (1357)	2200
Gender: Male	6% (59)	10% (107)	4% (48)	2% (23)	20% (208)	58% (616)	1062
Gender: Female	3% (32)	6% (74)	3% (35)	2% (22)	21% (235)	65% (740)	1138
Age: 18-34	6% (38)	12% (78)	6% (42)	3% (22)	28% (186)	44% (289)	655
Age: 35-44	8% (30)	13% (47)	4% (14)	3% (10)	21% (73)	51% (184)	358
Age: 45-64	3% (21)	6% (45)	2% (15)	1% (9)	18% (135)	70% (526)	751
Age: 65+	— (2)	3% (12)	3% (11)	1% (5)	11% (49)	82% (358)	436
GenZers: 1997-2012	4% (12)	10% (31)	9% (26)	4% (12)	29% (87)	44% (131)	299
Millennials: 1981-1996	9% (51)	14% (81)	5% (27)	3% (18)	25% (148)	45% (271)	595
GenXers: 1965-1980	4% (20)	7% (39)	3% (14)	2% (10)	18% (95)	67% (364)	542
Baby Boomers: 1946-1964	1% (8)	4% (28)	2% (10)	1% (4)	15% (103)	78% (531)	685
PID: Dem (no lean)	6% (53)	10% (92)	5% (41)	2% (19)	18% (163)	59% (528)	897
PID: Ind (no lean)	3% (19)	7% (48)	3% (21)	2% (11)	26% (179)	59% (398)	676
PID: Rep (no lean)	3% (19)	7% (41)	3% (20)	3% (16)	16% (101)	69% (431)	627
PID/Gender: Dem Men	8% (32)	12% (49)	7% (27)	2% (9)	17% (71)	54% (219)	407
PID/Gender: Dem Women	4% (21)	9% (43)	3% (15)	2% (10)	19% (92)	63% (309)	490
PID/Gender: Ind Men	4% (13)	9% (31)	2% (7)	1% (4)	26% (85)	57% (187)	327
PID/Gender: Ind Women	2% (6)	5% (18)	4% (15)	2% (7)	27% (94)	60% (211)	349
PID/Gender: Rep Men	4% (14)	9% (28)	4% (14)	3% (10)	16% (52)	64% (210)	327
PID/Gender: Rep Women	2% (5)	4% (13)	2% (5)	2% (6)	17% (50)	74% (221)	299
Ideo: Liberal (1-3)	7% (46)	11% (68)	6% (38)	2% (16)	19% (120)	55% (358)	645
Ideo: Moderate (4)	4% (24)	6% (37)	4% (22)	1% (9)	21% (128)	64% (400)	621
Ideo: Conservative (5-7)	2% (16)	9% (60)	3% (17)	3% (17)	17% (115)	67% (450)	675
Educ: < College	3% (51)	7% (105)	3% (46)	2% (31)	21% (323)	63% (956)	1512
Educ: Bachelors degree	3% (15)	11% (47)	6% (27)	3% (12)	19% (84)	58% (259)	444
Educ: Post-grad	10% (25)	12% (29)	4% (10)	1% (3)	15% (36)	58% (142)	244
Income: Under 50k	3% (39)	9% (103)	3% (34)	2% (29)	22% (262)	61% (730)	1198
Income: 50k-100k	3% (23)	7% (47)	5% (31)	2% (12)	19% (132)	64% (436)	680
Income: 100k+	9% (29)	10% (31)	5% (17)	2% (5)	15% (49)	59% (191)	322
Ethnicity: White	4% (69)	8% (131)	4% (66)	2% (32)	19% (329)	64% (1094)	1722

Continued on next page

**Table MCSP26\_3:** Do you have a favorable or unfavorable view of the following brands?

Fiverr

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Head of, no opinion	Never heard of, no opinion	Total N
Adults	4%	(91)	8%	(181)	4%	(82)	2%	(46)	20%	(443)	2200
Ethnicity: Hispanic	3%	(11)	13%	(47)	5%	(17)	3%	(9)	26%	(91)	349
Ethnicity: Black	7%	(19)	10%	(27)	3%	(8)	3%	(9)	24%	(66)	274
Ethnicity: Other	1%	(3)	11%	(23)	4%	(8)	2%	(4)	24%	(48)	204
All Christian	4%	(38)	8%	(79)	3%	(29)	1%	(13)	16%	(158)	975
All Non-Christian	12%	(16)	17%	(21)	6%	(8)	5%	(7)	16%	(20)	128
Atheist	3%	(3)	6%	(7)	10%	(11)	3%	(3)	30%	(33)	110
Agnostic/Nothing in particular	3%	(19)	7%	(43)	3%	(21)	2%	(14)	27%	(163)	598
Something Else	4%	(15)	8%	(31)	3%	(14)	2%	(9)	18%	(69)	390
Religious Non-Protestant/Catholic	11%	(16)	14%	(21)	5%	(8)	4%	(7)	17%	(26)	152
Evangelical	5%	(27)	9%	(49)	4%	(21)	1%	(8)	16%	(90)	570
Non-Evangelical	3%	(23)	8%	(60)	3%	(20)	2%	(14)	17%	(130)	761
Community: Urban	9%	(52)	11%	(68)	5%	(31)	1%	(8)	20%	(121)	600
Community: Suburban	3%	(26)	8%	(87)	4%	(42)	2%	(24)	21%	(220)	1037
Community: Rural	2%	(12)	5%	(26)	2%	(9)	2%	(14)	18%	(102)	564
Employ: Private Sector	7%	(45)	11%	(69)	5%	(32)	3%	(18)	20%	(129)	641
Employ: Government	5%	(6)	10%	(12)	6%	(8)	1%	(1)	17%	(21)	128
Employ: Self-Employed	10%	(15)	10%	(15)	6%	(10)	2%	(3)	27%	(41)	153
Employ: Homemaker	3%	(5)	11%	(19)	2%	(3)	2%	(3)	12%	(20)	165
Employ: Student	3%	(4)	7%	(9)	4%	(4)	4%	(5)	36%	(44)	124
Employ: Retired	1%	(4)	3%	(16)	2%	(10)	—	(2)	14%	(73)	506
Employ: Unemployed	3%	(10)	10%	(33)	5%	(15)	3%	(10)	24%	(80)	332
Employ: Other	1%	(1)	5%	(8)	—	(0)	3%	(5)	24%	(36)	151
Military HH: Yes	3%	(10)	7%	(23)	3%	(10)	2%	(7)	19%	(65)	341
Military HH: No	4%	(81)	8%	(158)	4%	(72)	2%	(39)	20%	(378)	1859
RD/WT: Right Direction	6%	(58)	11%	(95)	5%	(47)	2%	(18)	19%	(172)	897
RD/WT: Wrong Track	3%	(33)	7%	(86)	3%	(36)	2%	(28)	21%	(272)	1303
Biden Job Approve	5%	(71)	9%	(120)	5%	(61)	2%	(22)	21%	(272)	1282
Biden Job Disapprove	3%	(18)	6%	(45)	2%	(17)	3%	(20)	17%	(116)	698

Continued on next page



**Table MCSP26\_3:** Do you have a favorable or unfavorable view of the following brands?

Fiverr

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	4% (91)	8% (181)	4% (82)	2% (46)	20% (443)	62% (1357)	2200
Biden Job Strongly Approve	6% (51)	9% (73)	4% (32)	2% (16)	20% (164)	58% (468)	804
Biden Job Somewhat Approve	4% (19)	10% (47)	6% (28)	1% (6)	23% (108)	56% (269)	478
Biden Job Somewhat Disapprove	1% (2)	13% (24)	4% (7)	2% (3)	19% (36)	62% (118)	191
Biden Job Strongly Disapprove	3% (17)	4% (21)	2% (10)	3% (17)	16% (79)	72% (364)	507
Favorable of Biden	6% (76)	9% (119)	5% (60)	2% (23)	21% (272)	58% (756)	1305
Unfavorable of Biden	2% (13)	6% (48)	2% (17)	3% (23)	17% (131)	69% (527)	759
Very Favorable of Biden	7% (57)	10% (75)	4% (30)	2% (14)	17% (131)	61% (474)	780
Somewhat Favorable of Biden	4% (19)	8% (44)	6% (31)	2% (9)	27% (141)	54% (282)	525
Somewhat Unfavorable of Biden	1% (1)	11% (22)	3% (6)	3% (6)	17% (32)	65% (124)	192
Very Unfavorable of Biden	2% (12)	5% (26)	2% (11)	3% (17)	17% (98)	71% (403)	567
#1 Issue: Economy	5% (46)	9% (82)	3% (28)	3% (23)	22% (195)	57% (494)	868
#1 Issue: Security	3% (7)	6% (16)	3% (8)	2% (5)	17% (44)	70% (186)	267
#1 Issue: Health Care	6% (23)	12% (48)	3% (12)	1% (6)	19% (77)	59% (238)	404
#1 Issue: Medicare / Social Security	1% (3)	4% (9)	3% (6)	2% (4)	14% (32)	77% (181)	236
#1 Issue: Women's Issues	6% (6)	8% (7)	2% (2)	3% (3)	19% (18)	63% (60)	96
#1 Issue: Education	4% (3)	8% (7)	9% (9)	5% (5)	18% (18)	56% (54)	96
#1 Issue: Energy	2% (2)	11% (9)	7% (6)	— (0)	35% (29)	44% (36)	81
#1 Issue: Other	1% (1)	2% (3)	7% (11)	— (1)	20% (31)	70% (107)	152
2020 Vote: Joe Biden	6% (63)	9% (95)	5% (50)	2% (20)	21% (216)	58% (605)	1049
2020 Vote: Donald Trump	2% (12)	7% (45)	3% (19)	3% (20)	16% (112)	70% (478)	686
2020 Vote: Other	2% (1)	8% (5)	4% (3)	5% (3)	36% (23)	44% (28)	62
2020 Vote: Didn't Vote	4% (15)	9% (36)	3% (10)	1% (3)	23% (92)	61% (244)	401
2018 House Vote: Democrat	6% (46)	9% (68)	4% (33)	2% (17)	18% (130)	60% (448)	741
2018 House Vote: Republican	2% (12)	6% (33)	3% (14)	2% (11)	13% (74)	74% (410)	554
2018 House Vote: Someone else	— (0)	11% (6)	— (0)	2% (1)	32% (17)	55% (29)	52
2016 Vote: Hillary Clinton	6% (43)	8% (60)	4% (26)	2% (13)	19% (137)	61% (428)	707
2016 Vote: Donald Trump	2% (13)	8% (48)	3% (19)	2% (11)	15% (92)	71% (445)	628
2016 Vote: Other	3% (3)	6% (7)	1% (2)	— (0)	23% (26)	67% (76)	113
2016 Vote: Didn't Vote	4% (32)	9% (66)	5% (36)	3% (21)	25% (188)	54% (405)	749

Continued on next page

**Table MCSP26\_3:** Do you have a favorable or unfavorable view of the following brands?

Fiverr

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	4% (91)	8% (181)	4% (82)	2% (46)	20% (443)	62% (1357)	2200
Voted in 2014: Yes	4% (48)	8% (93)	3% (35)	1% (14)	16% (186)	69% (818)	1194
Voted in 2014: No	4% (43)	9% (88)	5% (48)	3% (31)	26% (257)	54% (538)	1006
4-Region: Northeast	4% (15)	8% (33)	4% (14)	3% (13)	21% (81)	60% (237)	394
4-Region: Midwest	3% (15)	5% (23)	3% (12)	1% (6)	19% (86)	69% (319)	462
4-Region: South	4% (32)	9% (73)	4% (31)	2% (17)	20% (169)	61% (502)	824
4-Region: West	6% (29)	10% (52)	5% (26)	2% (10)	21% (107)	57% (297)	520
Sports fan	5% (73)	9% (139)	4% (65)	2% (37)	18% (278)	61% (927)	1519
Avid sports fan	11% (50)	12% (56)	5% (23)	4% (18)	16% (74)	54% (256)	478
Casual sports fan	2% (23)	8% (83)	4% (43)	2% (18)	20% (204)	65% (672)	1041
Football fan	5% (72)	10% (138)	4% (63)	2% (33)	18% (256)	61% (882)	1444
Avid football fan	8% (51)	11% (68)	5% (28)	3% (21)	15% (90)	58% (358)	616
Casual football fan	3% (21)	8% (70)	4% (35)	1% (12)	20% (166)	63% (524)	828
NFL fan	5% (69)	10% (137)	4% (61)	2% (30)	18% (253)	61% (845)	1396
Avid NFL fan	8% (46)	10% (59)	4% (24)	3% (20)	16% (98)	59% (348)	595
Casual NFL fan	3% (23)	10% (78)	5% (37)	1% (11)	19% (155)	62% (497)	801
Watched SB last year	5% (61)	9% (109)	4% (50)	2% (26)	18% (203)	61% (707)	1157
Didn't watch SB last year	3% (29)	7% (72)	3% (32)	2% (20)	23% (240)	62% (650)	1043
OK brands get political	8% (62)	12% (97)	5% (36)	2% (16)	20% (157)	53% (417)	785
Not OK brands get political	2% (25)	6% (72)	4% (40)	3% (29)	18% (202)	67% (752)	1119
OK social justice	6% (76)	10% (130)	5% (60)	2% (27)	21% (266)	57% (734)	1292
Not OK social justice	2% (12)	7% (46)	2% (15)	3% (18)	16% (98)	69% (424)	612
Likely SB viewer	5% (74)	11% (142)	5% (61)	2% (30)	18% (237)	59% (799)	1344
Unlikely SB viewer	2% (15)	5% (36)	2% (17)	2% (15)	23% (172)	65% (479)	733
More likely to watch SB this year	10% (60)	15% (85)	7% (40)	3% (17)	17% (95)	48% (279)	577
Less likely to watch SB this year	2% (9)	6% (29)	2% (11)	2% (12)	19% (89)	68% (322)	472
Likely host/attend SB party	12% (51)	16% (66)	6% (24)	4% (15)	21% (86)	40% (164)	406
Unlikely host/attend SB party	2% (37)	7% (110)	3% (50)	2% (30)	19% (317)	67% (1111)	1656
Watch SB for game	5% (43)	9% (78)	4% (33)	2% (20)	17% (148)	63% (538)	859
Watch SB for halftime	7% (16)	11% (25)	6% (14)	3% (7)	18% (41)	55% (124)	227

Continued on next page

**Table MCSP26\_3:** Do you have a favorable or unfavorable view of the following brands?

Fiverr

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	4% (91)	8% (181)	4% (82)	2% (46)	20% (443)	62% (1357)	2200
Watch SB for ads	7% (13)	17% (32)	6% (11)	1% (3)	17% (32)	53% (102)	193
SB more political	6% (53)	10% (85)	4% (35)	2% (15)	17% (142)	60% (488)	818
SB less political	3% (10)	10% (33)	5% (17)	5% (16)	22% (71)	55% (181)	328
Typically host/attend SB party	9% (48)	12% (68)	6% (33)	3% (19)	17% (94)	53% (295)	556
Typically do not host/attend SB party	3% (43)	7% (113)	3% (49)	2% (27)	21% (349)	65% (1062)	1644
Usually pays a lot/some attn to ads	5% (80)	10% (149)	4% (64)	2% (29)	18% (262)	61% (908)	1492
Usually pays not much/no attn to ads	2% (11)	5% (32)	3% (18)	2% (17)	26% (181)	63% (449)	708
Plan to pay a lot/some attn to ads	6% (75)	11% (143)	5% (66)	2% (32)	18% (248)	58% (794)	1359
Plan to pay not much/no attn to ads	2% (16)	5% (38)	2% (16)	2% (14)	23% (195)	67% (562)	841
Pro football fav sport	9% (51)	11% (63)	5% (28)	2% (11)	15% (91)	59% (351)	596
Fav NFL	6% (70)	11% (140)	4% (51)	2% (23)	17% (211)	60% (758)	1254
Unfav NFL	2% (9)	4% (20)	6% (27)	3% (16)	17% (83)	68% (327)	481
Fav Goodell	10% (52)	17% (83)	5% (24)	2% (10)	15% (76)	51% (251)	496
Unfav Goodell	2% (11)	7% (34)	8% (37)	3% (16)	16% (75)	64% (309)	483
Fav Chiefs	7% (67)	11% (112)	5% (49)	2% (19)	15% (145)	61% (609)	1001
Fav Buccaneers	7% (54)	14% (113)	4% (36)	2% (20)	17% (138)	56% (461)	822
Chiefs fan	6% (50)	9% (78)	4% (32)	2% (20)	17% (139)	62% (510)	828
Buccaneers fan	4% (23)	10% (58)	6% (36)	2% (14)	19% (115)	59% (347)	593
Frequent sports betters	15% (16)	17% (18)	8% (9)	3% (3)	18% (18)	38% (40)	103
Regular sports betters	16% (37)	17% (38)	8% (17)	4% (10)	16% (35)	39% (87)	223
Frequent NFL betters	13% (15)	15% (18)	7% (8)	2% (2)	24% (28)	39% (46)	117
Regular NFL betters	14% (34)	19% (45)	9% (21)	4% (10)	19% (45)	36% (85)	239
Definite SB betters	17% (23)	13% (18)	8% (10)	2% (3)	19% (25)	41% (54)	132
Probable SB betters	12% (43)	17% (58)	9% (29)	4% (15)	18% (62)	40% (135)	341
Believe betting is legal in their state	7% (45)	10% (69)	5% (34)	2% (13)	17% (114)	58% (386)	661
Believe betting is illegal in their state	5% (20)	9% (35)	6% (22)	4% (14)	17% (65)	60% (231)	387
Non-sports fans	3% (18)	6% (43)	2% (17)	1% (9)	24% (165)	63% (429)	681
Gen Z sports fans	4% (8)	10% (20)	12% (24)	5% (10)	23% (45)	45% (87)	194
Millennial sports fans	11% (47)	17% (70)	5% (20)	3% (12)	24% (99)	41% (174)	422

Continued on next page

**Table MCSP26\_3:** Do you have a favorable or unfavorable view of the following brands?

Fiverr

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	4% (91)	8% (181)	4% (82)	2% (46)	20% (443)	62% (1357)	2200
Gen X sports fans	3% (12)	7% (27)	3% (11)	3% (10)	15% (59)	69% (261)	381
Boomer sports fans	1% (6)	4% (21)	1% (6)	1% (4)	14% (67)	78% (363)	466
Sports fans 18-34	7% (31)	13% (56)	8% (36)	4% (17)	25% (112)	43% (187)	439
Sports fans 35-44	11% (28)	17% (43)	4% (10)	3% (8)	18% (45)	47% (120)	253
Sports fans 45-64	2% (12)	6% (31)	2% (11)	2% (9)	17% (89)	71% (379)	530
Sports fans 65+	1% (2)	3% (9)	3% (9)	1% (3)	11% (33)	81% (242)	297
Occasional sports betters	5% (9)	13% (26)	4% (7)	4% (8)	21% (42)	53% (104)	196
Non-sports betters	3% (45)	7% (117)	3% (58)	2% (28)	21% (367)	65% (1165)	1781
In legal betting states	5% (40)	7% (54)	3% (22)	3% (21)	21% (170)	63% (509)	814
Outside legal betting states	4% (51)	9% (128)	4% (61)	2% (25)	20% (274)	61% (848)	1386
Sports fan In legal betting states 21+	6% (31)	7% (39)	3% (15)	3% (16)	17% (91)	64% (339)	530
Sports fan Outside legal betting states 21+	4% (35)	10% (88)	4% (38)	2% (17)	18% (159)	62% (555)	893
Likely SB viewer In legal betting states 21+	6% (30)	9% (40)	2% (11)	3% (13)	16% (76)	64% (295)	464
Likely SB viewer Outside legal betting states 21+	5% (36)	11% (85)	5% (40)	2% (14)	17% (139)	61% (482)	796

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

**Table MCSP26\_4:** Do you have a favorable or unfavorable view of the following brands?

*Frito-Lay*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	39% (864)	40% (888)	5% (114)	2% (43)	10% (216)	3% (75)	2200
Gender: Male	39% (413)	40% (430)	5% (56)	2% (17)	10% (103)	4% (44)	1062
Gender: Female	40% (451)	40% (458)	5% (58)	2% (27)	10% (113)	3% (31)	1138
Age: 18-34	39% (255)	34% (220)	7% (49)	4% (25)	10% (67)	6% (39)	655
Age: 35-44	36% (128)	41% (145)	6% (22)	2% (8)	10% (34)	6% (20)	358
Age: 45-64	42% (316)	42% (314)	3% (26)	1% (7)	10% (78)	1% (10)	751
Age: 65+	38% (164)	48% (209)	4% (18)	1% (3)	8% (37)	1% (6)	436
GenZers: 1997-2012	36% (108)	36% (107)	6% (17)	5% (15)	12% (35)	6% (17)	299
Millennials: 1981-1996	39% (234)	34% (200)	8% (49)	2% (15)	9% (56)	7% (41)	595
GenXers: 1965-1980	42% (230)	44% (239)	3% (15)	1% (6)	9% (47)	1% (5)	542
Baby Boomers: 1946-1964	38% (258)	45% (308)	4% (29)	1% (6)	10% (72)	2% (11)	685
PID: Dem (no lean)	43% (383)	37% (328)	6% (57)	3% (25)	8% (71)	4% (33)	897
PID: Ind (no lean)	31% (207)	47% (315)	5% (36)	1% (10)	12% (83)	4% (25)	676
PID: Rep (no lean)	44% (275)	39% (244)	3% (22)	1% (9)	10% (61)	3% (17)	627
PID/Gender: Dem Men	43% (176)	35% (141)	7% (27)	3% (11)	7% (28)	6% (23)	407
PID/Gender: Dem Women	42% (207)	38% (187)	6% (30)	3% (14)	9% (43)	2% (10)	490
PID/Gender: Ind Men	27% (90)	49% (161)	5% (18)	1% (4)	14% (44)	3% (11)	327
PID/Gender: Ind Women	34% (117)	44% (154)	5% (18)	2% (6)	11% (39)	4% (14)	349
PID/Gender: Rep Men	45% (147)	39% (127)	4% (12)	1% (2)	9% (30)	3% (10)	327
PID/Gender: Rep Women	43% (128)	39% (117)	3% (10)	2% (7)	10% (31)	2% (7)	299
Ideo: Liberal (1-3)	35% (227)	41% (263)	8% (51)	3% (17)	10% (64)	4% (24)	645
Ideo: Moderate (4)	43% (265)	40% (251)	3% (20)	1% (9)	9% (55)	3% (20)	621
Ideo: Conservative (5-7)	41% (278)	41% (273)	5% (34)	2% (10)	10% (65)	2% (14)	675
Educ: < College	43% (655)	39% (592)	4% (59)	2% (26)	9% (134)	3% (47)	1512
Educ: Bachelors degree	31% (139)	43% (193)	8% (37)	3% (13)	11% (49)	3% (13)	444
Educ: Post-grad	29% (71)	42% (103)	7% (18)	2% (4)	13% (32)	6% (15)	244
Income: Under 50k	43% (515)	37% (445)	5% (56)	2% (22)	10% (120)	3% (41)	1198
Income: 50k-100k	35% (241)	45% (305)	5% (36)	2% (17)	10% (67)	2% (14)	680
Income: 100k+	34% (109)	43% (138)	7% (23)	1% (4)	9% (28)	6% (20)	322
Ethnicity: White	38% (658)	42% (720)	5% (93)	2% (26)	10% (179)	3% (46)	1722

Continued on next page

**Table MCSP26\_4:** Do you have a favorable or unfavorable view of the following brands?

Frito-Lay

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	39% (864)	40% (888)	5% (114)	2% (43)	10% (216)	3% (75)	2200
Ethnicity: Hispanic	50% (174)	31% (109)	6% (21)	2% (7)	7% (23)	5% (16)	349
Ethnicity: Black	49% (135)	28% (78)	4% (12)	5% (13)	7% (20)	6% (17)	274
Ethnicity: Other	34% (70)	44% (90)	5% (10)	2% (4)	8% (17)	6% (12)	204
All Christian	41% (399)	43% (418)	4% (43)	1% (11)	8% (82)	2% (21)	975
All Non-Christian	39% (50)	32% (40)	9% (11)	4% (5)	11% (14)	6% (7)	128
Atheist	26% (28)	39% (43)	11% (12)	6% (7)	16% (17)	2% (3)	110
Agnostic/Nothing in particular	33% (198)	43% (255)	6% (33)	2% (11)	12% (72)	5% (29)	598
Something Else	48% (188)	34% (132)	4% (15)	2% (9)	8% (31)	4% (15)	390
Religious Non-Protestant/Catholic	39% (58)	34% (51)	8% (13)	4% (5)	11% (16)	5% (7)	152
Evangelical	49% (281)	33% (188)	5% (27)	2% (10)	8% (45)	3% (18)	570
Non-Evangelical	39% (294)	45% (346)	4% (30)	1% (10)	8% (64)	2% (18)	761
Community: Urban	41% (248)	35% (208)	7% (40)	1% (9)	10% (59)	6% (35)	600
Community: Suburban	36% (368)	44% (451)	5% (53)	2% (21)	11% (116)	3% (27)	1037
Community: Rural	44% (247)	41% (229)	4% (22)	2% (13)	7% (40)	2% (13)	564
Employ: Private Sector	38% (242)	39% (253)	7% (46)	2% (14)	9% (56)	5% (29)	641
Employ: Government	24% (31)	50% (64)	9% (12)	4% (5)	8% (11)	5% (6)	128
Employ: Self-Employed	40% (61)	35% (54)	8% (12)	2% (3)	12% (18)	4% (5)	153
Employ: Homemaker	45% (75)	42% (69)	5% (7)	2% (2)	5% (8)	2% (3)	165
Employ: Student	38% (47)	36% (45)	6% (8)	7% (9)	11% (13)	2% (2)	124
Employ: Retired	40% (201)	44% (223)	4% (19)	1% (3)	11% (54)	1% (6)	506
Employ: Unemployed	43% (142)	36% (121)	3% (9)	1% (3)	12% (41)	5% (15)	332
Employ: Other	44% (66)	39% (59)	— (1)	3% (5)	9% (14)	5% (7)	151
Military HH: Yes	45% (152)	41% (139)	2% (7)	2% (9)	8% (28)	2% (6)	341
Military HH: No	38% (712)	40% (749)	6% (107)	2% (35)	10% (188)	4% (69)	1859
RD/WT: Right Direction	38% (344)	38% (345)	6% (52)	3% (23)	10% (88)	5% (45)	897
RD/WT: Wrong Track	40% (520)	42% (543)	5% (63)	2% (20)	10% (127)	2% (30)	1303
Biden Job Approve	40% (511)	40% (507)	6% (80)	2% (31)	8% (107)	4% (47)	1282
Biden Job Disapprove	41% (283)	42% (295)	4% (28)	1% (10)	10% (67)	2% (14)	698

Continued on next page

**Table MCSP26\_4:** Do you have a favorable or unfavorable view of the following brands?

*Frito-Lay*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	39% (864)	40% (888)	5% (114)	2% (43)	10% (216)	3% (75)	2200
Biden Job Strongly Approve	43% (349)	36% (290)	6% (47)	3% (24)	8% (61)	4% (32)	804
Biden Job Somewhat Approve	34% (161)	45% (217)	7% (33)	1% (6)	10% (46)	3% (14)	478
Biden Job Somewhat Disapprove	34% (65)	52% (99)	4% (7)	— (1)	7% (13)	3% (5)	191
Biden Job Strongly Disapprove	43% (218)	39% (196)	4% (21)	2% (10)	11% (54)	2% (9)	507
Favorable of Biden	41% (538)	39% (509)	6% (77)	2% (31)	8% (103)	4% (47)	1305
Unfavorable of Biden	38% (286)	44% (334)	5% (35)	2% (11)	10% (79)	2% (14)	759
Very Favorable of Biden	47% (366)	34% (263)	5% (37)	2% (19)	7% (58)	5% (38)	780
Somewhat Favorable of Biden	33% (171)	47% (247)	8% (40)	2% (12)	9% (45)	2% (9)	525
Somewhat Unfavorable of Biden	30% (58)	53% (102)	6% (12)	2% (3)	7% (13)	2% (4)	192
Very Unfavorable of Biden	40% (228)	41% (233)	4% (23)	1% (8)	12% (66)	2% (9)	567
#1 Issue: Economy	40% (351)	41% (353)	6% (48)	1% (13)	9% (78)	3% (26)	868
#1 Issue: Security	40% (105)	39% (103)	5% (15)	2% (5)	10% (28)	4% (11)	267
#1 Issue: Health Care	42% (168)	39% (156)	5% (19)	3% (12)	8% (33)	4% (16)	404
#1 Issue: Medicare / Social Security	41% (97)	42% (100)	5% (12)	1% (3)	9% (22)	1% (2)	236
#1 Issue: Women's Issues	37% (35)	48% (46)	2% (2)	2% (2)	9% (8)	3% (3)	96
#1 Issue: Education	27% (26)	40% (38)	4% (4)	4% (4)	16% (15)	10% (9)	96
#1 Issue: Energy	36% (29)	37% (30)	9% (8)	2% (1)	10% (8)	6% (5)	81
#1 Issue: Other	34% (52)	41% (63)	5% (7)	3% (4)	16% (24)	2% (3)	152
2020 Vote: Joe Biden	40% (422)	38% (399)	6% (66)	2% (23)	9% (99)	4% (40)	1049
2020 Vote: Donald Trump	40% (277)	44% (299)	3% (23)	1% (9)	10% (67)	2% (12)	686
2020 Vote: Other	8% (5)	51% (32)	19% (11)	4% (2)	17% (11)	1% (1)	62
2020 Vote: Didn't Vote	40% (160)	39% (158)	4% (15)	2% (9)	9% (37)	6% (22)	401
2018 House Vote: Democrat	39% (287)	39% (291)	7% (53)	2% (17)	9% (67)	3% (26)	741
2018 House Vote: Republican	39% (218)	45% (249)	4% (20)	1% (6)	9% (52)	2% (10)	554
2018 House Vote: Someone else	11% (6)	64% (34)	11% (6)	1% (1)	12% (6)	1% (1)	52
2016 Vote: Hillary Clinton	37% (264)	41% (290)	7% (50)	2% (14)	9% (62)	4% (27)	707
2016 Vote: Donald Trump	42% (267)	44% (277)	3% (20)	1% (5)	8% (49)	2% (12)	628
2016 Vote: Other	30% (34)	45% (51)	10% (11)	1% (1)	13% (15)	1% (1)	113
2016 Vote: Didn't Vote	40% (299)	36% (270)	5% (34)	3% (22)	12% (89)	5% (35)	749

Continued on next page

**Table MCSP26\_4:** Do you have a favorable or unfavorable view of the following brands?

*Frito-Lay*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	39% (864)	40% (888)	5% (114)	2% (43)	10% (216)	3% (75)	2200
Voted in 2014: Yes	39% (466)	44% (522)	6% (66)	1% (15)	8% (94)	3% (30)	1194
Voted in 2014: No	40% (398)	36% (365)	5% (48)	3% (28)	12% (122)	4% (45)	1006
4-Region: Northeast	33% (129)	40% (157)	6% (23)	1% (6)	16% (62)	4% (17)	394
4-Region: Midwest	42% (194)	41% (187)	4% (18)	2% (10)	10% (45)	2% (8)	462
4-Region: South	43% (356)	39% (321)	5% (41)	2% (18)	8% (62)	3% (25)	824
4-Region: West	36% (185)	43% (222)	6% (32)	2% (10)	9% (47)	5% (25)	520
Sports fan	42% (631)	41% (616)	5% (68)	2% (31)	8% (125)	3% (49)	1519
Avid sports fan	46% (218)	36% (173)	5% (23)	2% (9)	6% (28)	5% (26)	478
Casual sports fan	40% (412)	43% (443)	4% (45)	2% (22)	9% (97)	2% (22)	1041
Football fan	42% (601)	41% (592)	4% (62)	2% (25)	8% (118)	3% (46)	1444
Avid football fan	47% (289)	37% (230)	4% (26)	2% (14)	5% (34)	4% (23)	616
Casual football fan	38% (312)	44% (362)	4% (36)	1% (10)	10% (84)	3% (23)	828
NFL fan	42% (588)	40% (565)	4% (59)	2% (26)	8% (114)	3% (44)	1396
Avid NFL fan	46% (271)	38% (225)	4% (25)	2% (11)	7% (39)	4% (23)	595
Casual NFL fan	40% (316)	42% (340)	4% (34)	2% (15)	9% (75)	3% (21)	801
Watched SB last year	42% (484)	42% (486)	5% (53)	2% (18)	7% (84)	3% (33)	1157
Didn't watch SB last year	36% (380)	38% (401)	6% (61)	2% (26)	13% (132)	4% (42)	1043
OK brands get political	39% (310)	41% (318)	6% (46)	3% (22)	8% (60)	4% (29)	785
Not OK brands get political	40% (449)	41% (461)	6% (63)	2% (18)	10% (107)	2% (21)	1119
OK social justice	41% (530)	39% (500)	6% (83)	2% (30)	9% (114)	3% (36)	1292
Not OK social justice	37% (226)	45% (276)	5% (28)	2% (10)	9% (58)	2% (13)	612
Likely SB viewer	43% (580)	40% (542)	5% (61)	2% (27)	7% (96)	3% (38)	1344
Unlikely SB viewer	35% (256)	41% (298)	7% (52)	2% (14)	13% (94)	3% (19)	733
More likely to watch SB this year	46% (267)	37% (213)	5% (29)	2% (14)	5% (31)	4% (24)	577
Less likely to watch SB this year	37% (175)	40% (187)	6% (30)	2% (11)	12% (55)	3% (14)	472
Likely host/attend SB party	44% (179)	32% (130)	6% (26)	4% (17)	8% (33)	5% (20)	406
Unlikely host/attend SB party	39% (646)	43% (717)	5% (87)	1% (22)	9% (154)	2% (30)	1656
Watch SB for game	42% (363)	43% (371)	4% (38)	2% (14)	6% (55)	2% (18)	859
Watch SB for halftime	48% (108)	33% (75)	5% (10)	4% (8)	10% (22)	2% (4)	227

Continued on next page



**Table MCSP26\_4:** Do you have a favorable or unfavorable view of the following brands?

*Frito-Lay*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	39% (864)	40% (888)	5% (114)	2% (43)	10% (216)	3% (75)	2200
Watch SB for ads	40% (78)	43% (82)	5% (9)	1% (3)	7% (13)	4% (9)	193
SB more political	42% (342)	42% (342)	6% (45)	1% (9)	7% (61)	2% (19)	818
SB less political	46% (150)	36% (119)	7% (23)	3% (11)	7% (22)	1% (2)	328
Typically host/attend SB party	44% (243)	39% (220)	5% (29)	2% (13)	5% (29)	4% (22)	556
Typically do not host/attend SB party	38% (621)	41% (668)	5% (86)	2% (30)	11% (186)	3% (53)	1644
Usually pays a lot/some attn to ads	43% (640)	42% (620)	5% (68)	2% (23)	7% (108)	2% (33)	1492
Usually pays not much/no attn to ads	32% (224)	38% (268)	7% (46)	3% (20)	15% (108)	6% (42)	708
Plan to pay a lot/some attn to ads	45% (611)	39% (534)	5% (64)	2% (23)	7% (97)	2% (31)	1359
Plan to pay not much/no attn to ads	30% (253)	42% (354)	6% (50)	2% (20)	14% (119)	5% (44)	841
Pro football fav sport	45% (269)	38% (229)	4% (26)	1% (7)	7% (39)	4% (25)	596
Fav NFL	46% (580)	39% (492)	4% (50)	2% (21)	6% (80)	2% (31)	1254
Unfav NFL	32% (155)	45% (217)	10% (49)	3% (12)	9% (42)	1% (7)	481
Fav Goodell	50% (248)	37% (183)	4% (19)	1% (4)	5% (26)	3% (15)	496
Unfav Goodell	36% (174)	45% (216)	7% (34)	3% (16)	7% (35)	2% (9)	483
Fav Chiefs	47% (466)	40% (400)	5% (50)	1% (13)	5% (53)	2% (20)	1001
Fav Buccaneers	46% (377)	41% (334)	5% (38)	1% (12)	5% (44)	2% (17)	822
Chiefs fan	42% (351)	41% (337)	6% (50)	2% (17)	6% (52)	3% (22)	828
Buccaneers fan	42% (252)	41% (244)	6% (36)	1% (7)	7% (44)	2% (9)	593
Frequent sports betters	42% (44)	35% (37)	5% (5)	1% (1)	7% (7)	10% (10)	103
Regular sports betters	44% (98)	34% (77)	7% (15)	3% (7)	6% (12)	6% (14)	223
Frequent NFL betters	49% (57)	33% (38)	4% (5)	— (1)	7% (8)	7% (8)	117
Regular NFL betters	46% (110)	34% (81)	6% (15)	2% (4)	7% (16)	6% (14)	239
Definite SB betters	45% (60)	37% (48)	4% (5)	2% (3)	5% (7)	7% (10)	132
Probable SB betters	44% (150)	36% (122)	7% (23)	3% (11)	5% (17)	6% (19)	341
Believe betting is legal in their state	40% (263)	40% (267)	6% (40)	3% (19)	8% (50)	3% (22)	661
Believe betting is illegal in their state	40% (154)	40% (157)	7% (28)	1% (5)	9% (34)	3% (10)	387
Non-sports fans	34% (233)	40% (272)	7% (46)	2% (12)	13% (91)	4% (26)	681
Gen Z sports fans	40% (77)	35% (67)	4% (8)	7% (13)	10% (20)	4% (8)	194
Millennial sports fans	42% (175)	33% (141)	7% (31)	2% (9)	8% (34)	8% (32)	422

Continued on next page

**Table MCSP26\_4:** Do you have a favorable or unfavorable view of the following brands?

*Frito-Lay*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	39% (864)	40% (888)	5% (114)	2% (43)	10% (216)	3% (75)	2200
Gen X sports fans	45% (170)	43% (164)	3% (12)	1% (4)	7% (27)	1% (3)	381
Boomer sports fans	40% (186)	47% (218)	3% (14)	1% (5)	8% (38)	1% (5)	466
Sports fans 18-34	43% (189)	33% (145)	6% (26)	4% (18)	9% (39)	5% (22)	439
Sports fans 35-44	38% (95)	40% (100)	6% (15)	2% (5)	8% (19)	7% (19)	253
Sports fans 45-64	45% (238)	42% (225)	3% (15)	1% (6)	8% (41)	1% (6)	530
Sports fans 65+	37% (109)	49% (146)	4% (13)	— (1)	9% (26)	1% (2)	297
Occasional sports betters	42% (82)	38% (75)	8% (16)	2% (4)	8% (15)	2% (3)	196
Non-sports betters	38% (684)	41% (736)	5% (83)	2% (32)	11% (188)	3% (58)	1781
In legal betting states	39% (315)	39% (320)	5% (42)	2% (16)	11% (90)	4% (31)	814
Outside legal betting states	40% (549)	41% (568)	5% (72)	2% (27)	9% (126)	3% (44)	1386
Sports fan In legal betting states 21+	41% (215)	41% (217)	5% (26)	2% (9)	9% (47)	3% (16)	530
Sports fan Outside legal betting states 21+	42% (372)	41% (366)	4% (38)	2% (18)	8% (69)	3% (29)	893
Likely SB viewer In legal betting states 21+	42% (194)	42% (196)	4% (18)	1% (6)	8% (36)	3% (15)	464
Likely SB viewer Outside legal betting states 21+	44% (350)	39% (314)	4% (36)	2% (16)	7% (57)	3% (24)	796

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

**Table MCSP26\_5:** Do you have a favorable or unfavorable view of the following brands?

Hyundai

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	16% (346)	34% (755)	9% (189)	5% (118)	30% (666)	6% (126)	2200
Gender: Male	18% (188)	36% (383)	9% (94)	6% (65)	26% (281)	5% (51)	1062
Gender: Female	14% (158)	33% (372)	8% (95)	5% (53)	34% (385)	7% (76)	1138
Age: 18-34	17% (114)	28% (181)	9% (56)	4% (27)	31% (201)	11% (75)	655
Age: 35-44	19% (69)	40% (141)	9% (31)	4% (15)	25% (88)	4% (13)	358
Age: 45-64	16% (118)	34% (259)	8% (63)	6% (45)	32% (243)	3% (22)	751
Age: 65+	10% (45)	40% (174)	9% (39)	7% (30)	30% (133)	4% (16)	436
GenZers: 1997-2012	16% (46)	24% (73)	9% (26)	4% (11)	35% (104)	13% (38)	299
Millennials: 1981-1996	20% (119)	35% (208)	8% (49)	4% (27)	24% (145)	8% (47)	595
GenXers: 1965-1980	17% (92)	34% (184)	9% (48)	4% (24)	33% (181)	2% (13)	542
Baby Boomers: 1946-1964	12% (81)	39% (267)	8% (53)	7% (48)	31% (211)	4% (25)	685
PID: Dem (no lean)	21% (184)	37% (331)	7% (66)	4% (39)	26% (233)	5% (44)	897
PID: Ind (no lean)	10% (71)	32% (215)	8% (57)	4% (30)	37% (250)	8% (53)	676
PID: Rep (no lean)	15% (91)	33% (209)	10% (65)	8% (49)	29% (182)	5% (29)	627
PID/Gender: Dem Men	23% (94)	38% (156)	8% (34)	5% (18)	21% (84)	5% (20)	407
PID/Gender: Dem Women	18% (90)	36% (175)	7% (32)	4% (20)	30% (149)	5% (24)	490
PID/Gender: Ind Men	12% (40)	33% (108)	8% (27)	6% (19)	35% (115)	6% (18)	327
PID/Gender: Ind Women	9% (31)	31% (107)	9% (31)	3% (10)	39% (135)	10% (34)	349
PID/Gender: Rep Men	16% (54)	36% (119)	10% (33)	8% (27)	25% (82)	4% (12)	327
PID/Gender: Rep Women	12% (37)	30% (91)	11% (32)	7% (22)	34% (101)	6% (17)	299
Ideo: Liberal (1-3)	18% (114)	38% (246)	7% (46)	5% (31)	28% (182)	4% (27)	645
Ideo: Moderate (4)	16% (98)	37% (227)	7% (46)	5% (31)	29% (182)	6% (37)	621
Ideo: Conservative (5-7)	16% (105)	34% (231)	10% (66)	8% (51)	28% (191)	4% (30)	675
Educ: < College	15% (224)	32% (481)	8% (121)	6% (88)	33% (494)	7% (104)	1512
Educ: Bachelors degree	14% (64)	41% (181)	10% (46)	4% (19)	28% (122)	3% (12)	444
Educ: Post-grad	23% (57)	38% (94)	9% (22)	5% (12)	20% (50)	4% (10)	244
Income: Under 50k	15% (185)	31% (366)	8% (91)	6% (68)	33% (398)	8% (90)	1198
Income: 50k-100k	14% (97)	39% (267)	10% (67)	4% (29)	29% (196)	3% (23)	680
Income: 100k+	20% (64)	38% (122)	10% (31)	7% (21)	22% (71)	4% (13)	322
Ethnicity: White	14% (243)	36% (622)	9% (155)	5% (89)	31% (529)	5% (83)	1722

Continued on next page

**Table MCSP26\_5:** Do you have a favorable or unfavorable view of the following brands?  
Hyundai

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	16% (346)	34% (755)	9% (189)	5% (118)	30% (666)	6% (126)	2200
Ethnicity: Hispanic	20% (70)	35% (124)	8% (29)	4% (14)	26% (92)	6% (21)	349
Ethnicity: Black	27% (74)	23% (63)	5% (13)	4% (12)	34% (94)	6% (18)	274
Ethnicity: Other	14% (28)	34% (70)	10% (20)	8% (17)	21% (43)	13% (26)	204
All Christian	15% (150)	38% (367)	9% (84)	6% (56)	29% (286)	3% (31)	975
All Non-Christian	25% (32)	36% (46)	6% (8)	5% (6)	23% (29)	6% (7)	128
Atheist	10% (11)	40% (44)	6% (6)	10% (11)	28% (31)	5% (6)	110
Agnostic/Nothing in particular	15% (90)	28% (167)	10% (58)	4% (22)	35% (212)	8% (50)	598
Something Else	16% (63)	34% (131)	9% (33)	6% (22)	28% (108)	8% (33)	390
Religious Non-Protestant/Catholic	22% (33)	37% (56)	5% (8)	4% (7)	26% (39)	6% (10)	152
Evangelical	18% (103)	37% (211)	8% (46)	6% (35)	26% (149)	5% (26)	570
Non-Evangelical	14% (107)	36% (276)	9% (70)	6% (43)	31% (233)	4% (32)	761
Community: Urban	24% (142)	31% (185)	7% (45)	4% (24)	28% (171)	6% (34)	600
Community: Suburban	13% (136)	39% (408)	9% (91)	5% (53)	29% (302)	5% (47)	1037
Community: Rural	12% (68)	29% (163)	9% (52)	7% (42)	34% (193)	8% (46)	564
Employ: Private Sector	18% (118)	38% (242)	9% (60)	5% (32)	24% (156)	5% (32)	641
Employ: Government	15% (19)	36% (47)	10% (12)	5% (6)	27% (34)	8% (10)	128
Employ: Self-Employed	19% (29)	36% (55)	5% (7)	7% (11)	26% (40)	8% (12)	153
Employ: Homemaker	18% (30)	28% (47)	9% (15)	5% (9)	35% (59)	4% (7)	165
Employ: Student	17% (21)	28% (35)	7% (9)	4% (5)	39% (48)	6% (7)	124
Employ: Retired	11% (53)	39% (198)	9% (46)	7% (36)	30% (152)	4% (20)	506
Employ: Unemployed	15% (49)	29% (97)	8% (28)	3% (9)	36% (121)	9% (28)	332
Employ: Other	18% (27)	23% (35)	7% (11)	7% (11)	37% (56)	7% (10)	151
Military HH: Yes	16% (54)	34% (116)	9% (29)	7% (24)	29% (98)	5% (18)	341
Military HH: No	16% (291)	34% (639)	9% (159)	5% (94)	31% (567)	6% (108)	1859
RD/WT: Right Direction	20% (182)	33% (300)	8% (74)	4% (37)	27% (246)	6% (58)	897
RD/WT: Wrong Track	13% (164)	35% (455)	9% (115)	6% (81)	32% (420)	5% (69)	1303
Biden Job Approve	18% (232)	38% (484)	7% (90)	5% (60)	27% (348)	5% (69)	1282
Biden Job Disapprove	13% (89)	31% (217)	11% (80)	8% (53)	32% (220)	6% (40)	698

Continued on next page

**Table MCSP26\_5:** Do you have a favorable or unfavorable view of the following brands?  
*Hyundai*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	16% (346)	34% (755)	9% (189)	5% (118)	30% (666)	6% (126)	2200
Biden Job Strongly Approve	22% (176)	34% (270)	7% (56)	6% (45)	27% (216)	5% (42)	804
Biden Job Somewhat Approve	12% (56)	45% (214)	7% (34)	3% (15)	27% (131)	6% (27)	478
Biden Job Somewhat Disapprove	10% (19)	39% (75)	12% (23)	3% (5)	31% (59)	5% (10)	191
Biden Job Strongly Disapprove	14% (69)	28% (142)	11% (57)	9% (48)	32% (162)	6% (30)	507
Favorable of Biden	19% (243)	37% (479)	7% (89)	5% (63)	28% (359)	5% (71)	1305
Unfavorable of Biden	11% (86)	34% (255)	12% (91)	7% (52)	31% (239)	5% (37)	759
Very Favorable of Biden	23% (181)	32% (253)	6% (45)	6% (46)	27% (207)	6% (49)	780
Somewhat Favorable of Biden	12% (63)	43% (227)	8% (44)	3% (17)	29% (152)	4% (22)	525
Somewhat Unfavorable of Biden	12% (23)	41% (79)	11% (22)	2% (4)	31% (60)	3% (5)	192
Very Unfavorable of Biden	11% (63)	31% (176)	12% (69)	8% (48)	32% (179)	6% (32)	567
#1 Issue: Economy	18% (154)	35% (301)	10% (83)	4% (34)	29% (251)	5% (45)	868
#1 Issue: Security	14% (37)	33% (87)	11% (29)	7% (18)	31% (82)	5% (14)	267
#1 Issue: Health Care	18% (74)	35% (142)	7% (30)	4% (17)	29% (118)	6% (23)	404
#1 Issue: Medicare / Social Security	9% (20)	34% (81)	9% (21)	9% (21)	34% (79)	6% (14)	236
#1 Issue: Women's Issues	15% (14)	30% (29)	10% (9)	5% (5)	32% (30)	9% (9)	96
#1 Issue: Education	20% (19)	26% (25)	6% (6)	7% (7)	32% (31)	10% (9)	96
#1 Issue: Energy	12% (10)	37% (30)	4% (3)	8% (6)	31% (25)	8% (7)	81
#1 Issue: Other	12% (18)	40% (61)	5% (8)	6% (9)	33% (50)	4% (7)	152
2020 Vote: Joe Biden	19% (198)	37% (391)	7% (72)	5% (54)	27% (280)	5% (54)	1049
2020 Vote: Donald Trump	12% (86)	34% (232)	11% (79)	7% (45)	31% (214)	5% (31)	686
2020 Vote: Other	3% (2)	36% (22)	13% (8)	10% (6)	33% (21)	4% (3)	62
2020 Vote: Didn't Vote	15% (60)	27% (109)	7% (30)	3% (13)	37% (150)	10% (39)	401
2018 House Vote: Democrat	18% (135)	38% (281)	8% (61)	4% (29)	27% (201)	5% (35)	741
2018 House Vote: Republican	12% (66)	37% (203)	12% (64)	7% (40)	28% (156)	4% (24)	554
2018 House Vote: Someone else	4% (2)	43% (22)	15% (8)	4% (2)	28% (15)	7% (4)	52
2016 Vote: Hillary Clinton	17% (121)	39% (277)	8% (55)	4% (29)	27% (192)	5% (33)	707
2016 Vote: Donald Trump	14% (88)	36% (227)	11% (69)	6% (40)	29% (180)	4% (25)	628
2016 Vote: Other	10% (11)	40% (45)	8% (9)	8% (10)	30% (35)	3% (3)	113
2016 Vote: Didn't Vote	17% (126)	27% (206)	7% (55)	5% (39)	35% (259)	8% (64)	749

Continued on next page

**Table MCSP26\_5:** Do you have a favorable or unfavorable view of the following brands?  
Hyundai

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	16% (346)	34% (755)	9% (189)	5% (118)	30% (666)	6% (126)	2200
Voted in 2014: Yes	15% (178)	38% (458)	9% (113)	5% (65)	28% (335)	4% (45)	1194
Voted in 2014: No	17% (167)	30% (297)	8% (76)	5% (53)	33% (331)	8% (81)	1006
4-Region: Northeast	16% (63)	32% (126)	11% (43)	5% (20)	31% (120)	5% (20)	394
4-Region: Midwest	15% (70)	31% (142)	8% (35)	7% (34)	34% (158)	5% (23)	462
4-Region: South	15% (121)	36% (295)	9% (73)	5% (38)	30% (245)	6% (53)	824
4-Region: West	18% (91)	37% (193)	7% (38)	5% (26)	27% (143)	6% (30)	520
Sports fan	18% (275)	35% (535)	9% (140)	6% (87)	27% (409)	5% (72)	1519
Avid sports fan	26% (123)	36% (172)	7% (34)	7% (32)	20% (93)	5% (23)	478
Casual sports fan	15% (152)	35% (363)	10% (107)	5% (55)	30% (316)	5% (49)	1041
Football fan	19% (270)	35% (513)	9% (126)	6% (83)	27% (389)	4% (64)	1444
Avid football fan	23% (142)	35% (217)	8% (47)	8% (50)	20% (126)	5% (34)	616
Casual football fan	15% (128)	36% (295)	9% (79)	4% (33)	32% (263)	4% (30)	828
NFL fan	19% (270)	36% (500)	9% (122)	6% (78)	26% (367)	4% (59)	1396
Avid NFL fan	22% (130)	35% (208)	7% (42)	9% (52)	23% (136)	5% (28)	595
Casual NFL fan	18% (140)	37% (292)	10% (80)	3% (26)	29% (231)	4% (31)	801
Watched SB last year	19% (224)	36% (421)	8% (93)	6% (65)	26% (303)	4% (51)	1157
Didn't watch SB last year	12% (122)	32% (334)	9% (95)	5% (53)	35% (363)	7% (75)	1043
OK brands get political	20% (154)	38% (299)	7% (56)	4% (32)	26% (203)	5% (40)	785
Not OK brands get political	15% (163)	35% (390)	10% (113)	7% (76)	30% (331)	4% (46)	1119
OK social justice	18% (239)	37% (476)	9% (110)	4% (57)	27% (353)	4% (57)	1292
Not OK social justice	12% (72)	37% (229)	10% (62)	9% (52)	28% (172)	4% (25)	612
Likely SB viewer	21% (277)	37% (493)	9% (118)	5% (64)	25% (330)	5% (61)	1344
Unlikely SB viewer	8% (56)	32% (237)	9% (67)	7% (51)	38% (276)	6% (47)	733
More likely to watch SB this year	27% (159)	34% (199)	10% (60)	7% (41)	16% (92)	5% (27)	577
Less likely to watch SB this year	9% (45)	33% (156)	9% (45)	5% (26)	35% (167)	7% (34)	472
Likely host/attend SB party	27% (108)	33% (132)	10% (40)	8% (31)	18% (75)	5% (20)	406
Unlikely host/attend SB party	12% (206)	36% (600)	9% (143)	5% (83)	33% (542)	5% (82)	1656
Watch SB for game	20% (168)	37% (321)	9% (78)	6% (50)	25% (211)	4% (31)	859
Watch SB for halftime	21% (48)	32% (72)	9% (20)	4% (9)	28% (64)	6% (14)	227

Continued on next page

**Table MCSP26\_5:** Do you have a favorable or unfavorable view of the following brands?  
Hyundai

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	16% (346)	34% (755)	9% (189)	5% (118)	30% (666)	6% (126)	2200
Watch SB for ads	22% (42)	44% (85)	8% (15)	2% (5)	20% (39)	4% (7)	193
SB more political	18% (145)	37% (305)	9% (76)	5% (45)	25% (205)	5% (41)	818
SB less political	16% (53)	39% (127)	11% (38)	6% (21)	23% (76)	4% (13)	328
Typically host/attend SB party	22% (122)	37% (206)	9% (50)	7% (39)	20% (109)	5% (31)	556
Typically do not host/attend SB party	14% (224)	33% (549)	8% (139)	5% (79)	34% (556)	6% (96)	1644
Usually pays a lot/some attn to ads	19% (283)	37% (552)	9% (130)	5% (72)	26% (395)	4% (59)	1492
Usually pays not much/no attn to ads	9% (62)	29% (203)	8% (59)	6% (46)	38% (271)	9% (67)	708
Plan to pay a lot/some attn to ads	20% (271)	37% (505)	9% (120)	5% (71)	25% (337)	4% (54)	1359
Plan to pay not much/no attn to ads	9% (75)	30% (250)	8% (69)	6% (47)	39% (329)	9% (72)	841
Pro football fav sport	25% (146)	34% (205)	7% (44)	5% (30)	23% (136)	6% (34)	596
Fav NFL	21% (265)	37% (464)	8% (99)	6% (69)	25% (307)	4% (49)	1254
Unfav NFL	9% (41)	36% (172)	14% (69)	8% (40)	30% (143)	3% (16)	481
Fav Goodell	29% (144)	43% (211)	10% (48)	3% (14)	14% (68)	2% (11)	496
Unfav Goodell	14% (67)	36% (175)	12% (56)	10% (47)	25% (121)	3% (16)	483
Fav Chiefs	22% (220)	40% (401)	9% (90)	6% (55)	20% (203)	3% (32)	1001
Fav Buccaneers	24% (194)	40% (328)	10% (85)	4% (35)	19% (153)	3% (27)	822
Chiefs fan	18% (147)	37% (307)	10% (80)	7% (59)	25% (205)	4% (31)	828
Buccaneers fan	18% (108)	38% (225)	10% (60)	5% (28)	24% (144)	4% (26)	593
Frequent sports betters	34% (36)	29% (29)	14% (14)	6% (6)	14% (14)	3% (4)	103
Regular sports betters	33% (73)	32% (71)	12% (27)	6% (14)	13% (30)	4% (8)	223
Frequent NFL betters	36% (42)	29% (34)	8% (9)	8% (9)	17% (20)	3% (4)	117
Regular NFL betters	32% (77)	32% (77)	10% (23)	7% (17)	14% (34)	5% (11)	239
Definite SB betters	41% (54)	25% (33)	9% (12)	5% (7)	14% (18)	7% (9)	132
Probable SB betters	27% (93)	39% (134)	9% (32)	7% (24)	12% (41)	5% (19)	341
Believe betting is legal in their state	18% (121)	37% (246)	10% (63)	6% (38)	26% (170)	3% (23)	661
Believe betting is illegal in their state	16% (63)	41% (159)	7% (29)	7% (25)	22% (85)	7% (26)	387
Non-sports fans	10% (71)	32% (220)	7% (48)	4% (31)	38% (256)	8% (55)	681
Gen Z sports fans	19% (36)	28% (54)	8% (15)	6% (11)	29% (56)	11% (21)	194
Millennial sports fans	24% (101)	36% (153)	9% (37)	5% (22)	19% (79)	7% (28)	422

Continued on next page

**Table MCSP26\_5:** Do you have a favorable or unfavorable view of the following brands?  
Hyundai

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	16% (346)	34% (755)	9% (189)	5% (118)	30% (666)	6% (126)	2200
Gen X sports fans	18% (70)	35% (132)	10% (38)	4% (15)	31% (118)	2% (8)	381
Boomer sports fans	13% (61)	38% (179)	9% (43)	7% (33)	30% (138)	3% (12)	466
Sports fans 18-34	21% (93)	30% (131)	9% (41)	5% (23)	25% (108)	10% (42)	439
Sports fans 35-44	23% (58)	41% (104)	9% (23)	5% (13)	18% (46)	4% (9)	253
Sports fans 45-64	17% (91)	35% (186)	9% (49)	6% (32)	30% (160)	2% (12)	530
Sports fans 65+	11% (33)	38% (114)	9% (27)	7% (20)	32% (95)	3% (9)	297
Occasional sports betters	16% (32)	39% (76)	9% (17)	9% (18)	22% (43)	5% (10)	196
Non-sports betters	14% (241)	34% (608)	8% (145)	5% (86)	33% (593)	6% (108)	1781
In legal betting states	17% (141)	30% (246)	9% (77)	5% (40)	32% (263)	6% (46)	814
Outside legal betting states	15% (205)	37% (509)	8% (112)	6% (78)	29% (402)	6% (80)	1386
Sports fan In legal betting states 21+	20% (105)	32% (167)	11% (60)	5% (27)	28% (150)	4% (21)	530
Sports fan Outside legal betting states 21+	17% (154)	38% (340)	9% (76)	6% (55)	25% (226)	5% (41)	893
Likely SB viewer In legal betting states 21+	22% (103)	33% (152)	10% (45)	5% (24)	26% (120)	4% (19)	464
Likely SB viewer Outside legal betting states 21+	19% (151)	41% (324)	9% (69)	4% (35)	23% (184)	4% (33)	796

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



**Table MCSP26\_6:** Do you have a favorable or unfavorable view of the following brands?

M&Ms

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	50% (1099)	37% (808)	3% (73)	2% (47)	6% (131)	2% (42)	2200
Gender: Male	47% (501)	39% (413)	4% (42)	2% (18)	6% (62)	2% (26)	1062
Gender: Female	53% (598)	35% (395)	3% (30)	3% (29)	6% (70)	1% (16)	1138
Age: 18-34	50% (326)	32% (209)	5% (32)	4% (25)	6% (40)	4% (23)	655
Age: 35-44	50% (178)	37% (134)	4% (13)	2% (6)	5% (18)	2% (8)	358
Age: 45-64	53% (395)	36% (274)	2% (14)	2% (12)	7% (50)	1% (6)	751
Age: 65+	46% (201)	44% (191)	3% (13)	1% (3)	5% (23)	1% (4)	436
GenZers: 1997-2012	49% (146)	35% (104)	7% (21)	2% (7)	5% (16)	2% (5)	299
Millennials: 1981-1996	50% (299)	32% (190)	3% (18)	4% (24)	6% (38)	4% (26)	595
GenXers: 1965-1980	53% (289)	36% (197)	2% (12)	2% (9)	5% (28)	1% (6)	542
Baby Boomers: 1946-1964	47% (325)	42% (287)	2% (16)	1% (7)	7% (45)	1% (4)	685
PID: Dem (no lean)	53% (476)	35% (311)	3% (30)	3% (23)	5% (43)	2% (14)	897
PID: Ind (no lean)	43% (292)	41% (276)	4% (25)	2% (12)	8% (52)	3% (19)	676
PID: Rep (no lean)	53% (332)	35% (220)	3% (18)	2% (12)	6% (37)	1% (8)	627
PID/Gender: Dem Men	50% (204)	36% (147)	5% (22)	2% (7)	4% (17)	2% (10)	407
PID/Gender: Dem Women	55% (272)	34% (165)	2% (8)	3% (15)	5% (26)	1% (4)	490
PID/Gender: Ind Men	37% (121)	45% (147)	5% (16)	2% (6)	8% (27)	3% (10)	327
PID/Gender: Ind Women	49% (171)	37% (129)	2% (8)	2% (6)	7% (25)	3% (9)	349
PID/Gender: Rep Men	54% (176)	36% (119)	1% (4)	1% (5)	5% (18)	2% (6)	327
PID/Gender: Rep Women	52% (155)	34% (101)	5% (14)	3% (8)	6% (19)	1% (3)	299
Ideo: Liberal (1-3)	46% (298)	39% (251)	4% (27)	3% (21)	6% (37)	2% (11)	645
Ideo: Moderate (4)	50% (310)	39% (239)	2% (13)	1% (8)	7% (41)	2% (10)	621
Ideo: Conservative (5-7)	54% (362)	34% (233)	3% (22)	2% (16)	5% (36)	1% (6)	675
Educ: < College	52% (793)	35% (526)	3% (47)	2% (33)	6% (88)	2% (26)	1512
Educ: Bachelors degree	44% (197)	42% (185)	5% (23)	2% (8)	5% (23)	2% (8)	444
Educ: Post-grad	45% (109)	40% (96)	1% (4)	3% (6)	8% (20)	3% (8)	244
Income: Under 50k	52% (624)	33% (397)	4% (43)	2% (29)	7% (81)	2% (24)	1198
Income: 50k-100k	49% (330)	41% (278)	3% (20)	2% (11)	5% (31)	1% (10)	680
Income: 100k+	45% (145)	41% (132)	3% (9)	2% (7)	6% (20)	2% (8)	322
Ethnicity: White	50% (857)	38% (649)	3% (53)	2% (31)	6% (107)	1% (26)	1722

Continued on next page

**Table MCSP26\_6:** Do you have a favorable or unfavorable view of the following brands?

*Me&Ms*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	50% (1099)	37% (808)	3% (73)	2% (47)	6% (131)	2% (42)	2200
Ethnicity: Hispanic	56% (194)	28% (98)	6% (22)	4% (12)	3% (12)	3% (10)	349
Ethnicity: Black	58% (160)	28% (78)	3% (9)	3% (7)	5% (13)	3% (8)	274
Ethnicity: Other	40% (82)	40% (81)	6% (12)	4% (9)	6% (12)	4% (9)	204
All Christian	53% (521)	36% (348)	2% (24)	1% (12)	6% (59)	1% (11)	975
All Non-Christian	45% (58)	38% (48)	5% (7)	3% (4)	6% (7)	3% (3)	128
Atheist	41% (45)	37% (41)	9% (10)	7% (8)	4% (4)	2% (2)	110
Agnostic/Nothing in particular	45% (270)	39% (234)	4% (21)	2% (14)	7% (44)	2% (14)	598
Something Else	53% (205)	35% (138)	3% (10)	2% (9)	4% (17)	3% (11)	390
Religious Non-Protestant/Catholic	47% (71)	37% (56)	5% (7)	3% (5)	6% (10)	2% (3)	152
Evangelical	56% (319)	33% (187)	3% (19)	1% (6)	5% (28)	2% (10)	570
Non-Evangelical	51% (388)	38% (288)	2% (15)	2% (15)	6% (44)	2% (12)	761
Community: Urban	50% (297)	36% (217)	5% (28)	2% (13)	6% (33)	2% (11)	600
Community: Suburban	48% (499)	38% (391)	3% (33)	2% (25)	7% (68)	2% (19)	1037
Community: Rural	54% (303)	35% (199)	2% (11)	2% (9)	5% (30)	2% (12)	564
Employ: Private Sector	46% (297)	40% (257)	4% (25)	2% (11)	5% (33)	3% (17)	641
Employ: Government	41% (53)	50% (64)	2% (2)	1% (2)	4% (5)	2% (3)	128
Employ: Self-Employed	49% (76)	30% (45)	3% (4)	5% (8)	9% (14)	4% (5)	153
Employ: Homemaker	57% (94)	32% (53)	4% (6)	4% (6)	3% (5)	1% (2)	165
Employ: Student	57% (70)	29% (36)	7% (9)	1% (2)	5% (6)	1% (2)	124
Employ: Retired	49% (246)	41% (207)	2% (12)	1% (5)	6% (33)	1% (4)	506
Employ: Unemployed	54% (181)	31% (104)	3% (9)	3% (9)	8% (27)	1% (3)	332
Employ: Other	54% (82)	28% (42)	4% (7)	3% (4)	6% (9)	4% (7)	151
Military HH: Yes	51% (175)	37% (128)	3% (10)	2% (6)	5% (17)	2% (6)	341
Military HH: No	50% (924)	37% (680)	3% (63)	2% (41)	6% (115)	2% (36)	1859
RD/WT: Right Direction	50% (444)	37% (332)	3% (25)	3% (29)	5% (44)	3% (23)	897
RD/WT: Wrong Track	50% (655)	37% (476)	4% (48)	1% (18)	7% (87)	1% (19)	1303
Biden Job Approve	51% (658)	36% (467)	3% (41)	2% (30)	5% (67)	1% (18)	1282
Biden Job Disapprove	51% (358)	36% (248)	4% (25)	2% (13)	6% (40)	2% (13)	698

Continued on next page

**Table MCSP26\_6:** Do you have a favorable or unfavorable view of the following brands?

*Me&Ms*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	50% (1099)	37% (808)	3% (73)	2% (47)	6% (131)	2% (42)	2200
Biden Job Strongly Approve	54% (436)	33% (267)	4% (29)	3% (21)	5% (41)	1% (10)	804
Biden Job Somewhat Approve	46% (222)	42% (200)	3% (12)	2% (9)	6% (26)	2% (8)	478
Biden Job Somewhat Disapprove	44% (85)	47% (89)	2% (4)	2% (4)	3% (5)	2% (4)	191
Biden Job Strongly Disapprove	54% (273)	31% (159)	4% (22)	2% (9)	7% (35)	2% (9)	507
Favorable of Biden	52% (681)	36% (471)	3% (40)	3% (34)	5% (59)	2% (20)	1305
Unfavorable of Biden	49% (373)	38% (286)	4% (31)	2% (12)	7% (50)	1% (7)	759
Very Favorable of Biden	57% (448)	30% (237)	3% (25)	3% (20)	5% (37)	2% (14)	780
Somewhat Favorable of Biden	44% (233)	44% (233)	3% (16)	3% (14)	4% (22)	1% (6)	525
Somewhat Unfavorable of Biden	41% (79)	47% (90)	4% (7)	1% (3)	5% (10)	1% (2)	192
Very Unfavorable of Biden	52% (293)	35% (196)	4% (24)	2% (9)	7% (40)	1% (5)	567
#1 Issue: Economy	51% (446)	37% (321)	3% (23)	2% (15)	5% (45)	2% (17)	868
#1 Issue: Security	54% (144)	34% (91)	3% (7)	— (1)	6% (17)	2% (6)	267
#1 Issue: Health Care	51% (207)	35% (143)	2% (8)	4% (16)	5% (21)	2% (10)	404
#1 Issue: Medicare / Social Security	47% (110)	42% (98)	5% (12)	— (0)	6% (14)	1% (2)	236
#1 Issue: Women's Issues	54% (51)	28% (26)	8% (8)	3% (3)	5% (4)	3% (3)	96
#1 Issue: Education	45% (44)	40% (39)	3% (3)	2% (2)	8% (8)	1% (1)	96
#1 Issue: Energy	42% (34)	29% (24)	10% (8)	10% (8)	8% (7)	— (0)	81
#1 Issue: Other	41% (63)	43% (65)	2% (3)	1% (2)	11% (16)	2% (3)	152
2020 Vote: Joe Biden	51% (536)	36% (380)	3% (30)	3% (30)	5% (52)	2% (21)	1049
2020 Vote: Donald Trump	50% (346)	37% (254)	4% (26)	1% (7)	6% (42)	1% (10)	686
2020 Vote: Other	18% (11)	54% (34)	8% (5)	1% (1)	17% (11)	1% (0)	62
2020 Vote: Didn't Vote	51% (206)	35% (139)	3% (11)	2% (9)	6% (26)	3% (10)	401
2018 House Vote: Democrat	50% (369)	37% (271)	3% (25)	3% (24)	5% (37)	2% (16)	741
2018 House Vote: Republican	49% (273)	39% (216)	3% (15)	1% (6)	6% (36)	2% (8)	554
2018 House Vote: Someone else	28% (15)	59% (31)	1% (1)	1% (1)	11% (6)	— (0)	52
2016 Vote: Hillary Clinton	49% (348)	37% (264)	2% (16)	3% (23)	5% (39)	3% (18)	707
2016 Vote: Donald Trump	52% (329)	37% (231)	2% (14)	2% (10)	6% (37)	1% (7)	628
2016 Vote: Other	38% (43)	47% (53)	5% (6)	2% (2)	7% (8)	1% (1)	113
2016 Vote: Didn't Vote	51% (379)	35% (260)	5% (37)	1% (11)	6% (47)	2% (16)	749

Continued on next page

**Table MCSP26\_6:** Do you have a favorable or unfavorable view of the following brands?

Me&Ms

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	50% (1099)	37% (808)	3% (73)	2% (47)	6% (131)	2% (42)	2200
Voted in 2014: Yes	50% (594)	39% (463)	2% (28)	2% (24)	6% (67)	2% (18)	1194
Voted in 2014: No	50% (505)	34% (345)	4% (45)	2% (23)	6% (64)	2% (24)	1006
4-Region: Northeast	48% (189)	34% (135)	5% (20)	3% (12)	8% (32)	1% (6)	394
4-Region: Midwest	50% (233)	36% (168)	2% (8)	2% (10)	8% (38)	1% (5)	462
4-Region: South	53% (439)	35% (286)	3% (22)	2% (20)	5% (40)	2% (17)	824
4-Region: West	46% (238)	42% (219)	4% (23)	1% (5)	4% (21)	3% (14)	520
Sports fan	51% (779)	37% (558)	3% (47)	2% (31)	5% (80)	2% (24)	1519
Avid sports fan	57% (270)	31% (150)	3% (14)	2% (10)	4% (20)	3% (13)	478
Casual sports fan	49% (509)	39% (408)	3% (33)	2% (21)	6% (60)	1% (11)	1041
Football fan	51% (730)	37% (538)	3% (48)	2% (31)	5% (73)	2% (22)	1444
Avid football fan	54% (331)	35% (214)	3% (20)	2% (14)	4% (25)	2% (12)	616
Casual football fan	48% (399)	39% (324)	3% (29)	2% (17)	6% (49)	1% (10)	828
NFL fan	51% (719)	37% (515)	3% (46)	2% (26)	5% (69)	1% (20)	1396
Avid NFL fan	54% (321)	35% (208)	3% (17)	2% (13)	4% (24)	2% (13)	595
Casual NFL fan	50% (398)	38% (307)	4% (30)	2% (13)	6% (45)	1% (7)	801
Watched SB last year	50% (584)	39% (449)	3% (35)	2% (23)	4% (50)	1% (16)	1157
Didn't watch SB last year	49% (515)	34% (359)	4% (37)	2% (24)	8% (82)	2% (25)	1043
OK brands get political	51% (403)	34% (270)	4% (28)	4% (29)	5% (40)	2% (15)	785
Not OK brands get political	51% (568)	38% (426)	3% (37)	1% (14)	6% (64)	1% (9)	1119
OK social justice	53% (686)	35% (457)	3% (37)	2% (31)	5% (65)	1% (16)	1292
Not OK social justice	46% (283)	39% (240)	5% (30)	2% (14)	6% (37)	1% (7)	612
Likely SB viewer	52% (703)	37% (492)	3% (39)	2% (30)	5% (61)	1% (19)	1344
Unlikely SB viewer	48% (351)	37% (268)	4% (32)	2% (15)	8% (55)	2% (12)	733
More likely to watch SB this year	56% (321)	34% (194)	3% (19)	3% (18)	2% (14)	2% (11)	577
Less likely to watch SB this year	51% (241)	34% (160)	5% (24)	2% (10)	6% (29)	2% (8)	472
Likely host/attend SB party	51% (208)	32% (131)	2% (7)	5% (21)	6% (26)	3% (14)	406
Unlikely host/attend SB party	50% (826)	39% (643)	4% (64)	1% (24)	5% (86)	1% (13)	1656
Watch SB for game	51% (437)	39% (334)	3% (28)	2% (13)	5% (39)	1% (9)	859
Watch SB for halftime	51% (116)	35% (80)	3% (7)	5% (11)	5% (12)	— (1)	227

Continued on next page

**Table MCSP26\_6:** Do you have a favorable or unfavorable view of the following brands?

*Me & Ms*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	50% (1099)	37% (808)	3% (73)	2% (47)	6% (131)	2% (42)	2200
Watch SB for ads	60% (115)	31% (61)	2% (5)	1% (3)	4% (8)	1% (2)	193
SB more political	52% (429)	36% (297)	3% (27)	3% (22)	5% (38)	1% (6)	818
SB less political	57% (185)	34% (112)	3% (10)	2% (7)	3% (10)	1% (3)	328
Typically host/attend SB party	53% (293)	35% (196)	4% (21)	2% (12)	4% (21)	2% (13)	556
Typically do not host/attend SB party	49% (807)	37% (612)	3% (52)	2% (35)	7% (110)	2% (28)	1644
Usually pays a lot/some attn to ads	56% (834)	35% (523)	2% (33)	2% (24)	4% (65)	1% (12)	1492
Usually pays not much/no attn to ads	37% (265)	40% (285)	6% (40)	3% (23)	9% (67)	4% (29)	708
Plan to pay a lot/some attn to ads	56% (759)	35% (471)	2% (29)	2% (25)	5% (62)	1% (13)	1359
Plan to pay not much/no attn to ads	40% (340)	40% (337)	5% (44)	3% (22)	8% (70)	3% (29)	841
Pro football fav sport	54% (319)	36% (212)	2% (12)	2% (12)	4% (26)	2% (14)	596
Fav NFL	56% (703)	35% (437)	3% (39)	2% (23)	3% (41)	1% (10)	1254
Unfav NFL	45% (218)	39% (189)	5% (25)	3% (16)	6% (30)	1% (4)	481
Fav Goodell	58% (289)	35% (174)	2% (10)	1% (4)	3% (13)	1% (6)	496
Unfav Goodell	49% (237)	38% (183)	5% (24)	2% (8)	5% (27)	1% (5)	483
Fav Chiefs	56% (562)	36% (358)	3% (30)	2% (19)	3% (26)	1% (7)	1001
Fav Buccaneers	56% (463)	36% (292)	3% (26)	2% (13)	3% (22)	1% (7)	822
Chiefs fan	54% (445)	35% (292)	3% (28)	2% (16)	4% (37)	1% (11)	828
Buccaneers fan	52% (310)	37% (219)	4% (21)	2% (14)	4% (24)	1% (5)	593
Frequent sports betters	55% (57)	29% (30)	4% (5)	8% (8)	— (0)	4% (4)	103
Regular sports betters	58% (129)	28% (62)	5% (10)	5% (11)	1% (3)	3% (7)	223
Frequent NFL betters	61% (71)	27% (32)	3% (3)	4% (5)	— (0)	4% (5)	117
Regular NFL betters	57% (136)	28% (68)	6% (13)	4% (10)	1% (4)	4% (9)	239
Definite SB betters	55% (72)	33% (43)	3% (4)	4% (6)	— (0)	5% (7)	132
Probable SB betters	54% (183)	34% (117)	4% (14)	2% (8)	2% (8)	3% (11)	341
Believe betting is legal in their state	49% (323)	38% (254)	4% (24)	3% (19)	5% (32)	1% (9)	661
Believe betting is illegal in their state	53% (206)	32% (123)	3% (12)	2% (9)	6% (25)	3% (12)	387
Non-sports fans	47% (320)	37% (250)	4% (25)	2% (17)	8% (52)	3% (18)	681
Gen Z sports fans	48% (94)	34% (65)	7% (14)	1% (2)	8% (15)	2% (4)	194
Millennial sports fans	51% (215)	32% (136)	4% (16)	4% (16)	5% (23)	4% (16)	422

Continued on next page

**Table MCSP26\_6:** Do you have a favorable or unfavorable view of the following brands?

*Me&Ms*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	50% (1099)	37% (808)	3% (73)	2% (47)	6% (131)	2% (42)	2200
Gen X sports fans	56% (212)	35% (133)	2% (7)	2% (7)	5% (18)	1% (4)	381
Boomer sports fans	50% (233)	43% (200)	1% (7)	1% (5)	5% (21)	— (0)	466
Sports fans 18-34	50% (219)	32% (139)	5% (22)	3% (15)	7% (29)	4% (16)	439
Sports fans 35-44	54% (137)	34% (85)	4% (10)	2% (5)	4% (11)	2% (5)	253
Sports fans 45-64	55% (292)	36% (193)	1% (6)	2% (8)	5% (28)	1% (3)	530
Sports fans 65+	44% (131)	47% (141)	3% (10)	1% (3)	4% (13)	— (0)	297
Occasional sports betters	50% (99)	36% (70)	6% (11)	1% (3)	5% (11)	1% (3)	196
Non-sports betters	49% (871)	38% (675)	3% (51)	2% (33)	7% (118)	2% (32)	1781
In legal betting states	50% (407)	36% (290)	4% (32)	2% (17)	6% (52)	2% (16)	814
Outside legal betting states	50% (693)	37% (518)	3% (41)	2% (30)	6% (80)	2% (25)	1386
Sports fan In legal betting states 21+	51% (270)	36% (192)	3% (18)	3% (14)	5% (28)	2% (9)	530
Sports fan Outside legal betting states 21+	51% (456)	38% (337)	3% (24)	2% (17)	5% (45)	2% (15)	893
Likely SB viewer In legal betting states 21+	52% (239)	37% (170)	3% (15)	3% (13)	4% (18)	2% (9)	464
Likely SB viewer Outside legal betting states 21+	52% (415)	37% (296)	3% (20)	2% (17)	5% (38)	1% (10)	796

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

**Table MCSP26\_7:** Do you have a favorable or unfavorable view of the following brands?

Mountain Dew

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	29% (639)	33% (717)	12% (268)	9% (199)	15% (323)	2% (54)	2200
Gender: Male	31% (327)	34% (365)	12% (128)	7% (72)	14% (144)	2% (25)	1062
Gender: Female	27% (312)	31% (352)	12% (140)	11% (127)	16% (179)	2% (28)	1138
Age: 18-34	34% (224)	31% (205)	12% (81)	8% (52)	11% (69)	4% (25)	655
Age: 35-44	36% (129)	35% (125)	10% (37)	6% (23)	10% (36)	2% (8)	358
Age: 45-64	29% (216)	32% (242)	11% (85)	9% (71)	16% (124)	2% (12)	751
Age: 65+	16% (70)	33% (145)	15% (65)	12% (54)	22% (95)	2% (8)	436
GenZers: 1997-2012	32% (96)	31% (92)	13% (38)	8% (25)	12% (37)	4% (11)	299
Millennials: 1981-1996	38% (224)	31% (187)	12% (69)	6% (36)	10% (58)	4% (21)	595
GenXers: 1965-1980	32% (175)	32% (176)	11% (57)	10% (56)	13% (72)	1% (7)	542
Baby Boomers: 1946-1964	19% (129)	34% (235)	14% (97)	10% (71)	20% (140)	2% (13)	685
PID: Dem (no lean)	33% (297)	31% (281)	11% (97)	10% (90)	13% (112)	2% (20)	897
PID: Ind (no lean)	22% (148)	35% (235)	16% (110)	8% (57)	15% (104)	3% (22)	676
PID: Rep (no lean)	31% (194)	32% (201)	10% (62)	8% (52)	17% (107)	2% (11)	627
PID/Gender: Dem Men	37% (150)	32% (129)	10% (41)	8% (33)	11% (45)	2% (10)	407
PID/Gender: Dem Women	30% (147)	31% (152)	11% (56)	12% (57)	14% (67)	2% (11)	490
PID/Gender: Ind Men	20% (65)	40% (130)	18% (57)	6% (21)	14% (45)	3% (9)	327
PID/Gender: Ind Women	24% (83)	30% (105)	15% (52)	10% (36)	17% (59)	4% (13)	349
PID/Gender: Rep Men	34% (112)	33% (107)	9% (30)	6% (18)	16% (54)	2% (6)	327
PID/Gender: Rep Women	27% (82)	31% (94)	11% (32)	11% (33)	18% (53)	2% (5)	299
Ideo: Liberal (1-3)	28% (180)	30% (196)	14% (88)	11% (71)	14% (91)	3% (19)	645
Ideo: Moderate (4)	29% (182)	36% (221)	12% (76)	8% (47)	13% (81)	2% (13)	621
Ideo: Conservative (5-7)	29% (199)	32% (213)	13% (86)	10% (67)	15% (105)	1% (6)	675
Educ: < College	32% (477)	32% (480)	11% (169)	9% (138)	14% (210)	2% (37)	1512
Educ: Bachelors degree	22% (100)	38% (167)	13% (59)	9% (41)	15% (67)	2% (9)	444
Educ: Post-grad	26% (62)	28% (69)	16% (40)	8% (19)	19% (46)	3% (7)	244
Income: Under 50k	33% (394)	31% (370)	11% (126)	9% (111)	14% (165)	3% (32)	1198
Income: 50k-100k	25% (170)	34% (234)	13% (89)	9% (60)	17% (112)	2% (15)	680
Income: 100k+	23% (75)	35% (113)	17% (53)	9% (28)	14% (46)	2% (7)	322
Ethnicity: White	28% (485)	33% (566)	12% (207)	9% (160)	16% (271)	2% (33)	1722

Continued on next page

**Table MCSP26\_7:** Do you have a favorable or unfavorable view of the following brands?  
Mountain Dew

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	29% (639)	33% (717)	12% (268)	9% (199)	15% (323)	2% (54)	2200
Ethnicity: Hispanic	33% (115)	36% (126)	13% (45)	7% (23)	9% (31)	2% (8)	349
Ethnicity: Black	40% (109)	29% (81)	9% (25)	8% (23)	8% (23)	5% (14)	274
Ethnicity: Other	22% (44)	34% (70)	18% (36)	8% (16)	15% (30)	4% (8)	204
All Christian	28% (273)	33% (326)	12% (121)	8% (81)	16% (158)	2% (15)	975
All Non-Christian	34% (43)	26% (33)	15% (19)	5% (7)	15% (19)	5% (6)	128
Atheist	23% (25)	29% (32)	22% (24)	13% (14)	11% (12)	2% (2)	110
Agnostic/Nothing in particular	26% (154)	34% (205)	11% (66)	10% (57)	16% (97)	3% (19)	598
Something Else	37% (143)	31% (121)	10% (38)	10% (40)	9% (37)	3% (11)	390
Religious Non-Protestant/Catholic	33% (51)	26% (39)	15% (23)	4% (7)	17% (26)	4% (6)	152
Evangelical	35% (198)	32% (181)	11% (61)	8% (46)	12% (70)	2% (13)	570
Non-Evangelical	27% (206)	34% (259)	12% (92)	10% (75)	15% (117)	2% (13)	761
Community: Urban	33% (199)	31% (185)	12% (72)	8% (50)	13% (79)	3% (16)	600
Community: Suburban	25% (263)	34% (351)	13% (130)	9% (96)	17% (174)	2% (23)	1037
Community: Rural	32% (178)	32% (181)	12% (66)	10% (54)	12% (70)	3% (15)	564
Employ: Private Sector	29% (186)	36% (230)	12% (80)	6% (40)	14% (87)	3% (18)	641
Employ: Government	20% (26)	37% (47)	12% (15)	14% (18)	13% (17)	3% (4)	128
Employ: Self-Employed	25% (38)	32% (49)	16% (25)	10% (15)	14% (21)	3% (5)	153
Employ: Homemaker	35% (58)	27% (45)	13% (22)	14% (24)	9% (15)	2% (3)	165
Employ: Student	35% (44)	31% (39)	13% (16)	7% (9)	12% (15)	1% (2)	124
Employ: Retired	20% (102)	35% (176)	12% (63)	11% (54)	21% (106)	1% (5)	506
Employ: Unemployed	38% (126)	28% (94)	12% (39)	7% (24)	12% (39)	3% (10)	332
Employ: Other	40% (60)	25% (37)	6% (9)	9% (14)	15% (23)	5% (7)	151
Military HH: Yes	29% (100)	35% (119)	11% (38)	11% (38)	11% (39)	2% (7)	341
Military HH: No	29% (540)	32% (598)	12% (230)	9% (161)	15% (284)	2% (46)	1859
RD/WT: Right Direction	30% (266)	34% (300)	11% (103)	9% (78)	14% (122)	3% (28)	897
RD/WT: Wrong Track	29% (373)	32% (416)	13% (166)	9% (121)	15% (201)	2% (26)	1303
Biden Job Approve	30% (391)	33% (427)	13% (164)	9% (117)	12% (153)	2% (31)	1282
Biden Job Disapprove	29% (202)	31% (216)	12% (86)	9% (66)	17% (117)	1% (10)	698

Continued on next page



**Table MCSP26\_7:** Do you have a favorable or unfavorable view of the following brands?

Mountain Dew

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	29% (639)	33% (717)	12% (268)	9% (199)	15% (323)	2% (54)	2200
Biden Job Strongly Approve	32% (261)	31% (249)	12% (98)	10% (81)	12% (95)	3% (21)	804
Biden Job Somewhat Approve	27% (130)	37% (178)	14% (66)	8% (36)	12% (58)	2% (10)	478
Biden Job Somewhat Disapprove	24% (45)	35% (67)	15% (29)	7% (14)	16% (31)	2% (4)	191
Biden Job Strongly Disapprove	31% (157)	29% (149)	11% (57)	10% (53)	17% (86)	1% (6)	507
Favorable of Biden	32% (412)	33% (429)	12% (161)	9% (120)	12% (156)	2% (28)	1305
Unfavorable of Biden	27% (203)	33% (251)	13% (97)	9% (71)	17% (127)	1% (10)	759
Very Favorable of Biden	35% (276)	29% (230)	11% (83)	10% (77)	12% (96)	2% (19)	780
Somewhat Favorable of Biden	26% (137)	38% (200)	15% (77)	8% (43)	11% (59)	2% (9)	525
Somewhat Unfavorable of Biden	22% (42)	36% (69)	18% (34)	8% (15)	15% (29)	1% (3)	192
Very Unfavorable of Biden	28% (161)	32% (183)	11% (63)	10% (55)	17% (98)	1% (7)	567
#1 Issue: Economy	32% (274)	34% (296)	13% (109)	7% (59)	13% (112)	2% (18)	868
#1 Issue: Security	28% (74)	28% (76)	15% (39)	7% (19)	19% (51)	2% (7)	267
#1 Issue: Health Care	32% (130)	31% (125)	9% (38)	12% (48)	13% (52)	2% (10)	404
#1 Issue: Medicare / Social Security	21% (50)	34% (80)	12% (29)	13% (31)	18% (41)	2% (4)	236
#1 Issue: Women's Issues	34% (32)	34% (33)	11% (11)	10% (10)	8% (8)	2% (2)	96
#1 Issue: Education	31% (30)	30% (29)	10% (10)	8% (8)	16% (15)	4% (4)	96
#1 Issue: Energy	29% (24)	25% (20)	21% (17)	8% (7)	11% (9)	6% (5)	81
#1 Issue: Other	16% (24)	38% (57)	10% (15)	12% (18)	22% (34)	3% (4)	152
2020 Vote: Joe Biden	30% (320)	32% (335)	12% (125)	10% (103)	14% (142)	2% (24)	1049
2020 Vote: Donald Trump	26% (177)	34% (237)	12% (79)	9% (58)	18% (124)	2% (12)	686
2020 Vote: Other	3% (2)	38% (23)	29% (18)	14% (9)	16% (10)	— (0)	62
2020 Vote: Didn't Vote	35% (140)	30% (122)	12% (47)	7% (29)	11% (45)	4% (17)	401
2018 House Vote: Democrat	29% (218)	32% (239)	12% (93)	10% (72)	14% (106)	2% (14)	741
2018 House Vote: Republican	25% (139)	34% (186)	12% (67)	9% (51)	18% (101)	2% (9)	554
2018 House Vote: Someone else	6% (3)	43% (22)	23% (12)	8% (4)	17% (9)	3% (1)	52
2016 Vote: Hillary Clinton	29% (204)	32% (227)	12% (86)	10% (71)	14% (102)	2% (17)	707
2016 Vote: Donald Trump	26% (165)	34% (214)	12% (76)	9% (54)	17% (108)	2% (11)	628
2016 Vote: Other	18% (20)	33% (37)	16% (18)	12% (14)	20% (22)	2% (2)	113
2016 Vote: Didn't Vote	33% (248)	32% (239)	12% (88)	8% (59)	12% (90)	3% (24)	749

Continued on next page

**Table MCSP26\_7:** Do you have a favorable or unfavorable view of the following brands?

Mountain Dew

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	29% (639)	33% (717)	12% (268)	9% (199)	15% (323)	2% (54)	2200
Voted in 2014: Yes	26% (315)	33% (396)	13% (154)	10% (117)	16% (192)	2% (20)	1194
Voted in 2014: No	32% (324)	32% (321)	11% (114)	8% (82)	13% (132)	3% (34)	1006
4-Region: Northeast	23% (92)	31% (120)	12% (48)	10% (41)	21% (82)	2% (9)	394
4-Region: Midwest	33% (154)	30% (138)	11% (51)	9% (40)	16% (72)	2% (7)	462
4-Region: South	29% (243)	35% (292)	11% (88)	10% (81)	12% (96)	3% (24)	824
4-Region: West	29% (150)	32% (166)	16% (81)	7% (37)	14% (73)	2% (13)	520
Sports fan	31% (473)	32% (491)	12% (189)	8% (127)	14% (208)	2% (31)	1519
Avid sports fan	41% (197)	31% (148)	11% (54)	5% (25)	9% (41)	2% (12)	478
Casual sports fan	26% (276)	33% (343)	13% (135)	10% (102)	16% (167)	2% (19)	1041
Football fan	32% (468)	32% (467)	12% (179)	8% (118)	13% (183)	2% (28)	1444
Avid football fan	40% (245)	30% (187)	11% (69)	7% (44)	9% (56)	3% (16)	616
Casual football fan	27% (224)	34% (279)	13% (110)	9% (74)	15% (128)	2% (13)	828
NFL fan	33% (458)	33% (456)	12% (167)	8% (108)	13% (179)	2% (27)	1396
Avid NFL fan	38% (223)	32% (188)	11% (65)	8% (45)	10% (57)	3% (16)	595
Casual NFL fan	29% (235)	34% (268)	13% (102)	8% (62)	15% (122)	1% (10)	801
Watched SB last year	31% (358)	33% (388)	13% (152)	9% (98)	12% (142)	2% (20)	1157
Didn't watch SB last year	27% (281)	32% (329)	11% (116)	10% (101)	17% (181)	3% (34)	1043
OK brands get political	33% (256)	34% (264)	13% (103)	8% (63)	11% (84)	2% (13)	785
Not OK brands get political	27% (303)	34% (378)	13% (146)	10% (107)	15% (168)	2% (18)	1119
OK social justice	32% (409)	32% (418)	13% (170)	9% (114)	12% (160)	2% (21)	1292
Not OK social justice	25% (155)	34% (210)	13% (79)	10% (59)	16% (99)	2% (10)	612
Likely SB viewer	34% (452)	34% (451)	12% (158)	8% (108)	11% (151)	2% (23)	1344
Unlikely SB viewer	22% (159)	31% (225)	14% (105)	12% (88)	19% (141)	2% (15)	733
More likely to watch SB this year	41% (234)	32% (185)	11% (61)	7% (40)	7% (42)	3% (15)	577
Less likely to watch SB this year	26% (124)	31% (148)	13% (59)	13% (62)	15% (72)	2% (8)	472
Likely host/attend SB party	40% (161)	31% (125)	10% (40)	6% (26)	10% (41)	3% (13)	406
Unlikely host/attend SB party	26% (438)	34% (560)	13% (223)	10% (168)	15% (248)	1% (19)	1656
Watch SB for game	34% (288)	34% (290)	13% (109)	7% (62)	11% (96)	1% (12)	859
Watch SB for halftime	36% (82)	30% (69)	11% (24)	9% (21)	12% (28)	1% (2)	227

Continued on next page

**Table MCSP26\_7:** Do you have a favorable or unfavorable view of the following brands?

Mountain Dew

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	29% (639)	33% (717)	12% (268)	9% (199)	15% (323)	2% (54)	2200
Watch SB for ads	36% (70)	34% (65)	10% (20)	10% (19)	9% (17)	1% (3)	193
SB more political	32% (259)	33% (271)	13% (110)	9% (75)	12% (95)	1% (7)	818
SB less political	34% (111)	32% (104)	16% (51)	8% (28)	10% (32)	1% (2)	328
Typically host/attend SB party	36% (198)	33% (183)	12% (65)	7% (38)	10% (56)	3% (16)	556
Typically do not host/attend SB party	27% (442)	32% (534)	12% (203)	10% (160)	16% (267)	2% (38)	1644
Usually pays a lot/some attn to ads	33% (494)	34% (508)	12% (186)	8% (120)	11% (161)	2% (23)	1492
Usually pays not much/no attn to ads	20% (145)	30% (209)	12% (82)	11% (79)	23% (162)	4% (31)	708
Plan to pay a lot/some attn to ads	34% (458)	35% (469)	12% (162)	8% (106)	11% (143)	2% (21)	1359
Plan to pay not much/no attn to ads	22% (181)	29% (247)	13% (106)	11% (93)	21% (180)	4% (33)	841
Pro football fav sport	40% (238)	30% (179)	11% (67)	8% (46)	9% (52)	2% (14)	596
Fav NFL	35% (438)	34% (429)	12% (152)	8% (95)	10% (123)	1% (18)	1254
Unfav NFL	22% (108)	29% (142)	18% (85)	15% (70)	14% (69)	2% (7)	481
Fav Goodell	41% (202)	37% (185)	8% (42)	4% (20)	8% (38)	2% (8)	496
Unfav Goodell	27% (131)	31% (151)	19% (90)	10% (47)	12% (59)	1% (5)	483
Fav Chiefs	34% (336)	37% (366)	11% (111)	8% (81)	10% (98)	1% (9)	1001
Fav Buccaneers	36% (298)	35% (284)	11% (87)	7% (57)	10% (86)	1% (10)	822
Chiefs fan	33% (272)	30% (251)	13% (112)	10% (87)	11% (95)	1% (12)	828
Buccaneers fan	29% (171)	37% (221)	14% (82)	8% (45)	11% (65)	1% (9)	593
Frequent sports betters	47% (49)	23% (24)	12% (12)	5% (5)	9% (9)	4% (4)	103
Regular sports betters	46% (102)	25% (57)	12% (26)	6% (14)	8% (17)	3% (6)	223
Frequent NFL betters	48% (56)	23% (27)	13% (16)	4% (4)	6% (7)	6% (7)	117
Regular NFL betters	47% (112)	26% (62)	11% (27)	4% (10)	8% (20)	3% (8)	239
Definite SB betters	52% (68)	22% (29)	13% (17)	3% (4)	7% (9)	4% (5)	132
Probable SB betters	41% (139)	34% (117)	12% (42)	5% (16)	6% (20)	2% (8)	341
Believe betting is legal in their state	34% (222)	32% (210)	13% (87)	9% (58)	11% (74)	1% (10)	661
Believe betting is illegal in their state	30% (115)	34% (132)	14% (52)	6% (24)	14% (53)	2% (10)	387
Non-sports fans	24% (166)	33% (226)	12% (79)	11% (72)	17% (115)	3% (23)	681
Gen Z sports fans	38% (74)	29% (55)	12% (24)	8% (15)	10% (20)	3% (5)	194
Millennial sports fans	41% (174)	30% (127)	12% (49)	6% (24)	8% (36)	3% (12)	422

Continued on next page

**Table MCSP26\_7:** Do you have a favorable or unfavorable view of the following brands?

Mountain Dew

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	29% (639)	33% (717)	12% (268)	9% (199)	15% (323)	2% (54)	2200
Gen X sports fans	34% (128)	30% (115)	12% (46)	10% (37)	13% (48)	1% (5)	381
Boomer sports fans	19% (89)	38% (175)	14% (63)	9% (43)	19% (88)	2% (8)	466
Sports fans 18-34	39% (170)	30% (133)	12% (53)	7% (32)	9% (40)	3% (11)	439
Sports fans 35-44	41% (103)	31% (79)	11% (28)	6% (14)	9% (22)	3% (7)	253
Sports fans 45-64	29% (154)	33% (176)	12% (62)	9% (49)	15% (81)	2% (9)	530
Sports fans 65+	16% (46)	34% (102)	16% (46)	11% (33)	22% (66)	1% (4)	297
Occasional sports betters	31% (61)	36% (71)	15% (29)	3% (6)	13% (25)	2% (4)	196
Non-sports betters	27% (476)	33% (589)	12% (213)	10% (179)	16% (281)	2% (44)	1781
In legal betting states	29% (238)	30% (248)	12% (96)	9% (72)	16% (134)	3% (26)	814
Outside legal betting states	29% (401)	34% (469)	12% (172)	9% (127)	14% (189)	2% (28)	1386
Sports fan In legal betting states 21+	31% (167)	28% (148)	13% (71)	9% (46)	16% (84)	3% (14)	530
Sports fan Outside legal betting states 21+	30% (265)	35% (313)	12% (105)	9% (80)	13% (115)	2% (15)	893
Likely SB viewer In legal betting states 21+	34% (156)	30% (138)	13% (59)	8% (38)	13% (59)	3% (14)	464
Likely SB viewer Outside legal betting states 21+	33% (264)	35% (282)	11% (86)	9% (69)	11% (87)	1% (9)	796

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

**Table MCSP26\_8:** Do you have a favorable or unfavorable view of the following brands?

Olay

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	25% (544)	37% (817)	5% (111)	2% (48)	25% (541)	6% (139)	2200
Gender: Male	16% (167)	35% (372)	6% (62)	2% (17)	33% (349)	9% (94)	1062
Gender: Female	33% (377)	39% (445)	4% (49)	3% (31)	17% (192)	4% (45)	1138
Age: 18-34	25% (165)	29% (191)	8% (54)	4% (23)	22% (147)	11% (75)	655
Age: 35-44	23% (82)	43% (153)	6% (23)	2% (7)	19% (67)	7% (26)	358
Age: 45-64	26% (198)	39% (296)	3% (21)	1% (9)	27% (203)	3% (23)	751
Age: 65+	23% (99)	40% (177)	3% (13)	2% (9)	28% (124)	3% (15)	436
GenZers: 1997-2012	19% (57)	29% (87)	6% (19)	4% (12)	27% (80)	15% (44)	299
Millennials: 1981-1996	27% (163)	34% (205)	9% (53)	3% (16)	18% (107)	9% (51)	595
GenXers: 1965-1980	27% (146)	40% (216)	2% (13)	2% (9)	26% (142)	3% (17)	542
Baby Boomers: 1946-1964	23% (158)	41% (280)	3% (24)	2% (10)	27% (187)	4% (26)	685
PID: Dem (no lean)	29% (259)	36% (327)	4% (40)	2% (18)	22% (202)	6% (51)	897
PID: Ind (no lean)	20% (138)	36% (246)	4% (29)	3% (20)	28% (190)	8% (52)	676
PID: Rep (no lean)	23% (147)	39% (244)	7% (42)	2% (9)	24% (149)	6% (36)	627
PID/Gender: Dem Men	18% (74)	34% (140)	6% (23)	1% (5)	32% (129)	9% (36)	407
PID/Gender: Dem Women	38% (185)	38% (187)	3% (17)	3% (13)	15% (73)	3% (15)	490
PID/Gender: Ind Men	12% (39)	33% (107)	5% (16)	3% (9)	38% (124)	10% (31)	327
PID/Gender: Ind Women	28% (99)	40% (139)	4% (13)	3% (11)	19% (66)	6% (20)	349
PID/Gender: Rep Men	16% (54)	38% (125)	7% (23)	1% (3)	29% (96)	8% (27)	327
PID/Gender: Rep Women	31% (93)	40% (119)	7% (19)	2% (7)	18% (53)	3% (9)	299
Ideo: Liberal (1-3)	26% (168)	39% (251)	6% (38)	3% (19)	21% (138)	5% (32)	645
Ideo: Moderate (4)	25% (154)	37% (230)	5% (31)	1% (8)	26% (159)	6% (39)	621
Ideo: Conservative (5-7)	25% (166)	39% (266)	4% (30)	2% (15)	24% (163)	5% (34)	675
Educ: < College	26% (389)	35% (525)	5% (69)	2% (36)	26% (394)	7% (101)	1512
Educ: Bachelors degree	21% (92)	42% (188)	7% (31)	2% (9)	22% (98)	6% (25)	444
Educ: Post-grad	26% (63)	42% (104)	5% (12)	1% (3)	20% (49)	6% (14)	244
Income: Under 50k	27% (318)	32% (383)	4% (47)	3% (35)	27% (327)	7% (88)	1198
Income: 50k-100k	24% (160)	43% (289)	7% (47)	1% (9)	22% (146)	4% (29)	680
Income: 100k+	20% (66)	45% (144)	6% (18)	1% (4)	21% (68)	7% (23)	322
Ethnicity: White	23% (398)	38% (657)	5% (88)	2% (38)	26% (447)	5% (95)	1722

Continued on next page

**Table MCSP26\_8:** Do you have a favorable or unfavorable view of the following brands?

Olay

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	25% (544)	37% (817)	5% (111)	2% (48)	25% (541)	6% (139)	2200
Ethnicity: Hispanic	29% (102)	36% (125)	9% (32)	4% (13)	14% (48)	8% (29)	349
Ethnicity: Black	36% (99)	31% (85)	4% (11)	2% (7)	20% (54)	7% (19)	274
Ethnicity: Other	23% (47)	37% (75)	7% (13)	2% (4)	20% (40)	12% (25)	204
All Christian	25% (247)	41% (400)	4% (38)	1% (13)	24% (232)	5% (45)	975
All Non-Christian	29% (37)	39% (50)	8% (11)	2% (3)	14% (18)	8% (10)	128
Atheist	13% (14)	36% (39)	11% (12)	6% (7)	24% (27)	10% (11)	110
Agnostic/Nothing in particular	24% (142)	34% (203)	4% (25)	3% (16)	28% (170)	7% (41)	598
Something Else	27% (105)	32% (123)	7% (26)	2% (9)	24% (94)	8% (33)	390
Religious Non-Protestant/Catholic	26% (39)	42% (63)	8% (12)	2% (3)	16% (24)	8% (12)	152
Evangelical	27% (154)	35% (201)	5% (31)	2% (10)	25% (141)	6% (33)	570
Non-Evangelical	25% (190)	40% (308)	4% (31)	2% (13)	23% (177)	6% (42)	761
Community: Urban	30% (181)	31% (185)	5% (32)	3% (18)	23% (137)	8% (46)	600
Community: Suburban	21% (216)	41% (425)	5% (49)	2% (21)	25% (261)	6% (64)	1037
Community: Rural	26% (147)	37% (206)	5% (30)	2% (9)	25% (142)	5% (29)	564
Employ: Private Sector	23% (149)	40% (254)	9% (55)	1% (9)	20% (129)	7% (45)	641
Employ: Government	20% (26)	42% (54)	11% (14)	4% (6)	18% (23)	5% (6)	128
Employ: Self-Employed	29% (45)	31% (48)	4% (6)	5% (7)	24% (37)	7% (11)	153
Employ: Homemaker	34% (56)	37% (62)	2% (4)	5% (8)	18% (29)	4% (7)	165
Employ: Student	21% (26)	36% (44)	3% (3)	— (0)	30% (38)	10% (13)	124
Employ: Retired	23% (115)	41% (209)	3% (13)	2% (10)	28% (144)	3% (15)	506
Employ: Unemployed	26% (85)	32% (107)	4% (12)	2% (6)	27% (90)	10% (32)	332
Employ: Other	28% (42)	27% (40)	3% (4)	2% (3)	34% (51)	7% (11)	151
Military HH: Yes	22% (74)	40% (137)	3% (12)	2% (6)	27% (93)	6% (19)	341
Military HH: No	25% (470)	37% (680)	5% (100)	2% (42)	24% (448)	6% (120)	1859
RD/WT: Right Direction	27% (239)	36% (324)	5% (48)	3% (23)	22% (200)	7% (62)	897
RD/WT: Wrong Track	23% (305)	38% (493)	5% (63)	2% (25)	26% (341)	6% (77)	1303
Biden Job Approve	26% (331)	39% (497)	5% (63)	2% (28)	22% (284)	6% (80)	1282
Biden Job Disapprove	23% (161)	38% (268)	5% (35)	2% (15)	26% (180)	6% (39)	698

Continued on next page

**Table MCSP26\_8:** Do you have a favorable or unfavorable view of the following brands?

Olay

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	25% (544)	37% (817)	5% (111)	2% (48)	25% (541)	6% (139)	2200
Biden Job Strongly Approve	29% (231)	39% (313)	6% (47)	2% (16)	19% (149)	6% (50)	804
Biden Job Somewhat Approve	21% (101)	38% (184)	3% (16)	3% (12)	28% (135)	6% (31)	478
Biden Job Somewhat Disapprove	19% (36)	49% (93)	4% (8)	— (0)	25% (48)	4% (7)	191
Biden Job Strongly Disapprove	25% (126)	35% (175)	5% (27)	3% (15)	26% (132)	6% (32)	507
Favorable of Biden	28% (360)	38% (497)	4% (59)	2% (30)	21% (281)	6% (79)	1305
Unfavorable of Biden	20% (155)	39% (295)	6% (43)	2% (15)	28% (212)	5% (40)	759
Very Favorable of Biden	33% (258)	36% (283)	5% (40)	2% (14)	18% (140)	6% (45)	780
Somewhat Favorable of Biden	19% (102)	41% (214)	3% (18)	3% (16)	27% (141)	7% (34)	525
Somewhat Unfavorable of Biden	17% (32)	45% (87)	5% (9)	1% (2)	29% (56)	3% (5)	192
Very Unfavorable of Biden	22% (123)	37% (208)	6% (33)	2% (13)	27% (156)	6% (35)	567
#1 Issue: Economy	27% (230)	37% (322)	5% (48)	2% (16)	23% (202)	6% (51)	868
#1 Issue: Security	21% (56)	37% (99)	2% (6)	2% (5)	27% (71)	11% (30)	267
#1 Issue: Health Care	27% (111)	35% (143)	5% (20)	2% (9)	24% (98)	6% (23)	404
#1 Issue: Medicare / Social Security	26% (61)	34% (80)	3% (6)	3% (7)	32% (76)	3% (6)	236
#1 Issue: Women's Issues	29% (28)	37% (36)	7% (7)	4% (4)	18% (17)	4% (4)	96
#1 Issue: Education	19% (18)	38% (36)	7% (7)	1% (1)	27% (26)	10% (9)	96
#1 Issue: Energy	17% (14)	41% (33)	8% (6)	4% (4)	19% (16)	11% (9)	81
#1 Issue: Other	18% (27)	45% (68)	8% (13)	1% (2)	23% (36)	5% (7)	152
2020 Vote: Joe Biden	27% (287)	38% (398)	5% (52)	2% (21)	22% (234)	5% (57)	1049
2020 Vote: Donald Trump	23% (156)	40% (272)	5% (33)	2% (12)	26% (177)	5% (36)	686
2020 Vote: Other	7% (4)	40% (25)	9% (5)	4% (2)	40% (25)	1% (1)	62
2020 Vote: Didn't Vote	24% (97)	30% (122)	5% (21)	3% (13)	26% (105)	11% (44)	401
2018 House Vote: Democrat	29% (212)	39% (287)	4% (26)	2% (16)	22% (160)	5% (40)	741
2018 House Vote: Republican	22% (123)	41% (228)	4% (24)	2% (9)	26% (144)	5% (27)	554
2018 House Vote: Someone else	4% (2)	57% (30)	2% (1)	3% (1)	33% (17)	2% (1)	52
2016 Vote: Hillary Clinton	29% (205)	38% (268)	4% (30)	2% (14)	22% (156)	5% (34)	707
2016 Vote: Donald Trump	23% (144)	40% (254)	4% (25)	2% (10)	26% (163)	5% (32)	628
2016 Vote: Other	20% (22)	43% (48)	2% (2)	2% (2)	29% (33)	5% (5)	113
2016 Vote: Didn't Vote	23% (173)	33% (246)	7% (54)	3% (22)	25% (186)	9% (68)	749

Continued on next page

**Table MCSP26\_8:** Do you have a favorable or unfavorable view of the following brands?

Olay

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	25% (544)	37% (817)	5% (111)	2% (48)	25% (541)	6% (139)	2200
Voted in 2014: Yes	25% (299)	40% (484)	4% (45)	2% (22)	24% (288)	5% (58)	1194
Voted in 2014: No	24% (245)	33% (333)	7% (67)	3% (26)	25% (253)	8% (81)	1006
4-Region: Northeast	25% (97)	31% (123)	5% (21)	3% (11)	28% (110)	8% (31)	394
4-Region: Midwest	23% (106)	38% (175)	5% (22)	1% (6)	28% (131)	5% (21)	462
4-Region: South	30% (244)	36% (296)	5% (42)	3% (26)	21% (169)	6% (48)	824
4-Region: West	18% (96)	43% (222)	5% (27)	1% (6)	25% (130)	8% (39)	520
Sports fan	25% (381)	37% (559)	6% (86)	2% (31)	25% (383)	5% (81)	1519
Avid sports fan	27% (131)	37% (175)	4% (19)	2% (11)	22% (106)	7% (34)	478
Casual sports fan	24% (249)	37% (383)	6% (66)	2% (19)	27% (276)	4% (47)	1041
Football fan	26% (375)	37% (531)	5% (79)	2% (27)	24% (353)	5% (79)	1444
Avid football fan	28% (172)	34% (209)	7% (42)	2% (12)	23% (142)	6% (40)	616
Casual football fan	25% (204)	39% (322)	5% (37)	2% (15)	25% (211)	5% (39)	828
NFL fan	26% (369)	37% (512)	6% (80)	2% (27)	24% (337)	5% (70)	1396
Avid NFL fan	25% (149)	36% (216)	6% (36)	2% (10)	25% (150)	6% (34)	595
Casual NFL fan	27% (220)	37% (297)	5% (44)	2% (17)	23% (187)	4% (36)	801
Watched SB last year	26% (299)	36% (416)	6% (75)	2% (22)	25% (285)	5% (60)	1157
Didn't watch SB last year	24% (245)	38% (400)	4% (37)	3% (26)	25% (256)	8% (79)	1043
OK brands get political	29% (224)	37% (293)	6% (47)	2% (20)	19% (153)	6% (48)	785
Not OK brands get political	25% (278)	38% (428)	5% (57)	2% (25)	24% (273)	5% (59)	1119
OK social justice	28% (363)	37% (482)	5% (70)	2% (30)	21% (276)	6% (72)	1292
Not OK social justice	22% (133)	39% (239)	6% (35)	2% (14)	25% (152)	6% (39)	612
Likely SB viewer	28% (371)	36% (487)	5% (72)	2% (27)	23% (315)	5% (71)	1344
Unlikely SB viewer	21% (154)	40% (294)	5% (36)	3% (19)	25% (187)	6% (44)	733
More likely to watch SB this year	34% (194)	36% (209)	7% (39)	2% (12)	16% (95)	5% (28)	577
Less likely to watch SB this year	21% (100)	39% (183)	5% (25)	3% (14)	24% (114)	8% (36)	472
Likely host/attend SB party	33% (134)	31% (125)	9% (37)	2% (6)	18% (74)	7% (29)	406
Unlikely host/attend SB party	23% (386)	39% (649)	4% (70)	2% (40)	26% (431)	5% (79)	1656
Watch SB for game	26% (220)	37% (315)	5% (40)	2% (15)	26% (227)	5% (42)	859
Watch SB for halftime	37% (84)	32% (73)	8% (19)	2% (4)	17% (40)	3% (8)	227

Continued on next page



**Table MCSP26\_8:** Do you have a favorable or unfavorable view of the following brands?

Olay

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	25% (544)	37% (817)	5% (111)	2% (48)	25% (541)	6% (139)	2200
Watch SB for ads	29% (55)	40% (76)	6% (12)	3% (5)	18% (34)	5% (10)	193
SB more political	28% (225)	37% (306)	6% (50)	3% (24)	20% (167)	6% (46)	818
SB less political	27% (88)	40% (130)	8% (26)	1% (5)	21% (69)	3% (10)	328
Typically host/attend SB party	31% (174)	35% (195)	7% (38)	2% (14)	18% (100)	6% (35)	556
Typically do not host/attend SB party	23% (370)	38% (622)	4% (73)	2% (35)	27% (440)	6% (104)	1644
Usually pays a lot/some attn to ads	27% (400)	39% (589)	5% (77)	2% (32)	22% (333)	4% (62)	1492
Usually pays not much/no attn to ads	20% (144)	32% (227)	5% (35)	2% (16)	29% (208)	11% (77)	708
Plan to pay a lot/some attn to ads	28% (382)	39% (531)	5% (74)	2% (24)	21% (291)	4% (58)	1359
Plan to pay not much/no attn to ads	19% (162)	34% (286)	4% (38)	3% (24)	30% (250)	10% (81)	841
Pro football fav sport	29% (170)	35% (211)	5% (32)	2% (11)	23% (135)	6% (37)	596
Fav NFL	30% (381)	37% (460)	5% (64)	1% (18)	21% (269)	5% (62)	1254
Unfav NFL	15% (74)	41% (195)	8% (39)	5% (22)	27% (131)	4% (21)	481
Fav Goodell	33% (163)	40% (200)	5% (23)	1% (6)	17% (82)	4% (22)	496
Unfav Goodell	18% (87)	38% (185)	9% (44)	2% (12)	29% (138)	3% (17)	483
Fav Chiefs	28% (275)	39% (391)	5% (50)	2% (18)	23% (229)	4% (37)	1001
Fav Buccaneers	30% (243)	40% (330)	5% (42)	2% (15)	19% (160)	4% (34)	822
Chiefs fan	26% (213)	36% (302)	7% (61)	2% (14)	25% (203)	4% (35)	828
Buccaneers fan	26% (153)	41% (241)	6% (35)	2% (10)	21% (127)	4% (26)	593
Frequent sports betters	34% (35)	26% (26)	10% (10)	1% (1)	23% (23)	7% (7)	103
Regular sports betters	32% (72)	31% (69)	7% (16)	4% (8)	19% (42)	7% (16)	223
Frequent NFL betters	34% (40)	26% (30)	9% (11)	1% (1)	23% (27)	7% (8)	117
Regular NFL betters	30% (73)	28% (68)	12% (28)	2% (4)	22% (52)	6% (14)	239
Definite SB betters	39% (52)	28% (36)	4% (5)	1% (2)	21% (28)	7% (9)	132
Probable SB betters	30% (104)	34% (117)	10% (35)	2% (6)	17% (58)	6% (21)	341
Believe betting is legal in their state	25% (164)	36% (235)	7% (46)	3% (17)	25% (162)	6% (37)	661
Believe betting is illegal in their state	24% (94)	37% (142)	7% (26)	2% (10)	23% (90)	7% (25)	387
Non-sports fans	24% (164)	38% (258)	4% (26)	3% (18)	23% (158)	9% (58)	681
Gen Z sports fans	24% (47)	26% (51)	9% (16)	3% (7)	25% (49)	12% (24)	194
Millennial sports fans	28% (118)	34% (145)	10% (41)	3% (11)	18% (75)	7% (31)	422

Continued on next page

**Table MCSP26\_8:** Do you have a favorable or unfavorable view of the following brands?  
Olay

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	25% (544)	37% (817)	5% (111)	2% (48)	25% (541)	6% (139)	2200
Gen X sports fans	26% (100)	39% (149)	2% (9)	1% (5)	28% (106)	3% (12)	381
Boomer sports fans	22% (102)	41% (193)	4% (17)	2% (8)	29% (134)	3% (12)	466
Sports fans 18-34	28% (122)	28% (121)	10% (43)	3% (14)	22% (96)	10% (42)	439
Sports fans 35-44	24% (61)	43% (108)	7% (19)	1% (4)	18% (45)	7% (17)	253
Sports fans 45-64	26% (138)	39% (206)	3% (14)	1% (7)	29% (153)	2% (11)	530
Sports fans 65+	20% (59)	41% (123)	3% (9)	2% (6)	30% (89)	3% (10)	297
Occasional sports betters	25% (48)	36% (71)	10% (19)	1% (3)	24% (46)	5% (9)	196
Non-sports betters	24% (424)	38% (677)	4% (77)	2% (37)	25% (452)	6% (114)	1781
In legal betting states	26% (211)	34% (281)	4% (36)	2% (16)	26% (211)	7% (60)	814
Outside legal betting states	24% (333)	39% (536)	5% (76)	2% (32)	24% (330)	6% (79)	1386
Sports fan In legal betting states 21+	27% (142)	32% (168)	5% (24)	1% (8)	30% (160)	5% (28)	530
Sports fan Outside legal betting states 21+	24% (215)	41% (369)	6% (50)	2% (19)	23% (201)	4% (40)	893
Likely SB viewer In legal betting states 21+	29% (133)	31% (143)	5% (25)	1% (5)	28% (132)	5% (25)	464
Likely SB viewer Outside legal betting states 21+	27% (214)	40% (322)	4% (34)	2% (19)	22% (172)	4% (35)	796

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

**Table MCSP26\_9:** Do you have a favorable or unfavorable view of the following brands?

Pringles

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	39% (866)	41% (892)	6% (122)	3% (68)	9% (201)	2% (51)	2200
Gender: Male	36% (382)	44% (468)	6% (69)	1% (15)	9% (98)	3% (29)	1062
Gender: Female	43% (484)	37% (424)	5% (53)	5% (52)	9% (103)	2% (22)	1138
Age: 18-34	47% (306)	34% (221)	5% (33)	4% (26)	7% (46)	4% (24)	655
Age: 35-44	42% (151)	39% (138)	6% (20)	3% (11)	8% (27)	3% (9)	358
Age: 45-64	38% (285)	43% (320)	5% (39)	2% (17)	11% (79)	1% (11)	751
Age: 65+	28% (124)	49% (212)	7% (29)	3% (14)	11% (50)	2% (7)	436
GenZers: 1997-2012	48% (145)	35% (104)	4% (12)	5% (16)	5% (16)	2% (7)	299
Millennials: 1981-1996	45% (266)	33% (198)	6% (38)	3% (16)	9% (51)	4% (25)	595
GenXers: 1965-1980	41% (223)	44% (237)	4% (23)	2% (10)	8% (43)	1% (7)	542
Baby Boomers: 1946-1964	29% (201)	46% (316)	6% (43)	3% (24)	13% (88)	2% (13)	685
PID: Dem (no lean)	44% (391)	38% (345)	5% (44)	4% (34)	7% (66)	2% (18)	897
PID: Ind (no lean)	34% (231)	43% (289)	7% (48)	2% (16)	10% (68)	3% (24)	676
PID: Rep (no lean)	39% (244)	41% (258)	5% (29)	3% (18)	11% (67)	2% (10)	627
PID/Gender: Dem Men	41% (166)	42% (170)	5% (22)	2% (9)	7% (30)	3% (10)	407
PID/Gender: Dem Women	46% (225)	35% (174)	5% (22)	5% (25)	7% (36)	2% (8)	490
PID/Gender: Ind Men	29% (95)	48% (156)	8% (28)	1% (5)	10% (32)	3% (11)	327
PID/Gender: Ind Women	39% (136)	38% (133)	6% (21)	3% (11)	10% (36)	4% (12)	349
PID/Gender: Rep Men	37% (121)	43% (141)	6% (19)	1% (2)	11% (36)	2% (8)	327
PID/Gender: Rep Women	41% (123)	39% (117)	3% (10)	5% (16)	11% (32)	1% (2)	299
Ideo: Liberal (1-3)	35% (223)	43% (277)	7% (47)	4% (25)	9% (56)	3% (17)	645
Ideo: Moderate (4)	40% (249)	40% (249)	6% (35)	3% (17)	9% (56)	2% (15)	621
Ideo: Conservative (5-7)	40% (270)	42% (281)	4% (30)	3% (19)	10% (68)	1% (6)	675
Educ: < College	44% (661)	38% (573)	5% (71)	3% (45)	8% (127)	2% (34)	1512
Educ: Bachelors degree	31% (136)	47% (211)	7% (33)	3% (12)	10% (43)	2% (9)	444
Educ: Post-grad	28% (69)	44% (108)	7% (18)	4% (10)	13% (32)	3% (8)	244
Income: Under 50k	45% (534)	37% (442)	4% (53)	3% (40)	8% (101)	2% (29)	1198
Income: 50k-100k	33% (227)	45% (305)	7% (46)	3% (17)	10% (71)	2% (14)	680
Income: 100k+	33% (105)	45% (145)	7% (23)	3% (11)	9% (30)	3% (8)	322
Ethnicity: White	37% (635)	43% (739)	5% (92)	3% (51)	10% (173)	2% (32)	1722

Continued on next page

**Table MCSP26\_9:** Do you have a favorable or unfavorable view of the following brands?  
Pringles

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	39% (866)	41% (892)	6% (122)	3% (68)	9% (201)	2% (51)	2200
Ethnicity: Hispanic	52% (180)	34% (118)	3% (12)	5% (18)	4% (15)	2% (7)	349
Ethnicity: Black	53% (146)	30% (82)	4% (11)	4% (12)	4% (12)	4% (12)	274
Ethnicity: Other	42% (85)	35% (71)	9% (18)	2% (5)	8% (17)	4% (8)	204
All Christian	37% (359)	44% (432)	5% (50)	2% (20)	10% (100)	1% (13)	975
All Non-Christian	34% (44)	37% (48)	10% (13)	6% (8)	8% (10)	4% (5)	128
Atheist	30% (33)	40% (44)	10% (11)	11% (12)	7% (7)	2% (2)	110
Agnostic/Nothing in particular	40% (239)	38% (225)	6% (33)	3% (17)	10% (62)	3% (21)	598
Something Else	49% (191)	37% (143)	4% (14)	3% (11)	5% (21)	3% (10)	390
Religious Non-Protestant/Catholic	33% (50)	40% (61)	10% (15)	6% (9)	8% (12)	3% (5)	152
Evangelical	44% (251)	39% (224)	4% (21)	3% (15)	9% (50)	2% (9)	570
Non-Evangelical	38% (287)	44% (337)	5% (39)	2% (15)	9% (69)	2% (14)	761
Community: Urban	43% (258)	37% (224)	5% (33)	3% (18)	9% (51)	3% (16)	600
Community: Suburban	35% (366)	43% (445)	5% (54)	4% (39)	10% (106)	3% (26)	1037
Community: Rural	43% (242)	39% (222)	6% (35)	2% (11)	8% (44)	2% (10)	564
Employ: Private Sector	37% (237)	43% (274)	6% (40)	3% (21)	8% (53)	2% (15)	641
Employ: Government	30% (39)	52% (67)	7% (9)	1% (1)	8% (10)	3% (3)	128
Employ: Self-Employed	40% (62)	35% (54)	8% (12)	5% (8)	8% (12)	3% (4)	153
Employ: Homemaker	45% (74)	36% (59)	5% (8)	3% (5)	10% (16)	2% (3)	165
Employ: Student	51% (63)	33% (41)	3% (4)	6% (7)	6% (8)	1% (2)	124
Employ: Retired	32% (161)	46% (233)	5% (26)	3% (16)	12% (60)	2% (9)	506
Employ: Unemployed	49% (162)	33% (108)	6% (21)	1% (3)	9% (29)	3% (9)	332
Employ: Other	45% (68)	37% (55)	1% (1)	4% (6)	9% (13)	4% (7)	151
Military HH: Yes	38% (131)	42% (144)	4% (14)	4% (12)	9% (32)	2% (8)	341
Military HH: No	40% (735)	40% (748)	6% (107)	3% (56)	9% (170)	2% (44)	1859
RD/WT: Right Direction	40% (357)	40% (362)	5% (45)	3% (28)	9% (80)	3% (24)	897
RD/WT: Wrong Track	39% (509)	41% (529)	6% (77)	3% (39)	9% (121)	2% (27)	1303
Biden Job Approve	41% (530)	40% (507)	6% (82)	4% (47)	7% (95)	2% (22)	1282
Biden Job Disapprove	38% (263)	41% (289)	5% (34)	3% (21)	11% (75)	2% (15)	698

Continued on next page

**Table MCSP26\_9:** Do you have a favorable or unfavorable view of the following brands?  
Pringles

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	39% (866)	41% (892)	6% (122)	3% (68)	9% (201)	2% (51)	2200
Biden Job Strongly Approve	45% (359)	36% (291)	6% (48)	5% (38)	6% (52)	2% (16)	804
Biden Job Somewhat Approve	36% (171)	45% (216)	7% (34)	2% (9)	9% (43)	1% (6)	478
Biden Job Somewhat Disapprove	33% (63)	50% (96)	5% (10)	1% (2)	7% (14)	3% (5)	191
Biden Job Strongly Disapprove	39% (200)	38% (193)	5% (24)	4% (19)	12% (61)	2% (10)	507
Favorable of Biden	43% (555)	39% (514)	6% (75)	3% (44)	7% (94)	2% (22)	1305
Unfavorable of Biden	35% (269)	43% (330)	6% (42)	3% (23)	11% (85)	2% (12)	759
Very Favorable of Biden	49% (379)	33% (260)	5% (41)	4% (30)	7% (53)	2% (18)	780
Somewhat Favorable of Biden	34% (177)	48% (254)	7% (34)	3% (14)	8% (41)	1% (5)	525
Somewhat Unfavorable of Biden	30% (58)	51% (98)	9% (17)	1% (3)	7% (13)	1% (2)	192
Very Unfavorable of Biden	37% (210)	41% (232)	4% (25)	3% (20)	13% (71)	2% (9)	567
#1 Issue: Economy	41% (358)	39% (336)	6% (50)	2% (20)	10% (84)	2% (20)	868
#1 Issue: Security	40% (108)	41% (108)	5% (13)	3% (7)	8% (22)	3% (8)	267
#1 Issue: Health Care	38% (155)	40% (161)	7% (27)	3% (12)	8% (34)	4% (14)	404
#1 Issue: Medicare / Social Security	35% (83)	46% (108)	4% (10)	4% (9)	10% (24)	— (1)	236
#1 Issue: Women's Issues	41% (39)	45% (43)	2% (2)	5% (5)	4% (3)	3% (3)	96
#1 Issue: Education	46% (44)	33% (32)	7% (7)	2% (2)	10% (10)	2% (2)	96
#1 Issue: Energy	41% (33)	38% (30)	3% (2)	8% (6)	11% (9)	— (0)	81
#1 Issue: Other	30% (46)	48% (74)	6% (10)	3% (5)	10% (15)	2% (3)	152
2020 Vote: Joe Biden	41% (432)	40% (423)	6% (61)	3% (28)	8% (80)	2% (25)	1049
2020 Vote: Donald Trump	37% (252)	43% (293)	5% (36)	3% (17)	11% (75)	2% (12)	686
2020 Vote: Other	9% (6)	50% (31)	12% (8)	5% (3)	23% (14)	1% (1)	62
2020 Vote: Didn't Vote	44% (177)	36% (144)	4% (17)	5% (19)	8% (31)	3% (13)	401
2018 House Vote: Democrat	39% (290)	40% (299)	6% (41)	4% (27)	9% (65)	2% (18)	741
2018 House Vote: Republican	36% (200)	43% (236)	6% (33)	2% (11)	12% (65)	2% (9)	554
2018 House Vote: Someone else	10% (5)	62% (33)	14% (7)	1% (1)	12% (6)	1% (1)	52
2016 Vote: Hillary Clinton	39% (276)	41% (288)	5% (39)	4% (26)	8% (58)	3% (19)	707
2016 Vote: Donald Trump	36% (227)	45% (280)	5% (34)	2% (12)	11% (67)	1% (9)	628
2016 Vote: Other	29% (33)	45% (51)	8% (8)	2% (2)	14% (16)	2% (3)	113
2016 Vote: Didn't Vote	44% (330)	36% (272)	5% (39)	4% (28)	8% (59)	3% (21)	749

Continued on next page

**Table MCSP26\_9:** Do you have a favorable or unfavorable view of the following brands?  
*Pringles*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	39% (866)	41% (892)	6% (122)	3% (68)	9% (201)	2% (51)	2200
Voted in 2014: Yes	36% (433)	43% (517)	6% (76)	3% (33)	9% (112)	2% (23)	1194
Voted in 2014: No	43% (433)	37% (375)	5% (46)	3% (34)	9% (90)	3% (28)	1006
4-Region: Northeast	36% (143)	38% (149)	5% (21)	5% (18)	13% (51)	3% (11)	394
4-Region: Midwest	41% (190)	38% (174)	5% (22)	4% (17)	12% (54)	1% (5)	462
4-Region: South	42% (348)	41% (340)	5% (38)	3% (23)	7% (54)	3% (21)	824
4-Region: West	36% (186)	44% (228)	8% (40)	2% (11)	8% (42)	3% (14)	520
Sports fan	42% (631)	40% (612)	6% (85)	3% (38)	8% (123)	2% (30)	1519
Avid sports fan	46% (222)	38% (179)	5% (24)	2% (9)	6% (26)	4% (17)	478
Casual sports fan	39% (409)	42% (433)	6% (61)	3% (29)	9% (97)	1% (13)	1041
Football fan	41% (592)	41% (587)	5% (79)	2% (34)	8% (121)	2% (30)	1444
Avid football fan	45% (277)	39% (239)	4% (27)	3% (16)	7% (41)	3% (16)	616
Casual football fan	38% (315)	42% (348)	6% (53)	2% (18)	10% (80)	2% (14)	828
NFL fan	42% (579)	40% (563)	5% (76)	2% (33)	8% (116)	2% (28)	1396
Avid NFL fan	43% (255)	40% (240)	4% (26)	3% (18)	7% (39)	3% (17)	595
Casual NFL fan	40% (324)	40% (324)	6% (50)	2% (15)	10% (77)	1% (11)	801
Watched SB last year	40% (466)	42% (486)	6% (66)	2% (27)	8% (91)	2% (22)	1157
Didn't watch SB last year	38% (400)	39% (406)	5% (56)	4% (40)	11% (110)	3% (29)	1043
OK brands get political	43% (336)	39% (309)	5% (41)	4% (35)	6% (50)	2% (14)	785
Not OK brands get political	37% (412)	44% (490)	6% (71)	2% (26)	10% (107)	1% (13)	1119
OK social justice	42% (542)	40% (515)	6% (78)	4% (50)	7% (90)	1% (16)	1292
Not OK social justice	36% (217)	45% (273)	6% (35)	2% (13)	10% (64)	2% (10)	612
Likely SB viewer	42% (571)	41% (550)	5% (64)	3% (36)	7% (98)	2% (25)	1344
Unlikely SB viewer	35% (256)	41% (302)	7% (50)	4% (26)	12% (86)	2% (13)	733
More likely to watch SB this year	48% (279)	36% (209)	6% (32)	3% (20)	4% (25)	2% (13)	577
Less likely to watch SB this year	39% (184)	41% (194)	5% (24)	4% (18)	10% (47)	1% (4)	472
Likely host/attend SB party	45% (185)	35% (143)	7% (27)	4% (14)	6% (25)	3% (12)	406
Unlikely host/attend SB party	37% (613)	43% (718)	6% (94)	3% (49)	10% (159)	1% (23)	1656
Watch SB for game	42% (357)	42% (360)	5% (41)	2% (19)	8% (67)	2% (15)	859
Watch SB for halftime	48% (109)	36% (82)	5% (10)	5% (12)	6% (14)	— (0)	227

Continued on next page

**Table MCSP26\_9:** Do you have a favorable or unfavorable view of the following brands?  
Pringles

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	39% (866)	41% (892)	6% (122)	3% (68)	9% (201)	2% (51)	2200
Watch SB for ads	40% (78)	44% (84)	6% (12)	1% (2)	7% (13)	2% (4)	193
SB more political	42% (341)	42% (345)	6% (48)	3% (21)	7% (53)	1% (9)	818
SB less political	42% (137)	39% (129)	8% (25)	2% (7)	7% (24)	2% (6)	328
Typically host/attend SB party	46% (258)	36% (202)	5% (30)	3% (19)	6% (34)	2% (14)	556
Typically do not host/attend SB party	37% (608)	42% (690)	6% (92)	3% (48)	10% (168)	2% (38)	1644
Usually pays a lot/some attn to ads	43% (639)	42% (619)	5% (76)	2% (37)	7% (102)	1% (20)	1492
Usually pays not much/no attn to ads	32% (228)	38% (272)	6% (46)	4% (31)	14% (100)	4% (31)	708
Plan to pay a lot/some attn to ads	44% (597)	40% (546)	5% (71)	2% (32)	7% (95)	1% (19)	1359
Plan to pay not much/no attn to ads	32% (269)	41% (346)	6% (51)	4% (36)	13% (106)	4% (32)	841
Pro football fav sport	44% (262)	41% (243)	3% (18)	2% (13)	7% (43)	3% (16)	596
Fav NFL	45% (567)	40% (505)	5% (61)	2% (26)	6% (78)	1% (17)	1254
Unfav NFL	33% (157)	42% (205)	9% (41)	6% (27)	9% (45)	1% (7)	481
Fav Goodell	48% (236)	40% (201)	4% (20)	2% (9)	4% (21)	2% (10)	496
Unfav Goodell	34% (165)	42% (204)	10% (49)	3% (17)	8% (38)	2% (10)	483
Fav Chiefs	43% (427)	43% (429)	5% (54)	2% (21)	6% (60)	1% (10)	1001
Fav Buccaneers	44% (360)	42% (345)	5% (44)	2% (15)	6% (45)	2% (12)	822
Chiefs fan	41% (337)	39% (324)	8% (64)	3% (28)	8% (64)	1% (12)	828
Buccaneers fan	42% (249)	45% (265)	4% (25)	2% (14)	5% (28)	2% (11)	593
Frequent sports betters	47% (48)	40% (41)	4% (5)	2% (2)	3% (3)	4% (4)	103
Regular sports betters	54% (120)	33% (73)	5% (11)	3% (6)	3% (8)	3% (6)	223
Frequent NFL betters	48% (56)	35% (41)	8% (9)	2% (2)	3% (3)	4% (5)	117
Regular NFL betters	47% (113)	34% (82)	8% (19)	3% (7)	4% (10)	3% (8)	239
Definite SB betters	49% (65)	36% (48)	5% (6)	2% (3)	3% (5)	4% (6)	132
Probable SB betters	47% (160)	39% (133)	6% (20)	3% (12)	3% (11)	2% (7)	341
Believe betting is legal in their state	39% (261)	41% (272)	6% (37)	4% (24)	9% (58)	2% (11)	661
Believe betting is illegal in their state	41% (158)	40% (155)	6% (23)	2% (8)	8% (31)	3% (13)	387
Non-sports fans	35% (236)	41% (280)	5% (37)	4% (29)	12% (78)	3% (21)	681
Gen Z sports fans	50% (97)	33% (64)	5% (10)	5% (10)	4% (8)	3% (5)	194
Millennial sports fans	48% (201)	32% (136)	7% (29)	2% (10)	8% (33)	3% (13)	422

Continued on next page

**Table MCSP26\_9:** Do you have a favorable or unfavorable view of the following brands?  
Pringles

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	39% (866)	41% (892)	6% (122)	3% (68)	9% (201)	2% (51)	2200
Gen X sports fans	43% (163)	42% (162)	5% (18)	2% (8)	7% (26)	1% (4)	381
Boomer sports fans	32% (149)	48% (224)	5% (24)	2% (8)	11% (53)	2% (8)	466
Sports fans 18-34	49% (213)	33% (145)	6% (28)	3% (15)	6% (25)	3% (13)	439
Sports fans 35-44	48% (120)	35% (88)	5% (13)	3% (7)	7% (17)	3% (7)	253
Sports fans 45-64	40% (212)	44% (231)	5% (25)	1% (7)	9% (47)	1% (7)	530
Sports fans 65+	28% (85)	50% (148)	6% (19)	3% (8)	11% (34)	1% (3)	297
Occasional sports betters	37% (72)	42% (82)	8% (16)	5% (9)	7% (13)	2% (4)	196
Non-sports betters	38% (674)	41% (737)	5% (94)	3% (52)	10% (181)	2% (42)	1781
In legal betting states	40% (329)	38% (308)	5% (37)	3% (28)	11% (87)	3% (24)	814
Outside legal betting states	39% (537)	42% (584)	6% (84)	3% (40)	8% (114)	2% (27)	1386
Sports fan In legal betting states 21+	43% (228)	38% (200)	5% (29)	1% (8)	10% (53)	2% (12)	530
Sports fan Outside legal betting states 21+	39% (352)	42% (379)	6% (50)	3% (30)	7% (66)	2% (16)	893
Likely SB viewer In legal betting states 21+	42% (197)	40% (187)	5% (23)	1% (6)	8% (39)	3% (12)	464
Likely SB viewer Outside legal betting states 21+	42% (334)	41% (330)	4% (35)	4% (30)	7% (55)	2% (12)	796

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



**Table MCSP26\_10:** Do you have a favorable or unfavorable view of the following brands?

Scotts Miracle-Gro

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	15% (326)	29% (648)	5% (114)	4% (84)	28% (613)	19% (416)	2200
Gender: Male	17% (182)	31% (334)	6% (67)	4% (43)	26% (276)	15% (160)	1062
Gender: Female	13% (145)	28% (314)	4% (47)	4% (40)	30% (336)	23% (256)	1138
Age: 18-34	10% (63)	12% (81)	7% (43)	5% (36)	26% (172)	40% (261)	655
Age: 35-44	14% (49)	31% (110)	6% (22)	4% (14)	31% (110)	14% (52)	358
Age: 45-64	17% (126)	35% (264)	4% (34)	3% (24)	30% (226)	10% (77)	751
Age: 65+	20% (88)	44% (192)	3% (15)	2% (10)	24% (105)	6% (27)	436
GenZers: 1997-2012	4% (13)	7% (22)	8% (23)	4% (12)	26% (79)	50% (151)	299
Millennials: 1981-1996	14% (83)	24% (142)	6% (38)	5% (32)	27% (158)	24% (143)	595
GenXers: 1965-1980	15% (81)	30% (162)	5% (27)	4% (22)	32% (176)	14% (74)	542
Baby Boomers: 1946-1964	19% (130)	42% (289)	3% (24)	2% (13)	27% (185)	6% (44)	685
PID: Dem (no lean)	16% (140)	26% (237)	7% (59)	4% (36)	27% (245)	20% (180)	897
PID: Ind (no lean)	10% (68)	26% (179)	5% (34)	3% (19)	33% (222)	23% (153)	676
PID: Rep (no lean)	19% (118)	37% (231)	3% (20)	5% (28)	23% (146)	13% (83)	627
PID/Gender: Dem Men	18% (75)	26% (106)	9% (38)	4% (17)	25% (102)	17% (69)	407
PID/Gender: Dem Women	13% (65)	27% (132)	4% (21)	4% (19)	29% (143)	23% (111)	490
PID/Gender: Ind Men	12% (38)	29% (96)	5% (17)	3% (10)	34% (111)	17% (56)	327
PID/Gender: Ind Women	9% (30)	24% (83)	5% (17)	3% (9)	32% (111)	28% (97)	349
PID/Gender: Rep Men	21% (69)	41% (133)	3% (11)	5% (16)	19% (63)	11% (35)	327
PID/Gender: Rep Women	16% (49)	33% (98)	3% (9)	4% (12)	28% (83)	16% (48)	299
Ideo: Liberal (1-3)	15% (95)	28% (178)	8% (50)	5% (34)	28% (181)	17% (109)	645
Ideo: Moderate (4)	13% (83)	31% (193)	5% (34)	3% (21)	29% (183)	17% (107)	621
Ideo: Conservative (5-7)	19% (128)	36% (245)	4% (25)	3% (22)	24% (161)	14% (94)	675
Educ: < College	13% (204)	28% (417)	5% (74)	4% (54)	29% (434)	22% (329)	1512
Educ: Bachelors degree	16% (71)	33% (147)	6% (28)	5% (20)	27% (120)	13% (58)	444
Educ: Post-grad	21% (52)	34% (84)	5% (12)	4% (9)	24% (58)	12% (29)	244
Income: Under 50k	13% (154)	24% (290)	5% (64)	4% (47)	31% (370)	23% (272)	1198
Income: 50k-100k	16% (106)	36% (247)	5% (32)	3% (23)	25% (168)	15% (104)	680
Income: 100k+	21% (66)	34% (111)	5% (17)	4% (13)	23% (74)	13% (41)	322
Ethnicity: White	16% (275)	34% (580)	5% (85)	3% (55)	29% (493)	14% (234)	1722

Continued on next page

**Table MCSP26\_10:** Do you have a favorable or unfavorable view of the following brands?  
Scotts Miracle-Gro

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	15% (326)	29% (648)	5% (114)	4% (84)	28% (613)	19% (416)	2200
Ethnicity: Hispanic	13% (46)	19% (66)	8% (26)	6% (20)	27% (94)	28% (97)	349
Ethnicity: Black	15% (40)	10% (27)	5% (15)	4% (12)	25% (68)	41% (112)	274
Ethnicity: Other	5% (11)	20% (40)	7% (14)	8% (17)	25% (52)	35% (71)	204
All Christian	19% (188)	35% (337)	4% (35)	3% (31)	27% (263)	12% (120)	975
All Non-Christian	18% (23)	30% (39)	5% (6)	4% (6)	20% (25)	23% (29)	128
Atheist	7% (8)	23% (25)	16% (18)	6% (6)	26% (29)	22% (24)	110
Agnostic/Nothing in particular	11% (64)	26% (155)	6% (33)	3% (19)	31% (183)	24% (144)	598
Something Else	11% (43)	23% (92)	6% (22)	5% (21)	29% (113)	25% (99)	390
Religious Non-Protestant/Catholic	16% (24)	32% (49)	4% (6)	4% (6)	22% (33)	22% (34)	152
Evangelical	19% (110)	28% (158)	5% (29)	5% (28)	26% (150)	17% (95)	570
Non-Evangelical	16% (118)	34% (259)	4% (27)	3% (24)	28% (214)	16% (118)	761
Community: Urban	16% (97)	20% (118)	8% (47)	4% (24)	27% (160)	26% (153)	600
Community: Suburban	13% (138)	34% (349)	5% (54)	3% (32)	29% (303)	15% (161)	1037
Community: Rural	16% (91)	32% (181)	2% (12)	5% (27)	27% (149)	18% (103)	564
Employ: Private Sector	17% (111)	35% (222)	6% (38)	5% (32)	23% (147)	14% (89)	641
Employ: Government	15% (19)	27% (35)	7% (8)	3% (4)	23% (30)	26% (33)	128
Employ: Self-Employed	11% (17)	24% (37)	8% (12)	5% (8)	32% (49)	20% (30)	153
Employ: Homemaker	17% (28)	25% (41)	6% (10)	4% (6)	31% (52)	17% (29)	165
Employ: Student	2% (2)	7% (8)	2% (2)	4% (5)	26% (32)	60% (75)	124
Employ: Retired	18% (93)	42% (214)	3% (15)	2% (11)	27% (137)	7% (36)	506
Employ: Unemployed	11% (36)	19% (63)	7% (23)	4% (13)	34% (114)	25% (81)	332
Employ: Other	13% (20)	17% (26)	4% (5)	3% (4)	34% (51)	29% (44)	151
Military HH: Yes	20% (69)	35% (118)	2% (8)	3% (12)	25% (86)	14% (48)	341
Military HH: No	14% (258)	28% (529)	6% (105)	4% (72)	28% (526)	20% (368)	1859
RD/WT: Right Direction	17% (155)	25% (222)	7% (58)	4% (38)	27% (244)	20% (179)	897
RD/WT: Wrong Track	13% (171)	33% (426)	4% (55)	4% (46)	28% (368)	18% (237)	1303
Biden Job Approve	15% (193)	27% (343)	6% (72)	5% (58)	29% (369)	19% (248)	1282
Biden Job Disapprove	17% (117)	37% (259)	5% (34)	3% (23)	24% (165)	14% (100)	698

Continued on next page

**Table MCSP26\_10:** Do you have a favorable or unfavorable view of the following brands?

Scotts Miracle-Gro

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	15% (326)	29% (648)	5% (114)	4% (84)	28% (613)	19% (416)	2200
Biden Job Strongly Approve	18% (147)	26% (206)	5% (40)	5% (43)	28% (223)	18% (146)	804
Biden Job Somewhat Approve	10% (46)	29% (136)	7% (32)	3% (16)	31% (146)	21% (102)	478
Biden Job Somewhat Disapprove	15% (29)	40% (76)	7% (13)	1% (2)	23% (43)	15% (28)	191
Biden Job Strongly Disapprove	17% (88)	36% (183)	4% (21)	4% (21)	24% (122)	14% (72)	507
Favorable of Biden	15% (200)	26% (344)	6% (79)	4% (54)	29% (372)	20% (257)	1305
Unfavorable of Biden	16% (119)	38% (286)	4% (33)	4% (28)	25% (191)	14% (103)	759
Very Favorable of Biden	19% (145)	26% (200)	5% (40)	5% (38)	27% (207)	19% (151)	780
Somewhat Favorable of Biden	11% (55)	27% (144)	7% (39)	3% (16)	32% (166)	20% (106)	525
Somewhat Unfavorable of Biden	14% (27)	39% (74)	6% (12)	2% (4)	26% (51)	13% (24)	192
Very Unfavorable of Biden	16% (92)	37% (212)	4% (21)	4% (23)	25% (141)	14% (79)	567
#1 Issue: Economy	15% (129)	31% (269)	5% (45)	4% (31)	26% (226)	19% (169)	868
#1 Issue: Security	13% (36)	32% (86)	3% (9)	4% (10)	28% (76)	19% (51)	267
#1 Issue: Health Care	19% (78)	27% (109)	5% (22)	3% (13)	30% (120)	15% (62)	404
#1 Issue: Medicare / Social Security	15% (36)	37% (88)	3% (7)	5% (11)	30% (70)	10% (24)	236
#1 Issue: Women's Issues	13% (12)	15% (15)	5% (4)	2% (2)	25% (24)	41% (39)	96
#1 Issue: Education	6% (5)	17% (16)	8% (7)	6% (6)	27% (26)	37% (36)	96
#1 Issue: Energy	12% (10)	23% (18)	12% (10)	4% (3)	24% (19)	26% (21)	81
#1 Issue: Other	13% (20)	31% (47)	7% (10)	5% (8)	34% (52)	10% (15)	152
2020 Vote: Joe Biden	16% (165)	27% (288)	6% (66)	4% (43)	29% (300)	18% (187)	1049
2020 Vote: Donald Trump	18% (121)	39% (264)	4% (25)	4% (25)	24% (167)	12% (85)	686
2020 Vote: Other	6% (4)	25% (15)	— (0)	8% (5)	46% (28)	15% (9)	62
2020 Vote: Didn't Vote	9% (37)	20% (80)	6% (23)	3% (11)	29% (115)	34% (135)	401
2018 House Vote: Democrat	15% (114)	32% (236)	7% (50)	4% (32)	29% (213)	13% (96)	741
2018 House Vote: Republican	20% (112)	40% (220)	4% (21)	3% (17)	22% (125)	11% (58)	554
2018 House Vote: Someone else	9% (5)	33% (17)	3% (2)	1% (1)	45% (24)	8% (4)	52
2016 Vote: Hillary Clinton	16% (110)	31% (220)	6% (42)	4% (28)	30% (212)	13% (95)	707
2016 Vote: Donald Trump	19% (122)	41% (257)	4% (24)	3% (21)	23% (145)	10% (60)	628
2016 Vote: Other	13% (15)	37% (42)	2% (3)	2% (3)	35% (40)	10% (12)	113
2016 Vote: Didn't Vote	11% (79)	17% (129)	6% (45)	4% (32)	29% (216)	33% (248)	749

Continued on next page

**Table MCSP26\_10:** Do you have a favorable or unfavorable view of the following brands?

Scotts Miracle-Gro

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	15% (326)	29% (648)	5% (114)	4% (84)	28% (613)	19% (416)	2200
Voted in 2014: Yes	18% (213)	37% (448)	5% (57)	4% (45)	26% (312)	10% (120)	1194
Voted in 2014: No	11% (114)	20% (200)	6% (56)	4% (39)	30% (300)	29% (296)	1006
4-Region: Northeast	14% (57)	29% (113)	5% (19)	3% (11)	28% (110)	21% (83)	394
4-Region: Midwest	17% (79)	30% (138)	4% (16)	4% (19)	31% (143)	15% (67)	462
4-Region: South	15% (126)	32% (261)	6% (46)	3% (28)	24% (201)	20% (163)	824
4-Region: West	13% (65)	26% (136)	6% (32)	5% (26)	30% (158)	20% (103)	520
Sports fan	16% (243)	30% (456)	6% (89)	4% (57)	26% (396)	18% (278)	1519
Avid sports fan	24% (112)	29% (139)	5% (26)	4% (19)	21% (102)	17% (79)	478
Casual sports fan	13% (131)	30% (317)	6% (63)	4% (38)	28% (294)	19% (199)	1041
Football fan	16% (233)	31% (442)	6% (88)	4% (56)	25% (362)	18% (261)	1444
Avid football fan	22% (134)	30% (184)	6% (36)	5% (31)	22% (138)	15% (94)	616
Casual football fan	12% (100)	31% (258)	6% (53)	3% (26)	27% (224)	20% (167)	828
NFL fan	16% (228)	31% (430)	6% (82)	4% (55)	26% (357)	17% (244)	1396
Avid NFL fan	20% (122)	31% (184)	5% (30)	5% (29)	23% (140)	15% (90)	595
Casual NFL fan	13% (106)	31% (246)	7% (52)	3% (25)	27% (217)	19% (154)	801
Watched SB last year	17% (197)	31% (357)	6% (72)	4% (46)	25% (294)	17% (192)	1157
Didn't watch SB last year	12% (130)	28% (291)	4% (42)	4% (38)	31% (318)	22% (224)	1043
OK brands get political	17% (135)	27% (208)	7% (56)	5% (41)	25% (192)	19% (152)	785
Not OK brands get political	15% (170)	34% (382)	5% (53)	3% (39)	28% (310)	15% (165)	1119
OK social justice	16% (202)	27% (355)	6% (79)	5% (61)	27% (343)	20% (252)	1292
Not OK social justice	16% (100)	40% (242)	5% (33)	3% (20)	26% (157)	10% (60)	612
Likely SB viewer	17% (234)	30% (403)	6% (85)	4% (52)	25% (336)	17% (234)	1344
Unlikely SB viewer	12% (89)	30% (220)	3% (24)	4% (28)	32% (238)	18% (134)	733
More likely to watch SB this year	21% (120)	28% (161)	8% (47)	6% (32)	19% (107)	19% (111)	577
Less likely to watch SB this year	13% (59)	28% (133)	4% (21)	4% (18)	29% (139)	22% (102)	472
Likely host/attend SB party	20% (81)	23% (93)	7% (30)	8% (32)	22% (88)	20% (81)	406
Unlikely host/attend SB party	14% (233)	33% (541)	5% (78)	3% (47)	29% (482)	17% (275)	1656
Watch SB for game	19% (161)	30% (258)	5% (42)	4% (33)	26% (225)	16% (140)	859
Watch SB for halftime	12% (28)	22% (50)	11% (26)	5% (11)	24% (54)	26% (58)	227

Continued on next page

**Table MCSP26\_10:** Do you have a favorable or unfavorable view of the following brands?

Scotts Miracle-Gro

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	15% (326)	29% (648)	5% (114)	4% (84)	28% (613)	19% (416)	2200
Watch SB for ads	18% (34)	41% (79)	6% (12)	4% (7)	21% (40)	11% (21)	193
SB more political	16% (132)	31% (250)	6% (51)	5% (38)	26% (210)	17% (137)	818
SB less political	17% (55)	33% (108)	10% (34)	6% (20)	21% (70)	12% (41)	328
Typically host/attend SB party	19% (103)	29% (159)	6% (36)	5% (29)	22% (120)	20% (110)	556
Typically do not host/attend SB party	14% (223)	30% (489)	5% (78)	3% (55)	30% (493)	19% (306)	1644
Usually pays a lot/some attn to ads	18% (267)	30% (453)	5% (80)	4% (57)	26% (392)	16% (243)	1492
Usually pays not much/no attn to ads	8% (60)	27% (194)	5% (33)	4% (26)	31% (221)	25% (173)	708
Plan to pay a lot/some attn to ads	19% (253)	29% (397)	6% (77)	4% (58)	26% (351)	16% (223)	1359
Plan to pay not much/no attn to ads	9% (73)	30% (251)	4% (36)	3% (25)	31% (261)	23% (194)	841
Pro football fav sport	19% (115)	29% (171)	5% (32)	3% (20)	26% (153)	18% (105)	596
Fav NFL	18% (225)	31% (385)	6% (73)	3% (41)	25% (309)	18% (221)	1254
Unfav NFL	12% (59)	33% (159)	5% (26)	8% (37)	29% (141)	13% (60)	481
Fav Goodell	27% (134)	36% (180)	5% (24)	3% (17)	18% (92)	10% (50)	496
Unfav Goodell	17% (80)	34% (165)	10% (48)	6% (29)	24% (115)	10% (47)	483
Fav Chiefs	21% (211)	36% (357)	6% (57)	4% (36)	22% (218)	12% (122)	1001
Fav Buccaneers	23% (191)	36% (299)	5% (39)	3% (28)	20% (168)	12% (97)	822
Chiefs fan	17% (141)	31% (253)	6% (51)	5% (44)	27% (221)	14% (118)	828
Buccaneers fan	18% (104)	33% (194)	7% (43)	3% (17)	25% (146)	15% (89)	593
Frequent sports betters	33% (35)	23% (24)	6% (6)	4% (4)	20% (21)	13% (13)	103
Regular sports betters	30% (66)	23% (51)	8% (17)	7% (15)	19% (42)	14% (32)	223
Frequent NFL betters	31% (36)	22% (26)	6% (7)	9% (11)	17% (20)	15% (17)	117
Regular NFL betters	28% (66)	22% (53)	10% (23)	8% (19)	18% (43)	14% (34)	239
Definite SB betters	42% (55)	21% (28)	3% (4)	5% (7)	16% (22)	13% (17)	132
Probable SB betters	25% (85)	27% (93)	7% (25)	9% (31)	17% (58)	14% (49)	341
Believe betting is legal in their state	18% (119)	30% (197)	7% (45)	5% (36)	23% (153)	17% (109)	661
Believe betting is illegal in their state	17% (64)	32% (125)	6% (25)	4% (15)	26% (102)	15% (56)	387
Non-sports fans	12% (84)	28% (191)	4% (25)	4% (26)	32% (217)	20% (139)	681
Gen Z sports fans	4% (8)	6% (12)	11% (21)	6% (11)	21% (40)	53% (102)	194
Millennial sports fans	17% (72)	25% (105)	7% (31)	6% (24)	23% (97)	22% (92)	422

Continued on next page

**Table MCSP26\_10:** Do you have a favorable or unfavorable view of the following brands?  
Scotts Miracle-Gro

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	15% (326)	29% (648)	5% (114)	4% (84)	28% (613)	19% (416)	2200
Gen X sports fans	15% (58)	31% (119)	5% (20)	4% (14)	31% (117)	14% (53)	381
Boomer sports fans	20% (93)	42% (198)	3% (14)	1% (5)	27% (127)	6% (28)	466
Sports fans 18-34	12% (53)	12% (54)	8% (37)	6% (28)	21% (94)	39% (173)	439
Sports fans 35-44	16% (40)	33% (83)	7% (17)	5% (12)	27% (68)	13% (32)	253
Sports fans 45-64	17% (93)	35% (188)	5% (26)	2% (11)	30% (158)	10% (54)	530
Sports fans 65+	19% (57)	45% (133)	3% (8)	2% (6)	26% (76)	6% (18)	297
Occasional sports betters	17% (34)	32% (64)	8% (15)	8% (16)	22% (43)	13% (25)	196
Non-sports betters	13% (227)	30% (533)	5% (81)	3% (53)	30% (528)	20% (359)	1781
In legal betting states	17% (135)	28% (228)	5% (39)	3% (22)	28% (229)	20% (160)	814
Outside legal betting states	14% (191)	30% (420)	5% (74)	4% (62)	28% (383)	18% (256)	1386
Sports fan In legal betting states 21+	20% (106)	30% (158)	6% (33)	2% (12)	27% (144)	15% (78)	530
Sports fan Outside legal betting states 21+	15% (134)	33% (297)	5% (47)	5% (41)	26% (233)	16% (141)	893
Likely SB viewer In legal betting states 21+	22% (102)	30% (141)	6% (27)	2% (11)	26% (119)	14% (65)	464
Likely SB viewer Outside legal betting states 21+	16% (126)	33% (259)	6% (50)	5% (38)	25% (202)	15% (122)	796

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

**Table MCSP26\_11:** Do you have a favorable or unfavorable view of the following brands?

Toyota

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	30% (658)	38% (846)	5% (115)	4% (87)	19% (421)	3% (73)	2200
Gender: Male	31% (328)	40% (420)	5% (57)	5% (51)	17% (178)	3% (28)	1062
Gender: Female	29% (330)	37% (426)	5% (58)	3% (37)	21% (242)	4% (46)	1138
Age: 18-34	31% (202)	36% (238)	4% (29)	4% (28)	18% (119)	6% (39)	655
Age: 35-44	31% (110)	39% (140)	7% (25)	2% (6)	18% (65)	3% (12)	358
Age: 45-64	30% (225)	39% (292)	4% (31)	4% (29)	21% (160)	2% (15)	751
Age: 65+	28% (120)	41% (177)	7% (29)	6% (25)	18% (77)	2% (8)	436
GenZers: 1997-2012	29% (85)	36% (108)	5% (16)	4% (13)	20% (60)	6% (17)	299
Millennials: 1981-1996	33% (196)	38% (227)	5% (29)	3% (18)	15% (92)	6% (33)	595
GenXers: 1965-1980	31% (168)	36% (197)	4% (23)	3% (15)	24% (129)	2% (10)	542
Baby Boomers: 1946-1964	27% (187)	41% (282)	6% (40)	6% (38)	19% (128)	1% (9)	685
PID: Dem (no lean)	36% (324)	38% (344)	4% (35)	4% (34)	15% (137)	3% (23)	897
PID: Ind (no lean)	25% (170)	38% (259)	5% (35)	3% (18)	24% (163)	5% (32)	676
PID: Rep (no lean)	26% (163)	39% (243)	7% (45)	6% (36)	19% (121)	3% (19)	627
PID/Gender: Dem Men	37% (149)	40% (164)	4% (17)	4% (15)	13% (52)	2% (10)	407
PID/Gender: Dem Women	36% (175)	37% (180)	4% (18)	4% (19)	17% (85)	3% (13)	490
PID/Gender: Ind Men	25% (83)	39% (129)	5% (17)	4% (12)	23% (76)	3% (11)	327
PID/Gender: Ind Women	25% (87)	37% (130)	5% (18)	2% (6)	25% (87)	6% (21)	349
PID/Gender: Rep Men	29% (95)	39% (127)	7% (23)	7% (24)	16% (51)	2% (7)	327
PID/Gender: Rep Women	23% (68)	39% (116)	7% (21)	4% (12)	24% (71)	4% (12)	299
Ideo: Liberal (1-3)	33% (212)	38% (245)	4% (27)	4% (26)	17% (112)	4% (24)	645
Ideo: Moderate (4)	31% (192)	40% (246)	5% (28)	3% (22)	19% (116)	3% (17)	621
Ideo: Conservative (5-7)	30% (203)	40% (271)	6% (41)	5% (34)	17% (116)	1% (9)	675
Educ: < College	28% (418)	38% (573)	5% (77)	4% (60)	21% (324)	4% (60)	1512
Educ: Bachelors degree	33% (148)	40% (177)	5% (24)	4% (19)	16% (69)	2% (7)	444
Educ: Post-grad	37% (91)	40% (97)	6% (14)	3% (8)	11% (28)	3% (6)	244
Income: Under 50k	28% (334)	35% (418)	5% (64)	4% (48)	24% (285)	4% (49)	1198
Income: 50k-100k	30% (205)	44% (299)	5% (33)	4% (27)	15% (100)	2% (16)	680
Income: 100k+	37% (118)	40% (130)	5% (17)	4% (12)	11% (36)	3% (9)	322
Ethnicity: White	29% (495)	39% (668)	6% (98)	4% (67)	20% (346)	3% (47)	1722

Continued on next page

**Table MCSP26\_11:** Do you have a favorable or unfavorable view of the following brands?

Toyota

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	30% (658)	38% (846)	5% (115)	4% (87)	19% (421)	3% (73)	2200
Ethnicity: Hispanic	33% (116)	41% (144)	4% (14)	4% (15)	14% (48)	4% (13)	349
Ethnicity: Black	37% (102)	34% (93)	2% (7)	3% (8)	17% (46)	7% (18)	274
Ethnicity: Other	30% (61)	42% (85)	5% (10)	6% (12)	14% (29)	4% (8)	204
All Christian	30% (295)	39% (383)	5% (48)	4% (43)	20% (190)	2% (15)	975
All Non-Christian	34% (43)	41% (52)	7% (9)	3% (4)	9% (11)	7% (9)	128
Atheist	22% (24)	38% (42)	8% (9)	13% (14)	17% (19)	2% (2)	110
Agnostic/Nothing in particular	27% (164)	36% (215)	6% (36)	3% (18)	23% (138)	4% (27)	598
Something Else	34% (132)	40% (155)	3% (13)	2% (8)	16% (62)	5% (21)	390
Religious Non-Protestant/Catholic	31% (48)	41% (61)	6% (9)	3% (5)	14% (21)	6% (9)	152
Evangelical	37% (209)	36% (203)	4% (23)	4% (24)	16% (92)	3% (17)	570
Non-Evangelical	28% (210)	42% (321)	5% (38)	3% (26)	19% (147)	2% (19)	761
Community: Urban	38% (228)	36% (216)	5% (28)	2% (13)	16% (94)	3% (20)	600
Community: Suburban	28% (293)	40% (414)	6% (59)	4% (46)	19% (192)	3% (33)	1037
Community: Rural	24% (136)	38% (216)	5% (28)	5% (29)	24% (134)	4% (21)	564
Employ: Private Sector	34% (215)	39% (251)	6% (37)	5% (32)	14% (88)	3% (18)	641
Employ: Government	31% (40)	42% (53)	3% (4)	2% (3)	16% (20)	6% (7)	128
Employ: Self-Employed	32% (49)	36% (54)	4% (7)	6% (8)	16% (24)	7% (10)	153
Employ: Homemaker	32% (54)	37% (61)	4% (7)	2% (4)	21% (35)	3% (4)	165
Employ: Student	26% (32)	47% (58)	3% (4)	5% (6)	17% (21)	3% (3)	124
Employ: Retired	28% (142)	39% (200)	7% (36)	5% (25)	19% (95)	1% (7)	506
Employ: Unemployed	26% (85)	35% (117)	4% (12)	1% (4)	29% (97)	5% (16)	332
Employ: Other	27% (41)	34% (52)	4% (7)	4% (6)	26% (39)	5% (7)	151
Military HH: Yes	28% (95)	40% (138)	4% (14)	6% (22)	19% (65)	2% (7)	341
Military HH: No	30% (563)	38% (709)	5% (100)	4% (66)	19% (355)	4% (66)	1859
RD/WT: Right Direction	35% (316)	37% (331)	5% (43)	4% (33)	16% (142)	3% (31)	897
RD/WT: Wrong Track	26% (342)	40% (515)	5% (71)	4% (54)	21% (278)	3% (42)	1303
Biden Job Approve	32% (417)	40% (508)	4% (56)	4% (51)	17% (215)	3% (36)	1282
Biden Job Disapprove	28% (195)	37% (262)	7% (49)	5% (35)	19% (136)	3% (22)	698

Continued on next page



**Table MCSP26\_11:** Do you have a favorable or unfavorable view of the following brands?

Toyota

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	30% (658)	38% (846)	5% (115)	4% (87)	19% (421)	3% (73)	2200
Biden Job Strongly Approve	37% (295)	37% (300)	4% (31)	5% (38)	14% (114)	3% (27)	804
Biden Job Somewhat Approve	25% (122)	44% (209)	5% (24)	3% (13)	21% (101)	2% (9)	478
Biden Job Somewhat Disapprove	27% (51)	44% (85)	8% (14)	1% (2)	16% (30)	4% (8)	191
Biden Job Strongly Disapprove	28% (144)	35% (177)	7% (34)	6% (32)	21% (106)	3% (14)	507
Favorable of Biden	34% (437)	39% (508)	4% (56)	4% (48)	17% (220)	3% (36)	1305
Unfavorable of Biden	26% (195)	40% (305)	7% (53)	5% (39)	19% (146)	3% (22)	759
Very Favorable of Biden	39% (302)	34% (267)	3% (27)	4% (32)	16% (125)	3% (27)	780
Somewhat Favorable of Biden	26% (135)	46% (241)	6% (29)	3% (15)	18% (96)	2% (9)	525
Somewhat Unfavorable of Biden	26% (51)	45% (87)	9% (17)	1% (3)	16% (31)	1% (3)	192
Very Unfavorable of Biden	26% (145)	38% (218)	6% (35)	6% (36)	20% (114)	3% (19)	567
#1 Issue: Economy	32% (276)	40% (348)	4% (38)	3% (29)	18% (153)	3% (23)	868
#1 Issue: Security	31% (82)	35% (93)	6% (17)	3% (8)	20% (54)	5% (13)	267
#1 Issue: Health Care	31% (126)	40% (163)	5% (21)	3% (13)	17% (68)	3% (13)	404
#1 Issue: Medicare / Social Security	23% (54)	37% (87)	6% (15)	6% (14)	25% (58)	3% (7)	236
#1 Issue: Women's Issues	28% (27)	35% (34)	10% (10)	5% (4)	21% (20)	1% (1)	96
#1 Issue: Education	32% (30)	27% (26)	6% (6)	9% (9)	19% (19)	6% (6)	96
#1 Issue: Energy	23% (19)	44% (36)	7% (5)	3% (2)	16% (13)	7% (6)	81
#1 Issue: Other	28% (43)	38% (58)	2% (3)	5% (7)	24% (37)	3% (5)	152
2020 Vote: Joe Biden	34% (357)	39% (410)	4% (44)	4% (40)	16% (171)	3% (28)	1049
2020 Vote: Donald Trump	28% (193)	39% (270)	6% (43)	5% (34)	18% (126)	3% (19)	686
2020 Vote: Other	25% (15)	33% (20)	8% (5)	7% (4)	27% (17)	— (0)	62
2020 Vote: Didn't Vote	23% (92)	36% (146)	5% (22)	2% (9)	26% (106)	7% (27)	401
2018 House Vote: Democrat	35% (258)	40% (294)	5% (36)	3% (23)	15% (113)	2% (17)	741
2018 House Vote: Republican	29% (159)	40% (220)	7% (41)	6% (32)	16% (91)	2% (10)	554
2018 House Vote: Someone else	17% (9)	48% (25)	10% (5)	3% (2)	18% (9)	4% (2)	52
2016 Vote: Hillary Clinton	34% (241)	39% (276)	5% (37)	3% (21)	16% (115)	3% (19)	707
2016 Vote: Donald Trump	30% (191)	39% (246)	6% (40)	5% (29)	17% (109)	2% (14)	628
2016 Vote: Other	27% (31)	43% (49)	6% (7)	6% (6)	17% (19)	1% (1)	113
2016 Vote: Didn't Vote	26% (195)	37% (274)	4% (31)	4% (31)	24% (178)	5% (40)	749

Continued on next page

**Table MCSP26\_11:** Do you have a favorable or unfavorable view of the following brands?

Toyota

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	30% (658)	38% (846)	5% (115)	4% (87)	19% (421)	3% (73)	2200
Voted in 2014: Yes	33% (389)	39% (467)	6% (74)	4% (49)	16% (190)	2% (25)	1194
Voted in 2014: No	27% (269)	38% (379)	4% (40)	4% (39)	23% (231)	5% (48)	1006
4-Region: Northeast	24% (94)	41% (162)	6% (24)	5% (20)	20% (80)	4% (14)	394
4-Region: Midwest	27% (124)	37% (169)	4% (20)	7% (30)	24% (109)	2% (9)	462
4-Region: South	30% (246)	40% (329)	6% (47)	3% (22)	18% (147)	4% (33)	824
4-Region: West	37% (193)	36% (186)	4% (23)	3% (15)	16% (85)	3% (17)	520
Sports fan	31% (476)	40% (613)	5% (79)	4% (61)	17% (253)	2% (37)	1519
Avid sports fan	40% (189)	34% (164)	5% (22)	6% (28)	12% (56)	4% (19)	478
Casual sports fan	28% (287)	43% (450)	5% (57)	3% (33)	19% (198)	2% (17)	1041
Football fan	31% (449)	40% (580)	5% (69)	4% (60)	17% (242)	3% (43)	1444
Avid football fan	37% (228)	36% (220)	5% (32)	5% (33)	13% (80)	4% (23)	616
Casual football fan	27% (222)	44% (360)	4% (37)	3% (27)	20% (162)	2% (20)	828
NFL fan	32% (445)	40% (559)	5% (64)	4% (62)	16% (225)	3% (41)	1396
Avid NFL fan	35% (206)	36% (214)	5% (29)	6% (37)	14% (86)	4% (23)	595
Casual NFL fan	30% (239)	43% (345)	4% (35)	3% (25)	17% (139)	2% (18)	801
Watched SB last year	32% (375)	40% (458)	5% (56)	5% (54)	16% (185)	3% (29)	1157
Didn't watch SB last year	27% (282)	37% (389)	6% (58)	3% (33)	23% (236)	4% (44)	1043
OK brands get political	35% (272)	41% (320)	6% (46)	3% (21)	14% (107)	2% (20)	785
Not OK brands get political	30% (331)	38% (430)	6% (63)	5% (58)	19% (209)	3% (29)	1119
OK social justice	33% (431)	40% (522)	5% (62)	3% (44)	15% (199)	3% (34)	1292
Not OK social justice	27% (164)	40% (247)	7% (42)	5% (33)	18% (111)	2% (13)	612
Likely SB viewer	33% (449)	41% (546)	4% (59)	4% (55)	15% (198)	3% (38)	1344
Unlikely SB viewer	26% (191)	36% (262)	7% (49)	4% (33)	25% (180)	3% (18)	733
More likely to watch SB this year	40% (231)	39% (223)	4% (24)	5% (30)	8% (48)	4% (21)	577
Less likely to watch SB this year	25% (116)	37% (176)	8% (38)	4% (18)	24% (114)	2% (9)	472
Likely host/attend SB party	37% (149)	39% (157)	6% (24)	5% (21)	11% (44)	3% (13)	406
Unlikely host/attend SB party	28% (471)	40% (662)	5% (83)	4% (65)	20% (339)	2% (37)	1656
Watch SB for game	32% (277)	41% (352)	4% (38)	5% (42)	16% (134)	2% (17)	859
Watch SB for halftime	38% (86)	35% (80)	6% (14)	3% (8)	14% (31)	3% (8)	227

Continued on next page

**Table MCSP26\_11:** Do you have a favorable or unfavorable view of the following brands?

Toyota

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	30% (658)	38% (846)	5% (115)	4% (87)	19% (421)	3% (73)	2200
Watch SB for ads	36% (69)	43% (84)	3% (6)	3% (5)	12% (24)	3% (5)	193
SB more political	32% (260)	40% (329)	6% (51)	5% (38)	15% (124)	2% (16)	818
SB less political	35% (114)	43% (141)	4% (13)	4% (14)	13% (43)	1% (2)	328
Typically host/attend SB party	37% (205)	41% (227)	5% (29)	4% (23)	10% (56)	3% (16)	556
Typically do not host/attend SB party	28% (452)	38% (619)	5% (86)	4% (64)	22% (364)	4% (58)	1644
Usually pays a lot/some attn to ads	34% (509)	39% (588)	5% (70)	4% (56)	16% (242)	2% (27)	1492
Usually pays not much/no attn to ads	21% (148)	37% (259)	6% (45)	4% (31)	25% (179)	7% (46)	708
Plan to pay a lot/some attn to ads	34% (466)	39% (527)	5% (62)	4% (56)	16% (219)	2% (29)	1359
Plan to pay not much/no attn to ads	23% (192)	38% (319)	6% (52)	4% (31)	24% (202)	5% (45)	841
Pro football fav sport	38% (224)	35% (210)	4% (24)	4% (23)	16% (96)	3% (20)	596
Fav NFL	35% (436)	41% (512)	4% (50)	4% (47)	15% (187)	2% (21)	1254
Unfav NFL	27% (130)	39% (190)	9% (45)	7% (33)	15% (73)	2% (11)	481
Fav Goodell	39% (195)	42% (211)	4% (21)	3% (17)	8% (42)	2% (11)	496
Unfav Goodell	30% (147)	39% (188)	8% (39)	7% (36)	13% (64)	2% (10)	483
Fav Chiefs	37% (368)	41% (406)	5% (53)	4% (40)	12% (120)	1% (14)	1001
Fav Buccaneers	36% (296)	43% (353)	4% (37)	4% (31)	10% (84)	3% (21)	822
Chiefs fan	33% (274)	40% (335)	5% (44)	5% (41)	14% (119)	2% (15)	828
Buccaneers fan	33% (194)	42% (249)	5% (31)	3% (17)	14% (83)	3% (19)	593
Frequent sports betters	46% (48)	27% (28)	7% (7)	7% (7)	8% (9)	4% (4)	103
Regular sports betters	43% (96)	32% (72)	7% (15)	7% (17)	8% (19)	2% (5)	223
Frequent NFL betters	40% (47)	27% (32)	8% (9)	9% (10)	11% (13)	4% (5)	117
Regular NFL betters	45% (107)	30% (71)	8% (19)	7% (17)	8% (20)	3% (6)	239
Definite SB betters	44% (59)	34% (44)	2% (3)	6% (8)	11% (14)	3% (4)	132
Probable SB betters	39% (134)	38% (130)	6% (22)	7% (24)	8% (27)	1% (5)	341
Believe betting is legal in their state	32% (214)	39% (261)	5% (34)	5% (34)	15% (101)	3% (17)	661
Believe betting is illegal in their state	30% (118)	37% (142)	10% (39)	4% (14)	16% (62)	3% (12)	387
Non-sports fans	27% (182)	34% (233)	5% (35)	4% (27)	25% (167)	5% (37)	681
Gen Z sports fans	32% (61)	39% (76)	4% (8)	5% (10)	16% (30)	4% (8)	194
Millennial sports fans	35% (147)	41% (174)	6% (23)	3% (14)	12% (49)	3% (14)	422

Continued on next page

**Table MCSP26\_11:** Do you have a favorable or unfavorable view of the following brands?

Toyota

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	30% (658)	38% (846)	5% (115)	4% (87)	19% (421)	3% (73)	2200
Gen X sports fans	32% (123)	38% (144)	4% (15)	3% (10)	22% (84)	1% (5)	381
Boomer sports fans	28% (130)	42% (196)	6% (30)	5% (25)	17% (80)	1% (5)	466
Sports fans 18-34	33% (147)	40% (176)	4% (19)	5% (20)	13% (59)	4% (18)	439
Sports fans 35-44	32% (81)	41% (103)	8% (21)	2% (5)	14% (35)	2% (6)	253
Sports fans 45-64	31% (165)	40% (212)	4% (21)	4% (20)	20% (105)	1% (7)	530
Sports fans 65+	28% (82)	41% (123)	6% (18)	5% (15)	18% (54)	2% (6)	297
Occasional sports betters	33% (64)	38% (76)	6% (11)	8% (16)	13% (26)	2% (4)	196
Non-sports betters	28% (498)	39% (699)	5% (89)	3% (55)	21% (376)	4% (64)	1781
In legal betting states	26% (215)	36% (297)	5% (44)	5% (42)	23% (184)	4% (32)	814
Outside legal betting states	32% (442)	40% (550)	5% (71)	3% (45)	17% (236)	3% (41)	1386
Sports fan In legal betting states 21+	30% (160)	36% (191)	6% (31)	4% (23)	21% (110)	3% (15)	530
Sports fan Outside legal betting states 21+	31% (279)	43% (386)	5% (48)	4% (32)	15% (132)	2% (18)	893
Likely SB viewer In legal betting states 21+	33% (154)	35% (163)	5% (22)	5% (22)	19% (86)	4% (16)	464
Likely SB viewer Outside legal betting states 21+	33% (265)	44% (350)	4% (34)	3% (27)	13% (102)	3% (20)	796

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

**Table MCSP26\_12:** Do you have a favorable or unfavorable view of the following brands?

*TurboTax*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	17% (385)	34% (741)	6% (139)	3% (74)	33% (736)	6% (126)	2200
Gender: Male	16% (174)	34% (359)	8% (87)	3% (32)	33% (353)	5% (55)	1062
Gender: Female	18% (210)	34% (382)	5% (51)	4% (42)	34% (383)	6% (71)	1138
Age: 18-34	20% (128)	27% (176)	7% (43)	4% (25)	33% (216)	10% (67)	655
Age: 35-44	17% (62)	36% (128)	8% (27)	3% (11)	29% (105)	7% (24)	358
Age: 45-64	17% (126)	35% (264)	7% (54)	3% (25)	35% (260)	3% (23)	751
Age: 65+	16% (68)	40% (173)	3% (15)	3% (13)	35% (155)	3% (13)	436
GenZers: 1997-2012	16% (47)	21% (62)	5% (15)	4% (12)	43% (129)	11% (34)	299
Millennials: 1981-1996	20% (119)	35% (207)	8% (48)	4% (22)	24% (145)	9% (53)	595
GenXers: 1965-1980	19% (104)	34% (186)	6% (35)	3% (18)	34% (186)	3% (14)	542
Baby Boomers: 1946-1964	15% (105)	37% (251)	6% (38)	3% (20)	36% (247)	3% (24)	685
PID: Dem (no lean)	19% (173)	32% (287)	7% (59)	4% (37)	32% (287)	6% (54)	897
PID: Ind (no lean)	14% (98)	32% (213)	7% (46)	3% (22)	37% (253)	7% (45)	676
PID: Rep (no lean)	18% (113)	38% (241)	6% (35)	3% (16)	31% (196)	4% (26)	627
PID/Gender: Dem Men	16% (65)	34% (137)	8% (34)	4% (17)	32% (130)	6% (25)	407
PID/Gender: Dem Women	22% (108)	31% (150)	5% (24)	4% (20)	32% (158)	6% (30)	490
PID/Gender: Ind Men	14% (45)	31% (101)	9% (31)	3% (8)	38% (126)	5% (16)	327
PID/Gender: Ind Women	15% (53)	32% (112)	4% (14)	4% (13)	36% (127)	8% (29)	349
PID/Gender: Rep Men	20% (65)	37% (121)	7% (22)	2% (7)	30% (98)	4% (14)	327
PID/Gender: Rep Women	16% (49)	40% (119)	4% (12)	3% (8)	33% (98)	4% (12)	299
Ideo: Liberal (1-3)	17% (111)	36% (233)	9% (57)	3% (20)	29% (184)	6% (39)	645
Ideo: Moderate (4)	19% (119)	32% (199)	5% (29)	4% (22)	35% (219)	5% (32)	621
Ideo: Conservative (5-7)	18% (124)	39% (260)	6% (43)	4% (25)	30% (199)	4% (24)	675
Educ: < College	18% (274)	30% (461)	5% (76)	4% (55)	36% (551)	6% (94)	1512
Educ: Bachelors degree	15% (67)	42% (187)	8% (37)	4% (16)	27% (120)	4% (17)	444
Educ: Post-grad	18% (43)	38% (93)	10% (25)	1% (3)	26% (64)	6% (15)	244
Income: Under 50k	18% (218)	31% (366)	5% (57)	4% (47)	37% (438)	6% (72)	1198
Income: 50k-100k	16% (107)	36% (244)	8% (57)	3% (20)	32% (217)	5% (34)	680
Income: 100k+	18% (59)	41% (131)	8% (24)	2% (7)	25% (81)	6% (20)	322
Ethnicity: White	17% (297)	36% (613)	7% (117)	3% (53)	33% (566)	4% (75)	1722

Continued on next page

**Table MCSP26\_12:** Do you have a favorable or unfavorable view of the following brands?  
*TurboTax*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	17% (385)	34% (741)	6% (139)	3% (74)	33% (736)	6% (126)	2200
Ethnicity: Hispanic	22% (76)	24% (83)	7% (24)	5% (17)	36% (124)	7% (24)	349
Ethnicity: Black	23% (63)	25% (70)	4% (11)	4% (11)	32% (88)	12% (32)	274
Ethnicity: Other	12% (25)	28% (58)	6% (11)	5% (10)	40% (82)	9% (18)	204
All Christian	19% (182)	37% (358)	6% (60)	2% (22)	33% (320)	3% (33)	975
All Non-Christian	21% (27)	34% (43)	10% (12)	2% (3)	25% (32)	8% (10)	128
Atheist	10% (11)	40% (43)	11% (12)	4% (4)	29% (32)	7% (7)	110
Agnostic/Nothing in particular	15% (92)	30% (176)	5% (28)	4% (23)	40% (238)	7% (40)	598
Something Else	19% (72)	31% (121)	7% (27)	6% (22)	29% (113)	9% (35)	390
Religious Non-Protestant/Catholic	19% (28)	35% (53)	10% (15)	2% (3)	28% (43)	6% (10)	152
Evangelical	20% (115)	34% (192)	7% (38)	4% (20)	30% (172)	6% (32)	570
Non-Evangelical	18% (137)	36% (273)	6% (45)	3% (23)	32% (247)	5% (37)	761
Community: Urban	20% (120)	31% (187)	8% (51)	3% (18)	31% (183)	7% (41)	600
Community: Suburban	16% (165)	35% (359)	6% (59)	4% (37)	34% (356)	6% (61)	1037
Community: Rural	18% (100)	35% (195)	5% (29)	3% (19)	35% (196)	4% (24)	564
Employ: Private Sector	19% (121)	39% (248)	9% (58)	3% (19)	25% (161)	5% (34)	641
Employ: Government	14% (18)	40% (52)	11% (14)	4% (6)	22% (29)	8% (10)	128
Employ: Self-Employed	20% (31)	29% (45)	8% (12)	5% (8)	32% (49)	5% (8)	153
Employ: Homemaker	23% (37)	35% (58)	5% (8)	2% (3)	31% (52)	4% (7)	165
Employ: Student	11% (14)	21% (26)	5% (7)	4% (4)	46% (58)	13% (16)	124
Employ: Retired	16% (81)	39% (195)	4% (21)	4% (18)	35% (176)	3% (15)	506
Employ: Unemployed	17% (56)	24% (79)	4% (12)	4% (12)	44% (145)	8% (27)	332
Employ: Other	18% (27)	26% (39)	4% (7)	3% (4)	44% (66)	6% (9)	151
Military HH: Yes	16% (54)	39% (133)	5% (15)	3% (11)	32% (111)	5% (17)	341
Military HH: No	18% (330)	33% (608)	7% (123)	3% (63)	34% (625)	6% (109)	1859
RD/WT: Right Direction	20% (179)	32% (286)	7% (65)	5% (41)	30% (265)	7% (61)	897
RD/WT: Wrong Track	16% (205)	35% (455)	6% (74)	3% (33)	36% (471)	5% (65)	1303
Biden Job Approve	19% (242)	33% (428)	7% (85)	3% (43)	32% (405)	6% (79)	1282
Biden Job Disapprove	16% (114)	37% (262)	5% (38)	4% (25)	33% (234)	4% (25)	698

Continued on next page

**Table MCSP26\_12:** Do you have a favorable or unfavorable view of the following brands?

*TurboTax*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	17% (385)	34% (741)	6% (139)	3% (74)	33% (736)	6% (126)	2200
Biden Job Strongly Approve	23% (184)	30% (245)	7% (55)	3% (27)	30% (238)	7% (55)	804
Biden Job Somewhat Approve	12% (58)	38% (183)	6% (30)	3% (16)	35% (167)	5% (24)	478
Biden Job Somewhat Disapprove	10% (20)	45% (86)	7% (13)	3% (6)	31% (59)	4% (8)	191
Biden Job Strongly Disapprove	19% (95)	35% (176)	5% (25)	4% (19)	35% (175)	4% (18)	507
Favorable of Biden	20% (258)	32% (418)	7% (86)	4% (50)	32% (413)	6% (80)	1305
Unfavorable of Biden	15% (114)	39% (300)	6% (44)	3% (21)	34% (254)	3% (26)	759
Very Favorable of Biden	26% (205)	28% (220)	6% (49)	4% (28)	28% (222)	7% (57)	780
Somewhat Favorable of Biden	10% (53)	38% (199)	7% (37)	4% (22)	36% (191)	4% (23)	525
Somewhat Unfavorable of Biden	10% (18)	46% (89)	7% (14)	2% (4)	30% (58)	5% (9)	192
Very Unfavorable of Biden	17% (96)	37% (211)	5% (30)	3% (17)	35% (197)	3% (17)	567
#1 Issue: Economy	20% (173)	36% (311)	6% (54)	3% (26)	31% (268)	4% (36)	868
#1 Issue: Security	15% (40)	33% (88)	3% (8)	3% (8)	39% (105)	7% (19)	267
#1 Issue: Health Care	19% (75)	33% (134)	7% (29)	3% (13)	30% (122)	7% (30)	404
#1 Issue: Medicare / Social Security	13% (32)	33% (78)	4% (10)	4% (11)	43% (101)	2% (4)	236
#1 Issue: Women's Issues	14% (14)	33% (31)	7% (7)	3% (3)	32% (31)	11% (11)	96
#1 Issue: Education	22% (22)	27% (26)	6% (5)	9% (8)	31% (30)	6% (6)	96
#1 Issue: Energy	17% (14)	35% (28)	5% (4)	1% (1)	31% (25)	12% (10)	81
#1 Issue: Other	10% (16)	30% (46)	14% (21)	3% (4)	37% (56)	7% (10)	152
2020 Vote: Joe Biden	20% (206)	33% (345)	7% (73)	3% (36)	32% (331)	6% (59)	1049
2020 Vote: Donald Trump	17% (114)	38% (262)	6% (43)	3% (20)	33% (226)	3% (21)	686
2020 Vote: Other	5% (3)	33% (20)	4% (2)	11% (7)	46% (28)	2% (1)	62
2020 Vote: Didn't Vote	15% (61)	28% (114)	5% (20)	3% (11)	37% (149)	11% (45)	401
2018 House Vote: Democrat	19% (141)	37% (275)	7% (49)	4% (31)	28% (208)	5% (37)	741
2018 House Vote: Republican	16% (91)	40% (221)	6% (33)	3% (15)	32% (177)	3% (17)	554
2018 House Vote: Someone else	5% (2)	41% (22)	5% (3)	14% (7)	30% (16)	5% (2)	52
2016 Vote: Hillary Clinton	19% (134)	37% (260)	6% (44)	3% (21)	29% (204)	6% (44)	707
2016 Vote: Donald Trump	17% (108)	40% (249)	6% (35)	3% (22)	31% (197)	3% (18)	628
2016 Vote: Other	8% (9)	42% (48)	8% (9)	7% (8)	33% (38)	1% (1)	113
2016 Vote: Didn't Vote	18% (133)	25% (184)	7% (50)	3% (23)	40% (296)	8% (62)	749

Continued on next page

**Table MCSP26\_12:** Do you have a favorable or unfavorable view of the following brands?

*TurboTax*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	17% (385)	34% (741)	6% (139)	3% (74)	33% (736)	6% (126)	2200
Voted in 2014: Yes	17% (202)	39% (461)	6% (76)	4% (43)	30% (360)	4% (52)	1194
Voted in 2014: No	18% (182)	28% (280)	6% (63)	3% (31)	37% (376)	7% (73)	1006
4-Region: Northeast	17% (67)	31% (121)	7% (26)	3% (12)	35% (138)	7% (29)	394
4-Region: Midwest	18% (85)	30% (140)	6% (29)	3% (15)	38% (174)	4% (19)	462
4-Region: South	19% (156)	36% (298)	5% (39)	3% (26)	32% (262)	5% (43)	824
4-Region: West	15% (77)	35% (182)	9% (44)	4% (21)	31% (161)	7% (35)	520
Sports fan	19% (289)	34% (513)	7% (99)	3% (45)	32% (486)	6% (87)	1519
Avid sports fan	25% (121)	35% (169)	6% (29)	4% (17)	24% (117)	5% (25)	478
Casual sports fan	16% (168)	33% (345)	7% (70)	3% (28)	35% (369)	6% (62)	1041
Football fan	19% (281)	35% (500)	7% (100)	3% (45)	31% (441)	5% (78)	1444
Avid football fan	24% (148)	34% (208)	7% (44)	4% (22)	27% (164)	5% (30)	616
Casual football fan	16% (133)	35% (292)	7% (56)	3% (22)	33% (276)	6% (48)	828
NFL fan	20% (276)	35% (490)	7% (98)	3% (38)	30% (417)	5% (77)	1396
Avid NFL fan	22% (131)	35% (208)	7% (43)	3% (20)	27% (162)	5% (32)	595
Casual NFL fan	18% (145)	35% (282)	7% (55)	2% (18)	32% (255)	6% (45)	801
Watched SB last year	21% (248)	34% (390)	8% (87)	3% (31)	30% (347)	5% (55)	1157
Didn't watch SB last year	13% (137)	34% (352)	5% (52)	4% (43)	37% (389)	7% (71)	1043
OK brands get political	22% (173)	35% (277)	8% (59)	3% (20)	27% (210)	6% (45)	785
Not OK brands get political	16% (178)	35% (396)	7% (75)	4% (46)	34% (377)	4% (47)	1119
OK social justice	19% (246)	35% (452)	7% (86)	3% (39)	31% (402)	5% (67)	1292
Not OK social justice	17% (104)	37% (225)	8% (48)	5% (29)	30% (185)	3% (20)	612
Likely SB viewer	21% (283)	36% (484)	6% (86)	3% (41)	28% (377)	5% (72)	1344
Unlikely SB viewer	12% (89)	33% (242)	6% (46)	4% (32)	40% (296)	4% (28)	733
More likely to watch SB this year	26% (152)	35% (201)	8% (46)	3% (19)	20% (117)	7% (43)	577
Less likely to watch SB this year	15% (72)	32% (150)	5% (23)	4% (18)	39% (185)	5% (24)	472
Likely host/attend SB party	25% (102)	32% (128)	8% (34)	5% (20)	23% (95)	7% (27)	406
Unlikely host/attend SB party	16% (264)	35% (586)	6% (102)	3% (50)	35% (587)	4% (67)	1656
Watch SB for game	21% (180)	37% (314)	6% (54)	3% (23)	29% (250)	4% (38)	859
Watch SB for halftime	21% (49)	34% (76)	8% (17)	3% (8)	27% (61)	7% (16)	227

Continued on next page



**Table MCSP26\_12:** Do you have a favorable or unfavorable view of the following brands?

*TurboTax*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	17% (385)	34% (741)	6% (139)	3% (74)	33% (736)	6% (126)	2200
Watch SB for ads	24% (47)	38% (73)	8% (15)	2% (4)	24% (46)	4% (9)	193
SB more political	19% (158)	38% (313)	7% (55)	3% (26)	28% (227)	5% (39)	818
SB less political	18% (59)	36% (117)	10% (32)	7% (22)	26% (86)	4% (12)	328
Typically host/attend SB party	22% (124)	35% (197)	8% (46)	4% (23)	24% (135)	5% (31)	556
Typically do not host/attend SB party	16% (260)	33% (544)	6% (92)	3% (51)	37% (601)	6% (95)	1644
Usually pays a lot/some attn to ads	20% (304)	37% (550)	7% (108)	3% (41)	28% (425)	4% (64)	1492
Usually pays not much/no attn to ads	11% (80)	27% (191)	4% (31)	5% (33)	44% (311)	9% (62)	708
Plan to pay a lot/some attn to ads	21% (286)	36% (492)	7% (100)	3% (41)	28% (377)	5% (63)	1359
Plan to pay not much/no attn to ads	12% (99)	30% (249)	5% (39)	4% (33)	43% (359)	7% (63)	841
Pro football fav sport	23% (136)	34% (205)	7% (40)	3% (17)	27% (158)	7% (39)	596
Fav NFL	21% (260)	37% (466)	6% (79)	3% (37)	28% (349)	5% (63)	1254
Unfav NFL	15% (72)	31% (148)	10% (47)	7% (32)	34% (164)	4% (19)	481
Fav Goodell	25% (123)	43% (211)	6% (31)	1% (7)	21% (104)	4% (20)	496
Unfav Goodell	19% (91)	34% (164)	12% (56)	5% (26)	28% (135)	2% (12)	483
Fav Chiefs	22% (222)	40% (405)	7% (71)	3% (28)	24% (241)	3% (34)	1001
Fav Buccaneers	25% (206)	41% (337)	5% (44)	3% (22)	23% (187)	3% (26)	822
Chiefs fan	20% (170)	37% (305)	8% (63)	4% (29)	27% (227)	4% (35)	828
Buccaneers fan	20% (117)	35% (208)	8% (49)	5% (27)	27% (159)	5% (31)	593
Frequent sports betters	24% (25)	31% (31)	11% (12)	3% (3)	24% (25)	7% (7)	103
Regular sports betters	29% (66)	31% (70)	10% (21)	4% (9)	21% (47)	5% (11)	223
Frequent NFL betters	28% (32)	27% (31)	10% (12)	1% (2)	26% (31)	8% (9)	117
Regular NFL betters	28% (67)	31% (73)	12% (29)	2% (5)	23% (54)	5% (11)	239
Definite SB betters	33% (44)	31% (41)	7% (9)	3% (3)	20% (26)	6% (8)	132
Probable SB betters	29% (98)	36% (122)	9% (31)	3% (10)	19% (64)	5% (17)	341
Believe betting is legal in their state	21% (137)	38% (248)	7% (44)	2% (16)	28% (184)	5% (33)	661
Believe betting is illegal in their state	20% (78)	34% (133)	8% (32)	5% (18)	28% (107)	5% (18)	387
Non-sports fans	14% (95)	33% (228)	6% (40)	4% (29)	37% (250)	6% (39)	681
Gen Z sports fans	19% (36)	20% (39)	7% (13)	5% (9)	39% (76)	10% (20)	194
Millennial sports fans	21% (90)	36% (153)	8% (34)	2% (10)	23% (95)	10% (40)	422

Continued on next page

**Table MCSP26\_12:** Do you have a favorable or unfavorable view of the following brands?  
*TurboTax*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	17% (385)	34% (741)	6% (139)	3% (74)	33% (736)	6% (126)	2200
Gen X sports fans	21% (80)	34% (131)	7% (25)	4% (15)	32% (120)	3% (10)	381
Boomer sports fans	17% (77)	36% (167)	6% (26)	2% (9)	37% (170)	4% (17)	466
Sports fans 18-34	22% (95)	27% (120)	8% (33)	3% (14)	31% (134)	10% (43)	439
Sports fans 35-44	21% (53)	38% (96)	7% (18)	3% (8)	24% (60)	7% (18)	253
Sports fans 45-64	17% (92)	34% (180)	8% (40)	3% (15)	35% (183)	4% (19)	530
Sports fans 65+	17% (49)	39% (116)	3% (8)	3% (8)	37% (109)	2% (7)	297
Occasional sports betters	17% (33)	43% (84)	6% (12)	2% (4)	27% (52)	6% (11)	196
Non-sports betters	16% (285)	33% (587)	6% (106)	3% (62)	36% (637)	6% (104)	1781
In legal betting states	18% (150)	31% (252)	5% (37)	3% (22)	36% (295)	7% (59)	814
Outside legal betting states	17% (235)	35% (489)	7% (101)	4% (52)	32% (441)	5% (67)	1386
Sports fan In legal betting states 21+	22% (117)	31% (166)	5% (25)	2% (11)	34% (179)	6% (33)	530
Sports fan Outside legal betting states 21+	18% (157)	38% (336)	7% (64)	3% (30)	29% (257)	5% (49)	893
Likely SB viewer In legal betting states 21+	24% (111)	33% (153)	6% (26)	1% (7)	30% (139)	6% (27)	464
Likely SB viewer Outside legal betting states 21+	20% (158)	40% (318)	7% (53)	4% (30)	25% (198)	5% (41)	796

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

**Table MCSP26\_13:** Do you have a favorable or unfavorable view of the following brands?

Vroom

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	5% (101)	11% (244)	4% (89)	3% (64)	34% (754)	43% (949)	2200
Gender: Male	5% (57)	14% (151)	5% (53)	4% (45)	35% (370)	36% (385)	1062
Gender: Female	4% (43)	8% (93)	3% (36)	2% (19)	34% (384)	50% (564)	1138
Age: 18-34	7% (43)	7% (49)	5% (30)	5% (35)	28% (183)	48% (316)	655
Age: 35-44	6% (23)	16% (58)	4% (13)	3% (10)	27% (98)	44% (156)	358
Age: 45-64	3% (26)	12% (87)	3% (22)	2% (12)	40% (301)	40% (303)	751
Age: 65+	2% (8)	12% (50)	5% (23)	2% (7)	40% (173)	40% (174)	436
GenZers: 1997-2012	3% (9)	6% (17)	4% (11)	7% (22)	30% (90)	50% (150)	299
Millennials: 1981-1996	8% (48)	12% (71)	5% (30)	4% (22)	26% (156)	45% (267)	595
GenXers: 1965-1980	5% (27)	12% (63)	3% (16)	1% (5)	36% (196)	43% (236)	542
Baby Boomers: 1946-1964	2% (16)	12% (82)	4% (26)	2% (12)	41% (279)	39% (269)	685
PID: Dem (no lean)	6% (50)	14% (127)	5% (43)	3% (24)	31% (279)	42% (375)	897
PID: Ind (no lean)	3% (24)	8% (51)	4% (26)	2% (15)	38% (255)	45% (305)	676
PID: Rep (no lean)	4% (27)	10% (65)	3% (20)	4% (25)	35% (221)	43% (269)	627
PID/Gender: Dem Men	5% (22)	17% (71)	8% (32)	4% (16)	32% (131)	33% (136)	407
PID/Gender: Dem Women	6% (28)	11% (56)	2% (11)	2% (8)	30% (148)	49% (239)	490
PID/Gender: Ind Men	5% (16)	10% (34)	3% (9)	4% (14)	40% (129)	39% (126)	327
PID/Gender: Ind Women	2% (8)	5% (18)	5% (18)	— (2)	36% (125)	51% (178)	349
PID/Gender: Rep Men	6% (20)	14% (46)	4% (13)	5% (15)	34% (110)	38% (123)	327
PID/Gender: Rep Women	3% (8)	6% (19)	2% (7)	3% (9)	37% (111)	49% (146)	299
Ideo: Liberal (1-3)	5% (33)	11% (73)	5% (31)	3% (22)	32% (204)	44% (282)	645
Ideo: Moderate (4)	5% (31)	14% (88)	4% (25)	3% (19)	33% (205)	41% (253)	621
Ideo: Conservative (5-7)	4% (28)	10% (67)	4% (26)	3% (18)	35% (238)	44% (298)	675
Educ: < College	5% (69)	10% (144)	3% (52)	4% (54)	36% (543)	43% (650)	1512
Educ: Bachelors degree	4% (17)	13% (58)	6% (28)	1% (5)	32% (141)	44% (195)	444
Educ: Post-grad	6% (15)	17% (41)	4% (9)	2% (4)	29% (70)	43% (104)	244
Income: Under 50k	4% (51)	9% (102)	4% (45)	3% (40)	36% (437)	44% (524)	1198
Income: 50k-100k	4% (28)	13% (91)	4% (27)	3% (20)	32% (218)	44% (296)	680
Income: 100k+	7% (22)	16% (51)	5% (17)	1% (4)	31% (99)	40% (129)	322
Ethnicity: White	4% (71)	12% (199)	4% (74)	2% (33)	35% (610)	43% (735)	1722

Continued on next page

**Table MCSP26\_13:** Do you have a favorable or unfavorable view of the following brands?

Vroom

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	5% (101)	11% (244)	4% (89)	3% (64)	34% (754)	43% (949)	2200
Ethnicity: Hispanic	6% (19)	13% (44)	2% (7)	7% (23)	31% (108)	42% (148)	349
Ethnicity: Black	9% (25)	9% (24)	2% (6)	5% (14)	30% (83)	45% (123)	274
Ethnicity: Other	2% (5)	10% (20)	4% (9)	8% (17)	30% (62)	45% (91)	204
All Christian	5% (44)	13% (129)	3% (33)	1% (12)	35% (345)	42% (412)	975
All Non-Christian	7% (9)	22% (28)	7% (8)	7% (9)	20% (25)	38% (48)	128
Atheist	3% (3)	9% (9)	4% (4)	5% (5)	34% (37)	46% (51)	110
Agnostic/Nothing in particular	4% (25)	7% (42)	6% (34)	3% (17)	36% (216)	44% (263)	598
Something Else	5% (19)	9% (35)	2% (10)	5% (20)	33% (130)	45% (175)	390
Religious Non-Protestant/Catholic	6% (9)	19% (28)	6% (8)	7% (10)	22% (33)	41% (63)	152
Evangelical	6% (34)	11% (65)	3% (16)	4% (23)	35% (201)	40% (230)	570
Non-Evangelical	4% (29)	12% (95)	3% (26)	1% (9)	34% (262)	45% (341)	761
Community: Urban	7% (40)	13% (79)	4% (24)	4% (26)	30% (180)	42% (251)	600
Community: Suburban	3% (36)	12% (122)	4% (40)	2% (19)	37% (379)	42% (440)	1037
Community: Rural	4% (24)	8% (43)	4% (24)	3% (19)	35% (195)	46% (259)	564
Employ: Private Sector	6% (39)	16% (102)	5% (34)	3% (22)	30% (195)	39% (248)	641
Employ: Government	3% (4)	17% (21)	6% (8)	1% (2)	24% (31)	48% (62)	128
Employ: Self-Employed	5% (8)	9% (14)	7% (10)	6% (10)	30% (46)	43% (65)	153
Employ: Homemaker	7% (12)	6% (11)	1% (1)	2% (4)	32% (53)	51% (85)	165
Employ: Student	4% (5)	3% (4)	— (1)	6% (8)	36% (45)	50% (62)	124
Employ: Retired	2% (11)	11% (57)	5% (27)	1% (6)	41% (205)	39% (199)	506
Employ: Unemployed	4% (12)	6% (19)	2% (7)	3% (10)	35% (117)	50% (167)	332
Employ: Other	7% (10)	11% (16)	— (1)	1% (1)	41% (61)	40% (61)	151
Military HH: Yes	6% (22)	10% (35)	3% (10)	2% (8)	38% (128)	41% (138)	341
Military HH: No	4% (79)	11% (209)	4% (79)	3% (56)	34% (626)	44% (811)	1859
RD/WT: Right Direction	7% (59)	14% (127)	4% (38)	4% (33)	30% (266)	42% (373)	897
RD/WT: Wrong Track	3% (41)	9% (116)	4% (51)	2% (30)	37% (489)	44% (576)	1303
Biden Job Approve	5% (70)	13% (171)	5% (58)	3% (42)	33% (418)	41% (524)	1282
Biden Job Disapprove	4% (27)	9% (61)	4% (26)	3% (21)	36% (250)	45% (312)	698

Continued on next page

**Table MCSP26\_13:** Do you have a favorable or unfavorable view of the following brands?

Vroom

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	5% (101)	11% (244)	4% (89)	3% (64)	34% (754)	43% (949)	2200
Biden Job Strongly Approve	8% (61)	13% (101)	5% (36)	3% (26)	32% (255)	40% (325)	804
Biden Job Somewhat Approve	2% (9)	15% (70)	4% (21)	3% (15)	34% (163)	42% (198)	478
Biden Job Somewhat Disapprove	3% (6)	12% (24)	5% (10)	1% (2)	32% (62)	46% (88)	191
Biden Job Strongly Disapprove	4% (21)	7% (38)	3% (16)	4% (20)	37% (188)	44% (224)	507
Favorable of Biden	5% (71)	13% (171)	4% (56)	3% (39)	33% (428)	41% (540)	1305
Unfavorable of Biden	3% (26)	8% (62)	4% (31)	3% (23)	37% (280)	44% (336)	759
Very Favorable of Biden	8% (62)	13% (105)	4% (35)	3% (24)	29% (229)	42% (325)	780
Somewhat Favorable of Biden	2% (9)	12% (66)	4% (22)	3% (14)	38% (200)	41% (215)	525
Somewhat Unfavorable of Biden	4% (7)	10% (18)	4% (8)	— (1)	37% (70)	45% (87)	192
Very Unfavorable of Biden	3% (19)	8% (44)	4% (23)	4% (22)	37% (210)	44% (249)	567
#1 Issue: Economy	5% (46)	12% (106)	4% (32)	3% (24)	33% (289)	43% (371)	868
#1 Issue: Security	3% (9)	7% (18)	4% (10)	3% (9)	40% (106)	43% (116)	267
#1 Issue: Health Care	5% (22)	14% (57)	4% (16)	1% (3)	35% (141)	41% (166)	404
#1 Issue: Medicare / Social Security	1% (3)	10% (24)	6% (14)	3% (6)	37% (88)	43% (101)	236
#1 Issue: Women's Issues	11% (11)	8% (7)	2% (2)	3% (3)	21% (20)	55% (53)	96
#1 Issue: Education	3% (3)	10% (10)	4% (4)	10% (10)	31% (30)	42% (40)	96
#1 Issue: Energy	6% (5)	11% (9)	7% (5)	2% (2)	33% (26)	42% (34)	81
#1 Issue: Other	2% (3)	8% (13)	4% (6)	5% (8)	36% (54)	45% (68)	152
2020 Vote: Joe Biden	6% (64)	13% (138)	4% (46)	3% (29)	33% (347)	40% (424)	1049
2020 Vote: Donald Trump	3% (19)	10% (69)	5% (31)	3% (23)	37% (254)	42% (290)	686
2020 Vote: Other	1% (1)	3% (2)	— (0)	2% (1)	37% (23)	57% (35)	62
2020 Vote: Didn't Vote	4% (16)	9% (35)	3% (11)	3% (11)	32% (129)	50% (198)	401
2018 House Vote: Democrat	5% (40)	15% (108)	6% (43)	2% (13)	32% (240)	40% (298)	741
2018 House Vote: Republican	4% (20)	10% (54)	4% (24)	2% (13)	37% (204)	43% (239)	554
2018 House Vote: Someone else	2% (1)	8% (4)	2% (1)	4% (2)	36% (19)	49% (26)	52
2016 Vote: Hillary Clinton	5% (36)	14% (103)	5% (39)	1% (4)	33% (233)	41% (292)	707
2016 Vote: Donald Trump	4% (22)	12% (78)	4% (27)	2% (14)	36% (226)	42% (262)	628
2016 Vote: Other	4% (4)	6% (6)	1% (1)	2% (3)	43% (49)	44% (50)	113
2016 Vote: Didn't Vote	5% (38)	8% (57)	3% (22)	6% (43)	33% (245)	46% (344)	749

Continued on next page

**Table MCSP26\_13:** Do you have a favorable or unfavorable view of the following brands?

Vroom

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	5% (101)	11% (244)	4% (89)	3% (64)	34% (754)	43% (949)	2200
Voted in 2014: Yes	4% (50)	13% (154)	5% (58)	2% (18)	35% (423)	41% (490)	1194
Voted in 2014: No	5% (51)	9% (89)	3% (31)	5% (46)	33% (331)	46% (459)	1006
4-Region: Northeast	4% (16)	11% (43)	4% (16)	2% (6)	35% (137)	45% (176)	394
4-Region: Midwest	5% (21)	10% (44)	3% (16)	1% (6)	38% (177)	43% (198)	462
4-Region: South	6% (45)	11% (88)	4% (35)	3% (26)	33% (269)	44% (361)	824
4-Region: West	3% (18)	13% (69)	4% (22)	5% (26)	33% (172)	41% (214)	520
Sports fan	6% (91)	13% (197)	4% (67)	3% (51)	35% (528)	39% (585)	1519
Avid sports fan	11% (51)	17% (83)	6% (28)	3% (16)	30% (142)	33% (157)	478
Casual sports fan	4% (40)	11% (114)	4% (39)	3% (35)	37% (385)	41% (428)	1041
Football fan	6% (92)	13% (190)	5% (69)	3% (47)	34% (491)	38% (555)	1444
Avid football fan	9% (58)	16% (100)	6% (37)	4% (25)	30% (188)	34% (208)	616
Casual football fan	4% (34)	11% (89)	4% (32)	3% (22)	37% (303)	42% (347)	828
NFL fan	7% (91)	14% (192)	4% (63)	3% (44)	35% (483)	37% (523)	1396
Avid NFL fan	8% (50)	16% (97)	5% (30)	4% (23)	33% (194)	34% (201)	595
Casual NFL fan	5% (41)	12% (94)	4% (33)	3% (21)	36% (288)	40% (322)	801
Watched SB last year	6% (73)	13% (152)	5% (59)	3% (35)	33% (384)	39% (454)	1157
Didn't watch SB last year	3% (28)	9% (92)	3% (29)	3% (29)	35% (370)	48% (495)	1043
OK brands get political	7% (58)	14% (108)	5% (42)	4% (28)	30% (236)	40% (313)	785
Not OK brands get political	3% (34)	11% (123)	4% (40)	3% (34)	37% (413)	43% (476)	1119
OK social justice	6% (72)	13% (170)	4% (50)	3% (41)	33% (429)	41% (530)	1292
Not OK social justice	3% (19)	10% (62)	5% (31)	3% (19)	35% (215)	43% (266)	612
Likely SB viewer	7% (91)	15% (200)	5% (62)	3% (37)	32% (427)	39% (527)	1344
Unlikely SB viewer	1% (8)	5% (39)	3% (23)	3% (25)	37% (275)	50% (363)	733
More likely to watch SB this year	11% (64)	21% (119)	5% (30)	5% (30)	25% (146)	33% (188)	577
Less likely to watch SB this year	1% (7)	6% (29)	4% (19)	3% (14)	35% (163)	51% (240)	472
Likely host/attend SB party	12% (49)	19% (77)	5% (22)	6% (25)	23% (95)	34% (138)	406
Unlikely host/attend SB party	3% (45)	10% (163)	4% (63)	2% (32)	37% (610)	45% (743)	1656
Watch SB for game	7% (59)	14% (123)	5% (45)	2% (16)	34% (295)	37% (321)	859
Watch SB for halftime	6% (14)	12% (27)	2% (4)	6% (13)	26% (58)	49% (112)	227

Continued on next page

**Table MCSP26\_13:** Do you have a favorable or unfavorable view of the following brands?

Vroom

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	5% (101)	11% (244)	4% (89)	3% (64)	34% (754)	43% (949)	2200
Watch SB for ads	6% (11)	23% (45)	6% (11)	2% (3)	29% (56)	35% (67)	193
SB more political	6% (49)	14% (111)	3% (28)	3% (27)	31% (252)	43% (352)	818
SB less political	4% (13)	14% (45)	7% (22)	7% (24)	35% (115)	33% (109)	328
Typically host/attend SB party	7% (41)	17% (92)	4% (22)	4% (20)	30% (165)	39% (216)	556
Typically do not host/attend SB party	4% (60)	9% (151)	4% (67)	3% (43)	36% (589)	45% (733)	1644
Usually pays a lot/some attn to ads	6% (84)	14% (212)	4% (60)	3% (41)	33% (489)	41% (607)	1492
Usually pays not much/no attn to ads	2% (17)	4% (32)	4% (29)	3% (22)	38% (266)	48% (342)	708
Plan to pay a lot/some attn to ads	6% (82)	15% (207)	5% (64)	3% (45)	32% (428)	39% (532)	1359
Plan to pay not much/no attn to ads	2% (19)	4% (36)	3% (25)	2% (19)	39% (326)	50% (417)	841
Pro football fav sport	10% (62)	15% (89)	5% (28)	2% (13)	32% (189)	36% (215)	596
Fav NFL	7% (84)	15% (194)	4% (56)	3% (35)	32% (400)	39% (484)	1254
Unfav NFL	2% (8)	6% (31)	5% (22)	4% (21)	36% (175)	47% (225)	481
Fav Goodell	12% (59)	27% (135)	5% (26)	1% (7)	28% (138)	26% (131)	496
Unfav Goodell	4% (18)	10% (46)	8% (37)	7% (35)	36% (175)	36% (172)	483
Fav Chiefs	8% (77)	18% (176)	5% (53)	3% (30)	32% (322)	34% (343)	1001
Fav Buccaneers	8% (67)	20% (168)	5% (39)	2% (19)	31% (258)	33% (272)	822
Chiefs fan	6% (50)	14% (115)	6% (49)	3% (26)	33% (277)	38% (311)	828
Buccaneers fan	5% (29)	15% (91)	3% (20)	4% (23)	33% (198)	39% (233)	593
Frequent sports betters	20% (20)	18% (19)	9% (9)	4% (5)	17% (17)	32% (33)	103
Regular sports betters	17% (38)	20% (45)	8% (17)	5% (11)	19% (42)	31% (69)	223
Frequent NFL betters	17% (19)	18% (21)	9% (10)	6% (7)	25% (29)	26% (30)	117
Regular NFL betters	16% (38)	19% (45)	8% (19)	7% (18)	22% (52)	28% (68)	239
Definite SB betters	19% (25)	17% (23)	6% (7)	2% (3)	17% (23)	39% (51)	132
Probable SB betters	12% (42)	22% (76)	7% (23)	7% (24)	20% (68)	32% (109)	341
Believe betting is legal in their state	6% (39)	14% (95)	5% (34)	4% (24)	36% (236)	35% (233)	661
Believe betting is illegal in their state	6% (24)	12% (47)	7% (26)	4% (17)	32% (125)	38% (147)	387
Non-sports fans	1% (9)	7% (46)	3% (22)	2% (13)	33% (227)	53% (364)	681
Gen Z sports fans	4% (9)	5% (10)	5% (10)	10% (19)	29% (56)	47% (90)	194
Millennial sports fans	11% (46)	15% (63)	5% (21)	4% (18)	26% (110)	39% (165)	422

Continued on next page

**Table MCSP26\_13:** Do you have a favorable or unfavorable view of the following brands?

Vroom

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	5% (101)	11% (244)	4% (89)	3% (64)	34% (754)	43% (949)	2200
Gen X sports fans	6% (24)	13% (51)	3% (12)	1% (5)	37% (140)	39% (148)	381
Boomer sports fans	3% (13)	14% (67)	4% (19)	2% (9)	42% (195)	35% (164)	466
Sports fans 18-34	9% (39)	8% (36)	5% (24)	6% (27)	27% (118)	44% (194)	439
Sports fans 35-44	9% (23)	20% (51)	3% (8)	4% (9)	27% (69)	36% (92)	253
Sports fans 45-64	4% (22)	13% (70)	3% (18)	2% (10)	41% (219)	36% (191)	530
Sports fans 65+	2% (7)	13% (40)	6% (16)	1% (4)	41% (122)	36% (108)	297
Occasional sports betters	1% (3)	16% (31)	5% (11)	6% (12)	31% (62)	40% (78)	196
Non-sports betters	3% (60)	9% (167)	3% (61)	2% (40)	37% (650)	45% (803)	1781
In legal betting states	5% (41)	11% (86)	4% (31)	2% (15)	37% (299)	42% (342)	814
Outside legal betting states	4% (59)	11% (158)	4% (58)	4% (49)	33% (455)	44% (607)	1386
Sports fan In legal betting states 21+	7% (39)	13% (68)	5% (26)	2% (10)	36% (188)	37% (199)	530
Sports fan Outside legal betting states 21+	5% (49)	14% (125)	4% (37)	3% (27)	34% (307)	39% (347)	893
Likely SB viewer In legal betting states 21+	8% (39)	15% (68)	4% (19)	2% (7)	32% (149)	39% (182)	464
Likely SB viewer Outside legal betting states 21+	6% (49)	16% (124)	5% (41)	2% (17)	32% (256)	39% (310)	796

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



**Table MCSP26\_14:** Do you have a favorable or unfavorable view of the following brands?

*WeatherTech*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	18% (389)	25% (546)	3% (76)	3% (57)	24% (522)	28% (609)	2200
Gender: Male	17% (184)	30% (316)	4% (40)	3% (33)	22% (238)	24% (251)	1062
Gender: Female	18% (206)	20% (230)	3% (36)	2% (24)	25% (285)	31% (358)	1138
Age: 18-34	14% (93)	14% (90)	6% (38)	4% (29)	24% (156)	38% (250)	655
Age: 35-44	15% (53)	26% (95)	5% (16)	2% (7)	22% (80)	30% (106)	358
Age: 45-64	20% (152)	28% (207)	2% (17)	2% (13)	25% (186)	23% (176)	751
Age: 65+	21% (91)	35% (154)	1% (5)	2% (8)	23% (101)	18% (77)	436
GenZers: 1997-2012	13% (39)	12% (37)	6% (16)	3% (8)	23% (68)	43% (129)	299
Millennials: 1981-1996	15% (89)	20% (121)	6% (35)	4% (26)	22% (130)	33% (194)	595
GenXers: 1965-1980	20% (106)	25% (133)	2% (9)	2% (11)	25% (136)	27% (146)	542
Baby Boomers: 1946-1964	20% (139)	34% (232)	2% (14)	1% (9)	24% (167)	18% (123)	685
PID: Dem (no lean)	19% (168)	24% (213)	5% (45)	2% (21)	23% (206)	27% (245)	897
PID: Ind (no lean)	15% (103)	23% (153)	3% (17)	2% (12)	25% (166)	33% (224)	676
PID: Rep (no lean)	19% (119)	29% (180)	2% (14)	4% (24)	24% (149)	22% (141)	627
PID/Gender: Dem Men	18% (72)	27% (111)	6% (23)	3% (13)	21% (85)	26% (104)	407
PID/Gender: Dem Women	20% (96)	21% (102)	4% (22)	2% (8)	25% (121)	29% (140)	490
PID/Gender: Ind Men	16% (51)	28% (90)	4% (12)	2% (5)	25% (81)	27% (87)	327
PID/Gender: Ind Women	15% (51)	18% (63)	1% (5)	2% (7)	25% (86)	39% (137)	349
PID/Gender: Rep Men	19% (61)	35% (115)	2% (5)	5% (15)	22% (72)	18% (59)	327
PID/Gender: Rep Women	19% (58)	22% (65)	3% (9)	3% (9)	26% (78)	27% (81)	299
Ideo: Liberal (1-3)	16% (105)	22% (145)	5% (33)	3% (20)	24% (152)	29% (190)	645
Ideo: Moderate (4)	19% (120)	27% (166)	3% (20)	2% (14)	25% (154)	24% (147)	621
Ideo: Conservative (5-7)	21% (139)	31% (207)	2% (14)	3% (18)	21% (142)	23% (155)	675
Educ: < College	17% (261)	23% (353)	3% (43)	3% (40)	24% (370)	29% (445)	1512
Educ: Bachelors degree	17% (76)	28% (125)	6% (25)	3% (12)	23% (102)	24% (105)	444
Educ: Post-grad	22% (53)	28% (68)	3% (9)	2% (4)	21% (50)	24% (59)	244
Income: Under 50k	15% (181)	22% (269)	3% (38)	3% (37)	26% (309)	30% (365)	1198
Income: 50k-100k	19% (126)	29% (195)	3% (23)	2% (14)	23% (155)	25% (167)	680
Income: 100k+	25% (82)	26% (83)	5% (15)	2% (6)	18% (58)	24% (78)	322
Ethnicity: White	19% (319)	27% (463)	3% (57)	2% (39)	24% (411)	25% (432)	1722

Continued on next page

**Table MCSP26\_14:** Do you have a favorable or unfavorable view of the following brands?  
WeatherTech

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	18% (389)	25% (546)	3% (76)	3% (57)	24% (522)	28% (609)	2200
Ethnicity: Hispanic	19% (65)	21% (74)	6% (22)	5% (17)	21% (72)	29% (100)	349
Ethnicity: Black	18% (50)	15% (41)	3% (9)	2% (5)	23% (63)	39% (106)	274
Ethnicity: Other	10% (20)	21% (42)	4% (9)	7% (14)	23% (48)	35% (71)	204
All Christian	22% (211)	30% (288)	3% (29)	2% (19)	22% (217)	22% (211)	975
All Non-Christian	19% (24)	27% (35)	6% (7)	4% (4)	22% (28)	22% (29)	128
Atheist	10% (11)	22% (24)	6% (7)	7% (8)	18% (20)	37% (40)	110
Agnostic/Nothing in particular	13% (78)	20% (117)	3% (19)	2% (14)	28% (169)	34% (201)	598
Something Else	17% (65)	21% (82)	3% (14)	3% (12)	23% (89)	33% (129)	390
Religious Non-Protestant/Catholic	19% (29)	27% (41)	5% (7)	3% (4)	19% (29)	27% (41)	152
Evangelical	22% (125)	23% (134)	4% (22)	3% (17)	23% (134)	24% (138)	570
Non-Evangelical	19% (144)	30% (227)	3% (20)	2% (13)	22% (169)	25% (187)	761
Community: Urban	19% (117)	19% (114)	5% (27)	2% (14)	26% (155)	29% (173)	600
Community: Suburban	16% (162)	29% (299)	4% (39)	2% (25)	24% (245)	26% (267)	1037
Community: Rural	20% (111)	24% (133)	2% (10)	3% (18)	22% (122)	30% (169)	564
Employ: Private Sector	18% (118)	29% (183)	5% (34)	3% (21)	22% (141)	23% (145)	641
Employ: Government	19% (24)	23% (29)	6% (8)	5% (7)	21% (27)	27% (34)	128
Employ: Self-Employed	14% (22)	21% (32)	8% (12)	1% (1)	24% (37)	31% (48)	153
Employ: Homemaker	18% (30)	22% (36)	1% (2)	3% (6)	22% (37)	33% (55)	165
Employ: Student	15% (18)	10% (12)	1% (1)	4% (5)	20% (25)	50% (63)	124
Employ: Retired	21% (109)	36% (181)	1% (6)	1% (6)	22% (109)	19% (95)	506
Employ: Unemployed	12% (39)	16% (54)	4% (13)	2% (7)	29% (97)	37% (122)	332
Employ: Other	20% (30)	12% (18)	1% (1)	3% (5)	33% (49)	31% (47)	151
Military HH: Yes	22% (74)	32% (110)	2% (8)	2% (5)	20% (68)	22% (76)	341
Military HH: No	17% (316)	23% (436)	4% (68)	3% (52)	24% (454)	29% (534)	1859
RD/WT: Right Direction	19% (174)	22% (201)	6% (51)	3% (28)	23% (203)	27% (240)	897
RD/WT: Wrong Track	17% (215)	26% (345)	2% (25)	2% (30)	24% (319)	28% (369)	1303
Biden Job Approve	19% (243)	24% (307)	4% (56)	3% (38)	22% (288)	27% (350)	1282
Biden Job Disapprove	19% (129)	29% (205)	2% (11)	3% (20)	22% (157)	25% (176)	698

Continued on next page

**Table MCSP26\_14:** Do you have a favorable or unfavorable view of the following brands?

WeatherTech

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	18% (389)	25% (546)	3% (76)	3% (57)	24% (522)	28% (609)	2200
Biden Job Strongly Approve	23% (187)	21% (168)	5% (43)	3% (21)	22% (175)	26% (211)	804
Biden Job Somewhat Approve	12% (56)	29% (139)	3% (14)	4% (17)	24% (113)	29% (139)	478
Biden Job Somewhat Disapprove	13% (25)	35% (67)	1% (1)	2% (3)	18% (35)	31% (59)	191
Biden Job Strongly Disapprove	21% (104)	27% (139)	2% (10)	3% (16)	24% (122)	23% (117)	507
Favorable of Biden	19% (253)	24% (308)	4% (52)	3% (34)	23% (296)	28% (363)	1305
Unfavorable of Biden	17% (129)	29% (224)	2% (17)	3% (22)	24% (181)	25% (186)	759
Very Favorable of Biden	24% (189)	22% (168)	4% (29)	3% (22)	22% (175)	25% (197)	780
Somewhat Favorable of Biden	12% (64)	27% (140)	4% (22)	2% (12)	23% (121)	32% (166)	525
Somewhat Unfavorable of Biden	13% (25)	34% (66)	4% (7)	3% (5)	20% (38)	26% (51)	192
Very Unfavorable of Biden	18% (105)	28% (157)	2% (10)	3% (17)	25% (143)	24% (136)	567
#1 Issue: Economy	19% (165)	24% (205)	3% (29)	3% (23)	24% (206)	28% (241)	868
#1 Issue: Security	17% (46)	29% (77)	3% (9)	2% (7)	25% (67)	23% (62)	267
#1 Issue: Health Care	21% (83)	26% (104)	3% (11)	3% (10)	23% (91)	26% (104)	404
#1 Issue: Medicare / Social Security	15% (35)	29% (67)	3% (7)	2% (5)	29% (70)	22% (52)	236
#1 Issue: Women's Issues	13% (13)	19% (18)	2% (2)	2% (2)	15% (14)	48% (46)	96
#1 Issue: Education	11% (11)	20% (19)	2% (2)	4% (3)	29% (28)	34% (33)	96
#1 Issue: Energy	15% (13)	20% (16)	8% (7)	2% (2)	22% (18)	32% (26)	81
#1 Issue: Other	16% (24)	25% (39)	6% (9)	3% (5)	19% (29)	31% (47)	152
2020 Vote: Joe Biden	20% (208)	25% (259)	5% (49)	2% (26)	22% (234)	26% (273)	1049
2020 Vote: Donald Trump	19% (128)	31% (216)	2% (12)	2% (16)	24% (167)	22% (148)	686
2020 Vote: Other	10% (6)	18% (11)	6% (4)	8% (5)	26% (16)	32% (20)	62
2020 Vote: Didn't Vote	12% (48)	15% (60)	3% (11)	3% (10)	26% (106)	42% (167)	401
2018 House Vote: Democrat	20% (151)	26% (192)	4% (30)	2% (17)	23% (173)	24% (178)	741
2018 House Vote: Republican	19% (107)	33% (181)	3% (14)	2% (12)	23% (125)	21% (115)	554
2018 House Vote: Someone else	12% (7)	24% (13)	3% (2)	11% (6)	29% (15)	21% (11)	52
2016 Vote: Hillary Clinton	21% (146)	26% (182)	4% (26)	2% (14)	23% (162)	25% (179)	707
2016 Vote: Donald Trump	18% (116)	34% (211)	2% (15)	2% (12)	24% (152)	20% (123)	628
2016 Vote: Other	20% (23)	26% (30)	3% (3)	5% (5)	26% (29)	20% (23)	113
2016 Vote: Didn't Vote	14% (105)	16% (123)	4% (32)	3% (26)	24% (179)	38% (284)	749

Continued on next page

**Table MCSP26\_14:** Do you have a favorable or unfavorable view of the following brands?

WeatherTech

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	18% (389)	25% (546)	3% (76)	3% (57)	24% (522)	28% (609)	2200
Voted in 2014: Yes	21% (247)	30% (358)	3% (38)	2% (25)	23% (271)	21% (254)	1194
Voted in 2014: No	14% (143)	19% (188)	4% (38)	3% (32)	25% (251)	35% (355)	1006
4-Region: Northeast	20% (77)	28% (111)	3% (10)	3% (10)	25% (98)	22% (87)	394
4-Region: Midwest	20% (92)	25% (117)	2% (10)	1% (6)	25% (117)	26% (120)	462
4-Region: South	17% (138)	25% (205)	4% (37)	3% (22)	23% (194)	28% (229)	824
4-Region: West	16% (83)	22% (113)	4% (19)	4% (19)	22% (114)	33% (173)	520
Sports fan	19% (291)	27% (410)	4% (64)	2% (37)	23% (354)	24% (364)	1519
Avid sports fan	23% (109)	29% (139)	5% (22)	2% (12)	19% (92)	22% (104)	478
Casual sports fan	17% (182)	26% (271)	4% (42)	2% (25)	25% (262)	25% (260)	1041
Football fan	19% (281)	28% (403)	4% (60)	2% (35)	23% (327)	23% (338)	1444
Avid football fan	23% (141)	28% (170)	5% (32)	3% (21)	20% (123)	21% (129)	616
Casual football fan	17% (140)	28% (233)	3% (27)	2% (13)	25% (205)	25% (210)	828
NFL fan	19% (269)	28% (389)	4% (53)	3% (36)	23% (326)	23% (322)	1396
Avid NFL fan	22% (128)	27% (162)	5% (29)	3% (19)	21% (123)	22% (134)	595
Casual NFL fan	18% (141)	28% (227)	3% (24)	2% (17)	25% (203)	24% (188)	801
Watched SB last year	20% (226)	28% (329)	4% (47)	2% (26)	23% (269)	23% (260)	1157
Didn't watch SB last year	16% (163)	21% (217)	3% (29)	3% (31)	24% (254)	33% (349)	1043
OK brands get political	20% (153)	23% (182)	5% (37)	3% (24)	20% (160)	29% (228)	785
Not OK brands get political	18% (207)	28% (318)	3% (33)	3% (30)	23% (262)	24% (270)	1119
OK social justice	17% (219)	25% (319)	4% (50)	3% (44)	23% (293)	28% (367)	1292
Not OK social justice	21% (129)	30% (186)	4% (23)	1% (9)	21% (129)	22% (136)	612
Likely SB viewer	20% (266)	28% (379)	4% (54)	2% (26)	23% (305)	23% (312)	1344
Unlikely SB viewer	15% (112)	21% (155)	3% (19)	4% (29)	23% (166)	34% (251)	733
More likely to watch SB this year	21% (120)	28% (162)	6% (34)	3% (16)	19% (111)	23% (133)	577
Less likely to watch SB this year	17% (80)	23% (110)	2% (11)	3% (17)	22% (102)	32% (152)	472
Likely host/attend SB party	19% (78)	25% (102)	9% (36)	5% (19)	19% (77)	23% (94)	406
Unlikely host/attend SB party	18% (291)	26% (431)	2% (40)	2% (33)	24% (402)	28% (459)	1656
Watch SB for game	20% (171)	29% (250)	3% (24)	2% (18)	22% (187)	24% (209)	859
Watch SB for halftime	21% (48)	21% (48)	9% (20)	1% (2)	27% (62)	21% (47)	227

Continued on next page

**Table MCSP26\_14:** Do you have a favorable or unfavorable view of the following brands?

WeatherTech

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	18% (389)	25% (546)	3% (76)	3% (57)	24% (522)	28% (609)	2200
Watch SB for ads	20% (39)	34% (66)	3% (6)	2% (4)	20% (39)	20% (38)	193
SB more political	19% (158)	29% (235)	3% (25)	3% (21)	20% (166)	26% (212)	818
SB less political	20% (66)	28% (93)	5% (17)	7% (22)	18% (59)	22% (72)	328
Typically host/attend SB party	21% (114)	23% (131)	7% (38)	3% (18)	20% (112)	26% (144)	556
Typically do not host/attend SB party	17% (275)	25% (415)	2% (38)	2% (39)	25% (411)	28% (466)	1644
Usually pays a lot/some attn to ads	20% (298)	28% (418)	3% (50)	2% (36)	22% (323)	25% (366)	1492
Usually pays not much/no attn to ads	13% (92)	18% (128)	4% (25)	3% (21)	28% (199)	34% (243)	708
Plan to pay a lot/some attn to ads	20% (270)	28% (382)	4% (58)	3% (37)	21% (292)	24% (320)	1359
Plan to pay not much/no attn to ads	14% (119)	20% (164)	2% (18)	2% (20)	27% (230)	34% (289)	841
Pro football fav sport	22% (133)	28% (166)	4% (26)	2% (11)	20% (118)	24% (141)	596
Fav NFL	20% (250)	29% (358)	4% (47)	2% (25)	22% (277)	24% (297)	1254
Unfav NFL	20% (95)	25% (120)	4% (21)	5% (25)	22% (108)	23% (112)	481
Fav Goodell	26% (131)	35% (176)	4% (18)	1% (7)	19% (93)	15% (72)	496
Unfav Goodell	21% (100)	30% (145)	7% (33)	5% (26)	20% (98)	17% (83)	483
Fav Chiefs	22% (220)	32% (325)	3% (34)	2% (19)	22% (216)	19% (188)	1001
Fav Buccaneers	23% (193)	32% (260)	4% (30)	3% (22)	20% (167)	18% (150)	822
Chiefs fan	20% (167)	28% (235)	4% (32)	2% (21)	24% (201)	21% (173)	828
Buccaneers fan	20% (118)	28% (167)	5% (32)	2% (15)	20% (117)	24% (143)	593
Frequent sports betters	32% (33)	28% (28)	8% (8)	1% (1)	16% (17)	15% (16)	103
Regular sports betters	26% (59)	31% (68)	9% (21)	5% (11)	12% (27)	17% (37)	223
Frequent NFL betters	26% (31)	33% (38)	6% (7)	7% (8)	10% (12)	18% (21)	117
Regular NFL betters	23% (56)	30% (73)	10% (23)	5% (12)	14% (32)	18% (43)	239
Definite SB betters	30% (39)	25% (33)	5% (6)	4% (5)	16% (21)	22% (28)	132
Probable SB betters	23% (79)	29% (99)	8% (29)	5% (16)	14% (48)	21% (70)	341
Believe betting is legal in their state	21% (141)	28% (187)	5% (32)	4% (25)	21% (136)	21% (140)	661
Believe betting is illegal in their state	18% (68)	32% (123)	5% (18)	3% (10)	19% (74)	24% (92)	387
Non-sports fans	14% (98)	20% (136)	2% (12)	3% (20)	25% (169)	36% (246)	681
Gen Z sports fans	14% (28)	14% (27)	8% (16)	4% (8)	20% (39)	39% (76)	194
Millennial sports fans	18% (76)	22% (93)	8% (33)	4% (15)	21% (89)	27% (115)	422

Continued on next page

**Table MCSP26\_14:** Do you have a favorable or unfavorable view of the following brands?  
WeatherTech

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	18% (389)	25% (546)	3% (76)	3% (57)	24% (522)	28% (609)	2200
Gen X sports fans	21% (80)	27% (102)	2% (9)	2% (7)	24% (91)	25% (93)	381
Boomer sports fans	21% (98)	37% (170)	1% (5)	2% (7)	25% (117)	15% (68)	466
Sports fans 18-34	16% (72)	15% (67)	9% (37)	4% (18)	22% (98)	33% (147)	439
Sports fans 35-44	18% (46)	29% (73)	6% (14)	3% (7)	21% (52)	24% (60)	253
Sports fans 45-64	21% (110)	30% (159)	2% (11)	1% (7)	24% (130)	21% (113)	530
Sports fans 65+	21% (63)	37% (111)	1% (2)	2% (5)	25% (73)	15% (44)	297
Occasional sports betters	17% (33)	26% (52)	6% (12)	5% (10)	21% (41)	25% (48)	196
Non-sports betters	17% (298)	24% (426)	2% (44)	2% (36)	25% (453)	29% (524)	1781
In legal betting states	22% (178)	23% (186)	2% (20)	2% (19)	23% (183)	28% (228)	814
Outside legal betting states	15% (212)	26% (360)	4% (56)	3% (38)	24% (339)	27% (381)	1386
Sports fan In legal betting states 21+	26% (139)	25% (133)	3% (14)	2% (10)	22% (116)	22% (119)	530
Sports fan Outside legal betting states 21+	16% (142)	29% (262)	5% (41)	2% (22)	25% (220)	23% (206)	893
Likely SB viewer In legal betting states 21+	26% (122)	27% (126)	2% (10)	2% (8)	21% (98)	21% (99)	464
Likely SB viewer Outside legal betting states 21+	17% (132)	30% (241)	5% (37)	2% (15)	24% (190)	23% (182)	796

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

**Table MCSP27:** Which of the following best describes your opinion of professional football?

Demographic	Professional football is my favorite sport	I like professional football, but it is not my favorite sport	I don't like professional football	Total N
Adults	27% (596)	43% (955)	30% (649)	2200
Gender: Male	34% (357)	46% (484)	21% (221)	1062
Gender: Female	21% (238)	41% (472)	38% (428)	1138
Age: 18-34	24% (158)	47% (311)	28% (186)	655
Age: 35-44	33% (117)	38% (138)	29% (103)	358
Age: 45-64	31% (229)	40% (303)	29% (219)	751
Age: 65+	21% (91)	47% (204)	32% (141)	436
GenZers: 1997-2012	17% (51)	50% (151)	32% (97)	299
Millennials: 1981-1996	33% (198)	41% (244)	26% (153)	595
GenXers: 1965-1980	30% (165)	41% (220)	29% (158)	542
Baby Boomers: 1946-1964	24% (162)	44% (304)	32% (219)	685
PID: Dem (no lean)	31% (275)	46% (415)	23% (208)	897
PID: Ind (no lean)	22% (149)	43% (290)	35% (237)	676
PID: Rep (no lean)	27% (172)	40% (251)	33% (204)	627
PID/Gender: Dem Men	40% (164)	46% (188)	13% (54)	407
PID/Gender: Dem Women	23% (111)	46% (226)	31% (153)	490
PID/Gender: Ind Men	25% (83)	46% (151)	28% (93)	327
PID/Gender: Ind Women	19% (65)	40% (139)	41% (144)	349
PID/Gender: Rep Men	33% (110)	44% (144)	22% (73)	327
PID/Gender: Rep Women	21% (62)	35% (106)	44% (131)	299
Ideo: Liberal (1-3)	27% (177)	45% (288)	28% (180)	645
Ideo: Moderate (4)	31% (193)	44% (276)	24% (152)	621
Ideo: Conservative (5-7)	27% (180)	42% (286)	31% (209)	675
Educ: < College	26% (392)	42% (633)	32% (487)	1512
Educ: Bachelors degree	25% (113)	49% (219)	25% (111)	444
Educ: Post-grad	37% (90)	42% (102)	21% (51)	244
Income: Under 50k	25% (295)	42% (509)	33% (394)	1198
Income: 50k-100k	27% (185)	47% (317)	26% (178)	680
Income: 100k+	36% (116)	40% (130)	24% (77)	322
Ethnicity: White	27% (464)	42% (722)	31% (535)	1722
Ethnicity: Hispanic	21% (74)	54% (190)	24% (85)	349

Continued on next page

**Table MCSP27:** Which of the following best describes your opinion of professional football?

Demographic	Professional football is my favorite sport		I like professional football, but it is not my favorite sport		I don't like professional football		Total N
Adults	27%	(596)	43%	(955)	30%	(649)	2200
Ethnicity: Black	34%	(93)	47%	(128)	19%	(53)	274
Ethnicity: Other	19%	(38)	52%	(105)	30%	(60)	204
All Christian	27%	(266)	45%	(438)	28%	(271)	975
All Non-Christian	33%	(43)	47%	(60)	20%	(25)	128
Atheist	21%	(23)	45%	(49)	34%	(38)	110
Agnostic/Nothing in particular	24%	(143)	41%	(246)	35%	(208)	598
Something Else	31%	(121)	42%	(163)	27%	(106)	390
Religious Non-Protestant/Catholic	30%	(46)	46%	(69)	24%	(36)	152
Evangelical	28%	(157)	41%	(235)	31%	(177)	570
Non-Evangelical	29%	(224)	46%	(353)	24%	(184)	761
Community: Urban	35%	(207)	43%	(259)	22%	(133)	600
Community: Suburban	25%	(255)	47%	(484)	29%	(298)	1037
Community: Rural	24%	(133)	38%	(212)	39%	(218)	564
Employ: Private Sector	32%	(208)	45%	(288)	23%	(145)	641
Employ: Government	33%	(43)	36%	(47)	31%	(39)	128
Employ: Self-Employed	25%	(38)	47%	(72)	28%	(43)	153
Employ: Homemaker	30%	(49)	35%	(59)	35%	(58)	165
Employ: Student	14%	(18)	50%	(61)	36%	(45)	124
Employ: Retired	23%	(119)	45%	(228)	31%	(159)	506
Employ: Unemployed	26%	(88)	40%	(133)	33%	(111)	332
Employ: Other	23%	(34)	44%	(67)	33%	(50)	151
Military HH: Yes	26%	(90)	50%	(171)	24%	(80)	341
Military HH: No	27%	(506)	42%	(784)	31%	(569)	1859
RD/WT: Right Direction	32%	(288)	45%	(404)	23%	(205)	897
RD/WT: Wrong Track	24%	(307)	42%	(551)	34%	(445)	1303
Biden Job Approve	29%	(372)	46%	(590)	25%	(320)	1282
Biden Job Disapprove	24%	(170)	39%	(273)	37%	(255)	698

Continued on next page



**Table MCSP27:** Which of the following best describes your opinion of professional football?

Demographic	Professional football is my favorite sport		I like professional football, but it is not my favorite sport		I don't like professional football		Total N
Adults	27%	(596)	43%	(955)	30%	(649)	2200
Biden Job Strongly Approve	31%	(250)	42%	(342)	26%	(213)	804
Biden Job Somewhat Approve	26%	(122)	52%	(248)	22%	(107)	478
Biden Job Somewhat Disapprove	26%	(51)	44%	(84)	30%	(56)	191
Biden Job Strongly Disapprove	23%	(119)	37%	(190)	39%	(199)	507
Favorable of Biden	30%	(392)	46%	(594)	24%	(319)	1305
Unfavorable of Biden	24%	(179)	40%	(301)	37%	(279)	759
Very Favorable of Biden	33%	(259)	43%	(339)	23%	(182)	780
Somewhat Favorable of Biden	25%	(133)	49%	(255)	26%	(137)	525
Somewhat Unfavorable of Biden	27%	(51)	45%	(87)	28%	(54)	192
Very Unfavorable of Biden	23%	(128)	38%	(214)	40%	(225)	567
#1 Issue: Economy	30%	(259)	46%	(397)	24%	(212)	868
#1 Issue: Security	21%	(55)	40%	(105)	40%	(106)	267
#1 Issue: Health Care	27%	(111)	44%	(177)	29%	(116)	404
#1 Issue: Medicare / Social Security	24%	(57)	43%	(102)	33%	(77)	236
#1 Issue: Women's Issues	32%	(30)	34%	(33)	34%	(33)	96
#1 Issue: Education	22%	(22)	48%	(47)	29%	(28)	96
#1 Issue: Energy	30%	(24)	44%	(35)	26%	(21)	81
#1 Issue: Other	24%	(37)	39%	(60)	36%	(56)	152
2020 Vote: Joe Biden	31%	(327)	45%	(473)	24%	(249)	1049
2020 Vote: Donald Trump	23%	(160)	42%	(289)	35%	(237)	686
2020 Vote: Other	15%	(9)	46%	(28)	39%	(24)	62
2020 Vote: Didn't Vote	25%	(99)	41%	(165)	34%	(137)	401
2018 House Vote: Democrat	32%	(234)	46%	(341)	22%	(166)	741
2018 House Vote: Republican	26%	(144)	42%	(235)	31%	(174)	554
2018 House Vote: Someone else	18%	(9)	47%	(24)	36%	(19)	52
2016 Vote: Hillary Clinton	32%	(224)	45%	(322)	23%	(161)	707
2016 Vote: Donald Trump	26%	(163)	40%	(249)	34%	(216)	628
2016 Vote: Other	20%	(22)	56%	(63)	24%	(28)	113
2016 Vote: Didn't Vote	25%	(186)	43%	(319)	33%	(244)	749

Continued on next page

**Table MCSP27:** Which of the following best describes your opinion of professional football?

Demographic	Professional football is my favorite sport		I like professional football, but it is not my favorite sport		I don't like professional football		Total N
Adults	27%	(596)	43%	(955)	30%	(649)	2200
Voted in 2014: Yes	29%	(349)	44%	(524)	27%	(322)	1194
Voted in 2014: No	25%	(247)	43%	(432)	33%	(327)	1006
4-Region: Northeast	29%	(113)	48%	(188)	24%	(93)	394
4-Region: Midwest	28%	(130)	42%	(194)	30%	(138)	462
4-Region: South	25%	(203)	42%	(344)	34%	(277)	824
4-Region: West	29%	(150)	44%	(229)	27%	(141)	520
Sports fan	37%	(561)	53%	(812)	10%	(147)	1519
Avid sports fan	58%	(276)	39%	(187)	3%	(15)	478
Casual sports fan	27%	(284)	60%	(625)	13%	(132)	1041
Football fan	40%	(574)	55%	(799)	5%	(71)	1444
Avid football fan	63%	(386)	36%	(221)	2%	(10)	616
Casual football fan	23%	(188)	70%	(579)	7%	(61)	828
NFL fan	41%	(572)	56%	(777)	3%	(47)	1396
Avid NFL fan	69%	(408)	31%	(182)	1%	(6)	595
Casual NFL fan	21%	(164)	74%	(595)	5%	(41)	801
Watched SB last year	44%	(507)	49%	(568)	7%	(83)	1157
Didn't watch SB last year	8%	(89)	37%	(387)	54%	(567)	1043
OK brands get political	32%	(250)	44%	(349)	24%	(186)	785
Not OK brands get political	25%	(282)	45%	(499)	30%	(339)	1119
OK social justice	31%	(395)	46%	(589)	24%	(309)	1292
Not OK social justice	22%	(133)	42%	(259)	36%	(220)	612
Likely SB viewer	41%	(549)	53%	(705)	7%	(89)	1344
Unlikely SB viewer	4%	(30)	27%	(201)	69%	(503)	733
More likely to watch SB this year	47%	(269)	49%	(282)	4%	(25)	577
Less likely to watch SB this year	13%	(60)	38%	(179)	49%	(233)	472
Likely host/attend SB party	47%	(189)	44%	(177)	10%	(40)	406
Unlikely host/attend SB party	23%	(378)	44%	(731)	33%	(546)	1656
Watch SB for game	49%	(425)	49%	(419)	2%	(15)	859
Watch SB for halftime	28%	(63)	58%	(131)	15%	(33)	227
Watch SB for ads	27%	(51)	60%	(116)	13%	(26)	193

Continued on next page

**Table MCSP27:** Which of the following best describes your opinion of professional football?

Demographic	Professional football is my favorite sport		I like professional football, but it is not my favorite sport		I don't like professional football		Total N
Adults	27%	(596)	43%	(955)	30%	(649)	2200
SB more political	33%	(266)	44%	(361)	23%	(191)	818
SB less political	32%	(105)	49%	(159)	19%	(63)	328
Typically host/attend SB party	46%	(255)	47%	(259)	8%	(43)	556
Typically do not host/attend SB party	21%	(341)	42%	(696)	37%	(606)	1644
Usually pays a lot/some attn to ads	35%	(515)	50%	(749)	15%	(228)	1492
Usually pays not much/no attn to ads	11%	(80)	29%	(206)	60%	(421)	708
Plan to pay a lot/some attn to ads	37%	(497)	51%	(691)	13%	(170)	1359
Plan to pay not much/no attn to ads	12%	(98)	31%	(264)	57%	(479)	841
Pro football fav sport	100%	(596)	—	(0)	—	(0)	596
Fav NFL	43%	(538)	52%	(651)	5%	(65)	1254
Unfav NFL	9%	(43)	39%	(188)	52%	(250)	481
Fav Goodell	53%	(263)	44%	(219)	3%	(13)	496
Unfav Goodell	29%	(142)	52%	(252)	18%	(89)	483
Fav Chiefs	44%	(437)	51%	(506)	6%	(59)	1001
Fav Buccaneers	41%	(339)	51%	(421)	8%	(63)	822
Chiefs fan	43%	(352)	46%	(378)	12%	(98)	828
Buccaneers fan	32%	(189)	53%	(314)	15%	(89)	593
Frequent sports betters	66%	(68)	28%	(29)	5%	(6)	103
Regular sports betters	59%	(132)	36%	(80)	5%	(10)	223
Frequent NFL betters	65%	(76)	34%	(40)	1%	(1)	117
Regular NFL betters	63%	(150)	34%	(83)	3%	(7)	239
Definite SB betters	66%	(88)	31%	(42)	2%	(3)	132
Probable SB betters	53%	(182)	42%	(142)	5%	(17)	341
Believe betting is legal in their state	37%	(243)	47%	(307)	17%	(110)	661
Believe betting is illegal in their state	30%	(117)	45%	(175)	25%	(95)	387
Non-sports fans	5%	(35)	21%	(144)	74%	(502)	681
Gen Z sports fans	26%	(50)	64%	(125)	10%	(19)	194
Millennial sports fans	45%	(189)	47%	(198)	8%	(35)	422
Gen X sports fans	41%	(157)	50%	(192)	8%	(32)	381
Boomer sports fans	31%	(145)	56%	(263)	12%	(58)	466

Continued on next page

**Table MCSP27:** Which of the following best describes your opinion of professional football?

Demographic	Professional football is my favorite sport		I like professional football, but it is not my favorite sport		I don't like professional football		Total N
Adults	27%	(596)	43%	(955)	30%	(649)	2200
Sports fans 18-34	34%	(150)	56%	(248)	9%	(41)	439
Sports fans 35-44	46%	(115)	48%	(121)	6%	(16)	253
Sports fans 45-64	40%	(213)	50%	(263)	10%	(53)	530
Sports fans 65+	28%	(82)	60%	(179)	12%	(36)	297
Occasional sports betters	34%	(68)	55%	(108)	11%	(21)	196
Non-sports betters	22%	(396)	43%	(767)	35%	(618)	1781
In legal betting states	27%	(224)	43%	(346)	30%	(244)	814
Outside legal betting states	27%	(372)	44%	(609)	29%	(405)	1386
Sports fan In legal betting states 21+	40%	(211)	51%	(273)	9%	(46)	530
Sports fan Outside legal betting states 21+	36%	(326)	53%	(474)	10%	(93)	893
Likely SB viewer In legal betting states 21+	44%	(203)	50%	(231)	6%	(30)	464
Likely SB viewer Outside legal betting states 21+	41%	(324)	53%	(421)	6%	(51)	796

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

**Table MCSP28\_1:** Do you have a favorable or unfavorable opinion of the following?

NFL

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	25% (552)	32% (702)	11% (242)	11% (239)	18% (391)	3% (74)	2200
Gender: Male	30% (324)	33% (346)	12% (124)	12% (122)	11% (121)	2% (26)	1062
Gender: Female	20% (229)	31% (356)	10% (118)	10% (117)	24% (270)	4% (48)	1138
Age: 18-34	28% (187)	28% (186)	11% (71)	9% (57)	18% (121)	5% (34)	655
Age: 35-44	29% (103)	29% (105)	11% (38)	9% (32)	19% (67)	4% (13)	358
Age: 45-64	24% (180)	32% (240)	12% (93)	12% (90)	18% (133)	2% (15)	751
Age: 65+	19% (83)	39% (171)	9% (39)	14% (61)	16% (70)	3% (12)	436
GenZers: 1997-2012	28% (83)	25% (75)	11% (32)	9% (28)	22% (65)	5% (16)	299
Millennials: 1981-1996	30% (180)	30% (179)	10% (62)	8% (49)	16% (98)	4% (26)	595
GenXers: 1965-1980	24% (128)	33% (176)	13% (71)	10% (57)	19% (102)	2% (9)	542
Baby Boomers: 1946-1964	21% (143)	35% (238)	11% (73)	14% (95)	17% (114)	3% (21)	685
PID: Dem (no lean)	31% (275)	37% (333)	9% (78)	6% (50)	16% (140)	2% (20)	897
PID: Ind (no lean)	19% (126)	30% (203)	11% (77)	12% (81)	23% (157)	5% (31)	676
PID: Rep (no lean)	24% (150)	26% (166)	14% (87)	17% (107)	15% (94)	4% (22)	627
PID/Gender: Dem Men	40% (162)	37% (149)	9% (35)	5% (20)	9% (36)	1% (4)	407
PID/Gender: Dem Women	23% (114)	37% (183)	9% (43)	6% (30)	21% (104)	3% (16)	490
PID/Gender: Ind Men	22% (71)	32% (103)	12% (38)	16% (51)	16% (53)	3% (11)	327
PID/Gender: Ind Women	16% (55)	29% (100)	11% (38)	9% (30)	30% (104)	6% (21)	349
PID/Gender: Rep Men	28% (91)	28% (93)	15% (50)	16% (51)	10% (31)	3% (10)	327
PID/Gender: Rep Women	20% (59)	24% (73)	12% (37)	19% (57)	21% (62)	4% (12)	299
Ideo: Liberal (1-3)	28% (181)	33% (212)	14% (88)	7% (45)	17% (109)	2% (10)	645
Ideo: Moderate (4)	28% (176)	35% (216)	7% (44)	8% (47)	19% (116)	4% (22)	621
Ideo: Conservative (5-7)	20% (137)	31% (209)	15% (99)	20% (132)	12% (82)	2% (17)	675
Educ: < College	26% (390)	31% (466)	10% (150)	11% (160)	19% (286)	4% (60)	1512
Educ: Bachelors degree	22% (96)	34% (150)	13% (58)	13% (58)	16% (73)	2% (9)	444
Educ: Post-grad	27% (66)	35% (86)	14% (34)	9% (21)	13% (31)	2% (5)	244
Income: Under 50k	26% (309)	29% (353)	9% (114)	10% (122)	20% (245)	5% (55)	1198
Income: 50k-100k	25% (167)	34% (234)	12% (79)	11% (74)	16% (112)	2% (14)	680
Income: 100k+	23% (76)	36% (115)	15% (50)	13% (43)	11% (34)	1% (4)	322
Ethnicity: White	23% (395)	32% (554)	12% (210)	12% (205)	18% (307)	3% (51)	1722

Continued on next page

**Table MCSP28\_1:** Do you have a favorable or unfavorable opinion of the following?

NFL

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	25% (552)	32% (702)	11% (242)	11% (239)	18% (391)	3% (74)	2200
Ethnicity: Hispanic	29% (102)	33% (115)	10% (35)	9% (32)	16% (58)	2% (6)	349
Ethnicity: Black	36% (99)	30% (84)	7% (19)	6% (16)	15% (41)	6% (16)	274
Ethnicity: Other	28% (58)	32% (64)	7% (14)	9% (18)	21% (43)	4% (7)	204
All Christian	24% (233)	34% (328)	11% (112)	14% (136)	15% (144)	2% (23)	975
All Non-Christian	31% (40)	36% (46)	11% (14)	6% (8)	15% (19)	2% (2)	128
Atheist	20% (22)	33% (36)	14% (15)	11% (12)	19% (21)	4% (4)	110
Agnostic/Nothing in particular	23% (138)	31% (184)	10% (62)	6% (37)	25% (150)	4% (27)	598
Something Else	31% (119)	28% (109)	10% (39)	12% (46)	15% (58)	5% (18)	390
Religious Non-Protestant/Catholic	27% (41)	34% (52)	12% (18)	7% (10)	17% (26)	3% (4)	152
Evangelical	26% (149)	29% (165)	12% (66)	15% (84)	14% (81)	4% (24)	570
Non-Evangelical	26% (200)	35% (263)	11% (81)	12% (95)	14% (109)	2% (13)	761
Community: Urban	33% (199)	33% (198)	9% (52)	7% (42)	16% (95)	2% (13)	600
Community: Suburban	21% (222)	34% (357)	12% (123)	11% (114)	18% (182)	4% (39)	1037
Community: Rural	23% (130)	26% (146)	12% (67)	15% (84)	20% (114)	4% (22)	564
Employ: Private Sector	27% (176)	35% (221)	11% (72)	9% (58)	14% (92)	3% (21)	641
Employ: Government	16% (21)	38% (49)	21% (26)	11% (15)	9% (12)	4% (5)	128
Employ: Self-Employed	26% (39)	30% (46)	16% (24)	12% (18)	15% (23)	2% (4)	153
Employ: Homemaker	23% (38)	33% (55)	8% (13)	15% (25)	17% (28)	4% (6)	165
Employ: Student	28% (34)	25% (30)	12% (14)	6% (8)	24% (30)	6% (7)	124
Employ: Retired	22% (109)	36% (180)	9% (46)	14% (70)	17% (88)	3% (13)	506
Employ: Unemployed	27% (89)	25% (83)	10% (33)	9% (30)	27% (89)	3% (9)	332
Employ: Other	30% (45)	25% (37)	9% (14)	11% (16)	20% (30)	6% (9)	151
Military HH: Yes	23% (80)	36% (123)	11% (38)	13% (45)	13% (45)	3% (11)	341
Military HH: No	25% (472)	31% (579)	11% (204)	10% (195)	19% (346)	3% (63)	1859
RD/WT: Right Direction	31% (276)	35% (312)	9% (85)	5% (46)	17% (151)	3% (27)	897
RD/WT: Wrong Track	21% (276)	30% (390)	12% (157)	15% (193)	18% (240)	4% (47)	1303
Biden Job Approve	30% (381)	36% (461)	9% (116)	6% (76)	16% (208)	3% (41)	1282
Biden Job Disapprove	18% (123)	26% (179)	15% (104)	22% (153)	17% (115)	3% (24)	698

Continued on next page

**Table MCSP28\_1:** Do you have a favorable or unfavorable opinion of the following?

NFL

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	25% (552)	32% (702)	11% (242)	11% (239)	18% (391)	3% (74)	2200
Biden Job Strongly Approve	33% (265)	32% (255)	9% (72)	7% (53)	17% (136)	3% (24)	804
Biden Job Somewhat Approve	24% (115)	43% (206)	9% (44)	5% (23)	15% (72)	4% (17)	478
Biden Job Somewhat Disapprove	20% (39)	35% (66)	13% (25)	8% (16)	21% (41)	2% (4)	191
Biden Job Strongly Disapprove	17% (84)	22% (113)	16% (79)	27% (137)	15% (75)	4% (19)	507
Favorable of Biden	31% (402)	36% (471)	9% (111)	5% (70)	16% (212)	3% (39)	1305
Unfavorable of Biden	16% (125)	27% (206)	16% (123)	22% (164)	16% (120)	3% (22)	759
Very Favorable of Biden	36% (282)	33% (258)	8% (60)	6% (44)	15% (117)	2% (19)	780
Somewhat Favorable of Biden	23% (121)	41% (213)	10% (51)	5% (26)	18% (94)	4% (20)	525
Somewhat Unfavorable of Biden	17% (33)	37% (71)	16% (30)	10% (20)	19% (36)	1% (2)	192
Very Unfavorable of Biden	16% (92)	24% (135)	16% (94)	25% (144)	15% (84)	4% (20)	567
#1 Issue: Economy	26% (230)	33% (287)	12% (104)	11% (93)	15% (130)	3% (24)	868
#1 Issue: Security	15% (39)	26% (68)	17% (44)	24% (63)	18% (48)	2% (4)	267
#1 Issue: Health Care	27% (111)	33% (132)	9% (37)	7% (29)	20% (81)	4% (15)	404
#1 Issue: Medicare / Social Security	24% (57)	35% (82)	7% (17)	10% (23)	19% (45)	5% (13)	236
#1 Issue: Women's Issues	24% (23)	33% (31)	12% (12)	8% (7)	19% (18)	5% (4)	96
#1 Issue: Education	32% (31)	33% (32)	9% (9)	2% (2)	20% (19)	4% (4)	96
#1 Issue: Energy	28% (22)	35% (28)	10% (8)	5% (4)	18% (14)	5% (4)	81
#1 Issue: Other	26% (39)	27% (42)	8% (12)	12% (18)	23% (35)	4% (6)	152
2020 Vote: Joe Biden	29% (302)	37% (393)	10% (100)	6% (64)	16% (170)	2% (20)	1049
2020 Vote: Donald Trump	18% (127)	28% (195)	14% (97)	21% (147)	15% (100)	3% (20)	686
2020 Vote: Other	8% (5)	26% (16)	22% (14)	15% (10)	26% (16)	2% (1)	62
2020 Vote: Didn't Vote	30% (119)	24% (98)	8% (31)	5% (18)	26% (103)	8% (32)	401
2018 House Vote: Democrat	28% (210)	39% (286)	10% (77)	6% (48)	14% (104)	2% (16)	741
2018 House Vote: Republican	18% (99)	30% (167)	15% (84)	22% (122)	13% (70)	2% (12)	554
2018 House Vote: Someone else	10% (5)	24% (13)	15% (8)	22% (12)	27% (14)	1% (1)	52
2016 Vote: Hillary Clinton	27% (189)	40% (279)	10% (74)	6% (44)	15% (106)	2% (15)	707
2016 Vote: Donald Trump	20% (124)	28% (179)	14% (87)	22% (140)	13% (82)	3% (17)	628
2016 Vote: Other	21% (24)	34% (38)	15% (17)	9% (10)	20% (23)	1% (1)	113
2016 Vote: Didn't Vote	29% (214)	27% (205)	9% (65)	6% (45)	24% (180)	5% (40)	749

Continued on next page

**Table MCSP28\_1:** Do you have a favorable or unfavorable opinion of the following?

NFL

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	25% (552)	32% (702)	11% (242)	11% (239)	18% (391)	3% (74)	2200
Voted in 2014: Yes	23% (274)	35% (422)	12% (143)	14% (167)	14% (163)	2% (25)	1194
Voted in 2014: No	28% (279)	28% (280)	10% (99)	7% (72)	23% (227)	5% (49)	1006
4-Region: Northeast	28% (108)	35% (137)	10% (40)	9% (34)	16% (62)	3% (13)	394
4-Region: Midwest	25% (116)	29% (135)	12% (54)	13% (60)	18% (85)	3% (12)	462
4-Region: South	23% (187)	32% (268)	10% (85)	12% (102)	18% (151)	4% (32)	824
4-Region: West	27% (142)	31% (162)	12% (63)	8% (44)	18% (93)	3% (17)	520
Sports fan	34% (516)	38% (582)	11% (167)	7% (108)	8% (124)	1% (21)	1519
Avid sports fan	57% (272)	26% (126)	9% (43)	5% (22)	2% (10)	1% (4)	478
Casual sports fan	23% (244)	44% (456)	12% (125)	8% (86)	11% (114)	2% (17)	1041
Football fan	36% (526)	41% (590)	10% (146)	5% (74)	7% (94)	1% (14)	1444
Avid football fan	58% (358)	29% (179)	7% (45)	3% (18)	2% (13)	1% (4)	616
Casual football fan	20% (168)	50% (411)	12% (101)	7% (56)	10% (81)	1% (11)	828
NFL fan	38% (528)	42% (588)	10% (137)	4% (49)	6% (84)	1% (10)	1396
Avid NFL fan	61% (361)	29% (172)	6% (37)	2% (10)	2% (13)	1% (3)	595
Casual NFL fan	21% (167)	52% (416)	13% (100)	5% (39)	9% (72)	1% (7)	801
Watched SB last year	39% (447)	39% (451)	10% (114)	5% (58)	6% (74)	1% (13)	1157
Didn't watch SB last year	10% (105)	24% (251)	12% (128)	17% (182)	30% (317)	6% (61)	1043
OK brands get political	33% (259)	33% (257)	11% (86)	6% (47)	15% (115)	3% (21)	785
Not OK brands get political	21% (234)	34% (378)	13% (147)	15% (163)	15% (173)	2% (24)	1119
OK social justice	31% (407)	35% (447)	10% (131)	7% (89)	15% (194)	2% (24)	1292
Not OK social justice	14% (84)	30% (184)	16% (98)	20% (124)	17% (103)	3% (19)	612
Likely SB viewer	38% (512)	41% (553)	10% (129)	3% (45)	7% (88)	1% (17)	1344
Unlikely SB viewer	4% (33)	16% (120)	14% (100)	25% (184)	35% (257)	5% (40)	733
More likely to watch SB this year	47% (269)	39% (222)	7% (39)	3% (15)	5% (28)	1% (4)	577
Less likely to watch SB this year	8% (38)	24% (113)	17% (79)	25% (118)	21% (101)	5% (22)	472
Likely host/attend SB party	43% (176)	34% (140)	9% (37)	3% (13)	9% (37)	1% (3)	406
Unlikely host/attend SB party	21% (348)	32% (538)	12% (198)	13% (214)	19% (312)	3% (46)	1656
Watch SB for game	44% (376)	41% (356)	9% (76)	3% (25)	3% (23)	— (3)	859
Watch SB for halftime	33% (75)	37% (84)	10% (22)	3% (7)	14% (33)	2% (6)	227

Continued on next page



**Table MCSP28\_1:** Do you have a favorable or unfavorable opinion of the following?

NFL

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	25% (552)	32% (702)	11% (242)	11% (239)	18% (391)	3% (74)	2200
Watch SB for ads	26% (51)	45% (86)	12% (23)	5% (10)	11% (21)	1% (2)	193
SB more political	27% (222)	34% (275)	15% (122)	14% (116)	9% (77)	1% (7)	818
SB less political	36% (118)	38% (123)	8% (27)	7% (22)	10% (32)	1% (4)	328
Typically host/attend SB party	41% (229)	37% (207)	9% (48)	6% (31)	6% (33)	1% (8)	556
Typically do not host/attend SB party	20% (323)	30% (495)	12% (194)	13% (208)	22% (358)	4% (66)	1644
Usually pays a lot/some attn to ads	32% (481)	38% (563)	11% (171)	8% (114)	10% (145)	1% (19)	1492
Usually pays not much/no attn to ads	10% (71)	20% (139)	10% (71)	18% (125)	35% (246)	8% (55)	708
Plan to pay a lot/some attn to ads	35% (470)	39% (533)	10% (140)	5% (71)	10% (131)	1% (14)	1359
Plan to pay not much/no attn to ads	10% (82)	20% (169)	12% (102)	20% (168)	31% (260)	7% (60)	841
Pro football fav sport	58% (345)	32% (193)	5% (30)	2% (13)	2% (13)	— (2)	596
Fav NFL	44% (552)	56% (702)	— (0)	— (0)	— (0)	— (0)	1254
Unfav NFL	— (0)	— (0)	50% (242)	50% (239)	— (0)	— (0)	481
Fav Goodell	50% (249)	42% (208)	5% (27)	2% (11)	— (1)	— (1)	496
Unfav Goodell	22% (107)	33% (157)	20% (95)	23% (113)	2% (11)	— (0)	483
Fav Chiefs	40% (396)	45% (449)	8% (85)	6% (56)	1% (14)	— (2)	1001
Fav Buccaneers	39% (322)	44% (363)	9% (76)	5% (44)	2% (15)	— (2)	822
Chiefs fan	35% (291)	39% (320)	11% (88)	9% (72)	7% (55)	— (4)	828
Buccaneers fan	33% (194)	38% (224)	12% (73)	9% (53)	8% (46)	1% (3)	593
Frequent sports betters	46% (47)	37% (38)	10% (10)	6% (6)	1% (1)	— (0)	103
Regular sports betters	48% (108)	30% (67)	11% (25)	7% (16)	3% (7)	— (1)	223
Frequent NFL betters	55% (65)	31% (36)	10% (12)	3% (4)	1% (1)	— (0)	117
Regular NFL betters	51% (122)	31% (73)	10% (24)	6% (14)	2% (6)	— (1)	239
Definite SB betters	64% (84)	23% (30)	9% (12)	3% (4)	1% (1)	— (0)	132
Probable SB betters	51% (173)	31% (107)	11% (36)	4% (12)	3% (10)	1% (2)	341
Believe betting is legal in their state	33% (220)	35% (232)	13% (86)	7% (45)	10% (67)	1% (10)	661
Believe betting is illegal in their state	27% (104)	35% (135)	10% (39)	14% (54)	11% (44)	3% (11)	387
Non-sports fans	5% (36)	18% (119)	11% (75)	19% (131)	39% (267)	8% (53)	681
Gen Z sports fans	41% (80)	30% (59)	9% (17)	7% (14)	11% (22)	1% (3)	194
Millennial sports fans	39% (165)	33% (141)	10% (44)	5% (23)	10% (41)	2% (8)	422

Continued on next page

**Table MCSP28\_1:** Do you have a favorable or unfavorable opinion of the following?

NFL

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	25% (552)	32% (702)	11% (242)	11% (239)	18% (391)	3% (74)	2200
Gen X sports fans	32% (122)	40% (152)	13% (51)	6% (23)	8% (32)	— (2)	381
Boomer sports fans	29% (134)	43% (202)	11% (51)	10% (46)	5% (25)	2% (8)	466
Sports fans 18-34	39% (172)	33% (144)	10% (42)	6% (27)	10% (45)	2% (8)	439
Sports fans 35-44	39% (97)	34% (86)	12% (30)	5% (12)	9% (24)	1% (3)	253
Sports fans 45-64	33% (174)	39% (204)	12% (65)	8% (43)	7% (38)	1% (6)	530
Sports fans 65+	25% (73)	50% (147)	10% (30)	9% (26)	6% (17)	1% (3)	297
Occasional sports betters	38% (75)	34% (66)	12% (24)	10% (19)	6% (12)	— (1)	196
Non-sports betters	21% (370)	32% (569)	11% (194)	11% (204)	21% (371)	4% (73)	1781
In legal betting states	26% (213)	30% (246)	11% (92)	11% (86)	18% (147)	4% (30)	814
Outside legal betting states	24% (340)	33% (456)	11% (150)	11% (153)	18% (244)	3% (44)	1386
Sports fan In legal betting states 21+	35% (188)	37% (198)	12% (62)	6% (31)	8% (41)	2% (10)	530
Sports fan Outside legal betting states 21+	32% (285)	40% (355)	11% (98)	8% (72)	8% (71)	1% (10)	893
Likely SB viewer In legal betting states 21+	39% (182)	41% (190)	10% (46)	3% (12)	6% (27)	2% (8)	464
Likely SB viewer Outside legal betting states 21+	36% (289)	43% (340)	9% (75)	4% (31)	7% (53)	1% (8)	796

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

**Table MCSP28\_2:** Do you have a favorable or unfavorable opinion of the following?

Roger Goodell

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	5% (118)	17% (378)	12% (258)	10% (226)	27% (601)	28% (620)	2200
Gender: Male	8% (82)	22% (233)	17% (178)	15% (155)	23% (246)	16% (168)	1062
Gender: Female	3% (36)	13% (145)	7% (80)	6% (70)	31% (354)	40% (452)	1138
Age: 18-34	6% (37)	13% (82)	9% (61)	7% (43)	25% (162)	41% (271)	655
Age: 35-44	7% (27)	18% (64)	13% (47)	10% (37)	24% (85)	27% (97)	358
Age: 45-64	5% (38)	19% (141)	12% (87)	12% (93)	29% (219)	23% (173)	751
Age: 65+	4% (17)	21% (91)	14% (63)	12% (53)	31% (134)	18% (79)	436
GenZers: 1997-2012	3% (10)	10% (29)	10% (29)	5% (16)	23% (69)	49% (147)	299
Millennials: 1981-1996	8% (48)	16% (95)	11% (63)	9% (51)	25% (147)	32% (191)	595
GenXers: 1965-1980	5% (29)	18% (96)	12% (67)	13% (69)	30% (163)	22% (118)	542
Baby Boomers: 1946-1964	4% (27)	20% (138)	13% (86)	12% (85)	29% (200)	22% (148)	685
PID: Dem (no lean)	7% (66)	20% (180)	13% (118)	7% (66)	26% (232)	26% (236)	897
PID: Ind (no lean)	3% (22)	12% (80)	11% (74)	10% (69)	31% (210)	33% (220)	676
PID: Rep (no lean)	5% (30)	19% (118)	11% (66)	14% (90)	25% (159)	26% (164)	627
PID/Gender: Dem Men	11% (45)	25% (102)	20% (83)	10% (40)	21% (85)	13% (53)	407
PID/Gender: Dem Women	4% (21)	16% (79)	7% (35)	5% (26)	30% (147)	37% (183)	490
PID/Gender: Ind Men	5% (16)	15% (50)	15% (48)	16% (51)	31% (102)	18% (60)	327
PID/Gender: Ind Women	2% (6)	8% (30)	7% (26)	5% (18)	31% (108)	46% (161)	349
PID/Gender: Rep Men	6% (21)	25% (81)	14% (46)	20% (64)	18% (60)	17% (55)	327
PID/Gender: Rep Women	3% (9)	12% (37)	7% (20)	9% (26)	33% (99)	36% (108)	299
Ideo: Liberal (1-3)	8% (50)	17% (109)	15% (95)	8% (52)	27% (175)	25% (163)	645
Ideo: Moderate (4)	5% (33)	18% (112)	12% (74)	8% (50)	27% (168)	30% (183)	621
Ideo: Conservative (5-7)	4% (28)	19% (130)	12% (79)	17% (115)	24% (161)	24% (161)	675
Educ: < College	4% (64)	15% (233)	10% (152)	10% (148)	28% (423)	33% (493)	1512
Educ: Bachelors degree	6% (26)	20% (89)	17% (74)	12% (52)	27% (121)	18% (82)	444
Educ: Post-grad	12% (29)	23% (56)	13% (32)	10% (25)	23% (57)	19% (45)	244
Income: Under 50k	4% (47)	15% (176)	10% (122)	9% (110)	29% (343)	33% (400)	1198
Income: 50k-100k	6% (38)	20% (138)	13% (87)	10% (67)	27% (184)	24% (166)	680
Income: 100k+	10% (33)	20% (64)	15% (49)	15% (49)	23% (73)	17% (54)	322
Ethnicity: White	5% (91)	19% (319)	12% (210)	11% (183)	27% (472)	26% (448)	1722

Continued on next page

**Table MCSP28\_2:** Do you have a favorable or unfavorable opinion of the following?  
Roger Goodell

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	5% (118)	17% (378)	12% (258)	10% (226)	27% (601)	28% (620)	2200
Ethnicity: Hispanic	5% (18)	25% (88)	6% (21)	7% (24)	22% (79)	34% (119)	349
Ethnicity: Black	7% (20)	12% (33)	11% (31)	8% (23)	25% (69)	36% (98)	274
Ethnicity: Other	3% (7)	13% (27)	8% (17)	10% (20)	29% (60)	36% (74)	204
All Christian	6% (56)	20% (194)	13% (128)	12% (121)	26% (252)	23% (224)	975
All Non-Christian	13% (17)	25% (32)	18% (22)	3% (4)	22% (28)	19% (24)	128
Atheist	1% (1)	12% (13)	17% (18)	11% (12)	26% (29)	33% (36)	110
Agnostic/Nothing in particular	4% (25)	13% (79)	10% (60)	9% (54)	32% (189)	32% (191)	598
Something Else	5% (19)	15% (60)	7% (29)	9% (35)	26% (103)	37% (144)	390
Religious Non-Protestant/Catholic	12% (18)	23% (35)	15% (22)	5% (8)	23% (35)	22% (34)	152
Evangelical	6% (35)	18% (102)	10% (55)	9% (53)	28% (158)	29% (167)	570
Non-Evangelical	5% (39)	19% (147)	13% (102)	13% (98)	25% (187)	25% (189)	761
Community: Urban	10% (60)	18% (108)	12% (69)	7% (43)	27% (163)	26% (157)	600
Community: Suburban	3% (36)	20% (207)	12% (126)	10% (106)	26% (269)	28% (293)	1037
Community: Rural	4% (22)	11% (63)	11% (62)	14% (77)	30% (169)	30% (171)	564
Employ: Private Sector	8% (52)	21% (134)	14% (90)	12% (76)	25% (160)	20% (130)	641
Employ: Government	3% (4)	18% (23)	18% (24)	10% (13)	25% (32)	25% (32)	128
Employ: Self-Employed	9% (14)	14% (21)	15% (23)	12% (18)	26% (39)	25% (38)	153
Employ: Homemaker	5% (9)	15% (25)	9% (16)	9% (15)	27% (44)	34% (57)	165
Employ: Student	2% (2)	8% (10)	1% (2)	8% (10)	25% (31)	55% (69)	124
Employ: Retired	4% (20)	20% (102)	12% (61)	12% (59)	30% (154)	22% (110)	506
Employ: Unemployed	4% (13)	13% (42)	11% (37)	8% (27)	27% (89)	37% (124)	332
Employ: Other	3% (4)	14% (21)	4% (7)	6% (9)	33% (50)	39% (59)	151
Military HH: Yes	7% (25)	17% (57)	13% (45)	13% (44)	29% (100)	21% (70)	341
Military HH: No	5% (93)	17% (321)	11% (213)	10% (182)	27% (501)	30% (549)	1859
RD/WT: Right Direction	8% (68)	21% (185)	15% (130)	5% (48)	25% (222)	27% (243)	897
RD/WT: Wrong Track	4% (50)	15% (194)	10% (127)	14% (178)	29% (378)	29% (376)	1303
Biden Job Approve	6% (74)	21% (265)	12% (160)	7% (92)	27% (343)	27% (348)	1282
Biden Job Disapprove	5% (34)	13% (88)	12% (87)	19% (129)	27% (186)	25% (175)	698

Continued on next page

**Table MCSP28\_2:** Do you have a favorable or unfavorable opinion of the following?

Roger Goodell

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	5% (118)	17% (378)	12% (258)	10% (226)	27% (601)	28% (620)	2200
Biden Job Strongly Approve	8% (67)	19% (152)	13% (101)	7% (57)	27% (220)	26% (208)	804
Biden Job Somewhat Approve	2% (7)	24% (113)	12% (59)	7% (34)	26% (124)	29% (141)	478
Biden Job Somewhat Disapprove	3% (6)	17% (32)	17% (32)	10% (18)	28% (53)	26% (50)	191
Biden Job Strongly Disapprove	5% (28)	11% (56)	11% (55)	22% (111)	26% (132)	25% (125)	507
Favorable of Biden	7% (88)	20% (268)	12% (158)	7% (88)	26% (343)	28% (360)	1305
Unfavorable of Biden	3% (25)	13% (99)	13% (96)	18% (135)	26% (201)	27% (203)	759
Very Favorable of Biden	10% (77)	19% (149)	13% (98)	8% (60)	26% (206)	24% (190)	780
Somewhat Favorable of Biden	2% (11)	23% (118)	11% (60)	5% (29)	26% (137)	32% (170)	525
Somewhat Unfavorable of Biden	3% (5)	18% (35)	18% (34)	8% (15)	23% (44)	31% (59)	192
Very Unfavorable of Biden	3% (20)	11% (65)	11% (62)	21% (119)	28% (157)	25% (144)	567
#1 Issue: Economy	7% (56)	16% (143)	12% (104)	13% (111)	25% (215)	28% (239)	868
#1 Issue: Security	4% (12)	13% (36)	11% (30)	14% (39)	25% (68)	31% (83)	267
#1 Issue: Health Care	6% (23)	22% (88)	11% (44)	6% (23)	32% (129)	24% (96)	404
#1 Issue: Medicare / Social Security	3% (7)	23% (55)	11% (25)	8% (20)	30% (71)	24% (58)	236
#1 Issue: Women's Issues	6% (6)	11% (11)	5% (4)	7% (7)	33% (32)	38% (36)	96
#1 Issue: Education	4% (4)	9% (9)	21% (20)	10% (10)	17% (16)	40% (38)	96
#1 Issue: Energy	7% (6)	22% (18)	13% (10)	3% (2)	28% (22)	28% (23)	81
#1 Issue: Other	2% (4)	14% (21)	13% (19)	9% (14)	31% (47)	31% (47)	152
2020 Vote: Joe Biden	7% (76)	20% (208)	15% (155)	7% (78)	27% (285)	23% (246)	1049
2020 Vote: Donald Trump	4% (26)	15% (106)	11% (77)	19% (131)	27% (185)	24% (162)	686
2020 Vote: Other	3% (2)	9% (5)	11% (7)	9% (6)	28% (17)	41% (25)	62
2020 Vote: Didn't Vote	4% (14)	15% (60)	5% (19)	3% (11)	28% (112)	46% (186)	401
2018 House Vote: Democrat	8% (60)	20% (148)	16% (117)	9% (68)	27% (202)	20% (146)	741
2018 House Vote: Republican	4% (21)	17% (94)	13% (69)	20% (113)	26% (145)	20% (111)	554
2018 House Vote: Someone else	2% (1)	10% (5)	6% (3)	17% (9)	27% (14)	38% (20)	52
2016 Vote: Hillary Clinton	8% (60)	19% (137)	15% (104)	8% (53)	29% (204)	21% (150)	707
2016 Vote: Donald Trump	4% (24)	18% (115)	11% (67)	20% (126)	26% (160)	22% (136)	628
2016 Vote: Other	1% (1)	14% (16)	17% (20)	8% (9)	36% (41)	24% (27)	113
2016 Vote: Didn't Vote	4% (33)	15% (111)	9% (66)	5% (38)	26% (195)	41% (306)	749

Continued on next page

**Table MCSP28\_2:** Do you have a favorable or unfavorable opinion of the following?  
Roger Goodell

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	5% (118)	17% (378)	12% (258)	10% (226)	27% (601)	28% (620)	2200
Voted in 2014: Yes	6% (71)	19% (233)	14% (165)	14% (170)	26% (316)	20% (240)	1194
Voted in 2014: No	5% (47)	14% (145)	9% (93)	6% (56)	28% (285)	38% (380)	1006
4-Region: Northeast	6% (24)	18% (70)	12% (46)	14% (56)	27% (106)	23% (92)	394
4-Region: Midwest	5% (25)	12% (57)	13% (62)	11% (51)	32% (150)	25% (117)	462
4-Region: South	4% (32)	18% (148)	11% (88)	9% (71)	27% (221)	32% (264)	824
4-Region: West	7% (37)	20% (103)	12% (61)	9% (47)	24% (124)	28% (147)	520
Sports fan	7% (111)	23% (347)	15% (235)	12% (176)	25% (377)	18% (273)	1519
Avid sports fan	16% (77)	30% (142)	19% (89)	13% (63)	15% (74)	7% (33)	478
Casual sports fan	3% (34)	20% (205)	14% (146)	11% (113)	29% (303)	23% (240)	1041
Football fan	8% (112)	23% (330)	16% (232)	11% (161)	25% (357)	17% (252)	1444
Avid football fan	14% (84)	30% (187)	20% (123)	13% (81)	15% (90)	8% (52)	616
Casual football fan	3% (28)	17% (143)	13% (109)	10% (80)	32% (266)	24% (200)	828
NFL fan	8% (113)	24% (339)	16% (225)	11% (148)	25% (344)	16% (227)	1396
Avid NFL fan	14% (81)	32% (188)	19% (114)	12% (72)	15% (91)	8% (50)	595
Casual NFL fan	4% (31)	19% (152)	14% (112)	9% (76)	32% (253)	22% (177)	801
Watched SB last year	8% (97)	24% (275)	18% (205)	12% (136)	23% (263)	16% (182)	1157
Didn't watch SB last year	2% (21)	10% (104)	5% (53)	9% (90)	32% (338)	42% (437)	1043
OK brands get political	9% (71)	20% (161)	14% (113)	7% (58)	22% (175)	26% (207)	785
Not OK brands get political	4% (39)	16% (183)	11% (128)	14% (155)	30% (333)	25% (280)	1119
OK social justice	8% (99)	21% (268)	13% (167)	7% (95)	25% (325)	26% (339)	1292
Not OK social justice	3% (16)	13% (79)	12% (74)	19% (119)	27% (165)	26% (159)	612
Likely SB viewer	9% (116)	25% (337)	16% (221)	9% (121)	23% (315)	17% (233)	1344
Unlikely SB viewer	— (2)	5% (34)	4% (32)	13% (95)	33% (242)	45% (328)	733
More likely to watch SB this year	14% (82)	28% (163)	15% (85)	6% (35)	19% (110)	18% (101)	577
Less likely to watch SB this year	1% (6)	9% (41)	8% (39)	16% (77)	28% (133)	37% (177)	472
Likely host/attend SB party	15% (59)	26% (107)	14% (56)	8% (34)	22% (87)	15% (62)	406
Unlikely host/attend SB party	3% (56)	16% (264)	12% (191)	11% (187)	28% (471)	29% (487)	1656
Watch SB for game	10% (85)	27% (233)	18% (155)	11% (96)	21% (183)	12% (107)	859
Watch SB for halftime	7% (16)	17% (37)	13% (30)	3% (8)	29% (66)	31% (69)	227

Continued on next page

**Table MCSP28\_2:** Do you have a favorable or unfavorable opinion of the following?

Roger Goodell

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	5% (118)	17% (378)	12% (258)	10% (226)	27% (601)	28% (620)	2200
Watch SB for ads	7% (14)	28% (54)	13% (25)	9% (17)	26% (51)	17% (32)	193
SB more political	7% (60)	19% (155)	13% (106)	14% (112)	23% (192)	24% (193)	818
SB less political	8% (25)	22% (71)	18% (58)	12% (40)	22% (71)	19% (63)	328
Typically host/attend SB party	11% (62)	23% (126)	17% (97)	11% (60)	22% (123)	16% (88)	556
Typically do not host/attend SB party	3% (56)	15% (252)	10% (161)	10% (165)	29% (477)	32% (531)	1644
Usually pays a lot/some attn to ads	7% (111)	22% (333)	14% (207)	10% (152)	25% (367)	22% (322)	1492
Usually pays not much/no attn to ads	1% (7)	6% (45)	7% (50)	10% (74)	33% (234)	42% (298)	708
Plan to pay a lot/some attn to ads	8% (110)	23% (319)	15% (200)	9% (124)	24% (327)	20% (278)	1359
Plan to pay not much/no attn to ads	1% (8)	7% (59)	7% (57)	12% (101)	33% (274)	41% (342)	841
Pro football fav sport	14% (82)	30% (182)	15% (89)	9% (53)	18% (110)	13% (80)	596
Fav NFL	9% (112)	27% (345)	14% (180)	7% (84)	23% (294)	19% (240)	1254
Unfav NFL	1% (6)	7% (32)	15% (73)	28% (135)	23% (109)	26% (126)	481
Fav Goodell	24% (118)	76% (378)	— (0)	— (0)	— (0)	— (0)	496
Unfav Goodell	— (0)	— (0)	53% (258)	47% (226)	— (0)	— (0)	483
Fav Chiefs	10% (102)	32% (320)	18% (181)	10% (103)	18% (177)	12% (118)	1001
Fav Buccaneers	13% (104)	34% (281)	16% (132)	9% (75)	16% (130)	12% (100)	822
Chiefs fan	8% (65)	24% (200)	15% (128)	13% (112)	23% (191)	16% (133)	828
Buccaneers fan	8% (46)	23% (133)	16% (97)	10% (57)	23% (134)	21% (125)	593
Frequent sports betters	23% (24)	35% (37)	13% (13)	13% (13)	7% (7)	9% (9)	103
Regular sports betters	22% (48)	29% (65)	13% (28)	14% (32)	12% (26)	11% (24)	223
Frequent NFL betters	19% (22)	35% (41)	12% (13)	20% (23)	12% (14)	3% (3)	117
Regular NFL betters	21% (50)	28% (68)	17% (41)	14% (33)	14% (33)	6% (15)	239
Definite SB betters	28% (37)	27% (36)	15% (20)	18% (23)	7% (10)	5% (6)	132
Probable SB betters	18% (61)	28% (95)	17% (57)	13% (45)	14% (49)	10% (34)	341
Believe betting is legal in their state	10% (69)	22% (144)	14% (94)	12% (80)	24% (156)	18% (118)	661
Believe betting is illegal in their state	7% (26)	21% (82)	17% (66)	13% (52)	22% (86)	19% (75)	387
Non-sports fans	1% (7)	5% (31)	3% (22)	7% (50)	33% (224)	51% (347)	681
Gen Z sports fans	5% (10)	11% (22)	15% (28)	8% (16)	28% (55)	33% (64)	194
Millennial sports fans	11% (45)	22% (93)	14% (57)	11% (45)	22% (94)	20% (86)	422

Continued on next page

**Table MCSP28\_2:** Do you have a favorable or unfavorable opinion of the following?  
Roger Goodell

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	5% (118)	17% (378)	12% (258)	10% (226)	27% (601)	28% (620)	2200
Gen X sports fans	7% (28)	23% (88)	16% (60)	14% (53)	25% (96)	15% (55)	381
Boomer sports fans	6% (26)	27% (128)	17% (77)	13% (60)	25% (115)	13% (60)	466
Sports fans 18-34	8% (34)	17% (73)	13% (56)	9% (38)	26% (113)	28% (124)	439
Sports fans 35-44	11% (27)	25% (62)	17% (42)	13% (32)	21% (53)	15% (37)	253
Sports fans 45-64	7% (36)	25% (130)	15% (81)	14% (72)	24% (128)	16% (82)	530
Sports fans 65+	5% (14)	28% (82)	19% (56)	11% (34)	28% (82)	10% (29)	297
Occasional sports betters	9% (18)	24% (47)	18% (36)	16% (32)	20% (39)	13% (26)	196
Non-sports betters	3% (52)	15% (267)	11% (194)	9% (162)	30% (536)	32% (570)	1781
In legal betting states	7% (57)	14% (113)	11% (90)	12% (96)	32% (260)	24% (198)	814
Outside legal betting states	4% (60)	19% (266)	12% (168)	9% (130)	25% (341)	30% (421)	1386
Sports fan In legal betting states 21+	11% (57)	19% (102)	16% (85)	12% (64)	29% (153)	13% (69)	530
Sports fan Outside legal betting states 21+	6% (52)	26% (231)	16% (139)	11% (101)	22% (197)	19% (173)	893
Likely SB viewer In legal betting states 21+	12% (57)	21% (97)	17% (78)	10% (47)	28% (130)	12% (54)	464
Likely SB viewer Outside legal betting states 21+	7% (56)	29% (228)	17% (137)	8% (65)	21% (167)	18% (144)	796

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



**Table MCSP28\_3:** Do you have a favorable or unfavorable opinion of the following?  
Kansas City Chiefs

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	18% (397)	27% (604)	6% (137)	6% (123)	32% (713)	10% (226)	2200
Gender: Male	24% (258)	35% (366)	6% (69)	6% (67)	21% (223)	7% (79)	1062
Gender: Female	12% (139)	21% (238)	6% (68)	5% (56)	43% (489)	13% (147)	1138
Age: 18-34	13% (82)	20% (130)	9% (61)	5% (36)	34% (223)	19% (124)	655
Age: 35-44	22% (77)	27% (96)	7% (24)	4% (16)	32% (113)	9% (32)	358
Age: 45-64	19% (145)	30% (223)	5% (41)	6% (47)	34% (253)	5% (41)	751
Age: 65+	21% (93)	36% (155)	3% (11)	5% (24)	28% (124)	7% (29)	436
GenZers: 1997-2012	8% (24)	18% (54)	7% (20)	6% (18)	34% (102)	27% (82)	299
Millennials: 1981-1996	19% (116)	24% (141)	10% (59)	5% (28)	31% (184)	11% (67)	595
GenXers: 1965-1980	19% (104)	28% (153)	6% (31)	7% (37)	35% (187)	5% (30)	542
Baby Boomers: 1946-1964	20% (140)	32% (219)	4% (24)	5% (35)	32% (222)	7% (45)	685
PID: Dem (no lean)	20% (175)	30% (272)	6% (51)	4% (37)	31% (277)	9% (84)	897
PID: Ind (no lean)	12% (83)	23% (157)	6% (43)	6% (43)	39% (262)	13% (89)	676
PID: Rep (no lean)	22% (139)	28% (175)	7% (43)	7% (43)	28% (174)	8% (53)	627
PID/Gender: Dem Men	27% (110)	39% (160)	6% (22)	6% (22)	16% (63)	7% (29)	407
PID/Gender: Dem Women	13% (65)	23% (112)	6% (29)	3% (15)	44% (214)	11% (55)	490
PID/Gender: Ind Men	14% (47)	32% (105)	6% (20)	7% (24)	31% (101)	9% (29)	327
PID/Gender: Ind Women	10% (35)	15% (51)	7% (23)	5% (18)	46% (161)	17% (60)	349
PID/Gender: Rep Men	31% (101)	31% (101)	8% (26)	6% (20)	18% (59)	6% (21)	327
PID/Gender: Rep Women	13% (39)	25% (74)	5% (16)	8% (23)	39% (115)	11% (32)	299
Ideo: Liberal (1-3)	19% (122)	27% (174)	8% (51)	6% (36)	32% (204)	9% (58)	645
Ideo: Moderate (4)	19% (117)	29% (181)	5% (33)	3% (22)	33% (206)	10% (63)	621
Ideo: Conservative (5-7)	21% (140)	32% (214)	6% (39)	8% (51)	28% (188)	6% (42)	675
Educ: < College	16% (237)	25% (379)	6% (86)	6% (95)	35% (530)	12% (185)	1512
Educ: Bachelors degree	21% (91)	32% (143)	8% (35)	5% (21)	29% (127)	6% (25)	444
Educ: Post-grad	28% (69)	34% (82)	6% (16)	3% (6)	23% (55)	7% (16)	244
Income: Under 50k	16% (193)	25% (294)	5% (66)	7% (80)	34% (413)	13% (153)	1198
Income: 50k-100k	20% (134)	29% (198)	7% (50)	4% (24)	33% (222)	8% (52)	680
Income: 100k+	22% (70)	35% (112)	7% (21)	6% (19)	24% (79)	7% (21)	322
Ethnicity: White	19% (322)	28% (481)	7% (115)	6% (98)	33% (568)	8% (137)	1722

Continued on next page

**Table MCSP28\_3:** Do you have a favorable or unfavorable opinion of the following?  
Kansas City Chiefs

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	18% (397)	27% (604)	6% (137)	6% (123)	32% (713)	10% (226)	2200
Ethnicity: Hispanic	16% (57)	25% (88)	6% (21)	2% (7)	35% (121)	16% (55)	349
Ethnicity: Black	18% (48)	26% (71)	4% (12)	6% (16)	30% (84)	16% (44)	274
Ethnicity: Other	13% (27)	25% (52)	5% (10)	5% (9)	30% (61)	22% (45)	204
All Christian	20% (197)	32% (309)	6% (59)	6% (58)	29% (284)	7% (68)	975
All Non-Christian	25% (32)	28% (36)	8% (11)	7% (9)	19% (24)	13% (16)	128
Atheist	11% (12)	27% (30)	11% (12)	5% (6)	39% (43)	7% (8)	110
Agnostic/Nothing in particular	15% (90)	21% (128)	6% (38)	4% (22)	39% (235)	14% (84)	598
Something Else	17% (67)	26% (101)	4% (17)	7% (28)	33% (127)	13% (51)	390
Religious Non-Protestant/Catholic	23% (35)	25% (38)	7% (11)	8% (13)	23% (35)	14% (21)	152
Evangelical	18% (102)	31% (174)	5% (27)	7% (41)	31% (177)	8% (48)	570
Non-Evangelical	21% (158)	31% (233)	6% (46)	5% (41)	29% (219)	8% (64)	761
Community: Urban	21% (123)	28% (168)	5% (29)	5% (29)	33% (195)	9% (56)	600
Community: Suburban	16% (165)	30% (312)	7% (69)	6% (58)	31% (324)	10% (108)	1037
Community: Rural	19% (109)	22% (124)	7% (39)	6% (36)	34% (194)	11% (63)	564
Employ: Private Sector	22% (140)	29% (188)	9% (55)	6% (36)	30% (190)	5% (31)	641
Employ: Government	17% (21)	35% (45)	13% (16)	3% (3)	26% (34)	7% (9)	128
Employ: Self-Employed	19% (29)	33% (51)	6% (9)	6% (9)	27% (41)	9% (14)	153
Employ: Homemaker	14% (24)	21% (35)	4% (7)	7% (12)	43% (71)	10% (16)	165
Employ: Student	7% (9)	8% (10)	7% (9)	3% (4)	44% (55)	30% (38)	124
Employ: Retired	21% (105)	34% (170)	3% (16)	6% (30)	30% (153)	6% (32)	506
Employ: Unemployed	13% (44)	23% (77)	6% (19)	6% (20)	33% (110)	19% (62)	332
Employ: Other	16% (24)	19% (28)	4% (6)	6% (10)	39% (59)	16% (24)	151
Military HH: Yes	20% (67)	33% (113)	6% (21)	8% (29)	27% (93)	6% (19)	341
Military HH: No	18% (330)	26% (492)	6% (116)	5% (94)	33% (620)	11% (207)	1859
RD/WT: Right Direction	20% (178)	30% (272)	6% (56)	5% (42)	29% (259)	10% (90)	897
RD/WT: Wrong Track	17% (219)	25% (332)	6% (81)	6% (81)	35% (454)	10% (136)	1303
Biden Job Approve	19% (244)	29% (375)	6% (83)	4% (56)	31% (396)	10% (128)	1282
Biden Job Disapprove	17% (119)	27% (191)	7% (47)	9% (61)	31% (215)	9% (65)	698

Continued on next page

**Table MCSP28\_3:** Do you have a favorable or unfavorable opinion of the following?  
Kansas City Chiefs

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	18% (397)	27% (604)	6% (137)	6% (123)	32% (713)	10% (226)	2200
Biden Job Strongly Approve	21% (167)	26% (211)	7% (52)	4% (34)	32% (256)	11% (85)	804
Biden Job Somewhat Approve	16% (78)	34% (165)	6% (31)	5% (22)	29% (141)	9% (43)	478
Biden Job Somewhat Disapprove	19% (36)	28% (54)	6% (12)	6% (12)	33% (64)	7% (13)	191
Biden Job Strongly Disapprove	16% (83)	27% (137)	7% (35)	10% (49)	30% (151)	10% (52)	507
Favorable of Biden	20% (259)	29% (375)	6% (84)	4% (53)	31% (399)	10% (135)	1305
Unfavorable of Biden	17% (129)	28% (212)	7% (50)	8% (62)	32% (241)	9% (66)	759
Very Favorable of Biden	23% (181)	25% (198)	6% (49)	5% (37)	31% (241)	10% (74)	780
Somewhat Favorable of Biden	15% (78)	34% (176)	7% (35)	3% (16)	30% (159)	12% (61)	525
Somewhat Unfavorable of Biden	18% (35)	30% (58)	5% (9)	4% (8)	35% (68)	7% (14)	192
Very Unfavorable of Biden	17% (94)	27% (154)	7% (40)	9% (53)	31% (174)	9% (52)	567
#1 Issue: Economy	20% (170)	27% (235)	7% (62)	6% (50)	31% (271)	9% (80)	868
#1 Issue: Security	15% (41)	25% (67)	6% (16)	12% (32)	29% (77)	13% (34)	267
#1 Issue: Health Care	19% (77)	29% (117)	5% (22)	3% (10)	35% (142)	9% (35)	404
#1 Issue: Medicare / Social Security	17% (39)	35% (82)	6% (14)	7% (17)	27% (63)	9% (21)	236
#1 Issue: Women's Issues	12% (12)	22% (21)	4% (4)	3% (3)	42% (40)	17% (16)	96
#1 Issue: Education	19% (18)	21% (20)	7% (6)	4% (4)	33% (32)	17% (16)	96
#1 Issue: Energy	22% (18)	30% (24)	9% (7)	2% (2)	27% (22)	10% (8)	81
#1 Issue: Other	14% (22)	25% (39)	3% (5)	3% (5)	44% (67)	10% (15)	152
2020 Vote: Joe Biden	20% (207)	30% (319)	6% (66)	5% (49)	31% (327)	8% (82)	1049
2020 Vote: Donald Trump	20% (140)	29% (197)	7% (50)	8% (56)	28% (194)	7% (49)	686
2020 Vote: Other	3% (2)	24% (15)	13% (8)	2% (1)	44% (27)	15% (10)	62
2020 Vote: Didn't Vote	12% (49)	18% (74)	3% (13)	4% (17)	41% (163)	21% (86)	401
2018 House Vote: Democrat	23% (173)	32% (234)	6% (45)	5% (36)	28% (210)	6% (43)	741
2018 House Vote: Republican	20% (110)	33% (183)	7% (37)	8% (47)	26% (144)	6% (34)	554
2018 House Vote: Someone else	4% (2)	23% (12)	14% (7)	7% (4)	46% (24)	7% (4)	52
2016 Vote: Hillary Clinton	22% (155)	30% (215)	6% (42)	5% (33)	32% (226)	5% (37)	707
2016 Vote: Donald Trump	22% (138)	30% (187)	7% (41)	9% (57)	26% (165)	6% (40)	628
2016 Vote: Other	10% (12)	33% (37)	7% (8)	4% (5)	41% (46)	5% (5)	113
2016 Vote: Didn't Vote	12% (93)	22% (164)	6% (46)	4% (29)	37% (275)	19% (144)	749

Continued on next page

**Table MCSP28\_3:** Do you have a favorable or unfavorable opinion of the following?  
Kansas City Chiefs

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	18% (397)	27% (604)	6% (137)	6% (123)	32% (713)	10% (226)	2200
Voted in 2014: Yes	22% (259)	32% (384)	6% (75)	6% (76)	28% (335)	5% (65)	1194
Voted in 2014: No	14% (138)	22% (220)	6% (62)	5% (47)	38% (378)	16% (161)	1006
4-Region: Northeast	18% (70)	28% (110)	9% (34)	4% (17)	31% (121)	11% (41)	394
4-Region: Midwest	24% (109)	25% (114)	5% (21)	6% (30)	34% (159)	6% (30)	462
4-Region: South	16% (128)	28% (230)	5% (40)	6% (49)	35% (287)	11% (90)	824
4-Region: West	17% (90)	29% (151)	8% (41)	5% (27)	28% (146)	12% (65)	520
Sports fan	24% (372)	35% (527)	8% (117)	6% (84)	23% (347)	5% (72)	1519
Avid sports fan	40% (191)	37% (175)	7% (32)	5% (26)	9% (41)	2% (12)	478
Casual sports fan	17% (181)	34% (352)	8% (85)	6% (58)	29% (305)	6% (61)	1041
Football fan	25% (368)	36% (516)	7% (108)	5% (79)	21% (305)	5% (68)	1444
Avid football fan	38% (236)	38% (234)	7% (45)	6% (37)	8% (50)	2% (14)	616
Casual football fan	16% (132)	34% (282)	8% (63)	5% (42)	31% (254)	7% (54)	828
NFL fan	26% (369)	37% (510)	7% (103)	5% (72)	20% (284)	4% (57)	1396
Avid NFL fan	39% (233)	39% (231)	7% (39)	5% (32)	8% (50)	2% (10)	595
Casual NFL fan	17% (136)	35% (280)	8% (64)	5% (40)	29% (234)	6% (47)	801
Watched SB last year	29% (338)	37% (427)	7% (83)	5% (54)	18% (213)	4% (42)	1157
Didn't watch SB last year	6% (59)	17% (177)	5% (54)	7% (69)	48% (499)	18% (185)	1043
OK brands get political	22% (169)	30% (234)	5% (43)	5% (43)	27% (213)	11% (83)	785
Not OK brands get political	18% (198)	30% (331)	7% (83)	6% (64)	32% (362)	7% (82)	1119
OK social justice	20% (262)	30% (391)	6% (83)	5% (63)	29% (375)	9% (119)	1292
Not OK social justice	16% (100)	28% (170)	7% (43)	7% (45)	33% (200)	9% (53)	612
Likely SB viewer	28% (379)	37% (500)	6% (83)	4% (59)	20% (266)	4% (56)	1344
Unlikely SB viewer	2% (17)	12% (90)	6% (46)	8% (60)	53% (387)	18% (134)	733
More likely to watch SB this year	34% (194)	36% (206)	6% (37)	4% (21)	17% (97)	4% (21)	577
Less likely to watch SB this year	8% (37)	19% (90)	7% (34)	10% (48)	39% (185)	17% (79)	472
Likely host/attend SB party	33% (135)	31% (127)	9% (35)	5% (18)	18% (75)	4% (15)	406
Unlikely host/attend SB party	15% (247)	28% (468)	6% (98)	6% (99)	35% (580)	10% (165)	1656
Watch SB for game	33% (280)	42% (359)	7% (60)	4% (36)	12% (107)	2% (17)	859
Watch SB for halftime	18% (41)	25% (58)	6% (14)	5% (11)	37% (84)	8% (19)	227

Continued on next page

**Table MCSP28\_3:** Do you have a favorable or unfavorable opinion of the following?  
Kansas City Chiefs

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	18% (397)	27% (604)	6% (137)	6% (123)	32% (713)	10% (226)	2200
Watch SB for ads	26% (49)	31% (61)	4% (9)	5% (9)	28% (54)	6% (12)	193
SB more political	21% (175)	32% (264)	7% (59)	7% (61)	25% (207)	6% (52)	818
SB less political	26% (86)	30% (99)	10% (34)	5% (18)	21% (70)	6% (20)	328
Typically host/attend SB party	29% (163)	34% (189)	8% (45)	6% (31)	19% (104)	4% (23)	556
Typically do not host/attend SB party	14% (234)	25% (415)	6% (92)	6% (92)	37% (608)	12% (203)	1644
Usually pays a lot/some attn to ads	23% (343)	34% (503)	7% (103)	5% (72)	26% (393)	5% (79)	1492
Usually pays not much/no attn to ads	8% (55)	14% (101)	5% (34)	7% (51)	45% (320)	21% (147)	708
Plan to pay a lot/some attn to ads	24% (331)	35% (474)	7% (98)	4% (55)	24% (331)	5% (70)	1359
Plan to pay not much/no attn to ads	8% (66)	16% (130)	5% (39)	8% (68)	45% (382)	19% (156)	841
Pro football fav sport	36% (213)	37% (223)	6% (37)	6% (33)	12% (74)	3% (15)	596
Fav NFL	28% (353)	39% (492)	6% (78)	4% (53)	18% (226)	4% (53)	1254
Unfav NFL	9% (43)	20% (98)	12% (58)	14% (67)	35% (170)	9% (46)	481
Fav Goodell	39% (196)	46% (226)	5% (26)	3% (17)	6% (30)	— (1)	496
Unfav Goodell	23% (111)	36% (174)	14% (68)	15% (74)	10% (48)	2% (9)	483
Fav Chiefs	40% (397)	60% (604)	— (0)	— (0)	— (0)	— (0)	1001
Fav Buccaneers	33% (275)	50% (407)	5% (42)	3% (28)	7% (58)	1% (12)	822
Chiefs fan	34% (284)	37% (306)	6% (52)	3% (25)	17% (141)	2% (21)	828
Buccaneers fan	15% (90)	36% (216)	10% (57)	9% (51)	23% (139)	7% (40)	593
Frequent sports betters	43% (45)	27% (28)	7% (7)	7% (8)	9% (9)	7% (7)	103
Regular sports betters	37% (82)	31% (68)	9% (21)	7% (16)	10% (23)	6% (12)	223
Frequent NFL betters	40% (47)	30% (35)	12% (15)	8% (10)	9% (10)	1% (1)	117
Regular NFL betters	35% (84)	33% (79)	11% (26)	8% (18)	10% (23)	4% (9)	239
Definite SB betters	49% (64)	31% (41)	8% (10)	7% (9)	4% (5)	2% (3)	132
Probable SB betters	36% (123)	35% (120)	10% (35)	7% (24)	9% (29)	3% (11)	341
Believe betting is legal in their state	24% (156)	36% (240)	8% (54)	5% (34)	23% (149)	4% (28)	661
Believe betting is illegal in their state	23% (90)	28% (106)	9% (36)	8% (32)	26% (101)	6% (22)	387
Non-sports fans	4% (25)	11% (77)	3% (20)	6% (39)	54% (366)	23% (154)	681
Gen Z sports fans	12% (24)	21% (41)	9% (18)	9% (17)	36% (70)	12% (24)	194
Millennial sports fans	26% (109)	30% (127)	11% (48)	6% (23)	21% (90)	6% (24)	422

Continued on next page

**Table MCSP28\_3:** Do you have a favorable or unfavorable opinion of the following?  
Kansas City Chiefs

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	18% (397)	27% (604)	6% (137)	6% (123)	32% (713)	10% (226)	2200
Gen X sports fans	25% (97)	35% (131)	7% (26)	7% (25)	23% (89)	3% (13)	381
Boomer sports fans	28% (130)	42% (194)	5% (22)	4% (18)	19% (91)	2% (11)	466
Sports fans 18-34	18% (77)	26% (112)	12% (51)	7% (32)	29% (127)	9% (40)	439
Sports fans 35-44	29% (74)	33% (82)	8% (20)	5% (14)	21% (53)	4% (9)	253
Sports fans 45-64	25% (134)	38% (201)	7% (36)	5% (27)	22% (115)	3% (17)	530
Sports fans 65+	29% (87)	44% (132)	4% (11)	4% (11)	17% (52)	2% (5)	297
Occasional sports betters	22% (44)	37% (73)	11% (21)	10% (19)	16% (32)	4% (8)	196
Non-sports betters	15% (271)	26% (463)	5% (94)	5% (89)	37% (658)	12% (206)	1781
In legal betting states	19% (157)	25% (205)	6% (50)	7% (55)	32% (262)	11% (86)	814
Outside legal betting states	17% (240)	29% (399)	6% (87)	5% (68)	33% (451)	10% (140)	1386
Sports fan In legal betting states 21+	27% (146)	34% (178)	7% (40)	7% (35)	21% (112)	4% (20)	530
Sports fan Outside legal betting states 21+	25% (220)	37% (328)	7% (65)	5% (42)	22% (196)	5% (43)	893
Likely SB viewer In legal betting states 21+	32% (147)	35% (162)	7% (31)	6% (30)	16% (76)	4% (18)	464
Likely SB viewer Outside legal betting states 21+	28% (226)	39% (311)	5% (41)	4% (29)	20% (163)	3% (27)	796

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

**Table MCSP28\_4:** Do you have a favorable or unfavorable opinion of the following?  
Tampa Bay Buccaneers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	12% (262)	25% (561)	10% (227)	8% (165)	34% (744)	11% (241)	2200
Gender: Male	16% (166)	32% (342)	13% (136)	7% (74)	24% (251)	9% (93)	1062
Gender: Female	8% (95)	19% (219)	8% (91)	8% (92)	43% (493)	13% (148)	1138
Age: 18-34	9% (61)	18% (118)	10% (63)	6% (39)	35% (232)	22% (141)	655
Age: 35-44	12% (42)	26% (95)	11% (40)	6% (23)	34% (122)	10% (36)	358
Age: 45-64	13% (99)	27% (204)	11% (80)	9% (65)	35% (260)	6% (42)	751
Age: 65+	14% (59)	33% (143)	10% (43)	9% (39)	30% (130)	5% (22)	436
GenZers: 1997-2012	5% (16)	13% (38)	11% (34)	6% (19)	32% (95)	33% (98)	299
Millennials: 1981-1996	13% (78)	24% (145)	10% (57)	6% (36)	35% (209)	12% (71)	595
GenXers: 1965-1980	13% (69)	27% (144)	12% (65)	7% (39)	36% (194)	6% (32)	542
Baby Boomers: 1946-1964	13% (86)	29% (200)	10% (67)	9% (64)	33% (229)	6% (38)	685
PID: Dem (no lean)	15% (131)	25% (228)	12% (106)	6% (55)	32% (287)	10% (91)	897
PID: Ind (no lean)	8% (53)	24% (162)	9% (63)	6% (41)	39% (261)	14% (96)	676
PID: Rep (no lean)	12% (78)	27% (171)	9% (58)	11% (69)	31% (196)	9% (54)	627
PID/Gender: Dem Men	18% (74)	34% (137)	15% (62)	6% (25)	17% (69)	10% (41)	407
PID/Gender: Dem Women	12% (57)	19% (91)	9% (44)	6% (30)	44% (218)	10% (50)	490
PID/Gender: Ind Men	10% (33)	32% (104)	12% (38)	5% (17)	33% (107)	9% (29)	327
PID/Gender: Ind Women	6% (20)	17% (58)	7% (25)	7% (25)	44% (154)	19% (66)	349
PID/Gender: Rep Men	18% (60)	31% (102)	11% (36)	10% (32)	23% (75)	7% (22)	327
PID/Gender: Rep Women	6% (18)	23% (70)	7% (22)	12% (37)	40% (121)	11% (32)	299
Ideo: Liberal (1-3)	13% (84)	24% (156)	14% (90)	6% (38)	32% (209)	11% (68)	645
Ideo: Moderate (4)	10% (65)	28% (175)	11% (67)	5% (33)	35% (216)	10% (64)	621
Ideo: Conservative (5-7)	14% (93)	29% (195)	9% (60)	11% (74)	31% (208)	7% (45)	675
Educ: < College	11% (163)	21% (318)	10% (158)	8% (119)	37% (553)	13% (201)	1512
Educ: Bachelors degree	13% (59)	35% (154)	10% (43)	8% (34)	29% (128)	6% (26)	444
Educ: Post-grad	16% (39)	37% (89)	11% (26)	5% (13)	26% (63)	6% (14)	244
Income: Under 50k	10% (116)	23% (272)	9% (107)	8% (101)	37% (443)	13% (159)	1198
Income: 50k-100k	15% (99)	28% (187)	11% (76)	6% (39)	32% (220)	9% (58)	680
Income: 100k+	14% (47)	32% (102)	14% (44)	8% (26)	25% (81)	7% (24)	322
Ethnicity: White	12% (214)	26% (452)	11% (188)	8% (139)	34% (578)	9% (150)	1722

Continued on next page

**Table MCSP28\_4:** Do you have a favorable or unfavorable opinion of the following?  
Tampa Bay Buccaneers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	12% (262)	25% (561)	10% (227)	8% (165)	34% (744)	11% (241)	2200
Ethnicity: Hispanic	14% (49)	23% (79)	10% (35)	3% (10)	31% (109)	19% (68)	349
Ethnicity: Black	14% (40)	20% (56)	8% (21)	6% (18)	35% (95)	16% (45)	274
Ethnicity: Other	4% (8)	26% (52)	9% (18)	4% (9)	35% (71)	23% (46)	204
All Christian	13% (130)	31% (303)	11% (103)	7% (70)	31% (299)	7% (70)	975
All Non-Christian	17% (22)	40% (50)	10% (13)	4% (5)	15% (19)	15% (19)	128
Atheist	12% (13)	16% (18)	12% (13)	10% (10)	42% (46)	8% (9)	110
Agnostic/Nothing in particular	9% (56)	19% (115)	12% (69)	7% (41)	40% (241)	13% (75)	598
Something Else	10% (40)	19% (73)	7% (29)	10% (40)	36% (141)	17% (67)	390
Religious Non-Protestant/Catholic	16% (24)	36% (55)	10% (16)	3% (5)	19% (29)	15% (23)	152
Evangelical	11% (64)	24% (138)	9% (49)	8% (46)	36% (205)	12% (67)	570
Non-Evangelical	14% (103)	31% (233)	11% (81)	8% (62)	29% (219)	8% (64)	761
Community: Urban	14% (82)	25% (149)	9% (56)	6% (36)	35% (209)	11% (68)	600
Community: Suburban	11% (117)	29% (302)	11% (109)	6% (66)	31% (325)	11% (118)	1037
Community: Rural	11% (63)	19% (110)	11% (62)	11% (63)	37% (210)	10% (56)	564
Employ: Private Sector	16% (100)	27% (173)	14% (87)	6% (39)	31% (199)	7% (42)	641
Employ: Government	7% (9)	29% (38)	15% (19)	9% (12)	27% (34)	13% (16)	128
Employ: Self-Employed	12% (19)	28% (43)	13% (19)	6% (9)	31% (47)	11% (17)	153
Employ: Homemaker	7% (12)	18% (30)	11% (19)	9% (15)	42% (69)	13% (21)	165
Employ: Student	8% (11)	8% (10)	5% (6)	5% (6)	38% (47)	37% (46)	124
Employ: Retired	13% (64)	32% (161)	10% (49)	10% (49)	32% (161)	4% (21)	506
Employ: Unemployed	10% (33)	21% (69)	7% (25)	7% (24)	37% (122)	18% (58)	332
Employ: Other	9% (13)	24% (37)	2% (3)	8% (12)	43% (65)	14% (21)	151
Military HH: Yes	15% (50)	31% (105)	10% (35)	7% (24)	31% (104)	7% (22)	341
Military HH: No	11% (212)	24% (455)	10% (192)	8% (141)	34% (640)	12% (219)	1859
RD/WT: Right Direction	16% (143)	27% (241)	12% (105)	6% (49)	29% (261)	11% (98)	897
RD/WT: Wrong Track	9% (118)	25% (320)	9% (122)	9% (116)	37% (484)	11% (143)	1303
Biden Job Approve	13% (168)	26% (339)	11% (143)	6% (78)	32% (415)	11% (141)	1282
Biden Job Disapprove	11% (77)	25% (178)	11% (75)	11% (78)	33% (228)	9% (62)	698

Continued on next page



**Table MCSP28\_4:** Do you have a favorable or unfavorable opinion of the following?  
Tampa Bay Buccaneers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	12% (262)	25% (561)	10% (227)	8% (165)	34% (744)	11% (241)	2200
Biden Job Strongly Approve	15% (122)	25% (203)	10% (82)	6% (52)	33% (266)	10% (80)	804
Biden Job Somewhat Approve	10% (46)	28% (136)	13% (61)	5% (26)	31% (149)	13% (61)	478
Biden Job Somewhat Disapprove	11% (21)	31% (58)	12% (23)	5% (9)	32% (60)	9% (18)	191
Biden Job Strongly Disapprove	11% (56)	24% (119)	10% (51)	14% (69)	33% (168)	9% (44)	507
Favorable of Biden	14% (177)	26% (340)	11% (146)	6% (76)	32% (419)	11% (147)	1305
Unfavorable of Biden	10% (76)	27% (202)	10% (77)	11% (84)	33% (252)	9% (67)	759
Very Favorable of Biden	17% (136)	25% (193)	10% (80)	7% (52)	32% (253)	8% (66)	780
Somewhat Favorable of Biden	8% (41)	28% (147)	13% (66)	5% (24)	32% (166)	15% (81)	525
Somewhat Unfavorable of Biden	9% (17)	31% (60)	10% (19)	6% (11)	35% (67)	10% (18)	192
Very Unfavorable of Biden	10% (59)	25% (141)	10% (59)	13% (74)	33% (186)	9% (49)	567
#1 Issue: Economy	15% (126)	25% (218)	10% (85)	7% (63)	33% (290)	10% (85)	868
#1 Issue: Security	8% (20)	27% (72)	6% (17)	12% (32)	30% (80)	17% (46)	267
#1 Issue: Health Care	10% (40)	29% (116)	9% (35)	7% (27)	36% (147)	10% (39)	404
#1 Issue: Medicare / Social Security	11% (26)	33% (78)	13% (32)	8% (18)	29% (68)	6% (14)	236
#1 Issue: Women's Issues	10% (10)	16% (15)	9% (8)	10% (10)	42% (40)	13% (13)	96
#1 Issue: Education	13% (13)	13% (12)	22% (21)	5% (5)	27% (26)	20% (20)	96
#1 Issue: Energy	11% (9)	29% (23)	18% (14)	4% (3)	30% (24)	9% (7)	81
#1 Issue: Other	12% (18)	17% (26)	10% (15)	5% (7)	45% (68)	11% (18)	152
2020 Vote: Joe Biden	14% (145)	27% (287)	12% (127)	6% (61)	32% (338)	9% (90)	1049
2020 Vote: Donald Trump	12% (80)	28% (194)	10% (71)	11% (74)	31% (211)	8% (55)	686
2020 Vote: Other	5% (3)	16% (10)	13% (8)	3% (2)	36% (22)	28% (17)	62
2020 Vote: Didn't Vote	8% (33)	17% (70)	5% (21)	7% (28)	43% (171)	20% (79)	401
2018 House Vote: Democrat	15% (114)	29% (212)	14% (101)	7% (49)	30% (224)	6% (41)	741
2018 House Vote: Republican	11% (61)	31% (169)	11% (58)	12% (67)	30% (165)	6% (34)	554
2018 House Vote: Someone else	1% (1)	26% (14)	12% (7)	5% (3)	39% (21)	16% (8)	52
2016 Vote: Hillary Clinton	13% (95)	28% (200)	13% (94)	7% (47)	32% (230)	6% (42)	707
2016 Vote: Donald Trump	13% (79)	29% (185)	10% (63)	12% (73)	30% (189)	6% (40)	628
2016 Vote: Other	6% (7)	27% (30)	9% (10)	9% (10)	38% (43)	11% (12)	113
2016 Vote: Didn't Vote	11% (80)	19% (143)	8% (60)	5% (36)	38% (281)	20% (148)	749

Continued on next page

**Table MCSP28\_4:** Do you have a favorable or unfavorable opinion of the following?  
Tampa Bay Buccaneers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	12% (262)	25% (561)	10% (227)	8% (165)	34% (744)	11% (241)	2200
Voted in 2014: Yes	13% (156)	30% (354)	12% (145)	10% (114)	30% (355)	6% (69)	1194
Voted in 2014: No	10% (105)	21% (207)	8% (82)	5% (51)	39% (389)	17% (172)	1006
4-Region: Northeast	11% (44)	25% (99)	13% (51)	7% (29)	33% (130)	10% (41)	394
4-Region: Midwest	9% (44)	24% (112)	10% (45)	12% (57)	37% (169)	8% (35)	462
4-Region: South	15% (123)	26% (215)	8% (62)	6% (53)	34% (279)	11% (91)	824
4-Region: West	10% (51)	26% (134)	13% (69)	5% (26)	32% (166)	14% (74)	520
Sports fan	16% (237)	33% (499)	13% (199)	7% (110)	25% (384)	6% (90)	1519
Avid sports fan	26% (125)	39% (189)	12% (58)	8% (36)	12% (55)	3% (15)	478
Casual sports fan	11% (112)	30% (311)	14% (142)	7% (73)	32% (328)	7% (75)	1041
Football fan	17% (240)	33% (481)	14% (198)	7% (104)	25% (354)	5% (68)	1444
Avid football fan	24% (149)	37% (231)	15% (93)	9% (57)	11% (70)	3% (18)	616
Casual football fan	11% (91)	30% (250)	13% (105)	6% (47)	34% (284)	6% (50)	828
NFL fan	17% (239)	34% (480)	13% (188)	7% (97)	23% (328)	5% (65)	1396
Avid NFL fan	23% (135)	38% (226)	15% (87)	10% (60)	12% (70)	3% (17)	595
Casual NFL fan	13% (104)	32% (254)	13% (101)	5% (36)	32% (258)	6% (47)	801
Watched SB last year	17% (198)	35% (401)	15% (173)	7% (83)	21% (242)	5% (59)	1157
Didn't watch SB last year	6% (63)	15% (159)	5% (54)	8% (82)	48% (502)	17% (182)	1043
OK brands get political	15% (117)	30% (233)	11% (89)	6% (44)	27% (214)	11% (87)	785
Not OK brands get political	11% (128)	26% (288)	11% (120)	9% (99)	36% (403)	7% (81)	1119
OK social justice	14% (176)	28% (365)	11% (143)	6% (76)	31% (404)	10% (130)	1292
Not OK social justice	11% (68)	25% (155)	11% (70)	11% (68)	34% (209)	7% (42)	612
Likely SB viewer	18% (244)	36% (482)	13% (173)	6% (86)	22% (294)	5% (65)	1344
Unlikely SB viewer	2% (13)	10% (72)	6% (47)	10% (73)	52% (384)	19% (143)	733
More likely to watch SB this year	27% (153)	34% (193)	10% (58)	7% (40)	17% (98)	6% (34)	577
Less likely to watch SB this year	5% (26)	16% (73)	12% (56)	9% (44)	41% (194)	17% (79)	472
Likely host/attend SB party	22% (89)	33% (132)	12% (50)	6% (25)	22% (89)	5% (21)	406
Unlikely host/attend SB party	10% (168)	25% (419)	10% (169)	8% (132)	36% (596)	10% (172)	1656
Watch SB for game	21% (176)	40% (344)	13% (114)	7% (59)	16% (139)	3% (26)	859
Watch SB for halftime	14% (32)	25% (56)	11% (26)	6% (14)	34% (77)	10% (22)	227

Continued on next page

**Table MCSP28\_4:** Do you have a favorable or unfavorable opinion of the following?  
Tampa Bay Buccaneers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	12% (262)	25% (561)	10% (227)	8% (165)	34% (744)	11% (241)	2200
Watch SB for ads	14% (28)	33% (63)	13% (25)	6% (12)	29% (55)	4% (9)	193
SB more political	14% (114)	28% (230)	14% (113)	9% (71)	29% (236)	7% (54)	818
SB less political	18% (61)	32% (104)	14% (45)	6% (21)	21% (68)	9% (29)	328
Typically host/attend SB party	20% (110)	34% (189)	15% (82)	6% (36)	19% (106)	6% (34)	556
Typically do not host/attend SB party	9% (152)	23% (371)	9% (145)	8% (130)	39% (638)	13% (207)	1644
Usually pays a lot/some attn to ads	16% (233)	30% (454)	12% (183)	7% (102)	29% (426)	6% (95)	1492
Usually pays not much/no attn to ads	4% (29)	15% (106)	6% (44)	9% (64)	45% (318)	21% (146)	708
Plan to pay a lot/some attn to ads	16% (223)	32% (441)	12% (164)	6% (83)	27% (360)	6% (87)	1359
Plan to pay not much/no attn to ads	5% (38)	14% (119)	8% (63)	10% (82)	46% (384)	18% (154)	841
Pro football fav sport	22% (128)	35% (210)	14% (82)	10% (61)	16% (98)	3% (16)	596
Fav NFL	19% (232)	36% (453)	12% (156)	6% (80)	21% (268)	5% (65)	1254
Unfav NFL	5% (26)	20% (94)	13% (63)	17% (82)	34% (162)	11% (54)	481
Fav Goodell	30% (148)	48% (237)	9% (45)	5% (25)	6% (30)	2% (11)	496
Unfav Goodell	11% (54)	32% (153)	24% (118)	18% (89)	13% (62)	2% (8)	483
Fav Chiefs	21% (211)	47% (471)	14% (137)	6% (62)	10% (99)	2% (21)	1001
Fav Buccaneers	32% (262)	68% (561)	— (0)	— (0)	— (0)	— (0)	822
Chiefs fan	10% (85)	32% (262)	18% (152)	12% (98)	24% (198)	4% (33)	828
Buccaneers fan	27% (161)	38% (228)	8% (46)	2% (15)	19% (114)	5% (28)	593
Frequent sports betters	31% (32)	34% (35)	10% (10)	7% (8)	6% (6)	11% (12)	103
Regular sports betters	29% (66)	32% (71)	13% (30)	7% (15)	10% (23)	8% (18)	223
Frequent NFL betters	29% (34)	31% (36)	13% (15)	8% (10)	13% (15)	6% (7)	117
Regular NFL betters	26% (63)	35% (84)	14% (33)	7% (17)	12% (29)	5% (12)	239
Definite SB betters	36% (48)	40% (52)	9% (12)	11% (14)	3% (5)	1% (1)	132
Probable SB betters	27% (92)	36% (121)	13% (45)	8% (28)	13% (44)	3% (12)	341
Believe betting is legal in their state	15% (98)	32% (213)	13% (89)	7% (49)	25% (167)	7% (45)	661
Believe betting is illegal in their state	15% (60)	26% (100)	14% (56)	9% (34)	28% (109)	7% (29)	387
Non-sports fans	4% (24)	9% (61)	4% (28)	8% (56)	53% (361)	22% (151)	681
Gen Z sports fans	8% (16)	15% (30)	16% (31)	9% (18)	34% (65)	18% (34)	194
Millennial sports fans	17% (73)	31% (131)	12% (49)	6% (27)	27% (115)	6% (26)	422

Continued on next page

**Table MCSP28\_4:** Do you have a favorable or unfavorable opinion of the following?  
Tampa Bay Buccaneers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	12% (262)	25% (561)	10% (227)	8% (165)	34% (744)	11% (241)	2200
Gen X sports fans	16% (61)	35% (131)	14% (54)	7% (27)	24% (91)	4% (16)	381
Boomer sports fans	17% (78)	38% (178)	13% (60)	7% (35)	22% (103)	3% (14)	466
Sports fans 18-34	13% (56)	24% (103)	12% (55)	7% (31)	33% (145)	11% (49)	439
Sports fans 35-44	16% (40)	33% (84)	14% (36)	8% (21)	23% (58)	6% (15)	253
Sports fans 45-64	17% (90)	35% (187)	13% (69)	8% (42)	23% (123)	4% (21)	530
Sports fans 65+	18% (52)	42% (126)	13% (39)	5% (16)	20% (58)	2% (6)	297
Occasional sports betters	14% (27)	38% (75)	13% (25)	9% (17)	20% (40)	6% (13)	196
Non-sports betters	10% (169)	23% (414)	10% (173)	7% (133)	38% (681)	12% (210)	1781
In legal betting states	10% (84)	24% (197)	10% (85)	9% (74)	35% (288)	11% (87)	814
Outside legal betting states	13% (177)	26% (364)	10% (142)	7% (92)	33% (457)	11% (154)	1386
Sports fan In legal betting states 21+	15% (77)	32% (171)	14% (72)	9% (47)	26% (140)	4% (23)	530
Sports fan Outside legal betting states 21+	17% (153)	35% (314)	12% (111)	6% (56)	24% (212)	5% (49)	893
Likely SB viewer In legal betting states 21+	17% (78)	35% (163)	13% (60)	7% (34)	23% (106)	5% (24)	464
Likely SB viewer Outside legal betting states 21+	20% (159)	38% (302)	13% (101)	6% (47)	20% (159)	4% (29)	796

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

**Table MCSP28\_5:** Do you have a favorable or unfavorable opinion of the following?

Patrick Mahomes

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	22% (480)	23% (502)	4% (88)	4% (77)	23% (497)	25% (555)	2200
Gender: Male	29% (310)	29% (305)	4% (48)	4% (39)	17% (184)	17% (176)	1062
Gender: Female	15% (170)	17% (197)	4% (41)	3% (38)	28% (313)	33% (379)	1138
Age: 18-34	17% (113)	16% (106)	6% (40)	3% (22)	24% (156)	33% (218)	655
Age: 35-44	22% (79)	25% (88)	4% (13)	3% (12)	24% (85)	22% (80)	358
Age: 45-64	23% (170)	25% (190)	4% (29)	3% (26)	22% (165)	23% (171)	751
Age: 65+	27% (118)	27% (117)	1% (6)	4% (17)	21% (91)	20% (87)	436
GenZers: 1997-2012	14% (42)	15% (45)	5% (14)	2% (5)	24% (71)	41% (122)	299
Millennials: 1981-1996	22% (128)	21% (122)	6% (36)	4% (26)	22% (133)	25% (150)	595
GenXers: 1965-1980	21% (114)	25% (137)	3% (19)	4% (19)	25% (138)	21% (114)	542
Baby Boomers: 1946-1964	26% (177)	25% (171)	3% (20)	3% (22)	21% (143)	22% (153)	685
PID: Dem (no lean)	25% (221)	24% (219)	3% (31)	3% (30)	21% (185)	24% (212)	897
PID: Ind (no lean)	18% (118)	19% (126)	6% (39)	3% (18)	28% (188)	28% (187)	676
PID: Rep (no lean)	22% (141)	25% (156)	3% (18)	5% (30)	20% (125)	25% (157)	627
PID/Gender: Dem Men	34% (137)	31% (127)	4% (16)	5% (18)	12% (47)	15% (61)	407
PID/Gender: Dem Women	17% (83)	19% (93)	3% (15)	2% (11)	28% (137)	31% (151)	490
PID/Gender: Ind Men	23% (76)	25% (82)	5% (15)	4% (13)	26% (85)	17% (57)	327
PID/Gender: Ind Women	12% (43)	13% (44)	7% (24)	2% (5)	29% (102)	37% (130)	349
PID/Gender: Rep Men	30% (97)	29% (96)	5% (17)	3% (8)	16% (51)	18% (58)	327
PID/Gender: Rep Women	15% (44)	20% (60)	1% (2)	7% (22)	25% (74)	33% (98)	299
Ideo: Liberal (1-3)	25% (160)	21% (135)	4% (27)	4% (24)	21% (137)	25% (162)	645
Ideo: Moderate (4)	21% (132)	27% (169)	5% (30)	2% (13)	22% (136)	23% (140)	621
Ideo: Conservative (5-7)	24% (163)	25% (171)	3% (21)	5% (33)	19% (130)	23% (156)	675
Educ: < College	19% (289)	21% (311)	4% (63)	4% (57)	24% (360)	29% (432)	1512
Educ: Bachelors degree	25% (112)	27% (121)	4% (19)	4% (16)	21% (92)	19% (84)	444
Educ: Post-grad	32% (78)	28% (69)	3% (7)	2% (5)	18% (45)	16% (40)	244
Income: Under 50k	18% (213)	20% (242)	4% (49)	4% (46)	25% (296)	29% (352)	1198
Income: 50k-100k	25% (168)	24% (165)	4% (27)	3% (21)	21% (145)	23% (154)	680
Income: 100k+	31% (99)	29% (95)	4% (12)	3% (11)	17% (56)	15% (50)	322
Ethnicity: White	23% (391)	23% (398)	4% (68)	3% (59)	23% (395)	24% (411)	1722

Continued on next page

**Table MCSP28\_5:** Do you have a favorable or unfavorable opinion of the following?

Patrick Mahomes

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	22% (480)	23% (502)	4% (88)	4% (77)	23% (497)	25% (555)	2200
Ethnicity: Hispanic	19% (65)	25% (89)	4% (13)	2% (7)	25% (87)	25% (89)	349
Ethnicity: Black	21% (57)	22% (60)	4% (12)	5% (13)	18% (49)	30% (82)	274
Ethnicity: Other	16% (32)	21% (43)	4% (8)	3% (6)	26% (53)	31% (62)	204
All Christian	24% (229)	29% (282)	3% (29)	4% (41)	20% (196)	20% (197)	975
All Non-Christian	27% (35)	22% (28)	9% (12)	3% (4)	20% (26)	19% (24)	128
Atheist	25% (27)	15% (16)	2% (2)	2% (2)	24% (26)	33% (36)	110
Agnostic/Nothing in particular	18% (109)	18% (105)	5% (32)	3% (16)	26% (154)	30% (182)	598
Something Else	21% (80)	18% (71)	3% (13)	4% (15)	24% (95)	30% (116)	390
Religious Non-Protestant/Catholic	24% (36)	19% (30)	10% (15)	3% (5)	21% (32)	23% (35)	152
Evangelical	22% (124)	22% (128)	3% (18)	4% (23)	25% (143)	23% (134)	570
Non-Evangelical	24% (184)	29% (220)	3% (22)	4% (31)	18% (138)	22% (166)	761
Community: Urban	24% (145)	21% (127)	5% (27)	3% (17)	24% (143)	24% (141)	600
Community: Suburban	21% (215)	26% (269)	4% (41)	4% (37)	22% (227)	24% (248)	1037
Community: Rural	21% (120)	19% (105)	4% (20)	4% (24)	23% (128)	30% (166)	564
Employ: Private Sector	26% (165)	27% (176)	5% (30)	4% (24)	21% (137)	17% (109)	641
Employ: Government	29% (37)	24% (31)	8% (11)	3% (3)	16% (21)	20% (26)	128
Employ: Self-Employed	24% (37)	22% (33)	7% (10)	3% (5)	17% (26)	27% (41)	153
Employ: Homemaker	15% (25)	19% (32)	5% (9)	3% (5)	29% (48)	28% (46)	165
Employ: Student	14% (18)	12% (15)	1% (1)	— (1)	27% (34)	45% (56)	124
Employ: Retired	24% (123)	26% (131)	2% (10)	5% (24)	21% (104)	22% (114)	506
Employ: Unemployed	15% (51)	18% (59)	3% (11)	3% (11)	27% (90)	33% (111)	332
Employ: Other	16% (24)	17% (25)	4% (6)	3% (5)	25% (38)	35% (53)	151
Military HH: Yes	24% (81)	27% (93)	3% (12)	6% (21)	22% (75)	17% (59)	341
Military HH: No	21% (398)	22% (409)	4% (77)	3% (57)	23% (422)	27% (497)	1859
RD/WT: Right Direction	24% (218)	24% (211)	5% (47)	3% (24)	20% (181)	24% (216)	897
RD/WT: Wrong Track	20% (262)	22% (291)	3% (41)	4% (53)	24% (317)	26% (340)	1303
Biden Job Approve	23% (289)	26% (328)	4% (54)	3% (36)	22% (276)	23% (298)	1282
Biden Job Disapprove	21% (146)	21% (150)	4% (29)	5% (38)	23% (163)	25% (172)	698

Continued on next page

**Table MCSP28\_5:** Do you have a favorable or unfavorable opinion of the following?

Patrick Mahomes

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	22% (480)	23% (502)	4% (88)	4% (77)	23% (497)	25% (555)	2200
Biden Job Strongly Approve	26% (209)	21% (168)	4% (32)	3% (23)	23% (189)	23% (184)	804
Biden Job Somewhat Approve	17% (79)	33% (160)	5% (23)	3% (14)	18% (88)	24% (115)	478
Biden Job Somewhat Disapprove	21% (41)	22% (41)	6% (12)	3% (5)	24% (45)	24% (46)	191
Biden Job Strongly Disapprove	21% (105)	21% (108)	3% (17)	6% (32)	23% (117)	25% (127)	507
Favorable of Biden	24% (309)	25% (320)	4% (53)	3% (34)	21% (280)	24% (308)	1305
Unfavorable of Biden	21% (157)	22% (169)	4% (32)	5% (40)	22% (167)	26% (194)	759
Very Favorable of Biden	28% (217)	21% (162)	4% (31)	3% (24)	23% (179)	21% (166)	780
Somewhat Favorable of Biden	18% (92)	30% (158)	4% (22)	2% (10)	19% (101)	27% (141)	525
Somewhat Unfavorable of Biden	23% (44)	24% (46)	6% (12)	2% (5)	18% (35)	27% (51)	192
Very Unfavorable of Biden	20% (113)	22% (123)	4% (20)	6% (35)	23% (132)	25% (144)	567
#1 Issue: Economy	23% (203)	25% (221)	5% (43)	4% (31)	22% (188)	21% (181)	868
#1 Issue: Security	16% (44)	16% (44)	5% (14)	6% (15)	25% (67)	31% (83)	267
#1 Issue: Health Care	24% (96)	23% (92)	2% (6)	2% (10)	26% (105)	23% (95)	404
#1 Issue: Medicare / Social Security	20% (48)	27% (65)	4% (9)	6% (14)	18% (43)	24% (57)	236
#1 Issue: Women's Issues	16% (15)	17% (17)	3% (3)	1% (1)	21% (20)	42% (40)	96
#1 Issue: Education	24% (23)	19% (18)	6% (5)	3% (3)	12% (12)	36% (35)	96
#1 Issue: Energy	31% (25)	20% (16)	4% (3)	2% (1)	14% (11)	29% (23)	81
#1 Issue: Other	17% (26)	19% (29)	2% (3)	2% (3)	33% (50)	27% (41)	152
2020 Vote: Joe Biden	25% (266)	25% (265)	5% (47)	2% (26)	21% (216)	22% (229)	1049
2020 Vote: Donald Trump	22% (151)	24% (165)	4% (26)	5% (38)	22% (148)	23% (159)	686
2020 Vote: Other	11% (7)	17% (11)	11% (7)	4% (3)	22% (13)	35% (22)	62
2020 Vote: Didn't Vote	14% (56)	15% (61)	2% (9)	3% (12)	30% (118)	36% (146)	401
2018 House Vote: Democrat	28% (206)	27% (203)	4% (26)	3% (23)	18% (135)	20% (149)	741
2018 House Vote: Republican	25% (141)	25% (137)	4% (21)	6% (32)	20% (111)	20% (111)	554
2018 House Vote: Someone else	9% (5)	22% (11)	14% (7)	2% (1)	36% (19)	18% (9)	52
2016 Vote: Hillary Clinton	26% (185)	26% (186)	4% (25)	3% (23)	20% (144)	20% (145)	707
2016 Vote: Donald Trump	24% (151)	24% (152)	4% (24)	6% (37)	21% (131)	21% (133)	628
2016 Vote: Other	21% (24)	24% (27)	7% (8)	2% (2)	28% (32)	19% (21)	113
2016 Vote: Didn't Vote	16% (120)	18% (137)	4% (32)	2% (15)	25% (188)	34% (256)	749

Continued on next page

**Table MCSP28\_5:** Do you have a favorable or unfavorable opinion of the following?

Patrick Mahomes

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	22% (480)	23% (502)	4% (88)	4% (77)	23% (497)	25% (555)	2200
Voted in 2014: Yes	26% (305)	27% (317)	4% (50)	4% (51)	19% (230)	20% (241)	1194
Voted in 2014: No	17% (175)	18% (184)	4% (38)	3% (26)	27% (268)	31% (314)	1006
4-Region: Northeast	20% (77)	27% (106)	6% (23)	3% (11)	23% (90)	22% (86)	394
4-Region: Midwest	28% (129)	19% (89)	3% (16)	4% (18)	24% (110)	22% (100)	462
4-Region: South	19% (159)	22% (185)	3% (29)	4% (31)	23% (188)	28% (234)	824
4-Region: West	22% (115)	23% (121)	4% (20)	3% (18)	21% (110)	26% (135)	520
Sports fan	30% (449)	30% (450)	5% (75)	3% (49)	19% (288)	14% (208)	1519
Avid sports fan	50% (240)	29% (139)	4% (19)	5% (22)	8% (37)	4% (21)	478
Casual sports fan	20% (209)	30% (311)	5% (56)	3% (27)	24% (251)	18% (187)	1041
Football fan	30% (440)	31% (448)	5% (74)	3% (43)	17% (250)	13% (189)	1444
Avid football fan	47% (287)	32% (199)	4% (27)	4% (27)	7% (44)	5% (32)	616
Casual football fan	18% (153)	30% (248)	6% (48)	2% (16)	25% (205)	19% (157)	828
NFL fan	31% (437)	31% (439)	5% (73)	3% (40)	17% (235)	12% (172)	1396
Avid NFL fan	49% (291)	32% (188)	3% (18)	4% (24)	8% (48)	4% (27)	595
Casual NFL fan	18% (146)	31% (251)	7% (54)	2% (17)	23% (187)	18% (145)	801
Watched SB last year	37% (425)	31% (356)	4% (49)	3% (33)	15% (171)	11% (123)	1157
Didn't watch SB last year	5% (55)	14% (146)	4% (40)	4% (44)	31% (326)	41% (433)	1043
OK brands get political	26% (208)	23% (183)	5% (36)	3% (23)	20% (154)	23% (180)	785
Not OK brands get political	22% (247)	24% (274)	4% (46)	4% (42)	23% (254)	23% (257)	1119
OK social justice	24% (316)	25% (325)	4% (58)	3% (37)	21% (275)	22% (281)	1292
Not OK social justice	22% (135)	22% (137)	4% (26)	5% (31)	21% (127)	25% (156)	612
Likely SB viewer	33% (443)	31% (421)	4% (53)	3% (40)	17% (224)	12% (163)	1344
Unlikely SB viewer	5% (35)	9% (67)	4% (31)	5% (35)	31% (227)	46% (337)	733
More likely to watch SB this year	38% (217)	30% (174)	4% (20)	2% (11)	15% (86)	12% (69)	577
Less likely to watch SB this year	8% (39)	18% (84)	5% (24)	7% (35)	27% (125)	35% (164)	472
Likely host/attend SB party	33% (135)	31% (126)	7% (30)	3% (12)	15% (60)	11% (43)	406
Unlikely host/attend SB party	20% (333)	22% (365)	3% (55)	4% (62)	24% (396)	27% (445)	1656
Watch SB for game	42% (358)	34% (289)	4% (34)	3% (27)	11% (96)	7% (57)	859
Watch SB for halftime	16% (36)	24% (55)	5% (11)	2% (6)	30% (67)	23% (52)	227

Continued on next page



**Table MCSP28\_5:** Do you have a favorable or unfavorable opinion of the following?

Patrick Mahomes

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	22% (480)	23% (502)	4% (88)	4% (77)	23% (497)	25% (555)	2200
Watch SB for ads	23% (45)	31% (61)	4% (7)	3% (6)	22% (43)	16% (31)	193
SB more political	25% (205)	27% (217)	5% (45)	4% (34)	20% (160)	19% (157)	818
SB less political	30% (98)	26% (87)	5% (15)	6% (20)	15% (49)	18% (59)	328
Typically host/attend SB party	36% (199)	30% (164)	5% (25)	3% (16)	15% (83)	12% (69)	556
Typically do not host/attend SB party	17% (281)	21% (337)	4% (63)	4% (61)	25% (414)	30% (487)	1644
Usually pays a lot/some attn to ads	28% (416)	28% (418)	5% (75)	3% (43)	20% (292)	17% (248)	1492
Usually pays not much/no attn to ads	9% (64)	12% (84)	2% (13)	5% (35)	29% (205)	43% (307)	708
Plan to pay a lot/some attn to ads	29% (400)	29% (396)	5% (67)	3% (35)	18% (247)	16% (213)	1359
Plan to pay not much/no attn to ads	10% (80)	13% (105)	2% (21)	5% (42)	30% (250)	41% (342)	841
Pro football fav sport	43% (257)	32% (192)	4% (25)	3% (20)	10% (58)	7% (44)	596
Fav NFL	32% (408)	32% (396)	4% (51)	2% (30)	15% (192)	14% (178)	1254
Unfav NFL	14% (66)	20% (94)	7% (36)	10% (46)	23% (112)	26% (127)	481
Fav Goodell	43% (211)	42% (209)	3% (13)	3% (17)	4% (21)	5% (26)	496
Unfav Goodell	34% (165)	32% (153)	10% (47)	9% (46)	11% (51)	4% (22)	483
Fav Chiefs	44% (441)	40% (404)	2% (19)	1% (6)	5% (51)	8% (81)	1001
Fav Buccaneers	38% (316)	38% (311)	4% (29)	3% (23)	7% (62)	10% (82)	822
Chiefs fan	39% (319)	31% (259)	4% (30)	2% (14)	14% (116)	11% (91)	828
Buccaneers fan	23% (138)	29% (171)	7% (42)	6% (34)	19% (111)	16% (96)	593
Frequent sports betters	47% (49)	24% (25)	6% (6)	7% (7)	8% (8)	8% (8)	103
Regular sports betters	44% (98)	26% (59)	6% (13)	6% (13)	12% (26)	6% (14)	223
Frequent NFL betters	48% (56)	26% (30)	6% (8)	6% (7)	11% (13)	2% (3)	117
Regular NFL betters	42% (101)	29% (70)	5% (13)	7% (18)	11% (27)	4% (11)	239
Definite SB betters	55% (72)	26% (34)	5% (6)	5% (6)	6% (8)	4% (5)	132
Probable SB betters	40% (138)	33% (114)	6% (22)	5% (17)	10% (35)	5% (16)	341
Believe betting is legal in their state	28% (188)	31% (203)	5% (32)	3% (21)	18% (120)	15% (97)	661
Believe betting is illegal in their state	31% (120)	23% (90)	4% (17)	6% (25)	17% (65)	18% (70)	387
Non-sports fans	5% (31)	8% (52)	2% (13)	4% (28)	31% (210)	51% (347)	681
Gen Z sports fans	19% (37)	20% (40)	7% (14)	2% (4)	26% (50)	25% (49)	194
Millennial sports fans	28% (119)	28% (116)	7% (29)	5% (19)	19% (81)	14% (58)	422

Continued on next page

**Table MCSP28\_5:** Do you have a favorable or unfavorable opinion of the following?

Patrick Mahomes

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	22% (480)	23% (502)	4% (88)	4% (77)	23% (497)	25% (555)	2200
Gen X sports fans	29% (110)	31% (119)	4% (16)	4% (14)	21% (78)	12% (44)	381
Boomer sports fans	35% (165)	33% (152)	4% (17)	2% (10)	15% (71)	11% (50)	466
Sports fans 18-34	23% (102)	22% (98)	8% (35)	3% (15)	23% (101)	20% (89)	439
Sports fans 35-44	30% (75)	33% (83)	4% (9)	4% (11)	19% (48)	11% (27)	253
Sports fans 45-64	31% (163)	31% (164)	5% (26)	3% (16)	17% (92)	13% (69)	530
Sports fans 65+	37% (109)	35% (105)	2% (6)	2% (7)	16% (46)	8% (24)	297
Occasional sports betters	30% (58)	34% (66)	4% (7)	7% (14)	14% (28)	12% (24)	196
Non-sports betters	18% (323)	21% (377)	4% (68)	3% (50)	25% (444)	29% (518)	1781
In legal betting states	22% (179)	21% (175)	5% (37)	5% (37)	23% (191)	24% (196)	814
Outside legal betting states	22% (301)	24% (327)	4% (51)	3% (40)	22% (307)	26% (359)	1386
Sports fan In legal betting states 21+	31% (166)	29% (153)	6% (31)	4% (21)	19% (99)	11% (60)	530
Sports fan Outside legal betting states 21+	30% (266)	31% (277)	4% (35)	3% (28)	18% (160)	14% (127)	893
Likely SB viewer In legal betting states 21+	34% (159)	31% (144)	5% (23)	4% (20)	17% (77)	9% (41)	464
Likely SB viewer Outside legal betting states 21+	33% (266)	32% (254)	4% (28)	2% (20)	16% (127)	13% (102)	796

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

**Table MCSP28\_6:** Do you have a favorable or unfavorable opinion of the following?

Tom Brady

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	21% (457)	26% (571)	10% (210)	14% (308)	24% (525)	6% (129)	2200
Gender: Male	25% (269)	31% (327)	10% (102)	13% (142)	17% (180)	4% (41)	1062
Gender: Female	16% (188)	21% (243)	9% (108)	15% (166)	30% (345)	8% (89)	1138
Age: 18-34	19% (126)	24% (158)	8% (51)	11% (75)	27% (176)	11% (70)	655
Age: 35-44	22% (78)	26% (93)	12% (42)	13% (46)	22% (79)	5% (19)	358
Age: 45-64	21% (158)	26% (194)	10% (78)	17% (124)	23% (172)	3% (24)	751
Age: 65+	22% (95)	29% (126)	9% (39)	14% (63)	22% (97)	4% (16)	436
GenZers: 1997-2012	17% (51)	27% (81)	8% (24)	6% (19)	30% (89)	12% (35)	299
Millennials: 1981-1996	21% (128)	23% (139)	9% (53)	15% (89)	23% (134)	9% (51)	595
GenXers: 1965-1980	21% (112)	25% (138)	13% (71)	15% (82)	23% (123)	3% (17)	542
Baby Boomers: 1946-1964	21% (144)	28% (191)	8% (58)	16% (107)	23% (161)	4% (25)	685
PID: Dem (no lean)	22% (195)	29% (262)	10% (86)	14% (123)	20% (177)	6% (53)	897
PID: Ind (no lean)	17% (113)	23% (159)	10% (70)	12% (80)	30% (204)	7% (50)	676
PID: Rep (no lean)	24% (148)	24% (150)	9% (54)	17% (105)	23% (143)	4% (26)	627
PID/Gender: Dem Men	28% (113)	33% (133)	10% (39)	15% (60)	11% (46)	4% (16)	407
PID/Gender: Dem Women	17% (83)	26% (129)	10% (47)	13% (63)	27% (131)	8% (37)	490
PID/Gender: Ind Men	21% (68)	29% (94)	11% (37)	10% (34)	24% (79)	5% (16)	327
PID/Gender: Ind Women	13% (45)	19% (65)	10% (33)	13% (46)	36% (125)	10% (34)	349
PID/Gender: Rep Men	27% (88)	31% (100)	8% (26)	15% (48)	17% (55)	3% (9)	327
PID/Gender: Rep Women	20% (60)	16% (49)	9% (27)	19% (57)	30% (88)	6% (17)	299
Ideo: Liberal (1-3)	21% (138)	25% (160)	13% (85)	15% (99)	20% (131)	5% (32)	645
Ideo: Moderate (4)	21% (131)	26% (164)	9% (59)	12% (77)	25% (156)	6% (34)	621
Ideo: Conservative (5-7)	22% (152)	29% (194)	8% (52)	16% (105)	21% (143)	4% (29)	675
Educ: < College	20% (297)	25% (372)	9% (130)	14% (215)	26% (393)	7% (106)	1512
Educ: Bachelors degree	20% (90)	29% (127)	12% (52)	15% (68)	20% (90)	4% (16)	444
Educ: Post-grad	29% (70)	29% (72)	12% (28)	10% (25)	17% (42)	3% (7)	244
Income: Under 50k	19% (230)	23% (281)	10% (115)	14% (164)	26% (313)	8% (95)	1198
Income: 50k-100k	22% (151)	28% (190)	8% (57)	14% (95)	24% (160)	4% (27)	680
Income: 100k+	24% (76)	31% (99)	12% (38)	15% (49)	16% (53)	2% (7)	322
Ethnicity: White	21% (356)	25% (429)	10% (174)	15% (262)	25% (426)	4% (74)	1722

Continued on next page

**Table MCSP28\_6:** Do you have a favorable or unfavorable opinion of the following?

Tom Brady

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	21% (457)	26% (571)	10% (210)	14% (308)	24% (525)	6% (129)	2200
Ethnicity: Hispanic	25% (87)	29% (101)	4% (13)	9% (33)	25% (86)	8% (29)	349
Ethnicity: Black	26% (72)	29% (80)	8% (22)	7% (19)	21% (57)	9% (25)	274
Ethnicity: Other	14% (29)	30% (62)	7% (14)	13% (27)	21% (42)	15% (31)	204
All Christian	22% (213)	31% (299)	10% (98)	14% (136)	20% (200)	3% (29)	975
All Non-Christian	26% (33)	28% (36)	15% (19)	11% (14)	15% (20)	4% (5)	128
Atheist	17% (18)	15% (16)	15% (17)	11% (12)	35% (39)	7% (7)	110
Agnostic/Nothing in particular	17% (101)	19% (115)	9% (54)	15% (91)	30% (179)	10% (58)	598
Something Else	23% (91)	27% (104)	6% (22)	14% (55)	23% (88)	8% (30)	390
Religious Non-Protestant/Catholic	23% (35)	27% (42)	15% (22)	11% (16)	19% (29)	5% (7)	152
Evangelical	23% (128)	30% (174)	7% (43)	12% (71)	23% (129)	4% (25)	570
Non-Evangelical	23% (173)	29% (222)	10% (72)	15% (117)	19% (146)	4% (31)	761
Community: Urban	27% (165)	26% (155)	9% (54)	11% (66)	21% (126)	6% (34)	600
Community: Suburban	18% (186)	29% (297)	10% (109)	14% (145)	23% (239)	6% (61)	1037
Community: Rural	19% (107)	21% (119)	8% (48)	17% (96)	28% (160)	6% (34)	564
Employ: Private Sector	24% (154)	26% (168)	12% (75)	15% (93)	21% (132)	3% (19)	641
Employ: Government	16% (21)	21% (27)	16% (20)	19% (24)	23% (30)	5% (7)	128
Employ: Self-Employed	23% (35)	26% (40)	7% (11)	13% (20)	20% (31)	11% (17)	153
Employ: Homemaker	18% (29)	25% (41)	8% (12)	18% (29)	25% (42)	7% (11)	165
Employ: Student	13% (16)	32% (40)	7% (8)	4% (5)	34% (43)	10% (12)	124
Employ: Retired	22% (111)	26% (131)	9% (45)	17% (87)	23% (114)	4% (18)	506
Employ: Unemployed	20% (68)	24% (78)	7% (25)	10% (32)	29% (96)	10% (32)	332
Employ: Other	15% (23)	29% (44)	10% (15)	12% (18)	26% (39)	9% (13)	151
Military HH: Yes	23% (79)	30% (102)	8% (27)	14% (46)	23% (77)	3% (10)	341
Military HH: No	20% (378)	25% (468)	10% (183)	14% (262)	24% (448)	6% (120)	1859
RD/WT: Right Direction	25% (223)	27% (240)	9% (82)	13% (114)	20% (183)	6% (55)	897
RD/WT: Wrong Track	18% (234)	25% (330)	10% (128)	15% (194)	26% (343)	6% (74)	1303
Biden Job Approve	21% (266)	28% (361)	11% (135)	13% (171)	21% (274)	6% (74)	1282
Biden Job Disapprove	21% (149)	24% (166)	9% (61)	17% (119)	24% (167)	5% (36)	698

Continued on next page

**Table MCSP28\_6:** Do you have a favorable or unfavorable opinion of the following?

Tom Brady

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	21% (457)	26% (571)	10% (210)	14% (308)	24% (525)	6% (129)	2200
Biden Job Strongly Approve	23% (185)	26% (211)	10% (82)	15% (118)	21% (169)	5% (40)	804
Biden Job Somewhat Approve	17% (82)	31% (150)	11% (53)	11% (54)	22% (105)	7% (34)	478
Biden Job Somewhat Disapprove	19% (35)	31% (59)	9% (17)	13% (25)	25% (48)	4% (7)	191
Biden Job Strongly Disapprove	22% (114)	21% (107)	9% (44)	19% (94)	24% (119)	6% (29)	507
Favorable of Biden	22% (289)	28% (368)	10% (124)	13% (174)	21% (270)	6% (80)	1305
Unfavorable of Biden	20% (150)	24% (185)	10% (77)	17% (126)	25% (188)	4% (32)	759
Very Favorable of Biden	26% (204)	26% (206)	9% (70)	14% (112)	19% (149)	5% (40)	780
Somewhat Favorable of Biden	16% (85)	31% (162)	10% (55)	12% (62)	23% (121)	8% (40)	525
Somewhat Unfavorable of Biden	19% (36)	29% (56)	12% (24)	12% (23)	24% (47)	3% (6)	192
Very Unfavorable of Biden	20% (114)	23% (129)	9% (53)	18% (103)	25% (142)	5% (26)	567
#1 Issue: Economy	22% (190)	27% (238)	8% (73)	15% (133)	22% (187)	5% (46)	868
#1 Issue: Security	21% (56)	24% (63)	11% (29)	12% (33)	26% (69)	6% (17)	267
#1 Issue: Health Care	20% (80)	29% (119)	11% (46)	10% (41)	24% (96)	5% (21)	404
#1 Issue: Medicare / Social Security	15% (35)	30% (71)	9% (20)	16% (38)	26% (62)	4% (11)	236
#1 Issue: Women's Issues	15% (14)	20% (19)	7% (6)	22% (21)	30% (29)	7% (7)	96
#1 Issue: Education	26% (25)	12% (12)	12% (11)	11% (11)	24% (23)	14% (14)	96
#1 Issue: Energy	20% (16)	27% (22)	13% (10)	19% (16)	14% (12)	7% (6)	81
#1 Issue: Other	27% (41)	18% (28)	9% (13)	10% (15)	31% (47)	5% (8)	152
2020 Vote: Joe Biden	21% (222)	28% (293)	11% (117)	14% (150)	20% (215)	5% (51)	1049
2020 Vote: Donald Trump	23% (160)	26% (178)	9% (59)	16% (107)	24% (162)	3% (20)	686
2020 Vote: Other	6% (4)	22% (14)	14% (9)	18% (11)	36% (22)	4% (3)	62
2020 Vote: Didn't Vote	17% (70)	21% (86)	6% (25)	10% (40)	31% (124)	14% (56)	401
2018 House Vote: Democrat	23% (169)	28% (207)	12% (86)	15% (115)	18% (131)	4% (33)	741
2018 House Vote: Republican	22% (124)	27% (152)	9% (51)	17% (94)	22% (121)	2% (11)	554
2018 House Vote: Someone else	2% (1)	33% (17)	13% (7)	22% (11)	29% (15)	1% (1)	52
2016 Vote: Hillary Clinton	20% (144)	27% (194)	11% (79)	17% (123)	20% (141)	4% (26)	707
2016 Vote: Donald Trump	25% (155)	27% (172)	8% (51)	16% (101)	21% (132)	3% (17)	628
2016 Vote: Other	14% (16)	31% (35)	14% (16)	18% (21)	23% (26)	— (0)	113
2016 Vote: Didn't Vote	19% (142)	23% (169)	9% (64)	8% (62)	30% (226)	12% (86)	749

Continued on next page

**Table MCSP28\_6:** Do you have a favorable or unfavorable opinion of the following?

Tom Brady

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	21% (457)	26% (571)	10% (210)	14% (308)	24% (525)	6% (129)	2200
Voted in 2014: Yes	22% (260)	28% (338)	11% (128)	17% (208)	19% (228)	3% (32)	1194
Voted in 2014: No	20% (197)	23% (232)	8% (82)	10% (100)	29% (297)	10% (98)	1006
4-Region: Northeast	21% (81)	28% (112)	10% (38)	17% (66)	19% (74)	6% (22)	394
4-Region: Midwest	20% (94)	21% (96)	10% (49)	19% (89)	26% (120)	3% (15)	462
4-Region: South	22% (178)	27% (225)	9% (70)	9% (78)	26% (211)	8% (62)	824
4-Region: West	20% (103)	27% (138)	10% (53)	14% (75)	23% (119)	6% (31)	520
Sports fan	26% (400)	31% (471)	11% (170)	15% (224)	14% (207)	3% (47)	1519
Avid sports fan	40% (190)	29% (138)	11% (54)	14% (65)	5% (22)	2% (9)	478
Casual sports fan	20% (211)	32% (332)	11% (115)	15% (159)	18% (185)	4% (39)	1041
Football fan	27% (386)	31% (452)	12% (172)	16% (225)	12% (168)	3% (42)	1444
Avid football fan	37% (228)	26% (159)	13% (81)	18% (112)	4% (25)	2% (12)	616
Casual football fan	19% (158)	35% (293)	11% (91)	14% (113)	17% (142)	4% (30)	828
NFL fan	28% (386)	32% (445)	12% (163)	15% (213)	11% (152)	3% (38)	1396
Avid NFL fan	38% (225)	26% (154)	12% (69)	20% (118)	4% (22)	1% (6)	595
Casual NFL fan	20% (160)	36% (291)	12% (94)	12% (95)	16% (129)	4% (31)	801
Watched SB last year	29% (336)	30% (353)	11% (129)	16% (185)	11% (122)	3% (32)	1157
Didn't watch SB last year	12% (121)	21% (218)	8% (81)	12% (123)	39% (403)	9% (97)	1043
OK brands get political	24% (188)	28% (218)	10% (81)	13% (103)	20% (161)	4% (35)	785
Not OK brands get political	21% (239)	26% (294)	10% (107)	15% (173)	23% (258)	4% (48)	1119
OK social justice	23% (301)	28% (364)	10% (133)	13% (171)	21% (265)	5% (59)	1292
Not OK social justice	21% (126)	25% (151)	9% (58)	16% (101)	24% (148)	5% (28)	612
Likely SB viewer	30% (398)	32% (432)	11% (148)	14% (184)	11% (142)	3% (40)	1344
Unlikely SB viewer	7% (54)	16% (120)	7% (51)	15% (113)	45% (333)	9% (62)	733
More likely to watch SB this year	38% (222)	30% (175)	9% (52)	11% (65)	8% (47)	3% (16)	577
Less likely to watch SB this year	13% (61)	22% (102)	10% (45)	16% (75)	31% (148)	8% (40)	472
Likely host/attend SB party	32% (129)	30% (124)	10% (42)	11% (44)	14% (56)	3% (11)	406
Unlikely host/attend SB party	19% (309)	26% (425)	10% (162)	15% (256)	25% (420)	5% (83)	1656
Watch SB for game	34% (289)	32% (271)	13% (108)	15% (126)	6% (53)	1% (12)	859
Watch SB for halftime	26% (58)	31% (70)	9% (20)	10% (23)	19% (43)	6% (14)	227

Continued on next page

**Table MCSP28\_6:** Do you have a favorable or unfavorable opinion of the following?

Tom Brady

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	21% (457)	26% (571)	10% (210)	14% (308)	24% (525)	6% (129)	2200
Watch SB for ads	20% (39)	34% (65)	8% (16)	18% (34)	17% (34)	2% (5)	193
SB more political	25% (209)	28% (226)	12% (94)	15% (123)	17% (142)	3% (24)	818
SB less political	30% (98)	26% (85)	9% (30)	17% (55)	13% (43)	5% (17)	328
Typically host/attend SB party	31% (175)	32% (178)	10% (55)	14% (78)	10% (55)	3% (15)	556
Typically do not host/attend SB party	17% (282)	24% (393)	9% (155)	14% (230)	29% (470)	7% (114)	1644
Usually pays a lot/some attn to ads	26% (389)	30% (455)	11% (161)	15% (221)	16% (233)	2% (32)	1492
Usually pays not much/no attn to ads	10% (68)	16% (116)	7% (49)	12% (87)	41% (292)	14% (97)	708
Plan to pay a lot/some attn to ads	27% (372)	30% (413)	11% (144)	14% (192)	15% (198)	3% (39)	1359
Plan to pay not much/no attn to ads	10% (85)	19% (157)	8% (66)	14% (116)	39% (327)	11% (91)	841
Pro football fav sport	34% (201)	28% (170)	11% (68)	19% (113)	6% (34)	2% (10)	596
Fav NFL	30% (376)	34% (428)	10% (131)	14% (180)	9% (109)	2% (30)	1254
Unfav NFL	14% (68)	22% (107)	13% (61)	23% (112)	25% (118)	3% (16)	481
Fav Goodell	38% (189)	40% (201)	9% (44)	10% (50)	2% (7)	1% (5)	496
Unfav Goodell	23% (110)	27% (130)	17% (82)	28% (136)	5% (22)	1% (3)	483
Fav Chiefs	32% (325)	37% (369)	11% (109)	14% (144)	4% (41)	1% (14)	1001
Fav Buccaneers	42% (341)	41% (337)	8% (67)	5% (45)	3% (26)	1% (6)	822
Chiefs fan	19% (159)	29% (239)	15% (125)	23% (194)	12% (98)	2% (14)	828
Buccaneers fan	41% (241)	33% (199)	7% (42)	7% (40)	9% (51)	3% (19)	593
Frequent sports betters	36% (37)	35% (36)	9% (10)	17% (17)	2% (2)	1% (1)	103
Regular sports betters	37% (82)	32% (71)	10% (23)	14% (30)	7% (15)	1% (1)	223
Frequent NFL betters	34% (40)	32% (37)	10% (12)	22% (26)	3% (3)	— (0)	117
Regular NFL betters	38% (90)	30% (72)	12% (29)	15% (36)	5% (12)	— (0)	239
Definite SB betters	41% (54)	31% (41)	9% (12)	13% (17)	5% (7)	— (0)	132
Probable SB betters	36% (123)	32% (111)	9% (31)	14% (47)	8% (26)	1% (3)	341
Believe betting is legal in their state	26% (174)	29% (193)	12% (81)	16% (106)	14% (94)	2% (13)	661
Believe betting is illegal in their state	25% (97)	27% (104)	11% (42)	17% (67)	15% (59)	5% (18)	387
Non-sports fans	8% (56)	15% (100)	6% (40)	12% (84)	47% (318)	12% (82)	681
Gen Z sports fans	25% (49)	32% (63)	10% (19)	9% (18)	17% (33)	6% (12)	194
Millennial sports fans	26% (108)	28% (118)	10% (42)	16% (68)	15% (64)	5% (22)	422

Continued on next page

**Table MCSP28\_6:** Do you have a favorable or unfavorable opinion of the following?

Tom Brady

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Head of, no opinion	Never heard of, no opinion	Total N
Adults	21% (457)	26% (571)	10% (210)	14% (308)	24% (525)	6% (129)	2200
Gen X sports fans	26% (99)	30% (113)	14% (55)	17% (63)	12% (45)	2% (6)	381
Boomer sports fans	27% (125)	34% (159)	11% (49)	14% (66)	13% (60)	2% (8)	466
Sports fans 18-34	26% (114)	29% (127)	9% (38)	14% (60)	17% (73)	6% (26)	439
Sports fans 35-44	25% (62)	31% (77)	15% (37)	14% (35)	13% (32)	4% (9)	253
Sports fans 45-64	27% (142)	31% (163)	11% (60)	17% (91)	12% (64)	2% (10)	530
Sports fans 65+	28% (82)	34% (102)	11% (34)	13% (38)	13% (39)	1% (2)	297
Occasional sports betters	25% (49)	35% (69)	9% (18)	15% (29)	12% (24)	3% (6)	196
Non-sports betters	18% (326)	24% (430)	10% (169)	14% (248)	27% (485)	7% (122)	1781
In legal betting states	19% (158)	24% (197)	11% (88)	16% (127)	24% (198)	6% (46)	814
Outside legal betting states	22% (299)	27% (373)	9% (122)	13% (181)	24% (327)	6% (84)	1386
Sports fan In legal betting states 21+	25% (133)	30% (157)	14% (74)	17% (91)	11% (60)	3% (15)	530
Sports fan Outside legal betting states 21+	27% (239)	32% (287)	9% (84)	14% (124)	14% (129)	3% (30)	893
Likely SB viewer In legal betting states 21+	28% (130)	30% (141)	14% (63)	17% (77)	9% (42)	2% (11)	464
Likely SB viewer Outside legal betting states 21+	30% (239)	34% (271)	10% (77)	13% (102)	10% (83)	3% (24)	796

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



**Table MCSP29\_1:** Compared to this time last year, are you watching more or less of the following, or about the same amount?

NFL

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Total N
Adults	11% (240)	14% (308)	12% (257)	16% (349)	48% (1046)	2200
Gender: Male	14% (145)	16% (169)	14% (146)	16% (165)	41% (436)	1062
Gender: Female	8% (96)	12% (139)	10% (110)	16% (184)	54% (610)	1138
Age: 18-34	15% (101)	19% (122)	13% (85)	13% (87)	40% (260)	655
Age: 35-44	12% (45)	15% (52)	10% (37)	11% (41)	51% (183)	358
Age: 45-64	8% (63)	11% (86)	11% (84)	19% (145)	50% (373)	751
Age: 65+	7% (32)	11% (48)	12% (50)	17% (76)	53% (230)	436
GenZers: 1997-2012	13% (39)	19% (57)	14% (43)	16% (48)	37% (112)	299
Millennials: 1981-1996	16% (98)	18% (105)	12% (70)	10% (58)	45% (265)	595
GenXers: 1965-1980	8% (43)	11% (59)	10% (54)	19% (103)	52% (283)	542
Baby Boomers: 1946-1964	8% (57)	11% (78)	12% (80)	18% (123)	51% (347)	685
PID: Dem (no lean)	15% (135)	16% (145)	11% (97)	13% (115)	45% (404)	897
PID: Ind (no lean)	6% (43)	12% (82)	11% (77)	17% (112)	54% (362)	676
PID: Rep (no lean)	10% (63)	13% (80)	13% (83)	19% (122)	45% (279)	627
PID/Gender: Dem Men	19% (77)	21% (84)	13% (52)	10% (41)	38% (154)	407
PID/Gender: Dem Women	12% (58)	13% (62)	9% (45)	15% (75)	51% (251)	490
PID/Gender: Ind Men	7% (23)	13% (44)	12% (41)	20% (64)	47% (155)	327
PID/Gender: Ind Women	6% (19)	11% (39)	10% (36)	14% (48)	59% (207)	349
PID/Gender: Rep Men	14% (44)	13% (42)	16% (54)	18% (60)	39% (127)	327
PID/Gender: Rep Women	6% (18)	13% (38)	10% (29)	21% (62)	51% (152)	299
Ideo: Liberal (1-3)	14% (87)	15% (94)	12% (78)	10% (67)	49% (318)	645
Ideo: Moderate (4)	12% (76)	15% (93)	8% (50)	16% (97)	49% (305)	621
Ideo: Conservative (5-7)	9% (57)	13% (85)	13% (89)	22% (146)	44% (296)	675
Educ: < College	10% (157)	13% (197)	12% (176)	15% (230)	50% (752)	1512
Educ: Bachelors degree	10% (47)	15% (69)	11% (49)	17% (76)	46% (204)	444
Educ: Post-grad	15% (37)	18% (43)	13% (32)	18% (43)	37% (89)	244
Income: Under 50k	10% (120)	13% (151)	11% (138)	16% (187)	50% (602)	1198
Income: 50k-100k	11% (75)	15% (102)	13% (87)	15% (101)	46% (315)	680
Income: 100k+	14% (45)	17% (55)	10% (32)	19% (61)	40% (129)	322
Ethnicity: White	9% (153)	13% (232)	12% (203)	16% (269)	50% (864)	1722
Ethnicity: Hispanic	14% (49)	20% (70)	13% (46)	17% (58)	36% (126)	349

Continued on next page

**Table MCSP29\_1:** Compared to this time last year, are you watching more or less of the following, or about the same amount?

NFL

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Total N
Adults	11% (240)	14% (308)	12% (257)	16% (349)	48% (1046)	2200
Ethnicity: Black	20% (56)	16% (44)	9% (25)	17% (45)	38% (104)	274
Ethnicity: Other	15% (31)	16% (32)	14% (29)	17% (34)	38% (78)	204
All Christian	9% (92)	14% (135)	12% (115)	17% (170)	47% (463)	975
All Non-Christian	21% (27)	25% (31)	9% (11)	17% (22)	28% (36)	128
Atheist	9% (10)	10% (11)	10% (11)	12% (13)	58% (64)	110
Agnostic/Nothing in particular	10% (60)	12% (70)	12% (74)	13% (76)	53% (318)	598
Something Else	13% (51)	16% (61)	12% (46)	17% (67)	42% (165)	390
Religious Non-Protestant/Catholic	18% (28)	21% (32)	11% (16)	16% (25)	33% (50)	152
Evangelical	13% (73)	14% (81)	14% (79)	16% (93)	43% (244)	570
Non-Evangelical	9% (69)	14% (110)	10% (76)	19% (142)	48% (365)	761
Community: Urban	16% (95)	18% (107)	12% (71)	12% (72)	43% (255)	600
Community: Suburban	8% (86)	14% (149)	11% (112)	17% (175)	50% (514)	1037
Community: Rural	11% (60)	9% (52)	13% (73)	18% (102)	49% (276)	564
Employ: Private Sector	14% (87)	18% (113)	12% (74)	14% (89)	43% (277)	641
Employ: Government	14% (18)	16% (21)	14% (18)	14% (19)	41% (53)	128
Employ: Self-Employed	11% (17)	10% (16)	15% (24)	14% (22)	49% (75)	153
Employ: Homemaker	5% (8)	11% (18)	12% (20)	18% (30)	54% (90)	165
Employ: Student	13% (16)	13% (16)	14% (18)	18% (22)	42% (52)	124
Employ: Retired	8% (38)	13% (64)	10% (53)	18% (90)	52% (261)	506
Employ: Unemployed	14% (47)	13% (44)	8% (28)	16% (54)	48% (160)	332
Employ: Other	7% (10)	11% (17)	15% (23)	16% (24)	52% (78)	151
Military HH: Yes	9% (32)	15% (50)	15% (50)	20% (67)	42% (143)	341
Military HH: No	11% (209)	14% (258)	11% (207)	15% (282)	49% (903)	1859
RD/WT: Right Direction	15% (134)	19% (172)	10% (90)	12% (110)	44% (391)	897
RD/WT: Wrong Track	8% (106)	10% (136)	13% (167)	18% (239)	50% (655)	1303
Biden Job Approve	13% (169)	17% (217)	11% (140)	12% (159)	47% (598)	1282
Biden Job Disapprove	8% (57)	11% (76)	13% (93)	23% (162)	45% (312)	698

Continued on next page

**Table MCSP29\_1:** Compared to this time last year, are you watching more or less of the following, or about the same amount?

NFL

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Total N
Adults	11% (240)	14% (308)	12% (257)	16% (349)	48% (1046)	2200
Biden Job Strongly Approve	15% (121)	16% (128)	10% (81)	14% (113)	45% (361)	804
Biden Job Somewhat Approve	10% (47)	19% (89)	12% (59)	9% (45)	50% (237)	478
Biden Job Somewhat Disapprove	10% (19)	13% (26)	17% (33)	14% (28)	45% (86)	191
Biden Job Strongly Disapprove	7% (38)	10% (50)	12% (60)	26% (134)	44% (225)	507
Favorable of Biden	14% (181)	16% (215)	11% (143)	12% (163)	46% (603)	1305
Unfavorable of Biden	6% (48)	11% (82)	13% (101)	23% (172)	47% (356)	759
Very Favorable of Biden	17% (133)	17% (132)	9% (73)	13% (98)	44% (343)	780
Somewhat Favorable of Biden	9% (47)	16% (83)	13% (70)	12% (65)	50% (260)	525
Somewhat Unfavorable of Biden	7% (14)	12% (23)	15% (29)	14% (27)	52% (99)	192
Very Unfavorable of Biden	6% (34)	10% (59)	13% (72)	26% (145)	45% (257)	567
#1 Issue: Economy	11% (96)	15% (133)	11% (95)	16% (140)	47% (404)	868
#1 Issue: Security	11% (29)	12% (31)	16% (43)	25% (66)	37% (98)	267
#1 Issue: Health Care	9% (38)	13% (53)	13% (51)	9% (38)	55% (224)	404
#1 Issue: Medicare / Social Security	9% (22)	10% (24)	12% (28)	18% (44)	50% (118)	236
#1 Issue: Women's Issues	14% (13)	15% (15)	8% (8)	14% (14)	48% (46)	96
#1 Issue: Education	19% (18)	15% (14)	10% (10)	13% (13)	43% (42)	96
#1 Issue: Energy	21% (17)	13% (11)	14% (11)	9% (8)	43% (35)	81
#1 Issue: Other	5% (8)	18% (27)	7% (10)	18% (28)	52% (80)	152
2020 Vote: Joe Biden	14% (148)	16% (170)	12% (122)	12% (124)	46% (486)	1049
2020 Vote: Donald Trump	7% (51)	12% (84)	13% (89)	22% (152)	45% (311)	686
2020 Vote: Other	1% (1)	21% (13)	7% (4)	15% (9)	56% (35)	62
2020 Vote: Didn't Vote	10% (41)	10% (41)	10% (42)	16% (63)	53% (214)	401
2018 House Vote: Democrat	14% (103)	16% (117)	13% (96)	10% (76)	47% (349)	741
2018 House Vote: Republican	7% (39)	12% (65)	12% (65)	23% (126)	47% (259)	554
2018 House Vote: Someone else	10% (5)	12% (6)	8% (4)	30% (16)	40% (21)	52
2016 Vote: Hillary Clinton	14% (97)	15% (107)	12% (86)	11% (80)	48% (338)	707
2016 Vote: Donald Trump	8% (48)	11% (70)	11% (69)	23% (142)	48% (300)	628
2016 Vote: Other	4% (5)	13% (15)	7% (8)	17% (19)	58% (66)	113
2016 Vote: Didn't Vote	12% (90)	16% (117)	12% (92)	14% (108)	46% (342)	749

Continued on next page

**Table MCSP29\_1:** Compared to this time last year, are you watching more or less of the following, or about the same amount?

NFL

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Total N
Adults	11% (240)	14% (308)	12% (257)	16% (349)	48% (1046)	2200
Voted in 2014: Yes	11% (126)	13% (159)	12% (140)	17% (207)	47% (563)	1194
Voted in 2014: No	11% (115)	15% (150)	12% (117)	14% (142)	48% (483)	1006
4-Region: Northeast	10% (38)	13% (53)	10% (40)	17% (65)	50% (197)	394
4-Region: Midwest	12% (54)	14% (65)	10% (48)	14% (66)	50% (231)	462
4-Region: South	10% (86)	13% (111)	13% (106)	16% (136)	47% (385)	824
4-Region: West	12% (63)	15% (79)	12% (63)	16% (82)	45% (233)	520
Sports fan	15% (231)	18% (267)	14% (219)	14% (212)	39% (589)	1519
Avid sports fan	30% (142)	20% (95)	7% (34)	7% (36)	36% (172)	478
Casual sports fan	9% (89)	17% (173)	18% (186)	17% (177)	40% (418)	1041
Football fan	16% (230)	19% (272)	14% (207)	13% (186)	38% (549)	1444
Avid football fan	28% (170)	21% (130)	10% (59)	6% (37)	36% (221)	616
Casual football fan	7% (60)	17% (142)	18% (148)	18% (149)	40% (328)	828
NFL fan	16% (229)	20% (279)	14% (199)	11% (153)	38% (536)	1396
Avid NFL fan	30% (176)	20% (118)	8% (45)	4% (26)	39% (230)	595
Casual NFL fan	7% (53)	20% (161)	19% (154)	16% (127)	38% (306)	801
Watched SB last year	17% (203)	20% (230)	14% (157)	11% (125)	38% (443)	1157
Didn't watch SB last year	4% (38)	8% (78)	10% (99)	21% (224)	58% (603)	1043
OK brands get political	16% (124)	19% (146)	11% (88)	12% (92)	43% (335)	785
Not OK brands get political	8% (93)	13% (141)	12% (139)	19% (211)	48% (535)	1119
OK social justice	14% (185)	16% (209)	12% (160)	11% (144)	46% (595)	1292
Not OK social justice	5% (30)	12% (72)	12% (73)	26% (158)	46% (278)	612
Likely SB viewer	16% (219)	20% (275)	14% (187)	10% (129)	40% (533)	1344
Unlikely SB viewer	2% (14)	4% (29)	8% (60)	27% (201)	59% (429)	733
More likely to watch SB this year	28% (160)	28% (161)	12% (71)	7% (42)	25% (144)	577
Less likely to watch SB this year	4% (17)	8% (38)	15% (73)	39% (185)	34% (159)	472
Likely host/attend SB party	26% (104)	26% (105)	11% (43)	10% (41)	28% (112)	406
Unlikely host/attend SB party	8% (126)	12% (194)	12% (201)	18% (296)	51% (840)	1656
Watch SB for game	19% (167)	20% (173)	13% (115)	7% (62)	40% (343)	859
Watch SB for halftime	15% (34)	23% (52)	14% (33)	11% (24)	37% (84)	227
Watch SB for ads	9% (17)	23% (44)	15% (30)	14% (27)	39% (76)	193

Continued on next page

**Table MCSP29\_1:** Compared to this time last year, are you watching more or less of the following, or about the same amount?

NFL

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Total N
Adults	11% (240)	14% (308)	12% (257)	16% (349)	48% (1046)	2200
SB more political	13% (110)	18% (145)	13% (106)	19% (156)	37% (301)	818
SB less political	16% (54)	18% (58)	14% (44)	14% (45)	39% (126)	328
Typically host/attend SB party	21% (118)	21% (116)	15% (84)	12% (68)	31% (171)	556
Typically do not host/attend SB party	7% (123)	12% (192)	11% (173)	17% (281)	53% (875)	1644
Usually pays a lot/some attn to ads	14% (210)	17% (260)	13% (189)	14% (203)	42% (630)	1492
Usually pays not much/no attn to ads	4% (30)	7% (48)	10% (68)	21% (146)	59% (416)	708
Plan to pay a lot/some attn to ads	15% (199)	18% (249)	13% (182)	11% (151)	43% (578)	1359
Plan to pay not much/no attn to ads	5% (41)	7% (59)	9% (75)	24% (198)	56% (468)	841
Pro football fav sport	26% (158)	21% (128)	9% (53)	6% (35)	37% (222)	596
Fav NFL	18% (220)	21% (265)	13% (167)	8% (99)	40% (503)	1254
Unfav NFL	2% (10)	8% (38)	15% (73)	36% (175)	39% (186)	481
Fav Goodell	22% (110)	23% (115)	15% (72)	6% (32)	34% (168)	496
Unfav Goodell	10% (47)	17% (81)	17% (82)	22% (105)	35% (169)	483
Fav Chiefs	18% (178)	20% (202)	14% (137)	11% (110)	37% (375)	1001
Fav Buccaneers	16% (134)	22% (178)	15% (121)	11% (92)	36% (297)	822
Chiefs fan	18% (147)	16% (135)	14% (116)	12% (100)	40% (330)	828
Buccaneers fan	12% (71)	22% (132)	14% (81)	15% (86)	37% (222)	593
Frequent sports betters	38% (39)	23% (23)	19% (20)	4% (4)	16% (17)	103
Regular sports betters	33% (74)	29% (65)	14% (32)	9% (19)	15% (34)	223
Frequent NFL betters	41% (48)	17% (19)	15% (17)	5% (6)	23% (27)	117
Regular NFL betters	32% (76)	28% (66)	16% (37)	6% (14)	19% (45)	239
Definite SB betters	40% (53)	22% (29)	9% (11)	8% (11)	21% (28)	132
Probable SB betters	30% (102)	31% (107)	12% (41)	7% (23)	20% (70)	341
Believe betting is legal in their state	17% (109)	19% (128)	14% (90)	14% (90)	37% (243)	661
Believe betting is illegal in their state	12% (47)	17% (64)	14% (54)	13% (51)	44% (171)	387
Non-sports fans	1% (9)	6% (41)	5% (37)	20% (137)	67% (457)	681
Gen Z sports fans	18% (35)	25% (48)	14% (28)	12% (23)	30% (59)	194
Millennial sports fans	22% (92)	22% (94)	14% (59)	9% (37)	33% (138)	422
Gen X sports fans	11% (43)	12% (46)	14% (53)	17% (65)	46% (174)	381
Boomer sports fans	12% (57)	15% (70)	15% (72)	16% (75)	41% (192)	466

Continued on next page

**Table MCSP29\_1:** Compared to this time last year, are you watching more or less of the following, or about the same amount?

NFL

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Total N
Adults	11% (240)	14% (308)	12% (257)	16% (349)	48% (1046)	2200
Sports fans 18-34	21% (94)	23% (103)	15% (64)	11% (50)	29% (127)	439
Sports fans 35-44	17% (43)	19% (49)	12% (31)	8% (20)	43% (109)	253
Sports fans 45-64	12% (62)	14% (72)	15% (81)	18% (95)	41% (220)	530
Sports fans 65+	11% (32)	14% (43)	15% (43)	15% (46)	45% (133)	297
Occasional sports betters	15% (29)	19% (37)	18% (36)	10% (20)	38% (75)	196
Non-sports betters	8% (137)	12% (207)	11% (189)	17% (310)	53% (937)	1781
In legal betting states	11% (90)	13% (104)	11% (88)	16% (133)	49% (398)	814
Outside legal betting states	11% (150)	15% (204)	12% (169)	16% (216)	47% (647)	1386
Sports fan In legal betting states 21+	16% (83)	18% (95)	14% (74)	12% (63)	41% (216)	530
Sports fan Outside legal betting states 21+	14% (128)	18% (157)	14% (123)	15% (138)	39% (346)	893
Likely SB viewer In legal betting states 21+	18% (82)	20% (95)	13% (61)	7% (35)	41% (192)	464
Likely SB viewer Outside legal betting states 21+	15% (116)	21% (166)	14% (115)	10% (83)	40% (316)	796

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

**Table MCSP29\_2:** Compared to this time last year, are you watching more or less of the following, or about the same amount?

NBA

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Total N
Adults	8% (176)	8% (184)	11% (247)	23% (500)	50% (1093)	2200
Gender: Male	11% (113)	10% (106)	13% (143)	25% (265)	41% (436)	1062
Gender: Female	6% (63)	7% (78)	9% (104)	21% (236)	58% (657)	1138
Age: 18-34	14% (92)	10% (69)	15% (97)	18% (115)	43% (282)	655
Age: 35-44	12% (41)	11% (39)	11% (38)	16% (59)	51% (181)	358
Age: 45-64	4% (28)	7% (53)	9% (66)	25% (191)	55% (412)	751
Age: 65+	3% (14)	5% (23)	11% (46)	31% (135)	50% (218)	436
GenZers: 1997-2012	13% (40)	9% (27)	17% (51)	21% (62)	40% (121)	299
Millennials: 1981-1996	15% (88)	12% (71)	12% (74)	15% (86)	46% (276)	595
GenXers: 1965-1980	5% (29)	8% (45)	7% (40)	24% (131)	55% (298)	542
Baby Boomers: 1946-1964	2% (16)	6% (38)	10% (70)	28% (193)	54% (368)	685
PID: Dem (no lean)	12% (111)	10% (92)	13% (116)	19% (173)	45% (406)	897
PID: Ind (no lean)	5% (37)	7% (49)	9% (61)	20% (136)	58% (393)	676
PID: Rep (no lean)	5% (28)	7% (43)	11% (71)	30% (191)	47% (294)	627
PID/Gender: Dem Men	16% (64)	12% (49)	17% (69)	21% (85)	34% (139)	407
PID/Gender: Dem Women	9% (46)	9% (43)	9% (46)	18% (88)	55% (267)	490
PID/Gender: Ind Men	7% (22)	10% (33)	9% (30)	24% (78)	50% (164)	327
PID/Gender: Ind Women	4% (15)	5% (16)	9% (31)	17% (58)	66% (229)	349
PID/Gender: Rep Men	8% (26)	7% (23)	13% (44)	31% (102)	40% (133)	327
PID/Gender: Rep Women	1% (2)	7% (20)	9% (27)	30% (89)	54% (161)	299
Ideo: Liberal (1-3)	14% (89)	11% (70)	11% (70)	15% (96)	50% (321)	645
Ideo: Moderate (4)	7% (45)	9% (53)	10% (64)	21% (133)	53% (326)	621
Ideo: Conservative (5-7)	4% (24)	6% (41)	13% (86)	31% (211)	46% (312)	675
Educ: < College	7% (111)	7% (106)	12% (177)	22% (339)	52% (779)	1512
Educ: Bachelors degree	6% (28)	10% (42)	10% (45)	24% (108)	50% (220)	444
Educ: Post-grad	15% (37)	15% (35)	10% (24)	22% (53)	39% (95)	244
Income: Under 50k	7% (81)	8% (93)	11% (131)	23% (271)	52% (622)	1198
Income: 50k-100k	7% (50)	9% (61)	11% (77)	23% (158)	49% (334)	680
Income: 100k+	14% (44)	9% (30)	12% (39)	22% (71)	43% (138)	322
Ethnicity: White	6% (95)	8% (131)	11% (184)	24% (407)	53% (905)	1722
Ethnicity: Hispanic	12% (43)	14% (49)	16% (55)	21% (73)	37% (130)	349

Continued on next page

**Table MCSP29\_2:** Compared to this time last year, are you watching more or less of the following, or about the same amount?

NBA

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Total N
Adults	8% (176)	8% (184)	11% (247)	23% (500)	50% (1093)	2200
Ethnicity: Black	17% (47)	10% (26)	13% (34)	19% (53)	42% (114)	274
Ethnicity: Other	16% (34)	13% (27)	14% (29)	19% (40)	37% (75)	204
All Christian	7% (66)	8% (74)	11% (105)	27% (262)	48% (469)	975
All Non-Christian	16% (20)	19% (25)	19% (24)	23% (29)	23% (29)	128
Atheist	9% (9)	14% (15)	6% (7)	10% (11)	61% (67)	110
Agnostic/Nothing in particular	6% (38)	8% (48)	10% (60)	19% (113)	57% (338)	598
Something Else	11% (41)	6% (23)	13% (51)	22% (85)	49% (190)	390
Religious Non-Protestant/Catholic	14% (21)	18% (27)	19% (28)	20% (30)	30% (45)	152
Evangelical	11% (62)	8% (47)	11% (62)	23% (129)	47% (270)	570
Non-Evangelical	6% (42)	6% (44)	12% (89)	28% (215)	49% (371)	761
Community: Urban	15% (91)	12% (72)	13% (80)	16% (98)	43% (259)	600
Community: Suburban	5% (56)	8% (84)	11% (110)	25% (263)	51% (524)	1037
Community: Rural	5% (29)	5% (28)	10% (57)	25% (139)	55% (310)	564
Employ: Private Sector	12% (76)	12% (80)	11% (68)	21% (137)	44% (280)	641
Employ: Government	13% (16)	5% (7)	15% (20)	20% (26)	46% (60)	128
Employ: Self-Employed	13% (19)	8% (13)	10% (15)	15% (23)	54% (82)	153
Employ: Homemaker	4% (7)	8% (13)	7% (12)	19% (32)	62% (102)	165
Employ: Student	13% (16)	5% (6)	12% (15)	22% (27)	48% (60)	124
Employ: Retired	2% (12)	5% (27)	9% (47)	30% (152)	53% (267)	506
Employ: Unemployed	7% (23)	9% (28)	15% (50)	21% (68)	49% (162)	332
Employ: Other	4% (6)	7% (10)	13% (19)	23% (35)	53% (80)	151
Military HH: Yes	5% (17)	5% (17)	11% (38)	30% (101)	49% (168)	341
Military HH: No	9% (159)	9% (167)	11% (209)	21% (399)	50% (926)	1859
RD/WT: Right Direction	13% (118)	11% (102)	13% (116)	16% (142)	47% (418)	897
RD/WT: Wrong Track	4% (57)	6% (81)	10% (131)	27% (358)	52% (675)	1303
Biden Job Approve	11% (140)	11% (137)	12% (151)	18% (235)	48% (620)	1282
Biden Job Disapprove	4% (30)	5% (36)	10% (72)	32% (225)	48% (335)	698

Continued on next page



**Table MCSP29\_2:** Compared to this time last year, are you watching more or less of the following, or about the same amount?

NBA

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Total N
Adults	8% (176)	8% (184)	11% (247)	23% (500)	50% (1093)	2200
Biden Job Strongly Approve	13% (104)	11% (85)	11% (88)	18% (147)	47% (382)	804
Biden Job Somewhat Approve	8% (36)	11% (52)	13% (64)	18% (88)	50% (238)	478
Biden Job Somewhat Disapprove	6% (12)	12% (22)	14% (26)	22% (42)	46% (88)	191
Biden Job Strongly Disapprove	4% (18)	3% (14)	9% (46)	36% (183)	49% (246)	507
Favorable of Biden	11% (145)	11% (137)	12% (156)	18% (238)	48% (629)	1305
Unfavorable of Biden	3% (22)	5% (37)	11% (80)	32% (242)	50% (378)	759
Very Favorable of Biden	14% (109)	11% (86)	12% (90)	18% (140)	46% (356)	780
Somewhat Favorable of Biden	7% (36)	10% (51)	13% (66)	19% (98)	52% (273)	525
Somewhat Unfavorable of Biden	4% (8)	9% (17)	14% (27)	20% (39)	52% (101)	192
Very Unfavorable of Biden	2% (14)	3% (20)	9% (54)	36% (203)	49% (278)	567
#1 Issue: Economy	9% (75)	9% (77)	12% (100)	22% (194)	49% (421)	868
#1 Issue: Security	6% (15)	8% (21)	15% (40)	31% (82)	41% (109)	267
#1 Issue: Health Care	8% (31)	9% (38)	11% (43)	16% (64)	57% (229)	404
#1 Issue: Medicare / Social Security	2% (6)	5% (12)	10% (24)	34% (79)	49% (115)	236
#1 Issue: Women's Issues	13% (13)	5% (5)	7% (6)	19% (18)	56% (54)	96
#1 Issue: Education	16% (15)	11% (11)	9% (9)	18% (17)	46% (45)	96
#1 Issue: Energy	9% (7)	15% (12)	14% (11)	9% (8)	52% (42)	81
#1 Issue: Other	9% (13)	6% (9)	9% (13)	25% (38)	52% (79)	152
2020 Vote: Joe Biden	13% (134)	10% (109)	13% (132)	16% (166)	49% (509)	1049
2020 Vote: Donald Trump	3% (19)	6% (43)	10% (70)	33% (224)	48% (331)	686
2020 Vote: Other	3% (2)	2% (1)	15% (9)	22% (14)	58% (36)	62
2020 Vote: Didn't Vote	5% (21)	8% (31)	9% (36)	24% (96)	54% (217)	401
2018 House Vote: Democrat	12% (91)	10% (74)	12% (92)	16% (122)	49% (362)	741
2018 House Vote: Republican	3% (15)	6% (36)	10% (57)	31% (171)	50% (275)	554
2018 House Vote: Someone else	5% (3)	1% (1)	13% (7)	30% (16)	51% (27)	52
2016 Vote: Hillary Clinton	11% (80)	10% (69)	12% (85)	16% (113)	51% (359)	707
2016 Vote: Donald Trump	3% (21)	6% (37)	9% (54)	32% (201)	50% (315)	628
2016 Vote: Other	4% (5)	2% (2)	12% (13)	20% (23)	62% (70)	113
2016 Vote: Didn't Vote	9% (68)	10% (75)	13% (95)	22% (163)	46% (348)	749

Continued on next page

**Table MCSP29\_2:** Compared to this time last year, are you watching more or less of the following, or about the same amount?

NBA

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Total N
Adults	8% (176)	8% (184)	11% (247)	23% (500)	50% (1093)	2200
Voted in 2014: Yes	8% (92)	7% (88)	10% (125)	24% (285)	51% (605)	1194
Voted in 2014: No	8% (84)	10% (96)	12% (122)	21% (216)	49% (489)	1006
4-Region: Northeast	8% (30)	11% (42)	8% (31)	23% (92)	50% (198)	394
4-Region: Midwest	5% (25)	6% (27)	13% (61)	22% (100)	54% (250)	462
4-Region: South	7% (55)	8% (62)	12% (96)	24% (201)	50% (410)	824
4-Region: West	12% (65)	10% (53)	12% (60)	21% (107)	45% (236)	520
Sports fan	11% (167)	11% (168)	14% (205)	23% (352)	41% (626)	1519
Avid sports fan	21% (102)	15% (73)	13% (60)	18% (88)	32% (155)	478
Casual sports fan	6% (66)	9% (96)	14% (145)	25% (265)	45% (470)	1041
Football fan	11% (159)	11% (164)	13% (187)	23% (337)	41% (597)	1444
Avid football fan	19% (115)	14% (83)	13% (80)	22% (134)	33% (204)	616
Casual football fan	5% (43)	10% (80)	13% (107)	25% (203)	48% (393)	828
NFL fan	11% (155)	12% (164)	13% (185)	22% (312)	42% (580)	1396
Avid NFL fan	19% (114)	13% (75)	13% (77)	21% (125)	34% (204)	595
Casual NFL fan	5% (40)	11% (88)	14% (108)	23% (187)	47% (377)	801
Watched SB last year	12% (138)	12% (135)	14% (166)	22% (249)	41% (470)	1157
Didn't watch SB last year	4% (38)	5% (49)	8% (81)	24% (251)	60% (623)	1043
OK brands get political	14% (112)	11% (90)	15% (114)	15% (119)	45% (349)	785
Not OK brands get political	5% (54)	7% (77)	9% (104)	28% (317)	51% (566)	1119
OK social justice	12% (153)	11% (141)	13% (162)	17% (215)	48% (620)	1292
Not OK social justice	2% (15)	5% (30)	9% (58)	36% (218)	48% (291)	612
Likely SB viewer	11% (154)	12% (163)	13% (180)	21% (284)	42% (563)	1344
Unlikely SB viewer	2% (18)	2% (14)	8% (57)	27% (199)	61% (446)	733
More likely to watch SB this year	22% (127)	17% (98)	14% (81)	20% (114)	27% (156)	577
Less likely to watch SB this year	2% (10)	5% (23)	11% (50)	41% (192)	42% (196)	472
Likely host/attend SB party	24% (99)	14% (58)	13% (52)	19% (76)	30% (121)	406
Unlikely host/attend SB party	4% (70)	7% (116)	11% (176)	25% (411)	53% (883)	1656
Watch SB for game	12% (100)	14% (117)	13% (112)	23% (196)	39% (334)	859
Watch SB for halftime	16% (37)	10% (22)	13% (29)	15% (34)	46% (105)	227
Watch SB for ads	7% (14)	12% (22)	16% (30)	20% (39)	45% (87)	193

Continued on next page

**Table MCSP29\_2:** Compared to this time last year, are you watching more or less of the following, or about the same amount?

NBA

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Total N
Adults	8% (176)	8% (184)	11% (247)	23% (500)	50% (1093)	2200
SB more political	11% (87)	10% (81)	12% (98)	26% (211)	42% (341)	818
SB less political	12% (40)	10% (33)	14% (46)	24% (78)	40% (131)	328
Typically host/attend SB party	18% (102)	13% (72)	14% (81)	20% (113)	34% (189)	556
Typically do not host/attend SB party	4% (73)	7% (112)	10% (166)	24% (387)	55% (904)	1644
Usually pays a lot/some attn to ads	10% (155)	10% (155)	12% (185)	22% (327)	45% (671)	1492
Usually pays not much/no attn to ads	3% (21)	4% (29)	9% (62)	24% (173)	60% (423)	708
Plan to pay a lot/some attn to ads	11% (147)	11% (153)	14% (184)	21% (282)	44% (593)	1359
Plan to pay not much/no attn to ads	3% (28)	4% (31)	7% (63)	26% (219)	60% (501)	841
Pro football fav sport	14% (85)	12% (69)	15% (87)	21% (127)	38% (228)	596
Fav NFL	12% (148)	12% (150)	14% (173)	20% (251)	42% (532)	1254
Unfav NFL	3% (14)	5% (26)	12% (58)	37% (176)	43% (207)	481
Fav Goodell	16% (80)	16% (78)	17% (82)	17% (86)	34% (170)	496
Unfav Goodell	9% (43)	10% (49)	14% (70)	29% (138)	38% (184)	483
Fav Chiefs	12% (120)	12% (120)	14% (137)	22% (223)	40% (401)	1001
Fav Buccaneers	12% (100)	13% (107)	14% (117)	24% (195)	37% (303)	822
Chiefs fan	11% (92)	9% (72)	13% (111)	23% (189)	44% (364)	828
Buccaneers fan	10% (58)	14% (81)	15% (90)	24% (143)	37% (222)	593
Frequent sports betters	32% (33)	22% (23)	23% (23)	12% (12)	11% (12)	103
Regular sports betters	29% (64)	20% (46)	22% (48)	13% (28)	16% (37)	223
Frequent NFL betters	31% (36)	19% (23)	14% (16)	18% (21)	18% (21)	117
Regular NFL betters	30% (73)	19% (46)	20% (47)	14% (33)	17% (40)	239
Definite SB betters	35% (46)	16% (21)	16% (21)	20% (26)	14% (18)	132
Probable SB betters	27% (92)	18% (63)	18% (62)	18% (63)	18% (62)	341
Believe betting is legal in their state	15% (98)	12% (78)	14% (92)	21% (137)	39% (255)	661
Believe betting is illegal in their state	9% (35)	11% (42)	12% (46)	24% (93)	44% (172)	387
Non-sports fans	1% (8)	2% (15)	6% (42)	22% (148)	69% (468)	681
Gen Z sports fans	19% (37)	10% (20)	17% (32)	19% (38)	34% (66)	194
Millennial sports fans	20% (84)	16% (68)	14% (58)	15% (61)	36% (150)	422
Gen X sports fans	7% (28)	11% (42)	11% (40)	23% (87)	48% (184)	381
Boomer sports fans	3% (16)	7% (34)	14% (65)	31% (143)	45% (208)	466

Continued on next page

**Table MCSP29\_2:** Compared to this time last year, are you watching more or less of the following, or about the same amount?

NBA

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Total N
Adults	8% (176)	8% (184)	11% (247)	23% (500)	50% (1093)	2200
Sports fans 18-34	20% (88)	14% (60)	15% (68)	17% (76)	34% (147)	439
Sports fans 35-44	16% (40)	15% (38)	13% (33)	14% (35)	42% (107)	253
Sports fans 45-64	5% (28)	9% (49)	12% (63)	26% (137)	48% (253)	530
Sports fans 65+	4% (13)	7% (21)	14% (41)	35% (104)	40% (118)	297
Occasional sports betters	15% (30)	12% (23)	16% (31)	23% (44)	35% (68)	196
Non-sports betters	5% (82)	6% (116)	9% (167)	24% (428)	56% (988)	1781
In legal betting states	8% (66)	9% (75)	10% (79)	23% (191)	50% (404)	814
Outside legal betting states	8% (109)	8% (109)	12% (168)	22% (310)	50% (689)	1386
Sports fan In legal betting states 21+	10% (55)	12% (66)	13% (67)	23% (122)	42% (221)	530
Sports fan Outside legal betting states 21+	9% (83)	10% (93)	14% (123)	25% (220)	42% (374)	893
Likely SB viewer In legal betting states 21+	11% (51)	13% (62)	13% (62)	21% (98)	41% (190)	464
Likely SB viewer Outside legal betting states 21+	9% (73)	11% (91)	14% (113)	22% (176)	43% (344)	796

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

**Table MCSP29\_3:** Compared to this time last year, are you watching more or less of the following, or about the same amount?  
College basketball

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Total N
Adults	6% (123)	8% (185)	12% (271)	22% (489)	52% (1133)	2200
Gender: Male	7% (78)	10% (103)	16% (166)	24% (253)	43% (461)	1062
Gender: Female	4% (45)	7% (82)	9% (105)	21% (235)	59% (672)	1138
Age: 18-34	8% (54)	11% (75)	15% (97)	20% (133)	45% (296)	655
Age: 35-44	7% (26)	9% (33)	14% (51)	18% (63)	52% (184)	358
Age: 45-64	4% (30)	7% (54)	9% (67)	24% (179)	56% (421)	751
Age: 65+	3% (12)	5% (23)	13% (55)	26% (114)	53% (232)	436
GenZers: 1997-2012	6% (17)	12% (35)	18% (53)	24% (71)	41% (122)	299
Millennials: 1981-1996	10% (60)	11% (68)	13% (80)	17% (99)	48% (287)	595
GenXers: 1965-1980	5% (25)	7% (37)	10% (54)	22% (118)	57% (308)	542
Baby Boomers: 1946-1964	2% (13)	6% (42)	10% (67)	26% (177)	56% (385)	685
PID: Dem (no lean)	8% (70)	10% (91)	14% (129)	22% (197)	46% (410)	897
PID: Ind (no lean)	3% (21)	7% (45)	10% (68)	19% (125)	62% (417)	676
PID: Rep (no lean)	5% (32)	8% (49)	12% (74)	27% (166)	49% (306)	627
PID/Gender: Dem Men	9% (39)	12% (48)	19% (76)	24% (99)	36% (145)	407
PID/Gender: Dem Women	6% (32)	9% (43)	11% (53)	20% (98)	54% (264)	490
PID/Gender: Ind Men	4% (14)	9% (29)	12% (41)	20% (66)	54% (177)	327
PID/Gender: Ind Women	2% (6)	5% (16)	8% (27)	17% (59)	69% (240)	349
PID/Gender: Rep Men	8% (25)	8% (26)	15% (49)	27% (88)	42% (139)	327
PID/Gender: Rep Women	2% (7)	8% (23)	8% (25)	26% (78)	56% (168)	299
Ideo: Liberal (1-3)	8% (51)	9% (56)	13% (86)	18% (117)	52% (334)	645
Ideo: Moderate (4)	5% (31)	9% (58)	11% (66)	22% (137)	53% (329)	621
Ideo: Conservative (5-7)	4% (24)	7% (50)	14% (97)	25% (169)	50% (334)	675
Educ: < College	5% (72)	8% (114)	11% (168)	23% (345)	54% (813)	1512
Educ: Bachelors degree	5% (23)	9% (41)	15% (66)	21% (95)	49% (219)	444
Educ: Post-grad	12% (29)	12% (30)	15% (36)	20% (48)	41% (101)	244
Income: Under 50k	5% (60)	7% (89)	11% (129)	23% (275)	54% (645)	1198
Income: 50k-100k	5% (33)	9% (64)	14% (93)	21% (145)	51% (345)	680
Income: 100k+	9% (29)	10% (32)	15% (49)	21% (68)	44% (143)	322
Ethnicity: White	4% (74)	8% (136)	12% (209)	21% (365)	54% (937)	1722
Ethnicity: Hispanic	8% (29)	14% (47)	18% (61)	23% (80)	38% (132)	349

Continued on next page

**Table MCSP29\_3:** Compared to this time last year, are you watching more or less of the following, or about the same amount?  
College basketball

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Total N
Adults	6% (123)	8% (185)	12% (271)	22% (489)	52% (1133)	2200
Ethnicity: Black	11% (30)	11% (29)	12% (32)	27% (74)	40% (110)	274
Ethnicity: Other	9% (19)	9% (19)	15% (30)	24% (49)	42% (87)	204
All Christian	5% (51)	8% (79)	13% (128)	23% (221)	51% (496)	975
All Non-Christian	12% (15)	14% (18)	21% (27)	23% (30)	30% (38)	128
Atheist	5% (5)	7% (7)	16% (18)	16% (18)	56% (61)	110
Agnostic/Nothing in particular	5% (30)	7% (43)	6% (37)	22% (134)	59% (353)	598
Something Else	6% (22)	10% (37)	16% (61)	22% (86)	47% (184)	390
Religious Non-Protestant/Catholic	10% (15)	13% (19)	19% (29)	22% (34)	35% (54)	152
Evangelical	7% (42)	10% (54)	13% (77)	20% (115)	49% (281)	570
Non-Evangelical	4% (30)	8% (60)	14% (109)	24% (185)	50% (378)	761
Community: Urban	10% (59)	12% (70)	13% (76)	20% (121)	46% (274)	600
Community: Suburban	4% (42)	8% (84)	13% (134)	23% (238)	52% (539)	1037
Community: Rural	4% (22)	6% (32)	11% (60)	23% (130)	57% (319)	564
Employ: Private Sector	7% (48)	11% (70)	14% (87)	21% (132)	47% (304)	641
Employ: Government	7% (9)	10% (12)	18% (23)	20% (25)	46% (59)	128
Employ: Self-Employed	8% (13)	5% (8)	15% (23)	17% (26)	54% (83)	153
Employ: Homemaker	2% (4)	8% (13)	6% (10)	23% (38)	61% (101)	165
Employ: Student	6% (8)	9% (11)	13% (17)	29% (36)	43% (53)	124
Employ: Retired	3% (14)	6% (29)	12% (60)	25% (128)	55% (276)	506
Employ: Unemployed	6% (19)	10% (33)	12% (41)	21% (70)	51% (169)	332
Employ: Other	6% (9)	6% (9)	8% (12)	22% (34)	58% (87)	151
Military HH: Yes	6% (19)	7% (24)	14% (47)	25% (86)	48% (165)	341
Military HH: No	6% (104)	9% (161)	12% (223)	22% (402)	52% (968)	1859
RD/WT: Right Direction	9% (78)	12% (104)	13% (120)	18% (165)	48% (430)	897
RD/WT: Wrong Track	3% (45)	6% (81)	12% (150)	25% (324)	54% (703)	1303
Biden Job Approve	7% (90)	10% (127)	14% (178)	20% (260)	49% (628)	1282
Biden Job Disapprove	4% (27)	6% (43)	12% (81)	27% (186)	52% (362)	698

Continued on next page

**Table MCSP29\_3:** Compared to this time last year, are you watching more or less of the following, or about the same amount?  
College basketball

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Total N
Adults	6% (123)	8% (185)	12% (271)	22% (489)	52% (1133)	2200
Biden Job Strongly Approve	8% (66)	10% (80)	12% (100)	22% (176)	48% (383)	804
Biden Job Somewhat Approve	5% (24)	10% (46)	16% (78)	18% (85)	51% (245)	478
Biden Job Somewhat Disapprove	2% (5)	10% (19)	13% (25)	23% (43)	52% (99)	191
Biden Job Strongly Disapprove	4% (22)	5% (24)	11% (55)	28% (143)	52% (263)	507
Favorable of Biden	7% (91)	10% (133)	14% (181)	20% (266)	49% (635)	1305
Unfavorable of Biden	3% (23)	5% (39)	11% (84)	27% (206)	54% (406)	759
Very Favorable of Biden	10% (74)	10% (80)	13% (100)	21% (167)	46% (359)	780
Somewhat Favorable of Biden	3% (16)	10% (53)	15% (80)	19% (99)	53% (276)	525
Somewhat Unfavorable of Biden	3% (6)	7% (14)	11% (21)	20% (39)	58% (112)	192
Very Unfavorable of Biden	3% (18)	4% (25)	11% (63)	30% (168)	52% (294)	567
#1 Issue: Economy	6% (51)	10% (83)	14% (121)	22% (190)	49% (422)	868
#1 Issue: Security	5% (14)	6% (16)	17% (46)	24% (65)	47% (125)	267
#1 Issue: Health Care	5% (20)	8% (33)	13% (52)	16% (64)	58% (236)	404
#1 Issue: Medicare / Social Security	3% (8)	6% (15)	8% (19)	32% (75)	50% (119)	236
#1 Issue: Women's Issues	9% (9)	10% (9)	5% (5)	21% (20)	55% (53)	96
#1 Issue: Education	9% (9)	12% (11)	2% (2)	28% (27)	49% (47)	96
#1 Issue: Energy	7% (6)	13% (11)	9% (7)	12% (10)	59% (48)	81
#1 Issue: Other	5% (7)	5% (7)	12% (18)	24% (37)	54% (83)	152
2020 Vote: Joe Biden	8% (84)	10% (108)	14% (151)	19% (195)	49% (510)	1049
2020 Vote: Donald Trump	3% (22)	7% (49)	10% (71)	27% (187)	52% (358)	686
2020 Vote: Other	— (0)	1% (1)	19% (12)	20% (12)	60% (37)	62
2020 Vote: Didn't Vote	4% (17)	7% (27)	9% (37)	23% (92)	57% (227)	401
2018 House Vote: Democrat	8% (58)	9% (67)	14% (103)	19% (143)	50% (370)	741
2018 House Vote: Republican	4% (20)	7% (40)	11% (63)	25% (137)	53% (294)	554
2018 House Vote: Someone else	5% (2)	— (0)	18% (9)	25% (13)	52% (27)	52
2016 Vote: Hillary Clinton	7% (47)	9% (65)	14% (99)	18% (130)	52% (366)	707
2016 Vote: Donald Trump	4% (22)	7% (44)	10% (65)	26% (166)	53% (331)	628
2016 Vote: Other	2% (3)	4% (5)	11% (12)	17% (19)	66% (74)	113
2016 Vote: Didn't Vote	7% (49)	9% (71)	13% (95)	23% (173)	48% (361)	749

Continued on next page

**Table MCSP29\_3:** Compared to this time last year, are you watching more or less of the following, or about the same amount?  
College basketball

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Total N
Adults	6% (123)	8% (185)	12% (271)	22% (489)	52% (1133)	2200
Voted in 2014: Yes	6% (67)	8% (94)	12% (146)	23% (270)	52% (618)	1194
Voted in 2014: No	6% (56)	9% (91)	12% (125)	22% (219)	51% (515)	1006
4-Region: Northeast	6% (24)	9% (34)	11% (43)	23% (92)	51% (200)	394
4-Region: Midwest	5% (22)	5% (25)	11% (53)	19% (90)	59% (273)	462
4-Region: South	4% (37)	10% (80)	13% (106)	23% (188)	50% (414)	824
4-Region: West	8% (40)	9% (46)	13% (69)	23% (118)	47% (247)	520
Sports fan	8% (118)	11% (173)	16% (237)	23% (344)	43% (647)	1519
Avid sports fan	15% (71)	16% (75)	17% (82)	18% (85)	35% (165)	478
Casual sports fan	5% (47)	9% (98)	15% (155)	25% (259)	46% (482)	1041
Football fan	8% (117)	11% (164)	15% (220)	23% (328)	43% (615)	1444
Avid football fan	14% (88)	14% (88)	16% (99)	21% (126)	35% (215)	616
Casual football fan	4% (29)	9% (76)	15% (120)	24% (202)	48% (400)	828
NFL fan	8% (111)	11% (160)	15% (212)	23% (316)	43% (597)	1396
Avid NFL fan	12% (74)	13% (75)	15% (91)	22% (131)	38% (223)	595
Casual NFL fan	5% (37)	11% (85)	15% (120)	23% (185)	47% (374)	801
Watched SB last year	8% (93)	11% (128)	16% (180)	23% (267)	42% (490)	1157
Didn't watch SB last year	3% (30)	5% (57)	9% (91)	21% (222)	62% (643)	1043
OK brands get political	8% (66)	13% (98)	15% (116)	19% (151)	45% (353)	785
Not OK brands get political	4% (50)	7% (77)	11% (126)	24% (264)	54% (602)	1119
OK social justice	7% (95)	10% (131)	15% (194)	18% (233)	49% (639)	1292
Not OK social justice	3% (21)	6% (40)	11% (65)	29% (179)	50% (307)	612
Likely SB viewer	8% (102)	12% (157)	16% (209)	22% (298)	43% (577)	1344
Unlikely SB viewer	2% (14)	3% (24)	8% (57)	23% (168)	64% (470)	733
More likely to watch SB this year	13% (77)	18% (106)	16% (95)	23% (131)	29% (168)	577
Less likely to watch SB this year	2% (7)	5% (25)	12% (59)	35% (164)	46% (216)	472
Likely host/attend SB party	16% (67)	16% (64)	18% (74)	21% (85)	29% (116)	406
Unlikely host/attend SB party	3% (46)	7% (114)	11% (189)	23% (384)	56% (922)	1656
Watch SB for game	8% (73)	12% (105)	15% (131)	23% (199)	41% (352)	859
Watch SB for halftime	8% (18)	11% (24)	17% (38)	20% (46)	45% (102)	227
Watch SB for ads	5% (10)	14% (27)	16% (30)	21% (40)	44% (85)	193

Continued on next page



**Table MCSP29\_3:** Compared to this time last year, are you watching more or less of the following, or about the same amount?  
College basketball

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Total N
Adults	6% (123)	8% (185)	12% (271)	22% (489)	52% (1133)	2200
SB more political	8% (64)	11% (89)	14% (112)	25% (202)	43% (351)	818
SB less political	8% (26)	11% (36)	16% (51)	25% (82)	41% (133)	328
Typically host/attend SB party	12% (70)	12% (66)	19% (103)	22% (122)	35% (195)	556
Typically do not host/attend SB party	3% (53)	7% (118)	10% (167)	22% (366)	57% (938)	1644
Usually pays a lot/some attn to ads	7% (107)	10% (156)	14% (211)	22% (325)	46% (693)	1492
Usually pays not much/no attn to ads	2% (15)	4% (29)	8% (59)	23% (164)	62% (440)	708
Plan to pay a lot/some attn to ads	8% (105)	11% (149)	15% (202)	22% (294)	45% (610)	1359
Plan to pay not much/no attn to ads	2% (18)	4% (36)	8% (69)	23% (195)	62% (524)	841
Pro football fav sport	10% (59)	13% (80)	16% (97)	22% (128)	39% (231)	596
Fav NFL	8% (105)	12% (149)	14% (179)	22% (273)	44% (548)	1254
Unfav NFL	2% (8)	6% (27)	17% (83)	29% (140)	47% (224)	481
Fav Goodell	12% (62)	17% (84)	18% (88)	18% (91)	35% (172)	496
Unfav Goodell	5% (25)	10% (46)	19% (93)	27% (130)	39% (189)	483
Fav Chiefs	8% (78)	12% (120)	16% (165)	22% (222)	42% (416)	1001
Fav Buccaneers	9% (74)	14% (113)	17% (139)	23% (188)	38% (309)	822
Chiefs fan	7% (56)	10% (85)	15% (124)	23% (194)	45% (370)	828
Buccaneers fan	7% (40)	12% (69)	19% (111)	24% (142)	39% (231)	593
Frequent sports betters	25% (26)	22% (23)	22% (23)	15% (16)	15% (16)	103
Regular sports betters	22% (48)	20% (44)	23% (52)	16% (35)	20% (44)	223
Frequent NFL betters	22% (26)	20% (23)	18% (21)	20% (24)	20% (23)	117
Regular NFL betters	21% (51)	19% (45)	25% (60)	17% (40)	18% (44)	239
Definite SB betters	29% (38)	13% (17)	16% (21)	23% (30)	19% (25)	132
Probable SB betters	18% (62)	19% (65)	24% (81)	20% (68)	20% (67)	341
Believe betting is legal in their state	10% (66)	11% (70)	16% (109)	21% (136)	42% (280)	661
Believe betting is illegal in their state	5% (20)	11% (44)	13% (52)	24% (94)	46% (178)	387
Non-sports fans	1% (5)	2% (12)	5% (33)	21% (145)	71% (486)	681
Gen Z sports fans	8% (15)	17% (32)	21% (42)	22% (43)	32% (62)	194
Millennial sports fans	14% (60)	15% (65)	16% (67)	18% (78)	36% (152)	422
Gen X sports fans	6% (25)	9% (35)	14% (53)	20% (77)	50% (191)	381
Boomer sports fans	3% (12)	8% (38)	13% (62)	28% (129)	48% (225)	466

Continued on next page

**Table MCSP29\_3:** Compared to this time last year, are you watching more or less of the following, or about the same amount?  
College basketball

Demographic	How much more or less likely are you to watch sports betting?										Total N
	Much more		Somewhat more		Somewhat less		Much less		About the same amount		
Adults	6%	(123)	8%	(185)	12%	(271)	22%	(489)	52%	(1133)	2200
Sports fans 18-34	12%	(53)	16%	(70)	17%	(75)	21%	(91)	34%	(150)	439
Sports fans 35-44	10%	(25)	13%	(32)	19%	(47)	17%	(42)	42%	(106)	253
Sports fans 45-64	5%	(29)	9%	(50)	12%	(63)	23%	(124)	50%	(263)	530
Sports fans 65+	4%	(11)	7%	(20)	17%	(51)	29%	(86)	43%	(128)	297
Occasional sports betters	8%	(17)	12%	(24)	25%	(49)	18%	(35)	37%	(73)	196
Non-sports betters	3%	(58)	7%	(117)	10%	(170)	23%	(418)	57%	(1017)	1781
In legal betting states	7%	(57)	8%	(62)	10%	(85)	23%	(184)	52%	(426)	814
Outside legal betting states	5%	(66)	9%	(123)	13%	(186)	22%	(304)	51%	(707)	1386
Sports fan In legal betting states 21+	9%	(47)	11%	(56)	15%	(77)	21%	(113)	45%	(238)	530
Sports fan Outside legal betting states 21+	7%	(60)	11%	(102)	15%	(137)	24%	(216)	42%	(378)	893
Likely SB viewer In legal betting states 21+	9%	(41)	10%	(48)	16%	(73)	22%	(101)	43%	(201)	464
Likely SB viewer Outside legal betting states 21+	6%	(51)	12%	(95)	15%	(122)	23%	(183)	43%	(346)	796

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

**Table MCSP29\_4:** Compared to this time last year, are you watching more or less of the following, or about the same amount?  
College football

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Total N
Adults	8% (169)	10% (220)	13% (286)	21% (451)	49% (1074)	2200
Gender: Male	10% (106)	12% (129)	16% (170)	21% (220)	41% (437)	1062
Gender: Female	6% (63)	8% (91)	10% (116)	20% (231)	56% (637)	1138
Age: 18-34	11% (72)	14% (93)	13% (84)	20% (131)	42% (275)	655
Age: 35-44	9% (33)	8% (29)	13% (48)	16% (58)	53% (190)	358
Age: 45-64	5% (37)	9% (69)	11% (85)	23% (172)	52% (388)	751
Age: 65+	6% (28)	6% (28)	16% (70)	21% (91)	50% (220)	436
GenZers: 1997-2012	8% (24)	15% (46)	13% (40)	23% (69)	40% (120)	299
Millennials: 1981-1996	13% (77)	12% (70)	13% (78)	16% (95)	46% (274)	595
GenXers: 1965-1980	5% (25)	8% (45)	13% (68)	21% (115)	53% (289)	542
Baby Boomers: 1946-1964	5% (37)	8% (54)	13% (86)	23% (155)	52% (353)	685
PID: Dem (no lean)	11% (97)	10% (90)	14% (123)	21% (189)	44% (398)	897
PID: Ind (no lean)	4% (28)	10% (67)	10% (66)	19% (127)	57% (388)	676
PID: Rep (no lean)	7% (44)	10% (62)	16% (98)	22% (135)	46% (288)	627
PID/Gender: Dem Men	14% (57)	12% (49)	17% (70)	22% (90)	34% (140)	407
PID/Gender: Dem Women	8% (40)	8% (41)	11% (53)	20% (99)	53% (258)	490
PID/Gender: Ind Men	5% (16)	13% (43)	12% (40)	19% (64)	50% (165)	327
PID/Gender: Ind Women	4% (12)	7% (24)	7% (26)	18% (64)	64% (223)	349
PID/Gender: Rep Men	10% (33)	11% (36)	18% (60)	20% (67)	40% (131)	327
PID/Gender: Rep Women	4% (12)	9% (26)	12% (37)	23% (68)	52% (156)	299
Ideo: Liberal (1-3)	11% (68)	8% (49)	14% (88)	19% (123)	49% (316)	645
Ideo: Moderate (4)	7% (43)	9% (58)	13% (79)	20% (125)	51% (315)	621
Ideo: Conservative (5-7)	7% (45)	13% (87)	14% (95)	21% (142)	45% (306)	675
Educ: < College	7% (102)	9% (141)	12% (188)	21% (312)	51% (769)	1512
Educ: Bachelors degree	7% (32)	12% (52)	14% (63)	20% (90)	47% (207)	444
Educ: Post-grad	14% (35)	11% (27)	15% (36)	20% (48)	40% (98)	244
Income: Under 50k	6% (77)	9% (105)	12% (146)	21% (254)	51% (616)	1198
Income: 50k-100k	8% (57)	10% (68)	14% (95)	20% (134)	48% (326)	680
Income: 100k+	11% (35)	14% (47)	14% (44)	20% (64)	41% (132)	322
Ethnicity: White	7% (117)	10% (165)	13% (230)	19% (328)	51% (882)	1722
Ethnicity: Hispanic	11% (39)	16% (56)	17% (59)	23% (81)	33% (115)	349

Continued on next page

**Table MCSP29\_4:** Compared to this time last year, are you watching more or less of the following, or about the same amount?  
College football

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Total N
Adults	8% (169)	10% (220)	13% (286)	21% (451)	49% (1074)	2200
Ethnicity: Black	13% (35)	13% (36)	7% (20)	28% (76)	39% (108)	274
Ethnicity: Other	8% (17)	9% (19)	18% (36)	23% (48)	41% (84)	204
All Christian	7% (67)	11% (106)	15% (145)	20% (195)	47% (463)	975
All Non-Christian	18% (23)	12% (15)	16% (21)	26% (33)	28% (35)	128
Atheist	5% (6)	10% (10)	13% (15)	14% (16)	58% (63)	110
Agnostic/Nothing in particular	7% (44)	6% (38)	8% (47)	22% (129)	57% (339)	598
Something Else	7% (29)	13% (50)	15% (59)	20% (79)	44% (173)	390
Religious Non-Protestant/Catholic	15% (23)	12% (18)	15% (23)	25% (38)	33% (50)	152
Evangelical	9% (51)	12% (66)	17% (94)	17% (99)	46% (260)	570
Non-Evangelical	6% (45)	11% (85)	14% (108)	22% (167)	47% (357)	761
Community: Urban	11% (64)	12% (75)	12% (74)	19% (115)	45% (271)	600
Community: Suburban	7% (68)	10% (102)	14% (143)	21% (219)	49% (504)	1037
Community: Rural	7% (37)	8% (43)	12% (69)	21% (117)	53% (299)	564
Employ: Private Sector	9% (60)	12% (75)	14% (90)	19% (120)	46% (295)	641
Employ: Government	9% (12)	13% (16)	16% (20)	18% (23)	44% (57)	128
Employ: Self-Employed	13% (19)	9% (14)	13% (20)	15% (23)	50% (76)	153
Employ: Homemaker	3% (5)	7% (11)	10% (16)	23% (38)	58% (95)	165
Employ: Student	7% (9)	16% (20)	12% (15)	26% (32)	39% (49)	124
Employ: Retired	5% (28)	7% (37)	14% (73)	21% (104)	52% (264)	506
Employ: Unemployed	7% (22)	12% (40)	10% (34)	21% (70)	50% (165)	332
Employ: Other	9% (14)	4% (6)	12% (19)	26% (40)	48% (72)	151
Military HH: Yes	7% (24)	11% (37)	14% (49)	22% (76)	46% (156)	341
Military HH: No	8% (145)	10% (183)	13% (237)	20% (375)	49% (918)	1859
RD/WT: Right Direction	10% (94)	12% (110)	13% (113)	18% (162)	47% (418)	897
RD/WT: Wrong Track	6% (75)	8% (110)	13% (173)	22% (289)	50% (656)	1303
Biden Job Approve	8% (107)	11% (137)	14% (184)	20% (253)	47% (601)	1282
Biden Job Disapprove	8% (55)	10% (67)	13% (90)	22% (157)	47% (330)	698

Continued on next page

**Table MCSP29\_4:** Compared to this time last year, are you watching more or less of the following, or about the same amount?  
College football

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Total N
Adults	8% (169)	10% (220)	13% (286)	21% (451)	49% (1074)	2200
Biden Job Strongly Approve	10% (84)	10% (83)	12% (98)	21% (169)	46% (371)	804
Biden Job Somewhat Approve	5% (22)	11% (55)	18% (86)	18% (85)	48% (231)	478
Biden Job Somewhat Disapprove	5% (9)	10% (18)	12% (24)	24% (46)	49% (93)	191
Biden Job Strongly Disapprove	9% (46)	9% (48)	13% (66)	22% (111)	47% (237)	507
Favorable of Biden	9% (115)	11% (141)	14% (183)	20% (260)	46% (606)	1305
Unfavorable of Biden	6% (46)	9% (65)	13% (100)	23% (175)	49% (372)	759
Very Favorable of Biden	12% (90)	11% (87)	11% (85)	22% (168)	45% (349)	780
Somewhat Favorable of Biden	5% (24)	10% (54)	19% (98)	18% (92)	49% (257)	525
Somewhat Unfavorable of Biden	6% (11)	9% (18)	12% (23)	21% (40)	52% (100)	192
Very Unfavorable of Biden	6% (35)	8% (47)	14% (77)	24% (136)	48% (272)	567
#1 Issue: Economy	7% (65)	12% (103)	14% (118)	20% (177)	47% (405)	868
#1 Issue: Security	8% (22)	10% (26)	16% (42)	22% (59)	44% (117)	267
#1 Issue: Health Care	6% (24)	11% (43)	12% (48)	16% (67)	55% (222)	404
#1 Issue: Medicare / Social Security	10% (24)	5% (12)	13% (30)	24% (56)	48% (113)	236
#1 Issue: Women's Issues	13% (12)	12% (11)	4% (3)	19% (18)	53% (51)	96
#1 Issue: Education	9% (9)	4% (4)	11% (11)	26% (25)	49% (47)	96
#1 Issue: Energy	13% (11)	11% (9)	18% (15)	11% (9)	46% (37)	81
#1 Issue: Other	1% (2)	7% (11)	13% (20)	26% (40)	53% (80)	152
2020 Vote: Joe Biden	10% (105)	11% (111)	14% (147)	19% (197)	47% (488)	1049
2020 Vote: Donald Trump	6% (38)	10% (72)	14% (98)	22% (151)	48% (327)	686
2020 Vote: Other	3% (2)	16% (10)	5% (3)	18% (11)	59% (37)	62
2020 Vote: Didn't Vote	6% (24)	7% (27)	9% (38)	23% (90)	55% (222)	401
2018 House Vote: Democrat	10% (75)	8% (60)	15% (108)	19% (144)	48% (354)	741
2018 House Vote: Republican	6% (33)	11% (61)	14% (75)	20% (113)	49% (272)	554
2018 House Vote: Someone else	6% (3)	20% (10)	8% (4)	26% (14)	41% (21)	52
2016 Vote: Hillary Clinton	10% (69)	8% (57)	15% (107)	18% (126)	49% (349)	707
2016 Vote: Donald Trump	6% (41)	11% (69)	12% (78)	22% (137)	48% (304)	628
2016 Vote: Other	2% (2)	13% (14)	6% (7)	21% (24)	59% (66)	113
2016 Vote: Didn't Vote	8% (58)	10% (78)	13% (95)	22% (165)	47% (354)	749

Continued on next page

**Table MCSP29\_4:** Compared to this time last year, are you watching more or less of the following, or about the same amount?  
College football

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Total N
Adults	8% (169)	10% (220)	13% (286)	21% (451)	49% (1074)	2200
Voted in 2014: Yes	8% (94)	10% (115)	13% (156)	21% (249)	49% (579)	1194
Voted in 2014: No	7% (75)	10% (105)	13% (130)	20% (202)	49% (495)	1006
4-Region: Northeast	6% (24)	11% (42)	10% (40)	24% (93)	49% (194)	394
4-Region: Midwest	7% (32)	8% (37)	13% (62)	19% (89)	52% (242)	462
4-Region: South	9% (72)	11% (88)	12% (101)	18% (152)	50% (412)	824
4-Region: West	8% (41)	10% (53)	16% (83)	23% (118)	43% (226)	520
Sports fan	11% (162)	13% (198)	17% (260)	20% (308)	39% (592)	1519
Avid sports fan	22% (104)	16% (75)	15% (71)	13% (61)	35% (166)	478
Casual sports fan	6% (58)	12% (122)	18% (188)	24% (247)	41% (426)	1041
Football fan	11% (154)	13% (191)	17% (248)	20% (291)	39% (561)	1444
Avid football fan	19% (115)	16% (99)	18% (111)	15% (90)	33% (201)	616
Casual football fan	5% (39)	11% (91)	17% (137)	24% (201)	43% (360)	828
NFL fan	10% (145)	13% (185)	17% (238)	20% (280)	39% (548)	1396
Avid NFL fan	16% (98)	14% (86)	17% (104)	16% (95)	36% (212)	595
Casual NFL fan	6% (47)	12% (99)	17% (134)	23% (185)	42% (336)	801
Watched SB last year	11% (127)	12% (144)	17% (196)	20% (232)	40% (459)	1157
Didn't watch SB last year	4% (42)	7% (76)	9% (90)	21% (220)	59% (615)	1043
OK brands get political	12% (97)	12% (90)	13% (106)	19% (150)	43% (341)	785
Not OK brands get political	6% (63)	10% (117)	14% (151)	21% (235)	49% (553)	1119
OK social justice	10% (134)	10% (133)	15% (188)	18% (237)	46% (600)	1292
Not OK social justice	4% (26)	11% (67)	13% (79)	24% (149)	48% (291)	612
Likely SB viewer	10% (140)	13% (174)	17% (232)	20% (263)	40% (536)	1344
Unlikely SB viewer	3% (25)	6% (41)	6% (47)	23% (165)	62% (455)	733
More likely to watch SB this year	17% (97)	18% (104)	18% (104)	20% (117)	27% (155)	577
Less likely to watch SB this year	4% (21)	8% (36)	12% (55)	33% (156)	43% (204)	472
Likely host/attend SB party	19% (78)	18% (74)	17% (68)	19% (75)	27% (112)	406
Unlikely host/attend SB party	5% (82)	8% (139)	13% (209)	22% (360)	52% (866)	1656
Watch SB for game	12% (106)	14% (123)	17% (143)	19% (159)	38% (327)	859
Watch SB for halftime	7% (17)	8% (19)	17% (40)	22% (50)	45% (102)	227
Watch SB for ads	8% (15)	14% (27)	20% (39)	21% (41)	37% (71)	193

Continued on next page

**Table MCSP29\_4:** Compared to this time last year, are you watching more or less of the following, or about the same amount?  
College football

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Total N
Adults	8% (169)	10% (220)	13% (286)	21% (451)	49% (1074)	2200
SB more political	12% (96)	11% (94)	16% (130)	22% (178)	39% (321)	818
SB less political	9% (29)	14% (46)	16% (54)	23% (76)	38% (123)	328
Typically host/attend SB party	15% (85)	15% (82)	17% (97)	19% (106)	34% (187)	556
Typically do not host/attend SB party	5% (84)	8% (138)	12% (189)	21% (346)	54% (887)	1644
Usually pays a lot/some attn to ads	10% (143)	12% (184)	15% (226)	20% (302)	43% (637)	1492
Usually pays not much/no attn to ads	4% (27)	5% (36)	8% (60)	21% (149)	62% (437)	708
Plan to pay a lot/some attn to ads	10% (135)	13% (178)	16% (211)	20% (268)	42% (567)	1359
Plan to pay not much/no attn to ads	4% (34)	5% (42)	9% (75)	22% (183)	60% (507)	841
Pro football fav sport	16% (96)	14% (83)	17% (101)	18% (105)	35% (210)	596
Fav NFL	11% (134)	14% (170)	16% (203)	19% (236)	41% (510)	1254
Unfav NFL	5% (23)	9% (44)	15% (71)	29% (142)	42% (201)	481
Fav Goodell	15% (75)	21% (102)	18% (90)	15% (73)	31% (156)	496
Unfav Goodell	8% (36)	11% (52)	22% (105)	25% (121)	35% (169)	483
Fav Chiefs	12% (116)	14% (137)	18% (185)	18% (182)	38% (382)	1001
Fav Buccaneers	12% (102)	16% (132)	18% (145)	19% (153)	35% (289)	822
Chiefs fan	10% (83)	11% (90)	18% (146)	20% (167)	41% (342)	828
Buccaneers fan	9% (54)	17% (100)	16% (92)	22% (132)	36% (214)	593
Frequent sports betters	27% (28)	24% (25)	25% (26)	13% (13)	12% (12)	103
Regular sports betters	22% (48)	24% (53)	22% (48)	16% (35)	18% (39)	223
Frequent NFL betters	21% (25)	21% (25)	25% (29)	16% (18)	17% (20)	117
Regular NFL betters	21% (50)	22% (52)	26% (62)	12% (30)	19% (46)	239
Definite SB betters	30% (40)	20% (26)	16% (21)	14% (19)	20% (26)	132
Probable SB betters	19% (66)	21% (73)	21% (70)	17% (59)	21% (73)	341
Believe betting is legal in their state	11% (70)	12% (83)	18% (118)	20% (130)	39% (260)	661
Believe betting is illegal in their state	9% (36)	14% (53)	13% (50)	21% (81)	43% (168)	387
Non-sports fans	1% (7)	3% (22)	4% (27)	21% (143)	71% (482)	681
Gen Z sports fans	11% (21)	21% (41)	17% (33)	19% (37)	32% (62)	194
Millennial sports fans	18% (75)	14% (59)	17% (73)	17% (74)	33% (141)	422
Gen X sports fans	6% (25)	11% (42)	17% (66)	20% (76)	45% (172)	381
Boomer sports fans	8% (37)	11% (52)	16% (76)	24% (110)	41% (192)	466

Continued on next page

**Table MCSP29\_4:** Compared to this time last year, are you watching more or less of the following, or about the same amount?  
College football

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Total N
Adults	8% (169)	10% (220)	13% (286)	21% (451)	49% (1074)	2200
Sports fans 18-34	15% (66)	18% (79)	17% (74)	19% (83)	31% (136)	439
Sports fans 35-44	13% (33)	10% (26)	17% (43)	16% (40)	44% (110)	253
Sports fans 45-64	7% (37)	12% (65)	15% (79)	23% (121)	43% (229)	530
Sports fans 65+	9% (26)	9% (27)	21% (63)	21% (64)	39% (117)	297
Occasional sports betters	10% (19)	18% (35)	20% (40)	15% (30)	37% (73)	196
Non-sports betters	6% (102)	7% (132)	11% (199)	22% (386)	54% (962)	1781
In legal betting states	7% (61)	10% (80)	10% (83)	22% (183)	50% (408)	814
Outside legal betting states	8% (108)	10% (140)	15% (204)	19% (268)	48% (665)	1386
Sports fan In legal betting states 21+	11% (57)	12% (65)	14% (72)	22% (116)	42% (221)	530
Sports fan Outside legal betting states 21+	11% (95)	13% (112)	19% (167)	20% (177)	38% (342)	893
Likely SB viewer In legal betting states 21+	11% (51)	13% (59)	15% (70)	21% (96)	41% (188)	464
Likely SB viewer Outside legal betting states 21+	10% (80)	12% (97)	18% (147)	19% (152)	40% (321)	796

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



**Table MCSP30\_1:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NFL

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	11%	(251)	8%	(173)	81%	(1775)	2200
Gender: Male	15%	(156)	8%	(89)	77%	(817)	1062
Gender: Female	8%	(96)	7%	(84)	84%	(958)	1138
Age: 18-34	17%	(111)	10%	(65)	73%	(479)	655
Age: 35-44	15%	(54)	9%	(32)	76%	(271)	358
Age: 45-64	9%	(67)	6%	(48)	85%	(635)	751
Age: 65+	4%	(19)	6%	(28)	89%	(389)	436
GenZers: 1997-2012	18%	(53)	7%	(22)	75%	(224)	299
Millennials: 1981-1996	17%	(101)	11%	(66)	72%	(428)	595
GenXers: 1965-1980	9%	(49)	7%	(40)	84%	(453)	542
Baby Boomers: 1946-1964	7%	(46)	5%	(37)	88%	(602)	685
PID: Dem (no lean)	17%	(155)	7%	(65)	75%	(677)	897
PID: Ind (no lean)	7%	(50)	7%	(45)	86%	(581)	676
PID: Rep (no lean)	7%	(47)	10%	(63)	82%	(517)	627
PID/Gender: Dem Men	23%	(93)	9%	(35)	68%	(278)	407
PID/Gender: Dem Women	13%	(62)	6%	(30)	81%	(399)	490
PID/Gender: Ind Men	10%	(34)	6%	(19)	84%	(275)	327
PID/Gender: Ind Women	5%	(16)	8%	(27)	88%	(306)	349
PID/Gender: Rep Men	9%	(29)	11%	(35)	80%	(263)	327
PID/Gender: Rep Women	6%	(18)	9%	(28)	85%	(253)	299
Ideo: Liberal (1-3)	19%	(120)	8%	(51)	74%	(474)	645
Ideo: Moderate (4)	10%	(63)	6%	(39)	84%	(520)	621
Ideo: Conservative (5-7)	8%	(54)	10%	(69)	82%	(552)	675
Educ: < College	11%	(161)	7%	(111)	82%	(1239)	1512
Educ: Bachelors degree	11%	(50)	8%	(35)	81%	(359)	444
Educ: Post-grad	17%	(40)	11%	(27)	72%	(177)	244
Income: Under 50k	11%	(137)	7%	(81)	82%	(980)	1198
Income: 50k-100k	10%	(66)	7%	(51)	83%	(563)	680
Income: 100k+	15%	(48)	13%	(42)	72%	(232)	322
Ethnicity: White	10%	(167)	8%	(131)	83%	(1424)	1722

Continued on next page

**Table MCSP30\_1:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NFL

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	11%	(251)	8%	(173)	81%	(1775)	2200
Ethnicity: Hispanic	16%	(56)	10%	(35)	74%	(258)	349
Ethnicity: Black	22%	(61)	7%	(18)	71%	(195)	274
Ethnicity: Other	12%	(24)	12%	(25)	76%	(155)	204
All Christian	10%	(98)	7%	(72)	83%	(805)	975
All Non-Christian	31%	(40)	14%	(18)	54%	(70)	128
Atheist	12%	(13)	3%	(3)	85%	(94)	110
Agnostic/Nothing in particular	9%	(51)	7%	(39)	85%	(508)	598
Something Else	13%	(49)	11%	(42)	77%	(299)	390
Religious Non-Protestant/Catholic	29%	(44)	12%	(18)	59%	(90)	152
Evangelical	11%	(64)	11%	(63)	78%	(442)	570
Non-Evangelical	10%	(77)	7%	(50)	83%	(635)	761
Community: Urban	18%	(106)	8%	(49)	74%	(445)	600
Community: Suburban	10%	(104)	8%	(85)	82%	(847)	1037
Community: Rural	7%	(42)	7%	(39)	86%	(483)	564
Employ: Private Sector	15%	(97)	9%	(55)	76%	(489)	641
Employ: Government	9%	(11)	14%	(19)	77%	(99)	128
Employ: Self-Employed	18%	(27)	7%	(10)	76%	(116)	153
Employ: Homemaker	11%	(18)	14%	(23)	75%	(124)	165
Employ: Student	12%	(15)	3%	(4)	85%	(105)	124
Employ: Retired	5%	(25)	6%	(31)	89%	(450)	506
Employ: Unemployed	14%	(45)	7%	(23)	79%	(263)	332
Employ: Other	8%	(12)	6%	(8)	86%	(130)	151
Military HH: Yes	7%	(23)	10%	(33)	84%	(285)	341
Military HH: No	12%	(228)	8%	(141)	80%	(1490)	1859
RD/WT: Right Direction	17%	(151)	8%	(76)	75%	(670)	897
RD/WT: Wrong Track	8%	(101)	7%	(97)	85%	(1105)	1303
Biden Job Approve	15%	(191)	8%	(101)	77%	(991)	1282
Biden Job Disapprove	7%	(47)	10%	(67)	84%	(584)	698

Continued on next page

**Table MCSP30\_1:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NFL

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	11%	(251)	8%	(173)	81% (1775)	2200
Biden Job Strongly Approve	18%	(144)	8%	(66)	74% (595)	804
Biden Job Somewhat Approve	10%	(47)	7%	(35)	83% (396)	478
Biden Job Somewhat Disapprove	8%	(16)	6%	(11)	86% (164)	191
Biden Job Strongly Disapprove	6%	(32)	11%	(56)	83% (420)	507
Favorable of Biden	15%	(198)	7%	(96)	77% (1011)	1305
Unfavorable of Biden	6%	(44)	10%	(73)	85% (642)	759
Very Favorable of Biden	20%	(154)	8%	(66)	72% (561)	780
Somewhat Favorable of Biden	8%	(44)	6%	(30)	86% (451)	525
Somewhat Unfavorable of Biden	10%	(18)	4%	(8)	86% (165)	192
Very Unfavorable of Biden	4%	(25)	11%	(65)	84% (477)	567
#1 Issue: Economy	11%	(92)	10%	(83)	80% (693)	868
#1 Issue: Security	10%	(26)	9%	(24)	81% (217)	267
#1 Issue: Health Care	15%	(60)	6%	(22)	80% (321)	404
#1 Issue: Medicare / Social Security	6%	(13)	5%	(11)	90% (211)	236
#1 Issue: Women's Issues	19%	(18)	9%	(9)	72% (69)	96
#1 Issue: Education	17%	(16)	7%	(6)	77% (74)	96
#1 Issue: Energy	18%	(15)	3%	(3)	79% (64)	81
#1 Issue: Other	7%	(10)	10%	(15)	83% (127)	152
2020 Vote: Joe Biden	17%	(177)	7%	(75)	76% (796)	1049
2020 Vote: Donald Trump	6%	(40)	10%	(67)	84% (578)	686
2020 Vote: Other	6%	(4)	11%	(7)	83% (51)	62
2020 Vote: Didn't Vote	7%	(30)	6%	(23)	87% (348)	401
2018 House Vote: Democrat	17%	(126)	7%	(49)	76% (566)	741
2018 House Vote: Republican	7%	(36)	10%	(53)	84% (465)	554
2018 House Vote: Someone else	—	(0)	15%	(8)	85% (45)	52
2016 Vote: Hillary Clinton	16%	(114)	7%	(52)	77% (542)	707
2016 Vote: Donald Trump	7%	(42)	8%	(52)	85% (535)	628
2016 Vote: Other	2%	(3)	10%	(12)	87% (99)	113
2016 Vote: Didn't Vote	12%	(94)	8%	(56)	80% (599)	749

Continued on next page

**Table MCSP30\_1:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NFL

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	11%	(251)	8%	(173)	81%	(1775)	2200
Voted in 2014: Yes	11%	(137)	8%	(98)	80%	(960)	1194
Voted in 2014: No	11%	(115)	8%	(76)	81%	(815)	1006
4-Region: Northeast	12%	(48)	6%	(24)	82%	(321)	394
4-Region: Midwest	9%	(40)	6%	(27)	86%	(396)	462
4-Region: South	10%	(86)	9%	(74)	81%	(664)	824
4-Region: West	15%	(78)	9%	(48)	76%	(394)	520
Sports fan	15%	(223)	8%	(125)	77%	(1172)	1519
Avid sports fan	23%	(112)	8%	(38)	69%	(327)	478
Casual sports fan	11%	(111)	8%	(86)	81%	(844)	1041
Football fan	15%	(214)	8%	(115)	77%	(1115)	1444
Avid football fan	21%	(131)	8%	(50)	71%	(436)	616
Casual football fan	10%	(83)	8%	(65)	82%	(679)	828
NFL fan	16%	(218)	8%	(111)	76%	(1067)	1396
Avid NFL fan	22%	(130)	8%	(49)	70%	(417)	595
Casual NFL fan	11%	(88)	8%	(62)	81%	(651)	801
Watched SB last year	16%	(184)	9%	(101)	75%	(872)	1157
Didn't watch SB last year	6%	(67)	7%	(73)	87%	(903)	1043
OK brands get political	21%	(167)	8%	(61)	71%	(556)	785
Not OK brands get political	6%	(64)	9%	(102)	85%	(952)	1119
OK social justice	16%	(209)	7%	(94)	77%	(990)	1292
Not OK social justice	4%	(24)	12%	(71)	85%	(517)	612
Likely SB viewer	17%	(222)	8%	(108)	75%	(1013)	1344
Unlikely SB viewer	3%	(24)	8%	(60)	89%	(649)	733
More likely to watch SB this year	27%	(156)	11%	(65)	62%	(356)	577
Less likely to watch SB this year	8%	(36)	11%	(52)	81%	(384)	472
Likely host/attend SB party	26%	(105)	13%	(55)	61%	(246)	406
Unlikely host/attend SB party	8%	(132)	7%	(113)	85%	(1411)	1656
Watch SB for game	16%	(136)	8%	(68)	76%	(655)	859
Watch SB for halftime	19%	(43)	10%	(22)	72%	(162)	227

Continued on next page

**Table MCSP30\_1:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NFL

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	11%	(251)	8%	(173)	81% (1775)	2200
Watch SB for ads	20%	(39)	9%	(17)	71% (137)	193
SB more political	16%	(127)	11%	(86)	74% (605)	818
SB less political	13%	(42)	12%	(38)	76% (248)	328
Typically host/attend SB party	21%	(116)	11%	(63)	68% (378)	556
Typically do not host/attend SB party	8%	(136)	7%	(111)	85% (1397)	1644
Usually pays a lot/some attn to ads	15%	(226)	9%	(130)	76% (1136)	1492
Usually pays not much/no attn to ads	4%	(25)	6%	(44)	90% (639)	708
Plan to pay a lot/some attn to ads	16%	(222)	8%	(115)	75% (1022)	1359
Plan to pay not much/no attn to ads	4%	(30)	7%	(59)	89% (753)	841
Pro football fav sport	21%	(125)	8%	(50)	71% (421)	596
Fav NFL	17%	(212)	7%	(83)	76% (959)	1254
Unfav NFL	7%	(33)	15%	(74)	78% (375)	481
Fav Goodell	25%	(124)	8%	(40)	67% (332)	496
Unfav Goodell	13%	(61)	13%	(63)	74% (359)	483
Fav Chiefs	16%	(164)	9%	(86)	75% (752)	1001
Fav Buccaneers	18%	(146)	8%	(65)	74% (611)	822
Chiefs fan	14%	(117)	9%	(78)	76% (634)	828
Buccaneers fan	17%	(98)	9%	(52)	75% (443)	593
Frequent sports betters	40%	(41)	14%	(14)	47% (48)	103
Regular sports betters	39%	(87)	16%	(35)	45% (101)	223
Frequent NFL betters	28%	(32)	14%	(17)	58% (68)	117
Regular NFL betters	36%	(86)	17%	(42)	47% (112)	239
Definite SB betters	34%	(45)	19%	(25)	48% (63)	132
Probable SB betters	30%	(104)	18%	(61)	52% (176)	341
Believe betting is legal in their state	17%	(114)	9%	(60)	74% (486)	661
Believe betting is illegal in their state	14%	(56)	9%	(35)	76% (296)	387
Non-sports fans	4%	(29)	7%	(49)	89% (603)	681
Gen Z sports fans	21%	(41)	7%	(14)	72% (139)	194
Millennial sports fans	23%	(96)	11%	(46)	66% (280)	422

Continued on next page

**Table MCSP30\_1:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NFL

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	11%	(251)	8%	(173)	81% (1775)	2200
Gen X sports fans	11%	(41)	8%	(31)	81% (309)	381
Boomer sports fans	9%	(42)	6%	(30)	84% (394)	466
Sports fans 18-34	22%	(96)	9%	(40)	69% (302)	439
Sports fans 35-44	20%	(49)	10%	(26)	70% (177)	253
Sports fans 45-64	11%	(60)	7%	(38)	81% (431)	530
Sports fans 65+	6%	(17)	7%	(20)	88% (261)	297
Occasional sports betters	16%	(32)	10%	(20)	74% (145)	196
Non-sports betters	7%	(132)	7%	(119)	86% (1529)	1781
In legal betting states	12%	(95)	7%	(57)	81% (663)	814
Outside legal betting states	11%	(157)	8%	(117)	80% (1112)	1386
Sports fan In legal betting states 21+	15%	(78)	8%	(42)	77% (410)	530
Sports fan Outside legal betting states 21+	14%	(122)	8%	(75)	78% (696)	893
Likely SB viewer In legal betting states 21+	16%	(76)	7%	(32)	77% (356)	464
Likely SB viewer Outside legal betting states 21+	15%	(123)	8%	(68)	76% (606)	796

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

**Table MCSP30\_2:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NFL owners

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	8%	(169)	10%	(225)	82%	(1805)	2200
Gender: Male	10%	(101)	12%	(130)	78%	(830)	1062
Gender: Female	6%	(68)	8%	(95)	86%	(975)	1138
Age: 18-34	11%	(70)	13%	(85)	76%	(500)	655
Age: 35-44	12%	(43)	10%	(37)	78%	(278)	358
Age: 45-64	6%	(44)	8%	(57)	87%	(651)	751
Age: 65+	3%	(13)	11%	(46)	86%	(377)	436
GenZers: 1997-2012	11%	(32)	12%	(36)	77%	(231)	299
Millennials: 1981-1996	12%	(72)	13%	(78)	75%	(445)	595
GenXers: 1965-1980	7%	(37)	8%	(46)	85%	(460)	542
Baby Boomers: 1946-1964	4%	(27)	8%	(57)	88%	(602)	685
PID: Dem (no lean)	12%	(109)	11%	(98)	77%	(690)	897
PID: Ind (no lean)	4%	(26)	10%	(67)	86%	(583)	676
PID: Rep (no lean)	5%	(34)	10%	(60)	85%	(533)	627
PID/Gender: Dem Men	15%	(62)	14%	(58)	71%	(288)	407
PID/Gender: Dem Women	10%	(48)	8%	(40)	82%	(402)	490
PID/Gender: Ind Men	5%	(17)	10%	(34)	85%	(277)	327
PID/Gender: Ind Women	3%	(9)	10%	(34)	88%	(306)	349
PID/Gender: Rep Men	7%	(23)	12%	(39)	81%	(266)	327
PID/Gender: Rep Women	4%	(11)	7%	(21)	89%	(267)	299
Ideo: Liberal (1-3)	12%	(76)	14%	(93)	74%	(476)	645
Ideo: Moderate (4)	8%	(48)	7%	(44)	85%	(529)	621
Ideo: Conservative (5-7)	6%	(41)	10%	(69)	84%	(565)	675
Educ: < College	7%	(101)	10%	(152)	83%	(1259)	1512
Educ: Bachelors degree	7%	(33)	9%	(40)	84%	(371)	444
Educ: Post-grad	15%	(36)	13%	(33)	72%	(175)	244
Income: Under 50k	7%	(81)	10%	(122)	83%	(994)	1198
Income: 50k-100k	7%	(46)	9%	(61)	84%	(573)	680
Income: 100k+	13%	(42)	13%	(42)	74%	(238)	322
Ethnicity: White	7%	(119)	9%	(158)	84%	(1445)	1722

Continued on next page

**Table MCSP30\_2:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NFL owners

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	8%	(169)	10%	(225)	82%	(1805)	2200
Ethnicity: Hispanic	14%	(48)	14%	(48)	73%	(254)	349
Ethnicity: Black	14%	(37)	11%	(31)	75%	(206)	274
Ethnicity: Other	6%	(13)	18%	(36)	76%	(155)	204
All Christian	8%	(73)	10%	(94)	83%	(807)	975
All Non-Christian	23%	(30)	19%	(25)	58%	(73)	128
Atheist	5%	(6)	12%	(13)	83%	(91)	110
Agnostic/Nothing in particular	6%	(34)	8%	(50)	86%	(514)	598
Something Else	7%	(26)	11%	(44)	82%	(320)	390
Religious Non-Protestant/Catholic	20%	(30)	18%	(27)	62%	(94)	152
Evangelical	10%	(56)	11%	(65)	79%	(448)	570
Non-Evangelical	6%	(43)	9%	(69)	85%	(650)	761
Community: Urban	12%	(74)	11%	(66)	77%	(459)	600
Community: Suburban	6%	(65)	10%	(103)	84%	(869)	1037
Community: Rural	5%	(30)	10%	(56)	85%	(477)	564
Employ: Private Sector	11%	(70)	12%	(76)	77%	(494)	641
Employ: Government	6%	(8)	17%	(22)	77%	(99)	128
Employ: Self-Employed	14%	(22)	8%	(13)	78%	(119)	153
Employ: Homemaker	7%	(11)	11%	(18)	82%	(136)	165
Employ: Student	7%	(9)	10%	(12)	83%	(103)	124
Employ: Retired	4%	(18)	10%	(49)	87%	(439)	506
Employ: Unemployed	9%	(29)	7%	(23)	84%	(279)	332
Employ: Other	2%	(3)	8%	(12)	90%	(136)	151
Military HH: Yes	4%	(14)	11%	(38)	85%	(289)	341
Military HH: No	8%	(155)	10%	(188)	82%	(1516)	1859
RD/WT: Right Direction	13%	(120)	11%	(94)	76%	(683)	897
RD/WT: Wrong Track	4%	(50)	10%	(131)	86%	(1122)	1303
Biden Job Approve	10%	(132)	11%	(141)	79%	(1009)	1282
Biden Job Disapprove	5%	(32)	11%	(74)	85%	(592)	698

Continued on next page



**Table MCSP30\_2:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NFL owners

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	8%	(169)	10%	(225)	82% (1805)	2200
Biden Job Strongly Approve	12%	(100)	13%	(103)	75% (601)	804
Biden Job Somewhat Approve	7%	(32)	8%	(38)	85% (407)	478
Biden Job Somewhat Disapprove	6%	(11)	9%	(17)	85% (163)	191
Biden Job Strongly Disapprove	4%	(21)	11%	(57)	85% (429)	507
Favorable of Biden	10%	(133)	11%	(145)	79% (1028)	1305
Unfavorable of Biden	3%	(27)	10%	(78)	86% (654)	759
Very Favorable of Biden	14%	(108)	13%	(104)	73% (568)	780
Somewhat Favorable of Biden	5%	(25)	8%	(40)	88% (460)	525
Somewhat Unfavorable of Biden	7%	(13)	7%	(14)	86% (165)	192
Very Unfavorable of Biden	2%	(14)	11%	(64)	86% (489)	567
#1 Issue: Economy	8%	(69)	10%	(88)	82% (711)	868
#1 Issue: Security	8%	(20)	11%	(30)	81% (216)	267
#1 Issue: Health Care	10%	(41)	8%	(32)	82% (331)	404
#1 Issue: Medicare / Social Security	4%	(10)	9%	(21)	87% (205)	236
#1 Issue: Women's Issues	12%	(11)	12%	(12)	76% (73)	96
#1 Issue: Education	8%	(7)	14%	(14)	78% (75)	96
#1 Issue: Energy	10%	(8)	15%	(12)	76% (61)	81
#1 Issue: Other	2%	(3)	11%	(17)	87% (133)	152
2020 Vote: Joe Biden	12%	(130)	11%	(120)	76% (800)	1049
2020 Vote: Donald Trump	4%	(25)	10%	(68)	86% (594)	686
2020 Vote: Other	1%	(1)	15%	(9)	84% (52)	62
2020 Vote: Didn't Vote	4%	(14)	7%	(28)	90% (359)	401
2018 House Vote: Democrat	11%	(82)	12%	(88)	77% (571)	741
2018 House Vote: Republican	4%	(24)	9%	(48)	87% (482)	554
2018 House Vote: Someone else	—	(0)	14%	(7)	86% (45)	52
2016 Vote: Hillary Clinton	12%	(81)	11%	(80)	77% (546)	707
2016 Vote: Donald Trump	4%	(27)	9%	(55)	87% (546)	628
2016 Vote: Other	2%	(2)	10%	(11)	89% (100)	113
2016 Vote: Didn't Vote	8%	(59)	10%	(77)	82% (613)	749

Continued on next page

**Table MCSP30\_2:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NFL owners

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	8%	(169)	10%	(225)	82%	(1805)	2200
Voted in 2014: Yes	8%	(94)	10%	(124)	82%	(976)	1194
Voted in 2014: No	8%	(76)	10%	(101)	82%	(829)	1006
4-Region: Northeast	7%	(28)	9%	(36)	84%	(329)	394
4-Region: Midwest	6%	(28)	7%	(33)	87%	(402)	462
4-Region: South	7%	(60)	10%	(82)	83%	(682)	824
4-Region: West	10%	(54)	14%	(74)	75%	(392)	520
Sports fan	10%	(159)	11%	(166)	79%	(1194)	1519
Avid sports fan	16%	(79)	11%	(53)	73%	(346)	478
Casual sports fan	8%	(80)	11%	(114)	81%	(848)	1041
Football fan	11%	(154)	11%	(158)	78%	(1132)	1444
Avid football fan	15%	(94)	12%	(73)	73%	(449)	616
Casual football fan	7%	(60)	10%	(85)	82%	(683)	828
NFL fan	11%	(150)	11%	(157)	78%	(1089)	1396
Avid NFL fan	14%	(86)	13%	(74)	73%	(435)	595
Casual NFL fan	8%	(64)	10%	(82)	82%	(654)	801
Watched SB last year	11%	(131)	11%	(131)	77%	(895)	1157
Didn't watch SB last year	4%	(38)	9%	(94)	87%	(910)	1043
OK brands get political	16%	(124)	12%	(97)	72%	(563)	785
Not OK brands get political	3%	(38)	11%	(118)	86%	(963)	1119
OK social justice	11%	(144)	11%	(142)	78%	(1006)	1292
Not OK social justice	3%	(19)	12%	(70)	85%	(522)	612
Likely SB viewer	11%	(154)	11%	(145)	78%	(1045)	1344
Unlikely SB viewer	1%	(10)	10%	(75)	88%	(648)	733
More likely to watch SB this year	20%	(113)	14%	(82)	66%	(382)	577
Less likely to watch SB this year	5%	(22)	13%	(62)	82%	(387)	472
Likely host/attend SB party	23%	(92)	16%	(64)	62%	(250)	406
Unlikely host/attend SB party	4%	(70)	10%	(158)	86%	(1428)	1656
Watch SB for game	12%	(101)	10%	(87)	78%	(671)	859
Watch SB for halftime	12%	(27)	14%	(32)	74%	(168)	227

Continued on next page

**Table MCSP30\_2:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NFL owners

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	8%	(169)	10%	(225)	82%	(1805)	2200
Watch SB for ads	12%	(22)	13%	(24)	76%	(146)	193
SB more political	12%	(97)	11%	(93)	77%	(628)	818
SB less political	6%	(19)	18%	(60)	76%	(249)	328
Typically host/attend SB party	14%	(78)	14%	(78)	72%	(401)	556
Typically do not host/attend SB party	6%	(92)	9%	(147)	85%	(1404)	1644
Usually pays a lot/some attn to ads	10%	(151)	12%	(174)	78%	(1167)	1492
Usually pays not much/no attn to ads	3%	(19)	7%	(51)	90%	(638)	708
Plan to pay a lot/some attn to ads	11%	(150)	12%	(164)	77%	(1046)	1359
Plan to pay not much/no attn to ads	2%	(20)	7%	(62)	90%	(760)	841
Pro football fav sport	17%	(101)	9%	(55)	74%	(440)	596
Fav NFL	11%	(142)	10%	(120)	79%	(991)	1254
Unfav NFL	5%	(22)	17%	(81)	79%	(379)	481
Fav Goodell	21%	(106)	9%	(46)	69%	(344)	496
Unfav Goodell	6%	(29)	19%	(93)	75%	(361)	483
Fav Chiefs	12%	(121)	12%	(117)	76%	(763)	1001
Fav Buccaneers	14%	(114)	10%	(85)	76%	(623)	822
Chiefs fan	10%	(85)	13%	(109)	77%	(635)	828
Buccaneers fan	10%	(61)	12%	(68)	78%	(463)	593
Frequent sports betters	28%	(29)	15%	(15)	57%	(59)	103
Regular sports betters	29%	(66)	18%	(40)	53%	(117)	223
Frequent NFL betters	26%	(31)	17%	(19)	57%	(67)	117
Regular NFL betters	27%	(63)	21%	(51)	52%	(125)	239
Definite SB betters	27%	(36)	19%	(25)	54%	(71)	132
Probable SB betters	23%	(80)	22%	(74)	55%	(188)	341
Believe betting is legal in their state	12%	(78)	13%	(88)	75%	(495)	661
Believe betting is illegal in their state	10%	(39)	13%	(51)	77%	(296)	387
Non-sports fans	2%	(11)	9%	(59)	90%	(611)	681
Gen Z sports fans	13%	(26)	13%	(26)	73%	(142)	194
Millennial sports fans	17%	(71)	14%	(58)	69%	(293)	422

Continued on next page

**Table MCSP30\_2:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NFL owners

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	8%	(169)	10%	(225)	82%	(1805)	2200
Gen X sports fans	9%	(35)	8%	(32)	82%	(313)	381
Boomer sports fans	5%	(25)	10%	(45)	85%	(397)	466
Sports fans 18-34	14%	(63)	13%	(59)	72%	(317)	439
Sports fans 35-44	17%	(42)	12%	(30)	72%	(181)	253
Sports fans 45-64	8%	(42)	8%	(45)	84%	(443)	530
Sports fans 65+	4%	(11)	11%	(33)	85%	(253)	297
Occasional sports betters	10%	(20)	14%	(28)	76%	(148)	196
Non-sports betters	5%	(84)	9%	(157)	86%	(1540)	1781
In legal betting states	7%	(58)	9%	(76)	84%	(680)	814
Outside legal betting states	8%	(111)	11%	(149)	81%	(1126)	1386
Sports fan In legal betting states 21+	9%	(49)	10%	(55)	80%	(426)	530
Sports fan Outside legal betting states 21+	11%	(96)	11%	(95)	79%	(703)	893
Likely SB viewer In legal betting states 21+	10%	(47)	10%	(45)	80%	(373)	464
Likely SB viewer Outside legal betting states 21+	11%	(90)	11%	(85)	78%	(620)	796

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

**Table MCSP30\_3:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NFL players

Demographic	Yes, I feel more favorably towards them now	Yes, I feel less favorably towards them now	No, he did not influence how favorably I feel	Total N
Adults	13% (276)	8% (171)	80% (1753)	2200
Gender: Male	16% (167)	10% (102)	75% (793)	1062
Gender: Female	10% (109)	6% (69)	84% (960)	1138
Age: 18-34	18% (117)	9% (59)	73% (479)	655
Age: 35-44	16% (56)	9% (34)	75% (267)	358
Age: 45-64	10% (73)	6% (47)	84% (631)	751
Age: 65+	7% (30)	7% (31)	86% (376)	436
GenZers: 1997-2012	18% (53)	9% (26)	73% (220)	299
Millennials: 1981-1996	19% (112)	9% (54)	72% (429)	595
GenXers: 1965-1980	9% (51)	8% (44)	82% (447)	542
Baby Boomers: 1946-1964	8% (57)	5% (37)	86% (591)	685
PID: Dem (no lean)	20% (182)	6% (50)	74% (666)	897
PID: Ind (no lean)	7% (46)	7% (44)	87% (586)	676
PID: Rep (no lean)	8% (48)	12% (78)	80% (501)	627
PID/Gender: Dem Men	27% (109)	7% (29)	66% (269)	407
PID/Gender: Dem Women	15% (73)	4% (21)	81% (397)	490
PID/Gender: Ind Men	9% (29)	7% (24)	84% (274)	327
PID/Gender: Ind Women	5% (17)	6% (20)	89% (312)	349
PID/Gender: Rep Men	9% (28)	15% (50)	76% (249)	327
PID/Gender: Rep Women	7% (20)	9% (28)	84% (252)	299
Ideo: Liberal (1-3)	21% (138)	6% (41)	72% (467)	645
Ideo: Moderate (4)	12% (75)	6% (37)	82% (508)	621
Ideo: Conservative (5-7)	8% (55)	11% (74)	81% (545)	675
Educ: < College	12% (174)	7% (104)	82% (1234)	1512
Educ: Bachelors degree	13% (57)	9% (40)	78% (348)	444
Educ: Post-grad	18% (45)	12% (28)	70% (171)	244
Income: Under 50k	12% (139)	7% (89)	81% (970)	1198
Income: 50k-100k	12% (80)	7% (49)	81% (551)	680
Income: 100k+	18% (57)	11% (34)	72% (231)	322
Ethnicity: White	11% (188)	8% (130)	82% (1404)	1722

Continued on next page

**Table MCSP30\_3:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NFL players

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	13%	(276)	8%	(171)	80%	(1753)	2200
Ethnicity: Hispanic	19%	(67)	8%	(30)	72%	(253)	349
Ethnicity: Black	23%	(62)	6%	(15)	72%	(197)	274
Ethnicity: Other	13%	(27)	13%	(27)	74%	(151)	204
All Christian	12%	(119)	8%	(79)	80%	(777)	975
All Non-Christian	26%	(33)	17%	(22)	56%	(72)	128
Atheist	13%	(15)	3%	(3)	84%	(92)	110
Agnostic/Nothing in particular	10%	(59)	6%	(34)	84%	(505)	598
Something Else	13%	(49)	9%	(34)	79%	(307)	390
Religious Non-Protestant/Catholic	24%	(36)	15%	(22)	61%	(93)	152
Evangelical	13%	(74)	11%	(63)	76%	(433)	570
Non-Evangelical	12%	(91)	6%	(48)	82%	(622)	761
Community: Urban	17%	(104)	9%	(51)	74%	(444)	600
Community: Suburban	12%	(123)	7%	(75)	81%	(838)	1037
Community: Rural	9%	(48)	8%	(45)	83%	(470)	564
Employ: Private Sector	17%	(112)	8%	(54)	74%	(474)	641
Employ: Government	12%	(16)	7%	(9)	81%	(104)	128
Employ: Self-Employed	17%	(26)	10%	(15)	73%	(112)	153
Employ: Homemaker	11%	(18)	11%	(19)	78%	(129)	165
Employ: Student	12%	(15)	2%	(3)	85%	(106)	124
Employ: Retired	7%	(35)	7%	(36)	86%	(435)	506
Employ: Unemployed	16%	(53)	5%	(16)	79%	(264)	332
Employ: Other	1%	(2)	13%	(20)	85%	(129)	151
Military HH: Yes	9%	(30)	9%	(30)	82%	(281)	341
Military HH: No	13%	(246)	8%	(141)	79%	(1472)	1859
RD/WT: Right Direction	20%	(179)	7%	(65)	73%	(653)	897
RD/WT: Wrong Track	7%	(97)	8%	(106)	84%	(1100)	1303
Biden Job Approve	17%	(222)	6%	(79)	77%	(982)	1282
Biden Job Disapprove	7%	(47)	12%	(84)	81%	(567)	698

Continued on next page

**Table MCSP30\_3:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NFL players

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	13%	(276)	8%	(171)	80%	(1753)	2200
Biden Job Strongly Approve	21%	(168)	7%	(58)	72%	(578)	804
Biden Job Somewhat Approve	11%	(54)	4%	(20)	84%	(404)	478
Biden Job Somewhat Disapprove	7%	(14)	10%	(19)	83%	(158)	191
Biden Job Strongly Disapprove	6%	(33)	13%	(65)	81%	(409)	507
Favorable of Biden	17%	(228)	6%	(75)	77%	(1002)	1305
Unfavorable of Biden	5%	(37)	12%	(93)	83%	(629)	759
Very Favorable of Biden	24%	(186)	7%	(51)	70%	(543)	780
Somewhat Favorable of Biden	8%	(42)	4%	(23)	87%	(459)	525
Somewhat Unfavorable of Biden	8%	(15)	9%	(17)	83%	(159)	192
Very Unfavorable of Biden	4%	(22)	13%	(76)	83%	(470)	567
#1 Issue: Economy	12%	(104)	9%	(78)	79%	(686)	868
#1 Issue: Security	10%	(26)	12%	(33)	78%	(208)	267
#1 Issue: Health Care	14%	(57)	5%	(18)	81%	(329)	404
#1 Issue: Medicare / Social Security	7%	(17)	5%	(11)	88%	(208)	236
#1 Issue: Women's Issues	21%	(20)	11%	(11)	68%	(65)	96
#1 Issue: Education	20%	(20)	7%	(7)	73%	(70)	96
#1 Issue: Energy	19%	(15)	4%	(3)	77%	(63)	81
#1 Issue: Other	11%	(17)	6%	(10)	82%	(125)	152
2020 Vote: Joe Biden	20%	(211)	6%	(59)	74%	(779)	1049
2020 Vote: Donald Trump	5%	(35)	13%	(87)	82%	(565)	686
2020 Vote: Other	3%	(2)	5%	(3)	92%	(57)	62
2020 Vote: Didn't Vote	7%	(28)	5%	(22)	88%	(351)	401
2018 House Vote: Democrat	20%	(145)	6%	(46)	74%	(551)	741
2018 House Vote: Republican	5%	(27)	13%	(70)	82%	(457)	554
2018 House Vote: Someone else	—	(0)	3%	(2)	97%	(51)	52
2016 Vote: Hillary Clinton	19%	(137)	6%	(42)	75%	(528)	707
2016 Vote: Donald Trump	5%	(31)	12%	(73)	83%	(524)	628
2016 Vote: Other	2%	(3)	5%	(6)	92%	(105)	113
2016 Vote: Didn't Vote	14%	(104)	7%	(50)	80%	(595)	749

Continued on next page

**Table MCSP30\_3:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NFL players

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	13%	(276)	8%	(171)	80% (1753)	2200
Voted in 2014: Yes	12%	(148)	8%	(97)	79% (949)	1194
Voted in 2014: No	13%	(128)	7%	(74)	80% (803)	1006
4-Region: Northeast	11%	(43)	9%	(37)	80% (314)	394
4-Region: Midwest	9%	(41)	5%	(25)	86% (396)	462
4-Region: South	11%	(91)	9%	(78)	80% (655)	824
4-Region: West	20%	(102)	6%	(31)	75% (388)	520
Sports fan	16%	(241)	8%	(118)	76% (1160)	1519
Avid sports fan	25%	(118)	8%	(38)	67% (321)	478
Casual sports fan	12%	(123)	8%	(80)	81% (839)	1041
Football fan	16%	(233)	8%	(116)	76% (1095)	1444
Avid football fan	25%	(153)	7%	(45)	68% (419)	616
Casual football fan	10%	(80)	9%	(71)	82% (676)	828
NFL fan	17%	(234)	8%	(112)	75% (1049)	1396
Avid NFL fan	24%	(145)	7%	(42)	69% (408)	595
Casual NFL fan	11%	(90)	9%	(70)	80% (641)	801
Watched SB last year	18%	(206)	8%	(92)	74% (859)	1157
Didn't watch SB last year	7%	(69)	8%	(80)	86% (893)	1043
OK brands get political	25%	(195)	6%	(45)	69% (545)	785
Not OK brands get political	6%	(67)	10%	(115)	84% (937)	1119
OK social justice	18%	(230)	6%	(82)	76% (980)	1292
Not OK social justice	4%	(27)	14%	(84)	82% (501)	612
Likely SB viewer	18%	(236)	8%	(103)	75% (1005)	1344
Unlikely SB viewer	5%	(36)	8%	(62)	87% (634)	733
More likely to watch SB this year	29%	(165)	10%	(59)	61% (353)	577
Less likely to watch SB this year	9%	(41)	12%	(57)	79% (374)	472
Likely host/attend SB party	29%	(118)	13%	(52)	58% (236)	406
Unlikely host/attend SB party	9%	(148)	7%	(110)	84% (1398)	1656
Watch SB for game	18%	(152)	8%	(67)	75% (641)	859
Watch SB for halftime	18%	(40)	9%	(20)	74% (167)	227

Continued on next page



**Table MCSP30\_3:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NFL players

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	13%	(276)	8%	(171)	80% (1753)	2200
Watch SB for ads	20%	(38)	9%	(17)	72% (138)	193
SB more political	17%	(142)	10%	(80)	73% (596)	818
SB less political	15%	(49)	10%	(33)	75% (245)	328
Typically host/attend SB party	23%	(127)	10%	(56)	67% (374)	556
Typically do not host/attend SB party	9%	(149)	7%	(116)	84% (1378)	1644
Usually pays a lot/some attn to ads	16%	(244)	8%	(121)	76% (1127)	1492
Usually pays not much/no attn to ads	5%	(32)	7%	(50)	88% (626)	708
Plan to pay a lot/some attn to ads	18%	(243)	8%	(102)	75% (1014)	1359
Plan to pay not much/no attn to ads	4%	(33)	8%	(69)	88% (739)	841
Pro football fav sport	23%	(136)	7%	(45)	70% (415)	596
Fav NFL	18%	(226)	6%	(80)	76% (947)	1254
Unfav NFL	8%	(40)	15%	(70)	77% (371)	481
Fav Goodell	24%	(121)	9%	(44)	67% (331)	496
Unfav Goodell	17%	(84)	12%	(57)	71% (342)	483
Fav Chiefs	18%	(181)	8%	(82)	74% (739)	1001
Fav Buccaneers	19%	(160)	9%	(75)	71% (586)	822
Chiefs fan	16%	(130)	9%	(76)	75% (623)	828
Buccaneers fan	18%	(104)	9%	(52)	74% (436)	593
Frequent sports betters	30%	(31)	21%	(22)	49% (51)	103
Regular sports betters	37%	(82)	17%	(39)	46% (102)	223
Frequent NFL betters	31%	(37)	15%	(18)	53% (62)	117
Regular NFL betters	37%	(89)	19%	(45)	44% (105)	239
Definite SB betters	34%	(44)	19%	(26)	47% (62)	132
Probable SB betters	34%	(116)	17%	(56)	49% (169)	341
Believe betting is legal in their state	20%	(129)	9%	(59)	71% (472)	661
Believe betting is illegal in their state	16%	(61)	9%	(37)	75% (290)	387
Non-sports fans	5%	(35)	8%	(54)	87% (593)	681
Gen Z sports fans	21%	(41)	8%	(16)	70% (136)	194
Millennial sports fans	24%	(103)	9%	(39)	66% (280)	422

Continued on next page

**Table MCSP30\_3:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NFL players

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	13%	(276)	8%	(171)	80% (1753)	2200
Gen X sports fans	12%	(46)	8%	(29)	80% (306)	381
Boomer sports fans	10%	(49)	6%	(28)	84% (390)	466
Sports fans 18-34	23%	(99)	9%	(37)	69% (302)	439
Sports fans 35-44	21%	(53)	10%	(25)	69% (175)	253
Sports fans 45-64	12%	(65)	6%	(34)	81% (431)	530
Sports fans 65+	8%	(24)	7%	(22)	85% (251)	297
Occasional sports betters	20%	(39)	13%	(26)	67% (132)	196
Non-sports betters	9%	(155)	6%	(107)	85% (1519)	1781
In legal betting states	11%	(93)	8%	(62)	81% (659)	814
Outside legal betting states	13%	(183)	8%	(110)	79% (1093)	1386
Sports fan In legal betting states 21+	14%	(75)	8%	(41)	78% (414)	530
Sports fan Outside legal betting states 21+	16%	(139)	8%	(73)	76% (682)	893
Likely SB viewer In legal betting states 21+	16%	(76)	7%	(35)	76% (354)	464
Likely SB viewer Outside legal betting states 21+	16%	(129)	8%	(67)	75% (600)	796

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

**Table MCSP30\_4:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
MLB

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	8%	(167)	6%	(132)	86%	(1901)	2200
Gender: Male	11%	(115)	6%	(68)	83%	(879)	1062
Gender: Female	5%	(52)	6%	(64)	90%	(1022)	1138
Age: 18-34	10%	(63)	10%	(65)	80%	(527)	655
Age: 35-44	11%	(38)	6%	(21)	84%	(299)	358
Age: 45-64	6%	(41)	4%	(30)	90%	(679)	751
Age: 65+	6%	(25)	3%	(15)	91%	(396)	436
GenZers: 1997-2012	8%	(25)	11%	(32)	81%	(243)	299
Millennials: 1981-1996	12%	(69)	8%	(48)	80%	(479)	595
GenXers: 1965-1980	7%	(36)	5%	(25)	89%	(482)	542
Baby Boomers: 1946-1964	5%	(31)	4%	(24)	92%	(629)	685
PID: Dem (no lean)	11%	(95)	6%	(55)	83%	(748)	897
PID: Ind (no lean)	5%	(33)	6%	(40)	89%	(602)	676
PID: Rep (no lean)	6%	(39)	6%	(37)	88%	(550)	627
PID/Gender: Dem Men	16%	(65)	7%	(30)	77%	(312)	407
PID/Gender: Dem Women	6%	(30)	5%	(24)	89%	(436)	490
PID/Gender: Ind Men	8%	(26)	4%	(14)	88%	(288)	327
PID/Gender: Ind Women	2%	(8)	8%	(27)	90%	(314)	349
PID/Gender: Rep Men	8%	(25)	7%	(24)	85%	(278)	327
PID/Gender: Rep Women	5%	(14)	4%	(13)	91%	(272)	299
Ideo: Liberal (1-3)	12%	(75)	6%	(37)	83%	(533)	645
Ideo: Moderate (4)	8%	(50)	5%	(29)	87%	(541)	621
Ideo: Conservative (5-7)	6%	(38)	6%	(40)	88%	(596)	675
Educ: < College	7%	(104)	6%	(91)	87%	(1317)	1512
Educ: Bachelors degree	6%	(25)	5%	(21)	89%	(397)	444
Educ: Post-grad	16%	(38)	8%	(19)	77%	(187)	244
Income: Under 50k	7%	(79)	7%	(81)	87%	(1038)	1198
Income: 50k-100k	7%	(44)	4%	(28)	89%	(608)	680
Income: 100k+	14%	(44)	7%	(23)	79%	(255)	322
Ethnicity: White	7%	(119)	6%	(95)	88%	(1508)	1722

Continued on next page

**Table MCSP30\_4:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?

MLB

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	8%	(167)	6%	(132)	86% (1901)	2200
Ethnicity: Hispanic	12%	(42)	10%	(33)	78% (274)	349
Ethnicity: Black	11%	(29)	4%	(10)	86% (236)	274
Ethnicity: Other	10%	(19)	13%	(27)	77% (157)	204
All Christian	8%	(79)	5%	(52)	87% (845)	975
All Non-Christian	20%	(25)	16%	(21)	64% (82)	128
Atheist	6%	(6)	5%	(5)	90% (98)	110
Agnostic/Nothing in particular	5%	(29)	5%	(28)	90% (540)	598
Something Else	7%	(27)	7%	(27)	86% (336)	390
Religious Non-Protestant/Catholic	19%	(28)	14%	(22)	67% (102)	152
Evangelical	8%	(46)	8%	(47)	84% (476)	570
Non-Evangelical	7%	(57)	4%	(28)	89% (676)	761
Community: Urban	13%	(76)	7%	(43)	80% (481)	600
Community: Suburban	7%	(72)	6%	(58)	87% (907)	1037
Community: Rural	4%	(20)	5%	(31)	91% (513)	564
Employ: Private Sector	11%	(72)	5%	(30)	84% (539)	641
Employ: Government	8%	(11)	11%	(15)	80% (103)	128
Employ: Self-Employed	9%	(14)	7%	(11)	84% (128)	153
Employ: Homemaker	9%	(15)	7%	(12)	84% (139)	165
Employ: Student	4%	(5)	5%	(7)	91% (113)	124
Employ: Retired	5%	(25)	4%	(22)	91% (458)	506
Employ: Unemployed	6%	(20)	7%	(23)	87% (288)	332
Employ: Other	4%	(6)	8%	(12)	88% (133)	151
Military HH: Yes	8%	(28)	7%	(25)	84% (288)	341
Military HH: No	7%	(139)	6%	(107)	87% (1613)	1859
RD/WT: Right Direction	10%	(94)	8%	(71)	82% (732)	897
RD/WT: Wrong Track	6%	(73)	5%	(61)	90% (1169)	1303
Biden Job Approve	9%	(117)	6%	(83)	84% (1082)	1282
Biden Job Disapprove	7%	(46)	5%	(37)	88% (615)	698

Continued on next page

**Table MCSP30\_4:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
MLB

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	8%	(167)	6%	(132)	86%	(1901)	2200
Biden Job Strongly Approve	10%	(79)	8%	(62)	82%	(663)	804
Biden Job Somewhat Approve	8%	(38)	4%	(21)	88%	(419)	478
Biden Job Somewhat Disapprove	8%	(15)	5%	(10)	87%	(166)	191
Biden Job Strongly Disapprove	6%	(31)	5%	(27)	89%	(449)	507
Favorable of Biden	9%	(115)	6%	(83)	85%	(1107)	1305
Unfavorable of Biden	6%	(44)	5%	(42)	89%	(673)	759
Very Favorable of Biden	11%	(88)	8%	(62)	81%	(630)	780
Somewhat Favorable of Biden	5%	(27)	4%	(21)	91%	(477)	525
Somewhat Unfavorable of Biden	8%	(16)	5%	(9)	87%	(167)	192
Very Unfavorable of Biden	5%	(29)	6%	(33)	89%	(506)	567
#1 Issue: Economy	7%	(61)	7%	(59)	86%	(747)	868
#1 Issue: Security	6%	(15)	10%	(27)	84%	(224)	267
#1 Issue: Health Care	12%	(48)	4%	(17)	84%	(339)	404
#1 Issue: Medicare / Social Security	6%	(13)	2%	(6)	92%	(217)	236
#1 Issue: Women's Issues	11%	(11)	8%	(7)	81%	(78)	96
#1 Issue: Education	6%	(6)	5%	(5)	89%	(86)	96
#1 Issue: Energy	13%	(10)	5%	(4)	82%	(67)	81
#1 Issue: Other	1%	(2)	4%	(6)	95%	(144)	152
2020 Vote: Joe Biden	11%	(112)	6%	(62)	83%	(875)	1049
2020 Vote: Donald Trump	6%	(42)	4%	(30)	90%	(614)	686
2020 Vote: Other	2%	(1)	11%	(7)	87%	(54)	62
2020 Vote: Didn't Vote	3%	(12)	8%	(33)	89%	(356)	401
2018 House Vote: Democrat	10%	(77)	5%	(39)	84%	(625)	741
2018 House Vote: Republican	6%	(34)	5%	(26)	89%	(493)	554
2018 House Vote: Someone else	2%	(1)	12%	(6)	86%	(45)	52
2016 Vote: Hillary Clinton	10%	(71)	6%	(42)	84%	(594)	707
2016 Vote: Donald Trump	6%	(35)	4%	(28)	90%	(566)	628
2016 Vote: Other	6%	(6)	9%	(10)	85%	(96)	113
2016 Vote: Didn't Vote	7%	(55)	7%	(51)	86%	(643)	749

Continued on next page

**Table MCSP30\_4:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?

MLB

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	8%	(167)	6%	(132)	86% (1901)	2200
Voted in 2014: Yes	9%	(104)	5%	(65)	86% (1025)	1194
Voted in 2014: No	6%	(63)	7%	(67)	87% (876)	1006
4-Region: Northeast	9%	(36)	4%	(15)	87% (342)	394
4-Region: Midwest	6%	(30)	4%	(21)	89% (412)	462
4-Region: South	7%	(54)	7%	(59)	86% (711)	824
4-Region: West	9%	(47)	7%	(37)	84% (435)	520
Sports fan	10%	(153)	5%	(81)	85% (1285)	1519
Avid sports fan	16%	(78)	6%	(28)	78% (371)	478
Casual sports fan	7%	(75)	5%	(53)	88% (914)	1041
Football fan	10%	(147)	6%	(86)	84% (1211)	1444
Avid football fan	15%	(94)	6%	(35)	79% (488)	616
Casual football fan	6%	(53)	6%	(51)	87% (724)	828
NFL fan	10%	(145)	6%	(86)	83% (1165)	1396
Avid NFL fan	15%	(88)	6%	(37)	79% (470)	595
Casual NFL fan	7%	(57)	6%	(48)	87% (696)	801
Watched SB last year	11%	(130)	6%	(65)	83% (962)	1157
Didn't watch SB last year	4%	(37)	6%	(67)	90% (938)	1043
OK brands get political	14%	(112)	6%	(48)	80% (625)	785
Not OK brands get political	4%	(47)	6%	(72)	89% (1000)	1119
OK social justice	11%	(137)	6%	(74)	84% (1081)	1292
Not OK social justice	4%	(22)	9%	(52)	88% (537)	612
Likely SB viewer	11%	(150)	6%	(81)	83% (1113)	1344
Unlikely SB viewer	2%	(16)	6%	(44)	92% (673)	733
More likely to watch SB this year	19%	(110)	10%	(55)	71% (412)	577
Less likely to watch SB this year	6%	(29)	7%	(32)	87% (411)	472
Likely host/attend SB party	21%	(85)	12%	(50)	67% (271)	406
Unlikely host/attend SB party	5%	(81)	4%	(69)	91% (1506)	1656
Watch SB for game	12%	(100)	6%	(49)	83% (710)	859
Watch SB for halftime	8%	(18)	7%	(17)	85% (192)	227

Continued on next page

**Table MCSP30\_4:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
MLB

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	8%	(167)	6%	(132)	86% (1901)	2200
Watch SB for ads	13%	(25)	8%	(15)	79% (153)	193
SB more political	11%	(86)	8%	(62)	82% (669)	818
SB less political	6%	(21)	9%	(29)	85% (277)	328
Typically host/attend SB party	14%	(77)	9%	(52)	77% (427)	556
Typically do not host/attend SB party	6%	(90)	5%	(80)	90% (1473)	1644
Usually pays a lot/some attn to ads	10%	(149)	6%	(97)	84% (1247)	1492
Usually pays not much/no attn to ads	3%	(18)	5%	(35)	92% (654)	708
Plan to pay a lot/some attn to ads	11%	(144)	7%	(90)	83% (1125)	1359
Plan to pay not much/no attn to ads	3%	(23)	5%	(42)	92% (775)	841
Pro football fav sport	14%	(84)	7%	(43)	79% (468)	596
Fav NFL	10%	(131)	5%	(66)	84% (1056)	1254
Unfav NFL	6%	(28)	10%	(49)	84% (404)	481
Fav Goodell	18%	(87)	8%	(42)	74% (367)	496
Unfav Goodell	10%	(48)	6%	(31)	84% (405)	483
Fav Chiefs	11%	(114)	6%	(64)	82% (823)	1001
Fav Buccaneers	13%	(107)	7%	(59)	80% (657)	822
Chiefs fan	10%	(87)	7%	(57)	83% (685)	828
Buccaneers fan	8%	(49)	8%	(47)	84% (496)	593
Frequent sports betters	30%	(31)	19%	(19)	51% (53)	103
Regular sports betters	28%	(63)	18%	(39)	54% (121)	223
Frequent NFL betters	23%	(27)	14%	(16)	63% (74)	117
Regular NFL betters	26%	(63)	17%	(41)	56% (135)	239
Definite SB betters	27%	(35)	16%	(21)	57% (75)	132
Probable SB betters	22%	(76)	16%	(55)	62% (210)	341
Believe betting is legal in their state	12%	(82)	7%	(45)	81% (534)	661
Believe betting is illegal in their state	9%	(36)	8%	(31)	83% (320)	387
Non-sports fans	2%	(14)	8%	(51)	90% (615)	681
Gen Z sports fans	10%	(20)	8%	(15)	82% (159)	194
Millennial sports fans	16%	(66)	8%	(34)	77% (323)	422

Continued on next page

**Table MCSP30\_4:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
MLB

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	8%	(167)	6%	(132)	86% (1901)	2200
Gen X sports fans	8%	(31)	5%	(18)	87% (331)	381
Boomer sports fans	6%	(30)	3%	(14)	91% (422)	466
Sports fans 18-34	13%	(55)	8%	(36)	79% (348)	439
Sports fans 35-44	14%	(35)	7%	(18)	79% (200)	253
Sports fans 45-64	7%	(39)	4%	(22)	89% (469)	530
Sports fans 65+	8%	(24)	2%	(5)	90% (268)	297
Occasional sports betters	8%	(15)	11%	(21)	82% (160)	196
Non-sports betters	5%	(89)	4%	(72)	91% (1620)	1781
In legal betting states	8%	(68)	4%	(35)	87% (712)	814
Outside legal betting states	7%	(99)	7%	(97)	86% (1189)	1386
Sports fan In legal betting states 21+	11%	(56)	5%	(27)	84% (447)	530
Sports fan Outside legal betting states 21+	9%	(82)	6%	(50)	85% (760)	893
Likely SB viewer In legal betting states 21+	12%	(56)	4%	(20)	84% (388)	464
Likely SB viewer Outside legal betting states 21+	10%	(78)	7%	(58)	83% (661)	796

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



**Table MCSP30\_5:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NHL

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	7%	(161)	6%	(136)	87%	(1903)	2200
Gender: Male	9%	(99)	7%	(74)	84%	(889)	1062
Gender: Female	5%	(62)	5%	(62)	89%	(1015)	1138
Age: 18-34	12%	(81)	9%	(60)	79%	(514)	655
Age: 35-44	9%	(34)	7%	(25)	84%	(299)	358
Age: 45-64	5%	(34)	4%	(33)	91%	(684)	751
Age: 65+	3%	(13)	4%	(18)	93%	(406)	436
GenZers: 1997-2012	10%	(30)	10%	(29)	80%	(240)	299
Millennials: 1981-1996	13%	(76)	8%	(50)	79%	(469)	595
GenXers: 1965-1980	6%	(34)	5%	(26)	89%	(483)	542
Baby Boomers: 1946-1964	2%	(17)	4%	(24)	94%	(644)	685
PID: Dem (no lean)	10%	(86)	6%	(57)	84%	(755)	897
PID: Ind (no lean)	5%	(37)	5%	(35)	89%	(604)	676
PID: Rep (no lean)	6%	(39)	7%	(43)	87%	(544)	627
PID/Gender: Dem Men	13%	(55)	8%	(32)	79%	(321)	407
PID/Gender: Dem Women	6%	(31)	5%	(25)	89%	(434)	490
PID/Gender: Ind Men	6%	(19)	5%	(16)	89%	(292)	327
PID/Gender: Ind Women	5%	(17)	6%	(20)	89%	(312)	349
PID/Gender: Rep Men	8%	(25)	8%	(26)	84%	(276)	327
PID/Gender: Rep Women	5%	(14)	6%	(17)	90%	(269)	299
Ideo: Liberal (1-3)	10%	(62)	6%	(36)	85%	(547)	645
Ideo: Moderate (4)	9%	(57)	4%	(26)	87%	(538)	621
Ideo: Conservative (5-7)	6%	(38)	7%	(48)	87%	(589)	675
Educ: < College	7%	(99)	6%	(92)	87%	(1322)	1512
Educ: Bachelors degree	6%	(28)	5%	(22)	89%	(393)	444
Educ: Post-grad	14%	(34)	9%	(22)	77%	(188)	244
Income: Under 50k	7%	(80)	7%	(83)	86%	(1034)	1198
Income: 50k-100k	6%	(41)	5%	(33)	89%	(606)	680
Income: 100k+	12%	(40)	6%	(19)	82%	(263)	322
Ethnicity: White	7%	(119)	5%	(91)	88%	(1511)	1722

Continued on next page

**Table MCSP30\_5:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NHL

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	7%	(161)	6%	(136)	87% (1903)	2200
Ethnicity: Hispanic	14%	(48)	10%	(35)	76% (267)	349
Ethnicity: Black	9%	(24)	5%	(14)	86% (236)	274
Ethnicity: Other	9%	(18)	15%	(31)	76% (156)	204
All Christian	9%	(89)	5%	(47)	86% (839)	975
All Non-Christian	20%	(25)	16%	(20)	64% (82)	128
Atheist	5%	(5)	1%	(1)	94% (103)	110
Agnostic/Nothing in particular	3%	(21)	6%	(35)	91% (542)	598
Something Else	5%	(21)	8%	(32)	86% (337)	390
Religious Non-Protestant/Catholic	19%	(29)	13%	(20)	67% (102)	152
Evangelical	9%	(52)	8%	(47)	83% (470)	570
Non-Evangelical	7%	(53)	4%	(31)	89% (677)	761
Community: Urban	12%	(70)	8%	(49)	80% (481)	600
Community: Suburban	6%	(64)	5%	(55)	89% (918)	1037
Community: Rural	5%	(27)	6%	(32)	90% (505)	564
Employ: Private Sector	12%	(77)	4%	(28)	84% (535)	641
Employ: Government	10%	(12)	10%	(13)	80% (103)	128
Employ: Self-Employed	9%	(14)	4%	(7)	86% (132)	153
Employ: Homemaker	7%	(12)	8%	(14)	84% (139)	165
Employ: Student	4%	(5)	8%	(9)	89% (110)	124
Employ: Retired	3%	(16)	5%	(24)	92% (466)	506
Employ: Unemployed	7%	(22)	8%	(28)	85% (282)	332
Employ: Other	2%	(2)	9%	(13)	90% (135)	151
Military HH: Yes	8%	(28)	6%	(20)	86% (293)	341
Military HH: No	7%	(133)	6%	(116)	87% (1610)	1859
RD/WT: Right Direction	10%	(86)	7%	(66)	83% (745)	897
RD/WT: Wrong Track	6%	(75)	5%	(70)	89% (1158)	1303
Biden Job Approve	9%	(112)	6%	(76)	85% (1094)	1282
Biden Job Disapprove	7%	(46)	7%	(48)	86% (603)	698

Continued on next page

**Table MCSP30\_5:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NHL

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	7%	(161)	6%	(136)	87% (1903)	2200
Biden Job Strongly Approve	11%	(85)	6%	(51)	83% (668)	804
Biden Job Somewhat Approve	6%	(27)	5%	(26)	89% (426)	478
Biden Job Somewhat Disapprove	7%	(13)	5%	(9)	89% (169)	191
Biden Job Strongly Disapprove	7%	(33)	8%	(39)	86% (434)	507
Favorable of Biden	9%	(112)	6%	(83)	85% (1109)	1305
Unfavorable of Biden	6%	(42)	6%	(46)	88% (671)	759
Very Favorable of Biden	12%	(94)	8%	(60)	80% (626)	780
Somewhat Favorable of Biden	4%	(18)	4%	(23)	92% (483)	525
Somewhat Unfavorable of Biden	6%	(11)	5%	(10)	89% (171)	192
Very Unfavorable of Biden	5%	(31)	6%	(36)	88% (500)	567
#1 Issue: Economy	7%	(58)	8%	(68)	85% (742)	868
#1 Issue: Security	9%	(24)	7%	(20)	84% (223)	267
#1 Issue: Health Care	9%	(38)	5%	(21)	85% (345)	404
#1 Issue: Medicare / Social Security	5%	(11)	3%	(7)	93% (218)	236
#1 Issue: Women's Issues	13%	(12)	7%	(6)	80% (77)	96
#1 Issue: Education	6%	(6)	5%	(5)	88% (85)	96
#1 Issue: Energy	11%	(9)	5%	(4)	83% (68)	81
#1 Issue: Other	2%	(3)	3%	(5)	95% (145)	152
2020 Vote: Joe Biden	10%	(103)	6%	(63)	84% (883)	1049
2020 Vote: Donald Trump	5%	(35)	6%	(42)	89% (610)	686
2020 Vote: Other	4%	(2)	10%	(6)	86% (54)	62
2020 Vote: Didn't Vote	5%	(21)	6%	(24)	89% (355)	401
2018 House Vote: Democrat	9%	(68)	6%	(43)	85% (631)	741
2018 House Vote: Republican	5%	(29)	5%	(26)	90% (499)	554
2018 House Vote: Someone else	—	(0)	10%	(5)	90% (47)	52
2016 Vote: Hillary Clinton	9%	(67)	6%	(42)	85% (598)	707
2016 Vote: Donald Trump	5%	(30)	5%	(31)	90% (568)	628
2016 Vote: Other	2%	(2)	6%	(6)	93% (105)	113
2016 Vote: Didn't Vote	8%	(62)	7%	(55)	84% (631)	749

Continued on next page

**Table MCSP30\_5:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NHL

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	7%	(161)	6%	(136)	87% (1903)	2200
Voted in 2014: Yes	7%	(84)	6%	(66)	87% (1044)	1194
Voted in 2014: No	8%	(77)	7%	(69)	85% (859)	1006
4-Region: Northeast	8%	(31)	5%	(19)	87% (343)	394
4-Region: Midwest	5%	(25)	3%	(16)	91% (421)	462
4-Region: South	6%	(46)	8%	(67)	86% (711)	824
4-Region: West	11%	(58)	6%	(33)	82% (429)	520
Sports fan	9%	(142)	6%	(93)	85% (1285)	1519
Avid sports fan	15%	(72)	8%	(37)	77% (369)	478
Casual sports fan	7%	(70)	5%	(55)	88% (916)	1041
Football fan	9%	(133)	6%	(94)	84% (1217)	1444
Avid football fan	14%	(89)	6%	(35)	80% (492)	616
Casual football fan	5%	(45)	7%	(58)	88% (725)	828
NFL fan	9%	(130)	6%	(90)	84% (1175)	1396
Avid NFL fan	14%	(85)	6%	(35)	80% (475)	595
Casual NFL fan	6%	(45)	7%	(55)	87% (700)	801
Watched SB last year	10%	(120)	6%	(73)	83% (964)	1157
Didn't watch SB last year	4%	(41)	6%	(63)	90% (939)	1043
OK brands get political	13%	(105)	6%	(50)	80% (630)	785
Not OK brands get political	4%	(49)	6%	(70)	89% (1000)	1119
OK social justice	10%	(130)	6%	(78)	84% (1084)	1292
Not OK social justice	4%	(23)	8%	(48)	88% (540)	612
Likely SB viewer	10%	(134)	6%	(85)	84% (1124)	1344
Unlikely SB viewer	3%	(25)	6%	(43)	91% (665)	733
More likely to watch SB this year	16%	(91)	10%	(58)	74% (427)	577
Less likely to watch SB this year	8%	(36)	5%	(25)	87% (410)	472
Likely host/attend SB party	22%	(89)	13%	(51)	65% (266)	406
Unlikely host/attend SB party	4%	(71)	4%	(73)	91% (1513)	1656
Watch SB for game	10%	(89)	5%	(46)	84% (723)	859
Watch SB for halftime	7%	(17)	9%	(21)	83% (189)	227

Continued on next page

**Table MCSP30\_5:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NHL

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	7%	(161)	6%	(136)	87%	(1903)	2200
Watch SB for ads	13%	(24)	9%	(17)	79%	(152)	193
SB more political	12%	(98)	6%	(49)	82%	(671)	818
SB less political	7%	(23)	11%	(36)	82%	(269)	328
Typically host/attend SB party	14%	(77)	8%	(44)	78%	(436)	556
Typically do not host/attend SB party	5%	(84)	6%	(92)	89%	(1467)	1644
Usually pays a lot/some attn to ads	9%	(141)	6%	(89)	85%	(1263)	1492
Usually pays not much/no attn to ads	3%	(20)	7%	(47)	90%	(641)	708
Plan to pay a lot/some attn to ads	10%	(142)	6%	(84)	83%	(1133)	1359
Plan to pay not much/no attn to ads	2%	(19)	6%	(51)	92%	(771)	841
Pro football fav sport	14%	(84)	8%	(45)	78%	(466)	596
Fav NFL	10%	(123)	6%	(70)	85%	(1061)	1254
Unfav NFL	6%	(30)	9%	(42)	85%	(410)	481
Fav Goodell	18%	(90)	8%	(38)	74%	(369)	496
Unfav Goodell	7%	(35)	7%	(33)	86%	(415)	483
Fav Chiefs	10%	(99)	6%	(59)	84%	(843)	1001
Fav Buccaneers	12%	(100)	7%	(56)	81%	(666)	822
Chiefs fan	10%	(81)	7%	(57)	83%	(691)	828
Buccaneers fan	9%	(54)	8%	(48)	83%	(490)	593
Frequent sports betters	32%	(32)	15%	(15)	54%	(56)	103
Regular sports betters	30%	(68)	14%	(32)	55%	(123)	223
Frequent NFL betters	28%	(33)	13%	(15)	59%	(69)	117
Regular NFL betters	29%	(70)	15%	(37)	56%	(133)	239
Definite SB betters	28%	(38)	12%	(16)	60%	(79)	132
Probable SB betters	27%	(91)	13%	(44)	60%	(207)	341
Believe betting is legal in their state	13%	(85)	7%	(48)	80%	(528)	661
Believe betting is illegal in their state	6%	(25)	8%	(32)	85%	(330)	387
Non-sports fans	3%	(20)	6%	(43)	91%	(618)	681
Gen Z sports fans	11%	(21)	7%	(14)	82%	(158)	194
Millennial sports fans	17%	(71)	9%	(37)	74%	(313)	422

Continued on next page

**Table MCSP30\_5:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NHL

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	7%	(161)	6%	(136)	87% (1903)	2200
Gen X sports fans	8%	(29)	6%	(21)	87% (331)	381
Boomer sports fans	3%	(16)	4%	(17)	93% (433)	466
Sports fans 18-34	15%	(68)	7%	(33)	77% (338)	439
Sports fans 35-44	12%	(31)	9%	(23)	79% (199)	253
Sports fans 45-64	6%	(31)	5%	(26)	89% (473)	530
Sports fans 65+	4%	(12)	3%	(10)	93% (275)	297
Occasional sports betters	13%	(25)	8%	(16)	79% (155)	196
Non-sports betters	4%	(69)	5%	(87)	91% (1625)	1781
In legal betting states	8%	(64)	5%	(41)	87% (710)	814
Outside legal betting states	7%	(97)	7%	(95)	86% (1193)	1386
Sports fan In legal betting states 21+	10%	(54)	6%	(30)	84% (445)	530
Sports fan Outside legal betting states 21+	8%	(73)	6%	(56)	86% (764)	893
Likely SB viewer In legal betting states 21+	11%	(52)	5%	(24)	84% (389)	464
Likely SB viewer Outside legal betting states 21+	8%	(66)	7%	(58)	84% (672)	796

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

**Table MCSP30\_6:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NBA

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	10%	(226)	8%	(167)	82% (1807)	2200
Gender: Male	13%	(143)	9%	(101)	77% (818)	1062
Gender: Female	7%	(83)	6%	(66)	87% (989)	1138
Age: 18-34	16%	(104)	9%	(60)	75% (491)	655
Age: 35-44	13%	(48)	10%	(35)	77% (275)	358
Age: 45-64	7%	(53)	6%	(48)	87% (650)	751
Age: 65+	5%	(21)	6%	(24)	90% (391)	436
GenZers: 1997-2012	17%	(52)	7%	(20)	76% (228)	299
Millennials: 1981-1996	16%	(93)	10%	(61)	74% (442)	595
GenXers: 1965-1980	8%	(45)	8%	(44)	84% (454)	542
Baby Boomers: 1946-1964	5%	(33)	5%	(35)	90% (617)	685
PID: Dem (no lean)	17%	(148)	7%	(63)	76% (686)	897
PID: Ind (no lean)	6%	(42)	6%	(39)	88% (595)	676
PID: Rep (no lean)	6%	(35)	10%	(65)	84% (526)	627
PID/Gender: Dem Men	24%	(97)	8%	(34)	68% (277)	407
PID/Gender: Dem Women	11%	(52)	6%	(30)	83% (409)	490
PID/Gender: Ind Men	9%	(28)	7%	(22)	85% (278)	327
PID/Gender: Ind Women	4%	(15)	5%	(17)	91% (317)	349
PID/Gender: Rep Men	6%	(19)	14%	(46)	80% (263)	327
PID/Gender: Rep Women	5%	(16)	7%	(20)	88% (263)	299
Ideo: Liberal (1-3)	20%	(129)	5%	(31)	75% (485)	645
Ideo: Moderate (4)	9%	(57)	7%	(45)	84% (519)	621
Ideo: Conservative (5-7)	5%	(33)	10%	(69)	85% (572)	675
Educ: < College	9%	(131)	8%	(118)	84% (1263)	1512
Educ: Bachelors degree	12%	(55)	6%	(26)	82% (363)	444
Educ: Post-grad	16%	(39)	10%	(24)	74% (181)	244
Income: Under 50k	9%	(106)	8%	(102)	83% (990)	1198
Income: 50k-100k	10%	(67)	6%	(38)	85% (576)	680
Income: 100k+	17%	(53)	9%	(28)	75% (241)	322
Ethnicity: White	9%	(150)	7%	(115)	85% (1457)	1722

Continued on next page

**Table MCSP30\_6:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?

NBA

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	10%	(226)	8%	(167)	82%	(1807)	2200
Ethnicity: Hispanic	14%	(48)	11%	(40)	75%	(262)	349
Ethnicity: Black	22%	(60)	5%	(15)	73%	(200)	274
Ethnicity: Other	8%	(16)	18%	(37)	74%	(151)	204
All Christian	10%	(95)	8%	(80)	82%	(800)	975
All Non-Christian	23%	(30)	15%	(19)	62%	(79)	128
Atheist	17%	(18)	—	(0)	83%	(91)	110
Agnostic/Nothing in particular	6%	(39)	6%	(37)	87%	(522)	598
Something Else	11%	(44)	8%	(31)	81%	(315)	390
Religious Non-Protestant/Catholic	22%	(33)	12%	(19)	66%	(99)	152
Evangelical	12%	(66)	9%	(53)	79%	(450)	570
Non-Evangelical	9%	(70)	7%	(55)	84%	(637)	761
Community: Urban	17%	(101)	8%	(50)	75%	(448)	600
Community: Suburban	9%	(92)	7%	(71)	84%	(873)	1037
Community: Rural	6%	(33)	8%	(46)	86%	(486)	564
Employ: Private Sector	15%	(96)	8%	(51)	77%	(494)	641
Employ: Government	13%	(17)	9%	(11)	78%	(100)	128
Employ: Self-Employed	12%	(18)	6%	(9)	82%	(126)	153
Employ: Homemaker	8%	(14)	11%	(18)	81%	(133)	165
Employ: Student	10%	(12)	5%	(6)	85%	(106)	124
Employ: Retired	5%	(27)	6%	(30)	89%	(449)	506
Employ: Unemployed	12%	(39)	8%	(26)	80%	(266)	332
Employ: Other	2%	(2)	11%	(16)	87%	(132)	151
Military HH: Yes	7%	(23)	9%	(30)	84%	(288)	341
Military HH: No	11%	(203)	7%	(137)	82%	(1519)	1859
RD/WT: Right Direction	17%	(148)	7%	(60)	77%	(688)	897
RD/WT: Wrong Track	6%	(77)	8%	(107)	86%	(1119)	1303
Biden Job Approve	14%	(182)	6%	(81)	79%	(1019)	1282
Biden Job Disapprove	5%	(37)	11%	(75)	84%	(586)	698

Continued on next page



**Table MCSP30\_6:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NBA

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	10%	(226)	8%	(167)	82%	(1807)	2200
Biden Job Strongly Approve	16%	(132)	8%	(63)	76%	(610)	804
Biden Job Somewhat Approve	11%	(50)	4%	(18)	86%	(409)	478
Biden Job Somewhat Disapprove	7%	(12)	9%	(18)	84%	(161)	191
Biden Job Strongly Disapprove	5%	(25)	11%	(58)	84%	(425)	507
Favorable of Biden	14%	(187)	6%	(82)	79%	(1036)	1305
Unfavorable of Biden	4%	(32)	10%	(78)	85%	(649)	759
Very Favorable of Biden	18%	(144)	8%	(64)	73%	(572)	780
Somewhat Favorable of Biden	8%	(43)	3%	(18)	88%	(464)	525
Somewhat Unfavorable of Biden	7%	(14)	9%	(17)	84%	(161)	192
Very Unfavorable of Biden	3%	(19)	11%	(62)	86%	(487)	567
#1 Issue: Economy	10%	(84)	9%	(77)	81%	(707)	868
#1 Issue: Security	7%	(19)	12%	(33)	81%	(215)	267
#1 Issue: Health Care	11%	(46)	5%	(21)	83%	(337)	404
#1 Issue: Medicare / Social Security	6%	(15)	4%	(10)	90%	(212)	236
#1 Issue: Women's Issues	16%	(16)	8%	(7)	76%	(73)	96
#1 Issue: Education	20%	(20)	7%	(7)	72%	(70)	96
#1 Issue: Energy	16%	(13)	7%	(5)	77%	(63)	81
#1 Issue: Other	9%	(14)	5%	(7)	86%	(131)	152
2020 Vote: Joe Biden	16%	(171)	7%	(73)	77%	(805)	1049
2020 Vote: Donald Trump	4%	(25)	11%	(72)	86%	(589)	686
2020 Vote: Other	4%	(2)	4%	(3)	92%	(57)	62
2020 Vote: Didn't Vote	7%	(27)	5%	(19)	89%	(355)	401
2018 House Vote: Democrat	18%	(131)	6%	(46)	76%	(564)	741
2018 House Vote: Republican	4%	(23)	9%	(53)	86%	(478)	554
2018 House Vote: Someone else	—	(0)	4%	(2)	96%	(50)	52
2016 Vote: Hillary Clinton	17%	(118)	7%	(50)	76%	(540)	707
2016 Vote: Donald Trump	4%	(23)	8%	(53)	88%	(552)	628
2016 Vote: Other	2%	(3)	4%	(4)	94%	(106)	113
2016 Vote: Didn't Vote	11%	(81)	8%	(59)	81%	(608)	749

Continued on next page

**Table MCSP30\_6:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?

NBA

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	10%	(226)	8%	(167)	82% (1807)	2200
Voted in 2014: Yes	10%	(123)	7%	(90)	82% (981)	1194
Voted in 2014: No	10%	(103)	8%	(78)	82% (826)	1006
4-Region: Northeast	11%	(43)	8%	(31)	81% (320)	394
4-Region: Midwest	6%	(29)	6%	(30)	87% (404)	462
4-Region: South	9%	(78)	9%	(71)	82% (676)	824
4-Region: West	15%	(76)	7%	(36)	78% (408)	520
Sports fan	13%	(202)	8%	(125)	78% (1192)	1519
Avid sports fan	23%	(110)	9%	(45)	68% (323)	478
Casual sports fan	9%	(92)	8%	(80)	83% (869)	1041
Football fan	13%	(187)	9%	(125)	78% (1132)	1444
Avid football fan	21%	(130)	10%	(63)	69% (423)	616
Casual football fan	7%	(57)	8%	(62)	86% (709)	828
NFL fan	13%	(185)	9%	(120)	78% (1091)	1396
Avid NFL fan	20%	(117)	10%	(62)	70% (416)	595
Casual NFL fan	8%	(68)	7%	(58)	84% (675)	801
Watched SB last year	14%	(158)	10%	(110)	77% (890)	1157
Didn't watch SB last year	7%	(68)	5%	(57)	88% (917)	1043
OK brands get political	21%	(163)	5%	(41)	74% (580)	785
Not OK brands get political	4%	(49)	10%	(107)	86% (963)	1119
OK social justice	15%	(196)	6%	(74)	79% (1023)	1292
Not OK social justice	2%	(14)	14%	(83)	84% (515)	612
Likely SB viewer	14%	(194)	8%	(108)	78% (1041)	1344
Unlikely SB viewer	4%	(28)	7%	(54)	89% (652)	733
More likely to watch SB this year	23%	(136)	11%	(62)	66% (380)	577
Less likely to watch SB this year	8%	(38)	9%	(43)	83% (391)	472
Likely host/attend SB party	28%	(112)	14%	(55)	59% (238)	406
Unlikely host/attend SB party	6%	(105)	6%	(102)	87% (1449)	1656
Watch SB for game	14%	(122)	8%	(69)	78% (668)	859
Watch SB for halftime	17%	(39)	7%	(16)	76% (172)	227

Continued on next page

**Table MCSP30\_6:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NBA

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	10%	(226)	8%	(167)	82% (1807)	2200
Watch SB for ads	15%	(29)	11%	(20)	75% (144)	193
SB more political	15%	(124)	9%	(70)	76% (624)	818
SB less political	11%	(35)	11%	(37)	78% (256)	328
Typically host/attend SB party	20%	(111)	11%	(59)	69% (386)	556
Typically do not host/attend SB party	7%	(115)	7%	(108)	86% (1420)	1644
Usually pays a lot/some attn to ads	13%	(193)	8%	(117)	79% (1182)	1492
Usually pays not much/no attn to ads	5%	(33)	7%	(51)	88% (625)	708
Plan to pay a lot/some attn to ads	14%	(196)	8%	(106)	78% (1057)	1359
Plan to pay not much/no attn to ads	4%	(30)	7%	(62)	89% (749)	841
Pro football fav sport	18%	(109)	10%	(58)	72% (428)	596
Fav NFL	14%	(173)	8%	(96)	79% (985)	1254
Unfav NFL	10%	(47)	11%	(53)	79% (381)	481
Fav Goodell	21%	(102)	9%	(44)	70% (349)	496
Unfav Goodell	16%	(77)	12%	(57)	72% (349)	483
Fav Chiefs	15%	(149)	8%	(82)	77% (770)	1001
Fav Buccaneers	16%	(130)	10%	(80)	75% (613)	822
Chiefs fan	14%	(112)	9%	(75)	77% (641)	828
Buccaneers fan	13%	(78)	9%	(51)	78% (463)	593
Frequent sports betters	30%	(31)	25%	(26)	45% (47)	103
Regular sports betters	37%	(81)	18%	(40)	45% (101)	223
Frequent NFL betters	25%	(29)	22%	(26)	52% (61)	117
Regular NFL betters	32%	(76)	22%	(53)	46% (110)	239
Definite SB betters	33%	(43)	19%	(26)	48% (63)	132
Probable SB betters	30%	(104)	18%	(61)	52% (177)	341
Believe betting is legal in their state	16%	(109)	9%	(63)	74% (490)	661
Believe betting is illegal in their state	14%	(52)	8%	(31)	78% (303)	387
Non-sports fans	4%	(24)	6%	(42)	90% (615)	681
Gen Z sports fans	21%	(41)	6%	(12)	73% (141)	194
Millennial sports fans	21%	(89)	11%	(48)	68% (285)	422

Continued on next page

**Table MCSP30\_6:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NBA

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	10%	(226)	8%	(167)	82% (1807)	2200
Gen X sports fans	11%	(40)	9%	(35)	80% (306)	381
Boomer sports fans	6%	(29)	6%	(26)	88% (412)	466
Sports fans 18-34	20%	(90)	9%	(41)	70% (308)	439
Sports fans 35-44	19%	(47)	12%	(30)	70% (176)	253
Sports fans 45-64	9%	(46)	7%	(38)	84% (446)	530
Sports fans 65+	6%	(19)	5%	(16)	88% (262)	297
Occasional sports betters	15%	(29)	15%	(30)	70% (138)	196
Non-sports betters	6%	(115)	5%	(97)	88% (1568)	1781
In legal betting states	10%	(78)	8%	(62)	83% (674)	814
Outside legal betting states	11%	(148)	8%	(105)	82% (1133)	1386
Sports fan In legal betting states 21+	12%	(64)	9%	(49)	79% (418)	530
Sports fan Outside legal betting states 21+	12%	(110)	8%	(74)	79% (709)	893
Likely SB viewer In legal betting states 21+	13%	(60)	9%	(40)	78% (364)	464
Likely SB viewer Outside legal betting states 21+	13%	(106)	8%	(67)	78% (623)	796

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

**Table MCSP30\_7:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
PGA Tour

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	7%	(149)	6%	(142)	87%	(1909)	2200
Gender: Male	10%	(102)	7%	(71)	84%	(889)	1062
Gender: Female	4%	(46)	6%	(71)	90%	(1020)	1138
Age: 18-34	11%	(71)	10%	(68)	79%	(516)	655
Age: 35-44	9%	(32)	6%	(21)	85%	(305)	358
Age: 45-64	4%	(31)	4%	(33)	91%	(687)	751
Age: 65+	3%	(14)	5%	(21)	92%	(402)	436
GenZers: 1997-2012	10%	(30)	7%	(20)	83%	(249)	299
Millennials: 1981-1996	12%	(69)	11%	(64)	78%	(463)	595
GenXers: 1965-1980	5%	(27)	5%	(26)	90%	(490)	542
Baby Boomers: 1946-1964	3%	(21)	4%	(28)	93%	(636)	685
PID: Dem (no lean)	9%	(77)	7%	(65)	84%	(755)	897
PID: Ind (no lean)	5%	(31)	6%	(43)	89%	(602)	676
PID: Rep (no lean)	7%	(41)	5%	(34)	88%	(552)	627
PID/Gender: Dem Men	13%	(53)	8%	(33)	79%	(321)	407
PID/Gender: Dem Women	5%	(24)	7%	(33)	88%	(434)	490
PID/Gender: Ind Men	7%	(23)	5%	(15)	88%	(289)	327
PID/Gender: Ind Women	2%	(8)	8%	(28)	90%	(313)	349
PID/Gender: Rep Men	8%	(26)	7%	(23)	85%	(279)	327
PID/Gender: Rep Women	5%	(15)	4%	(11)	91%	(274)	299
Ideo: Liberal (1-3)	10%	(67)	8%	(49)	82%	(529)	645
Ideo: Moderate (4)	7%	(40)	6%	(34)	88%	(546)	621
Ideo: Conservative (5-7)	4%	(29)	7%	(47)	89%	(598)	675
Educ: < College	6%	(87)	6%	(87)	88%	(1338)	1512
Educ: Bachelors degree	7%	(31)	5%	(23)	88%	(390)	444
Educ: Post-grad	13%	(31)	13%	(32)	74%	(181)	244
Income: Under 50k	6%	(72)	6%	(72)	88%	(1054)	1198
Income: 50k-100k	5%	(37)	6%	(43)	88%	(600)	680
Income: 100k+	12%	(40)	9%	(28)	79%	(255)	322
Ethnicity: White	6%	(100)	6%	(102)	88%	(1520)	1722

Continued on next page

**Table MCSP30\_7:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
PGA Tour

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	7%	(149)	6%	(142)	87% (1909)	2200
Ethnicity: Hispanic	12%	(40)	10%	(34)	79% (275)	349
Ethnicity: Black	9%	(24)	6%	(18)	85% (233)	274
Ethnicity: Other	13%	(26)	11%	(23)	76% (156)	204
All Christian	7%	(67)	6%	(63)	87% (844)	975
All Non-Christian	20%	(25)	18%	(22)	63% (80)	128
Atheist	6%	(6)	3%	(4)	91% (99)	110
Agnostic/Nothing in particular	4%	(25)	5%	(29)	91% (544)	598
Something Else	6%	(24)	6%	(24)	88% (342)	390
Religious Non-Protestant/Catholic	19%	(29)	15%	(22)	66% (100)	152
Evangelical	9%	(49)	8%	(47)	83% (474)	570
Non-Evangelical	5%	(39)	5%	(37)	90% (686)	761
Community: Urban	12%	(71)	8%	(49)	80% (480)	600
Community: Suburban	5%	(54)	6%	(64)	89% (919)	1037
Community: Rural	4%	(24)	5%	(29)	91% (510)	564
Employ: Private Sector	11%	(71)	7%	(43)	82% (526)	641
Employ: Government	7%	(9)	9%	(12)	84% (108)	128
Employ: Self-Employed	9%	(14)	8%	(12)	84% (128)	153
Employ: Homemaker	6%	(9)	10%	(17)	84% (139)	165
Employ: Student	2%	(3)	4%	(5)	94% (116)	124
Employ: Retired	3%	(14)	4%	(23)	93% (469)	506
Employ: Unemployed	6%	(19)	7%	(24)	87% (288)	332
Employ: Other	6%	(10)	4%	(6)	90% (135)	151
Military HH: Yes	5%	(17)	9%	(30)	86% (294)	341
Military HH: No	7%	(132)	6%	(112)	87% (1615)	1859
RD/WT: Right Direction	9%	(81)	10%	(88)	81% (728)	897
RD/WT: Wrong Track	5%	(68)	4%	(55)	91% (1181)	1303
Biden Job Approve	8%	(100)	8%	(104)	84% (1079)	1282
Biden Job Disapprove	6%	(43)	5%	(35)	89% (621)	698

Continued on next page

**Table MCSP30\_7:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
PGA Tour

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	7%	(149)	6%	(142)	87% (1909)	2200
Biden Job Strongly Approve	10%	(76)	9%	(72)	82% (656)	804
Biden Job Somewhat Approve	5%	(23)	7%	(32)	89% (423)	478
Biden Job Somewhat Disapprove	7%	(13)	4%	(8)	89% (170)	191
Biden Job Strongly Disapprove	6%	(30)	5%	(27)	89% (450)	507
Favorable of Biden	8%	(98)	8%	(108)	84% (1099)	1305
Unfavorable of Biden	6%	(46)	4%	(32)	90% (681)	759
Very Favorable of Biden	10%	(81)	10%	(76)	80% (623)	780
Somewhat Favorable of Biden	3%	(17)	6%	(32)	91% (476)	525
Somewhat Unfavorable of Biden	8%	(16)	3%	(6)	89% (170)	192
Very Unfavorable of Biden	5%	(30)	5%	(27)	90% (510)	567
#1 Issue: Economy	7%	(62)	7%	(58)	86% (747)	868
#1 Issue: Security	8%	(21)	7%	(17)	86% (229)	267
#1 Issue: Health Care	7%	(28)	8%	(32)	85% (344)	404
#1 Issue: Medicare / Social Security	3%	(8)	3%	(6)	94% (221)	236
#1 Issue: Women's Issues	10%	(10)	11%	(10)	79% (76)	96
#1 Issue: Education	4%	(4)	6%	(6)	90% (87)	96
#1 Issue: Energy	14%	(12)	5%	(4)	81% (66)	81
#1 Issue: Other	3%	(4)	5%	(8)	92% (140)	152
2020 Vote: Joe Biden	9%	(95)	8%	(84)	83% (870)	1049
2020 Vote: Donald Trump	5%	(37)	4%	(30)	90% (620)	686
2020 Vote: Other	7%	(4)	10%	(6)	84% (52)	62
2020 Vote: Didn't Vote	3%	(13)	6%	(22)	91% (366)	401
2018 House Vote: Democrat	9%	(67)	8%	(58)	83% (616)	741
2018 House Vote: Republican	6%	(32)	4%	(24)	90% (497)	554
2018 House Vote: Someone else	3%	(2)	10%	(5)	86% (45)	52
2016 Vote: Hillary Clinton	9%	(60)	8%	(59)	83% (588)	707
2016 Vote: Donald Trump	6%	(36)	3%	(20)	91% (572)	628
2016 Vote: Other	4%	(4)	6%	(7)	90% (102)	113
2016 Vote: Didn't Vote	6%	(48)	7%	(56)	86% (645)	749

Continued on next page

**Table MCSP30\_7:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
PGA Tour

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	7%	(149)	6%	(142)	87% (1909)	2200
Voted in 2014: Yes	7%	(85)	6%	(75)	87% (1034)	1194
Voted in 2014: No	6%	(63)	7%	(67)	87% (875)	1006
4-Region: Northeast	8%	(33)	6%	(23)	86% (338)	394
4-Region: Midwest	5%	(25)	5%	(23)	90% (414)	462
4-Region: South	6%	(51)	6%	(52)	87% (721)	824
4-Region: West	8%	(40)	9%	(44)	84% (436)	520
Sports fan	8%	(123)	7%	(103)	85% (1294)	1519
Avid sports fan	13%	(63)	6%	(31)	80% (384)	478
Casual sports fan	6%	(60)	7%	(72)	87% (910)	1041
Football fan	8%	(117)	7%	(102)	85% (1225)	1444
Avid football fan	12%	(72)	7%	(46)	81% (498)	616
Casual football fan	5%	(45)	7%	(56)	88% (727)	828
NFL fan	8%	(116)	7%	(96)	85% (1183)	1396
Avid NFL fan	12%	(69)	7%	(41)	82% (485)	595
Casual NFL fan	6%	(47)	7%	(56)	87% (698)	801
Watched SB last year	9%	(100)	7%	(81)	84% (977)	1157
Didn't watch SB last year	5%	(49)	6%	(61)	89% (932)	1043
OK brands get political	12%	(90)	9%	(68)	80% (627)	785
Not OK brands get political	4%	(47)	6%	(69)	90% (1004)	1119
OK social justice	9%	(118)	7%	(93)	84% (1081)	1292
Not OK social justice	4%	(23)	7%	(40)	90% (549)	612
Likely SB viewer	9%	(118)	7%	(95)	84% (1130)	1344
Unlikely SB viewer	4%	(28)	6%	(44)	90% (662)	733
More likely to watch SB this year	15%	(86)	11%	(61)	75% (430)	577
Less likely to watch SB this year	6%	(27)	9%	(41)	85% (403)	472
Likely host/attend SB party	19%	(79)	13%	(54)	67% (272)	406
Unlikely host/attend SB party	4%	(60)	5%	(83)	91% (1513)	1656
Watch SB for game	8%	(72)	7%	(60)	85% (727)	859
Watch SB for halftime	8%	(18)	7%	(16)	85% (193)	227

Continued on next page



**Table MCSP30\_7:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
PGA Tour

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	7%	(149)	6%	(142)	87%	(1909)	2200
Watch SB for ads	12%	(24)	10%	(19)	78%	(150)	193
SB more political	10%	(81)	8%	(66)	82%	(671)	818
SB less political	6%	(18)	10%	(32)	85%	(277)	328
Typically host/attend SB party	12%	(69)	8%	(47)	79%	(441)	556
Typically do not host/attend SB party	5%	(80)	6%	(96)	89%	(1468)	1644
Usually pays a lot/some attn to ads	8%	(119)	7%	(108)	85%	(1264)	1492
Usually pays not much/no attn to ads	4%	(29)	5%	(34)	91%	(645)	708
Plan to pay a lot/some attn to ads	9%	(118)	8%	(106)	84%	(1135)	1359
Plan to pay not much/no attn to ads	4%	(31)	4%	(36)	92%	(774)	841
Pro football fav sport	11%	(64)	9%	(54)	80%	(478)	596
Fav NFL	8%	(104)	7%	(82)	85%	(1067)	1254
Unfav NFL	7%	(36)	9%	(44)	83%	(402)	481
Fav Goodell	16%	(78)	9%	(44)	75%	(374)	496
Unfav Goodell	8%	(38)	7%	(36)	85%	(409)	483
Fav Chiefs	9%	(85)	7%	(70)	84%	(846)	1001
Fav Buccaneers	11%	(87)	8%	(64)	82%	(671)	822
Chiefs fan	9%	(73)	7%	(61)	84%	(694)	828
Buccaneers fan	8%	(47)	9%	(52)	83%	(493)	593
Frequent sports betters	30%	(31)	20%	(21)	50%	(51)	103
Regular sports betters	28%	(63)	19%	(43)	52%	(117)	223
Frequent NFL betters	27%	(32)	13%	(15)	60%	(70)	117
Regular NFL betters	28%	(68)	19%	(46)	53%	(126)	239
Definite SB betters	23%	(31)	20%	(26)	57%	(75)	132
Probable SB betters	25%	(84)	17%	(57)	59%	(200)	341
Believe betting is legal in their state	11%	(75)	8%	(50)	81%	(536)	661
Believe betting is illegal in their state	8%	(31)	7%	(26)	85%	(331)	387
Non-sports fans	4%	(26)	6%	(40)	90%	(615)	681
Gen Z sports fans	10%	(19)	6%	(12)	84%	(163)	194
Millennial sports fans	15%	(62)	12%	(50)	73%	(310)	422

Continued on next page

**Table MCSP30\_7:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
PGA Tour

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	7%	(149)	6%	(142)	87% (1909)	2200
Gen X sports fans	6%	(24)	5%	(19)	89% (338)	381
Boomer sports fans	3%	(16)	5%	(21)	92% (429)	466
Sports fans 18-34	13%	(56)	11%	(47)	77% (336)	439
Sports fans 35-44	12%	(31)	7%	(17)	81% (205)	253
Sports fans 45-64	5%	(27)	5%	(28)	90% (475)	530
Sports fans 65+	3%	(10)	4%	(11)	93% (277)	297
Occasional sports betters	12%	(24)	9%	(17)	79% (155)	196
Non-sports betters	3%	(62)	5%	(82)	92% (1637)	1781
In legal betting states	8%	(64)	6%	(45)	87% (705)	814
Outside legal betting states	6%	(85)	7%	(97)	87% (1204)	1386
Sports fan In legal betting states 21+	9%	(50)	6%	(31)	85% (449)	530
Sports fan Outside legal betting states 21+	7%	(61)	8%	(68)	86% (764)	893
Likely SB viewer In legal betting states 21+	10%	(48)	6%	(29)	83% (387)	464
Likely SB viewer Outside legal betting states 21+	7%	(53)	8%	(66)	85% (677)	796

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

**Table MCSP30\_8:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NASCAR

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	9%	(195)	7%	(165)	84%	(1840)	2200
Gender: Male	10%	(107)	9%	(97)	81%	(858)	1062
Gender: Female	8%	(88)	6%	(68)	86%	(982)	1138
Age: 18-34	14%	(95)	10%	(64)	76%	(497)	655
Age: 35-44	11%	(38)	7%	(26)	82%	(294)	358
Age: 45-64	6%	(49)	6%	(44)	88%	(658)	751
Age: 65+	3%	(14)	7%	(31)	90%	(391)	436
GenZers: 1997-2012	16%	(48)	6%	(19)	78%	(232)	299
Millennials: 1981-1996	13%	(77)	11%	(65)	76%	(453)	595
GenXers: 1965-1980	7%	(40)	5%	(29)	87%	(473)	542
Baby Boomers: 1946-1964	4%	(25)	7%	(48)	89%	(613)	685
PID: Dem (no lean)	12%	(109)	8%	(72)	80%	(716)	897
PID: Ind (no lean)	6%	(38)	6%	(40)	88%	(598)	676
PID: Rep (no lean)	8%	(49)	8%	(52)	84%	(526)	627
PID/Gender: Dem Men	16%	(66)	9%	(39)	74%	(303)	407
PID/Gender: Dem Women	9%	(43)	7%	(34)	84%	(413)	490
PID/Gender: Ind Men	5%	(18)	7%	(23)	88%	(287)	327
PID/Gender: Ind Women	6%	(20)	5%	(18)	89%	(311)	349
PID/Gender: Rep Men	7%	(24)	11%	(35)	82%	(268)	327
PID/Gender: Rep Women	8%	(25)	6%	(17)	86%	(258)	299
Ideo: Liberal (1-3)	12%	(80)	9%	(56)	79%	(510)	645
Ideo: Moderate (4)	9%	(58)	6%	(39)	84%	(524)	621
Ideo: Conservative (5-7)	7%	(45)	7%	(47)	86%	(582)	675
Educ: < College	8%	(120)	7%	(111)	85%	(1282)	1512
Educ: Bachelors degree	9%	(38)	6%	(26)	86%	(380)	444
Educ: Post-grad	15%	(37)	12%	(28)	73%	(178)	244
Income: Under 50k	9%	(102)	8%	(92)	84%	(1003)	1198
Income: 50k-100k	8%	(52)	6%	(41)	86%	(587)	680
Income: 100k+	13%	(41)	10%	(32)	77%	(249)	322
Ethnicity: White	9%	(146)	7%	(120)	85%	(1455)	1722

Continued on next page

**Table MCSP30\_8:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NASCAR

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	9%	(195)	7%	(165)	84%	(1840)	2200
Ethnicity: Hispanic	16%	(56)	11%	(37)	73%	(256)	349
Ethnicity: Black	14%	(38)	4%	(11)	82%	(226)	274
Ethnicity: Other	5%	(11)	17%	(34)	78%	(159)	204
All Christian	9%	(92)	7%	(69)	83%	(814)	975
All Non-Christian	22%	(28)	15%	(20)	63%	(81)	128
Atheist	7%	(8)	6%	(7)	86%	(95)	110
Agnostic/Nothing in particular	5%	(30)	7%	(43)	88%	(525)	598
Something Else	10%	(38)	7%	(26)	84%	(326)	390
Religious Non-Protestant/Catholic	21%	(31)	13%	(20)	66%	(101)	152
Evangelical	11%	(65)	8%	(47)	80%	(458)	570
Non-Evangelical	8%	(61)	6%	(45)	86%	(656)	761
Community: Urban	14%	(83)	10%	(58)	77%	(460)	600
Community: Suburban	8%	(80)	6%	(64)	86%	(893)	1037
Community: Rural	6%	(33)	8%	(43)	86%	(487)	564
Employ: Private Sector	11%	(71)	8%	(52)	81%	(517)	641
Employ: Government	12%	(15)	4%	(6)	84%	(108)	128
Employ: Self-Employed	13%	(19)	9%	(14)	78%	(120)	153
Employ: Homemaker	9%	(15)	11%	(19)	79%	(131)	165
Employ: Student	11%	(13)	4%	(5)	85%	(106)	124
Employ: Retired	4%	(19)	6%	(32)	90%	(455)	506
Employ: Unemployed	10%	(35)	7%	(23)	83%	(274)	332
Employ: Other	5%	(7)	9%	(14)	86%	(130)	151
Military HH: Yes	8%	(29)	7%	(23)	85%	(289)	341
Military HH: No	9%	(166)	8%	(142)	83%	(1550)	1859
RD/WT: Right Direction	13%	(115)	9%	(76)	79%	(705)	897
RD/WT: Wrong Track	6%	(80)	7%	(89)	87%	(1134)	1303
Biden Job Approve	11%	(136)	8%	(104)	81%	(1042)	1282
Biden Job Disapprove	8%	(55)	7%	(50)	85%	(593)	698

Continued on next page

**Table MCSP30\_8:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NASCAR

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	9%	(195)	7%	(165)	84%	(1840)	2200
Biden Job Strongly Approve	12%	(94)	10%	(77)	79%	(634)	804
Biden Job Somewhat Approve	9%	(42)	6%	(28)	85%	(408)	478
Biden Job Somewhat Disapprove	8%	(14)	7%	(13)	86%	(164)	191
Biden Job Strongly Disapprove	8%	(41)	7%	(38)	85%	(429)	507
Favorable of Biden	11%	(137)	8%	(105)	81%	(1063)	1305
Unfavorable of Biden	6%	(48)	7%	(55)	86%	(656)	759
Very Favorable of Biden	13%	(102)	10%	(80)	77%	(598)	780
Somewhat Favorable of Biden	7%	(35)	5%	(25)	89%	(465)	525
Somewhat Unfavorable of Biden	9%	(18)	2%	(5)	88%	(169)	192
Very Unfavorable of Biden	5%	(30)	9%	(51)	86%	(487)	567
#1 Issue: Economy	8%	(74)	8%	(67)	84%	(727)	868
#1 Issue: Security	10%	(26)	10%	(28)	80%	(213)	267
#1 Issue: Health Care	11%	(44)	7%	(27)	82%	(333)	404
#1 Issue: Medicare / Social Security	5%	(11)	5%	(11)	91%	(214)	236
#1 Issue: Women's Issues	18%	(17)	8%	(8)	74%	(71)	96
#1 Issue: Education	7%	(7)	12%	(11)	81%	(78)	96
#1 Issue: Energy	12%	(10)	6%	(4)	82%	(67)	81
#1 Issue: Other	4%	(6)	6%	(9)	91%	(138)	152
2020 Vote: Joe Biden	12%	(125)	9%	(99)	79%	(825)	1049
2020 Vote: Donald Trump	6%	(40)	7%	(45)	88%	(601)	686
2020 Vote: Other	6%	(4)	2%	(2)	91%	(57)	62
2020 Vote: Didn't Vote	7%	(26)	5%	(19)	89%	(356)	401
2018 House Vote: Democrat	11%	(78)	9%	(69)	80%	(594)	741
2018 House Vote: Republican	7%	(38)	6%	(34)	87%	(481)	554
2018 House Vote: Someone else	2%	(1)	3%	(2)	96%	(50)	52
2016 Vote: Hillary Clinton	11%	(75)	10%	(68)	80%	(565)	707
2016 Vote: Donald Trump	7%	(46)	5%	(33)	87%	(549)	628
2016 Vote: Other	4%	(5)	5%	(5)	91%	(103)	113
2016 Vote: Didn't Vote	9%	(70)	8%	(58)	83%	(621)	749

Continued on next page

**Table MCSP30\_8:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NASCAR

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	9%	(195)	7%	(165)	84%	(1840)	2200
Voted in 2014: Yes	9%	(103)	8%	(90)	84%	(1002)	1194
Voted in 2014: No	9%	(93)	7%	(75)	83%	(838)	1006
4-Region: Northeast	9%	(35)	7%	(29)	84%	(330)	394
4-Region: Midwest	6%	(27)	5%	(24)	89%	(411)	462
4-Region: South	9%	(72)	8%	(64)	84%	(689)	824
4-Region: West	12%	(61)	9%	(48)	79%	(411)	520
Sports fan	11%	(170)	8%	(117)	81%	(1233)	1519
Avid sports fan	16%	(76)	8%	(38)	76%	(363)	478
Casual sports fan	9%	(94)	8%	(79)	83%	(869)	1041
Football fan	11%	(157)	8%	(120)	81%	(1168)	1444
Avid football fan	15%	(92)	10%	(60)	75%	(464)	616
Casual football fan	8%	(64)	7%	(60)	85%	(704)	828
NFL fan	10%	(146)	8%	(118)	81%	(1132)	1396
Avid NFL fan	13%	(79)	10%	(57)	77%	(459)	595
Casual NFL fan	8%	(67)	8%	(61)	84%	(673)	801
Watched SB last year	11%	(122)	9%	(100)	81%	(936)	1157
Didn't watch SB last year	7%	(73)	6%	(65)	87%	(904)	1043
OK brands get political	16%	(124)	9%	(69)	75%	(592)	785
Not OK brands get political	5%	(58)	7%	(75)	88%	(986)	1119
OK social justice	12%	(152)	8%	(101)	80%	(1040)	1292
Not OK social justice	5%	(31)	8%	(52)	86%	(529)	612
Likely SB viewer	11%	(154)	9%	(115)	80%	(1074)	1344
Unlikely SB viewer	5%	(36)	6%	(44)	89%	(653)	733
More likely to watch SB this year	19%	(109)	13%	(72)	69%	(396)	577
Less likely to watch SB this year	10%	(46)	6%	(30)	84%	(396)	472
Likely host/attend SB party	22%	(91)	15%	(59)	63%	(256)	406
Unlikely host/attend SB party	6%	(100)	6%	(92)	88%	(1465)	1656
Watch SB for game	11%	(96)	8%	(67)	81%	(696)	859
Watch SB for halftime	12%	(27)	11%	(25)	77%	(175)	227

Continued on next page

**Table MCSP30\_8:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NASCAR

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	9%	(195)	7%	(165)	84% (1840)	2200
Watch SB for ads	14%	(27)	11%	(20)	75% (145)	193
SB more political	13%	(106)	9%	(72)	78% (640)	818
SB less political	8%	(27)	11%	(37)	80% (264)	328
Typically host/attend SB party	16%	(88)	10%	(56)	74% (413)	556
Typically do not host/attend SB party	7%	(108)	7%	(109)	87% (1427)	1644
Usually pays a lot/some attn to ads	11%	(164)	8%	(120)	81% (1208)	1492
Usually pays not much/no attn to ads	4%	(31)	6%	(45)	89% (632)	708
Plan to pay a lot/some attn to ads	12%	(164)	8%	(109)	80% (1086)	1359
Plan to pay not much/no attn to ads	4%	(31)	7%	(56)	90% (754)	841
Pro football fav sport	15%	(87)	10%	(57)	76% (452)	596
Fav NFL	12%	(151)	7%	(93)	81% (1011)	1254
Unfav NFL	7%	(35)	11%	(53)	82% (393)	481
Fav Goodell	21%	(102)	9%	(45)	70% (349)	496
Unfav Goodell	8%	(38)	12%	(59)	80% (386)	483
Fav Chiefs	12%	(121)	8%	(83)	80% (797)	1001
Fav Buccaneers	14%	(115)	8%	(67)	78% (640)	822
Chiefs fan	11%	(93)	10%	(87)	78% (648)	828
Buccaneers fan	10%	(59)	8%	(46)	82% (487)	593
Frequent sports betters	38%	(39)	18%	(19)	44% (45)	103
Regular sports betters	35%	(77)	16%	(36)	49% (110)	223
Frequent NFL betters	31%	(36)	17%	(20)	52% (61)	117
Regular NFL betters	30%	(73)	19%	(46)	50% (121)	239
Definite SB betters	29%	(38)	16%	(21)	55% (73)	132
Probable SB betters	25%	(85)	16%	(55)	59% (201)	341
Believe betting is legal in their state	14%	(95)	9%	(58)	77% (508)	661
Believe betting is illegal in their state	12%	(45)	10%	(39)	78% (303)	387
Non-sports fans	4%	(25)	7%	(48)	89% (607)	681
Gen Z sports fans	17%	(34)	6%	(11)	77% (149)	194
Millennial sports fans	17%	(73)	12%	(52)	70% (297)	422

Continued on next page

**Table MCSP30\_8:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
NASCAR

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	9%	(195)	7%	(165)	84% (1840)	2200
Gen X sports fans	10%	(37)	5%	(19)	85% (325)	381
Boomer sports fans	4%	(21)	7%	(34)	88% (411)	466
Sports fans 18-34	18%	(78)	10%	(44)	72% (317)	439
Sports fans 35-44	14%	(35)	9%	(23)	77% (194)	253
Sports fans 45-64	8%	(45)	6%	(31)	86% (454)	530
Sports fans 65+	4%	(12)	6%	(18)	90% (268)	297
Occasional sports betters	10%	(20)	15%	(29)	75% (148)	196
Non-sports betters	5%	(98)	6%	(100)	89% (1583)	1781
In legal betting states	8%	(65)	7%	(57)	85% (692)	814
Outside legal betting states	9%	(130)	8%	(108)	83% (1147)	1386
Sports fan In legal betting states 21+	10%	(55)	8%	(45)	81% (430)	530
Sports fan Outside legal betting states 21+	10%	(93)	8%	(72)	82% (728)	893
Likely SB viewer In legal betting states 21+	11%	(52)	8%	(37)	81% (376)	464
Likely SB viewer Outside legal betting states 21+	11%	(84)	10%	(78)	80% (634)	796

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



**Table MCSP30\_9:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
*Professional athletes in general*

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	12%	(267)	7%	(162)	80%	(1771)	2200
Gender: Male	15%	(163)	8%	(80)	77%	(818)	1062
Gender: Female	9%	(104)	7%	(82)	84%	(952)	1138
Age: 18-34	19%	(122)	10%	(63)	72%	(470)	655
Age: 35-44	14%	(52)	9%	(31)	77%	(275)	358
Age: 45-64	9%	(70)	6%	(43)	85%	(638)	751
Age: 65+	6%	(24)	6%	(24)	89%	(388)	436
GenZers: 1997-2012	18%	(54)	7%	(20)	75%	(226)	299
Millennials: 1981-1996	19%	(111)	11%	(64)	71%	(420)	595
GenXers: 1965-1980	9%	(49)	6%	(34)	85%	(460)	542
Baby Boomers: 1946-1964	7%	(51)	6%	(38)	87%	(596)	685
PID: Dem (no lean)	18%	(165)	7%	(59)	75%	(673)	897
PID: Ind (no lean)	7%	(49)	5%	(36)	87%	(591)	676
PID: Rep (no lean)	9%	(54)	11%	(66)	81%	(506)	627
PID/Gender: Dem Men	24%	(99)	7%	(28)	69%	(281)	407
PID/Gender: Dem Women	13%	(66)	6%	(32)	80%	(393)	490
PID/Gender: Ind Men	9%	(29)	4%	(12)	87%	(286)	327
PID/Gender: Ind Women	6%	(19)	7%	(24)	87%	(305)	349
PID/Gender: Rep Men	11%	(35)	12%	(40)	77%	(252)	327
PID/Gender: Rep Women	6%	(19)	9%	(26)	85%	(254)	299
Ideo: Liberal (1-3)	20%	(126)	6%	(39)	74%	(480)	645
Ideo: Moderate (4)	11%	(69)	5%	(30)	84%	(522)	621
Ideo: Conservative (5-7)	8%	(57)	11%	(74)	81%	(544)	675
Educ: < College	11%	(172)	7%	(106)	82%	(1235)	1512
Educ: Bachelors degree	13%	(57)	7%	(29)	80%	(357)	444
Educ: Post-grad	16%	(39)	11%	(27)	73%	(178)	244
Income: Under 50k	12%	(144)	7%	(84)	81%	(970)	1198
Income: 50k-100k	11%	(72)	7%	(47)	83%	(561)	680
Income: 100k+	16%	(52)	10%	(31)	74%	(239)	322
Ethnicity: White	10%	(178)	7%	(126)	82%	(1418)	1722

Continued on next page

**Table MCSP30\_9:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
Professional athletes in general

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	12%	(267)	7%	(162)	80%	(1771)	2200
Ethnicity: Hispanic	18%	(64)	10%	(36)	71%	(249)	349
Ethnicity: Black	20%	(56)	6%	(15)	74%	(203)	274
Ethnicity: Other	16%	(33)	10%	(21)	73%	(150)	204
All Christian	12%	(114)	7%	(73)	81%	(788)	975
All Non-Christian	25%	(32)	15%	(19)	60%	(76)	128
Atheist	14%	(16)	3%	(3)	83%	(91)	110
Agnostic/Nothing in particular	10%	(60)	5%	(31)	85%	(507)	598
Something Else	12%	(46)	9%	(36)	79%	(308)	390
Religious Non-Protestant/Catholic	24%	(36)	13%	(19)	64%	(96)	152
Evangelical	14%	(77)	10%	(55)	77%	(437)	570
Non-Evangelical	10%	(78)	7%	(51)	83%	(633)	761
Community: Urban	18%	(111)	8%	(46)	74%	(443)	600
Community: Suburban	11%	(111)	7%	(73)	82%	(853)	1037
Community: Rural	8%	(45)	8%	(43)	84%	(475)	564
Employ: Private Sector	16%	(104)	7%	(44)	77%	(493)	641
Employ: Government	12%	(15)	12%	(15)	76%	(98)	128
Employ: Self-Employed	14%	(22)	11%	(16)	75%	(115)	153
Employ: Homemaker	13%	(21)	10%	(17)	77%	(127)	165
Employ: Student	13%	(16)	3%	(3)	84%	(104)	124
Employ: Retired	6%	(31)	6%	(31)	88%	(444)	506
Employ: Unemployed	15%	(48)	6%	(20)	79%	(263)	332
Employ: Other	7%	(10)	10%	(15)	83%	(125)	151
Military HH: Yes	8%	(26)	9%	(30)	84%	(285)	341
Military HH: No	13%	(241)	7%	(132)	80%	(1485)	1859
RD/WT: Right Direction	17%	(155)	8%	(75)	74%	(666)	897
RD/WT: Wrong Track	9%	(112)	7%	(87)	85%	(1104)	1303
Biden Job Approve	16%	(209)	6%	(81)	77%	(992)	1282
Biden Job Disapprove	7%	(49)	10%	(73)	83%	(577)	698

Continued on next page

**Table MCSP30\_9:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
Professional athletes in general

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	12%	(267)	7%	(162)	80% (1771)	2200
Biden Job Strongly Approve	19%	(152)	7%	(57)	74% (596)	804
Biden Job Somewhat Approve	12%	(57)	5%	(24)	83% (396)	478
Biden Job Somewhat Disapprove	9%	(17)	9%	(16)	83% (158)	191
Biden Job Strongly Disapprove	6%	(32)	11%	(57)	83% (419)	507
Favorable of Biden	16%	(212)	6%	(81)	78% (1012)	1305
Unfavorable of Biden	6%	(46)	10%	(75)	84% (638)	759
Very Favorable of Biden	21%	(164)	8%	(59)	71% (558)	780
Somewhat Favorable of Biden	9%	(48)	4%	(22)	87% (454)	525
Somewhat Unfavorable of Biden	8%	(16)	9%	(17)	83% (159)	192
Very Unfavorable of Biden	5%	(30)	10%	(58)	84% (479)	567
#1 Issue: Economy	12%	(107)	8%	(70)	80% (691)	868
#1 Issue: Security	8%	(22)	14%	(38)	77% (207)	267
#1 Issue: Health Care	14%	(56)	4%	(17)	82% (331)	404
#1 Issue: Medicare / Social Security	8%	(18)	4%	(9)	88% (209)	236
#1 Issue: Women's Issues	20%	(19)	9%	(8)	71% (68)	96
#1 Issue: Education	19%	(19)	7%	(6)	74% (71)	96
#1 Issue: Energy	17%	(14)	7%	(6)	76% (61)	81
#1 Issue: Other	8%	(12)	5%	(8)	87% (132)	152
2020 Vote: Joe Biden	18%	(185)	6%	(66)	76% (798)	1049
2020 Vote: Donald Trump	6%	(42)	10%	(66)	84% (578)	686
2020 Vote: Other	1%	(1)	12%	(7)	87% (54)	62
2020 Vote: Didn't Vote	10%	(39)	6%	(23)	85% (339)	401
2018 House Vote: Democrat	17%	(126)	6%	(47)	77% (569)	741
2018 House Vote: Republican	6%	(34)	9%	(52)	84% (467)	554
2018 House Vote: Someone else	—	(0)	12%	(6)	88% (46)	52
2016 Vote: Hillary Clinton	16%	(112)	7%	(49)	77% (547)	707
2016 Vote: Donald Trump	7%	(42)	8%	(51)	85% (535)	628
2016 Vote: Other	3%	(3)	8%	(9)	89% (101)	113
2016 Vote: Didn't Vote	15%	(110)	7%	(53)	78% (586)	749

Continued on next page

**Table MCSP30\_9:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
Professional athletes in general

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	12%	(267)	7%	(162)	80%	(1771)	2200
Voted in 2014: Yes	11%	(133)	7%	(88)	81%	(973)	1194
Voted in 2014: No	13%	(135)	7%	(74)	79%	(797)	1006
4-Region: Northeast	12%	(48)	7%	(29)	80%	(316)	394
4-Region: Midwest	7%	(33)	5%	(25)	87%	(404)	462
4-Region: South	13%	(104)	7%	(57)	80%	(663)	824
4-Region: West	16%	(82)	10%	(51)	74%	(387)	520
Sports fan	16%	(236)	7%	(108)	77%	(1175)	1519
Avid sports fan	24%	(117)	7%	(31)	69%	(329)	478
Casual sports fan	11%	(119)	7%	(76)	81%	(846)	1041
Football fan	16%	(226)	7%	(105)	77%	(1114)	1444
Avid football fan	21%	(132)	8%	(49)	71%	(436)	616
Casual football fan	11%	(94)	7%	(56)	82%	(678)	828
NFL fan	16%	(226)	7%	(101)	77%	(1069)	1396
Avid NFL fan	20%	(122)	7%	(44)	72%	(430)	595
Casual NFL fan	13%	(104)	7%	(57)	80%	(639)	801
Watched SB last year	17%	(195)	8%	(89)	75%	(874)	1157
Didn't watch SB last year	7%	(73)	7%	(73)	86%	(897)	1043
OK brands get political	24%	(185)	5%	(39)	71%	(561)	785
Not OK brands get political	6%	(69)	10%	(107)	84%	(943)	1119
OK social justice	17%	(216)	7%	(84)	77%	(992)	1292
Not OK social justice	6%	(34)	12%	(72)	83%	(506)	612
Likely SB viewer	17%	(227)	7%	(95)	76%	(1021)	1344
Unlikely SB viewer	4%	(32)	8%	(62)	87%	(639)	733
More likely to watch SB this year	28%	(161)	9%	(51)	63%	(365)	577
Less likely to watch SB this year	8%	(40)	11%	(51)	81%	(381)	472
Likely host/attend SB party	29%	(116)	13%	(52)	59%	(238)	406
Unlikely host/attend SB party	9%	(142)	6%	(100)	85%	(1414)	1656
Watch SB for game	17%	(143)	7%	(59)	76%	(657)	859
Watch SB for halftime	16%	(37)	10%	(23)	73%	(167)	227

Continued on next page

**Table MCSP30\_9:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
Professional athletes in general

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel	Total N
Adults	12%	(267)	7%	(162)	80% (1771)	2200
Watch SB for ads	22%	(42)	7%	(13)	71% (138)	193
SB more political	17%	(140)	8%	(67)	75% (611)	818
SB less political	15%	(49)	12%	(38)	74% (241)	328
Typically host/attend SB party	21%	(117)	10%	(58)	69% (381)	556
Typically do not host/attend SB party	9%	(150)	6%	(104)	85% (1389)	1644
Usually pays a lot/some attn to ads	16%	(237)	8%	(114)	76% (1141)	1492
Usually pays not much/no attn to ads	4%	(30)	7%	(48)	89% (629)	708
Plan to pay a lot/some attn to ads	17%	(230)	8%	(105)	75% (1024)	1359
Plan to pay not much/no attn to ads	4%	(37)	7%	(58)	89% (746)	841
Pro football fav sport	21%	(125)	8%	(47)	71% (423)	596
Fav NFL	18%	(226)	5%	(65)	77% (963)	1254
Unfav NFL	7%	(32)	16%	(75)	78% (374)	481
Fav Goodell	25%	(124)	7%	(36)	68% (336)	496
Unfav Goodell	14%	(69)	10%	(51)	75% (363)	483
Fav Chiefs	18%	(181)	7%	(70)	75% (751)	1001
Fav Buccaneers	19%	(159)	8%	(63)	73% (600)	822
Chiefs fan	16%	(132)	9%	(74)	75% (622)	828
Buccaneers fan	16%	(93)	9%	(55)	75% (444)	593
Frequent sports betters	37%	(38)	15%	(15)	48% (50)	103
Regular sports betters	39%	(87)	14%	(30)	48% (106)	223
Frequent NFL betters	35%	(41)	8%	(9)	57% (67)	117
Regular NFL betters	35%	(85)	15%	(37)	49% (117)	239
Definite SB betters	34%	(45)	14%	(19)	52% (68)	132
Probable SB betters	34%	(116)	12%	(41)	54% (184)	341
Believe betting is legal in their state	19%	(125)	9%	(56)	72% (479)	661
Believe betting is illegal in their state	16%	(62)	8%	(32)	76% (292)	387
Non-sports fans	5%	(31)	8%	(54)	87% (595)	681
Gen Z sports fans	22%	(42)	4%	(8)	74% (143)	194
Millennial sports fans	25%	(104)	11%	(46)	64% (272)	422

Continued on next page

**Table MCSP30\_9:** Did President Donald Trump influence how favorably you feel towards each of the following during his time in office?  
Professional athletes in general

Demographic	Yes, I feel more favorably towards them now		Yes, I feel less favorably towards them now		No, he did not influence how favorably I feel		Total N
Adults	12%	(267)	7%	(162)	80%	(1771)	2200
Gen X sports fans	11%	(43)	7%	(26)	82%	(312)	381
Boomer sports fans	10%	(44)	5%	(24)	85%	(398)	466
Sports fans 18-34	24%	(105)	8%	(35)	68%	(299)	439
Sports fans 35-44	19%	(49)	11%	(27)	70%	(178)	253
Sports fans 45-64	12%	(62)	6%	(32)	82%	(436)	530
Sports fans 65+	7%	(21)	5%	(13)	88%	(263)	297
Occasional sports betters	15%	(30)	14%	(27)	71%	(139)	196
Non-sports betters	8%	(151)	6%	(105)	86%	(1525)	1781
In legal betting states	11%	(91)	8%	(62)	81%	(661)	814
Outside legal betting states	13%	(176)	7%	(100)	80%	(1110)	1386
Sports fan In legal betting states 21+	15%	(77)	9%	(46)	77%	(407)	530
Sports fan Outside legal betting states 21+	16%	(138)	7%	(59)	78%	(696)	893
Likely SB viewer In legal betting states 21+	15%	(71)	8%	(36)	77%	(357)	464
Likely SB viewer Outside legal betting states 21+	16%	(129)	7%	(56)	77%	(611)	796

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

**Table MCSP31:** As you may know, the two teams facing off in this year's Super Bowl are Kansas City Chiefs and Tampa Bay Buccaneers. Who do you think will win the Super Bowl this year?

Demographic	Kansas City Chiefs		Tampa Bay Buccaneers		Don't know / No opinion		Total N
Adults	41%	(895)	24%	(527)	35%	(778)	2200
Gender: Male	49%	(517)	24%	(258)	27%	(287)	1062
Gender: Female	33%	(379)	24%	(269)	43%	(491)	1138
Age: 18-34	36%	(235)	23%	(153)	41%	(267)	655
Age: 35-44	44%	(157)	24%	(87)	32%	(114)	358
Age: 45-64	42%	(314)	24%	(184)	34%	(253)	751
Age: 65+	43%	(188)	24%	(103)	33%	(145)	436
GenZers: 1997-2012	31%	(93)	20%	(61)	49%	(146)	299
Millennials: 1981-1996	43%	(253)	25%	(151)	32%	(190)	595
GenXers: 1965-1980	41%	(222)	25%	(135)	34%	(185)	542
Baby Boomers: 1946-1964	44%	(298)	23%	(156)	34%	(231)	685
PID: Dem (no lean)	44%	(397)	25%	(226)	31%	(274)	897
PID: Ind (no lean)	35%	(238)	21%	(143)	44%	(295)	676
PID: Rep (no lean)	41%	(259)	25%	(158)	33%	(209)	627
PID/Gender: Dem Men	53%	(214)	27%	(111)	20%	(81)	407
PID/Gender: Dem Women	37%	(183)	23%	(115)	39%	(192)	490
PID/Gender: Ind Men	42%	(136)	21%	(69)	37%	(122)	327
PID/Gender: Ind Women	29%	(102)	21%	(73)	50%	(173)	349
PID/Gender: Rep Men	51%	(166)	24%	(78)	26%	(84)	327
PID/Gender: Rep Women	31%	(93)	27%	(80)	42%	(126)	299
Ideo: Liberal (1-3)	46%	(294)	23%	(148)	31%	(203)	645
Ideo: Moderate (4)	45%	(278)	24%	(147)	32%	(196)	621
Ideo: Conservative (5-7)	42%	(280)	26%	(173)	33%	(222)	675
Educ: < College	38%	(572)	23%	(350)	39%	(590)	1512
Educ: Bachelors degree	44%	(195)	26%	(117)	30%	(132)	444
Educ: Post-grad	53%	(128)	24%	(60)	23%	(56)	244
Income: Under 50k	37%	(439)	23%	(276)	40%	(483)	1198
Income: 50k-100k	44%	(302)	25%	(172)	30%	(207)	680
Income: 100k+	48%	(155)	24%	(79)	27%	(88)	322
Ethnicity: White	42%	(719)	24%	(409)	34%	(594)	1722
Ethnicity: Hispanic	43%	(149)	23%	(79)	35%	(121)	349

Continued on next page

**Table MCSP31:** As you may know, the two teams facing off in this year's Super Bowl are Kansas City Chiefs and Tampa Bay Buccaneers. Who do you think will win the Super Bowl this year?

Demographic	Kansas City Chiefs		Tampa Bay Buccaneers		Don't know / No opinion		Total N
Adults	41%	(895)	24%	(527)	35%	(778)	2200
Ethnicity: Black	35%	(97)	23%	(62)	42%	(115)	274
Ethnicity: Other	39%	(79)	27%	(56)	34%	(69)	204
All Christian	43%	(418)	25%	(247)	32%	(310)	975
All Non-Christian	42%	(53)	30%	(38)	29%	(37)	128
Atheist	38%	(41)	18%	(20)	44%	(49)	110
Agnostic/Nothing in particular	36%	(216)	22%	(131)	42%	(251)	598
Something Else	43%	(167)	23%	(91)	34%	(132)	390
Religious Non-Protestant/Catholic	39%	(59)	28%	(43)	33%	(50)	152
Evangelical	43%	(242)	22%	(124)	36%	(203)	570
Non-Evangelical	44%	(332)	27%	(208)	29%	(222)	761
Community: Urban	43%	(255)	26%	(156)	31%	(188)	600
Community: Suburban	41%	(424)	24%	(249)	35%	(363)	1037
Community: Rural	38%	(216)	22%	(122)	40%	(226)	564
Employ: Private Sector	46%	(295)	25%	(161)	29%	(184)	641
Employ: Government	49%	(63)	19%	(24)	32%	(41)	128
Employ: Self-Employed	40%	(62)	26%	(39)	34%	(52)	153
Employ: Homemaker	36%	(60)	25%	(42)	38%	(63)	165
Employ: Student	26%	(32)	27%	(33)	47%	(59)	124
Employ: Retired	42%	(211)	25%	(124)	34%	(171)	506
Employ: Unemployed	34%	(113)	23%	(78)	43%	(142)	332
Employ: Other	40%	(60)	17%	(25)	44%	(66)	151
Military HH: Yes	48%	(164)	23%	(80)	28%	(97)	341
Military HH: No	39%	(731)	24%	(447)	37%	(681)	1859
RD/WT: Right Direction	42%	(380)	27%	(242)	31%	(275)	897
RD/WT: Wrong Track	40%	(515)	22%	(285)	39%	(503)	1303
Biden Job Approve	44%	(569)	25%	(321)	31%	(392)	1282
Biden Job Disapprove	38%	(264)	23%	(161)	39%	(273)	698

Continued on next page



**Table MCSP31:** As you may know, the two teams facing off in this year's Super Bowl are Kansas City Chiefs and Tampa Bay Buccaneers. Who do you think will win the Super Bowl this year?

Demographic	Kansas City Chiefs		Tampa Bay Buccaneers		Don't know / No opinion		Total N
Adults	41%	(895)	24%	(527)	35%	(778)	2200
Biden Job Strongly Approve	45%	(359)	24%	(196)	31%	(249)	804
Biden Job Somewhat Approve	44%	(210)	26%	(125)	30%	(143)	478
Biden Job Somewhat Disapprove	46%	(88)	21%	(41)	32%	(62)	191
Biden Job Strongly Disapprove	35%	(176)	24%	(120)	42%	(211)	507
Favorable of Biden	45%	(583)	25%	(328)	30%	(394)	1305
Unfavorable of Biden	37%	(281)	23%	(177)	40%	(300)	759
Very Favorable of Biden	46%	(359)	25%	(195)	29%	(226)	780
Somewhat Favorable of Biden	43%	(224)	25%	(133)	32%	(168)	525
Somewhat Unfavorable of Biden	45%	(86)	23%	(44)	32%	(62)	192
Very Unfavorable of Biden	34%	(195)	24%	(134)	42%	(238)	567
#1 Issue: Economy	42%	(367)	27%	(232)	31%	(269)	868
#1 Issue: Security	37%	(98)	26%	(69)	37%	(100)	267
#1 Issue: Health Care	41%	(166)	21%	(85)	38%	(153)	404
#1 Issue: Medicare / Social Security	43%	(101)	20%	(47)	37%	(87)	236
#1 Issue: Women's Issues	34%	(33)	20%	(19)	46%	(44)	96
#1 Issue: Education	42%	(40)	28%	(27)	30%	(29)	96
#1 Issue: Energy	46%	(37)	17%	(14)	37%	(30)	81
#1 Issue: Other	35%	(53)	22%	(34)	43%	(66)	152
2020 Vote: Joe Biden	45%	(470)	26%	(272)	29%	(307)	1049
2020 Vote: Donald Trump	40%	(275)	24%	(166)	36%	(245)	686
2020 Vote: Other	42%	(26)	18%	(11)	40%	(25)	62
2020 Vote: Didn't Vote	31%	(124)	20%	(78)	50%	(199)	401
2018 House Vote: Democrat	49%	(362)	25%	(187)	26%	(192)	741
2018 House Vote: Republican	43%	(236)	25%	(138)	33%	(180)	554
2018 House Vote: Someone else	41%	(21)	19%	(10)	40%	(21)	52
2016 Vote: Hillary Clinton	48%	(340)	24%	(168)	28%	(199)	707
2016 Vote: Donald Trump	41%	(260)	24%	(154)	34%	(215)	628
2016 Vote: Other	45%	(51)	24%	(28)	31%	(35)	113
2016 Vote: Didn't Vote	33%	(245)	23%	(176)	44%	(329)	749

Continued on next page

**Table MCSP31:** As you may know, the two teams facing off in this year's Super Bowl are Kansas City Chiefs and Tampa Bay Buccaneers. Who do you think will win the Super Bowl this year?

Demographic	Kansas City Chiefs		Tampa Bay Buccaneers		Don't know / No opinion		Total N
Adults	41%	(895)	24%	(527)	35%	(778)	2200
Voted in 2014: Yes	46%	(545)	25%	(295)	30%	(354)	1194
Voted in 2014: No	35%	(350)	23%	(232)	42%	(424)	1006
4-Region: Northeast	39%	(152)	23%	(92)	38%	(150)	394
4-Region: Midwest	49%	(228)	19%	(89)	31%	(145)	462
4-Region: South	34%	(279)	29%	(237)	37%	(309)	824
4-Region: West	46%	(237)	21%	(109)	34%	(174)	520
Sports fan	51%	(773)	28%	(432)	21%	(313)	1519
Avid sports fan	63%	(299)	30%	(142)	8%	(36)	478
Casual sports fan	46%	(474)	28%	(290)	27%	(277)	1041
Football fan	52%	(753)	29%	(419)	19%	(271)	1444
Avid football fan	66%	(406)	26%	(160)	8%	(50)	616
Casual football fan	42%	(347)	31%	(259)	27%	(222)	828
NFL fan	54%	(748)	29%	(407)	17%	(241)	1396
Avid NFL fan	68%	(405)	26%	(154)	6%	(36)	595
Casual NFL fan	43%	(342)	32%	(253)	26%	(205)	801
Watched SB last year	56%	(654)	28%	(328)	15%	(175)	1157
Didn't watch SB last year	23%	(242)	19%	(198)	58%	(603)	1043
OK brands get political	45%	(351)	26%	(206)	29%	(228)	785
Not OK brands get political	41%	(456)	25%	(274)	35%	(388)	1119
OK social justice	46%	(592)	25%	(326)	29%	(374)	1292
Not OK social justice	36%	(222)	26%	(156)	38%	(233)	612
Likely SB viewer	54%	(731)	31%	(410)	15%	(202)	1344
Unlikely SB viewer	19%	(141)	14%	(106)	66%	(486)	733
More likely to watch SB this year	53%	(308)	34%	(196)	13%	(72)	577
Less likely to watch SB this year	29%	(139)	19%	(89)	52%	(244)	472
Likely host/attend SB party	56%	(226)	30%	(123)	14%	(57)	406
Unlikely host/attend SB party	38%	(632)	23%	(388)	38%	(635)	1656
Watch SB for game	62%	(536)	28%	(237)	10%	(87)	859
Watch SB for halftime	41%	(93)	38%	(86)	21%	(48)	227
Watch SB for ads	44%	(86)	36%	(69)	20%	(38)	193

Continued on next page

**Table MCSP31:** As you may know, the two teams facing off in this year's Super Bowl are Kansas City Chiefs and Tampa Bay Buccaneers. Who do you think will win the Super Bowl this year?

Demographic	Kansas City Chiefs		Tampa Bay Buccaneers		Don't know / No opinion		Total N
Adults	41%	(895)	24%	(527)	35%	(778)	2200
SB more political	48%	(389)	26%	(213)	26%	(217)	818
SB less political	49%	(160)	33%	(107)	18%	(61)	328
Typically host/attend SB party	55%	(306)	29%	(161)	16%	(89)	556
Typically do not host/attend SB party	36%	(589)	22%	(366)	42%	(689)	1644
Usually pays a lot/some attn to ads	50%	(739)	27%	(410)	23%	(343)	1492
Usually pays not much/no attn to ads	22%	(156)	17%	(117)	61%	(435)	708
Plan to pay a lot/some attn to ads	51%	(691)	29%	(396)	20%	(271)	1359
Plan to pay not much/no attn to ads	24%	(204)	16%	(131)	60%	(506)	841
Pro football fav sport	63%	(376)	27%	(159)	10%	(61)	596
Fav NFL	54%	(678)	30%	(373)	16%	(203)	1254
Unfav NFL	33%	(161)	21%	(101)	46%	(220)	481
Fav Goodell	55%	(274)	36%	(179)	9%	(44)	496
Unfav Goodell	55%	(264)	27%	(129)	19%	(90)	483
Fav Chiefs	64%	(641)	27%	(267)	9%	(93)	1001
Fav Buccaneers	50%	(414)	39%	(319)	11%	(89)	822
Chiefs fan	80%	(659)	12%	(101)	8%	(68)	828
Buccaneers fan	26%	(156)	63%	(376)	10%	(60)	593
Frequent sports betters	61%	(63)	31%	(32)	8%	(8)	103
Regular sports betters	56%	(125)	38%	(84)	6%	(14)	223
Frequent NFL betters	58%	(68)	35%	(41)	7%	(8)	117
Regular NFL betters	57%	(136)	36%	(87)	7%	(16)	239
Definite SB betters	60%	(79)	38%	(50)	2%	(3)	132
Probable SB betters	59%	(200)	34%	(114)	8%	(27)	341
Believe betting is legal in their state	54%	(354)	27%	(178)	20%	(129)	661
Believe betting is illegal in their state	45%	(172)	28%	(110)	27%	(104)	387
Non-sports fans	18%	(122)	14%	(95)	68%	(464)	681
Gen Z sports fans	37%	(73)	29%	(56)	34%	(66)	194
Millennial sports fans	53%	(223)	28%	(117)	19%	(82)	422
Gen X sports fans	51%	(194)	30%	(114)	19%	(73)	381
Boomer sports fans	55%	(257)	27%	(125)	18%	(84)	466

Continued on next page

**Table MCSP31:** As you may know, the two teams facing off in this year's Super Bowl are Kansas City Chiefs and Tampa Bay Buccaneers. Who do you think will win the Super Bowl this year?

Demographic	Kansas City Chiefs		Tampa Bay Buccaneers		Don't know / No opinion		Total N
Adults	41%	(895)	24%	(527)	35%	(778)	2200
Sports fans 18-34	45%	(198)	29%	(128)	26%	(113)	439
Sports fans 35-44	54%	(137)	27%	(69)	19%	(47)	253
Sports fans 45-64	52%	(278)	29%	(155)	18%	(97)	530
Sports fans 65+	54%	(162)	27%	(80)	19%	(56)	297
Occasional sports betters	51%	(100)	32%	(63)	17%	(33)	196
Non-sports betters	38%	(671)	21%	(380)	41%	(730)	1781
In legal betting states	43%	(354)	18%	(147)	38%	(313)	814
Outside legal betting states	39%	(542)	27%	(380)	34%	(465)	1386
Sports fan In legal betting states 21+	58%	(309)	22%	(118)	19%	(103)	530
Sports fan Outside legal betting states 21+	48%	(431)	33%	(290)	19%	(172)	893
Likely SB viewer In legal betting states 21+	61%	(284)	25%	(116)	14%	(64)	464
Likely SB viewer Outside legal betting states 21+	52%	(413)	35%	(279)	13%	(105)	796

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

**Table MCSP32:** *Regardless of who you think will win, who would you personally like to see win in the Super Bowl between Kansas City Chiefs and Tampa Bay Buccaneers?*

Demographic	Kansas City Chiefs		Tampa Bay Buccaneers		Don't know / No opinion	Total N
Adults	38%	(828)	27%	(593)	35% (779)	2200
Gender: Male	43%	(452)	30%	(323)	27% (287)	1062
Gender: Female	33%	(377)	24%	(269)	43% (492)	1138
Age: 18-34	32%	(213)	27%	(175)	41% (268)	655
Age: 35-44	39%	(141)	24%	(87)	36% (130)	358
Age: 45-64	40%	(303)	27%	(205)	32% (243)	751
Age: 65+	39%	(172)	29%	(126)	32% (138)	436
GenZers: 1997-2012	28%	(83)	26%	(76)	47% (140)	299
Millennials: 1981-1996	39%	(231)	27%	(160)	34% (204)	595
GenXers: 1965-1980	39%	(210)	26%	(141)	35% (192)	542
Baby Boomers: 1946-1964	40%	(271)	28%	(193)	32% (220)	685
PID: Dem (no lean)	42%	(379)	27%	(240)	31% (278)	897
PID: Ind (no lean)	30%	(205)	27%	(180)	43% (290)	676
PID: Rep (no lean)	39%	(245)	27%	(172)	34% (210)	627
PID/Gender: Dem Men	49%	(199)	30%	(123)	21% (84)	407
PID/Gender: Dem Women	37%	(179)	24%	(117)	40% (194)	490
PID/Gender: Ind Men	33%	(109)	31%	(101)	36% (117)	327
PID/Gender: Ind Women	28%	(96)	23%	(79)	50% (173)	349
PID/Gender: Rep Men	44%	(143)	30%	(99)	26% (85)	327
PID/Gender: Rep Women	34%	(101)	25%	(73)	42% (125)	299
Ideo: Liberal (1-3)	43%	(278)	26%	(171)	30% (196)	645
Ideo: Moderate (4)	41%	(252)	26%	(164)	33% (204)	621
Ideo: Conservative (5-7)	38%	(254)	29%	(198)	33% (222)	675
Educ: < College	35%	(529)	27%	(401)	39% (582)	1512
Educ: Bachelors degree	41%	(183)	29%	(128)	30% (133)	444
Educ: Post-grad	48%	(117)	26%	(64)	26% (63)	244
Income: Under 50k	34%	(402)	27%	(318)	40% (477)	1198
Income: 50k-100k	40%	(272)	29%	(196)	31% (213)	680
Income: 100k+	48%	(155)	24%	(79)	28% (89)	322
Ethnicity: White	38%	(658)	27%	(472)	34% (592)	1722
Ethnicity: Hispanic	34%	(118)	31%	(109)	35% (123)	349

Continued on next page

**Table MCSP32:** *Regardless of who you think will win, who would you personally like to see win in the Super Bowl between Kansas City Chiefs and Tampa Bay Buccaneers?*

Demographic	Kansas City Chiefs		Tampa Bay Buccaneers		Don't know / No opinion		Total N
Adults	38%	(828)	27%	(593)	35%	(779)	2200
Ethnicity: Black	35%	(95)	26%	(72)	39%	(107)	274
Ethnicity: Other	37%	(75)	24%	(49)	39%	(80)	204
All Christian	39%	(376)	29%	(284)	32%	(315)	975
All Non-Christian	41%	(53)	33%	(42)	26%	(33)	128
Atheist	40%	(44)	20%	(22)	40%	(44)	110
Agnostic/Nothing in particular	34%	(201)	23%	(140)	43%	(257)	598
Something Else	40%	(154)	27%	(106)	33%	(130)	390
Religious Non-Protestant/Catholic	38%	(57)	32%	(49)	30%	(46)	152
Evangelical	40%	(227)	25%	(141)	35%	(202)	570
Non-Evangelical	38%	(293)	32%	(241)	30%	(228)	761
Community: Urban	41%	(248)	26%	(157)	32%	(195)	600
Community: Suburban	35%	(362)	30%	(315)	35%	(359)	1037
Community: Rural	39%	(218)	21%	(120)	40%	(225)	564
Employ: Private Sector	43%	(274)	26%	(170)	31%	(197)	641
Employ: Government	43%	(55)	22%	(28)	35%	(45)	128
Employ: Self-Employed	39%	(60)	29%	(44)	32%	(49)	153
Employ: Homemaker	37%	(61)	26%	(44)	37%	(61)	165
Employ: Student	24%	(30)	25%	(32)	50%	(62)	124
Employ: Retired	39%	(199)	29%	(144)	32%	(163)	506
Employ: Unemployed	28%	(93)	30%	(101)	42%	(138)	332
Employ: Other	37%	(55)	20%	(30)	43%	(65)	151
Military HH: Yes	41%	(141)	31%	(105)	28%	(95)	341
Military HH: No	37%	(688)	26%	(487)	37%	(684)	1859
RD/WT: Right Direction	38%	(342)	31%	(278)	31%	(277)	897
RD/WT: Wrong Track	37%	(487)	24%	(315)	39%	(502)	1303
Biden Job Approve	42%	(536)	27%	(346)	31%	(400)	1282
Biden Job Disapprove	34%	(238)	29%	(199)	37%	(261)	698

Continued on next page

**Table MCSP32:** *Regardless of who you think will win, who would you personally like to see win in the Super Bowl between Kansas City Chiefs and Tampa Bay Buccaneers?*

Demographic	Kansas City Chiefs		Tampa Bay Buccaneers		Don't know / No opinion		Total N
Adults	38%	(828)	27%	(593)	35%	(779)	2200
Biden Job Strongly Approve	43%	(346)	26%	(212)	31%	(246)	804
Biden Job Somewhat Approve	40%	(190)	28%	(134)	32%	(154)	478
Biden Job Somewhat Disapprove	37%	(71)	30%	(58)	32%	(62)	191
Biden Job Strongly Disapprove	33%	(167)	28%	(141)	39%	(199)	507
Favorable of Biden	42%	(543)	28%	(361)	31%	(401)	1305
Unfavorable of Biden	34%	(259)	27%	(208)	39%	(292)	759
Very Favorable of Biden	43%	(337)	29%	(225)	28%	(218)	780
Somewhat Favorable of Biden	39%	(206)	26%	(136)	35%	(183)	525
Somewhat Unfavorable of Biden	36%	(69)	27%	(52)	37%	(70)	192
Very Unfavorable of Biden	33%	(190)	27%	(155)	39%	(222)	567
#1 Issue: Economy	37%	(322)	30%	(261)	33%	(284)	868
#1 Issue: Security	36%	(97)	30%	(80)	34%	(91)	267
#1 Issue: Health Care	41%	(164)	21%	(85)	38%	(155)	404
#1 Issue: Medicare / Social Security	39%	(91)	27%	(64)	34%	(81)	236
#1 Issue: Women's Issues	33%	(32)	23%	(22)	43%	(41)	96
#1 Issue: Education	39%	(37)	22%	(21)	39%	(38)	96
#1 Issue: Energy	50%	(40)	18%	(15)	32%	(26)	81
#1 Issue: Other	29%	(45)	29%	(44)	42%	(64)	152
2020 Vote: Joe Biden	43%	(450)	27%	(285)	30%	(314)	1049
2020 Vote: Donald Trump	36%	(244)	29%	(201)	35%	(242)	686
2020 Vote: Other	30%	(18)	28%	(17)	42%	(26)	62
2020 Vote: Didn't Vote	29%	(116)	22%	(89)	49%	(195)	401
2018 House Vote: Democrat	46%	(338)	26%	(195)	28%	(208)	741
2018 House Vote: Republican	39%	(216)	29%	(159)	32%	(179)	554
2018 House Vote: Someone else	30%	(16)	32%	(17)	38%	(20)	52
2016 Vote: Hillary Clinton	48%	(339)	25%	(177)	27%	(192)	707
2016 Vote: Donald Trump	36%	(228)	29%	(182)	35%	(219)	628
2016 Vote: Other	34%	(39)	29%	(33)	36%	(41)	113
2016 Vote: Didn't Vote	30%	(223)	27%	(200)	43%	(326)	749

Continued on next page

**Table MCSP32:** *Regardless of who you think will win, who would you personally like to see win in the Super Bowl between Kansas City Chiefs and Tampa Bay Buccaneers?*

Demographic	Kansas City Chiefs		Tampa Bay Buccaneers		Don't know / No opinion		Total N
Adults	38%	(828)	27%	(593)	35%	(779)	2200
Voted in 2014: Yes	43%	(514)	27%	(320)	30%	(360)	1194
Voted in 2014: No	31%	(314)	27%	(272)	42%	(419)	1006
4-Region: Northeast	36%	(141)	24%	(93)	40%	(159)	394
4-Region: Midwest	45%	(210)	22%	(100)	33%	(152)	462
4-Region: South	33%	(270)	30%	(251)	37%	(303)	824
4-Region: West	40%	(207)	28%	(148)	32%	(165)	520
Sports fan	47%	(711)	31%	(478)	22%	(330)	1519
Avid sports fan	54%	(258)	37%	(178)	9%	(42)	478
Casual sports fan	44%	(453)	29%	(300)	28%	(288)	1041
Football fan	48%	(691)	33%	(476)	19%	(276)	1444
Avid football fan	58%	(360)	33%	(204)	8%	(52)	616
Casual football fan	40%	(331)	33%	(272)	27%	(225)	828
NFL fan	48%	(673)	34%	(469)	18%	(254)	1396
Avid NFL fan	59%	(353)	34%	(204)	6%	(38)	595
Casual NFL fan	40%	(320)	33%	(264)	27%	(216)	801
Watched SB last year	50%	(581)	33%	(385)	17%	(192)	1157
Didn't watch SB last year	24%	(248)	20%	(208)	56%	(587)	1043
OK brands get political	42%	(327)	29%	(228)	29%	(230)	785
Not OK brands get political	37%	(409)	29%	(325)	34%	(385)	1119
OK social justice	41%	(533)	29%	(379)	29%	(380)	1292
Not OK social justice	34%	(210)	28%	(170)	38%	(231)	612
Likely SB viewer	49%	(654)	35%	(470)	16%	(220)	1344
Unlikely SB viewer	21%	(153)	15%	(110)	64%	(470)	733
More likely to watch SB this year	49%	(280)	38%	(220)	13%	(77)	577
Less likely to watch SB this year	29%	(137)	19%	(90)	52%	(245)	472
Likely host/attend SB party	52%	(211)	32%	(128)	16%	(66)	406
Unlikely host/attend SB party	35%	(581)	27%	(450)	38%	(625)	1656
Watch SB for game	55%	(472)	34%	(295)	11%	(92)	859
Watch SB for halftime	38%	(87)	38%	(86)	24%	(53)	227
Watch SB for ads	41%	(79)	37%	(71)	22%	(43)	193

Continued on next page



**Table MCSP32:** *Regardless of who you think will win, who would you personally like to see win in the Super Bowl between Kansas City Chiefs and Tampa Bay Buccaneers?*

Demographic	Kansas City Chiefs		Tampa Bay Buccaneers		Don't know / No opinion		Total N
Adults	38%	(828)	27%	(593)	35%	(779)	2200
SB more political	43%	(353)	29%	(239)	28%	(225)	818
SB less political	42%	(138)	37%	(121)	21%	(69)	328
Typically host/attend SB party	50%	(277)	33%	(182)	18%	(98)	556
Typically do not host/attend SB party	34%	(552)	25%	(410)	41%	(681)	1644
Usually pays a lot/some attn to ads	46%	(680)	31%	(469)	23%	(343)	1492
Usually pays not much/no attn to ads	21%	(148)	18%	(124)	62%	(436)	708
Plan to pay a lot/some attn to ads	46%	(626)	33%	(446)	21%	(287)	1359
Plan to pay not much/no attn to ads	24%	(202)	17%	(147)	58%	(492)	841
Pro football fav sport	59%	(352)	32%	(189)	9%	(54)	596
Fav NFL	49%	(610)	33%	(418)	18%	(226)	1254
Unfav NFL	33%	(160)	26%	(126)	41%	(196)	481
Fav Goodell	53%	(265)	36%	(179)	11%	(52)	496
Unfav Goodell	50%	(240)	32%	(154)	18%	(89)	483
Fav Chiefs	59%	(590)	31%	(306)	11%	(105)	1001
Fav Buccaneers	42%	(347)	47%	(389)	10%	(86)	822
Chiefs fan	100%	(828)	—	(0)	—	(0)	828
Buccaneers fan	—	(0)	100%	(593)	—	(0)	593
Frequent sports betters	60%	(62)	27%	(28)	13%	(13)	103
Regular sports betters	56%	(126)	34%	(76)	10%	(22)	223
Frequent NFL betters	58%	(68)	29%	(34)	13%	(15)	117
Regular NFL betters	55%	(132)	34%	(81)	11%	(26)	239
Definite SB betters	54%	(71)	40%	(53)	6%	(8)	132
Probable SB betters	53%	(181)	36%	(124)	11%	(36)	341
Believe betting is legal in their state	47%	(311)	31%	(205)	22%	(144)	661
Believe betting is illegal in their state	42%	(163)	31%	(120)	27%	(105)	387
Non-sports fans	17%	(117)	17%	(115)	66%	(449)	681
Gen Z sports fans	33%	(65)	34%	(66)	33%	(63)	194
Millennial sports fans	51%	(214)	28%	(118)	21%	(90)	422
Gen X sports fans	46%	(176)	33%	(124)	21%	(81)	381
Boomer sports fans	48%	(226)	32%	(151)	19%	(89)	466

Continued on next page

**Table MCSP32:** *Regardless of who you think will win, who would you personally like to see win in the Super Bowl between Kansas City Chiefs and Tampa Bay Buccaneers?*

Demographic	Kansas City Chiefs		Tampa Bay Buccaneers		Don't know / No opinion		Total N
Adults	38%	(828)	27%	(593)	35%	(779)	2200
Sports fans 18-34	42%	(184)	32%	(139)	26%	(116)	439
Sports fans 35-44	51%	(129)	26%	(66)	23%	(58)	253
Sports fans 45-64	48%	(257)	33%	(175)	18%	(98)	530
Sports fans 65+	48%	(142)	33%	(97)	20%	(59)	297
Occasional sports betters	45%	(88)	35%	(69)	20%	(39)	196
Non-sports betters	35%	(615)	25%	(448)	40%	(718)	1781
In legal betting states	38%	(306)	23%	(184)	40%	(324)	814
Outside legal betting states	38%	(523)	29%	(408)	33%	(455)	1386
Sports fan In legal betting states 21+	50%	(263)	29%	(153)	21%	(114)	530
Sports fan Outside legal betting states 21+	47%	(417)	33%	(293)	21%	(183)	893
Likely SB viewer In legal betting states 21+	50%	(231)	33%	(154)	17%	(79)	464
Likely SB viewer Outside legal betting states 21+	49%	(393)	36%	(290)	14%	(113)	796

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

**Table MCSP33\_1:** *And to what extent are the following a reason why you would like that team to win?*  
*I always cheer for that team because it is my favorite I always cheer for that team, because they're my #1 team*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	16%	(231)	19%	(268)	65%	(922)	1421
Gender: Male	17%	(132)	20%	(154)	63%	(489)	775
Gender: Female	15%	(99)	18%	(114)	67%	(434)	646
Age: 18-34	20%	(79)	23%	(90)	56%	(218)	388
Age: 35-44	19%	(43)	21%	(48)	60%	(137)	228
Age: 45-64	15%	(75)	15%	(75)	70%	(357)	508
Age: 65+	11%	(32)	19%	(56)	70%	(210)	298
GenZers: 1997-2012	21%	(34)	26%	(42)	52%	(84)	160
Millennials: 1981-1996	21%	(84)	20%	(80)	58%	(228)	391
GenXers: 1965-1980	15%	(53)	15%	(51)	70%	(246)	351
Baby Boomers: 1946-1964	12%	(55)	18%	(84)	70%	(326)	465
PID: Dem (no lean)	19%	(119)	23%	(141)	58%	(359)	619
PID: Ind (no lean)	10%	(39)	14%	(55)	76%	(292)	386
PID: Rep (no lean)	18%	(73)	17%	(72)	65%	(272)	417
PID/Gender: Dem Men	22%	(72)	26%	(82)	52%	(168)	323
PID/Gender: Dem Women	16%	(47)	20%	(59)	64%	(190)	296
PID/Gender: Ind Men	7%	(16)	13%	(27)	80%	(167)	210
PID/Gender: Ind Women	13%	(23)	16%	(28)	71%	(125)	175
PID/Gender: Rep Men	18%	(44)	18%	(45)	63%	(153)	242
PID/Gender: Rep Women	16%	(29)	16%	(27)	68%	(119)	174
Ideo: Liberal (1-3)	18%	(82)	21%	(92)	61%	(275)	449
Ideo: Moderate (4)	16%	(69)	18%	(75)	66%	(274)	417
Ideo: Conservative (5-7)	15%	(69)	19%	(85)	66%	(299)	452
Educ: < College	14%	(134)	20%	(187)	65%	(609)	930
Educ: Bachelors degree	16%	(51)	13%	(39)	71%	(221)	310
Educ: Post-grad	25%	(45)	23%	(42)	52%	(93)	181
Income: Under 50k	16%	(117)	19%	(136)	65%	(467)	720
Income: 50k-100k	15%	(68)	18%	(85)	67%	(314)	467
Income: 100k+	19%	(45)	20%	(47)	60%	(141)	233
Ethnicity: White	16%	(186)	18%	(207)	65%	(737)	1130
Ethnicity: Hispanic	20%	(44)	28%	(63)	52%	(119)	227
Ethnicity: Black	18%	(30)	19%	(32)	63%	(105)	167

Continued on next page

**Table MCSP33\_1:** *And to what extent are the following a reason why you would like that team to win?*  
*I always cheer for that team because it is my favorite I always cheer for that team, because they're my #1 team*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	16%	(231)	19%	(268)	65%	(922)	1421
Ethnicity: Other	12%	(15)	23%	(29)	65%	(81)	124
All Christian	16%	(106)	18%	(119)	66%	(435)	660
All Non-Christian	29%	(27)	25%	(24)	46%	(44)	95
Atheist	21%	(14)	12%	(8)	67%	(44)	66
Agnostic/Nothing in particular	13%	(44)	16%	(56)	71%	(241)	341
Something Else	15%	(40)	23%	(61)	61%	(160)	260
Religious Non-Protestant/Catholic	26%	(28)	23%	(25)	50%	(53)	106
Evangelical	19%	(72)	22%	(80)	59%	(216)	368
Non-Evangelical	13%	(71)	18%	(98)	68%	(365)	534
Community: Urban	22%	(90)	22%	(91)	55%	(224)	405
Community: Suburban	15%	(98)	18%	(122)	68%	(457)	677
Community: Rural	12%	(42)	17%	(56)	71%	(241)	339
Employ: Private Sector	20%	(90)	19%	(83)	61%	(271)	444
Employ: Government	23%	(19)	23%	(19)	55%	(46)	84
Employ: Self-Employed	22%	(23)	19%	(20)	59%	(62)	104
Employ: Homemaker	12%	(13)	17%	(18)	71%	(74)	105
Employ: Student	24%	(15)	13%	(8)	63%	(39)	62
Employ: Retired	11%	(37)	18%	(61)	71%	(245)	343
Employ: Unemployed	16%	(30)	22%	(42)	63%	(122)	194
Employ: Other	5%	(4)	19%	(16)	76%	(65)	85
Military HH: Yes	11%	(28)	23%	(56)	66%	(163)	246
Military HH: No	17%	(203)	18%	(212)	65%	(760)	1175
RD/WT: Right Direction	21%	(130)	19%	(118)	60%	(371)	620
RD/WT: Wrong Track	13%	(100)	19%	(150)	69%	(551)	801
Biden Job Approve	17%	(152)	20%	(174)	63%	(556)	882
Biden Job Disapprove	15%	(66)	17%	(75)	68%	(296)	437
Biden Job Strongly Approve	20%	(110)	20%	(114)	60%	(334)	558
Biden Job Somewhat Approve	13%	(42)	19%	(60)	68%	(222)	324
Biden Job Somewhat Disapprove	15%	(19)	14%	(17)	71%	(92)	129
Biden Job Strongly Disapprove	15%	(47)	19%	(58)	66%	(204)	308

Continued on next page

**Table MCSP33\_1:** And to what extent are the following a reason why you would like that team to win?

*I always cheer for that team because it is my favorite I always cheer for that team, because they're my #1 team*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	16%	(231)	19%	(268)	65%	(922)	1421
Favorable of Biden	18%	(160)	19%	(172)	63%	(571)	904
Unfavorable of Biden	13%	(62)	18%	(84)	69%	(321)	467
Very Favorable of Biden	21%	(116)	20%	(110)	60%	(335)	562
Somewhat Favorable of Biden	13%	(44)	18%	(62)	69%	(236)	342
Somewhat Unfavorable of Biden	12%	(15)	20%	(24)	68%	(83)	122
Very Unfavorable of Biden	14%	(47)	17%	(60)	69%	(238)	345
#1 Issue: Economy	17%	(99)	16%	(92)	67%	(392)	584
#1 Issue: Security	16%	(28)	23%	(41)	61%	(107)	176
#1 Issue: Health Care	17%	(43)	19%	(48)	64%	(159)	249
#1 Issue: Medicare / Social Security	8%	(13)	23%	(36)	68%	(106)	155
#1 Issue: Women's Issues	15%	(8)	12%	(7)	73%	(40)	54
#1 Issue: Education	31%	(18)	21%	(12)	48%	(28)	58
#1 Issue: Energy	17%	(9)	24%	(13)	60%	(33)	55
#1 Issue: Other	14%	(12)	21%	(19)	65%	(58)	89
2020 Vote: Joe Biden	18%	(131)	19%	(141)	63%	(463)	735
2020 Vote: Donald Trump	16%	(70)	17%	(77)	67%	(298)	445
2020 Vote: Didn't Vote	12%	(24)	21%	(43)	67%	(138)	206
2018 House Vote: Democrat	18%	(94)	17%	(93)	65%	(346)	533
2018 House Vote: Republican	16%	(58)	17%	(63)	68%	(254)	375
2016 Vote: Hillary Clinton	17%	(89)	17%	(88)	66%	(338)	516
2016 Vote: Donald Trump	15%	(63)	18%	(73)	67%	(274)	410
2016 Vote: Other	9%	(7)	5%	(4)	85%	(61)	72
2016 Vote: Didn't Vote	17%	(72)	24%	(102)	59%	(249)	423
Voted in 2014: Yes	16%	(130)	17%	(139)	68%	(566)	835
Voted in 2014: No	17%	(101)	22%	(129)	61%	(357)	587
4-Region: Northeast	13%	(32)	12%	(28)	74%	(174)	234
4-Region: Midwest	18%	(57)	17%	(53)	65%	(200)	310
4-Region: South	16%	(83)	20%	(106)	64%	(332)	522
4-Region: West	17%	(59)	23%	(80)	61%	(216)	355
Sports fan	16%	(195)	20%	(240)	63%	(754)	1189
Avid sports fan	22%	(95)	21%	(93)	57%	(247)	436

Continued on next page

**Table MCSP33\_1:** *And to what extent are the following a reason why you would like that team to win?*  
*I always cheer for that team because it is my favorite I always cheer for that team, because they're my #1 team*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	16%	(231)	19%	(268)	65%	(922)	1421
Casual sports fan	13%	(100)	19%	(146)	67%	(507)	753
Football fan	17%	(194)	20%	(232)	64%	(742)	1168
Avid football fan	20%	(113)	23%	(128)	57%	(323)	564
Casual football fan	13%	(81)	17%	(103)	69%	(419)	603
NFL fan	17%	(192)	20%	(227)	63%	(723)	1141
Avid NFL fan	20%	(113)	21%	(118)	58%	(326)	557
Casual NFL fan	14%	(79)	19%	(108)	68%	(397)	584
Watched SB last year	19%	(180)	21%	(199)	61%	(587)	966
Didn't watch SB last year	11%	(51)	15%	(69)	74%	(336)	455
OK brands get political	20%	(113)	22%	(119)	58%	(322)	555
Not OK brands get political	14%	(105)	17%	(127)	68%	(502)	734
OK social justice	18%	(167)	21%	(190)	61%	(555)	912
Not OK social justice	12%	(48)	16%	(62)	71%	(271)	381
Likely SB viewer	18%	(204)	21%	(231)	61%	(689)	1124
Unlikely SB viewer	9%	(25)	12%	(31)	79%	(207)	263
More likely to watch SB this year	27%	(133)	26%	(129)	48%	(238)	500
Less likely to watch SB this year	9%	(21)	20%	(45)	71%	(161)	227
Likely host/attend SB party	32%	(108)	26%	(89)	42%	(142)	339
Unlikely host/attend SB party	11%	(116)	16%	(169)	72%	(746)	1031
Watch SB for game	18%	(142)	19%	(149)	62%	(476)	767
Watch SB for halftime	21%	(36)	25%	(44)	54%	(94)	173
Watch SB for ads	15%	(23)	21%	(32)	64%	(95)	150
SB more political	19%	(112)	19%	(115)	62%	(366)	593
SB less political	22%	(57)	25%	(65)	53%	(136)	259
Typically host/attend SB party	22%	(99)	24%	(110)	54%	(250)	459
Typically do not host/attend SB party	14%	(132)	16%	(158)	70%	(672)	962
Usually pays a lot/some attn to ads	17%	(200)	20%	(228)	63%	(722)	1149
Usually pays not much/no attn to ads	11%	(31)	15%	(40)	74%	(201)	272
Plan to pay a lot/some attn to ads	18%	(189)	21%	(227)	61%	(656)	1072
Plan to pay not much/no attn to ads	12%	(42)	12%	(41)	76%	(266)	349
Pro football fav sport	21%	(111)	19%	(102)	61%	(329)	541

Continued on next page

**Table MCSP33\_1:** And to what extent are the following a reason why you would like that team to win?

*I always cheer for that team because it is my favorite I always cheer for that team, because they're my #1 team*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	16%	(231)	19%	(268)	65%	(922)	1421
Fav NFL	18%	(186)	20%	(206)	62%	(636)	1028
Unfav NFL	11%	(31)	18%	(50)	71%	(204)	285
Fav Goodell	24%	(106)	24%	(109)	52%	(229)	444
Unfav Goodell	13%	(53)	18%	(69)	69%	(272)	394
Fav Chiefs	19%	(171)	21%	(186)	60%	(539)	896
Fav Buccaneers	19%	(139)	22%	(160)	59%	(437)	737
Chiefs fan	17%	(138)	19%	(158)	64%	(532)	828
Buccaneers fan	16%	(92)	19%	(110)	66%	(391)	593
Frequent sports betters	35%	(31)	23%	(20)	42%	(38)	90
Regular sports betters	33%	(67)	26%	(51)	41%	(83)	202
Frequent NFL betters	33%	(33)	16%	(16)	51%	(52)	102
Regular NFL betters	30%	(64)	24%	(51)	46%	(98)	213
Definite SB betters	36%	(44)	23%	(29)	41%	(51)	124
Probable SB betters	29%	(88)	27%	(83)	44%	(134)	305
Believe betting is legal in their state	18%	(95)	20%	(103)	62%	(318)	517
Believe betting is illegal in their state	20%	(55)	22%	(61)	59%	(165)	282
Non-sports fans	15%	(35)	12%	(28)	73%	(169)	232
Gen Z sports fans	20%	(27)	28%	(36)	52%	(68)	130
Millennial sports fans	21%	(69)	23%	(76)	56%	(187)	332
Gen X sports fans	17%	(50)	15%	(45)	68%	(205)	300
Boomer sports fans	12%	(46)	20%	(74)	68%	(257)	377
Sports fans 18-34	19%	(63)	25%	(81)	56%	(180)	323
Sports fans 35-44	20%	(39)	23%	(45)	57%	(111)	195
Sports fans 45-64	16%	(68)	15%	(66)	69%	(298)	432
Sports fans 65+	11%	(26)	20%	(48)	69%	(164)	239
Occasional sports betters	16%	(25)	17%	(26)	68%	(106)	157
Non-sports betters	13%	(139)	18%	(191)	69%	(733)	1063
In legal betting states	13%	(66)	17%	(84)	69%	(340)	490
Outside legal betting states	18%	(165)	20%	(184)	63%	(582)	931
Sports fan In legal betting states 21+	14%	(57)	18%	(75)	68%	(284)	416
Sports fan Outside legal betting states 21+	18%	(131)	20%	(144)	61%	(435)	710

Continued on next page

**Table MCSP33\_1:** *And to what extent are the following a reason why you would like that team to win?*  
*I always cheer for that team because it is my favorite I always cheer for that team, because they're my #1 team*

Demographic	Major reason		Minor reason		Not a reason at all	Total N
Adults	16%	(231)	19%	(268)	65% (922)	1421
Likely SB viewer In legal betting states 21+	15%	(58)	18%	(68)	67% (259)	385
Likely SB viewer Outside legal betting states 21+	20%	(134)	21%	(145)	59% (404)	683

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



**Table MCSP33\_2:** *And to what extent are the following a reason why you would like that team to win?*  
*I am a fan of that team, but they are not my favorite*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	20%	(280)	30%	(433)	50%	(708)	1421
Gender: Male	22%	(172)	31%	(239)	47%	(364)	775
Gender: Female	17%	(108)	30%	(194)	53%	(344)	646
Age: 18-34	27%	(106)	32%	(123)	41%	(159)	388
Age: 35-44	22%	(51)	29%	(67)	48%	(110)	228
Age: 45-64	15%	(76)	28%	(144)	57%	(288)	508
Age: 65+	16%	(47)	33%	(99)	51%	(152)	298
GenZers: 1997-2012	28%	(44)	31%	(49)	41%	(66)	160
Millennials: 1981-1996	26%	(101)	31%	(119)	44%	(171)	391
GenXers: 1965-1980	17%	(60)	30%	(106)	53%	(184)	351
Baby Boomers: 1946-1964	14%	(67)	29%	(135)	56%	(262)	465
PID: Dem (no lean)	23%	(144)	32%	(198)	45%	(276)	619
PID: Ind (no lean)	15%	(57)	30%	(116)	55%	(212)	386
PID: Rep (no lean)	19%	(78)	28%	(119)	53%	(220)	417
PID/Gender: Dem Men	27%	(86)	31%	(102)	42%	(135)	323
PID/Gender: Dem Women	20%	(58)	33%	(97)	48%	(141)	296
PID/Gender: Ind Men	14%	(30)	32%	(66)	54%	(113)	210
PID/Gender: Ind Women	15%	(27)	28%	(50)	56%	(99)	175
PID/Gender: Rep Men	23%	(55)	29%	(71)	48%	(116)	242
PID/Gender: Rep Women	13%	(23)	27%	(47)	60%	(105)	174
Ideo: Liberal (1-3)	25%	(111)	31%	(141)	44%	(197)	449
Ideo: Moderate (4)	20%	(82)	33%	(137)	47%	(197)	417
Ideo: Conservative (5-7)	18%	(81)	28%	(128)	54%	(243)	452
Educ: < College	18%	(165)	30%	(279)	52%	(486)	930
Educ: Bachelors degree	19%	(58)	34%	(104)	48%	(148)	310
Educ: Post-grad	31%	(57)	28%	(50)	41%	(74)	181
Income: Under 50k	19%	(137)	29%	(212)	52%	(372)	720
Income: 50k-100k	19%	(90)	32%	(151)	48%	(226)	467
Income: 100k+	23%	(53)	30%	(71)	47%	(110)	233
Ethnicity: White	19%	(218)	31%	(346)	50%	(566)	1130
Ethnicity: Hispanic	30%	(68)	29%	(66)	41%	(93)	227
Ethnicity: Black	23%	(38)	31%	(51)	47%	(78)	167

Continued on next page

**Table MCSP33\_2:** *And to what extent are the following a reason why you would like that team to win?*  
*I am a fan of that team, but they are not my favorite*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	20%	(280)	30%	(433)	50%	(708)	1421
Ethnicity: Other	19%	(24)	29%	(36)	52%	(64)	124
All Christian	19%	(129)	30%	(198)	51%	(334)	660
All Non-Christian	23%	(22)	43%	(41)	34%	(32)	95
Atheist	27%	(18)	34%	(22)	39%	(26)	66
Agnostic/Nothing in particular	18%	(61)	29%	(100)	53%	(180)	341
Something Else	19%	(50)	28%	(73)	53%	(138)	260
Religious Non-Protestant/Catholic	21%	(22)	42%	(45)	37%	(39)	106
Evangelical	20%	(74)	31%	(112)	49%	(181)	368
Non-Evangelical	19%	(102)	28%	(151)	53%	(281)	534
Community: Urban	23%	(92)	28%	(115)	49%	(198)	405
Community: Suburban	20%	(137)	32%	(215)	48%	(325)	677
Community: Rural	15%	(50)	31%	(104)	55%	(185)	339
Employ: Private Sector	22%	(96)	34%	(151)	44%	(196)	444
Employ: Government	23%	(19)	38%	(32)	39%	(33)	84
Employ: Self-Employed	26%	(27)	29%	(30)	46%	(48)	104
Employ: Homemaker	13%	(13)	26%	(27)	61%	(64)	105
Employ: Student	21%	(13)	25%	(16)	54%	(33)	62
Employ: Retired	14%	(49)	31%	(107)	55%	(188)	343
Employ: Unemployed	26%	(51)	23%	(45)	50%	(98)	194
Employ: Other	13%	(11)	30%	(25)	57%	(49)	85
Military HH: Yes	21%	(51)	35%	(85)	45%	(110)	246
Military HH: No	19%	(229)	30%	(348)	51%	(598)	1175
RD/WT: Right Direction	23%	(145)	30%	(187)	46%	(287)	620
RD/WT: Wrong Track	17%	(134)	31%	(246)	53%	(421)	801
Biden Job Approve	22%	(193)	31%	(277)	47%	(412)	882
Biden Job Disapprove	16%	(71)	29%	(125)	55%	(241)	437
Biden Job Strongly Approve	24%	(136)	30%	(166)	46%	(256)	558
Biden Job Somewhat Approve	18%	(57)	34%	(110)	48%	(156)	324
Biden Job Somewhat Disapprove	17%	(22)	32%	(41)	51%	(66)	129
Biden Job Strongly Disapprove	16%	(49)	27%	(84)	57%	(175)	308

Continued on next page

**Table MCSP33\_2:** *And to what extent are the following a reason why you would like that team to win?  
I am a fan of that team, but they are not my favorite*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	20%	(280)	30%	(433)	50%	(708)	1421
Favorable of Biden	23%	(208)	30%	(271)	47%	(425)	904
Unfavorable of Biden	15%	(68)	30%	(140)	55%	(258)	467
Very Favorable of Biden	26%	(148)	28%	(157)	46%	(257)	562
Somewhat Favorable of Biden	18%	(60)	33%	(113)	49%	(168)	342
Somewhat Unfavorable of Biden	17%	(20)	36%	(43)	48%	(58)	122
Very Unfavorable of Biden	14%	(48)	28%	(97)	58%	(201)	345
#1 Issue: Economy	18%	(106)	29%	(172)	52%	(306)	584
#1 Issue: Security	19%	(34)	30%	(53)	51%	(89)	176
#1 Issue: Health Care	22%	(54)	30%	(76)	48%	(120)	249
#1 Issue: Medicare / Social Security	14%	(21)	35%	(54)	52%	(80)	155
#1 Issue: Women's Issues	16%	(9)	28%	(15)	56%	(31)	54
#1 Issue: Education	33%	(19)	33%	(19)	35%	(20)	58
#1 Issue: Energy	32%	(17)	32%	(17)	37%	(20)	55
#1 Issue: Other	22%	(20)	30%	(27)	47%	(42)	89
2020 Vote: Joe Biden	22%	(163)	31%	(227)	47%	(345)	735
2020 Vote: Donald Trump	15%	(67)	30%	(133)	55%	(244)	445
2020 Vote: Didn't Vote	21%	(43)	28%	(58)	51%	(104)	206
2018 House Vote: Democrat	21%	(111)	29%	(156)	50%	(266)	533
2018 House Vote: Republican	16%	(61)	31%	(116)	53%	(199)	375
2016 Vote: Hillary Clinton	21%	(108)	30%	(156)	49%	(252)	516
2016 Vote: Donald Trump	16%	(65)	30%	(122)	54%	(223)	410
2016 Vote: Other	13%	(10)	34%	(24)	53%	(38)	72
2016 Vote: Didn't Vote	23%	(97)	31%	(131)	46%	(196)	423
Voted in 2014: Yes	18%	(147)	30%	(253)	52%	(434)	835
Voted in 2014: No	23%	(132)	31%	(180)	47%	(274)	587
4-Region: Northeast	17%	(41)	29%	(69)	53%	(125)	234
4-Region: Midwest	16%	(51)	28%	(86)	56%	(174)	310
4-Region: South	18%	(93)	34%	(175)	49%	(254)	522
4-Region: West	27%	(95)	29%	(103)	44%	(156)	355
Sports fan	21%	(255)	32%	(375)	47%	(558)	1189
Avid sports fan	29%	(128)	28%	(121)	43%	(187)	436

Continued on next page

**Table MCSP33\_2:** *And to what extent are the following a reason why you would like that team to win?  
I am a fan of that team, but they are not my favorite*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	20%	(280)	30%	(433)	50%	(708)	1421
Casual sports fan	17%	(127)	34%	(255)	49%	(372)	753
Football fan	21%	(243)	32%	(373)	47%	(552)	1168
Avid football fan	29%	(161)	30%	(170)	41%	(233)	564
Casual football fan	13%	(81)	34%	(203)	53%	(319)	603
NFL fan	21%	(244)	32%	(362)	47%	(535)	1141
Avid NFL fan	29%	(159)	29%	(161)	43%	(237)	557
Casual NFL fan	14%	(85)	35%	(202)	51%	(298)	584
Watched SB last year	23%	(225)	32%	(309)	45%	(431)	966
Didn't watch SB last year	12%	(54)	27%	(124)	61%	(277)	455
OK brands get political	26%	(143)	33%	(181)	42%	(231)	555
Not OK brands get political	17%	(122)	29%	(215)	54%	(397)	734
OK social justice	23%	(211)	33%	(300)	44%	(401)	912
Not OK social justice	14%	(55)	27%	(104)	58%	(221)	381
Likely SB viewer	22%	(248)	32%	(356)	46%	(520)	1124
Unlikely SB viewer	12%	(31)	26%	(68)	62%	(164)	263
More likely to watch SB this year	30%	(148)	31%	(155)	39%	(197)	500
Less likely to watch SB this year	12%	(26)	31%	(71)	57%	(129)	227
Likely host/attend SB party	31%	(107)	30%	(101)	39%	(131)	339
Unlikely host/attend SB party	16%	(168)	31%	(317)	53%	(546)	1031
Watch SB for game	23%	(178)	30%	(233)	46%	(356)	767
Watch SB for halftime	18%	(31)	36%	(62)	46%	(80)	173
Watch SB for ads	23%	(35)	33%	(50)	43%	(65)	150
SB more political	23%	(136)	32%	(190)	45%	(267)	593
SB less political	27%	(69)	33%	(85)	40%	(105)	259
Typically host/attend SB party	27%	(125)	34%	(157)	39%	(177)	459
Typically do not host/attend SB party	16%	(155)	29%	(276)	55%	(531)	962
Usually pays a lot/some attn to ads	22%	(255)	31%	(353)	47%	(541)	1149
Usually pays not much/no attn to ads	9%	(24)	30%	(80)	62%	(167)	272
Plan to pay a lot/some attn to ads	22%	(240)	32%	(344)	46%	(488)	1072
Plan to pay not much/no attn to ads	11%	(39)	26%	(89)	63%	(220)	349
Pro football fav sport	27%	(148)	27%	(145)	46%	(249)	541

Continued on next page

**Table MCSP33\_2:** *And to what extent are the following a reason why you would like that team to win?*  
*I am a fan of that team, but they are not my favorite*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	20%	(280)	30%	(433)	50%	(708)	1421
Fav NFL	24%	(242)	32%	(333)	44%	(453)	1028
Unfav NFL	11%	(31)	29%	(84)	60%	(170)	285
Fav Goodell	30%	(133)	32%	(141)	38%	(170)	444
Unfav Goodell	16%	(65)	33%	(132)	50%	(198)	394
Fav Chiefs	24%	(214)	34%	(301)	43%	(382)	896
Fav Buccaneers	23%	(168)	34%	(250)	43%	(319)	737
Chiefs fan	22%	(180)	30%	(252)	48%	(396)	828
Buccaneers fan	17%	(99)	31%	(181)	53%	(313)	593
Frequent sports betters	38%	(34)	28%	(25)	35%	(31)	90
Regular sports betters	38%	(77)	27%	(55)	34%	(69)	202
Frequent NFL betters	42%	(43)	26%	(26)	32%	(32)	102
Regular NFL betters	38%	(81)	29%	(63)	33%	(70)	213
Definite SB betters	41%	(51)	27%	(34)	32%	(39)	124
Probable SB betters	37%	(112)	30%	(93)	33%	(100)	305
Believe betting is legal in their state	26%	(134)	31%	(158)	43%	(224)	517
Believe betting is illegal in their state	16%	(44)	32%	(91)	52%	(147)	282
Non-sports fans	11%	(25)	25%	(58)	65%	(150)	232
Gen Z sports fans	27%	(35)	31%	(40)	43%	(56)	130
Millennial sports fans	29%	(95)	31%	(103)	40%	(133)	332
Gen X sports fans	19%	(57)	31%	(92)	50%	(151)	300
Boomer sports fans	16%	(62)	32%	(120)	52%	(195)	377
Sports fans 18-34	29%	(94)	32%	(102)	39%	(127)	323
Sports fans 35-44	24%	(47)	31%	(60)	45%	(88)	195
Sports fans 45-64	17%	(72)	30%	(130)	53%	(231)	432
Sports fans 65+	18%	(43)	35%	(84)	47%	(112)	239
Occasional sports betters	20%	(31)	37%	(58)	43%	(67)	157
Non-sports betters	16%	(171)	30%	(320)	54%	(572)	1063
In legal betting states	19%	(94)	29%	(143)	52%	(254)	490
Outside legal betting states	20%	(186)	31%	(290)	49%	(455)	931
Sports fan In legal betting states 21+	21%	(86)	29%	(121)	50%	(209)	416
Sports fan Outside legal betting states 21+	21%	(152)	33%	(236)	45%	(322)	710

Continued on next page

**Table MCSP33\_2:** *And to what extent are the following a reason why you would like that team to win?  
I am a fan of that team, but they are not my favorite*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	20%	(280)	30%	(433)	50%	(708)	1421
Likely SB viewer In legal betting states 21+	21%	(83)	29%	(112)	49%	(190)	385
Likely SB viewer Outside legal betting states 21+	21%	(144)	34%	(232)	45%	(307)	683

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

**Table MCSP33\_3:** And to what extent are the following a reason why you would like that team to win?  
I don't like the other team

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	20%	(291)	24%	(345)	55%	(785)	1421
Gender: Male	20%	(154)	28%	(217)	52%	(405)	775
Gender: Female	21%	(137)	20%	(128)	59%	(381)	646
Age: 18-34	24%	(92)	31%	(119)	45%	(176)	388
Age: 35-44	18%	(42)	27%	(61)	55%	(125)	228
Age: 45-64	22%	(110)	21%	(108)	57%	(290)	508
Age: 65+	16%	(47)	19%	(57)	65%	(194)	298
GenZers: 1997-2012	23%	(37)	31%	(49)	46%	(73)	160
Millennials: 1981-1996	20%	(80)	29%	(115)	50%	(196)	391
GenXers: 1965-1980	22%	(78)	21%	(75)	56%	(197)	351
Baby Boomers: 1946-1964	20%	(92)	21%	(97)	59%	(275)	465
PID: Dem (no lean)	22%	(137)	26%	(159)	52%	(323)	619
PID: Ind (no lean)	19%	(72)	21%	(81)	61%	(233)	386
PID: Rep (no lean)	20%	(83)	25%	(105)	55%	(229)	417
PID/Gender: Dem Men	24%	(78)	30%	(96)	46%	(148)	323
PID/Gender: Dem Women	20%	(59)	21%	(62)	59%	(175)	296
PID/Gender: Ind Men	15%	(32)	25%	(52)	60%	(126)	210
PID/Gender: Ind Women	22%	(39)	16%	(28)	61%	(108)	175
PID/Gender: Rep Men	18%	(44)	28%	(68)	54%	(131)	242
PID/Gender: Rep Women	22%	(39)	21%	(37)	56%	(98)	174
Ideo: Liberal (1-3)	23%	(105)	26%	(117)	51%	(227)	449
Ideo: Moderate (4)	18%	(74)	22%	(93)	60%	(250)	417
Ideo: Conservative (5-7)	21%	(95)	26%	(116)	53%	(242)	452
Educ: < College	21%	(195)	23%	(210)	56%	(525)	930
Educ: Bachelors degree	19%	(60)	27%	(83)	54%	(168)	310
Educ: Post-grad	20%	(36)	29%	(52)	52%	(93)	181
Income: Under 50k	22%	(157)	22%	(160)	56%	(404)	720
Income: 50k-100k	20%	(93)	25%	(115)	56%	(260)	467
Income: 100k+	18%	(42)	30%	(70)	52%	(122)	233
Ethnicity: White	21%	(234)	25%	(285)	54%	(611)	1130
Ethnicity: Hispanic	22%	(51)	29%	(65)	49%	(111)	227
Ethnicity: Black	20%	(34)	19%	(31)	61%	(102)	167

Continued on next page

**Table MCSP33\_3:** *And to what extent are the following a reason why you would like that team to win?*

*I don't like the other team*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	20%	(291)	24%	(345)	55%	(785)	1421
Ethnicity: Other	19%	(23)	23%	(28)	59%	(73)	124
All Christian	19%	(126)	24%	(159)	57%	(375)	660
All Non-Christian	21%	(20)	26%	(25)	52%	(50)	95
Atheist	26%	(17)	24%	(16)	50%	(33)	66
Agnostic/Nothing in particular	21%	(73)	24%	(81)	55%	(187)	341
Something Else	21%	(55)	24%	(63)	54%	(142)	260
Religious Non-Protestant/Catholic	21%	(22)	26%	(28)	53%	(56)	106
Evangelical	19%	(70)	22%	(81)	59%	(217)	368
Non-Evangelical	20%	(109)	25%	(135)	54%	(290)	534
Community: Urban	20%	(80)	26%	(105)	54%	(220)	405
Community: Suburban	22%	(150)	22%	(152)	55%	(375)	677
Community: Rural	18%	(61)	26%	(88)	56%	(191)	339
Employ: Private Sector	23%	(100)	29%	(128)	49%	(216)	444
Employ: Government	30%	(25)	30%	(25)	40%	(34)	84
Employ: Self-Employed	22%	(23)	27%	(28)	51%	(54)	104
Employ: Homemaker	21%	(22)	27%	(28)	53%	(55)	105
Employ: Student	16%	(10)	28%	(17)	56%	(34)	62
Employ: Retired	17%	(59)	17%	(57)	66%	(227)	343
Employ: Unemployed	20%	(40)	25%	(49)	55%	(106)	194
Employ: Other	15%	(13)	15%	(13)	70%	(60)	85
Military HH: Yes	21%	(52)	21%	(50)	59%	(144)	246
Military HH: No	20%	(239)	25%	(294)	55%	(642)	1175
RD/WT: Right Direction	21%	(132)	26%	(161)	53%	(326)	620
RD/WT: Wrong Track	20%	(159)	23%	(183)	57%	(459)	801
Biden Job Approve	20%	(178)	25%	(219)	55%	(485)	882
Biden Job Disapprove	21%	(93)	24%	(106)	55%	(239)	437
Biden Job Strongly Approve	23%	(129)	24%	(135)	53%	(294)	558
Biden Job Somewhat Approve	15%	(49)	26%	(84)	59%	(191)	324
Biden Job Somewhat Disapprove	21%	(28)	24%	(30)	55%	(71)	129
Biden Job Strongly Disapprove	21%	(65)	25%	(76)	54%	(168)	308

Continued on next page



**Table MCSP33\_3:** *And to what extent are the following a reason why you would like that team to win?  
I don't like the other team*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	20%	(291)	24%	(345)	55%	(785)	1421
Favorable of Biden	21%	(186)	24%	(217)	55%	(500)	904
Unfavorable of Biden	20%	(94)	25%	(116)	55%	(257)	467
Very Favorable of Biden	22%	(121)	23%	(131)	55%	(310)	562
Somewhat Favorable of Biden	19%	(65)	25%	(86)	56%	(191)	342
Somewhat Unfavorable of Biden	18%	(22)	23%	(27)	60%	(73)	122
Very Unfavorable of Biden	21%	(72)	26%	(89)	53%	(184)	345
#1 Issue: Economy	21%	(124)	24%	(143)	54%	(318)	584
#1 Issue: Security	17%	(31)	27%	(47)	56%	(98)	176
#1 Issue: Health Care	22%	(55)	28%	(71)	49%	(123)	249
#1 Issue: Medicare / Social Security	17%	(26)	18%	(28)	66%	(102)	155
#1 Issue: Women's Issues	33%	(18)	17%	(9)	50%	(27)	54
#1 Issue: Education	16%	(9)	14%	(8)	70%	(41)	58
#1 Issue: Energy	27%	(15)	33%	(18)	40%	(22)	55
#1 Issue: Other	16%	(14)	23%	(20)	62%	(55)	89
2020 Vote: Joe Biden	21%	(152)	26%	(191)	53%	(392)	735
2020 Vote: Donald Trump	19%	(83)	24%	(105)	58%	(256)	445
2020 Vote: Didn't Vote	22%	(45)	21%	(43)	57%	(118)	206
2018 House Vote: Democrat	21%	(114)	24%	(130)	54%	(289)	533
2018 House Vote: Republican	21%	(77)	25%	(94)	54%	(203)	375
2016 Vote: Hillary Clinton	20%	(105)	25%	(128)	55%	(282)	516
2016 Vote: Donald Trump	19%	(80)	24%	(97)	57%	(233)	410
2016 Vote: Other	30%	(21)	16%	(12)	54%	(39)	72
2016 Vote: Didn't Vote	20%	(85)	25%	(107)	55%	(231)	423
Voted in 2014: Yes	21%	(174)	24%	(200)	55%	(461)	835
Voted in 2014: No	20%	(117)	25%	(145)	55%	(325)	587
4-Region: Northeast	26%	(61)	21%	(50)	53%	(123)	234
4-Region: Midwest	22%	(67)	22%	(69)	56%	(174)	310
4-Region: South	16%	(86)	25%	(130)	59%	(306)	522
4-Region: West	22%	(77)	27%	(95)	51%	(182)	355
Sports fan	20%	(243)	26%	(309)	54%	(637)	1189
Avid sports fan	24%	(106)	25%	(108)	51%	(221)	436

Continued on next page

**Table MCSP33\_3:** And to what extent are the following a reason why you would like that team to win?

*I don't like the other team*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	20%	(291)	24%	(345)	55%	(785)	1421
Casual sports fan	18%	(137)	27%	(201)	55%	(416)	753
Football fan	20%	(233)	26%	(302)	54%	(633)	1168
Avid football fan	24%	(137)	25%	(144)	50%	(283)	564
Casual football fan	16%	(96)	26%	(158)	58%	(349)	603
NFL fan	20%	(227)	26%	(298)	54%	(617)	1141
Avid NFL fan	24%	(132)	26%	(144)	50%	(281)	557
Casual NFL fan	16%	(95)	26%	(154)	57%	(336)	584
Watched SB last year	22%	(212)	26%	(253)	52%	(501)	966
Didn't watch SB last year	17%	(79)	20%	(92)	63%	(285)	455
OK brands get political	23%	(129)	24%	(134)	53%	(292)	555
Not OK brands get political	18%	(135)	25%	(181)	57%	(418)	734
OK social justice	21%	(194)	25%	(225)	54%	(493)	912
Not OK social justice	20%	(76)	24%	(91)	56%	(214)	381
Likely SB viewer	20%	(230)	26%	(288)	54%	(607)	1124
Unlikely SB viewer	22%	(57)	19%	(50)	59%	(156)	263
More likely to watch SB this year	20%	(99)	28%	(139)	52%	(263)	500
Less likely to watch SB this year	26%	(60)	25%	(57)	48%	(110)	227
Likely host/attend SB party	20%	(66)	34%	(114)	47%	(159)	339
Unlikely host/attend SB party	21%	(219)	22%	(222)	57%	(590)	1031
Watch SB for game	22%	(168)	23%	(175)	55%	(424)	767
Watch SB for halftime	21%	(36)	32%	(55)	48%	(83)	173
Watch SB for ads	17%	(26)	33%	(50)	49%	(74)	150
SB more political	24%	(144)	27%	(162)	48%	(287)	593
SB less political	18%	(47)	28%	(74)	53%	(138)	259
Typically host/attend SB party	22%	(100)	30%	(138)	48%	(222)	459
Typically do not host/attend SB party	20%	(192)	22%	(207)	59%	(564)	962
Usually pays a lot/some attn to ads	21%	(238)	25%	(292)	54%	(620)	1149
Usually pays not much/no attn to ads	20%	(53)	19%	(53)	61%	(166)	272
Plan to pay a lot/some attn to ads	20%	(214)	27%	(287)	53%	(570)	1072
Plan to pay not much/no attn to ads	22%	(77)	16%	(57)	62%	(215)	349
Pro football fav sport	24%	(128)	25%	(133)	52%	(280)	541

Continued on next page

**Table MCSP33\_3:** *And to what extent are the following a reason why you would like that team to win?  
I don't like the other team*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	20%	(291)	24%	(345)	55%	(785)	1421
Fav NFL	19%	(199)	26%	(270)	54%	(559)	1028
Unfav NFL	26%	(74)	21%	(60)	53%	(152)	285
Fav Goodell	21%	(91)	28%	(124)	51%	(228)	444
Unfav Goodell	24%	(95)	28%	(112)	47%	(187)	394
Fav Chiefs	18%	(165)	26%	(233)	56%	(498)	896
Fav Buccaneers	14%	(104)	26%	(189)	60%	(443)	737
Chiefs fan	24%	(200)	27%	(221)	49%	(407)	828
Buccaneers fan	15%	(91)	21%	(123)	64%	(379)	593
Frequent sports betters	24%	(22)	31%	(28)	44%	(40)	90
Regular sports betters	26%	(52)	34%	(70)	40%	(80)	202
Frequent NFL betters	26%	(27)	32%	(32)	42%	(43)	102
Regular NFL betters	24%	(51)	36%	(77)	40%	(86)	213
Definite SB betters	23%	(29)	32%	(40)	44%	(55)	124
Probable SB betters	23%	(70)	32%	(98)	45%	(137)	305
Believe betting is legal in their state	24%	(122)	27%	(138)	50%	(257)	517
Believe betting is illegal in their state	24%	(68)	23%	(65)	53%	(150)	282
Non-sports fans	21%	(48)	15%	(35)	64%	(149)	232
Gen Z sports fans	22%	(28)	31%	(40)	48%	(62)	130
Millennial sports fans	20%	(67)	32%	(105)	48%	(160)	332
Gen X sports fans	24%	(72)	23%	(70)	52%	(157)	300
Boomer sports fans	19%	(73)	23%	(87)	57%	(217)	377
Sports fans 18-34	23%	(73)	32%	(103)	46%	(147)	323
Sports fans 35-44	19%	(37)	29%	(57)	52%	(101)	195
Sports fans 45-64	23%	(98)	23%	(98)	55%	(236)	432
Sports fans 65+	14%	(34)	22%	(52)	64%	(153)	239
Occasional sports betters	20%	(32)	23%	(37)	56%	(88)	157
Non-sports betters	20%	(208)	22%	(238)	58%	(617)	1063
In legal betting states	24%	(116)	22%	(109)	54%	(265)	490
Outside legal betting states	19%	(175)	25%	(235)	56%	(521)	931
Sports fan In legal betting states 21+	26%	(109)	22%	(93)	52%	(215)	416
Sports fan Outside legal betting states 21+	17%	(120)	27%	(194)	56%	(395)	710

Continued on next page

**Table MCSP33\_3:** *And to what extent are the following a reason why you would like that team to win?*

*I don't like the other team*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	20%	(291)	24%	(345)	55%	(785)	1421
Likely SB viewer In legal betting states 21+	25%	(95)	23%	(88)	52%	(202)	385
Likely SB viewer Outside legal betting states 21+	18%	(122)	27%	(181)	56%	(380)	683

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

**Table MCSP33\_4:** And to what extent are the following a reason why you would like that team to win?  
I like a specific player on that team

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	32%	(453)	26%	(365)	42%	(603)	1421
Gender: Male	36%	(283)	26%	(200)	38%	(293)	775
Gender: Female	26%	(170)	26%	(166)	48%	(310)	646
Age: 18-34	35%	(136)	31%	(122)	33%	(129)	388
Age: 35-44	30%	(69)	27%	(61)	43%	(98)	228
Age: 45-64	27%	(135)	22%	(111)	51%	(261)	508
Age: 65+	38%	(112)	24%	(71)	38%	(114)	298
GenZers: 1997-2012	31%	(50)	38%	(61)	31%	(49)	160
Millennials: 1981-1996	37%	(144)	26%	(102)	37%	(145)	391
GenXers: 1965-1980	25%	(87)	23%	(81)	52%	(182)	351
Baby Boomers: 1946-1964	32%	(149)	23%	(109)	45%	(207)	465
PID: Dem (no lean)	34%	(209)	26%	(161)	40%	(248)	619
PID: Ind (no lean)	26%	(101)	26%	(99)	48%	(186)	386
PID: Rep (no lean)	34%	(143)	25%	(105)	41%	(169)	417
PID/Gender: Dem Men	40%	(128)	27%	(88)	33%	(106)	323
PID/Gender: Dem Women	27%	(81)	25%	(73)	48%	(142)	296
PID/Gender: Ind Men	29%	(61)	26%	(54)	45%	(95)	210
PID/Gender: Ind Women	23%	(40)	26%	(45)	52%	(90)	175
PID/Gender: Rep Men	39%	(94)	24%	(57)	38%	(91)	242
PID/Gender: Rep Women	28%	(49)	27%	(47)	45%	(78)	174
Ideo: Liberal (1-3)	38%	(168)	21%	(94)	42%	(186)	449
Ideo: Moderate (4)	28%	(115)	30%	(123)	43%	(178)	417
Ideo: Conservative (5-7)	34%	(156)	24%	(107)	42%	(190)	452
Educ: < College	28%	(259)	27%	(253)	45%	(418)	930
Educ: Bachelors degree	36%	(113)	21%	(64)	43%	(133)	310
Educ: Post-grad	45%	(81)	26%	(48)	29%	(52)	181
Income: Under 50k	28%	(205)	25%	(177)	47%	(338)	720
Income: 50k-100k	33%	(156)	28%	(133)	38%	(179)	467
Income: 100k+	40%	(92)	24%	(55)	37%	(86)	233
Ethnicity: White	32%	(365)	25%	(285)	42%	(480)	1130
Ethnicity: Hispanic	36%	(81)	30%	(67)	35%	(78)	227
Ethnicity: Black	30%	(51)	25%	(42)	44%	(74)	167

Continued on next page

**Table MCSP33\_4:** *And to what extent are the following a reason why you would like that team to win?  
I like a specific player on that team*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	32%	(453)	26%	(365)	42%	(603)	1421
Ethnicity: Other	30%	(38)	31%	(38)	39%	(48)	124
All Christian	34%	(226)	24%	(157)	42%	(277)	660
All Non-Christian	41%	(39)	25%	(24)	34%	(32)	95
Atheist	35%	(23)	29%	(19)	36%	(24)	66
Agnostic/Nothing in particular	26%	(89)	28%	(96)	46%	(156)	341
Something Else	30%	(77)	27%	(70)	44%	(114)	260
Religious Non-Protestant/Catholic	41%	(43)	23%	(25)	36%	(38)	106
Evangelical	33%	(121)	25%	(94)	42%	(153)	368
Non-Evangelical	33%	(174)	24%	(131)	43%	(229)	534
Community: Urban	36%	(148)	26%	(107)	37%	(150)	405
Community: Suburban	30%	(202)	27%	(181)	43%	(294)	677
Community: Rural	30%	(103)	23%	(77)	47%	(159)	339
Employ: Private Sector	35%	(155)	27%	(119)	38%	(169)	444
Employ: Government	50%	(42)	22%	(18)	28%	(24)	84
Employ: Self-Employed	38%	(40)	24%	(25)	38%	(39)	104
Employ: Homemaker	19%	(20)	31%	(32)	50%	(53)	105
Employ: Student	26%	(16)	37%	(23)	37%	(23)	62
Employ: Retired	33%	(113)	22%	(77)	45%	(154)	343
Employ: Unemployed	27%	(52)	24%	(46)	49%	(95)	194
Employ: Other	18%	(15)	28%	(24)	54%	(46)	85
Military HH: Yes	35%	(85)	26%	(64)	40%	(97)	246
Military HH: No	31%	(368)	26%	(301)	43%	(506)	1175
RD/WT: Right Direction	35%	(218)	28%	(175)	37%	(227)	620
RD/WT: Wrong Track	29%	(235)	24%	(191)	47%	(376)	801
Biden Job Approve	33%	(289)	26%	(229)	41%	(364)	882
Biden Job Disapprove	30%	(131)	24%	(104)	46%	(202)	437
Biden Job Strongly Approve	34%	(192)	25%	(141)	40%	(226)	558
Biden Job Somewhat Approve	30%	(97)	27%	(89)	43%	(139)	324
Biden Job Somewhat Disapprove	30%	(39)	24%	(31)	46%	(59)	129
Biden Job Strongly Disapprove	30%	(93)	24%	(73)	46%	(143)	308

Continued on next page

**Table MCSP33\_4:** *And to what extent are the following a reason why you would like that team to win?  
I like a specific player on that team*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	32%	(453)	26%	(365)	42%	(603)	1421
Favorable of Biden	34%	(308)	24%	(221)	41%	(375)	904
Unfavorable of Biden	30%	(138)	27%	(124)	44%	(204)	467
Very Favorable of Biden	36%	(203)	23%	(132)	40%	(228)	562
Somewhat Favorable of Biden	31%	(105)	26%	(89)	43%	(147)	342
Somewhat Unfavorable of Biden	34%	(41)	29%	(35)	37%	(45)	122
Very Unfavorable of Biden	28%	(97)	26%	(88)	46%	(159)	345
#1 Issue: Economy	35%	(203)	23%	(135)	42%	(245)	584
#1 Issue: Security	22%	(38)	39%	(68)	39%	(70)	176
#1 Issue: Health Care	29%	(73)	27%	(68)	43%	(107)	249
#1 Issue: Medicare / Social Security	31%	(48)	21%	(32)	48%	(74)	155
#1 Issue: Women's Issues	18%	(10)	27%	(15)	55%	(30)	54
#1 Issue: Education	38%	(22)	30%	(17)	32%	(19)	58
#1 Issue: Energy	42%	(23)	27%	(15)	32%	(17)	55
#1 Issue: Other	39%	(34)	16%	(14)	46%	(41)	89
2020 Vote: Joe Biden	34%	(253)	25%	(185)	40%	(297)	735
2020 Vote: Donald Trump	31%	(137)	24%	(107)	45%	(200)	445
2020 Vote: Didn't Vote	25%	(51)	32%	(66)	43%	(89)	206
2018 House Vote: Democrat	33%	(176)	26%	(137)	41%	(221)	533
2018 House Vote: Republican	33%	(123)	22%	(84)	45%	(168)	375
2016 Vote: Hillary Clinton	32%	(163)	27%	(137)	42%	(216)	516
2016 Vote: Donald Trump	33%	(136)	22%	(88)	45%	(185)	410
2016 Vote: Other	37%	(27)	16%	(11)	47%	(34)	72
2016 Vote: Didn't Vote	30%	(127)	30%	(129)	40%	(168)	423
Voted in 2014: Yes	32%	(267)	24%	(202)	44%	(365)	835
Voted in 2014: No	32%	(186)	28%	(163)	41%	(238)	587
4-Region: Northeast	33%	(76)	29%	(67)	39%	(91)	234
4-Region: Midwest	28%	(88)	26%	(80)	46%	(143)	310
4-Region: South	27%	(141)	28%	(144)	45%	(236)	522
4-Region: West	42%	(147)	21%	(74)	38%	(133)	355
Sports fan	33%	(397)	27%	(316)	40%	(475)	1189
Avid sports fan	44%	(192)	26%	(115)	30%	(129)	436

Continued on next page

**Table MCSP33\_4:** *And to what extent are the following a reason why you would like that team to win?  
I like a specific player on that team*

Demographic	Major reason		Minor reason		Not a reason at all	Total N
Adults	32%	(453)	26%	(365)	42% (603)	1421
Casual sports fan	27%	(205)	27%	(202)	46% (346)	753
Football fan	34%	(396)	26%	(306)	40% (466)	1168
Avid football fan	42%	(238)	26%	(149)	31% (177)	564
Casual football fan	26%	(158)	26%	(157)	48% (288)	603
NFL fan	34%	(392)	27%	(308)	39% (441)	1141
Avid NFL fan	43%	(238)	26%	(145)	31% (173)	557
Casual NFL fan	26%	(154)	28%	(163)	46% (268)	584
Watched SB last year	38%	(366)	28%	(271)	34% (328)	966
Didn't watch SB last year	19%	(87)	21%	(94)	60% (274)	455
OK brands get political	34%	(190)	28%	(158)	37% (207)	555
Not OK brands get political	32%	(235)	23%	(168)	45% (332)	734
OK social justice	35%	(318)	27%	(243)	39% (352)	912
Not OK social justice	28%	(108)	24%	(90)	48% (182)	381
Likely SB viewer	35%	(390)	27%	(307)	38% (426)	1124
Unlikely SB viewer	23%	(59)	19%	(49)	59% (155)	263
More likely to watch SB this year	42%	(210)	27%	(136)	31% (154)	500
Less likely to watch SB this year	17%	(39)	26%	(58)	57% (129)	227
Likely host/attend SB party	41%	(138)	32%	(107)	28% (94)	339
Unlikely host/attend SB party	30%	(306)	23%	(239)	47% (486)	1031
Watch SB for game	38%	(288)	27%	(204)	36% (275)	767
Watch SB for halftime	29%	(51)	33%	(57)	38% (66)	173
Watch SB for ads	31%	(46)	24%	(36)	45% (68)	150
SB more political	32%	(187)	29%	(170)	40% (236)	593
SB less political	42%	(109)	22%	(56)	36% (93)	259
Typically host/attend SB party	39%	(177)	32%	(146)	30% (136)	459
Typically do not host/attend SB party	29%	(276)	23%	(220)	48% (467)	962
Usually pays a lot/some attn to ads	34%	(386)	26%	(293)	41% (470)	1149
Usually pays not much/no attn to ads	25%	(67)	26%	(72)	49% (133)	272
Plan to pay a lot/some attn to ads	35%	(372)	26%	(282)	39% (418)	1072
Plan to pay not much/no attn to ads	23%	(81)	24%	(84)	53% (185)	349
Pro football fav sport	39%	(212)	25%	(134)	36% (196)	541

Continued on next page



**Table MCSP33\_4:** *And to what extent are the following a reason why you would like that team to win?  
I like a specific player on that team*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	32%	(453)	26%	(365)	42%	(603)	1421
Fav NFL	35%	(361)	27%	(280)	38%	(387)	1028
Unfav NFL	26%	(75)	23%	(66)	51%	(145)	285
Fav Goodell	37%	(166)	32%	(143)	31%	(136)	444
Unfav Goodell	39%	(153)	23%	(90)	38%	(152)	394
Fav Chiefs	38%	(343)	27%	(245)	34%	(308)	896
Fav Buccaneers	39%	(287)	28%	(205)	33%	(245)	737
Chiefs fan	29%	(241)	25%	(211)	46%	(377)	828
Buccaneers fan	36%	(212)	26%	(154)	38%	(226)	593
Frequent sports betters	50%	(45)	32%	(28)	19%	(17)	90
Regular sports betters	47%	(94)	33%	(67)	20%	(40)	202
Frequent NFL betters	52%	(53)	26%	(27)	22%	(22)	102
Regular NFL betters	50%	(106)	32%	(69)	18%	(39)	213
Definite SB betters	48%	(59)	30%	(37)	22%	(28)	124
Probable SB betters	45%	(136)	32%	(97)	23%	(71)	305
Believe betting is legal in their state	35%	(182)	28%	(146)	37%	(189)	517
Believe betting is illegal in their state	40%	(112)	22%	(61)	39%	(110)	282
Non-sports fans	24%	(56)	21%	(49)	55%	(128)	232
Gen Z sports fans	34%	(44)	34%	(44)	32%	(42)	130
Millennial sports fans	38%	(125)	27%	(90)	35%	(117)	332
Gen X sports fans	27%	(81)	24%	(73)	49%	(146)	300
Boomer sports fans	33%	(126)	26%	(98)	40%	(152)	377
Sports fans 18-34	37%	(119)	30%	(96)	33%	(108)	323
Sports fans 35-44	31%	(61)	30%	(57)	39%	(77)	195
Sports fans 45-64	29%	(124)	22%	(97)	49%	(211)	432
Sports fans 65+	39%	(94)	27%	(65)	33%	(80)	239
Occasional sports betters	32%	(50)	34%	(53)	34%	(54)	157
Non-sports betters	29%	(309)	23%	(245)	48%	(509)	1063
In legal betting states	30%	(145)	25%	(124)	45%	(222)	490
Outside legal betting states	33%	(308)	26%	(242)	41%	(381)	931
Sports fan In legal betting states 21+	31%	(128)	27%	(111)	43%	(178)	416
Sports fan Outside legal betting states 21+	35%	(246)	26%	(187)	39%	(277)	710

Continued on next page

**Table MCSP33\_4:** *And to what extent are the following a reason why you would like that team to win?*  
*I like a specific player on that team*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	32%	(453)	26%	(365)	42%	(603)	1421
Likely SB viewer In legal betting states 21+	31%	(121)	26%	(102)	42%	(163)	385
Likely SB viewer Outside legal betting states 21+	36%	(248)	28%	(189)	36%	(246)	683

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

**Table MCSP33\_5:** *And to what extent are the following a reason why you would like that team to win?*  
*I like that team's colors*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	9%	(133)	20%	(280)	71%	(1009)	1421
Gender: Male	11%	(82)	20%	(152)	70%	(542)	775
Gender: Female	8%	(51)	20%	(128)	72%	(467)	646
Age: 18-34	19%	(74)	27%	(104)	54%	(209)	388
Age: 35-44	12%	(26)	26%	(59)	63%	(143)	228
Age: 45-64	5%	(24)	14%	(71)	81%	(412)	508
Age: 65+	3%	(8)	15%	(45)	82%	(245)	298
GenZers: 1997-2012	24%	(38)	35%	(55)	42%	(66)	160
Millennials: 1981-1996	15%	(59)	25%	(98)	60%	(235)	391
GenXers: 1965-1980	5%	(18)	15%	(51)	80%	(281)	351
Baby Boomers: 1946-1964	4%	(17)	15%	(68)	82%	(380)	465
PID: Dem (no lean)	14%	(84)	21%	(129)	66%	(406)	619
PID: Ind (no lean)	4%	(17)	19%	(72)	77%	(297)	386
PID: Rep (no lean)	8%	(32)	19%	(79)	73%	(306)	417
PID/Gender: Dem Men	17%	(55)	22%	(72)	61%	(196)	323
PID/Gender: Dem Women	10%	(29)	19%	(58)	71%	(210)	296
PID/Gender: Ind Men	4%	(9)	17%	(35)	79%	(166)	210
PID/Gender: Ind Women	4%	(8)	21%	(37)	75%	(131)	175
PID/Gender: Rep Men	7%	(18)	19%	(45)	74%	(179)	242
PID/Gender: Rep Women	8%	(15)	19%	(33)	72%	(126)	174
Ideo: Liberal (1-3)	14%	(61)	17%	(77)	69%	(311)	449
Ideo: Moderate (4)	10%	(41)	21%	(89)	69%	(286)	417
Ideo: Conservative (5-7)	7%	(31)	21%	(93)	73%	(328)	452
Educ: < College	9%	(85)	20%	(186)	71%	(659)	930
Educ: Bachelors degree	6%	(17)	19%	(60)	75%	(233)	310
Educ: Post-grad	17%	(31)	18%	(33)	65%	(117)	181
Income: Under 50k	9%	(68)	20%	(144)	70%	(508)	720
Income: 50k-100k	9%	(44)	18%	(85)	73%	(339)	467
Income: 100k+	9%	(20)	22%	(51)	69%	(162)	233
Ethnicity: White	8%	(86)	19%	(217)	73%	(827)	1130
Ethnicity: Hispanic	14%	(31)	30%	(68)	56%	(127)	227
Ethnicity: Black	18%	(29)	21%	(35)	61%	(102)	167

Continued on next page

**Table MCSP33\_5:** *And to what extent are the following a reason why you would like that team to win?  
I like that team's colors*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	9%	(133)	20%	(280)	71%	(1009)	1421
Ethnicity: Other	14%	(17)	22%	(28)	64%	(80)	124
All Christian	7%	(46)	19%	(122)	75%	(492)	660
All Non-Christian	30%	(28)	19%	(18)	51%	(49)	95
Atheist	13%	(8)	22%	(14)	65%	(43)	66
Agnostic/Nothing in particular	7%	(24)	18%	(62)	75%	(255)	341
Something Else	10%	(27)	24%	(64)	65%	(170)	260
Religious Non-Protestant/Catholic	26%	(28)	18%	(20)	55%	(58)	106
Evangelical	11%	(41)	23%	(85)	66%	(242)	368
Non-Evangelical	6%	(30)	18%	(96)	76%	(407)	534
Community: Urban	17%	(67)	22%	(91)	61%	(247)	405
Community: Suburban	7%	(46)	19%	(129)	74%	(502)	677
Community: Rural	6%	(19)	18%	(60)	77%	(260)	339
Employ: Private Sector	12%	(53)	23%	(102)	65%	(289)	444
Employ: Government	10%	(9)	26%	(21)	64%	(54)	84
Employ: Self-Employed	18%	(19)	18%	(19)	63%	(66)	104
Employ: Homemaker	7%	(8)	20%	(21)	72%	(76)	105
Employ: Student	19%	(12)	28%	(17)	54%	(33)	62
Employ: Retired	4%	(12)	13%	(44)	84%	(287)	343
Employ: Unemployed	10%	(19)	20%	(38)	71%	(137)	194
Employ: Other	2%	(2)	20%	(18)	78%	(66)	85
Military HH: Yes	7%	(18)	23%	(56)	70%	(172)	246
Military HH: No	10%	(114)	19%	(224)	71%	(837)	1175
RD/WT: Right Direction	14%	(85)	21%	(133)	65%	(402)	620
RD/WT: Wrong Track	6%	(48)	18%	(147)	76%	(607)	801
Biden Job Approve	11%	(101)	20%	(180)	68%	(602)	882
Biden Job Disapprove	7%	(29)	19%	(83)	74%	(325)	437
Biden Job Strongly Approve	14%	(77)	19%	(109)	67%	(372)	558
Biden Job Somewhat Approve	7%	(24)	22%	(71)	71%	(229)	324
Biden Job Somewhat Disapprove	4%	(5)	19%	(25)	77%	(99)	129
Biden Job Strongly Disapprove	8%	(24)	19%	(58)	73%	(226)	308

Continued on next page

**Table MCSP33\_5:** *And to what extent are the following a reason why you would like that team to win?  
I like that team's colors*

Demographic	Major reason		Minor reason		Not a reason at all	Total N
Adults	9%	(133)	20%	(280)	71% (1009)	1421
Favorable of Biden	12%	(106)	20%	(182)	68% (616)	904
Unfavorable of Biden	5%	(23)	18%	(86)	77% (358)	467
Very Favorable of Biden	15%	(86)	19%	(104)	66% (372)	562
Somewhat Favorable of Biden	6%	(20)	23%	(78)	71% (244)	342
Somewhat Unfavorable of Biden	4%	(5)	19%	(23)	77% (94)	122
Very Unfavorable of Biden	5%	(17)	18%	(63)	77% (264)	345
#1 Issue: Economy	8%	(48)	19%	(110)	73% (425)	584
#1 Issue: Security	11%	(20)	26%	(46)	63% (111)	176
#1 Issue: Health Care	8%	(20)	21%	(52)	71% (178)	249
#1 Issue: Medicare / Social Security	4%	(6)	20%	(32)	76% (118)	155
#1 Issue: Women's Issues	19%	(10)	19%	(11)	61% (33)	54
#1 Issue: Education	20%	(12)	19%	(11)	61% (36)	58
#1 Issue: Energy	16%	(9)	18%	(10)	66% (36)	55
#1 Issue: Other	9%	(8)	10%	(9)	81% (71)	89
2020 Vote: Joe Biden	12%	(86)	19%	(141)	69% (507)	735
2020 Vote: Donald Trump	6%	(26)	18%	(82)	76% (336)	445
2020 Vote: Didn't Vote	9%	(19)	23%	(47)	68% (140)	206
2018 House Vote: Democrat	11%	(57)	18%	(97)	71% (379)	533
2018 House Vote: Republican	7%	(26)	17%	(64)	76% (285)	375
2016 Vote: Hillary Clinton	8%	(43)	19%	(99)	72% (374)	516
2016 Vote: Donald Trump	6%	(24)	18%	(72)	76% (313)	410
2016 Vote: Other	1%	(1)	11%	(8)	88% (64)	72
2016 Vote: Didn't Vote	15%	(64)	24%	(101)	61% (258)	423
Voted in 2014: Yes	7%	(56)	18%	(148)	76% (631)	835
Voted in 2014: No	13%	(77)	23%	(132)	64% (378)	587
4-Region: Northeast	7%	(16)	20%	(47)	73% (172)	234
4-Region: Midwest	10%	(30)	15%	(47)	75% (233)	310
4-Region: South	9%	(45)	21%	(110)	70% (367)	522
4-Region: West	12%	(42)	22%	(76)	67% (236)	355
Sports fan	10%	(116)	20%	(241)	70% (832)	1189
Avid sports fan	13%	(56)	23%	(101)	64% (278)	436

Continued on next page

**Table MCSP33\_5:** *And to what extent are the following a reason why you would like that team to win?*

*I like that team's colors*

Demographic	Major reason		Minor reason		Not a reason at all	Total N
Adults	9%	(133)	20%	(280)	71% (1009)	1421
Casual sports fan	8%	(60)	19%	(140)	73% (553)	753
Football fan	10%	(115)	20%	(231)	70% (821)	1168
Avid football fan	13%	(75)	20%	(115)	66% (375)	564
Casual football fan	7%	(41)	19%	(116)	74% (446)	603
NFL fan	9%	(107)	20%	(224)	71% (810)	1141
Avid NFL fan	12%	(69)	19%	(107)	68% (381)	557
Casual NFL fan	7%	(38)	20%	(117)	74% (430)	584
Watched SB last year	11%	(104)	19%	(184)	70% (678)	966
Didn't watch SB last year	6%	(28)	21%	(96)	73% (331)	455
OK brands get political	16%	(89)	21%	(117)	63% (349)	555
Not OK brands get political	5%	(37)	18%	(133)	77% (565)	734
OK social justice	11%	(104)	20%	(186)	68% (622)	912
Not OK social justice	5%	(20)	19%	(74)	75% (287)	381
Likely SB viewer	10%	(115)	20%	(226)	70% (783)	1124
Unlikely SB viewer	7%	(18)	18%	(49)	75% (197)	263
More likely to watch SB this year	19%	(95)	25%	(127)	56% (278)	500
Less likely to watch SB this year	7%	(15)	24%	(53)	70% (158)	227
Likely host/attend SB party	23%	(76)	27%	(91)	51% (172)	339
Unlikely host/attend SB party	5%	(54)	18%	(182)	77% (795)	1031
Watch SB for game	9%	(69)	19%	(142)	72% (555)	767
Watch SB for halftime	14%	(24)	22%	(39)	64% (111)	173
Watch SB for ads	14%	(21)	23%	(35)	62% (93)	150
SB more political	13%	(76)	23%	(139)	64% (378)	593
SB less political	10%	(25)	23%	(60)	67% (174)	259
Typically host/attend SB party	17%	(80)	23%	(106)	60% (273)	459
Typically do not host/attend SB party	5%	(52)	18%	(174)	76% (736)	962
Usually pays a lot/some attn to ads	10%	(111)	20%	(227)	71% (811)	1149
Usually pays not much/no attn to ads	8%	(22)	19%	(53)	73% (198)	272
Plan to pay a lot/some attn to ads	10%	(111)	21%	(228)	68% (733)	1072
Plan to pay not much/no attn to ads	6%	(21)	15%	(52)	79% (276)	349
Pro football fav sport	15%	(79)	19%	(102)	67% (361)	541

Continued on next page

**Table MCSP33\_5:** *And to what extent are the following a reason why you would like that team to win?*  
*I like that team's colors*

Demographic	Major reason		Minor reason		Not a reason at all	Total N
Adults	9%	(133)	20%	(280)	71% (1009)	1421
Fav NFL	11%	(110)	21%	(211)	69% (707)	1028
Unfav NFL	6%	(17)	19%	(55)	75% (214)	285
Fav Goodell	11%	(48)	26%	(117)	63% (279)	444
Unfav Goodell	11%	(45)	13%	(52)	76% (298)	394
Fav Chiefs	10%	(94)	21%	(188)	69% (615)	896
Fav Buccaneers	11%	(79)	22%	(160)	67% (497)	737
Chiefs fan	9%	(76)	21%	(174)	70% (579)	828
Buccaneers fan	10%	(57)	18%	(106)	73% (430)	593
Frequent sports betters	28%	(25)	24%	(22)	48% (43)	90
Regular sports betters	25%	(50)	31%	(62)	44% (90)	202
Frequent NFL betters	24%	(24)	24%	(25)	51% (52)	102
Regular NFL betters	24%	(51)	27%	(58)	49% (104)	213
Definite SB betters	27%	(33)	28%	(35)	45% (56)	124
Probable SB betters	21%	(65)	29%	(87)	50% (153)	305
Believe betting is legal in their state	14%	(70)	24%	(125)	62% (322)	517
Believe betting is illegal in their state	9%	(24)	16%	(44)	76% (214)	282
Non-sports fans	7%	(17)	17%	(39)	76% (177)	232
Gen Z sports fans	25%	(32)	33%	(43)	43% (56)	130
Millennial sports fans	16%	(55)	25%	(84)	58% (193)	332
Gen X sports fans	5%	(16)	14%	(43)	80% (241)	300
Boomer sports fans	4%	(13)	17%	(64)	79% (300)	377
Sports fans 18-34	20%	(66)	25%	(82)	54% (175)	323
Sports fans 35-44	12%	(24)	28%	(54)	60% (117)	195
Sports fans 45-64	5%	(21)	15%	(63)	81% (349)	432
Sports fans 65+	2%	(5)	18%	(42)	80% (191)	239
Occasional sports betters	6%	(10)	20%	(31)	74% (116)	157
Non-sports betters	7%	(73)	18%	(187)	76% (803)	1063
In legal betting states	10%	(49)	17%	(82)	73% (360)	490
Outside legal betting states	9%	(84)	21%	(198)	70% (649)	931
Sports fan In legal betting states 21+	10%	(42)	18%	(73)	72% (301)	416
Sports fan Outside legal betting states 21+	8%	(56)	21%	(151)	71% (503)	710

Continued on next page

**Table MCSP33\_5:** *And to what extent are the following a reason why you would like that team to win?*

*I like that team's colors*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	9%	(133)	20%	(280)	71%	(1009)	1421
Likely SB viewer In legal betting states 21+	10%	(40)	17%	(64)	73%	(281)	385
Likely SB viewer Outside legal betting states 21+	8%	(55)	22%	(148)	70%	(479)	683

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



**Table MCSP33\_6:** *And to what extent are the following a reason why you would like that team to win?*  
*I like that team's mascot*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	8%	(113)	18%	(258)	74%	(1051)	1421
Gender: Male	9%	(69)	17%	(128)	75%	(578)	775
Gender: Female	7%	(44)	20%	(129)	73%	(473)	646
Age: 18-34	14%	(52)	30%	(118)	56%	(217)	388
Age: 35-44	13%	(31)	25%	(57)	62%	(141)	228
Age: 45-64	4%	(21)	10%	(49)	86%	(437)	508
Age: 65+	3%	(8)	11%	(34)	86%	(256)	298
GenZers: 1997-2012	16%	(26)	37%	(58)	47%	(76)	160
Millennials: 1981-1996	14%	(53)	27%	(106)	59%	(232)	391
GenXers: 1965-1980	5%	(18)	11%	(38)	84%	(295)	351
Baby Boomers: 1946-1964	3%	(15)	11%	(50)	86%	(400)	465
PID: Dem (no lean)	12%	(74)	21%	(130)	67%	(416)	619
PID: Ind (no lean)	2%	(8)	17%	(64)	81%	(314)	386
PID: Rep (no lean)	7%	(31)	15%	(64)	77%	(321)	417
PID/Gender: Dem Men	15%	(47)	21%	(68)	64%	(207)	323
PID/Gender: Dem Women	9%	(26)	21%	(61)	70%	(208)	296
PID/Gender: Ind Men	3%	(6)	12%	(25)	85%	(179)	210
PID/Gender: Ind Women	1%	(2)	22%	(39)	77%	(135)	175
PID/Gender: Rep Men	6%	(15)	15%	(36)	79%	(191)	242
PID/Gender: Rep Women	9%	(16)	17%	(29)	75%	(130)	174
Ideo: Liberal (1-3)	11%	(49)	21%	(93)	68%	(307)	449
Ideo: Moderate (4)	7%	(30)	18%	(74)	75%	(313)	417
Ideo: Conservative (5-7)	7%	(33)	16%	(74)	76%	(346)	452
Educ: < College	7%	(63)	19%	(175)	74%	(692)	930
Educ: Bachelors degree	7%	(21)	15%	(46)	79%	(244)	310
Educ: Post-grad	16%	(29)	21%	(37)	63%	(115)	181
Income: Under 50k	7%	(48)	20%	(145)	73%	(528)	720
Income: 50k-100k	7%	(33)	17%	(78)	76%	(356)	467
Income: 100k+	13%	(31)	15%	(36)	71%	(166)	233
Ethnicity: White	7%	(81)	17%	(190)	76%	(859)	1130
Ethnicity: Hispanic	13%	(31)	32%	(72)	55%	(124)	227
Ethnicity: Black	12%	(21)	20%	(33)	68%	(113)	167

Continued on next page

**Table MCSP33\_6:** *And to what extent are the following a reason why you would like that team to win?  
I like that team's mascot*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	8%	(113)	18%	(258)	74%	(1051)	1421
Ethnicity: Other	9%	(11)	28%	(35)	63%	(79)	124
All Christian	8%	(54)	15%	(99)	77%	(507)	660
All Non-Christian	13%	(12)	34%	(32)	54%	(51)	95
Atheist	11%	(7)	14%	(9)	74%	(49)	66
Agnostic/Nothing in particular	5%	(19)	17%	(57)	78%	(265)	341
Something Else	8%	(21)	23%	(60)	69%	(179)	260
Religious Non-Protestant/Catholic	12%	(13)	32%	(34)	56%	(60)	106
Evangelical	12%	(45)	21%	(77)	67%	(245)	368
Non-Evangelical	5%	(28)	15%	(77)	80%	(429)	534
Community: Urban	15%	(62)	22%	(89)	63%	(254)	405
Community: Suburban	5%	(31)	17%	(116)	78%	(529)	677
Community: Rural	6%	(19)	15%	(52)	79%	(267)	339
Employ: Private Sector	12%	(54)	19%	(86)	68%	(304)	444
Employ: Government	8%	(6)	25%	(21)	67%	(56)	84
Employ: Self-Employed	9%	(9)	25%	(26)	66%	(69)	104
Employ: Homemaker	6%	(7)	15%	(16)	78%	(82)	105
Employ: Student	15%	(9)	28%	(18)	56%	(35)	62
Employ: Retired	3%	(9)	11%	(38)	86%	(296)	343
Employ: Unemployed	7%	(15)	21%	(40)	72%	(139)	194
Employ: Other	4%	(3)	16%	(14)	81%	(69)	85
Military HH: Yes	4%	(11)	20%	(48)	76%	(187)	246
Military HH: No	9%	(102)	18%	(209)	74%	(864)	1175
RD/WT: Right Direction	14%	(85)	21%	(132)	65%	(402)	620
RD/WT: Wrong Track	3%	(27)	16%	(126)	81%	(648)	801
Biden Job Approve	11%	(94)	20%	(175)	70%	(614)	882
Biden Job Disapprove	4%	(18)	15%	(65)	81%	(355)	437
Biden Job Strongly Approve	13%	(74)	20%	(113)	67%	(371)	558
Biden Job Somewhat Approve	6%	(20)	19%	(62)	75%	(242)	324
Biden Job Somewhat Disapprove	4%	(6)	15%	(20)	80%	(103)	129
Biden Job Strongly Disapprove	4%	(13)	14%	(45)	81%	(251)	308

Continued on next page

**Table MCSP33\_6:** *And to what extent are the following a reason why you would like that team to win?*

*I like that team's mascot*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	8%	(113)	18%	(258)	74%	(1051)	1421
Favorable of Biden	10%	(87)	21%	(186)	70%	(631)	904
Unfavorable of Biden	5%	(24)	13%	(61)	82%	(382)	467
Very Favorable of Biden	13%	(70)	21%	(121)	66%	(371)	562
Somewhat Favorable of Biden	5%	(17)	19%	(65)	76%	(260)	342
Somewhat Unfavorable of Biden	5%	(6)	15%	(18)	80%	(98)	122
Very Unfavorable of Biden	5%	(19)	12%	(42)	82%	(284)	345
#1 Issue: Economy	6%	(38)	19%	(109)	75%	(437)	584
#1 Issue: Security	11%	(19)	18%	(31)	72%	(126)	176
#1 Issue: Health Care	7%	(16)	21%	(53)	72%	(180)	249
#1 Issue: Medicare / Social Security	1%	(1)	14%	(22)	85%	(132)	155
#1 Issue: Women's Issues	18%	(10)	19%	(10)	64%	(35)	54
#1 Issue: Education	17%	(10)	20%	(12)	63%	(37)	58
#1 Issue: Energy	12%	(7)	17%	(9)	71%	(39)	55
#1 Issue: Other	14%	(12)	12%	(11)	74%	(66)	89
2020 Vote: Joe Biden	9%	(68)	20%	(151)	70%	(516)	735
2020 Vote: Donald Trump	6%	(28)	13%	(59)	81%	(358)	445
2020 Vote: Didn't Vote	8%	(16)	19%	(40)	73%	(150)	206
2018 House Vote: Democrat	9%	(50)	17%	(93)	73%	(391)	533
2018 House Vote: Republican	6%	(22)	12%	(46)	82%	(307)	375
2016 Vote: Hillary Clinton	9%	(45)	17%	(89)	74%	(381)	516
2016 Vote: Donald Trump	5%	(21)	13%	(54)	82%	(335)	410
2016 Vote: Other	2%	(1)	14%	(10)	84%	(61)	72
2016 Vote: Didn't Vote	11%	(45)	25%	(105)	65%	(274)	423
Voted in 2014: Yes	7%	(57)	14%	(118)	79%	(659)	835
Voted in 2014: No	9%	(55)	24%	(139)	67%	(392)	587
4-Region: Northeast	7%	(15)	14%	(33)	80%	(186)	234
4-Region: Midwest	9%	(28)	15%	(46)	76%	(237)	310
4-Region: South	5%	(27)	20%	(104)	75%	(390)	522
4-Region: West	12%	(42)	21%	(75)	67%	(237)	355
Sports fan	9%	(103)	18%	(218)	73%	(867)	1189
Avid sports fan	12%	(53)	17%	(75)	71%	(308)	436

Continued on next page

**Table MCSP33\_6:** *And to what extent are the following a reason why you would like that team to win?*

*I like that team's mascot*

Demographic	Major reason		Minor reason		Not a reason at all	Total N
Adults	8%	(113)	18%	(258)	74% (1051)	1421
Casual sports fan	7%	(50)	19%	(143)	74% (560)	753
Football fan	9%	(100)	18%	(209)	74% (859)	1168
Avid football fan	12%	(70)	18%	(99)	70% (396)	564
Casual football fan	5%	(30)	18%	(110)	77% (463)	603
NFL fan	8%	(93)	18%	(210)	73% (838)	1141
Avid NFL fan	12%	(65)	17%	(97)	71% (396)	557
Casual NFL fan	5%	(28)	19%	(113)	76% (442)	584
Watched SB last year	10%	(93)	17%	(168)	73% (705)	966
Didn't watch SB last year	4%	(19)	20%	(90)	76% (346)	455
OK brands get political	14%	(78)	22%	(123)	64% (354)	555
Not OK brands get political	4%	(28)	16%	(117)	80% (589)	734
OK social justice	10%	(91)	21%	(196)	69% (626)	912
Not OK social justice	5%	(18)	12%	(47)	83% (316)	381
Likely SB viewer	9%	(105)	18%	(206)	72% (813)	1124
Unlikely SB viewer	3%	(7)	18%	(47)	79% (209)	263
More likely to watch SB this year	17%	(83)	27%	(135)	57% (283)	500
Less likely to watch SB this year	7%	(15)	16%	(36)	77% (175)	227
Likely host/attend SB party	20%	(67)	28%	(96)	52% (177)	339
Unlikely host/attend SB party	4%	(45)	15%	(153)	81% (833)	1031
Watch SB for game	9%	(67)	15%	(115)	76% (585)	767
Watch SB for halftime	13%	(22)	26%	(45)	61% (106)	173
Watch SB for ads	11%	(16)	26%	(39)	63% (95)	150
SB more political	12%	(72)	20%	(116)	68% (405)	593
SB less political	7%	(19)	28%	(74)	64% (167)	259
Typically host/attend SB party	13%	(61)	22%	(101)	65% (297)	459
Typically do not host/attend SB party	5%	(52)	16%	(157)	78% (753)	962
Usually pays a lot/some attn to ads	9%	(99)	19%	(213)	73% (837)	1149
Usually pays not much/no attn to ads	5%	(14)	16%	(45)	78% (213)	272
Plan to pay a lot/some attn to ads	9%	(99)	20%	(214)	71% (759)	1072
Plan to pay not much/no attn to ads	4%	(14)	13%	(44)	83% (292)	349
Pro football fav sport	12%	(64)	18%	(96)	70% (381)	541

Continued on next page

**Table MCSP33\_6:** And to what extent are the following a reason why you would like that team to win?

*I like that team's mascot*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	8%	(113)	18%	(258)	74%	(1051)	1421
Fav NFL	9%	(90)	20%	(206)	71%	(732)	1028
Unfav NFL	7%	(19)	14%	(40)	79%	(226)	285
Fav Goodell	10%	(46)	28%	(123)	62%	(275)	444
Unfav Goodell	9%	(37)	12%	(47)	79%	(311)	394
Fav Chiefs	9%	(82)	18%	(160)	73%	(654)	896
Fav Buccaneers	9%	(68)	21%	(151)	70%	(517)	737
Chiefs fan	9%	(76)	16%	(131)	75%	(622)	828
Buccaneers fan	6%	(37)	21%	(127)	72%	(429)	593
Frequent sports betters	34%	(31)	17%	(16)	49%	(44)	90
Regular sports betters	27%	(55)	26%	(53)	46%	(94)	202
Frequent NFL betters	26%	(27)	25%	(26)	48%	(49)	102
Regular NFL betters	26%	(56)	27%	(57)	47%	(100)	213
Definite SB betters	27%	(33)	28%	(34)	46%	(57)	124
Probable SB betters	22%	(66)	29%	(89)	49%	(150)	305
Believe betting is legal in their state	12%	(64)	21%	(110)	66%	(343)	517
Believe betting is illegal in their state	7%	(19)	19%	(54)	74%	(209)	282
Non-sports fans	4%	(10)	17%	(39)	79%	(183)	232
Gen Z sports fans	15%	(20)	37%	(49)	47%	(62)	130
Millennial sports fans	15%	(51)	27%	(88)	58%	(192)	332
Gen X sports fans	6%	(17)	11%	(33)	83%	(250)	300
Boomer sports fans	4%	(13)	12%	(44)	85%	(319)	377
Sports fans 18-34	14%	(46)	30%	(96)	56%	(181)	323
Sports fans 35-44	15%	(29)	26%	(51)	59%	(115)	195
Sports fans 45-64	5%	(21)	10%	(43)	85%	(368)	432
Sports fans 65+	3%	(7)	12%	(28)	85%	(204)	239
Occasional sports betters	4%	(7)	27%	(43)	68%	(107)	157
Non-sports betters	5%	(51)	15%	(162)	80%	(850)	1063
In legal betting states	9%	(42)	13%	(65)	78%	(383)	490
Outside legal betting states	8%	(70)	21%	(193)	72%	(668)	931
Sports fan In legal betting states 21+	9%	(37)	13%	(53)	78%	(326)	416
Sports fan Outside legal betting states 21+	7%	(51)	20%	(143)	73%	(516)	710

Continued on next page

**Table MCSP33\_6:** *And to what extent are the following a reason why you would like that team to win?*

*I like that team's mascot*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	8%	(113)	18%	(258)	74%	(1051)	1421
Likely SB viewer In legal betting states 21+	10%	(37)	13%	(50)	77%	(298)	385
Likely SB viewer Outside legal betting states 21+	8%	(52)	20%	(139)	72%	(492)	683

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

**Table MCSP34:** Which sport would you most want to play?

Demographic	Football		Soccer		Hockey		Baseball		Total N
Adults	27%	(594)	23%	(506)	10%	(225)	40%	(875)	2200
Gender: Male	34%	(363)	17%	(183)	9%	(100)	39%	(415)	1062
Gender: Female	20%	(231)	28%	(323)	11%	(124)	40%	(460)	1138
Age: 18-34	31%	(202)	31%	(204)	11%	(72)	27%	(177)	655
Age: 35-44	33%	(119)	22%	(79)	8%	(30)	36%	(129)	358
Age: 45-64	27%	(206)	20%	(147)	12%	(89)	41%	(309)	751
Age: 65+	15%	(66)	17%	(76)	8%	(33)	60%	(260)	436
GenZers: 1997-2012	28%	(84)	34%	(103)	10%	(31)	27%	(81)	299
Millennials: 1981-1996	34%	(203)	25%	(149)	10%	(61)	30%	(181)	595
GenXers: 1965-1980	29%	(159)	24%	(128)	12%	(64)	36%	(193)	542
Baby Boomers: 1946-1964	20%	(135)	17%	(115)	9%	(62)	54%	(373)	685
PID: Dem (no lean)	29%	(264)	26%	(234)	8%	(75)	36%	(323)	897
PID: Ind (no lean)	24%	(161)	23%	(158)	13%	(86)	40%	(271)	676
PID: Rep (no lean)	27%	(168)	18%	(114)	10%	(63)	45%	(281)	627
PID/Gender: Dem Men	40%	(163)	20%	(82)	5%	(22)	35%	(140)	407
PID/Gender: Dem Women	21%	(102)	31%	(153)	11%	(53)	37%	(183)	490
PID/Gender: Ind Men	28%	(91)	17%	(57)	13%	(43)	42%	(136)	327
PID/Gender: Ind Women	20%	(70)	29%	(101)	12%	(43)	39%	(135)	349
PID/Gender: Rep Men	33%	(109)	14%	(45)	11%	(35)	42%	(139)	327
PID/Gender: Rep Women	20%	(59)	23%	(70)	9%	(28)	48%	(142)	299
Ideo: Liberal (1-3)	24%	(155)	30%	(195)	12%	(76)	34%	(219)	645
Ideo: Moderate (4)	31%	(193)	19%	(118)	8%	(50)	42%	(260)	621
Ideo: Conservative (5-7)	25%	(171)	18%	(119)	11%	(71)	47%	(314)	675
Educ: < College	29%	(436)	22%	(338)	10%	(145)	39%	(593)	1512
Educ: Bachelors degree	21%	(95)	23%	(103)	13%	(58)	42%	(188)	444
Educ: Post-grad	26%	(63)	27%	(65)	9%	(22)	39%	(94)	244
Income: Under 50k	29%	(345)	22%	(261)	9%	(105)	41%	(487)	1198
Income: 50k-100k	23%	(158)	23%	(159)	13%	(86)	41%	(277)	680
Income: 100k+	28%	(91)	27%	(86)	10%	(33)	35%	(112)	322
Ethnicity: White	25%	(423)	22%	(385)	11%	(188)	42%	(726)	1722
Ethnicity: Hispanic	28%	(97)	31%	(107)	8%	(28)	34%	(118)	349
Ethnicity: Black	44%	(121)	21%	(57)	5%	(14)	30%	(83)	274
Ethnicity: Other	25%	(51)	31%	(64)	11%	(23)	33%	(67)	204

Continued on next page

**Table MCSP34:** Which sport would you most want to play?

Demographic	Football		Soccer		Hockey		Baseball		Total N
Adults	27%	(594)	23%	(506)	10%	(225)	40%	(875)	2200
All Christian	26%	(249)	20%	(200)	10%	(96)	44%	(431)	975
All Non-Christian	31%	(40)	20%	(25)	15%	(20)	34%	(43)	128
Atheist	20%	(22)	32%	(35)	15%	(17)	33%	(36)	110
Agnostic/Nothing in particular	26%	(156)	26%	(156)	10%	(62)	37%	(223)	598
Something Else	33%	(127)	23%	(90)	8%	(31)	37%	(143)	390
Religious Non-Protestant/Catholic	27%	(41)	21%	(32)	15%	(23)	37%	(55)	152
Evangelical	30%	(172)	22%	(123)	7%	(39)	41%	(236)	570
Non-Evangelical	26%	(198)	21%	(158)	11%	(80)	43%	(325)	761
Community: Urban	34%	(204)	23%	(140)	7%	(42)	36%	(213)	600
Community: Suburban	23%	(238)	23%	(240)	12%	(128)	42%	(431)	1037
Community: Rural	27%	(151)	22%	(127)	10%	(55)	41%	(231)	564
Employ: Private Sector	32%	(206)	25%	(161)	9%	(55)	34%	(218)	641
Employ: Government	29%	(38)	19%	(25)	9%	(12)	42%	(54)	128
Employ: Self-Employed	31%	(47)	20%	(30)	16%	(25)	34%	(51)	153
Employ: Homemaker	22%	(37)	25%	(41)	14%	(23)	39%	(65)	165
Employ: Student	22%	(27)	47%	(59)	12%	(15)	19%	(24)	124
Employ: Retired	19%	(98)	15%	(78)	9%	(46)	56%	(284)	506
Employ: Unemployed	26%	(87)	28%	(93)	10%	(32)	36%	(120)	332
Employ: Other	36%	(54)	14%	(20)	11%	(17)	39%	(59)	151
Military HH: Yes	24%	(83)	14%	(49)	11%	(36)	50%	(172)	341
Military HH: No	27%	(510)	25%	(457)	10%	(189)	38%	(703)	1859
RD/WT: Right Direction	29%	(261)	24%	(213)	9%	(78)	38%	(345)	897
RD/WT: Wrong Track	26%	(333)	22%	(293)	11%	(147)	41%	(531)	1303
Biden Job Approve	28%	(363)	26%	(328)	9%	(110)	38%	(482)	1282
Biden Job Disapprove	25%	(173)	17%	(116)	14%	(96)	45%	(313)	698
Biden Job Strongly Approve	29%	(235)	26%	(208)	9%	(68)	36%	(293)	804
Biden Job Somewhat Approve	27%	(128)	25%	(119)	9%	(41)	40%	(189)	478
Biden Job Somewhat Disapprove	26%	(50)	17%	(32)	13%	(25)	43%	(83)	191
Biden Job Strongly Disapprove	24%	(122)	17%	(84)	14%	(71)	45%	(230)	507
Favorable of Biden	29%	(377)	26%	(334)	9%	(112)	37%	(482)	1305
Unfavorable of Biden	23%	(178)	18%	(137)	13%	(96)	46%	(349)	759

Continued on next page



**Table MCSP34:** Which sport would you most want to play?

Demographic	Football		Soccer		Hockey		Baseball		Total N
Adults	27%	(594)	23%	(506)	10%	(225)	40%	(875)	2200
Very Favorable of Biden	30%	(237)	25%	(191)	8%	(63)	37%	(288)	780
Somewhat Favorable of Biden	27%	(140)	27%	(142)	9%	(48)	37%	(194)	525
Somewhat Unfavorable of Biden	24%	(47)	22%	(41)	13%	(25)	41%	(79)	192
Very Unfavorable of Biden	23%	(132)	17%	(95)	12%	(71)	48%	(270)	567
#1 Issue: Economy	32%	(277)	22%	(193)	10%	(86)	36%	(313)	868
#1 Issue: Security	20%	(54)	25%	(67)	13%	(35)	41%	(110)	267
#1 Issue: Health Care	24%	(98)	23%	(92)	12%	(47)	41%	(167)	404
#1 Issue: Medicare / Social Security	20%	(47)	17%	(41)	8%	(19)	54%	(128)	236
#1 Issue: Women's Issues	28%	(27)	35%	(33)	10%	(10)	27%	(26)	96
#1 Issue: Education	35%	(33)	31%	(30)	7%	(7)	27%	(26)	96
#1 Issue: Energy	29%	(24)	24%	(19)	10%	(8)	37%	(30)	81
#1 Issue: Other	22%	(34)	20%	(31)	8%	(12)	49%	(75)	152
2020 Vote: Joe Biden	30%	(311)	26%	(273)	9%	(99)	35%	(367)	1049
2020 Vote: Donald Trump	23%	(159)	17%	(118)	12%	(80)	48%	(329)	686
2020 Vote: Other	11%	(7)	18%	(11)	19%	(12)	51%	(32)	62
2020 Vote: Didn't Vote	29%	(117)	26%	(103)	8%	(34)	37%	(147)	401
2018 House Vote: Democrat	28%	(206)	23%	(174)	10%	(77)	38%	(284)	741
2018 House Vote: Republican	24%	(131)	16%	(89)	12%	(66)	48%	(268)	554
2018 House Vote: Someone else	16%	(8)	13%	(7)	11%	(6)	61%	(32)	52
2016 Vote: Hillary Clinton	27%	(192)	24%	(169)	9%	(67)	40%	(280)	707
2016 Vote: Donald Trump	24%	(150)	16%	(102)	11%	(67)	49%	(309)	628
2016 Vote: Other	22%	(25)	19%	(21)	16%	(19)	43%	(48)	113
2016 Vote: Didn't Vote	30%	(225)	29%	(214)	10%	(72)	32%	(238)	749
Voted in 2014: Yes	25%	(299)	19%	(228)	11%	(128)	45%	(539)	1194
Voted in 2014: No	29%	(294)	28%	(278)	10%	(97)	33%	(337)	1006
4-Region: Northeast	26%	(102)	17%	(67)	13%	(52)	44%	(173)	394
4-Region: Midwest	25%	(117)	22%	(103)	10%	(47)	42%	(195)	462
4-Region: South	29%	(236)	25%	(202)	10%	(81)	37%	(305)	824
4-Region: West	27%	(138)	26%	(134)	9%	(45)	39%	(203)	520
Sports fan	33%	(505)	19%	(288)	10%	(145)	38%	(581)	1519
Avid sports fan	44%	(209)	12%	(57)	10%	(48)	34%	(163)	478
Casual sports fan	28%	(296)	22%	(231)	9%	(97)	40%	(418)	1041

Continued on next page

**Table MCSP34:** Which sport would you most want to play?

Demographic	Football		Soccer		Hockey		Baseball		Total N
Adults	27%	(594)	23%	(506)	10%	(225)	40%	(875)	2200
Football fan	37%	(527)	18%	(253)	9%	(133)	37%	(531)	1444
Avid football fan	50%	(306)	12%	(74)	8%	(49)	30%	(187)	616
Casual football fan	27%	(221)	22%	(179)	10%	(84)	41%	(343)	828
NFL fan	37%	(515)	17%	(240)	9%	(128)	37%	(513)	1396
Avid NFL fan	50%	(299)	12%	(73)	7%	(43)	30%	(180)	595
Casual NFL fan	27%	(215)	21%	(168)	11%	(85)	42%	(332)	801
Watched SB last year	36%	(417)	18%	(204)	9%	(109)	37%	(427)	1157
Didn't watch SB last year	17%	(176)	29%	(303)	11%	(115)	43%	(449)	1043
OK brands get political	30%	(234)	27%	(208)	8%	(66)	35%	(277)	785
Not OK brands get political	26%	(287)	19%	(216)	11%	(129)	44%	(487)	1119
OK social justice	29%	(372)	24%	(313)	9%	(119)	38%	(488)	1292
Not OK social justice	22%	(136)	19%	(119)	13%	(77)	46%	(280)	612
Likely SB viewer	35%	(476)	19%	(250)	10%	(133)	36%	(485)	1344
Unlikely SB viewer	12%	(91)	30%	(223)	11%	(81)	46%	(339)	733
More likely to watch SB this year	41%	(235)	20%	(114)	10%	(58)	30%	(170)	577
Less likely to watch SB this year	19%	(90)	27%	(129)	14%	(66)	39%	(186)	472
Likely host/attend SB party	43%	(173)	21%	(84)	9%	(35)	28%	(114)	406
Unlikely host/attend SB party	23%	(377)	23%	(381)	11%	(177)	44%	(721)	1656
Watch SB for game	39%	(335)	16%	(140)	9%	(80)	35%	(304)	859
Watch SB for halftime	28%	(64)	27%	(61)	12%	(27)	33%	(75)	227
Watch SB for ads	32%	(61)	19%	(37)	11%	(22)	38%	(73)	193
SB more political	30%	(243)	23%	(191)	11%	(87)	36%	(297)	818
SB less political	29%	(95)	22%	(72)	10%	(32)	39%	(128)	328
Typically host/attend SB party	41%	(227)	20%	(110)	9%	(51)	30%	(168)	556
Typically do not host/attend SB party	22%	(366)	24%	(396)	11%	(174)	43%	(707)	1644
Usually pays a lot/some attn to ads	31%	(465)	20%	(302)	10%	(153)	38%	(572)	1492
Usually pays not much/no attn to ads	18%	(128)	29%	(205)	10%	(71)	43%	(303)	708
Plan to pay a lot/some attn to ads	32%	(436)	21%	(286)	10%	(133)	37%	(504)	1359
Plan to pay not much/no attn to ads	19%	(158)	26%	(220)	11%	(92)	44%	(372)	841
Pro football fav sport	57%	(337)	12%	(74)	6%	(35)	25%	(150)	596
Fav NFL	37%	(470)	18%	(230)	9%	(108)	36%	(446)	1254
Unfav NFL	13%	(63)	26%	(126)	15%	(71)	46%	(222)	481

Continued on next page

**Table MCSP34:** Which sport would you most want to play?

Demographic	Football		Soccer		Hockey		Baseball		Total N
Adults	27%	(594)	23%	(506)	10%	(225)	40%	(875)	2200
Fav Goodell	40%	(200)	17%	(85)	8%	(41)	34%	(170)	496
Unfav Goodell	31%	(149)	16%	(76)	14%	(68)	39%	(189)	483
Fav Chiefs	36%	(356)	17%	(173)	8%	(85)	39%	(388)	1001
Fav Buccaneers	35%	(287)	16%	(135)	9%	(76)	39%	(325)	822
Chiefs fan	34%	(285)	20%	(162)	9%	(74)	37%	(307)	828
Buccaneers fan	28%	(168)	18%	(109)	10%	(60)	43%	(256)	593
Frequent sports betters	45%	(47)	20%	(21)	7%	(8)	27%	(28)	103
Regular sports betters	49%	(110)	18%	(41)	6%	(14)	26%	(59)	223
Frequent NFL betters	52%	(61)	16%	(18)	6%	(7)	26%	(30)	117
Regular NFL betters	52%	(123)	17%	(40)	7%	(17)	25%	(59)	239
Definite SB betters	49%	(65)	12%	(16)	8%	(11)	31%	(40)	132
Probable SB betters	47%	(161)	17%	(58)	9%	(32)	26%	(90)	341
Believe betting is legal in their state	29%	(191)	21%	(140)	10%	(64)	40%	(265)	661
Believe betting is illegal in their state	29%	(112)	21%	(83)	12%	(45)	38%	(147)	387
Non-sports fans	13%	(89)	32%	(218)	12%	(79)	43%	(294)	681
Gen Z sports fans	39%	(75)	28%	(54)	9%	(18)	24%	(47)	194
Millennial sports fans	41%	(175)	20%	(85)	9%	(38)	30%	(124)	422
Gen X sports fans	35%	(133)	19%	(73)	11%	(43)	35%	(132)	381
Boomer sports fans	24%	(110)	15%	(70)	9%	(43)	52%	(244)	466
Sports fans 18-34	39%	(171)	25%	(111)	10%	(46)	25%	(112)	439
Sports fans 35-44	40%	(101)	19%	(48)	6%	(16)	35%	(88)	253
Sports fans 45-64	33%	(177)	16%	(84)	12%	(63)	39%	(206)	530
Sports fans 65+	19%	(56)	15%	(45)	7%	(21)	59%	(175)	297
Occasional sports betters	32%	(62)	11%	(21)	15%	(30)	42%	(83)	196
Non-sports betters	24%	(422)	25%	(444)	10%	(181)	41%	(734)	1781
In legal betting states	26%	(211)	20%	(161)	12%	(96)	43%	(347)	814
Outside legal betting states	28%	(383)	25%	(346)	9%	(128)	38%	(529)	1386
Sports fan In legal betting states 21+	31%	(163)	15%	(80)	11%	(60)	43%	(228)	530
Sports fan Outside legal betting states 21+	34%	(307)	19%	(171)	9%	(79)	38%	(336)	893
Likely SB viewer In legal betting states 21+	34%	(157)	13%	(61)	12%	(58)	41%	(188)	464
Likely SB viewer Outside legal betting states 21+	36%	(290)	20%	(160)	9%	(71)	35%	(276)	796

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

**Table MCSP35: Which sport would you most want to watch?**

Demographic	Football		Soccer		Hockey		Baseball		Total N
Adults	50%	(1090)	13%	(292)	13%	(277)	25%	(540)	2200
Gender: Male	52%	(554)	13%	(137)	12%	(124)	23%	(247)	1062
Gender: Female	47%	(536)	14%	(156)	13%	(153)	26%	(294)	1138
Age: 18-34	53%	(347)	19%	(126)	13%	(88)	14%	(95)	655
Age: 35-44	53%	(189)	13%	(45)	11%	(40)	24%	(84)	358
Age: 45-64	50%	(372)	10%	(72)	14%	(105)	27%	(202)	751
Age: 65+	42%	(183)	11%	(50)	10%	(44)	37%	(159)	436
GenZers: 1997-2012	51%	(153)	20%	(60)	11%	(33)	18%	(53)	299
Millennials: 1981-1996	55%	(327)	15%	(92)	14%	(82)	16%	(94)	595
GenXers: 1965-1980	51%	(276)	12%	(65)	14%	(78)	23%	(124)	542
Baby Boomers: 1946-1964	44%	(305)	10%	(69)	11%	(73)	35%	(238)	685
PID: Dem (no lean)	51%	(458)	16%	(147)	11%	(101)	21%	(191)	897
PID: Ind (no lean)	49%	(328)	12%	(79)	15%	(104)	24%	(165)	676
PID: Rep (no lean)	49%	(304)	10%	(65)	12%	(72)	29%	(185)	627
PID/Gender: Dem Men	56%	(228)	17%	(67)	8%	(34)	19%	(77)	407
PID/Gender: Dem Women	47%	(230)	16%	(80)	14%	(67)	23%	(113)	490
PID/Gender: Ind Men	48%	(156)	11%	(37)	17%	(54)	24%	(80)	327
PID/Gender: Ind Women	49%	(172)	12%	(42)	14%	(50)	24%	(85)	349
PID/Gender: Rep Men	52%	(170)	10%	(32)	11%	(36)	27%	(89)	327
PID/Gender: Rep Women	45%	(134)	11%	(34)	12%	(36)	32%	(95)	299
Ideo: Liberal (1-3)	44%	(286)	17%	(109)	16%	(103)	23%	(147)	645
Ideo: Moderate (4)	54%	(333)	11%	(68)	10%	(63)	25%	(157)	621
Ideo: Conservative (5-7)	49%	(328)	10%	(65)	12%	(83)	29%	(199)	675
Educ: < College	50%	(762)	13%	(191)	12%	(188)	25%	(371)	1512
Educ: Bachelors degree	47%	(207)	14%	(60)	13%	(59)	26%	(117)	444
Educ: Post-grad	50%	(121)	17%	(41)	12%	(30)	21%	(52)	244
Income: Under 50k	49%	(586)	13%	(162)	12%	(145)	26%	(306)	1198
Income: 50k-100k	49%	(334)	13%	(87)	13%	(91)	25%	(167)	680
Income: 100k+	53%	(171)	13%	(43)	13%	(41)	21%	(67)	322
Ethnicity: White	47%	(808)	12%	(205)	14%	(238)	27%	(471)	1722
Ethnicity: Hispanic	49%	(172)	19%	(66)	12%	(41)	20%	(70)	349
Ethnicity: Black	70%	(192)	10%	(27)	5%	(15)	15%	(40)	274
Ethnicity: Other	44%	(90)	30%	(60)	12%	(24)	15%	(30)	204

Continued on next page

**Table MCSP35: Which sport would you most want to watch?**

Demographic	Football		Soccer		Hockey		Baseball		Total N
Adults	50%	(1090)	13%	(292)	13%	(277)	25%	(540)	2200
All Christian	49%	(473)	11%	(105)	13%	(122)	28%	(274)	975
All Non-Christian	53%	(68)	11%	(15)	15%	(19)	20%	(26)	128
Atheist	39%	(43)	21%	(23)	16%	(18)	24%	(26)	110
Agnostic/Nothing in particular	51%	(303)	16%	(95)	12%	(72)	21%	(128)	598
Something Else	52%	(204)	14%	(54)	12%	(46)	22%	(86)	390
Religious Non-Protestant/Catholic	49%	(74)	11%	(17)	18%	(27)	23%	(34)	152
Evangelical	51%	(290)	13%	(74)	10%	(57)	26%	(148)	570
Non-Evangelical	50%	(378)	10%	(79)	13%	(100)	27%	(204)	761
Community: Urban	55%	(330)	15%	(89)	11%	(64)	19%	(117)	600
Community: Suburban	47%	(487)	12%	(122)	15%	(152)	27%	(275)	1037
Community: Rural	48%	(273)	14%	(81)	11%	(60)	26%	(149)	564
Employ: Private Sector	52%	(335)	14%	(92)	12%	(75)	22%	(138)	641
Employ: Government	55%	(71)	9%	(12)	9%	(11)	27%	(34)	128
Employ: Self-Employed	48%	(74)	14%	(22)	17%	(27)	20%	(31)	153
Employ: Homemaker	57%	(94)	9%	(16)	14%	(23)	20%	(33)	165
Employ: Student	49%	(61)	23%	(28)	17%	(21)	11%	(14)	124
Employ: Retired	44%	(224)	10%	(50)	11%	(57)	35%	(176)	506
Employ: Unemployed	45%	(148)	17%	(55)	14%	(46)	25%	(83)	332
Employ: Other	55%	(84)	12%	(17)	12%	(18)	21%	(31)	151
Military HH: Yes	48%	(164)	7%	(23)	11%	(37)	34%	(117)	341
Military HH: No	50%	(927)	14%	(269)	13%	(240)	23%	(423)	1859
RD/WT: Right Direction	53%	(471)	16%	(140)	10%	(90)	22%	(196)	897
RD/WT: Wrong Track	48%	(620)	12%	(152)	14%	(186)	26%	(345)	1303
Biden Job Approve	51%	(657)	16%	(202)	12%	(148)	22%	(276)	1282
Biden Job Disapprove	45%	(317)	9%	(62)	15%	(105)	31%	(214)	698
Biden Job Strongly Approve	52%	(415)	16%	(125)	11%	(90)	22%	(174)	804
Biden Job Somewhat Approve	51%	(241)	16%	(77)	12%	(58)	21%	(102)	478
Biden Job Somewhat Disapprove	49%	(94)	7%	(14)	15%	(28)	28%	(54)	191
Biden Job Strongly Disapprove	44%	(223)	9%	(48)	15%	(77)	32%	(160)	507
Favorable of Biden	52%	(674)	16%	(203)	11%	(143)	22%	(285)	1305
Unfavorable of Biden	45%	(343)	9%	(66)	16%	(120)	30%	(230)	759

Continued on next page

**Table MCSP35:** Which sport would you most want to watch?

Demographic	Football		Soccer		Hockey		Baseball		Total N
Adults	50%	(1090)	13%	(292)	13%	(277)	25%	(540)	2200
Very Favorable of Biden	53%	(411)	16%	(128)	10%	(76)	21%	(164)	780
Somewhat Favorable of Biden	50%	(263)	14%	(75)	13%	(66)	23%	(121)	525
Somewhat Unfavorable of Biden	48%	(92)	10%	(20)	18%	(35)	24%	(45)	192
Very Unfavorable of Biden	44%	(252)	8%	(47)	15%	(85)	33%	(185)	567
#1 Issue: Economy	56%	(489)	11%	(99)	12%	(104)	20%	(177)	868
#1 Issue: Security	43%	(115)	18%	(47)	12%	(33)	27%	(72)	267
#1 Issue: Health Care	44%	(179)	12%	(49)	15%	(60)	29%	(116)	404
#1 Issue: Medicare / Social Security	44%	(105)	12%	(28)	10%	(24)	33%	(79)	236
#1 Issue: Women's Issues	49%	(47)	14%	(14)	16%	(15)	21%	(20)	96
#1 Issue: Education	51%	(49)	19%	(19)	11%	(11)	19%	(18)	96
#1 Issue: Energy	46%	(37)	16%	(13)	19%	(15)	19%	(16)	81
#1 Issue: Other	47%	(71)	16%	(24)	10%	(15)	28%	(43)	152
2020 Vote: Joe Biden	52%	(547)	16%	(166)	11%	(118)	21%	(218)	1049
2020 Vote: Donald Trump	46%	(315)	9%	(62)	14%	(93)	32%	(217)	686
2020 Vote: Other	27%	(17)	7%	(4)	32%	(20)	34%	(21)	62
2020 Vote: Didn't Vote	53%	(212)	15%	(59)	11%	(45)	21%	(84)	401
2018 House Vote: Democrat	50%	(374)	15%	(110)	12%	(86)	23%	(171)	741
2018 House Vote: Republican	48%	(265)	8%	(46)	13%	(71)	31%	(172)	554
2018 House Vote: Someone else	28%	(14)	10%	(5)	20%	(11)	42%	(22)	52
2016 Vote: Hillary Clinton	51%	(360)	15%	(109)	11%	(78)	23%	(162)	707
2016 Vote: Donald Trump	46%	(292)	9%	(56)	13%	(80)	32%	(201)	628
2016 Vote: Other	44%	(50)	6%	(6)	21%	(24)	29%	(33)	113
2016 Vote: Didn't Vote	52%	(388)	16%	(121)	13%	(95)	19%	(145)	749
Voted in 2014: Yes	48%	(574)	11%	(133)	13%	(153)	28%	(334)	1194
Voted in 2014: No	51%	(516)	16%	(159)	12%	(124)	21%	(206)	1006
4-Region: Northeast	49%	(192)	12%	(46)	15%	(60)	24%	(96)	394
4-Region: Midwest	48%	(221)	12%	(54)	13%	(61)	27%	(126)	462
4-Region: South	52%	(425)	14%	(118)	11%	(88)	23%	(194)	824
4-Region: West	48%	(252)	14%	(75)	13%	(68)	24%	(125)	520
Sports fan	58%	(886)	10%	(158)	11%	(160)	21%	(315)	1519
Avid sports fan	68%	(323)	7%	(32)	9%	(41)	17%	(82)	478
Casual sports fan	54%	(562)	12%	(126)	11%	(119)	22%	(234)	1041

Continued on next page

**Table MCSP35: Which sport would you most want to watch?**

Demographic	Football		Soccer		Hockey		Baseball		Total N
Adults	50%	(1090)	13%	(292)	13%	(277)	25%	(540)	2200
Football fan	64%	(929)	9%	(128)	9%	(127)	18%	(260)	1444
Avid football fan	76%	(470)	7%	(45)	5%	(29)	12%	(73)	616
Casual football fan	55%	(459)	10%	(83)	12%	(98)	23%	(188)	828
NFL fan	65%	(906)	9%	(120)	9%	(130)	17%	(240)	1396
Avid NFL fan	76%	(452)	6%	(38)	6%	(35)	12%	(71)	595
Casual NFL fan	57%	(454)	10%	(82)	12%	(94)	21%	(170)	801
Watched SB last year	63%	(733)	9%	(106)	9%	(110)	18%	(209)	1157
Didn't watch SB last year	34%	(357)	18%	(186)	16%	(167)	32%	(331)	1043
OK brands get political	54%	(423)	14%	(108)	11%	(88)	21%	(166)	785
Not OK brands get political	48%	(534)	12%	(130)	13%	(150)	27%	(304)	1119
OK social justice	52%	(670)	14%	(185)	11%	(140)	23%	(298)	1292
Not OK social justice	45%	(277)	11%	(65)	16%	(97)	28%	(172)	612
Likely SB viewer	63%	(850)	10%	(129)	10%	(131)	17%	(233)	1344
Unlikely SB viewer	25%	(185)	20%	(143)	18%	(133)	37%	(273)	733
More likely to watch SB this year	66%	(381)	11%	(61)	9%	(51)	14%	(83)	577
Less likely to watch SB this year	33%	(155)	19%	(92)	17%	(79)	31%	(146)	472
Likely host/attend SB party	61%	(248)	14%	(57)	8%	(32)	17%	(69)	406
Unlikely host/attend SB party	46%	(770)	13%	(207)	14%	(229)	27%	(450)	1656
Watch SB for game	69%	(589)	9%	(74)	8%	(71)	14%	(125)	859
Watch SB for halftime	53%	(121)	14%	(31)	11%	(25)	22%	(49)	227
Watch SB for ads	58%	(111)	9%	(17)	13%	(25)	20%	(39)	193
SB more political	53%	(433)	11%	(88)	13%	(108)	23%	(189)	818
SB less political	52%	(170)	13%	(44)	9%	(30)	26%	(85)	328
Typically host/attend SB party	66%	(365)	11%	(62)	10%	(53)	14%	(76)	556
Typically do not host/attend SB party	44%	(725)	14%	(230)	14%	(224)	28%	(464)	1644
Usually pays a lot/some attn to ads	57%	(854)	9%	(140)	11%	(170)	22%	(328)	1492
Usually pays not much/no attn to ads	33%	(236)	22%	(152)	15%	(107)	30%	(213)	708
Plan to pay a lot/some attn to ads	59%	(799)	10%	(140)	11%	(145)	20%	(274)	1359
Plan to pay not much/no attn to ads	35%	(291)	18%	(152)	16%	(132)	32%	(266)	841
Pro football fav sport	88%	(523)	5%	(29)	3%	(17)	4%	(26)	596
Fav NFL	66%	(823)	9%	(115)	9%	(109)	16%	(207)	1254
Unfav NFL	28%	(136)	17%	(82)	18%	(85)	37%	(178)	481

Continued on next page

**Table MCSP35: Which sport would you most want to watch?**

Demographic	Football		Soccer		Hockey		Baseball		Total N
Adults	50%	(1090)	13%	(292)	13%	(277)	25%	(540)	2200
Fav Goodell	64%	(320)	11%	(54)	7%	(37)	17%	(85)	496
Unfav Goodell	53%	(257)	8%	(40)	15%	(72)	24%	(114)	483
Fav Chiefs	63%	(629)	9%	(86)	9%	(88)	20%	(197)	1001
Fav Buccaneers	63%	(514)	8%	(66)	10%	(80)	20%	(162)	822
Chiefs fan	61%	(509)	11%	(87)	10%	(80)	18%	(152)	828
Buccaneers fan	56%	(329)	10%	(58)	11%	(66)	24%	(140)	593
Frequent sports betters	67%	(69)	17%	(17)	8%	(8)	9%	(9)	103
Regular sports betters	67%	(150)	13%	(30)	8%	(18)	11%	(25)	223
Frequent NFL betters	67%	(78)	12%	(14)	6%	(7)	16%	(18)	117
Regular NFL betters	69%	(166)	15%	(36)	6%	(14)	10%	(24)	239
Definite SB betters	70%	(92)	4%	(5)	10%	(13)	17%	(22)	132
Probable SB betters	69%	(234)	11%	(38)	8%	(27)	12%	(42)	341
Believe betting is legal in their state	54%	(357)	10%	(67)	15%	(100)	21%	(138)	661
Believe betting is illegal in their state	49%	(189)	15%	(56)	11%	(41)	26%	(100)	387
Non-sports fans	30%	(205)	20%	(135)	17%	(116)	33%	(225)	681
Gen Z sports fans	59%	(114)	18%	(36)	8%	(15)	15%	(29)	194
Millennial sports fans	64%	(270)	13%	(54)	10%	(42)	13%	(56)	422
Gen X sports fans	59%	(224)	9%	(33)	13%	(50)	19%	(73)	381
Boomer sports fans	54%	(250)	7%	(33)	10%	(46)	29%	(136)	466
Sports fans 18-34	61%	(269)	17%	(73)	11%	(47)	11%	(50)	439
Sports fans 35-44	62%	(157)	11%	(28)	6%	(15)	21%	(53)	253
Sports fans 45-64	58%	(309)	7%	(35)	13%	(69)	22%	(117)	530
Sports fans 65+	51%	(151)	7%	(21)	10%	(30)	32%	(95)	297
Occasional sports betters	53%	(104)	8%	(16)	10%	(20)	28%	(55)	196
Non-sports betters	47%	(836)	14%	(246)	13%	(238)	26%	(461)	1781
In legal betting states	48%	(387)	12%	(94)	16%	(126)	25%	(207)	814
Outside legal betting states	51%	(704)	14%	(198)	11%	(150)	24%	(334)	1386
Sports fan In legal betting states 21+	57%	(300)	8%	(44)	13%	(69)	22%	(117)	530
Sports fan Outside legal betting states 21+	60%	(532)	9%	(84)	10%	(89)	21%	(189)	893
Likely SB viewer In legal betting states 21+	62%	(287)	7%	(31)	13%	(58)	19%	(88)	464
Likely SB viewer Outside legal betting states 21+	65%	(519)	9%	(75)	9%	(69)	17%	(133)	796

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



**Table MCSP36:** As you may know, there are many ways to bet money on sports, such as through a website, in person, as part of a fantasy league and with your friends or family. Generally speaking, about how often do you bet money on professional or college sports?

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	5%	(103)	5%	(120)	9%	(196)	81%	(1781)	2200
Gender: Male	8%	(85)	8%	(84)	12%	(126)	72%	(767)	1062
Gender: Female	2%	(18)	3%	(36)	6%	(70)	89%	(1014)	1138
Age: 18-34	7%	(44)	9%	(61)	10%	(64)	74%	(486)	655
Age: 35-44	8%	(27)	7%	(25)	13%	(48)	72%	(258)	358
Age: 45-64	3%	(23)	4%	(28)	8%	(60)	85%	(640)	751
Age: 65+	2%	(8)	1%	(6)	6%	(24)	91%	(397)	436
GenZers: 1997-2012	5%	(14)	8%	(23)	8%	(25)	79%	(237)	299
Millennials: 1981-1996	8%	(50)	10%	(60)	13%	(77)	68%	(407)	595
GenXers: 1965-1980	4%	(19)	4%	(24)	8%	(43)	84%	(456)	542
Baby Boomers: 1946-1964	3%	(18)	2%	(11)	7%	(48)	89%	(607)	685
PID: Dem (no lean)	6%	(57)	7%	(58)	9%	(79)	78%	(703)	897
PID: Ind (no lean)	2%	(14)	6%	(38)	8%	(53)	84%	(571)	676
PID: Rep (no lean)	5%	(32)	4%	(23)	10%	(64)	81%	(507)	627
PID/Gender: Dem Men	11%	(46)	10%	(41)	12%	(49)	67%	(271)	407
PID/Gender: Dem Women	2%	(11)	3%	(17)	6%	(30)	88%	(432)	490
PID/Gender: Ind Men	3%	(11)	8%	(25)	10%	(34)	79%	(257)	327
PID/Gender: Ind Women	1%	(3)	4%	(13)	5%	(19)	90%	(314)	349
PID/Gender: Rep Men	9%	(28)	5%	(17)	13%	(43)	73%	(239)	327
PID/Gender: Rep Women	1%	(4)	2%	(6)	7%	(21)	90%	(268)	299
Ideo: Liberal (1-3)	6%	(37)	7%	(46)	9%	(56)	78%	(506)	645
Ideo: Moderate (4)	4%	(22)	7%	(44)	9%	(56)	80%	(499)	621
Ideo: Conservative (5-7)	5%	(32)	4%	(24)	10%	(68)	82%	(551)	675
Educ: < College	3%	(51)	5%	(75)	8%	(123)	84%	(1263)	1512
Educ: Bachelors degree	5%	(21)	6%	(27)	10%	(44)	79%	(352)	444
Educ: Post-grad	13%	(31)	7%	(18)	12%	(30)	68%	(166)	244
Income: Under 50k	3%	(39)	6%	(67)	8%	(91)	84%	(1001)	1198
Income: 50k-100k	5%	(32)	4%	(29)	11%	(76)	80%	(543)	680
Income: 100k+	10%	(32)	7%	(24)	9%	(29)	74%	(237)	322
Ethnicity: White	5%	(88)	5%	(83)	8%	(144)	82%	(1407)	1722
Ethnicity: Hispanic	8%	(29)	8%	(28)	10%	(36)	73%	(256)	349

Continued on next page

**Table MCSP36:** As you may know, there are many ways to bet money on sports, such as through a website, in person, as part of a fantasy league and with your friends or family. Generally speaking, about how often do you bet money on professional or college sports?

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	5%	(103)	5%	(120)	9%	(196)	81%	(1781)	2200
Ethnicity: Black	3%	(7)	7%	(20)	9%	(25)	81%	(223)	274
Ethnicity: Other	4%	(8)	9%	(17)	14%	(28)	74%	(151)	204
All Christian	5%	(52)	5%	(52)	9%	(89)	80%	(783)	975
All Non-Christian	12%	(15)	12%	(16)	15%	(19)	61%	(78)	128
Atheist	2%	(2)	12%	(13)	8%	(9)	78%	(86)	110
Agnostic/Nothing in particular	3%	(15)	4%	(23)	8%	(50)	85%	(509)	598
Something Else	5%	(19)	4%	(16)	8%	(30)	83%	(325)	390
Religious Non-Protestant/Catholic	11%	(16)	10%	(16)	13%	(20)	66%	(100)	152
Evangelical	7%	(41)	6%	(32)	8%	(43)	80%	(453)	570
Non-Evangelical	4%	(28)	5%	(35)	10%	(75)	82%	(624)	761
Community: Urban	11%	(64)	8%	(47)	11%	(63)	71%	(426)	600
Community: Suburban	3%	(28)	4%	(43)	9%	(89)	85%	(877)	1037
Community: Rural	2%	(12)	5%	(30)	8%	(44)	85%	(478)	564
Employ: Private Sector	7%	(48)	9%	(61)	12%	(79)	71%	(453)	641
Employ: Government	7%	(9)	7%	(9)	8%	(11)	78%	(100)	128
Employ: Self-Employed	7%	(10)	7%	(11)	15%	(22)	72%	(110)	153
Employ: Homemaker	3%	(5)	3%	(5)	7%	(12)	86%	(143)	165
Employ: Student	5%	(6)	6%	(7)	3%	(3)	86%	(107)	124
Employ: Retired	2%	(12)	2%	(9)	6%	(30)	90%	(455)	506
Employ: Unemployed	1%	(5)	5%	(17)	8%	(25)	86%	(284)	332
Employ: Other	6%	(9)	—	(1)	9%	(13)	85%	(128)	151
Military HH: Yes	6%	(20)	6%	(21)	8%	(27)	80%	(272)	341
Military HH: No	4%	(83)	5%	(99)	9%	(169)	81%	(1508)	1859
RD/WT: Right Direction	8%	(71)	8%	(74)	9%	(80)	75%	(672)	897
RD/WT: Wrong Track	2%	(32)	4%	(46)	9%	(117)	85%	(1108)	1303
Biden Job Approve	6%	(77)	6%	(79)	9%	(114)	79%	(1013)	1282
Biden Job Disapprove	3%	(23)	4%	(31)	9%	(62)	83%	(582)	698

Continued on next page

**Table MCSP36:** As you may know, there are many ways to bet money on sports, such as through a website, in person, as part of a fantasy league and with your friends or family. Generally speaking, about how often do you bet money on professional or college sports?

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	5%	(103)	5%	(120)	9%	(196)	81%	(1781)	2200
Biden Job Strongly Approve	7%	(59)	7%	(53)	7%	(56)	79%	(635)	804
Biden Job Somewhat Approve	4%	(18)	5%	(26)	12%	(57)	79%	(377)	478
Biden Job Somewhat Disapprove	3%	(6)	2%	(4)	10%	(18)	85%	(163)	191
Biden Job Strongly Disapprove	3%	(18)	5%	(27)	9%	(44)	83%	(419)	507
Favorable of Biden	6%	(76)	6%	(84)	9%	(120)	78%	(1024)	1305
Unfavorable of Biden	3%	(24)	4%	(29)	9%	(67)	84%	(639)	759
Very Favorable of Biden	7%	(55)	7%	(58)	7%	(58)	78%	(609)	780
Somewhat Favorable of Biden	4%	(21)	5%	(26)	12%	(62)	79%	(415)	525
Somewhat Unfavorable of Biden	3%	(6)	2%	(5)	11%	(21)	83%	(160)	192
Very Unfavorable of Biden	3%	(18)	4%	(24)	8%	(46)	84%	(479)	567
#1 Issue: Economy	5%	(40)	7%	(63)	11%	(92)	77%	(673)	868
#1 Issue: Security	7%	(18)	7%	(17)	8%	(23)	78%	(210)	267
#1 Issue: Health Care	3%	(12)	4%	(16)	8%	(32)	85%	(344)	404
#1 Issue: Medicare / Social Security	3%	(8)	1%	(2)	7%	(17)	89%	(209)	236
#1 Issue: Women's Issues	6%	(5)	2%	(2)	7%	(6)	86%	(82)	96
#1 Issue: Education	4%	(4)	9%	(8)	9%	(8)	78%	(75)	96
#1 Issue: Energy	13%	(10)	10%	(8)	10%	(8)	67%	(54)	81
#1 Issue: Other	3%	(5)	3%	(4)	5%	(8)	88%	(135)	152
2020 Vote: Joe Biden	7%	(68)	7%	(78)	9%	(96)	77%	(808)	1049
2020 Vote: Donald Trump	4%	(25)	4%	(27)	11%	(72)	82%	(562)	686
2020 Vote: Other	1%	(1)	3%	(2)	10%	(6)	86%	(53)	62
2020 Vote: Didn't Vote	2%	(9)	3%	(14)	5%	(22)	89%	(356)	401
2018 House Vote: Democrat	7%	(51)	7%	(50)	10%	(75)	76%	(565)	741
2018 House Vote: Republican	4%	(24)	4%	(22)	11%	(61)	81%	(447)	554
2018 House Vote: Someone else	2%	(1)	2%	(1)	15%	(8)	81%	(42)	52
2016 Vote: Hillary Clinton	7%	(51)	7%	(48)	9%	(65)	77%	(544)	707
2016 Vote: Donald Trump	5%	(29)	4%	(24)	10%	(60)	82%	(516)	628
2016 Vote: Other	4%	(5)	1%	(2)	9%	(11)	85%	(97)	113
2016 Vote: Didn't Vote	3%	(19)	6%	(47)	8%	(59)	83%	(624)	749

Continued on next page

**Table MCSP36:** As you may know, there are many ways to bet money on sports, such as through a website, in person, as part of a fantasy league and with your friends or family. Generally speaking, about how often do you bet money on professional or college sports?

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	5%	(103)	5%	(120)	9%	(196)	81%	(1781)	2200
Voted in 2014: Yes	6%	(70)	5%	(62)	10%	(114)	79%	(948)	1194
Voted in 2014: No	3%	(33)	6%	(58)	8%	(82)	83%	(833)	1006
4-Region: Northeast	7%	(26)	5%	(19)	12%	(47)	77%	(301)	394
4-Region: Midwest	4%	(18)	4%	(19)	9%	(42)	83%	(383)	462
4-Region: South	3%	(23)	6%	(48)	8%	(67)	83%	(686)	824
4-Region: West	7%	(37)	7%	(34)	8%	(39)	79%	(410)	520
Sports fan	6%	(95)	7%	(107)	12%	(176)	75%	(1141)	1519
Avid sports fan	13%	(64)	15%	(72)	14%	(66)	58%	(275)	478
Casual sports fan	3%	(30)	3%	(35)	11%	(110)	83%	(866)	1041
Football fan	6%	(90)	7%	(106)	11%	(166)	75%	(1082)	1444
Avid football fan	12%	(74)	12%	(74)	15%	(90)	61%	(378)	616
Casual football fan	2%	(16)	4%	(32)	9%	(76)	85%	(704)	828
NFL fan	6%	(90)	7%	(103)	12%	(162)	75%	(1041)	1396
Avid NFL fan	12%	(74)	12%	(69)	14%	(85)	62%	(367)	595
Casual NFL fan	2%	(16)	4%	(34)	10%	(77)	84%	(673)	801
Watched SB last year	7%	(86)	8%	(94)	13%	(146)	72%	(830)	1157
Didn't watch SB last year	2%	(17)	2%	(26)	5%	(50)	91%	(950)	1043
OK brands get political	7%	(57)	9%	(69)	9%	(71)	75%	(588)	785
Not OK brands get political	3%	(30)	4%	(42)	10%	(112)	84%	(935)	1119
OK social justice	5%	(71)	6%	(84)	9%	(122)	79%	(1016)	1292
Not OK social justice	3%	(21)	5%	(31)	11%	(66)	81%	(494)	612
Likely SB viewer	7%	(89)	8%	(105)	12%	(158)	74%	(993)	1344
Unlikely SB viewer	2%	(13)	2%	(13)	5%	(33)	92%	(674)	733
More likely to watch SB this year	10%	(60)	14%	(78)	11%	(61)	66%	(378)	577
Less likely to watch SB this year	2%	(10)	3%	(16)	8%	(36)	87%	(409)	472
Likely host/attend SB party	13%	(52)	18%	(73)	16%	(64)	53%	(217)	406
Unlikely host/attend SB party	3%	(43)	3%	(43)	8%	(125)	87%	(1445)	1656
Watch SB for game	8%	(66)	9%	(76)	12%	(106)	71%	(611)	859
Watch SB for halftime	4%	(10)	4%	(8)	13%	(30)	79%	(178)	227
Watch SB for ads	5%	(10)	8%	(16)	10%	(19)	77%	(148)	193

Continued on next page

**Table MCSP36:** As you may know, there are many ways to bet money on sports, such as through a website, in person, as part of a fantasy league and with your friends or family. Generally speaking, about how often do you bet money on professional or college sports?

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	5%	(103)	5%	(120)	9%	(196)	81%	(1781)	2200
SB more political	7%	(57)	8%	(67)	11%	(90)	74%	(604)	818
SB less political	4%	(13)	6%	(19)	14%	(47)	76%	(248)	328
Typically host/attend SB party	12%	(65)	13%	(72)	15%	(84)	60%	(336)	556
Typically do not host/attend SB party	2%	(38)	3%	(48)	7%	(112)	88%	(1445)	1644
Usually pays a lot/some attn to ads	6%	(85)	7%	(109)	10%	(153)	77%	(1144)	1492
Usually pays not much/no attn to ads	3%	(18)	1%	(11)	6%	(43)	90%	(636)	708
Plan to pay a lot/some attn to ads	6%	(79)	8%	(106)	11%	(150)	75%	(1024)	1359
Plan to pay not much/no attn to ads	3%	(24)	2%	(14)	6%	(46)	90%	(757)	841
Pro football fav sport	11%	(68)	11%	(64)	11%	(68)	66%	(396)	596
Fav NFL	7%	(85)	7%	(89)	11%	(141)	75%	(939)	1254
Unfav NFL	3%	(17)	5%	(24)	9%	(43)	83%	(398)	481
Fav Goodell	12%	(60)	11%	(52)	13%	(64)	64%	(319)	496
Unfav Goodell	6%	(27)	7%	(34)	14%	(67)	74%	(355)	483
Fav Chiefs	7%	(72)	8%	(78)	12%	(116)	73%	(734)	1001
Fav Buccaneers	8%	(68)	8%	(69)	12%	(102)	71%	(583)	822
Chiefs fan	8%	(62)	8%	(64)	11%	(88)	74%	(615)	828
Buccaneers fan	5%	(28)	8%	(48)	12%	(69)	76%	(448)	593
Frequent sports betters	100%	(103)	—	(0)	—	(0)	—	(0)	103
Regular sports betters	46%	(103)	54%	(120)	—	(0)	—	(0)	223
Frequent NFL betters	67%	(78)	20%	(23)	11%	(12)	3%	(3)	117
Regular NFL betters	40%	(97)	40%	(95)	15%	(35)	5%	(12)	239
Definite SB betters	46%	(61)	27%	(36)	16%	(21)	10%	(14)	132
Probable SB betters	24%	(81)	29%	(100)	25%	(86)	22%	(75)	341
Believe betting is legal in their state	10%	(67)	11%	(76)	13%	(89)	65%	(429)	661
Believe betting is illegal in their state	5%	(21)	7%	(27)	13%	(50)	75%	(289)	387
Non-sports fans	1%	(8)	2%	(13)	3%	(20)	94%	(640)	681
Gen Z sports fans	4%	(8)	9%	(17)	12%	(23)	75%	(146)	194
Millennial sports fans	12%	(50)	13%	(57)	16%	(66)	59%	(248)	422
Gen X sports fans	5%	(19)	6%	(21)	11%	(41)	79%	(300)	381
Boomer sports fans	3%	(16)	2%	(11)	9%	(44)	85%	(395)	466

Continued on next page

**Table MCSP36:** As you may know, there are many ways to bet money on sports, such as through a website, in person, as part of a fantasy league and with your friends or family. Generally speaking, about how often do you bet money on professional or college sports?

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	5%	(103)	5%	(120)	9%	(196)	81%	(1781)	2200
Sports fans 18-34	9%	(38)	12%	(51)	13%	(56)	67%	(293)	439
Sports fans 35-44	11%	(27)	9%	(24)	17%	(42)	63%	(159)	253
Sports fans 45-64	4%	(22)	5%	(26)	10%	(55)	81%	(428)	530
Sports fans 65+	3%	(8)	2%	(6)	8%	(22)	88%	(260)	297
Occasional sports betters	—	(0)	—	(0)	100%	(196)	—	(0)	196
Non-sports betters	—	(0)	—	(0)	—	(0)	100%	(1781)	1781
In legal betting states	5%	(44)	5%	(41)	11%	(87)	79%	(642)	814
Outside legal betting states	4%	(59)	6%	(79)	8%	(109)	82%	(1139)	1386
Sports fan In legal betting states 21+	8%	(42)	6%	(34)	14%	(74)	72%	(380)	530
Sports fan Outside legal betting states 21+	5%	(48)	7%	(62)	11%	(96)	77%	(688)	893
Likely SB viewer In legal betting states 21+	9%	(42)	7%	(32)	16%	(74)	68%	(317)	464
Likely SB viewer Outside legal betting states 21+	6%	(47)	8%	(61)	10%	(81)	76%	(607)	796

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

**Table MCSP37:** *And specifically, how often do you bet money on NFL football during a typical season?*

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	5%	(117)	6%	(122)	9%	(187)	81%	(1774)	2200
Gender: Male	9%	(95)	9%	(91)	10%	(110)	72%	(766)	1062
Gender: Female	2%	(22)	3%	(32)	7%	(77)	89%	(1008)	1138
Age: 18-34	7%	(48)	10%	(66)	11%	(73)	72%	(469)	655
Age: 35-44	7%	(27)	7%	(25)	12%	(41)	74%	(265)	358
Age: 45-64	4%	(30)	4%	(26)	7%	(55)	85%	(640)	751
Age: 65+	3%	(13)	1%	(5)	4%	(18)	92%	(400)	436
GenZers: 1997-2012	4%	(11)	9%	(26)	13%	(38)	75%	(224)	299
Millennials: 1981-1996	10%	(57)	11%	(63)	11%	(68)	68%	(407)	595
GenXers: 1965-1980	4%	(23)	3%	(19)	8%	(45)	84%	(456)	542
Baby Boomers: 1946-1964	4%	(24)	2%	(13)	5%	(34)	90%	(613)	685
PID: Dem (no lean)	6%	(56)	7%	(64)	10%	(92)	76%	(685)	897
PID: Ind (no lean)	3%	(20)	4%	(27)	8%	(51)	86%	(579)	676
PID: Rep (no lean)	7%	(41)	5%	(32)	7%	(44)	81%	(510)	627
PID/Gender: Dem Men	10%	(41)	12%	(51)	14%	(56)	64%	(259)	407
PID/Gender: Dem Women	3%	(15)	3%	(13)	7%	(36)	87%	(426)	490
PID/Gender: Ind Men	5%	(15)	6%	(19)	8%	(27)	81%	(266)	327
PID/Gender: Ind Women	1%	(5)	2%	(8)	7%	(23)	90%	(313)	349
PID/Gender: Rep Men	12%	(39)	6%	(21)	8%	(26)	74%	(241)	327
PID/Gender: Rep Women	1%	(2)	4%	(11)	6%	(18)	90%	(269)	299
Ideo: Liberal (1-3)	6%	(36)	8%	(50)	9%	(60)	77%	(499)	645
Ideo: Moderate (4)	6%	(40)	4%	(24)	9%	(56)	81%	(501)	621
Ideo: Conservative (5-7)	5%	(33)	5%	(34)	9%	(58)	81%	(550)	675
Educ: < College	4%	(66)	5%	(69)	8%	(117)	83%	(1260)	1512
Educ: Bachelors degree	4%	(19)	7%	(32)	10%	(46)	78%	(345)	444
Educ: Post-grad	13%	(31)	8%	(21)	10%	(24)	69%	(169)	244
Income: Under 50k	4%	(49)	5%	(60)	7%	(86)	84%	(1003)	1198
Income: 50k-100k	6%	(38)	6%	(38)	10%	(70)	78%	(533)	680
Income: 100k+	9%	(29)	8%	(24)	10%	(31)	74%	(237)	322
Ethnicity: White	6%	(99)	5%	(88)	8%	(132)	82%	(1403)	1722
Ethnicity: Hispanic	8%	(29)	8%	(30)	11%	(39)	72%	(252)	349
Ethnicity: Black	3%	(7)	6%	(15)	12%	(33)	80%	(219)	274

Continued on next page

**Table MCSP37:** *And specifically, how often do you bet money on NFL football during a typical season?*

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	5%	(117)	6%	(122)	9%	(187)	81%	(1774)	2200
Ethnicity: Other	5%	(11)	10%	(20)	11%	(22)	74%	(151)	204
All Christian	6%	(60)	4%	(43)	9%	(87)	80%	(785)	975
All Non-Christian	11%	(14)	15%	(19)	12%	(16)	61%	(78)	128
Atheist	3%	(3)	6%	(6)	14%	(15)	78%	(85)	110
Agnostic/Nothing in particular	4%	(24)	4%	(23)	8%	(47)	84%	(503)	598
Something Else	4%	(15)	8%	(31)	6%	(22)	83%	(322)	390
Religious Non-Protestant/Catholic	10%	(14)	13%	(20)	11%	(17)	66%	(100)	152
Evangelical	7%	(42)	8%	(43)	6%	(33)	79%	(451)	570
Non-Evangelical	4%	(32)	4%	(29)	10%	(75)	82%	(626)	761
Community: Urban	10%	(57)	11%	(64)	10%	(61)	70%	(417)	600
Community: Suburban	3%	(35)	3%	(35)	8%	(86)	85%	(881)	1037
Community: Rural	4%	(24)	4%	(23)	7%	(40)	84%	(476)	564
Employ: Private Sector	9%	(55)	10%	(62)	13%	(81)	69%	(443)	641
Employ: Government	7%	(9)	9%	(11)	7%	(9)	77%	(99)	128
Employ: Self-Employed	6%	(10)	5%	(8)	15%	(23)	73%	(112)	153
Employ: Homemaker	3%	(5)	4%	(7)	8%	(13)	85%	(141)	165
Employ: Student	6%	(7)	1%	(2)	6%	(7)	87%	(108)	124
Employ: Retired	3%	(17)	2%	(12)	3%	(15)	91%	(462)	506
Employ: Unemployed	4%	(12)	3%	(11)	8%	(27)	85%	(282)	332
Employ: Other	1%	(2)	7%	(10)	8%	(12)	84%	(127)	151
Military HH: Yes	8%	(29)	5%	(16)	7%	(22)	80%	(273)	341
Military HH: No	5%	(88)	6%	(106)	9%	(165)	81%	(1500)	1859
RD/WT: Right Direction	7%	(63)	10%	(86)	10%	(86)	74%	(661)	897
RD/WT: Wrong Track	4%	(53)	3%	(36)	8%	(101)	85%	(1112)	1303
Biden Job Approve	6%	(77)	6%	(82)	10%	(124)	78%	(999)	1282
Biden Job Disapprove	4%	(31)	5%	(33)	7%	(46)	84%	(588)	698
Biden Job Strongly Approve	7%	(57)	7%	(57)	8%	(68)	77%	(623)	804
Biden Job Somewhat Approve	4%	(20)	5%	(25)	12%	(57)	79%	(376)	478
Biden Job Somewhat Disapprove	4%	(9)	3%	(6)	8%	(15)	84%	(161)	191
Biden Job Strongly Disapprove	4%	(23)	5%	(27)	6%	(31)	84%	(427)	507

Continued on next page



**Table MCSP37:** *And specifically, how often do you bet money on NFL football during a typical season?*

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	5%	(117)	6%	(122)	9%	(187)	81%	(1774)	2200
Favorable of Biden	6%	(81)	7%	(85)	9%	(123)	78%	(1016)	1305
Unfavorable of Biden	4%	(31)	4%	(31)	7%	(56)	84%	(640)	759
Very Favorable of Biden	7%	(58)	8%	(61)	9%	(68)	76%	(593)	780
Somewhat Favorable of Biden	4%	(23)	5%	(25)	10%	(55)	80%	(422)	525
Somewhat Unfavorable of Biden	5%	(10)	3%	(6)	12%	(23)	80%	(153)	192
Very Unfavorable of Biden	4%	(21)	5%	(26)	6%	(34)	86%	(487)	567
#1 Issue: Economy	6%	(53)	7%	(57)	10%	(85)	77%	(672)	868
#1 Issue: Security	6%	(16)	6%	(17)	8%	(21)	80%	(213)	267
#1 Issue: Health Care	4%	(17)	4%	(17)	9%	(35)	83%	(335)	404
#1 Issue: Medicare / Social Security	4%	(9)	1%	(4)	5%	(11)	90%	(212)	236
#1 Issue: Women's Issues	5%	(4)	7%	(7)	2%	(1)	87%	(83)	96
#1 Issue: Education	3%	(3)	6%	(6)	10%	(10)	80%	(77)	96
#1 Issue: Energy	10%	(8)	9%	(7)	15%	(12)	66%	(53)	81
#1 Issue: Other	3%	(5)	6%	(9)	7%	(11)	84%	(128)	152
2020 Vote: Joe Biden	7%	(72)	8%	(80)	10%	(105)	75%	(792)	1049
2020 Vote: Donald Trump	5%	(34)	4%	(28)	8%	(53)	83%	(570)	686
2020 Vote: Other	1%	(1)	1%	(0)	10%	(6)	88%	(55)	62
2020 Vote: Didn't Vote	2%	(10)	3%	(13)	6%	(23)	89%	(355)	401
2018 House Vote: Democrat	7%	(52)	6%	(45)	11%	(80)	76%	(564)	741
2018 House Vote: Republican	5%	(27)	5%	(26)	8%	(42)	83%	(458)	554
2018 House Vote: Someone else	2%	(1)	2%	(1)	9%	(5)	87%	(45)	52
2016 Vote: Hillary Clinton	7%	(53)	6%	(44)	9%	(67)	77%	(544)	707
2016 Vote: Donald Trump	5%	(31)	4%	(26)	7%	(46)	83%	(525)	628
2016 Vote: Other	5%	(6)	1%	(1)	7%	(8)	87%	(99)	113
2016 Vote: Didn't Vote	4%	(27)	7%	(50)	9%	(66)	81%	(606)	749
Voted in 2014: Yes	6%	(74)	5%	(58)	8%	(100)	81%	(962)	1194
Voted in 2014: No	4%	(43)	6%	(65)	9%	(87)	81%	(811)	1006
4-Region: Northeast	9%	(35)	4%	(16)	9%	(35)	78%	(307)	394
4-Region: Midwest	5%	(22)	4%	(17)	9%	(43)	82%	(381)	462
4-Region: South	3%	(25)	6%	(48)	8%	(65)	83%	(686)	824
4-Region: West	7%	(35)	8%	(41)	8%	(44)	77%	(400)	520

Continued on next page

**Table MCSP37:** *And specifically, how often do you bet money on NFL football during a typical season?*

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	5%	(117)	6%	(122)	9%	(187)	81%	(1774)	2200
Sports fan	7%	(112)	7%	(110)	11%	(168)	74%	(1128)	1519
Avid sports fan	16%	(75)	14%	(65)	14%	(66)	57%	(272)	478
Casual sports fan	4%	(37)	4%	(45)	10%	(102)	82%	(856)	1041
Football fan	7%	(105)	8%	(111)	11%	(160)	74%	(1067)	1444
Avid football fan	14%	(84)	13%	(82)	13%	(83)	60%	(367)	616
Casual football fan	3%	(21)	3%	(29)	9%	(78)	85%	(700)	828
NFL fan	7%	(104)	8%	(112)	11%	(159)	73%	(1020)	1396
Avid NFL fan	15%	(88)	13%	(76)	14%	(82)	59%	(350)	595
Casual NFL fan	2%	(16)	5%	(36)	10%	(78)	84%	(671)	801
Watched SB last year	9%	(100)	9%	(103)	12%	(140)	70%	(814)	1157
Didn't watch SB last year	2%	(17)	2%	(19)	4%	(47)	92%	(960)	1043
OK brands get political	7%	(56)	8%	(65)	11%	(88)	73%	(575)	785
Not OK brands get political	4%	(47)	4%	(46)	7%	(83)	84%	(943)	1119
OK social justice	6%	(76)	6%	(82)	10%	(126)	78%	(1008)	1292
Not OK social justice	5%	(28)	6%	(35)	8%	(50)	81%	(498)	612
Likely SB viewer	8%	(103)	8%	(104)	12%	(159)	73%	(978)	1344
Unlikely SB viewer	2%	(14)	2%	(13)	3%	(23)	93%	(683)	733
More likely to watch SB this year	11%	(62)	13%	(76)	12%	(68)	64%	(371)	577
Less likely to watch SB this year	2%	(10)	3%	(14)	9%	(40)	86%	(407)	472
Likely host/attend SB party	15%	(63)	18%	(71)	16%	(66)	51%	(205)	406
Unlikely host/attend SB party	3%	(52)	2%	(41)	7%	(116)	87%	(1448)	1656
Watch SB for game	9%	(81)	8%	(72)	12%	(107)	70%	(600)	859
Watch SB for halftime	3%	(8)	8%	(17)	12%	(27)	77%	(175)	227
Watch SB for ads	5%	(10)	8%	(15)	10%	(19)	77%	(149)	193
SB more political	7%	(59)	8%	(63)	12%	(96)	73%	(599)	818
SB less political	7%	(22)	7%	(22)	10%	(33)	77%	(252)	328
Typically host/attend SB party	13%	(70)	14%	(79)	15%	(82)	58%	(325)	556
Typically do not host/attend SB party	3%	(46)	3%	(43)	6%	(105)	88%	(1448)	1644
Usually pays a lot/some attn to ads	7%	(105)	7%	(101)	10%	(152)	76%	(1133)	1492
Usually pays not much/no attn to ads	2%	(11)	3%	(21)	5%	(35)	91%	(641)	708
Plan to pay a lot/some attn to ads	7%	(99)	8%	(104)	11%	(143)	75%	(1013)	1359

Continued on next page

**Table MCSP37:** *And specifically, how often do you bet money on NFL football during a typical season?*

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	5%	(117)	6%	(122)	9%	(187)	81%	(1774)	2200
Plan to pay not much/no attn to ads	2%	(18)	2%	(19)	5%	(44)	90%	(761)	841
Pro football fav sport	13%	(76)	12%	(74)	11%	(67)	64%	(379)	596
Fav NFL	8%	(100)	8%	(95)	11%	(141)	73%	(918)	1254
Unfav NFL	3%	(16)	5%	(22)	7%	(36)	85%	(408)	481
Fav Goodell	13%	(63)	11%	(55)	14%	(71)	62%	(307)	496
Unfav Goodell	8%	(37)	8%	(37)	11%	(54)	74%	(355)	483
Fav Chiefs	8%	(82)	8%	(81)	12%	(123)	71%	(715)	1001
Fav Buccaneers	9%	(71)	9%	(77)	12%	(102)	70%	(573)	822
Chiefs fan	8%	(68)	8%	(64)	12%	(102)	72%	(595)	828
Buccaneers fan	6%	(34)	8%	(47)	10%	(59)	76%	(452)	593
Frequent sports betters	76%	(78)	18%	(19)	2%	(2)	4%	(4)	103
Regular sports betters	45%	(101)	41%	(91)	11%	(24)	3%	(7)	223
Frequent NFL betters	100%	(117)	—	(0)	—	(0)	—	(0)	117
Regular NFL betters	49%	(117)	51%	(122)	—	(0)	—	(0)	239
Definite SB betters	50%	(67)	30%	(39)	16%	(21)	4%	(6)	132
Probable SB betters	29%	(99)	29%	(100)	26%	(88)	16%	(54)	341
Believe betting is legal in their state	13%	(86)	11%	(76)	12%	(76)	64%	(423)	661
Believe betting is illegal in their state	6%	(21)	8%	(29)	11%	(41)	76%	(295)	387
Non-sports fans	1%	(4)	2%	(12)	3%	(19)	95%	(645)	681
Gen Z sports fans	5%	(11)	10%	(19)	17%	(32)	68%	(132)	194
Millennial sports fans	13%	(56)	14%	(60)	15%	(62)	58%	(243)	422
Gen X sports fans	6%	(21)	5%	(18)	11%	(41)	79%	(301)	381
Boomer sports fans	5%	(23)	3%	(13)	7%	(31)	86%	(400)	466
Sports fans 18-34	11%	(46)	13%	(56)	14%	(62)	63%	(275)	439
Sports fans 35-44	10%	(26)	10%	(25)	16%	(41)	64%	(161)	253
Sports fans 45-64	5%	(27)	5%	(26)	9%	(48)	81%	(430)	530
Sports fans 65+	4%	(13)	1%	(4)	6%	(18)	88%	(262)	297
Occasional sports betters	6%	(12)	12%	(23)	67%	(131)	15%	(30)	196
Non-sports betters	—	(3)	—	(8)	2%	(32)	98%	(1737)	1781
In legal betting states	7%	(58)	4%	(32)	9%	(73)	80%	(651)	814
Outside legal betting states	4%	(59)	7%	(91)	8%	(114)	81%	(1122)	1386

Continued on next page

**Table MCSP37:** *And specifically, how often do you bet money on NFL football during a typical season?*

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	5%	(117)	6%	(122)	9%	(187)	81%	(1774)	2200
Sports fan In legal betting states 21+	11%	(56)	5%	(29)	12%	(63)	72%	(382)	530
Sports fan Outside legal betting states 21+	6%	(51)	8%	(68)	10%	(93)	76%	(681)	893
Likely SB viewer In legal betting states 21+	12%	(56)	6%	(28)	12%	(57)	70%	(323)	464
Likely SB viewer Outside legal betting states 21+	6%	(46)	8%	(65)	11%	(91)	75%	(594)	796

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

**Table MCSP38:** Do you expect to place any monetary bets on Super Bowl LV, such as bets on the outcome, prop bets or pools with friends, family or co-workers?

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	6%	(132)	10%	(209)	11%	(242)	65%	(1420)	9%	(196)	2200
Gender: Male	10%	(103)	12%	(127)	12%	(125)	59%	(631)	7%	(75)	1062
Gender: Female	3%	(29)	7%	(82)	10%	(118)	69%	(789)	11%	(121)	1138
Age: 18-34	8%	(50)	16%	(104)	12%	(79)	49%	(319)	16%	(102)	655
Age: 35-44	8%	(28)	14%	(50)	12%	(42)	58%	(208)	9%	(31)	358
Age: 45-64	5%	(36)	6%	(43)	12%	(88)	72%	(543)	6%	(42)	751
Age: 65+	4%	(18)	3%	(13)	8%	(34)	80%	(350)	5%	(21)	436
GenZers: 1997-2012	4%	(13)	13%	(40)	11%	(32)	51%	(154)	20%	(60)	299
Millennials: 1981-1996	10%	(60)	18%	(107)	13%	(77)	48%	(286)	11%	(65)	595
GenXers: 1965-1980	5%	(26)	6%	(33)	11%	(59)	71%	(387)	7%	(38)	542
Baby Boomers: 1946-1964	4%	(30)	4%	(27)	10%	(68)	78%	(533)	4%	(27)	685
PID: Dem (no lean)	8%	(75)	11%	(96)	13%	(118)	60%	(540)	8%	(68)	897
PID: Ind (no lean)	2%	(15)	9%	(59)	11%	(73)	66%	(443)	13%	(86)	676
PID: Rep (no lean)	7%	(42)	9%	(54)	8%	(52)	70%	(438)	7%	(42)	627
PID/Gender: Dem Men	14%	(58)	13%	(54)	15%	(60)	51%	(206)	7%	(28)	407
PID/Gender: Dem Women	3%	(16)	9%	(42)	12%	(58)	68%	(333)	8%	(41)	490
PID/Gender: Ind Men	3%	(10)	11%	(37)	12%	(38)	64%	(210)	10%	(33)	327
PID/Gender: Ind Women	2%	(5)	6%	(22)	10%	(34)	67%	(233)	15%	(53)	349
PID/Gender: Rep Men	11%	(35)	11%	(36)	8%	(26)	66%	(215)	5%	(15)	327
PID/Gender: Rep Women	2%	(7)	6%	(18)	9%	(25)	74%	(222)	9%	(27)	299
Ideo: Liberal (1-3)	9%	(60)	10%	(67)	12%	(78)	63%	(406)	5%	(34)	645
Ideo: Moderate (4)	5%	(31)	12%	(73)	11%	(69)	63%	(393)	9%	(54)	621
Ideo: Conservative (5-7)	6%	(37)	8%	(53)	11%	(76)	70%	(474)	5%	(35)	675
Educ: < College	4%	(59)	9%	(136)	11%	(163)	66%	(995)	11%	(160)	1512
Educ: Bachelors degree	9%	(38)	10%	(43)	12%	(54)	64%	(283)	6%	(25)	444
Educ: Post-grad	14%	(35)	13%	(31)	10%	(26)	58%	(143)	4%	(10)	244
Income: Under 50k	4%	(43)	9%	(106)	10%	(123)	66%	(791)	11%	(136)	1198
Income: 50k-100k	8%	(56)	9%	(63)	12%	(83)	64%	(435)	6%	(43)	680
Income: 100k+	10%	(33)	13%	(40)	11%	(37)	60%	(194)	5%	(18)	322
Ethnicity: White	6%	(106)	9%	(148)	11%	(182)	66%	(1144)	8%	(142)	1722
Ethnicity: Hispanic	7%	(24)	18%	(61)	13%	(45)	53%	(187)	9%	(33)	349

Continued on next page

**Table MCSP38:** *Do you expect to place any monetary bets on Super Bowl LV, such as bets on the outcome, prop bets or pools with friends, family or co-workers?*

Demographic	Yes, definitely	Yes, probably	No, probably not	No, definitely not	Don't know / No opinion	Total N
Adults	6% (132)	10% (209)	11% (242)	65% (1420)	9% (196)	2200
Ethnicity: Black	5% (15)	8% (23)	11% (29)	61% (168)	15% (40)	274
Ethnicity: Other	5% (11)	19% (39)	15% (31)	53% (109)	7% (14)	204
All Christian	7% (70)	10% (94)	10% (94)	67% (656)	6% (61)	975
All Non-Christian	16% (20)	19% (24)	15% (19)	46% (59)	4% (6)	128
Atheist	3% (3)	11% (12)	13% (14)	68% (74)	6% (7)	110
Agnostic/Nothing in particular	5% (28)	9% (53)	12% (73)	62% (371)	12% (73)	598
Something Else	3% (11)	7% (27)	11% (42)	67% (260)	13% (50)	390
Religious Non-Protestant/Catholic	13% (20)	16% (25)	13% (19)	52% (79)	5% (8)	152
Evangelical	6% (34)	10% (55)	7% (39)	68% (385)	10% (57)	570
Non-Evangelical	6% (45)	8% (64)	13% (96)	67% (506)	7% (50)	761
Community: Urban	12% (72)	14% (84)	10% (58)	55% (332)	9% (53)	600
Community: Suburban	4% (42)	8% (81)	13% (135)	67% (690)	9% (89)	1037
Community: Rural	3% (18)	8% (45)	9% (49)	71% (398)	10% (54)	564
Employ: Private Sector	9% (61)	18% (113)	13% (82)	54% (346)	6% (40)	641
Employ: Government	12% (15)	9% (12)	17% (22)	55% (71)	7% (9)	128
Employ: Self-Employed	9% (14)	8% (13)	17% (25)	55% (85)	11% (17)	153
Employ: Homemaker	4% (6)	6% (11)	8% (13)	74% (122)	9% (14)	165
Employ: Student	2% (3)	7% (8)	8% (9)	57% (71)	26% (32)	124
Employ: Retired	3% (18)	4% (21)	7% (37)	80% (407)	5% (23)	506
Employ: Unemployed	4% (12)	7% (24)	12% (40)	64% (212)	13% (44)	332
Employ: Other	3% (4)	6% (9)	9% (14)	71% (107)	11% (17)	151
Military HH: Yes	9% (31)	8% (28)	8% (29)	68% (232)	6% (22)	341
Military HH: No	5% (101)	10% (182)	11% (214)	64% (1188)	9% (174)	1859
RD/WT: Right Direction	9% (83)	13% (114)	12% (110)	57% (512)	9% (77)	897
RD/WT: Wrong Track	4% (49)	7% (95)	10% (132)	70% (908)	9% (119)	1303
Biden Job Approve	7% (88)	12% (150)	13% (168)	60% (771)	8% (105)	1282
Biden Job Disapprove	5% (38)	6% (43)	9% (62)	73% (508)	7% (47)	698

Continued on next page

**Table MCSP38:** Do you expect to place any monetary bets on Super Bowl LV, such as bets on the outcome, prop bets or pools with friends, family or co-workers?

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	6%	(132)	10%	(209)	11%	(242)	65%	(1420)	9%	(196)	2200
Biden Job Strongly Approve	8%	(67)	10%	(84)	11%	(88)	62%	(495)	9%	(70)	804
Biden Job Somewhat Approve	4%	(20)	14%	(67)	17%	(80)	58%	(276)	7%	(35)	478
Biden Job Somewhat Disapprove	4%	(7)	7%	(14)	13%	(24)	71%	(136)	5%	(10)	191
Biden Job Strongly Disapprove	6%	(31)	6%	(29)	7%	(38)	73%	(373)	7%	(36)	507
Favorable of Biden	7%	(91)	12%	(152)	13%	(165)	60%	(790)	8%	(108)	1305
Unfavorable of Biden	5%	(37)	6%	(48)	9%	(69)	73%	(554)	7%	(51)	759
Very Favorable of Biden	8%	(64)	12%	(97)	11%	(84)	62%	(481)	7%	(54)	780
Somewhat Favorable of Biden	5%	(26)	10%	(54)	16%	(82)	59%	(309)	10%	(54)	525
Somewhat Unfavorable of Biden	3%	(5)	8%	(15)	14%	(27)	71%	(136)	5%	(9)	192
Very Unfavorable of Biden	6%	(32)	6%	(34)	7%	(42)	74%	(418)	7%	(42)	567
#1 Issue: Economy	7%	(58)	13%	(109)	11%	(99)	60%	(523)	9%	(79)	868
#1 Issue: Security	5%	(13)	9%	(24)	12%	(32)	62%	(165)	12%	(32)	267
#1 Issue: Health Care	5%	(21)	7%	(29)	12%	(49)	67%	(270)	9%	(35)	404
#1 Issue: Medicare / Social Security	5%	(13)	4%	(9)	8%	(20)	77%	(182)	5%	(11)	236
#1 Issue: Women's Issues	7%	(7)	5%	(5)	5%	(5)	69%	(66)	13%	(13)	96
#1 Issue: Education	5%	(5)	9%	(9)	12%	(11)	65%	(63)	8%	(8)	96
#1 Issue: Energy	11%	(9)	14%	(11)	18%	(14)	51%	(41)	6%	(5)	81
#1 Issue: Other	4%	(6)	8%	(12)	8%	(12)	72%	(110)	8%	(12)	152
2020 Vote: Joe Biden	8%	(86)	12%	(126)	13%	(133)	60%	(628)	7%	(76)	1049
2020 Vote: Donald Trump	6%	(39)	7%	(50)	9%	(59)	72%	(492)	7%	(46)	686
2020 Vote: Other	2%	(1)	8%	(5)	25%	(16)	58%	(36)	6%	(4)	62
2020 Vote: Didn't Vote	1%	(5)	7%	(28)	9%	(35)	65%	(262)	18%	(71)	401
2018 House Vote: Democrat	8%	(62)	12%	(87)	12%	(88)	63%	(469)	5%	(35)	741
2018 House Vote: Republican	6%	(35)	6%	(33)	10%	(57)	71%	(392)	7%	(37)	554
2018 House Vote: Someone else	3%	(2)	3%	(1)	30%	(16)	56%	(29)	8%	(4)	52
2016 Vote: Hillary Clinton	9%	(63)	11%	(77)	11%	(81)	63%	(448)	5%	(38)	707
2016 Vote: Donald Trump	5%	(34)	7%	(46)	9%	(57)	71%	(448)	7%	(43)	628
2016 Vote: Other	6%	(6)	4%	(4)	19%	(22)	68%	(77)	4%	(4)	113
2016 Vote: Didn't Vote	4%	(27)	11%	(82)	11%	(83)	60%	(447)	15%	(111)	749

Continued on next page

**Table MCSP38:** *Do you expect to place any monetary bets on Super Bowl LV, such as bets on the outcome, prop bets or pools with friends, family or co-workers?*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	6%	(132)	10%	(209)	11%	(242)	65%	(1420)	9%	(196)	2200
Voted in 2014: Yes	7%	(85)	8%	(98)	12%	(138)	68%	(808)	5%	(65)	1194
Voted in 2014: No	5%	(47)	11%	(112)	10%	(104)	61%	(612)	13%	(131)	1006
4-Region: Northeast	8%	(32)	10%	(38)	11%	(44)	64%	(253)	7%	(27)	394
4-Region: Midwest	6%	(30)	6%	(28)	10%	(46)	68%	(316)	9%	(43)	462
4-Region: South	4%	(30)	10%	(84)	9%	(76)	67%	(548)	10%	(86)	824
4-Region: West	8%	(40)	12%	(60)	15%	(77)	58%	(303)	8%	(40)	520
Sports fan	8%	(127)	12%	(189)	13%	(197)	59%	(889)	8%	(118)	1519
Avid sports fan	18%	(88)	18%	(87)	11%	(54)	47%	(222)	5%	(26)	478
Casual sports fan	4%	(39)	10%	(101)	14%	(143)	64%	(667)	9%	(91)	1041
Football fan	8%	(123)	12%	(180)	13%	(192)	59%	(848)	7%	(101)	1444
Avid football fan	16%	(98)	18%	(109)	13%	(80)	48%	(296)	5%	(33)	616
Casual football fan	3%	(25)	9%	(71)	14%	(112)	67%	(551)	8%	(68)	828
NFL fan	9%	(125)	13%	(180)	14%	(190)	58%	(808)	7%	(93)	1396
Avid NFL fan	16%	(97)	18%	(106)	13%	(78)	47%	(280)	6%	(35)	595
Casual NFL fan	4%	(28)	9%	(74)	14%	(112)	66%	(528)	7%	(58)	801
Watched SB last year	10%	(120)	13%	(154)	14%	(166)	56%	(646)	6%	(72)	1157
Didn't watch SB last year	1%	(12)	5%	(56)	7%	(76)	74%	(775)	12%	(124)	1043
OK brands get political	10%	(78)	14%	(109)	13%	(99)	57%	(444)	7%	(54)	785
Not OK brands get political	4%	(46)	9%	(96)	10%	(110)	72%	(806)	5%	(61)	1119
OK social justice	7%	(92)	11%	(148)	13%	(162)	62%	(806)	7%	(84)	1292
Not OK social justice	6%	(35)	9%	(57)	9%	(54)	72%	(438)	5%	(28)	612
Likely SB viewer	9%	(125)	13%	(178)	14%	(190)	57%	(771)	6%	(79)	1344
Unlikely SB viewer	1%	(6)	4%	(28)	6%	(44)	80%	(588)	9%	(67)	733
More likely to watch SB this year	14%	(81)	19%	(111)	13%	(76)	49%	(283)	5%	(26)	577
Less likely to watch SB this year	2%	(7)	7%	(34)	8%	(37)	73%	(345)	10%	(49)	472
Likely host/attend SB party	19%	(78)	27%	(109)	11%	(46)	36%	(146)	6%	(26)	406
Unlikely host/attend SB party	3%	(48)	6%	(98)	11%	(179)	74%	(1217)	7%	(114)	1656
Watch SB for game	10%	(90)	15%	(128)	15%	(127)	56%	(481)	4%	(33)	859
Watch SB for halftime	7%	(16)	12%	(28)	14%	(32)	57%	(129)	10%	(22)	227
Watch SB for ads	9%	(18)	11%	(22)	13%	(25)	61%	(118)	5%	(10)	193

Continued on next page



**Table MCSP38:** Do you expect to place any monetary bets on Super Bowl LV, such as bets on the outcome, prop bets or pools with friends, family or co-workers?

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	6%	(132)	10%	(209)	11%	(242)	65%	(1420)	9%	(196)	2200
SB more political	9%	(75)	14%	(111)	13%	(103)	61%	(498)	4%	(31)	818
SB less political	8%	(25)	11%	(35)	12%	(41)	62%	(202)	8%	(25)	328
Typically host/attend SB party	16%	(91)	20%	(111)	15%	(85)	41%	(230)	7%	(39)	556
Typically do not host/attend SB party	3%	(41)	6%	(98)	10%	(157)	72%	(1190)	10%	(156)	1644
Usually pays a lot/some attn to ads	8%	(117)	13%	(190)	13%	(190)	61%	(903)	6%	(92)	1492
Usually pays not much/no attn to ads	2%	(15)	3%	(19)	7%	(52)	73%	(517)	15%	(104)	708
Plan to pay a lot/some attn to ads	8%	(115)	14%	(184)	13%	(180)	58%	(793)	6%	(87)	1359
Plan to pay not much/no attn to ads	2%	(17)	3%	(26)	7%	(62)	75%	(628)	13%	(109)	841
Pro football fav sport	15%	(88)	16%	(94)	13%	(79)	50%	(295)	7%	(39)	596
Fav NFL	9%	(115)	13%	(166)	14%	(174)	58%	(725)	6%	(74)	1254
Unfav NFL	3%	(16)	7%	(32)	10%	(48)	74%	(357)	6%	(28)	481
Fav Goodell	15%	(73)	17%	(84)	14%	(67)	51%	(252)	4%	(21)	496
Unfav Goodell	9%	(44)	12%	(58)	14%	(67)	61%	(293)	4%	(21)	483
Fav Chiefs	11%	(105)	14%	(138)	14%	(143)	58%	(580)	4%	(36)	1001
Fav Buccaneers	12%	(100)	14%	(113)	13%	(109)	57%	(471)	3%	(29)	822
Chiefs fan	9%	(71)	13%	(110)	15%	(123)	58%	(482)	5%	(42)	828
Buccaneers fan	9%	(53)	12%	(71)	13%	(78)	62%	(369)	4%	(22)	593
Frequent sports betters	59%	(61)	20%	(20)	8%	(8)	3%	(3)	11%	(11)	103
Regular sports betters	43%	(97)	37%	(84)	7%	(15)	5%	(11)	7%	(16)	223
Frequent NFL betters	57%	(67)	28%	(33)	2%	(3)	2%	(3)	10%	(12)	117
Regular NFL betters	44%	(106)	39%	(94)	5%	(11)	4%	(10)	8%	(18)	239
Definite SB betters	100%	(132)	—	(0)	—	(0)	—	(0)	—	(0)	132
Probable SB betters	39%	(132)	61%	(209)	—	(0)	—	(0)	—	(0)	341
Believe betting is legal in their state	13%	(85)	17%	(112)	14%	(92)	50%	(328)	7%	(44)	661
Believe betting is illegal in their state	7%	(29)	12%	(46)	15%	(59)	59%	(229)	6%	(25)	387
Non-sports fans	1%	(5)	3%	(21)	7%	(46)	78%	(531)	12%	(78)	681
Gen Z sports fans	6%	(12)	16%	(31)	12%	(23)	49%	(95)	17%	(33)	194
Millennial sports fans	14%	(60)	24%	(102)	15%	(64)	39%	(163)	8%	(32)	422
Gen X sports fans	6%	(24)	7%	(28)	11%	(43)	67%	(257)	8%	(29)	381
Boomer sports fans	6%	(29)	6%	(26)	13%	(62)	71%	(330)	4%	(20)	466

Continued on next page

**Table MCSP38:** Do you expect to place any monetary bets on Super Bowl LV, such as bets on the outcome, prop bets or pools with friends, family or co-workers?

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	6%	(132)	10%	(209)	11%	(242)	65%	(1420)	9%	(196)	2200
Sports fans 18-34	11%	(48)	21%	(94)	13%	(58)	42%	(184)	12%	(54)	439
Sports fans 35-44	11%	(28)	18%	(46)	13%	(33)	51%	(128)	7%	(18)	253
Sports fans 45-64	6%	(33)	7%	(37)	14%	(73)	68%	(358)	5%	(29)	530
Sports fans 65+	6%	(18)	4%	(12)	11%	(32)	74%	(219)	6%	(17)	297
Occasional sports betters	11%	(21)	33%	(65)	30%	(58)	20%	(39)	7%	(13)	196
Non-sports betters	1%	(14)	3%	(61)	10%	(169)	77%	(1370)	9%	(166)	1781
In legal betting states	8%	(63)	8%	(65)	11%	(88)	63%	(515)	10%	(82)	814
Outside legal betting states	5%	(69)	10%	(144)	11%	(154)	65%	(905)	8%	(114)	1386
Sports fan In legal betting states 21+	11%	(61)	11%	(59)	14%	(74)	56%	(296)	8%	(40)	530
Sports fan Outside legal betting states 21+	7%	(67)	13%	(112)	13%	(113)	61%	(541)	7%	(61)	893
Likely SB viewer In legal betting states 21+	13%	(60)	12%	(57)	15%	(71)	54%	(250)	6%	(26)	464
Likely SB viewer Outside legal betting states 21+	8%	(66)	13%	(104)	14%	(109)	59%	(473)	6%	(45)	796

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

**Table MCSP39\_1:** How likely or unlikely are you to bet money on Super Bowl LV with each of the following?  
A brick-and-mortar casino sportsbook

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	3%	(76)	4%	(95)	5%	(117)	72%	(1594)	14%	(318)	2200
Gender: Male	5%	(58)	6%	(65)	7%	(73)	69%	(736)	12%	(130)	1062
Gender: Female	2%	(18)	3%	(30)	4%	(44)	75%	(858)	16%	(188)	1138
Age: 18-34	6%	(38)	8%	(53)	8%	(55)	51%	(333)	27%	(176)	655
Age: 35-44	5%	(17)	7%	(27)	6%	(22)	68%	(243)	14%	(49)	358
Age: 45-64	2%	(18)	2%	(15)	4%	(31)	82%	(619)	9%	(68)	751
Age: 65+	1%	(3)	—	(1)	2%	(8)	92%	(399)	6%	(25)	436
GenZers: 1997-2012	2%	(6)	8%	(25)	10%	(28)	48%	(143)	33%	(97)	299
Millennials: 1981-1996	8%	(46)	9%	(51)	7%	(44)	58%	(346)	18%	(109)	595
GenXers: 1965-1980	2%	(13)	3%	(17)	4%	(22)	78%	(425)	12%	(66)	542
Baby Boomers: 1946-1964	1%	(10)	—	(2)	3%	(22)	89%	(610)	6%	(41)	685
PID: Dem (no lean)	5%	(41)	7%	(59)	7%	(60)	68%	(609)	14%	(128)	897
PID: Ind (no lean)	1%	(8)	3%	(21)	5%	(33)	74%	(497)	17%	(117)	676
PID: Rep (no lean)	4%	(28)	2%	(15)	4%	(23)	78%	(487)	12%	(73)	627
PID/Gender: Dem Men	7%	(28)	10%	(42)	10%	(40)	61%	(248)	12%	(50)	407
PID/Gender: Dem Women	3%	(13)	4%	(17)	4%	(21)	74%	(362)	16%	(77)	490
PID/Gender: Ind Men	2%	(6)	4%	(14)	5%	(16)	75%	(247)	14%	(45)	327
PID/Gender: Ind Women	1%	(2)	2%	(7)	5%	(17)	72%	(251)	21%	(72)	349
PID/Gender: Rep Men	7%	(24)	3%	(9)	5%	(17)	74%	(241)	11%	(35)	327
PID/Gender: Rep Women	1%	(3)	2%	(6)	2%	(6)	82%	(246)	13%	(38)	299
Ideo: Liberal (1-3)	5%	(32)	7%	(44)	7%	(45)	70%	(451)	11%	(73)	645
Ideo: Moderate (4)	3%	(17)	4%	(26)	5%	(33)	75%	(468)	12%	(76)	621
Ideo: Conservative (5-7)	3%	(22)	3%	(22)	4%	(27)	81%	(546)	8%	(57)	675
Educ: < College	2%	(33)	4%	(57)	5%	(73)	72%	(1082)	18%	(268)	1512
Educ: Bachelors degree	3%	(14)	5%	(20)	8%	(34)	76%	(338)	8%	(38)	444
Educ: Post-grad	12%	(29)	7%	(18)	4%	(10)	71%	(174)	5%	(13)	244
Income: Under 50k	3%	(31)	4%	(48)	5%	(58)	70%	(837)	19%	(223)	1198
Income: 50k-100k	3%	(19)	4%	(28)	6%	(43)	77%	(521)	10%	(68)	680
Income: 100k+	8%	(25)	6%	(19)	5%	(16)	73%	(236)	8%	(26)	322
Ethnicity: White	3%	(56)	3%	(60)	5%	(84)	76%	(1308)	12%	(214)	1722
Ethnicity: Hispanic	9%	(30)	7%	(24)	7%	(24)	58%	(204)	19%	(67)	349

Continued on next page

**Table MCSP39\_1:** How likely or unlikely are you to bet money on Super Bowl LV with each of the following?  
A brick-and-mortar casino sportsbook

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	3%	(76)	4%	(95)	5%	(117)	72%	(1594)	14%	(318)	2200
Ethnicity: Black	3%	(7)	6%	(18)	6%	(18)	63%	(172)	22%	(59)	274
Ethnicity: Other	6%	(13)	9%	(17)	7%	(15)	56%	(114)	22%	(45)	204
All Christian	4%	(41)	5%	(44)	4%	(40)	78%	(762)	9%	(88)	975
All Non-Christian	11%	(14)	14%	(17)	9%	(12)	57%	(73)	9%	(12)	128
Atheist	3%	(3)	3%	(3)	5%	(6)	68%	(75)	21%	(23)	110
Agnostic/Nothing in particular	3%	(16)	3%	(20)	4%	(27)	69%	(410)	21%	(125)	598
Something Else	1%	(3)	3%	(11)	8%	(33)	70%	(274)	18%	(70)	390
Religious Non-Protestant/Catholic	10%	(15)	11%	(17)	8%	(12)	62%	(94)	9%	(13)	152
Evangelical	4%	(20)	5%	(31)	7%	(40)	71%	(404)	13%	(74)	570
Non-Evangelical	3%	(22)	3%	(23)	4%	(31)	80%	(607)	10%	(79)	761
Community: Urban	6%	(39)	9%	(53)	9%	(55)	61%	(366)	14%	(86)	600
Community: Suburban	2%	(21)	3%	(31)	4%	(44)	77%	(802)	13%	(139)	1037
Community: Rural	3%	(17)	2%	(12)	3%	(17)	76%	(426)	16%	(92)	564
Employ: Private Sector	6%	(41)	8%	(54)	8%	(50)	69%	(440)	8%	(54)	641
Employ: Government	5%	(7)	6%	(8)	11%	(14)	63%	(81)	14%	(18)	128
Employ: Self-Employed	7%	(11)	5%	(8)	3%	(5)	69%	(105)	16%	(24)	153
Employ: Homemaker	2%	(3)	4%	(6)	4%	(6)	77%	(127)	14%	(23)	165
Employ: Student	3%	(4)	1%	(1)	6%	(7)	47%	(59)	43%	(53)	124
Employ: Retired	1%	(6)	1%	(3)	2%	(12)	89%	(448)	7%	(37)	506
Employ: Unemployed	—	(2)	3%	(10)	5%	(16)	67%	(222)	25%	(83)	332
Employ: Other	2%	(3)	3%	(5)	4%	(6)	73%	(111)	17%	(26)	151
Military HH: Yes	4%	(14)	1%	(5)	5%	(18)	82%	(279)	7%	(25)	341
Military HH: No	3%	(62)	5%	(90)	5%	(99)	71%	(1315)	16%	(293)	1859
RD/WT: Right Direction	6%	(56)	7%	(63)	8%	(74)	65%	(582)	14%	(121)	897
RD/WT: Wrong Track	2%	(20)	2%	(32)	3%	(42)	78%	(1012)	15%	(197)	1303
Biden Job Approve	4%	(57)	6%	(76)	6%	(81)	70%	(900)	13%	(168)	1282
Biden Job Disapprove	2%	(16)	2%	(13)	5%	(33)	79%	(553)	12%	(83)	698

Continued on next page

**Table MCSP39\_1:** How likely or unlikely are you to bet money on Super Bowl LV with each of the following?  
A brick-and-mortar casino sportsbook

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	3%	(76)	4%	(95)	5%	(117)	72%	(1594)	14%	(318)	2200
Biden Job Strongly Approve	6%	(47)	6%	(46)	7%	(56)	69%	(556)	12%	(99)	804
Biden Job Somewhat Approve	2%	(10)	6%	(30)	5%	(26)	72%	(343)	14%	(69)	478
Biden Job Somewhat Disapprove	—	(1)	4%	(8)	6%	(12)	78%	(149)	11%	(21)	191
Biden Job Strongly Disapprove	3%	(15)	1%	(5)	4%	(21)	80%	(404)	12%	(63)	507
Favorable of Biden	5%	(62)	5%	(69)	6%	(83)	70%	(917)	13%	(175)	1305
Unfavorable of Biden	2%	(14)	3%	(20)	4%	(32)	81%	(611)	11%	(83)	759
Very Favorable of Biden	7%	(52)	6%	(48)	6%	(50)	69%	(540)	12%	(90)	780
Somewhat Favorable of Biden	2%	(10)	4%	(22)	6%	(32)	72%	(377)	16%	(85)	525
Somewhat Unfavorable of Biden	1%	(1)	5%	(10)	4%	(9)	79%	(152)	10%	(20)	192
Very Unfavorable of Biden	2%	(13)	2%	(9)	4%	(23)	81%	(459)	11%	(63)	567
#1 Issue: Economy	4%	(33)	5%	(43)	6%	(51)	71%	(617)	14%	(124)	868
#1 Issue: Security	2%	(6)	5%	(14)	5%	(13)	72%	(191)	16%	(44)	267
#1 Issue: Health Care	4%	(18)	5%	(20)	5%	(21)	71%	(287)	15%	(59)	404
#1 Issue: Medicare / Social Security	2%	(5)	1%	(3)	3%	(7)	86%	(202)	8%	(19)	236
#1 Issue: Women's Issues	5%	(5)	3%	(3)	6%	(5)	69%	(66)	17%	(16)	96
#1 Issue: Education	3%	(3)	7%	(7)	4%	(4)	61%	(59)	25%	(24)	96
#1 Issue: Energy	9%	(7)	4%	(3)	8%	(7)	61%	(49)	18%	(15)	81
#1 Issue: Other	1%	(1)	2%	(3)	6%	(9)	80%	(122)	11%	(17)	152
2020 Vote: Joe Biden	5%	(55)	7%	(69)	6%	(65)	70%	(733)	12%	(127)	1049
2020 Vote: Donald Trump	2%	(17)	2%	(16)	4%	(29)	80%	(549)	11%	(76)	686
2020 Vote: Other	1%	(1)	4%	(2)	11%	(7)	72%	(45)	12%	(8)	62
2020 Vote: Didn't Vote	1%	(4)	2%	(7)	4%	(16)	67%	(267)	27%	(107)	401
2018 House Vote: Democrat	5%	(39)	5%	(35)	6%	(47)	76%	(561)	8%	(60)	741
2018 House Vote: Republican	3%	(17)	2%	(13)	4%	(21)	82%	(456)	8%	(47)	554
2018 House Vote: Someone else	4%	(2)	2%	(1)	12%	(6)	73%	(38)	9%	(5)	52
2016 Vote: Hillary Clinton	5%	(38)	5%	(34)	6%	(43)	75%	(533)	8%	(60)	707
2016 Vote: Donald Trump	3%	(16)	3%	(16)	4%	(27)	81%	(509)	10%	(60)	628
2016 Vote: Other	3%	(3)	1%	(1)	7%	(8)	84%	(95)	4%	(5)	113
2016 Vote: Didn't Vote	3%	(20)	6%	(43)	5%	(37)	61%	(457)	26%	(192)	749

Continued on next page

**Table MCSP39\_1:** How likely or unlikely are you to bet money on Super Bowl LV with each of the following?  
A brick-and-mortar casino sportsbook

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	3%	(76)	4%	(95)	5%	(117)	72%	(1594)	14%	(318)	2200
Voted in 2014: Yes	4%	(49)	3%	(41)	5%	(64)	80%	(950)	8%	(90)	1194
Voted in 2014: No	3%	(28)	5%	(54)	5%	(52)	64%	(644)	23%	(228)	1006
4-Region: Northeast	4%	(17)	5%	(20)	5%	(18)	73%	(287)	13%	(52)	394
4-Region: Midwest	3%	(14)	2%	(9)	3%	(15)	79%	(363)	13%	(62)	462
4-Region: South	2%	(16)	5%	(40)	5%	(40)	73%	(598)	16%	(129)	824
4-Region: West	6%	(29)	5%	(26)	8%	(44)	66%	(345)	15%	(76)	520
Sports fan	5%	(74)	5%	(80)	6%	(94)	71%	(1077)	13%	(195)	1519
Avid sports fan	8%	(39)	8%	(36)	11%	(51)	63%	(301)	11%	(51)	478
Casual sports fan	3%	(35)	4%	(43)	4%	(43)	75%	(776)	14%	(144)	1041
Football fan	5%	(68)	6%	(81)	6%	(90)	72%	(1033)	12%	(172)	1444
Avid football fan	8%	(52)	7%	(41)	10%	(60)	65%	(401)	10%	(64)	616
Casual football fan	2%	(16)	5%	(40)	4%	(31)	76%	(632)	13%	(108)	828
NFL fan	5%	(67)	6%	(86)	6%	(88)	72%	(1001)	11%	(153)	1396
Avid NFL fan	9%	(52)	5%	(32)	10%	(57)	66%	(393)	10%	(60)	595
Casual NFL fan	2%	(15)	7%	(53)	4%	(31)	76%	(608)	12%	(93)	801
Watched SB last year	6%	(66)	6%	(69)	6%	(72)	72%	(828)	11%	(123)	1157
Didn't watch SB last year	1%	(10)	3%	(26)	4%	(44)	74%	(766)	19%	(195)	1043
OK brands get political	6%	(50)	8%	(60)	7%	(51)	66%	(520)	13%	(103)	785
Not OK brands get political	2%	(24)	3%	(31)	5%	(56)	81%	(903)	9%	(106)	1119
OK social justice	4%	(58)	6%	(76)	7%	(87)	72%	(924)	11%	(147)	1292
Not OK social justice	3%	(17)	3%	(16)	4%	(25)	81%	(496)	9%	(57)	612
Likely SB viewer	5%	(64)	6%	(84)	7%	(89)	72%	(965)	11%	(141)	1344
Unlikely SB viewer	1%	(10)	1%	(11)	4%	(26)	78%	(572)	16%	(114)	733
More likely to watch SB this year	9%	(49)	10%	(57)	11%	(66)	61%	(353)	9%	(51)	577
Less likely to watch SB this year	2%	(10)	4%	(20)	3%	(15)	75%	(353)	15%	(73)	472
Likely host/attend SB party	14%	(55)	14%	(58)	12%	(49)	49%	(198)	11%	(45)	406
Unlikely host/attend SB party	1%	(18)	2%	(33)	4%	(61)	81%	(1347)	12%	(197)	1656
Watch SB for game	5%	(40)	5%	(45)	7%	(63)	74%	(638)	8%	(73)	859
Watch SB for halftime	5%	(11)	5%	(12)	9%	(20)	64%	(146)	17%	(38)	227
Watch SB for ads	7%	(13)	11%	(22)	3%	(5)	71%	(138)	8%	(15)	193

Continued on next page

**Table MCSP39\_1:** How likely or unlikely are you to bet money on Super Bowl LV with each of the following?  
A brick-and-mortar casino sportsbook

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	3%	(76)	4%	(95)	5%	(117)	72%	(1594)	14%	(318)	2200
SB more political	5%	(45)	6%	(53)	7%	(57)	73%	(594)	8%	(69)	818
SB less political	5%	(17)	3%	(10)	7%	(22)	72%	(236)	13%	(43)	328
Typically host/attend SB party	8%	(46)	9%	(51)	9%	(51)	62%	(345)	11%	(64)	556
Typically do not host/attend SB party	2%	(31)	3%	(44)	4%	(66)	76%	(1249)	15%	(254)	1644
Usually pays a lot/some attn to ads	4%	(61)	6%	(84)	6%	(95)	73%	(1094)	11%	(159)	1492
Usually pays not much/no attn to ads	2%	(15)	2%	(11)	3%	(22)	71%	(500)	22%	(159)	708
Plan to pay a lot/some attn to ads	5%	(61)	6%	(85)	7%	(89)	72%	(985)	10%	(138)	1359
Plan to pay not much/no attn to ads	2%	(15)	1%	(10)	3%	(27)	72%	(609)	21%	(180)	841
Pro football fav sport	7%	(43)	8%	(46)	9%	(54)	67%	(396)	10%	(57)	596
Fav NFL	5%	(59)	6%	(80)	7%	(82)	72%	(906)	10%	(126)	1254
Unfav NFL	2%	(11)	3%	(14)	5%	(26)	80%	(386)	9%	(45)	481
Fav Goodell	9%	(44)	10%	(49)	8%	(41)	67%	(333)	6%	(29)	496
Unfav Goodell	4%	(18)	5%	(26)	7%	(33)	75%	(365)	8%	(41)	483
Fav Chiefs	5%	(51)	6%	(65)	6%	(65)	76%	(757)	6%	(63)	1001
Fav Buccaneers	6%	(52)	8%	(69)	5%	(44)	73%	(601)	7%	(55)	822
Chiefs fan	5%	(44)	5%	(40)	7%	(58)	74%	(616)	8%	(70)	828
Buccaneers fan	4%	(21)	6%	(37)	7%	(40)	75%	(446)	8%	(48)	593
Frequent sports betters	33%	(34)	13%	(13)	17%	(17)	27%	(27)	11%	(11)	103
Regular sports betters	22%	(48)	22%	(48)	16%	(35)	29%	(65)	12%	(27)	223
Frequent NFL betters	32%	(37)	14%	(16)	13%	(15)	29%	(34)	12%	(14)	117
Regular NFL betters	24%	(57)	20%	(47)	19%	(47)	25%	(59)	12%	(29)	239
Definite SB betters	29%	(38)	13%	(17)	17%	(22)	37%	(48)	5%	(7)	132
Probable SB betters	19%	(64)	20%	(67)	16%	(55)	36%	(123)	9%	(32)	341
Believe betting is legal in their state	8%	(54)	7%	(49)	9%	(61)	63%	(417)	12%	(80)	661
Believe betting is illegal in their state	5%	(18)	4%	(14)	7%	(26)	71%	(274)	14%	(55)	387
Non-sports fans	—	(2)	2%	(16)	3%	(23)	76%	(517)	18%	(123)	681
Gen Z sports fans	2%	(4)	10%	(20)	11%	(21)	47%	(91)	30%	(58)	194
Millennial sports fans	11%	(46)	11%	(46)	8%	(35)	55%	(230)	15%	(64)	422
Gen X sports fans	3%	(13)	3%	(11)	6%	(21)	77%	(294)	11%	(41)	381
Boomer sports fans	2%	(10)	—	(2)	3%	(16)	88%	(408)	6%	(30)	466

Continued on next page

**Table MCSP39\_1:** How likely or unlikely are you to bet money on Super Bowl LV with each of the following?  
A brick-and-mortar casino sportsbook

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	3%	(76)	4%	(95)	5%	(117)	72%	(1594)	14%	(318)	2200
Sports fans 18-34	8%	(36)	10%	(44)	9%	(40)	49%	(213)	24%	(105)	439
Sports fans 35-44	7%	(17)	10%	(25)	8%	(20)	65%	(164)	11%	(27)	253
Sports fans 45-64	3%	(18)	2%	(10)	5%	(25)	81%	(432)	9%	(45)	530
Sports fans 65+	1%	(3)	—	(0)	3%	(8)	90%	(268)	6%	(18)	297
Occasional sports betters	7%	(13)	9%	(18)	17%	(34)	55%	(107)	12%	(24)	196
Non-sports betters	1%	(15)	2%	(29)	3%	(48)	80%	(1422)	15%	(267)	1781
In legal betting states	4%	(36)	3%	(28)	4%	(36)	71%	(578)	17%	(136)	814
Outside legal betting states	3%	(41)	5%	(67)	6%	(80)	73%	(1016)	13%	(182)	1386
Sports fan In legal betting states 21+	6%	(34)	4%	(20)	6%	(33)	71%	(378)	12%	(65)	530
Sports fan Outside legal betting states 21+	4%	(40)	6%	(51)	5%	(47)	74%	(661)	11%	(95)	893
Likely SB viewer In legal betting states 21+	7%	(33)	4%	(21)	6%	(29)	71%	(328)	11%	(52)	464
Likely SB viewer Outside legal betting states 21+	4%	(31)	7%	(55)	6%	(46)	75%	(599)	8%	(66)	796

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



**Table MCSP39\_2:** How likely or unlikely are you to bet money on Super Bowl LV with each of the following?  
An online or mobile sportsbook or fantasy sports website

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	6%	(129)	7%	(153)	4%	(85)	70%	(1540)	13%	(293)	2200
Gender: Male	9%	(95)	9%	(95)	5%	(57)	65%	(692)	12%	(122)	1062
Gender: Female	3%	(34)	5%	(58)	2%	(28)	74%	(847)	15%	(171)	1138
Age: 18-34	10%	(65)	14%	(90)	4%	(29)	47%	(307)	25%	(164)	655
Age: 35-44	8%	(28)	11%	(38)	8%	(27)	60%	(215)	14%	(49)	358
Age: 45-64	4%	(29)	3%	(21)	3%	(26)	82%	(617)	8%	(58)	751
Age: 65+	2%	(7)	1%	(4)	1%	(3)	92%	(400)	5%	(22)	436
GenZers: 1997-2012	7%	(21)	14%	(41)	4%	(11)	47%	(140)	29%	(86)	299
Millennials: 1981-1996	11%	(68)	14%	(82)	6%	(38)	51%	(301)	18%	(107)	595
GenXers: 1965-1980	4%	(21)	4%	(23)	5%	(25)	76%	(413)	11%	(61)	542
Baby Boomers: 1946-1964	3%	(18)	1%	(7)	1%	(9)	90%	(616)	5%	(35)	685
PID: Dem (no lean)	8%	(74)	10%	(90)	5%	(41)	65%	(583)	12%	(109)	897
PID: Ind (no lean)	3%	(19)	5%	(34)	4%	(24)	71%	(477)	18%	(122)	676
PID: Rep (no lean)	6%	(36)	4%	(28)	3%	(20)	77%	(480)	10%	(63)	627
PID/Gender: Dem Men	12%	(51)	14%	(55)	7%	(27)	56%	(229)	11%	(45)	407
PID/Gender: Dem Women	5%	(24)	7%	(35)	3%	(13)	72%	(354)	13%	(64)	490
PID/Gender: Ind Men	4%	(13)	7%	(23)	5%	(17)	70%	(229)	14%	(45)	327
PID/Gender: Ind Women	2%	(6)	3%	(11)	2%	(7)	71%	(247)	22%	(77)	349
PID/Gender: Rep Men	10%	(32)	5%	(17)	4%	(13)	71%	(234)	10%	(32)	327
PID/Gender: Rep Women	1%	(4)	4%	(11)	2%	(7)	82%	(246)	10%	(30)	299
Ideo: Liberal (1-3)	9%	(60)	9%	(60)	5%	(35)	66%	(425)	10%	(65)	645
Ideo: Moderate (4)	5%	(32)	8%	(47)	4%	(26)	72%	(446)	11%	(69)	621
Ideo: Conservative (5-7)	4%	(29)	5%	(34)	3%	(21)	80%	(542)	7%	(49)	675
Educ: < College	5%	(71)	6%	(97)	3%	(49)	69%	(1045)	16%	(249)	1512
Educ: Bachelors degree	7%	(29)	6%	(28)	6%	(28)	74%	(326)	7%	(32)	444
Educ: Post-grad	12%	(28)	12%	(28)	3%	(8)	69%	(168)	5%	(11)	244
Income: Under 50k	4%	(54)	6%	(75)	4%	(45)	68%	(818)	17%	(206)	1198
Income: 50k-100k	7%	(48)	7%	(45)	4%	(27)	73%	(500)	9%	(61)	680
Income: 100k+	9%	(28)	10%	(33)	4%	(14)	69%	(222)	8%	(26)	322
Ethnicity: White	6%	(96)	5%	(94)	4%	(60)	74%	(1270)	12%	(201)	1722
Ethnicity: Hispanic	11%	(40)	15%	(53)	2%	(8)	56%	(197)	15%	(52)	349

Continued on next page

**Table MCSP39\_2:** How likely or unlikely are you to bet money on Super Bowl LV with each of the following?  
An online or mobile sportsbook or fantasy sports website

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	6% (129)	7% (153)	4% (85)	70% (1540)	13% (293)	2200
Ethnicity: Black	7% (20)	11% (29)	5% (15)	57% (157)	19% (53)	274
Ethnicity: Other	6% (13)	15% (30)	5% (10)	55% (112)	19% (40)	204
All Christian	7% (64)	6% (63)	4% (34)	76% (737)	8% (76)	975
All Non-Christian	16% (21)	17% (22)	10% (12)	48% (61)	9% (12)	128
Atheist	7% (8)	8% (8)	3% (3)	65% (72)	17% (19)	110
Agnostic/Nothing in particular	4% (24)	5% (32)	4% (22)	66% (397)	20% (122)	598
Something Else	3% (12)	7% (28)	3% (13)	70% (272)	16% (64)	390
Religious Non-Protestant/Catholic	14% (21)	15% (23)	8% (12)	54% (82)	8% (13)	152
Evangelical	7% (41)	7% (42)	3% (18)	70% (398)	13% (72)	570
Non-Evangelical	5% (35)	6% (48)	4% (29)	77% (588)	8% (63)	761
Community: Urban	11% (65)	14% (83)	5% (30)	58% (347)	13% (75)	600
Community: Suburban	3% (36)	6% (60)	4% (38)	75% (779)	12% (124)	1037
Community: Rural	5% (29)	2% (10)	3% (17)	73% (414)	17% (94)	564
Employ: Private Sector	10% (66)	11% (70)	7% (45)	64% (408)	8% (52)	641
Employ: Government	6% (8)	11% (14)	4% (5)	65% (83)	14% (18)	128
Employ: Self-Employed	8% (12)	9% (14)	4% (6)	64% (98)	15% (23)	153
Employ: Homemaker	5% (8)	6% (9)	4% (6)	71% (118)	15% (24)	165
Employ: Student	7% (8)	4% (5)	5% (7)	46% (57)	37% (46)	124
Employ: Retired	3% (15)	1% (6)	1% (3)	89% (448)	7% (34)	506
Employ: Unemployed	3% (10)	6% (20)	3% (11)	65% (216)	23% (75)	332
Employ: Other	2% (3)	9% (14)	1% (1)	73% (111)	14% (21)	151
Military HH: Yes	6% (20)	4% (14)	3% (12)	79% (270)	7% (25)	341
Military HH: No	6% (109)	7% (139)	4% (73)	68% (1270)	14% (268)	1859
RD/WT: Right Direction	9% (79)	12% (106)	4% (38)	62% (559)	13% (114)	897
RD/WT: Wrong Track	4% (50)	4% (47)	4% (47)	75% (980)	14% (179)	1303
Biden Job Approve	7% (94)	9% (118)	4% (55)	67% (859)	12% (156)	1282
Biden Job Disapprove	4% (27)	4% (25)	4% (25)	78% (546)	11% (75)	698

Continued on next page

**Table MCSP39\_2:** How likely or unlikely are you to bet money on Super Bowl LV with each of the following?  
An online or mobile sportsbook or fantasy sports website

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	6% (129)	7% (153)	4% (85)	70% (1540)	13% (293)	2200
Biden Job Strongly Approve	10% (77)	9% (73)	4% (33)	66% (530)	11% (91)	804
Biden Job Somewhat Approve	4% (17)	10% (46)	5% (22)	69% (329)	14% (65)	478
Biden Job Somewhat Disapprove	3% (5)	5% (9)	5% (9)	78% (148)	11% (20)	191
Biden Job Strongly Disapprove	4% (22)	3% (16)	3% (16)	78% (398)	11% (55)	507
Favorable of Biden	8% (105)	8% (109)	4% (55)	67% (878)	12% (157)	1305
Unfavorable of Biden	3% (23)	5% (37)	3% (26)	79% (597)	10% (77)	759
Very Favorable of Biden	11% (83)	9% (73)	4% (31)	66% (518)	10% (75)	780
Somewhat Favorable of Biden	4% (22)	7% (36)	5% (25)	69% (360)	16% (82)	525
Somewhat Unfavorable of Biden	3% (6)	7% (14)	3% (6)	77% (147)	10% (19)	192
Very Unfavorable of Biden	3% (17)	4% (23)	3% (19)	79% (450)	10% (58)	567
#1 Issue: Economy	7% (61)	8% (69)	4% (37)	68% (589)	13% (112)	868
#1 Issue: Security	4% (10)	9% (24)	3% (9)	68% (181)	16% (43)	267
#1 Issue: Health Care	4% (18)	6% (25)	7% (26)	69% (279)	14% (56)	404
#1 Issue: Medicare / Social Security	2% (6)	1% (3)	1% (2)	88% (207)	8% (18)	236
#1 Issue: Women's Issues	8% (8)	10% (10)	3% (3)	63% (61)	15% (14)	96
#1 Issue: Education	10% (10)	6% (5)	4% (4)	62% (59)	19% (18)	96
#1 Issue: Energy	10% (8)	15% (12)	3% (2)	55% (44)	18% (14)	81
#1 Issue: Other	6% (9)	3% (4)	1% (2)	78% (119)	12% (18)	152
2020 Vote: Joe Biden	9% (90)	10% (105)	4% (42)	67% (703)	10% (109)	1049
2020 Vote: Donald Trump	3% (23)	5% (32)	4% (29)	78% (532)	10% (69)	686
2020 Vote: Other	— (0)	3% (2)	8% (5)	78% (48)	11% (7)	62
2020 Vote: Didn't Vote	4% (16)	3% (14)	2% (9)	64% (255)	27% (108)	401
2018 House Vote: Democrat	8% (62)	9% (64)	4% (33)	71% (528)	7% (54)	741
2018 House Vote: Republican	5% (26)	4% (23)	4% (21)	80% (445)	7% (40)	554
2018 House Vote: Someone else	3% (2)	3% (1)	2% (1)	85% (45)	7% (4)	52
2016 Vote: Hillary Clinton	8% (54)	8% (57)	5% (32)	71% (506)	8% (58)	707
2016 Vote: Donald Trump	4% (27)	5% (29)	3% (21)	79% (497)	9% (54)	628
2016 Vote: Other	2% (3)	4% (5)	4% (4)	89% (100)	1% (1)	113
2016 Vote: Didn't Vote	6% (45)	8% (60)	4% (28)	58% (437)	24% (179)	749

Continued on next page

**Table MCSP39\_2:** How likely or unlikely are you to bet money on Super Bowl LV with each of the following?  
An online or mobile sportsbook or fantasy sports website

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	6% (129)	7% (153)	4% (85)	70% (1540)	13% (293)	2200
Voted in 2014: Yes	6% (74)	6% (68)	4% (42)	78% (930)	7% (80)	1194
Voted in 2014: No	6% (55)	8% (84)	4% (43)	61% (610)	21% (213)	1006
4-Region: Northeast	8% (32)	9% (37)	4% (17)	67% (264)	11% (43)	394
4-Region: Midwest	5% (25)	4% (19)	2% (12)	75% (348)	13% (58)	462
4-Region: South	3% (25)	7% (58)	4% (37)	70% (579)	15% (125)	824
4-Region: West	9% (47)	8% (39)	4% (19)	67% (348)	13% (67)	520
Sports fan	8% (124)	8% (127)	5% (75)	68% (1028)	11% (164)	1519
Avid sports fan	18% (84)	13% (62)	7% (35)	55% (263)	7% (34)	478
Casual sports fan	4% (40)	6% (65)	4% (41)	74% (766)	13% (130)	1041
Football fan	9% (124)	9% (123)	5% (68)	68% (985)	10% (144)	1444
Avid football fan	16% (100)	11% (70)	7% (42)	58% (359)	7% (46)	616
Casual football fan	3% (24)	6% (54)	3% (27)	76% (626)	12% (98)	828
NFL fan	9% (123)	9% (123)	5% (67)	68% (955)	9% (127)	1396
Avid NFL fan	16% (97)	9% (56)	7% (39)	60% (355)	8% (47)	595
Casual NFL fan	3% (25)	8% (67)	4% (29)	75% (599)	10% (80)	801
Watched SB last year	10% (114)	9% (104)	5% (60)	67% (780)	9% (99)	1157
Didn't watch SB last year	1% (15)	5% (49)	2% (25)	73% (759)	19% (195)	1043
OK brands get political	9% (72)	12% (95)	5% (39)	62% (488)	12% (91)	785
Not OK brands get political	5% (51)	4% (47)	4% (41)	79% (887)	8% (92)	1119
OK social justice	8% (98)	10% (125)	4% (55)	68% (885)	10% (129)	1292
Not OK social justice	5% (28)	4% (27)	4% (22)	79% (482)	9% (52)	612
Likely SB viewer	9% (120)	9% (126)	5% (74)	68% (909)	9% (115)	1344
Unlikely SB viewer	1% (7)	3% (25)	1% (10)	79% (576)	16% (115)	733
More likely to watch SB this year	13% (74)	16% (90)	8% (45)	57% (327)	7% (42)	577
Less likely to watch SB this year	2% (8)	6% (30)	3% (12)	74% (351)	15% (71)	472
Likely host/attend SB party	19% (77)	21% (86)	9% (38)	43% (175)	7% (30)	406
Unlikely host/attend SB party	3% (49)	4% (59)	3% (46)	79% (1312)	11% (190)	1656
Watch SB for game	10% (82)	8% (72)	6% (55)	69% (592)	7% (57)	859
Watch SB for halftime	11% (24)	11% (25)	4% (9)	60% (136)	14% (33)	227
Watch SB for ads	7% (13)	12% (23)	4% (7)	70% (135)	8% (15)	193

Continued on next page

**Table MCSP39\_2:** How likely or unlikely are you to bet money on Super Bowl LV with each of the following?  
An online or mobile sportsbook or fantasy sports website

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	6% (129)	7% (153)	4% (85)	70% (1540)	13% (293)	2200
SB more political	10% (78)	11% (93)	4% (35)	68% (555)	7% (56)	818
SB less political	9% (28)	4% (15)	5% (16)	71% (232)	11% (38)	328
Typically host/attend SB party	17% (94)	13% (74)	6% (33)	56% (309)	9% (47)	556
Typically do not host/attend SB party	2% (36)	5% (79)	3% (52)	75% (1231)	15% (246)	1644
Usually pays a lot/some attn to ads	8% (119)	9% (129)	4% (65)	70% (1048)	9% (131)	1492
Usually pays not much/no attn to ads	2% (11)	3% (24)	3% (19)	70% (492)	23% (162)	708
Plan to pay a lot/some attn to ads	9% (119)	9% (124)	5% (69)	69% (937)	8% (110)	1359
Plan to pay not much/no attn to ads	1% (11)	3% (29)	2% (16)	72% (603)	22% (183)	841
Pro football fav sport	14% (84)	11% (68)	5% (30)	62% (369)	7% (45)	596
Fav NFL	9% (110)	10% (120)	5% (59)	69% (862)	8% (104)	1254
Unfav NFL	3% (14)	6% (30)	4% (20)	79% (378)	8% (39)	481
Fav Goodell	14% (70)	14% (69)	5% (25)	62% (306)	5% (27)	496
Unfav Goodell	8% (39)	8% (37)	7% (33)	70% (337)	8% (37)	483
Fav Chiefs	10% (97)	10% (95)	5% (49)	70% (705)	5% (54)	1001
Fav Buccaneers	11% (88)	11% (92)	5% (39)	68% (560)	5% (43)	822
Chiefs fan	9% (75)	8% (68)	6% (50)	70% (578)	7% (58)	828
Buccaneers fan	6% (36)	10% (58)	4% (26)	73% (435)	6% (38)	593
Frequent sports betters	46% (47)	28% (29)	2% (2)	15% (16)	9% (9)	103
Regular sports betters	35% (79)	32% (72)	8% (18)	16% (37)	8% (17)	223
Frequent NFL betters	48% (56)	23% (27)	4% (4)	15% (18)	10% (12)	117
Regular NFL betters	40% (95)	30% (72)	8% (20)	12% (29)	10% (23)	239
Definite SB betters	48% (63)	22% (29)	8% (10)	18% (23)	5% (7)	132
Probable SB betters	32% (108)	30% (101)	8% (27)	24% (82)	7% (23)	341
Believe betting is legal in their state	14% (94)	11% (70)	6% (41)	59% (389)	10% (67)	661
Believe betting is illegal in their state	5% (20)	7% (26)	6% (23)	69% (265)	14% (53)	387
Non-sports fans	1% (5)	4% (26)	1% (10)	75% (511)	19% (129)	681
Gen Z sports fans	10% (19)	14% (28)	5% (10)	47% (91)	23% (45)	194
Millennial sports fans	16% (65)	18% (76)	8% (33)	44% (187)	14% (60)	422
Gen X sports fans	5% (20)	5% (17)	6% (23)	75% (286)	9% (35)	381
Boomer sports fans	4% (18)	1% (5)	2% (8)	88% (412)	5% (23)	466

Continued on next page

**Table MCSP39\_2:** How likely or unlikely are you to bet money on Super Bowl LV with each of the following?  
An online or mobile sportsbook or fantasy sports website

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	6%	(129)	7%	(153)	4%	(85)	70%	(1540)	13%	(293)	2200
Sports fans 18-34	14%	(61)	17%	(75)	6%	(25)	43%	(189)	20%	(90)	439
Sports fans 35-44	11%	(27)	14%	(35)	9%	(23)	56%	(142)	10%	(25)	253
Sports fans 45-64	5%	(29)	3%	(14)	5%	(25)	81%	(428)	6%	(34)	530
Sports fans 65+	2%	(7)	1%	(4)	1%	(2)	90%	(269)	5%	(15)	297
Occasional sports betters	12%	(24)	15%	(30)	15%	(29)	46%	(90)	11%	(22)	196
Non-sports betters	1%	(26)	3%	(51)	2%	(37)	79%	(1413)	14%	(253)	1781
In legal betting states	8%	(63)	6%	(52)	4%	(35)	67%	(544)	15%	(120)	814
Outside legal betting states	5%	(67)	7%	(101)	4%	(50)	72%	(996)	12%	(173)	1386
Sports fan In legal betting states 21+	10%	(54)	8%	(44)	6%	(29)	65%	(346)	11%	(57)	530
Sports fan Outside legal betting states 21+	6%	(56)	8%	(71)	5%	(44)	72%	(640)	9%	(82)	893
Likely SB viewer In legal betting states 21+	11%	(52)	9%	(42)	6%	(29)	64%	(296)	9%	(44)	464
Likely SB viewer Outside legal betting states 21+	7%	(53)	9%	(72)	5%	(41)	72%	(572)	7%	(58)	796

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

**Table MCSP39\_3:** How likely or unlikely are you to bet money on Super Bowl LV with each of the following?  
An informal 'bookie'

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(77)	4%	(80)	4%	(90)	73%	(1610)	16%	(344)	2200
Gender: Male	5%	(57)	5%	(51)	5%	(58)	71%	(757)	13%	(139)	1062
Gender: Female	2%	(20)	2%	(28)	3%	(32)	75%	(853)	18%	(205)	1138
Age: 18-34	6%	(41)	6%	(39)	7%	(43)	51%	(333)	30%	(199)	655
Age: 35-44	5%	(18)	8%	(30)	4%	(15)	68%	(244)	14%	(52)	358
Age: 45-64	2%	(13)	1%	(9)	3%	(25)	84%	(633)	9%	(70)	751
Age: 65+	1%	(6)	—	(1)	2%	(7)	91%	(399)	5%	(23)	436
GenZers: 1997-2012	6%	(17)	6%	(18)	8%	(24)	45%	(135)	35%	(106)	299
Millennials: 1981-1996	7%	(39)	8%	(46)	5%	(30)	60%	(355)	21%	(126)	595
GenXers: 1965-1980	2%	(13)	2%	(12)	4%	(19)	79%	(428)	13%	(70)	542
Baby Boomers: 1946-1964	1%	(7)	1%	(4)	2%	(14)	91%	(623)	5%	(37)	685
PID: Dem (no lean)	6%	(50)	6%	(50)	5%	(46)	68%	(613)	15%	(137)	897
PID: Ind (no lean)	1%	(8)	2%	(16)	3%	(22)	74%	(500)	19%	(130)	676
PID: Rep (no lean)	3%	(19)	2%	(14)	3%	(21)	79%	(496)	12%	(76)	627
PID/Gender: Dem Men	9%	(36)	8%	(34)	7%	(28)	63%	(257)	13%	(52)	407
PID/Gender: Dem Women	3%	(14)	3%	(16)	4%	(19)	73%	(356)	17%	(85)	490
PID/Gender: Ind Men	1%	(5)	3%	(11)	4%	(13)	77%	(251)	14%	(47)	327
PID/Gender: Ind Women	1%	(3)	1%	(5)	3%	(9)	71%	(249)	24%	(83)	349
PID/Gender: Rep Men	5%	(16)	2%	(6)	5%	(17)	76%	(248)	12%	(40)	327
PID/Gender: Rep Women	1%	(3)	3%	(8)	1%	(4)	83%	(248)	12%	(37)	299
Ideo: Liberal (1-3)	6%	(37)	4%	(27)	6%	(41)	71%	(456)	13%	(84)	645
Ideo: Moderate (4)	2%	(14)	4%	(27)	4%	(25)	76%	(470)	14%	(86)	621
Ideo: Conservative (5-7)	3%	(18)	3%	(21)	3%	(22)	82%	(556)	9%	(57)	675
Educ: < College	2%	(31)	3%	(45)	4%	(55)	72%	(1090)	19%	(290)	1512
Educ: Bachelors degree	5%	(21)	4%	(19)	6%	(26)	77%	(341)	8%	(36)	444
Educ: Post-grad	10%	(25)	6%	(15)	4%	(9)	73%	(178)	7%	(17)	244
Income: Under 50k	2%	(28)	3%	(39)	4%	(42)	71%	(853)	20%	(236)	1198
Income: 50k-100k	4%	(25)	3%	(20)	5%	(32)	77%	(523)	12%	(79)	680
Income: 100k+	8%	(24)	6%	(20)	5%	(16)	73%	(234)	9%	(28)	322
Ethnicity: White	4%	(61)	3%	(46)	4%	(64)	77%	(1325)	13%	(225)	1722
Ethnicity: Hispanic	8%	(27)	4%	(16)	6%	(20)	60%	(208)	23%	(79)	349

Continued on next page

**Table MCSP39\_3:** *How likely or unlikely are you to bet money on Super Bowl LV with each of the following?*  
*An informal 'bookie'*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(77)	4%	(80)	4%	(90)	73%	(1610)	16%	(344)	2200
Ethnicity: Black	3%	(10)	7%	(18)	5%	(14)	60%	(163)	25%	(69)	274
Ethnicity: Other	3%	(7)	7%	(15)	6%	(12)	59%	(121)	24%	(49)	204
All Christian	5%	(44)	3%	(29)	3%	(33)	80%	(776)	9%	(92)	975
All Non-Christian	9%	(11)	16%	(20)	6%	(7)	56%	(72)	14%	(18)	128
Atheist	1%	(1)	4%	(5)	6%	(7)	67%	(73)	22%	(24)	110
Agnostic/Nothing in particular	2%	(10)	3%	(19)	4%	(22)	69%	(413)	22%	(133)	598
Something Else	3%	(10)	2%	(7)	5%	(21)	71%	(275)	20%	(77)	390
Religious Non-Protestant/Catholic	7%	(11)	14%	(21)	5%	(8)	61%	(93)	12%	(19)	152
Evangelical	6%	(37)	2%	(12)	5%	(28)	72%	(412)	14%	(80)	570
Non-Evangelical	2%	(17)	3%	(23)	3%	(24)	80%	(612)	11%	(85)	761
Community: Urban	8%	(46)	9%	(51)	6%	(39)	62%	(369)	16%	(95)	600
Community: Suburban	2%	(21)	2%	(22)	4%	(38)	77%	(800)	15%	(155)	1037
Community: Rural	2%	(10)	1%	(6)	2%	(14)	78%	(440)	17%	(94)	564
Employ: Private Sector	6%	(36)	7%	(47)	7%	(44)	70%	(448)	10%	(66)	641
Employ: Government	10%	(12)	2%	(3)	7%	(9)	67%	(86)	14%	(18)	128
Employ: Self-Employed	4%	(6)	5%	(8)	3%	(5)	68%	(104)	20%	(30)	153
Employ: Homemaker	4%	(6)	4%	(6)	2%	(4)	72%	(118)	19%	(31)	165
Employ: Student	2%	(3)	—	(0)	7%	(9)	48%	(60)	42%	(53)	124
Employ: Retired	1%	(5)	1%	(3)	2%	(8)	90%	(455)	7%	(34)	506
Employ: Unemployed	1%	(3)	3%	(9)	3%	(9)	67%	(224)	26%	(87)	332
Employ: Other	4%	(6)	3%	(4)	—	(1)	76%	(115)	17%	(25)	151
Military HH: Yes	3%	(12)	3%	(9)	4%	(14)	82%	(280)	8%	(27)	341
Military HH: No	4%	(65)	4%	(70)	4%	(76)	72%	(1330)	17%	(317)	1859
RD/WT: Right Direction	7%	(60)	6%	(57)	6%	(56)	64%	(577)	16%	(147)	897
RD/WT: Wrong Track	1%	(17)	2%	(22)	3%	(34)	79%	(1033)	15%	(197)	1303
Biden Job Approve	4%	(57)	5%	(65)	5%	(63)	71%	(907)	15%	(191)	1282
Biden Job Disapprove	2%	(16)	2%	(12)	3%	(23)	80%	(561)	12%	(87)	698

Continued on next page



**Table MCSP39\_3:** How likely or unlikely are you to bet money on Super Bowl LV with each of the following?  
An informal 'bookie'

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(77)	4%	(80)	4%	(90)	73%	(1610)	16%	(344)	2200
Biden Job Strongly Approve	6%	(47)	5%	(44)	5%	(39)	70%	(561)	14%	(114)	804
Biden Job Somewhat Approve	2%	(10)	4%	(21)	5%	(25)	72%	(345)	16%	(77)	478
Biden Job Somewhat Disapprove	1%	(3)	3%	(7)	5%	(9)	78%	(150)	12%	(23)	191
Biden Job Strongly Disapprove	3%	(13)	1%	(5)	3%	(14)	81%	(411)	13%	(64)	507
Favorable of Biden	5%	(64)	4%	(54)	5%	(62)	71%	(929)	15%	(196)	1305
Unfavorable of Biden	1%	(11)	3%	(21)	3%	(24)	81%	(613)	12%	(90)	759
Very Favorable of Biden	7%	(51)	5%	(38)	5%	(39)	70%	(548)	13%	(104)	780
Somewhat Favorable of Biden	2%	(13)	3%	(16)	4%	(24)	73%	(381)	17%	(92)	525
Somewhat Unfavorable of Biden	2%	(3)	5%	(9)	4%	(7)	77%	(147)	13%	(25)	192
Very Unfavorable of Biden	1%	(8)	2%	(12)	3%	(17)	82%	(466)	11%	(65)	567
#1 Issue: Economy	3%	(23)	4%	(39)	4%	(38)	72%	(623)	17%	(145)	868
#1 Issue: Security	5%	(14)	4%	(10)	2%	(5)	71%	(190)	18%	(48)	267
#1 Issue: Health Care	4%	(17)	3%	(12)	4%	(17)	73%	(295)	16%	(64)	404
#1 Issue: Medicare / Social Security	1%	(2)	1%	(2)	2%	(5)	89%	(210)	7%	(16)	236
#1 Issue: Women's Issues	8%	(8)	3%	(3)	4%	(4)	67%	(65)	17%	(17)	96
#1 Issue: Education	8%	(8)	5%	(5)	4%	(4)	60%	(58)	22%	(22)	96
#1 Issue: Energy	4%	(3)	9%	(7)	7%	(6)	60%	(49)	20%	(16)	81
#1 Issue: Other	2%	(2)	1%	(2)	7%	(11)	79%	(121)	11%	(16)	152
2020 Vote: Joe Biden	5%	(55)	5%	(55)	5%	(54)	71%	(747)	13%	(139)	1049
2020 Vote: Donald Trump	2%	(17)	2%	(14)	4%	(25)	81%	(554)	11%	(76)	686
2020 Vote: Other	—	(0)	5%	(3)	2%	(1)	76%	(47)	17%	(11)	62
2020 Vote: Didn't Vote	1%	(5)	2%	(7)	3%	(10)	65%	(261)	29%	(118)	401
2018 House Vote: Democrat	6%	(41)	5%	(37)	5%	(34)	76%	(566)	9%	(63)	741
2018 House Vote: Republican	3%	(15)	2%	(13)	3%	(19)	83%	(458)	9%	(48)	554
2018 House Vote: Someone else	—	(0)	6%	(3)	1%	(1)	84%	(44)	9%	(5)	52
2016 Vote: Hillary Clinton	6%	(42)	5%	(34)	4%	(29)	75%	(532)	10%	(70)	707
2016 Vote: Donald Trump	3%	(19)	2%	(13)	3%	(22)	82%	(513)	10%	(62)	628
2016 Vote: Other	1%	(1)	2%	(2)	3%	(4)	93%	(105)	1%	(1)	113
2016 Vote: Didn't Vote	2%	(15)	4%	(30)	5%	(35)	61%	(458)	28%	(210)	749

Continued on next page

**Table MCSP39\_3:** How likely or unlikely are you to bet money on Super Bowl LV with each of the following?  
An informal 'bookie'

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(77)	4%	(80)	4%	(90)	73%	(1610)	16%	(344)	2200
Voted in 2014: Yes	4%	(52)	4%	(42)	3%	(40)	81%	(966)	8%	(93)	1194
Voted in 2014: No	2%	(25)	4%	(37)	5%	(50)	64%	(643)	25%	(251)	1006
4-Region: Northeast	5%	(20)	5%	(19)	3%	(12)	72%	(285)	15%	(58)	394
4-Region: Midwest	1%	(7)	2%	(11)	3%	(16)	79%	(366)	13%	(62)	462
4-Region: South	3%	(21)	3%	(28)	4%	(36)	72%	(595)	17%	(144)	824
4-Region: West	6%	(29)	4%	(21)	5%	(26)	70%	(364)	15%	(80)	520
Sports fan	4%	(66)	5%	(71)	5%	(80)	72%	(1096)	14%	(206)	1519
Avid sports fan	8%	(39)	7%	(34)	7%	(33)	66%	(314)	12%	(58)	478
Casual sports fan	3%	(27)	4%	(37)	4%	(46)	75%	(782)	14%	(149)	1041
Football fan	5%	(68)	5%	(67)	5%	(78)	73%	(1048)	13%	(184)	1444
Avid football fan	8%	(47)	6%	(38)	8%	(47)	67%	(415)	11%	(68)	616
Casual football fan	3%	(21)	3%	(29)	4%	(30)	76%	(632)	14%	(115)	828
NFL fan	5%	(66)	5%	(69)	6%	(79)	73%	(1019)	12%	(163)	1396
Avid NFL fan	8%	(45)	5%	(30)	7%	(44)	69%	(412)	11%	(64)	595
Casual NFL fan	3%	(20)	5%	(39)	4%	(35)	76%	(608)	12%	(98)	801
Watched SB last year	6%	(67)	5%	(53)	6%	(73)	72%	(831)	12%	(134)	1157
Didn't watch SB last year	1%	(10)	3%	(26)	2%	(17)	75%	(779)	20%	(210)	1043
OK brands get political	6%	(50)	7%	(52)	6%	(44)	66%	(514)	16%	(125)	785
Not OK brands get political	2%	(22)	2%	(25)	4%	(40)	83%	(930)	9%	(102)	1119
OK social justice	5%	(62)	5%	(69)	5%	(61)	72%	(930)	13%	(171)	1292
Not OK social justice	2%	(14)	1%	(9)	4%	(26)	83%	(508)	9%	(55)	612
Likely SB viewer	5%	(69)	5%	(63)	6%	(82)	72%	(971)	12%	(158)	1344
Unlikely SB viewer	1%	(7)	2%	(16)	1%	(7)	79%	(582)	17%	(122)	733
More likely to watch SB this year	9%	(49)	9%	(52)	9%	(51)	63%	(362)	11%	(64)	577
Less likely to watch SB this year	1%	(6)	3%	(14)	3%	(13)	76%	(358)	17%	(81)	472
Likely host/attend SB party	11%	(46)	11%	(43)	13%	(53)	50%	(202)	16%	(63)	406
Unlikely host/attend SB party	2%	(26)	2%	(36)	2%	(36)	82%	(1355)	12%	(202)	1656
Watch SB for game	5%	(41)	5%	(40)	6%	(53)	76%	(651)	9%	(74)	859
Watch SB for halftime	6%	(13)	4%	(8)	9%	(21)	61%	(138)	20%	(46)	227
Watch SB for ads	8%	(16)	7%	(13)	4%	(8)	71%	(137)	9%	(18)	193

Continued on next page

**Table MCSP39\_3:** How likely or unlikely are you to bet money on Super Bowl LV with each of the following?  
An informal 'bookie'

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(77)	4%	(80)	4%	(90)	73%	(1610)	16%	(344)	2200
SB more political	6%	(47)	5%	(39)	6%	(52)	73%	(597)	10%	(83)	818
SB less political	4%	(12)	3%	(9)	4%	(14)	77%	(252)	13%	(41)	328
Typically host/attend SB party	8%	(46)	7%	(39)	10%	(54)	62%	(342)	13%	(75)	556
Typically do not host/attend SB party	2%	(31)	2%	(41)	2%	(36)	77%	(1267)	16%	(269)	1644
Usually pays a lot/some attn to ads	4%	(66)	5%	(70)	5%	(77)	74%	(1108)	12%	(172)	1492
Usually pays not much/no attn to ads	2%	(11)	1%	(10)	2%	(13)	71%	(502)	24%	(172)	708
Plan to pay a lot/some attn to ads	4%	(59)	5%	(73)	5%	(73)	73%	(999)	11%	(154)	1359
Plan to pay not much/no attn to ads	2%	(18)	1%	(6)	2%	(17)	73%	(611)	22%	(189)	841
Pro football fav sport	7%	(45)	7%	(41)	6%	(38)	66%	(395)	13%	(76)	596
Fav NFL	4%	(56)	5%	(66)	6%	(76)	73%	(912)	11%	(144)	1254
Unfav NFL	4%	(18)	3%	(13)	1%	(7)	83%	(401)	9%	(43)	481
Fav Goodell	9%	(46)	9%	(46)	6%	(30)	66%	(327)	9%	(47)	496
Unfav Goodell	3%	(14)	4%	(21)	7%	(33)	78%	(379)	7%	(36)	483
Fav Chiefs	6%	(56)	5%	(52)	6%	(59)	76%	(759)	8%	(76)	1001
Fav Buccaneers	7%	(56)	7%	(54)	5%	(44)	73%	(602)	8%	(66)	822
Chiefs fan	5%	(44)	4%	(33)	6%	(52)	75%	(625)	9%	(75)	828
Buccaneers fan	4%	(24)	6%	(33)	5%	(30)	75%	(447)	10%	(59)	593
Frequent sports betters	37%	(38)	11%	(12)	10%	(11)	27%	(28)	14%	(15)	103
Regular sports betters	25%	(57)	16%	(36)	15%	(33)	29%	(66)	15%	(33)	223
Frequent NFL betters	27%	(32)	10%	(12)	8%	(9)	37%	(44)	17%	(20)	117
Regular NFL betters	24%	(57)	16%	(38)	16%	(38)	29%	(69)	16%	(37)	239
Definite SB betters	33%	(43)	11%	(15)	9%	(12)	36%	(48)	11%	(15)	132
Probable SB betters	18%	(62)	15%	(52)	16%	(55)	38%	(130)	13%	(43)	341
Believe betting is legal in their state	7%	(44)	6%	(39)	7%	(49)	67%	(441)	13%	(88)	661
Believe betting is illegal in their state	5%	(17)	4%	(15)	5%	(21)	71%	(273)	16%	(60)	387
Non-sports fans	2%	(11)	1%	(9)	2%	(10)	75%	(514)	20%	(137)	681
Gen Z sports fans	5%	(10)	9%	(18)	11%	(21)	46%	(88)	29%	(57)	194
Millennial sports fans	9%	(37)	10%	(40)	7%	(29)	57%	(238)	18%	(78)	422
Gen X sports fans	3%	(11)	3%	(10)	4%	(15)	79%	(299)	12%	(45)	381
Boomer sports fans	1%	(6)	—	(2)	3%	(13)	90%	(418)	6%	(27)	466

Continued on next page

**Table MCSP39\_3:** How likely or unlikely are you to bet money on Super Bowl LV with each of the following?  
An informal 'bookie'

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(77)	4%	(80)	4%	(90)	73%	(1610)	16%	(344)	2200
Sports fans 18-34	7%	(32)	8%	(37)	9%	(38)	49%	(217)	26%	(116)	439
Sports fans 35-44	7%	(18)	10%	(26)	5%	(13)	66%	(168)	11%	(28)	253
Sports fans 45-64	2%	(11)	1%	(7)	4%	(22)	84%	(444)	9%	(47)	530
Sports fans 65+	2%	(6)	—	(1)	2%	(7)	90%	(268)	5%	(16)	297
Occasional sports betters	4%	(7)	11%	(21)	10%	(21)	60%	(117)	16%	(31)	196
Non-sports betters	1%	(14)	1%	(23)	2%	(37)	80%	(1427)	16%	(280)	1781
In legal betting states	3%	(25)	3%	(28)	4%	(29)	72%	(590)	17%	(142)	814
Outside legal betting states	4%	(52)	4%	(52)	4%	(61)	74%	(1020)	15%	(201)	1386
Sports fan In legal betting states 21+	4%	(21)	5%	(25)	4%	(23)	74%	(393)	13%	(68)	530
Sports fan Outside legal betting states 21+	5%	(43)	4%	(35)	5%	(46)	74%	(663)	12%	(107)	893
Likely SB viewer In legal betting states 21+	5%	(21)	5%	(23)	5%	(21)	74%	(343)	12%	(55)	464
Likely SB viewer Outside legal betting states 21+	6%	(46)	4%	(35)	6%	(48)	74%	(588)	10%	(80)	796

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

**Table MCSP39\_4:** How likely or unlikely are you to bet money on Super Bowl LV with each of the following?  
Friends, family members or co-workers

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	8% (177)	11% (252)	7% (158)	60% (1320)	13% (294)	2200
Gender: Male	10% (104)	13% (142)	9% (97)	56% (594)	12% (125)	1062
Gender: Female	6% (73)	10% (110)	5% (61)	64% (726)	15% (169)	1138
Age: 18-34	12% (80)	18% (118)	9% (59)	37% (244)	24% (155)	655
Age: 35-44	12% (42)	14% (48)	5% (18)	56% (201)	13% (48)	358
Age: 45-64	5% (37)	9% (65)	6% (45)	72% (538)	9% (65)	751
Age: 65+	4% (19)	5% (21)	8% (35)	77% (336)	6% (25)	436
GenZers: 1997-2012	8% (24)	17% (51)	8% (24)	39% (116)	28% (85)	299
Millennials: 1981-1996	15% (89)	18% (107)	8% (47)	42% (253)	17% (100)	595
GenXers: 1965-1980	5% (28)	8% (43)	7% (39)	67% (366)	12% (67)	542
Baby Boomers: 1946-1964	5% (33)	7% (49)	6% (42)	77% (526)	5% (36)	685
PID: Dem (no lean)	10% (91)	15% (135)	8% (73)	54% (487)	12% (112)	897
PID: Ind (no lean)	4% (26)	9% (61)	9% (58)	61% (413)	17% (118)	676
PID: Rep (no lean)	10% (60)	9% (56)	4% (28)	67% (420)	10% (64)	627
PID/Gender: Dem Men	13% (53)	18% (75)	11% (45)	47% (190)	11% (45)	407
PID/Gender: Dem Women	8% (38)	12% (60)	6% (28)	61% (297)	14% (67)	490
PID/Gender: Ind Men	4% (13)	9% (31)	11% (35)	62% (202)	14% (46)	327
PID/Gender: Ind Women	4% (14)	9% (30)	6% (22)	60% (210)	21% (72)	349
PID/Gender: Rep Men	12% (38)	11% (36)	5% (17)	62% (202)	10% (34)	327
PID/Gender: Rep Women	7% (21)	6% (19)	4% (11)	73% (218)	10% (30)	299
Ideo: Liberal (1-3)	11% (72)	13% (86)	7% (47)	58% (374)	10% (67)	645
Ideo: Moderate (4)	7% (46)	13% (78)	9% (54)	61% (378)	11% (66)	621
Ideo: Conservative (5-7)	7% (50)	10% (68)	7% (46)	68% (458)	8% (52)	675
Educ: < College	7% (98)	11% (174)	7% (99)	59% (899)	16% (242)	1512
Educ: Bachelors degree	10% (43)	10% (45)	10% (45)	61% (272)	9% (39)	444
Educ: Post-grad	15% (36)	14% (33)	6% (14)	61% (149)	5% (12)	244
Income: Under 50k	7% (81)	11% (131)	7% (86)	58% (700)	17% (199)	1198
Income: 50k-100k	8% (55)	12% (85)	7% (47)	63% (425)	10% (68)	680
Income: 100k+	13% (41)	11% (36)	8% (25)	60% (194)	8% (26)	322
Ethnicity: White	8% (136)	11% (181)	7% (115)	63% (1088)	12% (203)	1722
Ethnicity: Hispanic	10% (36)	18% (62)	10% (36)	44% (154)	18% (62)	349

Continued on next page

**Table MCSP39\_4:** How likely or unlikely are you to bet money on Super Bowl LV with each of the following?  
Friends, family members or co-workers

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	8% (177)	11% (252)	7% (158)	60% (1320)	13% (294)	2200
Ethnicity: Black	11% (29)	14% (39)	5% (13)	52% (143)	18% (50)	274
Ethnicity: Other	6% (13)	16% (32)	15% (30)	44% (89)	20% (40)	204
All Christian	9% (91)	11% (108)	6% (63)	65% (632)	8% (81)	975
All Non-Christian	19% (25)	16% (20)	12% (15)	43% (55)	11% (14)	128
Atheist	5% (5)	14% (15)	8% (9)	52% (57)	21% (23)	110
Agnostic/Nothing in particular	6% (35)	12% (70)	8% (50)	54% (325)	20% (117)	598
Something Else	5% (20)	10% (39)	5% (21)	64% (251)	15% (59)	390
Religious Non-Protestant/Catholic	16% (25)	14% (22)	10% (15)	50% (75)	10% (15)	152
Evangelical	7% (42)	12% (69)	4% (25)	64% (362)	12% (70)	570
Non-Evangelical	9% (68)	9% (72)	8% (59)	65% (496)	9% (66)	761
Community: Urban	13% (78)	16% (94)	7% (40)	53% (316)	12% (71)	600
Community: Suburban	6% (66)	10% (106)	8% (84)	63% (650)	13% (131)	1037
Community: Rural	6% (33)	9% (52)	6% (35)	63% (353)	16% (91)	564
Employ: Private Sector	12% (78)	16% (103)	10% (65)	52% (335)	9% (59)	641
Employ: Government	9% (12)	12% (15)	12% (15)	55% (70)	13% (16)	128
Employ: Self-Employed	10% (15)	17% (25)	8% (12)	51% (78)	15% (23)	153
Employ: Homemaker	9% (14)	9% (15)	2% (3)	68% (112)	13% (21)	165
Employ: Student	6% (8)	11% (13)	4% (5)	44% (54)	36% (44)	124
Employ: Retired	4% (18)	6% (28)	6% (30)	77% (392)	8% (38)	506
Employ: Unemployed	7% (22)	11% (36)	6% (18)	54% (179)	23% (76)	332
Employ: Other	6% (10)	10% (16)	7% (10)	66% (99)	11% (16)	151
Military HH: Yes	7% (25)	7% (24)	8% (27)	70% (240)	7% (25)	341
Military HH: No	8% (152)	12% (228)	7% (131)	58% (1080)	14% (269)	1859
RD/WT: Right Direction	12% (104)	15% (134)	9% (77)	52% (470)	12% (111)	897
RD/WT: Wrong Track	6% (73)	9% (118)	6% (81)	65% (849)	14% (182)	1303
Biden Job Approve	9% (115)	14% (180)	9% (112)	56% (723)	12% (153)	1282
Biden Job Disapprove	8% (54)	8% (56)	5% (37)	68% (478)	11% (74)	698

Continued on next page

**Table MCSP39\_4:** How likely or unlikely are you to bet money on Super Bowl LV with each of the following?  
Friends, family members or co-workers

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	8% (177)	11% (252)	7% (158)	60% (1320)	13% (294)	2200
Biden Job Strongly Approve	10% (84)	15% (117)	7% (57)	57% (456)	11% (91)	804
Biden Job Somewhat Approve	7% (31)	13% (63)	11% (55)	56% (267)	13% (62)	478
Biden Job Somewhat Disapprove	6% (11)	13% (25)	7% (13)	65% (124)	9% (18)	191
Biden Job Strongly Disapprove	8% (43)	6% (31)	5% (25)	70% (353)	11% (56)	507
Favorable of Biden	10% (125)	14% (181)	9% (111)	56% (731)	12% (157)	1305
Unfavorable of Biden	6% (49)	8% (62)	5% (41)	70% (528)	10% (79)	759
Very Favorable of Biden	12% (92)	14% (113)	8% (59)	56% (437)	10% (80)	780
Somewhat Favorable of Biden	6% (33)	13% (68)	10% (53)	56% (294)	15% (77)	525
Somewhat Unfavorable of Biden	5% (10)	11% (20)	8% (16)	66% (126)	10% (20)	192
Very Unfavorable of Biden	7% (39)	7% (42)	4% (25)	71% (403)	10% (59)	567
#1 Issue: Economy	8% (73)	14% (120)	8% (65)	57% (496)	13% (114)	868
#1 Issue: Security	7% (19)	10% (25)	9% (25)	58% (154)	16% (43)	267
#1 Issue: Health Care	8% (32)	9% (37)	6% (23)	62% (250)	15% (61)	404
#1 Issue: Medicare / Social Security	6% (13)	5% (11)	9% (22)	72% (169)	9% (20)	236
#1 Issue: Women's Issues	14% (14)	9% (8)	4% (4)	60% (57)	13% (12)	96
#1 Issue: Education	14% (13)	12% (12)	5% (5)	54% (52)	15% (14)	96
#1 Issue: Energy	8% (6)	26% (21)	8% (7)	43% (35)	14% (11)	81
#1 Issue: Other	4% (7)	11% (17)	4% (6)	69% (106)	11% (17)	152
2020 Vote: Joe Biden	10% (102)	15% (156)	8% (86)	56% (591)	11% (115)	1049
2020 Vote: Donald Trump	7% (50)	9% (60)	5% (37)	68% (467)	10% (72)	686
2020 Vote: Other	6% (3)	6% (4)	22% (14)	60% (37)	6% (4)	62
2020 Vote: Didn't Vote	5% (22)	8% (32)	5% (21)	56% (223)	26% (102)	401
2018 House Vote: Democrat	11% (79)	13% (94)	8% (57)	61% (453)	8% (59)	741
2018 House Vote: Republican	7% (40)	10% (55)	6% (34)	69% (381)	8% (44)	554
2018 House Vote: Someone else	4% (2)	12% (6)	17% (9)	59% (31)	7% (4)	52
2016 Vote: Hillary Clinton	10% (69)	12% (85)	8% (56)	62% (437)	9% (60)	707
2016 Vote: Donald Trump	7% (46)	10% (65)	5% (34)	68% (427)	9% (56)	628
2016 Vote: Other	5% (6)	7% (8)	15% (16)	71% (80)	3% (3)	113
2016 Vote: Didn't Vote	7% (55)	12% (94)	7% (52)	50% (375)	23% (174)	749

Continued on next page

**Table MCSP39\_4:** How likely or unlikely are you to bet money on Super Bowl LV with each of the following?  
Friends, family members or co-workers

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	8% (177)	11% (252)	7% (158)	60% (1320)	13% (294)	2200
Voted in 2014: Yes	9% (104)	10% (117)	8% (90)	67% (800)	7% (82)	1194
Voted in 2014: No	7% (73)	13% (135)	7% (68)	52% (519)	21% (211)	1006
4-Region: Northeast	10% (40)	12% (48)	6% (24)	61% (240)	11% (42)	394
4-Region: Midwest	9% (43)	8% (35)	7% (31)	64% (295)	13% (59)	462
4-Region: South	7% (55)	12% (99)	5% (45)	61% (499)	15% (126)	824
4-Region: West	8% (39)	13% (70)	11% (59)	55% (286)	13% (66)	520
Sports fan	11% (161)	14% (219)	8% (127)	55% (843)	11% (168)	1519
Avid sports fan	20% (93)	17% (83)	10% (48)	45% (217)	7% (36)	478
Casual sports fan	6% (68)	13% (136)	8% (79)	60% (626)	13% (133)	1041
Football fan	11% (160)	15% (211)	8% (112)	56% (811)	10% (149)	1444
Avid football fan	18% (112)	18% (112)	9% (54)	47% (290)	8% (47)	616
Casual football fan	6% (47)	12% (99)	7% (58)	63% (521)	12% (102)	828
NFL fan	11% (154)	15% (213)	8% (112)	56% (786)	9% (131)	1396
Avid NFL fan	17% (104)	18% (108)	9% (52)	48% (284)	8% (48)	595
Casual NFL fan	6% (50)	13% (106)	7% (59)	63% (502)	10% (83)	801
Watched SB last year	13% (150)	15% (171)	9% (101)	54% (628)	9% (107)	1157
Didn't watch SB last year	3% (27)	8% (81)	5% (57)	66% (691)	18% (187)	1043
OK brands get political	13% (102)	15% (115)	8% (66)	52% (411)	11% (90)	785
Not OK brands get political	6% (67)	11% (119)	7% (76)	69% (767)	8% (91)	1119
OK social justice	10% (128)	14% (184)	9% (112)	57% (737)	10% (131)	1292
Not OK social justice	6% (39)	8% (51)	6% (40)	70% (430)	8% (52)	612
Likely SB viewer	12% (158)	16% (217)	8% (110)	55% (739)	9% (120)	1344
Unlikely SB viewer	2% (17)	4% (31)	6% (46)	72% (528)	15% (111)	733
More likely to watch SB this year	18% (103)	20% (114)	8% (45)	48% (278)	6% (37)	577
Less likely to watch SB this year	4% (18)	9% (41)	7% (34)	64% (302)	16% (77)	472
Likely host/attend SB party	23% (91)	27% (109)	7% (29)	35% (144)	8% (33)	406
Unlikely host/attend SB party	5% (78)	8% (137)	7% (123)	68% (1131)	11% (188)	1656
Watch SB for game	13% (111)	16% (137)	10% (86)	54% (467)	7% (58)	859
Watch SB for halftime	10% (22)	19% (43)	6% (13)	50% (113)	16% (36)	227
Watch SB for ads	12% (23)	15% (29)	6% (11)	61% (118)	6% (12)	193

Continued on next page



**Table MCSP39\_4:** How likely or unlikely are you to bet money on Super Bowl LV with each of the following?  
Friends, family members or co-workers

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	8% (177)	11% (252)	7% (158)	60% (1320)	13% (294)	2200
SB more political	12% (98)	16% (129)	8% (64)	58% (471)	7% (56)	818
SB less political	11% (36)	14% (45)	9% (30)	55% (179)	12% (38)	328
Typically host/attend SB party	20% (113)	22% (120)	8% (43)	41% (229)	9% (51)	556
Typically do not host/attend SB party	4% (64)	8% (131)	7% (115)	66% (1090)	15% (242)	1644
Usually pays a lot/some attn to ads	10% (156)	15% (223)	8% (114)	58% (872)	8% (127)	1492
Usually pays not much/no attn to ads	3% (22)	4% (28)	6% (44)	63% (447)	24% (167)	708
Plan to pay a lot/some attn to ads	11% (152)	16% (215)	8% (113)	56% (767)	8% (111)	1359
Plan to pay not much/no attn to ads	3% (25)	4% (36)	5% (45)	66% (552)	22% (183)	841
Pro football fav sport	17% (103)	18% (107)	7% (43)	49% (292)	8% (50)	596
Fav NFL	12% (152)	16% (206)	8% (99)	55% (693)	8% (105)	1254
Unfav NFL	4% (19)	7% (34)	10% (48)	70% (337)	9% (43)	481
Fav Goodell	16% (81)	19% (94)	10% (47)	49% (244)	6% (29)	496
Unfav Goodell	11% (52)	14% (67)	9% (44)	59% (284)	8% (36)	483
Fav Chiefs	13% (132)	16% (164)	8% (78)	57% (569)	6% (59)	1001
Fav Buccaneers	14% (114)	17% (137)	9% (72)	54% (448)	6% (51)	822
Chiefs fan	12% (97)	14% (120)	9% (73)	57% (476)	7% (62)	828
Buccaneers fan	9% (54)	16% (93)	10% (62)	57% (340)	7% (44)	593
Frequent sports betters	40% (41)	24% (24)	10% (10)	13% (14)	14% (14)	103
Regular sports betters	38% (85)	29% (64)	12% (27)	12% (28)	8% (18)	223
Frequent NFL betters	39% (46)	28% (33)	6% (7)	12% (14)	14% (17)	117
Regular NFL betters	38% (90)	32% (77)	10% (25)	11% (26)	9% (21)	239
Definite SB betters	58% (76)	22% (29)	6% (8)	9% (12)	5% (7)	132
Probable SB betters	40% (137)	36% (123)	10% (34)	8% (29)	5% (18)	341
Believe betting is legal in their state	15% (101)	18% (116)	8% (55)	48% (318)	11% (71)	661
Believe betting is illegal in their state	10% (41)	12% (46)	10% (40)	55% (214)	12% (46)	387
Non-sports fans	2% (16)	5% (33)	4% (31)	70% (477)	18% (125)	681
Gen Z sports fans	11% (22)	21% (40)	7% (13)	39% (75)	22% (43)	194
Millennial sports fans	19% (82)	23% (98)	9% (37)	35% (149)	13% (56)	422
Gen X sports fans	6% (22)	9% (35)	9% (33)	65% (247)	11% (43)	381
Boomer sports fans	7% (32)	9% (44)	8% (37)	70% (329)	5% (25)	466

Continued on next page

**Table MCSP39\_4:** How likely or unlikely are you to bet money on Super Bowl LV with each of the following?  
Friends, family members or co-workers

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	8% (177)	11% (252)	7% (158)	60% (1320)	13% (294)	2200
Sports fans 18-34	16% (71)	23% (101)	9% (39)	33% (144)	19% (83)	439
Sports fans 35-44	15% (39)	17% (44)	6% (15)	51% (130)	10% (25)	253
Sports fans 45-64	6% (32)	11% (56)	7% (38)	68% (361)	8% (42)	530
Sports fans 65+	6% (19)	6% (19)	11% (34)	70% (208)	6% (18)	297
Occasional sports betters	23% (45)	31% (60)	13% (26)	23% (45)	10% (20)	196
Non-sports betters	3% (47)	7% (127)	6% (105)	70% (1247)	14% (255)	1781
In legal betting states	9% (77)	11% (86)	5% (42)	60% (490)	15% (119)	814
Outside legal betting states	7% (100)	12% (166)	8% (116)	60% (830)	13% (174)	1386
Sports fan In legal betting states 21+	13% (68)	12% (66)	7% (37)	57% (300)	11% (59)	530
Sports fan Outside legal betting states 21+	10% (87)	15% (131)	9% (84)	57% (507)	9% (85)	893
Likely SB viewer In legal betting states 21+	14% (67)	13% (60)	7% (31)	56% (260)	10% (46)	464
Likely SB viewer Outside legal betting states 21+	11% (87)	16% (125)	9% (75)	56% (448)	8% (60)	796

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

**Table MCSP40\_1:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Betting on the winner, either straight-up, money line or against the spread

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	7% (144)	8% (173)	5% (119)	67% (1469)	13% (295)	2200
Gender: Male	10% (110)	10% (106)	7% (72)	62% (656)	11% (118)	1062
Gender: Female	3% (34)	6% (67)	4% (48)	71% (813)	16% (177)	1138
Age: 18-34	9% (59)	16% (102)	7% (46)	44% (291)	24% (157)	655
Age: 35-44	9% (33)	11% (41)	6% (20)	61% (217)	13% (47)	358
Age: 45-64	5% (40)	2% (16)	5% (39)	79% (592)	9% (64)	751
Age: 65+	3% (12)	3% (14)	3% (14)	85% (370)	6% (27)	436
GenZers: 1997-2012	7% (22)	15% (45)	10% (31)	41% (124)	26% (78)	299
Millennials: 1981-1996	11% (66)	15% (90)	5% (31)	50% (299)	18% (109)	595
GenXers: 1965-1980	6% (31)	4% (20)	6% (33)	74% (403)	10% (56)	542
Baby Boomers: 1946-1964	3% (23)	2% (17)	3% (23)	84% (578)	7% (45)	685
PID: Dem (no lean)	9% (81)	12% (110)	6% (51)	61% (549)	12% (106)	897
PID: Ind (no lean)	4% (27)	4% (30)	5% (35)	67% (455)	19% (129)	676
PID: Rep (no lean)	6% (36)	5% (33)	5% (33)	74% (465)	10% (60)	627
PID/Gender: Dem Men	14% (58)	17% (69)	6% (23)	54% (221)	9% (36)	407
PID/Gender: Dem Women	5% (23)	8% (41)	6% (28)	67% (328)	14% (71)	490
PID/Gender: Ind Men	7% (21)	6% (19)	7% (24)	65% (212)	16% (52)	327
PID/Gender: Ind Women	2% (6)	3% (11)	3% (11)	70% (243)	22% (77)	349
PID/Gender: Rep Men	9% (31)	6% (19)	8% (25)	68% (223)	9% (30)	327
PID/Gender: Rep Women	2% (5)	5% (14)	3% (9)	81% (242)	10% (29)	299
Ideo: Liberal (1-3)	9% (59)	10% (67)	5% (35)	65% (416)	10% (67)	645
Ideo: Moderate (4)	6% (38)	8% (47)	7% (46)	67% (415)	12% (75)	621
Ideo: Conservative (5-7)	6% (43)	6% (38)	4% (30)	76% (515)	7% (48)	675
Educ: < College	5% (75)	7% (106)	5% (74)	67% (1012)	16% (245)	1512
Educ: Bachelors degree	8% (36)	9% (39)	8% (34)	67% (296)	9% (38)	444
Educ: Post-grad	13% (33)	11% (27)	5% (12)	66% (161)	5% (11)	244
Income: Under 50k	5% (57)	8% (94)	5% (55)	66% (790)	17% (202)	1198
Income: 50k-100k	8% (51)	8% (51)	7% (45)	69% (470)	9% (63)	680
Income: 100k+	11% (36)	9% (28)	6% (20)	65% (210)	9% (29)	322
Ethnicity: White	7% (117)	7% (112)	5% (81)	70% (1211)	12% (201)	1722
Ethnicity: Hispanic	10% (35)	15% (53)	9% (31)	50% (174)	16% (57)	349

Continued on next page

**Table MCSP40\_1:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Bet on the winner, either straight-up, money line or against the spread

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	7% (144)	8% (173)	5% (119)	67% (1469)	13% (295)	2200
Ethnicity: Black	7% (19)	12% (33)	7% (19)	56% (153)	18% (49)	274
Ethnicity: Other	4% (8)	13% (28)	10% (19)	52% (105)	21% (44)	204
All Christian	7% (70)	7% (72)	6% (55)	72% (699)	8% (80)	975
All Non-Christian	13% (16)	17% (22)	10% (12)	47% (60)	14% (17)	128
Atheist	6% (6)	9% (10)	5% (5)	61% (66)	20% (22)	110
Agnostic/Nothing in particular	5% (28)	6% (38)	6% (35)	63% (378)	20% (120)	598
Something Else	6% (24)	8% (32)	3% (12)	68% (266)	14% (56)	390
Religious Non-Protestant/Catholic	11% (16)	14% (22)	9% (13)	53% (81)	13% (20)	152
Evangelical	8% (43)	8% (46)	4% (22)	69% (394)	11% (65)	570
Non-Evangelical	6% (49)	7% (55)	6% (45)	72% (546)	9% (67)	761
Community: Urban	12% (72)	15% (88)	6% (35)	56% (337)	11% (67)	600
Community: Suburban	4% (46)	6% (62)	6% (59)	70% (727)	14% (143)	1037
Community: Rural	5% (26)	4% (23)	5% (26)	72% (405)	15% (84)	564
Employ: Private Sector	12% (75)	11% (71)	8% (53)	60% (386)	9% (56)	641
Employ: Government	9% (12)	8% (11)	9% (11)	62% (80)	12% (15)	128
Employ: Self-Employed	10% (16)	7% (11)	6% (9)	59% (91)	18% (27)	153
Employ: Homemaker	3% (5)	8% (13)	1% (2)	74% (122)	14% (24)	165
Employ: Student	4% (5)	15% (19)	10% (12)	42% (52)	30% (37)	124
Employ: Retired	3% (15)	2% (11)	3% (13)	84% (427)	8% (41)	506
Employ: Unemployed	3% (10)	7% (23)	5% (17)	61% (202)	24% (80)	332
Employ: Other	4% (6)	10% (15)	2% (4)	73% (111)	10% (15)	151
Military HH: Yes	7% (24)	5% (16)	6% (21)	74% (252)	8% (28)	341
Military HH: No	6% (121)	8% (156)	5% (98)	65% (1217)	14% (266)	1859
RD/WT: Right Direction	10% (86)	12% (111)	6% (53)	59% (525)	13% (121)	897
RD/WT: Wrong Track	4% (58)	5% (62)	5% (66)	72% (944)	13% (174)	1303
Biden Job Approve	7% (96)	11% (135)	7% (85)	64% (815)	12% (152)	1282
Biden Job Disapprove	6% (39)	4% (29)	4% (25)	76% (529)	11% (76)	698

Continued on next page

**Table MCSP40\_1:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Bet on the winner, either straight-up, money line or against the spread

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	7% (144)	8% (173)	5% (119)	67% (1469)	13% (295)	2200
Biden Job Strongly Approve	10% (77)	10% (80)	6% (48)	62% (502)	12% (97)	804
Biden Job Somewhat Approve	4% (19)	12% (55)	8% (36)	65% (313)	11% (55)	478
Biden Job Somewhat Disapprove	5% (9)	5% (9)	6% (11)	75% (144)	9% (18)	191
Biden Job Strongly Disapprove	6% (30)	4% (19)	3% (14)	76% (385)	12% (59)	507
Favorable of Biden	8% (106)	10% (132)	6% (78)	64% (831)	12% (159)	1305
Unfavorable of Biden	5% (35)	5% (39)	4% (32)	76% (577)	10% (76)	759
Very Favorable of Biden	10% (78)	11% (84)	6% (46)	63% (491)	10% (81)	780
Somewhat Favorable of Biden	5% (27)	9% (48)	6% (32)	65% (340)	15% (78)	525
Somewhat Unfavorable of Biden	5% (10)	7% (13)	8% (15)	72% (139)	8% (15)	192
Very Unfavorable of Biden	4% (25)	5% (26)	3% (17)	77% (438)	11% (61)	567
#1 Issue: Economy	7% (64)	9% (79)	6% (55)	64% (554)	13% (116)	868
#1 Issue: Security	4% (11)	10% (27)	6% (15)	64% (171)	16% (43)	267
#1 Issue: Health Care	7% (29)	6% (23)	6% (23)	70% (283)	12% (47)	404
#1 Issue: Medicare / Social Security	3% (6)	6% (14)	3% (8)	80% (188)	8% (20)	236
#1 Issue: Women's Issues	8% (8)	9% (8)	3% (3)	65% (63)	15% (14)	96
#1 Issue: Education	7% (7)	9% (8)	5% (5)	59% (57)	20% (19)	96
#1 Issue: Energy	13% (11)	11% (9)	6% (5)	53% (43)	17% (14)	81
#1 Issue: Other	6% (9)	3% (4)	4% (6)	73% (111)	14% (22)	152
2020 Vote: Joe Biden	9% (96)	12% (122)	6% (62)	63% (659)	10% (109)	1049
2020 Vote: Donald Trump	5% (34)	5% (32)	5% (35)	75% (518)	10% (67)	686
2020 Vote: Other	6% (3)	2% (1)	5% (3)	77% (47)	11% (7)	62
2020 Vote: Didn't Vote	3% (11)	4% (17)	5% (19)	61% (243)	28% (111)	401
2018 House Vote: Democrat	9% (69)	10% (70)	6% (42)	68% (502)	8% (58)	741
2018 House Vote: Republican	5% (28)	5% (30)	5% (26)	77% (424)	8% (46)	554
2018 House Vote: Someone else	8% (4)	1% (1)	— (0)	81% (42)	10% (5)	52
2016 Vote: Hillary Clinton	9% (65)	8% (60)	5% (34)	69% (490)	8% (58)	707
2016 Vote: Donald Trump	5% (32)	5% (32)	4% (27)	77% (482)	9% (55)	628
2016 Vote: Other	5% (6)	5% (6)	6% (7)	82% (93)	2% (2)	113
2016 Vote: Didn't Vote	6% (41)	10% (74)	7% (51)	54% (403)	24% (179)	749

Continued on next page

**Table MCSP40\_1:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Bet on the winner, either straight-up, money line or against the spread

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	7% (144)	8% (173)	5% (119)	67% (1469)	13% (295)	2200
Voted in 2014: Yes	7% (86)	7% (85)	5% (54)	74% (885)	7% (84)	1194
Voted in 2014: No	6% (59)	9% (88)	7% (66)	58% (584)	21% (210)	1006
4-Region: Northeast	8% (31)	10% (41)	4% (16)	65% (255)	13% (51)	394
4-Region: Midwest	7% (32)	4% (17)	4% (20)	72% (331)	13% (62)	462
4-Region: South	5% (39)	8% (64)	6% (48)	67% (554)	15% (120)	824
4-Region: West	8% (42)	10% (52)	7% (35)	63% (329)	12% (62)	520
Sports fan	9% (138)	10% (151)	7% (99)	64% (967)	11% (164)	1519
Avid sports fan	18% (86)	13% (61)	8% (39)	53% (251)	9% (41)	478
Casual sports fan	5% (52)	9% (90)	6% (60)	69% (716)	12% (123)	1041
Football fan	9% (134)	10% (139)	6% (92)	64% (928)	10% (150)	1444
Avid football fan	16% (99)	13% (80)	8% (48)	54% (332)	9% (57)	616
Casual football fan	4% (35)	7% (59)	5% (44)	72% (596)	11% (93)	828
NFL fan	9% (130)	10% (142)	7% (93)	64% (893)	10% (137)	1396
Avid NFL fan	16% (97)	12% (68)	8% (49)	55% (326)	9% (55)	595
Casual NFL fan	4% (33)	9% (74)	6% (44)	71% (567)	10% (82)	801
Watched SB last year	11% (125)	10% (117)	8% (88)	62% (717)	9% (110)	1157
Didn't watch SB last year	2% (19)	5% (56)	3% (31)	72% (752)	18% (185)	1043
OK brands get political	10% (81)	11% (89)	6% (48)	60% (471)	12% (96)	785
Not OK brands get political	5% (58)	6% (65)	5% (61)	75% (845)	8% (90)	1119
OK social justice	8% (102)	11% (136)	6% (76)	65% (838)	11% (139)	1292
Not OK social justice	6% (37)	4% (26)	5% (30)	76% (464)	9% (54)	612
Likely SB viewer	10% (130)	11% (147)	7% (95)	63% (843)	10% (129)	1344
Unlikely SB viewer	2% (12)	4% (26)	3% (23)	77% (567)	14% (105)	733
More likely to watch SB this year	13% (76)	15% (89)	7% (42)	56% (325)	8% (45)	577
Less likely to watch SB this year	4% (19)	6% (30)	5% (23)	70% (328)	15% (71)	472
Likely host/attend SB party	19% (75)	21% (83)	11% (44)	39% (160)	11% (44)	406
Unlikely host/attend SB party	4% (65)	5% (83)	4% (72)	76% (1257)	11% (179)	1656
Watch SB for game	11% (94)	11% (94)	8% (66)	63% (544)	7% (62)	859
Watch SB for halftime	9% (19)	9% (21)	7% (16)	58% (133)	16% (37)	227
Watch SB for ads	8% (16)	12% (23)	7% (13)	67% (129)	6% (12)	193

Continued on next page

**Table MCSP40\_1:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Bet on the winner, either straight-up, money line or against the spread

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	7% (144)	8% (173)	5% (119)	67% (1469)	13% (295)	2200
SB more political	10% (80)	12% (95)	7% (58)	64% (527)	7% (59)	818
SB less political	10% (32)	7% (22)	5% (16)	66% (215)	13% (43)	328
Typically host/attend SB party	18% (99)	16% (90)	7% (40)	50% (277)	9% (50)	556
Typically do not host/attend SB party	3% (45)	5% (83)	5% (79)	73% (1193)	15% (244)	1644
Usually pays a lot/some attn to ads	9% (131)	10% (144)	6% (92)	66% (983)	10% (143)	1492
Usually pays not much/no attn to ads	2% (14)	4% (29)	4% (27)	69% (486)	21% (151)	708
Plan to pay a lot/some attn to ads	9% (126)	11% (146)	7% (91)	65% (877)	9% (119)	1359
Plan to pay not much/no attn to ads	2% (18)	3% (27)	3% (28)	70% (592)	21% (176)	841
Pro football fav sport	15% (92)	11% (68)	8% (45)	56% (333)	10% (58)	596
Fav NFL	10% (123)	11% (142)	7% (82)	64% (807)	8% (101)	1254
Unfav NFL	4% (19)	6% (27)	5% (25)	76% (364)	10% (46)	481
Fav Goodell	14% (70)	15% (74)	7% (34)	58% (288)	6% (30)	496
Unfav Goodell	9% (45)	10% (48)	8% (39)	66% (320)	7% (32)	483
Fav Chiefs	11% (115)	11% (107)	6% (62)	66% (658)	6% (59)	1001
Fav Buccaneers	12% (96)	11% (93)	7% (59)	63% (518)	7% (57)	822
Chiefs fan	9% (76)	10% (86)	8% (63)	64% (533)	9% (71)	828
Buccaneers fan	9% (53)	9% (54)	6% (37)	67% (399)	8% (49)	593
Frequent sports betters	47% (49)	29% (30)	4% (4)	15% (15)	5% (5)	103
Regular sports betters	37% (83)	31% (70)	10% (22)	14% (31)	8% (17)	223
Frequent NFL betters	48% (56)	22% (26)	8% (9)	15% (17)	7% (9)	117
Regular NFL betters	40% (96)	29% (70)	8% (19)	13% (32)	9% (22)	239
Definite SB betters	57% (76)	16% (21)	6% (8)	14% (18)	7% (9)	132
Probable SB betters	35% (120)	29% (98)	11% (38)	17% (60)	8% (26)	341
Believe betting is legal in their state	14% (94)	12% (82)	7% (50)	56% (372)	9% (63)	661
Believe betting is illegal in their state	7% (29)	7% (28)	7% (28)	63% (245)	15% (57)	387
Non-sports fans	1% (6)	3% (22)	3% (20)	74% (502)	19% (131)	681
Gen Z sports fans	11% (21)	17% (33)	11% (21)	41% (79)	21% (40)	194
Millennial sports fans	15% (64)	20% (82)	7% (30)	44% (185)	14% (61)	422
Gen X sports fans	7% (29)	5% (20)	7% (25)	72% (275)	8% (32)	381
Boomer sports fans	5% (23)	3% (16)	4% (19)	82% (380)	6% (28)	466

Continued on next page

**Table MCSP40\_1:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Bet on the winner, either straight-up, money line or against the spread

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	7% (144)	8% (173)	5% (119)	67% (1469)	13% (295)	2200
Sports fans 18-34	13% (55)	20% (86)	8% (36)	41% (179)	19% (83)	439
Sports fans 35-44	13% (33)	15% (37)	7% (18)	56% (140)	10% (25)	253
Sports fans 45-64	7% (39)	3% (16)	6% (31)	77% (409)	7% (36)	530
Sports fans 65+	4% (12)	4% (13)	4% (13)	81% (240)	7% (20)	297
Occasional sports betters	18% (35)	22% (44)	16% (32)	30% (59)	13% (26)	196
Non-sports betters	1% (26)	3% (59)	4% (66)	77% (1379)	14% (252)	1781
In legal betting states	7% (58)	8% (64)	4% (33)	65% (532)	15% (126)	814
Outside legal betting states	6% (86)	8% (109)	6% (86)	68% (937)	12% (168)	1386
Sports fan In legal betting states 21+	10% (54)	9% (50)	5% (28)	64% (338)	11% (60)	530
Sports fan Outside legal betting states 21+	8% (75)	9% (80)	7% (62)	66% (593)	9% (84)	893
Likely SB viewer In legal betting states 21+	12% (55)	10% (47)	6% (28)	62% (286)	11% (49)	464
Likely SB viewer Outside legal betting states 21+	9% (68)	10% (81)	8% (60)	65% (520)	8% (66)	796

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



**Table MCSP40\_2:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Total line bets, or over/under

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	5%	(99)	6%	(140)	4%	(98)	70%	(1547)	14%	(316)	2200
Gender: Male	7%	(77)	9%	(93)	6%	(66)	66%	(702)	12%	(124)	1062
Gender: Female	2%	(22)	4%	(47)	3%	(32)	74%	(845)	17%	(193)	1138
Age: 18-34	8%	(50)	13%	(87)	6%	(40)	47%	(307)	26%	(172)	655
Age: 35-44	8%	(28)	7%	(26)	6%	(22)	65%	(231)	14%	(50)	358
Age: 45-64	2%	(16)	3%	(24)	3%	(26)	82%	(618)	9%	(66)	751
Age: 65+	1%	(4)	1%	(3)	2%	(10)	90%	(391)	6%	(28)	436
GenZers: 1997-2012	5%	(16)	13%	(40)	6%	(18)	43%	(130)	32%	(95)	299
Millennials: 1981-1996	10%	(59)	11%	(66)	7%	(40)	54%	(321)	18%	(110)	595
GenXers: 1965-1980	3%	(15)	4%	(24)	4%	(20)	78%	(421)	12%	(63)	542
Baby Boomers: 1946-1964	1%	(9)	1%	(10)	3%	(18)	89%	(606)	6%	(41)	685
PID: Dem (no lean)	7%	(59)	9%	(79)	5%	(44)	66%	(593)	14%	(122)	897
PID: Ind (no lean)	3%	(18)	4%	(27)	4%	(29)	69%	(470)	20%	(132)	676
PID: Rep (no lean)	3%	(22)	5%	(33)	4%	(25)	77%	(484)	10%	(63)	627
PID/Gender: Dem Men	11%	(47)	13%	(53)	6%	(23)	59%	(242)	10%	(42)	407
PID/Gender: Dem Women	2%	(12)	5%	(26)	4%	(21)	72%	(352)	16%	(79)	490
PID/Gender: Ind Men	4%	(13)	4%	(14)	8%	(25)	68%	(223)	16%	(52)	327
PID/Gender: Ind Women	2%	(6)	4%	(13)	1%	(4)	71%	(246)	23%	(80)	349
PID/Gender: Rep Men	5%	(18)	8%	(25)	5%	(17)	72%	(237)	9%	(30)	327
PID/Gender: Rep Women	1%	(4)	3%	(8)	2%	(7)	82%	(247)	11%	(33)	299
Ideo: Liberal (1-3)	7%	(42)	9%	(59)	7%	(43)	67%	(430)	11%	(70)	645
Ideo: Moderate (4)	4%	(27)	7%	(42)	5%	(29)	72%	(447)	12%	(76)	621
Ideo: Conservative (5-7)	3%	(24)	4%	(28)	4%	(25)	81%	(543)	8%	(54)	675
Educ: < College	3%	(52)	5%	(79)	4%	(56)	70%	(1059)	18%	(267)	1512
Educ: Bachelors degree	4%	(20)	8%	(36)	7%	(33)	71%	(316)	9%	(39)	444
Educ: Post-grad	11%	(28)	10%	(25)	4%	(9)	71%	(172)	4%	(10)	244
Income: Under 50k	3%	(39)	6%	(70)	3%	(41)	69%	(825)	19%	(224)	1198
Income: 50k-100k	5%	(34)	6%	(42)	6%	(39)	74%	(502)	9%	(63)	680
Income: 100k+	8%	(26)	9%	(28)	5%	(17)	68%	(220)	9%	(30)	322
Ethnicity: White	5%	(78)	5%	(92)	4%	(73)	74%	(1267)	12%	(213)	1722
Ethnicity: Hispanic	9%	(32)	13%	(46)	6%	(20)	53%	(187)	18%	(65)	349

Continued on next page

**Table MCSP40\_2:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?

Total line bets, or over/under

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	5%	(99)	6%	(140)	4%	(98)	70%	(1547)	14%	(316)	2200
Ethnicity: Black	4%	(11)	9%	(24)	5%	(13)	61%	(168)	21%	(58)	274
Ethnicity: Other	5%	(10)	12%	(24)	6%	(11)	55%	(113)	22%	(45)	204
All Christian	5%	(45)	7%	(70)	3%	(30)	76%	(742)	9%	(89)	975
All Non-Christian	13%	(17)	10%	(13)	15%	(19)	48%	(62)	13%	(16)	128
Atheist	2%	(2)	11%	(12)	5%	(5)	65%	(71)	18%	(20)	110
Agnostic/Nothing in particular	4%	(22)	4%	(26)	6%	(34)	66%	(394)	20%	(121)	598
Something Else	3%	(13)	5%	(19)	2%	(9)	71%	(278)	18%	(71)	390
Religious Non-Protestant/Catholic	11%	(17)	9%	(14)	13%	(19)	54%	(82)	12%	(19)	152
Evangelical	5%	(30)	8%	(44)	3%	(18)	70%	(400)	14%	(78)	570
Non-Evangelical	4%	(27)	6%	(44)	3%	(20)	78%	(594)	10%	(77)	761
Community: Urban	9%	(56)	11%	(66)	6%	(34)	59%	(355)	15%	(88)	600
Community: Suburban	3%	(34)	5%	(54)	5%	(53)	73%	(754)	14%	(142)	1037
Community: Rural	2%	(9)	3%	(19)	2%	(10)	78%	(438)	15%	(87)	564
Employ: Private Sector	7%	(46)	11%	(73)	8%	(52)	65%	(413)	9%	(55)	641
Employ: Government	6%	(8)	10%	(12)	5%	(7)	67%	(86)	12%	(16)	128
Employ: Self-Employed	8%	(13)	8%	(12)	5%	(7)	64%	(97)	16%	(24)	153
Employ: Homemaker	6%	(9)	2%	(3)	2%	(4)	73%	(121)	17%	(29)	165
Employ: Student	2%	(2)	3%	(4)	5%	(7)	50%	(62)	40%	(49)	124
Employ: Retired	1%	(7)	1%	(7)	2%	(10)	87%	(442)	8%	(39)	506
Employ: Unemployed	2%	(8)	5%	(16)	3%	(10)	64%	(212)	26%	(86)	332
Employ: Other	4%	(6)	8%	(12)	—	(1)	75%	(113)	12%	(18)	151
Military HH: Yes	5%	(17)	6%	(20)	6%	(20)	75%	(256)	8%	(28)	341
Military HH: No	4%	(82)	6%	(120)	4%	(78)	69%	(1291)	16%	(289)	1859
RD/WT: Right Direction	8%	(68)	11%	(102)	5%	(47)	62%	(560)	13%	(121)	897
RD/WT: Wrong Track	2%	(31)	3%	(38)	4%	(51)	76%	(987)	15%	(196)	1303
Biden Job Approve	6%	(72)	9%	(109)	5%	(69)	67%	(864)	13%	(168)	1282
Biden Job Disapprove	3%	(19)	4%	(25)	3%	(24)	78%	(547)	12%	(84)	698

Continued on next page

**Table MCSP40\_2:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?

Total line bets, or over/under

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	5%	(99)	6%	(140)	4%	(98)	70%	(1547)	14%	(316)	2200
Biden Job Strongly Approve	7%	(57)	10%	(81)	4%	(29)	67%	(541)	12%	(97)	804
Biden Job Somewhat Approve	3%	(15)	6%	(29)	8%	(40)	68%	(323)	15%	(71)	478
Biden Job Somewhat Disapprove	2%	(3)	5%	(10)	3%	(6)	79%	(150)	11%	(21)	191
Biden Job Strongly Disapprove	3%	(16)	3%	(15)	3%	(17)	78%	(397)	12%	(62)	507
Favorable of Biden	6%	(81)	8%	(101)	5%	(66)	68%	(882)	13%	(174)	1305
Unfavorable of Biden	2%	(16)	4%	(34)	3%	(27)	79%	(599)	11%	(83)	759
Very Favorable of Biden	9%	(69)	9%	(73)	4%	(29)	68%	(529)	10%	(80)	780
Somewhat Favorable of Biden	2%	(12)	5%	(28)	7%	(37)	67%	(353)	18%	(94)	525
Somewhat Unfavorable of Biden	2%	(3)	8%	(16)	3%	(5)	77%	(147)	11%	(21)	192
Very Unfavorable of Biden	2%	(13)	3%	(18)	4%	(22)	80%	(452)	11%	(63)	567
#1 Issue: Economy	5%	(40)	7%	(61)	5%	(47)	69%	(597)	14%	(122)	868
#1 Issue: Security	4%	(10)	8%	(21)	4%	(11)	67%	(179)	17%	(46)	267
#1 Issue: Health Care	5%	(20)	6%	(24)	4%	(17)	72%	(289)	13%	(53)	404
#1 Issue: Medicare / Social Security	1%	(3)	2%	(5)	3%	(7)	85%	(200)	8%	(20)	236
#1 Issue: Women's Issues	7%	(6)	7%	(6)	5%	(4)	62%	(60)	20%	(19)	96
#1 Issue: Education	4%	(4)	8%	(7)	1%	(1)	63%	(61)	23%	(23)	96
#1 Issue: Energy	7%	(6)	13%	(11)	8%	(6)	55%	(44)	17%	(14)	81
#1 Issue: Other	6%	(9)	3%	(4)	2%	(3)	77%	(117)	13%	(20)	152
2020 Vote: Joe Biden	7%	(78)	9%	(95)	5%	(48)	68%	(710)	11%	(118)	1049
2020 Vote: Donald Trump	2%	(16)	4%	(29)	4%	(28)	79%	(539)	11%	(74)	686
2020 Vote: Other	1%	(1)	2%	(1)	11%	(7)	70%	(44)	16%	(10)	62
2020 Vote: Didn't Vote	1%	(4)	4%	(15)	4%	(15)	63%	(253)	28%	(114)	401
2018 House Vote: Democrat	7%	(53)	8%	(56)	5%	(38)	72%	(536)	8%	(58)	741
2018 House Vote: Republican	4%	(20)	4%	(23)	3%	(18)	80%	(444)	9%	(50)	554
2018 House Vote: Someone else	3%	(2)	3%	(2)	8%	(4)	77%	(40)	8%	(4)	52
2016 Vote: Hillary Clinton	7%	(51)	7%	(52)	4%	(29)	73%	(515)	8%	(60)	707
2016 Vote: Donald Trump	2%	(14)	5%	(33)	4%	(24)	80%	(500)	9%	(58)	628
2016 Vote: Other	4%	(4)	—	(0)	7%	(8)	85%	(97)	3%	(4)	113
2016 Vote: Didn't Vote	4%	(28)	7%	(55)	5%	(37)	58%	(436)	26%	(194)	749

Continued on next page

**Table MCSP40\_2:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?

Total line bets, or over/under

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	5%	(99)	6%	(140)	4%	(98)	70%	(1547)	14%	(316)	2200
Voted in 2014: Yes	5%	(63)	5%	(65)	4%	(47)	78%	(931)	7%	(88)	1194
Voted in 2014: No	4%	(36)	7%	(75)	5%	(50)	61%	(616)	23%	(228)	1006
4-Region: Northeast	5%	(18)	9%	(34)	4%	(18)	69%	(270)	14%	(55)	394
4-Region: Midwest	4%	(18)	4%	(20)	2%	(11)	77%	(355)	13%	(58)	462
4-Region: South	3%	(24)	5%	(42)	6%	(46)	70%	(581)	16%	(131)	824
4-Region: West	7%	(39)	9%	(44)	4%	(23)	66%	(341)	14%	(72)	520
Sports fan	6%	(98)	8%	(117)	5%	(84)	69%	(1041)	12%	(179)	1519
Avid sports fan	12%	(58)	12%	(57)	9%	(42)	59%	(284)	8%	(37)	478
Casual sports fan	4%	(40)	6%	(60)	4%	(41)	73%	(758)	14%	(142)	1041
Football fan	7%	(97)	8%	(110)	5%	(78)	69%	(997)	11%	(162)	1444
Avid football fan	11%	(69)	11%	(69)	8%	(47)	61%	(375)	9%	(57)	616
Casual football fan	3%	(28)	5%	(42)	4%	(30)	75%	(622)	13%	(105)	828
NFL fan	7%	(93)	8%	(113)	6%	(78)	69%	(967)	10%	(145)	1396
Avid NFL fan	11%	(64)	11%	(63)	7%	(43)	62%	(371)	9%	(55)	595
Casual NFL fan	4%	(29)	6%	(50)	4%	(36)	74%	(596)	11%	(90)	801
Watched SB last year	8%	(88)	9%	(100)	6%	(65)	68%	(786)	10%	(119)	1157
Didn't watch SB last year	1%	(11)	4%	(40)	3%	(33)	73%	(761)	19%	(198)	1043
OK brands get political	9%	(67)	11%	(83)	5%	(38)	63%	(495)	13%	(102)	785
Not OK brands get political	3%	(30)	4%	(47)	5%	(53)	79%	(890)	9%	(100)	1119
OK social justice	6%	(73)	9%	(119)	5%	(62)	69%	(889)	12%	(150)	1292
Not OK social justice	4%	(23)	3%	(18)	5%	(31)	79%	(486)	9%	(54)	612
Likely SB viewer	7%	(98)	8%	(108)	6%	(81)	68%	(918)	10%	(138)	1344
Unlikely SB viewer	—	(0)	4%	(29)	2%	(15)	78%	(573)	16%	(116)	733
More likely to watch SB this year	12%	(71)	12%	(69)	8%	(45)	60%	(348)	8%	(45)	577
Less likely to watch SB this year	1%	(3)	7%	(33)	3%	(14)	73%	(343)	17%	(79)	472
Likely host/attend SB party	16%	(66)	17%	(70)	11%	(44)	45%	(182)	11%	(43)	406
Unlikely host/attend SB party	2%	(31)	4%	(60)	3%	(53)	79%	(1315)	12%	(196)	1656
Watch SB for game	8%	(66)	8%	(69)	6%	(53)	71%	(608)	7%	(63)	859
Watch SB for halftime	6%	(14)	7%	(17)	7%	(16)	61%	(138)	18%	(42)	227
Watch SB for ads	10%	(18)	8%	(15)	5%	(10)	69%	(133)	9%	(16)	193

Continued on next page

**Table MCSP40\_2:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?

Total line bets, or over/under

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	5%	(99)	6%	(140)	4%	(98)	70%	(1547)	14%	(316)	2200
SB more political	7%	(60)	10%	(82)	6%	(47)	69%	(565)	8%	(64)	818
SB less political	5%	(16)	7%	(22)	5%	(15)	70%	(229)	14%	(46)	328
Typically host/attend SB party	13%	(74)	12%	(66)	7%	(40)	56%	(313)	11%	(63)	556
Typically do not host/attend SB party	2%	(25)	5%	(74)	3%	(57)	75%	(1234)	15%	(253)	1644
Usually pays a lot/some attn to ads	6%	(88)	8%	(120)	5%	(81)	70%	(1049)	10%	(154)	1492
Usually pays not much/no attn to ads	2%	(11)	3%	(20)	2%	(17)	70%	(498)	23%	(162)	708
Plan to pay a lot/some attn to ads	7%	(90)	9%	(116)	6%	(78)	69%	(939)	10%	(136)	1359
Plan to pay not much/no attn to ads	1%	(9)	3%	(23)	2%	(20)	72%	(608)	21%	(180)	841
Pro football fav sport	12%	(69)	10%	(59)	6%	(38)	62%	(372)	10%	(57)	596
Fav NFL	7%	(89)	8%	(103)	6%	(72)	69%	(871)	9%	(119)	1254
Unfav NFL	2%	(8)	7%	(33)	4%	(20)	78%	(377)	9%	(42)	481
Fav Goodell	10%	(49)	12%	(59)	9%	(43)	63%	(313)	6%	(32)	496
Unfav Goodell	8%	(37)	8%	(36)	5%	(26)	72%	(346)	8%	(38)	483
Fav Chiefs	8%	(82)	8%	(83)	6%	(59)	72%	(716)	6%	(62)	1001
Fav Buccaneers	8%	(69)	10%	(80)	6%	(49)	69%	(569)	7%	(54)	822
Chiefs fan	6%	(53)	8%	(64)	8%	(66)	69%	(573)	9%	(73)	828
Buccaneers fan	6%	(38)	9%	(52)	3%	(20)	73%	(432)	9%	(51)	593
Frequent sports betters	36%	(37)	32%	(33)	4%	(4)	17%	(17)	12%	(12)	103
Regular sports betters	29%	(65)	31%	(70)	10%	(23)	19%	(41)	11%	(24)	223
Frequent NFL betters	37%	(44)	27%	(31)	5%	(5)	18%	(21)	13%	(15)	117
Regular NFL betters	32%	(76)	29%	(69)	11%	(26)	17%	(40)	12%	(28)	239
Definite SB betters	41%	(55)	23%	(30)	6%	(8)	25%	(33)	4%	(6)	132
Probable SB betters	25%	(85)	27%	(91)	13%	(45)	28%	(94)	8%	(26)	341
Believe betting is legal in their state	11%	(72)	11%	(74)	7%	(44)	61%	(401)	11%	(70)	661
Believe betting is illegal in their state	4%	(16)	6%	(22)	7%	(26)	67%	(260)	16%	(62)	387
Non-sports fans	—	(1)	3%	(23)	2%	(14)	74%	(506)	20%	(137)	681
Gen Z sports fans	8%	(16)	12%	(24)	8%	(15)	45%	(87)	26%	(51)	194
Millennial sports fans	14%	(58)	15%	(63)	9%	(37)	49%	(205)	14%	(59)	422
Gen X sports fans	4%	(14)	6%	(22)	4%	(14)	77%	(292)	10%	(39)	381
Boomer sports fans	2%	(9)	2%	(8)	3%	(15)	87%	(407)	6%	(27)	466

Continued on next page

**Table MCSP40\_2:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?

Total line bets, or over/under

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	5%	(99)	6%	(140)	4%	(98)	70%	(1547)	14%	(316)	2200
Sports fans 18-34	11%	(50)	15%	(67)	8%	(34)	45%	(197)	21%	(90)	439
Sports fans 35-44	11%	(27)	10%	(25)	8%	(21)	60%	(151)	11%	(28)	253
Sports fans 45-64	3%	(16)	4%	(21)	4%	(21)	81%	(432)	8%	(40)	530
Sports fans 65+	1%	(4)	1%	(3)	3%	(8)	88%	(261)	7%	(21)	297
Occasional sports betters	8%	(15)	18%	(34)	16%	(31)	47%	(91)	12%	(24)	196
Non-sports betters	1%	(19)	2%	(35)	2%	(44)	79%	(1414)	15%	(269)	1781
In legal betting states	5%	(40)	6%	(47)	3%	(27)	70%	(567)	16%	(132)	814
Outside legal betting states	4%	(59)	7%	(93)	5%	(70)	71%	(980)	13%	(184)	1386
Sports fan In legal betting states 21+	7%	(38)	7%	(39)	5%	(24)	69%	(368)	12%	(62)	530
Sports fan Outside legal betting states 21+	6%	(51)	8%	(71)	6%	(51)	71%	(632)	10%	(88)	893
Likely SB viewer In legal betting states 21+	8%	(38)	8%	(36)	5%	(24)	68%	(317)	11%	(50)	464
Likely SB viewer Outside legal betting states 21+	7%	(52)	8%	(64)	6%	(49)	70%	(561)	9%	(70)	796

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

**Table MCSP40\_3:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Traditional prop bets, such as the first team to score or a particular player's performance

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(92)	7%	(150)	5%	(106)	70%	(1549)	14%	(304)	2200
Gender: Male	6%	(66)	9%	(91)	7%	(77)	67%	(708)	11%	(120)	1062
Gender: Female	2%	(26)	5%	(59)	2%	(28)	74%	(841)	16%	(184)	1138
Age: 18-34	7%	(45)	12%	(79)	7%	(46)	48%	(312)	26%	(172)	655
Age: 35-44	7%	(23)	10%	(35)	5%	(19)	65%	(233)	13%	(47)	358
Age: 45-64	3%	(21)	3%	(23)	4%	(28)	83%	(621)	8%	(57)	751
Age: 65+	—	(2)	3%	(12)	3%	(12)	88%	(383)	6%	(27)	436
GenZers: 1997-2012	4%	(11)	13%	(38)	7%	(21)	45%	(134)	32%	(96)	299
Millennials: 1981-1996	9%	(54)	12%	(71)	7%	(42)	54%	(323)	18%	(104)	595
GenXers: 1965-1980	3%	(18)	4%	(21)	4%	(21)	78%	(425)	10%	(57)	542
Baby Boomers: 1946-1964	1%	(9)	3%	(19)	2%	(17)	88%	(600)	6%	(41)	685
PID: Dem (no lean)	6%	(51)	10%	(89)	6%	(52)	66%	(595)	12%	(111)	897
PID: Ind (no lean)	1%	(10)	5%	(31)	4%	(26)	70%	(476)	20%	(133)	676
PID: Rep (no lean)	5%	(31)	5%	(30)	4%	(28)	76%	(478)	10%	(60)	627
PID/Gender: Dem Men	9%	(35)	12%	(48)	8%	(34)	61%	(250)	10%	(40)	407
PID/Gender: Dem Women	3%	(16)	8%	(40)	4%	(18)	70%	(346)	14%	(71)	490
PID/Gender: Ind Men	2%	(7)	7%	(23)	6%	(20)	69%	(225)	16%	(52)	327
PID/Gender: Ind Women	1%	(3)	3%	(9)	2%	(6)	72%	(251)	23%	(80)	349
PID/Gender: Rep Men	7%	(23)	6%	(20)	7%	(23)	71%	(233)	9%	(28)	327
PID/Gender: Rep Women	3%	(8)	3%	(10)	2%	(5)	82%	(245)	11%	(32)	299
Ideo: Liberal (1-3)	6%	(37)	10%	(63)	7%	(42)	69%	(443)	9%	(60)	645
Ideo: Moderate (4)	4%	(23)	6%	(40)	6%	(38)	72%	(444)	12%	(75)	621
Ideo: Conservative (5-7)	4%	(28)	6%	(38)	3%	(22)	79%	(534)	8%	(53)	675
Educ: < College	2%	(38)	6%	(88)	5%	(69)	70%	(1058)	17%	(259)	1512
Educ: Bachelors degree	5%	(22)	8%	(37)	6%	(25)	73%	(326)	8%	(34)	444
Educ: Post-grad	13%	(32)	10%	(24)	5%	(12)	68%	(165)	4%	(11)	244
Income: Under 50k	3%	(37)	6%	(73)	4%	(46)	69%	(824)	18%	(218)	1198
Income: 50k-100k	4%	(28)	7%	(45)	6%	(43)	74%	(505)	9%	(59)	680
Income: 100k+	8%	(27)	10%	(31)	5%	(17)	68%	(220)	9%	(28)	322
Ethnicity: White	4%	(77)	5%	(94)	4%	(72)	74%	(1274)	12%	(204)	1722
Ethnicity: Hispanic	7%	(25)	11%	(40)	8%	(28)	55%	(191)	19%	(65)	349

Continued on next page

**Table MCSP40\_3:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Traditional prop bets, such as the first team to score or a particular player's performance

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(92)	7%	(150)	5%	(106)	70%	(1549)	14%	(304)	2200
Ethnicity: Black	3%	(9)	12%	(32)	4%	(12)	61%	(166)	20%	(55)	274
Ethnicity: Other	3%	(5)	11%	(23)	11%	(21)	53%	(109)	22%	(46)	204
All Christian	5%	(47)	6%	(61)	4%	(40)	76%	(741)	9%	(86)	975
All Non-Christian	14%	(18)	15%	(19)	8%	(10)	52%	(66)	11%	(15)	128
Atheist	3%	(4)	9%	(10)	3%	(4)	67%	(73)	17%	(19)	110
Agnostic/Nothing in particular	2%	(14)	7%	(40)	5%	(27)	67%	(400)	20%	(117)	598
Something Else	3%	(10)	5%	(20)	6%	(25)	69%	(268)	17%	(68)	390
Religious Non-Protestant/Catholic	13%	(19)	12%	(19)	7%	(10)	57%	(87)	11%	(17)	152
Evangelical	4%	(20)	9%	(50)	5%	(31)	70%	(396)	13%	(72)	570
Non-Evangelical	5%	(35)	4%	(31)	4%	(32)	77%	(586)	10%	(78)	761
Community: Urban	8%	(48)	12%	(74)	7%	(44)	58%	(347)	14%	(86)	600
Community: Suburban	3%	(33)	6%	(57)	4%	(43)	74%	(768)	13%	(135)	1037
Community: Rural	2%	(11)	3%	(18)	3%	(19)	77%	(434)	15%	(83)	564
Employ: Private Sector	6%	(40)	11%	(68)	10%	(62)	65%	(418)	8%	(51)	641
Employ: Government	9%	(11)	7%	(9)	4%	(6)	68%	(87)	12%	(15)	128
Employ: Self-Employed	8%	(12)	9%	(14)	2%	(3)	64%	(99)	17%	(26)	153
Employ: Homemaker	3%	(5)	5%	(9)	2%	(3)	75%	(124)	14%	(24)	165
Employ: Student	3%	(4)	4%	(5)	5%	(6)	47%	(58)	41%	(51)	124
Employ: Retired	1%	(5)	3%	(17)	3%	(14)	86%	(433)	7%	(38)	506
Employ: Unemployed	3%	(11)	3%	(11)	3%	(10)	66%	(219)	24%	(80)	332
Employ: Other	2%	(4)	11%	(17)	1%	(1)	73%	(110)	12%	(19)	151
Military HH: Yes	5%	(16)	3%	(10)	6%	(20)	79%	(270)	7%	(25)	341
Military HH: No	4%	(76)	7%	(139)	5%	(86)	69%	(1279)	15%	(279)	1859
RD/WT: Right Direction	7%	(59)	11%	(99)	6%	(53)	64%	(571)	13%	(115)	897
RD/WT: Wrong Track	3%	(33)	4%	(50)	4%	(53)	75%	(978)	14%	(189)	1303
Biden Job Approve	5%	(61)	9%	(109)	6%	(76)	68%	(876)	13%	(160)	1282
Biden Job Disapprove	4%	(27)	4%	(31)	3%	(18)	78%	(545)	11%	(77)	698

Continued on next page



**Table MCSP40\_3:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Traditional prop bets, such as the first team to score or a particular player's performance

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(92)	7%	(150)	5%	(106)	70%	(1549)	14%	(304)	2200
Biden Job Strongly Approve	7%	(53)	9%	(74)	5%	(39)	68%	(544)	12%	(94)	804
Biden Job Somewhat Approve	2%	(8)	7%	(35)	8%	(37)	69%	(332)	14%	(66)	478
Biden Job Somewhat Disapprove	3%	(6)	6%	(11)	3%	(5)	78%	(148)	11%	(21)	191
Biden Job Strongly Disapprove	4%	(21)	4%	(20)	3%	(13)	78%	(397)	11%	(57)	507
Favorable of Biden	5%	(65)	8%	(109)	6%	(76)	68%	(890)	13%	(165)	1305
Unfavorable of Biden	3%	(23)	5%	(36)	3%	(25)	78%	(596)	10%	(79)	759
Very Favorable of Biden	7%	(56)	10%	(78)	5%	(43)	68%	(528)	10%	(76)	780
Somewhat Favorable of Biden	2%	(10)	6%	(30)	6%	(33)	69%	(363)	17%	(89)	525
Somewhat Unfavorable of Biden	3%	(5)	9%	(17)	4%	(9)	75%	(144)	9%	(17)	192
Very Unfavorable of Biden	3%	(18)	4%	(20)	3%	(17)	80%	(452)	11%	(61)	567
#1 Issue: Economy	5%	(41)	8%	(67)	6%	(48)	68%	(591)	14%	(121)	868
#1 Issue: Security	5%	(13)	8%	(21)	3%	(7)	68%	(183)	16%	(44)	267
#1 Issue: Health Care	4%	(15)	6%	(25)	7%	(26)	72%	(289)	12%	(49)	404
#1 Issue: Medicare / Social Security	1%	(3)	5%	(11)	2%	(5)	84%	(197)	8%	(20)	236
#1 Issue: Women's Issues	7%	(7)	5%	(5)	4%	(4)	68%	(65)	15%	(15)	96
#1 Issue: Education	2%	(2)	11%	(10)	—	(0)	65%	(63)	22%	(21)	96
#1 Issue: Energy	13%	(11)	6%	(5)	6%	(5)	59%	(47)	17%	(14)	81
#1 Issue: Other	—	(0)	5%	(7)	7%	(10)	75%	(115)	14%	(21)	152
2020 Vote: Joe Biden	6%	(61)	10%	(103)	6%	(67)	68%	(710)	10%	(108)	1049
2020 Vote: Donald Trump	3%	(24)	5%	(32)	4%	(27)	77%	(531)	10%	(72)	686
2020 Vote: Other	2%	(1)	3%	(2)	5%	(3)	80%	(50)	10%	(6)	62
2020 Vote: Didn't Vote	1%	(6)	3%	(13)	2%	(8)	64%	(257)	29%	(117)	401
2018 House Vote: Democrat	6%	(42)	9%	(67)	6%	(45)	72%	(537)	7%	(51)	741
2018 House Vote: Republican	4%	(23)	4%	(25)	4%	(21)	79%	(438)	9%	(47)	554
2018 House Vote: Someone else	2%	(1)	4%	(2)	—	(0)	84%	(44)	11%	(6)	52
2016 Vote: Hillary Clinton	6%	(42)	8%	(58)	5%	(38)	72%	(512)	8%	(57)	707
2016 Vote: Donald Trump	3%	(21)	5%	(32)	3%	(21)	79%	(494)	9%	(59)	628
2016 Vote: Other	3%	(3)	2%	(2)	5%	(6)	89%	(101)	2%	(2)	113
2016 Vote: Didn't Vote	3%	(25)	8%	(58)	5%	(40)	59%	(442)	25%	(185)	749

Continued on next page

**Table MCSP40\_3:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Traditional prop bets, such as the first team to score or a particular player's performance

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(92)	7%	(150)	5%	(106)	70%	(1549)	14%	(304)	2200
Voted in 2014: Yes	5%	(60)	6%	(75)	4%	(52)	78%	(929)	7%	(79)	1194
Voted in 2014: No	3%	(32)	7%	(75)	5%	(54)	62%	(620)	22%	(225)	1006
4-Region: Northeast	4%	(16)	9%	(37)	4%	(16)	70%	(276)	12%	(49)	394
4-Region: Midwest	4%	(20)	4%	(17)	4%	(17)	75%	(346)	13%	(61)	462
4-Region: South	3%	(26)	6%	(53)	5%	(37)	71%	(583)	15%	(125)	824
4-Region: West	6%	(29)	8%	(42)	7%	(35)	66%	(345)	13%	(68)	520
Sports fan	6%	(87)	9%	(130)	6%	(98)	68%	(1031)	11%	(173)	1519
Avid sports fan	11%	(54)	13%	(62)	9%	(41)	58%	(279)	9%	(43)	478
Casual sports fan	3%	(33)	7%	(69)	5%	(57)	72%	(752)	13%	(131)	1041
Football fan	6%	(84)	9%	(130)	6%	(88)	69%	(994)	10%	(149)	1444
Avid football fan	10%	(61)	12%	(72)	9%	(56)	61%	(374)	9%	(54)	616
Casual football fan	3%	(23)	7%	(58)	4%	(32)	75%	(620)	12%	(95)	828
NFL fan	6%	(81)	9%	(128)	6%	(89)	69%	(961)	10%	(137)	1396
Avid NFL fan	10%	(57)	11%	(64)	9%	(54)	62%	(368)	9%	(52)	595
Casual NFL fan	3%	(24)	8%	(63)	4%	(35)	74%	(593)	11%	(85)	801
Watched SB last year	7%	(76)	10%	(112)	7%	(83)	67%	(777)	9%	(109)	1157
Didn't watch SB last year	2%	(16)	4%	(38)	2%	(22)	74%	(772)	19%	(195)	1043
OK brands get political	8%	(61)	10%	(82)	6%	(46)	64%	(500)	12%	(96)	785
Not OK brands get political	3%	(28)	5%	(52)	5%	(55)	80%	(892)	8%	(92)	1119
OK social justice	5%	(71)	9%	(111)	6%	(79)	69%	(896)	11%	(136)	1292
Not OK social justice	3%	(21)	5%	(30)	3%	(21)	80%	(487)	9%	(53)	612
Likely SB viewer	6%	(80)	10%	(132)	7%	(92)	68%	(912)	10%	(128)	1344
Unlikely SB viewer	1%	(9)	2%	(16)	2%	(13)	79%	(582)	15%	(113)	733
More likely to watch SB this year	10%	(58)	14%	(79)	9%	(52)	60%	(345)	7%	(42)	577
Less likely to watch SB this year	2%	(9)	6%	(26)	3%	(12)	75%	(352)	15%	(73)	472
Likely host/attend SB party	16%	(65)	18%	(75)	12%	(49)	44%	(180)	9%	(38)	406
Unlikely host/attend SB party	1%	(25)	4%	(65)	3%	(55)	80%	(1321)	11%	(190)	1656
Watch SB for game	6%	(53)	10%	(83)	7%	(62)	70%	(603)	7%	(57)	859
Watch SB for halftime	4%	(10)	8%	(18)	10%	(22)	60%	(136)	18%	(41)	227
Watch SB for ads	8%	(16)	12%	(23)	3%	(7)	70%	(134)	7%	(13)	193

Continued on next page

**Table MCSP40\_3:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Traditional prop bets, such as the first team to score or a particular player's performance

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(92)	7%	(150)	5%	(106)	70%	(1549)	14%	(304)	2200
SB more political	8%	(62)	10%	(79)	6%	(46)	70%	(569)	7%	(61)	818
SB less political	5%	(16)	8%	(25)	7%	(22)	69%	(227)	12%	(38)	328
Typically host/attend SB party	11%	(60)	14%	(76)	9%	(52)	56%	(310)	10%	(58)	556
Typically do not host/attend SB party	2%	(32)	4%	(74)	3%	(53)	75%	(1239)	15%	(246)	1644
Usually pays a lot/some attn to ads	5%	(80)	9%	(130)	6%	(83)	71%	(1055)	10%	(145)	1492
Usually pays not much/no attn to ads	2%	(12)	3%	(20)	3%	(23)	70%	(494)	22%	(158)	708
Plan to pay a lot/some attn to ads	6%	(76)	9%	(127)	6%	(84)	70%	(947)	9%	(126)	1359
Plan to pay not much/no attn to ads	2%	(16)	3%	(23)	3%	(22)	72%	(602)	21%	(178)	841
Pro football fav sport	10%	(61)	11%	(66)	8%	(48)	62%	(372)	8%	(50)	596
Fav NFL	6%	(75)	9%	(117)	6%	(79)	69%	(868)	9%	(114)	1254
Unfav NFL	3%	(13)	6%	(27)	4%	(18)	80%	(384)	8%	(39)	481
Fav Goodell	11%	(57)	13%	(64)	8%	(38)	62%	(305)	6%	(32)	496
Unfav Goodell	4%	(21)	8%	(40)	7%	(36)	72%	(350)	7%	(36)	483
Fav Chiefs	7%	(72)	10%	(98)	6%	(62)	71%	(710)	6%	(60)	1001
Fav Buccaneers	8%	(68)	10%	(86)	7%	(57)	67%	(554)	7%	(57)	822
Chiefs fan	6%	(49)	9%	(77)	8%	(63)	70%	(577)	7%	(62)	828
Buccaneers fan	6%	(33)	8%	(49)	5%	(29)	73%	(431)	8%	(50)	593
Frequent sports betters	40%	(41)	29%	(30)	5%	(6)	15%	(16)	10%	(11)	103
Regular sports betters	28%	(63)	30%	(66)	12%	(26)	19%	(43)	11%	(25)	223
Frequent NFL betters	37%	(43)	23%	(27)	10%	(12)	18%	(20)	13%	(15)	117
Regular NFL betters	28%	(67)	27%	(65)	16%	(39)	16%	(38)	13%	(31)	239
Definite SB betters	42%	(55)	22%	(29)	10%	(13)	20%	(27)	6%	(8)	132
Probable SB betters	23%	(79)	28%	(97)	16%	(53)	25%	(85)	8%	(27)	341
Believe betting is legal in their state	9%	(59)	11%	(71)	9%	(59)	61%	(403)	10%	(69)	661
Believe betting is illegal in their state	5%	(19)	6%	(24)	5%	(20)	69%	(266)	15%	(59)	387
Non-sports fans	1%	(5)	3%	(19)	1%	(8)	76%	(519)	19%	(130)	681
Gen Z sports fans	5%	(10)	14%	(27)	10%	(19)	43%	(84)	27%	(53)	194
Millennial sports fans	13%	(54)	16%	(68)	10%	(42)	47%	(199)	14%	(59)	422
Gen X sports fans	4%	(16)	4%	(17)	5%	(19)	78%	(296)	9%	(33)	381
Boomer sports fans	2%	(7)	4%	(18)	3%	(12)	86%	(403)	6%	(27)	466

Continued on next page

**Table MCSP40\_3:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Traditional prop bets, such as the first team to score or a particular player's performance

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(92)	7%	(150)	5%	(106)	70%	(1549)	14%	(304)	2200
Sports fans 18-34	10%	(44)	15%	(67)	10%	(45)	43%	(189)	22%	(95)	439
Sports fans 35-44	9%	(23)	13%	(34)	8%	(19)	60%	(151)	10%	(26)	253
Sports fans 45-64	3%	(18)	3%	(18)	5%	(26)	82%	(436)	6%	(32)	530
Sports fans 65+	1%	(2)	4%	(12)	3%	(8)	86%	(255)	7%	(20)	297
Occasional sports betters	8%	(16)	17%	(34)	17%	(33)	45%	(89)	12%	(24)	196
Non-sports betters	1%	(13)	3%	(50)	3%	(46)	80%	(1417)	14%	(254)	1781
In legal betting states	5%	(37)	6%	(51)	4%	(31)	70%	(570)	15%	(124)	814
Outside legal betting states	4%	(55)	7%	(98)	5%	(75)	71%	(979)	13%	(179)	1386
Sports fan In legal betting states 21+	6%	(34)	8%	(44)	5%	(28)	69%	(368)	11%	(56)	530
Sports fan Outside legal betting states 21+	6%	(52)	8%	(74)	7%	(59)	70%	(622)	10%	(86)	893
Likely SB viewer In legal betting states 21+	8%	(35)	9%	(41)	6%	(26)	69%	(318)	9%	(43)	464
Likely SB viewer Outside legal betting states 21+	6%	(45)	10%	(79)	7%	(55)	69%	(551)	8%	(66)	796

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

**Table MCSP40\_4:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Obscure prop bets, such as the result of the coin toss or the color of the Gatorade poured on the winning coach

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(81)	6%	(136)	5%	(107)	71%	(1566)	14%	(309)	2200
Gender: Male	6%	(63)	7%	(77)	6%	(67)	69%	(730)	12%	(124)	1062
Gender: Female	2%	(18)	5%	(59)	4%	(40)	73%	(836)	16%	(185)	1138
Age: 18-34	6%	(42)	11%	(73)	7%	(45)	49%	(324)	26%	(171)	655
Age: 35-44	6%	(20)	8%	(29)	7%	(25)	66%	(235)	14%	(49)	358
Age: 45-64	2%	(17)	3%	(26)	4%	(28)	82%	(616)	8%	(64)	751
Age: 65+	1%	(3)	2%	(8)	2%	(9)	90%	(391)	6%	(26)	436
GenZers: 1997-2012	3%	(9)	10%	(31)	7%	(21)	48%	(143)	32%	(95)	299
Millennials: 1981-1996	8%	(48)	11%	(64)	8%	(46)	55%	(329)	18%	(107)	595
GenXers: 1965-1980	3%	(16)	5%	(28)	4%	(21)	77%	(416)	11%	(61)	542
Baby Boomers: 1946-1964	1%	(6)	2%	(13)	3%	(18)	89%	(609)	6%	(39)	685
PID: Dem (no lean)	5%	(45)	10%	(89)	6%	(51)	66%	(591)	14%	(122)	897
PID: Ind (no lean)	1%	(9)	2%	(16)	5%	(37)	72%	(490)	18%	(125)	676
PID: Rep (no lean)	4%	(27)	5%	(31)	3%	(20)	78%	(486)	10%	(63)	627
PID/Gender: Dem Men	9%	(36)	11%	(46)	7%	(29)	61%	(250)	11%	(47)	407
PID/Gender: Dem Women	2%	(10)	9%	(43)	4%	(22)	70%	(341)	15%	(75)	490
PID/Gender: Ind Men	2%	(6)	3%	(11)	8%	(25)	73%	(240)	14%	(46)	327
PID/Gender: Ind Women	1%	(3)	1%	(5)	3%	(12)	72%	(250)	23%	(79)	349
PID/Gender: Rep Men	7%	(22)	6%	(19)	4%	(13)	74%	(241)	10%	(32)	327
PID/Gender: Rep Women	2%	(5)	4%	(12)	2%	(6)	82%	(245)	11%	(32)	299
Ideo: Liberal (1-3)	5%	(31)	10%	(64)	6%	(36)	68%	(440)	12%	(74)	645
Ideo: Moderate (4)	4%	(26)	5%	(32)	6%	(38)	72%	(449)	12%	(76)	621
Ideo: Conservative (5-7)	3%	(17)	6%	(37)	4%	(25)	81%	(549)	7%	(46)	675
Educ: < College	3%	(43)	5%	(82)	4%	(65)	70%	(1062)	17%	(260)	1512
Educ: Bachelors degree	3%	(14)	7%	(30)	7%	(30)	75%	(333)	8%	(36)	444
Educ: Post-grad	10%	(25)	10%	(23)	5%	(12)	70%	(171)	5%	(13)	244
Income: Under 50k	3%	(38)	5%	(63)	4%	(50)	69%	(825)	19%	(222)	1198
Income: 50k-100k	3%	(20)	7%	(49)	6%	(38)	76%	(516)	8%	(56)	680
Income: 100k+	7%	(23)	8%	(25)	6%	(19)	70%	(225)	10%	(31)	322
Ethnicity: White	3%	(55)	6%	(106)	4%	(73)	74%	(1281)	12%	(207)	1722
Ethnicity: Hispanic	9%	(31)	12%	(41)	4%	(16)	57%	(201)	18%	(62)	349

Continued on next page

**Table MCSP40\_4:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Obscure prop bets, such as the result of the coin toss or the color of the Gatorade poured on the winning coach

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(81)	6%	(136)	5%	(107)	71%	(1566)	14%	(309)	2200
Ethnicity: Black	5%	(13)	6%	(17)	5%	(14)	62%	(169)	23%	(62)	274
Ethnicity: Other	7%	(14)	6%	(13)	10%	(21)	57%	(116)	20%	(40)	204
All Christian	4%	(36)	6%	(55)	5%	(45)	77%	(748)	9%	(91)	975
All Non-Christian	16%	(20)	12%	(16)	8%	(11)	51%	(65)	12%	(16)	128
Atheist	1%	(2)	13%	(14)	1%	(1)	70%	(77)	14%	(15)	110
Agnostic/Nothing in particular	2%	(13)	4%	(27)	5%	(32)	67%	(403)	21%	(123)	598
Something Else	3%	(10)	6%	(24)	5%	(18)	70%	(272)	17%	(65)	390
Religious Non-Protestant/Catholic	13%	(20)	10%	(16)	8%	(12)	57%	(86)	12%	(18)	152
Evangelical	5%	(27)	8%	(44)	5%	(27)	70%	(400)	13%	(71)	570
Non-Evangelical	2%	(19)	5%	(35)	4%	(34)	78%	(595)	10%	(79)	761
Community: Urban	8%	(46)	10%	(58)	8%	(47)	61%	(364)	14%	(85)	600
Community: Suburban	2%	(21)	6%	(62)	4%	(42)	75%	(773)	13%	(139)	1037
Community: Rural	3%	(15)	3%	(16)	3%	(19)	76%	(428)	15%	(86)	564
Employ: Private Sector	7%	(42)	10%	(65)	7%	(46)	66%	(424)	10%	(62)	641
Employ: Government	4%	(6)	10%	(13)	7%	(8)	66%	(85)	13%	(16)	128
Employ: Self-Employed	8%	(12)	7%	(11)	5%	(7)	65%	(99)	15%	(24)	153
Employ: Homemaker	3%	(5)	5%	(8)	3%	(5)	74%	(122)	15%	(24)	165
Employ: Student	2%	(2)	3%	(4)	6%	(8)	53%	(66)	35%	(44)	124
Employ: Retired	1%	(4)	2%	(11)	2%	(12)	87%	(443)	7%	(36)	506
Employ: Unemployed	1%	(3)	4%	(14)	4%	(13)	67%	(221)	24%	(81)	332
Employ: Other	4%	(6)	6%	(10)	4%	(7)	70%	(105)	15%	(23)	151
Military HH: Yes	3%	(12)	4%	(13)	4%	(15)	79%	(269)	9%	(32)	341
Military HH: No	4%	(70)	7%	(123)	5%	(92)	70%	(1297)	15%	(277)	1859
RD/WT: Right Direction	7%	(60)	9%	(85)	7%	(61)	63%	(568)	14%	(122)	897
RD/WT: Wrong Track	2%	(21)	4%	(51)	4%	(46)	77%	(998)	14%	(187)	1303
Biden Job Approve	5%	(59)	8%	(103)	6%	(77)	68%	(874)	13%	(170)	1282
Biden Job Disapprove	3%	(18)	4%	(30)	3%	(20)	80%	(556)	11%	(75)	698

Continued on next page

**Table MCSP40\_4:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Obscure prop bets, such as the result of the coin toss or the color of the Gatorade poured on the winning coach

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(81)	6%	(136)	5%	(107)	71%	(1566)	14%	(309)	2200
Biden Job Strongly Approve	6%	(50)	9%	(69)	5%	(38)	67%	(541)	13%	(106)	804
Biden Job Somewhat Approve	2%	(9)	7%	(34)	8%	(38)	70%	(333)	13%	(64)	478
Biden Job Somewhat Disapprove	3%	(5)	4%	(8)	3%	(5)	79%	(152)	11%	(21)	191
Biden Job Strongly Disapprove	3%	(13)	4%	(22)	3%	(15)	80%	(404)	11%	(54)	507
Favorable of Biden	5%	(63)	8%	(100)	6%	(78)	68%	(891)	13%	(173)	1305
Unfavorable of Biden	2%	(17)	4%	(31)	3%	(23)	81%	(611)	10%	(77)	759
Very Favorable of Biden	7%	(55)	9%	(66)	5%	(39)	68%	(529)	12%	(90)	780
Somewhat Favorable of Biden	1%	(8)	6%	(34)	8%	(39)	69%	(362)	16%	(83)	525
Somewhat Unfavorable of Biden	2%	(4)	5%	(9)	5%	(10)	78%	(150)	10%	(20)	192
Very Unfavorable of Biden	2%	(13)	4%	(22)	2%	(13)	81%	(461)	10%	(58)	567
#1 Issue: Economy	4%	(37)	6%	(55)	6%	(52)	70%	(610)	13%	(115)	868
#1 Issue: Security	6%	(15)	5%	(15)	4%	(11)	67%	(179)	18%	(48)	267
#1 Issue: Health Care	3%	(12)	6%	(22)	5%	(22)	72%	(291)	14%	(57)	404
#1 Issue: Medicare / Social Security	1%	(2)	5%	(11)	2%	(4)	85%	(200)	8%	(19)	236
#1 Issue: Women's Issues	7%	(7)	4%	(4)	3%	(2)	70%	(67)	16%	(16)	96
#1 Issue: Education	4%	(4)	9%	(9)	7%	(6)	60%	(58)	20%	(19)	96
#1 Issue: Energy	3%	(3)	14%	(11)	8%	(6)	57%	(46)	19%	(15)	81
#1 Issue: Other	1%	(1)	6%	(9)	2%	(3)	77%	(117)	14%	(21)	152
2020 Vote: Joe Biden	5%	(58)	9%	(95)	7%	(70)	67%	(705)	12%	(121)	1049
2020 Vote: Donald Trump	3%	(19)	4%	(29)	3%	(21)	79%	(545)	11%	(72)	686
2020 Vote: Other	1%	(1)	5%	(3)	3%	(2)	80%	(50)	11%	(7)	62
2020 Vote: Didn't Vote	1%	(4)	2%	(9)	4%	(15)	66%	(265)	27%	(109)	401
2018 House Vote: Democrat	6%	(43)	9%	(63)	6%	(41)	72%	(536)	8%	(58)	741
2018 House Vote: Republican	4%	(20)	4%	(22)	3%	(19)	81%	(450)	8%	(43)	554
2018 House Vote: Someone else	2%	(1)	2%	(1)	2%	(1)	86%	(45)	8%	(4)	52
2016 Vote: Hillary Clinton	6%	(41)	8%	(54)	5%	(36)	73%	(514)	9%	(62)	707
2016 Vote: Donald Trump	2%	(15)	5%	(31)	3%	(22)	80%	(503)	9%	(58)	628
2016 Vote: Other	3%	(3)	4%	(4)	2%	(3)	88%	(99)	3%	(4)	113
2016 Vote: Didn't Vote	3%	(23)	6%	(46)	6%	(45)	60%	(450)	25%	(185)	749

Continued on next page

**Table MCSP40\_4:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Obscure prop bets, such as the result of the coin toss or the color of the Gatorade poured on the winning coach

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(81)	6%	(136)	5%	(107)	71%	(1566)	14%	(309)	2200
Voted in 2014: Yes	4%	(52)	6%	(71)	4%	(49)	78%	(934)	7%	(87)	1194
Voted in 2014: No	3%	(29)	6%	(65)	6%	(58)	63%	(631)	22%	(222)	1006
4-Region: Northeast	5%	(19)	6%	(24)	4%	(17)	71%	(278)	14%	(55)	394
4-Region: Midwest	3%	(13)	4%	(19)	3%	(15)	75%	(348)	14%	(66)	462
4-Region: South	2%	(18)	6%	(50)	6%	(47)	71%	(586)	15%	(122)	824
4-Region: West	6%	(30)	8%	(42)	5%	(28)	68%	(354)	13%	(65)	520
Sports fan	5%	(71)	8%	(123)	6%	(96)	69%	(1050)	12%	(178)	1519
Avid sports fan	8%	(40)	12%	(57)	9%	(44)	60%	(289)	10%	(49)	478
Casual sports fan	3%	(32)	6%	(66)	5%	(52)	73%	(761)	12%	(130)	1041
Football fan	5%	(71)	8%	(117)	7%	(97)	70%	(1005)	11%	(154)	1444
Avid football fan	9%	(53)	11%	(69)	8%	(50)	63%	(387)	9%	(58)	616
Casual football fan	2%	(19)	6%	(48)	6%	(47)	75%	(618)	12%	(97)	828
NFL fan	5%	(69)	9%	(119)	7%	(93)	70%	(974)	10%	(141)	1396
Avid NFL fan	9%	(53)	10%	(58)	8%	(46)	64%	(381)	10%	(57)	595
Casual NFL fan	2%	(16)	8%	(62)	6%	(47)	74%	(592)	10%	(83)	801
Watched SB last year	6%	(67)	9%	(100)	7%	(78)	69%	(797)	10%	(116)	1157
Didn't watch SB last year	1%	(15)	3%	(36)	3%	(29)	74%	(769)	19%	(194)	1043
OK brands get political	6%	(50)	10%	(76)	6%	(50)	65%	(511)	13%	(99)	785
Not OK brands get political	2%	(24)	5%	(51)	4%	(50)	80%	(897)	9%	(97)	1119
OK social justice	5%	(68)	8%	(101)	6%	(74)	70%	(904)	11%	(145)	1292
Not OK social justice	2%	(12)	5%	(28)	4%	(27)	80%	(492)	9%	(53)	612
Likely SB viewer	5%	(66)	9%	(117)	7%	(97)	69%	(926)	10%	(138)	1344
Unlikely SB viewer	2%	(14)	2%	(16)	1%	(10)	79%	(583)	15%	(111)	733
More likely to watch SB this year	9%	(50)	12%	(72)	10%	(58)	61%	(350)	8%	(47)	577
Less likely to watch SB this year	1%	(7)	7%	(33)	2%	(10)	73%	(343)	17%	(79)	472
Likely host/attend SB party	14%	(58)	16%	(66)	11%	(47)	46%	(188)	12%	(47)	406
Unlikely host/attend SB party	1%	(18)	4%	(63)	3%	(57)	80%	(1328)	11%	(190)	1656
Watch SB for game	4%	(36)	8%	(69)	8%	(69)	72%	(619)	8%	(67)	859
Watch SB for halftime	7%	(15)	11%	(26)	7%	(15)	59%	(134)	16%	(37)	227
Watch SB for ads	8%	(15)	10%	(19)	6%	(12)	69%	(132)	7%	(14)	193

Continued on next page



**Table MCSP40\_4:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Obscure prop bets, such as the result of the coin toss or the color of the Gatorade poured on the winning coach

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(81)	6%	(136)	5%	(107)	71%	(1566)	14%	(309)	2200
SB more political	6%	(47)	11%	(88)	5%	(45)	70%	(576)	8%	(62)	818
SB less political	4%	(14)	5%	(16)	6%	(18)	72%	(236)	13%	(43)	328
Typically host/attend SB party	9%	(51)	12%	(69)	10%	(55)	57%	(317)	12%	(65)	556
Typically do not host/attend SB party	2%	(31)	4%	(67)	3%	(52)	76%	(1249)	15%	(245)	1644
Usually pays a lot/some attn to ads	4%	(65)	8%	(120)	6%	(91)	71%	(1064)	10%	(152)	1492
Usually pays not much/no attn to ads	2%	(16)	2%	(16)	2%	(16)	71%	(502)	22%	(158)	708
Plan to pay a lot/some attn to ads	5%	(65)	8%	(111)	7%	(94)	70%	(953)	10%	(135)	1359
Plan to pay not much/no attn to ads	2%	(16)	3%	(25)	2%	(14)	73%	(612)	21%	(174)	841
Pro football fav sport	8%	(47)	11%	(64)	9%	(52)	64%	(381)	9%	(51)	596
Fav NFL	5%	(62)	9%	(108)	7%	(85)	70%	(881)	9%	(118)	1254
Unfav NFL	4%	(17)	5%	(25)	3%	(15)	80%	(387)	8%	(38)	481
Fav Goodell	9%	(42)	12%	(57)	8%	(39)	64%	(320)	8%	(38)	496
Unfav Goodell	5%	(22)	10%	(47)	7%	(34)	71%	(344)	7%	(36)	483
Fav Chiefs	5%	(54)	9%	(93)	6%	(62)	73%	(728)	6%	(65)	1001
Fav Buccaneers	6%	(53)	9%	(72)	8%	(63)	70%	(576)	7%	(58)	822
Chiefs fan	6%	(52)	8%	(63)	7%	(55)	71%	(589)	8%	(69)	828
Buccaneers fan	4%	(25)	8%	(47)	7%	(40)	73%	(435)	8%	(46)	593
Frequent sports betters	35%	(36)	23%	(24)	6%	(6)	24%	(25)	12%	(12)	103
Regular sports betters	27%	(60)	25%	(55)	13%	(28)	24%	(54)	12%	(26)	223
Frequent NFL betters	32%	(37)	20%	(24)	7%	(8)	26%	(31)	15%	(17)	117
Regular NFL betters	28%	(68)	24%	(58)	13%	(31)	22%	(52)	13%	(30)	239
Definite SB betters	34%	(45)	17%	(22)	9%	(12)	33%	(43)	7%	(10)	132
Probable SB betters	19%	(66)	26%	(90)	13%	(44)	33%	(111)	9%	(31)	341
Believe betting is legal in their state	9%	(57)	9%	(62)	8%	(55)	63%	(413)	11%	(74)	661
Believe betting is illegal in their state	3%	(11)	9%	(36)	4%	(17)	69%	(267)	15%	(56)	387
Non-sports fans	1%	(10)	2%	(13)	2%	(11)	76%	(516)	19%	(131)	681
Gen Z sports fans	1%	(3)	15%	(28)	10%	(19)	48%	(92)	26%	(51)	194
Millennial sports fans	11%	(48)	14%	(61)	10%	(41)	49%	(208)	15%	(63)	422
Gen X sports fans	4%	(14)	6%	(22)	5%	(19)	76%	(289)	10%	(36)	381
Boomer sports fans	1%	(6)	2%	(12)	3%	(14)	88%	(410)	5%	(25)	466

Continued on next page

**Table MCSP40\_4:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Obscure prop bets, such as the result of the coin toss or the color of the Gatorade poured on the winning coach

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(81)	6%	(136)	5%	(107)	71%	(1566)	14%	(309)	2200
Sports fans 18-34	8%	(35)	15%	(67)	9%	(40)	46%	(203)	22%	(94)	439
Sports fans 35-44	8%	(20)	11%	(27)	10%	(25)	61%	(154)	11%	(27)	253
Sports fans 45-64	3%	(15)	4%	(21)	5%	(24)	82%	(432)	7%	(38)	530
Sports fans 65+	1%	(2)	3%	(8)	3%	(8)	88%	(261)	6%	(19)	297
Occasional sports betters	6%	(12)	16%	(31)	17%	(33)	49%	(96)	12%	(24)	196
Non-sports betters	1%	(9)	3%	(51)	3%	(47)	79%	(1415)	15%	(259)	1781
In legal betting states	4%	(36)	5%	(40)	4%	(29)	71%	(580)	16%	(130)	814
Outside legal betting states	3%	(45)	7%	(96)	6%	(79)	71%	(986)	13%	(180)	1386
Sports fan In legal betting states 21+	6%	(34)	7%	(36)	5%	(25)	71%	(376)	11%	(59)	530
Sports fan Outside legal betting states 21+	4%	(38)	8%	(74)	7%	(62)	70%	(629)	10%	(91)	893
Likely SB viewer In legal betting states 21+	7%	(33)	7%	(34)	6%	(26)	70%	(326)	10%	(45)	464
Likely SB viewer Outside legal betting states 21+	4%	(33)	9%	(71)	8%	(63)	70%	(556)	9%	(73)	796

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

**Table MCSP40\_5:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Entering a 'boxes' or 'squares' pool

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	6%	(122)	8%	(181)	6%	(134)	65%	(1425)	15%	(338)	2200
Gender: Male	7%	(79)	10%	(110)	8%	(80)	61%	(651)	13%	(142)	1062
Gender: Female	4%	(44)	6%	(71)	5%	(54)	68%	(774)	17%	(196)	1138
Age: 18-34	7%	(43)	11%	(70)	8%	(50)	45%	(297)	30%	(194)	655
Age: 35-44	7%	(24)	13%	(46)	6%	(21)	59%	(212)	15%	(55)	358
Age: 45-64	5%	(38)	5%	(37)	6%	(47)	75%	(564)	9%	(64)	751
Age: 65+	4%	(17)	6%	(27)	4%	(16)	81%	(352)	5%	(24)	436
GenZers: 1997-2012	3%	(10)	11%	(34)	8%	(25)	43%	(127)	35%	(104)	299
Millennials: 1981-1996	9%	(53)	13%	(75)	7%	(41)	51%	(301)	21%	(126)	595
GenXers: 1965-1980	4%	(19)	5%	(30)	7%	(36)	72%	(392)	12%	(66)	542
Baby Boomers: 1946-1964	5%	(38)	6%	(41)	4%	(30)	79%	(540)	5%	(36)	685
PID: Dem (no lean)	6%	(55)	11%	(98)	7%	(59)	61%	(548)	15%	(138)	897
PID: Ind (no lean)	4%	(24)	5%	(37)	7%	(45)	64%	(435)	20%	(135)	676
PID: Rep (no lean)	7%	(43)	7%	(46)	5%	(30)	71%	(442)	10%	(65)	627
PID/Gender: Dem Men	8%	(34)	15%	(60)	7%	(28)	56%	(228)	14%	(57)	407
PID/Gender: Dem Women	4%	(22)	8%	(38)	6%	(31)	65%	(319)	17%	(81)	490
PID/Gender: Ind Men	3%	(11)	6%	(20)	9%	(29)	65%	(214)	16%	(52)	327
PID/Gender: Ind Women	4%	(13)	5%	(17)	4%	(15)	63%	(221)	24%	(83)	349
PID/Gender: Rep Men	10%	(34)	9%	(30)	7%	(23)	64%	(209)	10%	(32)	327
PID/Gender: Rep Women	3%	(9)	6%	(17)	3%	(8)	78%	(233)	11%	(33)	299
Ideo: Liberal (1-3)	7%	(46)	10%	(63)	7%	(46)	63%	(408)	13%	(81)	645
Ideo: Moderate (4)	4%	(27)	11%	(70)	6%	(37)	66%	(408)	13%	(79)	621
Ideo: Conservative (5-7)	7%	(46)	7%	(46)	5%	(35)	73%	(489)	9%	(59)	675
Educ: < College	4%	(66)	7%	(108)	5%	(73)	65%	(982)	19%	(283)	1512
Educ: Bachelors degree	6%	(26)	10%	(45)	10%	(43)	65%	(290)	9%	(41)	444
Educ: Post-grad	13%	(31)	12%	(28)	7%	(18)	63%	(153)	6%	(14)	244
Income: Under 50k	4%	(45)	7%	(85)	5%	(58)	64%	(769)	20%	(241)	1198
Income: 50k-100k	7%	(47)	8%	(58)	7%	(45)	68%	(462)	10%	(68)	680
Income: 100k+	9%	(30)	12%	(38)	10%	(31)	60%	(195)	9%	(29)	322
Ethnicity: White	6%	(109)	8%	(143)	5%	(88)	67%	(1158)	13%	(223)	1722
Ethnicity: Hispanic	6%	(20)	13%	(44)	8%	(27)	51%	(179)	23%	(80)	349

Continued on next page

**Table MCSP40\_5:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Entering a 'boxes' or 'squares' pool

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	6%	(122)	8%	(181)	6%	(134)	65%	(1425)	15%	(338)	2200
Ethnicity: Black	4%	(12)	8%	(21)	7%	(18)	58%	(160)	23%	(63)	274
Ethnicity: Other	1%	(1)	8%	(16)	14%	(28)	53%	(107)	25%	(52)	204
All Christian	7%	(70)	9%	(90)	5%	(51)	68%	(663)	10%	(101)	975
All Non-Christian	12%	(16)	18%	(23)	10%	(12)	49%	(62)	11%	(14)	128
Atheist	5%	(6)	7%	(7)	4%	(5)	63%	(68)	21%	(23)	110
Agnostic/Nothing in particular	3%	(19)	7%	(39)	7%	(41)	62%	(371)	21%	(128)	598
Something Else	3%	(11)	6%	(22)	6%	(25)	67%	(261)	18%	(72)	390
Religious Non-Protestant/Catholic	11%	(17)	16%	(24)	8%	(12)	55%	(83)	10%	(16)	152
Evangelical	5%	(26)	9%	(50)	6%	(32)	66%	(376)	15%	(86)	570
Non-Evangelical	7%	(54)	8%	(59)	6%	(43)	69%	(524)	11%	(82)	761
Community: Urban	8%	(49)	12%	(74)	8%	(47)	56%	(337)	16%	(94)	600
Community: Suburban	5%	(53)	7%	(73)	6%	(61)	67%	(697)	15%	(153)	1037
Community: Rural	4%	(21)	6%	(34)	5%	(26)	69%	(391)	16%	(91)	564
Employ: Private Sector	9%	(57)	14%	(89)	9%	(55)	58%	(371)	11%	(68)	641
Employ: Government	10%	(12)	10%	(13)	8%	(11)	57%	(73)	15%	(19)	128
Employ: Self-Employed	8%	(12)	10%	(16)	4%	(6)	58%	(90)	20%	(30)	153
Employ: Homemaker	4%	(7)	4%	(7)	4%	(6)	70%	(115)	18%	(30)	165
Employ: Student	1%	(1)	6%	(8)	4%	(5)	47%	(58)	42%	(52)	124
Employ: Retired	4%	(18)	5%	(26)	3%	(17)	81%	(410)	7%	(35)	506
Employ: Unemployed	3%	(11)	5%	(16)	5%	(18)	62%	(206)	25%	(82)	332
Employ: Other	2%	(3)	4%	(6)	11%	(17)	68%	(102)	15%	(23)	151
Military HH: Yes	6%	(20)	6%	(21)	6%	(20)	73%	(249)	9%	(31)	341
Military HH: No	5%	(102)	9%	(160)	6%	(114)	63%	(1177)	17%	(307)	1859
RD/WT: Right Direction	7%	(66)	13%	(116)	7%	(63)	56%	(506)	16%	(146)	897
RD/WT: Wrong Track	4%	(56)	5%	(64)	5%	(71)	71%	(920)	15%	(192)	1303
Biden Job Approve	5%	(67)	11%	(135)	7%	(89)	62%	(798)	15%	(193)	1282
Biden Job Disapprove	7%	(45)	6%	(39)	5%	(33)	72%	(505)	11%	(76)	698

Continued on next page

**Table MCSP40\_5:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Entering a 'boxes' or 'squares' pool

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	6%	(122)	8%	(181)	6%	(134)	65%	(1425)	15%	(338)	2200
Biden Job Strongly Approve	6%	(48)	12%	(98)	6%	(48)	62%	(501)	14%	(109)	804
Biden Job Somewhat Approve	4%	(19)	8%	(37)	9%	(41)	62%	(297)	18%	(84)	478
Biden Job Somewhat Disapprove	7%	(14)	7%	(14)	6%	(11)	71%	(135)	9%	(17)	191
Biden Job Strongly Disapprove	6%	(31)	5%	(25)	4%	(23)	73%	(370)	12%	(59)	507
Favorable of Biden	6%	(75)	10%	(130)	7%	(92)	62%	(814)	15%	(194)	1305
Unfavorable of Biden	6%	(46)	6%	(46)	4%	(32)	73%	(557)	10%	(79)	759
Very Favorable of Biden	7%	(54)	12%	(95)	6%	(49)	62%	(488)	12%	(94)	780
Somewhat Favorable of Biden	4%	(21)	7%	(35)	8%	(43)	62%	(326)	19%	(100)	525
Somewhat Unfavorable of Biden	5%	(9)	10%	(18)	5%	(10)	71%	(135)	10%	(19)	192
Very Unfavorable of Biden	6%	(36)	5%	(27)	4%	(22)	74%	(421)	11%	(61)	567
#1 Issue: Economy	5%	(48)	8%	(67)	7%	(64)	64%	(554)	16%	(135)	868
#1 Issue: Security	6%	(16)	11%	(29)	6%	(16)	58%	(156)	19%	(50)	267
#1 Issue: Health Care	5%	(21)	7%	(27)	7%	(28)	65%	(264)	16%	(63)	404
#1 Issue: Medicare / Social Security	4%	(10)	6%	(15)	4%	(9)	77%	(182)	9%	(20)	236
#1 Issue: Women's Issues	7%	(6)	7%	(7)	7%	(7)	61%	(58)	19%	(18)	96
#1 Issue: Education	8%	(8)	10%	(10)	1%	(1)	62%	(59)	19%	(19)	96
#1 Issue: Energy	9%	(8)	15%	(12)	6%	(5)	55%	(45)	14%	(12)	81
#1 Issue: Other	3%	(5)	9%	(14)	3%	(5)	71%	(108)	14%	(21)	152
2020 Vote: Joe Biden	6%	(67)	11%	(115)	7%	(76)	63%	(656)	13%	(135)	1049
2020 Vote: Donald Trump	6%	(44)	6%	(44)	5%	(37)	71%	(487)	11%	(74)	686
2020 Vote: Other	3%	(2)	3%	(2)	8%	(5)	62%	(38)	25%	(16)	62
2020 Vote: Didn't Vote	2%	(9)	5%	(20)	4%	(16)	61%	(243)	28%	(112)	401
2018 House Vote: Democrat	7%	(54)	10%	(71)	7%	(54)	67%	(495)	9%	(67)	741
2018 House Vote: Republican	7%	(40)	7%	(39)	6%	(32)	71%	(395)	9%	(48)	554
2018 House Vote: Someone else	5%	(2)	4%	(2)	1%	(1)	76%	(40)	15%	(8)	52
2016 Vote: Hillary Clinton	7%	(47)	9%	(65)	7%	(52)	67%	(476)	9%	(66)	707
2016 Vote: Donald Trump	6%	(40)	7%	(44)	5%	(32)	73%	(456)	9%	(57)	628
2016 Vote: Other	8%	(9)	8%	(9)	6%	(7)	72%	(82)	6%	(7)	113
2016 Vote: Didn't Vote	3%	(25)	8%	(62)	6%	(44)	55%	(411)	28%	(206)	749

Continued on next page

**Table MCSP40\_5:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Entering a 'boxes' or 'squares' pool

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	6% (122)	8% (181)	6% (134)	65% (1425)	15% (338)	2200
Voted in 2014: Yes	7% (86)	8% (100)	6% (75)	70% (838)	8% (94)	1194
Voted in 2014: No	4% (36)	8% (81)	6% (59)	58% (587)	24% (244)	1006
4-Region: Northeast	8% (33)	10% (39)	7% (27)	61% (239)	14% (55)	394
4-Region: Midwest	6% (26)	6% (27)	6% (26)	69% (318)	14% (66)	462
4-Region: South	4% (32)	7% (60)	5% (44)	67% (549)	17% (139)	824
4-Region: West	6% (31)	11% (55)	7% (36)	62% (320)	15% (78)	520
Sports fan	7% (113)	10% (159)	8% (117)	62% (938)	13% (191)	1519
Avid sports fan	15% (73)	12% (59)	11% (54)	52% (247)	9% (45)	478
Casual sports fan	4% (41)	10% (100)	6% (64)	66% (691)	14% (146)	1041
Football fan	8% (111)	11% (156)	8% (108)	62% (902)	12% (166)	1444
Avid football fan	13% (80)	14% (85)	9% (57)	53% (328)	11% (66)	616
Casual football fan	4% (31)	9% (71)	6% (51)	69% (574)	12% (101)	828
NFL fan	8% (109)	11% (155)	8% (107)	62% (872)	11% (153)	1396
Avid NFL fan	13% (75)	13% (78)	10% (58)	54% (323)	10% (61)	595
Casual NFL fan	4% (33)	10% (76)	6% (50)	69% (549)	12% (92)	801
Watched SB last year	9% (104)	12% (134)	9% (100)	60% (693)	11% (126)	1157
Didn't watch SB last year	2% (18)	4% (47)	3% (34)	70% (732)	20% (212)	1043
OK brands get political	8% (63)	12% (94)	7% (56)	60% (469)	13% (103)	785
Not OK brands get political	5% (54)	7% (77)	6% (65)	73% (812)	10% (113)	1119
OK social justice	6% (79)	10% (134)	7% (97)	63% (819)	13% (163)	1292
Not OK social justice	6% (38)	6% (34)	5% (33)	73% (447)	10% (59)	612
Likely SB viewer	8% (113)	11% (144)	9% (114)	61% (822)	11% (150)	1344
Unlikely SB viewer	1% (8)	4% (33)	2% (18)	75% (553)	17% (122)	733
More likely to watch SB this year	10% (59)	15% (85)	10% (60)	55% (316)	10% (56)	577
Less likely to watch SB this year	3% (13)	7% (34)	4% (19)	68% (321)	18% (84)	472
Likely host/attend SB party	14% (55)	20% (83)	11% (43)	42% (171)	13% (54)	406
Unlikely host/attend SB party	4% (62)	6% (95)	5% (84)	73% (1210)	12% (205)	1656
Watch SB for game	9% (76)	11% (96)	9% (80)	62% (529)	9% (77)	859
Watch SB for halftime	7% (17)	9% (21)	8% (18)	58% (131)	18% (40)	227
Watch SB for ads	10% (19)	11% (21)	8% (15)	65% (125)	6% (12)	193

Continued on next page

**Table MCSP40\_5:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Entering a 'boxes' or 'squares' pool

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	6%	(122)	8%	(181)	6%	(134)	65%	(1425)	15%	(338)	2200
SB more political	9%	(73)	11%	(92)	7%	(56)	64%	(525)	9%	(72)	818
SB less political	6%	(19)	12%	(38)	6%	(20)	62%	(204)	14%	(46)	328
Typically host/attend SB party	13%	(75)	14%	(77)	10%	(55)	50%	(278)	13%	(72)	556
Typically do not host/attend SB party	3%	(47)	6%	(103)	5%	(79)	70%	(1148)	16%	(266)	1644
Usually pays a lot/some attn to ads	7%	(108)	11%	(162)	7%	(107)	64%	(951)	11%	(163)	1492
Usually pays not much/no attn to ads	2%	(14)	3%	(19)	4%	(26)	67%	(474)	25%	(175)	708
Plan to pay a lot/some attn to ads	8%	(106)	11%	(155)	8%	(104)	62%	(844)	11%	(150)	1359
Plan to pay not much/no attn to ads	2%	(16)	3%	(26)	4%	(30)	69%	(581)	22%	(188)	841
Pro football fav sport	12%	(72)	12%	(72)	10%	(62)	55%	(329)	10%	(60)	596
Fav NFL	8%	(95)	11%	(139)	8%	(94)	64%	(796)	10%	(129)	1254
Unfav NFL	5%	(23)	7%	(36)	7%	(32)	70%	(338)	11%	(52)	481
Fav Goodell	10%	(48)	14%	(72)	11%	(54)	56%	(279)	9%	(43)	496
Unfav Goodell	10%	(49)	12%	(56)	7%	(32)	63%	(307)	8%	(39)	483
Fav Chiefs	9%	(87)	11%	(114)	8%	(78)	64%	(644)	8%	(77)	1001
Fav Buccaneers	10%	(83)	12%	(101)	8%	(63)	62%	(508)	8%	(67)	822
Chiefs fan	8%	(65)	11%	(94)	9%	(73)	63%	(523)	9%	(74)	828
Buccaneers fan	7%	(41)	11%	(67)	7%	(39)	65%	(387)	10%	(58)	593
Frequent sports betters	37%	(38)	20%	(20)	17%	(18)	13%	(13)	14%	(14)	103
Regular sports betters	28%	(62)	28%	(62)	15%	(34)	16%	(35)	13%	(30)	223
Frequent NFL betters	36%	(42)	22%	(25)	11%	(12)	15%	(18)	16%	(19)	117
Regular NFL betters	29%	(70)	27%	(64)	14%	(34)	15%	(36)	15%	(36)	239
Definite SB betters	44%	(59)	19%	(26)	9%	(12)	14%	(18)	13%	(17)	132
Probable SB betters	28%	(97)	30%	(101)	12%	(41)	18%	(62)	12%	(41)	341
Believe betting is legal in their state	9%	(59)	15%	(101)	7%	(49)	55%	(364)	13%	(87)	661
Believe betting is illegal in their state	10%	(39)	7%	(28)	8%	(32)	60%	(233)	14%	(55)	387
Non-sports fans	1%	(9)	3%	(21)	2%	(16)	72%	(487)	22%	(147)	681
Gen Z sports fans	4%	(8)	14%	(28)	9%	(18)	44%	(86)	28%	(54)	194
Millennial sports fans	12%	(52)	16%	(67)	9%	(37)	46%	(192)	18%	(74)	422
Gen X sports fans	4%	(16)	7%	(26)	9%	(33)	70%	(265)	11%	(40)	381
Boomer sports fans	7%	(34)	8%	(38)	6%	(27)	74%	(347)	4%	(20)	466

Continued on next page

**Table MCSP40\_5:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Entering a 'boxes' or 'squares' pool

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	6%	(122)	8%	(181)	6%	(134)	65%	(1425)	15%	(338)	2200
Sports fans 18-34	9%	(41)	14%	(59)	9%	(40)	44%	(193)	24%	(106)	439
Sports fans 35-44	9%	(22)	17%	(43)	7%	(19)	54%	(138)	12%	(31)	253
Sports fans 45-64	6%	(33)	6%	(31)	8%	(44)	73%	(385)	7%	(38)	530
Sports fans 65+	6%	(16)	9%	(26)	5%	(15)	75%	(223)	5%	(16)	297
Occasional sports betters	14%	(28)	21%	(42)	15%	(29)	34%	(68)	15%	(30)	196
Non-sports betters	2%	(32)	4%	(77)	4%	(71)	74%	(1323)	16%	(279)	1781
In legal betting states	6%	(52)	8%	(64)	6%	(50)	62%	(509)	17%	(140)	814
Outside legal betting states	5%	(70)	8%	(117)	6%	(84)	66%	(917)	14%	(198)	1386
Sports fan In legal betting states 21+	9%	(47)	11%	(56)	8%	(44)	60%	(320)	12%	(63)	530
Sports fan Outside legal betting states 21+	7%	(64)	10%	(86)	7%	(65)	65%	(581)	11%	(98)	893
Likely SB viewer In legal betting states 21+	10%	(46)	11%	(53)	9%	(41)	59%	(275)	11%	(49)	464
Likely SB viewer Outside legal betting states 21+	8%	(66)	10%	(79)	8%	(64)	64%	(510)	10%	(78)	796

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



**Table MCSP40\_6:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Daily fantasy

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(95)	6%	(135)	4%	(87)	72%	(1579)	14%	(304)	2200
Gender: Male	7%	(69)	8%	(86)	5%	(55)	69%	(728)	12%	(124)	1062
Gender: Female	2%	(25)	4%	(49)	3%	(32)	75%	(851)	16%	(181)	1138
Age: 18-34	7%	(44)	13%	(86)	6%	(42)	48%	(315)	26%	(169)	655
Age: 35-44	8%	(30)	9%	(33)	6%	(20)	64%	(229)	13%	(46)	358
Age: 45-64	2%	(17)	2%	(16)	2%	(17)	85%	(637)	8%	(64)	751
Age: 65+	1%	(4)	—	(1)	2%	(8)	91%	(398)	6%	(26)	436
GenZers: 1997-2012	3%	(10)	13%	(39)	7%	(21)	46%	(139)	30%	(91)	299
Millennials: 1981-1996	10%	(60)	12%	(70)	7%	(39)	54%	(320)	18%	(106)	595
GenXers: 1965-1980	2%	(13)	4%	(23)	2%	(13)	80%	(434)	11%	(59)	542
Baby Boomers: 1946-1964	2%	(11)	—	(3)	2%	(12)	90%	(618)	6%	(41)	685
PID: Dem (no lean)	6%	(55)	9%	(83)	6%	(50)	66%	(590)	13%	(119)	897
PID: Ind (no lean)	2%	(10)	3%	(24)	3%	(23)	72%	(487)	20%	(132)	676
PID: Rep (no lean)	5%	(29)	4%	(28)	2%	(14)	80%	(502)	8%	(53)	627
PID/Gender: Dem Men	10%	(39)	14%	(56)	7%	(30)	59%	(239)	10%	(43)	407
PID/Gender: Dem Women	3%	(16)	6%	(27)	4%	(20)	72%	(351)	16%	(77)	490
PID/Gender: Ind Men	2%	(7)	5%	(16)	4%	(14)	72%	(235)	17%	(56)	327
PID/Gender: Ind Women	1%	(4)	2%	(8)	3%	(9)	72%	(252)	22%	(76)	349
PID/Gender: Rep Men	7%	(23)	4%	(15)	4%	(12)	77%	(253)	8%	(25)	327
PID/Gender: Rep Women	2%	(6)	5%	(14)	1%	(3)	83%	(249)	9%	(28)	299
Ideo: Liberal (1-3)	6%	(40)	10%	(67)	5%	(33)	68%	(439)	10%	(66)	645
Ideo: Moderate (4)	4%	(26)	5%	(31)	4%	(22)	74%	(462)	13%	(78)	621
Ideo: Conservative (5-7)	4%	(26)	5%	(32)	3%	(18)	81%	(548)	7%	(51)	675
Educ: < College	3%	(50)	5%	(83)	4%	(56)	70%	(1065)	17%	(259)	1512
Educ: Bachelors degree	3%	(13)	7%	(30)	5%	(22)	77%	(343)	8%	(36)	444
Educ: Post-grad	13%	(32)	9%	(23)	4%	(9)	70%	(171)	4%	(9)	244
Income: Under 50k	4%	(45)	5%	(63)	4%	(48)	69%	(825)	18%	(218)	1198
Income: 50k-100k	3%	(22)	7%	(45)	4%	(28)	77%	(527)	9%	(58)	680
Income: 100k+	9%	(28)	9%	(27)	3%	(10)	71%	(228)	9%	(28)	322
Ethnicity: White	4%	(72)	5%	(85)	3%	(56)	76%	(1308)	12%	(202)	1722
Ethnicity: Hispanic	8%	(29)	11%	(39)	4%	(16)	57%	(199)	19%	(67)	349

Continued on next page

**Table MCSP40\_6:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Daily fantasy

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(95)	6%	(135)	4%	(87)	72%	(1579)	14%	(304)	2200
Ethnicity: Black	4%	(11)	11%	(29)	5%	(13)	58%	(159)	23%	(62)	274
Ethnicity: Other	6%	(12)	10%	(21)	9%	(19)	55%	(112)	20%	(40)	204
All Christian	5%	(49)	5%	(51)	3%	(34)	77%	(753)	9%	(88)	975
All Non-Christian	13%	(16)	18%	(23)	8%	(11)	52%	(66)	9%	(12)	128
Atheist	3%	(4)	10%	(11)	1%	(1)	67%	(74)	18%	(20)	110
Agnostic/Nothing in particular	3%	(19)	4%	(27)	4%	(27)	68%	(406)	20%	(120)	598
Something Else	2%	(8)	6%	(23)	4%	(15)	72%	(280)	17%	(65)	390
Religious Non-Protestant/Catholic	11%	(16)	16%	(24)	7%	(11)	57%	(87)	9%	(14)	152
Evangelical	5%	(27)	6%	(37)	4%	(25)	72%	(410)	13%	(71)	570
Non-Evangelical	4%	(29)	5%	(36)	3%	(22)	79%	(599)	10%	(76)	761
Community: Urban	8%	(50)	11%	(68)	7%	(43)	60%	(358)	13%	(80)	600
Community: Suburban	3%	(27)	5%	(50)	3%	(31)	76%	(789)	13%	(140)	1037
Community: Rural	3%	(17)	3%	(17)	2%	(13)	77%	(432)	15%	(85)	564
Employ: Private Sector	8%	(51)	12%	(75)	5%	(35)	66%	(425)	8%	(54)	641
Employ: Government	6%	(7)	9%	(12)	5%	(6)	68%	(87)	12%	(15)	128
Employ: Self-Employed	8%	(13)	7%	(10)	2%	(2)	67%	(103)	16%	(25)	153
Employ: Homemaker	2%	(4)	5%	(9)	3%	(6)	74%	(123)	14%	(24)	165
Employ: Student	1%	(2)	7%	(9)	6%	(7)	49%	(60)	37%	(46)	124
Employ: Retired	1%	(5)	1%	(3)	2%	(9)	89%	(450)	8%	(38)	506
Employ: Unemployed	3%	(9)	4%	(12)	4%	(12)	65%	(217)	25%	(82)	332
Employ: Other	2%	(3)	3%	(5)	6%	(9)	75%	(114)	13%	(19)	151
Military HH: Yes	4%	(13)	4%	(13)	3%	(12)	81%	(277)	8%	(26)	341
Military HH: No	4%	(82)	7%	(121)	4%	(75)	70%	(1302)	15%	(278)	1859
RD/WT: Right Direction	6%	(55)	10%	(93)	6%	(50)	64%	(576)	14%	(123)	897
RD/WT: Wrong Track	3%	(40)	3%	(42)	3%	(37)	77%	(1004)	14%	(181)	1303
Biden Job Approve	5%	(66)	9%	(109)	5%	(64)	68%	(877)	13%	(167)	1282
Biden Job Disapprove	3%	(24)	3%	(21)	2%	(17)	81%	(564)	10%	(73)	698

Continued on next page

**Table MCSP40\_6:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Daily fantasy

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(95)	6%	(135)	4%	(87)	72%	(1579)	14%	(304)	2200
Biden Job Strongly Approve	7%	(60)	8%	(64)	5%	(43)	66%	(535)	13%	(103)	804
Biden Job Somewhat Approve	1%	(6)	9%	(45)	4%	(21)	72%	(342)	13%	(63)	478
Biden Job Somewhat Disapprove	—	(1)	6%	(12)	5%	(10)	80%	(152)	9%	(17)	191
Biden Job Strongly Disapprove	4%	(23)	2%	(10)	1%	(7)	81%	(412)	11%	(56)	507
Favorable of Biden	6%	(75)	7%	(95)	5%	(68)	69%	(900)	13%	(168)	1305
Unfavorable of Biden	3%	(20)	4%	(32)	2%	(17)	81%	(616)	10%	(74)	759
Very Favorable of Biden	8%	(66)	8%	(59)	6%	(48)	67%	(524)	11%	(84)	780
Somewhat Favorable of Biden	2%	(9)	7%	(36)	4%	(20)	72%	(375)	16%	(85)	525
Somewhat Unfavorable of Biden	1%	(2)	7%	(14)	4%	(8)	80%	(153)	7%	(14)	192
Very Unfavorable of Biden	3%	(18)	3%	(17)	2%	(10)	82%	(463)	11%	(60)	567
#1 Issue: Economy	5%	(42)	7%	(61)	4%	(37)	70%	(608)	14%	(120)	868
#1 Issue: Security	4%	(10)	5%	(14)	5%	(15)	68%	(181)	18%	(48)	267
#1 Issue: Health Care	5%	(19)	6%	(25)	4%	(17)	72%	(290)	13%	(53)	404
#1 Issue: Medicare / Social Security	1%	(3)	1%	(3)	2%	(4)	87%	(205)	9%	(21)	236
#1 Issue: Women's Issues	5%	(5)	5%	(4)	4%	(4)	70%	(67)	16%	(16)	96
#1 Issue: Education	5%	(5)	11%	(11)	6%	(6)	60%	(58)	18%	(17)	96
#1 Issue: Energy	10%	(8)	8%	(6)	5%	(4)	64%	(52)	14%	(11)	81
#1 Issue: Other	2%	(3)	7%	(11)	1%	(1)	78%	(118)	12%	(19)	152
2020 Vote: Joe Biden	7%	(70)	9%	(93)	5%	(56)	68%	(715)	11%	(116)	1049
2020 Vote: Donald Trump	2%	(17)	4%	(30)	3%	(18)	81%	(555)	10%	(66)	686
2020 Vote: Other	3%	(2)	5%	(3)	1%	(1)	80%	(49)	11%	(7)	62
2020 Vote: Didn't Vote	2%	(7)	2%	(8)	3%	(12)	65%	(259)	29%	(115)	401
2018 House Vote: Democrat	6%	(47)	7%	(53)	6%	(41)	73%	(544)	8%	(56)	741
2018 House Vote: Republican	4%	(21)	4%	(21)	3%	(14)	82%	(452)	8%	(45)	554
2018 House Vote: Someone else	5%	(3)	—	(0)	2%	(1)	84%	(44)	9%	(5)	52
2016 Vote: Hillary Clinton	7%	(47)	7%	(50)	5%	(34)	74%	(521)	8%	(56)	707
2016 Vote: Donald Trump	3%	(17)	4%	(24)	3%	(17)	82%	(513)	9%	(56)	628
2016 Vote: Other	2%	(3)	2%	(3)	3%	(4)	89%	(101)	3%	(3)	113
2016 Vote: Didn't Vote	4%	(27)	8%	(58)	4%	(31)	59%	(444)	25%	(188)	749

Continued on next page

**Table MCSP40\_6:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Daily fantasy

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(95)	6%	(135)	4%	(87)	72%	(1579)	14%	(304)	2200
Voted in 2014: Yes	5%	(61)	4%	(51)	4%	(45)	80%	(954)	7%	(82)	1194
Voted in 2014: No	3%	(33)	8%	(83)	4%	(42)	62%	(625)	22%	(222)	1006
4-Region: Northeast	6%	(23)	7%	(27)	3%	(14)	70%	(274)	14%	(55)	394
4-Region: Midwest	5%	(23)	2%	(10)	3%	(15)	76%	(351)	14%	(64)	462
4-Region: South	2%	(17)	6%	(53)	4%	(36)	72%	(595)	15%	(124)	824
4-Region: West	6%	(32)	9%	(45)	4%	(23)	69%	(359)	12%	(61)	520
Sports fan	6%	(92)	8%	(119)	5%	(75)	70%	(1061)	11%	(172)	1519
Avid sports fan	12%	(55)	13%	(64)	8%	(37)	59%	(281)	8%	(40)	478
Casual sports fan	4%	(36)	5%	(55)	4%	(37)	75%	(780)	13%	(132)	1041
Football fan	6%	(88)	8%	(114)	5%	(74)	71%	(1018)	10%	(150)	1444
Avid football fan	11%	(69)	12%	(74)	6%	(38)	62%	(384)	8%	(52)	616
Casual football fan	2%	(19)	5%	(40)	4%	(36)	77%	(634)	12%	(98)	828
NFL fan	6%	(89)	8%	(116)	5%	(70)	71%	(985)	10%	(135)	1396
Avid NFL fan	11%	(67)	11%	(66)	6%	(36)	63%	(377)	8%	(49)	595
Casual NFL fan	3%	(23)	6%	(50)	4%	(34)	76%	(608)	11%	(86)	801
Watched SB last year	7%	(82)	9%	(108)	5%	(60)	69%	(803)	9%	(105)	1157
Didn't watch SB last year	1%	(13)	3%	(27)	3%	(27)	74%	(776)	19%	(199)	1043
OK brands get political	7%	(56)	11%	(88)	6%	(43)	64%	(501)	12%	(96)	785
Not OK brands get political	3%	(36)	4%	(40)	3%	(36)	82%	(914)	8%	(94)	1119
OK social justice	6%	(74)	9%	(111)	5%	(61)	70%	(902)	11%	(145)	1292
Not OK social justice	3%	(16)	3%	(18)	4%	(23)	82%	(501)	9%	(54)	612
Likely SB viewer	6%	(85)	9%	(122)	5%	(73)	69%	(929)	10%	(134)	1344
Unlikely SB viewer	1%	(8)	2%	(12)	2%	(14)	81%	(592)	15%	(108)	733
More likely to watch SB this year	9%	(55)	15%	(88)	8%	(48)	60%	(348)	7%	(38)	577
Less likely to watch SB this year	1%	(6)	5%	(22)	2%	(11)	75%	(352)	17%	(81)	472
Likely host/attend SB party	14%	(56)	21%	(84)	9%	(38)	46%	(187)	10%	(41)	406
Unlikely host/attend SB party	2%	(34)	3%	(48)	3%	(43)	81%	(1342)	11%	(189)	1656
Watch SB for game	6%	(54)	8%	(73)	7%	(57)	72%	(618)	7%	(58)	859
Watch SB for halftime	6%	(14)	14%	(31)	3%	(7)	58%	(132)	18%	(42)	227
Watch SB for ads	9%	(16)	9%	(17)	4%	(8)	71%	(138)	7%	(13)	193

Continued on next page

**Table MCSP40\_6:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Daily fantasy

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(95)	6%	(135)	4%	(87)	72%	(1579)	14%	(304)	2200
SB more political	7%	(61)	9%	(75)	4%	(32)	71%	(585)	8%	(66)	818
SB less political	6%	(19)	6%	(20)	6%	(20)	70%	(230)	12%	(39)	328
Typically host/attend SB party	10%	(57)	13%	(75)	7%	(37)	59%	(331)	10%	(57)	556
Typically do not host/attend SB party	2%	(37)	4%	(60)	3%	(50)	76%	(1248)	15%	(248)	1644
Usually pays a lot/some attn to ads	6%	(88)	8%	(117)	4%	(67)	72%	(1071)	10%	(149)	1492
Usually pays not much/no attn to ads	1%	(7)	2%	(18)	3%	(21)	72%	(508)	22%	(155)	708
Plan to pay a lot/some attn to ads	6%	(84)	9%	(119)	5%	(67)	71%	(960)	9%	(128)	1359
Plan to pay not much/no attn to ads	1%	(10)	2%	(16)	2%	(20)	74%	(619)	21%	(176)	841
Pro football fav sport	10%	(61)	12%	(71)	6%	(36)	63%	(376)	9%	(51)	596
Fav NFL	6%	(80)	9%	(107)	5%	(69)	71%	(890)	9%	(108)	1254
Unfav NFL	2%	(11)	5%	(24)	3%	(12)	81%	(389)	9%	(45)	481
Fav Goodell	11%	(53)	12%	(60)	6%	(27)	64%	(316)	8%	(40)	496
Unfav Goodell	6%	(31)	9%	(45)	5%	(22)	72%	(349)	7%	(35)	483
Fav Chiefs	7%	(72)	9%	(86)	5%	(46)	73%	(735)	6%	(62)	1001
Fav Buccaneers	8%	(62)	10%	(84)	5%	(42)	70%	(578)	7%	(56)	822
Chiefs fan	8%	(63)	7%	(58)	6%	(49)	72%	(593)	8%	(65)	828
Buccaneers fan	4%	(21)	10%	(58)	4%	(25)	74%	(440)	8%	(48)	593
Frequent sports betters	37%	(38)	22%	(23)	10%	(10)	21%	(22)	10%	(11)	103
Regular sports betters	27%	(60)	27%	(61)	12%	(26)	26%	(57)	9%	(19)	223
Frequent NFL betters	37%	(43)	21%	(24)	4%	(5)	26%	(30)	13%	(15)	117
Regular NFL betters	29%	(70)	26%	(62)	11%	(27)	23%	(56)	10%	(24)	239
Definite SB betters	34%	(45)	22%	(29)	7%	(9)	33%	(43)	4%	(6)	132
Probable SB betters	22%	(74)	28%	(95)	10%	(35)	34%	(116)	6%	(22)	341
Believe betting is legal in their state	10%	(68)	10%	(64)	6%	(39)	64%	(423)	10%	(67)	661
Believe betting is illegal in their state	4%	(17)	8%	(30)	4%	(17)	69%	(268)	14%	(55)	387
Non-sports fans	—	(3)	2%	(16)	2%	(13)	76%	(518)	19%	(132)	681
Gen Z sports fans	5%	(10)	17%	(33)	8%	(15)	45%	(87)	25%	(49)	194
Millennial sports fans	14%	(59)	16%	(67)	8%	(34)	48%	(204)	14%	(58)	422
Gen X sports fans	3%	(13)	5%	(18)	3%	(13)	79%	(301)	9%	(36)	381
Boomer sports fans	2%	(11)	—	(1)	2%	(10)	90%	(418)	5%	(26)	466

Continued on next page

**Table MCSP40\_6:** How likely or unlikely are you to place each of the following types of bets on Super Bowl LV?  
Daily fantasy

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	4%	(95)	6%	(135)	4%	(87)	72%	(1579)	14%	(304)	2200
Sports fans 18-34	10%	(42)	17%	(76)	7%	(32)	45%	(198)	21%	(91)	439
Sports fans 35-44	12%	(29)	12%	(31)	8%	(19)	59%	(148)	10%	(25)	253
Sports fans 45-64	3%	(17)	2%	(11)	3%	(16)	84%	(448)	7%	(38)	530
Sports fans 65+	1%	(4)	—	(1)	2%	(7)	90%	(268)	6%	(18)	297
Occasional sports betters	10%	(19)	11%	(22)	14%	(28)	50%	(98)	15%	(29)	196
Non-sports betters	1%	(16)	3%	(52)	2%	(33)	80%	(1424)	14%	(257)	1781
In legal betting states	6%	(50)	5%	(37)	4%	(29)	70%	(568)	16%	(131)	814
Outside legal betting states	3%	(45)	7%	(98)	4%	(58)	73%	(1011)	13%	(173)	1386
Sports fan In legal betting states 21+	9%	(47)	5%	(27)	5%	(27)	70%	(371)	11%	(59)	530
Sports fan Outside legal betting states 21+	5%	(42)	8%	(73)	5%	(41)	73%	(651)	9%	(85)	893
Likely SB viewer In legal betting states 21+	10%	(45)	6%	(28)	6%	(26)	69%	(319)	10%	(46)	464
Likely SB viewer Outside legal betting states 21+	5%	(37)	10%	(76)	5%	(40)	72%	(575)	8%	(67)	796

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

**Table MCSP41:** *As far as you know, is it currently legal to place bets on sports in your state?*

Demographic	Yes		No		Don't know		Total N
Adults	30%	(661)	18%	(387)	52%	(1152)	2200
Gender: Male	37%	(394)	20%	(217)	43%	(451)	1062
Gender: Female	23%	(267)	15%	(170)	62%	(701)	1138
Age: 18-34	34%	(220)	14%	(89)	53%	(346)	655
Age: 35-44	37%	(131)	17%	(59)	47%	(167)	358
Age: 45-64	28%	(208)	21%	(155)	52%	(388)	751
Age: 65+	23%	(101)	19%	(83)	58%	(252)	436
GenZers: 1997-2012	27%	(81)	13%	(38)	60%	(180)	299
Millennials: 1981-1996	39%	(232)	15%	(92)	46%	(271)	595
GenXers: 1965-1980	30%	(165)	18%	(96)	52%	(281)	542
Baby Boomers: 1946-1964	24%	(168)	23%	(154)	53%	(363)	685
PID: Dem (no lean)	33%	(297)	17%	(150)	50%	(450)	897
PID: Ind (no lean)	27%	(180)	17%	(116)	56%	(380)	676
PID: Rep (no lean)	29%	(184)	19%	(121)	51%	(322)	627
PID/Gender: Dem Men	41%	(167)	20%	(81)	39%	(159)	407
PID/Gender: Dem Women	27%	(131)	14%	(69)	59%	(291)	490
PID/Gender: Ind Men	32%	(105)	20%	(67)	47%	(155)	327
PID/Gender: Ind Women	21%	(75)	14%	(49)	65%	(225)	349
PID/Gender: Rep Men	37%	(122)	21%	(69)	42%	(137)	327
PID/Gender: Rep Women	21%	(62)	17%	(52)	62%	(185)	299
Ideo: Liberal (1-3)	34%	(221)	19%	(122)	47%	(303)	645
Ideo: Moderate (4)	32%	(197)	16%	(99)	52%	(325)	621
Ideo: Conservative (5-7)	28%	(192)	20%	(134)	52%	(348)	675
Educ: < College	27%	(409)	17%	(255)	56%	(847)	1512
Educ: Bachelors degree	35%	(153)	22%	(97)	44%	(193)	444
Educ: Post-grad	40%	(98)	14%	(34)	46%	(112)	244
Income: Under 50k	26%	(310)	17%	(205)	57%	(682)	1198
Income: 50k-100k	31%	(211)	19%	(130)	50%	(338)	680
Income: 100k+	43%	(139)	16%	(51)	41%	(132)	322
Ethnicity: White	31%	(538)	17%	(295)	52%	(888)	1722
Ethnicity: Hispanic	34%	(119)	13%	(46)	53%	(184)	349
Ethnicity: Black	26%	(71)	15%	(42)	59%	(162)	274
Ethnicity: Other	26%	(52)	24%	(49)	50%	(102)	204

Continued on next page

**Table MCSP41:** *As far as you know, is it currently legal to place bets on sports in your state?*

Demographic	Yes		No		Don't know		Total N
Adults	30%	(661)	18%	(387)	52%	(1152)	2200
All Christian	32%	(316)	18%	(178)	49%	(481)	975
All Non-Christian	40%	(51)	22%	(28)	38%	(49)	128
Atheist	33%	(36)	21%	(23)	46%	(50)	110
Agnostic/Nothing in particular	25%	(147)	17%	(101)	59%	(350)	598
Something Else	28%	(111)	15%	(57)	57%	(222)	390
Religious Non-Protestant/Catholic	39%	(58)	25%	(38)	36%	(55)	152
Evangelical	29%	(163)	16%	(89)	56%	(318)	570
Non-Evangelical	33%	(254)	18%	(135)	49%	(373)	761
Community: Urban	38%	(227)	17%	(99)	46%	(273)	600
Community: Suburban	28%	(295)	18%	(191)	53%	(551)	1037
Community: Rural	25%	(139)	17%	(97)	58%	(328)	564
Employ: Private Sector	37%	(240)	18%	(116)	44%	(284)	641
Employ: Government	44%	(57)	15%	(19)	41%	(53)	128
Employ: Self-Employed	34%	(52)	16%	(25)	49%	(76)	153
Employ: Homemaker	26%	(43)	11%	(18)	63%	(104)	165
Employ: Student	29%	(36)	13%	(16)	58%	(71)	124
Employ: Retired	24%	(120)	20%	(104)	56%	(282)	506
Employ: Unemployed	24%	(78)	18%	(60)	58%	(194)	332
Employ: Other	23%	(34)	19%	(29)	58%	(88)	151
Military HH: Yes	29%	(100)	18%	(62)	53%	(180)	341
Military HH: No	30%	(561)	18%	(325)	52%	(973)	1859
RD/WT: Right Direction	35%	(310)	18%	(159)	48%	(427)	897
RD/WT: Wrong Track	27%	(351)	17%	(227)	56%	(725)	1303
Biden Job Approve	32%	(411)	18%	(227)	50%	(645)	1282
Biden Job Disapprove	30%	(208)	18%	(127)	52%	(363)	698
Biden Job Strongly Approve	33%	(266)	16%	(133)	50%	(406)	804
Biden Job Somewhat Approve	30%	(145)	20%	(95)	50%	(238)	478
Biden Job Somewhat Disapprove	32%	(61)	18%	(34)	50%	(95)	191
Biden Job Strongly Disapprove	29%	(146)	18%	(93)	53%	(268)	507
Favorable of Biden	32%	(424)	17%	(227)	50%	(655)	1305
Unfavorable of Biden	29%	(220)	18%	(139)	53%	(401)	759

Continued on next page



**Table MCSP41:** *As far as you know, is it currently legal to place bets on sports in your state?*

Demographic	Yes		No		Don't know		Total N
Adults	30%	(661)	18%	(387)	52%	(1152)	2200
Very Favorable of Biden	35%	(270)	16%	(128)	49%	(383)	780
Somewhat Favorable of Biden	29%	(154)	19%	(99)	52%	(272)	525
Somewhat Unfavorable of Biden	37%	(71)	15%	(29)	48%	(92)	192
Very Unfavorable of Biden	26%	(149)	19%	(110)	54%	(309)	567
#1 Issue: Economy	34%	(294)	18%	(154)	48%	(420)	868
#1 Issue: Security	29%	(77)	17%	(45)	55%	(146)	267
#1 Issue: Health Care	30%	(120)	19%	(77)	51%	(207)	404
#1 Issue: Medicare / Social Security	19%	(45)	20%	(46)	61%	(145)	236
#1 Issue: Women's Issues	28%	(27)	14%	(13)	58%	(56)	96
#1 Issue: Education	27%	(26)	17%	(16)	56%	(54)	96
#1 Issue: Energy	47%	(38)	15%	(12)	38%	(31)	81
#1 Issue: Other	23%	(35)	16%	(24)	62%	(94)	152
2020 Vote: Joe Biden	34%	(354)	17%	(183)	49%	(512)	1049
2020 Vote: Donald Trump	28%	(195)	20%	(138)	52%	(354)	686
2020 Vote: Other	43%	(27)	20%	(12)	37%	(23)	62
2020 Vote: Didn't Vote	21%	(84)	13%	(54)	65%	(262)	401
2018 House Vote: Democrat	35%	(257)	20%	(146)	46%	(338)	741
2018 House Vote: Republican	30%	(165)	21%	(116)	49%	(272)	554
2018 House Vote: Someone else	28%	(15)	13%	(7)	58%	(30)	52
2016 Vote: Hillary Clinton	33%	(233)	19%	(133)	48%	(341)	707
2016 Vote: Donald Trump	30%	(190)	20%	(129)	49%	(310)	628
2016 Vote: Other	31%	(35)	20%	(22)	49%	(56)	113
2016 Vote: Didn't Vote	27%	(201)	14%	(103)	59%	(445)	749
Voted in 2014: Yes	32%	(388)	20%	(240)	47%	(567)	1194
Voted in 2014: No	27%	(273)	15%	(147)	58%	(586)	1006
4-Region: Northeast	40%	(159)	14%	(56)	45%	(179)	394
4-Region: Midwest	35%	(163)	14%	(64)	51%	(235)	462
4-Region: South	20%	(164)	21%	(171)	59%	(490)	824
4-Region: West	34%	(175)	19%	(97)	48%	(248)	520
Sports fan	36%	(545)	19%	(287)	45%	(687)	1519
Avid sports fan	46%	(220)	22%	(104)	32%	(154)	478
Casual sports fan	31%	(325)	18%	(184)	51%	(533)	1041

Continued on next page

**Table MCSP41:** *As far as you know, is it currently legal to place bets on sports in your state?*

Demographic	Yes		No		Don't know		Total N
Adults	30%	(661)	18%	(387)	52%	(1152)	2200
Football fan	35%	(511)	19%	(274)	46%	(659)	1444
Avid football fan	43%	(267)	21%	(131)	35%	(219)	616
Casual football fan	30%	(244)	17%	(143)	53%	(440)	828
NFL fan	36%	(500)	19%	(267)	45%	(629)	1396
Avid NFL fan	44%	(262)	22%	(128)	34%	(205)	595
Casual NFL fan	30%	(238)	17%	(139)	53%	(424)	801
Watched SB last year	38%	(439)	21%	(244)	41%	(475)	1157
Didn't watch SB last year	21%	(222)	14%	(143)	65%	(678)	1043
OK brands get political	34%	(271)	18%	(138)	48%	(376)	785
Not OK brands get political	30%	(332)	20%	(219)	51%	(569)	1119
OK social justice	33%	(432)	17%	(217)	50%	(643)	1292
Not OK social justice	28%	(173)	22%	(133)	50%	(306)	612
Likely SB viewer	37%	(493)	20%	(264)	44%	(587)	1344
Unlikely SB viewer	20%	(150)	14%	(104)	65%	(479)	733
More likely to watch SB this year	42%	(244)	20%	(117)	37%	(216)	577
Less likely to watch SB this year	22%	(104)	17%	(80)	61%	(288)	472
Likely host/attend SB party	43%	(175)	18%	(72)	39%	(159)	406
Unlikely host/attend SB party	28%	(463)	18%	(292)	54%	(901)	1656
Watch SB for game	39%	(335)	21%	(182)	40%	(342)	859
Watch SB for halftime	30%	(68)	23%	(52)	47%	(106)	227
Watch SB for ads	40%	(76)	13%	(26)	47%	(91)	193
SB more political	34%	(280)	20%	(164)	46%	(374)	818
SB less political	39%	(129)	20%	(66)	40%	(133)	328
Typically host/attend SB party	43%	(238)	19%	(106)	38%	(212)	556
Typically do not host/attend SB party	26%	(423)	17%	(281)	57%	(940)	1644
Usually pays a lot/some attn to ads	34%	(511)	19%	(284)	47%	(697)	1492
Usually pays not much/no attn to ads	21%	(150)	15%	(103)	64%	(455)	708
Plan to pay a lot/some attn to ads	36%	(484)	19%	(252)	46%	(623)	1359
Plan to pay not much/no attn to ads	21%	(177)	16%	(135)	63%	(529)	841
Pro football fav sport	41%	(243)	20%	(117)	40%	(236)	596
Fav NFL	36%	(452)	19%	(239)	45%	(562)	1254
Unfav NFL	27%	(131)	19%	(93)	53%	(257)	481

Continued on next page

**Table MCSP41:** *As far as you know, is it currently legal to place bets on sports in your state?*

Demographic	Yes		No		Don't know		Total N
Adults	30%	(661)	18%	(387)	52%	(1152)	2200
Fav Goodell	43%	(213)	22%	(108)	35%	(176)	496
Unfav Goodell	36%	(174)	24%	(118)	40%	(192)	483
Fav Chiefs	40%	(396)	20%	(196)	41%	(409)	1001
Fav Buccaneers	38%	(311)	19%	(159)	43%	(351)	822
Chiefs fan	38%	(311)	20%	(163)	43%	(354)	828
Buccaneers fan	35%	(205)	20%	(120)	45%	(268)	593
Frequent sports betters	65%	(67)	20%	(21)	15%	(16)	103
Regular sports betters	64%	(142)	21%	(48)	15%	(33)	223
Frequent NFL betters	73%	(86)	18%	(21)	8%	(10)	117
Regular NFL betters	67%	(161)	21%	(50)	11%	(27)	239
Definite SB betters	64%	(85)	22%	(29)	14%	(18)	132
Probable SB betters	58%	(197)	22%	(75)	21%	(70)	341
Believe betting is legal in their state	100%	(661)	—	(0)	—	(0)	661
Believe betting is illegal in their state	—	(0)	100%	(387)	—	(0)	387
Non-sports fans	17%	(116)	15%	(100)	68%	(466)	681
Gen Z sports fans	35%	(67)	14%	(28)	51%	(99)	194
Millennial sports fans	44%	(187)	17%	(70)	39%	(165)	422
Gen X sports fans	36%	(138)	19%	(71)	45%	(172)	381
Boomer sports fans	30%	(141)	24%	(113)	46%	(212)	466
Sports fans 18-34	40%	(174)	15%	(66)	45%	(198)	439
Sports fans 35-44	45%	(113)	17%	(43)	38%	(96)	253
Sports fans 45-64	32%	(170)	22%	(118)	46%	(242)	530
Sports fans 65+	29%	(87)	20%	(60)	50%	(150)	297
Occasional sports betters	45%	(89)	26%	(50)	29%	(57)	196
Non-sports betters	24%	(429)	16%	(289)	60%	(1063)	1781
In legal betting states	48%	(387)	10%	(81)	43%	(346)	814
Outside legal betting states	20%	(274)	22%	(306)	58%	(806)	1386
Sports fan In legal betting states 21+	58%	(310)	11%	(57)	31%	(163)	530
Sports fan Outside legal betting states 21+	22%	(199)	25%	(222)	53%	(472)	893
Likely SB viewer In legal betting states 21+	61%	(282)	11%	(50)	28%	(131)	464
Likely SB viewer Outside legal betting states 21+	23%	(180)	26%	(203)	52%	(413)	796

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	22%	(478)	47%	(1041)	31%	(681)	2200
Gender: Male	34%	(361)	46%	(489)	20%	(212)	1062
Gender: Female	10%	(117)	49%	(552)	41%	(469)	1138
Age: 18-34	20%	(131)	47%	(308)	33%	(216)	655
Age: 35-44	30%	(106)	41%	(146)	29%	(105)	358
Age: 45-64	22%	(165)	49%	(365)	29%	(221)	751
Age: 65+	17%	(76)	51%	(222)	32%	(139)	436
GenZers: 1997-2012	13%	(38)	52%	(156)	35%	(105)	299
Millennials: 1981-1996	30%	(176)	41%	(245)	29%	(173)	595
GenXers: 1965-1980	22%	(120)	48%	(260)	30%	(162)	542
Baby Boomers: 1946-1964	19%	(129)	49%	(337)	32%	(219)	685
PID: Dem (no lean)	25%	(222)	49%	(443)	26%	(232)	897
PID: Ind (no lean)	17%	(118)	46%	(310)	37%	(248)	676
PID: Rep (no lean)	22%	(138)	46%	(288)	32%	(201)	627
PID/Gender: Dem Men	40%	(162)	46%	(186)	14%	(59)	407
PID/Gender: Dem Women	12%	(60)	53%	(258)	35%	(173)	490
PID/Gender: Ind Men	28%	(91)	48%	(156)	25%	(80)	327
PID/Gender: Ind Women	8%	(27)	44%	(154)	48%	(167)	349
PID/Gender: Rep Men	33%	(108)	45%	(147)	22%	(73)	327
PID/Gender: Rep Women	10%	(30)	47%	(141)	43%	(129)	299
Ideo: Liberal (1-3)	26%	(171)	45%	(291)	28%	(184)	645
Ideo: Moderate (4)	23%	(141)	49%	(304)	28%	(175)	621
Ideo: Conservative (5-7)	21%	(143)	49%	(327)	30%	(204)	675
Educ: < College	18%	(272)	48%	(719)	34%	(521)	1512
Educ: Bachelors degree	27%	(118)	49%	(219)	24%	(107)	444
Educ: Post-grad	36%	(88)	42%	(104)	22%	(53)	244
Income: Under 50k	18%	(218)	46%	(557)	35%	(423)	1198
Income: 50k-100k	22%	(153)	49%	(335)	28%	(192)	680
Income: 100k+	33%	(107)	46%	(150)	20%	(66)	322
Ethnicity: White	21%	(365)	46%	(796)	33%	(560)	1722
Ethnicity: Hispanic	19%	(66)	50%	(174)	31%	(109)	349
Ethnicity: Black	29%	(79)	47%	(128)	25%	(67)	274

Continued on next page

**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	22%	(478)	47%	(1041)	31%	(681)	2200
Ethnicity: Other	17%	(34)	57%	(117)	26%	(53)	204
All Christian	24%	(236)	47%	(457)	29%	(283)	975
All Non-Christian	33%	(42)	47%	(61)	20%	(25)	128
Atheist	21%	(23)	42%	(46)	37%	(41)	110
Agnostic/Nothing in particular	16%	(98)	47%	(282)	36%	(218)	598
Something Else	20%	(79)	50%	(196)	29%	(115)	390
Religious Non-Protestant/Catholic	29%	(44)	47%	(72)	24%	(36)	152
Evangelical	21%	(122)	46%	(263)	33%	(185)	570
Non-Evangelical	25%	(190)	49%	(373)	26%	(198)	761
Community: Urban	28%	(170)	48%	(288)	24%	(142)	600
Community: Suburban	21%	(218)	48%	(500)	31%	(319)	1037
Community: Rural	16%	(90)	45%	(254)	39%	(220)	564
Employ: Private Sector	30%	(190)	47%	(304)	23%	(147)	641
Employ: Government	20%	(26)	44%	(57)	36%	(46)	128
Employ: Self-Employed	28%	(44)	41%	(62)	31%	(47)	153
Employ: Homemaker	9%	(14)	51%	(84)	41%	(67)	165
Employ: Student	12%	(15)	53%	(66)	34%	(43)	124
Employ: Retired	17%	(89)	50%	(254)	32%	(163)	506
Employ: Unemployed	23%	(77)	40%	(132)	37%	(123)	332
Employ: Other	16%	(24)	54%	(82)	30%	(45)	151
Military HH: Yes	23%	(79)	51%	(175)	25%	(87)	341
Military HH: No	21%	(399)	47%	(866)	32%	(594)	1859
RD/WT: Right Direction	26%	(236)	47%	(422)	27%	(240)	897
RD/WT: Wrong Track	19%	(242)	48%	(620)	34%	(441)	1303
Biden Job Approve	23%	(296)	49%	(623)	28%	(364)	1282
Biden Job Disapprove	21%	(148)	45%	(316)	34%	(234)	698
Biden Job Strongly Approve	26%	(205)	44%	(354)	30%	(245)	804
Biden Job Somewhat Approve	19%	(90)	56%	(269)	25%	(119)	478
Biden Job Somewhat Disapprove	21%	(40)	49%	(93)	30%	(57)	191
Biden Job Strongly Disapprove	21%	(108)	44%	(223)	35%	(177)	507

Continued on next page

**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	22%	(478)	47%	(1041)	31%	(681)	2200
Favorable of Biden	24%	(317)	48%	(627)	28%	(361)	1305
Unfavorable of Biden	19%	(143)	47%	(353)	35%	(263)	759
Very Favorable of Biden	28%	(219)	44%	(340)	28%	(221)	780
Somewhat Favorable of Biden	19%	(98)	55%	(287)	27%	(140)	525
Somewhat Unfavorable of Biden	21%	(41)	49%	(94)	30%	(57)	192
Very Unfavorable of Biden	18%	(102)	46%	(259)	36%	(206)	567
#1 Issue: Economy	25%	(219)	49%	(424)	26%	(225)	868
#1 Issue: Security	19%	(52)	42%	(111)	39%	(104)	267
#1 Issue: Health Care	23%	(94)	43%	(175)	33%	(135)	404
#1 Issue: Medicare / Social Security	18%	(41)	46%	(107)	37%	(87)	236
#1 Issue: Women's Issues	14%	(13)	51%	(49)	35%	(34)	96
#1 Issue: Education	15%	(14)	54%	(52)	31%	(30)	96
#1 Issue: Energy	29%	(23)	49%	(39)	23%	(18)	81
#1 Issue: Other	14%	(22)	55%	(83)	31%	(48)	152
2020 Vote: Joe Biden	26%	(276)	48%	(507)	25%	(266)	1049
2020 Vote: Donald Trump	19%	(133)	48%	(326)	33%	(227)	686
2020 Vote: Other	16%	(10)	41%	(26)	43%	(27)	62
2020 Vote: Didn't Vote	15%	(59)	45%	(182)	40%	(160)	401
2018 House Vote: Democrat	28%	(206)	48%	(353)	25%	(182)	741
2018 House Vote: Republican	22%	(120)	49%	(270)	30%	(164)	554
2018 House Vote: Someone else	18%	(9)	46%	(24)	36%	(19)	52
2016 Vote: Hillary Clinton	27%	(189)	49%	(344)	25%	(175)	707
2016 Vote: Donald Trump	22%	(137)	47%	(295)	31%	(196)	628
2016 Vote: Other	18%	(21)	46%	(52)	36%	(41)	113
2016 Vote: Didn't Vote	17%	(131)	47%	(349)	36%	(269)	749
Voted in 2014: Yes	25%	(297)	49%	(581)	26%	(316)	1194
Voted in 2014: No	18%	(181)	46%	(460)	36%	(365)	1006
4-Region: Northeast	24%	(95)	51%	(199)	25%	(99)	394
4-Region: Midwest	21%	(98)	48%	(222)	31%	(142)	462
4-Region: South	21%	(172)	46%	(375)	34%	(277)	824
4-Region: West	21%	(112)	47%	(245)	31%	(163)	520

Continued on next page

**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	22%	(478)	47%	(1041)	31%	(681)	2200
Sports fan	31%	(478)	69%	(1041)	—	(0)	1519
Avid sports fan	100%	(478)	—	(0)	—	(0)	478
Casual sports fan	—	(0)	100%	(1041)	—	(0)	1041
Football fan	32%	(463)	62%	(888)	6%	(92)	1444
Avid football fan	65%	(401)	33%	(206)	1%	(9)	616
Casual football fan	8%	(62)	82%	(682)	10%	(83)	828
NFL fan	33%	(457)	61%	(851)	6%	(88)	1396
Avid NFL fan	65%	(386)	33%	(197)	2%	(12)	595
Casual NFL fan	9%	(71)	82%	(654)	9%	(75)	801
Watched SB last year	36%	(413)	53%	(618)	11%	(127)	1157
Didn't watch SB last year	6%	(65)	41%	(424)	53%	(554)	1043
OK brands get political	29%	(225)	46%	(362)	25%	(198)	785
Not OK brands get political	18%	(207)	50%	(560)	31%	(352)	1119
OK social justice	26%	(339)	47%	(613)	26%	(340)	1292
Not OK social justice	17%	(104)	47%	(287)	36%	(221)	612
Likely SB viewer	33%	(448)	55%	(740)	12%	(156)	1344
Unlikely SB viewer	3%	(25)	33%	(242)	64%	(467)	733
More likely to watch SB this year	38%	(222)	51%	(295)	11%	(61)	577
Less likely to watch SB this year	8%	(39)	45%	(214)	46%	(219)	472
Likely host/attend SB party	39%	(158)	49%	(197)	12%	(50)	406
Unlikely host/attend SB party	18%	(299)	48%	(790)	34%	(568)	1656
Watch SB for game	42%	(365)	53%	(451)	5%	(43)	859
Watch SB for halftime	13%	(29)	61%	(138)	26%	(59)	227
Watch SB for ads	22%	(43)	60%	(116)	18%	(34)	193
SB more political	26%	(213)	49%	(398)	25%	(206)	818
SB less political	27%	(90)	49%	(160)	24%	(78)	328
Typically host/attend SB party	38%	(210)	51%	(284)	11%	(62)	556
Typically do not host/attend SB party	16%	(268)	46%	(757)	38%	(619)	1644
Usually pays a lot/some attn to ads	28%	(423)	52%	(774)	20%	(295)	1492
Usually pays not much/no attn to ads	8%	(55)	38%	(268)	54%	(386)	708
Plan to pay a lot/some attn to ads	30%	(401)	53%	(716)	18%	(242)	1359

Continued on next page

**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	22%	(478)	47%	(1041)	31%	(681)	2200
Plan to pay not much/no attn to ads	9%	(76)	39%	(326)	52%	(439)	841
Pro football fav sport	46%	(276)	48%	(284)	6%	(35)	596
Fav NFL	32%	(398)	56%	(700)	12%	(155)	1254
Unfav NFL	13%	(65)	44%	(211)	43%	(206)	481
Fav Goodell	44%	(219)	48%	(239)	8%	(38)	496
Unfav Goodell	32%	(152)	54%	(259)	15%	(72)	483
Fav Chiefs	37%	(367)	53%	(532)	10%	(102)	1001
Fav Buccaneers	38%	(313)	51%	(423)	10%	(85)	822
Chiefs fan	31%	(258)	55%	(453)	14%	(117)	828
Buccaneers fan	30%	(178)	51%	(300)	19%	(115)	593
Frequent sports betters	62%	(64)	30%	(30)	8%	(8)	103
Regular sports betters	61%	(136)	30%	(66)	9%	(21)	223
Frequent NFL betters	64%	(75)	32%	(37)	4%	(4)	117
Regular NFL betters	58%	(140)	34%	(83)	7%	(17)	239
Definite SB betters	67%	(88)	30%	(39)	4%	(5)	132
Probable SB betters	51%	(176)	41%	(140)	8%	(26)	341
Believe betting is legal in their state	33%	(220)	49%	(325)	17%	(116)	661
Believe betting is illegal in their state	27%	(104)	47%	(184)	26%	(100)	387
Non-sports fans	—	(0)	—	(0)	100%	(681)	681
Gen Z sports fans	20%	(38)	80%	(156)	—	(0)	194
Millennial sports fans	42%	(176)	58%	(245)	—	(0)	422
Gen X sports fans	32%	(120)	68%	(260)	—	(0)	381
Boomer sports fans	28%	(129)	72%	(337)	—	(0)	466
Sports fans 18-34	30%	(131)	70%	(308)	—	(0)	439
Sports fans 35-44	42%	(106)	58%	(146)	—	(0)	253
Sports fans 45-64	31%	(165)	69%	(365)	—	(0)	530
Sports fans 65+	25%	(76)	75%	(222)	—	(0)	297
Occasional sports betters	34%	(66)	56%	(110)	10%	(20)	196
Non-sports betters	15%	(275)	49%	(866)	36%	(640)	1781
In legal betting states	23%	(184)	46%	(373)	32%	(257)	814
Outside legal betting states	21%	(293)	48%	(668)	31%	(424)	1386

Continued on next page



**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	22%	(478)	47%	(1041)	31%	(681)	2200
Sports fan In legal betting states 21+	33%	(178)	67%	(353)	—	(0)	530
Sports fan Outside legal betting states 21+	31%	(276)	69%	(617)	—	(0)	893
Likely SB viewer In legal betting states 21+	36%	(169)	55%	(256)	8%	(39)	464
Likely SB viewer Outside legal betting states 21+	32%	(256)	55%	(439)	13%	(101)	796

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

**Table MCSPdem1\_2: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?**  
*Football*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	28%	(616)	38%	(828)	34%	(756)	2200
Gender: Male	39%	(419)	37%	(389)	24%	(254)	1062
Gender: Female	17%	(197)	39%	(439)	44%	(502)	1138
Age: 18-34	25%	(163)	38%	(246)	38%	(246)	655
Age: 35-44	33%	(119)	35%	(125)	32%	(113)	358
Age: 45-64	29%	(220)	38%	(284)	33%	(247)	751
Age: 65+	26%	(113)	40%	(173)	34%	(150)	436
GenZers: 1997-2012	17%	(51)	40%	(119)	43%	(130)	299
Millennials: 1981-1996	34%	(200)	36%	(212)	31%	(183)	595
GenXers: 1965-1980	29%	(160)	37%	(199)	34%	(184)	542
Baby Boomers: 1946-1964	27%	(185)	39%	(265)	34%	(234)	685
PID: Dem (no lean)	32%	(290)	37%	(332)	31%	(276)	897
PID: Ind (no lean)	19%	(128)	40%	(273)	41%	(275)	676
PID: Rep (no lean)	32%	(198)	35%	(222)	33%	(206)	627
PID/Gender: Dem Men	47%	(191)	33%	(136)	20%	(80)	407
PID/Gender: Dem Women	20%	(99)	40%	(196)	40%	(196)	490
PID/Gender: Ind Men	28%	(91)	42%	(138)	30%	(99)	327
PID/Gender: Ind Women	11%	(37)	39%	(135)	50%	(176)	349
PID/Gender: Rep Men	42%	(137)	35%	(114)	23%	(76)	327
PID/Gender: Rep Women	21%	(61)	36%	(108)	43%	(130)	299
Ideo: Liberal (1-3)	32%	(206)	34%	(220)	34%	(219)	645
Ideo: Moderate (4)	30%	(187)	40%	(246)	30%	(188)	621
Ideo: Conservative (5-7)	28%	(191)	38%	(255)	34%	(228)	675
Educ: < College	25%	(378)	38%	(582)	37%	(553)	1512
Educ: Bachelors degree	31%	(140)	37%	(162)	32%	(142)	444
Educ: Post-grad	40%	(99)	34%	(84)	25%	(62)	244
Income: Under 50k	25%	(299)	37%	(444)	38%	(455)	1198
Income: 50k-100k	29%	(198)	38%	(258)	33%	(224)	680
Income: 100k+	37%	(119)	39%	(125)	24%	(78)	322
Ethnicity: White	28%	(482)	37%	(633)	35%	(607)	1722
Ethnicity: Hispanic	27%	(94)	33%	(114)	41%	(142)	349
Ethnicity: Black	32%	(88)	39%	(108)	29%	(78)	274

Continued on next page

**Table MCSPdem1\_2:** Do you consider yourself an avid fan, casual fan or not a fan of each of the following?  
Football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	28%	(616)	38%	(828)	34%	(756)	2200
Ethnicity: Other	22%	(46)	43%	(87)	35%	(71)	204
All Christian	32%	(314)	35%	(346)	32%	(315)	975
All Non-Christian	35%	(45)	41%	(52)	24%	(30)	128
Atheist	20%	(22)	43%	(47)	37%	(41)	110
Agnostic/Nothing in particular	22%	(132)	39%	(232)	39%	(233)	598
Something Else	26%	(103)	39%	(151)	35%	(136)	390
Religious Non-Protestant/Catholic	32%	(49)	40%	(61)	27%	(41)	152
Evangelical	32%	(183)	32%	(181)	36%	(206)	570
Non-Evangelical	30%	(228)	40%	(306)	30%	(228)	761
Community: Urban	35%	(211)	35%	(211)	30%	(178)	600
Community: Suburban	26%	(270)	40%	(411)	34%	(356)	1037
Community: Rural	24%	(135)	37%	(206)	39%	(222)	564
Employ: Private Sector	37%	(238)	34%	(218)	29%	(185)	641
Employ: Government	30%	(39)	29%	(37)	41%	(53)	128
Employ: Self-Employed	33%	(50)	37%	(57)	30%	(46)	153
Employ: Homemaker	19%	(31)	43%	(71)	38%	(63)	165
Employ: Student	13%	(17)	38%	(47)	49%	(61)	124
Employ: Retired	27%	(134)	41%	(206)	33%	(165)	506
Employ: Unemployed	22%	(73)	39%	(128)	39%	(130)	332
Employ: Other	23%	(34)	41%	(62)	36%	(54)	151
Military HH: Yes	29%	(99)	44%	(151)	27%	(92)	341
Military HH: No	28%	(518)	36%	(677)	36%	(664)	1859
RD/WT: Right Direction	33%	(298)	37%	(331)	30%	(268)	897
RD/WT: Wrong Track	24%	(319)	38%	(496)	37%	(488)	1303
Biden Job Approve	30%	(383)	38%	(489)	32%	(410)	1282
Biden Job Disapprove	28%	(194)	36%	(248)	37%	(256)	698
Biden Job Strongly Approve	32%	(257)	35%	(279)	33%	(269)	804
Biden Job Somewhat Approve	27%	(127)	44%	(210)	29%	(141)	478
Biden Job Somewhat Disapprove	28%	(54)	41%	(79)	31%	(59)	191
Biden Job Strongly Disapprove	28%	(140)	33%	(169)	39%	(198)	507

Continued on next page

**Table MCSPdem1\_2:** Do you consider yourself an avid fan, casual fan or not a fan of each of the following?  
Football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	28%	(616)	38%	(828)	34%	(756)	2200
Favorable of Biden	31%	(403)	38%	(491)	31%	(411)	1305
Unfavorable of Biden	26%	(197)	37%	(278)	37%	(284)	759
Very Favorable of Biden	35%	(271)	35%	(269)	31%	(240)	780
Somewhat Favorable of Biden	25%	(132)	42%	(222)	33%	(171)	525
Somewhat Unfavorable of Biden	27%	(53)	39%	(76)	33%	(63)	192
Very Unfavorable of Biden	25%	(144)	36%	(202)	39%	(221)	567
#1 Issue: Economy	30%	(261)	41%	(354)	29%	(252)	868
#1 Issue: Security	24%	(65)	33%	(87)	43%	(115)	267
#1 Issue: Health Care	27%	(109)	37%	(149)	36%	(146)	404
#1 Issue: Medicare / Social Security	29%	(69)	34%	(79)	37%	(87)	236
#1 Issue: Women's Issues	18%	(17)	44%	(42)	38%	(36)	96
#1 Issue: Education	27%	(26)	44%	(43)	29%	(27)	96
#1 Issue: Energy	35%	(28)	33%	(27)	32%	(26)	81
#1 Issue: Other	26%	(40)	30%	(46)	44%	(66)	152
2020 Vote: Joe Biden	33%	(349)	37%	(391)	29%	(309)	1049
2020 Vote: Donald Trump	27%	(185)	37%	(251)	36%	(250)	686
2020 Vote: Other	14%	(9)	36%	(22)	50%	(31)	62
2020 Vote: Didn't Vote	19%	(74)	40%	(162)	41%	(164)	401
2018 House Vote: Democrat	35%	(259)	38%	(280)	27%	(202)	741
2018 House Vote: Republican	30%	(167)	37%	(204)	33%	(183)	554
2018 House Vote: Someone else	17%	(9)	36%	(19)	47%	(25)	52
2016 Vote: Hillary Clinton	34%	(239)	37%	(264)	29%	(205)	707
2016 Vote: Donald Trump	29%	(185)	36%	(224)	35%	(219)	628
2016 Vote: Other	22%	(24)	43%	(49)	35%	(40)	113
2016 Vote: Didn't Vote	22%	(168)	39%	(289)	39%	(292)	749
Voted in 2014: Yes	33%	(389)	38%	(452)	30%	(353)	1194
Voted in 2014: No	23%	(227)	37%	(375)	40%	(403)	1006
4-Region: Northeast	31%	(120)	39%	(152)	31%	(121)	394
4-Region: Midwest	28%	(130)	38%	(175)	34%	(157)	462
4-Region: South	25%	(205)	39%	(322)	36%	(297)	824
4-Region: West	31%	(161)	34%	(178)	35%	(181)	520

Continued on next page

**Table MCSPdem1\_2:** Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

Football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	28%	(616)	38%	(828)	34%	(756)	2200
Sports fan	40%	(607)	49%	(744)	11%	(167)	1519
Avid sports fan	84%	(401)	13%	(62)	3%	(14)	478
Casual sports fan	20%	(206)	66%	(682)	15%	(153)	1041
Football fan	43%	(616)	57%	(828)	—	(0)	1444
Avid football fan	100%	(616)	—	(0)	—	(0)	616
Casual football fan	—	(0)	100%	(828)	—	(0)	828
NFL fan	43%	(601)	54%	(751)	3%	(44)	1396
Avid NFL fan	90%	(536)	8%	(49)	2%	(11)	595
Casual NFL fan	8%	(66)	88%	(702)	4%	(33)	801
Watched SB last year	47%	(539)	43%	(494)	11%	(125)	1157
Didn't watch SB last year	7%	(77)	32%	(334)	61%	(631)	1043
OK brands get political	35%	(277)	36%	(285)	28%	(222)	785
Not OK brands get political	25%	(284)	39%	(442)	35%	(394)	1119
OK social justice	33%	(420)	37%	(482)	30%	(390)	1292
Not OK social justice	23%	(141)	39%	(241)	37%	(229)	612
Likely SB viewer	43%	(579)	45%	(611)	11%	(154)	1344
Unlikely SB viewer	4%	(28)	23%	(167)	73%	(538)	733
More likely to watch SB this year	47%	(270)	43%	(246)	11%	(62)	577
Less likely to watch SB this year	12%	(55)	33%	(158)	55%	(259)	472
Likely host/attend SB party	48%	(195)	37%	(150)	15%	(61)	406
Unlikely host/attend SB party	24%	(397)	38%	(636)	38%	(623)	1656
Watch SB for game	55%	(471)	41%	(348)	5%	(39)	859
Watch SB for halftime	26%	(58)	46%	(105)	28%	(64)	227
Watch SB for ads	21%	(40)	64%	(123)	15%	(30)	193
SB more political	33%	(269)	39%	(317)	28%	(232)	818
SB less political	36%	(119)	37%	(123)	26%	(86)	328
Typically host/attend SB party	49%	(273)	37%	(208)	14%	(76)	556
Typically do not host/attend SB party	21%	(343)	38%	(620)	41%	(680)	1644
Usually pays a lot/some attn to ads	36%	(536)	42%	(632)	22%	(324)	1492
Usually pays not much/no attn to ads	11%	(80)	28%	(196)	61%	(432)	708
Plan to pay a lot/some attn to ads	38%	(513)	43%	(582)	19%	(264)	1359

Continued on next page

**Table MCSPdem1\_2:** Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

Football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	28%	(616)	38%	(828)	34%	(756)	2200
Plan to pay not much/no attn to ads	12%	(104)	29%	(245)	59%	(492)	841
Pro football fav sport	65%	(386)	32%	(188)	4%	(22)	596
Fav NFL	43%	(537)	46%	(579)	11%	(138)	1254
Unfav NFL	13%	(63)	33%	(157)	54%	(262)	481
Fav Goodell	55%	(271)	35%	(172)	11%	(54)	496
Unfav Goodell	42%	(203)	39%	(189)	19%	(91)	483
Fav Chiefs	47%	(470)	41%	(414)	12%	(117)	1001
Fav Buccaneers	46%	(380)	41%	(341)	12%	(102)	822
Chiefs fan	43%	(360)	40%	(331)	17%	(137)	828
Buccaneers fan	34%	(204)	46%	(272)	20%	(116)	593
Frequent sports betters	71%	(74)	16%	(16)	13%	(13)	103
Regular sports betters	66%	(148)	21%	(48)	12%	(27)	223
Frequent NFL betters	72%	(84)	18%	(21)	10%	(11)	117
Regular NFL betters	70%	(167)	21%	(50)	9%	(23)	239
Definite SB betters	74%	(98)	19%	(25)	7%	(9)	132
Probable SB betters	61%	(207)	28%	(96)	11%	(39)	341
Believe betting is legal in their state	40%	(267)	37%	(244)	23%	(149)	661
Believe betting is illegal in their state	34%	(131)	37%	(143)	29%	(113)	387
Non-sports fans	1%	(9)	12%	(83)	86%	(589)	681
Gen Z sports fans	26%	(51)	58%	(112)	16%	(31)	194
Millennial sports fans	47%	(198)	44%	(185)	9%	(39)	422
Gen X sports fans	42%	(158)	47%	(180)	11%	(42)	381
Boomer sports fans	39%	(180)	51%	(237)	11%	(50)	466
Sports fans 18-34	37%	(161)	50%	(217)	14%	(60)	439
Sports fans 35-44	47%	(118)	46%	(116)	8%	(19)	253
Sports fans 45-64	41%	(215)	49%	(260)	10%	(55)	530
Sports fans 65+	38%	(113)	51%	(152)	11%	(33)	297
Occasional sports betters	46%	(90)	39%	(76)	15%	(30)	196
Non-sports betters	21%	(378)	40%	(704)	39%	(698)	1781
In legal betting states	29%	(239)	35%	(283)	36%	(292)	814
Outside legal betting states	27%	(377)	39%	(544)	33%	(464)	1386

Continued on next page

**Table MCSPdem1\_2:** Do you consider yourself an avid fan, casual fan or not a fan of each of the following?  
Football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	28%	(616)	38%	(828)	34%	(756)	2200
Sports fan In legal betting states 21+	42%	(225)	47%	(249)	11%	(56)	530
Sports fan Outside legal betting states 21+	40%	(354)	49%	(441)	11%	(98)	893
Likely SB viewer In legal betting states 21+	47%	(220)	42%	(193)	11%	(51)	464
Likely SB viewer Outside legal betting states 21+	42%	(331)	48%	(380)	11%	(85)	796

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	27%	(595)	36%	(801)	37%	(804)	2200
Gender: Male	39%	(416)	35%	(367)	26%	(279)	1062
Gender: Female	16%	(179)	38%	(434)	46%	(525)	1138
Age: 18-34	23%	(150)	37%	(245)	40%	(261)	655
Age: 35-44	31%	(110)	35%	(125)	34%	(122)	358
Age: 45-64	30%	(224)	35%	(265)	35%	(262)	751
Age: 65+	25%	(111)	38%	(167)	36%	(159)	436
GenZers: 1997-2012	15%	(43)	38%	(114)	47%	(142)	299
Millennials: 1981-1996	31%	(185)	36%	(214)	33%	(196)	595
GenXers: 1965-1980	30%	(162)	36%	(194)	34%	(186)	542
Baby Boomers: 1946-1964	27%	(185)	36%	(248)	37%	(251)	685
PID: Dem (no lean)	30%	(272)	38%	(338)	32%	(286)	897
PID: Ind (no lean)	20%	(133)	38%	(256)	42%	(287)	676
PID: Rep (no lean)	30%	(190)	33%	(206)	37%	(231)	627
PID/Gender: Dem Men	47%	(190)	32%	(131)	21%	(86)	407
PID/Gender: Dem Women	17%	(82)	42%	(207)	41%	(201)	490
PID/Gender: Ind Men	28%	(92)	39%	(128)	33%	(107)	327
PID/Gender: Ind Women	12%	(40)	37%	(128)	52%	(180)	349
PID/Gender: Rep Men	41%	(133)	33%	(107)	27%	(87)	327
PID/Gender: Rep Women	19%	(57)	33%	(98)	48%	(144)	299
Ideo: Liberal (1-3)	31%	(203)	35%	(224)	34%	(218)	645
Ideo: Moderate (4)	29%	(182)	37%	(231)	34%	(208)	621
Ideo: Conservative (5-7)	27%	(180)	36%	(244)	37%	(251)	675
Educ: < College	25%	(372)	36%	(545)	39%	(595)	1512
Educ: Bachelors degree	29%	(130)	39%	(172)	32%	(142)	444
Educ: Post-grad	38%	(93)	34%	(83)	28%	(68)	244
Income: Under 50k	25%	(297)	35%	(416)	40%	(485)	1198
Income: 50k-100k	28%	(191)	38%	(261)	34%	(228)	680
Income: 100k+	33%	(107)	38%	(123)	29%	(92)	322
Ethnicity: White	27%	(458)	36%	(621)	37%	(643)	1722
Ethnicity: Hispanic	25%	(88)	36%	(125)	39%	(136)	349
Ethnicity: Black	31%	(84)	38%	(103)	32%	(87)	274

Continued on next page



**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	27%	(595)	36%	(801)	37%	(804)	2200
Ethnicity: Other	26%	(52)	38%	(77)	37%	(75)	204
All Christian	30%	(290)	36%	(348)	34%	(336)	975
All Non-Christian	32%	(41)	42%	(54)	25%	(32)	128
Atheist	20%	(22)	41%	(45)	39%	(42)	110
Agnostic/Nothing in particular	23%	(135)	35%	(211)	42%	(252)	598
Something Else	27%	(107)	36%	(142)	36%	(141)	390
Religious Non-Protestant/Catholic	30%	(45)	42%	(64)	28%	(43)	152
Evangelical	29%	(168)	31%	(178)	39%	(223)	570
Non-Evangelical	30%	(225)	39%	(300)	31%	(237)	761
Community: Urban	33%	(201)	36%	(216)	30%	(183)	600
Community: Suburban	26%	(265)	38%	(395)	36%	(376)	1037
Community: Rural	23%	(129)	34%	(189)	44%	(245)	564
Employ: Private Sector	36%	(231)	35%	(224)	29%	(186)	641
Employ: Government	30%	(38)	30%	(38)	41%	(52)	128
Employ: Self-Employed	27%	(41)	38%	(58)	35%	(54)	153
Employ: Homemaker	18%	(30)	41%	(68)	41%	(68)	165
Employ: Student	12%	(14)	36%	(44)	53%	(65)	124
Employ: Retired	26%	(131)	38%	(195)	36%	(180)	506
Employ: Unemployed	25%	(82)	33%	(110)	42%	(140)	332
Employ: Other	18%	(27)	42%	(64)	40%	(60)	151
Military HH: Yes	29%	(99)	42%	(142)	29%	(100)	341
Military HH: No	27%	(496)	35%	(659)	38%	(704)	1859
RD/WT: Right Direction	31%	(278)	38%	(341)	31%	(278)	897
RD/WT: Wrong Track	24%	(318)	35%	(459)	40%	(526)	1303
Biden Job Approve	28%	(364)	38%	(492)	33%	(426)	1282
Biden Job Disapprove	26%	(181)	32%	(223)	42%	(294)	698
Biden Job Strongly Approve	31%	(248)	35%	(278)	35%	(278)	804
Biden Job Somewhat Approve	24%	(116)	45%	(214)	31%	(149)	478
Biden Job Somewhat Disapprove	26%	(50)	42%	(80)	32%	(61)	191
Biden Job Strongly Disapprove	26%	(131)	28%	(143)	46%	(233)	507

Continued on next page

**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	27%	(595)	36%	(801)	37%	(804)	2200
Favorable of Biden	30%	(388)	38%	(491)	33%	(426)	1305
Unfavorable of Biden	24%	(185)	34%	(256)	42%	(318)	759
Very Favorable of Biden	34%	(263)	34%	(267)	32%	(250)	780
Somewhat Favorable of Biden	24%	(125)	43%	(224)	33%	(176)	525
Somewhat Unfavorable of Biden	26%	(49)	40%	(78)	34%	(65)	192
Very Unfavorable of Biden	24%	(135)	31%	(178)	45%	(254)	567
#1 Issue: Economy	30%	(256)	39%	(340)	31%	(272)	868
#1 Issue: Security	21%	(57)	32%	(84)	47%	(126)	267
#1 Issue: Health Care	27%	(107)	35%	(142)	38%	(155)	404
#1 Issue: Medicare / Social Security	28%	(67)	35%	(82)	37%	(86)	236
#1 Issue: Women's Issues	17%	(17)	39%	(38)	43%	(41)	96
#1 Issue: Education	23%	(23)	44%	(42)	33%	(32)	96
#1 Issue: Energy	31%	(25)	36%	(29)	34%	(27)	81
#1 Issue: Other	29%	(44)	29%	(44)	43%	(65)	152
2020 Vote: Joe Biden	32%	(335)	37%	(392)	31%	(322)	1049
2020 Vote: Donald Trump	26%	(177)	35%	(241)	39%	(268)	686
2020 Vote: Other	15%	(9)	31%	(19)	54%	(34)	62
2020 Vote: Didn't Vote	18%	(73)	37%	(148)	45%	(179)	401
2018 House Vote: Democrat	33%	(246)	38%	(285)	28%	(210)	741
2018 House Vote: Republican	29%	(159)	35%	(194)	36%	(201)	554
2018 House Vote: Someone else	15%	(8)	29%	(15)	56%	(29)	52
2016 Vote: Hillary Clinton	33%	(232)	38%	(268)	29%	(207)	707
2016 Vote: Donald Trump	27%	(172)	34%	(216)	38%	(240)	628
2016 Vote: Other	27%	(31)	38%	(43)	35%	(39)	113
2016 Vote: Didn't Vote	21%	(159)	36%	(272)	42%	(318)	749
Voted in 2014: Yes	31%	(374)	37%	(437)	32%	(383)	1194
Voted in 2014: No	22%	(221)	36%	(363)	42%	(421)	1006
4-Region: Northeast	28%	(111)	41%	(159)	31%	(123)	394
4-Region: Midwest	29%	(135)	34%	(158)	37%	(169)	462
4-Region: South	22%	(182)	38%	(312)	40%	(330)	824
4-Region: West	32%	(167)	33%	(171)	35%	(182)	520

Continued on next page

**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	27%	(595)	36%	(801)	37%	(804)	2200
Sports fan	38%	(583)	48%	(725)	14%	(211)	1519
Avid sports fan	81%	(386)	15%	(71)	4%	(20)	478
Casual sports fan	19%	(197)	63%	(654)	18%	(191)	1041
Football fan	40%	(585)	53%	(767)	6%	(92)	1444
Avid football fan	87%	(536)	11%	(66)	2%	(15)	616
Casual football fan	6%	(49)	85%	(702)	9%	(77)	828
NFL fan	43%	(595)	57%	(801)	—	(0)	1396
Avid NFL fan	100%	(595)	—	(0)	—	(0)	595
Casual NFL fan	—	(0)	100%	(801)	—	(0)	801
Watched SB last year	47%	(543)	42%	(481)	12%	(133)	1157
Didn't watch SB last year	5%	(52)	31%	(320)	64%	(671)	1043
OK brands get political	33%	(260)	36%	(286)	30%	(239)	785
Not OK brands get political	25%	(280)	38%	(422)	37%	(418)	1119
OK social justice	31%	(397)	38%	(486)	32%	(409)	1292
Not OK social justice	22%	(137)	36%	(221)	41%	(253)	612
Likely SB viewer	42%	(568)	46%	(613)	12%	(162)	1344
Unlikely SB viewer	2%	(16)	20%	(145)	78%	(572)	733
More likely to watch SB this year	46%	(267)	43%	(248)	11%	(62)	577
Less likely to watch SB this year	8%	(38)	31%	(148)	61%	(287)	472
Likely host/attend SB party	46%	(186)	37%	(152)	17%	(69)	406
Unlikely host/attend SB party	23%	(380)	37%	(609)	40%	(667)	1656
Watch SB for game	54%	(466)	40%	(347)	5%	(47)	859
Watch SB for halftime	25%	(56)	48%	(109)	27%	(61)	227
Watch SB for ads	19%	(37)	64%	(123)	17%	(33)	193
SB more political	31%	(251)	40%	(327)	29%	(239)	818
SB less political	38%	(126)	34%	(112)	28%	(90)	328
Typically host/attend SB party	46%	(257)	39%	(220)	14%	(79)	556
Typically do not host/attend SB party	21%	(338)	35%	(581)	44%	(725)	1644
Usually pays a lot/some attn to ads	35%	(521)	42%	(632)	23%	(340)	1492
Usually pays not much/no attn to ads	11%	(74)	24%	(169)	66%	(465)	708
Plan to pay a lot/some attn to ads	37%	(500)	43%	(587)	20%	(271)	1359

Continued on next page

**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	27%	(595)	36%	(801)	37%	(804)	2200
Plan to pay not much/no attn to ads	11%	(95)	25%	(214)	63%	(533)	841
Pro football fav sport	68%	(408)	28%	(164)	4%	(23)	596
Fav NFL	42%	(533)	46%	(583)	11%	(139)	1254
Unfav NFL	10%	(46)	29%	(139)	61%	(296)	481
Fav Goodell	54%	(269)	37%	(183)	9%	(44)	496
Unfav Goodell	38%	(185)	39%	(188)	23%	(110)	483
Fav Chiefs	46%	(464)	41%	(415)	12%	(122)	1001
Fav Buccaneers	44%	(361)	43%	(358)	13%	(104)	822
Chiefs fan	43%	(353)	39%	(320)	19%	(156)	828
Buccaneers fan	34%	(204)	45%	(264)	21%	(124)	593
Frequent sports betters	72%	(74)	15%	(16)	13%	(13)	103
Regular sports betters	64%	(143)	22%	(50)	14%	(30)	223
Frequent NFL betters	75%	(88)	14%	(16)	11%	(12)	117
Regular NFL betters	68%	(164)	22%	(52)	10%	(23)	239
Definite SB betters	73%	(97)	22%	(28)	5%	(7)	132
Probable SB betters	59%	(203)	30%	(103)	11%	(36)	341
Believe betting is legal in their state	40%	(262)	36%	(238)	24%	(161)	661
Believe betting is illegal in their state	33%	(128)	36%	(139)	31%	(120)	387
Non-sports fans	2%	(12)	11%	(75)	87%	(593)	681
Gen Z sports fans	22%	(43)	57%	(110)	21%	(40)	194
Millennial sports fans	43%	(180)	45%	(190)	12%	(51)	422
Gen X sports fans	42%	(162)	45%	(173)	12%	(46)	381
Boomer sports fans	38%	(178)	48%	(223)	14%	(65)	466
Sports fans 18-34	33%	(145)	50%	(221)	17%	(73)	439
Sports fans 35-44	44%	(110)	46%	(118)	10%	(25)	253
Sports fans 45-64	41%	(219)	45%	(239)	14%	(72)	530
Sports fans 65+	36%	(108)	50%	(148)	14%	(41)	297
Occasional sports betters	43%	(85)	39%	(77)	17%	(34)	196
Non-sports betters	21%	(367)	38%	(673)	42%	(740)	1781
In legal betting states	29%	(233)	35%	(282)	37%	(300)	814
Outside legal betting states	26%	(362)	37%	(519)	36%	(504)	1386

Continued on next page

**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	27%	(595)	36%	(801)	37%	(804)	2200
Sports fan In legal betting states 21+	42%	(225)	47%	(247)	11%	(58)	530
Sports fan Outside legal betting states 21+	38%	(336)	48%	(426)	15%	(131)	893
Likely SB viewer In legal betting states 21+	48%	(222)	42%	(194)	11%	(49)	464
Likely SB viewer Outside legal betting states 21+	41%	(324)	48%	(382)	11%	(91)	796

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

**Table MCSPdem2:** Did you watch last year's Super Bowl, Super Bowl LIV, on Feb. 2, 2020 between the Kansas City Chiefs and San Francisco 49ers?

Demographic	Yes		No		Total N
Adults	53%	(1157)	47%	(1043)	2200
Gender: Male	63%	(673)	37%	(389)	1062
Gender: Female	43%	(484)	57%	(654)	1138
Age: 18-34	48%	(316)	52%	(340)	655
Age: 35-44	57%	(202)	43%	(155)	358
Age: 45-64	54%	(403)	46%	(348)	751
Age: 65+	54%	(237)	46%	(200)	436
GenZers: 1997-2012	42%	(126)	58%	(173)	299
Millennials: 1981-1996	56%	(331)	44%	(265)	595
GenXers: 1965-1980	53%	(288)	47%	(255)	542
Baby Boomers: 1946-1964	54%	(369)	46%	(315)	685
PID: Dem (no lean)	58%	(518)	42%	(379)	897
PID: Ind (no lean)	45%	(302)	55%	(374)	676
PID: Rep (no lean)	54%	(337)	46%	(289)	627
PID/Gender: Dem Men	69%	(281)	31%	(126)	407
PID/Gender: Dem Women	48%	(237)	52%	(253)	490
PID/Gender: Ind Men	55%	(179)	45%	(148)	327
PID/Gender: Ind Women	35%	(123)	65%	(226)	349
PID/Gender: Rep Men	65%	(213)	35%	(114)	327
PID/Gender: Rep Women	41%	(124)	59%	(175)	299
Ideo: Liberal (1-3)	57%	(365)	43%	(281)	645
Ideo: Moderate (4)	55%	(345)	45%	(276)	621
Ideo: Conservative (5-7)	53%	(356)	47%	(318)	675
Educ: < College	49%	(739)	51%	(773)	1512
Educ: Bachelors degree	57%	(254)	43%	(190)	444
Educ: Post-grad	67%	(164)	33%	(80)	244
Income: Under 50k	45%	(545)	55%	(653)	1198
Income: 50k-100k	58%	(397)	42%	(283)	680
Income: 100k+	67%	(216)	33%	(106)	322
Ethnicity: White	52%	(900)	48%	(821)	1722
Ethnicity: Hispanic	50%	(174)	50%	(176)	349
Ethnicity: Black	55%	(152)	45%	(122)	274
Ethnicity: Other	52%	(105)	48%	(99)	204

Continued on next page

**Table MCSPdem2:** Did you watch last year's Super Bowl, Super Bowl LIV, on Feb. 2, 2020 between the Kansas City Chiefs and San Francisco 49ers?

Demographic	Yes		No		Total N
Adults	53%	(1157)	47%	(1043)	2200
All Christian	57%	(558)	43%	(417)	975
All Non-Christian	62%	(79)	38%	(49)	128
Atheist	50%	(54)	50%	(55)	110
Agnostic/Nothing in particular	46%	(275)	54%	(323)	598
Something Else	49%	(191)	51%	(199)	390
Religious Non-Protestant/Catholic	57%	(87)	43%	(65)	152
Evangelical	51%	(291)	49%	(278)	570
Non-Evangelical	59%	(447)	41%	(314)	761
Community: Urban	58%	(347)	42%	(253)	600
Community: Suburban	53%	(551)	47%	(486)	1037
Community: Rural	46%	(259)	54%	(305)	564
Employ: Private Sector	63%	(403)	37%	(237)	641
Employ: Government	57%	(73)	43%	(56)	128
Employ: Self-Employed	55%	(84)	45%	(69)	153
Employ: Homemaker	47%	(78)	53%	(88)	165
Employ: Student	40%	(50)	60%	(74)	124
Employ: Retired	52%	(261)	48%	(245)	506
Employ: Unemployed	45%	(148)	55%	(184)	332
Employ: Other	41%	(62)	59%	(89)	151
Military HH: Yes	55%	(188)	45%	(153)	341
Military HH: No	52%	(969)	48%	(890)	1859
RD/WT: Right Direction	59%	(526)	41%	(371)	897
RD/WT: Wrong Track	48%	(632)	52%	(672)	1303
Biden Job Approve	55%	(711)	45%	(571)	1282
Biden Job Disapprove	50%	(351)	50%	(348)	698
Biden Job Strongly Approve	57%	(459)	43%	(346)	804
Biden Job Somewhat Approve	53%	(253)	47%	(225)	478
Biden Job Somewhat Disapprove	57%	(108)	43%	(83)	191
Biden Job Strongly Disapprove	48%	(243)	52%	(265)	507
Favorable of Biden	56%	(728)	44%	(577)	1305
Unfavorable of Biden	50%	(377)	50%	(382)	759

Continued on next page

**Table MCSPdem2:** Did you watch last year's Super Bowl, Super Bowl LIV, on Feb. 2, 2020 between the Kansas City Chiefs and San Francisco 49ers?

Demographic	Yes		No		Total N
Adults	53%	(1157)	47%	(1043)	2200
Very Favorable of Biden	59%	(458)	41%	(322)	780
Somewhat Favorable of Biden	51%	(270)	49%	(255)	525
Somewhat Unfavorable of Biden	57%	(109)	43%	(82)	192
Very Unfavorable of Biden	47%	(268)	53%	(300)	567
#1 Issue: Economy	55%	(474)	45%	(394)	868
#1 Issue: Security	45%	(120)	55%	(147)	267
#1 Issue: Health Care	56%	(225)	44%	(179)	404
#1 Issue: Medicare / Social Security	49%	(115)	51%	(121)	236
#1 Issue: Women's Issues	47%	(45)	53%	(50)	96
#1 Issue: Education	55%	(53)	45%	(43)	96
#1 Issue: Energy	57%	(46)	43%	(35)	81
#1 Issue: Other	52%	(79)	48%	(73)	152
2020 Vote: Joe Biden	59%	(619)	41%	(430)	1049
2020 Vote: Donald Trump	54%	(372)	46%	(314)	686
2020 Vote: Other	34%	(21)	66%	(41)	62
2020 Vote: Didn't Vote	36%	(144)	64%	(257)	401
2018 House Vote: Democrat	61%	(454)	39%	(287)	741
2018 House Vote: Republican	56%	(312)	44%	(241)	554
2018 House Vote: Someone else	40%	(21)	60%	(32)	52
2016 Vote: Hillary Clinton	60%	(428)	40%	(280)	707
2016 Vote: Donald Trump	55%	(348)	45%	(281)	628
2016 Vote: Other	50%	(57)	50%	(56)	113
2016 Vote: Didn't Vote	43%	(323)	57%	(426)	749
Voted in 2014: Yes	59%	(707)	41%	(487)	1194
Voted in 2014: No	45%	(450)	55%	(555)	1006
4-Region: Northeast	58%	(227)	42%	(167)	394
4-Region: Midwest	57%	(264)	43%	(198)	462
4-Region: South	49%	(407)	51%	(417)	824
4-Region: West	50%	(260)	50%	(260)	520
Sports fan	68%	(1031)	32%	(488)	1519
Avid sports fan	86%	(413)	14%	(65)	478
Casual sports fan	59%	(618)	41%	(424)	1041

Continued on next page



**Table MCSPdem2:** Did you watch last year's Super Bowl, Super Bowl LIV, on Feb. 2, 2020 between the Kansas City Chiefs and San Francisco 49ers?

Demographic	Yes		No		Total N
Adults	53%	(1157)	47%	(1043)	2200
Football fan	71%	(1032)	29%	(412)	1444
Avid football fan	87%	(539)	13%	(77)	616
Casual football fan	60%	(494)	40%	(334)	828
NFL fan	73%	(1024)	27%	(372)	1396
Avid NFL fan	91%	(543)	9%	(52)	595
Casual NFL fan	60%	(481)	40%	(320)	801
Watched SB last year	100%	(1157)	—	(0)	1157
Didn't watch SB last year	—	(0)	100%	(1043)	1043
OK brands get political	60%	(468)	40%	(316)	785
Not OK brands get political	51%	(572)	49%	(547)	1119
OK social justice	57%	(740)	43%	(552)	1292
Not OK social justice	49%	(299)	51%	(313)	612
Likely SB viewer	79%	(1057)	21%	(287)	1344
Unlikely SB viewer	10%	(70)	90%	(663)	733
More likely to watch SB this year	72%	(417)	28%	(160)	577
Less likely to watch SB this year	31%	(145)	69%	(327)	472
Likely host/attend SB party	75%	(303)	25%	(103)	406
Unlikely host/attend SB party	49%	(813)	51%	(843)	1656
Watch SB for game	86%	(742)	14%	(117)	859
Watch SB for halftime	69%	(156)	31%	(71)	227
Watch SB for ads	69%	(133)	31%	(60)	193
SB more political	61%	(500)	39%	(318)	818
SB less political	65%	(214)	35%	(114)	328
Typically host/attend SB party	81%	(450)	19%	(106)	556
Typically do not host/attend SB party	43%	(707)	57%	(936)	1644
Usually pays a lot/some attn to ads	65%	(972)	35%	(520)	1492
Usually pays not much/no attn to ads	26%	(186)	74%	(522)	708
Plan to pay a lot/some attn to ads	68%	(923)	32%	(435)	1359
Plan to pay not much/no attn to ads	28%	(234)	72%	(607)	841
Pro football fav sport	85%	(507)	15%	(89)	596
Fav NFL	72%	(898)	28%	(356)	1254
Unfav NFL	36%	(172)	64%	(309)	481

Continued on next page

**Table MCSPd2:** Did you watch last year's Super Bowl, Super Bowl LIV, on Feb. 2, 2020 between the Kansas City Chiefs and San Francisco 49ers?

Demographic	Yes		No		Total N
Adults	53%	(1157)	47%	(1043)	2200
Fav Goodell	75%	(372)	25%	(125)	496
Unfav Goodell	70%	(340)	30%	(143)	483
Fav Chiefs	76%	(766)	24%	(236)	1001
Fav Buccaneers	73%	(600)	27%	(222)	822
Chiefs fan	70%	(581)	30%	(248)	828
Buccaneers fan	65%	(385)	35%	(208)	593
Frequent sports betters	84%	(86)	16%	(17)	103
Regular sports betters	81%	(181)	19%	(42)	223
Frequent NFL betters	86%	(100)	14%	(17)	117
Regular NFL betters	85%	(203)	15%	(36)	239
Definite SB betters	91%	(120)	9%	(12)	132
Probable SB betters	80%	(274)	20%	(68)	341
Believe betting is legal in their state	66%	(439)	34%	(222)	661
Believe betting is illegal in their state	63%	(244)	37%	(143)	387
Non-sports fans	19%	(127)	81%	(554)	681
Gen Z sports fans	55%	(106)	45%	(88)	194
Millennial sports fans	67%	(282)	33%	(140)	422
Gen X sports fans	70%	(267)	30%	(114)	381
Boomer sports fans	71%	(333)	29%	(133)	466
Sports fans 18-34	59%	(259)	41%	(179)	439
Sports fans 35-44	74%	(187)	26%	(66)	253
Sports fans 45-64	70%	(370)	30%	(160)	530
Sports fans 65+	72%	(215)	28%	(82)	297
Occasional sports betters	75%	(146)	25%	(50)	196
Non-sports betters	47%	(830)	53%	(950)	1781
In legal betting states	52%	(421)	48%	(393)	814
Outside legal betting states	53%	(736)	47%	(650)	1386
Sports fan In legal betting states 21+	70%	(370)	30%	(160)	530
Sports fan Outside legal betting states 21+	67%	(603)	33%	(291)	893
Likely SB viewer In legal betting states 21+	80%	(370)	20%	(94)	464
Likely SB viewer Outside legal betting states 21+	79%	(625)	21%	(171)	796

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](https://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	299	14%
	Millennials: 1981-1996	595	27%
	GenXers: 1965-1980	542	25%
	Baby Boomers: 1946-1964	685	31%
	N	2122	
xpid3	PID: Dem (no lean)	897	41%
	PID: Ind (no lean)	676	31%
	PID: Rep (no lean)	627	28%
	N	2200	
xpidGender	PID/Gender: Dem Men	407	19%
	PID/Gender: Dem Women	490	22%
	PID/Gender: Ind Men	327	15%
	PID/Gender: Ind Women	349	16%
	PID/Gender: Rep Men	327	15%
	PID/Gender: Rep Women	299	14%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	645	29%
	Ideo: Moderate (4)	621	28%
	Ideo: Conservative (5-7)	675	31%
	N	1941	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

Continued on next page

## Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1198	54%
	Income: 50k-100k	680	31%
	Income: 100k+	322	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	975	44%
	All Non-Christian	128	6%
	Atheist	110	5%
	Agnostic/Nothing in particular	598	27%
	Something Else	390	18%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	152	7%
xdemEvang	Evangelical	570	26%
	Non-Evangelical	761	35%
	N	1331	
xdemUsr	Community: Urban	600	27%
	Community: Suburban	1037	47%
	Community: Rural	564	26%
	N	2200	
xdemEmploy	Employ: Private Sector	641	29%
	Employ: Government	128	6%
	Employ: Self-Employed	153	7%
	Employ: Homemaker	165	8%
	Employ: Student	124	6%
	Employ: Retired	506	23%
	Employ: Unemployed	332	15%
	Employ: Other	151	7%
	N	2200	
xdemMilHH1	Military HH: Yes	341	16%
	Military HH: No	1859	84%
	N	2200	

Continued on next page

## Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnrl	RD/WT: Right Direction	897	41%
	RD/WT: Wrong Track	1303	59%
	N	2200	
xdemBidenApprove	Biden Job Approve	1282	58%
	Biden Job Disapprove	698	32%
	N	1981	
xdemBidenApprove2	Biden Job Strongly Approve	804	37%
	Biden Job Somewhat Approve	478	22%
	Biden Job Somewhat Disapprove	191	9%
	Biden Job Strongly Disapprove	507	23%
	N	1981	
xdemBidenFav	Favorable of Biden	1305	59%
	Unfavorable of Biden	759	35%
	N	2064	
xdemBidenFavFull	Very Favorable of Biden	780	35%
	Somewhat Favorable of Biden	525	24%
	Somewhat Unfavorable of Biden	192	9%
	Very Unfavorable of Biden	567	26%
	N	2064	
xnrl3	#1 Issue: Economy	868	39%
	#1 Issue: Security	267	12%
	#1 Issue: Health Care	404	18%
	#1 Issue: Medicare / Social Security	236	11%
	#1 Issue: Women's Issues	96	4%
	#1 Issue: Education	96	4%
	#1 Issue: Energy	81	4%
	#1 Issue: Other	152	7%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	1049	48%
	2020 Vote: Donald Trump	686	31%
	2020 Vote: Other	62	3%
	2020 Vote: Didn't Vote	401	18%
	N	2198	
xsubVote18O	2018 House Vote: Democrat	741	34%
	2018 House Vote: Republican	554	25%
	2018 House Vote: Someone else	52	2%
	N	1347	

Continued on next page

## Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	707	32%
	2016 Vote: Donald Trump	628	29%
	2016 Vote: Other	113	5%
	2016 Vote: Didn't Vote	749	34%
	N	2198	
xsubVote14O	Voted in 2014: Yes	1194	54%
	Voted in 2014: No	1006	46%
	N	2200	
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 fan	1519	69%
MCSPxdem2	Avid sports fan	478	22%
MCSPxdem3	Casual sports fan	1041	47%
MCSPxdem4	Football fan	1444	66%
MCSPxdem5	Avid football fan	616	28%
MCSPxdem6	Casual football fan	828	38%
MCSPxdem7	NFL fan	1396	63%
MCSPxdem8	Avid NFL fan	595	27%
MCSPxdem9	Casual NFL fan	801	36%
MCSPxdem10	Watched SB last year	1157	53%
MCSPxdem11	Didn't watch SB last year	1043	47%
MCSPxdem12	OK brands get political	785	36%
MCSPxdem13	Not OK brands get political	1119	51%
MCSPxdem14	OK social justice	1292	59%
MCSPxdem15	Not OK social justice	612	28%
MCSPxdem16	Likely SB viewer	1344	61%
MCSPxdem17	Unlikely SB viewer	733	33%
MCSPxdem18	More likely to watch SB this year	577	26%

Continued on next page

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
MCSPxdem19	Less likely to watch SB this year	472	21%
MCSPxdem20	Likely host/attend SB party	406	18%
MCSPxdem21	Unlikely host/attend SB party	1656	75%
MCSPxdem22	Watch SB for game	859	39%
MCSPxdem23	Watch SB for halftime	227	10%
MCSPxdem24	Watch SB for ads	193	9%
MCSPxdem25	SB more political	818	37%
MCSPxdem26	SB less political	328	15%
MCSPxdem27	Typically host/attend SB party	556	25%
MCSPxdem28	Typically do not host/attend SB party	1644	75%
MCSPxdem29	Usually pays a lot/some attn to ads	1492	68%
MCSPxdem30	Usually pays not much/no attn to ads	708	32%
MCSPxdem31	Plan to pay a lot/some attn to ads	1359	62%
MCSPxdem32	Plan to pay not much/no attn to ads	841	38%
MCSPxdem33	Pro football fav sport	596	27%
MCSPxdem34	Fav NFL	1254	57%
MCSPxdem35	Unfav NFL	481	22%
MCSPxdem36	Fav Goodell	496	23%
MCSPxdem37	Unfav Goodell	483	22%
MCSPxdem38	Fav Chiefs	1001	46%
MCSPxdem39	Fav Buccaneers	822	37%
MCSPxdem40	Chiefs fan	828	38%
MCSPxdem41	Buccaneers fan	593	27%
MCSPxdem42	Frequent sports betters	103	5%
MCSPxdem43	Regular sports betters	223	10%
MCSPxdem44	Frequent NFL betters	117	5%
MCSPxdem45	Regular NFL betters	239	11%

Continued on next page

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
MCSPxdem46	Definite SB betters	132	6%
MCSPxdem47	Probable SB betters	341	16%
MCSPxdem48	Believe betting is legal in their state	661	30%
MCSPxdem49	Believe betting is illegal in their state	387	18%
MCSPxdem50	Non-sports fans	681	31%
MCSPxdem51	Gen Z sports fans	194	9%
MCSPxdem52	Millennial sports fans	422	19%
MCSPxdem53	Gen X sports fans	381	17%
MCSPxdem54	Boomer sports fans	466	21%
MCSPxdem55	Sports fans 18-34	439	20%
MCSPxdem56	Sports fans 35-44	253	11%
MCSPxdem57	Sports fans 45-64	530	24%
MCSPxdem58	Sports fans 65+	297	14%
MCSPxdem59	Occasional sports betters	196	9%
MCSPxdem60	Non-sports betters	1781	81%
MCSPxdem61	In legal betting states	814	37%
	Outside legal betting states	1386	63%
	N	2200	
MCSPxdem62	Sports fan In legal betting states 21+	530	24%
	Sports fan Outside legal betting states 21+	893	41%
	N	1423	
MCSPxdem63	Likely SB viewer In legal betting states 21+	464	21%
	Likely SB viewer Outside legal betting states 21+	796	36%
	N	1260	

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



