



National Tracking Poll #210436
April 06-07, 2021

Crosstabulation Results

Methodology:

This poll was conducted between April 6-April 7, 2021 among a sample of 1002 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, education, and region. Results from the full survey have a margin of error of plus or minus 3 percentage points.

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Crosstabulation Results by Respondent Demographics

Table QS1: How often do you watch live sporting events?

Demographic	Almost every day		At least once a week		At least once a month		Once every few months		Never		Total N
Adults	9%	(89)	26%	(263)	16%	(163)	17%	(170)	32%	(317)	1002
Gender: Male	14%	(70)	35%	(172)	15%	(72)	15%	(73)	21%	(102)	489
Gender: Female	4%	(19)	18%	(91)	18%	(92)	19%	(97)	42%	(214)	513
Age: 18-34	13%	(36)	32%	(91)	15%	(43)	14%	(40)	26%	(73)	283
Age: 35-44	12%	(20)	29%	(46)	12%	(19)	16%	(26)	31%	(50)	160
Age: 45-64	7%	(21)	24%	(79)	19%	(64)	18%	(60)	31%	(103)	328
Age: 65+	5%	(12)	20%	(46)	16%	(38)	19%	(43)	39%	(91)	231
London	11%	(15)	27%	(35)	26%	(34)	15%	(19)	22%	(28)	131
North	8%	(25)	16%	(50)	18%	(57)	17%	(55)	41%	(130)	316
South	9%	(20)	29%	(68)	15%	(34)	16%	(38)	31%	(72)	233
Midlands / Wales / East	11%	(24)	26%	(54)	11%	(24)	22%	(45)	30%	(62)	209
Scotland / Northern Ireland	6%	(6)	49%	(55)	13%	(15)	11%	(12)	22%	(24)	112
No qualification	4%	(9)	23%	(53)	13%	(31)	11%	(25)	49%	(113)	232
Level 1 to Level 3	9%	(47)	26%	(128)	17%	(84)	18%	(90)	30%	(151)	499
Level 4	12%	(33)	30%	(81)	18%	(48)	20%	(55)	20%	(53)	271
Income(UK): Under 40,000	7%	(48)	23%	(166)	16%	(119)	17%	(127)	37%	(268)	728
Income(UK): 40,000 - 100,000	15%	(38)	35%	(88)	15%	(39)	15%	(38)	19%	(47)	250
Community: Urban	11%	(33)	31%	(96)	15%	(47)	17%	(53)	26%	(81)	310
Community: Suburban	8%	(38)	26%	(118)	19%	(85)	16%	(73)	31%	(140)	453
Community: Rural	8%	(18)	21%	(49)	13%	(31)	18%	(44)	40%	(96)	239

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

Table QS2: Compared to before the COVID-19 pandemic (coronavirus) spread to the U.K., are you spending more or less time watching live sports, or about the same?

Demographic	Much more time		Some more time		About the same amount of time		Some less time		Much less time		Don't know / No opinion		Total N
Adults	10%	(95)	15%	(152)	47%	(469)	7%	(66)	11%	(111)	11%	(108)	1002
Gender: Male	14%	(69)	20%	(98)	43%	(210)	7%	(35)	9%	(44)	7%	(33)	489
Gender: Female	5%	(27)	11%	(54)	51%	(259)	6%	(32)	13%	(66)	15%	(75)	513
Age: 18-34	14%	(39)	23%	(65)	36%	(101)	5%	(16)	12%	(33)	10%	(29)	283
Age: 35-44	8%	(14)	15%	(24)	50%	(80)	7%	(11)	6%	(9)	14%	(23)	160
Age: 45-64	9%	(30)	12%	(41)	51%	(168)	9%	(29)	10%	(32)	8%	(28)	328
Age: 65+	5%	(13)	10%	(22)	52%	(120)	5%	(11)	16%	(36)	12%	(28)	231
London	11%	(15)	21%	(28)	38%	(49)	7%	(9)	7%	(9)	16%	(21)	131
North	7%	(21)	11%	(34)	50%	(159)	7%	(23)	12%	(37)	13%	(42)	316
South	7%	(16)	16%	(37)	51%	(118)	5%	(13)	14%	(33)	7%	(17)	233
Midlands / Wales / East	12%	(25)	13%	(26)	49%	(102)	7%	(15)	12%	(25)	7%	(16)	209
Scotland / Northern Ireland	16%	(18)	24%	(27)	37%	(41)	6%	(7)	6%	(6)	11%	(13)	112
No qualification	11%	(25)	9%	(21)	41%	(96)	2%	(5)	16%	(36)	21%	(48)	232
Level 1 to Level 3	8%	(40)	15%	(75)	49%	(246)	9%	(45)	10%	(52)	8%	(42)	499
Level 4	11%	(30)	21%	(56)	47%	(127)	6%	(16)	8%	(23)	7%	(18)	271
Income(UK): Under 40,000	8%	(57)	12%	(91)	49%	(354)	6%	(46)	12%	(91)	12%	(89)	728
Income(UK): 40,000 - 100,000	15%	(37)	23%	(57)	40%	(101)	8%	(19)	7%	(18)	7%	(18)	250
Community: Urban	14%	(44)	19%	(58)	37%	(116)	7%	(21)	9%	(26)	15%	(45)	310
Community: Suburban	8%	(37)	14%	(62)	51%	(231)	7%	(30)	14%	(62)	7%	(30)	453
Community: Rural	6%	(14)	13%	(32)	51%	(122)	7%	(16)	9%	(22)	14%	(33)	239

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

Table QS3_1: In general, would you consider yourself an avid fan, a casual fan, or not a fan at all of the following?
Sports in general

Demographic	Avid fan		Casual fan		Not a fan		Never heard of it		Total N
Adults	16%	(159)	44%	(442)	35%	(346)	5%	(55)	1002
Gender: Male	25%	(121)	48%	(235)	25%	(121)	2%	(12)	489
Gender: Female	7%	(38)	40%	(207)	44%	(225)	8%	(43)	513
Age: 18-34	18%	(52)	43%	(122)	29%	(82)	10%	(28)	283
Age: 35-44	14%	(22)	43%	(68)	33%	(53)	11%	(18)	160
Age: 45-64	14%	(45)	46%	(151)	38%	(125)	2%	(7)	328
Age: 65+	18%	(41)	44%	(101)	38%	(87)	1%	(3)	231
London	19%	(25)	44%	(58)	32%	(42)	5%	(6)	131
North	13%	(42)	42%	(134)	38%	(119)	7%	(22)	316
South	22%	(50)	46%	(107)	29%	(67)	4%	(10)	233
Midlands / Wales / East	14%	(28)	40%	(84)	40%	(83)	6%	(13)	209
Scotland / Northern Ireland	12%	(13)	53%	(59)	31%	(35)	4%	(4)	112
No qualification	12%	(27)	41%	(95)	44%	(102)	4%	(9)	232
Level 1 to Level 3	16%	(78)	44%	(218)	34%	(171)	6%	(32)	499
Level 4	20%	(54)	48%	(130)	27%	(73)	5%	(14)	271
Income(UK): Under 40,000	13%	(95)	42%	(309)	39%	(282)	6%	(42)	728
Income(UK): 40,000 - 100,000	23%	(58)	48%	(121)	24%	(59)	5%	(12)	250
Community: Urban	17%	(52)	44%	(136)	32%	(99)	7%	(22)	310
Community: Suburban	16%	(71)	43%	(194)	37%	(166)	5%	(21)	453
Community: Rural	15%	(36)	47%	(111)	34%	(80)	5%	(12)	239

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

Table QS3_2: In general, would you consider yourself an avid fan, a casual fan, or not a fan at all of the following?

ATP Tour

Demographic	Avid fan		Casual fan		Not a fan		Never heard of it		Total N
Adults	4%	(37)	14%	(144)	49%	(488)	33%	(333)	1002
Gender: Male	5%	(26)	18%	(90)	55%	(271)	21%	(101)	489
Gender: Female	2%	(11)	10%	(54)	42%	(217)	45%	(232)	513
Age: 18-34	4%	(12)	16%	(45)	44%	(124)	36%	(102)	283
Age: 35-44	6%	(9)	18%	(29)	39%	(62)	37%	(60)	160
Age: 45-64	4%	(12)	13%	(41)	53%	(172)	31%	(102)	328
Age: 65+	2%	(4)	12%	(29)	56%	(130)	30%	(69)	231
London	5%	(6)	15%	(19)	56%	(73)	25%	(33)	131
North	3%	(10)	13%	(40)	44%	(138)	41%	(129)	316
South	4%	(10)	16%	(37)	46%	(108)	34%	(78)	233
Midlands / Wales / East	4%	(8)	14%	(28)	50%	(105)	33%	(68)	209
Scotland / Northern Ireland	2%	(2)	17%	(19)	58%	(65)	23%	(25)	112
No qualification	—	(0)	14%	(32)	46%	(107)	40%	(94)	232
Level 1 to Level 3	5%	(23)	13%	(64)	50%	(252)	32%	(160)	499
Level 4	5%	(14)	18%	(48)	48%	(129)	29%	(79)	271
Income(UK): Under 40,000	3%	(20)	12%	(89)	48%	(349)	37%	(270)	728
Income(UK): 40,000 - 100,000	6%	(15)	20%	(51)	52%	(129)	22%	(55)	250
Community: Urban	5%	(16)	17%	(52)	48%	(147)	31%	(95)	310
Community: Suburban	3%	(12)	14%	(63)	50%	(228)	33%	(149)	453
Community: Rural	4%	(9)	12%	(29)	47%	(113)	37%	(89)	239

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

Table QS3_3: In general, would you consider yourself an avid fan, a casual fan, or not a fan at all of the following?

Esports

Demographic	Avid fan		Casual fan		Not a fan		Never heard of it		Total N
Adults	3%	(35)	16%	(155)	61%	(616)	20%	(196)	1002
Gender: Male	4%	(20)	21%	(101)	67%	(327)	8%	(41)	489
Gender: Female	3%	(15)	11%	(54)	56%	(289)	30%	(155)	513
Age: 18-34	9%	(25)	26%	(74)	50%	(141)	15%	(43)	283
Age: 35-44	3%	(5)	17%	(28)	58%	(93)	22%	(35)	160
Age: 45-64	1%	(3)	12%	(41)	71%	(232)	16%	(51)	328
Age: 65+	—	(1)	6%	(13)	65%	(150)	29%	(67)	231
London	7%	(10)	22%	(29)	52%	(69)	18%	(24)	131
North	2%	(6)	10%	(33)	62%	(198)	25%	(80)	316
South	3%	(7)	15%	(36)	65%	(151)	17%	(40)	233
Midlands / Wales / East	3%	(6)	18%	(38)	60%	(126)	18%	(38)	209
Scotland / Northern Ireland	6%	(6)	18%	(20)	65%	(73)	12%	(13)	112
No qualification	2%	(5)	9%	(20)	62%	(143)	27%	(64)	232
Level 1 to Level 3	3%	(17)	18%	(88)	61%	(304)	18%	(90)	499
Level 4	5%	(12)	18%	(48)	62%	(169)	15%	(42)	271
Income(UK): Under 40,000	3%	(19)	14%	(104)	61%	(445)	22%	(160)	728
Income(UK): 40,000 - 100,000	6%	(15)	19%	(48)	62%	(155)	13%	(32)	250
Community: Urban	7%	(21)	19%	(59)	54%	(166)	21%	(64)	310
Community: Suburban	2%	(8)	14%	(62)	68%	(307)	17%	(76)	453
Community: Rural	3%	(6)	14%	(34)	60%	(143)	23%	(56)	239

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

Table QS3_4: In general, would you consider yourself an avid fan, a casual fan, or not a fan at all of the following?

Formula 1

Demographic	Avid fan		Casual fan		Not a fan		Never heard of it		Total N
Adults	14%	(139)	33%	(326)	49%	(495)	4%	(42)	1002
Gender: Male	19%	(93)	34%	(167)	44%	(217)	2%	(12)	489
Gender: Female	9%	(46)	31%	(159)	54%	(278)	6%	(30)	513
Age: 18-34	11%	(30)	37%	(105)	45%	(126)	8%	(22)	283
Age: 35-44	16%	(25)	28%	(45)	50%	(80)	6%	(10)	160
Age: 45-64	14%	(45)	33%	(107)	51%	(168)	3%	(8)	328
Age: 65+	17%	(38)	30%	(69)	53%	(121)	1%	(2)	231
London	18%	(23)	29%	(38)	48%	(63)	6%	(8)	131
North	13%	(40)	38%	(120)	46%	(145)	3%	(11)	316
South	14%	(34)	31%	(72)	51%	(118)	4%	(9)	233
Midlands / Wales / East	12%	(25)	32%	(66)	52%	(109)	4%	(9)	209
Scotland / Northern Ireland	16%	(18)	27%	(30)	53%	(60)	5%	(5)	112
No qualification	7%	(17)	34%	(80)	56%	(131)	2%	(5)	232
Level 1 to Level 3	15%	(75)	32%	(161)	48%	(241)	4%	(22)	499
Level 4	18%	(48)	31%	(85)	45%	(123)	6%	(15)	271
Income(UK): Under 40,000	12%	(90)	30%	(222)	53%	(387)	4%	(29)	728
Income(UK): 40,000 - 100,000	17%	(43)	38%	(96)	40%	(101)	4%	(10)	250
Community: Urban	17%	(54)	27%	(85)	51%	(157)	5%	(14)	310
Community: Suburban	12%	(53)	34%	(156)	50%	(227)	4%	(17)	453
Community: Rural	13%	(32)	36%	(86)	46%	(111)	4%	(11)	239

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

Table QS3_5: In general, would you consider yourself an avid fan, a casual fan, or not a fan at all of the following?

IndyCar

Demographic	Avid fan		Casual fan		Not a fan		Never heard of it		Total N
Adults	1%	(13)	14%	(135)	60%	(604)	25%	(250)	1002
Gender: Male	2%	(12)	21%	(102)	65%	(317)	12%	(58)	489
Gender: Female	—	(2)	7%	(34)	56%	(286)	37%	(191)	513
Age: 18-34	2%	(5)	15%	(41)	46%	(129)	38%	(107)	283
Age: 35-44	3%	(4)	10%	(17)	54%	(87)	32%	(52)	160
Age: 45-64	1%	(2)	14%	(46)	69%	(226)	16%	(53)	328
Age: 65+	1%	(2)	14%	(31)	70%	(161)	16%	(37)	231
London	2%	(2)	11%	(14)	62%	(81)	25%	(33)	131
North	1%	(3)	10%	(32)	60%	(190)	29%	(91)	316
South	2%	(6)	10%	(23)	60%	(139)	28%	(66)	233
Midlands / Wales / East	—	(1)	18%	(38)	60%	(126)	21%	(43)	209
Scotland / Northern Ireland	1%	(2)	25%	(28)	60%	(67)	14%	(16)	112
No qualification	—	(0)	14%	(32)	62%	(145)	24%	(55)	232
Level 1 to Level 3	1%	(7)	15%	(74)	58%	(292)	25%	(126)	499
Level 4	2%	(6)	11%	(30)	62%	(167)	25%	(69)	271
Income(UK): Under 40,000	1%	(7)	13%	(92)	60%	(440)	26%	(189)	728
Income(UK): 40,000 - 100,000	2%	(6)	16%	(39)	59%	(148)	23%	(57)	250
Community: Urban	2%	(5)	15%	(48)	53%	(164)	30%	(93)	310
Community: Suburban	1%	(6)	11%	(51)	64%	(289)	24%	(107)	453
Community: Rural	1%	(2)	15%	(36)	63%	(150)	21%	(50)	239

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

Table QS3_6: In general, would you consider yourself an avid fan, a casual fan, or not a fan at all of the following?

LPGA Tour

Demographic	Avid fan		Casual fan		Not a fan		Never heard of it		Total N
Adults	1%	(9)	11%	(114)	55%	(555)	32%	(325)	1002
Gender: Male	2%	(8)	18%	(87)	64%	(311)	17%	(83)	489
Gender: Female	—	(1)	5%	(26)	47%	(243)	47%	(242)	513
Age: 18-34	1%	(3)	16%	(45)	45%	(129)	37%	(106)	283
Age: 35-44	—	(1)	10%	(16)	55%	(89)	35%	(55)	160
Age: 45-64	1%	(4)	9%	(31)	63%	(207)	26%	(86)	328
Age: 65+	—	(1)	10%	(22)	57%	(131)	33%	(77)	231
London	1%	(2)	12%	(15)	53%	(69)	34%	(45)	131
North	1%	(2)	9%	(30)	49%	(156)	41%	(129)	316
South	1%	(3)	11%	(25)	57%	(134)	31%	(72)	233
Midlands / Wales / East	—	(1)	13%	(27)	60%	(124)	27%	(56)	209
Scotland / Northern Ireland	1%	(1)	15%	(17)	64%	(71)	20%	(23)	112
No qualification	—	(0)	7%	(16)	53%	(123)	40%	(94)	232
Level 1 to Level 3	1%	(6)	11%	(57)	57%	(283)	31%	(153)	499
Level 4	1%	(3)	15%	(41)	55%	(149)	29%	(78)	271
Income(UK): Under 40,000	1%	(5)	10%	(69)	53%	(388)	36%	(266)	728
Income(UK): 40,000 - 100,000	1%	(4)	15%	(38)	62%	(156)	21%	(53)	250
Community: Urban	1%	(2)	12%	(36)	53%	(165)	35%	(107)	310
Community: Suburban	1%	(4)	12%	(52)	58%	(260)	30%	(136)	453
Community: Rural	1%	(3)	11%	(25)	54%	(130)	34%	(81)	239

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

Table QS3_7: In general, would you consider yourself an avid fan, a casual fan, or not a fan at all of the following?
Major League Baseball

Demographic	Avid fan		Casual fan		Not a fan		Never heard of it		Total N
Adults	2%	(17)	10%	(104)	70%	(700)	18%	(181)	1002
Gender: Male	1%	(7)	13%	(64)	76%	(374)	9%	(44)	489
Gender: Female	2%	(10)	8%	(40)	64%	(326)	27%	(137)	513
Age: 18-34	3%	(10)	18%	(51)	55%	(156)	23%	(66)	283
Age: 35-44	1%	(2)	12%	(20)	61%	(98)	25%	(41)	160
Age: 45-64	1%	(2)	6%	(20)	78%	(255)	16%	(51)	328
Age: 65+	1%	(3)	6%	(13)	83%	(191)	10%	(23)	231
London	4%	(6)	13%	(18)	64%	(84)	19%	(24)	131
North	1%	(2)	7%	(22)	72%	(228)	20%	(64)	316
South	2%	(5)	12%	(28)	71%	(166)	15%	(34)	233
Midlands / Wales / East	1%	(2)	12%	(25)	65%	(137)	22%	(45)	209
Scotland / Northern Ireland	2%	(2)	11%	(12)	76%	(85)	12%	(13)	112
No qualification	—	(0)	9%	(22)	75%	(173)	16%	(38)	232
Level 1 to Level 3	2%	(8)	9%	(45)	70%	(350)	19%	(96)	499
Level 4	3%	(8)	14%	(38)	65%	(177)	18%	(48)	271
Income(UK): Under 40,000	1%	(9)	9%	(68)	70%	(509)	19%	(141)	728
Income(UK): 40,000 - 100,000	2%	(6)	13%	(33)	71%	(178)	14%	(34)	250
Community: Urban	2%	(8)	14%	(45)	64%	(199)	19%	(59)	310
Community: Suburban	2%	(8)	8%	(37)	73%	(332)	17%	(77)	453
Community: Rural	1%	(1)	10%	(23)	71%	(169)	19%	(46)	239

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

Table QS3_8: In general, would you consider yourself an avid fan, a casual fan, or not a fan at all of the following?

Major League Soccer

Demographic	Avid fan		Casual fan		Not a fan		Never heard of it		Total N
Adults	4%	(35)	18%	(179)	60%	(600)	19%	(188)	1002
Gender: Male	4%	(20)	23%	(114)	64%	(313)	9%	(42)	489
Gender: Female	3%	(15)	13%	(65)	56%	(287)	28%	(146)	513
Age: 18-34	5%	(14)	24%	(69)	47%	(132)	24%	(69)	283
Age: 35-44	4%	(6)	18%	(28)	47%	(76)	31%	(50)	160
Age: 45-64	3%	(10)	16%	(53)	68%	(223)	13%	(42)	328
Age: 65+	2%	(5)	12%	(29)	73%	(169)	12%	(28)	231
London	8%	(10)	19%	(25)	51%	(67)	22%	(29)	131
North	1%	(4)	11%	(34)	66%	(210)	21%	(68)	316
South	3%	(7)	21%	(50)	61%	(142)	15%	(35)	233
Midlands / Wales / East	4%	(9)	23%	(48)	52%	(109)	20%	(43)	209
Scotland / Northern Ireland	4%	(4)	19%	(22)	64%	(72)	13%	(14)	112
No qualification	—	(0)	16%	(36)	66%	(152)	19%	(44)	232
Level 1 to Level 3	4%	(21)	18%	(89)	58%	(291)	20%	(98)	499
Level 4	5%	(14)	20%	(53)	58%	(157)	17%	(46)	271
Income(UK): Under 40,000	2%	(15)	16%	(118)	61%	(442)	21%	(153)	728
Income(UK): 40,000 - 100,000	8%	(20)	22%	(54)	59%	(147)	12%	(29)	250
Community: Urban	4%	(14)	21%	(65)	53%	(164)	22%	(68)	310
Community: Suburban	2%	(11)	18%	(80)	64%	(292)	15%	(70)	453
Community: Rural	4%	(11)	14%	(34)	60%	(145)	21%	(50)	239

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

Table QS3_9: In general, would you consider yourself an avid fan, a casual fan, or not a fan at all of the following?

MotoGP

Demographic	Avid fan		Casual fan		Not a fan		Never heard of it		Total N
Adults	5%	(47)	18%	(177)	62%	(626)	15%	(153)	1002
Gender: Male	6%	(28)	24%	(116)	63%	(308)	7%	(37)	489
Gender: Female	4%	(19)	12%	(61)	62%	(317)	23%	(116)	513
Age: 18-34	6%	(18)	21%	(60)	48%	(137)	24%	(68)	283
Age: 35-44	4%	(7)	19%	(31)	57%	(92)	19%	(31)	160
Age: 45-64	5%	(16)	15%	(49)	70%	(230)	10%	(32)	328
Age: 65+	3%	(6)	16%	(37)	72%	(166)	9%	(21)	231
London	5%	(7)	16%	(20)	56%	(73)	23%	(31)	131
North	5%	(15)	12%	(38)	69%	(217)	15%	(46)	316
South	5%	(12)	19%	(44)	61%	(143)	15%	(36)	233
Midlands / Wales / East	2%	(5)	25%	(51)	61%	(128)	12%	(25)	209
Scotland / Northern Ireland	8%	(9)	21%	(23)	58%	(65)	14%	(15)	112
No qualification	2%	(5)	16%	(38)	70%	(162)	11%	(27)	232
Level 1 to Level 3	6%	(28)	19%	(95)	59%	(293)	17%	(82)	499
Level 4	5%	(13)	16%	(44)	63%	(170)	16%	(44)	271
Income(UK): Under 40,000	3%	(25)	17%	(122)	63%	(460)	17%	(122)	728
Income(UK): 40,000 - 100,000	8%	(20)	21%	(53)	60%	(151)	11%	(27)	250
Community: Urban	6%	(20)	21%	(64)	52%	(162)	21%	(64)	310
Community: Suburban	5%	(20)	15%	(68)	66%	(300)	14%	(64)	453
Community: Rural	3%	(7)	19%	(45)	68%	(163)	10%	(25)	239

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

Table QS3_10: In general, would you consider yourself an avid fan, a casual fan, or not a fan at all of the following?

NASCAR

Demographic	Avid fan		Casual fan		Not a fan		Never heard of it		Total N
Adults	2%	(19)	14%	(141)	63%	(630)	21%	(212)	1002
Gender: Male	3%	(14)	19%	(93)	67%	(329)	11%	(53)	489
Gender: Female	1%	(5)	10%	(49)	59%	(301)	31%	(159)	513
Age: 18-34	4%	(11)	15%	(42)	59%	(168)	22%	(62)	283
Age: 35-44	2%	(4)	14%	(22)	62%	(99)	22%	(36)	160
Age: 45-64	1%	(2)	15%	(50)	64%	(209)	20%	(66)	328
Age: 65+	1%	(2)	12%	(28)	66%	(153)	21%	(48)	231
London	3%	(3)	16%	(21)	64%	(83)	18%	(24)	131
North	1%	(4)	13%	(42)	63%	(200)	22%	(69)	316
South	2%	(5)	13%	(31)	63%	(147)	22%	(50)	233
Midlands / Wales / East	1%	(3)	10%	(21)	67%	(140)	22%	(45)	209
Scotland / Northern Ireland	3%	(3)	23%	(26)	54%	(60)	21%	(23)	112
No qualification	—	(0)	14%	(32)	67%	(155)	20%	(46)	232
Level 1 to Level 3	2%	(11)	16%	(81)	60%	(297)	22%	(109)	499
Level 4	3%	(7)	11%	(29)	66%	(178)	21%	(57)	271
Income(UK): Under 40,000	1%	(8)	14%	(99)	62%	(455)	23%	(166)	728
Income(UK): 40,000 - 100,000	4%	(9)	16%	(39)	63%	(159)	17%	(43)	250
Community: Urban	2%	(7)	16%	(49)	59%	(182)	24%	(73)	310
Community: Suburban	1%	(5)	12%	(53)	68%	(306)	20%	(89)	453
Community: Rural	3%	(7)	17%	(40)	59%	(142)	21%	(50)	239

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

Table QS3_11: In general, would you consider yourself an avid fan, a casual fan, or not a fan at all of the following?
National Basketball Association

Demographic	Avid fan		Casual fan		Not a fan		Never heard of it		Total N
Adults	3%	(33)	12%	(121)	66%	(659)	19%	(189)	1002
Gender: Male	5%	(26)	14%	(69)	70%	(342)	11%	(52)	489
Gender: Female	1%	(7)	10%	(52)	62%	(317)	27%	(137)	513
Age: 18-34	6%	(18)	20%	(57)	51%	(143)	23%	(66)	283
Age: 35-44	4%	(6)	14%	(22)	54%	(86)	28%	(45)	160
Age: 45-64	2%	(8)	6%	(20)	75%	(246)	16%	(54)	328
Age: 65+	—	(1)	9%	(22)	80%	(184)	11%	(24)	231
London	7%	(9)	19%	(24)	60%	(79)	15%	(19)	131
North	2%	(5)	8%	(26)	69%	(217)	21%	(68)	316
South	3%	(8)	10%	(23)	65%	(151)	22%	(51)	233
Midlands / Wales / East	4%	(8)	14%	(28)	63%	(131)	19%	(41)	209
Scotland / Northern Ireland	2%	(2)	17%	(19)	72%	(81)	9%	(10)	112
No qualification	—	(0)	10%	(22)	70%	(162)	21%	(48)	232
Level 1 to Level 3	4%	(19)	11%	(54)	65%	(324)	20%	(102)	499
Level 4	5%	(13)	17%	(45)	64%	(173)	14%	(39)	271
Income(UK): Under 40,000	2%	(15)	11%	(80)	66%	(482)	21%	(151)	728
Income(UK): 40,000 - 100,000	7%	(17)	16%	(39)	65%	(162)	13%	(33)	250
Community: Urban	6%	(20)	17%	(53)	54%	(167)	23%	(71)	310
Community: Suburban	3%	(12)	10%	(47)	73%	(331)	14%	(63)	453
Community: Rural	1%	(2)	9%	(21)	67%	(161)	23%	(55)	239

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

Table QS3_12: In general, would you consider yourself an avid fan, a casual fan, or not a fan at all of the following?

National Football League

Demographic	Avid fan		Casual fan		Not a fan		Never heard of it		Total N
Adults	8%	(83)	31%	(309)	51%	(507)	10%	(104)	1002
Gender: Male	11%	(56)	36%	(178)	47%	(230)	5%	(25)	489
Gender: Female	5%	(27)	25%	(130)	54%	(277)	15%	(79)	513
Age: 18-34	12%	(33)	35%	(100)	37%	(106)	16%	(44)	283
Age: 35-44	8%	(13)	29%	(47)	49%	(78)	14%	(22)	160
Age: 45-64	8%	(27)	27%	(89)	57%	(185)	8%	(26)	328
Age: 65+	4%	(9)	31%	(73)	60%	(138)	5%	(11)	231
London	12%	(16)	32%	(43)	43%	(56)	13%	(17)	131
North	6%	(18)	26%	(81)	57%	(179)	12%	(38)	316
South	10%	(24)	37%	(87)	47%	(110)	6%	(14)	233
Midlands / Wales / East	9%	(18)	28%	(59)	50%	(105)	13%	(27)	209
Scotland / Northern Ireland	7%	(8)	35%	(39)	51%	(57)	8%	(9)	112
No qualification	2%	(5)	32%	(75)	57%	(134)	8%	(19)	232
Level 1 to Level 3	10%	(51)	29%	(143)	50%	(249)	11%	(56)	499
Level 4	10%	(27)	33%	(90)	46%	(124)	11%	(29)	271
Income(UK): Under 40,000	7%	(49)	29%	(210)	54%	(390)	11%	(80)	728
Income(UK): 40,000 - 100,000	13%	(33)	36%	(90)	43%	(106)	9%	(21)	250
Community: Urban	11%	(33)	33%	(103)	43%	(133)	13%	(41)	310
Community: Suburban	7%	(32)	31%	(142)	54%	(247)	7%	(31)	453
Community: Rural	7%	(17)	27%	(64)	53%	(127)	13%	(31)	239

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

Table QS3_13: In general, would you consider yourself an avid fan, a casual fan, or not a fan at all of the following?
National Hockey League

Demographic	Avid fan		Casual fan		Not a fan		Never heard of it		Total N
Adults	2%	(15)	11%	(107)	67%	(676)	20%	(204)	1002
Gender: Male	2%	(9)	15%	(73)	73%	(355)	11%	(52)	489
Gender: Female	1%	(6)	7%	(33)	62%	(320)	30%	(153)	513
Age: 18-34	2%	(6)	17%	(49)	52%	(147)	28%	(80)	283
Age: 35-44	3%	(5)	14%	(22)	54%	(86)	30%	(48)	160
Age: 45-64	1%	(4)	7%	(22)	78%	(254)	15%	(48)	328
Age: 65+	—	(0)	6%	(14)	82%	(188)	12%	(28)	231
London	3%	(4)	12%	(15)	67%	(88)	19%	(24)	131
North	2%	(5)	7%	(23)	72%	(228)	19%	(61)	316
South	1%	(2)	9%	(20)	69%	(160)	22%	(51)	233
Midlands / Wales / East	1%	(2)	13%	(28)	62%	(130)	24%	(49)	209
Scotland / Northern Ireland	2%	(3)	18%	(20)	63%	(70)	17%	(19)	112
No qualification	—	(0)	7%	(16)	72%	(167)	21%	(50)	232
Level 1 to Level 3	2%	(11)	11%	(56)	67%	(332)	20%	(100)	499
Level 4	2%	(4)	13%	(35)	65%	(177)	20%	(55)	271
Income(UK): Under 40,000	2%	(11)	10%	(70)	67%	(490)	22%	(157)	728
Income(UK): 40,000 - 100,000	2%	(4)	13%	(34)	69%	(172)	16%	(40)	250
Community: Urban	2%	(6)	16%	(50)	59%	(182)	23%	(72)	310
Community: Suburban	1%	(5)	9%	(40)	72%	(324)	18%	(83)	453
Community: Rural	2%	(4)	7%	(17)	71%	(170)	20%	(49)	239

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

Table QS3_14: In general, would you consider yourself an avid fan, a casual fan, or not a fan at all of the following?

PGA Tour

Demographic	Avid fan		Casual fan		Not a fan		Never heard of it		Total N
Adults	5%	(50)	17%	(173)	59%	(593)	19%	(186)	1002
Gender: Male	8%	(37)	26%	(127)	59%	(287)	8%	(38)	489
Gender: Female	2%	(13)	9%	(46)	60%	(306)	29%	(148)	513
Age: 18-34	7%	(19)	17%	(49)	50%	(142)	26%	(73)	283
Age: 35-44	5%	(7)	14%	(23)	58%	(92)	24%	(38)	160
Age: 45-64	5%	(16)	15%	(50)	65%	(213)	15%	(49)	328
Age: 65+	3%	(7)	22%	(51)	63%	(146)	11%	(26)	231
London	6%	(7)	10%	(13)	59%	(77)	26%	(34)	131
North	4%	(12)	15%	(48)	64%	(201)	18%	(55)	316
South	6%	(15)	18%	(41)	58%	(136)	18%	(41)	233
Midlands / Wales / East	4%	(8)	20%	(42)	55%	(115)	21%	(44)	209
Scotland / Northern Ireland	7%	(8)	26%	(29)	57%	(64)	11%	(12)	112
No qualification	2%	(5)	17%	(38)	66%	(153)	15%	(36)	232
Level 1 to Level 3	5%	(25)	16%	(82)	59%	(294)	20%	(98)	499
Level 4	7%	(19)	19%	(52)	54%	(146)	20%	(53)	271
Income(UK): Under 40,000	4%	(28)	15%	(111)	60%	(437)	21%	(153)	728
Income(UK): 40,000 - 100,000	8%	(19)	22%	(55)	59%	(149)	11%	(28)	250
Community: Urban	6%	(18)	18%	(56)	53%	(164)	23%	(72)	310
Community: Suburban	6%	(25)	15%	(68)	62%	(283)	17%	(77)	453
Community: Rural	3%	(6)	21%	(49)	61%	(146)	16%	(37)	239

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

Table QS3_15: In general, would you consider yourself an avid fan, a casual fan, or not a fan at all of the following?

Demographic	Avid fan		Casual fan		Not a fan		Never heard of it		Total N
Adults	7%	(67)	16%	(157)	54%	(536)	24%	(242)	1002
Gender: Male	8%	(40)	20%	(98)	54%	(264)	18%	(88)	489
Gender: Female	5%	(27)	12%	(60)	53%	(272)	30%	(153)	513
Age: 18-34	17%	(47)	27%	(76)	44%	(123)	13%	(37)	283
Age: 35-44	5%	(8)	25%	(39)	46%	(75)	24%	(39)	160
Age: 45-64	3%	(11)	12%	(38)	60%	(198)	25%	(81)	328
Age: 65+	1%	(1)	2%	(4)	61%	(141)	37%	(85)	231
London	9%	(12)	23%	(30)	40%	(52)	28%	(37)	131
North	4%	(11)	10%	(32)	57%	(180)	30%	(94)	316
South	8%	(18)	20%	(46)	55%	(127)	18%	(42)	233
Midlands / Wales / East	10%	(22)	17%	(35)	53%	(110)	20%	(43)	209
Scotland / Northern Ireland	4%	(5)	13%	(15)	59%	(67)	23%	(26)	112
No qualification	7%	(15)	8%	(19)	62%	(145)	23%	(53)	232
Level 1 to Level 3	8%	(38)	16%	(82)	52%	(260)	24%	(119)	499
Level 4	5%	(14)	21%	(56)	49%	(132)	25%	(69)	271
Income(UK): Under 40,000	6%	(47)	14%	(105)	54%	(395)	25%	(181)	728
Income(UK): 40,000 - 100,000	8%	(21)	19%	(47)	52%	(130)	21%	(52)	250
Community: Urban	8%	(25)	20%	(63)	47%	(146)	24%	(76)	310
Community: Suburban	8%	(37)	15%	(68)	53%	(240)	24%	(108)	453
Community: Rural	2%	(5)	11%	(26)	63%	(150)	24%	(58)	239

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

Table QS3_16: In general, would you consider yourself an avid fan, a casual fan, or not a fan at all of the following?

WNBA

Demographic	Avid fan		Casual fan		Not a fan		Never heard of it		Total N
Adults	1%	(10)	6%	(60)	50%	(504)	43%	(428)	1002
Gender: Male	1%	(4)	8%	(38)	62%	(301)	30%	(146)	489
Gender: Female	1%	(6)	4%	(23)	40%	(203)	55%	(282)	513
Age: 18-34	2%	(5)	11%	(30)	45%	(128)	42%	(120)	283
Age: 35-44	1%	(2)	9%	(14)	46%	(74)	44%	(70)	160
Age: 45-64	1%	(2)	4%	(12)	53%	(172)	43%	(141)	328
Age: 65+	—	(1)	2%	(4)	56%	(129)	42%	(97)	231
London	3%	(4)	12%	(16)	45%	(59)	40%	(52)	131
North	1%	(2)	3%	(9)	45%	(142)	52%	(164)	316
South	1%	(3)	4%	(9)	54%	(127)	41%	(95)	233
Midlands / Wales / East	—	(0)	10%	(20)	50%	(105)	40%	(84)	209
Scotland / Northern Ireland	1%	(1)	6%	(7)	64%	(71)	30%	(33)	112
No qualification	—	(0)	2%	(5)	50%	(116)	48%	(111)	232
Level 1 to Level 3	1%	(6)	7%	(35)	50%	(247)	42%	(211)	499
Level 4	2%	(4)	8%	(21)	52%	(140)	39%	(105)	271
Income(UK): Under 40,000	1%	(5)	5%	(38)	47%	(343)	47%	(342)	728
Income(UK): 40,000 - 100,000	2%	(5)	7%	(19)	59%	(148)	31%	(79)	250
Community: Urban	2%	(5)	10%	(30)	45%	(140)	43%	(135)	310
Community: Suburban	1%	(3)	5%	(22)	52%	(235)	43%	(193)	453
Community: Rural	1%	(2)	3%	(8)	54%	(129)	42%	(101)	239

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

Table QS3_17: In general, would you consider yourself an avid fan, a casual fan, or not a fan at all of the following?

WTA Tour

Demographic	Avid fan		Casual fan		Not a fan		Never heard of it		Total N
Adults	2%	(17)	14%	(141)	50%	(498)	35%	(347)	1002
Gender: Male	3%	(14)	17%	(85)	60%	(293)	20%	(97)	489
Gender: Female	1%	(3)	11%	(56)	40%	(204)	49%	(250)	513
Age: 18-34	2%	(5)	18%	(51)	44%	(126)	36%	(101)	283
Age: 35-44	3%	(4)	14%	(22)	49%	(78)	35%	(56)	160
Age: 45-64	2%	(5)	12%	(40)	51%	(166)	36%	(116)	328
Age: 65+	1%	(2)	12%	(28)	55%	(127)	32%	(74)	231
London	3%	(4)	14%	(18)	48%	(62)	35%	(47)	131
North	1%	(5)	10%	(33)	49%	(155)	39%	(124)	316
South	3%	(7)	16%	(38)	45%	(104)	36%	(85)	233
Midlands / Wales / East	1%	(2)	16%	(33)	51%	(107)	32%	(67)	209
Scotland / Northern Ireland	—	(0)	16%	(18)	62%	(70)	21%	(24)	112
No qualification	—	(0)	12%	(27)	47%	(110)	41%	(95)	232
Level 1 to Level 3	2%	(10)	13%	(64)	52%	(258)	33%	(167)	499
Level 4	2%	(6)	18%	(50)	48%	(129)	31%	(85)	271
Income(UK): Under 40,000	1%	(7)	12%	(84)	48%	(352)	39%	(286)	728
Income(UK): 40,000 - 100,000	4%	(9)	21%	(52)	54%	(135)	22%	(54)	250
Community: Urban	2%	(5)	19%	(58)	43%	(132)	37%	(115)	310
Community: Suburban	1%	(5)	12%	(57)	55%	(248)	32%	(143)	453
Community: Rural	3%	(6)	11%	(26)	49%	(118)	37%	(89)	239

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

Table QS3_18: In general, would you consider yourself an avid fan, a casual fan, or not a fan at all of the following?
NCAA college football

Demographic	Avid fan		Casual fan		Not a fan		Never heard of it		Total N
Adults	1%	(13)	7%	(70)	54%	(539)	38%	(381)	1002
Gender: Male	2%	(8)	7%	(35)	63%	(309)	28%	(138)	489
Gender: Female	1%	(5)	7%	(35)	45%	(230)	47%	(243)	513
Age: 18-34	2%	(6)	14%	(40)	47%	(132)	37%	(106)	283
Age: 35-44	2%	(3)	11%	(17)	42%	(68)	46%	(73)	160
Age: 45-64	—	(2)	3%	(11)	58%	(190)	38%	(125)	328
Age: 65+	1%	(3)	1%	(2)	65%	(149)	33%	(77)	231
London	1%	(2)	11%	(14)	49%	(65)	39%	(51)	131
North	2%	(5)	4%	(13)	51%	(161)	43%	(137)	316
South	1%	(2)	8%	(18)	54%	(125)	38%	(89)	233
Midlands / Wales / East	1%	(2)	7%	(15)	54%	(112)	38%	(80)	209
Scotland / Northern Ireland	2%	(2)	9%	(10)	68%	(76)	21%	(24)	112
No qualification	—	(0)	5%	(11)	54%	(126)	41%	(96)	232
Level 1 to Level 3	1%	(7)	7%	(34)	54%	(271)	37%	(187)	499
Level 4	2%	(6)	9%	(25)	52%	(141)	36%	(98)	271
Income(UK): Under 40,000	1%	(6)	5%	(39)	53%	(387)	41%	(296)	728
Income(UK): 40,000 - 100,000	2%	(5)	11%	(28)	56%	(140)	31%	(77)	250
Community: Urban	2%	(6)	10%	(31)	51%	(157)	37%	(116)	310
Community: Suburban	1%	(6)	6%	(28)	54%	(246)	38%	(173)	453
Community: Rural	—	(1)	4%	(10)	57%	(136)	39%	(92)	239

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

Table QS3_19: In general, would you consider yourself an avid fan, a casual fan, or not a fan at all of the following?
NCAA college basketball

Demographic	Avid fan		Casual fan		Not a fan		Never heard of it		Total N
Adults	1%	(12)	8%	(83)	56%	(561)	35%	(347)	1002
Gender: Male	1%	(7)	11%	(53)	66%	(324)	22%	(106)	489
Gender: Female	1%	(5)	6%	(31)	46%	(237)	47%	(241)	513
Age: 18-34	3%	(9)	18%	(50)	43%	(123)	36%	(102)	283
Age: 35-44	1%	(2)	10%	(15)	52%	(83)	38%	(60)	160
Age: 45-64	—	(1)	4%	(14)	59%	(195)	36%	(117)	328
Age: 65+	—	(0)	1%	(3)	69%	(160)	29%	(67)	231
London	4%	(5)	12%	(15)	53%	(70)	31%	(41)	131
North	1%	(3)	4%	(14)	55%	(174)	40%	(125)	316
South	—	(1)	5%	(13)	60%	(140)	34%	(80)	233
Midlands / Wales / East	1%	(3)	10%	(20)	54%	(113)	35%	(72)	209
Scotland / Northern Ireland	—	(0)	18%	(21)	57%	(64)	25%	(28)	112
No qualification	—	(0)	9%	(21)	61%	(142)	30%	(70)	232
Level 1 to Level 3	1%	(7)	8%	(38)	54%	(270)	37%	(183)	499
Level 4	2%	(4)	9%	(24)	55%	(149)	35%	(93)	271
Income(UK): Under 40,000	1%	(9)	8%	(59)	56%	(405)	35%	(256)	728
Income(UK): 40,000 - 100,000	1%	(3)	9%	(23)	57%	(142)	33%	(82)	250
Community: Urban	2%	(7)	11%	(34)	52%	(162)	35%	(107)	310
Community: Suburban	1%	(4)	8%	(38)	58%	(263)	33%	(148)	453
Community: Rural	—	(1)	5%	(12)	57%	(135)	38%	(92)	239

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

Table QS3_20: In general, would you consider yourself an avid fan, a casual fan, or not a fan at all of the following?
English Premier League

Demographic	Avid fan		Casual fan		Not a fan		Never heard of it		Total N
Adults	29%	(288)	27%	(274)	39%	(394)	5%	(46)	1002
Gender: Male	43%	(213)	26%	(127)	29%	(140)	2%	(9)	489
Gender: Female	15%	(75)	29%	(147)	50%	(254)	7%	(36)	513
Age: 18-34	30%	(84)	34%	(97)	27%	(77)	9%	(25)	283
Age: 35-44	32%	(52)	22%	(36)	40%	(64)	6%	(9)	160
Age: 45-64	27%	(87)	27%	(89)	44%	(144)	2%	(7)	328
Age: 65+	28%	(65)	23%	(52)	47%	(110)	2%	(4)	231
London	32%	(42)	27%	(36)	36%	(47)	5%	(7)	131
North	22%	(69)	24%	(76)	50%	(158)	4%	(13)	316
South	37%	(86)	31%	(73)	29%	(67)	3%	(7)	233
Midlands / Wales / East	27%	(56)	27%	(55)	39%	(82)	7%	(15)	209
Scotland / Northern Ireland	32%	(35)	30%	(33)	36%	(40)	3%	(3)	112
No qualification	21%	(48)	25%	(57)	53%	(122)	2%	(5)	232
Level 1 to Level 3	30%	(148)	28%	(140)	36%	(180)	6%	(30)	499
Level 4	34%	(92)	28%	(76)	34%	(92)	4%	(11)	271
Income(UK): Under 40,000	25%	(179)	26%	(191)	44%	(322)	5%	(36)	728
Income(UK): 40,000 - 100,000	41%	(103)	28%	(71)	28%	(69)	3%	(8)	250
Community: Urban	31%	(96)	28%	(87)	35%	(109)	6%	(18)	310
Community: Suburban	29%	(133)	27%	(121)	40%	(181)	4%	(17)	453
Community: Rural	25%	(59)	28%	(66)	43%	(104)	4%	(10)	239

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

Table QS3_21: In general, would you consider yourself an avid fan, a casual fan, or not a fan at all of the following?

La Liga

Demographic	Avid fan		Casual fan		Not a fan		Never heard of it		Total N
Adults	5%	(54)	20%	(203)	43%	(432)	31%	(313)	1002
Gender: Male	10%	(47)	29%	(144)	46%	(226)	15%	(72)	489
Gender: Female	1%	(6)	11%	(58)	40%	(206)	47%	(242)	513
Age: 18-34	8%	(23)	32%	(91)	31%	(89)	28%	(80)	283
Age: 35-44	6%	(10)	21%	(34)	38%	(60)	35%	(57)	160
Age: 45-64	6%	(19)	16%	(52)	50%	(163)	29%	(94)	328
Age: 65+	1%	(2)	11%	(26)	52%	(120)	36%	(83)	231
London	10%	(13)	20%	(27)	43%	(56)	27%	(35)	131
North	3%	(8)	16%	(50)	44%	(140)	37%	(118)	316
South	8%	(18)	20%	(46)	43%	(100)	29%	(69)	233
Midlands / Wales / East	3%	(7)	18%	(38)	48%	(100)	31%	(65)	209
Scotland / Northern Ireland	7%	(7)	37%	(42)	32%	(36)	24%	(27)	112
No qualification	2%	(5)	20%	(46)	34%	(78)	44%	(103)	232
Level 1 to Level 3	6%	(28)	17%	(84)	49%	(242)	29%	(145)	499
Level 4	8%	(21)	27%	(72)	41%	(112)	24%	(65)	271
Income(UK): Under 40,000	4%	(29)	18%	(128)	44%	(318)	35%	(253)	728
Income(UK): 40,000 - 100,000	9%	(23)	28%	(70)	41%	(103)	22%	(55)	250
Community: Urban	7%	(23)	24%	(74)	36%	(110)	33%	(103)	310
Community: Suburban	5%	(23)	20%	(89)	50%	(225)	25%	(114)	453
Community: Rural	3%	(7)	16%	(39)	40%	(97)	40%	(96)	239

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

Table QS3_22: In general, would you consider yourself an avid fan, a casual fan, or not a fan at all of the following?*Bundesliga*

Demographic	Avid fan		Casual fan		Not a fan		Never heard of it		Total N
Adults	4%	(43)	17%	(170)	46%	(463)	33%	(326)	1002
Gender: Male	7%	(36)	29%	(140)	48%	(236)	16%	(77)	489
Gender: Female	1%	(7)	6%	(29)	44%	(227)	48%	(249)	513
Age: 18-34	5%	(15)	27%	(77)	32%	(90)	36%	(101)	283
Age: 35-44	4%	(7)	17%	(27)	43%	(69)	36%	(58)	160
Age: 45-64	5%	(15)	14%	(45)	55%	(181)	26%	(87)	328
Age: 65+	3%	(6)	9%	(21)	54%	(123)	35%	(80)	231
London	11%	(14)	17%	(22)	45%	(59)	27%	(36)	131
North	1%	(5)	14%	(43)	43%	(136)	42%	(133)	316
South	6%	(13)	18%	(41)	50%	(116)	27%	(63)	233
Midlands / Wales / East	1%	(1)	16%	(34)	51%	(107)	32%	(67)	209
Scotland / Northern Ireland	9%	(10)	26%	(30)	40%	(45)	24%	(27)	112
No qualification	5%	(11)	11%	(25)	47%	(110)	37%	(87)	232
Level 1 to Level 3	4%	(18)	17%	(85)	46%	(231)	33%	(165)	499
Level 4	5%	(15)	22%	(59)	45%	(123)	27%	(74)	271
Income(UK): Under 40,000	3%	(25)	14%	(103)	47%	(339)	36%	(261)	728
Income(UK): 40,000 - 100,000	7%	(17)	24%	(61)	46%	(114)	24%	(59)	250
Community: Urban	7%	(22)	18%	(54)	44%	(137)	31%	(97)	310
Community: Suburban	3%	(15)	17%	(76)	48%	(219)	32%	(143)	453
Community: Rural	3%	(6)	16%	(39)	45%	(107)	36%	(86)	239

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

Table QS3_23: In general, would you consider yourself an avid fan, a casual fan, or not a fan at all of the following?

Ligue 1

Demographic	Avid fan		Casual fan		Not a fan		Never heard of it		Total N
Adults	4%	(43)	15%	(153)	48%	(477)	33%	(328)	1002
Gender: Male	8%	(38)	24%	(117)	50%	(246)	18%	(87)	489
Gender: Female	1%	(5)	7%	(36)	45%	(231)	47%	(241)	513
Age: 18-34	7%	(21)	24%	(67)	39%	(110)	30%	(86)	283
Age: 35-44	3%	(6)	17%	(28)	43%	(69)	36%	(58)	160
Age: 45-64	4%	(14)	12%	(40)	56%	(182)	28%	(91)	328
Age: 65+	1%	(2)	8%	(19)	50%	(116)	41%	(94)	231
London	9%	(11)	16%	(21)	46%	(60)	30%	(39)	131
North	1%	(3)	12%	(39)	50%	(157)	37%	(118)	316
South	7%	(16)	15%	(34)	48%	(112)	30%	(71)	233
Midlands / Wales / East	1%	(3)	16%	(33)	51%	(106)	32%	(67)	209
Scotland / Northern Ireland	9%	(10)	23%	(25)	38%	(43)	30%	(34)	112
No qualification	4%	(10)	13%	(31)	40%	(92)	43%	(100)	232
Level 1 to Level 3	4%	(22)	14%	(71)	50%	(251)	31%	(154)	499
Level 4	4%	(11)	19%	(52)	49%	(134)	27%	(74)	271
Income(UK): Under 40,000	4%	(26)	13%	(96)	47%	(341)	37%	(266)	728
Income(UK): 40,000 - 100,000	7%	(16)	22%	(55)	50%	(124)	22%	(55)	250
Community: Urban	6%	(17)	19%	(59)	41%	(127)	34%	(107)	310
Community: Suburban	4%	(16)	15%	(67)	51%	(229)	31%	(141)	453
Community: Rural	4%	(9)	12%	(28)	51%	(122)	34%	(81)	239

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

Table QS3_24: In general, would you consider yourself an avid fan, a casual fan, or not a fan at all of the following?

Serie A

Demographic	Avid fan		Casual fan		Not a fan		Never heard of it		Total N
Adults	4%	(41)	18%	(178)	42%	(419)	36%	(365)	1002
Gender: Male	7%	(35)	30%	(145)	48%	(232)	16%	(77)	489
Gender: Female	1%	(5)	6%	(33)	36%	(186)	56%	(288)	513
Age: 18-34	5%	(16)	26%	(75)	30%	(84)	38%	(108)	283
Age: 35-44	6%	(9)	18%	(28)	37%	(59)	40%	(64)	160
Age: 45-64	5%	(15)	15%	(51)	50%	(164)	30%	(98)	328
Age: 65+	—	(1)	11%	(24)	48%	(111)	41%	(94)	231
London	8%	(11)	18%	(24)	40%	(53)	33%	(44)	131
North	2%	(5)	15%	(48)	36%	(114)	47%	(150)	316
South	6%	(15)	19%	(45)	44%	(103)	30%	(71)	233
Midlands / Wales / East	2%	(5)	16%	(33)	44%	(92)	38%	(79)	209
Scotland / Northern Ireland	4%	(5)	25%	(28)	51%	(58)	19%	(22)	112
No qualification	2%	(5)	13%	(31)	40%	(94)	44%	(103)	232
Level 1 to Level 3	4%	(21)	17%	(87)	44%	(218)	35%	(173)	499
Level 4	5%	(15)	22%	(60)	39%	(107)	33%	(89)	271
Income(UK): Under 40,000	3%	(23)	15%	(107)	41%	(297)	41%	(300)	728
Income(UK): 40,000 - 100,000	7%	(17)	26%	(65)	44%	(110)	23%	(58)	250
Community: Urban	6%	(18)	19%	(58)	39%	(122)	36%	(112)	310
Community: Suburban	4%	(17)	18%	(80)	43%	(195)	36%	(161)	453
Community: Rural	2%	(5)	17%	(40)	43%	(102)	38%	(92)	239

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

Table QS4_1: Do you plan to watch the following sporting events?
The 2022 Winter Games in China

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	18%	(182)	30%	(302)	19%	(186)	23%	(227)	10%	(104)	1002
Gender: Male	21%	(101)	33%	(161)	20%	(99)	19%	(94)	7%	(34)	489
Gender: Female	16%	(81)	27%	(140)	17%	(88)	26%	(133)	14%	(70)	513
Age: 18-34	21%	(60)	34%	(97)	18%	(52)	16%	(46)	10%	(28)	283
Age: 35-44	20%	(33)	27%	(43)	17%	(27)	26%	(42)	9%	(15)	160
Age: 45-64	17%	(57)	29%	(94)	17%	(55)	25%	(81)	12%	(40)	328
Age: 65+	14%	(32)	29%	(67)	23%	(53)	25%	(58)	9%	(20)	231
London	24%	(32)	35%	(46)	12%	(16)	23%	(30)	6%	(7)	131
North	15%	(48)	26%	(83)	18%	(57)	23%	(73)	17%	(55)	316
South	19%	(43)	34%	(80)	17%	(40)	24%	(56)	6%	(13)	233
Midlands / Wales / East	17%	(35)	28%	(58)	23%	(47)	25%	(53)	7%	(16)	209
Scotland / Northern Ireland	22%	(24)	30%	(34)	23%	(26)	14%	(15)	12%	(13)	112
No qualification	6%	(15)	25%	(59)	21%	(48)	27%	(63)	21%	(48)	232
Level 1 to Level 3	21%	(104)	29%	(147)	18%	(90)	23%	(116)	8%	(42)	499
Level 4	23%	(63)	36%	(96)	18%	(48)	18%	(49)	5%	(14)	271
Income(UK): Under 40,000	14%	(102)	29%	(208)	20%	(142)	26%	(188)	12%	(87)	728
Income(UK): 40,000 - 100,000	30%	(76)	34%	(86)	16%	(39)	15%	(37)	5%	(13)	250
Community: Urban	20%	(63)	32%	(101)	15%	(47)	22%	(67)	10%	(32)	310
Community: Suburban	19%	(87)	27%	(121)	21%	(96)	22%	(98)	11%	(52)	453
Community: Rural	13%	(32)	34%	(80)	18%	(44)	26%	(62)	9%	(21)	239

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

Table QS4_2: Do you plan to watch the following sporting events?
The 2022 FIFA World Cup in Qatar

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	30%	(305)	25%	(253)	13%	(135)	25%	(247)	6%	(62)	1002
Gender: Male	42%	(208)	26%	(127)	11%	(54)	17%	(83)	3%	(17)	489
Gender: Female	19%	(97)	24%	(125)	16%	(81)	32%	(164)	9%	(45)	513
Age: 18-34	36%	(102)	27%	(76)	15%	(43)	14%	(41)	8%	(22)	283
Age: 35-44	33%	(53)	22%	(36)	11%	(17)	23%	(37)	11%	(18)	160
Age: 45-64	30%	(97)	28%	(91)	13%	(43)	26%	(85)	4%	(12)	328
Age: 65+	23%	(53)	22%	(50)	14%	(32)	37%	(85)	5%	(11)	231
London	39%	(51)	21%	(28)	21%	(27)	15%	(20)	4%	(5)	131
North	21%	(68)	26%	(82)	12%	(39)	30%	(94)	10%	(33)	316
South	34%	(80)	31%	(73)	9%	(22)	21%	(50)	4%	(9)	233
Midlands / Wales / East	29%	(61)	22%	(45)	17%	(35)	27%	(57)	5%	(10)	209
Scotland / Northern Ireland	40%	(45)	22%	(25)	10%	(12)	23%	(26)	4%	(4)	112
No qualification	16%	(37)	30%	(71)	17%	(39)	27%	(62)	10%	(24)	232
Level 1 to Level 3	32%	(161)	23%	(116)	13%	(65)	26%	(132)	5%	(25)	499
Level 4	40%	(107)	24%	(66)	11%	(31)	20%	(53)	5%	(14)	271
Income(UK): Under 40,000	25%	(184)	25%	(180)	15%	(107)	28%	(206)	7%	(51)	728
Income(UK): 40,000 - 100,000	46%	(115)	24%	(61)	11%	(27)	15%	(38)	4%	(9)	250
Community: Urban	34%	(107)	28%	(86)	14%	(44)	18%	(54)	6%	(19)	310
Community: Suburban	30%	(137)	27%	(122)	11%	(52)	26%	(116)	6%	(26)	453
Community: Rural	26%	(62)	19%	(45)	16%	(38)	32%	(77)	7%	(18)	239

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

Table QS5_1: Do you support or oppose calls for the boycott of the following sporting events?
The 2022 Winter Games in China

Demographic	Yes, I strongly support calls for boycott		Yes, I somewhat support calls for boycott		No, I don't really support calls for boycott		No, I don't support calls for boycott at all		Total N
Adults	17%	(172)	27%	(269)	37%	(375)	19%	(186)	1002
Gender: Male	21%	(104)	28%	(139)	33%	(159)	18%	(87)	489
Gender: Female	13%	(68)	25%	(130)	42%	(215)	19%	(99)	513
Age: 18-34	16%	(46)	28%	(80)	34%	(95)	22%	(62)	283
Age: 35-44	11%	(18)	28%	(44)	36%	(58)	25%	(41)	160
Age: 45-64	18%	(59)	27%	(90)	39%	(128)	16%	(51)	328
Age: 65+	21%	(50)	24%	(55)	41%	(94)	14%	(32)	231
London	17%	(22)	32%	(42)	35%	(46)	16%	(21)	131
North	12%	(38)	31%	(97)	42%	(132)	15%	(49)	316
South	22%	(52)	25%	(58)	34%	(79)	19%	(44)	233
Midlands / Wales / East	16%	(34)	19%	(40)	40%	(83)	25%	(53)	209
Scotland / Northern Ireland	23%	(26)	29%	(32)	31%	(34)	17%	(20)	112
No qualification	14%	(33)	30%	(70)	36%	(83)	20%	(47)	232
Level 1 to Level 3	18%	(90)	24%	(120)	38%	(188)	20%	(100)	499
Level 4	18%	(49)	30%	(80)	38%	(103)	14%	(39)	271
Income(UK): Under 40,000	16%	(118)	26%	(187)	39%	(284)	19%	(139)	728
Income(UK): 40,000 - 100,000	21%	(52)	30%	(75)	32%	(80)	18%	(44)	250
Community: Urban	19%	(59)	21%	(66)	37%	(114)	23%	(72)	310
Community: Suburban	17%	(77)	26%	(120)	40%	(181)	17%	(75)	453
Community: Rural	15%	(36)	35%	(84)	33%	(80)	16%	(39)	239

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

Table QS5_2: Do you support or oppose calls for the boycott of the following sporting events?
The 2022 FIFA World Cup in Qatar

Demographic	Yes, I strongly support calls for boycott		Yes, I somewhat support calls for boycott		No, I don't really support calls for boycott		No, I don't support calls for boycott at all		Total N
Adults	11%	(115)	26%	(260)	41%	(414)	21%	(212)	1002
Gender: Male	14%	(68)	29%	(144)	34%	(165)	23%	(113)	489
Gender: Female	9%	(47)	23%	(116)	49%	(249)	19%	(100)	513
Age: 18-34	16%	(45)	25%	(71)	35%	(100)	24%	(68)	283
Age: 35-44	9%	(14)	24%	(38)	40%	(64)	28%	(45)	160
Age: 45-64	11%	(37)	25%	(81)	44%	(144)	20%	(65)	328
Age: 65+	9%	(20)	30%	(70)	46%	(107)	15%	(34)	231
London	15%	(20)	27%	(36)	45%	(60)	12%	(16)	131
North	6%	(20)	32%	(100)	43%	(137)	19%	(60)	316
South	15%	(36)	24%	(57)	38%	(89)	22%	(52)	233
Midlands / Wales / East	9%	(20)	19%	(39)	43%	(89)	29%	(61)	209
Scotland / Northern Ireland	17%	(19)	26%	(29)	36%	(41)	21%	(23)	112
No qualification	9%	(22)	26%	(61)	43%	(100)	22%	(50)	232
Level 1 to Level 3	10%	(52)	27%	(133)	39%	(197)	24%	(118)	499
Level 4	15%	(41)	25%	(67)	44%	(118)	16%	(44)	271
Income(UK): Under 40,000	9%	(67)	26%	(190)	42%	(309)	22%	(162)	728
Income(UK): 40,000 - 100,000	19%	(48)	26%	(65)	36%	(90)	19%	(48)	250
Community: Urban	14%	(42)	21%	(64)	41%	(128)	24%	(75)	310
Community: Suburban	11%	(48)	25%	(112)	46%	(209)	19%	(84)	453
Community: Rural	10%	(25)	35%	(84)	33%	(78)	22%	(53)	239

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	1002	100%
xdemGender	Gender: Male	489	49%
	Gender: Female	513	51%
	N	1002	
age	Age: 18-34	283	28%
	Age: 35-44	160	16%
	Age: 45-64	328	33%
	Age: 65+	231	23%
	N	1002	
wt_region_uk	London	131	13%
	North	316	32%
	South	233	23%
	Midlands / Wales / East	209	21%
	Scotland / Northern Ireland	112	11%
	N	1002	
wt_education1_uk	No qualification	232	23%
	Level 1 to Level 3	499	50%
	Level 4	271	27%
	N	1002	
xdemInc3_uk	Income(UK): Under 40,000	728	73%
	Income(UK): 40,000 - 100,000	250	25%
	Income(UK): 100,000+	23	2%
	N	1002	
xdemUsr	Community: Urban	310	31%
	Community: Suburban	453	45%
	Community: Rural	239	24%
	N	1002	

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



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