



National Tracking Poll #2103110  
March 17-22, 2021

*Crosstabulation Results*

*Methodology:*

This poll was conducted between March 17-March 22, 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 gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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## Crosstabulation Results by Respondent Demographics

**Table MCSPI\_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	29%	(630)	40%	(885)	31%	(685)	2200
Gender: Male	43%	(456)	39%	(413)	18%	(193)	1062
Gender: Female	15%	(173)	42%	(473)	43%	(492)	1138
Age: 18-34	27%	(174)	38%	(246)	36%	(235)	655
Age: 35-44	37%	(131)	38%	(134)	26%	(92)	358
Age: 45-64	30%	(223)	42%	(312)	29%	(216)	751
Age: 65+	23%	(100)	44%	(193)	33%	(143)	436
GenZers: 1997-2012	17%	(49)	37%	(108)	47%	(137)	294
Millennials: 1981-1996	37%	(232)	37%	(232)	26%	(164)	628
GenXers: 1965-1980	32%	(167)	41%	(212)	26%	(136)	514
Baby Boomers: 1946-1964	22%	(155)	43%	(301)	34%	(237)	693
PID: Dem (no lean)	34%	(295)	37%	(320)	28%	(243)	859
PID: Ind (no lean)	23%	(158)	42%	(294)	36%	(249)	701
PID: Rep (no lean)	28%	(176)	42%	(270)	30%	(193)	640
PID/Gender: Dem Men	53%	(221)	33%	(136)	15%	(61)	417
PID/Gender: Dem Women	17%	(75)	42%	(184)	41%	(183)	442
PID/Gender: Ind Men	32%	(109)	45%	(151)	23%	(78)	338
PID/Gender: Ind Women	13%	(49)	40%	(144)	47%	(171)	363
PID/Gender: Rep Men	41%	(126)	41%	(126)	18%	(54)	306
PID/Gender: Rep Women	15%	(50)	43%	(144)	42%	(139)	333
Ideo: Liberal (1-3)	32%	(203)	35%	(226)	33%	(209)	638
Ideo: Moderate (4)	26%	(143)	47%	(259)	28%	(155)	557
Ideo: Conservative (5-7)	29%	(210)	43%	(311)	28%	(199)	720
Educ: < College	24%	(362)	39%	(592)	37%	(559)	1512
Educ: Bachelors degree	36%	(159)	46%	(203)	18%	(82)	444
Educ: Post-grad	45%	(109)	37%	(91)	18%	(44)	244
Income: Under 50k	24%	(267)	37%	(404)	39%	(422)	1092
Income: 50k-100k	29%	(205)	44%	(307)	26%	(184)	696
Income: 100k+	38%	(158)	42%	(174)	19%	(80)	411

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**Table MCSP1\_1:** Do you consider yourself an avid fan, casual fan or not a fan of each of the following?

*Sports*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	29%	(630)	40%	(885)	31%	(685)	2200
Ethnicity: White	28%	(483)	41%	(701)	31%	(537)	1722
Ethnicity: Hispanic	32%	(113)	39%	(137)	29%	(100)	349
Ethnicity: Black	40%	(109)	35%	(95)	26%	(70)	274
Ethnicity: Other	18%	(37)	44%	(89)	38%	(78)	204
All Christian	31%	(320)	43%	(434)	26%	(262)	1016
All Non-Christian	39%	(57)	36%	(53)	25%	(37)	146
Atheist	28%	(22)	33%	(26)	39%	(30)	78
Agnostic/Nothing in particular	24%	(134)	37%	(208)	40%	(225)	566
Something Else	25%	(98)	42%	(164)	33%	(132)	394
Religious Non-Protestant/Catholic	35%	(61)	40%	(70)	25%	(43)	174
Evangelical	31%	(185)	40%	(238)	29%	(170)	593
Non-Evangelical	28%	(212)	43%	(319)	29%	(216)	747
Community: Urban	37%	(225)	41%	(252)	23%	(139)	616
Community: Suburban	29%	(311)	41%	(438)	29%	(313)	1062
Community: Rural	18%	(94)	37%	(195)	45%	(234)	523
Employ: Private Sector	36%	(241)	42%	(286)	22%	(148)	676
Employ: Government	37%	(54)	42%	(62)	21%	(32)	148
Employ: Self-Employed	33%	(65)	37%	(73)	31%	(61)	199
Employ: Homemaker	17%	(18)	37%	(39)	46%	(48)	105
Employ: Student	20%	(31)	34%	(53)	46%	(71)	155
Employ: Retired	24%	(118)	43%	(207)	33%	(162)	488
Employ: Unemployed	25%	(71)	39%	(112)	35%	(101)	285
Employ: Other	21%	(31)	36%	(52)	43%	(62)	145
Military HH: Yes	28%	(101)	39%	(138)	33%	(116)	355
Military HH: No	29%	(529)	40%	(747)	31%	(569)	1845
RD/WT: Right Direction	33%	(351)	39%	(414)	27%	(286)	1052
RD/WT: Wrong Track	24%	(278)	41%	(471)	35%	(399)	1148
Biden Job Approve	33%	(410)	38%	(464)	29%	(355)	1228
Biden Job Disapprove	24%	(195)	44%	(364)	32%	(261)	820

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**Table MCSPI\_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	29%	(630)	40%	(885)	31%	(685)	2200
Biden Job Strongly Approve	39%	(243)	34%	(214)	27%	(172)	629
Biden Job Somewhat Approve	28%	(166)	42%	(250)	31%	(183)	599
Biden Job Somewhat Disapprove	23%	(59)	45%	(116)	32%	(84)	259
Biden Job Strongly Disapprove	24%	(136)	44%	(248)	32%	(177)	561
Favorable of Biden	33%	(407)	40%	(487)	27%	(331)	1225
Unfavorable of Biden	23%	(189)	42%	(355)	35%	(292)	837
Very Favorable of Biden	40%	(269)	34%	(225)	26%	(176)	670
Somewhat Favorable of Biden	25%	(138)	47%	(262)	28%	(155)	555
Somewhat Unfavorable of Biden	22%	(49)	37%	(84)	41%	(93)	226
Very Unfavorable of Biden	23%	(140)	44%	(271)	33%	(200)	611
#1 Issue: Economy	30%	(234)	40%	(309)	30%	(237)	780
#1 Issue: Security	28%	(96)	47%	(159)	25%	(85)	341
#1 Issue: Health Care	37%	(116)	36%	(112)	27%	(86)	314
#1 Issue: Medicare / Social Security	22%	(57)	45%	(115)	32%	(82)	253
#1 Issue: Women's Issues	19%	(27)	32%	(45)	49%	(69)	141
#1 Issue: Education	27%	(30)	35%	(39)	39%	(43)	113
#1 Issue: Energy	32%	(29)	46%	(42)	23%	(21)	91
#1 Issue: Other	24%	(41)	38%	(64)	38%	(63)	167
2020 Vote: Joe Biden	33%	(327)	38%	(375)	29%	(284)	985
2020 Vote: Donald Trump	25%	(169)	44%	(302)	31%	(210)	682
2020 Vote: Other	16%	(11)	48%	(34)	36%	(25)	71
2020 Vote: Didn't Vote	27%	(122)	38%	(173)	36%	(164)	459
2018 House Vote: Democrat	35%	(257)	38%	(283)	27%	(204)	743
2018 House Vote: Republican	24%	(149)	47%	(291)	29%	(181)	620
2018 House Vote: Someone else	29%	(17)	45%	(26)	26%	(15)	58
2016 Vote: Hillary Clinton	35%	(233)	40%	(267)	26%	(174)	675
2016 Vote: Donald Trump	26%	(174)	45%	(303)	29%	(198)	676
2016 Vote: Other	20%	(23)	47%	(55)	34%	(40)	118
2016 Vote: Didn't Vote	27%	(194)	36%	(259)	38%	(273)	726
Voted in 2014: Yes	30%	(379)	42%	(529)	27%	(343)	1252
Voted in 2014: No	26%	(250)	38%	(356)	36%	(342)	948

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**Table MCSP1\_1: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?****Sports**

<b>Demographic</b>	<b>Avid fan</b>		<b>Casual fan</b>		<b>Not a fan</b>		<b>Total N</b>
Adults	29%	(630)	40%	(885)	31%	(685)	2200
4-Region: Northeast	34%	(133)	36%	(141)	30%	(120)	394
4-Region: Midwest	28%	(130)	40%	(183)	32%	(149)	462
4-Region: South	27%	(223)	41%	(340)	32%	(260)	824
4-Region: West	28%	(143)	43%	(221)	30%	(156)	520
Sports fans	42%	(630)	58%	(885)	—	(0)	1515
Avid sports fans	100%	(630)	—	(0)	—	(0)	630
Casual sports fans	—	(0)	100%	(885)	—	(0)	885
Gamers	33%	(479)	40%	(590)	27%	(396)	1465
Avid gamers	44%	(234)	33%	(178)	23%	(120)	532
Casual gamers	26%	(245)	44%	(412)	30%	(276)	933
Esports fans	51%	(319)	42%	(260)	7%	(44)	623
Avid esports fans	79%	(121)	18%	(28)	3%	(4)	153
Casual esports fans	42%	(198)	49%	(232)	9%	(40)	470
Games every day	42%	(187)	30%	(132)	28%	(122)	441
Games frequently	40%	(313)	36%	(286)	24%	(188)	786
Games regularly	36%	(384)	38%	(395)	26%	(274)	1053
Buys/sells trading cards	55%	(215)	32%	(123)	13%	(50)	388
Buys/sells NFTs	56%	(125)	40%	(89)	4%	(9)	223
Buys/sells crypto	45%	(172)	38%	(147)	17%	(66)	386
Buys/sells NBA	60%	(157)	35%	(90)	5%	(13)	260
Buys/sells in-game goods	44%	(212)	38%	(183)	19%	(91)	486
Physical collectors	42%	(307)	38%	(276)	20%	(143)	726
Avid physical collectors	58%	(122)	29%	(61)	13%	(28)	211
Casual physical collectors	36%	(186)	42%	(214)	22%	(115)	515
Digital collectors	57%	(122)	34%	(73)	9%	(19)	214
Avid digital collectors	61%	(50)	29%	(24)	9%	(7)	81
Casual digital collectors	55%	(72)	37%	(49)	8%	(11)	132

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

**Table MCSPI\_2: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?**

Video games

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	24%	(532)	42%	(933)	33%	(735)	2200
Gender: Male	31%	(332)	41%	(433)	28%	(297)	1062
Gender: Female	18%	(200)	44%	(500)	38%	(438)	1138
Age: 18-34	41%	(269)	42%	(273)	17%	(114)	655
Age: 35-44	38%	(135)	41%	(148)	21%	(74)	358
Age: 45-64	13%	(100)	47%	(354)	40%	(297)	751
Age: 65+	6%	(28)	36%	(159)	57%	(250)	436
GenZers: 1997-2012	39%	(115)	42%	(125)	18%	(54)	294
Millennials: 1981-1996	41%	(260)	41%	(257)	18%	(111)	628
GenXers: 1965-1980	21%	(106)	53%	(273)	26%	(135)	514
Baby Boomers: 1946-1964	7%	(49)	37%	(259)	56%	(385)	693
PID: Dem (no lean)	30%	(258)	38%	(327)	32%	(275)	859
PID: Ind (no lean)	23%	(162)	46%	(320)	31%	(219)	701
PID: Rep (no lean)	18%	(112)	45%	(286)	38%	(241)	640
PID/Gender: Dem Men	38%	(160)	36%	(149)	26%	(109)	417
PID/Gender: Dem Women	22%	(98)	40%	(178)	38%	(166)	442
PID/Gender: Ind Men	30%	(100)	41%	(139)	29%	(99)	338
PID/Gender: Ind Women	17%	(62)	50%	(181)	33%	(120)	363
PID/Gender: Rep Men	24%	(72)	47%	(145)	29%	(89)	306
PID/Gender: Rep Women	12%	(40)	42%	(141)	46%	(152)	333
Ideo: Liberal (1-3)	32%	(201)	34%	(219)	34%	(218)	638
Ideo: Moderate (4)	22%	(123)	48%	(267)	30%	(167)	557
Ideo: Conservative (5-7)	18%	(133)	43%	(309)	39%	(278)	720
Educ: < College	23%	(348)	44%	(664)	33%	(500)	1512
Educ: Bachelors degree	25%	(112)	41%	(180)	34%	(152)	444
Educ: Post-grad	29%	(71)	36%	(89)	34%	(84)	244
Income: Under 50k	24%	(261)	45%	(490)	31%	(341)	1092
Income: 50k-100k	23%	(160)	40%	(281)	37%	(255)	696
Income: 100k+	27%	(110)	39%	(162)	34%	(139)	411
Ethnicity: White	22%	(374)	43%	(735)	36%	(612)	1722
Ethnicity: Hispanic	30%	(106)	44%	(153)	26%	(90)	349
Ethnicity: Black	30%	(83)	43%	(117)	27%	(75)	274

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**Table MCSP1\_2: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?**  
 Video games

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	24%	(532)	42%	(933)	33%	(735)	2200
Ethnicity: Other	37%	(75)	40%	(81)	23%	(48)	204
All Christian	18%	(187)	42%	(431)	39%	(398)	1016
All Non-Christian	43%	(62)	29%	(42)	29%	(42)	146
Atheist	42%	(33)	34%	(26)	25%	(19)	78
Agnostic/Nothing in particular	27%	(151)	46%	(261)	27%	(154)	566
Something Else	25%	(99)	44%	(172)	31%	(122)	394
Religious Non-Protestant/Catholic	39%	(68)	30%	(52)	31%	(53)	174
Evangelical	25%	(146)	43%	(257)	32%	(190)	593
Non-Evangelical	16%	(119)	43%	(318)	41%	(310)	747
Community: Urban	35%	(215)	39%	(240)	26%	(161)	616
Community: Suburban	21%	(225)	43%	(456)	36%	(380)	1062
Community: Rural	18%	(92)	45%	(237)	37%	(194)	523
Employ: Private Sector	28%	(192)	47%	(316)	25%	(167)	676
Employ: Government	25%	(37)	37%	(54)	39%	(57)	148
Employ: Self-Employed	38%	(77)	31%	(62)	30%	(61)	199
Employ: Homemaker	26%	(27)	46%	(49)	28%	(29)	105
Employ: Student	34%	(53)	39%	(60)	27%	(42)	155
Employ: Retired	9%	(42)	37%	(180)	55%	(266)	488
Employ: Unemployed	26%	(73)	52%	(149)	22%	(63)	285
Employ: Other	22%	(32)	43%	(63)	35%	(50)	145
Military HH: Yes	18%	(64)	38%	(133)	44%	(157)	355
Military HH: No	25%	(468)	43%	(800)	31%	(578)	1845
RD/WT: Right Direction	30%	(311)	40%	(417)	31%	(324)	1052
RD/WT: Wrong Track	19%	(221)	45%	(516)	36%	(411)	1148
Biden Job Approve	29%	(352)	40%	(489)	32%	(388)	1228
Biden Job Disapprove	18%	(147)	43%	(354)	39%	(319)	820
Biden Job Strongly Approve	31%	(196)	33%	(208)	36%	(225)	629
Biden Job Somewhat Approve	26%	(156)	47%	(281)	27%	(163)	599
Biden Job Somewhat Disapprove	23%	(59)	47%	(122)	30%	(78)	259
Biden Job Strongly Disapprove	16%	(88)	41%	(232)	43%	(241)	561

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**Table MCSPI\_2: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?**

Video games

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	24%	(532)	42%	(933)	33%	(735)	2200
Favorable of Biden	29%	(351)	40%	(495)	31%	(380)	1225
Unfavorable of Biden	17%	(140)	45%	(373)	39%	(323)	837
Very Favorable of Biden	31%	(208)	34%	(229)	35%	(233)	670
Somewhat Favorable of Biden	26%	(142)	48%	(266)	26%	(147)	555
Somewhat Unfavorable of Biden	19%	(42)	53%	(120)	28%	(64)	226
Very Unfavorable of Biden	16%	(98)	41%	(253)	42%	(259)	611
#1 Issue: Economy	24%	(188)	44%	(343)	32%	(249)	780
#1 Issue: Security	21%	(70)	42%	(142)	38%	(128)	341
#1 Issue: Health Care	23%	(73)	50%	(158)	26%	(82)	314
#1 Issue: Medicare / Social Security	16%	(39)	38%	(96)	47%	(118)	253
#1 Issue: Women's Issues	38%	(54)	41%	(59)	20%	(29)	141
#1 Issue: Education	33%	(37)	42%	(47)	26%	(29)	113
#1 Issue: Energy	44%	(40)	32%	(29)	24%	(22)	91
#1 Issue: Other	18%	(30)	35%	(59)	47%	(78)	167
2020 Vote: Joe Biden	29%	(288)	38%	(372)	33%	(325)	985
2020 Vote: Donald Trump	15%	(100)	43%	(294)	42%	(289)	682
2020 Vote: Other	17%	(12)	52%	(37)	32%	(23)	71
2020 Vote: Didn't Vote	29%	(132)	50%	(229)	21%	(98)	459
2018 House Vote: Democrat	26%	(193)	39%	(288)	35%	(262)	743
2018 House Vote: Republican	15%	(91)	45%	(280)	40%	(250)	620
2018 House Vote: Someone else	28%	(16)	41%	(24)	31%	(18)	58
2016 Vote: Hillary Clinton	26%	(175)	38%	(257)	36%	(242)	675
2016 Vote: Donald Trump	16%	(109)	45%	(302)	39%	(265)	676
2016 Vote: Other	16%	(18)	48%	(56)	37%	(43)	118
2016 Vote: Didn't Vote	31%	(225)	44%	(317)	25%	(185)	726
Voted in 2014: Yes	19%	(232)	43%	(535)	39%	(484)	1252
Voted in 2014: No	32%	(300)	42%	(398)	26%	(251)	948
4-Region: Northeast	25%	(98)	39%	(154)	36%	(141)	394
4-Region: Midwest	25%	(117)	40%	(186)	35%	(160)	462
4-Region: South	22%	(185)	46%	(378)	32%	(261)	824
4-Region: West	25%	(132)	41%	(215)	33%	(173)	520

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**Table MCSP1\_2: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?**  
 Video games

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	24%	(532)	42%	(933)	33%	(735)	2200
Sports fans	27%	(412)	43%	(657)	29%	(445)	1515
Avid sports fans	37%	(234)	39%	(245)	24%	(150)	630
Casual sports fans	20%	(178)	47%	(412)	33%	(295)	885
Gamers	36%	(532)	64%	(933)	—	(0)	1465
Avid gamers	100%	(532)	—	(0)	—	(0)	532
Casual gamers	—	(0)	100%	(933)	—	(0)	933
Esports fans	54%	(337)	38%	(238)	8%	(48)	623
Avid esports fans	80%	(122)	17%	(26)	3%	(5)	153
Casual esports fans	46%	(216)	45%	(211)	9%	(43)	470
Games every day	58%	(256)	36%	(158)	6%	(27)	441
Games frequently	51%	(400)	44%	(342)	6%	(44)	786
Games regularly	44%	(466)	48%	(510)	7%	(77)	1053
Buys/sells trading cards	50%	(193)	38%	(148)	12%	(46)	388
Buys/sells NFTs	60%	(133)	32%	(71)	8%	(18)	223
Buys/sells crypto	45%	(173)	44%	(170)	11%	(43)	386
Buys/sells NBA	56%	(147)	37%	(96)	7%	(17)	260
Buys/sells in-game goods	54%	(262)	41%	(200)	5%	(24)	486
Physical collectors	34%	(244)	45%	(325)	22%	(157)	726
Avid physical collectors	50%	(105)	37%	(78)	13%	(28)	211
Casual physical collectors	27%	(139)	48%	(246)	25%	(130)	515
Digital collectors	62%	(133)	30%	(64)	8%	(18)	214
Avid digital collectors	77%	(62)	18%	(14)	6%	(5)	81
Casual digital collectors	53%	(70)	37%	(49)	10%	(13)	132

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

**Table MCSPI\_3: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?**

*Esports*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(153)	21%	(470)	72%	(1577)	2200
Gender: Male	12%	(124)	29%	(308)	59%	(630)	1062
Gender: Female	3%	(29)	14%	(162)	83%	(947)	1138
Age: 18-34	12%	(79)	31%	(201)	57%	(375)	655
Age: 35-44	17%	(62)	31%	(110)	52%	(186)	358
Age: 45-64	2%	(12)	18%	(132)	81%	(608)	751
Age: 65+	—	(0)	7%	(29)	93%	(408)	436
GenZers: 1997-2012	3%	(9)	29%	(86)	68%	(199)	294
Millennials: 1981-1996	20%	(124)	33%	(205)	48%	(300)	628
GenXers: 1965-1980	4%	(19)	23%	(118)	73%	(378)	514
Baby Boomers: 1946-1964	—	(1)	8%	(58)	91%	(634)	693
PID: Dem (no lean)	11%	(94)	22%	(191)	67%	(574)	859
PID: Ind (no lean)	4%	(31)	22%	(157)	73%	(513)	701
PID: Rep (no lean)	4%	(28)	19%	(123)	76%	(489)	640
PID/Gender: Dem Men	20%	(83)	32%	(134)	48%	(201)	417
PID/Gender: Dem Women	3%	(11)	13%	(57)	85%	(374)	442
PID/Gender: Ind Men	7%	(22)	28%	(94)	66%	(222)	338
PID/Gender: Ind Women	2%	(9)	17%	(63)	80%	(291)	363
PID/Gender: Rep Men	6%	(19)	26%	(80)	68%	(207)	306
PID/Gender: Rep Women	3%	(9)	13%	(43)	84%	(281)	333
Ideo: Liberal (1-3)	9%	(59)	21%	(133)	70%	(446)	638
Ideo: Moderate (4)	7%	(40)	21%	(118)	72%	(399)	557
Ideo: Conservative (5-7)	6%	(43)	19%	(137)	75%	(540)	720
Educ: < College	3%	(42)	21%	(311)	77%	(1159)	1512
Educ: Bachelors degree	15%	(64)	24%	(107)	61%	(272)	444
Educ: Post-grad	19%	(46)	21%	(52)	60%	(146)	244
Income: Under 50k	3%	(37)	21%	(229)	76%	(827)	1092
Income: 50k-100k	8%	(54)	20%	(140)	72%	(502)	696
Income: 100k+	15%	(63)	25%	(101)	60%	(247)	411
Ethnicity: White	7%	(128)	19%	(330)	73%	(1264)	1722
Ethnicity: Hispanic	5%	(16)	37%	(128)	59%	(206)	349
Ethnicity: Black	5%	(14)	30%	(82)	65%	(179)	274

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**Table MCSP1\_3: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?**  
 Esports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(153)	21%	(470)	72%	(1577)	2200
Ethnicity: Other	6%	(12)	29%	(59)	66%	(134)	204
All Christian	7%	(76)	22%	(219)	71%	(721)	1016
All Non-Christian	21%	(31)	24%	(35)	55%	(80)	146
Atheist	4%	(3)	25%	(19)	71%	(55)	78
Agnostic/Nothing in particular	5%	(27)	21%	(120)	74%	(419)	566
Something Else	4%	(17)	19%	(76)	76%	(301)	394
Religious Non-Protestant/Catholic	19%	(33)	21%	(37)	60%	(104)	174
Evangelical	12%	(68)	21%	(127)	67%	(398)	593
Non-Evangelical	2%	(16)	19%	(144)	79%	(588)	747
Community: Urban	16%	(101)	27%	(165)	57%	(349)	616
Community: Suburban	4%	(42)	22%	(238)	74%	(782)	1062
Community: Rural	2%	(10)	13%	(67)	85%	(446)	523
Employ: Private Sector	12%	(78)	29%	(193)	60%	(404)	676
Employ: Government	16%	(24)	19%	(28)	65%	(97)	148
Employ: Self-Employed	17%	(33)	29%	(58)	54%	(109)	199
Employ: Homemaker	2%	(2)	10%	(11)	88%	(92)	105
Employ: Student	2%	(2)	29%	(45)	70%	(108)	155
Employ: Retired	—	(2)	7%	(34)	93%	(452)	488
Employ: Unemployed	3%	(8)	21%	(61)	76%	(216)	285
Employ: Other	3%	(4)	29%	(42)	69%	(99)	145
Military HH: Yes	7%	(25)	16%	(58)	77%	(272)	355
Military HH: No	7%	(128)	22%	(413)	71%	(1305)	1845
RD/WT: Right Direction	11%	(121)	25%	(268)	63%	(663)	1052
RD/WT: Wrong Track	3%	(32)	18%	(202)	80%	(913)	1148
Biden Job Approve	10%	(128)	24%	(290)	66%	(810)	1228
Biden Job Disapprove	3%	(21)	17%	(138)	81%	(662)	820
Biden Job Strongly Approve	16%	(103)	20%	(125)	64%	(401)	629
Biden Job Somewhat Approve	4%	(25)	28%	(165)	68%	(409)	599
Biden Job Somewhat Disapprove	3%	(8)	25%	(65)	72%	(187)	259
Biden Job Strongly Disapprove	2%	(13)	13%	(73)	85%	(475)	561

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**Table MCSPI\_3: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?**

*Esports*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(153)	21%	(470)	72%	(1577)	2200
Favorable of Biden	10%	(119)	25%	(303)	66%	(803)	1225
Unfavorable of Biden	2%	(19)	16%	(136)	82%	(682)	837
Very Favorable of Biden	14%	(92)	22%	(146)	64%	(432)	670
Somewhat Favorable of Biden	5%	(27)	28%	(157)	67%	(371)	555
Somewhat Unfavorable of Biden	3%	(7)	24%	(53)	73%	(166)	226
Very Unfavorable of Biden	2%	(12)	13%	(82)	85%	(516)	611
#1 Issue: Economy	8%	(64)	21%	(165)	71%	(550)	780
#1 Issue: Security	9%	(29)	17%	(57)	75%	(254)	341
#1 Issue: Health Care	6%	(20)	31%	(96)	63%	(198)	314
#1 Issue: Medicare / Social Security	1%	(2)	12%	(30)	87%	(221)	253
#1 Issue: Women's Issues	5%	(7)	25%	(35)	70%	(99)	141
#1 Issue: Education	15%	(17)	28%	(31)	57%	(64)	113
#1 Issue: Energy	13%	(12)	24%	(22)	63%	(58)	91
#1 Issue: Other	1%	(2)	19%	(32)	80%	(134)	167
2020 Vote: Joe Biden	10%	(103)	22%	(217)	68%	(666)	985
2020 Vote: Donald Trump	3%	(23)	14%	(95)	83%	(564)	682
2020 Vote: Other	1%	(1)	16%	(11)	83%	(59)	71
2020 Vote: Didn't Vote	6%	(26)	32%	(146)	62%	(286)	459
2018 House Vote: Democrat	11%	(82)	20%	(149)	69%	(512)	743
2018 House Vote: Republican	4%	(27)	17%	(102)	79%	(492)	620
2018 House Vote: Someone else	4%	(2)	32%	(19)	64%	(37)	58
2016 Vote: Hillary Clinton	10%	(70)	22%	(147)	68%	(457)	675
2016 Vote: Donald Trump	5%	(34)	17%	(113)	78%	(529)	676
2016 Vote: Other	—	(1)	21%	(25)	79%	(93)	118
2016 Vote: Didn't Vote	6%	(46)	26%	(185)	68%	(495)	726
Voted in 2014: Yes	7%	(87)	18%	(225)	75%	(940)	1252
Voted in 2014: No	7%	(66)	26%	(245)	67%	(637)	948
4-Region: Northeast	10%	(39)	23%	(92)	67%	(262)	394
4-Region: Midwest	4%	(20)	20%	(94)	75%	(348)	462
4-Region: South	7%	(55)	20%	(163)	74%	(606)	824
4-Region: West	7%	(38)	23%	(121)	69%	(360)	520

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**Table MCSP1\_3: Do you consider yourself an avid fan, casual fan or not a fan of each of the following?**

*Esports*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(153)	21%	(470)	72%	(1577)	2200
Sports fans	10%	(149)	28%	(430)	62%	(935)	1515
Avid sports fans	19%	(121)	31%	(198)	49%	(310)	630
Casual sports fans	3%	(28)	26%	(232)	71%	(625)	885
Gamers	10%	(148)	29%	(427)	61%	(890)	1465
Avid gamers	23%	(122)	41%	(216)	37%	(195)	532
Casual gamers	3%	(26)	23%	(211)	75%	(695)	933
Esports fans	25%	(153)	75%	(470)	—	(0)	623
Avid esports fans	100%	(153)	—	(0)	—	(0)	153
Casual esports fans	—	(0)	100%	(470)	—	(0)	470
Games every day	18%	(81)	29%	(128)	53%	(232)	441
Games frequently	16%	(127)	32%	(252)	52%	(407)	786
Games regularly	13%	(136)	32%	(338)	55%	(580)	1053
Buys/sells trading cards	24%	(95)	45%	(174)	31%	(120)	388
Buys/sells NFTs	36%	(81)	50%	(111)	14%	(30)	223
Buys/sells crypto	22%	(86)	42%	(162)	36%	(138)	386
Buys/sells NBA	38%	(99)	43%	(113)	19%	(48)	260
Buys/sells in-game goods	22%	(106)	41%	(198)	37%	(182)	486
Physical collectors	15%	(110)	29%	(211)	56%	(405)	726
Avid physical collectors	25%	(53)	32%	(69)	42%	(89)	211
Casual physical collectors	11%	(57)	28%	(142)	61%	(315)	515
Digital collectors	42%	(90)	41%	(87)	17%	(37)	214
Avid digital collectors	58%	(47)	34%	(28)	7%	(6)	81
Casual digital collectors	32%	(43)	44%	(59)	23%	(31)	132

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

**Table MCSP2: How often do you play video games on a console or computer?**

Demographic	Every day	Several times a week	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	20% (441)	16% (346)	12% (267)	8% (176)	13% (288)	31% (683)	2200
Gender: Male	22% (238)	20% (210)	13% (140)	7% (73)	11% (118)	27% (283)	1062
Gender: Female	18% (203)	12% (136)	11% (127)	9% (103)	15% (170)	35% (400)	1138
Age: 18-34	23% (152)	18% (117)	18% (116)	12% (75)	12% (76)	18% (118)	655
Age: 35-44	25% (88)	22% (78)	14% (49)	8% (30)	12% (44)	19% (70)	358
Age: 45-64	16% (120)	14% (108)	9% (67)	7% (54)	16% (121)	37% (281)	751
Age: 65+	19% (81)	10% (42)	8% (35)	4% (17)	11% (47)	49% (213)	436
GenZers: 1997-2012	19% (56)	15% (44)	18% (52)	17% (50)	14% (42)	17% (51)	294
Millennials: 1981-1996	26% (164)	21% (132)	16% (103)	8% (49)	10% (66)	18% (116)	628
GenXers: 1965-1980	19% (96)	17% (87)	10% (53)	8% (42)	19% (97)	27% (139)	514
Baby Boomers: 1946-1964	16% (114)	11% (78)	8% (58)	5% (34)	12% (81)	47% (329)	693
PID: Dem (no lean)	21% (182)	18% (153)	11% (98)	8% (69)	12% (107)	29% (250)	859
PID: Ind (no lean)	18% (124)	14% (97)	16% (112)	10% (69)	11% (80)	31% (219)	701
PID: Rep (no lean)	21% (135)	15% (96)	9% (57)	6% (38)	16% (101)	33% (213)	640
PID/Gender: Dem Men	25% (103)	24% (101)	13% (55)	5% (19)	11% (45)	23% (95)	417
PID/Gender: Dem Women	18% (80)	12% (51)	10% (43)	11% (50)	14% (62)	35% (156)	442
PID/Gender: Ind Men	19% (65)	15% (51)	16% (54)	11% (38)	9% (31)	29% (100)	338
PID/Gender: Ind Women	16% (59)	13% (46)	16% (59)	9% (31)	13% (48)	33% (120)	363
PID/Gender: Rep Men	23% (70)	19% (58)	10% (31)	5% (17)	14% (42)	29% (89)	306
PID/Gender: Rep Women	19% (64)	11% (38)	8% (26)	6% (21)	18% (60)	37% (124)	333
Ideo: Liberal (1-3)	20% (129)	17% (108)	12% (78)	8% (53)	12% (77)	30% (192)	638
Ideo: Moderate (4)	18% (102)	20% (109)	13% (73)	9% (47)	12% (66)	29% (159)	557
Ideo: Conservative (5-7)	22% (161)	15% (105)	9% (63)	6% (46)	15% (105)	33% (241)	720
Educ: < College	19% (291)	14% (206)	13% (191)	9% (134)	13% (202)	32% (487)	1512
Educ: Bachelors degree	21% (95)	19% (83)	12% (52)	5% (24)	13% (58)	29% (131)	444
Educ: Post-grad	22% (54)	23% (56)	10% (24)	7% (18)	11% (28)	26% (65)	244
Income: Under 50k	20% (213)	13% (147)	14% (155)	9% (94)	13% (138)	32% (345)	1092
Income: 50k-100k	19% (131)	18% (124)	11% (74)	7% (45)	14% (94)	33% (229)	696
Income: 100k+	24% (97)	18% (75)	9% (38)	9% (36)	14% (56)	26% (109)	411
Ethnicity: White	21% (358)	16% (273)	12% (202)	7% (113)	13% (226)	32% (550)	1722
Ethnicity: Hispanic	19% (66)	14% (47)	17% (61)	12% (43)	11% (39)	26% (92)	349
Ethnicity: Black	18% (50)	16% (44)	13% (34)	11% (30)	13% (35)	29% (80)	274

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**Table MCSP2: How often do you play video games on a console or computer?**

Demographic	Every day	Several times a week	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	20% (441)	16% (346)	12% (267)	8% (176)	13% (288)	31% (683)	2200
Ethnicity: Other	16% (33)	14% (28)	15% (31)	16% (33)	13% (27)	26% (52)	204
All Christian	20% (198)	17% (172)	10% (104)	7% (67)	12% (126)	34% (349)	1016
All Non-Christian	25% (37)	19% (28)	11% (16)	7% (11)	11% (16)	27% (40)	146
Atheist	29% (22)	19% (15)	9% (7)	11% (8)	14% (11)	18% (14)	78
Agnostic/Nothing in particular	17% (96)	14% (82)	17% (95)	10% (58)	13% (73)	29% (163)	566
Something Else	22% (87)	13% (50)	12% (46)	8% (32)	16% (62)	30% (116)	394
Religious Non-Protestant/Catholic	23% (41)	19% (32)	10% (17)	6% (11)	13% (22)	29% (51)	174
Evangelical	23% (138)	17% (102)	10% (61)	8% (45)	13% (77)	29% (171)	593
Non-Evangelical	18% (134)	14% (102)	11% (85)	7% (54)	13% (99)	37% (274)	747
Community: Urban	25% (151)	20% (123)	13% (77)	6% (36)	12% (75)	25% (152)	616
Community: Suburban	18% (191)	15% (162)	11% (120)	9% (100)	14% (152)	32% (337)	1062
Community: Rural	19% (99)	12% (60)	13% (70)	8% (40)	12% (61)	37% (193)	523
Employ: Private Sector	21% (141)	21% (142)	13% (91)	7% (47)	14% (94)	24% (161)	676
Employ: Government	20% (30)	16% (23)	10% (15)	7% (11)	15% (22)	32% (47)	148
Employ: Self-Employed	28% (55)	15% (31)	11% (22)	12% (24)	10% (20)	24% (47)	199
Employ: Homemaker	21% (22)	6% (7)	13% (14)	8% (8)	14% (15)	38% (40)	105
Employ: Student	15% (23)	11% (17)	23% (36)	20% (31)	13% (21)	17% (27)	155
Employ: Retired	19% (92)	11% (51)	8% (37)	4% (18)	11% (56)	48% (233)	488
Employ: Unemployed	19% (55)	18% (52)	12% (33)	7% (21)	15% (42)	28% (81)	285
Employ: Other	16% (24)	16% (23)	13% (19)	11% (15)	13% (18)	32% (46)	145
Military HH: Yes	23% (81)	12% (43)	10% (35)	7% (27)	11% (39)	37% (130)	355
Military HH: No	20% (360)	16% (303)	13% (232)	8% (149)	14% (249)	30% (553)	1845
RD/WT: Right Direction	22% (232)	19% (196)	10% (106)	8% (89)	12% (127)	29% (302)	1052
RD/WT: Wrong Track	18% (209)	13% (150)	14% (161)	8% (87)	14% (161)	33% (381)	1148
Biden Job Approve	22% (270)	18% (220)	11% (139)	8% (100)	11% (141)	29% (358)	1228
Biden Job Disapprove	18% (151)	13% (107)	12% (100)	7% (59)	15% (126)	34% (278)	820
Biden Job Strongly Approve	24% (154)	17% (104)	10% (62)	7% (42)	9% (60)	33% (207)	629
Biden Job Somewhat Approve	19% (116)	19% (115)	13% (77)	10% (58)	14% (81)	25% (151)	599
Biden Job Somewhat Disapprove	14% (37)	14% (37)	17% (44)	10% (25)	15% (39)	30% (77)	259
Biden Job Strongly Disapprove	20% (114)	13% (70)	10% (56)	6% (34)	15% (87)	36% (201)	561

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**Table MCSP2: How often do you play video games on a console or computer?**

Demographic	Every day	Several times a week	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	20% (441)	16% (346)	12% (267)	8% (176)	13% (288)	31% (683)	2200
Favorable of Biden	21% (261)	17% (211)	12% (151)	8% (98)	13% (153)	29% (351)	1225
Unfavorable of Biden	18% (149)	14% (119)	11% (94)	8% (69)	14% (118)	34% (288)	837
Very Favorable of Biden	24% (159)	16% (106)	12% (79)	6% (39)	11% (72)	32% (216)	670
Somewhat Favorable of Biden	18% (102)	19% (105)	13% (73)	11% (59)	15% (81)	24% (135)	555
Somewhat Unfavorable of Biden	12% (26)	19% (44)	14% (31)	15% (33)	10% (23)	31% (69)	226
Very Unfavorable of Biden	20% (123)	12% (75)	10% (64)	6% (35)	16% (95)	36% (219)	611
#1 Issue: Economy	16% (128)	17% (129)	13% (105)	8% (63)	17% (131)	29% (223)	780
#1 Issue: Security	24% (82)	15% (51)	11% (37)	6% (19)	10% (35)	34% (116)	341
#1 Issue: Health Care	21% (65)	20% (63)	14% (44)	7% (23)	10% (33)	28% (87)	314
#1 Issue: Medicare / Social Security	22% (55)	10% (24)	8% (21)	6% (16)	11% (28)	43% (109)	253
#1 Issue: Women's Issues	26% (37)	17% (24)	14% (19)	11% (15)	13% (18)	19% (27)	141
#1 Issue: Education	18% (20)	18% (20)	8% (9)	9% (11)	12% (13)	35% (40)	113
#1 Issue: Energy	26% (23)	19% (18)	15% (14)	7% (6)	13% (12)	21% (19)	91
#1 Issue: Other	19% (31)	9% (16)	11% (18)	14% (23)	11% (18)	36% (61)	167
2020 Vote: Joe Biden	21% (204)	17% (167)	13% (126)	7% (69)	13% (126)	30% (294)	985
2020 Vote: Donald Trump	20% (135)	12% (83)	11% (75)	7% (49)	14% (99)	36% (242)	682
2020 Vote: Other	7% (5)	19% (14)	16% (11)	18% (13)	11% (8)	28% (20)	71
2020 Vote: Didn't Vote	21% (96)	18% (82)	12% (55)	10% (45)	12% (54)	28% (127)	459
2018 House Vote: Democrat	22% (161)	18% (131)	10% (77)	7% (50)	11% (85)	32% (240)	743
2018 House Vote: Republican	20% (124)	14% (87)	11% (70)	7% (46)	14% (89)	33% (204)	620
2018 House Vote: Someone else	33% (19)	13% (7)	7% (4)	11% (6)	4% (2)	32% (19)	58
2016 Vote: Hillary Clinton	21% (141)	18% (122)	10% (68)	7% (48)	12% (82)	32% (214)	675
2016 Vote: Donald Trump	20% (135)	14% (93)	11% (72)	8% (52)	14% (94)	34% (230)	676
2016 Vote: Other	19% (22)	16% (19)	14% (17)	9% (11)	11% (13)	30% (35)	118
2016 Vote: Didn't Vote	19% (138)	15% (111)	15% (110)	9% (65)	14% (99)	28% (203)	726
Voted in 2014: Yes	21% (260)	14% (177)	9% (118)	7% (92)	14% (171)	35% (433)	1252
Voted in 2014: No	19% (180)	18% (169)	16% (149)	9% (84)	12% (117)	26% (249)	948
4-Region: Northeast	26% (102)	15% (59)	10% (41)	6% (25)	11% (45)	31% (122)	394
4-Region: Midwest	19% (88)	13% (60)	14% (67)	7% (33)	12% (57)	34% (158)	462
4-Region: South	19% (156)	18% (147)	13% (105)	8% (68)	12% (100)	30% (248)	824
4-Region: West	18% (95)	15% (80)	10% (54)	10% (50)	17% (86)	30% (155)	520

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**Table MCSP2: How often do you play video games on a console or computer?**

Demographic	Every day	Several times a week	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	20% (441)	16% (346)	12% (267)	8% (176)	13% (288)	31% (683)	2200
Sports fans	21% (319)	18% (280)	12% (180)	8% (114)	13% (200)	28% (422)	1515
Avid sports fans	30% (187)	20% (126)	11% (71)	6% (35)	9% (55)	25% (155)	630
Casual sports fans	15% (132)	17% (154)	12% (109)	9% (78)	16% (145)	30% (267)	885
Gamers	28% (413)	22% (329)	16% (235)	11% (156)	13% (195)	9% (137)	1465
Avid gamers	48% (256)	27% (144)	12% (66)	6% (32)	3% (14)	4% (21)	532
Casual gamers	17% (158)	20% (184)	18% (168)	13% (125)	19% (182)	12% (116)	933
Esports fans	33% (208)	27% (171)	15% (94)	8% (48)	7% (46)	9% (56)	623
Avid esports fans	53% (81)	30% (46)	6% (8)	5% (8)	3% (5)	3% (5)	153
Casual esports fans	27% (128)	26% (124)	18% (86)	9% (40)	9% (41)	11% (51)	470
Games every day	100% (441)	— (0)	— (0)	— (0)	— (0)	— (0)	441
Games frequently	56% (441)	44% (346)	— (0)	— (0)	— (0)	— (0)	786
Games regularly	42% (441)	33% (346)	25% (267)	— (0)	— (0)	— (0)	1053
Buys/sells trading cards	32% (126)	31% (121)	7% (27)	11% (42)	9% (35)	10% (38)	388
Buys/sells NFTs	40% (89)	31% (69)	9% (20)	7% (15)	8% (17)	5% (12)	223
Buys/sells crypto	34% (133)	23% (87)	13% (51)	11% (41)	9% (37)	9% (37)	386
Buys/sells NBA	36% (94)	29% (75)	13% (34)	9% (23)	8% (20)	5% (14)	260
Buys/sells in-game goods	34% (164)	30% (144)	14% (67)	11% (51)	7% (32)	6% (28)	486
Physical collectors	30% (216)	23% (163)	9% (65)	8% (61)	12% (86)	19% (134)	726
Avid physical collectors	37% (79)	29% (60)	8% (17)	9% (20)	5% (11)	11% (24)	211
Casual physical collectors	27% (138)	20% (103)	9% (48)	8% (41)	14% (75)	21% (111)	515
Digital collectors	45% (97)	29% (62)	13% (27)	7% (16)	3% (6)	3% (6)	214
Avid digital collectors	46% (37)	32% (26)	13% (11)	6% (5)	2% (2)	2% (1)	81
Casual digital collectors	45% (60)	27% (36)	12% (16)	9% (11)	3% (4)	4% (5)	132

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\_1: How familiar are you with each of the following types of investments, assets or collectibles?**  
*Trading cards, such as baseball cards or Pokemon cards*

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	21% (457)	40% (880)	22% (477)	18% (385)	2200
Gender: Male	26% (276)	41% (438)	20% (211)	13% (136)	1062
Gender: Female	16% (181)	39% (442)	23% (266)	22% (249)	1138
Age: 18-34	25% (164)	40% (260)	16% (108)	19% (123)	655
Age: 35-44	24% (85)	43% (154)	19% (69)	14% (49)	358
Age: 45-64	21% (154)	39% (293)	23% (175)	17% (129)	751
Age: 65+	12% (53)	40% (173)	29% (126)	19% (84)	436
GenZers: 1997-2012	22% (66)	37% (110)	18% (53)	22% (66)	294
Millennials: 1981-1996	26% (163)	43% (268)	16% (102)	15% (97)	628
GenXers: 1965-1980	24% (122)	39% (199)	24% (122)	14% (71)	514
Baby Boomers: 1946-1964	15% (101)	40% (276)	25% (176)	20% (140)	693
PID: Dem (no lean)	23% (196)	40% (340)	20% (172)	18% (151)	859
PID: Ind (no lean)	20% (142)	40% (279)	23% (162)	17% (119)	701
PID: Rep (no lean)	19% (119)	41% (262)	22% (143)	18% (116)	640
PID/Gender: Dem Men	29% (121)	41% (171)	17% (70)	13% (55)	417
PID/Gender: Dem Women	17% (75)	38% (169)	23% (102)	22% (96)	442
PID/Gender: Ind Men	25% (83)	41% (139)	22% (75)	12% (40)	338
PID/Gender: Ind Women	16% (59)	38% (140)	24% (86)	22% (79)	363
PID/Gender: Rep Men	23% (72)	42% (128)	21% (65)	13% (41)	306
PID/Gender: Rep Women	14% (48)	40% (133)	23% (78)	22% (75)	333
Ideo: Liberal (1-3)	26% (167)	40% (253)	18% (112)	17% (106)	638
Ideo: Moderate (4)	18% (99)	42% (237)	26% (147)	13% (74)	557
Ideo: Conservative (5-7)	20% (145)	40% (290)	24% (172)	16% (113)	720
Educ: < College	19% (286)	40% (598)	22% (336)	19% (293)	1512
Educ: Bachelors degree	26% (116)	41% (181)	21% (93)	12% (53)	444
Educ: Post-grad	23% (55)	42% (102)	19% (48)	16% (39)	244
Income: Under 50k	20% (217)	37% (408)	22% (243)	21% (224)	1092
Income: 50k-100k	20% (140)	42% (290)	22% (153)	16% (113)	696
Income: 100k+	24% (100)	44% (182)	20% (81)	12% (48)	411
Ethnicity: White	20% (338)	41% (710)	22% (387)	17% (287)	1722
Ethnicity: Hispanic	23% (81)	39% (135)	16% (56)	22% (78)	349

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**Table MCSP4\_1: How familiar are you with each of the following types of investments, assets or collectibles?**  
 Trading cards, such as baseball cards or Pokemon cards

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	21% (457)	40% (880)	22% (477)	18% (385)	2200
Ethnicity: Black	22% (60)	37% (101)	19% (52)	22% (62)	274
Ethnicity: Other	29% (59)	34% (70)	19% (38)	18% (37)	204
All Christian	19% (194)	43% (434)	23% (235)	15% (152)	1016
All Non-Christian	32% (47)	36% (53)	17% (25)	15% (21)	146
Atheist	24% (19)	39% (31)	27% (21)	9% (7)	78
Agnostic/Nothing in particular	23% (129)	39% (218)	20% (111)	19% (107)	566
Something Else	17% (68)	37% (144)	21% (84)	25% (98)	394
Religious Non-Protestant/Catholic	28% (49)	38% (66)	21% (36)	13% (23)	174
Evangelical	21% (127)	40% (234)	21% (122)	18% (110)	593
Non-Evangelical	17% (127)	41% (306)	24% (181)	18% (135)	747
Community: Urban	28% (171)	37% (227)	19% (118)	16% (99)	616
Community: Suburban	21% (222)	42% (447)	21% (219)	16% (174)	1062
Community: Rural	12% (64)	39% (206)	27% (140)	21% (112)	523
Employ: Private Sector	25% (170)	44% (296)	19% (128)	12% (81)	676
Employ: Government	22% (33)	42% (62)	23% (34)	13% (19)	148
Employ: Self-Employed	22% (43)	41% (81)	24% (49)	13% (26)	199
Employ: Homemaker	11% (12)	38% (40)	17% (18)	34% (35)	105
Employ: Student	21% (33)	34% (52)	18% (28)	27% (42)	155
Employ: Retired	14% (69)	39% (190)	29% (139)	18% (90)	488
Employ: Unemployed	24% (70)	37% (106)	21% (58)	18% (51)	285
Employ: Other	19% (27)	37% (53)	16% (23)	29% (42)	145
Military HH: Yes	20% (69)	43% (154)	22% (77)	15% (55)	355
Military HH: No	21% (388)	39% (726)	22% (400)	18% (331)	1845
RD/WT: Right Direction	22% (233)	41% (429)	22% (234)	15% (156)	1052
RD/WT: Wrong Track	20% (224)	39% (451)	21% (243)	20% (230)	1148
Biden Job Approve	23% (285)	39% (484)	21% (262)	16% (198)	1228
Biden Job Disapprove	17% (140)	42% (342)	23% (189)	18% (149)	820

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**Table MCSP4\_1: How familiar are you with each of the following types of investments, assets or collectibles?**  
*Trading cards, such as baseball cards or Pokemon cards*

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	21% (457)	40% (880)	22% (477)	18% (385)	2200
Biden Job Strongly Approve	25% (159)	39% (242)	19% (121)	17% (106)	629
Biden Job Somewhat Approve	21% (126)	40% (241)	23% (140)	15% (92)	599
Biden Job Somewhat Disapprove	15% (39)	45% (117)	22% (57)	18% (47)	259
Biden Job Strongly Disapprove	18% (101)	40% (225)	24% (133)	18% (102)	561
Favorable of Biden	22% (270)	40% (484)	23% (276)	16% (195)	1225
Unfavorable of Biden	18% (149)	41% (346)	22% (183)	19% (158)	837
Very Favorable of Biden	25% (168)	36% (240)	20% (134)	19% (127)	670
Somewhat Favorable of Biden	18% (102)	44% (244)	26% (142)	12% (67)	555
Somewhat Unfavorable of Biden	17% (39)	44% (99)	20% (46)	18% (42)	226
Very Unfavorable of Biden	18% (110)	40% (247)	22% (137)	19% (116)	611
#1 Issue: Economy	24% (185)	36% (282)	23% (183)	17% (131)	780
#1 Issue: Security	20% (67)	41% (140)	20% (67)	19% (66)	341
#1 Issue: Health Care	23% (71)	42% (133)	15% (49)	20% (61)	314
#1 Issue: Medicare / Social Security	12% (31)	36% (92)	32% (80)	20% (50)	253
#1 Issue: Women's Issues	20% (29)	45% (63)	18% (25)	17% (24)	141
#1 Issue: Education	19% (21)	51% (57)	14% (15)	17% (19)	113
#1 Issue: Energy	25% (22)	41% (37)	24% (22)	11% (10)	91
#1 Issue: Other	18% (30)	46% (77)	22% (37)	14% (24)	167
2020 Vote: Joe Biden	23% (230)	40% (398)	21% (210)	15% (147)	985
2020 Vote: Donald Trump	18% (121)	38% (262)	24% (161)	20% (137)	682
2020 Vote: Other	27% (19)	37% (26)	23% (16)	13% (9)	71
2020 Vote: Didn't Vote	19% (86)	42% (193)	19% (89)	20% (90)	459
2018 House Vote: Democrat	21% (155)	44% (325)	23% (169)	13% (95)	743
2018 House Vote: Republican	19% (115)	41% (253)	23% (143)	18% (110)	620
2018 House Vote: Someone else	23% (13)	41% (24)	20% (11)	16% (9)	58
2016 Vote: Hillary Clinton	19% (129)	45% (304)	22% (147)	14% (95)	675
2016 Vote: Donald Trump	18% (123)	40% (272)	23% (156)	18% (125)	676
2016 Vote: Other	28% (33)	38% (45)	21% (25)	12% (14)	118
2016 Vote: Didn't Vote	23% (168)	36% (259)	20% (148)	21% (151)	726

Continued on next page

**Table MCSP4\_1: How familiar are you with each of the following types of investments, assets or collectibles?**  
*Trading cards, such as baseball cards or Pokemon cards*

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	21% (457)	40% (880)	22% (477)	18% (385)	2200
Voted in 2014: Yes	20% (257)	42% (519)	23% (284)	15% (192)	1252
Voted in 2014: No	21% (201)	38% (361)	20% (193)	20% (193)	948
4-Region: Northeast	28% (111)	37% (146)	19% (73)	16% (63)	394
4-Region: Midwest	16% (73)	40% (183)	26% (121)	18% (84)	462
4-Region: South	19% (157)	42% (348)	22% (182)	17% (137)	824
4-Region: West	22% (115)	39% (204)	19% (100)	19% (101)	520
Sports fans	24% (366)	41% (628)	21% (319)	13% (202)	1515
Avid sports fans	36% (227)	37% (234)	15% (96)	12% (72)	630
Casual sports fans	16% (138)	44% (394)	25% (223)	15% (130)	885
Gamers	26% (382)	42% (611)	20% (293)	12% (179)	1465
Avid gamers	38% (200)	32% (171)	16% (86)	14% (75)	532
Casual gamers	19% (181)	47% (440)	22% (207)	11% (104)	933
Esports fans	32% (201)	45% (282)	14% (90)	8% (51)	623
Avid esports fans	50% (76)	31% (47)	12% (19)	7% (11)	153
Casual esports fans	26% (124)	50% (235)	15% (71)	9% (41)	470
Games every day	35% (153)	33% (146)	19% (86)	13% (56)	441
Games frequently	33% (257)	39% (307)	18% (144)	10% (79)	786
Games regularly	29% (304)	40% (419)	19% (196)	13% (135)	1053
Buys/sells trading cards	52% (203)	37% (144)	8% (31)	3% (10)	388
Buys/sells NFTs	42% (93)	43% (95)	12% (26)	4% (8)	223
Buys/sells crypto	35% (135)	42% (161)	15% (57)	8% (32)	386
Buys/sells NBA	40% (104)	45% (118)	12% (31)	3% (8)	260
Buys/sells in-game goods	42% (204)	38% (186)	11% (52)	9% (43)	486
Physical collectors	36% (265)	45% (328)	12% (90)	6% (44)	726
Avid physical collectors	47% (100)	38% (81)	11% (23)	4% (7)	211
Casual physical collectors	32% (165)	48% (247)	13% (66)	7% (36)	515
Digital collectors	43% (93)	42% (91)	7% (15)	7% (15)	214
Avid digital collectors	46% (37)	40% (32)	7% (5)	8% (6)	81
Casual digital collectors	42% (55)	44% (58)	7% (10)	7% (9)	132

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\_2: How familiar are you with each of the following types of investments, assets or collectibles?  
Non-fungible tokens, or NFTs**

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	4% (90)	12% (261)	20% (445)	64% (1404)	2200
Gender: Male	7% (73)	15% (161)	23% (243)	55% (585)	1062
Gender: Female	2% (17)	9% (100)	18% (202)	72% (819)	1138
Age: 18-34	7% (45)	19% (123)	24% (159)	50% (329)	655
Age: 35-44	9% (30)	19% (68)	22% (80)	50% (179)	358
Age: 45-64	2% (15)	8% (60)	19% (143)	71% (533)	751
Age: 65+	— (0)	2% (10)	14% (63)	83% (363)	436
GenZers: 1997-2012	2% (7)	16% (47)	25% (74)	56% (166)	294
Millennials: 1981-1996	10% (64)	20% (126)	24% (149)	46% (289)	628
GenXers: 1965-1980	4% (18)	12% (62)	20% (103)	64% (331)	514
Baby Boomers: 1946-1964	— (0)	4% (26)	16% (109)	80% (558)	693
PID: Dem (no lean)	7% (64)	14% (122)	22% (186)	57% (487)	859
PID: Ind (no lean)	2% (13)	10% (73)	20% (142)	68% (474)	701
PID: Rep (no lean)	2% (12)	10% (66)	18% (117)	69% (444)	640
PID/Gender: Dem Men	13% (53)	17% (71)	24% (99)	46% (194)	417
PID/Gender: Dem Women	2% (11)	12% (51)	20% (87)	66% (293)	442
PID/Gender: Ind Men	4% (12)	13% (45)	23% (78)	60% (203)	338
PID/Gender: Ind Women	— (1)	8% (28)	18% (64)	75% (271)	363
PID/Gender: Rep Men	2% (7)	15% (45)	22% (66)	62% (189)	306
PID/Gender: Rep Women	1% (5)	6% (21)	15% (51)	77% (255)	333
Ideo: Liberal (1-3)	7% (45)	15% (97)	22% (140)	56% (356)	638
Ideo: Moderate (4)	3% (16)	13% (70)	22% (121)	63% (350)	557
Ideo: Conservative (5-7)	3% (24)	10% (73)	20% (145)	66% (478)	720
Educ: < College	2% (23)	9% (138)	20% (301)	69% (1051)	1512
Educ: Bachelors degree	9% (38)	17% (77)	20% (90)	54% (238)	444
Educ: Post-grad	12% (29)	19% (46)	22% (54)	47% (115)	244
Income: Under 50k	2% (19)	8% (87)	18% (197)	72% (789)	1092
Income: 50k-100k	5% (35)	13% (91)	22% (156)	59% (414)	696
Income: 100k+	9% (35)	20% (83)	22% (92)	49% (201)	411
Ethnicity: White	4% (73)	11% (195)	20% (351)	64% (1102)	1722
Ethnicity: Hispanic	3% (10)	15% (52)	25% (88)	57% (199)	349

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**Table MCSP4\_2: How familiar are you with each of the following types of investments, assets or collectibles?**  
 Non-fungible tokens, or NFTs

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	4%	(90)	12%	(261)	20%	(445)	64%	(1404)	2200
Ethnicity: Black	4%	(10)	14%	(39)	18%	(48)	64%	(176)	274
Ethnicity: Other	3%	(6)	13%	(26)	23%	(46)	62%	(125)	204
All Christian	4%	(44)	11%	(116)	20%	(207)	64%	(648)	1016
All Non-Christian	17%	(25)	14%	(21)	17%	(25)	51%	(75)	146
Atheist	4%	(3)	15%	(11)	33%	(26)	48%	(37)	78
Agnostic/Nothing in particular	2%	(11)	11%	(63)	22%	(123)	65%	(370)	566
Something Else	2%	(6)	12%	(49)	16%	(65)	69%	(274)	394
Religious Non-Protestant/Catholic	15%	(26)	13%	(22)	17%	(30)	55%	(96)	174
Evangelical	5%	(32)	12%	(72)	19%	(113)	63%	(376)	593
Non-Evangelical	2%	(13)	11%	(79)	19%	(144)	69%	(512)	747
Community: Urban	10%	(59)	16%	(100)	20%	(123)	54%	(334)	616
Community: Suburban	2%	(23)	12%	(132)	20%	(212)	65%	(695)	1062
Community: Rural	2%	(8)	6%	(29)	21%	(110)	72%	(375)	523
Employ: Private Sector	7%	(47)	20%	(133)	24%	(163)	49%	(332)	676
Employ: Government	11%	(16)	9%	(14)	16%	(24)	64%	(94)	148
Employ: Self-Employed	8%	(16)	16%	(31)	29%	(57)	47%	(94)	199
Employ: Homemaker	3%	(3)	4%	(4)	11%	(12)	82%	(86)	105
Employ: Student	3%	(4)	18%	(28)	19%	(29)	60%	(93)	155
Employ: Retired	—	(1)	3%	(16)	15%	(71)	82%	(400)	488
Employ: Unemployed	1%	(2)	9%	(26)	24%	(68)	66%	(189)	285
Employ: Other	—	(1)	6%	(9)	15%	(22)	79%	(114)	145
Military HH: Yes	5%	(19)	9%	(31)	17%	(61)	69%	(243)	355
Military HH: No	4%	(71)	12%	(230)	21%	(384)	63%	(1160)	1845
RD/WT: Right Direction	7%	(71)	15%	(162)	23%	(242)	55%	(577)	1052
RD/WT: Wrong Track	2%	(19)	9%	(99)	18%	(203)	72%	(827)	1148
Biden Job Approve	6%	(77)	15%	(180)	22%	(275)	57%	(695)	1228
Biden Job Disapprove	1%	(8)	9%	(76)	18%	(145)	72%	(591)	820

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**Table MCSP4\_2: How familiar are you with each of the following types of investments, assets or collectibles?**  
Non-fungible tokens, or NFTs

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	4%	(90)	12%	(261)	20%	(445)	64%	(1404)	2200
Biden Job Strongly Approve	10%	(62)	16%	(98)	20%	(126)	55%	(343)	629
Biden Job Somewhat Approve	3%	(15)	14%	(82)	25%	(150)	59%	(352)	599
Biden Job Somewhat Disapprove	—	(1)	13%	(34)	22%	(57)	64%	(166)	259
Biden Job Strongly Disapprove	1%	(7)	7%	(42)	16%	(87)	76%	(425)	561
Favorable of Biden	6%	(72)	14%	(177)	23%	(282)	57%	(694)	1225
Unfavorable of Biden	1%	(8)	9%	(71)	17%	(140)	74%	(618)	837
Very Favorable of Biden	8%	(57)	15%	(101)	20%	(136)	56%	(377)	670
Somewhat Favorable of Biden	3%	(15)	14%	(77)	26%	(146)	57%	(317)	555
Somewhat Unfavorable of Biden	1%	(2)	12%	(27)	19%	(43)	68%	(154)	226
Very Unfavorable of Biden	1%	(6)	7%	(44)	16%	(98)	76%	(463)	611
#1 Issue: Economy	5%	(41)	13%	(104)	24%	(187)	57%	(448)	780
#1 Issue: Security	5%	(17)	10%	(33)	19%	(63)	67%	(227)	341
#1 Issue: Health Care	4%	(12)	14%	(44)	19%	(59)	64%	(199)	314
#1 Issue: Medicare / Social Security	—	(0)	5%	(14)	14%	(37)	80%	(203)	253
#1 Issue: Women's Issues	2%	(3)	6%	(8)	31%	(43)	61%	(87)	141
#1 Issue: Education	4%	(5)	24%	(27)	15%	(17)	56%	(64)	113
#1 Issue: Energy	12%	(11)	23%	(21)	19%	(17)	46%	(42)	91
#1 Issue: Other	—	(1)	6%	(10)	13%	(22)	81%	(135)	167
2020 Vote: Joe Biden	7%	(71)	15%	(144)	23%	(226)	55%	(544)	985
2020 Vote: Donald Trump	2%	(10)	7%	(50)	17%	(116)	74%	(505)	682
2020 Vote: Other	1%	(1)	15%	(11)	25%	(18)	59%	(42)	71
2020 Vote: Didn't Vote	2%	(8)	12%	(55)	18%	(84)	68%	(312)	459
2018 House Vote: Democrat	8%	(57)	15%	(108)	21%	(156)	57%	(422)	743
2018 House Vote: Republican	2%	(10)	9%	(56)	18%	(115)	71%	(439)	620
2018 House Vote: Someone else	—	(0)	10%	(6)	27%	(16)	63%	(36)	58
2016 Vote: Hillary Clinton	8%	(54)	13%	(91)	21%	(145)	57%	(385)	675
2016 Vote: Donald Trump	2%	(14)	9%	(63)	18%	(120)	71%	(478)	676
2016 Vote: Other	1%	(1)	10%	(11)	31%	(37)	58%	(68)	118
2016 Vote: Didn't Vote	3%	(18)	13%	(94)	20%	(144)	65%	(470)	726

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**Table MCSP4\_2: How familiar are you with each of the following types of investments, assets or collectibles?  
Non-fungible tokens, or NFTs**

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	4%	(90)	12%	(261)	20%	(445)	64%	(1404)	2200
Voted in 2014: Yes	5%	(57)	11%	(134)	20%	(249)	65%	(811)	1252
Voted in 2014: No	3%	(32)	13%	(127)	21%	(197)	62%	(592)	948
4-Region: Northeast	8%	(31)	15%	(61)	17%	(68)	59%	(234)	394
4-Region: Midwest	2%	(11)	8%	(35)	22%	(103)	68%	(313)	462
4-Region: South	3%	(23)	11%	(94)	21%	(174)	65%	(533)	824
4-Region: West	5%	(25)	14%	(71)	19%	(100)	62%	(324)	520
Sports fans	6%	(85)	14%	(218)	22%	(340)	58%	(872)	1515
Avid sports fans	10%	(63)	16%	(101)	20%	(127)	54%	(338)	630
Casual sports fans	2%	(22)	13%	(117)	24%	(213)	60%	(534)	885
Gamers	6%	(84)	15%	(226)	24%	(352)	55%	(803)	1465
Avid gamers	12%	(64)	20%	(109)	26%	(140)	41%	(219)	532
Casual gamers	2%	(20)	13%	(117)	23%	(212)	63%	(584)	933
Esports fans	13%	(81)	28%	(171)	28%	(176)	31%	(194)	623
Avid esports fans	34%	(52)	27%	(41)	19%	(29)	20%	(30)	153
Casual esports fans	6%	(29)	28%	(130)	31%	(147)	35%	(164)	470
Games every day	10%	(46)	14%	(61)	24%	(104)	52%	(230)	441
Games frequently	9%	(68)	17%	(132)	26%	(203)	49%	(383)	786
Games regularly	7%	(76)	16%	(173)	24%	(256)	52%	(549)	1053
Buys/sells trading cards	17%	(66)	34%	(133)	30%	(118)	18%	(72)	388
Buys/sells NFTs	31%	(70)	51%	(113)	12%	(26)	6%	(14)	223
Buys/sells crypto	19%	(73)	37%	(142)	23%	(91)	21%	(80)	386
Buys/sells NBA	26%	(67)	38%	(100)	22%	(56)	14%	(37)	260
Buys/sells in-game goods	15%	(73)	27%	(133)	26%	(128)	31%	(152)	486
Physical collectors	9%	(68)	18%	(133)	27%	(194)	46%	(331)	726
Avid physical collectors	18%	(38)	19%	(41)	31%	(64)	32%	(68)	211
Casual physical collectors	6%	(30)	18%	(92)	25%	(130)	51%	(264)	515
Digital collectors	32%	(67)	41%	(87)	16%	(33)	12%	(26)	214
Avid digital collectors	36%	(29)	41%	(33)	10%	(8)	13%	(11)	81
Casual digital collectors	29%	(38)	41%	(54)	19%	(25)	12%	(16)	132

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\_3: How familiar are you with each of the following types of investments, assets or collectibles?  
Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin and Peercoin.**

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	11%	(249)	28%	(616)	30%	(667)	30%	(668)	2200
Gender: Male	16%	(171)	34%	(358)	28%	(297)	22%	(237)	1062
Gender: Female	7%	(78)	23%	(258)	33%	(371)	38%	(432)	1138
Age: 18-34	15%	(99)	33%	(217)	28%	(184)	24%	(155)	655
Age: 35-44	24%	(85)	35%	(124)	22%	(77)	20%	(72)	358
Age: 45-64	8%	(63)	28%	(208)	33%	(248)	31%	(231)	751
Age: 65+	—	(1)	15%	(67)	36%	(158)	48%	(210)	436
GenZers: 1997-2012	8%	(24)	34%	(99)	31%	(92)	27%	(79)	294
Millennials: 1981-1996	22%	(141)	33%	(210)	23%	(148)	21%	(129)	628
GenXers: 1965-1980	12%	(63)	32%	(167)	30%	(154)	25%	(130)	514
Baby Boomers: 1946-1964	3%	(19)	19%	(133)	36%	(248)	42%	(293)	693
PID: Dem (no lean)	14%	(121)	28%	(241)	29%	(253)	28%	(244)	859
PID: Ind (no lean)	10%	(72)	32%	(225)	28%	(193)	30%	(212)	701
PID: Rep (no lean)	9%	(55)	24%	(151)	35%	(221)	33%	(213)	640
PID/Gender: Dem Men	21%	(87)	31%	(131)	25%	(103)	23%	(97)	417
PID/Gender: Dem Women	8%	(35)	25%	(110)	34%	(150)	33%	(147)	442
PID/Gender: Ind Men	15%	(51)	39%	(133)	23%	(78)	23%	(77)	338
PID/Gender: Ind Women	6%	(21)	25%	(92)	32%	(115)	37%	(135)	363
PID/Gender: Rep Men	11%	(33)	31%	(95)	38%	(116)	21%	(63)	306
PID/Gender: Rep Women	7%	(22)	17%	(56)	32%	(105)	45%	(150)	333
Ideo: Liberal (1-3)	16%	(105)	31%	(199)	31%	(195)	22%	(140)	638
Ideo: Moderate (4)	9%	(51)	31%	(173)	30%	(168)	30%	(164)	557
Ideo: Conservative (5-7)	10%	(75)	26%	(185)	35%	(249)	29%	(211)	720
Educ: < College	8%	(120)	26%	(389)	31%	(466)	36%	(538)	1512
Educ: Bachelors degree	19%	(84)	31%	(139)	30%	(134)	19%	(86)	444
Educ: Post-grad	18%	(45)	36%	(87)	28%	(68)	18%	(44)	244
Income: Under 50k	6%	(70)	25%	(271)	30%	(333)	38%	(419)	1092
Income: 50k-100k	13%	(91)	29%	(202)	32%	(226)	25%	(177)	696
Income: 100k+	21%	(87)	35%	(144)	26%	(108)	17%	(72)	411
Ethnicity: White	11%	(188)	27%	(458)	32%	(543)	31%	(533)	1722
Ethnicity: Hispanic	9%	(32)	32%	(113)	29%	(103)	29%	(101)	349

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**Table MCSP4\_3: How familiar are you with each of the following types of investments, assets or collectibles?  
 Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin and Peercoin.**

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	11% (249)	28% (616)	30% (667)	30% (668)	2200
Ethnicity: Black	17% (46)	30% (82)	25% (70)	28% (76)	274
Ethnicity: Other	7% (15)	37% (75)	27% (55)	29% (59)	204
All Christian	11% (114)	26% (260)	33% (332)	31% (310)	1016
All Non-Christian	24% (35)	26% (38)	26% (38)	24% (35)	146
Atheist	18% (14)	26% (20)	37% (29)	19% (15)	78
Agnostic/Nothing in particular	10% (55)	37% (208)	27% (152)	27% (151)	566
Something Else	8% (31)	23% (90)	29% (116)	40% (158)	394
Religious Non-Protestant/Catholic	21% (36)	26% (46)	29% (50)	24% (42)	174
Evangelical	14% (85)	26% (153)	27% (159)	33% (195)	593
Non-Evangelical	7% (52)	24% (176)	35% (264)	34% (256)	747
Community: Urban	17% (106)	33% (201)	26% (160)	24% (149)	616
Community: Suburban	10% (111)	29% (310)	31% (329)	29% (311)	1062
Community: Rural	6% (31)	20% (105)	34% (178)	40% (208)	523
Employ: Private Sector	20% (132)	33% (226)	29% (194)	18% (124)	676
Employ: Government	20% (30)	26% (39)	32% (48)	21% (31)	148
Employ: Self-Employed	17% (33)	37% (73)	30% (60)	17% (33)	199
Employ: Homemaker	7% (8)	13% (13)	36% (37)	45% (47)	105
Employ: Student	6% (9)	36% (56)	27% (41)	31% (49)	155
Employ: Retired	2% (8)	16% (78)	36% (177)	46% (224)	488
Employ: Unemployed	4% (12)	37% (105)	26% (73)	33% (95)	285
Employ: Other	11% (16)	18% (27)	25% (37)	45% (65)	145
Military HH: Yes	12% (42)	25% (87)	33% (116)	31% (109)	355
Military HH: No	11% (207)	29% (529)	30% (551)	30% (559)	1845
RD/WT: Right Direction	14% (152)	29% (301)	29% (309)	28% (290)	1052
RD/WT: Wrong Track	8% (96)	27% (315)	31% (358)	33% (378)	1148
Biden Job Approve	15% (185)	30% (366)	28% (342)	27% (335)	1228
Biden Job Disapprove	7% (58)	26% (210)	35% (285)	33% (268)	820

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**Table MCSP4\_3: How familiar are you with each of the following types of investments, assets or collectibles?  
Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin and Peercoin.**

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	11% (249)	28% (616)	30% (667)	30% (668)	2200
Biden Job Strongly Approve	17% (107)	28% (174)	27% (170)	29% (179)	629
Biden Job Somewhat Approve	13% (79)	32% (192)	29% (173)	26% (155)	599
Biden Job Somewhat Disapprove	7% (19)	33% (86)	32% (83)	27% (70)	259
Biden Job Strongly Disapprove	7% (38)	22% (124)	36% (201)	35% (198)	561
Favorable of Biden	14% (172)	31% (380)	28% (339)	27% (334)	1225
Unfavorable of Biden	8% (63)	25% (208)	34% (287)	33% (278)	837
Very Favorable of Biden	15% (100)	27% (181)	26% (176)	32% (213)	670
Somewhat Favorable of Biden	13% (72)	36% (199)	29% (163)	22% (121)	555
Somewhat Unfavorable of Biden	10% (23)	29% (65)	31% (70)	30% (68)	226
Very Unfavorable of Biden	7% (40)	23% (142)	36% (218)	34% (210)	611
#1 Issue: Economy	13% (102)	33% (255)	29% (224)	25% (198)	780
#1 Issue: Security	12% (39)	23% (77)	34% (115)	32% (109)	341
#1 Issue: Health Care	12% (38)	32% (101)	27% (84)	29% (91)	314
#1 Issue: Medicare / Social Security	3% (6)	15% (37)	35% (90)	47% (120)	253
#1 Issue: Women's Issues	12% (17)	27% (39)	36% (51)	24% (34)	141
#1 Issue: Education	20% (22)	31% (35)	17% (19)	33% (37)	113
#1 Issue: Energy	24% (22)	24% (22)	26% (24)	26% (24)	91
#1 Issue: Other	1% (1)	30% (51)	36% (61)	33% (55)	167
2020 Vote: Joe Biden	15% (149)	29% (283)	31% (307)	25% (246)	985
2020 Vote: Donald Trump	8% (53)	22% (151)	35% (236)	35% (241)	682
2020 Vote: Other	13% (9)	42% (30)	23% (16)	23% (16)	71
2020 Vote: Didn't Vote	8% (37)	33% (151)	23% (106)	36% (165)	459
2018 House Vote: Democrat	15% (115)	27% (201)	31% (227)	27% (201)	743
2018 House Vote: Republican	8% (49)	25% (155)	35% (216)	32% (200)	620
2018 House Vote: Someone else	18% (10)	26% (15)	23% (14)	33% (19)	58
2016 Vote: Hillary Clinton	13% (89)	28% (190)	32% (213)	27% (182)	675
2016 Vote: Donald Trump	9% (60)	24% (165)	33% (224)	34% (227)	676
2016 Vote: Other	15% (18)	36% (42)	31% (36)	19% (23)	118
2016 Vote: Didn't Vote	11% (80)	30% (216)	27% (194)	32% (236)	726

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**Table MCSP4\_3: How familiar are you with each of the following types of investments, assets or collectibles?  
Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin and Peercoin.**

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	11% (249)	28% (616)	30% (667)	30% (668)	2200
Voted in 2014: Yes	12% (146)	26% (324)	32% (403)	30% (379)	1252
Voted in 2014: No	11% (103)	31% (292)	28% (264)	31% (290)	948
4-Region: Northeast	15% (60)	27% (108)	27% (105)	31% (121)	394
4-Region: Midwest	7% (31)	26% (120)	34% (157)	34% (155)	462
4-Region: South	12% (99)	27% (219)	31% (258)	30% (248)	824
4-Region: West	11% (59)	33% (169)	28% (147)	28% (144)	520
Sports fans	13% (204)	30% (461)	31% (465)	25% (384)	1515
Avid sports fans	19% (121)	32% (201)	26% (164)	23% (143)	630
Casual sports fans	9% (83)	29% (260)	34% (301)	27% (241)	885
Gamers	15% (221)	33% (482)	29% (419)	23% (343)	1465
Avid gamers	25% (131)	29% (153)	26% (138)	21% (110)	532
Casual gamers	10% (90)	35% (329)	30% (281)	25% (233)	933
Esports fans	26% (159)	39% (244)	22% (137)	13% (82)	623
Avid esports fans	49% (75)	28% (42)	14% (21)	9% (14)	153
Casual esports fans	18% (85)	43% (202)	25% (116)	14% (68)	470
Games every day	22% (99)	28% (123)	26% (114)	24% (104)	441
Games frequently	20% (154)	32% (251)	28% (221)	20% (160)	786
Games regularly	17% (183)	32% (332)	28% (294)	23% (244)	1053
Buys/sells trading cards	29% (114)	42% (162)	22% (84)	7% (28)	388
Buys/sells NFTs	47% (104)	36% (81)	13% (29)	4% (9)	223
Buys/sells crypto	44% (171)	45% (173)	8% (32)	3% (10)	386
Buys/sells NBA	37% (97)	38% (100)	19% (48)	6% (15)	260
Buys/sells in-game goods	31% (152)	39% (190)	18% (89)	11% (55)	486
Physical collectors	20% (149)	36% (265)	28% (204)	15% (109)	726
Avid physical collectors	30% (64)	34% (72)	24% (50)	12% (25)	211
Casual physical collectors	16% (84)	38% (193)	30% (153)	16% (84)	515
Digital collectors	42% (90)	35% (75)	16% (35)	7% (14)	214
Avid digital collectors	49% (40)	35% (29)	11% (9)	5% (4)	81
Casual digital collectors	38% (50)	35% (46)	20% (26)	7% (10)	132

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\_4: How familiar are you with each of the following types of investments, assets or collectibles?**  
NBA Top Shot moments

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	7% (156)	14% (318)	19% (412)	60% (1314)	2200
Gender: Male	12% (124)	18% (190)	20% (207)	51% (540)	1062
Gender: Female	3% (32)	11% (127)	18% (205)	68% (774)	1138
Age: 18-34	11% (75)	21% (136)	21% (138)	47% (306)	655
Age: 35-44	14% (49)	21% (74)	16% (58)	49% (176)	358
Age: 45-64	4% (29)	11% (84)	19% (145)	66% (493)	751
Age: 65+	1% (2)	5% (23)	16% (72)	78% (339)	436
GenZers: 1997-2012	5% (13)	18% (52)	26% (76)	52% (153)	294
Millennials: 1981-1996	17% (105)	23% (141)	17% (108)	44% (274)	628
GenXers: 1965-1980	6% (32)	15% (77)	19% (96)	60% (310)	514
Baby Boomers: 1946-1964	1% (5)	7% (45)	17% (119)	76% (523)	693
PID: Dem (no lean)	12% (100)	17% (147)	17% (146)	54% (466)	859
PID: Ind (no lean)	4% (27)	12% (87)	19% (132)	65% (455)	701
PID: Rep (no lean)	5% (29)	13% (84)	21% (134)	61% (392)	640
PID/Gender: Dem Men	19% (81)	21% (86)	17% (69)	43% (181)	417
PID/Gender: Dem Women	4% (19)	14% (60)	18% (77)	64% (285)	442
PID/Gender: Ind Men	6% (20)	13% (43)	20% (68)	61% (207)	338
PID/Gender: Ind Women	2% (7)	12% (44)	18% (64)	68% (248)	363
PID/Gender: Rep Men	8% (23)	20% (62)	23% (70)	49% (151)	306
PID/Gender: Rep Women	2% (6)	7% (23)	19% (64)	72% (241)	333
Ideo: Liberal (1-3)	11% (71)	16% (102)	17% (112)	55% (353)	638
Ideo: Moderate (4)	6% (34)	18% (100)	21% (118)	55% (306)	557
Ideo: Conservative (5-7)	5% (37)	13% (95)	19% (137)	63% (451)	720
Educ: < College	5% (69)	12% (175)	19% (287)	65% (982)	1512
Educ: Bachelors degree	12% (53)	22% (96)	19% (83)	48% (212)	444
Educ: Post-grad	14% (35)	19% (47)	17% (42)	49% (120)	244
Income: Under 50k	6% (61)	13% (138)	16% (179)	65% (715)	1092
Income: 50k-100k	7% (48)	15% (103)	20% (142)	58% (404)	696
Income: 100k+	12% (48)	19% (77)	22% (91)	47% (195)	411
Ethnicity: White	6% (110)	13% (231)	19% (324)	61% (1056)	1722
Ethnicity: Hispanic	5% (17)	18% (64)	24% (82)	53% (186)	349

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**Table MCSP4\_4: How familiar are you with each of the following types of investments, assets or collectibles?**  
 NBA Top Shot moments

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(156)	14%	(318)	19%	(412)	60%	(1314)	2200
Ethnicity: Black	12%	(33)	18%	(49)	13%	(35)	57%	(157)	274
Ethnicity: Other	6%	(13)	19%	(38)	26%	(53)	49%	(101)	204
All Christian	7%	(73)	15%	(148)	20%	(203)	58%	(593)	1016
All Non-Christian	18%	(26)	22%	(31)	17%	(25)	44%	(64)	146
Atheist	1%	(0)	16%	(12)	26%	(21)	57%	(44)	78
Agnostic/Nothing in particular	6%	(34)	14%	(81)	18%	(102)	62%	(349)	566
Something Else	6%	(22)	11%	(45)	16%	(63)	67%	(263)	394
Religious Non-Protestant/Catholic	15%	(27)	20%	(34)	17%	(30)	48%	(83)	174
Evangelical	11%	(63)	16%	(95)	18%	(105)	56%	(330)	593
Non-Evangelical	3%	(26)	11%	(83)	19%	(144)	66%	(494)	747
Community: Urban	13%	(83)	19%	(116)	16%	(101)	51%	(316)	616
Community: Suburban	5%	(51)	16%	(165)	21%	(224)	59%	(622)	1062
Community: Rural	4%	(22)	7%	(36)	17%	(88)	72%	(376)	523
Employ: Private Sector	11%	(75)	21%	(143)	20%	(136)	47%	(321)	676
Employ: Government	15%	(22)	16%	(24)	16%	(24)	53%	(79)	148
Employ: Self-Employed	14%	(27)	14%	(27)	28%	(55)	45%	(90)	199
Employ: Homemaker	1%	(1)	8%	(8)	13%	(13)	78%	(82)	105
Employ: Student	4%	(6)	17%	(26)	26%	(41)	53%	(82)	155
Employ: Retired	1%	(6)	6%	(28)	16%	(78)	77%	(375)	488
Employ: Unemployed	5%	(15)	14%	(40)	18%	(51)	63%	(179)	285
Employ: Other	2%	(3)	15%	(21)	10%	(14)	73%	(106)	145
Military HH: Yes	6%	(21)	11%	(38)	19%	(67)	65%	(229)	355
Military HH: No	7%	(135)	15%	(280)	19%	(346)	59%	(1085)	1845
RD/WT: Right Direction	11%	(118)	18%	(193)	19%	(195)	52%	(546)	1052
RD/WT: Wrong Track	3%	(38)	11%	(125)	19%	(217)	67%	(768)	1148
Biden Job Approve	11%	(134)	17%	(214)	18%	(221)	54%	(660)	1228
Biden Job Disapprove	3%	(22)	10%	(81)	20%	(161)	68%	(555)	820

Continued on next page

**Table MCSP4\_4: How familiar are you with each of the following types of investments, assets or collectibles?**  
NBA Top Shot moments

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	7%	(156)	14%	(318)	19%	(412)	60%	(1314)	2200
Biden Job Strongly Approve	14%	(87)	19%	(118)	16%	(100)	51%	(324)	629
Biden Job Somewhat Approve	8%	(47)	16%	(96)	20%	(120)	56%	(336)	599
Biden Job Somewhat Disapprove	2%	(6)	15%	(40)	22%	(57)	60%	(157)	259
Biden Job Strongly Disapprove	3%	(16)	7%	(42)	19%	(104)	71%	(399)	561
Favorable of Biden	10%	(122)	18%	(221)	19%	(229)	53%	(653)	1225
Unfavorable of Biden	2%	(21)	10%	(81)	19%	(156)	69%	(579)	837
Very Favorable of Biden	14%	(92)	18%	(118)	17%	(115)	51%	(345)	670
Somewhat Favorable of Biden	5%	(30)	19%	(103)	21%	(114)	56%	(308)	555
Somewhat Unfavorable of Biden	3%	(6)	14%	(32)	18%	(41)	65%	(147)	226
Very Unfavorable of Biden	2%	(15)	8%	(49)	19%	(115)	71%	(432)	611
#1 Issue: Economy	8%	(59)	17%	(135)	19%	(148)	56%	(438)	780
#1 Issue: Security	7%	(24)	12%	(40)	22%	(76)	59%	(199)	341
#1 Issue: Health Care	8%	(26)	15%	(48)	20%	(62)	57%	(178)	314
#1 Issue: Medicare / Social Security	2%	(6)	6%	(15)	18%	(45)	74%	(187)	253
#1 Issue: Women's Issues	12%	(17)	11%	(16)	25%	(36)	52%	(73)	141
#1 Issue: Education	10%	(11)	18%	(21)	9%	(10)	63%	(71)	113
#1 Issue: Energy	14%	(13)	25%	(23)	13%	(12)	48%	(44)	91
#1 Issue: Other	—	(0)	12%	(19)	15%	(24)	74%	(124)	167
2020 Vote: Joe Biden	11%	(105)	18%	(173)	18%	(174)	54%	(532)	985
2020 Vote: Donald Trump	3%	(20)	9%	(62)	19%	(130)	69%	(469)	682
2020 Vote: Other	1%	(0)	17%	(12)	16%	(11)	67%	(47)	71
2020 Vote: Didn't Vote	7%	(30)	15%	(71)	21%	(95)	57%	(264)	459
2018 House Vote: Democrat	10%	(75)	17%	(126)	18%	(132)	55%	(411)	743
2018 House Vote: Republican	4%	(23)	11%	(71)	20%	(122)	65%	(404)	620
2018 House Vote: Someone else	8%	(5)	11%	(6)	18%	(10)	63%	(36)	58
2016 Vote: Hillary Clinton	9%	(63)	18%	(121)	18%	(119)	55%	(372)	675
2016 Vote: Donald Trump	4%	(27)	11%	(77)	19%	(131)	65%	(441)	676
2016 Vote: Other	6%	(7)	10%	(12)	17%	(20)	67%	(79)	118
2016 Vote: Didn't Vote	8%	(58)	15%	(108)	20%	(142)	58%	(419)	726

Continued on next page

**Table MCSP4\_4: How familiar are you with each of the following types of investments, assets or collectibles?**  
NBA Top Shot moments

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	7%	(156)	14%	(318)	19%	(412)	60%	(1314)	2200
Voted in 2014: Yes	7%	(84)	14%	(174)	18%	(228)	61%	(766)	1252
Voted in 2014: No	8%	(72)	15%	(144)	19%	(184)	58%	(548)	948
4-Region: Northeast	13%	(50)	17%	(68)	16%	(64)	54%	(212)	394
4-Region: Midwest	3%	(16)	11%	(50)	23%	(105)	63%	(291)	462
4-Region: South	7%	(55)	14%	(118)	18%	(147)	61%	(505)	824
4-Region: West	7%	(36)	16%	(82)	19%	(97)	59%	(306)	520
Sports fans	10%	(152)	19%	(285)	21%	(322)	50%	(755)	1515
Avid sports fans	19%	(122)	22%	(139)	20%	(123)	39%	(246)	630
Casual sports fans	3%	(30)	17%	(146)	23%	(199)	58%	(510)	885
Gamers	10%	(143)	19%	(272)	21%	(302)	51%	(748)	1465
Avid gamers	19%	(100)	24%	(128)	18%	(95)	39%	(209)	532
Casual gamers	5%	(43)	15%	(144)	22%	(206)	58%	(539)	933
Esports fans	21%	(129)	33%	(203)	23%	(141)	24%	(150)	623
Avid esports fans	50%	(76)	28%	(43)	11%	(18)	10%	(16)	153
Casual esports fans	11%	(53)	34%	(160)	26%	(123)	29%	(134)	470
Games every day	16%	(68)	19%	(83)	19%	(82)	47%	(207)	441
Games frequently	14%	(108)	22%	(173)	18%	(142)	46%	(362)	786
Games regularly	12%	(129)	20%	(206)	19%	(196)	50%	(522)	1053
Buys/sells trading cards	30%	(116)	33%	(127)	22%	(85)	15%	(59)	388
Buys/sells NFTs	40%	(88)	36%	(80)	14%	(32)	10%	(23)	223
Buys/sells crypto	25%	(98)	32%	(122)	15%	(59)	28%	(107)	386
Buys/sells NBA	45%	(117)	40%	(105)	10%	(27)	4%	(11)	260
Buys/sells in-game goods	21%	(101)	30%	(148)	20%	(97)	29%	(141)	486
Physical collectors	15%	(112)	21%	(150)	20%	(143)	44%	(322)	726
Avid physical collectors	25%	(54)	27%	(57)	19%	(41)	28%	(59)	211
Casual physical collectors	11%	(58)	18%	(92)	20%	(102)	51%	(263)	515
Digital collectors	38%	(81)	37%	(80)	14%	(30)	11%	(23)	214
Avid digital collectors	53%	(44)	32%	(26)	10%	(8)	4%	(3)	81
Casual digital collectors	29%	(38)	40%	(54)	16%	(22)	15%	(19)	132

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\_5: How familiar are you with each of the following types of investments, assets or collectibles?**  
*Virtual goods in video games, such as swords, coins, potions, and avatars*

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	18% (397)	29% (646)	19% (415)	34% (742)	2200
Gender: Male	20% (215)	30% (322)	19% (199)	31% (326)	1062
Gender: Female	16% (181)	29% (325)	19% (216)	37% (416)	1138
Age: 18-34	32% (212)	36% (237)	14% (90)	18% (116)	655
Age: 35-44	23% (83)	38% (135)	19% (68)	20% (72)	358
Age: 45-64	12% (90)	28% (209)	21% (160)	39% (291)	751
Age: 65+	3% (12)	15% (65)	22% (97)	60% (262)	436
GenZers: 1997-2012	40% (116)	32% (93)	12% (36)	17% (49)	294
Millennials: 1981-1996	25% (157)	40% (250)	17% (104)	19% (118)	628
GenXers: 1965-1980	18% (93)	31% (158)	20% (105)	31% (159)	514
Baby Boomers: 1946-1964	4% (31)	20% (141)	23% (157)	53% (365)	693
PID: Dem (no lean)	20% (175)	30% (261)	17% (146)	32% (277)	859
PID: Ind (no lean)	22% (154)	31% (221)	15% (107)	31% (220)	701
PID: Rep (no lean)	11% (68)	26% (164)	25% (162)	38% (245)	640
PID/Gender: Dem Men	24% (98)	32% (134)	18% (74)	27% (111)	417
PID/Gender: Dem Women	17% (77)	29% (127)	16% (72)	37% (165)	442
PID/Gender: Ind Men	24% (81)	29% (97)	16% (54)	31% (106)	338
PID/Gender: Ind Women	20% (73)	34% (124)	15% (53)	31% (114)	363
PID/Gender: Rep Men	12% (36)	30% (91)	23% (71)	35% (109)	306
PID/Gender: Rep Women	10% (32)	22% (73)	27% (91)	41% (137)	333
Ideo: Liberal (1-3)	25% (156)	29% (183)	17% (109)	30% (190)	638
Ideo: Moderate (4)	15% (83)	31% (175)	19% (108)	34% (190)	557
Ideo: Conservative (5-7)	12% (89)	29% (205)	23% (165)	36% (260)	720
Educ: < College	17% (264)	28% (419)	18% (279)	36% (551)	1512
Educ: Bachelors degree	18% (80)	35% (155)	20% (88)	27% (120)	444
Educ: Post-grad	22% (53)	30% (72)	20% (48)	29% (70)	244
Income: Under 50k	19% (206)	26% (283)	18% (200)	37% (403)	1092
Income: 50k-100k	16% (111)	32% (221)	20% (142)	32% (222)	696
Income: 100k+	19% (80)	35% (142)	18% (73)	28% (117)	411
Ethnicity: White	16% (272)	29% (493)	20% (352)	35% (605)	1722
Ethnicity: Hispanic	25% (88)	34% (118)	18% (62)	23% (81)	349

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**Table MCSP4\_5: How familiar are you with each of the following types of investments, assets or collectibles?**  
*Virtual goods in video games, such as swords, coins, potions, and avatars*

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	18% (397)	29% (646)	19% (415)	34% (742)	2200
Ethnicity: Black	24% (67)	30% (83)	10% (26)	36% (98)	274
Ethnicity: Other	28% (58)	35% (71)	18% (37)	19% (39)	204
All Christian	12% (121)	29% (293)	21% (218)	38% (383)	1016
All Non-Christian	31% (45)	22% (32)	13% (19)	34% (50)	146
Atheist	29% (22)	32% (25)	19% (15)	20% (15)	78
Agnostic/Nothing in particular	24% (134)	32% (180)	17% (98)	27% (154)	566
Something Else	19% (74)	29% (115)	16% (65)	35% (140)	394
Religious Non-Protestant/Catholic	27% (47)	23% (40)	15% (26)	35% (61)	174
Evangelical	16% (95)	29% (171)	20% (119)	35% (207)	593
Non-Evangelical	12% (92)	28% (211)	20% (152)	39% (292)	747
Community: Urban	23% (142)	31% (190)	16% (96)	30% (188)	616
Community: Suburban	19% (204)	29% (313)	20% (212)	31% (333)	1062
Community: Rural	10% (51)	27% (143)	21% (108)	42% (220)	523
Employ: Private Sector	18% (122)	41% (278)	18% (120)	23% (156)	676
Employ: Government	21% (31)	26% (39)	23% (35)	29% (43)	148
Employ: Self-Employed	29% (57)	26% (53)	22% (43)	23% (47)	199
Employ: Homemaker	14% (15)	30% (32)	15% (16)	40% (42)	105
Employ: Student	34% (53)	36% (56)	13% (20)	17% (26)	155
Employ: Retired	5% (25)	16% (79)	21% (101)	58% (282)	488
Employ: Unemployed	22% (62)	24% (68)	23% (66)	31% (88)	285
Employ: Other	21% (31)	29% (42)	10% (15)	40% (57)	145
Military HH: Yes	15% (52)	26% (92)	22% (77)	38% (134)	355
Military HH: No	19% (345)	30% (555)	18% (339)	33% (608)	1845
RD/WT: Right Direction	19% (198)	33% (342)	17% (175)	32% (337)	1052
RD/WT: Wrong Track	17% (199)	26% (304)	21% (241)	35% (405)	1148
Biden Job Approve	20% (247)	30% (374)	17% (214)	32% (393)	1228
Biden Job Disapprove	14% (114)	28% (228)	22% (181)	36% (297)	820

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**Table MCSP4\_5: How familiar are you with each of the following types of investments, assets or collectibles?**  
*Virtual goods in video games, such as swords, coins, potions, and avatars*

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	18% (397)	29% (646)	19% (415)	34% (742)	2200
Biden Job Strongly Approve	20% (124)	29% (185)	14% (91)	37% (230)	629
Biden Job Somewhat Approve	21% (123)	32% (189)	21% (124)	27% (163)	599
Biden Job Somewhat Disapprove	19% (49)	34% (89)	20% (52)	27% (69)	259
Biden Job Strongly Disapprove	12% (65)	25% (139)	23% (129)	41% (229)	561
Favorable of Biden	20% (248)	31% (374)	17% (208)	32% (396)	1225
Unfavorable of Biden	14% (114)	28% (233)	22% (183)	37% (306)	837
Very Favorable of Biden	20% (131)	29% (196)	14% (94)	37% (249)	670
Somewhat Favorable of Biden	21% (117)	32% (178)	20% (114)	26% (147)	555
Somewhat Unfavorable of Biden	20% (46)	35% (79)	19% (44)	25% (58)	226
Very Unfavorable of Biden	11% (69)	25% (154)	23% (139)	41% (248)	611
#1 Issue: Economy	18% (143)	34% (266)	19% (152)	28% (219)	780
#1 Issue: Security	12% (39)	27% (93)	20% (68)	41% (140)	341
#1 Issue: Health Care	27% (85)	27% (84)	18% (56)	28% (88)	314
#1 Issue: Medicare / Social Security	4% (10)	19% (49)	20% (49)	57% (145)	253
#1 Issue: Women's Issues	27% (38)	32% (45)	18% (25)	23% (33)	141
#1 Issue: Education	22% (24)	34% (39)	18% (20)	27% (30)	113
#1 Issue: Energy	27% (25)	37% (34)	14% (13)	22% (20)	91
#1 Issue: Other	19% (32)	22% (37)	19% (32)	40% (67)	167
2020 Vote: Joe Biden	22% (216)	30% (297)	16% (156)	32% (317)	985
2020 Vote: Donald Trump	10% (68)	25% (173)	23% (156)	42% (286)	682
2020 Vote: Other	22% (16)	37% (26)	13% (9)	27% (19)	71
2020 Vote: Didn't Vote	21% (97)	32% (149)	20% (93)	26% (120)	459
2018 House Vote: Democrat	18% (134)	30% (225)	16% (122)	35% (262)	743
2018 House Vote: Republican	10% (64)	28% (177)	22% (139)	39% (240)	620
2018 House Vote: Someone else	20% (12)	29% (17)	22% (13)	29% (17)	58
2016 Vote: Hillary Clinton	17% (113)	29% (198)	18% (120)	36% (243)	675
2016 Vote: Donald Trump	11% (74)	28% (189)	22% (149)	39% (264)	676
2016 Vote: Other	22% (26)	37% (44)	14% (17)	26% (31)	118
2016 Vote: Didn't Vote	25% (181)	29% (213)	18% (129)	28% (203)	726

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**Table MCSP4\_5: How familiar are you with each of the following types of investments, assets or collectibles?**  
*Virtual goods in video games, such as swords, coins, potions, and avatars*

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not familiar at all	Total N
Adults	18% (397)	29% (646)	19% (415)	34% (742)	2200
Voted in 2014: Yes	13% (168)	29% (365)	19% (243)	38% (476)	1252
Voted in 2014: No	24% (229)	30% (281)	18% (173)	28% (265)	948
4-Region: Northeast	21% (82)	28% (111)	18% (69)	34% (132)	394
4-Region: Midwest	15% (71)	30% (140)	21% (97)	33% (154)	462
4-Region: South	18% (148)	28% (234)	19% (159)	34% (283)	824
4-Region: West	18% (96)	31% (161)	17% (90)	33% (173)	520
Sports fans	20% (297)	32% (478)	20% (301)	29% (440)	1515
Avid sports fans	26% (161)	29% (181)	17% (108)	28% (179)	630
Casual sports fans	15% (136)	34% (297)	22% (192)	29% (260)	885
Gamers	26% (383)	37% (536)	17% (252)	20% (294)	1465
Avid gamers	48% (255)	31% (164)	10% (53)	11% (60)	532
Casual gamers	14% (128)	40% (372)	21% (199)	25% (235)	933
Esports fans	35% (215)	39% (244)	16% (102)	10% (62)	623
Avid esports fans	54% (83)	29% (45)	8% (12)	9% (13)	153
Casual esports fans	28% (132)	42% (200)	19% (90)	10% (49)	470
Games every day	34% (150)	29% (127)	17% (73)	21% (91)	441
Games frequently	31% (247)	32% (251)	19% (150)	18% (138)	786
Games regularly	28% (299)	35% (364)	18% (187)	19% (204)	1053
Buys/sells trading cards	38% (146)	39% (152)	14% (55)	9% (34)	388
Buys/sells NFTs	42% (93)	43% (95)	12% (26)	4% (9)	223
Buys/sells crypto	32% (124)	43% (164)	15% (58)	10% (39)	386
Buys/sells NBA	40% (103)	45% (117)	10% (26)	5% (14)	260
Buys/sells in-game goods	50% (243)	40% (195)	6% (31)	3% (17)	486
Physical collectors	28% (205)	35% (253)	18% (130)	19% (138)	726
Avid physical collectors	39% (82)	32% (67)	17% (36)	12% (26)	211
Casual physical collectors	24% (123)	36% (186)	18% (94)	22% (112)	515
Digital collectors	44% (94)	40% (86)	9% (19)	7% (14)	214
Avid digital collectors	56% (45)	26% (21)	9% (8)	9% (8)	81
Casual digital collectors	37% (49)	49% (65)	9% (12)	5% (6)	132

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\_1: And how often do you purchase, trade, sell or invest in each of the following?**  
Trading cards, such as baseball cards or Pokemon cards

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	6%	(137)	11%	(251)	19%	(409)	64%	(1403)	2200
Gender: Male	9%	(95)	17%	(178)	20%	(212)	54%	(576)	1062
Gender: Female	4%	(41)	6%	(74)	17%	(196)	73%	(827)	1138
Age: 18-34	11%	(69)	15%	(96)	24%	(160)	50%	(330)	655
Age: 35-44	10%	(37)	18%	(64)	22%	(79)	50%	(178)	358
Age: 45-64	4%	(30)	10%	(72)	16%	(121)	70%	(528)	751
Age: 65+	—	(1)	4%	(19)	11%	(49)	84%	(368)	436
GenZers: 1997-2012	8%	(22)	10%	(30)	30%	(88)	52%	(154)	294
Millennials: 1981-1996	12%	(75)	19%	(119)	20%	(126)	49%	(309)	628
GenXers: 1965-1980	7%	(34)	11%	(58)	22%	(111)	61%	(311)	514
Baby Boomers: 1946-1964	1%	(5)	6%	(43)	11%	(76)	82%	(569)	693
PID: Dem (no lean)	10%	(83)	13%	(113)	16%	(135)	62%	(529)	859
PID: Ind (no lean)	4%	(31)	9%	(63)	25%	(173)	62%	(436)	701
PID: Rep (no lean)	4%	(23)	12%	(76)	16%	(102)	69%	(439)	640
PID/Gender: Dem Men	12%	(52)	21%	(86)	15%	(62)	52%	(217)	417
PID/Gender: Dem Women	7%	(31)	6%	(27)	16%	(72)	71%	(312)	442
PID/Gender: Ind Men	8%	(26)	10%	(35)	25%	(85)	57%	(191)	338
PID/Gender: Ind Women	1%	(5)	7%	(27)	24%	(87)	67%	(244)	363
PID/Gender: Rep Men	6%	(18)	18%	(56)	21%	(65)	55%	(168)	306
PID/Gender: Rep Women	2%	(5)	6%	(20)	11%	(37)	81%	(271)	333
Ideo: Liberal (1-3)	11%	(73)	11%	(72)	19%	(118)	59%	(375)	638
Ideo: Moderate (4)	4%	(22)	14%	(78)	20%	(110)	62%	(348)	557
Ideo: Conservative (5-7)	5%	(33)	12%	(84)	15%	(110)	69%	(494)	720
Educ: < College	5%	(73)	10%	(144)	19%	(286)	67%	(1008)	1512
Educ: Bachelors degree	9%	(39)	15%	(68)	18%	(79)	58%	(259)	444
Educ: Post-grad	10%	(24)	16%	(40)	18%	(44)	56%	(137)	244
Income: Under 50k	5%	(58)	9%	(103)	19%	(211)	66%	(721)	1092
Income: 50k-100k	6%	(43)	13%	(90)	17%	(116)	64%	(447)	696
Income: 100k+	9%	(36)	14%	(58)	20%	(81)	57%	(235)	411
Ethnicity: White	5%	(88)	12%	(210)	17%	(297)	65%	(1127)	1722
Ethnicity: Hispanic	10%	(35)	13%	(44)	25%	(88)	52%	(182)	349
Ethnicity: Black	9%	(24)	7%	(20)	17%	(48)	67%	(182)	274

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**Table MCSP5\_1:** And how often do you purchase, trade, sell or invest in each of the following?  
 Trading cards, such as baseball cards or Pokemon cards

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	6%	(137)	11%	(251)	19%	(409)	64%	(1403)	2200
Ethnicity: Other	12%	(25)	11%	(22)	31%	(63)	46%	(94)	204
All Christian	6%	(57)	12%	(123)	18%	(178)	65%	(657)	1016
All Non-Christian	17%	(25)	16%	(24)	14%	(21)	52%	(77)	146
Atheist	6%	(5)	14%	(11)	25%	(20)	54%	(42)	78
Agnostic/Nothing in particular	6%	(32)	10%	(56)	21%	(119)	63%	(359)	566
Something Else	4%	(17)	10%	(38)	18%	(71)	68%	(268)	394
Religious Non-Protestant/Catholic	14%	(25)	15%	(27)	15%	(26)	55%	(96)	174
Evangelical	8%	(50)	13%	(75)	17%	(103)	61%	(364)	593
Non-Evangelical	2%	(18)	10%	(73)	17%	(127)	71%	(529)	747
Community: Urban	11%	(70)	16%	(101)	19%	(116)	54%	(330)	616
Community: Suburban	4%	(48)	11%	(112)	20%	(215)	65%	(687)	1062
Community: Rural	4%	(19)	7%	(39)	15%	(78)	74%	(386)	523
Employ: Private Sector	8%	(52)	18%	(119)	21%	(140)	54%	(365)	676
Employ: Government	14%	(20)	13%	(20)	15%	(22)	58%	(86)	148
Employ: Self-Employed	10%	(19)	19%	(37)	16%	(32)	56%	(111)	199
Employ: Homemaker	—	(0)	4%	(4)	14%	(14)	82%	(86)	105
Employ: Student	11%	(17)	5%	(7)	23%	(36)	61%	(94)	155
Employ: Retired	1%	(5)	5%	(22)	11%	(53)	83%	(407)	488
Employ: Unemployed	6%	(18)	8%	(22)	28%	(79)	58%	(166)	285
Employ: Other	4%	(5)	13%	(19)	22%	(32)	61%	(89)	145
Military HH: Yes	6%	(23)	8%	(29)	16%	(55)	70%	(248)	355
Military HH: No	6%	(114)	12%	(223)	19%	(353)	63%	(1155)	1845
RD/WT: Right Direction	10%	(101)	14%	(152)	19%	(198)	57%	(601)	1052
RD/WT: Wrong Track	3%	(36)	9%	(99)	18%	(211)	70%	(803)	1148
Biden Job Approve	9%	(108)	14%	(174)	18%	(218)	59%	(729)	1228
Biden Job Disapprove	3%	(25)	9%	(70)	17%	(136)	72%	(589)	820
Biden Job Strongly Approve	12%	(77)	17%	(107)	14%	(89)	57%	(356)	629
Biden Job Somewhat Approve	5%	(31)	11%	(67)	22%	(129)	62%	(373)	599
Biden Job Somewhat Disapprove	3%	(8)	13%	(33)	17%	(44)	67%	(174)	259
Biden Job Strongly Disapprove	3%	(17)	7%	(38)	16%	(91)	74%	(415)	561

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**Table MCSP5\_1: And how often do you purchase, trade, sell or invest in each of the following?  
Trading cards, such as baseball cards or Pokemon cards**

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	6%	(137)	11%	(251)	19%	(409)	64%	(1403)	2200
Favorable of Biden	8%	(93)	14%	(177)	18%	(219)	60%	(737)	1225
Unfavorable of Biden	4%	(30)	8%	(65)	18%	(148)	71%	(593)	837
Very Favorable of Biden	11%	(75)	16%	(104)	15%	(99)	58%	(392)	670
Somewhat Favorable of Biden	3%	(18)	13%	(73)	22%	(120)	62%	(345)	555
Somewhat Unfavorable of Biden	7%	(16)	9%	(20)	22%	(49)	63%	(141)	226
Very Unfavorable of Biden	2%	(14)	7%	(45)	16%	(99)	74%	(452)	611
#1 Issue: Economy	6%	(50)	12%	(96)	19%	(147)	62%	(487)	780
#1 Issue: Security	6%	(21)	9%	(32)	20%	(68)	64%	(220)	341
#1 Issue: Health Care	6%	(20)	13%	(42)	19%	(58)	62%	(194)	314
#1 Issue: Medicare / Social Security	1%	(4)	11%	(27)	10%	(26)	78%	(197)	253
#1 Issue: Women's Issues	13%	(18)	11%	(16)	22%	(31)	55%	(77)	141
#1 Issue: Education	2%	(3)	19%	(21)	29%	(33)	50%	(56)	113
#1 Issue: Energy	14%	(13)	8%	(7)	13%	(12)	65%	(59)	91
#1 Issue: Other	5%	(8)	7%	(11)	21%	(34)	68%	(114)	167
2020 Vote: Joe Biden	9%	(88)	14%	(138)	17%	(165)	60%	(595)	985
2020 Vote: Donald Trump	3%	(21)	7%	(50)	17%	(114)	73%	(496)	682
2020 Vote: Other	10%	(7)	10%	(7)	16%	(11)	64%	(46)	71
2020 Vote: Didn't Vote	5%	(21)	12%	(56)	25%	(117)	58%	(265)	459
2018 House Vote: Democrat	8%	(63)	14%	(105)	15%	(114)	62%	(461)	743
2018 House Vote: Republican	3%	(19)	10%	(61)	17%	(104)	70%	(436)	620
2018 House Vote: Someone else	7%	(4)	7%	(4)	22%	(12)	64%	(37)	58
2016 Vote: Hillary Clinton	8%	(51)	14%	(91)	15%	(102)	64%	(431)	675
2016 Vote: Donald Trump	3%	(22)	11%	(75)	17%	(115)	69%	(465)	676
2016 Vote: Other	7%	(8)	12%	(15)	13%	(15)	68%	(80)	118
2016 Vote: Didn't Vote	8%	(56)	10%	(70)	24%	(175)	59%	(425)	726
Voted in 2014: Yes	6%	(76)	12%	(145)	16%	(203)	66%	(828)	1252
Voted in 2014: No	6%	(61)	11%	(107)	22%	(206)	61%	(575)	948
4-Region: Northeast	11%	(42)	13%	(50)	19%	(74)	58%	(228)	394
4-Region: Midwest	3%	(15)	9%	(40)	20%	(92)	68%	(315)	462
4-Region: South	5%	(40)	13%	(105)	17%	(141)	65%	(537)	824
4-Region: West	8%	(39)	11%	(57)	20%	(101)	62%	(322)	520

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**Table MCSP5\_1:** And how often do you purchase, trade, sell or invest in each of the following?  
 Trading cards, such as baseball cards or Pokemon cards

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	6%	(137)	11%	(251)	19%	(409)	64%	(1403)	2200
Sports fans	8%	(115)	15%	(223)	20%	(309)	57%	(868)	1515
Avid sports fans	14%	(89)	20%	(126)	19%	(122)	47%	(293)	630
Casual sports fans	3%	(25)	11%	(98)	21%	(187)	65%	(575)	885
Gamers	8%	(118)	15%	(223)	24%	(348)	53%	(776)	1465
Avid gamers	14%	(72)	23%	(121)	24%	(127)	40%	(211)	532
Casual gamers	5%	(46)	11%	(102)	24%	(220)	61%	(565)	933
Esports fans	15%	(90)	29%	(178)	26%	(162)	31%	(193)	623
Avid esports fans	30%	(46)	31%	(48)	20%	(31)	18%	(27)	153
Casual esports fans	9%	(44)	28%	(130)	28%	(132)	35%	(165)	470
Games every day	13%	(56)	16%	(70)	20%	(87)	52%	(229)	441
Games frequently	11%	(88)	20%	(158)	21%	(163)	48%	(377)	786
Games regularly	9%	(96)	17%	(177)	21%	(225)	53%	(555)	1053
Buys/sells trading cards	35%	(137)	65%	(251)	—	(0)	—	(0)	388
Buys/sells NFTs	33%	(74)	41%	(92)	19%	(42)	7%	(15)	223
Buys/sells crypto	22%	(85)	30%	(115)	19%	(74)	29%	(111)	386
Buys/sells NBA	29%	(77)	45%	(116)	16%	(43)	10%	(25)	260
Buys/sells in-game goods	21%	(100)	30%	(144)	25%	(122)	25%	(120)	486
Physical collectors	15%	(107)	23%	(170)	22%	(159)	40%	(291)	726
Avid physical collectors	27%	(56)	32%	(67)	17%	(36)	25%	(52)	211
Casual physical collectors	10%	(50)	20%	(103)	24%	(123)	46%	(239)	515
Digital collectors	32%	(68)	34%	(73)	16%	(34)	18%	(39)	214
Avid digital collectors	41%	(33)	31%	(25)	12%	(10)	16%	(13)	81
Casual digital collectors	26%	(35)	36%	(48)	18%	(24)	20%	(26)	132

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\_2: And how often do you purchase, trade, sell or invest in each of the following?**

*Non-fungible tokens, or NFTs*

Demographic	Often	Sometimes	Rarely	Never	Total N
Adults	3% (66)	7% (156)	8% (186)	81% (1791)	2200
Gender: Male	5% (52)	10% (106)	9% (93)	76% (811)	1062
Gender: Female	1% (14)	4% (50)	8% (93)	86% (980)	1138
Age: 18-34	6% (36)	11% (72)	13% (85)	71% (462)	655
Age: 35-44	6% (21)	16% (56)	13% (47)	66% (234)	358
Age: 45-64	1% (9)	3% (25)	6% (46)	89% (671)	751
Age: 65+	— (1)	1% (3)	2% (9)	97% (424)	436
GenZers: 1997-2012	2% (6)	6% (18)	14% (41)	78% (230)	294
Millennials: 1981-1996	8% (49)	16% (98)	13% (80)	64% (402)	628
GenXers: 1965-1980	2% (10)	7% (35)	7% (37)	84% (434)	514
Baby Boomers: 1946-1964	— (2)	1% (6)	4% (27)	95% (658)	693
PID: Dem (no lean)	6% (48)	9% (77)	9% (80)	76% (654)	859
PID: Ind (no lean)	1% (6)	6% (42)	8% (58)	85% (596)	701
PID: Rep (no lean)	2% (13)	6% (37)	7% (48)	85% (542)	640
PID/Gender: Dem Men	9% (37)	14% (59)	7% (30)	70% (291)	417
PID/Gender: Dem Women	2% (11)	4% (19)	11% (49)	82% (363)	442
PID/Gender: Ind Men	1% (5)	7% (23)	11% (36)	81% (274)	338
PID/Gender: Ind Women	— (1)	5% (18)	6% (22)	89% (322)	363
PID/Gender: Rep Men	3% (10)	8% (24)	9% (27)	80% (246)	306
PID/Gender: Rep Women	1% (3)	4% (13)	6% (21)	89% (296)	333
Ideo: Liberal (1-3)	5% (34)	8% (54)	11% (68)	76% (482)	638
Ideo: Moderate (4)	2% (12)	8% (45)	10% (56)	80% (444)	557
Ideo: Conservative (5-7)	2% (16)	7% (51)	6% (43)	85% (611)	720
Educ: < College	1% (19)	4% (67)	8% (124)	86% (1302)	1512
Educ: Bachelors degree	7% (30)	12% (54)	8% (37)	73% (323)	444
Educ: Post-grad	7% (18)	14% (35)	10% (24)	68% (167)	244
Income: Under 50k	2% (17)	4% (41)	9% (96)	86% (939)	1092
Income: 50k-100k	3% (24)	10% (69)	7% (46)	80% (558)	696
Income: 100k+	6% (26)	11% (47)	11% (44)	72% (295)	411
Ethnicity: White	3% (53)	7% (123)	8% (140)	82% (1406)	1722
Ethnicity: Hispanic	3% (9)	6% (22)	14% (50)	77% (268)	349
Ethnicity: Black	4% (11)	7% (20)	5% (14)	83% (229)	274

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**Table MCSP5\_2: And how often do you purchase, trade, sell or invest in each of the following?  
 Non-fungible tokens, or NFTs**

Demographic	Often	Sometimes	Rarely	Never	Total N
Adults	3% (66)	7% (156)	8% (186)	81% (1791)	2200
Ethnicity: Other	1% (2)	6% (13)	15% (32)	77% (157)	204
All Christian	3% (29)	8% (85)	9% (87)	80% (815)	1016
All Non-Christian	15% (22)	14% (20)	5% (8)	66% (97)	146
Atheist	1% (1)	2% (1)	13% (10)	84% (66)	78
Agnostic/Nothing in particular	2% (9)	5% (27)	8% (48)	85% (483)	566
Something Else	2% (6)	6% (23)	9% (34)	84% (331)	394
Religious Non-Protestant/Catholic	12% (22)	12% (21)	6% (10)	70% (121)	174
Evangelical	5% (27)	10% (58)	9% (53)	77% (454)	593
Non-Evangelical	1% (5)	5% (37)	8% (56)	87% (650)	747
Community: Urban	9% (53)	14% (85)	9% (58)	68% (419)	616
Community: Suburban	1% (11)	6% (60)	8% (85)	85% (905)	1062
Community: Rural	— (2)	2% (11)	8% (43)	89% (467)	523
Employ: Private Sector	5% (37)	13% (87)	9% (62)	73% (490)	676
Employ: Government	6% (9)	12% (17)	7% (10)	75% (111)	148
Employ: Self-Employed	8% (16)	12% (23)	12% (23)	69% (137)	199
Employ: Homemaker	— (0)	5% (5)	5% (5)	91% (95)	105
Employ: Student	2% (4)	4% (7)	13% (21)	80% (124)	155
Employ: Retired	— (0)	1% (4)	3% (14)	96% (469)	488
Employ: Unemployed	— (0)	3% (7)	15% (42)	83% (236)	285
Employ: Other	1% (1)	4% (6)	6% (9)	89% (129)	145
Military HH: Yes	3% (10)	6% (20)	7% (24)	84% (299)	355
Military HH: No	3% (56)	7% (136)	9% (161)	81% (1492)	1845
RD/WT: Right Direction	5% (56)	11% (113)	9% (95)	75% (788)	1052
RD/WT: Wrong Track	1% (11)	4% (43)	8% (91)	87% (1004)	1148
Biden Job Approve	5% (59)	9% (108)	10% (125)	76% (936)	1228
Biden Job Disapprove	1% (8)	6% (47)	6% (46)	88% (719)	820
Biden Job Strongly Approve	8% (48)	12% (75)	9% (55)	72% (451)	629
Biden Job Somewhat Approve	2% (11)	5% (33)	12% (70)	81% (486)	599
Biden Job Somewhat Disapprove	— (0)	10% (26)	5% (13)	85% (220)	259
Biden Job Strongly Disapprove	1% (8)	4% (21)	6% (33)	89% (499)	561

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**Table MCSP5\_2: And how often do you purchase, trade, sell or invest in each of the following?  
Non-fungible tokens, or NFTs**

Demographic	Often	Sometimes	Rarely	Never	Total N
Adults	3% (66)	7% (156)	8% (186)	81% (1791)	2200
Favorable of Biden	4% (52)	9% (110)	10% (120)	77% (943)	1225
Unfavorable of Biden	1% (6)	5% (40)	6% (49)	89% (742)	837
Very Favorable of Biden	6% (43)	11% (71)	10% (67)	73% (488)	670
Somewhat Favorable of Biden	2% (9)	7% (39)	10% (53)	82% (454)	555
Somewhat Unfavorable of Biden	— (0)	7% (15)	7% (16)	86% (195)	226
Very Unfavorable of Biden	1% (6)	4% (25)	5% (32)	90% (547)	611
#1 Issue: Economy	4% (29)	8% (62)	11% (83)	78% (605)	780
#1 Issue: Security	4% (12)	10% (33)	6% (20)	81% (276)	341
#1 Issue: Health Care	4% (12)	8% (26)	10% (31)	78% (245)	314
#1 Issue: Medicare / Social Security	1% (2)	2% (6)	2% (5)	95% (240)	253
#1 Issue: Women's Issues	2% (3)	5% (8)	11% (16)	81% (114)	141
#1 Issue: Education	1% (2)	8% (9)	9% (10)	81% (91)	113
#1 Issue: Energy	8% (7)	8% (7)	18% (17)	67% (61)	91
#1 Issue: Other	— (0)	3% (6)	2% (4)	94% (158)	167
2020 Vote: Joe Biden	5% (48)	10% (100)	9% (91)	76% (746)	985
2020 Vote: Donald Trump	2% (12)	4% (28)	6% (41)	88% (602)	682
2020 Vote: Other	— (0)	3% (2)	17% (12)	81% (57)	71
2020 Vote: Didn't Vote	1% (6)	6% (27)	9% (42)	84% (384)	459
2018 House Vote: Democrat	5% (34)	10% (78)	10% (71)	75% (560)	743
2018 House Vote: Republican	2% (13)	5% (32)	7% (43)	86% (533)	620
2018 House Vote: Someone else	1% (1)	3% (1)	6% (3)	90% (52)	58
2016 Vote: Hillary Clinton	5% (34)	10% (66)	10% (68)	75% (507)	675
2016 Vote: Donald Trump	2% (14)	6% (38)	7% (44)	86% (581)	676
2016 Vote: Other	— (0)	2% (2)	9% (10)	89% (105)	118
2016 Vote: Didn't Vote	3% (18)	7% (50)	9% (63)	82% (594)	726
Voted in 2014: Yes	3% (44)	6% (81)	8% (101)	82% (1026)	1252
Voted in 2014: No	2% (23)	8% (75)	9% (85)	81% (765)	948
4-Region: Northeast	8% (33)	10% (38)	7% (26)	75% (296)	394
4-Region: Midwest	1% (5)	3% (15)	11% (52)	84% (389)	462
4-Region: South	2% (13)	7% (56)	9% (71)	83% (684)	824
4-Region: West	3% (15)	9% (47)	7% (36)	81% (422)	520

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**Table MCSP5\_2: And how often do you purchase, trade, sell or invest in each of the following?  
 Non-fungible tokens, or NFTs**

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	3%	(66)	7%	(156)	8%	(186)	81%	(1791)	2200
Sports fans	4%	(64)	10%	(150)	9%	(134)	77%	(1167)	1515
Avid sports fans	8%	(50)	12%	(74)	9%	(56)	71%	(449)	630
Casual sports fans	2%	(14)	9%	(75)	9%	(78)	81%	(718)	885
Gamers	4%	(59)	10%	(146)	11%	(161)	75%	(1099)	1465
Avid gamers	8%	(43)	17%	(91)	14%	(72)	61%	(327)	532
Casual gamers	2%	(16)	6%	(55)	10%	(89)	83%	(772)	933
Esports fans	9%	(58)	22%	(134)	15%	(94)	54%	(337)	623
Avid esports fans	29%	(44)	24%	(37)	14%	(21)	33%	(51)	153
Casual esports fans	3%	(14)	21%	(97)	15%	(72)	61%	(287)	470
Games every day	8%	(36)	12%	(52)	9%	(38)	71%	(315)	441
Games frequently	6%	(49)	14%	(109)	10%	(78)	70%	(551)	786
Games regularly	5%	(55)	12%	(124)	11%	(113)	72%	(762)	1053
Buys/sells trading cards	14%	(54)	29%	(112)	17%	(64)	41%	(158)	388
Buys/sells NFTs	30%	(66)	70%	(156)	—	(0)	—	(0)	223
Buys/sells crypto	13%	(52)	34%	(132)	17%	(64)	36%	(138)	386
Buys/sells NBA	19%	(50)	42%	(110)	20%	(51)	19%	(49)	260
Buys/sells in-game goods	12%	(57)	23%	(112)	17%	(84)	48%	(233)	486
Physical collectors	8%	(55)	14%	(99)	10%	(73)	69%	(499)	726
Avid physical collectors	12%	(26)	23%	(49)	9%	(18)	56%	(118)	211
Casual physical collectors	6%	(29)	10%	(50)	11%	(55)	74%	(381)	515
Digital collectors	24%	(51)	43%	(91)	15%	(32)	19%	(40)	214
Avid digital collectors	29%	(24)	44%	(36)	12%	(10)	15%	(12)	81
Casual digital collectors	20%	(27)	42%	(55)	17%	(23)	21%	(28)	132

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\_3: And how often do you purchase, trade, sell or invest in each of the following?  
Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin and Peercoin.**

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	7%	(148)	11%	(238)	10%	(227)	72%	(1587)	2200
Gender: Male	11%	(118)	15%	(156)	11%	(112)	64%	(676)	1062
Gender: Female	3%	(30)	7%	(82)	10%	(115)	80%	(911)	1138
Age: 18-34	8%	(49)	15%	(97)	16%	(108)	61%	(401)	655
Age: 35-44	15%	(53)	20%	(70)	14%	(50)	52%	(184)	358
Age: 45-64	6%	(44)	8%	(59)	7%	(56)	79%	(592)	751
Age: 65+	—	(1)	3%	(12)	3%	(13)	94%	(411)	436
GenZers: 1997-2012	2%	(7)	7%	(22)	19%	(57)	71%	(209)	294
Millennials: 1981-1996	13%	(84)	21%	(130)	14%	(88)	52%	(326)	628
GenXers: 1965-1980	8%	(43)	10%	(54)	10%	(53)	71%	(365)	514
Baby Boomers: 1946-1964	2%	(14)	5%	(32)	4%	(30)	89%	(618)	693
PID: Dem (no lean)	9%	(73)	11%	(96)	11%	(91)	70%	(599)	859
PID: Ind (no lean)	6%	(44)	11%	(78)	10%	(73)	72%	(506)	701
PID: Rep (no lean)	5%	(30)	10%	(65)	10%	(63)	75%	(482)	640
PID/Gender: Dem Men	14%	(59)	13%	(55)	10%	(41)	63%	(262)	417
PID/Gender: Dem Women	3%	(14)	9%	(40)	11%	(50)	76%	(337)	442
PID/Gender: Ind Men	11%	(36)	16%	(56)	10%	(32)	63%	(214)	338
PID/Gender: Ind Women	2%	(8)	6%	(22)	11%	(41)	80%	(292)	363
PID/Gender: Rep Men	7%	(23)	15%	(45)	13%	(39)	65%	(200)	306
PID/Gender: Rep Women	2%	(8)	6%	(19)	7%	(24)	85%	(282)	333
Ideo: Liberal (1-3)	10%	(67)	12%	(79)	10%	(61)	68%	(432)	638
Ideo: Moderate (4)	4%	(22)	13%	(71)	14%	(78)	69%	(386)	557
Ideo: Conservative (5-7)	7%	(51)	10%	(74)	8%	(60)	74%	(535)	720
Educ: < College	5%	(74)	9%	(129)	9%	(141)	77%	(1169)	1512
Educ: Bachelors degree	11%	(47)	15%	(67)	12%	(53)	62%	(276)	444
Educ: Post-grad	11%	(26)	17%	(42)	14%	(33)	58%	(142)	244
Income: Under 50k	3%	(37)	9%	(99)	11%	(117)	77%	(839)	1092
Income: 50k-100k	8%	(58)	12%	(82)	9%	(65)	71%	(491)	696
Income: 100k+	13%	(52)	14%	(57)	11%	(45)	62%	(257)	411
Ethnicity: White	7%	(114)	11%	(191)	8%	(145)	74%	(1271)	1722
Ethnicity: Hispanic	5%	(17)	9%	(33)	15%	(53)	70%	(246)	349
Ethnicity: Black	10%	(27)	10%	(28)	16%	(43)	64%	(176)	274

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**Table MCSP5\_3: And how often do you purchase, trade, sell or invest in each of the following?  
 Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin and Peercoin.**

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	7%	(148)	11%	(238)	10%	(227)	72%	(1587)	2200
Ethnicity: Other	3%	(7)	9%	(19)	19%	(39)	68%	(140)	204
All Christian	6%	(62)	11%	(116)	8%	(83)	74%	(754)	1016
All Non-Christian	19%	(28)	15%	(22)	6%	(9)	59%	(87)	146
Atheist	11%	(8)	5%	(4)	8%	(6)	76%	(59)	78
Agnostic/Nothing in particular	7%	(37)	10%	(57)	13%	(76)	70%	(395)	566
Something Else	3%	(11)	10%	(39)	13%	(51)	74%	(292)	394
Religious Non-Protestant/Catholic	17%	(29)	14%	(24)	7%	(12)	63%	(109)	174
Evangelical	8%	(49)	13%	(76)	11%	(64)	68%	(404)	593
Non-Evangelical	3%	(22)	8%	(61)	8%	(59)	81%	(605)	747
Community: Urban	12%	(72)	15%	(91)	14%	(85)	60%	(368)	616
Community: Suburban	6%	(60)	10%	(103)	10%	(109)	74%	(790)	1062
Community: Rural	3%	(15)	9%	(45)	6%	(34)	82%	(429)	523
Employ: Private Sector	11%	(75)	17%	(113)	12%	(84)	60%	(403)	676
Employ: Government	15%	(23)	12%	(17)	13%	(19)	60%	(89)	148
Employ: Self-Employed	14%	(28)	16%	(33)	10%	(21)	59%	(118)	199
Employ: Homemaker	4%	(4)	7%	(8)	8%	(8)	81%	(85)	105
Employ: Student	2%	(3)	6%	(10)	16%	(25)	76%	(117)	155
Employ: Retired	1%	(4)	4%	(19)	2%	(12)	93%	(452)	488
Employ: Unemployed	1%	(4)	9%	(27)	17%	(49)	72%	(205)	285
Employ: Other	5%	(7)	8%	(12)	7%	(9)	81%	(117)	145
Military HH: Yes	8%	(28)	10%	(37)	8%	(30)	73%	(260)	355
Military HH: No	6%	(119)	11%	(201)	11%	(197)	72%	(1327)	1845
RD/WT: Right Direction	9%	(94)	13%	(141)	11%	(113)	67%	(703)	1052
RD/WT: Wrong Track	5%	(53)	8%	(97)	10%	(113)	77%	(884)	1148
Biden Job Approve	9%	(107)	13%	(157)	11%	(135)	68%	(829)	1228
Biden Job Disapprove	5%	(38)	9%	(76)	8%	(62)	79%	(644)	820
Biden Job Strongly Approve	11%	(69)	13%	(84)	11%	(68)	65%	(409)	629
Biden Job Somewhat Approve	6%	(38)	12%	(74)	11%	(67)	70%	(421)	599
Biden Job Somewhat Disapprove	5%	(13)	11%	(30)	10%	(26)	73%	(190)	259
Biden Job Strongly Disapprove	4%	(25)	8%	(47)	6%	(35)	81%	(454)	561

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**Table MCSP5\_3: And how often do you purchase, trade, sell or invest in each of the following?  
Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin and Peercoin.**

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	7%	(148)	11%	(238)	10%	(227)	72%	(1587)	2200
Favorable of Biden	8%	(99)	12%	(150)	12%	(143)	68%	(832)	1225
Unfavorable of Biden	5%	(38)	9%	(75)	8%	(64)	79%	(659)	837
Very Favorable of Biden	9%	(60)	13%	(84)	13%	(87)	66%	(439)	670
Somewhat Favorable of Biden	7%	(39)	12%	(67)	10%	(57)	71%	(393)	555
Somewhat Unfavorable of Biden	4%	(8)	13%	(29)	10%	(23)	73%	(166)	226
Very Unfavorable of Biden	5%	(30)	7%	(46)	7%	(41)	81%	(493)	611
#1 Issue: Economy	8%	(65)	12%	(91)	14%	(107)	66%	(517)	780
#1 Issue: Security	8%	(26)	11%	(37)	7%	(24)	74%	(253)	341
#1 Issue: Health Care	8%	(24)	12%	(38)	10%	(30)	71%	(222)	314
#1 Issue: Medicare / Social Security	2%	(5)	7%	(19)	3%	(8)	87%	(221)	253
#1 Issue: Women's Issues	7%	(10)	11%	(15)	16%	(22)	67%	(94)	141
#1 Issue: Education	6%	(7)	10%	(12)	22%	(25)	61%	(69)	113
#1 Issue: Energy	11%	(10)	14%	(13)	5%	(4)	69%	(63)	91
#1 Issue: Other	—	(0)	8%	(14)	3%	(6)	88%	(148)	167
2020 Vote: Joe Biden	9%	(93)	13%	(127)	11%	(112)	66%	(653)	985
2020 Vote: Donald Trump	4%	(30)	8%	(55)	8%	(54)	80%	(543)	682
2020 Vote: Other	1%	(1)	12%	(8)	9%	(6)	78%	(55)	71
2020 Vote: Didn't Vote	5%	(24)	11%	(49)	12%	(54)	72%	(332)	459
2018 House Vote: Democrat	9%	(69)	12%	(91)	9%	(64)	70%	(519)	743
2018 House Vote: Republican	5%	(31)	9%	(57)	8%	(48)	78%	(485)	620
2018 House Vote: Someone else	4%	(2)	21%	(12)	6%	(3)	69%	(40)	58
2016 Vote: Hillary Clinton	8%	(52)	13%	(90)	9%	(60)	70%	(473)	675
2016 Vote: Donald Trump	6%	(38)	9%	(61)	9%	(61)	76%	(516)	676
2016 Vote: Other	7%	(8)	11%	(13)	7%	(8)	75%	(88)	118
2016 Vote: Didn't Vote	7%	(49)	10%	(74)	13%	(97)	70%	(506)	726
Voted in 2014: Yes	7%	(84)	11%	(134)	8%	(100)	75%	(934)	1252
Voted in 2014: No	7%	(63)	11%	(105)	13%	(127)	69%	(654)	948
4-Region: Northeast	9%	(35)	13%	(50)	10%	(40)	68%	(269)	394
4-Region: Midwest	2%	(9)	11%	(49)	10%	(45)	78%	(359)	462
4-Region: South	7%	(57)	11%	(88)	9%	(72)	74%	(606)	824
4-Region: West	9%	(47)	10%	(50)	13%	(70)	68%	(353)	520

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**Table MCSP5\_3:** And how often do you purchase, trade, sell or invest in each of the following?  
 Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin and Peercoin.

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	7%	(148)	11%	(238)	10%	(227)	72%	(1587)	2200
Sports fans	8%	(126)	13%	(193)	11%	(166)	68%	(1029)	1515
Avid sports fans	13%	(82)	14%	(90)	10%	(65)	62%	(392)	630
Casual sports fans	5%	(44)	12%	(103)	11%	(101)	72%	(637)	885
Gamers	9%	(134)	14%	(209)	13%	(184)	64%	(939)	1465
Avid gamers	14%	(75)	18%	(97)	14%	(77)	53%	(283)	532
Casual gamers	6%	(59)	12%	(111)	11%	(107)	70%	(656)	933
Esports fans	16%	(99)	24%	(150)	16%	(102)	44%	(273)	623
Avid esports fans	33%	(51)	23%	(35)	19%	(29)	24%	(37)	153
Casual esports fans	10%	(48)	24%	(114)	15%	(73)	50%	(236)	470
Games every day	12%	(55)	18%	(78)	9%	(40)	61%	(268)	441
Games frequently	12%	(91)	16%	(129)	11%	(90)	61%	(476)	786
Games regularly	11%	(112)	15%	(159)	12%	(126)	62%	(656)	1053
Buys/sells trading cards	22%	(86)	30%	(115)	14%	(55)	34%	(132)	388
Buys/sells NFTs	37%	(83)	45%	(100)	13%	(29)	4%	(10)	223
Buys/sells crypto	38%	(148)	62%	(238)	—	(0)	—	(0)	386
Buys/sells NBA	30%	(78)	41%	(107)	12%	(32)	17%	(44)	260
Buys/sells in-game goods	19%	(94)	25%	(124)	17%	(82)	38%	(186)	486
Physical collectors	14%	(105)	17%	(120)	11%	(81)	58%	(419)	726
Avid physical collectors	26%	(55)	20%	(43)	9%	(20)	44%	(93)	211
Casual physical collectors	10%	(50)	15%	(78)	12%	(62)	63%	(326)	515
Digital collectors	35%	(74)	38%	(81)	12%	(26)	15%	(33)	214
Avid digital collectors	40%	(33)	37%	(30)	15%	(12)	8%	(7)	81
Casual digital collectors	31%	(42)	38%	(51)	10%	(14)	20%	(26)	132

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\_4: And how often do you purchase, trade, sell or invest in each of the following?**

*NBA Top Shot moments*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	4%	(91)	8%	(169)	7%	(153)	81%	(1787)	2200
Gender: Male	7%	(72)	11%	(116)	7%	(78)	75%	(795)	1062
Gender: Female	2%	(19)	5%	(53)	7%	(75)	87%	(992)	1138
Age: 18-34	7%	(47)	13%	(86)	9%	(58)	71%	(464)	655
Age: 35-44	8%	(27)	15%	(53)	11%	(40)	66%	(237)	358
Age: 45-64	2%	(16)	4%	(28)	6%	(43)	88%	(664)	751
Age: 65+	—	(1)	1%	(3)	3%	(12)	96%	(421)	436
GenZers: 1997-2012	3%	(9)	10%	(30)	10%	(30)	77%	(226)	294
Millennials: 1981-1996	10%	(62)	16%	(97)	10%	(60)	65%	(409)	628
GenXers: 1965-1980	3%	(17)	6%	(31)	6%	(33)	84%	(433)	514
Baby Boomers: 1946-1964	—	(3)	2%	(11)	4%	(30)	94%	(649)	693
PID: Dem (no lean)	7%	(59)	11%	(98)	7%	(56)	75%	(645)	859
PID: Ind (no lean)	2%	(11)	5%	(37)	8%	(53)	86%	(600)	701
PID: Rep (no lean)	3%	(21)	5%	(34)	7%	(44)	85%	(541)	640
PID/Gender: Dem Men	12%	(48)	18%	(73)	6%	(26)	65%	(269)	417
PID/Gender: Dem Women	3%	(11)	6%	(25)	7%	(30)	85%	(376)	442
PID/Gender: Ind Men	3%	(10)	6%	(20)	7%	(24)	84%	(283)	338
PID/Gender: Ind Women	—	(1)	5%	(17)	8%	(29)	87%	(317)	363
PID/Gender: Rep Men	4%	(14)	7%	(22)	9%	(28)	79%	(243)	306
PID/Gender: Rep Women	2%	(7)	3%	(11)	5%	(16)	90%	(299)	333
Ideo: Liberal (1-3)	6%	(41)	9%	(55)	7%	(44)	78%	(498)	638
Ideo: Moderate (4)	2%	(12)	12%	(67)	8%	(47)	78%	(432)	557
Ideo: Conservative (5-7)	4%	(31)	5%	(38)	6%	(43)	84%	(608)	720
Educ: < College	2%	(26)	6%	(84)	6%	(91)	87%	(1311)	1512
Educ: Bachelors degree	8%	(35)	11%	(49)	11%	(47)	71%	(314)	444
Educ: Post-grad	12%	(30)	15%	(36)	6%	(15)	67%	(163)	244
Income: Under 50k	2%	(26)	6%	(63)	7%	(80)	85%	(925)	1092
Income: 50k-100k	4%	(30)	9%	(62)	6%	(40)	81%	(564)	696
Income: 100k+	9%	(35)	11%	(45)	8%	(34)	72%	(298)	411
Ethnicity: White	4%	(69)	7%	(125)	7%	(113)	82%	(1415)	1722
Ethnicity: Hispanic	3%	(11)	8%	(27)	12%	(42)	77%	(269)	349
Ethnicity: Black	6%	(17)	10%	(28)	3%	(8)	81%	(221)	274

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**Table MCSP5\_4:** And how often do you purchase, trade, sell or invest in each of the following?  
 NBA Top Shot moments

Demographic	Often	Sometimes	Rarely	Never	Total N
Adults	4% (91)	8% (169)	7% (153)	81% (1787)	2200
Ethnicity: Other	2% (4)	8% (17)	16% (32)	74% (150)	204
All Christian	5% (48)	9% (89)	6% (66)	80% (814)	1016
All Non-Christian	19% (28)	11% (16)	7% (11)	63% (92)	146
Atheist	— (0)	3% (2)	7% (5)	90% (70)	78
Agnostic/Nothing in particular	1% (8)	7% (38)	6% (33)	86% (487)	566
Something Else	2% (8)	6% (24)	10% (38)	82% (324)	394
Religious Non-Protestant/Catholic	16% (28)	9% (16)	7% (12)	68% (118)	174
Evangelical	6% (38)	12% (69)	7% (44)	74% (441)	593
Non-Evangelical	2% (15)	4% (28)	7% (53)	87% (652)	747
Community: Urban	10% (59)	14% (86)	9% (57)	67% (414)	616
Community: Suburban	3% (29)	6% (62)	6% (59)	86% (913)	1062
Community: Rural	1% (3)	4% (21)	7% (38)	88% (460)	523
Employ: Private Sector	7% (47)	12% (82)	8% (55)	73% (491)	676
Employ: Government	12% (18)	15% (22)	5% (8)	68% (100)	148
Employ: Self-Employed	10% (19)	11% (23)	9% (18)	70% (139)	199
Employ: Homemaker	1% (1)	4% (4)	5% (5)	90% (95)	105
Employ: Student	1% (1)	6% (10)	13% (19)	80% (124)	155
Employ: Retired	1% (3)	1% (5)	3% (14)	95% (466)	488
Employ: Unemployed	— (1)	3% (7)	9% (25)	88% (251)	285
Employ: Other	— (0)	11% (16)	6% (9)	83% (120)	145
Military HH: Yes	4% (16)	6% (22)	5% (16)	85% (301)	355
Military HH: No	4% (75)	8% (147)	7% (137)	81% (1486)	1845
RD/WT: Right Direction	7% (76)	11% (120)	7% (75)	74% (780)	1052
RD/WT: Wrong Track	1% (15)	4% (49)	7% (78)	88% (1007)	1148
Biden Job Approve	6% (80)	10% (121)	8% (100)	75% (927)	1228
Biden Job Disapprove	1% (9)	6% (46)	5% (40)	88% (725)	820
Biden Job Strongly Approve	11% (70)	12% (73)	8% (50)	69% (437)	629
Biden Job Somewhat Approve	2% (10)	8% (48)	8% (51)	82% (490)	599
Biden Job Somewhat Disapprove	— (1)	10% (26)	5% (14)	84% (218)	259
Biden Job Strongly Disapprove	1% (8)	4% (21)	5% (26)	90% (507)	561

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**Table MCSP5\_4: And how often do you purchase, trade, sell or invest in each of the following?  
NBA Top Shot moments**

Demographic	Often	Sometimes	Rarely	Never	Total N
Adults	4% (91)	8% (169)	7% (153)	81% (1787)	2200
Favorable of Biden	6% (75)	10% (124)	8% (93)	76% (934)	1225
Unfavorable of Biden	1% (9)	5% (39)	6% (47)	89% (741)	837
Very Favorable of Biden	9% (63)	11% (74)	9% (61)	70% (472)	670
Somewhat Favorable of Biden	2% (12)	9% (50)	6% (32)	83% (462)	555
Somewhat Unfavorable of Biden	1% (2)	7% (15)	8% (19)	84% (190)	226
Very Unfavorable of Biden	1% (8)	4% (24)	5% (28)	90% (551)	611
#1 Issue: Economy	5% (40)	7% (58)	8% (61)	80% (621)	780
#1 Issue: Security	5% (16)	8% (28)	7% (23)	81% (274)	341
#1 Issue: Health Care	5% (17)	10% (32)	8% (24)	77% (240)	314
#1 Issue: Medicare / Social Security	1% (2)	5% (13)	3% (8)	91% (231)	253
#1 Issue: Women's Issues	4% (5)	9% (13)	9% (13)	78% (110)	141
#1 Issue: Education	5% (5)	11% (13)	9% (11)	75% (84)	113
#1 Issue: Energy	8% (7)	9% (8)	10% (9)	74% (68)	91
#1 Issue: Other	— (0)	2% (4)	3% (5)	95% (159)	167
2020 Vote: Joe Biden	7% (68)	11% (106)	7% (72)	75% (739)	985
2020 Vote: Donald Trump	2% (15)	3% (21)	6% (38)	89% (608)	682
2020 Vote: Other	— (0)	7% (5)	4% (3)	89% (63)	71
2020 Vote: Didn't Vote	2% (7)	8% (38)	9% (40)	81% (374)	459
2018 House Vote: Democrat	8% (57)	10% (73)	6% (46)	76% (567)	743
2018 House Vote: Republican	2% (14)	5% (29)	6% (34)	87% (542)	620
2018 House Vote: Someone else	— (0)	— (0)	6% (3)	94% (55)	58
2016 Vote: Hillary Clinton	7% (50)	11% (73)	6% (43)	75% (509)	675
2016 Vote: Donald Trump	3% (17)	5% (33)	7% (45)	86% (581)	676
2016 Vote: Other	1% (1)	2% (2)	2% (3)	94% (111)	118
2016 Vote: Didn't Vote	3% (23)	8% (60)	9% (62)	80% (581)	726
Voted in 2014: Yes	5% (61)	7% (85)	6% (71)	83% (1035)	1252
Voted in 2014: No	3% (30)	9% (84)	9% (82)	79% (752)	948
4-Region: Northeast	9% (34)	10% (40)	8% (31)	73% (289)	394
4-Region: Midwest	2% (8)	3% (16)	7% (33)	88% (406)	462
4-Region: South	4% (31)	9% (74)	6% (51)	81% (669)	824
4-Region: West	4% (18)	8% (39)	7% (39)	81% (424)	520

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**Table MCSP5\_4:** And how often do you purchase, trade, sell or invest in each of the following?  
NBA Top Shot moments

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	4%	(91)	8%	(169)	7%	(153)	81%	(1787)	2200
Sports fans	6%	(84)	11%	(163)	8%	(121)	76%	(1147)	1515
Avid sports fans	11%	(70)	14%	(87)	9%	(56)	66%	(417)	630
Casual sports fans	2%	(14)	9%	(76)	7%	(66)	82%	(730)	885
Gamers	6%	(83)	11%	(160)	8%	(121)	75%	(1101)	1465
Avid gamers	12%	(64)	16%	(83)	11%	(59)	61%	(326)	532
Casual gamers	2%	(19)	8%	(77)	7%	(62)	83%	(775)	933
Esports fans	13%	(84)	20%	(128)	15%	(94)	51%	(317)	623
Avid esports fans	37%	(57)	28%	(42)	12%	(18)	23%	(36)	153
Casual esports fans	6%	(27)	18%	(85)	16%	(76)	60%	(282)	470
Games every day	12%	(53)	9%	(42)	8%	(35)	71%	(311)	441
Games frequently	9%	(74)	12%	(96)	9%	(69)	70%	(548)	786
Games regularly	8%	(83)	11%	(120)	9%	(90)	72%	(760)	1053
Buys/sells trading cards	21%	(81)	29%	(111)	15%	(56)	36%	(139)	388
Buys/sells NFTs	32%	(72)	39%	(88)	13%	(29)	15%	(33)	223
Buys/sells crypto	19%	(75)	28%	(110)	11%	(41)	42%	(160)	386
Buys/sells NBA	35%	(91)	65%	(169)	—	(0)	—	(0)	260
Buys/sells in-game goods	16%	(77)	23%	(112)	14%	(67)	48%	(231)	486
Physical collectors	10%	(74)	13%	(98)	9%	(62)	68%	(492)	726
Avid physical collectors	18%	(39)	18%	(37)	10%	(22)	54%	(113)	211
Casual physical collectors	7%	(35)	12%	(61)	8%	(40)	74%	(379)	515
Digital collectors	35%	(74)	33%	(69)	12%	(26)	21%	(45)	214
Avid digital collectors	46%	(37)	33%	(27)	13%	(11)	8%	(7)	81
Casual digital collectors	28%	(37)	32%	(43)	11%	(15)	29%	(38)	132

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

**Table MCSP5\_5: And how often do you purchase, trade, sell or invest in each of the following?**  
*Virtual goods in video games, such as swords, coins, potions, and avatars*

Demographic	Often	Sometimes	Rarely	Never	Total N
Adults	7% (158)	15% (329)	16% (350)	62% (1364)	2200
Gender: Male	10% (104)	17% (181)	17% (181)	56% (595)	1062
Gender: Female	5% (53)	13% (148)	15% (168)	68% (769)	1138
Age: 18-34	12% (82)	24% (159)	21% (135)	43% (280)	655
Age: 35-44	12% (44)	20% (72)	23% (82)	45% (161)	358
Age: 45-64	4% (29)	11% (80)	13% (101)	72% (540)	751
Age: 65+	1% (3)	4% (18)	7% (32)	88% (383)	436
GenZers: 1997-2012	13% (38)	24% (71)	22% (65)	41% (120)	294
Millennials: 1981-1996	13% (80)	23% (147)	20% (128)	44% (274)	628
GenXers: 1965-1980	6% (32)	14% (74)	19% (99)	60% (308)	514
Baby Boomers: 1946-1964	1% (7)	5% (37)	8% (56)	86% (593)	693
PID: Dem (no lean)	11% (91)	18% (158)	14% (116)	57% (494)	859
PID: Ind (no lean)	6% (44)	13% (90)	20% (143)	60% (424)	701
PID: Rep (no lean)	4% (23)	12% (80)	14% (90)	70% (447)	640
PID/Gender: Dem Men	15% (62)	22% (90)	14% (58)	50% (207)	417
PID/Gender: Dem Women	7% (29)	15% (68)	13% (58)	65% (287)	442
PID/Gender: Ind Men	7% (25)	13% (45)	20% (69)	59% (200)	338
PID/Gender: Ind Women	5% (19)	13% (46)	21% (75)	62% (224)	363
PID/Gender: Rep Men	6% (17)	15% (46)	18% (55)	61% (188)	306
PID/Gender: Rep Women	2% (6)	10% (34)	11% (36)	78% (258)	333
Ideo: Liberal (1-3)	12% (73)	17% (111)	15% (96)	56% (358)	638
Ideo: Moderate (4)	7% (38)	16% (88)	17% (94)	61% (338)	557
Ideo: Conservative (5-7)	5% (38)	11% (81)	14% (104)	69% (498)	720
Educ: < College	5% (81)	13% (203)	16% (244)	65% (984)	1512
Educ: Bachelors degree	10% (44)	18% (79)	17% (73)	56% (248)	444
Educ: Post-grad	13% (33)	19% (46)	13% (32)	54% (133)	244
Income: Under 50k	5% (56)	13% (147)	18% (196)	63% (693)	1092
Income: 50k-100k	8% (54)	15% (106)	13% (90)	64% (447)	696
Income: 100k+	12% (47)	18% (76)	15% (64)	55% (225)	411
Ethnicity: White	7% (122)	14% (237)	14% (245)	65% (1118)	1722
Ethnicity: Hispanic	6% (22)	18% (64)	23% (81)	52% (182)	349
Ethnicity: Black	6% (18)	20% (56)	19% (53)	54% (148)	274

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**Table MCSP5\_5:** *And how often do you purchase, trade, sell or invest in each of the following?*  
*Virtual goods in video games, such as swords, coins, potions, and avatars*

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	7%	(158)	15%	(329)	16%	(350)	62%	(1364)	2200
Ethnicity: Other	9%	(19)	17%	(35)	25%	(52)	48%	(98)	204
All Christian	7%	(68)	13%	(135)	14%	(139)	66%	(673)	1016
All Non-Christian	15%	(22)	16%	(23)	20%	(29)	49%	(72)	146
Atheist	7%	(6)	12%	(9)	31%	(24)	49%	(38)	78
Agnostic/Nothing in particular	8%	(46)	14%	(80)	18%	(104)	59%	(337)	566
Something Else	4%	(15)	21%	(81)	14%	(54)	62%	(244)	394
Religious Non-Protestant/Catholic	13%	(23)	14%	(25)	18%	(32)	54%	(94)	174
Evangelical	7%	(42)	19%	(112)	14%	(84)	60%	(354)	593
Non-Evangelical	5%	(35)	12%	(87)	13%	(100)	70%	(526)	747
Community: Urban	13%	(79)	20%	(125)	16%	(96)	51%	(315)	616
Community: Suburban	6%	(68)	14%	(147)	17%	(185)	62%	(662)	1062
Community: Rural	2%	(11)	11%	(56)	13%	(68)	74%	(388)	523
Employ: Private Sector	10%	(69)	18%	(125)	17%	(114)	54%	(368)	676
Employ: Government	10%	(15)	19%	(28)	15%	(23)	55%	(82)	148
Employ: Self-Employed	13%	(25)	16%	(32)	21%	(42)	50%	(100)	199
Employ: Homemaker	3%	(3)	17%	(18)	11%	(11)	70%	(73)	105
Employ: Student	7%	(11)	26%	(40)	21%	(33)	46%	(71)	155
Employ: Retired	1%	(7)	5%	(23)	8%	(38)	86%	(419)	488
Employ: Unemployed	5%	(13)	16%	(45)	17%	(47)	63%	(179)	285
Employ: Other	9%	(13)	12%	(17)	29%	(42)	50%	(72)	145
Military HH: Yes	5%	(19)	12%	(43)	17%	(59)	66%	(234)	355
Military HH: No	8%	(139)	15%	(286)	16%	(290)	61%	(1130)	1845
RD/WT: Right Direction	10%	(104)	16%	(172)	16%	(170)	58%	(606)	1052
RD/WT: Wrong Track	5%	(53)	14%	(156)	16%	(180)	66%	(758)	1148
Biden Job Approve	10%	(120)	16%	(199)	16%	(194)	58%	(716)	1228
Biden Job Disapprove	4%	(31)	13%	(106)	14%	(118)	69%	(566)	820
Biden Job Strongly Approve	13%	(79)	16%	(98)	14%	(88)	58%	(364)	629
Biden Job Somewhat Approve	7%	(40)	17%	(101)	18%	(107)	59%	(351)	599
Biden Job Somewhat Disapprove	4%	(10)	23%	(59)	17%	(44)	56%	(146)	259
Biden Job Strongly Disapprove	4%	(21)	8%	(46)	13%	(73)	75%	(421)	561

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**Table MCSP5\_5: And how often do you purchase, trade, sell or invest in each of the following?**  
Virtual goods in video games, such as swords, coins, potions, and avatars

Demographic	Often	Sometimes	Rarely	Never	Total N
Adults	7% (158)	15% (329)	16% (350)	62% (1364)	2200
Favorable of Biden	8% (102)	17% (212)	16% (199)	58% (712)	1225
Unfavorable of Biden	5% (40)	11% (90)	15% (125)	70% (582)	837
Very Favorable of Biden	11% (73)	18% (120)	14% (95)	57% (381)	670
Somewhat Favorable of Biden	5% (28)	17% (92)	19% (104)	60% (330)	555
Somewhat Unfavorable of Biden	9% (21)	17% (38)	19% (42)	55% (125)	226
Very Unfavorable of Biden	3% (19)	9% (52)	14% (83)	75% (457)	611
#1 Issue: Economy	8% (63)	15% (119)	19% (146)	58% (452)	780
#1 Issue: Security	7% (24)	12% (41)	13% (43)	68% (233)	341
#1 Issue: Health Care	9% (29)	19% (59)	16% (49)	56% (177)	314
#1 Issue: Medicare / Social Security	2% (5)	7% (17)	8% (20)	83% (211)	253
#1 Issue: Women's Issues	9% (12)	20% (28)	21% (29)	51% (72)	141
#1 Issue: Education	7% (8)	19% (21)	24% (27)	50% (57)	113
#1 Issue: Energy	10% (9)	23% (21)	20% (18)	48% (44)	91
#1 Issue: Other	5% (8)	14% (23)	11% (18)	71% (119)	167
2020 Vote: Joe Biden	10% (94)	18% (178)	16% (156)	57% (557)	985
2020 Vote: Donald Trump	3% (21)	10% (68)	13% (90)	74% (502)	682
2020 Vote: Other	2% (2)	27% (19)	13% (9)	58% (41)	71
2020 Vote: Didn't Vote	9% (41)	13% (62)	21% (94)	57% (262)	459
2018 House Vote: Democrat	9% (67)	15% (110)	13% (98)	63% (469)	743
2018 House Vote: Republican	4% (23)	12% (75)	14% (87)	70% (436)	620
2018 House Vote: Someone else	2% (1)	13% (7)	24% (14)	61% (35)	58
2016 Vote: Hillary Clinton	8% (56)	15% (104)	14% (93)	63% (422)	675
2016 Vote: Donald Trump	5% (31)	13% (88)	12% (83)	70% (474)	676
2016 Vote: Other	2% (2)	20% (24)	18% (22)	60% (70)	118
2016 Vote: Didn't Vote	9% (69)	15% (113)	21% (152)	54% (393)	726
Voted in 2014: Yes	6% (75)	13% (162)	13% (166)	68% (848)	1252
Voted in 2014: No	9% (83)	18% (166)	19% (183)	54% (516)	948
4-Region: Northeast	11% (43)	15% (57)	13% (52)	61% (241)	394
4-Region: Midwest	4% (19)	15% (68)	14% (65)	67% (309)	462
4-Region: South	7% (58)	15% (122)	16% (131)	62% (514)	824
4-Region: West	7% (37)	16% (81)	20% (101)	58% (300)	520

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**Table MCSP5\_5:** And how often do you purchase, trade, sell or invest in each of the following?  
 Virtual goods in video games, such as swords, coins, potions, and avatars

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	7%	(158)	15%	(329)	16%	(350)	62%	(1364)	2200
Sports fans	8%	(120)	18%	(275)	16%	(247)	58%	(873)	1515
Avid sports fans	13%	(81)	21%	(130)	15%	(93)	52%	(325)	630
Casual sports fans	4%	(39)	16%	(144)	17%	(154)	62%	(548)	885
Gamers	10%	(152)	21%	(311)	20%	(300)	48%	(703)	1465
Avid gamers	21%	(112)	28%	(150)	21%	(112)	30%	(158)	532
Casual gamers	4%	(40)	17%	(160)	20%	(188)	58%	(545)	933
Esports fans	17%	(106)	32%	(198)	23%	(144)	28%	(175)	623
Avid esports fans	42%	(64)	27%	(42)	17%	(26)	14%	(21)	153
Casual esports fans	9%	(42)	33%	(156)	25%	(119)	33%	(154)	470
Games every day	16%	(72)	21%	(92)	17%	(74)	46%	(203)	441
Games frequently	15%	(119)	24%	(189)	18%	(142)	43%	(336)	786
Games regularly	12%	(127)	24%	(248)	18%	(191)	46%	(488)	1053
Buys/sells trading cards	26%	(101)	37%	(143)	18%	(69)	19%	(75)	388
Buys/sells NFTs	34%	(76)	42%	(94)	14%	(32)	9%	(21)	223
Buys/sells crypto	21%	(83)	35%	(136)	19%	(74)	24%	(94)	386
Buys/sells NBA	31%	(82)	41%	(107)	18%	(47)	9%	(25)	260
Buys/sells in-game goods	32%	(158)	68%	(329)	—	(0)	—	(0)	486
Physical collectors	15%	(106)	23%	(169)	19%	(141)	43%	(310)	726
Avid physical collectors	22%	(46)	30%	(64)	17%	(36)	31%	(65)	211
Casual physical collectors	12%	(60)	20%	(105)	20%	(105)	48%	(245)	515
Digital collectors	34%	(72)	36%	(77)	16%	(35)	14%	(29)	214
Avid digital collectors	42%	(34)	29%	(24)	19%	(16)	10%	(8)	81
Casual digital collectors	29%	(38)	40%	(53)	15%	(19)	16%	(22)	132

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

**Table MCSP6:** As you may know, a non-fungible token, or NFT, is a digital asset – such as an image, GIF, song, video or in-game asset – that is authenticated using blockchain technology and can be purchased, sold or traded online. These items are generally limited in quantity and cannot be reproduced, making them collectible and potentially valuable. Based on what you know, to what extent are you interested in acquiring, investing in or trading NFTs in the future?

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	9%	(189)	20%	(434)	17%	(379)	40%	(887)	14%	(310)	2200
Gender: Male	13%	(141)	24%	(250)	17%	(180)	35%	(372)	11%	(119)	1062
Gender: Female	4%	(47)	16%	(185)	18%	(200)	45%	(515)	17%	(192)	1138
Age: 18-34	14%	(93)	23%	(154)	16%	(107)	26%	(174)	20%	(128)	655
Age: 35-44	16%	(56)	31%	(109)	16%	(57)	23%	(83)	15%	(53)	358
Age: 45-64	5%	(38)	20%	(147)	20%	(148)	45%	(339)	11%	(80)	751
Age: 65+	1%	(3)	5%	(24)	16%	(68)	67%	(292)	12%	(50)	436
GenZers: 1997-2012	4%	(12)	23%	(66)	19%	(55)	29%	(85)	26%	(76)	294
Millennials: 1981-1996	20%	(127)	27%	(172)	15%	(94)	23%	(145)	14%	(91)	628
GenXers: 1965-1980	8%	(39)	24%	(126)	21%	(108)	36%	(185)	11%	(56)	514
Baby Boomers: 1946-1964	1%	(9)	10%	(69)	16%	(109)	61%	(423)	12%	(83)	693
PID: Dem (no lean)	10%	(87)	21%	(180)	20%	(176)	37%	(316)	12%	(101)	859
PID: Ind (no lean)	7%	(50)	21%	(145)	14%	(99)	37%	(261)	21%	(147)	701
PID: Rep (no lean)	8%	(51)	17%	(109)	16%	(105)	49%	(311)	10%	(63)	640
PID/Gender: Dem Men	16%	(69)	24%	(100)	18%	(75)	31%	(130)	10%	(43)	417
PID/Gender: Dem Women	4%	(18)	18%	(80)	23%	(100)	42%	(186)	13%	(58)	442
PID/Gender: Ind Men	11%	(37)	23%	(79)	15%	(51)	37%	(126)	13%	(45)	338
PID/Gender: Ind Women	4%	(13)	18%	(66)	13%	(48)	37%	(135)	28%	(101)	363
PID/Gender: Rep Men	12%	(35)	23%	(70)	17%	(53)	38%	(117)	10%	(30)	306
PID/Gender: Rep Women	5%	(16)	12%	(39)	15%	(52)	58%	(194)	10%	(33)	333
Ideo: Liberal (1-3)	11%	(72)	23%	(148)	19%	(122)	36%	(228)	11%	(68)	638
Ideo: Moderate (4)	6%	(36)	22%	(124)	17%	(92)	38%	(214)	16%	(91)	557
Ideo: Conservative (5-7)	10%	(70)	18%	(130)	17%	(122)	46%	(333)	9%	(66)	720
Educ: < College	5%	(74)	19%	(284)	17%	(261)	42%	(635)	17%	(259)	1512
Educ: Bachelors degree	17%	(74)	22%	(99)	17%	(75)	37%	(163)	7%	(33)	444
Educ: Post-grad	17%	(41)	21%	(52)	18%	(44)	36%	(89)	8%	(18)	244
Income: Under 50k	6%	(62)	17%	(191)	18%	(196)	42%	(457)	17%	(187)	1092
Income: 50k-100k	8%	(59)	21%	(144)	17%	(117)	40%	(280)	14%	(97)	696
Income: 100k+	16%	(68)	24%	(100)	16%	(67)	37%	(151)	6%	(26)	411

Continued on next page

**Table MCSP6:** As you may know, a non-fungible token, or NFT, is a digital asset – such as an image, GIF, song, video or in-game asset – that is authenticated using blockchain technology and can be purchased, sold or traded online. These items are generally limited in quantity and cannot be reproduced, making them collectible and potentially valuable. Based on what you know, to what extent are you interested in acquiring, investing in or trading NFTs in the future?

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	9%	(189)	20%	(434)	17%	(379)	40%	(887)	14%	(310)	2200
Ethnicity: White	10%	(164)	18%	(315)	16%	(280)	44%	(760)	12%	(203)	1722
Ethnicity: Hispanic	9%	(32)	27%	(93)	18%	(63)	27%	(95)	19%	(66)	349
Ethnicity: Black	4%	(12)	22%	(62)	23%	(64)	27%	(74)	23%	(63)	274
Ethnicity: Other	7%	(14)	28%	(58)	17%	(35)	26%	(53)	22%	(45)	204
All Christian	9%	(95)	18%	(187)	18%	(180)	44%	(448)	10%	(106)	1016
All Non-Christian	25%	(37)	19%	(27)	18%	(26)	25%	(37)	13%	(19)	146
Atheist	9%	(7)	26%	(20)	14%	(11)	44%	(34)	7%	(6)	78
Agnostic/Nothing in particular	5%	(29)	20%	(113)	20%	(115)	35%	(198)	20%	(111)	566
Something Else	5%	(22)	22%	(86)	12%	(48)	43%	(171)	17%	(68)	394
Religious Non-Protestant/Catholic	22%	(38)	17%	(30)	20%	(34)	27%	(47)	14%	(25)	174
Evangelical	12%	(73)	19%	(113)	17%	(99)	41%	(242)	11%	(65)	593
Non-Evangelical	5%	(34)	18%	(138)	16%	(119)	48%	(359)	13%	(98)	747
Community: Urban	17%	(106)	23%	(143)	17%	(107)	29%	(181)	13%	(79)	616
Community: Suburban	6%	(61)	20%	(210)	17%	(185)	42%	(449)	15%	(156)	1062
Community: Rural	4%	(21)	16%	(81)	17%	(87)	49%	(257)	14%	(76)	523
Employ: Private Sector	13%	(89)	28%	(187)	18%	(121)	32%	(214)	10%	(65)	676
Employ: Government	20%	(30)	17%	(25)	12%	(17)	36%	(54)	15%	(22)	148
Employ: Self-Employed	17%	(33)	28%	(56)	15%	(30)	34%	(68)	6%	(11)	199
Employ: Homemaker	3%	(3)	20%	(21)	11%	(11)	42%	(44)	24%	(25)	105
Employ: Student	6%	(9)	21%	(33)	17%	(26)	33%	(51)	22%	(35)	155
Employ: Retired	1%	(7)	7%	(33)	17%	(83)	64%	(314)	11%	(51)	488
Employ: Unemployed	5%	(15)	22%	(63)	19%	(54)	32%	(92)	22%	(62)	285
Employ: Other	2%	(3)	11%	(16)	25%	(37)	35%	(50)	27%	(39)	145
Military HH: Yes	8%	(30)	17%	(59)	18%	(65)	47%	(168)	9%	(33)	355
Military HH: No	9%	(159)	20%	(375)	17%	(314)	39%	(719)	15%	(277)	1845
RD/WT: Right Direction	13%	(132)	23%	(242)	16%	(169)	34%	(362)	14%	(146)	1052
RD/WT: Wrong Track	5%	(57)	17%	(192)	18%	(210)	46%	(525)	14%	(164)	1148

Continued on next page

**Table MCSP6:** As you may know, a non-fungible token, or NFT, is a digital asset – such as an image, GIF, song, video or in-game asset – that is authenticated using blockchain technology and can be purchased, sold or traded online. These items are generally limited in quantity and cannot be reproduced, making them collectible and potentially valuable. Based on what you know, to what extent are you interested in acquiring, investing in or trading NFTs in the future?

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	9%	(189)	20%	(434)	17%	(379)	40%	(887)	14%	(310)	2200
Biden Job Approve	12%	(143)	25%	(302)	18%	(225)	33%	(410)	12%	(148)	1228
Biden Job Disapprove	5%	(45)	15%	(123)	17%	(138)	52%	(423)	11%	(92)	820
Biden Job Strongly Approve	18%	(115)	21%	(132)	16%	(101)	32%	(204)	12%	(78)	629
Biden Job Somewhat Approve	5%	(28)	28%	(170)	21%	(125)	34%	(206)	12%	(70)	599
Biden Job Somewhat Disapprove	5%	(13)	19%	(48)	23%	(58)	42%	(108)	12%	(32)	259
Biden Job Strongly Disapprove	6%	(32)	13%	(74)	14%	(80)	56%	(315)	11%	(60)	561
Favorable of Biden	10%	(128)	24%	(292)	18%	(225)	34%	(423)	13%	(158)	1225
Unfavorable of Biden	5%	(46)	15%	(122)	18%	(149)	50%	(418)	12%	(101)	837
Very Favorable of Biden	14%	(96)	23%	(151)	17%	(113)	34%	(230)	12%	(80)	670
Somewhat Favorable of Biden	6%	(32)	25%	(141)	20%	(112)	35%	(193)	14%	(77)	555
Somewhat Unfavorable of Biden	5%	(11)	16%	(37)	24%	(55)	39%	(89)	15%	(34)	226
Very Unfavorable of Biden	6%	(35)	14%	(86)	15%	(94)	54%	(329)	11%	(67)	611
#1 Issue: Economy	8%	(62)	24%	(184)	20%	(156)	33%	(261)	15%	(117)	780
#1 Issue: Security	13%	(44)	15%	(50)	15%	(52)	48%	(164)	9%	(30)	341
#1 Issue: Health Care	9%	(28)	20%	(64)	19%	(60)	42%	(131)	10%	(31)	314
#1 Issue: Medicare / Social Security	2%	(5)	12%	(31)	14%	(36)	55%	(140)	17%	(42)	253
#1 Issue: Women's Issues	13%	(18)	20%	(28)	15%	(21)	31%	(44)	21%	(29)	141
#1 Issue: Education	11%	(13)	18%	(21)	15%	(16)	36%	(41)	20%	(22)	113
#1 Issue: Energy	16%	(14)	28%	(26)	22%	(20)	27%	(25)	6%	(6)	91
#1 Issue: Other	3%	(4)	18%	(30)	11%	(18)	49%	(82)	19%	(32)	167
2020 Vote: Joe Biden	11%	(112)	23%	(228)	17%	(171)	37%	(367)	11%	(107)	985
2020 Vote: Donald Trump	7%	(48)	14%	(95)	16%	(106)	53%	(359)	11%	(73)	682
2020 Vote: Other	2%	(1)	18%	(13)	21%	(15)	43%	(31)	16%	(11)	71
2020 Vote: Didn't Vote	6%	(26)	21%	(96)	19%	(88)	28%	(130)	26%	(119)	459
2018 House Vote: Democrat	11%	(83)	22%	(163)	18%	(134)	40%	(294)	9%	(69)	743
2018 House Vote: Republican	8%	(50)	17%	(105)	15%	(90)	51%	(314)	10%	(62)	620
2018 House Vote: Someone else	12%	(7)	17%	(10)	12%	(7)	49%	(28)	10%	(6)	58

Continued on next page

**Table MCSP6:** As you may know, a non-fungible token, or NFT, is a digital asset – such as an image, GIF, song, video or in-game asset – that is authenticated using blockchain technology and can be purchased, sold or traded online. These items are generally limited in quantity and cannot be reproduced, making them collectible and potentially valuable. Based on what you know, to what extent are you interested in acquiring, investing in or trading NFTs in the future?

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	9%	(189)	20%	(434)	17%	(379)	40%	(887)	14%	(310)	2200
2016 Vote: Hillary Clinton	10%	(65)	22%	(147)	19%	(128)	39%	(265)	10%	(70)	675
2016 Vote: Donald Trump	9%	(59)	16%	(110)	16%	(106)	49%	(329)	11%	(72)	676
2016 Vote: Other	4%	(5)	19%	(23)	20%	(24)	49%	(58)	7%	(9)	118
2016 Vote: Didn't Vote	8%	(58)	21%	(154)	17%	(120)	32%	(235)	22%	(160)	726
Voted in 2014: Yes	9%	(107)	18%	(228)	17%	(218)	46%	(573)	10%	(126)	1252
Voted in 2014: No	9%	(82)	22%	(206)	17%	(161)	33%	(314)	19%	(185)	948
4-Region: Northeast	11%	(45)	16%	(63)	20%	(80)	41%	(161)	11%	(45)	394
4-Region: Midwest	5%	(21)	16%	(76)	16%	(72)	50%	(233)	13%	(61)	462
4-Region: South	7%	(55)	22%	(183)	18%	(147)	40%	(332)	13%	(107)	824
4-Region: West	13%	(68)	22%	(112)	16%	(81)	31%	(161)	19%	(98)	520
Sports fans	11%	(168)	23%	(345)	17%	(262)	37%	(555)	12%	(184)	1515
Avid sports fans	18%	(113)	25%	(158)	17%	(104)	33%	(207)	7%	(47)	630
Casual sports fans	6%	(55)	21%	(187)	18%	(158)	39%	(348)	16%	(137)	885
Gamers	12%	(176)	25%	(365)	18%	(269)	30%	(444)	14%	(211)	1465
Avid gamers	22%	(115)	32%	(169)	13%	(68)	20%	(108)	14%	(73)	532
Casual gamers	7%	(62)	21%	(196)	21%	(200)	36%	(336)	15%	(138)	933
Esports fans	23%	(144)	35%	(215)	17%	(106)	14%	(90)	11%	(68)	623
Avid esports fans	52%	(80)	27%	(41)	7%	(11)	6%	(9)	8%	(12)	153
Casual esports fans	14%	(64)	37%	(174)	20%	(95)	17%	(81)	12%	(56)	470
Games every day	23%	(102)	24%	(107)	13%	(56)	28%	(123)	12%	(53)	441
Games frequently	18%	(144)	27%	(213)	17%	(130)	27%	(211)	11%	(88)	786
Games regularly	16%	(166)	25%	(268)	17%	(182)	29%	(308)	12%	(130)	1053
Buys/sells trading cards	30%	(116)	38%	(147)	14%	(52)	10%	(39)	9%	(35)	388
Buys/sells NFTs	50%	(112)	37%	(83)	8%	(19)	2%	(4)	3%	(6)	223
Buys/sells crypto	34%	(130)	40%	(155)	12%	(44)	9%	(34)	6%	(22)	386
Buys/sells NBA	39%	(101)	39%	(101)	9%	(24)	6%	(15)	7%	(19)	260
Buys/sells in-game goods	25%	(119)	37%	(179)	14%	(66)	13%	(65)	12%	(56)	486
Physical collectors	20%	(143)	31%	(227)	15%	(106)	27%	(193)	8%	(57)	726

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**Table MCSP6:** As you may know, a non-fungible token, or NFT, is a digital asset – such as an image, GIF, song, video or in-game asset – that is authenticated using blockchain technology and can be purchased, sold or traded online. These items are generally limited in quantity and cannot be reproduced, making them collectible and potentially valuable. Based on what you know, to what extent are you interested in acquiring, investing in or trading NFTs in the future?

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	9%	(189)	20%	(434)	17%	(379)	40%	(887)	14%	(310)	2200
Avid physical collectors	31%	(65)	39%	(81)	9%	(19)	13%	(28)	8%	(17)	211
Casual physical collectors	15%	(78)	28%	(146)	17%	(87)	32%	(165)	8%	(39)	515
Digital collectors	55%	(117)	34%	(74)	5%	(11)	4%	(9)	1%	(2)	214
Avid digital collectors	66%	(54)	23%	(19)	6%	(5)	1%	(1)	3%	(2)	81
Casual digital collectors	48%	(63)	41%	(55)	4%	(6)	6%	(8)	—	(0)	132

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 MCSP7\_1: Specifically, do you collect any of the following items as a hobby or investment?**  
*Physical items, such as stamps, coins, trading cards, sports memorabilia or antiques*

Demographic	Yes, I am an avid collector		Yes, I am a casual collector		No, I used to be a collector, but am not anymore		No, I am not a collector and never have been		Total N
Adults	10%	(211)	23%	(515)	20%	(449)	47%	(1025)	2200
Gender: Male	15%	(160)	30%	(316)	22%	(236)	33%	(350)	1062
Gender: Female	4%	(51)	18%	(199)	19%	(213)	59%	(676)	1138
Age: 18-34	11%	(74)	20%	(131)	18%	(115)	51%	(336)	655
Age: 35-44	14%	(52)	26%	(94)	21%	(77)	38%	(135)	358
Age: 45-64	10%	(71)	26%	(199)	21%	(158)	43%	(323)	751
Age: 65+	3%	(14)	21%	(91)	23%	(99)	53%	(232)	436
GenZers: 1997-2012	6%	(19)	14%	(40)	18%	(53)	62%	(182)	294
Millennials: 1981-1996	16%	(98)	26%	(164)	18%	(112)	40%	(254)	628
GenXers: 1965-1980	11%	(59)	26%	(133)	25%	(127)	38%	(195)	514
Baby Boomers: 1946-1964	5%	(32)	24%	(164)	19%	(133)	53%	(364)	693
PID: Dem (no lean)	11%	(96)	23%	(201)	19%	(164)	46%	(398)	859
PID: Ind (no lean)	9%	(65)	21%	(150)	22%	(155)	47%	(332)	701
PID: Rep (no lean)	8%	(50)	26%	(164)	20%	(130)	46%	(295)	640
PID/Gender: Dem Men	18%	(77)	34%	(141)	16%	(67)	32%	(132)	417
PID/Gender: Dem Women	4%	(19)	13%	(60)	22%	(97)	60%	(266)	442
PID/Gender: Ind Men	13%	(45)	23%	(77)	30%	(100)	34%	(116)	338
PID/Gender: Ind Women	5%	(20)	20%	(73)	15%	(55)	59%	(216)	363
PID/Gender: Rep Men	13%	(39)	32%	(97)	23%	(69)	33%	(102)	306
PID/Gender: Rep Women	4%	(12)	20%	(67)	18%	(61)	58%	(193)	333
Ideo: Liberal (1-3)	13%	(81)	23%	(149)	20%	(128)	44%	(280)	638
Ideo: Moderate (4)	8%	(45)	21%	(116)	21%	(115)	51%	(281)	557
Ideo: Conservative (5-7)	10%	(74)	26%	(190)	22%	(160)	41%	(296)	720
Educ: < College	8%	(118)	21%	(323)	20%	(300)	51%	(772)	1512
Educ: Bachelors degree	12%	(54)	28%	(123)	21%	(94)	39%	(173)	444
Educ: Post-grad	16%	(39)	28%	(69)	22%	(55)	33%	(81)	244
Income: Under 50k	7%	(78)	21%	(227)	21%	(226)	51%	(561)	1092
Income: 50k-100k	12%	(81)	25%	(174)	19%	(133)	44%	(308)	696
Income: 100k+	12%	(51)	28%	(114)	22%	(90)	38%	(156)	411
Ethnicity: White	10%	(164)	25%	(430)	20%	(340)	46%	(788)	1722

Continued on next page

**Table MCSP7\_1:** Specifically, do you collect any of the following items as a hobby or investment?  
Physical items, such as stamps, coins, trading cards, sports memorabilia or antiques

Demographic	Yes, I am an avid collector		Yes, I am a casual collector		No, I used to be a collector, but am not anymore		No, I am not a collector and never have been		Total N
Adults	10%	(211)	23%	(515)	20%	(449)	47%	(1025)	2200
Ethnicity: Hispanic	12%	(41)	22%	(78)	21%	(74)	45%	(157)	349
Ethnicity: Black	8%	(22)	17%	(46)	21%	(58)	54%	(148)	274
Ethnicity: Other	12%	(25)	19%	(39)	25%	(51)	44%	(89)	204
All Christian	9%	(96)	25%	(251)	21%	(212)	45%	(456)	1016
All Non-Christian	20%	(29)	25%	(37)	29%	(42)	26%	(39)	146
Atheist	15%	(12)	21%	(16)	25%	(20)	38%	(30)	78
Agnostic/Nothing in particular	10%	(57)	21%	(120)	18%	(101)	51%	(288)	566
Something Else	4%	(16)	23%	(92)	19%	(74)	54%	(212)	394
Religious Non-Protestant/Catholic	20%	(35)	24%	(41)	26%	(45)	30%	(52)	174
Evangelical	10%	(59)	26%	(153)	17%	(103)	47%	(277)	593
Non-Evangelical	5%	(40)	23%	(175)	22%	(168)	49%	(365)	747
Community: Urban	14%	(87)	26%	(159)	22%	(137)	38%	(233)	616
Community: Suburban	8%	(89)	24%	(255)	20%	(217)	47%	(500)	1062
Community: Rural	7%	(35)	19%	(101)	18%	(95)	56%	(293)	523
Employ: Private Sector	12%	(80)	28%	(191)	23%	(152)	37%	(253)	676
Employ: Government	18%	(27)	20%	(30)	21%	(31)	41%	(60)	148
Employ: Self-Employed	21%	(41)	28%	(56)	18%	(37)	33%	(65)	199
Employ: Homemaker	5%	(5)	13%	(13)	7%	(8)	75%	(79)	105
Employ: Student	7%	(11)	14%	(22)	17%	(26)	62%	(95)	155
Employ: Retired	3%	(17)	21%	(104)	22%	(109)	53%	(258)	488
Employ: Unemployed	7%	(19)	25%	(70)	20%	(56)	49%	(139)	285
Employ: Other	8%	(11)	19%	(28)	21%	(31)	52%	(75)	145
Military HH: Yes	11%	(40)	26%	(94)	23%	(81)	40%	(141)	355
Military HH: No	9%	(171)	23%	(421)	20%	(368)	48%	(885)	1845
RD/WT: Right Direction	13%	(136)	25%	(258)	21%	(217)	42%	(440)	1052
RD/WT: Wrong Track	6%	(75)	22%	(257)	20%	(232)	51%	(585)	1148
Biden Job Approve	12%	(152)	24%	(295)	19%	(235)	44%	(546)	1228
Biden Job Disapprove	7%	(55)	24%	(198)	21%	(173)	48%	(395)	820

Continued on next page

**Table MCSP7\_1:** Specifically, do you collect any of the following items as a hobby or investment?  
Physical items, such as stamps, coins, trading cards, sports memorabilia or antiques

Demographic	Yes, I am an avid collector		Yes, I am a casual collector		No, I used to be a collector, but am not anymore		No, I am not a collector and never have been		Total N
Adults	10%	(211)	23%	(515)	20%	(449)	47%	(1025)	2200
Biden Job Strongly Approve	15%	(94)	25%	(156)	18%	(113)	42%	(266)	629
Biden Job Somewhat Approve	10%	(57)	23%	(139)	20%	(122)	47%	(281)	599
Biden Job Somewhat Disapprove	8%	(20)	22%	(56)	27%	(70)	44%	(113)	259
Biden Job Strongly Disapprove	6%	(35)	25%	(142)	18%	(103)	50%	(282)	561
Favorable of Biden	12%	(141)	24%	(290)	19%	(238)	45%	(556)	1225
Unfavorable of Biden	7%	(59)	25%	(209)	20%	(168)	48%	(401)	837
Very Favorable of Biden	13%	(84)	23%	(155)	18%	(121)	46%	(310)	670
Somewhat Favorable of Biden	10%	(57)	24%	(135)	21%	(117)	44%	(246)	555
Somewhat Unfavorable of Biden	10%	(22)	23%	(52)	20%	(46)	47%	(107)	226
Very Unfavorable of Biden	6%	(37)	26%	(157)	20%	(122)	48%	(294)	611
#1 Issue: Economy	10%	(79)	24%	(189)	22%	(169)	44%	(343)	780
#1 Issue: Security	11%	(38)	28%	(94)	20%	(67)	41%	(141)	341
#1 Issue: Health Care	7%	(23)	24%	(74)	20%	(61)	49%	(155)	314
#1 Issue: Medicare / Social Security	6%	(15)	17%	(43)	21%	(52)	56%	(143)	253
#1 Issue: Women's Issues	14%	(20)	16%	(22)	19%	(26)	51%	(72)	141
#1 Issue: Education	6%	(7)	29%	(32)	17%	(19)	48%	(54)	113
#1 Issue: Energy	13%	(12)	18%	(17)	25%	(23)	43%	(40)	91
#1 Issue: Other	10%	(16)	26%	(44)	18%	(30)	46%	(77)	167
2020 Vote: Joe Biden	13%	(124)	23%	(226)	20%	(201)	44%	(434)	985
2020 Vote: Donald Trump	7%	(44)	26%	(177)	21%	(141)	47%	(319)	682
2020 Vote: Other	8%	(5)	19%	(13)	24%	(17)	49%	(35)	71
2020 Vote: Didn't Vote	8%	(37)	21%	(97)	19%	(88)	52%	(237)	459
2018 House Vote: Democrat	13%	(94)	23%	(170)	22%	(166)	42%	(313)	743
2018 House Vote: Republican	7%	(43)	29%	(177)	21%	(130)	44%	(270)	620
2018 House Vote: Someone else	19%	(11)	18%	(10)	13%	(8)	50%	(29)	58
2016 Vote: Hillary Clinton	12%	(81)	23%	(152)	22%	(146)	44%	(297)	675
2016 Vote: Donald Trump	8%	(54)	27%	(185)	22%	(146)	43%	(292)	676
2016 Vote: Other	14%	(16)	27%	(31)	17%	(21)	43%	(50)	118
2016 Vote: Didn't Vote	8%	(60)	20%	(145)	19%	(135)	53%	(387)	726

Continued on next page

**Table MCSP7\_1:** Specifically, do you collect any of the following items as a hobby or investment?  
Physical items, such as stamps, coins, trading cards, sports memorabilia or antiques

Demographic	Yes, I am an avid collector		Yes, I am a casual collector		No, I used to be a collector, but am not anymore		No, I am not a collector and never have been		Total N
Adults	10%	(211)	23%	(515)	20%	(449)	47%	(1025)	2200
Voted in 2014: Yes	10%	(129)	25%	(314)	21%	(269)	43%	(540)	1252
Voted in 2014: No	9%	(82)	21%	(201)	19%	(180)	51%	(485)	948
4-Region: Northeast	10%	(38)	23%	(92)	20%	(79)	47%	(185)	394
4-Region: Midwest	7%	(32)	21%	(96)	17%	(81)	55%	(254)	462
4-Region: South	10%	(82)	21%	(176)	21%	(174)	48%	(393)	824
4-Region: West	11%	(59)	29%	(152)	22%	(115)	37%	(194)	520
Sports fans	12%	(183)	26%	(400)	21%	(325)	40%	(607)	1515
Avid sports fans	19%	(122)	29%	(186)	21%	(130)	31%	(192)	630
Casual sports fans	7%	(61)	24%	(214)	22%	(195)	47%	(414)	885
Gamers	13%	(183)	26%	(385)	22%	(323)	39%	(574)	1465
Avid gamers	20%	(105)	26%	(139)	22%	(119)	32%	(169)	532
Casual gamers	8%	(78)	26%	(246)	22%	(203)	43%	(405)	933
Esports fans	20%	(122)	32%	(200)	22%	(136)	27%	(165)	623
Avid esports fans	35%	(53)	37%	(57)	11%	(16)	17%	(26)	153
Casual esports fans	15%	(69)	30%	(142)	26%	(120)	30%	(139)	470
Games every day	18%	(79)	31%	(138)	18%	(80)	33%	(145)	441
Games frequently	18%	(139)	31%	(241)	20%	(154)	32%	(253)	786
Games regularly	15%	(156)	27%	(289)	21%	(220)	37%	(388)	1053
Buys/sells trading cards	32%	(123)	39%	(153)	16%	(62)	13%	(50)	388
Buys/sells NFTs	34%	(75)	36%	(79)	15%	(34)	15%	(34)	223
Buys/sells crypto	25%	(98)	33%	(127)	20%	(76)	22%	(85)	386
Buys/sells NBA	29%	(76)	37%	(96)	19%	(49)	15%	(40)	260
Buys/sells in-game goods	23%	(110)	34%	(165)	17%	(82)	27%	(129)	486
Physical collectors	29%	(211)	71%	(515)	—	(0)	—	(0)	726
Avid physical collectors	100%	(211)	—	(0)	—	(0)	—	(0)	211
Casual physical collectors	—	(0)	100%	(515)	—	(0)	—	(0)	515
Digital collectors	43%	(92)	43%	(92)	8%	(17)	6%	(13)	214
Avid digital collectors	51%	(41)	29%	(24)	14%	(12)	5%	(4)	81
Casual digital collectors	38%	(51)	51%	(68)	4%	(5)	7%	(9)	132

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

**Table MCSP7\_2:** Specifically, do you collect any of the following items as a hobby or investment?  
 Non-fungible tokens (NFTs), such as NBA Top Shot moments or cryptoart

Demographic	Yes, I am an avid collector		Yes, I am a casual collector		No, I used to be a collector, but am not anymore		No, I am not a collector and never have been		Total N
Adults	4%	(81)	6%	(132)	6%	(141)	84%	(1845)	2200
Gender: Male	6%	(65)	9%	(98)	7%	(72)	78%	(826)	1062
Gender: Female	1%	(16)	3%	(34)	6%	(69)	90%	(1019)	1138
Age: 18-34	7%	(46)	8%	(50)	10%	(66)	75%	(494)	655
Age: 35-44	7%	(24)	12%	(43)	9%	(31)	72%	(259)	358
Age: 45-64	2%	(11)	4%	(29)	5%	(41)	89%	(670)	751
Age: 65+	—	(0)	2%	(9)	1%	(4)	97%	(423)	436
GenZers: 1997-2012	2%	(4)	2%	(7)	12%	(35)	84%	(248)	294
Millennials: 1981-1996	10%	(61)	13%	(80)	9%	(56)	69%	(431)	628
GenXers: 1965-1980	3%	(14)	5%	(28)	6%	(33)	85%	(439)	514
Baby Boomers: 1946-1964	—	(2)	2%	(16)	2%	(17)	95%	(659)	693
PID: Dem (no lean)	6%	(49)	9%	(79)	6%	(56)	79%	(675)	859
PID: Ind (no lean)	2%	(17)	3%	(21)	5%	(35)	90%	(629)	701
PID: Rep (no lean)	2%	(15)	5%	(32)	8%	(50)	85%	(541)	640
PID/Gender: Dem Men	9%	(40)	15%	(61)	7%	(30)	69%	(287)	417
PID/Gender: Dem Women	2%	(9)	4%	(18)	6%	(26)	88%	(388)	442
PID/Gender: Ind Men	5%	(16)	3%	(12)	5%	(17)	87%	(294)	338
PID/Gender: Ind Women	—	(1)	3%	(9)	5%	(18)	92%	(335)	363
PID/Gender: Rep Men	3%	(10)	8%	(25)	9%	(26)	80%	(245)	306
PID/Gender: Rep Women	2%	(6)	2%	(7)	7%	(24)	89%	(297)	333
Ideo: Liberal (1-3)	6%	(35)	7%	(46)	6%	(37)	82%	(520)	638
Ideo: Moderate (4)	3%	(18)	7%	(41)	9%	(50)	80%	(448)	557
Ideo: Conservative (5-7)	3%	(24)	6%	(41)	5%	(37)	86%	(618)	720
Educ: < College	1%	(20)	4%	(58)	6%	(91)	89%	(1343)	1512
Educ: Bachelors degree	7%	(30)	10%	(46)	9%	(38)	74%	(329)	444
Educ: Post-grad	13%	(31)	11%	(28)	5%	(12)	71%	(173)	244
Income: Under 50k	2%	(18)	4%	(48)	7%	(75)	87%	(952)	1092
Income: 50k-100k	4%	(27)	7%	(46)	5%	(38)	84%	(585)	696
Income: 100k+	9%	(36)	9%	(39)	7%	(28)	75%	(308)	411
Ethnicity: White	4%	(70)	7%	(118)	5%	(94)	84%	(1440)	1722

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**Table MCSP7\_2:** Specifically, do you collect any of the following items as a hobby or investment?  
Non-fungible tokens (NFTs), such as NBA Top Shot moments or cryptoart

Demographic	Yes, I am an avid collector		Yes, I am a casual collector		No, I used to be a collector, but am not anymore		No, I am not a collector and never have been		Total N
Adults	4%	(81)	6%	(132)	6%	(141)	84%	(1845)	2200
Ethnicity: Hispanic	3%	(11)	7%	(24)	12%	(41)	79%	(275)	349
Ethnicity: Black	2%	(7)	3%	(9)	8%	(22)	86%	(237)	274
Ethnicity: Other	3%	(5)	2%	(5)	12%	(25)	83%	(169)	204
All Christian	4%	(39)	7%	(74)	6%	(63)	83%	(840)	1016
All Non-Christian	16%	(24)	13%	(18)	13%	(19)	58%	(85)	146
Atheist	3%	(2)	5%	(4)	8%	(6)	85%	(66)	78
Agnostic/Nothing in particular	2%	(11)	5%	(29)	4%	(24)	89%	(502)	566
Something Else	1%	(5)	2%	(7)	7%	(29)	90%	(353)	394
Religious Non-Protestant/Catholic	14%	(25)	11%	(18)	11%	(19)	64%	(112)	174
Evangelical	5%	(31)	9%	(52)	9%	(52)	77%	(457)	593
Non-Evangelical	1%	(7)	3%	(22)	4%	(29)	92%	(689)	747
Community: Urban	9%	(54)	11%	(70)	8%	(52)	72%	(441)	616
Community: Suburban	2%	(23)	4%	(41)	5%	(56)	89%	(942)	1062
Community: Rural	1%	(5)	4%	(22)	6%	(33)	89%	(463)	523
Employ: Private Sector	6%	(40)	10%	(67)	9%	(59)	75%	(510)	676
Employ: Government	9%	(13)	14%	(20)	5%	(7)	73%	(109)	148
Employ: Self-Employed	12%	(24)	9%	(19)	9%	(18)	70%	(139)	199
Employ: Homemaker	—	(0)	2%	(2)	8%	(8)	91%	(95)	105
Employ: Student	1%	(2)	2%	(3)	9%	(15)	88%	(135)	155
Employ: Retired	—	(0)	2%	(10)	1%	(5)	97%	(472)	488
Employ: Unemployed	1%	(3)	3%	(8)	8%	(22)	88%	(252)	285
Employ: Other	—	(0)	3%	(4)	5%	(7)	92%	(133)	145
Military HH: Yes	4%	(14)	7%	(25)	5%	(17)	84%	(298)	355
Military HH: No	4%	(67)	6%	(107)	7%	(125)	84%	(1547)	1845
RD/WT: Right Direction	6%	(63)	10%	(101)	8%	(80)	77%	(808)	1052
RD/WT: Wrong Track	2%	(18)	3%	(31)	5%	(61)	90%	(1037)	1148
Biden Job Approve	5%	(65)	9%	(106)	7%	(88)	79%	(969)	1228
Biden Job Disapprove	2%	(13)	3%	(25)	5%	(43)	90%	(739)	820

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**Table MCSP7\_2:** Specifically, do you collect any of the following items as a hobby or investment?  
 Non-fungible tokens (NFTs), such as NBA Top Shot moments or cryptoart

Demographic	Yes, I am an avid collector		Yes, I am a casual collector		No, I used to be a collector, but am not anymore		No, I am not a collector and never have been		Total N
Adults	4%	(81)	6%	(132)	6%	(141)	84%	(1845)	2200
Biden Job Strongly Approve	8%	(52)	11%	(70)	8%	(49)	73%	(458)	629
Biden Job Somewhat Approve	2%	(13)	6%	(36)	7%	(39)	85%	(511)	599
Biden Job Somewhat Disapprove	2%	(6)	4%	(10)	6%	(17)	88%	(227)	259
Biden Job Strongly Disapprove	1%	(7)	3%	(15)	5%	(26)	91%	(513)	561
Favorable of Biden	5%	(63)	8%	(100)	7%	(84)	80%	(978)	1225
Unfavorable of Biden	1%	(11)	3%	(26)	4%	(38)	91%	(762)	837
Very Favorable of Biden	7%	(45)	9%	(57)	8%	(56)	76%	(511)	670
Somewhat Favorable of Biden	3%	(17)	8%	(43)	5%	(28)	84%	(467)	555
Somewhat Unfavorable of Biden	3%	(6)	5%	(12)	3%	(8)	89%	(201)	226
Very Unfavorable of Biden	1%	(6)	2%	(14)	5%	(30)	92%	(561)	611
#1 Issue: Economy	4%	(31)	6%	(49)	7%	(56)	83%	(644)	780
#1 Issue: Security	6%	(19)	7%	(24)	4%	(14)	83%	(283)	341
#1 Issue: Health Care	3%	(9)	9%	(28)	6%	(19)	82%	(258)	314
#1 Issue: Medicare / Social Security	1%	(2)	5%	(13)	3%	(8)	91%	(230)	253
#1 Issue: Women's Issues	4%	(6)	3%	(4)	10%	(14)	83%	(117)	141
#1 Issue: Education	7%	(8)	4%	(5)	10%	(11)	79%	(89)	113
#1 Issue: Energy	6%	(5)	7%	(6)	13%	(12)	75%	(68)	91
#1 Issue: Other	—	(0)	2%	(4)	4%	(7)	93%	(156)	167
2020 Vote: Joe Biden	6%	(61)	9%	(84)	7%	(70)	78%	(770)	985
2020 Vote: Donald Trump	2%	(14)	4%	(26)	4%	(27)	90%	(614)	682
2020 Vote: Other	—	(0)	1%	(1)	5%	(4)	94%	(67)	71
2020 Vote: Didn't Vote	1%	(6)	4%	(20)	9%	(40)	86%	(392)	459
2018 House Vote: Democrat	6%	(43)	8%	(62)	7%	(53)	79%	(585)	743
2018 House Vote: Republican	3%	(17)	6%	(36)	4%	(28)	87%	(540)	620
2018 House Vote: Someone else	4%	(2)	—	(0)	1%	(0)	95%	(55)	58
2016 Vote: Hillary Clinton	6%	(43)	9%	(61)	6%	(43)	78%	(528)	675
2016 Vote: Donald Trump	3%	(19)	6%	(39)	4%	(29)	87%	(589)	676
2016 Vote: Other	—	(0)	1%	(1)	2%	(2)	97%	(114)	118
2016 Vote: Didn't Vote	3%	(19)	4%	(31)	9%	(64)	84%	(612)	726

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**Table MCSP7\_2:** Specifically, do you collect any of the following items as a hobby or investment?  
Non-fungible tokens (NFTs), such as NBA Top Shot moments or cryptoart

Demographic	Yes, I am an avid collector		Yes, I am a casual collector		No, I used to be a collector, but am not anymore		No, I am not a collector and never have been		Total N
Adults	4%	(81)	6%	(132)	6%	(141)	84%	(1845)	2200
Voted in 2014: Yes	4%	(50)	7%	(85)	5%	(58)	85%	(1058)	1252
Voted in 2014: No	3%	(32)	5%	(47)	9%	(83)	83%	(787)	948
4-Region: Northeast	7%	(27)	9%	(37)	6%	(22)	78%	(307)	394
4-Region: Midwest	2%	(9)	5%	(25)	4%	(19)	89%	(410)	462
4-Region: South	3%	(21)	5%	(40)	7%	(60)	85%	(703)	824
4-Region: West	5%	(24)	6%	(30)	8%	(40)	82%	(425)	520
Sports fans	5%	(74)	8%	(121)	7%	(113)	80%	(1207)	1515
Avid sports fans	8%	(50)	11%	(72)	7%	(46)	73%	(462)	630
Casual sports fans	3%	(24)	6%	(49)	8%	(67)	84%	(745)	885
Gamers	5%	(77)	8%	(119)	9%	(127)	78%	(1142)	1465
Avid gamers	12%	(62)	13%	(70)	10%	(55)	65%	(344)	532
Casual gamers	2%	(14)	5%	(49)	8%	(72)	85%	(798)	933
Esports fans	12%	(75)	16%	(101)	13%	(82)	58%	(364)	623
Avid esports fans	31%	(47)	28%	(43)	13%	(20)	28%	(43)	153
Casual esports fans	6%	(28)	13%	(59)	13%	(62)	68%	(321)	470
Games every day	8%	(37)	14%	(60)	10%	(42)	68%	(301)	441
Games frequently	8%	(63)	12%	(96)	10%	(78)	70%	(550)	786
Games regularly	7%	(74)	11%	(112)	8%	(86)	74%	(782)	1053
Buys/sells trading cards	15%	(59)	21%	(82)	13%	(52)	50%	(195)	388
Buys/sells NFTs	27%	(59)	37%	(82)	17%	(37)	20%	(44)	223
Buys/sells crypto	16%	(63)	24%	(92)	12%	(46)	48%	(185)	386
Buys/sells NBA	25%	(64)	30%	(79)	20%	(51)	25%	(66)	260
Buys/sells in-game goods	12%	(58)	19%	(91)	11%	(52)	59%	(285)	486
Physical collectors	9%	(65)	16%	(118)	6%	(47)	68%	(496)	726
Avid physical collectors	20%	(41)	24%	(51)	6%	(13)	50%	(106)	211
Casual physical collectors	5%	(24)	13%	(68)	7%	(34)	76%	(390)	515
Digital collectors	38%	(81)	62%	(132)	—	(0)	—	(0)	214
Avid digital collectors	100%	(81)	—	(0)	—	(0)	—	(0)	81
Casual digital collectors	—	(0)	100%	(132)	—	(0)	—	(0)	132

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



**Table MCSP9\_1: To what extent are the following a reason you collect physical items?  
 I enjoy learning about a particular subject through collecting**

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	39%	(285)	44%	(317)	17%	(124)	726
Gender: Male	41%	(194)	45%	(216)	14%	(65)	476
Gender: Female	36%	(91)	40%	(100)	24%	(59)	250
Age: 18-34	45%	(93)	35%	(72)	19%	(39)	204
Age: 35-44	49%	(72)	44%	(64)	7%	(10)	146
Age: 45-64	32%	(85)	48%	(130)	20%	(55)	270
Age: 65+	33%	(35)	47%	(50)	19%	(20)	106
GenZers: 1997-2012	29%	(17)	46%	(27)	25%	(15)	59
Millennials: 1981-1996	50%	(132)	38%	(100)	12%	(30)	262
GenXers: 1965-1980	37%	(72)	48%	(93)	14%	(27)	192
Baby Boomers: 1946-1964	29%	(56)	45%	(89)	26%	(52)	196
PID: Dem (no lean)	41%	(120)	49%	(146)	10%	(31)	297
PID: Ind (no lean)	41%	(88)	36%	(78)	23%	(49)	215
PID: Rep (no lean)	36%	(76)	44%	(93)	21%	(45)	214
PID/Gender: Dem Men	42%	(92)	48%	(106)	9%	(20)	218
PID/Gender: Dem Women	35%	(28)	51%	(40)	13%	(11)	79
PID/Gender: Ind Men	47%	(58)	35%	(43)	18%	(21)	122
PID/Gender: Ind Women	33%	(31)	37%	(34)	29%	(27)	93
PID/Gender: Rep Men	33%	(44)	50%	(68)	17%	(23)	136
PID/Gender: Rep Women	40%	(32)	33%	(26)	27%	(21)	79
Ideo: Liberal (1-3)	42%	(97)	46%	(106)	11%	(26)	229
Ideo: Moderate (4)	37%	(59)	49%	(78)	15%	(24)	161
Ideo: Conservative (5-7)	39%	(103)	39%	(103)	22%	(58)	264
Educ: < College	33%	(145)	48%	(213)	19%	(83)	441
Educ: Bachelors degree	48%	(85)	35%	(61)	17%	(30)	177
Educ: Post-grad	50%	(55)	39%	(42)	11%	(12)	109
Income: Under 50k	33%	(101)	48%	(147)	19%	(57)	305
Income: 50k-100k	43%	(110)	37%	(95)	20%	(51)	255
Income: 100k+	45%	(74)	45%	(75)	10%	(17)	165
Ethnicity: White	39%	(233)	42%	(249)	19%	(112)	594
Ethnicity: Hispanic	36%	(43)	56%	(67)	8%	(9)	119
Ethnicity: Black	32%	(22)	61%	(41)	7%	(5)	68

Continued on next page

**Table MCSP9\_1:** *To what extent are the following a reason you collect physical items?  
I enjoy learning about a particular subject through collecting*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	39%	(285)	44%	(317)	17%	(124)	726
Ethnicity: Other	46%	(30)	41%	(27)	12%	(8)	64
All Christian	39%	(135)	45%	(158)	16%	(55)	347
All Non-Christian	49%	(32)	36%	(23)	15%	(10)	66
Agnostic/Nothing in particular	37%	(65)	44%	(78)	19%	(34)	177
Something Else	34%	(36)	43%	(46)	23%	(25)	108
Religious Non-Protestant/Catholic	47%	(36)	33%	(25)	21%	(16)	76
Evangelical	35%	(74)	48%	(101)	17%	(37)	213
Non-Evangelical	38%	(82)	45%	(97)	17%	(36)	215
Community: Urban	44%	(107)	44%	(109)	12%	(30)	246
Community: Suburban	38%	(131)	45%	(155)	17%	(58)	344
Community: Rural	34%	(46)	38%	(52)	27%	(37)	135
Employ: Private Sector	42%	(113)	45%	(123)	13%	(35)	271
Employ: Government	42%	(24)	39%	(22)	19%	(11)	57
Employ: Self-Employed	48%	(46)	39%	(38)	13%	(13)	97
Employ: Retired	30%	(36)	50%	(60)	20%	(24)	121
Employ: Unemployed	42%	(38)	36%	(32)	22%	(20)	90
Military HH: Yes	37%	(49)	44%	(59)	19%	(25)	133
Military HH: No	40%	(236)	43%	(258)	17%	(99)	593
RD/WT: Right Direction	43%	(170)	43%	(170)	14%	(54)	394
RD/WT: Wrong Track	35%	(115)	44%	(147)	21%	(70)	331
Biden Job Approve	42%	(188)	45%	(203)	12%	(56)	447
Biden Job Disapprove	34%	(85)	42%	(105)	25%	(62)	252
Biden Job Strongly Approve	48%	(120)	42%	(105)	10%	(25)	250
Biden Job Somewhat Approve	35%	(69)	50%	(98)	15%	(30)	197
Biden Job Somewhat Disapprove	33%	(25)	44%	(34)	22%	(17)	76
Biden Job Strongly Disapprove	34%	(60)	41%	(72)	26%	(45)	176
Favorable of Biden	43%	(184)	45%	(196)	12%	(51)	431
Unfavorable of Biden	33%	(89)	44%	(117)	23%	(62)	268

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**Table MCSP9\_1:** To what extent are the following a reason you collect physical items?  
I enjoy learning about a particular subject through collecting

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	39%	(285)	44%	(317)	17%	(124)	726
Very Favorable of Biden	42%	(101)	47%	(111)	11%	(26)	239
Somewhat Favorable of Biden	43%	(83)	44%	(85)	13%	(25)	192
Somewhat Unfavorable of Biden	39%	(29)	48%	(35)	14%	(10)	73
Very Unfavorable of Biden	31%	(61)	42%	(82)	27%	(52)	194
#1 Issue: Economy	41%	(111)	40%	(106)	19%	(51)	268
#1 Issue: Security	31%	(41)	52%	(69)	17%	(22)	132
#1 Issue: Health Care	37%	(36)	46%	(45)	17%	(17)	97
#1 Issue: Medicare / Social Security	27%	(16)	52%	(30)	21%	(12)	58
#1 Issue: Other	40%	(24)	43%	(26)	16%	(10)	60
2020 Vote: Joe Biden	42%	(147)	46%	(160)	12%	(43)	350
2020 Vote: Donald Trump	35%	(76)	43%	(95)	23%	(50)	221
2020 Vote: Didn't Vote	38%	(50)	41%	(55)	21%	(29)	134
2018 House Vote: Democrat	41%	(109)	46%	(120)	13%	(35)	263
2018 House Vote: Republican	38%	(84)	42%	(91)	20%	(44)	220
2016 Vote: Hillary Clinton	43%	(101)	44%	(102)	13%	(30)	233
2016 Vote: Donald Trump	39%	(93)	40%	(95)	21%	(51)	239
2016 Vote: Didn't Vote	32%	(66)	50%	(103)	17%	(36)	205
Voted in 2014: Yes	42%	(186)	42%	(186)	16%	(71)	443
Voted in 2014: No	35%	(99)	46%	(131)	19%	(53)	283
4-Region: Northeast	41%	(53)	44%	(57)	15%	(20)	130
4-Region: Midwest	42%	(54)	44%	(56)	14%	(18)	127
4-Region: South	34%	(87)	46%	(117)	21%	(53)	258
4-Region: West	43%	(91)	41%	(86)	16%	(34)	211
Sports fans	40%	(235)	44%	(255)	16%	(93)	583
Avid sports fans	41%	(125)	43%	(133)	16%	(50)	307
Casual sports fans	40%	(110)	44%	(122)	16%	(43)	276
Gamers	42%	(238)	43%	(245)	15%	(85)	569
Avid gamers	49%	(119)	41%	(100)	10%	(25)	244
Casual gamers	37%	(120)	45%	(145)	18%	(60)	325
Esports fans	47%	(150)	44%	(140)	10%	(32)	321

Continued on next page

**Table MCSP9\_1:** To what extent are the following a reason you collect physical items?  
I enjoy learning about a particular subject through collecting

Demographic	Major reason	Minor reason	Not a reason at all	Total N
Adults	39% (285)	44% (317)	17% (124)	726
Avid esports fans	57% (63)	31% (34)	12% (13)	110
Casual esports fans	41% (86)	50% (106)	9% (19)	211
Games every day	46% (100)	39% (84)	15% (32)	216
Games frequently	44% (165)	43% (162)	14% (52)	380
Games regularly	43% (190)	44% (194)	14% (62)	445
Buys/sells trading cards	46% (126)	44% (121)	10% (29)	276
Buys/sells NFTs	54% (83)	37% (58)	9% (14)	154
Buys/sells crypto	50% (114)	40% (89)	10% (23)	225
Buys/sells NBA	51% (88)	41% (70)	8% (14)	172
Buys/sells in-game goods	49% (135)	38% (104)	13% (36)	275
Physical collectors	39% (285)	44% (317)	17% (124)	726
Avid physical collectors	52% (109)	34% (71)	15% (31)	211
Casual physical collectors	34% (176)	48% (246)	18% (94)	515
Digital collectors	53% (98)	37% (67)	10% (18)	184
Avid digital collectors	63% (41)	27% (18)	10% (6)	65
Casual digital collectors	48% (56)	42% (50)	10% (12)	118

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\_2: To what extent are the following a reason you collect physical items?  
 I enjoy being part of a community of fellow collectors**

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	21%	(156)	35%	(251)	44%	(319)	726
Gender: Male	23%	(111)	36%	(172)	41%	(193)	476
Gender: Female	18%	(44)	32%	(79)	51%	(127)	250
Age: 18-34	28%	(58)	37%	(75)	35%	(71)	204
Age: 35-44	29%	(42)	39%	(57)	32%	(47)	146
Age: 45-64	16%	(43)	33%	(89)	51%	(138)	270
Age: 65+	12%	(13)	28%	(30)	59%	(63)	106
GenZers: 1997-2012	8%	(5)	38%	(23)	54%	(32)	59
Millennials: 1981-1996	34%	(89)	38%	(99)	28%	(74)	262
GenXers: 1965-1980	21%	(41)	37%	(70)	42%	(81)	192
Baby Boomers: 1946-1964	10%	(20)	28%	(54)	62%	(122)	196
PID: Dem (no lean)	28%	(83)	36%	(107)	36%	(107)	297
PID: Ind (no lean)	16%	(34)	36%	(76)	49%	(104)	215
PID: Rep (no lean)	18%	(39)	32%	(68)	51%	(108)	214
PID/Gender: Dem Men	31%	(67)	36%	(78)	33%	(73)	218
PID/Gender: Dem Women	20%	(16)	37%	(29)	43%	(34)	79
PID/Gender: Ind Men	18%	(21)	38%	(46)	44%	(54)	122
PID/Gender: Ind Women	14%	(13)	32%	(30)	54%	(50)	93
PID/Gender: Rep Men	17%	(23)	35%	(47)	48%	(66)	136
PID/Gender: Rep Women	20%	(16)	26%	(20)	54%	(43)	79
Ideo: Liberal (1-3)	27%	(62)	37%	(85)	36%	(82)	229
Ideo: Moderate (4)	20%	(32)	42%	(68)	38%	(61)	161
Ideo: Conservative (5-7)	20%	(53)	27%	(71)	53%	(140)	264
Educ: < College	15%	(65)	34%	(148)	52%	(227)	441
Educ: Bachelors degree	28%	(50)	36%	(64)	36%	(63)	177
Educ: Post-grad	37%	(41)	36%	(39)	27%	(29)	109
Income: Under 50k	20%	(60)	34%	(102)	47%	(143)	305
Income: 50k-100k	20%	(51)	33%	(84)	47%	(120)	255
Income: 100k+	27%	(45)	39%	(64)	34%	(57)	165
Ethnicity: White	22%	(129)	34%	(201)	44%	(264)	594
Ethnicity: Hispanic	15%	(18)	39%	(47)	46%	(55)	119
Ethnicity: Black	21%	(14)	40%	(27)	39%	(26)	68

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**Table MCSP9\_2:** To what extent are the following a reason you collect physical items?  
I enjoy being part of a community of fellow collectors

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	21%	(156)	35%	(251)	44%	(319)	726
Ethnicity: Other	20%	(13)	35%	(23)	45%	(29)	64
All Christian	21%	(75)	36%	(124)	43%	(149)	347
All Non-Christian	43%	(28)	30%	(20)	27%	(17)	66
Agnostic/Nothing in particular	15%	(27)	34%	(59)	51%	(91)	177
Something Else	15%	(16)	35%	(38)	50%	(53)	108
Religious Non-Protestant/Catholic	38%	(29)	31%	(24)	31%	(24)	76
Evangelical	24%	(51)	37%	(79)	39%	(83)	213
Non-Evangelical	16%	(35)	33%	(72)	51%	(109)	215
Community: Urban	29%	(72)	39%	(95)	32%	(79)	246
Community: Suburban	20%	(67)	34%	(119)	46%	(158)	344
Community: Rural	12%	(16)	27%	(37)	60%	(82)	135
Employ: Private Sector	25%	(67)	37%	(100)	38%	(104)	271
Employ: Government	24%	(14)	40%	(23)	36%	(20)	57
Employ: Self-Employed	32%	(31)	31%	(30)	37%	(36)	97
Employ: Retired	13%	(15)	28%	(34)	59%	(72)	121
Employ: Unemployed	19%	(17)	36%	(33)	45%	(40)	90
Military HH: Yes	19%	(25)	26%	(35)	55%	(73)	133
Military HH: No	22%	(130)	36%	(216)	42%	(247)	593
RD/WT: Right Direction	28%	(112)	36%	(144)	35%	(139)	394
RD/WT: Wrong Track	13%	(44)	32%	(107)	54%	(180)	331
Biden Job Approve	26%	(117)	37%	(165)	37%	(166)	447
Biden Job Disapprove	12%	(31)	31%	(77)	57%	(144)	252
Biden Job Strongly Approve	33%	(83)	36%	(91)	31%	(77)	250
Biden Job Somewhat Approve	17%	(34)	38%	(74)	45%	(89)	197
Biden Job Somewhat Disapprove	17%	(13)	30%	(23)	54%	(41)	76
Biden Job Strongly Disapprove	10%	(18)	31%	(55)	59%	(104)	176
Favorable of Biden	28%	(121)	36%	(157)	36%	(154)	431
Unfavorable of Biden	11%	(29)	33%	(87)	57%	(152)	268

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**Table MCSP9\_2:** To what extent are the following a reason you collect physical items?  
I enjoy being part of a community of fellow collectors

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	21%	(156)	35%	(251)	44%	(319)	726
Very Favorable of Biden	34%	(82)	37%	(88)	29%	(69)	239
Somewhat Favorable of Biden	20%	(39)	36%	(69)	44%	(85)	192
Somewhat Unfavorable of Biden	14%	(10)	43%	(32)	43%	(31)	73
Very Unfavorable of Biden	9%	(18)	29%	(56)	62%	(121)	194
#1 Issue: Economy	22%	(60)	35%	(94)	43%	(114)	268
#1 Issue: Security	23%	(31)	30%	(39)	47%	(62)	132
#1 Issue: Health Care	27%	(27)	30%	(30)	42%	(41)	97
#1 Issue: Medicare / Social Security	14%	(8)	42%	(25)	44%	(25)	58
#1 Issue: Other	7%	(4)	40%	(24)	53%	(32)	60
2020 Vote: Joe Biden	27%	(95)	38%	(133)	35%	(123)	350
2020 Vote: Donald Trump	14%	(30)	30%	(67)	56%	(124)	221
2020 Vote: Didn't Vote	20%	(27)	34%	(45)	46%	(62)	134
2018 House Vote: Democrat	27%	(71)	37%	(99)	36%	(94)	263
2018 House Vote: Republican	15%	(33)	35%	(77)	50%	(110)	220
2016 Vote: Hillary Clinton	28%	(65)	36%	(84)	36%	(84)	233
2016 Vote: Donald Trump	17%	(40)	35%	(83)	49%	(116)	239
2016 Vote: Didn't Vote	22%	(45)	33%	(68)	45%	(92)	205
Voted in 2014: Yes	19%	(86)	36%	(161)	44%	(196)	443
Voted in 2014: No	25%	(70)	32%	(90)	44%	(123)	283
4-Region: Northeast	31%	(40)	35%	(46)	34%	(44)	130
4-Region: Midwest	20%	(26)	29%	(37)	51%	(65)	127
4-Region: South	20%	(51)	39%	(101)	41%	(105)	258
4-Region: West	18%	(39)	32%	(67)	50%	(105)	211
Sports fans	24%	(141)	36%	(207)	40%	(234)	583
Avid sports fans	30%	(93)	36%	(110)	34%	(105)	307
Casual sports fans	18%	(49)	35%	(97)	47%	(130)	276
Gamers	25%	(142)	38%	(215)	37%	(212)	569
Avid gamers	33%	(80)	39%	(95)	28%	(70)	244
Casual gamers	19%	(62)	37%	(120)	44%	(142)	325
Esports fans	35%	(112)	40%	(130)	25%	(80)	321

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**Table MCSP9\_2:** To what extent are the following a reason you collect physical items?  
I enjoy being part of a community of fellow collectors

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	21%	(156)	35%	(251)	44%	(319)	726
Avid esports fans	53%	(58)	38%	(41)	10%	(11)	110
Casual esports fans	26%	(54)	42%	(88)	33%	(69)	211
Games every day	28%	(61)	33%	(70)	39%	(85)	216
Games frequently	28%	(106)	39%	(148)	33%	(126)	380
Games regularly	28%	(124)	38%	(170)	34%	(151)	445
Buys/sells trading cards	33%	(92)	48%	(131)	19%	(53)	276
Buys/sells NFTs	50%	(78)	38%	(59)	11%	(18)	154
Buys/sells crypto	36%	(80)	42%	(95)	22%	(50)	225
Buys/sells NBA	50%	(85)	42%	(72)	9%	(15)	172
Buys/sells in-game goods	36%	(98)	41%	(114)	23%	(63)	275
Physical collectors	21%	(156)	35%	(251)	44%	(319)	726
Avid physical collectors	30%	(63)	41%	(87)	29%	(61)	211
Casual physical collectors	18%	(93)	32%	(164)	50%	(258)	515
Digital collectors	46%	(84)	40%	(73)	15%	(27)	184
Avid digital collectors	61%	(40)	35%	(23)	4%	(3)	65
Casual digital collectors	37%	(44)	42%	(50)	20%	(24)	118

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\_3:** To what extent are the following a reason you collect physical items?  
 I enjoy the challenge of finding and acquiring particular items

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	44%	(319)	39%	(281)	17%	(126)	726
Gender: Male	45%	(212)	41%	(195)	14%	(69)	476
Gender: Female	43%	(107)	34%	(86)	23%	(57)	250
Age: 18-34	47%	(96)	35%	(71)	18%	(37)	204
Age: 35-44	48%	(71)	42%	(61)	9%	(14)	146
Age: 45-64	41%	(110)	38%	(104)	21%	(57)	270
Age: 65+	41%	(43)	42%	(44)	17%	(18)	106
GenZers: 1997-2012	44%	(26)	34%	(20)	22%	(13)	59
Millennials: 1981-1996	50%	(130)	38%	(101)	12%	(31)	262
GenXers: 1965-1980	42%	(81)	38%	(73)	20%	(39)	192
Baby Boomers: 1946-1964	37%	(74)	41%	(80)	22%	(43)	196
PID: Dem (no lean)	46%	(136)	42%	(126)	12%	(35)	297
PID: Ind (no lean)	40%	(86)	38%	(82)	22%	(48)	215
PID: Rep (no lean)	45%	(97)	34%	(73)	20%	(44)	214
PID/Gender: Dem Men	48%	(104)	42%	(92)	10%	(22)	218
PID/Gender: Dem Women	41%	(32)	43%	(34)	16%	(13)	79
PID/Gender: Ind Men	43%	(52)	39%	(47)	19%	(23)	122
PID/Gender: Ind Women	36%	(34)	37%	(34)	27%	(25)	93
PID/Gender: Rep Men	41%	(56)	41%	(56)	18%	(24)	136
PID/Gender: Rep Women	53%	(41)	22%	(18)	25%	(20)	79
Ideo: Liberal (1-3)	50%	(116)	36%	(84)	13%	(30)	229
Ideo: Moderate (4)	36%	(57)	49%	(80)	15%	(24)	161
Ideo: Conservative (5-7)	47%	(124)	36%	(95)	17%	(46)	264
Educ: < College	42%	(186)	37%	(163)	21%	(92)	441
Educ: Bachelors degree	46%	(82)	39%	(69)	14%	(25)	177
Educ: Post-grad	47%	(51)	45%	(48)	9%	(9)	109
Income: Under 50k	41%	(125)	35%	(107)	24%	(74)	305
Income: 50k-100k	44%	(112)	41%	(103)	15%	(39)	255
Income: 100k+	49%	(82)	43%	(70)	8%	(13)	165
Ethnicity: White	45%	(264)	38%	(225)	18%	(105)	594
Ethnicity: Hispanic	43%	(51)	41%	(49)	16%	(19)	119
Ethnicity: Black	35%	(23)	53%	(36)	13%	(9)	68

Continued on next page

**Table MCSP9\_3:** *To what extent are the following a reason you collect physical items?  
I enjoy the challenge of finding and acquiring particular items*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	44%	(319)	39%	(281)	17%	(126)	726
Ethnicity: Other	49%	(31)	31%	(20)	20%	(13)	64
All Christian	41%	(142)	40%	(140)	19%	(65)	347
All Non-Christian	51%	(34)	31%	(20)	18%	(12)	66
Agnostic/Nothing in particular	44%	(77)	40%	(71)	16%	(29)	177
Something Else	46%	(50)	38%	(41)	16%	(17)	108
Religious Non-Protestant/Catholic	45%	(35)	32%	(24)	23%	(17)	76
Evangelical	43%	(91)	44%	(93)	13%	(28)	213
Non-Evangelical	43%	(93)	34%	(74)	22%	(48)	215
Community: Urban	42%	(104)	42%	(104)	15%	(38)	246
Community: Suburban	46%	(158)	37%	(126)	17%	(60)	344
Community: Rural	42%	(57)	37%	(50)	21%	(28)	135
Employ: Private Sector	45%	(123)	41%	(112)	13%	(36)	271
Employ: Government	36%	(20)	49%	(28)	16%	(9)	57
Employ: Self-Employed	52%	(51)	29%	(28)	19%	(18)	97
Employ: Retired	41%	(50)	41%	(49)	18%	(22)	121
Employ: Unemployed	52%	(47)	29%	(26)	19%	(17)	90
Military HH: Yes	39%	(52)	42%	(56)	19%	(26)	133
Military HH: No	45%	(268)	38%	(225)	17%	(100)	593
RD/WT: Right Direction	47%	(184)	41%	(160)	13%	(51)	394
RD/WT: Wrong Track	41%	(136)	36%	(121)	23%	(75)	331
Biden Job Approve	45%	(202)	39%	(175)	16%	(70)	447
Biden Job Disapprove	42%	(106)	38%	(96)	20%	(49)	252
Biden Job Strongly Approve	50%	(126)	36%	(91)	14%	(34)	250
Biden Job Somewhat Approve	39%	(76)	43%	(85)	18%	(36)	197
Biden Job Somewhat Disapprove	47%	(35)	39%	(29)	14%	(11)	76
Biden Job Strongly Disapprove	40%	(71)	38%	(67)	22%	(39)	176
Favorable of Biden	46%	(199)	39%	(170)	15%	(63)	431
Unfavorable of Biden	42%	(112)	38%	(103)	20%	(53)	268

Continued on next page

**Table MCSP9\_3:** *To what extent are the following a reason you collect physical items?  
 I enjoy the challenge of finding and acquiring particular items*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	44%	(319)	39%	(281)	17%	(126)	726
Very Favorable of Biden	48%	(114)	40%	(94)	13%	(30)	239
Somewhat Favorable of Biden	44%	(85)	39%	(75)	17%	(32)	192
Somewhat Unfavorable of Biden	50%	(37)	33%	(24)	17%	(12)	73
Very Unfavorable of Biden	39%	(75)	41%	(79)	21%	(40)	194
#1 Issue: Economy	47%	(125)	36%	(96)	17%	(47)	268
#1 Issue: Security	41%	(54)	47%	(62)	12%	(16)	132
#1 Issue: Health Care	44%	(42)	41%	(40)	15%	(15)	97
#1 Issue: Medicare / Social Security	33%	(19)	47%	(27)	20%	(12)	58
#1 Issue: Other	33%	(20)	32%	(19)	35%	(21)	60
2020 Vote: Joe Biden	47%	(163)	42%	(149)	11%	(38)	350
2020 Vote: Donald Trump	40%	(88)	39%	(86)	21%	(48)	221
2020 Vote: Didn't Vote	46%	(61)	28%	(37)	26%	(35)	134
2018 House Vote: Democrat	46%	(120)	42%	(111)	12%	(33)	263
2018 House Vote: Republican	41%	(91)	38%	(84)	21%	(46)	220
2016 Vote: Hillary Clinton	44%	(104)	43%	(100)	12%	(29)	233
2016 Vote: Donald Trump	44%	(106)	36%	(85)	20%	(48)	239
2016 Vote: Didn't Vote	44%	(90)	37%	(76)	19%	(40)	205
Voted in 2014: Yes	44%	(194)	41%	(179)	16%	(70)	443
Voted in 2014: No	44%	(125)	36%	(101)	20%	(56)	283
4-Region: Northeast	46%	(59)	39%	(51)	15%	(20)	130
4-Region: Midwest	44%	(57)	40%	(51)	15%	(20)	127
4-Region: South	46%	(119)	36%	(93)	18%	(46)	258
4-Region: West	40%	(84)	41%	(86)	19%	(41)	211
Sports fans	44%	(256)	40%	(230)	17%	(96)	583
Avid sports fans	49%	(152)	36%	(110)	15%	(46)	307
Casual sports fans	38%	(104)	44%	(120)	18%	(51)	276
Gamers	48%	(270)	37%	(211)	15%	(87)	569
Avid gamers	52%	(127)	35%	(85)	13%	(32)	244
Casual gamers	44%	(143)	39%	(126)	17%	(56)	325
Esports fans	50%	(159)	38%	(123)	12%	(38)	321

Continued on next page

**Table MCSP9\_3:** To what extent are the following a reason you collect physical items?  
I enjoy the challenge of finding and acquiring particular items

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	44%	(319)	39%	(281)	17%	(126)	726
Avid esports fans	56%	(61)	34%	(37)	11%	(12)	110
Casual esports fans	46%	(98)	41%	(86)	13%	(27)	211
Games every day	52%	(112)	32%	(68)	17%	(36)	216
Games frequently	50%	(189)	36%	(135)	15%	(56)	380
Games regularly	50%	(221)	35%	(154)	16%	(70)	445
Buys/sells trading cards	53%	(148)	38%	(105)	9%	(24)	276
Buys/sells NFTs	54%	(84)	39%	(60)	7%	(10)	154
Buys/sells crypto	55%	(125)	38%	(85)	7%	(16)	225
Buys/sells NBA	48%	(83)	45%	(77)	7%	(12)	172
Buys/sells in-game goods	55%	(151)	35%	(97)	10%	(27)	275
Physical collectors	44%	(319)	39%	(281)	17%	(126)	726
Avid physical collectors	56%	(119)	31%	(65)	13%	(27)	211
Casual physical collectors	39%	(200)	42%	(216)	19%	(99)	515
Digital collectors	54%	(100)	38%	(70)	7%	(13)	184
Avid digital collectors	57%	(37)	30%	(20)	13%	(8)	65
Casual digital collectors	53%	(63)	43%	(50)	4%	(5)	118

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\_4:** To what extent are the following a reason you collect physical items?  
 The items are a financial investment for me

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	30%	(221)	42%	(306)	27%	(199)	726
Gender: Male	35%	(168)	46%	(220)	18%	(88)	476
Gender: Female	21%	(53)	34%	(85)	45%	(111)	250
Age: 18-34	35%	(71)	31%	(64)	34%	(69)	204
Age: 35-44	39%	(57)	45%	(65)	16%	(23)	146
Age: 45-64	23%	(63)	52%	(141)	24%	(66)	270
Age: 65+	27%	(29)	34%	(35)	39%	(41)	106
GenZers: 1997-2012	19%	(11)	31%	(18)	50%	(30)	59
Millennials: 1981-1996	40%	(104)	38%	(99)	22%	(58)	262
GenXers: 1965-1980	28%	(53)	51%	(99)	21%	(40)	192
Baby Boomers: 1946-1964	25%	(49)	42%	(83)	33%	(64)	196
PID: Dem (no lean)	36%	(107)	45%	(132)	19%	(58)	297
PID: Ind (no lean)	26%	(56)	39%	(83)	35%	(75)	215
PID: Rep (no lean)	27%	(58)	42%	(91)	31%	(66)	214
PID/Gender: Dem Men	38%	(82)	49%	(107)	13%	(29)	218
PID/Gender: Dem Women	32%	(25)	31%	(25)	37%	(29)	79
PID/Gender: Ind Men	36%	(44)	41%	(50)	23%	(29)	122
PID/Gender: Ind Women	14%	(13)	36%	(33)	51%	(47)	93
PID/Gender: Rep Men	31%	(42)	46%	(63)	23%	(31)	136
PID/Gender: Rep Women	20%	(16)	35%	(28)	45%	(36)	79
Ideo: Liberal (1-3)	32%	(74)	43%	(98)	25%	(57)	229
Ideo: Moderate (4)	25%	(41)	51%	(82)	23%	(38)	161
Ideo: Conservative (5-7)	32%	(83)	40%	(105)	29%	(76)	264
Educ: < College	29%	(128)	40%	(177)	31%	(135)	441
Educ: Bachelors degree	34%	(60)	45%	(80)	21%	(36)	177
Educ: Post-grad	30%	(33)	44%	(48)	26%	(28)	109
Income: Under 50k	32%	(98)	34%	(102)	34%	(105)	305
Income: 50k-100k	25%	(64)	50%	(127)	25%	(64)	255
Income: 100k+	35%	(58)	46%	(76)	19%	(31)	165
Ethnicity: White	31%	(185)	41%	(244)	28%	(165)	594
Ethnicity: Hispanic	26%	(31)	59%	(70)	15%	(18)	119
Ethnicity: Black	33%	(22)	44%	(29)	24%	(16)	68

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**Table MCSP9\_4:** To what extent are the following a reason you collect physical items?  
The items are a financial investment for me

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	30%	(221)	42%	(306)	27%	(199)	726
Ethnicity: Other	22%	(14)	50%	(32)	28%	(18)	64
All Christian	32%	(112)	46%	(159)	22%	(77)	347
All Non-Christian	46%	(30)	29%	(19)	25%	(16)	66
Agnostic/Nothing in particular	25%	(43)	44%	(77)	32%	(56)	177
Something Else	21%	(22)	38%	(41)	41%	(44)	108
Religious Non-Protestant/Catholic	41%	(31)	28%	(21)	31%	(24)	76
Evangelical	32%	(67)	46%	(98)	22%	(48)	213
Non-Evangelical	29%	(62)	42%	(91)	29%	(62)	215
Community: Urban	32%	(80)	47%	(115)	21%	(51)	246
Community: Suburban	31%	(108)	41%	(141)	28%	(95)	344
Community: Rural	25%	(34)	36%	(49)	39%	(53)	135
Employ: Private Sector	33%	(90)	45%	(123)	21%	(58)	271
Employ: Government	36%	(20)	42%	(24)	23%	(13)	57
Employ: Self-Employed	40%	(39)	36%	(35)	24%	(24)	97
Employ: Retired	25%	(30)	42%	(50)	34%	(41)	121
Employ: Unemployed	30%	(27)	39%	(35)	31%	(28)	90
Military HH: Yes	31%	(42)	49%	(65)	20%	(26)	133
Military HH: No	30%	(179)	41%	(240)	29%	(173)	593
RD/WT: Right Direction	36%	(141)	41%	(162)	23%	(91)	394
RD/WT: Wrong Track	24%	(80)	43%	(144)	33%	(108)	331
Biden Job Approve	34%	(150)	43%	(190)	24%	(107)	447
Biden Job Disapprove	25%	(63)	43%	(107)	32%	(82)	252
Biden Job Strongly Approve	42%	(105)	38%	(95)	20%	(50)	250
Biden Job Somewhat Approve	23%	(45)	48%	(95)	29%	(57)	197
Biden Job Somewhat Disapprove	25%	(19)	47%	(35)	29%	(22)	76
Biden Job Strongly Disapprove	25%	(45)	41%	(72)	34%	(60)	176
Favorable of Biden	35%	(152)	42%	(182)	23%	(97)	431
Unfavorable of Biden	23%	(61)	44%	(118)	33%	(89)	268

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**Table MCSP9\_4:** To what extent are the following a reason you collect physical items?  
 The items are a financial investment for me

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	30%	(221)	42%	(306)	27%	(199)	726
Very Favorable of Biden	42%	(101)	38%	(90)	20%	(47)	239
Somewhat Favorable of Biden	26%	(50)	48%	(92)	26%	(50)	192
Somewhat Unfavorable of Biden	15%	(11)	52%	(38)	32%	(24)	73
Very Unfavorable of Biden	26%	(50)	41%	(79)	34%	(65)	194
#1 Issue: Economy	36%	(97)	42%	(112)	22%	(59)	268
#1 Issue: Security	28%	(36)	44%	(58)	29%	(38)	132
#1 Issue: Health Care	23%	(23)	48%	(47)	28%	(28)	97
#1 Issue: Medicare / Social Security	23%	(14)	41%	(24)	36%	(21)	58
#1 Issue: Other	21%	(13)	39%	(23)	40%	(24)	60
2020 Vote: Joe Biden	34%	(119)	44%	(154)	22%	(78)	350
2020 Vote: Donald Trump	26%	(58)	42%	(94)	32%	(70)	221
2020 Vote: Didn't Vote	32%	(42)	36%	(48)	33%	(44)	134
2018 House Vote: Democrat	33%	(87)	43%	(114)	24%	(62)	263
2018 House Vote: Republican	26%	(56)	44%	(97)	30%	(67)	220
2016 Vote: Hillary Clinton	36%	(83)	41%	(96)	23%	(54)	233
2016 Vote: Donald Trump	30%	(71)	45%	(108)	25%	(60)	239
2016 Vote: Didn't Vote	28%	(57)	38%	(77)	34%	(70)	205
Voted in 2014: Yes	31%	(138)	46%	(202)	23%	(104)	443
Voted in 2014: No	29%	(83)	37%	(104)	34%	(96)	283
4-Region: Northeast	41%	(54)	36%	(47)	22%	(29)	130
4-Region: Midwest	29%	(37)	35%	(45)	36%	(46)	127
4-Region: South	28%	(71)	43%	(111)	29%	(75)	258
4-Region: West	28%	(60)	49%	(102)	23%	(49)	211
Sports fans	34%	(197)	43%	(252)	23%	(134)	583
Avid sports fans	39%	(120)	42%	(130)	19%	(58)	307
Casual sports fans	28%	(77)	44%	(122)	28%	(76)	276
Gamers	32%	(184)	42%	(236)	26%	(148)	569
Avid gamers	41%	(99)	38%	(94)	21%	(51)	244
Casual gamers	26%	(85)	44%	(142)	30%	(97)	325
Esports fans	41%	(130)	44%	(140)	16%	(51)	321

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**Table MCSP9\_4:** To what extent are the following a reason you collect physical items?  
The items are a financial investment for me

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	30%	(221)	42%	(306)	27%	(199)	726
Avid esports fans	48%	(53)	37%	(40)	15%	(17)	110
Casual esports fans	37%	(77)	47%	(100)	16%	(34)	211
Games every day	38%	(83)	35%	(76)	27%	(57)	216
Games frequently	33%	(126)	40%	(154)	26%	(100)	380
Games regularly	34%	(149)	41%	(183)	25%	(113)	445
Buys/sells trading cards	44%	(122)	41%	(115)	14%	(39)	276
Buys/sells NFTs	55%	(84)	36%	(56)	9%	(14)	154
Buys/sells crypto	46%	(103)	44%	(100)	10%	(22)	225
Buys/sells NBA	47%	(81)	41%	(70)	12%	(20)	172
Buys/sells in-game goods	40%	(111)	41%	(113)	19%	(51)	275
Physical collectors	30%	(221)	42%	(306)	27%	(199)	726
Avid physical collectors	42%	(89)	38%	(81)	19%	(40)	211
Casual physical collectors	26%	(132)	44%	(225)	31%	(159)	515
Digital collectors	49%	(90)	38%	(71)	12%	(23)	184
Avid digital collectors	54%	(36)	34%	(22)	12%	(8)	65
Casual digital collectors	46%	(55)	41%	(48)	13%	(15)	118

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\_5: To what extent are the following a reason you collect physical items?**  
*I am proud of owning rare, valuable or desirable items*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	47%	(342)	39%	(283)	14%	(101)	726
Gender: Male	50%	(240)	37%	(178)	12%	(58)	476
Gender: Female	41%	(102)	42%	(105)	17%	(43)	250
Age: 18-34	53%	(108)	35%	(71)	12%	(25)	204
Age: 35-44	59%	(86)	35%	(52)	5%	(8)	146
Age: 45-64	38%	(102)	46%	(125)	16%	(43)	270
Age: 65+	43%	(46)	33%	(35)	24%	(25)	106
GenZers: 1997-2012	51%	(30)	34%	(20)	15%	(9)	59
Millennials: 1981-1996	56%	(146)	36%	(94)	8%	(21)	262
GenXers: 1965-1980	45%	(86)	43%	(82)	13%	(25)	192
Baby Boomers: 1946-1964	35%	(69)	43%	(85)	22%	(43)	196
PID: Dem (no lean)	50%	(149)	41%	(122)	9%	(27)	297
PID: Ind (no lean)	42%	(91)	41%	(88)	17%	(36)	215
PID: Rep (no lean)	48%	(103)	34%	(73)	18%	(39)	214
PID/Gender: Dem Men	52%	(113)	40%	(87)	8%	(17)	218
PID/Gender: Dem Women	45%	(35)	44%	(34)	12%	(9)	79
PID/Gender: Ind Men	51%	(62)	33%	(40)	17%	(21)	122
PID/Gender: Ind Women	31%	(29)	52%	(49)	16%	(15)	93
PID/Gender: Rep Men	48%	(64)	38%	(51)	15%	(20)	136
PID/Gender: Rep Women	48%	(38)	28%	(22)	24%	(19)	79
Ideo: Liberal (1-3)	52%	(118)	39%	(90)	9%	(21)	229
Ideo: Moderate (4)	43%	(69)	43%	(69)	14%	(22)	161
Ideo: Conservative (5-7)	49%	(128)	36%	(95)	15%	(41)	264
Educ: < College	47%	(206)	38%	(168)	15%	(66)	441
Educ: Bachelors degree	47%	(83)	40%	(70)	13%	(23)	177
Educ: Post-grad	48%	(52)	41%	(44)	11%	(12)	109
Income: Under 50k	49%	(151)	34%	(103)	17%	(52)	305
Income: 50k-100k	40%	(102)	46%	(118)	14%	(35)	255
Income: 100k+	54%	(89)	37%	(62)	9%	(14)	165
Ethnicity: White	46%	(271)	40%	(237)	14%	(85)	594
Ethnicity: Hispanic	53%	(64)	41%	(49)	5%	(7)	119
Ethnicity: Black	47%	(32)	37%	(25)	16%	(11)	68

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**Table MCSP9\_5: To what extent are the following a reason you collect physical items?  
I am proud of owning rare, valuable or desirable items**

Demographic	Major reason	Minor reason	Not a reason at all	Total N
Adults	47% (342)	39% (283)	14% (101)	726
Ethnicity: Other	60% (39)	32% (21)	8% (5)	64
All Christian	43% (151)	44% (154)	12% (42)	347
All Non-Christian	61% (40)	32% (21)	8% (5)	66
Agnostic/Nothing in particular	47% (82)	39% (70)	14% (25)	177
Something Else	49% (52)	26% (28)	25% (27)	108
Religious Non-Protestant/Catholic	57% (43)	27% (21)	16% (12)	76
Evangelical	47% (100)	42% (89)	11% (24)	213
Non-Evangelical	43% (93)	39% (83)	18% (38)	215
Community: Urban	50% (124)	40% (99)	10% (23)	246
Community: Suburban	49% (170)	37% (127)	14% (48)	344
Community: Rural	35% (47)	43% (58)	22% (30)	135
Employ: Private Sector	50% (136)	37% (101)	13% (34)	271
Employ: Government	42% (24)	47% (27)	10% (6)	57
Employ: Self-Employed	53% (52)	40% (39)	7% (7)	97
Employ: Retired	43% (52)	34% (41)	22% (27)	121
Employ: Unemployed	47% (42)	41% (37)	12% (11)	90
Military HH: Yes	41% (55)	40% (53)	19% (25)	133
Military HH: No	48% (287)	39% (230)	13% (76)	593
RD/WT: Right Direction	51% (201)	41% (161)	8% (33)	394
RD/WT: Wrong Track	43% (141)	37% (122)	21% (69)	331
Biden Job Approve	52% (232)	38% (170)	10% (45)	447
Biden Job Disapprove	39% (97)	40% (101)	21% (54)	252
Biden Job Strongly Approve	58% (145)	34% (86)	8% (20)	250
Biden Job Somewhat Approve	44% (87)	43% (84)	13% (25)	197
Biden Job Somewhat Disapprove	33% (25)	55% (42)	12% (9)	76
Biden Job Strongly Disapprove	41% (72)	33% (59)	25% (45)	176
Favorable of Biden	52% (224)	38% (166)	10% (42)	431
Unfavorable of Biden	40% (107)	39% (105)	21% (55)	268

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**Table MCSP9\_5:** To what extent are the following a reason you collect physical items?  
 I am proud of owning rare, valuable or desirable items

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	47%	(342)	39%	(283)	14%	(101)	726
Very Favorable of Biden	57%	(137)	35%	(83)	8%	(19)	239
Somewhat Favorable of Biden	45%	(87)	43%	(83)	12%	(23)	192
Somewhat Unfavorable of Biden	41%	(30)	46%	(34)	12%	(9)	73
Very Unfavorable of Biden	39%	(77)	37%	(71)	24%	(46)	194
#1 Issue: Economy	49%	(131)	39%	(105)	12%	(32)	268
#1 Issue: Security	47%	(62)	39%	(51)	15%	(19)	132
#1 Issue: Health Care	46%	(45)	38%	(37)	16%	(15)	97
#1 Issue: Medicare / Social Security	33%	(19)	54%	(31)	14%	(8)	58
#1 Issue: Other	46%	(28)	31%	(19)	23%	(14)	60
2020 Vote: Joe Biden	50%	(175)	41%	(144)	9%	(32)	350
2020 Vote: Donald Trump	42%	(93)	37%	(82)	21%	(46)	221
2020 Vote: Didn't Vote	52%	(70)	34%	(46)	14%	(19)	134
2018 House Vote: Democrat	51%	(135)	38%	(99)	11%	(29)	263
2018 House Vote: Republican	44%	(98)	37%	(82)	18%	(40)	220
2016 Vote: Hillary Clinton	50%	(116)	39%	(90)	12%	(27)	233
2016 Vote: Donald Trump	45%	(108)	38%	(92)	16%	(39)	239
2016 Vote: Didn't Vote	47%	(97)	39%	(79)	14%	(29)	205
Voted in 2014: Yes	46%	(202)	41%	(180)	14%	(61)	443
Voted in 2014: No	50%	(140)	36%	(103)	14%	(40)	283
4-Region: Northeast	50%	(65)	39%	(50)	11%	(14)	130
4-Region: Midwest	40%	(51)	45%	(57)	15%	(20)	127
4-Region: South	47%	(121)	37%	(97)	15%	(40)	258
4-Region: West	50%	(105)	37%	(79)	13%	(28)	211
Sports fans	50%	(289)	39%	(228)	11%	(66)	583
Avid sports fans	53%	(162)	36%	(111)	11%	(35)	307
Casual sports fans	46%	(126)	43%	(118)	11%	(31)	276
Gamers	51%	(290)	38%	(213)	12%	(65)	569
Avid gamers	61%	(148)	34%	(82)	6%	(14)	244
Casual gamers	44%	(142)	40%	(131)	16%	(52)	325
Esports fans	57%	(182)	38%	(121)	6%	(18)	321

Continued on next page

**Table MCSP9\_5:** To what extent are the following a reason you collect physical items?  
I am proud of owning rare, valuable or desirable items

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	47%	(342)	39%	(283)	14%	(101)	726
Avid esports fans	67%	(74)	28%	(31)	5%	(5)	110
Casual esports fans	51%	(108)	43%	(90)	6%	(13)	211
Games every day	51%	(110)	32%	(69)	17%	(37)	216
Games frequently	52%	(197)	35%	(132)	13%	(51)	380
Games regularly	52%	(230)	36%	(160)	12%	(55)	445
Buys/sells trading cards	59%	(163)	34%	(94)	7%	(19)	276
Buys/sells NFTs	61%	(94)	35%	(54)	4%	(5)	154
Buys/sells crypto	59%	(134)	34%	(78)	6%	(14)	225
Buys/sells NBA	60%	(102)	35%	(61)	5%	(9)	172
Buys/sells in-game goods	56%	(154)	38%	(105)	6%	(16)	275
Physical collectors	47%	(342)	39%	(283)	14%	(101)	726
Avid physical collectors	58%	(122)	32%	(68)	10%	(21)	211
Casual physical collectors	43%	(220)	42%	(215)	16%	(80)	515
Digital collectors	58%	(106)	38%	(70)	4%	(8)	184
Avid digital collectors	70%	(46)	26%	(17)	4%	(3)	65
Casual digital collectors	51%	(60)	45%	(53)	4%	(5)	118

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\_6:** To what extent are the following a reason you collect physical items?  
 The items are nostalgic or connect me to the past

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	52%	(376)	35%	(257)	13%	(93)	726
Gender: Male	51%	(241)	37%	(178)	12%	(57)	476
Gender: Female	54%	(134)	32%	(79)	15%	(37)	250
Age: 18-34	52%	(106)	30%	(62)	18%	(36)	204
Age: 35-44	62%	(91)	31%	(45)	7%	(10)	146
Age: 45-64	48%	(129)	40%	(109)	12%	(32)	270
Age: 65+	47%	(50)	39%	(42)	14%	(15)	106
GenZers: 1997-2012	52%	(31)	34%	(20)	13%	(8)	59
Millennials: 1981-1996	56%	(146)	30%	(79)	14%	(37)	262
GenXers: 1965-1980	52%	(100)	39%	(76)	8%	(16)	192
Baby Boomers: 1946-1964	47%	(92)	37%	(73)	16%	(31)	196
PID: Dem (no lean)	58%	(172)	34%	(102)	8%	(23)	297
PID: Ind (no lean)	47%	(101)	36%	(76)	18%	(38)	215
PID: Rep (no lean)	48%	(103)	37%	(79)	15%	(32)	214
PID/Gender: Dem Men	56%	(123)	37%	(82)	6%	(14)	218
PID/Gender: Dem Women	63%	(49)	25%	(20)	12%	(9)	79
PID/Gender: Ind Men	44%	(54)	36%	(44)	20%	(24)	122
PID/Gender: Ind Women	51%	(47)	35%	(32)	15%	(14)	93
PID/Gender: Rep Men	48%	(65)	38%	(52)	14%	(19)	136
PID/Gender: Rep Women	48%	(38)	35%	(27)	17%	(14)	79
Ideo: Liberal (1-3)	59%	(136)	31%	(71)	10%	(22)	229
Ideo: Moderate (4)	50%	(81)	39%	(63)	10%	(17)	161
Ideo: Conservative (5-7)	52%	(137)	32%	(85)	16%	(42)	264
Educ: < College	49%	(214)	37%	(162)	15%	(65)	441
Educ: Bachelors degree	56%	(99)	32%	(57)	12%	(21)	177
Educ: Post-grad	58%	(63)	34%	(37)	7%	(8)	109
Income: Under 50k	50%	(152)	35%	(107)	15%	(47)	305
Income: 50k-100k	52%	(133)	37%	(95)	11%	(28)	255
Income: 100k+	55%	(91)	33%	(55)	12%	(19)	165
Ethnicity: White	53%	(316)	34%	(205)	12%	(73)	594
Ethnicity: Hispanic	54%	(64)	40%	(48)	6%	(8)	119
Ethnicity: Black	33%	(22)	43%	(29)	24%	(16)	68

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**Table MCSP9\_6:** *To what extent are the following a reason you collect physical items?  
The items are nostalgic or connect me to the past*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	52%	(376)	35%	(257)	13%	(93)	726
Ethnicity: Other	58%	(37)	36%	(23)	6%	(4)	64
All Christian	50%	(174)	39%	(136)	11%	(37)	347
All Non-Christian	60%	(40)	27%	(18)	13%	(8)	66
Agnostic/Nothing in particular	49%	(86)	35%	(62)	16%	(29)	177
Something Else	52%	(56)	35%	(38)	13%	(14)	108
Religious Non-Protestant/Catholic	58%	(45)	28%	(21)	14%	(10)	76
Evangelical	52%	(111)	35%	(75)	12%	(26)	213
Non-Evangelical	51%	(109)	41%	(87)	8%	(18)	215
Community: Urban	53%	(130)	37%	(90)	11%	(27)	246
Community: Suburban	53%	(181)	36%	(125)	11%	(38)	344
Community: Rural	48%	(65)	31%	(42)	21%	(28)	135
Employ: Private Sector	55%	(149)	35%	(94)	10%	(28)	271
Employ: Government	47%	(27)	40%	(23)	12%	(7)	57
Employ: Self-Employed	60%	(59)	27%	(27)	12%	(12)	97
Employ: Retired	45%	(54)	40%	(48)	16%	(19)	121
Employ: Unemployed	50%	(45)	39%	(35)	11%	(10)	90
Military HH: Yes	60%	(80)	28%	(37)	12%	(16)	133
Military HH: No	50%	(296)	37%	(220)	13%	(78)	593
RD/WT: Right Direction	55%	(218)	34%	(134)	11%	(43)	394
RD/WT: Wrong Track	48%	(158)	37%	(123)	15%	(50)	331
Biden Job Approve	56%	(251)	34%	(153)	10%	(43)	447
Biden Job Disapprove	44%	(111)	39%	(99)	17%	(42)	252
Biden Job Strongly Approve	57%	(143)	33%	(83)	9%	(24)	250
Biden Job Somewhat Approve	55%	(107)	35%	(70)	10%	(20)	197
Biden Job Somewhat Disapprove	39%	(30)	48%	(36)	12%	(9)	76
Biden Job Strongly Disapprove	46%	(81)	35%	(62)	19%	(33)	176
Favorable of Biden	57%	(244)	33%	(144)	10%	(44)	431
Unfavorable of Biden	44%	(117)	40%	(106)	17%	(45)	268

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**Table MCSP9\_6:** To what extent are the following a reason you collect physical items?  
The items are nostalgic or connect me to the past

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	52%	(376)	35%	(257)	13%	(93)	726
Very Favorable of Biden	60%	(142)	31%	(74)	10%	(23)	239
Somewhat Favorable of Biden	53%	(101)	37%	(70)	11%	(21)	192
Somewhat Unfavorable of Biden	38%	(28)	51%	(38)	11%	(8)	73
Very Unfavorable of Biden	46%	(90)	35%	(69)	19%	(36)	194
#1 Issue: Economy	58%	(155)	31%	(84)	11%	(29)	268
#1 Issue: Security	52%	(68)	33%	(43)	16%	(21)	132
#1 Issue: Health Care	59%	(57)	32%	(31)	9%	(9)	97
#1 Issue: Medicare / Social Security	40%	(23)	47%	(27)	13%	(8)	58
#1 Issue: Other	29%	(17)	63%	(38)	8%	(5)	60
2020 Vote: Joe Biden	58%	(204)	33%	(115)	9%	(32)	350
2020 Vote: Donald Trump	48%	(106)	37%	(82)	15%	(33)	221
2020 Vote: Didn't Vote	41%	(55)	40%	(53)	19%	(25)	134
2018 House Vote: Democrat	57%	(151)	32%	(85)	10%	(27)	263
2018 House Vote: Republican	49%	(109)	36%	(80)	14%	(32)	220
2016 Vote: Hillary Clinton	58%	(135)	32%	(73)	11%	(25)	233
2016 Vote: Donald Trump	46%	(111)	40%	(96)	14%	(32)	239
2016 Vote: Didn't Vote	49%	(100)	36%	(74)	15%	(30)	205
Voted in 2014: Yes	52%	(231)	37%	(164)	11%	(48)	443
Voted in 2014: No	51%	(144)	33%	(93)	16%	(46)	283
4-Region: Northeast	57%	(75)	33%	(43)	9%	(12)	130
4-Region: Midwest	46%	(59)	40%	(51)	14%	(18)	127
4-Region: South	49%	(125)	36%	(92)	16%	(41)	258
4-Region: West	55%	(117)	33%	(71)	11%	(23)	211
Sports fans	51%	(296)	37%	(216)	12%	(71)	583
Avid sports fans	56%	(171)	34%	(104)	11%	(32)	307
Casual sports fans	45%	(125)	41%	(112)	14%	(39)	276
Gamers	53%	(303)	34%	(196)	12%	(70)	569
Avid gamers	57%	(139)	32%	(79)	11%	(26)	244
Casual gamers	50%	(163)	36%	(117)	14%	(45)	325
Esports fans	56%	(179)	34%	(110)	10%	(33)	321

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**Table MCSP9\_6:** To what extent are the following a reason you collect physical items?  
The items are nostalgic or connect me to the past

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	52%	(376)	35%	(257)	13%	(93)	726
Avid esports fans	65%	(72)	21%	(23)	14%	(16)	110
Casual esports fans	51%	(107)	41%	(87)	8%	(17)	211
Games every day	57%	(124)	29%	(63)	14%	(30)	216
Games frequently	53%	(202)	34%	(131)	12%	(47)	380
Games regularly	54%	(241)	34%	(149)	12%	(55)	445
Buys/sells trading cards	61%	(169)	30%	(83)	9%	(25)	276
Buys/sells NFTs	59%	(91)	33%	(51)	7%	(11)	154
Buys/sells crypto	54%	(121)	37%	(83)	9%	(21)	225
Buys/sells NBA	56%	(97)	36%	(62)	8%	(14)	172
Buys/sells in-game goods	57%	(158)	33%	(90)	10%	(27)	275
Physical collectors	52%	(376)	35%	(257)	13%	(93)	726
Avid physical collectors	56%	(118)	30%	(64)	14%	(29)	211
Casual physical collectors	50%	(257)	37%	(193)	13%	(65)	515
Digital collectors	52%	(96)	39%	(72)	8%	(15)	184
Avid digital collectors	63%	(41)	26%	(17)	11%	(7)	65
Casual digital collectors	47%	(55)	47%	(55)	6%	(8)	118

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



**Table MCSP9\_7: To what extent are the following a reason you collect physical items?  
 I like how my collection looks on display**

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	36%	(262)	36%	(258)	28%	(206)	726
Gender: Male	37%	(178)	36%	(170)	27%	(128)	476
Gender: Female	34%	(84)	35%	(88)	31%	(78)	250
Age: 18-34	42%	(86)	33%	(67)	25%	(51)	204
Age: 35-44	50%	(73)	37%	(54)	13%	(19)	146
Age: 45-64	27%	(73)	37%	(100)	36%	(97)	270
Age: 65+	29%	(30)	35%	(37)	36%	(38)	106
GenZers: 1997-2012	47%	(28)	25%	(15)	27%	(16)	59
Millennials: 1981-1996	46%	(119)	37%	(96)	18%	(47)	262
GenXers: 1965-1980	32%	(62)	37%	(70)	31%	(60)	192
Baby Boomers: 1946-1964	25%	(48)	35%	(68)	41%	(80)	196
PID: Dem (no lean)	43%	(126)	38%	(114)	19%	(56)	297
PID: Ind (no lean)	30%	(64)	34%	(73)	36%	(78)	215
PID: Rep (no lean)	33%	(71)	33%	(72)	33%	(71)	214
PID/Gender: Dem Men	45%	(97)	37%	(80)	19%	(41)	218
PID/Gender: Dem Women	37%	(29)	43%	(34)	20%	(16)	79
PID/Gender: Ind Men	30%	(36)	33%	(41)	37%	(45)	122
PID/Gender: Ind Women	30%	(28)	34%	(32)	35%	(33)	93
PID/Gender: Rep Men	33%	(45)	36%	(49)	31%	(42)	136
PID/Gender: Rep Women	34%	(27)	29%	(23)	37%	(29)	79
Ideo: Liberal (1-3)	49%	(112)	33%	(75)	18%	(42)	229
Ideo: Moderate (4)	28%	(46)	39%	(62)	33%	(53)	161
Ideo: Conservative (5-7)	32%	(86)	35%	(94)	32%	(85)	264
Educ: < College	33%	(147)	37%	(161)	30%	(132)	441
Educ: Bachelors degree	39%	(69)	33%	(59)	27%	(49)	177
Educ: Post-grad	42%	(46)	35%	(38)	23%	(25)	109
Income: Under 50k	36%	(111)	32%	(96)	32%	(98)	305
Income: 50k-100k	33%	(83)	39%	(100)	28%	(72)	255
Income: 100k+	41%	(68)	38%	(62)	22%	(36)	165
Ethnicity: White	36%	(213)	34%	(200)	30%	(181)	594
Ethnicity: Hispanic	52%	(63)	33%	(39)	15%	(17)	119
Ethnicity: Black	13%	(9)	59%	(40)	29%	(19)	68

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**Table MCSP9\_7: To what extent are the following a reason you collect physical items?  
I like how my collection looks on display**

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	36%	(262)	36%	(258)	28%	(206)	726
Ethnicity: Other	63%	(41)	28%	(18)	9%	(6)	64
All Christian	32%	(112)	41%	(142)	27%	(93)	347
All Non-Christian	57%	(37)	25%	(16)	18%	(12)	66
Agnostic/Nothing in particular	33%	(58)	37%	(65)	30%	(54)	177
Something Else	35%	(38)	29%	(31)	36%	(39)	108
Religious Non-Protestant/Catholic	51%	(39)	27%	(21)	21%	(16)	76
Evangelical	37%	(78)	41%	(86)	23%	(48)	213
Non-Evangelical	30%	(64)	35%	(75)	36%	(77)	215
Community: Urban	45%	(110)	34%	(85)	21%	(52)	246
Community: Suburban	34%	(117)	37%	(128)	29%	(99)	344
Community: Rural	26%	(35)	33%	(45)	41%	(55)	135
Employ: Private Sector	36%	(96)	36%	(98)	28%	(76)	271
Employ: Government	33%	(19)	44%	(25)	23%	(13)	57
Employ: Self-Employed	50%	(48)	30%	(29)	20%	(20)	97
Employ: Retired	25%	(30)	35%	(43)	40%	(48)	121
Employ: Unemployed	36%	(32)	38%	(34)	27%	(24)	90
Military HH: Yes	32%	(42)	37%	(50)	31%	(41)	133
Military HH: No	37%	(220)	35%	(209)	28%	(164)	593
RD/WT: Right Direction	39%	(154)	39%	(156)	21%	(85)	394
RD/WT: Wrong Track	33%	(108)	31%	(102)	36%	(121)	331
Biden Job Approve	42%	(189)	36%	(162)	21%	(96)	447
Biden Job Disapprove	27%	(68)	34%	(85)	39%	(100)	252
Biden Job Strongly Approve	46%	(116)	34%	(85)	20%	(50)	250
Biden Job Somewhat Approve	37%	(73)	39%	(77)	24%	(46)	197
Biden Job Somewhat Disapprove	24%	(18)	39%	(30)	37%	(28)	76
Biden Job Strongly Disapprove	28%	(49)	31%	(55)	41%	(72)	176
Favorable of Biden	41%	(175)	38%	(166)	21%	(90)	431
Unfavorable of Biden	30%	(80)	32%	(86)	38%	(102)	268

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**Table MCSP9\_7:** To what extent are the following a reason you collect physical items?  
 I like how my collection looks on display

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	36%	(262)	36%	(258)	28%	(206)	726
Very Favorable of Biden	45%	(107)	37%	(89)	18%	(43)	239
Somewhat Favorable of Biden	36%	(68)	40%	(77)	25%	(47)	192
Somewhat Unfavorable of Biden	37%	(27)	30%	(22)	33%	(24)	73
Very Unfavorable of Biden	27%	(52)	33%	(64)	40%	(78)	194
#1 Issue: Economy	41%	(110)	32%	(86)	27%	(72)	268
#1 Issue: Security	31%	(41)	43%	(57)	26%	(35)	132
#1 Issue: Health Care	35%	(34)	34%	(33)	31%	(30)	97
#1 Issue: Medicare / Social Security	20%	(12)	37%	(22)	42%	(25)	58
#1 Issue: Other	31%	(19)	34%	(21)	34%	(21)	60
2020 Vote: Joe Biden	40%	(141)	39%	(135)	21%	(74)	350
2020 Vote: Donald Trump	29%	(65)	33%	(72)	38%	(84)	221
2020 Vote: Didn't Vote	39%	(53)	32%	(43)	28%	(38)	134
2018 House Vote: Democrat	37%	(98)	38%	(100)	25%	(65)	263
2018 House Vote: Republican	30%	(66)	36%	(80)	34%	(74)	220
2016 Vote: Hillary Clinton	39%	(90)	37%	(87)	24%	(55)	233
2016 Vote: Donald Trump	30%	(71)	33%	(80)	37%	(88)	239
2016 Vote: Didn't Vote	40%	(83)	36%	(73)	24%	(49)	205
Voted in 2014: Yes	34%	(151)	36%	(161)	29%	(131)	443
Voted in 2014: No	39%	(111)	34%	(97)	27%	(75)	283
4-Region: Northeast	35%	(45)	36%	(47)	29%	(38)	130
4-Region: Midwest	32%	(41)	39%	(50)	28%	(36)	127
4-Region: South	35%	(91)	34%	(87)	31%	(80)	258
4-Region: West	40%	(85)	35%	(74)	25%	(52)	211
Sports fans	36%	(213)	36%	(210)	27%	(160)	583
Avid sports fans	40%	(122)	34%	(105)	26%	(80)	307
Casual sports fans	33%	(90)	38%	(105)	29%	(81)	276
Gamers	39%	(224)	36%	(205)	25%	(140)	569
Avid gamers	54%	(131)	29%	(71)	17%	(42)	244
Casual gamers	29%	(93)	41%	(134)	30%	(97)	325
Esports fans	45%	(145)	41%	(131)	14%	(45)	321

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**Table MCSP9\_7: To what extent are the following a reason you collect physical items?  
I like how my collection looks on display**

Demographic	Major reason	Minor reason	Not a reason at all	Total N
Adults	36% (262)	36% (258)	28% (206)	726
Avid esports fans	60% (66)	31% (34)	9% (10)	110
Casual esports fans	38% (79)	46% (97)	16% (35)	211
Games every day	44% (95)	30% (65)	26% (56)	216
Games frequently	44% (167)	33% (124)	23% (89)	380
Games regularly	42% (188)	33% (148)	25% (110)	445
Buys/sells trading cards	47% (129)	35% (98)	18% (49)	276
Buys/sells NFTs	49% (76)	38% (59)	12% (19)	154
Buys/sells crypto	45% (101)	39% (88)	16% (37)	225
Buys/sells NBA	46% (79)	43% (74)	11% (19)	172
Buys/sells in-game goods	46% (126)	36% (100)	18% (49)	275
Physical collectors	36% (262)	36% (258)	28% (206)	726
Avid physical collectors	46% (98)	34% (71)	20% (42)	211
Casual physical collectors	32% (164)	36% (187)	32% (164)	515
Digital collectors	49% (91)	37% (67)	14% (26)	184
Avid digital collectors	61% (40)	33% (22)	5% (3)	65
Casual digital collectors	43% (51)	39% (45)	19% (22)	118

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\_8:** To what extent are the following a reason you collect physical items?  
 Collecting is a means of relaxation and stress reduction

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	37%	(266)	41%	(295)	23%	(165)	726
Gender: Male	37%	(174)	41%	(193)	23%	(109)	476
Gender: Female	37%	(92)	41%	(102)	22%	(56)	250
Age: 18-34	47%	(96)	32%	(65)	21%	(43)	204
Age: 35-44	43%	(63)	39%	(56)	18%	(26)	146
Age: 45-64	30%	(82)	49%	(132)	21%	(56)	270
Age: 65+	23%	(24)	40%	(42)	37%	(39)	106
GenZers: 1997-2012	46%	(27)	35%	(21)	19%	(11)	59
Millennials: 1981-1996	46%	(120)	34%	(90)	20%	(52)	262
GenXers: 1965-1980	36%	(69)	47%	(90)	17%	(33)	192
Baby Boomers: 1946-1964	24%	(46)	46%	(90)	31%	(60)	196
PID: Dem (no lean)	43%	(127)	38%	(112)	20%	(58)	297
PID: Ind (no lean)	37%	(79)	38%	(81)	25%	(55)	215
PID: Rep (no lean)	28%	(60)	48%	(102)	24%	(52)	214
PID/Gender: Dem Men	44%	(97)	35%	(76)	21%	(45)	218
PID/Gender: Dem Women	38%	(30)	45%	(35)	17%	(13)	79
PID/Gender: Ind Men	36%	(45)	41%	(51)	22%	(27)	122
PID/Gender: Ind Women	37%	(34)	33%	(31)	30%	(28)	93
PID/Gender: Rep Men	24%	(33)	49%	(66)	27%	(37)	136
PID/Gender: Rep Women	35%	(28)	46%	(36)	19%	(15)	79
Ideo: Liberal (1-3)	46%	(105)	31%	(72)	23%	(53)	229
Ideo: Moderate (4)	35%	(57)	44%	(71)	21%	(33)	161
Ideo: Conservative (5-7)	29%	(76)	46%	(122)	25%	(66)	264
Educ: < College	34%	(151)	41%	(182)	24%	(108)	441
Educ: Bachelors degree	44%	(77)	36%	(63)	21%	(37)	177
Educ: Post-grad	35%	(39)	46%	(50)	19%	(20)	109
Income: Under 50k	39%	(119)	33%	(102)	28%	(84)	305
Income: 50k-100k	31%	(80)	46%	(118)	22%	(57)	255
Income: 100k+	40%	(67)	46%	(75)	14%	(24)	165
Ethnicity: White	38%	(223)	40%	(238)	22%	(133)	594
Ethnicity: Hispanic	42%	(51)	32%	(38)	26%	(31)	119
Ethnicity: Black	28%	(19)	56%	(38)	16%	(11)	68

Continued on next page

**Table MCSP9\_8:** *To what extent are the following a reason you collect physical items?  
Collecting is a means of relaxation and stress reduction*

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	37%	(266)	41%	(295)	23%	(165)	726
Ethnicity: Other	38%	(24)	30%	(19)	33%	(21)	64
All Christian	37%	(128)	42%	(146)	21%	(73)	347
All Non-Christian	50%	(33)	25%	(17)	25%	(16)	66
Agnostic/Nothing in particular	31%	(55)	41%	(72)	28%	(50)	177
Something Else	36%	(38)	43%	(47)	21%	(23)	108
Religious Non-Protestant/Catholic	47%	(36)	24%	(18)	28%	(22)	76
Evangelical	40%	(85)	43%	(91)	18%	(37)	213
Non-Evangelical	33%	(72)	44%	(95)	23%	(49)	215
Community: Urban	40%	(100)	37%	(90)	23%	(57)	246
Community: Suburban	36%	(123)	44%	(153)	20%	(68)	344
Community: Rural	32%	(43)	38%	(52)	30%	(40)	135
Employ: Private Sector	35%	(95)	47%	(127)	18%	(49)	271
Employ: Government	42%	(24)	45%	(26)	13%	(8)	57
Employ: Self-Employed	47%	(46)	30%	(29)	22%	(22)	97
Employ: Retired	23%	(28)	42%	(50)	35%	(43)	121
Employ: Unemployed	42%	(37)	30%	(27)	29%	(26)	90
Military HH: Yes	37%	(49)	38%	(51)	25%	(34)	133
Military HH: No	37%	(217)	41%	(244)	22%	(131)	593
RD/WT: Right Direction	42%	(166)	37%	(145)	21%	(84)	394
RD/WT: Wrong Track	30%	(100)	45%	(150)	25%	(82)	331
Biden Job Approve	41%	(183)	39%	(174)	20%	(90)	447
Biden Job Disapprove	28%	(71)	44%	(112)	27%	(69)	252
Biden Job Strongly Approve	51%	(127)	34%	(85)	15%	(38)	250
Biden Job Somewhat Approve	28%	(56)	45%	(89)	26%	(52)	197
Biden Job Somewhat Disapprove	37%	(28)	38%	(29)	25%	(19)	76
Biden Job Strongly Disapprove	25%	(43)	47%	(83)	28%	(50)	176
Favorable of Biden	41%	(179)	39%	(169)	19%	(83)	431
Unfavorable of Biden	30%	(80)	44%	(119)	26%	(70)	268

Continued on next page

**Table MCSP9\_8:** To what extent are the following a reason you collect physical items?  
 Collecting is a means of relaxation and stress reduction

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	37%	(266)	41%	(295)	23%	(165)	726
Very Favorable of Biden	47%	(112)	37%	(90)	16%	(37)	239
Somewhat Favorable of Biden	34%	(66)	42%	(80)	24%	(46)	192
Somewhat Unfavorable of Biden	41%	(30)	40%	(29)	19%	(14)	73
Very Unfavorable of Biden	26%	(50)	46%	(89)	29%	(56)	194
#1 Issue: Economy	37%	(100)	38%	(102)	24%	(65)	268
#1 Issue: Security	39%	(52)	42%	(55)	19%	(25)	132
#1 Issue: Health Care	36%	(35)	42%	(41)	22%	(22)	97
#1 Issue: Medicare / Social Security	19%	(11)	58%	(34)	22%	(13)	58
#1 Issue: Other	19%	(11)	51%	(31)	30%	(18)	60
2020 Vote: Joe Biden	41%	(144)	37%	(128)	22%	(78)	350
2020 Vote: Donald Trump	27%	(60)	47%	(104)	26%	(57)	221
2020 Vote: Didn't Vote	39%	(53)	43%	(57)	18%	(24)	134
2018 House Vote: Democrat	39%	(102)	40%	(106)	21%	(55)	263
2018 House Vote: Republican	29%	(64)	47%	(104)	23%	(52)	220
2016 Vote: Hillary Clinton	40%	(94)	39%	(91)	21%	(48)	233
2016 Vote: Donald Trump	29%	(70)	47%	(111)	24%	(58)	239
2016 Vote: Didn't Vote	43%	(88)	36%	(74)	21%	(43)	205
Voted in 2014: Yes	33%	(147)	44%	(193)	23%	(103)	443
Voted in 2014: No	42%	(119)	36%	(102)	22%	(62)	283
4-Region: Northeast	37%	(48)	50%	(65)	13%	(17)	130
4-Region: Midwest	30%	(38)	46%	(58)	24%	(31)	127
4-Region: South	41%	(107)	37%	(95)	22%	(56)	258
4-Region: West	35%	(73)	36%	(76)	29%	(62)	211
Sports fans	37%	(215)	41%	(237)	22%	(130)	583
Avid sports fans	42%	(130)	37%	(115)	20%	(62)	307
Casual sports fans	31%	(85)	44%	(123)	25%	(68)	276
Gamers	40%	(228)	40%	(227)	20%	(113)	569
Avid gamers	49%	(118)	34%	(83)	18%	(43)	244
Casual gamers	34%	(110)	45%	(145)	22%	(70)	325
Esports fans	47%	(151)	39%	(125)	14%	(45)	321

Continued on next page

**Table MCSP9\_8:** To what extent are the following a reason you collect physical items?  
Collecting is a means of relaxation and stress reduction

Demographic	Major reason		Minor reason		Not a reason at all		Total N
Adults	37%	(266)	41%	(295)	23%	(165)	726
Avid esports fans	61%	(68)	27%	(29)	12%	(13)	110
Casual esports fans	39%	(83)	45%	(96)	15%	(32)	211
Games every day	39%	(84)	43%	(92)	19%	(40)	216
Games frequently	42%	(158)	39%	(149)	19%	(73)	380
Games regularly	41%	(184)	38%	(169)	21%	(91)	445
Buys/sells trading cards	51%	(140)	36%	(99)	13%	(37)	276
Buys/sells NFTs	56%	(86)	33%	(51)	11%	(17)	154
Buys/sells crypto	48%	(109)	37%	(83)	15%	(33)	225
Buys/sells NBA	58%	(99)	36%	(63)	6%	(10)	172
Buys/sells in-game goods	52%	(142)	34%	(93)	14%	(40)	275
Physical collectors	37%	(266)	41%	(295)	23%	(165)	726
Avid physical collectors	52%	(109)	30%	(62)	19%	(40)	211
Casual physical collectors	31%	(157)	45%	(232)	24%	(125)	515
Digital collectors	55%	(100)	36%	(67)	9%	(16)	184
Avid digital collectors	63%	(41)	26%	(17)	10%	(7)	65
Casual digital collectors	50%	(59)	42%	(49)	8%	(10)	118

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\_1: How interested would you be in the following?**

*Owning an NFT from your favorite sports team or athlete, such as a digital trading card or commemorative artwork*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	5% (114)	17% (368)	14% (316)	44% (960)	20% (442)	2200
Gender: Male	8% (80)	24% (256)	15% (157)	37% (389)	17% (179)	1062
Gender: Female	3% (33)	10% (112)	14% (159)	50% (571)	23% (262)	1138
Age: 18-34	8% (50)	21% (140)	17% (109)	28% (186)	26% (170)	655
Age: 35-44	10% (36)	27% (97)	17% (62)	26% (94)	19% (69)	358
Age: 45-64	3% (24)	15% (109)	14% (108)	50% (372)	18% (137)	751
Age: 65+	1% (4)	5% (23)	8% (37)	71% (308)	15% (65)	436
GenZers: 1997-2012	3% (9)	17% (49)	16% (46)	33% (97)	32% (94)	294
Millennials: 1981-1996	11% (72)	26% (162)	18% (114)	25% (158)	20% (123)	628
GenXers: 1965-1980	5% (25)	21% (108)	16% (84)	36% (187)	22% (111)	514
Baby Boomers: 1946-1964	1% (7)	7% (47)	10% (70)	67% (463)	15% (106)	693
PID: Dem (no lean)	8% (66)	19% (167)	16% (136)	40% (346)	17% (144)	859
PID: Ind (no lean)	2% (16)	18% (126)	14% (96)	41% (284)	26% (179)	701
PID: Rep (no lean)	5% (32)	12% (75)	13% (84)	52% (330)	18% (118)	640
PID/Gender: Dem Men	12% (52)	28% (119)	16% (66)	29% (120)	14% (60)	417
PID/Gender: Dem Women	3% (14)	11% (48)	16% (70)	51% (226)	19% (84)	442
PID/Gender: Ind Men	2% (7)	26% (88)	11% (37)	40% (135)	21% (71)	338
PID/Gender: Ind Women	2% (8)	11% (38)	16% (59)	41% (150)	30% (108)	363
PID/Gender: Rep Men	7% (21)	16% (50)	18% (54)	44% (134)	16% (48)	306
PID/Gender: Rep Women	3% (11)	8% (26)	9% (30)	59% (196)	21% (70)	333
Ideo: Liberal (1-3)	8% (52)	19% (120)	13% (85)	42% (266)	18% (115)	638
Ideo: Moderate (4)	3% (18)	16% (90)	17% (96)	44% (245)	20% (109)	557
Ideo: Conservative (5-7)	5% (34)	15% (109)	14% (101)	50% (358)	16% (118)	720
Educ: < College	2% (37)	15% (226)	14% (216)	45% (679)	24% (355)	1512
Educ: Bachelors degree	10% (45)	20% (88)	15% (66)	42% (186)	13% (59)	444
Educ: Post-grad	13% (32)	22% (55)	14% (35)	39% (96)	11% (27)	244
Income: Under 50k	3% (29)	15% (167)	15% (162)	44% (479)	23% (256)	1092
Income: 50k-100k	6% (44)	17% (115)	13% (89)	45% (310)	20% (137)	696
Income: 100k+	10% (40)	21% (86)	16% (65)	42% (171)	12% (49)	411
Ethnicity: White	5% (89)	16% (267)	13% (232)	47% (813)	19% (320)	1722
Ethnicity: Hispanic	3% (12)	23% (79)	19% (66)	30% (103)	25% (88)	349

Continued on next page

**Table MCSP12\_1: How interested would you be in the following?**

*Owning an NFT from your favorite sports team or athlete, such as a digital trading card or commemorative artwork*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	5% (114)	17% (368)	14% (316)	44% (960)	20% (442)	2200
Ethnicity: Black	7% (20)	23% (64)	18% (50)	29% (80)	22% (61)	274
Ethnicity: Other	2% (4)	18% (37)	17% (34)	33% (68)	30% (61)	204
All Christian	5% (51)	17% (177)	15% (149)	48% (488)	15% (151)	1016
All Non-Christian	21% (30)	22% (32)	9% (14)	30% (44)	18% (27)	146
Atheist	2% (1)	24% (18)	12% (9)	42% (32)	22% (17)	78
Agnostic/Nothing in particular	3% (18)	13% (75)	15% (87)	40% (225)	28% (160)	566
Something Else	3% (13)	17% (66)	15% (58)	43% (171)	22% (87)	394
Religious Non-Protestant/Catholic	19% (33)	20% (35)	11% (18)	33% (57)	18% (31)	174
Evangelical	7% (39)	18% (104)	13% (79)	44% (261)	19% (110)	593
Non-Evangelical	3% (19)	17% (125)	15% (114)	50% (373)	16% (116)	747
Community: Urban	11% (67)	23% (142)	15% (91)	31% (194)	20% (121)	616
Community: Suburban	2% (26)	18% (189)	14% (146)	46% (492)	20% (209)	1062
Community: Rural	4% (20)	7% (37)	15% (79)	53% (275)	21% (112)	523
Employ: Private Sector	8% (54)	25% (169)	15% (103)	36% (243)	16% (107)	676
Employ: Government	10% (15)	22% (33)	10% (15)	40% (60)	18% (26)	148
Employ: Self-Employed	9% (18)	18% (36)	22% (43)	37% (75)	14% (27)	199
Employ: Homemaker	1% (1)	7% (7)	15% (16)	49% (52)	27% (28)	105
Employ: Student	5% (7)	20% (30)	13% (20)	31% (48)	31% (49)	155
Employ: Retired	1% (6)	5% (25)	10% (50)	68% (331)	15% (75)	488
Employ: Unemployed	2% (7)	16% (46)	15% (42)	38% (108)	29% (82)	285
Employ: Other	4% (5)	15% (21)	19% (28)	30% (44)	32% (47)	145
Military HH: Yes	6% (21)	14% (50)	12% (42)	51% (180)	17% (62)	355
Military HH: No	5% (93)	17% (318)	15% (274)	42% (781)	21% (380)	1845
RD/WT: Right Direction	8% (82)	20% (212)	14% (151)	38% (398)	20% (209)	1052
RD/WT: Wrong Track	3% (32)	14% (156)	14% (165)	49% (563)	20% (233)	1148
Biden Job Approve	7% (86)	20% (250)	15% (189)	38% (472)	19% (232)	1228
Biden Job Disapprove	3% (23)	12% (102)	13% (104)	54% (444)	18% (148)	820

Continued on next page

**Table MCSP12\_1:** How interested would you be in the following?

Owning an NFT from your favorite sports team or athlete, such as a digital trading card or commemorative artwork

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	5% (114)	17% (368)	14% (316)	44% (960)	20% (442)	2200
Biden Job Strongly Approve	11% (68)	21% (133)	14% (86)	38% (237)	17% (105)	629
Biden Job Somewhat Approve	3% (17)	20% (117)	17% (103)	39% (235)	21% (127)	599
Biden Job Somewhat Disapprove	2% (6)	24% (61)	13% (34)	45% (118)	16% (40)	259
Biden Job Strongly Disapprove	3% (17)	7% (41)	12% (70)	58% (326)	19% (108)	561
Favorable of Biden	6% (70)	22% (273)	15% (189)	38% (466)	19% (227)	1225
Unfavorable of Biden	3% (26)	10% (83)	13% (108)	55% (463)	19% (156)	837
Very Favorable of Biden	8% (53)	22% (149)	15% (102)	39% (258)	16% (108)	670
Somewhat Favorable of Biden	3% (18)	22% (124)	16% (87)	37% (207)	21% (119)	555
Somewhat Unfavorable of Biden	4% (8)	14% (31)	15% (34)	50% (112)	18% (41)	226
Very Unfavorable of Biden	3% (18)	9% (53)	12% (74)	57% (351)	19% (115)	611
#1 Issue: Economy	5% (40)	18% (138)	15% (118)	41% (323)	21% (162)	780
#1 Issue: Security	5% (17)	15% (50)	12% (40)	49% (167)	19% (66)	341
#1 Issue: Health Care	6% (19)	20% (62)	21% (66)	39% (124)	13% (42)	314
#1 Issue: Medicare / Social Security	3% (6)	9% (23)	10% (26)	61% (156)	16% (41)	253
#1 Issue: Women's Issues	7% (10)	15% (21)	12% (16)	34% (47)	33% (46)	141
#1 Issue: Education	3% (4)	25% (28)	15% (17)	29% (33)	28% (31)	113
#1 Issue: Energy	13% (12)	18% (17)	20% (18)	39% (35)	11% (10)	91
#1 Issue: Other	3% (5)	17% (29)	9% (15)	45% (76)	25% (42)	167
2020 Vote: Joe Biden	7% (68)	21% (203)	15% (147)	42% (413)	16% (154)	985
2020 Vote: Donald Trump	4% (24)	12% (82)	12% (79)	56% (380)	17% (117)	682
2020 Vote: Other	2% (2)	9% (7)	10% (7)	48% (34)	30% (21)	71
2020 Vote: Didn't Vote	4% (19)	17% (76)	18% (82)	29% (133)	33% (149)	459
2018 House Vote: Democrat	7% (51)	19% (141)	15% (115)	46% (341)	13% (95)	743
2018 House Vote: Republican	4% (27)	12% (77)	13% (78)	55% (342)	16% (96)	620
2018 House Vote: Someone else	3% (2)	17% (10)	15% (9)	39% (22)	27% (15)	58
2016 Vote: Hillary Clinton	6% (44)	18% (124)	17% (113)	45% (307)	13% (88)	675
2016 Vote: Donald Trump	5% (33)	14% (92)	13% (85)	53% (356)	16% (109)	676
2016 Vote: Other	1% (1)	18% (21)	8% (9)	53% (63)	20% (24)	118
2016 Vote: Didn't Vote	5% (36)	18% (129)	15% (107)	32% (234)	30% (221)	726

Continued on next page

**Table MCSP12\_1: How interested would you be in the following?**

*Owning an NFT from your favorite sports team or athlete, such as a digital trading card or commemorative artwork*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	5%	(114)	17%	(368)	14%	(316)	44%	(960)	20%	(442)	2200
Voted in 2014: Yes	5%	(67)	16%	(199)	13%	(167)	50%	(629)	15%	(189)	1252
Voted in 2014: No	5%	(46)	18%	(169)	16%	(149)	35%	(331)	27%	(253)	948
4-Region: Northeast	9%	(35)	17%	(65)	13%	(53)	44%	(171)	18%	(69)	394
4-Region: Midwest	2%	(8)	13%	(61)	16%	(73)	51%	(238)	18%	(83)	462
4-Region: South	5%	(39)	16%	(129)	14%	(118)	43%	(352)	23%	(185)	824
4-Region: West	6%	(32)	22%	(112)	14%	(72)	38%	(200)	20%	(104)	520
Sports fans	7%	(102)	22%	(338)	16%	(239)	38%	(583)	17%	(252)	1515
Avid sports fans	13%	(81)	27%	(172)	17%	(106)	30%	(186)	13%	(84)	630
Casual sports fans	2%	(21)	19%	(166)	15%	(133)	45%	(397)	19%	(168)	885
Gamers	7%	(106)	22%	(318)	17%	(246)	35%	(506)	20%	(288)	1465
Avid gamers	14%	(73)	32%	(170)	15%	(81)	22%	(118)	17%	(89)	532
Casual gamers	4%	(33)	16%	(148)	18%	(165)	42%	(388)	21%	(199)	933
Esports fans	15%	(92)	37%	(233)	20%	(125)	16%	(99)	12%	(74)	623
Avid esports fans	36%	(55)	34%	(52)	17%	(25)	8%	(12)	6%	(9)	153
Casual esports fans	8%	(37)	38%	(181)	21%	(100)	19%	(88)	14%	(64)	470
Games every day	13%	(57)	24%	(105)	12%	(53)	37%	(162)	15%	(64)	441
Games frequently	12%	(92)	24%	(188)	15%	(119)	34%	(270)	15%	(118)	786
Games regularly	10%	(104)	23%	(243)	16%	(173)	34%	(359)	17%	(175)	1053
Buys/sells trading cards	19%	(74)	38%	(147)	16%	(63)	15%	(57)	12%	(47)	388
Buys/sells NFTs	30%	(66)	45%	(100)	14%	(30)	8%	(17)	4%	(9)	223
Buys/sells crypto	20%	(77)	37%	(142)	18%	(68)	18%	(68)	8%	(31)	386
Buys/sells NBA	26%	(66)	42%	(109)	18%	(48)	5%	(13)	9%	(24)	260
Buys/sells in-game goods	17%	(83)	34%	(165)	16%	(78)	20%	(95)	13%	(65)	486
Physical collectors	12%	(91)	30%	(221)	14%	(104)	30%	(215)	13%	(95)	726
Avid physical collectors	24%	(50)	35%	(74)	11%	(24)	19%	(41)	11%	(22)	211
Casual physical collectors	8%	(41)	29%	(148)	16%	(80)	34%	(174)	14%	(72)	515
Digital collectors	34%	(72)	41%	(88)	17%	(37)	4%	(8)	4%	(9)	214
Avid digital collectors	44%	(36)	32%	(26)	19%	(15)	4%	(3)	1%	(1)	81
Casual digital collectors	27%	(36)	46%	(61)	16%	(21)	4%	(5)	6%	(8)	132

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\_2: How interested would you be in the following?**

*Acquiring, investing in or trading NFTs that could be used within an online video game, such as a digital car in a racing game or an athlete's likeness in a sports game*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(149)	13%	(289)	17%	(364)	43%	(948)	20%	(450)	2200
Gender: Male	11%	(115)	18%	(191)	17%	(183)	36%	(384)	18%	(188)	1062
Gender: Female	3%	(34)	9%	(98)	16%	(180)	50%	(564)	23%	(262)	1138
Age: 18-34	12%	(77)	17%	(112)	18%	(119)	27%	(178)	26%	(169)	655
Age: 35-44	13%	(47)	26%	(91)	19%	(69)	24%	(85)	19%	(66)	358
Age: 45-64	3%	(22)	11%	(79)	18%	(139)	49%	(365)	19%	(146)	751
Age: 65+	1%	(4)	1%	(6)	9%	(37)	73%	(320)	16%	(69)	436
GenZers: 1997-2012	8%	(23)	9%	(28)	21%	(63)	32%	(94)	29%	(86)	294
Millennials: 1981-1996	15%	(97)	23%	(147)	18%	(114)	23%	(144)	20%	(127)	628
GenXers: 1965-1980	4%	(22)	16%	(84)	20%	(104)	36%	(185)	23%	(119)	514
Baby Boomers: 1946-1964	1%	(6)	4%	(30)	12%	(82)	67%	(464)	16%	(111)	693
PID: Dem (no lean)	10%	(87)	14%	(122)	18%	(157)	40%	(341)	18%	(151)	859
PID: Ind (no lean)	4%	(29)	14%	(95)	16%	(112)	40%	(277)	27%	(188)	701
PID: Rep (no lean)	5%	(33)	11%	(72)	15%	(94)	52%	(330)	17%	(111)	640
PID/Gender: Dem Men	17%	(71)	19%	(81)	19%	(78)	30%	(123)	15%	(64)	417
PID/Gender: Dem Women	4%	(16)	9%	(41)	18%	(80)	49%	(218)	20%	(87)	442
PID/Gender: Ind Men	6%	(20)	18%	(59)	14%	(49)	38%	(129)	24%	(80)	338
PID/Gender: Ind Women	2%	(8)	10%	(36)	17%	(64)	41%	(148)	30%	(108)	363
PID/Gender: Rep Men	8%	(24)	17%	(51)	18%	(57)	43%	(132)	14%	(43)	306
PID/Gender: Rep Women	3%	(10)	6%	(21)	11%	(37)	59%	(198)	20%	(68)	333
Ideo: Liberal (1-3)	10%	(64)	15%	(97)	17%	(109)	41%	(264)	16%	(104)	638
Ideo: Moderate (4)	3%	(19)	15%	(86)	19%	(105)	42%	(235)	20%	(113)	557
Ideo: Conservative (5-7)	6%	(43)	13%	(92)	14%	(100)	50%	(360)	17%	(125)	720
Educ: < College	5%	(70)	11%	(166)	17%	(257)	44%	(658)	24%	(360)	1512
Educ: Bachelors degree	11%	(49)	17%	(77)	16%	(70)	42%	(188)	13%	(60)	444
Educ: Post-grad	12%	(30)	19%	(46)	15%	(36)	42%	(102)	12%	(30)	244
Income: Under 50k	4%	(48)	10%	(114)	17%	(189)	43%	(474)	24%	(267)	1092
Income: 50k-100k	8%	(54)	14%	(98)	15%	(105)	45%	(312)	18%	(127)	696
Income: 100k+	12%	(48)	19%	(76)	17%	(69)	39%	(162)	14%	(56)	411
Ethnicity: White	6%	(109)	13%	(221)	15%	(256)	47%	(801)	19%	(334)	1722

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**Table MCSP12\_2:** How interested would you be in the following?

Acquiring, investing in or trading NFTs that could be used within an online video game, such as a digital car in a racing game or an athlete's likeness in a sports game

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(149)	13%	(289)	17%	(364)	43%	(948)	20%	(450)	2200
Ethnicity: Hispanic	8%	(27)	15%	(53)	27%	(93)	27%	(94)	24%	(82)	349
Ethnicity: Black	11%	(30)	13%	(37)	20%	(56)	34%	(92)	22%	(60)	274
Ethnicity: Other	5%	(10)	15%	(30)	25%	(52)	27%	(55)	28%	(56)	204
All Christian	7%	(67)	13%	(135)	15%	(155)	48%	(490)	17%	(168)	1016
All Non-Christian	23%	(33)	19%	(28)	15%	(22)	29%	(42)	14%	(21)	146
Atheist	6%	(5)	19%	(15)	18%	(14)	39%	(31)	18%	(14)	78
Agnostic/Nothing in particular	5%	(26)	12%	(67)	18%	(101)	37%	(209)	29%	(162)	566
Something Else	5%	(18)	11%	(43)	18%	(72)	45%	(176)	21%	(84)	394
Religious Non-Protestant/Catholic	21%	(37)	18%	(31)	13%	(22)	32%	(56)	16%	(28)	174
Evangelical	11%	(62)	13%	(80)	16%	(95)	41%	(244)	19%	(111)	593
Non-Evangelical	2%	(16)	11%	(80)	17%	(128)	53%	(394)	17%	(130)	747
Community: Urban	13%	(78)	16%	(101)	19%	(115)	34%	(210)	18%	(111)	616
Community: Suburban	5%	(58)	14%	(148)	15%	(159)	44%	(472)	21%	(224)	1062
Community: Rural	3%	(13)	8%	(40)	17%	(89)	51%	(265)	22%	(115)	523
Employ: Private Sector	10%	(67)	20%	(138)	19%	(132)	34%	(231)	16%	(108)	676
Employ: Government	14%	(21)	15%	(22)	13%	(20)	40%	(59)	17%	(25)	148
Employ: Self-Employed	12%	(23)	20%	(40)	20%	(40)	37%	(73)	11%	(23)	199
Employ: Homemaker	3%	(4)	4%	(4)	15%	(15)	48%	(50)	30%	(31)	105
Employ: Student	14%	(21)	11%	(16)	18%	(28)	31%	(48)	26%	(41)	155
Employ: Retired	1%	(4)	4%	(19)	9%	(43)	70%	(339)	17%	(83)	488
Employ: Unemployed	1%	(3)	13%	(37)	23%	(64)	34%	(97)	29%	(83)	285
Employ: Other	4%	(5)	9%	(13)	14%	(21)	34%	(50)	39%	(56)	145
Military HH: Yes	7%	(24)	9%	(33)	16%	(55)	48%	(170)	20%	(72)	355
Military HH: No	7%	(125)	14%	(255)	17%	(308)	42%	(778)	21%	(378)	1845
RD/WT: Right Direction	9%	(97)	17%	(181)	16%	(172)	38%	(402)	19%	(201)	1052
RD/WT: Wrong Track	5%	(53)	9%	(108)	17%	(191)	48%	(546)	22%	(249)	1148
Biden Job Approve	9%	(109)	16%	(199)	18%	(215)	39%	(482)	18%	(224)	1228
Biden Job Disapprove	4%	(33)	10%	(84)	15%	(119)	52%	(423)	20%	(162)	820

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**Table MCSP12\_2:** How interested would you be in the following?

Acquiring, investing in or trading NFTs that could be used within an online video game, such as a digital car in a racing game or an athlete's likeness in a sports game

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(149)	13%	(289)	17%	(364)	43%	(948)	20%	(450)	2200
Biden Job Strongly Approve	13%	(81)	16%	(98)	17%	(109)	37%	(234)	17%	(107)	629
Biden Job Somewhat Approve	5%	(28)	17%	(100)	18%	(106)	41%	(248)	19%	(116)	599
Biden Job Somewhat Disapprove	6%	(16)	13%	(34)	18%	(46)	44%	(115)	19%	(49)	259
Biden Job Strongly Disapprove	3%	(17)	9%	(50)	13%	(73)	55%	(308)	20%	(113)	561
Favorable of Biden	9%	(106)	16%	(199)	17%	(214)	40%	(487)	18%	(218)	1225
Unfavorable of Biden	3%	(26)	10%	(81)	16%	(134)	52%	(432)	20%	(163)	837
Very Favorable of Biden	12%	(82)	15%	(104)	17%	(115)	39%	(259)	17%	(111)	670
Somewhat Favorable of Biden	4%	(24)	17%	(96)	18%	(100)	41%	(228)	19%	(107)	555
Somewhat Unfavorable of Biden	4%	(9)	12%	(27)	18%	(41)	47%	(106)	19%	(44)	226
Very Unfavorable of Biden	3%	(17)	9%	(55)	15%	(93)	53%	(326)	20%	(120)	611
#1 Issue: Economy	6%	(48)	15%	(115)	19%	(151)	38%	(294)	22%	(172)	780
#1 Issue: Security	9%	(32)	11%	(37)	13%	(46)	49%	(166)	18%	(60)	341
#1 Issue: Health Care	10%	(32)	16%	(49)	18%	(55)	40%	(127)	16%	(51)	314
#1 Issue: Medicare / Social Security	2%	(5)	4%	(11)	14%	(35)	63%	(160)	17%	(43)	253
#1 Issue: Women's Issues	4%	(5)	20%	(29)	7%	(10)	37%	(53)	31%	(44)	141
#1 Issue: Education	8%	(9)	12%	(13)	16%	(18)	33%	(37)	31%	(35)	113
#1 Issue: Energy	10%	(9)	21%	(19)	29%	(26)	31%	(28)	9%	(8)	91
#1 Issue: Other	5%	(9)	10%	(16)	13%	(22)	49%	(83)	23%	(38)	167
2020 Vote: Joe Biden	10%	(94)	16%	(158)	17%	(165)	42%	(415)	15%	(152)	985
2020 Vote: Donald Trump	4%	(29)	9%	(62)	14%	(97)	55%	(376)	17%	(118)	682
2020 Vote: Other	1%	(1)	13%	(9)	16%	(11)	40%	(29)	29%	(21)	71
2020 Vote: Didn't Vote	6%	(25)	13%	(59)	20%	(90)	28%	(127)	34%	(157)	459
2018 House Vote: Democrat	9%	(64)	14%	(108)	17%	(128)	46%	(339)	14%	(104)	743
2018 House Vote: Republican	5%	(29)	10%	(64)	15%	(90)	55%	(342)	15%	(96)	620
2018 House Vote: Someone else	4%	(2)	23%	(13)	6%	(3)	39%	(22)	28%	(16)	58
2016 Vote: Hillary Clinton	9%	(60)	14%	(95)	18%	(125)	45%	(301)	14%	(94)	675
2016 Vote: Donald Trump	5%	(33)	11%	(76)	14%	(98)	53%	(358)	17%	(112)	676
2016 Vote: Other	1%	(1)	16%	(19)	14%	(16)	50%	(59)	20%	(23)	118
2016 Vote: Didn't Vote	8%	(56)	14%	(99)	17%	(121)	32%	(230)	30%	(221)	726

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**Table MCSP12\_2: How interested would you be in the following?**

Acquiring, investing in or trading NFTs that could be used within an online video game, such as a digital car in a racing game or an athlete's likeness in a sports game

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	7%	(149)	13%	(289)	17%	(364)	43%	(948)	20%	(450)	2200
Voted in 2014: Yes	6%	(73)	13%	(167)	14%	(177)	50%	(630)	16%	(204)	1252
Voted in 2014: No	8%	(76)	13%	(122)	20%	(186)	34%	(318)	26%	(246)	948
4-Region: Northeast	9%	(35)	14%	(53)	16%	(61)	42%	(163)	20%	(80)	394
4-Region: Midwest	5%	(21)	10%	(48)	15%	(71)	49%	(228)	21%	(95)	462
4-Region: South	6%	(53)	13%	(106)	16%	(136)	43%	(355)	21%	(175)	824
4-Region: West	8%	(40)	16%	(81)	18%	(96)	39%	(202)	19%	(100)	520
Sports fans	9%	(131)	17%	(251)	19%	(287)	38%	(576)	18%	(269)	1515
Avid sports fans	15%	(93)	22%	(138)	17%	(106)	30%	(191)	16%	(101)	630
Casual sports fans	4%	(38)	13%	(112)	21%	(182)	44%	(385)	19%	(168)	885
Gamers	10%	(142)	18%	(268)	19%	(279)	33%	(481)	20%	(295)	1465
Avid gamers	19%	(103)	26%	(137)	19%	(103)	20%	(106)	16%	(84)	532
Casual gamers	4%	(39)	14%	(131)	19%	(176)	40%	(376)	23%	(210)	933
Esports fans	20%	(126)	29%	(178)	23%	(144)	14%	(86)	14%	(89)	623
Avid esports fans	47%	(71)	26%	(39)	12%	(19)	9%	(14)	7%	(10)	153
Casual esports fans	12%	(54)	29%	(139)	27%	(125)	15%	(73)	17%	(79)	470
Games every day	15%	(66)	24%	(105)	11%	(51)	35%	(155)	15%	(64)	441
Games frequently	13%	(103)	23%	(183)	17%	(131)	33%	(257)	14%	(112)	786
Games regularly	12%	(125)	21%	(224)	18%	(186)	32%	(337)	17%	(181)	1053
Buys/sells trading cards	24%	(93)	32%	(123)	22%	(85)	11%	(43)	11%	(44)	388
Buys/sells NFTs	37%	(83)	36%	(81)	18%	(40)	5%	(11)	4%	(8)	223
Buys/sells crypto	24%	(94)	36%	(138)	17%	(67)	13%	(50)	9%	(36)	386
Buys/sells NBA	30%	(78)	34%	(88)	21%	(56)	7%	(17)	8%	(21)	260
Buys/sells in-game goods	24%	(115)	30%	(148)	19%	(92)	17%	(81)	10%	(51)	486
Physical collectors	15%	(106)	24%	(177)	18%	(133)	30%	(216)	13%	(94)	726
Avid physical collectors	26%	(55)	35%	(74)	14%	(30)	16%	(33)	9%	(19)	211
Casual physical collectors	10%	(52)	20%	(103)	20%	(102)	36%	(183)	14%	(74)	515
Digital collectors	42%	(89)	38%	(81)	12%	(26)	4%	(10)	3%	(7)	214
Avid digital collectors	52%	(42)	27%	(22)	15%	(12)	4%	(3)	2%	(2)	81
Casual digital collectors	36%	(47)	45%	(59)	11%	(14)	5%	(6)	4%	(5)	132

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	294	13%
	Millennials: 1981-1996	628	29%
	GenXers: 1965-1980	514	23%
	Baby Boomers: 1946-1964	693	32%
	N	2130	
xpid3	PID: Dem (no lean)	859	39%
	PID: Ind (no lean)	701	32%
	PID: Rep (no lean)	640	29%
	N	2200	
xpidGender	PID/Gender: Dem Men	417	19%
	PID/Gender: Dem Women	442	20%
	PID/Gender: Ind Men	338	15%
	PID/Gender: Ind Women	363	17%
	PID/Gender: Rep Men	306	14%
	PID/Gender: Rep Women	333	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	638	29%
	Ideo: Moderate (4)	557	25%
	Ideo: Conservative (5-7)	720	33%
	N	1915	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1092	50%
	Income: 50k-100k	696	32%
	Income: 100k+	411	19%
	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	1016	46%
	All Non-Christian	146	7%
	Atheist	78	4%
	Agnostic/Nothing in particular	566	26%
	Something Else	394	18%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	174	8%
xdemEvang	Evangelical	593	27%
	Non-Evangelical	747	34%
	N	1340	
xdemUsr	Community: Urban	616	28%
	Community: Suburban	1062	48%
	Community: Rural	523	24%
	N	2200	
xdemEmploy	Employ: Private Sector	676	31%
	Employ: Government	148	7%
	Employ: Self-Employed	199	9%
	Employ: Homemaker	105	5%
	Employ: Student	155	7%
	Employ: Retired	488	22%
	Employ: Unemployed	285	13%
	Employ: Other	145	7%
	N	2200	
xdemMilHH1	Military HH: Yes	355	16%
	Military HH: No	1845	84%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	1052	48%
	RD/WT: Wrong Track	1148	52%
	N	2200	
xdemBidenApprove	Biden Job Approve	1228	56%
	Biden Job Disapprove	820	37%
	N	2049	
xdemBidenApprove2	Biden Job Strongly Approve	629	29%
	Biden Job Somewhat Approve	599	27%
	Biden Job Somewhat Disapprove	259	12%
	Biden Job Strongly Disapprove	561	26%
	N	2049	
xdemBidenFav	Favorable of Biden	1225	56%
	Unfavorable of Biden	837	38%
	N	2062	
xdemBidenFavFull	Very Favorable of Biden	670	30%
	Somewhat Favorable of Biden	555	25%
	Somewhat Unfavorable of Biden	226	10%
	Very Unfavorable of Biden	611	28%
	N	2062	
xnr3	#1 Issue: Economy	780	35%
	#1 Issue: Security	341	15%
	#1 Issue: Health Care	314	14%
	#1 Issue: Medicare / Social Security	253	12%
	#1 Issue: Women's Issues	141	6%
	#1 Issue: Education	113	5%
	#1 Issue: Energy	91	4%
	#1 Issue: Other	167	8%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	985	45%
	2020 Vote: Donald Trump	682	31%
	2020 Vote: Other	71	3%
	2020 Vote: Didn't Vote	459	21%
	N	2197	
xsubVote18O	2018 House Vote: Democrat	743	34%
	2018 House Vote: Republican	620	28%
	2018 House Vote: Someone else	58	3%
	N	1421	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	675	31%
	2016 Vote: Donald Trump	676	31%
	2016 Vote: Other	118	5%
	2016 Vote: Didn't Vote	726	33%
	N	2195	
xsubVote14O	Voted in 2014: Yes	1252	57%
	Voted in 2014: No	948	43%
	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 fans	1515	69%
MCSPxdem2	Avid sports fans	630	29%
	Casual sports fans	885	40%
	N	1515	
MCSPxdem3	Gamers	1465	67%
MCSPxdem4	Avid gamers	532	24%
	Casual gamers	933	42%
	N	1465	
MCSPxdem5	Esports fans	623	28%
MCSPxdem6	Avid esports fans	153	7%
	Casual esports fans	470	21%
	N	623	
MCSPxdem7	Games every day	441	20%
MCSPxdem8	Games frequently	786	36%
MCSPxdem9	Games regularly	1053	48%
MCSPxdem10	Buys/sells trading cards	388	18%
MCSPxdem11	Buys/sells NFTs	223	10%
MCSPxdem12	Buys/sells crypto	386	18%
MCSPxdem13	Buys/sells NBA	260	12%
MCSPxdem14	Buys/sells in-game goods	486	22%

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
MCSPxdem15	Physical collectors	726	33%
MCSPxdem16	Avid physical collectors	211	10%
	Casual physical collectors	515	23%
	<i>N</i>	726	
MCSPxdem17	Digital collectors	214	10%
MCSPxdem18	Avid digital collectors	81	4%
	Casual digital collectors	132	6%
	<i>N</i>	214	

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

