



National Tracking Poll #210560
May 12-15, 2021

Crosstabulation Results

Methodology:

This poll was conducted between May 12-May 15, 2021 among a 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 MCSP1_1: *In general, what kind of fan do you consider yourself of the following?
Sports, in general*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	24%	(533)	44%	(966)	32%	(701)	2200
Gender: Male	37%	(394)	42%	(447)	21%	(221)	1062
Gender: Female	12%	(138)	46%	(520)	42%	(480)	1138
Age: 18-34	26%	(173)	40%	(259)	34%	(224)	655
Age: 35-44	33%	(116)	42%	(151)	25%	(90)	358
Age: 45-64	23%	(172)	45%	(340)	32%	(239)	751
Age: 65+	16%	(72)	50%	(216)	34%	(148)	436
GenZers: 1997-2012	18%	(41)	41%	(92)	40%	(90)	223
Millennials: 1981-1996	33%	(222)	40%	(269)	27%	(185)	676
GenXers: 1965-1980	25%	(127)	42%	(210)	33%	(164)	501
Baby Boomers: 1946-1964	18%	(133)	49%	(361)	33%	(246)	740
PID: Dem (no lean)	27%	(240)	47%	(410)	26%	(229)	879
PID: Ind (no lean)	19%	(128)	42%	(288)	40%	(274)	690
PID: Rep (no lean)	26%	(165)	42%	(268)	31%	(197)	631
PID/Gender: Dem Men	42%	(179)	43%	(185)	14%	(62)	425
PID/Gender: Dem Women	13%	(60)	50%	(225)	37%	(168)	453
PID/Gender: Ind Men	29%	(94)	41%	(136)	30%	(99)	328
PID/Gender: Ind Women	9%	(34)	42%	(153)	48%	(175)	362
PID/Gender: Rep Men	39%	(121)	41%	(126)	20%	(60)	308
PID/Gender: Rep Women	14%	(44)	44%	(142)	42%	(137)	323
Ideo: Liberal (1-3)	27%	(178)	45%	(296)	28%	(181)	655
Ideo: Moderate (4)	22%	(132)	45%	(269)	33%	(198)	599
Ideo: Conservative (5-7)	24%	(179)	44%	(323)	32%	(231)	733
Educ: < College	21%	(325)	42%	(631)	37%	(556)	1512
Educ: Bachelors degree	31%	(136)	49%	(217)	20%	(91)	444
Educ: Post-grad	29%	(72)	48%	(118)	22%	(54)	244
Income: Under 50k	19%	(205)	42%	(469)	39%	(436)	1110
Income: 50k-100k	27%	(199)	47%	(340)	26%	(192)	731
Income: 100k+	36%	(129)	44%	(157)	20%	(73)	359

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**Table MCSPI_1: In general, what kind of fan do you consider yourself of the following?
Sports, in general**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	24%	(533)	44%	(966)	32%	(701)	2200
Ethnicity: White	24%	(412)	44%	(749)	33%	(561)	1722
Ethnicity: Hispanic	28%	(96)	40%	(140)	32%	(113)	349
Ethnicity: Black	28%	(78)	42%	(116)	29%	(80)	274
Ethnicity: Other	21%	(43)	49%	(101)	30%	(60)	204
All Christian	26%	(292)	47%	(520)	27%	(294)	1106
All Non-Christian	35%	(42)	47%	(57)	18%	(21)	120
Atheist	20%	(18)	30%	(27)	50%	(44)	90
Agnostic/Nothing in particular	21%	(118)	40%	(220)	39%	(217)	555
Something Else	19%	(63)	43%	(142)	38%	(125)	329
Religious Non-Protestant/Catholic	32%	(45)	44%	(63)	24%	(34)	143
Evangelical	25%	(154)	43%	(262)	32%	(194)	610
Non-Evangelical	24%	(190)	49%	(383)	27%	(210)	783
Community: Urban	32%	(198)	40%	(252)	28%	(176)	625
Community: Suburban	23%	(238)	47%	(489)	29%	(304)	1031
Community: Rural	18%	(97)	41%	(225)	41%	(222)	544
Employ: Private Sector	33%	(231)	45%	(318)	22%	(151)	700
Employ: Government	28%	(39)	51%	(71)	21%	(29)	139
Employ: Self-Employed	30%	(53)	36%	(64)	35%	(62)	178
Employ: Homemaker	11%	(19)	46%	(79)	43%	(75)	173
Employ: Student	17%	(18)	29%	(31)	55%	(58)	107
Employ: Retired	16%	(77)	51%	(248)	33%	(157)	483
Employ: Unemployed	21%	(64)	36%	(111)	43%	(130)	304
Employ: Other	28%	(32)	39%	(45)	33%	(38)	115
Military HH: Yes	22%	(72)	50%	(164)	28%	(93)	329
Military HH: No	25%	(461)	43%	(802)	32%	(608)	1871
RD/WT: Right Direction	28%	(309)	45%	(499)	26%	(291)	1100
RD/WT: Wrong Track	20%	(223)	42%	(467)	37%	(410)	1100
Biden Job Approve	27%	(341)	45%	(565)	28%	(356)	1262
Biden Job Disapprove	20%	(170)	43%	(356)	37%	(304)	829

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**Table MCSP1_1: In general, what kind of fan do you consider yourself of the following?
 Sports, in general**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	24%	(533)	44%	(966)	32%	(701)	2200
Biden Job Strongly Approve	31%	(222)	43%	(305)	25%	(180)	707
Biden Job Somewhat Approve	21%	(119)	47%	(260)	32%	(176)	555
Biden Job Somewhat Disapprove	17%	(39)	47%	(111)	36%	(85)	235
Biden Job Strongly Disapprove	22%	(130)	41%	(245)	37%	(219)	594
Favorable of Biden	27%	(337)	45%	(556)	29%	(356)	1249
Unfavorable of Biden	21%	(173)	43%	(360)	36%	(306)	839
Very Favorable of Biden	29%	(211)	45%	(327)	25%	(183)	721
Somewhat Favorable of Biden	24%	(126)	43%	(230)	33%	(173)	528
Somewhat Unfavorable of Biden	19%	(43)	51%	(115)	30%	(68)	226
Very Unfavorable of Biden	21%	(130)	40%	(245)	39%	(238)	613
#1 Issue: Economy	29%	(246)	40%	(337)	30%	(253)	836
#1 Issue: Security	18%	(58)	51%	(160)	31%	(98)	315
#1 Issue: Health Care	32%	(103)	46%	(152)	22%	(72)	327
#1 Issue: Medicare / Social Security	15%	(40)	43%	(109)	42%	(108)	257
#1 Issue: Women's Issues	13%	(12)	51%	(48)	35%	(33)	94
#1 Issue: Education	31%	(30)	41%	(40)	27%	(26)	97
#1 Issue: Energy	22%	(27)	48%	(61)	30%	(38)	126
#1 Issue: Other	11%	(16)	40%	(59)	49%	(73)	148
2020 Vote: Joe Biden	27%	(278)	47%	(471)	26%	(263)	1012
2020 Vote: Donald Trump	25%	(172)	43%	(288)	32%	(218)	678
2020 Vote: Other	15%	(11)	47%	(33)	38%	(26)	70
2020 Vote: Didn't Vote	16%	(72)	40%	(174)	44%	(194)	440
2018 House Vote: Democrat	28%	(218)	47%	(357)	25%	(191)	766
2018 House Vote: Republican	25%	(143)	46%	(266)	30%	(172)	580
2018 House Vote: Someone else	16%	(11)	41%	(28)	43%	(29)	68
2016 Vote: Hillary Clinton	28%	(196)	48%	(338)	25%	(173)	707
2016 Vote: Donald Trump	26%	(175)	44%	(300)	30%	(208)	682
2016 Vote: Other	22%	(30)	44%	(61)	34%	(46)	137
2016 Vote: Didn't Vote	20%	(131)	40%	(267)	41%	(272)	670
Voted in 2014: Yes	28%	(351)	46%	(587)	26%	(331)	1269
Voted in 2014: No	20%	(182)	41%	(379)	40%	(370)	931

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**Table MCSPI_1: In general, what kind of fan do you consider yourself of the following?
Sports, in general**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	24%	(533)	44%	(966)	32%	(701)	2200
4-Region: Northeast	26%	(104)	39%	(154)	34%	(135)	394
4-Region: Midwest	26%	(118)	46%	(215)	28%	(129)	462
4-Region: South	24%	(198)	44%	(359)	32%	(267)	824
4-Region: West	22%	(112)	46%	(238)	33%	(170)	520
Sports Fans	36%	(533)	64%	(966)	—	(0)	1499
Avid Sports Fans	100%	(533)	—	(0)	—	(0)	533
Casual Sports Fans	—	(0)	100%	(966)	—	(0)	966
Male and Sports Fans	47%	(394)	53%	(447)	—	(0)	841
Female and Sports Fans	21%	(138)	79%	(520)	—	(0)	658
Fans of Men's Sports	32%	(522)	54%	(873)	14%	(234)	1629
Fans of Women's Sports	38%	(447)	50%	(580)	12%	(138)	1165
Avid Fans of Women's Sports	58%	(262)	36%	(161)	7%	(31)	455
Gen Z Sports Fans	31%	(41)	69%	(92)	—	(0)	133
Millennial Sports Fans	45%	(222)	55%	(269)	—	(0)	491
Gen X Sports Fans	38%	(127)	62%	(210)	—	(0)	337
Boomer Sports Fans	27%	(133)	73%	(361)	—	(0)	494
NBA Fans	42%	(427)	51%	(522)	7%	(73)	1022
Avid NBA Fans	71%	(276)	26%	(101)	2%	(9)	387
Casual NBA Fans	24%	(151)	66%	(420)	10%	(64)	635

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

**Table MCSP1_2: In general, what kind of fan do you consider yourself of the following?
WNBA (Women's National Basketball Association)**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(162)	19%	(426)	73%	(1612)	2200
Gender: Male	10%	(111)	21%	(224)	68%	(726)	1062
Gender: Female	4%	(51)	18%	(202)	78%	(885)	1138
Age: 18-34	14%	(93)	26%	(170)	60%	(392)	655
Age: 35-44	13%	(46)	21%	(74)	67%	(238)	358
Age: 45-64	2%	(16)	16%	(118)	82%	(617)	751
Age: 65+	2%	(7)	15%	(65)	84%	(364)	436
GenZers: 1997-2012	9%	(20)	29%	(65)	62%	(139)	223
Millennials: 1981-1996	16%	(110)	25%	(166)	59%	(400)	676
GenXers: 1965-1980	4%	(20)	13%	(65)	83%	(416)	501
Baby Boomers: 1946-1964	2%	(11)	16%	(118)	83%	(611)	740
PID: Dem (no lean)	11%	(97)	24%	(210)	65%	(572)	879
PID: Ind (no lean)	6%	(41)	18%	(126)	76%	(524)	690
PID: Rep (no lean)	4%	(24)	14%	(91)	82%	(516)	631
PID/Gender: Dem Men	16%	(67)	25%	(105)	59%	(253)	425
PID/Gender: Dem Women	6%	(29)	23%	(105)	70%	(319)	453
PID/Gender: Ind Men	7%	(24)	17%	(55)	76%	(249)	328
PID/Gender: Ind Women	5%	(17)	20%	(71)	76%	(274)	362
PID/Gender: Rep Men	6%	(20)	21%	(64)	73%	(224)	308
PID/Gender: Rep Women	1%	(5)	8%	(27)	90%	(292)	323
Ideo: Liberal (1-3)	10%	(66)	25%	(165)	65%	(425)	655
Ideo: Moderate (4)	7%	(44)	19%	(113)	74%	(442)	599
Ideo: Conservative (5-7)	5%	(39)	14%	(104)	80%	(590)	733
Educ: < College	6%	(96)	17%	(263)	76%	(1154)	1512
Educ: Bachelors degree	9%	(40)	22%	(97)	69%	(306)	444
Educ: Post-grad	11%	(26)	27%	(66)	62%	(152)	244
Income: Under 50k	5%	(56)	18%	(201)	77%	(853)	1110
Income: 50k-100k	9%	(65)	20%	(149)	71%	(517)	731
Income: 100k+	12%	(41)	21%	(77)	67%	(241)	359
Ethnicity: White	6%	(98)	17%	(288)	78%	(1335)	1722
Ethnicity: Hispanic	8%	(29)	28%	(97)	64%	(223)	349
Ethnicity: Black	19%	(51)	31%	(84)	51%	(139)	274

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**Table MCSPI_2: In general, what kind of fan do you consider yourself of the following?
WNBA (Women's National Basketball Association)**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(162)	19%	(426)	73%	(1612)	2200
Ethnicity: Other	6%	(13)	27%	(54)	67%	(137)	204
All Christian	6%	(69)	20%	(222)	74%	(815)	1106
All Non-Christian	20%	(24)	28%	(33)	53%	(63)	120
Atheist	2%	(2)	21%	(19)	77%	(69)	90
Agnostic/Nothing in particular	7%	(38)	16%	(87)	77%	(430)	555
Something Else	9%	(29)	20%	(66)	71%	(234)	329
Religious Non-Protestant/Catholic	20%	(29)	24%	(35)	55%	(79)	143
Evangelical	10%	(62)	21%	(127)	69%	(421)	610
Non-Evangelical	4%	(30)	19%	(150)	77%	(603)	783
Community: Urban	15%	(93)	25%	(153)	61%	(379)	625
Community: Suburban	4%	(38)	19%	(191)	78%	(802)	1031
Community: Rural	6%	(30)	15%	(82)	79%	(431)	544
Employ: Private Sector	8%	(55)	21%	(144)	71%	(500)	700
Employ: Government	21%	(29)	21%	(29)	59%	(82)	139
Employ: Self-Employed	16%	(29)	21%	(37)	63%	(112)	178
Employ: Homemaker	4%	(7)	17%	(30)	79%	(137)	173
Employ: Student	8%	(9)	30%	(32)	62%	(66)	107
Employ: Retired	2%	(8)	15%	(73)	83%	(402)	483
Employ: Unemployed	6%	(17)	19%	(58)	75%	(229)	304
Employ: Other	6%	(7)	21%	(24)	73%	(84)	115
Military HH: Yes	6%	(21)	18%	(58)	76%	(250)	329
Military HH: No	8%	(141)	20%	(368)	73%	(1361)	1871
RD/WT: Right Direction	11%	(120)	25%	(278)	64%	(702)	1100
RD/WT: Wrong Track	4%	(42)	14%	(149)	83%	(910)	1100
Biden Job Approve	10%	(127)	24%	(297)	66%	(838)	1262
Biden Job Disapprove	3%	(29)	12%	(103)	84%	(697)	829
Biden Job Strongly Approve	14%	(100)	23%	(159)	63%	(448)	707
Biden Job Somewhat Approve	5%	(27)	25%	(138)	70%	(390)	555
Biden Job Somewhat Disapprove	6%	(13)	16%	(38)	78%	(184)	235
Biden Job Strongly Disapprove	3%	(16)	11%	(65)	86%	(513)	594

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**Table MCSP1_2: In general, what kind of fan do you consider yourself of the following?
 WNBA (Women's National Basketball Association)**

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	7% (162)	19% (426)	73% (1612)	2200
Favorable of Biden	9% (117)	23% (293)	67% (839)	1249
Unfavorable of Biden	5% (38)	12% (98)	84% (703)	839
Very Favorable of Biden	12% (84)	24% (176)	64% (462)	721
Somewhat Favorable of Biden	6% (33)	22% (117)	71% (377)	528
Somewhat Unfavorable of Biden	4% (10)	19% (42)	77% (174)	226
Very Unfavorable of Biden	5% (28)	9% (56)	86% (529)	613
#1 Issue: Economy	8% (68)	18% (153)	74% (614)	836
#1 Issue: Security	3% (9)	18% (56)	79% (250)	315
#1 Issue: Health Care	10% (34)	25% (83)	64% (210)	327
#1 Issue: Medicare / Social Security	5% (12)	17% (44)	78% (201)	257
#1 Issue: Women's Issues	19% (18)	15% (14)	66% (62)	94
#1 Issue: Education	1% (1)	31% (30)	67% (66)	97
#1 Issue: Energy	13% (16)	20% (25)	67% (85)	126
#1 Issue: Other	2% (3)	15% (22)	83% (123)	148
2020 Vote: Joe Biden	10% (97)	25% (252)	65% (663)	1012
2020 Vote: Donald Trump	4% (25)	13% (89)	83% (564)	678
2020 Vote: Other	9% (6)	7% (5)	84% (58)	70
2020 Vote: Didn't Vote	8% (34)	18% (81)	74% (325)	440
2018 House Vote: Democrat	9% (68)	25% (194)	66% (503)	766
2018 House Vote: Republican	5% (27)	12% (71)	83% (482)	580
2018 House Vote: Someone else	10% (7)	10% (7)	80% (54)	68
2016 Vote: Hillary Clinton	10% (72)	26% (185)	64% (451)	707
2016 Vote: Donald Trump	5% (34)	12% (85)	83% (563)	682
2016 Vote: Other	5% (7)	17% (23)	78% (107)	137
2016 Vote: Didn't Vote	7% (48)	20% (132)	73% (489)	670
Voted in 2014: Yes	8% (100)	20% (253)	72% (917)	1269
Voted in 2014: No	7% (62)	19% (174)	75% (695)	931
4-Region: Northeast	10% (40)	16% (63)	74% (290)	394
4-Region: Midwest	5% (21)	18% (84)	77% (357)	462
4-Region: South	7% (56)	19% (156)	74% (612)	824
4-Region: West	9% (44)	24% (123)	68% (352)	520

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**Table MCSPI_2: In general, what kind of fan do you consider yourself of the following?
WNBA (Women's National Basketball Association)**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(162)	19%	(426)	73%	(1612)	2200
Sports Fans	10%	(147)	27%	(407)	63%	(945)	1499
Avid Sports Fans	22%	(116)	30%	(161)	48%	(256)	533
Casual Sports Fans	3%	(31)	25%	(246)	71%	(689)	966
Male and Sports Fans	12%	(102)	26%	(221)	62%	(518)	841
Female and Sports Fans	7%	(45)	28%	(186)	65%	(427)	658
Fans of Men's Sports	10%	(162)	26%	(422)	64%	(1045)	1629
Fans of Women's Sports	14%	(162)	37%	(426)	50%	(577)	1165
Avid Fans of Women's Sports	36%	(162)	33%	(150)	31%	(142)	455
Gen Z Sports Fans	12%	(15)	43%	(57)	45%	(60)	133
Millennial Sports Fans	20%	(99)	33%	(162)	47%	(230)	491
Gen X Sports Fans	6%	(20)	18%	(60)	76%	(257)	337
Boomer Sports Fans	2%	(11)	23%	(116)	74%	(367)	494
NBA Fans	15%	(155)	37%	(379)	48%	(488)	1022
Avid NBA Fans	30%	(114)	35%	(135)	36%	(137)	387
Casual NBA Fans	6%	(40)	38%	(244)	55%	(351)	635

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

**Table MCSP1_3: In general, what kind of fan do you consider yourself of the following?
NBA (National Basketball Association)**

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	18% (387)	29% (635)	54% (1178)	2200
Gender: Male	26% (279)	31% (327)	43% (455)	1062
Gender: Female	9% (107)	27% (308)	63% (723)	1138
Age: 18-34	24% (156)	34% (220)	43% (279)	655
Age: 35-44	33% (118)	29% (102)	38% (137)	358
Age: 45-64	10% (77)	27% (203)	63% (471)	751
Age: 65+	8% (35)	25% (110)	67% (292)	436
GenZers: 1997-2012	21% (46)	32% (70)	48% (107)	223
Millennials: 1981-1996	29% (196)	33% (222)	38% (258)	676
GenXers: 1965-1980	15% (74)	25% (124)	60% (303)	501
Baby Boomers: 1946-1964	9% (67)	27% (200)	64% (474)	740
PID: Dem (no lean)	25% (216)	31% (273)	44% (390)	879
PID: Ind (no lean)	13% (88)	31% (216)	56% (387)	690
PID: Rep (no lean)	13% (83)	23% (147)	64% (401)	631
PID/Gender: Dem Men	35% (151)	33% (139)	32% (135)	425
PID/Gender: Dem Women	14% (65)	29% (133)	56% (255)	453
PID/Gender: Ind Men	19% (61)	30% (100)	51% (168)	328
PID/Gender: Ind Women	8% (27)	32% (116)	60% (219)	362
PID/Gender: Rep Men	22% (68)	29% (88)	49% (152)	308
PID/Gender: Rep Women	5% (15)	18% (59)	77% (249)	323
Ideo: Liberal (1-3)	25% (161)	31% (200)	45% (295)	655
Ideo: Moderate (4)	16% (96)	31% (184)	53% (320)	599
Ideo: Conservative (5-7)	14% (106)	26% (189)	60% (439)	733
Educ: < College	15% (230)	27% (405)	58% (877)	1512
Educ: Bachelors degree	23% (104)	33% (148)	43% (192)	444
Educ: Post-grad	22% (53)	34% (83)	45% (109)	244
Income: Under 50k	14% (155)	28% (308)	58% (647)	1110
Income: 50k-100k	19% (139)	29% (216)	51% (376)	731
Income: 100k+	26% (92)	31% (112)	43% (156)	359
Ethnicity: White	14% (247)	27% (469)	58% (1006)	1722
Ethnicity: Hispanic	25% (86)	35% (122)	41% (142)	349
Ethnicity: Black	35% (96)	35% (95)	30% (84)	274

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**Table MCSPI_3: In general, what kind of fan do you consider yourself of the following?
NBA (National Basketball Association)**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	18%	(387)	29%	(635)	54%	(1178)	2200
Ethnicity: Other	22%	(44)	35%	(72)	43%	(88)	204
All Christian	17%	(191)	29%	(321)	54%	(594)	1106
All Non-Christian	32%	(38)	36%	(43)	32%	(39)	120
Atheist	17%	(15)	15%	(14)	68%	(61)	90
Agnostic/Nothing in particular	17%	(95)	24%	(134)	59%	(327)	555
Something Else	15%	(48)	37%	(123)	48%	(158)	329
Religious Non-Protestant/Catholic	28%	(39)	38%	(54)	34%	(49)	143
Evangelical	18%	(107)	30%	(183)	52%	(319)	610
Non-Evangelical	16%	(127)	31%	(245)	52%	(411)	783
Community: Urban	28%	(175)	32%	(198)	40%	(252)	625
Community: Suburban	14%	(141)	31%	(322)	55%	(568)	1031
Community: Rural	13%	(71)	21%	(116)	66%	(358)	544
Employ: Private Sector	24%	(166)	31%	(217)	45%	(317)	700
Employ: Government	27%	(37)	31%	(43)	42%	(58)	139
Employ: Self-Employed	23%	(42)	30%	(54)	46%	(82)	178
Employ: Homemaker	9%	(15)	23%	(40)	68%	(118)	173
Employ: Student	22%	(23)	30%	(32)	49%	(52)	107
Employ: Retired	6%	(30)	26%	(126)	68%	(326)	483
Employ: Unemployed	17%	(51)	28%	(85)	55%	(168)	304
Employ: Other	19%	(22)	32%	(37)	49%	(56)	115
Military HH: Yes	9%	(31)	24%	(80)	66%	(218)	329
Military HH: No	19%	(356)	30%	(555)	51%	(960)	1871
RD/WT: Right Direction	24%	(259)	33%	(359)	44%	(481)	1100
RD/WT: Wrong Track	12%	(128)	25%	(276)	63%	(697)	1100
Biden Job Approve	23%	(291)	32%	(407)	45%	(564)	1262
Biden Job Disapprove	10%	(81)	23%	(192)	67%	(557)	829
Biden Job Strongly Approve	26%	(184)	31%	(222)	43%	(302)	707
Biden Job Somewhat Approve	19%	(107)	33%	(185)	47%	(263)	555
Biden Job Somewhat Disapprove	10%	(24)	30%	(70)	60%	(142)	235
Biden Job Strongly Disapprove	10%	(57)	21%	(122)	70%	(415)	594

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**Table MCSP1_3: In general, what kind of fan do you consider yourself of the following?
NBA (National Basketball Association)**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	18%	(387)	29%	(635)	54%	(1178)	2200
Favorable of Biden	23%	(286)	31%	(388)	46%	(575)	1249
Unfavorable of Biden	11%	(88)	24%	(204)	65%	(547)	839
Very Favorable of Biden	27%	(197)	30%	(218)	42%	(306)	721
Somewhat Favorable of Biden	17%	(88)	32%	(170)	51%	(269)	528
Somewhat Unfavorable of Biden	13%	(30)	34%	(76)	53%	(120)	226
Very Unfavorable of Biden	10%	(58)	21%	(128)	70%	(427)	613
#1 Issue: Economy	22%	(182)	29%	(241)	49%	(413)	836
#1 Issue: Security	16%	(49)	21%	(67)	63%	(200)	315
#1 Issue: Health Care	24%	(79)	35%	(115)	41%	(134)	327
#1 Issue: Medicare / Social Security	7%	(17)	30%	(76)	64%	(164)	257
#1 Issue: Women's Issues	14%	(13)	36%	(33)	51%	(48)	94
#1 Issue: Education	15%	(15)	34%	(33)	51%	(49)	97
#1 Issue: Energy	16%	(20)	34%	(43)	49%	(62)	126
#1 Issue: Other	8%	(12)	18%	(27)	74%	(109)	148
2020 Vote: Joe Biden	25%	(251)	32%	(324)	43%	(437)	1012
2020 Vote: Donald Trump	11%	(74)	24%	(165)	65%	(438)	678
2020 Vote: Other	9%	(6)	36%	(25)	55%	(38)	70
2020 Vote: Didn't Vote	13%	(55)	27%	(121)	60%	(264)	440
2018 House Vote: Democrat	23%	(179)	33%	(256)	43%	(331)	766
2018 House Vote: Republican	14%	(81)	22%	(126)	64%	(373)	580
2018 House Vote: Someone else	4%	(3)	33%	(22)	63%	(43)	68
2016 Vote: Hillary Clinton	26%	(184)	32%	(228)	42%	(296)	707
2016 Vote: Donald Trump	13%	(91)	24%	(164)	63%	(428)	682
2016 Vote: Other	9%	(12)	39%	(53)	52%	(71)	137
2016 Vote: Didn't Vote	15%	(99)	28%	(188)	57%	(383)	670
Voted in 2014: Yes	19%	(243)	29%	(368)	52%	(658)	1269
Voted in 2014: No	15%	(144)	29%	(267)	56%	(520)	931
4-Region: Northeast	21%	(84)	26%	(104)	52%	(206)	394
4-Region: Midwest	13%	(58)	33%	(153)	54%	(251)	462
4-Region: South	18%	(149)	27%	(221)	55%	(454)	824
4-Region: West	18%	(96)	30%	(157)	51%	(267)	520

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**Table MCSP1_3: In general, what kind of fan do you consider yourself of the following?
NBA (National Basketball Association)**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	18%	(387)	29%	(635)	54%	(1178)	2200
Sports Fans	25%	(378)	38%	(571)	37%	(550)	1499
Avid Sports Fans	52%	(276)	28%	(151)	20%	(106)	533
Casual Sports Fans	11%	(101)	44%	(420)	46%	(444)	966
Male and Sports Fans	33%	(274)	36%	(303)	31%	(264)	841
Female and Sports Fans	16%	(103)	41%	(268)	44%	(286)	658
Fans of Men's Sports	24%	(387)	39%	(635)	37%	(607)	1629
Fans of Women's Sports	28%	(327)	40%	(463)	32%	(376)	1165
Avid Fans of Women's Sports	47%	(215)	30%	(136)	23%	(104)	455
Gen Z Sports Fans	35%	(46)	41%	(54)	25%	(33)	133
Millennial Sports Fans	39%	(191)	39%	(191)	22%	(109)	491
Gen X Sports Fans	21%	(71)	35%	(117)	44%	(149)	337
Boomer Sports Fans	13%	(65)	39%	(191)	48%	(237)	494
NBA Fans	38%	(387)	62%	(635)	—	(0)	1022
Avid NBA Fans	100%	(387)	—	(0)	—	(0)	387
Casual NBA Fans	—	(0)	100%	(635)	—	(0)	635

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

Table MCSP1_4: In general, what kind of fan do you consider yourself of the following?
 NWSL (National Women's Soccer League)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(141)	15%	(328)	79%	(1731)	2200
Gender: Male	9%	(100)	16%	(169)	75%	(793)	1062
Gender: Female	4%	(41)	14%	(159)	82%	(938)	1138
Age: 18-34	12%	(78)	18%	(120)	70%	(457)	655
Age: 35-44	11%	(41)	19%	(68)	70%	(249)	358
Age: 45-64	2%	(16)	13%	(95)	85%	(640)	751
Age: 65+	1%	(6)	10%	(45)	88%	(385)	436
GenZers: 1997-2012	7%	(17)	19%	(42)	74%	(165)	223
Millennials: 1981-1996	14%	(95)	19%	(127)	67%	(453)	676
GenXers: 1965-1980	3%	(17)	14%	(72)	82%	(412)	501
Baby Boomers: 1946-1964	1%	(11)	11%	(83)	87%	(647)	740
PID: Dem (no lean)	10%	(89)	20%	(172)	70%	(618)	879
PID: Ind (no lean)	5%	(33)	12%	(85)	83%	(572)	690
PID: Rep (no lean)	3%	(19)	11%	(72)	86%	(540)	631
PID/Gender: Dem Men	15%	(64)	20%	(85)	65%	(276)	425
PID/Gender: Dem Women	5%	(25)	19%	(86)	75%	(342)	453
PID/Gender: Ind Men	6%	(21)	12%	(38)	82%	(270)	328
PID/Gender: Ind Women	4%	(13)	13%	(47)	84%	(303)	362
PID/Gender: Rep Men	5%	(15)	15%	(45)	80%	(247)	308
PID/Gender: Rep Women	1%	(4)	8%	(26)	91%	(293)	323
Ideo: Liberal (1-3)	9%	(60)	21%	(134)	70%	(460)	655
Ideo: Moderate (4)	6%	(38)	15%	(89)	79%	(472)	599
Ideo: Conservative (5-7)	4%	(28)	11%	(79)	85%	(626)	733
Educ: < College	5%	(74)	12%	(174)	84%	(1264)	1512
Educ: Bachelors degree	8%	(38)	21%	(92)	71%	(314)	444
Educ: Post-grad	12%	(30)	25%	(62)	63%	(153)	244
Income: Under 50k	5%	(51)	12%	(130)	84%	(928)	1110
Income: 50k-100k	7%	(50)	16%	(119)	77%	(562)	731
Income: 100k+	11%	(40)	22%	(79)	67%	(240)	359
Ethnicity: White	6%	(103)	14%	(234)	80%	(1384)	1722
Ethnicity: Hispanic	12%	(40)	21%	(73)	68%	(236)	349
Ethnicity: Black	9%	(25)	18%	(50)	73%	(199)	274

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Table MCSPI_4: In general, what kind of fan do you consider yourself of the following?
NWSL (National Women's Soccer League)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(141)	15%	(328)	79%	(1731)	2200
Ethnicity: Other	6%	(13)	21%	(44)	72%	(147)	204
All Christian	6%	(71)	16%	(173)	78%	(863)	1106
All Non-Christian	20%	(24)	24%	(28)	57%	(68)	120
Atheist	3%	(3)	10%	(9)	87%	(78)	90
Agnostic/Nothing in particular	6%	(36)	12%	(67)	81%	(452)	555
Something Else	3%	(8)	15%	(51)	82%	(270)	329
Religious Non-Protestant/Catholic	19%	(26)	23%	(33)	58%	(83)	143
Evangelical	8%	(51)	16%	(100)	75%	(459)	610
Non-Evangelical	3%	(24)	14%	(113)	82%	(645)	783
Community: Urban	13%	(82)	17%	(106)	70%	(437)	625
Community: Suburban	4%	(41)	15%	(152)	81%	(838)	1031
Community: Rural	3%	(18)	13%	(70)	84%	(456)	544
Employ: Private Sector	8%	(59)	19%	(131)	73%	(510)	700
Employ: Government	14%	(20)	14%	(20)	71%	(99)	139
Employ: Self-Employed	11%	(20)	21%	(37)	68%	(120)	178
Employ: Homemaker	4%	(7)	9%	(15)	87%	(151)	173
Employ: Student	5%	(6)	14%	(15)	81%	(87)	107
Employ: Retired	1%	(4)	12%	(56)	88%	(423)	483
Employ: Unemployed	8%	(23)	10%	(32)	82%	(249)	304
Employ: Other	2%	(2)	19%	(22)	79%	(91)	115
Military HH: Yes	6%	(20)	12%	(39)	82%	(270)	329
Military HH: No	6%	(121)	15%	(289)	78%	(1460)	1871
RD/WT: Right Direction	10%	(108)	19%	(204)	72%	(787)	1100
RD/WT: Wrong Track	3%	(33)	11%	(124)	86%	(944)	1100
Biden Job Approve	9%	(114)	18%	(231)	73%	(916)	1262
Biden Job Disapprove	2%	(17)	10%	(85)	88%	(728)	829
Biden Job Strongly Approve	13%	(90)	19%	(133)	69%	(485)	707
Biden Job Somewhat Approve	4%	(25)	18%	(99)	78%	(432)	555
Biden Job Somewhat Disapprove	4%	(9)	14%	(34)	82%	(193)	235
Biden Job Strongly Disapprove	1%	(8)	9%	(51)	90%	(535)	594

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**Table MCSP1_4: In general, what kind of fan do you consider yourself of the following?
 NWSL (National Women's Soccer League)**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(141)	15%	(328)	79%	(1731)	2200
Favorable of Biden	9%	(110)	18%	(226)	73%	(914)	1249
Unfavorable of Biden	3%	(27)	9%	(76)	88%	(736)	839
Very Favorable of Biden	11%	(81)	18%	(133)	70%	(507)	721
Somewhat Favorable of Biden	5%	(28)	18%	(93)	77%	(407)	528
Somewhat Unfavorable of Biden	5%	(11)	13%	(30)	82%	(185)	226
Very Unfavorable of Biden	3%	(16)	7%	(46)	90%	(551)	613
#1 Issue: Economy	6%	(53)	15%	(126)	79%	(656)	836
#1 Issue: Security	5%	(15)	13%	(41)	82%	(260)	315
#1 Issue: Health Care	12%	(38)	17%	(55)	72%	(234)	327
#1 Issue: Medicare / Social Security	4%	(10)	9%	(22)	87%	(225)	257
#1 Issue: Women's Issues	14%	(13)	12%	(11)	74%	(69)	94
#1 Issue: Education	1%	(1)	21%	(20)	78%	(76)	97
#1 Issue: Energy	6%	(8)	27%	(35)	66%	(84)	126
#1 Issue: Other	2%	(3)	12%	(17)	86%	(128)	148
2020 Vote: Joe Biden	9%	(92)	19%	(193)	72%	(728)	1012
2020 Vote: Donald Trump	2%	(16)	11%	(74)	87%	(588)	678
2020 Vote: Other	3%	(2)	13%	(9)	84%	(59)	70
2020 Vote: Didn't Vote	7%	(32)	12%	(53)	81%	(355)	440
2018 House Vote: Democrat	9%	(72)	21%	(163)	69%	(532)	766
2018 House Vote: Republican	3%	(17)	10%	(61)	87%	(503)	580
2018 House Vote: Someone else	5%	(3)	19%	(13)	76%	(52)	68
2016 Vote: Hillary Clinton	9%	(62)	20%	(145)	71%	(501)	707
2016 Vote: Donald Trump	4%	(26)	10%	(69)	86%	(587)	682
2016 Vote: Other	3%	(4)	13%	(18)	84%	(115)	137
2016 Vote: Didn't Vote	7%	(50)	14%	(95)	78%	(525)	670
Voted in 2014: Yes	6%	(81)	17%	(210)	77%	(978)	1269
Voted in 2014: No	7%	(61)	13%	(118)	81%	(752)	931
4-Region: Northeast	9%	(36)	13%	(53)	78%	(305)	394
4-Region: Midwest	4%	(20)	11%	(49)	85%	(393)	462
4-Region: South	6%	(46)	16%	(128)	79%	(651)	824
4-Region: West	8%	(40)	19%	(99)	73%	(381)	520

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Table MCSP1_4: In general, what kind of fan do you consider yourself of the following?
NWSL (National Women's Soccer League)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(141)	15%	(328)	79%	(1731)	2200
Sports Fans	9%	(130)	20%	(304)	71%	(1065)	1499
Avid Sports Fans	17%	(88)	24%	(128)	59%	(316)	533
Casual Sports Fans	4%	(42)	18%	(176)	77%	(749)	966
Male and Sports Fans	11%	(95)	19%	(160)	70%	(586)	841
Female and Sports Fans	5%	(35)	22%	(144)	73%	(479)	658
Fans of Men's Sports	9%	(141)	20%	(320)	72%	(1167)	1629
Fans of Women's Sports	12%	(141)	28%	(328)	60%	(696)	1165
Avid Fans of Women's Sports	31%	(141)	26%	(120)	43%	(193)	455
Gen Z Sports Fans	10%	(14)	26%	(34)	64%	(85)	133
Millennial Sports Fans	18%	(89)	24%	(120)	58%	(283)	491
Gen X Sports Fans	5%	(16)	19%	(64)	76%	(257)	337
Boomer Sports Fans	2%	(10)	17%	(82)	81%	(402)	494
NBA Fans	12%	(119)	25%	(255)	63%	(648)	1022
Avid NBA Fans	22%	(87)	24%	(94)	53%	(206)	387
Casual NBA Fans	5%	(33)	25%	(160)	70%	(442)	635

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

**Table MCSP1_5: In general, what kind of fan do you consider yourself of the following?
 MLS (Major League Soccer)**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(170)	20%	(443)	72%	(1588)	2200
Gender: Male	12%	(126)	23%	(248)	65%	(688)	1062
Gender: Female	4%	(44)	17%	(195)	79%	(899)	1138
Age: 18-34	13%	(88)	24%	(160)	62%	(407)	655
Age: 35-44	15%	(55)	24%	(87)	61%	(216)	358
Age: 45-64	3%	(23)	17%	(128)	80%	(599)	751
Age: 65+	1%	(4)	15%	(67)	84%	(365)	436
GenZers: 1997-2012	9%	(20)	26%	(57)	65%	(145)	223
Millennials: 1981-1996	17%	(113)	24%	(160)	60%	(403)	676
GenXers: 1965-1980	5%	(24)	19%	(97)	76%	(380)	501
Baby Boomers: 1946-1964	1%	(11)	16%	(121)	82%	(608)	740
PID: Dem (no lean)	12%	(102)	22%	(192)	66%	(584)	879
PID: Ind (no lean)	6%	(43)	17%	(116)	77%	(531)	690
PID: Rep (no lean)	4%	(25)	21%	(134)	75%	(472)	631
PID/Gender: Dem Men	20%	(83)	22%	(95)	58%	(247)	425
PID/Gender: Dem Women	4%	(19)	21%	(97)	74%	(337)	453
PID/Gender: Ind Men	8%	(26)	17%	(56)	75%	(247)	328
PID/Gender: Ind Women	5%	(18)	16%	(60)	79%	(285)	362
PID/Gender: Rep Men	6%	(17)	31%	(96)	63%	(194)	308
PID/Gender: Rep Women	2%	(7)	12%	(38)	86%	(278)	323
Ideo: Liberal (1-3)	10%	(67)	23%	(152)	67%	(436)	655
Ideo: Moderate (4)	8%	(49)	19%	(115)	73%	(435)	599
Ideo: Conservative (5-7)	5%	(36)	19%	(141)	76%	(556)	733
Educ: < College	5%	(80)	17%	(260)	78%	(1172)	1512
Educ: Bachelors degree	13%	(57)	25%	(113)	62%	(274)	444
Educ: Post-grad	14%	(33)	29%	(70)	58%	(141)	244
Income: Under 50k	5%	(52)	16%	(176)	79%	(881)	1110
Income: 50k-100k	9%	(62)	24%	(173)	68%	(495)	731
Income: 100k+	15%	(55)	26%	(93)	59%	(211)	359
Ethnicity: White	7%	(129)	19%	(319)	74%	(1273)	1722
Ethnicity: Hispanic	13%	(45)	33%	(116)	54%	(189)	349
Ethnicity: Black	10%	(26)	21%	(58)	69%	(190)	274

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Table MCSPI_5: In general, what kind of fan do you consider yourself of the following?
MLS (Major League Soccer)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(170)	20%	(443)	72%	(1588)	2200
Ethnicity: Other	7%	(15)	32%	(66)	61%	(124)	204
All Christian	9%	(95)	22%	(239)	70%	(772)	1106
All Non-Christian	20%	(24)	24%	(29)	56%	(67)	120
Atheist	3%	(3)	16%	(14)	81%	(73)	90
Agnostic/Nothing in particular	6%	(34)	15%	(85)	79%	(437)	555
Something Else	5%	(15)	23%	(74)	73%	(239)	329
Religious Non-Protestant/Catholic	18%	(26)	24%	(35)	57%	(82)	143
Evangelical	10%	(62)	22%	(135)	68%	(412)	610
Non-Evangelical	5%	(40)	22%	(169)	73%	(574)	783
Community: Urban	15%	(92)	21%	(130)	65%	(404)	625
Community: Suburban	5%	(54)	22%	(222)	73%	(754)	1031
Community: Rural	4%	(24)	17%	(91)	79%	(430)	544
Employ: Private Sector	11%	(76)	29%	(202)	60%	(423)	700
Employ: Government	17%	(24)	17%	(24)	66%	(91)	139
Employ: Self-Employed	13%	(23)	24%	(42)	63%	(113)	178
Employ: Homemaker	2%	(4)	10%	(17)	88%	(153)	173
Employ: Student	11%	(12)	25%	(27)	64%	(69)	107
Employ: Retired	1%	(4)	15%	(70)	85%	(409)	483
Employ: Unemployed	8%	(26)	13%	(39)	79%	(240)	304
Employ: Other	1%	(2)	20%	(23)	79%	(91)	115
Military HH: Yes	6%	(20)	17%	(57)	77%	(252)	329
Military HH: No	8%	(150)	21%	(386)	71%	(1335)	1871
RD/WT: Right Direction	12%	(129)	23%	(249)	66%	(722)	1100
RD/WT: Wrong Track	4%	(41)	18%	(194)	79%	(866)	1100
Biden Job Approve	11%	(141)	22%	(281)	67%	(840)	1262
Biden Job Disapprove	2%	(19)	18%	(147)	80%	(663)	829
Biden Job Strongly Approve	14%	(99)	22%	(158)	64%	(451)	707
Biden Job Somewhat Approve	8%	(43)	22%	(123)	70%	(389)	555
Biden Job Somewhat Disapprove	4%	(10)	19%	(44)	77%	(182)	235
Biden Job Strongly Disapprove	2%	(9)	17%	(104)	81%	(481)	594

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**Table MCSP1_5: In general, what kind of fan do you consider yourself of the following?
 MLS (Major League Soccer)**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(170)	20%	(443)	72%	(1588)	2200
Favorable of Biden	11%	(137)	22%	(277)	67%	(834)	1249
Unfavorable of Biden	3%	(24)	17%	(146)	80%	(669)	839
Very Favorable of Biden	13%	(95)	20%	(147)	66%	(479)	721
Somewhat Favorable of Biden	8%	(42)	25%	(130)	67%	(356)	528
Somewhat Unfavorable of Biden	4%	(9)	20%	(45)	76%	(171)	226
Very Unfavorable of Biden	2%	(15)	16%	(100)	81%	(498)	613
#1 Issue: Economy	10%	(81)	22%	(184)	68%	(571)	836
#1 Issue: Security	4%	(12)	18%	(58)	78%	(245)	315
#1 Issue: Health Care	12%	(40)	20%	(66)	67%	(220)	327
#1 Issue: Medicare / Social Security	1%	(4)	12%	(32)	86%	(222)	257
#1 Issue: Women's Issues	12%	(12)	21%	(20)	67%	(63)	94
#1 Issue: Education	8%	(8)	25%	(24)	67%	(65)	97
#1 Issue: Energy	9%	(11)	26%	(33)	65%	(82)	126
#1 Issue: Other	2%	(2)	17%	(26)	81%	(120)	148
2020 Vote: Joe Biden	12%	(117)	23%	(230)	66%	(665)	1012
2020 Vote: Donald Trump	3%	(21)	20%	(134)	77%	(523)	678
2020 Vote: Other	4%	(2)	20%	(14)	76%	(53)	70
2020 Vote: Didn't Vote	7%	(30)	15%	(65)	78%	(345)	440
2018 House Vote: Democrat	11%	(84)	24%	(184)	65%	(499)	766
2018 House Vote: Republican	4%	(24)	20%	(116)	76%	(440)	580
2018 House Vote: Someone else	5%	(3)	16%	(11)	79%	(54)	68
2016 Vote: Hillary Clinton	10%	(73)	22%	(156)	68%	(479)	707
2016 Vote: Donald Trump	5%	(35)	18%	(125)	76%	(522)	682
2016 Vote: Other	4%	(6)	24%	(33)	72%	(98)	137
2016 Vote: Didn't Vote	8%	(55)	19%	(128)	73%	(487)	670
Voted in 2014: Yes	8%	(102)	21%	(272)	71%	(895)	1269
Voted in 2014: No	7%	(68)	18%	(171)	74%	(692)	931
4-Region: Northeast	10%	(40)	23%	(90)	67%	(264)	394
4-Region: Midwest	5%	(23)	16%	(73)	79%	(366)	462
4-Region: South	7%	(54)	20%	(167)	73%	(602)	824
4-Region: West	10%	(53)	22%	(112)	68%	(355)	520

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Table MCSP1_5: In general, what kind of fan do you consider yourself of the following?
MLS (Major League Soccer)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(170)	20%	(443)	72%	(1588)	2200
Sports Fans	11%	(160)	27%	(401)	63%	(938)	1499
Avid Sports Fans	22%	(119)	29%	(156)	48%	(257)	533
Casual Sports Fans	4%	(41)	25%	(245)	70%	(681)	966
Male and Sports Fans	15%	(123)	27%	(229)	58%	(489)	841
Female and Sports Fans	6%	(37)	26%	(172)	68%	(449)	658
Fans of Men's Sports	10%	(170)	27%	(443)	62%	(1016)	1629
Fans of Women's Sports	14%	(166)	34%	(390)	52%	(609)	1165
Avid Fans of Women's Sports	30%	(137)	34%	(154)	36%	(163)	455
Gen Z Sports Fans	12%	(17)	34%	(45)	54%	(72)	133
Millennial Sports Fans	22%	(107)	29%	(141)	49%	(243)	491
Gen X Sports Fans	7%	(24)	27%	(91)	66%	(222)	337
Boomer Sports Fans	2%	(10)	24%	(116)	74%	(367)	494
NBA Fans	14%	(146)	32%	(331)	53%	(545)	1022
Avid NBA Fans	30%	(115)	29%	(111)	42%	(162)	387
Casual NBA Fans	5%	(32)	35%	(220)	60%	(383)	635

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

Table MCSP1_6: In general, what kind of fan do you consider yourself of the following?
 NWHL (National Women's Hockey League)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(102)	11%	(248)	84%	(1850)	2200
Gender: Male	7%	(77)	14%	(144)	79%	(841)	1062
Gender: Female	2%	(25)	9%	(105)	89%	(1008)	1138
Age: 18-34	9%	(61)	16%	(106)	75%	(488)	655
Age: 35-44	8%	(30)	17%	(59)	75%	(268)	358
Age: 45-64	1%	(10)	7%	(52)	92%	(689)	751
Age: 65+	—	(1)	7%	(31)	92%	(403)	436
GenZers: 1997-2012	4%	(9)	19%	(42)	77%	(172)	223
Millennials: 1981-1996	11%	(77)	16%	(107)	73%	(491)	676
GenXers: 1965-1980	2%	(10)	10%	(48)	88%	(443)	501
Baby Boomers: 1946-1964	1%	(5)	6%	(47)	93%	(688)	740
PID: Dem (no lean)	7%	(63)	14%	(126)	79%	(690)	879
PID: Ind (no lean)	3%	(23)	9%	(65)	87%	(602)	690
PID: Rep (no lean)	3%	(16)	9%	(57)	88%	(558)	631
PID/Gender: Dem Men	11%	(45)	18%	(78)	71%	(302)	425
PID/Gender: Dem Women	4%	(18)	11%	(48)	86%	(388)	453
PID/Gender: Ind Men	6%	(19)	10%	(34)	84%	(276)	328
PID/Gender: Ind Women	1%	(4)	9%	(32)	90%	(326)	362
PID/Gender: Rep Men	4%	(13)	10%	(32)	85%	(263)	308
PID/Gender: Rep Women	1%	(3)	8%	(25)	91%	(295)	323
Ideo: Liberal (1-3)	7%	(43)	14%	(92)	79%	(521)	655
Ideo: Moderate (4)	4%	(22)	12%	(73)	84%	(504)	599
Ideo: Conservative (5-7)	4%	(28)	9%	(63)	88%	(643)	733
Educ: < College	3%	(47)	9%	(140)	88%	(1324)	1512
Educ: Bachelors degree	8%	(37)	14%	(63)	77%	(344)	444
Educ: Post-grad	7%	(17)	18%	(45)	74%	(181)	244
Income: Under 50k	3%	(35)	9%	(96)	88%	(979)	1110
Income: 50k-100k	5%	(36)	13%	(94)	82%	(601)	731
Income: 100k+	9%	(31)	16%	(59)	75%	(269)	359
Ethnicity: White	4%	(73)	10%	(174)	86%	(1475)	1722
Ethnicity: Hispanic	7%	(23)	15%	(53)	78%	(273)	349
Ethnicity: Black	7%	(19)	15%	(42)	78%	(214)	274

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**Table MCSPI_6: In general, what kind of fan do you consider yourself of the following?
NWHL (National Women's Hockey League)**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(102)	11%	(248)	84%	(1850)	2200
Ethnicity: Other	5%	(10)	16%	(33)	79%	(161)	204
All Christian	5%	(50)	12%	(132)	83%	(923)	1106
All Non-Christian	18%	(22)	19%	(23)	63%	(75)	120
Atheist	—	(0)	10%	(9)	90%	(81)	90
Agnostic/Nothing in particular	4%	(22)	10%	(53)	86%	(480)	555
Something Else	2%	(8)	10%	(31)	88%	(290)	329
Religious Non-Protestant/Catholic	16%	(22)	20%	(29)	64%	(92)	143
Evangelical	6%	(39)	12%	(76)	81%	(495)	610
Non-Evangelical	2%	(17)	10%	(79)	88%	(687)	783
Community: Urban	10%	(64)	17%	(104)	73%	(458)	625
Community: Suburban	2%	(25)	10%	(103)	88%	(902)	1031
Community: Rural	2%	(13)	8%	(42)	90%	(489)	544
Employ: Private Sector	6%	(43)	13%	(94)	80%	(563)	700
Employ: Government	17%	(23)	12%	(17)	71%	(99)	139
Employ: Self-Employed	9%	(15)	18%	(33)	73%	(130)	178
Employ: Homemaker	2%	(4)	5%	(9)	92%	(160)	173
Employ: Student	2%	(3)	16%	(17)	82%	(87)	107
Employ: Retired	—	(1)	8%	(41)	91%	(442)	483
Employ: Unemployed	4%	(11)	8%	(25)	88%	(268)	304
Employ: Other	1%	(2)	12%	(14)	87%	(99)	115
Military HH: Yes	6%	(18)	11%	(35)	84%	(276)	329
Military HH: No	4%	(84)	11%	(213)	84%	(1574)	1871
RD/WT: Right Direction	8%	(88)	15%	(162)	77%	(850)	1100
RD/WT: Wrong Track	1%	(14)	8%	(87)	91%	(999)	1100
Biden Job Approve	7%	(89)	14%	(172)	79%	(1001)	1262
Biden Job Disapprove	1%	(9)	8%	(68)	91%	(753)	829
Biden Job Strongly Approve	10%	(68)	15%	(104)	76%	(536)	707
Biden Job Somewhat Approve	4%	(21)	12%	(69)	84%	(465)	555
Biden Job Somewhat Disapprove	2%	(6)	9%	(22)	88%	(208)	235
Biden Job Strongly Disapprove	—	(3)	8%	(46)	92%	(545)	594

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Table MCSP1_6: In general, what kind of fan do you consider yourself of the following?
NWHL (National Women's Hockey League)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(102)	11%	(248)	84%	(1850)	2200
Favorable of Biden	7%	(82)	13%	(164)	80%	(1003)	1249
Unfavorable of Biden	2%	(15)	8%	(67)	90%	(756)	839
Very Favorable of Biden	8%	(61)	14%	(101)	77%	(559)	721
Somewhat Favorable of Biden	4%	(21)	12%	(63)	84%	(444)	528
Somewhat Unfavorable of Biden	3%	(6)	10%	(22)	88%	(198)	226
Very Unfavorable of Biden	2%	(10)	7%	(45)	91%	(558)	613
#1 Issue: Economy	6%	(47)	11%	(95)	83%	(694)	836
#1 Issue: Security	3%	(9)	11%	(34)	86%	(272)	315
#1 Issue: Health Care	8%	(25)	13%	(43)	79%	(259)	327
#1 Issue: Medicare / Social Security	2%	(5)	7%	(18)	91%	(234)	257
#1 Issue: Women's Issues	6%	(5)	19%	(18)	75%	(71)	94
#1 Issue: Education	2%	(2)	11%	(11)	87%	(84)	97
#1 Issue: Energy	5%	(6)	16%	(20)	79%	(100)	126
#1 Issue: Other	2%	(2)	7%	(10)	92%	(135)	148
2020 Vote: Joe Biden	6%	(65)	13%	(135)	80%	(811)	1012
2020 Vote: Donald Trump	2%	(16)	8%	(55)	90%	(607)	678
2020 Vote: Other	2%	(1)	9%	(7)	89%	(62)	70
2020 Vote: Didn't Vote	4%	(19)	12%	(52)	84%	(369)	440
2018 House Vote: Democrat	6%	(47)	14%	(111)	79%	(608)	766
2018 House Vote: Republican	3%	(19)	8%	(49)	88%	(512)	580
2018 House Vote: Someone else	3%	(2)	9%	(6)	88%	(60)	68
2016 Vote: Hillary Clinton	6%	(42)	13%	(93)	81%	(572)	707
2016 Vote: Donald Trump	3%	(24)	8%	(56)	88%	(603)	682
2016 Vote: Other	3%	(4)	10%	(13)	87%	(120)	137
2016 Vote: Didn't Vote	5%	(32)	13%	(86)	82%	(552)	670
Voted in 2014: Yes	5%	(58)	12%	(152)	83%	(1059)	1269
Voted in 2014: No	5%	(44)	10%	(97)	85%	(790)	931
4-Region: Northeast	7%	(28)	10%	(41)	82%	(325)	394
4-Region: Midwest	4%	(17)	10%	(46)	87%	(400)	462
4-Region: South	4%	(33)	11%	(89)	85%	(702)	824
4-Region: West	5%	(24)	14%	(73)	81%	(423)	520

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**Table MCSP1_6: In general, what kind of fan do you consider yourself of the following?
NHL (National Women's Hockey League)**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(102)	11%	(248)	84%	(1850)	2200
Sports Fans	7%	(101)	15%	(224)	78%	(1174)	1499
Avid Sports Fans	15%	(81)	18%	(97)	67%	(355)	533
Casual Sports Fans	2%	(20)	13%	(127)	85%	(819)	966
Male and Sports Fans	9%	(76)	16%	(133)	75%	(633)	841
Female and Sports Fans	4%	(25)	14%	(91)	82%	(541)	658
Fans of Men's Sports	6%	(102)	15%	(247)	79%	(1280)	1629
Fans of Women's Sports	9%	(102)	21%	(248)	70%	(815)	1165
Avid Fans of Women's Sports	22%	(102)	25%	(113)	53%	(240)	455
Gen Z Sports Fans	7%	(9)	25%	(33)	68%	(91)	133
Millennial Sports Fans	16%	(77)	20%	(96)	65%	(318)	491
Gen X Sports Fans	3%	(9)	13%	(45)	84%	(282)	337
Boomer Sports Fans	1%	(5)	9%	(46)	90%	(443)	494
NBA Fans	10%	(99)	19%	(192)	72%	(732)	1022
Avid NBA Fans	18%	(70)	22%	(86)	60%	(231)	387
Casual NBA Fans	5%	(29)	17%	(106)	79%	(501)	635

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

**Table MCSP1_7: In general, what kind of fan do you consider yourself of the following?
NHL (National Hockey League)**

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	11% (253)	27% (584)	62% (1363)	2200
Gender: Male	17% (185)	32% (336)	51% (541)	1062
Gender: Female	6% (68)	22% (248)	72% (822)	1138
Age: 18-34	14% (89)	24% (154)	63% (412)	655
Age: 35-44	16% (56)	32% (115)	52% (186)	358
Age: 45-64	9% (71)	26% (199)	64% (481)	751
Age: 65+	8% (37)	26% (116)	65% (284)	436
GenZers: 1997-2012	11% (24)	20% (44)	69% (155)	223
Millennials: 1981-1996	16% (108)	29% (193)	55% (375)	676
GenXers: 1965-1980	10% (52)	27% (137)	62% (311)	501
Baby Boomers: 1946-1964	8% (61)	26% (193)	66% (485)	740
PID: Dem (no lean)	14% (126)	26% (232)	59% (521)	879
PID: Ind (no lean)	9% (59)	26% (180)	65% (451)	690
PID: Rep (no lean)	11% (68)	27% (172)	62% (391)	631
PID/Gender: Dem Men	21% (90)	32% (134)	47% (201)	425
PID/Gender: Dem Women	8% (36)	22% (98)	71% (320)	453
PID/Gender: Ind Men	14% (47)	30% (98)	56% (184)	328
PID/Gender: Ind Women	3% (13)	23% (82)	74% (267)	362
PID/Gender: Rep Men	16% (48)	34% (104)	50% (155)	308
PID/Gender: Rep Women	6% (20)	21% (68)	73% (235)	323
Ideo: Liberal (1-3)	13% (85)	27% (176)	60% (395)	655
Ideo: Moderate (4)	11% (63)	29% (173)	61% (362)	599
Ideo: Conservative (5-7)	12% (89)	27% (196)	61% (448)	733
Educ: < College	9% (142)	24% (366)	66% (1004)	1512
Educ: Bachelors degree	14% (63)	33% (147)	53% (234)	444
Educ: Post-grad	20% (48)	29% (72)	51% (125)	244
Income: Under 50k	8% (86)	23% (256)	69% (767)	1110
Income: 50k-100k	13% (98)	30% (220)	57% (413)	731
Income: 100k+	19% (69)	30% (108)	51% (182)	359
Ethnicity: White	12% (203)	28% (480)	60% (1039)	1722
Ethnicity: Hispanic	12% (42)	29% (100)	59% (207)	349
Ethnicity: Black	9% (26)	20% (54)	71% (195)	274

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**Table MCSP1_7: In general, what kind of fan do you consider yourself of the following?
NHL (National Hockey League)**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	11%	(253)	27%	(584)	62%	(1363)	2200
Ethnicity: Other	12%	(24)	25%	(50)	64%	(130)	204
All Christian	13%	(140)	30%	(335)	57%	(631)	1106
All Non-Christian	23%	(28)	35%	(42)	42%	(50)	120
Atheist	8%	(8)	23%	(21)	68%	(61)	90
Agnostic/Nothing in particular	10%	(55)	20%	(110)	70%	(390)	555
Something Else	7%	(22)	23%	(76)	70%	(231)	329
Religious Non-Protestant/Catholic	22%	(32)	33%	(47)	45%	(64)	143
Evangelical	11%	(67)	27%	(164)	62%	(379)	610
Non-Evangelical	11%	(90)	30%	(237)	58%	(456)	783
Community: Urban	15%	(95)	28%	(172)	57%	(358)	625
Community: Suburban	12%	(125)	28%	(286)	60%	(620)	1031
Community: Rural	6%	(33)	23%	(126)	71%	(385)	544
Employ: Private Sector	17%	(117)	30%	(212)	53%	(372)	700
Employ: Government	19%	(27)	26%	(37)	54%	(75)	139
Employ: Self-Employed	13%	(23)	34%	(61)	53%	(95)	178
Employ: Homemaker	4%	(7)	20%	(35)	76%	(131)	173
Employ: Student	11%	(12)	19%	(20)	70%	(75)	107
Employ: Retired	8%	(37)	28%	(135)	64%	(312)	483
Employ: Unemployed	8%	(24)	18%	(56)	74%	(225)	304
Employ: Other	6%	(7)	25%	(29)	69%	(79)	115
Military HH: Yes	13%	(41)	27%	(88)	61%	(199)	329
Military HH: No	11%	(212)	26%	(496)	62%	(1163)	1871
RD/WT: Right Direction	15%	(169)	26%	(291)	58%	(640)	1100
RD/WT: Wrong Track	8%	(84)	27%	(294)	66%	(723)	1100
Biden Job Approve	13%	(170)	27%	(335)	60%	(757)	1262
Biden Job Disapprove	9%	(78)	26%	(217)	64%	(534)	829
Biden Job Strongly Approve	17%	(123)	26%	(181)	57%	(403)	707
Biden Job Somewhat Approve	8%	(47)	28%	(154)	64%	(355)	555
Biden Job Somewhat Disapprove	10%	(24)	30%	(69)	60%	(142)	235
Biden Job Strongly Disapprove	9%	(54)	25%	(148)	66%	(392)	594

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**Table MCSP1_7: In general, what kind of fan do you consider yourself of the following?
NHL (National Hockey League)**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	11%	(253)	27%	(584)	62%	(1363)	2200
Favorable of Biden	13%	(159)	26%	(327)	61%	(763)	1249
Unfavorable of Biden	10%	(85)	27%	(225)	63%	(528)	839
Very Favorable of Biden	15%	(107)	25%	(183)	60%	(431)	721
Somewhat Favorable of Biden	10%	(51)	27%	(144)	63%	(332)	528
Somewhat Unfavorable of Biden	10%	(23)	31%	(70)	59%	(133)	226
Very Unfavorable of Biden	10%	(62)	25%	(155)	65%	(396)	613
#1 Issue: Economy	12%	(102)	27%	(228)	61%	(506)	836
#1 Issue: Security	8%	(26)	30%	(96)	61%	(193)	315
#1 Issue: Health Care	16%	(51)	29%	(93)	56%	(182)	327
#1 Issue: Medicare / Social Security	10%	(25)	22%	(57)	68%	(175)	257
#1 Issue: Women's Issues	13%	(12)	15%	(14)	72%	(68)	94
#1 Issue: Education	13%	(13)	34%	(33)	53%	(51)	97
#1 Issue: Energy	9%	(12)	29%	(37)	62%	(78)	126
#1 Issue: Other	8%	(12)	17%	(25)	75%	(110)	148
2020 Vote: Joe Biden	13%	(135)	28%	(285)	58%	(592)	1012
2020 Vote: Donald Trump	11%	(77)	28%	(187)	61%	(414)	678
2020 Vote: Other	8%	(5)	26%	(18)	66%	(46)	70
2020 Vote: Didn't Vote	8%	(36)	21%	(93)	71%	(310)	440
2018 House Vote: Democrat	13%	(97)	30%	(229)	57%	(440)	766
2018 House Vote: Republican	12%	(69)	30%	(172)	59%	(340)	580
2018 House Vote: Someone else	11%	(8)	18%	(12)	70%	(48)	68
2016 Vote: Hillary Clinton	12%	(87)	28%	(199)	60%	(421)	707
2016 Vote: Donald Trump	12%	(80)	29%	(195)	60%	(408)	682
2016 Vote: Other	13%	(18)	27%	(37)	60%	(82)	137
2016 Vote: Didn't Vote	10%	(67)	23%	(152)	67%	(451)	670
Voted in 2014: Yes	13%	(162)	30%	(376)	58%	(732)	1269
Voted in 2014: No	10%	(91)	22%	(209)	68%	(631)	931
4-Region: Northeast	17%	(67)	31%	(120)	53%	(207)	394
4-Region: Midwest	12%	(54)	29%	(134)	59%	(274)	462
4-Region: South	10%	(79)	23%	(187)	68%	(558)	824
4-Region: West	10%	(53)	27%	(142)	62%	(325)	520

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**Table MCSP1_7: In general, what kind of fan do you consider yourself of the following?
NHL (National Hockey League)**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	11%	(253)	27%	(584)	62%	(1363)	2200
Sports Fans	16%	(242)	35%	(531)	48%	(726)	1499
Avid Sports Fans	35%	(184)	33%	(176)	32%	(173)	533
Casual Sports Fans	6%	(58)	37%	(355)	57%	(553)	966
Male and Sports Fans	21%	(178)	37%	(312)	42%	(351)	841
Female and Sports Fans	10%	(64)	33%	(219)	57%	(374)	658
Fans of Men's Sports	16%	(253)	36%	(584)	49%	(792)	1629
Fans of Women's Sports	19%	(218)	37%	(432)	44%	(516)	1165
Avid Fans of Women's Sports	32%	(146)	34%	(154)	34%	(154)	455
Gen Z Sports Fans	16%	(21)	31%	(41)	54%	(71)	133
Millennial Sports Fans	21%	(102)	35%	(170)	45%	(219)	491
Gen X Sports Fans	15%	(50)	36%	(123)	49%	(164)	337
Boomer Sports Fans	12%	(61)	37%	(183)	51%	(250)	494
NBA Fans	19%	(192)	36%	(369)	45%	(461)	1022
Avid NBA Fans	32%	(123)	31%	(122)	37%	(142)	387
Casual NBA Fans	11%	(69)	39%	(247)	50%	(319)	635

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

Table MCSP1_8: In general, what kind of fan do you consider yourself of the following?
WTA Tour (Women's Tennis Association)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(147)	15%	(340)	78%	(1713)	2200
Gender: Male	10%	(107)	18%	(186)	72%	(769)	1062
Gender: Female	4%	(40)	13%	(154)	83%	(945)	1138
Age: 18-34	10%	(66)	18%	(117)	72%	(472)	655
Age: 35-44	13%	(46)	19%	(69)	68%	(243)	358
Age: 45-64	3%	(24)	14%	(106)	83%	(621)	751
Age: 65+	2%	(11)	11%	(48)	86%	(377)	436
GenZers: 1997-2012	4%	(8)	17%	(37)	80%	(178)	223
Millennials: 1981-1996	14%	(94)	20%	(138)	66%	(444)	676
GenXers: 1965-1980	5%	(24)	15%	(74)	80%	(402)	501
Baby Boomers: 1946-1964	3%	(19)	11%	(81)	86%	(640)	740
PID: Dem (no lean)	10%	(89)	20%	(178)	70%	(612)	879
PID: Ind (no lean)	4%	(26)	12%	(83)	84%	(582)	690
PID: Rep (no lean)	5%	(33)	13%	(79)	82%	(519)	631
PID/Gender: Dem Men	15%	(63)	22%	(94)	63%	(268)	425
PID/Gender: Dem Women	6%	(25)	18%	(84)	76%	(344)	453
PID/Gender: Ind Men	5%	(16)	13%	(43)	82%	(269)	328
PID/Gender: Ind Women	3%	(10)	11%	(39)	87%	(313)	362
PID/Gender: Rep Men	9%	(27)	16%	(49)	75%	(232)	308
PID/Gender: Rep Women	2%	(5)	9%	(31)	89%	(287)	323
Ideo: Liberal (1-3)	10%	(66)	20%	(132)	70%	(457)	655
Ideo: Moderate (4)	5%	(32)	17%	(101)	78%	(466)	599
Ideo: Conservative (5-7)	5%	(40)	13%	(95)	82%	(599)	733
Educ: < College	5%	(73)	12%	(186)	83%	(1253)	1512
Educ: Bachelors degree	10%	(43)	21%	(93)	69%	(308)	444
Educ: Post-grad	13%	(31)	25%	(61)	63%	(153)	244
Income: Under 50k	4%	(44)	12%	(138)	84%	(927)	1110
Income: 50k-100k	9%	(62)	17%	(122)	75%	(547)	731
Income: 100k+	11%	(41)	22%	(79)	67%	(239)	359
Ethnicity: White	6%	(105)	13%	(231)	80%	(1386)	1722
Ethnicity: Hispanic	8%	(28)	19%	(66)	73%	(255)	349
Ethnicity: Black	11%	(30)	28%	(78)	61%	(166)	274

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**Table MCSPI_8: In general, what kind of fan do you consider yourself of the following?
WTA Tour (Women's Tennis Association)**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(147)	15%	(340)	78%	(1713)	2200
Ethnicity: Other	6%	(12)	15%	(30)	79%	(161)	204
All Christian	7%	(80)	16%	(180)	77%	(846)	1106
All Non-Christian	17%	(20)	21%	(25)	63%	(75)	120
Atheist	4%	(4)	16%	(15)	79%	(71)	90
Agnostic/Nothing in particular	5%	(27)	13%	(73)	82%	(455)	555
Something Else	5%	(16)	14%	(47)	81%	(266)	329
Religious Non-Protestant/Catholic	17%	(24)	20%	(29)	63%	(90)	143
Evangelical	9%	(53)	19%	(117)	72%	(440)	610
Non-Evangelical	5%	(36)	13%	(102)	82%	(644)	783
Community: Urban	12%	(76)	20%	(124)	68%	(425)	625
Community: Suburban	4%	(44)	14%	(149)	81%	(837)	1031
Community: Rural	5%	(26)	12%	(67)	83%	(451)	544
Employ: Private Sector	10%	(69)	18%	(129)	72%	(503)	700
Employ: Government	15%	(21)	20%	(28)	65%	(90)	139
Employ: Self-Employed	9%	(16)	25%	(45)	66%	(118)	178
Employ: Homemaker	3%	(6)	12%	(21)	85%	(147)	173
Employ: Student	2%	(3)	14%	(15)	83%	(89)	107
Employ: Retired	3%	(14)	11%	(51)	87%	(418)	483
Employ: Unemployed	5%	(15)	10%	(32)	85%	(258)	304
Employ: Other	4%	(4)	17%	(19)	80%	(92)	115
Military HH: Yes	7%	(22)	13%	(44)	80%	(263)	329
Military HH: No	7%	(125)	16%	(295)	78%	(1451)	1871
RD/WT: Right Direction	10%	(108)	19%	(214)	71%	(777)	1100
RD/WT: Wrong Track	4%	(39)	11%	(126)	85%	(936)	1100
Biden Job Approve	9%	(116)	18%	(232)	72%	(914)	1262
Biden Job Disapprove	3%	(27)	12%	(98)	85%	(705)	829
Biden Job Strongly Approve	13%	(93)	19%	(133)	68%	(482)	707
Biden Job Somewhat Approve	4%	(24)	18%	(100)	78%	(432)	555
Biden Job Somewhat Disapprove	4%	(10)	18%	(43)	78%	(183)	235
Biden Job Strongly Disapprove	3%	(17)	9%	(54)	88%	(523)	594

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**Table MCSP1_8: In general, what kind of fan do you consider yourself of the following?
WTA Tour (Women's Tennis Association)**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(147)	15%	(340)	78%	(1713)	2200
Favorable of Biden	9%	(107)	18%	(224)	73%	(918)	1249
Unfavorable of Biden	4%	(34)	12%	(99)	84%	(706)	839
Very Favorable of Biden	11%	(82)	19%	(134)	70%	(505)	721
Somewhat Favorable of Biden	5%	(25)	17%	(90)	78%	(412)	528
Somewhat Unfavorable of Biden	6%	(13)	19%	(42)	75%	(170)	226
Very Unfavorable of Biden	3%	(21)	9%	(57)	87%	(535)	613
#1 Issue: Economy	8%	(70)	14%	(119)	77%	(647)	836
#1 Issue: Security	6%	(17)	15%	(48)	79%	(250)	315
#1 Issue: Health Care	7%	(23)	24%	(79)	69%	(225)	327
#1 Issue: Medicare / Social Security	4%	(10)	9%	(23)	87%	(223)	257
#1 Issue: Women's Issues	10%	(9)	12%	(12)	78%	(73)	94
#1 Issue: Education	7%	(7)	16%	(16)	77%	(75)	97
#1 Issue: Energy	7%	(9)	21%	(27)	72%	(91)	126
#1 Issue: Other	2%	(2)	11%	(16)	88%	(130)	148
2020 Vote: Joe Biden	9%	(90)	20%	(200)	71%	(722)	1012
2020 Vote: Donald Trump	5%	(32)	12%	(80)	83%	(566)	678
2020 Vote: Other	3%	(2)	9%	(6)	88%	(61)	70
2020 Vote: Didn't Vote	5%	(24)	12%	(54)	82%	(363)	440
2018 House Vote: Democrat	9%	(69)	21%	(160)	70%	(537)	766
2018 House Vote: Republican	5%	(26)	12%	(71)	83%	(484)	580
2018 House Vote: Someone else	8%	(6)	8%	(5)	84%	(57)	68
2016 Vote: Hillary Clinton	9%	(61)	23%	(159)	69%	(487)	707
2016 Vote: Donald Trump	5%	(37)	11%	(73)	84%	(573)	682
2016 Vote: Other	7%	(10)	9%	(12)	84%	(115)	137
2016 Vote: Didn't Vote	6%	(39)	14%	(95)	80%	(537)	670
Voted in 2014: Yes	8%	(97)	17%	(220)	75%	(952)	1269
Voted in 2014: No	5%	(50)	13%	(120)	82%	(761)	931
4-Region: Northeast	10%	(38)	16%	(61)	75%	(294)	394
4-Region: Midwest	5%	(24)	12%	(54)	83%	(385)	462
4-Region: South	7%	(54)	18%	(145)	76%	(625)	824
4-Region: West	6%	(31)	15%	(79)	79%	(409)	520

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Table MCSPI_8: *In general, what kind of fan do you consider yourself of the following?
WTA Tour (Women's Tennis Association)*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(147)	15%	(340)	78%	(1713)	2200
Sports Fans	9%	(142)	21%	(313)	70%	(1044)	1499
Avid Sports Fans	19%	(103)	25%	(134)	56%	(296)	533
Casual Sports Fans	4%	(39)	19%	(179)	77%	(748)	966
Male and Sports Fans	12%	(104)	21%	(175)	67%	(562)	841
Female and Sports Fans	6%	(38)	21%	(138)	73%	(482)	658
Fans of Men's Sports	9%	(147)	21%	(337)	70%	(1144)	1629
Fans of Women's Sports	13%	(147)	29%	(340)	58%	(679)	1165
Avid Fans of Women's Sports	32%	(147)	30%	(138)	37%	(169)	455
Gen Z Sports Fans	6%	(8)	22%	(29)	72%	(95)	133
Millennial Sports Fans	18%	(89)	25%	(125)	56%	(277)	491
Gen X Sports Fans	7%	(24)	21%	(71)	72%	(242)	337
Boomer Sports Fans	4%	(19)	16%	(79)	80%	(396)	494
NBA Fans	12%	(126)	26%	(263)	62%	(633)	1022
Avid NBA Fans	22%	(84)	30%	(116)	48%	(186)	387
Casual NBA Fans	7%	(42)	23%	(147)	70%	(447)	635

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

Table MCSP1_9: In general, what kind of fan do you consider yourself of the following?
 ATP Tour (Association of Tennis Professionals)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(159)	15%	(338)	77%	(1703)	2200
Gender: Male	11%	(118)	20%	(214)	69%	(730)	1062
Gender: Female	4%	(41)	11%	(125)	85%	(972)	1138
Age: 18-34	11%	(72)	15%	(96)	74%	(487)	655
Age: 35-44	13%	(46)	20%	(73)	67%	(239)	358
Age: 45-64	4%	(31)	15%	(111)	81%	(609)	751
Age: 65+	2%	(9)	13%	(58)	85%	(369)	436
GenZers: 1997-2012	7%	(16)	12%	(26)	81%	(181)	223
Millennials: 1981-1996	14%	(93)	20%	(133)	67%	(450)	676
GenXers: 1965-1980	5%	(27)	16%	(79)	79%	(395)	501
Baby Boomers: 1946-1964	3%	(19)	12%	(88)	86%	(633)	740
PID: Dem (no lean)	11%	(95)	18%	(155)	72%	(629)	879
PID: Ind (no lean)	4%	(29)	13%	(89)	83%	(572)	690
PID: Rep (no lean)	6%	(35)	15%	(94)	80%	(502)	631
PID/Gender: Dem Men	16%	(70)	23%	(96)	61%	(259)	425
PID/Gender: Dem Women	6%	(25)	13%	(58)	82%	(370)	453
PID/Gender: Ind Men	6%	(19)	16%	(53)	78%	(257)	328
PID/Gender: Ind Women	3%	(10)	10%	(37)	87%	(315)	362
PID/Gender: Rep Men	9%	(29)	21%	(65)	70%	(214)	308
PID/Gender: Rep Women	2%	(6)	9%	(29)	89%	(288)	323
Ideo: Liberal (1-3)	11%	(69)	17%	(113)	72%	(473)	655
Ideo: Moderate (4)	7%	(41)	17%	(103)	76%	(455)	599
Ideo: Conservative (5-7)	5%	(39)	15%	(107)	80%	(587)	733
Educ: < College	6%	(83)	12%	(175)	83%	(1254)	1512
Educ: Bachelors degree	9%	(40)	24%	(106)	67%	(298)	444
Educ: Post-grad	14%	(35)	23%	(57)	62%	(152)	244
Income: Under 50k	5%	(57)	11%	(124)	84%	(929)	1110
Income: 50k-100k	8%	(59)	18%	(131)	74%	(540)	731
Income: 100k+	12%	(42)	23%	(83)	65%	(234)	359
Ethnicity: White	6%	(110)	15%	(260)	79%	(1352)	1722
Ethnicity: Hispanic	8%	(27)	20%	(69)	72%	(253)	349
Ethnicity: Black	13%	(35)	17%	(47)	70%	(192)	274

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**Table MCSPI_9: In general, what kind of fan do you consider yourself of the following?
ATP Tour (Association of Tennis Professionals)**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(159)	15%	(338)	77%	(1703)	2200
Ethnicity: Other	7%	(14)	15%	(31)	78%	(159)	204
All Christian	8%	(87)	17%	(191)	75%	(828)	1106
All Non-Christian	18%	(22)	23%	(28)	58%	(70)	120
Atheist	2%	(2)	15%	(13)	83%	(74)	90
Agnostic/Nothing in particular	6%	(34)	10%	(58)	83%	(463)	555
Something Else	4%	(14)	15%	(48)	81%	(267)	329
Religious Non-Protestant/Catholic	17%	(24)	23%	(33)	60%	(85)	143
Evangelical	9%	(55)	19%	(118)	72%	(437)	610
Non-Evangelical	5%	(40)	14%	(112)	81%	(631)	783
Community: Urban	14%	(85)	18%	(114)	68%	(426)	625
Community: Suburban	5%	(49)	15%	(157)	80%	(825)	1031
Community: Rural	5%	(25)	12%	(67)	83%	(452)	544
Employ: Private Sector	11%	(79)	19%	(136)	69%	(486)	700
Employ: Government	11%	(15)	23%	(32)	66%	(92)	139
Employ: Self-Employed	8%	(15)	25%	(44)	67%	(120)	178
Employ: Homemaker	3%	(5)	11%	(19)	86%	(149)	173
Employ: Student	5%	(5)	9%	(9)	86%	(92)	107
Employ: Retired	3%	(14)	11%	(54)	86%	(416)	483
Employ: Unemployed	6%	(19)	8%	(25)	86%	(260)	304
Employ: Other	6%	(7)	18%	(21)	76%	(87)	115
Military HH: Yes	6%	(18)	15%	(48)	80%	(262)	329
Military HH: No	8%	(140)	16%	(290)	77%	(1440)	1871
RD/WT: Right Direction	11%	(121)	19%	(211)	70%	(767)	1100
RD/WT: Wrong Track	3%	(37)	12%	(127)	85%	(936)	1100
Biden Job Approve	10%	(124)	18%	(225)	72%	(913)	1262
Biden Job Disapprove	4%	(30)	12%	(101)	84%	(698)	829
Biden Job Strongly Approve	14%	(99)	18%	(129)	68%	(479)	707
Biden Job Somewhat Approve	5%	(25)	17%	(96)	78%	(433)	555
Biden Job Somewhat Disapprove	6%	(14)	12%	(27)	82%	(194)	235
Biden Job Strongly Disapprove	3%	(16)	12%	(74)	85%	(504)	594

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**Table MCSP1_9: In general, what kind of fan do you consider yourself of the following?
ATP Tour (Association of Tennis Professionals)**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(159)	15%	(338)	77%	(1703)	2200
Favorable of Biden	9%	(112)	18%	(223)	73%	(914)	1249
Unfavorable of Biden	5%	(40)	12%	(99)	83%	(699)	839
Very Favorable of Biden	11%	(79)	19%	(138)	70%	(503)	721
Somewhat Favorable of Biden	6%	(32)	16%	(85)	78%	(411)	528
Somewhat Unfavorable of Biden	8%	(17)	13%	(28)	80%	(180)	226
Very Unfavorable of Biden	4%	(23)	12%	(71)	85%	(519)	613
#1 Issue: Economy	7%	(63)	17%	(145)	75%	(628)	836
#1 Issue: Security	5%	(17)	15%	(49)	79%	(249)	315
#1 Issue: Health Care	9%	(30)	22%	(71)	69%	(226)	327
#1 Issue: Medicare / Social Security	3%	(9)	9%	(23)	88%	(226)	257
#1 Issue: Women's Issues	13%	(12)	6%	(6)	81%	(76)	94
#1 Issue: Education	11%	(11)	14%	(13)	76%	(73)	97
#1 Issue: Energy	11%	(14)	15%	(19)	74%	(94)	126
#1 Issue: Other	3%	(4)	9%	(13)	88%	(131)	148
2020 Vote: Joe Biden	9%	(95)	19%	(192)	72%	(725)	1012
2020 Vote: Donald Trump	5%	(35)	13%	(91)	81%	(551)	678
2020 Vote: Other	2%	(1)	10%	(7)	88%	(61)	70
2020 Vote: Didn't Vote	6%	(27)	11%	(48)	83%	(364)	440
2018 House Vote: Democrat	9%	(73)	19%	(148)	71%	(546)	766
2018 House Vote: Republican	5%	(32)	15%	(86)	80%	(462)	580
2018 House Vote: Someone else	10%	(7)	7%	(5)	83%	(57)	68
2016 Vote: Hillary Clinton	10%	(69)	20%	(141)	70%	(497)	707
2016 Vote: Donald Trump	5%	(34)	14%	(97)	81%	(552)	682
2016 Vote: Other	8%	(11)	7%	(10)	84%	(116)	137
2016 Vote: Didn't Vote	7%	(44)	13%	(89)	80%	(536)	670
Voted in 2014: Yes	8%	(107)	17%	(217)	74%	(945)	1269
Voted in 2014: No	6%	(52)	13%	(122)	81%	(758)	931
4-Region: Northeast	9%	(36)	19%	(76)	72%	(282)	394
4-Region: Midwest	6%	(27)	9%	(44)	85%	(391)	462
4-Region: South	7%	(62)	16%	(133)	76%	(630)	824
4-Region: West	6%	(34)	17%	(86)	77%	(400)	520

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**Table MCSPI_9: In general, what kind of fan do you consider yourself of the following?
ATP Tour (Association of Tennis Professionals)**

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	7% (159)	15% (338)	77% (1703)	2200
Sports Fans	10% (151)	21% (309)	69% (1039)	1499
Avid Sports Fans	20% (109)	27% (146)	52% (278)	533
Casual Sports Fans	4% (42)	17% (163)	79% (761)	966
Male and Sports Fans	13% (112)	24% (199)	63% (530)	841
Female and Sports Fans	6% (39)	17% (110)	77% (509)	658
Fans of Men's Sports	10% (159)	21% (338)	69% (1132)	1629
Fans of Women's Sports	13% (154)	26% (308)	60% (703)	1165
Avid Fans of Women's Sports	31% (140)	29% (131)	40% (184)	455
Gen Z Sports Fans	10% (13)	15% (20)	75% (100)	133
Millennial Sports Fans	18% (90)	25% (122)	57% (279)	491
Gen X Sports Fans	8% (26)	22% (75)	70% (236)	337
Boomer Sports Fans	4% (19)	16% (80)	80% (395)	494
NBA Fans	13% (136)	25% (258)	61% (628)	1022
Avid NBA Fans	25% (98)	29% (111)	46% (178)	387
Casual NBA Fans	6% (39)	23% (146)	71% (450)	635

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

Table MCSP1_10: *In general, what kind of fan do you consider yourself of the following?
 LPGA Tour (Ladies Professional Golf Association)*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(121)	13%	(289)	81%	(1789)	2200
Gender: Male	9%	(93)	18%	(190)	73%	(778)	1062
Gender: Female	3%	(29)	9%	(99)	89%	(1011)	1138
Age: 18-34	11%	(73)	12%	(77)	77%	(505)	655
Age: 35-44	9%	(32)	19%	(69)	72%	(257)	358
Age: 45-64	2%	(12)	12%	(88)	87%	(651)	751
Age: 65+	1%	(5)	13%	(56)	86%	(375)	436
GenZers: 1997-2012	5%	(11)	12%	(26)	83%	(186)	223
Millennials: 1981-1996	13%	(91)	15%	(104)	71%	(481)	676
GenXers: 1965-1980	2%	(9)	14%	(70)	84%	(422)	501
Baby Boomers: 1946-1964	1%	(9)	11%	(80)	88%	(651)	740
PID: Dem (no lean)	8%	(71)	16%	(137)	76%	(671)	879
PID: Ind (no lean)	3%	(23)	10%	(68)	87%	(599)	690
PID: Rep (no lean)	4%	(27)	13%	(85)	82%	(519)	631
PID/Gender: Dem Men	13%	(56)	21%	(88)	66%	(282)	425
PID/Gender: Dem Women	4%	(16)	11%	(49)	86%	(389)	453
PID/Gender: Ind Men	5%	(17)	14%	(47)	81%	(264)	328
PID/Gender: Ind Women	2%	(6)	6%	(21)	93%	(335)	362
PID/Gender: Rep Men	7%	(20)	18%	(55)	75%	(232)	308
PID/Gender: Rep Women	2%	(7)	9%	(30)	89%	(287)	323
Ideo: Liberal (1-3)	8%	(51)	16%	(106)	76%	(498)	655
Ideo: Moderate (4)	5%	(28)	12%	(74)	83%	(497)	599
Ideo: Conservative (5-7)	5%	(34)	14%	(103)	81%	(596)	733
Educ: < College	4%	(62)	10%	(145)	86%	(1305)	1512
Educ: Bachelors degree	9%	(40)	20%	(87)	71%	(317)	444
Educ: Post-grad	8%	(20)	24%	(57)	68%	(167)	244
Income: Under 50k	4%	(41)	9%	(100)	87%	(969)	1110
Income: 50k-100k	7%	(49)	14%	(105)	79%	(576)	731
Income: 100k+	9%	(31)	24%	(85)	68%	(243)	359
Ethnicity: White	5%	(90)	13%	(223)	82%	(1409)	1722
Ethnicity: Hispanic	8%	(27)	12%	(43)	80%	(279)	349
Ethnicity: Black	8%	(23)	17%	(46)	75%	(206)	274

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Table MCSP1_10: *In general, what kind of fan do you consider yourself of the following?
LPGA Tour (Ladies Professional Golf Association)*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(121)	13%	(289)	81%	(1789)	2200
Ethnicity: Other	4%	(9)	10%	(21)	85%	(174)	204
All Christian	6%	(70)	16%	(172)	78%	(864)	1106
All Non-Christian	14%	(17)	22%	(26)	64%	(77)	120
Atheist	1%	(1)	7%	(6)	92%	(82)	90
Agnostic/Nothing in particular	4%	(24)	11%	(61)	85%	(471)	555
Something Else	3%	(9)	7%	(24)	90%	(295)	329
Religious Non-Protestant/Catholic	12%	(18)	21%	(30)	67%	(95)	143
Evangelical	9%	(54)	16%	(95)	75%	(460)	610
Non-Evangelical	3%	(22)	12%	(92)	85%	(669)	783
Community: Urban	11%	(68)	18%	(115)	71%	(442)	625
Community: Suburban	3%	(34)	12%	(128)	84%	(869)	1031
Community: Rural	4%	(20)	9%	(46)	88%	(477)	544
Employ: Private Sector	7%	(50)	17%	(120)	76%	(530)	700
Employ: Government	12%	(17)	15%	(21)	73%	(102)	139
Employ: Self-Employed	12%	(22)	20%	(35)	68%	(121)	178
Employ: Homemaker	2%	(3)	6%	(10)	92%	(159)	173
Employ: Student	6%	(6)	9%	(10)	85%	(91)	107
Employ: Retired	1%	(5)	13%	(62)	86%	(416)	483
Employ: Unemployed	5%	(16)	5%	(16)	89%	(272)	304
Employ: Other	2%	(2)	13%	(15)	85%	(97)	115
Military HH: Yes	6%	(19)	15%	(50)	79%	(260)	329
Military HH: No	5%	(102)	13%	(240)	82%	(1529)	1871
RD/WT: Right Direction	8%	(92)	16%	(171)	76%	(836)	1100
RD/WT: Wrong Track	3%	(29)	11%	(118)	87%	(953)	1100
Biden Job Approve	7%	(93)	15%	(184)	78%	(985)	1262
Biden Job Disapprove	3%	(24)	12%	(98)	85%	(707)	829
Biden Job Strongly Approve	11%	(75)	15%	(108)	74%	(524)	707
Biden Job Somewhat Approve	3%	(18)	14%	(77)	83%	(460)	555
Biden Job Somewhat Disapprove	5%	(11)	13%	(30)	83%	(195)	235
Biden Job Strongly Disapprove	2%	(13)	11%	(68)	86%	(512)	594

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Table MCSP1_10: *In general, what kind of fan do you consider yourself of the following?
 LPGA Tour (Ladies Professional Golf Association)*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(121)	13%	(289)	81%	(1789)	2200
Favorable of Biden	7%	(82)	14%	(179)	79%	(988)	1249
Unfavorable of Biden	4%	(33)	12%	(101)	84%	(705)	839
Very Favorable of Biden	8%	(61)	15%	(110)	76%	(550)	721
Somewhat Favorable of Biden	4%	(21)	13%	(69)	83%	(438)	528
Somewhat Unfavorable of Biden	5%	(12)	14%	(32)	80%	(182)	226
Very Unfavorable of Biden	3%	(21)	11%	(69)	85%	(523)	613
#1 Issue: Economy	6%	(54)	14%	(119)	79%	(663)	836
#1 Issue: Security	4%	(11)	12%	(39)	84%	(265)	315
#1 Issue: Health Care	8%	(28)	15%	(49)	77%	(251)	327
#1 Issue: Medicare / Social Security	3%	(7)	8%	(21)	89%	(228)	257
#1 Issue: Women's Issues	7%	(7)	16%	(15)	77%	(73)	94
#1 Issue: Education	3%	(3)	13%	(13)	84%	(82)	97
#1 Issue: Energy	8%	(10)	18%	(23)	74%	(94)	126
#1 Issue: Other	1%	(2)	8%	(12)	91%	(134)	148
2020 Vote: Joe Biden	7%	(70)	15%	(148)	78%	(794)	1012
2020 Vote: Donald Trump	4%	(24)	14%	(93)	83%	(560)	678
2020 Vote: Other	2%	(1)	13%	(9)	85%	(59)	70
2020 Vote: Didn't Vote	6%	(27)	9%	(39)	85%	(375)	440
2018 House Vote: Democrat	6%	(47)	17%	(130)	77%	(589)	766
2018 House Vote: Republican	4%	(24)	13%	(77)	83%	(479)	580
2018 House Vote: Someone else	6%	(4)	13%	(9)	81%	(55)	68
2016 Vote: Hillary Clinton	6%	(45)	18%	(126)	76%	(537)	707
2016 Vote: Donald Trump	4%	(27)	13%	(87)	83%	(568)	682
2016 Vote: Other	2%	(2)	11%	(15)	87%	(119)	137
2016 Vote: Didn't Vote	7%	(47)	9%	(60)	84%	(563)	670
Voted in 2014: Yes	5%	(69)	16%	(206)	78%	(994)	1269
Voted in 2014: No	6%	(52)	9%	(83)	85%	(795)	931
4-Region: Northeast	6%	(22)	12%	(47)	82%	(324)	394
4-Region: Midwest	5%	(22)	10%	(47)	85%	(394)	462
4-Region: South	5%	(42)	14%	(118)	81%	(665)	824
4-Region: West	7%	(36)	15%	(77)	78%	(407)	520

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Table MCSP1_10: *In general, what kind of fan do you consider yourself of the following?
LPGA Tour (Ladies Professional Golf Association)*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(121)	13%	(289)	81%	(1789)	2200
Sports Fans	7%	(111)	18%	(273)	74%	(1115)	1499
Avid Sports Fans	16%	(83)	25%	(133)	59%	(316)	533
Casual Sports Fans	3%	(27)	14%	(140)	83%	(799)	966
Male and Sports Fans	10%	(85)	22%	(182)	68%	(574)	841
Female and Sports Fans	4%	(26)	14%	(91)	82%	(542)	658
Fans of Men's Sports	7%	(121)	18%	(288)	75%	(1219)	1629
Fans of Women's Sports	10%	(121)	25%	(289)	65%	(754)	1165
Avid Fans of Women's Sports	27%	(121)	28%	(128)	45%	(206)	455
Gen Z Sports Fans	6%	(8)	17%	(22)	77%	(103)	133
Millennial Sports Fans	17%	(83)	20%	(99)	63%	(309)	491
Gen X Sports Fans	3%	(9)	20%	(67)	77%	(260)	337
Boomer Sports Fans	2%	(9)	15%	(76)	83%	(408)	494
NBA Fans	10%	(107)	21%	(219)	68%	(696)	1022
Avid NBA Fans	19%	(74)	25%	(96)	56%	(217)	387
Casual NBA Fans	5%	(33)	19%	(123)	75%	(479)	635

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

Table MCSP1_11: *In general, what kind of fan do you consider yourself of the following?
PGA Tour (Professional Golf Association)*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(187)	20%	(436)	72%	(1577)	2200
Gender: Male	14%	(148)	28%	(297)	58%	(617)	1062
Gender: Female	3%	(39)	12%	(139)	84%	(961)	1138
Age: 18-34	11%	(74)	16%	(104)	73%	(477)	655
Age: 35-44	12%	(42)	25%	(88)	64%	(228)	358
Age: 45-64	6%	(43)	19%	(143)	75%	(565)	751
Age: 65+	6%	(27)	23%	(101)	71%	(308)	436
GenZers: 1997-2012	4%	(10)	16%	(36)	80%	(178)	223
Millennials: 1981-1996	15%	(100)	20%	(136)	65%	(440)	676
GenXers: 1965-1980	5%	(27)	21%	(104)	74%	(370)	501
Baby Boomers: 1946-1964	6%	(44)	20%	(145)	74%	(551)	740
PID: Dem (no lean)	11%	(96)	20%	(176)	69%	(607)	879
PID: Ind (no lean)	6%	(40)	16%	(109)	78%	(541)	690
PID: Rep (no lean)	8%	(51)	24%	(151)	68%	(429)	631
PID/Gender: Dem Men	19%	(82)	25%	(106)	56%	(238)	425
PID/Gender: Dem Women	3%	(14)	15%	(70)	81%	(369)	453
PID/Gender: Ind Men	9%	(29)	26%	(84)	66%	(216)	328
PID/Gender: Ind Women	3%	(11)	7%	(25)	90%	(326)	362
PID/Gender: Rep Men	12%	(37)	35%	(108)	53%	(163)	308
PID/Gender: Rep Women	4%	(14)	13%	(43)	82%	(266)	323
Ideo: Liberal (1-3)	10%	(67)	21%	(135)	69%	(453)	655
Ideo: Moderate (4)	8%	(45)	19%	(115)	73%	(438)	599
Ideo: Conservative (5-7)	9%	(66)	24%	(174)	67%	(494)	733
Educ: < College	6%	(98)	16%	(244)	77%	(1170)	1512
Educ: Bachelors degree	12%	(53)	29%	(128)	59%	(263)	444
Educ: Post-grad	14%	(35)	26%	(64)	59%	(145)	244
Income: Under 50k	6%	(62)	14%	(160)	80%	(888)	1110
Income: 50k-100k	10%	(70)	24%	(172)	67%	(488)	731
Income: 100k+	15%	(55)	29%	(103)	56%	(202)	359
Ethnicity: White	9%	(152)	19%	(331)	72%	(1239)	1722
Ethnicity: Hispanic	8%	(27)	21%	(75)	71%	(248)	349
Ethnicity: Black	9%	(25)	21%	(59)	69%	(190)	274

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**Table MCSP1_11: In general, what kind of fan do you consider yourself of the following?
PGA Tour (Professional Golf Association)**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(187)	20%	(436)	72%	(1577)	2200
Ethnicity: Other	5%	(10)	23%	(46)	73%	(148)	204
All Christian	11%	(120)	22%	(247)	67%	(738)	1106
All Non-Christian	19%	(22)	26%	(31)	56%	(67)	120
Atheist	4%	(3)	15%	(13)	81%	(73)	90
Agnostic/Nothing in particular	5%	(30)	17%	(92)	78%	(433)	555
Something Else	3%	(11)	16%	(52)	81%	(266)	329
Religious Non-Protestant/Catholic	18%	(25)	24%	(34)	58%	(83)	143
Evangelical	12%	(73)	22%	(136)	66%	(402)	610
Non-Evangelical	7%	(54)	19%	(152)	74%	(577)	783
Community: Urban	13%	(79)	23%	(144)	64%	(403)	625
Community: Suburban	7%	(75)	20%	(210)	72%	(746)	1031
Community: Rural	6%	(33)	15%	(83)	79%	(429)	544
Employ: Private Sector	11%	(80)	24%	(169)	64%	(451)	700
Employ: Government	11%	(16)	28%	(39)	61%	(84)	139
Employ: Self-Employed	14%	(25)	25%	(44)	62%	(110)	178
Employ: Homemaker	2%	(4)	11%	(19)	86%	(149)	173
Employ: Student	6%	(6)	12%	(12)	83%	(89)	107
Employ: Retired	6%	(30)	22%	(104)	72%	(349)	483
Employ: Unemployed	6%	(18)	9%	(27)	85%	(258)	304
Employ: Other	7%	(8)	18%	(20)	76%	(87)	115
Military HH: Yes	13%	(44)	20%	(67)	66%	(218)	329
Military HH: No	8%	(143)	20%	(369)	73%	(1359)	1871
RD/WT: Right Direction	12%	(127)	21%	(231)	67%	(742)	1100
RD/WT: Wrong Track	5%	(60)	19%	(205)	76%	(836)	1100
Biden Job Approve	10%	(127)	21%	(260)	69%	(875)	1262
Biden Job Disapprove	7%	(56)	20%	(166)	73%	(607)	829
Biden Job Strongly Approve	14%	(98)	21%	(150)	65%	(460)	707
Biden Job Somewhat Approve	5%	(29)	20%	(110)	75%	(416)	555
Biden Job Somewhat Disapprove	7%	(16)	17%	(39)	77%	(180)	235
Biden Job Strongly Disapprove	7%	(40)	21%	(126)	72%	(427)	594

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Table MCSP1_11: *In general, what kind of fan do you consider yourself of the following?
PGA Tour (Professional Golf Association)*

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	8% (187)	20% (436)	72% (1577)	2200
Favorable of Biden	9% (116)	20% (251)	71% (882)	1249
Unfavorable of Biden	8% (64)	20% (167)	72% (608)	839
Very Favorable of Biden	12% (88)	22% (156)	66% (477)	721
Somewhat Favorable of Biden	5% (28)	18% (94)	77% (405)	528
Somewhat Unfavorable of Biden	9% (20)	18% (40)	74% (166)	226
Very Unfavorable of Biden	7% (43)	21% (127)	72% (442)	613
#1 Issue: Economy	9% (79)	21% (175)	70% (581)	836
#1 Issue: Security	7% (23)	23% (73)	69% (219)	315
#1 Issue: Health Care	11% (37)	21% (68)	68% (222)	327
#1 Issue: Medicare / Social Security	6% (14)	15% (40)	79% (203)	257
#1 Issue: Women's Issues	11% (10)	11% (10)	79% (74)	94
#1 Issue: Education	3% (3)	21% (20)	77% (74)	97
#1 Issue: Energy	12% (15)	21% (26)	68% (85)	126
#1 Issue: Other	4% (6)	15% (23)	80% (119)	148
2020 Vote: Joe Biden	10% (104)	21% (211)	69% (697)	1012
2020 Vote: Donald Trump	8% (58)	23% (156)	69% (464)	678
2020 Vote: Other	4% (3)	12% (9)	84% (58)	70
2020 Vote: Didn't Vote	5% (22)	14% (61)	81% (357)	440
2018 House Vote: Democrat	10% (79)	21% (164)	68% (522)	766
2018 House Vote: Republican	9% (53)	25% (147)	65% (380)	580
2018 House Vote: Someone else	6% (4)	10% (7)	85% (58)	68
2016 Vote: Hillary Clinton	10% (72)	23% (161)	67% (474)	707
2016 Vote: Donald Trump	9% (64)	24% (161)	67% (457)	682
2016 Vote: Other	5% (6)	14% (19)	82% (112)	137
2016 Vote: Didn't Vote	7% (44)	14% (94)	79% (532)	670
Voted in 2014: Yes	10% (133)	23% (295)	66% (842)	1269
Voted in 2014: No	6% (54)	15% (141)	79% (736)	931
4-Region: Northeast	10% (38)	19% (76)	71% (279)	394
4-Region: Midwest	8% (36)	18% (85)	74% (341)	462
4-Region: South	8% (64)	21% (171)	71% (589)	824
4-Region: West	9% (48)	20% (104)	71% (368)	520

Continued on next page

Table MCSP1_11: *In general, what kind of fan do you consider yourself of the following?
PGA Tour (Professional Golf Association)*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(187)	20%	(436)	72%	(1577)	2200
Sports Fans	12%	(176)	27%	(408)	61%	(916)	1499
Avid Sports Fans	24%	(126)	33%	(179)	43%	(229)	533
Casual Sports Fans	5%	(50)	24%	(229)	71%	(687)	966
Male and Sports Fans	16%	(138)	33%	(281)	50%	(422)	841
Female and Sports Fans	6%	(38)	19%	(127)	75%	(494)	658
Fans of Men's Sports	11%	(187)	27%	(436)	62%	(1006)	1629
Fans of Women's Sports	15%	(173)	31%	(357)	55%	(635)	1165
Avid Fans of Women's Sports	28%	(129)	33%	(148)	39%	(178)	455
Gen Z Sports Fans	5%	(7)	25%	(33)	70%	(93)	133
Millennial Sports Fans	19%	(91)	26%	(128)	55%	(271)	491
Gen X Sports Fans	8%	(27)	29%	(99)	63%	(211)	337
Boomer Sports Fans	9%	(44)	27%	(135)	64%	(314)	494
NBA Fans	14%	(143)	32%	(322)	55%	(557)	1022
Avid NBA Fans	26%	(101)	35%	(135)	39%	(152)	387
Casual NBA Fans	7%	(42)	30%	(188)	64%	(406)	635

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

Table MCSP1_12: *In general, what kind of fan do you consider yourself of the following?*
 NCAA women's college basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(175)	19%	(426)	73%	(1599)	2200
Gender: Male	12%	(127)	22%	(232)	66%	(703)	1062
Gender: Female	4%	(48)	17%	(194)	79%	(896)	1138
Age: 18-34	13%	(84)	23%	(148)	65%	(424)	655
Age: 35-44	12%	(43)	20%	(72)	68%	(243)	358
Age: 45-64	4%	(28)	17%	(130)	79%	(593)	751
Age: 65+	5%	(20)	18%	(77)	78%	(340)	436
GenZers: 1997-2012	5%	(11)	24%	(53)	72%	(160)	223
Millennials: 1981-1996	16%	(107)	22%	(148)	62%	(420)	676
GenXers: 1965-1980	4%	(22)	16%	(80)	80%	(399)	501
Baby Boomers: 1946-1964	4%	(31)	18%	(133)	78%	(576)	740
PID: Dem (no lean)	11%	(97)	24%	(207)	65%	(574)	879
PID: Ind (no lean)	6%	(40)	16%	(110)	78%	(541)	690
PID: Rep (no lean)	6%	(37)	17%	(110)	77%	(484)	631
PID/Gender: Dem Men	17%	(70)	25%	(108)	58%	(248)	425
PID/Gender: Dem Women	6%	(27)	22%	(99)	72%	(327)	453
PID/Gender: Ind Men	8%	(25)	17%	(56)	75%	(247)	328
PID/Gender: Ind Women	4%	(15)	15%	(53)	81%	(294)	362
PID/Gender: Rep Men	10%	(31)	22%	(68)	68%	(209)	308
PID/Gender: Rep Women	2%	(6)	13%	(42)	85%	(276)	323
Ideo: Liberal (1-3)	11%	(73)	24%	(157)	65%	(426)	655
Ideo: Moderate (4)	7%	(43)	17%	(99)	76%	(456)	599
Ideo: Conservative (5-7)	5%	(40)	18%	(133)	76%	(561)	733
Educ: < College	7%	(107)	16%	(240)	77%	(1165)	1512
Educ: Bachelors degree	9%	(41)	25%	(110)	66%	(293)	444
Educ: Post-grad	11%	(27)	31%	(76)	58%	(141)	244
Income: Under 50k	6%	(65)	15%	(170)	79%	(875)	1110
Income: 50k-100k	10%	(70)	22%	(162)	68%	(499)	731
Income: 100k+	11%	(39)	26%	(94)	63%	(226)	359
Ethnicity: White	6%	(111)	17%	(297)	76%	(1313)	1722
Ethnicity: Hispanic	12%	(42)	23%	(81)	65%	(226)	349
Ethnicity: Black	18%	(50)	28%	(76)	54%	(149)	274

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Table MCSP1_12: *In general, what kind of fan do you consider yourself of the following?*
NCAA women's college basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(175)	19%	(426)	73%	(1599)	2200
Ethnicity: Other	7%	(14)	26%	(53)	68%	(138)	204
All Christian	8%	(89)	20%	(223)	72%	(795)	1106
All Non-Christian	17%	(21)	24%	(28)	59%	(71)	120
Atheist	1%	(1)	19%	(17)	80%	(72)	90
Agnostic/Nothing in particular	7%	(38)	16%	(90)	77%	(427)	555
Something Else	8%	(26)	21%	(68)	71%	(235)	329
Religious Non-Protestant/Catholic	14%	(21)	26%	(36)	60%	(86)	143
Evangelical	10%	(63)	24%	(145)	66%	(402)	610
Non-Evangelical	6%	(51)	17%	(134)	76%	(599)	783
Community: Urban	15%	(91)	24%	(152)	61%	(382)	625
Community: Suburban	5%	(47)	19%	(195)	77%	(789)	1031
Community: Rural	7%	(37)	14%	(79)	79%	(428)	544
Employ: Private Sector	10%	(71)	22%	(155)	68%	(474)	700
Employ: Government	17%	(23)	29%	(41)	54%	(75)	139
Employ: Self-Employed	13%	(23)	22%	(40)	65%	(116)	178
Employ: Homemaker	4%	(8)	11%	(19)	84%	(146)	173
Employ: Student	5%	(6)	20%	(21)	75%	(80)	107
Employ: Retired	4%	(17)	17%	(81)	80%	(385)	483
Employ: Unemployed	6%	(20)	14%	(43)	79%	(242)	304
Employ: Other	6%	(7)	22%	(25)	72%	(82)	115
Military HH: Yes	7%	(24)	16%	(51)	77%	(254)	329
Military HH: No	8%	(151)	20%	(375)	72%	(1345)	1871
RD/WT: Right Direction	11%	(122)	23%	(249)	66%	(728)	1100
RD/WT: Wrong Track	5%	(53)	16%	(177)	79%	(871)	1100
Biden Job Approve	10%	(130)	22%	(279)	68%	(853)	1262
Biden Job Disapprove	5%	(39)	16%	(129)	80%	(662)	829
Biden Job Strongly Approve	14%	(100)	23%	(166)	62%	(441)	707
Biden Job Somewhat Approve	5%	(30)	20%	(114)	74%	(412)	555
Biden Job Somewhat Disapprove	5%	(11)	18%	(42)	77%	(182)	235
Biden Job Strongly Disapprove	5%	(28)	15%	(87)	81%	(480)	594

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Table MCSP1_12: *In general, what kind of fan do you consider yourself of the following?*
NCAA women's college basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(175)	19%	(426)	73%	(1599)	2200
Favorable of Biden	10%	(120)	22%	(276)	68%	(853)	1249
Unfavorable of Biden	5%	(45)	15%	(127)	80%	(667)	839
Very Favorable of Biden	13%	(90)	22%	(157)	66%	(474)	721
Somewhat Favorable of Biden	6%	(30)	23%	(119)	72%	(379)	528
Somewhat Unfavorable of Biden	5%	(11)	18%	(40)	77%	(174)	226
Very Unfavorable of Biden	5%	(33)	14%	(87)	80%	(493)	613
#1 Issue: Economy	8%	(70)	20%	(169)	71%	(597)	836
#1 Issue: Security	5%	(17)	17%	(54)	78%	(244)	315
#1 Issue: Health Care	14%	(46)	25%	(81)	61%	(200)	327
#1 Issue: Medicare / Social Security	4%	(10)	16%	(40)	80%	(206)	257
#1 Issue: Women's Issues	13%	(12)	18%	(17)	69%	(65)	94
#1 Issue: Education	4%	(4)	15%	(15)	80%	(78)	97
#1 Issue: Energy	8%	(10)	22%	(28)	70%	(88)	126
#1 Issue: Other	4%	(6)	15%	(22)	81%	(120)	148
2020 Vote: Joe Biden	9%	(92)	24%	(241)	67%	(679)	1012
2020 Vote: Donald Trump	5%	(37)	16%	(109)	79%	(532)	678
2020 Vote: Other	9%	(6)	15%	(11)	76%	(53)	70
2020 Vote: Didn't Vote	9%	(40)	15%	(66)	76%	(334)	440
2018 House Vote: Democrat	9%	(72)	26%	(200)	65%	(495)	766
2018 House Vote: Republican	5%	(29)	17%	(99)	78%	(453)	580
2018 House Vote: Someone else	14%	(10)	10%	(7)	76%	(52)	68
2016 Vote: Hillary Clinton	10%	(72)	26%	(185)	64%	(450)	707
2016 Vote: Donald Trump	6%	(40)	16%	(112)	78%	(530)	682
2016 Vote: Other	6%	(8)	18%	(24)	76%	(104)	137
2016 Vote: Didn't Vote	8%	(54)	15%	(103)	77%	(513)	670
Voted in 2014: Yes	8%	(107)	23%	(289)	69%	(873)	1269
Voted in 2014: No	7%	(68)	15%	(137)	78%	(726)	931
4-Region: Northeast	10%	(38)	19%	(75)	71%	(280)	394
4-Region: Midwest	5%	(24)	17%	(79)	78%	(359)	462
4-Region: South	8%	(68)	21%	(170)	71%	(586)	824
4-Region: West	9%	(45)	20%	(102)	72%	(373)	520

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Table MCSP1_12: *In general, what kind of fan do you consider yourself of the following?*
NCAA women's college basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(175)	19%	(426)	73%	(1599)	2200
Sports Fans	11%	(172)	26%	(395)	62%	(932)	1499
Avid Sports Fans	25%	(133)	31%	(163)	44%	(236)	533
Casual Sports Fans	4%	(39)	24%	(231)	72%	(695)	966
Male and Sports Fans	15%	(127)	25%	(213)	60%	(501)	841
Female and Sports Fans	7%	(46)	28%	(182)	65%	(431)	658
Fans of Men's Sports	11%	(174)	26%	(423)	63%	(1032)	1629
Fans of Women's Sports	15%	(175)	37%	(426)	48%	(565)	1165
Avid Fans of Women's Sports	38%	(175)	30%	(137)	32%	(143)	455
Gen Z Sports Fans	8%	(11)	35%	(47)	57%	(76)	133
Millennial Sports Fans	21%	(105)	27%	(131)	52%	(254)	491
Gen X Sports Fans	7%	(22)	23%	(78)	70%	(236)	337
Boomer Sports Fans	6%	(31)	26%	(127)	68%	(336)	494
NBA Fans	15%	(155)	35%	(357)	50%	(510)	1022
Avid NBA Fans	30%	(117)	35%	(135)	35%	(135)	387
Casual NBA Fans	6%	(38)	35%	(222)	59%	(376)	635

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

Table MCSP1_13: *In general, what kind of fan do you consider yourself of the following?*
NCAA men's college basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	15%	(335)	27%	(591)	58%	(1274)	2200
Gender: Male	24%	(253)	33%	(350)	43%	(459)	1062
Gender: Female	7%	(82)	21%	(241)	72%	(815)	1138
Age: 18-34	16%	(107)	28%	(184)	56%	(365)	655
Age: 35-44	20%	(72)	31%	(110)	49%	(175)	358
Age: 45-64	14%	(105)	24%	(179)	62%	(467)	751
Age: 65+	12%	(51)	27%	(118)	61%	(267)	436
GenZers: 1997-2012	12%	(28)	29%	(64)	59%	(131)	223
Millennials: 1981-1996	20%	(136)	29%	(198)	51%	(341)	676
GenXers: 1965-1980	13%	(67)	25%	(127)	61%	(307)	501
Baby Boomers: 1946-1964	14%	(102)	24%	(179)	62%	(459)	740
PID: Dem (no lean)	17%	(149)	30%	(262)	53%	(468)	879
PID: Ind (no lean)	12%	(81)	24%	(163)	65%	(446)	690
PID: Rep (no lean)	17%	(104)	26%	(166)	57%	(360)	631
PID/Gender: Dem Men	26%	(112)	35%	(151)	38%	(163)	425
PID/Gender: Dem Women	8%	(37)	25%	(111)	67%	(305)	453
PID/Gender: Ind Men	19%	(63)	29%	(94)	52%	(172)	328
PID/Gender: Ind Women	5%	(19)	19%	(69)	76%	(274)	362
PID/Gender: Rep Men	25%	(78)	34%	(105)	40%	(124)	308
PID/Gender: Rep Women	8%	(26)	19%	(61)	73%	(236)	323
Ideo: Liberal (1-3)	17%	(111)	29%	(190)	54%	(354)	655
Ideo: Moderate (4)	14%	(83)	25%	(147)	62%	(369)	599
Ideo: Conservative (5-7)	16%	(115)	29%	(210)	56%	(408)	733
Educ: < College	13%	(196)	23%	(348)	64%	(968)	1512
Educ: Bachelors degree	19%	(86)	34%	(151)	46%	(206)	444
Educ: Post-grad	21%	(52)	38%	(92)	41%	(100)	244
Income: Under 50k	11%	(121)	22%	(249)	67%	(739)	1110
Income: 50k-100k	18%	(134)	29%	(210)	53%	(387)	731
Income: 100k+	22%	(79)	37%	(132)	41%	(148)	359
Ethnicity: White	14%	(240)	26%	(440)	61%	(1042)	1722
Ethnicity: Hispanic	15%	(53)	28%	(96)	57%	(200)	349
Ethnicity: Black	22%	(59)	36%	(99)	42%	(116)	274

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Table MCSP1_13: *In general, what kind of fan do you consider yourself of the following?*
NCAA men's college basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	15%	(335)	27%	(591)	58%	(1274)	2200
Ethnicity: Other	17%	(35)	26%	(52)	57%	(116)	204
All Christian	16%	(182)	30%	(331)	54%	(593)	1106
All Non-Christian	27%	(32)	26%	(32)	47%	(56)	120
Atheist	12%	(11)	18%	(16)	70%	(63)	90
Agnostic/Nothing in particular	12%	(68)	22%	(120)	66%	(368)	555
Something Else	13%	(42)	28%	(93)	59%	(194)	329
Religious Non-Protestant/Catholic	23%	(33)	28%	(39)	50%	(71)	143
Evangelical	19%	(118)	29%	(180)	51%	(312)	610
Non-Evangelical	13%	(104)	29%	(229)	57%	(449)	783
Community: Urban	21%	(134)	29%	(180)	50%	(312)	625
Community: Suburban	12%	(128)	28%	(287)	60%	(615)	1031
Community: Rural	13%	(72)	23%	(124)	64%	(347)	544
Employ: Private Sector	21%	(149)	30%	(210)	49%	(341)	700
Employ: Government	18%	(25)	40%	(55)	42%	(59)	139
Employ: Self-Employed	18%	(32)	28%	(50)	54%	(97)	178
Employ: Homemaker	8%	(14)	12%	(20)	80%	(138)	173
Employ: Student	15%	(16)	21%	(22)	65%	(69)	107
Employ: Retired	11%	(53)	26%	(125)	63%	(305)	483
Employ: Unemployed	10%	(31)	26%	(78)	64%	(195)	304
Employ: Other	13%	(14)	26%	(30)	61%	(70)	115
Military HH: Yes	15%	(48)	27%	(90)	58%	(190)	329
Military HH: No	15%	(286)	27%	(501)	58%	(1084)	1871
RD/WT: Right Direction	18%	(198)	29%	(315)	53%	(586)	1100
RD/WT: Wrong Track	12%	(137)	25%	(276)	62%	(688)	1100
Biden Job Approve	17%	(218)	28%	(353)	55%	(692)	1262
Biden Job Disapprove	13%	(107)	26%	(217)	61%	(506)	829
Biden Job Strongly Approve	20%	(144)	28%	(201)	51%	(362)	707
Biden Job Somewhat Approve	13%	(73)	27%	(151)	60%	(330)	555
Biden Job Somewhat Disapprove	12%	(27)	29%	(68)	59%	(140)	235
Biden Job Strongly Disapprove	13%	(79)	25%	(149)	62%	(366)	594

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Table MCSP1_13: *In general, what kind of fan do you consider yourself of the following?*
 NCAA men's college basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	15%	(335)	27%	(591)	58%	(1274)	2200
Favorable of Biden	17%	(207)	28%	(347)	56%	(695)	1249
Unfavorable of Biden	14%	(119)	25%	(212)	61%	(508)	839
Very Favorable of Biden	19%	(135)	29%	(206)	53%	(380)	721
Somewhat Favorable of Biden	14%	(72)	27%	(142)	60%	(315)	528
Somewhat Unfavorable of Biden	14%	(33)	27%	(61)	58%	(132)	226
Very Unfavorable of Biden	14%	(87)	25%	(151)	61%	(376)	613
#1 Issue: Economy	17%	(143)	28%	(230)	55%	(463)	836
#1 Issue: Security	11%	(36)	32%	(100)	57%	(180)	315
#1 Issue: Health Care	22%	(73)	29%	(94)	49%	(160)	327
#1 Issue: Medicare / Social Security	11%	(27)	23%	(58)	67%	(171)	257
#1 Issue: Women's Issues	7%	(6)	29%	(27)	64%	(60)	94
#1 Issue: Education	18%	(17)	18%	(18)	64%	(62)	97
#1 Issue: Energy	12%	(15)	32%	(40)	56%	(71)	126
#1 Issue: Other	12%	(18)	15%	(23)	72%	(107)	148
2020 Vote: Joe Biden	17%	(173)	29%	(290)	54%	(549)	1012
2020 Vote: Donald Trump	16%	(105)	25%	(172)	59%	(400)	678
2020 Vote: Other	14%	(10)	31%	(22)	55%	(39)	70
2020 Vote: Didn't Vote	11%	(47)	24%	(107)	65%	(285)	440
2018 House Vote: Democrat	17%	(133)	30%	(233)	52%	(400)	766
2018 House Vote: Republican	17%	(97)	27%	(155)	57%	(329)	580
2018 House Vote: Someone else	16%	(11)	12%	(8)	72%	(49)	68
2016 Vote: Hillary Clinton	19%	(132)	30%	(212)	51%	(364)	707
2016 Vote: Donald Trump	16%	(111)	26%	(180)	57%	(391)	682
2016 Vote: Other	13%	(18)	25%	(34)	62%	(85)	137
2016 Vote: Didn't Vote	11%	(73)	25%	(165)	64%	(432)	670
Voted in 2014: Yes	18%	(231)	29%	(367)	53%	(671)	1269
Voted in 2014: No	11%	(103)	24%	(224)	65%	(603)	931
4-Region: Northeast	16%	(62)	26%	(103)	58%	(228)	394
4-Region: Midwest	13%	(59)	29%	(135)	58%	(269)	462
4-Region: South	16%	(131)	28%	(230)	56%	(464)	824
4-Region: West	16%	(83)	24%	(123)	60%	(314)	520

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Table MCSP1_13: *In general, what kind of fan do you consider yourself of the following?*
NCAA men's college basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	15%	(335)	27%	(591)	58%	(1274)	2200
Sports Fans	22%	(331)	37%	(549)	41%	(619)	1499
Avid Sports Fans	46%	(246)	34%	(180)	20%	(106)	533
Casual Sports Fans	9%	(84)	38%	(369)	53%	(513)	966
Male and Sports Fans	30%	(253)	39%	(324)	31%	(263)	841
Female and Sports Fans	12%	(77)	34%	(225)	54%	(356)	658
Fans of Men's Sports	21%	(335)	36%	(591)	43%	(703)	1629
Fans of Women's Sports	26%	(303)	41%	(475)	33%	(387)	1165
Avid Fans of Women's Sports	44%	(199)	35%	(157)	22%	(98)	455
Gen Z Sports Fans	21%	(28)	45%	(60)	34%	(45)	133
Millennial Sports Fans	27%	(133)	36%	(177)	37%	(181)	491
Gen X Sports Fans	20%	(67)	36%	(122)	44%	(147)	337
Boomer Sports Fans	20%	(101)	34%	(168)	46%	(225)	494
NBA Fans	27%	(279)	46%	(472)	27%	(271)	1022
Avid NBA Fans	49%	(189)	36%	(138)	15%	(60)	387
Casual NBA Fans	14%	(90)	53%	(334)	33%	(211)	635

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

Table MCSP1_14: *In general, what kind of fan do you consider yourself of the following?*
 NCAA college softball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(160)	18%	(395)	75%	(1645)	2200
Gender: Male	11%	(119)	23%	(248)	65%	(695)	1062
Gender: Female	4%	(41)	13%	(147)	83%	(950)	1138
Age: 18-34	10%	(62)	21%	(140)	69%	(453)	655
Age: 35-44	12%	(44)	21%	(75)	67%	(239)	358
Age: 45-64	4%	(29)	15%	(116)	81%	(606)	751
Age: 65+	6%	(25)	15%	(64)	79%	(347)	436
GenZers: 1997-2012	8%	(17)	21%	(46)	72%	(160)	223
Millennials: 1981-1996	12%	(84)	22%	(148)	66%	(443)	676
GenXers: 1965-1980	5%	(23)	18%	(92)	77%	(386)	501
Baby Boomers: 1946-1964	5%	(35)	13%	(99)	82%	(606)	740
PID: Dem (no lean)	8%	(73)	20%	(172)	72%	(635)	879
PID: Ind (no lean)	6%	(40)	15%	(104)	79%	(546)	690
PID: Rep (no lean)	7%	(47)	19%	(119)	74%	(464)	631
PID/Gender: Dem Men	13%	(56)	25%	(105)	62%	(264)	425
PID/Gender: Dem Women	4%	(17)	15%	(66)	82%	(370)	453
PID/Gender: Ind Men	9%	(29)	18%	(58)	74%	(242)	328
PID/Gender: Ind Women	3%	(12)	13%	(46)	84%	(305)	362
PID/Gender: Rep Men	11%	(34)	27%	(84)	62%	(189)	308
PID/Gender: Rep Women	4%	(13)	11%	(35)	85%	(275)	323
Ideo: Liberal (1-3)	8%	(53)	17%	(112)	75%	(491)	655
Ideo: Moderate (4)	7%	(41)	21%	(123)	73%	(435)	599
Ideo: Conservative (5-7)	6%	(45)	19%	(138)	75%	(550)	733
Educ: < College	6%	(87)	16%	(248)	78%	(1177)	1512
Educ: Bachelors degree	10%	(44)	20%	(90)	70%	(310)	444
Educ: Post-grad	12%	(29)	23%	(57)	65%	(158)	244
Income: Under 50k	5%	(58)	15%	(163)	80%	(888)	1110
Income: 50k-100k	8%	(56)	21%	(156)	71%	(519)	731
Income: 100k+	13%	(46)	21%	(75)	66%	(238)	359
Ethnicity: White	8%	(130)	16%	(279)	76%	(1314)	1722
Ethnicity: Hispanic	10%	(35)	23%	(79)	67%	(235)	349
Ethnicity: Black	7%	(18)	26%	(72)	67%	(184)	274

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Table MCSP1_14: *In general, what kind of fan do you consider yourself of the following?*
NCAA college softball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(160)	18%	(395)	75%	(1645)	2200
Ethnicity: Other	6%	(12)	22%	(45)	72%	(147)	204
All Christian	8%	(87)	19%	(213)	73%	(806)	1106
All Non-Christian	19%	(23)	23%	(27)	59%	(70)	120
Atheist	2%	(2)	14%	(12)	84%	(75)	90
Agnostic/Nothing in particular	6%	(32)	16%	(89)	78%	(434)	555
Something Else	5%	(16)	16%	(53)	79%	(259)	329
Religious Non-Protestant/Catholic	17%	(25)	21%	(30)	61%	(87)	143
Evangelical	10%	(62)	22%	(134)	68%	(414)	610
Non-Evangelical	5%	(37)	16%	(124)	79%	(622)	783
Community: Urban	12%	(74)	22%	(137)	66%	(414)	625
Community: Suburban	5%	(53)	16%	(168)	79%	(810)	1031
Community: Rural	6%	(33)	16%	(90)	77%	(421)	544
Employ: Private Sector	10%	(69)	21%	(144)	70%	(487)	700
Employ: Government	15%	(20)	24%	(34)	61%	(85)	139
Employ: Self-Employed	9%	(17)	27%	(48)	64%	(114)	178
Employ: Homemaker	4%	(7)	10%	(18)	86%	(148)	173
Employ: Student	4%	(4)	17%	(18)	79%	(85)	107
Employ: Retired	4%	(18)	15%	(74)	81%	(390)	483
Employ: Unemployed	6%	(17)	12%	(35)	83%	(252)	304
Employ: Other	7%	(8)	20%	(23)	73%	(84)	115
Military HH: Yes	10%	(32)	20%	(67)	70%	(230)	329
Military HH: No	7%	(128)	18%	(328)	76%	(1415)	1871
RD/WT: Right Direction	9%	(102)	20%	(224)	70%	(774)	1100
RD/WT: Wrong Track	5%	(58)	16%	(171)	79%	(871)	1100
Biden Job Approve	8%	(106)	20%	(247)	72%	(909)	1262
Biden Job Disapprove	6%	(48)	16%	(135)	78%	(647)	829
Biden Job Strongly Approve	11%	(76)	21%	(151)	68%	(480)	707
Biden Job Somewhat Approve	5%	(30)	17%	(96)	77%	(429)	555
Biden Job Somewhat Disapprove	4%	(10)	19%	(44)	77%	(182)	235
Biden Job Strongly Disapprove	6%	(38)	15%	(91)	78%	(465)	594

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Table MCSP1_14: *In general, what kind of fan do you consider yourself of the following?*
NCAA college softball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(160)	18%	(395)	75%	(1645)	2200
Favorable of Biden	8%	(99)	19%	(238)	73%	(912)	1249
Unfavorable of Biden	7%	(55)	16%	(137)	77%	(647)	839
Very Favorable of Biden	10%	(69)	21%	(148)	70%	(504)	721
Somewhat Favorable of Biden	6%	(30)	17%	(89)	77%	(408)	528
Somewhat Unfavorable of Biden	8%	(17)	17%	(39)	75%	(169)	226
Very Unfavorable of Biden	6%	(37)	16%	(98)	78%	(478)	613
#1 Issue: Economy	9%	(71)	20%	(165)	72%	(600)	836
#1 Issue: Security	6%	(19)	18%	(56)	76%	(240)	315
#1 Issue: Health Care	10%	(33)	19%	(61)	71%	(232)	327
#1 Issue: Medicare / Social Security	3%	(9)	14%	(35)	83%	(213)	257
#1 Issue: Women's Issues	9%	(9)	19%	(18)	72%	(67)	94
#1 Issue: Education	5%	(5)	18%	(18)	77%	(75)	97
#1 Issue: Energy	6%	(7)	24%	(30)	71%	(89)	126
#1 Issue: Other	4%	(6)	8%	(12)	87%	(129)	148
2020 Vote: Joe Biden	8%	(77)	19%	(196)	73%	(738)	1012
2020 Vote: Donald Trump	7%	(47)	17%	(115)	76%	(516)	678
2020 Vote: Other	2%	(1)	17%	(12)	81%	(56)	70
2020 Vote: Didn't Vote	8%	(35)	16%	(72)	76%	(333)	440
2018 House Vote: Democrat	8%	(61)	21%	(159)	71%	(546)	766
2018 House Vote: Republican	7%	(40)	19%	(112)	74%	(428)	580
2018 House Vote: Someone else	8%	(5)	15%	(10)	77%	(53)	68
2016 Vote: Hillary Clinton	8%	(54)	19%	(137)	73%	(516)	707
2016 Vote: Donald Trump	7%	(48)	19%	(132)	74%	(503)	682
2016 Vote: Other	6%	(8)	15%	(21)	79%	(108)	137
2016 Vote: Didn't Vote	8%	(50)	15%	(103)	77%	(516)	670
Voted in 2014: Yes	8%	(102)	20%	(256)	72%	(911)	1269
Voted in 2014: No	6%	(58)	15%	(139)	79%	(734)	931
4-Region: Northeast	9%	(36)	14%	(55)	77%	(303)	394
4-Region: Midwest	4%	(20)	15%	(71)	80%	(372)	462
4-Region: South	8%	(62)	21%	(173)	71%	(589)	824
4-Region: West	8%	(42)	19%	(96)	73%	(382)	520

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Table MCSP1_14: *In general, what kind of fan do you consider yourself of the following?*
NCAA college softball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(160)	18%	(395)	75%	(1645)	2200
Sports Fans	10%	(155)	25%	(371)	65%	(972)	1499
Avid Sports Fans	22%	(119)	30%	(162)	47%	(251)	533
Casual Sports Fans	4%	(36)	22%	(209)	75%	(721)	966
Male and Sports Fans	14%	(118)	28%	(235)	58%	(488)	841
Female and Sports Fans	6%	(37)	21%	(137)	74%	(484)	658
Fans of Men's Sports	10%	(159)	24%	(390)	66%	(1080)	1629
Fans of Women's Sports	14%	(160)	34%	(395)	52%	(610)	1165
Avid Fans of Women's Sports	35%	(160)	33%	(149)	32%	(146)	455
Gen Z Sports Fans	13%	(17)	31%	(41)	56%	(75)	133
Millennial Sports Fans	17%	(83)	28%	(136)	55%	(272)	491
Gen X Sports Fans	6%	(21)	27%	(90)	67%	(226)	337
Boomer Sports Fans	7%	(33)	19%	(95)	74%	(366)	494
NBA Fans	13%	(132)	29%	(298)	58%	(592)	1022
Avid NBA Fans	23%	(91)	32%	(125)	44%	(172)	387
Casual NBA Fans	7%	(42)	27%	(174)	66%	(420)	635

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

Table MCSP1_15: *In general, what kind of fan do you consider yourself of the following?*
 NCAA college baseball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	12%	(258)	23%	(512)	65%	(1430)	2200
Gender: Male	18%	(188)	30%	(321)	52%	(553)	1062
Gender: Female	6%	(70)	17%	(191)	77%	(877)	1138
Age: 18-34	16%	(104)	23%	(148)	62%	(403)	655
Age: 35-44	15%	(54)	31%	(111)	54%	(193)	358
Age: 45-64	9%	(67)	21%	(157)	70%	(526)	751
Age: 65+	7%	(32)	22%	(96)	71%	(308)	436
GenZers: 1997-2012	11%	(25)	20%	(44)	69%	(155)	223
Millennials: 1981-1996	18%	(123)	26%	(179)	55%	(374)	676
GenXers: 1965-1980	9%	(44)	25%	(125)	66%	(332)	501
Baby Boomers: 1946-1964	8%	(63)	20%	(150)	71%	(528)	740
PID: Dem (no lean)	14%	(126)	25%	(216)	61%	(537)	879
PID: Ind (no lean)	8%	(56)	20%	(136)	72%	(499)	690
PID: Rep (no lean)	12%	(76)	25%	(161)	62%	(394)	631
PID/Gender: Dem Men	22%	(92)	30%	(128)	48%	(205)	425
PID/Gender: Dem Women	8%	(34)	19%	(87)	73%	(332)	453
PID/Gender: Ind Men	12%	(38)	27%	(90)	61%	(200)	328
PID/Gender: Ind Women	5%	(18)	13%	(46)	83%	(299)	362
PID/Gender: Rep Men	19%	(58)	33%	(103)	48%	(147)	308
PID/Gender: Rep Women	6%	(18)	18%	(58)	76%	(247)	323
Ideo: Liberal (1-3)	13%	(82)	24%	(159)	63%	(414)	655
Ideo: Moderate (4)	10%	(60)	23%	(136)	67%	(403)	599
Ideo: Conservative (5-7)	13%	(97)	25%	(184)	62%	(452)	733
Educ: < College	10%	(154)	20%	(301)	70%	(1057)	1512
Educ: Bachelors degree	14%	(62)	29%	(130)	57%	(252)	444
Educ: Post-grad	17%	(42)	33%	(81)	50%	(121)	244
Income: Under 50k	8%	(94)	19%	(208)	73%	(808)	1110
Income: 50k-100k	13%	(98)	26%	(186)	61%	(446)	731
Income: 100k+	18%	(66)	33%	(118)	49%	(176)	359
Ethnicity: White	10%	(179)	23%	(392)	67%	(1150)	1722
Ethnicity: Hispanic	9%	(32)	29%	(103)	61%	(214)	349
Ethnicity: Black	21%	(57)	22%	(61)	57%	(156)	274

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Table MCSP1_15: *In general, what kind of fan do you consider yourself of the following?*
NCAA college baseball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	12%	(258)	23%	(512)	65%	(1430)	2200
Ethnicity: Other	11%	(22)	29%	(59)	60%	(123)	204
All Christian	12%	(135)	25%	(282)	62%	(690)	1106
All Non-Christian	20%	(24)	28%	(33)	52%	(63)	120
Atheist	5%	(5)	17%	(15)	78%	(70)	90
Agnostic/Nothing in particular	10%	(57)	19%	(106)	71%	(392)	555
Something Else	11%	(38)	23%	(76)	65%	(215)	329
Religious Non-Protestant/Catholic	19%	(28)	26%	(37)	55%	(78)	143
Evangelical	15%	(89)	28%	(173)	57%	(347)	610
Non-Evangelical	10%	(78)	22%	(175)	68%	(530)	783
Community: Urban	18%	(112)	27%	(166)	56%	(348)	625
Community: Suburban	9%	(91)	24%	(242)	68%	(697)	1031
Community: Rural	10%	(55)	19%	(104)	71%	(385)	544
Employ: Private Sector	17%	(122)	27%	(191)	55%	(387)	700
Employ: Government	20%	(28)	32%	(44)	48%	(67)	139
Employ: Self-Employed	17%	(29)	27%	(48)	56%	(101)	178
Employ: Homemaker	4%	(8)	13%	(23)	82%	(143)	173
Employ: Student	10%	(11)	14%	(15)	75%	(81)	107
Employ: Retired	6%	(31)	23%	(110)	71%	(343)	483
Employ: Unemployed	6%	(18)	19%	(58)	75%	(228)	304
Employ: Other	10%	(11)	19%	(22)	71%	(81)	115
Military HH: Yes	11%	(35)	20%	(66)	69%	(228)	329
Military HH: No	12%	(222)	24%	(446)	64%	(1202)	1871
RD/WT: Right Direction	15%	(161)	23%	(255)	62%	(684)	1100
RD/WT: Wrong Track	9%	(96)	23%	(258)	68%	(746)	1100
Biden Job Approve	14%	(179)	23%	(288)	63%	(795)	1262
Biden Job Disapprove	9%	(71)	25%	(205)	67%	(553)	829
Biden Job Strongly Approve	18%	(129)	22%	(158)	59%	(420)	707
Biden Job Somewhat Approve	9%	(50)	24%	(130)	67%	(374)	555
Biden Job Somewhat Disapprove	7%	(17)	26%	(61)	67%	(157)	235
Biden Job Strongly Disapprove	9%	(54)	24%	(144)	67%	(396)	594

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Table MCSP1_15: *In general, what kind of fan do you consider yourself of the following?*
NCAA college baseball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	12%	(258)	23%	(512)	65%	(1430)	2200
Favorable of Biden	13%	(166)	23%	(284)	64%	(798)	1249
Unfavorable of Biden	10%	(82)	24%	(198)	67%	(559)	839
Very Favorable of Biden	16%	(115)	22%	(162)	62%	(444)	721
Somewhat Favorable of Biden	10%	(51)	23%	(123)	67%	(355)	528
Somewhat Unfavorable of Biden	8%	(18)	26%	(59)	66%	(149)	226
Very Unfavorable of Biden	11%	(65)	23%	(139)	67%	(409)	613
#1 Issue: Economy	14%	(120)	24%	(203)	61%	(513)	836
#1 Issue: Security	8%	(25)	27%	(86)	65%	(204)	315
#1 Issue: Health Care	14%	(47)	27%	(88)	59%	(192)	327
#1 Issue: Medicare / Social Security	7%	(18)	19%	(49)	74%	(189)	257
#1 Issue: Women's Issues	12%	(12)	15%	(14)	72%	(68)	94
#1 Issue: Education	8%	(8)	24%	(23)	68%	(66)	97
#1 Issue: Energy	14%	(18)	21%	(27)	64%	(81)	126
#1 Issue: Other	7%	(11)	15%	(22)	78%	(116)	148
2020 Vote: Joe Biden	13%	(136)	25%	(254)	61%	(622)	1012
2020 Vote: Donald Trump	11%	(76)	24%	(165)	64%	(436)	678
2020 Vote: Other	8%	(6)	26%	(18)	66%	(46)	70
2020 Vote: Didn't Vote	9%	(40)	17%	(74)	74%	(326)	440
2018 House Vote: Democrat	14%	(104)	27%	(207)	59%	(455)	766
2018 House Vote: Republican	12%	(72)	25%	(144)	63%	(364)	580
2018 House Vote: Someone else	13%	(9)	12%	(8)	74%	(51)	68
2016 Vote: Hillary Clinton	14%	(99)	26%	(182)	60%	(427)	707
2016 Vote: Donald Trump	12%	(82)	26%	(177)	62%	(424)	682
2016 Vote: Other	12%	(16)	19%	(25)	70%	(96)	137
2016 Vote: Didn't Vote	9%	(60)	19%	(128)	72%	(482)	670
Voted in 2014: Yes	14%	(180)	25%	(321)	60%	(768)	1269
Voted in 2014: No	8%	(77)	21%	(191)	71%	(663)	931
4-Region: Northeast	13%	(50)	21%	(81)	67%	(263)	394
4-Region: Midwest	9%	(41)	24%	(109)	68%	(312)	462
4-Region: South	13%	(104)	24%	(195)	64%	(524)	824
4-Region: West	12%	(62)	24%	(127)	64%	(330)	520

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Table MCSP1_15: *In general, what kind of fan do you consider yourself of the following?*
NCAA college baseball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	12%	(258)	23%	(512)	65%	(1430)	2200
Sports Fans	16%	(246)	32%	(483)	51%	(770)	1499
Avid Sports Fans	35%	(188)	34%	(182)	31%	(163)	533
Casual Sports Fans	6%	(59)	31%	(301)	63%	(607)	966
Male and Sports Fans	22%	(181)	36%	(306)	42%	(354)	841
Female and Sports Fans	10%	(65)	27%	(177)	63%	(415)	658
Fans of Men's Sports	16%	(258)	31%	(512)	53%	(859)	1629
Fans of Women's Sports	21%	(242)	35%	(411)	44%	(512)	1165
Avid Fans of Women's Sports	39%	(179)	29%	(133)	31%	(142)	455
Gen Z Sports Fans	16%	(22)	31%	(42)	52%	(70)	133
Millennial Sports Fans	24%	(116)	34%	(165)	43%	(211)	491
Gen X Sports Fans	13%	(43)	36%	(122)	51%	(171)	337
Boomer Sports Fans	13%	(63)	28%	(139)	59%	(292)	494
NBA Fans	22%	(224)	38%	(386)	40%	(412)	1022
Avid NBA Fans	39%	(151)	30%	(114)	31%	(121)	387
Casual NBA Fans	11%	(73)	43%	(272)	46%	(290)	635

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

Table MCSP1_16: *In general, what kind of fan do you consider yourself of the following?*
 NCAA men's lacrosse

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(112)	10%	(211)	85%	(1877)	2200
Gender: Male	8%	(87)	14%	(145)	78%	(830)	1062
Gender: Female	2%	(26)	6%	(66)	92%	(1047)	1138
Age: 18-34	10%	(65)	14%	(90)	76%	(501)	655
Age: 35-44	10%	(35)	13%	(47)	77%	(275)	358
Age: 45-64	1%	(11)	6%	(45)	93%	(695)	751
Age: 65+	—	(2)	7%	(29)	93%	(405)	436
GenZers: 1997-2012	5%	(12)	13%	(29)	82%	(182)	223
Millennials: 1981-1996	12%	(84)	15%	(103)	72%	(489)	676
GenXers: 1965-1980	1%	(7)	7%	(33)	92%	(460)	501
Baby Boomers: 1946-1964	1%	(8)	6%	(44)	93%	(688)	740
PID: Dem (no lean)	8%	(72)	11%	(101)	80%	(705)	879
PID: Ind (no lean)	3%	(23)	8%	(56)	89%	(612)	690
PID: Rep (no lean)	3%	(17)	9%	(55)	89%	(559)	631
PID/Gender: Dem Men	13%	(56)	15%	(65)	72%	(304)	425
PID/Gender: Dem Women	4%	(17)	8%	(36)	89%	(401)	453
PID/Gender: Ind Men	5%	(15)	12%	(40)	83%	(273)	328
PID/Gender: Ind Women	2%	(8)	4%	(16)	94%	(339)	362
PID/Gender: Rep Men	5%	(16)	13%	(39)	82%	(253)	308
PID/Gender: Rep Women	—	(1)	5%	(15)	95%	(307)	323
Ideo: Liberal (1-3)	8%	(52)	11%	(69)	81%	(534)	655
Ideo: Moderate (4)	5%	(31)	11%	(66)	84%	(502)	599
Ideo: Conservative (5-7)	2%	(16)	10%	(70)	88%	(647)	733
Educ: < College	4%	(54)	7%	(112)	89%	(1346)	1512
Educ: Bachelors degree	9%	(38)	12%	(55)	79%	(351)	444
Educ: Post-grad	8%	(20)	18%	(44)	73%	(179)	244
Income: Under 50k	4%	(43)	7%	(83)	89%	(984)	1110
Income: 50k-100k	5%	(38)	9%	(69)	85%	(624)	731
Income: 100k+	9%	(32)	16%	(59)	75%	(269)	359
Ethnicity: White	5%	(78)	10%	(168)	86%	(1476)	1722
Ethnicity: Hispanic	7%	(23)	15%	(54)	78%	(273)	349
Ethnicity: Black	10%	(27)	8%	(23)	82%	(225)	274

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Table MCSP1_16: *In general, what kind of fan do you consider yourself of the following?*

NCAA men's lacrosse

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(112)	10%	(211)	85%	(1877)	2200
Ethnicity: Other	4%	(8)	10%	(20)	86%	(176)	204
All Christian	5%	(57)	11%	(124)	84%	(926)	1106
All Non-Christian	17%	(20)	16%	(19)	67%	(80)	120
Atheist	1%	(1)	9%	(8)	90%	(81)	90
Agnostic/Nothing in particular	4%	(21)	7%	(42)	89%	(493)	555
Something Else	4%	(14)	6%	(19)	90%	(297)	329
Religious Non-Protestant/Catholic	16%	(22)	17%	(24)	67%	(96)	143
Evangelical	8%	(51)	12%	(71)	80%	(488)	610
Non-Evangelical	2%	(17)	8%	(64)	90%	(702)	783
Community: Urban	11%	(66)	13%	(84)	76%	(475)	625
Community: Suburban	3%	(27)	9%	(93)	88%	(910)	1031
Community: Rural	3%	(19)	6%	(34)	90%	(491)	544
Employ: Private Sector	6%	(43)	13%	(91)	81%	(566)	700
Employ: Government	14%	(20)	11%	(16)	74%	(103)	139
Employ: Self-Employed	10%	(18)	18%	(33)	72%	(128)	178
Employ: Homemaker	6%	(10)	3%	(5)	91%	(158)	173
Employ: Student	2%	(3)	12%	(13)	85%	(91)	107
Employ: Retired	—	(1)	5%	(25)	95%	(457)	483
Employ: Unemployed	4%	(14)	5%	(15)	91%	(276)	304
Employ: Other	4%	(4)	11%	(13)	85%	(98)	115
Military HH: Yes	6%	(20)	8%	(25)	86%	(284)	329
Military HH: No	5%	(93)	10%	(186)	85%	(1593)	1871
RD/WT: Right Direction	9%	(100)	12%	(128)	79%	(872)	1100
RD/WT: Wrong Track	1%	(12)	8%	(83)	91%	(1005)	1100
Biden Job Approve	8%	(98)	11%	(139)	81%	(1025)	1262
Biden Job Disapprove	1%	(10)	8%	(63)	91%	(757)	829
Biden Job Strongly Approve	10%	(73)	12%	(88)	77%	(545)	707
Biden Job Somewhat Approve	4%	(24)	9%	(51)	86%	(480)	555
Biden Job Somewhat Disapprove	2%	(5)	8%	(19)	90%	(212)	235
Biden Job Strongly Disapprove	1%	(5)	7%	(44)	92%	(545)	594

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Table MCSP1_16: *In general, what kind of fan do you consider yourself of the following?*
NCAA men's lacrosse

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(112)	10%	(211)	85%	(1877)	2200
Favorable of Biden	7%	(90)	10%	(125)	83%	(1033)	1249
Unfavorable of Biden	2%	(14)	9%	(78)	89%	(747)	839
Very Favorable of Biden	9%	(67)	11%	(83)	79%	(571)	721
Somewhat Favorable of Biden	4%	(23)	8%	(43)	88%	(462)	528
Somewhat Unfavorable of Biden	3%	(8)	12%	(27)	84%	(191)	226
Very Unfavorable of Biden	1%	(6)	8%	(50)	91%	(557)	613
#1 Issue: Economy	5%	(44)	9%	(77)	85%	(714)	836
#1 Issue: Security	3%	(10)	9%	(27)	88%	(278)	315
#1 Issue: Health Care	8%	(27)	14%	(44)	78%	(256)	327
#1 Issue: Medicare / Social Security	3%	(7)	7%	(19)	90%	(231)	257
#1 Issue: Women's Issues	10%	(10)	11%	(10)	79%	(74)	94
#1 Issue: Education	4%	(4)	10%	(9)	86%	(83)	97
#1 Issue: Energy	7%	(9)	13%	(16)	80%	(101)	126
#1 Issue: Other	1%	(2)	5%	(7)	94%	(139)	148
2020 Vote: Joe Biden	7%	(72)	11%	(108)	82%	(831)	1012
2020 Vote: Donald Trump	2%	(14)	8%	(55)	90%	(608)	678
2020 Vote: Other	2%	(1)	9%	(6)	90%	(62)	70
2020 Vote: Didn't Vote	6%	(24)	9%	(42)	85%	(374)	440
2018 House Vote: Democrat	6%	(46)	12%	(91)	82%	(630)	766
2018 House Vote: Republican	3%	(16)	9%	(53)	88%	(511)	580
2018 House Vote: Someone else	7%	(5)	7%	(5)	86%	(59)	68
2016 Vote: Hillary Clinton	6%	(42)	12%	(84)	82%	(582)	707
2016 Vote: Donald Trump	3%	(23)	9%	(62)	88%	(598)	682
2016 Vote: Other	1%	(2)	7%	(10)	92%	(126)	137
2016 Vote: Didn't Vote	7%	(45)	8%	(55)	85%	(570)	670
Voted in 2014: Yes	5%	(61)	10%	(128)	85%	(1080)	1269
Voted in 2014: No	6%	(51)	9%	(83)	86%	(797)	931
4-Region: Northeast	7%	(27)	13%	(50)	80%	(317)	394
4-Region: Midwest	4%	(17)	7%	(34)	89%	(410)	462
4-Region: South	5%	(43)	9%	(76)	86%	(705)	824
4-Region: West	5%	(25)	10%	(50)	85%	(444)	520

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Table MCSP1_16: *In general, what kind of fan do you consider yourself of the following?*

NCAA men's lacrosse

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(112)	10%	(211)	85%	(1877)	2200
Sports Fans	7%	(109)	13%	(197)	80%	(1193)	1499
Avid Sports Fans	15%	(79)	18%	(98)	67%	(356)	533
Casual Sports Fans	3%	(31)	10%	(99)	87%	(837)	966
Male and Sports Fans	10%	(84)	16%	(137)	74%	(620)	841
Female and Sports Fans	4%	(25)	9%	(60)	87%	(573)	658
Fans of Men's Sports	7%	(112)	13%	(211)	80%	(1305)	1629
Fans of Women's Sports	10%	(112)	17%	(201)	73%	(851)	1165
Avid Fans of Women's Sports	23%	(106)	21%	(95)	56%	(253)	455
Gen Z Sports Fans	9%	(12)	18%	(24)	73%	(97)	133
Millennial Sports Fans	17%	(81)	19%	(95)	64%	(314)	491
Gen X Sports Fans	2%	(7)	9%	(31)	89%	(298)	337
Boomer Sports Fans	2%	(8)	9%	(44)	89%	(441)	494
NBA Fans	10%	(104)	17%	(176)	73%	(742)	1022
Avid NBA Fans	22%	(84)	17%	(64)	62%	(239)	387
Casual NBA Fans	3%	(20)	18%	(112)	79%	(503)	635

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

Table MCSP1_17: *In general, what kind of fan do you consider yourself of the following?*
 NCAA women's lacrosse

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(107)	9%	(208)	86%	(1884)	2200
Gender: Male	8%	(84)	13%	(133)	80%	(845)	1062
Gender: Female	2%	(23)	7%	(75)	91%	(1040)	1138
Age: 18-34	10%	(66)	15%	(98)	75%	(491)	655
Age: 35-44	9%	(31)	14%	(50)	77%	(276)	358
Age: 45-64	1%	(9)	5%	(41)	93%	(701)	751
Age: 65+	—	(1)	4%	(19)	95%	(416)	436
GenZers: 1997-2012	9%	(20)	18%	(39)	74%	(164)	223
Millennials: 1981-1996	11%	(75)	14%	(98)	74%	(502)	676
GenXers: 1965-1980	2%	(8)	7%	(37)	91%	(456)	501
Baby Boomers: 1946-1964	1%	(4)	4%	(33)	95%	(704)	740
PID: Dem (no lean)	7%	(66)	11%	(98)	81%	(715)	879
PID: Ind (no lean)	3%	(24)	8%	(55)	89%	(611)	690
PID: Rep (no lean)	3%	(18)	9%	(55)	88%	(558)	631
PID/Gender: Dem Men	12%	(53)	14%	(62)	73%	(311)	425
PID/Gender: Dem Women	3%	(13)	8%	(37)	89%	(403)	453
PID/Gender: Ind Men	5%	(16)	9%	(31)	86%	(282)	328
PID/Gender: Ind Women	2%	(8)	7%	(25)	91%	(329)	362
PID/Gender: Rep Men	5%	(16)	13%	(41)	82%	(251)	308
PID/Gender: Rep Women	1%	(2)	4%	(14)	95%	(307)	323
Ideo: Liberal (1-3)	7%	(43)	12%	(80)	81%	(532)	655
Ideo: Moderate (4)	5%	(30)	7%	(43)	88%	(525)	599
Ideo: Conservative (5-7)	3%	(23)	9%	(64)	88%	(647)	733
Educ: < College	4%	(55)	8%	(117)	89%	(1340)	1512
Educ: Bachelors degree	7%	(32)	12%	(55)	80%	(357)	444
Educ: Post-grad	8%	(21)	15%	(36)	77%	(187)	244
Income: Under 50k	3%	(34)	8%	(84)	89%	(992)	1110
Income: 50k-100k	6%	(42)	11%	(80)	83%	(609)	731
Income: 100k+	9%	(31)	12%	(45)	79%	(284)	359
Ethnicity: White	4%	(71)	9%	(151)	87%	(1500)	1722
Ethnicity: Hispanic	6%	(22)	16%	(54)	78%	(273)	349
Ethnicity: Black	9%	(24)	9%	(26)	82%	(224)	274

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Table MCSP1_17: *In general, what kind of fan do you consider yourself of the following?*

NCAA women's lacrosse

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(107)	9%	(208)	86%	(1884)	2200
Ethnicity: Other	6%	(12)	16%	(32)	79%	(160)	204
All Christian	5%	(52)	10%	(111)	85%	(943)	1106
All Non-Christian	17%	(20)	20%	(24)	63%	(76)	120
Atheist	2%	(2)	6%	(5)	93%	(83)	90
Agnostic/Nothing in particular	5%	(27)	8%	(47)	87%	(481)	555
Something Else	2%	(7)	6%	(21)	91%	(301)	329
Religious Non-Protestant/Catholic	16%	(23)	20%	(28)	64%	(92)	143
Evangelical	6%	(38)	11%	(70)	82%	(503)	610
Non-Evangelical	2%	(17)	7%	(54)	91%	(712)	783
Community: Urban	11%	(67)	14%	(88)	75%	(471)	625
Community: Suburban	2%	(23)	8%	(83)	90%	(925)	1031
Community: Rural	3%	(18)	7%	(38)	90%	(488)	544
Employ: Private Sector	6%	(45)	12%	(81)	82%	(574)	700
Employ: Government	9%	(13)	18%	(26)	72%	(101)	139
Employ: Self-Employed	9%	(16)	18%	(31)	73%	(131)	178
Employ: Homemaker	2%	(3)	3%	(6)	95%	(165)	173
Employ: Student	9%	(10)	10%	(11)	80%	(86)	107
Employ: Retired	—	(1)	5%	(25)	95%	(458)	483
Employ: Unemployed	4%	(12)	6%	(19)	90%	(274)	304
Employ: Other	7%	(8)	8%	(9)	85%	(97)	115
Military HH: Yes	4%	(13)	10%	(33)	86%	(283)	329
Military HH: No	5%	(95)	9%	(175)	86%	(1601)	1871
RD/WT: Right Direction	8%	(87)	12%	(130)	80%	(883)	1100
RD/WT: Wrong Track	2%	(21)	7%	(79)	91%	(1001)	1100
Biden Job Approve	7%	(86)	11%	(136)	82%	(1041)	1262
Biden Job Disapprove	2%	(16)	7%	(61)	91%	(752)	829
Biden Job Strongly Approve	10%	(72)	12%	(82)	78%	(554)	707
Biden Job Somewhat Approve	3%	(14)	10%	(54)	88%	(487)	555
Biden Job Somewhat Disapprove	3%	(6)	11%	(25)	86%	(204)	235
Biden Job Strongly Disapprove	2%	(10)	6%	(35)	92%	(549)	594

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Table MCSP1_17: *In general, what kind of fan do you consider yourself of the following?*
NCAA women's lacrosse

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(107)	9%	(208)	86%	(1884)	2200
Favorable of Biden	7%	(82)	10%	(129)	83%	(1038)	1249
Unfavorable of Biden	2%	(19)	8%	(65)	90%	(755)	839
Very Favorable of Biden	8%	(61)	11%	(79)	81%	(581)	721
Somewhat Favorable of Biden	4%	(21)	9%	(50)	87%	(457)	528
Somewhat Unfavorable of Biden	2%	(4)	12%	(28)	86%	(195)	226
Very Unfavorable of Biden	3%	(16)	6%	(37)	91%	(560)	613
#1 Issue: Economy	5%	(44)	10%	(82)	85%	(710)	836
#1 Issue: Security	4%	(12)	10%	(31)	86%	(272)	315
#1 Issue: Health Care	6%	(20)	12%	(38)	82%	(269)	327
#1 Issue: Medicare / Social Security	3%	(9)	4%	(10)	93%	(238)	257
#1 Issue: Women's Issues	10%	(10)	8%	(8)	82%	(77)	94
#1 Issue: Education	6%	(6)	9%	(9)	85%	(83)	97
#1 Issue: Energy	5%	(6)	18%	(23)	77%	(97)	126
#1 Issue: Other	1%	(2)	6%	(8)	93%	(138)	148
2020 Vote: Joe Biden	6%	(62)	10%	(106)	83%	(844)	1012
2020 Vote: Donald Trump	3%	(18)	8%	(53)	90%	(607)	678
2020 Vote: Other	2%	(1)	8%	(5)	91%	(63)	70
2020 Vote: Didn't Vote	6%	(27)	10%	(45)	84%	(368)	440
2018 House Vote: Democrat	6%	(46)	11%	(86)	83%	(634)	766
2018 House Vote: Republican	3%	(15)	8%	(47)	89%	(518)	580
2018 House Vote: Someone else	8%	(5)	9%	(6)	83%	(57)	68
2016 Vote: Hillary Clinton	6%	(41)	11%	(77)	83%	(590)	707
2016 Vote: Donald Trump	2%	(16)	8%	(54)	90%	(613)	682
2016 Vote: Other	3%	(5)	7%	(10)	89%	(122)	137
2016 Vote: Didn't Vote	7%	(45)	10%	(67)	83%	(558)	670
Voted in 2014: Yes	4%	(55)	10%	(125)	86%	(1090)	1269
Voted in 2014: No	6%	(53)	9%	(84)	85%	(794)	931
4-Region: Northeast	7%	(26)	9%	(35)	84%	(332)	394
4-Region: Midwest	4%	(17)	7%	(34)	89%	(411)	462
4-Region: South	5%	(39)	9%	(78)	86%	(707)	824
4-Region: West	5%	(25)	12%	(62)	83%	(433)	520

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Table MCSP1_17: In general, what kind of fan do you consider yourself of the following?

NCAA women's lacrosse

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(107)	9%	(208)	86%	(1884)	2200
Sports Fans	7%	(102)	12%	(186)	81%	(1211)	1499
Avid Sports Fans	15%	(80)	15%	(78)	70%	(375)	533
Casual Sports Fans	2%	(22)	11%	(108)	87%	(836)	966
Male and Sports Fans	10%	(80)	14%	(118)	76%	(642)	841
Female and Sports Fans	3%	(22)	10%	(67)	86%	(569)	658
Fans of Men's Sports	7%	(107)	13%	(205)	81%	(1316)	1629
Fans of Women's Sports	9%	(107)	18%	(208)	73%	(849)	1165
Avid Fans of Women's Sports	24%	(107)	24%	(111)	52%	(236)	455
Gen Z Sports Fans	13%	(17)	23%	(31)	64%	(86)	133
Millennial Sports Fans	15%	(73)	18%	(88)	67%	(331)	491
Gen X Sports Fans	2%	(8)	10%	(33)	88%	(296)	337
Boomer Sports Fans	1%	(4)	7%	(33)	93%	(457)	494
NBA Fans	10%	(100)	16%	(164)	74%	(757)	1022
Avid NBA Fans	19%	(74)	17%	(65)	64%	(248)	387
Casual NBA Fans	4%	(27)	16%	(100)	80%	(509)	635

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

Table MCSP1_18: *In general, what kind of fan do you consider yourself of the following?*
 Women's UFC

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(197)	17%	(372)	74%	(1631)	2200
Gender: Male	13%	(140)	22%	(229)	65%	(693)	1062
Gender: Female	5%	(57)	13%	(143)	82%	(938)	1138
Age: 18-34	15%	(101)	27%	(175)	58%	(379)	655
Age: 35-44	17%	(62)	22%	(80)	60%	(216)	358
Age: 45-64	4%	(32)	13%	(94)	83%	(625)	751
Age: 65+	—	(2)	5%	(23)	94%	(411)	436
GenZers: 1997-2012	8%	(18)	29%	(65)	63%	(141)	223
Millennials: 1981-1996	19%	(130)	25%	(168)	56%	(378)	676
GenXers: 1965-1980	7%	(34)	17%	(84)	76%	(382)	501
Baby Boomers: 1946-1964	2%	(14)	7%	(54)	91%	(672)	740
PID: Dem (no lean)	13%	(114)	18%	(156)	69%	(609)	879
PID: Ind (no lean)	7%	(50)	18%	(125)	75%	(515)	690
PID: Rep (no lean)	5%	(32)	14%	(91)	80%	(508)	631
PID/Gender: Dem Men	20%	(84)	21%	(91)	59%	(250)	425
PID/Gender: Dem Women	7%	(30)	14%	(65)	79%	(358)	453
PID/Gender: Ind Men	9%	(28)	23%	(75)	69%	(225)	328
PID/Gender: Ind Women	6%	(22)	14%	(50)	80%	(290)	362
PID/Gender: Rep Men	9%	(28)	20%	(63)	71%	(218)	308
PID/Gender: Rep Women	1%	(5)	9%	(28)	90%	(290)	323
Ideo: Liberal (1-3)	12%	(79)	17%	(114)	71%	(462)	655
Ideo: Moderate (4)	8%	(49)	19%	(113)	73%	(437)	599
Ideo: Conservative (5-7)	6%	(45)	13%	(98)	80%	(590)	733
Educ: < College	8%	(127)	17%	(262)	74%	(1122)	1512
Educ: Bachelors degree	10%	(43)	17%	(74)	74%	(328)	444
Educ: Post-grad	11%	(27)	15%	(36)	74%	(181)	244
Income: Under 50k	8%	(84)	16%	(181)	76%	(845)	1110
Income: 50k-100k	9%	(66)	19%	(136)	72%	(529)	731
Income: 100k+	13%	(47)	15%	(55)	71%	(257)	359
Ethnicity: White	7%	(128)	15%	(257)	78%	(1337)	1722
Ethnicity: Hispanic	14%	(48)	24%	(85)	62%	(217)	349
Ethnicity: Black	17%	(48)	25%	(68)	58%	(159)	274

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Table MCSP1_18: *In general, what kind of fan do you consider yourself of the following?*

Women's UFC

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(197)	17%	(372)	74%	(1631)	2200
Ethnicity: Other	11%	(22)	23%	(47)	66%	(136)	204
All Christian	8%	(90)	13%	(147)	79%	(869)	1106
All Non-Christian	17%	(20)	31%	(37)	52%	(62)	120
Atheist	6%	(5)	18%	(16)	76%	(68)	90
Agnostic/Nothing in particular	10%	(55)	17%	(95)	73%	(405)	555
Something Else	8%	(26)	23%	(77)	69%	(226)	329
Religious Non-Protestant/Catholic	16%	(23)	31%	(45)	52%	(75)	143
Evangelical	12%	(71)	18%	(111)	70%	(428)	610
Non-Evangelical	5%	(40)	13%	(102)	82%	(641)	783
Community: Urban	18%	(110)	22%	(137)	61%	(379)	625
Community: Suburban	5%	(51)	15%	(151)	80%	(828)	1031
Community: Rural	7%	(36)	15%	(84)	78%	(424)	544
Employ: Private Sector	12%	(83)	21%	(145)	67%	(472)	700
Employ: Government	17%	(24)	19%	(27)	63%	(88)	139
Employ: Self-Employed	11%	(20)	19%	(34)	70%	(125)	178
Employ: Homemaker	6%	(10)	17%	(29)	77%	(133)	173
Employ: Student	9%	(9)	26%	(28)	65%	(70)	107
Employ: Retired	1%	(7)	8%	(40)	90%	(436)	483
Employ: Unemployed	8%	(26)	17%	(53)	74%	(226)	304
Employ: Other	16%	(18)	14%	(16)	70%	(80)	115
Military HH: Yes	8%	(27)	12%	(40)	80%	(262)	329
Military HH: No	9%	(170)	18%	(332)	73%	(1369)	1871
RD/WT: Right Direction	13%	(143)	18%	(198)	69%	(759)	1100
RD/WT: Wrong Track	5%	(54)	16%	(174)	79%	(872)	1100
Biden Job Approve	12%	(150)	17%	(219)	71%	(894)	1262
Biden Job Disapprove	4%	(33)	16%	(135)	80%	(662)	829
Biden Job Strongly Approve	14%	(101)	16%	(115)	69%	(491)	707
Biden Job Somewhat Approve	9%	(48)	19%	(103)	73%	(403)	555
Biden Job Somewhat Disapprove	4%	(10)	22%	(51)	74%	(175)	235
Biden Job Strongly Disapprove	4%	(23)	14%	(84)	82%	(487)	594

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Table MCSP1_18: *In general, what kind of fan do you consider yourself of the following?*
 Women's UFC

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(197)	17%	(372)	74%	(1631)	2200
Favorable of Biden	12%	(148)	17%	(211)	71%	(890)	1249
Unfavorable of Biden	4%	(36)	16%	(137)	79%	(666)	839
Very Favorable of Biden	14%	(102)	16%	(114)	70%	(505)	721
Somewhat Favorable of Biden	9%	(45)	18%	(98)	73%	(385)	528
Somewhat Unfavorable of Biden	6%	(14)	22%	(49)	72%	(162)	226
Very Unfavorable of Biden	4%	(22)	14%	(88)	82%	(503)	613
#1 Issue: Economy	10%	(87)	18%	(153)	71%	(596)	836
#1 Issue: Security	8%	(25)	14%	(46)	78%	(245)	315
#1 Issue: Health Care	13%	(42)	16%	(53)	71%	(232)	327
#1 Issue: Medicare / Social Security	3%	(7)	11%	(29)	86%	(221)	257
#1 Issue: Women's Issues	15%	(14)	25%	(24)	60%	(56)	94
#1 Issue: Education	7%	(7)	26%	(25)	66%	(65)	97
#1 Issue: Energy	8%	(10)	19%	(24)	73%	(92)	126
#1 Issue: Other	4%	(6)	12%	(18)	84%	(125)	148
2020 Vote: Joe Biden	12%	(119)	16%	(167)	72%	(726)	1012
2020 Vote: Donald Trump	4%	(27)	14%	(97)	82%	(554)	678
2020 Vote: Other	4%	(3)	21%	(14)	75%	(52)	70
2020 Vote: Didn't Vote	11%	(49)	21%	(94)	68%	(297)	440
2018 House Vote: Democrat	11%	(86)	15%	(117)	73%	(563)	766
2018 House Vote: Republican	5%	(28)	13%	(73)	83%	(479)	580
2018 House Vote: Someone else	8%	(5)	21%	(14)	71%	(49)	68
2016 Vote: Hillary Clinton	11%	(76)	17%	(122)	72%	(510)	707
2016 Vote: Donald Trump	5%	(35)	13%	(88)	82%	(560)	682
2016 Vote: Other	4%	(6)	17%	(24)	78%	(107)	137
2016 Vote: Didn't Vote	12%	(79)	21%	(138)	68%	(453)	670
Voted in 2014: Yes	8%	(103)	15%	(189)	77%	(977)	1269
Voted in 2014: No	10%	(95)	20%	(183)	70%	(654)	931
4-Region: Northeast	9%	(36)	14%	(55)	77%	(303)	394
4-Region: Midwest	5%	(24)	16%	(75)	79%	(363)	462
4-Region: South	10%	(82)	17%	(142)	73%	(600)	824
4-Region: West	11%	(55)	19%	(100)	70%	(365)	520

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Table MCSP1_18: In general, what kind of fan do you consider yourself of the following?

Women's UFC

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(197)	17%	(372)	74%	(1631)	2200
Sports Fans	13%	(193)	21%	(319)	66%	(987)	1499
Avid Sports Fans	23%	(125)	27%	(143)	50%	(265)	533
Casual Sports Fans	7%	(68)	18%	(177)	75%	(722)	966
Male and Sports Fans	17%	(139)	24%	(204)	59%	(498)	841
Female and Sports Fans	8%	(53)	18%	(116)	74%	(489)	658
Fans of Men's Sports	12%	(197)	23%	(370)	65%	(1062)	1629
Fans of Women's Sports	17%	(197)	32%	(372)	51%	(596)	1165
Avid Fans of Women's Sports	43%	(197)	25%	(114)	32%	(143)	455
Gen Z Sports Fans	14%	(18)	39%	(52)	47%	(63)	133
Millennial Sports Fans	26%	(125)	30%	(145)	45%	(221)	491
Gen X Sports Fans	10%	(34)	22%	(73)	68%	(229)	337
Boomer Sports Fans	3%	(14)	10%	(48)	87%	(432)	494
NBA Fans	16%	(168)	27%	(279)	56%	(575)	1022
Avid NBA Fans	32%	(125)	26%	(99)	42%	(163)	387
Casual NBA Fans	7%	(44)	28%	(180)	65%	(412)	635

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

Table MCSP1_19: *In general, what kind of fan do you consider yourself of the following?*
 Men's UFC

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	12% (275)	22% (478)	66% (1448)	2200
Gender: Male	20% (210)	28% (295)	52% (557)	1062
Gender: Female	6% (64)	16% (183)	78% (891)	1138
Age: 18-34	22% (146)	29% (190)	49% (319)	655
Age: 35-44	22% (78)	35% (125)	43% (155)	358
Age: 45-64	6% (44)	18% (133)	76% (574)	751
Age: 65+	2% (7)	7% (30)	92% (400)	436
GenZers: 1997-2012	12% (26)	31% (70)	57% (128)	223
Millennials: 1981-1996	26% (179)	32% (213)	42% (284)	676
GenXers: 1965-1980	10% (50)	24% (118)	66% (333)	501
Baby Boomers: 1946-1964	3% (19)	10% (74)	87% (647)	740
PID: Dem (no lean)	18% (154)	22% (190)	61% (535)	879
PID: Ind (no lean)	10% (67)	25% (172)	65% (451)	690
PID: Rep (no lean)	8% (53)	18% (116)	73% (462)	631
PID/Gender: Dem Men	29% (122)	27% (116)	44% (187)	425
PID/Gender: Dem Women	7% (32)	16% (74)	77% (348)	453
PID/Gender: Ind Men	13% (43)	31% (103)	55% (182)	328
PID/Gender: Ind Women	7% (24)	19% (69)	74% (269)	362
PID/Gender: Rep Men	15% (45)	25% (76)	61% (187)	308
PID/Gender: Rep Women	3% (8)	13% (40)	85% (274)	323
Ideo: Liberal (1-3)	15% (98)	22% (145)	63% (412)	655
Ideo: Moderate (4)	13% (76)	26% (158)	61% (365)	599
Ideo: Conservative (5-7)	10% (71)	16% (117)	74% (545)	733
Educ: < College	12% (184)	23% (340)	65% (988)	1512
Educ: Bachelors degree	13% (57)	21% (93)	66% (294)	444
Educ: Post-grad	14% (34)	18% (44)	68% (166)	244
Income: Under 50k	11% (117)	23% (261)	66% (732)	1110
Income: 50k-100k	14% (104)	19% (136)	67% (491)	731
Income: 100k+	15% (53)	23% (81)	63% (225)	359
Ethnicity: White	10% (179)	19% (333)	70% (1210)	1722
Ethnicity: Hispanic	18% (62)	34% (120)	48% (167)	349
Ethnicity: Black	25% (68)	28% (77)	47% (129)	274

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Table MCSP1_19: *In general, what kind of fan do you consider yourself of the following?*
Men's UFC

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	12%	(275)	22%	(478)	66%	(1448)	2200
Ethnicity: Other	13%	(27)	33%	(68)	54%	(109)	204
All Christian	11%	(122)	19%	(206)	70%	(777)	1106
All Non-Christian	23%	(28)	27%	(32)	50%	(60)	120
Atheist	8%	(7)	26%	(23)	66%	(59)	90
Agnostic/Nothing in particular	14%	(78)	23%	(128)	63%	(350)	555
Something Else	12%	(39)	27%	(88)	61%	(202)	329
Religious Non-Protestant/Catholic	25%	(36)	24%	(34)	51%	(73)	143
Evangelical	15%	(90)	23%	(139)	62%	(380)	610
Non-Evangelical	8%	(61)	19%	(148)	73%	(574)	783
Community: Urban	22%	(136)	28%	(175)	50%	(315)	625
Community: Suburban	9%	(95)	19%	(197)	72%	(739)	1031
Community: Rural	8%	(43)	20%	(106)	72%	(394)	544
Employ: Private Sector	18%	(125)	25%	(178)	57%	(398)	700
Employ: Government	18%	(26)	24%	(34)	57%	(80)	139
Employ: Self-Employed	19%	(33)	22%	(40)	59%	(105)	178
Employ: Homemaker	5%	(9)	24%	(41)	71%	(123)	173
Employ: Student	12%	(13)	28%	(30)	60%	(64)	107
Employ: Retired	3%	(16)	9%	(44)	88%	(423)	483
Employ: Unemployed	10%	(30)	28%	(86)	62%	(188)	304
Employ: Other	20%	(23)	22%	(25)	58%	(67)	115
Military HH: Yes	10%	(32)	18%	(60)	72%	(237)	329
Military HH: No	13%	(242)	22%	(418)	65%	(1210)	1871
RD/WT: Right Direction	18%	(193)	21%	(227)	62%	(679)	1100
RD/WT: Wrong Track	7%	(81)	23%	(251)	70%	(768)	1100
Biden Job Approve	16%	(205)	22%	(276)	62%	(781)	1262
Biden Job Disapprove	6%	(53)	22%	(179)	72%	(598)	829
Biden Job Strongly Approve	18%	(125)	20%	(140)	63%	(442)	707
Biden Job Somewhat Approve	14%	(80)	25%	(137)	61%	(339)	555
Biden Job Somewhat Disapprove	5%	(13)	28%	(67)	66%	(156)	235
Biden Job Strongly Disapprove	7%	(40)	19%	(112)	74%	(442)	594

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Table MCSP1_19: *In general, what kind of fan do you consider yourself of the following?*
Men's UFC

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	12%	(275)	22%	(478)	66%	(1448)	2200
Favorable of Biden	16%	(196)	22%	(274)	62%	(779)	1249
Unfavorable of Biden	8%	(63)	20%	(172)	72%	(604)	839
Very Favorable of Biden	17%	(122)	20%	(147)	63%	(452)	721
Somewhat Favorable of Biden	14%	(74)	24%	(127)	62%	(327)	528
Somewhat Unfavorable of Biden	10%	(21)	25%	(56)	66%	(148)	226
Very Unfavorable of Biden	7%	(42)	19%	(116)	74%	(455)	613
#1 Issue: Economy	16%	(130)	24%	(198)	61%	(508)	836
#1 Issue: Security	10%	(32)	19%	(60)	71%	(223)	315
#1 Issue: Health Care	16%	(52)	22%	(73)	62%	(202)	327
#1 Issue: Medicare / Social Security	5%	(13)	14%	(36)	81%	(208)	257
#1 Issue: Women's Issues	13%	(12)	29%	(27)	58%	(54)	94
#1 Issue: Education	19%	(18)	36%	(35)	45%	(44)	97
#1 Issue: Energy	9%	(12)	24%	(30)	67%	(84)	126
#1 Issue: Other	4%	(6)	13%	(19)	83%	(123)	148
2020 Vote: Joe Biden	16%	(158)	21%	(212)	63%	(642)	1012
2020 Vote: Donald Trump	8%	(53)	18%	(122)	74%	(502)	678
2020 Vote: Other	6%	(4)	31%	(21)	63%	(44)	70
2020 Vote: Didn't Vote	13%	(59)	28%	(122)	59%	(259)	440
2018 House Vote: Democrat	15%	(117)	20%	(155)	64%	(494)	766
2018 House Vote: Republican	9%	(51)	16%	(90)	76%	(438)	580
2018 House Vote: Someone else	14%	(10)	21%	(15)	64%	(44)	68
2016 Vote: Hillary Clinton	15%	(105)	21%	(151)	64%	(452)	707
2016 Vote: Donald Trump	10%	(68)	15%	(102)	75%	(512)	682
2016 Vote: Other	6%	(8)	28%	(38)	66%	(91)	137
2016 Vote: Didn't Vote	14%	(93)	28%	(186)	58%	(390)	670
Voted in 2014: Yes	12%	(150)	19%	(245)	69%	(874)	1269
Voted in 2014: No	13%	(125)	25%	(233)	62%	(573)	931
4-Region: Northeast	13%	(53)	23%	(90)	64%	(251)	394
4-Region: Midwest	10%	(44)	19%	(89)	71%	(329)	462
4-Region: South	14%	(113)	21%	(173)	65%	(539)	824
4-Region: West	12%	(65)	24%	(127)	63%	(328)	520

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Table MCSP1_19: In general, what kind of fan do you consider yourself of the following?

Men's UFC

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	12%	(275)	22%	(478)	66%	(1448)	2200
Sports Fans	17%	(259)	27%	(401)	56%	(839)	1499
Avid Sports Fans	34%	(179)	29%	(157)	37%	(197)	533
Casual Sports Fans	8%	(81)	25%	(244)	66%	(642)	966
Male and Sports Fans	24%	(200)	30%	(252)	46%	(388)	841
Female and Sports Fans	9%	(59)	23%	(148)	69%	(451)	658
Fans of Men's Sports	17%	(275)	29%	(478)	54%	(876)	1629
Fans of Women's Sports	22%	(260)	33%	(387)	44%	(518)	1165
Avid Fans of Women's Sports	49%	(222)	24%	(107)	28%	(126)	455
Gen Z Sports Fans	19%	(26)	44%	(58)	37%	(49)	133
Millennial Sports Fans	34%	(166)	36%	(178)	30%	(147)	491
Gen X Sports Fans	14%	(47)	29%	(98)	57%	(191)	337
Boomer Sports Fans	4%	(19)	13%	(63)	83%	(411)	494
NBA Fans	23%	(233)	33%	(335)	44%	(454)	1022
Avid NBA Fans	43%	(165)	30%	(118)	27%	(105)	387
Casual NBA Fans	11%	(68)	34%	(217)	55%	(350)	635

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

Table MCSP1_20: *In general, what kind of fan do you consider yourself of the following?*
 Women's boxing

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(139)	18%	(396)	76%	(1665)	2200
Gender: Male	10%	(101)	21%	(228)	69%	(733)	1062
Gender: Female	3%	(38)	15%	(168)	82%	(932)	1138
Age: 18-34	12%	(77)	28%	(183)	60%	(395)	655
Age: 35-44	12%	(42)	25%	(89)	63%	(227)	358
Age: 45-64	2%	(18)	13%	(101)	84%	(633)	751
Age: 65+	—	(2)	5%	(23)	94%	(411)	436
GenZers: 1997-2012	8%	(17)	31%	(69)	61%	(137)	223
Millennials: 1981-1996	14%	(94)	27%	(180)	59%	(402)	676
GenXers: 1965-1980	3%	(16)	17%	(83)	80%	(401)	501
Baby Boomers: 1946-1964	2%	(11)	8%	(62)	90%	(667)	740
PID: Dem (no lean)	9%	(82)	21%	(185)	70%	(611)	879
PID: Ind (no lean)	5%	(33)	18%	(126)	77%	(531)	690
PID: Rep (no lean)	4%	(23)	13%	(85)	83%	(523)	631
PID/Gender: Dem Men	14%	(59)	25%	(106)	61%	(260)	425
PID/Gender: Dem Women	5%	(23)	18%	(80)	77%	(351)	453
PID/Gender: Ind Men	6%	(21)	19%	(64)	74%	(243)	328
PID/Gender: Ind Women	3%	(12)	17%	(62)	80%	(288)	362
PID/Gender: Rep Men	7%	(20)	19%	(58)	74%	(229)	308
PID/Gender: Rep Women	1%	(3)	8%	(27)	91%	(293)	323
Ideo: Liberal (1-3)	10%	(67)	19%	(123)	71%	(465)	655
Ideo: Moderate (4)	4%	(23)	22%	(134)	74%	(441)	599
Ideo: Conservative (5-7)	4%	(31)	13%	(93)	83%	(609)	733
Educ: < College	6%	(87)	18%	(279)	76%	(1146)	1512
Educ: Bachelors degree	8%	(33)	16%	(71)	77%	(340)	444
Educ: Post-grad	7%	(18)	19%	(46)	74%	(180)	244
Income: Under 50k	5%	(56)	18%	(199)	77%	(855)	1110
Income: 50k-100k	7%	(49)	18%	(134)	75%	(548)	731
Income: 100k+	9%	(33)	18%	(63)	73%	(263)	359
Ethnicity: White	5%	(78)	15%	(258)	80%	(1386)	1722
Ethnicity: Hispanic	10%	(34)	33%	(114)	58%	(202)	349
Ethnicity: Black	16%	(44)	30%	(81)	54%	(149)	274

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Table MCSP1_20: *In general, what kind of fan do you consider yourself of the following?*

Women's boxing

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(139)	18%	(396)	76%	(1665)	2200
Ethnicity: Other	8%	(17)	28%	(57)	64%	(130)	204
All Christian	5%	(59)	16%	(179)	78%	(868)	1106
All Non-Christian	19%	(22)	29%	(35)	52%	(62)	120
Atheist	1%	(1)	12%	(11)	86%	(77)	90
Agnostic/Nothing in particular	8%	(43)	17%	(94)	75%	(418)	555
Something Else	4%	(13)	23%	(76)	73%	(240)	329
Religious Non-Protestant/Catholic	16%	(23)	29%	(41)	55%	(78)	143
Evangelical	8%	(50)	20%	(123)	72%	(437)	610
Non-Evangelical	3%	(21)	16%	(122)	82%	(641)	783
Community: Urban	13%	(84)	27%	(168)	60%	(373)	625
Community: Suburban	3%	(28)	14%	(145)	83%	(858)	1031
Community: Rural	5%	(27)	15%	(83)	80%	(435)	544
Employ: Private Sector	7%	(49)	21%	(149)	72%	(502)	700
Employ: Government	19%	(26)	26%	(36)	56%	(78)	139
Employ: Self-Employed	10%	(18)	22%	(39)	68%	(122)	178
Employ: Homemaker	4%	(6)	17%	(30)	79%	(137)	173
Employ: Student	8%	(9)	32%	(35)	60%	(64)	107
Employ: Retired	1%	(4)	8%	(38)	91%	(440)	483
Employ: Unemployed	5%	(15)	18%	(54)	77%	(236)	304
Employ: Other	11%	(12)	13%	(15)	76%	(87)	115
Military HH: Yes	7%	(23)	13%	(44)	80%	(262)	329
Military HH: No	6%	(116)	19%	(352)	75%	(1403)	1871
RD/WT: Right Direction	9%	(103)	20%	(217)	71%	(780)	1100
RD/WT: Wrong Track	3%	(36)	16%	(179)	80%	(885)	1100
Biden Job Approve	9%	(108)	20%	(255)	71%	(899)	1262
Biden Job Disapprove	2%	(17)	14%	(118)	84%	(694)	829
Biden Job Strongly Approve	12%	(82)	18%	(128)	70%	(497)	707
Biden Job Somewhat Approve	5%	(26)	23%	(127)	72%	(402)	555
Biden Job Somewhat Disapprove	2%	(6)	20%	(46)	78%	(184)	235
Biden Job Strongly Disapprove	2%	(12)	12%	(71)	86%	(511)	594

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Table MCSP1_20: *In general, what kind of fan do you consider yourself of the following?*
 Women's boxing

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(139)	18%	(396)	76%	(1665)	2200
Favorable of Biden	9%	(108)	20%	(245)	72%	(896)	1249
Unfavorable of Biden	2%	(18)	15%	(122)	83%	(698)	839
Very Favorable of Biden	11%	(81)	18%	(127)	71%	(513)	721
Somewhat Favorable of Biden	5%	(27)	22%	(118)	73%	(383)	528
Somewhat Unfavorable of Biden	3%	(7)	20%	(45)	77%	(174)	226
Very Unfavorable of Biden	2%	(11)	13%	(78)	86%	(525)	613
#1 Issue: Economy	7%	(58)	20%	(164)	74%	(615)	836
#1 Issue: Security	5%	(16)	16%	(51)	79%	(248)	315
#1 Issue: Health Care	9%	(30)	17%	(56)	74%	(241)	327
#1 Issue: Medicare / Social Security	2%	(5)	14%	(37)	84%	(215)	257
#1 Issue: Women's Issues	12%	(11)	27%	(25)	62%	(58)	94
#1 Issue: Education	6%	(6)	25%	(25)	69%	(67)	97
#1 Issue: Energy	7%	(9)	19%	(23)	74%	(94)	126
#1 Issue: Other	3%	(5)	11%	(16)	86%	(127)	148
2020 Vote: Joe Biden	8%	(85)	19%	(193)	73%	(734)	1012
2020 Vote: Donald Trump	2%	(17)	13%	(88)	85%	(573)	678
2020 Vote: Other	2%	(1)	22%	(15)	77%	(53)	70
2020 Vote: Didn't Vote	8%	(36)	23%	(101)	69%	(303)	440
2018 House Vote: Democrat	8%	(61)	19%	(147)	73%	(558)	766
2018 House Vote: Republican	3%	(15)	12%	(69)	86%	(496)	580
2018 House Vote: Someone else	10%	(7)	13%	(9)	76%	(52)	68
2016 Vote: Hillary Clinton	8%	(59)	19%	(136)	72%	(513)	707
2016 Vote: Donald Trump	3%	(23)	12%	(79)	85%	(580)	682
2016 Vote: Other	5%	(6)	16%	(22)	79%	(108)	137
2016 Vote: Didn't Vote	7%	(50)	24%	(158)	69%	(462)	670
Voted in 2014: Yes	6%	(78)	16%	(203)	78%	(988)	1269
Voted in 2014: No	7%	(61)	21%	(193)	73%	(677)	931
4-Region: Northeast	8%	(31)	17%	(67)	75%	(296)	394
4-Region: Midwest	4%	(17)	14%	(63)	83%	(382)	462
4-Region: South	8%	(64)	17%	(139)	75%	(621)	824
4-Region: West	5%	(27)	24%	(126)	71%	(367)	520

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Table MCSP1_20: In general, what kind of fan do you consider yourself of the following?

Women's boxing

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(139)	18%	(396)	76%	(1665)	2200
Sports Fans	9%	(128)	23%	(339)	69%	(1031)	1499
Avid Sports Fans	18%	(94)	26%	(137)	57%	(302)	533
Casual Sports Fans	4%	(35)	21%	(202)	76%	(730)	966
Male and Sports Fans	11%	(96)	25%	(206)	64%	(539)	841
Female and Sports Fans	5%	(33)	20%	(133)	75%	(492)	658
Fans of Men's Sports	9%	(139)	24%	(392)	67%	(1098)	1629
Fans of Women's Sports	12%	(139)	34%	(396)	54%	(630)	1165
Avid Fans of Women's Sports	31%	(139)	36%	(164)	33%	(152)	455
Gen Z Sports Fans	9%	(13)	39%	(51)	52%	(69)	133
Millennial Sports Fans	18%	(88)	32%	(155)	51%	(248)	491
Gen X Sports Fans	5%	(16)	22%	(72)	74%	(248)	337
Boomer Sports Fans	2%	(11)	12%	(58)	86%	(424)	494
NBA Fans	13%	(128)	29%	(299)	58%	(595)	1022
Avid NBA Fans	24%	(93)	30%	(118)	45%	(176)	387
Casual NBA Fans	6%	(35)	28%	(181)	66%	(419)	635

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

Table MCSP1_21: *In general, what kind of fan do you consider yourself of the following?*
 Men's boxing

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	12%	(268)	25%	(550)	63%	(1381)	2200
Gender: Male	20%	(212)	31%	(332)	49%	(518)	1062
Gender: Female	5%	(57)	19%	(218)	76%	(864)	1138
Age: 18-34	18%	(118)	32%	(209)	50%	(328)	655
Age: 35-44	21%	(74)	34%	(121)	45%	(162)	358
Age: 45-64	9%	(65)	19%	(145)	72%	(541)	751
Age: 65+	3%	(11)	17%	(75)	80%	(350)	436
GenZers: 1997-2012	12%	(26)	33%	(74)	56%	(124)	223
Millennials: 1981-1996	21%	(140)	35%	(239)	44%	(297)	676
GenXers: 1965-1980	13%	(66)	19%	(97)	67%	(337)	501
Baby Boomers: 1946-1964	5%	(34)	18%	(134)	77%	(572)	740
PID: Dem (no lean)	16%	(142)	26%	(225)	58%	(512)	879
PID: Ind (no lean)	11%	(74)	27%	(185)	62%	(431)	690
PID: Rep (no lean)	8%	(52)	22%	(141)	69%	(438)	631
PID/Gender: Dem Men	27%	(113)	30%	(129)	43%	(184)	425
PID/Gender: Dem Women	6%	(29)	21%	(96)	72%	(328)	453
PID/Gender: Ind Men	15%	(51)	33%	(108)	52%	(170)	328
PID/Gender: Ind Women	7%	(24)	21%	(77)	72%	(261)	362
PID/Gender: Rep Men	16%	(48)	31%	(96)	53%	(164)	308
PID/Gender: Rep Women	1%	(4)	14%	(45)	85%	(274)	323
Ideo: Liberal (1-3)	15%	(99)	22%	(141)	63%	(415)	655
Ideo: Moderate (4)	12%	(70)	31%	(185)	57%	(344)	599
Ideo: Conservative (5-7)	11%	(79)	21%	(153)	68%	(502)	733
Educ: < College	11%	(170)	26%	(395)	63%	(947)	1512
Educ: Bachelors degree	14%	(62)	23%	(102)	63%	(279)	444
Educ: Post-grad	15%	(36)	22%	(53)	63%	(155)	244
Income: Under 50k	10%	(105)	27%	(296)	64%	(708)	1110
Income: 50k-100k	14%	(104)	22%	(160)	64%	(467)	731
Income: 100k+	16%	(59)	26%	(95)	57%	(206)	359
Ethnicity: White	10%	(170)	22%	(383)	68%	(1168)	1722
Ethnicity: Hispanic	21%	(73)	40%	(139)	39%	(137)	349
Ethnicity: Black	27%	(74)	33%	(90)	40%	(110)	274

Continued on next page

Table MCSP1_21: *In general, what kind of fan do you consider yourself of the following?*
Men's boxing

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	12%	(268)	25%	(550)	63%	(1381)	2200
Ethnicity: Other	12%	(25)	38%	(77)	50%	(103)	204
All Christian	13%	(141)	23%	(253)	64%	(712)	1106
All Non-Christian	23%	(27)	31%	(37)	47%	(56)	120
Atheist	12%	(11)	16%	(14)	72%	(65)	90
Agnostic/Nothing in particular	11%	(62)	27%	(148)	62%	(346)	555
Something Else	8%	(27)	30%	(99)	62%	(204)	329
Religious Non-Protestant/Catholic	21%	(30)	28%	(40)	51%	(72)	143
Evangelical	17%	(103)	23%	(143)	60%	(364)	610
Non-Evangelical	8%	(61)	25%	(197)	67%	(525)	783
Community: Urban	23%	(143)	30%	(185)	47%	(297)	625
Community: Suburban	8%	(84)	23%	(241)	68%	(706)	1031
Community: Rural	8%	(41)	23%	(124)	70%	(379)	544
Employ: Private Sector	16%	(109)	28%	(193)	57%	(399)	700
Employ: Government	20%	(28)	30%	(41)	50%	(70)	139
Employ: Self-Employed	17%	(30)	27%	(48)	56%	(100)	178
Employ: Homemaker	10%	(17)	22%	(38)	68%	(118)	173
Employ: Student	13%	(14)	30%	(32)	57%	(61)	107
Employ: Retired	4%	(19)	17%	(81)	79%	(383)	483
Employ: Unemployed	12%	(36)	29%	(88)	59%	(180)	304
Employ: Other	14%	(16)	25%	(29)	61%	(70)	115
Military HH: Yes	11%	(37)	21%	(69)	68%	(223)	329
Military HH: No	12%	(231)	26%	(482)	62%	(1158)	1871
RD/WT: Right Direction	17%	(188)	24%	(264)	59%	(648)	1100
RD/WT: Wrong Track	7%	(81)	26%	(286)	67%	(733)	1100
Biden Job Approve	16%	(200)	24%	(306)	60%	(756)	1262
Biden Job Disapprove	7%	(55)	25%	(209)	68%	(565)	829
Biden Job Strongly Approve	19%	(133)	23%	(159)	59%	(414)	707
Biden Job Somewhat Approve	12%	(66)	26%	(147)	62%	(342)	555
Biden Job Somewhat Disapprove	5%	(12)	33%	(78)	62%	(145)	235
Biden Job Strongly Disapprove	7%	(43)	22%	(132)	71%	(420)	594

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Table MCSP1_21: *In general, what kind of fan do you consider yourself of the following?*
 Men's boxing

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	12%	(268)	25%	(550)	63%	(1381)	2200
Favorable of Biden	16%	(195)	24%	(302)	60%	(752)	1249
Unfavorable of Biden	7%	(62)	25%	(207)	68%	(570)	839
Very Favorable of Biden	18%	(133)	24%	(175)	57%	(414)	721
Somewhat Favorable of Biden	12%	(62)	24%	(127)	64%	(339)	528
Somewhat Unfavorable of Biden	7%	(17)	33%	(75)	59%	(134)	226
Very Unfavorable of Biden	7%	(45)	22%	(132)	71%	(436)	613
#1 Issue: Economy	13%	(112)	26%	(218)	61%	(506)	836
#1 Issue: Security	11%	(33)	24%	(75)	66%	(207)	315
#1 Issue: Health Care	18%	(58)	23%	(76)	59%	(193)	327
#1 Issue: Medicare / Social Security	6%	(15)	23%	(59)	71%	(183)	257
#1 Issue: Women's Issues	14%	(13)	28%	(26)	58%	(55)	94
#1 Issue: Education	17%	(16)	38%	(37)	45%	(44)	97
#1 Issue: Energy	10%	(13)	25%	(32)	64%	(81)	126
#1 Issue: Other	6%	(9)	18%	(26)	76%	(113)	148
2020 Vote: Joe Biden	16%	(158)	23%	(231)	62%	(622)	1012
2020 Vote: Donald Trump	8%	(57)	23%	(159)	68%	(462)	678
2020 Vote: Other	5%	(3)	38%	(27)	57%	(40)	70
2020 Vote: Didn't Vote	11%	(50)	30%	(134)	58%	(256)	440
2018 House Vote: Democrat	16%	(123)	22%	(168)	62%	(475)	766
2018 House Vote: Republican	9%	(50)	19%	(112)	72%	(418)	580
2018 House Vote: Someone else	12%	(8)	26%	(18)	62%	(42)	68
2016 Vote: Hillary Clinton	17%	(120)	21%	(149)	62%	(438)	707
2016 Vote: Donald Trump	9%	(62)	22%	(151)	69%	(470)	682
2016 Vote: Other	8%	(11)	29%	(40)	63%	(86)	137
2016 Vote: Didn't Vote	11%	(73)	31%	(210)	58%	(387)	670
Voted in 2014: Yes	13%	(164)	21%	(269)	66%	(836)	1269
Voted in 2014: No	11%	(104)	30%	(282)	59%	(545)	931
4-Region: Northeast	16%	(65)	23%	(91)	60%	(238)	394
4-Region: Midwest	10%	(44)	22%	(100)	69%	(318)	462
4-Region: South	13%	(104)	25%	(205)	62%	(515)	824
4-Region: West	11%	(55)	30%	(154)	60%	(310)	520

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Table MCSP1_21: In general, what kind of fan do you consider yourself of the following?
Men's boxing

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	12%	(268)	25%	(550)	63%	(1381)	2200
Sports Fans	17%	(253)	31%	(464)	52%	(783)	1499
Avid Sports Fans	33%	(175)	31%	(164)	36%	(194)	533
Casual Sports Fans	8%	(77)	31%	(300)	61%	(589)	966
Male and Sports Fans	24%	(201)	34%	(288)	42%	(352)	841
Female and Sports Fans	8%	(51)	27%	(176)	66%	(431)	658
Fans of Men's Sports	16%	(268)	34%	(550)	50%	(810)	1629
Fans of Women's Sports	21%	(245)	37%	(433)	42%	(487)	1165
Avid Fans of Women's Sports	43%	(195)	32%	(144)	25%	(115)	455
Gen Z Sports Fans	17%	(23)	44%	(59)	38%	(51)	133
Millennial Sports Fans	27%	(132)	41%	(199)	33%	(160)	491
Gen X Sports Fans	18%	(62)	25%	(83)	57%	(191)	337
Boomer Sports Fans	7%	(33)	23%	(115)	70%	(346)	494
NBA Fans	23%	(234)	37%	(379)	40%	(408)	1022
Avid NBA Fans	42%	(164)	32%	(123)	26%	(101)	387
Casual NBA Fans	11%	(71)	40%	(257)	48%	(308)	635

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

Table MCSP2_1: About how often do you watch the following?*Men's professional sports*

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	10%	(112)	25%	(274)	17%	(185)	19%	(212)	29%	(320)	1104
Gender: Male	19%	(98)	32%	(167)	16%	(85)	15%	(76)	17%	(90)	516
Gender: Female	2%	(14)	18%	(107)	17%	(100)	23%	(136)	39%	(230)	588
Age: 18-34	10%	(36)	25%	(86)	19%	(68)	18%	(62)	28%	(98)	350
Age: 35-44	21%	(37)	25%	(43)	14%	(24)	13%	(22)	27%	(46)	172
Age: 45-64	7%	(27)	27%	(103)	17%	(64)	20%	(76)	29%	(113)	384
Age: 65+	6%	(12)	21%	(42)	15%	(29)	26%	(52)	32%	(63)	198
GenZers: 1997-2012	6%	(8)	24%	(29)	19%	(23)	16%	(20)	34%	(42)	122
Millennials: 1981-1996	16%	(58)	26%	(90)	18%	(63)	16%	(58)	24%	(84)	353
GenXers: 1965-1980	11%	(27)	27%	(65)	16%	(40)	18%	(45)	28%	(68)	246
Baby Boomers: 1946-1964	5%	(19)	24%	(84)	15%	(55)	23%	(80)	33%	(115)	353
PID: Dem (no lean)	14%	(56)	28%	(112)	20%	(78)	16%	(65)	22%	(90)	402
PID: Ind (no lean)	8%	(30)	21%	(75)	15%	(55)	19%	(70)	37%	(133)	364
PID: Rep (no lean)	8%	(26)	26%	(88)	15%	(51)	23%	(77)	29%	(97)	338
PID/Gender: Dem Men	26%	(49)	33%	(62)	18%	(34)	11%	(20)	12%	(22)	187
PID/Gender: Dem Women	3%	(7)	23%	(50)	21%	(44)	21%	(45)	32%	(68)	214
PID/Gender: Ind Men	16%	(26)	30%	(47)	14%	(23)	18%	(28)	22%	(35)	159
PID/Gender: Ind Women	2%	(5)	14%	(28)	16%	(33)	21%	(42)	48%	(98)	205
PID/Gender: Rep Men	14%	(23)	34%	(58)	17%	(28)	16%	(27)	19%	(33)	170
PID/Gender: Rep Women	2%	(3)	18%	(30)	13%	(23)	29%	(49)	38%	(64)	169
Ideo: Liberal (1-3)	15%	(48)	27%	(91)	19%	(62)	17%	(57)	22%	(72)	331
Ideo: Moderate (4)	10%	(26)	26%	(71)	20%	(54)	16%	(43)	29%	(79)	272
Ideo: Conservative (5-7)	8%	(30)	24%	(93)	14%	(54)	22%	(87)	32%	(124)	388
Educ: < College	9%	(71)	23%	(174)	15%	(118)	20%	(150)	33%	(252)	765
Educ: Bachelors degree	11%	(25)	31%	(69)	20%	(45)	18%	(40)	19%	(42)	222
Educ: Post-grad	13%	(16)	27%	(32)	18%	(21)	19%	(22)	23%	(26)	117
Income: Under 50k	8%	(46)	19%	(108)	17%	(97)	20%	(113)	35%	(196)	560
Income: 50k-100k	10%	(34)	30%	(107)	16%	(57)	20%	(72)	24%	(86)	356
Income: 100k+	17%	(32)	32%	(60)	17%	(31)	14%	(26)	20%	(38)	188
Ethnicity: White	8%	(71)	26%	(219)	16%	(136)	20%	(169)	30%	(258)	853
Ethnicity: Hispanic	13%	(20)	30%	(47)	19%	(29)	16%	(25)	22%	(34)	155

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Table MCSP2_1: About how often do you watch the following?
Men's professional sports

Demographic	Daily	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	10% (112)	25% (274)	17% (185)	19% (212)	29% (320)	1104
Ethnicity: Black	17% (25)	15% (22)	24% (35)	20% (28)	24% (34)	143
Ethnicity: Other	15% (17)	31% (34)	13% (14)	14% (15)	26% (29)	108
All Christian	9% (45)	29% (153)	17% (90)	20% (107)	26% (138)	534
All Non-Christian	17% (11)	28% (18)	15% (10)	21% (14)	19% (12)	65
Agnostic/Nothing in particular	11% (32)	22% (62)	13% (37)	16% (47)	37% (106)	284
Something Else	11% (19)	13% (24)	24% (44)	23% (41)	29% (52)	180
Religious Non-Protestant/Catholic	15% (11)	29% (21)	13% (10)	20% (15)	23% (17)	74
Evangelical	10% (31)	22% (67)	19% (59)	23% (72)	27% (83)	312
Non-Evangelical	9% (33)	27% (104)	20% (75)	19% (74)	26% (98)	384
Community: Urban	16% (50)	23% (70)	18% (54)	16% (48)	27% (84)	306
Community: Suburban	7% (37)	29% (148)	16% (79)	21% (105)	27% (139)	508
Community: Rural	9% (25)	19% (56)	18% (52)	20% (59)	34% (98)	289
Employ: Private Sector	13% (46)	30% (109)	17% (63)	20% (70)	20% (71)	359
Employ: Government	18% (14)	26% (21)	19% (15)	14% (11)	23% (18)	79
Employ: Self-Employed	14% (13)	28% (25)	21% (18)	15% (14)	21% (19)	89
Employ: Homemaker	7% (6)	9% (8)	15% (14)	27% (24)	42% (38)	89
Employ: Student	4% (3)	23% (14)	18% (11)	2% (1)	53% (33)	62
Employ: Retired	6% (12)	24% (53)	16% (35)	26% (58)	28% (61)	221
Employ: Unemployed	10% (15)	25% (39)	11% (17)	16% (24)	39% (60)	155
Military HH: Yes	13% (21)	23% (37)	19% (31)	24% (37)	21% (33)	159
Military HH: No	10% (91)	25% (237)	16% (154)	19% (175)	30% (288)	945
RD/WT: Right Direction	14% (71)	30% (147)	18% (91)	16% (81)	21% (106)	496
RD/WT: Wrong Track	7% (42)	21% (127)	15% (93)	22% (131)	35% (214)	608
Biden Job Approve	14% (83)	28% (167)	17% (104)	17% (101)	25% (148)	602
Biden Job Disapprove	6% (27)	22% (95)	16% (71)	22% (96)	34% (147)	437
Biden Job Strongly Approve	16% (52)	32% (102)	16% (52)	16% (51)	20% (63)	321
Biden Job Somewhat Approve	11% (31)	23% (64)	18% (51)	18% (50)	30% (85)	281
Biden Job Somewhat Disapprove	5% (6)	23% (27)	23% (26)	22% (25)	26% (30)	113
Biden Job Strongly Disapprove	6% (21)	21% (69)	14% (45)	22% (72)	36% (118)	324

Continued on next page

Table MCSP2_1: About how often do you watch the following?*Men's professional sports*

Demographic	Daily	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	10% (112)	25% (274)	17% (185)	19% (212)	29% (320)	1104
Favorable of Biden	13% (79)	28% (168)	18% (106)	17% (102)	24% (145)	600
Unfavorable of Biden	7% (30)	23% (102)	16% (69)	21% (92)	33% (148)	443
Very Favorable of Biden	15% (50)	30% (104)	18% (63)	16% (55)	21% (71)	343
Somewhat Favorable of Biden	11% (29)	25% (64)	17% (43)	18% (47)	29% (73)	257
Somewhat Unfavorable of Biden	10% (11)	28% (30)	19% (20)	17% (18)	26% (28)	107
Very Unfavorable of Biden	6% (20)	22% (72)	15% (49)	22% (75)	36% (120)	336
#1 Issue: Economy	13% (55)	27% (113)	16% (69)	18% (77)	26% (108)	422
#1 Issue: Security	8% (14)	24% (41)	15% (26)	25% (42)	28% (48)	171
#1 Issue: Health Care	11% (16)	30% (46)	23% (34)	18% (27)	18% (27)	150
#1 Issue: Medicare / Social Security	2% (3)	28% (32)	8% (9)	18% (21)	44% (50)	114
#1 Issue: Education	31% (16)	12% (6)	13% (7)	22% (11)	22% (11)	51
#1 Issue: Energy	6% (4)	19% (12)	25% (17)	17% (11)	34% (22)	67
#1 Issue: Other	3% (2)	16% (13)	19% (17)	14% (12)	48% (41)	86
2020 Vote: Joe Biden	13% (62)	30% (143)	18% (86)	17% (80)	23% (110)	481
2020 Vote: Donald Trump	8% (28)	24% (87)	14% (50)	23% (80)	31% (112)	357
2020 Vote: Didn't Vote	9% (20)	15% (34)	18% (41)	20% (45)	39% (91)	232
2018 House Vote: Democrat	11% (39)	32% (112)	19% (68)	16% (55)	22% (78)	352
2018 House Vote: Republican	8% (25)	28% (86)	16% (49)	22% (68)	27% (84)	312
2016 Vote: Hillary Clinton	14% (47)	30% (100)	19% (62)	15% (50)	22% (74)	333
2016 Vote: Donald Trump	7% (25)	26% (91)	14% (51)	22% (80)	30% (108)	356
2016 Vote: Other	14% (10)	29% (19)	11% (7)	22% (15)	23% (15)	66
2016 Vote: Didn't Vote	9% (31)	18% (64)	18% (64)	19% (67)	35% (122)	348
Voted in 2014: Yes	10% (65)	30% (189)	16% (103)	19% (122)	24% (152)	630
Voted in 2014: No	10% (48)	18% (85)	17% (81)	19% (91)	36% (169)	474
4-Region: Northeast	14% (25)	29% (53)	13% (23)	15% (28)	28% (51)	180
4-Region: Midwest	7% (17)	27% (65)	20% (48)	21% (50)	25% (61)	241
4-Region: South	11% (50)	20% (89)	17% (72)	21% (90)	31% (136)	438
4-Region: West	8% (20)	28% (67)	17% (41)	18% (44)	29% (72)	244
Sports Fans	14% (110)	35% (269)	21% (162)	22% (169)	8% (60)	771

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Table MCSP2_1: About how often do you watch the following?
Men's professional sports

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	10%	(112)	25%	(274)	17%	(185)	19%	(212)	29%	(320)	1104
Avid Sports Fans	36%	(95)	47%	(126)	9%	(25)	3%	(9)	5%	(12)	267
Casual Sports Fans	3%	(15)	29%	(144)	27%	(137)	32%	(161)	9%	(47)	504
Male and Sports Fans	23%	(96)	41%	(165)	18%	(74)	14%	(56)	4%	(17)	408
Female and Sports Fans	4%	(14)	29%	(104)	24%	(88)	31%	(113)	12%	(43)	362
Fans of Men's Sports	13%	(110)	32%	(264)	22%	(177)	21%	(170)	11%	(92)	813
Fans of Women's Sports	15%	(89)	35%	(206)	21%	(123)	17%	(101)	11%	(63)	583
Avid Fans of Women's Sports	26%	(60)	42%	(96)	15%	(35)	8%	(19)	8%	(18)	229
Gen Z Sports Fans	10%	(8)	36%	(29)	19%	(15)	21%	(17)	13%	(11)	80
Millennial Sports Fans	22%	(56)	33%	(86)	21%	(54)	17%	(45)	8%	(20)	261
Gen X Sports Fans	15%	(27)	37%	(65)	22%	(39)	20%	(35)	7%	(12)	177
Boomer Sports Fans	8%	(19)	36%	(84)	22%	(51)	28%	(65)	6%	(15)	233
NBA Fans	19%	(98)	36%	(186)	21%	(110)	17%	(88)	6%	(31)	514
Avid NBA Fans	42%	(79)	40%	(75)	13%	(24)	3%	(6)	3%	(6)	189
Casual NBA Fans	6%	(20)	34%	(112)	26%	(86)	25%	(83)	8%	(25)	325

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

Table MCSP2_2: About how often do you watch the following?
Men's college sports

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	4%	(47)	17%	(184)	15%	(168)	19%	(212)	45%	(492)	1104
Gender: Male	8%	(40)	27%	(138)	16%	(80)	21%	(107)	29%	(151)	516
Gender: Female	1%	(8)	8%	(46)	15%	(88)	18%	(106)	58%	(341)	588
Age: 18-34	7%	(26)	19%	(67)	16%	(55)	18%	(62)	40%	(140)	350
Age: 35-44	6%	(11)	19%	(33)	16%	(28)	17%	(29)	41%	(71)	172
Age: 45-64	3%	(10)	16%	(62)	13%	(50)	19%	(74)	49%	(188)	384
Age: 65+	—	(1)	11%	(22)	18%	(35)	24%	(47)	47%	(93)	198
GenZers: 1997-2012	3%	(3)	13%	(16)	20%	(25)	15%	(19)	49%	(60)	122
Millennials: 1981-1996	9%	(31)	22%	(77)	15%	(53)	19%	(67)	36%	(125)	353
GenXers: 1965-1980	4%	(9)	17%	(43)	13%	(31)	17%	(43)	49%	(120)	246
Baby Boomers: 1946-1964	1%	(4)	12%	(43)	16%	(57)	22%	(76)	49%	(173)	353
PID: Dem (no lean)	7%	(26)	16%	(65)	16%	(66)	20%	(82)	41%	(163)	402
PID: Ind (no lean)	2%	(8)	13%	(47)	14%	(50)	18%	(64)	54%	(195)	364
PID: Rep (no lean)	4%	(13)	21%	(73)	15%	(52)	20%	(66)	40%	(134)	338
PID/Gender: Dem Men	13%	(24)	25%	(48)	16%	(29)	19%	(35)	27%	(51)	187
PID/Gender: Dem Women	1%	(2)	8%	(17)	17%	(36)	22%	(47)	52%	(112)	214
PID/Gender: Ind Men	3%	(5)	23%	(36)	13%	(21)	25%	(40)	35%	(56)	159
PID/Gender: Ind Women	1%	(3)	5%	(10)	14%	(29)	12%	(24)	68%	(139)	205
PID/Gender: Rep Men	6%	(11)	32%	(54)	17%	(29)	19%	(32)	26%	(44)	170
PID/Gender: Rep Women	2%	(3)	11%	(18)	14%	(23)	21%	(35)	53%	(90)	169
Ideo: Liberal (1-3)	6%	(20)	16%	(52)	17%	(57)	22%	(71)	39%	(130)	331
Ideo: Moderate (4)	2%	(7)	20%	(53)	13%	(35)	17%	(47)	48%	(130)	272
Ideo: Conservative (5-7)	4%	(14)	18%	(71)	15%	(60)	20%	(78)	43%	(165)	388
Educ: < College	3%	(26)	14%	(105)	14%	(109)	17%	(129)	52%	(396)	765
Educ: Bachelors degree	6%	(14)	24%	(52)	16%	(36)	25%	(55)	29%	(64)	222
Educ: Post-grad	6%	(8)	23%	(26)	19%	(23)	24%	(28)	28%	(32)	117
Income: Under 50k	4%	(22)	10%	(56)	15%	(82)	20%	(110)	52%	(290)	560
Income: 50k-100k	3%	(11)	21%	(77)	15%	(52)	20%	(73)	40%	(144)	356
Income: 100k+	8%	(15)	28%	(52)	18%	(34)	16%	(29)	31%	(58)	188
Ethnicity: White	4%	(31)	17%	(148)	14%	(120)	18%	(156)	46%	(396)	853
Ethnicity: Hispanic	4%	(7)	21%	(32)	17%	(27)	13%	(20)	45%	(70)	155

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Table MCSP2_2: About how often do you watch the following?
Men's college sports

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	4%	(47)	17%	(184)	15%	(168)	19%	(212)	45%	(492)	1104
Ethnicity: Black	9%	(13)	11%	(15)	22%	(31)	22%	(32)	36%	(52)	143
Ethnicity: Other	3%	(3)	19%	(21)	16%	(17)	22%	(24)	40%	(44)	108
All Christian	4%	(21)	19%	(103)	17%	(92)	19%	(101)	41%	(217)	534
All Non-Christian	13%	(8)	15%	(10)	9%	(6)	28%	(18)	36%	(23)	65
Agnostic/Nothing in particular	4%	(12)	12%	(35)	12%	(35)	18%	(50)	53%	(152)	284
Something Else	3%	(6)	14%	(24)	16%	(28)	22%	(40)	45%	(82)	180
Religious Non-Protestant/Catholic	11%	(8)	18%	(13)	7%	(6)	26%	(19)	37%	(28)	74
Evangelical	4%	(13)	22%	(69)	18%	(55)	21%	(66)	35%	(108)	312
Non-Evangelical	3%	(13)	14%	(53)	16%	(63)	19%	(73)	47%	(182)	384
Community: Urban	9%	(27)	21%	(64)	17%	(52)	12%	(38)	41%	(125)	306
Community: Suburban	2%	(12)	16%	(80)	16%	(81)	22%	(113)	44%	(223)	508
Community: Rural	3%	(9)	14%	(40)	12%	(35)	21%	(62)	50%	(144)	289
Employ: Private Sector	5%	(19)	22%	(79)	18%	(63)	20%	(72)	35%	(127)	359
Employ: Government	15%	(12)	18%	(14)	21%	(17)	25%	(20)	22%	(17)	79
Employ: Self-Employed	9%	(8)	22%	(19)	15%	(13)	16%	(14)	39%	(35)	89
Employ: Homemaker	4%	(4)	11%	(10)	9%	(8)	11%	(10)	65%	(58)	89
Employ: Student	2%	(1)	13%	(8)	18%	(11)	8%	(5)	60%	(37)	62
Employ: Retired	—	(0)	13%	(28)	18%	(39)	24%	(53)	45%	(100)	221
Employ: Unemployed	1%	(2)	15%	(23)	7%	(10)	17%	(27)	60%	(93)	155
Military HH: Yes	4%	(6)	17%	(28)	17%	(28)	28%	(44)	33%	(53)	159
Military HH: No	4%	(41)	17%	(156)	15%	(140)	18%	(168)	46%	(439)	945
RD/WT: Right Direction	6%	(32)	18%	(90)	17%	(85)	19%	(93)	40%	(196)	496
RD/WT: Wrong Track	3%	(16)	15%	(94)	14%	(83)	20%	(120)	49%	(296)	608
Biden Job Approve	6%	(39)	17%	(102)	15%	(89)	20%	(122)	42%	(250)	602
Biden Job Disapprove	2%	(7)	18%	(78)	16%	(68)	19%	(84)	46%	(199)	437
Biden Job Strongly Approve	7%	(24)	20%	(65)	14%	(46)	21%	(68)	37%	(118)	321
Biden Job Somewhat Approve	5%	(15)	13%	(37)	15%	(43)	19%	(53)	47%	(132)	281
Biden Job Somewhat Disapprove	1%	(1)	20%	(23)	15%	(17)	24%	(27)	39%	(45)	113
Biden Job Strongly Disapprove	2%	(6)	17%	(55)	16%	(50)	18%	(57)	48%	(155)	324

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Table MCSP2_2: About how often do you watch the following?
 Men's college sports

Demographic	Daily	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	4% (47)	17% (184)	15% (168)	19% (212)	45% (492)	1104
Favorable of Biden	5% (32)	17% (101)	14% (84)	20% (122)	44% (261)	600
Unfavorable of Biden	3% (11)	18% (82)	16% (70)	18% (81)	45% (199)	443
Very Favorable of Biden	6% (19)	17% (60)	15% (51)	22% (76)	40% (137)	343
Somewhat Favorable of Biden	5% (13)	16% (41)	13% (33)	18% (46)	49% (125)	257
Somewhat Unfavorable of Biden	5% (6)	24% (25)	12% (13)	21% (22)	38% (41)	107
Very Unfavorable of Biden	2% (5)	17% (57)	17% (57)	18% (59)	47% (158)	336
#1 Issue: Economy	6% (25)	19% (81)	14% (60)	19% (80)	42% (176)	422
#1 Issue: Security	1% (2)	19% (32)	17% (29)	23% (39)	41% (69)	171
#1 Issue: Health Care	8% (11)	23% (35)	18% (27)	22% (33)	29% (43)	150
#1 Issue: Medicare / Social Security	1% (1)	14% (15)	11% (13)	15% (18)	59% (67)	114
#1 Issue: Education	3% (1)	15% (8)	19% (10)	25% (13)	39% (20)	51
#1 Issue: Energy	1% (1)	8% (6)	15% (10)	18% (12)	58% (38)	67
#1 Issue: Other	4% (3)	2% (2)	18% (15)	14% (12)	62% (54)	86
2020 Vote: Joe Biden	5% (24)	17% (80)	16% (75)	22% (106)	41% (196)	481
2020 Vote: Donald Trump	3% (9)	20% (71)	15% (52)	20% (72)	43% (153)	357
2020 Vote: Didn't Vote	5% (13)	11% (26)	14% (33)	12% (28)	57% (132)	232
2018 House Vote: Democrat	5% (19)	18% (63)	18% (63)	20% (70)	39% (137)	352
2018 House Vote: Republican	3% (10)	21% (64)	17% (52)	20% (64)	39% (121)	312
2016 Vote: Hillary Clinton	6% (20)	17% (58)	17% (58)	19% (63)	41% (135)	333
2016 Vote: Donald Trump	3% (10)	19% (67)	17% (59)	20% (72)	42% (148)	356
2016 Vote: Other	6% (4)	20% (13)	12% (8)	19% (13)	42% (28)	66
2016 Vote: Didn't Vote	4% (14)	13% (45)	12% (43)	19% (66)	52% (181)	348
Voted in 2014: Yes	5% (30)	19% (121)	17% (109)	19% (122)	39% (249)	630
Voted in 2014: No	4% (17)	13% (63)	12% (59)	19% (91)	51% (243)	474
4-Region: Northeast	8% (15)	17% (30)	16% (28)	15% (28)	44% (80)	180
4-Region: Midwest	4% (9)	17% (42)	16% (39)	22% (52)	41% (100)	241
4-Region: South	4% (16)	17% (73)	14% (62)	21% (92)	45% (195)	438
4-Region: West	3% (7)	16% (40)	16% (39)	17% (41)	48% (117)	244
Sports Fans	6% (47)	23% (178)	20% (156)	25% (190)	26% (199)	771

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**Table MCSP2_2: About how often do you watch the following?
Men's college sports**

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	4%	(47)	17%	(184)	15%	(168)	19%	(212)	45%	(492)	1104
Avid Sports Fans	16%	(43)	40%	(107)	17%	(44)	13%	(36)	14%	(37)	267
Casual Sports Fans	1%	(4)	14%	(71)	22%	(112)	31%	(154)	32%	(163)	504
Male and Sports Fans	10%	(40)	33%	(136)	18%	(72)	23%	(92)	17%	(69)	408
Female and Sports Fans	2%	(8)	12%	(42)	23%	(84)	27%	(98)	36%	(131)	362
Fans of Men's Sports	6%	(46)	22%	(177)	20%	(163)	24%	(197)	28%	(230)	813
Fans of Women's Sports	7%	(41)	28%	(161)	21%	(124)	22%	(126)	22%	(130)	583
Avid Fans of Women's Sports	15%	(33)	38%	(87)	15%	(34)	12%	(28)	21%	(47)	229
Gen Z Sports Fans	4%	(3)	16%	(13)	28%	(23)	24%	(19)	28%	(22)	80
Millennial Sports Fans	12%	(31)	28%	(74)	18%	(46)	22%	(58)	20%	(52)	261
Gen X Sports Fans	5%	(9)	24%	(42)	17%	(30)	23%	(41)	31%	(54)	177
Boomer Sports Fans	2%	(4)	19%	(43)	23%	(55)	28%	(65)	28%	(66)	233
NBA Fans	9%	(44)	27%	(137)	21%	(107)	23%	(120)	21%	(106)	514
Avid NBA Fans	20%	(37)	36%	(68)	18%	(33)	16%	(31)	10%	(19)	189
Casual NBA Fans	2%	(7)	21%	(69)	23%	(73)	28%	(89)	27%	(86)	325

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

Table MCSP3_1: About how often do you watch the following?*Women's professional sports*

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	2%	(24)	8%	(88)	10%	(109)	22%	(246)	57%	(629)	1096
Gender: Male	4%	(22)	11%	(58)	14%	(76)	25%	(136)	47%	(254)	546
Gender: Female	—	(2)	5%	(29)	6%	(33)	20%	(111)	68%	(375)	550
Age: 18-34	4%	(12)	11%	(35)	12%	(38)	24%	(75)	48%	(146)	305
Age: 35-44	6%	(10)	15%	(28)	14%	(25)	18%	(33)	48%	(89)	186
Age: 45-64	—	(1)	5%	(18)	8%	(28)	23%	(85)	64%	(235)	367
Age: 65+	—	(1)	3%	(7)	8%	(18)	23%	(54)	67%	(159)	238
GenZers: 1997-2012	1%	(1)	11%	(11)	10%	(10)	26%	(26)	52%	(52)	101
Millennials: 1981-1996	6%	(18)	15%	(48)	13%	(42)	20%	(65)	46%	(149)	323
GenXers: 1965-1980	1%	(4)	4%	(11)	9%	(22)	24%	(60)	62%	(158)	254
Baby Boomers: 1946-1964	—	(0)	4%	(17)	9%	(34)	23%	(87)	64%	(249)	387
PID: Dem (no lean)	3%	(13)	12%	(59)	13%	(60)	22%	(106)	50%	(238)	477
PID: Ind (no lean)	2%	(6)	5%	(17)	8%	(26)	25%	(81)	60%	(197)	327
PID: Rep (no lean)	2%	(5)	4%	(12)	8%	(23)	20%	(59)	66%	(194)	293
PID/Gender: Dem Men	5%	(12)	18%	(42)	17%	(41)	24%	(58)	36%	(86)	238
PID/Gender: Dem Women	1%	(1)	7%	(17)	8%	(20)	20%	(48)	64%	(153)	239
PID/Gender: Ind Men	3%	(6)	5%	(8)	10%	(17)	26%	(44)	56%	(95)	170
PID/Gender: Ind Women	—	(1)	5%	(8)	6%	(9)	24%	(37)	65%	(102)	157
PID/Gender: Rep Men	3%	(5)	6%	(8)	13%	(18)	24%	(33)	53%	(74)	138
PID/Gender: Rep Women	—	(0)	3%	(4)	3%	(4)	17%	(26)	78%	(120)	154
Ideo: Liberal (1-3)	4%	(12)	12%	(40)	11%	(37)	24%	(79)	48%	(157)	325
Ideo: Moderate (4)	1%	(4)	7%	(22)	11%	(37)	23%	(76)	58%	(188)	327
Ideo: Conservative (5-7)	2%	(7)	7%	(25)	7%	(24)	20%	(70)	64%	(219)	345
Educ: < College	2%	(13)	6%	(42)	9%	(70)	21%	(157)	62%	(465)	747
Educ: Bachelors degree	3%	(7)	11%	(24)	11%	(24)	25%	(56)	50%	(111)	222
Educ: Post-grad	3%	(4)	17%	(21)	12%	(15)	26%	(34)	42%	(53)	127
Income: Under 50k	1%	(8)	4%	(22)	9%	(50)	21%	(115)	65%	(356)	550
Income: 50k-100k	2%	(9)	12%	(43)	11%	(42)	22%	(84)	52%	(196)	374
Income: 100k+	4%	(7)	13%	(23)	10%	(17)	28%	(48)	45%	(77)	172
Ethnicity: White	2%	(19)	6%	(56)	10%	(83)	22%	(188)	60%	(523)	869
Ethnicity: Hispanic	3%	(6)	7%	(14)	15%	(30)	27%	(53)	47%	(92)	194

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Table MCSP3_1: About how often do you watch the following?
Women's professional sports

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	2%	(24)	8%	(88)	10%	(109)	22%	(246)	57%	(629)	1096
Ethnicity: Black	2%	(3)	17%	(23)	10%	(13)	26%	(35)	44%	(58)	132
Ethnicity: Other	2%	(2)	10%	(9)	13%	(12)	25%	(24)	50%	(48)	96
All Christian	2%	(10)	8%	(46)	11%	(62)	23%	(132)	56%	(322)	572
All Non-Christian	7%	(4)	15%	(8)	13%	(7)	23%	(13)	41%	(23)	55
Agnostic/Nothing in particular	2%	(6)	8%	(20)	7%	(20)	24%	(65)	59%	(160)	271
Something Else	2%	(4)	7%	(11)	12%	(18)	21%	(31)	58%	(86)	149
Religious Non-Protestant/Catholic	7%	(5)	16%	(11)	10%	(7)	20%	(14)	46%	(31)	68
Evangelical	3%	(9)	9%	(28)	16%	(48)	14%	(43)	57%	(170)	298
Non-Evangelical	1%	(4)	6%	(25)	7%	(29)	29%	(114)	57%	(226)	399
Community: Urban	3%	(11)	16%	(50)	13%	(42)	24%	(78)	43%	(138)	319
Community: Suburban	1%	(5)	6%	(30)	8%	(44)	25%	(131)	60%	(313)	523
Community: Rural	3%	(9)	3%	(7)	9%	(23)	15%	(38)	70%	(178)	255
Employ: Private Sector	2%	(7)	11%	(37)	13%	(45)	25%	(84)	49%	(167)	341
Employ: Government	8%	(5)	15%	(9)	7%	(4)	24%	(14)	46%	(27)	60
Employ: Self-Employed	4%	(4)	12%	(11)	11%	(10)	24%	(21)	49%	(44)	89
Employ: Homemaker	4%	(3)	5%	(4)	9%	(7)	24%	(20)	59%	(49)	84
Employ: Retired	—	(0)	3%	(7)	8%	(20)	22%	(58)	68%	(177)	262
Employ: Unemployed	2%	(3)	4%	(6)	7%	(11)	19%	(28)	68%	(101)	150
Employ: Other	—	(0)	10%	(6)	14%	(9)	17%	(11)	59%	(39)	65
Military HH: Yes	2%	(4)	6%	(10)	10%	(17)	16%	(27)	65%	(111)	170
Military HH: No	2%	(20)	8%	(77)	10%	(91)	24%	(219)	56%	(518)	926
RD/WT: Right Direction	3%	(20)	11%	(69)	12%	(75)	22%	(135)	50%	(304)	604
RD/WT: Wrong Track	1%	(4)	4%	(19)	7%	(34)	23%	(111)	66%	(325)	493
Biden Job Approve	3%	(17)	11%	(70)	12%	(81)	23%	(150)	52%	(343)	660
Biden Job Disapprove	2%	(7)	4%	(17)	6%	(23)	22%	(85)	66%	(260)	393
Biden Job Strongly Approve	4%	(16)	12%	(45)	12%	(47)	22%	(86)	50%	(193)	387
Biden Job Somewhat Approve	—	(1)	9%	(25)	12%	(34)	23%	(64)	55%	(150)	274
Biden Job Somewhat Disapprove	4%	(4)	5%	(6)	6%	(7)	24%	(29)	62%	(76)	122
Biden Job Strongly Disapprove	1%	(3)	4%	(11)	6%	(16)	21%	(57)	68%	(184)	270

Continued on next page

Table MCSP3_1: About how often do you watch the following?
Women's professional sports

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	2%	(24)	8%	(88)	10%	(109)	22%	(246)	57%	(629)	1096
Favorable of Biden	2%	(14)	10%	(67)	11%	(75)	24%	(153)	52%	(340)	649
Unfavorable of Biden	1%	(5)	5%	(19)	6%	(25)	21%	(82)	67%	(264)	396
Very Favorable of Biden	3%	(13)	12%	(44)	12%	(45)	23%	(85)	51%	(191)	378
Somewhat Favorable of Biden	—	(1)	9%	(23)	11%	(30)	25%	(68)	55%	(149)	271
Somewhat Unfavorable of Biden	—	(0)	7%	(9)	8%	(9)	25%	(30)	59%	(71)	119
Very Unfavorable of Biden	2%	(5)	4%	(10)	6%	(16)	19%	(52)	70%	(193)	277
#1 Issue: Economy	1%	(4)	9%	(36)	10%	(42)	25%	(102)	55%	(230)	414
#1 Issue: Security	1%	(2)	3%	(5)	12%	(17)	24%	(35)	59%	(85)	145
#1 Issue: Health Care	6%	(10)	10%	(18)	11%	(20)	26%	(45)	47%	(83)	176
#1 Issue: Medicare / Social Security	1%	(2)	6%	(8)	9%	(12)	17%	(24)	67%	(96)	143
#1 Issue: Women's Issues	4%	(2)	13%	(7)	5%	(2)	28%	(14)	50%	(26)	51
#1 Issue: Energy	4%	(2)	9%	(5)	12%	(7)	21%	(12)	54%	(32)	59
#1 Issue: Other	—	(0)	3%	(2)	3%	(2)	12%	(7)	83%	(51)	62
2020 Vote: Joe Biden	2%	(13)	11%	(58)	12%	(64)	25%	(134)	49%	(263)	531
2020 Vote: Donald Trump	2%	(5)	5%	(17)	6%	(20)	22%	(69)	65%	(209)	320
2020 Vote: Didn't Vote	3%	(6)	5%	(11)	12%	(24)	15%	(32)	65%	(135)	208
2018 House Vote: Democrat	3%	(12)	12%	(50)	13%	(52)	25%	(104)	47%	(195)	415
2018 House Vote: Republican	1%	(4)	3%	(9)	8%	(23)	22%	(60)	65%	(173)	268
2016 Vote: Hillary Clinton	3%	(10)	12%	(45)	13%	(48)	26%	(97)	47%	(175)	374
2016 Vote: Donald Trump	2%	(7)	5%	(16)	7%	(24)	22%	(72)	64%	(208)	327
2016 Vote: Other	—	(0)	4%	(3)	8%	(6)	23%	(16)	65%	(46)	71
2016 Vote: Didn't Vote	2%	(8)	8%	(24)	10%	(31)	19%	(62)	61%	(198)	322
Voted in 2014: Yes	2%	(16)	9%	(58)	11%	(68)	24%	(152)	54%	(345)	639
Voted in 2014: No	2%	(8)	7%	(30)	9%	(41)	21%	(94)	62%	(284)	457
4-Region: Northeast	4%	(8)	10%	(22)	8%	(16)	23%	(48)	55%	(118)	213
4-Region: Midwest	—	(1)	7%	(15)	9%	(19)	22%	(49)	62%	(137)	221
4-Region: South	3%	(11)	7%	(27)	11%	(42)	22%	(84)	58%	(222)	386
4-Region: West	2%	(4)	9%	(24)	11%	(31)	24%	(65)	55%	(152)	276
Sports Fans	3%	(20)	12%	(85)	15%	(106)	29%	(210)	42%	(307)	728

Continued on next page

Table MCSP3_1: About how often do you watch the following?

Women's professional sports

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	2%	(24)	8%	(88)	10%	(109)	22%	(246)	57%	(629)	1096
Avid Sports Fans	6%	(16)	21%	(56)	21%	(55)	29%	(78)	23%	(61)	266
Casual Sports Fans	1%	(4)	6%	(29)	11%	(51)	29%	(133)	53%	(246)	462
Male and Sports Fans	4%	(18)	14%	(58)	17%	(74)	28%	(120)	38%	(162)	433
Female and Sports Fans	1%	(2)	9%	(27)	11%	(32)	31%	(91)	49%	(144)	296
Fans of Men's Sports	3%	(22)	11%	(87)	13%	(109)	29%	(236)	44%	(362)	815
Fans of Women's Sports	3%	(20)	15%	(88)	19%	(108)	37%	(216)	26%	(151)	582
Avid Fans of Women's Sports	8%	(18)	32%	(73)	28%	(64)	20%	(46)	10%	(24)	225
Gen Z Sports Fans	—	(0)	21%	(11)	19%	(10)	25%	(14)	35%	(18)	53
Millennial Sports Fans	8%	(18)	20%	(46)	18%	(41)	22%	(50)	33%	(75)	230
Gen X Sports Fans	1%	(1)	7%	(11)	13%	(21)	34%	(55)	45%	(73)	160
Boomer Sports Fans	—	(0)	6%	(17)	13%	(33)	32%	(84)	48%	(126)	261
NBA Fans	4%	(19)	16%	(79)	17%	(86)	31%	(160)	32%	(164)	508
Avid NBA Fans	7%	(15)	22%	(44)	23%	(45)	26%	(51)	22%	(43)	198
Casual NBA Fans	2%	(5)	11%	(35)	13%	(41)	35%	(109)	39%	(121)	311

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

Table MCSP3_2: About how often do you watch the following?
 Women's college sports

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	2%	(26)	7%	(76)	11%	(121)	19%	(206)	61%	(667)	1096
Gender: Male	4%	(23)	9%	(48)	16%	(89)	21%	(117)	49%	(269)	546
Gender: Female	—	(3)	5%	(28)	6%	(32)	16%	(90)	72%	(398)	550
Age: 18-34	4%	(12)	12%	(37)	10%	(31)	19%	(57)	55%	(168)	305
Age: 35-44	7%	(14)	10%	(19)	16%	(30)	14%	(25)	53%	(98)	186
Age: 45-64	—	(0)	4%	(16)	10%	(37)	20%	(73)	66%	(241)	367
Age: 65+	—	(0)	2%	(4)	10%	(24)	21%	(51)	67%	(160)	238
GenZers: 1997-2012	3%	(3)	12%	(12)	7%	(7)	26%	(26)	53%	(53)	101
Millennials: 1981-1996	7%	(21)	12%	(40)	14%	(45)	14%	(45)	53%	(172)	323
GenXers: 1965-1980	1%	(2)	4%	(11)	11%	(28)	18%	(47)	66%	(167)	254
Baby Boomers: 1946-1964	—	(0)	3%	(11)	11%	(42)	21%	(81)	65%	(253)	387
PID: Dem (no lean)	3%	(16)	10%	(50)	14%	(66)	19%	(92)	53%	(254)	477
PID: Ind (no lean)	2%	(5)	4%	(14)	8%	(27)	21%	(69)	65%	(212)	327
PID: Rep (no lean)	2%	(5)	4%	(12)	9%	(28)	16%	(46)	69%	(202)	293
PID/Gender: Dem Men	6%	(14)	14%	(32)	20%	(48)	21%	(50)	40%	(95)	238
PID/Gender: Dem Women	1%	(2)	7%	(17)	8%	(18)	18%	(42)	67%	(159)	239
PID/Gender: Ind Men	3%	(5)	4%	(7)	12%	(20)	23%	(39)	58%	(99)	170
PID/Gender: Ind Women	—	(0)	4%	(7)	5%	(8)	19%	(30)	72%	(113)	157
PID/Gender: Rep Men	3%	(4)	6%	(8)	16%	(22)	21%	(28)	55%	(76)	138
PID/Gender: Rep Women	—	(1)	2%	(4)	4%	(6)	11%	(18)	82%	(126)	154
Ideo: Liberal (1-3)	4%	(13)	10%	(32)	12%	(37)	21%	(68)	54%	(174)	325
Ideo: Moderate (4)	2%	(5)	5%	(17)	11%	(36)	19%	(62)	63%	(206)	327
Ideo: Conservative (5-7)	2%	(6)	7%	(24)	10%	(35)	16%	(55)	65%	(225)	345
Educ: < College	2%	(14)	5%	(36)	10%	(72)	16%	(123)	67%	(502)	747
Educ: Bachelors degree	4%	(8)	11%	(24)	11%	(25)	25%	(56)	49%	(110)	222
Educ: Post-grad	3%	(3)	13%	(16)	19%	(24)	22%	(28)	44%	(55)	127
Income: Under 50k	2%	(9)	3%	(15)	8%	(45)	18%	(102)	69%	(379)	550
Income: 50k-100k	3%	(12)	11%	(40)	14%	(52)	16%	(60)	56%	(210)	374
Income: 100k+	3%	(5)	12%	(20)	14%	(24)	26%	(45)	45%	(78)	172
Ethnicity: White	2%	(19)	6%	(49)	11%	(95)	17%	(150)	64%	(556)	869
Ethnicity: Hispanic	3%	(5)	8%	(16)	18%	(35)	18%	(34)	53%	(104)	194

Continued on next page

Table MCSP3_2: About how often do you watch the following?
Women's college sports

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	2%	(26)	7%	(76)	11%	(121)	19%	(206)	61%	(667)	1096
Ethnicity: Black	2%	(2)	17%	(22)	11%	(14)	26%	(34)	45%	(60)	132
Ethnicity: Other	5%	(5)	5%	(5)	13%	(12)	23%	(22)	54%	(52)	96
All Christian	2%	(13)	7%	(38)	11%	(64)	20%	(116)	60%	(342)	572
All Non-Christian	6%	(3)	17%	(10)	16%	(9)	17%	(10)	44%	(24)	55
Agnostic/Nothing in particular	3%	(8)	6%	(17)	10%	(26)	17%	(45)	64%	(175)	271
Something Else	1%	(2)	7%	(10)	13%	(20)	20%	(30)	59%	(87)	149
Religious Non-Protestant/Catholic	6%	(4)	14%	(10)	14%	(10)	19%	(13)	47%	(32)	68
Evangelical	3%	(8)	9%	(27)	17%	(50)	16%	(46)	56%	(167)	298
Non-Evangelical	1%	(5)	5%	(20)	8%	(31)	23%	(93)	63%	(250)	399
Community: Urban	5%	(16)	13%	(43)	15%	(48)	21%	(68)	45%	(145)	319
Community: Suburban	1%	(4)	5%	(26)	10%	(50)	19%	(98)	66%	(344)	523
Community: Rural	2%	(6)	3%	(7)	9%	(23)	16%	(41)	70%	(178)	255
Employ: Private Sector	3%	(10)	9%	(30)	14%	(46)	22%	(74)	53%	(181)	341
Employ: Government	7%	(4)	13%	(8)	13%	(8)	13%	(8)	53%	(32)	60
Employ: Self-Employed	3%	(3)	13%	(12)	11%	(10)	20%	(18)	52%	(47)	89
Employ: Homemaker	2%	(2)	7%	(6)	8%	(7)	17%	(14)	66%	(55)	84
Employ: Retired	—	(0)	2%	(5)	9%	(24)	20%	(53)	69%	(180)	262
Employ: Unemployed	2%	(3)	4%	(7)	7%	(11)	17%	(25)	69%	(104)	150
Employ: Other	—	(0)	2%	(2)	19%	(12)	18%	(12)	61%	(40)	65
Military HH: Yes	1%	(2)	7%	(13)	8%	(14)	18%	(30)	66%	(112)	170
Military HH: No	3%	(23)	7%	(63)	12%	(107)	19%	(177)	60%	(556)	926
RD/WT: Right Direction	4%	(24)	10%	(58)	13%	(77)	19%	(116)	55%	(330)	604
RD/WT: Wrong Track	—	(2)	4%	(18)	9%	(45)	18%	(91)	69%	(337)	493
Biden Job Approve	3%	(23)	9%	(59)	12%	(82)	19%	(127)	56%	(370)	660
Biden Job Disapprove	1%	(3)	4%	(17)	8%	(33)	18%	(71)	68%	(269)	393
Biden Job Strongly Approve	5%	(20)	10%	(40)	13%	(49)	19%	(72)	53%	(205)	387
Biden Job Somewhat Approve	1%	(3)	7%	(19)	12%	(33)	20%	(55)	60%	(165)	274
Biden Job Somewhat Disapprove	2%	(3)	5%	(7)	7%	(9)	19%	(23)	66%	(81)	122
Biden Job Strongly Disapprove	—	(0)	4%	(10)	9%	(25)	18%	(47)	69%	(188)	270

Continued on next page

Table MCSP3_2: About how often do you watch the following?
Women's college sports

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	2%	(26)	7%	(76)	11%	(121)	19%	(206)	61%	(667)	1096
Favorable of Biden	3%	(17)	8%	(55)	13%	(81)	20%	(127)	57%	(369)	649
Unfavorable of Biden	1%	(5)	4%	(16)	8%	(33)	17%	(67)	69%	(275)	396
Very Favorable of Biden	4%	(15)	9%	(33)	13%	(48)	21%	(79)	54%	(204)	378
Somewhat Favorable of Biden	1%	(3)	8%	(22)	12%	(33)	18%	(48)	61%	(165)	271
Somewhat Unfavorable of Biden	1%	(1)	4%	(5)	10%	(12)	20%	(24)	65%	(77)	119
Very Unfavorable of Biden	1%	(4)	4%	(11)	8%	(21)	16%	(43)	71%	(198)	277
#1 Issue: Economy	2%	(8)	7%	(28)	12%	(51)	22%	(91)	57%	(237)	414
#1 Issue: Security	1%	(2)	3%	(4)	10%	(15)	15%	(22)	70%	(101)	145
#1 Issue: Health Care	5%	(9)	12%	(21)	11%	(20)	21%	(37)	51%	(90)	176
#1 Issue: Medicare / Social Security	2%	(3)	3%	(4)	10%	(14)	18%	(26)	67%	(96)	143
#1 Issue: Women's Issues	3%	(2)	18%	(9)	13%	(7)	13%	(7)	52%	(27)	51
#1 Issue: Energy	2%	(1)	11%	(7)	15%	(9)	14%	(8)	57%	(34)	59
#1 Issue: Other	—	(0)	3%	(2)	6%	(4)	11%	(7)	80%	(50)	62
2020 Vote: Joe Biden	2%	(13)	10%	(51)	14%	(74)	21%	(110)	54%	(284)	531
2020 Vote: Donald Trump	1%	(5)	5%	(15)	8%	(26)	17%	(53)	69%	(222)	320
2020 Vote: Didn't Vote	4%	(8)	4%	(8)	10%	(20)	16%	(33)	67%	(138)	208
2018 House Vote: Democrat	3%	(11)	10%	(41)	15%	(64)	21%	(88)	51%	(211)	415
2018 House Vote: Republican	2%	(4)	5%	(14)	9%	(24)	18%	(47)	66%	(178)	268
2016 Vote: Hillary Clinton	2%	(9)	12%	(44)	14%	(54)	22%	(84)	49%	(183)	374
2016 Vote: Donald Trump	2%	(6)	4%	(14)	10%	(33)	17%	(56)	66%	(217)	327
2016 Vote: Other	—	(0)	2%	(2)	7%	(5)	22%	(16)	68%	(48)	71
2016 Vote: Didn't Vote	3%	(10)	5%	(16)	9%	(29)	16%	(51)	67%	(217)	322
Voted in 2014: Yes	2%	(15)	8%	(53)	12%	(79)	21%	(136)	56%	(356)	639
Voted in 2014: No	2%	(11)	5%	(23)	9%	(42)	15%	(70)	68%	(311)	457
4-Region: Northeast	2%	(5)	9%	(19)	11%	(24)	15%	(31)	63%	(134)	213
4-Region: Midwest	1%	(2)	5%	(12)	10%	(22)	21%	(46)	63%	(140)	221
4-Region: South	2%	(8)	7%	(28)	11%	(43)	19%	(72)	61%	(236)	386
4-Region: West	4%	(11)	6%	(17)	12%	(33)	21%	(57)	57%	(158)	276
Sports Fans	3%	(24)	9%	(68)	16%	(118)	25%	(182)	46%	(336)	728

Continued on next page

Table MCSP3_2: About how often do you watch the following?
Women's college sports

Demographic	Daily		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	2%	(26)	7%	(76)	11%	(121)	19%	(206)	61%	(667)	1096
Avid Sports Fans	7%	(18)	17%	(44)	26%	(68)	27%	(72)	24%	(63)	266
Casual Sports Fans	1%	(5)	5%	(24)	11%	(50)	24%	(111)	59%	(272)	462
Male and Sports Fans	5%	(21)	10%	(43)	20%	(88)	25%	(106)	40%	(175)	433
Female and Sports Fans	1%	(3)	9%	(26)	10%	(31)	26%	(76)	54%	(161)	296
Fans of Men's Sports	3%	(24)	9%	(75)	15%	(121)	24%	(199)	49%	(396)	815
Fans of Women's Sports	4%	(21)	13%	(76)	20%	(117)	31%	(181)	32%	(187)	582
Avid Fans of Women's Sports	9%	(21)	27%	(62)	28%	(63)	19%	(42)	17%	(37)	225
Gen Z Sports Fans	5%	(3)	15%	(8)	13%	(7)	34%	(18)	33%	(17)	53
Millennial Sports Fans	9%	(21)	16%	(38)	19%	(43)	15%	(33)	41%	(94)	230
Gen X Sports Fans	—	(0)	6%	(10)	17%	(27)	29%	(47)	47%	(76)	160
Boomer Sports Fans	—	(0)	4%	(11)	16%	(41)	29%	(76)	51%	(132)	261
NBA Fans	4%	(21)	13%	(67)	18%	(92)	28%	(144)	36%	(184)	508
Avid NBA Fans	7%	(14)	18%	(35)	27%	(53)	22%	(44)	26%	(52)	198
Casual NBA Fans	2%	(6)	10%	(32)	13%	(40)	32%	(100)	43%	(133)	311

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

Table MCSP4_1: And how interested are you in the following?*Men's professional sports*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	24% (269)	31% (344)	12% (131)	27% (299)	5% (60)	1104
Gender: Male	39% (200)	29% (151)	10% (49)	19% (98)	3% (17)	516
Gender: Female	12% (70)	33% (193)	14% (81)	34% (201)	7% (43)	588
Age: 18-34	23% (80)	34% (118)	12% (41)	26% (90)	6% (21)	350
Age: 35-44	38% (66)	26% (44)	6% (10)	24% (40)	7% (11)	172
Age: 45-64	23% (88)	31% (121)	12% (47)	29% (113)	4% (15)	384
Age: 65+	18% (36)	31% (61)	17% (33)	28% (56)	6% (12)	198
GenZers: 1997-2012	21% (26)	32% (39)	11% (13)	30% (37)	6% (8)	122
Millennials: 1981-1996	31% (108)	32% (111)	10% (34)	22% (78)	6% (21)	353
GenXers: 1965-1980	24% (60)	30% (73)	12% (29)	28% (68)	6% (16)	246
Baby Boomers: 1946-1964	21% (73)	31% (110)	13% (47)	31% (109)	4% (14)	353
PID: Dem (no lean)	32% (129)	35% (139)	11% (45)	19% (78)	3% (11)	402
PID: Ind (no lean)	17% (62)	27% (100)	11% (39)	37% (134)	8% (29)	364
PID: Rep (no lean)	23% (78)	31% (105)	14% (47)	26% (87)	6% (21)	338
PID/Gender: Dem Men	49% (92)	29% (55)	8% (15)	13% (25)	1% (2)	187
PID/Gender: Dem Women	17% (37)	39% (84)	14% (31)	25% (53)	4% (9)	214
PID/Gender: Ind Men	32% (50)	27% (42)	9% (15)	27% (43)	5% (8)	159
PID/Gender: Ind Women	6% (12)	28% (58)	12% (24)	44% (90)	10% (21)	205
PID/Gender: Rep Men	34% (58)	32% (54)	12% (20)	18% (30)	4% (8)	170
PID/Gender: Rep Women	12% (20)	30% (51)	16% (27)	34% (57)	8% (13)	169
Ideo: Liberal (1-3)	29% (96)	36% (120)	12% (39)	19% (62)	4% (13)	331
Ideo: Moderate (4)	27% (74)	28% (77)	11% (31)	30% (81)	3% (9)	272
Ideo: Conservative (5-7)	21% (80)	31% (120)	12% (46)	29% (111)	8% (31)	388
Educ: < College	23% (174)	29% (225)	11% (83)	30% (232)	7% (52)	765
Educ: Bachelors degree	28% (61)	39% (86)	12% (27)	19% (43)	2% (5)	222
Educ: Post-grad	29% (34)	28% (33)	19% (22)	21% (25)	3% (4)	117
Income: Under 50k	20% (113)	30% (167)	12% (67)	32% (178)	6% (34)	560
Income: 50k-100k	28% (99)	31% (111)	10% (37)	25% (88)	6% (22)	356
Income: 100k+	31% (57)	35% (66)	14% (27)	18% (34)	2% (4)	188
Ethnicity: White	23% (194)	32% (270)	12% (105)	28% (240)	5% (43)	853
Ethnicity: Hispanic	32% (50)	29% (44)	8% (12)	28% (44)	3% (4)	155

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Table MCSP4_1: And how interested are you in the following?
Men's professional sports

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	24% (269)	31% (344)	12% (131)	27% (299)	5% (60)	1104
Ethnicity: Black	29% (42)	30% (42)	11% (16)	24% (35)	5% (8)	143
Ethnicity: Other	31% (34)	29% (32)	8% (9)	22% (24)	9% (10)	108
All Christian	27% (143)	31% (167)	12% (66)	24% (129)	5% (29)	534
All Non-Christian	30% (19)	31% (20)	6% (4)	28% (18)	4% (3)	65
Agnostic/Nothing in particular	21% (61)	27% (78)	13% (38)	32% (92)	6% (16)	284
Something Else	19% (35)	36% (66)	10% (18)	28% (50)	7% (12)	180
Religious Non-Protestant/Catholic	27% (20)	30% (22)	6% (5)	29% (22)	8% (6)	74
Evangelical	24% (74)	33% (102)	12% (38)	26% (81)	5% (17)	312
Non-Evangelical	26% (101)	33% (128)	11% (43)	24% (91)	5% (21)	384
Community: Urban	32% (99)	27% (82)	11% (33)	23% (72)	7% (22)	306
Community: Suburban	21% (106)	36% (184)	13% (64)	26% (132)	4% (23)	508
Community: Rural	22% (64)	27% (78)	12% (35)	33% (96)	6% (16)	289
Employ: Private Sector	30% (107)	37% (134)	10% (35)	20% (70)	3% (12)	359
Employ: Government	27% (21)	31% (25)	16% (13)	20% (16)	6% (5)	79
Employ: Self-Employed	34% (30)	24% (21)	11% (10)	24% (22)	7% (6)	89
Employ: Homemaker	13% (11)	17% (15)	13% (12)	44% (39)	13% (12)	89
Employ: Student	23% (15)	20% (13)	5% (3)	49% (30)	3% (2)	62
Employ: Retired	19% (43)	31% (69)	17% (38)	26% (58)	6% (12)	221
Employ: Unemployed	23% (35)	30% (46)	8% (12)	32% (49)	8% (12)	155
Military HH: Yes	28% (44)	25% (40)	17% (27)	24% (39)	5% (8)	159
Military HH: No	24% (226)	32% (303)	11% (103)	28% (260)	6% (52)	945
RD/WT: Right Direction	31% (154)	35% (173)	10% (48)	20% (102)	4% (19)	496
RD/WT: Wrong Track	19% (115)	28% (171)	14% (83)	32% (198)	7% (42)	608
Biden Job Approve	31% (188)	32% (191)	10% (63)	23% (138)	3% (21)	602
Biden Job Disapprove	16% (68)	32% (139)	14% (59)	31% (137)	8% (34)	437
Biden Job Strongly Approve	34% (107)	35% (111)	10% (33)	18% (56)	4% (13)	321
Biden Job Somewhat Approve	29% (81)	29% (80)	11% (31)	29% (82)	3% (8)	281
Biden Job Somewhat Disapprove	15% (17)	43% (49)	12% (14)	21% (24)	9% (11)	113
Biden Job Strongly Disapprove	16% (51)	28% (90)	14% (46)	35% (113)	7% (23)	324

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Table MCSP4_1: And how interested are you in the following?
Men's professional sports

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	24% (269)	31% (344)	12% (131)	27% (299)	5% (60)	1104
Favorable of Biden	31% (189)	32% (194)	10% (61)	22% (132)	4% (24)	600
Unfavorable of Biden	17% (75)	31% (136)	13% (60)	33% (144)	6% (28)	443
Very Favorable of Biden	34% (117)	33% (114)	10% (34)	18% (61)	5% (17)	343
Somewhat Favorable of Biden	28% (72)	31% (80)	11% (28)	27% (70)	3% (7)	257
Somewhat Unfavorable of Biden	21% (23)	35% (37)	13% (14)	26% (27)	6% (6)	107
Very Unfavorable of Biden	15% (52)	29% (99)	14% (46)	35% (117)	7% (22)	336
#1 Issue: Economy	30% (128)	29% (121)	12% (52)	24% (101)	5% (19)	422
#1 Issue: Security	20% (34)	36% (62)	13% (22)	24% (40)	7% (11)	171
#1 Issue: Health Care	31% (46)	33% (50)	12% (18)	20% (30)	4% (6)	150
#1 Issue: Medicare / Social Security	14% (16)	30% (34)	8% (9)	37% (42)	11% (13)	114
#1 Issue: Education	28% (15)	31% (16)	1% (1)	29% (15)	10% (5)	51
#1 Issue: Energy	20% (13)	30% (20)	17% (11)	34% (22)	— (0)	67
#1 Issue: Other	14% (12)	29% (25)	16% (14)	38% (32)	4% (3)	86
2020 Vote: Joe Biden	31% (149)	34% (162)	10% (49)	22% (107)	3% (14)	481
2020 Vote: Donald Trump	20% (72)	32% (114)	14% (49)	28% (99)	6% (22)	357
2020 Vote: Didn't Vote	18% (43)	22% (51)	12% (28)	37% (87)	10% (24)	232
2018 House Vote: Democrat	30% (106)	36% (126)	12% (43)	19% (65)	3% (12)	352
2018 House Vote: Republican	22% (70)	33% (104)	12% (39)	26% (82)	5% (16)	312
2016 Vote: Hillary Clinton	31% (105)	33% (110)	13% (42)	20% (66)	3% (10)	333
2016 Vote: Donald Trump	22% (77)	34% (119)	11% (40)	28% (99)	6% (20)	356
2016 Vote: Other	18% (12)	40% (26)	13% (9)	24% (16)	5% (4)	66
2016 Vote: Didn't Vote	22% (75)	25% (88)	12% (40)	34% (118)	8% (26)	348
Voted in 2014: Yes	27% (169)	34% (215)	12% (78)	23% (142)	4% (26)	630
Voted in 2014: No	21% (101)	27% (129)	11% (53)	33% (157)	7% (35)	474
4-Region: Northeast	29% (52)	28% (50)	14% (26)	23% (42)	6% (10)	180
4-Region: Midwest	21% (50)	39% (93)	13% (32)	21% (50)	7% (16)	241
4-Region: South	24% (106)	29% (128)	11% (50)	31% (135)	4% (19)	438
4-Region: West	25% (61)	30% (72)	10% (23)	30% (73)	6% (15)	244
Sports Fans	34% (266)	43% (331)	12% (94)	9% (69)	1% (11)	771

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Table MCSP4_1: And how interested are you in the following?
Men's professional sports

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	24%	(269)	31%	(344)	12%	(131)	27%	(299)	5%	(60)	1104
Avid Sports Fans	72%	(193)	22%	(57)	2%	(4)	3%	(8)	2%	(4)	267
Casual Sports Fans	14%	(73)	54%	(273)	18%	(90)	12%	(61)	1%	(7)	504
Male and Sports Fans	48%	(197)	36%	(146)	9%	(35)	6%	(25)	1%	(5)	408
Female and Sports Fans	19%	(69)	51%	(185)	16%	(59)	12%	(43)	2%	(7)	362
Fans of Men's Sports	32%	(262)	39%	(317)	13%	(105)	14%	(111)	2%	(18)	813
Fans of Women's Sports	36%	(210)	37%	(218)	12%	(68)	13%	(73)	2%	(13)	583
Avid Fans of Women's Sports	50%	(114)	32%	(73)	6%	(13)	10%	(22)	3%	(6)	229
Gen Z Sports Fans	31%	(25)	47%	(37)	8%	(7)	13%	(10)	1%	(1)	80
Millennial Sports Fans	40%	(105)	40%	(104)	10%	(27)	8%	(22)	1%	(3)	261
Gen X Sports Fans	34%	(60)	41%	(73)	13%	(24)	9%	(16)	3%	(5)	177
Boomer Sports Fans	31%	(73)	46%	(108)	13%	(31)	8%	(19)	1%	(3)	233
NBA Fans	44%	(226)	38%	(193)	9%	(48)	8%	(40)	1%	(7)	514
Avid NBA Fans	78%	(147)	17%	(32)	3%	(6)	1%	(3)	1%	(2)	189
Casual NBA Fans	24%	(79)	50%	(161)	13%	(42)	12%	(37)	2%	(5)	325

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

Table MCSP4_2: And how interested are you in the following?
 Men's college sports

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	16% (172)	26% (285)	15% (162)	37% (411)	7% (74)	1104
Gender: Male	24% (124)	31% (158)	15% (78)	25% (131)	5% (24)	516
Gender: Female	8% (47)	22% (127)	14% (84)	48% (280)	8% (50)	588
Age: 18-34	18% (64)	27% (94)	15% (53)	33% (117)	7% (23)	350
Age: 35-44	18% (31)	27% (47)	13% (22)	33% (56)	9% (16)	172
Age: 45-64	15% (58)	23% (90)	16% (60)	41% (157)	5% (19)	384
Age: 65+	10% (19)	28% (55)	13% (26)	41% (82)	8% (16)	198
GenZers: 1997-2012	14% (18)	23% (28)	21% (26)	35% (43)	6% (8)	122
Millennials: 1981-1996	21% (73)	29% (102)	12% (43)	31% (110)	7% (25)	353
GenXers: 1965-1980	15% (37)	22% (54)	16% (40)	39% (97)	7% (18)	246
Baby Boomers: 1946-1964	11% (40)	26% (93)	14% (50)	43% (151)	5% (18)	353
PID: Dem (no lean)	17% (70)	29% (117)	15% (60)	33% (134)	5% (21)	402
PID: Ind (no lean)	11% (39)	20% (72)	15% (55)	46% (168)	8% (28)	364
PID: Rep (no lean)	18% (62)	28% (96)	14% (46)	32% (109)	7% (25)	338
PID/Gender: Dem Men	27% (51)	34% (64)	11% (21)	23% (44)	4% (7)	187
PID/Gender: Dem Women	9% (19)	24% (52)	18% (39)	42% (90)	7% (14)	214
PID/Gender: Ind Men	19% (31)	25% (40)	19% (30)	31% (49)	5% (8)	159
PID/Gender: Ind Women	4% (8)	16% (32)	12% (26)	58% (119)	10% (20)	205
PID/Gender: Rep Men	25% (42)	32% (54)	16% (27)	22% (38)	5% (9)	170
PID/Gender: Rep Women	12% (20)	25% (43)	11% (19)	42% (71)	9% (15)	169
Ideo: Liberal (1-3)	15% (51)	30% (100)	17% (55)	31% (103)	6% (21)	331
Ideo: Moderate (4)	15% (42)	24% (65)	15% (42)	41% (111)	5% (13)	272
Ideo: Conservative (5-7)	17% (67)	27% (104)	12% (48)	35% (137)	8% (32)	388
Educ: < College	12% (95)	24% (183)	13% (97)	43% (330)	8% (60)	765
Educ: Bachelors degree	21% (46)	31% (69)	20% (45)	24% (52)	4% (10)	222
Educ: Post-grad	27% (31)	28% (33)	17% (19)	24% (29)	4% (5)	117
Income: Under 50k	11% (64)	24% (137)	15% (81)	42% (233)	8% (45)	560
Income: 50k-100k	16% (58)	27% (97)	14% (49)	36% (129)	6% (23)	356
Income: 100k+	27% (50)	27% (51)	17% (31)	26% (50)	3% (6)	188
Ethnicity: White	15% (130)	25% (215)	14% (117)	39% (336)	6% (55)	853
Ethnicity: Hispanic	17% (26)	25% (39)	13% (21)	40% (62)	5% (7)	155

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Table MCSP4_2: And how interested are you in the following?
Men's college sports

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	16% (172)	26% (285)	15% (162)	37% (411)	7% (74)	1104
Ethnicity: Black	14% (20)	28% (40)	22% (31)	28% (41)	7% (10)	143
Ethnicity: Other	20% (22)	28% (30)	12% (13)	32% (34)	8% (9)	108
All Christian	16% (84)	30% (163)	13% (70)	35% (184)	6% (33)	534
All Non-Christian	34% (22)	17% (11)	9% (6)	33% (21)	6% (4)	65
Agnostic/Nothing in particular	12% (34)	21% (59)	18% (52)	42% (119)	7% (21)	284
Something Else	12% (22)	25% (45)	16% (28)	39% (70)	8% (14)	180
Religious Non-Protestant/Catholic	32% (24)	16% (12)	10% (8)	32% (24)	9% (7)	74
Evangelical	18% (57)	32% (99)	12% (38)	31% (98)	7% (21)	312
Non-Evangelical	12% (46)	27% (104)	15% (59)	39% (151)	6% (24)	384
Community: Urban	18% (56)	29% (89)	13% (41)	33% (101)	7% (20)	306
Community: Suburban	14% (71)	25% (126)	17% (84)	38% (192)	7% (34)	508
Community: Rural	16% (45)	24% (70)	13% (37)	41% (118)	7% (20)	289
Employ: Private Sector	21% (74)	29% (105)	16% (57)	30% (109)	4% (14)	359
Employ: Government	22% (17)	28% (22)	21% (17)	23% (19)	6% (5)	79
Employ: Self-Employed	22% (20)	25% (22)	11% (10)	34% (30)	8% (7)	89
Employ: Homemaker	9% (8)	12% (11)	12% (11)	53% (48)	13% (12)	89
Employ: Student	11% (7)	25% (15)	11% (7)	50% (31)	3% (2)	62
Employ: Retired	9% (21)	29% (64)	14% (32)	39% (86)	9% (19)	221
Employ: Unemployed	12% (18)	21% (33)	15% (24)	42% (65)	9% (15)	155
Military HH: Yes	18% (29)	30% (47)	12% (19)	32% (51)	7% (12)	159
Military HH: No	15% (143)	25% (238)	15% (142)	38% (360)	7% (62)	945
RD/WT: Right Direction	18% (89)	29% (145)	14% (68)	33% (165)	6% (29)	496
RD/WT: Wrong Track	14% (83)	23% (140)	15% (93)	41% (246)	7% (45)	608
Biden Job Approve	17% (100)	28% (167)	15% (92)	35% (212)	5% (31)	602
Biden Job Disapprove	15% (66)	24% (106)	14% (63)	38% (165)	8% (37)	437
Biden Job Strongly Approve	22% (72)	27% (87)	14% (44)	31% (98)	6% (19)	321
Biden Job Somewhat Approve	10% (28)	28% (80)	17% (47)	40% (114)	4% (12)	281
Biden Job Somewhat Disapprove	14% (16)	29% (33)	14% (15)	34% (39)	9% (10)	113
Biden Job Strongly Disapprove	16% (50)	22% (72)	15% (47)	39% (127)	8% (27)	324

Continued on next page

Table MCSP4_2: And how interested are you in the following?
 Men's college sports

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	16% (172)	26% (285)	15% (162)	37% (411)	7% (74)	1104
Favorable of Biden	17% (103)	27% (159)	15% (91)	36% (214)	5% (33)	600
Unfavorable of Biden	15% (66)	25% (110)	15% (66)	38% (170)	7% (32)	443
Very Favorable of Biden	21% (71)	27% (91)	16% (53)	31% (106)	6% (22)	343
Somewhat Favorable of Biden	13% (32)	27% (68)	15% (38)	42% (108)	4% (11)	257
Somewhat Unfavorable of Biden	15% (17)	28% (30)	14% (15)	36% (39)	6% (6)	107
Very Unfavorable of Biden	15% (49)	24% (80)	15% (50)	39% (131)	8% (26)	336
#1 Issue: Economy	20% (85)	25% (106)	15% (64)	34% (145)	5% (22)	422
#1 Issue: Security	12% (21)	28% (47)	20% (33)	33% (56)	8% (14)	171
#1 Issue: Health Care	24% (36)	30% (45)	12% (18)	27% (41)	7% (10)	150
#1 Issue: Medicare / Social Security	6% (6)	27% (31)	9% (10)	47% (54)	11% (13)	114
#1 Issue: Education	7% (4)	36% (18)	15% (8)	31% (16)	10% (5)	51
#1 Issue: Energy	10% (6)	26% (17)	10% (7)	51% (34)	4% (3)	67
#1 Issue: Other	7% (6)	16% (14)	15% (13)	57% (49)	5% (4)	86
2020 Vote: Joe Biden	18% (84)	28% (134)	15% (71)	35% (170)	5% (22)	481
2020 Vote: Donald Trump	17% (59)	27% (97)	13% (47)	35% (127)	8% (28)	357
2020 Vote: Didn't Vote	10% (23)	17% (40)	18% (41)	45% (104)	10% (23)	232
2018 House Vote: Democrat	18% (64)	30% (107)	13% (46)	33% (115)	6% (20)	352
2018 House Vote: Republican	18% (55)	27% (85)	15% (46)	33% (103)	7% (22)	312
2016 Vote: Hillary Clinton	17% (57)	30% (100)	15% (49)	34% (112)	5% (15)	333
2016 Vote: Donald Trump	17% (59)	28% (99)	13% (45)	35% (125)	8% (28)	356
2016 Vote: Other	11% (7)	28% (19)	19% (12)	39% (26)	4% (2)	66
2016 Vote: Didn't Vote	14% (48)	19% (68)	16% (56)	43% (148)	8% (28)	348
Voted in 2014: Yes	18% (114)	28% (179)	15% (94)	33% (209)	6% (35)	630
Voted in 2014: No	12% (58)	22% (106)	14% (68)	43% (203)	8% (39)	474
4-Region: Northeast	12% (21)	28% (51)	17% (30)	37% (67)	6% (11)	180
4-Region: Midwest	11% (27)	32% (77)	16% (39)	34% (82)	7% (16)	241
4-Region: South	19% (85)	23% (99)	13% (59)	38% (168)	6% (27)	438
4-Region: West	15% (37)	24% (59)	14% (33)	39% (95)	8% (20)	244
Sports Fans	22% (169)	36% (276)	18% (139)	21% (162)	3% (25)	771

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Table MCSP4_2: And how interested are you in the following?
Men's college sports

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	16%	(172)	26%	(285)	15%	(162)	37%	(411)	7%	(74)	1104
Avid Sports Fans	48%	(129)	31%	(82)	10%	(26)	9%	(23)	2%	(6)	267
Casual Sports Fans	8%	(40)	38%	(194)	22%	(112)	28%	(139)	4%	(19)	504
Male and Sports Fans	30%	(124)	37%	(153)	16%	(64)	14%	(57)	3%	(11)	408
Female and Sports Fans	13%	(46)	34%	(123)	21%	(75)	29%	(104)	4%	(14)	362
Fans of Men's Sports	21%	(170)	34%	(276)	18%	(144)	24%	(192)	4%	(32)	813
Fans of Women's Sports	27%	(156)	36%	(209)	15%	(87)	19%	(113)	3%	(19)	583
Avid Fans of Women's Sports	42%	(97)	27%	(62)	11%	(26)	17%	(40)	2%	(5)	229
Gen Z Sports Fans	22%	(18)	33%	(26)	27%	(21)	18%	(15)	—	(0)	80
Millennial Sports Fans	28%	(73)	38%	(98)	14%	(36)	19%	(49)	2%	(5)	261
Gen X Sports Fans	21%	(37)	30%	(53)	22%	(39)	23%	(40)	5%	(8)	177
Boomer Sports Fans	16%	(38)	39%	(91)	17%	(40)	23%	(53)	4%	(10)	233
NBA Fans	27%	(137)	38%	(195)	18%	(93)	16%	(80)	2%	(9)	514
Avid NBA Fans	50%	(95)	32%	(61)	9%	(16)	8%	(16)	1%	(1)	189
Casual NBA Fans	13%	(42)	41%	(134)	24%	(76)	20%	(65)	2%	(8)	325

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

Table MCSP4_3: And how interested are you in the following?*Men's Olympic sports*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	20%	(223)	35%	(384)	12%	(134)	26%	(291)	7%	(72)	1104
Gender: Male	27%	(140)	35%	(180)	14%	(71)	20%	(102)	4%	(23)	516
Gender: Female	14%	(84)	35%	(203)	11%	(63)	32%	(189)	8%	(49)	588
Age: 18-34	19%	(67)	32%	(112)	13%	(45)	26%	(90)	11%	(37)	350
Age: 35-44	21%	(37)	36%	(62)	12%	(21)	23%	(39)	8%	(14)	172
Age: 45-64	19%	(72)	38%	(146)	10%	(39)	30%	(113)	4%	(14)	384
Age: 65+	24%	(48)	32%	(64)	15%	(29)	25%	(49)	4%	(8)	198
GenZers: 1997-2012	14%	(17)	28%	(34)	16%	(19)	29%	(35)	14%	(17)	122
Millennials: 1981-1996	24%	(83)	34%	(121)	12%	(41)	22%	(78)	8%	(29)	353
GenXers: 1965-1980	17%	(42)	38%	(95)	12%	(29)	28%	(69)	5%	(12)	246
Baby Boomers: 1946-1964	21%	(76)	35%	(124)	11%	(39)	29%	(103)	3%	(12)	353
PID: Dem (no lean)	26%	(103)	36%	(144)	15%	(61)	19%	(77)	4%	(17)	402
PID: Ind (no lean)	15%	(55)	32%	(117)	10%	(36)	32%	(118)	11%	(38)	364
PID: Rep (no lean)	19%	(66)	36%	(122)	11%	(37)	28%	(96)	5%	(17)	338
PID/Gender: Dem Men	34%	(63)	31%	(58)	17%	(32)	15%	(29)	3%	(6)	187
PID/Gender: Dem Women	19%	(40)	40%	(86)	13%	(28)	23%	(48)	5%	(11)	214
PID/Gender: Ind Men	22%	(35)	37%	(58)	12%	(19)	23%	(36)	6%	(10)	159
PID/Gender: Ind Women	9%	(19)	29%	(59)	8%	(16)	40%	(82)	14%	(28)	205
PID/Gender: Rep Men	25%	(42)	38%	(65)	11%	(19)	22%	(37)	4%	(7)	170
PID/Gender: Rep Women	14%	(24)	34%	(58)	11%	(18)	35%	(59)	6%	(10)	169
Ideo: Liberal (1-3)	26%	(85)	39%	(129)	11%	(38)	18%	(59)	6%	(20)	331
Ideo: Moderate (4)	19%	(52)	35%	(96)	15%	(40)	26%	(72)	5%	(13)	272
Ideo: Conservative (5-7)	18%	(71)	35%	(135)	12%	(46)	28%	(109)	7%	(27)	388
Educ: < College	17%	(129)	33%	(256)	11%	(87)	31%	(235)	8%	(58)	765
Educ: Bachelors degree	28%	(61)	41%	(90)	12%	(26)	16%	(35)	4%	(9)	222
Educ: Post-grad	28%	(33)	32%	(38)	17%	(20)	18%	(21)	4%	(5)	117
Income: Under 50k	16%	(87)	32%	(177)	13%	(73)	31%	(176)	8%	(47)	560
Income: 50k-100k	23%	(81)	35%	(126)	11%	(39)	25%	(89)	6%	(22)	356
Income: 100k+	30%	(55)	43%	(81)	11%	(21)	14%	(27)	2%	(3)	188
Ethnicity: White	20%	(174)	35%	(299)	11%	(96)	28%	(239)	5%	(45)	853
Ethnicity: Hispanic	16%	(25)	43%	(67)	5%	(8)	28%	(43)	8%	(12)	155

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Table MCSP4_3: And how interested are you in the following?
Men's Olympic sports

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	20% (223)	35% (384)	12% (134)	26% (291)	7% (72)	1104
Ethnicity: Black	19% (26)	33% (47)	19% (27)	22% (32)	7% (10)	143
Ethnicity: Other	21% (23)	34% (37)	10% (11)	19% (21)	16% (17)	108
All Christian	22% (117)	39% (207)	11% (61)	23% (125)	4% (23)	534
All Non-Christian	36% (23)	26% (17)	4% (2)	22% (14)	12% (8)	65
Agnostic/Nothing in particular	15% (43)	30% (84)	15% (42)	32% (90)	9% (26)	284
Something Else	18% (32)	32% (57)	13% (24)	29% (52)	8% (15)	180
Religious Non-Protestant/Catholic	34% (25)	30% (22)	3% (2)	21% (16)	12% (9)	74
Evangelical	21% (66)	37% (115)	11% (35)	26% (80)	5% (17)	312
Non-Evangelical	21% (79)	37% (143)	13% (49)	24% (94)	5% (20)	384
Community: Urban	23% (71)	35% (106)	12% (36)	23% (70)	8% (23)	306
Community: Suburban	22% (110)	34% (173)	12% (63)	26% (130)	6% (32)	508
Community: Rural	15% (43)	36% (105)	12% (35)	31% (90)	6% (17)	289
Employ: Private Sector	26% (92)	40% (144)	10% (38)	19% (68)	5% (18)	359
Employ: Government	18% (14)	40% (32)	15% (12)	18% (14)	9% (7)	79
Employ: Self-Employed	26% (23)	29% (25)	16% (14)	24% (21)	6% (5)	89
Employ: Homemaker	5% (5)	23% (21)	11% (10)	47% (42)	14% (13)	89
Employ: Student	16% (10)	29% (18)	7% (4)	45% (28)	3% (2)	62
Employ: Retired	23% (51)	35% (78)	13% (29)	24% (53)	5% (10)	221
Employ: Unemployed	13% (20)	28% (43)	15% (23)	33% (52)	11% (17)	155
Military HH: Yes	24% (38)	33% (52)	14% (23)	22% (36)	6% (10)	159
Military HH: No	20% (185)	35% (332)	12% (111)	27% (255)	7% (62)	945
RD/WT: Right Direction	27% (132)	38% (191)	10% (52)	19% (96)	5% (26)	496
RD/WT: Wrong Track	15% (91)	32% (193)	13% (82)	32% (195)	8% (46)	608
Biden Job Approve	26% (155)	37% (223)	12% (70)	20% (122)	5% (31)	602
Biden Job Disapprove	15% (63)	33% (144)	14% (59)	32% (140)	7% (31)	437
Biden Job Strongly Approve	32% (103)	35% (112)	10% (31)	17% (55)	6% (19)	321
Biden Job Somewhat Approve	19% (52)	40% (111)	14% (38)	24% (68)	4% (12)	281
Biden Job Somewhat Disapprove	12% (13)	38% (43)	18% (21)	21% (24)	11% (12)	113
Biden Job Strongly Disapprove	16% (50)	31% (101)	12% (38)	36% (116)	6% (19)	324

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Table MCSP4_3: And how interested are you in the following?
 Men's Olympic sports

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	20% (223)	35% (384)	12% (134)	26% (291)	7% (72)	1104
Favorable of Biden	25% (152)	37% (222)	11% (68)	21% (124)	6% (34)	600
Unfavorable of Biden	15% (65)	33% (145)	14% (61)	32% (143)	7% (29)	443
Very Favorable of Biden	31% (105)	34% (116)	11% (39)	18% (63)	6% (20)	343
Somewhat Favorable of Biden	19% (48)	41% (106)	11% (28)	24% (61)	5% (14)	257
Somewhat Unfavorable of Biden	17% (18)	32% (34)	21% (22)	22% (24)	8% (9)	107
Very Unfavorable of Biden	14% (46)	33% (111)	12% (39)	35% (119)	6% (21)	336
#1 Issue: Economy	23% (98)	37% (155)	11% (48)	24% (99)	5% (22)	422
#1 Issue: Security	15% (26)	37% (63)	16% (27)	24% (42)	7% (12)	171
#1 Issue: Health Care	20% (31)	36% (54)	13% (20)	22% (32)	9% (14)	150
#1 Issue: Medicare / Social Security	19% (21)	26% (30)	11% (13)	32% (37)	12% (13)	114
#1 Issue: Education	23% (12)	33% (17)	4% (2)	30% (15)	9% (5)	51
#1 Issue: Energy	18% (12)	37% (25)	11% (7)	31% (21)	4% (2)	67
#1 Issue: Other	19% (16)	30% (26)	11% (9)	37% (32)	4% (3)	86
2020 Vote: Joe Biden	26% (124)	37% (180)	12% (58)	20% (95)	5% (24)	481
2020 Vote: Donald Trump	19% (67)	36% (129)	12% (41)	28% (101)	5% (19)	357
2020 Vote: Didn't Vote	11% (27)	27% (62)	13% (29)	37% (85)	13% (29)	232
2018 House Vote: Democrat	26% (91)	39% (136)	13% (46)	17% (61)	5% (17)	352
2018 House Vote: Republican	21% (66)	35% (109)	13% (41)	26% (82)	5% (14)	312
2016 Vote: Hillary Clinton	26% (85)	37% (124)	14% (48)	18% (61)	4% (15)	333
2016 Vote: Donald Trump	19% (66)	37% (132)	11% (38)	28% (99)	6% (20)	356
2016 Vote: Other	23% (15)	35% (23)	15% (10)	20% (13)	7% (4)	66
2016 Vote: Didn't Vote	16% (56)	30% (104)	11% (38)	34% (117)	9% (32)	348
Voted in 2014: Yes	24% (152)	37% (231)	13% (81)	22% (138)	4% (28)	630
Voted in 2014: No	15% (71)	32% (153)	11% (53)	32% (153)	9% (44)	474
4-Region: Northeast	21% (38)	35% (62)	13% (23)	26% (47)	5% (9)	180
4-Region: Midwest	19% (45)	38% (91)	16% (38)	22% (54)	6% (14)	241
4-Region: South	20% (86)	32% (140)	13% (56)	29% (128)	6% (28)	438
4-Region: West	22% (54)	37% (90)	7% (16)	25% (62)	9% (21)	244
Sports Fans	27% (212)	42% (324)	14% (104)	14% (107)	3% (24)	771

Continued on next page

Table MCSP4_3: And how interested are you in the following?
Men's Olympic sports

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	20%	(223)	35%	(384)	12%	(134)	26%	(291)	7%	(72)	1104
Avid Sports Fans	48%	(128)	35%	(92)	6%	(17)	10%	(25)	2%	(4)	267
Casual Sports Fans	17%	(84)	46%	(232)	17%	(88)	16%	(82)	4%	(19)	504
Male and Sports Fans	32%	(132)	40%	(162)	15%	(59)	11%	(45)	2%	(10)	408
Female and Sports Fans	22%	(79)	45%	(162)	12%	(45)	17%	(62)	4%	(14)	362
Fans of Men's Sports	27%	(216)	40%	(324)	14%	(114)	15%	(123)	4%	(36)	813
Fans of Women's Sports	31%	(183)	41%	(238)	11%	(63)	13%	(74)	4%	(24)	583
Avid Fans of Women's Sports	39%	(90)	39%	(89)	6%	(14)	10%	(23)	6%	(13)	229
Gen Z Sports Fans	19%	(15)	36%	(28)	19%	(15)	15%	(12)	12%	(10)	80
Millennial Sports Fans	31%	(80)	40%	(105)	12%	(31)	14%	(38)	3%	(7)	261
Gen X Sports Fans	23%	(41)	47%	(83)	12%	(21)	16%	(29)	1%	(3)	177
Boomer Sports Fans	31%	(71)	43%	(100)	13%	(31)	12%	(27)	2%	(4)	233
NBA Fans	31%	(158)	40%	(204)	14%	(72)	12%	(62)	3%	(17)	514
Avid NBA Fans	43%	(81)	41%	(77)	11%	(20)	5%	(9)	1%	(2)	189
Casual NBA Fans	24%	(76)	39%	(128)	16%	(53)	16%	(53)	5%	(15)	325

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

Table MCSP5_1: And how interested are you in the following?*Women's professional sports*

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(87)	23%	(253)	16%	(174)	42%	(460)	11%	(123)	1096
Gender: Male	11%	(62)	27%	(150)	15%	(84)	35%	(193)	10%	(57)	546
Gender: Female	4%	(24)	19%	(103)	16%	(90)	48%	(267)	12%	(66)	550
Age: 18-34	14%	(43)	26%	(79)	15%	(47)	34%	(103)	11%	(33)	305
Age: 35-44	16%	(30)	28%	(52)	13%	(24)	31%	(58)	12%	(22)	186
Age: 45-64	2%	(8)	21%	(76)	18%	(66)	49%	(178)	11%	(39)	367
Age: 65+	2%	(6)	19%	(45)	16%	(37)	51%	(121)	12%	(29)	238
GenZers: 1997-2012	11%	(11)	21%	(21)	20%	(21)	36%	(37)	12%	(12)	101
Millennials: 1981-1996	18%	(57)	28%	(91)	12%	(39)	32%	(103)	10%	(33)	323
GenXers: 1965-1980	4%	(10)	23%	(58)	16%	(40)	46%	(118)	11%	(29)	254
Baby Boomers: 1946-1964	2%	(9)	20%	(79)	17%	(66)	49%	(189)	11%	(44)	387
PID: Dem (no lean)	13%	(61)	30%	(142)	13%	(63)	36%	(172)	8%	(40)	477
PID: Ind (no lean)	5%	(17)	21%	(67)	19%	(62)	44%	(143)	12%	(38)	327
PID: Rep (no lean)	3%	(9)	15%	(43)	17%	(50)	50%	(145)	15%	(45)	293
PID/Gender: Dem Men	18%	(44)	35%	(84)	14%	(32)	25%	(60)	8%	(18)	238
PID/Gender: Dem Women	7%	(17)	24%	(58)	13%	(30)	47%	(111)	9%	(22)	239
PID/Gender: Ind Men	7%	(11)	21%	(35)	17%	(29)	44%	(75)	11%	(19)	170
PID/Gender: Ind Women	4%	(6)	20%	(32)	21%	(33)	43%	(67)	12%	(19)	157
PID/Gender: Rep Men	6%	(8)	22%	(30)	16%	(22)	42%	(58)	15%	(20)	138
PID/Gender: Rep Women	1%	(1)	8%	(13)	18%	(28)	57%	(88)	16%	(25)	154
Ideo: Liberal (1-3)	13%	(41)	30%	(98)	15%	(48)	34%	(111)	8%	(26)	325
Ideo: Moderate (4)	7%	(23)	23%	(75)	17%	(56)	41%	(134)	12%	(39)	327
Ideo: Conservative (5-7)	6%	(21)	18%	(61)	15%	(50)	51%	(175)	11%	(37)	345
Educ: < College	5%	(37)	23%	(170)	14%	(106)	46%	(344)	12%	(90)	747
Educ: Bachelors degree	13%	(29)	22%	(50)	19%	(42)	38%	(84)	8%	(18)	222
Educ: Post-grad	16%	(21)	26%	(33)	21%	(26)	25%	(32)	12%	(15)	127
Income: Under 50k	4%	(24)	19%	(107)	16%	(86)	49%	(269)	12%	(65)	550
Income: 50k-100k	10%	(39)	27%	(100)	15%	(56)	35%	(131)	13%	(48)	374
Income: 100k+	13%	(23)	27%	(46)	19%	(32)	35%	(60)	6%	(10)	172
Ethnicity: White	6%	(56)	21%	(186)	16%	(136)	44%	(386)	12%	(104)	869
Ethnicity: Hispanic	9%	(17)	41%	(80)	7%	(14)	32%	(62)	11%	(21)	194

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Table MCSP5_1: And how interested are you in the following?
Women's professional sports

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(87)	23%	(253)	16%	(174)	42%	(460)	11%	(123)	1096
Ethnicity: Black	14%	(18)	27%	(36)	16%	(21)	38%	(50)	5%	(6)	132
Ethnicity: Other	12%	(12)	32%	(30)	17%	(17)	25%	(24)	13%	(13)	96
All Christian	7%	(42)	24%	(139)	17%	(94)	41%	(232)	11%	(65)	572
All Non-Christian	21%	(12)	21%	(11)	23%	(13)	26%	(14)	9%	(5)	55
Agnostic/Nothing in particular	7%	(18)	22%	(61)	14%	(38)	45%	(122)	12%	(33)	271
Something Else	9%	(13)	23%	(35)	18%	(28)	43%	(64)	7%	(10)	149
Religious Non-Protestant/Catholic	19%	(13)	18%	(12)	24%	(16)	30%	(21)	10%	(7)	68
Evangelical	10%	(29)	23%	(70)	15%	(43)	44%	(132)	8%	(24)	298
Non-Evangelical	6%	(24)	25%	(100)	18%	(73)	38%	(153)	12%	(49)	399
Community: Urban	16%	(52)	28%	(91)	14%	(46)	34%	(109)	7%	(21)	319
Community: Suburban	5%	(26)	25%	(128)	16%	(84)	43%	(223)	12%	(62)	523
Community: Rural	3%	(9)	13%	(34)	17%	(44)	51%	(129)	15%	(39)	255
Employ: Private Sector	10%	(35)	28%	(97)	17%	(57)	33%	(114)	11%	(39)	341
Employ: Government	20%	(12)	31%	(18)	7%	(4)	30%	(18)	13%	(8)	60
Employ: Self-Employed	16%	(14)	22%	(20)	15%	(13)	40%	(36)	7%	(6)	89
Employ: Homemaker	2%	(2)	24%	(20)	18%	(15)	51%	(42)	4%	(4)	84
Employ: Retired	1%	(4)	17%	(45)	19%	(51)	50%	(132)	12%	(30)	262
Employ: Unemployed	9%	(13)	15%	(23)	15%	(22)	48%	(71)	14%	(21)	150
Employ: Other	1%	(1)	27%	(17)	15%	(10)	53%	(35)	3%	(2)	65
Military HH: Yes	6%	(11)	19%	(33)	14%	(24)	50%	(86)	10%	(17)	170
Military HH: No	8%	(76)	24%	(220)	16%	(150)	40%	(374)	11%	(106)	926
RD/WT: Right Direction	12%	(70)	27%	(161)	16%	(97)	37%	(222)	9%	(54)	604
RD/WT: Wrong Track	3%	(16)	19%	(91)	16%	(77)	48%	(238)	14%	(69)	493
Biden Job Approve	11%	(72)	28%	(185)	15%	(99)	37%	(243)	9%	(62)	660
Biden Job Disapprove	4%	(14)	14%	(57)	18%	(69)	51%	(199)	14%	(54)	393
Biden Job Strongly Approve	14%	(55)	26%	(100)	14%	(53)	35%	(137)	11%	(42)	387
Biden Job Somewhat Approve	6%	(18)	31%	(84)	17%	(45)	39%	(106)	7%	(20)	274
Biden Job Somewhat Disapprove	5%	(6)	21%	(26)	17%	(21)	40%	(49)	16%	(20)	122
Biden Job Strongly Disapprove	3%	(8)	11%	(30)	18%	(48)	55%	(150)	12%	(34)	270

Continued on next page

Table MCSP5_1: And how interested are you in the following?*Women's professional sports*

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	8% (87)	23% (253)	16% (174)	42% (460)	11% (123)	1096
Favorable of Biden	10% (66)	28% (182)	16% (103)	37% (242)	9% (56)	649
Unfavorable of Biden	3% (13)	16% (64)	15% (61)	50% (199)	15% (59)	396
Very Favorable of Biden	14% (52)	25% (96)	14% (52)	38% (144)	9% (34)	378
Somewhat Favorable of Biden	5% (14)	32% (86)	19% (51)	36% (98)	8% (22)	271
Somewhat Unfavorable of Biden	3% (4)	27% (32)	16% (19)	37% (44)	17% (20)	119
Very Unfavorable of Biden	3% (9)	12% (32)	15% (42)	56% (155)	14% (39)	277
#1 Issue: Economy	9% (35)	24% (101)	15% (63)	42% (173)	10% (42)	414
#1 Issue: Security	4% (6)	18% (26)	17% (25)	52% (75)	9% (13)	145
#1 Issue: Health Care	14% (25)	27% (47)	18% (32)	28% (49)	13% (24)	176
#1 Issue: Medicare / Social Security	4% (6)	19% (27)	17% (24)	48% (69)	11% (16)	143
#1 Issue: Women's Issues	11% (5)	27% (14)	12% (6)	37% (19)	13% (7)	51
#1 Issue: Energy	7% (4)	33% (19)	9% (5)	47% (28)	4% (2)	59
#1 Issue: Other	3% (2)	12% (7)	13% (8)	50% (31)	23% (14)	62
2020 Vote: Joe Biden	11% (57)	31% (162)	15% (79)	36% (191)	8% (42)	531
2020 Vote: Donald Trump	4% (14)	15% (48)	17% (55)	48% (155)	15% (48)	320
2020 Vote: Didn't Vote	7% (15)	15% (32)	17% (36)	46% (96)	13% (28)	208
2018 House Vote: Democrat	12% (48)	32% (132)	15% (61)	34% (140)	8% (35)	415
2018 House Vote: Republican	3% (9)	17% (47)	15% (40)	51% (136)	14% (37)	268
2016 Vote: Hillary Clinton	12% (43)	31% (115)	15% (58)	34% (128)	8% (30)	374
2016 Vote: Donald Trump	6% (18)	16% (53)	16% (51)	50% (162)	13% (43)	327
2016 Vote: Other	2% (2)	26% (18)	15% (11)	47% (33)	10% (7)	71
2016 Vote: Didn't Vote	7% (23)	20% (66)	17% (54)	43% (137)	13% (42)	322
Voted in 2014: Yes	8% (54)	25% (162)	16% (103)	40% (255)	10% (65)	639
Voted in 2014: No	7% (33)	20% (90)	16% (71)	45% (205)	13% (58)	457
4-Region: Northeast	12% (25)	16% (34)	18% (37)	42% (89)	13% (28)	213
4-Region: Midwest	6% (13)	20% (45)	18% (39)	48% (106)	8% (18)	221
4-Region: South	6% (23)	25% (95)	16% (60)	42% (163)	12% (45)	386
4-Region: West	9% (25)	29% (79)	14% (37)	37% (102)	12% (33)	276
Sports Fans	11% (79)	31% (228)	21% (154)	29% (208)	8% (60)	728

Continued on next page

Table MCSP5_1: And how interested are you in the following?

Women's professional sports

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(87)	23%	(253)	16%	(174)	42%	(460)	11%	(123)	1096
Avid Sports Fans	22%	(59)	37%	(97)	18%	(47)	18%	(48)	6%	(15)	266
Casual Sports Fans	4%	(20)	28%	(130)	23%	(106)	35%	(160)	10%	(45)	462
Male and Sports Fans	13%	(58)	32%	(137)	19%	(81)	29%	(124)	7%	(32)	433
Female and Sports Fans	7%	(21)	31%	(90)	24%	(72)	29%	(84)	10%	(28)	296
Fans of Men's Sports	11%	(87)	30%	(244)	20%	(165)	31%	(251)	8%	(69)	815
Fans of Women's Sports	14%	(83)	39%	(224)	23%	(134)	20%	(115)	5%	(27)	582
Avid Fans of Women's Sports	31%	(71)	45%	(103)	12%	(27)	9%	(20)	3%	(6)	225
Gen Z Sports Fans	18%	(10)	22%	(12)	34%	(18)	20%	(11)	6%	(3)	53
Millennial Sports Fans	23%	(53)	35%	(80)	13%	(30)	23%	(52)	7%	(15)	230
Gen X Sports Fans	4%	(7)	34%	(55)	21%	(34)	32%	(51)	9%	(14)	160
Boomer Sports Fans	4%	(9)	30%	(78)	24%	(63)	33%	(85)	10%	(25)	261
NBA Fans	15%	(77)	37%	(188)	19%	(99)	23%	(115)	6%	(31)	508
Avid NBA Fans	27%	(54)	36%	(71)	14%	(28)	16%	(32)	6%	(12)	198
Casual NBA Fans	7%	(22)	37%	(116)	23%	(70)	27%	(83)	6%	(19)	311

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

Table MCSP5_2: And how interested are you in the following?
 Women's college sports

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	8% (88)	19% (209)	17% (185)	45% (494)	11% (120)	1096
Gender: Male	11% (58)	23% (127)	20% (107)	37% (200)	10% (54)	546
Gender: Female	6% (30)	15% (82)	14% (78)	53% (294)	12% (66)	550
Age: 18-34	13% (40)	21% (63)	16% (50)	39% (120)	10% (32)	305
Age: 35-44	15% (28)	21% (39)	18% (34)	35% (66)	10% (19)	186
Age: 45-64	4% (14)	16% (60)	17% (63)	52% (190)	11% (41)	367
Age: 65+	3% (7)	20% (47)	16% (38)	50% (118)	12% (28)	238
GenZers: 1997-2012	9% (9)	18% (18)	23% (23)	39% (40)	11% (11)	101
Millennials: 1981-1996	16% (53)	22% (70)	15% (48)	38% (121)	10% (31)	323
GenXers: 1965-1980	3% (8)	20% (50)	17% (43)	50% (126)	11% (27)	254
Baby Boomers: 1946-1964	4% (17)	17% (67)	16% (63)	50% (194)	12% (46)	387
PID: Dem (no lean)	11% (54)	24% (114)	17% (83)	39% (184)	9% (41)	477
PID: Ind (no lean)	6% (19)	16% (51)	17% (55)	50% (163)	12% (39)	327
PID: Rep (no lean)	5% (15)	15% (43)	16% (47)	50% (147)	14% (40)	293
PID/Gender: Dem Men	15% (35)	29% (70)	21% (51)	26% (63)	8% (19)	238
PID/Gender: Dem Women	8% (19)	19% (44)	14% (33)	51% (122)	9% (21)	239
PID/Gender: Ind Men	7% (12)	16% (27)	18% (30)	49% (84)	10% (17)	170
PID/Gender: Ind Women	4% (7)	15% (24)	16% (24)	51% (79)	14% (23)	157
PID/Gender: Rep Men	8% (11)	22% (30)	19% (26)	39% (54)	13% (18)	138
PID/Gender: Rep Women	3% (5)	9% (13)	14% (21)	60% (93)	14% (22)	154
Ideo: Liberal (1-3)	13% (42)	21% (70)	20% (66)	37% (121)	8% (27)	325
Ideo: Moderate (4)	6% (20)	19% (63)	18% (57)	44% (144)	13% (42)	327
Ideo: Conservative (5-7)	7% (25)	17% (58)	13% (47)	53% (183)	10% (34)	345
Educ: < College	6% (45)	17% (125)	16% (119)	50% (370)	12% (88)	747
Educ: Bachelors degree	13% (28)	21% (47)	18% (41)	40% (89)	8% (17)	222
Educ: Post-grad	12% (15)	29% (37)	19% (25)	28% (36)	12% (16)	127
Income: Under 50k	4% (23)	16% (89)	16% (89)	52% (285)	12% (64)	550
Income: 50k-100k	12% (45)	20% (74)	17% (62)	39% (147)	12% (46)	374
Income: 100k+	12% (20)	27% (46)	20% (34)	36% (62)	6% (10)	172
Ethnicity: White	7% (62)	19% (162)	15% (133)	47% (409)	12% (103)	869
Ethnicity: Hispanic	7% (14)	31% (61)	12% (23)	37% (72)	12% (24)	194

Continued on next page

Table MCSP5_2: And how interested are you in the following?
Women's college sports

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(88)	19%	(209)	17%	(185)	45%	(494)	11%	(120)	1096
Ethnicity: Black	16%	(21)	19%	(25)	20%	(26)	43%	(56)	3%	(4)	132
Ethnicity: Other	6%	(6)	23%	(22)	27%	(26)	30%	(29)	14%	(13)	96
All Christian	8%	(44)	23%	(133)	17%	(96)	43%	(244)	10%	(56)	572
All Non-Christian	19%	(11)	18%	(10)	17%	(9)	35%	(20)	11%	(6)	55
Agnostic/Nothing in particular	7%	(18)	12%	(33)	20%	(53)	49%	(133)	13%	(34)	271
Something Else	10%	(14)	20%	(30)	15%	(22)	47%	(70)	9%	(13)	149
Religious Non-Protestant/Catholic	17%	(11)	20%	(13)	16%	(11)	38%	(26)	10%	(7)	68
Evangelical	13%	(39)	23%	(69)	12%	(35)	44%	(131)	8%	(24)	298
Non-Evangelical	4%	(17)	22%	(89)	20%	(79)	43%	(170)	11%	(44)	399
Community: Urban	16%	(50)	23%	(74)	17%	(54)	38%	(120)	6%	(20)	319
Community: Suburban	5%	(25)	19%	(100)	18%	(93)	47%	(245)	12%	(61)	523
Community: Rural	5%	(13)	14%	(35)	15%	(39)	51%	(130)	15%	(39)	255
Employ: Private Sector	10%	(35)	23%	(77)	20%	(70)	37%	(127)	9%	(32)	341
Employ: Government	17%	(10)	25%	(15)	14%	(9)	34%	(20)	10%	(6)	60
Employ: Self-Employed	15%	(14)	21%	(18)	12%	(10)	44%	(40)	9%	(8)	89
Employ: Homemaker	5%	(5)	24%	(20)	13%	(11)	50%	(42)	8%	(6)	84
Employ: Retired	3%	(9)	17%	(43)	16%	(41)	53%	(139)	11%	(30)	262
Employ: Unemployed	8%	(12)	9%	(14)	16%	(23)	53%	(79)	14%	(21)	150
Employ: Other	2%	(1)	14%	(9)	21%	(14)	57%	(37)	7%	(5)	65
Military HH: Yes	6%	(9)	21%	(35)	13%	(22)	52%	(89)	8%	(14)	170
Military HH: No	9%	(79)	19%	(173)	18%	(163)	44%	(405)	11%	(106)	926
RD/WT: Right Direction	12%	(70)	22%	(133)	18%	(107)	40%	(242)	9%	(52)	604
RD/WT: Wrong Track	4%	(18)	15%	(76)	16%	(78)	51%	(252)	14%	(69)	493
Biden Job Approve	10%	(69)	23%	(150)	17%	(115)	41%	(268)	9%	(58)	660
Biden Job Disapprove	5%	(20)	13%	(50)	17%	(65)	51%	(200)	15%	(58)	393
Biden Job Strongly Approve	14%	(55)	19%	(74)	17%	(65)	40%	(153)	10%	(40)	387
Biden Job Somewhat Approve	5%	(14)	28%	(76)	18%	(50)	42%	(115)	7%	(18)	274
Biden Job Somewhat Disapprove	6%	(8)	16%	(19)	16%	(20)	44%	(53)	19%	(23)	122
Biden Job Strongly Disapprove	4%	(12)	11%	(31)	17%	(45)	54%	(147)	13%	(35)	270

Continued on next page

Table MCSP5_2: And how interested are you in the following?
Women's college sports

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(88)	19%	(209)	17%	(185)	45%	(494)	11%	(120)	1096
Favorable of Biden	10%	(63)	23%	(147)	18%	(117)	41%	(268)	9%	(55)	649
Unfavorable of Biden	5%	(21)	14%	(54)	15%	(59)	51%	(202)	15%	(60)	396
Very Favorable of Biden	14%	(52)	20%	(77)	16%	(60)	42%	(159)	8%	(31)	378
Somewhat Favorable of Biden	4%	(11)	26%	(70)	21%	(57)	40%	(109)	9%	(24)	271
Somewhat Unfavorable of Biden	5%	(6)	19%	(22)	17%	(20)	44%	(52)	15%	(18)	119
Very Unfavorable of Biden	6%	(15)	11%	(31)	14%	(39)	54%	(149)	15%	(42)	277
#1 Issue: Economy	10%	(40)	18%	(75)	18%	(75)	45%	(188)	9%	(37)	414
#1 Issue: Security	3%	(5)	19%	(28)	16%	(23)	51%	(74)	11%	(16)	145
#1 Issue: Health Care	13%	(23)	25%	(45)	17%	(30)	31%	(54)	14%	(25)	176
#1 Issue: Medicare / Social Security	4%	(6)	13%	(19)	18%	(26)	52%	(74)	12%	(17)	143
#1 Issue: Women's Issues	10%	(5)	23%	(12)	19%	(10)	34%	(17)	14%	(7)	51
#1 Issue: Energy	6%	(4)	26%	(16)	15%	(9)	50%	(30)	3%	(1)	59
#1 Issue: Other	8%	(5)	7%	(5)	8%	(5)	57%	(35)	20%	(13)	62
2020 Vote: Joe Biden	11%	(56)	24%	(126)	18%	(96)	40%	(212)	8%	(41)	531
2020 Vote: Donald Trump	6%	(18)	13%	(43)	17%	(53)	50%	(159)	15%	(47)	320
2020 Vote: Didn't Vote	6%	(13)	14%	(30)	16%	(33)	51%	(105)	13%	(27)	208
2018 House Vote: Democrat	11%	(45)	26%	(109)	16%	(66)	39%	(160)	9%	(35)	415
2018 House Vote: Republican	6%	(17)	16%	(44)	15%	(40)	50%	(134)	12%	(33)	268
2016 Vote: Hillary Clinton	12%	(46)	23%	(84)	18%	(69)	38%	(143)	9%	(32)	374
2016 Vote: Donald Trump	6%	(21)	17%	(56)	16%	(51)	49%	(161)	12%	(38)	327
2016 Vote: Other	—	(0)	26%	(19)	10%	(7)	55%	(39)	9%	(6)	71
2016 Vote: Didn't Vote	7%	(21)	15%	(50)	18%	(57)	47%	(151)	13%	(43)	322
Voted in 2014: Yes	10%	(62)	21%	(134)	17%	(111)	42%	(268)	10%	(64)	639
Voted in 2014: No	6%	(27)	16%	(74)	16%	(74)	50%	(227)	12%	(56)	457
4-Region: Northeast	12%	(25)	18%	(38)	15%	(32)	43%	(91)	13%	(27)	213
4-Region: Midwest	7%	(16)	12%	(27)	21%	(47)	51%	(113)	8%	(17)	221
4-Region: South	8%	(32)	19%	(75)	16%	(61)	45%	(174)	11%	(44)	386
4-Region: West	6%	(16)	25%	(68)	16%	(45)	42%	(116)	11%	(31)	276
Sports Fans	11%	(80)	26%	(189)	22%	(159)	33%	(242)	8%	(58)	728

Continued on next page

Table MCSP5_2: And how interested are you in the following?
Women's college sports

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	8%	(88)	19%	(209)	17%	(185)	45%	(494)	11%	(120)	1096
Avid Sports Fans	22%	(60)	29%	(78)	22%	(59)	21%	(56)	5%	(13)	266
Casual Sports Fans	4%	(20)	24%	(111)	22%	(100)	40%	(186)	10%	(45)	462
Male and Sports Fans	12%	(53)	28%	(120)	23%	(99)	30%	(131)	7%	(29)	433
Female and Sports Fans	9%	(27)	23%	(69)	20%	(60)	37%	(111)	10%	(29)	296
Fans of Men's Sports	11%	(86)	25%	(201)	21%	(175)	35%	(286)	8%	(68)	815
Fans of Women's Sports	14%	(84)	33%	(193)	23%	(135)	25%	(145)	4%	(24)	582
Avid Fans of Women's Sports	33%	(75)	36%	(81)	17%	(39)	10%	(22)	3%	(8)	225
Gen Z Sports Fans	15%	(8)	22%	(12)	32%	(17)	25%	(13)	6%	(3)	53
Millennial Sports Fans	21%	(48)	27%	(62)	17%	(40)	29%	(67)	6%	(13)	230
Gen X Sports Fans	4%	(6)	30%	(48)	24%	(38)	34%	(55)	8%	(13)	160
Boomer Sports Fans	6%	(17)	25%	(64)	21%	(56)	37%	(97)	10%	(27)	261
NBA Fans	15%	(74)	31%	(156)	22%	(114)	27%	(137)	6%	(28)	508
Avid NBA Fans	27%	(53)	29%	(57)	19%	(38)	21%	(42)	4%	(8)	198
Casual NBA Fans	7%	(21)	32%	(98)	24%	(76)	30%	(95)	7%	(20)	311

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

Table MCSP5_3: And how interested are you in the following?
 Women's Olympic sports

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	20% (219)	35% (384)	10% (105)	28% (303)	8% (86)	1096
Gender: Male	21% (116)	37% (202)	10% (55)	23% (128)	8% (46)	546
Gender: Female	19% (103)	33% (181)	9% (50)	32% (176)	7% (40)	550
Age: 18-34	23% (71)	33% (101)	9% (27)	29% (88)	6% (18)	305
Age: 35-44	19% (36)	39% (72)	8% (14)	25% (46)	9% (18)	186
Age: 45-64	19% (68)	31% (113)	11% (41)	32% (116)	8% (29)	367
Age: 65+	18% (44)	41% (98)	10% (23)	22% (52)	9% (21)	238
GenZers: 1997-2012	14% (14)	41% (41)	9% (9)	32% (32)	5% (5)	101
Millennials: 1981-1996	25% (82)	33% (106)	8% (26)	27% (86)	7% (23)	323
GenXers: 1965-1980	18% (45)	31% (78)	10% (26)	31% (79)	10% (26)	254
Baby Boomers: 1946-1964	18% (70)	39% (152)	10% (39)	25% (99)	7% (28)	387
PID: Dem (no lean)	24% (112)	36% (173)	9% (41)	25% (118)	7% (33)	477
PID: Ind (no lean)	17% (56)	36% (117)	9% (29)	31% (102)	7% (23)	327
PID: Rep (no lean)	17% (51)	32% (93)	12% (36)	28% (83)	10% (30)	293
PID/Gender: Dem Men	26% (61)	40% (96)	9% (20)	17% (42)	8% (19)	238
PID/Gender: Dem Women	21% (51)	32% (77)	8% (20)	32% (76)	6% (14)	239
PID/Gender: Ind Men	16% (26)	37% (62)	9% (14)	33% (56)	6% (10)	170
PID/Gender: Ind Women	19% (30)	35% (55)	9% (14)	29% (46)	8% (13)	157
PID/Gender: Rep Men	20% (28)	32% (44)	14% (20)	21% (29)	12% (17)	138
PID/Gender: Rep Women	15% (23)	32% (49)	10% (16)	35% (54)	8% (13)	154
Ideo: Liberal (1-3)	28% (92)	37% (120)	9% (29)	20% (63)	6% (20)	325
Ideo: Moderate (4)	17% (56)	36% (116)	10% (33)	28% (93)	9% (29)	327
Ideo: Conservative (5-7)	20% (68)	33% (114)	9% (31)	33% (112)	6% (20)	345
Educ: < College	15% (114)	33% (249)	10% (72)	33% (250)	8% (62)	747
Educ: Bachelors degree	28% (62)	38% (84)	9% (21)	19% (41)	6% (13)	222
Educ: Post-grad	33% (42)	40% (50)	10% (12)	10% (12)	8% (10)	127
Income: Under 50k	15% (84)	31% (171)	10% (56)	34% (189)	9% (50)	550
Income: 50k-100k	23% (86)	39% (145)	8% (29)	23% (86)	8% (28)	374
Income: 100k+	28% (48)	40% (68)	12% (20)	16% (28)	4% (7)	172
Ethnicity: White	20% (170)	35% (302)	10% (87)	27% (238)	8% (72)	869
Ethnicity: Hispanic	23% (44)	53% (102)	2% (5)	19% (37)	3% (6)	194

Continued on next page

Table MCSP5_3: And how interested are you in the following?
Women's Olympic sports

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	20% (219)	35% (384)	10% (105)	28% (303)	8% (86)	1096
Ethnicity: Black	22% (30)	31% (41)	7% (9)	36% (47)	4% (5)	132
Ethnicity: Other	20% (19)	42% (41)	10% (9)	19% (18)	9% (8)	96
All Christian	22% (129)	38% (219)	9% (54)	22% (127)	8% (45)	572
All Non-Christian	28% (15)	32% (18)	12% (6)	21% (12)	7% (4)	55
Agnostic/Nothing in particular	17% (47)	29% (78)	10% (26)	35% (95)	9% (25)	271
Something Else	15% (22)	39% (58)	12% (17)	31% (46)	4% (6)	149
Religious Non-Protestant/Catholic	26% (18)	32% (22)	11% (8)	22% (15)	9% (6)	68
Evangelical	23% (69)	36% (106)	10% (29)	27% (81)	4% (13)	298
Non-Evangelical	20% (78)	40% (161)	10% (40)	21% (83)	9% (35)	399
Community: Urban	26% (84)	36% (115)	9% (29)	24% (78)	4% (13)	319
Community: Suburban	19% (101)	38% (197)	9% (48)	24% (128)	9% (48)	523
Community: Rural	13% (34)	28% (71)	11% (28)	38% (98)	9% (24)	255
Employ: Private Sector	21% (73)	37% (125)	10% (34)	23% (80)	9% (29)	341
Employ: Government	31% (19)	32% (19)	9% (6)	19% (12)	8% (5)	60
Employ: Self-Employed	24% (22)	37% (33)	5% (5)	27% (24)	7% (6)	89
Employ: Homemaker	24% (20)	28% (24)	9% (8)	35% (29)	3% (2)	84
Employ: Retired	18% (48)	39% (101)	11% (30)	24% (63)	8% (21)	262
Employ: Unemployed	17% (25)	26% (38)	10% (15)	37% (56)	10% (15)	150
Employ: Other	6% (4)	39% (26)	11% (7)	41% (27)	2% (2)	65
Military HH: Yes	18% (30)	32% (54)	14% (24)	30% (51)	6% (11)	170
Military HH: No	20% (188)	36% (330)	9% (81)	27% (252)	8% (75)	926
RD/WT: Right Direction	26% (155)	34% (203)	10% (63)	23% (141)	7% (42)	604
RD/WT: Wrong Track	13% (64)	37% (181)	8% (42)	33% (162)	9% (43)	493
Biden Job Approve	24% (159)	36% (238)	9% (63)	23% (154)	7% (47)	660
Biden Job Disapprove	15% (58)	34% (133)	9% (36)	34% (133)	8% (32)	393
Biden Job Strongly Approve	28% (108)	32% (125)	10% (38)	23% (87)	7% (28)	387
Biden Job Somewhat Approve	18% (50)	41% (113)	9% (25)	24% (67)	7% (19)	274
Biden Job Somewhat Disapprove	19% (23)	34% (41)	9% (11)	29% (36)	9% (11)	122
Biden Job Strongly Disapprove	13% (35)	34% (92)	9% (25)	36% (97)	8% (21)	270

Continued on next page

Table MCSP5_3: And how interested are you in the following?
Women's Olympic sports

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	20% (219)	35% (384)	10% (105)	28% (303)	8% (86)	1096
Favorable of Biden	24% (153)	37% (238)	9% (60)	24% (156)	7% (43)	649
Unfavorable of Biden	15% (58)	33% (129)	10% (40)	34% (135)	9% (34)	396
Very Favorable of Biden	28% (105)	32% (120)	9% (33)	26% (98)	6% (22)	378
Somewhat Favorable of Biden	18% (48)	44% (118)	10% (27)	21% (57)	8% (21)	271
Somewhat Unfavorable of Biden	16% (20)	34% (41)	13% (15)	27% (32)	9% (11)	119
Very Unfavorable of Biden	14% (38)	32% (88)	9% (25)	37% (103)	8% (23)	277
#1 Issue: Economy	20% (85)	36% (147)	10% (40)	27% (113)	7% (29)	414
#1 Issue: Security	19% (27)	33% (47)	9% (13)	34% (49)	6% (8)	145
#1 Issue: Health Care	21% (38)	39% (69)	13% (23)	15% (27)	11% (19)	176
#1 Issue: Medicare / Social Security	21% (30)	33% (48)	11% (15)	26% (37)	9% (13)	143
#1 Issue: Women's Issues	17% (9)	33% (17)	5% (3)	36% (18)	8% (4)	51
#1 Issue: Energy	14% (8)	45% (27)	7% (4)	33% (20)	1% (1)	59
#1 Issue: Other	20% (13)	22% (14)	5% (3)	41% (26)	11% (7)	62
2020 Vote: Joe Biden	26% (140)	38% (204)	9% (48)	20% (106)	6% (33)	531
2020 Vote: Donald Trump	17% (54)	32% (103)	10% (32)	31% (100)	10% (31)	320
2020 Vote: Didn't Vote	10% (21)	30% (63)	10% (22)	40% (84)	9% (19)	208
2018 House Vote: Democrat	28% (114)	38% (157)	7% (29)	21% (87)	6% (27)	415
2018 House Vote: Republican	18% (49)	35% (94)	9% (24)	29% (78)	9% (24)	268
2016 Vote: Hillary Clinton	26% (99)	37% (137)	10% (36)	21% (80)	6% (23)	374
2016 Vote: Donald Trump	21% (68)	31% (100)	10% (33)	31% (100)	8% (26)	327
2016 Vote: Other	13% (9)	51% (36)	7% (5)	18% (13)	11% (8)	71
2016 Vote: Didn't Vote	13% (42)	34% (111)	10% (32)	34% (109)	9% (28)	322
Voted in 2014: Yes	25% (157)	37% (234)	7% (46)	24% (152)	8% (49)	639
Voted in 2014: No	14% (62)	33% (149)	13% (59)	33% (151)	8% (36)	457
4-Region: Northeast	25% (53)	31% (66)	7% (14)	27% (58)	11% (22)	213
4-Region: Midwest	16% (36)	29% (63)	16% (36)	34% (74)	5% (12)	221
4-Region: South	19% (74)	36% (141)	10% (38)	26% (100)	9% (34)	386
4-Region: West	20% (56)	41% (114)	6% (17)	26% (71)	6% (18)	276
Sports Fans	27% (195)	40% (291)	11% (83)	16% (118)	6% (41)	728

Continued on next page

Table MCSP5_3: And how interested are you in the following?
Women's Olympic sports

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	20%	(219)	35%	(384)	10%	(105)	28%	(303)	8%	(86)	1096
Avid Sports Fans	36%	(95)	36%	(96)	12%	(31)	12%	(33)	4%	(11)	266
Casual Sports Fans	22%	(100)	42%	(196)	11%	(52)	18%	(84)	7%	(30)	462
Male and Sports Fans	24%	(104)	41%	(179)	12%	(52)	17%	(73)	6%	(24)	433
Female and Sports Fans	31%	(91)	38%	(112)	10%	(31)	15%	(44)	6%	(17)	296
Fans of Men's Sports	25%	(202)	41%	(334)	11%	(93)	17%	(138)	6%	(49)	815
Fans of Women's Sports	30%	(177)	44%	(256)	10%	(59)	12%	(72)	3%	(19)	582
Avid Fans of Women's Sports	44%	(99)	39%	(88)	9%	(20)	5%	(12)	2%	(5)	225
Gen Z Sports Fans	24%	(13)	41%	(22)	16%	(9)	18%	(9)	1%	(0)	53
Millennial Sports Fans	33%	(75)	35%	(81)	10%	(23)	17%	(39)	5%	(11)	230
Gen X Sports Fans	25%	(41)	41%	(65)	10%	(15)	17%	(27)	8%	(13)	160
Boomer Sports Fans	22%	(58)	46%	(120)	12%	(32)	14%	(36)	5%	(14)	261
NBA Fans	29%	(149)	43%	(217)	11%	(55)	13%	(67)	4%	(20)	508
Avid NBA Fans	44%	(86)	32%	(63)	11%	(21)	10%	(20)	4%	(8)	198
Casual NBA Fans	20%	(63)	50%	(154)	11%	(34)	15%	(47)	4%	(12)	311

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

Table MCSP6_1: How well do the following describe men's sports?*Competitive*

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	48%	(527)	38%	(415)	4%	(47)	10%	(115)	1104
Gender: Male	50%	(260)	36%	(186)	5%	(25)	9%	(44)	516
Gender: Female	45%	(267)	39%	(229)	4%	(21)	12%	(71)	588
Age: 18-34	46%	(159)	39%	(137)	4%	(15)	11%	(39)	350
Age: 35-44	59%	(101)	27%	(46)	3%	(5)	11%	(19)	172
Age: 45-64	43%	(165)	43%	(165)	4%	(15)	10%	(39)	384
Age: 65+	51%	(101)	34%	(67)	6%	(12)	9%	(18)	198
GenZers: 1997-2012	51%	(62)	34%	(41)	5%	(6)	11%	(13)	122
Millennials: 1981-1996	49%	(172)	37%	(132)	4%	(13)	10%	(36)	353
GenXers: 1965-1980	47%	(116)	40%	(98)	3%	(8)	10%	(25)	246
Baby Boomers: 1946-1964	47%	(164)	37%	(132)	5%	(19)	11%	(39)	353
PID: Dem (no lean)	51%	(206)	37%	(151)	3%	(12)	8%	(33)	402
PID: Ind (no lean)	46%	(168)	39%	(140)	3%	(12)	12%	(43)	364
PID: Rep (no lean)	45%	(152)	37%	(124)	7%	(23)	12%	(39)	338
PID/Gender: Dem Men	53%	(100)	39%	(72)	3%	(5)	6%	(11)	187
PID/Gender: Dem Women	50%	(107)	37%	(78)	3%	(7)	10%	(22)	214
PID/Gender: Ind Men	51%	(80)	37%	(58)	4%	(7)	8%	(13)	159
PID/Gender: Ind Women	43%	(88)	40%	(82)	3%	(5)	15%	(30)	205
PID/Gender: Rep Men	47%	(80)	33%	(56)	8%	(14)	12%	(20)	170
PID/Gender: Rep Women	43%	(72)	40%	(68)	5%	(9)	11%	(19)	169
Ideo: Liberal (1-3)	51%	(169)	37%	(123)	3%	(9)	9%	(29)	331
Ideo: Moderate (4)	50%	(137)	39%	(106)	5%	(13)	6%	(17)	272
Ideo: Conservative (5-7)	44%	(171)	38%	(148)	6%	(22)	12%	(47)	388
Educ: < College	47%	(360)	37%	(280)	4%	(32)	12%	(93)	765
Educ: Bachelors degree	50%	(111)	41%	(90)	4%	(9)	5%	(11)	222
Educ: Post-grad	48%	(56)	38%	(44)	5%	(6)	9%	(11)	117
Income: Under 50k	46%	(259)	37%	(209)	3%	(19)	13%	(73)	560
Income: 50k-100k	47%	(168)	39%	(141)	5%	(16)	9%	(32)	356
Income: 100k+	54%	(101)	35%	(65)	6%	(11)	5%	(10)	188
Ethnicity: White	47%	(401)	39%	(335)	4%	(35)	10%	(81)	853
Ethnicity: Hispanic	50%	(78)	42%	(65)	2%	(4)	5%	(8)	155
Ethnicity: Black	50%	(72)	29%	(41)	3%	(4)	18%	(26)	143

Continued on next page

Table MCSP6_1: How well do the following describe men's sports?

Competitive

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	48%	(527)	38%	(415)	4%	(47)	10%	(115)	1104
Ethnicity: Other	50%	(54)	36%	(39)	7%	(8)	7%	(8)	108
All Christian	47%	(253)	39%	(208)	5%	(24)	9%	(49)	534
All Non-Christian	51%	(33)	39%	(25)	—	(0)	10%	(6)	65
Agnostic/Nothing in particular	45%	(128)	35%	(99)	6%	(16)	14%	(40)	284
Something Else	51%	(93)	36%	(65)	3%	(5)	10%	(18)	180
Religious Non-Protestant/Catholic	52%	(38)	36%	(27)	1%	(1)	11%	(8)	74
Evangelical	48%	(149)	39%	(121)	3%	(10)	10%	(32)	312
Non-Evangelical	49%	(190)	38%	(145)	4%	(16)	9%	(33)	384
Community: Urban	53%	(161)	33%	(101)	5%	(15)	10%	(30)	306
Community: Suburban	49%	(248)	38%	(193)	4%	(22)	9%	(45)	508
Community: Rural	41%	(118)	42%	(121)	3%	(10)	14%	(40)	289
Employ: Private Sector	49%	(177)	40%	(142)	5%	(18)	6%	(22)	359
Employ: Government	43%	(34)	39%	(31)	4%	(3)	15%	(12)	79
Employ: Self-Employed	41%	(37)	43%	(39)	6%	(6)	9%	(8)	89
Employ: Homemaker	47%	(42)	36%	(32)	3%	(3)	14%	(12)	89
Employ: Student	48%	(30)	37%	(23)	—	(0)	15%	(9)	62
Employ: Retired	44%	(98)	39%	(86)	5%	(12)	11%	(25)	221
Employ: Unemployed	56%	(86)	26%	(40)	4%	(6)	14%	(22)	155
Military HH: Yes	48%	(77)	38%	(60)	4%	(6)	10%	(16)	159
Military HH: No	48%	(450)	38%	(355)	4%	(40)	10%	(99)	945
RD/WT: Right Direction	53%	(262)	36%	(180)	3%	(15)	8%	(39)	496
RD/WT: Wrong Track	44%	(265)	39%	(235)	5%	(32)	12%	(76)	608
Biden Job Approve	54%	(324)	36%	(217)	3%	(19)	7%	(43)	602
Biden Job Disapprove	41%	(179)	38%	(166)	6%	(28)	15%	(64)	437
Biden Job Strongly Approve	55%	(178)	34%	(108)	4%	(11)	7%	(23)	321
Biden Job Somewhat Approve	52%	(146)	39%	(109)	3%	(7)	7%	(19)	281
Biden Job Somewhat Disapprove	34%	(39)	48%	(54)	8%	(9)	10%	(12)	113
Biden Job Strongly Disapprove	43%	(140)	35%	(113)	6%	(19)	16%	(52)	324
Favorable of Biden	54%	(321)	36%	(215)	3%	(19)	7%	(44)	600
Unfavorable of Biden	41%	(182)	40%	(176)	6%	(27)	13%	(58)	443

Continued on next page

Table MCSP6_1: How well do the following describe men's sports?

Competitive

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	48%	(527)	38%	(415)	4%	(47)	10%	(115)	1104
Very Favorable of Biden	56%	(191)	33%	(113)	3%	(9)	9%	(30)	343
Somewhat Favorable of Biden	51%	(131)	40%	(102)	4%	(9)	6%	(14)	257
Somewhat Unfavorable of Biden	35%	(37)	51%	(55)	7%	(8)	7%	(7)	107
Very Unfavorable of Biden	43%	(144)	36%	(122)	6%	(19)	15%	(50)	336
#1 Issue: Economy	51%	(214)	35%	(149)	5%	(23)	8%	(36)	422
#1 Issue: Security	50%	(86)	36%	(61)	5%	(9)	9%	(15)	171
#1 Issue: Health Care	49%	(74)	44%	(66)	1%	(2)	5%	(8)	150
#1 Issue: Medicare / Social Security	37%	(42)	39%	(44)	4%	(5)	20%	(23)	114
#1 Issue: Education	47%	(24)	36%	(18)	1%	(1)	17%	(8)	51
#1 Issue: Energy	44%	(29)	47%	(31)	2%	(1)	7%	(5)	67
#1 Issue: Other	46%	(39)	32%	(27)	5%	(4)	18%	(16)	86
2020 Vote: Joe Biden	52%	(249)	37%	(177)	3%	(16)	8%	(38)	481
2020 Vote: Donald Trump	45%	(160)	37%	(132)	5%	(19)	13%	(46)	357
2020 Vote: Didn't Vote	44%	(103)	39%	(90)	5%	(11)	12%	(28)	232
2018 House Vote: Democrat	47%	(164)	41%	(144)	4%	(13)	9%	(31)	352
2018 House Vote: Republican	47%	(147)	36%	(112)	7%	(21)	10%	(32)	312
2016 Vote: Hillary Clinton	50%	(165)	41%	(137)	4%	(12)	6%	(19)	333
2016 Vote: Donald Trump	47%	(168)	33%	(118)	7%	(24)	13%	(45)	356
2016 Vote: Other	35%	(23)	50%	(33)	1%	(1)	13%	(9)	66
2016 Vote: Didn't Vote	49%	(170)	36%	(126)	3%	(9)	12%	(42)	348
Voted in 2014: Yes	48%	(301)	38%	(241)	4%	(28)	9%	(59)	630
Voted in 2014: No	48%	(226)	37%	(174)	4%	(19)	12%	(56)	474
4-Region: Northeast	46%	(83)	38%	(68)	4%	(8)	12%	(22)	180
4-Region: Midwest	48%	(115)	39%	(95)	7%	(17)	6%	(15)	241
4-Region: South	49%	(216)	35%	(151)	3%	(15)	13%	(55)	438
4-Region: West	46%	(113)	41%	(101)	3%	(7)	9%	(23)	244
Sports Fans	54%	(417)	39%	(303)	3%	(25)	3%	(25)	771
Avid Sports Fans	71%	(190)	25%	(67)	2%	(5)	2%	(5)	267
Casual Sports Fans	45%	(227)	47%	(236)	4%	(20)	4%	(20)	504
Male and Sports Fans	56%	(228)	37%	(152)	4%	(16)	3%	(12)	408
Female and Sports Fans	52%	(189)	42%	(151)	2%	(9)	4%	(13)	362

Continued on next page

Table MCSP6_1: How well do the following describe men's sports?

Competitive

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	48%	(527)	38%	(415)	4%	(47)	10%	(115)	1104
Fans of Men's Sports	53%	(431)	39%	(317)	3%	(26)	5%	(40)	813
Fans of Women's Sports	56%	(324)	37%	(218)	3%	(17)	4%	(23)	583
Avid Fans of Women's Sports	62%	(142)	31%	(72)	3%	(6)	4%	(9)	229
Gen Z Sports Fans	58%	(46)	37%	(30)	1%	(1)	4%	(3)	80
Millennial Sports Fans	56%	(147)	38%	(99)	3%	(7)	3%	(9)	261
Gen X Sports Fans	50%	(88)	42%	(74)	3%	(5)	5%	(9)	177
Boomer Sports Fans	55%	(128)	39%	(91)	5%	(12)	1%	(3)	233
NBA Fans	60%	(307)	36%	(186)	2%	(8)	2%	(12)	514
Avid NBA Fans	72%	(137)	23%	(44)	1%	(3)	3%	(5)	189
Casual NBA Fans	53%	(171)	44%	(142)	2%	(6)	2%	(6)	325

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

Table MCSP6_2: How well do the following describe men's sports?
Fun to watch

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	29%	(321)	37%	(414)	13%	(143)	20%	(226)	1104
Gender: Male	39%	(199)	37%	(193)	10%	(52)	14%	(72)	516
Gender: Female	21%	(122)	38%	(221)	16%	(92)	26%	(153)	588
Age: 18-34	32%	(113)	36%	(126)	16%	(57)	16%	(54)	350
Age: 35-44	46%	(79)	29%	(50)	9%	(16)	16%	(27)	172
Age: 45-64	25%	(96)	41%	(156)	10%	(37)	25%	(95)	384
Age: 65+	17%	(33)	41%	(82)	17%	(34)	25%	(49)	198
GenZers: 1997-2012	36%	(44)	32%	(39)	16%	(20)	15%	(19)	122
Millennials: 1981-1996	37%	(130)	35%	(124)	13%	(47)	15%	(52)	353
GenXers: 1965-1980	29%	(71)	41%	(102)	9%	(22)	21%	(52)	246
Baby Boomers: 1946-1964	21%	(73)	38%	(135)	14%	(50)	27%	(96)	353
PID: Dem (no lean)	34%	(138)	38%	(155)	12%	(47)	15%	(62)	402
PID: Ind (no lean)	26%	(95)	37%	(134)	14%	(50)	23%	(85)	364
PID: Rep (no lean)	26%	(88)	37%	(126)	14%	(46)	23%	(78)	338
PID/Gender: Dem Men	45%	(83)	39%	(73)	5%	(10)	11%	(20)	187
PID/Gender: Dem Women	25%	(54)	38%	(81)	17%	(37)	20%	(42)	214
PID/Gender: Ind Men	34%	(54)	40%	(63)	12%	(19)	15%	(23)	159
PID/Gender: Ind Women	20%	(41)	35%	(71)	15%	(31)	30%	(62)	205
PID/Gender: Rep Men	36%	(61)	33%	(57)	13%	(23)	17%	(29)	170
PID/Gender: Rep Women	16%	(27)	41%	(69)	14%	(23)	29%	(49)	169
Ideo: Liberal (1-3)	36%	(119)	38%	(124)	10%	(34)	16%	(54)	331
Ideo: Moderate (4)	29%	(80)	41%	(111)	13%	(35)	17%	(46)	272
Ideo: Conservative (5-7)	24%	(94)	38%	(146)	15%	(58)	23%	(89)	388
Educ: < College	28%	(214)	35%	(268)	13%	(100)	24%	(182)	765
Educ: Bachelors degree	32%	(72)	43%	(95)	12%	(28)	12%	(27)	222
Educ: Post-grad	30%	(35)	43%	(50)	13%	(15)	14%	(16)	117
Income: Under 50k	25%	(141)	35%	(197)	17%	(94)	23%	(127)	560
Income: 50k-100k	31%	(110)	40%	(143)	10%	(34)	19%	(69)	356
Income: 100k+	37%	(69)	39%	(73)	8%	(15)	16%	(30)	188
Ethnicity: White	26%	(222)	40%	(342)	12%	(103)	22%	(185)	853
Ethnicity: Hispanic	41%	(64)	35%	(54)	12%	(19)	12%	(18)	155
Ethnicity: Black	36%	(51)	31%	(44)	18%	(26)	15%	(22)	143

Continued on next page

Table MCSP6_2: How well do the following describe men's sports?

Fun to watch

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	29%	(321)	37%	(414)	13%	(143)	20%	(226)	1104
Ethnicity: Other	44%	(48)	25%	(27)	13%	(14)	18%	(19)	108
All Christian	28%	(148)	42%	(224)	11%	(58)	19%	(104)	534
All Non-Christian	40%	(26)	29%	(19)	16%	(10)	15%	(10)	65
Agnostic/Nothing in particular	24%	(68)	35%	(100)	16%	(45)	25%	(71)	284
Something Else	37%	(67)	32%	(57)	13%	(24)	17%	(31)	180
Religious Non-Protestant/Catholic	39%	(29)	27%	(20)	15%	(11)	20%	(15)	74
Evangelical	32%	(100)	39%	(121)	9%	(29)	20%	(61)	312
Non-Evangelical	29%	(111)	41%	(157)	12%	(47)	18%	(69)	384
Community: Urban	35%	(108)	32%	(100)	17%	(51)	16%	(48)	306
Community: Suburban	28%	(141)	41%	(209)	11%	(56)	20%	(102)	508
Community: Rural	25%	(72)	36%	(105)	13%	(37)	26%	(76)	289
Employ: Private Sector	35%	(126)	41%	(147)	10%	(34)	14%	(52)	359
Employ: Government	33%	(26)	41%	(32)	11%	(9)	15%	(12)	79
Employ: Self-Employed	30%	(27)	39%	(35)	17%	(15)	14%	(13)	89
Employ: Homemaker	17%	(15)	31%	(28)	22%	(19)	31%	(27)	89
Employ: Student	32%	(20)	27%	(17)	15%	(9)	26%	(16)	62
Employ: Retired	18%	(40)	45%	(99)	14%	(31)	23%	(51)	221
Employ: Unemployed	35%	(54)	26%	(40)	11%	(17)	28%	(44)	155
Military HH: Yes	30%	(47)	44%	(70)	11%	(17)	16%	(25)	159
Military HH: No	29%	(274)	36%	(344)	13%	(127)	21%	(201)	945
RD/WT: Right Direction	36%	(181)	39%	(194)	10%	(50)	14%	(72)	496
RD/WT: Wrong Track	23%	(140)	36%	(220)	15%	(94)	25%	(154)	608
Biden Job Approve	34%	(205)	40%	(240)	9%	(54)	17%	(102)	602
Biden Job Disapprove	22%	(98)	35%	(153)	18%	(79)	25%	(107)	437
Biden Job Strongly Approve	43%	(136)	34%	(108)	9%	(29)	15%	(47)	321
Biden Job Somewhat Approve	24%	(69)	47%	(132)	9%	(25)	20%	(55)	281
Biden Job Somewhat Disapprove	24%	(27)	42%	(47)	24%	(27)	11%	(12)	113
Biden Job Strongly Disapprove	22%	(71)	33%	(106)	16%	(52)	29%	(95)	324
Favorable of Biden	36%	(219)	38%	(228)	9%	(57)	16%	(96)	600
Unfavorable of Biden	21%	(95)	36%	(159)	17%	(77)	25%	(112)	443

Continued on next page

Table MCSP6_2: How well do the following describe men's sports?
Fun to watch

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	29%	(321)	37%	(414)	13%	(143)	20%	(226)	1104
Very Favorable of Biden	40%	(136)	35%	(120)	11%	(38)	14%	(49)	343
Somewhat Favorable of Biden	32%	(83)	42%	(108)	7%	(19)	18%	(47)	257
Somewhat Unfavorable of Biden	25%	(27)	37%	(40)	23%	(24)	15%	(16)	107
Very Unfavorable of Biden	20%	(68)	35%	(119)	16%	(53)	29%	(96)	336
#1 Issue: Economy	31%	(131)	37%	(156)	14%	(57)	19%	(78)	422
#1 Issue: Security	27%	(45)	37%	(63)	18%	(30)	19%	(32)	171
#1 Issue: Health Care	35%	(53)	47%	(71)	6%	(9)	12%	(18)	150
#1 Issue: Medicare / Social Security	12%	(14)	41%	(47)	12%	(14)	34%	(39)	114
#1 Issue: Education	37%	(19)	30%	(15)	20%	(10)	13%	(7)	51
#1 Issue: Energy	36%	(24)	37%	(24)	10%	(7)	18%	(12)	67
#1 Issue: Other	23%	(20)	26%	(22)	13%	(11)	38%	(32)	86
2020 Vote: Joe Biden	34%	(162)	40%	(192)	10%	(50)	16%	(76)	481
2020 Vote: Donald Trump	25%	(89)	37%	(132)	14%	(50)	24%	(86)	357
2020 Vote: Didn't Vote	27%	(63)	31%	(72)	17%	(39)	25%	(58)	232
2018 House Vote: Democrat	30%	(105)	43%	(152)	11%	(38)	16%	(56)	352
2018 House Vote: Republican	27%	(85)	39%	(121)	13%	(41)	21%	(65)	312
2016 Vote: Hillary Clinton	31%	(105)	41%	(136)	13%	(42)	15%	(51)	333
2016 Vote: Donald Trump	27%	(96)	35%	(125)	14%	(50)	24%	(85)	356
2016 Vote: Other	24%	(16)	49%	(33)	7%	(5)	20%	(13)	66
2016 Vote: Didn't Vote	30%	(104)	34%	(120)	13%	(47)	22%	(77)	348
Voted in 2014: Yes	30%	(186)	40%	(253)	12%	(74)	19%	(117)	630
Voted in 2014: No	28%	(135)	34%	(160)	15%	(70)	23%	(109)	474
4-Region: Northeast	33%	(59)	37%	(68)	9%	(16)	21%	(38)	180
4-Region: Midwest	25%	(61)	41%	(98)	16%	(38)	18%	(44)	241
4-Region: South	30%	(131)	36%	(157)	13%	(58)	21%	(92)	438
4-Region: West	29%	(70)	37%	(91)	13%	(32)	21%	(51)	244
Sports Fans	39%	(302)	47%	(362)	10%	(78)	4%	(28)	771
Avid Sports Fans	69%	(185)	27%	(72)	2%	(5)	2%	(4)	267
Casual Sports Fans	23%	(117)	58%	(290)	14%	(73)	5%	(24)	504
Male and Sports Fans	47%	(193)	43%	(174)	7%	(29)	3%	(12)	408
Female and Sports Fans	30%	(109)	52%	(188)	13%	(49)	4%	(16)	362

Continued on next page

Table MCSP6_2: How well do the following describe men's sports?

Fun to watch

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	29%	(321)	37%	(414)	13%	(143)	20%	(226)	1104
Fans of Men's Sports	38%	(310)	46%	(372)	10%	(84)	6%	(47)	813
Fans of Women's Sports	43%	(249)	43%	(251)	10%	(56)	5%	(27)	583
Avid Fans of Women's Sports	60%	(137)	32%	(74)	5%	(11)	3%	(8)	229
Gen Z Sports Fans	42%	(33)	39%	(31)	16%	(13)	3%	(3)	80
Millennial Sports Fans	49%	(127)	40%	(104)	9%	(24)	2%	(6)	261
Gen X Sports Fans	39%	(69)	49%	(87)	7%	(12)	5%	(9)	177
Boomer Sports Fans	30%	(70)	55%	(128)	11%	(25)	4%	(10)	233
NBA Fans	47%	(244)	43%	(223)	8%	(39)	2%	(8)	514
Avid NBA Fans	72%	(135)	25%	(47)	3%	(5)	1%	(1)	189
Casual NBA Fans	33%	(108)	54%	(176)	10%	(34)	2%	(7)	325

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

Table MCSP6_3: How well do the following describe men's sports?*Boring*

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	15%	(167)	18%	(203)	31%	(337)	36%	(397)	1104
Gender: Male	11%	(57)	14%	(73)	31%	(161)	44%	(225)	516
Gender: Female	19%	(110)	22%	(130)	30%	(176)	29%	(172)	588
Age: 18-34	15%	(51)	24%	(84)	26%	(92)	35%	(124)	350
Age: 35-44	17%	(30)	12%	(20)	29%	(49)	42%	(72)	172
Age: 45-64	15%	(58)	18%	(68)	32%	(125)	35%	(134)	384
Age: 65+	14%	(28)	16%	(31)	36%	(71)	34%	(68)	198
GenZers: 1997-2012	14%	(17)	27%	(33)	26%	(32)	33%	(40)	122
Millennials: 1981-1996	17%	(59)	19%	(67)	26%	(91)	38%	(136)	353
GenXers: 1965-1980	14%	(35)	16%	(39)	36%	(89)	34%	(83)	246
Baby Boomers: 1946-1964	15%	(52)	17%	(60)	33%	(117)	35%	(124)	353
PID: Dem (no lean)	11%	(46)	20%	(80)	31%	(123)	38%	(153)	402
PID: Ind (no lean)	20%	(71)	19%	(69)	29%	(105)	33%	(119)	364
PID: Rep (no lean)	15%	(50)	16%	(54)	32%	(109)	37%	(125)	338
PID/Gender: Dem Men	10%	(19)	13%	(24)	28%	(52)	49%	(92)	187
PID/Gender: Dem Women	12%	(27)	26%	(56)	33%	(70)	28%	(61)	214
PID/Gender: Ind Men	13%	(20)	16%	(25)	34%	(54)	37%	(58)	159
PID/Gender: Ind Women	25%	(51)	21%	(43)	25%	(50)	30%	(61)	205
PID/Gender: Rep Men	11%	(18)	14%	(23)	32%	(54)	44%	(75)	170
PID/Gender: Rep Women	19%	(32)	18%	(30)	33%	(55)	30%	(51)	169
Ideo: Liberal (1-3)	16%	(51)	18%	(60)	30%	(99)	36%	(120)	331
Ideo: Moderate (4)	11%	(30)	21%	(56)	33%	(90)	35%	(96)	272
Ideo: Conservative (5-7)	16%	(61)	17%	(67)	33%	(127)	34%	(134)	388
Educ: < College	15%	(117)	19%	(144)	28%	(214)	38%	(290)	765
Educ: Bachelors degree	14%	(31)	17%	(37)	36%	(81)	33%	(73)	222
Educ: Post-grad	16%	(18)	19%	(22)	36%	(42)	30%	(35)	117
Income: Under 50k	16%	(89)	19%	(109)	27%	(153)	37%	(209)	560
Income: 50k-100k	14%	(51)	17%	(59)	34%	(120)	35%	(126)	356
Income: 100k+	14%	(27)	18%	(34)	34%	(63)	34%	(63)	188
Ethnicity: White	17%	(141)	17%	(147)	33%	(282)	33%	(283)	853
Ethnicity: Hispanic	12%	(18)	23%	(36)	31%	(48)	34%	(53)	155
Ethnicity: Black	8%	(12)	21%	(30)	24%	(35)	46%	(65)	143

Continued on next page

Table MCSP6_3: How well do the following describe men's sports?

Boring

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	15%	(167)	18%	(203)	31%	(337)	36%	(397)	1104
Ethnicity: Other	13%	(14)	23%	(25)	19%	(20)	45%	(49)	108
All Christian	14%	(76)	15%	(83)	32%	(173)	38%	(202)	534
All Non-Christian	17%	(11)	27%	(17)	14%	(9)	42%	(27)	65
Agnostic/Nothing in particular	15%	(43)	22%	(62)	31%	(88)	32%	(90)	284
Something Else	15%	(27)	18%	(32)	30%	(55)	37%	(66)	180
Religious Non-Protestant/Catholic	21%	(15)	26%	(19)	13%	(10)	41%	(30)	74
Evangelical	17%	(55)	16%	(50)	31%	(98)	35%	(110)	312
Non-Evangelical	12%	(45)	15%	(59)	33%	(128)	40%	(152)	384
Community: Urban	16%	(50)	22%	(68)	25%	(76)	37%	(113)	306
Community: Suburban	13%	(68)	18%	(90)	35%	(179)	34%	(171)	508
Community: Rural	17%	(49)	16%	(45)	28%	(82)	39%	(113)	289
Employ: Private Sector	13%	(46)	13%	(47)	35%	(125)	39%	(140)	359
Employ: Government	19%	(15)	30%	(24)	30%	(24)	21%	(16)	79
Employ: Self-Employed	15%	(13)	22%	(19)	37%	(33)	26%	(23)	89
Employ: Homemaker	21%	(18)	26%	(23)	18%	(16)	36%	(32)	89
Employ: Student	21%	(13)	28%	(18)	31%	(19)	19%	(12)	62
Employ: Retired	12%	(27)	17%	(38)	32%	(71)	39%	(85)	221
Employ: Unemployed	16%	(25)	15%	(23)	24%	(37)	45%	(69)	155
Military HH: Yes	11%	(17)	17%	(27)	31%	(48)	42%	(67)	159
Military HH: No	16%	(150)	19%	(176)	31%	(288)	35%	(331)	945
RD/WT: Right Direction	13%	(65)	16%	(80)	28%	(139)	43%	(212)	496
RD/WT: Wrong Track	17%	(102)	20%	(123)	32%	(197)	31%	(185)	608
Biden Job Approve	14%	(86)	18%	(106)	29%	(175)	39%	(234)	602
Biden Job Disapprove	16%	(70)	19%	(82)	35%	(151)	31%	(134)	437
Biden Job Strongly Approve	17%	(56)	14%	(45)	27%	(86)	42%	(135)	321
Biden Job Somewhat Approve	11%	(31)	22%	(62)	32%	(89)	35%	(100)	281
Biden Job Somewhat Disapprove	6%	(7)	25%	(28)	39%	(44)	30%	(34)	113
Biden Job Strongly Disapprove	20%	(63)	17%	(54)	33%	(107)	31%	(99)	324
Favorable of Biden	13%	(77)	17%	(103)	29%	(175)	41%	(244)	600
Unfavorable of Biden	18%	(80)	18%	(79)	33%	(148)	31%	(136)	443

Continued on next page

Table MCSP6_3: How well do the following describe men's sports?

Boring

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	15%	(167)	18%	(203)	31%	(337)	36%	(397)	1104
Very Favorable of Biden	12%	(40)	17%	(58)	28%	(95)	43%	(149)	343
Somewhat Favorable of Biden	14%	(37)	18%	(45)	31%	(80)	37%	(95)	257
Somewhat Unfavorable of Biden	9%	(10)	24%	(26)	32%	(34)	35%	(38)	107
Very Unfavorable of Biden	21%	(70)	16%	(53)	34%	(114)	29%	(98)	336
#1 Issue: Economy	14%	(58)	18%	(77)	31%	(132)	37%	(155)	422
#1 Issue: Security	18%	(30)	17%	(29)	33%	(57)	32%	(55)	171
#1 Issue: Health Care	11%	(16)	24%	(36)	28%	(42)	38%	(56)	150
#1 Issue: Medicare / Social Security	14%	(17)	14%	(16)	28%	(32)	43%	(49)	114
#1 Issue: Education	12%	(6)	23%	(12)	29%	(15)	36%	(18)	51
#1 Issue: Energy	18%	(12)	23%	(15)	27%	(18)	32%	(22)	67
#1 Issue: Other	22%	(19)	16%	(14)	27%	(24)	35%	(30)	86
2020 Vote: Joe Biden	13%	(61)	20%	(94)	30%	(142)	38%	(184)	481
2020 Vote: Donald Trump	16%	(56)	16%	(57)	35%	(125)	33%	(119)	357
2020 Vote: Didn't Vote	20%	(46)	19%	(43)	23%	(53)	39%	(90)	232
2018 House Vote: Democrat	13%	(47)	19%	(66)	31%	(109)	37%	(130)	352
2018 House Vote: Republican	14%	(43)	16%	(49)	36%	(111)	35%	(108)	312
2016 Vote: Hillary Clinton	14%	(45)	18%	(60)	31%	(103)	38%	(125)	333
2016 Vote: Donald Trump	14%	(51)	16%	(55)	32%	(115)	38%	(134)	356
2016 Vote: Other	7%	(5)	24%	(16)	43%	(28)	26%	(17)	66
2016 Vote: Didn't Vote	19%	(66)	21%	(71)	26%	(90)	35%	(121)	348
Voted in 2014: Yes	13%	(81)	16%	(101)	34%	(214)	37%	(233)	630
Voted in 2014: No	18%	(86)	21%	(101)	26%	(123)	35%	(164)	474
4-Region: Northeast	22%	(39)	15%	(27)	27%	(49)	36%	(65)	180
4-Region: Midwest	16%	(39)	15%	(36)	39%	(94)	30%	(73)	241
4-Region: South	12%	(54)	19%	(83)	29%	(127)	40%	(174)	438
4-Region: West	14%	(35)	23%	(57)	28%	(68)	35%	(85)	244
Sports Fans	6%	(43)	16%	(120)	38%	(292)	41%	(315)	771
Avid Sports Fans	5%	(13)	8%	(21)	27%	(73)	60%	(160)	267
Casual Sports Fans	6%	(31)	20%	(99)	43%	(219)	31%	(155)	504
Male and Sports Fans	7%	(28)	12%	(48)	35%	(141)	47%	(191)	408
Female and Sports Fans	4%	(15)	20%	(72)	42%	(151)	34%	(124)	362

Continued on next page

Table MCSP6_3: How well do the following describe men's sports?

Boring

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	15%	(167)	18%	(203)	31%	(337)	36%	(397)	1104
Fans of Men's Sports	7%	(54)	17%	(139)	37%	(298)	40%	(322)	813
Fans of Women's Sports	7%	(39)	16%	(92)	35%	(207)	42%	(245)	583
Avid Fans of Women's Sports	9%	(20)	14%	(32)	29%	(67)	48%	(110)	229
Gen Z Sports Fans	3%	(3)	23%	(19)	29%	(23)	44%	(35)	80
Millennial Sports Fans	8%	(21)	18%	(48)	31%	(80)	43%	(113)	261
Gen X Sports Fans	5%	(9)	12%	(22)	43%	(77)	39%	(69)	177
Boomer Sports Fans	5%	(11)	12%	(29)	45%	(105)	38%	(88)	233
NBA Fans	6%	(31)	14%	(71)	37%	(189)	43%	(222)	514
Avid NBA Fans	5%	(10)	8%	(16)	27%	(52)	59%	(111)	189
Casual NBA Fans	7%	(21)	17%	(56)	42%	(137)	34%	(110)	325

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

Table MCSP6_4: How well do the following describe men's sports?
Inspiring

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	18%	(202)	34%	(378)	24%	(263)	24%	(262)	1104
Gender: Male	25%	(130)	36%	(188)	21%	(108)	17%	(90)	516
Gender: Female	12%	(72)	32%	(190)	26%	(155)	29%	(172)	588
Age: 18-34	27%	(95)	29%	(103)	22%	(77)	21%	(75)	350
Age: 35-44	26%	(44)	37%	(64)	14%	(25)	23%	(39)	172
Age: 45-64	14%	(54)	37%	(143)	26%	(99)	23%	(88)	384
Age: 65+	5%	(9)	35%	(68)	31%	(62)	30%	(59)	198
GenZers: 1997-2012	30%	(37)	23%	(28)	20%	(24)	27%	(33)	122
Millennials: 1981-1996	27%	(94)	35%	(122)	20%	(71)	19%	(66)	353
GenXers: 1965-1980	17%	(43)	39%	(97)	24%	(59)	19%	(48)	246
Baby Boomers: 1946-1964	8%	(28)	34%	(121)	28%	(97)	30%	(107)	353
PID: Dem (no lean)	22%	(89)	40%	(162)	20%	(80)	18%	(71)	402
PID: Ind (no lean)	18%	(66)	29%	(106)	24%	(89)	28%	(103)	364
PID: Rep (no lean)	14%	(47)	32%	(110)	28%	(94)	26%	(88)	338
PID/Gender: Dem Men	31%	(59)	41%	(76)	18%	(34)	10%	(18)	187
PID/Gender: Dem Women	14%	(30)	40%	(86)	22%	(46)	24%	(52)	214
PID/Gender: Ind Men	25%	(40)	31%	(50)	22%	(34)	22%	(35)	159
PID/Gender: Ind Women	13%	(26)	28%	(57)	27%	(54)	33%	(68)	205
PID/Gender: Rep Men	19%	(31)	37%	(62)	23%	(40)	21%	(36)	170
PID/Gender: Rep Women	9%	(15)	28%	(48)	32%	(54)	31%	(52)	169
Ideo: Liberal (1-3)	24%	(79)	38%	(126)	19%	(64)	19%	(62)	331
Ideo: Moderate (4)	18%	(50)	35%	(95)	24%	(67)	22%	(60)	272
Ideo: Conservative (5-7)	12%	(47)	35%	(135)	28%	(108)	25%	(97)	388
Educ: < College	18%	(140)	31%	(240)	23%	(179)	27%	(206)	765
Educ: Bachelors degree	16%	(35)	43%	(96)	24%	(53)	17%	(37)	222
Educ: Post-grad	23%	(27)	36%	(42)	26%	(30)	16%	(18)	117
Income: Under 50k	19%	(109)	29%	(163)	24%	(136)	27%	(151)	560
Income: 50k-100k	15%	(52)	40%	(143)	22%	(78)	23%	(83)	356
Income: 100k+	22%	(41)	39%	(72)	25%	(48)	14%	(27)	188
Ethnicity: White	15%	(125)	35%	(299)	26%	(218)	25%	(210)	853
Ethnicity: Hispanic	33%	(51)	29%	(45)	22%	(34)	16%	(25)	155
Ethnicity: Black	27%	(39)	36%	(52)	16%	(23)	20%	(29)	143

Continued on next page

Table MCSP6_4: How well do the following describe men's sports?

Inspiring

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	18%	(202)	34%	(378)	24%	(263)	24%	(262)	1104
Ethnicity: Other	35%	(38)	25%	(27)	20%	(21)	20%	(22)	108
All Christian	16%	(85)	39%	(210)	23%	(124)	22%	(115)	534
All Non-Christian	34%	(22)	27%	(17)	21%	(13)	18%	(12)	65
Agnostic/Nothing in particular	16%	(44)	30%	(86)	25%	(71)	29%	(83)	284
Something Else	24%	(43)	29%	(52)	23%	(42)	24%	(43)	180
Religious Non-Protestant/Catholic	33%	(25)	25%	(19)	19%	(14)	23%	(17)	74
Evangelical	22%	(68)	33%	(104)	23%	(71)	22%	(69)	312
Non-Evangelical	14%	(56)	40%	(153)	24%	(92)	22%	(84)	384
Community: Urban	25%	(78)	37%	(113)	22%	(68)	16%	(48)	306
Community: Suburban	14%	(73)	35%	(178)	27%	(139)	23%	(117)	508
Community: Rural	17%	(50)	30%	(87)	19%	(56)	33%	(96)	289
Employ: Private Sector	20%	(73)	39%	(142)	24%	(85)	17%	(60)	359
Employ: Government	27%	(22)	38%	(30)	22%	(17)	13%	(10)	79
Employ: Self-Employed	24%	(22)	37%	(33)	16%	(14)	22%	(20)	89
Employ: Homemaker	14%	(13)	22%	(20)	35%	(31)	29%	(26)	89
Employ: Student	22%	(14)	23%	(14)	20%	(12)	36%	(22)	62
Employ: Retired	7%	(15)	37%	(82)	27%	(60)	29%	(64)	221
Employ: Unemployed	25%	(39)	22%	(35)	21%	(33)	31%	(48)	155
Military HH: Yes	12%	(18)	41%	(66)	24%	(39)	23%	(36)	159
Military HH: No	19%	(183)	33%	(312)	24%	(224)	24%	(225)	945
RD/WT: Right Direction	25%	(124)	39%	(192)	19%	(94)	17%	(85)	496
RD/WT: Wrong Track	13%	(77)	31%	(186)	28%	(168)	29%	(176)	608
Biden Job Approve	24%	(146)	35%	(212)	21%	(124)	20%	(120)	602
Biden Job Disapprove	9%	(38)	34%	(147)	28%	(121)	30%	(131)	437
Biden Job Strongly Approve	30%	(96)	34%	(108)	19%	(62)	17%	(54)	321
Biden Job Somewhat Approve	18%	(50)	37%	(104)	22%	(62)	23%	(65)	281
Biden Job Somewhat Disapprove	10%	(11)	43%	(48)	25%	(28)	23%	(26)	113
Biden Job Strongly Disapprove	8%	(27)	30%	(99)	29%	(93)	33%	(105)	324
Favorable of Biden	25%	(150)	35%	(210)	21%	(124)	19%	(116)	600
Unfavorable of Biden	10%	(42)	33%	(146)	28%	(126)	29%	(129)	443

Continued on next page

Table MCSP6_4: How well do the following describe men's sports?
Inspiring

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	18%	(202)	34%	(378)	24%	(263)	24%	(262)	1104
Very Favorable of Biden	29%	(98)	35%	(120)	18%	(62)	18%	(63)	343
Somewhat Favorable of Biden	20%	(52)	35%	(90)	24%	(62)	21%	(53)	257
Somewhat Unfavorable of Biden	15%	(16)	40%	(43)	24%	(25)	21%	(22)	107
Very Unfavorable of Biden	8%	(26)	31%	(103)	30%	(100)	32%	(107)	336
#1 Issue: Economy	19%	(82)	38%	(160)	22%	(94)	20%	(86)	422
#1 Issue: Security	17%	(28)	31%	(53)	27%	(45)	26%	(44)	171
#1 Issue: Health Care	25%	(38)	40%	(60)	24%	(36)	11%	(17)	150
#1 Issue: Medicare / Social Security	6%	(7)	30%	(34)	27%	(31)	37%	(42)	114
#1 Issue: Education	34%	(18)	19%	(10)	22%	(11)	24%	(12)	51
#1 Issue: Energy	21%	(14)	25%	(17)	25%	(17)	28%	(19)	67
#1 Issue: Other	10%	(9)	31%	(27)	23%	(20)	35%	(30)	86
2020 Vote: Joe Biden	22%	(107)	39%	(186)	20%	(94)	20%	(94)	481
2020 Vote: Donald Trump	11%	(41)	34%	(122)	27%	(98)	27%	(96)	357
2020 Vote: Didn't Vote	22%	(51)	23%	(54)	27%	(62)	28%	(64)	232
2018 House Vote: Democrat	17%	(58)	42%	(148)	22%	(78)	19%	(67)	352
2018 House Vote: Republican	11%	(34)	37%	(116)	28%	(88)	24%	(74)	312
2016 Vote: Hillary Clinton	17%	(58)	42%	(142)	22%	(73)	18%	(61)	333
2016 Vote: Donald Trump	13%	(47)	32%	(113)	28%	(98)	27%	(97)	356
2016 Vote: Other	19%	(12)	41%	(27)	20%	(13)	20%	(13)	66
2016 Vote: Didn't Vote	24%	(84)	28%	(96)	22%	(78)	26%	(90)	348
Voted in 2014: Yes	16%	(98)	39%	(244)	24%	(153)	21%	(135)	630
Voted in 2014: No	22%	(104)	28%	(134)	23%	(109)	27%	(127)	474
4-Region: Northeast	21%	(38)	36%	(65)	19%	(34)	24%	(43)	180
4-Region: Midwest	13%	(31)	37%	(88)	30%	(72)	21%	(50)	241
4-Region: South	20%	(87)	32%	(140)	23%	(102)	25%	(108)	438
4-Region: West	19%	(46)	34%	(84)	22%	(53)	25%	(61)	244
Sports Fans	25%	(194)	44%	(339)	22%	(169)	9%	(69)	771
Avid Sports Fans	47%	(126)	38%	(102)	10%	(28)	4%	(10)	267
Casual Sports Fans	13%	(68)	47%	(236)	28%	(141)	12%	(59)	504
Male and Sports Fans	31%	(125)	43%	(177)	19%	(79)	7%	(28)	408
Female and Sports Fans	19%	(69)	45%	(162)	25%	(90)	11%	(42)	362

Continued on next page

**Table MCSP6_4: How well do the following describe men's sports?
Inspiring**

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	18%	(202)	34%	(378)	24%	(263)	24%	(262)	1104
Fans of Men's Sports	24%	(194)	42%	(340)	22%	(179)	12%	(100)	813
Fans of Women's Sports	29%	(170)	42%	(244)	19%	(113)	10%	(57)	583
Avid Fans of Women's Sports	44%	(101)	34%	(78)	13%	(29)	9%	(21)	229
Gen Z Sports Fans	43%	(34)	29%	(23)	14%	(11)	15%	(12)	80
Millennial Sports Fans	35%	(92)	42%	(109)	18%	(47)	5%	(13)	261
Gen X Sports Fans	24%	(43)	46%	(82)	22%	(39)	7%	(13)	177
Boomer Sports Fans	11%	(25)	50%	(116)	27%	(63)	12%	(29)	233
NBA Fans	31%	(161)	45%	(233)	16%	(84)	7%	(35)	514
Avid NBA Fans	52%	(98)	35%	(65)	9%	(16)	5%	(9)	189
Casual NBA Fans	19%	(63)	52%	(168)	21%	(68)	8%	(26)	325

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

Table MCSP6_5: How well do the following describe men's sports?
 Entertaining

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	29%	(319)	38%	(419)	14%	(153)	19%	(213)	1104
Gender: Male	38%	(194)	38%	(196)	10%	(49)	15%	(75)	516
Gender: Female	21%	(124)	38%	(222)	18%	(104)	23%	(138)	588
Age: 18-34	33%	(116)	36%	(126)	15%	(52)	16%	(56)	350
Age: 35-44	45%	(78)	31%	(53)	7%	(13)	17%	(29)	172
Age: 45-64	22%	(84)	40%	(155)	15%	(57)	23%	(88)	384
Age: 65+	21%	(41)	43%	(85)	16%	(32)	20%	(40)	198
GenZers: 1997-2012	33%	(41)	38%	(46)	12%	(15)	17%	(21)	122
Millennials: 1981-1996	38%	(134)	33%	(118)	13%	(47)	15%	(54)	353
GenXers: 1965-1980	26%	(64)	42%	(103)	14%	(34)	18%	(45)	246
Baby Boomers: 1946-1964	22%	(77)	38%	(136)	15%	(54)	25%	(87)	353
PID: Dem (no lean)	34%	(135)	40%	(162)	12%	(49)	14%	(57)	402
PID: Ind (no lean)	25%	(91)	38%	(137)	13%	(48)	24%	(88)	364
PID: Rep (no lean)	28%	(93)	35%	(120)	17%	(57)	20%	(68)	338
PID/Gender: Dem Men	43%	(80)	41%	(77)	4%	(8)	12%	(23)	187
PID/Gender: Dem Women	26%	(55)	39%	(85)	19%	(41)	16%	(34)	214
PID/Gender: Ind Men	32%	(51)	40%	(64)	10%	(17)	17%	(27)	159
PID/Gender: Ind Women	19%	(39)	36%	(73)	15%	(31)	30%	(62)	205
PID/Gender: Rep Men	37%	(63)	33%	(55)	15%	(25)	15%	(26)	170
PID/Gender: Rep Women	18%	(30)	38%	(65)	19%	(32)	25%	(42)	169
Ideo: Liberal (1-3)	33%	(108)	39%	(130)	12%	(41)	16%	(52)	331
Ideo: Moderate (4)	30%	(82)	37%	(102)	15%	(40)	18%	(49)	272
Ideo: Conservative (5-7)	25%	(97)	38%	(148)	15%	(60)	22%	(83)	388
Educ: < College	28%	(214)	36%	(278)	13%	(103)	22%	(171)	765
Educ: Bachelors degree	30%	(67)	41%	(91)	16%	(36)	12%	(28)	222
Educ: Post-grad	32%	(37)	43%	(50)	13%	(15)	12%	(14)	117
Income: Under 50k	26%	(143)	38%	(212)	14%	(77)	23%	(127)	560
Income: 50k-100k	29%	(105)	39%	(140)	13%	(47)	18%	(65)	356
Income: 100k+	38%	(70)	36%	(67)	16%	(30)	11%	(21)	188
Ethnicity: White	26%	(224)	40%	(337)	13%	(112)	21%	(179)	853
Ethnicity: Hispanic	45%	(69)	33%	(51)	11%	(18)	11%	(17)	155
Ethnicity: Black	33%	(47)	41%	(58)	17%	(24)	10%	(14)	143

Continued on next page

Table MCSP6_5: How well do the following describe men's sports?

Entertaining

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	29%	(319)	38%	(419)	14%	(153)	19%	(213)	1104
Ethnicity: Other	44%	(48)	21%	(23)	16%	(17)	18%	(20)	108
All Christian	28%	(152)	40%	(213)	13%	(69)	19%	(99)	534
All Non-Christian	40%	(26)	39%	(25)	6%	(4)	16%	(10)	65
Agnostic/Nothing in particular	24%	(67)	35%	(99)	18%	(50)	24%	(68)	284
Something Else	34%	(61)	38%	(68)	13%	(23)	15%	(28)	180
Religious Non-Protestant/Catholic	38%	(28)	35%	(26)	5%	(4)	22%	(16)	74
Evangelical	33%	(102)	36%	(114)	14%	(42)	17%	(54)	312
Non-Evangelical	28%	(107)	43%	(166)	12%	(45)	17%	(67)	384
Community: Urban	35%	(106)	37%	(112)	13%	(41)	15%	(47)	306
Community: Suburban	28%	(143)	37%	(190)	16%	(81)	19%	(95)	508
Community: Rural	24%	(69)	40%	(117)	11%	(32)	25%	(72)	289
Employ: Private Sector	37%	(134)	36%	(129)	13%	(47)	14%	(49)	359
Employ: Government	32%	(25)	42%	(33)	13%	(11)	13%	(10)	79
Employ: Self-Employed	31%	(28)	35%	(31)	20%	(18)	13%	(12)	89
Employ: Homemaker	20%	(18)	33%	(29)	23%	(20)	25%	(22)	89
Employ: Student	23%	(14)	37%	(23)	14%	(8)	27%	(17)	62
Employ: Retired	18%	(40)	45%	(99)	16%	(36)	21%	(46)	221
Employ: Unemployed	31%	(49)	34%	(53)	4%	(7)	30%	(47)	155
Military HH: Yes	29%	(46)	42%	(68)	14%	(23)	14%	(23)	159
Military HH: No	29%	(273)	37%	(351)	14%	(131)	20%	(190)	945
RD/WT: Right Direction	37%	(185)	37%	(185)	10%	(50)	15%	(76)	496
RD/WT: Wrong Track	22%	(134)	38%	(233)	17%	(104)	23%	(137)	608
Biden Job Approve	36%	(218)	37%	(221)	11%	(66)	16%	(97)	602
Biden Job Disapprove	18%	(80)	40%	(174)	18%	(78)	24%	(105)	437
Biden Job Strongly Approve	44%	(142)	31%	(101)	10%	(32)	14%	(46)	321
Biden Job Somewhat Approve	27%	(76)	43%	(120)	12%	(34)	18%	(51)	281
Biden Job Somewhat Disapprove	16%	(19)	54%	(61)	19%	(21)	11%	(12)	113
Biden Job Strongly Disapprove	19%	(62)	35%	(112)	18%	(57)	29%	(93)	324
Favorable of Biden	37%	(224)	37%	(222)	11%	(65)	15%	(88)	600
Unfavorable of Biden	20%	(87)	38%	(170)	17%	(76)	25%	(110)	443

Continued on next page

Table MCSP6_5: How well do the following describe men's sports?
Entertaining

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	29%	(319)	38%	(419)	14%	(153)	19%	(213)	1104
Very Favorable of Biden	41%	(141)	34%	(117)	10%	(33)	15%	(52)	343
Somewhat Favorable of Biden	32%	(83)	41%	(106)	12%	(32)	14%	(36)	257
Somewhat Unfavorable of Biden	22%	(23)	48%	(51)	15%	(16)	15%	(16)	107
Very Unfavorable of Biden	19%	(64)	36%	(119)	18%	(59)	28%	(93)	336
#1 Issue: Economy	33%	(140)	34%	(145)	16%	(67)	16%	(70)	422
#1 Issue: Security	21%	(36)	45%	(77)	15%	(26)	19%	(32)	171
#1 Issue: Health Care	34%	(52)	40%	(60)	11%	(16)	15%	(22)	150
#1 Issue: Medicare / Social Security	23%	(27)	37%	(42)	10%	(12)	29%	(33)	114
#1 Issue: Education	25%	(13)	47%	(24)	15%	(8)	13%	(7)	51
#1 Issue: Energy	29%	(20)	44%	(29)	6%	(4)	21%	(14)	67
#1 Issue: Other	22%	(19)	30%	(25)	16%	(13)	33%	(28)	86
2020 Vote: Joe Biden	33%	(160)	39%	(187)	12%	(56)	16%	(78)	481
2020 Vote: Donald Trump	26%	(93)	37%	(134)	15%	(52)	22%	(78)	357
2020 Vote: Didn't Vote	25%	(59)	35%	(81)	17%	(40)	23%	(52)	232
2018 House Vote: Democrat	30%	(107)	41%	(145)	12%	(44)	16%	(56)	352
2018 House Vote: Republican	28%	(87)	37%	(115)	15%	(48)	20%	(62)	312
2016 Vote: Hillary Clinton	33%	(109)	38%	(126)	14%	(47)	16%	(52)	333
2016 Vote: Donald Trump	27%	(97)	37%	(131)	14%	(51)	22%	(77)	356
2016 Vote: Other	22%	(15)	42%	(28)	16%	(11)	20%	(13)	66
2016 Vote: Didn't Vote	28%	(98)	39%	(134)	13%	(45)	20%	(71)	348
Voted in 2014: Yes	29%	(183)	39%	(247)	14%	(89)	18%	(111)	630
Voted in 2014: No	29%	(136)	36%	(172)	14%	(65)	22%	(102)	474
4-Region: Northeast	33%	(59)	36%	(64)	11%	(20)	21%	(37)	180
4-Region: Midwest	25%	(61)	45%	(109)	12%	(28)	18%	(43)	241
4-Region: South	30%	(131)	37%	(160)	14%	(61)	20%	(86)	438
4-Region: West	27%	(67)	35%	(86)	18%	(45)	19%	(47)	244
Sports Fans	39%	(304)	46%	(356)	10%	(77)	4%	(34)	771
Avid Sports Fans	68%	(182)	27%	(71)	3%	(7)	2%	(7)	267
Casual Sports Fans	24%	(122)	57%	(285)	14%	(70)	5%	(27)	504
Male and Sports Fans	46%	(189)	42%	(173)	7%	(27)	5%	(20)	408
Female and Sports Fans	32%	(116)	51%	(183)	14%	(49)	4%	(14)	362

Continued on next page

Table MCSP6_5: How well do the following describe men's sports?

Entertaining

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	29%	(319)	38%	(419)	14%	(153)	19%	(213)	1104
Fans of Men's Sports	37%	(303)	45%	(363)	12%	(95)	7%	(53)	813
Fans of Women's Sports	42%	(247)	42%	(245)	10%	(58)	6%	(32)	583
Avid Fans of Women's Sports	58%	(132)	29%	(66)	8%	(18)	5%	(12)	229
Gen Z Sports Fans	47%	(38)	38%	(30)	9%	(7)	5%	(4)	80
Millennial Sports Fans	50%	(132)	39%	(102)	8%	(20)	3%	(7)	261
Gen X Sports Fans	35%	(63)	50%	(88)	11%	(19)	4%	(7)	177
Boomer Sports Fans	30%	(69)	52%	(121)	12%	(28)	6%	(14)	233
NBA Fans	47%	(242)	41%	(212)	8%	(42)	3%	(17)	514
Avid NBA Fans	69%	(131)	24%	(46)	5%	(9)	2%	(3)	189
Casual NBA Fans	34%	(111)	51%	(166)	10%	(33)	4%	(14)	325

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

Table MCSP6_6: How well do the following describe men's sports?
 Slow

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	8%	(91)	16%	(182)	41%	(455)	34%	(375)	1104
Gender: Male	9%	(44)	16%	(82)	41%	(213)	34%	(176)	516
Gender: Female	8%	(47)	17%	(100)	41%	(242)	34%	(199)	588
Age: 18-34	10%	(36)	18%	(62)	39%	(138)	33%	(114)	350
Age: 35-44	6%	(10)	17%	(29)	38%	(66)	39%	(67)	172
Age: 45-64	9%	(33)	17%	(66)	42%	(160)	33%	(125)	384
Age: 65+	6%	(12)	13%	(25)	47%	(92)	35%	(69)	198
GenZers: 1997-2012	12%	(15)	21%	(25)	34%	(41)	33%	(41)	122
Millennials: 1981-1996	8%	(29)	17%	(60)	42%	(147)	33%	(117)	353
GenXers: 1965-1980	8%	(18)	20%	(48)	39%	(97)	34%	(83)	246
Baby Boomers: 1946-1964	8%	(27)	12%	(43)	45%	(159)	35%	(124)	353
PID: Dem (no lean)	8%	(32)	16%	(65)	43%	(173)	33%	(132)	402
PID: Ind (no lean)	9%	(33)	18%	(65)	39%	(140)	34%	(125)	364
PID: Rep (no lean)	8%	(26)	15%	(51)	42%	(142)	35%	(119)	338
PID/Gender: Dem Men	9%	(17)	13%	(25)	43%	(80)	35%	(66)	187
PID/Gender: Dem Women	7%	(15)	19%	(40)	43%	(93)	31%	(66)	214
PID/Gender: Ind Men	10%	(16)	20%	(32)	37%	(59)	33%	(52)	159
PID/Gender: Ind Women	8%	(17)	16%	(33)	40%	(81)	36%	(73)	205
PID/Gender: Rep Men	7%	(11)	15%	(25)	44%	(75)	35%	(59)	170
PID/Gender: Rep Women	9%	(15)	16%	(26)	40%	(67)	36%	(60)	169
Ideo: Liberal (1-3)	10%	(33)	19%	(64)	36%	(120)	34%	(113)	331
Ideo: Moderate (4)	5%	(13)	17%	(46)	46%	(124)	33%	(90)	272
Ideo: Conservative (5-7)	8%	(29)	15%	(56)	46%	(177)	32%	(125)	388
Educ: < College	9%	(68)	16%	(125)	39%	(298)	36%	(274)	765
Educ: Bachelors degree	7%	(16)	15%	(33)	47%	(104)	31%	(68)	222
Educ: Post-grad	6%	(7)	20%	(23)	45%	(53)	28%	(33)	117
Income: Under 50k	9%	(49)	16%	(87)	40%	(223)	36%	(201)	560
Income: 50k-100k	9%	(34)	17%	(59)	41%	(146)	33%	(118)	356
Income: 100k+	5%	(9)	19%	(35)	46%	(87)	30%	(57)	188
Ethnicity: White	8%	(71)	17%	(144)	42%	(356)	33%	(281)	853
Ethnicity: Hispanic	12%	(18)	18%	(27)	43%	(66)	28%	(43)	155
Ethnicity: Black	7%	(10)	9%	(12)	41%	(59)	43%	(62)	143

Continued on next page

Table MCSP6_6: How well do the following describe men's sports?

Slow

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	8%	(91)	16%	(182)	41%	(455)	34%	(375)	1104
Ethnicity: Other	9%	(10)	23%	(25)	38%	(41)	30%	(33)	108
All Christian	5%	(29)	17%	(88)	43%	(230)	35%	(187)	534
All Non-Christian	16%	(10)	8%	(5)	41%	(26)	35%	(23)	65
Agnostic/Nothing in particular	11%	(31)	15%	(44)	40%	(115)	33%	(94)	284
Something Else	9%	(17)	21%	(38)	36%	(64)	34%	(62)	180
Religious Non-Protestant/Catholic	18%	(13)	8%	(6)	39%	(29)	35%	(26)	74
Evangelical	7%	(20)	17%	(54)	38%	(119)	38%	(119)	312
Non-Evangelical	6%	(22)	18%	(71)	44%	(169)	32%	(123)	384
Community: Urban	11%	(35)	19%	(59)	39%	(119)	30%	(93)	306
Community: Suburban	7%	(37)	15%	(76)	44%	(224)	34%	(171)	508
Community: Rural	7%	(20)	16%	(46)	39%	(112)	38%	(111)	289
Employ: Private Sector	10%	(35)	13%	(48)	44%	(158)	33%	(119)	359
Employ: Government	10%	(8)	24%	(19)	45%	(35)	22%	(17)	79
Employ: Self-Employed	12%	(10)	18%	(16)	36%	(32)	34%	(30)	89
Employ: Homemaker	8%	(7)	16%	(14)	39%	(35)	37%	(33)	89
Employ: Student	6%	(4)	16%	(10)	36%	(22)	42%	(26)	62
Employ: Retired	5%	(11)	14%	(31)	45%	(99)	36%	(79)	221
Employ: Unemployed	9%	(15)	20%	(30)	36%	(56)	35%	(54)	155
Military HH: Yes	6%	(9)	19%	(30)	46%	(73)	30%	(48)	159
Military HH: No	9%	(82)	16%	(152)	41%	(383)	35%	(328)	945
RD/WT: Right Direction	9%	(46)	15%	(73)	41%	(202)	35%	(175)	496
RD/WT: Wrong Track	7%	(45)	18%	(109)	42%	(253)	33%	(200)	608
Biden Job Approve	9%	(55)	16%	(98)	40%	(242)	34%	(207)	602
Biden Job Disapprove	7%	(32)	17%	(74)	44%	(190)	32%	(140)	437
Biden Job Strongly Approve	13%	(43)	14%	(46)	38%	(120)	35%	(112)	321
Biden Job Somewhat Approve	4%	(12)	19%	(53)	43%	(121)	34%	(96)	281
Biden Job Somewhat Disapprove	1%	(2)	17%	(19)	53%	(60)	29%	(32)	113
Biden Job Strongly Disapprove	10%	(31)	17%	(55)	40%	(130)	33%	(107)	324
Favorable of Biden	7%	(44)	16%	(97)	41%	(245)	36%	(213)	600
Unfavorable of Biden	10%	(42)	17%	(74)	41%	(183)	32%	(143)	443

Continued on next page

Table MCSP6_6: How well do the following describe men's sports?
 Slow

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	8%	(91)	16%	(182)	41%	(455)	34%	(375)	1104
Very Favorable of Biden	10%	(33)	14%	(49)	40%	(139)	36%	(122)	343
Somewhat Favorable of Biden	4%	(11)	19%	(48)	42%	(107)	35%	(91)	257
Somewhat Unfavorable of Biden	8%	(9)	17%	(18)	44%	(47)	31%	(34)	107
Very Unfavorable of Biden	10%	(34)	17%	(56)	41%	(137)	33%	(110)	336
#1 Issue: Economy	6%	(24)	16%	(69)	42%	(176)	36%	(154)	422
#1 Issue: Security	9%	(15)	17%	(29)	42%	(71)	32%	(55)	171
#1 Issue: Health Care	9%	(14)	17%	(26)	39%	(59)	34%	(51)	150
#1 Issue: Medicare / Social Security	12%	(14)	11%	(12)	39%	(45)	38%	(43)	114
#1 Issue: Education	17%	(8)	18%	(9)	38%	(19)	28%	(14)	51
#1 Issue: Energy	12%	(8)	13%	(8)	46%	(31)	29%	(20)	67
#1 Issue: Other	8%	(7)	20%	(18)	40%	(35)	32%	(27)	86
2020 Vote: Joe Biden	8%	(39)	17%	(82)	41%	(195)	34%	(164)	481
2020 Vote: Donald Trump	8%	(28)	15%	(53)	44%	(158)	33%	(118)	357
2020 Vote: Didn't Vote	10%	(24)	16%	(38)	37%	(87)	36%	(84)	232
2018 House Vote: Democrat	9%	(30)	15%	(54)	43%	(150)	33%	(117)	352
2018 House Vote: Republican	6%	(20)	15%	(47)	44%	(138)	34%	(107)	312
2016 Vote: Hillary Clinton	9%	(30)	18%	(59)	42%	(141)	31%	(103)	333
2016 Vote: Donald Trump	7%	(24)	15%	(52)	44%	(156)	35%	(123)	356
2016 Vote: Other	11%	(7)	16%	(10)	42%	(28)	32%	(21)	66
2016 Vote: Didn't Vote	9%	(30)	17%	(59)	38%	(130)	37%	(128)	348
Voted in 2014: Yes	9%	(54)	15%	(95)	43%	(269)	34%	(213)	630
Voted in 2014: No	8%	(38)	18%	(86)	39%	(187)	34%	(163)	474
4-Region: Northeast	11%	(20)	20%	(35)	37%	(68)	32%	(57)	180
4-Region: Midwest	9%	(21)	19%	(47)	43%	(105)	28%	(69)	241
4-Region: South	8%	(36)	12%	(53)	39%	(173)	40%	(176)	438
4-Region: West	6%	(14)	19%	(46)	45%	(110)	30%	(74)	244
Sports Fans	6%	(49)	15%	(119)	46%	(354)	32%	(248)	771
Avid Sports Fans	7%	(20)	11%	(29)	38%	(101)	44%	(117)	267
Casual Sports Fans	6%	(30)	18%	(90)	50%	(253)	26%	(131)	504
Male and Sports Fans	8%	(33)	14%	(59)	44%	(179)	34%	(138)	408
Female and Sports Fans	5%	(16)	17%	(60)	48%	(175)	30%	(110)	362

Continued on next page

Table MCSP6_6: How well do the following describe men's sports?

Slow

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	8%	(91)	16%	(182)	41%	(455)	34%	(375)	1104
Fans of Men's Sports	6%	(47)	16%	(131)	46%	(372)	32%	(264)	813
Fans of Women's Sports	7%	(40)	16%	(91)	45%	(261)	33%	(190)	583
Avid Fans of Women's Sports	9%	(21)	16%	(37)	36%	(82)	39%	(89)	229
Gen Z Sports Fans	10%	(8)	22%	(17)	29%	(23)	39%	(31)	80
Millennial Sports Fans	8%	(22)	15%	(40)	45%	(116)	32%	(83)	261
Gen X Sports Fans	6%	(11)	15%	(27)	46%	(81)	32%	(57)	177
Boomer Sports Fans	4%	(8)	14%	(32)	53%	(123)	30%	(69)	233
NBA Fans	7%	(34)	15%	(76)	45%	(230)	34%	(173)	514
Avid NBA Fans	7%	(13)	11%	(20)	34%	(63)	49%	(93)	189
Casual NBA Fans	7%	(21)	17%	(56)	51%	(167)	25%	(80)	325

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

Table MCSP6_7: How well do the following describe men's sports?

Aggressive

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	26%	(290)	47%	(523)	14%	(154)	12%	(136)	1104
Gender: Male	28%	(144)	45%	(233)	15%	(78)	12%	(61)	516
Gender: Female	25%	(147)	49%	(290)	13%	(76)	13%	(75)	588
Age: 18-34	24%	(84)	45%	(158)	16%	(54)	15%	(53)	350
Age: 35-44	30%	(52)	41%	(71)	15%	(26)	14%	(24)	172
Age: 45-64	25%	(97)	52%	(201)	12%	(45)	10%	(40)	384
Age: 65+	29%	(57)	47%	(93)	15%	(29)	10%	(19)	198
GenZers: 1997-2012	27%	(34)	43%	(52)	19%	(23)	11%	(13)	122
Millennials: 1981-1996	24%	(86)	45%	(158)	16%	(55)	15%	(53)	353
GenXers: 1965-1980	30%	(74)	51%	(125)	10%	(24)	9%	(23)	246
Baby Boomers: 1946-1964	25%	(88)	51%	(178)	12%	(44)	12%	(42)	353
PID: Dem (no lean)	24%	(97)	49%	(195)	17%	(68)	10%	(42)	402
PID: Ind (no lean)	30%	(108)	47%	(173)	10%	(35)	13%	(48)	364
PID: Rep (no lean)	25%	(85)	46%	(156)	15%	(51)	14%	(46)	338
PID/Gender: Dem Men	23%	(43)	45%	(85)	20%	(37)	12%	(22)	187
PID/Gender: Dem Women	25%	(54)	51%	(110)	14%	(30)	9%	(20)	214
PID/Gender: Ind Men	31%	(49)	47%	(75)	12%	(18)	10%	(16)	159
PID/Gender: Ind Women	29%	(59)	47%	(97)	8%	(17)	16%	(32)	205
PID/Gender: Rep Men	30%	(52)	43%	(73)	13%	(22)	13%	(23)	170
PID/Gender: Rep Women	20%	(34)	49%	(82)	17%	(29)	14%	(24)	169
Ideo: Liberal (1-3)	25%	(83)	49%	(163)	15%	(49)	10%	(34)	331
Ideo: Moderate (4)	27%	(75)	49%	(135)	13%	(35)	10%	(28)	272
Ideo: Conservative (5-7)	25%	(99)	45%	(175)	16%	(62)	13%	(52)	388
Educ: < College	28%	(213)	47%	(357)	13%	(97)	13%	(98)	765
Educ: Bachelors degree	21%	(46)	51%	(113)	18%	(40)	10%	(23)	222
Educ: Post-grad	27%	(31)	45%	(53)	15%	(17)	13%	(16)	117
Income: Under 50k	28%	(158)	46%	(259)	12%	(67)	14%	(76)	560
Income: 50k-100k	26%	(94)	47%	(166)	15%	(52)	12%	(44)	356
Income: 100k+	20%	(38)	52%	(98)	19%	(35)	9%	(17)	188
Ethnicity: White	26%	(218)	48%	(411)	14%	(123)	12%	(100)	853
Ethnicity: Hispanic	39%	(60)	39%	(61)	17%	(26)	6%	(9)	155
Ethnicity: Black	22%	(31)	49%	(70)	15%	(21)	15%	(21)	143

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Table MCSP6_7: How well do the following describe men's sports?

Aggressive

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	26%	(290)	47%	(523)	14%	(154)	12%	(136)	1104
Ethnicity: Other	38%	(41)	39%	(42)	10%	(11)	13%	(15)	108
All Christian	25%	(135)	50%	(267)	14%	(77)	10%	(56)	534
All Non-Christian	37%	(24)	37%	(24)	9%	(6)	16%	(11)	65
Agnostic/Nothing in particular	26%	(73)	41%	(118)	18%	(50)	15%	(43)	284
Something Else	26%	(46)	52%	(93)	10%	(19)	13%	(23)	180
Religious Non-Protestant/Catholic	36%	(27)	37%	(28)	10%	(8)	16%	(12)	74
Evangelical	24%	(75)	52%	(161)	12%	(39)	12%	(36)	312
Non-Evangelical	26%	(101)	50%	(191)	14%	(54)	10%	(38)	384
Community: Urban	29%	(88)	39%	(119)	20%	(60)	13%	(40)	306
Community: Suburban	26%	(133)	51%	(260)	12%	(60)	11%	(54)	508
Community: Rural	24%	(69)	50%	(144)	12%	(34)	15%	(42)	289
Employ: Private Sector	25%	(89)	48%	(173)	16%	(58)	11%	(39)	359
Employ: Government	28%	(22)	42%	(34)	16%	(13)	13%	(10)	79
Employ: Self-Employed	29%	(26)	49%	(44)	18%	(16)	4%	(4)	89
Employ: Homemaker	19%	(17)	45%	(40)	18%	(16)	17%	(16)	89
Employ: Student	27%	(17)	46%	(28)	17%	(10)	10%	(6)	62
Employ: Retired	24%	(54)	52%	(114)	12%	(27)	12%	(26)	221
Employ: Unemployed	36%	(55)	41%	(63)	6%	(9)	17%	(27)	155
Military HH: Yes	28%	(44)	45%	(71)	16%	(26)	11%	(18)	159
Military HH: No	26%	(246)	48%	(452)	14%	(128)	13%	(118)	945
RD/WT: Right Direction	27%	(136)	48%	(240)	12%	(61)	12%	(59)	496
RD/WT: Wrong Track	25%	(154)	47%	(283)	15%	(94)	13%	(77)	608
Biden Job Approve	29%	(177)	46%	(278)	13%	(80)	11%	(67)	602
Biden Job Disapprove	22%	(97)	49%	(212)	15%	(66)	14%	(61)	437
Biden Job Strongly Approve	31%	(100)	42%	(135)	14%	(45)	12%	(39)	321
Biden Job Somewhat Approve	27%	(77)	51%	(142)	12%	(34)	10%	(28)	281
Biden Job Somewhat Disapprove	12%	(14)	61%	(69)	19%	(22)	7%	(8)	113
Biden Job Strongly Disapprove	26%	(83)	44%	(143)	14%	(44)	16%	(53)	324
Favorable of Biden	28%	(169)	47%	(282)	14%	(83)	11%	(66)	600
Unfavorable of Biden	25%	(109)	47%	(208)	15%	(66)	14%	(61)	443

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Table MCSP6_7: How well do the following describe men's sports?
 Aggressive

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	26%	(290)	47%	(523)	14%	(154)	12%	(136)	1104
Very Favorable of Biden	30%	(104)	41%	(139)	17%	(57)	13%	(43)	343
Somewhat Favorable of Biden	25%	(65)	56%	(143)	10%	(25)	9%	(23)	257
Somewhat Unfavorable of Biden	20%	(21)	53%	(57)	18%	(19)	9%	(10)	107
Very Unfavorable of Biden	26%	(87)	45%	(151)	14%	(47)	15%	(51)	336
#1 Issue: Economy	26%	(110)	47%	(197)	17%	(71)	11%	(45)	422
#1 Issue: Security	31%	(54)	42%	(72)	18%	(30)	9%	(15)	171
#1 Issue: Health Care	24%	(37)	53%	(80)	13%	(20)	9%	(14)	150
#1 Issue: Medicare / Social Security	31%	(35)	42%	(48)	6%	(7)	21%	(24)	114
#1 Issue: Education	28%	(14)	52%	(26)	4%	(2)	16%	(8)	51
#1 Issue: Energy	20%	(13)	52%	(34)	14%	(10)	14%	(9)	67
#1 Issue: Other	23%	(19)	46%	(40)	12%	(10)	19%	(16)	86
2020 Vote: Joe Biden	29%	(138)	47%	(225)	14%	(67)	11%	(52)	481
2020 Vote: Donald Trump	26%	(93)	45%	(162)	15%	(54)	13%	(47)	357
2020 Vote: Didn't Vote	22%	(51)	49%	(115)	13%	(31)	15%	(36)	232
2018 House Vote: Democrat	25%	(90)	48%	(169)	17%	(59)	10%	(34)	352
2018 House Vote: Republican	25%	(78)	48%	(150)	15%	(46)	12%	(39)	312
2016 Vote: Hillary Clinton	25%	(85)	49%	(164)	16%	(52)	10%	(33)	333
2016 Vote: Donald Trump	26%	(92)	45%	(161)	15%	(53)	14%	(48)	356
2016 Vote: Other	28%	(19)	54%	(36)	5%	(4)	12%	(8)	66
2016 Vote: Didn't Vote	27%	(94)	46%	(161)	13%	(45)	14%	(47)	348
Voted in 2014: Yes	25%	(157)	49%	(309)	15%	(94)	11%	(70)	630
Voted in 2014: No	28%	(134)	45%	(214)	13%	(60)	14%	(67)	474
4-Region: Northeast	28%	(51)	38%	(68)	17%	(31)	17%	(30)	180
4-Region: Midwest	29%	(71)	47%	(113)	15%	(35)	9%	(22)	241
4-Region: South	22%	(98)	51%	(223)	13%	(55)	14%	(61)	438
4-Region: West	29%	(71)	48%	(118)	13%	(33)	9%	(22)	244
Sports Fans	26%	(203)	52%	(403)	15%	(117)	6%	(47)	771
Avid Sports Fans	38%	(101)	44%	(118)	12%	(32)	6%	(16)	267
Casual Sports Fans	20%	(103)	57%	(285)	17%	(85)	6%	(31)	504
Male and Sports Fans	29%	(119)	48%	(195)	16%	(67)	7%	(28)	408
Female and Sports Fans	23%	(85)	57%	(208)	14%	(50)	5%	(19)	362

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Table MCSP6_7: How well do the following describe men's sports?

Aggressive

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	26%	(290)	47%	(523)	14%	(154)	12%	(136)	1104
Fans of Men's Sports	27%	(218)	50%	(409)	15%	(123)	8%	(63)	813
Fans of Women's Sports	28%	(164)	49%	(287)	14%	(83)	8%	(48)	583
Avid Fans of Women's Sports	34%	(77)	41%	(95)	14%	(32)	11%	(25)	229
Gen Z Sports Fans	29%	(23)	50%	(40)	18%	(15)	3%	(2)	80
Millennial Sports Fans	27%	(71)	49%	(127)	16%	(41)	9%	(22)	261
Gen X Sports Fans	29%	(51)	55%	(97)	10%	(18)	6%	(10)	177
Boomer Sports Fans	22%	(52)	58%	(134)	15%	(36)	5%	(11)	233
NBA Fans	29%	(149)	52%	(265)	14%	(71)	6%	(29)	514
Avid NBA Fans	38%	(71)	42%	(79)	15%	(27)	6%	(11)	189
Casual NBA Fans	24%	(78)	57%	(186)	13%	(44)	5%	(18)	325

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

Table MCSP6_8: How well do the following describe men's sports?*Intense*

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	29%	(318)	44%	(489)	13%	(149)	13%	(148)	1104
Gender: Male	35%	(179)	44%	(225)	12%	(63)	9%	(49)	516
Gender: Female	24%	(138)	45%	(264)	15%	(86)	17%	(99)	588
Age: 18-34	31%	(109)	41%	(145)	14%	(49)	14%	(48)	350
Age: 35-44	33%	(57)	41%	(70)	11%	(19)	15%	(26)	172
Age: 45-64	27%	(105)	46%	(178)	13%	(50)	13%	(51)	384
Age: 65+	24%	(47)	49%	(96)	16%	(31)	12%	(23)	198
GenZers: 1997-2012	39%	(47)	30%	(37)	19%	(24)	12%	(14)	122
Millennials: 1981-1996	31%	(108)	44%	(154)	12%	(41)	14%	(50)	353
GenXers: 1965-1980	29%	(71)	50%	(124)	10%	(24)	11%	(27)	246
Baby Boomers: 1946-1964	24%	(84)	45%	(160)	16%	(55)	15%	(54)	353
PID: Dem (no lean)	32%	(128)	47%	(188)	12%	(46)	10%	(39)	402
PID: Ind (no lean)	26%	(96)	44%	(160)	14%	(52)	15%	(56)	364
PID: Rep (no lean)	28%	(93)	42%	(141)	15%	(50)	16%	(53)	338
PID/Gender: Dem Men	38%	(70)	45%	(85)	12%	(22)	5%	(10)	187
PID/Gender: Dem Women	27%	(58)	48%	(103)	11%	(24)	14%	(29)	214
PID/Gender: Ind Men	30%	(48)	46%	(73)	14%	(22)	10%	(16)	159
PID/Gender: Ind Women	23%	(48)	43%	(87)	15%	(30)	19%	(40)	205
PID/Gender: Rep Men	36%	(61)	40%	(67)	11%	(19)	14%	(23)	170
PID/Gender: Rep Women	19%	(33)	44%	(74)	19%	(32)	18%	(30)	169
Ideo: Liberal (1-3)	32%	(105)	47%	(156)	11%	(38)	10%	(32)	331
Ideo: Moderate (4)	30%	(82)	46%	(126)	16%	(42)	8%	(22)	272
Ideo: Conservative (5-7)	25%	(96)	44%	(169)	16%	(60)	16%	(62)	388
Educ: < College	30%	(229)	40%	(309)	14%	(107)	16%	(121)	765
Educ: Bachelors degree	25%	(55)	56%	(124)	12%	(26)	7%	(16)	222
Educ: Post-grad	29%	(34)	48%	(56)	14%	(16)	9%	(11)	117
Income: Under 50k	28%	(155)	43%	(238)	14%	(79)	16%	(88)	560
Income: 50k-100k	29%	(105)	46%	(162)	12%	(43)	13%	(46)	356
Income: 100k+	31%	(58)	47%	(88)	14%	(27)	8%	(14)	188
Ethnicity: White	25%	(217)	47%	(403)	14%	(119)	13%	(114)	853
Ethnicity: Hispanic	39%	(60)	44%	(69)	12%	(18)	5%	(9)	155
Ethnicity: Black	41%	(59)	34%	(49)	9%	(12)	16%	(23)	143

Continued on next page

Table MCSP6_8: How well do the following describe men's sports?

Intense

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	29%	(318)	44%	(489)	13%	(149)	13%	(148)	1104
Ethnicity: Other	39%	(42)	34%	(37)	16%	(18)	11%	(12)	108
All Christian	28%	(149)	48%	(255)	12%	(66)	12%	(64)	534
All Non-Christian	34%	(22)	48%	(31)	7%	(5)	11%	(7)	65
Agnostic/Nothing in particular	29%	(82)	37%	(104)	17%	(47)	18%	(51)	284
Something Else	30%	(55)	42%	(76)	15%	(28)	12%	(22)	180
Religious Non-Protestant/Catholic	31%	(23)	48%	(35)	10%	(7)	11%	(9)	74
Evangelical	29%	(89)	45%	(140)	13%	(40)	14%	(42)	312
Non-Evangelical	29%	(112)	47%	(180)	13%	(48)	11%	(43)	384
Community: Urban	31%	(94)	45%	(138)	13%	(40)	11%	(35)	306
Community: Suburban	29%	(146)	48%	(242)	10%	(53)	13%	(67)	508
Community: Rural	27%	(78)	38%	(109)	19%	(56)	16%	(47)	289
Employ: Private Sector	30%	(109)	47%	(171)	13%	(47)	9%	(33)	359
Employ: Government	29%	(23)	51%	(40)	7%	(6)	12%	(10)	79
Employ: Self-Employed	27%	(24)	40%	(35)	25%	(23)	8%	(7)	89
Employ: Homemaker	26%	(23)	37%	(33)	17%	(15)	20%	(18)	89
Employ: Student	39%	(24)	30%	(18)	14%	(9)	17%	(11)	62
Employ: Retired	19%	(43)	52%	(115)	14%	(31)	14%	(32)	221
Employ: Unemployed	37%	(57)	33%	(51)	10%	(16)	20%	(31)	155
Military HH: Yes	26%	(41)	52%	(83)	8%	(13)	13%	(21)	159
Military HH: No	29%	(277)	43%	(406)	14%	(135)	13%	(127)	945
RD/WT: Right Direction	31%	(154)	48%	(239)	12%	(58)	9%	(44)	496
RD/WT: Wrong Track	27%	(163)	41%	(250)	15%	(90)	17%	(104)	608
Biden Job Approve	34%	(202)	46%	(279)	11%	(64)	10%	(57)	602
Biden Job Disapprove	22%	(95)	42%	(185)	18%	(77)	18%	(80)	437
Biden Job Strongly Approve	36%	(117)	44%	(140)	10%	(31)	10%	(34)	321
Biden Job Somewhat Approve	30%	(85)	49%	(139)	12%	(34)	8%	(24)	281
Biden Job Somewhat Disapprove	16%	(18)	54%	(61)	20%	(22)	10%	(11)	113
Biden Job Strongly Disapprove	24%	(77)	38%	(124)	17%	(55)	21%	(68)	324
Favorable of Biden	34%	(205)	45%	(271)	11%	(67)	10%	(57)	600
Unfavorable of Biden	22%	(99)	43%	(191)	17%	(74)	18%	(79)	443

Continued on next page

Table MCSP6_8: How well do the following describe men's sports?
Intense

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	29%	(318)	44%	(489)	13%	(149)	13%	(148)	1104
Very Favorable of Biden	36%	(124)	42%	(144)	11%	(39)	10%	(36)	343
Somewhat Favorable of Biden	31%	(80)	50%	(127)	11%	(28)	8%	(21)	257
Somewhat Unfavorable of Biden	21%	(22)	50%	(53)	18%	(20)	11%	(12)	107
Very Unfavorable of Biden	23%	(76)	41%	(138)	16%	(55)	20%	(67)	336
#1 Issue: Economy	30%	(128)	44%	(188)	13%	(56)	12%	(51)	422
#1 Issue: Security	31%	(52)	39%	(66)	19%	(33)	11%	(19)	171
#1 Issue: Health Care	24%	(36)	56%	(85)	12%	(18)	7%	(11)	150
#1 Issue: Medicare / Social Security	22%	(25)	44%	(50)	9%	(10)	26%	(29)	114
#1 Issue: Education	46%	(23)	32%	(17)	4%	(2)	18%	(9)	51
#1 Issue: Energy	28%	(18)	47%	(32)	14%	(10)	10%	(7)	67
#1 Issue: Other	26%	(23)	38%	(33)	15%	(13)	21%	(18)	86
2020 Vote: Joe Biden	31%	(151)	47%	(228)	11%	(55)	10%	(48)	481
2020 Vote: Donald Trump	26%	(94)	43%	(153)	14%	(50)	17%	(61)	357
2020 Vote: Didn't Vote	29%	(68)	38%	(88)	17%	(40)	16%	(36)	232
2018 House Vote: Democrat	27%	(95)	51%	(180)	11%	(38)	11%	(39)	352
2018 House Vote: Republican	24%	(74)	48%	(149)	14%	(44)	14%	(44)	312
2016 Vote: Hillary Clinton	30%	(101)	49%	(163)	12%	(40)	9%	(30)	333
2016 Vote: Donald Trump	24%	(85)	45%	(161)	14%	(50)	17%	(59)	356
2016 Vote: Other	22%	(14)	52%	(35)	11%	(7)	15%	(10)	66
2016 Vote: Didn't Vote	34%	(118)	37%	(129)	15%	(52)	14%	(49)	348
Voted in 2014: Yes	27%	(167)	49%	(308)	13%	(79)	12%	(76)	630
Voted in 2014: No	32%	(151)	38%	(181)	15%	(70)	15%	(72)	474
4-Region: Northeast	27%	(49)	45%	(80)	13%	(24)	15%	(27)	180
4-Region: Midwest	27%	(66)	48%	(115)	12%	(29)	13%	(32)	241
4-Region: South	32%	(142)	41%	(178)	13%	(57)	14%	(62)	438
4-Region: West	25%	(61)	48%	(116)	16%	(39)	11%	(28)	244
Sports Fans	36%	(278)	50%	(388)	10%	(78)	4%	(27)	771
Avid Sports Fans	53%	(142)	42%	(111)	3%	(7)	3%	(7)	267
Casual Sports Fans	27%	(136)	55%	(276)	14%	(71)	4%	(20)	504
Male and Sports Fans	40%	(165)	46%	(189)	11%	(43)	3%	(11)	408
Female and Sports Fans	31%	(113)	55%	(199)	10%	(35)	5%	(16)	362

Continued on next page

Table MCSP6_8: How well do the following describe men's sports?

Intense

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	29%	(318)	44%	(489)	13%	(149)	13%	(148)	1104
Fans of Men's Sports	34%	(277)	49%	(402)	11%	(90)	6%	(45)	813
Fans of Women's Sports	37%	(214)	49%	(287)	10%	(56)	4%	(26)	583
Avid Fans of Women's Sports	46%	(104)	41%	(95)	8%	(18)	5%	(12)	229
Gen Z Sports Fans	53%	(42)	31%	(25)	12%	(10)	3%	(2)	80
Millennial Sports Fans	39%	(103)	48%	(126)	8%	(21)	4%	(11)	261
Gen X Sports Fans	33%	(58)	57%	(101)	7%	(13)	3%	(5)	177
Boomer Sports Fans	29%	(68)	54%	(125)	14%	(32)	3%	(8)	233
NBA Fans	40%	(206)	49%	(251)	8%	(44)	2%	(12)	514
Avid NBA Fans	54%	(101)	39%	(73)	4%	(8)	3%	(6)	189
Casual NBA Fans	32%	(105)	55%	(178)	11%	(35)	2%	(6)	325

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

Table MCSP7_1: How well do the following describe women's sports?*Competitive*

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	31%	(341)	43%	(476)	11%	(118)	15%	(161)	1096
Gender: Male	31%	(172)	44%	(243)	13%	(70)	11%	(62)	546
Gender: Female	31%	(169)	42%	(233)	9%	(49)	18%	(100)	550
Age: 18-34	34%	(104)	36%	(111)	13%	(39)	17%	(52)	305
Age: 35-44	34%	(62)	43%	(80)	14%	(25)	10%	(18)	186
Age: 45-64	28%	(102)	46%	(170)	9%	(32)	17%	(63)	367
Age: 65+	30%	(72)	48%	(115)	9%	(22)	12%	(29)	238
GenZers: 1997-2012	30%	(30)	37%	(37)	14%	(14)	20%	(20)	101
Millennials: 1981-1996	35%	(113)	38%	(124)	13%	(42)	14%	(44)	323
GenXers: 1965-1980	30%	(77)	43%	(109)	10%	(24)	18%	(45)	254
Baby Boomers: 1946-1964	29%	(114)	49%	(189)	9%	(36)	12%	(48)	387
PID: Dem (no lean)	35%	(166)	42%	(200)	8%	(38)	15%	(73)	477
PID: Ind (no lean)	29%	(94)	49%	(160)	8%	(28)	14%	(45)	327
PID: Rep (no lean)	28%	(81)	40%	(116)	18%	(52)	15%	(43)	293
PID/Gender: Dem Men	38%	(91)	42%	(100)	11%	(25)	9%	(22)	238
PID/Gender: Dem Women	31%	(74)	42%	(100)	6%	(13)	21%	(51)	239
PID/Gender: Ind Men	25%	(42)	52%	(88)	12%	(21)	11%	(18)	170
PID/Gender: Ind Women	33%	(51)	46%	(72)	4%	(7)	17%	(27)	157
PID/Gender: Rep Men	28%	(39)	40%	(55)	17%	(24)	15%	(21)	138
PID/Gender: Rep Women	28%	(43)	40%	(62)	18%	(29)	14%	(22)	154
Ideo: Liberal (1-3)	41%	(133)	40%	(131)	7%	(22)	12%	(38)	325
Ideo: Moderate (4)	27%	(88)	48%	(157)	11%	(37)	14%	(45)	327
Ideo: Conservative (5-7)	26%	(90)	44%	(151)	15%	(53)	15%	(52)	345
Educ: < College	29%	(216)	43%	(321)	10%	(78)	18%	(131)	747
Educ: Bachelors degree	38%	(84)	41%	(91)	13%	(28)	9%	(19)	222
Educ: Post-grad	32%	(40)	50%	(64)	9%	(12)	8%	(11)	127
Income: Under 50k	31%	(169)	40%	(222)	11%	(59)	18%	(100)	550
Income: 50k-100k	31%	(114)	45%	(169)	10%	(39)	14%	(51)	374
Income: 100k+	33%	(57)	49%	(85)	12%	(20)	6%	(10)	172
Ethnicity: White	30%	(260)	46%	(396)	10%	(87)	15%	(126)	869
Ethnicity: Hispanic	37%	(71)	42%	(82)	14%	(28)	7%	(13)	194
Ethnicity: Black	34%	(45)	35%	(45)	8%	(11)	23%	(30)	132

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Table MCSP7_1: How well do the following describe women's sports?

Competitive

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	31%	(341)	43%	(476)	11%	(118)	15%	(161)	1096
Ethnicity: Other	37%	(36)	37%	(35)	21%	(20)	5%	(5)	96
All Christian	33%	(186)	46%	(262)	11%	(63)	11%	(61)	572
All Non-Christian	33%	(18)	41%	(23)	8%	(4)	18%	(10)	55
Agnostic/Nothing in particular	29%	(77)	43%	(116)	13%	(35)	16%	(43)	271
Something Else	29%	(44)	38%	(57)	9%	(14)	23%	(35)	149
Religious Non-Protestant/Catholic	29%	(20)	41%	(28)	15%	(10)	15%	(10)	68
Evangelical	32%	(97)	44%	(130)	10%	(29)	14%	(42)	298
Non-Evangelical	31%	(125)	45%	(181)	10%	(42)	13%	(52)	399
Community: Urban	38%	(122)	43%	(137)	6%	(20)	12%	(39)	319
Community: Suburban	30%	(158)	46%	(240)	11%	(60)	12%	(64)	523
Community: Rural	24%	(60)	39%	(99)	15%	(38)	23%	(58)	255
Employ: Private Sector	29%	(98)	48%	(163)	12%	(41)	12%	(39)	341
Employ: Government	42%	(25)	38%	(23)	13%	(8)	7%	(4)	60
Employ: Self-Employed	38%	(34)	37%	(33)	8%	(8)	16%	(15)	89
Employ: Homemaker	27%	(22)	44%	(37)	8%	(7)	22%	(18)	84
Employ: Retired	32%	(84)	45%	(118)	10%	(26)	13%	(34)	262
Employ: Unemployed	34%	(52)	35%	(52)	8%	(13)	22%	(33)	150
Employ: Other	19%	(13)	45%	(30)	16%	(10)	20%	(13)	65
Military HH: Yes	25%	(42)	47%	(80)	9%	(16)	19%	(33)	170
Military HH: No	32%	(298)	43%	(396)	11%	(102)	14%	(129)	926
RD/WT: Right Direction	35%	(209)	45%	(273)	8%	(48)	12%	(74)	604
RD/WT: Wrong Track	27%	(131)	41%	(203)	14%	(71)	18%	(87)	493
Biden Job Approve	35%	(229)	45%	(299)	7%	(48)	13%	(84)	660
Biden Job Disapprove	26%	(103)	40%	(156)	17%	(66)	17%	(68)	393
Biden Job Strongly Approve	41%	(158)	38%	(148)	7%	(27)	14%	(54)	387
Biden Job Somewhat Approve	26%	(71)	55%	(151)	8%	(21)	11%	(30)	274
Biden Job Somewhat Disapprove	28%	(35)	42%	(51)	17%	(21)	13%	(15)	122
Biden Job Strongly Disapprove	25%	(68)	39%	(105)	17%	(45)	19%	(52)	270
Favorable of Biden	35%	(227)	46%	(300)	7%	(42)	12%	(79)	649
Unfavorable of Biden	25%	(101)	40%	(158)	18%	(71)	17%	(66)	396

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Table MCSP7_1: How well do the following describe women's sports?

Competitive

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	31%	(341)	43%	(476)	11%	(118)	15%	(161)	1096
Very Favorable of Biden	41%	(155)	39%	(149)	6%	(23)	14%	(51)	378
Somewhat Favorable of Biden	27%	(72)	56%	(152)	7%	(19)	10%	(28)	271
Somewhat Unfavorable of Biden	27%	(32)	48%	(57)	12%	(14)	13%	(15)	119
Very Unfavorable of Biden	25%	(69)	36%	(101)	21%	(57)	18%	(51)	277
#1 Issue: Economy	34%	(140)	43%	(177)	11%	(44)	13%	(54)	414
#1 Issue: Security	29%	(42)	35%	(51)	16%	(24)	19%	(27)	145
#1 Issue: Health Care	31%	(55)	48%	(85)	6%	(11)	14%	(25)	176
#1 Issue: Medicare / Social Security	31%	(44)	38%	(54)	11%	(16)	20%	(29)	143
#1 Issue: Women's Issues	27%	(14)	50%	(25)	10%	(5)	13%	(7)	51
#1 Issue: Energy	31%	(19)	50%	(30)	7%	(4)	12%	(7)	59
#1 Issue: Other	21%	(13)	58%	(36)	14%	(8)	8%	(5)	62
2020 Vote: Joe Biden	35%	(184)	48%	(254)	7%	(39)	10%	(54)	531
2020 Vote: Donald Trump	26%	(82)	40%	(127)	17%	(54)	18%	(57)	320
2020 Vote: Didn't Vote	29%	(61)	40%	(83)	11%	(23)	20%	(41)	208
2018 House Vote: Democrat	40%	(165)	44%	(181)	7%	(27)	10%	(42)	415
2018 House Vote: Republican	25%	(67)	42%	(113)	16%	(43)	17%	(46)	268
2016 Vote: Hillary Clinton	38%	(141)	46%	(172)	5%	(19)	11%	(42)	374
2016 Vote: Donald Trump	26%	(84)	41%	(135)	17%	(56)	16%	(53)	327
2016 Vote: Other	32%	(23)	38%	(27)	16%	(11)	13%	(10)	71
2016 Vote: Didn't Vote	29%	(93)	43%	(140)	10%	(32)	18%	(57)	322
Voted in 2014: Yes	32%	(206)	45%	(289)	9%	(61)	13%	(84)	639
Voted in 2014: No	30%	(135)	41%	(187)	13%	(58)	17%	(77)	457
4-Region: Northeast	34%	(72)	35%	(75)	15%	(32)	16%	(34)	213
4-Region: Midwest	30%	(65)	45%	(100)	9%	(20)	16%	(35)	221
4-Region: South	29%	(113)	43%	(165)	11%	(44)	17%	(64)	386
4-Region: West	33%	(90)	49%	(136)	8%	(22)	10%	(28)	276
Sports Fans	33%	(239)	49%	(358)	10%	(74)	8%	(56)	728
Avid Sports Fans	41%	(110)	45%	(119)	8%	(21)	6%	(16)	266
Casual Sports Fans	28%	(130)	52%	(240)	11%	(53)	9%	(40)	462
Male and Sports Fans	33%	(141)	49%	(214)	12%	(51)	6%	(27)	433
Female and Sports Fans	33%	(99)	49%	(145)	8%	(23)	10%	(30)	296

Continued on next page

Table MCSP7_1: How well do the following describe women's sports?

Competitive

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	31%	(341)	43%	(476)	11%	(118)	15%	(161)	1096
Fans of Men's Sports	34%	(279)	47%	(381)	12%	(101)	7%	(54)	815
Fans of Women's Sports	39%	(227)	44%	(257)	12%	(69)	5%	(30)	582
Avid Fans of Women's Sports	46%	(103)	40%	(90)	10%	(23)	4%	(9)	225
Gen Z Sports Fans	38%	(20)	43%	(23)	7%	(4)	12%	(6)	53
Millennial Sports Fans	37%	(86)	43%	(98)	12%	(29)	8%	(17)	230
Gen X Sports Fans	32%	(52)	48%	(76)	13%	(20)	7%	(11)	160
Boomer Sports Fans	30%	(77)	56%	(146)	8%	(20)	7%	(18)	261
NBA Fans	38%	(191)	46%	(234)	11%	(56)	6%	(28)	508
Avid NBA Fans	45%	(88)	41%	(81)	10%	(20)	4%	(9)	198
Casual NBA Fans	33%	(103)	49%	(152)	12%	(36)	6%	(19)	311

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

Table MCSP7_2: How well do the following describe women's sports?
Fun to watch

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	18%	(196)	36%	(395)	21%	(226)	25%	(279)	1096
Gender: Male	22%	(122)	38%	(207)	21%	(117)	18%	(100)	546
Gender: Female	13%	(74)	34%	(188)	20%	(109)	33%	(179)	550
Age: 18-34	28%	(85)	30%	(91)	18%	(54)	25%	(75)	305
Age: 35-44	24%	(44)	39%	(72)	18%	(33)	20%	(37)	186
Age: 45-64	10%	(37)	38%	(139)	21%	(78)	31%	(113)	367
Age: 65+	13%	(30)	39%	(93)	26%	(61)	23%	(54)	238
GenZers: 1997-2012	22%	(22)	30%	(31)	14%	(14)	34%	(34)	101
Millennials: 1981-1996	30%	(96)	32%	(104)	19%	(61)	19%	(61)	323
GenXers: 1965-1980	11%	(27)	39%	(100)	18%	(47)	32%	(80)	254
Baby Boomers: 1946-1964	13%	(49)	38%	(147)	24%	(94)	25%	(97)	387
PID: Dem (no lean)	24%	(115)	39%	(187)	16%	(75)	21%	(100)	477
PID: Ind (no lean)	12%	(40)	38%	(123)	22%	(73)	28%	(91)	327
PID: Rep (no lean)	14%	(41)	29%	(85)	27%	(79)	30%	(88)	293
PID/Gender: Dem Men	32%	(76)	40%	(95)	16%	(38)	13%	(30)	238
PID/Gender: Dem Women	16%	(39)	39%	(92)	16%	(37)	29%	(70)	239
PID/Gender: Ind Men	13%	(22)	39%	(66)	25%	(42)	24%	(40)	170
PID/Gender: Ind Women	12%	(18)	37%	(58)	20%	(31)	32%	(51)	157
PID/Gender: Rep Men	17%	(24)	34%	(47)	27%	(37)	22%	(30)	138
PID/Gender: Rep Women	11%	(16)	25%	(38)	27%	(41)	38%	(59)	154
Ideo: Liberal (1-3)	25%	(80)	42%	(135)	17%	(54)	17%	(56)	325
Ideo: Moderate (4)	15%	(50)	41%	(133)	20%	(65)	24%	(80)	327
Ideo: Conservative (5-7)	14%	(49)	30%	(103)	26%	(92)	30%	(102)	345
Educ: < College	17%	(125)	34%	(255)	19%	(142)	30%	(225)	747
Educ: Bachelors degree	18%	(40)	38%	(84)	27%	(60)	17%	(39)	222
Educ: Post-grad	24%	(31)	44%	(56)	19%	(25)	12%	(15)	127
Income: Under 50k	17%	(93)	32%	(175)	19%	(103)	32%	(179)	550
Income: 50k-100k	17%	(63)	40%	(149)	23%	(85)	21%	(77)	374
Income: 100k+	23%	(40)	41%	(71)	22%	(38)	14%	(23)	172
Ethnicity: White	16%	(137)	38%	(333)	22%	(187)	24%	(213)	869
Ethnicity: Hispanic	25%	(48)	40%	(78)	17%	(33)	18%	(36)	194
Ethnicity: Black	28%	(36)	21%	(28)	14%	(18)	37%	(49)	132

Continued on next page

Table MCSP7_2: How well do the following describe women's sports?

Fun to watch

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	18%	(196)	36%	(395)	21%	(226)	25%	(279)	1096
Ethnicity: Other	24%	(23)	36%	(34)	22%	(21)	18%	(17)	96
All Christian	18%	(102)	38%	(217)	22%	(127)	22%	(126)	572
All Non-Christian	29%	(16)	32%	(18)	24%	(14)	15%	(8)	55
Agnostic/Nothing in particular	16%	(43)	35%	(95)	20%	(54)	29%	(79)	271
Something Else	19%	(29)	35%	(52)	15%	(22)	31%	(46)	149
Religious Non-Protestant/Catholic	24%	(16)	33%	(23)	30%	(20)	13%	(9)	68
Evangelical	17%	(50)	36%	(107)	19%	(57)	28%	(83)	298
Non-Evangelical	19%	(76)	38%	(153)	21%	(84)	21%	(86)	399
Community: Urban	30%	(94)	32%	(104)	14%	(44)	24%	(77)	319
Community: Suburban	15%	(78)	40%	(207)	24%	(124)	22%	(114)	523
Community: Rural	9%	(24)	33%	(85)	23%	(58)	35%	(89)	255
Employ: Private Sector	19%	(64)	40%	(135)	20%	(69)	21%	(73)	341
Employ: Government	32%	(19)	29%	(18)	21%	(13)	18%	(11)	60
Employ: Self-Employed	31%	(28)	35%	(31)	18%	(16)	16%	(15)	89
Employ: Homemaker	9%	(7)	38%	(32)	16%	(13)	37%	(31)	84
Employ: Retired	12%	(32)	38%	(99)	26%	(68)	24%	(64)	262
Employ: Unemployed	22%	(33)	28%	(41)	13%	(20)	37%	(55)	150
Employ: Other	7%	(4)	35%	(23)	30%	(20)	28%	(19)	65
Military HH: Yes	14%	(23)	38%	(65)	19%	(33)	29%	(49)	170
Military HH: No	19%	(173)	36%	(330)	21%	(194)	25%	(230)	926
RD/WT: Right Direction	23%	(140)	40%	(243)	15%	(93)	21%	(129)	604
RD/WT: Wrong Track	11%	(56)	31%	(152)	27%	(133)	31%	(151)	493
Biden Job Approve	23%	(150)	41%	(271)	15%	(97)	21%	(142)	660
Biden Job Disapprove	11%	(44)	27%	(108)	31%	(120)	31%	(121)	393
Biden Job Strongly Approve	31%	(118)	34%	(132)	13%	(49)	23%	(88)	387
Biden Job Somewhat Approve	11%	(31)	51%	(140)	18%	(48)	20%	(54)	274
Biden Job Somewhat Disapprove	14%	(17)	33%	(40)	28%	(35)	26%	(31)	122
Biden Job Strongly Disapprove	10%	(27)	25%	(68)	32%	(86)	33%	(90)	270
Favorable of Biden	23%	(148)	41%	(265)	14%	(94)	22%	(143)	649
Unfavorable of Biden	9%	(37)	29%	(115)	31%	(121)	31%	(123)	396

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Table MCSP7_2: How well do the following describe women's sports?
Fun to watch

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	18%	(196)	36%	(395)	21%	(226)	25%	(279)	1096
Very Favorable of Biden	30%	(113)	35%	(132)	13%	(50)	22%	(83)	378
Somewhat Favorable of Biden	13%	(35)	49%	(133)	16%	(43)	22%	(60)	271
Somewhat Unfavorable of Biden	8%	(9)	40%	(48)	29%	(35)	23%	(27)	119
Very Unfavorable of Biden	10%	(28)	24%	(67)	31%	(87)	34%	(95)	277
#1 Issue: Economy	19%	(80)	36%	(151)	20%	(83)	24%	(100)	414
#1 Issue: Security	11%	(16)	24%	(35)	34%	(49)	31%	(45)	145
#1 Issue: Health Care	26%	(45)	40%	(71)	13%	(22)	21%	(37)	176
#1 Issue: Medicare / Social Security	15%	(22)	36%	(51)	19%	(27)	30%	(43)	143
#1 Issue: Women's Issues	15%	(8)	44%	(23)	17%	(9)	23%	(12)	51
#1 Issue: Energy	12%	(7)	52%	(31)	14%	(9)	22%	(13)	59
#1 Issue: Other	13%	(8)	33%	(20)	22%	(13)	33%	(20)	62
2020 Vote: Joe Biden	22%	(114)	44%	(234)	16%	(84)	19%	(99)	531
2020 Vote: Donald Trump	12%	(38)	29%	(92)	30%	(96)	29%	(94)	320
2020 Vote: Didn't Vote	17%	(36)	29%	(60)	18%	(38)	35%	(73)	208
2018 House Vote: Democrat	23%	(96)	43%	(178)	17%	(69)	17%	(71)	415
2018 House Vote: Republican	14%	(38)	28%	(74)	30%	(80)	28%	(76)	268
2016 Vote: Hillary Clinton	24%	(88)	44%	(163)	14%	(51)	19%	(72)	374
2016 Vote: Donald Trump	14%	(47)	29%	(96)	31%	(101)	25%	(82)	327
2016 Vote: Other	14%	(10)	26%	(19)	20%	(14)	39%	(28)	71
2016 Vote: Didn't Vote	16%	(51)	35%	(114)	19%	(60)	30%	(98)	322
Voted in 2014: Yes	20%	(126)	37%	(239)	21%	(135)	22%	(138)	639
Voted in 2014: No	15%	(70)	34%	(156)	20%	(91)	31%	(141)	457
4-Region: Northeast	26%	(56)	30%	(64)	22%	(48)	21%	(46)	213
4-Region: Midwest	15%	(33)	35%	(78)	24%	(53)	26%	(57)	221
4-Region: South	14%	(55)	35%	(134)	23%	(90)	28%	(107)	386
4-Region: West	19%	(52)	43%	(119)	13%	(36)	25%	(69)	276
Sports Fans	22%	(162)	44%	(324)	20%	(148)	13%	(95)	728
Avid Sports Fans	36%	(95)	39%	(104)	17%	(46)	8%	(21)	266
Casual Sports Fans	14%	(67)	47%	(219)	22%	(102)	16%	(75)	462
Male and Sports Fans	24%	(106)	43%	(184)	22%	(95)	11%	(48)	433
Female and Sports Fans	19%	(56)	47%	(139)	18%	(53)	16%	(48)	296

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Table MCSP7_2: How well do the following describe women's sports?

Fun to watch

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	18%	(196)	36%	(395)	21%	(226)	25%	(279)	1096
Fans of Men's Sports	22%	(181)	42%	(343)	21%	(175)	14%	(116)	815
Fans of Women's Sports	29%	(169)	44%	(256)	17%	(99)	10%	(58)	582
Avid Fans of Women's Sports	48%	(107)	38%	(85)	11%	(24)	4%	(9)	225
Gen Z Sports Fans	33%	(18)	35%	(19)	9%	(5)	23%	(12)	53
Millennial Sports Fans	35%	(80)	39%	(89)	18%	(42)	8%	(19)	230
Gen X Sports Fans	14%	(22)	53%	(85)	20%	(32)	14%	(22)	160
Boomer Sports Fans	16%	(42)	46%	(120)	23%	(60)	15%	(39)	261
NBA Fans	28%	(141)	43%	(217)	20%	(102)	10%	(48)	508
Avid NBA Fans	42%	(83)	34%	(68)	18%	(35)	6%	(12)	198
Casual NBA Fans	19%	(59)	48%	(149)	21%	(67)	12%	(37)	311

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

Table MCSP7_3: How well do the following describe women's sports?*Boring*

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	14%	(156)	21%	(225)	30%	(324)	36%	(391)	1096
Gender: Male	14%	(77)	19%	(102)	32%	(177)	35%	(190)	546
Gender: Female	14%	(79)	22%	(123)	27%	(147)	37%	(201)	550
Age: 18-34	12%	(37)	21%	(63)	23%	(71)	44%	(134)	305
Age: 35-44	18%	(33)	22%	(41)	31%	(57)	30%	(55)	186
Age: 45-64	15%	(56)	22%	(81)	32%	(116)	31%	(114)	367
Age: 65+	12%	(29)	17%	(41)	34%	(81)	37%	(88)	238
GenZers: 1997-2012	8%	(8)	23%	(23)	33%	(33)	37%	(37)	101
Millennials: 1981-1996	15%	(49)	20%	(65)	25%	(80)	40%	(128)	323
GenXers: 1965-1980	17%	(44)	19%	(50)	28%	(72)	35%	(89)	254
Baby Boomers: 1946-1964	14%	(53)	21%	(81)	33%	(129)	32%	(124)	387
PID: Dem (no lean)	11%	(51)	19%	(92)	28%	(132)	42%	(202)	477
PID: Ind (no lean)	16%	(53)	22%	(71)	31%	(102)	31%	(100)	327
PID: Rep (no lean)	18%	(51)	21%	(62)	31%	(90)	30%	(89)	293
PID/Gender: Dem Men	11%	(26)	17%	(40)	30%	(72)	42%	(101)	238
PID/Gender: Dem Women	11%	(25)	22%	(53)	25%	(60)	42%	(101)	239
PID/Gender: Ind Men	18%	(31)	22%	(37)	34%	(58)	26%	(44)	170
PID/Gender: Ind Women	14%	(22)	21%	(34)	28%	(44)	36%	(57)	157
PID/Gender: Rep Men	15%	(20)	18%	(26)	34%	(48)	33%	(45)	138
PID/Gender: Rep Women	20%	(31)	24%	(37)	28%	(43)	28%	(44)	154
Ideo: Liberal (1-3)	12%	(40)	21%	(69)	29%	(94)	38%	(122)	325
Ideo: Moderate (4)	13%	(44)	23%	(74)	27%	(89)	37%	(119)	327
Ideo: Conservative (5-7)	17%	(59)	19%	(65)	33%	(113)	31%	(108)	345
Educ: < College	15%	(110)	19%	(143)	29%	(214)	38%	(281)	747
Educ: Bachelors degree	16%	(34)	23%	(52)	31%	(69)	30%	(67)	222
Educ: Post-grad	9%	(12)	24%	(31)	33%	(41)	34%	(44)	127
Income: Under 50k	16%	(87)	21%	(117)	26%	(141)	37%	(205)	550
Income: 50k-100k	13%	(48)	18%	(69)	33%	(124)	36%	(134)	374
Income: 100k+	12%	(20)	23%	(40)	34%	(59)	30%	(52)	172
Ethnicity: White	14%	(125)	20%	(172)	31%	(268)	35%	(305)	869
Ethnicity: Hispanic	14%	(28)	23%	(44)	31%	(59)	32%	(63)	194
Ethnicity: Black	16%	(21)	21%	(27)	18%	(24)	45%	(59)	132

Continued on next page

Table MCSP7_3: How well do the following describe women's sports?

Boring

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	14%	(156)	21%	(225)	30%	(324)	36%	(391)	1096
Ethnicity: Other	11%	(10)	28%	(27)	34%	(32)	28%	(27)	96
All Christian	15%	(84)	21%	(120)	31%	(178)	33%	(190)	572
All Non-Christian	21%	(12)	21%	(12)	17%	(9)	40%	(22)	55
Agnostic/Nothing in particular	15%	(40)	22%	(59)	29%	(80)	34%	(92)	271
Something Else	9%	(13)	17%	(25)	30%	(44)	45%	(67)	149
Religious Non-Protestant/Catholic	25%	(17)	20%	(14)	23%	(16)	33%	(22)	68
Evangelical	14%	(40)	22%	(66)	30%	(89)	35%	(103)	298
Non-Evangelical	13%	(52)	19%	(77)	31%	(122)	37%	(147)	399
Community: Urban	15%	(48)	19%	(60)	23%	(72)	44%	(139)	319
Community: Suburban	12%	(64)	20%	(107)	34%	(176)	34%	(176)	523
Community: Rural	17%	(44)	23%	(59)	30%	(76)	30%	(76)	255
Employ: Private Sector	13%	(45)	19%	(65)	31%	(107)	36%	(123)	341
Employ: Government	17%	(10)	26%	(15)	27%	(16)	30%	(18)	60
Employ: Self-Employed	20%	(18)	15%	(13)	34%	(31)	31%	(27)	89
Employ: Homemaker	20%	(17)	17%	(15)	36%	(30)	26%	(22)	84
Employ: Retired	12%	(32)	20%	(53)	32%	(83)	36%	(94)	262
Employ: Unemployed	14%	(22)	19%	(28)	18%	(27)	48%	(73)	150
Employ: Other	16%	(11)	28%	(19)	25%	(17)	30%	(20)	65
Military HH: Yes	13%	(22)	21%	(36)	33%	(55)	33%	(57)	170
Military HH: No	14%	(133)	20%	(189)	29%	(269)	36%	(334)	926
RD/WT: Right Direction	12%	(73)	20%	(121)	30%	(183)	38%	(227)	604
RD/WT: Wrong Track	17%	(82)	21%	(105)	29%	(142)	33%	(164)	493
Biden Job Approve	11%	(75)	20%	(129)	29%	(193)	40%	(264)	660
Biden Job Disapprove	19%	(75)	21%	(83)	31%	(121)	29%	(115)	393
Biden Job Strongly Approve	13%	(49)	18%	(71)	25%	(96)	44%	(171)	387
Biden Job Somewhat Approve	9%	(26)	21%	(58)	35%	(97)	34%	(93)	274
Biden Job Somewhat Disapprove	13%	(16)	21%	(26)	33%	(41)	33%	(40)	122
Biden Job Strongly Disapprove	22%	(59)	21%	(57)	29%	(80)	28%	(75)	270
Favorable of Biden	12%	(75)	19%	(124)	30%	(197)	39%	(254)	649
Unfavorable of Biden	19%	(77)	23%	(91)	28%	(111)	30%	(118)	396

Continued on next page

Table MCSP7_3: How well do the following describe women's sports?

Boring

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	14%	(156)	21%	(225)	30%	(324)	36%	(391)	1096
Very Favorable of Biden	13%	(50)	17%	(65)	24%	(93)	45%	(170)	378
Somewhat Favorable of Biden	9%	(24)	22%	(58)	38%	(104)	31%	(84)	271
Somewhat Unfavorable of Biden	13%	(15)	27%	(31)	26%	(31)	35%	(41)	119
Very Unfavorable of Biden	22%	(62)	21%	(59)	29%	(80)	28%	(77)	277
#1 Issue: Economy	15%	(60)	19%	(79)	31%	(129)	35%	(146)	414
#1 Issue: Security	20%	(29)	25%	(36)	23%	(33)	32%	(47)	145
#1 Issue: Health Care	11%	(20)	19%	(33)	29%	(51)	41%	(73)	176
#1 Issue: Medicare / Social Security	17%	(25)	14%	(20)	34%	(49)	35%	(50)	143
#1 Issue: Women's Issues	8%	(4)	22%	(11)	27%	(14)	44%	(22)	51
#1 Issue: Energy	8%	(5)	20%	(12)	36%	(22)	36%	(21)	59
#1 Issue: Other	16%	(10)	28%	(17)	23%	(14)	33%	(20)	62
2020 Vote: Joe Biden	10%	(54)	20%	(107)	32%	(172)	37%	(198)	531
2020 Vote: Donald Trump	18%	(59)	22%	(72)	28%	(90)	31%	(100)	320
2020 Vote: Didn't Vote	17%	(36)	20%	(42)	27%	(56)	36%	(74)	208
2018 House Vote: Democrat	10%	(43)	21%	(87)	27%	(111)	42%	(173)	415
2018 House Vote: Republican	17%	(45)	21%	(57)	32%	(86)	30%	(81)	268
2016 Vote: Hillary Clinton	10%	(37)	19%	(73)	28%	(105)	42%	(158)	374
2016 Vote: Donald Trump	18%	(59)	23%	(74)	29%	(95)	30%	(99)	327
2016 Vote: Other	22%	(15)	16%	(11)	35%	(24)	28%	(19)	71
2016 Vote: Didn't Vote	13%	(42)	21%	(67)	31%	(100)	35%	(114)	322
Voted in 2014: Yes	14%	(89)	19%	(124)	29%	(188)	37%	(238)	639
Voted in 2014: No	15%	(67)	22%	(101)	30%	(137)	33%	(152)	457
4-Region: Northeast	17%	(35)	18%	(38)	24%	(52)	41%	(88)	213
4-Region: Midwest	16%	(35)	19%	(42)	34%	(75)	31%	(68)	221
4-Region: South	14%	(55)	23%	(87)	25%	(96)	38%	(148)	386
4-Region: West	11%	(30)	21%	(58)	37%	(101)	32%	(87)	276
Sports Fans	9%	(64)	22%	(158)	34%	(245)	36%	(262)	728
Avid Sports Fans	11%	(28)	19%	(51)	30%	(80)	40%	(107)	266
Casual Sports Fans	8%	(36)	23%	(107)	36%	(165)	34%	(155)	462
Male and Sports Fans	11%	(49)	20%	(87)	35%	(149)	34%	(147)	433
Female and Sports Fans	5%	(14)	24%	(71)	32%	(95)	39%	(116)	296

Continued on next page

Table MCSP7_3: How well do the following describe women's sports?

Boring

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	14%	(156)	21%	(225)	30%	(324)	36%	(391)	1096
Fans of Men's Sports	11%	(89)	21%	(175)	33%	(272)	34%	(279)	815
Fans of Women's Sports	9%	(55)	18%	(106)	35%	(202)	38%	(220)	582
Avid Fans of Women's Sports	11%	(24)	14%	(33)	25%	(57)	49%	(111)	225
Gen Z Sports Fans	7%	(4)	29%	(15)	29%	(15)	35%	(18)	53
Millennial Sports Fans	11%	(26)	22%	(51)	27%	(61)	40%	(92)	230
Gen X Sports Fans	8%	(13)	21%	(33)	37%	(59)	34%	(54)	160
Boomer Sports Fans	8%	(20)	20%	(52)	39%	(103)	33%	(86)	261
NBA Fans	10%	(51)	21%	(105)	34%	(172)	36%	(181)	508
Avid NBA Fans	10%	(19)	23%	(45)	26%	(51)	42%	(83)	198
Casual NBA Fans	10%	(32)	19%	(60)	39%	(121)	32%	(98)	311

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

Table MCSP7_4: How well do the following describe women's sports?

Inspiring

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	21%	(233)	39%	(429)	17%	(192)	22%	(243)	1096
Gender: Male	22%	(123)	40%	(218)	19%	(105)	18%	(100)	546
Gender: Female	20%	(110)	38%	(210)	16%	(87)	26%	(143)	550
Age: 18-34	35%	(106)	26%	(81)	16%	(49)	23%	(69)	305
Age: 35-44	26%	(49)	41%	(75)	17%	(32)	16%	(30)	186
Age: 45-64	14%	(51)	43%	(158)	17%	(63)	26%	(96)	367
Age: 65+	11%	(27)	48%	(115)	20%	(48)	20%	(48)	238
GenZers: 1997-2012	33%	(33)	23%	(23)	15%	(15)	29%	(30)	101
Millennials: 1981-1996	31%	(101)	35%	(112)	17%	(56)	17%	(54)	323
GenXers: 1965-1980	18%	(46)	39%	(98)	14%	(37)	29%	(73)	254
Baby Boomers: 1946-1964	13%	(51)	46%	(178)	20%	(77)	21%	(81)	387
PID: Dem (no lean)	28%	(132)	41%	(197)	14%	(68)	17%	(79)	477
PID: Ind (no lean)	20%	(65)	36%	(117)	21%	(67)	24%	(78)	327
PID: Rep (no lean)	12%	(36)	39%	(114)	19%	(56)	30%	(87)	293
PID/Gender: Dem Men	32%	(75)	40%	(96)	17%	(41)	11%	(26)	238
PID/Gender: Dem Women	24%	(57)	42%	(101)	12%	(28)	22%	(53)	239
PID/Gender: Ind Men	17%	(29)	37%	(63)	24%	(40)	22%	(38)	170
PID/Gender: Ind Women	23%	(35)	35%	(55)	17%	(27)	26%	(40)	157
PID/Gender: Rep Men	13%	(18)	43%	(60)	17%	(24)	27%	(37)	138
PID/Gender: Rep Women	12%	(18)	35%	(54)	21%	(32)	32%	(50)	154
Ideo: Liberal (1-3)	31%	(102)	41%	(134)	16%	(51)	12%	(38)	325
Ideo: Moderate (4)	23%	(74)	41%	(134)	16%	(53)	20%	(65)	327
Ideo: Conservative (5-7)	11%	(39)	38%	(133)	23%	(81)	27%	(93)	345
Educ: < College	21%	(154)	37%	(273)	17%	(124)	26%	(196)	747
Educ: Bachelors degree	22%	(50)	42%	(92)	20%	(45)	16%	(35)	222
Educ: Post-grad	23%	(29)	50%	(63)	17%	(22)	10%	(12)	127
Income: Under 50k	20%	(112)	35%	(193)	17%	(94)	27%	(151)	550
Income: 50k-100k	21%	(79)	41%	(152)	18%	(67)	20%	(76)	374
Income: 100k+	24%	(42)	49%	(83)	18%	(30)	10%	(16)	172
Ethnicity: White	19%	(167)	42%	(362)	18%	(156)	21%	(184)	869
Ethnicity: Hispanic	30%	(58)	42%	(82)	15%	(29)	13%	(25)	194
Ethnicity: Black	27%	(36)	30%	(39)	10%	(13)	33%	(43)	132

Continued on next page

Table MCSP7_4: How well do the following describe women's sports?

Inspiring

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	21%	(233)	39%	(429)	17%	(192)	22%	(243)	1096
Ethnicity: Other	32%	(30)	29%	(27)	23%	(22)	16%	(16)	96
All Christian	21%	(118)	41%	(237)	20%	(113)	18%	(105)	572
All Non-Christian	32%	(18)	42%	(23)	7%	(4)	19%	(10)	55
Agnostic/Nothing in particular	20%	(53)	37%	(101)	17%	(46)	26%	(71)	271
Something Else	25%	(38)	34%	(51)	13%	(19)	27%	(41)	149
Religious Non-Protestant/Catholic	27%	(19)	40%	(27)	16%	(11)	16%	(11)	68
Evangelical	19%	(56)	41%	(122)	21%	(61)	20%	(59)	298
Non-Evangelical	24%	(94)	40%	(158)	16%	(62)	21%	(84)	399
Community: Urban	30%	(96)	38%	(122)	11%	(34)	21%	(66)	319
Community: Suburban	19%	(101)	42%	(218)	20%	(103)	19%	(101)	523
Community: Rural	14%	(36)	35%	(88)	21%	(55)	30%	(76)	255
Employ: Private Sector	22%	(76)	42%	(143)	16%	(55)	19%	(66)	341
Employ: Government	28%	(17)	38%	(23)	21%	(12)	14%	(8)	60
Employ: Self-Employed	31%	(27)	32%	(29)	16%	(15)	21%	(19)	89
Employ: Homemaker	14%	(12)	40%	(33)	19%	(15)	28%	(23)	84
Employ: Retired	14%	(36)	48%	(126)	19%	(51)	19%	(49)	262
Employ: Unemployed	30%	(45)	28%	(41)	13%	(20)	29%	(44)	150
Employ: Other	16%	(10)	32%	(21)	17%	(11)	35%	(23)	65
Military HH: Yes	14%	(24)	41%	(70)	17%	(29)	28%	(48)	170
Military HH: No	23%	(209)	39%	(359)	18%	(163)	21%	(196)	926
RD/WT: Right Direction	29%	(173)	42%	(255)	13%	(77)	16%	(98)	604
RD/WT: Wrong Track	12%	(60)	35%	(173)	23%	(114)	29%	(145)	493
Biden Job Approve	28%	(187)	43%	(281)	13%	(87)	16%	(105)	660
Biden Job Disapprove	11%	(44)	34%	(134)	25%	(98)	30%	(117)	393
Biden Job Strongly Approve	34%	(133)	39%	(152)	10%	(40)	16%	(62)	387
Biden Job Somewhat Approve	20%	(54)	47%	(129)	17%	(47)	16%	(44)	274
Biden Job Somewhat Disapprove	18%	(22)	38%	(47)	20%	(25)	24%	(29)	122
Biden Job Strongly Disapprove	8%	(22)	32%	(87)	27%	(74)	32%	(88)	270
Favorable of Biden	28%	(183)	43%	(281)	13%	(83)	16%	(103)	649
Unfavorable of Biden	10%	(38)	34%	(134)	27%	(106)	30%	(118)	396

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Table MCSP7_4: How well do the following describe women's sports?
Inspiring

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	21%	(233)	39%	(429)	17%	(192)	22%	(243)	1096
Very Favorable of Biden	32%	(122)	42%	(159)	10%	(38)	16%	(59)	378
Somewhat Favorable of Biden	22%	(61)	45%	(122)	17%	(45)	16%	(44)	271
Somewhat Unfavorable of Biden	13%	(15)	42%	(50)	24%	(29)	21%	(25)	119
Very Unfavorable of Biden	8%	(23)	30%	(83)	28%	(77)	34%	(94)	277
#1 Issue: Economy	25%	(104)	35%	(143)	19%	(79)	21%	(88)	414
#1 Issue: Security	14%	(20)	30%	(43)	27%	(40)	29%	(42)	145
#1 Issue: Health Care	22%	(39)	47%	(83)	10%	(18)	21%	(37)	176
#1 Issue: Medicare / Social Security	19%	(28)	45%	(64)	11%	(16)	25%	(35)	143
#1 Issue: Women's Issues	31%	(16)	32%	(17)	15%	(8)	22%	(11)	51
#1 Issue: Energy	26%	(16)	53%	(31)	7%	(4)	15%	(9)	59
#1 Issue: Other	11%	(7)	46%	(29)	20%	(12)	24%	(15)	62
2020 Vote: Joe Biden	26%	(139)	47%	(249)	14%	(72)	13%	(70)	531
2020 Vote: Donald Trump	10%	(33)	36%	(114)	25%	(79)	29%	(94)	320
2020 Vote: Didn't Vote	25%	(53)	27%	(56)	15%	(31)	33%	(68)	208
2018 House Vote: Democrat	29%	(119)	48%	(197)	13%	(54)	11%	(44)	415
2018 House Vote: Republican	12%	(31)	37%	(99)	23%	(62)	28%	(76)	268
2016 Vote: Hillary Clinton	28%	(105)	49%	(183)	10%	(36)	13%	(50)	374
2016 Vote: Donald Trump	13%	(44)	37%	(121)	23%	(76)	26%	(85)	327
2016 Vote: Other	21%	(15)	25%	(17)	30%	(21)	24%	(17)	71
2016 Vote: Didn't Vote	21%	(69)	33%	(105)	18%	(58)	28%	(90)	322
Voted in 2014: Yes	21%	(137)	44%	(280)	16%	(103)	19%	(118)	639
Voted in 2014: No	21%	(96)	32%	(149)	19%	(88)	27%	(125)	457
4-Region: Northeast	23%	(50)	35%	(74)	18%	(38)	24%	(51)	213
4-Region: Midwest	19%	(43)	41%	(91)	18%	(41)	21%	(46)	221
4-Region: South	21%	(80)	36%	(139)	18%	(69)	25%	(98)	386
4-Region: West	22%	(60)	45%	(124)	16%	(43)	17%	(48)	276
Sports Fans	24%	(175)	47%	(342)	16%	(119)	13%	(92)	728
Avid Sports Fans	32%	(85)	44%	(116)	15%	(40)	9%	(24)	266
Casual Sports Fans	19%	(90)	49%	(226)	17%	(78)	15%	(68)	462
Male and Sports Fans	24%	(102)	45%	(196)	19%	(82)	12%	(52)	433
Female and Sports Fans	25%	(73)	49%	(146)	13%	(37)	13%	(40)	296

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Table MCSP7_4: How well do the following describe women's sports?

Inspiring

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	21%	(233)	39%	(429)	17%	(192)	22%	(243)	1096
Fans of Men's Sports	25%	(204)	44%	(357)	18%	(148)	13%	(106)	815
Fans of Women's Sports	30%	(177)	45%	(261)	16%	(94)	9%	(51)	582
Avid Fans of Women's Sports	44%	(99)	40%	(90)	9%	(21)	7%	(16)	225
Gen Z Sports Fans	40%	(21)	36%	(19)	10%	(5)	14%	(8)	53
Millennial Sports Fans	36%	(83)	38%	(87)	16%	(37)	10%	(23)	230
Gen X Sports Fans	22%	(36)	49%	(78)	14%	(22)	15%	(24)	160
Boomer Sports Fans	13%	(34)	55%	(144)	19%	(50)	13%	(33)	261
NBA Fans	30%	(154)	45%	(227)	16%	(80)	9%	(47)	508
Avid NBA Fans	40%	(80)	41%	(81)	11%	(22)	7%	(15)	198
Casual NBA Fans	24%	(74)	47%	(146)	19%	(58)	10%	(32)	311

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

Table MCSP7_5: How well do the following describe women's sports?
 Entertaining

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	18%	(193)	39%	(429)	20%	(215)	24%	(259)	1096
Gender: Male	22%	(122)	39%	(214)	21%	(116)	17%	(94)	546
Gender: Female	13%	(70)	39%	(216)	18%	(99)	30%	(166)	550
Age: 18-34	27%	(83)	33%	(102)	15%	(45)	24%	(75)	305
Age: 35-44	22%	(41)	41%	(77)	18%	(33)	18%	(34)	186
Age: 45-64	10%	(38)	42%	(152)	20%	(73)	28%	(104)	367
Age: 65+	12%	(30)	41%	(98)	27%	(64)	19%	(46)	238
GenZers: 1997-2012	20%	(21)	34%	(35)	14%	(14)	32%	(32)	101
Millennials: 1981-1996	26%	(85)	38%	(124)	16%	(51)	20%	(63)	323
GenXers: 1965-1980	14%	(36)	36%	(91)	20%	(51)	30%	(77)	254
Baby Boomers: 1946-1964	12%	(47)	43%	(167)	24%	(92)	21%	(81)	387
PID: Dem (no lean)	24%	(115)	40%	(192)	16%	(77)	19%	(93)	477
PID: Ind (no lean)	12%	(39)	42%	(137)	21%	(68)	26%	(83)	327
PID: Rep (no lean)	13%	(39)	35%	(101)	24%	(70)	28%	(83)	293
PID/Gender: Dem Men	31%	(74)	42%	(99)	18%	(44)	9%	(22)	238
PID/Gender: Dem Women	17%	(41)	39%	(93)	14%	(33)	30%	(71)	239
PID/Gender: Ind Men	15%	(25)	38%	(65)	24%	(41)	23%	(39)	170
PID/Gender: Ind Women	9%	(14)	46%	(72)	17%	(26)	29%	(45)	157
PID/Gender: Rep Men	17%	(24)	36%	(50)	23%	(31)	24%	(33)	138
PID/Gender: Rep Women	10%	(15)	33%	(51)	25%	(39)	32%	(50)	154
Ideo: Liberal (1-3)	24%	(78)	44%	(143)	17%	(55)	15%	(49)	325
Ideo: Moderate (4)	17%	(55)	41%	(133)	20%	(66)	22%	(72)	327
Ideo: Conservative (5-7)	13%	(46)	34%	(119)	24%	(84)	28%	(97)	345
Educ: < College	16%	(122)	37%	(278)	18%	(138)	28%	(208)	747
Educ: Bachelors degree	17%	(37)	43%	(96)	23%	(51)	17%	(38)	222
Educ: Post-grad	27%	(34)	43%	(55)	20%	(25)	10%	(13)	127
Income: Under 50k	16%	(86)	36%	(199)	19%	(105)	29%	(160)	550
Income: 50k-100k	18%	(69)	42%	(157)	20%	(73)	20%	(75)	374
Income: 100k+	22%	(38)	43%	(73)	21%	(37)	14%	(24)	172
Ethnicity: White	16%	(142)	40%	(349)	21%	(181)	23%	(198)	869
Ethnicity: Hispanic	26%	(50)	40%	(77)	19%	(37)	15%	(30)	194
Ethnicity: Black	27%	(35)	27%	(35)	12%	(16)	34%	(45)	132

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Table MCSP7_5: How well do the following describe women's sports?

Entertaining

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	18%	(193)	39%	(429)	20%	(215)	24%	(259)	1096
Ethnicity: Other	16%	(16)	48%	(46)	19%	(18)	17%	(17)	96
All Christian	19%	(109)	40%	(231)	21%	(121)	19%	(111)	572
All Non-Christian	29%	(16)	36%	(20)	15%	(9)	20%	(11)	55
Agnostic/Nothing in particular	14%	(38)	37%	(101)	20%	(54)	29%	(78)	271
Something Else	17%	(26)	40%	(59)	15%	(22)	28%	(41)	149
Religious Non-Protestant/Catholic	23%	(16)	39%	(27)	20%	(14)	18%	(12)	68
Evangelical	19%	(55)	40%	(118)	19%	(57)	23%	(68)	298
Non-Evangelical	19%	(75)	41%	(162)	20%	(80)	20%	(81)	399
Community: Urban	28%	(89)	38%	(120)	15%	(49)	19%	(60)	319
Community: Suburban	15%	(79)	41%	(216)	23%	(118)	21%	(109)	523
Community: Rural	10%	(24)	36%	(93)	18%	(47)	36%	(90)	255
Employ: Private Sector	20%	(70)	41%	(140)	18%	(63)	20%	(69)	341
Employ: Government	25%	(15)	37%	(22)	23%	(14)	15%	(9)	60
Employ: Self-Employed	27%	(24)	36%	(33)	18%	(16)	19%	(17)	89
Employ: Homemaker	11%	(9)	42%	(35)	19%	(16)	28%	(24)	84
Employ: Retired	11%	(30)	43%	(114)	25%	(66)	20%	(52)	262
Employ: Unemployed	21%	(31)	29%	(44)	17%	(26)	33%	(49)	150
Employ: Other	10%	(7)	41%	(27)	9%	(6)	39%	(26)	65
Military HH: Yes	16%	(27)	41%	(70)	17%	(29)	26%	(44)	170
Military HH: No	18%	(165)	39%	(360)	20%	(186)	23%	(215)	926
RD/WT: Right Direction	23%	(136)	44%	(265)	16%	(97)	17%	(106)	604
RD/WT: Wrong Track	11%	(56)	33%	(165)	24%	(117)	31%	(154)	493
Biden Job Approve	23%	(152)	43%	(282)	16%	(106)	18%	(120)	660
Biden Job Disapprove	10%	(38)	34%	(132)	25%	(97)	32%	(126)	393
Biden Job Strongly Approve	30%	(114)	38%	(147)	14%	(53)	19%	(72)	387
Biden Job Somewhat Approve	14%	(38)	49%	(135)	20%	(53)	17%	(47)	274
Biden Job Somewhat Disapprove	15%	(18)	38%	(46)	25%	(30)	23%	(28)	122
Biden Job Strongly Disapprove	7%	(20)	32%	(86)	25%	(66)	36%	(98)	270
Favorable of Biden	23%	(147)	44%	(286)	15%	(100)	18%	(117)	649
Unfavorable of Biden	10%	(38)	31%	(123)	28%	(109)	32%	(126)	396

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Table MCSP7_5: How well do the following describe women's sports?
Entertaining

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	18%	(193)	39%	(429)	20%	(215)	24%	(259)	1096
Very Favorable of Biden	28%	(108)	39%	(148)	14%	(52)	19%	(71)	378
Somewhat Favorable of Biden	15%	(40)	51%	(138)	18%	(48)	17%	(46)	271
Somewhat Unfavorable of Biden	13%	(15)	36%	(43)	31%	(37)	20%	(24)	119
Very Unfavorable of Biden	8%	(24)	29%	(80)	26%	(72)	37%	(102)	277
#1 Issue: Economy	19%	(79)	37%	(154)	21%	(88)	22%	(93)	414
#1 Issue: Security	11%	(17)	33%	(48)	24%	(34)	32%	(46)	145
#1 Issue: Health Care	20%	(35)	48%	(85)	13%	(23)	19%	(33)	176
#1 Issue: Medicare / Social Security	16%	(23)	38%	(54)	24%	(35)	22%	(32)	143
#1 Issue: Women's Issues	24%	(12)	36%	(19)	14%	(7)	25%	(13)	51
#1 Issue: Energy	17%	(10)	52%	(31)	10%	(6)	21%	(12)	59
#1 Issue: Other	14%	(9)	34%	(21)	13%	(8)	38%	(24)	62
2020 Vote: Joe Biden	21%	(113)	46%	(247)	18%	(94)	15%	(77)	531
2020 Vote: Donald Trump	13%	(42)	31%	(98)	25%	(81)	31%	(100)	320
2020 Vote: Didn't Vote	15%	(30)	37%	(76)	15%	(31)	34%	(70)	208
2018 House Vote: Democrat	25%	(102)	43%	(180)	17%	(72)	15%	(61)	415
2018 House Vote: Republican	13%	(36)	30%	(81)	26%	(69)	31%	(83)	268
2016 Vote: Hillary Clinton	22%	(83)	47%	(176)	14%	(53)	17%	(63)	374
2016 Vote: Donald Trump	15%	(48)	31%	(100)	27%	(89)	27%	(89)	327
2016 Vote: Other	14%	(10)	30%	(21)	33%	(23)	23%	(17)	71
2016 Vote: Didn't Vote	16%	(52)	41%	(131)	15%	(48)	28%	(91)	322
Voted in 2014: Yes	19%	(122)	40%	(255)	20%	(125)	21%	(136)	639
Voted in 2014: No	15%	(70)	38%	(174)	20%	(90)	27%	(123)	457
4-Region: Northeast	26%	(56)	32%	(69)	21%	(44)	21%	(45)	213
4-Region: Midwest	14%	(30)	38%	(85)	23%	(51)	25%	(55)	221
4-Region: South	13%	(52)	41%	(159)	19%	(73)	27%	(103)	386
4-Region: West	20%	(55)	43%	(117)	17%	(47)	21%	(57)	276
Sports Fans	22%	(158)	47%	(345)	20%	(142)	11%	(83)	728
Avid Sports Fans	31%	(84)	44%	(118)	17%	(45)	8%	(20)	266
Casual Sports Fans	16%	(74)	49%	(227)	21%	(97)	14%	(63)	462
Male and Sports Fans	25%	(107)	44%	(191)	22%	(94)	9%	(41)	433
Female and Sports Fans	17%	(51)	52%	(154)	16%	(48)	14%	(43)	296

Continued on next page

Table MCSP7_5: How well do the following describe women's sports?

Entertaining

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	18%	(193)	39%	(429)	20%	(215)	24%	(259)	1096
Fans of Men's Sports	21%	(173)	45%	(369)	21%	(173)	12%	(100)	815
Fans of Women's Sports	28%	(160)	49%	(286)	15%	(86)	9%	(50)	582
Avid Fans of Women's Sports	43%	(98)	43%	(98)	8%	(18)	5%	(12)	225
Gen Z Sports Fans	24%	(13)	47%	(25)	11%	(6)	18%	(10)	53
Millennial Sports Fans	31%	(70)	44%	(101)	15%	(35)	10%	(24)	230
Gen X Sports Fans	20%	(32)	46%	(73)	22%	(36)	12%	(19)	160
Boomer Sports Fans	15%	(40)	52%	(135)	23%	(59)	10%	(27)	261
NBA Fans	27%	(138)	46%	(232)	18%	(92)	9%	(46)	508
Avid NBA Fans	36%	(72)	44%	(86)	12%	(24)	8%	(15)	198
Casual NBA Fans	21%	(66)	47%	(146)	22%	(68)	10%	(31)	311

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

Table MCSP7_6: How well do the following describe women's sports?
 Slow

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	8%	(92)	20%	(222)	35%	(386)	36%	(396)	1096
Gender: Male	11%	(60)	21%	(112)	38%	(206)	31%	(168)	546
Gender: Female	6%	(32)	20%	(110)	33%	(180)	41%	(228)	550
Age: 18-34	11%	(33)	21%	(63)	27%	(83)	41%	(126)	305
Age: 35-44	13%	(24)	30%	(55)	36%	(67)	21%	(39)	186
Age: 45-64	6%	(23)	19%	(69)	37%	(136)	38%	(139)	367
Age: 65+	5%	(12)	15%	(35)	42%	(100)	38%	(91)	238
GenZers: 1997-2012	5%	(5)	24%	(24)	24%	(24)	47%	(48)	101
Millennials: 1981-1996	13%	(43)	22%	(72)	32%	(104)	32%	(104)	323
GenXers: 1965-1980	7%	(17)	21%	(54)	35%	(88)	37%	(94)	254
Baby Boomers: 1946-1964	7%	(26)	16%	(63)	41%	(160)	36%	(137)	387
PID: Dem (no lean)	8%	(39)	17%	(82)	35%	(165)	40%	(192)	477
PID: Ind (no lean)	9%	(30)	22%	(72)	35%	(114)	34%	(110)	327
PID: Rep (no lean)	8%	(23)	23%	(68)	37%	(107)	32%	(95)	293
PID/Gender: Dem Men	11%	(26)	20%	(46)	36%	(86)	33%	(79)	238
PID/Gender: Dem Women	6%	(13)	15%	(35)	33%	(78)	47%	(112)	239
PID/Gender: Ind Men	13%	(22)	23%	(40)	37%	(63)	27%	(45)	170
PID/Gender: Ind Women	5%	(8)	21%	(33)	33%	(51)	41%	(64)	157
PID/Gender: Rep Men	9%	(12)	19%	(26)	41%	(57)	31%	(43)	138
PID/Gender: Rep Women	7%	(11)	27%	(42)	33%	(50)	33%	(51)	154
Ideo: Liberal (1-3)	8%	(27)	17%	(55)	40%	(130)	35%	(113)	325
Ideo: Moderate (4)	8%	(26)	22%	(73)	35%	(116)	34%	(112)	327
Ideo: Conservative (5-7)	9%	(31)	22%	(75)	36%	(124)	33%	(116)	345
Educ: < College	9%	(67)	19%	(145)	33%	(247)	39%	(288)	747
Educ: Bachelors degree	8%	(19)	23%	(51)	38%	(84)	31%	(68)	222
Educ: Post-grad	5%	(7)	21%	(26)	43%	(55)	31%	(40)	127
Income: Under 50k	10%	(56)	21%	(113)	31%	(170)	38%	(211)	550
Income: 50k-100k	7%	(26)	19%	(72)	39%	(148)	35%	(129)	374
Income: 100k+	6%	(11)	21%	(37)	40%	(68)	32%	(56)	172
Ethnicity: White	7%	(60)	20%	(173)	38%	(330)	35%	(306)	869
Ethnicity: Hispanic	9%	(17)	21%	(41)	37%	(72)	33%	(64)	194
Ethnicity: Black	17%	(22)	19%	(25)	19%	(25)	45%	(59)	132

Continued on next page

Table MCSP7_6: How well do the following describe women's sports?

Slow

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	8%	(92)	20%	(222)	35%	(386)	36%	(396)	1096
Ethnicity: Other	10%	(9)	24%	(23)	32%	(31)	33%	(32)	96
All Christian	7%	(40)	21%	(121)	40%	(227)	32%	(185)	572
All Non-Christian	21%	(11)	22%	(12)	21%	(12)	36%	(20)	55
Agnostic/Nothing in particular	10%	(28)	19%	(52)	30%	(82)	40%	(109)	271
Something Else	6%	(8)	20%	(29)	35%	(52)	40%	(60)	149
Religious Non-Protestant/Catholic	24%	(16)	21%	(15)	24%	(16)	31%	(21)	68
Evangelical	6%	(17)	25%	(73)	34%	(102)	35%	(105)	298
Non-Evangelical	6%	(26)	19%	(74)	42%	(167)	33%	(132)	399
Community: Urban	12%	(37)	18%	(57)	29%	(91)	42%	(133)	319
Community: Suburban	7%	(35)	22%	(116)	38%	(199)	33%	(172)	523
Community: Rural	8%	(20)	19%	(49)	38%	(96)	36%	(91)	255
Employ: Private Sector	7%	(25)	24%	(81)	38%	(130)	31%	(105)	341
Employ: Government	9%	(5)	21%	(13)	44%	(27)	26%	(15)	60
Employ: Self-Employed	15%	(13)	19%	(17)	40%	(36)	26%	(24)	89
Employ: Homemaker	14%	(12)	20%	(17)	31%	(26)	36%	(30)	84
Employ: Retired	6%	(15)	16%	(41)	38%	(101)	40%	(104)	262
Employ: Unemployed	9%	(13)	20%	(31)	22%	(33)	49%	(73)	150
Employ: Other	8%	(5)	24%	(16)	30%	(19)	38%	(25)	65
Military HH: Yes	9%	(14)	21%	(36)	33%	(56)	37%	(64)	170
Military HH: No	8%	(78)	20%	(185)	36%	(330)	36%	(333)	926
RD/WT: Right Direction	9%	(54)	19%	(115)	34%	(205)	38%	(230)	604
RD/WT: Wrong Track	8%	(38)	22%	(107)	37%	(181)	34%	(166)	493
Biden Job Approve	8%	(54)	18%	(119)	34%	(228)	39%	(259)	660
Biden Job Disapprove	7%	(29)	24%	(93)	37%	(146)	32%	(125)	393
Biden Job Strongly Approve	10%	(40)	17%	(67)	29%	(112)	43%	(167)	387
Biden Job Somewhat Approve	5%	(14)	19%	(53)	42%	(115)	33%	(92)	274
Biden Job Somewhat Disapprove	7%	(8)	20%	(24)	38%	(47)	35%	(43)	122
Biden Job Strongly Disapprove	8%	(20)	25%	(68)	37%	(99)	30%	(82)	270
Favorable of Biden	7%	(48)	19%	(124)	34%	(223)	39%	(254)	649
Unfavorable of Biden	9%	(36)	22%	(86)	38%	(150)	31%	(125)	396

Continued on next page

Table MCSP7_6: How well do the following describe women's sports?

Slow

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	8%	(92)	20%	(222)	35%	(386)	36%	(396)	1096
Very Favorable of Biden	10%	(38)	17%	(66)	29%	(109)	44%	(165)	378
Somewhat Favorable of Biden	4%	(10)	22%	(58)	42%	(113)	33%	(89)	271
Somewhat Unfavorable of Biden	5%	(6)	20%	(24)	40%	(47)	35%	(42)	119
Very Unfavorable of Biden	11%	(30)	22%	(62)	37%	(103)	30%	(83)	277
#1 Issue: Economy	9%	(36)	24%	(98)	32%	(134)	35%	(146)	414
#1 Issue: Security	9%	(13)	22%	(32)	37%	(54)	31%	(45)	145
#1 Issue: Health Care	6%	(11)	15%	(27)	42%	(74)	36%	(64)	176
#1 Issue: Medicare / Social Security	12%	(17)	14%	(19)	32%	(45)	43%	(61)	143
#1 Issue: Women's Issues	3%	(2)	26%	(13)	27%	(14)	44%	(23)	51
#1 Issue: Energy	11%	(7)	13%	(8)	44%	(26)	32%	(19)	59
#1 Issue: Other	7%	(4)	12%	(7)	37%	(23)	44%	(27)	62
2020 Vote: Joe Biden	7%	(37)	18%	(95)	39%	(209)	36%	(190)	531
2020 Vote: Donald Trump	7%	(23)	24%	(77)	34%	(110)	34%	(110)	320
2020 Vote: Didn't Vote	14%	(29)	23%	(48)	26%	(54)	37%	(77)	208
2018 House Vote: Democrat	7%	(27)	18%	(75)	33%	(138)	42%	(174)	415
2018 House Vote: Republican	9%	(23)	23%	(61)	41%	(110)	28%	(75)	268
2016 Vote: Hillary Clinton	6%	(24)	16%	(62)	36%	(135)	41%	(154)	374
2016 Vote: Donald Trump	9%	(28)	24%	(78)	36%	(118)	32%	(103)	327
2016 Vote: Other	14%	(10)	9%	(6)	39%	(28)	38%	(27)	71
2016 Vote: Didn't Vote	10%	(31)	23%	(75)	32%	(105)	35%	(112)	322
Voted in 2014: Yes	7%	(45)	19%	(119)	37%	(235)	38%	(241)	639
Voted in 2014: No	10%	(48)	23%	(103)	33%	(151)	34%	(156)	457
4-Region: Northeast	11%	(24)	18%	(37)	36%	(76)	36%	(76)	213
4-Region: Midwest	7%	(16)	18%	(39)	36%	(80)	39%	(86)	221
4-Region: South	8%	(31)	26%	(100)	29%	(111)	37%	(145)	386
4-Region: West	8%	(22)	16%	(45)	43%	(119)	33%	(90)	276
Sports Fans	8%	(55)	22%	(163)	41%	(295)	29%	(215)	728
Avid Sports Fans	10%	(25)	23%	(60)	38%	(100)	30%	(80)	266
Casual Sports Fans	6%	(30)	22%	(103)	42%	(195)	29%	(134)	462
Male and Sports Fans	11%	(46)	22%	(93)	42%	(181)	26%	(112)	433
Female and Sports Fans	3%	(9)	24%	(70)	38%	(114)	35%	(103)	296

Continued on next page

Table MCSP7_6: How well do the following describe women's sports?

Slow

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	8%	(92)	20%	(222)	35%	(386)	36%	(396)	1096
Fans of Men's Sports	9%	(69)	23%	(187)	40%	(325)	29%	(234)	815
Fans of Women's Sports	8%	(49)	24%	(142)	38%	(221)	29%	(170)	582
Avid Fans of Women's Sports	12%	(28)	23%	(51)	36%	(80)	29%	(66)	225
Gen Z Sports Fans	5%	(3)	35%	(19)	22%	(12)	38%	(20)	53
Millennial Sports Fans	12%	(29)	24%	(54)	36%	(83)	28%	(64)	230
Gen X Sports Fans	5%	(8)	23%	(36)	45%	(72)	27%	(44)	160
Boomer Sports Fans	6%	(15)	18%	(47)	47%	(121)	30%	(77)	261
NBA Fans	8%	(43)	23%	(119)	40%	(201)	29%	(145)	508
Avid NBA Fans	11%	(22)	25%	(50)	35%	(69)	29%	(57)	198
Casual NBA Fans	7%	(20)	22%	(70)	43%	(132)	28%	(88)	311

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

Table MCSP7_7: How well do the following describe women's sports?

Aggressive

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	11%	(126)	36%	(397)	29%	(319)	23%	(255)	1096
Gender: Male	12%	(63)	36%	(196)	33%	(180)	20%	(107)	546
Gender: Female	11%	(63)	37%	(201)	25%	(139)	27%	(148)	550
Age: 18-34	16%	(48)	26%	(81)	31%	(94)	27%	(82)	305
Age: 35-44	12%	(22)	30%	(55)	37%	(68)	22%	(41)	186
Age: 45-64	8%	(30)	42%	(152)	27%	(98)	24%	(86)	367
Age: 65+	11%	(26)	46%	(109)	24%	(58)	19%	(45)	238
GenZers: 1997-2012	21%	(21)	19%	(19)	29%	(29)	32%	(32)	101
Millennials: 1981-1996	12%	(39)	31%	(99)	33%	(106)	24%	(78)	323
GenXers: 1965-1980	8%	(20)	34%	(86)	32%	(82)	26%	(66)	254
Baby Boomers: 1946-1964	11%	(44)	45%	(172)	25%	(96)	19%	(75)	387
PID: Dem (no lean)	12%	(55)	35%	(165)	29%	(136)	25%	(120)	477
PID: Ind (no lean)	13%	(44)	35%	(113)	30%	(99)	22%	(71)	327
PID: Rep (no lean)	9%	(27)	40%	(118)	28%	(83)	22%	(64)	293
PID/Gender: Dem Men	12%	(29)	35%	(84)	34%	(80)	19%	(46)	238
PID/Gender: Dem Women	11%	(27)	34%	(82)	23%	(56)	31%	(74)	239
PID/Gender: Ind Men	14%	(24)	31%	(53)	36%	(62)	18%	(31)	170
PID/Gender: Ind Women	13%	(20)	38%	(60)	24%	(38)	25%	(39)	157
PID/Gender: Rep Men	8%	(11)	43%	(59)	28%	(38)	22%	(30)	138
PID/Gender: Rep Women	10%	(16)	38%	(59)	29%	(45)	22%	(35)	154
Ideo: Liberal (1-3)	13%	(42)	38%	(125)	28%	(90)	21%	(67)	325
Ideo: Moderate (4)	11%	(36)	40%	(130)	29%	(95)	20%	(66)	327
Ideo: Conservative (5-7)	11%	(37)	36%	(123)	30%	(102)	24%	(84)	345
Educ: < College	11%	(86)	35%	(261)	27%	(205)	26%	(196)	747
Educ: Bachelors degree	13%	(29)	38%	(85)	33%	(73)	16%	(36)	222
Educ: Post-grad	9%	(12)	40%	(51)	33%	(42)	18%	(22)	127
Income: Under 50k	13%	(72)	34%	(187)	26%	(145)	27%	(146)	550
Income: 50k-100k	11%	(39)	38%	(144)	28%	(106)	23%	(85)	374
Income: 100k+	8%	(14)	39%	(66)	39%	(67)	14%	(24)	172
Ethnicity: White	10%	(91)	37%	(323)	29%	(254)	23%	(201)	869
Ethnicity: Hispanic	16%	(31)	38%	(75)	31%	(60)	15%	(28)	194
Ethnicity: Black	13%	(18)	30%	(40)	22%	(29)	34%	(45)	132

Continued on next page

Table MCSP7_7: How well do the following describe women's sports?

Aggressive

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	11%	(126)	36%	(397)	29%	(319)	23%	(255)	1096
Ethnicity: Other	18%	(17)	36%	(35)	37%	(35)	8%	(8)	96
All Christian	11%	(61)	40%	(230)	30%	(173)	19%	(109)	572
All Non-Christian	21%	(12)	30%	(17)	22%	(12)	27%	(15)	55
Agnostic/Nothing in particular	12%	(32)	32%	(87)	32%	(88)	24%	(64)	271
Something Else	11%	(16)	33%	(48)	24%	(36)	32%	(48)	149
Religious Non-Protestant/Catholic	19%	(13)	29%	(20)	29%	(19)	23%	(16)	68
Evangelical	14%	(41)	38%	(115)	24%	(72)	24%	(71)	298
Non-Evangelical	9%	(34)	39%	(155)	32%	(127)	21%	(83)	399
Community: Urban	14%	(46)	37%	(118)	24%	(77)	25%	(79)	319
Community: Suburban	10%	(54)	37%	(192)	33%	(173)	20%	(104)	523
Community: Rural	11%	(27)	34%	(88)	27%	(69)	28%	(71)	255
Employ: Private Sector	8%	(26)	34%	(116)	34%	(117)	24%	(82)	341
Employ: Government	12%	(7)	46%	(27)	31%	(19)	11%	(7)	60
Employ: Self-Employed	21%	(19)	25%	(22)	26%	(23)	28%	(25)	89
Employ: Homemaker	6%	(5)	36%	(30)	33%	(27)	26%	(22)	84
Employ: Retired	13%	(33)	47%	(122)	22%	(57)	19%	(50)	262
Employ: Unemployed	18%	(27)	29%	(44)	21%	(32)	31%	(47)	150
Employ: Other	3%	(2)	35%	(23)	39%	(25)	24%	(16)	65
Military HH: Yes	8%	(13)	38%	(65)	29%	(50)	25%	(42)	170
Military HH: No	12%	(112)	36%	(332)	29%	(269)	23%	(213)	926
RD/WT: Right Direction	13%	(79)	38%	(230)	27%	(161)	22%	(134)	604
RD/WT: Wrong Track	10%	(47)	34%	(167)	32%	(158)	24%	(120)	493
Biden Job Approve	12%	(78)	38%	(251)	27%	(180)	23%	(151)	660
Biden Job Disapprove	12%	(46)	34%	(133)	32%	(125)	22%	(88)	393
Biden Job Strongly Approve	16%	(64)	35%	(137)	23%	(90)	25%	(96)	387
Biden Job Somewhat Approve	5%	(14)	42%	(114)	33%	(90)	20%	(56)	274
Biden Job Somewhat Disapprove	14%	(17)	41%	(50)	30%	(37)	15%	(19)	122
Biden Job Strongly Disapprove	11%	(29)	31%	(83)	33%	(88)	26%	(70)	270
Favorable of Biden	12%	(76)	39%	(255)	27%	(172)	22%	(146)	649
Unfavorable of Biden	10%	(41)	34%	(134)	32%	(128)	23%	(93)	396

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Table MCSP7_7: How well do the following describe women's sports?

Aggressive

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	11%	(126)	36%	(397)	29%	(319)	23%	(255)	1096
Very Favorable of Biden	15%	(56)	36%	(136)	23%	(89)	26%	(97)	378
Somewhat Favorable of Biden	7%	(20)	44%	(119)	31%	(84)	18%	(49)	271
Somewhat Unfavorable of Biden	13%	(15)	41%	(48)	28%	(34)	18%	(22)	119
Very Unfavorable of Biden	9%	(25)	31%	(86)	34%	(95)	26%	(71)	277
#1 Issue: Economy	13%	(52)	36%	(147)	29%	(122)	22%	(93)	414
#1 Issue: Security	11%	(16)	33%	(48)	31%	(44)	26%	(37)	145
#1 Issue: Health Care	11%	(19)	41%	(72)	24%	(42)	25%	(43)	176
#1 Issue: Medicare / Social Security	13%	(18)	40%	(57)	24%	(34)	23%	(33)	143
#1 Issue: Women's Issues	15%	(7)	22%	(11)	35%	(18)	28%	(14)	51
#1 Issue: Energy	7%	(4)	48%	(28)	30%	(18)	15%	(9)	59
#1 Issue: Other	10%	(6)	36%	(22)	33%	(20)	21%	(13)	62
2020 Vote: Joe Biden	11%	(59)	42%	(223)	28%	(146)	19%	(102)	531
2020 Vote: Donald Trump	8%	(26)	37%	(117)	30%	(95)	26%	(82)	320
2020 Vote: Didn't Vote	17%	(36)	23%	(48)	30%	(62)	30%	(61)	208
2018 House Vote: Democrat	13%	(52)	41%	(171)	27%	(114)	19%	(78)	415
2018 House Vote: Republican	9%	(24)	39%	(106)	27%	(72)	25%	(67)	268
2016 Vote: Hillary Clinton	13%	(49)	42%	(158)	25%	(92)	20%	(75)	374
2016 Vote: Donald Trump	7%	(23)	38%	(124)	31%	(100)	24%	(79)	327
2016 Vote: Other	12%	(9)	31%	(22)	39%	(28)	18%	(13)	71
2016 Vote: Didn't Vote	14%	(44)	29%	(92)	31%	(99)	27%	(87)	322
Voted in 2014: Yes	11%	(73)	40%	(256)	28%	(181)	20%	(130)	639
Voted in 2014: No	12%	(53)	31%	(141)	30%	(138)	27%	(125)	457
4-Region: Northeast	12%	(25)	32%	(67)	29%	(62)	28%	(59)	213
4-Region: Midwest	10%	(23)	41%	(90)	25%	(56)	24%	(52)	221
4-Region: South	12%	(45)	35%	(135)	29%	(112)	24%	(94)	386
4-Region: West	12%	(33)	38%	(104)	32%	(89)	18%	(50)	276
Sports Fans	11%	(83)	41%	(297)	33%	(238)	15%	(110)	728
Avid Sports Fans	14%	(36)	40%	(108)	30%	(80)	16%	(43)	266
Casual Sports Fans	10%	(47)	41%	(190)	34%	(158)	15%	(68)	462
Male and Sports Fans	11%	(47)	41%	(176)	34%	(145)	15%	(64)	433
Female and Sports Fans	12%	(36)	41%	(121)	31%	(93)	16%	(46)	296

Continued on next page

Table MCSP7_7: How well do the following describe women's sports?

Aggressive

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	11%	(126)	36%	(397)	29%	(319)	23%	(255)	1096
Fans of Men's Sports	12%	(100)	40%	(326)	33%	(272)	14%	(118)	815
Fans of Women's Sports	14%	(83)	42%	(244)	31%	(183)	12%	(72)	582
Avid Fans of Women's Sports	20%	(45)	42%	(94)	25%	(56)	14%	(31)	225
Gen Z Sports Fans	25%	(13)	17%	(9)	29%	(16)	28%	(15)	53
Millennial Sports Fans	14%	(33)	33%	(76)	34%	(79)	18%	(42)	230
Gen X Sports Fans	5%	(9)	42%	(67)	42%	(67)	11%	(18)	160
Boomer Sports Fans	11%	(28)	50%	(129)	28%	(72)	12%	(31)	261
NBA Fans	14%	(73)	39%	(200)	33%	(169)	13%	(66)	508
Avid NBA Fans	16%	(32)	37%	(73)	29%	(58)	18%	(35)	198
Casual NBA Fans	13%	(41)	41%	(127)	36%	(111)	10%	(32)	311

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

Table MCSP7_8: How well do the following describe women's sports?

Intense

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	17%	(181)	42%	(458)	20%	(224)	21%	(233)	1096
Gender: Male	20%	(108)	41%	(222)	24%	(129)	16%	(87)	546
Gender: Female	13%	(73)	43%	(236)	17%	(95)	27%	(146)	550
Age: 18-34	23%	(69)	38%	(116)	15%	(47)	24%	(73)	305
Age: 35-44	16%	(30)	43%	(80)	24%	(45)	16%	(31)	186
Age: 45-64	13%	(46)	40%	(145)	24%	(88)	24%	(87)	367
Age: 65+	15%	(36)	49%	(117)	18%	(43)	18%	(43)	238
GenZers: 1997-2012	22%	(22)	42%	(42)	10%	(10)	27%	(27)	101
Millennials: 1981-1996	21%	(67)	40%	(129)	20%	(64)	19%	(62)	323
GenXers: 1965-1980	11%	(29)	35%	(89)	27%	(69)	27%	(68)	254
Baby Boomers: 1946-1964	16%	(61)	46%	(179)	20%	(76)	18%	(71)	387
PID: Dem (no lean)	19%	(89)	44%	(210)	18%	(87)	19%	(91)	477
PID: Ind (no lean)	16%	(53)	42%	(137)	19%	(63)	22%	(73)	327
PID: Rep (no lean)	13%	(39)	38%	(111)	25%	(73)	24%	(70)	293
PID/Gender: Dem Men	22%	(53)	45%	(107)	21%	(49)	12%	(29)	238
PID/Gender: Dem Women	15%	(36)	43%	(102)	16%	(38)	26%	(62)	239
PID/Gender: Ind Men	20%	(33)	38%	(65)	24%	(41)	18%	(30)	170
PID/Gender: Ind Women	13%	(20)	46%	(72)	14%	(22)	27%	(43)	157
PID/Gender: Rep Men	16%	(21)	36%	(50)	28%	(38)	21%	(28)	138
PID/Gender: Rep Women	11%	(17)	40%	(61)	22%	(34)	27%	(41)	154
Ideo: Liberal (1-3)	20%	(63)	48%	(157)	19%	(60)	13%	(44)	325
Ideo: Moderate (4)	17%	(55)	44%	(144)	20%	(65)	19%	(62)	327
Ideo: Conservative (5-7)	13%	(45)	36%	(123)	25%	(87)	26%	(90)	345
Educ: < College	15%	(116)	41%	(303)	19%	(140)	25%	(188)	747
Educ: Bachelors degree	19%	(41)	41%	(91)	26%	(57)	15%	(33)	222
Educ: Post-grad	19%	(24)	50%	(63)	21%	(26)	10%	(13)	127
Income: Under 50k	18%	(98)	38%	(209)	17%	(95)	27%	(148)	550
Income: 50k-100k	14%	(51)	46%	(172)	22%	(82)	19%	(70)	374
Income: 100k+	19%	(33)	45%	(77)	27%	(47)	9%	(15)	172
Ethnicity: White	15%	(130)	43%	(373)	21%	(187)	21%	(180)	869
Ethnicity: Hispanic	18%	(36)	52%	(101)	15%	(30)	14%	(28)	194
Ethnicity: Black	23%	(31)	31%	(41)	13%	(17)	33%	(43)	132

Continued on next page

Table MCSP7_8: How well do the following describe women's sports?

Intense

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	17%	(181)	42%	(458)	20%	(224)	21%	(233)	1096
Ethnicity: Other	21%	(20)	47%	(45)	21%	(20)	10%	(10)	96
All Christian	18%	(104)	43%	(245)	22%	(125)	17%	(98)	572
All Non-Christian	27%	(15)	33%	(18)	23%	(13)	17%	(10)	55
Agnostic/Nothing in particular	15%	(41)	42%	(113)	19%	(51)	24%	(66)	271
Something Else	10%	(14)	46%	(68)	16%	(23)	29%	(43)	149
Religious Non-Protestant/Catholic	25%	(17)	40%	(27)	20%	(14)	15%	(10)	68
Evangelical	17%	(51)	41%	(122)	21%	(63)	21%	(62)	298
Non-Evangelical	16%	(63)	45%	(179)	20%	(82)	19%	(76)	399
Community: Urban	23%	(72)	42%	(134)	16%	(50)	20%	(63)	319
Community: Suburban	15%	(77)	44%	(229)	24%	(123)	18%	(93)	523
Community: Rural	13%	(32)	37%	(95)	20%	(51)	30%	(77)	255
Employ: Private Sector	17%	(58)	40%	(135)	25%	(84)	19%	(64)	341
Employ: Government	19%	(11)	42%	(25)	26%	(15)	13%	(8)	60
Employ: Self-Employed	28%	(25)	27%	(24)	23%	(21)	21%	(19)	89
Employ: Homemaker	8%	(7)	50%	(42)	22%	(19)	20%	(17)	84
Employ: Retired	15%	(40)	50%	(131)	17%	(45)	18%	(46)	262
Employ: Unemployed	17%	(26)	34%	(51)	14%	(21)	35%	(52)	150
Employ: Other	12%	(8)	44%	(29)	16%	(10)	28%	(18)	65
Military HH: Yes	14%	(23)	40%	(69)	22%	(37)	24%	(41)	170
Military HH: No	17%	(158)	42%	(390)	20%	(186)	21%	(192)	926
RD/WT: Right Direction	20%	(121)	46%	(280)	15%	(93)	18%	(109)	604
RD/WT: Wrong Track	12%	(60)	36%	(178)	27%	(131)	25%	(124)	493
Biden Job Approve	20%	(130)	46%	(302)	16%	(109)	18%	(119)	660
Biden Job Disapprove	12%	(46)	35%	(139)	27%	(106)	26%	(101)	393
Biden Job Strongly Approve	24%	(93)	43%	(167)	13%	(50)	20%	(76)	387
Biden Job Somewhat Approve	14%	(37)	49%	(135)	21%	(59)	16%	(43)	274
Biden Job Somewhat Disapprove	16%	(20)	42%	(51)	25%	(31)	17%	(21)	122
Biden Job Strongly Disapprove	10%	(26)	32%	(88)	28%	(75)	30%	(81)	270
Favorable of Biden	20%	(127)	46%	(302)	16%	(105)	18%	(116)	649
Unfavorable of Biden	12%	(47)	36%	(141)	27%	(106)	26%	(102)	396

Continued on next page

Table MCSP7_8: How well do the following describe women's sports?

Intense

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	17%	(181)	42%	(458)	20%	(224)	21%	(233)	1096
Very Favorable of Biden	25%	(93)	42%	(160)	13%	(47)	21%	(78)	378
Somewhat Favorable of Biden	13%	(34)	52%	(142)	21%	(58)	14%	(38)	271
Somewhat Unfavorable of Biden	17%	(20)	43%	(52)	23%	(27)	17%	(20)	119
Very Unfavorable of Biden	10%	(27)	32%	(89)	28%	(79)	30%	(82)	277
#1 Issue: Economy	17%	(71)	40%	(164)	23%	(95)	20%	(83)	414
#1 Issue: Security	16%	(23)	29%	(43)	28%	(40)	27%	(39)	145
#1 Issue: Health Care	19%	(34)	48%	(84)	14%	(24)	19%	(34)	176
#1 Issue: Medicare / Social Security	15%	(22)	46%	(66)	12%	(17)	26%	(37)	143
#1 Issue: Women's Issues	14%	(7)	45%	(23)	26%	(13)	15%	(8)	51
#1 Issue: Energy	16%	(10)	55%	(33)	14%	(9)	15%	(9)	59
#1 Issue: Other	14%	(9)	46%	(29)	15%	(10)	24%	(15)	62
2020 Vote: Joe Biden	18%	(96)	48%	(257)	18%	(96)	15%	(81)	531
2020 Vote: Donald Trump	13%	(42)	34%	(110)	26%	(84)	27%	(85)	320
2020 Vote: Didn't Vote	16%	(34)	38%	(78)	18%	(38)	28%	(58)	208
2018 House Vote: Democrat	21%	(85)	47%	(194)	19%	(78)	14%	(57)	415
2018 House Vote: Republican	13%	(35)	35%	(93)	28%	(75)	24%	(66)	268
2016 Vote: Hillary Clinton	18%	(68)	51%	(190)	16%	(58)	16%	(58)	374
2016 Vote: Donald Trump	13%	(42)	35%	(114)	27%	(90)	25%	(81)	327
2016 Vote: Other	18%	(13)	37%	(26)	24%	(17)	21%	(15)	71
2016 Vote: Didn't Vote	18%	(58)	40%	(127)	18%	(58)	25%	(79)	322
Voted in 2014: Yes	16%	(105)	44%	(281)	21%	(133)	19%	(120)	639
Voted in 2014: No	17%	(76)	39%	(177)	20%	(90)	25%	(113)	457
4-Region: Northeast	21%	(45)	35%	(74)	23%	(49)	21%	(46)	213
4-Region: Midwest	15%	(32)	40%	(89)	22%	(49)	23%	(50)	221
4-Region: South	15%	(57)	43%	(164)	20%	(76)	23%	(88)	386
4-Region: West	17%	(46)	47%	(131)	18%	(50)	18%	(49)	276
Sports Fans	19%	(135)	47%	(345)	22%	(158)	12%	(90)	728
Avid Sports Fans	23%	(61)	46%	(122)	20%	(54)	11%	(29)	266
Casual Sports Fans	16%	(75)	48%	(223)	22%	(104)	13%	(61)	462
Male and Sports Fans	20%	(85)	46%	(198)	24%	(104)	10%	(45)	433
Female and Sports Fans	17%	(51)	50%	(147)	18%	(54)	15%	(45)	296

Continued on next page

Table MCSP7_8: How well do the following describe women's sports?

Intense

Demographic	Very well		Somewhat well		Not too well		Not well at all		Total N
Adults	17%	(181)	42%	(458)	20%	(224)	21%	(233)	1096
Fans of Men's Sports	19%	(154)	47%	(379)	22%	(182)	12%	(101)	815
Fans of Women's Sports	24%	(137)	47%	(276)	20%	(119)	9%	(50)	582
Avid Fans of Women's Sports	33%	(75)	47%	(106)	13%	(28)	7%	(16)	225
Gen Z Sports Fans	30%	(16)	39%	(21)	6%	(3)	25%	(13)	53
Millennial Sports Fans	24%	(55)	43%	(99)	20%	(47)	12%	(29)	230
Gen X Sports Fans	15%	(24)	40%	(64)	30%	(49)	14%	(23)	160
Boomer Sports Fans	15%	(39)	56%	(145)	21%	(55)	8%	(21)	261
NBA Fans	22%	(112)	49%	(251)	19%	(99)	9%	(46)	508
Avid NBA Fans	28%	(55)	46%	(91)	16%	(32)	10%	(19)	198
Casual NBA Fans	18%	(57)	51%	(160)	22%	(67)	9%	(27)	311

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

Table MCSP8_1: Consider the following time periods. Are you currently more or less interested in women’s sports compared to the following times?
 One year ago

Demographic	Currently much more interested now		Currently somewhat more interested now		Currently somewhat less interested now		Currently much less interested now		Neither more nor less interested		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(145)	13%	(281)	7%	(162)	6%	(127)	56%	(1232)	11%	(253)	2200
Gender: Male	9%	(95)	15%	(162)	9%	(92)	6%	(65)	52%	(548)	9%	(100)	1062
Gender: Female	4%	(50)	10%	(119)	6%	(70)	5%	(62)	60%	(684)	13%	(153)	1138
Age: 18-34	12%	(76)	17%	(110)	11%	(72)	5%	(36)	41%	(270)	14%	(91)	655
Age: 35-44	12%	(42)	14%	(50)	6%	(23)	4%	(15)	49%	(174)	15%	(54)	358
Age: 45-64	2%	(16)	10%	(79)	6%	(45)	6%	(48)	66%	(493)	9%	(71)	751
Age: 65+	2%	(11)	10%	(43)	5%	(22)	7%	(29)	68%	(295)	8%	(36)	436
GenZers: 1997-2012	8%	(19)	16%	(37)	11%	(25)	7%	(16)	42%	(94)	15%	(33)	223
Millennials: 1981-1996	14%	(94)	16%	(109)	10%	(66)	4%	(30)	42%	(281)	14%	(95)	676
GenXers: 1965-1980	4%	(18)	12%	(60)	5%	(26)	6%	(30)	61%	(307)	12%	(60)	501
Baby Boomers: 1946-1964	2%	(12)	9%	(66)	6%	(44)	7%	(48)	69%	(508)	8%	(62)	740
PID: Dem (no lean)	10%	(92)	17%	(150)	8%	(69)	4%	(36)	50%	(441)	10%	(91)	879
PID: Ind (no lean)	4%	(29)	10%	(67)	6%	(40)	7%	(51)	58%	(403)	15%	(102)	690
PID: Rep (no lean)	4%	(24)	10%	(65)	8%	(54)	6%	(40)	62%	(389)	9%	(59)	631
PID/Gender: Dem Men	15%	(62)	20%	(87)	9%	(36)	4%	(19)	42%	(180)	10%	(42)	425
PID/Gender: Dem Women	6%	(29)	14%	(63)	7%	(33)	4%	(18)	58%	(261)	11%	(49)	453
PID/Gender: Ind Men	4%	(13)	11%	(38)	7%	(22)	8%	(25)	59%	(193)	12%	(38)	328
PID/Gender: Ind Women	4%	(16)	8%	(29)	5%	(18)	7%	(25)	58%	(210)	18%	(64)	362
PID/Gender: Rep Men	6%	(19)	12%	(38)	11%	(34)	7%	(21)	57%	(176)	7%	(20)	308
PID/Gender: Rep Women	2%	(5)	8%	(27)	6%	(20)	6%	(19)	66%	(213)	12%	(39)	323
Ideo: Liberal (1-3)	10%	(68)	18%	(116)	6%	(41)	4%	(29)	52%	(339)	9%	(61)	655
Ideo: Moderate (4)	5%	(31)	14%	(85)	8%	(47)	7%	(45)	55%	(332)	10%	(59)	599
Ideo: Conservative (5-7)	4%	(33)	10%	(76)	8%	(59)	7%	(50)	60%	(441)	10%	(75)	733
Educ: < College	4%	(64)	11%	(165)	8%	(114)	6%	(97)	58%	(871)	13%	(201)	1512
Educ: Bachelors degree	12%	(52)	17%	(75)	8%	(34)	4%	(20)	51%	(227)	8%	(35)	444
Educ: Post-grad	12%	(29)	17%	(40)	6%	(14)	4%	(10)	55%	(134)	7%	(16)	244

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Table MCSP8_1: Consider the following time periods. Are you currently more or less interested in women’s sports compared to the following times?
One year ago

Demographic	Currently much more interested now	Currently somewhat more interested now	Currently somewhat less interested now	Currently much less interested now	Neither more nor less interested	Don’t know / No opinion	Total N
Adults	7% (145)	13% (281)	7% (162)	6% (127)	56% (1232)	11% (253)	2200
Income: Under 50k	4% (44)	11% (119)	8% (93)	6% (67)	56% (626)	15% (161)	1110
Income: 50k-100k	9% (65)	14% (104)	6% (44)	7% (48)	55% (404)	9% (65)	731
Income: 100k+	10% (36)	16% (58)	7% (25)	3% (11)	56% (202)	7% (27)	359
Ethnicity: White	5% (91)	12% (207)	6% (110)	6% (99)	60% (1030)	11% (185)	1722
Ethnicity: Hispanic	11% (39)	15% (52)	8% (28)	7% (25)	46% (162)	12% (43)	349
Ethnicity: Black	10% (28)	16% (44)	11% (31)	7% (19)	42% (115)	13% (37)	274
Ethnicity: Other	12% (25)	15% (30)	10% (21)	4% (9)	43% (87)	15% (31)	204
All Christian	6% (64)	13% (142)	8% (94)	7% (76)	56% (621)	10% (109)	1106
All Non-Christian	22% (27)	17% (21)	4% (5)	6% (8)	40% (48)	10% (12)	120
Atheist	5% (4)	18% (16)	2% (2)	1% (1)	55% (49)	19% (17)	90
Agnostic/Nothing in particular	6% (34)	12% (64)	7% (41)	3% (17)	57% (319)	14% (80)	555
Something Else	5% (16)	11% (37)	6% (21)	8% (26)	59% (195)	10% (34)	329
Religious Non-Protestant/Catholic	19% (27)	18% (25)	6% (8)	5% (8)	42% (60)	10% (15)	143
Evangelical	8% (51)	13% (77)	8% (50)	7% (44)	53% (320)	11% (68)	610
Non-Evangelical	4% (28)	12% (95)	8% (62)	7% (57)	61% (475)	9% (67)	783
Community: Urban	13% (84)	16% (101)	7% (44)	5% (34)	46% (288)	12% (75)	625
Community: Suburban	5% (49)	12% (125)	7% (69)	6% (64)	60% (618)	10% (107)	1031
Community: Rural	2% (12)	10% (55)	9% (49)	5% (30)	60% (327)	13% (71)	544
Employ: Private Sector	10% (70)	16% (113)	9% (64)	6% (40)	50% (352)	9% (62)	700
Employ: Government	13% (19)	15% (21)	8% (11)	6% (9)	49% (68)	9% (12)	139
Employ: Self-Employed	13% (24)	13% (23)	7% (12)	5% (10)	52% (93)	10% (17)	178
Employ: Homemaker	1% (1)	7% (13)	5% (8)	3% (5)	65% (112)	20% (34)	173
Employ: Student	8% (9)	12% (13)	11% (11)	13% (14)	39% (42)	18% (19)	107
Employ: Retired	2% (8)	11% (51)	6% (28)	5% (23)	67% (325)	10% (49)	483
Employ: Unemployed	4% (12)	10% (31)	4% (13)	7% (22)	61% (184)	14% (43)	304
Employ: Other	2% (2)	16% (18)	12% (14)	5% (5)	50% (58)	16% (18)	115

Continued on next page

Table MCSP8_1: Consider the following time periods. Are you currently more or less interested in women’s sports compared to the following times?
One year ago

Demographic	Currently much more interested now	Currently somewhat more interested now	Currently somewhat less interested now	Currently much less interested now	Neither more nor less interested	Don’t know / No opinion	Total N
Adults	7% (145)	13% (281)	7% (162)	6% (127)	56% (1232)	11% (253)	2200
Military HH: Yes	6% (19)	9% (31)	7% (24)	6% (20)	63% (207)	9% (29)	329
Military HH: No	7% (126)	13% (250)	7% (139)	6% (107)	55% (1025)	12% (224)	1871
RD/WT: Right Direction	10% (109)	16% (176)	7% (75)	5% (53)	52% (567)	11% (120)	1100
RD/WT: Wrong Track	3% (36)	10% (105)	8% (87)	7% (74)	60% (666)	12% (133)	1100
Biden Job Approve	9% (120)	16% (204)	6% (80)	5% (64)	53% (666)	10% (129)	1262
Biden Job Disapprove	2% (19)	9% (75)	9% (76)	7% (59)	63% (523)	9% (78)	829
Biden Job Strongly Approve	13% (94)	16% (110)	7% (48)	6% (39)	47% (335)	11% (80)	707
Biden Job Somewhat Approve	5% (25)	17% (94)	6% (32)	4% (24)	60% (331)	9% (48)	555
Biden Job Somewhat Disapprove	3% (8)	11% (26)	12% (28)	9% (22)	56% (131)	9% (21)	235
Biden Job Strongly Disapprove	2% (11)	8% (49)	8% (48)	6% (38)	66% (392)	10% (57)	594
Favorable of Biden	9% (113)	16% (203)	6% (79)	5% (60)	53% (659)	11% (135)	1249
Unfavorable of Biden	3% (23)	8% (71)	9% (72)	7% (61)	63% (531)	10% (80)	839
Very Favorable of Biden	11% (80)	16% (117)	8% (55)	5% (34)	50% (358)	11% (77)	721
Somewhat Favorable of Biden	6% (33)	16% (86)	5% (24)	5% (26)	57% (301)	11% (58)	528
Somewhat Unfavorable of Biden	5% (12)	11% (24)	10% (22)	7% (16)	60% (135)	8% (18)	226
Very Unfavorable of Biden	2% (11)	8% (47)	8% (49)	7% (46)	65% (397)	10% (62)	613
#1 Issue: Economy	7% (61)	12% (99)	7% (60)	5% (44)	58% (486)	10% (87)	836
#1 Issue: Security	4% (12)	14% (44)	8% (25)	8% (24)	57% (180)	10% (31)	315
#1 Issue: Health Care	10% (31)	15% (48)	10% (31)	6% (18)	48% (158)	12% (40)	327
#1 Issue: Medicare / Social Security	4% (10)	14% (35)	4% (9)	6% (15)	62% (160)	10% (26)	257
#1 Issue: Women’s Issues	11% (11)	19% (18)	9% (9)	7% (7)	40% (37)	14% (13)	94
#1 Issue: Education	8% (8)	11% (11)	11% (10)	7% (7)	38% (37)	25% (24)	97
#1 Issue: Energy	7% (8)	12% (15)	10% (13)	5% (6)	57% (72)	9% (12)	126
#1 Issue: Other	2% (3)	8% (11)	3% (4)	4% (7)	69% (102)	14% (20)	148

Continued on next page

Table MCSP8_1: Consider the following time periods. Are you currently more or less interested in women’s sports compared to the following times?
One year ago

Demographic	Currently much more interested now	Currently somewhat more interested now	Currently somewhat less interested now	Currently much less interested now	Neither more nor less interested	Don’t know / No opinion	Total N
Adults	7% (145)	13% (281)	7% (162)	6% (127)	56% (1232)	11% (253)	2200
2020 Vote: Joe Biden	9% (93)	17% (173)	7% (76)	4% (42)	53% (533)	9% (95)	1012
2020 Vote: Donald Trump	4% (24)	10% (66)	7% (49)	8% (54)	63% (425)	9% (59)	678
2020 Vote: Other	4% (3)	10% (7)	9% (6)	2% (2)	66% (46)	9% (6)	70
2020 Vote: Didn’t Vote	6% (25)	8% (35)	7% (32)	6% (29)	52% (227)	21% (93)	440
2018 House Vote: Democrat	10% (77)	16% (124)	8% (64)	5% (38)	51% (392)	9% (71)	766
2018 House Vote: Republican	4% (24)	11% (62)	7% (40)	5% (30)	65% (379)	8% (46)	580
2018 House Vote: Someone else	7% (5)	11% (8)	8% (6)	5% (3)	53% (36)	16% (11)	68
2016 Vote: Hillary Clinton	10% (69)	16% (111)	8% (59)	4% (31)	52% (366)	10% (72)	707
2016 Vote: Donald Trump	5% (31)	11% (76)	7% (48)	7% (51)	61% (417)	9% (60)	682
2016 Vote: Other	5% (6)	11% (16)	5% (7)	7% (9)	66% (90)	6% (8)	137
2016 Vote: Didn’t Vote	6% (38)	12% (78)	7% (47)	5% (35)	54% (359)	17% (112)	670
Voted in 2014: Yes	8% (98)	14% (172)	8% (101)	5% (66)	58% (730)	8% (102)	1269
Voted in 2014: No	5% (46)	12% (109)	7% (61)	7% (61)	54% (503)	16% (151)	931
4-Region: Northeast	10% (40)	12% (47)	8% (32)	5% (21)	54% (212)	10% (41)	394
4-Region: Midwest	3% (13)	12% (54)	6% (29)	6% (26)	62% (287)	12% (54)	462
4-Region: South	6% (49)	14% (112)	7% (61)	5% (44)	56% (465)	11% (93)	824
4-Region: West	8% (42)	13% (68)	8% (41)	7% (36)	51% (268)	13% (65)	520
Sports Fans	9% (136)	17% (255)	10% (143)	6% (82)	49% (742)	9% (140)	1499
Avid Sports Fans	18% (97)	22% (115)	10% (52)	6% (30)	38% (203)	7% (36)	533
Casual Sports Fans	4% (40)	14% (139)	9% (92)	5% (52)	56% (539)	11% (104)	966
Male and Sports Fans	11% (91)	19% (156)	10% (85)	5% (43)	48% (404)	7% (62)	841
Female and Sports Fans	7% (45)	15% (99)	9% (59)	6% (40)	51% (338)	12% (78)	658
Fans of Men’s Sports	9% (143)	17% (271)	9% (149)	6% (103)	49% (803)	10% (160)	1629
Fans of Women’s Sports	11% (134)	21% (247)	11% (124)	7% (81)	41% (480)	9% (101)	1165
Avid Fans of Women’s Sports	24% (110)	26% (120)	12% (55)	5% (22)	25% (115)	7% (32)	455
Gen Z Sports Fans	11% (14)	22% (29)	13% (17)	8% (10)	34% (45)	12% (16)	133
Millennial Sports Fans	18% (90)	20% (99)	12% (60)	4% (19)	35% (171)	11% (52)	491

Continued on next page

Table MCSP8_1: Consider the following time periods. Are you currently more or less interested in women's sports compared to the following times?
One year ago

Demographic	Currently much more interested now	Currently somewhat more interested now	Currently somewhat less interested now	Currently much less interested now	Neither more nor less interested	Don't know / No opinion	Total N
Adults	7% (145)	13% (281)	7% (162)	6% (127)	56% (1232)	11% (253)	2200
Gen X Sports Fans	5% (18)	17% (57)	7% (25)	7% (24)	55% (185)	9% (29)	337
Boomer Sports Fans	2% (12)	12% (61)	8% (39)	6% (28)	63% (312)	8% (42)	494
NBA Fans	12% (119)	21% (216)	9% (95)	6% (63)	43% (442)	9% (87)	1022
Avid NBA Fans	22% (84)	23% (90)	11% (41)	5% (19)	32% (126)	7% (26)	387
Casual NBA Fans	6% (35)	20% (125)	8% (54)	7% (44)	50% (316)	10% (62)	635

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

Table MCSP8_2: Consider the following time periods. Are you currently more or less interested in women’s sports compared to the following times?
Five years ago

Demographic	Currently much more interested now	Currently somewhat more interested now	Currently somewhat less interested now	Currently much less interested now	Neither more nor less interested	Don’t know / No opinion	Total N
Adults	8% (178)	12% (258)	6% (142)	7% (147)	54% (1196)	13% (279)	2200
Gender: Male	10% (109)	14% (153)	9% (92)	6% (68)	50% (531)	10% (110)	1062
Gender: Female	6% (69)	9% (105)	4% (49)	7% (80)	58% (665)	15% (170)	1138
Age: 18-34	14% (89)	14% (92)	8% (54)	7% (45)	41% (267)	16% (108)	655
Age: 35-44	13% (47)	15% (55)	6% (21)	5% (17)	45% (161)	16% (58)	358
Age: 45-64	3% (20)	11% (80)	6% (42)	7% (55)	64% (479)	10% (74)	751
Age: 65+	5% (21)	7% (32)	5% (24)	7% (30)	66% (290)	9% (40)	436
GenZers: 1997-2012	11% (24)	13% (29)	5% (12)	10% (22)	43% (96)	19% (42)	223
Millennials: 1981-1996	15% (103)	15% (103)	9% (58)	5% (31)	41% (274)	16% (107)	676
GenXers: 1965-1980	4% (21)	13% (65)	5% (27)	8% (39)	57% (287)	12% (62)	501
Baby Boomers: 1946-1964	3% (25)	8% (58)	6% (41)	7% (54)	67% (496)	9% (66)	740
PID: Dem (no lean)	12% (106)	15% (135)	6% (56)	7% (61)	48% (425)	11% (96)	879
PID: Ind (no lean)	7% (46)	10% (67)	4% (31)	6% (41)	57% (393)	16% (113)	690
PID: Rep (no lean)	4% (26)	9% (56)	9% (55)	7% (45)	60% (378)	11% (71)	631
PID/Gender: Dem Men	17% (71)	18% (77)	8% (35)	7% (29)	40% (171)	10% (41)	425
PID/Gender: Dem Women	8% (35)	13% (58)	4% (20)	7% (33)	56% (254)	12% (54)	453
PID/Gender: Ind Men	6% (21)	12% (40)	5% (16)	5% (18)	58% (191)	13% (43)	328
PID/Gender: Ind Women	7% (25)	8% (28)	4% (14)	6% (23)	56% (202)	19% (70)	362
PID/Gender: Rep Men	5% (16)	12% (36)	13% (40)	7% (21)	55% (168)	8% (26)	308
PID/Gender: Rep Women	3% (10)	6% (19)	5% (15)	7% (23)	65% (210)	14% (45)	323
Ideo: Liberal (1-3)	13% (84)	17% (113)	6% (42)	5% (36)	47% (311)	11% (70)	655
Ideo: Moderate (4)	6% (36)	14% (82)	7% (43)	7% (43)	55% (331)	11% (64)	599
Ideo: Conservative (5-7)	6% (47)	8% (57)	6% (47)	9% (64)	60% (441)	11% (77)	733
Educ: < College	6% (91)	10% (146)	6% (89)	8% (114)	56% (848)	15% (224)	1512
Educ: Bachelors degree	12% (55)	15% (68)	7% (33)	6% (25)	51% (226)	8% (37)	444
Educ: Post-grad	13% (32)	18% (44)	8% (19)	3% (8)	50% (122)	8% (19)	244

Continued on next page

Table MCSP8_2: Consider the following time periods. Are you currently more or less interested in women’s sports compared to the following times?
Five years ago

Demographic	Currently much more interested now	Currently somewhat more interested now	Currently somewhat less interested now	Currently much less interested now	Neither more nor less interested	Don’t know / No opinion	Total N
Adults	8% (178)	12% (258)	6% (142)	7% (147)	54% (1196)	13% (279)	2200
Income: Under 50k	5% (53)	11% (122)	6% (70)	6% (67)	55% (615)	16% (182)	1110
Income: 50k-100k	10% (72)	11% (81)	7% (50)	9% (64)	54% (395)	9% (69)	731
Income: 100k+	15% (53)	15% (55)	6% (22)	4% (16)	52% (186)	8% (28)	359
Ethnicity: White	7% (121)	10% (180)	6% (107)	6% (109)	58% (1000)	12% (206)	1722
Ethnicity: Hispanic	11% (38)	14% (49)	11% (37)	6% (20)	46% (161)	13% (44)	349
Ethnicity: Black	10% (27)	19% (53)	5% (13)	9% (25)	42% (116)	15% (41)	274
Ethnicity: Other	15% (30)	12% (25)	10% (21)	7% (14)	39% (81)	16% (33)	204
All Christian	8% (85)	13% (143)	8% (88)	7% (81)	54% (592)	11% (118)	1106
All Non-Christian	24% (29)	15% (17)	8% (10)	3% (3)	37% (44)	14% (16)	120
Atheist	7% (7)	12% (11)	2% (1)	3% (3)	54% (48)	22% (19)	90
Agnostic/Nothing in particular	6% (31)	9% (52)	5% (27)	7% (38)	57% (316)	17% (92)	555
Something Else	8% (26)	10% (34)	5% (16)	7% (23)	60% (196)	10% (34)	329
Religious Non-Protestant/Catholic	23% (33)	14% (20)	9% (12)	3% (4)	39% (55)	13% (18)	143
Evangelical	9% (52)	13% (80)	8% (49)	8% (48)	52% (314)	11% (67)	610
Non-Evangelical	7% (54)	12% (92)	7% (52)	7% (54)	58% (451)	10% (80)	783
Community: Urban	15% (91)	15% (93)	8% (50)	6% (38)	43% (270)	13% (83)	625
Community: Suburban	6% (62)	12% (119)	6% (63)	7% (75)	58% (595)	11% (116)	1031
Community: Rural	4% (24)	8% (46)	5% (29)	6% (34)	61% (331)	15% (81)	544
Employ: Private Sector	11% (76)	16% (110)	8% (58)	7% (50)	48% (337)	10% (69)	700
Employ: Government	17% (23)	13% (18)	11% (15)	6% (8)	45% (62)	9% (12)	139
Employ: Self-Employed	13% (23)	13% (23)	5% (10)	5% (9)	52% (93)	11% (20)	178
Employ: Homemaker	2% (4)	10% (17)	3% (5)	2% (3)	65% (112)	19% (33)	173
Employ: Student	6% (7)	10% (11)	6% (6)	19% (20)	39% (42)	20% (21)	107
Employ: Retired	4% (20)	8% (39)	5% (26)	7% (32)	65% (314)	11% (52)	483
Employ: Unemployed	6% (19)	10% (31)	4% (12)	5% (15)	58% (175)	17% (53)	304
Employ: Other	6% (7)	9% (10)	7% (9)	9% (10)	52% (60)	17% (19)	115

Continued on next page

Table MCSP8_2: Consider the following time periods. Are you currently more or less interested in women’s sports compared to the following times?
Five years ago

Demographic	Currently much more interested now	Currently somewhat more interested now	Currently somewhat less interested now	Currently much less interested now	Neither more nor less interested	Don’t know / No opinion	Total N
Adults	8% (178)	12% (258)	6% (142)	7% (147)	54% (1196)	13% (279)	2200
Military HH: Yes	7% (24)	9% (29)	8% (25)	6% (20)	61% (200)	9% (31)	329
Military HH: No	8% (154)	12% (229)	6% (116)	7% (128)	53% (996)	13% (248)	1871
RD/WT: Right Direction	11% (123)	15% (165)	6% (69)	6% (66)	50% (545)	12% (132)	1100
RD/WT: Wrong Track	5% (55)	8% (93)	7% (72)	7% (82)	59% (651)	13% (147)	1100
Biden Job Approve	11% (139)	15% (190)	7% (83)	6% (76)	50% (629)	12% (146)	1262
Biden Job Disapprove	4% (32)	8% (62)	6% (54)	8% (70)	64% (527)	10% (84)	829
Biden Job Strongly Approve	13% (95)	16% (117)	6% (45)	6% (42)	46% (324)	12% (85)	707
Biden Job Somewhat Approve	8% (44)	13% (73)	7% (38)	6% (34)	55% (305)	11% (61)	555
Biden Job Somewhat Disapprove	6% (14)	9% (22)	7% (16)	8% (19)	59% (139)	11% (25)	235
Biden Job Strongly Disapprove	3% (18)	7% (41)	6% (37)	8% (50)	65% (388)	10% (59)	594
Favorable of Biden	11% (137)	14% (181)	6% (75)	7% (83)	50% (627)	12% (147)	1249
Unfavorable of Biden	4% (33)	8% (68)	7% (56)	8% (63)	63% (528)	11% (91)	839
Very Favorable of Biden	12% (86)	17% (124)	6% (42)	7% (49)	47% (342)	11% (77)	721
Somewhat Favorable of Biden	10% (51)	11% (57)	6% (33)	6% (33)	54% (285)	13% (69)	528
Somewhat Unfavorable of Biden	7% (15)	11% (26)	8% (18)	6% (13)	59% (133)	10% (22)	226
Very Unfavorable of Biden	3% (18)	7% (43)	6% (38)	8% (51)	64% (394)	11% (69)	613
#1 Issue: Economy	9% (73)	12% (102)	5% (46)	7% (59)	56% (470)	10% (87)	836
#1 Issue: Security	5% (17)	8% (26)	9% (28)	8% (24)	58% (182)	12% (38)	315
#1 Issue: Health Care	12% (38)	14% (47)	9% (30)	6% (21)	45% (146)	14% (45)	327
#1 Issue: Medicare / Social Security	4% (11)	11% (27)	5% (12)	8% (20)	61% (158)	11% (29)	257
#1 Issue: Women’s Issues	16% (15)	11% (10)	2% (2)	11% (10)	37% (35)	23% (22)	94
#1 Issue: Education	9% (9)	17% (16)	8% (8)	2% (2)	39% (38)	25% (24)	97
#1 Issue: Energy	8% (10)	14% (18)	11% (13)	4% (6)	54% (68)	9% (11)	126
#1 Issue: Other	3% (5)	8% (12)	2% (2)	4% (5)	67% (99)	16% (24)	148

Continued on next page

Table MCSP8_2: Consider the following time periods. Are you currently more or less interested in women’s sports compared to the following times?
Five years ago

Demographic	Currently much more interested now	Currently somewhat more interested now	Currently somewhat less interested now	Currently much less interested now	Neither more nor less interested	Don’t know / No opinion	Total N
Adults	8% (178)	12% (258)	6% (142)	7% (147)	54% (1196)	13% (279)	2200
2020 Vote: Joe Biden	11% (114)	16% (166)	6% (63)	6% (60)	50% (510)	10% (98)	1012
2020 Vote: Donald Trump	5% (31)	8% (53)	8% (51)	9% (59)	61% (416)	10% (68)	678
2020 Vote: Other	3% (2)	8% (6)	6% (4)	4% (3)	70% (49)	9% (6)	70
2020 Vote: Didn’t Vote	7% (30)	8% (34)	5% (23)	6% (25)	50% (220)	24% (107)	440
2018 House Vote: Democrat	12% (91)	18% (135)	6% (48)	5% (41)	50% (382)	9% (69)	766
2018 House Vote: Republican	5% (29)	8% (47)	9% (50)	7% (42)	62% (363)	9% (50)	580
2018 House Vote: Someone else	3% (2)	10% (7)	5% (3)	6% (4)	60% (41)	17% (12)	68
2016 Vote: Hillary Clinton	12% (82)	17% (121)	6% (41)	6% (44)	49% (348)	10% (71)	707
2016 Vote: Donald Trump	6% (40)	9% (63)	8% (53)	8% (55)	59% (405)	10% (66)	682
2016 Vote: Other	4% (5)	11% (16)	5% (7)	4% (5)	70% (95)	6% (8)	137
2016 Vote: Didn’t Vote	7% (50)	9% (58)	6% (38)	6% (43)	52% (348)	20% (133)	670
Voted in 2014: Yes	9% (117)	13% (167)	7% (92)	6% (80)	56% (708)	8% (105)	1269
Voted in 2014: No	7% (61)	10% (91)	5% (50)	7% (67)	52% (488)	19% (174)	931
4-Region: Northeast	12% (46)	11% (45)	8% (30)	4% (17)	54% (213)	11% (43)	394
4-Region: Midwest	5% (22)	9% (42)	5% (25)	8% (38)	59% (273)	14% (62)	462
4-Region: South	7% (60)	12% (96)	7% (58)	7% (59)	55% (451)	12% (101)	824
4-Region: West	10% (50)	15% (76)	6% (29)	6% (34)	50% (259)	14% (72)	520
Sports Fans	11% (166)	16% (237)	8% (123)	7% (103)	48% (714)	10% (156)	1499
Avid Sports Fans	20% (104)	19% (100)	9% (50)	9% (47)	35% (186)	9% (46)	533
Casual Sports Fans	6% (62)	14% (138)	8% (73)	6% (56)	55% (528)	11% (110)	966
Male and Sports Fans	13% (107)	17% (144)	10% (85)	6% (49)	46% (383)	9% (73)	841
Female and Sports Fans	9% (59)	14% (93)	6% (38)	8% (54)	50% (330)	13% (84)	658
Fans of Men’s Sports	11% (177)	15% (245)	8% (131)	8% (124)	48% (778)	11% (174)	1629
Fans of Women’s Sports	14% (162)	20% (230)	10% (113)	8% (97)	39% (453)	9% (110)	1165
Avid Fans of Women’s Sports	26% (120)	24% (109)	12% (54)	8% (36)	22% (102)	7% (34)	455
Gen Z Sports Fans	15% (20)	19% (26)	4% (5)	11% (14)	37% (49)	14% (18)	133
Millennial Sports Fans	20% (96)	19% (95)	11% (55)	5% (23)	32% (159)	13% (63)	491

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Table MCSP8_2: Consider the following time periods. Are you currently more or less interested in women’s sports compared to the following times?
Five years ago

Demographic	Currently much more interested now	Currently somewhat more interested now	Currently somewhat less interested now	Currently much less interested now	Neither more nor less interested	Don’t know / No opinion	Total N
Adults	8% (178)	12% (258)	6% (142)	7% (147)	54% (1196)	13% (279)	2200
Gen X Sports Fans	6% (21)	18% (60)	7% (23)	9% (29)	52% (175)	9% (29)	337
Boomer Sports Fans	5% (23)	11% (53)	8% (37)	7% (34)	61% (301)	9% (46)	494
NBA Fans	13% (135)	20% (200)	8% (85)	7% (76)	42% (427)	10% (99)	1022
Avid NBA Fans	24% (93)	23% (87)	8% (31)	9% (33)	30% (114)	7% (29)	387
Casual NBA Fans	7% (43)	18% (113)	9% (54)	7% (43)	49% (312)	11% (70)	635

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

Table MCSP10: Now on another topic As you may know, the NBA is introducing a play-in tournament this season. In the tournament, teams that finish seventh through tenth in each conference compete for the final two playoff spots. Previously, the teams that finished seventh and eighth in each conference would be guaranteed the final two playoff spots. Based on what you know, do you approve or disapprove of the addition of an NBA play-in tournament?

Demographic	Strongly approve		Somewhat approve		Somewhat disapprove		Strongly disapprove		Don't know / No opinion		Total N
Adults	14%	(311)	25%	(554)	6%	(142)	5%	(103)	50%	(1090)	2200
Gender: Male	22%	(229)	28%	(293)	8%	(80)	6%	(61)	37%	(398)	1062
Gender: Female	7%	(81)	23%	(261)	5%	(61)	4%	(42)	61%	(692)	1138
Age: 18-34	22%	(147)	28%	(183)	5%	(31)	4%	(24)	41%	(270)	655
Age: 35-44	25%	(88)	31%	(112)	5%	(18)	3%	(11)	36%	(128)	358
Age: 45-64	7%	(52)	22%	(166)	9%	(66)	6%	(45)	56%	(422)	751
Age: 65+	5%	(23)	21%	(92)	6%	(26)	6%	(24)	62%	(270)	436
GenZers: 1997-2012	16%	(36)	32%	(71)	6%	(13)	6%	(12)	41%	(91)	223
Millennials: 1981-1996	26%	(174)	29%	(197)	4%	(28)	3%	(19)	38%	(258)	676
GenXers: 1965-1980	12%	(59)	21%	(103)	9%	(44)	4%	(21)	55%	(273)	501
Baby Boomers: 1946-1964	5%	(38)	23%	(172)	7%	(51)	7%	(49)	58%	(430)	740
PID: Dem (no lean)	19%	(169)	31%	(270)	5%	(47)	3%	(26)	42%	(367)	879
PID: Ind (no lean)	10%	(69)	22%	(149)	6%	(39)	5%	(34)	58%	(400)	690
PID: Rep (no lean)	12%	(73)	21%	(135)	9%	(56)	7%	(44)	51%	(323)	631
PID/Gender: Dem Men	29%	(123)	32%	(136)	6%	(24)	4%	(18)	29%	(124)	425
PID/Gender: Dem Women	10%	(45)	30%	(134)	5%	(23)	2%	(8)	54%	(244)	453
PID/Gender: Ind Men	14%	(45)	25%	(81)	8%	(26)	7%	(24)	47%	(154)	328
PID/Gender: Ind Women	7%	(24)	19%	(68)	4%	(13)	3%	(10)	68%	(246)	362
PID/Gender: Rep Men	20%	(61)	25%	(76)	10%	(31)	6%	(19)	39%	(121)	308
PID/Gender: Rep Women	4%	(12)	18%	(59)	8%	(25)	8%	(25)	63%	(202)	323
Ideo: Liberal (1-3)	20%	(133)	32%	(208)	6%	(38)	5%	(31)	37%	(245)	655
Ideo: Moderate (4)	12%	(71)	27%	(161)	7%	(39)	3%	(17)	52%	(310)	599
Ideo: Conservative (5-7)	12%	(92)	20%	(150)	9%	(62)	7%	(51)	52%	(378)	733
Educ: < College	12%	(178)	25%	(376)	6%	(85)	4%	(64)	53%	(809)	1512
Educ: Bachelors degree	20%	(88)	26%	(116)	9%	(38)	6%	(25)	40%	(178)	444
Educ: Post-grad	19%	(45)	25%	(62)	8%	(19)	6%	(14)	42%	(104)	244
Income: Under 50k	11%	(122)	26%	(291)	5%	(52)	4%	(45)	54%	(599)	1110
Income: 50k-100k	16%	(119)	22%	(162)	8%	(56)	6%	(47)	48%	(347)	731
Income: 100k+	20%	(70)	28%	(101)	9%	(33)	3%	(11)	40%	(144)	359

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Table MCSP10: Now on another topic As you may know, the NBA is introducing a play-in tournament this season. In the tournament, teams that finish seventh through tenth in each conference compete for the final two playoff spots. Previously, the teams that finished seventh and eighth in each conference would be guaranteed the final two playoff spots. Based on what you know, do you approve or disapprove of the addition of an NBA play-in tournament?

Demographic	Strongly approve		Somewhat approve		Somewhat disapprove		Strongly disapprove		Don't know / No opinion		Total N
Adults	14%	(311)	25%	(554)	6%	(142)	5%	(103)	50%	(1090)	2200
Ethnicity: White	12%	(205)	24%	(418)	6%	(108)	5%	(82)	53%	(908)	1722
Ethnicity: Hispanic	21%	(73)	25%	(87)	7%	(25)	4%	(12)	44%	(152)	349
Ethnicity: Black	26%	(72)	26%	(72)	9%	(23)	3%	(9)	35%	(97)	274
Ethnicity: Other	16%	(33)	31%	(63)	5%	(10)	6%	(12)	42%	(86)	204
All Christian	14%	(155)	27%	(299)	6%	(66)	6%	(65)	47%	(521)	1106
All Non-Christian	31%	(37)	18%	(21)	9%	(11)	7%	(8)	36%	(43)	120
Atheist	17%	(15)	23%	(20)	6%	(5)	2%	(2)	53%	(47)	90
Agnostic/Nothing in particular	11%	(64)	24%	(136)	8%	(43)	3%	(19)	53%	(294)	555
Something Else	12%	(40)	23%	(77)	5%	(16)	3%	(10)	56%	(186)	329
Religious Non-Protestant/Catholic	27%	(38)	21%	(30)	8%	(11)	6%	(8)	39%	(56)	143
Evangelical	16%	(96)	26%	(161)	6%	(34)	4%	(25)	48%	(294)	610
Non-Evangelical	12%	(95)	26%	(202)	6%	(44)	6%	(51)	50%	(391)	783
Community: Urban	24%	(151)	26%	(161)	5%	(29)	4%	(23)	42%	(261)	625
Community: Suburban	10%	(105)	27%	(279)	8%	(78)	5%	(56)	50%	(513)	1031
Community: Rural	10%	(54)	21%	(113)	6%	(35)	5%	(25)	58%	(317)	544
Employ: Private Sector	20%	(138)	29%	(205)	7%	(52)	3%	(24)	40%	(282)	700
Employ: Government	25%	(34)	20%	(28)	8%	(12)	7%	(9)	40%	(56)	139
Employ: Self-Employed	24%	(43)	25%	(44)	7%	(13)	4%	(6)	40%	(72)	178
Employ: Homemaker	6%	(11)	17%	(30)	6%	(10)	3%	(4)	68%	(118)	173
Employ: Student	12%	(13)	33%	(35)	4%	(4)	6%	(6)	45%	(48)	107
Employ: Retired	5%	(23)	22%	(106)	5%	(26)	7%	(34)	61%	(294)	483
Employ: Unemployed	12%	(36)	25%	(76)	6%	(18)	5%	(15)	52%	(158)	304
Employ: Other	11%	(13)	26%	(29)	6%	(7)	3%	(4)	54%	(62)	115
Military HH: Yes	10%	(33)	17%	(57)	6%	(18)	6%	(20)	61%	(201)	329
Military HH: No	15%	(278)	27%	(497)	7%	(123)	4%	(83)	48%	(890)	1871
RD/WT: Right Direction	19%	(210)	29%	(324)	6%	(66)	3%	(29)	43%	(471)	1100
RD/WT: Wrong Track	9%	(101)	21%	(230)	7%	(76)	7%	(75)	56%	(619)	1100

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Table MCSP10: Now on another topic As you may know, the NBA is introducing a play-in tournament this season. In the tournament, teams that finish seventh through tenth in each conference compete for the final two playoff spots. Previously, the teams that finished seventh and eighth in each conference would be guaranteed the final two playoff spots. Based on what you know, do you approve or disapprove of the addition of an NBA play-in tournament?

Demographic	Strongly approve		Somewhat approve		Somewhat disapprove		Strongly disapprove		Don't know / No opinion		Total N
Adults	14%	(311)	25%	(554)	6%	(142)	5%	(103)	50%	(1090)	2200
Biden Job Approve	19%	(241)	30%	(375)	6%	(76)	2%	(31)	43%	(539)	1262
Biden Job Disapprove	7%	(59)	20%	(166)	7%	(62)	8%	(69)	57%	(473)	829
Biden Job Strongly Approve	26%	(184)	26%	(183)	5%	(35)	3%	(20)	40%	(284)	707
Biden Job Somewhat Approve	10%	(57)	35%	(192)	7%	(41)	2%	(11)	46%	(255)	555
Biden Job Somewhat Disapprove	8%	(19)	25%	(58)	7%	(16)	2%	(5)	58%	(137)	235
Biden Job Strongly Disapprove	7%	(40)	18%	(109)	8%	(46)	11%	(64)	57%	(336)	594
Favorable of Biden	18%	(230)	29%	(364)	6%	(70)	2%	(30)	44%	(555)	1249
Unfavorable of Biden	8%	(64)	20%	(165)	8%	(66)	8%	(71)	56%	(473)	839
Very Favorable of Biden	23%	(166)	27%	(192)	5%	(38)	3%	(20)	42%	(304)	721
Somewhat Favorable of Biden	12%	(63)	33%	(172)	6%	(32)	2%	(10)	47%	(250)	528
Somewhat Unfavorable of Biden	8%	(19)	26%	(58)	9%	(21)	5%	(11)	52%	(117)	226
Very Unfavorable of Biden	7%	(46)	17%	(106)	7%	(45)	10%	(60)	58%	(356)	613
#1 Issue: Economy	15%	(126)	26%	(220)	7%	(55)	5%	(43)	47%	(392)	836
#1 Issue: Security	11%	(33)	21%	(65)	8%	(26)	9%	(29)	52%	(163)	315
#1 Issue: Health Care	20%	(65)	29%	(96)	6%	(18)	4%	(13)	41%	(135)	327
#1 Issue: Medicare / Social Security	12%	(32)	22%	(56)	5%	(14)	3%	(7)	58%	(148)	257
#1 Issue: Women's Issues	14%	(13)	26%	(24)	10%	(10)	3%	(3)	47%	(44)	94
#1 Issue: Education	17%	(16)	36%	(35)	3%	(3)	3%	(3)	41%	(40)	97
#1 Issue: Energy	15%	(19)	27%	(34)	8%	(10)	1%	(1)	49%	(62)	126
#1 Issue: Other	4%	(6)	16%	(24)	4%	(6)	3%	(5)	72%	(107)	148
2020 Vote: Joe Biden	19%	(195)	28%	(285)	6%	(63)	3%	(27)	44%	(441)	1012
2020 Vote: Donald Trump	11%	(74)	20%	(137)	8%	(55)	9%	(58)	52%	(353)	678
2020 Vote: Other	4%	(3)	26%	(18)	13%	(9)	6%	(4)	51%	(36)	70
2020 Vote: Didn't Vote	9%	(38)	26%	(113)	3%	(15)	3%	(13)	59%	(260)	440
2018 House Vote: Democrat	19%	(144)	29%	(223)	7%	(51)	3%	(26)	42%	(323)	766
2018 House Vote: Republican	11%	(66)	21%	(120)	9%	(51)	8%	(48)	51%	(295)	580
2018 House Vote: Someone else	13%	(9)	12%	(8)	8%	(5)	4%	(3)	63%	(43)	68

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Table MCSP10: Now on another topic As you may know, the NBA is introducing a play-in tournament this season. In the tournament, teams that finish seventh through tenth in each conference compete for the final two playoff spots. Previously, the teams that finished seventh and eighth in each conference would be guaranteed the final two playoff spots. Based on what you know, do you approve or disapprove of the addition of an NBA play-in tournament?

Demographic	Strongly approve		Somewhat approve		Somewhat disapprove		Strongly disapprove		Don't know / No opinion		Total N
Adults	14%	(311)	25%	(554)	6%	(142)	5%	(103)	50%	(1090)	2200
2016 Vote: Hillary Clinton	20%	(141)	28%	(202)	6%	(44)	3%	(19)	43%	(301)	707
2016 Vote: Donald Trump	13%	(88)	21%	(146)	8%	(56)	8%	(53)	50%	(340)	682
2016 Vote: Other	10%	(13)	20%	(27)	8%	(11)	7%	(9)	55%	(76)	137
2016 Vote: Didn't Vote	10%	(68)	26%	(177)	5%	(30)	3%	(21)	56%	(374)	670
Voted in 2014: Yes	16%	(201)	25%	(316)	7%	(87)	6%	(72)	47%	(593)	1269
Voted in 2014: No	12%	(109)	26%	(238)	6%	(54)	3%	(32)	53%	(497)	931
4-Region: Northeast	20%	(80)	24%	(94)	6%	(22)	6%	(22)	45%	(176)	394
4-Region: Midwest	10%	(47)	26%	(119)	8%	(38)	4%	(21)	52%	(239)	462
4-Region: South	15%	(121)	23%	(193)	6%	(50)	5%	(41)	51%	(419)	824
4-Region: West	12%	(63)	29%	(149)	6%	(31)	4%	(20)	49%	(257)	520
Sports Fans	18%	(277)	32%	(479)	7%	(108)	5%	(76)	37%	(558)	1499
Avid Sports Fans	34%	(181)	32%	(170)	8%	(44)	5%	(28)	21%	(110)	533
Casual Sports Fans	10%	(96)	32%	(309)	7%	(65)	5%	(48)	46%	(448)	966
Male and Sports Fans	25%	(209)	32%	(268)	8%	(71)	6%	(53)	29%	(240)	841
Female and Sports Fans	10%	(67)	32%	(211)	6%	(38)	4%	(23)	48%	(318)	658
Fans of Men's Sports	18%	(294)	31%	(504)	7%	(121)	5%	(78)	39%	(632)	1629
Fans of Women's Sports	22%	(260)	32%	(377)	8%	(92)	4%	(49)	33%	(388)	1165
Avid Fans of Women's Sports	39%	(177)	30%	(134)	6%	(29)	4%	(18)	21%	(97)	455
Gen Z Sports Fans	20%	(26)	42%	(56)	5%	(7)	8%	(10)	25%	(34)	133
Millennial Sports Fans	33%	(161)	35%	(170)	4%	(18)	3%	(14)	26%	(128)	491
Gen X Sports Fans	14%	(49)	26%	(89)	11%	(36)	6%	(20)	43%	(143)	337
Boomer Sports Fans	7%	(37)	31%	(155)	8%	(42)	6%	(31)	47%	(230)	494
NBA Fans	25%	(260)	38%	(385)	8%	(82)	4%	(40)	25%	(255)	1022
Avid NBA Fans	45%	(173)	34%	(133)	8%	(33)	3%	(13)	9%	(35)	387
Casual NBA Fans	14%	(87)	40%	(253)	8%	(49)	4%	(26)	35%	(220)	635

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

Table MCSP11: *And how interested are you in the new NBA play-in tournament?*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	14%	(300)	20%	(448)	12%	(261)	35%	(760)	20%	(432)	2200
Gender: Male	21%	(221)	24%	(260)	12%	(125)	30%	(323)	13%	(133)	1062
Gender: Female	7%	(79)	17%	(188)	12%	(136)	38%	(437)	26%	(298)	1138
Age: 18-34	22%	(141)	23%	(149)	11%	(72)	18%	(119)	27%	(174)	655
Age: 35-44	26%	(93)	29%	(102)	9%	(31)	20%	(73)	16%	(58)	358
Age: 45-64	7%	(51)	17%	(125)	14%	(105)	46%	(342)	17%	(128)	751
Age: 65+	3%	(15)	16%	(71)	12%	(53)	52%	(226)	16%	(71)	436
GenZers: 1997-2012	12%	(27)	24%	(53)	16%	(36)	24%	(53)	24%	(54)	223
Millennials: 1981-1996	27%	(184)	25%	(167)	8%	(57)	17%	(114)	23%	(155)	676
GenXers: 1965-1980	9%	(47)	19%	(94)	12%	(58)	39%	(195)	21%	(106)	501
Baby Boomers: 1946-1964	5%	(40)	17%	(122)	14%	(101)	50%	(371)	14%	(104)	740
PID: Dem (no lean)	18%	(157)	27%	(236)	12%	(106)	28%	(246)	15%	(134)	879
PID: Ind (no lean)	10%	(72)	16%	(108)	12%	(80)	36%	(246)	27%	(185)	690
PID: Rep (no lean)	11%	(70)	16%	(104)	12%	(76)	43%	(268)	18%	(113)	631
PID/Gender: Dem Men	27%	(117)	30%	(128)	11%	(49)	23%	(97)	8%	(35)	425
PID/Gender: Dem Women	9%	(41)	24%	(108)	13%	(57)	33%	(149)	22%	(99)	453
PID/Gender: Ind Men	15%	(50)	19%	(63)	10%	(33)	38%	(124)	18%	(58)	328
PID/Gender: Ind Women	6%	(22)	12%	(45)	13%	(47)	34%	(122)	35%	(126)	362
PID/Gender: Rep Men	17%	(54)	22%	(69)	14%	(43)	33%	(102)	13%	(40)	308
PID/Gender: Rep Women	5%	(16)	11%	(35)	10%	(32)	51%	(166)	23%	(73)	323
Ideo: Liberal (1-3)	19%	(124)	26%	(173)	12%	(81)	29%	(188)	14%	(89)	655
Ideo: Moderate (4)	13%	(76)	21%	(124)	14%	(86)	33%	(200)	19%	(114)	599
Ideo: Conservative (5-7)	11%	(83)	18%	(133)	10%	(76)	44%	(322)	16%	(119)	733
Educ: < College	11%	(160)	19%	(294)	11%	(166)	36%	(550)	23%	(343)	1512
Educ: Bachelors degree	20%	(88)	22%	(98)	15%	(66)	30%	(131)	14%	(61)	444
Educ: Post-grad	21%	(52)	23%	(56)	12%	(29)	32%	(79)	12%	(28)	244
Income: Under 50k	10%	(113)	19%	(211)	12%	(137)	35%	(389)	23%	(260)	1110
Income: 50k-100k	15%	(108)	21%	(152)	11%	(83)	35%	(259)	18%	(128)	731
Income: 100k+	22%	(78)	24%	(85)	11%	(41)	31%	(112)	12%	(44)	359
Ethnicity: White	11%	(190)	19%	(321)	12%	(202)	40%	(681)	19%	(327)	1722
Ethnicity: Hispanic	19%	(65)	25%	(86)	11%	(38)	25%	(88)	21%	(72)	349
Ethnicity: Black	26%	(70)	27%	(75)	10%	(29)	14%	(39)	22%	(61)	274

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Table MCSP11: And how interested are you in the new NBA play-in tournament?

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	14%	(300)	20%	(448)	12%	(261)	35%	(760)	20%	(432)	2200
Ethnicity: Other	20%	(40)	25%	(51)	15%	(30)	19%	(40)	21%	(43)	204
All Christian	14%	(154)	21%	(234)	12%	(131)	37%	(410)	16%	(177)	1106
All Non-Christian	35%	(42)	18%	(21)	13%	(15)	19%	(23)	16%	(19)	120
Atheist	10%	(9)	17%	(15)	11%	(10)	44%	(39)	18%	(16)	90
Agnostic/Nothing in particular	11%	(61)	19%	(105)	12%	(65)	35%	(197)	23%	(128)	555
Something Else	10%	(34)	22%	(71)	13%	(41)	28%	(91)	28%	(92)	329
Religious Non-Protestant/Catholic	33%	(47)	17%	(25)	11%	(16)	22%	(31)	17%	(24)	143
Evangelical	15%	(94)	21%	(131)	10%	(59)	35%	(211)	19%	(114)	610
Non-Evangelical	11%	(84)	21%	(166)	14%	(108)	36%	(278)	19%	(147)	783
Community: Urban	26%	(161)	23%	(142)	10%	(61)	24%	(151)	18%	(112)	625
Community: Suburban	8%	(87)	22%	(229)	14%	(140)	36%	(376)	19%	(199)	1031
Community: Rural	10%	(52)	14%	(77)	11%	(60)	43%	(234)	22%	(121)	544
Employ: Private Sector	20%	(140)	24%	(170)	13%	(89)	27%	(187)	16%	(114)	700
Employ: Government	20%	(28)	22%	(31)	11%	(16)	26%	(36)	21%	(29)	139
Employ: Self-Employed	20%	(35)	21%	(37)	10%	(18)	33%	(58)	16%	(29)	178
Employ: Homemaker	5%	(8)	18%	(31)	10%	(17)	37%	(63)	31%	(54)	173
Employ: Student	14%	(15)	24%	(26)	12%	(13)	33%	(35)	17%	(19)	107
Employ: Retired	3%	(15)	16%	(77)	13%	(61)	53%	(257)	15%	(72)	483
Employ: Unemployed	13%	(41)	18%	(55)	11%	(33)	31%	(94)	27%	(81)	304
Employ: Other	16%	(18)	18%	(20)	12%	(14)	26%	(29)	29%	(33)	115
Military HH: Yes	11%	(36)	13%	(43)	12%	(38)	42%	(137)	23%	(75)	329
Military HH: No	14%	(263)	22%	(405)	12%	(223)	33%	(623)	19%	(356)	1871
RD/WT: Right Direction	20%	(221)	24%	(264)	13%	(139)	27%	(292)	17%	(184)	1100
RD/WT: Wrong Track	7%	(79)	17%	(184)	11%	(122)	43%	(468)	22%	(247)	1100
Biden Job Approve	19%	(236)	24%	(306)	13%	(161)	28%	(355)	16%	(204)	1262
Biden Job Disapprove	6%	(53)	16%	(130)	11%	(93)	46%	(385)	20%	(169)	829
Biden Job Strongly Approve	26%	(184)	22%	(153)	12%	(82)	27%	(188)	14%	(101)	707
Biden Job Somewhat Approve	9%	(52)	28%	(153)	14%	(79)	30%	(167)	19%	(103)	555
Biden Job Somewhat Disapprove	7%	(16)	18%	(43)	15%	(36)	34%	(79)	26%	(61)	235
Biden Job Strongly Disapprove	6%	(36)	15%	(87)	10%	(57)	52%	(306)	18%	(108)	594

Continued on next page

Table MCSP11: And how interested are you in the new NBA play-in tournament?

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	14%	(300)	20%	(448)	12%	(261)	35%	(760)	20%	(432)	2200
Favorable of Biden	18%	(227)	24%	(304)	11%	(143)	29%	(368)	17%	(206)	1249
Unfavorable of Biden	7%	(57)	15%	(129)	11%	(96)	46%	(382)	21%	(174)	839
Very Favorable of Biden	23%	(167)	23%	(163)	12%	(85)	28%	(198)	15%	(107)	721
Somewhat Favorable of Biden	11%	(60)	27%	(141)	11%	(58)	32%	(170)	19%	(99)	528
Somewhat Unfavorable of Biden	8%	(17)	17%	(39)	20%	(45)	30%	(69)	25%	(56)	226
Very Unfavorable of Biden	7%	(40)	15%	(90)	8%	(51)	51%	(314)	19%	(118)	613
#1 Issue: Economy	15%	(127)	22%	(182)	12%	(99)	31%	(262)	20%	(167)	836
#1 Issue: Security	9%	(30)	17%	(52)	9%	(30)	46%	(145)	18%	(58)	315
#1 Issue: Health Care	19%	(61)	26%	(84)	14%	(44)	24%	(78)	18%	(60)	327
#1 Issue: Medicare / Social Security	11%	(29)	17%	(45)	11%	(29)	41%	(106)	19%	(48)	257
#1 Issue: Women's Issues	13%	(13)	22%	(21)	9%	(9)	34%	(32)	21%	(20)	94
#1 Issue: Education	17%	(17)	23%	(23)	14%	(14)	18%	(17)	27%	(26)	97
#1 Issue: Energy	14%	(18)	21%	(27)	15%	(19)	29%	(36)	21%	(26)	126
#1 Issue: Other	3%	(5)	10%	(15)	11%	(17)	57%	(84)	19%	(28)	148
2020 Vote: Joe Biden	18%	(184)	25%	(253)	13%	(132)	28%	(286)	15%	(156)	1012
2020 Vote: Donald Trump	10%	(65)	16%	(106)	12%	(78)	47%	(319)	16%	(108)	678
2020 Vote: Other	3%	(2)	30%	(21)	7%	(5)	37%	(26)	24%	(17)	70
2020 Vote: Didn't Vote	11%	(48)	15%	(67)	11%	(46)	29%	(128)	34%	(151)	440
2018 House Vote: Democrat	16%	(126)	27%	(204)	15%	(111)	30%	(226)	13%	(99)	766
2018 House Vote: Republican	11%	(64)	16%	(92)	10%	(58)	47%	(274)	16%	(92)	580
2018 House Vote: Someone else	6%	(4)	13%	(9)	7%	(5)	36%	(25)	38%	(26)	68
2016 Vote: Hillary Clinton	19%	(131)	25%	(179)	14%	(96)	28%	(198)	15%	(105)	707
2016 Vote: Donald Trump	12%	(81)	16%	(111)	10%	(71)	47%	(320)	15%	(100)	682
2016 Vote: Other	4%	(6)	24%	(33)	13%	(17)	35%	(48)	24%	(32)	137
2016 Vote: Didn't Vote	12%	(82)	18%	(122)	12%	(77)	29%	(193)	29%	(195)	670
Voted in 2014: Yes	15%	(186)	22%	(277)	12%	(146)	38%	(479)	14%	(181)	1269
Voted in 2014: No	12%	(114)	18%	(170)	12%	(115)	30%	(281)	27%	(250)	931
4-Region: Northeast	20%	(77)	20%	(77)	10%	(39)	32%	(128)	19%	(73)	394
4-Region: Midwest	10%	(45)	20%	(91)	13%	(62)	35%	(163)	22%	(101)	462
4-Region: South	13%	(105)	18%	(152)	12%	(102)	37%	(304)	20%	(161)	824
4-Region: West	14%	(72)	25%	(128)	11%	(58)	32%	(166)	19%	(96)	520

Continued on next page

Table MCSP11: And how interested are you in the new NBA play-in tournament?

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Don't know / No opinion		Total N
Adults	14%	(300)	20%	(448)	12%	(261)	35%	(760)	20%	(432)	2200
Sports Fans	19%	(281)	27%	(410)	14%	(213)	25%	(370)	15%	(224)	1499
Avid Sports Fans	38%	(202)	29%	(153)	9%	(46)	15%	(81)	9%	(50)	533
Casual Sports Fans	8%	(79)	27%	(258)	17%	(167)	30%	(289)	18%	(174)	966
Male and Sports Fans	25%	(209)	29%	(242)	13%	(112)	24%	(200)	9%	(78)	841
Female and Sports Fans	11%	(73)	26%	(168)	15%	(101)	26%	(170)	22%	(146)	658
Fans of Men's Sports	18%	(287)	27%	(437)	15%	(239)	25%	(404)	16%	(262)	1629
Fans of Women's Sports	22%	(257)	29%	(335)	14%	(166)	20%	(235)	15%	(173)	1165
Avid Fans of Women's Sports	41%	(187)	28%	(128)	8%	(36)	12%	(55)	11%	(49)	455
Gen Z Sports Fans	20%	(26)	34%	(45)	17%	(23)	10%	(14)	19%	(25)	133
Millennial Sports Fans	36%	(175)	30%	(146)	8%	(41)	10%	(47)	17%	(82)	491
Gen X Sports Fans	12%	(41)	26%	(87)	16%	(54)	31%	(103)	15%	(52)	337
Boomer Sports Fans	8%	(37)	24%	(121)	18%	(88)	38%	(190)	12%	(57)	494
NBA Fans	27%	(271)	37%	(378)	16%	(161)	8%	(84)	12%	(128)	1022
Avid NBA Fans	50%	(192)	35%	(136)	7%	(28)	3%	(12)	5%	(18)	387
Casual NBA Fans	12%	(79)	38%	(242)	21%	(133)	11%	(72)	17%	(109)	635

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	223	10%
	Millennials: 1981-1996	676	31%
	GenXers: 1965-1980	501	23%
	Baby Boomers: 1946-1964	740	34%
	N	2139	
xpid3	PID: Dem (no lean)	879	40%
	PID: Ind (no lean)	690	31%
	PID: Rep (no lean)	631	29%
	N	2200	
xpidGender	PID/Gender: Dem Men	425	19%
	PID/Gender: Dem Women	453	21%
	PID/Gender: Ind Men	328	15%
	PID/Gender: Ind Women	362	16%
	PID/Gender: Rep Men	308	14%
	PID/Gender: Rep Women	323	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	655	30%
	Ideo: Moderate (4)	599	27%
	Ideo: Conservative (5-7)	733	33%
	N	1987	
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	1110	50%
	Income: 50k-100k	731	33%
	Income: 100k+	359	16%
	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	1106	50%
	All Non-Christian	120	5%
	Atheist	90	4%
	Agnostic/Nothing in particular	555	25%
	Something Else	329	15%
N	2200		
xdemReligOther	Religious Non-Protestant/Catholic	143	6%
xdemEvang	Evangelical	610	28%
	Non-Evangelical	783	36%
	N	1393	
xdemUsr	Community: Urban	625	28%
	Community: Suburban	1031	47%
	Community: Rural	544	25%
	N	2200	
xdemEmploy	Employ: Private Sector	700	32%
	Employ: Government	139	6%
	Employ: Self-Employed	178	8%
	Employ: Homemaker	173	8%
	Employ: Student	107	5%
	Employ: Retired	483	22%
	Employ: Unemployed	304	14%
	Employ: Other	115	5%
	N	2200	
xdemMilHH1	Military HH: Yes	329	15%
	Military HH: No	1871	85%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	1100	50%
	RD/WT: Wrong Track	1100	50%
	N	2200	
xdemBidenApprove	Biden Job Approve	1262	57%
	Biden Job Disapprove	829	38%
	N	2092	
xdemBidenApprove2	Biden Job Strongly Approve	707	32%
	Biden Job Somewhat Approve	555	25%
	Biden Job Somewhat Disapprove	235	11%
	Biden Job Strongly Disapprove	594	27%
	N	2092	
xdemBidenFav	Favorable of Biden	1249	57%
	Unfavorable of Biden	839	38%
	N	2088	
xdemBidenFavFull	Very Favorable of Biden	721	33%
	Somewhat Favorable of Biden	528	24%
	Somewhat Unfavorable of Biden	226	10%
	Very Unfavorable of Biden	613	28%
	N	2088	
xnr3	#1 Issue: Economy	836	38%
	#1 Issue: Security	315	14%
	#1 Issue: Health Care	327	15%
	#1 Issue: Medicare / Social Security	257	12%
	#1 Issue: Women's Issues	94	4%
	#1 Issue: Education	97	4%
	#1 Issue: Energy	126	6%
	#1 Issue: Other	148	7%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	1012	46%
	2020 Vote: Donald Trump	678	31%
	2020 Vote: Other	70	3%
	2020 Vote: Didn't Vote	440	20%
	N	2199	
xsubVote18O	2018 House Vote: Democrat	766	35%
	2018 House Vote: Republican	580	26%
	2018 House Vote: Someone else	68	3%
	N	1415	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	707	32%
	2016 Vote: Donald Trump	682	31%
	2016 Vote: Other	137	6%
	2016 Vote: Didn't Vote	670	30%
	N	2197	
xsubVote14O	Voted in 2014: Yes	1269	58%
	Voted in 2014: No	931	42%
	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	1499	68%
MCSPxdem2	Avid Sports Fans	533	24%
	Casual Sports Fans	966	44%
	N	1499	
MCSPxdem3	Male and Sports Fans	841	38%
MCSPxdem4	Female and Sports Fans	658	30%
MCSPxdem5	Fans of Men's Sports	1629	74%
MCSPxdem6	Fans of Women's Sports	1165	53%
MCSPxdem7	Avid Fans of Women's Sports	455	21%
MCSPxdem8	Gen Z Sports Fans	133	6%
MCSPxdem9	Millennial Sports Fans	491	22%
MCSPxdem10	Gen X Sports Fans	337	15%
MCSPxdem11	Boomer Sports Fans	494	22%
MCSPxdem12	NBA Fans	1022	46%
MCSPxdem13	Avid NBA Fans	387	18%
	Casual NBA Fans	635	29%
	N	1022	

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

The logo consists of a stylized 'M' shape formed by two overlapping chevron-like shapes pointing downwards.

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