



National Tracking Poll #200317  
March 03-05, 2020

*Crosstabulation Results*

*Methodology:*

This poll was conducted between March 3-March 5, 2020 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, educational attainment, gender, 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 CMM1\_1:** *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Sports*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	25%	(541)	45%	(997)	30%	(662)	2200
Gender: Male	38%	(406)	43%	(456)	19%	(199)	1062
Gender: Female	12%	(134)	48%	(541)	41%	(462)	1138
Age: 18-29	24%	(107)	42%	(191)	34%	(152)	449
Age: 30-44	32%	(182)	42%	(236)	26%	(146)	563
Age: 45-54	21%	(64)	48%	(145)	31%	(96)	305
Age: 55-64	25%	(111)	46%	(206)	29%	(129)	446
Age: 65+	18%	(78)	50%	(220)	32%	(139)	436
Generation Z: 18-22	19%	(31)	50%	(83)	31%	(51)	165
Millennial: Age 23-38	28%	(183)	43%	(275)	29%	(189)	646
Generation X: Age 39-54	27%	(139)	42%	(214)	30%	(154)	507
Boomers: Age 55-73	21%	(167)	47%	(369)	31%	(241)	777
PID: Dem (no lean)	26%	(204)	47%	(371)	28%	(220)	796
PID: Ind (no lean)	19%	(136)	44%	(311)	36%	(252)	699
PID: Rep (no lean)	29%	(201)	45%	(315)	27%	(189)	706
PID/Gender: Dem Men	41%	(144)	44%	(157)	15%	(54)	356
PID/Gender: Dem Women	14%	(60)	49%	(214)	38%	(166)	440
PID/Gender: Ind Men	32%	(106)	46%	(153)	22%	(74)	333
PID/Gender: Ind Women	8%	(30)	43%	(158)	49%	(178)	366
PID/Gender: Rep Men	42%	(156)	39%	(146)	19%	(71)	374
PID/Gender: Rep Women	13%	(45)	51%	(169)	36%	(118)	332
Ideo: Liberal (1-3)	25%	(150)	46%	(280)	29%	(175)	604
Ideo: Moderate (4)	28%	(159)	44%	(249)	28%	(160)	568
Ideo: Conservative (5-7)	26%	(194)	47%	(348)	28%	(206)	748
Educ: < College	22%	(330)	45%	(679)	33%	(503)	1512
Educ: Bachelors degree	30%	(133)	45%	(198)	25%	(113)	444
Educ: Post-grad	32%	(78)	49%	(121)	19%	(45)	244

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**Table CMM1\_1:** In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	25%	(541)	45%	(997)	30%	(662)	2200
Income: Under 50k	19%	(231)	45%	(549)	36%	(445)	1225
Income: 50k-100k	31%	(207)	45%	(301)	24%	(158)	666
Income: 100k+	33%	(103)	48%	(148)	19%	(59)	310
Ethnicity: White	23%	(392)	46%	(787)	32%	(542)	1722
Ethnicity: Hispanic	25%	(89)	49%	(173)	25%	(88)	349
Ethnicity: Afr. Am.	37%	(102)	46%	(125)	17%	(48)	274
Ethnicity: Other	23%	(47)	42%	(85)	35%	(72)	204
All Christian	29%	(286)	45%	(451)	26%	(254)	991
All Non-Christian	25%	(21)	46%	(38)	30%	(25)	84
Atheist	21%	(23)	47%	(54)	32%	(37)	114
Agnostic/Nothing in particular	21%	(210)	45%	(454)	34%	(347)	1011
Religious Non-Protestant/Catholic	24%	(29)	48%	(58)	29%	(35)	121
Evangelical	28%	(162)	46%	(266)	26%	(147)	576
Non-Evangelical	26%	(212)	46%	(369)	28%	(224)	805
Community: Urban	29%	(168)	46%	(267)	26%	(151)	586
Community: Suburban	25%	(254)	47%	(473)	28%	(279)	1006
Community: Rural	20%	(119)	42%	(257)	38%	(232)	608
Employ: Private Sector	33%	(236)	42%	(302)	26%	(187)	725
Employ: Government	24%	(27)	52%	(60)	24%	(28)	116
Employ: Self-Employed	27%	(45)	45%	(74)	27%	(45)	164
Employ: Homemaker	13%	(22)	45%	(79)	42%	(74)	175
Employ: Retired	20%	(100)	48%	(248)	32%	(163)	511
Employ: Unemployed	24%	(53)	35%	(77)	40%	(87)	217
Employ: Other	15%	(32)	60%	(121)	25%	(51)	203
Military HH: Yes	27%	(100)	44%	(163)	28%	(103)	366
Military HH: No	24%	(441)	46%	(835)	30%	(559)	1834
RD/WT: Right Direction	27%	(244)	48%	(424)	25%	(220)	888
RD/WT: Wrong Track	23%	(297)	44%	(573)	34%	(442)	1312
Trump Job Approve	27%	(249)	47%	(434)	26%	(235)	918
Trump Job Disapprove	24%	(273)	45%	(517)	32%	(369)	1159

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**Table CMM1\_1:** *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*  
*Sports*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	25%	(541)	45%	(997)	30%	(662)	2200
Trump Job Strongly Approve	28%	(143)	45%	(232)	27%	(139)	515
Trump Job Somewhat Approve	26%	(106)	50%	(203)	24%	(95)	404
Trump Job Somewhat Disapprove	24%	(64)	42%	(114)	34%	(93)	271
Trump Job Strongly Disapprove	24%	(209)	45%	(403)	31%	(276)	888
Favorable of Trump	28%	(250)	47%	(421)	26%	(232)	903
Unfavorable of Trump	23%	(274)	45%	(537)	32%	(376)	1187
Very Favorable of Trump	28%	(153)	44%	(244)	28%	(155)	553
Somewhat Favorable of Trump	27%	(96)	51%	(178)	22%	(77)	351
Somewhat Unfavorable of Trump	25%	(61)	43%	(105)	32%	(77)	243
Very Unfavorable of Trump	23%	(214)	46%	(431)	32%	(299)	944
#1 Issue: Economy	28%	(158)	44%	(251)	28%	(159)	568
#1 Issue: Security	28%	(109)	42%	(161)	30%	(116)	387
#1 Issue: Health Care	25%	(111)	46%	(201)	28%	(123)	435
#1 Issue: Medicare / Social Security	20%	(67)	45%	(154)	35%	(121)	342
#1 Issue: Women's Issues	12%	(13)	56%	(59)	32%	(34)	105
#1 Issue: Education	30%	(29)	50%	(47)	20%	(20)	96
#1 Issue: Energy	29%	(37)	46%	(60)	25%	(33)	129
#1 Issue: Other	12%	(17)	46%	(64)	41%	(57)	138
2018 House Vote: Democrat	28%	(213)	45%	(347)	27%	(211)	771
2018 House Vote: Republican	26%	(174)	48%	(315)	26%	(171)	660
2018 House Vote: Someone else	14%	(12)	47%	(39)	39%	(33)	84
2016 Vote: Hillary Clinton	28%	(187)	47%	(317)	25%	(172)	676
2016 Vote: Donald Trump	29%	(204)	44%	(311)	27%	(189)	704
2016 Vote: Other	17%	(26)	48%	(72)	34%	(51)	149
2016 Vote: Didn't Vote	18%	(120)	45%	(294)	37%	(245)	659
Voted in 2014: Yes	28%	(357)	46%	(591)	27%	(348)	1296
Voted in 2014: No	20%	(183)	45%	(407)	35%	(314)	904
2012 Vote: Barack Obama	28%	(232)	46%	(384)	27%	(227)	843
2012 Vote: Mitt Romney	27%	(134)	49%	(241)	24%	(121)	496
2012 Vote: Other	16%	(14)	43%	(36)	41%	(35)	85
2012 Vote: Didn't Vote	20%	(157)	44%	(336)	36%	(277)	770

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**Table CMM1\_1:** In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	25%	(541)	45%	(997)	30%	(662)	2200
4-Region: Northeast	24%	(95)	42%	(166)	34%	(133)	394
4-Region: Midwest	29%	(133)	44%	(202)	27%	(127)	462
4-Region: South	23%	(194)	46%	(375)	31%	(255)	824
4-Region: West	23%	(120)	49%	(253)	28%	(147)	520
Sports fans	35%	(541)	65%	(997)	—	(0)	1538
Avid sports fans	100%	(541)	—	(0)	—	(0)	541
Casual sports fans	—	(0)	100%	(997)	—	(0)	997
Non-sports fans	—	(0)	—	(0)	100%	(662)	662
Men's college basketball fans	48%	(426)	49%	(441)	3%	(26)	892
Avid men's college basketball fans	79%	(235)	20%	(60)	1%	(4)	299
Casual men's college basketball fans	32%	(191)	64%	(381)	4%	(22)	594
Non-men's college basketball fans	9%	(115)	43%	(557)	49%	(636)	1308
Sports fans who have a favorite CBB team	56%	(324)	44%	(256)	—	(0)	580
Sports fans who don't have a favorite CBB team	23%	(217)	77%	(741)	—	(0)	958

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



**Table CMM1\_2:** *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*  
*Men's college basketball (NCAA)*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	14%	(299)	27%	(594)	59%	(1308)	2200
Gender: Male	22%	(233)	32%	(337)	46%	(492)	1062
Gender: Female	6%	(66)	23%	(257)	72%	(816)	1138
Age: 18-29	15%	(66)	25%	(112)	60%	(271)	449
Age: 30-44	16%	(93)	28%	(155)	56%	(316)	563
Age: 45-54	10%	(32)	29%	(88)	61%	(185)	305
Age: 55-64	13%	(56)	28%	(124)	60%	(266)	446
Age: 65+	12%	(52)	26%	(114)	62%	(270)	436
Generation Z: 18-22	11%	(18)	32%	(53)	57%	(94)	165
Millennial: Age 23-38	16%	(106)	24%	(153)	60%	(387)	646
Generation X: Age 39-54	13%	(67)	29%	(149)	57%	(291)	507
Boomers: Age 55-73	12%	(96)	26%	(203)	62%	(478)	777
PID: Dem (no lean)	16%	(124)	30%	(240)	54%	(432)	796
PID: Ind (no lean)	10%	(67)	23%	(163)	67%	(469)	699
PID: Rep (no lean)	15%	(108)	27%	(191)	58%	(407)	706
PID/Gender: Dem Men	24%	(87)	37%	(132)	38%	(136)	356
PID/Gender: Dem Women	8%	(37)	25%	(108)	67%	(295)	440
PID/Gender: Ind Men	17%	(56)	28%	(92)	55%	(185)	333
PID/Gender: Ind Women	3%	(11)	19%	(71)	78%	(284)	366
PID/Gender: Rep Men	24%	(90)	30%	(113)	46%	(171)	374
PID/Gender: Rep Women	5%	(18)	23%	(78)	71%	(236)	332
Ideo: Liberal (1-3)	17%	(100)	26%	(154)	58%	(350)	604
Ideo: Moderate (4)	13%	(73)	34%	(192)	53%	(303)	568
Ideo: Conservative (5-7)	15%	(111)	27%	(199)	58%	(437)	748
Educ: < College	11%	(166)	24%	(358)	65%	(988)	1512
Educ: Bachelors degree	17%	(76)	33%	(148)	50%	(220)	444
Educ: Post-grad	23%	(57)	36%	(88)	41%	(99)	244
Income: Under 50k	10%	(120)	23%	(281)	67%	(825)	1225
Income: 50k-100k	16%	(105)	33%	(219)	51%	(342)	666
Income: 100k+	24%	(74)	30%	(94)	46%	(141)	310
Ethnicity: White	12%	(215)	26%	(443)	62%	(1064)	1722
Ethnicity: Hispanic	16%	(57)	30%	(106)	53%	(187)	349

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**Table CMM1\_2:** In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Men's college basketball (NCAA)

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	14% (299)	27% (594)	59% (1308)	2200
Ethnicity: Afr. Am.	22% (60)	35% (96)	43% (118)	274
Ethnicity: Other	12% (24)	27% (55)	61% (125)	204
All Christian	17% (167)	30% (297)	53% (527)	991
All Non-Christian	11% (10)	29% (24)	60% (50)	84
Atheist	11% (13)	31% (35)	58% (66)	114
Agnostic/Nothing in particular	11% (109)	24% (238)	66% (664)	1011
Religious Non-Protestant/Catholic	9% (11)	35% (42)	56% (68)	121
Evangelical	16% (92)	29% (166)	55% (318)	576
Non-Evangelical	14% (114)	28% (223)	58% (469)	805
Community: Urban	17% (97)	30% (174)	54% (315)	586
Community: Suburban	14% (136)	28% (279)	59% (591)	1006
Community: Rural	11% (66)	23% (141)	66% (402)	608
Employ: Private Sector	19% (139)	28% (206)	53% (381)	725
Employ: Government	14% (16)	41% (47)	45% (52)	116
Employ: Self-Employed	13% (22)	25% (40)	62% (102)	164
Employ: Homemaker	3% (5)	21% (36)	76% (133)	175
Employ: Retired	13% (67)	24% (124)	63% (320)	511
Employ: Unemployed	7% (16)	19% (42)	73% (159)	217
Employ: Other	8% (16)	34% (69)	58% (118)	203
Military HH: Yes	12% (42)	31% (113)	58% (211)	366
Military HH: No	14% (256)	26% (481)	60% (1097)	1834
RD/WT: Right Direction	14% (126)	28% (253)	57% (509)	888
RD/WT: Wrong Track	13% (173)	26% (341)	61% (798)	1312
Trump Job Approve	14% (133)	27% (245)	59% (541)	918
Trump Job Disapprove	14% (164)	27% (317)	58% (677)	1159
Trump Job Strongly Approve	14% (74)	26% (132)	60% (308)	515
Trump Job Somewhat Approve	15% (59)	28% (113)	58% (232)	404
Trump Job Somewhat Disapprove	12% (32)	34% (91)	55% (148)	271
Trump Job Strongly Disapprove	15% (133)	26% (226)	60% (529)	888
Favorable of Trump	15% (132)	27% (242)	59% (529)	903
Unfavorable of Trump	13% (160)	28% (329)	59% (698)	1187

Continued on next page

**Table CMM1\_2:** In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Men's college basketball (NCAA)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	14%	(299)	27%	(594)	59%	(1308)	2200
Very Favorable of Trump	14%	(75)	26%	(142)	61%	(336)	553
Somewhat Favorable of Trump	16%	(58)	28%	(100)	55%	(193)	351
Somewhat Unfavorable of Trump	12%	(28)	30%	(73)	58%	(141)	243
Very Unfavorable of Trump	14%	(132)	27%	(256)	59%	(556)	944
#1 Issue: Economy	15%	(87)	27%	(154)	58%	(327)	568
#1 Issue: Security	14%	(54)	25%	(99)	61%	(234)	387
#1 Issue: Health Care	14%	(62)	28%	(124)	57%	(250)	435
#1 Issue: Medicare / Social Security	13%	(45)	25%	(86)	62%	(211)	342
#1 Issue: Women's Issues	8%	(8)	26%	(27)	67%	(70)	105
#1 Issue: Education	12%	(12)	44%	(42)	44%	(42)	96
#1 Issue: Energy	19%	(25)	24%	(31)	57%	(74)	129
#1 Issue: Other	4%	(6)	23%	(32)	73%	(100)	138
2018 House Vote: Democrat	17%	(131)	31%	(236)	52%	(405)	771
2018 House Vote: Republican	15%	(96)	29%	(189)	57%	(375)	660
2018 House Vote: Someone else	3%	(2)	26%	(22)	71%	(60)	84
2016 Vote: Hillary Clinton	18%	(118)	31%	(207)	52%	(350)	676
2016 Vote: Donald Trump	16%	(110)	27%	(192)	57%	(402)	704
2016 Vote: Other	6%	(9)	31%	(46)	63%	(94)	149
2016 Vote: Didn't Vote	9%	(59)	23%	(148)	69%	(452)	659
Voted in 2014: Yes	16%	(206)	30%	(385)	54%	(705)	1296
Voted in 2014: No	10%	(93)	23%	(209)	67%	(603)	904
2012 Vote: Barack Obama	17%	(142)	29%	(244)	54%	(457)	843
2012 Vote: Mitt Romney	15%	(76)	29%	(143)	56%	(277)	496
2012 Vote: Other	9%	(7)	24%	(20)	68%	(57)	85
2012 Vote: Didn't Vote	9%	(71)	24%	(186)	67%	(514)	770
4-Region: Northeast	9%	(36)	23%	(92)	67%	(265)	394
4-Region: Midwest	17%	(77)	31%	(144)	52%	(241)	462
4-Region: South	15%	(120)	27%	(224)	58%	(480)	824
4-Region: West	13%	(65)	26%	(133)	62%	(321)	520
Sports fans	19%	(295)	37%	(572)	44%	(672)	1538
Avid sports fans	43%	(235)	35%	(191)	21%	(115)	541

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**Table CMM1\_2:** In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Men's college basketball (NCAA)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	14%	(299)	27%	(594)	59%	(1308)	2200
Casual sports fans	6%	(60)	38%	(381)	56%	(557)	997
Non-sports fans	1%	(4)	3%	(22)	96%	(636)	662
Men's college basketball fans	33%	(299)	67%	(594)	—	(0)	892
Avid men's college basketball fans	100%	(299)	—	(0)	—	(0)	299
Casual men's college basketball fans	—	(0)	100%	(594)	—	(0)	594
Non-men's college basketball fans	—	(0)	—	(0)	100%	(1308)	1308
Sports fans who have a favorite CBB team	42%	(246)	44%	(256)	14%	(79)	580
Sports fans who don't have a favorite CBB team	5%	(49)	33%	(316)	62%	(593)	958

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

**Table CMM1\_3:** In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Women's college basketball (NCAA)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(104)	21%	(453)	75%	(1644)	2200
Gender: Male	7%	(74)	26%	(271)	68%	(717)	1062
Gender: Female	3%	(30)	16%	(182)	81%	(926)	1138
Age: 18-29	7%	(29)	20%	(91)	73%	(329)	449
Age: 30-44	5%	(28)	21%	(120)	74%	(415)	563
Age: 45-54	4%	(11)	21%	(65)	75%	(229)	305
Age: 55-64	4%	(17)	22%	(98)	74%	(331)	446
Age: 65+	4%	(19)	18%	(79)	78%	(338)	436
Generation Z: 18-22	7%	(12)	16%	(27)	76%	(126)	165
Millennial: Age 23-38	6%	(38)	21%	(133)	74%	(476)	646
Generation X: Age 39-54	4%	(18)	23%	(116)	74%	(373)	507
Boomers: Age 55-73	4%	(32)	20%	(157)	76%	(589)	777
PID: Dem (no lean)	6%	(46)	26%	(206)	68%	(543)	796
PID: Ind (no lean)	3%	(21)	17%	(118)	80%	(560)	699
PID: Rep (no lean)	5%	(36)	18%	(129)	77%	(540)	706
PID/Gender: Dem Men	8%	(30)	32%	(112)	60%	(213)	356
PID/Gender: Dem Women	4%	(16)	21%	(94)	75%	(330)	440
PID/Gender: Ind Men	5%	(16)	20%	(67)	75%	(250)	333
PID/Gender: Ind Women	1%	(5)	14%	(51)	85%	(310)	366
PID/Gender: Rep Men	7%	(28)	25%	(92)	68%	(254)	374
PID/Gender: Rep Women	3%	(8)	11%	(37)	86%	(287)	332
Ideo: Liberal (1-3)	6%	(39)	23%	(140)	70%	(425)	604
Ideo: Moderate (4)	3%	(16)	25%	(144)	72%	(408)	568
Ideo: Conservative (5-7)	5%	(40)	17%	(129)	77%	(579)	748
Educ: < College	4%	(66)	18%	(268)	78%	(1178)	1512
Educ: Bachelors degree	4%	(18)	24%	(109)	71%	(317)	444
Educ: Post-grad	8%	(19)	31%	(76)	61%	(149)	244
Income: Under 50k	4%	(49)	18%	(217)	78%	(959)	1225
Income: 50k-100k	5%	(36)	23%	(155)	71%	(475)	666
Income: 100k+	6%	(19)	26%	(81)	68%	(209)	310
Ethnicity: White	4%	(75)	18%	(318)	77%	(1329)	1722
Ethnicity: Hispanic	7%	(26)	25%	(88)	67%	(236)	349

Continued on next page

**Table CMM1\_3:** *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*  
*Women's college basketball (NCAA)*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(104)	21%	(453)	75%	(1644)	2200
Ethnicity: Afr. Am.	8%	(23)	34%	(94)	57%	(157)	274
Ethnicity: Other	3%	(6)	20%	(40)	77%	(157)	204
All Christian	6%	(59)	23%	(229)	71%	(702)	991
All Non-Christian	5%	(4)	27%	(22)	68%	(57)	84
Atheist	6%	(6)	15%	(17)	79%	(90)	114
Agnostic/Nothing in particular	3%	(34)	18%	(183)	78%	(794)	1011
Religious Non-Protestant/Catholic	4%	(5)	30%	(37)	65%	(79)	121
Evangelical	5%	(30)	24%	(136)	71%	(410)	576
Non-Evangelical	5%	(41)	21%	(173)	73%	(591)	805
Community: Urban	7%	(43)	26%	(150)	67%	(393)	586
Community: Suburban	4%	(42)	21%	(208)	75%	(756)	1006
Community: Rural	3%	(20)	15%	(94)	81%	(495)	608
Employ: Private Sector	6%	(41)	21%	(156)	73%	(528)	725
Employ: Government	4%	(5)	22%	(26)	74%	(85)	116
Employ: Self-Employed	5%	(8)	19%	(31)	76%	(125)	164
Employ: Homemaker	2%	(3)	16%	(28)	82%	(144)	175
Employ: Retired	4%	(21)	19%	(98)	77%	(392)	511
Employ: Unemployed	5%	(11)	17%	(36)	79%	(170)	217
Employ: Other	4%	(8)	28%	(58)	68%	(138)	203
Military HH: Yes	6%	(22)	22%	(82)	72%	(262)	366
Military HH: No	4%	(82)	20%	(371)	75%	(1381)	1834
RD/WT: Right Direction	5%	(40)	20%	(177)	76%	(670)	888
RD/WT: Wrong Track	5%	(63)	21%	(276)	74%	(973)	1312
Trump Job Approve	4%	(41)	18%	(168)	77%	(709)	918
Trump Job Disapprove	5%	(59)	23%	(262)	72%	(838)	1159
Trump Job Strongly Approve	5%	(28)	18%	(92)	77%	(395)	515
Trump Job Somewhat Approve	3%	(13)	19%	(76)	78%	(314)	404
Trump Job Somewhat Disapprove	3%	(9)	24%	(66)	72%	(196)	271
Trump Job Strongly Disapprove	6%	(50)	22%	(196)	72%	(642)	888
Favorable of Trump	5%	(43)	19%	(172)	76%	(688)	903
Unfavorable of Trump	5%	(57)	22%	(263)	73%	(867)	1187

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**Table CMM1\_3:** *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*  
*Women's college basketball (NCAA)*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(104)	21%	(453)	75%	(1644)	2200
Very Favorable of Trump	5%	(26)	18%	(99)	77%	(427)	553
Somewhat Favorable of Trump	5%	(17)	21%	(73)	74%	(261)	351
Somewhat Unfavorable of Trump	3%	(8)	18%	(45)	78%	(190)	243
Very Unfavorable of Trump	5%	(49)	23%	(218)	72%	(677)	944
#1 Issue: Economy	5%	(27)	21%	(120)	74%	(421)	568
#1 Issue: Security	4%	(17)	19%	(73)	77%	(297)	387
#1 Issue: Health Care	3%	(13)	22%	(97)	75%	(325)	435
#1 Issue: Medicare / Social Security	5%	(17)	19%	(67)	76%	(259)	342
#1 Issue: Women's Issues	5%	(5)	16%	(16)	79%	(83)	105
#1 Issue: Education	6%	(6)	28%	(27)	66%	(63)	96
#1 Issue: Energy	14%	(18)	19%	(25)	67%	(87)	129
#1 Issue: Other	1%	(2)	20%	(27)	79%	(109)	138
2018 House Vote: Democrat	5%	(36)	27%	(206)	69%	(528)	771
2018 House Vote: Republican	5%	(32)	19%	(125)	76%	(503)	660
2018 House Vote: Someone else	1%	(1)	21%	(18)	77%	(65)	84
2016 Vote: Hillary Clinton	4%	(29)	27%	(179)	69%	(467)	676
2016 Vote: Donald Trump	5%	(33)	20%	(137)	76%	(533)	704
2016 Vote: Other	2%	(3)	22%	(32)	76%	(113)	149
2016 Vote: Didn't Vote	5%	(36)	15%	(102)	79%	(521)	659
Voted in 2014: Yes	5%	(60)	24%	(305)	72%	(931)	1296
Voted in 2014: No	5%	(43)	16%	(147)	79%	(713)	904
2012 Vote: Barack Obama	6%	(49)	26%	(217)	68%	(577)	843
2012 Vote: Mitt Romney	4%	(20)	20%	(100)	76%	(377)	496
2012 Vote: Other	1%	(1)	17%	(14)	82%	(69)	85
2012 Vote: Didn't Vote	4%	(32)	16%	(121)	80%	(617)	770
4-Region: Northeast	4%	(15)	19%	(74)	78%	(305)	394
4-Region: Midwest	6%	(26)	21%	(97)	73%	(339)	462
4-Region: South	4%	(37)	23%	(187)	73%	(601)	824
4-Region: West	5%	(26)	18%	(95)	77%	(399)	520
Sports fans	7%	(104)	29%	(442)	65%	(993)	1538
Avid sports fans	14%	(77)	38%	(204)	48%	(260)	541

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**Table CMM1\_3:** In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
Women's college basketball (NCAA)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(104)	21%	(453)	75%	(1644)	2200
Casual sports fans	3%	(27)	24%	(238)	73%	(733)	997
Non-sports fans	—	(0)	2%	(11)	98%	(651)	662
Men's college basketball fans	11%	(96)	47%	(416)	43%	(380)	892
Avid men's college basketball fans	27%	(81)	47%	(139)	26%	(78)	299
Casual men's college basketball fans	2%	(15)	47%	(277)	51%	(302)	594
Non-men's college basketball fans	1%	(8)	3%	(36)	97%	(1263)	1308
Sports fans who have a favorite CBB team	13%	(77)	41%	(240)	45%	(263)	580
Sports fans who don't have a favorite CBB team	3%	(27)	21%	(201)	76%	(729)	958

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



**Table CMM1\_4:** In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NBA basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	16%	(362)	31%	(673)	53%	(1165)	2200
Gender: Male	24%	(250)	35%	(373)	41%	(438)	1062
Gender: Female	10%	(112)	26%	(299)	64%	(727)	1138
Age: 18-29	22%	(100)	29%	(132)	48%	(217)	449
Age: 30-44	25%	(141)	31%	(176)	44%	(247)	563
Age: 45-54	15%	(45)	30%	(92)	55%	(169)	305
Age: 55-64	8%	(38)	35%	(156)	57%	(252)	446
Age: 65+	9%	(39)	27%	(118)	64%	(280)	436
Generation Z: 18-22	20%	(32)	33%	(54)	48%	(78)	165
Millennial: Age 23-38	23%	(151)	32%	(204)	45%	(292)	646
Generation X: Age 39-54	20%	(102)	28%	(141)	52%	(263)	507
Boomers: Age 55-73	9%	(68)	31%	(242)	60%	(467)	777
PID: Dem (no lean)	21%	(170)	33%	(261)	46%	(365)	796
PID: Ind (no lean)	12%	(85)	31%	(218)	57%	(395)	699
PID: Rep (no lean)	15%	(107)	27%	(194)	57%	(405)	706
PID/Gender: Dem Men	32%	(112)	34%	(123)	34%	(121)	356
PID/Gender: Dem Women	13%	(58)	31%	(138)	55%	(244)	440
PID/Gender: Ind Men	16%	(54)	40%	(133)	44%	(146)	333
PID/Gender: Ind Women	9%	(32)	23%	(85)	68%	(249)	366
PID/Gender: Rep Men	23%	(84)	32%	(118)	46%	(172)	374
PID/Gender: Rep Women	7%	(23)	23%	(76)	70%	(233)	332
Ideo: Liberal (1-3)	22%	(135)	29%	(172)	49%	(297)	604
Ideo: Moderate (4)	17%	(99)	38%	(215)	45%	(254)	568
Ideo: Conservative (5-7)	12%	(91)	29%	(216)	59%	(440)	748
Educ: < College	15%	(221)	30%	(448)	56%	(844)	1512
Educ: Bachelors degree	22%	(96)	32%	(140)	47%	(207)	444
Educ: Post-grad	19%	(45)	35%	(85)	47%	(114)	244
Income: Under 50k	13%	(164)	30%	(363)	57%	(698)	1225
Income: 50k-100k	19%	(128)	33%	(217)	48%	(320)	666
Income: 100k+	22%	(69)	30%	(93)	47%	(147)	310
Ethnicity: White	12%	(211)	29%	(506)	58%	(1005)	1722
Ethnicity: Hispanic	31%	(107)	32%	(113)	37%	(129)	349

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**Table CMM1\_4:** In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NBA basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	16%	(362)	31%	(673)	53%	(1165)	2200
Ethnicity: Afr. Am.	38%	(105)	37%	(102)	25%	(68)	274
Ethnicity: Other	23%	(47)	32%	(65)	45%	(92)	204
All Christian	17%	(166)	31%	(304)	53%	(521)	991
All Non-Christian	17%	(14)	38%	(32)	45%	(38)	84
Atheist	17%	(20)	30%	(34)	53%	(60)	114
Agnostic/Nothing in particular	16%	(163)	30%	(303)	54%	(546)	1011
Religious Non-Protestant/Catholic	17%	(20)	43%	(52)	40%	(49)	121
Evangelical	20%	(118)	30%	(175)	49%	(283)	576
Non-Evangelical	15%	(122)	31%	(246)	54%	(437)	805
Community: Urban	27%	(156)	33%	(192)	41%	(238)	586
Community: Suburban	15%	(148)	32%	(322)	53%	(536)	1006
Community: Rural	10%	(59)	26%	(159)	64%	(391)	608
Employ: Private Sector	22%	(161)	31%	(227)	46%	(336)	725
Employ: Government	18%	(20)	37%	(43)	45%	(52)	116
Employ: Self-Employed	17%	(27)	30%	(50)	53%	(87)	164
Employ: Homemaker	8%	(14)	27%	(47)	65%	(113)	175
Employ: Retired	10%	(49)	26%	(131)	65%	(331)	511
Employ: Unemployed	16%	(35)	31%	(68)	52%	(114)	217
Employ: Other	18%	(36)	39%	(79)	43%	(87)	203
Military HH: Yes	14%	(52)	31%	(112)	55%	(202)	366
Military HH: No	17%	(310)	31%	(561)	53%	(963)	1834
RD/WT: Right Direction	16%	(139)	31%	(272)	54%	(477)	888
RD/WT: Wrong Track	17%	(223)	31%	(401)	52%	(688)	1312
Trump Job Approve	14%	(130)	30%	(271)	56%	(518)	918
Trump Job Disapprove	18%	(211)	32%	(372)	50%	(576)	1159
Trump Job Strongly Approve	14%	(71)	26%	(134)	60%	(310)	515
Trump Job Somewhat Approve	15%	(59)	34%	(137)	51%	(208)	404
Trump Job Somewhat Disapprove	18%	(49)	29%	(79)	53%	(143)	271
Trump Job Strongly Disapprove	18%	(162)	33%	(293)	49%	(433)	888
Favorable of Trump	14%	(131)	29%	(260)	57%	(512)	903
Unfavorable of Trump	18%	(217)	32%	(381)	50%	(589)	1187

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**Table CMM1\_4:** In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NBA basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	16%	(362)	31%	(673)	53%	(1165)	2200
Very Favorable of Trump	15%	(81)	25%	(139)	60%	(333)	553
Somewhat Favorable of Trump	14%	(50)	34%	(121)	51%	(179)	351
Somewhat Unfavorable of Trump	20%	(49)	31%	(75)	49%	(119)	243
Very Unfavorable of Trump	18%	(168)	32%	(306)	50%	(470)	944
#1 Issue: Economy	18%	(105)	33%	(186)	49%	(277)	568
#1 Issue: Security	17%	(65)	23%	(91)	60%	(231)	387
#1 Issue: Health Care	15%	(65)	35%	(152)	50%	(218)	435
#1 Issue: Medicare / Social Security	11%	(39)	29%	(101)	59%	(203)	342
#1 Issue: Women's Issues	17%	(18)	28%	(30)	55%	(58)	105
#1 Issue: Education	34%	(32)	29%	(28)	37%	(36)	96
#1 Issue: Energy	25%	(32)	30%	(39)	45%	(58)	129
#1 Issue: Other	4%	(6)	35%	(48)	61%	(84)	138
2018 House Vote: Democrat	22%	(168)	33%	(256)	45%	(346)	771
2018 House Vote: Republican	13%	(86)	29%	(194)	58%	(380)	660
2018 House Vote: Someone else	5%	(4)	33%	(28)	62%	(52)	84
2016 Vote: Hillary Clinton	22%	(151)	35%	(234)	43%	(291)	676
2016 Vote: Donald Trump	14%	(95)	28%	(195)	59%	(413)	704
2016 Vote: Other	6%	(8)	34%	(51)	60%	(89)	149
2016 Vote: Didn't Vote	16%	(105)	28%	(188)	56%	(366)	659
Voted in 2014: Yes	17%	(219)	31%	(403)	52%	(674)	1296
Voted in 2014: No	16%	(143)	30%	(269)	54%	(491)	904
2012 Vote: Barack Obama	22%	(184)	32%	(273)	46%	(387)	843
2012 Vote: Mitt Romney	10%	(52)	30%	(148)	60%	(296)	496
2012 Vote: Other	4%	(3)	28%	(23)	69%	(58)	85
2012 Vote: Didn't Vote	16%	(120)	30%	(228)	55%	(422)	770
4-Region: Northeast	13%	(51)	28%	(108)	59%	(234)	394
4-Region: Midwest	16%	(75)	34%	(157)	50%	(230)	462
4-Region: South	16%	(128)	29%	(237)	56%	(459)	824
4-Region: West	21%	(108)	33%	(170)	47%	(242)	520
Sports fans	23%	(356)	41%	(638)	35%	(545)	1538
Avid sports fans	49%	(266)	33%	(178)	18%	(97)	541

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**Table CMM1\_4:** In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
NBA basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	16%	(362)	31%	(673)	53%	(1165)	2200
Casual sports fans	9%	(90)	46%	(460)	45%	(448)	997
Non-sports fans	1%	(7)	5%	(35)	94%	(620)	662
Men's college basketball fans	34%	(306)	49%	(433)	17%	(153)	892
Avid men's college basketball fans	59%	(175)	31%	(93)	10%	(31)	299
Casual men's college basketball fans	22%	(131)	57%	(341)	21%	(122)	594
Non-men's college basketball fans	4%	(56)	18%	(240)	77%	(1012)	1308
Sports fans who have a favorite CBB team	37%	(216)	43%	(248)	20%	(116)	580
Sports fans who don't have a favorite CBB team	15%	(139)	41%	(390)	45%	(429)	958

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

**Table CMM1\_5:** In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
WNBA basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	4%	(89)	20%	(441)	76%	(1670)	2200
Gender: Male	6%	(59)	23%	(249)	71%	(754)	1062
Gender: Female	3%	(30)	17%	(192)	80%	(916)	1138
Age: 18-29	6%	(29)	23%	(105)	70%	(315)	449
Age: 30-44	5%	(26)	23%	(128)	73%	(409)	563
Age: 45-54	3%	(10)	21%	(63)	76%	(232)	305
Age: 55-64	2%	(9)	19%	(85)	79%	(351)	446
Age: 65+	3%	(15)	14%	(59)	83%	(362)	436
Generation Z: 18-22	9%	(14)	21%	(34)	71%	(116)	165
Millennial: Age 23-38	5%	(34)	24%	(156)	71%	(457)	646
Generation X: Age 39-54	3%	(17)	21%	(107)	76%	(383)	507
Boomers: Age 55-73	3%	(22)	17%	(129)	81%	(626)	777
PID: Dem (no lean)	6%	(45)	26%	(206)	68%	(544)	796
PID: Ind (no lean)	3%	(18)	17%	(117)	81%	(564)	699
PID: Rep (no lean)	4%	(25)	17%	(118)	80%	(562)	706
PID/Gender: Dem Men	7%	(24)	31%	(112)	62%	(220)	356
PID/Gender: Dem Women	5%	(21)	21%	(94)	74%	(325)	440
PID/Gender: Ind Men	5%	(17)	18%	(58)	77%	(257)	333
PID/Gender: Ind Women	—	(2)	16%	(59)	84%	(306)	366
PID/Gender: Rep Men	5%	(18)	21%	(79)	74%	(277)	374
PID/Gender: Rep Women	2%	(7)	12%	(40)	86%	(285)	332
Ideo: Liberal (1-3)	6%	(37)	23%	(137)	71%	(430)	604
Ideo: Moderate (4)	3%	(17)	25%	(141)	72%	(410)	568
Ideo: Conservative (5-7)	4%	(27)	15%	(112)	81%	(609)	748
Educ: < College	4%	(57)	18%	(279)	78%	(1176)	1512
Educ: Bachelors degree	4%	(16)	22%	(96)	75%	(332)	444
Educ: Post-grad	6%	(16)	27%	(67)	66%	(162)	244
Income: Under 50k	4%	(44)	19%	(227)	78%	(954)	1225
Income: 50k-100k	5%	(35)	21%	(139)	74%	(491)	666
Income: 100k+	3%	(10)	24%	(74)	73%	(225)	310
Ethnicity: White	3%	(56)	16%	(281)	80%	(1384)	1722
Ethnicity: Hispanic	8%	(29)	29%	(101)	63%	(219)	349

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**Table CMM1\_5:** In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
WNBA basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	4%	(89)	20%	(441)	76%	(1670)	2200
Ethnicity: Afr. Am.	7%	(20)	43%	(119)	49%	(136)	274
Ethnicity: Other	6%	(13)	20%	(41)	74%	(150)	204
All Christian	5%	(46)	20%	(195)	76%	(750)	991
All Non-Christian	8%	(7)	20%	(17)	72%	(60)	84
Atheist	2%	(3)	20%	(23)	77%	(88)	114
Agnostic/Nothing in particular	3%	(34)	20%	(207)	76%	(771)	1011
Religious Non-Protestant/Catholic	11%	(13)	21%	(25)	68%	(83)	121
Evangelical	5%	(31)	23%	(132)	72%	(413)	576
Non-Evangelical	3%	(23)	21%	(172)	76%	(610)	805
Community: Urban	9%	(51)	27%	(156)	65%	(379)	586
Community: Suburban	3%	(25)	20%	(201)	77%	(779)	1006
Community: Rural	2%	(13)	14%	(84)	84%	(512)	608
Employ: Private Sector	5%	(33)	21%	(151)	75%	(541)	725
Employ: Government	1%	(2)	22%	(26)	76%	(88)	116
Employ: Self-Employed	3%	(4)	21%	(34)	77%	(126)	164
Employ: Homemaker	1%	(2)	16%	(29)	82%	(144)	175
Employ: Retired	3%	(16)	15%	(76)	82%	(418)	511
Employ: Unemployed	6%	(13)	16%	(35)	78%	(169)	217
Employ: Other	5%	(10)	34%	(69)	61%	(124)	203
Military HH: Yes	5%	(18)	23%	(83)	73%	(266)	366
Military HH: No	4%	(71)	20%	(359)	77%	(1404)	1834
RD/WT: Right Direction	4%	(37)	19%	(166)	77%	(685)	888
RD/WT: Wrong Track	4%	(52)	21%	(275)	75%	(985)	1312
Trump Job Approve	4%	(37)	16%	(151)	80%	(730)	918
Trump Job Disapprove	4%	(44)	23%	(262)	74%	(854)	1159
Trump Job Strongly Approve	5%	(24)	16%	(80)	80%	(411)	515
Trump Job Somewhat Approve	3%	(14)	18%	(71)	79%	(319)	404
Trump Job Somewhat Disapprove	3%	(7)	24%	(64)	74%	(200)	271
Trump Job Strongly Disapprove	4%	(37)	22%	(198)	74%	(654)	888
Favorable of Trump	4%	(36)	16%	(149)	80%	(719)	903
Unfavorable of Trump	4%	(52)	22%	(265)	73%	(869)	1187

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**Table CMM1\_5:** In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
WNBA basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	4%	(89)	20%	(441)	76%	(1670)	2200
Very Favorable of Trump	4%	(22)	16%	(87)	80%	(443)	553
Somewhat Favorable of Trump	4%	(13)	17%	(61)	79%	(276)	351
Somewhat Unfavorable of Trump	4%	(10)	20%	(48)	76%	(185)	243
Very Unfavorable of Trump	4%	(42)	23%	(217)	73%	(684)	944
#1 Issue: Economy	6%	(35)	20%	(113)	74%	(420)	568
#1 Issue: Security	2%	(9)	16%	(61)	82%	(317)	387
#1 Issue: Health Care	3%	(14)	21%	(90)	76%	(331)	435
#1 Issue: Medicare / Social Security	5%	(17)	16%	(55)	79%	(270)	342
#1 Issue: Women's Issues	3%	(3)	21%	(23)	76%	(79)	105
#1 Issue: Education	2%	(2)	34%	(32)	64%	(61)	96
#1 Issue: Energy	5%	(7)	30%	(39)	64%	(83)	129
#1 Issue: Other	1%	(1)	20%	(28)	79%	(108)	138
2018 House Vote: Democrat	4%	(34)	25%	(196)	70%	(541)	771
2018 House Vote: Republican	4%	(24)	17%	(110)	80%	(526)	660
2018 House Vote: Someone else	1%	(1)	21%	(18)	78%	(66)	84
2016 Vote: Hillary Clinton	5%	(34)	26%	(175)	69%	(467)	676
2016 Vote: Donald Trump	3%	(24)	18%	(124)	79%	(555)	704
2016 Vote: Other	2%	(2)	17%	(25)	81%	(121)	149
2016 Vote: Didn't Vote	4%	(29)	18%	(116)	78%	(514)	659
Voted in 2014: Yes	4%	(47)	22%	(284)	74%	(966)	1296
Voted in 2014: No	5%	(42)	17%	(157)	78%	(704)	904
2012 Vote: Barack Obama	5%	(45)	25%	(212)	69%	(586)	843
2012 Vote: Mitt Romney	3%	(17)	15%	(72)	82%	(407)	496
2012 Vote: Other	—	(0)	10%	(8)	90%	(77)	85
2012 Vote: Didn't Vote	4%	(27)	19%	(149)	77%	(594)	770
4-Region: Northeast	4%	(15)	16%	(64)	80%	(314)	394
4-Region: Midwest	4%	(19)	20%	(92)	76%	(351)	462
4-Region: South	3%	(28)	21%	(169)	76%	(627)	824
4-Region: West	5%	(27)	22%	(116)	73%	(377)	520
Sports fans	6%	(86)	28%	(436)	66%	(1016)	1538
Avid sports fans	10%	(57)	36%	(193)	54%	(291)	541

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**Table CMM1\_5:** *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?  
WNBA basketball*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	4%	(89)	20%	(441)	76%	(1670)	2200
Casual sports fans	3%	(30)	24%	(243)	73%	(725)	997
Non-sports fans	—	(2)	1%	(5)	99%	(654)	662
Men's college basketball fans	9%	(77)	43%	(386)	48%	(430)	892
Avid men's college basketball fans	19%	(56)	40%	(119)	41%	(124)	299
Casual men's college basketball fans	4%	(21)	45%	(267)	52%	(306)	594
Non-men's college basketball fans	1%	(12)	4%	(55)	95%	(1240)	1308
Sports fans who have a favorite CBB team	10%	(55)	39%	(225)	52%	(301)	580
Sports fans who don't have a favorite CBB team	3%	(31)	22%	(211)	75%	(716)	958

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



**Table CMM2: In general, do you prefer college sports or professional sports?**

Demographic	College sports		Professional sports		Neither		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(437)	48%	(1065)	23%	(505)	9%	(193)	2200
Gender: Male	25%	(265)	54%	(579)	15%	(163)	5%	(56)	1062
Gender: Female	15%	(172)	43%	(486)	30%	(342)	12%	(138)	1138
Age: 18-29	16%	(72)	50%	(227)	24%	(110)	9%	(40)	449
Age: 30-44	20%	(112)	54%	(302)	20%	(111)	7%	(39)	563
Age: 45-54	21%	(63)	49%	(151)	23%	(70)	7%	(22)	305
Age: 55-64	22%	(99)	44%	(196)	22%	(97)	12%	(53)	446
Age: 65+	21%	(92)	43%	(189)	27%	(117)	9%	(39)	436
Generation Z: 18-22	16%	(27)	46%	(76)	22%	(36)	16%	(26)	165
Millennial: Age 23-38	18%	(118)	54%	(347)	22%	(142)	6%	(39)	646
Generation X: Age 39-54	20%	(101)	51%	(257)	22%	(113)	7%	(36)	507
Boomers: Age 55-73	22%	(169)	43%	(333)	24%	(188)	11%	(87)	777
PID: Dem (no lean)	16%	(125)	55%	(440)	20%	(157)	9%	(74)	796
PID: Ind (no lean)	16%	(113)	45%	(316)	30%	(210)	9%	(59)	699
PID: Rep (no lean)	28%	(200)	44%	(309)	19%	(137)	9%	(60)	706
PID/Gender: Dem Men	22%	(78)	60%	(215)	12%	(42)	6%	(20)	356
PID/Gender: Dem Women	11%	(47)	51%	(225)	26%	(115)	12%	(53)	440
PID/Gender: Ind Men	22%	(72)	54%	(180)	19%	(65)	5%	(16)	333
PID/Gender: Ind Women	11%	(41)	37%	(136)	40%	(145)	12%	(44)	366
PID/Gender: Rep Men	31%	(115)	49%	(184)	15%	(55)	5%	(19)	374
PID/Gender: Rep Women	25%	(85)	38%	(125)	25%	(82)	12%	(41)	332
Ideo: Liberal (1-3)	19%	(113)	54%	(325)	21%	(128)	6%	(39)	604
Ideo: Moderate (4)	18%	(103)	53%	(299)	22%	(123)	8%	(44)	568
Ideo: Conservative (5-7)	25%	(185)	46%	(342)	22%	(163)	8%	(58)	748
Educ: < College	16%	(248)	47%	(715)	25%	(383)	11%	(167)	1512
Educ: Bachelors degree	24%	(107)	54%	(241)	18%	(80)	3%	(15)	444
Educ: Post-grad	34%	(83)	45%	(110)	17%	(41)	4%	(11)	244
Income: Under 50k	15%	(185)	46%	(565)	28%	(338)	11%	(138)	1225
Income: 50k-100k	23%	(156)	51%	(339)	19%	(124)	7%	(46)	666
Income: 100k+	31%	(96)	52%	(161)	14%	(43)	3%	(9)	310
Ethnicity: White	22%	(383)	45%	(778)	24%	(412)	9%	(149)	1722
Ethnicity: Hispanic	11%	(39)	57%	(199)	20%	(68)	12%	(43)	349

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**Table CMM2: In general, do you prefer college sports or professional sports?**

Demographic	College sports		Professional sports		Neither		Don't know / No opinion		Total N
Adults	20%	(437)	48%	(1065)	23%	(505)	9%	(193)	2200
Ethnicity: Afr. Am.	12%	(32)	66%	(182)	15%	(42)	7%	(18)	274
Ethnicity: Other	11%	(22)	51%	(105)	25%	(50)	13%	(27)	204
All Christian	25%	(244)	47%	(470)	20%	(196)	8%	(81)	991
All Non-Christian	19%	(16)	58%	(48)	18%	(15)	5%	(5)	84
Atheist	22%	(25)	53%	(61)	21%	(25)	3%	(4)	114
Agnostic/Nothing in particular	15%	(153)	48%	(486)	27%	(268)	10%	(104)	1011
Religious Non-Protestant/Catholic	25%	(30)	53%	(64)	17%	(21)	6%	(7)	121
Evangelical	24%	(139)	47%	(273)	16%	(95)	12%	(69)	576
Non-Evangelical	20%	(158)	49%	(391)	23%	(185)	9%	(71)	805
Community: Urban	15%	(91)	55%	(323)	19%	(110)	11%	(63)	586
Community: Suburban	20%	(197)	51%	(517)	22%	(223)	7%	(69)	1006
Community: Rural	25%	(150)	37%	(225)	28%	(172)	10%	(61)	608
Employ: Private Sector	21%	(153)	54%	(391)	20%	(145)	5%	(36)	725
Employ: Government	26%	(30)	48%	(56)	20%	(23)	6%	(7)	116
Employ: Self-Employed	24%	(40)	42%	(69)	26%	(42)	8%	(13)	164
Employ: Homemaker	14%	(24)	46%	(81)	30%	(53)	10%	(17)	175
Employ: Retired	21%	(105)	44%	(225)	25%	(129)	10%	(51)	511
Employ: Unemployed	15%	(33)	44%	(94)	25%	(54)	16%	(36)	217
Employ: Other	18%	(37)	52%	(106)	18%	(38)	11%	(23)	203
Military HH: Yes	21%	(78)	49%	(181)	22%	(82)	7%	(25)	366
Military HH: No	20%	(359)	48%	(884)	23%	(423)	9%	(168)	1834
RD/WT: Right Direction	25%	(223)	48%	(426)	19%	(169)	8%	(69)	888
RD/WT: Wrong Track	16%	(214)	49%	(639)	26%	(336)	9%	(124)	1312
Trump Job Approve	26%	(238)	45%	(418)	20%	(186)	8%	(77)	918
Trump Job Disapprove	16%	(187)	52%	(601)	24%	(278)	8%	(92)	1159
Trump Job Strongly Approve	27%	(138)	43%	(221)	22%	(114)	8%	(41)	515
Trump Job Somewhat Approve	25%	(100)	49%	(196)	18%	(72)	9%	(36)	404
Trump Job Somewhat Disapprove	17%	(45)	51%	(139)	24%	(66)	8%	(21)	271
Trump Job Strongly Disapprove	16%	(142)	52%	(463)	24%	(213)	8%	(71)	888
Favorable of Trump	26%	(237)	45%	(404)	20%	(185)	9%	(78)	903
Unfavorable of Trump	15%	(183)	52%	(622)	24%	(287)	8%	(94)	1187

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**Table CMM2:** *In general, do you prefer college sports or professional sports?*

Demographic	College sports		Professional sports		Neither		Don't know / No opinion		Total N
Adults	20%	(437)	48%	(1065)	23%	(505)	9%	(193)	2200
Very Favorable of Trump	25%	(138)	43%	(240)	23%	(126)	9%	(48)	553
Somewhat Favorable of Trump	28%	(98)	47%	(164)	17%	(59)	8%	(30)	351
Somewhat Unfavorable of Trump	15%	(37)	53%	(128)	26%	(63)	6%	(14)	243
Very Unfavorable of Trump	15%	(146)	52%	(495)	24%	(224)	8%	(79)	944
#1 Issue: Economy	21%	(118)	52%	(293)	20%	(115)	7%	(41)	568
#1 Issue: Security	26%	(100)	45%	(174)	22%	(85)	7%	(28)	387
#1 Issue: Health Care	20%	(87)	49%	(212)	22%	(94)	10%	(42)	435
#1 Issue: Medicare / Social Security	18%	(61)	45%	(155)	29%	(98)	8%	(29)	342
#1 Issue: Women's Issues	18%	(19)	52%	(54)	24%	(25)	7%	(7)	105
#1 Issue: Education	18%	(17)	56%	(54)	18%	(17)	8%	(8)	96
#1 Issue: Energy	17%	(22)	56%	(73)	17%	(22)	10%	(12)	129
#1 Issue: Other	9%	(13)	37%	(50)	36%	(49)	18%	(25)	138
2018 House Vote: Democrat	19%	(144)	54%	(413)	20%	(155)	8%	(59)	771
2018 House Vote: Republican	28%	(186)	45%	(297)	18%	(120)	9%	(56)	660
2018 House Vote: Someone else	9%	(8)	45%	(38)	36%	(30)	10%	(9)	84
2016 Vote: Hillary Clinton	17%	(116)	58%	(391)	19%	(129)	6%	(40)	676
2016 Vote: Donald Trump	28%	(196)	44%	(309)	20%	(142)	8%	(57)	704
2016 Vote: Other	14%	(21)	50%	(75)	26%	(39)	9%	(13)	149
2016 Vote: Didn't Vote	15%	(102)	43%	(284)	29%	(193)	12%	(81)	659
Voted in 2014: Yes	22%	(290)	50%	(647)	21%	(267)	7%	(92)	1296
Voted in 2014: No	16%	(148)	46%	(418)	26%	(237)	11%	(101)	904
2012 Vote: Barack Obama	17%	(147)	56%	(471)	20%	(167)	7%	(59)	843
2012 Vote: Mitt Romney	32%	(159)	41%	(205)	20%	(97)	7%	(36)	496
2012 Vote: Other	20%	(17)	41%	(34)	34%	(29)	5%	(5)	85
2012 Vote: Didn't Vote	15%	(112)	46%	(354)	27%	(210)	12%	(94)	770
4-Region: Northeast	11%	(43)	57%	(224)	25%	(97)	7%	(29)	394
4-Region: Midwest	22%	(101)	48%	(223)	24%	(111)	6%	(27)	462
4-Region: South	25%	(205)	42%	(349)	23%	(186)	10%	(84)	824
4-Region: West	17%	(88)	52%	(269)	21%	(109)	10%	(53)	520
Sports fans	25%	(392)	64%	(977)	5%	(73)	6%	(96)	1538
Avid sports fans	29%	(155)	68%	(367)	1%	(5)	3%	(14)	541

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**Table CMM2:** *In general, do you prefer college sports or professional sports?*

<b>Demographic</b>	<b>College sports</b>		<b>Professional sports</b>		<b>Neither</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	20%	(437)	48%	(1065)	23%	(505)	9%	(193)	2200
Casual sports fans	24%	(237)	61%	(610)	7%	(68)	8%	(82)	997
Non-sports fans	7%	(45)	13%	(88)	65%	(432)	15%	(97)	662
Men's college basketball fans	34%	(305)	58%	(518)	3%	(29)	5%	(40)	892
Avid men's college basketball fans	46%	(138)	51%	(151)	1%	(4)	2%	(6)	299
Casual men's college basketball fans	28%	(166)	62%	(367)	4%	(26)	6%	(35)	594
Non-men's college basketball fans	10%	(133)	42%	(547)	36%	(475)	12%	(153)	1308
Sports fans who have a favorite CBB team	41%	(241)	55%	(319)	1%	(6)	2%	(14)	580
Sports fans who don't have a favorite CBB team	16%	(151)	69%	(658)	7%	(66)	9%	(82)	958

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

**Table CMM3: Do you have a favorite men's college basketball team?**

Demographic	Yes	No	Total N
Adults	28% (621)	72% (1579)	2200
Gender: Male	38% (408)	62% (654)	1062
Gender: Female	19% (214)	81% (924)	1138
Age: 18-29	27% (120)	73% (329)	449
Age: 30-44	35% (195)	65% (369)	563
Age: 45-54	25% (75)	75% (230)	305
Age: 55-64	27% (118)	73% (328)	446
Age: 65+	26% (113)	74% (323)	436
Generation Z: 18-22	25% (41)	75% (124)	165
Millennial: Age 23-38	32% (204)	68% (443)	646
Generation X: Age 39-54	29% (145)	71% (361)	507
Boomers: Age 55-73	26% (203)	74% (574)	777
PID: Dem (no lean)	30% (236)	70% (560)	796
PID: Ind (no lean)	23% (158)	77% (541)	699
PID: Rep (no lean)	32% (228)	68% (478)	706
PID/Gender: Dem Men	40% (144)	60% (212)	356
PID/Gender: Dem Women	21% (92)	79% (348)	440
PID/Gender: Ind Men	30% (99)	70% (233)	333
PID/Gender: Ind Women	16% (59)	84% (307)	366
PID/Gender: Rep Men	44% (164)	56% (209)	374
PID/Gender: Rep Women	19% (63)	81% (269)	332
Ideo: Liberal (1-3)	30% (182)	70% (422)	604
Ideo: Moderate (4)	30% (169)	70% (399)	568
Ideo: Conservative (5-7)	30% (227)	70% (521)	748
Educ: < College	24% (360)	76% (1152)	1512
Educ: Bachelors degree	38% (171)	62% (273)	444
Educ: Post-grad	37% (91)	63% (153)	244
Income: Under 50k	23% (283)	77% (942)	1225
Income: 50k-100k	32% (214)	68% (452)	666
Income: 100k+	40% (125)	60% (184)	310
Ethnicity: White	27% (466)	73% (1256)	1722
Ethnicity: Hispanic	29% (103)	71% (246)	349
Ethnicity: Afr. Am.	36% (99)	64% (175)	274

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**Table CMM3: Do you have a favorite men's college basketball team?**

Demographic	Yes	No	Total N
Adults	28% (621)	72% (1579)	2200
Ethnicity: Other	27% (56)	73% (148)	204
All Christian	34% (338)	66% (653)	991
All Non-Christian	21% (17)	79% (67)	84
Atheist	22% (25)	78% (89)	114
Agnostic/Nothing in particular	24% (242)	76% (770)	1011
Religious Non-Protestant/Catholic	26% (31)	74% (90)	121
Evangelical	35% (199)	65% (377)	576
Non-Evangelical	30% (244)	70% (561)	805
Community: Urban	30% (175)	70% (411)	586
Community: Suburban	30% (306)	70% (700)	1006
Community: Rural	23% (141)	77% (468)	608
Employ: Private Sector	34% (245)	66% (480)	725
Employ: Government	39% (46)	61% (70)	116
Employ: Self-Employed	24% (40)	76% (124)	164
Employ: Homemaker	20% (35)	80% (140)	175
Employ: Retired	25% (128)	75% (383)	511
Employ: Unemployed	21% (45)	79% (172)	217
Employ: Other	24% (49)	76% (154)	203
Military HH: Yes	27% (101)	73% (265)	366
Military HH: No	28% (521)	72% (1313)	1834
RD/WT: Right Direction	31% (272)	69% (616)	888
RD/WT: Wrong Track	27% (350)	73% (962)	1312
Trump Job Approve	31% (280)	69% (638)	918
Trump Job Disapprove	27% (314)	73% (845)	1159
Trump Job Strongly Approve	31% (159)	69% (356)	515
Trump Job Somewhat Approve	30% (121)	70% (282)	404
Trump Job Somewhat Disapprove	24% (64)	76% (207)	271
Trump Job Strongly Disapprove	28% (250)	72% (638)	888
Favorable of Trump	31% (282)	69% (622)	903
Unfavorable of Trump	27% (317)	73% (870)	1187

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**Table CMM3:** *Do you have a favorite men's college basketball team?*

Demographic	Yes	No	Total N
Adults	28% (621)	72% (1579)	2200
Very Favorable of Trump	29% (160)	71% (393)	553
Somewhat Favorable of Trump	35% (122)	65% (229)	351
Somewhat Unfavorable of Trump	24% (58)	76% (185)	243
Very Unfavorable of Trump	27% (259)	73% (685)	944
#1 Issue: Economy	31% (177)	69% (390)	568
#1 Issue: Security	27% (104)	73% (283)	387
#1 Issue: Health Care	28% (121)	72% (315)	435
#1 Issue: Medicare / Social Security	26% (88)	74% (254)	342
#1 Issue: Women's Issues	25% (27)	75% (79)	105
#1 Issue: Education	30% (29)	70% (67)	96
#1 Issue: Energy	37% (48)	63% (81)	129
#1 Issue: Other	20% (28)	80% (110)	138
2018 House Vote: Democrat	32% (243)	68% (528)	771
2018 House Vote: Republican	34% (221)	66% (439)	660
2018 House Vote: Someone else	21% (17)	79% (67)	84
2016 Vote: Hillary Clinton	34% (229)	66% (447)	676
2016 Vote: Donald Trump	31% (221)	69% (483)	704
2016 Vote: Other	23% (35)	77% (114)	149
2016 Vote: Didn't Vote	20% (133)	80% (526)	659
Voted in 2014: Yes	33% (422)	67% (874)	1296
Voted in 2014: No	22% (199)	78% (705)	904
2012 Vote: Barack Obama	33% (280)	67% (564)	843
2012 Vote: Mitt Romney	31% (153)	69% (343)	496
2012 Vote: Other	29% (24)	71% (60)	85
2012 Vote: Didn't Vote	21% (162)	79% (608)	770
4-Region: Northeast	20% (78)	80% (315)	394
4-Region: Midwest	36% (167)	64% (295)	462
4-Region: South	29% (236)	71% (588)	824
4-Region: West	27% (140)	73% (380)	520
Sports fans	38% (580)	62% (958)	1538
Avid sports fans	60% (324)	40% (217)	541
Casual sports fans	26% (256)	74% (741)	997

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**Table CMM3:** *Do you have a favorite men's college basketball team?*

Demographic	Yes		No		Total N
Adults	28%	(621)	72%	(1579)	2200
Non-sports fans	6%	(41)	94%	(621)	662
Men's college basketball fans	58%	(516)	42%	(376)	892
Avid men's college basketball fans	83%	(249)	17%	(50)	299
Casual men's college basketball fans	45%	(267)	55%	(327)	594
Non-men's college basketball fans	8%	(105)	92%	(1202)	1308
Sports fans who have a favorite CBB team	100%	(580)	—	(0)	580
Sports fans who don't have a favorite CBB team	—	(0)	100%	(958)	958

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



**Table CMM4:** How many regular-season men's college basketball games have you watched at least a part of during this season, either on TV, streaming or in person?

Demographic	None	1-5	6-10	10-20	More than 20	Total N
Adults	59% (1290)	22% (475)	8% (180)	6% (131)	6% (125)	2200
Gender: Male	47% (496)	23% (241)	12% (127)	10% (104)	9% (94)	1062
Gender: Female	70% (794)	21% (234)	5% (53)	2% (26)	3% (30)	1138
Age: 18-29	55% (249)	23% (105)	11% (51)	4% (19)	6% (26)	449
Age: 30-44	53% (300)	22% (126)	10% (54)	8% (48)	6% (36)	563
Age: 45-54	60% (184)	23% (70)	6% (18)	4% (13)	6% (19)	305
Age: 55-64	61% (274)	19% (87)	6% (28)	6% (28)	7% (29)	446
Age: 65+	65% (283)	20% (87)	7% (29)	5% (23)	3% (15)	436
Generation Z: 18-22	51% (84)	26% (43)	12% (20)	3% (5)	8% (12)	165
Millennial: Age 23-38	55% (356)	22% (141)	10% (64)	8% (51)	5% (35)	646
Generation X: Age 39-54	58% (293)	23% (117)	8% (39)	5% (24)	7% (34)	507
Boomers: Age 55-73	64% (495)	19% (148)	6% (46)	6% (46)	5% (42)	777
PID: Dem (no lean)	55% (436)	23% (180)	11% (86)	6% (48)	6% (47)	796
PID: Ind (no lean)	66% (462)	20% (138)	7% (50)	4% (25)	3% (24)	699
PID: Rep (no lean)	56% (392)	22% (157)	6% (44)	8% (58)	8% (54)	706
PID/Gender: Dem Men	40% (143)	25% (89)	16% (56)	10% (37)	9% (30)	356
PID/Gender: Dem Women	67% (293)	21% (91)	7% (29)	3% (11)	4% (16)	440
PID/Gender: Ind Men	57% (189)	21% (69)	11% (36)	6% (21)	5% (17)	333
PID/Gender: Ind Women	75% (273)	19% (69)	4% (14)	1% (4)	2% (7)	366
PID/Gender: Rep Men	44% (164)	22% (82)	9% (34)	13% (47)	12% (47)	374
PID/Gender: Rep Women	69% (228)	23% (75)	3% (10)	3% (11)	2% (7)	332
Ideo: Liberal (1-3)	55% (331)	24% (146)	9% (55)	6% (37)	6% (35)	604
Ideo: Moderate (4)	53% (301)	22% (122)	12% (69)	8% (44)	5% (31)	568
Ideo: Conservative (5-7)	59% (444)	22% (162)	6% (47)	6% (45)	7% (49)	748
Educ: < College	64% (970)	20% (297)	7% (106)	5% (76)	4% (63)	1512
Educ: Bachelors degree	49% (216)	26% (113)	10% (44)	8% (33)	8% (37)	444
Educ: Post-grad	43% (104)	27% (65)	12% (29)	9% (22)	10% (24)	244
Income: Under 50k	68% (829)	20% (239)	6% (71)	3% (38)	4% (47)	1225
Income: 50k-100k	49% (327)	24% (162)	11% (70)	8% (55)	8% (51)	666
Income: 100k+	43% (134)	24% (74)	12% (38)	12% (38)	8% (26)	310
Ethnicity: White	61% (1047)	21% (354)	8% (134)	6% (100)	5% (87)	1722
Ethnicity: Hispanic	56% (195)	19% (67)	12% (41)	6% (19)	8% (27)	349

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**Table CMM4:** How many regular-season men's college basketball games have you watched at least a part of during this season, either on TV, streaming or in person?

Demographic	None	1-5	6-10	10-20	More than 20	Total N
Adults	59% (1290)	22% (475)	8% (180)	6% (131)	6% (125)	2200
Ethnicity: Afr. Am.	44% (121)	30% (82)	9% (24)	5% (15)	12% (32)	274
Ethnicity: Other	60% (122)	19% (39)	10% (21)	8% (16)	3% (6)	204
All Christian	52% (517)	23% (232)	10% (101)	8% (75)	7% (67)	991
All Non-Christian	50% (42)	32% (27)	8% (7)	3% (2)	8% (6)	84
Atheist	61% (70)	17% (20)	8% (9)	5% (6)	9% (10)	114
Agnostic/Nothing in particular	65% (661)	20% (197)	6% (64)	5% (48)	4% (42)	1011
Religious Non-Protestant/Catholic	51% (61)	31% (38)	11% (13)	2% (2)	5% (6)	121
Evangelical	55% (319)	23% (130)	8% (49)	6% (36)	7% (42)	576
Non-Evangelical	56% (448)	23% (184)	9% (73)	7% (58)	5% (42)	805
Community: Urban	53% (309)	24% (141)	10% (58)	8% (48)	5% (29)	586
Community: Suburban	58% (583)	22% (219)	9% (88)	5% (54)	6% (62)	1006
Community: Rural	65% (398)	19% (115)	6% (34)	5% (28)	5% (33)	608
Employ: Private Sector	50% (362)	24% (173)	10% (75)	8% (58)	8% (57)	725
Employ: Government	52% (60)	27% (31)	8% (9)	6% (6)	7% (9)	116
Employ: Self-Employed	61% (99)	22% (36)	9% (15)	5% (8)	3% (5)	164
Employ: Homemaker	73% (127)	19% (34)	3% (5)	4% (7)	1% (1)	175
Employ: Retired	65% (334)	17% (88)	7% (37)	6% (28)	5% (23)	511
Employ: Unemployed	70% (151)	21% (46)	3% (7)	3% (7)	3% (6)	217
Employ: Other	58% (119)	20% (40)	11% (22)	4% (8)	7% (15)	203
Military HH: Yes	61% (223)	21% (78)	6% (21)	9% (32)	3% (12)	366
Military HH: No	58% (1067)	22% (397)	9% (158)	5% (99)	6% (112)	1834
RD/WT: Right Direction	57% (503)	22% (200)	7% (64)	7% (59)	7% (62)	888
RD/WT: Wrong Track	60% (787)	21% (275)	9% (116)	5% (71)	5% (63)	1312
Trump Job Approve	56% (518)	22% (206)	7% (67)	7% (66)	7% (60)	918
Trump Job Disapprove	59% (686)	21% (247)	9% (105)	6% (64)	5% (57)	1159
Trump Job Strongly Approve	59% (304)	18% (95)	7% (38)	7% (38)	8% (39)	515
Trump Job Somewhat Approve	53% (214)	28% (111)	7% (29)	7% (28)	5% (21)	404
Trump Job Somewhat Disapprove	54% (147)	25% (68)	13% (34)	4% (10)	4% (11)	271
Trump Job Strongly Disapprove	61% (538)	20% (179)	8% (71)	6% (54)	5% (46)	888
Favorable of Trump	57% (514)	23% (204)	7% (59)	7% (66)	7% (61)	903
Unfavorable of Trump	59% (701)	21% (251)	9% (112)	5% (63)	5% (60)	1187

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**Table CMM4:** How many regular-season men's college basketball games have you watched at least a part of during this season, either on TV, streaming or in person?

Demographic	None	1-5	6-10	10-20	More than 20	Total N
Adults	59% (1290)	22% (475)	8% (180)	6% (131)	6% (125)	2200
Very Favorable of Trump	60% (331)	19% (108)	6% (32)	8% (43)	7% (39)	553
Somewhat Favorable of Trump	52% (182)	28% (97)	8% (27)	7% (23)	6% (22)	351
Somewhat Unfavorable of Trump	55% (133)	24% (58)	16% (39)	1% (4)	4% (9)	243
Very Unfavorable of Trump	60% (568)	20% (193)	8% (73)	6% (59)	5% (52)	944
#1 Issue: Economy	56% (316)	23% (132)	9% (51)	6% (33)	6% (36)	568
#1 Issue: Security	60% (232)	21% (83)	5% (21)	7% (27)	6% (24)	387
#1 Issue: Health Care	56% (245)	23% (98)	8% (34)	9% (38)	5% (21)	435
#1 Issue: Medicare / Social Security	65% (222)	16% (55)	7% (24)	6% (20)	6% (20)	342
#1 Issue: Women's Issues	62% (65)	21% (22)	8% (9)	— (0)	9% (9)	105
#1 Issue: Education	44% (42)	34% (32)	15% (15)	1% (1)	6% (6)	96
#1 Issue: Energy	58% (75)	13% (17)	17% (22)	7% (9)	5% (6)	129
#1 Issue: Other	67% (93)	26% (36)	3% (4)	2% (3)	2% (3)	138
2018 House Vote: Democrat	52% (403)	24% (186)	11% (82)	7% (56)	6% (43)	771
2018 House Vote: Republican	56% (372)	21% (137)	8% (51)	7% (48)	8% (52)	660
2018 House Vote: Someone else	63% (53)	20% (17)	7% (6)	7% (6)	4% (3)	84
2016 Vote: Hillary Clinton	52% (349)	23% (158)	10% (70)	8% (54)	7% (45)	676
2016 Vote: Donald Trump	57% (400)	21% (148)	7% (52)	8% (54)	7% (50)	704
2016 Vote: Other	63% (93)	24% (35)	7% (11)	4% (6)	2% (3)	149
2016 Vote: Didn't Vote	67% (439)	20% (133)	7% (47)	3% (17)	4% (24)	659
Voted in 2014: Yes	54% (700)	23% (294)	9% (110)	8% (102)	7% (89)	1296
Voted in 2014: No	65% (590)	20% (181)	8% (70)	3% (28)	4% (35)	904
2012 Vote: Barack Obama	53% (450)	23% (191)	10% (82)	8% (67)	6% (54)	843
2012 Vote: Mitt Romney	56% (277)	22% (107)	7% (37)	9% (42)	7% (33)	496
2012 Vote: Other	70% (59)	16% (13)	3% (3)	4% (3)	8% (7)	85
2012 Vote: Didn't Vote	65% (502)	21% (162)	8% (58)	2% (19)	4% (29)	770
4-Region: Northeast	68% (266)	17% (67)	6% (23)	6% (24)	3% (14)	394
4-Region: Midwest	53% (243)	25% (116)	6% (26)	7% (34)	9% (43)	462
4-Region: South	57% (470)	22% (184)	9% (74)	5% (41)	7% (55)	824
4-Region: West	60% (310)	21% (109)	11% (56)	6% (32)	2% (12)	520
Sports fans	44% (677)	28% (434)	11% (175)	8% (130)	8% (123)	1538
Avid sports fans	21% (114)	26% (139)	16% (88)	17% (94)	20% (106)	541

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**Table CMM4:** How many regular-season men's college basketball games have you watched at least a part of during this season, either on TV, streaming or in person?

Demographic	None	1-5	6-10	10-20	More than 20	Total N
Adults	59% (1290)	22% (475)	8% (180)	6% (131)	6% (125)	2200
Casual sports fans	56% (563)	30% (295)	9% (87)	4% (36)	2% (17)	997
Non-sports fans	93% (614)	6% (41)	1% (5)	— (1)	— (2)	662
Men's college basketball fans	16% (142)	38% (339)	18% (164)	14% (124)	14% (124)	892
Avid men's college basketball fans	6% (17)	18% (53)	22% (66)	21% (63)	33% (99)	299
Casual men's college basketball fans	21% (125)	48% (286)	16% (97)	10% (61)	4% (24)	594
Non-men's college basketball fans	88% (1148)	10% (136)	1% (16)	1% (7)	— (1)	1308
Sports fans who have a favorite CBB team	12% (68)	29% (168)	21% (119)	19% (113)	19% (113)	580
Sports fans who don't have a favorite CBB team	64% (609)	28% (266)	6% (56)	2% (17)	1% (10)	958

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

**Table CMM5:** *Would you say you are more or less interested in men's college basketball this season compared to past seasons?*

Demographic	Much more interested	Somewhat more interested	Neither more nor less interested	Somewhat less interested	Much less interested	Don't know / No opinion	Total N
Adults	4% (93)	9% (192)	45% (992)	6% (126)	15% (328)	21% (469)	2200
Gender: Male	6% (58)	11% (117)	48% (512)	8% (81)	14% (154)	13% (140)	1062
Gender: Female	3% (34)	7% (74)	42% (480)	4% (45)	15% (175)	29% (329)	1138
Age: 18-29	4% (20)	15% (65)	33% (147)	8% (34)	12% (53)	29% (130)	449
Age: 30-44	7% (42)	10% (57)	41% (232)	5% (29)	14% (77)	23% (127)	563
Age: 45-54	3% (9)	7% (20)	51% (155)	6% (19)	16% (49)	17% (53)	305
Age: 55-64	3% (12)	6% (28)	50% (222)	5% (23)	17% (77)	19% (84)	446
Age: 65+	3% (11)	5% (20)	54% (237)	5% (21)	17% (72)	17% (75)	436
Generation Z: 18-22	3% (5)	16% (26)	29% (48)	8% (13)	11% (18)	33% (54)	165
Millennial: Age 23-38	7% (43)	13% (85)	38% (244)	6% (36)	12% (76)	25% (163)	646
Generation X: Age 39-54	4% (23)	6% (32)	48% (242)	7% (33)	17% (85)	18% (93)	507
Boomers: Age 55-73	3% (20)	5% (43)	51% (393)	5% (39)	17% (136)	19% (147)	777
PID: Dem (no lean)	5% (38)	10% (82)	43% (344)	7% (54)	14% (108)	21% (170)	796
PID: Ind (no lean)	2% (12)	6% (41)	47% (327)	5% (35)	14% (101)	26% (182)	699
PID: Rep (no lean)	6% (43)	10% (69)	45% (320)	5% (38)	17% (120)	17% (117)	706
PID/Gender: Dem Men	5% (17)	15% (53)	46% (163)	9% (31)	15% (54)	11% (37)	356
PID/Gender: Dem Women	5% (21)	6% (29)	41% (181)	5% (23)	12% (54)	30% (132)	440
PID/Gender: Ind Men	3% (10)	8% (26)	52% (173)	6% (21)	13% (42)	18% (60)	333
PID/Gender: Ind Women	1% (2)	4% (15)	42% (155)	4% (13)	16% (59)	33% (122)	366
PID/Gender: Rep Men	8% (31)	10% (38)	47% (176)	8% (29)	16% (58)	11% (42)	374
PID/Gender: Rep Women	4% (12)	9% (31)	43% (144)	3% (9)	18% (61)	23% (75)	332
Ideo: Liberal (1-3)	6% (39)	11% (66)	43% (261)	8% (47)	11% (67)	21% (126)	604
Ideo: Moderate (4)	4% (20)	9% (53)	50% (287)	6% (37)	15% (87)	15% (85)	568
Ideo: Conservative (5-7)	4% (31)	8% (58)	48% (357)	5% (37)	16% (120)	19% (143)	748
Educ: < College	3% (52)	8% (116)	43% (647)	5% (69)	17% (254)	25% (374)	1512
Educ: Bachelors degree	5% (20)	11% (51)	50% (224)	7% (32)	11% (50)	15% (67)	444
Educ: Post-grad	9% (21)	10% (25)	49% (120)	11% (26)	10% (25)	11% (27)	244
Income: Under 50k	3% (37)	7% (82)	42% (508)	5% (63)	18% (218)	26% (316)	1225
Income: 50k-100k	6% (37)	10% (68)	48% (318)	6% (40)	12% (78)	19% (125)	666
Income: 100k+	6% (19)	13% (42)	53% (165)	7% (23)	10% (32)	9% (29)	310
Ethnicity: White	3% (59)	8% (143)	48% (819)	5% (84)	14% (242)	22% (374)	1722

Continued on next page

**Table CMM5:** *Would you say you are more or less interested in men's college basketball this season compared to past seasons?*

Demographic	Much more interested	Somewhat more interested	Neither more nor less interested	Somewhat less interested	Much less interested	Don't know / No opinion	Total N
Adults	4% (93)	9% (192)	45% (992)	6% (126)	15% (328)	21% (469)	2200
Ethnicity: Hispanic	6% (21)	10% (35)	36% (124)	5% (19)	20% (68)	23% (82)	349
Ethnicity: Afr. Am.	10% (28)	13% (35)	36% (98)	9% (26)	16% (43)	16% (45)	274
Ethnicity: Other	3% (6)	7% (14)	36% (74)	8% (16)	21% (44)	25% (50)	204
All Christian	5% (48)	10% (100)	50% (493)	6% (63)	13% (127)	16% (159)	991
All Non-Christian	8% (6)	12% (10)	41% (35)	4% (3)	21% (18)	14% (12)	84
Atheist	3% (3)	7% (8)	56% (64)	4% (5)	8% (9)	22% (25)	114
Agnostic/Nothing in particular	3% (35)	7% (74)	40% (400)	5% (55)	17% (174)	27% (273)	1011
Religious Non-Protestant/Catholic	5% (6)	14% (16)	40% (48)	5% (5)	23% (27)	14% (17)	121
Evangelical	8% (47)	10% (57)	38% (221)	7% (38)	17% (96)	20% (118)	576
Non-Evangelical	2% (20)	8% (67)	51% (410)	6% (50)	13% (104)	19% (155)	805
Community: Urban	8% (45)	12% (72)	38% (221)	7% (42)	16% (91)	19% (114)	586
Community: Suburban	4% (38)	9% (93)	47% (477)	6% (58)	15% (147)	19% (193)	1006
Community: Rural	2% (9)	4% (27)	48% (294)	4% (26)	15% (90)	27% (162)	608
Employ: Private Sector	6% (41)	12% (84)	45% (327)	6% (44)	13% (91)	19% (138)	725
Employ: Government	2% (2)	14% (16)	45% (52)	8% (9)	12% (13)	20% (23)	116
Employ: Self-Employed	7% (11)	11% (17)	39% (63)	4% (6)	17% (28)	23% (38)	164
Employ: Homemaker	2% (3)	4% (7)	54% (94)	— (1)	11% (19)	29% (52)	175
Employ: Retired	3% (13)	5% (24)	55% (282)	4% (21)	17% (86)	17% (85)	511
Employ: Unemployed	2% (4)	7% (15)	35% (77)	9% (20)	20% (42)	27% (59)	217
Employ: Other	4% (8)	9% (18)	35% (72)	7% (14)	19% (38)	27% (54)	203
Military HH: Yes	4% (13)	8% (29)	49% (179)	5% (17)	16% (60)	19% (68)	366
Military HH: No	4% (80)	9% (163)	44% (813)	6% (109)	15% (268)	22% (401)	1834
RD/WT: Right Direction	6% (54)	10% (85)	44% (390)	6% (56)	15% (132)	19% (171)	888
RD/WT: Wrong Track	3% (39)	8% (107)	46% (602)	5% (70)	15% (196)	23% (298)	1312
Trump Job Approve	6% (51)	9% (83)	46% (420)	6% (53)	15% (135)	19% (177)	918
Trump Job Disapprove	3% (39)	8% (97)	47% (541)	6% (70)	15% (175)	20% (237)	1159
Trump Job Strongly Approve	8% (43)	8% (39)	43% (220)	6% (30)	17% (86)	19% (97)	515
Trump Job Somewhat Approve	2% (8)	11% (44)	50% (200)	6% (22)	12% (49)	20% (80)	404
Trump Job Somewhat Disapprove	4% (10)	8% (22)	46% (125)	8% (23)	13% (36)	21% (56)	271
Trump Job Strongly Disapprove	3% (29)	8% (75)	47% (416)	5% (47)	16% (139)	20% (182)	888

Continued on next page

**Table CMM5:** *Would you say you are more or less interested in men's college basketball this season compared to past seasons?*

Demographic	Much more interested	Somewhat more interested	Neither more nor less interested	Somewhat less interested	Much less interested	Don't know / No opinion	Total N
Adults	4% (93)	9% (192)	45% (992)	6% (126)	15% (328)	21% (469)	2200
Favorable of Trump	6% (50)	9% (80)	46% (415)	5% (49)	16% (142)	18% (167)	903
Unfavorable of Trump	3% (39)	9% (106)	46% (547)	6% (70)	14% (166)	22% (259)	1187
Very Favorable of Trump	8% (44)	8% (45)	42% (232)	5% (29)	18% (102)	18% (101)	553
Somewhat Favorable of Trump	2% (6)	10% (35)	52% (183)	6% (20)	11% (40)	19% (66)	351
Somewhat Unfavorable of Trump	3% (7)	12% (28)	42% (103)	9% (21)	15% (35)	20% (48)	243
Very Unfavorable of Trump	3% (32)	8% (78)	47% (444)	5% (49)	14% (130)	22% (211)	944
#1 Issue: Economy	6% (34)	9% (53)	43% (243)	8% (44)	10% (57)	24% (136)	568
#1 Issue: Security	6% (22)	7% (28)	46% (177)	5% (20)	21% (82)	15% (57)	387
#1 Issue: Health Care	2% (9)	9% (39)	47% (205)	4% (19)	15% (67)	22% (95)	435
#1 Issue: Medicare / Social Security	5% (19)	5% (16)	47% (161)	4% (13)	18% (63)	21% (70)	342
#1 Issue: Women's Issues	2% (2)	8% (8)	36% (38)	9% (9)	15% (16)	30% (31)	105
#1 Issue: Education	3% (3)	9% (9)	54% (52)	10% (9)	10% (10)	14% (13)	96
#1 Issue: Energy	3% (4)	23% (30)	42% (55)	5% (6)	11% (14)	16% (21)	129
#1 Issue: Other	— (1)	6% (8)	43% (60)	4% (6)	13% (19)	33% (45)	138
2018 House Vote: Democrat	5% (39)	9% (69)	48% (370)	7% (54)	12% (96)	19% (144)	771
2018 House Vote: Republican	6% (40)	10% (67)	46% (305)	5% (33)	16% (105)	16% (109)	660
2018 House Vote: Someone else	1% (1)	6% (5)	45% (38)	4% (3)	14% (12)	29% (25)	84
2016 Vote: Hillary Clinton	5% (35)	9% (64)	49% (333)	7% (48)	13% (86)	16% (111)	676
2016 Vote: Donald Trump	6% (43)	9% (64)	47% (333)	5% (35)	16% (110)	17% (118)	704
2016 Vote: Other	1% (2)	2% (3)	45% (67)	8% (11)	15% (22)	29% (43)	149
2016 Vote: Didn't Vote	2% (10)	9% (61)	39% (257)	5% (32)	16% (106)	29% (194)	659
Voted in 2014: Yes	5% (69)	8% (108)	49% (633)	6% (82)	14% (180)	17% (224)	1296
Voted in 2014: No	3% (24)	9% (84)	40% (358)	5% (44)	16% (149)	27% (245)	904
2012 Vote: Barack Obama	5% (45)	9% (80)	46% (385)	6% (54)	14% (122)	19% (158)	843
2012 Vote: Mitt Romney	5% (27)	8% (38)	52% (260)	6% (28)	15% (72)	14% (71)	496
2012 Vote: Other	— (0)	5% (4)	56% (47)	1% (1)	17% (14)	22% (19)	85
2012 Vote: Didn't Vote	2% (18)	9% (70)	39% (297)	6% (43)	16% (120)	29% (221)	770

Continued on next page

**Table CMM5:** *Would you say you are more or less interested in men's college basketball this season compared to past seasons?*

Demographic	Much more interested	Somewhat more interested	Neither more nor less interested	Somewhat less interested	Much less interested	Don't know / No opinion	Total N
Adults	4% (93)	9% (192)	45% (992)	6% (126)	15% (328)	21% (469)	2200
4-Region: Northeast	3% (10)	7% (28)	46% (180)	6% (23)	15% (59)	24% (93)	394
4-Region: Midwest	6% (28)	9% (40)	47% (216)	8% (38)	12% (55)	19% (86)	462
4-Region: South	5% (37)	10% (80)	42% (343)	5% (38)	17% (138)	23% (188)	824
4-Region: West	3% (17)	9% (45)	49% (253)	5% (27)	15% (77)	20% (102)	520
Sports fans	6% (92)	12% (186)	49% (749)	8% (116)	12% (189)	13% (206)	1538
Avid sports fans	13% (70)	17% (94)	47% (255)	7% (40)	8% (41)	8% (41)	541
Casual sports fans	2% (21)	9% (92)	50% (494)	8% (76)	15% (149)	17% (165)	997
Non-sports fans	— (1)	1% (6)	37% (242)	2% (10)	21% (139)	40% (263)	662
Men's college basketball fans	10% (85)	19% (166)	52% (461)	11% (97)	5% (47)	4% (37)	892
Avid men's college basketball fans	20% (60)	23% (68)	44% (132)	8% (22)	4% (13)	1% (3)	299
Casual men's college basketball fans	4% (25)	16% (98)	55% (329)	12% (74)	6% (34)	6% (33)	594
Non-men's college basketball fans	1% (7)	2% (26)	41% (531)	2% (30)	22% (281)	33% (432)	1308
Sports fans who have a favorite CBB team	13% (76)	22% (125)	50% (288)	9% (49)	5% (26)	3% (16)	580
Sports fans who don't have a favorite CBB team	2% (15)	6% (61)	48% (461)	7% (66)	17% (163)	20% (191)	958

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



**Table CMM6: Do you plan to watch any basketball games during the NCAA men's basketball tournament?**

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	32%	(706)	54%	(1185)	14%	(309)	2200
Gender: Male	46%	(487)	44%	(470)	10%	(105)	1062
Gender: Female	19%	(219)	63%	(715)	18%	(204)	1138
Age: 18-29	29%	(131)	55%	(249)	15%	(69)	449
Age: 30-44	38%	(217)	47%	(263)	15%	(83)	563
Age: 45-54	29%	(90)	58%	(176)	13%	(39)	305
Age: 55-64	31%	(139)	55%	(243)	14%	(63)	446
Age: 65+	29%	(129)	58%	(253)	12%	(54)	436
Generation Z: 18-22	30%	(49)	49%	(80)	22%	(36)	165
Millennial: Age 23-38	35%	(224)	53%	(340)	13%	(82)	646
Generation X: Age 39-54	33%	(165)	53%	(268)	14%	(73)	507
Boomers: Age 55-73	30%	(235)	57%	(442)	13%	(100)	777
PID: Dem (no lean)	36%	(288)	50%	(400)	14%	(107)	796
PID: Ind (no lean)	25%	(172)	60%	(417)	16%	(110)	699
PID: Rep (no lean)	35%	(246)	52%	(368)	13%	(91)	706
PID/Gender: Dem Men	53%	(187)	38%	(135)	9%	(34)	356
PID/Gender: Dem Women	23%	(101)	60%	(266)	17%	(74)	440
PID/Gender: Ind Men	36%	(120)	53%	(176)	11%	(36)	333
PID/Gender: Ind Women	14%	(52)	66%	(241)	20%	(74)	366
PID/Gender: Rep Men	48%	(180)	43%	(159)	9%	(35)	374
PID/Gender: Rep Women	20%	(66)	63%	(209)	17%	(57)	332
Ideo: Liberal (1-3)	36%	(218)	53%	(321)	11%	(65)	604
Ideo: Moderate (4)	37%	(209)	49%	(280)	14%	(79)	568
Ideo: Conservative (5-7)	31%	(229)	57%	(423)	13%	(95)	748
Educ: < College	25%	(383)	60%	(902)	15%	(227)	1512
Educ: Bachelors degree	45%	(201)	44%	(195)	11%	(48)	444
Educ: Post-grad	50%	(122)	36%	(88)	14%	(34)	244
Income: Under 50k	22%	(271)	62%	(755)	16%	(199)	1225
Income: 50k-100k	42%	(279)	46%	(309)	12%	(78)	666
Income: 100k+	50%	(156)	39%	(121)	11%	(33)	310
Ethnicity: White	31%	(532)	55%	(954)	14%	(236)	1722
Ethnicity: Hispanic	35%	(123)	51%	(178)	14%	(48)	349

Continued on next page

**Table CMM6:** Do you plan to watch any basketball games during the NCAA men's basketball tournament?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	32% (706)	54% (1185)	14% (309)	2200
Ethnicity: Afr. Am.	42% (116)	43% (119)	14% (39)	274
Ethnicity: Other	28% (58)	55% (112)	17% (34)	204
All Christian	39% (384)	48% (474)	13% (132)	991
All Non-Christian	39% (33)	46% (39)	15% (12)	84
Atheist	30% (35)	55% (63)	14% (16)	114
Agnostic/Nothing in particular	25% (254)	60% (609)	15% (148)	1011
Religious Non-Protestant/Catholic	39% (48)	48% (58)	13% (15)	121
Evangelical	34% (199)	50% (287)	16% (90)	576
Non-Evangelical	34% (270)	51% (414)	15% (121)	805
Community: Urban	35% (205)	50% (292)	15% (89)	586
Community: Suburban	35% (354)	52% (523)	13% (129)	1006
Community: Rural	24% (146)	61% (371)	15% (91)	608
Employ: Private Sector	41% (300)	47% (343)	11% (82)	725
Employ: Government	43% (50)	44% (50)	13% (16)	116
Employ: Self-Employed	36% (58)	54% (89)	10% (17)	164
Employ: Homemaker	12% (21)	63% (111)	25% (43)	175
Employ: Retired	28% (142)	60% (304)	13% (64)	511
Employ: Unemployed	21% (45)	63% (136)	16% (36)	217
Employ: Other	27% (55)	55% (111)	18% (37)	203
Military HH: Yes	32% (117)	55% (203)	13% (46)	366
Military HH: No	32% (589)	54% (982)	14% (263)	1834
RD/WT: Right Direction	35% (307)	53% (469)	13% (112)	888
RD/WT: Wrong Track	30% (399)	55% (716)	15% (197)	1312
Trump Job Approve	34% (310)	53% (490)	13% (118)	918
Trump Job Disapprove	31% (364)	55% (640)	13% (155)	1159
Trump Job Strongly Approve	33% (169)	55% (282)	12% (64)	515
Trump Job Somewhat Approve	35% (141)	52% (208)	13% (54)	404
Trump Job Somewhat Disapprove	31% (83)	55% (150)	14% (38)	271
Trump Job Strongly Disapprove	32% (282)	55% (490)	13% (116)	888
Favorable of Trump	33% (302)	54% (486)	13% (116)	903
Unfavorable of Trump	32% (380)	54% (644)	14% (162)	1187

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**Table CMM6:** Do you plan to watch any basketball games during the NCAA men's basketball tournament?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	32% (706)	54% (1185)	14% (309)	2200
Very Favorable of Trump	31% (173)	56% (308)	13% (71)	553
Somewhat Favorable of Trump	37% (129)	51% (178)	13% (44)	351
Somewhat Unfavorable of Trump	32% (77)	55% (134)	13% (31)	243
Very Unfavorable of Trump	32% (303)	54% (511)	14% (131)	944
#1 Issue: Economy	34% (195)	52% (292)	14% (81)	568
#1 Issue: Security	31% (118)	59% (228)	10% (40)	387
#1 Issue: Health Care	33% (142)	51% (224)	16% (70)	435
#1 Issue: Medicare / Social Security	32% (109)	57% (195)	11% (38)	342
#1 Issue: Women's Issues	28% (29)	52% (55)	20% (21)	105
#1 Issue: Education	36% (35)	53% (50)	11% (11)	96
#1 Issue: Energy	43% (55)	48% (63)	9% (12)	129
#1 Issue: Other	17% (24)	56% (78)	26% (36)	138
2018 House Vote: Democrat	38% (296)	48% (369)	14% (106)	771
2018 House Vote: Republican	36% (237)	53% (349)	11% (75)	660
2018 House Vote: Someone else	18% (15)	64% (54)	18% (15)	84
2016 Vote: Hillary Clinton	42% (283)	46% (311)	12% (81)	676
2016 Vote: Donald Trump	35% (244)	53% (376)	12% (84)	704
2016 Vote: Other	21% (31)	59% (88)	20% (30)	149
2016 Vote: Didn't Vote	22% (143)	61% (402)	17% (114)	659
Voted in 2014: Yes	37% (479)	50% (651)	13% (167)	1296
Voted in 2014: No	25% (227)	59% (534)	16% (142)	904
2012 Vote: Barack Obama	38% (323)	50% (419)	12% (101)	843
2012 Vote: Mitt Romney	34% (168)	52% (260)	14% (68)	496
2012 Vote: Other	27% (23)	63% (53)	10% (8)	85
2012 Vote: Didn't Vote	24% (188)	59% (451)	17% (132)	770
4-Region: Northeast	29% (114)	57% (226)	14% (54)	394
4-Region: Midwest	38% (177)	48% (222)	14% (63)	462
4-Region: South	33% (271)	52% (433)	15% (120)	824
4-Region: West	28% (143)	59% (304)	14% (72)	520
Sports fans	44% (683)	41% (629)	15% (226)	1538
Avid sports fans	71% (385)	22% (117)	7% (39)	541

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**Table CMM6:** Do you plan to watch any basketball games during the NCAA men's basketball tournament?

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	32%	(706)	54%	(1185)	14%	(309)	2200
Casual sports fans	30%	(298)	51%	(512)	19%	(187)	997
Non-sports fans	3%	(23)	84%	(556)	13%	(83)	662
Men's college basketball fans	71%	(632)	14%	(125)	15%	(135)	892
Avid men's college basketball fans	92%	(275)	6%	(18)	2%	(5)	299
Casual men's college basketball fans	60%	(358)	18%	(107)	22%	(130)	594
Non-men's college basketball fans	6%	(74)	81%	(1060)	13%	(174)	1308
Sports fans who have a favorite CBB team	81%	(470)	9%	(50)	11%	(61)	580
Sports fans who don't have a favorite CBB team	22%	(214)	60%	(579)	17%	(165)	958

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

**Table CMM7\_1NET:** How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.  
 Cable or satellite television

Demographic	Selected		Not Selected		Total N
Adults	65%	(462)	35%	(244)	706
Gender: Male	69%	(335)	31%	(153)	487
Gender: Female	58%	(127)	42%	(92)	219
Age: 18-29	49%	(64)	51%	(68)	131
Age: 30-44	58%	(125)	42%	(92)	217
Age: 45-54	70%	(63)	30%	(27)	90
Age: 55-64	76%	(106)	24%	(33)	139
Age: 65+	81%	(104)	19%	(25)	129
Millennial: Age 23-38	57%	(128)	43%	(96)	224
Generation X: Age 39-54	64%	(106)	36%	(59)	165
Boomers: Age 55-73	79%	(185)	21%	(51)	235
PID: Dem (no lean)	63%	(181)	37%	(107)	288
PID: Ind (no lean)	63%	(108)	37%	(64)	172
PID: Rep (no lean)	70%	(173)	30%	(73)	246
PID/Gender: Dem Men	67%	(125)	33%	(62)	187
PID/Gender: Dem Women	56%	(56)	44%	(45)	101
PID/Gender: Ind Men	66%	(80)	34%	(41)	120
PID/Gender: Ind Women	54%	(28)	46%	(24)	52
PID/Gender: Rep Men	72%	(130)	28%	(50)	180
PID/Gender: Rep Women	65%	(43)	35%	(24)	66
Ideo: Liberal (1-3)	61%	(133)	39%	(85)	218
Ideo: Moderate (4)	71%	(148)	29%	(61)	209
Ideo: Conservative (5-7)	68%	(155)	32%	(74)	229
Educ: < College	64%	(245)	36%	(139)	383
Educ: Bachelors degree	67%	(134)	33%	(66)	201
Educ: Post-grad	68%	(83)	32%	(39)	122
Income: Under 50k	62%	(169)	38%	(103)	271
Income: 50k-100k	69%	(192)	31%	(86)	279
Income: 100k+	64%	(100)	36%	(56)	156
Ethnicity: White	67%	(355)	33%	(176)	532
Ethnicity: Hispanic	43%	(53)	57%	(70)	123
Ethnicity: Afr. Am.	62%	(72)	38%	(44)	116

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**Table CMM7\_1NET:** How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.  
Cable or satellite television

Demographic	Selected		Not Selected		Total N
Adults	65%	(462)	35%	(244)	706
Ethnicity: Other	59%	(34)	41%	(24)	58
All Christian	69%	(265)	31%	(119)	384
Agnostic/Nothing in particular	63%	(159)	37%	(95)	254
Evangelical	62%	(122)	38%	(76)	199
Non-Evangelical	70%	(191)	30%	(80)	270
Community: Urban	61%	(125)	39%	(80)	205
Community: Suburban	66%	(235)	34%	(119)	354
Community: Rural	69%	(101)	31%	(45)	146
Employ: Private Sector	65%	(194)	35%	(106)	300
Employ: Government	68%	(34)	32%	(16)	50
Employ: Self-Employed	61%	(36)	39%	(23)	58
Employ: Retired	79%	(112)	21%	(30)	142
Employ: Other	45%	(25)	55%	(30)	55
Military HH: Yes	78%	(91)	22%	(26)	117
Military HH: No	63%	(370)	37%	(219)	589
RD/WT: Right Direction	67%	(205)	33%	(102)	307
RD/WT: Wrong Track	64%	(257)	36%	(142)	399
Trump Job Approve	68%	(212)	32%	(98)	310
Trump Job Disapprove	65%	(238)	35%	(126)	364
Trump Job Strongly Approve	70%	(119)	30%	(50)	169
Trump Job Somewhat Approve	66%	(93)	34%	(48)	141
Trump Job Somewhat Disapprove	62%	(52)	38%	(31)	83
Trump Job Strongly Disapprove	66%	(187)	34%	(95)	282
Favorable of Trump	71%	(214)	29%	(88)	302
Unfavorable of Trump	61%	(233)	39%	(147)	380
Very Favorable of Trump	74%	(127)	26%	(46)	173
Somewhat Favorable of Trump	68%	(87)	32%	(42)	129
Somewhat Unfavorable of Trump	51%	(40)	49%	(38)	77
Very Unfavorable of Trump	64%	(194)	36%	(109)	303

Continued on next page

**Table CMM7\_1NET:** How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.  
Cable or satellite television

Demographic	Selected		Not Selected		Total N
Adults	65%	(462)	35%	(244)	706
#1 Issue: Economy	64%	(124)	36%	(70)	195
#1 Issue: Security	73%	(86)	27%	(32)	118
#1 Issue: Health Care	67%	(94)	33%	(47)	142
#1 Issue: Medicare / Social Security	70%	(76)	30%	(33)	109
#1 Issue: Energy	57%	(32)	43%	(23)	55
2018 House Vote: Democrat	66%	(196)	34%	(101)	296
2018 House Vote: Republican	71%	(168)	29%	(69)	237
2016 Vote: Hillary Clinton	67%	(189)	33%	(95)	283
2016 Vote: Donald Trump	70%	(171)	30%	(73)	244
2016 Vote: Didn't Vote	56%	(80)	44%	(64)	143
Voted in 2014: Yes	71%	(342)	29%	(137)	479
Voted in 2014: No	53%	(119)	47%	(108)	227
2012 Vote: Barack Obama	69%	(224)	31%	(99)	323
2012 Vote: Mitt Romney	71%	(120)	29%	(49)	168
2012 Vote: Didn't Vote	53%	(99)	47%	(89)	188
4-Region: Northeast	82%	(94)	18%	(20)	114
4-Region: Midwest	63%	(112)	37%	(65)	177
4-Region: South	62%	(168)	38%	(103)	271
4-Region: West	61%	(88)	39%	(55)	143
Sports fans	66%	(449)	34%	(234)	683
Avid sports fans	72%	(277)	28%	(108)	385
Casual sports fans	58%	(172)	42%	(127)	298
Men's college basketball fans	65%	(412)	35%	(220)	632
Avid men's college basketball fans	67%	(185)	33%	(90)	275
Casual men's college basketball fans	64%	(227)	36%	(130)	358
Non-men's college basketball fans	67%	(50)	33%	(24)	74
Sports fans who have a favorite CBB team	65%	(305)	35%	(164)	470
Sports fans who don't have a favorite CBB team	67%	(144)	33%	(70)	214

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

**Table CMM7\_2NET: How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.**  
Live TV streaming service

Demographic	Selected		Not Selected		Total N
Adults	37%	(258)	63%	(448)	706
Gender: Male	36%	(178)	64%	(310)	487
Gender: Female	37%	(81)	63%	(138)	219
Age: 18-29	48%	(64)	52%	(68)	131
Age: 30-44	52%	(113)	48%	(104)	217
Age: 45-54	37%	(33)	63%	(57)	90
Age: 55-64	20%	(28)	80%	(112)	139
Age: 65+	17%	(21)	83%	(107)	129
Millennial: Age 23-38	49%	(109)	51%	(115)	224
Generation X: Age 39-54	42%	(70)	58%	(95)	165
Boomers: Age 55-73	17%	(41)	83%	(194)	235
PID: Dem (no lean)	32%	(93)	68%	(194)	288
PID: Ind (no lean)	41%	(71)	59%	(101)	172
PID: Rep (no lean)	38%	(94)	62%	(152)	246
PID/Gender: Dem Men	32%	(60)	68%	(127)	187
PID/Gender: Dem Women	33%	(33)	67%	(67)	101
PID/Gender: Ind Men	41%	(49)	59%	(71)	120
PID/Gender: Ind Women	42%	(22)	58%	(30)	52
PID/Gender: Rep Men	38%	(69)	62%	(111)	180
PID/Gender: Rep Women	39%	(26)	61%	(41)	66
Ideo: Liberal (1-3)	39%	(85)	61%	(133)	218
Ideo: Moderate (4)	31%	(65)	69%	(144)	209
Ideo: Conservative (5-7)	35%	(81)	65%	(148)	229
Educ: < College	33%	(126)	67%	(257)	383
Educ: Bachelors degree	43%	(87)	57%	(113)	201
Educ: Post-grad	37%	(46)	63%	(77)	122
Income: Under 50k	38%	(102)	62%	(169)	271
Income: 50k-100k	32%	(90)	68%	(189)	279
Income: 100k+	43%	(67)	57%	(89)	156
Ethnicity: White	35%	(186)	65%	(345)	532
Ethnicity: Hispanic	58%	(71)	42%	(52)	123
Ethnicity: Afr. Am.	39%	(45)	61%	(71)	116

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**Table CMM7\_2NET:** How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.  
 Live TV streaming service

Demographic	Selected		Not Selected		Total N
Adults	37%	(258)	63%	(448)	706
Ethnicity: Other	46%	(27)	54%	(31)	58
All Christian	35%	(133)	65%	(251)	384
Agnostic/Nothing in particular	38%	(95)	62%	(159)	254
Evangelical	38%	(76)	62%	(123)	199
Non-Evangelical	33%	(89)	67%	(182)	270
Community: Urban	44%	(91)	56%	(115)	205
Community: Suburban	34%	(120)	66%	(234)	354
Community: Rural	33%	(48)	67%	(98)	146
Employ: Private Sector	41%	(122)	59%	(178)	300
Employ: Government	45%	(22)	55%	(27)	50
Employ: Self-Employed	33%	(19)	67%	(39)	58
Employ: Retired	21%	(30)	79%	(113)	142
Employ: Other	40%	(22)	60%	(33)	55
Military HH: Yes	23%	(27)	77%	(90)	117
Military HH: No	39%	(232)	61%	(357)	589
RD/WT: Right Direction	42%	(129)	58%	(178)	307
RD/WT: Wrong Track	32%	(129)	68%	(269)	399
Trump Job Approve	39%	(121)	61%	(189)	310
Trump Job Disapprove	31%	(115)	69%	(250)	364
Trump Job Strongly Approve	43%	(72)	57%	(97)	169
Trump Job Somewhat Approve	35%	(49)	65%	(92)	141
Trump Job Somewhat Disapprove	39%	(32)	61%	(50)	83
Trump Job Strongly Disapprove	29%	(82)	71%	(199)	282
Favorable of Trump	37%	(112)	63%	(190)	302
Unfavorable of Trump	36%	(136)	64%	(244)	380
Very Favorable of Trump	39%	(67)	61%	(106)	173
Somewhat Favorable of Trump	35%	(45)	65%	(84)	129
Somewhat Unfavorable of Trump	40%	(31)	60%	(46)	77
Very Unfavorable of Trump	35%	(105)	65%	(198)	303

Continued on next page

**Table CMM7\_2NET: How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.**  
Live TV streaming service

Demographic	Selected		Not Selected		Total N
Adults	37%	(258)	63%	(448)	706
#1 Issue: Economy	39%	(75)	61%	(119)	195
#1 Issue: Security	40%	(47)	60%	(71)	118
#1 Issue: Health Care	38%	(54)	62%	(88)	142
#1 Issue: Medicare / Social Security	16%	(17)	84%	(92)	109
#1 Issue: Energy	40%	(22)	60%	(33)	55
2018 House Vote: Democrat	31%	(93)	69%	(203)	296
2018 House Vote: Republican	34%	(81)	66%	(155)	237
2016 Vote: Hillary Clinton	32%	(90)	68%	(193)	283
2016 Vote: Donald Trump	37%	(90)	63%	(154)	244
2016 Vote: Didn't Vote	44%	(63)	56%	(80)	143
Voted in 2014: Yes	31%	(151)	69%	(328)	479
Voted in 2014: No	47%	(108)	53%	(119)	227
2012 Vote: Barack Obama	33%	(107)	67%	(216)	323
2012 Vote: Mitt Romney	32%	(53)	68%	(115)	168
2012 Vote: Didn't Vote	46%	(86)	54%	(102)	188
4-Region: Northeast	21%	(24)	79%	(91)	114
4-Region: Midwest	44%	(78)	56%	(99)	177
4-Region: South	38%	(102)	62%	(169)	271
4-Region: West	38%	(54)	62%	(89)	143
Sports fans	37%	(253)	63%	(430)	683
Avid sports fans	38%	(147)	62%	(237)	385
Casual sports fans	36%	(106)	64%	(192)	298
Men's college basketball fans	38%	(239)	62%	(393)	632
Avid men's college basketball fans	41%	(113)	59%	(162)	275
Casual men's college basketball fans	35%	(126)	65%	(231)	358
Non-men's college basketball fans	27%	(20)	73%	(54)	74
Sports fans who have a favorite CBB team	39%	(184)	61%	(286)	470
Sports fans who don't have a favorite CBB team	33%	(69)	67%	(144)	214

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

**Table CMM7\_3NET:** How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.  
 March Madness Live app or website

Demographic	Selected		Not Selected		Total N
Adults	18%	(130)	82%	(576)	706
Gender: Male	20%	(97)	80%	(391)	487
Gender: Female	15%	(33)	85%	(186)	219
Age: 18-29	25%	(32)	75%	(99)	131
Age: 30-44	26%	(56)	74%	(160)	217
Age: 45-54	18%	(16)	82%	(74)	90
Age: 55-64	12%	(17)	88%	(122)	139
Age: 65+	6%	(8)	94%	(121)	129
Millennial: Age 23-38	24%	(54)	76%	(170)	224
Generation X: Age 39-54	23%	(38)	77%	(127)	165
Boomers: Age 55-73	10%	(24)	90%	(212)	235
PID: Dem (no lean)	16%	(45)	84%	(243)	288
PID: Ind (no lean)	16%	(27)	84%	(145)	172
PID: Rep (no lean)	23%	(58)	77%	(189)	246
PID/Gender: Dem Men	17%	(31)	83%	(156)	187
PID/Gender: Dem Women	14%	(14)	86%	(87)	101
PID/Gender: Ind Men	17%	(20)	83%	(100)	120
PID/Gender: Ind Women	13%	(7)	87%	(45)	52
PID/Gender: Rep Men	25%	(45)	75%	(135)	180
PID/Gender: Rep Women	18%	(12)	82%	(54)	66
Ideo: Liberal (1-3)	16%	(34)	84%	(184)	218
Ideo: Moderate (4)	22%	(46)	78%	(163)	209
Ideo: Conservative (5-7)	20%	(46)	80%	(183)	229
Educ: < College	14%	(55)	86%	(328)	383
Educ: Bachelors degree	24%	(49)	76%	(152)	201
Educ: Post-grad	21%	(26)	79%	(96)	122
Income: Under 50k	18%	(48)	82%	(223)	271
Income: 50k-100k	16%	(45)	84%	(234)	279
Income: 100k+	23%	(36)	77%	(120)	156
Ethnicity: White	17%	(89)	83%	(443)	532
Ethnicity: Hispanic	25%	(31)	75%	(93)	123
Ethnicity: Afr. Am.	22%	(25)	78%	(91)	116

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**Table CMM7\_3NET:** How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.  
March Madness Live app or website

Demographic	Selected		Not Selected		Total N
Adults	18%	(130)	82%	(576)	706
Ethnicity: Other	27%	(16)	73%	(42)	58
All Christian	19%	(74)	81%	(311)	384
Agnostic/Nothing in particular	17%	(44)	83%	(210)	254
Evangelical	23%	(46)	77%	(153)	199
Non-Evangelical	17%	(45)	83%	(225)	270
Community: Urban	20%	(41)	80%	(164)	205
Community: Suburban	18%	(64)	82%	(290)	354
Community: Rural	17%	(24)	83%	(122)	146
Employ: Private Sector	27%	(82)	73%	(219)	300
Employ: Government	6%	(3)	94%	(47)	50
Employ: Self-Employed	9%	(5)	91%	(53)	58
Employ: Retired	8%	(12)	92%	(131)	142
Employ: Other	11%	(6)	89%	(49)	55
Military HH: Yes	13%	(16)	87%	(102)	117
Military HH: No	19%	(114)	81%	(475)	589
RD/WT: Right Direction	21%	(64)	79%	(243)	307
RD/WT: Wrong Track	16%	(65)	84%	(333)	399
Trump Job Approve	22%	(68)	78%	(243)	310
Trump Job Disapprove	16%	(58)	84%	(306)	364
Trump Job Strongly Approve	26%	(45)	74%	(124)	169
Trump Job Somewhat Approve	16%	(23)	84%	(118)	141
Trump Job Somewhat Disapprove	18%	(15)	82%	(68)	83
Trump Job Strongly Disapprove	15%	(43)	85%	(238)	282
Favorable of Trump	22%	(66)	78%	(236)	302
Unfavorable of Trump	15%	(57)	85%	(323)	380
Very Favorable of Trump	27%	(46)	73%	(127)	173
Somewhat Favorable of Trump	16%	(20)	84%	(109)	129
Somewhat Unfavorable of Trump	21%	(16)	79%	(61)	77
Very Unfavorable of Trump	13%	(41)	87%	(262)	303

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**Table CMM7\_3NET:** How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.  
March Madness Live app or website

Demographic	Selected		Not Selected		Total N
Adults	18%	(130)	82%	(576)	706
#1 Issue: Economy	20%	(39)	80%	(155)	195
#1 Issue: Security	25%	(30)	75%	(89)	118
#1 Issue: Health Care	15%	(22)	85%	(120)	142
#1 Issue: Medicare / Social Security	14%	(15)	86%	(94)	109
#1 Issue: Energy	16%	(9)	84%	(46)	55
2018 House Vote: Democrat	17%	(51)	83%	(245)	296
2018 House Vote: Republican	22%	(52)	78%	(185)	237
2016 Vote: Hillary Clinton	18%	(50)	82%	(233)	283
2016 Vote: Donald Trump	21%	(50)	79%	(194)	244
2016 Vote: Didn't Vote	17%	(25)	83%	(118)	143
Voted in 2014: Yes	18%	(86)	82%	(393)	479
Voted in 2014: No	19%	(44)	81%	(183)	227
2012 Vote: Barack Obama	19%	(61)	81%	(262)	323
2012 Vote: Mitt Romney	17%	(28)	83%	(140)	168
2012 Vote: Didn't Vote	19%	(36)	81%	(152)	188
4-Region: Northeast	14%	(16)	86%	(98)	114
4-Region: Midwest	21%	(38)	79%	(139)	177
4-Region: South	19%	(52)	81%	(219)	271
4-Region: West	16%	(24)	84%	(120)	143
Sports fans	19%	(128)	81%	(555)	683
Avid sports fans	25%	(94)	75%	(290)	385
Casual sports fans	11%	(34)	89%	(264)	298
Men's college basketball fans	19%	(122)	81%	(510)	632
Avid men's college basketball fans	28%	(77)	72%	(198)	275
Casual men's college basketball fans	13%	(46)	87%	(312)	358
Non-men's college basketball fans	10%	(7)	90%	(67)	74
Sports fans who have a favorite CBB team	22%	(104)	78%	(366)	470
Sports fans who don't have a favorite CBB team	11%	(24)	89%	(189)	214

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

**Table CMM7\_4NET:** How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.  
Attending a game in person

Demographic	Selected		Not Selected		Total N
Adults	8%	(59)	92%	(647)	706
Gender: Male	8%	(39)	92%	(448)	487
Gender: Female	9%	(20)	91%	(199)	219
Age: 18-29	17%	(23)	83%	(109)	131
Age: 30-44	11%	(23)	89%	(193)	217
Age: 45-54	2%	(2)	98%	(88)	90
Age: 55-64	5%	(7)	95%	(132)	139
Age: 65+	3%	(4)	97%	(124)	129
Millennial: Age 23-38	15%	(34)	85%	(190)	224
Generation X: Age 39-54	4%	(7)	96%	(158)	165
Boomers: Age 55-73	5%	(11)	95%	(224)	235
PID: Dem (no lean)	9%	(25)	91%	(263)	288
PID: Ind (no lean)	3%	(6)	97%	(166)	172
PID: Rep (no lean)	12%	(29)	88%	(218)	246
PID/Gender: Dem Men	6%	(11)	94%	(176)	187
PID/Gender: Dem Women	13%	(13)	87%	(87)	101
PID/Gender: Ind Men	4%	(5)	96%	(116)	120
PID/Gender: Ind Women	2%	(1)	98%	(50)	52
PID/Gender: Rep Men	13%	(23)	87%	(157)	180
PID/Gender: Rep Women	8%	(5)	92%	(61)	66
Ideo: Liberal (1-3)	13%	(28)	87%	(190)	218
Ideo: Moderate (4)	8%	(17)	92%	(193)	209
Ideo: Conservative (5-7)	6%	(15)	94%	(215)	229
Educ: < College	7%	(25)	93%	(358)	383
Educ: Bachelors degree	8%	(16)	92%	(184)	201
Educ: Post-grad	15%	(18)	85%	(104)	122
Income: Under 50k	4%	(11)	96%	(261)	271
Income: 50k-100k	12%	(34)	88%	(244)	279
Income: 100k+	9%	(14)	91%	(142)	156
Ethnicity: White	10%	(53)	90%	(479)	532
Ethnicity: Hispanic	17%	(21)	83%	(102)	123
Ethnicity: Afr. Am.	4%	(5)	96%	(112)	116

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**Table CMM7\_4NET:** How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.  
 Attending a game in person

Demographic	Selected		Not Selected		Total N
Adults	8%	(59)	92%	(647)	706
Ethnicity: Other	3%	(2)	97%	(56)	58
All Christian	9%	(34)	91%	(350)	384
Agnostic/Nothing in particular	7%	(17)	93%	(237)	254
Evangelical	12%	(24)	88%	(175)	199
Non-Evangelical	8%	(20)	92%	(250)	270
Community: Urban	12%	(25)	88%	(181)	205
Community: Suburban	7%	(24)	93%	(330)	354
Community: Rural	7%	(11)	93%	(136)	146
Employ: Private Sector	13%	(38)	87%	(262)	300
Employ: Government	11%	(5)	89%	(44)	50
Employ: Self-Employed	11%	(6)	89%	(52)	58
Employ: Retired	3%	(4)	97%	(139)	142
Employ: Other	—	(0)	100%	(55)	55
Military HH: Yes	10%	(11)	90%	(106)	117
Military HH: No	8%	(48)	92%	(541)	589
RD/WT: Right Direction	10%	(32)	90%	(275)	307
RD/WT: Wrong Track	7%	(27)	93%	(372)	399
Trump Job Approve	11%	(34)	89%	(276)	310
Trump Job Disapprove	7%	(24)	93%	(340)	364
Trump Job Strongly Approve	16%	(26)	84%	(143)	169
Trump Job Somewhat Approve	5%	(8)	95%	(134)	141
Trump Job Somewhat Disapprove	11%	(9)	89%	(73)	83
Trump Job Strongly Disapprove	5%	(15)	95%	(267)	282
Favorable of Trump	11%	(32)	89%	(270)	302
Unfavorable of Trump	7%	(25)	93%	(355)	380
Very Favorable of Trump	14%	(24)	86%	(149)	173
Somewhat Favorable of Trump	7%	(9)	93%	(120)	129
Somewhat Unfavorable of Trump	15%	(11)	85%	(66)	77
Very Unfavorable of Trump	5%	(14)	95%	(289)	303

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**Table CMM7\_4NET:** How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.  
Attending a game in person

Demographic	Selected		Not Selected		Total N
Adults	8%	(59)	92%	(647)	706
#1 Issue: Economy	11%	(22)	89%	(173)	195
#1 Issue: Security	9%	(11)	91%	(108)	118
#1 Issue: Health Care	4%	(6)	96%	(136)	142
#1 Issue: Medicare / Social Security	4%	(4)	96%	(104)	109
#1 Issue: Energy	21%	(12)	79%	(43)	55
2018 House Vote: Democrat	8%	(23)	92%	(273)	296
2018 House Vote: Republican	9%	(21)	91%	(216)	237
2016 Vote: Hillary Clinton	5%	(15)	95%	(268)	283
2016 Vote: Donald Trump	9%	(21)	91%	(222)	244
2016 Vote: Didn't Vote	14%	(20)	86%	(123)	143
Voted in 2014: Yes	8%	(36)	92%	(443)	479
Voted in 2014: No	10%	(23)	90%	(204)	227
2012 Vote: Barack Obama	6%	(21)	94%	(302)	323
2012 Vote: Mitt Romney	9%	(15)	91%	(153)	168
2012 Vote: Didn't Vote	11%	(21)	89%	(167)	188
4-Region: Northeast	9%	(10)	91%	(104)	114
4-Region: Midwest	7%	(13)	93%	(164)	177
4-Region: South	7%	(18)	93%	(254)	271
4-Region: West	13%	(18)	87%	(125)	143
Sports fans	8%	(57)	92%	(626)	683
Avid sports fans	12%	(46)	88%	(338)	385
Casual sports fans	4%	(11)	96%	(288)	298
Men's college basketball fans	8%	(51)	92%	(581)	632
Avid men's college basketball fans	13%	(34)	87%	(240)	275
Casual men's college basketball fans	5%	(16)	95%	(341)	358
Non-men's college basketball fans	12%	(9)	88%	(65)	74
Sports fans who have a favorite CBB team	10%	(47)	90%	(422)	470
Sports fans who don't have a favorite CBB team	5%	(10)	95%	(204)	214

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



**Table CMM7\_5NET:** How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.  
 Another way

Demographic	Selected		Not Selected		Total N
Adults	4%	(31)	96%	(675)	706
Gender: Male	4%	(19)	96%	(469)	487
Gender: Female	6%	(13)	94%	(206)	219
Age: 18-29	4%	(6)	96%	(126)	131
Age: 30-44	3%	(6)	97%	(211)	217
Age: 45-54	6%	(5)	94%	(85)	90
Age: 55-64	8%	(11)	92%	(129)	139
Age: 65+	3%	(4)	97%	(124)	129
Millennial: Age 23-38	2%	(5)	98%	(219)	224
Generation X: Age 39-54	6%	(9)	94%	(156)	165
Boomers: Age 55-73	6%	(14)	94%	(221)	235
PID: Dem (no lean)	4%	(11)	96%	(277)	288
PID: Ind (no lean)	7%	(12)	93%	(160)	172
PID: Rep (no lean)	3%	(8)	97%	(238)	246
PID/Gender: Dem Men	5%	(9)	95%	(178)	187
PID/Gender: Dem Women	1%	(1)	99%	(99)	101
PID/Gender: Ind Men	5%	(6)	95%	(114)	120
PID/Gender: Ind Women	11%	(6)	89%	(46)	52
PID/Gender: Rep Men	2%	(3)	98%	(177)	180
PID/Gender: Rep Women	8%	(6)	92%	(61)	66
Ideo: Liberal (1-3)	5%	(11)	95%	(207)	218
Ideo: Moderate (4)	4%	(7)	96%	(202)	209
Ideo: Conservative (5-7)	3%	(7)	97%	(223)	229
Educ: < College	6%	(22)	94%	(361)	383
Educ: Bachelors degree	2%	(5)	98%	(196)	201
Educ: Post-grad	3%	(4)	97%	(118)	122
Income: Under 50k	5%	(14)	95%	(257)	271
Income: 50k-100k	5%	(13)	95%	(265)	279
Income: 100k+	2%	(4)	98%	(152)	156
Ethnicity: White	4%	(23)	96%	(509)	532
Ethnicity: Hispanic	—	(0)	100%	(123)	123
Ethnicity: Afr. Am.	4%	(5)	96%	(111)	116

Continued on next page

**Table CMM7\_5NET:** How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.  
Another way

Demographic	Selected		Not Selected		Total N
Adults	4%	(31)	96%	(675)	706
Ethnicity: Other	6%	(3)	94%	(55)	58
All Christian	3%	(12)	97%	(372)	384
Agnostic/Nothing in particular	7%	(17)	93%	(237)	254
Evangelical	5%	(10)	95%	(189)	199
Non-Evangelical	4%	(11)	96%	(260)	270
Community: Urban	5%	(10)	95%	(196)	205
Community: Suburban	4%	(14)	96%	(340)	354
Community: Rural	5%	(7)	95%	(139)	146
Employ: Private Sector	4%	(11)	96%	(290)	300
Employ: Government	1%	(1)	99%	(49)	50
Employ: Self-Employed	9%	(5)	91%	(53)	58
Employ: Retired	7%	(9)	93%	(133)	142
Employ: Other	5%	(3)	95%	(52)	55
Military HH: Yes	5%	(6)	95%	(111)	117
Military HH: No	4%	(25)	96%	(563)	589
RD/WT: Right Direction	3%	(10)	97%	(297)	307
RD/WT: Wrong Track	5%	(21)	95%	(377)	399
Trump Job Approve	4%	(13)	96%	(297)	310
Trump Job Disapprove	5%	(18)	95%	(346)	364
Trump Job Strongly Approve	3%	(5)	97%	(164)	169
Trump Job Somewhat Approve	6%	(8)	94%	(133)	141
Trump Job Somewhat Disapprove	6%	(5)	94%	(78)	83
Trump Job Strongly Disapprove	5%	(13)	95%	(268)	282
Favorable of Trump	5%	(15)	95%	(287)	302
Unfavorable of Trump	4%	(16)	96%	(364)	380
Very Favorable of Trump	3%	(6)	97%	(167)	173
Somewhat Favorable of Trump	7%	(10)	93%	(120)	129
Somewhat Unfavorable of Trump	4%	(3)	96%	(75)	77
Very Unfavorable of Trump	4%	(13)	96%	(289)	303

Continued on next page

**Table CMM7\_5NET:** How are you planning to watch the NCAA men's basketball tournament? Please select all that apply.  
Another way

Demographic	Selected		Not Selected		Total N
Adults	4%	(31)	96%	(675)	706
#1 Issue: Economy	5%	(9)	95%	(186)	195
#1 Issue: Security	6%	(8)	94%	(111)	118
#1 Issue: Health Care	2%	(4)	98%	(138)	142
#1 Issue: Medicare / Social Security	6%	(6)	94%	(103)	109
#1 Issue: Energy	—	(0)	100%	(55)	55
2018 House Vote: Democrat	4%	(12)	96%	(284)	296
2018 House Vote: Republican	4%	(10)	96%	(227)	237
2016 Vote: Hillary Clinton	4%	(11)	96%	(273)	283
2016 Vote: Donald Trump	5%	(12)	95%	(232)	244
2016 Vote: Didn't Vote	4%	(6)	96%	(137)	143
Voted in 2014: Yes	5%	(23)	95%	(456)	479
Voted in 2014: No	4%	(8)	96%	(219)	227
2012 Vote: Barack Obama	4%	(14)	96%	(309)	323
2012 Vote: Mitt Romney	4%	(6)	96%	(162)	168
2012 Vote: Didn't Vote	4%	(8)	96%	(180)	188
4-Region: Northeast	2%	(3)	98%	(112)	114
4-Region: Midwest	4%	(6)	96%	(171)	177
4-Region: South	6%	(17)	94%	(254)	271
4-Region: West	3%	(5)	97%	(138)	143
Sports fans	4%	(30)	96%	(654)	683
Avid sports fans	3%	(13)	97%	(372)	385
Casual sports fans	6%	(17)	94%	(282)	298
Men's college basketball fans	4%	(25)	96%	(607)	632
Avid men's college basketball fans	4%	(10)	96%	(264)	275
Casual men's college basketball fans	4%	(15)	96%	(343)	358
Non-men's college basketball fans	8%	(6)	92%	(68)	74
Sports fans who have a favorite CBB team	4%	(20)	96%	(450)	470
Sports fans who don't have a favorite CBB team	4%	(10)	96%	(204)	214

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

**Table CMM8:** *The NCAA has said it is considering holding men's basketball tournament games without fans in attendance due to concerns about the coronavirus outbreak. Based on what you know now, which of the following is closest to your opinion even if none are exactly right?*

Demographic	It is reasonable for the NCAA to hold the men's basketball tournament games without fans.		It is reasonable for the NCAA to hold the men's basketball tournament games without fans, but only if the outbreak becomes more widespread in the U.S.		It would be an overreaction for the NCAA to hold the men's basketball tournament games without fans.		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	19%	(420)	25%	(549)	24%	(519)	32%	(711)	2200
Gender: Male	22%	(232)	25%	(270)	27%	(292)	25%	(267)	1062
Gender: Female	17%	(188)	24%	(279)	20%	(227)	39%	(444)	1138
Age: 18-29	22%	(100)	25%	(112)	18%	(82)	35%	(155)	449
Age: 30-44	19%	(108)	24%	(136)	26%	(146)	31%	(173)	563
Age: 45-54	18%	(54)	24%	(73)	25%	(78)	33%	(100)	305
Age: 55-64	18%	(81)	21%	(94)	27%	(118)	34%	(152)	446
Age: 65+	18%	(77)	31%	(133)	22%	(96)	30%	(130)	436
Generation Z: 18-22	27%	(45)	26%	(43)	16%	(26)	31%	(51)	165
Millennial: Age 23-38	20%	(131)	24%	(156)	22%	(145)	33%	(215)	646
Generation X: Age 39-54	17%	(86)	24%	(123)	27%	(134)	32%	(163)	507
Boomers: Age 55-73	17%	(132)	25%	(194)	26%	(202)	32%	(250)	777
PID: Dem (no lean)	22%	(171)	29%	(227)	21%	(167)	29%	(230)	796
PID: Ind (no lean)	17%	(121)	21%	(146)	23%	(161)	39%	(271)	699
PID: Rep (no lean)	18%	(128)	25%	(176)	27%	(191)	30%	(210)	706
PID/Gender: Dem Men	24%	(86)	29%	(104)	26%	(91)	21%	(74)	356
PID/Gender: Dem Women	19%	(85)	28%	(123)	17%	(76)	35%	(156)	440
PID/Gender: Ind Men	20%	(67)	21%	(70)	27%	(90)	32%	(106)	333
PID/Gender: Ind Women	15%	(54)	21%	(75)	19%	(71)	45%	(166)	366
PID/Gender: Rep Men	21%	(79)	26%	(96)	30%	(111)	23%	(87)	374
PID/Gender: Rep Women	15%	(49)	24%	(80)	24%	(80)	37%	(123)	332
Ideo: Liberal (1-3)	24%	(142)	31%	(186)	22%	(133)	24%	(143)	604
Ideo: Moderate (4)	21%	(118)	26%	(147)	24%	(134)	30%	(169)	568
Ideo: Conservative (5-7)	17%	(126)	24%	(182)	29%	(216)	30%	(224)	748

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**Table CMM8:** *The NCAA has said it is considering holding men’s basketball tournament games without fans in attendance due to concerns about the coronavirus outbreak. Based on what you know now, which of the following is closest to your opinion even if none are exactly right?*

Demographic	It is reasonable for the NCAA to hold the men’s basketball tournament games without fans.		It is reasonable for the NCAA to hold the men’s basketball tournament games without fans, but only if the outbreak becomes more widespread in the U.S.		It would be an overreaction for the NCAA to hold the men’s basketball tournament games without fans.		Don’t know / No opinion		Total N
	19%	(420)	25%	(549)	24%	(519)	32%	(711)	
Adults	19%	(420)	25%	(549)	24%	(519)	32%	(711)	2200
Educ: < College	17%	(262)	23%	(353)	21%	(317)	38%	(580)	1512
Educ: Bachelors degree	23%	(101)	28%	(123)	30%	(133)	20%	(87)	444
Educ: Post-grad	24%	(58)	30%	(73)	28%	(69)	18%	(44)	244
Income: Under 50k	18%	(226)	21%	(254)	21%	(258)	40%	(487)	1225
Income: 50k-100k	20%	(134)	29%	(195)	25%	(166)	26%	(171)	666
Income: 100k+	20%	(61)	32%	(100)	31%	(95)	17%	(53)	310
Ethnicity: White	19%	(325)	25%	(432)	24%	(412)	32%	(552)	1722
Ethnicity: Hispanic	20%	(71)	23%	(81)	23%	(80)	34%	(117)	349
Ethnicity: Afr. Am.	18%	(49)	26%	(71)	21%	(57)	35%	(97)	274
Ethnicity: Other	22%	(46)	22%	(46)	25%	(51)	30%	(62)	204
All Christian	17%	(171)	26%	(258)	29%	(291)	27%	(271)	991
All Non-Christian	31%	(26)	20%	(17)	19%	(16)	30%	(25)	84
Atheist	23%	(26)	37%	(42)	21%	(24)	20%	(22)	114
Agnostic/Nothing in particular	20%	(197)	23%	(232)	19%	(188)	39%	(393)	1011
Religious Non-Protestant/Catholic	31%	(37)	15%	(18)	26%	(31)	29%	(35)	121
Evangelical	17%	(96)	26%	(149)	27%	(158)	30%	(173)	576
Non-Evangelical	18%	(147)	24%	(193)	26%	(210)	32%	(255)	805
Community: Urban	21%	(124)	24%	(141)	22%	(128)	33%	(192)	586
Community: Suburban	18%	(176)	25%	(256)	27%	(269)	30%	(305)	1006
Community: Rural	20%	(120)	25%	(152)	20%	(122)	35%	(215)	608

Continued on next page

**Table CMM8:** *The NCAA has said it is considering holding men's basketball tournament games without fans in attendance due to concerns about the coronavirus outbreak. Based on what you know now, which of the following is closest to your opinion even if none are exactly right?*

Demographic	It is reasonable for the NCAA to hold the men's basketball tournament games without fans.		It is reasonable for the NCAA to hold the men's basketball tournament games without fans, but only if the outbreak becomes more widespread in the U.S.		It would be an overreaction for the NCAA to hold the men's basketball tournament games without fans.		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	19%	(420)	25%	(549)	24%	(519)	32%	(711)	2200
Employ: Private Sector	20%	(148)	26%	(188)	26%	(187)	28%	(202)	725
Employ: Government	16%	(19)	26%	(30)	36%	(42)	22%	(25)	116
Employ: Self-Employed	26%	(43)	27%	(45)	17%	(28)	30%	(48)	164
Employ: Homemaker	11%	(19)	23%	(40)	26%	(46)	40%	(70)	175
Employ: Retired	18%	(91)	27%	(140)	24%	(120)	31%	(159)	511
Employ: Unemployed	16%	(35)	20%	(43)	18%	(38)	47%	(101)	217
Employ: Other	20%	(42)	17%	(35)	23%	(46)	39%	(80)	203
Military HH: Yes	22%	(82)	22%	(79)	25%	(90)	31%	(115)	366
Military HH: No	18%	(338)	26%	(470)	23%	(429)	33%	(597)	1834
RD/WT: Right Direction	16%	(143)	26%	(227)	28%	(248)	30%	(269)	888
RD/WT: Wrong Track	21%	(278)	25%	(322)	21%	(271)	34%	(442)	1312
Trump Job Approve	17%	(160)	25%	(231)	29%	(262)	29%	(265)	918
Trump Job Disapprove	22%	(252)	26%	(303)	20%	(237)	32%	(367)	1159
Trump Job Strongly Approve	15%	(79)	25%	(128)	29%	(151)	31%	(158)	515
Trump Job Somewhat Approve	20%	(82)	26%	(104)	27%	(111)	27%	(108)	404
Trump Job Somewhat Disapprove	21%	(58)	25%	(68)	21%	(57)	32%	(88)	271
Trump Job Strongly Disapprove	22%	(195)	26%	(234)	20%	(180)	31%	(279)	888
Favorable of Trump	17%	(150)	26%	(232)	28%	(251)	30%	(271)	903
Unfavorable of Trump	22%	(259)	26%	(307)	21%	(245)	32%	(375)	1187
Very Favorable of Trump	15%	(82)	24%	(134)	28%	(156)	33%	(181)	553
Somewhat Favorable of Trump	19%	(68)	28%	(97)	27%	(95)	26%	(90)	351
Somewhat Unfavorable of Trump	24%	(57)	24%	(58)	22%	(54)	30%	(74)	243
Very Unfavorable of Trump	21%	(202)	26%	(249)	20%	(191)	32%	(302)	944

Continued on next page

**Table CMM8:** *The NCAA has said it is considering holding men’s basketball tournament games without fans in attendance due to concerns about the coronavirus outbreak. Based on what you know now, which of the following is closest to your opinion even if none are exactly right?*

Demographic	It is reasonable for the NCAA to hold the men’s basketball tournament games without fans.		It is reasonable for the NCAA to hold the men’s basketball tournament games without fans, but only if the outbreak becomes more widespread in the U.S.		It would be an overreaction for the NCAA to hold the men’s basketball tournament games without fans.		Don’t know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	19%	(420)	25%	(549)	24%	(519)	32%	(711)	2200
#1 Issue: Economy	20%	(111)	24%	(138)	28%	(157)	28%	(162)	568
#1 Issue: Security	16%	(63)	28%	(107)	26%	(100)	30%	(116)	387
#1 Issue: Health Care	23%	(101)	24%	(105)	22%	(94)	31%	(136)	435
#1 Issue: Medicare / Social Security	16%	(53)	25%	(85)	18%	(63)	41%	(141)	342
#1 Issue: Women’s Issues	10%	(11)	34%	(35)	25%	(26)	31%	(33)	105
#1 Issue: Education	26%	(25)	21%	(20)	22%	(21)	30%	(29)	96
#1 Issue: Energy	26%	(33)	32%	(42)	19%	(25)	23%	(30)	129
#1 Issue: Other	17%	(23)	12%	(16)	24%	(33)	48%	(66)	138
2018 House Vote: Democrat	22%	(173)	30%	(230)	21%	(165)	26%	(203)	771
2018 House Vote: Republican	18%	(121)	24%	(159)	32%	(211)	26%	(169)	660
2018 House Vote: Someone else	11%	(9)	15%	(13)	26%	(22)	48%	(40)	84
2016 Vote: Hillary Clinton	24%	(164)	30%	(203)	22%	(151)	23%	(158)	676
2016 Vote: Donald Trump	18%	(127)	24%	(170)	30%	(211)	28%	(196)	704
2016 Vote: Other	16%	(24)	20%	(30)	28%	(42)	35%	(52)	149
2016 Vote: Didn’t Vote	15%	(100)	22%	(143)	17%	(112)	46%	(304)	659
Voted in 2014: Yes	20%	(260)	27%	(356)	27%	(352)	25%	(328)	1296
Voted in 2014: No	18%	(160)	21%	(193)	18%	(167)	42%	(384)	904
2012 Vote: Barack Obama	23%	(193)	28%	(235)	22%	(190)	27%	(226)	843
2012 Vote: Mitt Romney	17%	(83)	28%	(140)	33%	(163)	22%	(109)	496
2012 Vote: Other	16%	(13)	14%	(12)	29%	(25)	41%	(35)	85
2012 Vote: Didn’t Vote	17%	(130)	21%	(159)	18%	(141)	44%	(339)	770

Continued on next page

**Table CMM8:** The NCAA has said it is considering holding men's basketball tournament games without fans in attendance due to concerns about the coronavirus outbreak. Based on what you know now, which of the following is closest to your opinion even if none are exactly right?

Demographic	It is reasonable for the NCAA to hold the men's basketball tournament games without fans.		It is reasonable for the NCAA to hold the men's basketball tournament games without fans, but only if the outbreak becomes more widespread in the U.S.		It would be an overreaction for the NCAA to hold the men's basketball tournament games without fans.		Don't know / No opinion		Total N
Adults	19%	(420)	25%	(549)	24%	(519)	32%	(711)	2200
4-Region: Northeast	20%	(81)	27%	(108)	23%	(91)	29%	(114)	394
4-Region: Midwest	17%	(78)	25%	(114)	28%	(127)	31%	(143)	462
4-Region: South	18%	(151)	26%	(216)	21%	(175)	34%	(282)	824
4-Region: West	21%	(111)	21%	(110)	24%	(126)	33%	(172)	520
Sports fans	20%	(311)	29%	(448)	28%	(428)	23%	(352)	1538
Avid sports fans	17%	(90)	33%	(180)	33%	(177)	17%	(94)	541
Casual sports fans	22%	(221)	27%	(268)	25%	(251)	26%	(258)	997
Non-sports fans	17%	(109)	15%	(101)	14%	(91)	54%	(360)	662
Men's college basketball fans	19%	(170)	35%	(309)	33%	(290)	14%	(124)	892
Avid men's college basketball fans	18%	(54)	38%	(114)	35%	(104)	9%	(26)	299
Casual men's college basketball fans	20%	(116)	33%	(194)	31%	(186)	16%	(97)	594
Non-men's college basketball fans	19%	(250)	18%	(240)	18%	(229)	45%	(588)	1308
Sports fans who have a favorite CBB team	19%	(110)	36%	(211)	35%	(205)	9%	(55)	580
Sports fans who don't have a favorite CBB team	21%	(201)	25%	(237)	23%	(223)	31%	(297)	958

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



**Table CMM9:** *If the NCAA held the men's basketball tournament games without fans in attendance would you be more or less likely to watch the games on television?*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (171)	6% (136)	44% (967)	4% (96)	8% (185)	29% (645)	2200
Gender: Male	9% (95)	8% (86)	47% (502)	5% (53)	9% (96)	22% (229)	1062
Gender: Female	7% (76)	4% (50)	41% (465)	4% (43)	8% (89)	36% (415)	1138
Age: 18-29	13% (60)	8% (38)	29% (131)	6% (26)	8% (36)	35% (159)	449
Age: 30-44	9% (53)	7% (38)	38% (215)	6% (32)	9% (49)	31% (176)	563
Age: 45-54	4% (12)	6% (18)	49% (149)	4% (13)	11% (33)	26% (79)	305
Age: 55-64	6% (27)	4% (19)	49% (217)	3% (12)	9% (41)	29% (130)	446
Age: 65+	4% (18)	5% (23)	59% (255)	3% (13)	6% (25)	23% (101)	436
Generation Z: 18-22	16% (26)	6% (9)	25% (40)	9% (16)	9% (14)	36% (59)	165
Millennial: Age 23-38	11% (71)	8% (52)	36% (230)	5% (31)	8% (53)	32% (209)	646
Generation X: Age 39-54	6% (28)	6% (33)	44% (224)	5% (25)	10% (51)	29% (146)	507
Boomers: Age 55-73	5% (39)	5% (35)	52% (408)	3% (21)	8% (63)	27% (212)	777
PID: Dem (no lean)	9% (75)	8% (64)	45% (360)	4% (29)	7% (55)	27% (214)	796
PID: Ind (no lean)	3% (21)	4% (31)	43% (303)	5% (34)	9% (64)	35% (246)	699
PID: Rep (no lean)	11% (75)	6% (41)	43% (305)	5% (34)	9% (66)	26% (185)	706
PID/Gender: Dem Men	9% (32)	11% (40)	51% (180)	5% (17)	5% (17)	19% (69)	356
PID/Gender: Dem Women	10% (43)	6% (25)	41% (179)	3% (11)	9% (38)	33% (145)	440
PID/Gender: Ind Men	3% (10)	5% (16)	49% (163)	5% (16)	11% (38)	27% (90)	333
PID/Gender: Ind Women	3% (11)	4% (15)	38% (140)	5% (18)	7% (26)	43% (156)	366
PID/Gender: Rep Men	14% (53)	8% (30)	43% (159)	5% (20)	11% (42)	19% (70)	374
PID/Gender: Rep Women	7% (22)	3% (11)	44% (145)	4% (14)	7% (25)	35% (115)	332
Ideo: Liberal (1-3)	11% (69)	8% (50)	44% (265)	5% (32)	6% (36)	25% (152)	604
Ideo: Moderate (4)	8% (44)	8% (43)	45% (255)	5% (29)	10% (57)	24% (139)	568
Ideo: Conservative (5-7)	6% (48)	5% (37)	51% (378)	4% (28)	9% (68)	25% (188)	748
Educ: < College	7% (104)	5% (78)	40% (603)	4% (57)	10% (149)	34% (521)	1512
Educ: Bachelors degree	9% (40)	9% (40)	51% (226)	6% (27)	6% (28)	19% (84)	444
Educ: Post-grad	11% (27)	8% (19)	57% (138)	5% (12)	3% (8)	16% (39)	244
Income: Under 50k	7% (82)	5% (57)	38% (469)	5% (55)	9% (111)	37% (450)	1225
Income: 50k-100k	8% (55)	9% (59)	48% (323)	5% (32)	8% (53)	22% (143)	666
Income: 100k+	11% (33)	7% (20)	57% (176)	3% (8)	7% (21)	17% (51)	310
Ethnicity: White	6% (106)	6% (104)	47% (812)	3% (60)	8% (134)	29% (506)	1722

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**Table CMM9:** *If the NCAA held the men's basketball tournament games without fans in attendance would you be more or less likely to watch the games on television?*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (171)	6% (136)	44% (967)	4% (96)	8% (185)	29% (645)	2200
Ethnicity: Hispanic	13% (44)	8% (28)	32% (113)	9% (30)	8% (28)	31% (107)	349
Ethnicity: Afr. Am.	18% (48)	7% (19)	31% (86)	7% (18)	10% (27)	28% (76)	274
Ethnicity: Other	8% (16)	6% (13)	34% (69)	9% (18)	12% (24)	31% (63)	204
All Christian	7% (70)	8% (76)	50% (494)	5% (46)	9% (90)	22% (214)	991
All Non-Christian	10% (9)	9% (7)	38% (32)	1% (1)	6% (5)	36% (30)	84
Atheist	10% (12)	4% (5)	53% (60)	6% (7)	6% (7)	20% (23)	114
Agnostic/Nothing in particular	8% (80)	5% (48)	38% (381)	4% (42)	8% (83)	37% (377)	1011
Religious Non-Protestant/Catholic	8% (10)	7% (8)	40% (48)	1% (2)	13% (16)	31% (37)	121
Evangelical	12% (67)	7% (38)	42% (239)	4% (26)	7% (43)	28% (164)	576
Non-Evangelical	5% (43)	8% (61)	47% (376)	5% (40)	9% (75)	26% (210)	805
Community: Urban	13% (75)	8% (45)	39% (228)	6% (33)	8% (44)	27% (160)	586
Community: Suburban	7% (66)	7% (66)	46% (459)	5% (52)	9% (90)	27% (273)	1006
Community: Rural	5% (29)	4% (25)	46% (280)	2% (11)	8% (51)	35% (211)	608
Employ: Private Sector	9% (64)	7% (54)	46% (331)	5% (36)	8% (55)	26% (185)	725
Employ: Government	8% (9)	6% (7)	45% (52)	6% (7)	12% (14)	22% (25)	116
Employ: Self-Employed	12% (19)	7% (12)	42% (69)	5% (8)	10% (16)	24% (40)	164
Employ: Homemaker	2% (4)	5% (9)	41% (72)	4% (8)	6% (10)	41% (72)	175
Employ: Retired	6% (30)	4% (23)	55% (279)	3% (14)	8% (43)	24% (123)	511
Employ: Unemployed	2% (5)	5% (10)	36% (78)	2% (3)	8% (17)	48% (103)	217
Employ: Other	10% (21)	5% (10)	30% (62)	6% (12)	13% (27)	35% (72)	203
Military HH: Yes	7% (24)	6% (24)	51% (185)	2% (8)	6% (24)	28% (101)	366
Military HH: No	8% (146)	6% (113)	43% (782)	5% (88)	9% (162)	30% (544)	1834
RD/WT: Right Direction	9% (78)	6% (54)	43% (382)	5% (46)	9% (82)	28% (245)	888
RD/WT: Wrong Track	7% (92)	6% (82)	45% (585)	4% (50)	8% (103)	30% (399)	1312
Trump Job Approve	9% (83)	5% (50)	45% (410)	4% (41)	9% (82)	27% (252)	918
Trump Job Disapprove	7% (86)	7% (84)	46% (537)	4% (46)	8% (91)	27% (315)	1159
Trump Job Strongly Approve	10% (54)	3% (17)	43% (221)	4% (21)	11% (55)	29% (148)	515
Trump Job Somewhat Approve	7% (29)	8% (34)	47% (189)	5% (20)	7% (27)	26% (104)	404
Trump Job Somewhat Disapprove	8% (23)	7% (19)	48% (130)	7% (19)	6% (16)	23% (64)	271
Trump Job Strongly Disapprove	7% (64)	7% (65)	46% (407)	3% (27)	8% (74)	28% (252)	888

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**Table CMM9:** *If the NCAA held the men's basketball tournament games without fans in attendance would you be more or less likely to watch the games on television?*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (171)	6% (136)	44% (967)	4% (96)	8% (185)	29% (645)	2200
Favorable of Trump	9% (80)	5% (49)	44% (399)	5% (42)	9% (81)	28% (252)	903
Unfavorable of Trump	7% (86)	7% (82)	46% (546)	4% (48)	8% (90)	28% (334)	1187
Very Favorable of Trump	10% (57)	4% (24)	41% (225)	4% (21)	11% (60)	30% (165)	553
Somewhat Favorable of Trump	7% (23)	7% (25)	49% (174)	6% (21)	6% (21)	25% (87)	351
Somewhat Unfavorable of Trump	7% (17)	10% (24)	48% (116)	5% (13)	7% (18)	23% (55)	243
Very Unfavorable of Trump	7% (69)	6% (58)	46% (430)	4% (36)	8% (73)	30% (279)	944
#1 Issue: Economy	8% (47)	6% (35)	44% (248)	5% (30)	10% (54)	27% (154)	568
#1 Issue: Security	9% (33)	5% (20)	47% (182)	4% (15)	9% (36)	26% (100)	387
#1 Issue: Health Care	6% (25)	7% (33)	44% (193)	2% (10)	8% (36)	32% (138)	435
#1 Issue: Medicare / Social Security	6% (21)	4% (14)	47% (160)	2% (7)	9% (32)	31% (107)	342
#1 Issue: Women's Issues	8% (8)	5% (5)	45% (47)	5% (5)	8% (9)	30% (31)	105
#1 Issue: Education	9% (9)	6% (6)	45% (43)	6% (5)	4% (3)	30% (29)	96
#1 Issue: Energy	9% (12)	17% (21)	37% (47)	9% (12)	5% (6)	24% (30)	129
#1 Issue: Other	11% (15)	2% (2)	34% (46)	8% (11)	6% (9)	40% (55)	138
2018 House Vote: Democrat	9% (69)	8% (63)	49% (374)	4% (30)	6% (44)	25% (191)	771
2018 House Vote: Republican	9% (60)	5% (35)	46% (305)	5% (35)	10% (67)	24% (159)	660
2018 House Vote: Someone else	3% (2)	2% (2)	48% (41)	1% (1)	12% (10)	35% (29)	84
2016 Vote: Hillary Clinton	10% (65)	8% (54)	51% (343)	4% (27)	6% (40)	22% (147)	676
2016 Vote: Donald Trump	8% (55)	6% (41)	47% (329)	5% (32)	9% (66)	25% (179)	704
2016 Vote: Other	2% (3)	2% (3)	50% (74)	4% (6)	7% (11)	35% (53)	149
2016 Vote: Didn't Vote	6% (42)	6% (38)	33% (218)	5% (31)	10% (68)	40% (262)	659
Voted in 2014: Yes	8% (105)	6% (80)	51% (657)	4% (53)	8% (105)	23% (296)	1296
Voted in 2014: No	7% (66)	6% (56)	34% (310)	5% (43)	9% (80)	39% (349)	904
2012 Vote: Barack Obama	9% (76)	7% (59)	49% (416)	4% (33)	6% (52)	25% (208)	843
2012 Vote: Mitt Romney	7% (33)	5% (25)	55% (273)	4% (21)	9% (43)	20% (101)	496
2012 Vote: Other	1% (1)	2% (2)	48% (41)	4% (3)	11% (10)	34% (29)	85
2012 Vote: Didn't Vote	8% (59)	7% (50)	31% (235)	5% (39)	10% (81)	40% (306)	770

Continued on next page

**Table CMM9:** *If the NCAA held the men's basketball tournament games without fans in attendance would you be more or less likely to watch the games on television?*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	8% (171)	6% (136)	44% (967)	4% (96)	8% (185)	29% (645)	2200
4-Region: Northeast	5% (21)	5% (20)	50% (197)	2% (7)	8% (32)	29% (116)	394
4-Region: Midwest	7% (32)	5% (25)	45% (206)	5% (23)	10% (46)	28% (129)	462
4-Region: South	9% (75)	7% (58)	42% (343)	3% (27)	8% (64)	31% (258)	824
4-Region: West	8% (42)	6% (33)	43% (221)	7% (39)	8% (43)	27% (141)	520
Sports fans	10% (157)	8% (120)	47% (729)	6% (88)	8% (127)	21% (317)	1538
Avid sports fans	15% (82)	10% (54)	48% (258)	5% (28)	8% (43)	14% (75)	541
Casual sports fans	7% (74)	7% (66)	47% (471)	6% (60)	8% (84)	24% (241)	997
Non-sports fans	2% (14)	2% (16)	36% (238)	1% (8)	9% (58)	50% (328)	662
Men's college basketball fans	14% (127)	10% (85)	50% (451)	8% (70)	7% (64)	11% (96)	892
Avid men's college basketball fans	22% (65)	10% (30)	50% (149)	6% (19)	6% (18)	6% (18)	299
Casual men's college basketball fans	10% (62)	9% (56)	51% (302)	9% (51)	8% (46)	13% (79)	594
Non-men's college basketball fans	3% (44)	4% (51)	40% (517)	2% (26)	9% (122)	42% (548)	1308
Sports fans who have a favorite CBB team	17% (98)	10% (58)	49% (286)	9% (50)	8% (45)	7% (43)	580
Sports fans who don't have a favorite CBB team	6% (58)	6% (61)	46% (444)	4% (38)	9% (82)	29% (274)	958

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

**Table CMM10:** Do you plan to place any bets on individual games or outcomes during the NCAA men's basketball tournament?

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	9%	(196)	79%	(1728)	13%	(275)	2200
Gender: Male	13%	(134)	77%	(818)	10%	(109)	1062
Gender: Female	5%	(62)	80%	(910)	15%	(166)	1138
Age: 18-29	13%	(59)	71%	(320)	16%	(70)	449
Age: 30-44	16%	(90)	68%	(384)	16%	(90)	563
Age: 45-54	7%	(21)	79%	(242)	14%	(43)	305
Age: 55-64	3%	(14)	87%	(390)	9%	(42)	446
Age: 65+	3%	(13)	90%	(393)	7%	(30)	436
Generation Z: 18-22	13%	(22)	71%	(118)	15%	(25)	165
Millennial: Age 23-38	15%	(97)	70%	(452)	15%	(97)	646
Generation X: Age 39-54	10%	(51)	74%	(376)	16%	(81)	507
Boomers: Age 55-73	3%	(26)	88%	(681)	9%	(70)	777
PID: Dem (no lean)	10%	(80)	80%	(636)	10%	(79)	796
PID: Ind (no lean)	6%	(42)	78%	(546)	16%	(112)	699
PID: Rep (no lean)	11%	(74)	77%	(547)	12%	(84)	706
PID/Gender: Dem Men	14%	(50)	79%	(282)	7%	(24)	356
PID/Gender: Dem Women	7%	(31)	81%	(354)	13%	(55)	440
PID/Gender: Ind Men	9%	(30)	77%	(257)	14%	(45)	333
PID/Gender: Ind Women	3%	(11)	79%	(288)	18%	(67)	366
PID/Gender: Rep Men	15%	(54)	75%	(279)	11%	(40)	374
PID/Gender: Rep Women	6%	(20)	81%	(267)	13%	(45)	332
Ideo: Liberal (1-3)	11%	(68)	79%	(479)	9%	(57)	604
Ideo: Moderate (4)	12%	(66)	75%	(424)	14%	(78)	568
Ideo: Conservative (5-7)	7%	(49)	85%	(632)	9%	(66)	748
Educ: < College	8%	(115)	77%	(1168)	15%	(229)	1512
Educ: Bachelors degree	12%	(52)	82%	(362)	7%	(30)	444
Educ: Post-grad	12%	(29)	81%	(199)	7%	(16)	244
Income: Under 50k	6%	(74)	78%	(957)	16%	(193)	1225
Income: 50k-100k	12%	(80)	80%	(532)	8%	(54)	666
Income: 100k+	14%	(42)	77%	(239)	9%	(28)	310
Ethnicity: White	7%	(126)	80%	(1382)	12%	(214)	1722
Ethnicity: Hispanic	18%	(62)	68%	(239)	14%	(49)	349

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**Table CMM10: Do you plan to place any bets on individual games or outcomes during the NCAA men's basketball tournament?**

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	9% (196)	79% (1728)	13% (275)	2200
Ethnicity: Afr. Am.	15% (42)	75% (204)	10% (28)	274
Ethnicity: Other	14% (28)	70% (142)	16% (33)	204
All Christian	10% (95)	81% (802)	9% (94)	991
All Non-Christian	9% (7)	75% (63)	17% (14)	84
Atheist	11% (12)	82% (93)	7% (8)	114
Agnostic/Nothing in particular	8% (82)	76% (771)	16% (159)	1011
Religious Non-Protestant/Catholic	11% (13)	71% (86)	18% (22)	121
Evangelical	9% (53)	78% (450)	13% (73)	576
Non-Evangelical	8% (67)	81% (652)	11% (86)	805
Community: Urban	14% (85)	73% (428)	12% (73)	586
Community: Suburban	8% (79)	80% (806)	12% (121)	1006
Community: Rural	5% (33)	81% (494)	13% (82)	608
Employ: Private Sector	15% (109)	75% (542)	10% (75)	725
Employ: Government	8% (9)	78% (90)	14% (16)	116
Employ: Self-Employed	8% (14)	80% (130)	12% (20)	164
Employ: Homemaker	3% (5)	76% (133)	21% (36)	175
Employ: Retired	3% (17)	88% (452)	8% (43)	511
Employ: Unemployed	3% (6)	78% (168)	20% (42)	217
Employ: Other	12% (24)	73% (149)	15% (30)	203
Military HH: Yes	6% (23)	84% (308)	10% (35)	366
Military HH: No	9% (173)	77% (1421)	13% (240)	1834
RD/WT: Right Direction	12% (103)	76% (675)	12% (110)	888
RD/WT: Wrong Track	7% (94)	80% (1054)	13% (165)	1312
Trump Job Approve	11% (98)	77% (707)	12% (113)	918
Trump Job Disapprove	7% (84)	82% (955)	10% (120)	1159
Trump Job Strongly Approve	12% (60)	75% (384)	14% (71)	515
Trump Job Somewhat Approve	9% (38)	80% (323)	10% (42)	404
Trump Job Somewhat Disapprove	8% (21)	82% (222)	10% (28)	271
Trump Job Strongly Disapprove	7% (63)	83% (734)	10% (92)	888
Favorable of Trump	10% (89)	78% (704)	12% (111)	903
Unfavorable of Trump	8% (99)	81% (957)	11% (131)	1187

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**Table CMM10:** Do you plan to place any bets on individual games or outcomes during the NCAA men's basketball tournament?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	9% (196)	79% (1728)	13% (275)	2200
Very Favorable of Trump	12% (66)	74% (410)	14% (76)	553
Somewhat Favorable of Trump	6% (23)	84% (293)	10% (35)	351
Somewhat Unfavorable of Trump	10% (23)	79% (192)	11% (27)	243
Very Unfavorable of Trump	8% (76)	81% (764)	11% (104)	944
#1 Issue: Economy	11% (60)	75% (426)	14% (81)	568
#1 Issue: Security	9% (34)	83% (321)	8% (32)	387
#1 Issue: Health Care	9% (40)	78% (341)	13% (55)	435
#1 Issue: Medicare / Social Security	5% (18)	84% (288)	11% (36)	342
#1 Issue: Women's Issues	10% (10)	82% (86)	8% (8)	105
#1 Issue: Education	8% (8)	80% (77)	12% (11)	96
#1 Issue: Energy	15% (20)	67% (87)	17% (23)	129
#1 Issue: Other	5% (7)	75% (103)	20% (28)	138
2018 House Vote: Democrat	10% (75)	80% (620)	10% (77)	771
2018 House Vote: Republican	12% (77)	77% (511)	11% (72)	660
2018 House Vote: Someone else	7% (6)	75% (63)	18% (15)	84
2016 Vote: Hillary Clinton	12% (79)	79% (537)	9% (59)	676
2016 Vote: Donald Trump	10% (71)	79% (557)	11% (76)	704
2016 Vote: Other	6% (8)	83% (123)	12% (17)	149
2016 Vote: Didn't Vote	5% (33)	76% (503)	19% (122)	659
Voted in 2014: Yes	11% (138)	80% (1039)	9% (119)	1296
Voted in 2014: No	6% (59)	76% (689)	17% (156)	904
2012 Vote: Barack Obama	10% (88)	80% (676)	9% (79)	843
2012 Vote: Mitt Romney	8% (41)	83% (412)	9% (43)	496
2012 Vote: Other	4% (3)	81% (69)	15% (13)	85
2012 Vote: Didn't Vote	8% (64)	73% (565)	18% (141)	770
4-Region: Northeast	8% (31)	80% (317)	12% (46)	394
4-Region: Midwest	9% (43)	80% (370)	10% (48)	462
4-Region: South	8% (67)	79% (651)	13% (106)	824
4-Region: West	11% (55)	75% (390)	14% (75)	520
Sports fans	12% (180)	78% (1194)	11% (164)	1538
Avid sports fans	22% (121)	67% (365)	10% (55)	541

Continued on next page

**Table CMM10:** Do you plan to place any bets on individual games or outcomes during the NCAA men's basketball tournament?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	9% (196)	79% (1728)	13% (275)	2200
Casual sports fans	6% (58)	83% (830)	11% (110)	997
Non-sports fans	3% (17)	81% (534)	17% (111)	662
Men's college basketball fans	18% (160)	72% (644)	10% (88)	892
Avid men's college basketball fans	28% (83)	68% (204)	4% (12)	299
Casual men's college basketball fans	13% (77)	74% (440)	13% (77)	594
Non-men's college basketball fans	3% (37)	83% (1084)	14% (187)	1308
Sports fans who have a favorite CBB team	22% (126)	69% (403)	9% (51)	580
Sports fans who don't have a favorite CBB team	6% (54)	83% (791)	12% (113)	958

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



**Table CMM11: Do you plan to fill out one or more brackets predicting the outcome of the NCAA men's basketball tournament?**

Demographic	Yes, I plan to fill out more than one bracket		Yes, I plan to fill out a bracket		No, I don't plan to fill out a bracket		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(154)	13%	(277)	65%	(1425)	16%	(344)	2200
Gender: Male	10%	(111)	19%	(202)	59%	(625)	12%	(124)	1062
Gender: Female	4%	(43)	7%	(75)	70%	(800)	19%	(221)	1138
Age: 18-29	6%	(29)	16%	(70)	58%	(260)	20%	(91)	449
Age: 30-44	13%	(74)	16%	(92)	54%	(304)	17%	(94)	563
Age: 45-54	7%	(20)	13%	(41)	62%	(189)	18%	(55)	305
Age: 55-64	4%	(19)	10%	(44)	73%	(325)	13%	(58)	446
Age: 65+	3%	(12)	7%	(30)	80%	(347)	11%	(47)	436
Generation Z: 18-22	6%	(10)	16%	(26)	54%	(88)	24%	(40)	165
Millennial: Age 23-38	11%	(70)	15%	(99)	57%	(366)	17%	(111)	646
Generation X: Age 39-54	8%	(43)	15%	(77)	59%	(299)	17%	(88)	507
Boomers: Age 55-73	4%	(30)	9%	(70)	75%	(584)	12%	(94)	777
PID: Dem (no lean)	9%	(70)	13%	(103)	65%	(518)	13%	(105)	796
PID: Ind (no lean)	4%	(30)	9%	(63)	66%	(461)	21%	(145)	699
PID: Rep (no lean)	8%	(55)	16%	(111)	63%	(446)	13%	(94)	706
PID/Gender: Dem Men	14%	(51)	19%	(67)	58%	(206)	9%	(32)	356
PID/Gender: Dem Women	4%	(19)	8%	(36)	71%	(312)	17%	(73)	440
PID/Gender: Ind Men	7%	(22)	15%	(51)	61%	(204)	17%	(56)	333
PID/Gender: Ind Women	2%	(8)	3%	(12)	70%	(257)	25%	(90)	366
PID/Gender: Rep Men	10%	(38)	22%	(84)	58%	(216)	10%	(36)	374
PID/Gender: Rep Women	5%	(16)	8%	(27)	69%	(230)	17%	(58)	332
Ideo: Liberal (1-3)	8%	(49)	16%	(95)	65%	(396)	11%	(65)	604
Ideo: Moderate (4)	10%	(57)	13%	(77)	61%	(345)	16%	(90)	568
Ideo: Conservative (5-7)	6%	(45)	13%	(97)	69%	(513)	12%	(92)	748
Educ: < College	4%	(65)	10%	(154)	66%	(1005)	19%	(289)	1512
Educ: Bachelors degree	13%	(58)	17%	(76)	62%	(275)	8%	(36)	444
Educ: Post-grad	13%	(32)	19%	(48)	59%	(145)	8%	(20)	244
Income: Under 50k	4%	(46)	9%	(108)	68%	(828)	20%	(243)	1225
Income: 50k-100k	10%	(69)	16%	(105)	63%	(420)	11%	(71)	666
Income: 100k+	12%	(39)	20%	(63)	57%	(177)	10%	(31)	310
Ethnicity: White	6%	(111)	13%	(216)	66%	(1142)	15%	(252)	1722

Continued on next page

**Table CMM11:** Do you plan to fill out one or more brackets predicting the outcome of the NCAA men's basketball tournament?

Demographic	Yes, I plan to fill out more than one bracket		Yes, I plan to fill out a bracket		No, I don't plan to fill out a bracket		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(154)	13%	(277)	65%	(1425)	16%	(344)	2200
Ethnicity: Hispanic	13%	(45)	12%	(43)	58%	(202)	17%	(59)	349
Ethnicity: Afr. Am.	10%	(27)	12%	(33)	62%	(171)	16%	(44)	274
Ethnicity: Other	8%	(16)	13%	(27)	55%	(112)	24%	(49)	204
All Christian	8%	(76)	16%	(159)	65%	(640)	12%	(116)	991
All Non-Christian	9%	(7)	14%	(11)	60%	(51)	17%	(14)	84
Atheist	11%	(12)	15%	(17)	67%	(76)	8%	(9)	114
Agnostic/Nothing in particular	6%	(59)	9%	(90)	65%	(658)	20%	(205)	1011
Religious Non-Protestant/Catholic	6%	(7)	16%	(20)	62%	(75)	16%	(19)	121
Evangelical	8%	(45)	11%	(61)	66%	(383)	15%	(87)	576
Non-Evangelical	8%	(61)	15%	(120)	64%	(511)	14%	(113)	805
Community: Urban	10%	(61)	13%	(75)	60%	(353)	16%	(96)	586
Community: Suburban	7%	(69)	15%	(152)	65%	(651)	13%	(134)	1006
Community: Rural	4%	(24)	8%	(50)	69%	(421)	19%	(114)	608
Employ: Private Sector	12%	(84)	18%	(130)	58%	(420)	13%	(91)	725
Employ: Government	8%	(10)	12%	(13)	63%	(73)	17%	(20)	116
Employ: Self-Employed	6%	(10)	14%	(22)	66%	(108)	15%	(24)	164
Employ: Homemaker	2%	(4)	7%	(12)	69%	(121)	22%	(38)	175
Employ: Retired	4%	(18)	8%	(39)	76%	(389)	13%	(65)	511
Employ: Unemployed	1%	(1)	12%	(26)	63%	(136)	24%	(53)	217
Employ: Other	5%	(10)	11%	(22)	67%	(136)	18%	(36)	203
Military HH: Yes	6%	(23)	10%	(37)	68%	(249)	16%	(58)	366
Military HH: No	7%	(131)	13%	(240)	64%	(1176)	16%	(287)	1834
RD/WT: Right Direction	9%	(79)	14%	(120)	62%	(553)	15%	(135)	888
RD/WT: Wrong Track	6%	(75)	12%	(156)	66%	(872)	16%	(209)	1312
Trump Job Approve	8%	(78)	14%	(127)	64%	(584)	14%	(129)	918
Trump Job Disapprove	6%	(75)	12%	(140)	67%	(778)	14%	(166)	1159
Trump Job Strongly Approve	10%	(49)	12%	(62)	63%	(324)	15%	(79)	515
Trump Job Somewhat Approve	7%	(28)	16%	(65)	64%	(260)	12%	(50)	404
Trump Job Somewhat Disapprove	7%	(20)	10%	(28)	70%	(191)	12%	(32)	271
Trump Job Strongly Disapprove	6%	(55)	13%	(112)	66%	(587)	15%	(134)	888

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**Table CMM11:** Do you plan to fill out one or more brackets predicting the outcome of the NCAA men's basketball tournament?

Demographic	Yes, I plan to fill out more than one bracket		Yes, I plan to fill out a bracket		No, I don't plan to fill out a bracket		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(154)	13%	(277)	65%	(1425)	16%	(344)	2200
Favorable of Trump	8%	(69)	14%	(125)	64%	(582)	14%	(128)	903
Unfavorable of Trump	7%	(79)	12%	(144)	66%	(787)	15%	(177)	1187
Very Favorable of Trump	9%	(50)	11%	(63)	63%	(348)	16%	(91)	553
Somewhat Favorable of Trump	5%	(18)	18%	(62)	67%	(234)	10%	(37)	351
Somewhat Unfavorable of Trump	7%	(17)	13%	(31)	69%	(167)	11%	(27)	243
Very Unfavorable of Trump	7%	(62)	12%	(113)	66%	(619)	16%	(149)	944
#1 Issue: Economy	9%	(49)	15%	(84)	60%	(340)	17%	(95)	568
#1 Issue: Security	6%	(21)	11%	(44)	70%	(272)	13%	(49)	387
#1 Issue: Health Care	8%	(35)	12%	(51)	64%	(280)	16%	(69)	435
#1 Issue: Medicare / Social Security	5%	(16)	7%	(23)	74%	(252)	15%	(52)	342
#1 Issue: Women's Issues	10%	(10)	8%	(9)	67%	(71)	15%	(16)	105
#1 Issue: Education	8%	(8)	14%	(13)	59%	(57)	18%	(17)	96
#1 Issue: Energy	6%	(8)	32%	(41)	49%	(63)	13%	(17)	129
#1 Issue: Other	5%	(6)	8%	(11)	65%	(90)	22%	(31)	138
2018 House Vote: Democrat	8%	(65)	14%	(109)	64%	(494)	13%	(102)	771
2018 House Vote: Republican	9%	(56)	16%	(108)	63%	(416)	12%	(79)	660
2018 House Vote: Someone else	4%	(3)	5%	(4)	69%	(59)	22%	(18)	84
2016 Vote: Hillary Clinton	11%	(71)	15%	(104)	62%	(422)	12%	(79)	676
2016 Vote: Donald Trump	7%	(51)	14%	(96)	66%	(462)	13%	(95)	704
2016 Vote: Other	5%	(7)	11%	(16)	69%	(103)	15%	(23)	149
2016 Vote: Didn't Vote	4%	(24)	9%	(57)	65%	(430)	22%	(148)	659
Voted in 2014: Yes	9%	(119)	14%	(176)	65%	(848)	12%	(153)	1296
Voted in 2014: No	4%	(35)	11%	(101)	64%	(577)	21%	(192)	904
2012 Vote: Barack Obama	9%	(76)	13%	(114)	64%	(536)	14%	(117)	843
2012 Vote: Mitt Romney	8%	(39)	14%	(71)	69%	(341)	9%	(45)	496
2012 Vote: Other	6%	(5)	10%	(8)	67%	(56)	17%	(15)	85
2012 Vote: Didn't Vote	4%	(34)	11%	(84)	63%	(485)	22%	(168)	770

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**Table CMM11:** Do you plan to fill out one or more brackets predicting the outcome of the NCAA men's basketball tournament?

Demographic	Yes, I plan to fill out more than one bracket		Yes, I plan to fill out a bracket		No, I don't plan to fill out a bracket		Don't know / No opinion		Total N
Adults	7%	(154)	13%	(277)	65%	(1425)	16%	(344)	2200
4-Region: Northeast	6%	(25)	12%	(48)	66%	(261)	15%	(59)	394
4-Region: Midwest	8%	(36)	18%	(82)	64%	(297)	10%	(46)	462
4-Region: South	6%	(51)	11%	(91)	66%	(541)	17%	(141)	824
4-Region: West	8%	(41)	11%	(55)	63%	(326)	19%	(98)	520
Sports fans	10%	(151)	17%	(268)	60%	(920)	13%	(200)	1538
Avid sports fans	20%	(111)	28%	(154)	41%	(220)	10%	(56)	541
Casual sports fans	4%	(40)	11%	(114)	70%	(699)	14%	(144)	997
Non-sports fans	1%	(3)	1%	(9)	76%	(505)	22%	(144)	662
Men's college basketball fans	16%	(142)	26%	(234)	46%	(409)	12%	(107)	892
Avid men's college basketball fans	27%	(79)	34%	(100)	33%	(98)	7%	(21)	299
Casual men's college basketball fans	10%	(62)	23%	(134)	52%	(311)	15%	(86)	594
Non-men's college basketball fans	1%	(12)	3%	(42)	78%	(1016)	18%	(237)	1308
Sports fans who have a favorite CBB team	20%	(115)	33%	(190)	40%	(231)	8%	(45)	580
Sports fans who don't have a favorite CBB team	4%	(36)	8%	(78)	72%	(688)	16%	(155)	958

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

**Table CMM12:** Do you plan to enter one or more brackets predicting the outcome of the NCAA men's basketball tournament into a pool with a monetary buy-in?

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	51%	(219)	39%	(167)	10%	(45)	431
Gender: Male	54%	(170)	36%	(114)	9%	(30)	313
Gender: Female	42%	(49)	45%	(53)	13%	(15)	117
Age: 18-29	44%	(44)	39%	(39)	16%	(16)	99
Age: 30-44	58%	(96)	38%	(63)	4%	(7)	166
Age: 45-54	47%	(29)	36%	(22)	17%	(10)	61
Age: 55-64	48%	(30)	38%	(24)	14%	(9)	63
Millennial: Age 23-38	51%	(86)	39%	(66)	11%	(18)	169
Generation X: Age 39-54	52%	(62)	37%	(45)	11%	(13)	120
Boomers: Age 55-73	48%	(48)	40%	(40)	12%	(12)	100
PID: Dem (no lean)	50%	(86)	38%	(65)	13%	(22)	173
PID: Ind (no lean)	48%	(44)	39%	(37)	12%	(12)	92
PID: Rep (no lean)	53%	(88)	40%	(66)	7%	(12)	166
PID/Gender: Dem Men	53%	(62)	36%	(42)	12%	(14)	118
PID/Gender: Dem Women	44%	(24)	42%	(23)	15%	(8)	54
PID/Gender: Ind Men	55%	(41)	34%	(25)	11%	(8)	73
PID/Gender: Rep Men	55%	(67)	39%	(47)	6%	(8)	122
Ideo: Liberal (1-3)	39%	(56)	48%	(69)	12%	(18)	143
Ideo: Moderate (4)	65%	(87)	28%	(38)	7%	(9)	133
Ideo: Conservative (5-7)	49%	(71)	39%	(56)	11%	(16)	143
Educ: < College	49%	(107)	38%	(83)	13%	(28)	218
Educ: Bachelors degree	56%	(74)	37%	(50)	7%	(9)	133
Educ: Post-grad	47%	(37)	44%	(35)	9%	(7)	79
Income: Under 50k	44%	(68)	43%	(67)	13%	(20)	154
Income: 50k-100k	51%	(89)	39%	(68)	10%	(18)	175
Income: 100k+	61%	(62)	32%	(33)	7%	(7)	102
Ethnicity: White	46%	(151)	43%	(141)	11%	(35)	327
Ethnicity: Hispanic	58%	(51)	33%	(29)	9%	(8)	88
Ethnicity: Afr. Am.	66%	(40)	27%	(16)	7%	(4)	60
All Christian	49%	(115)	40%	(95)	11%	(25)	235
Agnostic/Nothing in particular	57%	(85)	35%	(53)	7%	(11)	148

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**Table CMM12:** Do you plan to enter one or more brackets predicting the outcome of the NCAA men's basketball tournament into a pool with a monetary buy-in?

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	51%	(219)	39%	(167)	10%	(45)	431
Evangelical	51%	(54)	43%	(45)	7%	(7)	106
Non-Evangelical	47%	(85)	42%	(75)	11%	(20)	180
Community: Urban	60%	(82)	26%	(36)	14%	(19)	136
Community: Suburban	45%	(99)	45%	(100)	10%	(22)	221
Community: Rural	51%	(38)	43%	(32)	5%	(4)	74
Employ: Private Sector	54%	(115)	37%	(79)	10%	(21)	214
Employ: Retired	45%	(25)	40%	(23)	15%	(9)	57
Military HH: Yes	49%	(29)	40%	(24)	11%	(7)	59
Military HH: No	51%	(190)	39%	(144)	10%	(38)	371
RD/WT: Right Direction	54%	(108)	39%	(77)	7%	(14)	199
RD/WT: Wrong Track	48%	(110)	39%	(90)	13%	(31)	231
Trump Job Approve	54%	(112)	39%	(79)	7%	(14)	205
Trump Job Disapprove	46%	(99)	40%	(86)	14%	(31)	215
Trump Job Strongly Approve	62%	(69)	35%	(39)	3%	(4)	112
Trump Job Somewhat Approve	45%	(42)	44%	(41)	11%	(11)	94
Trump Job Strongly Disapprove	46%	(78)	40%	(66)	14%	(23)	167
Favorable of Trump	54%	(106)	39%	(76)	7%	(13)	194
Unfavorable of Trump	47%	(106)	39%	(86)	14%	(31)	223
Very Favorable of Trump	63%	(71)	33%	(37)	5%	(5)	114
Somewhat Favorable of Trump	43%	(34)	48%	(39)	10%	(8)	81
Very Unfavorable of Trump	48%	(85)	37%	(64)	15%	(27)	175
#1 Issue: Economy	54%	(71)	37%	(49)	10%	(13)	133
#1 Issue: Security	50%	(33)	40%	(26)	9%	(6)	65
#1 Issue: Health Care	54%	(47)	33%	(28)	14%	(12)	87
2018 House Vote: Democrat	45%	(79)	44%	(77)	11%	(19)	174
2018 House Vote: Republican	59%	(97)	33%	(54)	8%	(13)	165
2016 Vote: Hillary Clinton	48%	(84)	36%	(62)	16%	(28)	175
2016 Vote: Donald Trump	62%	(92)	32%	(47)	6%	(9)	148
2016 Vote: Didn't Vote	37%	(30)	57%	(46)	6%	(5)	81

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**Table CMM12:** Do you plan to enter one or more brackets predicting the outcome of the NCAA men's basketball tournament into a pool with a monetary buy-in?

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	51%	(219)	39%	(167)	10%	(45)	431
Voted in 2014: Yes	54%	(158)	37%	(108)	10%	(29)	295
Voted in 2014: No	45%	(61)	44%	(59)	12%	(16)	136
2012 Vote: Barack Obama	50%	(95)	37%	(71)	13%	(24)	190
2012 Vote: Mitt Romney	56%	(61)	38%	(41)	6%	(7)	110
2012 Vote: Didn't Vote	46%	(54)	44%	(51)	11%	(13)	117
4-Region: Northeast	59%	(43)	27%	(20)	15%	(11)	73
4-Region: Midwest	46%	(55)	43%	(51)	12%	(14)	119
4-Region: South	50%	(72)	39%	(55)	11%	(15)	142
4-Region: West	51%	(49)	43%	(42)	5%	(5)	96
Sports fans	51%	(214)	39%	(162)	10%	(42)	419
Avid sports fans	56%	(149)	34%	(90)	10%	(26)	264
Casual sports fans	43%	(66)	47%	(72)	11%	(16)	154
Men's college basketball fans	52%	(197)	37%	(140)	10%	(39)	376
Avid men's college basketball fans	56%	(100)	35%	(63)	9%	(17)	180
Casual men's college basketball fans	49%	(97)	39%	(77)	11%	(22)	196
Non-men's college basketball fans	40%	(22)	49%	(27)	10%	(6)	55
Sports fans who have a favorite CBB team	52%	(158)	39%	(118)	9%	(29)	304
Sports fans who don't have a favorite CBB team	49%	(56)	39%	(45)	12%	(13)	114

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

**Table CMM13\_1: Do you have a favorable or unfavorable opinion of each of the following basketball players?**  
Vernon Carey Jr.

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (72)	7% (156)	2% (53)	2% (36)	10% (226)	75% (1656)	2200
Gender: Male	5% (51)	10% (104)	3% (35)	2% (24)	11% (113)	69% (734)	1062
Gender: Female	2% (21)	5% (53)	2% (17)	1% (12)	10% (114)	81% (922)	1138
Age: 18-29	4% (20)	8% (36)	6% (26)	4% (18)	9% (42)	69% (308)	449
Age: 30-44	5% (30)	9% (53)	4% (21)	1% (7)	11% (63)	69% (389)	563
Age: 45-54	2% (5)	9% (28)	1% (3)	2% (6)	12% (36)	75% (227)	305
Age: 55-64	2% (9)	5% (21)	— (1)	1% (6)	12% (52)	80% (356)	446
Age: 65+	2% (8)	4% (18)	— (2)	— (1)	8% (33)	86% (375)	436
Generation Z: 18-22	3% (5)	8% (13)	2% (3)	6% (10)	10% (16)	71% (117)	165
Millennial: Age 23-38	6% (37)	10% (61)	6% (40)	2% (14)	9% (58)	67% (436)	646
Generation X: Age 39-54	2% (12)	8% (43)	1% (7)	1% (7)	13% (66)	73% (371)	507
Boomers: Age 55-73	2% (14)	5% (36)	— (3)	1% (6)	10% (79)	82% (640)	777
PID: Dem (no lean)	5% (37)	8% (63)	3% (25)	1% (11)	12% (93)	71% (567)	796
PID: Ind (no lean)	1% (8)	5% (34)	2% (12)	2% (15)	9% (65)	81% (565)	699
PID: Rep (no lean)	4% (27)	8% (59)	2% (16)	1% (10)	10% (69)	74% (524)	706
PID/Gender: Dem Men	6% (23)	12% (41)	6% (20)	2% (8)	12% (42)	62% (222)	356
PID/Gender: Dem Women	3% (14)	5% (22)	1% (6)	1% (3)	12% (51)	78% (345)	440
PID/Gender: Ind Men	1% (4)	7% (25)	2% (6)	3% (9)	9% (30)	78% (259)	333
PID/Gender: Ind Women	1% (4)	3% (9)	2% (6)	2% (6)	10% (35)	84% (307)	366
PID/Gender: Rep Men	7% (24)	10% (37)	3% (10)	2% (7)	11% (41)	68% (253)	374
PID/Gender: Rep Women	1% (3)	7% (22)	2% (6)	1% (4)	8% (28)	81% (270)	332
Ideo: Liberal (1-3)	5% (32)	8% (48)	3% (18)	1% (8)	10% (63)	72% (434)	604
Ideo: Moderate (4)	4% (23)	8% (44)	4% (20)	3% (15)	11% (62)	71% (404)	568
Ideo: Conservative (5-7)	2% (13)	7% (54)	1% (11)	1% (10)	11% (80)	77% (579)	748
Educ: < College	3% (40)	7% (101)	2% (26)	2% (25)	10% (157)	77% (1163)	1512
Educ: Bachelors degree	2% (11)	9% (40)	4% (18)	2% (9)	11% (48)	72% (318)	444
Educ: Post-grad	9% (21)	6% (16)	4% (9)	1% (3)	9% (21)	72% (175)	244
Income: Under 50k	2% (30)	5% (66)	2% (18)	1% (14)	10% (117)	80% (979)	1225
Income: 50k-100k	4% (25)	8% (56)	4% (28)	3% (19)	13% (83)	68% (454)	666
Income: 100k+	6% (17)	11% (34)	2% (6)	1% (3)	8% (26)	72% (223)	310
Ethnicity: White	3% (46)	6% (107)	2% (39)	2% (26)	10% (174)	77% (1329)	1722

Continued on next page



**Table CMM13\_1:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Vernon Carey Jr.

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (72)	7% (156)	2% (53)	2% (36)	10% (226)	75% (1656)	2200
Ethnicity: Hispanic	6% (19)	6% (20)	6% (22)	4% (13)	14% (50)	64% (225)	349
Ethnicity: Afr. Am.	7% (18)	12% (34)	3% (8)	— (1)	7% (19)	71% (194)	274
Ethnicity: Other	3% (7)	8% (15)	3% (6)	4% (9)	16% (33)	65% (133)	204
All Christian	4% (39)	7% (73)	3% (30)	2% (21)	12% (118)	72% (710)	991
All Non-Christian	4% (3)	10% (8)	1% (1)	— (0)	11% (9)	75% (63)	84
Atheist	5% (6)	6% (7)	5% (6)	— (1)	10% (11)	73% (83)	114
Agnostic/Nothing in particular	2% (24)	7% (69)	2% (15)	1% (15)	9% (88)	79% (800)	1011
Religious Non-Protestant/Catholic	3% (3)	7% (9)	1% (2)	5% (7)	9% (11)	74% (89)	121
Evangelical	6% (33)	7% (42)	1% (7)	1% (6)	10% (60)	74% (428)	576
Non-Evangelical	2% (20)	8% (64)	3% (26)	1% (11)	12% (97)	73% (587)	805
Community: Urban	6% (34)	10% (59)	4% (22)	1% (8)	13% (75)	66% (387)	586
Community: Suburban	2% (24)	6% (61)	2% (24)	2% (22)	10% (97)	77% (777)	1006
Community: Rural	2% (14)	6% (36)	1% (7)	1% (6)	9% (54)	81% (492)	608
Employ: Private Sector	5% (35)	10% (73)	5% (35)	1% (10)	11% (79)	68% (493)	725
Employ: Government	6% (7)	6% (7)	— (0)	4% (5)	11% (13)	72% (84)	116
Employ: Self-Employed	2% (3)	11% (18)	2% (2)	— (1)	15% (24)	71% (116)	164
Employ: Homemaker	1% (1)	6% (10)	3% (6)	1% (2)	13% (23)	76% (133)	175
Employ: Retired	2% (8)	4% (22)	1% (3)	1% (3)	8% (42)	85% (433)	511
Employ: Unemployed	3% (6)	3% (7)	1% (2)	1% (3)	8% (16)	85% (183)	217
Employ: Other	3% (6)	7% (14)	1% (1)	3% (7)	9% (18)	77% (157)	203
Military HH: Yes	2% (8)	7% (26)	1% (4)	1% (4)	8% (28)	81% (296)	366
Military HH: No	3% (64)	7% (131)	3% (49)	2% (33)	11% (198)	74% (1360)	1834
RD/WT: Right Direction	4% (37)	7% (65)	3% (26)	2% (14)	11% (99)	73% (647)	888
RD/WT: Wrong Track	3% (35)	7% (92)	2% (27)	2% (22)	10% (127)	77% (1009)	1312
Trump Job Approve	4% (34)	8% (69)	3% (27)	2% (15)	10% (92)	74% (680)	918
Trump Job Disapprove	3% (37)	7% (87)	2% (26)	1% (15)	10% (119)	76% (876)	1159
Trump Job Strongly Approve	5% (25)	8% (42)	2% (12)	2% (11)	7% (36)	75% (388)	515
Trump Job Somewhat Approve	2% (9)	7% (27)	4% (15)	1% (5)	14% (56)	72% (292)	404
Trump Job Somewhat Disapprove	4% (11)	8% (21)	2% (6)	1% (2)	10% (27)	75% (204)	271
Trump Job Strongly Disapprove	3% (26)	7% (65)	2% (19)	1% (13)	10% (92)	76% (672)	888

Continued on next page

**Table CMM13\_1: Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Vernon Carey Jr.**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (72)	7% (156)	2% (53)	2% (36)	10% (226)	75% (1656)	2200
Favorable of Trump	4% (37)	8% (71)	3% (23)	1% (11)	10% (92)	74% (669)	903
Unfavorable of Trump	3% (34)	7% (86)	2% (28)	2% (25)	9% (110)	76% (904)	1187
Very Favorable of Trump	4% (24)	8% (45)	3% (17)	2% (9)	8% (44)	75% (414)	553
Somewhat Favorable of Trump	4% (13)	7% (26)	2% (6)	1% (2)	14% (48)	73% (256)	351
Somewhat Unfavorable of Trump	2% (6)	7% (17)	3% (8)	5% (12)	6% (15)	76% (185)	243
Very Unfavorable of Trump	3% (28)	7% (69)	2% (20)	1% (13)	10% (95)	76% (719)	944
#1 Issue: Economy	3% (19)	8% (44)	3% (17)	2% (12)	11% (63)	73% (413)	568
#1 Issue: Security	5% (18)	5% (18)	2% (7)	2% (6)	7% (28)	80% (309)	387
#1 Issue: Health Care	3% (11)	8% (34)	2% (7)	2% (7)	12% (52)	74% (324)	435
#1 Issue: Medicare / Social Security	4% (12)	6% (22)	— (2)	1% (4)	10% (33)	79% (270)	342
#1 Issue: Women's Issues	1% (1)	4% (4)	1% (1)	3% (4)	9% (10)	82% (86)	105
#1 Issue: Education	2% (2)	10% (9)	5% (5)	— (0)	12% (12)	71% (68)	96
#1 Issue: Energy	5% (6)	14% (18)	10% (13)	2% (3)	7% (8)	63% (82)	129
#1 Issue: Other	3% (4)	6% (8)	— (0)	1% (1)	15% (20)	76% (105)	138
2018 House Vote: Democrat	4% (31)	7% (54)	3% (26)	2% (15)	11% (84)	73% (560)	771
2018 House Vote: Republican	4% (25)	9% (58)	2% (15)	2% (14)	8% (55)	75% (493)	660
2018 House Vote: Someone else	1% (1)	7% (6)	— (0)	1% (1)	11% (9)	80% (68)	84
2016 Vote: Hillary Clinton	5% (34)	9% (58)	3% (19)	2% (13)	11% (71)	71% (481)	676
2016 Vote: Donald Trump	3% (23)	7% (52)	3% (20)	1% (9)	10% (68)	76% (532)	704
2016 Vote: Other	2% (3)	3% (4)	— (0)	1% (2)	10% (15)	84% (125)	149
2016 Vote: Didn't Vote	2% (12)	6% (38)	2% (14)	2% (13)	11% (69)	78% (512)	659
Voted in 2014: Yes	4% (49)	8% (102)	2% (32)	2% (20)	11% (136)	74% (957)	1296
Voted in 2014: No	3% (23)	6% (55)	2% (21)	2% (16)	10% (90)	77% (699)	904
2012 Vote: Barack Obama	4% (38)	8% (64)	3% (22)	1% (6)	11% (92)	74% (620)	843
2012 Vote: Mitt Romney	3% (17)	7% (34)	2% (8)	1% (7)	10% (48)	77% (383)	496
2012 Vote: Other	— (0)	2% (2)	1% (1)	2% (2)	11% (9)	84% (71)	85
2012 Vote: Didn't Vote	2% (17)	7% (56)	3% (22)	3% (21)	10% (74)	75% (579)	770

Continued on next page

**Table CMM13\_1:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Vernon Carey Jr.

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (72)	7% (156)	2% (53)	2% (36)	10% (226)	75% (1656)	2200
4-Region: Northeast	4% (17)	7% (28)	1% (5)	— (1)	10% (40)	77% (303)	394
4-Region: Midwest	4% (19)	7% (31)	4% (17)	2% (8)	9% (43)	74% (344)	462
4-Region: South	4% (31)	9% (72)	2% (13)	2% (13)	10% (85)	74% (610)	824
4-Region: West	1% (5)	5% (26)	3% (18)	3% (13)	11% (59)	77% (399)	520
Sports fans	5% (70)	10% (149)	3% (51)	2% (31)	13% (193)	68% (1045)	1538
Avid sports fans	9% (50)	15% (83)	5% (29)	2% (9)	14% (75)	54% (294)	541
Casual sports fans	2% (19)	7% (66)	2% (22)	2% (21)	12% (118)	75% (751)	997
Non-sports fans	— (2)	1% (7)	— (2)	1% (6)	5% (33)	92% (612)	662
Men's college basketball fans	7% (64)	15% (130)	5% (45)	3% (23)	16% (145)	54% (485)	892
Avid men's college basketball fans	14% (43)	18% (55)	9% (26)	3% (9)	16% (49)	39% (117)	299
Casual men's college basketball fans	4% (21)	13% (75)	3% (19)	2% (15)	16% (96)	62% (368)	594
Non-men's college basketball fans	1% (7)	2% (27)	1% (8)	1% (13)	6% (82)	90% (1171)	1308
Sports fans who have a favorite CBB team	9% (53)	16% (92)	6% (32)	3% (19)	17% (97)	50% (288)	580
Sports fans who don't have a favorite CBB team	2% (17)	6% (57)	2% (19)	1% (12)	10% (97)	79% (757)	958

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

**Table CMM13\_2:** Do you have a favorable or unfavorable opinion of each of the following basketball players?

Jordan Nwora

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (73)	7% (148)	1% (33)	1% (28)	11% (246)	76% (1672)	2200
Gender: Male	5% (54)	10% (102)	2% (24)	1% (13)	12% (126)	70% (743)	1062
Gender: Female	2% (19)	4% (46)	1% (9)	1% (15)	11% (120)	82% (929)	1138
Age: 18-29	6% (26)	9% (40)	4% (19)	1% (4)	11% (49)	69% (312)	449
Age: 30-44	4% (25)	10% (56)	1% (7)	3% (15)	11% (63)	70% (396)	563
Age: 45-54	3% (9)	6% (17)	1% (4)	2% (5)	15% (45)	74% (225)	305
Age: 55-64	2% (8)	3% (15)	— (1)	1% (3)	14% (61)	80% (358)	446
Age: 65+	1% (6)	5% (20)	— (1)	— (1)	7% (28)	87% (381)	436
Generation Z: 18-22	3% (5)	9% (15)	6% (10)	1% (1)	11% (18)	70% (115)	165
Millennial: Age 23-38	6% (41)	10% (64)	2% (16)	3% (16)	10% (66)	69% (444)	646
Generation X: Age 39-54	3% (14)	7% (34)	1% (5)	1% (7)	14% (73)	74% (374)	507
Boomers: Age 55-73	2% (12)	4% (34)	— (2)	— (4)	10% (81)	83% (645)	777
PID: Dem (no lean)	4% (33)	7% (59)	1% (10)	2% (15)	14% (114)	71% (564)	796
PID: Ind (no lean)	1% (8)	5% (38)	2% (11)	1% (7)	10% (67)	81% (568)	699
PID: Rep (no lean)	5% (32)	7% (51)	2% (12)	1% (6)	9% (64)	77% (540)	706
PID/Gender: Dem Men	8% (28)	11% (40)	1% (5)	2% (6)	15% (54)	63% (222)	356
PID/Gender: Dem Women	1% (6)	4% (19)	1% (5)	2% (8)	14% (61)	78% (342)	440
PID/Gender: Ind Men	1% (3)	9% (29)	2% (8)	1% (3)	10% (33)	78% (258)	333
PID/Gender: Ind Women	1% (5)	2% (9)	1% (3)	1% (5)	9% (35)	85% (310)	366
PID/Gender: Rep Men	6% (24)	9% (33)	3% (11)	1% (4)	11% (39)	70% (263)	374
PID/Gender: Rep Women	3% (9)	5% (18)	— (2)	— (2)	8% (25)	83% (277)	332
Ideo: Liberal (1-3)	5% (32)	9% (51)	2% (13)	1% (7)	12% (71)	71% (429)	604
Ideo: Moderate (4)	3% (18)	8% (43)	2% (10)	1% (8)	13% (72)	74% (418)	568
Ideo: Conservative (5-7)	2% (19)	6% (43)	1% (5)	1% (10)	11% (83)	79% (588)	748
Educ: < College	3% (42)	6% (94)	2% (26)	1% (17)	11% (166)	77% (1168)	1512
Educ: Bachelors degree	3% (12)	8% (35)	1% (4)	1% (6)	12% (55)	75% (331)	444
Educ: Post-grad	8% (20)	8% (19)	1% (3)	2% (5)	10% (25)	71% (173)	244
Income: Under 50k	2% (30)	5% (62)	1% (12)	1% (18)	11% (131)	79% (972)	1225
Income: 50k-100k	5% (32)	7% (49)	2% (16)	1% (9)	13% (89)	71% (470)	666
Income: 100k+	4% (12)	12% (37)	1% (4)	— (1)	8% (26)	74% (230)	310
Ethnicity: White	3% (47)	6% (108)	1% (15)	1% (20)	10% (178)	79% (1354)	1722

Continued on next page

**Table CMM13\_2:** Do you have a favorable or unfavorable opinion of each of the following basketball players?

Jordan Nwora

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (73)	7% (148)	1% (33)	1% (28)	11% (246)	76% (1672)	2200
Ethnicity: Hispanic	5% (18)	8% (28)	3% (10)	3% (10)	17% (59)	64% (224)	349
Ethnicity: Afr. Am.	7% (20)	9% (23)	3% (8)	2% (5)	12% (32)	68% (187)	274
Ethnicity: Other	3% (7)	8% (17)	5% (10)	2% (3)	18% (36)	64% (131)	204
All Christian	4% (41)	8% (75)	2% (19)	1% (13)	11% (110)	74% (732)	991
All Non-Christian	3% (2)	5% (4)	2% (2)	— (0)	17% (15)	73% (61)	84
Atheist	6% (7)	7% (8)	— (1)	— (0)	10% (12)	76% (87)	114
Agnostic/Nothing in particular	2% (23)	6% (61)	1% (12)	1% (15)	11% (109)	78% (793)	1011
Religious Non-Protestant/Catholic	2% (2)	3% (4)	7% (8)	1% (1)	14% (17)	74% (89)	121
Evangelical	5% (31)	5% (30)	2% (12)	2% (11)	12% (67)	74% (425)	576
Non-Evangelical	3% (27)	8% (65)	1% (6)	1% (11)	12% (99)	74% (596)	805
Community: Urban	6% (36)	10% (57)	1% (8)	2% (10)	14% (83)	67% (390)	586
Community: Suburban	2% (20)	6% (57)	2% (21)	1% (13)	11% (108)	78% (787)	1006
Community: Rural	3% (17)	6% (34)	1% (4)	1% (4)	9% (55)	81% (495)	608
Employ: Private Sector	4% (32)	11% (78)	1% (10)	1% (10)	12% (85)	70% (510)	725
Employ: Government	4% (4)	6% (6)	— (0)	2% (2)	17% (20)	72% (83)	116
Employ: Self-Employed	2% (3)	10% (16)	2% (3)	1% (2)	17% (28)	69% (112)	164
Employ: Homemaker	3% (6)	4% (8)	2% (3)	2% (4)	8% (14)	80% (141)	175
Employ: Retired	2% (11)	4% (20)	— (1)	— (2)	8% (42)	85% (434)	511
Employ: Unemployed	4% (8)	2% (4)	1% (2)	1% (2)	8% (16)	85% (184)	217
Employ: Other	3% (7)	4% (8)	3% (6)	2% (5)	12% (24)	76% (154)	203
Military HH: Yes	3% (11)	5% (19)	— (1)	1% (3)	9% (34)	82% (299)	366
Military HH: No	3% (63)	7% (129)	2% (32)	1% (25)	12% (212)	75% (1373)	1834
RD/WT: Right Direction	4% (38)	8% (70)	1% (12)	1% (13)	11% (97)	74% (659)	888
RD/WT: Wrong Track	3% (35)	6% (78)	2% (21)	1% (15)	11% (149)	77% (1013)	1312
Trump Job Approve	4% (38)	8% (74)	1% (12)	2% (15)	10% (96)	74% (683)	918
Trump Job Disapprove	3% (35)	6% (74)	1% (15)	1% (13)	12% (137)	76% (885)	1159
Trump Job Strongly Approve	6% (30)	7% (38)	1% (7)	2% (10)	8% (40)	76% (389)	515
Trump Job Somewhat Approve	2% (8)	9% (36)	1% (5)	1% (4)	14% (56)	73% (294)	404
Trump Job Somewhat Disapprove	5% (12)	6% (15)	2% (4)	1% (2)	11% (31)	76% (206)	271
Trump Job Strongly Disapprove	2% (22)	7% (58)	1% (11)	1% (12)	12% (106)	76% (679)	888

Continued on next page

**Table CMM13\_2: Do you have a favorable or unfavorable opinion of each of the following basketball players?**

Jordan Nwora

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (73)	7% (148)	1% (33)	1% (28)	11% (246)	76% (1672)	2200
Favorable of Trump	5% (43)	7% (67)	1% (12)	1% (10)	11% (95)	75% (676)	903
Unfavorable of Trump	3% (31)	7% (80)	2% (20)	1% (15)	11% (136)	76% (906)	1187
Very Favorable of Trump	6% (33)	9% (49)	1% (3)	2% (9)	9% (50)	74% (409)	553
Somewhat Favorable of Trump	3% (10)	5% (18)	2% (9)	— (1)	13% (46)	76% (267)	351
Somewhat Unfavorable of Trump	3% (7)	8% (20)	3% (8)	1% (3)	10% (24)	74% (180)	243
Very Unfavorable of Trump	2% (23)	6% (60)	1% (11)	1% (11)	12% (113)	77% (726)	944
#1 Issue: Economy	4% (20)	8% (44)	2% (9)	1% (7)	10% (58)	76% (429)	568
#1 Issue: Security	5% (19)	5% (20)	— (1)	1% (6)	8% (30)	80% (310)	387
#1 Issue: Health Care	2% (11)	6% (27)	3% (14)	— (1)	12% (54)	75% (329)	435
#1 Issue: Medicare / Social Security	3% (10)	5% (16)	— (2)	2% (7)	10% (33)	80% (274)	342
#1 Issue: Women's Issues	2% (2)	7% (7)	1% (1)	3% (3)	12% (12)	76% (80)	105
#1 Issue: Education	2% (2)	9% (8)	3% (2)	1% (1)	21% (20)	64% (62)	96
#1 Issue: Energy	5% (7)	14% (19)	3% (4)	1% (2)	11% (14)	65% (84)	129
#1 Issue: Other	2% (3)	4% (6)	— (0)	1% (1)	17% (24)	76% (104)	138
2018 House Vote: Democrat	5% (36)	8% (62)	1% (11)	1% (8)	13% (102)	72% (553)	771
2018 House Vote: Republican	3% (23)	8% (52)	2% (14)	2% (13)	9% (58)	76% (500)	660
2018 House Vote: Someone else	1% (1)	5% (4)	— (0)	— (0)	12% (10)	82% (69)	84
2016 Vote: Hillary Clinton	4% (30)	8% (53)	2% (11)	2% (12)	13% (87)	72% (484)	676
2016 Vote: Donald Trump	4% (29)	7% (50)	1% (10)	1% (9)	9% (66)	77% (541)	704
2016 Vote: Other	1% (1)	3% (4)	— (0)	— (0)	11% (17)	85% (127)	149
2016 Vote: Didn't Vote	2% (13)	6% (38)	2% (12)	1% (8)	11% (75)	78% (514)	659
Voted in 2014: Yes	4% (49)	7% (97)	1% (13)	1% (19)	12% (158)	74% (960)	1296
Voted in 2014: No	3% (24)	6% (51)	2% (19)	1% (9)	10% (88)	79% (712)	904
2012 Vote: Barack Obama	5% (40)	7% (59)	1% (12)	2% (13)	13% (106)	73% (615)	843
2012 Vote: Mitt Romney	3% (15)	7% (34)	1% (5)	1% (6)	9% (46)	79% (391)	496
2012 Vote: Other	— (0)	3% (2)	— (0)	1% (1)	10% (8)	87% (73)	85
2012 Vote: Didn't Vote	2% (19)	7% (53)	2% (16)	1% (9)	11% (84)	77% (590)	770

Continued on next page

**Table CMM13\_2:** Do you have a favorable or unfavorable opinion of each of the following basketball players?

Jordan Nwora

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (73)	7% (148)	1% (33)	1% (28)	11% (246)	76% (1672)	2200
4-Region: Northeast	3% (11)	7% (29)	1% (4)	— (2)	11% (42)	77% (305)	394
4-Region: Midwest	4% (20)	5% (25)	3% (14)	1% (6)	9% (42)	77% (356)	462
4-Region: South	4% (32)	7% (55)	1% (7)	2% (13)	12% (98)	75% (619)	824
4-Region: West	2% (11)	7% (39)	1% (8)	1% (7)	12% (64)	75% (392)	520
Sports fans	5% (73)	9% (141)	2% (33)	2% (24)	14% (212)	69% (1056)	1538
Avid sports fans	10% (52)	15% (82)	3% (15)	1% (5)	17% (90)	55% (298)	541
Casual sports fans	2% (21)	6% (59)	2% (17)	2% (19)	12% (123)	76% (758)	997
Non-sports fans	— (1)	1% (7)	— (0)	1% (4)	5% (33)	93% (616)	662
Men's college basketball fans	7% (64)	14% (124)	3% (28)	2% (18)	19% (166)	55% (493)	892
Avid men's college basketball fans	14% (42)	21% (63)	6% (16)	3% (8)	16% (48)	41% (123)	299
Casual men's college basketball fans	4% (22)	10% (61)	2% (11)	2% (11)	20% (118)	62% (370)	594
Non-men's college basketball fans	1% (10)	2% (24)	— (5)	1% (10)	6% (80)	90% (1179)	1308
Sports fans who have a favorite CBB team	9% (50)	14% (83)	5% (29)	2% (14)	18% (104)	52% (300)	580
Sports fans who don't have a favorite CBB team	2% (23)	6% (58)	— (3)	1% (9)	11% (109)	79% (755)	958

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

**Table CMM13\_3: Do you have a favorable or unfavorable opinion of each of the following basketball players?**

Cassius Winston

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (95)	8% (186)	2% (43)	1% (30)	12% (268)	72% (1578)	2200
Gender: Male	7% (72)	12% (129)	3% (28)	1% (12)	13% (139)	64% (682)	1062
Gender: Female	2% (23)	5% (57)	1% (15)	2% (19)	11% (129)	79% (896)	1138
Age: 18-29	6% (29)	9% (40)	5% (21)	4% (17)	11% (49)	65% (293)	449
Age: 30-44	6% (32)	13% (75)	2% (11)	1% (4)	14% (80)	64% (361)	563
Age: 45-54	3% (9)	8% (24)	2% (7)	1% (4)	14% (41)	72% (220)	305
Age: 55-64	3% (15)	6% (26)	1% (3)	1% (5)	15% (66)	74% (331)	446
Age: 65+	2% (10)	5% (20)	— (1)	— (1)	7% (32)	85% (373)	436
Generation Z: 18-22	10% (16)	8% (13)	7% (11)	1% (2)	9% (16)	65% (107)	165
Millennial: Age 23-38	5% (35)	12% (78)	3% (20)	3% (19)	13% (84)	64% (411)	646
Generation X: Age 39-54	4% (20)	9% (48)	1% (8)	1% (4)	14% (71)	70% (357)	507
Boomers: Age 55-73	3% (22)	6% (44)	1% (4)	1% (6)	12% (90)	79% (612)	777
PID: Dem (no lean)	6% (48)	9% (74)	3% (22)	1% (12)	14% (110)	67% (532)	796
PID: Ind (no lean)	1% (8)	6% (43)	2% (15)	1% (10)	11% (80)	78% (543)	699
PID: Rep (no lean)	5% (39)	10% (68)	1% (7)	1% (9)	11% (79)	71% (503)	706
PID/Gender: Dem Men	10% (36)	14% (51)	4% (15)	1% (2)	15% (52)	56% (199)	356
PID/Gender: Dem Women	3% (12)	5% (23)	1% (6)	2% (9)	13% (58)	75% (332)	440
PID/Gender: Ind Men	1% (4)	10% (34)	2% (8)	1% (3)	12% (41)	73% (242)	333
PID/Gender: Ind Women	1% (4)	3% (10)	2% (7)	2% (6)	11% (39)	82% (301)	366
PID/Gender: Rep Men	8% (32)	12% (45)	1% (5)	2% (7)	12% (46)	64% (240)	374
PID/Gender: Rep Women	2% (7)	7% (24)	1% (2)	1% (3)	10% (33)	79% (263)	332
Ideo: Liberal (1-3)	6% (37)	11% (69)	2% (12)	1% (9)	11% (68)	68% (410)	604
Ideo: Moderate (4)	6% (32)	10% (57)	3% (16)	1% (5)	13% (73)	68% (385)	568
Ideo: Conservative (5-7)	3% (23)	8% (56)	1% (10)	2% (12)	12% (91)	74% (555)	748
Educ: < College	3% (43)	8% (116)	2% (28)	2% (24)	12% (175)	75% (1127)	1512
Educ: Bachelors degree	8% (35)	9% (41)	3% (12)	1% (4)	14% (60)	66% (291)	444
Educ: Post-grad	7% (17)	12% (29)	1% (3)	1% (2)	14% (33)	65% (160)	244
Income: Under 50k	3% (36)	7% (80)	1% (15)	2% (18)	11% (137)	77% (939)	1225
Income: 50k-100k	6% (41)	10% (63)	4% (24)	2% (12)	14% (92)	65% (433)	666
Income: 100k+	6% (18)	14% (43)	1% (4)	— (0)	13% (39)	67% (206)	310
Ethnicity: White	4% (63)	8% (132)	2% (30)	1% (23)	12% (202)	74% (1271)	1722

Continued on next page



**Table CMM13\_3:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Cassius Winston

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (95)	8% (186)	2% (43)	1% (30)	12% (268)	72% (1578)	2200
Ethnicity: Hispanic	7% (24)	7% (25)	5% (18)	2% (7)	17% (60)	62% (215)	349
Ethnicity: Afr. Am.	9% (26)	11% (30)	2% (7)	2% (6)	12% (34)	63% (172)	274
Ethnicity: Other	3% (6)	11% (23)	3% (6)	1% (2)	16% (32)	66% (135)	204
All Christian	5% (46)	10% (103)	2% (21)	1% (11)	13% (130)	69% (681)	991
All Non-Christian	7% (6)	10% (8)	2% (2)	1% (1)	12% (10)	68% (57)	84
Atheist	7% (8)	6% (7)	6% (7)	3% (3)	12% (14)	65% (75)	114
Agnostic/Nothing in particular	3% (35)	7% (68)	1% (13)	2% (15)	11% (114)	76% (766)	1011
Religious Non-Protestant/Catholic	5% (6)	8% (9)	7% (8)	2% (2)	10% (12)	70% (85)	121
Evangelical	6% (35)	11% (64)	1% (5)	1% (5)	12% (71)	69% (396)	576
Non-Evangelical	3% (28)	10% (78)	2% (16)	1% (9)	14% (112)	70% (562)	805
Community: Urban	7% (42)	12% (73)	2% (10)	1% (7)	15% (87)	63% (368)	586
Community: Suburban	3% (33)	8% (77)	2% (23)	2% (19)	11% (109)	74% (744)	1006
Community: Rural	3% (20)	6% (36)	2% (10)	1% (5)	12% (73)	76% (465)	608
Employ: Private Sector	5% (39)	12% (87)	3% (19)	1% (10)	14% (99)	65% (472)	725
Employ: Government	6% (7)	7% (9)	1% (1)	3% (3)	17% (19)	66% (77)	116
Employ: Self-Employed	5% (9)	10% (17)	1% (2)	3% (5)	16% (26)	64% (105)	164
Employ: Homemaker	1% (1)	8% (13)	1% (1)	2% (4)	10% (17)	79% (138)	175
Employ: Retired	4% (18)	6% (29)	1% (3)	— (2)	9% (45)	81% (415)	511
Employ: Unemployed	3% (7)	2% (5)	2% (4)	1% (3)	11% (23)	80% (174)	217
Employ: Other	2% (4)	6% (12)	5% (11)	1% (2)	14% (29)	71% (145)	203
Military HH: Yes	5% (19)	8% (28)	— (1)	1% (4)	10% (37)	75% (276)	366
Military HH: No	4% (76)	9% (158)	2% (41)	1% (26)	13% (231)	71% (1302)	1834
RD/WT: Right Direction	5% (42)	10% (87)	2% (18)	2% (20)	12% (106)	69% (614)	888
RD/WT: Wrong Track	4% (52)	7% (98)	2% (25)	1% (10)	12% (163)	73% (964)	1312
Trump Job Approve	4% (40)	10% (94)	2% (14)	2% (18)	12% (111)	70% (640)	918
Trump Job Disapprove	5% (54)	8% (90)	2% (23)	1% (12)	12% (143)	72% (837)	1159
Trump Job Strongly Approve	5% (27)	11% (55)	1% (3)	2% (11)	11% (57)	70% (361)	515
Trump Job Somewhat Approve	3% (13)	10% (39)	3% (11)	2% (7)	13% (54)	69% (279)	404
Trump Job Somewhat Disapprove	4% (12)	8% (21)	4% (11)	1% (2)	12% (31)	72% (195)	271
Trump Job Strongly Disapprove	5% (42)	8% (70)	1% (12)	1% (10)	13% (112)	72% (642)	888

Continued on next page

**Table CMM13\_3: Do you have a favorable or unfavorable opinion of each of the following basketball players?**

Cassius Winston

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (95)	8% (186)	2% (43)	1% (30)	12% (268)	72% (1578)	2200
Favorable of Trump	5% (43)	10% (93)	1% (10)	2% (16)	12% (107)	70% (634)	903
Unfavorable of Trump	4% (52)	8% (91)	2% (30)	1% (14)	12% (138)	73% (862)	1187
Very Favorable of Trump	6% (33)	9% (52)	1% (6)	3% (15)	11% (63)	70% (385)	553
Somewhat Favorable of Trump	3% (10)	12% (41)	1% (4)	— (1)	13% (45)	71% (250)	351
Somewhat Unfavorable of Trump	4% (9)	7% (16)	7% (17)	1% (2)	9% (22)	72% (176)	243
Very Unfavorable of Trump	5% (43)	8% (75)	1% (13)	1% (12)	12% (116)	73% (686)	944
#1 Issue: Economy	5% (30)	11% (65)	1% (8)	1% (7)	11% (65)	69% (393)	568
#1 Issue: Security	4% (15)	7% (27)	1% (5)	3% (11)	9% (35)	76% (293)	387
#1 Issue: Health Care	3% (15)	8% (34)	3% (13)	1% (3)	14% (63)	71% (308)	435
#1 Issue: Medicare / Social Security	3% (11)	6% (19)	1% (5)	1% (2)	11% (38)	78% (267)	342
#1 Issue: Women's Issues	8% (8)	3% (3)	2% (2)	3% (3)	11% (12)	74% (78)	105
#1 Issue: Education	4% (4)	10% (10)	1% (1)	— (0)	22% (21)	62% (60)	96
#1 Issue: Energy	5% (6)	15% (20)	7% (9)	3% (3)	7% (9)	64% (82)	129
#1 Issue: Other	4% (5)	6% (9)	— (0)	1% (1)	19% (26)	70% (97)	138
2018 House Vote: Democrat	6% (48)	10% (75)	3% (19)	2% (12)	12% (96)	67% (520)	771
2018 House Vote: Republican	5% (30)	10% (66)	2% (11)	1% (9)	10% (68)	72% (475)	660
2018 House Vote: Someone else	5% (4)	5% (4)	— (0)	1% (1)	10% (9)	79% (67)	84
2016 Vote: Hillary Clinton	7% (46)	11% (74)	2% (14)	1% (10)	11% (77)	67% (455)	676
2016 Vote: Donald Trump	4% (29)	10% (69)	1% (7)	2% (12)	11% (78)	72% (509)	704
2016 Vote: Other	2% (3)	3% (5)	— (0)	1% (2)	15% (22)	79% (117)	149
2016 Vote: Didn't Vote	2% (13)	6% (38)	3% (22)	1% (7)	14% (89)	74% (491)	659
Voted in 2014: Yes	5% (67)	10% (129)	1% (18)	2% (21)	12% (161)	69% (900)	1296
Voted in 2014: No	3% (28)	6% (57)	3% (24)	1% (9)	12% (107)	75% (678)	904
2012 Vote: Barack Obama	6% (53)	9% (73)	2% (16)	1% (7)	13% (112)	69% (583)	843
2012 Vote: Mitt Romney	4% (18)	11% (55)	1% (3)	1% (6)	12% (59)	72% (355)	496
2012 Vote: Other	2% (2)	4% (3)	— (0)	2% (2)	9% (8)	82% (70)	85
2012 Vote: Didn't Vote	3% (22)	7% (55)	3% (23)	2% (16)	11% (87)	74% (567)	770

Continued on next page

**Table CMM13\_3:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Cassius Winston

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (95)	8% (186)	2% (43)	1% (30)	12% (268)	72% (1578)	2200
4-Region: Northeast	3% (12)	9% (34)	1% (5)	— (1)	11% (43)	76% (299)	394
4-Region: Midwest	8% (36)	8% (38)	2% (7)	1% (6)	11% (50)	70% (326)	462
4-Region: South	4% (35)	9% (71)	1% (11)	2% (14)	15% (124)	69% (569)	824
4-Region: West	2% (13)	8% (42)	4% (20)	2% (10)	10% (52)	74% (384)	520
Sports fans	6% (95)	12% (180)	3% (40)	2% (27)	15% (229)	63% (967)	1538
Avid sports fans	13% (68)	20% (109)	2% (13)	2% (9)	17% (90)	47% (252)	541
Casual sports fans	3% (27)	7% (71)	3% (27)	2% (18)	14% (139)	72% (715)	997
Non-sports fans	— (0)	1% (6)	— (2)	1% (4)	6% (39)	92% (611)	662
Men's college basketball fans	9% (82)	18% (165)	4% (37)	2% (20)	19% (168)	47% (419)	892
Avid men's college basketball fans	17% (51)	29% (86)	5% (14)	3% (9)	16% (46)	31% (92)	299
Casual men's college basketball fans	5% (31)	13% (79)	4% (23)	2% (11)	20% (121)	55% (328)	594
Non-men's college basketball fans	1% (12)	2% (21)	— (5)	1% (10)	8% (101)	89% (1159)	1308
Sports fans who have a favorite CBB team	12% (69)	21% (121)	4% (25)	1% (8)	19% (112)	42% (245)	580
Sports fans who don't have a favorite CBB team	3% (26)	6% (59)	2% (16)	2% (19)	12% (118)	75% (721)	958

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

**Table CMM13\_4:** Do you have a favorable or unfavorable opinion of each of the following basketball players?

Markus Howard

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (94)	9% (201)	2% (43)	1% (15)	12% (262)	72% (1585)	2200
Gender: Male	7% (71)	13% (143)	2% (18)	1% (9)	12% (130)	65% (690)	1062
Gender: Female	2% (22)	5% (58)	2% (24)	1% (6)	12% (132)	79% (895)	1138
Age: 18-29	7% (30)	11% (48)	4% (19)	1% (4)	9% (40)	69% (308)	449
Age: 30-44	6% (36)	13% (75)	3% (16)	1% (4)	14% (77)	63% (355)	563
Age: 45-54	3% (10)	8% (26)	1% (4)	1% (2)	14% (44)	72% (219)	305
Age: 55-64	2% (9)	6% (28)	1% (3)	1% (4)	14% (63)	76% (339)	446
Age: 65+	2% (9)	5% (24)	— (1)	— (1)	9% (38)	83% (363)	436
Generation Z: 18-22	9% (15)	8% (13)	5% (8)	1% (2)	8% (13)	69% (113)	165
Millennial: Age 23-38	6% (39)	14% (92)	3% (20)	1% (6)	12% (76)	64% (414)	646
Generation X: Age 39-54	4% (21)	9% (44)	2% (11)	1% (3)	14% (73)	70% (355)	507
Boomers: Age 55-73	2% (17)	6% (48)	— (4)	1% (4)	12% (93)	79% (611)	777
PID: Dem (no lean)	6% (46)	11% (87)	2% (12)	— (2)	14% (115)	67% (532)	796
PID: Ind (no lean)	2% (14)	6% (41)	3% (20)	1% (7)	10% (72)	78% (545)	699
PID: Rep (no lean)	5% (33)	10% (73)	1% (10)	1% (6)	11% (75)	72% (508)	706
PID/Gender: Dem Men	10% (35)	16% (59)	1% (3)	1% (2)	14% (51)	58% (206)	356
PID/Gender: Dem Women	3% (11)	7% (29)	2% (9)	— (0)	15% (65)	74% (326)	440
PID/Gender: Ind Men	3% (10)	9% (31)	4% (13)	1% (3)	12% (40)	71% (237)	333
PID/Gender: Ind Women	1% (4)	3% (10)	2% (7)	1% (4)	9% (32)	84% (308)	366
PID/Gender: Rep Men	7% (27)	14% (53)	1% (2)	1% (4)	11% (40)	66% (247)	374
PID/Gender: Rep Women	2% (7)	6% (20)	2% (8)	— (2)	11% (35)	78% (260)	332
Ideo: Liberal (1-3)	8% (46)	13% (77)	1% (7)	— (1)	12% (73)	66% (401)	604
Ideo: Moderate (4)	3% (19)	10% (58)	4% (23)	— (1)	14% (78)	69% (390)	568
Ideo: Conservative (5-7)	3% (21)	8% (61)	1% (8)	1% (10)	12% (88)	75% (560)	748
Educ: < College	3% (52)	8% (119)	2% (31)	1% (10)	12% (179)	74% (1121)	1512
Educ: Bachelors degree	6% (25)	12% (53)	2% (8)	— (2)	12% (55)	68% (301)	444
Educ: Post-grad	7% (16)	12% (29)	2% (4)	1% (3)	12% (29)	67% (162)	244
Income: Under 50k	3% (38)	7% (80)	2% (22)	1% (10)	11% (137)	77% (937)	1225
Income: 50k-100k	5% (36)	12% (83)	2% (14)	1% (4)	14% (94)	65% (434)	666
Income: 100k+	6% (19)	12% (38)	2% (6)	1% (2)	10% (31)	69% (213)	310
Ethnicity: White	3% (57)	9% (148)	1% (18)	1% (15)	11% (197)	75% (1287)	1722

Continued on next page

**Table CMM13\_4:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Markus Howard

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (94)	9% (201)	2% (43)	1% (15)	12% (262)	72% (1585)	2200
Ethnicity: Hispanic	4% (14)	11% (39)	6% (20)	— (1)	17% (58)	62% (217)	349
Ethnicity: Afr. Am.	11% (29)	13% (35)	4% (12)	— (0)	10% (27)	62% (170)	274
Ethnicity: Other	3% (7)	9% (18)	6% (13)	— (0)	19% (39)	63% (128)	204
All Christian	4% (35)	10% (103)	2% (21)	1% (9)	14% (141)	69% (681)	991
All Non-Christian	6% (5)	9% (8)	2% (2)	— (0)	12% (10)	72% (60)	84
Atheist	4% (5)	9% (10)	2% (2)	— (1)	11% (13)	73% (83)	114
Agnostic/Nothing in particular	5% (49)	8% (80)	2% (18)	1% (6)	10% (98)	75% (761)	1011
Religious Non-Protestant/Catholic	4% (5)	8% (9)	6% (8)	1% (1)	11% (13)	71% (85)	121
Evangelical	7% (41)	9% (51)	2% (12)	1% (4)	11% (62)	70% (405)	576
Non-Evangelical	3% (25)	10% (84)	2% (15)	1% (6)	15% (117)	69% (558)	805
Community: Urban	7% (41)	14% (80)	3% (16)	1% (4)	11% (67)	64% (377)	586
Community: Suburban	4% (35)	8% (80)	2% (16)	1% (8)	12% (118)	74% (748)	1006
Community: Rural	3% (17)	7% (42)	2% (10)	— (3)	13% (77)	76% (460)	608
Employ: Private Sector	6% (47)	13% (95)	3% (20)	1% (4)	12% (86)	65% (473)	725
Employ: Government	5% (6)	10% (12)	1% (1)	— (1)	20% (23)	64% (74)	116
Employ: Self-Employed	3% (5)	15% (25)	2% (3)	1% (1)	16% (27)	62% (102)	164
Employ: Homemaker	2% (3)	6% (10)	2% (3)	2% (3)	11% (19)	78% (137)	175
Employ: Retired	2% (11)	6% (28)	— (1)	— (2)	9% (46)	83% (422)	511
Employ: Unemployed	6% (12)	3% (6)	1% (2)	1% (2)	8% (17)	82% (177)	217
Employ: Other	3% (6)	6% (12)	5% (10)	— (0)	13% (26)	73% (149)	203
Military HH: Yes	4% (13)	9% (32)	1% (3)	1% (4)	8% (28)	78% (285)	366
Military HH: No	4% (80)	9% (169)	2% (39)	1% (11)	13% (234)	71% (1300)	1834
RD/WT: Right Direction	5% (44)	10% (87)	2% (16)	1% (11)	11% (102)	71% (629)	888
RD/WT: Wrong Track	4% (49)	9% (115)	2% (27)	— (4)	12% (161)	73% (957)	1312
Trump Job Approve	5% (43)	10% (95)	2% (19)	1% (11)	11% (101)	71% (649)	918
Trump Job Disapprove	4% (49)	9% (106)	2% (18)	— (4)	12% (142)	73% (841)	1159
Trump Job Strongly Approve	6% (30)	11% (55)	2% (9)	2% (8)	10% (50)	71% (363)	515
Trump Job Somewhat Approve	3% (13)	10% (40)	2% (10)	1% (3)	13% (52)	71% (286)	404
Trump Job Somewhat Disapprove	4% (11)	8% (20)	2% (7)	— (1)	7% (19)	78% (212)	271
Trump Job Strongly Disapprove	4% (37)	10% (85)	1% (12)	— (3)	14% (123)	71% (629)	888

Continued on next page

**Table CMM13\_4:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Markus Howard

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (94)	9% (201)	2% (43)	1% (15)	12% (262)	72% (1585)	2200
Favorable of Trump	5% (46)	10% (88)	2% (19)	1% (10)	10% (93)	72% (648)	903
Unfavorable of Trump	4% (46)	9% (111)	2% (24)	— (5)	13% (152)	72% (849)	1187
Very Favorable of Trump	6% (35)	10% (55)	2% (12)	1% (8)	10% (54)	70% (389)	553
Somewhat Favorable of Trump	3% (10)	9% (33)	2% (7)	1% (2)	11% (39)	74% (259)	351
Somewhat Unfavorable of Trump	3% (7)	11% (26)	4% (11)	1% (1)	9% (23)	72% (174)	243
Very Unfavorable of Trump	4% (38)	9% (85)	1% (13)	— (4)	14% (129)	71% (675)	944
#1 Issue: Economy	4% (22)	12% (70)	2% (12)	— (2)	11% (62)	71% (401)	568
#1 Issue: Security	4% (15)	5% (20)	2% (7)	1% (5)	12% (46)	76% (293)	387
#1 Issue: Health Care	4% (18)	9% (40)	3% (11)	1% (2)	13% (59)	70% (305)	435
#1 Issue: Medicare / Social Security	3% (10)	6% (21)	1% (5)	1% (2)	11% (37)	78% (267)	342
#1 Issue: Women's Issues	5% (5)	2% (2)	2% (2)	3% (3)	14% (14)	75% (78)	105
#1 Issue: Education	9% (9)	13% (13)	1% (1)	— (0)	14% (13)	62% (60)	96
#1 Issue: Energy	6% (8)	20% (26)	4% (5)	— (1)	11% (14)	59% (76)	129
#1 Issue: Other	4% (6)	6% (9)	— (0)	— (0)	13% (18)	76% (105)	138
2018 House Vote: Democrat	6% (47)	11% (88)	1% (9)	1% (5)	13% (101)	68% (521)	771
2018 House Vote: Republican	4% (24)	10% (64)	3% (21)	1% (8)	11% (70)	72% (473)	660
2018 House Vote: Someone else	4% (3)	4% (3)	— (0)	— (0)	13% (11)	79% (67)	84
2016 Vote: Hillary Clinton	6% (43)	11% (75)	2% (12)	1% (4)	13% (90)	67% (451)	676
2016 Vote: Donald Trump	4% (25)	10% (67)	2% (12)	1% (8)	11% (78)	73% (514)	704
2016 Vote: Other	2% (2)	5% (7)	1% (1)	— (0)	15% (22)	79% (117)	149
2016 Vote: Didn't Vote	4% (23)	7% (46)	3% (17)	— (3)	11% (72)	75% (497)	659
Voted in 2014: Yes	5% (60)	11% (139)	1% (18)	1% (11)	13% (163)	70% (905)	1296
Voted in 2014: No	4% (34)	7% (63)	3% (25)	— (4)	11% (99)	75% (680)	904
2012 Vote: Barack Obama	6% (49)	10% (84)	2% (14)	— (4)	13% (112)	69% (581)	843
2012 Vote: Mitt Romney	3% (16)	10% (50)	2% (8)	1% (5)	11% (55)	73% (362)	496
2012 Vote: Other	2% (1)	1% (1)	— (0)	2% (2)	16% (13)	80% (68)	85
2012 Vote: Didn't Vote	4% (27)	8% (64)	3% (21)	1% (5)	11% (81)	74% (571)	770

Continued on next page

**Table CMM13\_4:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Markus Howard

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (94)	9% (201)	2% (43)	1% (15)	12% (262)	72% (1585)	2200
4-Region: Northeast	5% (19)	7% (29)	1% (5)	— (1)	13% (49)	74% (291)	394
4-Region: Midwest	5% (25)	9% (44)	3% (15)	1% (6)	11% (52)	69% (321)	462
4-Region: South	4% (34)	10% (80)	2% (14)	— (4)	13% (110)	71% (582)	824
4-Region: West	3% (16)	9% (49)	2% (9)	1% (4)	10% (52)	75% (392)	520
Sports fans	6% (90)	13% (195)	2% (38)	1% (13)	14% (222)	64% (979)	1538
Avid sports fans	13% (68)	21% (116)	2% (12)	1% (3)	16% (89)	47% (253)	541
Casual sports fans	2% (22)	8% (80)	3% (26)	1% (10)	13% (133)	73% (727)	997
Non-sports fans	— (3)	1% (6)	1% (5)	— (2)	6% (40)	92% (606)	662
Men's college basketball fans	9% (80)	19% (173)	4% (32)	1% (8)	19% (169)	48% (430)	892
Avid men's college basketball fans	16% (46)	29% (87)	4% (13)	1% (4)	15% (46)	34% (102)	299
Casual men's college basketball fans	6% (34)	15% (86)	3% (19)	1% (4)	21% (123)	55% (328)	594
Non-men's college basketball fans	1% (14)	2% (28)	1% (11)	1% (7)	7% (93)	88% (1155)	1308
Sports fans who have a favorite CBB team	11% (65)	21% (123)	5% (29)	1% (5)	17% (100)	44% (258)	580
Sports fans who don't have a favorite CBB team	3% (25)	8% (72)	1% (9)	1% (8)	13% (122)	75% (721)	958

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

**Table CMM13\_5: Do you have a favorable or unfavorable opinion of each of the following basketball players?**

Luka Garza

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	5% (111)	7% (163)	2% (53)	2% (33)	12% (265)	72% (1574)	2200
Gender: Male	8% (87)	11% (115)	4% (39)	1% (16)	13% (140)	63% (666)	1062
Gender: Female	2% (24)	4% (48)	1% (15)	2% (18)	11% (125)	80% (908)	1138
Age: 18-29	7% (31)	7% (32)	5% (24)	2% (10)	10% (44)	69% (309)	449
Age: 30-44	7% (40)	10% (57)	4% (21)	2% (13)	13% (75)	64% (358)	563
Age: 45-54	4% (13)	8% (25)	1% (4)	2% (5)	14% (42)	71% (216)	305
Age: 55-64	3% (12)	7% (30)	— (1)	1% (3)	15% (67)	75% (334)	446
Age: 65+	4% (16)	4% (19)	1% (4)	— (2)	8% (37)	82% (358)	436
Generation Z: 18-22	6% (9)	10% (16)	6% (10)	1% (2)	8% (13)	70% (114)	165
Millennial: Age 23-38	8% (51)	7% (48)	5% (30)	3% (20)	11% (74)	65% (423)	646
Generation X: Age 39-54	5% (24)	10% (50)	2% (9)	1% (6)	15% (74)	68% (344)	507
Boomers: Age 55-73	3% (22)	6% (49)	1% (4)	1% (5)	12% (95)	77% (602)	777
PID: Dem (no lean)	6% (47)	8% (63)	3% (20)	2% (14)	15% (119)	67% (532)	796
PID: Ind (no lean)	2% (15)	6% (39)	2% (16)	1% (9)	11% (77)	78% (542)	699
PID: Rep (no lean)	7% (49)	9% (61)	3% (18)	1% (9)	10% (69)	71% (500)	706
PID/Gender: Dem Men	10% (35)	13% (45)	5% (16)	2% (7)	15% (53)	56% (199)	356
PID/Gender: Dem Women	3% (12)	4% (18)	1% (4)	2% (7)	15% (66)	76% (333)	440
PID/Gender: Ind Men	3% (12)	10% (32)	3% (10)	1% (3)	14% (48)	69% (229)	333
PID/Gender: Ind Women	1% (4)	2% (7)	2% (6)	2% (7)	8% (29)	86% (313)	366
PID/Gender: Rep Men	11% (40)	10% (38)	3% (13)	2% (6)	10% (38)	64% (238)	374
PID/Gender: Rep Women	3% (9)	7% (23)	1% (5)	1% (4)	9% (30)	79% (262)	332
Ideo: Liberal (1-3)	8% (49)	8% (50)	4% (21)	1% (6)	13% (78)	66% (400)	604
Ideo: Moderate (4)	6% (32)	7% (42)	3% (19)	2% (14)	13% (72)	69% (390)	568
Ideo: Conservative (5-7)	4% (26)	8% (62)	2% (13)	1% (7)	12% (89)	74% (550)	748
Educ: < College	5% (71)	5% (81)	2% (36)	2% (26)	12% (178)	74% (1120)	1512
Educ: Bachelors degree	5% (21)	13% (56)	3% (11)	1% (5)	12% (55)	67% (297)	444
Educ: Post-grad	8% (19)	11% (27)	3% (6)	1% (3)	13% (32)	64% (157)	244
Income: Under 50k	4% (51)	5% (59)	1% (16)	2% (24)	11% (130)	77% (945)	1225
Income: 50k-100k	5% (36)	10% (68)	5% (32)	1% (9)	15% (102)	63% (420)	666
Income: 100k+	8% (24)	12% (36)	2% (6)	— (0)	11% (33)	68% (209)	310
Ethnicity: White	4% (74)	7% (122)	2% (38)	1% (21)	12% (202)	74% (1265)	1722

Continued on next page



**Table CMM13\_5:** Do you have a favorable or unfavorable opinion of each of the following basketball players?

Luka Garza

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	5% (111)	7% (163)	2% (53)	2% (33)	12% (265)	72% (1574)	2200
Ethnicity: Hispanic	9% (31)	6% (22)	6% (21)	4% (15)	14% (48)	61% (213)	349
Ethnicity: Afr. Am.	8% (23)	11% (30)	3% (7)	2% (5)	11% (30)	65% (179)	274
Ethnicity: Other	7% (14)	5% (11)	4% (8)	4% (8)	16% (33)	64% (130)	204
All Christian	6% (58)	9% (85)	3% (30)	1% (13)	13% (132)	68% (673)	991
All Non-Christian	2% (1)	10% (8)	2% (2)	— (0)	13% (11)	74% (62)	84
Atheist	5% (6)	5% (6)	5% (5)	1% (1)	16% (19)	68% (77)	114
Agnostic/Nothing in particular	5% (46)	6% (64)	2% (17)	2% (20)	10% (103)	75% (762)	1011
Religious Non-Protestant/Catholic	1% (1)	8% (9)	6% (8)	1% (1)	12% (15)	72% (87)	121
Evangelical	8% (44)	9% (50)	2% (12)	1% (6)	12% (70)	68% (394)	576
Non-Evangelical	4% (36)	9% (73)	2% (19)	2% (14)	13% (104)	70% (560)	805
Community: Urban	9% (52)	10% (56)	3% (18)	3% (17)	14% (82)	62% (362)	586
Community: Suburban	3% (35)	7% (75)	2% (25)	1% (13)	12% (118)	74% (741)	1006
Community: Rural	4% (25)	5% (32)	2% (10)	1% (3)	11% (66)	78% (472)	608
Employ: Private Sector	6% (46)	11% (79)	4% (28)	2% (12)	14% (101)	63% (459)	725
Employ: Government	7% (8)	14% (16)	— (0)	1% (1)	14% (16)	64% (74)	116
Employ: Self-Employed	7% (12)	8% (13)	4% (6)	1% (2)	13% (22)	67% (109)	164
Employ: Homemaker	1% (2)	6% (10)	2% (3)	3% (6)	7% (13)	81% (142)	175
Employ: Retired	3% (17)	5% (24)	1% (3)	— (2)	10% (53)	81% (412)	511
Employ: Unemployed	4% (8)	2% (4)	1% (2)	1% (3)	9% (20)	83% (180)	217
Employ: Other	5% (10)	6% (11)	3% (6)	3% (5)	14% (28)	70% (143)	203
Military HH: Yes	3% (13)	7% (26)	1% (3)	2% (7)	9% (34)	78% (284)	366
Military HH: No	5% (99)	7% (137)	3% (51)	1% (27)	13% (231)	70% (1290)	1834
RD/WT: Right Direction	7% (58)	8% (68)	3% (26)	2% (14)	12% (108)	69% (614)	888
RD/WT: Wrong Track	4% (54)	7% (95)	2% (28)	1% (19)	12% (157)	73% (960)	1312
Trump Job Approve	6% (55)	8% (76)	3% (25)	2% (17)	12% (106)	70% (639)	918
Trump Job Disapprove	5% (56)	8% (87)	2% (23)	1% (16)	12% (141)	72% (837)	1159
Trump Job Strongly Approve	7% (36)	9% (48)	3% (14)	3% (13)	10% (50)	69% (354)	515
Trump Job Somewhat Approve	5% (19)	7% (28)	3% (11)	1% (4)	14% (57)	70% (284)	404
Trump Job Somewhat Disapprove	6% (15)	7% (20)	2% (6)	1% (3)	7% (18)	77% (209)	271
Trump Job Strongly Disapprove	5% (41)	8% (67)	2% (16)	1% (13)	14% (124)	71% (628)	888

Continued on next page

**Table CMM13\_5: Do you have a favorable or unfavorable opinion of each of the following basketball players?**

Luka Garza

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	5% (111)	7% (163)	2% (53)	2% (33)	12% (265)	72% (1574)	2200
Favorable of Trump	6% (57)	8% (73)	3% (24)	2% (14)	11% (99)	71% (637)	903
Unfavorable of Trump	4% (53)	8% (90)	2% (29)	2% (19)	12% (145)	72% (851)	1187
Very Favorable of Trump	7% (39)	8% (42)	3% (15)	2% (13)	10% (57)	70% (387)	553
Somewhat Favorable of Trump	5% (18)	9% (31)	2% (8)	— (1)	12% (42)	71% (250)	351
Somewhat Unfavorable of Trump	4% (10)	7% (18)	6% (14)	2% (5)	10% (23)	71% (172)	243
Very Unfavorable of Trump	5% (43)	8% (73)	2% (14)	1% (13)	13% (122)	72% (679)	944
#1 Issue: Economy	5% (26)	8% (47)	2% (9)	2% (12)	14% (79)	69% (394)	568
#1 Issue: Security	6% (22)	6% (22)	1% (5)	2% (7)	9% (36)	76% (295)	387
#1 Issue: Health Care	5% (20)	8% (33)	3% (14)	— (1)	13% (57)	71% (310)	435
#1 Issue: Medicare / Social Security	4% (13)	5% (17)	2% (7)	3% (10)	10% (34)	77% (262)	342
#1 Issue: Women's Issues	3% (4)	5% (5)	2% (3)	2% (2)	12% (13)	74% (78)	105
#1 Issue: Education	2% (2)	14% (14)	4% (3)	1% (0)	19% (18)	61% (58)	96
#1 Issue: Energy	14% (18)	13% (16)	8% (10)	1% (1)	7% (9)	58% (75)	129
#1 Issue: Other	5% (7)	6% (8)	1% (2)	— (0)	15% (21)	73% (100)	138
2018 House Vote: Democrat	6% (47)	9% (71)	3% (20)	1% (11)	13% (103)	67% (518)	771
2018 House Vote: Republican	6% (42)	8% (56)	3% (19)	2% (16)	10% (68)	70% (459)	660
2018 House Vote: Someone else	6% (5)	4% (3)	— (0)	1% (0)	18% (15)	72% (61)	84
2016 Vote: Hillary Clinton	7% (46)	9% (62)	2% (12)	2% (15)	14% (95)	66% (445)	676
2016 Vote: Donald Trump	5% (34)	8% (56)	3% (18)	2% (12)	11% (76)	72% (508)	704
2016 Vote: Other	2% (3)	4% (6)	1% (1)	— (0)	13% (19)	81% (120)	149
2016 Vote: Didn't Vote	4% (24)	6% (37)	3% (22)	1% (6)	11% (75)	75% (495)	659
Voted in 2014: Yes	6% (73)	9% (120)	2% (24)	2% (20)	13% (165)	69% (894)	1296
Voted in 2014: No	4% (39)	5% (43)	3% (29)	1% (13)	11% (100)	75% (680)	904
2012 Vote: Barack Obama	7% (57)	8% (71)	2% (21)	1% (10)	13% (108)	68% (576)	843
2012 Vote: Mitt Romney	4% (21)	10% (50)	1% (7)	1% (6)	11% (54)	72% (359)	496
2012 Vote: Other	2% (2)	3% (2)	— (0)	1% (1)	14% (12)	80% (68)	85
2012 Vote: Didn't Vote	4% (32)	5% (37)	3% (25)	2% (17)	12% (91)	74% (568)	770

Continued on next page

**Table CMM13\_5:** Do you have a favorable or unfavorable opinion of each of the following basketball players?

Luka Garza

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	5% (111)	7% (163)	2% (53)	2% (33)	12% (265)	72% (1574)	2200
4-Region: Northeast	5% (21)	7% (29)	1% (2)	1% (2)	11% (45)	75% (293)	394
4-Region: Midwest	7% (30)	8% (38)	3% (14)	2% (8)	11% (53)	69% (319)	462
4-Region: South	4% (36)	7% (61)	2% (16)	2% (14)	13% (107)	72% (589)	824
4-Region: West	5% (24)	7% (35)	4% (20)	2% (8)	12% (60)	72% (373)	520
Sports fans	7% (111)	10% (158)	3% (53)	2% (29)	15% (225)	63% (962)	1538
Avid sports fans	14% (75)	16% (85)	4% (24)	1% (7)	18% (95)	47% (255)	541
Casual sports fans	4% (35)	7% (73)	3% (29)	2% (22)	13% (130)	71% (708)	997
Non-sports fans	— (1)	1% (5)	— (0)	1% (4)	6% (40)	93% (612)	662
Men's college basketball fans	10% (90)	16% (147)	5% (49)	2% (22)	19% (171)	46% (414)	892
Avid men's college basketball fans	19% (57)	20% (61)	8% (24)	2% (6)	19% (56)	32% (94)	299
Casual men's college basketball fans	6% (33)	14% (85)	4% (24)	3% (16)	19% (114)	54% (320)	594
Non-men's college basketball fans	2% (22)	1% (17)	— (5)	1% (11)	7% (94)	89% (1160)	1308
Sports fans who have a favorite CBB team	14% (84)	18% (102)	6% (35)	3% (15)	19% (113)	40% (231)	580
Sports fans who don't have a favorite CBB team	3% (27)	6% (56)	2% (18)	1% (14)	12% (112)	76% (731)	958

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

**Table CMM13\_6:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
*Filip Petrushev*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	2% (51)	6% (128)	3% (59)	1% (29)	11% (246)	77% (1686)	2200
Gender: Male	4% (39)	9% (95)	4% (38)	1% (15)	12% (130)	70% (745)	1062
Gender: Female	1% (12)	3% (33)	2% (21)	1% (14)	10% (116)	83% (941)	1138
Age: 18-29	5% (23)	5% (24)	6% (29)	3% (14)	12% (53)	68% (306)	449
Age: 30-44	3% (15)	11% (63)	3% (17)	2% (10)	11% (61)	71% (398)	563
Age: 45-54	1% (4)	4% (13)	3% (9)	1% (3)	14% (42)	77% (234)	305
Age: 55-64	1% (6)	3% (16)	1% (3)	— (1)	13% (59)	81% (361)	446
Age: 65+	1% (4)	3% (13)	— (2)	— (1)	7% (31)	89% (387)	436
Generation Z: 18-22	5% (9)	6% (10)	6% (10)	4% (7)	12% (19)	67% (110)	165
Millennial: Age 23-38	4% (25)	9% (57)	5% (31)	2% (16)	11% (73)	69% (444)	646
Generation X: Age 39-54	1% (7)	6% (32)	3% (14)	1% (5)	12% (63)	76% (385)	507
Boomers: Age 55-73	1% (10)	4% (28)	1% (4)	— (2)	11% (83)	84% (650)	777
PID: Dem (no lean)	3% (24)	7% (53)	4% (31)	1% (8)	14% (108)	72% (572)	796
PID: Ind (no lean)	1% (5)	4% (26)	2% (14)	2% (11)	10% (67)	82% (577)	699
PID: Rep (no lean)	3% (23)	7% (49)	2% (13)	2% (11)	10% (72)	76% (538)	706
PID/Gender: Dem Men	5% (18)	11% (39)	5% (19)	2% (7)	13% (47)	63% (225)	356
PID/Gender: Dem Women	1% (5)	3% (14)	3% (13)	— (1)	14% (61)	79% (347)	440
PID/Gender: Ind Men	— (1)	7% (22)	2% (7)	1% (3)	12% (39)	78% (261)	333
PID/Gender: Ind Women	1% (3)	1% (4)	2% (7)	2% (8)	8% (28)	86% (316)	366
PID/Gender: Rep Men	5% (20)	9% (33)	3% (12)	1% (6)	12% (45)	69% (259)	374
PID/Gender: Rep Women	1% (3)	5% (15)	1% (2)	2% (6)	8% (27)	84% (279)	332
Ideo: Liberal (1-3)	3% (18)	7% (44)	4% (21)	1% (9)	13% (79)	72% (433)	604
Ideo: Moderate (4)	2% (14)	7% (39)	3% (19)	1% (7)	12% (68)	74% (422)	568
Ideo: Conservative (5-7)	2% (13)	5% (41)	2% (14)	1% (9)	10% (74)	80% (596)	748
Educ: < College	2% (31)	4% (68)	3% (44)	1% (20)	12% (176)	78% (1173)	1512
Educ: Bachelors degree	2% (8)	8% (36)	2% (10)	2% (7)	12% (52)	75% (331)	444
Educ: Post-grad	5% (13)	10% (24)	2% (4)	1% (3)	7% (18)	75% (182)	244
Income: Under 50k	1% (17)	4% (50)	2% (27)	2% (19)	10% (127)	81% (986)	1225
Income: 50k-100k	4% (24)	6% (41)	4% (28)	1% (9)	14% (92)	71% (472)	666
Income: 100k+	4% (11)	12% (37)	2% (5)	— (1)	9% (27)	74% (228)	310
Ethnicity: White	2% (32)	6% (100)	2% (38)	1% (19)	10% (174)	79% (1358)	1722

Continued on next page

**Table CMM13\_6:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
*Filip Petrushev*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	2% (51)	6% (128)	3% (59)	1% (29)	11% (246)	77% (1686)	2200
Ethnicity: Hispanic	4% (15)	5% (19)	9% (32)	2% (8)	13% (47)	66% (229)	349
Ethnicity: Afr. Am.	5% (13)	7% (19)	3% (8)	3% (7)	17% (46)	66% (182)	274
Ethnicity: Other	3% (7)	4% (9)	7% (14)	1% (3)	12% (25)	72% (146)	204
All Christian	3% (26)	7% (67)	4% (37)	1% (11)	11% (108)	75% (742)	991
All Non-Christian	5% (4)	5% (4)	3% (2)	— (0)	14% (12)	73% (61)	84
Atheist	5% (5)	8% (9)	3% (4)	3% (3)	9% (10)	72% (82)	114
Agnostic/Nothing in particular	2% (16)	5% (47)	2% (16)	1% (15)	11% (116)	79% (801)	1011
Religious Non-Protestant/Catholic	4% (4)	5% (6)	6% (8)	1% (1)	12% (14)	73% (88)	121
Evangelical	3% (19)	6% (33)	3% (16)	1% (6)	11% (63)	76% (438)	576
Non-Evangelical	2% (14)	6% (50)	3% (24)	1% (8)	12% (99)	76% (610)	805
Community: Urban	5% (27)	9% (53)	3% (17)	3% (18)	13% (78)	67% (393)	586
Community: Suburban	1% (13)	4% (43)	4% (35)	1% (10)	11% (107)	79% (797)	1006
Community: Rural	2% (10)	5% (32)	1% (7)	— (2)	10% (61)	82% (496)	608
Employ: Private Sector	4% (27)	10% (76)	4% (28)	1% (8)	12% (84)	69% (503)	725
Employ: Government	3% (3)	7% (8)	1% (1)	— (0)	20% (23)	70% (81)	116
Employ: Self-Employed	1% (2)	9% (15)	3% (5)	— (1)	16% (26)	70% (115)	164
Employ: Homemaker	1% (2)	3% (5)	2% (4)	2% (4)	8% (14)	83% (146)	175
Employ: Retired	1% (4)	3% (14)	1% (3)	— (1)	9% (46)	86% (442)	511
Employ: Unemployed	3% (7)	1% (2)	2% (4)	2% (4)	6% (13)	86% (186)	217
Employ: Other	— (0)	1% (2)	5% (10)	4% (8)	12% (25)	78% (158)	203
Military HH: Yes	3% (10)	4% (16)	1% (4)	1% (4)	8% (30)	83% (303)	366
Military HH: No	2% (42)	6% (112)	3% (55)	1% (26)	12% (216)	75% (1383)	1834
RD/WT: Right Direction	3% (28)	7% (62)	2% (19)	2% (18)	11% (99)	74% (661)	888
RD/WT: Wrong Track	2% (23)	5% (66)	3% (40)	1% (11)	11% (147)	78% (1026)	1312
Trump Job Approve	3% (29)	7% (62)	2% (22)	2% (17)	11% (98)	75% (691)	918
Trump Job Disapprove	2% (22)	6% (65)	3% (31)	1% (12)	12% (134)	77% (895)	1159
Trump Job Strongly Approve	5% (24)	6% (33)	2% (11)	3% (15)	8% (39)	76% (392)	515
Trump Job Somewhat Approve	1% (4)	7% (29)	3% (11)	1% (2)	15% (59)	74% (299)	404
Trump Job Somewhat Disapprove	3% (8)	5% (14)	1% (4)	2% (5)	10% (27)	79% (213)	271
Trump Job Strongly Disapprove	2% (15)	6% (51)	3% (28)	1% (7)	12% (106)	77% (681)	888

Continued on next page

**Table CMM13\_6:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Filip Petrushev

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	2% (51)	6% (128)	3% (59)	1% (29)	11% (246)	77% (1686)	2200
Favorable of Trump	3% (31)	6% (58)	2% (21)	2% (14)	10% (91)	76% (689)	903
Unfavorable of Trump	2% (21)	6% (68)	3% (38)	1% (12)	12% (138)	77% (909)	1187
Very Favorable of Trump	5% (25)	6% (35)	2% (13)	2% (13)	9% (52)	75% (414)	553
Somewhat Favorable of Trump	2% (5)	7% (23)	2% (7)	— (2)	11% (39)	78% (275)	351
Somewhat Unfavorable of Trump	2% (4)	5% (11)	7% (16)	1% (3)	10% (24)	76% (184)	243
Very Unfavorable of Trump	2% (17)	6% (57)	2% (22)	1% (9)	12% (114)	77% (725)	944
#1 Issue: Economy	3% (17)	7% (40)	2% (14)	1% (7)	12% (66)	75% (424)	568
#1 Issue: Security	3% (11)	4% (15)	2% (6)	3% (12)	8% (31)	81% (311)	387
#1 Issue: Health Care	1% (5)	6% (25)	2% (11)	1% (3)	15% (64)	75% (328)	435
#1 Issue: Medicare / Social Security	1% (4)	4% (12)	2% (8)	1% (3)	10% (35)	82% (280)	342
#1 Issue: Women's Issues	2% (2)	6% (7)	2% (2)	1% (1)	7% (8)	81% (86)	105
#1 Issue: Education	4% (3)	9% (9)	6% (5)	— (0)	12% (12)	69% (66)	96
#1 Issue: Energy	7% (8)	9% (12)	10% (13)	2% (3)	9% (11)	63% (81)	129
#1 Issue: Other	— (1)	6% (8)	— (0)	— (0)	14% (19)	80% (110)	138
2018 House Vote: Democrat	2% (18)	7% (57)	2% (19)	1% (7)	13% (102)	74% (568)	771
2018 House Vote: Republican	2% (13)	7% (48)	4% (24)	2% (12)	9% (61)	76% (503)	660
2018 House Vote: Someone else	4% (3)	2% (2)	— (0)	2% (2)	13% (11)	79% (67)	84
2016 Vote: Hillary Clinton	2% (14)	9% (57)	3% (22)	1% (9)	12% (81)	73% (492)	676
2016 Vote: Donald Trump	3% (19)	6% (42)	2% (15)	1% (10)	11% (74)	77% (544)	704
2016 Vote: Other	1% (1)	2% (3)	1% (1)	— (0)	8% (11)	89% (133)	149
2016 Vote: Didn't Vote	3% (17)	3% (22)	3% (22)	2% (10)	12% (77)	78% (511)	659
Voted in 2014: Yes	2% (29)	7% (97)	2% (27)	1% (15)	12% (155)	75% (975)	1296
Voted in 2014: No	3% (23)	3% (31)	4% (32)	2% (14)	10% (91)	79% (712)	904
2012 Vote: Barack Obama	2% (16)	8% (66)	2% (18)	1% (8)	12% (105)	75% (630)	843
2012 Vote: Mitt Romney	3% (13)	7% (33)	2% (10)	1% (4)	8% (40)	80% (396)	496
2012 Vote: Other	— (0)	3% (2)	— (0)	1% (1)	14% (12)	83% (70)	85
2012 Vote: Didn't Vote	3% (23)	3% (27)	4% (32)	2% (17)	11% (86)	76% (587)	770

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**Table CMM13\_6:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
*Filip Petrushev*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	2% (51)	6% (128)	3% (59)	1% (29)	11% (246)	77% (1686)	2200
4-Region: Northeast	3% (11)	7% (28)	1% (6)	1% (2)	11% (42)	77% (304)	394
4-Region: Midwest	3% (15)	6% (26)	3% (12)	1% (4)	11% (50)	77% (354)	462
4-Region: South	2% (19)	6% (49)	3% (21)	1% (10)	13% (103)	76% (622)	824
4-Region: West	1% (7)	5% (25)	4% (20)	2% (12)	10% (51)	78% (405)	520
Sports fans	3% (51)	8% (122)	4% (58)	2% (28)	14% (208)	70% (1072)	1538
Avid sports fans	8% (44)	13% (68)	5% (25)	1% (7)	16% (86)	57% (311)	541
Casual sports fans	1% (7)	5% (54)	3% (33)	2% (20)	12% (122)	76% (761)	997
Non-sports fans	— (1)	1% (6)	— (1)	— (2)	6% (38)	93% (614)	662
Men's college basketball fans	5% (46)	13% (112)	6% (51)	2% (14)	18% (163)	57% (507)	892
Avid men's college basketball fans	11% (32)	18% (53)	6% (18)	3% (9)	19% (57)	44% (131)	299
Casual men's college basketball fans	2% (14)	10% (60)	5% (33)	1% (5)	18% (106)	63% (376)	594
Non-men's college basketball fans	— (5)	1% (16)	1% (8)	1% (15)	6% (83)	90% (1179)	1308
Sports fans who have a favorite CBB team	6% (32)	14% (82)	7% (38)	2% (12)	18% (104)	54% (312)	580
Sports fans who don't have a favorite CBB team	2% (18)	4% (40)	2% (20)	2% (16)	11% (105)	79% (760)	958

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

**Table CMM13\_7: Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Obi Toppin**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (68)	8% (173)	2% (46)	1% (28)	12% (255)	74% (1629)	2200
Gender: Male	5% (50)	10% (109)	3% (35)	1% (13)	13% (137)	68% (718)	1062
Gender: Female	2% (19)	6% (64)	1% (10)	1% (15)	10% (118)	80% (912)	1138
Age: 18-29	5% (23)	12% (52)	5% (20)	2% (7)	11% (47)	67% (300)	449
Age: 30-44	4% (22)	13% (73)	3% (19)	1% (7)	12% (67)	67% (376)	563
Age: 45-54	2% (7)	5% (15)	2% (5)	2% (8)	14% (41)	75% (229)	305
Age: 55-64	2% (9)	4% (16)	— (2)	1% (5)	14% (62)	79% (353)	446
Age: 65+	2% (8)	4% (18)	— (0)	— (1)	9% (38)	85% (372)	436
Generation Z: 18-22	4% (7)	10% (16)	7% (12)	4% (6)	10% (16)	65% (107)	165
Millennial: Age 23-38	5% (30)	14% (89)	3% (20)	1% (7)	11% (69)	67% (431)	646
Generation X: Age 39-54	3% (14)	7% (34)	2% (12)	2% (9)	14% (70)	72% (367)	507
Boomers: Age 55-73	2% (16)	4% (29)	— (2)	1% (6)	12% (91)	82% (634)	777
PID: Dem (no lean)	4% (28)	10% (77)	2% (18)	1% (11)	14% (115)	69% (546)	796
PID: Ind (no lean)	2% (14)	5% (37)	2% (12)	1% (10)	10% (69)	80% (557)	699
PID: Rep (no lean)	4% (26)	8% (60)	2% (16)	1% (6)	10% (72)	75% (526)	706
PID/Gender: Dem Men	6% (22)	13% (46)	4% (15)	2% (6)	14% (51)	61% (215)	356
PID/Gender: Dem Women	1% (6)	7% (31)	1% (3)	1% (5)	14% (64)	75% (331)	440
PID/Gender: Ind Men	2% (8)	7% (23)	3% (8)	1% (3)	12% (39)	76% (252)	333
PID/Gender: Ind Women	2% (6)	4% (14)	1% (4)	2% (8)	8% (30)	83% (305)	366
PID/Gender: Rep Men	5% (20)	11% (39)	3% (12)	1% (4)	13% (48)	67% (250)	374
PID/Gender: Rep Women	2% (6)	6% (20)	1% (4)	1% (2)	7% (24)	83% (276)	332
Ideo: Liberal (1-3)	4% (25)	11% (68)	2% (11)	2% (11)	11% (69)	70% (421)	604
Ideo: Moderate (4)	3% (18)	9% (50)	4% (20)	1% (7)	13% (75)	70% (397)	568
Ideo: Conservative (5-7)	3% (20)	6% (46)	1% (10)	1% (8)	12% (89)	77% (575)	748
Educ: < College	3% (39)	7% (105)	2% (28)	1% (18)	12% (174)	76% (1148)	1512
Educ: Bachelors degree	3% (12)	10% (44)	3% (13)	2% (8)	13% (60)	69% (308)	444
Educ: Post-grad	7% (18)	10% (24)	2% (5)	1% (2)	9% (21)	71% (174)	244
Income: Under 50k	2% (24)	6% (74)	2% (21)	1% (16)	10% (120)	79% (971)	1225
Income: 50k-100k	4% (25)	9% (63)	3% (18)	2% (10)	16% (103)	67% (446)	666
Income: 100k+	6% (20)	12% (37)	2% (7)	1% (2)	10% (32)	69% (213)	310
Ethnicity: White	3% (45)	7% (116)	2% (30)	1% (22)	11% (189)	77% (1320)	1722

Continued on next page



**Table CMM13\_7: Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Obi Toppin**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (68)	8% (173)	2% (46)	1% (28)	12% (255)	74% (1629)	2200
Ethnicity: Hispanic	5% (16)	11% (39)	3% (12)	3% (10)	15% (52)	63% (220)	349
Ethnicity: Afr. Am.	7% (19)	14% (38)	2% (7)	1% (2)	12% (34)	64% (175)	274
Ethnicity: Other	3% (5)	9% (19)	5% (10)	2% (3)	16% (32)	66% (134)	204
All Christian	4% (38)	8% (82)	2% (20)	1% (14)	13% (130)	71% (707)	991
All Non-Christian	4% (4)	7% (6)	3% (2)	— (0)	15% (13)	71% (59)	84
Atheist	5% (6)	10% (11)	2% (3)	4% (4)	9% (11)	69% (79)	114
Agnostic/Nothing in particular	2% (21)	7% (75)	2% (21)	1% (9)	10% (101)	78% (784)	1011
Religious Non-Protestant/Catholic	3% (4)	6% (7)	6% (8)	1% (1)	12% (14)	72% (87)	121
Evangelical	4% (24)	9% (51)	2% (14)	1% (5)	10% (57)	74% (425)	576
Non-Evangelical	3% (26)	8% (62)	2% (17)	1% (11)	13% (107)	72% (582)	805
Community: Urban	5% (30)	12% (67)	4% (21)	1% (9)	14% (81)	65% (378)	586
Community: Suburban	2% (25)	8% (76)	2% (19)	1% (13)	11% (115)	75% (759)	1006
Community: Rural	2% (14)	5% (30)	1% (7)	1% (6)	10% (60)	81% (492)	608
Employ: Private Sector	4% (32)	11% (80)	3% (24)	1% (8)	13% (95)	67% (485)	725
Employ: Government	4% (5)	10% (12)	2% (3)	— (0)	14% (16)	69% (80)	116
Employ: Self-Employed	2% (3)	12% (20)	3% (5)	— (0)	16% (25)	67% (110)	164
Employ: Homemaker	2% (4)	6% (10)	— (1)	3% (5)	7% (12)	82% (143)	175
Employ: Retired	2% (11)	4% (18)	— (0)	1% (5)	11% (55)	83% (422)	511
Employ: Unemployed	2% (5)	3% (6)	2% (4)	2% (4)	8% (16)	84% (183)	217
Employ: Other	2% (3)	10% (21)	3% (7)	1% (3)	8% (17)	75% (153)	203
Military HH: Yes	3% (11)	5% (20)	1% (5)	1% (2)	10% (37)	79% (290)	366
Military HH: No	3% (57)	8% (153)	2% (41)	1% (25)	12% (218)	73% (1339)	1834
RD/WT: Right Direction	4% (34)	8% (68)	3% (22)	1% (12)	12% (111)	72% (640)	888
RD/WT: Wrong Track	3% (34)	8% (105)	2% (24)	1% (15)	11% (144)	75% (989)	1312
Trump Job Approve	4% (34)	8% (72)	2% (22)	1% (13)	12% (110)	73% (667)	918
Trump Job Disapprove	3% (34)	9% (101)	2% (18)	1% (15)	11% (130)	74% (861)	1159
Trump Job Strongly Approve	6% (29)	8% (39)	2% (12)	2% (10)	9% (47)	74% (379)	515
Trump Job Somewhat Approve	1% (5)	8% (33)	3% (11)	1% (2)	16% (64)	72% (289)	404
Trump Job Somewhat Disapprove	3% (9)	9% (24)	3% (8)	1% (4)	7% (20)	76% (207)	271
Trump Job Strongly Disapprove	3% (25)	9% (77)	1% (11)	1% (11)	12% (110)	74% (654)	888

Continued on next page

**Table CMM13\_7: Do you have a favorable or unfavorable opinion of each of the following basketball players?**  
*Obi Toppin*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (68)	8% (173)	2% (46)	1% (28)	12% (255)	74% (1629)	2200
Favorable of Trump	4% (37)	7% (68)	2% (21)	1% (11)	11% (100)	74% (666)	903
Unfavorable of Trump	3% (31)	9% (103)	2% (24)	1% (13)	11% (136)	74% (879)	1187
Very Favorable of Trump	5% (27)	8% (44)	3% (16)	2% (11)	9% (52)	73% (403)	553
Somewhat Favorable of Trump	3% (9)	7% (24)	2% (6)	— (1)	14% (48)	75% (263)	351
Somewhat Unfavorable of Trump	3% (6)	10% (25)	4% (9)	1% (1)	9% (21)	74% (180)	243
Very Unfavorable of Trump	3% (25)	8% (79)	2% (15)	1% (12)	12% (115)	74% (699)	944
#1 Issue: Economy	4% (25)	8% (45)	2% (12)	1% (3)	13% (75)	72% (407)	568
#1 Issue: Security	3% (13)	6% (22)	1% (5)	3% (12)	10% (37)	77% (298)	387
#1 Issue: Health Care	3% (12)	8% (34)	3% (11)	— (1)	11% (50)	75% (328)	435
#1 Issue: Medicare / Social Security	2% (7)	5% (19)	— (1)	1% (2)	12% (41)	80% (272)	342
#1 Issue: Women's Issues	3% (3)	6% (6)	2% (2)	1% (1)	15% (15)	74% (78)	105
#1 Issue: Education	2% (2)	13% (13)	5% (5)	3% (3)	13% (12)	64% (61)	96
#1 Issue: Energy	5% (7)	18% (24)	7% (9)	3% (4)	5% (7)	61% (79)	129
#1 Issue: Other	— (1)	9% (12)	— (0)	1% (1)	13% (18)	77% (107)	138
2018 House Vote: Democrat	4% (32)	10% (79)	2% (13)	1% (8)	13% (103)	69% (536)	771
2018 House Vote: Republican	3% (19)	9% (61)	2% (15)	1% (7)	10% (68)	74% (489)	660
2018 House Vote: Someone else	1% (1)	2% (2)	3% (3)	1% (1)	15% (12)	78% (65)	84
2016 Vote: Hillary Clinton	4% (30)	11% (71)	1% (10)	1% (9)	14% (93)	69% (463)	676
2016 Vote: Donald Trump	3% (23)	8% (53)	2% (14)	1% (8)	12% (83)	74% (522)	704
2016 Vote: Other	2% (4)	3% (5)	1% (2)	1% (1)	7% (10)	85% (127)	149
2016 Vote: Didn't Vote	2% (12)	6% (37)	3% (20)	1% (9)	11% (69)	78% (511)	659
Voted in 2014: Yes	4% (48)	9% (113)	2% (23)	1% (14)	13% (164)	72% (935)	1296
Voted in 2014: No	2% (21)	7% (60)	3% (23)	2% (14)	10% (91)	77% (694)	904
2012 Vote: Barack Obama	4% (33)	9% (75)	1% (12)	1% (9)	14% (121)	70% (593)	843
2012 Vote: Mitt Romney	3% (16)	7% (36)	2% (11)	1% (6)	9% (47)	77% (380)	496
2012 Vote: Other	2% (1)	1% (1)	1% (1)	2% (2)	6% (5)	87% (74)	85
2012 Vote: Didn't Vote	2% (18)	8% (58)	3% (23)	1% (10)	11% (82)	75% (579)	770

Continued on next page

**Table CMM13\_7: Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Obi Toppin**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (68)	8% (173)	2% (46)	1% (28)	12% (255)	74% (1629)	2200
4-Region: Northeast	3% (13)	7% (26)	2% (7)	1% (2)	12% (46)	76% (298)	394
4-Region: Midwest	5% (24)	7% (34)	3% (12)	2% (7)	10% (45)	74% (340)	462
4-Region: South	3% (27)	8% (69)	2% (13)	1% (10)	13% (106)	73% (599)	824
4-Region: West	1% (4)	8% (44)	3% (14)	1% (8)	11% (58)	76% (393)	520
Sports fans	4% (66)	11% (171)	3% (45)	1% (23)	14% (218)	66% (1014)	1538
Avid sports fans	9% (51)	16% (88)	5% (29)	1% (6)	17% (89)	51% (278)	541
Casual sports fans	2% (15)	8% (83)	2% (17)	2% (17)	13% (129)	74% (737)	997
Non-sports fans	— (2)	— (2)	— (0)	1% (5)	6% (37)	93% (615)	662
Men's college basketball fans	7% (61)	17% (150)	5% (41)	2% (17)	19% (166)	51% (457)	892
Avid men's college basketball fans	14% (41)	23% (70)	5% (15)	2% (7)	18% (55)	37% (110)	299
Casual men's college basketball fans	3% (20)	13% (80)	4% (26)	2% (10)	19% (111)	58% (346)	594
Non-men's college basketball fans	1% (7)	2% (24)	— (5)	1% (10)	7% (89)	90% (1173)	1308
Sports fans who have a favorite CBB team	8% (46)	19% (108)	5% (28)	2% (10)	19% (109)	48% (279)	580
Sports fans who don't have a favorite CBB team	2% (20)	7% (63)	2% (17)	1% (13)	11% (109)	77% (735)	958

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

**Table CMM13\_8:** Do you have a favorable or unfavorable opinion of each of the following basketball players?

Devon Dotson

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (79)	7% (162)	2% (38)	2% (38)	12% (262)	74% (1621)	2200
Gender: Male	6% (60)	11% (115)	2% (16)	2% (23)	14% (147)	66% (701)	1062
Gender: Female	2% (19)	4% (47)	2% (21)	1% (15)	10% (115)	81% (920)	1138
Age: 18-29	7% (33)	6% (28)	5% (21)	4% (18)	9% (41)	68% (307)	449
Age: 30-44	3% (18)	13% (74)	2% (12)	1% (8)	14% (78)	66% (372)	563
Age: 45-54	3% (10)	5% (17)	— (1)	1% (4)	13% (40)	77% (234)	305
Age: 55-64	2% (9)	5% (22)	— (2)	1% (7)	14% (61)	77% (345)	446
Age: 65+	2% (8)	5% (21)	— (1)	— (1)	10% (42)	83% (363)	436
Generation Z: 18-22	5% (8)	5% (8)	6% (9)	4% (6)	11% (18)	70% (116)	165
Millennial: Age 23-38	6% (40)	11% (70)	3% (23)	3% (18)	10% (66)	66% (428)	646
Generation X: Age 39-54	3% (14)	8% (41)	— (2)	1% (6)	15% (75)	73% (369)	507
Boomers: Age 55-73	2% (15)	5% (42)	— (3)	1% (8)	12% (93)	79% (617)	777
PID: Dem (no lean)	5% (37)	7% (58)	2% (16)	2% (17)	14% (110)	70% (557)	796
PID: Ind (no lean)	1% (9)	6% (40)	2% (14)	2% (14)	11% (76)	78% (546)	699
PID: Rep (no lean)	5% (33)	9% (65)	1% (8)	1% (7)	11% (76)	73% (518)	706
PID/Gender: Dem Men	8% (30)	11% (41)	1% (3)	3% (11)	17% (59)	60% (212)	356
PID/Gender: Dem Women	2% (7)	4% (17)	3% (13)	1% (6)	11% (51)	79% (345)	440
PID/Gender: Ind Men	1% (4)	9% (31)	2% (8)	2% (6)	11% (37)	74% (246)	333
PID/Gender: Ind Women	1% (5)	2% (9)	2% (6)	2% (8)	11% (39)	82% (300)	366
PID/Gender: Rep Men	7% (25)	12% (43)	1% (5)	2% (6)	14% (51)	65% (244)	374
PID/Gender: Rep Women	2% (8)	6% (21)	1% (2)	— (1)	8% (25)	83% (274)	332
Ideo: Liberal (1-3)	6% (36)	8% (49)	2% (12)	3% (17)	10% (61)	71% (430)	604
Ideo: Moderate (4)	4% (21)	9% (49)	3% (15)	1% (6)	15% (85)	69% (392)	568
Ideo: Conservative (5-7)	2% (16)	8% (57)	1% (4)	1% (11)	12% (93)	76% (567)	748
Educ: < College	3% (51)	6% (88)	2% (29)	2% (26)	11% (170)	76% (1147)	1512
Educ: Bachelors degree	3% (11)	11% (50)	1% (4)	2% (8)	14% (63)	69% (308)	444
Educ: Post-grad	7% (17)	10% (24)	2% (5)	1% (4)	12% (29)	68% (166)	244
Income: Under 50k	3% (36)	5% (65)	1% (16)	2% (21)	10% (129)	78% (957)	1225
Income: 50k-100k	5% (31)	8% (53)	3% (19)	2% (12)	16% (104)	67% (448)	666
Income: 100k+	4% (12)	14% (44)	1% (3)	2% (5)	9% (29)	70% (216)	310
Ethnicity: White	3% (45)	7% (120)	1% (17)	2% (32)	12% (204)	76% (1304)	1722

Continued on next page

**Table CMM13\_8:** Do you have a favorable or unfavorable opinion of each of the following basketball players?

Devon Dotson

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (79)	7% (162)	2% (38)	2% (38)	12% (262)	74% (1621)	2200
Ethnicity: Hispanic	5% (19)	6% (20)	4% (15)	4% (15)	17% (58)	64% (223)	349
Ethnicity: Afr. Am.	8% (22)	10% (29)	4% (12)	1% (4)	9% (26)	66% (182)	274
Ethnicity: Other	6% (12)	7% (14)	4% (9)	1% (2)	15% (31)	66% (135)	204
All Christian	5% (46)	9% (89)	1% (10)	2% (16)	14% (134)	70% (695)	991
All Non-Christian	4% (3)	7% (6)	3% (2)	2% (2)	16% (13)	69% (58)	84
Atheist	4% (5)	6% (7)	2% (2)	3% (3)	14% (16)	71% (81)	114
Agnostic/Nothing in particular	2% (25)	6% (60)	2% (23)	2% (17)	10% (99)	78% (788)	1011
Religious Non-Protestant/Catholic	3% (4)	6% (8)	7% (8)	2% (3)	12% (15)	70% (84)	121
Evangelical	5% (29)	9% (51)	2% (9)	1% (6)	11% (62)	73% (419)	576
Non-Evangelical	4% (33)	9% (71)	1% (5)	2% (18)	14% (110)	71% (568)	805
Community: Urban	7% (41)	10% (61)	1% (7)	1% (7)	16% (94)	64% (376)	586
Community: Suburban	2% (19)	6% (65)	2% (25)	2% (23)	10% (103)	77% (771)	1006
Community: Rural	3% (19)	6% (37)	1% (6)	1% (8)	11% (64)	78% (475)	608
Employ: Private Sector	4% (32)	12% (89)	1% (10)	2% (14)	14% (102)	66% (478)	725
Employ: Government	5% (6)	8% (9)	— (1)	2% (3)	16% (19)	68% (78)	116
Employ: Self-Employed	3% (5)	8% (13)	4% (6)	— (1)	16% (26)	69% (113)	164
Employ: Homemaker	— (0)	8% (13)	2% (4)	3% (5)	6% (11)	80% (141)	175
Employ: Retired	2% (9)	5% (24)	— (2)	1% (7)	10% (54)	81% (415)	511
Employ: Unemployed	5% (10)	2% (4)	1% (2)	2% (5)	7% (14)	84% (181)	217
Employ: Other	4% (8)	1% (2)	5% (10)	1% (3)	12% (24)	77% (156)	203
Military HH: Yes	3% (9)	7% (27)	1% (2)	1% (5)	11% (39)	78% (284)	366
Military HH: No	4% (70)	7% (136)	2% (36)	2% (33)	12% (223)	73% (1337)	1834
RD/WT: Right Direction	5% (45)	10% (87)	1% (11)	1% (11)	12% (104)	71% (631)	888
RD/WT: Wrong Track	3% (34)	6% (76)	2% (26)	2% (27)	12% (158)	75% (991)	1312
Trump Job Approve	5% (44)	10% (89)	1% (12)	2% (15)	12% (107)	71% (651)	918
Trump Job Disapprove	3% (34)	6% (73)	2% (20)	2% (23)	12% (140)	75% (869)	1159
Trump Job Strongly Approve	6% (29)	11% (56)	1% (5)	2% (8)	9% (47)	72% (369)	515
Trump Job Somewhat Approve	4% (16)	8% (33)	2% (7)	2% (6)	15% (60)	70% (282)	404
Trump Job Somewhat Disapprove	5% (13)	8% (21)	2% (5)	1% (3)	7% (18)	78% (211)	271
Trump Job Strongly Disapprove	2% (21)	6% (53)	2% (15)	2% (20)	14% (122)	74% (658)	888

Continued on next page

**Table CMM13\_8:** Do you have a favorable or unfavorable opinion of each of the following basketball players?

Devon Dotson

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (79)	7% (162)	2% (38)	2% (38)	12% (262)	74% (1621)	2200
Favorable of Trump	5% (47)	10% (86)	1% (11)	1% (10)	11% (100)	72% (648)	903
Unfavorable of Trump	3% (32)	6% (75)	2% (25)	2% (27)	12% (143)	75% (885)	1187
Very Favorable of Trump	6% (30)	9% (52)	2% (10)	2% (8)	11% (59)	71% (393)	553
Somewhat Favorable of Trump	5% (17)	10% (34)	— (1)	1% (2)	12% (41)	73% (255)	351
Somewhat Unfavorable of Trump	4% (11)	6% (15)	4% (9)	4% (10)	7% (17)	74% (180)	243
Very Unfavorable of Trump	2% (21)	6% (60)	2% (16)	2% (17)	13% (126)	75% (704)	944
#1 Issue: Economy	5% (30)	9% (49)	1% (6)	1% (4)	11% (63)	73% (415)	568
#1 Issue: Security	5% (18)	7% (25)	2% (6)	2% (8)	10% (38)	75% (291)	387
#1 Issue: Health Care	2% (11)	9% (37)	2% (9)	1% (4)	12% (53)	74% (321)	435
#1 Issue: Medicare / Social Security	3% (10)	5% (18)	1% (5)	1% (3)	13% (45)	77% (262)	342
#1 Issue: Women's Issues	2% (2)	5% (6)	3% (3)	2% (2)	10% (11)	77% (81)	105
#1 Issue: Education	4% (3)	10% (9)	3% (3)	3% (3)	18% (17)	64% (61)	96
#1 Issue: Energy	2% (3)	12% (16)	5% (6)	10% (12)	9% (12)	62% (81)	129
#1 Issue: Other	2% (3)	2% (2)	— (0)	1% (2)	16% (22)	79% (109)	138
2018 House Vote: Democrat	4% (30)	8% (63)	2% (14)	2% (17)	14% (104)	70% (543)	771
2018 House Vote: Republican	4% (27)	9% (60)	2% (16)	1% (8)	10% (69)	73% (480)	660
2018 House Vote: Someone else	1% (1)	3% (3)	— (0)	6% (5)	16% (13)	75% (63)	84
2016 Vote: Hillary Clinton	4% (28)	9% (61)	2% (15)	2% (12)	13% (91)	69% (470)	676
2016 Vote: Donald Trump	4% (30)	9% (63)	2% (11)	1% (8)	11% (75)	73% (517)	704
2016 Vote: Other	2% (4)	1% (2)	1% (1)	2% (2)	11% (17)	83% (123)	149
2016 Vote: Didn't Vote	3% (17)	6% (37)	2% (12)	2% (16)	11% (75)	76% (503)	659
Voted in 2014: Yes	4% (48)	9% (122)	1% (17)	1% (18)	13% (167)	71% (924)	1296
Voted in 2014: No	3% (31)	4% (41)	2% (21)	2% (20)	10% (95)	77% (697)	904
2012 Vote: Barack Obama	4% (37)	9% (74)	2% (18)	1% (8)	14% (115)	70% (592)	843
2012 Vote: Mitt Romney	4% (18)	9% (46)	1% (3)	1% (5)	10% (52)	75% (372)	496
2012 Vote: Other	— (0)	4% (4)	— (0)	2% (2)	11% (10)	82% (69)	85
2012 Vote: Didn't Vote	3% (23)	5% (39)	2% (17)	3% (23)	11% (86)	76% (582)	770

Continued on next page

**Table CMM13\_8:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Devon Dotson

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (79)	7% (162)	2% (38)	2% (38)	12% (262)	74% (1621)	2200
4-Region: Northeast	3% (12)	9% (33)	1% (3)	1% (6)	12% (48)	74% (293)	394
4-Region: Midwest	4% (20)	10% (45)	2% (10)	2% (10)	10% (44)	72% (334)	462
4-Region: South	4% (29)	6% (53)	2% (16)	2% (13)	13% (106)	74% (607)	824
4-Region: West	4% (19)	6% (31)	2% (9)	2% (10)	12% (63)	75% (388)	520
Sports fans	5% (78)	10% (160)	2% (36)	2% (30)	15% (230)	65% (1004)	1538
Avid sports fans	10% (52)	18% (98)	2% (13)	3% (14)	17% (91)	51% (273)	541
Casual sports fans	3% (27)	6% (62)	2% (23)	2% (16)	14% (139)	73% (731)	997
Non-sports fans	— (1)	— (3)	— (2)	1% (8)	5% (31)	93% (617)	662
Men's college basketball fans	8% (69)	16% (146)	4% (32)	2% (18)	19% (173)	51% (453)	892
Avid men's college basketball fans	15% (44)	25% (74)	4% (13)	3% (8)	18% (52)	36% (108)	299
Casual men's college basketball fans	4% (25)	12% (73)	3% (20)	2% (10)	20% (121)	58% (346)	594
Non-men's college basketball fans	1% (10)	1% (16)	— (6)	2% (20)	7% (88)	89% (1168)	1308
Sports fans who have a favorite CBB team	9% (53)	18% (103)	5% (27)	3% (16)	18% (102)	48% (280)	580
Sports fans who don't have a favorite CBB team	3% (25)	6% (57)	1% (8)	1% (14)	13% (129)	76% (725)	958

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

**Table CMM13\_9: Do you have a favorable or unfavorable opinion of each of the following basketball players?**  
Payton Pritchard

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (72)	7% (155)	2% (54)	1% (22)	13% (292)	73% (1606)	2200
Gender: Male	5% (58)	9% (98)	3% (37)	1% (9)	14% (152)	67% (707)	1062
Gender: Female	1% (14)	5% (56)	1% (17)	1% (13)	12% (139)	79% (898)	1138
Age: 18-29	6% (26)	7% (30)	6% (27)	2% (8)	11% (51)	68% (306)	449
Age: 30-44	4% (25)	11% (62)	3% (15)	2% (9)	15% (86)	65% (367)	563
Age: 45-54	1% (4)	9% (27)	2% (7)	1% (3)	14% (44)	72% (221)	305
Age: 55-64	2% (11)	4% (19)	— (1)	— (1)	14% (64)	78% (349)	446
Age: 65+	1% (6)	4% (17)	1% (3)	— (1)	11% (46)	83% (363)	436
Generation Z: 18-22	4% (6)	5% (9)	6% (9)	2% (3)	10% (17)	73% (121)	165
Millennial: Age 23-38	6% (40)	10% (63)	5% (30)	2% (14)	14% (88)	64% (412)	646
Generation X: Age 39-54	2% (9)	9% (47)	2% (10)	1% (3)	15% (76)	71% (361)	507
Boomers: Age 55-73	2% (16)	4% (33)	1% (5)	— (2)	13% (100)	80% (621)	777
PID: Dem (no lean)	3% (28)	8% (66)	3% (27)	1% (10)	16% (124)	68% (541)	796
PID: Ind (no lean)	2% (11)	5% (35)	2% (16)	1% (5)	12% (87)	78% (546)	699
PID: Rep (no lean)	5% (33)	8% (54)	2% (11)	1% (7)	11% (81)	74% (519)	706
PID/Gender: Dem Men	6% (22)	12% (44)	6% (20)	1% (4)	16% (57)	59% (208)	356
PID/Gender: Dem Women	1% (5)	5% (22)	2% (7)	1% (6)	15% (67)	76% (333)	440
PID/Gender: Ind Men	2% (6)	7% (24)	3% (10)	— (1)	13% (43)	74% (247)	333
PID/Gender: Ind Women	1% (5)	3% (11)	1% (5)	1% (3)	12% (44)	82% (299)	366
PID/Gender: Rep Men	8% (29)	8% (30)	2% (7)	1% (3)	14% (53)	67% (252)	374
PID/Gender: Rep Women	1% (4)	7% (24)	1% (5)	1% (4)	8% (28)	80% (267)	332
Ideo: Liberal (1-3)	6% (34)	8% (46)	4% (21)	1% (5)	14% (85)	68% (412)	604
Ideo: Moderate (4)	3% (16)	8% (48)	2% (14)	1% (8)	15% (85)	70% (397)	568
Ideo: Conservative (5-7)	3% (20)	7% (55)	1% (10)	1% (7)	13% (95)	75% (561)	748
Educ: < College	3% (41)	6% (92)	2% (35)	1% (12)	13% (201)	75% (1131)	1512
Educ: Bachelors degree	4% (19)	9% (39)	2% (11)	2% (7)	13% (59)	70% (309)	444
Educ: Post-grad	5% (12)	10% (24)	3% (8)	1% (3)	13% (32)	68% (165)	244
Income: Under 50k	2% (25)	5% (64)	2% (23)	1% (9)	13% (155)	77% (949)	1225
Income: 50k-100k	4% (29)	9% (63)	4% (24)	2% (11)	15% (103)	65% (435)	666
Income: 100k+	6% (18)	9% (28)	2% (7)	1% (2)	11% (34)	72% (222)	310
Ethnicity: White	3% (47)	6% (110)	2% (32)	1% (18)	12% (213)	76% (1302)	1722

Continued on next page



**Table CMM13\_9:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Payton Pritchard

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (72)	7% (155)	2% (54)	1% (22)	13% (292)	73% (1606)	2200
Ethnicity: Hispanic	5% (16)	9% (32)	5% (18)	2% (6)	20% (71)	59% (205)	349
Ethnicity: Afr. Am.	7% (18)	10% (28)	2% (7)	2% (4)	14% (39)	65% (178)	274
Ethnicity: Other	3% (7)	8% (16)	7% (15)	— (0)	20% (40)	61% (125)	204
All Christian	3% (35)	7% (71)	3% (31)	1% (13)	14% (137)	71% (704)	991
All Non-Christian	6% (5)	6% (5)	4% (4)	— (0)	16% (13)	68% (57)	84
Atheist	4% (5)	6% (7)	2% (2)	2% (2)	18% (21)	68% (77)	114
Agnostic/Nothing in particular	3% (28)	7% (72)	2% (16)	1% (8)	12% (120)	76% (767)	1011
Religious Non-Protestant/Catholic	4% (5)	5% (7)	8% (10)	1% (1)	12% (14)	70% (85)	121
Evangelical	6% (33)	7% (40)	2% (11)	— (2)	14% (82)	71% (408)	576
Non-Evangelical	3% (20)	8% (66)	2% (19)	1% (11)	14% (109)	72% (579)	805
Community: Urban	7% (39)	10% (56)	4% (23)	1% (6)	16% (93)	63% (369)	586
Community: Suburban	2% (21)	6% (55)	2% (22)	1% (15)	13% (127)	76% (765)	1006
Community: Rural	2% (12)	7% (43)	1% (8)	— (2)	12% (71)	78% (472)	608
Employ: Private Sector	6% (40)	11% (77)	4% (30)	1% (8)	13% (93)	66% (477)	725
Employ: Government	3% (3)	9% (10)	2% (2)	2% (2)	15% (18)	69% (80)	116
Employ: Self-Employed	3% (5)	14% (22)	1% (2)	1% (2)	17% (28)	64% (105)	164
Employ: Homemaker	1% (1)	5% (8)	3% (6)	3% (4)	9% (16)	80% (139)	175
Employ: Retired	1% (7)	4% (19)	1% (3)	— (1)	11% (57)	83% (423)	511
Employ: Unemployed	2% (5)	2% (4)	2% (4)	1% (3)	10% (21)	83% (180)	217
Employ: Other	3% (5)	6% (11)	3% (6)	— (0)	19% (39)	69% (141)	203
Military HH: Yes	3% (13)	7% (25)	1% (3)	1% (2)	11% (40)	77% (282)	366
Military HH: No	3% (60)	7% (129)	3% (51)	1% (20)	14% (251)	72% (1323)	1834
RD/WT: Right Direction	5% (43)	8% (72)	2% (19)	1% (11)	13% (113)	71% (630)	888
RD/WT: Wrong Track	2% (29)	6% (83)	3% (35)	1% (11)	14% (179)	74% (975)	1312
Trump Job Approve	5% (43)	9% (79)	2% (18)	1% (10)	13% (121)	70% (647)	918
Trump Job Disapprove	2% (28)	7% (76)	3% (30)	1% (12)	13% (156)	74% (857)	1159
Trump Job Strongly Approve	6% (33)	8% (42)	2% (10)	1% (7)	11% (55)	72% (368)	515
Trump Job Somewhat Approve	3% (11)	9% (37)	2% (8)	1% (3)	16% (66)	69% (279)	404
Trump Job Somewhat Disapprove	4% (11)	7% (20)	2% (7)	— (1)	10% (28)	75% (203)	271
Trump Job Strongly Disapprove	2% (17)	6% (56)	3% (23)	1% (11)	14% (128)	74% (654)	888

Continued on next page

**Table CMM13\_9:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Payton Pritchard

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (72)	7% (155)	2% (54)	1% (22)	13% (292)	73% (1606)	2200
Favorable of Trump	5% (46)	8% (76)	2% (16)	1% (9)	13% (116)	71% (640)	903
Unfavorable of Trump	2% (26)	7% (79)	3% (37)	1% (13)	13% (158)	74% (874)	1187
Very Favorable of Trump	7% (36)	8% (44)	2% (12)	1% (7)	11% (61)	71% (392)	553
Somewhat Favorable of Trump	3% (9)	9% (32)	1% (5)	— (1)	16% (55)	71% (248)	351
Somewhat Unfavorable of Trump	3% (7)	6% (15)	8% (18)	1% (1)	9% (23)	74% (179)	243
Very Unfavorable of Trump	2% (20)	7% (63)	2% (18)	1% (12)	14% (135)	74% (695)	944
#1 Issue: Economy	4% (25)	9% (53)	3% (14)	1% (4)	12% (68)	71% (402)	568
#1 Issue: Security	3% (13)	6% (25)	1% (3)	2% (8)	9% (34)	78% (303)	387
#1 Issue: Health Care	3% (12)	7% (32)	3% (13)	— (0)	16% (72)	71% (307)	435
#1 Issue: Medicare / Social Security	2% (6)	4% (15)	1% (3)	1% (2)	15% (51)	77% (265)	342
#1 Issue: Women's Issues	2% (2)	3% (4)	3% (4)	2% (3)	11% (11)	78% (82)	105
#1 Issue: Education	1% (1)	9% (9)	6% (6)	1% (1)	19% (18)	64% (61)	96
#1 Issue: Energy	8% (10)	9% (12)	8% (10)	3% (4)	11% (15)	60% (78)	129
#1 Issue: Other	2% (3)	4% (6)	— (0)	— (0)	16% (22)	78% (108)	138
2018 House Vote: Democrat	4% (28)	8% (62)	3% (24)	2% (12)	14% (109)	70% (536)	771
2018 House Vote: Republican	4% (25)	8% (52)	3% (17)	1% (5)	13% (84)	72% (477)	660
2018 House Vote: Someone else	4% (3)	2% (2)	— (0)	— (0)	16% (14)	78% (66)	84
2016 Vote: Hillary Clinton	4% (30)	9% (60)	2% (13)	1% (8)	15% (99)	69% (466)	676
2016 Vote: Donald Trump	3% (24)	8% (56)	2% (12)	1% (8)	12% (84)	74% (520)	704
2016 Vote: Other	2% (2)	3% (4)	— (0)	— (0)	16% (24)	79% (118)	149
2016 Vote: Didn't Vote	2% (16)	5% (31)	4% (28)	1% (7)	12% (81)	75% (496)	659
Voted in 2014: Yes	4% (50)	9% (110)	1% (19)	1% (15)	14% (181)	71% (921)	1296
Voted in 2014: No	2% (22)	5% (45)	4% (34)	1% (7)	12% (111)	76% (685)	904
2012 Vote: Barack Obama	4% (36)	9% (76)	2% (16)	1% (6)	14% (120)	70% (588)	843
2012 Vote: Mitt Romney	3% (15)	8% (39)	1% (6)	1% (6)	12% (58)	75% (372)	496
2012 Vote: Other	1% (1)	1% (1)	— (0)	1% (1)	13% (11)	85% (72)	85
2012 Vote: Didn't Vote	3% (20)	5% (38)	4% (31)	1% (9)	13% (100)	74% (571)	770

Continued on next page

**Table CMM13\_9:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Payton Pritchard

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (72)	7% (155)	2% (54)	1% (22)	13% (292)	73% (1606)	2200
4-Region: Northeast	4% (14)	7% (27)	2% (9)	— (2)	13% (53)	73% (289)	394
4-Region: Midwest	4% (20)	5% (22)	4% (17)	2% (10)	11% (52)	74% (341)	462
4-Region: South	3% (25)	8% (65)	1% (8)	1% (5)	15% (123)	73% (598)	824
4-Region: West	2% (13)	8% (41)	4% (19)	1% (6)	12% (64)	73% (378)	520
Sports fans	5% (72)	10% (146)	3% (50)	1% (19)	16% (247)	65% (1003)	1538
Avid sports fans	10% (55)	15% (80)	5% (25)	1% (4)	18% (95)	52% (282)	541
Casual sports fans	2% (17)	7% (66)	3% (25)	2% (15)	15% (152)	72% (722)	997
Non-sports fans	— (0)	1% (8)	1% (3)	— (3)	7% (45)	91% (602)	662
Men's college basketball fans	7% (61)	14% (127)	5% (42)	2% (14)	20% (182)	52% (467)	892
Avid men's college basketball fans	12% (36)	21% (63)	8% (24)	2% (7)	16% (49)	40% (119)	299
Casual men's college basketball fans	4% (24)	11% (64)	3% (17)	1% (7)	23% (134)	58% (347)	594
Non-men's college basketball fans	1% (12)	2% (28)	1% (12)	1% (9)	8% (109)	87% (1139)	1308
Sports fans who have a favorite CBB team	9% (50)	15% (89)	7% (41)	1% (6)	20% (115)	48% (281)	580
Sports fans who don't have a favorite CBB team	2% (22)	6% (57)	1% (10)	1% (14)	14% (132)	75% (723)	958

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

**Table CMM13\_10:** Do you have a favorable or unfavorable opinion of each of the following basketball players?

Isaiah Stewart

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (74)	8% (186)	2% (37)	1% (31)	13% (277)	72% (1594)	2200
Gender: Male	5% (55)	12% (126)	3% (27)	1% (12)	13% (138)	66% (705)	1062
Gender: Female	2% (20)	5% (61)	1% (10)	2% (19)	12% (139)	78% (889)	1138
Age: 18-29	6% (28)	10% (43)	3% (15)	4% (19)	9% (43)	67% (301)	449
Age: 30-44	4% (23)	15% (86)	2% (13)	1% (5)	14% (76)	64% (360)	563
Age: 45-54	2% (8)	6% (18)	2% (5)	1% (3)	13% (40)	76% (231)	305
Age: 55-64	2% (11)	5% (23)	1% (3)	1% (3)	15% (66)	76% (341)	446
Age: 65+	1% (5)	4% (17)	— (2)	— (1)	12% (51)	83% (362)	436
Generation Z: 18-22	9% (15)	5% (9)	5% (9)	3% (5)	9% (15)	68% (112)	165
Millennial: Age 23-38	4% (29)	15% (96)	2% (14)	3% (18)	11% (69)	65% (420)	646
Generation X: Age 39-54	3% (14)	8% (42)	2% (11)	1% (4)	15% (76)	71% (360)	507
Boomers: Age 55-73	2% (15)	5% (36)	1% (4)	— (4)	14% (105)	79% (614)	777
PID: Dem (no lean)	4% (33)	11% (89)	2% (15)	1% (7)	14% (108)	68% (544)	796
PID: Ind (no lean)	2% (11)	6% (39)	2% (13)	1% (8)	12% (83)	78% (545)	699
PID: Rep (no lean)	4% (31)	8% (58)	1% (9)	2% (16)	12% (86)	72% (505)	706
PID/Gender: Dem Men	6% (21)	17% (60)	3% (12)	— (2)	12% (44)	61% (216)	356
PID/Gender: Dem Women	3% (12)	6% (28)	1% (2)	1% (6)	15% (64)	74% (328)	440
PID/Gender: Ind Men	2% (7)	8% (26)	3% (9)	1% (3)	13% (44)	73% (244)	333
PID/Gender: Ind Women	1% (4)	4% (13)	1% (4)	1% (5)	10% (38)	82% (301)	366
PID/Gender: Rep Men	7% (27)	10% (39)	2% (6)	2% (8)	13% (50)	65% (245)	374
PID/Gender: Rep Women	1% (3)	6% (19)	1% (3)	3% (8)	11% (36)	79% (261)	332
Ideo: Liberal (1-3)	6% (36)	10% (61)	2% (10)	2% (12)	14% (83)	66% (401)	604
Ideo: Moderate (4)	3% (16)	11% (62)	3% (16)	1% (6)	14% (78)	69% (390)	568
Ideo: Conservative (5-7)	2% (17)	8% (58)	1% (7)	1% (9)	12% (91)	76% (565)	748
Educ: < College	3% (46)	7% (110)	1% (20)	2% (25)	13% (192)	74% (1120)	1512
Educ: Bachelors degree	3% (14)	12% (52)	2% (10)	1% (3)	13% (56)	69% (308)	444
Educ: Post-grad	6% (15)	10% (24)	3% (7)	1% (3)	12% (29)	68% (167)	244
Income: Under 50k	3% (34)	6% (71)	1% (16)	1% (15)	12% (144)	77% (946)	1225
Income: 50k-100k	4% (26)	12% (79)	2% (10)	2% (15)	15% (97)	66% (438)	666
Income: 100k+	5% (14)	12% (37)	3% (11)	— (1)	12% (36)	68% (210)	310
Ethnicity: White	3% (48)	8% (133)	1% (24)	1% (21)	12% (212)	75% (1284)	1722

Continued on next page

**Table CMM13\_10:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Isaiah Stewart

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (74)	8% (186)	2% (37)	1% (31)	13% (277)	72% (1594)	2200
Ethnicity: Hispanic	7% (24)	10% (36)	3% (10)	2% (5)	17% (61)	61% (213)	349
Ethnicity: Afr. Am.	7% (19)	13% (34)	2% (5)	3% (9)	11% (31)	64% (177)	274
Ethnicity: Other	4% (7)	9% (19)	4% (9)	— (1)	17% (34)	66% (134)	204
All Christian	3% (32)	10% (98)	2% (20)	1% (14)	13% (130)	70% (697)	991
All Non-Christian	3% (3)	8% (7)	2% (1)	2% (2)	16% (14)	68% (57)	84
Atheist	4% (5)	10% (12)	1% (1)	1% (1)	13% (15)	71% (81)	114
Agnostic/Nothing in particular	3% (35)	7% (70)	1% (14)	1% (14)	12% (118)	75% (760)	1011
Religious Non-Protestant/Catholic	2% (3)	8% (10)	6% (7)	3% (3)	13% (15)	69% (83)	121
Evangelical	5% (29)	9% (53)	1% (6)	2% (14)	13% (75)	69% (398)	576
Non-Evangelical	3% (21)	10% (81)	2% (13)	1% (6)	13% (108)	72% (576)	805
Community: Urban	7% (39)	11% (65)	2% (13)	2% (10)	15% (90)	63% (368)	586
Community: Suburban	2% (18)	8% (77)	2% (19)	2% (16)	11% (112)	76% (764)	1006
Community: Rural	3% (17)	7% (44)	1% (5)	1% (5)	12% (75)	76% (462)	608
Employ: Private Sector	4% (33)	13% (97)	2% (15)	1% (7)	14% (100)	65% (473)	725
Employ: Government	4% (5)	11% (12)	3% (3)	2% (2)	9% (10)	72% (83)	116
Employ: Self-Employed	5% (8)	11% (19)	1% (2)	1% (2)	16% (26)	66% (108)	164
Employ: Homemaker	1% (2)	7% (12)	1% (2)	2% (4)	10% (18)	78% (137)	175
Employ: Retired	1% (6)	4% (23)	1% (3)	— (1)	13% (65)	81% (413)	511
Employ: Unemployed	4% (9)	2% (4)	1% (3)	2% (4)	9% (20)	81% (176)	217
Employ: Other	4% (8)	5% (10)	3% (6)	2% (4)	12% (23)	75% (152)	203
Military HH: Yes	3% (12)	10% (37)	1% (4)	1% (4)	10% (37)	75% (273)	366
Military HH: No	3% (63)	8% (150)	2% (33)	2% (28)	13% (240)	72% (1321)	1834
RD/WT: Right Direction	4% (34)	10% (85)	2% (15)	2% (21)	13% (115)	70% (618)	888
RD/WT: Wrong Track	3% (41)	8% (102)	2% (22)	1% (10)	12% (162)	74% (976)	1312
Trump Job Approve	3% (31)	9% (86)	2% (19)	2% (22)	13% (118)	70% (642)	918
Trump Job Disapprove	3% (40)	9% (100)	1% (13)	1% (8)	12% (145)	74% (853)	1159
Trump Job Strongly Approve	5% (26)	9% (48)	2% (10)	3% (16)	10% (50)	71% (365)	515
Trump Job Somewhat Approve	1% (5)	10% (39)	2% (9)	1% (6)	17% (68)	69% (277)	404
Trump Job Somewhat Disapprove	5% (13)	10% (28)	2% (5)	— (0)	7% (19)	76% (206)	271
Trump Job Strongly Disapprove	3% (28)	8% (72)	1% (8)	1% (8)	14% (125)	73% (648)	888

Continued on next page

**Table CMM13\_10:** Do you have a favorable or unfavorable opinion of each of the following basketball players?

Isaiah Stewart

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (74)	8% (186)	2% (37)	1% (31)	13% (277)	72% (1594)	2200
Favorable of Trump	4% (34)	9% (85)	2% (15)	2% (16)	13% (113)	71% (640)	903
Unfavorable of Trump	3% (38)	9% (102)	2% (20)	1% (15)	12% (148)	73% (864)	1187
Very Favorable of Trump	5% (30)	10% (54)	2% (10)	2% (13)	10% (55)	71% (392)	553
Somewhat Favorable of Trump	1% (4)	9% (31)	2% (5)	1% (4)	17% (59)	71% (248)	351
Somewhat Unfavorable of Trump	3% (7)	11% (27)	4% (10)	2% (4)	8% (18)	73% (177)	243
Very Unfavorable of Trump	3% (31)	8% (75)	1% (11)	1% (11)	14% (129)	73% (687)	944
#1 Issue: Economy	4% (21)	9% (53)	2% (9)	1% (6)	13% (76)	71% (402)	568
#1 Issue: Security	3% (11)	9% (33)	1% (3)	3% (11)	10% (39)	75% (289)	387
#1 Issue: Health Care	3% (14)	8% (34)	2% (9)	1% (4)	14% (63)	72% (312)	435
#1 Issue: Medicare / Social Security	3% (9)	6% (19)	1% (2)	1% (2)	12% (40)	79% (270)	342
#1 Issue: Women's Issues	2% (2)	5% (5)	2% (2)	4% (4)	12% (13)	75% (79)	105
#1 Issue: Education	2% (2)	11% (11)	6% (5)	1% (1)	15% (15)	65% (62)	96
#1 Issue: Energy	3% (4)	21% (27)	5% (6)	3% (3)	11% (15)	57% (74)	129
#1 Issue: Other	7% (10)	3% (4)	— (0)	— (0)	13% (18)	77% (106)	138
2018 House Vote: Democrat	4% (34)	11% (87)	2% (13)	1% (8)	13% (102)	68% (526)	771
2018 House Vote: Republican	4% (24)	9% (57)	2% (15)	2% (13)	12% (82)	71% (469)	660
2018 House Vote: Someone else	3% (2)	6% (5)	— (0)	— (0)	13% (11)	79% (66)	84
2016 Vote: Hillary Clinton	5% (31)	12% (81)	2% (13)	1% (7)	12% (83)	68% (461)	676
2016 Vote: Donald Trump	3% (22)	9% (61)	2% (11)	2% (11)	12% (84)	73% (515)	704
2016 Vote: Other	1% (1)	4% (6)	1% (1)	— (0)	15% (23)	79% (118)	149
2016 Vote: Didn't Vote	3% (17)	6% (38)	2% (13)	2% (12)	13% (84)	75% (494)	659
Voted in 2014: Yes	3% (43)	11% (137)	1% (19)	1% (17)	13% (168)	70% (913)	1296
Voted in 2014: No	4% (32)	5% (49)	2% (18)	2% (14)	12% (109)	75% (681)	904
2012 Vote: Barack Obama	4% (35)	10% (87)	2% (14)	1% (8)	14% (114)	69% (584)	843
2012 Vote: Mitt Romney	3% (14)	10% (50)	1% (5)	1% (7)	11% (56)	74% (365)	496
2012 Vote: Other	— (0)	3% (3)	1% (1)	1% (1)	13% (11)	81% (69)	85
2012 Vote: Didn't Vote	3% (25)	6% (46)	2% (18)	2% (15)	12% (93)	74% (573)	770

Continued on next page

**Table CMM13\_10:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Isaiah Stewart

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (74)	8% (186)	2% (37)	1% (31)	13% (277)	72% (1594)	2200
4-Region: Northeast	4% (15)	7% (27)	2% (8)	1% (2)	13% (49)	74% (292)	394
4-Region: Midwest	3% (16)	8% (37)	3% (13)	2% (9)	12% (54)	72% (334)	462
4-Region: South	4% (32)	9% (71)	1% (7)	1% (10)	14% (117)	71% (587)	824
4-Region: West	2% (12)	10% (51)	2% (9)	2% (9)	11% (57)	73% (381)	520
Sports fans	5% (74)	12% (178)	2% (37)	2% (27)	15% (232)	64% (991)	1538
Avid sports fans	8% (45)	20% (107)	4% (21)	1% (6)	17% (93)	50% (269)	541
Casual sports fans	3% (29)	7% (71)	2% (16)	2% (21)	14% (139)	72% (722)	997
Non-sports fans	— (0)	1% (8)	— (0)	1% (5)	7% (45)	91% (603)	662
Men's college basketball fans	7% (59)	19% (167)	4% (33)	2% (16)	18% (160)	51% (458)	892
Avid men's college basketball fans	10% (31)	24% (73)	5% (15)	4% (11)	17% (51)	39% (117)	299
Casual men's college basketball fans	5% (28)	16% (94)	3% (17)	1% (5)	18% (109)	57% (341)	594
Non-men's college basketball fans	1% (15)	1% (19)	— (4)	1% (15)	9% (117)	87% (1136)	1308
Sports fans who have a favorite CBB team	9% (50)	19% (109)	4% (26)	2% (12)	20% (115)	46% (269)	580
Sports fans who don't have a favorite CBB team	3% (25)	7% (69)	1% (11)	2% (15)	12% (117)	75% (721)	958

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

**Table CMM13\_11: Do you have a favorable or unfavorable opinion of each of the following basketball players?**

Malachi Flynn

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (58)	7% (148)	2% (43)	2% (33)	12% (265)	75% (1653)	2200
Gender: Male	5% (51)	8% (87)	3% (33)	2% (19)	13% (133)	70% (739)	1062
Gender: Female	1% (6)	5% (61)	1% (11)	1% (15)	12% (132)	80% (914)	1138
Age: 18-29	6% (27)	7% (31)	4% (20)	2% (11)	11% (51)	69% (310)	449
Age: 30-44	3% (17)	9% (53)	2% (13)	3% (15)	16% (88)	67% (378)	563
Age: 45-54	1% (3)	9% (26)	2% (6)	1% (2)	13% (38)	75% (229)	305
Age: 55-64	1% (6)	5% (24)	1% (3)	1% (5)	12% (54)	80% (355)	446
Age: 65+	1% (4)	3% (15)	— (2)	— (1)	8% (35)	87% (380)	436
Generation Z: 18-22	7% (11)	11% (18)	4% (6)	1% (1)	10% (16)	68% (112)	165
Millennial: Age 23-38	4% (28)	8% (50)	4% (23)	4% (23)	13% (87)	67% (436)	646
Generation X: Age 39-54	2% (8)	8% (42)	2% (10)	1% (4)	15% (74)	73% (370)	507
Boomers: Age 55-73	1% (10)	5% (36)	1% (4)	1% (5)	10% (81)	82% (640)	777
PID: Dem (no lean)	3% (24)	8% (65)	2% (19)	1% (11)	14% (108)	71% (569)	796
PID: Ind (no lean)	1% (5)	6% (39)	2% (12)	1% (9)	12% (84)	79% (550)	699
PID: Rep (no lean)	4% (29)	6% (45)	2% (12)	2% (13)	10% (73)	76% (534)	706
PID/Gender: Dem Men	6% (22)	11% (38)	5% (16)	2% (8)	13% (45)	64% (227)	356
PID/Gender: Dem Women	— (2)	6% (26)	1% (3)	1% (3)	14% (64)	78% (342)	440
PID/Gender: Ind Men	1% (3)	7% (23)	3% (9)	1% (4)	12% (41)	76% (252)	333
PID/Gender: Ind Women	— (2)	4% (16)	1% (3)	1% (5)	12% (43)	81% (298)	366
PID/Gender: Rep Men	7% (26)	7% (26)	2% (7)	2% (7)	13% (48)	70% (260)	374
PID/Gender: Rep Women	1% (2)	6% (19)	2% (5)	2% (6)	7% (25)	83% (274)	332
Ideo: Liberal (1-3)	4% (23)	9% (57)	3% (18)	2% (12)	12% (70)	70% (424)	604
Ideo: Moderate (4)	3% (17)	7% (38)	3% (17)	1% (5)	15% (84)	72% (406)	568
Ideo: Conservative (5-7)	2% (12)	6% (47)	1% (5)	2% (13)	11% (83)	79% (588)	748
Educ: < College	2% (31)	6% (88)	2% (28)	2% (25)	12% (184)	76% (1156)	1512
Educ: Bachelors degree	2% (9)	9% (42)	3% (12)	1% (5)	11% (51)	73% (325)	444
Educ: Post-grad	7% (18)	7% (18)	1% (3)	1% (3)	12% (30)	70% (171)	244
Income: Under 50k	2% (23)	4% (54)	1% (14)	1% (16)	12% (151)	79% (966)	1225
Income: 50k-100k	3% (22)	8% (56)	4% (24)	2% (12)	13% (88)	70% (463)	666
Income: 100k+	4% (13)	12% (38)	2% (5)	2% (5)	8% (25)	72% (224)	310
Ethnicity: White	2% (36)	6% (105)	2% (31)	1% (23)	11% (194)	77% (1333)	1722

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**Table CMM13\_11:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Malachi Flynn

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (58)	7% (148)	2% (43)	2% (33)	12% (265)	75% (1653)	2200
Ethnicity: Hispanic	6% (21)	6% (20)	5% (17)	1% (4)	20% (69)	63% (219)	349
Ethnicity: Afr. Am.	4% (12)	11% (29)	2% (4)	3% (9)	11% (30)	69% (190)	274
Ethnicity: Other	5% (10)	7% (14)	4% (8)	— (1)	20% (41)	63% (129)	204
All Christian	3% (35)	7% (71)	3% (26)	2% (15)	12% (121)	73% (724)	991
All Non-Christian	5% (4)	8% (7)	1% (1)	— (0)	17% (14)	69% (58)	84
Atheist	4% (5)	8% (9)	5% (6)	1% (1)	12% (13)	71% (81)	114
Agnostic/Nothing in particular	1% (14)	6% (62)	1% (11)	2% (17)	12% (117)	78% (791)	1011
Religious Non-Protestant/Catholic	4% (4)	6% (8)	6% (7)	1% (1)	14% (17)	70% (84)	121
Evangelical	4% (22)	8% (44)	2% (10)	2% (9)	11% (62)	74% (428)	576
Non-Evangelical	2% (18)	8% (61)	2% (16)	1% (12)	13% (107)	73% (591)	805
Community: Urban	6% (37)	9% (50)	2% (9)	2% (14)	15% (88)	66% (387)	586
Community: Suburban	2% (15)	6% (59)	2% (24)	1% (14)	11% (115)	77% (779)	1006
Community: Rural	1% (5)	6% (39)	2% (10)	1% (5)	10% (62)	80% (486)	608
Employ: Private Sector	4% (32)	9% (67)	3% (23)	2% (12)	13% (94)	69% (499)	725
Employ: Government	3% (4)	8% (9)	1% (2)	— (0)	13% (15)	74% (86)	116
Employ: Self-Employed	4% (7)	8% (14)	3% (5)	2% (3)	16% (26)	66% (108)	164
Employ: Homemaker	— (0)	6% (11)	2% (4)	2% (4)	13% (24)	76% (133)	175
Employ: Retired	1% (3)	4% (21)	1% (3)	1% (3)	9% (46)	85% (436)	511
Employ: Unemployed	3% (7)	1% (3)	1% (2)	2% (5)	6% (13)	86% (187)	217
Employ: Other	— (0)	8% (17)	3% (6)	2% (5)	14% (29)	73% (148)	203
Military HH: Yes	1% (5)	5% (17)	1% (3)	1% (2)	10% (37)	82% (301)	366
Military HH: No	3% (52)	7% (132)	2% (40)	2% (31)	12% (227)	74% (1352)	1834
RD/WT: Right Direction	4% (31)	7% (62)	2% (19)	2% (20)	12% (109)	73% (647)	888
RD/WT: Wrong Track	2% (26)	7% (87)	2% (25)	1% (13)	12% (156)	77% (1006)	1312
Trump Job Approve	4% (32)	7% (63)	2% (20)	3% (23)	12% (110)	73% (671)	918
Trump Job Disapprove	2% (25)	7% (86)	2% (18)	1% (9)	12% (139)	76% (882)	1159
Trump Job Strongly Approve	5% (24)	7% (37)	2% (10)	2% (12)	9% (46)	75% (387)	515
Trump Job Somewhat Approve	2% (8)	6% (26)	2% (10)	3% (12)	16% (64)	70% (284)	404
Trump Job Somewhat Disapprove	2% (5)	9% (25)	1% (3)	1% (2)	10% (28)	76% (207)	271
Trump Job Strongly Disapprove	2% (20)	7% (61)	2% (15)	1% (7)	12% (111)	76% (675)	888

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**Table CMM13\_11:** Do you have a favorable or unfavorable opinion of each of the following basketball players?

Malachi Flynn

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (58)	7% (148)	2% (43)	2% (33)	12% (265)	75% (1653)	2200
Favorable of Trump	4% (34)	7% (63)	2% (16)	2% (22)	11% (103)	74% (665)	903
Unfavorable of Trump	2% (23)	7% (81)	2% (27)	1% (12)	12% (145)	76% (898)	1187
Very Favorable of Trump	5% (26)	7% (38)	2% (12)	3% (18)	9% (49)	74% (409)	553
Somewhat Favorable of Trump	2% (8)	7% (25)	1% (5)	1% (4)	15% (54)	73% (256)	351
Somewhat Unfavorable of Trump	1% (3)	7% (18)	6% (14)	1% (3)	10% (24)	74% (181)	243
Very Unfavorable of Trump	2% (20)	7% (63)	1% (13)	1% (9)	13% (121)	76% (718)	944
#1 Issue: Economy	4% (24)	6% (37)	1% (7)	2% (11)	14% (77)	73% (412)	568
#1 Issue: Security	3% (11)	5% (20)	2% (8)	4% (14)	8% (30)	78% (303)	387
#1 Issue: Health Care	1% (5)	10% (43)	2% (10)	1% (4)	12% (52)	74% (321)	435
#1 Issue: Medicare / Social Security	1% (4)	3% (11)	— (2)	1% (2)	13% (44)	82% (280)	342
#1 Issue: Women's Issues	— (0)	5% (5)	5% (5)	— (0)	13% (14)	77% (81)	105
#1 Issue: Education	4% (3)	8% (7)	1% (1)	1% (1)	10% (10)	76% (73)	96
#1 Issue: Energy	3% (4)	15% (19)	8% (10)	1% (1)	12% (16)	61% (79)	129
#1 Issue: Other	5% (7)	4% (6)	— (0)	— (0)	16% (22)	75% (104)	138
2018 House Vote: Democrat	2% (19)	10% (74)	2% (16)	2% (12)	12% (91)	73% (560)	771
2018 House Vote: Republican	3% (21)	7% (47)	2% (15)	2% (12)	10% (66)	76% (499)	660
2018 House Vote: Someone else	1% (1)	2% (2)	— (0)	1% (1)	21% (17)	76% (64)	84
2016 Vote: Hillary Clinton	3% (20)	9% (60)	2% (12)	1% (7)	12% (84)	73% (493)	676
2016 Vote: Donald Trump	3% (21)	7% (47)	2% (13)	2% (17)	11% (74)	76% (532)	704
2016 Vote: Other	— (1)	3% (5)	— (0)	— (0)	15% (22)	82% (121)	149
2016 Vote: Didn't Vote	2% (13)	5% (36)	3% (18)	1% (10)	13% (84)	76% (498)	659
Voted in 2014: Yes	2% (32)	8% (107)	2% (22)	2% (21)	12% (155)	74% (958)	1296
Voted in 2014: No	3% (25)	5% (41)	2% (21)	1% (12)	12% (109)	77% (695)	904
2012 Vote: Barack Obama	3% (21)	8% (67)	2% (16)	2% (16)	12% (98)	74% (626)	843
2012 Vote: Mitt Romney	3% (16)	8% (39)	1% (5)	1% (5)	11% (54)	76% (378)	496
2012 Vote: Other	— (0)	4% (3)	— (0)	1% (1)	13% (11)	82% (69)	85
2012 Vote: Didn't Vote	3% (20)	5% (40)	3% (23)	2% (12)	13% (102)	75% (574)	770

Continued on next page

**Table CMM13\_11:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Malachi Flynn

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (58)	7% (148)	2% (43)	2% (33)	12% (265)	75% (1653)	2200
4-Region: Northeast	3% (11)	9% (34)	1% (4)	— (1)	10% (41)	77% (303)	394
4-Region: Midwest	4% (17)	8% (36)	2% (9)	1% (5)	11% (53)	74% (343)	462
4-Region: South	2% (18)	6% (51)	1% (12)	1% (12)	14% (116)	75% (617)	824
4-Region: West	2% (12)	5% (28)	4% (19)	3% (16)	11% (56)	75% (389)	520
Sports fans	4% (58)	9% (141)	3% (43)	2% (30)	15% (231)	67% (1036)	1538
Avid sports fans	9% (47)	14% (73)	4% (24)	2% (12)	16% (88)	55% (296)	541
Casual sports fans	1% (11)	7% (67)	2% (19)	2% (18)	14% (143)	74% (740)	997
Non-sports fans	— (0)	1% (8)	— (0)	— (3)	5% (33)	93% (617)	662
Men's college basketball fans	6% (52)	14% (126)	4% (40)	2% (18)	20% (174)	54% (483)	892
Avid men's college basketball fans	11% (32)	21% (63)	5% (16)	5% (13)	16% (49)	42% (126)	299
Casual men's college basketball fans	3% (20)	11% (63)	4% (24)	1% (4)	21% (125)	60% (357)	594
Non-men's college basketball fans	— (6)	2% (22)	— (3)	1% (16)	7% (90)	89% (1170)	1308
Sports fans who have a favorite CBB team	7% (39)	16% (91)	5% (28)	2% (12)	20% (115)	51% (295)	580
Sports fans who don't have a favorite CBB team	2% (18)	5% (50)	1% (14)	2% (18)	12% (117)	77% (741)	958

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

**Table CMM13\_12: Do you have a favorable or unfavorable opinion of each of the following basketball players?**

James Wiseman

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (69)	8% (169)	2% (45)	2% (35)	13% (281)	73% (1601)	2200
Gender: Male	5% (55)	11% (115)	3% (29)	2% (17)	14% (153)	65% (693)	1062
Gender: Female	1% (14)	5% (54)	1% (16)	2% (18)	11% (128)	80% (908)	1138
Age: 18-29	5% (21)	10% (43)	4% (18)	3% (15)	11% (48)	68% (304)	449
Age: 30-44	5% (29)	11% (62)	3% (17)	2% (11)	13% (75)	66% (370)	563
Age: 45-54	2% (5)	8% (24)	2% (5)	1% (4)	15% (45)	73% (221)	305
Age: 55-64	2% (7)	5% (23)	— (2)	1% (5)	15% (66)	77% (343)	446
Age: 65+	2% (7)	4% (16)	1% (3)	— (1)	11% (46)	83% (363)	436
Generation Z: 18-22	4% (6)	10% (16)	6% (10)	3% (5)	7% (11)	70% (115)	165
Millennial: Age 23-38	5% (32)	11% (70)	3% (23)	3% (18)	13% (82)	65% (421)	646
Generation X: Age 39-54	3% (16)	9% (43)	2% (8)	1% (6)	15% (75)	71% (359)	507
Boomers: Age 55-73	2% (12)	5% (37)	1% (5)	1% (5)	13% (105)	79% (614)	777
PID: Dem (no lean)	4% (31)	9% (75)	2% (16)	2% (16)	14% (109)	69% (549)	796
PID: Ind (no lean)	2% (11)	5% (36)	2% (13)	1% (7)	12% (86)	78% (547)	699
PID: Rep (no lean)	4% (27)	8% (58)	2% (16)	2% (12)	12% (86)	72% (506)	706
PID/Gender: Dem Men	7% (25)	14% (51)	3% (10)	2% (6)	14% (51)	60% (212)	356
PID/Gender: Dem Women	1% (5)	5% (24)	1% (6)	2% (10)	13% (57)	77% (337)	440
PID/Gender: Ind Men	2% (7)	8% (26)	2% (8)	1% (2)	14% (46)	73% (242)	333
PID/Gender: Ind Women	1% (4)	3% (10)	1% (4)	1% (4)	11% (40)	83% (304)	366
PID/Gender: Rep Men	6% (22)	10% (38)	3% (10)	2% (8)	15% (56)	64% (239)	374
PID/Gender: Rep Women	1% (5)	6% (20)	2% (6)	1% (4)	9% (30)	80% (266)	332
Ideo: Liberal (1-3)	5% (30)	10% (60)	3% (18)	2% (9)	13% (76)	68% (411)	604
Ideo: Moderate (4)	3% (19)	9% (49)	3% (16)	1% (8)	14% (81)	69% (394)	568
Ideo: Conservative (5-7)	2% (14)	7% (56)	1% (7)	2% (15)	13% (99)	75% (558)	748
Educ: < College	2% (36)	7% (102)	2% (28)	2% (24)	13% (195)	74% (1126)	1512
Educ: Bachelors degree	3% (15)	10% (46)	2% (11)	1% (7)	12% (55)	70% (310)	444
Educ: Post-grad	7% (18)	8% (20)	2% (6)	2% (4)	12% (30)	68% (165)	244
Income: Under 50k	2% (26)	5% (64)	2% (23)	2% (24)	11% (138)	78% (951)	1225
Income: 50k-100k	4% (26)	11% (71)	3% (17)	1% (8)	16% (108)	65% (435)	666
Income: 100k+	5% (17)	11% (34)	2% (6)	1% (3)	11% (35)	70% (216)	310
Ethnicity: White	3% (48)	7% (116)	1% (24)	1% (23)	13% (217)	75% (1294)	1722

Continued on next page

**Table CMM13\_12:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
James Wiseman

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (69)	8% (169)	2% (45)	2% (35)	13% (281)	73% (1601)	2200
Ethnicity: Hispanic	5% (18)	10% (35)	2% (8)	2% (8)	18% (64)	62% (216)	349
Ethnicity: Afr. Am.	6% (16)	13% (36)	4% (11)	3% (9)	8% (23)	65% (179)	274
Ethnicity: Other	2% (5)	8% (16)	5% (11)	2% (3)	20% (41)	63% (128)	204
All Christian	4% (37)	8% (84)	2% (22)	1% (14)	15% (145)	69% (688)	991
All Non-Christian	4% (3)	11% (9)	1% (1)	— (0)	13% (11)	71% (60)	84
Atheist	6% (6)	7% (8)	— (0)	1% (1)	12% (13)	75% (85)	114
Agnostic/Nothing in particular	2% (23)	7% (68)	2% (22)	2% (20)	11% (111)	76% (768)	1011
Religious Non-Protestant/Catholic	4% (5)	8% (10)	6% (7)	1% (1)	11% (13)	71% (85)	121
Evangelical	6% (33)	8% (44)	2% (9)	2% (11)	13% (75)	70% (404)	576
Non-Evangelical	2% (15)	9% (74)	2% (16)	1% (9)	15% (120)	71% (570)	805
Community: Urban	6% (34)	11% (67)	3% (16)	1% (8)	15% (90)	63% (372)	586
Community: Suburban	2% (21)	7% (67)	2% (21)	2% (22)	12% (123)	75% (752)	1006
Community: Rural	2% (14)	6% (35)	1% (8)	1% (6)	11% (69)	78% (477)	608
Employ: Private Sector	5% (38)	11% (82)	2% (14)	1% (8)	14% (104)	66% (478)	725
Employ: Government	4% (5)	6% (7)	2% (2)	— (1)	17% (19)	70% (81)	116
Employ: Self-Employed	3% (4)	11% (18)	3% (5)	3% (4)	16% (27)	64% (106)	164
Employ: Homemaker	2% (3)	4% (8)	2% (4)	1% (2)	13% (23)	77% (135)	175
Employ: Retired	1% (7)	5% (24)	— (3)	1% (3)	11% (55)	82% (419)	511
Employ: Unemployed	3% (7)	2% (4)	3% (6)	2% (4)	6% (13)	85% (183)	217
Employ: Other	— (0)	8% (16)	5% (11)	3% (6)	13% (26)	71% (145)	203
Military HH: Yes	3% (11)	7% (27)	— (1)	2% (7)	11% (42)	76% (278)	366
Military HH: No	3% (57)	8% (142)	2% (44)	2% (28)	13% (239)	72% (1323)	1834
RD/WT: Right Direction	4% (39)	8% (74)	2% (18)	2% (19)	13% (117)	70% (620)	888
RD/WT: Wrong Track	2% (29)	7% (94)	2% (28)	1% (16)	12% (164)	75% (981)	1312
Trump Job Approve	4% (35)	8% (77)	2% (21)	2% (20)	13% (119)	70% (646)	918
Trump Job Disapprove	3% (31)	8% (92)	2% (19)	1% (14)	13% (147)	74% (856)	1159
Trump Job Strongly Approve	5% (27)	10% (49)	2% (11)	2% (10)	10% (51)	71% (368)	515
Trump Job Somewhat Approve	2% (8)	7% (28)	2% (10)	3% (11)	17% (68)	69% (278)	404
Trump Job Somewhat Disapprove	3% (8)	9% (24)	2% (5)	1% (2)	11% (31)	74% (201)	271
Trump Job Strongly Disapprove	3% (23)	8% (68)	2% (14)	1% (12)	13% (116)	74% (655)	888

Continued on next page

**Table CMM13\_12:** Do you have a favorable or unfavorable opinion of each of the following basketball players?

James Wiseman

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (69)	8% (169)	2% (45)	2% (35)	13% (281)	73% (1601)	2200
Favorable of Trump	4% (37)	8% (75)	2% (18)	2% (16)	13% (119)	71% (639)	903
Unfavorable of Trump	3% (30)	8% (93)	2% (25)	2% (19)	12% (145)	74% (875)	1187
Very Favorable of Trump	5% (28)	9% (48)	2% (13)	2% (12)	11% (60)	71% (392)	553
Somewhat Favorable of Trump	3% (9)	8% (27)	1% (5)	1% (4)	17% (59)	70% (247)	351
Somewhat Unfavorable of Trump	3% (8)	9% (22)	4% (10)	2% (5)	10% (25)	71% (173)	243
Very Unfavorable of Trump	2% (21)	8% (71)	2% (14)	1% (14)	13% (121)	74% (702)	944
#1 Issue: Economy	4% (23)	8% (48)	2% (10)	2% (10)	14% (77)	70% (399)	568
#1 Issue: Security	3% (13)	6% (25)	2% (7)	2% (9)	10% (38)	76% (295)	387
#1 Issue: Health Care	3% (13)	7% (29)	3% (12)	— (2)	15% (67)	72% (313)	435
#1 Issue: Medicare / Social Security	2% (7)	5% (18)	1% (4)	3% (9)	11% (38)	78% (266)	342
#1 Issue: Women's Issues	1% (1)	5% (5)	3% (3)	3% (3)	7% (7)	81% (85)	105
#1 Issue: Education	3% (3)	6% (6)	5% (5)	— (0)	18% (18)	67% (64)	96
#1 Issue: Energy	4% (5)	22% (28)	3% (3)	1% (1)	9% (12)	61% (79)	129
#1 Issue: Other	2% (3)	7% (10)	— (1)	1% (1)	17% (23)	73% (100)	138
2018 House Vote: Democrat	4% (34)	9% (71)	2% (13)	2% (13)	14% (111)	69% (530)	771
2018 House Vote: Republican	2% (16)	9% (60)	2% (15)	2% (16)	12% (78)	72% (476)	660
2018 House Vote: Someone else	1% (1)	6% (5)	— (0)	2% (2)	12% (10)	78% (66)	84
2016 Vote: Hillary Clinton	5% (34)	9% (61)	2% (11)	2% (13)	14% (95)	68% (463)	676
2016 Vote: Donald Trump	3% (18)	8% (57)	2% (13)	2% (12)	13% (90)	73% (514)	704
2016 Vote: Other	2% (2)	4% (6)	1% (1)	1% (2)	13% (19)	80% (119)	149
2016 Vote: Didn't Vote	2% (15)	6% (41)	3% (20)	1% (9)	11% (75)	76% (500)	659
Voted in 2014: Yes	3% (43)	9% (115)	2% (21)	2% (24)	14% (180)	71% (914)	1296
Voted in 2014: No	3% (26)	6% (54)	3% (24)	1% (12)	11% (101)	76% (687)	904
2012 Vote: Barack Obama	5% (38)	9% (75)	1% (12)	2% (15)	13% (113)	70% (591)	843
2012 Vote: Mitt Romney	3% (15)	8% (39)	2% (10)	1% (3)	13% (66)	73% (362)	496
2012 Vote: Other	— (0)	2% (2)	— (0)	3% (3)	12% (10)	82% (70)	85
2012 Vote: Didn't Vote	2% (16)	7% (53)	3% (23)	2% (14)	12% (89)	75% (575)	770

Continued on next page

**Table CMM13\_12:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
James Wiseman

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (69)	8% (169)	2% (45)	2% (35)	13% (281)	73% (1601)	2200
4-Region: Northeast	4% (15)	7% (26)	1% (4)	1% (5)	11% (41)	77% (303)	394
4-Region: Midwest	4% (19)	8% (38)	3% (16)	2% (8)	10% (48)	72% (332)	462
4-Region: South	3% (26)	8% (64)	1% (12)	1% (12)	15% (124)	71% (585)	824
4-Region: West	2% (9)	8% (40)	3% (14)	2% (10)	13% (67)	73% (381)	520
Sports fans	4% (67)	11% (163)	3% (43)	2% (32)	16% (244)	64% (988)	1538
Avid sports fans	10% (53)	18% (97)	4% (24)	3% (16)	18% (98)	47% (253)	541
Casual sports fans	1% (15)	7% (66)	2% (19)	2% (16)	15% (146)	74% (735)	997
Non-sports fans	— (1)	1% (5)	— (2)	— (3)	5% (36)	93% (613)	662
Men's college basketball fans	7% (60)	16% (143)	4% (35)	3% (27)	21% (186)	49% (441)	892
Avid men's college basketball fans	12% (35)	27% (80)	6% (17)	5% (16)	18% (54)	33% (97)	299
Casual men's college basketball fans	4% (25)	11% (63)	3% (18)	2% (11)	22% (133)	58% (344)	594
Non-men's college basketball fans	1% (9)	2% (26)	1% (10)	1% (8)	7% (94)	89% (1160)	1308
Sports fans who have a favorite CBB team	8% (48)	19% (110)	5% (29)	3% (18)	21% (120)	44% (255)	580
Sports fans who don't have a favorite CBB team	2% (20)	6% (53)	1% (14)	1% (14)	13% (124)	77% (733)	958

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

**Table CMM13\_13: Do you have a favorable or unfavorable opinion of each of the following basketball players?**

Myles Powell

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (63)	8% (180)	2% (47)	2% (45)	11% (237)	74% (1629)	2200
Gender: Male	5% (54)	11% (115)	3% (36)	2% (22)	10% (110)	68% (726)	1062
Gender: Female	1% (9)	6% (65)	1% (11)	2% (23)	11% (127)	79% (903)	1138
Age: 18-29	4% (19)	10% (46)	5% (24)	3% (15)	10% (45)	67% (300)	449
Age: 30-44	5% (26)	11% (61)	3% (20)	3% (15)	12% (66)	67% (376)	563
Age: 45-54	1% (3)	9% (28)	— (1)	1% (4)	14% (42)	74% (225)	305
Age: 55-64	2% (8)	5% (24)	1% (2)	2% (7)	12% (53)	79% (352)	446
Age: 65+	1% (6)	5% (20)	— (0)	1% (3)	7% (31)	86% (376)	436
Generation Z: 18-22	5% (8)	10% (16)	4% (7)	2% (3)	9% (14)	70% (116)	165
Millennial: Age 23-38	4% (29)	12% (75)	5% (32)	4% (24)	10% (67)	65% (419)	646
Generation X: Age 39-54	2% (11)	9% (45)	1% (5)	1% (7)	14% (72)	72% (366)	507
Boomers: Age 55-73	2% (14)	5% (41)	— (2)	1% (10)	10% (76)	82% (634)	777
PID: Dem (no lean)	4% (29)	9% (71)	3% (21)	3% (21)	13% (100)	70% (554)	796
PID: Ind (no lean)	1% (9)	6% (45)	2% (15)	1% (9)	11% (73)	78% (547)	699
PID: Rep (no lean)	3% (24)	9% (64)	2% (11)	2% (15)	9% (64)	75% (527)	706
PID/Gender: Dem Men	8% (27)	12% (43)	5% (17)	3% (10)	11% (38)	62% (221)	356
PID/Gender: Dem Women	— (2)	6% (28)	1% (4)	3% (12)	14% (62)	76% (333)	440
PID/Gender: Ind Men	1% (4)	10% (32)	3% (11)	2% (5)	9% (30)	75% (250)	333
PID/Gender: Ind Women	1% (5)	4% (13)	1% (3)	1% (4)	12% (44)	81% (297)	366
PID/Gender: Rep Men	6% (23)	11% (40)	2% (7)	2% (7)	11% (42)	68% (254)	374
PID/Gender: Rep Women	— (2)	7% (24)	1% (4)	2% (8)	7% (22)	82% (273)	332
Ideo: Liberal (1-3)	4% (25)	11% (69)	3% (21)	2% (15)	10% (63)	68% (412)	604
Ideo: Moderate (4)	3% (15)	9% (49)	3% (14)	3% (17)	12% (67)	71% (406)	568
Ideo: Conservative (5-7)	2% (17)	7% (53)	1% (8)	1% (10)	11% (83)	77% (577)	748
Educ: < College	3% (41)	7% (105)	2% (30)	2% (31)	11% (162)	76% (1144)	1512
Educ: Bachelors degree	1% (6)	11% (47)	3% (13)	3% (12)	12% (52)	71% (314)	444
Educ: Post-grad	6% (15)	11% (28)	2% (4)	1% (2)	10% (23)	70% (171)	244
Income: Under 50k	2% (26)	6% (76)	1% (16)	2% (23)	10% (122)	79% (962)	1225
Income: 50k-100k	3% (22)	9% (63)	4% (26)	3% (17)	13% (90)	67% (448)	666
Income: 100k+	5% (14)	13% (42)	2% (5)	1% (4)	8% (26)	71% (219)	310
Ethnicity: White	2% (42)	7% (126)	2% (26)	2% (31)	10% (181)	76% (1316)	1722

Continued on next page



**Table CMM13\_13:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Myles Powell

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (63)	8% (180)	2% (47)	2% (45)	11% (237)	74% (1629)	2200
Ethnicity: Hispanic	3% (11)	9% (32)	6% (20)	4% (14)	15% (53)	63% (219)	349
Ethnicity: Afr. Am.	5% (15)	10% (28)	3% (8)	5% (13)	11% (30)	66% (181)	274
Ethnicity: Other	3% (6)	13% (26)	6% (12)	1% (2)	13% (27)	65% (132)	204
All Christian	4% (35)	9% (91)	3% (28)	2% (19)	11% (113)	71% (705)	991
All Non-Christian	1% (1)	11% (9)	1% (1)	2% (2)	12% (10)	73% (61)	84
Atheist	5% (6)	5% (6)	5% (5)	3% (3)	13% (14)	69% (79)	114
Agnostic/Nothing in particular	2% (20)	7% (74)	1% (12)	2% (21)	10% (100)	77% (783)	1011
Religious Non-Protestant/Catholic	1% (1)	9% (11)	5% (6)	2% (3)	10% (12)	73% (89)	121
Evangelical	4% (22)	9% (49)	2% (13)	2% (13)	11% (61)	73% (418)	576
Non-Evangelical	3% (22)	9% (72)	3% (21)	2% (16)	12% (93)	72% (580)	805
Community: Urban	5% (31)	12% (69)	3% (19)	2% (11)	13% (76)	65% (379)	586
Community: Suburban	2% (17)	7% (67)	2% (25)	3% (28)	10% (97)	77% (770)	1006
Community: Rural	2% (14)	7% (43)	— (2)	1% (5)	11% (64)	79% (480)	608
Employ: Private Sector	5% (33)	12% (84)	3% (23)	2% (16)	11% (82)	67% (488)	725
Employ: Government	3% (3)	9% (10)	4% (4)	3% (3)	9% (11)	73% (84)	116
Employ: Self-Employed	3% (5)	13% (21)	1% (1)	1% (1)	17% (28)	66% (108)	164
Employ: Homemaker	— (1)	7% (13)	3% (4)	2% (4)	13% (22)	75% (131)	175
Employ: Retired	2% (9)	5% (23)	— (0)	1% (5)	8% (40)	85% (433)	511
Employ: Unemployed	4% (9)	2% (5)	1% (2)	1% (2)	7% (16)	84% (183)	217
Employ: Other	— (0)	7% (13)	4% (8)	5% (10)	14% (28)	71% (145)	203
Military HH: Yes	3% (9)	6% (22)	2% (5)	1% (4)	8% (30)	81% (295)	366
Military HH: No	3% (53)	9% (157)	2% (41)	2% (41)	11% (207)	73% (1334)	1834
RD/WT: Right Direction	3% (29)	9% (84)	2% (17)	2% (16)	12% (107)	72% (635)	888
RD/WT: Wrong Track	3% (34)	7% (96)	2% (30)	2% (28)	10% (131)	76% (994)	1312
Trump Job Approve	3% (27)	10% (93)	2% (17)	2% (19)	11% (99)	72% (664)	918
Trump Job Disapprove	3% (35)	7% (85)	2% (24)	2% (26)	10% (120)	75% (869)	1159
Trump Job Strongly Approve	4% (20)	10% (50)	2% (11)	3% (16)	8% (40)	73% (378)	515
Trump Job Somewhat Approve	2% (7)	11% (43)	2% (6)	1% (3)	15% (59)	71% (286)	404
Trump Job Somewhat Disapprove	3% (9)	7% (20)	3% (9)	1% (3)	9% (23)	76% (205)	271
Trump Job Strongly Disapprove	3% (25)	7% (65)	2% (15)	3% (22)	11% (97)	75% (663)	888

Continued on next page

**Table CMM13\_13:** Do you have a favorable or unfavorable opinion of each of the following basketball players?

Myles Powell

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (63)	8% (180)	2% (47)	2% (45)	11% (237)	74% (1629)	2200
Favorable of Trump	4% (32)	10% (89)	1% (10)	2% (16)	11% (96)	73% (660)	903
Unfavorable of Trump	3% (30)	8% (91)	3% (34)	2% (27)	10% (118)	75% (886)	1187
Very Favorable of Trump	5% (27)	9% (49)	1% (7)	3% (16)	9% (50)	73% (405)	553
Somewhat Favorable of Trump	1% (5)	11% (40)	1% (4)	— (1)	13% (46)	73% (255)	351
Somewhat Unfavorable of Trump	2% (6)	7% (17)	8% (20)	1% (3)	6% (15)	75% (182)	243
Very Unfavorable of Trump	3% (25)	8% (74)	1% (13)	3% (25)	11% (102)	75% (704)	944
#1 Issue: Economy	4% (25)	10% (58)	2% (12)	1% (7)	10% (58)	72% (408)	568
#1 Issue: Security	2% (9)	7% (27)	1% (5)	3% (10)	9% (33)	78% (303)	387
#1 Issue: Health Care	2% (8)	9% (38)	3% (14)	1% (4)	12% (53)	73% (318)	435
#1 Issue: Medicare / Social Security	2% (8)	5% (17)	— (1)	2% (8)	11% (36)	79% (272)	342
#1 Issue: Women's Issues	1% (1)	5% (6)	1% (1)	1% (1)	15% (16)	76% (80)	105
#1 Issue: Education	5% (5)	9% (9)	2% (2)	4% (4)	14% (13)	66% (63)	96
#1 Issue: Energy	5% (7)	11% (14)	9% (12)	7% (9)	5% (6)	63% (82)	129
#1 Issue: Other	— (1)	9% (13)	— (0)	1% (1)	15% (21)	74% (103)	138
2018 House Vote: Democrat	3% (25)	10% (77)	2% (19)	2% (14)	11% (87)	71% (549)	771
2018 House Vote: Republican	3% (18)	10% (66)	2% (10)	3% (19)	9% (56)	74% (491)	660
2018 House Vote: Someone else	5% (4)	3% (2)	— (0)	1% (1)	8% (6)	83% (70)	84
2016 Vote: Hillary Clinton	3% (22)	10% (69)	2% (12)	3% (23)	11% (77)	70% (474)	676
2016 Vote: Donald Trump	3% (19)	9% (65)	1% (10)	2% (14)	9% (66)	75% (529)	704
2016 Vote: Other	2% (3)	2% (3)	1% (1)	1% (1)	11% (16)	84% (124)	149
2016 Vote: Didn't Vote	3% (17)	6% (38)	4% (24)	1% (6)	12% (79)	75% (495)	659
Voted in 2014: Yes	3% (38)	9% (120)	2% (20)	2% (31)	11% (140)	73% (947)	1296
Voted in 2014: No	3% (25)	7% (59)	3% (27)	2% (14)	11% (98)	75% (682)	904
2012 Vote: Barack Obama	3% (25)	8% (71)	2% (19)	2% (21)	13% (109)	71% (600)	843
2012 Vote: Mitt Romney	2% (11)	10% (49)	1% (4)	1% (7)	8% (40)	77% (384)	496
2012 Vote: Other	2% (2)	2% (2)	— (0)	2% (2)	9% (8)	85% (72)	85
2012 Vote: Didn't Vote	3% (22)	8% (59)	3% (24)	2% (15)	10% (80)	74% (570)	770

Continued on next page

**Table CMM13\_13:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Myles Powell

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (63)	8% (180)	2% (47)	2% (45)	11% (237)	74% (1629)	2200
4-Region: Northeast	4% (16)	7% (27)	1% (4)	1% (4)	11% (41)	76% (301)	394
4-Region: Midwest	3% (14)	11% (52)	2% (8)	2% (11)	9% (43)	72% (333)	462
4-Region: South	3% (28)	8% (62)	1% (9)	2% (20)	12% (97)	74% (609)	824
4-Region: West	1% (4)	7% (38)	5% (26)	2% (10)	11% (56)	74% (387)	520
Sports fans	4% (62)	11% (172)	3% (46)	3% (41)	13% (202)	66% (1016)	1538
Avid sports fans	10% (53)	17% (94)	5% (24)	2% (10)	15% (83)	51% (277)	541
Casual sports fans	1% (9)	8% (78)	2% (21)	3% (31)	12% (119)	74% (740)	997
Non-sports fans	— (1)	1% (8)	— (1)	1% (4)	5% (35)	93% (613)	662
Men's college basketball fans	6% (56)	17% (151)	5% (42)	3% (29)	17% (149)	52% (466)	892
Avid men's college basketball fans	13% (39)	24% (71)	7% (22)	2% (6)	15% (45)	39% (116)	299
Casual men's college basketball fans	3% (16)	13% (80)	3% (19)	4% (23)	18% (105)	59% (350)	594
Non-men's college basketball fans	1% (7)	2% (28)	— (5)	1% (16)	7% (88)	89% (1163)	1308
Sports fans who have a favorite CBB team	8% (45)	19% (109)	5% (30)	4% (22)	16% (93)	48% (281)	580
Sports fans who don't have a favorite CBB team	2% (17)	7% (63)	2% (15)	2% (18)	11% (110)	77% (735)	958

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

**Table CMM13\_14: Do you have a favorable or unfavorable opinion of each of the following basketball players?**

Anthony Edwards

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (93)	9% (192)	2% (40)	2% (45)	13% (294)	70% (1536)	2200
Gender: Male	6% (68)	13% (133)	2% (22)	2% (22)	13% (143)	63% (674)	1062
Gender: Female	2% (25)	5% (59)	2% (18)	2% (23)	13% (151)	76% (862)	1138
Age: 18-29	8% (35)	8% (37)	5% (21)	4% (17)	11% (48)	65% (290)	449
Age: 30-44	6% (32)	13% (73)	2% (12)	2% (14)	14% (78)	63% (354)	563
Age: 45-54	2% (7)	11% (32)	1% (4)	2% (6)	18% (54)	67% (203)	305
Age: 55-64	3% (12)	5% (23)	— (0)	1% (5)	15% (68)	76% (337)	446
Age: 65+	1% (6)	6% (27)	— (2)	1% (4)	10% (45)	81% (351)	436
Generation Z: 18-22	8% (13)	8% (13)	6% (10)	2% (3)	10% (16)	67% (110)	165
Millennial: Age 23-38	7% (48)	11% (71)	3% (19)	4% (28)	11% (73)	63% (407)	646
Generation X: Age 39-54	3% (13)	11% (58)	2% (8)	1% (6)	18% (91)	65% (330)	507
Boomers: Age 55-73	2% (17)	6% (47)	— (2)	1% (9)	13% (102)	77% (601)	777
PID: Dem (no lean)	5% (39)	9% (75)	2% (13)	2% (17)	16% (131)	65% (521)	796
PID: Ind (no lean)	2% (13)	8% (52)	2% (17)	2% (16)	12% (81)	74% (520)	699
PID: Rep (no lean)	6% (41)	9% (65)	1% (10)	2% (13)	12% (81)	70% (495)	706
PID/Gender: Dem Men	9% (31)	15% (52)	2% (6)	3% (10)	15% (53)	58% (205)	356
PID/Gender: Dem Women	2% (8)	5% (24)	2% (7)	2% (7)	18% (78)	72% (316)	440
PID/Gender: Ind Men	2% (8)	11% (37)	3% (9)	2% (6)	13% (42)	69% (231)	333
PID/Gender: Ind Women	1% (5)	4% (15)	2% (8)	3% (10)	11% (40)	79% (289)	366
PID/Gender: Rep Men	8% (29)	12% (44)	2% (7)	2% (7)	13% (48)	64% (239)	374
PID/Gender: Rep Women	4% (12)	6% (20)	1% (3)	2% (6)	10% (33)	77% (257)	332
Ideo: Liberal (1-3)	6% (34)	10% (63)	2% (10)	3% (19)	13% (77)	66% (402)	604
Ideo: Moderate (4)	4% (25)	10% (58)	4% (20)	2% (9)	16% (90)	64% (365)	568
Ideo: Conservative (5-7)	3% (25)	9% (65)	1% (7)	1% (8)	13% (100)	73% (543)	748
Educ: < College	4% (58)	8% (117)	2% (25)	2% (30)	13% (202)	71% (1080)	1512
Educ: Bachelors degree	4% (19)	11% (48)	2% (10)	3% (12)	13% (57)	67% (299)	444
Educ: Post-grad	6% (16)	11% (28)	2% (5)	1% (3)	14% (35)	64% (157)	244
Income: Under 50k	3% (39)	6% (76)	1% (18)	2% (24)	13% (158)	74% (910)	1225
Income: 50k-100k	6% (38)	12% (77)	2% (14)	3% (20)	15% (100)	63% (417)	666
Income: 100k+	5% (16)	13% (40)	3% (8)	— (1)	12% (36)	67% (209)	310
Ethnicity: White	4% (65)	8% (138)	2% (26)	2% (31)	12% (214)	72% (1247)	1722

Continued on next page

**Table CMM13\_14:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Anthony Edwards

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (93)	9% (192)	2% (40)	2% (45)	13% (294)	70% (1536)	2200
Ethnicity: Hispanic	7% (24)	8% (29)	4% (14)	4% (13)	16% (57)	61% (213)	349
Ethnicity: Afr. Am.	8% (22)	10% (29)	1% (4)	4% (10)	14% (38)	63% (172)	274
Ethnicity: Other	3% (7)	12% (25)	4% (9)	2% (4)	20% (42)	58% (117)	204
All Christian	5% (50)	10% (100)	2% (19)	2% (18)	14% (143)	67% (661)	991
All Non-Christian	5% (4)	11% (10)	1% (1)	— (0)	14% (12)	69% (58)	84
Atheist	4% (5)	9% (10)	6% (7)	1% (1)	11% (12)	69% (79)	114
Agnostic/Nothing in particular	3% (34)	7% (73)	1% (12)	3% (26)	13% (127)	73% (739)	1011
Religious Non-Protestant/Catholic	4% (4)	9% (11)	6% (7)	1% (1)	12% (14)	69% (83)	121
Evangelical	5% (30)	10% (55)	1% (8)	2% (9)	13% (74)	69% (400)	576
Non-Evangelical	4% (35)	9% (76)	2% (13)	2% (16)	16% (126)	67% (539)	805
Community: Urban	7% (41)	11% (62)	2% (11)	3% (18)	14% (85)	63% (369)	586
Community: Suburban	3% (30)	8% (84)	2% (22)	2% (24)	13% (129)	71% (717)	1006
Community: Rural	4% (22)	8% (47)	1% (6)	1% (3)	13% (80)	74% (450)	608
Employ: Private Sector	6% (42)	13% (96)	3% (21)	2% (14)	14% (100)	62% (452)	725
Employ: Government	6% (7)	8% (9)	1% (1)	3% (3)	11% (12)	71% (82)	116
Employ: Self-Employed	5% (9)	12% (20)	1% (2)	3% (5)	15% (24)	63% (103)	164
Employ: Homemaker	3% (5)	6% (10)	1% (2)	3% (5)	13% (24)	74% (129)	175
Employ: Retired	2% (11)	6% (31)	— (2)	1% (6)	11% (55)	80% (407)	511
Employ: Unemployed	5% (10)	2% (4)	1% (2)	2% (4)	11% (23)	80% (173)	217
Employ: Other	1% (2)	5% (9)	4% (9)	2% (4)	19% (39)	69% (140)	203
Military HH: Yes	4% (13)	7% (26)	2% (6)	1% (5)	11% (41)	75% (275)	366
Military HH: No	4% (80)	9% (166)	2% (34)	2% (40)	14% (253)	69% (1260)	1834
RD/WT: Right Direction	5% (45)	10% (86)	2% (19)	3% (22)	12% (104)	69% (612)	888
RD/WT: Wrong Track	4% (48)	8% (106)	2% (21)	2% (23)	14% (190)	70% (924)	1312
Trump Job Approve	5% (43)	10% (93)	2% (19)	2% (21)	12% (110)	69% (632)	918
Trump Job Disapprove	4% (49)	9% (100)	1% (15)	2% (22)	14% (168)	70% (806)	1159
Trump Job Strongly Approve	7% (35)	9% (45)	2% (10)	3% (14)	9% (48)	70% (363)	515
Trump Job Somewhat Approve	2% (9)	12% (48)	2% (9)	2% (7)	15% (62)	67% (270)	404
Trump Job Somewhat Disapprove	5% (15)	9% (25)	3% (7)	1% (4)	11% (30)	70% (191)	271
Trump Job Strongly Disapprove	4% (34)	8% (75)	1% (7)	2% (18)	16% (138)	69% (616)	888

Continued on next page

**Table CMM13\_14:** Do you have a favorable or unfavorable opinion of each of the following basketball players?

Anthony Edwards

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (93)	9% (192)	2% (40)	2% (45)	13% (294)	70% (1536)	2200
Favorable of Trump	5% (49)	10% (88)	2% (17)	2% (19)	12% (108)	69% (623)	903
Unfavorable of Trump	4% (44)	9% (104)	2% (18)	2% (25)	14% (162)	70% (833)	1187
Very Favorable of Trump	7% (38)	8% (44)	2% (13)	3% (17)	10% (55)	70% (385)	553
Somewhat Favorable of Trump	3% (10)	13% (44)	1% (4)	1% (2)	15% (53)	68% (238)	351
Somewhat Unfavorable of Trump	2% (6)	12% (29)	4% (9)	1% (2)	10% (24)	71% (173)	243
Very Unfavorable of Trump	4% (38)	8% (75)	1% (9)	2% (22)	15% (138)	70% (661)	944
#1 Issue: Economy	4% (25)	11% (60)	2% (10)	1% (8)	13% (74)	69% (391)	568
#1 Issue: Security	4% (16)	7% (27)	2% (8)	4% (14)	11% (41)	73% (280)	387
#1 Issue: Health Care	4% (18)	9% (40)	2% (10)	1% (4)	14% (62)	69% (301)	435
#1 Issue: Medicare / Social Security	3% (11)	7% (24)	1% (2)	2% (5)	14% (46)	74% (254)	342
#1 Issue: Women's Issues	1% (1)	4% (5)	1% (1)	6% (6)	15% (16)	73% (76)	105
#1 Issue: Education	7% (7)	13% (12)	4% (4)	— (0)	20% (19)	56% (54)	96
#1 Issue: Energy	7% (9)	16% (21)	4% (5)	5% (6)	10% (13)	58% (76)	129
#1 Issue: Other	5% (7)	2% (3)	— (0)	1% (2)	16% (22)	76% (104)	138
2018 House Vote: Democrat	5% (38)	10% (79)	1% (4)	3% (20)	15% (117)	67% (513)	771
2018 House Vote: Republican	5% (30)	10% (63)	3% (19)	2% (11)	12% (81)	69% (456)	660
2018 House Vote: Someone else	4% (3)	4% (4)	— (0)	1% (1)	13% (11)	77% (65)	84
2016 Vote: Hillary Clinton	5% (33)	11% (73)	1% (7)	2% (16)	16% (110)	64% (436)	676
2016 Vote: Donald Trump	4% (31)	9% (60)	2% (14)	3% (19)	11% (79)	71% (501)	704
2016 Vote: Other	2% (3)	4% (5)	1% (1)	1% (1)	15% (22)	79% (117)	149
2016 Vote: Didn't Vote	3% (22)	8% (54)	3% (17)	1% (9)	13% (83)	72% (474)	659
Voted in 2014: Yes	4% (56)	10% (132)	1% (16)	2% (27)	14% (182)	68% (884)	1296
Voted in 2014: No	4% (37)	7% (61)	3% (24)	2% (19)	12% (112)	72% (652)	904
2012 Vote: Barack Obama	4% (38)	10% (80)	1% (12)	2% (21)	16% (136)	66% (557)	843
2012 Vote: Mitt Romney	4% (18)	11% (54)	1% (4)	2% (8)	11% (55)	72% (358)	496
2012 Vote: Other	— (0)	5% (4)	— (0)	2% (2)	10% (9)	82% (69)	85
2012 Vote: Didn't Vote	5% (38)	7% (54)	3% (24)	2% (15)	12% (94)	71% (546)	770

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**Table CMM13\_14:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Anthony Edwards

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (93)	9% (192)	2% (40)	2% (45)	13% (294)	70% (1536)	2200
4-Region: Northeast	4% (17)	7% (29)	1% (5)	1% (2)	15% (57)	72% (283)	394
4-Region: Midwest	6% (28)	9% (41)	2% (8)	3% (12)	10% (48)	70% (324)	462
4-Region: South	5% (39)	9% (71)	2% (14)	2% (16)	16% (129)	67% (555)	824
4-Region: West	2% (8)	10% (51)	2% (12)	3% (15)	11% (59)	72% (374)	520
Sports fans	6% (90)	12% (179)	2% (37)	3% (42)	16% (246)	61% (944)	1538
Avid sports fans	12% (66)	20% (108)	3% (17)	2% (12)	18% (98)	44% (239)	541
Casual sports fans	2% (24)	7% (71)	2% (20)	3% (30)	15% (148)	71% (705)	997
Non-sports fans	— (3)	2% (13)	— (2)	1% (4)	7% (48)	89% (592)	662
Men's college basketball fans	9% (82)	18% (159)	4% (36)	3% (23)	21% (186)	46% (406)	892
Avid men's college basketball fans	16% (49)	28% (84)	4% (11)	5% (14)	15% (45)	32% (96)	299
Casual men's college basketball fans	5% (33)	13% (76)	4% (24)	2% (10)	24% (141)	52% (311)	594
Non-men's college basketball fans	1% (11)	3% (33)	— (4)	2% (22)	8% (108)	86% (1130)	1308
Sports fans who have a favorite CBB team	10% (60)	20% (118)	4% (22)	3% (16)	20% (119)	42% (246)	580
Sports fans who don't have a favorite CBB team	3% (30)	6% (61)	2% (16)	3% (26)	13% (127)	73% (699)	958

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

**Table CMM13\_15: Do you have a favorable or unfavorable opinion of each of the following basketball players?**  
Tyrese Haliburton

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (63)	8% (169)	2% (42)	1% (27)	13% (276)	74% (1624)	2200
Gender: Male	5% (51)	10% (102)	3% (28)	2% (19)	13% (135)	69% (727)	1062
Gender: Female	1% (12)	6% (67)	1% (14)	1% (8)	12% (141)	79% (896)	1138
Age: 18-29	6% (28)	9% (41)	4% (19)	2% (8)	11% (49)	68% (304)	449
Age: 30-44	3% (16)	13% (72)	3% (15)	2% (9)	13% (74)	67% (379)	563
Age: 45-54	1% (3)	8% (24)	1% (4)	2% (5)	14% (43)	74% (225)	305
Age: 55-64	2% (10)	3% (15)	1% (3)	1% (3)	15% (66)	78% (349)	446
Age: 65+	1% (6)	4% (17)	— (1)	— (2)	10% (44)	84% (367)	436
Generation Z: 18-22	7% (11)	6% (10)	9% (14)	— (1)	11% (18)	68% (111)	165
Millennial: Age 23-38	4% (28)	13% (82)	3% (18)	3% (16)	11% (72)	66% (430)	646
Generation X: Age 39-54	2% (8)	9% (45)	1% (6)	1% (6)	15% (76)	72% (366)	507
Boomers: Age 55-73	2% (14)	4% (31)	— (3)	1% (5)	13% (102)	80% (623)	777
PID: Dem (no lean)	4% (29)	10% (81)	2% (19)	1% (6)	15% (119)	68% (542)	796
PID: Ind (no lean)	2% (11)	5% (38)	2% (15)	1% (4)	11% (77)	79% (554)	699
PID: Rep (no lean)	3% (23)	7% (50)	1% (8)	2% (17)	11% (80)	75% (529)	706
PID/Gender: Dem Men	7% (25)	15% (52)	4% (13)	1% (3)	14% (49)	60% (212)	356
PID/Gender: Dem Women	1% (4)	6% (29)	1% (6)	1% (3)	16% (70)	75% (329)	440
PID/Gender: Ind Men	2% (5)	8% (26)	2% (8)	1% (2)	11% (37)	77% (255)	333
PID/Gender: Ind Women	2% (6)	3% (12)	2% (6)	1% (2)	11% (40)	82% (299)	366
PID/Gender: Rep Men	5% (20)	6% (24)	2% (6)	4% (14)	13% (48)	70% (261)	374
PID/Gender: Rep Women	1% (2)	8% (27)	— (2)	1% (2)	9% (31)	81% (268)	332
Ideo: Liberal (1-3)	4% (25)	11% (63)	2% (13)	1% (7)	13% (80)	69% (415)	604
Ideo: Moderate (4)	3% (15)	8% (48)	4% (22)	1% (6)	13% (76)	71% (401)	568
Ideo: Conservative (5-7)	2% (17)	7% (51)	1% (5)	1% (11)	13% (96)	76% (568)	748
Educ: < College	3% (40)	7% (104)	2% (24)	1% (21)	12% (183)	75% (1141)	1512
Educ: Bachelors degree	3% (12)	9% (40)	3% (13)	1% (4)	14% (61)	71% (313)	444
Educ: Post-grad	4% (11)	10% (25)	2% (4)	1% (3)	13% (32)	70% (170)	244
Income: Under 50k	2% (28)	5% (62)	1% (15)	1% (17)	12% (148)	78% (956)	1225
Income: 50k-100k	3% (20)	11% (72)	4% (24)	1% (6)	14% (96)	67% (447)	666
Income: 100k+	5% (14)	12% (36)	1% (2)	2% (5)	10% (32)	71% (221)	310
Ethnicity: White	2% (39)	7% (115)	1% (26)	1% (25)	12% (200)	76% (1316)	1722

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**Table CMM13\_15:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Tyrese Haliburton

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (63)	8% (169)	2% (42)	1% (27)	13% (276)	74% (1624)	2200
Ethnicity: Hispanic	5% (16)	12% (41)	5% (18)	2% (5)	15% (52)	62% (217)	349
Ethnicity: Afr. Am.	4% (11)	12% (34)	3% (8)	1% (3)	14% (38)	66% (181)	274
Ethnicity: Other	6% (12)	9% (19)	4% (8)	— (0)	19% (38)	62% (127)	204
All Christian	3% (32)	9% (85)	2% (18)	2% (18)	14% (137)	71% (700)	991
All Non-Christian	2% (2)	6% (5)	4% (4)	— (0)	14% (12)	73% (61)	84
Atheist	4% (5)	4% (5)	6% (7)	4% (5)	9% (10)	72% (82)	114
Agnostic/Nothing in particular	2% (23)	7% (74)	1% (12)	— (5)	12% (117)	77% (780)	1011
Religious Non-Protestant/Catholic	2% (2)	5% (6)	8% (10)	1% (1)	11% (13)	73% (88)	121
Evangelical	3% (19)	9% (50)	1% (8)	1% (5)	14% (78)	72% (417)	576
Non-Evangelical	3% (23)	9% (71)	1% (7)	2% (15)	14% (113)	72% (576)	805
Community: Urban	5% (30)	11% (65)	3% (18)	1% (6)	16% (95)	64% (373)	586
Community: Suburban	2% (19)	7% (71)	2% (18)	1% (14)	11% (107)	77% (777)	1006
Community: Rural	2% (14)	5% (33)	1% (6)	1% (7)	12% (74)	78% (475)	608
Employ: Private Sector	4% (31)	11% (80)	2% (17)	2% (15)	13% (94)	67% (488)	725
Employ: Government	2% (2)	10% (11)	1% (1)	— (0)	18% (21)	69% (80)	116
Employ: Self-Employed	2% (3)	12% (20)	2% (3)	— (1)	15% (25)	69% (112)	164
Employ: Homemaker	1% (1)	7% (12)	1% (1)	2% (4)	12% (20)	78% (136)	175
Employ: Retired	2% (9)	4% (18)	— (1)	1% (3)	11% (54)	83% (426)	511
Employ: Unemployed	4% (9)	2% (5)	1% (2)	1% (2)	6% (12)	86% (187)	217
Employ: Other	1% (2)	8% (16)	5% (9)	— (0)	15% (31)	71% (145)	203
Military HH: Yes	2% (7)	6% (21)	1% (2)	1% (4)	12% (43)	79% (289)	366
Military HH: No	3% (56)	8% (148)	2% (39)	1% (23)	13% (232)	73% (1335)	1834
RD/WT: Right Direction	3% (30)	8% (73)	2% (17)	2% (18)	12% (108)	72% (641)	888
RD/WT: Wrong Track	2% (33)	7% (96)	2% (24)	1% (9)	13% (167)	75% (983)	1312
Trump Job Approve	4% (32)	8% (71)	2% (16)	2% (21)	12% (109)	73% (669)	918
Trump Job Disapprove	3% (30)	8% (96)	2% (20)	1% (6)	13% (152)	74% (855)	1159
Trump Job Strongly Approve	5% (24)	9% (45)	1% (4)	3% (14)	10% (49)	74% (378)	515
Trump Job Somewhat Approve	2% (8)	7% (27)	3% (12)	2% (6)	15% (59)	72% (291)	404
Trump Job Somewhat Disapprove	2% (5)	11% (29)	3% (8)	— (0)	12% (33)	73% (197)	271
Trump Job Strongly Disapprove	3% (25)	8% (68)	1% (12)	1% (6)	13% (119)	74% (658)	888

Continued on next page

**Table CMM13\_15:** Do you have a favorable or unfavorable opinion of each of the following basketball players?

Tyrese Haliburton

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (63)	8% (169)	2% (42)	1% (27)	13% (276)	74% (1624)	2200
Favorable of Trump	3% (31)	8% (74)	1% (11)	2% (20)	12% (107)	73% (661)	903
Unfavorable of Trump	3% (32)	8% (92)	2% (27)	1% (8)	13% (152)	74% (876)	1187
Very Favorable of Trump	5% (26)	9% (52)	1% (4)	2% (12)	10% (56)	73% (402)	553
Somewhat Favorable of Trump	1% (5)	6% (22)	2% (6)	2% (7)	14% (51)	74% (260)	351
Somewhat Unfavorable of Trump	3% (7)	11% (26)	4% (9)	1% (1)	10% (23)	72% (175)	243
Very Unfavorable of Trump	3% (24)	7% (66)	2% (18)	1% (7)	14% (128)	74% (701)	944
#1 Issue: Economy	3% (18)	7% (41)	2% (12)	2% (9)	12% (70)	73% (417)	568
#1 Issue: Security	3% (11)	8% (32)	1% (5)	1% (6)	8% (32)	78% (301)	387
#1 Issue: Health Care	3% (13)	6% (27)	3% (13)	1% (3)	14% (60)	73% (319)	435
#1 Issue: Medicare / Social Security	2% (6)	5% (17)	1% (4)	1% (4)	13% (46)	78% (266)	342
#1 Issue: Women's Issues	1% (1)	7% (7)	1% (1)	— (0)	17% (18)	74% (78)	105
#1 Issue: Education	9% (8)	13% (12)	2% (2)	2% (2)	16% (15)	59% (56)	96
#1 Issue: Energy	4% (5)	18% (24)	4% (5)	3% (4)	9% (11)	62% (81)	129
#1 Issue: Other	— (1)	7% (9)	— (0)	— (0)	17% (23)	76% (105)	138
2018 House Vote: Democrat	3% (27)	10% (80)	1% (11)	— (3)	15% (116)	69% (534)	771
2018 House Vote: Republican	3% (17)	9% (59)	2% (13)	1% (10)	11% (73)	74% (488)	660
2018 House Vote: Someone else	1% (1)	7% (6)	— (0)	— (0)	11% (10)	81% (68)	84
2016 Vote: Hillary Clinton	4% (24)	10% (70)	2% (16)	1% (7)	14% (98)	68% (462)	676
2016 Vote: Donald Trump	3% (18)	8% (54)	1% (9)	2% (14)	11% (78)	75% (531)	704
2016 Vote: Other	2% (3)	3% (4)	1% (1)	— (0)	15% (22)	80% (119)	149
2016 Vote: Didn't Vote	3% (18)	6% (36)	2% (16)	1% (6)	12% (76)	77% (506)	659
Voted in 2014: Yes	3% (33)	10% (127)	1% (18)	1% (11)	14% (183)	71% (925)	1296
Voted in 2014: No	3% (30)	5% (42)	3% (24)	2% (16)	10% (93)	77% (699)	904
2012 Vote: Barack Obama	3% (25)	10% (86)	2% (13)	1% (5)	15% (124)	70% (591)	843
2012 Vote: Mitt Romney	2% (12)	8% (38)	1% (6)	1% (7)	11% (53)	77% (380)	496
2012 Vote: Other	— (0)	2% (1)	1% (1)	1% (1)	13% (11)	83% (70)	85
2012 Vote: Didn't Vote	3% (25)	6% (44)	3% (22)	2% (15)	11% (85)	75% (579)	770

Continued on next page

**Table CMM13\_15:** Do you have a favorable or unfavorable opinion of each of the following basketball players?

Tyrese Haliburton

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (63)	8% (169)	2% (42)	1% (27)	13% (276)	74% (1624)	2200
4-Region: Northeast	4% (16)	7% (26)	1% (4)	— (1)	11% (43)	77% (304)	394
4-Region: Midwest	3% (15)	8% (38)	2% (10)	2% (9)	11% (50)	74% (341)	462
4-Region: South	3% (24)	7% (60)	2% (13)	2% (13)	15% (120)	72% (595)	824
4-Region: West	2% (8)	9% (45)	3% (15)	1% (5)	12% (62)	74% (385)	520
Sports fans	4% (60)	11% (162)	3% (40)	2% (26)	16% (239)	66% (1011)	1538
Avid sports fans	8% (41)	16% (85)	3% (16)	2% (10)	20% (107)	52% (283)	541
Casual sports fans	2% (19)	8% (77)	2% (25)	2% (16)	13% (131)	73% (728)	997
Non-sports fans	— (3)	1% (7)	— (1)	— (2)	6% (37)	93% (612)	662
Men's college basketball fans	6% (54)	16% (139)	4% (39)	2% (19)	20% (179)	52% (462)	892
Avid men's college basketball fans	11% (34)	23% (70)	5% (14)	2% (7)	20% (59)	39% (115)	299
Casual men's college basketball fans	3% (20)	12% (69)	4% (25)	2% (12)	20% (121)	58% (347)	594
Non-men's college basketball fans	1% (8)	2% (30)	— (3)	1% (9)	7% (96)	89% (1162)	1308
Sports fans who have a favorite CBB team	7% (38)	18% (106)	4% (23)	3% (15)	21% (120)	48% (279)	580
Sports fans who don't have a favorite CBB team	2% (22)	6% (56)	2% (18)	1% (10)	12% (119)	77% (733)	958

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

**Table CMM13\_16:** Do you have a favorable or unfavorable opinion of each of the following basketball players?

Cole Anthony

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (92)	9% (202)	2% (49)	2% (37)	12% (255)	71% (1565)	2200
Gender: Male	7% (72)	13% (135)	3% (34)	2% (19)	12% (132)	63% (670)	1062
Gender: Female	2% (20)	6% (68)	1% (15)	2% (17)	11% (124)	79% (895)	1138
Age: 18-29	7% (29)	12% (54)	6% (25)	2% (10)	8% (34)	66% (297)	449
Age: 30-44	7% (37)	12% (68)	3% (18)	2% (14)	13% (73)	63% (354)	563
Age: 45-54	4% (11)	10% (29)	1% (3)	2% (8)	14% (41)	70% (213)	305
Age: 55-64	2% (10)	7% (30)	1% (2)	1% (5)	13% (57)	77% (343)	446
Age: 65+	1% (6)	5% (20)	— (1)	— (1)	12% (51)	82% (358)	436
Generation Z: 18-22	7% (12)	12% (19)	8% (13)	1% (2)	9% (15)	63% (103)	165
Millennial: Age 23-38	7% (43)	13% (81)	4% (28)	3% (16)	9% (59)	65% (420)	646
Generation X: Age 39-54	4% (22)	10% (52)	1% (5)	3% (13)	15% (74)	67% (341)	507
Boomers: Age 55-73	2% (12)	6% (47)	— (3)	1% (5)	12% (97)	79% (613)	777
PID: Dem (no lean)	6% (47)	11% (84)	3% (23)	1% (11)	13% (101)	67% (531)	796
PID: Ind (no lean)	3% (18)	7% (51)	1% (9)	1% (10)	10% (71)	77% (540)	699
PID: Rep (no lean)	4% (28)	10% (67)	2% (17)	2% (16)	12% (83)	70% (494)	706
PID/Gender: Dem Men	10% (36)	16% (56)	3% (12)	2% (9)	11% (41)	57% (202)	356
PID/Gender: Dem Women	2% (11)	6% (27)	2% (11)	— (2)	14% (60)	75% (329)	440
PID/Gender: Ind Men	5% (15)	9% (30)	2% (8)	1% (3)	10% (35)	73% (242)	333
PID/Gender: Ind Women	1% (3)	6% (21)	— (1)	2% (7)	10% (36)	81% (298)	366
PID/Gender: Rep Men	6% (21)	13% (48)	4% (14)	2% (8)	15% (56)	61% (226)	374
PID/Gender: Rep Women	2% (6)	6% (19)	1% (3)	2% (8)	8% (27)	81% (268)	332
Ideo: Liberal (1-3)	8% (46)	11% (66)	3% (17)	1% (9)	12% (70)	66% (397)	604
Ideo: Moderate (4)	3% (16)	12% (67)	3% (18)	2% (12)	13% (74)	67% (381)	568
Ideo: Conservative (5-7)	3% (24)	8% (59)	2% (11)	1% (11)	11% (84)	75% (558)	748
Educ: < College	4% (54)	7% (108)	2% (36)	2% (24)	12% (174)	74% (1117)	1512
Educ: Bachelors degree	4% (18)	15% (64)	2% (11)	2% (9)	11% (51)	65% (290)	444
Educ: Post-grad	8% (20)	12% (30)	1% (2)	1% (4)	13% (31)	65% (158)	244
Income: Under 50k	3% (39)	6% (77)	2% (19)	1% (18)	12% (142)	76% (928)	1225
Income: 50k-100k	5% (31)	12% (82)	4% (23)	2% (13)	13% (86)	65% (429)	666
Income: 100k+	7% (21)	14% (43)	2% (6)	2% (5)	9% (27)	67% (207)	310
Ethnicity: White	3% (50)	8% (140)	2% (30)	2% (32)	12% (203)	74% (1266)	1722

Continued on next page

**Table CMM13\_16:** Do you have a favorable or unfavorable opinion of each of the following basketball players?

Cole Anthony

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (92)	9% (202)	2% (49)	2% (37)	12% (255)	71% (1565)	2200
Ethnicity: Hispanic	5% (18)	12% (42)	6% (20)	3% (9)	14% (49)	61% (212)	349
Ethnicity: Afr. Am.	12% (33)	12% (33)	4% (10)	1% (3)	10% (27)	61% (168)	274
Ethnicity: Other	5% (9)	15% (30)	4% (9)	1% (1)	12% (25)	64% (130)	204
All Christian	5% (46)	10% (101)	2% (21)	2% (21)	12% (123)	69% (679)	991
All Non-Christian	6% (5)	11% (10)	3% (2)	— (0)	13% (11)	67% (56)	84
Atheist	2% (2)	18% (20)	1% (1)	— (0)	7% (8)	73% (83)	114
Agnostic/Nothing in particular	4% (40)	7% (72)	2% (25)	2% (16)	11% (113)	74% (746)	1011
Religious Non-Protestant/Catholic	4% (5)	9% (11)	6% (8)	1% (1)	10% (12)	69% (84)	121
Evangelical	7% (42)	8% (44)	2% (10)	1% (7)	14% (78)	68% (394)	576
Non-Evangelical	3% (26)	11% (89)	2% (16)	2% (18)	12% (94)	70% (561)	805
Community: Urban	9% (51)	11% (65)	2% (11)	2% (10)	15% (89)	61% (359)	586
Community: Suburban	3% (30)	8% (83)	3% (31)	2% (19)	10% (100)	74% (743)	1006
Community: Rural	2% (11)	9% (54)	1% (7)	1% (8)	11% (66)	76% (463)	608
Employ: Private Sector	6% (41)	13% (97)	3% (22)	2% (15)	13% (95)	63% (457)	725
Employ: Government	6% (7)	12% (14)	1% (1)	4% (5)	11% (13)	66% (76)	116
Employ: Self-Employed	3% (6)	9% (14)	— (1)	1% (1)	14% (23)	73% (119)	164
Employ: Homemaker	— (0)	8% (15)	1% (2)	4% (6)	11% (18)	76% (133)	175
Employ: Retired	2% (9)	6% (31)	— (2)	— (2)	11% (54)	81% (412)	511
Employ: Unemployed	5% (10)	2% (4)	2% (4)	2% (4)	8% (17)	82% (177)	217
Employ: Other	6% (11)	7% (15)	6% (12)	— (0)	12% (24)	69% (140)	203
Military HH: Yes	3% (12)	8% (30)	1% (4)	2% (7)	10% (37)	76% (277)	366
Military HH: No	4% (80)	9% (173)	2% (44)	2% (30)	12% (219)	70% (1288)	1834
RD/WT: Right Direction	6% (50)	10% (88)	2% (16)	2% (19)	12% (110)	68% (604)	888
RD/WT: Wrong Track	3% (42)	9% (114)	2% (32)	1% (17)	11% (145)	73% (961)	1312
Trump Job Approve	5% (43)	10% (94)	2% (18)	2% (20)	12% (107)	69% (636)	918
Trump Job Disapprove	4% (46)	9% (107)	2% (25)	1% (16)	11% (130)	72% (835)	1159
Trump Job Strongly Approve	6% (29)	11% (56)	2% (9)	3% (13)	9% (47)	70% (361)	515
Trump Job Somewhat Approve	3% (13)	10% (39)	2% (10)	2% (7)	15% (60)	68% (275)	404
Trump Job Somewhat Disapprove	5% (12)	13% (36)	2% (6)	1% (4)	8% (21)	71% (192)	271
Trump Job Strongly Disapprove	4% (34)	8% (71)	2% (19)	1% (13)	12% (110)	72% (642)	888

Continued on next page

**Table CMM13\_16:** Do you have a favorable or unfavorable opinion of each of the following basketball players?

Cole Anthony

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (92)	9% (202)	2% (49)	2% (37)	12% (255)	71% (1565)	2200
Favorable of Trump	5% (45)	10% (89)	2% (17)	2% (19)	11% (101)	70% (632)	903
Unfavorable of Trump	4% (44)	9% (107)	3% (30)	1% (18)	11% (134)	72% (854)	1187
Very Favorable of Trump	6% (32)	9% (51)	2% (11)	3% (16)	11% (60)	69% (384)	553
Somewhat Favorable of Trump	4% (13)	11% (39)	2% (7)	1% (3)	12% (42)	71% (248)	351
Somewhat Unfavorable of Trump	4% (11)	10% (25)	6% (15)	1% (3)	9% (21)	69% (168)	243
Very Unfavorable of Trump	4% (34)	9% (82)	2% (15)	2% (15)	12% (114)	73% (685)	944
#1 Issue: Economy	4% (25)	11% (63)	2% (13)	2% (12)	11% (64)	69% (392)	568
#1 Issue: Security	6% (21)	7% (28)	— (2)	3% (13)	7% (28)	76% (295)	387
#1 Issue: Health Care	3% (12)	9% (40)	3% (13)	1% (6)	14% (61)	70% (303)	435
#1 Issue: Medicare / Social Security	2% (7)	6% (22)	2% (6)	1% (3)	11% (38)	78% (266)	342
#1 Issue: Women's Issues	3% (3)	9% (10)	2% (2)	— (0)	13% (13)	73% (77)	105
#1 Issue: Education	10% (10)	17% (16)	1% (1)	— (0)	12% (11)	60% (57)	96
#1 Issue: Energy	5% (6)	16% (21)	9% (11)	2% (3)	13% (16)	56% (72)	129
#1 Issue: Other	5% (7)	2% (3)	— (0)	— (0)	18% (24)	75% (104)	138
2018 House Vote: Democrat	6% (43)	11% (81)	2% (16)	2% (18)	12% (94)	67% (518)	771
2018 House Vote: Republican	5% (32)	8% (56)	3% (21)	2% (12)	12% (81)	69% (459)	660
2018 House Vote: Someone else	1% (1)	4% (3)	— (0)	— (0)	14% (12)	81% (68)	84
2016 Vote: Hillary Clinton	7% (44)	12% (84)	2% (10)	2% (15)	11% (76)	66% (446)	676
2016 Vote: Donald Trump	5% (33)	8% (58)	2% (15)	2% (12)	11% (79)	72% (506)	704
2016 Vote: Other	2% (2)	4% (6)	1% (1)	1% (2)	10% (15)	83% (123)	149
2016 Vote: Didn't Vote	2% (12)	8% (55)	3% (23)	1% (7)	12% (78)	73% (483)	659
Voted in 2014: Yes	5% (64)	10% (127)	1% (19)	2% (27)	13% (164)	69% (896)	1296
Voted in 2014: No	3% (28)	8% (76)	3% (30)	1% (10)	10% (92)	74% (669)	904
2012 Vote: Barack Obama	6% (51)	10% (84)	2% (14)	2% (14)	12% (103)	69% (578)	843
2012 Vote: Mitt Romney	4% (18)	10% (49)	1% (5)	1% (6)	12% (60)	72% (358)	496
2012 Vote: Other	1% (0)	6% (5)	1% (1)	1% (1)	10% (8)	82% (69)	85
2012 Vote: Didn't Vote	3% (22)	8% (65)	4% (29)	2% (16)	11% (82)	72% (556)	770

Continued on next page

**Table CMM13\_16:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
 Cole Anthony

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (92)	9% (202)	2% (49)	2% (37)	12% (255)	71% (1565)	2200
4-Region: Northeast	5% (19)	7% (27)	1% (5)	1% (3)	12% (46)	75% (294)	394
4-Region: Midwest	6% (28)	8% (38)	2% (11)	2% (11)	11% (49)	71% (326)	462
4-Region: South	4% (30)	10% (85)	2% (20)	2% (14)	14% (112)	68% (564)	824
4-Region: West	3% (16)	10% (52)	3% (13)	2% (9)	9% (49)	73% (381)	520
Sports fans	6% (91)	13% (194)	3% (48)	2% (33)	14% (219)	62% (953)	1538
Avid sports fans	13% (69)	19% (105)	4% (22)	2% (13)	16% (85)	46% (246)	541
Casual sports fans	2% (22)	9% (88)	3% (26)	2% (20)	13% (134)	71% (707)	997
Non-sports fans	— (1)	1% (9)	— (1)	1% (4)	6% (37)	92% (611)	662
Men's college basketball fans	9% (83)	20% (178)	5% (42)	3% (24)	16% (144)	47% (420)	892
Avid men's college basketball fans	17% (52)	25% (76)	8% (23)	3% (9)	14% (42)	32% (96)	299
Casual men's college basketball fans	5% (31)	17% (103)	3% (19)	3% (15)	17% (103)	55% (324)	594
Non-men's college basketball fans	1% (9)	2% (24)	— (6)	1% (12)	9% (111)	88% (1145)	1308
Sports fans who have a favorite CBB team	12% (71)	18% (106)	7% (40)	3% (15)	17% (101)	43% (248)	580
Sports fans who don't have a favorite CBB team	2% (20)	9% (87)	1% (8)	2% (18)	12% (118)	74% (706)	958

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

**Table CMM13\_17: Do you have a favorable or unfavorable opinion of each of the following basketball players?**

*LaMelo Ball*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (90)	8% (178)	5% (104)	5% (107)	14% (310)	64% (1411)	2200
Gender: Male	7% (70)	10% (111)	6% (68)	8% (86)	15% (162)	53% (565)	1062
Gender: Female	2% (20)	6% (67)	3% (36)	2% (21)	13% (149)	74% (846)	1138
Age: 18-29	9% (40)	13% (57)	3% (16)	5% (23)	13% (57)	57% (258)	449
Age: 30-44	6% (31)	10% (57)	7% (40)	6% (35)	16% (88)	55% (312)	563
Age: 45-54	2% (5)	7% (20)	6% (20)	5% (15)	15% (46)	65% (199)	305
Age: 55-64	2% (8)	5% (23)	3% (13)	5% (20)	16% (73)	69% (308)	446
Age: 65+	1% (5)	5% (21)	4% (16)	3% (13)	11% (47)	77% (334)	436
Generation Z: 18-22	15% (24)	12% (19)	5% (8)	5% (8)	12% (19)	53% (87)	165
Millennial: Age 23-38	6% (41)	11% (74)	6% (37)	6% (40)	14% (92)	56% (364)	646
Generation X: Age 39-54	2% (12)	8% (41)	6% (30)	5% (26)	16% (79)	63% (319)	507
Boomers: Age 55-73	2% (13)	5% (42)	3% (25)	4% (32)	14% (107)	72% (558)	777
PID: Dem (no lean)	5% (42)	10% (77)	6% (44)	4% (30)	17% (135)	59% (468)	796
PID: Ind (no lean)	4% (24)	5% (32)	5% (33)	4% (28)	14% (98)	69% (484)	699
PID: Rep (no lean)	3% (23)	10% (69)	4% (27)	7% (49)	11% (78)	65% (460)	706
PID/Gender: Dem Men	9% (33)	15% (52)	7% (24)	6% (23)	15% (54)	48% (169)	356
PID/Gender: Dem Women	2% (9)	6% (25)	5% (20)	2% (7)	18% (81)	68% (298)	440
PID/Gender: Ind Men	5% (15)	4% (13)	7% (25)	7% (23)	18% (60)	59% (196)	333
PID/Gender: Ind Women	3% (9)	5% (19)	2% (8)	2% (6)	10% (37)	78% (287)	366
PID/Gender: Rep Men	6% (21)	12% (46)	5% (19)	11% (41)	13% (47)	53% (199)	374
PID/Gender: Rep Women	1% (2)	7% (24)	2% (7)	2% (8)	9% (30)	78% (260)	332
Ideo: Liberal (1-3)	6% (35)	11% (68)	4% (26)	4% (22)	17% (103)	58% (351)	604
Ideo: Moderate (4)	4% (25)	9% (49)	7% (40)	5% (31)	15% (86)	59% (337)	568
Ideo: Conservative (5-7)	2% (18)	7% (50)	5% (36)	6% (49)	12% (92)	67% (504)	748
Educ: < College	4% (56)	8% (115)	3% (44)	4% (56)	15% (222)	67% (1019)	1512
Educ: Bachelors degree	5% (20)	9% (40)	7% (32)	8% (36)	13% (56)	58% (259)	444
Educ: Post-grad	6% (14)	10% (23)	11% (27)	6% (14)	13% (32)	54% (133)	244
Income: Under 50k	4% (45)	6% (79)	2% (28)	4% (44)	14% (168)	70% (862)	1225
Income: 50k-100k	5% (33)	10% (65)	6% (42)	6% (41)	16% (106)	57% (378)	666
Income: 100k+	4% (12)	11% (34)	11% (34)	7% (21)	12% (37)	55% (171)	310
Ethnicity: White	2% (40)	8% (131)	4% (74)	5% (87)	13% (226)	68% (1163)	1722

Continued on next page



**Table CMM13\_17:** Do you have a favorable or unfavorable opinion of each of the following basketball players?

*LaMelo Ball*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (90)	8% (178)	5% (104)	5% (107)	14% (310)	64% (1411)	2200
Ethnicity: Hispanic	8% (27)	8% (28)	9% (30)	7% (25)	21% (73)	48% (167)	349
Ethnicity: Afr. Am.	15% (40)	10% (29)	6% (15)	2% (5)	19% (53)	48% (132)	274
Ethnicity: Other	5% (10)	9% (18)	7% (14)	7% (15)	15% (31)	57% (116)	204
All Christian	4% (37)	9% (85)	6% (55)	7% (65)	14% (136)	62% (612)	991
All Non-Christian	4% (3)	15% (12)	2% (2)	1% (1)	10% (9)	68% (57)	84
Atheist	7% (8)	6% (6)	5% (6)	11% (12)	14% (16)	58% (66)	114
Agnostic/Nothing in particular	4% (42)	7% (74)	4% (40)	3% (29)	15% (150)	67% (676)	1011
Religious Non-Protestant/Catholic	3% (4)	11% (13)	5% (6)	6% (7)	11% (14)	64% (77)	121
Evangelical	7% (42)	10% (56)	4% (24)	3% (15)	14% (79)	63% (360)	576
Non-Evangelical	3% (22)	8% (67)	5% (39)	7% (52)	15% (125)	62% (500)	805
Community: Urban	8% (45)	12% (69)	5% (27)	5% (28)	17% (100)	54% (318)	586
Community: Suburban	2% (24)	7% (71)	5% (52)	6% (64)	14% (137)	65% (658)	1006
Community: Rural	3% (21)	6% (39)	4% (25)	2% (15)	12% (74)	71% (435)	608
Employ: Private Sector	6% (43)	11% (81)	7% (54)	7% (51)	14% (102)	54% (394)	725
Employ: Government	5% (6)	6% (7)	3% (3)	8% (9)	21% (24)	57% (66)	116
Employ: Self-Employed	2% (3)	13% (21)	5% (8)	1% (2)	17% (28)	62% (102)	164
Employ: Homemaker	1% (1)	9% (16)	3% (5)	2% (4)	15% (26)	71% (124)	175
Employ: Retired	1% (5)	5% (23)	3% (14)	3% (15)	12% (60)	77% (394)	511
Employ: Unemployed	3% (8)	3% (6)	1% (1)	2% (5)	12% (26)	79% (171)	217
Employ: Other	7% (13)	6% (13)	6% (13)	7% (14)	15% (30)	59% (121)	203
Military HH: Yes	3% (11)	7% (26)	3% (12)	4% (15)	12% (45)	70% (256)	366
Military HH: No	4% (79)	8% (152)	5% (92)	5% (91)	14% (265)	63% (1155)	1834
RD/WT: Right Direction	5% (40)	9% (79)	4% (38)	7% (58)	13% (116)	63% (558)	888
RD/WT: Wrong Track	4% (50)	8% (100)	5% (66)	4% (48)	15% (195)	65% (853)	1312
Trump Job Approve	4% (38)	9% (82)	4% (37)	7% (64)	12% (113)	64% (585)	918
Trump Job Disapprove	4% (45)	8% (95)	6% (67)	3% (37)	15% (179)	63% (736)	1159
Trump Job Strongly Approve	4% (21)	10% (52)	3% (16)	8% (41)	9% (48)	65% (337)	515
Trump Job Somewhat Approve	4% (16)	7% (30)	5% (21)	6% (22)	16% (65)	62% (249)	404
Trump Job Somewhat Disapprove	4% (11)	12% (32)	6% (15)	3% (8)	12% (32)	64% (173)	271
Trump Job Strongly Disapprove	4% (35)	7% (63)	6% (52)	3% (29)	17% (147)	63% (563)	888

Continued on next page

**Table CMM13\_17: Do you have a favorable or unfavorable opinion of each of the following basketball players?**

*LaMelo Ball*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (90)	8% (178)	5% (104)	5% (107)	14% (310)	64% (1411)	2200
Favorable of Trump	4% (39)	9% (83)	4% (35)	6% (54)	12% (109)	65% (584)	903
Unfavorable of Trump	4% (50)	8% (95)	6% (65)	4% (50)	15% (180)	63% (746)	1187
Very Favorable of Trump	5% (28)	10% (53)	3% (15)	7% (37)	10% (54)	66% (365)	553
Somewhat Favorable of Trump	3% (11)	8% (30)	6% (20)	5% (16)	16% (55)	62% (218)	351
Somewhat Unfavorable of Trump	4% (10)	11% (26)	6% (14)	6% (15)	10% (25)	63% (152)	243
Very Unfavorable of Trump	4% (39)	7% (69)	5% (51)	4% (35)	16% (155)	63% (594)	944
#1 Issue: Economy	4% (25)	11% (63)	5% (26)	5% (31)	15% (86)	59% (337)	568
#1 Issue: Security	4% (16)	5% (18)	4% (14)	7% (28)	10% (38)	71% (273)	387
#1 Issue: Health Care	4% (16)	6% (28)	6% (27)	4% (19)	14% (62)	65% (284)	435
#1 Issue: Medicare / Social Security	2% (6)	5% (16)	4% (14)	3% (9)	14% (47)	73% (251)	342
#1 Issue: Women's Issues	7% (7)	5% (5)	5% (5)	5% (5)	20% (21)	58% (61)	105
#1 Issue: Education	10% (10)	15% (14)	6% (6)	5% (5)	14% (13)	50% (48)	96
#1 Issue: Energy	4% (5)	22% (28)	5% (7)	4% (5)	13% (17)	51% (66)	129
#1 Issue: Other	4% (6)	5% (6)	4% (5)	3% (4)	19% (26)	66% (91)	138
2018 House Vote: Democrat	5% (36)	11% (86)	6% (49)	3% (27)	16% (121)	59% (452)	771
2018 House Vote: Republican	3% (18)	8% (54)	5% (33)	8% (54)	11% (76)	64% (425)	660
2018 House Vote: Someone else	4% (3)	3% (3)	3% (2)	2% (2)	19% (16)	70% (59)	84
2016 Vote: Hillary Clinton	5% (35)	10% (67)	7% (50)	4% (29)	15% (101)	58% (394)	676
2016 Vote: Donald Trump	3% (19)	8% (53)	5% (34)	7% (52)	11% (78)	66% (467)	704
2016 Vote: Other	2% (3)	4% (6)	3% (4)	5% (8)	22% (33)	64% (95)	149
2016 Vote: Didn't Vote	5% (32)	7% (48)	2% (16)	3% (18)	14% (95)	68% (449)	659
Voted in 2014: Yes	4% (49)	8% (109)	6% (76)	6% (72)	15% (191)	62% (799)	1296
Voted in 2014: No	5% (41)	8% (69)	3% (28)	4% (34)	13% (119)	68% (612)	904
2012 Vote: Barack Obama	5% (42)	8% (70)	7% (58)	3% (27)	16% (138)	60% (509)	843
2012 Vote: Mitt Romney	2% (11)	9% (45)	4% (21)	7% (35)	11% (55)	67% (330)	496
2012 Vote: Other	— (0)	1% (1)	6% (5)	10% (8)	9% (7)	74% (63)	85
2012 Vote: Didn't Vote	5% (38)	8% (63)	2% (19)	5% (37)	14% (108)	66% (506)	770

Continued on next page

**Table CMM13\_17: Do you have a favorable or unfavorable opinion of each of the following basketball players?**  
*LaMelo Ball*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	4% (90)	8% (178)	5% (104)	5% (107)	14% (310)	64% (1411)	2200
4-Region: Northeast	3% (14)	8% (33)	4% (14)	4% (16)	12% (47)	69% (270)	394
4-Region: Midwest	5% (22)	9% (41)	5% (21)	5% (25)	11% (51)	66% (303)	462
4-Region: South	5% (38)	7% (60)	5% (38)	4% (35)	16% (131)	63% (523)	824
4-Region: West	3% (17)	9% (45)	6% (31)	6% (31)	16% (81)	61% (315)	520
Sports fans	6% (89)	11% (171)	7% (102)	7% (101)	17% (261)	53% (814)	1538
Avid sports fans	12% (65)	18% (97)	9% (51)	10% (56)	18% (98)	32% (175)	541
Casual sports fans	2% (24)	7% (74)	5% (51)	5% (46)	16% (163)	64% (639)	997
Non-sports fans	— (1)	1% (7)	— (2)	1% (5)	7% (49)	90% (597)	662
Men's college basketball fans	9% (83)	16% (142)	10% (88)	9% (83)	19% (168)	37% (328)	892
Avid men's college basketball fans	17% (49)	21% (62)	13% (38)	12% (37)	16% (48)	21% (64)	299
Casual men's college basketball fans	6% (33)	13% (80)	8% (50)	8% (47)	20% (120)	45% (264)	594
Non-men's college basketball fans	1% (8)	3% (36)	1% (16)	2% (23)	11% (142)	83% (1083)	1308
Sports fans who have a favorite CBB team	11% (67)	17% (101)	11% (64)	11% (61)	19% (108)	31% (180)	580
Sports fans who don't have a favorite CBB team	2% (23)	7% (70)	4% (38)	4% (40)	16% (153)	66% (634)	958

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

**Table CMM13\_18: Do you have a favorable or unfavorable opinion of each of the following basketball players?**

Deni Avdija

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (56)	7% (153)	2% (34)	1% (31)	11% (233)	77% (1693)	2200
Gender: Male	4% (46)	10% (103)	2% (24)	1% (11)	12% (129)	70% (748)	1062
Gender: Female	1% (10)	4% (50)	1% (9)	2% (20)	9% (104)	83% (944)	1138
Age: 18-29	5% (21)	12% (54)	2% (11)	3% (14)	8% (35)	70% (314)	449
Age: 30-44	4% (23)	10% (58)	2% (11)	2% (9)	12% (70)	70% (393)	563
Age: 45-54	1% (2)	5% (14)	3% (8)	1% (4)	11% (34)	80% (244)	305
Age: 55-64	1% (6)	3% (15)	— (2)	1% (2)	14% (63)	80% (358)	446
Age: 65+	1% (4)	3% (12)	— (2)	— (2)	7% (32)	88% (384)	436
Generation Z: 18-22	3% (5)	13% (22)	3% (6)	4% (7)	6% (10)	70% (116)	165
Millennial: Age 23-38	5% (34)	12% (76)	2% (15)	2% (14)	11% (68)	68% (439)	646
Generation X: Age 39-54	1% (8)	6% (28)	2% (9)	1% (6)	12% (60)	78% (395)	507
Boomers: Age 55-73	1% (10)	3% (26)	— (4)	1% (4)	11% (89)	83% (644)	777
PID: Dem (no lean)	3% (21)	9% (70)	1% (8)	1% (8)	14% (111)	73% (578)	796
PID: Ind (no lean)	1% (7)	5% (35)	2% (13)	2% (13)	8% (56)	82% (574)	699
PID: Rep (no lean)	4% (28)	7% (48)	2% (13)	1% (10)	9% (66)	77% (541)	706
PID/Gender: Dem Men	5% (19)	13% (48)	1% (4)	— (2)	16% (55)	64% (228)	356
PID/Gender: Dem Women	— (2)	5% (22)	1% (4)	1% (6)	13% (56)	80% (350)	440
PID/Gender: Ind Men	1% (4)	7% (23)	3% (10)	1% (5)	9% (31)	78% (259)	333
PID/Gender: Ind Women	1% (3)	3% (11)	1% (3)	2% (9)	7% (25)	86% (316)	366
PID/Gender: Rep Men	6% (22)	8% (31)	3% (10)	1% (5)	11% (43)	70% (262)	374
PID/Gender: Rep Women	2% (5)	5% (17)	1% (2)	2% (5)	7% (23)	84% (279)	332
Ideo: Liberal (1-3)	5% (28)	9% (53)	2% (11)	2% (10)	11% (69)	72% (433)	604
Ideo: Moderate (4)	3% (15)	7% (41)	2% (11)	1% (8)	12% (69)	75% (424)	568
Ideo: Conservative (5-7)	1% (10)	6% (48)	1% (9)	1% (8)	10% (76)	80% (597)	748
Educ: < College	2% (30)	7% (98)	1% (18)	2% (23)	10% (157)	78% (1185)	1512
Educ: Bachelors degree	3% (14)	7% (33)	2% (10)	1% (5)	12% (55)	74% (327)	444
Educ: Post-grad	5% (12)	9% (22)	2% (5)	1% (4)	9% (21)	74% (180)	244
Income: Under 50k	1% (17)	6% (72)	1% (15)	1% (12)	10% (117)	81% (993)	1225
Income: 50k-100k	4% (26)	7% (48)	2% (14)	3% (17)	14% (92)	70% (468)	666
Income: 100k+	5% (14)	11% (33)	2% (5)	1% (2)	8% (24)	75% (232)	310
Ethnicity: White	2% (32)	6% (109)	1% (21)	1% (22)	10% (172)	79% (1366)	1722

Continued on next page

**Table CMM13\_18:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Deni Avdija

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (56)	7% (153)	2% (34)	1% (31)	11% (233)	77% (1693)	2200
Ethnicity: Hispanic	5% (16)	11% (39)	2% (6)	2% (8)	16% (56)	64% (225)	349
Ethnicity: Afr. Am.	6% (16)	10% (28)	2% (5)	3% (9)	11% (29)	68% (186)	274
Ethnicity: Other	4% (8)	8% (16)	3% (7)	— (0)	16% (32)	69% (140)	204
All Christian	3% (31)	7% (72)	2% (19)	1% (13)	12% (116)	75% (739)	991
All Non-Christian	3% (3)	9% (8)	1% (1)	— (0)	14% (12)	73% (61)	84
Atheist	4% (5)	6% (7)	1% (1)	3% (4)	11% (12)	75% (86)	114
Agnostic/Nothing in particular	2% (18)	7% (66)	1% (13)	1% (15)	9% (93)	80% (807)	1011
Religious Non-Protestant/Catholic	3% (4)	6% (8)	6% (7)	1% (1)	12% (15)	72% (87)	121
Evangelical	5% (26)	8% (44)	2% (11)	1% (7)	9% (51)	76% (436)	576
Non-Evangelical	2% (14)	7% (60)	1% (10)	1% (9)	13% (105)	76% (608)	805
Community: Urban	6% (34)	10% (60)	2% (14)	1% (6)	13% (79)	67% (394)	586
Community: Suburban	1% (14)	6% (62)	1% (14)	2% (21)	10% (100)	79% (795)	1006
Community: Rural	1% (8)	5% (31)	1% (6)	1% (5)	9% (55)	83% (503)	608
Employ: Private Sector	4% (29)	11% (81)	2% (13)	1% (6)	12% (86)	70% (510)	725
Employ: Government	5% (6)	5% (6)	1% (1)	— (1)	17% (20)	71% (82)	116
Employ: Self-Employed	2% (3)	7% (12)	3% (5)	3% (4)	15% (25)	70% (115)	164
Employ: Homemaker	— (0)	5% (9)	1% (1)	4% (7)	8% (14)	82% (143)	175
Employ: Retired	1% (5)	3% (14)	1% (5)	— (2)	9% (48)	86% (437)	511
Employ: Unemployed	2% (5)	4% (8)	1% (2)	1% (3)	5% (10)	87% (188)	217
Employ: Other	2% (3)	7% (15)	3% (7)	2% (4)	8% (16)	78% (158)	203
Military HH: Yes	2% (8)	5% (18)	1% (3)	1% (5)	10% (37)	81% (295)	366
Military HH: No	3% (48)	7% (135)	2% (31)	1% (26)	11% (196)	76% (1397)	1834
RD/WT: Right Direction	4% (34)	7% (63)	2% (16)	2% (20)	11% (94)	74% (661)	888
RD/WT: Wrong Track	2% (22)	7% (90)	1% (18)	1% (11)	11% (139)	79% (1032)	1312
Trump Job Approve	4% (34)	7% (67)	2% (17)	2% (20)	10% (92)	75% (689)	918
Trump Job Disapprove	2% (22)	7% (86)	1% (11)	1% (11)	11% (127)	78% (901)	1159
Trump Job Strongly Approve	5% (27)	8% (40)	2% (11)	2% (11)	8% (41)	75% (384)	515
Trump Job Somewhat Approve	2% (7)	7% (26)	1% (5)	2% (9)	13% (51)	76% (305)	404
Trump Job Somewhat Disapprove	3% (8)	8% (21)	— (1)	1% (4)	8% (22)	79% (215)	271
Trump Job Strongly Disapprove	2% (14)	7% (66)	1% (10)	1% (7)	12% (105)	77% (686)	888

Continued on next page

**Table CMM13\_18:** Do you have a favorable or unfavorable opinion of each of the following basketball players?

Deni Avdija

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (56)	7% (153)	2% (34)	1% (31)	11% (233)	77% (1693)	2200
Favorable of Trump	4% (36)	7% (63)	2% (15)	2% (17)	10% (88)	76% (683)	903
Unfavorable of Trump	2% (20)	8% (90)	1% (16)	1% (10)	11% (130)	78% (920)	1187
Very Favorable of Trump	5% (28)	7% (41)	2% (10)	3% (16)	9% (47)	74% (412)	553
Somewhat Favorable of Trump	2% (9)	6% (22)	2% (6)	— (2)	12% (41)	77% (271)	351
Somewhat Unfavorable of Trump	2% (5)	9% (22)	3% (8)	1% (2)	8% (18)	77% (188)	243
Very Unfavorable of Trump	2% (15)	7% (67)	1% (9)	1% (8)	12% (112)	78% (733)	944
#1 Issue: Economy	4% (22)	8% (47)	1% (5)	1% (4)	10% (58)	76% (432)	568
#1 Issue: Security	3% (12)	5% (20)	1% (4)	4% (15)	8% (30)	79% (306)	387
#1 Issue: Health Care	2% (7)	7% (30)	2% (10)	— (1)	12% (52)	77% (335)	435
#1 Issue: Medicare / Social Security	1% (4)	5% (16)	1% (4)	1% (4)	11% (38)	81% (276)	342
#1 Issue: Women's Issues	1% (1)	5% (5)	4% (4)	2% (2)	8% (8)	81% (85)	105
#1 Issue: Education	4% (4)	8% (8)	1% (1)	1% (1)	18% (18)	67% (64)	96
#1 Issue: Energy	3% (4)	15% (19)	3% (3)	3% (4)	10% (13)	66% (85)	129
#1 Issue: Other	2% (3)	6% (8)	1% (2)	— (0)	12% (17)	79% (109)	138
2018 House Vote: Democrat	3% (21)	9% (71)	1% (9)	1% (11)	12% (96)	73% (563)	771
2018 House Vote: Republican	3% (19)	8% (55)	3% (17)	1% (9)	9% (57)	76% (503)	660
2018 House Vote: Someone else	1% (1)	4% (3)	1% (1)	— (0)	16% (13)	79% (66)	84
2016 Vote: Hillary Clinton	3% (23)	9% (63)	1% (9)	1% (8)	12% (84)	73% (491)	676
2016 Vote: Donald Trump	3% (21)	7% (47)	2% (13)	2% (13)	9% (64)	77% (545)	704
2016 Vote: Other	1% (1)	2% (3)	1% (1)	— (0)	9% (13)	88% (130)	149
2016 Vote: Didn't Vote	2% (12)	5% (36)	2% (11)	2% (10)	10% (69)	79% (520)	659
Voted in 2014: Yes	3% (35)	8% (101)	1% (17)	1% (18)	12% (153)	75% (973)	1296
Voted in 2014: No	2% (22)	6% (52)	2% (17)	1% (13)	9% (80)	80% (720)	904
2012 Vote: Barack Obama	4% (31)	8% (68)	1% (10)	1% (10)	12% (104)	73% (620)	843
2012 Vote: Mitt Romney	2% (10)	6% (31)	2% (9)	1% (6)	8% (42)	80% (398)	496
2012 Vote: Other	— (0)	2% (2)	— (0)	1% (1)	12% (10)	85% (72)	85
2012 Vote: Didn't Vote	2% (15)	7% (52)	2% (15)	2% (15)	10% (75)	78% (600)	770

Continued on next page

**Table CMM13\_18:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Deni Avdija

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (56)	7% (153)	2% (34)	1% (31)	11% (233)	77% (1693)	2200
4-Region: Northeast	3% (13)	7% (28)	1% (5)	— (0)	10% (41)	78% (307)	394
4-Region: Midwest	3% (16)	7% (31)	2% (8)	2% (9)	9% (44)	77% (355)	462
4-Region: South	2% (16)	7% (54)	1% (11)	1% (12)	12% (98)	77% (633)	824
4-Region: West	2% (12)	8% (40)	2% (10)	2% (10)	10% (50)	77% (398)	520
Sports fans	4% (56)	10% (149)	2% (32)	2% (29)	13% (200)	70% (1073)	1538
Avid sports fans	8% (41)	16% (87)	2% (12)	2% (11)	15% (80)	57% (310)	541
Casual sports fans	1% (15)	6% (62)	2% (19)	2% (18)	12% (120)	77% (763)	997
Non-sports fans	— (1)	1% (4)	— (2)	— (2)	5% (33)	94% (619)	662
Men's college basketball fans	5% (44)	14% (129)	3% (30)	3% (23)	18% (156)	57% (510)	892
Avid men's college basketball fans	10% (29)	22% (66)	4% (11)	3% (9)	15% (45)	46% (138)	299
Casual men's college basketball fans	3% (16)	11% (63)	3% (19)	2% (13)	19% (111)	63% (372)	594
Non-men's college basketball fans	1% (12)	2% (24)	— (4)	1% (9)	6% (77)	90% (1183)	1308
Sports fans who have a favorite CBB team	6% (38)	17% (98)	3% (18)	1% (9)	17% (98)	55% (320)	580
Sports fans who don't have a favorite CBB team	2% (18)	5% (51)	1% (14)	2% (20)	11% (101)	79% (754)	958

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

**Table CMM13\_19: Do you have a favorable or unfavorable opinion of each of the following basketball players?**  
Onyeka Okongw

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (69)	8% (172)	2% (41)	1% (30)	12% (273)	73% (1616)	2200
Gender: Male	4% (46)	12% (125)	2% (24)	2% (20)	13% (140)	67% (707)	1062
Gender: Female	2% (23)	4% (47)	1% (17)	1% (10)	12% (132)	80% (909)	1138
Age: 18-29	5% (23)	12% (53)	4% (18)	1% (6)	9% (40)	69% (310)	449
Age: 30-44	5% (26)	10% (56)	2% (14)	2% (14)	15% (83)	66% (370)	563
Age: 45-54	2% (5)	6% (18)	1% (4)	1% (4)	14% (44)	75% (229)	305
Age: 55-64	2% (8)	4% (20)	1% (4)	1% (5)	14% (65)	77% (345)	446
Age: 65+	1% (6)	6% (24)	— (2)	— (1)	10% (42)	83% (363)	436
Generation Z: 18-22	7% (12)	11% (19)	5% (8)	— (0)	6% (9)	71% (116)	165
Millennial: Age 23-38	5% (33)	12% (77)	3% (19)	3% (19)	12% (77)	65% (421)	646
Generation X: Age 39-54	2% (10)	6% (32)	2% (8)	1% (6)	16% (80)	73% (371)	507
Boomers: Age 55-73	2% (13)	5% (39)	1% (5)	1% (6)	13% (99)	79% (616)	777
PID: Dem (no lean)	5% (36)	9% (72)	2% (18)	1% (11)	15% (117)	68% (542)	796
PID: Ind (no lean)	2% (11)	5% (35)	1% (8)	1% (9)	10% (71)	81% (565)	699
PID: Rep (no lean)	3% (21)	9% (64)	2% (15)	1% (10)	12% (85)	72% (509)	706
PID/Gender: Dem Men	7% (25)	14% (48)	4% (14)	3% (11)	13% (45)	60% (213)	356
PID/Gender: Dem Women	3% (11)	5% (24)	1% (4)	— (0)	16% (72)	75% (330)	440
PID/Gender: Ind Men	2% (5)	8% (28)	1% (2)	1% (3)	12% (39)	77% (255)	333
PID/Gender: Ind Women	1% (5)	2% (7)	2% (6)	2% (6)	9% (32)	85% (310)	366
PID/Gender: Rep Men	4% (16)	13% (48)	2% (8)	2% (7)	15% (56)	64% (239)	374
PID/Gender: Rep Women	2% (6)	5% (16)	2% (7)	1% (4)	9% (29)	81% (270)	332
Ideo: Liberal (1-3)	5% (32)	10% (61)	2% (15)	1% (6)	12% (72)	69% (419)	604
Ideo: Moderate (4)	3% (18)	10% (55)	2% (14)	1% (8)	14% (81)	69% (392)	568
Ideo: Conservative (5-7)	2% (13)	7% (51)	1% (9)	2% (14)	12% (91)	76% (569)	748
Educ: < College	3% (38)	7% (112)	2% (25)	1% (22)	12% (186)	75% (1130)	1512
Educ: Bachelors degree	3% (15)	10% (43)	2% (9)	1% (6)	13% (58)	71% (313)	444
Educ: Post-grad	6% (15)	7% (17)	3% (7)	1% (3)	12% (29)	71% (173)	244
Income: Under 50k	2% (25)	5% (66)	2% (20)	1% (17)	12% (147)	77% (949)	1225
Income: 50k-100k	5% (32)	11% (71)	2% (13)	2% (11)	14% (92)	67% (447)	666
Income: 100k+	4% (12)	11% (35)	3% (8)	— (1)	11% (33)	71% (220)	310
Ethnicity: White	2% (37)	7% (126)	2% (26)	1% (24)	11% (193)	76% (1316)	1722

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**Table CMM13\_19:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Onyeka Okongw

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (69)	8% (172)	2% (41)	1% (30)	12% (273)	73% (1616)	2200
Ethnicity: Hispanic	5% (18)	11% (40)	2% (6)	1% (4)	18% (63)	63% (219)	349
Ethnicity: Afr. Am.	9% (24)	10% (28)	5% (14)	1% (4)	16% (44)	59% (161)	274
Ethnicity: Other	4% (8)	9% (18)	1% (1)	1% (2)	18% (36)	68% (139)	204
All Christian	3% (31)	10% (97)	1% (11)	1% (12)	13% (130)	72% (711)	991
All Non-Christian	3% (3)	6% (5)	2% (1)	1% (1)	14% (12)	74% (62)	84
Atheist	4% (5)	12% (14)	5% (6)	— (0)	7% (8)	71% (81)	114
Agnostic/Nothing in particular	3% (30)	6% (56)	2% (23)	2% (17)	12% (123)	75% (762)	1011
Religious Non-Protestant/Catholic	3% (3)	10% (12)	1% (1)	2% (2)	11% (13)	74% (90)	121
Evangelical	5% (29)	8% (44)	3% (14)	2% (11)	13% (75)	70% (402)	576
Non-Evangelical	2% (19)	9% (72)	1% (11)	1% (7)	15% (118)	72% (578)	805
Community: Urban	6% (33)	10% (57)	4% (21)	2% (14)	14% (82)	65% (378)	586
Community: Suburban	2% (24)	8% (79)	1% (11)	1% (10)	12% (121)	76% (761)	1006
Community: Rural	2% (11)	6% (36)	2% (9)	1% (5)	12% (70)	78% (476)	608
Employ: Private Sector	5% (33)	12% (86)	2% (17)	2% (15)	13% (96)	66% (478)	725
Employ: Government	6% (7)	9% (11)	1% (1)	— (0)	18% (20)	66% (76)	116
Employ: Self-Employed	1% (2)	12% (19)	2% (4)	1% (2)	11% (18)	72% (119)	164
Employ: Homemaker	3% (4)	3% (5)	1% (1)	1% (2)	10% (17)	82% (144)	175
Employ: Retired	2% (8)	5% (24)	— (2)	1% (3)	11% (56)	82% (419)	511
Employ: Unemployed	2% (5)	4% (8)	3% (7)	2% (5)	8% (17)	81% (175)	217
Employ: Other	2% (4)	5% (9)	4% (9)	1% (1)	16% (32)	73% (148)	203
Military HH: Yes	4% (13)	8% (28)	— (2)	1% (5)	10% (35)	78% (284)	366
Military HH: No	3% (56)	8% (143)	2% (40)	1% (25)	13% (238)	73% (1332)	1834
RD/WT: Right Direction	3% (27)	9% (80)	2% (21)	2% (19)	13% (116)	70% (624)	888
RD/WT: Wrong Track	3% (41)	7% (92)	2% (20)	1% (11)	12% (156)	76% (992)	1312
Trump Job Approve	3% (28)	9% (82)	2% (19)	2% (20)	13% (115)	71% (654)	918
Trump Job Disapprove	3% (40)	7% (84)	2% (20)	1% (9)	12% (139)	75% (866)	1159
Trump Job Strongly Approve	4% (20)	10% (50)	3% (14)	2% (11)	10% (54)	71% (367)	515
Trump Job Somewhat Approve	2% (8)	8% (32)	1% (5)	2% (10)	15% (61)	71% (288)	404
Trump Job Somewhat Disapprove	4% (10)	7% (19)	3% (8)	1% (2)	8% (22)	78% (210)	271
Trump Job Strongly Disapprove	3% (31)	7% (65)	1% (12)	1% (7)	13% (117)	74% (656)	888

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**Table CMM13\_19:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Onyeka Okongw

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (69)	8% (172)	2% (41)	1% (30)	12% (273)	73% (1616)	2200
Favorable of Trump	3% (31)	8% (77)	2% (17)	2% (17)	12% (107)	72% (655)	903
Unfavorable of Trump	3% (38)	8% (93)	2% (18)	1% (13)	12% (147)	74% (878)	1187
Very Favorable of Trump	4% (23)	9% (49)	3% (14)	3% (15)	10% (56)	72% (396)	553
Somewhat Favorable of Trump	2% (8)	8% (27)	1% (3)	1% (2)	15% (51)	74% (259)	351
Somewhat Unfavorable of Trump	2% (5)	11% (26)	1% (3)	1% (2)	12% (30)	73% (177)	243
Very Unfavorable of Trump	4% (33)	7% (67)	2% (15)	1% (11)	12% (116)	74% (701)	944
#1 Issue: Economy	4% (21)	10% (55)	1% (8)	2% (10)	12% (70)	71% (404)	568
#1 Issue: Security	3% (12)	6% (23)	3% (11)	1% (6)	9% (36)	77% (299)	387
#1 Issue: Health Care	2% (10)	8% (35)	1% (3)	1% (5)	14% (60)	74% (322)	435
#1 Issue: Medicare / Social Security	2% (7)	5% (16)	1% (4)	1% (2)	13% (45)	78% (267)	342
#1 Issue: Women's Issues	5% (5)	5% (5)	1% (1)	1% (1)	15% (16)	73% (76)	105
#1 Issue: Education	4% (4)	7% (6)	6% (6)	1% (1)	17% (16)	65% (62)	96
#1 Issue: Energy	3% (4)	20% (26)	4% (5)	3% (3)	8% (11)	62% (80)	129
#1 Issue: Other	4% (6)	3% (4)	2% (3)	1% (1)	13% (19)	76% (105)	138
2018 House Vote: Democrat	6% (42)	9% (70)	2% (13)	1% (6)	14% (109)	69% (531)	771
2018 House Vote: Republican	2% (12)	10% (67)	2% (12)	2% (12)	12% (80)	72% (477)	660
2018 House Vote: Someone else	2% (1)	3% (2)	— (0)	4% (4)	14% (12)	77% (65)	84
2016 Vote: Hillary Clinton	5% (35)	10% (66)	2% (12)	1% (9)	15% (100)	67% (455)	676
2016 Vote: Donald Trump	2% (17)	9% (62)	2% (13)	2% (12)	11% (78)	74% (521)	704
2016 Vote: Other	1% (2)	3% (4)	— (0)	1% (1)	10% (14)	85% (127)	149
2016 Vote: Didn't Vote	2% (14)	5% (35)	3% (17)	1% (8)	12% (78)	77% (507)	659
Voted in 2014: Yes	4% (48)	9% (114)	2% (22)	1% (18)	14% (176)	71% (918)	1296
Voted in 2014: No	2% (21)	6% (57)	2% (19)	1% (11)	11% (96)	77% (699)	904
2012 Vote: Barack Obama	4% (36)	9% (72)	2% (15)	1% (7)	14% (121)	70% (592)	843
2012 Vote: Mitt Romney	3% (13)	10% (48)	1% (6)	2% (8)	9% (46)	76% (377)	496
2012 Vote: Other	— (0)	2% (2)	— (0)	2% (2)	15% (12)	81% (68)	85
2012 Vote: Didn't Vote	3% (20)	7% (50)	3% (21)	2% (13)	12% (90)	75% (575)	770

Continued on next page

**Table CMM13\_19:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Onyeka Okongw

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (69)	8% (172)	2% (41)	1% (30)	12% (273)	73% (1616)	2200
4-Region: Northeast	4% (14)	7% (28)	2% (7)	— (1)	10% (39)	77% (304)	394
4-Region: Midwest	4% (20)	7% (34)	2% (9)	1% (5)	12% (55)	73% (340)	462
4-Region: South	2% (19)	8% (67)	2% (14)	2% (17)	15% (120)	71% (587)	824
4-Region: West	3% (16)	8% (43)	2% (11)	1% (7)	11% (58)	74% (385)	520
Sports fans	4% (69)	11% (168)	2% (37)	2% (24)	16% (240)	65% (1001)	1538
Avid sports fans	9% (46)	18% (98)	3% (15)	2% (10)	17% (91)	52% (281)	541
Casual sports fans	2% (22)	7% (70)	2% (22)	1% (14)	15% (149)	72% (720)	997
Non-sports fans	— (0)	1% (4)	1% (4)	1% (6)	5% (33)	93% (615)	662
Men's college basketball fans	7% (59)	17% (148)	3% (27)	2% (19)	20% (178)	52% (462)	892
Avid men's college basketball fans	13% (37)	23% (69)	4% (13)	3% (8)	19% (57)	38% (115)	299
Casual men's college basketball fans	4% (21)	13% (79)	2% (14)	2% (11)	20% (121)	58% (347)	594
Non-men's college basketball fans	1% (10)	2% (24)	1% (14)	1% (11)	7% (95)	88% (1154)	1308
Sports fans who have a favorite CBB team	8% (44)	19% (110)	2% (13)	3% (16)	22% (130)	46% (267)	580
Sports fans who don't have a favorite CBB team	3% (24)	6% (58)	2% (24)	1% (8)	12% (110)	77% (734)	958

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

**Table CMM13\_20:** Do you have a favorable or unfavorable opinion of each of the following basketball players?

Aaron Nesmith

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (69)	7% (158)	3% (56)	1% (24)	12% (271)	74% (1622)	2200
Gender: Male	5% (52)	10% (104)	3% (33)	1% (11)	14% (146)	67% (716)	1062
Gender: Female	2% (17)	5% (54)	2% (24)	1% (13)	11% (124)	80% (906)	1138
Age: 18-29	6% (29)	8% (35)	5% (22)	3% (12)	10% (45)	68% (307)	449
Age: 30-44	4% (21)	11% (64)	4% (23)	1% (7)	13% (71)	67% (378)	563
Age: 45-54	2% (5)	6% (18)	3% (8)	1% (2)	17% (51)	73% (221)	305
Age: 55-64	3% (12)	4% (20)	1% (4)	— (2)	14% (61)	78% (347)	446
Age: 65+	1% (3)	5% (20)	— (0)	— (1)	10% (43)	85% (370)	436
Generation Z: 18-22	7% (11)	6% (10)	6% (10)	1% (1)	9% (15)	71% (118)	165
Millennial: Age 23-38	5% (33)	10% (66)	4% (28)	3% (18)	12% (76)	66% (425)	646
Generation X: Age 39-54	2% (10)	8% (42)	3% (14)	— (2)	15% (76)	72% (363)	507
Boomers: Age 55-73	2% (15)	5% (36)	— (4)	— (3)	12% (97)	80% (624)	777
PID: Dem (no lean)	4% (30)	8% (64)	3% (23)	1% (8)	16% (127)	68% (543)	796
PID: Ind (no lean)	1% (10)	5% (37)	3% (18)	1% (8)	10% (71)	79% (555)	699
PID: Rep (no lean)	4% (29)	8% (56)	2% (15)	1% (8)	10% (73)	74% (525)	706
PID/Gender: Dem Men	6% (20)	12% (43)	4% (16)	1% (4)	18% (64)	58% (207)	356
PID/Gender: Dem Women	2% (10)	5% (21)	2% (7)	1% (4)	14% (63)	76% (335)	440
PID/Gender: Ind Men	1% (5)	8% (28)	3% (11)	— (1)	11% (36)	76% (252)	333
PID/Gender: Ind Women	1% (5)	3% (9)	2% (8)	2% (7)	10% (35)	83% (303)	366
PID/Gender: Rep Men	7% (27)	9% (33)	2% (6)	1% (5)	12% (46)	69% (256)	374
PID/Gender: Rep Women	1% (2)	7% (23)	3% (9)	1% (2)	8% (27)	81% (269)	332
Ideo: Liberal (1-3)	5% (28)	10% (62)	3% (17)	1% (5)	14% (84)	68% (409)	604
Ideo: Moderate (4)	3% (19)	7% (41)	4% (24)	— (3)	13% (72)	72% (409)	568
Ideo: Conservative (5-7)	2% (16)	6% (48)	2% (14)	1% (10)	13% (94)	76% (566)	748
Educ: < College	3% (44)	6% (94)	2% (31)	1% (18)	12% (184)	75% (1141)	1512
Educ: Bachelors degree	2% (10)	9% (39)	5% (21)	1% (3)	13% (56)	71% (315)	444
Educ: Post-grad	6% (16)	10% (25)	2% (5)	1% (2)	12% (30)	68% (167)	244
Income: Under 50k	3% (34)	4% (53)	1% (12)	1% (18)	12% (143)	79% (965)	1225
Income: 50k-100k	3% (22)	10% (68)	5% (35)	1% (5)	15% (98)	66% (437)	666
Income: 100k+	4% (13)	12% (37)	3% (9)	— (1)	10% (30)	71% (220)	310
Ethnicity: White	2% (37)	7% (120)	2% (36)	1% (17)	12% (198)	76% (1313)	1722

Continued on next page

**Table CMM13\_20:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Aaron Nesmith

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (69)	7% (158)	3% (56)	1% (24)	12% (271)	74% (1622)	2200
Ethnicity: Hispanic	7% (23)	6% (22)	5% (18)	2% (6)	17% (59)	63% (221)	349
Ethnicity: Afr. Am.	8% (22)	9% (24)	4% (12)	— (1)	13% (35)	66% (180)	274
Ethnicity: Other	5% (10)	6% (13)	4% (9)	3% (5)	19% (38)	63% (129)	204
All Christian	3% (35)	8% (84)	3% (29)	1% (10)	14% (135)	70% (698)	991
All Non-Christian	5% (4)	6% (5)	4% (3)	— (0)	19% (16)	66% (55)	84
Atheist	4% (5)	9% (10)	8% (9)	1% (1)	10% (11)	68% (78)	114
Agnostic/Nothing in particular	3% (25)	6% (59)	2% (15)	1% (12)	11% (109)	78% (791)	1011
Religious Non-Protestant/Catholic	4% (4)	6% (8)	7% (9)	1% (1)	15% (18)	67% (81)	121
Evangelical	4% (25)	8% (43)	2% (13)	1% (6)	11% (61)	74% (427)	576
Non-Evangelical	3% (22)	8% (65)	2% (18)	1% (8)	15% (119)	71% (574)	805
Community: Urban	5% (32)	10% (57)	4% (21)	1% (7)	16% (97)	64% (372)	586
Community: Suburban	2% (24)	7% (67)	3% (27)	1% (12)	11% (111)	76% (765)	1006
Community: Rural	2% (14)	6% (34)	1% (8)	1% (5)	10% (63)	80% (485)	608
Employ: Private Sector	4% (31)	10% (76)	4% (27)	1% (7)	14% (102)	67% (483)	725
Employ: Government	3% (4)	9% (10)	3% (4)	2% (2)	13% (15)	69% (80)	116
Employ: Self-Employed	2% (3)	11% (18)	4% (7)	1% (1)	14% (24)	68% (111)	164
Employ: Homemaker	— (0)	5% (9)	2% (4)	4% (7)	9% (16)	79% (138)	175
Employ: Retired	1% (7)	5% (24)	— (2)	— (1)	10% (52)	83% (424)	511
Employ: Unemployed	5% (10)	2% (5)	— (0)	1% (3)	9% (20)	83% (179)	217
Employ: Other	2% (5)	4% (8)	5% (10)	1% (1)	12% (25)	76% (155)	203
Military HH: Yes	3% (11)	8% (28)	2% (9)	1% (2)	9% (32)	77% (283)	366
Military HH: No	3% (59)	7% (130)	3% (47)	1% (22)	13% (238)	73% (1339)	1834
RD/WT: Right Direction	4% (35)	8% (71)	3% (31)	2% (14)	12% (105)	71% (632)	888
RD/WT: Wrong Track	3% (34)	7% (86)	2% (26)	1% (10)	13% (166)	75% (991)	1312
Trump Job Approve	4% (33)	8% (75)	3% (31)	1% (12)	11% (103)	72% (665)	918
Trump Job Disapprove	3% (34)	7% (83)	2% (20)	1% (12)	13% (152)	74% (859)	1159
Trump Job Strongly Approve	5% (26)	8% (43)	3% (16)	2% (8)	10% (49)	72% (373)	515
Trump Job Somewhat Approve	2% (7)	8% (32)	4% (15)	1% (4)	13% (53)	72% (292)	404
Trump Job Somewhat Disapprove	2% (5)	8% (22)	4% (11)	1% (2)	12% (33)	73% (198)	271
Trump Job Strongly Disapprove	3% (28)	7% (61)	1% (9)	1% (10)	13% (120)	74% (661)	888

Continued on next page

**Table CMM13\_20:** Do you have a favorable or unfavorable opinion of each of the following basketball players?

Aaron Nesmith

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (69)	7% (158)	3% (56)	1% (24)	12% (271)	74% (1622)	2200
Favorable of Trump	4% (36)	8% (76)	3% (25)	1% (10)	11% (96)	73% (661)	903
Unfavorable of Trump	3% (32)	7% (81)	2% (27)	1% (13)	13% (155)	74% (879)	1187
Very Favorable of Trump	4% (23)	8% (42)	4% (23)	1% (8)	11% (58)	72% (398)	553
Somewhat Favorable of Trump	4% (13)	10% (34)	— (1)	1% (2)	11% (37)	75% (263)	351
Somewhat Unfavorable of Trump	2% (4)	8% (20)	5% (12)	1% (2)	12% (28)	73% (176)	243
Very Unfavorable of Trump	3% (27)	6% (61)	2% (15)	1% (11)	13% (127)	74% (703)	944
#1 Issue: Economy	3% (20)	7% (41)	2% (11)	1% (5)	14% (80)	72% (410)	568
#1 Issue: Security	4% (14)	6% (25)	4% (15)	2% (7)	8% (31)	76% (295)	387
#1 Issue: Health Care	2% (8)	8% (35)	3% (11)	1% (4)	14% (62)	72% (315)	435
#1 Issue: Medicare / Social Security	3% (11)	6% (21)	1% (2)	1% (3)	10% (35)	79% (270)	342
#1 Issue: Women's Issues	1% (1)	5% (5)	4% (5)	3% (3)	9% (9)	78% (82)	105
#1 Issue: Education	6% (5)	6% (6)	3% (3)	1% (1)	22% (21)	61% (59)	96
#1 Issue: Energy	5% (7)	17% (22)	7% (9)	— (0)	9% (11)	62% (80)	129
#1 Issue: Other	2% (3)	2% (3)	— (0)	— (0)	15% (21)	81% (112)	138
2018 House Vote: Democrat	3% (24)	9% (66)	3% (21)	1% (12)	15% (113)	69% (535)	771
2018 House Vote: Republican	4% (25)	9% (58)	3% (17)	1% (7)	10% (64)	74% (490)	660
2018 House Vote: Someone else	1% (1)	2% (2)	3% (3)	— (0)	18% (15)	75% (64)	84
2016 Vote: Hillary Clinton	4% (29)	9% (59)	3% (17)	1% (10)	15% (99)	68% (461)	676
2016 Vote: Donald Trump	3% (20)	8% (58)	3% (20)	1% (7)	11% (75)	74% (523)	704
2016 Vote: Other	1% (2)	2% (3)	1% (2)	— (0)	11% (17)	84% (125)	149
2016 Vote: Didn't Vote	3% (18)	6% (38)	3% (17)	1% (7)	12% (77)	76% (502)	659
Voted in 2014: Yes	3% (37)	9% (112)	3% (38)	1% (11)	14% (179)	71% (919)	1296
Voted in 2014: No	4% (32)	5% (45)	2% (18)	1% (13)	10% (92)	78% (703)	904
2012 Vote: Barack Obama	4% (32)	8% (69)	3% (23)	1% (6)	15% (126)	70% (588)	843
2012 Vote: Mitt Romney	3% (14)	8% (40)	3% (14)	1% (3)	11% (54)	75% (371)	496
2012 Vote: Other	— (0)	3% (3)	— (0)	1% (1)	11% (9)	85% (72)	85
2012 Vote: Didn't Vote	3% (23)	6% (46)	3% (20)	2% (14)	10% (79)	76% (588)	770

Continued on next page

**Table CMM13\_20:** Do you have a favorable or unfavorable opinion of each of the following basketball players?  
Aaron Nesmith

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	3% (69)	7% (158)	3% (56)	1% (24)	12% (271)	74% (1622)	2200
4-Region: Northeast	3% (10)	8% (33)	1% (4)	— (2)	12% (49)	75% (297)	394
4-Region: Midwest	4% (20)	7% (34)	2% (11)	2% (9)	10% (44)	74% (344)	462
4-Region: South	4% (31)	7% (55)	2% (17)	1% (7)	13% (110)	73% (603)	824
4-Region: West	2% (8)	7% (35)	5% (25)	1% (6)	13% (68)	73% (379)	520
Sports fans	4% (68)	10% (151)	4% (55)	1% (20)	15% (232)	66% (1012)	1538
Avid sports fans	9% (48)	17% (89)	4% (24)	1% (3)	19% (103)	51% (274)	541
Casual sports fans	2% (20)	6% (62)	3% (31)	2% (17)	13% (129)	74% (738)	997
Non-sports fans	— (1)	1% (6)	— (1)	1% (4)	6% (38)	92% (610)	662
Men's college basketball fans	7% (64)	15% (134)	6% (51)	1% (12)	19% (170)	52% (461)	892
Avid men's college basketball fans	13% (38)	21% (63)	6% (17)	2% (6)	19% (57)	40% (119)	299
Casual men's college basketball fans	5% (27)	12% (71)	6% (34)	1% (7)	19% (113)	58% (342)	594
Non-men's college basketball fans	— (5)	2% (24)	— (5)	1% (11)	8% (101)	89% (1161)	1308
Sports fans who have a favorite CBB team	9% (51)	16% (95)	5% (28)	2% (12)	20% (116)	48% (279)	580
Sports fans who don't have a favorite CBB team	2% (17)	6% (56)	3% (27)	1% (8)	12% (117)	76% (733)	958

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

**Table CMM14:** Do you plan to place any bets on individual games or outcomes during the NCAA men's basketball tournament?

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	8%	(168)	85%	(1879)	7%	(153)	2200
Gender: Male	12%	(127)	82%	(873)	6%	(61)	1062
Gender: Female	4%	(40)	88%	(1006)	8%	(92)	1138
Age: 18-29	7%	(33)	83%	(372)	10%	(44)	449
Age: 30-44	15%	(86)	75%	(425)	9%	(53)	563
Age: 45-54	4%	(14)	87%	(266)	8%	(25)	305
Age: 55-64	5%	(20)	91%	(404)	5%	(21)	446
Age: 65+	3%	(15)	94%	(411)	2%	(10)	436
Generation Z: 18-22	6%	(10)	77%	(127)	17%	(28)	165
Millennial: Age 23-38	13%	(84)	80%	(516)	7%	(47)	646
Generation X: Age 39-54	8%	(39)	83%	(420)	9%	(47)	507
Boomers: Age 55-73	4%	(34)	92%	(714)	4%	(30)	777
PID: Dem (no lean)	9%	(75)	85%	(673)	6%	(48)	796
PID: Ind (no lean)	5%	(32)	86%	(603)	9%	(64)	699
PID: Rep (no lean)	9%	(61)	85%	(603)	6%	(41)	706
PID/Gender: Dem Men	15%	(54)	80%	(283)	5%	(18)	356
PID/Gender: Dem Women	5%	(20)	88%	(389)	7%	(30)	440
PID/Gender: Ind Men	8%	(27)	84%	(280)	8%	(26)	333
PID/Gender: Ind Women	1%	(4)	88%	(323)	10%	(38)	366
PID/Gender: Rep Men	12%	(46)	83%	(310)	5%	(18)	374
PID/Gender: Rep Women	5%	(16)	88%	(293)	7%	(23)	332
Ideo: Liberal (1-3)	10%	(62)	85%	(514)	5%	(29)	604
Ideo: Moderate (4)	10%	(59)	81%	(459)	9%	(50)	568
Ideo: Conservative (5-7)	6%	(45)	90%	(675)	4%	(28)	748
Educ: < College	6%	(92)	86%	(1298)	8%	(122)	1512
Educ: Bachelors degree	11%	(48)	84%	(374)	5%	(22)	444
Educ: Post-grad	12%	(28)	85%	(207)	4%	(9)	244
Income: Under 50k	5%	(59)	87%	(1065)	8%	(100)	1225
Income: 50k-100k	11%	(72)	83%	(555)	6%	(38)	666
Income: 100k+	12%	(37)	83%	(258)	5%	(15)	310
Ethnicity: White	6%	(109)	88%	(1509)	6%	(104)	1722
Ethnicity: Hispanic	13%	(46)	77%	(269)	10%	(34)	349

Continued on next page



**Table CMM14:** Do you plan to place any bets on individual games or outcomes during the NCAA men's basketball tournament?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	8% (168)	85% (1879)	7% (153)	2200
Ethnicity: Afr. Am.	13% (36)	76% (208)	11% (31)	274
Ethnicity: Other	11% (23)	80% (162)	9% (19)	204
All Christian	8% (81)	86% (856)	5% (54)	991
All Non-Christian	12% (10)	80% (68)	8% (6)	84
Atheist	7% (8)	91% (104)	2% (2)	114
Agnostic/Nothing in particular	7% (69)	84% (851)	9% (91)	1011
Religious Non-Protestant/Catholic	8% (10)	83% (101)	8% (10)	121
Evangelical	8% (47)	86% (494)	6% (34)	576
Non-Evangelical	7% (60)	86% (692)	7% (53)	805
Community: Urban	13% (76)	79% (465)	8% (45)	586
Community: Suburban	6% (63)	88% (883)	6% (60)	1006
Community: Rural	5% (29)	87% (531)	8% (48)	608
Employ: Private Sector	12% (89)	83% (601)	5% (35)	725
Employ: Government	10% (11)	81% (93)	10% (11)	116
Employ: Self-Employed	4% (7)	83% (136)	13% (21)	164
Employ: Homemaker	3% (6)	86% (151)	11% (19)	175
Employ: Retired	4% (21)	93% (473)	3% (17)	511
Employ: Unemployed	4% (9)	86% (187)	10% (21)	217
Employ: Other	7% (14)	83% (169)	10% (20)	203
Military HH: Yes	7% (25)	88% (323)	5% (19)	366
Military HH: No	8% (143)	85% (1556)	7% (135)	1834
RD/WT: Right Direction	9% (81)	84% (746)	7% (61)	888
RD/WT: Wrong Track	7% (87)	86% (1133)	7% (93)	1312
Trump Job Approve	9% (85)	84% (775)	6% (59)	918
Trump Job Disapprove	7% (79)	88% (1016)	6% (64)	1159
Trump Job Strongly Approve	10% (53)	84% (433)	6% (29)	515
Trump Job Somewhat Approve	8% (32)	85% (341)	8% (31)	404
Trump Job Somewhat Disapprove	6% (15)	86% (233)	8% (23)	271
Trump Job Strongly Disapprove	7% (64)	88% (783)	5% (42)	888
Favorable of Trump	8% (77)	86% (777)	6% (50)	903
Unfavorable of Trump	7% (85)	86% (1015)	7% (87)	1187

Continued on next page

**Table CMM14:** Do you plan to place any bets on individual games or outcomes during the NCAA men's basketball tournament?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	8% (168)	85% (1879)	7% (153)	2200
Very Favorable of Trump	10% (57)	83% (459)	7% (37)	553
Somewhat Favorable of Trump	6% (20)	90% (318)	4% (14)	351
Somewhat Unfavorable of Trump	7% (17)	84% (203)	9% (22)	243
Very Unfavorable of Trump	7% (68)	86% (812)	7% (64)	944
#1 Issue: Economy	11% (60)	79% (449)	10% (59)	568
#1 Issue: Security	7% (25)	87% (338)	6% (23)	387
#1 Issue: Health Care	8% (34)	87% (380)	5% (22)	435
#1 Issue: Medicare / Social Security	5% (17)	92% (313)	3% (12)	342
#1 Issue: Women's Issues	4% (4)	84% (88)	12% (13)	105
#1 Issue: Education	7% (6)	87% (84)	6% (6)	96
#1 Issue: Energy	13% (17)	81% (105)	6% (7)	129
#1 Issue: Other	3% (4)	89% (122)	9% (12)	138
2018 House Vote: Democrat	10% (74)	85% (656)	5% (41)	771
2018 House Vote: Republican	9% (60)	85% (561)	6% (39)	660
2018 House Vote: Someone else	7% (6)	86% (72)	8% (7)	84
2016 Vote: Hillary Clinton	12% (79)	84% (566)	5% (31)	676
2016 Vote: Donald Trump	8% (59)	85% (600)	6% (44)	704
2016 Vote: Other	7% (10)	87% (130)	6% (9)	149
2016 Vote: Didn't Vote	3% (19)	87% (574)	10% (65)	659
Voted in 2014: Yes	10% (129)	85% (1099)	5% (68)	1296
Voted in 2014: No	4% (39)	86% (780)	9% (86)	904
2012 Vote: Barack Obama	11% (90)	84% (709)	5% (44)	843
2012 Vote: Mitt Romney	7% (36)	88% (435)	5% (25)	496
2012 Vote: Other	8% (6)	87% (73)	6% (5)	85
2012 Vote: Didn't Vote	5% (35)	85% (655)	10% (79)	770
4-Region: Northeast	5% (21)	88% (347)	6% (25)	394
4-Region: Midwest	11% (51)	84% (389)	5% (21)	462
4-Region: South	6% (53)	85% (704)	8% (68)	824
4-Region: West	8% (42)	84% (439)	7% (39)	520
Sports fans	11% (162)	82% (1268)	7% (108)	1538
Avid sports fans	19% (103)	72% (388)	9% (50)	541

Continued on next page

**Table CMM14:** Do you plan to place any bets on individual games or outcomes during the NCAA men's basketball tournament?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	8% (168)	85% (1879)	7% (153)	2200
Casual sports fans	6% (60)	88% (880)	6% (58)	997
Non-sports fans	1% (6)	92% (611)	7% (45)	662
Men's college basketball fans	16% (142)	76% (679)	8% (72)	892
Avid men's college basketball fans	25% (74)	69% (207)	6% (18)	299
Casual men's college basketball fans	11% (68)	80% (472)	9% (54)	594
Non-men's college basketball fans	2% (26)	92% (1200)	6% (82)	1308
Sports fans who have a favorite CBB team	20% (118)	72% (418)	8% (45)	580
Sports fans who don't have a favorite CBB team	5% (45)	89% (850)	7% (63)	958

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

**Table CMM15:** *As you may know, many colleges and universities provide academic scholarships to their athletes. Do you think an academic scholarship adequately compensates student athletes?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	46% (1011)	25% (557)	29% (633)	2200
Gender: Male	47% (500)	30% (323)	22% (239)	1062
Gender: Female	45% (511)	21% (234)	35% (394)	1138
Age: 18-29	45% (203)	28% (124)	27% (123)	449
Age: 30-44	42% (236)	31% (174)	27% (154)	563
Age: 45-54	47% (142)	23% (71)	30% (92)	305
Age: 55-64	48% (212)	23% (102)	30% (132)	446
Age: 65+	50% (218)	20% (86)	30% (132)	436
Generation Z: 18-22	50% (83)	22% (36)	28% (45)	165
Millennial: Age 23-38	41% (267)	32% (208)	27% (172)	646
Generation X: Age 39-54	46% (231)	24% (124)	30% (152)	507
Boomers: Age 55-73	47% (367)	23% (177)	30% (233)	777
PID: Dem (no lean)	46% (368)	29% (233)	24% (195)	796
PID: Ind (no lean)	41% (283)	23% (160)	37% (256)	699
PID: Rep (no lean)	51% (360)	23% (164)	26% (182)	706
PID/Gender: Dem Men	44% (158)	35% (125)	20% (73)	356
PID/Gender: Dem Women	48% (210)	25% (108)	28% (122)	440
PID/Gender: Ind Men	44% (146)	27% (89)	29% (97)	333
PID/Gender: Ind Women	37% (137)	19% (71)	43% (159)	366
PID/Gender: Rep Men	52% (196)	29% (109)	18% (69)	374
PID/Gender: Rep Women	49% (164)	16% (55)	34% (113)	332
Ideo: Liberal (1-3)	48% (290)	30% (183)	22% (132)	604
Ideo: Moderate (4)	46% (258)	28% (160)	26% (149)	568
Ideo: Conservative (5-7)	54% (402)	22% (163)	24% (182)	748
Educ: < College	42% (639)	24% (365)	34% (508)	1512
Educ: Bachelors degree	54% (238)	27% (118)	20% (88)	444
Educ: Post-grad	55% (134)	30% (74)	15% (36)	244
Income: Under 50k	40% (495)	24% (293)	36% (437)	1225
Income: 50k-100k	50% (335)	28% (184)	22% (147)	666
Income: 100k+	58% (181)	26% (80)	16% (49)	310
Ethnicity: White	48% (826)	23% (393)	29% (503)	1722

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**Table CMM15:** As you may know, many colleges and universities provide academic scholarships to their athletes. Do you think an academic scholarship adequately compensates student athletes?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	46% (1011)	25% (557)	29% (633)	2200
Ethnicity: Hispanic	43% (149)	26% (92)	31% (108)	349
Ethnicity: Afr. Am.	37% (103)	38% (104)	25% (68)	274
Ethnicity: Other	40% (82)	29% (60)	30% (62)	204
All Christian	52% (511)	23% (232)	25% (248)	991
All Non-Christian	57% (47)	22% (19)	21% (18)	84
Atheist	49% (56)	31% (35)	21% (23)	114
Agnostic/Nothing in particular	39% (397)	27% (271)	34% (344)	1011
Religious Non-Protestant/Catholic	54% (65)	20% (24)	26% (32)	121
Evangelical	50% (287)	21% (119)	29% (169)	576
Non-Evangelical	47% (379)	27% (219)	26% (207)	805
Community: Urban	44% (260)	28% (162)	28% (163)	586
Community: Suburban	48% (480)	26% (266)	26% (259)	1006
Community: Rural	44% (270)	21% (128)	34% (210)	608
Employ: Private Sector	49% (354)	29% (213)	22% (157)	725
Employ: Government	47% (54)	32% (37)	21% (25)	116
Employ: Self-Employed	41% (67)	27% (44)	32% (52)	164
Employ: Homemaker	43% (75)	18% (31)	40% (69)	175
Employ: Retired	50% (253)	22% (111)	29% (146)	511
Employ: Unemployed	31% (67)	25% (55)	44% (95)	217
Employ: Other	44% (90)	23% (47)	33% (67)	203
Military HH: Yes	50% (182)	20% (73)	30% (112)	366
Military HH: No	45% (829)	26% (484)	28% (521)	1834
RD/WT: Right Direction	52% (463)	22% (194)	26% (231)	888
RD/WT: Wrong Track	42% (548)	28% (363)	31% (402)	1312
Trump Job Approve	53% (491)	20% (186)	26% (242)	918
Trump Job Disapprove	42% (489)	30% (352)	27% (318)	1159
Trump Job Strongly Approve	57% (291)	19% (95)	25% (128)	515
Trump Job Somewhat Approve	50% (200)	22% (90)	28% (113)	404
Trump Job Somewhat Disapprove	45% (121)	30% (82)	25% (68)	271
Trump Job Strongly Disapprove	41% (368)	30% (270)	28% (249)	888

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**Table CMM15:** *As you may know, many colleges and universities provide academic scholarships to their athletes. Do you think an academic scholarship adequately compensates student athletes?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	46% (1011)	25% (557)	29% (633)	2200
Favorable of Trump	52% (472)	21% (192)	27% (240)	903
Unfavorable of Trump	43% (507)	29% (339)	29% (341)	1187
Very Favorable of Trump	55% (305)	20% (109)	25% (139)	553
Somewhat Favorable of Trump	47% (166)	24% (83)	29% (102)	351
Somewhat Unfavorable of Trump	41% (100)	27% (66)	32% (77)	243
Very Unfavorable of Trump	43% (407)	29% (273)	28% (264)	944
#1 Issue: Economy	47% (265)	25% (143)	28% (159)	568
#1 Issue: Security	57% (220)	18% (68)	26% (99)	387
#1 Issue: Health Care	44% (192)	29% (127)	27% (117)	435
#1 Issue: Medicare / Social Security	42% (144)	23% (79)	35% (119)	342
#1 Issue: Women's Issues	46% (48)	25% (26)	29% (31)	105
#1 Issue: Education	37% (35)	33% (32)	30% (29)	96
#1 Issue: Energy	42% (54)	38% (49)	21% (27)	129
#1 Issue: Other	38% (52)	23% (32)	39% (54)	138
2018 House Vote: Democrat	47% (362)	31% (237)	22% (171)	771
2018 House Vote: Republican	56% (367)	20% (131)	24% (161)	660
2018 House Vote: Someone else	26% (22)	26% (22)	48% (40)	84
2016 Vote: Hillary Clinton	47% (315)	30% (203)	23% (158)	676
2016 Vote: Donald Trump	53% (370)	22% (155)	25% (179)	704
2016 Vote: Other	46% (69)	26% (39)	28% (41)	149
2016 Vote: Didn't Vote	37% (247)	24% (160)	38% (252)	659
Voted in 2014: Yes	51% (663)	25% (329)	23% (304)	1296
Voted in 2014: No	38% (348)	25% (228)	36% (329)	904
2012 Vote: Barack Obama	47% (397)	29% (243)	24% (203)	843
2012 Vote: Mitt Romney	57% (281)	19% (96)	24% (119)	496
2012 Vote: Other	44% (37)	25% (21)	31% (27)	85
2012 Vote: Didn't Vote	38% (293)	25% (196)	36% (281)	770

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**Table CMM15:** As you may know, many colleges and universities provide academic scholarships to their athletes. Do you think an academic scholarship adequately compensates student athletes?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	46% (1011)	25% (557)	29% (633)	2200
4-Region: Northeast	45% (178)	22% (88)	32% (127)	394
4-Region: Midwest	46% (214)	28% (128)	26% (121)	462
4-Region: South	49% (405)	24% (194)	27% (225)	824
4-Region: West	41% (214)	28% (147)	31% (159)	520
Sports fans	50% (774)	27% (421)	22% (344)	1538
Avid sports fans	50% (269)	36% (193)	15% (79)	541
Casual sports fans	51% (505)	23% (228)	26% (264)	997
Non-sports fans	36% (237)	21% (136)	44% (289)	662
Men's college basketball fans	55% (493)	29% (262)	15% (137)	892
Avid men's college basketball fans	52% (156)	35% (105)	12% (37)	299
Casual men's college basketball fans	57% (337)	26% (157)	17% (100)	594
Non-men's college basketball fans	40% (517)	23% (295)	38% (495)	1308
Sports fans who have a favorite CBB team	55% (321)	32% (185)	13% (75)	580
Sports fans who don't have a favorite CBB team	47% (453)	25% (236)	28% (269)	958

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

**Table CMM16:** *As you may know, colleges and universities do not currently compensate their athletes in any way under NCAA rules. Do you think colleges should pay their student athletes?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	32% (709)	42% (935)	25% (556)	2200
Gender: Male	38% (408)	43% (460)	18% (193)	1062
Gender: Female	26% (301)	42% (475)	32% (363)	1138
Age: 18-29	41% (186)	33% (148)	26% (115)	449
Age: 30-44	41% (230)	36% (201)	24% (133)	563
Age: 45-54	27% (81)	45% (138)	28% (86)	305
Age: 55-64	24% (107)	51% (227)	25% (112)	446
Age: 65+	24% (105)	51% (221)	25% (110)	436
Generation Z: 18-22	43% (71)	32% (52)	25% (41)	165
Millennial: Age 23-38	41% (266)	34% (220)	25% (161)	646
Generation X: Age 39-54	32% (160)	42% (214)	26% (132)	507
Boomers: Age 55-73	24% (186)	50% (385)	27% (206)	777
PID: Dem (no lean)	44% (351)	33% (264)	23% (181)	796
PID: Ind (no lean)	27% (187)	41% (289)	32% (223)	699
PID: Rep (no lean)	24% (171)	54% (382)	22% (152)	706
PID/Gender: Dem Men	52% (184)	31% (110)	17% (62)	356
PID/Gender: Dem Women	38% (167)	35% (154)	27% (119)	440
PID/Gender: Ind Men	33% (110)	43% (142)	24% (80)	333
PID/Gender: Ind Women	21% (76)	40% (147)	39% (143)	366
PID/Gender: Rep Men	31% (114)	56% (208)	14% (51)	374
PID/Gender: Rep Women	17% (57)	52% (174)	30% (101)	332
Ideo: Liberal (1-3)	46% (275)	37% (221)	18% (108)	604
Ideo: Moderate (4)	35% (199)	40% (228)	25% (141)	568
Ideo: Conservative (5-7)	23% (174)	56% (422)	20% (151)	748
Educ: < College	32% (483)	39% (595)	29% (434)	1512
Educ: Bachelors degree	31% (138)	50% (223)	19% (83)	444
Educ: Post-grad	36% (88)	48% (117)	16% (39)	244
Income: Under 50k	30% (366)	39% (482)	31% (377)	1225
Income: 50k-100k	35% (230)	45% (298)	21% (137)	666
Income: 100k+	36% (113)	50% (155)	14% (42)	310
Ethnicity: White	28% (477)	47% (802)	26% (443)	1722

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**Table CMM16:** As you may know, colleges and universities do not currently compensate their athletes in any way under NCAA rules. Do you think colleges should pay their student athletes?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	32% (709)	42% (935)	25% (556)	2200
Ethnicity: Hispanic	40% (141)	37% (128)	23% (80)	349
Ethnicity: Afr. Am.	55% (152)	22% (59)	23% (64)	274
Ethnicity: Other	39% (80)	36% (74)	24% (50)	204
All Christian	29% (284)	49% (485)	22% (221)	991
All Non-Christian	40% (34)	38% (32)	22% (19)	84
Atheist	44% (50)	46% (53)	10% (11)	114
Agnostic/Nothing in particular	34% (341)	36% (366)	30% (305)	1011
Religious Non-Protestant/Catholic	35% (43)	43% (52)	21% (26)	121
Evangelical	29% (170)	45% (257)	26% (149)	576
Non-Evangelical	31% (251)	45% (363)	24% (192)	805
Community: Urban	41% (237)	32% (189)	27% (159)	586
Community: Suburban	32% (320)	46% (463)	22% (223)	1006
Community: Rural	25% (152)	47% (283)	29% (174)	608
Employ: Private Sector	37% (265)	43% (315)	20% (145)	725
Employ: Government	32% (37)	49% (57)	19% (22)	116
Employ: Self-Employed	37% (60)	40% (65)	24% (39)	164
Employ: Homemaker	24% (43)	45% (79)	30% (53)	175
Employ: Retired	23% (116)	52% (265)	25% (130)	511
Employ: Unemployed	30% (64)	31% (67)	40% (86)	217
Employ: Other	40% (82)	29% (59)	31% (62)	203
Military HH: Yes	29% (106)	46% (170)	25% (90)	366
Military HH: No	33% (603)	42% (765)	25% (466)	1834
RD/WT: Right Direction	28% (248)	49% (438)	23% (202)	888
RD/WT: Wrong Track	35% (461)	38% (497)	27% (354)	1312
Trump Job Approve	26% (236)	52% (474)	23% (208)	918
Trump Job Disapprove	39% (451)	37% (429)	24% (280)	1159
Trump Job Strongly Approve	23% (116)	57% (292)	21% (107)	515
Trump Job Somewhat Approve	30% (120)	45% (182)	25% (101)	404
Trump Job Somewhat Disapprove	34% (93)	44% (120)	21% (58)	271
Trump Job Strongly Disapprove	40% (357)	35% (309)	25% (222)	888

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**Table CMM16:** *As you may know, colleges and universities do not currently compensate their athletes in any way under NCAA rules. Do you think colleges should pay their student athletes?*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	32% (709)	42% (935)	25% (556)	2200
Favorable of Trump	25% (222)	53% (475)	23% (207)	903
Unfavorable of Trump	39% (458)	36% (433)	25% (296)	1187
Very Favorable of Trump	23% (128)	54% (300)	22% (124)	553
Somewhat Favorable of Trump	27% (94)	50% (175)	23% (82)	351
Somewhat Unfavorable of Trump	36% (86)	40% (97)	24% (59)	243
Very Unfavorable of Trump	39% (372)	36% (335)	25% (237)	944
#1 Issue: Economy	35% (200)	41% (231)	24% (138)	568
#1 Issue: Security	21% (81)	57% (222)	22% (83)	387
#1 Issue: Health Care	36% (155)	39% (171)	25% (109)	435
#1 Issue: Medicare / Social Security	30% (103)	41% (139)	29% (100)	342
#1 Issue: Women's Issues	32% (33)	41% (43)	27% (29)	105
#1 Issue: Education	37% (35)	38% (36)	26% (25)	96
#1 Issue: Energy	52% (67)	32% (42)	16% (20)	129
#1 Issue: Other	25% (35)	37% (50)	38% (53)	138
2018 House Vote: Democrat	44% (340)	35% (273)	20% (158)	771
2018 House Vote: Republican	22% (144)	58% (382)	20% (134)	660
2018 House Vote: Someone else	27% (23)	34% (29)	38% (32)	84
2016 Vote: Hillary Clinton	45% (305)	34% (232)	21% (140)	676
2016 Vote: Donald Trump	21% (150)	58% (407)	21% (146)	704
2016 Vote: Other	29% (43)	52% (77)	19% (29)	149
2016 Vote: Didn't Vote	31% (206)	32% (214)	36% (239)	659
Voted in 2014: Yes	33% (424)	48% (617)	20% (255)	1296
Voted in 2014: No	32% (285)	35% (318)	33% (301)	904
2012 Vote: Barack Obama	42% (355)	38% (317)	20% (171)	843
2012 Vote: Mitt Romney	19% (96)	63% (312)	18% (88)	496
2012 Vote: Other	17% (15)	55% (47)	27% (23)	85
2012 Vote: Didn't Vote	32% (243)	33% (256)	35% (271)	770

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**Table CMM16:** As you may know, colleges and universities do not currently compensate their athletes in any way under NCAA rules. Do you think colleges should pay their student athletes?

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	32% (709)	42% (935)	25% (556)	2200
4-Region: Northeast	32% (124)	41% (163)	27% (107)	394
4-Region: Midwest	33% (152)	45% (206)	22% (104)	462
4-Region: South	31% (256)	44% (362)	25% (206)	824
4-Region: West	34% (177)	39% (204)	27% (140)	520
Sports fans	39% (604)	41% (633)	20% (301)	1538
Avid sports fans	50% (269)	37% (199)	13% (73)	541
Casual sports fans	34% (335)	44% (435)	23% (228)	997
Non-sports fans	16% (105)	46% (302)	39% (255)	662
Men's college basketball fans	44% (397)	41% (368)	14% (128)	892
Avid men's college basketball fans	51% (153)	35% (104)	14% (42)	299
Casual men's college basketball fans	41% (244)	44% (264)	14% (86)	594
Non-men's college basketball fans	24% (312)	43% (567)	33% (429)	1308
Sports fans who have a favorite CBB team	47% (271)	42% (242)	12% (68)	580
Sports fans who don't have a favorite CBB team	35% (334)	41% (392)	24% (233)	958

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

**Table CMM17:** *And if college athletes were paid a salary in addition to their scholarships, would that make you more or less likely to watch college sports, or would it make no difference either way?*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (120)	6% (130)	48% (1053)	6% (141)	11% (244)	23% (513)	2200
Gender: Male	7% (77)	8% (80)	50% (533)	7% (79)	12% (123)	16% (170)	1062
Gender: Female	4% (43)	4% (50)	46% (520)	5% (62)	11% (121)	30% (343)	1138
Age: 18-29	9% (38)	11% (48)	41% (183)	7% (31)	8% (36)	25% (113)	449
Age: 30-44	10% (54)	9% (51)	43% (240)	6% (33)	10% (55)	23% (131)	563
Age: 45-54	3% (10)	3% (10)	50% (152)	6% (18)	14% (42)	24% (73)	305
Age: 55-64	2% (9)	2% (10)	51% (230)	6% (29)	13% (59)	25% (109)	446
Age: 65+	2% (9)	2% (10)	57% (249)	7% (30)	12% (52)	20% (86)	436
Generation Z: 18-22	7% (12)	10% (16)	40% (66)	11% (19)	5% (8)	27% (44)	165
Millennial: Age 23-38	9% (61)	11% (70)	42% (268)	5% (34)	11% (69)	22% (145)	646
Generation X: Age 39-54	6% (29)	5% (24)	47% (240)	6% (30)	11% (55)	25% (129)	507
Boomers: Age 55-73	2% (16)	2% (19)	54% (416)	6% (49)	13% (100)	23% (177)	777
PID: Dem (no lean)	6% (51)	10% (79)	51% (409)	4% (36)	7% (57)	21% (163)	796
PID: Ind (no lean)	3% (23)	3% (23)	48% (334)	6% (43)	12% (87)	27% (189)	699
PID: Rep (no lean)	7% (46)	4% (27)	44% (309)	9% (63)	14% (99)	23% (161)	706
PID/Gender: Dem Men	7% (25)	14% (51)	53% (190)	4% (16)	8% (27)	13% (46)	356
PID/Gender: Dem Women	6% (25)	6% (29)	50% (220)	4% (20)	7% (30)	27% (117)	440
PID/Gender: Ind Men	4% (15)	4% (14)	55% (182)	8% (27)	12% (42)	16% (54)	333
PID/Gender: Ind Women	2% (8)	3% (10)	42% (152)	4% (16)	12% (46)	37% (135)	366
PID/Gender: Rep Men	10% (37)	4% (16)	43% (161)	10% (36)	14% (54)	19% (70)	374
PID/Gender: Rep Women	3% (9)	4% (12)	45% (148)	8% (26)	14% (45)	27% (91)	332
Ideo: Liberal (1-3)	8% (51)	11% (64)	52% (313)	4% (25)	8% (48)	17% (104)	604
Ideo: Moderate (4)	5% (31)	7% (37)	53% (299)	8% (43)	11% (62)	17% (96)	568
Ideo: Conservative (5-7)	4% (27)	4% (26)	48% (357)	8% (60)	16% (118)	21% (159)	748
Educ: < College	5% (69)	6% (85)	46% (699)	6% (86)	10% (149)	28% (424)	1512
Educ: Bachelors degree	6% (27)	6% (29)	52% (230)	7% (33)	14% (61)	14% (63)	444
Educ: Post-grad	9% (23)	7% (16)	51% (124)	9% (23)	14% (34)	10% (25)	244
Income: Under 50k	6% (68)	5% (62)	44% (536)	5% (66)	11% (141)	29% (352)	1225
Income: 50k-100k	5% (32)	7% (48)	52% (348)	8% (55)	9% (61)	18% (121)	666
Income: 100k+	6% (20)	6% (20)	55% (169)	6% (20)	14% (42)	13% (40)	310
Ethnicity: White	4% (63)	5% (93)	48% (833)	7% (124)	12% (209)	23% (399)	1722

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**Table CMM17:** *And if college athletes were paid a salary in addition to their scholarships, would that make you more or less likely to watch college sports, or would it make no difference either way?*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (120)	6% (130)	48% (1053)	6% (141)	11% (244)	23% (513)	2200
Ethnicity: Hispanic	8% (29)	8% (30)	45% (157)	1% (5)	11% (39)	26% (89)	349
Ethnicity: Afr. Am.	15% (42)	9% (26)	45% (125)	4% (10)	5% (12)	21% (59)	274
Ethnicity: Other	7% (14)	5% (11)	47% (96)	3% (7)	11% (22)	27% (54)	204
All Christian	5% (46)	5% (53)	50% (496)	9% (90)	13% (132)	17% (173)	991
All Non-Christian	16% (14)	9% (8)	45% (38)	7% (6)	8% (7)	14% (12)	84
Atheist	6% (7)	6% (7)	61% (70)	5% (6)	12% (14)	10% (11)	114
Agnostic/Nothing in particular	5% (54)	6% (63)	44% (449)	4% (39)	9% (90)	31% (316)	1011
Religious Non-Protestant/Catholic	12% (14)	7% (8)	46% (56)	10% (12)	13% (15)	13% (15)	121
Evangelical	8% (45)	5% (31)	43% (247)	7% (41)	12% (66)	25% (146)	576
Non-Evangelical	3% (26)	6% (47)	52% (420)	7% (60)	12% (94)	20% (159)	805
Community: Urban	10% (56)	9% (55)	47% (277)	5% (27)	8% (46)	21% (124)	586
Community: Suburban	5% (49)	5% (55)	50% (504)	6% (63)	12% (118)	22% (217)	1006
Community: Rural	2% (15)	3% (20)	45% (271)	8% (51)	13% (80)	28% (171)	608
Employ: Private Sector	6% (42)	8% (56)	50% (360)	8% (56)	10% (72)	19% (140)	725
Employ: Government	7% (8)	6% (7)	42% (48)	13% (15)	12% (14)	21% (24)	116
Employ: Self-Employed	10% (16)	8% (13)	45% (73)	4% (7)	9% (14)	25% (40)	164
Employ: Homemaker	2% (3)	4% (6)	49% (86)	4% (6)	13% (22)	29% (50)	175
Employ: Retired	2% (9)	3% (14)	53% (270)	6% (31)	15% (76)	22% (112)	511
Employ: Unemployed	5% (12)	4% (8)	49% (107)	4% (8)	9% (19)	30% (64)	217
Employ: Other	9% (18)	6% (12)	41% (84)	2% (4)	11% (22)	30% (62)	203
Military HH: Yes	4% (16)	4% (14)	52% (190)	5% (17)	16% (57)	20% (72)	366
Military HH: No	6% (104)	6% (116)	47% (863)	7% (124)	10% (187)	24% (441)	1834
RD/WT: Right Direction	6% (57)	5% (42)	43% (381)	8% (70)	15% (130)	23% (208)	888
RD/WT: Wrong Track	5% (63)	7% (89)	51% (672)	5% (71)	9% (113)	23% (305)	1312
Trump Job Approve	6% (53)	4% (41)	44% (402)	9% (81)	15% (138)	22% (203)	918
Trump Job Disapprove	5% (60)	8% (88)	53% (612)	5% (53)	8% (95)	22% (252)	1159
Trump Job Strongly Approve	7% (39)	4% (23)	40% (206)	6% (31)	18% (90)	24% (126)	515
Trump Job Somewhat Approve	4% (15)	4% (18)	49% (197)	12% (50)	12% (48)	19% (77)	404
Trump Job Somewhat Disapprove	6% (15)	11% (31)	45% (123)	9% (24)	12% (34)	16% (45)	271
Trump Job Strongly Disapprove	5% (45)	6% (57)	55% (489)	3% (29)	7% (61)	23% (207)	888

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**Table CMM17:** *And if college athletes were paid a salary in addition to their scholarships, would that make you more or less likely to watch college sports, or would it make no difference either way?*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (120)	6% (130)	48% (1053)	6% (141)	11% (244)	23% (513)	2200
Favorable of Trump	6% (55)	3% (31)	43% (390)	9% (78)	16% (140)	23% (210)	903
Unfavorable of Trump	5% (59)	8% (94)	53% (627)	5% (58)	8% (97)	21% (252)	1187
Very Favorable of Trump	8% (42)	4% (20)	40% (220)	6% (34)	17% (95)	25% (141)	553
Somewhat Favorable of Trump	4% (14)	3% (10)	48% (169)	13% (44)	13% (45)	20% (69)	351
Somewhat Unfavorable of Trump	3% (8)	11% (28)	51% (124)	9% (21)	11% (28)	14% (33)	243
Very Unfavorable of Trump	5% (51)	7% (66)	53% (502)	4% (36)	7% (69)	23% (220)	944
#1 Issue: Economy	8% (43)	7% (39)	46% (263)	8% (47)	10% (57)	21% (118)	568
#1 Issue: Security	4% (17)	2% (10)	48% (187)	8% (32)	16% (61)	21% (80)	387
#1 Issue: Health Care	5% (22)	5% (21)	51% (220)	6% (27)	10% (43)	23% (102)	435
#1 Issue: Medicare / Social Security	4% (13)	4% (15)	49% (168)	5% (17)	11% (39)	27% (91)	342
#1 Issue: Women's Issues	4% (4)	7% (8)	50% (52)	3% (3)	12% (13)	24% (25)	105
#1 Issue: Education	5% (5)	9% (9)	44% (42)	8% (7)	6% (6)	28% (27)	96
#1 Issue: Energy	5% (7)	19% (25)	47% (61)	3% (3)	6% (7)	20% (26)	129
#1 Issue: Other	6% (9)	3% (4)	43% (60)	3% (5)	13% (18)	31% (43)	138
2018 House Vote: Democrat	7% (51)	8% (65)	56% (435)	5% (35)	6% (48)	18% (138)	771
2018 House Vote: Republican	6% (39)	3% (22)	43% (282)	10% (64)	18% (116)	21% (137)	660
2018 House Vote: Someone else	3% (3)	2% (2)	47% (40)	3% (3)	10% (8)	35% (30)	84
2016 Vote: Hillary Clinton	8% (51)	8% (51)	57% (387)	4% (30)	7% (45)	17% (112)	676
2016 Vote: Donald Trump	5% (32)	4% (26)	44% (309)	10% (70)	17% (120)	21% (147)	704
2016 Vote: Other	1% (1)	5% (7)	50% (74)	6% (9)	15% (22)	23% (35)	149
2016 Vote: Didn't Vote	5% (31)	7% (45)	42% (279)	5% (32)	9% (56)	33% (215)	659
Voted in 2014: Yes	6% (77)	5% (71)	51% (667)	6% (80)	12% (160)	19% (242)	1296
Voted in 2014: No	5% (43)	7% (59)	43% (386)	7% (61)	9% (83)	30% (271)	904
2012 Vote: Barack Obama	7% (59)	7% (62)	56% (468)	4% (36)	8% (68)	18% (149)	843
2012 Vote: Mitt Romney	4% (20)	3% (13)	49% (241)	10% (50)	17% (86)	17% (85)	496
2012 Vote: Other	— (0)	3% (2)	39% (33)	3% (3)	26% (22)	29% (25)	85
2012 Vote: Didn't Vote	5% (40)	7% (53)	40% (306)	7% (52)	9% (67)	33% (252)	770

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**Table CMM17:** *And if college athletes were paid a salary in addition to their scholarships, would that make you more or less likely to watch college sports, or would it make no difference either way?*

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (120)	6% (130)	48% (1053)	6% (141)	11% (244)	23% (513)	2200
4-Region: Northeast	5% (19)	5% (18)	52% (206)	6% (22)	9% (36)	23% (92)	394
4-Region: Midwest	7% (32)	6% (29)	44% (204)	8% (36)	14% (65)	21% (98)	462
4-Region: South	5% (44)	6% (53)	44% (366)	7% (56)	11% (88)	26% (217)	824
4-Region: West	5% (25)	6% (30)	53% (277)	5% (27)	10% (54)	20% (105)	520
Sports fans	7% (111)	8% (117)	52% (802)	7% (115)	11% (167)	15% (227)	1538
Avid sports fans	12% (66)	9% (51)	53% (284)	6% (35)	8% (41)	12% (65)	541
Casual sports fans	5% (45)	7% (66)	52% (518)	8% (80)	13% (127)	16% (162)	997
Non-sports fans	1% (9)	2% (14)	38% (251)	4% (26)	12% (76)	43% (286)	662
Men's college basketball fans	9% (77)	10% (92)	53% (474)	9% (83)	10% (92)	8% (74)	892
Avid men's college basketball fans	14% (42)	10% (31)	55% (164)	6% (18)	9% (27)	6% (17)	299
Casual men's college basketball fans	6% (35)	10% (62)	52% (310)	11% (65)	11% (65)	10% (57)	594
Non-men's college basketball fans	3% (42)	3% (38)	44% (579)	4% (58)	12% (152)	34% (439)	1308
Sports fans who have a favorite CBB team	13% (75)	8% (45)	55% (316)	10% (55)	10% (55)	6% (33)	580
Sports fans who don't have a favorite CBB team	4% (36)	7% (71)	51% (486)	6% (59)	12% (112)	20% (194)	958

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

**Table CMM18\_1: Should college athletes be allowed to profit from each of the following?  
Partnerships with brands or endorsement deals**

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	53% (1173)	24% (528)	23% (498)	2200
Gender: Male	56% (596)	27% (283)	17% (183)	1062
Gender: Female	51% (577)	22% (245)	28% (316)	1138
Age: 18-29	61% (275)	15% (69)	24% (106)	449
Age: 30-44	64% (362)	18% (104)	17% (98)	563
Age: 45-54	49% (149)	28% (85)	23% (71)	305
Age: 55-64	47% (211)	27% (122)	25% (113)	446
Age: 65+	40% (176)	34% (149)	25% (111)	436
Generation Z: 18-22	62% (102)	13% (21)	25% (41)	165
Millennial: Age 23-38	64% (415)	17% (110)	19% (122)	646
Generation X: Age 39-54	53% (269)	25% (126)	22% (111)	507
Boomers: Age 55-73	44% (342)	31% (238)	25% (198)	777
PID: Dem (no lean)	60% (474)	21% (164)	20% (158)	796
PID: Ind (no lean)	50% (353)	22% (151)	28% (195)	699
PID: Rep (no lean)	49% (347)	30% (214)	21% (145)	706
PID/Gender: Dem Men	61% (218)	22% (78)	17% (59)	356
PID/Gender: Dem Women	58% (256)	19% (86)	22% (99)	440
PID/Gender: Ind Men	55% (182)	26% (86)	20% (65)	333
PID/Gender: Ind Women	47% (171)	18% (65)	36% (130)	366
PID/Gender: Rep Men	53% (196)	32% (119)	16% (58)	374
PID/Gender: Rep Women	45% (151)	29% (95)	26% (87)	332
Ideo: Liberal (1-3)	64% (384)	22% (132)	15% (88)	604
Ideo: Moderate (4)	58% (330)	21% (119)	21% (118)	568
Ideo: Conservative (5-7)	47% (354)	33% (246)	20% (148)	748
Educ: < College	53% (808)	20% (307)	26% (397)	1512
Educ: Bachelors degree	53% (236)	32% (141)	15% (68)	444
Educ: Post-grad	53% (130)	33% (81)	14% (33)	244
Income: Under 50k	50% (617)	21% (260)	28% (348)	1225
Income: 50k-100k	57% (382)	26% (173)	17% (111)	666
Income: 100k+	57% (175)	31% (95)	13% (39)	310
Ethnicity: White	50% (869)	27% (463)	23% (390)	1722

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**Table CMM18\_1: Should college athletes be allowed to profit from each of the following?  
Partnerships with brands or endorsement deals**

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	53% (1173)	24% (528)	23% (498)	2200
Ethnicity: Hispanic	53% (184)	19% (66)	28% (99)	349
Ethnicity: Afr. Am.	71% (194)	12% (33)	17% (47)	274
Ethnicity: Other	54% (110)	16% (33)	30% (61)	204
All Christian	49% (487)	31% (306)	20% (198)	991
All Non-Christian	65% (55)	17% (15)	18% (15)	84
Atheist	65% (75)	21% (24)	13% (15)	114
Agnostic/Nothing in particular	55% (557)	18% (184)	27% (270)	1011
Religious Non-Protestant/Catholic	59% (71)	24% (30)	17% (20)	121
Evangelical	54% (309)	26% (152)	20% (115)	576
Non-Evangelical	50% (401)	28% (226)	22% (178)	805
Community: Urban	59% (344)	18% (104)	23% (137)	586
Community: Suburban	53% (532)	28% (278)	19% (196)	1006
Community: Rural	49% (297)	24% (146)	27% (165)	608
Employ: Private Sector	58% (418)	26% (187)	17% (120)	725
Employ: Government	50% (58)	30% (34)	20% (23)	116
Employ: Self-Employed	65% (107)	18% (29)	17% (28)	164
Employ: Homemaker	52% (91)	15% (26)	33% (58)	175
Employ: Retired	40% (202)	32% (164)	28% (144)	511
Employ: Unemployed	55% (119)	16% (35)	29% (62)	217
Employ: Other	57% (115)	19% (39)	25% (50)	203
Military HH: Yes	50% (184)	28% (102)	22% (80)	366
Military HH: No	54% (989)	23% (426)	23% (419)	1834
RD/WT: Right Direction	51% (452)	28% (252)	21% (185)	888
RD/WT: Wrong Track	55% (722)	21% (277)	24% (314)	1312
Trump Job Approve	52% (474)	29% (263)	20% (181)	918
Trump Job Disapprove	57% (658)	21% (249)	22% (253)	1159
Trump Job Strongly Approve	46% (237)	34% (173)	20% (104)	515
Trump Job Somewhat Approve	59% (237)	22% (89)	19% (77)	404
Trump Job Somewhat Disapprove	57% (154)	25% (67)	18% (50)	271
Trump Job Strongly Disapprove	57% (503)	21% (182)	23% (203)	888

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**Table CMM18\_1: Should college athletes be allowed to profit from each of the following?  
Partnerships with brands or endorsement deals**

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	53% (1173)	24% (528)	23% (498)	2200
Favorable of Trump	50% (453)	29% (265)	21% (186)	903
Unfavorable of Trump	58% (683)	21% (247)	22% (257)	1187
Very Favorable of Trump	47% (259)	32% (178)	21% (115)	553
Somewhat Favorable of Trump	55% (194)	25% (87)	20% (70)	351
Somewhat Unfavorable of Trump	59% (144)	21% (52)	19% (47)	243
Very Unfavorable of Trump	57% (539)	21% (195)	22% (210)	944
#1 Issue: Economy	59% (333)	20% (114)	21% (121)	568
#1 Issue: Security	40% (155)	37% (142)	23% (89)	387
#1 Issue: Health Care	60% (262)	22% (95)	18% (78)	435
#1 Issue: Medicare / Social Security	47% (162)	24% (81)	29% (99)	342
#1 Issue: Women's Issues	59% (62)	20% (21)	21% (22)	105
#1 Issue: Education	60% (57)	23% (22)	18% (17)	96
#1 Issue: Energy	61% (78)	23% (30)	16% (21)	129
#1 Issue: Other	45% (63)	17% (24)	38% (52)	138
2018 House Vote: Democrat	61% (471)	21% (161)	18% (139)	771
2018 House Vote: Republican	47% (312)	35% (229)	18% (119)	660
2018 House Vote: Someone else	41% (34)	20% (17)	40% (33)	84
2016 Vote: Hillary Clinton	62% (422)	21% (142)	17% (112)	676
2016 Vote: Donald Trump	47% (333)	34% (243)	18% (128)	704
2016 Vote: Other	46% (68)	30% (44)	25% (37)	149
2016 Vote: Didn't Vote	52% (340)	15% (97)	34% (222)	659
Voted in 2014: Yes	54% (694)	29% (378)	17% (224)	1296
Voted in 2014: No	53% (479)	17% (150)	30% (274)	904
2012 Vote: Barack Obama	61% (511)	21% (179)	18% (154)	843
2012 Vote: Mitt Romney	46% (226)	40% (199)	14% (71)	496
2012 Vote: Other	36% (31)	32% (27)	32% (27)	85
2012 Vote: Didn't Vote	52% (402)	16% (122)	32% (246)	770

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**Table CMM18\_1: Should college athletes be allowed to profit from each of the following?  
Partnerships with brands or endorsement deals**

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	53% (1173)	24% (528)	23% (498)	2200
4-Region: Northeast	55% (218)	21% (82)	24% (93)	394
4-Region: Midwest	53% (247)	26% (119)	21% (96)	462
4-Region: South	53% (439)	25% (209)	21% (176)	824
4-Region: West	52% (269)	23% (119)	26% (133)	520
Sports fans	59% (907)	25% (380)	16% (252)	1538
Avid sports fans	66% (355)	23% (126)	11% (60)	541
Casual sports fans	55% (552)	25% (254)	19% (192)	997
Non-sports fans	40% (266)	22% (149)	37% (247)	662
Men's college basketball fans	62% (549)	25% (223)	13% (120)	892
Avid men's college basketball fans	64% (190)	27% (82)	9% (27)	299
Casual men's college basketball fans	60% (359)	24% (141)	16% (93)	594
Non-men's college basketball fans	48% (624)	23% (305)	29% (379)	1308
Sports fans who have a favorite CBB team	63% (365)	26% (152)	11% (64)	580
Sports fans who don't have a favorite CBB team	57% (542)	24% (228)	20% (188)	958

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

**Table CMM18\_2:** *Should college athletes be allowed to profit from each of the following?  
The use of their name or likeness in video games, jerseys or other products*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	56% (1235)	22% (479)	22% (486)	2200
Gender: Male	62% (657)	22% (233)	16% (171)	1062
Gender: Female	51% (577)	22% (246)	28% (314)	1138
Age: 18-29	62% (278)	16% (71)	22% (100)	449
Age: 30-44	66% (370)	18% (99)	17% (95)	563
Age: 45-54	54% (165)	23% (69)	23% (71)	305
Age: 55-64	51% (227)	24% (107)	25% (111)	446
Age: 65+	45% (195)	30% (133)	25% (108)	436
Generation Z: 18-22	61% (100)	18% (29)	21% (35)	165
Millennial: Age 23-38	65% (419)	17% (108)	19% (120)	646
Generation X: Age 39-54	58% (294)	20% (102)	22% (111)	507
Boomers: Age 55-73	48% (375)	27% (209)	25% (194)	777
PID: Dem (no lean)	64% (506)	18% (143)	18% (147)	796
PID: Ind (no lean)	52% (361)	19% (136)	29% (202)	699
PID: Rep (no lean)	52% (367)	28% (200)	20% (138)	706
PID/Gender: Dem Men	69% (245)	17% (59)	15% (52)	356
PID/Gender: Dem Women	59% (262)	19% (84)	21% (95)	440
PID/Gender: Ind Men	61% (203)	19% (65)	20% (65)	333
PID/Gender: Ind Women	43% (158)	19% (71)	37% (137)	366
PID/Gender: Rep Men	56% (210)	29% (109)	15% (54)	374
PID/Gender: Rep Women	47% (157)	27% (91)	25% (83)	332
Ideo: Liberal (1-3)	69% (416)	18% (109)	13% (80)	604
Ideo: Moderate (4)	58% (327)	21% (120)	21% (121)	568
Ideo: Conservative (5-7)	51% (383)	29% (215)	20% (149)	748
Educ: < College	55% (825)	20% (302)	26% (386)	1512
Educ: Bachelors degree	59% (261)	26% (114)	16% (69)	444
Educ: Post-grad	61% (149)	26% (64)	13% (31)	244
Income: Under 50k	52% (639)	20% (243)	28% (343)	1225
Income: 50k-100k	60% (402)	23% (155)	16% (108)	666
Income: 100k+	63% (194)	26% (81)	11% (34)	310
Ethnicity: White	54% (935)	24% (414)	22% (373)	1722

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**Table CMM18\_2: Should college athletes be allowed to profit from each of the following?  
The use of their name or likeness in video games, jerseys or other products**

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	56% (1235)	22% (479)	22% (486)	2200
Ethnicity: Hispanic	54% (189)	18% (63)	28% (98)	349
Ethnicity: Afr. Am.	71% (194)	11% (30)	18% (50)	274
Ethnicity: Other	52% (106)	17% (35)	31% (63)	204
All Christian	53% (522)	28% (277)	19% (192)	991
All Non-Christian	68% (57)	15% (12)	17% (14)	84
Atheist	76% (86)	16% (19)	8% (9)	114
Agnostic/Nothing in particular	56% (569)	17% (171)	27% (271)	1011
Religious Non-Protestant/Catholic	66% (80)	17% (21)	17% (20)	121
Evangelical	52% (300)	26% (148)	22% (128)	576
Non-Evangelical	54% (437)	25% (201)	21% (166)	805
Community: Urban	61% (357)	15% (88)	24% (140)	586
Community: Suburban	57% (570)	25% (248)	19% (187)	1006
Community: Rural	50% (307)	24% (143)	26% (158)	608
Employ: Private Sector	63% (454)	22% (161)	15% (110)	725
Employ: Government	57% (66)	25% (29)	18% (21)	116
Employ: Self-Employed	66% (107)	16% (26)	18% (30)	164
Employ: Homemaker	52% (91)	14% (25)	34% (59)	175
Employ: Retired	44% (224)	28% (144)	28% (143)	511
Employ: Unemployed	55% (118)	17% (37)	29% (62)	217
Employ: Other	56% (114)	19% (39)	25% (51)	203
Military HH: Yes	54% (199)	26% (93)	20% (74)	366
Military HH: No	56% (1036)	21% (386)	22% (412)	1834
RD/WT: Right Direction	53% (473)	26% (231)	21% (184)	888
RD/WT: Wrong Track	58% (761)	19% (249)	23% (302)	1312
Trump Job Approve	53% (491)	27% (245)	20% (182)	918
Trump Job Disapprove	61% (705)	18% (214)	21% (240)	1159
Trump Job Strongly Approve	50% (255)	31% (159)	20% (101)	515
Trump Job Somewhat Approve	59% (236)	21% (87)	20% (81)	404
Trump Job Somewhat Disapprove	56% (152)	26% (70)	18% (49)	271
Trump Job Strongly Disapprove	62% (553)	16% (144)	22% (191)	888

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**Table CMM18\_2: Should college athletes be allowed to profit from each of the following?  
The use of their name or likeness in video games, jerseys or other products**

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	56% (1235)	22% (479)	22% (486)	2200
Favorable of Trump	53% (479)	27% (244)	20% (181)	903
Unfavorable of Trump	60% (717)	18% (219)	21% (250)	1187
Very Favorable of Trump	51% (279)	30% (168)	19% (106)	553
Somewhat Favorable of Trump	57% (200)	22% (77)	21% (75)	351
Somewhat Unfavorable of Trump	55% (134)	23% (56)	21% (52)	243
Very Unfavorable of Trump	62% (583)	17% (163)	21% (198)	944
#1 Issue: Economy	62% (350)	18% (105)	20% (114)	568
#1 Issue: Security	42% (164)	36% (139)	22% (83)	387
#1 Issue: Health Care	60% (261)	20% (86)	20% (88)	435
#1 Issue: Medicare / Social Security	51% (174)	21% (72)	28% (96)	342
#1 Issue: Women's Issues	61% (64)	17% (18)	22% (23)	105
#1 Issue: Education	66% (63)	18% (17)	16% (15)	96
#1 Issue: Energy	69% (89)	19% (24)	12% (16)	129
#1 Issue: Other	51% (71)	13% (18)	36% (49)	138
2018 House Vote: Democrat	66% (508)	17% (131)	17% (131)	771
2018 House Vote: Republican	51% (336)	31% (206)	18% (118)	660
2018 House Vote: Someone else	49% (42)	14% (12)	37% (31)	84
2016 Vote: Hillary Clinton	67% (455)	17% (112)	16% (109)	676
2016 Vote: Donald Trump	51% (355)	31% (217)	19% (131)	704
2016 Vote: Other	53% (78)	25% (37)	23% (34)	149
2016 Vote: Didn't Vote	51% (337)	17% (109)	32% (212)	659
Voted in 2014: Yes	58% (757)	25% (322)	17% (217)	1296
Voted in 2014: No	53% (477)	17% (157)	30% (269)	904
2012 Vote: Barack Obama	63% (535)	18% (154)	18% (155)	843
2012 Vote: Mitt Romney	51% (255)	34% (171)	14% (70)	496
2012 Vote: Other	51% (43)	21% (18)	28% (24)	85
2012 Vote: Didn't Vote	52% (399)	18% (135)	31% (237)	770

Continued on next page

**Table CMM18\_2:** *Should college athletes be allowed to profit from each of the following?  
The use of their name or likeness in video games, jerseys or other products*

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	56% (1235)	22% (479)	22% (486)	2200
4-Region: Northeast	61% (240)	18% (73)	21% (81)	394
4-Region: Midwest	56% (257)	24% (111)	20% (95)	462
4-Region: South	56% (460)	23% (190)	21% (174)	824
4-Region: West	53% (278)	20% (106)	26% (136)	520
Sports fans	62% (960)	21% (327)	16% (252)	1538
Avid sports fans	71% (384)	19% (104)	10% (52)	541
Casual sports fans	58% (576)	22% (223)	20% (199)	997
Non-sports fans	42% (275)	23% (153)	35% (234)	662
Men's college basketball fans	66% (592)	20% (182)	13% (119)	892
Avid men's college basketball fans	70% (209)	21% (64)	9% (25)	299
Casual men's college basketball fans	64% (383)	20% (118)	16% (93)	594
Non-men's college basketball fans	49% (643)	23% (298)	28% (367)	1308
Sports fans who have a favorite CBB team	68% (395)	21% (121)	11% (65)	580
Sports fans who don't have a favorite CBB team	59% (565)	22% (206)	20% (187)	958

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

**Table CMM18\_3: Should college athletes be allowed to profit from each of the following?  
Autograph / trading card signings**

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	49% (1073)	29% (631)	23% (497)	2200
Gender: Male	54% (575)	29% (310)	17% (176)	1062
Gender: Female	44% (497)	28% (320)	28% (321)	1138
Age: 18-29	54% (241)	23% (106)	23% (103)	449
Age: 30-44	57% (323)	24% (137)	18% (103)	563
Age: 45-54	48% (147)	29% (89)	22% (68)	305
Age: 55-64	44% (195)	33% (146)	24% (106)	446
Age: 65+	38% (167)	35% (153)	27% (116)	436
Generation Z: 18-22	54% (89)	23% (38)	23% (37)	165
Millennial: Age 23-38	55% (358)	25% (163)	19% (126)	646
Generation X: Age 39-54	52% (263)	26% (132)	22% (112)	507
Boomers: Age 55-73	41% (318)	34% (263)	25% (196)	777
PID: Dem (no lean)	55% (436)	25% (198)	20% (162)	796
PID: Ind (no lean)	44% (307)	27% (188)	29% (204)	699
PID: Rep (no lean)	47% (329)	35% (245)	19% (131)	706
PID/Gender: Dem Men	61% (218)	23% (81)	16% (57)	356
PID/Gender: Dem Women	50% (218)	27% (118)	24% (104)	440
PID/Gender: Ind Men	53% (175)	26% (87)	21% (70)	333
PID/Gender: Ind Women	36% (132)	27% (100)	36% (133)	366
PID/Gender: Rep Men	49% (183)	38% (142)	13% (48)	374
PID/Gender: Rep Women	44% (147)	31% (102)	25% (83)	332
Ideo: Liberal (1-3)	56% (341)	27% (165)	16% (99)	604
Ideo: Moderate (4)	53% (301)	27% (153)	20% (114)	568
Ideo: Conservative (5-7)	45% (334)	36% (271)	19% (142)	748
Educ: < College	48% (723)	26% (395)	26% (394)	1512
Educ: Bachelors degree	49% (219)	36% (159)	15% (65)	444
Educ: Post-grad	53% (131)	31% (76)	15% (37)	244
Income: Under 50k	47% (577)	25% (310)	28% (338)	1225
Income: 50k-100k	50% (332)	32% (213)	18% (120)	666
Income: 100k+	53% (163)	35% (108)	13% (39)	310
Ethnicity: White	47% (806)	30% (523)	23% (392)	1722

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**Table CMM18\_3: Should college athletes be allowed to profit from each of the following?  
Autograph / trading card signings**

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	49% (1073)	29% (631)	23% (497)	2200
Ethnicity: Hispanic	50% (173)	26% (92)	24% (85)	349
Ethnicity: Afr. Am.	64% (176)	19% (53)	17% (45)	274
Ethnicity: Other	44% (91)	27% (54)	29% (59)	204
All Christian	47% (461)	33% (328)	20% (202)	991
All Non-Christian	56% (47)	23% (19)	22% (18)	84
Atheist	62% (71)	29% (33)	9% (10)	114
Agnostic/Nothing in particular	49% (494)	25% (250)	26% (267)	1011
Religious Non-Protestant/Catholic	55% (67)	28% (34)	17% (20)	121
Evangelical	48% (275)	32% (184)	20% (117)	576
Non-Evangelical	45% (364)	31% (253)	23% (188)	805
Community: Urban	54% (316)	23% (134)	23% (136)	586
Community: Suburban	48% (484)	32% (317)	20% (204)	1006
Community: Rural	45% (273)	29% (179)	26% (156)	608
Employ: Private Sector	53% (384)	30% (219)	17% (123)	725
Employ: Government	48% (56)	32% (37)	20% (23)	116
Employ: Self-Employed	54% (88)	24% (39)	22% (37)	164
Employ: Homemaker	44% (76)	26% (45)	31% (54)	175
Employ: Retired	38% (192)	34% (171)	29% (147)	511
Employ: Unemployed	55% (120)	17% (37)	27% (60)	217
Employ: Other	46% (93)	32% (66)	22% (45)	203
Military HH: Yes	46% (169)	34% (124)	20% (73)	366
Military HH: No	49% (904)	28% (506)	23% (424)	1834
RD/WT: Right Direction	48% (428)	31% (278)	20% (182)	888
RD/WT: Wrong Track	49% (645)	27% (353)	24% (315)	1312
Trump Job Approve	47% (434)	33% (300)	20% (185)	918
Trump Job Disapprove	52% (602)	26% (307)	22% (251)	1159
Trump Job Strongly Approve	42% (219)	38% (194)	20% (102)	515
Trump Job Somewhat Approve	53% (215)	26% (105)	21% (83)	404
Trump Job Somewhat Disapprove	45% (121)	36% (97)	20% (53)	271
Trump Job Strongly Disapprove	54% (480)	24% (210)	22% (198)	888

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**Table CMM18\_3: Should college athletes be allowed to profit from each of the following?  
Autograph / trading card signings**

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	49% (1073)	29% (631)	23% (497)	2200
Favorable of Trump	46% (418)	34% (305)	20% (181)	903
Unfavorable of Trump	53% (624)	25% (301)	22% (261)	1187
Very Favorable of Trump	43% (235)	37% (202)	21% (115)	553
Somewhat Favorable of Trump	52% (182)	29% (103)	19% (66)	351
Somewhat Unfavorable of Trump	48% (117)	30% (74)	21% (52)	243
Very Unfavorable of Trump	54% (507)	24% (227)	22% (209)	944
#1 Issue: Economy	51% (292)	28% (160)	20% (116)	568
#1 Issue: Security	39% (149)	38% (147)	23% (91)	387
#1 Issue: Health Care	55% (239)	24% (106)	21% (90)	435
#1 Issue: Medicare / Social Security	44% (152)	27% (93)	28% (97)	342
#1 Issue: Women's Issues	57% (60)	24% (25)	20% (21)	105
#1 Issue: Education	53% (51)	27% (26)	20% (19)	96
#1 Issue: Energy	53% (68)	32% (41)	16% (20)	129
#1 Issue: Other	45% (62)	23% (32)	32% (44)	138
2018 House Vote: Democrat	56% (433)	25% (193)	19% (145)	771
2018 House Vote: Republican	47% (307)	36% (236)	18% (117)	660
2018 House Vote: Someone else	39% (33)	21% (17)	41% (34)	84
2016 Vote: Hillary Clinton	58% (394)	24% (163)	18% (119)	676
2016 Vote: Donald Trump	45% (316)	37% (259)	18% (129)	704
2016 Vote: Other	45% (67)	35% (52)	20% (30)	149
2016 Vote: Didn't Vote	44% (291)	23% (150)	33% (218)	659
Voted in 2014: Yes	50% (653)	32% (415)	18% (228)	1296
Voted in 2014: No	46% (419)	24% (216)	30% (269)	904
2012 Vote: Barack Obama	55% (460)	26% (216)	20% (167)	843
2012 Vote: Mitt Romney	45% (225)	40% (199)	14% (72)	496
2012 Vote: Other	41% (34)	30% (25)	30% (25)	85
2012 Vote: Didn't Vote	46% (352)	24% (186)	30% (233)	770

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**Table CMM18\_3: Should college athletes be allowed to profit from each of the following?  
Autograph / trading card signings**

Demographic	Yes	No	Don't know / No opinion	Total N
Adults	49% (1073)	29% (631)	23% (497)	2200
4-Region: Northeast	51% (200)	25% (100)	24% (94)	394
4-Region: Midwest	48% (224)	30% (139)	21% (99)	462
4-Region: South	50% (412)	30% (249)	20% (163)	824
4-Region: West	45% (236)	27% (143)	27% (141)	520
Sports fans	54% (836)	29% (448)	17% (255)	1538
Avid sports fans	60% (326)	30% (161)	10% (53)	541
Casual sports fans	51% (510)	29% (286)	20% (201)	997
Non-sports fans	36% (237)	28% (183)	37% (242)	662
Men's college basketball fans	59% (524)	29% (260)	12% (108)	892
Avid men's college basketball fans	63% (189)	28% (85)	8% (25)	299
Casual men's college basketball fans	56% (335)	30% (175)	14% (83)	594
Non-men's college basketball fans	42% (549)	28% (371)	30% (388)	1308
Sports fans who have a favorite CBB team	61% (355)	31% (180)	8% (46)	580
Sports fans who don't have a favorite CBB team	50% (481)	28% (268)	22% (209)	958

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

**Table CMM19:** *To the best of your knowledge, is the NCAA and the college sports system functioning or is the system broken?*

Demographic	Functioning		Broken		Don't know / No opinion	Total N
Adults	24%	(536)	21%	(456)	55% (1208)	2200
Gender: Male	32%	(340)	27%	(291)	41% (431)	1062
Gender: Female	17%	(196)	15%	(165)	68% (777)	1138
Age: 18-29	23%	(104)	15%	(68)	62% (278)	449
Age: 30-44	26%	(146)	24%	(134)	50% (283)	563
Age: 45-54	24%	(73)	21%	(63)	55% (169)	305
Age: 55-64	25%	(110)	21%	(92)	55% (244)	446
Age: 65+	24%	(103)	23%	(99)	54% (234)	436
Generation Z: 18-22	19%	(31)	14%	(23)	67% (110)	165
Millennial: Age 23-38	27%	(174)	21%	(133)	53% (340)	646
Generation X: Age 39-54	23%	(118)	21%	(109)	55% (280)	507
Boomers: Age 55-73	24%	(184)	22%	(171)	54% (422)	777
PID: Dem (no lean)	24%	(187)	23%	(186)	53% (422)	796
PID: Ind (no lean)	18%	(126)	18%	(126)	64% (447)	699
PID: Rep (no lean)	32%	(223)	20%	(144)	48% (339)	706
PID/Gender: Dem Men	32%	(112)	32%	(115)	36% (128)	356
PID/Gender: Dem Women	17%	(75)	16%	(71)	67% (294)	440
PID/Gender: Ind Men	26%	(86)	23%	(76)	51% (170)	333
PID/Gender: Ind Women	11%	(40)	14%	(50)	76% (277)	366
PID/Gender: Rep Men	38%	(142)	26%	(99)	35% (133)	374
PID/Gender: Rep Women	24%	(81)	13%	(45)	62% (206)	332
Ideo: Liberal (1-3)	26%	(155)	25%	(150)	49% (299)	604
Ideo: Moderate (4)	24%	(137)	22%	(124)	54% (307)	568
Ideo: Conservative (5-7)	29%	(215)	22%	(162)	50% (370)	748
Educ: < College	22%	(338)	16%	(239)	62% (936)	1512
Educ: Bachelors degree	29%	(130)	29%	(131)	41% (183)	444
Educ: Post-grad	28%	(68)	36%	(87)	37% (89)	244
Income: Under 50k	19%	(230)	17%	(211)	64% (783)	1225
Income: 50k-100k	32%	(212)	23%	(151)	45% (302)	666
Income: 100k+	30%	(93)	30%	(93)	40% (123)	310
Ethnicity: White	24%	(413)	20%	(345)	56% (963)	1722
Ethnicity: Hispanic	22%	(77)	19%	(66)	59% (207)	349

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**Table CMM19:** *To the best of your knowledge, is the NCAA and the college sports system functioning or is the system broken?*

Demographic	Functioning		Broken		Don't know / No opinion		Total N
Adults	24%	(536)	21%	(456)	55%	(1208)	2200
Ethnicity: Afr. Am.	28%	(78)	24%	(65)	48%	(132)	274
Ethnicity: Other	22%	(44)	23%	(47)	55%	(113)	204
All Christian	29%	(289)	22%	(219)	49%	(482)	991
All Non-Christian	26%	(22)	28%	(24)	45%	(38)	84
Atheist	19%	(22)	36%	(41)	45%	(51)	114
Agnostic/Nothing in particular	20%	(203)	17%	(172)	63%	(637)	1011
Religious Non-Protestant/Catholic	29%	(35)	26%	(32)	45%	(55)	121
Evangelical	29%	(165)	16%	(94)	55%	(316)	576
Non-Evangelical	27%	(214)	22%	(174)	52%	(418)	805
Community: Urban	29%	(168)	21%	(121)	51%	(296)	586
Community: Suburban	23%	(227)	23%	(226)	55%	(553)	1006
Community: Rural	23%	(141)	18%	(108)	59%	(359)	608
Employ: Private Sector	29%	(209)	24%	(176)	47%	(340)	725
Employ: Government	30%	(34)	32%	(37)	38%	(44)	116
Employ: Self-Employed	28%	(46)	16%	(25)	57%	(93)	164
Employ: Homemaker	14%	(25)	14%	(24)	72%	(125)	175
Employ: Retired	24%	(122)	22%	(111)	54%	(277)	511
Employ: Unemployed	19%	(40)	16%	(34)	65%	(142)	217
Employ: Other	19%	(38)	13%	(26)	68%	(139)	203
Military HH: Yes	25%	(91)	21%	(76)	54%	(199)	366
Military HH: No	24%	(445)	21%	(380)	55%	(1009)	1834
RD/WT: Right Direction	30%	(264)	18%	(157)	53%	(467)	888
RD/WT: Wrong Track	21%	(272)	23%	(299)	57%	(742)	1312
Trump Job Approve	29%	(269)	19%	(179)	51%	(471)	918
Trump Job Disapprove	22%	(256)	23%	(269)	55%	(635)	1159
Trump Job Strongly Approve	30%	(156)	20%	(104)	50%	(255)	515
Trump Job Somewhat Approve	28%	(113)	18%	(75)	54%	(216)	404
Trump Job Somewhat Disapprove	26%	(71)	19%	(52)	55%	(148)	271
Trump Job Strongly Disapprove	21%	(185)	24%	(217)	55%	(486)	888
Favorable of Trump	30%	(270)	19%	(175)	51%	(458)	903
Unfavorable of Trump	22%	(255)	23%	(269)	56%	(662)	1187

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**Table CMM19:** *To the best of your knowledge, is the NCAA and the college sports system functioning or is the system broken?*

Demographic	Functioning		Broken		Don't know / No opinion		Total N
Adults	24%	(536)	21%	(456)	55%	(1208)	2200
Very Favorable of Trump	31%	(170)	20%	(109)	50%	(274)	553
Somewhat Favorable of Trump	29%	(100)	19%	(66)	53%	(184)	351
Somewhat Unfavorable of Trump	27%	(66)	16%	(40)	57%	(137)	243
Very Unfavorable of Trump	20%	(190)	24%	(229)	56%	(525)	944
#1 Issue: Economy	28%	(157)	21%	(121)	51%	(290)	568
#1 Issue: Security	29%	(111)	23%	(87)	49%	(188)	387
#1 Issue: Health Care	24%	(103)	24%	(106)	52%	(226)	435
#1 Issue: Medicare / Social Security	21%	(73)	15%	(52)	64%	(217)	342
#1 Issue: Women's Issues	19%	(20)	16%	(17)	65%	(68)	105
#1 Issue: Education	20%	(20)	24%	(23)	55%	(53)	96
#1 Issue: Energy	29%	(37)	19%	(24)	52%	(68)	129
#1 Issue: Other	11%	(15)	18%	(25)	71%	(98)	138
2018 House Vote: Democrat	27%	(207)	26%	(199)	47%	(365)	771
2018 House Vote: Republican	30%	(201)	22%	(147)	47%	(312)	660
2018 House Vote: Someone else	17%	(14)	14%	(11)	70%	(59)	84
2016 Vote: Hillary Clinton	26%	(179)	27%	(179)	47%	(318)	676
2016 Vote: Donald Trump	30%	(213)	21%	(149)	49%	(341)	704
2016 Vote: Other	13%	(19)	24%	(36)	63%	(94)	149
2016 Vote: Didn't Vote	18%	(118)	14%	(92)	68%	(449)	659
Voted in 2014: Yes	28%	(369)	25%	(328)	46%	(599)	1296
Voted in 2014: No	18%	(167)	14%	(128)	67%	(609)	904
2012 Vote: Barack Obama	26%	(216)	26%	(219)	48%	(408)	843
2012 Vote: Mitt Romney	31%	(153)	23%	(116)	46%	(227)	496
2012 Vote: Other	18%	(15)	22%	(18)	61%	(51)	85
2012 Vote: Didn't Vote	19%	(149)	13%	(103)	67%	(518)	770
4-Region: Northeast	22%	(88)	23%	(91)	54%	(214)	394
4-Region: Midwest	26%	(119)	22%	(104)	52%	(239)	462
4-Region: South	26%	(213)	20%	(162)	55%	(449)	824
4-Region: West	22%	(115)	19%	(99)	59%	(305)	520
Sports fans	31%	(480)	24%	(373)	45%	(685)	1538
Avid sports fans	43%	(233)	33%	(177)	24%	(131)	541

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**Table CMM19:** *To the best of your knowledge, is the NCAA and the college sports system functioning or is the system broken?*

<b>Demographic</b>	<b>Functioning</b>		<b>Broken</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	24%	(536)	21%	(456)	55%	(1208)	2200
Casual sports fans	25%	(247)	20%	(197)	56%	(554)	997
Non-sports fans	8%	(56)	13%	(83)	79%	(523)	662
Men's college basketball fans	41%	(362)	29%	(259)	30%	(272)	892
Avid men's college basketball fans	47%	(139)	35%	(105)	18%	(54)	299
Casual men's college basketball fans	38%	(223)	26%	(153)	37%	(218)	594
Non-men's college basketball fans	13%	(174)	15%	(197)	72%	(936)	1308
Sports fans who have a favorite CBB team	44%	(255)	31%	(179)	25%	(146)	580
Sports fans who don't have a favorite CBB team	24%	(225)	20%	(194)	56%	(538)	958

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

**Table CMM20:** Which statement comes closest to your view, even if neither is exactly right?

Demographic	The NCAA and college sports have insurmountable problems		The NCAA and college sports have problems, but can overcome these issues		The NCAA and college sports have no problems		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(158)	42%	(925)	5%	(101)	46%	(1016)	2200
Gender: Male	9%	(98)	53%	(560)	6%	(59)	33%	(346)	1062
Gender: Female	5%	(61)	32%	(365)	4%	(43)	59%	(670)	1138
Age: 18-29	7%	(30)	36%	(160)	7%	(30)	51%	(230)	449
Age: 30-44	8%	(46)	43%	(241)	6%	(32)	43%	(244)	563
Age: 45-54	5%	(16)	41%	(126)	3%	(10)	50%	(153)	305
Age: 55-64	6%	(28)	44%	(198)	4%	(17)	46%	(203)	446
Age: 65+	9%	(39)	46%	(200)	3%	(12)	43%	(186)	436
Generation Z: 18-22	5%	(9)	36%	(59)	7%	(11)	52%	(86)	165
Millennial: Age 23-38	7%	(48)	41%	(262)	7%	(43)	45%	(292)	646
Generation X: Age 39-54	7%	(35)	41%	(205)	4%	(18)	49%	(249)	507
Boomers: Age 55-73	8%	(61)	45%	(347)	3%	(25)	44%	(345)	777
PID: Dem (no lean)	7%	(52)	46%	(366)	4%	(32)	43%	(345)	796
PID: Ind (no lean)	6%	(43)	35%	(247)	4%	(25)	55%	(383)	699
PID: Rep (no lean)	9%	(63)	44%	(312)	6%	(44)	41%	(287)	706
PID/Gender: Dem Men	7%	(24)	61%	(218)	5%	(17)	27%	(97)	356
PID/Gender: Dem Women	6%	(28)	34%	(148)	3%	(15)	57%	(249)	440
PID/Gender: Ind Men	9%	(30)	45%	(149)	5%	(18)	41%	(136)	333
PID/Gender: Ind Women	4%	(14)	27%	(98)	2%	(7)	68%	(247)	366
PID/Gender: Rep Men	12%	(44)	52%	(193)	6%	(24)	30%	(113)	374
PID/Gender: Rep Women	6%	(19)	36%	(119)	6%	(20)	52%	(174)	332
Ideo: Liberal (1-3)	8%	(50)	50%	(304)	3%	(19)	38%	(231)	604
Ideo: Moderate (4)	6%	(37)	45%	(256)	6%	(33)	43%	(242)	568
Ideo: Conservative (5-7)	9%	(66)	44%	(330)	6%	(41)	41%	(310)	748
Educ: < College	6%	(92)	35%	(528)	5%	(71)	54%	(822)	1512
Educ: Bachelors degree	10%	(45)	56%	(248)	4%	(19)	30%	(131)	444
Educ: Post-grad	8%	(21)	61%	(149)	5%	(12)	26%	(63)	244

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**Table CMM20:** Which statement comes closest to your view, even if neither is exactly right?

Demographic	The NCAA and college sports have insurmountable problems		The NCAA and college sports have problems, but can overcome these issues		The NCAA and college sports have no problems		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(158)	42%	(925)	5%	(101)	46%	(1016)	2200
Income: Under 50k	6%	(78)	34%	(411)	4%	(54)	56%	(681)	1225
Income: 50k-100k	8%	(53)	50%	(332)	5%	(34)	37%	(246)	666
Income: 100k+	9%	(27)	59%	(182)	4%	(13)	29%	(89)	310
Ethnicity: White	7%	(117)	42%	(726)	5%	(81)	46%	(797)	1722
Ethnicity: Hispanic	8%	(28)	39%	(135)	4%	(13)	49%	(173)	349
Ethnicity: Afr. Am.	11%	(30)	40%	(109)	7%	(19)	42%	(116)	274
Ethnicity: Other	6%	(12)	44%	(89)	—	(1)	50%	(102)	204
All Christian	8%	(78)	49%	(487)	5%	(48)	38%	(377)	991
All Non-Christian	10%	(8)	51%	(43)	3%	(3)	36%	(30)	84
Atheist	15%	(17)	49%	(56)	8%	(9)	28%	(32)	114
Agnostic/Nothing in particular	6%	(56)	33%	(338)	4%	(41)	57%	(576)	1011
Religious Non-Protestant/Catholic	11%	(14)	53%	(64)	3%	(4)	33%	(40)	121
Evangelical	8%	(46)	44%	(252)	6%	(36)	42%	(241)	576
Non-Evangelical	6%	(52)	45%	(363)	4%	(31)	45%	(360)	805
Community: Urban	9%	(54)	41%	(239)	6%	(35)	44%	(259)	586
Community: Suburban	6%	(62)	46%	(462)	4%	(40)	44%	(441)	1006
Community: Rural	7%	(43)	37%	(224)	4%	(27)	52%	(316)	608
Employ: Private Sector	8%	(57)	49%	(358)	4%	(32)	38%	(279)	725
Employ: Government	13%	(15)	49%	(56)	6%	(7)	32%	(37)	116
Employ: Self-Employed	9%	(15)	40%	(65)	6%	(10)	46%	(75)	164
Employ: Homemaker	3%	(5)	35%	(61)	3%	(5)	59%	(104)	175
Employ: Retired	8%	(43)	42%	(213)	5%	(24)	45%	(231)	511
Employ: Unemployed	5%	(12)	24%	(52)	5%	(10)	66%	(143)	217
Employ: Other	3%	(5)	37%	(75)	6%	(12)	55%	(111)	203
Military HH: Yes	8%	(28)	44%	(162)	5%	(18)	43%	(158)	366
Military HH: No	7%	(130)	42%	(763)	5%	(83)	47%	(858)	1834
RD/WT: Right Direction	10%	(87)	39%	(349)	7%	(60)	44%	(392)	888
RD/WT: Wrong Track	5%	(72)	44%	(576)	3%	(41)	48%	(624)	1312

Continued on next page

**Table CMM20:** Which statement comes closest to your view, even if neither is exactly right?

Demographic	The NCAA and college sports have insurmountable problems		The NCAA and college sports have problems, but can overcome these issues		The NCAA and college sports have no problems		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(158)	42%	(925)	5%	(101)	46%	(1016)	2200
Trump Job Approve	10%	(89)	41%	(379)	7%	(62)	42%	(388)	918
Trump Job Disapprove	6%	(68)	46%	(528)	3%	(38)	45%	(525)	1159
Trump Job Strongly Approve	13%	(66)	37%	(189)	9%	(45)	42%	(215)	515
Trump Job Somewhat Approve	6%	(23)	47%	(190)	4%	(17)	43%	(174)	404
Trump Job Somewhat Disapprove	3%	(7)	48%	(130)	4%	(10)	46%	(123)	271
Trump Job Strongly Disapprove	7%	(61)	45%	(398)	3%	(28)	45%	(401)	888
Favorable of Trump	10%	(88)	41%	(373)	7%	(59)	43%	(384)	903
Unfavorable of Trump	6%	(69)	45%	(534)	3%	(41)	46%	(542)	1187
Very Favorable of Trump	13%	(72)	36%	(202)	8%	(45)	42%	(234)	553
Somewhat Favorable of Trump	5%	(16)	49%	(171)	4%	(13)	43%	(150)	351
Somewhat Unfavorable of Trump	3%	(6)	49%	(119)	3%	(7)	45%	(110)	243
Very Unfavorable of Trump	7%	(63)	44%	(415)	4%	(34)	46%	(432)	944
#1 Issue: Economy	8%	(46)	45%	(256)	3%	(19)	43%	(246)	568
#1 Issue: Security	11%	(42)	40%	(156)	8%	(32)	41%	(158)	387
#1 Issue: Health Care	5%	(24)	47%	(203)	3%	(13)	45%	(195)	435
#1 Issue: Medicare / Social Security	6%	(20)	36%	(123)	4%	(15)	54%	(184)	342
#1 Issue: Women's Issues	6%	(6)	35%	(36)	5%	(5)	55%	(57)	105
#1 Issue: Education	2%	(1)	50%	(48)	4%	(4)	45%	(43)	96
#1 Issue: Energy	9%	(11)	47%	(61)	6%	(7)	38%	(50)	129
#1 Issue: Other	6%	(8)	30%	(42)	4%	(5)	60%	(83)	138
2018 House Vote: Democrat	8%	(62)	51%	(394)	4%	(30)	37%	(285)	771
2018 House Vote: Republican	11%	(70)	44%	(291)	6%	(40)	39%	(259)	660
2018 House Vote: Someone else	4%	(3)	26%	(22)	5%	(4)	65%	(55)	84
2016 Vote: Hillary Clinton	7%	(48)	54%	(364)	4%	(28)	35%	(235)	676
2016 Vote: Donald Trump	11%	(80)	42%	(296)	6%	(41)	41%	(286)	704
2016 Vote: Other	5%	(8)	38%	(57)	3%	(5)	53%	(79)	149
2016 Vote: Didn't Vote	3%	(22)	30%	(200)	4%	(27)	62%	(410)	659

Continued on next page

**Table CMM20:** Which statement comes closest to your view, even if neither is exactly right?

Demographic	The NCAA and college sports have insurmountable problems		The NCAA and college sports have problems, but can overcome these issues		The NCAA and college sports have no problems		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(158)	42%	(925)	5%	(101)	46%	(1016)	2200
Voted in 2014: Yes	10%	(128)	48%	(616)	5%	(64)	38%	(488)	1296
Voted in 2014: No	3%	(30)	34%	(308)	4%	(37)	58%	(528)	904
2012 Vote: Barack Obama	8%	(70)	48%	(403)	5%	(44)	39%	(327)	843
2012 Vote: Mitt Romney	11%	(56)	49%	(244)	4%	(22)	35%	(174)	496
2012 Vote: Other	7%	(5)	39%	(33)	2%	(1)	53%	(45)	85
2012 Vote: Didn't Vote	4%	(28)	31%	(242)	4%	(33)	61%	(468)	770
4-Region: Northeast	7%	(28)	40%	(159)	4%	(15)	49%	(192)	394
4-Region: Midwest	9%	(42)	46%	(211)	5%	(23)	40%	(186)	462
4-Region: South	6%	(52)	41%	(341)	6%	(48)	46%	(383)	824
4-Region: West	7%	(36)	41%	(215)	3%	(15)	49%	(254)	520
Sports fans	8%	(119)	53%	(822)	5%	(83)	33%	(514)	1538
Avid sports fans	12%	(65)	63%	(343)	8%	(41)	17%	(92)	541
Casual sports fans	5%	(54)	48%	(479)	4%	(42)	42%	(422)	997
Non-sports fans	6%	(39)	16%	(103)	3%	(18)	76%	(502)	662
Men's college basketball fans	9%	(82)	66%	(590)	6%	(56)	18%	(165)	892
Avid men's college basketball fans	14%	(41)	70%	(208)	6%	(18)	10%	(31)	299
Casual men's college basketball fans	7%	(40)	64%	(382)	6%	(38)	22%	(134)	594
Non-men's college basketball fans	6%	(77)	26%	(335)	3%	(45)	65%	(851)	1308
Sports fans who have a favorite CBB team	10%	(58)	69%	(403)	7%	(42)	13%	(78)	580
Sports fans who don't have a favorite CBB team	6%	(62)	44%	(419)	4%	(41)	46%	(436)	958

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://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	
age5	Age: 18-29	449	20%
	Age: 30-44	563	26%
	Age: 45-54	305	14%
	Age: 55-64	446	20%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	Generation Z: 18-22	165	7%
	Millennial: Age 23-38	646	29%
	Generation X: Age 39-54	507	23%
	Boomers: Age 55-73	777	35%
	N	2095	
xpid3	PID: Dem (no lean)	796	36%
	PID: Ind (no lean)	699	32%
	PID: Rep (no lean)	706	32%
	N	2200	
xpidGender	PID/Gender: Dem Men	356	16%
	PID/Gender: Dem Women	440	20%
	PID/Gender: Ind Men	333	15%
	PID/Gender: Ind Women	366	17%
	PID/Gender: Rep Men	374	17%
	PID/Gender: Rep Women	332	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	604	27%
	Ideo: Moderate (4)	568	26%
	Ideo: Conservative (5-7)	748	34%
	N	1920	
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	1225	56%
	Income: 50k-100k	666	30%
	Income: 100k+	310	14%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	991	45%
	All Non-Christian	84	4%
	Atheist	114	5%
	Agnostic/Nothing in particular	1011	46%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	121	6%
xdemEvang	Evangelical	576	26%
	Non-Evangelical	805	37%
	N	1381	
xdemUsr	Community: Urban	586	27%
	Community: Suburban	1006	46%
	Community: Rural	608	28%
	N	2200	
xdemEmploy	Employ: Private Sector	725	33%
	Employ: Government	116	5%
	Employ: Self-Employed	164	7%
	Employ: Homemaker	175	8%
	Employ: Retired	511	23%
	Employ: Unemployed	217	10%
	Employ: Other	203	9%
	N	2111	
xdemMilHH1	Military HH: Yes	366	17%
	Military HH: No	1834	83%
	N	2200	
xnrl	RD/WT: Right Direction	888	40%
	RD/WT: Wrong Track	1312	60%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	918	42%
	Trump Job Disapprove	1159	53%
	N	2078	
Trump_Approve2	Trump Job Strongly Approve	515	23%
	Trump Job Somewhat Approve	404	18%
	Trump Job Somewhat Disapprove	271	12%
	Trump Job Strongly Disapprove	888	40%
	N	2078	
Trump_Fav	Favorable of Trump	903	41%
	Unfavorable of Trump	1187	54%
	N	2090	
Trump_Fav_FULL	Very Favorable of Trump	553	25%
	Somewhat Favorable of Trump	351	16%
	Somewhat Unfavorable of Trump	243	11%
	Very Unfavorable of Trump	944	43%
	N	2090	
xnr3	#1 Issue: Economy	568	26%
	#1 Issue: Security	387	18%
	#1 Issue: Health Care	435	20%
	#1 Issue: Medicare / Social Security	342	16%
	#1 Issue: Women's Issues	105	5%
	#1 Issue: Education	96	4%
	#1 Issue: Energy	129	6%
	#1 Issue: Other	138	6%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	771	35%
	2018 House Vote: Republican	660	30%
	2018 House Vote: Someone else	84	4%
	N	1515	
xsubVote16O	2016 Vote: Hillary Clinton	676	31%
	2016 Vote: Donald Trump	704	32%
	2016 Vote: Other	149	7%
	2016 Vote: Didn't Vote	659	30%
	N	2187	
xsubVote14O	Voted in 2014: Yes	1296	59%
	Voted in 2014: No	904	41%
	N	2200	

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### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	843	38%
	2012 Vote: Mitt Romney	496	23%
	2012 Vote: Other	85	4%
	2012 Vote: Didn't Vote	770	35%
	N	2194	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
CMMxdem1	Sports fans	1538	70%
CMMxdem2	Avid sports fans	541	25%
CMMxdem3	Casual sports fans	997	45%
CMMxdem4	Non-sports fans	662	30%
CMMxdem5	Men's college basketball fans	892	41%
CMMxdem6	Avid men's college basketball fans	299	14%
CMMxdem7	Casual men's college basketball fans	594	27%
CMMxdem8	Non-men's college basketball fans	1308	59%
CMMxdem9	Sports fans who have a favorite CBB team	580	26%
CMMxdem10	Sports fans who don't have a favorite CBB team	958	44%

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

