



National Tracking Poll #2108112
August 19-23, 2021

Crosstabulation Results

Methodology:

This poll was conducted between August 19-August 23, 2021 among a sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Table MCSP1_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	26%	(580)	43%	(937)	31%	(683)	2200
Gender: Male	41%	(431)	39%	(409)	21%	(221)	1062
Gender: Female	13%	(149)	46%	(527)	41%	(462)	1138
Age: 18-34	28%	(184)	45%	(297)	27%	(175)	655
Age: 35-44	31%	(111)	40%	(144)	29%	(103)	358
Age: 45-64	25%	(186)	40%	(304)	35%	(261)	751
Age: 65+	23%	(100)	44%	(193)	33%	(144)	436
GenZers: 1997-2012	23%	(56)	44%	(106)	33%	(79)	242
Millennials: 1981-1996	33%	(212)	42%	(269)	26%	(166)	647
GenXers: 1965-1980	25%	(143)	43%	(247)	32%	(182)	572
Baby Boomers: 1946-1964	24%	(153)	42%	(271)	35%	(227)	651
PID: Dem (no lean)	28%	(252)	42%	(388)	30%	(276)	916
PID: Ind (no lean)	23%	(148)	44%	(285)	33%	(215)	648
PID: Rep (no lean)	28%	(180)	42%	(265)	30%	(192)	636
PID/Gender: Dem Men	42%	(177)	39%	(162)	19%	(78)	417
PID/Gender: Dem Women	15%	(75)	45%	(225)	40%	(198)	499
PID/Gender: Ind Men	39%	(123)	37%	(116)	25%	(79)	318
PID/Gender: Ind Women	8%	(26)	51%	(168)	41%	(136)	330
PID/Gender: Rep Men	40%	(131)	40%	(131)	20%	(64)	327
PID/Gender: Rep Women	16%	(48)	43%	(133)	41%	(127)	309
Ideo: Liberal (1-3)	29%	(194)	39%	(257)	32%	(208)	658
Ideo: Moderate (4)	24%	(153)	50%	(312)	26%	(159)	623
Ideo: Conservative (5-7)	28%	(201)	41%	(293)	31%	(225)	719
Educ: < College	23%	(354)	42%	(636)	35%	(522)	1512
Educ: Bachelors degree	33%	(145)	44%	(194)	24%	(105)	444
Educ: Post-grad	34%	(82)	44%	(106)	23%	(56)	244
Income: Under 50k	22%	(278)	43%	(534)	35%	(438)	1250
Income: 50k-100k	30%	(199)	43%	(286)	28%	(188)	674
Income: 100k+	37%	(103)	42%	(116)	20%	(56)	276

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Table MCSPI_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	26%	(580)	43%	(937)	31%	(683)	2200
Ethnicity: White	25%	(433)	43%	(745)	32%	(544)	1722
Ethnicity: Hispanic	29%	(100)	44%	(153)	28%	(96)	349
Ethnicity: Black	34%	(94)	38%	(104)	28%	(76)	274
Ethnicity: Other	26%	(53)	43%	(88)	31%	(63)	204
All Christian	29%	(287)	45%	(442)	27%	(264)	993
All Non-Christian	40%	(48)	35%	(43)	25%	(30)	121
Atheist	24%	(24)	36%	(35)	39%	(38)	96
Agnostic/Nothing in particular	23%	(136)	41%	(248)	36%	(214)	598
Something Else	22%	(87)	43%	(169)	35%	(136)	392
Religious Non-Protestant/Catholic	36%	(50)	34%	(47)	30%	(41)	138
Evangelical	27%	(142)	46%	(246)	27%	(146)	535
Non-Evangelical	27%	(224)	43%	(355)	29%	(239)	818
Community: Urban	34%	(236)	41%	(280)	25%	(174)	690
Community: Suburban	24%	(233)	46%	(452)	30%	(299)	985
Community: Rural	21%	(112)	39%	(204)	40%	(209)	526
Employ: Private Sector	33%	(221)	42%	(279)	26%	(172)	672
Employ: Government	32%	(35)	47%	(52)	21%	(22)	109
Employ: Self-Employed	29%	(57)	47%	(93)	24%	(48)	198
Employ: Homemaker	18%	(28)	41%	(62)	41%	(63)	153
Employ: Student	21%	(14)	42%	(29)	37%	(25)	69
Employ: Retired	23%	(124)	42%	(227)	35%	(187)	538
Employ: Unemployed	24%	(71)	42%	(125)	34%	(100)	296
Employ: Other	18%	(30)	42%	(69)	40%	(65)	164
Military HH: Yes	29%	(101)	46%	(161)	25%	(88)	351
Military HH: No	26%	(479)	42%	(776)	32%	(594)	1849
RD/WT: Right Direction	29%	(279)	43%	(406)	28%	(267)	953
RD/WT: Wrong Track	24%	(301)	43%	(530)	33%	(416)	1247
Biden Job Approve	28%	(319)	43%	(500)	29%	(331)	1151
Biden Job Disapprove	26%	(248)	41%	(389)	33%	(310)	948

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Table MCSP1_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	26%	(580)	43%	(937)	31%	(683)	2200
Biden Job Strongly Approve	33%	(182)	40%	(221)	27%	(152)	555
Biden Job Somewhat Approve	23%	(137)	47%	(279)	30%	(180)	596
Biden Job Somewhat Disapprove	28%	(80)	44%	(129)	28%	(82)	291
Biden Job Strongly Disapprove	26%	(168)	40%	(260)	35%	(229)	656
Favorable of Biden	28%	(327)	44%	(513)	28%	(333)	1173
Unfavorable of Biden	25%	(229)	41%	(382)	34%	(315)	926
Very Favorable of Biden	33%	(202)	40%	(240)	27%	(164)	606
Somewhat Favorable of Biden	22%	(125)	48%	(273)	30%	(170)	568
Somewhat Unfavorable of Biden	29%	(73)	42%	(106)	29%	(72)	251
Very Unfavorable of Biden	23%	(156)	41%	(276)	36%	(243)	675
#1 Issue: Economy	32%	(228)	42%	(296)	26%	(189)	714
#1 Issue: Security	24%	(98)	42%	(174)	34%	(139)	411
#1 Issue: Health Care	30%	(95)	40%	(125)	30%	(94)	313
#1 Issue: Medicare / Social Security	23%	(68)	47%	(139)	31%	(92)	298
#1 Issue: Women's Issues	16%	(17)	38%	(41)	46%	(48)	106
#1 Issue: Education	26%	(24)	45%	(41)	29%	(27)	92
#1 Issue: Energy	25%	(33)	43%	(56)	32%	(42)	131
#1 Issue: Other	13%	(17)	48%	(64)	40%	(53)	135
2020 Vote: Joe Biden	28%	(286)	44%	(453)	28%	(282)	1020
2020 Vote: Donald Trump	27%	(202)	40%	(295)	33%	(245)	742
2020 Vote: Other	30%	(17)	51%	(29)	19%	(11)	57
2020 Vote: Didn't Vote	20%	(75)	42%	(159)	38%	(145)	379
2018 House Vote: Democrat	29%	(216)	45%	(340)	26%	(191)	746
2018 House Vote: Republican	30%	(176)	41%	(240)	29%	(167)	584
2018 House Vote: Someone else	29%	(16)	48%	(27)	24%	(14)	57
2016 Vote: Hillary Clinton	29%	(199)	45%	(312)	26%	(181)	693
2016 Vote: Donald Trump	29%	(191)	42%	(276)	29%	(191)	658
2016 Vote: Other	24%	(26)	50%	(54)	25%	(27)	107
2016 Vote: Didn't Vote	22%	(163)	40%	(293)	38%	(284)	740
Voted in 2014: Yes	30%	(365)	43%	(523)	27%	(323)	1212
Voted in 2014: No	22%	(215)	42%	(414)	36%	(360)	988

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Table MCSP1_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	26%	(580)	43%	(937)	31%	(683)	2200
4-Region: Northeast	32%	(125)	36%	(142)	32%	(127)	394
4-Region: Midwest	28%	(130)	40%	(184)	32%	(148)	462
4-Region: South	23%	(188)	46%	(380)	31%	(257)	824
4-Region: West	26%	(137)	44%	(231)	29%	(151)	520
Sports Fans	38%	(580)	62%	(937)	—	(0)	1517
Avid Sports Fans	100%	(580)	—	(0)	—	(0)	580
Casual Sports Fans	—	(0)	100%	(937)	—	(0)	937
College Football Fans	44%	(504)	49%	(557)	7%	(83)	1143
Avid College Football Fans	71%	(315)	25%	(108)	4%	(18)	441
Casual College Football Fans	27%	(189)	64%	(448)	9%	(65)	702
Fans of a Big Ten Team	50%	(158)	45%	(143)	5%	(16)	316
Fans of a Pac-12 Team	51%	(78)	43%	(67)	6%	(9)	155
Fans of an ACC Team	44%	(59)	49%	(66)	7%	(9)	135
Fans of a Big 12 Team	43%	(44)	47%	(48)	10%	(10)	102
Fans of an SEC Team	39%	(90)	51%	(118)	10%	(23)	231
Fans of a Team in Other Conf.	48%	(22)	50%	(23)	3%	(1)	46
Texas/Oklahoma Fans	52%	(208)	43%	(172)	5%	(20)	400
Big 12 Fans and Non-UT/OU	22%	(4)	64%	(11)	15%	(3)	17
Sports Fans Ages 18-34	38%	(184)	62%	(297)	—	(0)	480
Sports Fans Ages 35-44	43%	(111)	57%	(144)	—	(0)	254
Sports Fans Ages 45-64	38%	(186)	62%	(304)	—	(0)	490
Sports Fans Ages 65+	34%	(100)	66%	(193)	—	(0)	293
CFB Fans Ages 18-34	44%	(147)	49%	(164)	8%	(26)	337
CFB Fans Ages 35-44	48%	(98)	45%	(91)	7%	(14)	203
CFB Fans Ages 45-64	43%	(167)	49%	(190)	8%	(30)	388
CFB Fans Ages 65+	43%	(91)	52%	(112)	6%	(12)	215

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

Table MCSP1_2: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
 Professional sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	27%	(588)	41%	(893)	33%	(719)	2200
Gender: Male	40%	(423)	38%	(406)	22%	(233)	1062
Gender: Female	14%	(165)	43%	(487)	43%	(486)	1138
Age: 18-34	29%	(188)	42%	(278)	29%	(189)	655
Age: 35-44	31%	(110)	41%	(146)	28%	(102)	358
Age: 45-64	25%	(188)	39%	(293)	36%	(269)	751
Age: 65+	23%	(102)	40%	(175)	36%	(159)	436
GenZers: 1997-2012	22%	(53)	45%	(108)	33%	(81)	242
Millennials: 1981-1996	32%	(210)	41%	(262)	27%	(175)	647
GenXers: 1965-1980	26%	(147)	40%	(229)	34%	(196)	572
Baby Boomers: 1946-1964	25%	(162)	39%	(257)	36%	(232)	651
PID: Dem (no lean)	28%	(260)	41%	(374)	31%	(282)	916
PID: Ind (no lean)	23%	(151)	42%	(270)	35%	(227)	648
PID: Rep (no lean)	28%	(177)	39%	(249)	33%	(210)	636
PID/Gender: Dem Men	43%	(179)	40%	(165)	17%	(73)	417
PID/Gender: Dem Women	16%	(81)	42%	(209)	42%	(209)	499
PID/Gender: Ind Men	36%	(114)	37%	(119)	27%	(85)	318
PID/Gender: Ind Women	11%	(37)	46%	(151)	43%	(142)	330
PID/Gender: Rep Men	40%	(130)	37%	(122)	23%	(75)	327
PID/Gender: Rep Women	15%	(47)	41%	(127)	44%	(135)	309
Ideo: Liberal (1-3)	30%	(199)	38%	(249)	32%	(210)	658
Ideo: Moderate (4)	24%	(151)	48%	(300)	28%	(172)	623
Ideo: Conservative (5-7)	28%	(201)	38%	(273)	34%	(245)	719
Educ: < College	24%	(366)	40%	(612)	35%	(535)	1512
Educ: Bachelors degree	34%	(150)	38%	(169)	28%	(125)	444
Educ: Post-grad	30%	(73)	46%	(112)	24%	(60)	244
Income: Under 50k	23%	(290)	41%	(508)	36%	(453)	1250
Income: 50k-100k	31%	(206)	39%	(262)	31%	(206)	674
Income: 100k+	33%	(92)	45%	(123)	22%	(60)	276
Ethnicity: White	25%	(427)	42%	(717)	34%	(578)	1722
Ethnicity: Hispanic	28%	(99)	40%	(140)	31%	(110)	349
Ethnicity: Black	37%	(101)	36%	(98)	27%	(75)	274

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Table MCSPI_2: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
Professional sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	27%	(588)	41%	(893)	33%	(719)	2200
Ethnicity: Other	29%	(60)	38%	(77)	33%	(67)	204
All Christian	30%	(299)	41%	(410)	29%	(284)	993
All Non-Christian	35%	(43)	37%	(45)	27%	(33)	121
Atheist	23%	(22)	39%	(38)	38%	(36)	96
Agnostic/Nothing in particular	22%	(131)	41%	(247)	37%	(220)	598
Something Else	24%	(92)	39%	(153)	37%	(147)	392
Religious Non-Protestant/Catholic	33%	(45)	36%	(49)	32%	(44)	138
Evangelical	27%	(146)	41%	(222)	31%	(167)	535
Non-Evangelical	29%	(239)	40%	(328)	31%	(250)	818
Community: Urban	34%	(234)	38%	(264)	28%	(192)	690
Community: Suburban	24%	(240)	44%	(428)	32%	(317)	985
Community: Rural	22%	(115)	38%	(200)	40%	(211)	526
Employ: Private Sector	30%	(205)	44%	(297)	25%	(170)	672
Employ: Government	32%	(35)	47%	(51)	22%	(24)	109
Employ: Self-Employed	32%	(64)	39%	(76)	29%	(58)	198
Employ: Homemaker	20%	(31)	36%	(55)	44%	(67)	153
Employ: Student	24%	(17)	40%	(27)	36%	(25)	69
Employ: Retired	24%	(129)	39%	(208)	37%	(201)	538
Employ: Unemployed	24%	(70)	40%	(117)	37%	(108)	296
Employ: Other	23%	(37)	37%	(60)	41%	(66)	164
Military HH: Yes	31%	(109)	41%	(143)	28%	(99)	351
Military HH: No	26%	(479)	41%	(750)	34%	(620)	1849
RD/WT: Right Direction	29%	(280)	43%	(406)	28%	(266)	953
RD/WT: Wrong Track	25%	(308)	39%	(487)	36%	(453)	1247
Biden Job Approve	29%	(331)	42%	(482)	29%	(337)	1151
Biden Job Disapprove	26%	(243)	39%	(368)	36%	(336)	948
Biden Job Strongly Approve	33%	(182)	38%	(213)	29%	(159)	555
Biden Job Somewhat Approve	25%	(149)	45%	(269)	30%	(178)	596
Biden Job Somewhat Disapprove	29%	(85)	42%	(122)	29%	(84)	291
Biden Job Strongly Disapprove	24%	(158)	37%	(246)	38%	(252)	656

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Table MCSP1_2: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*Professional sports*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	27%	(588)	41%	(893)	33%	(719)	2200
Favorable of Biden	28%	(332)	43%	(500)	29%	(341)	1173
Unfavorable of Biden	25%	(233)	38%	(356)	36%	(336)	926
Very Favorable of Biden	32%	(195)	39%	(236)	29%	(174)	606
Somewhat Favorable of Biden	24%	(137)	46%	(264)	29%	(167)	568
Somewhat Unfavorable of Biden	31%	(78)	38%	(96)	30%	(76)	251
Very Unfavorable of Biden	23%	(155)	39%	(260)	39%	(260)	675
#1 Issue: Economy	33%	(238)	40%	(289)	26%	(187)	714
#1 Issue: Security	23%	(94)	40%	(164)	37%	(153)	411
#1 Issue: Health Care	28%	(86)	42%	(130)	31%	(97)	313
#1 Issue: Medicare / Social Security	27%	(79)	41%	(122)	32%	(97)	298
#1 Issue: Women's Issues	15%	(16)	36%	(38)	49%	(52)	106
#1 Issue: Education	24%	(22)	45%	(42)	31%	(29)	92
#1 Issue: Energy	28%	(37)	35%	(46)	36%	(48)	131
#1 Issue: Other	12%	(16)	46%	(61)	43%	(57)	135
2020 Vote: Joe Biden	29%	(291)	42%	(430)	29%	(299)	1020
2020 Vote: Donald Trump	27%	(198)	39%	(287)	35%	(257)	742
2020 Vote: Other	32%	(18)	48%	(28)	20%	(11)	57
2020 Vote: Didn't Vote	21%	(80)	39%	(148)	40%	(151)	379
2018 House Vote: Democrat	31%	(233)	40%	(301)	28%	(212)	746
2018 House Vote: Republican	31%	(179)	37%	(217)	32%	(188)	584
2018 House Vote: Someone else	25%	(14)	48%	(28)	27%	(15)	57
2016 Vote: Hillary Clinton	31%	(213)	39%	(273)	30%	(207)	693
2016 Vote: Donald Trump	28%	(181)	41%	(271)	31%	(206)	658
2016 Vote: Other	22%	(23)	60%	(64)	19%	(20)	107
2016 Vote: Didn't Vote	23%	(170)	38%	(285)	39%	(285)	740
Voted in 2014: Yes	31%	(377)	39%	(476)	30%	(359)	1212
Voted in 2014: No	21%	(211)	42%	(417)	36%	(360)	988
4-Region: Northeast	31%	(123)	34%	(134)	35%	(136)	394
4-Region: Midwest	29%	(132)	40%	(185)	31%	(145)	462
4-Region: South	22%	(185)	43%	(353)	35%	(287)	824
4-Region: West	28%	(148)	43%	(221)	29%	(151)	520

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Table MCSPI_2: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

Professional sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	27%	(588)	41%	(893)	33%	(719)	2200
Sports Fans	38%	(584)	54%	(825)	7%	(109)	1517
Avid Sports Fans	83%	(484)	15%	(88)	2%	(9)	580
Casual Sports Fans	11%	(100)	79%	(737)	11%	(100)	937
College Football Fans	45%	(509)	47%	(542)	8%	(92)	1143
Avid College Football Fans	68%	(301)	28%	(123)	4%	(17)	441
Casual College Football Fans	30%	(208)	60%	(419)	11%	(75)	702
Fans of a Big Ten Team	52%	(164)	44%	(140)	4%	(12)	316
Fans of a Pac-12 Team	51%	(80)	43%	(67)	5%	(8)	155
Fans of an ACC Team	40%	(54)	51%	(69)	9%	(12)	135
Fans of a Big 12 Team	40%	(41)	48%	(49)	12%	(12)	102
Fans of an SEC Team	42%	(96)	47%	(109)	11%	(26)	231
Fans of a Team in Other Conf.	39%	(18)	51%	(24)	10%	(5)	46
Texas/Oklahoma Fans	49%	(197)	46%	(182)	5%	(21)	400
Big 12 Fans and Non-UT/OU	25%	(4)	60%	(10)	15%	(3)	17
Sports Fans Ages 18-34	39%	(186)	53%	(255)	8%	(39)	480
Sports Fans Ages 35-44	43%	(109)	53%	(135)	4%	(10)	254
Sports Fans Ages 45-64	38%	(187)	55%	(270)	7%	(33)	490
Sports Fans Ages 65+	35%	(102)	56%	(164)	9%	(26)	293
CFB Fans Ages 18-34	45%	(152)	47%	(158)	8%	(27)	337
CFB Fans Ages 35-44	49%	(100)	44%	(89)	7%	(14)	203
CFB Fans Ages 45-64	43%	(165)	50%	(195)	7%	(28)	388
CFB Fans Ages 65+	42%	(91)	47%	(101)	11%	(23)	215

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

Table MCSP1_3: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?*
 College sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	17%	(379)	35%	(765)	48%	(1055)	2200
Gender: Male	27%	(287)	40%	(419)	33%	(355)	1062
Gender: Female	8%	(92)	30%	(346)	62%	(700)	1138
Age: 18-34	17%	(111)	36%	(236)	47%	(308)	655
Age: 35-44	18%	(65)	39%	(140)	43%	(153)	358
Age: 45-64	16%	(122)	34%	(256)	50%	(373)	751
Age: 65+	19%	(81)	31%	(134)	51%	(221)	436
GenZers: 1997-2012	14%	(34)	31%	(76)	54%	(131)	242
Millennials: 1981-1996	19%	(123)	38%	(247)	43%	(276)	647
GenXers: 1965-1980	16%	(90)	35%	(202)	49%	(279)	572
Baby Boomers: 1946-1964	18%	(117)	32%	(211)	50%	(323)	651
PID: Dem (no lean)	17%	(156)	36%	(334)	47%	(426)	916
PID: Ind (no lean)	16%	(102)	31%	(200)	53%	(346)	648
PID: Rep (no lean)	19%	(122)	36%	(231)	45%	(283)	636
PID/Gender: Dem Men	28%	(118)	44%	(182)	28%	(118)	417
PID/Gender: Dem Women	8%	(38)	31%	(153)	62%	(308)	499
PID/Gender: Ind Men	25%	(78)	35%	(113)	40%	(126)	318
PID/Gender: Ind Women	7%	(24)	26%	(87)	66%	(219)	330
PID/Gender: Rep Men	28%	(91)	38%	(125)	34%	(110)	327
PID/Gender: Rep Women	10%	(30)	34%	(106)	56%	(173)	309
Ideo: Liberal (1-3)	18%	(118)	35%	(230)	47%	(310)	658
Ideo: Moderate (4)	16%	(103)	37%	(230)	47%	(291)	623
Ideo: Conservative (5-7)	19%	(138)	38%	(270)	43%	(311)	719
Educ: < College	15%	(221)	33%	(498)	52%	(794)	1512
Educ: Bachelors degree	23%	(100)	38%	(167)	40%	(177)	444
Educ: Post-grad	24%	(59)	41%	(101)	35%	(85)	244
Income: Under 50k	15%	(188)	31%	(384)	54%	(678)	1250
Income: 50k-100k	19%	(129)	39%	(260)	42%	(284)	674
Income: 100k+	23%	(62)	44%	(121)	34%	(93)	276
Ethnicity: White	16%	(280)	35%	(603)	49%	(838)	1722
Ethnicity: Hispanic	11%	(38)	40%	(138)	49%	(173)	349
Ethnicity: Black	27%	(74)	31%	(85)	42%	(115)	274

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Table MCSP1_3: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
College sports

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	17% (379)	35% (765)	48% (1055)	2200
Ethnicity: Other	12% (25)	38% (77)	50% (103)	204
All Christian	21% (211)	37% (365)	42% (418)	993
All Non-Christian	24% (29)	42% (51)	34% (42)	121
Atheist	16% (16)	27% (26)	56% (54)	96
Agnostic/Nothing in particular	12% (69)	34% (203)	54% (326)	598
Something Else	14% (55)	31% (120)	55% (216)	392
Religious Non-Protestant/Catholic	24% (33)	38% (53)	38% (53)	138
Evangelical	23% (122)	35% (189)	42% (224)	535
Non-Evangelical	16% (134)	35% (290)	48% (394)	818
Community: Urban	22% (153)	34% (232)	44% (305)	690
Community: Suburban	15% (149)	36% (354)	49% (481)	985
Community: Rural	15% (77)	34% (179)	51% (269)	526
Employ: Private Sector	17% (118)	42% (280)	41% (275)	672
Employ: Government	23% (26)	41% (45)	36% (39)	109
Employ: Self-Employed	23% (45)	40% (80)	37% (73)	198
Employ: Homemaker	11% (16)	31% (48)	58% (89)	153
Employ: Student	17% (12)	33% (23)	50% (34)	69
Employ: Retired	19% (103)	29% (158)	52% (277)	538
Employ: Unemployed	13% (39)	32% (94)	55% (163)	296
Employ: Other	13% (22)	23% (38)	64% (104)	164
Military HH: Yes	24% (84)	39% (137)	37% (130)	351
Military HH: No	16% (296)	34% (628)	50% (925)	1849
RD/WT: Right Direction	19% (182)	37% (349)	44% (423)	953
RD/WT: Wrong Track	16% (198)	33% (416)	51% (633)	1247
Biden Job Approve	19% (219)	35% (402)	46% (529)	1151
Biden Job Disapprove	16% (154)	35% (334)	49% (460)	948
Biden Job Strongly Approve	25% (136)	32% (178)	43% (240)	555
Biden Job Somewhat Approve	14% (83)	38% (224)	48% (289)	596
Biden Job Somewhat Disapprove	14% (41)	37% (108)	49% (142)	291
Biden Job Strongly Disapprove	17% (113)	34% (226)	48% (318)	656

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Table MCSP1_3: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
 College sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	17%	(379)	35%	(765)	48%	(1055)	2200
Favorable of Biden	18%	(216)	35%	(415)	46%	(542)	1173
Unfavorable of Biden	17%	(154)	34%	(313)	50%	(459)	926
Very Favorable of Biden	21%	(129)	34%	(207)	45%	(270)	606
Somewhat Favorable of Biden	15%	(87)	37%	(208)	48%	(272)	568
Somewhat Unfavorable of Biden	15%	(37)	35%	(87)	51%	(127)	251
Very Unfavorable of Biden	17%	(117)	34%	(226)	49%	(331)	675
#1 Issue: Economy	18%	(127)	38%	(272)	44%	(315)	714
#1 Issue: Security	21%	(85)	31%	(129)	48%	(197)	411
#1 Issue: Health Care	17%	(52)	43%	(134)	41%	(127)	313
#1 Issue: Medicare / Social Security	20%	(59)	30%	(90)	50%	(149)	298
#1 Issue: Women's Issues	9%	(10)	24%	(25)	67%	(71)	106
#1 Issue: Education	15%	(14)	37%	(34)	48%	(45)	92
#1 Issue: Energy	16%	(21)	31%	(41)	53%	(69)	131
#1 Issue: Other	9%	(12)	29%	(40)	62%	(83)	135
2020 Vote: Joe Biden	18%	(179)	37%	(378)	45%	(463)	1020
2020 Vote: Donald Trump	18%	(136)	35%	(262)	46%	(345)	742
2020 Vote: Other	21%	(12)	32%	(18)	47%	(27)	57
2020 Vote: Didn't Vote	14%	(52)	28%	(107)	58%	(221)	379
2018 House Vote: Democrat	20%	(148)	36%	(268)	44%	(330)	746
2018 House Vote: Republican	20%	(117)	39%	(227)	41%	(240)	584
2018 House Vote: Someone else	21%	(12)	37%	(21)	42%	(24)	57
2016 Vote: Hillary Clinton	19%	(132)	36%	(253)	45%	(308)	693
2016 Vote: Donald Trump	21%	(137)	38%	(250)	41%	(272)	658
2016 Vote: Other	12%	(12)	40%	(43)	48%	(51)	107
2016 Vote: Didn't Vote	13%	(98)	29%	(218)	57%	(424)	740
Voted in 2014: Yes	20%	(242)	39%	(467)	41%	(502)	1212
Voted in 2014: No	14%	(137)	30%	(298)	56%	(553)	988
4-Region: Northeast	15%	(57)	33%	(129)	53%	(207)	394
4-Region: Midwest	18%	(82)	35%	(160)	48%	(220)	462
4-Region: South	18%	(145)	37%	(306)	45%	(373)	824
4-Region: West	18%	(95)	33%	(170)	49%	(255)	520

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Table MCSP1_3: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?

College sports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	17%	(379)	35%	(765)	48%	(1055)	2200
Sports Fans	24%	(369)	47%	(720)	28%	(428)	1517
Avid Sports Fans	48%	(278)	41%	(236)	11%	(66)	580
Casual Sports Fans	10%	(91)	52%	(483)	39%	(362)	937
College Football Fans	32%	(369)	61%	(695)	7%	(80)	1143
Avid College Football Fans	72%	(318)	25%	(112)	3%	(11)	441
Casual College Football Fans	7%	(51)	83%	(583)	10%	(68)	702
Fans of a Big Ten Team	34%	(108)	60%	(189)	6%	(19)	316
Fans of a Pac-12 Team	32%	(50)	60%	(93)	7%	(11)	155
Fans of an ACC Team	39%	(52)	56%	(76)	5%	(7)	135
Fans of a Big 12 Team	29%	(29)	60%	(62)	11%	(11)	102
Fans of an SEC Team	38%	(88)	56%	(130)	6%	(13)	231
Fans of a Team in Other Conf.	41%	(19)	55%	(26)	3%	(2)	46
Texas/Oklahoma Fans	41%	(166)	52%	(209)	6%	(26)	400
Big 12 Fans and Non-UT/OU	22%	(4)	71%	(12)	8%	(1)	17
Sports Fans Ages 18-34	22%	(104)	47%	(223)	32%	(153)	480
Sports Fans Ages 35-44	24%	(62)	54%	(136)	22%	(56)	254
Sports Fans Ages 45-64	25%	(122)	47%	(232)	28%	(136)	490
Sports Fans Ages 65+	28%	(81)	44%	(128)	29%	(84)	293
CFB Fans Ages 18-34	31%	(104)	61%	(204)	9%	(29)	337
CFB Fans Ages 35-44	31%	(64)	64%	(129)	5%	(10)	203
CFB Fans Ages 45-64	31%	(121)	62%	(240)	7%	(27)	388
CFB Fans Ages 65+	37%	(80)	56%	(121)	6%	(13)	215

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

Table MCSP1_4: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
College football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	20%	(441)	32%	(702)	48%	(1057)	2200
Gender: Male	32%	(337)	34%	(356)	35%	(369)	1062
Gender: Female	9%	(104)	30%	(346)	60%	(688)	1138
Age: 18-34	19%	(125)	32%	(213)	49%	(318)	655
Age: 35-44	22%	(79)	35%	(124)	43%	(155)	358
Age: 45-64	19%	(146)	32%	(242)	48%	(363)	751
Age: 65+	21%	(91)	28%	(124)	51%	(221)	436
GenZers: 1997-2012	14%	(33)	28%	(68)	58%	(141)	242
Millennials: 1981-1996	22%	(145)	35%	(227)	42%	(275)	647
GenXers: 1965-1980	19%	(107)	33%	(190)	48%	(275)	572
Baby Boomers: 1946-1964	21%	(137)	30%	(193)	49%	(320)	651
PID: Dem (no lean)	19%	(174)	33%	(306)	48%	(436)	916
PID: Ind (no lean)	17%	(112)	29%	(185)	54%	(350)	648
PID: Rep (no lean)	24%	(155)	33%	(211)	42%	(270)	636
PID/Gender: Dem Men	32%	(132)	39%	(161)	30%	(124)	417
PID/Gender: Dem Women	9%	(43)	29%	(144)	63%	(312)	499
PID/Gender: Ind Men	30%	(94)	28%	(89)	42%	(134)	318
PID/Gender: Ind Women	5%	(18)	29%	(96)	66%	(217)	330
PID/Gender: Rep Men	34%	(111)	32%	(106)	34%	(111)	327
PID/Gender: Rep Women	14%	(44)	34%	(105)	52%	(160)	309
Ideo: Liberal (1-3)	20%	(130)	33%	(216)	47%	(312)	658
Ideo: Moderate (4)	18%	(114)	33%	(207)	48%	(302)	623
Ideo: Conservative (5-7)	25%	(178)	34%	(242)	42%	(299)	719
Educ: < College	17%	(260)	31%	(463)	52%	(790)	1512
Educ: Bachelors degree	25%	(111)	35%	(154)	40%	(179)	444
Educ: Post-grad	29%	(71)	35%	(85)	36%	(88)	244
Income: Under 50k	16%	(198)	31%	(382)	54%	(670)	1250
Income: 50k-100k	25%	(168)	32%	(216)	43%	(290)	674
Income: 100k+	27%	(75)	38%	(105)	35%	(97)	276
Ethnicity: White	20%	(338)	32%	(550)	48%	(834)	1722
Ethnicity: Hispanic	15%	(52)	35%	(123)	50%	(174)	349
Ethnicity: Black	27%	(75)	28%	(77)	45%	(123)	274

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Table MCSPI_4: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
College football

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	20% (441)	32% (702)	48% (1057)	2200
Ethnicity: Other	14% (28)	37% (75)	49% (100)	204
All Christian	24% (239)	34% (340)	42% (414)	993
All Non-Christian	33% (40)	32% (39)	35% (43)	121
Atheist	16% (15)	31% (30)	54% (52)	96
Agnostic/Nothing in particular	15% (92)	30% (179)	55% (327)	598
Something Else	14% (56)	29% (115)	56% (220)	392
Religious Non-Protestant/Catholic	32% (44)	29% (40)	40% (55)	138
Evangelical	23% (125)	35% (187)	42% (223)	535
Non-Evangelical	20% (161)	32% (261)	48% (396)	818
Community: Urban	23% (160)	31% (213)	46% (316)	690
Community: Suburban	19% (186)	32% (311)	50% (488)	985
Community: Rural	18% (96)	34% (178)	48% (252)	526
Employ: Private Sector	22% (150)	37% (248)	41% (274)	672
Employ: Government	30% (32)	33% (36)	37% (41)	109
Employ: Self-Employed	26% (52)	38% (75)	36% (71)	198
Employ: Homemaker	12% (18)	32% (49)	56% (86)	153
Employ: Student	14% (10)	31% (21)	55% (38)	69
Employ: Retired	21% (112)	28% (149)	52% (277)	538
Employ: Unemployed	15% (45)	29% (86)	56% (165)	296
Employ: Other	13% (21)	23% (38)	64% (105)	164
Military HH: Yes	30% (104)	34% (121)	36% (127)	351
Military HH: No	18% (338)	31% (581)	50% (930)	1849
RD/WT: Right Direction	22% (213)	32% (307)	45% (433)	953
RD/WT: Wrong Track	18% (229)	32% (395)	50% (624)	1247
Biden Job Approve	21% (246)	32% (367)	47% (537)	1151
Biden Job Disapprove	20% (188)	33% (310)	47% (450)	948
Biden Job Strongly Approve	27% (148)	29% (160)	45% (247)	555
Biden Job Somewhat Approve	16% (98)	35% (208)	49% (290)	596
Biden Job Somewhat Disapprove	16% (46)	37% (107)	48% (139)	291
Biden Job Strongly Disapprove	22% (142)	31% (203)	47% (311)	656

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Table MCSP1_4: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
College football

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	20% (441)	32% (702)	48% (1057)	2200
Favorable of Biden	21% (242)	32% (371)	48% (560)	1173
Unfavorable of Biden	20% (182)	32% (299)	48% (445)	926
Very Favorable of Biden	23% (139)	31% (189)	46% (278)	606
Somewhat Favorable of Biden	18% (104)	32% (182)	50% (283)	568
Somewhat Unfavorable of Biden	15% (37)	35% (87)	50% (126)	251
Very Unfavorable of Biden	22% (145)	31% (211)	47% (318)	675
#1 Issue: Economy	21% (151)	34% (243)	45% (319)	714
#1 Issue: Security	22% (92)	31% (125)	47% (194)	411
#1 Issue: Health Care	21% (66)	37% (117)	42% (130)	313
#1 Issue: Medicare / Social Security	19% (58)	31% (91)	50% (149)	298
#1 Issue: Women's Issues	12% (13)	25% (27)	63% (67)	106
#1 Issue: Education	15% (14)	38% (35)	47% (43)	92
#1 Issue: Energy	24% (31)	24% (31)	53% (69)	131
#1 Issue: Other	13% (18)	24% (32)	63% (85)	135
2020 Vote: Joe Biden	20% (203)	33% (336)	47% (481)	1020
2020 Vote: Donald Trump	24% (175)	33% (243)	44% (324)	742
2020 Vote: Other	20% (11)	42% (24)	38% (22)	57
2020 Vote: Didn't Vote	14% (52)	26% (97)	61% (230)	379
2018 House Vote: Democrat	20% (153)	33% (249)	46% (345)	746
2018 House Vote: Republican	25% (145)	37% (215)	38% (224)	584
2018 House Vote: Someone else	31% (18)	24% (14)	45% (26)	57
2016 Vote: Hillary Clinton	20% (135)	34% (233)	47% (324)	693
2016 Vote: Donald Trump	27% (177)	34% (226)	39% (256)	658
2016 Vote: Other	17% (18)	40% (43)	42% (45)	107
2016 Vote: Didn't Vote	15% (110)	27% (199)	58% (431)	740
Voted in 2014: Yes	23% (279)	35% (426)	42% (507)	1212
Voted in 2014: No	16% (162)	28% (276)	56% (549)	988
4-Region: Northeast	20% (81)	28% (109)	52% (204)	394
4-Region: Midwest	21% (95)	32% (149)	47% (218)	462
4-Region: South	20% (165)	33% (271)	47% (388)	824
4-Region: West	19% (100)	33% (173)	47% (247)	520

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Table MCSPI_4: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
College football

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	20% (441)	32% (702)	48% (1057)	2200
Sports Fans	28% (423)	42% (637)	30% (457)	1517
Avid Sports Fans	54% (315)	33% (189)	13% (77)	580
Casual Sports Fans	12% (108)	48% (448)	41% (380)	937
College Football Fans	39% (441)	61% (702)	— (0)	1143
Avid College Football Fans	100% (441)	— (0)	— (0)	441
Casual College Football Fans	— (0)	100% (702)	— (0)	702
Fans of a Big Ten Team	47% (150)	53% (166)	— (0)	316
Fans of a Pac-12 Team	37% (57)	63% (98)	— (0)	155
Fans of an ACC Team	38% (52)	62% (83)	— (0)	135
Fans of a Big 12 Team	35% (36)	65% (66)	— (0)	102
Fans of an SEC Team	45% (103)	55% (128)	— (0)	231
Fans of a Team in Other Conf.	47% (22)	53% (25)	— (0)	46
Texas/Oklahoma Fans	48% (191)	47% (188)	6% (22)	400
Big 12 Fans and Non-UT/OU	25% (4)	75% (13)	— (0)	17
Sports Fans Ages 18-34	24% (117)	40% (194)	35% (169)	480
Sports Fans Ages 35-44	29% (74)	45% (115)	26% (65)	254
Sports Fans Ages 45-64	29% (142)	44% (216)	27% (132)	490
Sports Fans Ages 65+	31% (90)	39% (113)	31% (90)	293
CFB Fans Ages 18-34	37% (125)	63% (213)	— (0)	337
CFB Fans Ages 35-44	39% (79)	61% (124)	— (0)	203
CFB Fans Ages 45-64	38% (146)	62% (242)	— (0)	388
CFB Fans Ages 65+	42% (91)	58% (124)	— (0)	215

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

Table MCSP1_5: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
NFL football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	32%	(702)	34%	(743)	34%	(755)	2200
Gender: Male	44%	(465)	28%	(302)	28%	(295)	1062
Gender: Female	21%	(237)	39%	(441)	40%	(460)	1138
Age: 18-34	31%	(202)	39%	(256)	30%	(197)	655
Age: 35-44	38%	(137)	32%	(115)	30%	(106)	358
Age: 45-64	31%	(229)	31%	(236)	38%	(285)	751
Age: 65+	31%	(134)	31%	(136)	38%	(167)	436
GenZers: 1997-2012	22%	(53)	41%	(100)	37%	(88)	242
Millennials: 1981-1996	37%	(240)	36%	(232)	27%	(175)	647
GenXers: 1965-1980	33%	(189)	29%	(165)	38%	(218)	572
Baby Boomers: 1946-1964	30%	(195)	34%	(219)	36%	(237)	651
PID: Dem (no lean)	34%	(309)	35%	(324)	31%	(284)	916
PID: Ind (no lean)	28%	(185)	33%	(216)	38%	(248)	648
PID: Rep (no lean)	33%	(209)	32%	(203)	35%	(224)	636
PID/Gender: Dem Men	48%	(202)	30%	(126)	21%	(90)	417
PID/Gender: Dem Women	21%	(107)	40%	(198)	39%	(194)	499
PID/Gender: Ind Men	40%	(128)	26%	(83)	34%	(107)	318
PID/Gender: Ind Women	17%	(57)	40%	(133)	43%	(141)	330
PID/Gender: Rep Men	41%	(135)	29%	(94)	30%	(98)	327
PID/Gender: Rep Women	24%	(74)	36%	(110)	41%	(125)	309
Ideo: Liberal (1-3)	34%	(221)	32%	(211)	34%	(227)	658
Ideo: Moderate (4)	32%	(198)	40%	(248)	28%	(177)	623
Ideo: Conservative (5-7)	33%	(240)	30%	(216)	37%	(263)	719
Educ: < College	31%	(465)	34%	(512)	35%	(536)	1512
Educ: Bachelors degree	36%	(159)	32%	(143)	32%	(141)	444
Educ: Post-grad	32%	(78)	36%	(88)	32%	(79)	244
Income: Under 50k	30%	(370)	33%	(415)	37%	(466)	1250
Income: 50k-100k	35%	(234)	34%	(226)	32%	(214)	674
Income: 100k+	36%	(99)	37%	(102)	27%	(76)	276
Ethnicity: White	31%	(526)	33%	(571)	36%	(625)	1722
Ethnicity: Hispanic	29%	(101)	37%	(131)	34%	(118)	349
Ethnicity: Black	44%	(120)	35%	(95)	22%	(60)	274

Continued on next page

Table MCSP1_5: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
NFL football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	32%	(702)	34%	(743)	34%	(755)	2200
Ethnicity: Other	27%	(56)	38%	(78)	34%	(70)	204
All Christian	33%	(325)	36%	(356)	31%	(312)	993
All Non-Christian	44%	(54)	25%	(30)	31%	(37)	121
Atheist	26%	(25)	31%	(30)	43%	(41)	96
Agnostic/Nothing in particular	30%	(182)	33%	(199)	36%	(217)	598
Something Else	30%	(117)	33%	(128)	38%	(147)	392
Religious Non-Protestant/Catholic	40%	(56)	24%	(33)	35%	(49)	138
Evangelical	34%	(183)	32%	(174)	33%	(179)	535
Non-Evangelical	31%	(251)	37%	(301)	32%	(265)	818
Community: Urban	38%	(263)	33%	(230)	28%	(196)	690
Community: Suburban	29%	(287)	37%	(361)	34%	(336)	985
Community: Rural	29%	(152)	29%	(151)	42%	(222)	526
Employ: Private Sector	35%	(234)	36%	(245)	29%	(194)	672
Employ: Government	34%	(37)	45%	(49)	21%	(23)	109
Employ: Self-Employed	39%	(76)	28%	(56)	33%	(66)	198
Employ: Homemaker	27%	(42)	35%	(53)	38%	(59)	153
Employ: Student	23%	(16)	39%	(27)	38%	(26)	69
Employ: Retired	31%	(167)	30%	(164)	39%	(208)	538
Employ: Unemployed	29%	(87)	32%	(94)	39%	(115)	296
Employ: Other	27%	(44)	34%	(56)	40%	(65)	164
Military HH: Yes	39%	(138)	29%	(102)	32%	(112)	351
Military HH: No	31%	(565)	35%	(641)	35%	(643)	1849
RD/WT: Right Direction	35%	(337)	36%	(340)	29%	(275)	953
RD/WT: Wrong Track	29%	(365)	32%	(403)	38%	(480)	1247
Biden Job Approve	35%	(400)	36%	(411)	30%	(340)	1151
Biden Job Disapprove	30%	(286)	31%	(293)	39%	(369)	948
Biden Job Strongly Approve	40%	(221)	31%	(174)	29%	(160)	555
Biden Job Somewhat Approve	30%	(179)	40%	(237)	30%	(180)	596
Biden Job Somewhat Disapprove	33%	(95)	39%	(112)	29%	(84)	291
Biden Job Strongly Disapprove	29%	(191)	27%	(181)	43%	(285)	656

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Table MCSP1_5: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
NFL football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	32%	(702)	34%	(743)	34%	(755)	2200
Favorable of Biden	35%	(412)	35%	(415)	30%	(347)	1173
Unfavorable of Biden	30%	(274)	31%	(289)	39%	(363)	926
Very Favorable of Biden	40%	(241)	30%	(183)	30%	(182)	606
Somewhat Favorable of Biden	30%	(171)	41%	(232)	29%	(165)	568
Somewhat Unfavorable of Biden	34%	(85)	36%	(89)	30%	(76)	251
Very Unfavorable of Biden	28%	(188)	30%	(200)	43%	(287)	675
#1 Issue: Economy	38%	(270)	34%	(245)	28%	(199)	714
#1 Issue: Security	27%	(112)	34%	(138)	39%	(161)	411
#1 Issue: Health Care	31%	(98)	31%	(98)	37%	(117)	313
#1 Issue: Medicare / Social Security	35%	(105)	35%	(106)	29%	(88)	298
#1 Issue: Women's Issues	25%	(26)	34%	(36)	41%	(44)	106
#1 Issue: Education	30%	(28)	33%	(31)	37%	(34)	92
#1 Issue: Energy	32%	(42)	32%	(42)	36%	(47)	131
#1 Issue: Other	15%	(21)	36%	(49)	49%	(65)	135
2020 Vote: Joe Biden	34%	(351)	35%	(361)	30%	(309)	1020
2020 Vote: Donald Trump	32%	(239)	31%	(230)	37%	(273)	742
2020 Vote: Other	32%	(18)	39%	(23)	29%	(17)	57
2020 Vote: Didn't Vote	25%	(94)	34%	(128)	41%	(157)	379
2018 House Vote: Democrat	35%	(265)	35%	(263)	29%	(218)	746
2018 House Vote: Republican	35%	(204)	30%	(174)	35%	(205)	584
2018 House Vote: Someone else	34%	(20)	29%	(17)	36%	(21)	57
2016 Vote: Hillary Clinton	35%	(243)	36%	(249)	29%	(200)	693
2016 Vote: Donald Trump	34%	(221)	32%	(212)	34%	(225)	658
2016 Vote: Other	25%	(27)	37%	(40)	38%	(40)	107
2016 Vote: Didn't Vote	28%	(211)	33%	(241)	39%	(288)	740
Voted in 2014: Yes	35%	(429)	32%	(393)	32%	(390)	1212
Voted in 2014: No	28%	(273)	35%	(350)	37%	(365)	988
4-Region: Northeast	36%	(142)	30%	(116)	34%	(136)	394
4-Region: Midwest	34%	(159)	32%	(150)	33%	(153)	462
4-Region: South	28%	(233)	35%	(290)	37%	(301)	824
4-Region: West	32%	(168)	36%	(187)	32%	(165)	520

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**Table MCSPI_5: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
NFL football**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	32%	(702)	34%	(743)	34%	(755)	2200
Sports Fans	44%	(675)	41%	(628)	14%	(214)	1517
Avid Sports Fans	78%	(450)	15%	(88)	7%	(42)	580
Casual Sports Fans	24%	(225)	58%	(540)	18%	(172)	937
College Football Fans	53%	(601)	38%	(435)	9%	(107)	1143
Avid College Football Fans	76%	(337)	17%	(77)	6%	(28)	441
Casual College Football Fans	38%	(265)	51%	(358)	11%	(79)	702
Fans of a Big Ten Team	62%	(196)	32%	(100)	7%	(21)	316
Fans of a Pac-12 Team	56%	(87)	39%	(60)	5%	(8)	155
Fans of an ACC Team	54%	(73)	35%	(47)	11%	(15)	135
Fans of a Big 12 Team	49%	(50)	37%	(38)	15%	(15)	102
Fans of an SEC Team	46%	(107)	39%	(90)	15%	(34)	231
Fans of a Team in Other Conf.	54%	(25)	42%	(19)	4%	(2)	46
Texas/Oklahoma Fans	59%	(237)	33%	(134)	7%	(30)	400
Big 12 Fans and Non-UT/OU	39%	(7)	47%	(8)	14%	(2)	17
Sports Fans Ages 18-34	40%	(194)	45%	(216)	15%	(70)	480
Sports Fans Ages 35-44	49%	(125)	39%	(100)	12%	(30)	254
Sports Fans Ages 45-64	46%	(223)	41%	(199)	14%	(68)	490
Sports Fans Ages 65+	46%	(133)	39%	(113)	16%	(47)	293
CFB Fans Ages 18-34	50%	(168)	43%	(145)	7%	(24)	337
CFB Fans Ages 35-44	59%	(119)	33%	(67)	9%	(18)	203
CFB Fans Ages 45-64	51%	(200)	38%	(148)	10%	(40)	388
CFB Fans Ages 65+	54%	(115)	35%	(75)	12%	(25)	215

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

Table MCSP1_6: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
University of Texas football team (Texas Longhorns)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(135)	18%	(404)	76%	(1661)	2200
Gender: Male	9%	(95)	23%	(240)	68%	(727)	1062
Gender: Female	4%	(40)	14%	(164)	82%	(934)	1138
Age: 18-34	9%	(61)	20%	(129)	71%	(466)	655
Age: 35-44	11%	(40)	25%	(89)	64%	(229)	358
Age: 45-64	3%	(23)	17%	(131)	79%	(596)	751
Age: 65+	3%	(12)	12%	(54)	85%	(370)	436
GenZers: 1997-2012	6%	(15)	16%	(40)	77%	(187)	242
Millennials: 1981-1996	12%	(75)	23%	(148)	66%	(425)	647
GenXers: 1965-1980	4%	(24)	20%	(113)	76%	(435)	572
Baby Boomers: 1946-1964	3%	(18)	14%	(91)	83%	(542)	651
PID: Dem (no lean)	9%	(79)	18%	(162)	74%	(675)	916
PID: Ind (no lean)	4%	(25)	18%	(116)	78%	(507)	648
PID: Rep (no lean)	5%	(31)	20%	(126)	75%	(479)	636
PID/Gender: Dem Men	14%	(59)	22%	(91)	64%	(267)	417
PID/Gender: Dem Women	4%	(20)	14%	(70)	82%	(409)	499
PID/Gender: Ind Men	4%	(14)	23%	(73)	73%	(231)	318
PID/Gender: Ind Women	3%	(11)	13%	(43)	84%	(276)	330
PID/Gender: Rep Men	7%	(22)	23%	(75)	70%	(229)	327
PID/Gender: Rep Women	3%	(8)	16%	(51)	81%	(250)	309
Ideo: Liberal (1-3)	10%	(64)	15%	(101)	75%	(494)	658
Ideo: Moderate (4)	4%	(27)	21%	(132)	74%	(464)	623
Ideo: Conservative (5-7)	5%	(38)	21%	(149)	74%	(531)	719
Educ: < College	4%	(68)	18%	(266)	78%	(1179)	1512
Educ: Bachelors degree	9%	(39)	20%	(89)	71%	(315)	444
Educ: Post-grad	12%	(29)	20%	(48)	68%	(167)	244
Income: Under 50k	4%	(56)	16%	(205)	79%	(989)	1250
Income: 50k-100k	7%	(45)	20%	(137)	73%	(492)	674
Income: 100k+	12%	(34)	22%	(62)	65%	(180)	276
Ethnicity: White	6%	(106)	16%	(283)	77%	(1332)	1722
Ethnicity: Hispanic	9%	(32)	19%	(67)	72%	(251)	349
Ethnicity: Black	8%	(22)	26%	(72)	66%	(180)	274

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Table MCSPI_6: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
University of Texas football team (Texas Longhorns)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(135)	18%	(404)	76%	(1661)	2200
Ethnicity: Other	3%	(7)	23%	(48)	73%	(149)	204
All Christian	7%	(65)	19%	(191)	74%	(737)	993
All Non-Christian	23%	(28)	18%	(21)	59%	(72)	121
Atheist	14%	(13)	13%	(12)	74%	(71)	96
Agnostic/Nothing in particular	2%	(14)	17%	(99)	81%	(485)	598
Something Else	4%	(16)	20%	(80)	76%	(296)	392
Religious Non-Protestant/Catholic	22%	(30)	17%	(23)	62%	(85)	138
Evangelical	9%	(49)	21%	(113)	70%	(374)	535
Non-Evangelical	3%	(26)	18%	(151)	78%	(640)	818
Community: Urban	9%	(60)	23%	(155)	69%	(474)	690
Community: Suburban	5%	(46)	16%	(157)	79%	(781)	985
Community: Rural	6%	(29)	17%	(91)	77%	(406)	526
Employ: Private Sector	9%	(64)	22%	(147)	69%	(461)	672
Employ: Government	12%	(13)	13%	(14)	76%	(83)	109
Employ: Self-Employed	12%	(24)	23%	(46)	64%	(128)	198
Employ: Homemaker	6%	(9)	15%	(23)	79%	(121)	153
Employ: Student	—	(0)	12%	(8)	88%	(61)	69
Employ: Retired	2%	(12)	15%	(79)	83%	(446)	538
Employ: Unemployed	3%	(9)	19%	(57)	78%	(230)	296
Employ: Other	3%	(5)	17%	(28)	80%	(131)	164
Military HH: Yes	8%	(28)	19%	(66)	73%	(258)	351
Military HH: No	6%	(107)	18%	(338)	76%	(1404)	1849
RD/WT: Right Direction	10%	(97)	18%	(168)	72%	(687)	953
RD/WT: Wrong Track	3%	(38)	19%	(235)	78%	(974)	1247
Biden Job Approve	9%	(105)	18%	(206)	73%	(839)	1151
Biden Job Disapprove	3%	(28)	19%	(182)	78%	(737)	948
Biden Job Strongly Approve	14%	(80)	18%	(102)	67%	(373)	555
Biden Job Somewhat Approve	4%	(25)	17%	(104)	78%	(466)	596
Biden Job Somewhat Disapprove	4%	(12)	20%	(58)	76%	(222)	291
Biden Job Strongly Disapprove	3%	(17)	19%	(124)	79%	(515)	656

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Table MCSP1_6: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
 University of Texas football team (Texas Longhorns)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(135)	18%	(404)	76%	(1661)	2200
Favorable of Biden	9%	(103)	18%	(212)	73%	(859)	1173
Unfavorable of Biden	3%	(27)	18%	(168)	79%	(730)	926
Very Favorable of Biden	13%	(77)	18%	(111)	69%	(417)	606
Somewhat Favorable of Biden	5%	(26)	18%	(100)	78%	(442)	568
Somewhat Unfavorable of Biden	5%	(12)	17%	(42)	78%	(197)	251
Very Unfavorable of Biden	2%	(15)	19%	(127)	79%	(534)	675
#1 Issue: Economy	6%	(44)	21%	(149)	73%	(520)	714
#1 Issue: Security	4%	(18)	21%	(88)	74%	(304)	411
#1 Issue: Health Care	9%	(29)	16%	(52)	74%	(233)	313
#1 Issue: Medicare / Social Security	6%	(18)	15%	(44)	79%	(237)	298
#1 Issue: Women's Issues	6%	(7)	13%	(14)	80%	(86)	106
#1 Issue: Education	8%	(7)	22%	(20)	70%	(64)	92
#1 Issue: Energy	8%	(10)	17%	(22)	76%	(100)	131
#1 Issue: Other	2%	(2)	11%	(15)	88%	(118)	135
2020 Vote: Joe Biden	9%	(91)	17%	(175)	74%	(754)	1020
2020 Vote: Donald Trump	4%	(29)	22%	(160)	75%	(553)	742
2020 Vote: Other	4%	(3)	24%	(14)	72%	(41)	57
2020 Vote: Didn't Vote	3%	(12)	14%	(55)	82%	(312)	379
2018 House Vote: Democrat	8%	(59)	18%	(133)	74%	(555)	746
2018 House Vote: Republican	5%	(30)	22%	(131)	72%	(423)	584
2018 House Vote: Someone else	5%	(3)	21%	(12)	74%	(42)	57
2016 Vote: Hillary Clinton	7%	(48)	18%	(122)	75%	(522)	693
2016 Vote: Donald Trump	4%	(27)	22%	(145)	74%	(486)	658
2016 Vote: Other	4%	(5)	24%	(26)	72%	(76)	107
2016 Vote: Didn't Vote	7%	(55)	15%	(110)	78%	(575)	740
Voted in 2014: Yes	6%	(71)	20%	(244)	74%	(897)	1212
Voted in 2014: No	6%	(64)	16%	(160)	77%	(764)	988
4-Region: Northeast	4%	(16)	18%	(70)	78%	(307)	394
4-Region: Midwest	6%	(26)	14%	(64)	80%	(372)	462
4-Region: South	6%	(52)	23%	(189)	71%	(584)	824
4-Region: West	8%	(41)	16%	(81)	77%	(398)	520

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Table MCSP1_6: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
University of Texas football team (Texas Longhorns)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(135)	18%	(404)	76%	(1661)	2200
Sports Fans	8%	(127)	24%	(370)	67%	(1020)	1517
Avid Sports Fans	14%	(79)	29%	(165)	58%	(336)	580
Casual Sports Fans	5%	(48)	22%	(205)	73%	(684)	937
College Football Fans	11%	(122)	31%	(358)	58%	(663)	1143
Avid College Football Fans	18%	(81)	32%	(141)	50%	(219)	441
Casual College Football Fans	6%	(41)	31%	(216)	63%	(445)	702
Fans of a Big Ten Team	8%	(24)	31%	(98)	61%	(194)	316
Fans of a Pac-12 Team	10%	(15)	23%	(35)	68%	(105)	155
Fans of an ACC Team	10%	(13)	33%	(45)	57%	(77)	135
Fans of a Big 12 Team	28%	(29)	29%	(30)	43%	(44)	102
Fans of an SEC Team	10%	(23)	34%	(78)	56%	(130)	231
Fans of a Team in Other Conf.	19%	(9)	23%	(11)	59%	(27)	46
Texas/Oklahoma Fans	28%	(112)	72%	(288)	—	(0)	400
Big 12 Fans and Non-UT/OU	—	(0)	—	(0)	100%	(17)	17
Sports Fans Ages 18-34	12%	(58)	25%	(120)	63%	(302)	480
Sports Fans Ages 35-44	14%	(35)	31%	(79)	55%	(140)	254
Sports Fans Ages 45-64	5%	(23)	25%	(120)	71%	(347)	490
Sports Fans Ages 65+	4%	(11)	17%	(51)	79%	(231)	293
CFB Fans Ages 18-34	16%	(55)	31%	(106)	52%	(177)	337
CFB Fans Ages 35-44	16%	(32)	40%	(82)	44%	(89)	203
CFB Fans Ages 45-64	6%	(23)	31%	(121)	63%	(243)	388
CFB Fans Ages 65+	5%	(12)	23%	(49)	72%	(154)	215

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

Table MCSP1_7: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
 University of Oklahoma football team (Oklahoma Sooners)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(120)	18%	(386)	77%	(1694)	2200
Gender: Male	8%	(89)	22%	(234)	70%	(739)	1062
Gender: Female	3%	(32)	13%	(151)	84%	(955)	1138
Age: 18-34	8%	(53)	17%	(112)	75%	(490)	655
Age: 35-44	8%	(29)	23%	(83)	69%	(245)	358
Age: 45-64	4%	(27)	17%	(128)	79%	(596)	751
Age: 65+	3%	(11)	14%	(62)	83%	(362)	436
GenZers: 1997-2012	2%	(5)	13%	(32)	85%	(205)	242
Millennials: 1981-1996	11%	(71)	21%	(133)	68%	(443)	647
GenXers: 1965-1980	4%	(25)	18%	(104)	77%	(443)	572
Baby Boomers: 1946-1964	3%	(17)	16%	(103)	82%	(531)	651
PID: Dem (no lean)	7%	(65)	18%	(161)	75%	(690)	916
PID: Ind (no lean)	4%	(24)	18%	(116)	78%	(508)	648
PID: Rep (no lean)	5%	(31)	17%	(109)	78%	(496)	636
PID/Gender: Dem Men	12%	(48)	23%	(98)	65%	(271)	417
PID/Gender: Dem Women	3%	(17)	13%	(63)	84%	(419)	499
PID/Gender: Ind Men	6%	(18)	23%	(71)	72%	(228)	318
PID/Gender: Ind Women	2%	(7)	13%	(44)	85%	(279)	330
PID/Gender: Rep Men	7%	(23)	20%	(65)	73%	(239)	327
PID/Gender: Rep Women	3%	(8)	14%	(44)	83%	(257)	309
Ideo: Liberal (1-3)	7%	(48)	17%	(114)	75%	(496)	658
Ideo: Moderate (4)	4%	(27)	21%	(131)	75%	(466)	623
Ideo: Conservative (5-7)	5%	(37)	18%	(130)	77%	(553)	719
Educ: < College	4%	(68)	15%	(232)	80%	(1212)	1512
Educ: Bachelors degree	7%	(30)	22%	(99)	71%	(315)	444
Educ: Post-grad	9%	(23)	22%	(54)	68%	(167)	244
Income: Under 50k	5%	(58)	16%	(194)	80%	(998)	1250
Income: 50k-100k	5%	(36)	18%	(122)	77%	(517)	674
Income: 100k+	10%	(27)	25%	(70)	65%	(180)	276
Ethnicity: White	5%	(84)	17%	(289)	78%	(1349)	1722
Ethnicity: Hispanic	7%	(25)	14%	(49)	79%	(276)	349
Ethnicity: Black	10%	(27)	24%	(65)	66%	(182)	274

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**Table MCSP1_7: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
University of Oklahoma football team (Oklahoma Sooners)**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(120)	18%	(386)	77%	(1694)	2200
Ethnicity: Other	4%	(9)	16%	(32)	80%	(164)	204
All Christian	6%	(58)	20%	(194)	75%	(741)	993
All Non-Christian	13%	(16)	24%	(30)	62%	(75)	121
Atheist	8%	(8)	15%	(14)	77%	(74)	96
Agnostic/Nothing in particular	4%	(21)	14%	(81)	83%	(495)	598
Something Else	4%	(17)	17%	(66)	79%	(308)	392
Religious Non-Protestant/Catholic	13%	(18)	23%	(31)	64%	(89)	138
Evangelical	8%	(45)	20%	(108)	71%	(382)	535
Non-Evangelical	3%	(25)	18%	(145)	79%	(647)	818
Community: Urban	9%	(61)	18%	(125)	73%	(503)	690
Community: Suburban	3%	(31)	18%	(175)	79%	(778)	985
Community: Rural	5%	(28)	16%	(85)	79%	(413)	526
Employ: Private Sector	8%	(54)	20%	(136)	72%	(483)	672
Employ: Government	11%	(12)	16%	(17)	73%	(80)	109
Employ: Self-Employed	8%	(17)	21%	(41)	71%	(140)	198
Employ: Homemaker	4%	(6)	17%	(27)	79%	(121)	153
Employ: Student	3%	(2)	7%	(5)	90%	(62)	69
Employ: Retired	3%	(13)	16%	(88)	81%	(437)	538
Employ: Unemployed	4%	(12)	17%	(51)	79%	(233)	296
Employ: Other	3%	(5)	13%	(21)	84%	(138)	164
Military HH: Yes	6%	(22)	19%	(68)	75%	(262)	351
Military HH: No	5%	(99)	17%	(318)	77%	(1432)	1849
RD/WT: Right Direction	8%	(80)	21%	(198)	71%	(675)	953
RD/WT: Wrong Track	3%	(40)	15%	(188)	82%	(1019)	1247
Biden Job Approve	7%	(81)	19%	(224)	73%	(846)	1151
Biden Job Disapprove	4%	(36)	16%	(153)	80%	(759)	948
Biden Job Strongly Approve	11%	(63)	23%	(127)	66%	(365)	555
Biden Job Somewhat Approve	3%	(18)	16%	(97)	81%	(480)	596
Biden Job Somewhat Disapprove	6%	(18)	17%	(50)	77%	(224)	291
Biden Job Strongly Disapprove	3%	(18)	16%	(103)	82%	(536)	656

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Table MCSP1_7: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
 University of Oklahoma football team (Oklahoma Sooners)*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(120)	18%	(386)	77%	(1694)	2200
Favorable of Biden	7%	(81)	19%	(226)	74%	(866)	1173
Unfavorable of Biden	3%	(30)	15%	(139)	82%	(757)	926
Very Favorable of Biden	9%	(57)	22%	(135)	68%	(414)	606
Somewhat Favorable of Biden	4%	(24)	16%	(91)	80%	(452)	568
Somewhat Unfavorable of Biden	4%	(11)	16%	(41)	79%	(199)	251
Very Unfavorable of Biden	3%	(19)	15%	(98)	83%	(558)	675
#1 Issue: Economy	5%	(37)	18%	(131)	76%	(546)	714
#1 Issue: Security	4%	(18)	18%	(74)	78%	(319)	411
#1 Issue: Health Care	9%	(29)	16%	(50)	75%	(234)	313
#1 Issue: Medicare / Social Security	4%	(11)	19%	(56)	78%	(231)	298
#1 Issue: Women's Issues	5%	(5)	20%	(21)	75%	(80)	106
#1 Issue: Education	10%	(9)	22%	(20)	68%	(63)	92
#1 Issue: Energy	6%	(8)	16%	(21)	78%	(102)	131
#1 Issue: Other	2%	(3)	9%	(12)	89%	(120)	135
2020 Vote: Joe Biden	7%	(71)	19%	(190)	74%	(760)	1020
2020 Vote: Donald Trump	4%	(32)	18%	(131)	78%	(579)	742
2020 Vote: Other	10%	(6)	26%	(15)	64%	(37)	57
2020 Vote: Didn't Vote	3%	(12)	13%	(50)	84%	(317)	379
2018 House Vote: Democrat	7%	(50)	19%	(140)	74%	(556)	746
2018 House Vote: Republican	5%	(30)	20%	(120)	74%	(434)	584
2018 House Vote: Someone else	2%	(1)	22%	(12)	76%	(43)	57
2016 Vote: Hillary Clinton	6%	(44)	18%	(127)	75%	(522)	693
2016 Vote: Donald Trump	4%	(26)	20%	(129)	76%	(504)	658
2016 Vote: Other	8%	(8)	19%	(20)	73%	(78)	107
2016 Vote: Didn't Vote	6%	(42)	15%	(108)	80%	(589)	740
Voted in 2014: Yes	5%	(64)	20%	(239)	75%	(910)	1212
Voted in 2014: No	6%	(57)	15%	(147)	79%	(784)	988
4-Region: Northeast	6%	(23)	16%	(62)	78%	(308)	394
4-Region: Midwest	6%	(28)	16%	(74)	78%	(361)	462
4-Region: South	4%	(37)	19%	(160)	76%	(627)	824
4-Region: West	6%	(32)	17%	(90)	77%	(398)	520

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**Table MCSP1_7: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
University of Oklahoma football team (Oklahoma Sooners)**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(120)	18%	(386)	77%	(1694)	2200
Sports Fans	8%	(117)	23%	(356)	69%	(1044)	1517
Avid Sports Fans	15%	(85)	29%	(170)	56%	(326)	580
Casual Sports Fans	3%	(32)	20%	(187)	77%	(718)	937
College Football Fans	10%	(118)	31%	(351)	59%	(674)	1143
Avid College Football Fans	20%	(90)	32%	(143)	47%	(208)	441
Casual College Football Fans	4%	(28)	30%	(208)	66%	(466)	702
Fans of a Big Ten Team	6%	(19)	32%	(101)	62%	(196)	316
Fans of a Pac-12 Team	13%	(20)	20%	(31)	67%	(104)	155
Fans of an ACC Team	11%	(14)	33%	(45)	56%	(76)	135
Fans of a Big 12 Team	24%	(24)	33%	(34)	43%	(44)	102
Fans of an SEC Team	9%	(22)	32%	(73)	59%	(137)	231
Fans of a Team in Other Conf.	21%	(10)	28%	(13)	51%	(23)	46
Texas/Oklahoma Fans	24%	(98)	76%	(302)	—	(0)	400
Big 12 Fans and Non-UT/OU	—	(0)	—	(0)	100%	(17)	17
Sports Fans Ages 18-34	11%	(52)	22%	(106)	67%	(322)	480
Sports Fans Ages 35-44	11%	(28)	29%	(74)	60%	(152)	254
Sports Fans Ages 45-64	5%	(26)	24%	(115)	71%	(349)	490
Sports Fans Ages 65+	4%	(11)	21%	(61)	75%	(221)	293
CFB Fans Ages 18-34	16%	(52)	30%	(100)	55%	(185)	337
CFB Fans Ages 35-44	14%	(28)	35%	(71)	51%	(104)	203
CFB Fans Ages 45-64	7%	(27)	32%	(123)	61%	(238)	388
CFB Fans Ages 65+	5%	(11)	26%	(57)	68%	(147)	215

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

Table MCSP1_8: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
 University of Alabama football team (Alabama Crimson Tide)

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	7% (163)	19% (409)	74% (1627)	2200
Gender: Male	10% (111)	23% (243)	67% (708)	1062
Gender: Female	5% (53)	15% (166)	81% (919)	1138
Age: 18-34	10% (63)	17% (111)	74% (482)	655
Age: 35-44	12% (41)	24% (85)	65% (231)	358
Age: 45-64	5% (38)	19% (139)	76% (574)	751
Age: 65+	5% (21)	17% (75)	78% (341)	436
GenZers: 1997-2012	5% (12)	14% (34)	81% (196)	242
Millennials: 1981-1996	13% (82)	20% (131)	67% (434)	647
GenXers: 1965-1980	7% (37)	19% (111)	74% (424)	572
Baby Boomers: 1946-1964	4% (27)	18% (119)	78% (504)	651
PID: Dem (no lean)	9% (79)	18% (168)	73% (670)	916
PID: Ind (no lean)	6% (38)	17% (112)	77% (498)	648
PID: Rep (no lean)	7% (46)	20% (130)	72% (460)	636
PID/Gender: Dem Men	14% (56)	23% (98)	63% (263)	417
PID/Gender: Dem Women	4% (22)	14% (70)	82% (407)	499
PID/Gender: Ind Men	7% (22)	22% (70)	71% (225)	318
PID/Gender: Ind Women	5% (16)	13% (42)	82% (272)	330
PID/Gender: Rep Men	10% (32)	23% (75)	67% (220)	327
PID/Gender: Rep Women	5% (14)	18% (55)	78% (240)	309
Ideo: Liberal (1-3)	9% (58)	17% (114)	74% (486)	658
Ideo: Moderate (4)	7% (45)	21% (133)	71% (445)	623
Ideo: Conservative (5-7)	7% (53)	20% (147)	72% (519)	719
Educ: < College	6% (95)	17% (259)	77% (1158)	1512
Educ: Bachelors degree	8% (34)	23% (102)	69% (308)	444
Educ: Post-grad	14% (35)	20% (48)	66% (161)	244
Income: Under 50k	6% (76)	17% (212)	77% (963)	1250
Income: 50k-100k	9% (58)	19% (127)	72% (488)	674
Income: 100k+	10% (29)	26% (71)	64% (177)	276
Ethnicity: White	6% (111)	18% (317)	75% (1294)	1722
Ethnicity: Hispanic	8% (27)	14% (49)	78% (273)	349
Ethnicity: Black	16% (44)	20% (56)	64% (174)	274

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Table MCSPI_8: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
University of Alabama football team (Alabama Crimson Tide)

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	7% (163)	19% (409)	74% (1627)	2200
Ethnicity: Other	4% (8)	18% (36)	78% (159)	204
All Christian	7% (74)	19% (194)	73% (725)	993
All Non-Christian	15% (18)	28% (34)	56% (68)	121
Atheist	11% (10)	13% (13)	76% (74)	96
Agnostic/Nothing in particular	6% (33)	17% (102)	77% (463)	598
Something Else	7% (27)	17% (67)	76% (297)	392
Religious Non-Protestant/Catholic	15% (21)	26% (36)	59% (81)	138
Evangelical	10% (53)	21% (113)	69% (369)	535
Non-Evangelical	5% (44)	17% (139)	78% (634)	818
Community: Urban	10% (69)	19% (129)	71% (493)	690
Community: Suburban	5% (53)	19% (189)	75% (742)	985
Community: Rural	8% (41)	17% (92)	75% (393)	526
Employ: Private Sector	10% (69)	21% (139)	69% (464)	672
Employ: Government	11% (12)	12% (13)	77% (84)	109
Employ: Self-Employed	12% (24)	25% (50)	63% (124)	198
Employ: Homemaker	6% (9)	22% (34)	72% (111)	153
Employ: Student	9% (6)	12% (8)	80% (55)	69
Employ: Retired	4% (20)	18% (95)	79% (423)	538
Employ: Unemployed	5% (14)	17% (51)	78% (231)	296
Employ: Other	6% (9)	11% (19)	83% (136)	164
Military HH: Yes	10% (34)	20% (71)	70% (246)	351
Military HH: No	7% (129)	18% (338)	75% (1382)	1849
RD/WT: Right Direction	10% (96)	20% (189)	70% (668)	953
RD/WT: Wrong Track	5% (67)	18% (221)	77% (959)	1247
Biden Job Approve	9% (108)	19% (218)	72% (825)	1151
Biden Job Disapprove	6% (52)	19% (183)	75% (712)	948
Biden Job Strongly Approve	13% (73)	20% (110)	67% (372)	555
Biden Job Somewhat Approve	6% (35)	18% (108)	76% (452)	596
Biden Job Somewhat Disapprove	7% (19)	18% (53)	75% (219)	291
Biden Job Strongly Disapprove	5% (33)	20% (130)	75% (493)	656

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Table MCSP1_8: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
 University of Alabama football team (Alabama Crimson Tide)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(163)	19%	(409)	74%	(1627)	2200
Favorable of Biden	9%	(106)	19%	(226)	72%	(841)	1173
Unfavorable of Biden	5%	(46)	17%	(162)	78%	(718)	926
Very Favorable of Biden	11%	(68)	21%	(127)	68%	(411)	606
Somewhat Favorable of Biden	7%	(38)	18%	(100)	76%	(430)	568
Somewhat Unfavorable of Biden	6%	(15)	14%	(36)	80%	(200)	251
Very Unfavorable of Biden	5%	(32)	19%	(126)	77%	(518)	675
#1 Issue: Economy	7%	(53)	19%	(137)	73%	(524)	714
#1 Issue: Security	8%	(32)	19%	(78)	73%	(301)	411
#1 Issue: Health Care	7%	(23)	23%	(72)	69%	(217)	313
#1 Issue: Medicare / Social Security	7%	(22)	20%	(59)	73%	(217)	298
#1 Issue: Women's Issues	6%	(6)	14%	(14)	81%	(86)	106
#1 Issue: Education	16%	(15)	17%	(15)	67%	(62)	92
#1 Issue: Energy	7%	(9)	17%	(22)	76%	(100)	131
#1 Issue: Other	3%	(4)	8%	(11)	89%	(120)	135
2020 Vote: Joe Biden	9%	(88)	19%	(196)	72%	(736)	1020
2020 Vote: Donald Trump	6%	(45)	21%	(157)	73%	(540)	742
2020 Vote: Other	15%	(8)	22%	(12)	64%	(37)	57
2020 Vote: Didn't Vote	6%	(22)	11%	(43)	83%	(315)	379
2018 House Vote: Democrat	9%	(68)	19%	(139)	72%	(540)	746
2018 House Vote: Republican	8%	(45)	22%	(131)	70%	(408)	584
2018 House Vote: Someone else	7%	(4)	31%	(18)	61%	(35)	57
2016 Vote: Hillary Clinton	8%	(57)	18%	(123)	74%	(513)	693
2016 Vote: Donald Trump	7%	(45)	24%	(155)	70%	(458)	658
2016 Vote: Other	9%	(9)	19%	(20)	72%	(77)	107
2016 Vote: Didn't Vote	7%	(51)	15%	(111)	78%	(578)	740
Voted in 2014: Yes	8%	(91)	21%	(255)	71%	(866)	1212
Voted in 2014: No	7%	(72)	16%	(155)	77%	(761)	988
4-Region: Northeast	7%	(27)	18%	(70)	75%	(297)	394
4-Region: Midwest	6%	(29)	18%	(84)	76%	(349)	462
4-Region: South	9%	(71)	21%	(176)	70%	(577)	824
4-Region: West	7%	(36)	15%	(80)	78%	(404)	520

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Table MCSPI_8: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
University of Alabama football team (Alabama Crimson Tide)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(163)	19%	(409)	74%	(1627)	2200
Sports Fans	10%	(155)	24%	(372)	65%	(990)	1517
Avid Sports Fans	17%	(100)	28%	(163)	55%	(318)	580
Casual Sports Fans	6%	(56)	22%	(209)	72%	(672)	937
College Football Fans	14%	(155)	33%	(377)	53%	(611)	1143
Avid College Football Fans	25%	(110)	32%	(140)	43%	(191)	441
Casual College Football Fans	6%	(44)	34%	(237)	60%	(421)	702
Fans of a Big Ten Team	9%	(27)	34%	(107)	58%	(182)	316
Fans of a Pac-12 Team	10%	(15)	23%	(36)	67%	(104)	155
Fans of an ACC Team	10%	(14)	41%	(55)	49%	(66)	135
Fans of a Big 12 Team	13%	(13)	31%	(32)	56%	(57)	102
Fans of an SEC Team	29%	(67)	31%	(71)	40%	(93)	231
Fans of a Team in Other Conf.	22%	(10)	31%	(14)	47%	(22)	46
Texas/Oklahoma Fans	31%	(124)	60%	(239)	9%	(38)	400
Big 12 Fans and Non-UT/OU	—	(0)	19%	(3)	81%	(14)	17
Sports Fans Ages 18-34	12%	(60)	21%	(103)	66%	(318)	480
Sports Fans Ages 35-44	16%	(40)	30%	(76)	54%	(138)	254
Sports Fans Ages 45-64	7%	(36)	25%	(125)	67%	(329)	490
Sports Fans Ages 65+	7%	(20)	23%	(68)	70%	(205)	293
CFB Fans Ages 18-34	17%	(59)	30%	(100)	53%	(179)	337
CFB Fans Ages 35-44	18%	(38)	38%	(77)	44%	(88)	203
CFB Fans Ages 45-64	10%	(37)	34%	(133)	56%	(218)	388
CFB Fans Ages 65+	10%	(21)	31%	(67)	59%	(127)	215

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

Table MCSP1_9: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
 Clemson University football team (Clemson Tigers)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(118)	18%	(401)	76%	(1680)	2200
Gender: Male	9%	(91)	23%	(249)	68%	(721)	1062
Gender: Female	2%	(27)	13%	(152)	84%	(959)	1138
Age: 18-34	7%	(47)	19%	(125)	74%	(483)	655
Age: 35-44	9%	(32)	22%	(79)	69%	(247)	358
Age: 45-64	3%	(26)	16%	(122)	80%	(603)	751
Age: 65+	3%	(14)	17%	(75)	80%	(347)	436
GenZers: 1997-2012	5%	(12)	15%	(37)	80%	(193)	242
Millennials: 1981-1996	9%	(58)	22%	(143)	69%	(445)	647
GenXers: 1965-1980	5%	(27)	17%	(95)	79%	(450)	572
Baby Boomers: 1946-1964	2%	(15)	18%	(114)	80%	(521)	651
PID: Dem (no lean)	7%	(64)	18%	(169)	75%	(684)	916
PID: Ind (no lean)	3%	(21)	16%	(106)	80%	(521)	648
PID: Rep (no lean)	5%	(34)	20%	(127)	75%	(475)	636
PID/Gender: Dem Men	12%	(49)	24%	(99)	64%	(269)	417
PID/Gender: Dem Women	3%	(14)	14%	(70)	83%	(415)	499
PID/Gender: Ind Men	5%	(17)	22%	(69)	73%	(232)	318
PID/Gender: Ind Women	1%	(4)	11%	(37)	88%	(290)	330
PID/Gender: Rep Men	8%	(25)	25%	(81)	68%	(221)	327
PID/Gender: Rep Women	3%	(8)	15%	(46)	82%	(254)	309
Ideo: Liberal (1-3)	6%	(40)	19%	(123)	75%	(495)	658
Ideo: Moderate (4)	5%	(31)	19%	(119)	76%	(473)	623
Ideo: Conservative (5-7)	6%	(42)	21%	(150)	73%	(528)	719
Educ: < College	4%	(64)	16%	(244)	80%	(1205)	1512
Educ: Bachelors degree	7%	(31)	23%	(101)	70%	(312)	444
Educ: Post-grad	10%	(24)	23%	(57)	67%	(163)	244
Income: Under 50k	4%	(56)	16%	(197)	80%	(997)	1250
Income: 50k-100k	6%	(37)	19%	(125)	76%	(511)	674
Income: 100k+	9%	(26)	29%	(79)	62%	(172)	276
Ethnicity: White	5%	(80)	18%	(307)	78%	(1335)	1722
Ethnicity: Hispanic	4%	(15)	16%	(57)	80%	(278)	349
Ethnicity: Black	11%	(29)	22%	(59)	68%	(186)	274

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Table MCSPI_9: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
Clemson University football team (Clemson Tigers)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(118)	18%	(401)	76%	(1680)	2200
Ethnicity: Other	5%	(9)	17%	(35)	78%	(160)	204
All Christian	6%	(59)	20%	(202)	74%	(733)	993
All Non-Christian	15%	(18)	27%	(33)	58%	(71)	121
Atheist	7%	(7)	12%	(12)	81%	(78)	96
Agnostic/Nothing in particular	3%	(18)	16%	(95)	81%	(486)	598
Something Else	5%	(18)	15%	(60)	80%	(314)	392
Religious Non-Protestant/Catholic	15%	(21)	24%	(33)	61%	(84)	138
Evangelical	9%	(47)	21%	(113)	70%	(374)	535
Non-Evangelical	3%	(24)	17%	(142)	80%	(652)	818
Community: Urban	8%	(57)	20%	(137)	72%	(496)	690
Community: Suburban	4%	(34)	18%	(178)	78%	(772)	985
Community: Rural	5%	(27)	16%	(86)	78%	(412)	526
Employ: Private Sector	8%	(54)	22%	(148)	70%	(470)	672
Employ: Government	7%	(8)	15%	(16)	78%	(85)	109
Employ: Self-Employed	9%	(18)	24%	(47)	67%	(133)	198
Employ: Homemaker	2%	(2)	15%	(23)	83%	(128)	153
Employ: Student	8%	(5)	11%	(8)	81%	(56)	69
Employ: Retired	3%	(14)	16%	(88)	81%	(436)	538
Employ: Unemployed	3%	(10)	16%	(49)	80%	(237)	296
Employ: Other	4%	(7)	13%	(22)	82%	(135)	164
Military HH: Yes	5%	(16)	21%	(75)	74%	(260)	351
Military HH: No	6%	(102)	18%	(326)	77%	(1421)	1849
RD/WT: Right Direction	8%	(75)	21%	(197)	71%	(681)	953
RD/WT: Wrong Track	4%	(44)	16%	(204)	80%	(999)	1247
Biden Job Approve	8%	(87)	19%	(222)	73%	(842)	1151
Biden Job Disapprove	3%	(30)	18%	(172)	79%	(746)	948
Biden Job Strongly Approve	11%	(62)	22%	(123)	67%	(370)	555
Biden Job Somewhat Approve	4%	(25)	17%	(98)	79%	(473)	596
Biden Job Somewhat Disapprove	4%	(12)	18%	(54)	77%	(225)	291
Biden Job Strongly Disapprove	3%	(18)	18%	(118)	79%	(521)	656

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Table MCSP1_9: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
 Clemson University football team (Clemson Tigers)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(118)	18%	(401)	76%	(1680)	2200
Favorable of Biden	7%	(84)	20%	(233)	73%	(856)	1173
Unfavorable of Biden	3%	(28)	16%	(151)	81%	(747)	926
Very Favorable of Biden	10%	(58)	23%	(140)	67%	(408)	606
Somewhat Favorable of Biden	4%	(25)	17%	(94)	79%	(449)	568
Somewhat Unfavorable of Biden	4%	(10)	14%	(34)	82%	(206)	251
Very Unfavorable of Biden	3%	(18)	17%	(116)	80%	(541)	675
#1 Issue: Economy	5%	(33)	21%	(148)	75%	(532)	714
#1 Issue: Security	5%	(19)	17%	(71)	78%	(321)	411
#1 Issue: Health Care	6%	(20)	20%	(61)	74%	(232)	313
#1 Issue: Medicare / Social Security	5%	(16)	17%	(52)	77%	(230)	298
#1 Issue: Women's Issues	3%	(4)	19%	(20)	78%	(83)	106
#1 Issue: Education	11%	(10)	18%	(16)	72%	(66)	92
#1 Issue: Energy	10%	(13)	16%	(21)	74%	(97)	131
#1 Issue: Other	3%	(4)	9%	(12)	88%	(119)	135
2020 Vote: Joe Biden	7%	(70)	20%	(201)	73%	(749)	1020
2020 Vote: Donald Trump	4%	(31)	19%	(142)	77%	(569)	742
2020 Vote: Other	10%	(6)	24%	(14)	65%	(38)	57
2020 Vote: Didn't Vote	3%	(11)	12%	(45)	85%	(323)	379
2018 House Vote: Democrat	7%	(51)	19%	(140)	74%	(555)	746
2018 House Vote: Republican	6%	(32)	22%	(129)	72%	(423)	584
2018 House Vote: Someone else	7%	(4)	20%	(11)	73%	(42)	57
2016 Vote: Hillary Clinton	6%	(44)	18%	(122)	76%	(527)	693
2016 Vote: Donald Trump	4%	(27)	22%	(148)	73%	(484)	658
2016 Vote: Other	5%	(5)	16%	(17)	80%	(85)	107
2016 Vote: Didn't Vote	6%	(42)	15%	(113)	79%	(585)	740
Voted in 2014: Yes	5%	(64)	20%	(246)	74%	(902)	1212
Voted in 2014: No	6%	(55)	16%	(155)	79%	(778)	988
4-Region: Northeast	5%	(19)	18%	(69)	78%	(305)	394
4-Region: Midwest	5%	(22)	16%	(75)	79%	(364)	462
4-Region: South	6%	(47)	21%	(174)	73%	(603)	824
4-Region: West	6%	(30)	16%	(83)	78%	(408)	520

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Table MCSPI_9: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
Clemson University football team (Clemson Tigers)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(118)	18%	(401)	76%	(1680)	2200
Sports Fans	7%	(113)	25%	(379)	68%	(1025)	1517
Avid Sports Fans	12%	(71)	31%	(180)	57%	(329)	580
Casual Sports Fans	4%	(42)	21%	(199)	74%	(696)	937
College Football Fans	10%	(114)	33%	(377)	57%	(652)	1143
Avid College Football Fans	20%	(87)	33%	(144)	48%	(210)	441
Casual College Football Fans	4%	(27)	33%	(233)	63%	(442)	702
Fans of a Big Ten Team	6%	(20)	34%	(108)	60%	(188)	316
Fans of a Pac-12 Team	8%	(13)	25%	(38)	67%	(104)	155
Fans of an ACC Team	17%	(22)	40%	(54)	44%	(59)	135
Fans of a Big 12 Team	15%	(16)	31%	(32)	53%	(54)	102
Fans of an SEC Team	12%	(27)	30%	(69)	58%	(135)	231
Fans of a Team in Other Conf.	18%	(8)	39%	(18)	43%	(20)	46
Texas/Oklahoma Fans	24%	(94)	63%	(254)	13%	(52)	400
Big 12 Fans and Non-UT/OU	—	(0)	13%	(2)	87%	(15)	17
Sports Fans Ages 18-34	9%	(45)	25%	(118)	66%	(317)	480
Sports Fans Ages 35-44	11%	(29)	29%	(73)	60%	(152)	254
Sports Fans Ages 45-64	5%	(26)	24%	(116)	71%	(348)	490
Sports Fans Ages 65+	5%	(14)	25%	(72)	71%	(207)	293
CFB Fans Ages 18-34	14%	(47)	34%	(116)	52%	(175)	337
CFB Fans Ages 35-44	14%	(28)	36%	(72)	50%	(102)	203
CFB Fans Ages 45-64	7%	(26)	30%	(118)	63%	(244)	388
CFB Fans Ages 65+	6%	(13)	33%	(71)	61%	(131)	215

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

Table MCSP1_10: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
Ohio State University football team (Ohio State Buckeyes)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(183)	18%	(402)	73%	(1614)	2200
Gender: Male	13%	(141)	22%	(233)	65%	(688)	1062
Gender: Female	4%	(43)	15%	(169)	81%	(926)	1138
Age: 18-34	10%	(66)	18%	(119)	72%	(470)	655
Age: 35-44	10%	(36)	25%	(90)	65%	(231)	358
Age: 45-64	7%	(52)	17%	(125)	76%	(574)	751
Age: 65+	7%	(29)	16%	(68)	78%	(339)	436
GenZers: 1997-2012	6%	(15)	14%	(34)	80%	(192)	242
Millennials: 1981-1996	11%	(74)	23%	(147)	66%	(426)	647
GenXers: 1965-1980	9%	(51)	17%	(98)	74%	(423)	572
Baby Boomers: 1946-1964	6%	(39)	17%	(110)	77%	(502)	651
PID: Dem (no lean)	10%	(94)	19%	(176)	71%	(647)	916
PID: Ind (no lean)	5%	(33)	18%	(114)	77%	(500)	648
PID: Rep (no lean)	9%	(56)	18%	(112)	74%	(468)	636
PID/Gender: Dem Men	17%	(73)	24%	(100)	58%	(244)	417
PID/Gender: Dem Women	4%	(21)	15%	(75)	81%	(403)	499
PID/Gender: Ind Men	9%	(28)	20%	(65)	71%	(224)	318
PID/Gender: Ind Women	1%	(5)	15%	(50)	83%	(276)	330
PID/Gender: Rep Men	12%	(39)	21%	(68)	67%	(220)	327
PID/Gender: Rep Women	5%	(17)	14%	(45)	80%	(248)	309
Ideo: Liberal (1-3)	8%	(55)	19%	(126)	73%	(478)	658
Ideo: Moderate (4)	8%	(49)	21%	(133)	71%	(441)	623
Ideo: Conservative (5-7)	10%	(69)	18%	(132)	72%	(518)	719
Educ: < College	7%	(106)	17%	(254)	76%	(1153)	1512
Educ: Bachelors degree	10%	(44)	22%	(98)	68%	(302)	444
Educ: Post-grad	14%	(33)	21%	(51)	66%	(160)	244
Income: Under 50k	6%	(75)	17%	(212)	77%	(964)	1250
Income: 50k-100k	11%	(76)	17%	(116)	72%	(482)	674
Income: 100k+	12%	(33)	27%	(75)	61%	(169)	276
Ethnicity: White	8%	(138)	17%	(294)	75%	(1289)	1722
Ethnicity: Hispanic	8%	(27)	17%	(61)	75%	(262)	349
Ethnicity: Black	12%	(34)	25%	(68)	63%	(172)	274

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Table MCSP1_10: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
Ohio State University football team (Ohio State Buckeyes)*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(183)	18%	(402)	73%	(1614)	2200
Ethnicity: Other	5%	(11)	20%	(40)	75%	(153)	204
All Christian	9%	(90)	21%	(204)	70%	(699)	993
All Non-Christian	23%	(27)	24%	(29)	54%	(65)	121
Atheist	8%	(7)	15%	(15)	77%	(74)	96
Agnostic/Nothing in particular	6%	(38)	14%	(82)	80%	(477)	598
Something Else	5%	(20)	19%	(73)	76%	(298)	392
Religious Non-Protestant/Catholic	21%	(29)	22%	(30)	57%	(79)	138
Evangelical	11%	(58)	22%	(116)	68%	(362)	535
Non-Evangelical	6%	(48)	19%	(155)	75%	(615)	818
Community: Urban	12%	(83)	19%	(133)	69%	(474)	690
Community: Suburban	6%	(62)	18%	(173)	76%	(750)	985
Community: Rural	7%	(38)	18%	(97)	74%	(390)	526
Employ: Private Sector	12%	(78)	21%	(141)	67%	(454)	672
Employ: Government	15%	(17)	12%	(13)	72%	(79)	109
Employ: Self-Employed	13%	(26)	29%	(57)	58%	(116)	198
Employ: Homemaker	2%	(3)	21%	(33)	77%	(118)	153
Employ: Student	3%	(2)	8%	(6)	89%	(61)	69
Employ: Retired	6%	(33)	17%	(89)	77%	(416)	538
Employ: Unemployed	6%	(17)	14%	(42)	80%	(237)	296
Employ: Other	5%	(9)	13%	(21)	82%	(134)	164
Military HH: Yes	10%	(37)	22%	(76)	68%	(239)	351
Military HH: No	8%	(147)	18%	(327)	74%	(1375)	1849
RD/WT: Right Direction	11%	(108)	22%	(209)	67%	(636)	953
RD/WT: Wrong Track	6%	(76)	16%	(193)	78%	(978)	1247
Biden Job Approve	11%	(126)	20%	(235)	69%	(789)	1151
Biden Job Disapprove	6%	(52)	17%	(158)	78%	(738)	948
Biden Job Strongly Approve	15%	(84)	22%	(124)	62%	(347)	555
Biden Job Somewhat Approve	7%	(42)	19%	(111)	74%	(443)	596
Biden Job Somewhat Disapprove	6%	(18)	15%	(45)	78%	(228)	291
Biden Job Strongly Disapprove	5%	(34)	17%	(113)	78%	(509)	656

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Table MCSP1_10: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
 Ohio State University football team (Ohio State Buckeyes)*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(183)	18%	(402)	73%	(1614)	2200
Favorable of Biden	11%	(123)	20%	(233)	70%	(817)	1173
Unfavorable of Biden	6%	(53)	15%	(143)	79%	(730)	926
Very Favorable of Biden	13%	(76)	23%	(137)	65%	(392)	606
Somewhat Favorable of Biden	8%	(47)	17%	(96)	75%	(425)	568
Somewhat Unfavorable of Biden	6%	(15)	14%	(34)	80%	(202)	251
Very Unfavorable of Biden	6%	(38)	16%	(108)	78%	(529)	675
#1 Issue: Economy	8%	(57)	19%	(139)	73%	(518)	714
#1 Issue: Security	9%	(36)	17%	(69)	74%	(306)	411
#1 Issue: Health Care	11%	(33)	20%	(62)	70%	(218)	313
#1 Issue: Medicare / Social Security	9%	(28)	20%	(58)	71%	(212)	298
#1 Issue: Women's Issues	1%	(1)	16%	(17)	83%	(88)	106
#1 Issue: Education	9%	(8)	23%	(22)	67%	(62)	92
#1 Issue: Energy	11%	(15)	16%	(20)	73%	(96)	131
#1 Issue: Other	3%	(5)	12%	(16)	85%	(114)	135
2020 Vote: Joe Biden	10%	(103)	20%	(200)	70%	(717)	1020
2020 Vote: Donald Trump	8%	(56)	18%	(135)	74%	(551)	742
2020 Vote: Other	13%	(7)	21%	(12)	66%	(38)	57
2020 Vote: Didn't Vote	5%	(17)	14%	(54)	81%	(307)	379
2018 House Vote: Democrat	11%	(80)	18%	(134)	71%	(533)	746
2018 House Vote: Republican	9%	(51)	21%	(122)	70%	(411)	584
2018 House Vote: Someone else	10%	(6)	21%	(12)	70%	(40)	57
2016 Vote: Hillary Clinton	9%	(65)	19%	(133)	71%	(494)	693
2016 Vote: Donald Trump	8%	(50)	20%	(135)	72%	(474)	658
2016 Vote: Other	12%	(13)	16%	(17)	72%	(77)	107
2016 Vote: Didn't Vote	7%	(55)	16%	(117)	77%	(568)	740
Voted in 2014: Yes	9%	(107)	20%	(243)	71%	(862)	1212
Voted in 2014: No	8%	(76)	16%	(159)	76%	(753)	988
4-Region: Northeast	7%	(29)	17%	(68)	75%	(297)	394
4-Region: Midwest	15%	(70)	17%	(80)	68%	(313)	462
4-Region: South	5%	(45)	19%	(157)	76%	(623)	824
4-Region: West	8%	(41)	19%	(97)	73%	(382)	520

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Table MCSP1_10: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
Ohio State University football team (Ohio State Buckeyes)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(183)	18%	(402)	73%	(1614)	2200
Sports Fans	11%	(174)	25%	(372)	64%	(971)	1517
Avid Sports Fans	19%	(111)	28%	(160)	53%	(309)	580
Casual Sports Fans	7%	(62)	23%	(212)	71%	(662)	937
College Football Fans	15%	(175)	32%	(367)	53%	(601)	1143
Avid College Football Fans	28%	(122)	31%	(135)	42%	(185)	441
Casual College Football Fans	8%	(53)	33%	(232)	59%	(417)	702
Fans of a Big Ten Team	28%	(88)	27%	(85)	45%	(143)	316
Fans of a Pac-12 Team	10%	(16)	32%	(50)	58%	(89)	155
Fans of an ACC Team	13%	(17)	41%	(55)	46%	(62)	135
Fans of a Big 12 Team	8%	(8)	32%	(33)	60%	(61)	102
Fans of an SEC Team	12%	(28)	29%	(66)	59%	(137)	231
Fans of a Team in Other Conf.	20%	(9)	40%	(18)	40%	(19)	46
Texas/Oklahoma Fans	27%	(109)	62%	(250)	10%	(41)	400
Big 12 Fans and Non-UT/OU	4%	(1)	19%	(3)	77%	(13)	17
Sports Fans Ages 18-34	13%	(64)	23%	(110)	64%	(307)	480
Sports Fans Ages 35-44	14%	(35)	32%	(81)	55%	(139)	254
Sports Fans Ages 45-64	10%	(47)	24%	(118)	66%	(325)	490
Sports Fans Ages 65+	10%	(28)	22%	(64)	68%	(200)	293
CFB Fans Ages 18-34	18%	(61)	33%	(112)	49%	(164)	337
CFB Fans Ages 35-44	17%	(35)	39%	(79)	44%	(89)	203
CFB Fans Ages 45-64	13%	(49)	30%	(117)	57%	(222)	388
CFB Fans Ages 65+	14%	(29)	28%	(60)	59%	(126)	215

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

Table MCSP1_11: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
University of Notre Dame football team (Notre Dame Fighting Irish)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(163)	21%	(460)	72%	(1577)	2200
Gender: Male	12%	(127)	25%	(270)	63%	(665)	1062
Gender: Female	3%	(36)	17%	(190)	80%	(912)	1138
Age: 18-34	10%	(68)	19%	(123)	71%	(465)	655
Age: 35-44	11%	(38)	22%	(77)	68%	(242)	358
Age: 45-64	4%	(29)	23%	(171)	73%	(551)	751
Age: 65+	6%	(28)	20%	(89)	73%	(319)	436
GenZers: 1997-2012	7%	(17)	17%	(41)	76%	(183)	242
Millennials: 1981-1996	12%	(76)	20%	(131)	68%	(440)	647
GenXers: 1965-1980	5%	(31)	23%	(132)	72%	(409)	572
Baby Boomers: 1946-1964	5%	(31)	21%	(140)	74%	(480)	651
PID: Dem (no lean)	9%	(84)	22%	(203)	69%	(629)	916
PID: Ind (no lean)	4%	(26)	18%	(119)	78%	(504)	648
PID: Rep (no lean)	8%	(54)	22%	(138)	70%	(444)	636
PID/Gender: Dem Men	16%	(66)	26%	(108)	58%	(243)	417
PID/Gender: Dem Women	4%	(18)	19%	(95)	77%	(386)	499
PID/Gender: Ind Men	7%	(21)	23%	(74)	70%	(222)	318
PID/Gender: Ind Women	2%	(5)	13%	(44)	85%	(281)	330
PID/Gender: Rep Men	13%	(41)	27%	(87)	61%	(199)	327
PID/Gender: Rep Women	4%	(13)	17%	(52)	79%	(245)	309
Ideo: Liberal (1-3)	8%	(52)	21%	(136)	71%	(469)	658
Ideo: Moderate (4)	7%	(42)	23%	(145)	70%	(436)	623
Ideo: Conservative (5-7)	9%	(62)	23%	(166)	68%	(492)	719
Educ: < College	6%	(89)	19%	(285)	75%	(1138)	1512
Educ: Bachelors degree	9%	(39)	26%	(114)	66%	(291)	444
Educ: Post-grad	14%	(35)	25%	(61)	61%	(148)	244
Income: Under 50k	5%	(68)	18%	(231)	76%	(952)	1250
Income: 50k-100k	9%	(58)	23%	(157)	68%	(459)	674
Income: 100k+	14%	(38)	26%	(72)	60%	(166)	276
Ethnicity: White	7%	(126)	21%	(356)	72%	(1240)	1722
Ethnicity: Hispanic	9%	(32)	15%	(52)	76%	(265)	349
Ethnicity: Black	10%	(26)	22%	(61)	68%	(187)	274

Continued on next page

Table MCSP1_11: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
University of Notre Dame football team (Notre Dame Fighting Irish)*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(163)	21%	(460)	72%	(1577)	2200
Ethnicity: Other	6%	(12)	21%	(43)	73%	(150)	204
All Christian	10%	(95)	25%	(249)	65%	(650)	993
All Non-Christian	20%	(24)	26%	(31)	55%	(66)	121
Atheist	6%	(6)	13%	(13)	81%	(78)	96
Agnostic/Nothing in particular	4%	(23)	17%	(99)	80%	(475)	598
Something Else	4%	(16)	17%	(68)	79%	(307)	392
Religious Non-Protestant/Catholic	18%	(26)	25%	(35)	57%	(78)	138
Evangelical	10%	(54)	24%	(127)	66%	(354)	535
Non-Evangelical	6%	(51)	22%	(183)	71%	(584)	818
Community: Urban	12%	(80)	21%	(148)	67%	(462)	690
Community: Suburban	5%	(53)	20%	(198)	74%	(733)	985
Community: Rural	6%	(29)	22%	(114)	73%	(382)	526
Employ: Private Sector	10%	(69)	22%	(151)	67%	(453)	672
Employ: Government	15%	(16)	18%	(20)	67%	(73)	109
Employ: Self-Employed	11%	(22)	28%	(56)	60%	(120)	198
Employ: Homemaker	4%	(6)	17%	(26)	79%	(122)	153
Employ: Student	6%	(4)	16%	(11)	78%	(54)	69
Employ: Retired	5%	(28)	22%	(119)	73%	(391)	538
Employ: Unemployed	4%	(13)	18%	(54)	77%	(229)	296
Employ: Other	3%	(5)	15%	(24)	82%	(135)	164
Military HH: Yes	11%	(37)	23%	(82)	66%	(232)	351
Military HH: No	7%	(126)	20%	(378)	73%	(1345)	1849
RD/WT: Right Direction	10%	(99)	24%	(225)	66%	(629)	953
RD/WT: Wrong Track	5%	(64)	19%	(235)	76%	(948)	1247
Biden Job Approve	10%	(112)	22%	(255)	68%	(783)	1151
Biden Job Disapprove	5%	(48)	21%	(195)	74%	(704)	948
Biden Job Strongly Approve	14%	(77)	26%	(142)	60%	(335)	555
Biden Job Somewhat Approve	6%	(35)	19%	(113)	75%	(448)	596
Biden Job Somewhat Disapprove	6%	(18)	20%	(58)	74%	(216)	291
Biden Job Strongly Disapprove	5%	(31)	21%	(137)	74%	(489)	656

Continued on next page

Table MCSP1_11: *In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
University of Notre Dame football team (Notre Dame Fighting Irish)*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(163)	21%	(460)	72%	(1577)	2200
Favorable of Biden	9%	(108)	23%	(269)	68%	(796)	1173
Unfavorable of Biden	5%	(49)	18%	(170)	76%	(707)	926
Very Favorable of Biden	12%	(73)	26%	(156)	62%	(377)	606
Somewhat Favorable of Biden	6%	(35)	20%	(113)	74%	(419)	568
Somewhat Unfavorable of Biden	4%	(11)	16%	(40)	80%	(200)	251
Very Unfavorable of Biden	6%	(38)	19%	(130)	75%	(507)	675
#1 Issue: Economy	7%	(48)	24%	(171)	69%	(495)	714
#1 Issue: Security	9%	(35)	19%	(78)	72%	(298)	411
#1 Issue: Health Care	8%	(27)	23%	(70)	69%	(216)	313
#1 Issue: Medicare / Social Security	8%	(24)	22%	(67)	70%	(207)	298
#1 Issue: Women's Issues	7%	(7)	13%	(14)	80%	(85)	106
#1 Issue: Education	9%	(8)	22%	(21)	69%	(64)	92
#1 Issue: Energy	6%	(8)	20%	(27)	74%	(97)	131
#1 Issue: Other	5%	(7)	9%	(12)	86%	(115)	135
2020 Vote: Joe Biden	9%	(96)	22%	(226)	68%	(698)	1020
2020 Vote: Donald Trump	6%	(48)	22%	(161)	72%	(533)	742
2020 Vote: Other	10%	(6)	22%	(13)	68%	(39)	57
2020 Vote: Didn't Vote	4%	(14)	16%	(60)	80%	(305)	379
2018 House Vote: Democrat	10%	(71)	22%	(163)	69%	(512)	746
2018 House Vote: Republican	8%	(49)	23%	(133)	69%	(401)	584
2018 House Vote: Someone else	5%	(3)	20%	(11)	76%	(43)	57
2016 Vote: Hillary Clinton	8%	(54)	22%	(149)	71%	(489)	693
2016 Vote: Donald Trump	7%	(44)	24%	(159)	69%	(455)	658
2016 Vote: Other	10%	(11)	20%	(21)	70%	(75)	107
2016 Vote: Didn't Vote	7%	(53)	18%	(130)	75%	(556)	740
Voted in 2014: Yes	8%	(97)	22%	(272)	70%	(843)	1212
Voted in 2014: No	7%	(66)	19%	(188)	74%	(734)	988
4-Region: Northeast	10%	(38)	21%	(83)	69%	(273)	394
4-Region: Midwest	9%	(44)	22%	(100)	69%	(318)	462
4-Region: South	5%	(43)	21%	(172)	74%	(610)	824
4-Region: West	7%	(39)	20%	(105)	72%	(376)	520

Continued on next page

Table MCSP1_11: In general, would you describe yourself as an avid fan, a casual fan or not a fan of each of the following?
University of Notre Dame football team (Notre Dame Fighting Irish)

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(163)	21%	(460)	72%	(1577)	2200
Sports Fans	10%	(159)	28%	(422)	62%	(936)	1517
Avid Sports Fans	19%	(112)	32%	(185)	49%	(284)	580
Casual Sports Fans	5%	(47)	25%	(238)	70%	(652)	937
College Football Fans	14%	(160)	37%	(419)	49%	(565)	1143
Avid College Football Fans	25%	(110)	35%	(154)	40%	(177)	441
Casual College Football Fans	7%	(50)	38%	(264)	55%	(388)	702
Fans of a Big Ten Team	16%	(50)	38%	(121)	46%	(146)	316
Fans of a Pac-12 Team	12%	(18)	28%	(44)	60%	(92)	155
Fans of an ACC Team	17%	(23)	45%	(60)	38%	(51)	135
Fans of a Big 12 Team	14%	(14)	36%	(37)	50%	(51)	102
Fans of an SEC Team	11%	(26)	34%	(79)	55%	(127)	231
Fans of a Team in Other Conf.	35%	(16)	19%	(9)	46%	(21)	46
Texas/Oklahoma Fans	29%	(117)	58%	(231)	13%	(53)	400
Big 12 Fans and Non-UT/OU	—	(0)	24%	(4)	76%	(13)	17
Sports Fans Ages 18-34	14%	(67)	23%	(112)	63%	(302)	480
Sports Fans Ages 35-44	14%	(36)	28%	(72)	58%	(146)	254
Sports Fans Ages 45-64	6%	(29)	31%	(152)	63%	(309)	490
Sports Fans Ages 65+	9%	(27)	30%	(87)	61%	(179)	293
CFB Fans Ages 18-34	20%	(67)	33%	(110)	48%	(160)	337
CFB Fans Ages 35-44	19%	(38)	34%	(68)	48%	(97)	203
CFB Fans Ages 45-64	7%	(29)	41%	(160)	51%	(199)	388
CFB Fans Ages 65+	12%	(26)	37%	(80)	51%	(109)	215

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

Table MCSP2: Which conference does the team you primarily root for play in?

Demographic	A college football team that plays in the Big Ten conference including Illinois, Indiana, Iowa, Maryland, Michigan, Michigan State, Minnesota, Nebraska, Northwestern, Ohio State, Penn State, Purdue, Rutgers or Wisconsin	A college football team that plays in the Pac-12 conference including Arizona, Arizona State, Cal, Colorado, Oregon, Oregon State, Stanford, UCLA, USC, Utah, Washington, Washington State	A college football team that plays in the Atlantic Coast Conference (ACC) including Boston College, Clemson, Duke, Florida State, Georgia Tech, Louisville, Miami, North Carolina, North Carolina State, Pittsburgh, Syracuse, Virginia, Virginia Tech, Wake Forest	A college football team that plays in the Big 12 conference including Baylor, Iowa State, Kansas, Kansas State, Oklahoma, Oklahoma State, TCU, Texas, Texas Tech, West Virginia	A college football team that plays in the Southeastern Conference (SEC) including Alabama, Arkansas, Auburn, Florida, Georgia, Kentucky, LSU, Mississippi, Mississippi State, Missouri, South Carolina, Tennessee, Texas A&M, Vanderbilt	A college football team that plays outside of the Big Ten conference, Pac-12 conference, Atlantic Coast Conference, Big 12 conference or Southeastern Conference	I don't typically root for a specific team	Total N
	Adults	28% (316)	14% (155)	12% (135)	9% (102)	20% (231)	4% (46)	14% (158)
Gender: Male	30% (209)	16% (111)	12% (83)	7% (50)	20% (140)	4% (26)	11% (74)	693
Gender: Female	24% (107)	10% (44)	11% (52)	12% (52)	20% (91)	5% (21)	19% (84)	450
Age: 18-34	20% (68)	19% (64)	12% (41)	10% (35)	21% (72)	4% (14)	13% (44)	337
Age: 35-44	28% (57)	13% (27)	12% (25)	10% (20)	20% (41)	4% (9)	12% (24)	203
Age: 45-64	31% (121)	11% (43)	10% (37)	9% (33)	21% (83)	3% (13)	15% (57)	388
Age: 65+	32% (70)	10% (21)	15% (31)	6% (13)	16% (35)	5% (11)	16% (34)	215
GenZers: 1997-2012	26% (26)	14% (15)	12% (12)	13% (13)	16% (16)	3% (4)	16% (16)	101
Millennials: 1981-1996	22% (82)	17% (64)	13% (48)	10% (37)	21% (79)	5% (17)	12% (44)	372
GenXers: 1965-1980	29% (85)	13% (38)	10% (31)	8% (25)	23% (67)	4% (12)	13% (39)	297
Baby Boomers: 1946-1964	34% (112)	10% (32)	12% (39)	7% (25)	19% (61)	4% (14)	14% (47)	330
PID: Dem (no lean)	25% (121)	18% (86)	11% (52)	10% (47)	19% (90)	4% (18)	14% (67)	480
PID: Ind (no lean)	29% (85)	11% (33)	12% (35)	6% (19)	21% (62)	3% (8)	19% (56)	297
PID: Rep (no lean)	30% (110)	10% (36)	13% (48)	10% (37)	21% (78)	6% (21)	10% (36)	366

Continued on next page

Table MCSP2: Which conference does the team you primarily root for play in?

Demographic	A college football team that plays in the Big Ten conference including Illinois, Indiana, Iowa, Maryland, Michigan, Michigan State, Minnesota, Nebraska, Northwestern, Ohio State, Penn State, Purdue, Rutgers or Wisconsin	A college football team that plays in the Pac-12 conference including Arizona, Arizona State, Cal, Colorado, Oregon, Oregon State, Stanford, UCLA, USC, Utah, Washington, Washington State	A college football team that plays in the Atlantic Coast Conference (ACC) including Boston College, Clemson, Duke, Florida State, Georgia Tech, Louisville, Miami, North Carolina, North Carolina State, Pittsburgh, Syracuse, Virginia, Virginia Tech, Wake Forest	A college football team that plays in the Big 12 conference including Baylor, Iowa State, Kansas, Kansas State, Oklahoma, Oklahoma State, TCU, Texas, Texas Tech, West Virginia	A college football team that plays in the Southeastern Conference (SEC) including Alabama, Arkansas, Auburn, Florida, Georgia, Kentucky, LSU, Mississippi, Mississippi State, Missouri, South Carolina, Tennessee, Texas A&M, Vanderbilt	A college football team that plays outside of the Big Ten conference, Pac-12 conference, Atlantic Coast Conference, Big 12 conference or Southeastern Conference	I don't typically root for a specific team	Total N
Adults	28% (316)	14% (155)	12% (135)	9% (102)	20% (231)	4% (46)	14% (158)	1143
PID/Gender: Dem Men	27% (79)	19% (55)	10% (29)	9% (27)	21% (60)	4% (10)	11% (32)	293
PID/Gender: Dem Women	22% (41)	17% (31)	12% (23)	10% (20)	16% (30)	4% (8)	18% (34)	187
PID/Gender: Ind Men	35% (64)	14% (26)	14% (26)	3% (5)	19% (34)	3% (5)	13% (24)	184
PID/Gender: Ind Women	18% (21)	6% (7)	8% (9)	12% (14)	25% (28)	3% (3)	28% (32)	114
PID/Gender: Rep Men	30% (65)	14% (31)	13% (28)	9% (18)	21% (45)	5% (11)	8% (18)	216
PID/Gender: Rep Women	30% (45)	3% (5)	13% (20)	12% (19)	22% (33)	7% (10)	12% (18)	149
Ideo: Liberal (1-3)	23% (81)	18% (63)	12% (41)	10% (36)	20% (70)	4% (14)	12% (42)	346
Ideo: Moderate (4)	31% (101)	13% (43)	12% (38)	7% (24)	17% (54)	4% (13)	15% (49)	322
Ideo: Conservative (5-7)	29% (122)	10% (40)	12% (49)	10% (42)	23% (97)	5% (20)	12% (50)	420
Educ: < College	27% (196)	13% (96)	12% (88)	9% (66)	20% (145)	3% (24)	15% (108)	722
Educ: Bachelors degree	30% (81)	14% (36)	9% (24)	8% (22)	20% (52)	3% (9)	16% (41)	265
Educ: Post-grad	26% (40)	15% (23)	15% (23)	9% (13)	22% (34)	9% (14)	6% (9)	156

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Table MCSP2: Which conference does the team you primarily root for play in?

Demographic	A college football team that plays in the Big Ten conference including Illinois, Indiana, Iowa, Maryland, Michigan, Michigan State, Minnesota, Nebraska, Northwestern, Ohio State, Penn State, Purdue, Rutgers or Wisconsin	A college football team that plays in the Pac-12 conference including Arizona, Arizona State, Cal, Colorado, Oregon, Oregon State, Stanford, UCLA, USC, Utah, Washington, Washington State	A college football team that plays in the Atlantic Coast Conference (ACC) including Boston College, Clemson, Duke, Florida State, Georgia Tech, Louisville, Miami, North Carolina, North Carolina State, Pittsburgh, Syracuse, Virginia, Virginia Tech, Wake Forest	A college football team that plays in the Big 12 conference including Baylor, Iowa State, Kansas, Kansas State, Oklahoma, Oklahoma State, TCU, Texas, Texas Tech, West Virginia	A college football team that plays in the Southeastern Conference (SEC) including Alabama, Arkansas, Auburn, Florida, Georgia, Kentucky, LSU, Mississippi, Mississippi State, Missouri, South Carolina, Tennessee, Texas A&M, Vanderbilt	A college football team that plays outside of the Big Ten conference, Pac-12 conference, Atlantic Coast Conference, Big 12 conference or Southeastern Conference	I don't typically root for a specific team	Total N
	Adults	28% (316)	14% (155)	12% (135)	9% (102)	20% (231)	4% (46)	14% (158)
Income: Under 50k	25% (147)	13% (74)	13% (77)	9% (54)	20% (118)	4% (21)	15% (88)	580
Income: 50k-100k	33% (125)	12% (46)	11% (40)	9% (34)	21% (79)	4% (15)	12% (45)	384
Income: 100k+	25% (44)	19% (35)	9% (17)	8% (15)	19% (34)	6% (10)	14% (25)	179
Ethnicity: White	30% (269)	13% (112)	11% (102)	9% (77)	20% (178)	4% (39)	13% (111)	888
Ethnicity: Hispanic	15% (27)	38% (66)	12% (21)	4% (7)	16% (28)	3% (5)	12% (21)	175
Ethnicity: Black	21% (32)	6% (9)	17% (26)	10% (15)	25% (38)	4% (7)	16% (25)	152
Ethnicity: Other	15% (16)	33% (34)	7% (7)	9% (10)	14% (14)	1% (1)	22% (22)	104
All Christian	30% (173)	14% (81)	12% (72)	8% (48)	20% (115)	4% (21)	12% (68)	579
All Non-Christian	37% (29)	18% (14)	11% (8)	6% (5)	12% (9)	7% (5)	10% (8)	78
Atheist	27% (12)	11% (5)	9% (4)	14% (6)	20% (9)	11% (5)	7% (3)	45
Agnostic/Nothing in particular	26% (71)	13% (36)	11% (30)	9% (25)	21% (58)	2% (6)	17% (46)	271
Something Else	19% (32)	11% (18)	12% (20)	11% (19)	23% (40)	5% (9)	19% (33)	171
Religious Non-Protestant/Catholic	35% (29)	17% (14)	12% (10)	8% (7)	11% (9)	6% (5)	10% (9)	84

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Table MCSP2: Which conference does the team you primarily root for play in?

Demographic	A college football team that plays in the Big Ten conference including Illinois, Indiana, Iowa, Maryland, Michigan, Michigan State, Minnesota, Nebraska, Northwestern, Ohio State, Penn State, Purdue, Rutgers or Wisconsin	A college football team that plays in the Pac-12 conference including Arizona, Arizona State, Cal, Colorado, Oregon, Oregon State, Stanford, UCLA, USC, Utah, Washington, Washington State	A college football team that plays in the Atlantic Coast Conference (ACC) including Boston College, Clemson, Duke, Florida State, Georgia Tech, Louisville, Miami, North Carolina, North Carolina State, Pittsburgh, Syracuse, Virginia, Virginia Tech, Wake Forest	A college football team that plays in the Big 12 conference including Baylor, Iowa State, Kansas, Kansas State, Oklahoma, Oklahoma State, TCU, Texas, Texas Tech, West Virginia	A college football team that plays in the Southeastern Conference (SEC) including Alabama, Arkansas, Auburn, Florida, Georgia, Kentucky, LSU, Mississippi, Mississippi State, Missouri, South Carolina, Tennessee, Texas A&M, Vanderbilt	A college football team that plays outside of the Big Ten conference, Pac-12 conference, Atlantic Coast Conference, Big 12 conference or Southeastern Conference	I don't typically root for a specific team	Total N
Adults	28% (316)	14% (155)	12% (135)	9% (102)	20% (231)	4% (46)	14% (158)	1143
Evangelical	22% (69)	11% (34)	12% (38)	12% (37)	24% (74)	5% (14)	15% (46)	312
Non-Evangelical	31% (132)	15% (64)	12% (49)	6% (25)	19% (81)	4% (16)	13% (54)	422
Community: Urban	26% (99)	20% (74)	9% (35)	8% (30)	17% (63)	3% (13)	16% (60)	373
Community: Suburban	29% (142)	12% (61)	13% (63)	8% (40)	20% (97)	5% (27)	13% (66)	497
Community: Rural	28% (76)	7% (19)	13% (37)	12% (32)	26% (71)	2% (7)	12% (32)	273
Employ: Private Sector	28% (110)	15% (60)	7% (28)	10% (39)	24% (94)	6% (22)	11% (44)	398
Employ: Government	21% (14)	27% (18)	9% (6)	10% (7)	24% (16)	2% (1)	8% (5)	68
Employ: Self-Employed	26% (33)	15% (19)	19% (25)	5% (6)	19% (24)	5% (6)	11% (14)	127
Employ: Homemaker	23% (16)	3% (2)	22% (15)	11% (8)	17% (12)	7% (5)	16% (10)	67
Employ: Student	24% (7)	14% (4)	4% (1)	7% (2)	30% (9)	3% (1)	18% (5)	31
Employ: Retired	35% (92)	10% (26)	12% (32)	8% (20)	17% (45)	2% (5)	15% (40)	261
Employ: Unemployed	20% (26)	17% (22)	14% (18)	11% (15)	14% (18)	3% (4)	21% (28)	131
Employ: Other	29% (17)	4% (3)	16% (10)	10% (6)	20% (12)	2% (1)	19% (11)	59

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Table MCSP2: Which conference does the team you primarily root for play in?

Demographic	A college football team that plays in the Big Ten conference including Illinois, Indiana, Iowa, Maryland, Michigan, Michigan State, Minnesota, Nebraska, Northwestern, Ohio State, Penn State, Purdue, Rutgers or Wisconsin	A college football team that plays in the Pac-12 conference including Arizona, Arizona State, Cal, Colorado, Oregon, Oregon State, Stanford, UCLA, USC, Utah, Washington, Washington State	A college football team that plays in the Atlantic Coast Conference (ACC) including Boston College, Clemson, Duke, Florida State, Georgia Tech, Louisville, Miami, North Carolina, North Carolina State, Pittsburgh, Syracuse, Virginia, Virginia Tech, Wake Forest	A college football team that plays in the Big 12 conference including Baylor, Iowa State, Kansas, Kansas State, Oklahoma, Oklahoma State, TCU, Texas, Texas Tech, West Virginia	A college football team that plays in the Southeastern Conference (SEC) including Alabama, Arkansas, Auburn, Florida, Georgia, Kentucky, LSU, Mississippi, Mississippi State, Missouri, South Carolina, Tennessee, Texas A&M, Vanderbilt	A college football team that plays outside of the Big Ten conference, Pac-12 conference, Atlantic Coast Conference, Big 12 conference or Southeastern Conference	I don't typically root for a specific team	Total N
Adults	28% (316)	14% (155)	12% (135)	9% (102)	20% (231)	4% (46)	14% (158)	1143
Military HH: Yes	26% (58)	16% (36)	14% (31)	9% (20)	22% (48)	3% (7)	11% (24)	224
Military HH: No	28% (258)	13% (119)	11% (104)	9% (82)	20% (183)	4% (40)	15% (134)	919
RD/WT: Right Direction	27% (141)	17% (88)	13% (67)	9% (46)	17% (89)	4% (21)	13% (69)	520
RD/WT: Wrong Track	28% (176)	11% (67)	11% (68)	9% (56)	23% (142)	4% (26)	14% (89)	624
Biden Job Approve	28% (173)	16% (99)	11% (68)	9% (57)	19% (116)	4% (22)	13% (79)	613
Biden Job Disapprove	27% (135)	10% (52)	13% (64)	9% (44)	22% (108)	5% (24)	14% (71)	498
Biden Job Strongly Approve	27% (82)	17% (52)	13% (39)	8% (26)	19% (57)	5% (15)	12% (36)	308
Biden Job Somewhat Approve	30% (91)	15% (47)	9% (29)	10% (31)	19% (59)	2% (7)	14% (42)	306
Biden Job Somewhat Disapprove	23% (35)	15% (23)	16% (25)	7% (11)	20% (31)	6% (10)	12% (19)	152
Biden Job Strongly Disapprove	29% (101)	9% (29)	11% (39)	10% (33)	22% (77)	4% (14)	15% (52)	346
Favorable of Biden	27% (168)	15% (94)	12% (74)	9% (55)	18% (112)	4% (23)	14% (87)	613
Unfavorable of Biden	29% (140)	12% (55)	11% (55)	9% (42)	22% (107)	4% (21)	13% (61)	481

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Table MCSP2: Which conference does the team you primarily root for play in?

Demographic	A college football team that plays in the Big Ten conference including Illinois, Indiana, Iowa, Maryland, Michigan, Michigan State, Minnesota, Nebraska, Northwestern, Ohio State, Penn State, Purdue, Rutgers or Wisconsin	A college football team that plays in the Pac-12 conference including Arizona, Arizona State, Cal, Colorado, Oregon, Oregon State, Stanford, UCLA, USC, Utah, Washington, Washington State	A college football team that plays in the Atlantic Coast Conference (ACC) including Boston College, Clemson, Duke, Florida State, Georgia Tech, Louisville, Miami, North Carolina, North Carolina State, Pittsburgh, Syracuse, Virginia, Virginia Tech, Wake Forest	A college football team that plays in the Big 12 conference including Baylor, Iowa State, Kansas, Kansas State, Oklahoma, Oklahoma State, TCU, Texas, Texas Tech, West Virginia	A college football team that plays in the Southeastern Conference (SEC) including Alabama, Arkansas, Auburn, Florida, Georgia, Kentucky, LSU, Mississippi, Mississippi State, Missouri, South Carolina, Tennessee, Texas A&M, Vanderbilt	A college football team that plays outside of the Big Ten conference, Pac-12 conference, Atlantic Coast Conference, Big 12 conference or Southeastern Conference	I don't typically root for a specific team	Total N
Adults	28% (316)	14% (155)	12% (135)	9% (102)	20% (231)	4% (46)	14% (158)	1143
Very Favorable of Biden	26% (85)	17% (57)	12% (39)	9% (29)	17% (54)	4% (14)	15% (49)	328
Somewhat Favorable of Biden	29% (82)	13% (37)	13% (36)	9% (26)	20% (57)	3% (8)	13% (38)	285
Somewhat Unfavorable of Biden	23% (29)	18% (23)	13% (16)	6% (7)	21% (26)	3% (4)	15% (19)	124
Very Unfavorable of Biden	31% (111)	9% (33)	11% (39)	10% (35)	23% (81)	5% (17)	12% (42)	357
#1 Issue: Economy	28% (112)	13% (50)	12% (47)	8% (30)	21% (81)	4% (17)	15% (59)	394
#1 Issue: Security	28% (61)	10% (21)	15% (32)	10% (21)	22% (48)	3% (7)	12% (27)	217
#1 Issue: Health Care	26% (47)	20% (36)	8% (15)	8% (15)	20% (37)	4% (8)	14% (25)	183
#1 Issue: Medicare / Social Security	28% (42)	9% (13)	14% (20)	7% (10)	19% (29)	4% (7)	19% (29)	149
#1 Issue: Women's Issues	20% (8)	14% (5)	9% (4)	10% (4)	22% (9)	7% (3)	18% (7)	39
#1 Issue: Education	35% (17)	5% (2)	9% (4)	22% (11)	24% (12)	2% (1)	4% (2)	49
#1 Issue: Energy	29% (18)	20% (12)	14% (8)	14% (8)	13% (8)	3% (2)	7% (4)	62
#1 Issue: Other	24% (12)	28% (14)	10% (5)	7% (4)	15% (7)	5% (3)	10% (5)	50

Continued on next page

Table MCSP2: Which conference does the team you primarily root for play in?

Demographic	A college football team that plays in the Big Ten conference including Illinois, Indiana, Iowa, Maryland, Michigan, Michigan State, Minnesota, Nebraska, Northwestern, Ohio State, Penn State, Purdue, Rutgers or Wisconsin	A college football team that plays in the Pac-12 conference including Arizona, Arizona State, Cal, Colorado, Oregon, Oregon State, Stanford, UCLA, USC, Utah, Washington, Washington State	A college football team that plays in the Atlantic Coast Conference (ACC) including Boston College, Clemson, Duke, Florida State, Georgia Tech, Louisville, Miami, North Carolina, North Carolina State, Pittsburgh, Syracuse, Virginia, Virginia Tech, Wake Forest	A college football team that plays in the Big 12 conference including Baylor, Iowa State, Kansas, Kansas State, Oklahoma, Oklahoma State, TCU, Texas, Texas Tech, West Virginia	A college football team that plays in the Southeastern Conference (SEC) including Alabama, Arkansas, Auburn, Florida, Georgia, Kentucky, LSU, Mississippi, Mississippi State, Missouri, South Carolina, Tennessee, Texas A&M, Vanderbilt	A college football team that plays outside of the Big Ten conference, Pac-12 conference, Atlantic Coast Conference, Big 12 conference or Southeastern Conference	I don't typically root for a specific team	Total N
	Adults	28% (316)	14% (155)	12% (135)	9% (102)	20% (231)	4% (46)	14% (158)
2020 Vote: Joe Biden	26% (142)	17% (93)	10% (54)	9% (47)	18% (99)	4% (22)	15% (83)	539
2020 Vote: Donald Trump	29% (122)	9% (36)	17% (69)	10% (43)	21% (88)	5% (19)	10% (40)	418
2020 Vote: Other	38% (13)	11% (4)	3% (1)	5% (2)	32% (11)	7% (2)	4% (2)	35
2020 Vote: Didn't Vote	26% (39)	15% (22)	7% (10)	7% (11)	21% (32)	2% (2)	22% (33)	149
2018 House Vote: Democrat	28% (114)	16% (63)	11% (45)	9% (35)	19% (77)	3% (14)	13% (54)	401
2018 House Vote: Republican	29% (104)	10% (36)	14% (52)	10% (35)	21% (75)	6% (22)	10% (35)	359
2018 House Vote: Someone else	28% (9)	36% (11)	5% (2)	— (0)	18% (6)	8% (3)	4% (1)	32
2016 Vote: Hillary Clinton	26% (95)	15% (55)	11% (40)	8% (28)	20% (75)	4% (15)	16% (60)	368
2016 Vote: Donald Trump	33% (133)	10% (39)	13% (53)	8% (33)	20% (79)	5% (22)	11% (44)	402
2016 Vote: Other	31% (19)	21% (13)	5% (3)	7% (4)	19% (12)	6% (4)	12% (7)	61
2016 Vote: Didn't Vote	23% (70)	15% (47)	12% (38)	12% (37)	21% (65)	2% (6)	15% (46)	309
Voted in 2014: Yes	28% (200)	14% (100)	12% (83)	8% (58)	20% (141)	4% (30)	13% (93)	705
Voted in 2014: No	26% (116)	12% (55)	12% (52)	10% (45)	20% (90)	4% (17)	15% (65)	439

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Table MCSP2: Which conference does the team you primarily root for play in?

Demographic	A college football team that plays in the Big Ten conference including Illinois, Indiana, Iowa, Maryland, Michigan, Michigan State, Minnesota, Nebraska, Northwestern, Ohio State, Penn State, Purdue, Rutgers or Wisconsin	A college football team that plays in the Pac-12 conference including Arizona, Arizona State, Cal, Colorado, Oregon, Oregon State, Stanford, UCLA, USC, Utah, Washington, Washington State	A college football team that plays in the Atlantic Coast Conference (ACC) including Boston College, Clemson, Duke, Florida State, Georgia Tech, Louisville, Miami, North Carolina, North Carolina State, Pittsburgh, Syracuse, Virginia, Virginia Tech, Wake Forest	A college football team that plays in the Big 12 conference including Baylor, Iowa State, Kansas, Kansas State, Oklahoma, Oklahoma State, TCU, Texas, Texas Tech, West Virginia	A college football team that plays in the Southeastern Conference (SEC) including Alabama, Arkansas, Auburn, Florida, Georgia, Kentucky, LSU, Mississippi, Mississippi State, Missouri, South Carolina, Tennessee, Texas A&M, Vanderbilt	A college football team that plays outside of the Big Ten conference, Pac-12 conference, Atlantic Coast Conference, Big 12 conference or Southeastern Conference	I don't typically root for a specific team	Total N
Adults	28% (316)	14% (155)	12% (135)	9% (102)	20% (231)	4% (46)	14% (158)	1143
4-Region: Northeast	36% (68)	4% (8)	17% (32)	5% (9)	13% (24)	4% (8)	21% (40)	189
4-Region: Midwest	65% (160)	3% (9)	3% (8)	6% (15)	8% (19)	5% (12)	9% (22)	244
4-Region: South	10% (43)	2% (9)	18% (78)	15% (65)	39% (172)	3% (15)	13% (55)	436
4-Region: West	17% (46)	47% (129)	6% (17)	5% (13)	6% (16)	4% (12)	15% (41)	273
Sports Fans	28% (301)	14% (146)	12% (125)	9% (92)	20% (208)	4% (45)	14% (144)	1061
Avid Sports Fans	31% (158)	16% (78)	12% (59)	9% (44)	18% (90)	4% (22)	10% (52)	504
Casual Sports Fans	26% (143)	12% (67)	12% (66)	9% (48)	21% (118)	4% (23)	16% (92)	557
College Football Fans	28% (316)	14% (155)	12% (135)	9% (102)	20% (231)	4% (46)	14% (158)	1143
Avid College Football Fans	34% (150)	13% (57)	12% (52)	8% (36)	23% (103)	5% (22)	5% (22)	441
Casual College Football Fans	24% (166)	14% (98)	12% (83)	9% (66)	18% (128)	3% (25)	19% (136)	702

Continued on next page

Table MCSP2: Which conference does the team you primarily root for play in?

Demographic	A college football team that plays in the Big Ten conference including Illinois, Indiana, Iowa, Maryland, Michigan, Michigan State, Minnesota, Nebraska, Northwestern, Ohio State, Penn State, Purdue, Rutgers or Wisconsin	A college football team that plays in the Pac-12 conference including Arizona, Arizona State, Cal, Colorado, Oregon, Oregon State, Stanford, UCLA, USC, Utah, Washington, Washington State	A college football team that plays in the Atlantic Coast Conference (ACC) including Boston College, Clemson, Duke, Florida State, Georgia Tech, Louisville, Miami, North Carolina, North Carolina State, Pittsburgh, Syracuse, Virginia, Virginia Tech, Wake Forest	A college football team that plays in the Big 12 conference including Baylor, Iowa State, Kansas, Kansas State, Oklahoma, Oklahoma State, TCU, Texas, Texas Tech, West Virginia	A college football team that plays in the Southeastern Conference (SEC) including Alabama, Arkansas, Auburn, Florida, Georgia, Kentucky, LSU, Mississippi, Mississippi State, Missouri, South Carolina, Tennessee, Texas A&M, Vanderbilt	A college football team that plays outside of the Big Ten conference, Pac-12 conference, Atlantic Coast Conference, Big 12 conference or Southeastern Conference	I don't typically root for a specific team	Total N
	Adults	28% (316)	14% (155)	12% (135)	9% (102)	20% (231)	4% (46)	14% (158)
Fans of a Big Ten Team	100% (316)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	316
Fans of a Pac-12 Team	— (0)	100% (155)	— (0)	— (0)	— (0)	— (0)	— (0)	155
Fans of an ACC Team	— (0)	— (0)	100% (135)	— (0)	— (0)	— (0)	— (0)	135
Fans of a Big 12 Team	— (0)	— (0)	— (0)	100% (102)	— (0)	— (0)	— (0)	102
Fans of an SEC Team	— (0)	— (0)	— (0)	— (0)	100% (231)	— (0)	— (0)	231
Fans of a Team in Other Conf.	— (0)	— (0)	— (0)	— (0)	— (0)	100% (46)	— (0)	46
Texas/Oklahoma Fans	24% (91)	12% (46)	14% (54)	8% (31)	21% (81)	5% (18)	15% (57)	378
Big 12 Fans and Non-UT/OU	— (0)	— (0)	— (0)	100% (17)	— (0)	— (0)	— (0)	17
Sports Fans Ages 18-34	19% (60)	20% (61)	12% (39)	11% (33)	21% (66)	4% (13)	13% (40)	311
Sports Fans Ages 35-44	29% (54)	14% (26)	11% (21)	11% (20)	19% (36)	4% (8)	12% (24)	189
Sports Fans Ages 45-64	33% (119)	11% (41)	10% (37)	7% (26)	21% (74)	4% (13)	14% (49)	357
Sports Fans Ages 65+	33% (68)	9% (18)	14% (29)	6% (13)	16% (32)	6% (11)	15% (31)	203
CFB Fans Ages 18-34	20% (68)	19% (64)	12% (41)	10% (35)	21% (72)	4% (14)	13% (44)	337

Continued on next page

Table MCSP2: Which conference does the team you primarily root for play in?

Demographic	A college football team that plays in the Big Ten conference including Illinois, Indiana, Iowa, Maryland, Michigan, Michigan State, Minnesota, Nebraska, Northwestern, Ohio State, Penn State, Purdue, Rutgers or Wisconsin	A college football team that plays in the Pac-12 conference including Arizona, Arizona State, Cal, Colorado, Oregon, Oregon State, Stanford, UCLA, USC, Utah, Washington, Washington State	A college football team that plays in the Atlantic Coast Conference (ACC) including Boston College, Clemson, Duke, Florida State, Georgia Tech, Louisville, Miami, North Carolina, North Carolina State, Pittsburgh, Syracuse, Virginia, Virginia Tech, Wake Forest	A college football team that plays in the Big 12 conference including Baylor, Iowa State, Kansas, Kansas State, Oklahoma, Oklahoma State, TCU, Texas, Texas Tech, West Virginia	A college football team that plays in the Southeastern Conference (SEC) including Alabama, Arkansas, Auburn, Florida, Georgia, Kentucky, LSU, Mississippi, Mississippi State, Missouri, South Carolina, Tennessee, Texas A&M, Vanderbilt	A college football team that plays outside of the Big Ten conference, Pac-12 conference, Atlantic Coast Conference, Big 12 conference or Southeastern Conference	I don't typically root for a specific team	Total N
Adults	28% (316)	14% (155)	12% (135)	9% (102)	20% (231)	4% (46)	14% (158)	1143
CFB Fans Ages 35-44	28% (57)	13% (27)	12% (25)	10% (20)	20% (41)	4% (9)	12% (24)	203
CFB Fans Ages 45-64	31% (121)	11% (43)	10% (37)	9% (33)	21% (83)	3% (13)	15% (57)	388
CFB Fans Ages 65+	32% (70)	10% (21)	15% (31)	6% (13)	16% (35)	5% (11)	16% (34)	215

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

Table MCSP4: Generally speaking, would you say that things in college sports are going in the right direction, or are they on the wrong track?

Demographic	Right direction		Wrong track		Don't know / No opinion		Total N
Adults	39%	(853)	20%	(433)	42%	(914)	2200
Gender: Male	46%	(486)	22%	(234)	32%	(342)	1062
Gender: Female	32%	(367)	18%	(199)	50%	(571)	1138
Age: 18-34	46%	(301)	18%	(115)	36%	(239)	655
Age: 35-44	44%	(156)	20%	(71)	37%	(131)	358
Age: 45-64	38%	(283)	20%	(151)	42%	(317)	751
Age: 65+	26%	(113)	22%	(96)	52%	(227)	436
GenZers: 1997-2012	43%	(105)	10%	(25)	46%	(112)	242
Millennials: 1981-1996	46%	(299)	22%	(140)	32%	(208)	647
GenXers: 1965-1980	40%	(228)	19%	(111)	41%	(234)	572
Baby Boomers: 1946-1964	30%	(196)	22%	(145)	48%	(310)	651
PID: Dem (no lean)	46%	(423)	14%	(132)	39%	(361)	916
PID: Ind (no lean)	32%	(205)	20%	(128)	49%	(315)	648
PID: Rep (no lean)	35%	(225)	27%	(173)	37%	(238)	636
PID/Gender: Dem Men	53%	(221)	17%	(70)	30%	(126)	417
PID/Gender: Dem Women	40%	(202)	12%	(62)	47%	(235)	499
PID/Gender: Ind Men	38%	(122)	22%	(71)	39%	(125)	318
PID/Gender: Ind Women	25%	(83)	17%	(57)	58%	(190)	330
PID/Gender: Rep Men	44%	(143)	28%	(92)	28%	(92)	327
PID/Gender: Rep Women	27%	(82)	26%	(80)	47%	(146)	309
Ideo: Liberal (1-3)	43%	(282)	18%	(115)	40%	(261)	658
Ideo: Moderate (4)	44%	(272)	18%	(110)	39%	(242)	623
Ideo: Conservative (5-7)	37%	(265)	26%	(187)	37%	(268)	719
Educ: < College	36%	(547)	19%	(282)	45%	(683)	1512
Educ: Bachelors degree	45%	(198)	21%	(91)	35%	(154)	444
Educ: Post-grad	44%	(108)	24%	(60)	31%	(76)	244
Income: Under 50k	38%	(472)	19%	(232)	44%	(546)	1250
Income: 50k-100k	39%	(260)	20%	(137)	41%	(277)	674
Income: 100k+	44%	(121)	23%	(64)	33%	(91)	276
Ethnicity: White	37%	(631)	21%	(357)	43%	(733)	1722
Ethnicity: Hispanic	47%	(164)	12%	(41)	41%	(144)	349
Ethnicity: Black	50%	(137)	13%	(36)	37%	(101)	274

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Table MCSP4: Generally speaking, would you say that things in college sports are going in the right direction, or are they on the wrong track?

Demographic	Right direction		Wrong track		Don't know / No opinion		Total N
Adults	39%	(853)	20%	(433)	42%	(914)	2200
Ethnicity: Other	42%	(86)	19%	(39)	39%	(79)	204
All Christian	41%	(408)	20%	(200)	39%	(385)	993
All Non-Christian	49%	(59)	22%	(27)	29%	(35)	121
Atheist	30%	(29)	19%	(18)	51%	(49)	96
Agnostic/Nothing in particular	37%	(223)	18%	(110)	44%	(265)	598
Something Else	34%	(135)	20%	(77)	46%	(180)	392
Religious Non-Protestant/Catholic	47%	(65)	22%	(30)	31%	(43)	138
Evangelical	41%	(221)	23%	(121)	36%	(193)	535
Non-Evangelical	38%	(312)	18%	(149)	44%	(357)	818
Community: Urban	46%	(315)	17%	(120)	37%	(255)	690
Community: Suburban	36%	(352)	20%	(198)	44%	(435)	985
Community: Rural	35%	(186)	22%	(115)	43%	(224)	526
Employ: Private Sector	48%	(321)	20%	(137)	32%	(214)	672
Employ: Government	38%	(42)	26%	(28)	36%	(39)	109
Employ: Self-Employed	44%	(87)	16%	(32)	40%	(79)	198
Employ: Homemaker	30%	(47)	26%	(40)	44%	(67)	153
Employ: Student	44%	(31)	12%	(8)	44%	(30)	69
Employ: Retired	29%	(158)	20%	(105)	51%	(274)	538
Employ: Unemployed	37%	(110)	18%	(54)	45%	(132)	296
Employ: Other	35%	(58)	17%	(28)	47%	(78)	164
Military HH: Yes	39%	(138)	22%	(76)	39%	(138)	351
Military HH: No	39%	(715)	19%	(357)	42%	(776)	1849
RD/WT: Right Direction	55%	(525)	7%	(69)	38%	(359)	953
RD/WT: Wrong Track	26%	(328)	29%	(364)	45%	(555)	1247
Biden Job Approve	49%	(569)	12%	(142)	38%	(439)	1151
Biden Job Disapprove	28%	(266)	30%	(285)	42%	(396)	948
Biden Job Strongly Approve	56%	(309)	10%	(55)	34%	(190)	555
Biden Job Somewhat Approve	44%	(260)	15%	(87)	42%	(249)	596
Biden Job Somewhat Disapprove	36%	(105)	21%	(63)	42%	(123)	291
Biden Job Strongly Disapprove	25%	(161)	34%	(223)	42%	(273)	656

Continued on next page

Table MCSP4: *Generally speaking, would you say that things in college sports are going in the right direction, or are they on the wrong track?*

Demographic	Right direction		Wrong track		Don't know / No opinion		Total N
Adults	39%	(853)	20%	(433)	42%	(914)	2200
Favorable of Biden	48%	(561)	13%	(148)	40%	(465)	1173
Unfavorable of Biden	28%	(261)	30%	(273)	42%	(391)	926
Very Favorable of Biden	52%	(315)	10%	(59)	38%	(232)	606
Somewhat Favorable of Biden	43%	(246)	16%	(89)	41%	(233)	568
Somewhat Unfavorable of Biden	35%	(87)	21%	(52)	45%	(112)	251
Very Unfavorable of Biden	26%	(174)	33%	(222)	41%	(280)	675
#1 Issue: Economy	42%	(296)	20%	(140)	39%	(277)	714
#1 Issue: Security	30%	(124)	29%	(118)	41%	(169)	411
#1 Issue: Health Care	42%	(133)	18%	(57)	40%	(124)	313
#1 Issue: Medicare / Social Security	37%	(110)	18%	(54)	45%	(134)	298
#1 Issue: Women's Issues	41%	(44)	12%	(13)	47%	(50)	106
#1 Issue: Education	48%	(44)	13%	(12)	39%	(36)	92
#1 Issue: Energy	55%	(72)	10%	(13)	35%	(46)	131
#1 Issue: Other	23%	(30)	20%	(26)	58%	(78)	135
2020 Vote: Joe Biden	45%	(464)	14%	(143)	40%	(413)	1020
2020 Vote: Donald Trump	33%	(242)	30%	(223)	37%	(277)	742
2020 Vote: Other	45%	(26)	19%	(11)	36%	(21)	57
2020 Vote: Didn't Vote	32%	(121)	15%	(56)	53%	(202)	379
2018 House Vote: Democrat	44%	(330)	17%	(125)	39%	(292)	746
2018 House Vote: Republican	35%	(204)	29%	(172)	36%	(207)	584
2018 House Vote: Someone else	33%	(19)	17%	(10)	50%	(29)	57
2016 Vote: Hillary Clinton	44%	(302)	15%	(105)	41%	(285)	693
2016 Vote: Donald Trump	36%	(235)	28%	(186)	36%	(238)	658
2016 Vote: Other	39%	(41)	19%	(21)	42%	(45)	107
2016 Vote: Didn't Vote	37%	(274)	16%	(122)	47%	(344)	740
Voted in 2014: Yes	40%	(479)	22%	(269)	38%	(464)	1212
Voted in 2014: No	38%	(374)	17%	(164)	46%	(450)	988
4-Region: Northeast	37%	(146)	18%	(72)	45%	(175)	394
4-Region: Midwest	38%	(175)	23%	(107)	39%	(180)	462
4-Region: South	39%	(317)	20%	(168)	41%	(338)	824
4-Region: West	41%	(214)	17%	(86)	42%	(220)	520

Continued on next page

Table MCSP4: Generally speaking, would you say that things in college sports are going in the right direction, or are they on the wrong track?

Demographic	Right direction		Wrong track		Don't know / No opinion		Total N
Adults	39%	(853)	20%	(433)	42%	(914)	2200
Sports Fans	48%	(727)	20%	(298)	32%	(492)	1517
Avid Sports Fans	63%	(364)	20%	(115)	18%	(102)	580
Casual Sports Fans	39%	(363)	20%	(183)	42%	(391)	937
College Football Fans	55%	(625)	19%	(219)	26%	(299)	1143
Avid College Football Fans	65%	(287)	19%	(83)	16%	(71)	441
Casual College Football Fans	48%	(338)	19%	(136)	33%	(228)	702
Fans of a Big Ten Team	54%	(172)	21%	(66)	25%	(78)	316
Fans of a Pac-12 Team	55%	(84)	20%	(31)	26%	(40)	155
Fans of an ACC Team	65%	(87)	16%	(22)	19%	(26)	135
Fans of a Big 12 Team	58%	(59)	22%	(22)	20%	(21)	102
Fans of an SEC Team	59%	(136)	19%	(45)	22%	(50)	231
Fans of a Team in Other Conf.	64%	(30)	26%	(12)	9%	(4)	46
Texas/Oklahoma Fans	66%	(264)	15%	(62)	19%	(75)	400
Big 12 Fans and Non-UT/OU	60%	(10)	22%	(4)	18%	(3)	17
Sports Fans Ages 18-34	55%	(264)	17%	(83)	28%	(133)	480
Sports Fans Ages 35-44	51%	(129)	19%	(47)	31%	(78)	254
Sports Fans Ages 45-64	47%	(228)	21%	(101)	33%	(161)	490
Sports Fans Ages 65+	36%	(106)	23%	(67)	41%	(120)	293
CFB Fans Ages 18-34	63%	(212)	17%	(58)	20%	(67)	337
CFB Fans Ages 35-44	57%	(117)	17%	(35)	25%	(51)	203
CFB Fans Ages 45-64	53%	(207)	19%	(74)	28%	(107)	388
CFB Fans Ages 65+	42%	(89)	24%	(52)	34%	(74)	215

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

Table MCSP7_1: *To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?**In general, schools moving from one college football conference to another*

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(148)	15%	(331)	57%	(1254)	9%	(190)	13%	(278)	2200
Gender: Male	10%	(105)	17%	(184)	52%	(551)	9%	(97)	12%	(125)	1062
Gender: Female	4%	(43)	13%	(147)	62%	(703)	8%	(93)	13%	(152)	1138
Age: 18-34	9%	(62)	22%	(143)	52%	(338)	7%	(44)	10%	(69)	655
Age: 35-44	9%	(33)	21%	(75)	53%	(189)	5%	(18)	12%	(42)	358
Age: 45-64	6%	(43)	12%	(91)	59%	(446)	10%	(77)	13%	(94)	751
Age: 65+	2%	(9)	5%	(22)	64%	(281)	12%	(51)	17%	(73)	436
GenZers: 1997-2012	7%	(18)	20%	(49)	53%	(127)	7%	(18)	13%	(30)	242
Millennials: 1981-1996	10%	(66)	24%	(153)	50%	(323)	6%	(41)	10%	(64)	647
GenXers: 1965-1980	7%	(38)	13%	(73)	61%	(347)	8%	(46)	12%	(68)	572
Baby Boomers: 1946-1964	4%	(25)	8%	(51)	62%	(401)	12%	(77)	15%	(98)	651
PID: Dem (no lean)	9%	(83)	17%	(159)	54%	(499)	8%	(73)	11%	(103)	916
PID: Ind (no lean)	4%	(27)	12%	(76)	63%	(409)	7%	(47)	14%	(88)	648
PID: Rep (no lean)	6%	(38)	15%	(97)	54%	(345)	11%	(70)	14%	(87)	636
PID/Gender: Dem Men	14%	(58)	19%	(81)	50%	(210)	9%	(37)	8%	(32)	417
PID/Gender: Dem Women	5%	(25)	16%	(78)	58%	(289)	7%	(36)	14%	(71)	499
PID/Gender: Ind Men	6%	(18)	15%	(49)	58%	(185)	8%	(27)	12%	(39)	318
PID/Gender: Ind Women	3%	(9)	8%	(27)	68%	(225)	6%	(21)	15%	(49)	330
PID/Gender: Rep Men	9%	(29)	17%	(54)	48%	(156)	10%	(33)	17%	(55)	327
PID/Gender: Rep Women	3%	(9)	14%	(42)	61%	(190)	12%	(36)	10%	(32)	309
Ideo: Liberal (1-3)	7%	(47)	16%	(108)	60%	(393)	7%	(46)	10%	(64)	658
Ideo: Moderate (4)	6%	(39)	15%	(96)	56%	(349)	11%	(66)	12%	(73)	623
Ideo: Conservative (5-7)	7%	(53)	16%	(117)	54%	(391)	9%	(68)	13%	(90)	719
Educ: < College	6%	(91)	14%	(206)	59%	(891)	8%	(117)	14%	(208)	1512
Educ: Bachelors degree	7%	(32)	20%	(89)	54%	(240)	9%	(40)	10%	(43)	444
Educ: Post-grad	10%	(24)	15%	(36)	50%	(123)	14%	(33)	11%	(27)	244
Income: Under 50k	6%	(73)	14%	(173)	58%	(729)	7%	(92)	15%	(184)	1250
Income: 50k-100k	7%	(48)	16%	(106)	56%	(377)	11%	(74)	10%	(69)	674
Income: 100k+	10%	(27)	19%	(52)	54%	(148)	9%	(24)	9%	(24)	276

Continued on next page

Table MCSP7_1: *To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?*

In general, schools moving from one college football conference to another

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(148)	15%	(331)	57%	(1254)	9%	(190)	13%	(278)	2200
Ethnicity: White	6%	(111)	15%	(253)	58%	(992)	9%	(150)	13%	(216)	1722
Ethnicity: Hispanic	8%	(30)	22%	(78)	48%	(169)	8%	(28)	13%	(44)	349
Ethnicity: Black	10%	(28)	15%	(40)	52%	(144)	7%	(18)	16%	(44)	274
Ethnicity: Other	4%	(9)	18%	(37)	58%	(118)	11%	(22)	9%	(18)	204
All Christian	8%	(75)	18%	(176)	53%	(529)	10%	(102)	11%	(111)	993
All Non-Christian	13%	(16)	22%	(27)	44%	(53)	10%	(13)	10%	(12)	121
Atheist	1%	(1)	22%	(21)	55%	(53)	6%	(6)	17%	(16)	96
Agnostic/Nothing in particular	5%	(32)	10%	(62)	65%	(389)	6%	(37)	13%	(78)	598
Something Else	6%	(24)	11%	(44)	59%	(230)	8%	(33)	15%	(60)	392
Religious Non-Protestant/Catholic	15%	(20)	21%	(30)	44%	(61)	10%	(14)	10%	(14)	138
Evangelical	9%	(50)	17%	(92)	50%	(265)	12%	(62)	12%	(66)	535
Non-Evangelical	5%	(44)	15%	(119)	59%	(481)	9%	(70)	13%	(103)	818
Community: Urban	11%	(76)	20%	(137)	51%	(350)	6%	(39)	13%	(89)	690
Community: Suburban	4%	(38)	14%	(140)	61%	(599)	10%	(101)	11%	(106)	985
Community: Rural	6%	(34)	10%	(54)	58%	(305)	10%	(50)	16%	(83)	526
Employ: Private Sector	9%	(60)	22%	(146)	53%	(359)	9%	(63)	7%	(45)	672
Employ: Government	12%	(13)	20%	(21)	51%	(56)	4%	(4)	13%	(15)	109
Employ: Self-Employed	10%	(20)	13%	(26)	56%	(111)	6%	(13)	15%	(29)	198
Employ: Homemaker	3%	(5)	12%	(18)	59%	(90)	11%	(16)	15%	(24)	153
Employ: Student	8%	(5)	23%	(16)	59%	(41)	1%	(1)	9%	(6)	69
Employ: Retired	4%	(21)	9%	(47)	61%	(330)	11%	(57)	15%	(83)	538
Employ: Unemployed	5%	(15)	12%	(36)	61%	(180)	7%	(22)	15%	(44)	296
Employ: Other	5%	(8)	13%	(21)	54%	(88)	8%	(14)	20%	(32)	164
Military HH: Yes	7%	(26)	17%	(59)	53%	(185)	8%	(29)	15%	(53)	351
Military HH: No	7%	(122)	15%	(272)	58%	(1069)	9%	(161)	12%	(225)	1849
RD/WT: Right Direction	10%	(91)	18%	(176)	53%	(502)	9%	(81)	11%	(102)	953
RD/WT: Wrong Track	5%	(56)	12%	(155)	60%	(751)	9%	(108)	14%	(176)	1247

Continued on next page

Table MCSP7_1: To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?

In general, schools moving from one college football conference to another

Demographic	Neither more										Total N
	Much more interested		Somewhat more interested		nor less interested		Somewhat less interested		Much less interested		
Adults	7%	(148)	15%	(331)	57%	(1254)	9%	(190)	13%	(278)	2200
Biden Job Approve	9%	(104)	17%	(197)	55%	(629)	8%	(90)	11%	(130)	1151
Biden Job Disapprove	4%	(37)	13%	(126)	59%	(559)	10%	(93)	14%	(132)	948
Biden Job Strongly Approve	14%	(76)	17%	(93)	50%	(276)	8%	(43)	12%	(66)	555
Biden Job Somewhat Approve	5%	(28)	17%	(104)	59%	(353)	8%	(47)	11%	(64)	596
Biden Job Somewhat Disapprove	4%	(12)	14%	(41)	61%	(176)	9%	(26)	12%	(36)	291
Biden Job Strongly Disapprove	4%	(25)	13%	(85)	58%	(383)	10%	(67)	15%	(96)	656
Favorable of Biden	9%	(101)	17%	(197)	56%	(660)	8%	(93)	10%	(123)	1173
Unfavorable of Biden	4%	(40)	13%	(123)	58%	(535)	10%	(90)	15%	(137)	926
Very Favorable of Biden	12%	(74)	16%	(100)	52%	(315)	7%	(43)	12%	(73)	606
Somewhat Favorable of Biden	5%	(27)	17%	(97)	61%	(345)	9%	(50)	9%	(49)	568
Somewhat Unfavorable of Biden	5%	(12)	16%	(40)	58%	(146)	7%	(18)	14%	(35)	251
Very Unfavorable of Biden	4%	(28)	12%	(84)	58%	(389)	11%	(72)	15%	(102)	675
#1 Issue: Economy	6%	(43)	17%	(123)	58%	(415)	9%	(64)	10%	(69)	714
#1 Issue: Security	5%	(22)	14%	(58)	58%	(238)	10%	(40)	13%	(52)	411
#1 Issue: Health Care	11%	(34)	14%	(44)	56%	(174)	8%	(24)	12%	(37)	313
#1 Issue: Medicare / Social Security	6%	(18)	9%	(28)	59%	(176)	10%	(30)	15%	(46)	298
#1 Issue: Women's Issues	5%	(5)	14%	(15)	60%	(64)	1%	(1)	20%	(21)	106
#1 Issue: Education	9%	(8)	25%	(23)	41%	(38)	9%	(9)	15%	(14)	92
#1 Issue: Energy	7%	(9)	24%	(31)	51%	(66)	6%	(7)	14%	(18)	131
#1 Issue: Other	6%	(8)	7%	(9)	61%	(83)	10%	(14)	16%	(21)	135
2020 Vote: Joe Biden	8%	(82)	16%	(163)	57%	(581)	7%	(73)	12%	(122)	1020
2020 Vote: Donald Trump	5%	(39)	15%	(110)	56%	(416)	11%	(81)	13%	(96)	742
2020 Vote: Other	3%	(1)	9%	(5)	70%	(40)	4%	(2)	15%	(8)	57
2020 Vote: Didn't Vote	7%	(25)	14%	(53)	57%	(216)	9%	(33)	14%	(52)	379
2018 House Vote: Democrat	8%	(63)	15%	(113)	54%	(406)	8%	(60)	14%	(104)	746
2018 House Vote: Republican	8%	(45)	16%	(93)	53%	(309)	11%	(64)	12%	(72)	584
2018 House Vote: Someone else	6%	(3)	4%	(2)	66%	(38)	8%	(4)	16%	(9)	57

Continued on next page

Table MCSP7_1: To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?

In general, schools moving from one college football conference to another

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(148)	15%	(331)	57%	(1254)	9%	(190)	13%	(278)	2200
2016 Vote: Hillary Clinton	8%	(53)	14%	(98)	57%	(395)	8%	(57)	13%	(89)	693
2016 Vote: Donald Trump	7%	(47)	15%	(100)	54%	(354)	11%	(75)	12%	(82)	658
2016 Vote: Other	4%	(4)	14%	(15)	66%	(70)	4%	(5)	12%	(13)	107
2016 Vote: Didn't Vote	6%	(43)	16%	(117)	58%	(433)	7%	(53)	13%	(94)	740
Voted in 2014: Yes	8%	(100)	14%	(171)	55%	(668)	9%	(112)	13%	(160)	1212
Voted in 2014: No	5%	(47)	16%	(160)	59%	(585)	8%	(78)	12%	(117)	988
4-Region: Northeast	7%	(29)	16%	(62)	60%	(235)	7%	(29)	10%	(38)	394
4-Region: Midwest	6%	(28)	13%	(59)	60%	(277)	9%	(42)	12%	(56)	462
4-Region: South	7%	(55)	14%	(111)	56%	(460)	9%	(72)	15%	(126)	824
4-Region: West	7%	(35)	19%	(98)	54%	(282)	9%	(46)	11%	(58)	520
Sports Fans	9%	(133)	19%	(291)	51%	(775)	10%	(147)	11%	(170)	1517
Avid Sports Fans	14%	(83)	25%	(145)	42%	(245)	9%	(51)	10%	(57)	580
Casual Sports Fans	5%	(51)	16%	(146)	57%	(530)	10%	(96)	12%	(113)	937
College Football Fans	11%	(122)	23%	(265)	47%	(537)	11%	(127)	8%	(92)	1143
Avid College Football Fans	16%	(70)	28%	(123)	36%	(160)	10%	(45)	10%	(44)	441
Casual College Football Fans	7%	(52)	20%	(142)	54%	(378)	12%	(82)	7%	(48)	702
Fans of a Big Ten Team	10%	(32)	27%	(86)	39%	(124)	15%	(47)	9%	(27)	316
Fans of a Pac-12 Team	14%	(22)	30%	(47)	44%	(68)	7%	(11)	5%	(8)	155
Fans of an ACC Team	12%	(16)	20%	(28)	54%	(73)	8%	(11)	6%	(8)	135
Fans of a Big 12 Team	16%	(16)	24%	(25)	31%	(32)	19%	(20)	9%	(9)	102
Fans of an SEC Team	7%	(17)	21%	(49)	51%	(119)	11%	(25)	9%	(22)	231
Fans of a Team in Other Conf.	11%	(5)	29%	(13)	41%	(19)	15%	(7)	4%	(2)	46
Texas/Oklahoma Fans	20%	(80)	30%	(119)	38%	(151)	7%	(29)	6%	(22)	400
Big 12 Fans and Non-UT/OU	15%	(3)	10%	(2)	20%	(3)	46%	(8)	8%	(1)	17
Sports Fans Ages 18-34	12%	(59)	25%	(122)	47%	(226)	7%	(32)	9%	(41)	480
Sports Fans Ages 35-44	11%	(28)	26%	(67)	49%	(125)	5%	(12)	9%	(22)	254
Sports Fans Ages 45-64	8%	(38)	17%	(83)	52%	(254)	12%	(56)	12%	(58)	490
Sports Fans Ages 65+	3%	(9)	7%	(19)	58%	(169)	16%	(47)	17%	(49)	293

Continued on next page

Table MCSP7_1: *To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?*

In general, schools moving from one college football conference to another

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Total N
Adults	7%	(148)	15%	(331)	57%	(1254)	9%	(190)	13%	(278)	2200
CFB Fans Ages 18-34	16%	(53)	31%	(106)	39%	(132)	8%	(26)	6%	(20)	337
CFB Fans Ages 35-44	15%	(30)	32%	(66)	42%	(85)	4%	(9)	6%	(13)	203
CFB Fans Ages 45-64	9%	(33)	19%	(75)	51%	(197)	13%	(49)	9%	(34)	388
CFB Fans Ages 65+	3%	(6)	9%	(19)	57%	(123)	20%	(43)	11%	(24)	215

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

Table MCSP7_2: *To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?
Specifically, Texas and Oklahoma moving from the Big 12 to the SEC*

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(173)	15%	(341)	58%	(1268)	7%	(149)	12%	(270)	2200
Gender: Male	11%	(119)	20%	(208)	50%	(532)	8%	(80)	11%	(121)	1062
Gender: Female	5%	(54)	12%	(132)	65%	(735)	6%	(68)	13%	(149)	1138
Age: 18-34	10%	(64)	22%	(143)	50%	(330)	7%	(45)	11%	(73)	655
Age: 35-44	10%	(35)	19%	(69)	54%	(195)	4%	(15)	12%	(44)	358
Age: 45-64	8%	(61)	13%	(96)	61%	(456)	7%	(52)	11%	(86)	751
Age: 65+	3%	(13)	7%	(32)	66%	(287)	8%	(37)	15%	(67)	436
GenZers: 1997-2012	7%	(16)	19%	(46)	57%	(138)	6%	(15)	12%	(28)	242
Millennials: 1981-1996	11%	(73)	24%	(155)	47%	(307)	6%	(39)	11%	(73)	647
GenXers: 1965-1980	9%	(49)	11%	(62)	64%	(364)	6%	(32)	11%	(65)	572
Baby Boomers: 1946-1964	5%	(31)	11%	(74)	61%	(399)	9%	(57)	14%	(89)	651
PID: Dem (no lean)	10%	(92)	16%	(148)	57%	(519)	6%	(57)	11%	(99)	916
PID: Ind (no lean)	5%	(35)	12%	(80)	62%	(400)	7%	(45)	14%	(88)	648
PID: Rep (no lean)	7%	(46)	18%	(112)	55%	(349)	7%	(46)	13%	(82)	636
PID/Gender: Dem Men	15%	(65)	20%	(85)	48%	(201)	8%	(33)	8%	(34)	417
PID/Gender: Dem Women	6%	(28)	13%	(63)	64%	(318)	5%	(24)	13%	(66)	499
PID/Gender: Ind Men	7%	(22)	16%	(52)	57%	(182)	6%	(21)	13%	(40)	318
PID/Gender: Ind Women	4%	(12)	8%	(28)	66%	(217)	8%	(25)	14%	(48)	330
PID/Gender: Rep Men	10%	(33)	22%	(71)	46%	(149)	8%	(27)	14%	(47)	327
PID/Gender: Rep Women	4%	(13)	13%	(41)	65%	(200)	6%	(19)	11%	(35)	309
Ideo: Liberal (1-3)	10%	(64)	16%	(108)	60%	(393)	6%	(41)	8%	(53)	658
Ideo: Moderate (4)	7%	(41)	15%	(96)	60%	(372)	6%	(38)	12%	(76)	623
Ideo: Conservative (5-7)	8%	(59)	18%	(131)	54%	(387)	8%	(58)	12%	(85)	719
Educ: < College	7%	(104)	14%	(208)	59%	(895)	7%	(106)	13%	(200)	1512
Educ: Bachelors degree	10%	(46)	20%	(90)	54%	(241)	6%	(26)	9%	(41)	444
Educ: Post-grad	10%	(23)	18%	(43)	54%	(133)	7%	(17)	12%	(28)	244
Income: Under 50k	7%	(83)	13%	(165)	59%	(740)	7%	(85)	14%	(177)	1250
Income: 50k-100k	8%	(53)	18%	(123)	56%	(380)	7%	(47)	11%	(71)	674
Income: 100k+	13%	(36)	19%	(53)	54%	(148)	6%	(17)	8%	(22)	276

Continued on next page

Table MCSP7_2: To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?

Specifically, Texas and Oklahoma moving from the Big 12 to the SEC

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(173)	15%	(341)	58%	(1268)	7%	(149)	12%	(270)	2200
Ethnicity: White	7%	(127)	15%	(256)	60%	(1027)	6%	(108)	12%	(204)	1722
Ethnicity: Hispanic	8%	(27)	23%	(79)	50%	(175)	5%	(19)	14%	(50)	349
Ethnicity: Black	13%	(36)	17%	(46)	46%	(127)	10%	(27)	14%	(38)	274
Ethnicity: Other	5%	(9)	19%	(39)	56%	(114)	7%	(14)	14%	(28)	204
All Christian	8%	(81)	17%	(170)	57%	(561)	6%	(61)	12%	(120)	993
All Non-Christian	21%	(25)	22%	(27)	39%	(47)	7%	(8)	12%	(15)	121
Atheist	2%	(2)	15%	(14)	66%	(63)	7%	(7)	11%	(10)	96
Agnostic/Nothing in particular	6%	(35)	13%	(78)	63%	(379)	6%	(38)	11%	(68)	598
Something Else	8%	(30)	13%	(52)	55%	(217)	9%	(34)	15%	(58)	392
Religious Non-Protestant/Catholic	21%	(29)	21%	(29)	40%	(55)	6%	(8)	12%	(17)	138
Evangelical	10%	(53)	18%	(95)	50%	(269)	10%	(54)	12%	(64)	535
Non-Evangelical	6%	(53)	14%	(117)	61%	(496)	5%	(41)	14%	(111)	818
Community: Urban	11%	(76)	20%	(135)	52%	(358)	5%	(34)	12%	(86)	690
Community: Suburban	5%	(52)	15%	(143)	63%	(616)	7%	(74)	10%	(99)	985
Community: Rural	8%	(44)	12%	(62)	56%	(294)	8%	(41)	16%	(85)	526
Employ: Private Sector	11%	(75)	20%	(135)	54%	(364)	7%	(48)	8%	(51)	672
Employ: Government	12%	(13)	21%	(23)	50%	(55)	4%	(4)	13%	(15)	109
Employ: Self-Employed	12%	(24)	15%	(30)	54%	(107)	4%	(8)	14%	(28)	198
Employ: Homemaker	7%	(10)	10%	(16)	61%	(94)	10%	(15)	12%	(18)	153
Employ: Student	8%	(6)	19%	(13)	58%	(40)	6%	(4)	9%	(6)	69
Employ: Retired	4%	(24)	11%	(60)	63%	(339)	7%	(36)	15%	(80)	538
Employ: Unemployed	6%	(16)	12%	(34)	62%	(183)	8%	(24)	13%	(39)	296
Employ: Other	3%	(4)	19%	(30)	53%	(86)	6%	(9)	21%	(34)	164
Military HH: Yes	8%	(30)	17%	(60)	53%	(187)	8%	(29)	13%	(46)	351
Military HH: No	8%	(143)	15%	(280)	58%	(1081)	6%	(120)	12%	(224)	1849
RD/WT: Right Direction	11%	(101)	18%	(174)	54%	(515)	6%	(60)	11%	(102)	953
RD/WT: Wrong Track	6%	(72)	13%	(166)	60%	(752)	7%	(89)	13%	(168)	1247

Continued on next page

Table MCSP7_2: *To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?
Specifically, Texas and Oklahoma moving from the Big 12 to the SEC*

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Total N
Adults	8%	(173)	15%	(341)	58%	(1268)	7%	(149)	12%	(270)	2200
Biden Job Approve	10%	(113)	17%	(200)	55%	(633)	7%	(79)	11%	(126)	1151
Biden Job Disapprove	6%	(56)	14%	(135)	60%	(567)	7%	(63)	13%	(126)	948
Biden Job Strongly Approve	15%	(82)	17%	(94)	52%	(288)	5%	(30)	11%	(61)	555
Biden Job Somewhat Approve	5%	(31)	18%	(106)	58%	(345)	8%	(49)	11%	(65)	596
Biden Job Somewhat Disapprove	7%	(20)	15%	(45)	63%	(182)	6%	(16)	10%	(28)	291
Biden Job Strongly Disapprove	5%	(36)	14%	(91)	59%	(385)	7%	(47)	15%	(98)	656
Favorable of Biden	10%	(112)	17%	(195)	57%	(665)	7%	(79)	10%	(122)	1173
Unfavorable of Biden	6%	(52)	14%	(132)	60%	(552)	7%	(63)	14%	(126)	926
Very Favorable of Biden	14%	(82)	16%	(96)	53%	(321)	6%	(34)	12%	(71)	606
Somewhat Favorable of Biden	5%	(30)	17%	(99)	61%	(344)	8%	(45)	9%	(51)	568
Somewhat Unfavorable of Biden	7%	(17)	15%	(36)	64%	(160)	5%	(13)	10%	(25)	251
Very Unfavorable of Biden	5%	(36)	14%	(95)	58%	(392)	8%	(51)	15%	(101)	675
#1 Issue: Economy	7%	(49)	19%	(135)	60%	(427)	6%	(43)	8%	(59)	714
#1 Issue: Security	7%	(30)	15%	(60)	57%	(235)	8%	(34)	12%	(51)	411
#1 Issue: Health Care	12%	(37)	18%	(56)	54%	(168)	3%	(8)	14%	(43)	313
#1 Issue: Medicare / Social Security	7%	(20)	10%	(31)	59%	(177)	10%	(29)	14%	(41)	298
#1 Issue: Women's Issues	7%	(8)	16%	(17)	56%	(60)	5%	(5)	16%	(17)	106
#1 Issue: Education	10%	(9)	17%	(15)	50%	(46)	8%	(7)	16%	(14)	92
#1 Issue: Energy	9%	(11)	17%	(23)	47%	(62)	11%	(14)	16%	(22)	131
#1 Issue: Other	6%	(8)	2%	(3)	69%	(92)	6%	(8)	17%	(22)	135
2020 Vote: Joe Biden	10%	(101)	14%	(147)	58%	(593)	6%	(64)	11%	(114)	1020
2020 Vote: Donald Trump	6%	(43)	18%	(135)	57%	(420)	7%	(50)	13%	(93)	742
2020 Vote: Other	8%	(5)	10%	(6)	63%	(36)	6%	(3)	13%	(8)	57
2020 Vote: Didn't Vote	6%	(24)	14%	(52)	57%	(217)	8%	(31)	15%	(55)	379
2018 House Vote: Democrat	10%	(71)	15%	(111)	57%	(423)	7%	(50)	12%	(91)	746
2018 House Vote: Republican	9%	(50)	19%	(110)	53%	(308)	7%	(42)	12%	(72)	584
2018 House Vote: Someone else	4%	(2)	14%	(8)	61%	(35)	3%	(2)	18%	(10)	57

Continued on next page

Table MCSP7_2: To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?

Specifically, Texas and Oklahoma moving from the Big 12 to the SEC

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Total N
Adults	8%	(173)	15%	(341)	58%	(1268)	7%	(149)	12%	(270)	2200
2016 Vote: Hillary Clinton	9%	(66)	12%	(86)	60%	(415)	6%	(44)	12%	(82)	693
2016 Vote: Donald Trump	9%	(56)	19%	(123)	53%	(349)	8%	(50)	12%	(81)	658
2016 Vote: Other	4%	(4)	11%	(12)	65%	(69)	6%	(7)	14%	(15)	107
2016 Vote: Didn't Vote	6%	(46)	16%	(119)	59%	(434)	6%	(48)	12%	(92)	740
Voted in 2014: Yes	9%	(114)	14%	(175)	57%	(694)	7%	(79)	12%	(150)	1212
Voted in 2014: No	6%	(59)	17%	(166)	58%	(574)	7%	(69)	12%	(120)	988
4-Region: Northeast	7%	(28)	16%	(62)	61%	(239)	6%	(22)	11%	(43)	394
4-Region: Midwest	7%	(33)	12%	(55)	62%	(285)	9%	(40)	11%	(50)	462
4-Region: South	10%	(80)	16%	(129)	55%	(452)	6%	(52)	14%	(111)	824
4-Region: West	6%	(32)	18%	(95)	56%	(292)	7%	(35)	13%	(66)	520
Sports Fans	10%	(155)	20%	(303)	52%	(789)	8%	(115)	10%	(155)	1517
Avid Sports Fans	18%	(104)	26%	(149)	40%	(234)	8%	(49)	8%	(45)	580
Casual Sports Fans	5%	(51)	16%	(155)	59%	(555)	7%	(66)	12%	(110)	937
College Football Fans	13%	(152)	24%	(278)	48%	(544)	8%	(88)	7%	(82)	1143
Avid College Football Fans	21%	(94)	28%	(122)	34%	(150)	9%	(41)	8%	(34)	441
Casual College Football Fans	8%	(58)	22%	(155)	56%	(394)	7%	(48)	7%	(48)	702
Fans of a Big Ten Team	11%	(34)	23%	(74)	48%	(151)	10%	(30)	8%	(26)	316
Fans of a Pac-12 Team	14%	(22)	28%	(43)	47%	(72)	4%	(6)	8%	(12)	155
Fans of an ACC Team	17%	(22)	27%	(36)	45%	(61)	6%	(9)	5%	(7)	135
Fans of a Big 12 Team	18%	(18)	27%	(28)	31%	(32)	15%	(16)	8%	(9)	102
Fans of an SEC Team	16%	(37)	26%	(60)	43%	(99)	9%	(20)	6%	(14)	231
Fans of a Team in Other Conf.	20%	(9)	27%	(12)	43%	(20)	9%	(4)	2%	(1)	46
Texas/Oklahoma Fans	26%	(104)	32%	(127)	33%	(133)	7%	(26)	2%	(9)	400
Big 12 Fans and Non-UT/OU	13%	(2)	12%	(2)	23%	(4)	38%	(7)	13%	(2)	17
Sports Fans Ages 18-34	12%	(58)	27%	(129)	45%	(218)	7%	(33)	9%	(42)	480
Sports Fans Ages 35-44	13%	(32)	24%	(61)	52%	(132)	4%	(10)	7%	(18)	254
Sports Fans Ages 45-64	11%	(52)	17%	(85)	54%	(265)	7%	(35)	11%	(52)	490
Sports Fans Ages 65+	4%	(12)	10%	(28)	60%	(174)	12%	(36)	14%	(42)	293

Continued on next page

Table MCSP7_2: *To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?
Specifically, Texas and Oklahoma moving from the Big 12 to the SEC*

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Total N
Adults	8%	(173)	15%	(341)	58%	(1268)	7%	(149)	12%	(270)	2200
CFB Fans Ages 18-34	17%	(56)	34%	(114)	36%	(122)	7%	(24)	6%	(22)	337
CFB Fans Ages 35-44	17%	(35)	27%	(55)	45%	(91)	5%	(10)	6%	(12)	203
CFB Fans Ages 45-64	13%	(51)	21%	(81)	53%	(204)	7%	(27)	7%	(26)	388
CFB Fans Ages 65+	5%	(10)	13%	(28)	59%	(127)	13%	(27)	10%	(22)	215

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

Table MCSP7_3: *To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?*

A wider variety of teams having a chance to qualify for the the College Football Playoff

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	13%	(287)	25%	(557)	47%	(1037)	5%	(104)	10%	(215)	2200
Gender: Male	19%	(202)	29%	(313)	38%	(401)	5%	(54)	9%	(92)	1062
Gender: Female	7%	(85)	21%	(244)	56%	(636)	4%	(49)	11%	(124)	1138
Age: 18-34	16%	(106)	26%	(171)	43%	(279)	6%	(40)	9%	(59)	655
Age: 35-44	14%	(49)	28%	(101)	46%	(165)	3%	(11)	9%	(32)	358
Age: 45-64	12%	(91)	24%	(178)	50%	(377)	5%	(36)	9%	(71)	751
Age: 65+	10%	(42)	25%	(107)	50%	(217)	4%	(17)	12%	(54)	436
GenZers: 1997-2012	15%	(36)	26%	(63)	44%	(107)	6%	(13)	9%	(23)	242
Millennials: 1981-1996	16%	(103)	27%	(176)	43%	(279)	5%	(33)	9%	(57)	647
GenXers: 1965-1980	12%	(71)	24%	(136)	50%	(284)	5%	(29)	9%	(53)	572
Baby Boomers: 1946-1964	11%	(70)	26%	(166)	49%	(321)	4%	(27)	10%	(66)	651
PID: Dem (no lean)	15%	(141)	26%	(241)	46%	(418)	4%	(40)	8%	(78)	916
PID: Ind (no lean)	11%	(68)	25%	(160)	50%	(321)	5%	(33)	10%	(65)	648
PID: Rep (no lean)	12%	(78)	25%	(156)	47%	(298)	5%	(30)	11%	(73)	636
PID/Gender: Dem Men	21%	(89)	32%	(133)	37%	(156)	4%	(19)	5%	(21)	417
PID/Gender: Dem Women	10%	(51)	22%	(107)	53%	(262)	4%	(21)	11%	(57)	499
PID/Gender: Ind Men	18%	(56)	29%	(93)	39%	(123)	5%	(17)	9%	(28)	318
PID/Gender: Ind Women	4%	(12)	20%	(67)	60%	(198)	5%	(16)	11%	(37)	330
PID/Gender: Rep Men	17%	(56)	27%	(87)	37%	(122)	6%	(19)	13%	(43)	327
PID/Gender: Rep Women	7%	(22)	22%	(69)	57%	(176)	4%	(12)	10%	(30)	309
Ideo: Liberal (1-3)	16%	(104)	28%	(184)	46%	(305)	3%	(18)	7%	(47)	658
Ideo: Moderate (4)	12%	(73)	24%	(152)	49%	(305)	5%	(29)	10%	(64)	623
Ideo: Conservative (5-7)	13%	(96)	27%	(196)	44%	(320)	6%	(42)	9%	(67)	719
Educ: < College	12%	(185)	23%	(348)	49%	(738)	5%	(74)	11%	(168)	1512
Educ: Bachelors degree	16%	(69)	30%	(131)	43%	(193)	4%	(19)	7%	(31)	444
Educ: Post-grad	14%	(33)	32%	(77)	44%	(107)	4%	(10)	7%	(17)	244
Income: Under 50k	12%	(150)	22%	(281)	49%	(610)	5%	(58)	12%	(152)	1250
Income: 50k-100k	13%	(89)	29%	(195)	45%	(305)	6%	(39)	7%	(46)	674
Income: 100k+	17%	(48)	29%	(81)	44%	(122)	2%	(7)	7%	(18)	276

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Table MCSP7_3: *To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?*

A wider variety of teams having a chance to qualify for the the College Football Playoff

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Total N
Adults	13%	(287)	25%	(557)	47%	(1037)	5%	(104)	10%	(215)	2200
Ethnicity: White	12%	(204)	25%	(439)	48%	(830)	4%	(76)	10%	(173)	1722
Ethnicity: Hispanic	14%	(49)	28%	(97)	40%	(141)	7%	(23)	11%	(39)	349
Ethnicity: Black	20%	(54)	21%	(57)	44%	(119)	5%	(15)	10%	(29)	274
Ethnicity: Other	14%	(28)	30%	(61)	43%	(88)	6%	(13)	7%	(14)	204
All Christian	15%	(151)	29%	(289)	43%	(431)	3%	(33)	9%	(89)	993
All Non-Christian	16%	(19)	31%	(38)	35%	(43)	9%	(11)	9%	(11)	121
Atheist	15%	(14)	16%	(15)	55%	(53)	1%	(1)	13%	(12)	96
Agnostic/Nothing in particular	11%	(63)	21%	(128)	54%	(320)	4%	(27)	10%	(60)	598
Something Else	10%	(39)	22%	(86)	49%	(190)	8%	(33)	11%	(43)	392
Religious Non-Protestant/Catholic	16%	(22)	31%	(43)	36%	(50)	9%	(12)	8%	(12)	138
Evangelical	16%	(86)	22%	(118)	45%	(238)	7%	(35)	11%	(57)	535
Non-Evangelical	12%	(98)	30%	(245)	46%	(373)	3%	(28)	9%	(74)	818
Community: Urban	17%	(120)	26%	(177)	42%	(291)	4%	(27)	11%	(75)	690
Community: Suburban	10%	(103)	27%	(268)	50%	(490)	5%	(50)	8%	(74)	985
Community: Rural	12%	(64)	21%	(112)	49%	(256)	5%	(26)	13%	(67)	526
Employ: Private Sector	18%	(124)	28%	(188)	43%	(290)	5%	(35)	5%	(36)	672
Employ: Government	9%	(10)	31%	(33)	41%	(45)	5%	(6)	15%	(16)	109
Employ: Self-Employed	15%	(29)	28%	(56)	40%	(80)	6%	(13)	10%	(20)	198
Employ: Homemaker	9%	(13)	26%	(40)	52%	(79)	5%	(7)	9%	(13)	153
Employ: Student	12%	(8)	26%	(18)	49%	(34)	5%	(4)	8%	(5)	69
Employ: Retired	11%	(57)	25%	(133)	50%	(266)	4%	(19)	12%	(63)	538
Employ: Unemployed	9%	(27)	18%	(53)	58%	(171)	5%	(14)	11%	(31)	296
Employ: Other	12%	(19)	21%	(35)	44%	(72)	4%	(7)	19%	(31)	164
Military HH: Yes	12%	(41)	30%	(106)	41%	(143)	3%	(11)	14%	(49)	351
Military HH: No	13%	(246)	24%	(451)	48%	(894)	5%	(92)	9%	(166)	1849
RD/WT: Right Direction	15%	(145)	28%	(265)	44%	(419)	5%	(47)	8%	(77)	953
RD/WT: Wrong Track	11%	(142)	23%	(292)	50%	(618)	5%	(57)	11%	(139)	1247

Continued on next page

Table MCSP7_3: *To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?*

A wider variety of teams having a chance to qualify for the the College Football Playoff

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Total N
Adults	13%	(287)	25%	(557)	47%	(1037)	5%	(104)	10%	(215)	2200
Biden Job Approve	15%	(168)	27%	(316)	44%	(506)	5%	(57)	9%	(104)	1151
Biden Job Disapprove	12%	(111)	23%	(221)	50%	(474)	4%	(41)	11%	(101)	948
Biden Job Strongly Approve	19%	(103)	27%	(151)	42%	(232)	3%	(18)	9%	(50)	555
Biden Job Somewhat Approve	11%	(65)	28%	(165)	46%	(274)	6%	(38)	9%	(53)	596
Biden Job Somewhat Disapprove	12%	(36)	25%	(72)	50%	(144)	5%	(13)	9%	(26)	291
Biden Job Strongly Disapprove	11%	(74)	23%	(149)	50%	(330)	4%	(28)	11%	(75)	656
Favorable of Biden	15%	(177)	27%	(319)	45%	(531)	5%	(53)	8%	(93)	1173
Unfavorable of Biden	11%	(102)	23%	(215)	49%	(455)	5%	(44)	12%	(109)	926
Very Favorable of Biden	18%	(109)	26%	(160)	42%	(256)	4%	(23)	9%	(57)	606
Somewhat Favorable of Biden	12%	(68)	28%	(159)	48%	(275)	5%	(30)	6%	(36)	568
Somewhat Unfavorable of Biden	10%	(26)	23%	(58)	51%	(128)	4%	(9)	12%	(29)	251
Very Unfavorable of Biden	11%	(76)	23%	(157)	49%	(328)	5%	(34)	12%	(80)	675
#1 Issue: Economy	13%	(93)	28%	(199)	48%	(340)	4%	(31)	7%	(51)	714
#1 Issue: Security	10%	(40)	25%	(103)	49%	(203)	5%	(22)	10%	(43)	411
#1 Issue: Health Care	18%	(57)	22%	(70)	45%	(142)	5%	(16)	9%	(28)	313
#1 Issue: Medicare / Social Security	10%	(31)	26%	(76)	46%	(137)	6%	(19)	12%	(35)	298
#1 Issue: Women's Issues	9%	(9)	25%	(26)	50%	(54)	4%	(4)	12%	(13)	106
#1 Issue: Education	16%	(15)	23%	(21)	45%	(42)	3%	(3)	13%	(12)	92
#1 Issue: Energy	20%	(26)	30%	(40)	34%	(44)	2%	(2)	14%	(18)	131
#1 Issue: Other	12%	(16)	16%	(21)	56%	(76)	5%	(6)	12%	(16)	135
2020 Vote: Joe Biden	16%	(158)	26%	(265)	46%	(474)	4%	(42)	8%	(82)	1020
2020 Vote: Donald Trump	12%	(88)	25%	(188)	48%	(355)	4%	(31)	11%	(80)	742
2020 Vote: Other	10%	(6)	26%	(15)	43%	(24)	11%	(6)	10%	(6)	57
2020 Vote: Didn't Vote	9%	(35)	23%	(88)	48%	(183)	6%	(24)	13%	(48)	379
2018 House Vote: Democrat	16%	(123)	26%	(197)	44%	(330)	3%	(26)	10%	(72)	746
2018 House Vote: Republican	15%	(86)	27%	(157)	43%	(251)	4%	(22)	11%	(67)	584
2018 House Vote: Someone else	7%	(4)	19%	(11)	51%	(29)	9%	(5)	14%	(8)	57

Continued on next page

Table MCSP7_3: To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?

A wider variety of teams having a chance to qualify for the the College Football Playoff

Demographic	Neither more										Total N
	Much more interested		Somewhat more interested		nor less interested		Somewhat less interested		Much less interested		
Adults	13%	(287)	25%	(557)	47%	(1037)	5%	(104)	10%	(215)	2200
2016 Vote: Hillary Clinton	16%	(110)	23%	(158)	49%	(337)	4%	(24)	9%	(62)	693
2016 Vote: Donald Trump	13%	(86)	28%	(185)	44%	(293)	5%	(31)	10%	(64)	658
2016 Vote: Other	16%	(17)	23%	(24)	51%	(55)	4%	(4)	6%	(6)	107
2016 Vote: Didn't Vote	10%	(73)	26%	(189)	47%	(351)	6%	(44)	11%	(83)	740
Voted in 2014: Yes	16%	(190)	26%	(318)	45%	(544)	3%	(39)	10%	(121)	1212
Voted in 2014: No	10%	(97)	24%	(238)	50%	(494)	7%	(65)	10%	(94)	988
4-Region: Northeast	15%	(58)	25%	(99)	49%	(194)	3%	(12)	8%	(30)	394
4-Region: Midwest	14%	(63)	23%	(106)	50%	(233)	6%	(27)	7%	(34)	462
4-Region: South	13%	(106)	25%	(210)	46%	(378)	5%	(37)	11%	(92)	824
4-Region: West	11%	(60)	27%	(142)	45%	(233)	5%	(27)	11%	(59)	520
Sports Fans	17%	(259)	33%	(496)	38%	(579)	4%	(65)	8%	(119)	1517
Avid Sports Fans	31%	(180)	35%	(206)	26%	(148)	4%	(24)	4%	(22)	580
Casual Sports Fans	8%	(79)	31%	(290)	46%	(430)	4%	(40)	10%	(97)	937
College Football Fans	21%	(242)	37%	(426)	33%	(375)	5%	(55)	4%	(46)	1143
Avid College Football Fans	32%	(141)	38%	(169)	22%	(96)	5%	(20)	3%	(15)	441
Casual College Football Fans	14%	(101)	37%	(257)	40%	(278)	5%	(35)	4%	(31)	702
Fans of a Big Ten Team	24%	(76)	39%	(124)	29%	(92)	6%	(18)	2%	(7)	316
Fans of a Pac-12 Team	21%	(32)	42%	(64)	31%	(48)	3%	(5)	3%	(5)	155
Fans of an ACC Team	26%	(35)	40%	(54)	30%	(40)	4%	(5)	1%	(1)	135
Fans of a Big 12 Team	25%	(26)	37%	(38)	27%	(28)	6%	(6)	5%	(5)	102
Fans of an SEC Team	17%	(38)	43%	(100)	29%	(68)	6%	(14)	5%	(11)	231
Fans of a Team in Other Conf.	22%	(10)	34%	(16)	34%	(16)	8%	(4)	2%	(1)	46
Texas/Oklahoma Fans	26%	(105)	39%	(157)	28%	(112)	4%	(15)	3%	(12)	400
Big 12 Fans and Non-UT/OU	26%	(4)	47%	(8)	15%	(3)	8%	(1)	4%	(1)	17
Sports Fans Ages 18-34	19%	(92)	32%	(152)	36%	(174)	6%	(29)	7%	(33)	480
Sports Fans Ages 35-44	17%	(43)	36%	(92)	38%	(95)	3%	(8)	6%	(16)	254
Sports Fans Ages 45-64	17%	(86)	31%	(151)	40%	(198)	3%	(15)	8%	(40)	490
Sports Fans Ages 65+	13%	(39)	35%	(101)	38%	(111)	4%	(13)	10%	(29)	293

Continued on next page

Table MCSP7_3: To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?

A wider variety of teams having a chance to qualify for the the College Football Playoff

Demographic	Much more interested	Somewhat more interested	Neither more nor less interested	Somewhat less interested	Much less interested	Total N
Adults	13% (287)	25% (557)	47% (1037)	5% (104)	10% (215)	2200
CFB Fans Ages 18-34	26% (88)	33% (111)	30% (100)	8% (25)	4% (13)	337
CFB Fans Ages 35-44	20% (41)	40% (82)	32% (65)	3% (7)	4% (8)	203
CFB Fans Ages 45-64	20% (78)	37% (143)	35% (136)	4% (17)	4% (15)	388
CFB Fans Ages 65+	16% (35)	42% (90)	34% (74)	3% (6)	5% (10)	215

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

Table MCSP7_4: To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?

Expanding the College Football Playoff from four teams to twelve teams

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	12%	(275)	22%	(475)	50%	(1092)	6%	(121)	11%	(237)	2200
Gender: Male	19%	(203)	26%	(276)	40%	(425)	6%	(60)	9%	(98)	1062
Gender: Female	6%	(72)	17%	(199)	59%	(667)	5%	(61)	12%	(139)	1138
Age: 18-34	15%	(95)	23%	(152)	46%	(302)	7%	(46)	9%	(60)	655
Age: 35-44	13%	(46)	27%	(96)	46%	(165)	5%	(18)	9%	(33)	358
Age: 45-64	13%	(98)	19%	(142)	53%	(396)	5%	(38)	10%	(77)	751
Age: 65+	8%	(36)	19%	(85)	52%	(228)	4%	(19)	16%	(68)	436
GenZers: 1997-2012	11%	(27)	24%	(59)	44%	(105)	10%	(25)	11%	(26)	242
Millennials: 1981-1996	15%	(97)	24%	(158)	48%	(309)	5%	(30)	8%	(53)	647
GenXers: 1965-1980	14%	(78)	20%	(112)	51%	(291)	6%	(34)	10%	(56)	572
Baby Boomers: 1946-1964	10%	(63)	21%	(136)	52%	(338)	4%	(28)	13%	(86)	651
PID: Dem (no lean)	14%	(127)	23%	(207)	48%	(443)	5%	(50)	10%	(90)	916
PID: Ind (no lean)	11%	(68)	19%	(122)	54%	(349)	4%	(28)	12%	(80)	648
PID: Rep (no lean)	13%	(80)	23%	(145)	47%	(300)	7%	(43)	11%	(67)	636
PID/Gender: Dem Men	22%	(93)	27%	(111)	40%	(166)	5%	(21)	6%	(26)	417
PID/Gender: Dem Women	7%	(34)	19%	(96)	55%	(277)	6%	(29)	13%	(64)	499
PID/Gender: Ind Men	17%	(53)	25%	(78)	44%	(141)	3%	(11)	11%	(35)	318
PID/Gender: Ind Women	5%	(15)	13%	(44)	63%	(208)	5%	(17)	14%	(45)	330
PID/Gender: Rep Men	18%	(58)	27%	(87)	36%	(118)	8%	(28)	11%	(37)	327
PID/Gender: Rep Women	7%	(23)	19%	(59)	59%	(182)	5%	(15)	10%	(31)	309
Ideo: Liberal (1-3)	14%	(92)	23%	(152)	51%	(335)	5%	(34)	7%	(46)	658
Ideo: Moderate (4)	12%	(76)	20%	(127)	51%	(315)	6%	(37)	11%	(69)	623
Ideo: Conservative (5-7)	13%	(93)	25%	(181)	46%	(331)	6%	(44)	10%	(70)	719
Educ: < College	12%	(177)	19%	(292)	51%	(775)	5%	(83)	12%	(185)	1512
Educ: Bachelors degree	15%	(67)	26%	(115)	47%	(208)	5%	(22)	7%	(31)	444
Educ: Post-grad	12%	(30)	28%	(67)	45%	(109)	7%	(17)	9%	(21)	244
Income: Under 50k	11%	(132)	20%	(245)	51%	(640)	5%	(66)	13%	(168)	1250
Income: 50k-100k	14%	(92)	25%	(168)	47%	(316)	7%	(44)	8%	(54)	674
Income: 100k+	19%	(51)	23%	(63)	49%	(135)	4%	(11)	6%	(16)	276

Continued on next page

Table MCSP7_4: *To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?*

Expanding the College Football Playoff from four teams to twelve teams

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Total N
Adults	12%	(275)	22%	(475)	50%	(1092)	6%	(121)	11%	(237)	2200
Ethnicity: White	12%	(203)	22%	(371)	51%	(878)	5%	(92)	10%	(179)	1722
Ethnicity: Hispanic	10%	(36)	28%	(98)	41%	(143)	10%	(34)	11%	(39)	349
Ethnicity: Black	17%	(47)	19%	(51)	44%	(120)	6%	(17)	14%	(39)	274
Ethnicity: Other	12%	(25)	26%	(53)	46%	(94)	6%	(13)	10%	(20)	204
All Christian	15%	(150)	23%	(233)	47%	(465)	5%	(52)	9%	(94)	993
All Non-Christian	14%	(16)	31%	(38)	36%	(43)	8%	(9)	12%	(14)	121
Atheist	6%	(6)	18%	(17)	55%	(53)	11%	(11)	10%	(9)	96
Agnostic/Nothing in particular	10%	(57)	19%	(111)	57%	(338)	5%	(29)	11%	(63)	598
Something Else	12%	(45)	19%	(76)	49%	(192)	5%	(21)	15%	(57)	392
Religious Non-Protestant/Catholic	15%	(21)	30%	(41)	38%	(52)	7%	(9)	11%	(15)	138
Evangelical	15%	(80)	22%	(116)	47%	(252)	6%	(30)	11%	(57)	535
Non-Evangelical	13%	(108)	23%	(184)	48%	(394)	5%	(41)	11%	(91)	818
Community: Urban	16%	(112)	24%	(166)	43%	(298)	5%	(34)	12%	(80)	690
Community: Suburban	10%	(103)	21%	(209)	53%	(525)	6%	(58)	9%	(90)	985
Community: Rural	11%	(60)	19%	(101)	51%	(268)	6%	(29)	13%	(67)	526
Employ: Private Sector	17%	(117)	24%	(162)	48%	(319)	6%	(40)	5%	(34)	672
Employ: Government	12%	(13)	28%	(30)	40%	(44)	9%	(10)	12%	(13)	109
Employ: Self-Employed	14%	(27)	27%	(53)	42%	(84)	9%	(17)	9%	(17)	198
Employ: Homemaker	11%	(17)	16%	(24)	56%	(85)	7%	(10)	11%	(17)	153
Employ: Student	7%	(5)	23%	(16)	52%	(36)	7%	(5)	11%	(7)	69
Employ: Retired	11%	(59)	19%	(103)	53%	(284)	3%	(16)	14%	(76)	538
Employ: Unemployed	9%	(26)	18%	(52)	57%	(167)	5%	(16)	12%	(35)	296
Employ: Other	8%	(12)	21%	(35)	44%	(73)	4%	(7)	23%	(37)	164
Military HH: Yes	14%	(50)	25%	(88)	42%	(149)	5%	(18)	13%	(46)	351
Military HH: No	12%	(225)	21%	(387)	51%	(943)	6%	(104)	10%	(191)	1849
RD/WT: Right Direction	14%	(129)	24%	(224)	48%	(458)	5%	(49)	10%	(93)	953
RD/WT: Wrong Track	12%	(146)	20%	(251)	51%	(634)	6%	(72)	12%	(144)	1247

Continued on next page

Table MCSP7_4: To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?
Expanding the College Football Playoff from four teams to twelve teams

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Total N
Adults	12%	(275)	22%	(475)	50%	(1092)	6%	(121)	11%	(237)	2200
Biden Job Approve	14%	(156)	24%	(273)	48%	(547)	5%	(63)	10%	(111)	1151
Biden Job Disapprove	12%	(111)	20%	(191)	51%	(484)	6%	(53)	11%	(108)	948
Biden Job Strongly Approve	18%	(101)	21%	(117)	45%	(252)	6%	(34)	9%	(51)	555
Biden Job Somewhat Approve	9%	(55)	26%	(156)	50%	(295)	5%	(29)	10%	(61)	596
Biden Job Somewhat Disapprove	13%	(38)	18%	(52)	54%	(157)	5%	(16)	10%	(28)	291
Biden Job Strongly Disapprove	11%	(73)	21%	(139)	50%	(326)	6%	(38)	12%	(80)	656
Favorable of Biden	14%	(161)	23%	(273)	49%	(572)	5%	(59)	9%	(108)	1173
Unfavorable of Biden	11%	(104)	20%	(185)	51%	(468)	6%	(59)	12%	(110)	926
Very Favorable of Biden	17%	(105)	21%	(124)	46%	(280)	6%	(34)	10%	(62)	606
Somewhat Favorable of Biden	10%	(56)	26%	(149)	51%	(292)	4%	(25)	8%	(45)	568
Somewhat Unfavorable of Biden	12%	(31)	17%	(43)	53%	(134)	8%	(19)	10%	(24)	251
Very Unfavorable of Biden	11%	(73)	21%	(143)	49%	(334)	6%	(40)	13%	(85)	675
#1 Issue: Economy	12%	(89)	25%	(176)	51%	(361)	5%	(33)	8%	(55)	714
#1 Issue: Security	11%	(44)	22%	(91)	50%	(206)	6%	(26)	11%	(44)	411
#1 Issue: Health Care	18%	(56)	21%	(67)	48%	(150)	4%	(11)	9%	(29)	313
#1 Issue: Medicare / Social Security	9%	(28)	18%	(54)	50%	(150)	9%	(26)	14%	(40)	298
#1 Issue: Women's Issues	9%	(9)	19%	(20)	47%	(50)	11%	(12)	14%	(15)	106
#1 Issue: Education	16%	(15)	18%	(17)	45%	(41)	7%	(7)	14%	(13)	92
#1 Issue: Energy	16%	(22)	27%	(35)	39%	(51)	2%	(3)	16%	(21)	131
#1 Issue: Other	9%	(12)	12%	(17)	61%	(82)	3%	(5)	14%	(19)	135
2020 Vote: Joe Biden	14%	(139)	22%	(222)	50%	(508)	5%	(55)	9%	(96)	1020
2020 Vote: Donald Trump	12%	(90)	23%	(170)	48%	(357)	6%	(45)	11%	(79)	742
2020 Vote: Other	14%	(8)	28%	(16)	47%	(27)	2%	(1)	10%	(6)	57
2020 Vote: Didn't Vote	10%	(38)	17%	(66)	53%	(199)	5%	(20)	15%	(56)	379
2018 House Vote: Democrat	15%	(109)	23%	(168)	46%	(347)	6%	(45)	10%	(77)	746
2018 House Vote: Republican	15%	(90)	24%	(141)	45%	(265)	6%	(34)	9%	(54)	584
2018 House Vote: Someone else	13%	(7)	15%	(9)	52%	(29)	6%	(4)	14%	(8)	57

Continued on next page

Table MCSP7_4: To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?

Expanding the College Football Playoff from four teams to twelve teams

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Total N
Adults	12%	(275)	22%	(475)	50%	(1092)	6%	(121)	11%	(237)	2200
2016 Vote: Hillary Clinton	14%	(98)	19%	(133)	51%	(353)	6%	(42)	10%	(67)	693
2016 Vote: Donald Trump	15%	(102)	25%	(163)	45%	(294)	5%	(34)	10%	(66)	658
2016 Vote: Other	9%	(9)	20%	(21)	61%	(65)	2%	(2)	8%	(9)	107
2016 Vote: Didn't Vote	9%	(65)	21%	(158)	51%	(378)	6%	(43)	13%	(96)	740
Voted in 2014: Yes	15%	(185)	22%	(272)	47%	(569)	5%	(66)	10%	(120)	1212
Voted in 2014: No	9%	(90)	21%	(203)	53%	(523)	6%	(55)	12%	(117)	988
4-Region: Northeast	13%	(52)	23%	(91)	49%	(193)	6%	(23)	9%	(35)	394
4-Region: Midwest	10%	(45)	21%	(97)	55%	(252)	5%	(23)	10%	(45)	462
4-Region: South	13%	(105)	21%	(176)	48%	(399)	6%	(48)	12%	(97)	824
4-Region: West	14%	(73)	21%	(111)	48%	(248)	5%	(27)	12%	(61)	520
Sports Fans	17%	(257)	28%	(419)	41%	(626)	6%	(91)	8%	(124)	1517
Avid Sports Fans	30%	(174)	34%	(197)	27%	(159)	4%	(23)	5%	(27)	580
Casual Sports Fans	9%	(83)	24%	(222)	50%	(467)	7%	(67)	10%	(98)	937
College Football Fans	21%	(242)	33%	(374)	36%	(413)	6%	(70)	4%	(45)	1143
Avid College Football Fans	34%	(152)	34%	(150)	23%	(102)	4%	(19)	4%	(18)	441
Casual College Football Fans	13%	(90)	32%	(224)	44%	(311)	7%	(51)	4%	(27)	702
Fans of a Big Ten Team	19%	(60)	39%	(124)	30%	(95)	7%	(22)	5%	(15)	316
Fans of a Pac-12 Team	28%	(43)	32%	(50)	35%	(54)	4%	(6)	2%	(3)	155
Fans of an ACC Team	29%	(39)	32%	(43)	32%	(43)	5%	(7)	1%	(2)	135
Fans of a Big 12 Team	23%	(24)	32%	(33)	31%	(32)	7%	(7)	7%	(7)	102
Fans of an SEC Team	21%	(48)	33%	(75)	35%	(80)	10%	(22)	3%	(6)	231
Fans of a Team in Other Conf.	20%	(9)	40%	(18)	34%	(16)	3%	(1)	4%	(2)	46
Texas/Oklahoma Fans	29%	(118)	34%	(138)	28%	(111)	5%	(20)	3%	(13)	400
Big 12 Fans and Non-UT/OU	26%	(4)	24%	(4)	31%	(5)	11%	(2)	8%	(1)	17
Sports Fans Ages 18-34	18%	(86)	28%	(133)	41%	(196)	7%	(33)	7%	(31)	480
Sports Fans Ages 35-44	17%	(44)	34%	(86)	38%	(97)	6%	(16)	5%	(12)	254
Sports Fans Ages 45-64	19%	(92)	25%	(120)	43%	(211)	5%	(25)	8%	(42)	490
Sports Fans Ages 65+	12%	(35)	27%	(80)	41%	(121)	6%	(16)	14%	(40)	293

Continued on next page

Table MCSP7_4: *To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?*
Expanding the College Football Playoff from four teams to twelve teams

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Total N
Adults	12%	(275)	22%	(475)	50%	(1092)	6%	(121)	11%	(237)	2200
CFB Fans Ages 18-34	24%	(80)	31%	(105)	35%	(118)	8%	(26)	2%	(7)	337
CFB Fans Ages 35-44	21%	(43)	38%	(77)	31%	(63)	7%	(15)	2%	(5)	203
CFB Fans Ages 45-64	22%	(87)	31%	(119)	39%	(150)	4%	(16)	4%	(17)	388
CFB Fans Ages 65+	15%	(31)	34%	(72)	38%	(82)	6%	(13)	7%	(16)	215

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

Table MCSP7_5: *To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?*

College football players being allowed to benefit from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Total N
Adults	12%	(269)	19%	(427)	48%	(1057)	7%	(160)	13%	(286)	2200
Gender: Male	16%	(170)	22%	(231)	43%	(453)	8%	(84)	12%	(124)	1062
Gender: Female	9%	(98)	17%	(197)	53%	(604)	7%	(77)	14%	(162)	1138
Age: 18-34	16%	(106)	24%	(156)	41%	(271)	9%	(60)	9%	(62)	655
Age: 35-44	15%	(55)	22%	(80)	47%	(169)	5%	(18)	10%	(36)	358
Age: 45-64	10%	(72)	17%	(126)	53%	(396)	7%	(51)	14%	(106)	751
Age: 65+	8%	(36)	15%	(65)	51%	(221)	7%	(32)	19%	(82)	436
GenZers: 1997-2012	17%	(41)	19%	(47)	42%	(103)	10%	(25)	11%	(26)	242
Millennials: 1981-1996	16%	(101)	27%	(177)	41%	(266)	7%	(44)	9%	(59)	647
GenXers: 1965-1980	10%	(58)	16%	(91)	54%	(310)	8%	(45)	12%	(67)	572
Baby Boomers: 1946-1964	9%	(61)	16%	(102)	51%	(333)	6%	(39)	18%	(115)	651
PID: Dem (no lean)	17%	(151)	23%	(208)	44%	(402)	7%	(60)	10%	(95)	916
PID: Ind (no lean)	8%	(52)	18%	(114)	54%	(348)	6%	(42)	14%	(92)	648
PID: Rep (no lean)	10%	(65)	17%	(105)	48%	(308)	9%	(59)	16%	(99)	636
PID/Gender: Dem Men	23%	(95)	27%	(114)	38%	(158)	7%	(28)	5%	(23)	417
PID/Gender: Dem Women	11%	(57)	19%	(95)	49%	(244)	6%	(32)	14%	(72)	499
PID/Gender: Ind Men	11%	(34)	19%	(61)	49%	(157)	8%	(25)	13%	(40)	318
PID/Gender: Ind Women	5%	(18)	16%	(52)	58%	(191)	5%	(17)	16%	(52)	330
PID/Gender: Rep Men	13%	(42)	17%	(56)	42%	(138)	10%	(31)	19%	(61)	327
PID/Gender: Rep Women	8%	(24)	16%	(50)	55%	(170)	9%	(28)	12%	(39)	309
Ideo: Liberal (1-3)	17%	(112)	24%	(157)	45%	(299)	5%	(34)	9%	(57)	658
Ideo: Moderate (4)	12%	(73)	20%	(127)	48%	(300)	8%	(48)	12%	(75)	623
Ideo: Conservative (5-7)	10%	(75)	18%	(130)	48%	(345)	9%	(64)	15%	(105)	719
Educ: < College	12%	(177)	18%	(266)	50%	(753)	7%	(106)	14%	(210)	1512
Educ: Bachelors degree	13%	(58)	24%	(108)	44%	(196)	8%	(35)	11%	(47)	444
Educ: Post-grad	14%	(33)	22%	(54)	44%	(108)	8%	(20)	12%	(30)	244

Continued on next page

Table MCSP7_5: *To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?*
College football players being allowed to benefit from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities

Demographic	Neither more										Total N
	Much more interested		Somewhat more interested		nor less interested		Somewhat less interested		Much less interested		
Adults	12%	(269)	19%	(427)	48%	(1057)	7%	(160)	13%	(286)	2200
Income: Under 50k	12%	(151)	17%	(214)	49%	(614)	8%	(96)	14%	(176)	1250
Income: 50k-100k	10%	(70)	22%	(145)	48%	(324)	7%	(47)	13%	(87)	674
Income: 100k+	17%	(47)	25%	(68)	43%	(119)	6%	(18)	8%	(23)	276
Ethnicity: White	11%	(189)	19%	(334)	49%	(847)	7%	(124)	13%	(227)	1722
Ethnicity: Hispanic	13%	(45)	25%	(89)	43%	(150)	7%	(24)	12%	(41)	349
Ethnicity: Black	20%	(56)	17%	(46)	42%	(116)	8%	(22)	12%	(34)	274
Ethnicity: Other	12%	(24)	23%	(47)	46%	(94)	7%	(14)	12%	(25)	204
All Christian	13%	(130)	21%	(211)	44%	(436)	9%	(90)	13%	(126)	993
All Non-Christian	15%	(18)	31%	(37)	33%	(40)	8%	(10)	13%	(16)	121
Atheist	9%	(9)	27%	(26)	51%	(49)	3%	(3)	9%	(9)	96
Agnostic/Nothing in particular	11%	(66)	16%	(95)	56%	(332)	5%	(29)	13%	(75)	598
Something Else	12%	(46)	15%	(58)	51%	(199)	7%	(28)	16%	(61)	392
Religious Non-Protestant/Catholic	16%	(23)	27%	(37)	36%	(50)	8%	(11)	13%	(18)	138
Evangelical	14%	(72)	18%	(96)	45%	(241)	11%	(59)	13%	(67)	535
Non-Evangelical	12%	(97)	20%	(167)	47%	(381)	7%	(56)	14%	(116)	818
Community: Urban	16%	(111)	24%	(167)	43%	(294)	5%	(36)	12%	(83)	690
Community: Suburban	10%	(100)	18%	(181)	51%	(501)	9%	(88)	12%	(114)	985
Community: Rural	11%	(57)	15%	(80)	50%	(263)	7%	(36)	17%	(89)	526
Employ: Private Sector	14%	(96)	23%	(152)	48%	(320)	8%	(51)	8%	(54)	672
Employ: Government	14%	(15)	32%	(35)	34%	(37)	7%	(8)	13%	(14)	109
Employ: Self-Employed	13%	(26)	21%	(42)	40%	(79)	12%	(24)	13%	(27)	198
Employ: Homemaker	9%	(14)	22%	(34)	52%	(79)	5%	(8)	12%	(18)	153
Employ: Student	17%	(12)	19%	(13)	44%	(30)	12%	(8)	7%	(5)	69
Employ: Retired	11%	(57)	15%	(83)	50%	(270)	6%	(33)	18%	(95)	538
Employ: Unemployed	9%	(26)	17%	(50)	56%	(166)	6%	(17)	13%	(37)	296
Employ: Other	14%	(23)	11%	(18)	46%	(75)	7%	(11)	22%	(37)	164

Continued on next page

Table MCSP7_5: *To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?*

College football players being allowed to benefit from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	12%	(269)	19%	(427)	48%	(1057)	7%	(160)	13%	(286)	2200
Military HH: Yes	14%	(48)	23%	(79)	41%	(143)	6%	(23)	17%	(58)	351
Military HH: No	12%	(220)	19%	(348)	49%	(914)	7%	(138)	12%	(228)	1849
RD/WT: Right Direction	15%	(145)	23%	(219)	46%	(436)	6%	(61)	10%	(92)	953
RD/WT: Wrong Track	10%	(123)	17%	(209)	50%	(622)	8%	(99)	16%	(194)	1247
Biden Job Approve	16%	(180)	23%	(260)	44%	(511)	7%	(83)	10%	(117)	1151
Biden Job Disapprove	9%	(84)	16%	(156)	51%	(479)	8%	(74)	16%	(155)	948
Biden Job Strongly Approve	21%	(115)	21%	(116)	44%	(245)	4%	(24)	10%	(55)	555
Biden Job Somewhat Approve	11%	(65)	24%	(145)	45%	(265)	10%	(59)	10%	(62)	596
Biden Job Somewhat Disapprove	11%	(32)	22%	(63)	49%	(143)	7%	(22)	11%	(31)	291
Biden Job Strongly Disapprove	8%	(52)	14%	(93)	51%	(336)	8%	(52)	19%	(123)	656
Favorable of Biden	16%	(188)	22%	(254)	46%	(538)	7%	(78)	10%	(116)	1173
Unfavorable of Biden	8%	(76)	17%	(156)	50%	(464)	8%	(77)	17%	(153)	926
Very Favorable of Biden	18%	(111)	21%	(130)	44%	(266)	5%	(33)	11%	(66)	606
Somewhat Favorable of Biden	14%	(77)	22%	(124)	48%	(272)	8%	(45)	9%	(51)	568
Somewhat Unfavorable of Biden	9%	(23)	25%	(62)	45%	(114)	8%	(21)	12%	(30)	251
Very Unfavorable of Biden	8%	(53)	14%	(94)	52%	(350)	8%	(55)	18%	(124)	675
#1 Issue: Economy	10%	(74)	20%	(146)	51%	(361)	9%	(64)	10%	(70)	714
#1 Issue: Security	9%	(36)	17%	(71)	51%	(208)	9%	(35)	15%	(61)	411
#1 Issue: Health Care	18%	(56)	23%	(72)	41%	(130)	8%	(24)	10%	(31)	313
#1 Issue: Medicare / Social Security	8%	(24)	19%	(55)	51%	(151)	5%	(16)	17%	(52)	298
#1 Issue: Women's Issues	11%	(12)	25%	(27)	39%	(41)	4%	(5)	20%	(22)	106
#1 Issue: Education	20%	(18)	22%	(21)	40%	(37)	2%	(2)	15%	(14)	92
#1 Issue: Energy	24%	(31)	16%	(22)	41%	(54)	6%	(8)	13%	(17)	131
#1 Issue: Other	13%	(18)	11%	(14)	56%	(75)	5%	(7)	15%	(21)	135

Continued on next page

Table MCSP7_5: *To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?*
College football players being allowed to benefit from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities

Demographic	Neither more										Total N
	Much more interested		Somewhat more interested		nor less interested		Somewhat less interested		Much less interested		
Adults	12%	(269)	19%	(427)	48%	(1057)	7%	(160)	13%	(286)	2200
2020 Vote: Joe Biden	15%	(157)	22%	(226)	46%	(469)	6%	(62)	10%	(107)	1020
2020 Vote: Donald Trump	9%	(64)	17%	(128)	50%	(375)	8%	(57)	16%	(119)	742
2020 Vote: Other	14%	(8)	25%	(15)	41%	(23)	7%	(4)	13%	(7)	57
2020 Vote: Didn't Vote	10%	(39)	16%	(60)	50%	(189)	10%	(37)	14%	(53)	379
2018 House Vote: Democrat	17%	(129)	21%	(156)	44%	(329)	6%	(45)	12%	(87)	746
2018 House Vote: Republican	11%	(64)	21%	(121)	44%	(256)	7%	(40)	18%	(103)	584
2018 House Vote: Someone else	8%	(4)	15%	(8)	54%	(31)	7%	(4)	16%	(9)	57
2016 Vote: Hillary Clinton	15%	(105)	20%	(137)	48%	(332)	6%	(44)	11%	(75)	693
2016 Vote: Donald Trump	10%	(67)	19%	(124)	46%	(304)	8%	(55)	16%	(107)	658
2016 Vote: Other	15%	(16)	20%	(22)	52%	(55)	4%	(4)	9%	(10)	107
2016 Vote: Didn't Vote	11%	(81)	20%	(145)	49%	(364)	8%	(56)	13%	(94)	740
Voted in 2014: Yes	14%	(166)	19%	(235)	46%	(557)	7%	(85)	14%	(169)	1212
Voted in 2014: No	10%	(102)	19%	(193)	51%	(500)	8%	(76)	12%	(118)	988
4-Region: Northeast	12%	(46)	21%	(83)	48%	(190)	5%	(21)	14%	(53)	394
4-Region: Midwest	12%	(53)	20%	(92)	51%	(235)	7%	(32)	11%	(49)	462
4-Region: South	12%	(102)	16%	(135)	48%	(399)	8%	(66)	15%	(122)	824
4-Region: West	13%	(67)	23%	(117)	45%	(233)	8%	(41)	12%	(61)	520
Sports Fans	16%	(247)	24%	(360)	41%	(625)	8%	(128)	10%	(157)	1517
Avid Sports Fans	27%	(155)	27%	(155)	32%	(187)	7%	(41)	7%	(42)	580
Casual Sports Fans	10%	(92)	22%	(205)	47%	(438)	9%	(87)	12%	(114)	937
College Football Fans	19%	(218)	28%	(318)	37%	(422)	9%	(101)	7%	(84)	1143
Avid College Football Fans	27%	(121)	25%	(109)	32%	(141)	8%	(35)	8%	(35)	441
Casual College Football Fans	14%	(97)	30%	(209)	40%	(281)	9%	(66)	7%	(49)	702

Continued on next page

Table MCSP7_5: To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?

College football players being allowed to benefit from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities

Demographic	Neither more										Total N
	Much more interested		Somewhat more interested		nor less interested		Somewhat less interested		Much less interested		
Adults	12%	(269)	19%	(427)	48%	(1057)	7%	(160)	13%	(286)	2200
Fans of a Big Ten Team	21%	(65)	28%	(90)	37%	(116)	9%	(29)	5%	(17)	316
Fans of a Pac-12 Team	25%	(39)	34%	(52)	29%	(46)	7%	(11)	5%	(8)	155
Fans of an ACC Team	24%	(32)	30%	(40)	36%	(48)	6%	(9)	4%	(6)	135
Fans of a Big 12 Team	26%	(27)	19%	(20)	33%	(34)	11%	(11)	10%	(11)	102
Fans of an SEC Team	14%	(33)	32%	(73)	33%	(77)	11%	(25)	10%	(22)	231
Fans of a Team in Other Conf.	17%	(8)	20%	(9)	40%	(19)	14%	(6)	9%	(4)	46
Texas/Oklahoma Fans	24%	(96)	31%	(126)	31%	(126)	7%	(27)	7%	(26)	400
Big 12 Fans and Non-UT/OU	25%	(4)	20%	(3)	47%	(8)	4%	(1)	4%	(1)	17
Sports Fans Ages 18-34	20%	(98)	27%	(130)	37%	(179)	9%	(44)	6%	(30)	480
Sports Fans Ages 35-44	19%	(49)	27%	(69)	42%	(107)	6%	(16)	6%	(14)	254
Sports Fans Ages 45-64	14%	(66)	21%	(105)	44%	(218)	8%	(38)	13%	(63)	490
Sports Fans Ages 65+	12%	(34)	19%	(57)	41%	(121)	10%	(31)	17%	(49)	293
CFB Fans Ages 18-34	25%	(84)	32%	(109)	29%	(98)	10%	(35)	3%	(12)	337
CFB Fans Ages 35-44	23%	(46)	31%	(63)	37%	(75)	6%	(12)	4%	(8)	203
CFB Fans Ages 45-64	15%	(57)	26%	(103)	41%	(161)	8%	(31)	9%	(36)	388
CFB Fans Ages 65+	14%	(31)	21%	(45)	41%	(88)	11%	(24)	13%	(28)	215

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

Table MCSP7_6: *To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?*
College football players being paid salaries during their college careers

Demographic	Neither more										Total N
	Much more interested		Somewhat more interested		nor less interested		Somewhat less interested		Much less interested		
Adults	10%	(228)	18%	(403)	47%	(1034)	9%	(187)	16%	(347)	2200
Gender: Male	14%	(152)	21%	(226)	41%	(434)	8%	(84)	16%	(166)	1062
Gender: Female	7%	(76)	16%	(178)	53%	(601)	9%	(103)	16%	(181)	1138
Age: 18-34	15%	(99)	25%	(166)	42%	(276)	7%	(48)	10%	(66)	655
Age: 35-44	13%	(47)	21%	(74)	46%	(166)	7%	(25)	13%	(45)	358
Age: 45-64	8%	(58)	16%	(120)	49%	(366)	9%	(68)	19%	(139)	751
Age: 65+	6%	(24)	10%	(43)	52%	(226)	11%	(46)	22%	(96)	436
GenZers: 1997-2012	17%	(40)	26%	(63)	40%	(96)	7%	(17)	10%	(25)	242
Millennials: 1981-1996	14%	(89)	25%	(165)	43%	(279)	8%	(51)	10%	(63)	647
GenXers: 1965-1980	10%	(55)	15%	(84)	51%	(290)	9%	(50)	16%	(94)	572
Baby Boomers: 1946-1964	6%	(41)	12%	(80)	49%	(320)	10%	(66)	22%	(143)	651
PID: Dem (no lean)	15%	(136)	21%	(197)	46%	(417)	7%	(68)	11%	(98)	916
PID: Ind (no lean)	7%	(47)	15%	(95)	50%	(323)	11%	(70)	17%	(112)	648
PID: Rep (no lean)	7%	(45)	17%	(111)	46%	(294)	8%	(50)	21%	(137)	636
PID/Gender: Dem Men	22%	(93)	23%	(98)	40%	(169)	8%	(33)	6%	(24)	417
PID/Gender: Dem Women	9%	(43)	20%	(99)	50%	(248)	7%	(35)	15%	(74)	499
PID/Gender: Ind Men	10%	(31)	19%	(61)	43%	(136)	10%	(31)	18%	(58)	318
PID/Gender: Ind Women	5%	(16)	10%	(35)	57%	(187)	12%	(38)	16%	(54)	330
PID/Gender: Rep Men	9%	(28)	20%	(67)	39%	(129)	6%	(20)	26%	(84)	327
PID/Gender: Rep Women	5%	(17)	14%	(44)	53%	(165)	10%	(30)	17%	(53)	309
Ideo: Liberal (1-3)	15%	(100)	23%	(153)	45%	(294)	7%	(47)	10%	(64)	658
Ideo: Moderate (4)	9%	(55)	19%	(118)	49%	(308)	9%	(53)	14%	(89)	623
Ideo: Conservative (5-7)	8%	(57)	16%	(116)	45%	(322)	10%	(74)	21%	(149)	719
Educ: < College	9%	(142)	18%	(269)	49%	(740)	8%	(126)	16%	(236)	1512
Educ: Bachelors degree	12%	(53)	21%	(93)	43%	(191)	9%	(39)	15%	(67)	444
Educ: Post-grad	13%	(33)	17%	(42)	43%	(104)	9%	(23)	18%	(43)	244
Income: Under 50k	10%	(122)	18%	(222)	49%	(616)	8%	(99)	15%	(191)	1250
Income: 50k-100k	9%	(63)	18%	(123)	46%	(307)	10%	(68)	17%	(112)	674
Income: 100k+	16%	(43)	21%	(59)	40%	(111)	7%	(20)	16%	(44)	276

Continued on next page

Table MCSP7_6: *To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?*

College football players being paid salaries during their college careers

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	10%	(228)	18%	(403)	47%	(1034)	9%	(187)	16%	(347)	2200
Ethnicity: White	8%	(145)	17%	(299)	49%	(835)	9%	(152)	17%	(290)	1722
Ethnicity: Hispanic	12%	(42)	26%	(91)	44%	(152)	8%	(26)	11%	(38)	349
Ethnicity: Black	20%	(56)	19%	(52)	43%	(117)	6%	(16)	12%	(33)	274
Ethnicity: Other	13%	(27)	26%	(52)	40%	(82)	9%	(19)	12%	(24)	204
All Christian	10%	(99)	19%	(187)	45%	(444)	9%	(88)	18%	(176)	993
All Non-Christian	14%	(17)	23%	(28)	36%	(44)	11%	(14)	15%	(19)	121
Atheist	9%	(9)	25%	(24)	49%	(47)	7%	(7)	10%	(10)	96
Agnostic/Nothing in particular	9%	(55)	17%	(102)	54%	(321)	7%	(44)	13%	(75)	598
Something Else	12%	(49)	16%	(63)	45%	(178)	9%	(35)	17%	(67)	392
Religious Non-Protestant/Catholic	15%	(21)	21%	(28)	38%	(52)	11%	(15)	15%	(21)	138
Evangelical	11%	(61)	17%	(91)	43%	(232)	10%	(55)	18%	(95)	535
Non-Evangelical	9%	(76)	19%	(154)	46%	(377)	8%	(65)	18%	(145)	818
Community: Urban	15%	(102)	22%	(155)	44%	(305)	6%	(40)	13%	(88)	690
Community: Suburban	8%	(77)	18%	(181)	48%	(476)	10%	(94)	16%	(155)	985
Community: Rural	9%	(49)	13%	(67)	48%	(253)	10%	(53)	20%	(103)	526
Employ: Private Sector	13%	(90)	22%	(151)	44%	(294)	8%	(57)	12%	(81)	672
Employ: Government	13%	(14)	21%	(23)	43%	(47)	9%	(10)	14%	(15)	109
Employ: Self-Employed	11%	(21)	25%	(50)	38%	(75)	11%	(21)	16%	(31)	198
Employ: Homemaker	11%	(17)	16%	(25)	51%	(78)	8%	(12)	14%	(22)	153
Employ: Student	21%	(15)	14%	(10)	47%	(33)	8%	(5)	10%	(7)	69
Employ: Retired	7%	(36)	13%	(70)	51%	(276)	9%	(51)	20%	(105)	538
Employ: Unemployed	6%	(18)	17%	(50)	55%	(162)	6%	(18)	16%	(48)	296
Employ: Other	11%	(18)	15%	(25)	43%	(71)	8%	(13)	23%	(38)	164
Military HH: Yes	12%	(42)	15%	(54)	45%	(158)	10%	(34)	18%	(63)	351
Military HH: No	10%	(186)	19%	(349)	47%	(876)	8%	(153)	15%	(284)	1849
RD/WT: Right Direction	14%	(137)	22%	(205)	46%	(436)	8%	(73)	11%	(102)	953
RD/WT: Wrong Track	7%	(91)	16%	(198)	48%	(598)	9%	(115)	20%	(245)	1247

Continued on next page

Table MCSP7_6: To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?

College football players being paid salaries during their college careers

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Total N
Adults	10%	(228)	18%	(403)	47%	(1034)	9%	(187)	16%	(347)	2200
Biden Job Approve	13%	(151)	22%	(250)	45%	(523)	8%	(97)	11%	(130)	1151
Biden Job Disapprove	6%	(61)	15%	(145)	48%	(451)	9%	(86)	22%	(204)	948
Biden Job Strongly Approve	18%	(101)	19%	(105)	45%	(252)	6%	(35)	11%	(63)	555
Biden Job Somewhat Approve	9%	(51)	24%	(145)	45%	(271)	10%	(62)	11%	(67)	596
Biden Job Somewhat Disapprove	9%	(25)	21%	(61)	49%	(143)	9%	(26)	13%	(37)	291
Biden Job Strongly Disapprove	5%	(36)	13%	(85)	47%	(309)	9%	(60)	25%	(167)	656
Favorable of Biden	14%	(161)	22%	(253)	46%	(537)	8%	(92)	11%	(130)	1173
Unfavorable of Biden	6%	(53)	15%	(136)	48%	(447)	10%	(90)	21%	(199)	926
Very Favorable of Biden	17%	(105)	20%	(122)	44%	(264)	6%	(37)	13%	(78)	606
Somewhat Favorable of Biden	10%	(56)	23%	(130)	48%	(273)	10%	(56)	9%	(52)	568
Somewhat Unfavorable of Biden	7%	(17)	20%	(51)	51%	(129)	9%	(22)	13%	(32)	251
Very Unfavorable of Biden	5%	(36)	13%	(85)	47%	(319)	10%	(68)	25%	(167)	675
#1 Issue: Economy	9%	(66)	20%	(143)	50%	(354)	8%	(55)	13%	(96)	714
#1 Issue: Security	7%	(31)	13%	(53)	48%	(199)	11%	(44)	20%	(84)	411
#1 Issue: Health Care	12%	(37)	24%	(76)	45%	(140)	8%	(26)	11%	(35)	313
#1 Issue: Medicare / Social Security	10%	(30)	14%	(41)	47%	(139)	11%	(32)	19%	(56)	298
#1 Issue: Women's Issues	10%	(10)	23%	(24)	44%	(47)	8%	(9)	16%	(17)	106
#1 Issue: Education	13%	(12)	26%	(24)	39%	(36)	5%	(4)	17%	(15)	92
#1 Issue: Energy	20%	(26)	18%	(24)	39%	(51)	7%	(10)	15%	(20)	131
#1 Issue: Other	12%	(16)	14%	(19)	51%	(69)	6%	(8)	18%	(24)	135
2020 Vote: Joe Biden	14%	(138)	21%	(213)	47%	(484)	7%	(75)	11%	(111)	1020
2020 Vote: Donald Trump	6%	(45)	16%	(121)	46%	(341)	10%	(72)	22%	(164)	742
2020 Vote: Other	14%	(8)	16%	(9)	44%	(25)	12%	(7)	15%	(8)	57
2020 Vote: Didn't Vote	10%	(38)	16%	(61)	49%	(184)	9%	(33)	17%	(64)	379
2018 House Vote: Democrat	14%	(105)	21%	(156)	43%	(318)	9%	(70)	13%	(98)	746
2018 House Vote: Republican	8%	(46)	17%	(98)	44%	(256)	9%	(53)	22%	(131)	584
2018 House Vote: Someone else	2%	(1)	15%	(9)	51%	(29)	6%	(4)	26%	(15)	57

Continued on next page

Table MCSP7_6: *To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?*

College football players being paid salaries during their college careers

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Total N
Adults	10%	(228)	18%	(403)	47%	(1034)	9%	(187)	16%	(347)	2200
2016 Vote: Hillary Clinton	12%	(80)	20%	(140)	48%	(330)	8%	(59)	12%	(83)	693
2016 Vote: Donald Trump	8%	(54)	16%	(108)	41%	(273)	11%	(73)	23%	(151)	658
2016 Vote: Other	11%	(12)	15%	(16)	54%	(58)	9%	(9)	12%	(12)	107
2016 Vote: Didn't Vote	11%	(82)	19%	(139)	50%	(372)	6%	(47)	14%	(100)	740
Voted in 2014: Yes	10%	(126)	18%	(217)	44%	(537)	10%	(117)	18%	(215)	1212
Voted in 2014: No	10%	(102)	19%	(186)	50%	(498)	7%	(70)	13%	(132)	988
4-Region: Northeast	14%	(57)	19%	(73)	47%	(185)	6%	(25)	14%	(54)	394
4-Region: Midwest	8%	(37)	18%	(81)	49%	(227)	11%	(49)	15%	(68)	462
4-Region: South	10%	(86)	16%	(130)	47%	(388)	9%	(73)	18%	(147)	824
4-Region: West	9%	(49)	23%	(118)	45%	(234)	8%	(40)	15%	(78)	520
Sports Fans	13%	(203)	23%	(351)	39%	(595)	10%	(148)	15%	(220)	1517
Avid Sports Fans	21%	(122)	26%	(152)	31%	(181)	10%	(56)	12%	(70)	580
Casual Sports Fans	9%	(81)	21%	(199)	44%	(414)	10%	(92)	16%	(151)	937
College Football Fans	15%	(176)	27%	(304)	35%	(395)	11%	(131)	12%	(138)	1143
Avid College Football Fans	22%	(96)	23%	(103)	29%	(130)	11%	(47)	15%	(65)	441
Casual College Football Fans	11%	(79)	29%	(201)	38%	(265)	12%	(84)	10%	(73)	702
Fans of a Big Ten Team	14%	(45)	32%	(100)	28%	(89)	14%	(43)	12%	(39)	316
Fans of a Pac-12 Team	16%	(24)	35%	(54)	35%	(54)	6%	(9)	9%	(14)	155
Fans of an ACC Team	20%	(27)	24%	(32)	36%	(48)	13%	(18)	7%	(10)	135
Fans of a Big 12 Team	25%	(25)	20%	(20)	27%	(27)	13%	(14)	15%	(15)	102
Fans of an SEC Team	16%	(36)	21%	(49)	36%	(83)	13%	(31)	14%	(33)	231
Fans of a Team in Other Conf.	11%	(5)	28%	(13)	27%	(12)	21%	(10)	14%	(6)	46
Texas/Oklahoma Fans	24%	(98)	29%	(116)	29%	(116)	10%	(39)	8%	(32)	400
Big 12 Fans and Non-UT/OU	31%	(5)	12%	(2)	26%	(4)	11%	(2)	21%	(4)	17
Sports Fans Ages 18-34	18%	(85)	29%	(141)	37%	(178)	8%	(39)	8%	(37)	480
Sports Fans Ages 35-44	18%	(45)	25%	(65)	39%	(98)	7%	(18)	11%	(29)	254
Sports Fans Ages 45-64	10%	(49)	22%	(106)	40%	(195)	10%	(50)	18%	(89)	490
Sports Fans Ages 65+	8%	(23)	13%	(39)	42%	(124)	14%	(41)	22%	(65)	293

Continued on next page

Table MCSP7_6: To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?

College football players being paid salaries during their college careers

Demographic	Much more interested	Somewhat more interested	Neither more nor less interested	Somewhat less interested	Much less interested	Total N
Adults	10% (228)	18% (403)	47% (1034)	9% (187)	16% (347)	2200
CFB Fans Ages 18-34	21% (72)	35% (117)	29% (99)	9% (30)	5% (18)	337
CFB Fans Ages 35-44	20% (40)	29% (58)	30% (61)	11% (21)	11% (22)	203
CFB Fans Ages 45-64	11% (44)	25% (97)	38% (147)	12% (47)	14% (53)	388
CFB Fans Ages 65+	9% (19)	15% (32)	41% (87)	15% (32)	21% (45)	215

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

Table MCSP7_7: *To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?*

College football rosters changing more from season to season as players are given more freedom to transfer to other schools

Demographic	Neither more										Total N
	Much more interested		Somewhat more interested		nor less interested		Somewhat less interested		Much less interested		
Adults	9%	(188)	17%	(378)	54%	(1186)	9%	(188)	12%	(260)	2200
Gender: Male	12%	(127)	22%	(235)	46%	(483)	9%	(97)	11%	(120)	1062
Gender: Female	5%	(61)	13%	(143)	62%	(703)	8%	(92)	12%	(140)	1138
Age: 18-34	13%	(87)	22%	(146)	49%	(320)	6%	(41)	9%	(61)	655
Age: 35-44	11%	(39)	21%	(76)	49%	(174)	9%	(32)	10%	(36)	358
Age: 45-64	7%	(50)	15%	(111)	57%	(429)	9%	(70)	12%	(91)	751
Age: 65+	3%	(11)	11%	(46)	60%	(262)	11%	(46)	16%	(71)	436
GenZers: 1997-2012	13%	(31)	24%	(59)	48%	(116)	3%	(8)	11%	(28)	242
Millennials: 1981-1996	13%	(87)	23%	(147)	47%	(303)	9%	(55)	8%	(55)	647
GenXers: 1965-1980	8%	(44)	15%	(86)	57%	(328)	8%	(45)	12%	(70)	572
Baby Boomers: 1946-1964	4%	(24)	12%	(79)	59%	(385)	11%	(74)	14%	(89)	651
PID: Dem (no lean)	11%	(100)	19%	(173)	52%	(479)	8%	(74)	10%	(89)	916
PID: Ind (no lean)	7%	(45)	16%	(101)	56%	(364)	8%	(52)	13%	(85)	648
PID: Rep (no lean)	7%	(42)	16%	(104)	54%	(343)	10%	(62)	13%	(86)	636
PID/Gender: Dem Men	16%	(65)	23%	(96)	46%	(193)	9%	(36)	6%	(26)	417
PID/Gender: Dem Women	7%	(35)	15%	(77)	57%	(286)	8%	(39)	13%	(63)	499
PID/Gender: Ind Men	10%	(31)	21%	(68)	47%	(150)	8%	(27)	13%	(41)	318
PID/Gender: Ind Women	4%	(14)	10%	(33)	65%	(214)	8%	(26)	13%	(43)	330
PID/Gender: Rep Men	9%	(30)	22%	(71)	43%	(140)	10%	(34)	16%	(52)	327
PID/Gender: Rep Women	4%	(12)	11%	(33)	66%	(203)	9%	(27)	11%	(34)	309
Ideo: Liberal (1-3)	12%	(77)	19%	(124)	52%	(345)	8%	(55)	9%	(58)	658
Ideo: Moderate (4)	8%	(50)	18%	(115)	55%	(344)	8%	(51)	10%	(63)	623
Ideo: Conservative (5-7)	7%	(53)	17%	(123)	52%	(376)	10%	(74)	13%	(93)	719
Educ: < College	8%	(118)	17%	(258)	55%	(837)	7%	(110)	12%	(189)	1512
Educ: Bachelors degree	10%	(45)	18%	(81)	51%	(227)	11%	(51)	9%	(41)	444
Educ: Post-grad	10%	(25)	16%	(40)	50%	(122)	11%	(28)	12%	(30)	244
Income: Under 50k	7%	(89)	17%	(214)	55%	(682)	8%	(97)	13%	(167)	1250
Income: 50k-100k	8%	(57)	17%	(112)	55%	(369)	10%	(66)	10%	(70)	674
Income: 100k+	15%	(41)	19%	(52)	49%	(135)	9%	(25)	8%	(23)	276

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Table MCSP7_7: *To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?*

College football rosters changing more from season to season as players are given more freedom to transfer to other schools

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(188)	17%	(378)	54%	(1186)	9%	(188)	12%	(260)	2200
Ethnicity: White	8%	(138)	16%	(276)	55%	(953)	9%	(148)	12%	(207)	1722
Ethnicity: Hispanic	10%	(34)	24%	(84)	49%	(172)	8%	(29)	9%	(31)	349
Ethnicity: Black	12%	(33)	22%	(62)	46%	(125)	8%	(22)	12%	(33)	274
Ethnicity: Other	8%	(17)	20%	(41)	53%	(107)	9%	(19)	10%	(20)	204
All Christian	10%	(100)	19%	(185)	50%	(495)	10%	(101)	11%	(112)	993
All Non-Christian	14%	(18)	20%	(24)	42%	(51)	10%	(12)	14%	(16)	121
Atheist	3%	(3)	15%	(15)	59%	(57)	14%	(13)	9%	(8)	96
Agnostic/Nothing in particular	7%	(44)	14%	(83)	61%	(367)	6%	(35)	12%	(69)	598
Something Else	6%	(23)	18%	(72)	55%	(216)	7%	(27)	14%	(54)	392
Religious Non-Protestant/Catholic	17%	(23)	18%	(26)	42%	(59)	10%	(14)	13%	(18)	138
Evangelical	11%	(58)	17%	(93)	50%	(269)	9%	(49)	12%	(66)	535
Non-Evangelical	7%	(54)	20%	(160)	52%	(429)	9%	(76)	12%	(99)	818
Community: Urban	14%	(95)	21%	(148)	47%	(326)	6%	(44)	11%	(76)	690
Community: Suburban	5%	(51)	16%	(160)	59%	(576)	10%	(97)	10%	(100)	985
Community: Rural	8%	(41)	14%	(71)	54%	(284)	9%	(47)	16%	(83)	526
Employ: Private Sector	14%	(92)	21%	(142)	49%	(333)	9%	(59)	7%	(46)	672
Employ: Government	9%	(10)	18%	(20)	50%	(54)	12%	(13)	11%	(12)	109
Employ: Self-Employed	14%	(27)	21%	(41)	43%	(86)	6%	(12)	16%	(32)	198
Employ: Homemaker	7%	(10)	14%	(21)	59%	(91)	12%	(18)	9%	(14)	153
Employ: Student	9%	(6)	21%	(14)	56%	(39)	5%	(3)	9%	(6)	69
Employ: Retired	4%	(19)	13%	(70)	60%	(324)	9%	(49)	14%	(76)	538
Employ: Unemployed	5%	(16)	12%	(35)	59%	(175)	9%	(28)	14%	(41)	296
Employ: Other	4%	(6)	21%	(35)	52%	(85)	4%	(6)	20%	(32)	164
Military HH: Yes	10%	(34)	15%	(52)	51%	(180)	9%	(32)	15%	(53)	351
Military HH: No	8%	(153)	18%	(326)	54%	(1006)	8%	(157)	11%	(207)	1849
RD/WT: Right Direction	12%	(114)	19%	(180)	52%	(496)	8%	(77)	9%	(85)	953
RD/WT: Wrong Track	6%	(73)	16%	(198)	55%	(690)	9%	(111)	14%	(175)	1247

Continued on next page

Table MCSP7_7: *To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?*

College football rosters changing more from season to season as players are given more freedom to transfer to other schools

Demographic	Neither more										Total N
	Much more interested		Somewhat more interested		nor less interested		Somewhat less interested		Much less interested		
Adults	9%	(188)	17%	(378)	54%	(1186)	9%	(188)	12%	(260)	2200
Biden Job Approve	11%	(123)	19%	(221)	52%	(593)	9%	(100)	10%	(113)	1151
Biden Job Disapprove	6%	(61)	15%	(144)	55%	(524)	9%	(85)	14%	(133)	948
Biden Job Strongly Approve	15%	(85)	16%	(90)	49%	(271)	10%	(53)	10%	(56)	555
Biden Job Somewhat Approve	7%	(39)	22%	(131)	54%	(322)	8%	(47)	10%	(58)	596
Biden Job Somewhat Disapprove	8%	(24)	21%	(60)	55%	(160)	6%	(19)	10%	(28)	291
Biden Job Strongly Disapprove	6%	(36)	13%	(84)	55%	(364)	10%	(66)	16%	(105)	656
Favorable of Biden	11%	(127)	19%	(223)	53%	(620)	8%	(89)	10%	(114)	1173
Unfavorable of Biden	5%	(50)	15%	(141)	56%	(515)	10%	(91)	14%	(129)	926
Very Favorable of Biden	14%	(84)	18%	(108)	49%	(297)	8%	(49)	11%	(67)	606
Somewhat Favorable of Biden	8%	(43)	20%	(116)	57%	(322)	7%	(40)	8%	(46)	568
Somewhat Unfavorable of Biden	5%	(11)	21%	(53)	57%	(144)	8%	(21)	9%	(22)	251
Very Unfavorable of Biden	6%	(38)	13%	(88)	55%	(371)	10%	(71)	16%	(108)	675
#1 Issue: Economy	9%	(61)	19%	(138)	55%	(391)	8%	(54)	10%	(70)	714
#1 Issue: Security	7%	(28)	13%	(53)	57%	(235)	10%	(43)	13%	(52)	411
#1 Issue: Health Care	11%	(35)	25%	(78)	45%	(141)	8%	(25)	11%	(34)	313
#1 Issue: Medicare / Social Security	6%	(17)	14%	(42)	56%	(168)	11%	(33)	13%	(38)	298
#1 Issue: Women's Issues	9%	(9)	16%	(17)	53%	(56)	9%	(10)	13%	(14)	106
#1 Issue: Education	11%	(10)	20%	(18)	41%	(38)	12%	(11)	16%	(15)	92
#1 Issue: Energy	14%	(18)	14%	(19)	55%	(72)	4%	(6)	13%	(17)	131
#1 Issue: Other	6%	(8)	11%	(14)	64%	(86)	5%	(7)	14%	(19)	135
2020 Vote: Joe Biden	11%	(107)	18%	(187)	53%	(539)	8%	(86)	10%	(101)	1020
2020 Vote: Donald Trump	7%	(51)	15%	(113)	54%	(400)	10%	(77)	14%	(102)	742
2020 Vote: Other	7%	(4)	17%	(10)	58%	(33)	3%	(2)	15%	(8)	57
2020 Vote: Didn't Vote	7%	(25)	18%	(69)	56%	(213)	6%	(24)	13%	(48)	379
2018 House Vote: Democrat	10%	(73)	18%	(136)	51%	(382)	9%	(70)	12%	(86)	746
2018 House Vote: Republican	9%	(51)	16%	(96)	50%	(293)	12%	(70)	13%	(73)	584
2018 House Vote: Someone else	5%	(3)	11%	(6)	52%	(30)	6%	(4)	26%	(15)	57

Continued on next page

Table MCSP7_7: To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?

College football rosters changing more from season to season as players are given more freedom to transfer to other schools

Demographic	Neither more										Total N
	Much more interested		Somewhat more interested		nor less interested		Somewhat less interested		Much less interested		
Adults	9%	(188)	17%	(378)	54%	(1186)	9%	(188)	12%	(260)	2200
2016 Vote: Hillary Clinton	9%	(61)	17%	(119)	54%	(376)	9%	(60)	11%	(77)	693
2016 Vote: Donald Trump	8%	(54)	15%	(100)	52%	(341)	12%	(76)	13%	(86)	658
2016 Vote: Other	10%	(11)	13%	(14)	60%	(64)	8%	(9)	9%	(10)	107
2016 Vote: Didn't Vote	8%	(61)	20%	(145)	55%	(404)	6%	(43)	12%	(87)	740
Voted in 2014: Yes	9%	(105)	17%	(207)	52%	(626)	10%	(125)	12%	(149)	1212
Voted in 2014: No	8%	(83)	17%	(171)	57%	(560)	6%	(64)	11%	(110)	988
4-Region: Northeast	10%	(40)	17%	(67)	57%	(224)	8%	(30)	8%	(33)	394
4-Region: Midwest	7%	(31)	17%	(76)	57%	(262)	9%	(40)	11%	(53)	462
4-Region: South	8%	(66)	17%	(137)	52%	(427)	9%	(77)	14%	(117)	824
4-Region: West	10%	(50)	19%	(98)	53%	(273)	8%	(41)	11%	(57)	520
Sports Fans	11%	(171)	21%	(323)	47%	(718)	10%	(146)	10%	(159)	1517
Avid Sports Fans	19%	(112)	27%	(156)	33%	(191)	12%	(71)	8%	(49)	580
Casual Sports Fans	6%	(59)	18%	(167)	56%	(527)	8%	(75)	12%	(110)	937
College Football Fans	13%	(152)	25%	(281)	43%	(495)	12%	(139)	7%	(77)	1143
Avid College Football Fans	20%	(90)	23%	(104)	36%	(157)	13%	(56)	8%	(35)	441
Casual College Football Fans	9%	(62)	25%	(177)	48%	(338)	12%	(83)	6%	(42)	702
Fans of a Big Ten Team	12%	(38)	27%	(87)	38%	(121)	15%	(47)	7%	(24)	316
Fans of a Pac-12 Team	15%	(23)	22%	(35)	47%	(73)	9%	(14)	6%	(10)	155
Fans of an ACC Team	22%	(29)	20%	(28)	42%	(56)	13%	(18)	3%	(4)	135
Fans of a Big 12 Team	20%	(20)	23%	(23)	32%	(33)	13%	(13)	12%	(12)	102
Fans of an SEC Team	12%	(29)	29%	(66)	40%	(92)	13%	(30)	6%	(14)	231
Fans of a Team in Other Conf.	9%	(4)	23%	(10)	47%	(22)	16%	(7)	6%	(3)	46
Texas/Oklahoma Fans	25%	(98)	26%	(106)	35%	(139)	11%	(43)	4%	(14)	400
Big 12 Fans and Non-UT/OU	13%	(2)	23%	(4)	30%	(5)	17%	(3)	16%	(3)	17
Sports Fans Ages 18-34	17%	(83)	25%	(122)	43%	(209)	7%	(32)	7%	(34)	480
Sports Fans Ages 35-44	13%	(34)	25%	(64)	45%	(114)	9%	(22)	8%	(22)	254
Sports Fans Ages 45-64	9%	(43)	20%	(97)	50%	(243)	10%	(49)	12%	(57)	490
Sports Fans Ages 65+	4%	(11)	14%	(40)	52%	(153)	15%	(43)	16%	(46)	293

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Table MCSP7_7: To what extent would the following make you more or less interested in watching college football, or would it make no difference either way?

College football rosters changing more from season to season as players are given more freedom to transfer to other schools

Demographic	Much more interested		Somewhat more interested		Neither more nor less interested		Somewhat less interested		Much less interested		Total N
Adults	9%	(188)	17%	(378)	54%	(1186)	9%	(188)	12%	(260)	2200
CFB Fans Ages 18-34	21%	(70)	30%	(100)	38%	(127)	8%	(28)	4%	(12)	337
CFB Fans Ages 35-44	18%	(37)	30%	(61)	35%	(70)	11%	(23)	6%	(12)	203
CFB Fans Ages 45-64	10%	(38)	22%	(87)	48%	(186)	13%	(49)	7%	(29)	388
CFB Fans Ages 65+	3%	(7)	15%	(33)	52%	(111)	18%	(39)	11%	(24)	215

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

Table MCSP11_1: As you may know, college athletes recently gained the right to benefit financially from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities. Do you think this policy change will have an ultimately positive or negative effect on the following?

The short-term popularity of college football (0-10 years)

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total N
Adults	12% (268)	25% (544)	49% (1078)	8% (165)	7% (145)	2200
Gender: Male	16% (171)	26% (277)	43% (458)	7% (74)	8% (81)	1062
Gender: Female	9% (97)	23% (267)	54% (619)	8% (91)	6% (63)	1138
Age: 18-34	16% (108)	32% (210)	40% (263)	7% (43)	5% (32)	655
Age: 35-44	17% (59)	29% (104)	44% (159)	6% (20)	4% (15)	358
Age: 45-64	11% (84)	18% (136)	55% (410)	8% (59)	8% (61)	751
Age: 65+	4% (16)	22% (94)	56% (246)	10% (43)	8% (37)	436
GenZers: 1997-2012	18% (42)	32% (77)	37% (91)	7% (17)	6% (15)	242
Millennials: 1981-1996	16% (103)	33% (215)	41% (266)	6% (38)	4% (25)	647
GenXers: 1965-1980	13% (75)	20% (113)	52% (300)	8% (43)	7% (41)	572
Baby Boomers: 1946-1964	7% (45)	18% (117)	57% (370)	10% (64)	8% (55)	651
PID: Dem (no lean)	17% (152)	27% (243)	47% (429)	6% (54)	4% (38)	916
PID: Ind (no lean)	7% (47)	24% (154)	54% (349)	8% (51)	7% (47)	648
PID: Rep (no lean)	11% (68)	23% (147)	47% (300)	9% (60)	9% (60)	636
PID/Gender: Dem Men	23% (95)	28% (116)	41% (171)	5% (21)	3% (14)	417
PID/Gender: Dem Women	12% (57)	25% (127)	52% (258)	7% (33)	5% (23)	499
PID/Gender: Ind Men	11% (36)	26% (82)	46% (146)	8% (25)	9% (29)	318
PID/Gender: Ind Women	3% (11)	22% (72)	61% (203)	8% (26)	6% (18)	330
PID/Gender: Rep Men	12% (40)	24% (79)	43% (142)	9% (28)	12% (38)	327
PID/Gender: Rep Women	9% (29)	22% (68)	51% (159)	10% (32)	7% (22)	309
Ideo: Liberal (1-3)	16% (106)	29% (190)	46% (303)	5% (30)	4% (29)	658
Ideo: Moderate (4)	11% (70)	27% (166)	49% (305)	9% (58)	4% (24)	623
Ideo: Conservative (5-7)	11% (76)	23% (163)	48% (342)	9% (67)	10% (70)	719
Educ: < College	12% (183)	23% (346)	52% (787)	6% (98)	6% (98)	1512
Educ: Bachelors degree	11% (50)	29% (128)	44% (194)	9% (41)	7% (30)	444
Educ: Post-grad	14% (35)	29% (70)	39% (96)	11% (26)	7% (17)	244

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Table MCSP11_1: As you may know, college athletes recently gained the right to benefit financially from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities. Do you think this policy change will have an ultimately positive or negative effect on the following?

The short-term popularity of college football (0-10 years)

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total N
Adults	12% (268)	25% (544)	49% (1078)	8% (165)	7% (145)	2200
Income: Under 50k	11% (142)	24% (297)	51% (633)	7% (91)	7% (87)	1250
Income: 50k-100k	12% (82)	26% (172)	49% (329)	8% (55)	5% (36)	674
Income: 100k+	16% (44)	27% (75)	42% (116)	7% (20)	8% (22)	276
Ethnicity: White	11% (182)	24% (408)	50% (864)	8% (146)	7% (121)	1722
Ethnicity: Hispanic	16% (58)	34% (117)	42% (147)	5% (19)	2% (9)	349
Ethnicity: Black	21% (57)	31% (84)	41% (112)	3% (8)	5% (15)	274
Ethnicity: Other	14% (29)	25% (52)	50% (102)	6% (12)	4% (9)	204
All Christian	13% (127)	25% (249)	46% (460)	9% (90)	7% (68)	993
All Non-Christian	17% (20)	39% (47)	35% (42)	6% (7)	4% (5)	121
Atheist	19% (18)	18% (18)	47% (46)	8% (8)	7% (6)	96
Agnostic/Nothing in particular	8% (50)	23% (137)	56% (333)	7% (41)	6% (36)	598
Something Else	13% (52)	24% (93)	50% (197)	5% (19)	8% (30)	392
Religious Non-Protestant/Catholic	16% (22)	37% (51)	38% (52)	5% (7)	5% (7)	138
Evangelical	17% (93)	23% (124)	43% (231)	10% (52)	7% (35)	535
Non-Evangelical	10% (81)	26% (211)	50% (410)	7% (56)	7% (60)	818
Community: Urban	16% (110)	31% (214)	43% (298)	4% (26)	6% (43)	690
Community: Suburban	11% (105)	22% (217)	52% (508)	9% (88)	7% (66)	985
Community: Rural	10% (53)	22% (114)	52% (272)	10% (51)	7% (36)	526
Employ: Private Sector	16% (109)	28% (185)	42% (279)	9% (62)	6% (38)	672
Employ: Government	9% (10)	35% (38)	45% (50)	6% (6)	5% (5)	109
Employ: Self-Employed	14% (27)	27% (54)	47% (92)	8% (16)	4% (8)	198
Employ: Homemaker	8% (12)	27% (42)	47% (72)	11% (17)	6% (10)	153
Employ: Student	24% (17)	29% (20)	35% (24)	6% (4)	5% (3)	69
Employ: Retired	7% (37)	21% (115)	56% (301)	8% (45)	8% (41)	538
Employ: Unemployed	12% (37)	20% (60)	59% (173)	3% (9)	6% (16)	296
Employ: Other	12% (20)	18% (29)	52% (86)	4% (7)	14% (23)	164

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Table MCSP11_1: As you may know, college athletes recently gained the right to benefit financially from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities. Do you think this policy change will have an ultimately positive or negative effect on the following?

The short-term popularity of college football (0-10 years)

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total N
Adults	12% (268)	25% (544)	49% (1078)	8% (165)	7% (145)	2200
Military HH: Yes	10% (33)	29% (102)	44% (154)	6% (22)	11% (40)	351
Military HH: No	13% (234)	24% (442)	50% (924)	8% (143)	6% (105)	1849
RD/WT: Right Direction	15% (144)	30% (287)	45% (426)	5% (52)	5% (43)	953
RD/WT: Wrong Track	10% (124)	21% (257)	52% (651)	9% (113)	8% (102)	1247
Biden Job Approve	14% (166)	28% (325)	47% (535)	6% (73)	5% (52)	1151
Biden Job Disapprove	9% (85)	22% (212)	50% (477)	9% (85)	9% (89)	948
Biden Job Strongly Approve	22% (124)	26% (142)	44% (242)	5% (27)	4% (20)	555
Biden Job Somewhat Approve	7% (42)	31% (184)	49% (293)	8% (46)	5% (32)	596
Biden Job Somewhat Disapprove	9% (27)	31% (90)	50% (145)	6% (18)	4% (10)	291
Biden Job Strongly Disapprove	9% (58)	18% (121)	50% (331)	10% (67)	12% (79)	656
Favorable of Biden	15% (180)	28% (325)	46% (544)	6% (74)	4% (51)	1173
Unfavorable of Biden	8% (75)	23% (210)	51% (470)	9% (86)	9% (85)	926
Very Favorable of Biden	21% (127)	25% (154)	44% (266)	5% (32)	4% (27)	606
Somewhat Favorable of Biden	9% (53)	30% (171)	49% (277)	7% (42)	4% (24)	568
Somewhat Unfavorable of Biden	8% (20)	32% (81)	50% (126)	6% (15)	4% (10)	251
Very Unfavorable of Biden	8% (55)	19% (129)	51% (344)	11% (71)	11% (76)	675
#1 Issue: Economy	13% (90)	27% (195)	47% (336)	7% (52)	6% (40)	714
#1 Issue: Security	9% (38)	21% (87)	50% (207)	11% (45)	8% (35)	411
#1 Issue: Health Care	15% (48)	27% (85)	48% (149)	7% (21)	3% (10)	313
#1 Issue: Medicare / Social Security	8% (23)	23% (69)	56% (167)	8% (23)	5% (16)	298
#1 Issue: Women's Issues	12% (13)	25% (27)	46% (49)	9% (9)	8% (9)	106
#1 Issue: Education	14% (13)	30% (28)	44% (40)	6% (5)	7% (6)	92
#1 Issue: Energy	20% (27)	21% (28)	42% (55)	4% (6)	12% (16)	131
#1 Issue: Other	12% (17)	19% (25)	56% (75)	3% (4)	10% (14)	135

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Table MCSP11_1: As you may know, college athletes recently gained the right to benefit financially from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities. Do you think this policy change will have an ultimately positive or negative effect on the following?

The short-term popularity of college football (0-10 years)

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total N
Adults	12% (268)	25% (544)	49% (1078)	8% (165)	7% (145)	2200
2020 Vote: Joe Biden	16% (161)	28% (287)	47% (475)	6% (58)	4% (39)	1020
2020 Vote: Donald Trump	9% (68)	23% (167)	48% (356)	11% (78)	10% (73)	742
2020 Vote: Other	8% (4)	20% (11)	52% (30)	8% (5)	12% (7)	57
2020 Vote: Didn't Vote	9% (34)	21% (78)	57% (216)	6% (24)	7% (26)	379
2018 House Vote: Democrat	16% (123)	27% (205)	46% (346)	6% (42)	4% (31)	746
2018 House Vote: Republican	11% (62)	24% (138)	44% (258)	11% (63)	11% (61)	584
2018 House Vote: Someone else	3% (2)	21% (12)	58% (33)	5% (3)	13% (7)	57
2016 Vote: Hillary Clinton	16% (111)	25% (176)	48% (334)	6% (43)	4% (28)	693
2016 Vote: Donald Trump	11% (71)	22% (148)	47% (308)	10% (69)	10% (63)	658
2016 Vote: Other	8% (8)	28% (30)	52% (55)	5% (5)	8% (8)	107
2016 Vote: Didn't Vote	10% (77)	26% (191)	51% (379)	7% (49)	6% (45)	740
Voted in 2014: Yes	14% (165)	24% (288)	47% (568)	8% (98)	8% (93)	1212
Voted in 2014: No	10% (103)	26% (256)	52% (510)	7% (67)	5% (52)	988
4-Region: Northeast	11% (45)	27% (105)	49% (194)	7% (28)	5% (22)	394
4-Region: Midwest	11% (51)	20% (93)	54% (252)	8% (37)	6% (29)	462
4-Region: South	11% (94)	26% (218)	47% (388)	8% (62)	8% (62)	824
4-Region: West	15% (77)	25% (128)	47% (244)	7% (38)	6% (32)	520
Sports Fans	15% (222)	29% (442)	42% (644)	9% (130)	5% (78)	1517
Avid Sports Fans	24% (140)	28% (163)	36% (209)	8% (44)	4% (25)	580
Casual Sports Fans	9% (83)	30% (280)	46% (435)	9% (86)	6% (53)	937
College Football Fans	16% (189)	32% (365)	38% (439)	9% (103)	4% (48)	1143
Avid College Football Fans	23% (103)	30% (131)	32% (141)	10% (44)	5% (23)	441
Casual College Football Fans	12% (86)	33% (234)	42% (298)	8% (59)	3% (24)	702

Continued on next page

Table MCSP11_1: As you may know, college athletes recently gained the right to benefit financially from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities. Do you think this policy change will have an ultimately positive or negative effect on the following?

The short-term popularity of college football (0-10 years)

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total N
Adults	12% (268)	25% (544)	49% (1078)	8% (165)	7% (145)	2200
Fans of a Big Ten Team	13% (42)	33% (106)	42% (132)	9% (27)	3% (10)	316
Fans of a Pac-12 Team	25% (39)	31% (48)	33% (51)	8% (12)	3% (5)	155
Fans of an ACC Team	21% (28)	41% (55)	25% (34)	8% (10)	5% (7)	135
Fans of a Big 12 Team	19% (19)	28% (29)	36% (37)	10% (11)	7% (7)	102
Fans of an SEC Team	13% (29)	37% (85)	34% (79)	11% (26)	5% (12)	231
Fans of a Team in Other Conf.	17% (8)	31% (15)	32% (15)	13% (6)	5% (3)	46
Texas/Oklahoma Fans	27% (108)	33% (133)	30% (120)	6% (25)	3% (13)	400
Big 12 Fans and Non-UT/OU	8% (1)	42% (7)	42% (7)	4% (1)	4% (1)	17
Sports Fans Ages 18-34	20% (94)	36% (173)	34% (164)	7% (33)	4% (17)	480
Sports Fans Ages 35-44	19% (49)	32% (81)	38% (97)	7% (19)	3% (7)	254
Sports Fans Ages 45-64	14% (67)	23% (112)	48% (235)	9% (44)	6% (32)	490
Sports Fans Ages 65+	4% (12)	26% (77)	50% (148)	12% (34)	7% (22)	293
CFB Fans Ages 18-34	22% (74)	39% (133)	29% (97)	8% (28)	2% (5)	337
CFB Fans Ages 35-44	24% (50)	36% (73)	31% (63)	6% (12)	3% (5)	203
CFB Fans Ages 45-64	15% (59)	24% (94)	47% (181)	9% (34)	5% (20)	388
CFB Fans Ages 65+	3% (6)	31% (66)	46% (98)	13% (28)	8% (17)	215

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

Table MCSP11_2: As you may know, college athletes recently gained the right to benefit financially from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities. Do you think this policy change will have an ultimately positive or negative effect on the following?

The long-term popularity of college football (11-20 years)

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total N
Adults	14% (305)	25% (541)	46% (1021)	8% (182)	7% (152)	2200
Gender: Male	17% (184)	27% (285)	39% (411)	9% (96)	8% (85)	1062
Gender: Female	11% (121)	22% (256)	54% (609)	7% (85)	6% (67)	1138
Age: 18-34	19% (122)	29% (192)	40% (259)	7% (44)	6% (37)	655
Age: 35-44	20% (70)	28% (100)	43% (155)	5% (17)	4% (16)	358
Age: 45-64	11% (83)	21% (161)	50% (376)	9% (68)	9% (64)	751
Age: 65+	7% (30)	20% (88)	53% (231)	12% (52)	8% (35)	436
GenZers: 1997-2012	19% (47)	31% (75)	40% (97)	5% (12)	4% (11)	242
Millennials: 1981-1996	20% (128)	29% (186)	39% (254)	7% (45)	5% (34)	647
GenXers: 1965-1980	12% (70)	23% (132)	49% (282)	8% (44)	8% (44)	572
Baby Boomers: 1946-1964	9% (55)	20% (131)	52% (338)	11% (73)	8% (53)	651
PID: Dem (no lean)	18% (166)	28% (254)	44% (401)	7% (62)	4% (33)	916
PID: Ind (no lean)	9% (56)	22% (144)	53% (346)	8% (50)	8% (52)	648
PID: Rep (no lean)	13% (82)	23% (143)	43% (274)	11% (69)	11% (67)	636
PID/Gender: Dem Men	23% (96)	31% (127)	37% (153)	7% (31)	2% (9)	417
PID/Gender: Dem Women	14% (70)	25% (126)	50% (248)	6% (32)	5% (23)	499
PID/Gender: Ind Men	13% (41)	25% (79)	44% (140)	8% (25)	10% (33)	318
PID/Gender: Ind Women	4% (15)	20% (66)	62% (206)	8% (25)	6% (19)	330
PID/Gender: Rep Men	14% (46)	24% (79)	36% (118)	12% (41)	13% (43)	327
PID/Gender: Rep Women	12% (36)	21% (64)	51% (156)	9% (28)	8% (25)	309
Ideo: Liberal (1-3)	18% (116)	29% (191)	44% (289)	6% (38)	4% (25)	658
Ideo: Moderate (4)	13% (80)	25% (159)	47% (291)	10% (62)	5% (32)	623
Ideo: Conservative (5-7)	13% (94)	22% (159)	45% (323)	9% (68)	10% (75)	719
Educ: < College	13% (197)	24% (368)	49% (739)	7% (105)	7% (103)	1512
Educ: Bachelors degree	17% (78)	24% (106)	41% (180)	11% (50)	7% (30)	444
Educ: Post-grad	12% (30)	27% (67)	42% (102)	11% (26)	8% (19)	244

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Table MCSP11_2: As you may know, college athletes recently gained the right to benefit financially from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities. Do you think this policy change will have an ultimately positive or negative effect on the following?

The long-term popularity of college football (11-20 years)

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total N
Adults	14% (305)	25% (541)	46% (1021)	8% (182)	7% (152)	2200
Income: Under 50k	13% (162)	24% (299)	48% (597)	8% (100)	7% (91)	1250
Income: 50k-100k	14% (91)	26% (177)	46% (307)	9% (62)	6% (37)	674
Income: 100k+	19% (51)	24% (65)	42% (116)	7% (20)	8% (23)	276
Ethnicity: White	12% (212)	24% (411)	48% (821)	9% (147)	8% (131)	1722
Ethnicity: Hispanic	20% (70)	28% (99)	41% (144)	6% (21)	4% (15)	349
Ethnicity: Black	20% (56)	32% (87)	36% (98)	8% (21)	5% (13)	274
Ethnicity: Other	18% (37)	21% (43)	50% (101)	7% (14)	4% (8)	204
All Christian	16% (155)	24% (235)	44% (432)	9% (93)	8% (78)	993
All Non-Christian	18% (22)	30% (36)	40% (49)	9% (10)	4% (4)	121
Atheist	17% (16)	23% (22)	46% (44)	8% (8)	6% (6)	96
Agnostic/Nothing in particular	9% (54)	26% (157)	52% (313)	6% (35)	6% (39)	598
Something Else	14% (57)	23% (91)	47% (182)	9% (36)	6% (25)	392
Religious Non-Protestant/Catholic	17% (24)	28% (38)	43% (60)	7% (10)	4% (6)	138
Evangelical	18% (96)	25% (134)	39% (210)	10% (51)	8% (44)	535
Non-Evangelical	14% (111)	23% (186)	47% (387)	9% (75)	7% (58)	818
Community: Urban	19% (131)	28% (195)	41% (281)	5% (35)	7% (47)	690
Community: Suburban	12% (114)	24% (232)	49% (481)	10% (100)	6% (58)	985
Community: Rural	11% (60)	22% (114)	49% (259)	9% (46)	9% (47)	526
Employ: Private Sector	16% (105)	27% (181)	42% (284)	9% (60)	6% (42)	672
Employ: Government	12% (14)	26% (28)	43% (47)	9% (10)	10% (11)	109
Employ: Self-Employed	17% (34)	30% (59)	39% (76)	10% (19)	5% (10)	198
Employ: Homemaker	13% (21)	30% (45)	42% (65)	9% (13)	6% (9)	153
Employ: Student	20% (14)	30% (21)	44% (31)	1% (1)	4% (3)	69
Employ: Retired	9% (48)	20% (109)	53% (286)	10% (53)	8% (43)	538
Employ: Unemployed	16% (49)	23% (67)	52% (154)	5% (14)	4% (13)	296
Employ: Other	13% (21)	19% (32)	48% (79)	7% (11)	13% (21)	164

Continued on next page

Table MCSP11_2: As you may know, college athletes recently gained the right to benefit financially from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities. Do you think this policy change will have an ultimately positive or negative effect on the following?

The long-term popularity of college football (11-20 years)

Demographic	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Total N
Adults	14%	(305)	25%	(541)	46%	(1021)	8%	(182)	7%	(152)	2200
Military HH: Yes	12%	(40)	25%	(88)	46%	(162)	7%	(24)	11%	(37)	351
Military HH: No	14%	(264)	25%	(453)	46%	(859)	9%	(158)	6%	(114)	1849
RD/WT: Right Direction	18%	(174)	28%	(263)	43%	(413)	6%	(61)	4%	(42)	953
RD/WT: Wrong Track	10%	(131)	22%	(278)	49%	(607)	10%	(121)	9%	(110)	1247
Biden Job Approve	16%	(188)	28%	(318)	45%	(514)	7%	(84)	4%	(47)	1151
Biden Job Disapprove	11%	(102)	22%	(208)	47%	(445)	10%	(91)	11%	(101)	948
Biden Job Strongly Approve	25%	(137)	24%	(133)	42%	(233)	6%	(32)	4%	(20)	555
Biden Job Somewhat Approve	9%	(51)	31%	(185)	47%	(281)	9%	(52)	4%	(27)	596
Biden Job Somewhat Disapprove	12%	(36)	29%	(85)	46%	(135)	7%	(20)	5%	(15)	291
Biden Job Strongly Disapprove	10%	(66)	19%	(123)	47%	(310)	11%	(72)	13%	(86)	656
Favorable of Biden	17%	(203)	28%	(326)	45%	(523)	7%	(78)	4%	(44)	1173
Unfavorable of Biden	10%	(90)	21%	(198)	48%	(446)	10%	(92)	11%	(100)	926
Very Favorable of Biden	24%	(144)	24%	(148)	41%	(250)	6%	(38)	4%	(26)	606
Somewhat Favorable of Biden	10%	(59)	31%	(177)	48%	(273)	7%	(40)	3%	(19)	568
Somewhat Unfavorable of Biden	11%	(27)	26%	(64)	48%	(120)	9%	(22)	7%	(17)	251
Very Unfavorable of Biden	9%	(62)	20%	(134)	48%	(326)	10%	(70)	12%	(83)	675
#1 Issue: Economy	14%	(98)	28%	(198)	44%	(316)	8%	(55)	7%	(47)	714
#1 Issue: Security	12%	(51)	21%	(88)	48%	(196)	9%	(37)	10%	(40)	411
#1 Issue: Health Care	19%	(59)	24%	(75)	44%	(139)	10%	(30)	3%	(10)	313
#1 Issue: Medicare / Social Security	10%	(30)	20%	(60)	52%	(156)	12%	(36)	5%	(16)	298
#1 Issue: Women's Issues	12%	(13)	29%	(31)	45%	(48)	7%	(7)	7%	(7)	106
#1 Issue: Education	9%	(8)	33%	(31)	45%	(42)	8%	(7)	5%	(5)	92
#1 Issue: Energy	24%	(31)	27%	(35)	36%	(48)	2%	(2)	12%	(15)	131
#1 Issue: Other	11%	(15)	18%	(24)	56%	(76)	6%	(8)	8%	(11)	135

Continued on next page

Table MCSP11_2: As you may know, college athletes recently gained the right to benefit financially from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities. Do you think this policy change will have an ultimately positive or negative effect on the following?

The long-term popularity of college football (11-20 years)

Demographic	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Total N
Adults	14%	(305)	25%	(541)	46%	(1021)	8%	(182)	7%	(152)	2200
2020 Vote: Joe Biden	18%	(179)	27%	(274)	45%	(459)	7%	(74)	3%	(35)	1020
2020 Vote: Donald Trump	11%	(78)	24%	(177)	43%	(322)	11%	(80)	11%	(85)	742
2020 Vote: Other	8%	(4)	32%	(18)	48%	(27)	3%	(2)	10%	(6)	57
2020 Vote: Didn't Vote	11%	(43)	19%	(72)	56%	(211)	7%	(26)	7%	(26)	379
2018 House Vote: Democrat	19%	(140)	26%	(192)	44%	(325)	8%	(58)	4%	(31)	746
2018 House Vote: Republican	12%	(69)	22%	(128)	42%	(245)	12%	(72)	12%	(70)	584
2018 House Vote: Someone else	8%	(4)	22%	(13)	51%	(29)	5%	(3)	14%	(8)	57
2016 Vote: Hillary Clinton	18%	(125)	24%	(163)	46%	(317)	8%	(58)	4%	(29)	693
2016 Vote: Donald Trump	11%	(75)	25%	(165)	41%	(270)	12%	(80)	10%	(68)	658
2016 Vote: Other	8%	(8)	26%	(28)	54%	(58)	7%	(8)	5%	(6)	107
2016 Vote: Didn't Vote	13%	(96)	25%	(185)	51%	(374)	5%	(35)	7%	(50)	740
Voted in 2014: Yes	15%	(179)	23%	(280)	44%	(532)	10%	(120)	8%	(100)	1212
Voted in 2014: No	13%	(125)	26%	(261)	49%	(488)	6%	(62)	5%	(52)	988
4-Region: Northeast	16%	(63)	25%	(99)	46%	(179)	7%	(29)	6%	(23)	394
4-Region: Midwest	13%	(61)	20%	(93)	50%	(229)	9%	(43)	8%	(36)	462
4-Region: South	12%	(97)	26%	(214)	46%	(376)	9%	(76)	7%	(60)	824
4-Region: West	16%	(83)	26%	(134)	45%	(236)	6%	(33)	6%	(33)	520
Sports Fans	17%	(263)	30%	(448)	38%	(576)	9%	(144)	6%	(86)	1517
Avid Sports Fans	28%	(161)	30%	(174)	28%	(162)	10%	(57)	5%	(27)	580
Casual Sports Fans	11%	(102)	29%	(274)	44%	(415)	9%	(87)	6%	(60)	937
College Football Fans	20%	(227)	31%	(354)	34%	(392)	10%	(114)	5%	(56)	1143
Avid College Football Fans	29%	(128)	28%	(122)	27%	(118)	11%	(51)	5%	(24)	441
Casual College Football Fans	14%	(99)	33%	(233)	39%	(274)	9%	(63)	5%	(32)	702

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Table MCSP11_2: As you may know, college athletes recently gained the right to benefit financially from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities. Do you think this policy change will have an ultimately positive or negative effect on the following?

The long-term popularity of college football (11-20 years)

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total N
Adults	14% (305)	25% (541)	46% (1021)	8% (182)	7% (152)	2200
Fans of a Big Ten Team	20% (62)	28% (87)	37% (118)	11% (34)	5% (15)	316
Fans of a Pac-12 Team	30% (46)	24% (37)	36% (55)	5% (8)	5% (8)	155
Fans of an ACC Team	24% (33)	42% (57)	24% (32)	8% (11)	2% (3)	135
Fans of a Big 12 Team	17% (18)	36% (37)	28% (29)	12% (12)	7% (7)	102
Fans of an SEC Team	14% (33)	37% (86)	31% (71)	12% (27)	6% (13)	231
Fans of a Team in Other Conf.	23% (11)	32% (15)	22% (10)	21% (10)	2% (1)	46
Texas/Oklahoma Fans	29% (117)	33% (133)	25% (100)	9% (35)	4% (16)	400
Big 12 Fans and Non-UT/OU	8% (1)	29% (5)	40% (7)	16% (3)	8% (1)	17
Sports Fans Ages 18-34	23% (109)	34% (162)	31% (151)	7% (35)	5% (24)	480
Sports Fans Ages 35-44	23% (59)	32% (81)	37% (94)	5% (13)	3% (8)	254
Sports Fans Ages 45-64	14% (69)	28% (136)	41% (199)	10% (50)	7% (36)	490
Sports Fans Ages 65+	9% (25)	24% (70)	45% (133)	16% (46)	6% (19)	293
CFB Fans Ages 18-34	27% (92)	34% (113)	27% (92)	8% (28)	3% (12)	337
CFB Fans Ages 35-44	29% (59)	33% (66)	32% (65)	4% (9)	2% (4)	203
CFB Fans Ages 45-64	15% (59)	30% (117)	38% (147)	11% (42)	6% (23)	388
CFB Fans Ages 65+	8% (17)	27% (58)	41% (89)	16% (34)	8% (17)	215

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

Table MCSP11_3: As you may know, college athletes recently gained the right to benefit financially from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities. Do you think this policy change will have an ultimately positive or negative effect on the following?

Young athletes' interest in playing college football

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total N
Adults	21% (453)	33% (717)	37% (804)	5% (105)	5% (120)	2200
Gender: Male	25% (270)	35% (373)	30% (314)	4% (45)	6% (60)	1062
Gender: Female	16% (183)	30% (344)	43% (490)	5% (60)	5% (60)	1138
Age: 18-34	28% (181)	31% (202)	32% (210)	4% (28)	5% (36)	655
Age: 35-44	22% (78)	35% (124)	34% (123)	5% (16)	4% (16)	358
Age: 45-64	18% (138)	30% (223)	41% (310)	5% (38)	6% (42)	751
Age: 65+	13% (56)	39% (169)	37% (161)	5% (24)	6% (26)	436
GenZers: 1997-2012	32% (76)	27% (65)	32% (78)	3% (8)	6% (15)	242
Millennials: 1981-1996	25% (162)	34% (223)	31% (198)	5% (34)	5% (31)	647
GenXers: 1965-1980	19% (109)	31% (177)	41% (233)	4% (24)	5% (28)	572
Baby Boomers: 1946-1964	15% (96)	33% (217)	40% (259)	6% (37)	6% (41)	651
PID: Dem (no lean)	25% (226)	33% (299)	34% (311)	5% (42)	4% (38)	916
PID: Ind (no lean)	15% (100)	31% (203)	43% (276)	4% (28)	6% (40)	648
PID: Rep (no lean)	20% (128)	34% (214)	34% (217)	6% (35)	7% (41)	636
PID/Gender: Dem Men	32% (132)	35% (147)	25% (105)	5% (19)	3% (13)	417
PID/Gender: Dem Women	19% (93)	30% (152)	41% (206)	5% (23)	5% (25)	499
PID/Gender: Ind Men	19% (60)	35% (110)	35% (112)	4% (13)	7% (23)	318
PID/Gender: Ind Women	12% (40)	28% (94)	50% (164)	4% (15)	5% (17)	330
PID/Gender: Rep Men	24% (78)	36% (116)	30% (97)	4% (13)	7% (23)	327
PID/Gender: Rep Women	16% (50)	32% (98)	39% (120)	7% (23)	6% (18)	309
Ideo: Liberal (1-3)	27% (181)	34% (223)	31% (206)	4% (26)	3% (23)	658
Ideo: Moderate (4)	19% (119)	31% (192)	39% (246)	6% (40)	4% (26)	623
Ideo: Conservative (5-7)	18% (127)	37% (266)	34% (247)	5% (32)	6% (46)	719
Educ: < College	19% (291)	31% (465)	40% (602)	4% (68)	6% (87)	1512
Educ: Bachelors degree	24% (105)	35% (154)	32% (142)	5% (21)	5% (22)	444
Educ: Post-grad	24% (58)	41% (99)	25% (60)	7% (16)	5% (11)	244

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Table MCSP11_3: As you may know, college athletes recently gained the right to benefit financially from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities. Do you think this policy change will have an ultimately positive or negative effect on the following?

Young athletes' interest in playing college football

Demographic	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	21%	(453)	33%	(717)	37%	(804)	5%	(105)	5%	(120)	2200
Income: Under 50k	20%	(251)	29%	(368)	39%	(487)	5%	(64)	6%	(80)	1250
Income: 50k-100k	20%	(132)	37%	(247)	35%	(234)	5%	(33)	4%	(28)	674
Income: 100k+	25%	(70)	37%	(102)	30%	(83)	3%	(9)	4%	(12)	276
Ethnicity: White	19%	(325)	34%	(579)	37%	(641)	5%	(80)	6%	(97)	1722
Ethnicity: Hispanic	25%	(87)	34%	(119)	35%	(121)	4%	(14)	2%	(8)	349
Ethnicity: Black	30%	(83)	26%	(72)	33%	(91)	4%	(11)	6%	(17)	274
Ethnicity: Other	22%	(45)	33%	(67)	35%	(72)	7%	(14)	3%	(6)	204
All Christian	19%	(191)	37%	(369)	35%	(344)	4%	(43)	5%	(46)	993
All Non-Christian	21%	(26)	43%	(52)	23%	(28)	10%	(13)	3%	(4)	121
Atheist	33%	(32)	27%	(26)	30%	(28)	4%	(3)	6%	(6)	96
Agnostic/Nothing in particular	20%	(118)	27%	(160)	43%	(257)	4%	(24)	6%	(38)	598
Something Else	22%	(87)	28%	(110)	37%	(147)	6%	(22)	7%	(27)	392
Religious Non-Protestant/Catholic	21%	(29)	40%	(55)	27%	(37)	9%	(13)	4%	(5)	138
Evangelical	25%	(134)	30%	(162)	35%	(185)	5%	(24)	5%	(29)	535
Non-Evangelical	16%	(134)	38%	(311)	36%	(291)	5%	(40)	5%	(41)	818
Community: Urban	26%	(177)	33%	(225)	33%	(228)	4%	(28)	5%	(32)	690
Community: Suburban	19%	(184)	34%	(332)	37%	(365)	5%	(52)	5%	(51)	985
Community: Rural	17%	(92)	30%	(160)	40%	(211)	5%	(25)	7%	(37)	526
Employ: Private Sector	23%	(156)	37%	(246)	30%	(203)	5%	(34)	5%	(34)	672
Employ: Government	18%	(20)	33%	(36)	41%	(45)	6%	(6)	1%	(1)	109
Employ: Self-Employed	20%	(40)	35%	(70)	33%	(65)	6%	(12)	6%	(11)	198
Employ: Homemaker	20%	(31)	29%	(44)	42%	(64)	6%	(9)	4%	(6)	153
Employ: Student	35%	(24)	21%	(14)	38%	(26)	2%	(1)	4%	(3)	69
Employ: Retired	15%	(78)	35%	(188)	40%	(217)	5%	(27)	5%	(28)	538
Employ: Unemployed	21%	(62)	29%	(85)	41%	(120)	5%	(15)	5%	(14)	296
Employ: Other	25%	(42)	21%	(34)	39%	(63)	1%	(2)	14%	(22)	164

Continued on next page

Table MCSP11_3: As you may know, college athletes recently gained the right to benefit financially from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities. Do you think this policy change will have an ultimately positive or negative effect on the following?

Young athletes' interest in playing college football

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total N
Adults	21% (453)	33% (717)	37% (804)	5% (105)	5% (120)	2200
Military HH: Yes	20% (71)	35% (123)	34% (120)	3% (12)	7% (25)	351
Military HH: No	21% (382)	32% (594)	37% (684)	5% (94)	5% (95)	1849
RD/WT: Right Direction	24% (232)	33% (312)	34% (328)	5% (44)	4% (37)	953
RD/WT: Wrong Track	18% (222)	33% (405)	38% (476)	5% (62)	7% (83)	1247
Biden Job Approve	24% (279)	33% (377)	33% (383)	5% (63)	4% (49)	1151
Biden Job Disapprove	16% (151)	34% (321)	39% (370)	4% (37)	7% (68)	948
Biden Job Strongly Approve	31% (173)	28% (154)	33% (184)	4% (22)	4% (21)	555
Biden Job Somewhat Approve	18% (106)	37% (222)	33% (198)	7% (41)	5% (28)	596
Biden Job Somewhat Disapprove	15% (44)	35% (102)	42% (123)	5% (13)	3% (8)	291
Biden Job Strongly Disapprove	16% (107)	33% (219)	38% (247)	4% (24)	9% (60)	656
Favorable of Biden	25% (294)	32% (381)	34% (394)	5% (59)	4% (45)	1173
Unfavorable of Biden	15% (141)	33% (307)	39% (365)	5% (42)	8% (72)	926
Very Favorable of Biden	29% (178)	31% (188)	31% (189)	4% (24)	5% (28)	606
Somewhat Favorable of Biden	21% (117)	34% (193)	36% (205)	6% (35)	3% (17)	568
Somewhat Unfavorable of Biden	14% (35)	35% (89)	42% (106)	5% (12)	4% (10)	251
Very Unfavorable of Biden	16% (106)	32% (218)	38% (259)	4% (30)	9% (62)	675
#1 Issue: Economy	21% (149)	35% (253)	35% (253)	5% (33)	4% (26)	714
#1 Issue: Security	18% (76)	33% (136)	38% (155)	4% (15)	7% (29)	411
#1 Issue: Health Care	23% (72)	37% (114)	33% (104)	4% (11)	4% (12)	313
#1 Issue: Medicare / Social Security	19% (56)	27% (82)	40% (119)	8% (25)	6% (17)	298
#1 Issue: Women's Issues	15% (16)	28% (30)	40% (43)	9% (10)	8% (8)	106
#1 Issue: Education	21% (19)	33% (30)	36% (33)	6% (5)	5% (5)	92
#1 Issue: Energy	31% (40)	26% (34)	30% (39)	3% (4)	10% (13)	131
#1 Issue: Other	20% (26)	28% (38)	43% (58)	2% (2)	7% (10)	135

Continued on next page

Table MCSP11_3: As you may know, college athletes recently gained the right to benefit financially from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities. Do you think this policy change will have an ultimately positive or negative effect on the following?

Young athletes' interest in playing college football

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total N
Adults	21% (453)	33% (717)	37% (804)	5% (105)	5% (120)	2200
2020 Vote: Joe Biden	25% (254)	33% (333)	34% (348)	5% (52)	3% (34)	1020
2020 Vote: Donald Trump	16% (117)	36% (265)	36% (266)	5% (38)	7% (56)	742
2020 Vote: Other	12% (7)	43% (24)	39% (23)	— (0)	6% (3)	57
2020 Vote: Didn't Vote	20% (75)	25% (95)	44% (166)	4% (16)	7% (27)	379
2018 House Vote: Democrat	26% (193)	32% (242)	33% (244)	6% (44)	3% (24)	746
2018 House Vote: Republican	18% (103)	35% (206)	33% (195)	6% (33)	8% (46)	584
2018 House Vote: Someone else	6% (3)	37% (21)	48% (28)	— (0)	9% (5)	57
2016 Vote: Hillary Clinton	25% (173)	31% (214)	35% (244)	5% (37)	4% (25)	693
2016 Vote: Donald Trump	15% (102)	38% (247)	33% (219)	6% (39)	8% (51)	658
2016 Vote: Other	14% (15)	37% (39)	42% (45)	4% (4)	3% (3)	107
2016 Vote: Didn't Vote	22% (162)	29% (216)	40% (295)	3% (25)	6% (41)	740
Voted in 2014: Yes	21% (251)	34% (413)	34% (412)	6% (69)	6% (67)	1212
Voted in 2014: No	20% (202)	31% (304)	40% (392)	4% (36)	5% (53)	988
4-Region: Northeast	22% (88)	33% (130)	37% (144)	4% (14)	4% (17)	394
4-Region: Midwest	19% (88)	30% (139)	39% (180)	6% (28)	6% (27)	462
4-Region: South	19% (158)	32% (267)	37% (303)	5% (44)	6% (51)	824
4-Region: West	23% (119)	35% (181)	34% (176)	4% (19)	5% (25)	520
Sports Fans	24% (361)	39% (585)	29% (444)	5% (78)	3% (50)	1517
Avid Sports Fans	33% (192)	39% (224)	22% (129)	4% (24)	2% (11)	580
Casual Sports Fans	18% (169)	38% (361)	34% (315)	6% (54)	4% (39)	937
College Football Fans	26% (294)	41% (471)	25% (288)	5% (62)	3% (29)	1143
Avid College Football Fans	34% (152)	39% (173)	19% (85)	4% (18)	3% (14)	441
Casual College Football Fans	20% (143)	42% (298)	29% (203)	6% (44)	2% (15)	702

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Table MCSP11_3: As you may know, college athletes recently gained the right to benefit financially from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities. Do you think this policy change will have an ultimately positive or negative effect on the following?

Young athletes' interest in playing college football

Demographic	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Total N
Adults	21%	(453)	33%	(717)	37%	(804)	5%	(105)	5%	(120)	2200
Fans of a Big Ten Team	22%	(70)	43%	(137)	28%	(89)	5%	(15)	2%	(5)	316
Fans of a Pac-12 Team	36%	(56)	37%	(58)	23%	(35)	3%	(5)	1%	(1)	155
Fans of an ACC Team	30%	(41)	40%	(53)	19%	(26)	7%	(10)	4%	(5)	135
Fans of a Big 12 Team	28%	(29)	37%	(38)	27%	(27)	6%	(6)	3%	(3)	102
Fans of an SEC Team	24%	(56)	45%	(104)	20%	(47)	6%	(14)	4%	(9)	231
Fans of a Team in Other Conf.	24%	(11)	52%	(24)	12%	(6)	8%	(4)	4%	(2)	46
Texas/Oklahoma Fans	34%	(134)	39%	(154)	22%	(89)	4%	(15)	2%	(7)	400
Big 12 Fans and Non-UT/OU	17%	(3)	38%	(7)	37%	(6)	4%	(1)	4%	(1)	17
Sports Fans Ages 18-34	30%	(143)	36%	(174)	26%	(126)	4%	(22)	3%	(16)	480
Sports Fans Ages 35-44	26%	(67)	41%	(105)	26%	(66)	4%	(11)	2%	(5)	254
Sports Fans Ages 45-64	22%	(109)	34%	(167)	35%	(172)	5%	(24)	4%	(18)	490
Sports Fans Ages 65+	14%	(42)	47%	(139)	27%	(80)	7%	(21)	4%	(12)	293
CFB Fans Ages 18-34	33%	(110)	41%	(138)	20%	(67)	4%	(14)	2%	(8)	337
CFB Fans Ages 35-44	30%	(60)	43%	(87)	21%	(43)	5%	(10)	1%	(3)	203
CFB Fans Ages 45-64	23%	(91)	36%	(139)	31%	(122)	7%	(26)	3%	(11)	388
CFB Fans Ages 65+	15%	(32)	50%	(107)	26%	(56)	6%	(12)	3%	(7)	215

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

Table MCSP11_4: As you may know, college athletes recently gained the right to benefit financially from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities. Do you think this policy change will have an ultimately positive or negative effect on the following?

Parent's interest in their children playing college football

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total N
Adults	18% (391)	32% (715)	38% (830)	7% (143)	5% (121)	2200
Gender: Male	20% (211)	37% (393)	32% (337)	5% (58)	6% (63)	1062
Gender: Female	16% (180)	28% (322)	43% (493)	7% (85)	5% (58)	1138
Age: 18-34	21% (138)	33% (216)	36% (238)	5% (30)	5% (33)	655
Age: 35-44	19% (67)	34% (121)	35% (125)	8% (30)	4% (15)	358
Age: 45-64	18% (132)	28% (212)	40% (303)	7% (50)	7% (54)	751
Age: 65+	13% (56)	38% (165)	37% (163)	8% (34)	4% (19)	436
GenZers: 1997-2012	22% (54)	29% (71)	41% (99)	3% (8)	4% (11)	242
Millennials: 1981-1996	20% (132)	35% (229)	33% (211)	6% (42)	5% (33)	647
GenXers: 1965-1980	18% (103)	29% (166)	40% (228)	7% (41)	6% (33)	572
Baby Boomers: 1946-1964	14% (92)	34% (218)	39% (255)	7% (46)	6% (39)	651
PID: Dem (no lean)	22% (198)	32% (296)	36% (327)	7% (61)	4% (35)	916
PID: Ind (no lean)	12% (79)	34% (221)	41% (263)	6% (38)	7% (46)	648
PID: Rep (no lean)	18% (114)	31% (197)	38% (239)	7% (44)	6% (41)	636
PID/Gender: Dem Men	26% (110)	38% (158)	29% (120)	4% (18)	3% (12)	417
PID/Gender: Dem Women	18% (88)	28% (139)	41% (207)	9% (44)	4% (22)	499
PID/Gender: Ind Men	15% (47)	36% (116)	34% (106)	6% (20)	9% (28)	318
PID/Gender: Ind Women	10% (33)	32% (105)	48% (157)	5% (18)	5% (17)	330
PID/Gender: Rep Men	17% (54)	37% (120)	34% (110)	6% (20)	7% (22)	327
PID/Gender: Rep Women	19% (60)	25% (78)	42% (129)	8% (24)	6% (18)	309
Ideo: Liberal (1-3)	22% (142)	35% (232)	32% (211)	7% (46)	4% (27)	658
Ideo: Moderate (4)	17% (107)	34% (210)	38% (239)	7% (45)	4% (22)	623
Ideo: Conservative (5-7)	17% (124)	31% (224)	39% (281)	6% (44)	6% (46)	719
Educ: < College	18% (265)	30% (446)	41% (627)	6% (87)	6% (86)	1512
Educ: Bachelors degree	17% (75)	38% (169)	31% (137)	8% (38)	5% (24)	444
Educ: Post-grad	21% (51)	40% (99)	27% (65)	8% (19)	4% (10)	244

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Table MCSP11_4: As you may know, college athletes recently gained the right to benefit financially from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities. Do you think this policy change will have an ultimately positive or negative effect on the following?

Parent's interest in their children playing college football

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total N
Adults	18% (391)	32% (715)	38% (830)	7% (143)	5% (121)	2200
Income: Under 50k	18% (221)	28% (352)	42% (519)	7% (81)	6% (77)	1250
Income: 50k-100k	18% (121)	37% (247)	35% (235)	7% (44)	4% (27)	674
Income: 100k+	18% (50)	42% (115)	27% (76)	7% (18)	6% (17)	276
Ethnicity: White	17% (284)	33% (569)	38% (655)	7% (115)	6% (99)	1722
Ethnicity: Hispanic	19% (65)	35% (123)	39% (138)	3% (12)	3% (12)	349
Ethnicity: Black	27% (73)	32% (88)	31% (85)	5% (14)	5% (14)	274
Ethnicity: Other	17% (34)	29% (58)	44% (90)	7% (14)	4% (7)	204
All Christian	18% (177)	35% (344)	35% (346)	7% (73)	5% (53)	993
All Non-Christian	19% (23)	42% (51)	29% (35)	5% (6)	4% (5)	121
Atheist	26% (25)	35% (33)	33% (32)	3% (3)	4% (4)	96
Agnostic/Nothing in particular	15% (88)	28% (170)	45% (269)	5% (31)	7% (40)	598
Something Else	20% (79)	30% (116)	38% (147)	8% (30)	5% (20)	392
Religious Non-Protestant/Catholic	19% (26)	41% (57)	31% (43)	5% (6)	4% (6)	138
Evangelical	22% (119)	31% (168)	35% (187)	7% (37)	5% (24)	535
Non-Evangelical	16% (130)	35% (283)	36% (293)	8% (64)	6% (47)	818
Community: Urban	22% (152)	35% (239)	32% (224)	5% (35)	6% (40)	690
Community: Suburban	16% (156)	34% (331)	38% (376)	8% (77)	5% (45)	985
Community: Rural	16% (84)	28% (145)	44% (230)	6% (32)	7% (36)	526
Employ: Private Sector	19% (125)	35% (235)	32% (213)	8% (57)	6% (42)	672
Employ: Government	14% (15)	40% (44)	32% (35)	9% (10)	4% (5)	109
Employ: Self-Employed	21% (42)	31% (61)	38% (75)	6% (11)	5% (9)	198
Employ: Homemaker	17% (26)	29% (45)	46% (71)	4% (6)	4% (6)	153
Employ: Student	22% (15)	25% (17)	46% (32)	3% (2)	4% (3)	69
Employ: Retired	15% (79)	34% (181)	40% (216)	7% (36)	5% (26)	538
Employ: Unemployed	19% (57)	28% (84)	43% (129)	5% (15)	4% (11)	296
Employ: Other	20% (32)	29% (48)	36% (59)	4% (6)	11% (18)	164

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Table MCSP11_4: As you may know, college athletes recently gained the right to benefit financially from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities. Do you think this policy change will have an ultimately positive or negative effect on the following?

Parent's interest in their children playing college football

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total N
Adults	18% (391)	32% (715)	38% (830)	7% (143)	5% (121)	2200
Military HH: Yes	16% (55)	36% (126)	38% (134)	4% (14)	6% (22)	351
Military HH: No	18% (336)	32% (589)	38% (695)	7% (130)	5% (99)	1849
RD/WT: Right Direction	20% (195)	33% (318)	35% (335)	7% (66)	4% (39)	953
RD/WT: Wrong Track	16% (196)	32% (397)	40% (495)	6% (77)	7% (82)	1247
Biden Job Approve	19% (220)	34% (392)	35% (406)	7% (85)	4% (47)	1151
Biden Job Disapprove	17% (156)	32% (300)	39% (371)	5% (51)	7% (69)	948
Biden Job Strongly Approve	26% (145)	28% (158)	36% (198)	6% (32)	4% (22)	555
Biden Job Somewhat Approve	13% (75)	39% (235)	35% (208)	9% (53)	4% (26)	596
Biden Job Somewhat Disapprove	18% (54)	38% (112)	37% (107)	4% (12)	2% (6)	291
Biden Job Strongly Disapprove	16% (103)	29% (188)	40% (264)	6% (39)	9% (62)	656
Favorable of Biden	20% (240)	34% (399)	34% (402)	7% (88)	4% (45)	1173
Unfavorable of Biden	15% (135)	32% (298)	40% (373)	6% (51)	7% (69)	926
Very Favorable of Biden	25% (151)	31% (186)	33% (201)	7% (40)	5% (27)	606
Somewhat Favorable of Biden	16% (90)	37% (212)	35% (201)	8% (48)	3% (17)	568
Somewhat Unfavorable of Biden	14% (36)	41% (102)	37% (92)	5% (12)	3% (9)	251
Very Unfavorable of Biden	15% (99)	29% (196)	42% (281)	6% (39)	9% (60)	675
#1 Issue: Economy	20% (142)	34% (245)	36% (254)	6% (40)	5% (32)	714
#1 Issue: Security	16% (64)	34% (139)	39% (161)	5% (20)	7% (27)	411
#1 Issue: Health Care	22% (68)	30% (94)	35% (110)	8% (26)	5% (15)	313
#1 Issue: Medicare / Social Security	16% (48)	29% (87)	42% (126)	8% (24)	4% (13)	298
#1 Issue: Women's Issues	13% (14)	31% (33)	42% (44)	8% (9)	6% (7)	106
#1 Issue: Education	13% (12)	36% (33)	37% (34)	7% (6)	7% (6)	92
#1 Issue: Energy	19% (24)	29% (38)	34% (45)	8% (11)	11% (14)	131
#1 Issue: Other	13% (18)	34% (45)	41% (56)	6% (9)	5% (7)	135

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Table MCSP11_4: As you may know, college athletes recently gained the right to benefit financially from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities. Do you think this policy change will have an ultimately positive or negative effect on the following?

Parent's interest in their children playing college football

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total N
Adults	18% (391)	32% (715)	38% (830)	7% (143)	5% (121)	2200
2020 Vote: Joe Biden	21% (210)	33% (338)	36% (363)	7% (74)	4% (36)	1020
2020 Vote: Donald Trump	16% (118)	32% (240)	38% (281)	6% (45)	8% (58)	742
2020 Vote: Other	15% (9)	35% (20)	41% (24)	2% (1)	7% (4)	57
2020 Vote: Didn't Vote	15% (55)	31% (117)	42% (161)	6% (24)	6% (23)	379
2018 House Vote: Democrat	22% (162)	34% (253)	34% (251)	7% (52)	4% (29)	746
2018 House Vote: Republican	17% (97)	34% (200)	35% (205)	6% (38)	8% (45)	584
2018 House Vote: Someone else	9% (5)	25% (14)	47% (27)	8% (5)	11% (6)	57
2016 Vote: Hillary Clinton	20% (140)	34% (234)	35% (240)	7% (48)	5% (31)	693
2016 Vote: Donald Trump	17% (109)	33% (220)	35% (234)	7% (47)	7% (49)	658
2016 Vote: Other	16% (17)	31% (33)	44% (47)	5% (6)	4% (4)	107
2016 Vote: Didn't Vote	17% (124)	31% (228)	42% (308)	6% (43)	5% (37)	740
Voted in 2014: Yes	18% (224)	34% (408)	35% (423)	7% (86)	6% (72)	1212
Voted in 2014: No	17% (167)	31% (307)	41% (407)	6% (58)	5% (49)	988
4-Region: Northeast	24% (94)	32% (126)	35% (139)	4% (15)	5% (18)	394
4-Region: Midwest	15% (68)	32% (149)	39% (179)	8% (37)	6% (29)	462
4-Region: South	18% (150)	32% (261)	38% (311)	6% (52)	6% (50)	824
4-Region: West	15% (78)	34% (178)	39% (201)	7% (39)	4% (23)	520
Sports Fans	20% (305)	39% (591)	30% (462)	7% (102)	4% (58)	1517
Avid Sports Fans	28% (165)	40% (235)	23% (133)	5% (28)	3% (19)	580
Casual Sports Fans	15% (140)	38% (356)	35% (328)	8% (73)	4% (39)	937
College Football Fans	22% (251)	41% (472)	27% (304)	7% (78)	3% (38)	1143
Avid College Football Fans	28% (125)	40% (178)	21% (94)	6% (28)	4% (17)	441
Casual College Football Fans	18% (126)	42% (294)	30% (210)	7% (50)	3% (21)	702

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Table MCSP11_4: As you may know, college athletes recently gained the right to benefit financially from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities. Do you think this policy change will have an ultimately positive or negative effect on the following?

Parent's interest in their children playing college football

Demographic	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Total N
Adults	18%	(391)	32%	(715)	38%	(830)	7%	(143)	5%	(121)	2200
Fans of a Big Ten Team	18%	(57)	48%	(152)	25%	(78)	6%	(18)	3%	(10)	316
Fans of a Pac-12 Team	24%	(37)	40%	(62)	30%	(46)	3%	(5)	3%	(4)	155
Fans of an ACC Team	30%	(41)	38%	(52)	22%	(29)	7%	(9)	3%	(4)	135
Fans of a Big 12 Team	19%	(19)	42%	(43)	27%	(28)	8%	(8)	4%	(4)	102
Fans of an SEC Team	25%	(58)	37%	(85)	26%	(59)	10%	(23)	2%	(6)	231
Fans of a Team in Other Conf.	23%	(11)	43%	(20)	24%	(11)	10%	(5)	—	(0)	46
Texas/Oklahoma Fans	29%	(116)	41%	(164)	24%	(95)	4%	(17)	2%	(8)	400
Big 12 Fans and Non-UT/OU	27%	(5)	40%	(7)	25%	(4)	3%	(1)	4%	(1)	17
Sports Fans Ages 18-34	23%	(113)	37%	(179)	30%	(146)	5%	(24)	4%	(19)	480
Sports Fans Ages 35-44	22%	(56)	41%	(104)	27%	(69)	9%	(23)	1%	(3)	254
Sports Fans Ages 45-64	20%	(100)	34%	(166)	34%	(168)	6%	(30)	5%	(27)	490
Sports Fans Ages 65+	13%	(37)	49%	(142)	27%	(80)	9%	(25)	3%	(9)	293
CFB Fans Ages 18-34	27%	(90)	40%	(134)	27%	(91)	5%	(16)	2%	(6)	337
CFB Fans Ages 35-44	24%	(49)	44%	(89)	21%	(42)	10%	(21)	1%	(2)	203
CFB Fans Ages 45-64	22%	(86)	35%	(136)	31%	(119)	7%	(25)	6%	(22)	388
CFB Fans Ages 65+	12%	(26)	53%	(114)	24%	(53)	7%	(16)	3%	(7)	215

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

Table MCSP11_5: As you may know, college athletes recently gained the right to benefit financially from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities. Do you think this policy change will have an ultimately positive or negative effect on the following?

Your own interest in college football as a fan

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total N
Adults	12% (255)	19% (410)	53% (1159)	8% (175)	9% (201)	2200
Gender: Male	17% (178)	21% (218)	45% (477)	8% (89)	9% (100)	1062
Gender: Female	7% (77)	17% (192)	60% (682)	8% (86)	9% (100)	1138
Age: 18-34	17% (109)	24% (158)	46% (302)	6% (39)	7% (46)	655
Age: 35-44	15% (53)	27% (95)	47% (169)	8% (27)	4% (14)	358
Age: 45-64	10% (73)	14% (108)	57% (431)	7% (51)	12% (88)	751
Age: 65+	5% (20)	11% (49)	59% (257)	13% (58)	12% (53)	436
GenZers: 1997-2012	12% (29)	22% (52)	52% (125)	8% (19)	7% (17)	242
Millennials: 1981-1996	19% (121)	27% (176)	42% (275)	6% (39)	6% (37)	647
GenXers: 1965-1980	11% (62)	15% (87)	57% (328)	6% (35)	11% (61)	572
Baby Boomers: 1946-1964	6% (42)	13% (85)	58% (378)	11% (74)	11% (73)	651
PID: Dem (no lean)	15% (137)	21% (193)	53% (482)	6% (53)	6% (51)	916
PID: Ind (no lean)	8% (51)	16% (107)	58% (376)	7% (46)	10% (68)	648
PID: Rep (no lean)	10% (66)	17% (110)	47% (301)	12% (76)	13% (82)	636
PID/Gender: Dem Men	23% (96)	22% (91)	47% (197)	5% (21)	3% (13)	417
PID/Gender: Dem Women	8% (42)	21% (103)	57% (285)	6% (32)	7% (37)	499
PID/Gender: Ind Men	12% (37)	21% (66)	48% (153)	8% (24)	12% (37)	318
PID/Gender: Ind Women	4% (15)	12% (40)	67% (223)	7% (22)	9% (31)	330
PID/Gender: Rep Men	14% (46)	18% (60)	39% (127)	13% (44)	15% (50)	327
PID/Gender: Rep Women	7% (21)	16% (50)	56% (174)	10% (32)	10% (32)	309
Ideo: Liberal (1-3)	16% (103)	22% (144)	52% (343)	5% (33)	5% (35)	658
Ideo: Moderate (4)	12% (72)	20% (123)	53% (328)	10% (60)	6% (40)	623
Ideo: Conservative (5-7)	9% (66)	18% (132)	49% (351)	10% (72)	13% (97)	719
Educ: < College	11% (164)	18% (272)	55% (826)	7% (113)	9% (137)	1512
Educ: Bachelors degree	15% (65)	21% (91)	47% (211)	9% (39)	8% (38)	444
Educ: Post-grad	11% (27)	19% (47)	50% (122)	9% (23)	11% (26)	244

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Table MCSP11_5: As you may know, college athletes recently gained the right to benefit financially from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities. Do you think this policy change will have an ultimately positive or negative effect on the following?

Your own interest in college football as a fan

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total N
Adults	12% (255)	19% (410)	53% (1159)	8% (175)	9% (201)	2200
Income: Under 50k	11% (137)	18% (224)	53% (667)	8% (101)	10% (122)	1250
Income: 50k-100k	10% (69)	20% (136)	54% (364)	7% (50)	8% (55)	674
Income: 100k+	18% (49)	18% (50)	47% (129)	9% (24)	9% (24)	276
Ethnicity: White	10% (171)	17% (296)	54% (933)	9% (151)	10% (170)	1722
Ethnicity: Hispanic	16% (56)	21% (73)	54% (188)	5% (17)	5% (16)	349
Ethnicity: Black	21% (57)	26% (72)	43% (117)	3% (9)	7% (19)	274
Ethnicity: Other	13% (27)	20% (41)	53% (109)	7% (15)	6% (12)	204
All Christian	12% (121)	20% (199)	49% (482)	10% (99)	9% (92)	993
All Non-Christian	17% (20)	26% (31)	43% (52)	9% (11)	6% (7)	121
Atheist	12% (12)	20% (19)	55% (53)	7% (7)	6% (6)	96
Agnostic/Nothing in particular	8% (47)	16% (97)	62% (369)	6% (33)	9% (51)	598
Something Else	14% (55)	16% (64)	52% (203)	6% (25)	11% (45)	392
Religious Non-Protestant/Catholic	16% (22)	24% (33)	46% (64)	8% (11)	6% (9)	138
Evangelical	17% (89)	20% (107)	44% (235)	10% (52)	10% (51)	535
Non-Evangelical	10% (80)	19% (151)	53% (431)	9% (71)	10% (84)	818
Community: Urban	19% (133)	22% (153)	45% (311)	5% (37)	8% (56)	690
Community: Suburban	8% (82)	17% (168)	57% (557)	10% (99)	8% (79)	985
Community: Rural	8% (41)	17% (89)	55% (291)	8% (39)	12% (65)	526
Employ: Private Sector	15% (99)	23% (157)	45% (304)	8% (56)	8% (55)	672
Employ: Government	12% (13)	27% (29)	53% (57)	5% (5)	4% (4)	109
Employ: Self-Employed	16% (32)	18% (36)	50% (98)	8% (16)	8% (16)	198
Employ: Homemaker	6% (9)	22% (34)	58% (89)	6% (10)	7% (11)	153
Employ: Student	12% (8)	17% (12)	61% (42)	4% (3)	5% (3)	69
Employ: Retired	7% (38)	12% (62)	58% (314)	11% (58)	12% (66)	538
Employ: Unemployed	13% (40)	17% (50)	58% (171)	6% (19)	5% (16)	296
Employ: Other	10% (16)	18% (29)	50% (83)	5% (8)	17% (28)	164

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Table MCSP11_5: As you may know, college athletes recently gained the right to benefit financially from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities. Do you think this policy change will have an ultimately positive or negative effect on the following?

Your own interest in college football as a fan

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total N
Adults	12% (255)	19% (410)	53% (1159)	8% (175)	9% (201)	2200
Military HH: Yes	12% (41)	19% (66)	51% (178)	7% (25)	12% (41)	351
Military HH: No	12% (215)	19% (344)	53% (981)	8% (150)	9% (159)	1849
RD/WT: Right Direction	16% (151)	22% (213)	50% (479)	6% (57)	6% (53)	953
RD/WT: Wrong Track	8% (104)	16% (197)	54% (679)	10% (119)	12% (148)	1247
Biden Job Approve	15% (176)	21% (246)	50% (581)	7% (79)	6% (69)	1151
Biden Job Disapprove	7% (69)	16% (156)	53% (505)	10% (92)	13% (126)	948
Biden Job Strongly Approve	23% (129)	20% (113)	47% (258)	5% (27)	5% (27)	555
Biden Job Somewhat Approve	8% (47)	22% (133)	54% (323)	9% (51)	7% (42)	596
Biden Job Somewhat Disapprove	8% (23)	21% (60)	57% (166)	9% (26)	6% (16)	291
Biden Job Strongly Disapprove	7% (46)	15% (96)	52% (339)	10% (66)	17% (110)	656
Favorable of Biden	15% (179)	21% (242)	52% (605)	7% (79)	6% (69)	1173
Unfavorable of Biden	7% (65)	16% (151)	54% (498)	9% (88)	13% (124)	926
Very Favorable of Biden	21% (127)	21% (125)	47% (283)	5% (32)	6% (39)	606
Somewhat Favorable of Biden	9% (52)	21% (117)	57% (322)	8% (46)	5% (30)	568
Somewhat Unfavorable of Biden	6% (16)	20% (51)	58% (146)	8% (20)	7% (18)	251
Very Unfavorable of Biden	7% (49)	15% (99)	52% (352)	10% (68)	16% (106)	675
#1 Issue: Economy	13% (90)	22% (160)	51% (363)	7% (51)	7% (50)	714
#1 Issue: Security	9% (37)	18% (74)	51% (208)	9% (35)	14% (56)	411
#1 Issue: Health Care	17% (53)	18% (55)	49% (154)	10% (33)	6% (18)	313
#1 Issue: Medicare / Social Security	9% (28)	15% (44)	58% (174)	9% (26)	9% (26)	298
#1 Issue: Women's Issues	7% (7)	21% (23)	56% (59)	8% (9)	7% (8)	106
#1 Issue: Education	11% (10)	23% (21)	52% (48)	9% (8)	5% (5)	92
#1 Issue: Energy	19% (25)	16% (21)	45% (59)	8% (10)	12% (16)	131
#1 Issue: Other	3% (4)	10% (13)	69% (93)	2% (3)	16% (22)	135

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Table MCSP11_5: As you may know, college athletes recently gained the right to benefit financially from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities. Do you think this policy change will have an ultimately positive or negative effect on the following?

Your own interest in college football as a fan

Demographic	Very positive	Somewhat positive	Neither positive nor negative	Somewhat negative	Very negative	Total N
Adults	12% (255)	19% (410)	53% (1159)	8% (175)	9% (201)	2200
2020 Vote: Joe Biden	14% (147)	21% (210)	53% (538)	6% (65)	6% (60)	1020
2020 Vote: Donald Trump	9% (66)	19% (141)	48% (354)	11% (78)	14% (102)	742
2020 Vote: Other	12% (7)	22% (12)	54% (31)	4% (2)	9% (5)	57
2020 Vote: Didn't Vote	9% (35)	12% (45)	62% (235)	8% (30)	9% (33)	379
2018 House Vote: Democrat	16% (118)	21% (159)	50% (372)	7% (49)	6% (48)	746
2018 House Vote: Republican	9% (51)	20% (116)	47% (277)	11% (63)	13% (77)	584
2018 House Vote: Someone else	10% (6)	15% (8)	56% (32)	3% (2)	16% (9)	57
2016 Vote: Hillary Clinton	15% (102)	21% (143)	51% (357)	7% (46)	7% (45)	693
2016 Vote: Donald Trump	9% (59)	18% (120)	48% (317)	12% (79)	13% (84)	658
2016 Vote: Other	10% (11)	18% (19)	60% (64)	3% (3)	9% (10)	107
2016 Vote: Didn't Vote	11% (83)	17% (128)	57% (420)	6% (48)	8% (62)	740
Voted in 2014: Yes	12% (148)	20% (244)	49% (591)	9% (106)	10% (123)	1212
Voted in 2014: No	11% (107)	17% (166)	57% (568)	7% (69)	8% (78)	988
4-Region: Northeast	13% (52)	16% (61)	55% (215)	8% (32)	8% (33)	394
4-Region: Midwest	10% (45)	18% (82)	54% (248)	9% (41)	10% (46)	462
4-Region: South	10% (84)	19% (160)	53% (434)	8% (64)	10% (82)	824
4-Region: West	14% (74)	20% (106)	50% (261)	7% (39)	8% (40)	520
Sports Fans	15% (227)	24% (362)	45% (690)	9% (138)	7% (100)	1517
Avid Sports Fans	26% (153)	29% (166)	31% (178)	9% (53)	5% (30)	580
Casual Sports Fans	8% (73)	21% (196)	55% (512)	9% (85)	8% (70)	937
College Football Fans	18% (211)	27% (314)	39% (449)	10% (109)	5% (61)	1143
Avid College Football Fans	32% (142)	23% (102)	30% (134)	9% (41)	5% (22)	441
Casual College Football Fans	10% (69)	30% (211)	45% (314)	10% (68)	6% (39)	702

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Table MCSP11_5: As you may know, college athletes recently gained the right to benefit financially from their name, image and likeness, such as getting paid from endorsement deals and other financial opportunities. Do you think this policy change will have an ultimately positive or negative effect on the following?

Your own interest in college football as a fan

Demographic	Very positive		Somewhat positive		Neither positive nor negative		Somewhat negative		Very negative		Total N
Adults	12%	(255)	19%	(410)	53%	(1159)	8%	(175)	9%	(201)	2200
Fans of a Big Ten Team	16%	(50)	28%	(87)	42%	(133)	10%	(32)	4%	(13)	316
Fans of a Pac-12 Team	29%	(45)	27%	(42)	33%	(52)	7%	(11)	3%	(5)	155
Fans of an ACC Team	24%	(32)	37%	(50)	28%	(38)	9%	(12)	3%	(4)	135
Fans of a Big 12 Team	16%	(16)	30%	(30)	34%	(34)	12%	(12)	9%	(9)	102
Fans of an SEC Team	17%	(40)	27%	(63)	40%	(91)	9%	(20)	7%	(16)	231
Fans of a Team in Other Conf.	25%	(12)	18%	(8)	36%	(17)	16%	(8)	4%	(2)	46
Texas/Oklahoma Fans	30%	(119)	32%	(127)	30%	(119)	5%	(19)	4%	(16)	400
Big 12 Fans and Non-UT/OU	14%	(2)	19%	(3)	51%	(9)	—	(0)	16%	(3)	17
Sports Fans Ages 18-34	20%	(97)	30%	(146)	37%	(177)	7%	(31)	6%	(28)	480
Sports Fans Ages 35-44	19%	(48)	32%	(82)	39%	(98)	8%	(21)	2%	(4)	254
Sports Fans Ages 45-64	13%	(62)	19%	(93)	52%	(256)	7%	(37)	8%	(42)	490
Sports Fans Ages 65+	6%	(19)	14%	(41)	54%	(158)	17%	(49)	9%	(26)	293
CFB Fans Ages 18-34	27%	(92)	33%	(113)	29%	(98)	7%	(24)	3%	(11)	337
CFB Fans Ages 35-44	24%	(48)	36%	(74)	32%	(66)	7%	(14)	1%	(1)	203
CFB Fans Ages 45-64	15%	(57)	23%	(88)	47%	(181)	9%	(35)	7%	(26)	388
CFB Fans Ages 65+	7%	(14)	18%	(39)	49%	(105)	16%	(35)	10%	(22)	215

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	242	11%
	Millennials: 1981-1996	647	29%
	GenXers: 1965-1980	572	26%
	Baby Boomers: 1946-1964	651	30%
	N	2111	
xpid3	PID: Dem (no lean)	916	42%
	PID: Ind (no lean)	648	29%
	PID: Rep (no lean)	636	29%
	N	2200	
xpidGender	PID/Gender: Dem Men	417	19%
	PID/Gender: Dem Women	499	23%
	PID/Gender: Ind Men	318	14%
	PID/Gender: Ind Women	330	15%
	PID/Gender: Rep Men	327	15%
	PID/Gender: Rep Women	309	14%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	658	30%
	Ideo: Moderate (4)	623	28%
	Ideo: Conservative (5-7)	719	33%
	N	2001	
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	1250	57%
	Income: 50k-100k	674	31%
	Income: 100k+	276	13%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	993	45%
	All Non-Christian	121	6%
	Atheist	96	4%
	Agnostic/Nothing in particular	598	27%
	Something Else	392	18%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	138	6%
xdemEvang	Evangelical	535	24%
	Non-Evangelical	818	37%
	N	1353	
xdemUsr	Community: Urban	690	31%
	Community: Suburban	985	45%
	Community: Rural	526	24%
	N	2200	
xdemEmploy	Employ: Private Sector	672	31%
	Employ: Government	109	5%
	Employ: Self-Employed	198	9%
	Employ: Homemaker	153	7%
	Employ: Student	69	3%
	Employ: Retired	538	24%
	Employ: Unemployed	296	13%
	Employ: Other	164	7%
	N	2200	
xdemMilHH1	Military HH: Yes	351	16%
	Military HH: No	1849	84%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	953	43%
	RD/WT: Wrong Track	1247	57%
	N	2200	
xdemBidenApprove	Biden Job Approve	1151	52%
	Biden Job Disapprove	948	43%
	N	2098	
xdemBidenApprove2	Biden Job Strongly Approve	555	25%
	Biden Job Somewhat Approve	596	27%
	Biden Job Somewhat Disapprove	291	13%
	Biden Job Strongly Disapprove	656	30%
	N	2098	
xdemBidenFav	Favorable of Biden	1173	53%
	Unfavorable of Biden	926	42%
	N	2099	
xdemBidenFavFull	Very Favorable of Biden	606	28%
	Somewhat Favorable of Biden	568	26%
	Somewhat Unfavorable of Biden	251	11%
	Very Unfavorable of Biden	675	31%
	N	2099	
xnr3	#1 Issue: Economy	714	32%
	#1 Issue: Security	411	19%
	#1 Issue: Health Care	313	14%
	#1 Issue: Medicare / Social Security	298	14%
	#1 Issue: Women's Issues	106	5%
	#1 Issue: Education	92	4%
	#1 Issue: Energy	131	6%
	#1 Issue: Other	135	6%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	1020	46%
	2020 Vote: Donald Trump	742	34%
	2020 Vote: Other	57	3%
	2020 Vote: Didn't Vote	379	17%
	N	2199	
xsubVote18O	2018 House Vote: Democrat	746	34%
	2018 House Vote: Republican	584	27%
	2018 House Vote: Someone else	57	3%
	N	1387	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	693	31%
	2016 Vote: Donald Trump	658	30%
	2016 Vote: Other	107	5%
	2016 Vote: Didn't Vote	740	34%
	N	2197	
xsubVote14O	Voted in 2014: Yes	1212	55%
	Voted in 2014: No	988	45%
	N	2200	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
MCSPxdem1	Sports Fans	1517	69%
MCSPxdem2	Avid Sports Fans	580	26%
	Casual Sports Fans	937	43%
	N	1517	
MCSPxdem3	College Football Fans	1143	52%
MCSPxdem4	Avid College Football Fans	441	20%
	Casual College Football Fans	702	32%
	N	1143	
MCSPxdem5	Fans of a Big Ten Team	316	14%
	Fans of a Pac-12 Team	155	7%
	Fans of an ACC Team	135	6%
	Fans of a Big 12 Team	102	5%
	Fans of an SEC Team	231	11%
	Fans of a Team in Other Conf.	46	2%
N	985		
MCSPxdem6	Texas/Oklahoma Fans	400	18%
MCSPxdem7	Big 12 Fans and Non-UT/OU	17	1%
MCSPxdem8	Sports Fans Ages 18-34	480	22%
MCSPxdem9	Sports Fans Ages 35-44	254	12%
MCSPxdem10	Sports Fans Ages 45-64	490	22%
MCSPxdem11	Sports Fans Ages 65+	293	13%

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
MCSPxdem12	CFB Fans Ages 18-34	337	15%
MCSPxdem13	CFB Fans Ages 35-44	203	9%
MCSPxdem14	CFB Fans Ages 45-64	388	18%
MCSPxdem15	CFB Fans Ages 65+	215	10%

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

