



National Tracking Poll #2109065
September 13-16, 2021

Crosstabulation Results

Methodology:

This poll was conducted from September 13-16, 2021, among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

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Professional or college sporting events*

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	7%	(148)	8%	(181)	10%	(212)	75%	(1659)	2200
Gender: Male	12%	(130)	14%	(145)	13%	(139)	61%	(649)	1062
Gender: Female	2%	(18)	3%	(37)	6%	(73)	89%	(1010)	1138
Age: 18-34	10%	(65)	12%	(75)	11%	(69)	68%	(445)	655
Age: 35-44	14%	(52)	14%	(50)	14%	(50)	57%	(205)	358
Age: 45-64	3%	(24)	6%	(44)	10%	(72)	81%	(610)	751
Age: 65+	1%	(6)	3%	(12)	5%	(20)	91%	(399)	436
GenZers: 1997-2012	8%	(17)	10%	(20)	7%	(15)	74%	(148)	199
Millennials: 1981-1996	13%	(91)	12%	(87)	13%	(92)	62%	(432)	702
GenXers: 1965-1980	4%	(24)	10%	(54)	11%	(59)	75%	(405)	542
Baby Boomers: 1946-1964	2%	(15)	3%	(21)	6%	(44)	89%	(616)	696
PID: Dem (no lean)	10%	(87)	11%	(95)	9%	(80)	71%	(639)	901
PID: Ind (no lean)	4%	(27)	6%	(40)	10%	(67)	80%	(551)	685
PID: Rep (no lean)	5%	(33)	7%	(46)	11%	(65)	77%	(470)	614
PID/Gender: Dem Men	18%	(77)	17%	(74)	13%	(55)	53%	(227)	433
PID/Gender: Dem Women	2%	(10)	5%	(21)	5%	(25)	88%	(411)	468
PID/Gender: Ind Men	8%	(26)	10%	(32)	11%	(38)	72%	(242)	338
PID/Gender: Ind Women	—	(2)	2%	(8)	8%	(29)	89%	(308)	347
PID/Gender: Rep Men	9%	(27)	13%	(38)	16%	(46)	62%	(179)	290
PID/Gender: Rep Women	2%	(6)	2%	(8)	6%	(19)	90%	(291)	323
Ideo: Liberal (1-3)	10%	(70)	11%	(78)	10%	(70)	69%	(496)	714
Ideo: Moderate (4)	6%	(36)	7%	(42)	11%	(71)	76%	(480)	628
Ideo: Conservative (5-7)	5%	(36)	9%	(59)	9%	(62)	77%	(516)	672
Educ: < College	4%	(61)	7%	(102)	9%	(133)	80%	(1216)	1512
Educ: Bachelors degree	11%	(49)	12%	(53)	11%	(51)	66%	(291)	444
Educ: Post-grad	16%	(38)	11%	(26)	12%	(28)	62%	(152)	244

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Table MCSP1_1: As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?
Professional or college sporting events

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	7%	(148)	8%	(181)	10%	(212)	75%	(1659)	2200
Income: Under 50k	4%	(45)	7%	(84)	8%	(97)	81%	(997)	1224
Income: 50k-100k	6%	(42)	9%	(58)	12%	(80)	72%	(468)	648
Income: 100k+	18%	(60)	12%	(40)	11%	(35)	59%	(193)	328
Ethnicity: White	6%	(112)	7%	(125)	10%	(169)	76%	(1316)	1722
Ethnicity: Hispanic	10%	(35)	15%	(51)	8%	(28)	68%	(236)	349
Ethnicity: Black	9%	(24)	13%	(35)	9%	(25)	69%	(190)	274
Ethnicity: Other	6%	(12)	10%	(21)	9%	(18)	75%	(153)	204
All Christian	8%	(73)	10%	(91)	10%	(93)	73%	(678)	934
All Non-Christian	20%	(25)	14%	(18)	15%	(19)	51%	(65)	127
Atheist	3%	(3)	5%	(5)	6%	(6)	86%	(87)	101
Agnostic/Nothing in particular	4%	(27)	7%	(46)	10%	(63)	78%	(478)	614
Something Else	5%	(21)	5%	(21)	7%	(30)	83%	(351)	424
Religious Non-Protestant/Catholic	17%	(25)	12%	(18)	14%	(21)	57%	(84)	148
Evangelical	10%	(59)	10%	(58)	9%	(52)	71%	(413)	583
Non-Evangelical	4%	(27)	7%	(49)	9%	(67)	80%	(582)	725
Community: Urban	12%	(83)	12%	(79)	11%	(74)	65%	(431)	666
Community: Suburban	5%	(46)	7%	(70)	10%	(97)	79%	(783)	996
Community: Rural	4%	(19)	6%	(33)	8%	(41)	83%	(446)	538
Employ: Private Sector	11%	(75)	13%	(88)	14%	(95)	62%	(421)	678
Employ: Government	23%	(25)	17%	(18)	11%	(12)	49%	(52)	106
Employ: Self-Employed	10%	(22)	10%	(22)	14%	(31)	67%	(148)	223
Employ: Homemaker	2%	(2)	4%	(6)	7%	(9)	88%	(123)	140
Employ: Student	2%	(1)	9%	(5)	9%	(5)	81%	(45)	55
Employ: Retired	2%	(8)	2%	(12)	6%	(28)	90%	(455)	505
Employ: Unemployed	3%	(9)	6%	(19)	8%	(24)	83%	(251)	303
Employ: Other	3%	(6)	6%	(12)	4%	(8)	87%	(164)	190
Military HH: Yes	6%	(20)	5%	(16)	9%	(29)	79%	(249)	313
Military HH: No	7%	(128)	9%	(166)	10%	(183)	75%	(1411)	1887

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Table MCSPI_1: As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?
Professional or college sporting events

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	7%	(148)	8%	(181)	10%	(212)	75%	(1659)	2200
RD/WT: Right Direction	12%	(110)	12%	(111)	10%	(88)	66%	(610)	919
RD/WT: Wrong Track	3%	(37)	6%	(71)	10%	(124)	82%	(1049)	1281
Biden Job Approve	10%	(116)	10%	(116)	10%	(115)	69%	(782)	1130
Biden Job Disapprove	3%	(25)	6%	(59)	9%	(91)	82%	(792)	968
Biden Job Strongly Approve	12%	(70)	11%	(62)	11%	(60)	66%	(381)	573
Biden Job Somewhat Approve	8%	(46)	10%	(55)	10%	(55)	72%	(402)	557
Biden Job Somewhat Disapprove	1%	(4)	8%	(24)	13%	(37)	78%	(224)	287
Biden Job Strongly Disapprove	3%	(22)	5%	(35)	8%	(55)	84%	(568)	680
Favorable of Biden	9%	(105)	11%	(121)	9%	(105)	70%	(782)	1113
Unfavorable of Biden	4%	(37)	6%	(55)	10%	(102)	80%	(789)	984
Very Favorable of Biden	12%	(71)	11%	(65)	8%	(49)	69%	(415)	600
Somewhat Favorable of Biden	7%	(33)	11%	(56)	11%	(56)	71%	(367)	514
Somewhat Unfavorable of Biden	4%	(12)	6%	(16)	13%	(36)	77%	(210)	273
Very Unfavorable of Biden	4%	(26)	6%	(39)	9%	(67)	81%	(579)	711
#1 Issue: Economy	8%	(56)	10%	(75)	10%	(76)	72%	(534)	741
#1 Issue: Security	6%	(25)	5%	(21)	10%	(39)	80%	(329)	414
#1 Issue: Health Care	7%	(21)	12%	(34)	12%	(36)	69%	(204)	296
#1 Issue: Medicare / Social Security	3%	(7)	5%	(13)	6%	(15)	87%	(232)	266
#1 Issue: Women's Issues	5%	(7)	4%	(5)	8%	(11)	83%	(116)	139
#1 Issue: Education	12%	(11)	8%	(7)	10%	(8)	70%	(61)	87
#1 Issue: Energy	13%	(18)	16%	(23)	7%	(10)	64%	(94)	146
#1 Issue: Other	2%	(3)	3%	(3)	14%	(15)	81%	(91)	111
2020 Vote: Joe Biden	9%	(92)	10%	(100)	10%	(105)	71%	(725)	1023
2020 Vote: Donald Trump	6%	(39)	7%	(51)	10%	(72)	76%	(525)	687
2020 Vote: Other	1%	(1)	7%	(5)	7%	(5)	85%	(61)	72
2020 Vote: Didn't Vote	4%	(16)	6%	(25)	7%	(30)	83%	(343)	413
2018 House Vote: Democrat	10%	(79)	11%	(84)	10%	(81)	69%	(540)	784
2018 House Vote: Republican	5%	(31)	7%	(42)	12%	(66)	75%	(424)	562
2018 House Vote: Someone else	4%	(2)	7%	(4)	5%	(3)	84%	(48)	58

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Table MCSP1_1: As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?
Professional or college sporting events

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	7%	(148)	8%	(181)	10%	(212)	75%	(1659)	2200
2016 Vote: Hillary Clinton	10%	(73)	10%	(73)	9%	(67)	71%	(521)	734
2016 Vote: Donald Trump	6%	(41)	9%	(60)	10%	(68)	75%	(491)	659
2016 Vote: Other	2%	(2)	8%	(8)	14%	(14)	76%	(75)	98
2016 Vote: Didn't Vote	4%	(30)	6%	(41)	9%	(63)	81%	(571)	705
Voted in 2014: Yes	8%	(104)	9%	(118)	10%	(127)	72%	(917)	1265
Voted in 2014: No	5%	(44)	7%	(64)	9%	(85)	79%	(742)	935
4-Region: Northeast	8%	(32)	12%	(45)	7%	(29)	73%	(287)	394
4-Region: Midwest	5%	(25)	8%	(36)	10%	(46)	77%	(355)	462
4-Region: South	5%	(44)	7%	(60)	10%	(81)	78%	(639)	824
4-Region: West	9%	(46)	8%	(40)	11%	(56)	73%	(378)	520
Sports Fans	9%	(139)	11%	(157)	12%	(185)	68%	(1011)	1492
Avid Sports Fans	22%	(99)	18%	(79)	17%	(76)	43%	(189)	443
Casual Sports Fans	4%	(39)	7%	(78)	10%	(109)	78%	(823)	1049
NFL Fans	10%	(146)	11%	(162)	13%	(187)	67%	(984)	1479
NBA Fans	12%	(136)	14%	(155)	15%	(163)	59%	(649)	1103
WNBA Fans	19%	(108)	17%	(98)	16%	(90)	49%	(284)	581
MLB Fans	11%	(130)	12%	(145)	12%	(150)	65%	(780)	1206
NHL Fans	14%	(124)	13%	(123)	14%	(130)	59%	(543)	920
MLS Fans	18%	(110)	19%	(114)	15%	(92)	48%	(297)	613
Formula 1 Fans	17%	(102)	18%	(109)	15%	(91)	50%	(301)	602
IndyCar Fans	15%	(94)	18%	(112)	13%	(84)	54%	(346)	636
NASCAR Fans	13%	(113)	14%	(122)	11%	(99)	62%	(555)	890
PGA Tour Fans	17%	(112)	18%	(117)	15%	(100)	50%	(323)	651
LPGA Tour Fans	21%	(97)	20%	(92)	14%	(64)	45%	(204)	457
UFC Fans	14%	(114)	16%	(133)	15%	(124)	54%	(441)	812
College Football Fans	12%	(145)	13%	(156)	14%	(170)	61%	(731)	1202
College Basketball Fans	14%	(135)	14%	(140)	16%	(158)	55%	(533)	965
Boxing Fans	13%	(121)	14%	(128)	15%	(136)	58%	(525)	909
ATP Tour Fans	23%	(86)	24%	(88)	16%	(59)	38%	(140)	374

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Table MCSP1_1: As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?
Professional or college sporting events

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	7%	(148)	8%	(181)	10%	(212)	75%	(1659)	2200
WTA Tour Fans	24%	(93)	23%	(88)	16%	(62)	37%	(141)	384
Esports Fans	17%	(106)	20%	(124)	16%	(95)	47%	(284)	608
Sports Bettors	27%	(148)	34%	(181)	39%	(212)	—	(0)	541
Currently Owns or Holds Crypto	21%	(100)	19%	(90)	14%	(69)	46%	(220)	479
Interested in Crypto	13%	(112)	15%	(126)	16%	(131)	56%	(471)	841
Interested in Stocks	11%	(128)	12%	(142)	13%	(157)	65%	(781)	1208
Casual Investor	7%	(38)	10%	(55)	12%	(63)	71%	(384)	540
Curious Investor	8%	(45)	10%	(59)	13%	(72)	69%	(391)	567
Active Investor	20%	(52)	17%	(44)	16%	(42)	47%	(125)	262

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

Table MCSP1_2: As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?
Daily fantasy sports

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	6%	(140)	6%	(132)	6%	(138)	81%	(1790)	2200
Gender: Male	11%	(122)	10%	(110)	9%	(94)	69%	(736)	1062
Gender: Female	2%	(18)	2%	(22)	4%	(45)	93%	(1053)	1138
Age: 18-34	9%	(62)	11%	(73)	9%	(59)	70%	(461)	655
Age: 35-44	16%	(57)	10%	(36)	9%	(31)	65%	(234)	358
Age: 45-64	2%	(18)	3%	(23)	6%	(43)	89%	(668)	751
Age: 65+	1%	(3)	—	(0)	1%	(6)	98%	(427)	436
GenZers: 1997-2012	5%	(9)	11%	(22)	3%	(6)	82%	(163)	199
Millennials: 1981-1996	14%	(100)	11%	(78)	10%	(73)	64%	(451)	702
GenXers: 1965-1980	4%	(23)	5%	(25)	8%	(46)	83%	(448)	542
Baby Boomers: 1946-1964	1%	(8)	1%	(7)	2%	(13)	96%	(667)	696
PID: Dem (no lean)	10%	(90)	7%	(66)	6%	(54)	77%	(691)	901
PID: Ind (no lean)	3%	(18)	6%	(41)	5%	(35)	86%	(590)	685
PID: Rep (no lean)	5%	(32)	4%	(25)	8%	(49)	83%	(508)	614
PID/Gender: Dem Men	18%	(77)	12%	(53)	9%	(38)	61%	(265)	433
PID/Gender: Dem Women	3%	(12)	3%	(13)	4%	(16)	91%	(426)	468
PID/Gender: Ind Men	5%	(17)	10%	(34)	6%	(21)	78%	(265)	338
PID/Gender: Ind Women	—	(1)	2%	(7)	4%	(14)	94%	(325)	347
PID/Gender: Rep Men	9%	(27)	8%	(23)	12%	(35)	71%	(206)	290
PID/Gender: Rep Women	1%	(4)	1%	(2)	4%	(14)	94%	(303)	323
Ideo: Liberal (1-3)	11%	(80)	6%	(45)	7%	(47)	76%	(541)	714
Ideo: Moderate (4)	5%	(29)	7%	(46)	7%	(42)	81%	(511)	628
Ideo: Conservative (5-7)	4%	(29)	5%	(35)	7%	(48)	84%	(561)	672
Educ: < College	4%	(54)	4%	(65)	5%	(80)	87%	(1313)	1512
Educ: Bachelors degree	12%	(53)	7%	(33)	10%	(46)	70%	(312)	444
Educ: Post-grad	14%	(33)	14%	(34)	5%	(12)	68%	(165)	244
Income: Under 50k	4%	(46)	4%	(52)	5%	(58)	87%	(1068)	1224
Income: 50k-100k	6%	(40)	6%	(40)	8%	(55)	79%	(513)	648
Income: 100k+	16%	(53)	12%	(40)	8%	(26)	64%	(209)	328
Ethnicity: White	6%	(110)	5%	(89)	6%	(95)	83%	(1427)	1722

Continued on next page

Table MCSPI_2: As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?
Daily fantasy sports

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	6%	(140)	6%	(132)	6%	(138)	81%	(1790)	2200
Ethnicity: Hispanic	9%	(31)	10%	(34)	11%	(38)	71%	(246)	349
Ethnicity: Black	10%	(26)	10%	(27)	8%	(22)	73%	(199)	274
Ethnicity: Other	2%	(4)	8%	(17)	10%	(21)	80%	(163)	204
All Christian	7%	(70)	6%	(61)	5%	(51)	81%	(753)	934
All Non-Christian	23%	(29)	13%	(17)	11%	(14)	52%	(67)	127
Atheist	1%	(1)	—	(0)	6%	(6)	93%	(94)	101
Agnostic/Nothing in particular	3%	(21)	6%	(38)	8%	(47)	83%	(508)	614
Something Else	4%	(18)	4%	(17)	5%	(21)	87%	(368)	424
Religious Non-Protestant/Catholic	20%	(29)	12%	(17)	10%	(14)	59%	(87)	148
Evangelical	11%	(63)	6%	(37)	6%	(35)	77%	(448)	583
Non-Evangelical	3%	(21)	5%	(34)	5%	(36)	87%	(634)	725
Community: Urban	13%	(88)	11%	(71)	8%	(50)	69%	(457)	666
Community: Suburban	4%	(38)	4%	(42)	7%	(69)	85%	(847)	996
Community: Rural	3%	(14)	4%	(19)	4%	(19)	90%	(486)	538
Employ: Private Sector	11%	(74)	11%	(73)	11%	(72)	68%	(459)	678
Employ: Government	20%	(22)	12%	(13)	10%	(10)	57%	(61)	106
Employ: Self-Employed	10%	(23)	10%	(22)	10%	(22)	70%	(156)	223
Employ: Homemaker	3%	(4)	2%	(2)	1%	(1)	95%	(133)	140
Employ: Student	4%	(2)	5%	(3)	—	(0)	91%	(50)	55
Employ: Retired	1%	(3)	—	(0)	2%	(10)	97%	(492)	505
Employ: Unemployed	3%	(8)	4%	(12)	6%	(17)	88%	(265)	303
Employ: Other	2%	(5)	3%	(7)	3%	(5)	91%	(173)	190
Military HH: Yes	6%	(19)	4%	(14)	5%	(16)	84%	(263)	313
Military HH: No	6%	(120)	6%	(118)	6%	(122)	81%	(1527)	1887
RD/WT: Right Direction	12%	(107)	10%	(91)	7%	(67)	71%	(653)	919
RD/WT: Wrong Track	3%	(32)	3%	(41)	6%	(71)	89%	(1136)	1281
Biden Job Approve	10%	(108)	8%	(94)	7%	(83)	75%	(845)	1130
Biden Job Disapprove	3%	(30)	3%	(29)	5%	(53)	88%	(855)	968

Continued on next page

Table MCSP1_2: As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?
Daily fantasy sports

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	6%	(140)	6%	(132)	6%	(138)	81%	(1790)	2200
Biden Job Strongly Approve	13%	(73)	9%	(50)	7%	(38)	72%	(413)	573
Biden Job Somewhat Approve	6%	(35)	8%	(45)	8%	(45)	78%	(432)	557
Biden Job Somewhat Disapprove	5%	(13)	5%	(13)	6%	(18)	85%	(243)	287
Biden Job Strongly Disapprove	2%	(16)	2%	(16)	5%	(35)	90%	(612)	680
Favorable of Biden	9%	(102)	8%	(85)	7%	(74)	76%	(852)	1113
Unfavorable of Biden	3%	(30)	4%	(42)	6%	(62)	86%	(851)	984
Very Favorable of Biden	11%	(67)	9%	(53)	6%	(35)	74%	(445)	600
Somewhat Favorable of Biden	7%	(35)	6%	(32)	8%	(39)	79%	(407)	514
Somewhat Unfavorable of Biden	4%	(11)	8%	(21)	6%	(17)	82%	(225)	273
Very Unfavorable of Biden	3%	(19)	3%	(21)	6%	(45)	88%	(626)	711
#1 Issue: Economy	8%	(63)	7%	(51)	7%	(53)	78%	(575)	741
#1 Issue: Security	3%	(12)	4%	(17)	6%	(26)	87%	(358)	414
#1 Issue: Health Care	8%	(23)	9%	(27)	7%	(21)	76%	(225)	296
#1 Issue: Medicare / Social Security	3%	(8)	2%	(6)	2%	(5)	93%	(247)	266
#1 Issue: Women's Issues	5%	(7)	4%	(5)	5%	(7)	86%	(119)	139
#1 Issue: Education	11%	(9)	12%	(10)	9%	(8)	68%	(59)	87
#1 Issue: Energy	12%	(18)	9%	(13)	8%	(12)	71%	(103)	146
#1 Issue: Other	—	(0)	2%	(2)	5%	(6)	93%	(104)	111
2020 Vote: Joe Biden	10%	(97)	7%	(76)	6%	(65)	77%	(785)	1023
2020 Vote: Donald Trump	5%	(36)	4%	(30)	7%	(50)	83%	(571)	687
2020 Vote: Other	1%	(1)	2%	(1)	6%	(4)	91%	(66)	72
2020 Vote: Didn't Vote	1%	(6)	6%	(25)	5%	(19)	88%	(364)	413
2018 House Vote: Democrat	10%	(82)	7%	(53)	7%	(52)	76%	(597)	784
2018 House Vote: Republican	5%	(27)	5%	(27)	8%	(45)	82%	(463)	562
2018 House Vote: Someone else	—	(0)	3%	(2)	3%	(2)	94%	(54)	58
2016 Vote: Hillary Clinton	10%	(73)	7%	(54)	5%	(39)	77%	(568)	734
2016 Vote: Donald Trump	6%	(37)	5%	(32)	8%	(54)	81%	(536)	659
2016 Vote: Other	4%	(4)	5%	(5)	9%	(9)	82%	(80)	98
2016 Vote: Didn't Vote	3%	(25)	6%	(41)	5%	(36)	86%	(604)	705

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Table MCSP1_2: As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?
Daily fantasy sports

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	6%	(140)	6%	(132)	6%	(138)	81%	(1790)	2200
Voted in 2014: Yes	8%	(103)	6%	(82)	7%	(83)	79%	(997)	1265
Voted in 2014: No	4%	(37)	5%	(50)	6%	(55)	85%	(792)	935
4-Region: Northeast	8%	(31)	9%	(37)	6%	(22)	77%	(303)	394
4-Region: Midwest	3%	(16)	5%	(21)	6%	(28)	86%	(397)	462
4-Region: South	5%	(45)	5%	(45)	7%	(56)	82%	(678)	824
4-Region: West	9%	(47)	6%	(29)	6%	(32)	79%	(411)	520
Sports Fans	9%	(135)	8%	(121)	8%	(121)	75%	(1115)	1492
Avid Sports Fans	20%	(89)	16%	(72)	12%	(55)	51%	(228)	443
Casual Sports Fans	4%	(46)	5%	(49)	6%	(66)	85%	(887)	1049
NFL Fans	9%	(132)	9%	(127)	8%	(123)	74%	(1098)	1479
NBA Fans	12%	(128)	11%	(123)	10%	(115)	67%	(736)	1103
WNBA Fans	18%	(105)	17%	(97)	11%	(64)	54%	(315)	581
MLB Fans	10%	(120)	10%	(118)	8%	(101)	72%	(866)	1206
NHL Fans	12%	(114)	12%	(110)	9%	(83)	67%	(613)	920
MLS Fans	16%	(100)	16%	(100)	13%	(79)	54%	(334)	613
Formula 1 Fans	18%	(111)	16%	(95)	10%	(58)	56%	(338)	602
IndyCar Fans	16%	(103)	13%	(84)	10%	(62)	61%	(386)	636
NASCAR Fans	13%	(118)	11%	(94)	9%	(79)	67%	(599)	890
PGA Tour Fans	17%	(109)	16%	(101)	10%	(63)	58%	(377)	651
LPGA Tour Fans	22%	(100)	19%	(86)	10%	(47)	49%	(223)	457
UFC Fans	14%	(117)	14%	(112)	11%	(87)	61%	(497)	812
College Football Fans	11%	(133)	10%	(118)	8%	(98)	71%	(853)	1202
College Basketball Fans	13%	(128)	12%	(115)	10%	(97)	65%	(625)	965
Boxing Fans	13%	(118)	12%	(107)	11%	(99)	64%	(585)	909
ATP Tour Fans	24%	(88)	21%	(78)	13%	(49)	43%	(159)	374
WTA Tour Fans	24%	(92)	22%	(83)	13%	(49)	42%	(160)	384
Esports Fans	18%	(112)	18%	(108)	13%	(78)	51%	(311)	608
Sports Bettors	24%	(132)	21%	(111)	21%	(113)	34%	(185)	541
Currently Owns or Holds Crypto	21%	(102)	17%	(81)	12%	(55)	50%	(240)	479

Continued on next page

Table MCSP1_2: As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?
Daily fantasy sports

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	6%	(140)	6%	(132)	6%	(138)	81%	(1790)	2200
Interested in Crypto	14%	(117)	13%	(105)	12%	(97)	62%	(521)	841
Interested in Stocks	10%	(126)	9%	(113)	8%	(98)	72%	(871)	1208
Casual Investor	7%	(36)	5%	(28)	10%	(55)	78%	(420)	540
Curious Investor	9%	(48)	9%	(54)	8%	(47)	74%	(418)	567
Active Investor	20%	(52)	15%	(39)	8%	(20)	58%	(151)	262

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

Table MCSPI_3: *As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?*
Season-long fantasy sports

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	6%	(136)	7%	(144)	7%	(158)	80%	(1761)	2200
Gender: Male	11%	(115)	11%	(115)	10%	(109)	68%	(723)	1062
Gender: Female	2%	(21)	3%	(29)	4%	(50)	91%	(1038)	1138
Age: 18-34	9%	(62)	11%	(72)	10%	(68)	69%	(453)	655
Age: 35-44	13%	(48)	11%	(40)	11%	(39)	65%	(231)	358
Age: 45-64	3%	(24)	4%	(30)	6%	(48)	86%	(649)	751
Age: 65+	1%	(3)	1%	(3)	1%	(4)	98%	(427)	436
GenZers: 1997-2012	4%	(8)	8%	(17)	8%	(16)	80%	(159)	199
Millennials: 1981-1996	13%	(94)	12%	(84)	11%	(78)	64%	(446)	702
GenXers: 1965-1980	5%	(27)	6%	(31)	10%	(53)	80%	(432)	542
Baby Boomers: 1946-1964	1%	(8)	2%	(13)	2%	(12)	95%	(663)	696
PID: Dem (no lean)	9%	(83)	9%	(81)	6%	(58)	75%	(679)	901
PID: Ind (no lean)	3%	(23)	5%	(32)	8%	(52)	84%	(579)	685
PID: Rep (no lean)	5%	(30)	5%	(32)	8%	(48)	82%	(503)	614
PID/Gender: Dem Men	17%	(72)	15%	(63)	9%	(38)	60%	(261)	433
PID/Gender: Dem Women	2%	(11)	4%	(18)	4%	(20)	89%	(418)	468
PID/Gender: Ind Men	5%	(18)	7%	(25)	10%	(35)	77%	(260)	338
PID/Gender: Ind Women	1%	(4)	2%	(6)	5%	(18)	92%	(319)	347
PID/Gender: Rep Men	9%	(25)	9%	(27)	13%	(36)	70%	(202)	290
PID/Gender: Rep Women	2%	(5)	1%	(5)	4%	(12)	93%	(301)	323
Ideo: Liberal (1-3)	11%	(75)	8%	(56)	7%	(48)	75%	(535)	714
Ideo: Moderate (4)	5%	(32)	7%	(46)	8%	(53)	79%	(499)	628
Ideo: Conservative (5-7)	4%	(26)	6%	(42)	8%	(52)	82%	(552)	672
Educ: < College	3%	(52)	4%	(63)	7%	(103)	86%	(1294)	1512
Educ: Bachelors degree	13%	(58)	9%	(40)	9%	(39)	69%	(308)	444
Educ: Post-grad	11%	(27)	17%	(41)	7%	(16)	65%	(160)	244
Income: Under 50k	4%	(43)	5%	(55)	6%	(75)	86%	(1050)	1224
Income: 50k-100k	6%	(41)	7%	(48)	9%	(57)	77%	(502)	648
Income: 100k+	16%	(52)	13%	(41)	8%	(26)	64%	(208)	328
Ethnicity: White	6%	(102)	6%	(105)	7%	(118)	81%	(1397)	1722

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Table MCSP1_3: As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?
Season-long fantasy sports

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	6%	(136)	7%	(144)	7%	(158)	80%	(1761)	2200
Ethnicity: Hispanic	10%	(36)	12%	(41)	11%	(38)	67%	(235)	349
Ethnicity: Black	9%	(24)	9%	(26)	7%	(18)	75%	(206)	274
Ethnicity: Other	5%	(10)	7%	(14)	11%	(22)	78%	(158)	204
All Christian	7%	(61)	8%	(74)	6%	(57)	79%	(742)	934
All Non-Christian	20%	(26)	14%	(18)	13%	(17)	52%	(66)	127
Atheist	4%	(4)	—	(0)	4%	(4)	92%	(93)	101
Agnostic/Nothing in particular	4%	(26)	5%	(31)	10%	(62)	81%	(495)	614
Something Else	5%	(19)	5%	(22)	4%	(19)	86%	(364)	424
Religious Non-Protestant/Catholic	18%	(26)	12%	(18)	12%	(18)	58%	(86)	148
Evangelical	9%	(51)	9%	(51)	5%	(32)	77%	(449)	583
Non-Evangelical	4%	(26)	5%	(38)	6%	(41)	85%	(619)	725
Community: Urban	12%	(80)	12%	(81)	8%	(55)	67%	(450)	666
Community: Suburban	5%	(45)	5%	(50)	7%	(66)	84%	(835)	996
Community: Rural	2%	(11)	3%	(14)	7%	(37)	88%	(476)	538
Employ: Private Sector	11%	(77)	13%	(87)	12%	(79)	64%	(435)	678
Employ: Government	15%	(16)	13%	(14)	13%	(14)	59%	(63)	106
Employ: Self-Employed	10%	(22)	11%	(25)	9%	(21)	70%	(155)	223
Employ: Homemaker	1%	(2)	2%	(3)	4%	(6)	92%	(130)	140
Employ: Student	4%	(2)	—	(0)	5%	(3)	91%	(50)	55
Employ: Retired	1%	(3)	1%	(6)	2%	(9)	96%	(487)	505
Employ: Unemployed	3%	(8)	2%	(7)	5%	(16)	90%	(272)	303
Employ: Other	3%	(6)	2%	(3)	5%	(10)	90%	(170)	190
Military HH: Yes	7%	(21)	3%	(10)	5%	(17)	85%	(265)	313
Military HH: No	6%	(115)	7%	(134)	8%	(142)	79%	(1496)	1887
RD/WT: Right Direction	11%	(103)	10%	(92)	9%	(86)	69%	(638)	919
RD/WT: Wrong Track	3%	(33)	4%	(52)	6%	(72)	88%	(1123)	1281
Biden Job Approve	9%	(107)	9%	(104)	8%	(87)	74%	(832)	1130
Biden Job Disapprove	3%	(28)	3%	(30)	7%	(68)	87%	(841)	968

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Table MCSP1_3: As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?
Season-long fantasy sports

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	6%	(136)	7%	(144)	7%	(158)	80%	(1761)	2200
Biden Job Strongly Approve	12%	(66)	11%	(63)	7%	(40)	70%	(404)	573
Biden Job Somewhat Approve	7%	(40)	7%	(41)	8%	(47)	77%	(428)	557
Biden Job Somewhat Disapprove	3%	(8)	4%	(12)	10%	(29)	83%	(239)	287
Biden Job Strongly Disapprove	3%	(20)	3%	(18)	6%	(39)	89%	(602)	680
Favorable of Biden	8%	(93)	9%	(95)	8%	(87)	75%	(839)	1113
Unfavorable of Biden	4%	(37)	4%	(42)	7%	(69)	85%	(836)	984
Very Favorable of Biden	10%	(59)	10%	(57)	7%	(40)	74%	(444)	600
Somewhat Favorable of Biden	7%	(34)	7%	(38)	9%	(47)	77%	(395)	514
Somewhat Unfavorable of Biden	4%	(12)	7%	(19)	8%	(21)	81%	(222)	273
Very Unfavorable of Biden	3%	(25)	3%	(23)	7%	(48)	87%	(615)	711
#1 Issue: Economy	9%	(63)	8%	(61)	9%	(64)	75%	(554)	741
#1 Issue: Security	4%	(15)	6%	(26)	5%	(19)	85%	(353)	414
#1 Issue: Health Care	6%	(17)	9%	(27)	10%	(29)	75%	(222)	296
#1 Issue: Medicare / Social Security	2%	(5)	2%	(6)	3%	(7)	93%	(248)	266
#1 Issue: Women's Issues	5%	(7)	2%	(3)	6%	(8)	87%	(121)	139
#1 Issue: Education	14%	(13)	9%	(8)	11%	(9)	66%	(57)	87
#1 Issue: Energy	10%	(14)	10%	(14)	11%	(16)	70%	(102)	146
#1 Issue: Other	2%	(2)	1%	(1)	5%	(5)	93%	(103)	111
2020 Vote: Joe Biden	9%	(94)	8%	(86)	7%	(68)	76%	(774)	1023
2020 Vote: Donald Trump	5%	(31)	5%	(38)	8%	(56)	82%	(562)	687
2020 Vote: Other	1%	(1)	1%	(1)	7%	(5)	91%	(66)	72
2020 Vote: Didn't Vote	2%	(10)	5%	(20)	7%	(29)	86%	(354)	413
2018 House Vote: Democrat	10%	(75)	8%	(65)	7%	(58)	75%	(586)	784
2018 House Vote: Republican	5%	(26)	5%	(30)	8%	(46)	82%	(460)	562
2018 House Vote: Someone else	2%	(1)	—	(0)	8%	(5)	90%	(52)	58
2016 Vote: Hillary Clinton	9%	(69)	9%	(63)	6%	(46)	76%	(556)	734
2016 Vote: Donald Trump	6%	(37)	6%	(38)	9%	(57)	80%	(527)	659
2016 Vote: Other	2%	(2)	4%	(4)	13%	(12)	81%	(80)	98
2016 Vote: Didn't Vote	4%	(26)	6%	(40)	6%	(42)	85%	(597)	705

Continued on next page

Table MCSP1_3: As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?
Season-long fantasy sports

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	6%	(136)	7%	(144)	7%	(158)	80%	(1761)	2200
Voted in 2014: Yes	8%	(100)	7%	(84)	8%	(96)	78%	(986)	1265
Voted in 2014: No	4%	(37)	6%	(60)	7%	(63)	83%	(775)	935
4-Region: Northeast	7%	(29)	9%	(35)	7%	(29)	76%	(300)	394
4-Region: Midwest	5%	(23)	4%	(17)	7%	(34)	84%	(389)	462
4-Region: South	6%	(48)	6%	(53)	7%	(55)	81%	(668)	824
4-Region: West	7%	(37)	7%	(39)	8%	(40)	78%	(404)	520
Sports Fans	9%	(128)	9%	(133)	9%	(135)	73%	(1096)	1492
Avid Sports Fans	20%	(87)	15%	(68)	14%	(64)	50%	(224)	443
Casual Sports Fans	4%	(40)	6%	(64)	7%	(71)	83%	(873)	1049
NFL Fans	9%	(129)	9%	(137)	9%	(138)	73%	(1076)	1479
NBA Fans	11%	(127)	12%	(130)	11%	(123)	66%	(723)	1103
WNBA Fans	17%	(98)	17%	(98)	13%	(76)	53%	(309)	581
MLB Fans	10%	(115)	10%	(127)	9%	(114)	70%	(850)	1206
NHL Fans	12%	(109)	13%	(116)	12%	(109)	64%	(586)	920
MLS Fans	16%	(100)	18%	(110)	15%	(91)	51%	(312)	613
Formula 1 Fans	15%	(92)	19%	(112)	11%	(67)	55%	(331)	602
IndyCar Fans	14%	(89)	16%	(100)	12%	(73)	59%	(374)	636
NASCAR Fans	12%	(104)	13%	(111)	11%	(94)	65%	(581)	890
PGA Tour Fans	16%	(102)	16%	(107)	12%	(79)	56%	(363)	651
LPGA Tour Fans	19%	(86)	20%	(94)	13%	(59)	48%	(218)	457
UFC Fans	14%	(112)	14%	(111)	13%	(107)	59%	(482)	812
College Football Fans	11%	(129)	10%	(124)	10%	(116)	69%	(833)	1202
College Basketball Fans	13%	(127)	13%	(122)	11%	(108)	63%	(608)	965
Boxing Fans	12%	(111)	13%	(115)	11%	(103)	64%	(581)	909
ATP Tour Fans	22%	(81)	22%	(81)	16%	(61)	40%	(151)	374
WTA Tour Fans	21%	(81)	23%	(89)	15%	(57)	41%	(157)	384
Esports Fans	17%	(104)	19%	(117)	14%	(85)	50%	(303)	608
Sports Bettors	23%	(122)	23%	(124)	21%	(116)	33%	(179)	541
Currently Owns or Holds Crypto	18%	(87)	20%	(95)	12%	(58)	50%	(240)	479

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Table MCSP1_3: As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?
Season-long fantasy sports

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	6%	(136)	7%	(144)	7%	(158)	80%	(1761)	2200
Interested in Crypto	13%	(110)	14%	(115)	12%	(105)	61%	(511)	841
Interested in Stocks	10%	(118)	10%	(119)	9%	(114)	71%	(857)	1208
Casual Investor	6%	(31)	7%	(36)	10%	(55)	77%	(418)	540
Curious Investor	10%	(55)	8%	(46)	10%	(55)	72%	(410)	567
Active Investor	16%	(42)	18%	(48)	10%	(26)	56%	(146)	262

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

Table MCSP1_4: As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?
Esports competitions

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	5%	(100)	5%	(120)	6%	(126)	84%	(1854)	2200
Gender: Male	8%	(86)	9%	(98)	8%	(84)	75%	(794)	1062
Gender: Female	1%	(13)	2%	(22)	4%	(42)	93%	(1060)	1138
Age: 18-34	8%	(51)	11%	(72)	10%	(66)	71%	(466)	655
Age: 35-44	10%	(37)	10%	(36)	8%	(28)	71%	(256)	358
Age: 45-64	1%	(10)	2%	(11)	4%	(28)	93%	(702)	751
Age: 65+	—	(1)	—	(0)	1%	(4)	99%	(431)	436
GenZers: 1997-2012	2%	(4)	9%	(18)	9%	(17)	80%	(160)	199
Millennials: 1981-1996	11%	(78)	12%	(84)	10%	(68)	67%	(473)	702
GenXers: 1965-1980	3%	(16)	3%	(18)	6%	(34)	87%	(474)	542
Baby Boomers: 1946-1964	—	(2)	—	(1)	1%	(6)	99%	(687)	696
PID: Dem (no lean)	8%	(71)	8%	(70)	6%	(53)	78%	(707)	901
PID: Ind (no lean)	2%	(13)	4%	(27)	5%	(34)	89%	(611)	685
PID: Rep (no lean)	2%	(15)	4%	(22)	6%	(40)	87%	(536)	614
PID/Gender: Dem Men	15%	(64)	13%	(57)	7%	(31)	65%	(282)	433
PID/Gender: Dem Women	2%	(7)	3%	(14)	5%	(21)	91%	(426)	468
PID/Gender: Ind Men	3%	(10)	7%	(24)	6%	(21)	84%	(283)	338
PID/Gender: Ind Women	1%	(3)	1%	(3)	4%	(13)	94%	(328)	347
PID/Gender: Rep Men	4%	(12)	6%	(17)	11%	(32)	79%	(229)	290
PID/Gender: Rep Women	1%	(3)	2%	(5)	3%	(8)	95%	(307)	323
Ideo: Liberal (1-3)	8%	(58)	8%	(56)	6%	(46)	78%	(554)	714
Ideo: Moderate (4)	3%	(19)	6%	(36)	6%	(39)	85%	(534)	628
Ideo: Conservative (5-7)	3%	(21)	4%	(26)	5%	(36)	88%	(589)	672
Educ: < College	2%	(23)	4%	(59)	5%	(77)	89%	(1353)	1512
Educ: Bachelors degree	10%	(43)	8%	(37)	8%	(36)	74%	(328)	444
Educ: Post-grad	14%	(34)	10%	(25)	5%	(13)	71%	(173)	244
Income: Under 50k	2%	(28)	4%	(44)	5%	(56)	90%	(1096)	1224
Income: 50k-100k	4%	(27)	7%	(45)	7%	(44)	82%	(532)	648
Income: 100k+	14%	(45)	10%	(32)	8%	(26)	69%	(226)	328
Ethnicity: White	4%	(77)	5%	(80)	5%	(90)	86%	(1475)	1722

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Table MCSPI_4: *As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?*
Esports competitions

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	5%	(100)	5%	(120)	6%	(126)	84%	(1854)	2200
Ethnicity: Hispanic	6%	(22)	11%	(40)	9%	(30)	74%	(258)	349
Ethnicity: Black	5%	(14)	10%	(27)	9%	(25)	76%	(209)	274
Ethnicity: Other	4%	(9)	7%	(14)	5%	(11)	84%	(171)	204
All Christian	6%	(52)	5%	(49)	4%	(41)	85%	(791)	934
All Non-Christian	17%	(22)	17%	(22)	10%	(13)	56%	(71)	127
Atheist	2%	(2)	—	(0)	8%	(8)	90%	(91)	101
Agnostic/Nothing in particular	2%	(10)	6%	(36)	7%	(44)	85%	(525)	614
Something Else	3%	(14)	3%	(13)	5%	(21)	89%	(377)	424
Religious Non-Protestant/Catholic	15%	(22)	15%	(23)	10%	(14)	61%	(90)	148
Evangelical	8%	(48)	5%	(31)	5%	(32)	81%	(471)	583
Non-Evangelical	2%	(14)	3%	(25)	4%	(28)	91%	(658)	725
Community: Urban	11%	(77)	10%	(69)	8%	(52)	70%	(469)	666
Community: Suburban	2%	(16)	4%	(38)	6%	(56)	89%	(885)	996
Community: Rural	1%	(7)	2%	(13)	3%	(18)	93%	(500)	538
Employ: Private Sector	9%	(62)	9%	(59)	8%	(54)	74%	(503)	678
Employ: Government	15%	(16)	11%	(12)	10%	(10)	64%	(69)	106
Employ: Self-Employed	7%	(16)	11%	(24)	9%	(20)	73%	(163)	223
Employ: Homemaker	2%	(2)	2%	(3)	1%	(2)	95%	(133)	140
Employ: Student	—	(0)	5%	(3)	4%	(2)	91%	(50)	55
Employ: Retired	—	(1)	—	(0)	1%	(7)	98%	(497)	505
Employ: Unemployed	—	(1)	4%	(14)	8%	(23)	88%	(265)	303
Employ: Other	1%	(1)	3%	(6)	4%	(7)	92%	(175)	190
Military HH: Yes	3%	(10)	4%	(11)	3%	(8)	90%	(283)	313
Military HH: No	5%	(89)	6%	(109)	6%	(118)	83%	(1571)	1887
RD/WT: Right Direction	9%	(81)	9%	(85)	7%	(66)	75%	(688)	919
RD/WT: Wrong Track	1%	(19)	3%	(35)	5%	(61)	91%	(1166)	1281
Biden Job Approve	8%	(85)	8%	(89)	7%	(80)	78%	(876)	1130
Biden Job Disapprove	1%	(14)	2%	(23)	5%	(44)	92%	(886)	968

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Table MCSP1_4: As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?
Esports competitions

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	5%	(100)	5%	(120)	6%	(126)	84%	(1854)	2200
Biden Job Strongly Approve	10%	(60)	8%	(48)	8%	(43)	74%	(422)	573
Biden Job Somewhat Approve	5%	(26)	7%	(41)	7%	(37)	82%	(454)	557
Biden Job Somewhat Disapprove	2%	(6)	4%	(11)	6%	(19)	88%	(252)	287
Biden Job Strongly Disapprove	1%	(8)	2%	(12)	4%	(26)	93%	(635)	680
Favorable of Biden	7%	(75)	8%	(87)	6%	(69)	79%	(882)	1113
Unfavorable of Biden	2%	(24)	3%	(27)	5%	(52)	90%	(881)	984
Very Favorable of Biden	9%	(52)	8%	(51)	6%	(38)	77%	(460)	600
Somewhat Favorable of Biden	5%	(23)	7%	(36)	6%	(32)	82%	(423)	514
Somewhat Unfavorable of Biden	4%	(11)	5%	(14)	7%	(19)	84%	(229)	273
Very Unfavorable of Biden	2%	(13)	2%	(13)	5%	(32)	92%	(652)	711
#1 Issue: Economy	5%	(37)	7%	(53)	6%	(43)	82%	(609)	741
#1 Issue: Security	2%	(10)	3%	(14)	6%	(23)	89%	(367)	414
#1 Issue: Health Care	6%	(17)	8%	(23)	7%	(19)	80%	(237)	296
#1 Issue: Medicare / Social Security	2%	(4)	3%	(7)	2%	(6)	93%	(249)	266
#1 Issue: Women's Issues	5%	(7)	5%	(7)	4%	(5)	86%	(119)	139
#1 Issue: Education	13%	(11)	4%	(4)	7%	(6)	76%	(66)	87
#1 Issue: Energy	9%	(13)	8%	(11)	13%	(19)	71%	(103)	146
#1 Issue: Other	1%	(1)	1%	(1)	4%	(5)	94%	(105)	111
2020 Vote: Joe Biden	7%	(72)	7%	(72)	6%	(58)	80%	(821)	1023
2020 Vote: Donald Trump	3%	(23)	3%	(22)	6%	(41)	87%	(601)	687
2020 Vote: Other	—	(0)	8%	(6)	4%	(3)	89%	(64)	72
2020 Vote: Didn't Vote	1%	(4)	5%	(21)	6%	(25)	88%	(364)	413
2018 House Vote: Democrat	8%	(60)	8%	(62)	5%	(41)	79%	(622)	784
2018 House Vote: Republican	4%	(20)	3%	(16)	6%	(32)	88%	(495)	562
2018 House Vote: Someone else	—	(0)	6%	(3)	2%	(1)	92%	(53)	58
2016 Vote: Hillary Clinton	8%	(57)	7%	(54)	5%	(36)	80%	(587)	734
2016 Vote: Donald Trump	3%	(20)	4%	(26)	6%	(41)	87%	(572)	659
2016 Vote: Other	1%	(1)	8%	(8)	5%	(4)	87%	(85)	98
2016 Vote: Didn't Vote	3%	(21)	5%	(32)	6%	(44)	86%	(608)	705

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Table MCSP1_4: As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?
Esports competitions

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	5%	(100)	5%	(120)	6%	(126)	84%	(1854)	2200
Voted in 2014: Yes	6%	(73)	6%	(75)	5%	(68)	83%	(1049)	1265
Voted in 2014: No	3%	(26)	5%	(45)	6%	(58)	86%	(805)	935
4-Region: Northeast	5%	(21)	8%	(33)	7%	(26)	80%	(313)	394
4-Region: Midwest	4%	(18)	1%	(7)	4%	(20)	90%	(417)	462
4-Region: South	3%	(28)	5%	(40)	5%	(45)	86%	(711)	824
4-Region: West	6%	(32)	8%	(40)	7%	(35)	79%	(412)	520
Sports Fans	6%	(92)	7%	(106)	8%	(113)	79%	(1181)	1492
Avid Sports Fans	15%	(67)	13%	(60)	10%	(43)	62%	(273)	443
Casual Sports Fans	2%	(25)	4%	(46)	7%	(70)	87%	(907)	1049
NFL Fans	7%	(98)	7%	(104)	7%	(110)	79%	(1168)	1479
NBA Fans	9%	(96)	10%	(112)	10%	(105)	72%	(791)	1103
WNBA Fans	13%	(77)	15%	(88)	12%	(71)	59%	(345)	581
MLB Fans	8%	(91)	8%	(102)	8%	(98)	76%	(915)	1206
NHL Fans	10%	(88)	10%	(88)	9%	(83)	72%	(661)	920
MLS Fans	14%	(85)	15%	(91)	12%	(71)	60%	(366)	613
Formula 1 Fans	14%	(85)	14%	(86)	11%	(64)	61%	(366)	602
IndyCar Fans	12%	(73)	12%	(75)	12%	(73)	65%	(414)	636
NASCAR Fans	10%	(85)	10%	(88)	9%	(77)	72%	(640)	890
PGA Tour Fans	13%	(84)	13%	(84)	10%	(62)	65%	(421)	651
LPGA Tour Fans	17%	(77)	15%	(68)	12%	(54)	57%	(258)	457
UFC Fans	11%	(87)	12%	(99)	11%	(88)	66%	(538)	812
College Football Fans	8%	(94)	8%	(99)	8%	(98)	76%	(911)	1202
College Basketball Fans	9%	(87)	11%	(108)	9%	(88)	71%	(683)	965
Boxing Fans	10%	(86)	11%	(97)	10%	(91)	70%	(634)	909
ATP Tour Fans	20%	(75)	18%	(67)	13%	(48)	49%	(183)	374
WTA Tour Fans	19%	(74)	19%	(73)	14%	(52)	48%	(185)	384
Esports Fans	15%	(92)	17%	(101)	15%	(92)	53%	(323)	608
Sports Bettors	18%	(96)	20%	(111)	19%	(101)	43%	(234)	541
Currently Owns or Holds Crypto	18%	(84)	17%	(81)	11%	(53)	54%	(261)	479

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Table MCSP1_4: *As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?*
Esports competitions

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	5%	(100)	5%	(120)	6%	(126)	84%	(1854)	2200
Interested in Crypto	11%	(93)	11%	(96)	11%	(90)	67%	(562)	841
Interested in Stocks	8%	(92)	8%	(101)	8%	(96)	76%	(918)	1208
Casual Investor	3%	(19)	7%	(36)	7%	(35)	83%	(450)	540
Curious Investor	6%	(34)	8%	(47)	8%	(45)	78%	(441)	567
Active Investor	16%	(42)	12%	(30)	11%	(28)	62%	(162)	262

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

Table MCSP1_5: *As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?*
Horse racing

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	4%	(95)	6%	(123)	11%	(236)	79%	(1746)	2200
Gender: Male	7%	(79)	9%	(98)	13%	(136)	71%	(749)	1062
Gender: Female	1%	(16)	2%	(25)	9%	(100)	88%	(997)	1138
Age: 18-34	6%	(42)	9%	(59)	9%	(60)	75%	(494)	655
Age: 35-44	10%	(36)	10%	(36)	13%	(48)	67%	(239)	358
Age: 45-64	2%	(13)	3%	(22)	12%	(92)	83%	(624)	751
Age: 65+	1%	(4)	2%	(7)	8%	(35)	89%	(389)	436
GenZers: 1997-2012	5%	(11)	3%	(6)	6%	(13)	85%	(170)	199
Millennials: 1981-1996	8%	(59)	12%	(83)	12%	(84)	68%	(475)	702
GenXers: 1965-1980	3%	(19)	4%	(20)	12%	(63)	81%	(441)	542
Baby Boomers: 1946-1964	1%	(6)	2%	(13)	10%	(69)	87%	(607)	696
PID: Dem (no lean)	7%	(60)	7%	(66)	12%	(108)	74%	(667)	901
PID: Ind (no lean)	2%	(17)	3%	(19)	8%	(56)	87%	(593)	685
PID: Rep (no lean)	3%	(18)	6%	(37)	12%	(72)	79%	(486)	614
PID/Gender: Dem Men	12%	(52)	12%	(53)	14%	(60)	62%	(269)	433
PID/Gender: Dem Women	2%	(8)	3%	(13)	10%	(48)	85%	(399)	468
PID/Gender: Ind Men	4%	(12)	4%	(14)	11%	(36)	82%	(276)	338
PID/Gender: Ind Women	1%	(5)	2%	(5)	6%	(20)	91%	(317)	347
PID/Gender: Rep Men	5%	(15)	11%	(31)	14%	(40)	70%	(204)	290
PID/Gender: Rep Women	1%	(3)	2%	(7)	10%	(32)	87%	(281)	323
Ideo: Liberal (1-3)	8%	(54)	7%	(47)	12%	(89)	74%	(525)	714
Ideo: Moderate (4)	3%	(18)	4%	(27)	11%	(69)	82%	(514)	628
Ideo: Conservative (5-7)	3%	(23)	7%	(47)	11%	(73)	79%	(530)	672
Educ: < College	2%	(29)	3%	(52)	9%	(135)	86%	(1297)	1512
Educ: Bachelors degree	9%	(42)	9%	(38)	15%	(65)	67%	(299)	444
Educ: Post-grad	10%	(25)	14%	(33)	15%	(36)	62%	(151)	244
Income: Under 50k	2%	(28)	3%	(41)	8%	(103)	86%	(1052)	1224
Income: 50k-100k	4%	(28)	7%	(43)	14%	(89)	75%	(489)	648
Income: 100k+	12%	(40)	12%	(39)	13%	(44)	63%	(205)	328
Ethnicity: White	5%	(78)	6%	(96)	11%	(188)	79%	(1360)	1722

Continued on next page

Table MCSP1_5: As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?
Horse racing

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	4%	(95)	6%	(123)	11%	(236)	79%	(1746)	2200
Ethnicity: Hispanic	7%	(26)	9%	(31)	11%	(40)	72%	(253)	349
Ethnicity: Black	4%	(10)	7%	(19)	7%	(19)	82%	(225)	274
Ethnicity: Other	3%	(7)	4%	(8)	14%	(28)	79%	(161)	204
All Christian	6%	(52)	7%	(62)	12%	(109)	76%	(711)	934
All Non-Christian	20%	(26)	16%	(20)	14%	(18)	50%	(63)	127
Atheist	1%	(1)	2%	(2)	8%	(8)	89%	(90)	101
Agnostic/Nothing in particular	1%	(7)	4%	(24)	10%	(62)	85%	(521)	614
Something Else	2%	(10)	3%	(15)	9%	(39)	85%	(361)	424
Religious Non-Protestant/Catholic	17%	(26)	15%	(22)	13%	(19)	55%	(82)	148
Evangelical	7%	(43)	8%	(48)	9%	(55)	75%	(437)	583
Non-Evangelical	2%	(14)	4%	(27)	12%	(87)	82%	(598)	725
Community: Urban	10%	(68)	11%	(71)	13%	(88)	66%	(440)	666
Community: Suburban	2%	(19)	4%	(37)	10%	(103)	84%	(837)	996
Community: Rural	2%	(9)	3%	(16)	8%	(45)	87%	(469)	538
Employ: Private Sector	7%	(50)	10%	(67)	14%	(94)	69%	(468)	678
Employ: Government	16%	(17)	15%	(16)	14%	(15)	55%	(58)	106
Employ: Self-Employed	7%	(16)	7%	(15)	15%	(33)	71%	(158)	223
Employ: Homemaker	1%	(1)	3%	(4)	8%	(11)	89%	(125)	140
Employ: Student	3%	(1)	1%	(1)	5%	(3)	91%	(50)	55
Employ: Retired	1%	(4)	2%	(8)	9%	(43)	89%	(449)	505
Employ: Unemployed	1%	(4)	2%	(7)	7%	(22)	89%	(270)	303
Employ: Other	1%	(2)	3%	(5)	8%	(15)	89%	(168)	190
Military HH: Yes	3%	(10)	7%	(20)	8%	(26)	82%	(256)	313
Military HH: No	5%	(85)	5%	(103)	11%	(209)	79%	(1490)	1887
RD/WT: Right Direction	8%	(76)	9%	(83)	13%	(117)	70%	(642)	919
RD/WT: Wrong Track	1%	(19)	3%	(40)	9%	(119)	86%	(1104)	1281
Biden Job Approve	7%	(81)	7%	(83)	12%	(137)	73%	(828)	1130
Biden Job Disapprove	1%	(14)	3%	(33)	10%	(94)	85%	(827)	968

Continued on next page

Table MCSP1_5: As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?
Horse racing

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	4%	(95)	6%	(123)	11%	(236)	79%	(1746)	2200
Biden Job Strongly Approve	11%	(63)	8%	(46)	11%	(63)	70%	(401)	573
Biden Job Somewhat Approve	3%	(18)	7%	(37)	13%	(74)	77%	(427)	557
Biden Job Somewhat Disapprove	2%	(6)	3%	(9)	11%	(31)	84%	(242)	287
Biden Job Strongly Disapprove	1%	(8)	4%	(24)	9%	(63)	86%	(585)	680
Favorable of Biden	6%	(70)	7%	(78)	12%	(132)	75%	(834)	1113
Unfavorable of Biden	2%	(19)	4%	(42)	10%	(98)	84%	(825)	984
Very Favorable of Biden	9%	(55)	7%	(40)	10%	(59)	74%	(446)	600
Somewhat Favorable of Biden	3%	(15)	7%	(37)	14%	(73)	76%	(388)	514
Somewhat Unfavorable of Biden	3%	(7)	5%	(14)	11%	(30)	81%	(221)	273
Very Unfavorable of Biden	2%	(12)	4%	(27)	9%	(68)	85%	(603)	711
#1 Issue: Economy	4%	(31)	7%	(49)	12%	(86)	78%	(576)	741
#1 Issue: Security	3%	(12)	6%	(25)	9%	(39)	81%	(337)	414
#1 Issue: Health Care	6%	(17)	6%	(17)	14%	(42)	74%	(220)	296
#1 Issue: Medicare / Social Security	3%	(8)	2%	(6)	6%	(16)	88%	(235)	266
#1 Issue: Women's Issues	4%	(6)	6%	(8)	7%	(9)	83%	(115)	139
#1 Issue: Education	14%	(12)	7%	(6)	12%	(10)	67%	(59)	87
#1 Issue: Energy	6%	(9)	7%	(11)	10%	(14)	77%	(111)	146
#1 Issue: Other	—	(0)	1%	(1)	16%	(18)	83%	(93)	111
2020 Vote: Joe Biden	7%	(68)	7%	(69)	12%	(122)	75%	(763)	1023
2020 Vote: Donald Trump	3%	(22)	5%	(36)	11%	(79)	80%	(550)	687
2020 Vote: Other	—	(0)	2%	(1)	11%	(8)	88%	(63)	72
2020 Vote: Didn't Vote	1%	(5)	4%	(17)	6%	(27)	88%	(365)	413
2018 House Vote: Democrat	8%	(63)	6%	(50)	12%	(97)	73%	(574)	784
2018 House Vote: Republican	3%	(15)	6%	(32)	14%	(78)	78%	(437)	562
2018 House Vote: Someone else	1%	(1)	2%	(1)	13%	(8)	83%	(48)	58
2016 Vote: Hillary Clinton	6%	(46)	7%	(53)	12%	(88)	74%	(546)	734
2016 Vote: Donald Trump	4%	(27)	6%	(39)	13%	(83)	77%	(510)	659
2016 Vote: Other	2%	(1)	3%	(3)	16%	(16)	80%	(78)	98
2016 Vote: Didn't Vote	3%	(20)	4%	(27)	7%	(48)	87%	(611)	705

Continued on next page

Table MCSP1_5: As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?
Horse racing

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	4%	(95)	6%	(123)	11%	(236)	79%	(1746)	2200
Voted in 2014: Yes	6%	(71)	6%	(80)	13%	(166)	75%	(948)	1265
Voted in 2014: No	3%	(24)	5%	(43)	7%	(70)	85%	(798)	935
4-Region: Northeast	5%	(19)	11%	(43)	11%	(45)	73%	(287)	394
4-Region: Midwest	3%	(15)	4%	(18)	10%	(46)	83%	(385)	462
4-Region: South	3%	(27)	4%	(34)	9%	(71)	84%	(692)	824
4-Region: West	7%	(34)	6%	(29)	14%	(73)	74%	(383)	520
Sports Fans	6%	(88)	7%	(107)	13%	(201)	73%	(1096)	1492
Avid Sports Fans	14%	(60)	13%	(58)	15%	(66)	58%	(259)	443
Casual Sports Fans	3%	(27)	5%	(49)	13%	(135)	80%	(838)	1049
NFL Fans	6%	(87)	7%	(105)	13%	(195)	74%	(1092)	1479
NBA Fans	8%	(87)	9%	(103)	15%	(166)	68%	(746)	1103
WNBA Fans	12%	(71)	15%	(87)	14%	(82)	59%	(340)	581
MLB Fans	7%	(85)	9%	(105)	14%	(166)	70%	(850)	1206
NHL Fans	9%	(83)	10%	(94)	16%	(145)	65%	(598)	920
MLS Fans	13%	(80)	15%	(90)	17%	(103)	56%	(341)	613
Formula 1 Fans	12%	(74)	15%	(89)	14%	(84)	59%	(355)	602
IndyCar Fans	11%	(68)	13%	(85)	15%	(97)	61%	(385)	636
NASCAR Fans	9%	(77)	11%	(96)	13%	(118)	67%	(599)	890
PGA Tour Fans	11%	(72)	15%	(97)	18%	(117)	56%	(365)	651
LPGA Tour Fans	16%	(73)	18%	(81)	16%	(72)	50%	(230)	457
UFC Fans	10%	(81)	12%	(100)	13%	(107)	65%	(524)	812
College Football Fans	7%	(85)	8%	(100)	14%	(172)	70%	(845)	1202
College Basketball Fans	9%	(83)	10%	(100)	15%	(149)	66%	(633)	965
Boxing Fans	9%	(81)	11%	(97)	15%	(138)	65%	(593)	909
ATP Tour Fans	19%	(69)	22%	(80)	16%	(62)	43%	(162)	374
WTA Tour Fans	19%	(72)	20%	(77)	16%	(63)	45%	(172)	384
Esports Fans	12%	(75)	16%	(96)	14%	(84)	58%	(353)	608
Sports Bettors	16%	(84)	19%	(103)	26%	(143)	39%	(212)	541
Currently Owns or Holds Crypto	16%	(75)	14%	(66)	14%	(69)	56%	(269)	479

Continued on next page

Table MCSP1_5: *As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?*
Horse racing

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	4%	(95)	6%	(123)	11%	(236)	79%	(1746)	2200
Interested in Crypto	9%	(73)	11%	(93)	15%	(126)	65%	(549)	841
Interested in Stocks	7%	(82)	8%	(94)	14%	(165)	72%	(867)	1208
Casual Investor	3%	(19)	7%	(36)	12%	(64)	78%	(421)	540
Curious Investor	6%	(34)	7%	(40)	13%	(74)	74%	(419)	567
Active Investor	14%	(37)	11%	(29)	18%	(48)	56%	(148)	262

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

Table MCSP1_6: As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?
Casino games, including card games and table games, either in person or online

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	9%	(187)	11%	(251)	20%	(450)	60%	(1312)	2200
Gender: Male	13%	(138)	15%	(160)	22%	(231)	50%	(533)	1062
Gender: Female	4%	(49)	8%	(91)	19%	(219)	68%	(779)	1138
Age: 18-34	12%	(79)	17%	(110)	20%	(131)	51%	(335)	655
Age: 35-44	17%	(60)	17%	(60)	25%	(89)	42%	(149)	358
Age: 45-64	5%	(39)	9%	(65)	22%	(162)	65%	(484)	751
Age: 65+	2%	(9)	4%	(16)	16%	(68)	79%	(343)	436
GenZers: 1997-2012	7%	(15)	14%	(29)	19%	(38)	59%	(118)	199
Millennials: 1981-1996	16%	(111)	18%	(128)	21%	(146)	45%	(317)	702
GenXers: 1965-1980	8%	(44)	10%	(54)	26%	(140)	56%	(305)	542
Baby Boomers: 1946-1964	2%	(17)	6%	(40)	17%	(115)	75%	(523)	696
PID: Dem (no lean)	11%	(97)	13%	(117)	21%	(186)	56%	(501)	901
PID: Ind (no lean)	6%	(38)	10%	(72)	21%	(142)	63%	(434)	685
PID: Rep (no lean)	9%	(53)	10%	(62)	20%	(122)	61%	(377)	614
PID/Gender: Dem Men	17%	(76)	17%	(75)	21%	(92)	44%	(190)	433
PID/Gender: Dem Women	4%	(21)	9%	(42)	20%	(95)	66%	(310)	468
PID/Gender: Ind Men	7%	(23)	13%	(44)	24%	(80)	56%	(191)	338
PID/Gender: Ind Women	4%	(15)	8%	(27)	18%	(62)	70%	(243)	347
PID/Gender: Rep Men	14%	(39)	14%	(40)	20%	(60)	52%	(152)	290
PID/Gender: Rep Women	4%	(14)	7%	(22)	19%	(62)	70%	(226)	323
Ideo: Liberal (1-3)	11%	(82)	12%	(83)	22%	(159)	55%	(390)	714
Ideo: Moderate (4)	8%	(50)	12%	(78)	21%	(129)	59%	(371)	628
Ideo: Conservative (5-7)	7%	(46)	10%	(70)	20%	(132)	63%	(424)	672
Educ: < College	7%	(102)	11%	(166)	20%	(298)	63%	(946)	1512
Educ: Bachelors degree	11%	(50)	11%	(51)	24%	(105)	54%	(238)	444
Educ: Post-grad	15%	(36)	14%	(34)	19%	(46)	52%	(128)	244
Income: Under 50k	7%	(91)	10%	(120)	18%	(218)	65%	(795)	1224
Income: 50k-100k	6%	(39)	12%	(80)	23%	(151)	58%	(378)	648
Income: 100k+	18%	(58)	15%	(50)	24%	(80)	43%	(140)	328
Ethnicity: White	9%	(156)	10%	(171)	20%	(349)	61%	(1046)	1722

Continued on next page

Table MCSP1_6: As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?
Casino games, including card games and table games, either in person or online

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	9%	(187)	11%	(251)	20%	(450)	60%	(1312)	2200
Ethnicity: Hispanic	11%	(39)	20%	(68)	22%	(77)	47%	(165)	349
Ethnicity: Black	8%	(22)	18%	(48)	19%	(53)	55%	(151)	274
Ethnicity: Other	5%	(10)	15%	(31)	24%	(48)	56%	(115)	204
All Christian	10%	(91)	10%	(93)	20%	(191)	60%	(558)	934
All Non-Christian	16%	(21)	24%	(31)	20%	(25)	40%	(50)	127
Atheist	3%	(4)	5%	(5)	25%	(25)	67%	(68)	101
Agnostic/Nothing in particular	7%	(41)	11%	(70)	20%	(125)	61%	(377)	614
Something Else	7%	(30)	12%	(52)	20%	(84)	61%	(258)	424
Religious Non-Protestant/Catholic	14%	(21)	21%	(31)	20%	(29)	45%	(67)	148
Evangelical	13%	(77)	12%	(72)	16%	(93)	58%	(340)	583
Non-Evangelical	5%	(39)	9%	(66)	24%	(173)	62%	(447)	725
Community: Urban	15%	(100)	16%	(105)	19%	(129)	50%	(333)	666
Community: Suburban	5%	(49)	10%	(97)	22%	(218)	63%	(632)	996
Community: Rural	7%	(38)	9%	(50)	19%	(103)	65%	(347)	538
Employ: Private Sector	13%	(87)	15%	(100)	24%	(160)	49%	(330)	678
Employ: Government	24%	(25)	21%	(23)	14%	(15)	41%	(44)	106
Employ: Self-Employed	16%	(35)	17%	(38)	18%	(41)	49%	(109)	223
Employ: Homemaker	1%	(2)	7%	(9)	19%	(26)	73%	(103)	140
Employ: Student	5%	(3)	11%	(6)	19%	(10)	65%	(36)	55
Employ: Retired	2%	(9)	4%	(20)	16%	(79)	79%	(397)	505
Employ: Unemployed	6%	(18)	11%	(35)	25%	(74)	58%	(175)	303
Employ: Other	4%	(8)	11%	(20)	23%	(44)	62%	(118)	190
Military HH: Yes	7%	(21)	9%	(29)	18%	(58)	66%	(205)	313
Military HH: No	9%	(167)	12%	(221)	21%	(392)	59%	(1107)	1887
RD/WT: Right Direction	13%	(118)	15%	(136)	19%	(179)	53%	(486)	919
RD/WT: Wrong Track	5%	(69)	9%	(115)	21%	(271)	64%	(826)	1281
Biden Job Approve	11%	(125)	13%	(147)	20%	(228)	56%	(629)	1130
Biden Job Disapprove	6%	(60)	9%	(89)	21%	(206)	63%	(612)	968

Continued on next page

Table MCSP1_6: As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?
Casino games, including card games and table games, either in person or online

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	9%	(187)	11%	(251)	20%	(450)	60%	(1312)	2200
Biden Job Strongly Approve	14%	(81)	14%	(78)	17%	(97)	55%	(317)	573
Biden Job Somewhat Approve	8%	(43)	12%	(69)	24%	(131)	56%	(313)	557
Biden Job Somewhat Disapprove	6%	(16)	15%	(43)	21%	(61)	58%	(168)	287
Biden Job Strongly Disapprove	7%	(45)	7%	(46)	21%	(145)	65%	(444)	680
Favorable of Biden	10%	(114)	13%	(149)	20%	(223)	56%	(627)	1113
Unfavorable of Biden	6%	(62)	9%	(92)	22%	(217)	62%	(613)	984
Very Favorable of Biden	12%	(72)	13%	(81)	17%	(103)	57%	(344)	600
Somewhat Favorable of Biden	8%	(42)	13%	(69)	23%	(120)	55%	(283)	514
Somewhat Unfavorable of Biden	6%	(15)	14%	(39)	25%	(67)	56%	(152)	273
Very Unfavorable of Biden	7%	(47)	7%	(53)	21%	(150)	65%	(461)	711
#1 Issue: Economy	9%	(64)	15%	(111)	22%	(166)	54%	(400)	741
#1 Issue: Security	9%	(38)	8%	(35)	21%	(86)	62%	(255)	414
#1 Issue: Health Care	9%	(26)	14%	(42)	20%	(58)	57%	(170)	296
#1 Issue: Medicare / Social Security	5%	(14)	7%	(18)	15%	(41)	72%	(193)	266
#1 Issue: Women's Issues	5%	(7)	7%	(9)	22%	(30)	66%	(92)	139
#1 Issue: Education	19%	(16)	6%	(5)	20%	(18)	55%	(48)	87
#1 Issue: Energy	13%	(19)	17%	(25)	17%	(25)	53%	(77)	146
#1 Issue: Other	2%	(2)	5%	(6)	24%	(27)	69%	(77)	111
2020 Vote: Joe Biden	10%	(107)	13%	(128)	21%	(212)	56%	(575)	1023
2020 Vote: Donald Trump	9%	(59)	9%	(60)	21%	(146)	62%	(424)	687
2020 Vote: Other	—	(0)	17%	(12)	21%	(15)	63%	(45)	72
2020 Vote: Didn't Vote	5%	(22)	12%	(51)	18%	(76)	64%	(265)	413
2018 House Vote: Democrat	11%	(85)	13%	(103)	21%	(165)	55%	(432)	784
2018 House Vote: Republican	7%	(38)	10%	(57)	21%	(117)	62%	(351)	562
2018 House Vote: Someone else	4%	(2)	6%	(3)	18%	(10)	73%	(42)	58
2016 Vote: Hillary Clinton	11%	(78)	12%	(90)	20%	(149)	57%	(417)	734
2016 Vote: Donald Trump	9%	(58)	10%	(63)	21%	(141)	60%	(398)	659
2016 Vote: Other	3%	(3)	14%	(14)	24%	(24)	59%	(57)	98
2016 Vote: Didn't Vote	7%	(49)	12%	(82)	19%	(136)	62%	(438)	705

Continued on next page

Table MCSP1_6: As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?
Casino games, including card games and table games, either in person or online

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	9%	(187)	11%	(251)	20%	(450)	60%	(1312)	2200
Voted in 2014: Yes	9%	(119)	12%	(148)	20%	(258)	59%	(740)	1265
Voted in 2014: No	7%	(69)	11%	(103)	21%	(192)	61%	(571)	935
4-Region: Northeast	12%	(47)	13%	(53)	20%	(78)	55%	(217)	394
4-Region: Midwest	6%	(27)	12%	(54)	21%	(98)	61%	(283)	462
4-Region: South	8%	(62)	9%	(71)	20%	(163)	64%	(527)	824
4-Region: West	10%	(51)	14%	(73)	21%	(111)	55%	(285)	520
Sports Fans	11%	(159)	14%	(215)	22%	(332)	53%	(786)	1492
Avid Sports Fans	21%	(93)	22%	(98)	22%	(97)	35%	(155)	443
Casual Sports Fans	6%	(67)	11%	(116)	22%	(235)	60%	(631)	1049
NFL Fans	12%	(171)	14%	(212)	22%	(330)	52%	(766)	1479
NBA Fans	13%	(149)	18%	(201)	22%	(241)	46%	(512)	1103
WNBA Fans	19%	(113)	24%	(137)	20%	(118)	37%	(213)	581
MLB Fans	13%	(158)	15%	(177)	22%	(269)	50%	(602)	1206
NHL Fans	15%	(139)	17%	(155)	24%	(219)	44%	(407)	920
MLS Fans	20%	(123)	21%	(128)	21%	(130)	38%	(232)	613
Formula 1 Fans	18%	(111)	22%	(132)	22%	(130)	38%	(230)	602
IndyCar Fans	18%	(115)	21%	(132)	22%	(139)	39%	(251)	636
NASCAR Fans	15%	(137)	18%	(156)	23%	(204)	44%	(393)	890
PGA Tour Fans	18%	(120)	20%	(130)	24%	(155)	38%	(245)	651
LPGA Tour Fans	22%	(103)	23%	(105)	20%	(91)	34%	(157)	457
UFC Fans	17%	(142)	21%	(171)	22%	(179)	40%	(321)	812
College Football Fans	13%	(151)	15%	(182)	22%	(265)	50%	(604)	1202
College Basketball Fans	14%	(136)	19%	(179)	22%	(208)	46%	(442)	965
Boxing Fans	16%	(143)	19%	(168)	25%	(226)	41%	(372)	909
ATP Tour Fans	24%	(88)	29%	(109)	21%	(79)	26%	(98)	374
WTA Tour Fans	23%	(88)	30%	(115)	20%	(75)	28%	(106)	384
Esports Fans	21%	(128)	25%	(149)	21%	(126)	34%	(205)	608
Sports Bettors	25%	(135)	28%	(154)	30%	(165)	16%	(87)	541
Currently Owns or Holds Crypto	26%	(125)	22%	(106)	20%	(95)	32%	(153)	479

Continued on next page

Table MCSP1_6: *As you may know, there are many ways to bet money on sports, such as through a website, in person with your friends or family and as part of a daily or season-long fantasy contest. About how often do you bet money on the following?
Casino games, including card games and table games, either in person or online*

Demographic	At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	9%	(187)	11%	(251)	20%	(450)	60%	(1312)	2200
Interested in Crypto	17%	(142)	20%	(168)	24%	(202)	39%	(328)	841
Interested in Stocks	12%	(146)	16%	(192)	26%	(309)	46%	(561)	1208
Casual Investor	8%	(43)	11%	(57)	26%	(140)	56%	(300)	540
Curious Investor	11%	(63)	18%	(104)	23%	(128)	48%	(273)	567
Active Investor	19%	(49)	18%	(48)	24%	(63)	39%	(103)	262

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

Table MCSP2_1: Do you have a favorable or unfavorable opinion of the following?
Robinhood

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (279)	20% (431)	7% (160)	7% (153)	30% (667)	23% (510)	2200
Gender: Male	18% (193)	23% (247)	9% (93)	8% (90)	27% (287)	14% (151)	1062
Gender: Female	8% (86)	16% (184)	6% (67)	6% (63)	33% (380)	32% (359)	1138
Age: 18-34	18% (115)	26% (167)	8% (53)	8% (53)	26% (169)	15% (99)	655
Age: 35-44	20% (72)	22% (78)	8% (28)	4% (14)	27% (97)	19% (69)	358
Age: 45-64	10% (76)	18% (136)	6% (44)	7% (53)	33% (244)	26% (197)	751
Age: 65+	4% (16)	11% (50)	8% (36)	7% (32)	36% (157)	33% (145)	436
GenZers: 1997-2012	10% (21)	22% (45)	13% (25)	6% (12)	26% (52)	22% (45)	199
Millennials: 1981-1996	22% (151)	25% (174)	7% (50)	7% (50)	25% (174)	15% (102)	702
GenXers: 1965-1980	12% (66)	19% (104)	5% (30)	6% (33)	33% (180)	24% (129)	542
Baby Boomers: 1946-1964	6% (41)	14% (100)	8% (52)	8% (53)	34% (238)	30% (210)	696
PID: Dem (no lean)	17% (150)	19% (172)	8% (72)	7% (62)	29% (257)	21% (188)	901
PID: Ind (no lean)	9% (63)	18% (125)	7% (47)	6% (41)	35% (240)	25% (169)	685
PID: Rep (no lean)	11% (66)	22% (134)	7% (42)	8% (49)	28% (170)	25% (153)	614
PID/Gender: Dem Men	26% (113)	22% (95)	9% (41)	7% (29)	25% (108)	11% (48)	433
PID/Gender: Dem Women	8% (37)	17% (78)	7% (31)	7% (33)	32% (149)	30% (140)	468
PID/Gender: Ind Men	11% (37)	21% (70)	9% (31)	8% (29)	34% (115)	17% (56)	338
PID/Gender: Ind Women	7% (26)	16% (54)	5% (16)	4% (12)	36% (126)	33% (113)	347
PID/Gender: Rep Men	15% (43)	28% (82)	7% (21)	11% (32)	22% (65)	16% (47)	290
PID/Gender: Rep Women	7% (23)	16% (52)	6% (21)	5% (17)	32% (105)	33% (105)	323
Ideo: Liberal (1-3)	18% (126)	20% (143)	9% (63)	7% (51)	28% (196)	19% (133)	714
Ideo: Moderate (4)	10% (65)	20% (126)	8% (48)	6% (36)	33% (209)	23% (145)	628
Ideo: Conservative (5-7)	11% (74)	21% (143)	6% (41)	9% (60)	29% (197)	23% (157)	672
Educ: < College	10% (152)	18% (277)	6% (88)	7% (100)	33% (497)	26% (397)	1512
Educ: Bachelors degree	17% (75)	23% (101)	11% (49)	8% (35)	27% (120)	14% (64)	444
Educ: Post-grad	21% (52)	22% (53)	10% (24)	7% (17)	21% (50)	20% (49)	244
Income: Under 50k	10% (119)	17% (210)	5% (65)	7% (82)	35% (426)	26% (322)	1224
Income: 50k-100k	13% (81)	21% (135)	10% (65)	8% (49)	26% (170)	23% (148)	648
Income: 100k+	24% (79)	26% (86)	9% (30)	7% (21)	22% (71)	12% (40)	328
Ethnicity: White	12% (204)	19% (321)	7% (124)	7% (122)	31% (528)	25% (422)	1722
Ethnicity: Hispanic	15% (53)	26% (91)	9% (32)	8% (27)	23% (81)	18% (65)	349

Continued on next page

Table MCSP2_1: Do you have a favorable or unfavorable opinion of the following?
Robinhood

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(279)	20%	(431)	7%	(160)	7%	(153)	30%	(667)	23%	(510)	2200
Ethnicity: Black	17%	(45)	25%	(68)	6%	(16)	5%	(14)	30%	(83)	18%	(48)	274
Ethnicity: Other	14%	(30)	20%	(41)	10%	(21)	8%	(17)	27%	(56)	19%	(40)	204
All Christian	13%	(121)	20%	(188)	7%	(67)	7%	(67)	30%	(279)	23%	(213)	934
All Non-Christian	24%	(30)	25%	(31)	12%	(15)	4%	(5)	22%	(29)	14%	(17)	127
Atheist	10%	(10)	11%	(11)	8%	(8)	9%	(9)	37%	(37)	25%	(26)	101
Agnostic/Nothing in particular	10%	(63)	20%	(120)	7%	(46)	8%	(47)	32%	(198)	23%	(141)	614
Something Else	13%	(55)	19%	(80)	6%	(25)	6%	(25)	29%	(124)	27%	(114)	424
Religious Non-Protestant/Catholic	22%	(32)	23%	(35)	11%	(16)	4%	(6)	24%	(35)	17%	(25)	148
Evangelical	18%	(102)	19%	(113)	6%	(36)	6%	(34)	26%	(154)	24%	(143)	583
Non-Evangelical	9%	(65)	20%	(146)	8%	(55)	7%	(52)	32%	(235)	24%	(173)	725
Community: Urban	20%	(136)	20%	(134)	8%	(50)	7%	(47)	26%	(173)	19%	(127)	666
Community: Suburban	10%	(103)	19%	(194)	8%	(80)	8%	(80)	31%	(308)	23%	(230)	996
Community: Rural	8%	(41)	19%	(104)	6%	(30)	5%	(26)	35%	(186)	28%	(153)	538
Employ: Private Sector	19%	(127)	26%	(175)	8%	(54)	8%	(52)	24%	(166)	15%	(104)	678
Employ: Government	25%	(26)	21%	(23)	13%	(14)	5%	(6)	26%	(28)	9%	(10)	106
Employ: Self-Employed	18%	(41)	32%	(70)	5%	(12)	8%	(18)	24%	(53)	13%	(28)	223
Employ: Homemaker	9%	(13)	10%	(14)	4%	(6)	6%	(8)	35%	(49)	36%	(50)	140
Employ: Student	3%	(1)	17%	(9)	7%	(4)	7%	(4)	35%	(19)	32%	(18)	55
Employ: Retired	4%	(22)	14%	(69)	8%	(42)	6%	(32)	34%	(174)	33%	(166)	505
Employ: Unemployed	9%	(26)	19%	(56)	5%	(17)	9%	(27)	32%	(98)	26%	(78)	303
Employ: Other	12%	(22)	7%	(14)	7%	(13)	3%	(5)	42%	(80)	29%	(56)	190
Military HH: Yes	12%	(38)	17%	(54)	8%	(24)	9%	(27)	28%	(89)	26%	(82)	313
Military HH: No	13%	(241)	20%	(377)	7%	(137)	7%	(126)	31%	(578)	23%	(428)	1887
RD/WT: Right Direction	20%	(183)	22%	(200)	6%	(60)	5%	(47)	27%	(249)	20%	(181)	919
RD/WT: Wrong Track	8%	(96)	18%	(231)	8%	(101)	8%	(106)	33%	(418)	26%	(329)	1281
Biden Job Approve	16%	(185)	21%	(232)	7%	(85)	6%	(69)	29%	(323)	21%	(236)	1130
Biden Job Disapprove	9%	(87)	19%	(180)	7%	(68)	8%	(81)	32%	(308)	25%	(244)	968

Continued on next page

Table MCSP2_1: Do you have a favorable or unfavorable opinion of the following?
Robinhood

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (279)	20% (431)	7% (160)	7% (153)	30% (667)	23% (510)	2200
Biden Job Strongly Approve	20% (117)	19% (106)	8% (47)	7% (38)	27% (155)	19% (110)	573
Biden Job Somewhat Approve	12% (68)	23% (126)	7% (38)	5% (31)	30% (167)	23% (126)	557
Biden Job Somewhat Disapprove	10% (29)	20% (58)	9% (26)	5% (16)	28% (80)	27% (78)	287
Biden Job Strongly Disapprove	8% (58)	18% (121)	6% (42)	10% (65)	33% (227)	24% (166)	680
Favorable of Biden	16% (183)	20% (224)	7% (76)	6% (70)	29% (322)	21% (238)	1113
Unfavorable of Biden	9% (91)	20% (195)	8% (79)	8% (82)	30% (299)	24% (238)	984
Very Favorable of Biden	20% (122)	17% (103)	7% (40)	6% (35)	29% (174)	21% (126)	600
Somewhat Favorable of Biden	12% (61)	24% (121)	7% (36)	7% (35)	29% (149)	22% (112)	514
Somewhat Unfavorable of Biden	10% (28)	26% (70)	11% (30)	5% (14)	26% (72)	22% (59)	273
Very Unfavorable of Biden	9% (62)	18% (125)	7% (49)	10% (68)	32% (227)	25% (179)	711
#1 Issue: Economy	15% (114)	23% (174)	8% (60)	6% (42)	29% (215)	19% (137)	741
#1 Issue: Security	10% (43)	18% (76)	5% (22)	8% (32)	30% (123)	29% (118)	414
#1 Issue: Health Care	12% (36)	22% (64)	9% (26)	7% (20)	28% (83)	22% (66)	296
#1 Issue: Medicare / Social Security	7% (19)	13% (33)	9% (24)	6% (17)	38% (100)	27% (73)	266
#1 Issue: Women's Issues	11% (15)	12% (17)	4% (6)	10% (14)	33% (46)	30% (41)	139
#1 Issue: Education	13% (12)	32% (28)	6% (5)	6% (5)	19% (17)	23% (20)	87
#1 Issue: Energy	19% (28)	20% (29)	7% (10)	8% (12)	32% (46)	14% (20)	146
#1 Issue: Other	11% (12)	9% (10)	7% (8)	9% (10)	33% (37)	31% (34)	111
2020 Vote: Joe Biden	16% (162)	19% (197)	8% (86)	7% (70)	29% (299)	20% (209)	1023
2020 Vote: Donald Trump	11% (73)	22% (152)	7% (49)	9% (61)	27% (185)	24% (167)	687
2020 Vote: Other	14% (10)	19% (13)	3% (2)	6% (4)	31% (22)	28% (20)	72
2020 Vote: Didn't Vote	8% (33)	16% (68)	5% (22)	4% (17)	38% (159)	28% (114)	413
2018 House Vote: Democrat	17% (133)	19% (152)	8% (64)	7% (53)	28% (223)	20% (159)	784
2018 House Vote: Republican	10% (54)	22% (126)	8% (47)	9% (52)	27% (153)	23% (131)	562
2018 House Vote: Someone else	15% (9)	9% (5)	4% (2)	7% (4)	33% (19)	32% (18)	58
2016 Vote: Hillary Clinton	17% (122)	19% (142)	7% (54)	6% (48)	30% (217)	20% (150)	734
2016 Vote: Donald Trump	11% (70)	22% (144)	8% (51)	9% (59)	27% (180)	24% (156)	659
2016 Vote: Other	11% (11)	20% (20)	11% (10)	10% (10)	30% (29)	19% (18)	98
2016 Vote: Didn't Vote	10% (74)	18% (125)	6% (45)	5% (37)	34% (239)	26% (186)	705

Continued on next page

Table MCSP2_1: Do you have a favorable or unfavorable opinion of the following?
Robinhood

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (279)	20% (431)	7% (160)	7% (153)	30% (667)	23% (510)	2200
Voted in 2014: Yes	14% (177)	20% (249)	8% (97)	8% (101)	28% (354)	23% (287)	1265
Voted in 2014: No	11% (102)	19% (182)	7% (63)	6% (52)	33% (313)	24% (223)	935
4-Region: Northeast	14% (55)	18% (71)	10% (38)	5% (21)	32% (124)	22% (85)	394
4-Region: Midwest	12% (56)	16% (76)	8% (35)	7% (34)	32% (150)	24% (113)	462
4-Region: South	11% (90)	22% (181)	6% (46)	7% (55)	30% (247)	25% (204)	824
4-Region: West	15% (79)	20% (103)	8% (42)	8% (42)	28% (146)	21% (108)	520
Sports Fans	16% (233)	23% (343)	8% (118)	7% (106)	28% (412)	19% (280)	1492
Avid Sports Fans	27% (122)	26% (114)	7% (31)	6% (25)	22% (97)	12% (54)	443
Casual Sports Fans	11% (111)	22% (229)	8% (87)	8% (81)	30% (315)	22% (226)	1049
NFL Fans	16% (230)	23% (333)	8% (113)	6% (93)	29% (428)	19% (282)	1479
NBA Fans	19% (212)	26% (285)	8% (86)	6% (64)	26% (287)	15% (168)	1103
WNBA Fans	27% (158)	26% (153)	8% (46)	5% (28)	23% (136)	10% (61)	581
MLB Fans	17% (200)	24% (289)	8% (93)	6% (77)	28% (332)	18% (215)	1206
NHL Fans	19% (173)	25% (232)	8% (76)	6% (58)	27% (244)	15% (136)	920
MLS Fans	25% (152)	29% (177)	8% (46)	5% (30)	22% (134)	12% (74)	613
Formula 1 Fans	27% (162)	28% (171)	8% (46)	6% (36)	21% (129)	10% (58)	602
IndyCar Fans	25% (157)	24% (155)	7% (45)	6% (40)	25% (156)	13% (81)	636
NASCAR Fans	21% (189)	23% (205)	6% (55)	7% (59)	25% (225)	18% (157)	890
PGA Tour Fans	24% (156)	26% (170)	8% (49)	7% (47)	24% (156)	11% (74)	651
LPGA Tour Fans	30% (139)	30% (135)	5% (24)	6% (26)	20% (93)	9% (40)	457
UFC Fans	23% (189)	28% (225)	6% (52)	6% (47)	25% (200)	12% (100)	812
College Football Fans	17% (207)	23% (281)	8% (95)	6% (77)	27% (330)	18% (213)	1202
College Basketball Fans	21% (199)	25% (244)	8% (74)	6% (60)	26% (249)	14% (139)	965
Boxing Fans	22% (202)	25% (227)	7% (68)	6% (58)	26% (234)	13% (121)	909
ATP Tour Fans	34% (128)	27% (101)	8% (29)	4% (16)	20% (75)	7% (25)	374
WTA Tour Fans	34% (132)	27% (104)	7% (28)	4% (16)	20% (75)	8% (30)	384
Esports Fans	27% (167)	28% (173)	6% (38)	8% (51)	19% (115)	11% (66)	608
Sports Bettors	28% (154)	31% (170)	9% (49)	6% (35)	17% (91)	8% (42)	541
Currently Owns or Holds Crypto	31% (147)	32% (155)	10% (47)	9% (42)	13% (62)	5% (26)	479
Interested in Crypto	25% (210)	31% (262)	9% (72)	7% (60)	18% (153)	10% (84)	841

Continued on next page

Table MCSP2_1: Do you have a favorable or unfavorable opinion of the following?
Robinhood

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(279)	20%	(431)	7%	(160)	7%	(153)	30%	(667)	23%	(510)	2200
Interested in Stocks	18%	(221)	26%	(312)	10%	(116)	8%	(101)	26%	(310)	12%	(149)	1208
Casual Investor	13%	(68)	24%	(129)	12%	(62)	7%	(39)	27%	(145)	18%	(98)	540
Curious Investor	18%	(103)	28%	(156)	7%	(38)	7%	(41)	27%	(151)	14%	(78)	567
Active Investor	31%	(80)	25%	(64)	11%	(28)	12%	(31)	17%	(45)	5%	(14)	262

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

Table MCSP2_2: Do you have a favorable or unfavorable opinion of the following?
Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin and Peercoin

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	15%	(337)	17%	(369)	10%	(228)	11%	(248)	36%	(796)	10%	(222)	2200
Gender: Male	23%	(249)	20%	(212)	11%	(117)	12%	(127)	27%	(286)	7%	(71)	1062
Gender: Female	8%	(88)	14%	(157)	10%	(111)	11%	(121)	45%	(510)	13%	(151)	1138
Age: 18-34	26%	(171)	21%	(136)	11%	(74)	6%	(42)	27%	(178)	8%	(55)	655
Age: 35-44	23%	(81)	27%	(95)	5%	(18)	5%	(18)	33%	(117)	8%	(28)	358
Age: 45-64	10%	(75)	15%	(110)	10%	(77)	12%	(91)	41%	(310)	12%	(88)	751
Age: 65+	2%	(10)	6%	(27)	14%	(59)	22%	(97)	44%	(191)	12%	(51)	436
GenZers: 1997-2012	20%	(40)	21%	(43)	9%	(18)	3%	(7)	34%	(68)	12%	(24)	199
Millennials: 1981-1996	28%	(195)	22%	(156)	9%	(65)	7%	(47)	26%	(186)	7%	(52)	702
GenXers: 1965-1980	13%	(73)	19%	(102)	8%	(43)	9%	(51)	41%	(220)	10%	(52)	542
Baby Boomers: 1946-1964	4%	(28)	9%	(65)	13%	(93)	19%	(133)	42%	(292)	12%	(84)	696
PID: Dem (no lean)	19%	(168)	18%	(159)	10%	(90)	12%	(107)	33%	(298)	9%	(79)	901
PID: Ind (no lean)	13%	(89)	16%	(110)	10%	(66)	10%	(68)	40%	(276)	11%	(76)	685
PID: Rep (no lean)	13%	(80)	16%	(101)	12%	(72)	12%	(73)	36%	(222)	11%	(66)	614
PID/Gender: Dem Men	30%	(129)	21%	(91)	10%	(44)	12%	(54)	23%	(99)	4%	(17)	433
PID/Gender: Dem Women	8%	(40)	14%	(68)	10%	(46)	11%	(53)	43%	(199)	13%	(63)	468
PID/Gender: Ind Men	19%	(65)	17%	(57)	12%	(39)	11%	(37)	32%	(110)	9%	(30)	338
PID/Gender: Ind Women	7%	(24)	15%	(52)	8%	(27)	9%	(31)	48%	(166)	13%	(47)	347
PID/Gender: Rep Men	19%	(55)	22%	(64)	11%	(33)	12%	(36)	27%	(78)	8%	(24)	290
PID/Gender: Rep Women	8%	(25)	11%	(37)	12%	(38)	12%	(37)	45%	(144)	13%	(42)	323
Ideo: Liberal (1-3)	19%	(137)	19%	(136)	12%	(88)	13%	(93)	30%	(216)	6%	(44)	714
Ideo: Moderate (4)	14%	(87)	17%	(110)	9%	(60)	9%	(54)	41%	(259)	9%	(59)	628
Ideo: Conservative (5-7)	14%	(91)	16%	(111)	12%	(78)	14%	(94)	33%	(219)	12%	(79)	672
Educ: < College	13%	(193)	16%	(237)	9%	(138)	10%	(150)	40%	(600)	13%	(193)	1512
Educ: Bachelors degree	19%	(84)	20%	(90)	13%	(59)	13%	(56)	31%	(139)	4%	(16)	444
Educ: Post-grad	24%	(59)	17%	(42)	12%	(30)	17%	(43)	23%	(57)	5%	(13)	244
Income: Under 50k	13%	(155)	15%	(184)	8%	(101)	10%	(128)	41%	(499)	13%	(158)	1224
Income: 50k-100k	14%	(92)	18%	(119)	15%	(94)	14%	(88)	31%	(200)	8%	(54)	648
Income: 100k+	27%	(90)	20%	(66)	10%	(32)	10%	(32)	30%	(97)	3%	(11)	328
Ethnicity: White	14%	(248)	16%	(274)	11%	(186)	12%	(212)	37%	(638)	10%	(164)	1722
Ethnicity: Hispanic	23%	(81)	22%	(76)	9%	(31)	7%	(24)	31%	(109)	8%	(27)	349

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Table MCSP2_2: Do you have a favorable or unfavorable opinion of the following?
Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin and Peercoin

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	15%	(337)	17%	(369)	10%	(228)	11%	(248)	36%	(796)	10%	(222)	2200
Ethnicity: Black	18%	(50)	21%	(57)	8%	(21)	6%	(17)	32%	(88)	15%	(41)	274
Ethnicity: Other	19%	(39)	19%	(38)	11%	(21)	9%	(19)	34%	(70)	8%	(17)	204
All Christian	14%	(135)	15%	(145)	11%	(103)	14%	(130)	36%	(336)	9%	(86)	934
All Non-Christian	29%	(37)	19%	(24)	19%	(24)	11%	(14)	17%	(22)	5%	(7)	127
Atheist	10%	(10)	11%	(11)	13%	(14)	20%	(20)	39%	(40)	7%	(7)	101
Agnostic/Nothing in particular	16%	(97)	18%	(111)	9%	(54)	9%	(54)	40%	(243)	9%	(55)	614
Something Else	14%	(58)	18%	(78)	8%	(34)	7%	(31)	37%	(156)	16%	(67)	424
Religious Non-Protestant/Catholic	26%	(39)	18%	(27)	17%	(25)	11%	(16)	22%	(32)	6%	(9)	148
Evangelical	19%	(113)	16%	(92)	7%	(43)	12%	(67)	32%	(189)	13%	(78)	583
Non-Evangelical	9%	(68)	17%	(120)	13%	(92)	12%	(87)	40%	(287)	10%	(71)	725
Community: Urban	24%	(158)	20%	(133)	7%	(47)	9%	(63)	30%	(198)	10%	(66)	666
Community: Suburban	12%	(118)	16%	(164)	13%	(129)	14%	(141)	37%	(365)	8%	(79)	996
Community: Rural	11%	(61)	13%	(72)	10%	(52)	8%	(44)	43%	(232)	14%	(77)	538
Employ: Private Sector	22%	(151)	21%	(146)	11%	(75)	10%	(64)	30%	(207)	5%	(36)	678
Employ: Government	28%	(30)	25%	(26)	12%	(13)	6%	(7)	21%	(22)	8%	(8)	106
Employ: Self-Employed	25%	(56)	20%	(44)	11%	(24)	8%	(19)	28%	(62)	8%	(18)	223
Employ: Homemaker	8%	(12)	14%	(19)	9%	(13)	9%	(13)	48%	(67)	12%	(16)	140
Employ: Student	12%	(6)	16%	(9)	9%	(5)	6%	(3)	45%	(25)	13%	(7)	55
Employ: Retired	3%	(15)	9%	(43)	14%	(71)	20%	(99)	41%	(206)	14%	(70)	505
Employ: Unemployed	16%	(47)	16%	(49)	6%	(18)	10%	(29)	40%	(122)	12%	(37)	303
Employ: Other	10%	(19)	17%	(33)	5%	(9)	8%	(15)	45%	(85)	15%	(29)	190
Military HH: Yes	13%	(42)	14%	(44)	15%	(47)	15%	(48)	32%	(101)	9%	(29)	313
Military HH: No	16%	(294)	17%	(324)	10%	(181)	11%	(200)	37%	(694)	10%	(193)	1887
RD/WT: Right Direction	21%	(193)	18%	(166)	10%	(94)	11%	(97)	31%	(288)	9%	(79)	919
RD/WT: Wrong Track	11%	(143)	16%	(203)	10%	(134)	12%	(151)	40%	(507)	11%	(143)	1281
Biden Job Approve	19%	(213)	19%	(214)	10%	(116)	12%	(132)	32%	(360)	8%	(94)	1130
Biden Job Disapprove	11%	(106)	15%	(143)	11%	(109)	11%	(111)	40%	(390)	11%	(108)	968

Continued on next page

Table MCSP2_2: Do you have a favorable or unfavorable opinion of the following?
Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin and Peercoin

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	15% (337)	17% (369)	10% (228)	11% (248)	36% (796)	10% (222)	2200
Biden Job Strongly Approve	25% (141)	12% (70)	11% (62)	14% (80)	31% (178)	7% (43)	573
Biden Job Somewhat Approve	13% (72)	26% (144)	10% (54)	9% (53)	33% (182)	9% (51)	557
Biden Job Somewhat Disapprove	9% (25)	16% (46)	16% (45)	8% (23)	39% (113)	12% (35)	287
Biden Job Strongly Disapprove	12% (81)	14% (97)	9% (64)	13% (88)	41% (276)	11% (73)	680
Favorable of Biden	19% (208)	17% (194)	10% (108)	12% (137)	33% (371)	8% (94)	1113
Unfavorable of Biden	12% (120)	17% (165)	12% (115)	11% (107)	38% (376)	10% (101)	984
Very Favorable of Biden	21% (128)	12% (70)	11% (64)	13% (80)	34% (205)	9% (52)	600
Somewhat Favorable of Biden	16% (80)	24% (124)	9% (44)	11% (56)	32% (166)	8% (42)	514
Somewhat Unfavorable of Biden	12% (34)	24% (65)	17% (46)	6% (15)	33% (90)	8% (23)	273
Very Unfavorable of Biden	12% (86)	14% (100)	10% (69)	13% (92)	40% (286)	11% (78)	711
#1 Issue: Economy	17% (125)	20% (147)	11% (85)	9% (69)	35% (259)	8% (56)	741
#1 Issue: Security	14% (58)	14% (58)	9% (37)	11% (47)	39% (161)	13% (53)	414
#1 Issue: Health Care	19% (55)	18% (55)	10% (29)	13% (37)	29% (87)	11% (34)	296
#1 Issue: Medicare / Social Security	5% (13)	11% (30)	12% (32)	17% (46)	41% (109)	14% (38)	266
#1 Issue: Women's Issues	19% (26)	15% (21)	5% (7)	7% (9)	42% (58)	12% (17)	139
#1 Issue: Education	24% (21)	23% (20)	12% (10)	8% (7)	23% (20)	10% (9)	87
#1 Issue: Energy	22% (32)	18% (26)	14% (20)	9% (14)	33% (48)	4% (6)	146
#1 Issue: Other	7% (8)	11% (12)	7% (8)	17% (19)	48% (54)	9% (10)	111
2020 Vote: Joe Biden	18% (184)	17% (171)	11% (117)	13% (134)	32% (328)	9% (88)	1023
2020 Vote: Donald Trump	13% (90)	17% (120)	12% (80)	12% (85)	34% (237)	11% (75)	687
2020 Vote: Other	15% (11)	21% (15)	9% (7)	5% (3)	43% (31)	7% (5)	72
2020 Vote: Didn't Vote	12% (51)	15% (63)	6% (25)	6% (25)	47% (196)	13% (53)	413
2018 House Vote: Democrat	18% (143)	17% (135)	10% (81)	13% (104)	32% (253)	9% (68)	784
2018 House Vote: Republican	12% (70)	17% (95)	12% (69)	15% (84)	34% (190)	10% (54)	562
2018 House Vote: Someone else	6% (3)	17% (10)	9% (5)	17% (10)	43% (25)	9% (5)	58
2016 Vote: Hillary Clinton	16% (117)	16% (120)	11% (84)	14% (105)	33% (244)	9% (64)	734
2016 Vote: Donald Trump	12% (80)	19% (124)	12% (78)	13% (89)	33% (220)	10% (68)	659
2016 Vote: Other	19% (19)	16% (16)	12% (12)	16% (16)	30% (29)	7% (6)	98
2016 Vote: Didn't Vote	17% (118)	15% (109)	8% (55)	5% (39)	43% (300)	12% (84)	705

Continued on next page

Table MCSP2_2: Do you have a favorable or unfavorable opinion of the following?
Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin and Peercoin

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	15% (337)	17% (369)	10% (228)	11% (248)	36% (796)	10% (222)	2200
Voted in 2014: Yes	15% (187)	17% (214)	11% (137)	15% (190)	32% (406)	10% (131)	1265
Voted in 2014: No	16% (150)	17% (155)	10% (91)	6% (58)	42% (390)	10% (91)	935
4-Region: Northeast	18% (71)	18% (73)	11% (43)	12% (47)	35% (136)	6% (24)	394
4-Region: Midwest	10% (46)	18% (85)	11% (50)	14% (64)	37% (171)	10% (46)	462
4-Region: South	15% (121)	15% (127)	10% (84)	9% (74)	40% (327)	11% (90)	824
4-Region: West	19% (99)	16% (84)	10% (51)	12% (64)	31% (161)	12% (62)	520
Sports Fans	19% (290)	19% (288)	11% (160)	11% (162)	32% (474)	8% (117)	1492
Avid Sports Fans	32% (143)	20% (90)	8% (36)	8% (38)	22% (99)	9% (38)	443
Casual Sports Fans	14% (146)	19% (198)	12% (124)	12% (125)	36% (376)	8% (80)	1049
NFL Fans	20% (294)	19% (280)	11% (156)	11% (156)	32% (481)	8% (112)	1479
NBA Fans	23% (259)	22% (247)	9% (101)	9% (98)	28% (311)	8% (87)	1103
WNBA Fans	29% (170)	23% (136)	12% (68)	9% (49)	20% (118)	7% (39)	581
MLB Fans	20% (238)	20% (246)	12% (140)	10% (125)	30% (366)	8% (91)	1206
NHL Fans	22% (205)	22% (205)	12% (114)	11% (99)	27% (248)	5% (48)	920
MLS Fans	31% (193)	23% (140)	11% (66)	9% (53)	23% (143)	3% (18)	613
Formula 1 Fans	30% (181)	22% (135)	9% (56)	10% (60)	23% (140)	5% (29)	602
IndyCar Fans	26% (168)	20% (130)	10% (61)	11% (72)	25% (162)	7% (42)	636
NASCAR Fans	24% (210)	21% (191)	9% (76)	10% (86)	29% (258)	8% (69)	890
PGA Tour Fans	27% (174)	21% (134)	12% (76)	10% (64)	26% (168)	6% (37)	651
LPGA Tour Fans	31% (143)	21% (96)	10% (46)	11% (50)	24% (108)	3% (14)	457
UFC Fans	29% (233)	25% (204)	8% (64)	6% (47)	26% (211)	6% (53)	812
College Football Fans	21% (258)	19% (228)	10% (126)	11% (131)	30% (366)	8% (93)	1202
College Basketball Fans	24% (234)	21% (206)	10% (101)	11% (102)	26% (253)	7% (69)	965
Boxing Fans	28% (252)	24% (214)	10% (88)	7% (61)	26% (232)	7% (62)	909
ATP Tour Fans	36% (136)	26% (96)	13% (49)	6% (24)	15% (57)	3% (12)	374
WTA Tour Fans	37% (143)	24% (92)	13% (51)	7% (27)	14% (55)	4% (16)	384
Esports Fans	35% (215)	25% (155)	8% (48)	8% (48)	19% (115)	5% (29)	608
Sports Bettors	34% (186)	26% (140)	10% (52)	8% (43)	17% (94)	5% (26)	541
Currently Owns or Holds Crypto	48% (230)	31% (148)	8% (39)	3% (16)	7% (34)	3% (12)	479
Interested in Crypto	36% (299)	36% (300)	7% (61)	4% (34)	16% (134)	2% (14)	841

Continued on next page

Table MCSP2_2: *Do you have a favorable or unfavorable opinion of the following?*
Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin and Peercoin

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	15%	(337)	17%	(369)	10%	(228)	11%	(248)	36%	(796)	10%	(222)	2200
Interested in Stocks	23%	(276)	24%	(288)	12%	(142)	10%	(125)	28%	(333)	4%	(43)	1208
Casual Investor	16%	(86)	21%	(114)	13%	(71)	11%	(57)	31%	(167)	8%	(45)	540
Curious Investor	23%	(129)	28%	(157)	9%	(50)	8%	(47)	28%	(158)	5%	(26)	567
Active Investor	35%	(92)	17%	(45)	15%	(39)	14%	(37)	17%	(45)	2%	(5)	262

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

Table MCSP2_3: Do you have a favorable or unfavorable opinion of the following?
Coinbase

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (276)	13% (294)	6% (130)	6% (132)	27% (584)	36% (784)	2200
Gender: Male	19% (205)	20% (207)	7% (76)	7% (70)	22% (235)	25% (269)	1062
Gender: Female	6% (72)	8% (87)	5% (55)	5% (62)	31% (349)	45% (515)	1138
Age: 18-34	21% (136)	19% (122)	8% (50)	4% (27)	22% (146)	27% (175)	655
Age: 35-44	21% (75)	21% (74)	6% (21)	2% (7)	23% (82)	27% (98)	358
Age: 45-64	8% (57)	11% (81)	5% (35)	7% (53)	34% (258)	36% (269)	751
Age: 65+	2% (9)	4% (17)	6% (24)	10% (45)	22% (98)	56% (243)	436
GenZers: 1997-2012	9% (18)	17% (35)	7% (15)	6% (11)	23% (47)	37% (74)	199
Millennials: 1981-1996	25% (177)	19% (136)	7% (52)	3% (21)	22% (151)	23% (164)	702
GenXers: 1965-1980	10% (57)	14% (75)	4% (23)	5% (27)	36% (194)	31% (166)	542
Baby Boomers: 1946-1964	3% (24)	7% (47)	5% (35)	10% (68)	26% (184)	49% (338)	696
PID: Dem (no lean)	16% (148)	14% (127)	6% (54)	7% (62)	24% (216)	33% (295)	901
PID: Ind (no lean)	9% (61)	12% (85)	6% (42)	3% (21)	30% (204)	40% (273)	685
PID: Rep (no lean)	11% (67)	13% (82)	6% (34)	8% (50)	27% (164)	35% (216)	614
PID/Gender: Dem Men	27% (118)	22% (94)	6% (27)	7% (32)	18% (76)	20% (87)	433
PID/Gender: Dem Women	6% (30)	7% (34)	6% (27)	6% (30)	30% (140)	44% (207)	468
PID/Gender: Ind Men	11% (38)	16% (54)	9% (29)	4% (12)	27% (91)	33% (113)	338
PID/Gender: Ind Women	7% (23)	9% (30)	4% (13)	2% (8)	32% (112)	46% (160)	347
PID/Gender: Rep Men	17% (49)	21% (60)	7% (19)	9% (26)	23% (68)	24% (69)	290
PID/Gender: Rep Women	6% (18)	7% (22)	5% (15)	7% (24)	30% (97)	46% (148)	323
Ideo: Liberal (1-3)	18% (125)	14% (97)	8% (57)	5% (38)	22% (160)	33% (237)	714
Ideo: Moderate (4)	10% (65)	15% (93)	5% (34)	5% (33)	29% (185)	35% (219)	628
Ideo: Conservative (5-7)	11% (75)	13% (86)	6% (38)	9% (59)	25% (171)	36% (244)	672
Educ: < College	10% (151)	13% (195)	5% (79)	5% (82)	29% (442)	37% (563)	1512
Educ: Bachelors degree	17% (76)	15% (67)	8% (33)	7% (33)	22% (98)	31% (136)	444
Educ: Post-grad	20% (49)	13% (31)	7% (18)	7% (17)	18% (43)	35% (85)	244
Income: Under 50k	9% (114)	13% (157)	5% (61)	6% (72)	31% (382)	36% (439)	1224
Income: 50k-100k	12% (81)	14% (88)	7% (43)	7% (45)	22% (141)	39% (250)	648
Income: 100k+	25% (82)	15% (49)	8% (26)	5% (15)	19% (61)	29% (95)	328
Ethnicity: White	12% (201)	13% (217)	5% (91)	6% (109)	26% (448)	38% (656)	1722
Ethnicity: Hispanic	18% (61)	18% (63)	7% (24)	5% (18)	27% (94)	25% (89)	349

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Table MCSP2_3: Do you have a favorable or unfavorable opinion of the following?
Coinbase

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(276)	13%	(294)	6%	(130)	6%	(132)	27%	(584)	36%	(784)	2200
Ethnicity: Black	16%	(44)	14%	(38)	10%	(28)	5%	(12)	28%	(77)	27%	(75)	274
Ethnicity: Other	15%	(31)	19%	(39)	5%	(11)	5%	(11)	29%	(59)	26%	(53)	204
All Christian	12%	(113)	12%	(113)	6%	(55)	7%	(61)	26%	(241)	38%	(350)	934
All Non-Christian	26%	(33)	21%	(27)	6%	(7)	9%	(12)	13%	(17)	25%	(32)	127
Atheist	9%	(9)	8%	(9)	9%	(9)	3%	(3)	22%	(23)	48%	(49)	101
Agnostic/Nothing in particular	12%	(71)	16%	(96)	6%	(37)	5%	(30)	29%	(177)	33%	(203)	614
Something Else	12%	(51)	12%	(49)	5%	(21)	6%	(26)	30%	(127)	35%	(150)	424
Religious Non-Protestant/Catholic	23%	(34)	18%	(27)	5%	(7)	9%	(13)	16%	(23)	29%	(44)	148
Evangelical	17%	(96)	14%	(83)	5%	(31)	7%	(39)	24%	(140)	33%	(192)	583
Non-Evangelical	8%	(59)	10%	(74)	6%	(45)	6%	(44)	29%	(213)	40%	(290)	725
Community: Urban	22%	(144)	15%	(98)	6%	(40)	5%	(35)	23%	(151)	30%	(198)	666
Community: Suburban	9%	(94)	13%	(125)	7%	(67)	8%	(76)	26%	(256)	38%	(378)	996
Community: Rural	7%	(38)	13%	(70)	4%	(23)	4%	(22)	33%	(177)	39%	(208)	538
Employ: Private Sector	21%	(145)	16%	(106)	8%	(52)	5%	(33)	23%	(156)	27%	(185)	678
Employ: Government	21%	(22)	19%	(20)	8%	(9)	7%	(8)	23%	(25)	21%	(22)	106
Employ: Self-Employed	19%	(42)	25%	(56)	7%	(16)	5%	(10)	21%	(48)	23%	(51)	223
Employ: Homemaker	5%	(8)	8%	(11)	2%	(3)	4%	(5)	35%	(50)	45%	(64)	140
Employ: Student	5%	(3)	13%	(7)	7%	(4)	11%	(6)	26%	(14)	38%	(21)	55
Employ: Retired	2%	(10)	5%	(26)	5%	(25)	9%	(44)	25%	(127)	54%	(272)	505
Employ: Unemployed	9%	(26)	15%	(46)	6%	(18)	6%	(18)	32%	(98)	32%	(97)	303
Employ: Other	11%	(21)	11%	(22)	1%	(3)	4%	(7)	35%	(66)	38%	(72)	190
Military HH: Yes	10%	(31)	10%	(32)	8%	(25)	7%	(21)	23%	(71)	42%	(133)	313
Military HH: No	13%	(246)	14%	(262)	6%	(105)	6%	(111)	27%	(512)	35%	(651)	1887
RD/WT: Right Direction	19%	(172)	15%	(138)	6%	(59)	5%	(45)	22%	(206)	33%	(299)	919
RD/WT: Wrong Track	8%	(105)	12%	(156)	6%	(71)	7%	(87)	29%	(377)	38%	(485)	1281
Biden Job Approve	16%	(185)	14%	(161)	7%	(76)	6%	(64)	24%	(271)	33%	(372)	1130
Biden Job Disapprove	8%	(82)	12%	(119)	5%	(49)	7%	(67)	28%	(273)	39%	(377)	968

Continued on next page

Table MCSP2_3: Do you have a favorable or unfavorable opinion of the following?
Coinbase

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	13%	(276)	13%	(294)	6%	(130)	6%	(132)	27%	(584)	36%	(784)	2200
Biden Job Strongly Approve	21%	(119)	10%	(56)	8%	(45)	7%	(43)	21%	(122)	33%	(188)	573
Biden Job Somewhat Approve	12%	(66)	19%	(105)	6%	(31)	4%	(21)	27%	(149)	33%	(184)	557
Biden Job Somewhat Disapprove	8%	(23)	10%	(29)	8%	(23)	3%	(10)	25%	(72)	46%	(132)	287
Biden Job Strongly Disapprove	9%	(59)	13%	(91)	4%	(25)	8%	(58)	30%	(202)	36%	(245)	680
Favorable of Biden	16%	(176)	14%	(155)	6%	(65)	6%	(66)	26%	(289)	33%	(363)	1113
Unfavorable of Biden	10%	(94)	13%	(131)	6%	(61)	7%	(65)	26%	(255)	38%	(377)	984
Very Favorable of Biden	19%	(114)	9%	(56)	7%	(40)	7%	(42)	25%	(147)	33%	(201)	600
Somewhat Favorable of Biden	12%	(63)	19%	(98)	5%	(25)	5%	(24)	28%	(141)	32%	(162)	514
Somewhat Unfavorable of Biden	9%	(26)	15%	(40)	9%	(25)	3%	(7)	23%	(63)	41%	(112)	273
Very Unfavorable of Biden	10%	(68)	13%	(91)	5%	(36)	8%	(58)	27%	(192)	37%	(265)	711
#1 Issue: Economy	16%	(117)	16%	(118)	6%	(43)	5%	(41)	27%	(203)	30%	(220)	741
#1 Issue: Security	11%	(45)	13%	(53)	3%	(14)	6%	(23)	28%	(115)	39%	(163)	414
#1 Issue: Health Care	13%	(37)	15%	(44)	7%	(22)	6%	(19)	24%	(70)	35%	(104)	296
#1 Issue: Medicare / Social Security	5%	(13)	6%	(17)	7%	(18)	8%	(20)	27%	(72)	47%	(126)	266
#1 Issue: Women's Issues	12%	(17)	11%	(15)	6%	(9)	6%	(8)	23%	(32)	42%	(58)	139
#1 Issue: Education	14%	(12)	17%	(15)	10%	(8)	2%	(1)	26%	(23)	32%	(28)	87
#1 Issue: Energy	18%	(27)	18%	(26)	8%	(11)	9%	(13)	23%	(33)	25%	(36)	146
#1 Issue: Other	7%	(8)	6%	(6)	3%	(3)	7%	(8)	33%	(37)	44%	(49)	111
2020 Vote: Joe Biden	15%	(155)	13%	(132)	6%	(62)	6%	(64)	24%	(244)	36%	(365)	1023
2020 Vote: Donald Trump	11%	(73)	15%	(102)	6%	(42)	8%	(53)	24%	(168)	36%	(249)	687
2020 Vote: Other	21%	(15)	6%	(4)	5%	(4)	2%	(1)	28%	(20)	38%	(27)	72
2020 Vote: Didn't Vote	8%	(33)	13%	(55)	5%	(22)	3%	(13)	36%	(149)	34%	(141)	413
2018 House Vote: Democrat	17%	(132)	12%	(95)	6%	(48)	7%	(56)	22%	(171)	36%	(282)	784
2018 House Vote: Republican	10%	(55)	13%	(75)	6%	(32)	9%	(49)	26%	(145)	37%	(206)	562
2018 House Vote: Someone else	11%	(6)	5%	(3)	3%	(2)	6%	(3)	31%	(18)	45%	(26)	58
2016 Vote: Hillary Clinton	15%	(112)	11%	(84)	6%	(47)	7%	(49)	23%	(172)	37%	(269)	734
2016 Vote: Donald Trump	10%	(69)	15%	(98)	6%	(40)	8%	(54)	26%	(171)	35%	(227)	659
2016 Vote: Other	15%	(14)	13%	(13)	4%	(4)	8%	(8)	20%	(20)	40%	(40)	98
2016 Vote: Didn't Vote	11%	(79)	14%	(98)	6%	(40)	3%	(21)	31%	(221)	35%	(247)	705

Continued on next page

Table MCSP2_3: Do you have a favorable or unfavorable opinion of the following?
Coinbase

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (276)	13% (294)	6% (130)	6% (132)	27% (584)	36% (784)	2200
Voted in 2014: Yes	13% (168)	12% (156)	6% (74)	8% (105)	23% (293)	37% (470)	1265
Voted in 2014: No	12% (109)	15% (138)	6% (56)	3% (27)	31% (291)	34% (314)	935
4-Region: Northeast	15% (60)	17% (68)	5% (21)	5% (20)	27% (106)	30% (118)	394
4-Region: Midwest	10% (46)	9% (39)	6% (30)	7% (30)	28% (131)	40% (186)	462
4-Region: South	12% (96)	13% (106)	7% (54)	5% (42)	29% (242)	35% (285)	824
4-Region: West	14% (75)	15% (80)	5% (26)	8% (40)	20% (105)	37% (195)	520
Sports Fans	16% (242)	16% (245)	6% (93)	6% (93)	25% (367)	30% (452)	1492
Avid Sports Fans	29% (128)	19% (82)	7% (29)	6% (28)	19% (85)	20% (91)	443
Casual Sports Fans	11% (113)	16% (163)	6% (64)	6% (65)	27% (282)	34% (361)	1049
NFL Fans	16% (244)	15% (228)	6% (92)	6% (87)	25% (365)	31% (463)	1479
NBA Fans	20% (226)	19% (213)	6% (66)	6% (63)	23% (250)	26% (284)	1103
WNBA Fans	26% (152)	20% (117)	8% (47)	5% (32)	21% (119)	20% (114)	581
MLB Fans	18% (214)	17% (206)	6% (78)	6% (70)	24% (284)	29% (353)	1206
NHL Fans	19% (179)	21% (189)	7% (66)	6% (57)	22% (201)	25% (229)	920
MLS Fans	28% (171)	19% (117)	8% (49)	6% (36)	22% (133)	18% (108)	613
Formula 1 Fans	27% (165)	22% (132)	7% (41)	6% (38)	21% (129)	16% (96)	602
IndyCar Fans	24% (153)	21% (132)	7% (47)	7% (42)	21% (131)	21% (132)	636
NASCAR Fans	21% (190)	17% (153)	7% (62)	6% (55)	24% (215)	24% (215)	890
PGA Tour Fans	26% (167)	20% (128)	8% (50)	7% (43)	19% (122)	22% (142)	651
LPGA Tour Fans	29% (132)	21% (98)	9% (40)	6% (28)	19% (88)	16% (72)	457
UFC Fans	25% (201)	23% (183)	6% (45)	4% (29)	24% (192)	20% (161)	812
College Football Fans	18% (215)	17% (199)	6% (77)	6% (70)	24% (285)	30% (355)	1202
College Basketball Fans	21% (205)	18% (176)	7% (65)	7% (65)	21% (207)	26% (247)	965
Boxing Fans	22% (201)	21% (195)	7% (63)	4% (40)	23% (210)	22% (199)	909
ATP Tour Fans	34% (128)	22% (83)	10% (37)	5% (20)	17% (62)	12% (43)	374
WTA Tour Fans	34% (132)	22% (86)	9% (36)	6% (22)	16% (62)	12% (46)	384
Esports Fans	31% (188)	23% (143)	9% (53)	5% (28)	18% (111)	14% (87)	608
Sports Bettors	31% (167)	24% (127)	9% (50)	6% (34)	16% (85)	14% (77)	541
Currently Owns or Holds Crypto	41% (195)	31% (148)	7% (35)	4% (19)	12% (58)	5% (25)	479
Interested in Crypto	30% (250)	28% (233)	7% (55)	3% (28)	21% (175)	12% (100)	841

Continued on next page

Table MCSP2_3: *Do you have a favorable or unfavorable opinion of the following?*

Coinbase

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (276)	13% (294)	6% (130)	6% (132)	27% (584)	36% (784)	2200
Interested in Stocks	19% (229)	19% (234)	7% (87)	6% (78)	25% (298)	23% (282)	1208
Casual Investor	14% (73)	16% (85)	8% (43)	6% (33)	25% (134)	32% (172)	540
Curious Investor	18% (102)	22% (124)	7% (40)	6% (31)	26% (146)	22% (124)	567
Active Investor	31% (83)	20% (53)	9% (23)	9% (23)	15% (39)	16% (42)	262

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

Table MCSP2_4: Do you have a favorable or unfavorable opinion of the following?
Crypto.com

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(224)	14%	(311)	6%	(139)	8%	(184)	33%	(726)	28%	(615)	2200
Gender: Male	16%	(169)	19%	(197)	8%	(83)	9%	(93)	26%	(277)	23%	(242)	1062
Gender: Female	5%	(55)	10%	(114)	5%	(56)	8%	(91)	39%	(449)	33%	(373)	1138
Age: 18-34	17%	(113)	21%	(135)	7%	(46)	6%	(41)	27%	(179)	22%	(143)	655
Age: 35-44	19%	(66)	21%	(74)	5%	(17)	3%	(11)	34%	(123)	18%	(66)	358
Age: 45-64	5%	(39)	12%	(87)	5%	(41)	9%	(70)	38%	(284)	31%	(231)	751
Age: 65+	1%	(6)	4%	(16)	8%	(36)	14%	(62)	32%	(141)	40%	(176)	436
GenZers: 1997-2012	8%	(15)	23%	(46)	7%	(13)	6%	(12)	29%	(57)	28%	(56)	199
Millennials: 1981-1996	22%	(153)	21%	(145)	6%	(45)	5%	(36)	27%	(193)	19%	(131)	702
GenXers: 1965-1980	7%	(40)	14%	(78)	4%	(24)	8%	(42)	40%	(216)	26%	(142)	542
Baby Boomers: 1946-1964	2%	(16)	6%	(43)	7%	(52)	13%	(88)	35%	(244)	36%	(253)	696
PID: Dem (no lean)	14%	(127)	14%	(124)	7%	(65)	9%	(84)	30%	(270)	26%	(231)	901
PID: Ind (no lean)	6%	(42)	15%	(102)	6%	(38)	6%	(40)	37%	(251)	31%	(212)	685
PID: Rep (no lean)	9%	(56)	14%	(85)	6%	(36)	10%	(60)	33%	(206)	28%	(172)	614
PID/Gender: Dem Men	23%	(99)	18%	(79)	8%	(34)	10%	(45)	22%	(97)	18%	(79)	433
PID/Gender: Dem Women	6%	(28)	10%	(45)	7%	(31)	8%	(39)	37%	(173)	33%	(153)	468
PID/Gender: Ind Men	9%	(31)	17%	(58)	8%	(26)	7%	(22)	32%	(108)	28%	(93)	338
PID/Gender: Ind Women	3%	(10)	13%	(44)	4%	(13)	5%	(18)	41%	(143)	34%	(119)	347
PID/Gender: Rep Men	13%	(39)	21%	(60)	8%	(23)	9%	(26)	25%	(72)	24%	(70)	290
PID/Gender: Rep Women	5%	(17)	8%	(24)	4%	(13)	10%	(33)	41%	(133)	32%	(102)	323
Ideo: Liberal (1-3)	12%	(88)	16%	(112)	8%	(54)	9%	(64)	30%	(214)	26%	(183)	714
Ideo: Moderate (4)	10%	(61)	14%	(86)	7%	(42)	7%	(42)	35%	(222)	28%	(175)	628
Ideo: Conservative (5-7)	10%	(68)	14%	(94)	6%	(39)	11%	(73)	31%	(208)	28%	(190)	672
Educ: < College	8%	(119)	14%	(205)	6%	(88)	8%	(115)	35%	(537)	30%	(449)	1512
Educ: Bachelors degree	14%	(61)	17%	(74)	7%	(32)	10%	(44)	29%	(130)	23%	(102)	444
Educ: Post-grad	18%	(45)	13%	(32)	8%	(19)	10%	(25)	24%	(59)	26%	(64)	244
Income: Under 50k	8%	(93)	14%	(166)	5%	(63)	8%	(103)	37%	(451)	28%	(347)	1224
Income: 50k-100k	10%	(64)	14%	(91)	8%	(51)	10%	(62)	28%	(185)	30%	(197)	648
Income: 100k+	21%	(68)	17%	(54)	8%	(25)	6%	(19)	27%	(90)	22%	(71)	328
Ethnicity: White	10%	(168)	13%	(220)	6%	(104)	9%	(152)	33%	(566)	30%	(511)	1722
Ethnicity: Hispanic	15%	(54)	20%	(70)	5%	(17)	8%	(28)	32%	(112)	20%	(69)	349

Continued on next page

Table MCSP2_4: Do you have a favorable or unfavorable opinion of the following?
Crypto.com

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(224)	14%	(311)	6%	(139)	8%	(184)	33%	(726)	28%	(615)	2200
Ethnicity: Black	11%	(30)	20%	(56)	9%	(25)	5%	(15)	32%	(87)	22%	(62)	274
Ethnicity: Other	13%	(26)	17%	(35)	5%	(11)	8%	(17)	36%	(73)	21%	(42)	204
All Christian	10%	(96)	13%	(117)	8%	(71)	9%	(88)	31%	(289)	29%	(273)	934
All Non-Christian	27%	(35)	19%	(25)	7%	(9)	11%	(15)	18%	(23)	17%	(21)	127
Atheist	5%	(5)	9%	(9)	9%	(10)	9%	(9)	28%	(28)	39%	(40)	101
Agnostic/Nothing in particular	9%	(54)	15%	(93)	5%	(31)	6%	(39)	39%	(237)	26%	(159)	614
Something Else	8%	(34)	16%	(67)	4%	(19)	8%	(33)	35%	(149)	29%	(122)	424
Religious Non-Protestant/Catholic	25%	(37)	17%	(26)	6%	(9)	12%	(17)	20%	(30)	20%	(29)	148
Evangelical	14%	(84)	15%	(87)	6%	(37)	9%	(50)	28%	(165)	28%	(160)	583
Non-Evangelical	5%	(37)	12%	(90)	7%	(51)	9%	(66)	36%	(260)	30%	(220)	725
Community: Urban	18%	(118)	17%	(112)	5%	(33)	7%	(49)	31%	(204)	23%	(151)	666
Community: Suburban	7%	(73)	13%	(130)	8%	(77)	11%	(106)	33%	(324)	29%	(286)	996
Community: Rural	6%	(33)	13%	(69)	5%	(29)	5%	(29)	37%	(199)	33%	(179)	538
Employ: Private Sector	16%	(112)	19%	(127)	6%	(38)	7%	(50)	29%	(195)	23%	(157)	678
Employ: Government	19%	(20)	18%	(19)	7%	(7)	10%	(10)	33%	(36)	13%	(14)	106
Employ: Self-Employed	16%	(35)	25%	(55)	7%	(16)	9%	(19)	26%	(57)	18%	(40)	223
Employ: Homemaker	4%	(6)	8%	(11)	7%	(9)	6%	(9)	40%	(56)	35%	(50)	140
Employ: Student	4%	(2)	12%	(7)	8%	(4)	6%	(3)	31%	(17)	39%	(22)	55
Employ: Retired	2%	(8)	5%	(26)	8%	(39)	11%	(57)	34%	(173)	40%	(202)	505
Employ: Unemployed	9%	(27)	14%	(43)	5%	(16)	8%	(26)	37%	(111)	27%	(80)	303
Employ: Other	8%	(15)	12%	(23)	5%	(9)	6%	(10)	43%	(81)	27%	(51)	190
Military HH: Yes	11%	(35)	9%	(30)	10%	(30)	11%	(34)	26%	(82)	33%	(103)	313
Military HH: No	10%	(189)	15%	(281)	6%	(110)	8%	(150)	34%	(644)	27%	(512)	1887
RD/WT: Right Direction	16%	(144)	15%	(135)	8%	(69)	8%	(74)	30%	(277)	24%	(220)	919
RD/WT: Wrong Track	6%	(81)	14%	(176)	5%	(70)	9%	(110)	35%	(449)	31%	(395)	1281
Biden Job Approve	13%	(149)	15%	(173)	7%	(79)	9%	(98)	31%	(345)	25%	(285)	1130
Biden Job Disapprove	7%	(67)	13%	(126)	6%	(59)	8%	(81)	35%	(337)	31%	(297)	968

Continued on next page

Table MCSP2_4: Do you have a favorable or unfavorable opinion of the following?
Crypto.com

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(224)	14%	(311)	6%	(139)	8%	(184)	33%	(726)	28%	(615)	2200
Biden Job Strongly Approve	19%	(109)	11%	(62)	7%	(39)	11%	(63)	28%	(161)	24%	(139)	573
Biden Job Somewhat Approve	7%	(40)	20%	(111)	7%	(39)	6%	(35)	33%	(184)	26%	(146)	557
Biden Job Somewhat Disapprove	6%	(18)	15%	(42)	10%	(28)	6%	(18)	29%	(83)	34%	(98)	287
Biden Job Strongly Disapprove	7%	(49)	12%	(83)	5%	(31)	9%	(63)	37%	(254)	29%	(200)	680
Favorable of Biden	13%	(144)	14%	(156)	7%	(73)	9%	(100)	32%	(352)	26%	(289)	1113
Unfavorable of Biden	8%	(76)	15%	(144)	6%	(64)	8%	(80)	33%	(328)	30%	(292)	984
Very Favorable of Biden	17%	(101)	11%	(65)	7%	(41)	11%	(64)	29%	(173)	26%	(156)	600
Somewhat Favorable of Biden	8%	(43)	18%	(91)	6%	(32)	7%	(36)	35%	(179)	26%	(133)	514
Somewhat Unfavorable of Biden	7%	(19)	21%	(59)	9%	(26)	5%	(14)	28%	(75)	29%	(80)	273
Very Unfavorable of Biden	8%	(57)	12%	(85)	5%	(38)	9%	(66)	36%	(253)	30%	(211)	711
#1 Issue: Economy	11%	(85)	16%	(120)	6%	(42)	8%	(60)	35%	(258)	24%	(177)	741
#1 Issue: Security	8%	(35)	13%	(53)	6%	(24)	8%	(32)	35%	(144)	30%	(126)	414
#1 Issue: Health Care	14%	(40)	14%	(42)	9%	(27)	10%	(30)	29%	(84)	24%	(72)	296
#1 Issue: Medicare / Social Security	6%	(16)	8%	(20)	7%	(18)	11%	(30)	30%	(80)	39%	(103)	266
#1 Issue: Women's Issues	12%	(17)	13%	(18)	4%	(6)	5%	(7)	33%	(45)	33%	(45)	139
#1 Issue: Education	8%	(7)	23%	(20)	12%	(11)	2%	(2)	37%	(32)	17%	(15)	87
#1 Issue: Energy	14%	(21)	21%	(31)	8%	(12)	7%	(11)	25%	(37)	24%	(34)	146
#1 Issue: Other	5%	(5)	6%	(7)	—	(1)	11%	(12)	40%	(44)	39%	(43)	111
2020 Vote: Joe Biden	13%	(132)	13%	(136)	7%	(74)	9%	(91)	30%	(311)	27%	(280)	1023
2020 Vote: Donald Trump	9%	(63)	15%	(104)	6%	(45)	9%	(65)	31%	(213)	29%	(198)	687
2020 Vote: Other	8%	(6)	22%	(16)	3%	(2)	—	(0)	40%	(29)	26%	(18)	72
2020 Vote: Didn't Vote	6%	(23)	13%	(55)	5%	(19)	7%	(28)	42%	(172)	28%	(117)	413
2018 House Vote: Democrat	14%	(109)	13%	(103)	7%	(56)	9%	(71)	30%	(232)	27%	(212)	784
2018 House Vote: Republican	8%	(46)	15%	(84)	6%	(34)	11%	(62)	31%	(172)	29%	(165)	562
2018 House Vote: Someone else	5%	(3)	14%	(8)	2%	(1)	12%	(7)	45%	(26)	22%	(13)	58
2016 Vote: Hillary Clinton	13%	(95)	12%	(87)	7%	(54)	10%	(70)	31%	(230)	27%	(196)	734
2016 Vote: Donald Trump	8%	(55)	16%	(106)	7%	(43)	10%	(67)	31%	(204)	28%	(185)	659
2016 Vote: Other	9%	(8)	18%	(17)	4%	(4)	8%	(8)	25%	(25)	36%	(35)	98
2016 Vote: Didn't Vote	9%	(64)	14%	(100)	5%	(38)	6%	(39)	38%	(267)	28%	(197)	705

Continued on next page

Table MCSP2_4: Do you have a favorable or unfavorable opinion of the following?
Crypto.com

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(224)	14%	(311)	6%	(139)	8%	(184)	33%	(726)	28%	(615)	2200
Voted in 2014: Yes	11%	(140)	14%	(171)	6%	(80)	11%	(135)	30%	(386)	28%	(353)	1265
Voted in 2014: No	9%	(85)	15%	(140)	6%	(59)	5%	(49)	36%	(340)	28%	(262)	935
4-Region: Northeast	12%	(46)	14%	(55)	7%	(28)	7%	(29)	34%	(133)	26%	(102)	394
4-Region: Midwest	7%	(34)	13%	(60)	7%	(33)	10%	(48)	36%	(168)	26%	(120)	462
4-Region: South	10%	(82)	14%	(114)	6%	(49)	7%	(59)	34%	(278)	29%	(242)	824
4-Region: West	12%	(63)	16%	(81)	6%	(30)	9%	(48)	28%	(147)	29%	(151)	520
Sports Fans	13%	(201)	17%	(251)	7%	(102)	8%	(124)	31%	(465)	23%	(349)	1492
Avid Sports Fans	26%	(114)	20%	(87)	8%	(35)	8%	(36)	25%	(110)	14%	(62)	443
Casual Sports Fans	8%	(87)	16%	(164)	6%	(67)	8%	(89)	34%	(355)	27%	(286)	1049
NFL Fans	14%	(202)	16%	(241)	7%	(104)	8%	(116)	32%	(476)	23%	(340)	1479
NBA Fans	17%	(189)	20%	(216)	6%	(70)	7%	(81)	31%	(339)	19%	(209)	1103
WNBA Fans	24%	(141)	22%	(129)	8%	(48)	7%	(42)	25%	(145)	13%	(77)	581
MLB Fans	14%	(170)	17%	(205)	7%	(90)	8%	(91)	31%	(374)	23%	(275)	1206
NHL Fans	17%	(153)	19%	(179)	8%	(76)	7%	(69)	30%	(274)	18%	(169)	920
MLS Fans	24%	(150)	21%	(132)	8%	(49)	7%	(41)	26%	(160)	13%	(81)	613
Formula 1 Fans	24%	(146)	23%	(138)	7%	(42)	7%	(44)	25%	(150)	14%	(82)	602
IndyCar Fans	21%	(135)	21%	(132)	7%	(46)	10%	(65)	24%	(153)	16%	(104)	636
NASCAR Fans	18%	(164)	20%	(176)	6%	(57)	8%	(73)	30%	(267)	17%	(153)	890
PGA Tour Fans	22%	(142)	20%	(133)	8%	(50)	8%	(53)	25%	(162)	17%	(112)	651
LPGA Tour Fans	27%	(121)	23%	(104)	8%	(38)	8%	(38)	23%	(104)	11%	(51)	457
UFC Fans	22%	(178)	23%	(186)	6%	(50)	5%	(38)	30%	(242)	15%	(118)	812
College Football Fans	15%	(184)	17%	(201)	7%	(89)	8%	(98)	30%	(362)	22%	(268)	1202
College Basketball Fans	17%	(168)	19%	(187)	7%	(64)	8%	(81)	29%	(278)	19%	(187)	965
Boxing Fans	19%	(176)	21%	(194)	7%	(61)	6%	(53)	29%	(267)	17%	(157)	909
ATP Tour Fans	33%	(122)	26%	(96)	8%	(28)	6%	(24)	18%	(69)	9%	(35)	374
WTA Tour Fans	32%	(121)	26%	(99)	10%	(37)	8%	(30)	18%	(68)	8%	(31)	384
Esports Fans	26%	(159)	26%	(157)	9%	(52)	6%	(35)	22%	(134)	12%	(72)	608
Sports Bettors	27%	(147)	25%	(133)	8%	(44)	7%	(37)	21%	(111)	13%	(70)	541
Currently Owns or Holds Crypto	33%	(160)	30%	(143)	6%	(28)	4%	(21)	17%	(79)	10%	(47)	479
Interested in Crypto	24%	(203)	31%	(259)	5%	(46)	4%	(32)	23%	(197)	12%	(104)	841

Continued on next page

Table MCSP2_4: *Do you have a favorable or unfavorable opinion of the following?*
Crypto.com

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	10%	(224)	14%	(311)	6%	(139)	8%	(184)	33%	(726)	28%	(615)	2200
Interested in Stocks	16%	(193)	20%	(247)	7%	(84)	8%	(99)	29%	(350)	19%	(235)	1208
Casual Investor	9%	(46)	17%	(90)	8%	(45)	8%	(46)	32%	(170)	26%	(143)	540
Curious Investor	15%	(88)	23%	(132)	7%	(42)	5%	(31)	31%	(177)	17%	(98)	567
Active Investor	28%	(73)	21%	(54)	8%	(21)	11%	(30)	17%	(44)	15%	(41)	262

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

Table MCSP2_5: Do you have a favorable or unfavorable opinion of the following?

FTX

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(139)	6%	(137)	4%	(84)	4%	(79)	17%	(372)	63%	(1389)	2200
Gender: Male	11%	(119)	10%	(105)	5%	(52)	4%	(39)	17%	(176)	54%	(571)	1062
Gender: Female	2%	(20)	3%	(33)	3%	(32)	3%	(40)	17%	(197)	72%	(817)	1138
Age: 18-34	9%	(57)	9%	(56)	6%	(37)	3%	(23)	18%	(121)	55%	(361)	655
Age: 35-44	15%	(55)	9%	(31)	4%	(13)	2%	(7)	17%	(60)	54%	(192)	358
Age: 45-64	3%	(24)	6%	(43)	3%	(20)	4%	(32)	17%	(128)	67%	(503)	751
Age: 65+	1%	(3)	2%	(7)	3%	(14)	4%	(17)	14%	(63)	76%	(333)	436
GenZers: 1997-2012	4%	(8)	5%	(10)	5%	(11)	2%	(4)	19%	(38)	65%	(129)	199
Millennials: 1981-1996	13%	(94)	10%	(72)	5%	(34)	3%	(24)	17%	(123)	50%	(354)	702
GenXers: 1965-1980	5%	(28)	7%	(38)	4%	(20)	4%	(21)	19%	(105)	61%	(331)	542
Baby Boomers: 1946-1964	1%	(8)	3%	(18)	2%	(16)	4%	(28)	14%	(97)	76%	(528)	696
PID: Dem (no lean)	10%	(87)	8%	(73)	5%	(41)	5%	(41)	15%	(135)	58%	(524)	901
PID: Ind (no lean)	4%	(25)	4%	(28)	3%	(21)	2%	(11)	17%	(120)	70%	(479)	685
PID: Rep (no lean)	4%	(26)	6%	(36)	3%	(21)	4%	(27)	19%	(118)	63%	(385)	614
PID/Gender: Dem Men	18%	(79)	13%	(56)	5%	(23)	5%	(20)	12%	(53)	47%	(203)	433
PID/Gender: Dem Women	2%	(8)	4%	(17)	4%	(18)	5%	(22)	17%	(81)	69%	(322)	468
PID/Gender: Ind Men	7%	(22)	6%	(19)	5%	(16)	2%	(7)	17%	(57)	64%	(218)	338
PID/Gender: Ind Women	1%	(3)	3%	(9)	2%	(6)	1%	(5)	18%	(63)	75%	(261)	347
PID/Gender: Rep Men	6%	(18)	10%	(30)	4%	(13)	5%	(13)	23%	(66)	52%	(151)	290
PID/Gender: Rep Women	3%	(8)	2%	(6)	3%	(8)	4%	(13)	16%	(53)	72%	(234)	323
Ideo: Liberal (1-3)	9%	(62)	9%	(62)	5%	(34)	4%	(30)	14%	(96)	60%	(429)	714
Ideo: Moderate (4)	6%	(36)	5%	(30)	5%	(28)	3%	(17)	19%	(119)	63%	(397)	628
Ideo: Conservative (5-7)	5%	(36)	6%	(41)	3%	(21)	4%	(29)	19%	(125)	62%	(419)	672
Educ: < College	3%	(52)	5%	(73)	3%	(48)	3%	(45)	18%	(269)	68%	(1026)	1512
Educ: Bachelors degree	11%	(48)	9%	(41)	6%	(25)	5%	(21)	14%	(63)	56%	(247)	444
Educ: Post-grad	16%	(39)	10%	(24)	4%	(11)	5%	(13)	17%	(41)	48%	(116)	244
Income: Under 50k	3%	(42)	4%	(54)	4%	(46)	4%	(50)	19%	(229)	66%	(803)	1224
Income: 50k-100k	7%	(44)	8%	(49)	4%	(24)	4%	(23)	15%	(100)	63%	(407)	648
Income: 100k+	16%	(52)	10%	(34)	4%	(13)	2%	(7)	13%	(43)	54%	(178)	328
Ethnicity: White	6%	(107)	6%	(103)	3%	(53)	4%	(64)	16%	(271)	65%	(1125)	1722
Ethnicity: Hispanic	10%	(34)	10%	(35)	7%	(26)	3%	(11)	17%	(60)	52%	(183)	349

Continued on next page

Table MCSP2_5: Do you have a favorable or unfavorable opinion of the following?

FTX

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(139)	6%	(137)	4%	(84)	4%	(79)	17%	(372)	63%	(1389)	2200
Ethnicity: Black	7%	(19)	8%	(22)	6%	(17)	3%	(8)	23%	(62)	53%	(147)	274
Ethnicity: Other	6%	(12)	6%	(12)	7%	(14)	4%	(8)	19%	(40)	58%	(118)	204
All Christian	7%	(63)	8%	(77)	4%	(39)	4%	(34)	16%	(147)	61%	(573)	934
All Non-Christian	21%	(27)	15%	(19)	6%	(7)	6%	(8)	10%	(13)	42%	(53)	127
Atheist	3%	(3)	2%	(2)	2%	(2)	2%	(2)	14%	(14)	77%	(79)	101
Agnostic/Nothing in particular	5%	(30)	4%	(24)	2%	(14)	3%	(17)	20%	(124)	66%	(405)	614
Something Else	4%	(15)	4%	(15)	5%	(21)	4%	(19)	17%	(74)	66%	(280)	424
Religious Non-Protestant/Catholic	18%	(27)	14%	(21)	5%	(7)	5%	(8)	10%	(15)	48%	(70)	148
Evangelical	10%	(59)	9%	(52)	4%	(22)	4%	(22)	16%	(91)	58%	(336)	583
Non-Evangelical	2%	(15)	5%	(36)	5%	(38)	4%	(27)	17%	(122)	67%	(488)	725
Community: Urban	14%	(91)	8%	(56)	5%	(32)	4%	(29)	17%	(113)	52%	(345)	666
Community: Suburban	3%	(34)	5%	(53)	4%	(39)	4%	(39)	16%	(159)	67%	(671)	996
Community: Rural	3%	(14)	5%	(28)	2%	(12)	2%	(11)	19%	(101)	69%	(372)	538
Employ: Private Sector	12%	(81)	10%	(68)	5%	(33)	4%	(27)	18%	(119)	52%	(349)	678
Employ: Government	12%	(12)	14%	(15)	6%	(7)	7%	(7)	18%	(19)	43%	(46)	106
Employ: Self-Employed	10%	(21)	9%	(19)	6%	(14)	2%	(5)	20%	(45)	53%	(118)	223
Employ: Homemaker	3%	(4)	4%	(5)	2%	(3)	3%	(4)	8%	(11)	81%	(113)	140
Employ: Student	—	(0)	4%	(2)	5%	(3)	6%	(3)	19%	(10)	66%	(37)	55
Employ: Retired	1%	(3)	2%	(11)	3%	(15)	3%	(15)	15%	(75)	76%	(386)	505
Employ: Unemployed	5%	(14)	3%	(9)	2%	(5)	4%	(13)	17%	(53)	69%	(209)	303
Employ: Other	1%	(3)	4%	(7)	2%	(4)	2%	(4)	22%	(41)	69%	(130)	190
Military HH: Yes	5%	(14)	5%	(16)	6%	(17)	5%	(15)	12%	(36)	68%	(214)	313
Military HH: No	7%	(125)	6%	(121)	4%	(66)	3%	(64)	18%	(337)	62%	(1175)	1887
RD/WT: Right Direction	12%	(109)	10%	(89)	4%	(38)	3%	(28)	16%	(144)	56%	(511)	919
RD/WT: Wrong Track	2%	(30)	4%	(48)	4%	(45)	4%	(51)	18%	(228)	69%	(878)	1281
Biden Job Approve	10%	(111)	8%	(90)	4%	(50)	4%	(45)	16%	(176)	58%	(658)	1130
Biden Job Disapprove	2%	(22)	5%	(44)	3%	(30)	3%	(31)	19%	(183)	68%	(657)	968

Continued on next page

Table MCSP2_5: Do you have a favorable or unfavorable opinion of the following?

FTX

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(139)	6%	(137)	4%	(84)	4%	(79)	17%	(372)	63%	(1389)	2200
Biden Job Strongly Approve	15%	(88)	8%	(44)	4%	(22)	5%	(27)	11%	(64)	57%	(328)	573
Biden Job Somewhat Approve	4%	(23)	8%	(46)	5%	(27)	3%	(18)	20%	(112)	59%	(331)	557
Biden Job Somewhat Disapprove	2%	(6)	6%	(18)	5%	(15)	2%	(5)	12%	(34)	73%	(209)	287
Biden Job Strongly Disapprove	2%	(16)	4%	(26)	2%	(14)	4%	(27)	22%	(149)	66%	(449)	680
Favorable of Biden	9%	(104)	8%	(91)	4%	(40)	4%	(45)	16%	(173)	59%	(660)	1113
Unfavorable of Biden	3%	(31)	5%	(46)	4%	(36)	3%	(33)	19%	(183)	67%	(656)	984
Very Favorable of Biden	13%	(80)	8%	(46)	4%	(25)	4%	(26)	14%	(81)	57%	(342)	600
Somewhat Favorable of Biden	5%	(24)	9%	(45)	3%	(15)	4%	(19)	18%	(92)	62%	(318)	514
Somewhat Unfavorable of Biden	3%	(8)	5%	(15)	7%	(18)	2%	(6)	14%	(39)	68%	(187)	273
Very Unfavorable of Biden	3%	(22)	4%	(31)	3%	(18)	4%	(27)	20%	(143)	66%	(469)	711
#1 Issue: Economy	7%	(51)	7%	(51)	4%	(30)	3%	(21)	17%	(129)	62%	(460)	741
#1 Issue: Security	5%	(20)	6%	(27)	2%	(9)	2%	(9)	19%	(79)	65%	(269)	414
#1 Issue: Health Care	7%	(21)	7%	(21)	6%	(16)	5%	(16)	19%	(58)	55%	(163)	296
#1 Issue: Medicare / Social Security	2%	(6)	5%	(14)	5%	(12)	4%	(12)	14%	(36)	70%	(186)	266
#1 Issue: Women's Issues	6%	(9)	6%	(8)	1%	(1)	3%	(4)	14%	(20)	70%	(97)	139
#1 Issue: Education	13%	(11)	7%	(6)	7%	(6)	3%	(3)	14%	(12)	57%	(49)	87
#1 Issue: Energy	12%	(17)	6%	(9)	6%	(8)	7%	(10)	14%	(20)	55%	(81)	146
#1 Issue: Other	3%	(3)	1%	(1)	1%	(1)	4%	(5)	16%	(18)	75%	(84)	111
2020 Vote: Joe Biden	9%	(87)	8%	(81)	4%	(38)	4%	(42)	16%	(165)	60%	(609)	1023
2020 Vote: Donald Trump	5%	(35)	6%	(43)	4%	(26)	4%	(27)	17%	(115)	64%	(441)	687
2020 Vote: Other	7%	(5)	3%	(2)	2%	(2)	2%	(1)	20%	(14)	66%	(47)	72
2020 Vote: Didn't Vote	3%	(12)	3%	(11)	4%	(18)	2%	(9)	19%	(77)	69%	(287)	413
2018 House Vote: Democrat	10%	(76)	8%	(67)	4%	(31)	4%	(32)	15%	(120)	59%	(459)	784
2018 House Vote: Republican	4%	(24)	7%	(39)	3%	(20)	5%	(26)	17%	(95)	64%	(358)	562
2018 House Vote: Someone else	1%	(1)	3%	(2)	2%	(1)	1%	(1)	21%	(12)	71%	(41)	58
2016 Vote: Hillary Clinton	10%	(71)	8%	(59)	4%	(28)	4%	(31)	16%	(119)	58%	(425)	734
2016 Vote: Donald Trump	5%	(30)	7%	(48)	3%	(23)	5%	(31)	16%	(106)	64%	(421)	659
2016 Vote: Other	2%	(2)	6%	(6)	3%	(3)	2%	(2)	19%	(19)	67%	(66)	98
2016 Vote: Didn't Vote	5%	(34)	3%	(24)	4%	(30)	2%	(15)	18%	(127)	67%	(475)	705

Continued on next page

Table MCSP2_5: Do you have a favorable or unfavorable opinion of the following?

FTX

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(139)	6%	(137)	4%	(84)	4%	(79)	17%	(372)	63%	(1389)	2200
Voted in 2014: Yes	8%	(98)	7%	(89)	4%	(48)	5%	(57)	16%	(201)	61%	(771)	1265
Voted in 2014: No	4%	(41)	5%	(48)	4%	(36)	2%	(22)	18%	(171)	66%	(617)	935
4-Region: Northeast	9%	(34)	7%	(28)	3%	(13)	4%	(14)	20%	(78)	58%	(227)	394
4-Region: Midwest	4%	(16)	3%	(15)	5%	(23)	4%	(18)	16%	(73)	69%	(317)	462
4-Region: South	6%	(46)	6%	(51)	3%	(27)	3%	(28)	17%	(143)	64%	(530)	824
4-Region: West	8%	(42)	8%	(43)	4%	(21)	4%	(19)	15%	(78)	61%	(316)	520
Sports Fans	8%	(125)	8%	(119)	4%	(66)	3%	(49)	18%	(271)	58%	(862)	1492
Avid Sports Fans	19%	(83)	12%	(54)	6%	(29)	3%	(13)	16%	(69)	44%	(196)	443
Casual Sports Fans	4%	(42)	6%	(65)	4%	(38)	3%	(36)	19%	(202)	64%	(666)	1049
NFL Fans	9%	(128)	8%	(122)	4%	(66)	3%	(47)	18%	(259)	58%	(856)	1479
NBA Fans	11%	(126)	10%	(116)	6%	(61)	4%	(42)	19%	(211)	50%	(547)	1103
WNBA Fans	19%	(108)	13%	(78)	7%	(42)	3%	(17)	19%	(109)	39%	(228)	581
MLB Fans	10%	(120)	10%	(118)	5%	(56)	3%	(32)	18%	(213)	55%	(667)	1206
NHL Fans	12%	(115)	11%	(100)	5%	(48)	3%	(23)	17%	(158)	52%	(476)	920
MLS Fans	18%	(108)	14%	(87)	6%	(39)	3%	(17)	20%	(120)	39%	(242)	613
Formula 1 Fans	18%	(108)	14%	(87)	7%	(40)	3%	(16)	17%	(103)	41%	(248)	602
IndyCar Fans	16%	(103)	12%	(78)	6%	(41)	4%	(24)	17%	(107)	44%	(281)	636
NASCAR Fans	13%	(115)	11%	(96)	5%	(46)	3%	(29)	18%	(161)	50%	(442)	890
PGA Tour Fans	17%	(109)	13%	(88)	6%	(40)	3%	(21)	18%	(116)	43%	(277)	651
LPGA Tour Fans	22%	(101)	16%	(71)	7%	(34)	3%	(15)	17%	(79)	34%	(157)	457
UFC Fans	14%	(117)	12%	(101)	4%	(36)	2%	(15)	20%	(159)	47%	(385)	812
College Football Fans	10%	(125)	9%	(113)	5%	(63)	3%	(40)	17%	(204)	55%	(658)	1202
College Basketball Fans	13%	(123)	11%	(106)	6%	(54)	3%	(33)	18%	(171)	50%	(479)	965
Boxing Fans	13%	(119)	11%	(102)	4%	(39)	2%	(21)	19%	(170)	50%	(458)	909
ATP Tour Fans	29%	(107)	20%	(76)	6%	(24)	3%	(10)	12%	(46)	30%	(111)	374
WTA Tour Fans	28%	(107)	20%	(77)	9%	(35)	3%	(11)	11%	(43)	29%	(112)	384
Esports Fans	18%	(108)	15%	(88)	8%	(47)	4%	(22)	18%	(108)	39%	(235)	608
Sports Bettors	20%	(106)	16%	(87)	8%	(41)	5%	(26)	16%	(87)	36%	(193)	541
Currently Owns or Holds Crypto	21%	(100)	16%	(77)	6%	(31)	4%	(19)	15%	(73)	37%	(179)	479
Interested in Crypto	15%	(125)	13%	(109)	4%	(35)	3%	(24)	20%	(165)	46%	(383)	841

Continued on next page

Table MCSP2_5: Do you have a favorable or unfavorable opinion of the following?

FTX

Demographic	Very favorable		Somewhat favorable		Somewhat unfavorable		Very unfavorable		Heard of, no opinion		Never heard of		Total N
Adults	6%	(139)	6%	(137)	4%	(84)	4%	(79)	17%	(372)	63%	(1389)	2200
Interested in Stocks	10%	(121)	9%	(113)	4%	(50)	4%	(44)	18%	(213)	55%	(666)	1208
Casual Investor	5%	(25)	8%	(44)	4%	(23)	3%	(19)	17%	(91)	63%	(338)	540
Curious Investor	9%	(53)	9%	(52)	5%	(30)	3%	(20)	21%	(119)	52%	(293)	567
Active Investor	19%	(50)	10%	(28)	8%	(22)	6%	(15)	11%	(29)	46%	(120)	262

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

Table MCSP3_1: How familiar are you with the following kinds of investments?

Stocks

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	22%	(473)	39%	(863)	24%	(536)	15%	(328)	2200
Gender: Male	30%	(318)	41%	(438)	19%	(197)	10%	(109)	1062
Gender: Female	14%	(155)	37%	(425)	30%	(339)	19%	(219)	1138
Age: 18-34	25%	(162)	38%	(247)	25%	(162)	13%	(83)	655
Age: 35-44	26%	(93)	35%	(126)	25%	(91)	13%	(48)	358
Age: 45-64	18%	(135)	39%	(289)	25%	(187)	19%	(139)	751
Age: 65+	19%	(83)	46%	(200)	22%	(96)	13%	(57)	436
GenZers: 1997-2012	20%	(40)	35%	(70)	29%	(58)	15%	(31)	199
Millennials: 1981-1996	27%	(191)	38%	(263)	23%	(159)	13%	(88)	702
GenXers: 1965-1980	19%	(102)	38%	(207)	27%	(148)	16%	(86)	542
Baby Boomers: 1946-1964	18%	(126)	43%	(300)	22%	(155)	16%	(115)	696
PID: Dem (no lean)	23%	(205)	41%	(365)	23%	(206)	14%	(124)	901
PID: Ind (no lean)	19%	(132)	36%	(249)	27%	(188)	17%	(116)	685
PID: Rep (no lean)	22%	(136)	41%	(249)	23%	(142)	14%	(87)	614
PID/Gender: Dem Men	33%	(145)	42%	(181)	16%	(70)	9%	(38)	433
PID/Gender: Dem Women	13%	(60)	39%	(184)	29%	(137)	19%	(87)	468
PID/Gender: Ind Men	27%	(90)	39%	(132)	23%	(79)	11%	(37)	338
PID/Gender: Ind Women	12%	(42)	34%	(118)	31%	(108)	23%	(79)	347
PID/Gender: Rep Men	29%	(84)	43%	(125)	16%	(48)	12%	(34)	290
PID/Gender: Rep Women	16%	(52)	38%	(123)	29%	(95)	16%	(53)	323
Ideo: Liberal (1-3)	24%	(170)	42%	(301)	23%	(166)	11%	(78)	714
Ideo: Moderate (4)	20%	(128)	37%	(229)	29%	(180)	14%	(90)	628
Ideo: Conservative (5-7)	23%	(154)	42%	(284)	20%	(135)	15%	(100)	672
Educ: < College	16%	(241)	38%	(571)	27%	(415)	19%	(285)	1512
Educ: Bachelors degree	31%	(138)	43%	(191)	20%	(88)	6%	(27)	444
Educ: Post-grad	38%	(94)	42%	(102)	14%	(33)	6%	(15)	244
Income: Under 50k	14%	(174)	35%	(433)	28%	(349)	22%	(268)	1224
Income: 50k-100k	26%	(171)	45%	(295)	21%	(137)	7%	(46)	648
Income: 100k+	39%	(128)	41%	(136)	15%	(51)	4%	(14)	328
Ethnicity: White	22%	(373)	39%	(670)	24%	(410)	16%	(269)	1722
Ethnicity: Hispanic	22%	(78)	35%	(124)	30%	(103)	13%	(45)	349

Continued on next page

Table MCSP3_1: How familiar are you with the following kinds of investments?

Stocks

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	22%	(473)	39%	(863)	24%	(536)	15%	(328)	2200
Ethnicity: Black	21%	(59)	42%	(115)	25%	(69)	12%	(32)	274
Ethnicity: Other	20%	(41)	38%	(78)	28%	(58)	13%	(26)	204
All Christian	25%	(229)	42%	(388)	21%	(192)	13%	(125)	934
All Non-Christian	38%	(49)	41%	(52)	12%	(15)	9%	(12)	127
Atheist	15%	(15)	45%	(46)	28%	(28)	12%	(12)	101
Agnostic/Nothing in particular	18%	(111)	34%	(210)	31%	(187)	17%	(106)	614
Something Else	16%	(69)	40%	(168)	27%	(114)	17%	(72)	424
Religious Non-Protestant/Catholic	35%	(53)	41%	(61)	14%	(21)	10%	(14)	148
Evangelical	23%	(134)	39%	(229)	22%	(127)	16%	(92)	583
Non-Evangelical	21%	(150)	42%	(308)	24%	(172)	13%	(96)	725
Community: Urban	26%	(172)	37%	(246)	21%	(143)	16%	(106)	666
Community: Suburban	23%	(226)	42%	(415)	23%	(232)	12%	(122)	996
Community: Rural	14%	(76)	38%	(202)	30%	(161)	18%	(99)	538
Employ: Private Sector	30%	(207)	39%	(265)	19%	(131)	11%	(76)	678
Employ: Government	29%	(31)	43%	(46)	17%	(18)	11%	(11)	106
Employ: Self-Employed	34%	(77)	35%	(78)	22%	(49)	9%	(19)	223
Employ: Homemaker	10%	(15)	36%	(50)	34%	(48)	20%	(28)	140
Employ: Student	18%	(10)	40%	(22)	31%	(17)	11%	(6)	55
Employ: Retired	17%	(83)	43%	(218)	24%	(120)	16%	(83)	505
Employ: Unemployed	10%	(31)	39%	(117)	31%	(95)	20%	(60)	303
Employ: Other	10%	(20)	35%	(67)	31%	(59)	24%	(45)	190
Military HH: Yes	24%	(76)	40%	(125)	21%	(66)	15%	(46)	313
Military HH: No	21%	(398)	39%	(738)	25%	(470)	15%	(281)	1887
RD/WT: Right Direction	24%	(224)	40%	(368)	21%	(194)	15%	(133)	919
RD/WT: Wrong Track	19%	(249)	39%	(495)	27%	(343)	15%	(194)	1281
Biden Job Approve	24%	(273)	39%	(435)	23%	(263)	14%	(159)	1130
Biden Job Disapprove	20%	(193)	41%	(399)	25%	(239)	14%	(137)	968

Continued on next page

Table MCSP3_1: How familiar are you with the following kinds of investments?

Stocks

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	22%	(473)	39%	(863)	24%	(536)	15%	(328)	2200
Biden Job Strongly Approve	29%	(168)	37%	(212)	20%	(112)	14%	(82)	573
Biden Job Somewhat Approve	19%	(106)	40%	(223)	27%	(151)	14%	(77)	557
Biden Job Somewhat Disapprove	16%	(47)	43%	(122)	27%	(76)	14%	(42)	287
Biden Job Strongly Disapprove	21%	(145)	41%	(276)	24%	(163)	14%	(96)	680
Favorable of Biden	24%	(263)	40%	(447)	22%	(243)	14%	(160)	1113
Unfavorable of Biden	20%	(201)	40%	(393)	26%	(254)	14%	(136)	984
Very Favorable of Biden	27%	(161)	39%	(237)	19%	(116)	14%	(86)	600
Somewhat Favorable of Biden	20%	(101)	41%	(211)	25%	(128)	14%	(74)	514
Somewhat Unfavorable of Biden	17%	(47)	41%	(112)	28%	(78)	13%	(37)	273
Very Unfavorable of Biden	22%	(154)	40%	(281)	25%	(177)	14%	(99)	711
#1 Issue: Economy	26%	(193)	41%	(301)	23%	(169)	11%	(78)	741
#1 Issue: Security	19%	(78)	43%	(177)	22%	(92)	16%	(68)	414
#1 Issue: Health Care	20%	(59)	36%	(107)	27%	(79)	17%	(50)	296
#1 Issue: Medicare / Social Security	15%	(39)	41%	(108)	26%	(69)	19%	(50)	266
#1 Issue: Women's Issues	21%	(29)	36%	(50)	27%	(37)	16%	(22)	139
#1 Issue: Education	14%	(12)	39%	(34)	28%	(24)	20%	(17)	87
#1 Issue: Energy	27%	(40)	37%	(55)	21%	(31)	14%	(20)	146
#1 Issue: Other	21%	(24)	28%	(31)	30%	(34)	20%	(23)	111
2020 Vote: Joe Biden	25%	(257)	41%	(417)	22%	(222)	12%	(126)	1023
2020 Vote: Donald Trump	24%	(165)	42%	(291)	21%	(146)	13%	(86)	687
2020 Vote: Other	15%	(11)	42%	(30)	29%	(21)	13%	(10)	72
2020 Vote: Didn't Vote	10%	(40)	30%	(122)	35%	(145)	26%	(106)	413
2018 House Vote: Democrat	27%	(214)	40%	(316)	20%	(158)	12%	(96)	784
2018 House Vote: Republican	26%	(145)	44%	(248)	19%	(109)	11%	(61)	562
2018 House Vote: Someone else	20%	(12)	34%	(19)	23%	(13)	24%	(14)	58
2016 Vote: Hillary Clinton	25%	(186)	41%	(303)	22%	(160)	12%	(85)	734
2016 Vote: Donald Trump	25%	(166)	43%	(280)	21%	(138)	11%	(75)	659
2016 Vote: Other	30%	(29)	37%	(36)	19%	(18)	14%	(14)	98
2016 Vote: Didn't Vote	13%	(91)	34%	(242)	31%	(218)	22%	(154)	705

Continued on next page

Table MCSP3_1: How familiar are you with the following kinds of investments?

Stocks

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	22%	(473)	39%	(863)	24%	(536)	15%	(328)	2200
Voted in 2014: Yes	26%	(324)	43%	(543)	20%	(254)	11%	(144)	1265
Voted in 2014: No	16%	(150)	34%	(320)	30%	(282)	20%	(184)	935
4-Region: Northeast	26%	(101)	36%	(143)	23%	(90)	15%	(60)	394
4-Region: Midwest	19%	(86)	41%	(188)	23%	(108)	17%	(80)	462
4-Region: South	23%	(186)	39%	(325)	25%	(204)	13%	(110)	824
4-Region: West	19%	(101)	40%	(206)	26%	(135)	15%	(78)	520
Sports Fans	26%	(390)	43%	(637)	21%	(311)	10%	(154)	1492
Avid Sports Fans	42%	(184)	39%	(174)	13%	(55)	7%	(30)	443
Casual Sports Fans	20%	(206)	44%	(463)	24%	(256)	12%	(124)	1049
NFL Fans	26%	(379)	41%	(610)	22%	(322)	11%	(168)	1479
NBA Fans	29%	(318)	43%	(472)	19%	(212)	9%	(100)	1103
WNBA Fans	34%	(196)	44%	(256)	15%	(90)	7%	(39)	581
MLB Fans	28%	(338)	41%	(496)	21%	(256)	10%	(116)	1206
NHL Fans	30%	(279)	42%	(389)	20%	(180)	8%	(73)	920
MLS Fans	37%	(227)	41%	(250)	13%	(82)	9%	(55)	613
Formula 1 Fans	34%	(205)	43%	(257)	14%	(86)	9%	(54)	602
IndyCar Fans	31%	(198)	40%	(255)	18%	(116)	10%	(67)	636
NASCAR Fans	28%	(253)	38%	(342)	20%	(175)	13%	(119)	890
PGA Tour Fans	34%	(222)	43%	(283)	15%	(100)	7%	(46)	651
LPGA Tour Fans	39%	(179)	42%	(192)	12%	(55)	7%	(32)	457
UFC Fans	31%	(250)	40%	(321)	20%	(160)	10%	(81)	812
College Football Fans	28%	(336)	42%	(504)	20%	(237)	10%	(125)	1202
College Basketball Fans	31%	(296)	43%	(412)	18%	(175)	8%	(82)	965
Boxing Fans	30%	(272)	41%	(368)	20%	(184)	9%	(84)	909
ATP Tour Fans	42%	(157)	43%	(159)	11%	(41)	4%	(17)	374
WTA Tour Fans	41%	(156)	42%	(163)	11%	(44)	6%	(21)	384
Esports Fans	34%	(205)	40%	(244)	18%	(109)	8%	(51)	608
Sports Bettors	43%	(231)	39%	(211)	13%	(71)	5%	(28)	541
Currently Owns or Holds Crypto	40%	(193)	43%	(206)	11%	(51)	6%	(30)	479
Interested in Crypto	33%	(280)	44%	(370)	15%	(122)	8%	(70)	841

Continued on next page

Table MCSP3_1: *How familiar are you with the following kinds of investments?*
Stocks

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	22%	(473)	39%	(863)	24%	(536)	15%	(328)	2200
Interested in Stocks	35%	(426)	47%	(569)	13%	(152)	5%	(61)	1208
Casual Investor	26%	(138)	51%	(276)	16%	(88)	7%	(38)	540
Curious Investor	24%	(138)	47%	(264)	18%	(101)	11%	(64)	567
Active Investor	58%	(153)	33%	(88)	6%	(15)	3%	(7)	262

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

Table MCSP3_2: How familiar are you with the following kinds of investments?

Mutual funds

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	16%	(342)	33%	(731)	27%	(594)	24%	(533)	2200
Gender: Male	23%	(241)	37%	(389)	22%	(232)	19%	(201)	1062
Gender: Female	9%	(101)	30%	(342)	32%	(363)	29%	(332)	1138
Age: 18-34	15%	(95)	30%	(199)	27%	(176)	28%	(185)	655
Age: 35-44	20%	(73)	31%	(110)	26%	(94)	23%	(81)	358
Age: 45-64	13%	(101)	32%	(242)	29%	(217)	25%	(191)	751
Age: 65+	17%	(73)	41%	(179)	25%	(107)	17%	(76)	436
GenZers: 1997-2012	5%	(11)	23%	(45)	33%	(66)	39%	(77)	199
Millennials: 1981-1996	20%	(139)	33%	(229)	25%	(172)	23%	(161)	702
GenXers: 1965-1980	13%	(71)	33%	(178)	28%	(152)	26%	(141)	542
Baby Boomers: 1946-1964	16%	(110)	36%	(253)	28%	(192)	20%	(141)	696
PID: Dem (no lean)	17%	(158)	37%	(331)	26%	(231)	20%	(182)	901
PID: Ind (no lean)	13%	(87)	29%	(198)	27%	(186)	31%	(214)	685
PID: Rep (no lean)	16%	(97)	33%	(202)	29%	(177)	22%	(137)	614
PID/Gender: Dem Men	27%	(118)	41%	(176)	21%	(89)	12%	(51)	433
PID/Gender: Dem Women	8%	(40)	33%	(155)	30%	(142)	28%	(131)	468
PID/Gender: Ind Men	19%	(63)	31%	(105)	23%	(77)	28%	(93)	338
PID/Gender: Ind Women	7%	(24)	27%	(93)	31%	(109)	35%	(121)	347
PID/Gender: Rep Men	21%	(60)	37%	(108)	22%	(65)	20%	(57)	290
PID/Gender: Rep Women	12%	(37)	29%	(94)	35%	(112)	25%	(80)	323
Ideo: Liberal (1-3)	19%	(134)	34%	(246)	28%	(199)	19%	(136)	714
Ideo: Moderate (4)	14%	(86)	33%	(204)	29%	(182)	25%	(156)	628
Ideo: Conservative (5-7)	17%	(114)	38%	(253)	24%	(161)	22%	(145)	672
Educ: < College	9%	(141)	30%	(448)	30%	(456)	31%	(467)	1512
Educ: Bachelors degree	27%	(118)	40%	(179)	22%	(97)	11%	(49)	444
Educ: Post-grad	34%	(82)	42%	(103)	17%	(42)	7%	(17)	244
Income: Under 50k	8%	(101)	27%	(325)	30%	(373)	35%	(425)	1224
Income: 50k-100k	20%	(130)	42%	(271)	25%	(162)	13%	(85)	648
Income: 100k+	34%	(110)	41%	(135)	18%	(60)	7%	(23)	328
Ethnicity: White	16%	(268)	34%	(580)	27%	(467)	24%	(407)	1722
Ethnicity: Hispanic	16%	(55)	30%	(105)	28%	(99)	26%	(91)	349

Continued on next page

Table MCSP3_2: How familiar are you with the following kinds of investments?

Mutual funds

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	16%	(342)	33%	(731)	27%	(594)	24%	(533)	2200
Ethnicity: Black	15%	(40)	32%	(88)	26%	(72)	27%	(75)	274
Ethnicity: Other	17%	(34)	31%	(64)	27%	(56)	25%	(51)	204
All Christian	19%	(181)	37%	(343)	24%	(226)	20%	(183)	934
All Non-Christian	29%	(36)	44%	(56)	16%	(20)	11%	(14)	127
Atheist	7%	(7)	36%	(37)	38%	(38)	18%	(19)	101
Agnostic/Nothing in particular	12%	(73)	30%	(184)	29%	(181)	29%	(176)	614
Something Else	10%	(43)	26%	(111)	30%	(129)	33%	(141)	424
Religious Non-Protestant/Catholic	27%	(40)	44%	(66)	18%	(26)	11%	(17)	148
Evangelical	18%	(105)	31%	(180)	27%	(155)	25%	(144)	583
Non-Evangelical	15%	(108)	35%	(256)	27%	(192)	23%	(169)	725
Community: Urban	20%	(134)	31%	(210)	22%	(145)	27%	(178)	666
Community: Suburban	15%	(150)	37%	(370)	28%	(277)	20%	(198)	996
Community: Rural	11%	(58)	28%	(151)	32%	(172)	29%	(157)	538
Employ: Private Sector	23%	(153)	35%	(240)	24%	(162)	18%	(122)	678
Employ: Government	20%	(22)	44%	(47)	21%	(23)	15%	(16)	106
Employ: Self-Employed	25%	(57)	29%	(64)	27%	(61)	18%	(41)	223
Employ: Homemaker	7%	(9)	28%	(40)	32%	(45)	33%	(47)	140
Employ: Student	3%	(2)	24%	(13)	35%	(20)	38%	(21)	55
Employ: Retired	14%	(70)	40%	(201)	26%	(131)	20%	(102)	505
Employ: Unemployed	6%	(20)	24%	(74)	31%	(93)	38%	(116)	303
Employ: Other	5%	(9)	28%	(52)	32%	(60)	36%	(68)	190
Military HH: Yes	19%	(58)	38%	(119)	23%	(72)	20%	(64)	313
Military HH: No	15%	(284)	32%	(612)	28%	(522)	25%	(469)	1887
RD/WT: Right Direction	19%	(178)	36%	(332)	24%	(225)	20%	(184)	919
RD/WT: Wrong Track	13%	(164)	31%	(399)	29%	(370)	27%	(349)	1281
Biden Job Approve	18%	(208)	36%	(406)	24%	(276)	21%	(239)	1130
Biden Job Disapprove	13%	(129)	32%	(311)	29%	(283)	25%	(245)	968

Continued on next page

Table MCSP3_2: How familiar are you with the following kinds of investments?

Mutual funds

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	16%	(342)	33%	(731)	27%	(594)	24%	(533)	2200
Biden Job Strongly Approve	24%	(135)	36%	(206)	19%	(110)	21%	(123)	573
Biden Job Somewhat Approve	13%	(73)	36%	(201)	30%	(167)	21%	(116)	557
Biden Job Somewhat Disapprove	10%	(30)	31%	(88)	34%	(98)	25%	(72)	287
Biden Job Strongly Disapprove	15%	(99)	33%	(223)	27%	(186)	25%	(173)	680
Favorable of Biden	18%	(196)	36%	(404)	25%	(277)	21%	(237)	1113
Unfavorable of Biden	14%	(141)	32%	(314)	29%	(289)	24%	(241)	984
Very Favorable of Biden	22%	(130)	37%	(220)	21%	(128)	20%	(122)	600
Somewhat Favorable of Biden	13%	(66)	36%	(183)	29%	(149)	22%	(115)	514
Somewhat Unfavorable of Biden	13%	(35)	33%	(89)	31%	(85)	23%	(64)	273
Very Unfavorable of Biden	15%	(106)	32%	(224)	29%	(204)	25%	(177)	711
#1 Issue: Economy	18%	(134)	33%	(246)	28%	(208)	21%	(154)	741
#1 Issue: Security	14%	(60)	33%	(138)	27%	(113)	25%	(103)	414
#1 Issue: Health Care	16%	(47)	33%	(99)	25%	(73)	26%	(77)	296
#1 Issue: Medicare / Social Security	10%	(28)	38%	(102)	24%	(64)	27%	(73)	266
#1 Issue: Women's Issues	11%	(15)	36%	(49)	25%	(35)	29%	(40)	139
#1 Issue: Education	10%	(9)	30%	(26)	31%	(27)	29%	(25)	87
#1 Issue: Energy	23%	(33)	28%	(41)	30%	(44)	19%	(28)	146
#1 Issue: Other	15%	(16)	27%	(30)	28%	(31)	30%	(34)	111
2020 Vote: Joe Biden	19%	(192)	37%	(381)	24%	(244)	20%	(205)	1023
2020 Vote: Donald Trump	17%	(115)	36%	(246)	27%	(183)	21%	(143)	687
2020 Vote: Other	11%	(8)	28%	(20)	30%	(22)	31%	(22)	72
2020 Vote: Didn't Vote	6%	(26)	20%	(83)	35%	(143)	39%	(162)	413
2018 House Vote: Democrat	22%	(170)	38%	(300)	22%	(170)	18%	(145)	784
2018 House Vote: Republican	19%	(109)	37%	(208)	26%	(145)	18%	(101)	562
2018 House Vote: Someone else	12%	(7)	34%	(19)	28%	(16)	26%	(15)	58
2016 Vote: Hillary Clinton	20%	(145)	38%	(282)	25%	(180)	17%	(126)	734
2016 Vote: Donald Trump	19%	(125)	36%	(240)	26%	(171)	19%	(123)	659
2016 Vote: Other	21%	(20)	35%	(34)	22%	(22)	22%	(22)	98
2016 Vote: Didn't Vote	7%	(50)	25%	(173)	31%	(220)	37%	(262)	705

Continued on next page

Table MCSP3_2: How familiar are you with the following kinds of investments?

Mutual funds

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	16%	(342)	33%	(731)	27%	(594)	24%	(533)	2200
Voted in 2014: Yes	21%	(267)	38%	(477)	24%	(301)	17%	(220)	1265
Voted in 2014: No	8%	(75)	27%	(254)	31%	(293)	34%	(313)	935
4-Region: Northeast	19%	(75)	34%	(135)	25%	(97)	22%	(87)	394
4-Region: Midwest	15%	(69)	31%	(145)	29%	(135)	25%	(114)	462
4-Region: South	14%	(119)	32%	(260)	29%	(236)	25%	(209)	824
4-Region: West	15%	(79)	37%	(191)	24%	(127)	24%	(123)	520
Sports Fans	19%	(289)	37%	(556)	24%	(360)	19%	(286)	1492
Avid Sports Fans	32%	(143)	36%	(160)	17%	(77)	14%	(63)	443
Casual Sports Fans	14%	(147)	38%	(396)	27%	(284)	21%	(223)	1049
NFL Fans	19%	(283)	37%	(541)	24%	(352)	20%	(303)	1479
NBA Fans	22%	(240)	39%	(425)	22%	(244)	18%	(195)	1103
WNBA Fans	30%	(175)	38%	(218)	19%	(112)	13%	(76)	581
MLB Fans	22%	(260)	37%	(448)	23%	(281)	18%	(217)	1206
NHL Fans	24%	(222)	38%	(352)	23%	(210)	15%	(135)	920
MLS Fans	28%	(173)	41%	(249)	19%	(114)	13%	(77)	613
Formula 1 Fans	27%	(165)	40%	(243)	21%	(125)	11%	(69)	602
IndyCar Fans	26%	(164)	39%	(247)	21%	(133)	14%	(92)	636
NASCAR Fans	22%	(193)	36%	(322)	23%	(206)	19%	(169)	890
PGA Tour Fans	28%	(185)	42%	(276)	18%	(119)	11%	(72)	651
LPGA Tour Fans	33%	(149)	41%	(186)	17%	(80)	9%	(42)	457
UFC Fans	22%	(177)	36%	(291)	24%	(194)	19%	(151)	812
College Football Fans	22%	(265)	38%	(451)	23%	(280)	17%	(206)	1202
College Basketball Fans	25%	(237)	38%	(370)	22%	(214)	15%	(145)	965
Boxing Fans	22%	(198)	36%	(328)	23%	(213)	19%	(170)	909
ATP Tour Fans	34%	(129)	44%	(164)	13%	(50)	8%	(30)	374
WTA Tour Fans	37%	(141)	41%	(156)	13%	(51)	10%	(37)	384
Esports Fans	25%	(153)	37%	(227)	21%	(131)	16%	(98)	608
Sports Bettors	32%	(175)	41%	(222)	18%	(98)	9%	(46)	541
Currently Owns or Holds Crypto	29%	(139)	40%	(194)	18%	(86)	13%	(61)	479
Interested in Crypto	23%	(197)	40%	(335)	21%	(177)	16%	(132)	841

Continued on next page

Table MCSP3_2: *How familiar are you with the following kinds of investments?*

Mutual funds

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	16%	(342)	33%	(731)	27%	(594)	24%	(533)	2200
Interested in Stocks	25%	(306)	42%	(505)	20%	(242)	13%	(155)	1208
Casual Investor	17%	(94)	48%	(261)	22%	(120)	12%	(65)	540
Curious Investor	17%	(97)	39%	(220)	23%	(131)	21%	(119)	567
Active Investor	50%	(131)	33%	(87)	13%	(33)	4%	(11)	262

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

Table MCSP3_3: How familiar are you with the following kinds of investments?

Private equity (capital investments made into private companies, or those not listed on a public exchange)

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	10%	(212)	21%	(466)	32%	(703)	37%	(819)	2200
Gender: Male	15%	(155)	28%	(302)	29%	(307)	28%	(298)	1062
Gender: Female	5%	(57)	14%	(164)	35%	(396)	46%	(522)	1138
Age: 18-34	14%	(93)	22%	(142)	30%	(194)	34%	(225)	655
Age: 35-44	16%	(59)	23%	(83)	30%	(108)	30%	(108)	358
Age: 45-64	6%	(44)	20%	(151)	34%	(254)	40%	(302)	751
Age: 65+	4%	(16)	20%	(89)	34%	(147)	42%	(184)	436
GenZers: 1997-2012	11%	(22)	12%	(24)	35%	(70)	42%	(83)	199
Millennials: 1981-1996	16%	(114)	26%	(180)	27%	(188)	31%	(219)	702
GenXers: 1965-1980	7%	(39)	21%	(113)	35%	(188)	37%	(202)	542
Baby Boomers: 1946-1964	5%	(33)	19%	(135)	35%	(242)	41%	(286)	696
PID: Dem (no lean)	13%	(118)	21%	(189)	32%	(289)	34%	(305)	901
PID: Ind (no lean)	6%	(41)	21%	(142)	31%	(211)	43%	(292)	685
PID: Rep (no lean)	9%	(53)	22%	(135)	33%	(203)	36%	(222)	614
PID/Gender: Dem Men	23%	(100)	29%	(126)	28%	(120)	20%	(87)	433
PID/Gender: Dem Women	4%	(18)	13%	(63)	36%	(168)	47%	(219)	468
PID/Gender: Ind Men	8%	(26)	24%	(82)	31%	(104)	37%	(126)	338
PID/Gender: Ind Women	4%	(15)	17%	(60)	31%	(107)	48%	(165)	347
PID/Gender: Rep Men	10%	(29)	33%	(95)	28%	(82)	29%	(84)	290
PID/Gender: Rep Women	7%	(24)	12%	(40)	38%	(121)	43%	(138)	323
Ideo: Liberal (1-3)	13%	(90)	22%	(159)	31%	(223)	34%	(243)	714
Ideo: Moderate (4)	8%	(47)	21%	(130)	35%	(218)	37%	(233)	628
Ideo: Conservative (5-7)	10%	(70)	24%	(158)	32%	(213)	34%	(231)	672
Educ: < College	6%	(92)	17%	(251)	33%	(493)	45%	(676)	1512
Educ: Bachelors degree	17%	(75)	29%	(128)	32%	(144)	22%	(96)	444
Educ: Post-grad	18%	(45)	35%	(86)	27%	(66)	19%	(47)	244
Income: Under 50k	6%	(68)	14%	(172)	32%	(397)	48%	(587)	1224
Income: 50k-100k	10%	(67)	29%	(190)	32%	(209)	28%	(183)	648
Income: 100k+	24%	(77)	32%	(104)	30%	(97)	15%	(50)	328
Ethnicity: White	9%	(161)	22%	(374)	32%	(547)	37%	(640)	1722
Ethnicity: Hispanic	14%	(47)	18%	(64)	37%	(130)	31%	(109)	349

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Table MCSP3_3: How familiar are you with the following kinds of investments?

Private equity (capital investments made into private companies, or those not listed on a public exchange)

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	10%	(212)	21%	(466)	32%	(703)	37%	(819)	2200
Ethnicity: Black	11%	(30)	19%	(53)	32%	(87)	38%	(105)	274
Ethnicity: Other	10%	(21)	19%	(39)	34%	(69)	36%	(74)	204
All Christian	12%	(111)	25%	(234)	32%	(295)	31%	(294)	934
All Non-Christian	22%	(28)	35%	(45)	21%	(27)	22%	(28)	127
Atheist	3%	(3)	23%	(24)	38%	(39)	35%	(35)	101
Agnostic/Nothing in particular	6%	(37)	17%	(102)	34%	(210)	43%	(265)	614
Something Else	8%	(33)	15%	(62)	31%	(133)	46%	(197)	424
Religious Non-Protestant/Catholic	21%	(31)	33%	(49)	24%	(36)	22%	(33)	148
Evangelical	13%	(76)	23%	(134)	27%	(157)	37%	(216)	583
Non-Evangelical	8%	(58)	21%	(149)	35%	(253)	37%	(265)	725
Community: Urban	16%	(106)	24%	(157)	24%	(162)	36%	(241)	666
Community: Suburban	8%	(78)	22%	(222)	36%	(354)	34%	(341)	996
Community: Rural	5%	(28)	16%	(86)	35%	(187)	44%	(237)	538
Employ: Private Sector	16%	(106)	27%	(181)	31%	(208)	27%	(183)	678
Employ: Government	20%	(22)	31%	(33)	22%	(24)	26%	(28)	106
Employ: Self-Employed	20%	(43)	24%	(54)	32%	(72)	24%	(53)	223
Employ: Homemaker	3%	(4)	14%	(20)	36%	(50)	47%	(66)	140
Employ: Student	2%	(1)	10%	(6)	35%	(19)	53%	(29)	55
Employ: Retired	3%	(17)	20%	(102)	34%	(172)	42%	(214)	505
Employ: Unemployed	4%	(11)	13%	(41)	32%	(97)	51%	(155)	303
Employ: Other	4%	(7)	16%	(30)	32%	(62)	48%	(91)	190
Military HH: Yes	9%	(27)	24%	(76)	32%	(99)	35%	(111)	313
Military HH: No	10%	(185)	21%	(390)	32%	(604)	38%	(708)	1887
RD/WT: Right Direction	14%	(129)	24%	(220)	29%	(265)	33%	(305)	919
RD/WT: Wrong Track	6%	(83)	19%	(246)	34%	(439)	40%	(514)	1281
Biden Job Approve	13%	(144)	23%	(265)	29%	(328)	35%	(392)	1130
Biden Job Disapprove	6%	(60)	20%	(191)	36%	(350)	38%	(367)	968

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Table MCSP3_3: How familiar are you with the following kinds of investments?

Private equity (capital investments made into private companies, or those not listed on a public exchange)

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	10%	(212)	21%	(466)	32%	(703)	37%	(819)	2200
Biden Job Strongly Approve	18%	(102)	21%	(123)	27%	(153)	34%	(195)	573
Biden Job Somewhat Approve	8%	(42)	26%	(142)	32%	(175)	35%	(197)	557
Biden Job Somewhat Disapprove	4%	(12)	18%	(53)	42%	(121)	35%	(101)	287
Biden Job Strongly Disapprove	7%	(48)	20%	(138)	34%	(228)	39%	(266)	680
Favorable of Biden	12%	(136)	23%	(258)	29%	(327)	35%	(393)	1113
Unfavorable of Biden	7%	(69)	20%	(199)	36%	(357)	36%	(359)	984
Very Favorable of Biden	16%	(98)	21%	(125)	28%	(168)	35%	(209)	600
Somewhat Favorable of Biden	7%	(38)	26%	(133)	31%	(159)	36%	(184)	514
Somewhat Unfavorable of Biden	5%	(14)	19%	(52)	45%	(123)	31%	(85)	273
Very Unfavorable of Biden	8%	(55)	21%	(148)	33%	(234)	39%	(274)	711
#1 Issue: Economy	12%	(89)	21%	(159)	35%	(263)	31%	(231)	741
#1 Issue: Security	8%	(31)	21%	(88)	32%	(134)	39%	(160)	414
#1 Issue: Health Care	11%	(33)	21%	(61)	33%	(96)	36%	(106)	296
#1 Issue: Medicare / Social Security	4%	(11)	19%	(50)	26%	(70)	51%	(136)	266
#1 Issue: Women's Issues	8%	(10)	21%	(29)	33%	(46)	39%	(54)	139
#1 Issue: Education	8%	(7)	24%	(21)	30%	(26)	38%	(33)	87
#1 Issue: Energy	15%	(22)	25%	(36)	26%	(38)	34%	(49)	146
#1 Issue: Other	7%	(8)	20%	(23)	27%	(30)	46%	(51)	111
2020 Vote: Joe Biden	13%	(129)	23%	(239)	31%	(322)	33%	(333)	1023
2020 Vote: Donald Trump	8%	(54)	24%	(164)	35%	(237)	34%	(232)	687
2020 Vote: Other	11%	(8)	18%	(13)	26%	(18)	45%	(33)	72
2020 Vote: Didn't Vote	5%	(21)	12%	(50)	30%	(126)	52%	(217)	413
2018 House Vote: Democrat	14%	(111)	23%	(178)	31%	(243)	32%	(252)	784
2018 House Vote: Republican	8%	(47)	26%	(146)	35%	(196)	31%	(173)	562
2018 House Vote: Someone else	12%	(7)	24%	(14)	22%	(13)	42%	(24)	58
2016 Vote: Hillary Clinton	13%	(97)	22%	(165)	31%	(230)	33%	(242)	734
2016 Vote: Donald Trump	9%	(58)	24%	(161)	34%	(226)	33%	(214)	659
2016 Vote: Other	10%	(10)	28%	(28)	33%	(32)	29%	(28)	98
2016 Vote: Didn't Vote	7%	(47)	16%	(110)	30%	(215)	47%	(333)	705

Continued on next page

Table MCSP3_3: How familiar are you with the following kinds of investments?

Private equity (capital investments made into private companies, or those not listed on a public exchange)

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	10%	(212)	21%	(466)	32%	(703)	37%	(819)	2200
Voted in 2014: Yes	12%	(151)	25%	(313)	32%	(405)	31%	(397)	1265
Voted in 2014: No	6%	(61)	16%	(153)	32%	(299)	45%	(423)	935
4-Region: Northeast	13%	(52)	20%	(80)	32%	(127)	34%	(135)	394
4-Region: Midwest	7%	(31)	20%	(93)	34%	(157)	39%	(181)	462
4-Region: South	9%	(71)	21%	(172)	32%	(264)	38%	(317)	824
4-Region: West	11%	(57)	23%	(121)	30%	(156)	36%	(186)	520
Sports Fans	12%	(185)	25%	(375)	33%	(491)	30%	(441)	1492
Avid Sports Fans	24%	(105)	32%	(141)	25%	(111)	19%	(86)	443
Casual Sports Fans	8%	(80)	22%	(234)	36%	(380)	34%	(355)	1049
NFL Fans	13%	(185)	24%	(357)	32%	(476)	31%	(461)	1479
NBA Fans	16%	(175)	27%	(300)	31%	(343)	26%	(285)	1103
WNBA Fans	23%	(132)	31%	(181)	29%	(167)	17%	(102)	581
MLB Fans	14%	(170)	26%	(312)	31%	(377)	29%	(347)	1206
NHL Fans	17%	(154)	28%	(254)	32%	(291)	24%	(221)	920
MLS Fans	23%	(139)	31%	(190)	27%	(166)	19%	(118)	613
Formula 1 Fans	23%	(136)	32%	(193)	26%	(156)	19%	(117)	602
IndyCar Fans	19%	(119)	29%	(184)	29%	(186)	23%	(146)	636
NASCAR Fans	15%	(137)	26%	(230)	31%	(274)	28%	(249)	890
PGA Tour Fans	20%	(132)	30%	(198)	31%	(202)	18%	(118)	651
LPGA Tour Fans	25%	(115)	32%	(148)	29%	(130)	14%	(64)	457
UFC Fans	17%	(139)	28%	(226)	30%	(244)	25%	(203)	812
College Football Fans	15%	(180)	27%	(319)	31%	(370)	28%	(333)	1202
College Basketball Fans	17%	(167)	28%	(268)	31%	(302)	24%	(229)	965
Boxing Fans	16%	(144)	26%	(240)	33%	(297)	25%	(227)	909
ATP Tour Fans	29%	(108)	34%	(125)	25%	(94)	12%	(46)	374
WTA Tour Fans	30%	(113)	34%	(129)	24%	(93)	13%	(49)	384
Esports Fans	22%	(136)	30%	(183)	28%	(170)	20%	(120)	608
Sports Bettors	26%	(141)	36%	(195)	25%	(137)	13%	(68)	541
Currently Owns or Holds Crypto	27%	(127)	33%	(158)	23%	(110)	17%	(84)	479
Interested in Crypto	19%	(163)	30%	(256)	30%	(249)	21%	(173)	841

Continued on next page

Table MCSP3_3: How familiar are you with the following kinds of investments?*Private equity (capital investments made into private companies, or those not listed on a public exchange)*

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	10%	(212)	21%	(466)	32%	(703)	37%	(819)	2200
Interested in Stocks	16%	(191)	30%	(363)	33%	(393)	22%	(260)	1208
Casual Investor	9%	(49)	27%	(144)	35%	(192)	29%	(155)	540
Curious Investor	12%	(71)	27%	(155)	32%	(182)	28%	(160)	567
Active Investor	30%	(78)	39%	(101)	22%	(58)	10%	(25)	262

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

Table MCSP3_4: How familiar are you with the following kinds of investments?
Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin, and Peercoin

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	15%	(323)	24%	(534)	30%	(659)	31%	(684)	2200
Gender: Male	23%	(245)	29%	(303)	26%	(277)	22%	(236)	1062
Gender: Female	7%	(77)	20%	(231)	34%	(382)	39%	(448)	1138
Age: 18-34	26%	(169)	35%	(227)	24%	(156)	16%	(104)	655
Age: 35-44	26%	(94)	26%	(93)	29%	(105)	18%	(66)	358
Age: 45-64	7%	(52)	22%	(169)	32%	(239)	39%	(292)	751
Age: 65+	2%	(7)	11%	(47)	37%	(160)	51%	(222)	436
GenZers: 1997-2012	16%	(32)	39%	(77)	30%	(59)	16%	(32)	199
Millennials: 1981-1996	30%	(209)	30%	(211)	23%	(162)	17%	(120)	702
GenXers: 1965-1980	12%	(63)	23%	(127)	33%	(178)	32%	(174)	542
Baby Boomers: 1946-1964	2%	(17)	17%	(117)	34%	(238)	47%	(325)	696
PID: Dem (no lean)	18%	(165)	26%	(231)	28%	(253)	28%	(253)	901
PID: Ind (no lean)	12%	(82)	24%	(164)	33%	(224)	31%	(215)	685
PID: Rep (no lean)	12%	(76)	23%	(140)	30%	(182)	35%	(217)	614
PID/Gender: Dem Men	30%	(130)	29%	(128)	23%	(101)	17%	(75)	433
PID/Gender: Dem Women	7%	(35)	22%	(103)	32%	(151)	38%	(178)	468
PID/Gender: Ind Men	17%	(59)	26%	(87)	31%	(106)	25%	(85)	338
PID/Gender: Ind Women	7%	(23)	22%	(76)	34%	(118)	37%	(129)	347
PID/Gender: Rep Men	20%	(57)	30%	(88)	24%	(69)	26%	(76)	290
PID/Gender: Rep Women	6%	(19)	16%	(51)	35%	(113)	43%	(140)	323
Ideo: Liberal (1-3)	21%	(148)	26%	(184)	28%	(199)	25%	(182)	714
Ideo: Moderate (4)	11%	(68)	26%	(163)	33%	(209)	30%	(188)	628
Ideo: Conservative (5-7)	12%	(83)	24%	(159)	29%	(195)	35%	(235)	672
Educ: < College	12%	(186)	22%	(330)	31%	(472)	35%	(524)	1512
Educ: Bachelors degree	18%	(81)	31%	(137)	28%	(123)	23%	(103)	444
Educ: Post-grad	23%	(56)	27%	(67)	26%	(64)	23%	(57)	244
Income: Under 50k	11%	(139)	21%	(253)	29%	(356)	39%	(477)	1224
Income: 50k-100k	15%	(100)	28%	(182)	32%	(209)	24%	(157)	648
Income: 100k+	26%	(84)	30%	(100)	29%	(94)	15%	(50)	328
Ethnicity: White	14%	(242)	22%	(387)	30%	(520)	33%	(573)	1722
Ethnicity: Hispanic	26%	(91)	25%	(88)	37%	(129)	12%	(41)	349

Continued on next page

Table MCSP3_4: How familiar are you with the following kinds of investments?
Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin, and Peercoin

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	15%	(323)	24%	(534)	30%	(659)	31%	(684)	2200
Ethnicity: Black	16%	(43)	30%	(82)	27%	(75)	27%	(74)	274
Ethnicity: Other	18%	(37)	32%	(65)	32%	(64)	18%	(37)	204
All Christian	13%	(121)	25%	(235)	30%	(276)	32%	(301)	934
All Non-Christian	32%	(40)	31%	(39)	22%	(28)	16%	(20)	127
Atheist	19%	(19)	24%	(24)	34%	(34)	24%	(24)	101
Agnostic/Nothing in particular	14%	(86)	23%	(139)	31%	(193)	32%	(196)	614
Something Else	13%	(56)	23%	(97)	30%	(128)	34%	(143)	424
Religious Non-Protestant/Catholic	27%	(41)	31%	(46)	25%	(36)	17%	(25)	148
Evangelical	17%	(100)	23%	(134)	29%	(167)	31%	(181)	583
Non-Evangelical	9%	(68)	25%	(180)	31%	(224)	35%	(253)	725
Community: Urban	24%	(162)	25%	(169)	25%	(168)	25%	(167)	666
Community: Suburban	11%	(108)	26%	(257)	33%	(326)	31%	(304)	996
Community: Rural	10%	(53)	20%	(108)	31%	(165)	40%	(213)	538
Employ: Private Sector	23%	(158)	27%	(180)	30%	(206)	20%	(134)	678
Employ: Government	30%	(32)	34%	(36)	12%	(13)	24%	(26)	106
Employ: Self-Employed	29%	(65)	32%	(71)	27%	(59)	13%	(28)	223
Employ: Homemaker	6%	(8)	18%	(26)	42%	(59)	34%	(48)	140
Employ: Student	6%	(3)	44%	(25)	35%	(19)	15%	(8)	55
Employ: Retired	2%	(8)	13%	(65)	35%	(178)	50%	(253)	505
Employ: Unemployed	12%	(37)	27%	(82)	28%	(86)	32%	(98)	303
Employ: Other	6%	(12)	26%	(50)	21%	(39)	47%	(89)	190
Military HH: Yes	10%	(32)	23%	(71)	33%	(103)	34%	(107)	313
Military HH: No	15%	(291)	25%	(463)	29%	(556)	31%	(577)	1887
RD/WT: Right Direction	20%	(184)	25%	(233)	26%	(243)	28%	(260)	919
RD/WT: Wrong Track	11%	(139)	24%	(301)	33%	(416)	33%	(424)	1281
Biden Job Approve	18%	(206)	26%	(296)	28%	(311)	28%	(317)	1130
Biden Job Disapprove	11%	(102)	23%	(222)	32%	(314)	34%	(330)	968

Continued on next page

Table MCSP3_4: How familiar are you with the following kinds of investments?
Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin, and Peercoin

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	15%	(323)	24%	(534)	30%	(659)	31%	(684)	2200
Biden Job Strongly Approve	21%	(121)	21%	(122)	29%	(166)	29%	(165)	573
Biden Job Somewhat Approve	15%	(85)	31%	(174)	26%	(145)	27%	(152)	557
Biden Job Somewhat Disapprove	9%	(26)	25%	(72)	37%	(105)	29%	(84)	287
Biden Job Strongly Disapprove	11%	(76)	22%	(149)	31%	(209)	36%	(246)	680
Favorable of Biden	17%	(191)	26%	(292)	28%	(310)	29%	(319)	1113
Unfavorable of Biden	12%	(119)	23%	(231)	32%	(317)	32%	(318)	984
Very Favorable of Biden	19%	(115)	23%	(135)	28%	(169)	30%	(181)	600
Somewhat Favorable of Biden	15%	(77)	31%	(157)	28%	(141)	27%	(138)	514
Somewhat Unfavorable of Biden	12%	(33)	29%	(79)	34%	(94)	25%	(67)	273
Very Unfavorable of Biden	12%	(86)	21%	(152)	31%	(223)	35%	(250)	711
#1 Issue: Economy	17%	(127)	28%	(210)	31%	(226)	24%	(178)	741
#1 Issue: Security	12%	(48)	20%	(82)	32%	(132)	37%	(151)	414
#1 Issue: Health Care	18%	(52)	24%	(72)	31%	(92)	27%	(81)	296
#1 Issue: Medicare / Social Security	4%	(10)	16%	(42)	29%	(78)	51%	(136)	266
#1 Issue: Women's Issues	16%	(22)	30%	(41)	26%	(37)	28%	(39)	139
#1 Issue: Education	22%	(19)	28%	(25)	27%	(24)	22%	(20)	87
#1 Issue: Energy	22%	(32)	29%	(42)	25%	(37)	23%	(34)	146
#1 Issue: Other	11%	(12)	18%	(20)	30%	(34)	41%	(46)	111
2020 Vote: Joe Biden	18%	(183)	25%	(256)	30%	(308)	27%	(276)	1023
2020 Vote: Donald Trump	12%	(86)	24%	(166)	30%	(204)	34%	(231)	687
2020 Vote: Other	18%	(13)	21%	(15)	30%	(22)	31%	(22)	72
2020 Vote: Didn't Vote	10%	(42)	24%	(97)	30%	(122)	37%	(152)	413
2018 House Vote: Democrat	19%	(153)	25%	(194)	27%	(215)	28%	(223)	784
2018 House Vote: Republican	12%	(69)	22%	(123)	33%	(183)	33%	(187)	562
2018 House Vote: Someone else	6%	(3)	21%	(12)	39%	(23)	33%	(19)	58
2016 Vote: Hillary Clinton	18%	(131)	23%	(169)	30%	(220)	29%	(212)	734
2016 Vote: Donald Trump	13%	(83)	23%	(154)	31%	(201)	34%	(221)	659
2016 Vote: Other	17%	(16)	28%	(28)	30%	(30)	25%	(24)	98
2016 Vote: Didn't Vote	13%	(90)	26%	(183)	30%	(208)	32%	(224)	705

Continued on next page

Table MCSP3_4: How familiar are you with the following kinds of investments?
Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin, and Peercoin

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	15%	(323)	24%	(534)	30%	(659)	31%	(684)	2200
Voted in 2014: Yes	16%	(200)	23%	(290)	30%	(375)	32%	(400)	1265
Voted in 2014: No	13%	(123)	26%	(244)	30%	(284)	30%	(284)	935
4-Region: Northeast	19%	(73)	25%	(97)	26%	(103)	30%	(120)	394
4-Region: Midwest	9%	(41)	23%	(104)	32%	(147)	37%	(170)	462
4-Region: South	14%	(116)	24%	(196)	31%	(253)	31%	(258)	824
4-Region: West	18%	(92)	26%	(136)	30%	(155)	26%	(136)	520
Sports Fans	19%	(278)	28%	(412)	29%	(439)	24%	(363)	1492
Avid Sports Fans	35%	(154)	31%	(135)	20%	(89)	15%	(65)	443
Casual Sports Fans	12%	(125)	26%	(277)	33%	(350)	28%	(297)	1049
NFL Fans	19%	(278)	26%	(379)	30%	(444)	25%	(377)	1479
NBA Fans	23%	(258)	29%	(324)	27%	(302)	20%	(219)	1103
WNBA Fans	30%	(176)	33%	(194)	22%	(130)	14%	(82)	581
MLB Fans	19%	(232)	28%	(332)	28%	(341)	25%	(301)	1206
NHL Fans	22%	(207)	30%	(276)	28%	(259)	19%	(178)	920
MLS Fans	31%	(192)	31%	(191)	23%	(140)	15%	(90)	613
Formula 1 Fans	32%	(195)	31%	(189)	21%	(128)	15%	(90)	602
IndyCar Fans	27%	(169)	28%	(176)	24%	(152)	22%	(138)	636
NASCAR Fans	23%	(201)	29%	(256)	25%	(218)	24%	(215)	890
PGA Tour Fans	28%	(181)	31%	(199)	24%	(157)	18%	(114)	651
LPGA Tour Fans	32%	(147)	32%	(146)	22%	(99)	14%	(65)	457
UFC Fans	29%	(237)	32%	(258)	24%	(198)	15%	(120)	812
College Football Fans	20%	(244)	27%	(328)	28%	(334)	25%	(296)	1202
College Basketball Fans	24%	(227)	30%	(293)	27%	(258)	19%	(187)	965
Boxing Fans	27%	(246)	31%	(285)	26%	(233)	16%	(145)	909
ATP Tour Fans	37%	(137)	35%	(130)	20%	(74)	9%	(32)	374
WTA Tour Fans	35%	(136)	35%	(134)	19%	(74)	11%	(40)	384
Esports Fans	35%	(212)	35%	(212)	18%	(111)	12%	(74)	608
Sports Bettors	36%	(193)	36%	(192)	19%	(105)	9%	(51)	541
Currently Owns or Holds Crypto	47%	(225)	41%	(194)	8%	(39)	4%	(21)	479
Interested in Crypto	33%	(279)	42%	(353)	18%	(153)	7%	(56)	841

Continued on next page

Table MCSP3_4: *How familiar are you with the following kinds of investments?*
Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin, and Peercoin

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	15%	(323)	24%	(534)	30%	(659)	31%	(684)	2200
Interested in Stocks	23%	(276)	33%	(404)	27%	(325)	17%	(202)	1208
Casual Investor	18%	(95)	27%	(144)	31%	(166)	25%	(134)	540
Curious Investor	20%	(111)	36%	(206)	27%	(152)	17%	(98)	567
Active Investor	36%	(94)	33%	(86)	20%	(52)	12%	(30)	262

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

Table MCSP3_5: How familiar are you with the following kinds of investments?
Exchange-traded funds (ETFs)

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	11%	(247)	21%	(452)	29%	(627)	40%	(874)	2200
Gender: Male	17%	(186)	26%	(274)	27%	(287)	30%	(315)	1062
Gender: Female	5%	(62)	16%	(178)	30%	(340)	49%	(559)	1138
Age: 18-34	13%	(86)	27%	(174)	23%	(153)	37%	(241)	655
Age: 35-44	18%	(64)	21%	(73)	30%	(107)	32%	(113)	358
Age: 45-64	8%	(63)	17%	(128)	31%	(234)	43%	(326)	751
Age: 65+	8%	(34)	18%	(76)	31%	(133)	44%	(193)	436
GenZers: 1997-2012	5%	(11)	19%	(39)	25%	(50)	50%	(100)	199
Millennials: 1981-1996	18%	(126)	27%	(187)	24%	(166)	32%	(224)	702
GenXers: 1965-1980	9%	(48)	19%	(105)	32%	(172)	40%	(217)	542
Baby Boomers: 1946-1964	8%	(56)	16%	(113)	32%	(223)	44%	(303)	696
PID: Dem (no lean)	14%	(122)	20%	(184)	28%	(251)	38%	(344)	901
PID: Ind (no lean)	8%	(55)	20%	(139)	28%	(193)	43%	(298)	685
PID: Rep (no lean)	11%	(70)	21%	(129)	30%	(183)	38%	(232)	614
PID/Gender: Dem Men	22%	(95)	26%	(114)	26%	(113)	26%	(112)	433
PID/Gender: Dem Women	6%	(28)	15%	(69)	30%	(139)	50%	(232)	468
PID/Gender: Ind Men	13%	(44)	24%	(81)	28%	(94)	35%	(119)	338
PID/Gender: Ind Women	3%	(11)	17%	(58)	29%	(99)	51%	(179)	347
PID/Gender: Rep Men	16%	(46)	27%	(79)	28%	(81)	29%	(84)	290
PID/Gender: Rep Women	7%	(23)	15%	(50)	32%	(102)	46%	(148)	323
Ideo: Liberal (1-3)	15%	(108)	21%	(149)	27%	(196)	37%	(261)	714
Ideo: Moderate (4)	9%	(58)	21%	(134)	31%	(197)	38%	(239)	628
Ideo: Conservative (5-7)	11%	(74)	22%	(146)	29%	(198)	38%	(254)	672
Educ: < College	7%	(102)	17%	(251)	30%	(458)	46%	(701)	1512
Educ: Bachelors degree	20%	(88)	30%	(131)	25%	(111)	26%	(113)	444
Educ: Post-grad	24%	(58)	28%	(69)	24%	(58)	24%	(59)	244
Income: Under 50k	6%	(76)	15%	(185)	28%	(338)	51%	(624)	1224
Income: 50k-100k	14%	(88)	26%	(168)	32%	(206)	29%	(185)	648
Income: 100k+	25%	(83)	30%	(98)	25%	(82)	20%	(64)	328
Ethnicity: White	11%	(194)	19%	(333)	29%	(499)	40%	(695)	1722
Ethnicity: Hispanic	15%	(54)	19%	(67)	30%	(106)	35%	(122)	349

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Table MCSP3_5: How familiar are you with the following kinds of investments?
Exchange-traded funds (ETFs)

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	11%	(247)	21%	(452)	29%	(627)	40%	(874)	2200
Ethnicity: Black	10%	(28)	25%	(67)	25%	(69)	40%	(109)	274
Ethnicity: Other	12%	(25)	25%	(51)	29%	(59)	34%	(69)	204
All Christian	13%	(125)	22%	(205)	29%	(270)	36%	(333)	934
All Non-Christian	27%	(35)	33%	(42)	18%	(23)	22%	(28)	127
Atheist	6%	(7)	19%	(19)	30%	(31)	45%	(45)	101
Agnostic/Nothing in particular	8%	(50)	19%	(118)	29%	(179)	43%	(266)	614
Something Else	7%	(31)	16%	(68)	29%	(124)	47%	(201)	424
Religious Non-Protestant/Catholic	24%	(35)	33%	(49)	19%	(29)	24%	(35)	148
Evangelical	13%	(77)	19%	(112)	27%	(159)	40%	(235)	583
Non-Evangelical	10%	(72)	20%	(144)	31%	(228)	39%	(282)	725
Community: Urban	16%	(104)	23%	(153)	23%	(154)	38%	(255)	666
Community: Suburban	11%	(109)	22%	(220)	29%	(294)	37%	(373)	996
Community: Rural	6%	(34)	15%	(79)	33%	(180)	46%	(246)	538
Employ: Private Sector	17%	(114)	26%	(175)	29%	(196)	28%	(193)	678
Employ: Government	25%	(27)	23%	(24)	19%	(20)	34%	(36)	106
Employ: Self-Employed	19%	(43)	28%	(62)	27%	(61)	25%	(56)	223
Employ: Homemaker	3%	(4)	14%	(20)	28%	(39)	55%	(77)	140
Employ: Student	2%	(1)	16%	(9)	30%	(17)	52%	(29)	55
Employ: Retired	8%	(39)	16%	(83)	30%	(150)	46%	(232)	505
Employ: Unemployed	4%	(14)	18%	(53)	28%	(83)	50%	(152)	303
Employ: Other	3%	(5)	13%	(25)	32%	(61)	52%	(99)	190
Military HH: Yes	12%	(38)	22%	(69)	28%	(89)	37%	(116)	313
Military HH: No	11%	(209)	20%	(382)	29%	(538)	40%	(757)	1887
RD/WT: Right Direction	16%	(143)	24%	(220)	25%	(227)	36%	(329)	919
RD/WT: Wrong Track	8%	(104)	18%	(232)	31%	(400)	43%	(545)	1281
Biden Job Approve	14%	(160)	22%	(248)	27%	(300)	37%	(422)	1130
Biden Job Disapprove	8%	(82)	20%	(191)	32%	(306)	40%	(389)	968

Continued on next page

Table MCSP3_5: How familiar are you with the following kinds of investments?
Exchange-traded funds (ETFs)

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	11%	(247)	21%	(452)	29%	(627)	40%	(874)	2200
Biden Job Strongly Approve	19%	(109)	19%	(108)	27%	(154)	35%	(202)	573
Biden Job Somewhat Approve	9%	(51)	25%	(139)	26%	(147)	39%	(220)	557
Biden Job Somewhat Disapprove	7%	(20)	23%	(66)	33%	(94)	37%	(107)	287
Biden Job Strongly Disapprove	9%	(62)	18%	(125)	31%	(211)	41%	(282)	680
Favorable of Biden	13%	(149)	22%	(243)	27%	(305)	37%	(416)	1113
Unfavorable of Biden	9%	(89)	20%	(198)	32%	(312)	39%	(385)	984
Very Favorable of Biden	16%	(95)	20%	(122)	27%	(162)	37%	(220)	600
Somewhat Favorable of Biden	11%	(54)	24%	(121)	28%	(143)	38%	(196)	514
Somewhat Unfavorable of Biden	8%	(21)	23%	(64)	35%	(97)	34%	(92)	273
Very Unfavorable of Biden	10%	(69)	19%	(134)	30%	(215)	41%	(293)	711
#1 Issue: Economy	13%	(97)	20%	(148)	34%	(250)	33%	(246)	741
#1 Issue: Security	10%	(40)	22%	(91)	25%	(102)	44%	(180)	414
#1 Issue: Health Care	9%	(27)	24%	(71)	27%	(79)	40%	(119)	296
#1 Issue: Medicare / Social Security	8%	(22)	15%	(41)	28%	(74)	49%	(130)	266
#1 Issue: Women's Issues	7%	(10)	21%	(29)	27%	(37)	45%	(63)	139
#1 Issue: Education	16%	(14)	20%	(18)	25%	(22)	39%	(34)	87
#1 Issue: Energy	20%	(30)	24%	(34)	24%	(35)	32%	(47)	146
#1 Issue: Other	8%	(8)	18%	(20)	25%	(28)	49%	(55)	111
2020 Vote: Joe Biden	14%	(147)	21%	(212)	29%	(292)	36%	(371)	1023
2020 Vote: Donald Trump	11%	(77)	23%	(156)	31%	(214)	35%	(241)	687
2020 Vote: Other	8%	(6)	26%	(18)	25%	(18)	41%	(30)	72
2020 Vote: Didn't Vote	4%	(17)	16%	(64)	25%	(104)	55%	(228)	413
2018 House Vote: Democrat	17%	(130)	22%	(174)	26%	(206)	35%	(274)	784
2018 House Vote: Republican	13%	(71)	22%	(123)	32%	(183)	33%	(185)	562
2018 House Vote: Someone else	6%	(3)	15%	(9)	37%	(21)	42%	(24)	58
2016 Vote: Hillary Clinton	14%	(106)	21%	(152)	30%	(218)	35%	(257)	734
2016 Vote: Donald Trump	13%	(86)	23%	(150)	30%	(198)	34%	(224)	659
2016 Vote: Other	16%	(16)	21%	(21)	23%	(23)	39%	(38)	98
2016 Vote: Didn't Vote	5%	(39)	18%	(126)	27%	(188)	50%	(352)	705

Continued on next page

Table MCSP3_5: How familiar are you with the following kinds of investments?
Exchange-traded funds (ETFs)

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	11%	(247)	21%	(452)	29%	(627)	40%	(874)	2200
Voted in 2014: Yes	15%	(185)	22%	(278)	29%	(372)	34%	(430)	1265
Voted in 2014: No	7%	(62)	19%	(173)	27%	(256)	47%	(444)	935
4-Region: Northeast	15%	(61)	19%	(75)	30%	(118)	36%	(140)	394
4-Region: Midwest	9%	(43)	19%	(89)	31%	(142)	41%	(189)	462
4-Region: South	11%	(87)	19%	(155)	29%	(236)	42%	(346)	824
4-Region: West	11%	(57)	26%	(133)	25%	(131)	38%	(199)	520
Sports Fans	14%	(216)	23%	(345)	30%	(442)	33%	(489)	1492
Avid Sports Fans	28%	(125)	26%	(116)	26%	(116)	19%	(86)	443
Casual Sports Fans	9%	(91)	22%	(229)	31%	(326)	38%	(402)	1049
NFL Fans	14%	(207)	22%	(330)	29%	(435)	34%	(507)	1479
NBA Fans	17%	(187)	27%	(298)	28%	(304)	28%	(313)	1103
WNBA Fans	24%	(139)	30%	(175)	24%	(137)	22%	(130)	581
MLB Fans	16%	(188)	23%	(282)	29%	(344)	32%	(392)	1206
NHL Fans	18%	(167)	25%	(230)	31%	(282)	26%	(242)	920
MLS Fans	23%	(142)	31%	(191)	25%	(155)	20%	(125)	613
Formula 1 Fans	22%	(133)	31%	(187)	24%	(147)	22%	(135)	602
IndyCar Fans	20%	(130)	28%	(179)	27%	(171)	24%	(156)	636
NASCAR Fans	17%	(155)	25%	(221)	28%	(250)	30%	(263)	890
PGA Tour Fans	21%	(139)	32%	(205)	26%	(168)	21%	(138)	651
LPGA Tour Fans	25%	(113)	34%	(156)	24%	(108)	18%	(80)	457
UFC Fans	19%	(155)	27%	(219)	28%	(227)	26%	(211)	812
College Football Fans	16%	(190)	24%	(289)	29%	(344)	32%	(379)	1202
College Basketball Fans	19%	(182)	27%	(256)	27%	(262)	27%	(265)	965
Boxing Fans	18%	(159)	26%	(237)	29%	(262)	28%	(250)	909
ATP Tour Fans	30%	(111)	37%	(137)	21%	(79)	13%	(47)	374
WTA Tour Fans	28%	(106)	38%	(146)	20%	(76)	15%	(57)	384
Esports Fans	24%	(146)	29%	(178)	23%	(141)	24%	(144)	608
Sports Bettors	26%	(140)	36%	(194)	24%	(127)	15%	(79)	541
Currently Owns or Holds Crypto	29%	(138)	34%	(164)	19%	(92)	18%	(85)	479
Interested in Crypto	21%	(175)	33%	(278)	25%	(207)	22%	(181)	841

Continued on next page

Table MCSP3_5: How familiar are you with the following kinds of investments?*Exchange-traded funds (ETFs)*

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	11%	(247)	21%	(452)	29%	(627)	40%	(874)	2200
Interested in Stocks	19%	(228)	30%	(360)	29%	(346)	23%	(273)	1208
Casual Investor	11%	(57)	27%	(148)	33%	(177)	29%	(159)	540
Curious Investor	14%	(80)	27%	(153)	30%	(170)	29%	(164)	567
Active Investor	38%	(101)	36%	(95)	16%	(43)	9%	(24)	262

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

Table MCSP3_6: How familiar are you with the following kinds of investments?

Bonds

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	15%	(331)	34%	(753)	30%	(668)	20%	(448)	2200
Gender: Male	22%	(233)	37%	(396)	26%	(280)	14%	(153)	1062
Gender: Female	9%	(99)	31%	(357)	34%	(388)	26%	(295)	1138
Age: 18-34	17%	(110)	33%	(217)	27%	(179)	23%	(149)	655
Age: 35-44	19%	(68)	30%	(109)	32%	(113)	19%	(67)	358
Age: 45-64	14%	(103)	34%	(252)	31%	(233)	22%	(163)	751
Age: 65+	12%	(50)	40%	(174)	33%	(143)	16%	(69)	436
GenZers: 1997-2012	11%	(22)	26%	(52)	34%	(68)	29%	(58)	199
Millennials: 1981-1996	19%	(137)	34%	(241)	26%	(181)	20%	(143)	702
GenXers: 1965-1980	15%	(80)	31%	(170)	33%	(179)	21%	(113)	542
Baby Boomers: 1946-1964	12%	(83)	39%	(273)	31%	(215)	18%	(125)	696
PID: Dem (no lean)	17%	(153)	35%	(313)	29%	(260)	19%	(175)	901
PID: Ind (no lean)	11%	(75)	33%	(227)	32%	(216)	24%	(167)	685
PID: Rep (no lean)	17%	(103)	35%	(213)	31%	(191)	17%	(106)	614
PID/Gender: Dem Men	28%	(120)	33%	(145)	26%	(112)	13%	(57)	433
PID/Gender: Dem Women	7%	(33)	36%	(168)	32%	(149)	25%	(118)	468
PID/Gender: Ind Men	15%	(51)	37%	(126)	31%	(106)	16%	(55)	338
PID/Gender: Ind Women	7%	(24)	29%	(101)	32%	(110)	32%	(111)	347
PID/Gender: Rep Men	21%	(62)	43%	(125)	21%	(62)	14%	(41)	290
PID/Gender: Rep Women	13%	(41)	27%	(87)	40%	(129)	20%	(66)	323
Ideo: Liberal (1-3)	17%	(122)	34%	(242)	31%	(220)	18%	(130)	714
Ideo: Moderate (4)	12%	(75)	37%	(233)	32%	(198)	19%	(122)	628
Ideo: Conservative (5-7)	19%	(126)	36%	(242)	27%	(185)	18%	(120)	672
Educ: < College	10%	(148)	31%	(474)	34%	(514)	25%	(376)	1512
Educ: Bachelors degree	26%	(114)	39%	(172)	24%	(106)	12%	(52)	444
Educ: Post-grad	28%	(69)	44%	(107)	20%	(49)	8%	(20)	244
Income: Under 50k	8%	(97)	29%	(359)	35%	(426)	28%	(342)	1224
Income: 50k-100k	21%	(135)	40%	(262)	27%	(173)	12%	(79)	648
Income: 100k+	30%	(99)	40%	(133)	21%	(69)	8%	(27)	328
Ethnicity: White	15%	(263)	35%	(595)	30%	(512)	20%	(352)	1722
Ethnicity: Hispanic	17%	(59)	30%	(104)	32%	(113)	21%	(73)	349

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Table MCSP3_6: How familiar are you with the following kinds of investments?

Bonds

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	15%	(331)	34%	(753)	30%	(668)	20%	(448)	2200
Ethnicity: Black	15%	(40)	33%	(91)	32%	(87)	21%	(57)	274
Ethnicity: Other	14%	(28)	33%	(67)	34%	(69)	19%	(40)	204
All Christian	18%	(168)	39%	(360)	28%	(260)	16%	(146)	934
All Non-Christian	32%	(40)	42%	(54)	14%	(18)	12%	(15)	127
Atheist	9%	(9)	37%	(37)	35%	(35)	20%	(20)	101
Agnostic/Nothing in particular	10%	(63)	27%	(169)	36%	(221)	26%	(161)	614
Something Else	12%	(51)	31%	(133)	32%	(134)	25%	(106)	424
Religious Non-Protestant/Catholic	29%	(43)	42%	(63)	17%	(25)	12%	(18)	148
Evangelical	18%	(108)	35%	(206)	27%	(158)	19%	(111)	583
Non-Evangelical	14%	(100)	37%	(269)	31%	(223)	18%	(133)	725
Community: Urban	21%	(140)	29%	(195)	26%	(175)	24%	(157)	666
Community: Suburban	14%	(144)	39%	(386)	30%	(298)	17%	(168)	996
Community: Rural	9%	(47)	32%	(172)	36%	(195)	23%	(124)	538
Employ: Private Sector	23%	(159)	36%	(242)	25%	(172)	15%	(105)	678
Employ: Government	25%	(26)	31%	(33)	29%	(31)	15%	(16)	106
Employ: Self-Employed	24%	(53)	37%	(82)	27%	(60)	13%	(28)	223
Employ: Homemaker	8%	(12)	26%	(37)	33%	(46)	33%	(46)	140
Employ: Student	12%	(7)	27%	(15)	39%	(22)	21%	(12)	55
Employ: Retired	11%	(55)	38%	(193)	31%	(158)	20%	(98)	505
Employ: Unemployed	3%	(10)	28%	(83)	38%	(114)	31%	(95)	303
Employ: Other	5%	(10)	35%	(67)	34%	(65)	25%	(48)	190
Military HH: Yes	18%	(55)	38%	(118)	27%	(85)	17%	(55)	313
Military HH: No	15%	(276)	34%	(635)	31%	(582)	21%	(394)	1887
RD/WT: Right Direction	18%	(167)	35%	(325)	28%	(258)	18%	(169)	919
RD/WT: Wrong Track	13%	(164)	33%	(427)	32%	(410)	22%	(279)	1281
Biden Job Approve	17%	(195)	34%	(389)	29%	(330)	19%	(215)	1130
Biden Job Disapprove	14%	(133)	35%	(339)	31%	(300)	20%	(196)	968

Continued on next page

Table MCSP3_6: How familiar are you with the following kinds of investments?

Bonds

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	15%	(331)	34%	(753)	30%	(668)	20%	(448)	2200
Biden Job Strongly Approve	23%	(131)	32%	(186)	26%	(147)	19%	(109)	573
Biden Job Somewhat Approve	11%	(64)	36%	(203)	33%	(184)	19%	(106)	557
Biden Job Somewhat Disapprove	10%	(29)	35%	(101)	34%	(97)	21%	(61)	287
Biden Job Strongly Disapprove	15%	(103)	35%	(239)	30%	(203)	20%	(136)	680
Favorable of Biden	17%	(186)	35%	(388)	30%	(328)	19%	(211)	1113
Unfavorable of Biden	14%	(140)	35%	(349)	31%	(303)	19%	(192)	984
Very Favorable of Biden	20%	(120)	35%	(210)	27%	(164)	18%	(106)	600
Somewhat Favorable of Biden	13%	(66)	35%	(178)	32%	(164)	21%	(105)	514
Somewhat Unfavorable of Biden	11%	(30)	39%	(106)	32%	(87)	19%	(51)	273
Very Unfavorable of Biden	16%	(111)	34%	(243)	30%	(216)	20%	(140)	711
#1 Issue: Economy	17%	(123)	36%	(267)	31%	(229)	16%	(122)	741
#1 Issue: Security	15%	(61)	35%	(145)	31%	(127)	20%	(81)	414
#1 Issue: Health Care	18%	(52)	30%	(89)	32%	(94)	21%	(61)	296
#1 Issue: Medicare / Social Security	9%	(24)	36%	(96)	28%	(74)	27%	(71)	266
#1 Issue: Women's Issues	14%	(20)	35%	(49)	25%	(35)	25%	(35)	139
#1 Issue: Education	10%	(9)	33%	(29)	29%	(25)	29%	(25)	87
#1 Issue: Energy	18%	(27)	33%	(47)	32%	(46)	18%	(25)	146
#1 Issue: Other	14%	(15)	27%	(30)	34%	(38)	25%	(27)	111
2020 Vote: Joe Biden	18%	(182)	36%	(366)	28%	(288)	18%	(187)	1023
2020 Vote: Donald Trump	17%	(119)	37%	(257)	29%	(203)	16%	(108)	687
2020 Vote: Other	10%	(7)	30%	(21)	39%	(28)	21%	(15)	72
2020 Vote: Didn't Vote	5%	(22)	26%	(107)	36%	(147)	33%	(137)	413
2018 House Vote: Democrat	20%	(159)	37%	(290)	26%	(205)	17%	(130)	784
2018 House Vote: Republican	20%	(114)	39%	(219)	27%	(150)	14%	(80)	562
2018 House Vote: Someone else	13%	(7)	24%	(14)	36%	(21)	27%	(15)	58
2016 Vote: Hillary Clinton	18%	(135)	38%	(277)	27%	(202)	16%	(120)	734
2016 Vote: Donald Trump	19%	(127)	38%	(250)	28%	(187)	14%	(95)	659
2016 Vote: Other	18%	(18)	34%	(33)	27%	(27)	21%	(21)	98
2016 Vote: Didn't Vote	7%	(50)	27%	(192)	36%	(251)	30%	(212)	705

Continued on next page

Table MCSP3_6: How familiar are you with the following kinds of investments?

Bonds

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	15%	(331)	34%	(753)	30%	(668)	20%	(448)	2200
Voted in 2014: Yes	20%	(251)	38%	(485)	27%	(340)	15%	(189)	1265
Voted in 2014: No	9%	(80)	29%	(268)	35%	(328)	28%	(260)	935
4-Region: Northeast	17%	(66)	36%	(140)	29%	(116)	18%	(72)	394
4-Region: Midwest	12%	(56)	35%	(163)	30%	(140)	22%	(103)	462
4-Region: South	15%	(125)	35%	(286)	30%	(246)	20%	(168)	824
4-Region: West	16%	(85)	32%	(164)	32%	(166)	20%	(105)	520
Sports Fans	19%	(280)	38%	(568)	28%	(421)	15%	(223)	1492
Avid Sports Fans	32%	(142)	39%	(173)	20%	(88)	9%	(41)	443
Casual Sports Fans	13%	(138)	38%	(395)	32%	(333)	17%	(182)	1049
NFL Fans	18%	(266)	38%	(556)	29%	(427)	16%	(230)	1479
NBA Fans	21%	(231)	38%	(421)	28%	(309)	13%	(141)	1103
WNBA Fans	28%	(165)	38%	(221)	25%	(143)	9%	(51)	581
MLB Fans	21%	(249)	37%	(451)	27%	(330)	15%	(176)	1206
NHL Fans	22%	(206)	41%	(373)	26%	(235)	12%	(106)	920
MLS Fans	29%	(177)	40%	(247)	20%	(124)	11%	(65)	613
Formula 1 Fans	28%	(166)	40%	(244)	22%	(133)	10%	(59)	602
IndyCar Fans	25%	(158)	39%	(250)	24%	(155)	11%	(73)	636
NASCAR Fans	22%	(196)	36%	(317)	26%	(231)	16%	(145)	890
PGA Tour Fans	26%	(168)	42%	(275)	24%	(156)	8%	(52)	651
LPGA Tour Fans	31%	(142)	41%	(188)	20%	(93)	7%	(34)	457
UFC Fans	23%	(188)	36%	(294)	28%	(226)	13%	(104)	812
College Football Fans	20%	(242)	39%	(464)	27%	(327)	14%	(169)	1202
College Basketball Fans	23%	(221)	39%	(378)	26%	(250)	12%	(117)	965
Boxing Fans	22%	(199)	35%	(321)	29%	(265)	14%	(124)	909
ATP Tour Fans	35%	(132)	40%	(151)	20%	(73)	5%	(18)	374
WTA Tour Fans	36%	(137)	38%	(148)	20%	(78)	6%	(21)	384
Esports Fans	26%	(159)	37%	(224)	24%	(145)	13%	(81)	608
Sports Bettors	32%	(174)	42%	(224)	20%	(110)	6%	(33)	541
Currently Owns or Holds Crypto	30%	(145)	40%	(191)	18%	(87)	12%	(56)	479
Interested in Crypto	24%	(199)	41%	(343)	24%	(202)	12%	(97)	841

Continued on next page

Table MCSP3_6: *How familiar are you with the following kinds of investments?*

Bonds

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	15%	(331)	34%	(753)	30%	(668)	20%	(448)	2200
Interested in Stocks	24%	(294)	43%	(519)	23%	(283)	9%	(112)	1208
Casual Investor	17%	(92)	47%	(252)	25%	(135)	11%	(61)	540
Curious Investor	18%	(101)	39%	(218)	28%	(159)	16%	(88)	567
Active Investor	41%	(108)	41%	(107)	15%	(41)	3%	(7)	262

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

Table MCSP3_7: How familiar are you with the following kinds of investments?

Commodities

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	10%	(213)	25%	(561)	31%	(687)	34%	(739)	2200
Gender: Male	15%	(157)	35%	(370)	27%	(282)	24%	(253)	1062
Gender: Female	5%	(56)	17%	(191)	36%	(405)	43%	(486)	1138
Age: 18-34	12%	(80)	25%	(164)	26%	(168)	37%	(243)	655
Age: 35-44	15%	(54)	27%	(97)	30%	(109)	27%	(98)	358
Age: 45-64	8%	(57)	25%	(188)	34%	(252)	34%	(254)	751
Age: 65+	5%	(22)	26%	(112)	36%	(158)	33%	(145)	436
GenZers: 1997-2012	3%	(7)	19%	(38)	30%	(59)	48%	(96)	199
Millennials: 1981-1996	16%	(112)	28%	(199)	25%	(175)	31%	(215)	702
GenXers: 1965-1980	8%	(44)	25%	(137)	33%	(180)	33%	(181)	542
Baby Boomers: 1946-1964	6%	(44)	25%	(172)	36%	(254)	32%	(225)	696
PID: Dem (no lean)	13%	(114)	24%	(216)	31%	(278)	33%	(294)	901
PID: Ind (no lean)	6%	(38)	26%	(176)	31%	(216)	37%	(256)	685
PID: Rep (no lean)	10%	(61)	28%	(169)	32%	(194)	31%	(190)	614
PID/Gender: Dem Men	21%	(90)	32%	(138)	27%	(115)	21%	(90)	433
PID/Gender: Dem Women	5%	(24)	17%	(78)	35%	(163)	43%	(203)	468
PID/Gender: Ind Men	9%	(29)	35%	(117)	27%	(90)	30%	(102)	338
PID/Gender: Ind Women	3%	(9)	17%	(58)	36%	(126)	44%	(154)	347
PID/Gender: Rep Men	13%	(38)	39%	(115)	26%	(77)	21%	(61)	290
PID/Gender: Rep Women	7%	(23)	17%	(54)	36%	(117)	40%	(129)	323
Ideo: Liberal (1-3)	13%	(91)	26%	(186)	32%	(225)	30%	(212)	714
Ideo: Moderate (4)	8%	(48)	26%	(162)	34%	(216)	32%	(202)	628
Ideo: Conservative (5-7)	10%	(69)	28%	(191)	30%	(199)	32%	(213)	672
Educ: < College	6%	(87)	22%	(337)	33%	(493)	39%	(595)	1512
Educ: Bachelors degree	16%	(70)	33%	(144)	28%	(126)	23%	(103)	444
Educ: Post-grad	23%	(55)	33%	(80)	28%	(68)	17%	(41)	244
Income: Under 50k	6%	(73)	20%	(239)	31%	(384)	43%	(528)	1224
Income: 50k-100k	10%	(66)	33%	(211)	33%	(216)	24%	(155)	648
Income: 100k+	22%	(73)	34%	(111)	27%	(88)	17%	(56)	328
Ethnicity: White	10%	(173)	25%	(433)	32%	(547)	33%	(569)	1722
Ethnicity: Hispanic	12%	(42)	22%	(76)	33%	(115)	33%	(117)	349

Continued on next page

Table MCSP3_7: How familiar are you with the following kinds of investments?

Commodities

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	10%	(213)	25%	(561)	31%	(687)	34%	(739)	2200
Ethnicity: Black	10%	(29)	23%	(64)	31%	(86)	35%	(95)	274
Ethnicity: Other	6%	(12)	31%	(64)	27%	(54)	37%	(75)	204
All Christian	12%	(114)	27%	(253)	32%	(300)	29%	(266)	934
All Non-Christian	23%	(30)	36%	(45)	24%	(30)	17%	(22)	127
Atheist	2%	(2)	31%	(32)	34%	(35)	33%	(33)	101
Agnostic/Nothing in particular	7%	(42)	22%	(137)	34%	(207)	37%	(228)	614
Something Else	6%	(24)	22%	(93)	27%	(116)	45%	(190)	424
Religious Non-Protestant/Catholic	21%	(32)	35%	(52)	25%	(37)	18%	(27)	148
Evangelical	15%	(86)	24%	(141)	28%	(161)	33%	(194)	583
Non-Evangelical	6%	(43)	26%	(191)	34%	(244)	34%	(247)	725
Community: Urban	15%	(100)	25%	(167)	25%	(168)	35%	(232)	666
Community: Suburban	8%	(82)	28%	(279)	33%	(329)	31%	(306)	996
Community: Rural	6%	(31)	21%	(115)	35%	(190)	38%	(202)	538
Employ: Private Sector	15%	(101)	30%	(207)	29%	(198)	25%	(172)	678
Employ: Government	22%	(23)	28%	(30)	23%	(25)	27%	(29)	106
Employ: Self-Employed	14%	(32)	33%	(73)	32%	(72)	20%	(45)	223
Employ: Homemaker	3%	(4)	16%	(22)	35%	(50)	46%	(65)	140
Employ: Student	2%	(1)	19%	(11)	21%	(11)	58%	(32)	55
Employ: Retired	4%	(21)	26%	(132)	34%	(171)	36%	(180)	505
Employ: Unemployed	7%	(20)	16%	(47)	33%	(98)	45%	(137)	303
Employ: Other	6%	(11)	20%	(38)	32%	(61)	42%	(80)	190
Military HH: Yes	11%	(35)	28%	(89)	27%	(85)	33%	(103)	313
Military HH: No	9%	(177)	25%	(472)	32%	(602)	34%	(636)	1887
RD/WT: Right Direction	13%	(118)	27%	(246)	29%	(271)	31%	(284)	919
RD/WT: Wrong Track	7%	(95)	25%	(314)	33%	(416)	36%	(455)	1281
Biden Job Approve	12%	(135)	27%	(310)	29%	(323)	32%	(362)	1130
Biden Job Disapprove	8%	(74)	24%	(236)	34%	(333)	34%	(325)	968

Continued on next page

Table MCSP3_7: How familiar are you with the following kinds of investments?

Commodities

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	10%	(213)	25%	(561)	31%	(687)	34%	(739)	2200
Biden Job Strongly Approve	18%	(101)	24%	(138)	28%	(159)	31%	(175)	573
Biden Job Somewhat Approve	6%	(34)	31%	(172)	30%	(164)	33%	(186)	557
Biden Job Somewhat Disapprove	5%	(13)	22%	(63)	40%	(114)	34%	(97)	287
Biden Job Strongly Disapprove	9%	(61)	25%	(173)	32%	(219)	33%	(228)	680
Favorable of Biden	11%	(126)	27%	(297)	29%	(327)	33%	(364)	1113
Unfavorable of Biden	8%	(80)	25%	(249)	34%	(336)	32%	(318)	984
Very Favorable of Biden	14%	(86)	24%	(143)	30%	(179)	32%	(192)	600
Somewhat Favorable of Biden	8%	(40)	30%	(154)	29%	(148)	33%	(172)	514
Somewhat Unfavorable of Biden	5%	(15)	26%	(70)	39%	(106)	30%	(83)	273
Very Unfavorable of Biden	9%	(65)	25%	(179)	32%	(230)	33%	(236)	711
#1 Issue: Economy	12%	(92)	26%	(192)	34%	(252)	28%	(205)	741
#1 Issue: Security	8%	(34)	28%	(116)	29%	(118)	35%	(145)	414
#1 Issue: Health Care	10%	(29)	26%	(76)	30%	(88)	35%	(102)	296
#1 Issue: Medicare / Social Security	5%	(13)	23%	(62)	32%	(86)	40%	(106)	266
#1 Issue: Women's Issues	6%	(9)	18%	(24)	30%	(42)	46%	(64)	139
#1 Issue: Education	12%	(10)	18%	(16)	29%	(25)	41%	(36)	87
#1 Issue: Energy	13%	(19)	31%	(46)	30%	(44)	25%	(37)	146
#1 Issue: Other	5%	(6)	26%	(29)	30%	(33)	39%	(43)	111
2020 Vote: Joe Biden	12%	(124)	27%	(271)	30%	(312)	31%	(315)	1023
2020 Vote: Donald Trump	10%	(70)	29%	(198)	33%	(228)	28%	(192)	687
2020 Vote: Other	6%	(5)	30%	(21)	21%	(15)	43%	(31)	72
2020 Vote: Didn't Vote	3%	(14)	17%	(70)	32%	(131)	48%	(199)	413
2018 House Vote: Democrat	13%	(100)	27%	(213)	31%	(243)	29%	(228)	784
2018 House Vote: Republican	11%	(61)	33%	(184)	31%	(173)	26%	(144)	562
2018 House Vote: Someone else	12%	(7)	24%	(14)	28%	(16)	36%	(21)	58
2016 Vote: Hillary Clinton	12%	(90)	26%	(193)	32%	(231)	30%	(219)	734
2016 Vote: Donald Trump	11%	(74)	31%	(203)	32%	(214)	25%	(167)	659
2016 Vote: Other	11%	(11)	31%	(31)	24%	(23)	34%	(33)	98
2016 Vote: Didn't Vote	5%	(36)	19%	(132)	31%	(217)	45%	(320)	705

Continued on next page

Table MCSP3_7: How familiar are you with the following kinds of investments?

Commodities

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	10%	(213)	25%	(561)	31%	(687)	34%	(739)	2200
Voted in 2014: Yes	13%	(159)	30%	(379)	31%	(387)	27%	(340)	1265
Voted in 2014: No	6%	(54)	19%	(182)	32%	(300)	43%	(399)	935
4-Region: Northeast	12%	(48)	25%	(97)	31%	(120)	32%	(128)	394
4-Region: Midwest	6%	(26)	26%	(122)	35%	(161)	33%	(154)	462
4-Region: South	9%	(75)	24%	(201)	32%	(261)	35%	(287)	824
4-Region: West	12%	(64)	27%	(141)	28%	(145)	33%	(170)	520
Sports Fans	12%	(185)	30%	(455)	30%	(447)	27%	(405)	1492
Avid Sports Fans	24%	(106)	35%	(156)	22%	(96)	19%	(85)	443
Casual Sports Fans	8%	(79)	29%	(299)	33%	(351)	31%	(320)	1049
NFL Fans	12%	(185)	28%	(416)	31%	(466)	28%	(412)	1479
NBA Fans	15%	(162)	31%	(338)	31%	(338)	24%	(265)	1103
WNBA Fans	21%	(123)	35%	(204)	28%	(161)	16%	(93)	581
MLB Fans	13%	(160)	31%	(377)	30%	(359)	26%	(310)	1206
NHL Fans	16%	(147)	33%	(300)	31%	(287)	20%	(186)	920
MLS Fans	21%	(126)	37%	(225)	26%	(158)	17%	(105)	613
Formula 1 Fans	23%	(139)	35%	(213)	26%	(155)	16%	(95)	602
IndyCar Fans	20%	(129)	32%	(204)	28%	(180)	19%	(123)	636
NASCAR Fans	16%	(143)	30%	(269)	30%	(265)	24%	(213)	890
PGA Tour Fans	20%	(128)	37%	(242)	28%	(180)	15%	(100)	651
LPGA Tour Fans	24%	(112)	38%	(173)	24%	(111)	13%	(61)	457
UFC Fans	17%	(137)	32%	(259)	27%	(218)	24%	(198)	812
College Football Fans	14%	(172)	31%	(373)	30%	(361)	25%	(295)	1202
College Basketball Fans	17%	(160)	32%	(313)	30%	(285)	22%	(208)	965
Boxing Fans	15%	(138)	32%	(291)	29%	(260)	24%	(219)	909
ATP Tour Fans	28%	(103)	38%	(142)	24%	(89)	10%	(39)	374
WTA Tour Fans	28%	(109)	39%	(150)	21%	(80)	12%	(45)	384
Esports Fans	21%	(130)	33%	(202)	23%	(143)	22%	(134)	608
Sports Bettors	24%	(129)	40%	(217)	24%	(130)	12%	(65)	541
Currently Owns or Holds Crypto	24%	(114)	38%	(181)	19%	(93)	19%	(90)	479
Interested in Crypto	18%	(149)	36%	(303)	24%	(203)	22%	(187)	841

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Table MCSP3_7: How familiar are you with the following kinds of investments?
Commodities

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not familiar at all		Total N
Adults	10%	(213)	25%	(561)	31%	(687)	34%	(739)	2200
Interested in Stocks	15%	(185)	34%	(416)	29%	(352)	21%	(255)	1208
Casual Investor	8%	(44)	33%	(177)	36%	(196)	23%	(124)	540
Curious Investor	12%	(70)	31%	(178)	28%	(158)	28%	(160)	567
Active Investor	31%	(81)	41%	(109)	18%	(48)	9%	(25)	262

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

Table MCSP4: Several of the following questions will refer to 'cryptocurrency.' Cryptocurrency is a digital currency, such as Bitcoin, Ethereum, Litecoin and Peercoin, in which transactions are verified and records maintained by a decentralized system using cryptography. Do you currently own or hold any cryptocurrency? This includes investing in cryptocurrency as an asset or storing cryptocurrency in a wallet to use as a form of payment.

Demographic	Yes		No		Total N
Adults	22%	(479)	78%	(1721)	2200
Gender: Male	34%	(358)	66%	(704)	1062
Gender: Female	11%	(121)	89%	(1018)	1138
Age: 18-34	36%	(233)	64%	(422)	655
Age: 35-44	35%	(127)	65%	(231)	358
Age: 45-64	13%	(96)	87%	(655)	751
Age: 65+	5%	(23)	95%	(413)	436
GenZers: 1997-2012	24%	(48)	76%	(152)	199
Millennials: 1981-1996	39%	(277)	61%	(425)	702
GenXers: 1965-1980	19%	(105)	81%	(437)	542
Baby Boomers: 1946-1964	7%	(46)	93%	(650)	696
PID: Dem (no lean)	25%	(229)	75%	(672)	901
PID: Ind (no lean)	19%	(128)	81%	(557)	685
PID: Rep (no lean)	20%	(121)	80%	(492)	614
PID/Gender: Dem Men	40%	(175)	60%	(258)	433
PID/Gender: Dem Women	11%	(54)	89%	(414)	468
PID/Gender: Ind Men	27%	(90)	73%	(248)	338
PID/Gender: Ind Women	11%	(38)	89%	(309)	347
PID/Gender: Rep Men	32%	(93)	68%	(198)	290
PID/Gender: Rep Women	9%	(29)	91%	(295)	323
Ideo: Liberal (1-3)	29%	(207)	71%	(507)	714
Ideo: Moderate (4)	20%	(123)	80%	(505)	628
Ideo: Conservative (5-7)	20%	(132)	80%	(540)	672
Educ: < College	18%	(267)	82%	(1245)	1512
Educ: Bachelors degree	29%	(129)	71%	(315)	444
Educ: Post-grad	34%	(83)	66%	(161)	244
Income: Under 50k	17%	(204)	83%	(1020)	1224
Income: 50k-100k	24%	(154)	76%	(494)	648
Income: 100k+	37%	(121)	63%	(207)	328
Ethnicity: White	21%	(363)	79%	(1359)	1722
Ethnicity: Hispanic	31%	(110)	69%	(240)	349

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Table MCSP4: Several of the following questions will refer to 'cryptocurrency.' Cryptocurrency is a digital currency, such as Bitcoin, Ethereum, Litecoin and Peercoin, in which transactions are verified and records maintained by a decentralized system using cryptography. Do you currently own or hold any cryptocurrency? This includes investing in cryptocurrency as an asset or storing cryptocurrency in a wallet to use as a form of payment.

Demographic	Yes		No		Total N
Adults	22%	(479)	78%	(1721)	2200
Ethnicity: Black	22%	(60)	78%	(214)	274
Ethnicity: Other	27%	(56)	73%	(148)	204
All Christian	22%	(203)	78%	(730)	934
All Non-Christian	50%	(63)	50%	(64)	127
Atheist	21%	(21)	79%	(81)	101
Agnostic/Nothing in particular	18%	(113)	82%	(501)	614
Something Else	19%	(79)	81%	(345)	424
Religious Non-Protestant/Catholic	43%	(64)	57%	(84)	148
Evangelical	25%	(146)	75%	(436)	583
Non-Evangelical	16%	(118)	84%	(607)	725
Community: Urban	34%	(225)	66%	(442)	666
Community: Suburban	17%	(172)	83%	(824)	996
Community: Rural	15%	(82)	85%	(456)	538
Employ: Private Sector	33%	(225)	67%	(453)	678
Employ: Government	48%	(51)	52%	(55)	106
Employ: Self-Employed	39%	(87)	61%	(136)	223
Employ: Homemaker	9%	(13)	91%	(128)	140
Employ: Student	16%	(9)	84%	(46)	55
Employ: Retired	5%	(25)	95%	(479)	505
Employ: Unemployed	17%	(52)	83%	(250)	303
Employ: Other	9%	(16)	91%	(174)	190
Military HH: Yes	18%	(57)	82%	(256)	313
Military HH: No	22%	(422)	78%	(1466)	1887
RD/WT: Right Direction	28%	(253)	72%	(666)	919
RD/WT: Wrong Track	18%	(225)	82%	(1056)	1281
Biden Job Approve	26%	(293)	74%	(837)	1130
Biden Job Disapprove	17%	(169)	83%	(798)	968

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Table MCSP4: Several of the following questions will refer to 'cryptocurrency.' Cryptocurrency is a digital currency, such as Bitcoin, Ethereum, Litecoin and Peercoin, in which transactions are verified and records maintained by a decentralized system using cryptography. Do you currently own or hold any cryptocurrency? This includes investing in cryptocurrency as an asset or storing cryptocurrency in a wallet to use as a form of payment.

Demographic	Yes		No		Total N
Adults	22%	(479)	78%	(1721)	2200
Biden Job Strongly Approve	27%	(154)	73%	(419)	573
Biden Job Somewhat Approve	25%	(139)	75%	(418)	557
Biden Job Somewhat Disapprove	17%	(48)	83%	(239)	287
Biden Job Strongly Disapprove	18%	(121)	82%	(559)	680
Favorable of Biden	24%	(271)	76%	(842)	1113
Unfavorable of Biden	19%	(185)	81%	(799)	984
Very Favorable of Biden	24%	(142)	76%	(458)	600
Somewhat Favorable of Biden	25%	(129)	75%	(385)	514
Somewhat Unfavorable of Biden	23%	(62)	77%	(211)	273
Very Unfavorable of Biden	17%	(123)	83%	(588)	711
#1 Issue: Economy	26%	(190)	74%	(552)	741
#1 Issue: Security	18%	(76)	82%	(338)	414
#1 Issue: Health Care	24%	(71)	76%	(224)	296
#1 Issue: Medicare / Social Security	11%	(28)	89%	(238)	266
#1 Issue: Women's Issues	18%	(24)	82%	(114)	139
#1 Issue: Education	39%	(34)	61%	(53)	87
#1 Issue: Energy	32%	(46)	68%	(99)	146
#1 Issue: Other	9%	(9)	91%	(102)	111
2020 Vote: Joe Biden	24%	(249)	76%	(773)	1023
2020 Vote: Donald Trump	22%	(152)	78%	(535)	687
2020 Vote: Other	17%	(12)	83%	(60)	72
2020 Vote: Didn't Vote	16%	(65)	84%	(348)	413
2018 House Vote: Democrat	25%	(197)	75%	(587)	784
2018 House Vote: Republican	20%	(111)	80%	(451)	562
2018 House Vote: Someone else	15%	(9)	85%	(49)	58
2016 Vote: Hillary Clinton	24%	(176)	76%	(558)	734
2016 Vote: Donald Trump	22%	(143)	78%	(516)	659
2016 Vote: Other	18%	(18)	82%	(80)	98
2016 Vote: Didn't Vote	20%	(140)	80%	(565)	705

Continued on next page

Table MCSP4: Several of the following questions will refer to 'cryptocurrency.' Cryptocurrency is a digital currency, such as Bitcoin, Ethereum, Litecoin and Peercoin, in which transactions are verified and records maintained by a decentralized system using cryptography. Do you currently own or hold any cryptocurrency? This includes investing in cryptocurrency as an asset or storing cryptocurrency in a wallet to use as a form of payment.

Demographic	Yes		No		Total N
Adults	22%	(479)	78%	(1721)	2200
Voted in 2014: Yes	23%	(286)	77%	(980)	1265
Voted in 2014: No	21%	(193)	79%	(742)	935
4-Region: Northeast	27%	(107)	73%	(287)	394
4-Region: Midwest	17%	(77)	83%	(385)	462
4-Region: South	21%	(176)	79%	(648)	824
4-Region: West	23%	(119)	77%	(401)	520
Sports Fans	27%	(400)	73%	(1092)	1492
Avid Sports Fans	41%	(183)	59%	(261)	443
Casual Sports Fans	21%	(217)	79%	(831)	1049
NFL Fans	26%	(385)	74%	(1094)	1479
NBA Fans	32%	(348)	68%	(755)	1103
WNBA Fans	39%	(227)	61%	(354)	581
MLB Fans	28%	(342)	72%	(863)	1206
NHL Fans	32%	(293)	68%	(627)	920
MLS Fans	42%	(256)	58%	(357)	613
Formula 1 Fans	43%	(256)	57%	(346)	602
IndyCar Fans	36%	(230)	64%	(405)	636
NASCAR Fans	31%	(276)	69%	(614)	890
PGA Tour Fans	37%	(244)	63%	(407)	651
LPGA Tour Fans	44%	(201)	56%	(256)	457
UFC Fans	38%	(313)	62%	(500)	812
College Football Fans	29%	(350)	71%	(852)	1202
College Basketball Fans	32%	(313)	68%	(652)	965
Boxing Fans	34%	(312)	66%	(597)	909
ATP Tour Fans	49%	(182)	51%	(192)	374
WTA Tour Fans	49%	(190)	51%	(195)	384
Esports Fans	48%	(291)	52%	(318)	608
Sports Bettors	48%	(259)	52%	(282)	541
Currently Owns or Holds Crypto	100%	(479)	—	(0)	479
Interested in Crypto	49%	(416)	51%	(426)	841

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Table MCSP4: Several of the following questions will refer to 'cryptocurrency.' Cryptocurrency is a digital currency, such as Bitcoin, Ethereum, Litecoin and Peercoin, in which transactions are verified and records maintained by a decentralized system using cryptography. Do you currently own or hold any cryptocurrency? This includes investing in cryptocurrency as an asset or storing cryptocurrency in a wallet to use as a form of payment.

Demographic	Yes		No		Total N
Adults	22%	(479)	78%	(1721)	2200
Interested in Stocks	33%	(394)	67%	(814)	1208
Casual Investor	27%	(144)	73%	(396)	540
Curious Investor	31%	(178)	69%	(390)	567
Active Investor	51%	(134)	49%	(129)	262

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

Table MCSP5_1: How likely is it you will do each of the following within the next 6 months?

Invest in or trade stocks

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	16%	(359)	25%	(543)	20%	(435)	39%	(863)	2200
Gender: Male	24%	(260)	28%	(300)	18%	(190)	29%	(312)	1062
Gender: Female	9%	(100)	21%	(243)	21%	(244)	48%	(552)	1138
Age: 18-34	20%	(128)	32%	(208)	20%	(133)	28%	(186)	655
Age: 35-44	22%	(79)	29%	(102)	17%	(61)	32%	(115)	358
Age: 45-64	13%	(98)	21%	(154)	21%	(154)	46%	(344)	751
Age: 65+	12%	(54)	18%	(78)	20%	(86)	50%	(218)	436
GenZers: 1997-2012	14%	(27)	27%	(54)	22%	(45)	37%	(73)	199
Millennials: 1981-1996	23%	(160)	32%	(226)	18%	(123)	27%	(192)	702
GenXers: 1965-1980	13%	(73)	24%	(130)	20%	(111)	42%	(229)	542
Baby Boomers: 1946-1964	13%	(94)	18%	(123)	21%	(144)	48%	(336)	696
PID: Dem (no lean)	18%	(163)	24%	(215)	19%	(168)	39%	(355)	901
PID: Ind (no lean)	15%	(102)	25%	(170)	20%	(139)	40%	(274)	685
PID: Rep (no lean)	15%	(94)	26%	(158)	21%	(129)	38%	(234)	614
PID/Gender: Dem Men	30%	(129)	27%	(117)	16%	(71)	27%	(117)	433
PID/Gender: Dem Women	7%	(35)	21%	(98)	21%	(97)	51%	(239)	468
PID/Gender: Ind Men	20%	(69)	30%	(101)	17%	(57)	33%	(112)	338
PID/Gender: Ind Women	10%	(33)	20%	(70)	23%	(81)	47%	(163)	347
PID/Gender: Rep Men	22%	(63)	28%	(82)	21%	(62)	29%	(83)	290
PID/Gender: Rep Women	10%	(31)	23%	(75)	20%	(66)	47%	(150)	323
Ideo: Liberal (1-3)	20%	(139)	26%	(182)	18%	(128)	37%	(264)	714
Ideo: Moderate (4)	14%	(90)	26%	(166)	21%	(131)	38%	(241)	628
Ideo: Conservative (5-7)	17%	(117)	26%	(175)	20%	(136)	36%	(244)	672
Educ: < College	11%	(159)	22%	(336)	21%	(321)	46%	(696)	1512
Educ: Bachelors degree	27%	(118)	29%	(130)	18%	(80)	26%	(116)	444
Educ: Post-grad	33%	(82)	31%	(76)	14%	(34)	21%	(52)	244
Income: Under 50k	9%	(110)	20%	(248)	21%	(255)	50%	(611)	1224
Income: 50k-100k	22%	(143)	28%	(183)	20%	(128)	30%	(193)	648
Income: 100k+	32%	(106)	34%	(111)	16%	(51)	18%	(59)	328
Ethnicity: White	16%	(275)	24%	(416)	19%	(331)	41%	(699)	1722
Ethnicity: Hispanic	16%	(57)	28%	(99)	22%	(75)	34%	(117)	349
Ethnicity: Black	17%	(46)	29%	(80)	17%	(48)	37%	(101)	274

Continued on next page

Table MCSP5_1: How likely is it you will do each of the following within the next 6 months?

Invest in or trade stocks

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	16%	(359)	25%	(543)	20%	(435)	39%	(863)	2200
Ethnicity: Other	19%	(38)	23%	(47)	27%	(56)	31%	(63)	204
All Christian	18%	(165)	26%	(246)	18%	(168)	38%	(355)	934
All Non-Christian	36%	(45)	31%	(39)	12%	(15)	22%	(27)	127
Atheist	13%	(13)	21%	(21)	22%	(22)	44%	(45)	101
Agnostic/Nothing in particular	14%	(86)	23%	(140)	23%	(142)	40%	(245)	614
Something Else	12%	(49)	23%	(95)	21%	(88)	45%	(191)	424
Religious Non-Protestant/Catholic	32%	(47)	31%	(46)	14%	(20)	24%	(35)	148
Evangelical	17%	(101)	24%	(140)	18%	(105)	40%	(236)	583
Non-Evangelical	14%	(103)	25%	(185)	20%	(142)	41%	(295)	725
Community: Urban	19%	(129)	28%	(188)	19%	(124)	34%	(225)	666
Community: Suburban	17%	(165)	25%	(247)	21%	(210)	38%	(374)	996
Community: Rural	12%	(65)	20%	(107)	19%	(101)	49%	(264)	538
Employ: Private Sector	24%	(161)	29%	(196)	18%	(125)	29%	(195)	678
Employ: Government	28%	(30)	35%	(37)	14%	(15)	23%	(24)	106
Employ: Self-Employed	24%	(54)	32%	(72)	17%	(39)	26%	(57)	223
Employ: Homemaker	9%	(12)	22%	(31)	20%	(28)	49%	(69)	140
Employ: Student	6%	(3)	24%	(13)	19%	(10)	51%	(28)	55
Employ: Retired	11%	(54)	18%	(92)	19%	(98)	52%	(260)	505
Employ: Unemployed	10%	(31)	22%	(65)	25%	(76)	43%	(130)	303
Employ: Other	7%	(13)	19%	(36)	22%	(42)	52%	(99)	190
Military HH: Yes	19%	(59)	24%	(75)	21%	(66)	36%	(113)	313
Military HH: No	16%	(300)	25%	(468)	20%	(369)	40%	(750)	1887
RD/WT: Right Direction	20%	(187)	27%	(248)	17%	(157)	36%	(327)	919
RD/WT: Wrong Track	13%	(173)	23%	(294)	22%	(277)	42%	(537)	1281
Biden Job Approve	19%	(218)	26%	(299)	18%	(207)	36%	(405)	1130
Biden Job Disapprove	14%	(131)	23%	(227)	21%	(202)	42%	(407)	968
Biden Job Strongly Approve	23%	(133)	24%	(138)	14%	(82)	38%	(220)	573
Biden Job Somewhat Approve	15%	(85)	29%	(161)	22%	(125)	33%	(186)	557
Biden Job Somewhat Disapprove	14%	(40)	25%	(71)	22%	(63)	39%	(113)	287
Biden Job Strongly Disapprove	13%	(91)	23%	(156)	21%	(139)	43%	(294)	680

Continued on next page

Table MCSP5_1: How likely is it you will do each of the following within the next 6 months?

Invest in or trade stocks

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	16%	(359)	25%	(543)	20%	(435)	39%	(863)	2200
Favorable of Biden	18%	(204)	26%	(293)	19%	(210)	37%	(407)	1113
Unfavorable of Biden	15%	(149)	24%	(232)	22%	(212)	40%	(391)	984
Very Favorable of Biden	22%	(129)	23%	(136)	16%	(98)	39%	(236)	600
Somewhat Favorable of Biden	14%	(74)	30%	(156)	22%	(112)	33%	(171)	514
Somewhat Unfavorable of Biden	16%	(45)	26%	(70)	24%	(65)	34%	(94)	273
Very Unfavorable of Biden	15%	(104)	23%	(162)	21%	(148)	42%	(298)	711
#1 Issue: Economy	19%	(140)	29%	(213)	22%	(166)	30%	(223)	741
#1 Issue: Security	13%	(52)	23%	(96)	23%	(94)	42%	(172)	414
#1 Issue: Health Care	17%	(51)	26%	(78)	14%	(43)	42%	(124)	296
#1 Issue: Medicare / Social Security	11%	(28)	17%	(46)	18%	(48)	54%	(144)	266
#1 Issue: Women's Issues	16%	(22)	26%	(36)	20%	(27)	39%	(54)	139
#1 Issue: Education	17%	(15)	25%	(22)	19%	(17)	39%	(34)	87
#1 Issue: Energy	25%	(37)	23%	(33)	19%	(28)	33%	(48)	146
#1 Issue: Other	13%	(15)	17%	(19)	11%	(12)	59%	(65)	111
2020 Vote: Joe Biden	19%	(194)	26%	(265)	18%	(188)	37%	(376)	1023
2020 Vote: Donald Trump	16%	(111)	27%	(187)	20%	(137)	37%	(252)	687
2020 Vote: Other	13%	(9)	19%	(13)	29%	(21)	40%	(29)	72
2020 Vote: Didn't Vote	11%	(44)	18%	(76)	21%	(89)	49%	(204)	413
2018 House Vote: Democrat	20%	(160)	26%	(203)	18%	(138)	36%	(284)	784
2018 House Vote: Republican	18%	(99)	27%	(151)	20%	(115)	35%	(198)	562
2018 House Vote: Someone else	18%	(10)	15%	(9)	21%	(12)	46%	(27)	58
2016 Vote: Hillary Clinton	19%	(137)	25%	(185)	19%	(143)	37%	(269)	734
2016 Vote: Donald Trump	18%	(117)	27%	(177)	19%	(124)	37%	(241)	659
2016 Vote: Other	18%	(18)	21%	(21)	20%	(19)	41%	(40)	98
2016 Vote: Didn't Vote	12%	(85)	23%	(161)	21%	(148)	44%	(312)	705
Voted in 2014: Yes	19%	(240)	26%	(328)	19%	(237)	36%	(460)	1265
Voted in 2014: No	13%	(119)	23%	(214)	21%	(197)	43%	(404)	935
4-Region: Northeast	17%	(66)	29%	(114)	17%	(65)	38%	(148)	394
4-Region: Midwest	16%	(73)	22%	(101)	21%	(96)	42%	(192)	462
4-Region: South	15%	(127)	25%	(207)	19%	(160)	40%	(330)	824
4-Region: West	18%	(93)	23%	(120)	22%	(113)	37%	(193)	520

Continued on next page

Table MCSP5_1: How likely is it you will do each of the following within the next 6 months?

Invest in or trade stocks

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	16%	(359)	25%	(543)	20%	(435)	39%	(863)	2200
Sports Fans	20%	(300)	28%	(419)	20%	(297)	32%	(476)	1492
Avid Sports Fans	34%	(150)	30%	(131)	15%	(69)	21%	(94)	443
Casual Sports Fans	14%	(150)	28%	(288)	22%	(229)	36%	(381)	1049
NFL Fans	20%	(289)	28%	(409)	20%	(296)	33%	(485)	1479
NBA Fans	23%	(249)	30%	(335)	20%	(224)	27%	(294)	1103
WNBA Fans	28%	(165)	34%	(198)	18%	(103)	20%	(115)	581
MLB Fans	21%	(257)	28%	(343)	19%	(226)	31%	(380)	1206
NHL Fans	24%	(219)	30%	(278)	20%	(184)	26%	(238)	920
MLS Fans	27%	(163)	34%	(208)	19%	(118)	20%	(125)	613
Formula 1 Fans	27%	(165)	31%	(189)	19%	(115)	22%	(133)	602
IndyCar Fans	24%	(155)	30%	(190)	19%	(124)	26%	(167)	636
NASCAR Fans	22%	(197)	29%	(257)	19%	(171)	30%	(265)	890
PGA Tour Fans	28%	(180)	31%	(204)	17%	(113)	24%	(155)	651
LPGA Tour Fans	31%	(143)	34%	(157)	17%	(76)	18%	(82)	457
UFC Fans	25%	(203)	34%	(276)	19%	(152)	22%	(181)	812
College Football Fans	21%	(252)	29%	(350)	21%	(246)	29%	(353)	1202
College Basketball Fans	24%	(232)	31%	(298)	20%	(195)	25%	(240)	965
Boxing Fans	24%	(216)	30%	(276)	20%	(183)	26%	(234)	909
ATP Tour Fans	34%	(126)	37%	(139)	16%	(61)	13%	(48)	374
WTA Tour Fans	33%	(126)	35%	(135)	16%	(61)	16%	(62)	384
Esports Fans	30%	(180)	34%	(205)	18%	(108)	19%	(115)	608
Sports Bettors	33%	(180)	37%	(200)	18%	(97)	12%	(64)	541
Currently Owns or Holds Crypto	37%	(177)	41%	(195)	11%	(53)	11%	(54)	479
Interested in Crypto	28%	(235)	40%	(339)	19%	(161)	13%	(106)	841
Interested in Stocks	28%	(333)	40%	(481)	21%	(250)	12%	(143)	1208
Casual Investor	16%	(88)	37%	(202)	23%	(127)	23%	(122)	540
Curious Investor	19%	(108)	38%	(218)	24%	(136)	18%	(105)	567
Active Investor	57%	(150)	30%	(80)	7%	(18)	6%	(15)	262

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

Table MCSP5_2: How likely is it you will do each of the following within the next 6 months?

Invest in mutual funds

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	12%	(263)	20%	(442)	23%	(512)	45%	(983)	2200
Gender: Male	18%	(194)	24%	(256)	24%	(253)	34%	(359)	1062
Gender: Female	6%	(69)	16%	(186)	23%	(259)	55%	(625)	1138
Age: 18-34	13%	(82)	23%	(153)	28%	(182)	36%	(238)	655
Age: 35-44	19%	(68)	21%	(76)	21%	(75)	39%	(138)	358
Age: 45-64	10%	(73)	17%	(127)	24%	(178)	50%	(374)	751
Age: 65+	9%	(41)	19%	(85)	18%	(77)	54%	(234)	436
GenZers: 1997-2012	5%	(11)	17%	(34)	35%	(70)	42%	(84)	199
Millennials: 1981-1996	17%	(121)	25%	(173)	23%	(159)	35%	(249)	702
GenXers: 1965-1980	11%	(57)	20%	(107)	24%	(129)	46%	(248)	542
Baby Boomers: 1946-1964	10%	(70)	16%	(114)	21%	(146)	53%	(365)	696
PID: Dem (no lean)	14%	(122)	21%	(191)	21%	(188)	44%	(400)	901
PID: Ind (no lean)	10%	(70)	19%	(128)	26%	(176)	46%	(312)	685
PID: Rep (no lean)	12%	(72)	20%	(123)	24%	(148)	44%	(271)	614
PID/Gender: Dem Men	23%	(98)	25%	(110)	22%	(96)	30%	(129)	433
PID/Gender: Dem Women	5%	(24)	17%	(81)	20%	(92)	58%	(271)	468
PID/Gender: Ind Men	15%	(49)	23%	(78)	24%	(82)	38%	(128)	338
PID/Gender: Ind Women	6%	(21)	14%	(49)	27%	(93)	53%	(184)	347
PID/Gender: Rep Men	16%	(47)	23%	(68)	26%	(74)	35%	(101)	290
PID/Gender: Rep Women	8%	(24)	17%	(55)	23%	(74)	53%	(170)	323
Ideo: Liberal (1-3)	15%	(110)	21%	(149)	20%	(145)	43%	(310)	714
Ideo: Moderate (4)	11%	(70)	19%	(122)	25%	(160)	44%	(276)	628
Ideo: Conservative (5-7)	11%	(74)	24%	(159)	26%	(173)	40%	(266)	672
Educ: < College	6%	(96)	16%	(247)	25%	(381)	52%	(789)	1512
Educ: Bachelors degree	21%	(95)	25%	(111)	21%	(93)	32%	(144)	444
Educ: Post-grad	30%	(72)	34%	(84)	15%	(38)	21%	(50)	244
Income: Under 50k	5%	(56)	15%	(189)	25%	(303)	55%	(677)	1224
Income: 50k-100k	19%	(121)	23%	(148)	22%	(142)	37%	(237)	648
Income: 100k+	27%	(87)	32%	(104)	20%	(67)	21%	(70)	328
Ethnicity: White	13%	(217)	19%	(334)	23%	(388)	45%	(783)	1722
Ethnicity: Hispanic	14%	(49)	20%	(68)	24%	(86)	42%	(146)	349
Ethnicity: Black	7%	(20)	26%	(71)	28%	(76)	39%	(107)	274

Continued on next page

Table MCSP5_2: How likely is it you will do each of the following within the next 6 months?

Invest in mutual funds

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	12%	(263)	20%	(442)	23%	(512)	45%	(983)	2200
Ethnicity: Other	13%	(26)	18%	(36)	24%	(49)	46%	(93)	204
All Christian	15%	(137)	23%	(215)	21%	(197)	41%	(384)	934
All Non-Christian	27%	(34)	28%	(35)	23%	(29)	23%	(29)	127
Atheist	5%	(5)	18%	(18)	20%	(20)	57%	(57)	101
Agnostic/Nothing in particular	9%	(55)	17%	(106)	27%	(163)	47%	(290)	614
Something Else	8%	(32)	16%	(67)	24%	(102)	53%	(223)	424
Religious Non-Protestant/Catholic	25%	(38)	27%	(41)	22%	(33)	25%	(37)	148
Evangelical	14%	(84)	22%	(127)	19%	(112)	45%	(259)	583
Non-Evangelical	10%	(75)	20%	(146)	24%	(174)	46%	(330)	725
Community: Urban	16%	(107)	23%	(150)	21%	(140)	40%	(269)	666
Community: Suburban	11%	(111)	21%	(209)	25%	(253)	42%	(422)	996
Community: Rural	8%	(45)	15%	(82)	22%	(119)	54%	(293)	538
Employ: Private Sector	19%	(129)	25%	(169)	23%	(156)	33%	(225)	678
Employ: Government	20%	(21)	32%	(34)	23%	(24)	26%	(27)	106
Employ: Self-Employed	15%	(34)	27%	(61)	25%	(55)	33%	(73)	223
Employ: Homemaker	5%	(7)	11%	(16)	25%	(36)	58%	(82)	140
Employ: Student	7%	(4)	11%	(6)	24%	(13)	58%	(32)	55
Employ: Retired	9%	(45)	17%	(88)	18%	(92)	55%	(280)	505
Employ: Unemployed	5%	(16)	16%	(49)	30%	(90)	49%	(148)	303
Employ: Other	4%	(7)	10%	(20)	24%	(46)	62%	(117)	190
Military HH: Yes	12%	(37)	21%	(65)	24%	(76)	43%	(135)	313
Military HH: No	12%	(226)	20%	(376)	23%	(436)	45%	(848)	1887
RD/WT: Right Direction	17%	(157)	23%	(208)	20%	(184)	40%	(370)	919
RD/WT: Wrong Track	8%	(106)	18%	(233)	26%	(328)	48%	(614)	1281
Biden Job Approve	15%	(167)	23%	(265)	20%	(230)	41%	(468)	1130
Biden Job Disapprove	9%	(89)	17%	(165)	26%	(255)	47%	(458)	968
Biden Job Strongly Approve	20%	(114)	23%	(129)	15%	(85)	43%	(244)	573
Biden Job Somewhat Approve	9%	(52)	24%	(136)	26%	(145)	40%	(224)	557
Biden Job Somewhat Disapprove	10%	(29)	16%	(46)	31%	(89)	43%	(123)	287
Biden Job Strongly Disapprove	9%	(60)	18%	(120)	24%	(166)	49%	(335)	680

Continued on next page

Table MCSP5_2: How likely is it you will do each of the following within the next 6 months?

Invest in mutual funds

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	12%	(263)	20%	(442)	23%	(512)	45%	(983)	2200
Favorable of Biden	14%	(161)	23%	(259)	21%	(232)	41%	(461)	1113
Unfavorable of Biden	9%	(93)	18%	(178)	26%	(260)	46%	(453)	984
Very Favorable of Biden	18%	(109)	23%	(137)	17%	(100)	42%	(254)	600
Somewhat Favorable of Biden	10%	(52)	24%	(122)	26%	(132)	40%	(207)	514
Somewhat Unfavorable of Biden	10%	(29)	17%	(46)	32%	(89)	40%	(110)	273
Very Unfavorable of Biden	9%	(64)	18%	(131)	24%	(171)	48%	(344)	711
#1 Issue: Economy	15%	(113)	19%	(142)	27%	(197)	39%	(289)	741
#1 Issue: Security	9%	(37)	21%	(88)	25%	(105)	44%	(183)	414
#1 Issue: Health Care	11%	(32)	23%	(67)	21%	(62)	45%	(134)	296
#1 Issue: Medicare / Social Security	9%	(25)	14%	(38)	20%	(52)	57%	(151)	266
#1 Issue: Women's Issues	8%	(11)	20%	(28)	21%	(29)	50%	(70)	139
#1 Issue: Education	9%	(8)	27%	(23)	23%	(20)	42%	(36)	87
#1 Issue: Energy	19%	(27)	24%	(35)	20%	(29)	37%	(54)	146
#1 Issue: Other	8%	(9)	18%	(20)	15%	(17)	59%	(66)	111
2020 Vote: Joe Biden	15%	(152)	22%	(227)	21%	(211)	42%	(433)	1023
2020 Vote: Donald Trump	12%	(85)	22%	(149)	24%	(168)	42%	(285)	687
2020 Vote: Other	6%	(5)	21%	(15)	27%	(19)	46%	(33)	72
2020 Vote: Didn't Vote	5%	(21)	12%	(50)	27%	(112)	56%	(230)	413
2018 House Vote: Democrat	17%	(130)	23%	(177)	20%	(160)	41%	(318)	784
2018 House Vote: Republican	14%	(78)	23%	(130)	23%	(129)	40%	(225)	562
2018 House Vote: Someone else	8%	(5)	15%	(8)	19%	(11)	59%	(34)	58
2016 Vote: Hillary Clinton	15%	(112)	22%	(164)	21%	(151)	42%	(306)	734
2016 Vote: Donald Trump	15%	(98)	21%	(140)	23%	(149)	41%	(271)	659
2016 Vote: Other	8%	(8)	22%	(21)	21%	(20)	50%	(49)	98
2016 Vote: Didn't Vote	6%	(43)	16%	(115)	27%	(191)	50%	(356)	705
Voted in 2014: Yes	16%	(203)	23%	(286)	21%	(263)	41%	(514)	1265
Voted in 2014: No	6%	(60)	17%	(156)	27%	(249)	50%	(470)	935
4-Region: Northeast	15%	(61)	18%	(71)	23%	(92)	43%	(169)	394
4-Region: Midwest	10%	(45)	19%	(90)	23%	(107)	48%	(220)	462
4-Region: South	11%	(87)	21%	(170)	23%	(194)	45%	(374)	824
4-Region: West	13%	(70)	21%	(110)	23%	(120)	42%	(220)	520

Continued on next page

Table MCSP5_2: How likely is it you will do each of the following within the next 6 months?

Invest in mutual funds

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	12%	(263)	20%	(442)	23%	(512)	45%	(983)	2200
Sports Fans	15%	(225)	23%	(337)	25%	(376)	37%	(554)	1492
Avid Sports Fans	27%	(119)	27%	(118)	21%	(92)	26%	(114)	443
Casual Sports Fans	10%	(105)	21%	(219)	27%	(284)	42%	(440)	1049
NFL Fans	15%	(223)	22%	(324)	24%	(361)	39%	(572)	1479
NBA Fans	17%	(190)	25%	(278)	26%	(284)	32%	(351)	1103
WNBA Fans	24%	(139)	28%	(160)	26%	(151)	22%	(130)	581
MLB Fans	17%	(206)	22%	(270)	24%	(286)	37%	(443)	1206
NHL Fans	19%	(177)	25%	(226)	24%	(219)	32%	(298)	920
MLS Fans	24%	(146)	27%	(166)	25%	(154)	24%	(147)	613
Formula 1 Fans	23%	(140)	28%	(166)	24%	(142)	26%	(154)	602
IndyCar Fans	21%	(131)	27%	(171)	23%	(144)	30%	(190)	636
NASCAR Fans	18%	(159)	23%	(206)	24%	(218)	35%	(307)	890
PGA Tour Fans	23%	(153)	29%	(191)	22%	(145)	25%	(163)	651
LPGA Tour Fans	29%	(131)	31%	(140)	22%	(98)	19%	(87)	457
UFC Fans	18%	(147)	27%	(218)	27%	(218)	28%	(230)	812
College Football Fans	17%	(210)	25%	(304)	25%	(299)	32%	(389)	1202
College Basketball Fans	20%	(196)	27%	(264)	25%	(238)	28%	(268)	965
Boxing Fans	18%	(163)	25%	(230)	26%	(234)	31%	(281)	909
ATP Tour Fans	30%	(112)	34%	(128)	21%	(79)	15%	(55)	374
WTA Tour Fans	31%	(119)	34%	(132)	19%	(74)	15%	(59)	384
Esports Fans	22%	(137)	28%	(173)	25%	(153)	24%	(146)	608
Sports Bettors	28%	(154)	32%	(174)	24%	(130)	15%	(82)	541
Currently Owns or Holds Crypto	26%	(127)	31%	(147)	23%	(110)	20%	(96)	479
Interested in Crypto	20%	(168)	30%	(256)	28%	(236)	22%	(182)	841
Interested in Stocks	20%	(247)	31%	(378)	26%	(315)	22%	(268)	1208
Casual Investor	13%	(73)	28%	(154)	29%	(157)	29%	(156)	540
Curious Investor	14%	(82)	28%	(161)	28%	(159)	29%	(164)	567
Active Investor	37%	(98)	33%	(86)	17%	(45)	13%	(34)	262

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

Table MCSP5_3: How likely is it you will do each of the following within the next 6 months?
Invest in private equity (capital investments made into private companies, or those not listed on a public exchange)

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	7%	(147)	14%	(299)	26%	(577)	54%	(1177)	2200
Gender: Male	12%	(124)	18%	(191)	27%	(284)	44%	(463)	1062
Gender: Female	2%	(23)	10%	(108)	26%	(293)	63%	(714)	1138
Age: 18-34	9%	(61)	22%	(146)	27%	(175)	42%	(274)	655
Age: 35-44	16%	(58)	16%	(59)	24%	(86)	43%	(155)	358
Age: 45-64	3%	(26)	9%	(70)	29%	(216)	59%	(440)	751
Age: 65+	—	(2)	6%	(26)	23%	(100)	71%	(309)	436
GenZers: 1997-2012	4%	(7)	16%	(31)	32%	(63)	49%	(98)	199
Millennials: 1981-1996	14%	(96)	22%	(155)	24%	(170)	40%	(281)	702
GenXers: 1965-1980	6%	(33)	12%	(67)	29%	(155)	53%	(287)	542
Baby Boomers: 1946-1964	1%	(10)	6%	(43)	25%	(176)	67%	(466)	696
PID: Dem (no lean)	10%	(87)	15%	(131)	23%	(208)	53%	(474)	901
PID: Ind (no lean)	4%	(26)	12%	(81)	29%	(201)	55%	(377)	685
PID: Rep (no lean)	5%	(33)	14%	(87)	27%	(168)	53%	(326)	614
PID/Gender: Dem Men	18%	(78)	20%	(87)	23%	(99)	39%	(169)	433
PID/Gender: Dem Women	2%	(9)	9%	(44)	23%	(109)	65%	(305)	468
PID/Gender: Ind Men	6%	(21)	13%	(46)	29%	(99)	51%	(173)	338
PID/Gender: Ind Women	2%	(6)	10%	(36)	29%	(101)	59%	(204)	347
PID/Gender: Rep Men	9%	(25)	20%	(58)	29%	(86)	42%	(122)	290
PID/Gender: Rep Women	3%	(8)	9%	(29)	25%	(82)	63%	(204)	323
Ideo: Liberal (1-3)	9%	(67)	16%	(111)	23%	(161)	52%	(374)	714
Ideo: Moderate (4)	6%	(37)	12%	(75)	31%	(195)	51%	(321)	628
Ideo: Conservative (5-7)	6%	(40)	15%	(100)	29%	(194)	50%	(339)	672
Educ: < College	3%	(50)	12%	(180)	26%	(394)	59%	(889)	1512
Educ: Bachelors degree	13%	(58)	16%	(72)	27%	(118)	44%	(195)	444
Educ: Post-grad	16%	(39)	19%	(47)	27%	(65)	38%	(93)	244
Income: Under 50k	3%	(43)	11%	(134)	24%	(295)	62%	(753)	1224
Income: 50k-100k	7%	(47)	15%	(100)	28%	(180)	49%	(320)	648
Income: 100k+	17%	(57)	20%	(66)	31%	(102)	32%	(104)	328
Ethnicity: White	6%	(111)	13%	(221)	25%	(434)	56%	(956)	1722
Ethnicity: Hispanic	10%	(35)	22%	(76)	26%	(93)	42%	(146)	349
Ethnicity: Black	9%	(23)	16%	(44)	30%	(83)	45%	(124)	274

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Table MCSP5_3: How likely is it you will do each of the following within the next 6 months?
Invest in private equity (capital investments made into private companies, or those not listed on a public exchange)

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	7%	(147)	14%	(299)	26%	(577)	54%	(1177)	2200
Ethnicity: Other	6%	(12)	17%	(34)	29%	(60)	48%	(97)	204
All Christian	8%	(73)	15%	(137)	25%	(236)	52%	(487)	934
All Non-Christian	22%	(28)	24%	(30)	18%	(23)	37%	(46)	127
Atheist	2%	(2)	13%	(13)	20%	(20)	65%	(66)	101
Agnostic/Nothing in particular	5%	(29)	12%	(73)	27%	(163)	57%	(349)	614
Something Else	4%	(16)	11%	(46)	32%	(134)	54%	(228)	424
Religious Non-Protestant/Catholic	19%	(28)	22%	(32)	20%	(30)	39%	(58)	148
Evangelical	10%	(56)	15%	(88)	24%	(141)	51%	(298)	583
Non-Evangelical	4%	(28)	12%	(85)	30%	(218)	54%	(395)	725
Community: Urban	13%	(89)	17%	(115)	22%	(149)	47%	(313)	666
Community: Suburban	4%	(42)	13%	(126)	30%	(294)	54%	(533)	996
Community: Rural	3%	(16)	11%	(58)	25%	(133)	61%	(331)	538
Employ: Private Sector	12%	(81)	20%	(135)	29%	(195)	39%	(267)	678
Employ: Government	19%	(20)	24%	(26)	21%	(22)	36%	(38)	106
Employ: Self-Employed	10%	(22)	21%	(48)	31%	(70)	37%	(83)	223
Employ: Homemaker	1%	(2)	10%	(15)	23%	(33)	65%	(91)	140
Employ: Student	3%	(1)	9%	(5)	26%	(15)	62%	(34)	55
Employ: Retired	1%	(5)	5%	(25)	23%	(116)	71%	(358)	505
Employ: Unemployed	3%	(8)	11%	(34)	28%	(85)	58%	(176)	303
Employ: Other	4%	(7)	6%	(12)	22%	(42)	68%	(129)	190
Military HH: Yes	6%	(19)	11%	(34)	28%	(87)	55%	(173)	313
Military HH: No	7%	(128)	14%	(266)	26%	(490)	53%	(1004)	1887
RD/WT: Right Direction	12%	(109)	16%	(151)	24%	(218)	48%	(441)	919
RD/WT: Wrong Track	3%	(38)	12%	(148)	28%	(359)	57%	(736)	1281
Biden Job Approve	10%	(115)	15%	(174)	24%	(275)	50%	(565)	1130
Biden Job Disapprove	3%	(29)	11%	(110)	28%	(275)	57%	(553)	968
Biden Job Strongly Approve	16%	(90)	13%	(77)	20%	(117)	50%	(289)	573
Biden Job Somewhat Approve	4%	(25)	18%	(98)	28%	(158)	50%	(276)	557
Biden Job Somewhat Disapprove	3%	(8)	10%	(28)	33%	(95)	54%	(156)	287
Biden Job Strongly Disapprove	3%	(21)	12%	(82)	27%	(181)	58%	(397)	680

Continued on next page

Table MCSP5_3: How likely is it you will do each of the following within the next 6 months?
Invest in private equity (capital investments made into private companies, or those not listed on a public exchange)

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	7%	(147)	14%	(299)	26%	(577)	54%	(1177)	2200
Favorable of Biden	10%	(110)	16%	(175)	23%	(258)	51%	(571)	1113
Unfavorable of Biden	3%	(34)	12%	(115)	29%	(286)	56%	(549)	984
Very Favorable of Biden	13%	(77)	15%	(91)	20%	(121)	52%	(311)	600
Somewhat Favorable of Biden	6%	(33)	16%	(84)	27%	(136)	51%	(261)	514
Somewhat Unfavorable of Biden	2%	(6)	11%	(31)	37%	(101)	50%	(136)	273
Very Unfavorable of Biden	4%	(28)	12%	(84)	26%	(185)	58%	(414)	711
#1 Issue: Economy	8%	(56)	14%	(104)	32%	(237)	47%	(345)	741
#1 Issue: Security	4%	(18)	13%	(56)	26%	(107)	56%	(233)	414
#1 Issue: Health Care	7%	(20)	20%	(58)	21%	(63)	52%	(155)	296
#1 Issue: Medicare / Social Security	4%	(11)	6%	(17)	24%	(64)	66%	(174)	266
#1 Issue: Women's Issues	8%	(10)	12%	(17)	22%	(30)	58%	(81)	139
#1 Issue: Education	13%	(11)	14%	(12)	31%	(27)	43%	(37)	87
#1 Issue: Energy	14%	(21)	18%	(25)	22%	(31)	47%	(68)	146
#1 Issue: Other	—	(0)	10%	(11)	16%	(17)	75%	(83)	111
2020 Vote: Joe Biden	10%	(103)	14%	(143)	24%	(243)	52%	(534)	1023
2020 Vote: Donald Trump	5%	(34)	16%	(109)	28%	(195)	51%	(351)	687
2020 Vote: Other	4%	(3)	16%	(12)	29%	(21)	51%	(36)	72
2020 Vote: Didn't Vote	2%	(7)	9%	(36)	29%	(118)	61%	(252)	413
2018 House Vote: Democrat	11%	(88)	14%	(111)	23%	(180)	52%	(404)	784
2018 House Vote: Republican	6%	(31)	15%	(82)	29%	(161)	51%	(287)	562
2018 House Vote: Someone else	5%	(3)	14%	(8)	23%	(14)	57%	(33)	58
2016 Vote: Hillary Clinton	11%	(77)	14%	(105)	24%	(176)	51%	(375)	734
2016 Vote: Donald Trump	6%	(38)	15%	(102)	27%	(178)	52%	(341)	659
2016 Vote: Other	6%	(6)	10%	(9)	30%	(29)	55%	(54)	98
2016 Vote: Didn't Vote	3%	(24)	12%	(83)	27%	(194)	57%	(405)	705
Voted in 2014: Yes	9%	(113)	15%	(185)	26%	(323)	51%	(644)	1265
Voted in 2014: No	4%	(34)	12%	(115)	27%	(254)	57%	(533)	935
4-Region: Northeast	10%	(39)	13%	(50)	25%	(99)	52%	(206)	394
4-Region: Midwest	6%	(26)	12%	(56)	27%	(123)	56%	(257)	462
4-Region: South	5%	(43)	14%	(112)	27%	(222)	54%	(447)	824
4-Region: West	7%	(39)	16%	(81)	25%	(133)	52%	(268)	520

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Table MCSP5_3: How likely is it you will do each of the following within the next 6 months?
Invest in private equity (capital investments made into private companies, or those not listed on a public exchange)

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	7%	(147)	14%	(299)	26%	(577)	54%	(1177)	2200
Sports Fans	9%	(131)	17%	(248)	28%	(419)	47%	(694)	1492
Avid Sports Fans	20%	(90)	23%	(101)	25%	(112)	32%	(141)	443
Casual Sports Fans	4%	(41)	14%	(147)	29%	(308)	53%	(553)	1049
NFL Fans	9%	(132)	16%	(237)	29%	(424)	46%	(685)	1479
NBA Fans	12%	(132)	20%	(216)	30%	(330)	39%	(425)	1103
WNBA Fans	19%	(110)	23%	(133)	29%	(170)	29%	(167)	581
MLB Fans	11%	(128)	17%	(208)	28%	(341)	44%	(529)	1206
NHL Fans	13%	(122)	18%	(169)	29%	(262)	40%	(366)	920
MLS Fans	19%	(114)	24%	(148)	29%	(179)	28%	(172)	613
Formula 1 Fans	18%	(106)	25%	(150)	29%	(172)	29%	(174)	602
IndyCar Fans	16%	(100)	22%	(141)	28%	(177)	34%	(217)	636
NASCAR Fans	13%	(118)	19%	(167)	27%	(241)	41%	(364)	890
PGA Tour Fans	17%	(110)	23%	(150)	27%	(174)	33%	(217)	651
LPGA Tour Fans	23%	(103)	25%	(113)	26%	(120)	27%	(121)	457
UFC Fans	15%	(120)	22%	(180)	29%	(234)	34%	(279)	812
College Football Fans	11%	(132)	18%	(215)	30%	(365)	41%	(490)	1202
College Basketball Fans	13%	(130)	20%	(194)	31%	(298)	36%	(343)	965
Boxing Fans	14%	(123)	19%	(176)	29%	(260)	39%	(350)	909
ATP Tour Fans	26%	(97)	30%	(112)	23%	(84)	22%	(81)	374
WTA Tour Fans	26%	(98)	29%	(110)	23%	(89)	23%	(87)	384
Esports Fans	20%	(122)	25%	(154)	29%	(175)	26%	(157)	608
Sports Bettors	22%	(116)	30%	(163)	28%	(154)	20%	(108)	541
Currently Owns or Holds Crypto	21%	(103)	31%	(149)	24%	(113)	24%	(114)	479
Interested in Crypto	16%	(131)	26%	(215)	31%	(261)	28%	(235)	841
Interested in Stocks	11%	(135)	22%	(270)	32%	(391)	34%	(411)	1208
Casual Investor	6%	(31)	17%	(92)	33%	(180)	44%	(238)	540
Curious Investor	10%	(56)	21%	(119)	32%	(184)	37%	(209)	567
Active Investor	19%	(50)	28%	(72)	27%	(72)	26%	(68)	262

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

Table MCSP5_4: How likely is it you will do each of the following within the next 6 months?
Invest in or trade cryptocurrencies such as Bitcoin, Litecoin and Peercoin

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	13%	(294)	16%	(360)	20%	(435)	51%	(1111)	2200
Gender: Male	21%	(224)	21%	(222)	20%	(215)	38%	(400)	1062
Gender: Female	6%	(70)	12%	(138)	19%	(220)	62%	(711)	1138
Age: 18-34	23%	(149)	26%	(171)	20%	(131)	31%	(204)	655
Age: 35-44	23%	(83)	21%	(76)	21%	(76)	34%	(123)	358
Age: 45-64	8%	(57)	12%	(89)	23%	(172)	58%	(432)	751
Age: 65+	1%	(6)	5%	(23)	13%	(56)	80%	(351)	436
GenZers: 1997-2012	14%	(27)	22%	(45)	24%	(48)	40%	(80)	199
Millennials: 1981-1996	27%	(188)	25%	(179)	19%	(131)	29%	(204)	702
GenXers: 1965-1980	10%	(54)	16%	(88)	24%	(129)	50%	(272)	542
Baby Boomers: 1946-1964	4%	(26)	7%	(47)	17%	(117)	73%	(506)	696
PID: Dem (no lean)	16%	(147)	17%	(157)	17%	(153)	49%	(444)	901
PID: Ind (no lean)	10%	(70)	16%	(110)	24%	(163)	50%	(342)	685
PID: Rep (no lean)	13%	(77)	15%	(92)	19%	(119)	53%	(325)	614
PID/Gender: Dem Men	27%	(116)	22%	(97)	17%	(74)	34%	(147)	433
PID/Gender: Dem Women	7%	(32)	13%	(60)	17%	(79)	63%	(297)	468
PID/Gender: Ind Men	14%	(48)	19%	(65)	24%	(83)	42%	(142)	338
PID/Gender: Ind Women	6%	(22)	13%	(45)	23%	(80)	58%	(200)	347
PID/Gender: Rep Men	21%	(61)	21%	(60)	20%	(59)	38%	(111)	290
PID/Gender: Rep Women	5%	(16)	10%	(33)	19%	(60)	66%	(214)	323
Ideo: Liberal (1-3)	18%	(127)	18%	(131)	16%	(115)	48%	(341)	714
Ideo: Moderate (4)	12%	(75)	17%	(105)	24%	(150)	48%	(299)	628
Ideo: Conservative (5-7)	13%	(85)	15%	(102)	20%	(132)	52%	(353)	672
Educ: < College	11%	(162)	15%	(230)	21%	(315)	53%	(805)	1512
Educ: Bachelors degree	17%	(75)	20%	(91)	19%	(82)	44%	(196)	444
Educ: Post-grad	23%	(57)	16%	(39)	15%	(38)	45%	(110)	244
Income: Under 50k	10%	(120)	16%	(200)	19%	(239)	54%	(665)	1224
Income: 50k-100k	14%	(90)	15%	(97)	20%	(129)	51%	(333)	648
Income: 100k+	26%	(85)	19%	(63)	21%	(68)	34%	(113)	328
Ethnicity: White	12%	(211)	15%	(264)	18%	(314)	54%	(933)	1722
Ethnicity: Hispanic	19%	(67)	23%	(80)	27%	(95)	31%	(107)	349
Ethnicity: Black	18%	(49)	19%	(53)	22%	(60)	41%	(112)	274

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Table MCSP5_4: How likely is it you will do each of the following within the next 6 months?
Invest in or trade cryptocurrencies such as Bitcoin, Litecoin and Peercoin

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	13%	(294)	16%	(360)	20%	(435)	51%	(1111)	2200
Ethnicity: Other	17%	(34)	21%	(42)	30%	(61)	33%	(67)	204
All Christian	12%	(115)	16%	(146)	18%	(170)	54%	(503)	934
All Non-Christian	32%	(41)	19%	(25)	13%	(17)	35%	(44)	127
Atheist	7%	(7)	20%	(20)	17%	(17)	56%	(57)	101
Agnostic/Nothing in particular	13%	(79)	16%	(98)	22%	(136)	49%	(301)	614
Something Else	12%	(52)	16%	(70)	23%	(96)	49%	(206)	424
Religious Non-Protestant/Catholic	28%	(41)	20%	(29)	13%	(20)	39%	(59)	148
Evangelical	16%	(91)	18%	(103)	17%	(100)	49%	(288)	583
Non-Evangelical	9%	(66)	14%	(104)	22%	(158)	55%	(397)	725
Community: Urban	22%	(146)	21%	(137)	18%	(122)	39%	(260)	666
Community: Suburban	10%	(101)	15%	(151)	21%	(208)	54%	(535)	996
Community: Rural	9%	(47)	13%	(71)	19%	(105)	59%	(316)	538
Employ: Private Sector	22%	(150)	20%	(138)	20%	(133)	38%	(257)	678
Employ: Government	28%	(29)	28%	(30)	16%	(17)	28%	(30)	106
Employ: Self-Employed	24%	(54)	21%	(46)	24%	(52)	32%	(70)	223
Employ: Homemaker	3%	(4)	12%	(17)	26%	(37)	59%	(82)	140
Employ: Student	4%	(2)	26%	(14)	19%	(10)	52%	(29)	55
Employ: Retired	2%	(12)	5%	(25)	14%	(72)	78%	(395)	505
Employ: Unemployed	9%	(27)	19%	(58)	26%	(80)	46%	(138)	303
Employ: Other	9%	(16)	16%	(31)	18%	(33)	58%	(109)	190
Military HH: Yes	13%	(40)	12%	(39)	20%	(61)	55%	(173)	313
Military HH: No	13%	(254)	17%	(321)	20%	(374)	50%	(939)	1887
RD/WT: Right Direction	18%	(164)	19%	(173)	18%	(166)	45%	(416)	919
RD/WT: Wrong Track	10%	(130)	15%	(187)	21%	(269)	54%	(695)	1281
Biden Job Approve	17%	(189)	19%	(209)	18%	(201)	47%	(530)	1130
Biden Job Disapprove	10%	(97)	14%	(136)	21%	(205)	55%	(529)	968
Biden Job Strongly Approve	18%	(103)	16%	(92)	15%	(85)	51%	(292)	573
Biden Job Somewhat Approve	15%	(86)	21%	(117)	21%	(116)	43%	(238)	557
Biden Job Somewhat Disapprove	8%	(23)	15%	(43)	27%	(77)	50%	(144)	287
Biden Job Strongly Disapprove	11%	(74)	14%	(93)	19%	(128)	57%	(386)	680

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Table MCSP5_4: How likely is it you will do each of the following within the next 6 months?
Invest in or trade cryptocurrencies such as Bitcoin, Litecoin and Peercoin

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	13%	(294)	16%	(360)	20%	(435)	51%	(1111)	2200
Favorable of Biden	16%	(175)	18%	(206)	18%	(196)	48%	(537)	1113
Unfavorable of Biden	12%	(114)	14%	(139)	22%	(215)	52%	(515)	984
Very Favorable of Biden	16%	(94)	16%	(96)	15%	(87)	54%	(322)	600
Somewhat Favorable of Biden	16%	(80)	21%	(110)	21%	(108)	42%	(215)	514
Somewhat Unfavorable of Biden	13%	(35)	17%	(45)	28%	(75)	43%	(118)	273
Very Unfavorable of Biden	11%	(80)	13%	(94)	20%	(140)	56%	(397)	711
#1 Issue: Economy	17%	(125)	18%	(134)	24%	(179)	41%	(303)	741
#1 Issue: Security	10%	(42)	12%	(51)	23%	(94)	55%	(227)	414
#1 Issue: Health Care	12%	(35)	23%	(67)	17%	(51)	48%	(142)	296
#1 Issue: Medicare / Social Security	5%	(15)	6%	(17)	16%	(41)	73%	(193)	266
#1 Issue: Women's Issues	15%	(21)	18%	(25)	15%	(21)	52%	(72)	139
#1 Issue: Education	16%	(14)	32%	(28)	15%	(13)	37%	(32)	87
#1 Issue: Energy	25%	(36)	19%	(27)	14%	(20)	43%	(62)	146
#1 Issue: Other	7%	(7)	9%	(10)	14%	(16)	71%	(79)	111
2020 Vote: Joe Biden	16%	(165)	17%	(176)	17%	(174)	50%	(507)	1023
2020 Vote: Donald Trump	13%	(87)	17%	(114)	20%	(134)	51%	(353)	687
2020 Vote: Other	10%	(7)	18%	(13)	33%	(24)	39%	(28)	72
2020 Vote: Didn't Vote	9%	(36)	13%	(55)	25%	(103)	53%	(220)	413
2018 House Vote: Democrat	16%	(129)	17%	(134)	16%	(129)	50%	(392)	784
2018 House Vote: Republican	11%	(63)	14%	(80)	21%	(120)	53%	(298)	562
2018 House Vote: Someone else	12%	(7)	13%	(7)	26%	(15)	49%	(28)	58
2016 Vote: Hillary Clinton	15%	(113)	16%	(118)	19%	(138)	50%	(364)	734
2016 Vote: Donald Trump	12%	(80)	16%	(103)	19%	(128)	53%	(348)	659
2016 Vote: Other	12%	(11)	9%	(9)	23%	(22)	56%	(55)	98
2016 Vote: Didn't Vote	12%	(88)	18%	(129)	21%	(146)	49%	(342)	705
Voted in 2014: Yes	15%	(184)	15%	(184)	19%	(240)	52%	(657)	1265
Voted in 2014: No	12%	(110)	19%	(176)	21%	(195)	49%	(454)	935
4-Region: Northeast	17%	(67)	17%	(65)	18%	(73)	48%	(189)	394
4-Region: Midwest	11%	(49)	14%	(64)	22%	(100)	54%	(250)	462
4-Region: South	13%	(105)	17%	(137)	19%	(159)	51%	(423)	824
4-Region: West	14%	(73)	18%	(93)	20%	(104)	48%	(249)	520

Continued on next page

Table MCSP5_4: How likely is it you will do each of the following within the next 6 months?
Invest in or trade cryptocurrencies such as Bitcoin, Litecoin and Peercoin

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	13%	(294)	16%	(360)	20%	(435)	51%	(1111)	2200
Sports Fans	17%	(261)	19%	(283)	20%	(296)	44%	(652)	1492
Avid Sports Fans	30%	(135)	25%	(110)	16%	(69)	29%	(130)	443
Casual Sports Fans	12%	(126)	17%	(173)	22%	(227)	50%	(522)	1049
NFL Fans	17%	(253)	18%	(271)	21%	(307)	44%	(648)	1479
NBA Fans	21%	(235)	23%	(253)	20%	(226)	35%	(389)	1103
WNBA Fans	28%	(163)	26%	(150)	18%	(107)	28%	(161)	581
MLB Fans	19%	(224)	19%	(227)	20%	(243)	42%	(512)	1206
NHL Fans	22%	(201)	20%	(185)	21%	(190)	37%	(344)	920
MLS Fans	29%	(175)	25%	(152)	20%	(124)	27%	(163)	613
Formula 1 Fans	28%	(171)	26%	(157)	19%	(112)	27%	(163)	602
IndyCar Fans	25%	(157)	23%	(148)	17%	(107)	35%	(223)	636
NASCAR Fans	21%	(187)	23%	(201)	18%	(162)	38%	(340)	890
PGA Tour Fans	26%	(166)	22%	(141)	18%	(117)	35%	(228)	651
LPGA Tour Fans	30%	(137)	26%	(120)	15%	(70)	28%	(130)	457
UFC Fans	26%	(212)	27%	(219)	21%	(173)	26%	(209)	812
College Football Fans	18%	(222)	20%	(246)	21%	(250)	40%	(484)	1202
College Basketball Fans	22%	(210)	22%	(216)	21%	(199)	35%	(341)	965
Boxing Fans	25%	(224)	24%	(222)	21%	(186)	30%	(277)	909
ATP Tour Fans	33%	(123)	28%	(106)	17%	(65)	21%	(80)	374
WTA Tour Fans	33%	(128)	29%	(110)	15%	(59)	23%	(87)	384
Esports Fans	33%	(201)	28%	(168)	21%	(131)	18%	(109)	608
Sports Bettors	32%	(176)	28%	(151)	21%	(113)	19%	(101)	541
Currently Owns or Holds Crypto	49%	(236)	34%	(161)	11%	(55)	5%	(26)	479
Interested in Crypto	33%	(278)	39%	(326)	19%	(157)	10%	(81)	841
Interested in Stocks	21%	(254)	25%	(304)	23%	(273)	31%	(377)	1208
Casual Investor	13%	(71)	22%	(120)	23%	(123)	42%	(226)	540
Curious Investor	19%	(108)	28%	(160)	25%	(141)	28%	(158)	567
Active Investor	37%	(98)	17%	(46)	16%	(41)	30%	(78)	262

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

Table MCSP5_5: How likely is it you will do each of the following within the next 6 months?
Invest in or trade exchange-traded funds (ETFs)

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	10%	(217)	16%	(355)	24%	(526)	50%	(1102)	2200
Gender: Male	16%	(173)	21%	(225)	24%	(254)	39%	(410)	1062
Gender: Female	4%	(44)	11%	(130)	24%	(272)	61%	(692)	1138
Age: 18-34	14%	(93)	21%	(139)	26%	(173)	38%	(250)	655
Age: 35-44	19%	(69)	16%	(56)	23%	(82)	42%	(151)	358
Age: 45-64	5%	(35)	15%	(111)	25%	(191)	55%	(414)	751
Age: 65+	5%	(21)	11%	(48)	18%	(81)	66%	(287)	436
GenZers: 1997-2012	5%	(11)	18%	(35)	31%	(62)	46%	(91)	199
Millennials: 1981-1996	19%	(136)	20%	(138)	24%	(166)	37%	(262)	702
GenXers: 1965-1980	6%	(33)	18%	(99)	25%	(137)	50%	(273)	542
Baby Boomers: 1946-1964	5%	(36)	10%	(73)	22%	(155)	62%	(432)	696
PID: Dem (no lean)	13%	(118)	16%	(144)	21%	(192)	50%	(447)	901
PID: Ind (no lean)	7%	(46)	15%	(103)	28%	(192)	50%	(345)	685
PID: Rep (no lean)	9%	(53)	18%	(107)	23%	(143)	51%	(310)	614
PID/Gender: Dem Men	23%	(98)	21%	(92)	21%	(93)	35%	(151)	433
PID/Gender: Dem Women	4%	(21)	11%	(53)	21%	(99)	63%	(296)	468
PID/Gender: Ind Men	11%	(38)	20%	(66)	26%	(88)	43%	(146)	338
PID/Gender: Ind Women	2%	(8)	10%	(36)	30%	(104)	57%	(199)	347
PID/Gender: Rep Men	13%	(37)	23%	(67)	25%	(74)	39%	(113)	290
PID/Gender: Rep Women	5%	(16)	13%	(41)	22%	(70)	61%	(197)	323
Ideo: Liberal (1-3)	14%	(99)	18%	(131)	20%	(142)	48%	(342)	714
Ideo: Moderate (4)	8%	(52)	16%	(98)	28%	(178)	48%	(299)	628
Ideo: Conservative (5-7)	9%	(63)	16%	(109)	26%	(173)	49%	(326)	672
Educ: < College	6%	(86)	13%	(198)	25%	(378)	56%	(850)	1512
Educ: Bachelors degree	19%	(82)	21%	(93)	22%	(97)	39%	(171)	444
Educ: Post-grad	20%	(48)	26%	(63)	21%	(51)	33%	(81)	244
Income: Under 50k	5%	(60)	13%	(156)	23%	(277)	60%	(732)	1224
Income: 50k-100k	13%	(84)	17%	(109)	27%	(174)	43%	(280)	648
Income: 100k+	22%	(73)	27%	(89)	23%	(75)	27%	(90)	328
Ethnicity: White	10%	(167)	15%	(258)	23%	(404)	52%	(893)	1722
Ethnicity: Hispanic	15%	(54)	18%	(62)	29%	(102)	37%	(131)	349
Ethnicity: Black	8%	(23)	18%	(50)	26%	(72)	47%	(129)	274

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Table MCSP5_5: How likely is it you will do each of the following within the next 6 months?
Invest in or trade exchange-traded funds (ETFs)

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	10%	(217)	16%	(355)	24%	(526)	50%	(1102)	2200
Ethnicity: Other	13%	(27)	23%	(46)	25%	(51)	39%	(80)	204
All Christian	11%	(98)	17%	(163)	24%	(221)	48%	(451)	934
All Non-Christian	31%	(40)	26%	(33)	13%	(16)	30%	(39)	127
Atheist	6%	(6)	15%	(15)	20%	(20)	59%	(60)	101
Agnostic/Nothing in particular	8%	(49)	13%	(82)	28%	(169)	51%	(313)	614
Something Else	6%	(23)	14%	(61)	24%	(100)	56%	(239)	424
Religious Non-Protestant/Catholic	27%	(40)	24%	(35)	14%	(21)	35%	(52)	148
Evangelical	11%	(63)	19%	(109)	21%	(123)	49%	(287)	583
Non-Evangelical	7%	(51)	15%	(107)	26%	(187)	52%	(380)	725
Community: Urban	15%	(102)	19%	(124)	23%	(150)	44%	(290)	666
Community: Suburban	9%	(85)	17%	(173)	24%	(238)	50%	(500)	996
Community: Rural	6%	(30)	11%	(57)	26%	(139)	58%	(312)	538
Employ: Private Sector	17%	(118)	21%	(143)	26%	(174)	36%	(243)	678
Employ: Government	20%	(21)	26%	(27)	22%	(23)	33%	(35)	106
Employ: Self-Employed	16%	(36)	25%	(55)	25%	(55)	35%	(77)	223
Employ: Homemaker	1%	(2)	9%	(13)	29%	(41)	60%	(85)	140
Employ: Student	5%	(3)	10%	(5)	22%	(12)	64%	(35)	55
Employ: Retired	4%	(21)	11%	(55)	19%	(96)	66%	(332)	505
Employ: Unemployed	4%	(11)	12%	(37)	27%	(83)	57%	(171)	303
Employ: Other	3%	(5)	10%	(18)	23%	(43)	65%	(123)	190
Military HH: Yes	8%	(25)	16%	(50)	21%	(65)	55%	(172)	313
Military HH: No	10%	(191)	16%	(304)	24%	(462)	49%	(930)	1887
RD/WT: Right Direction	15%	(141)	18%	(168)	21%	(195)	45%	(414)	919
RD/WT: Wrong Track	6%	(76)	15%	(186)	26%	(331)	54%	(688)	1281
Biden Job Approve	14%	(154)	18%	(205)	22%	(251)	46%	(519)	1130
Biden Job Disapprove	6%	(56)	14%	(135)	26%	(253)	54%	(524)	968
Biden Job Strongly Approve	18%	(105)	16%	(94)	17%	(99)	48%	(276)	573
Biden Job Somewhat Approve	9%	(50)	20%	(111)	27%	(152)	44%	(243)	557
Biden Job Somewhat Disapprove	5%	(14)	18%	(51)	28%	(81)	49%	(142)	287
Biden Job Strongly Disapprove	6%	(42)	12%	(84)	25%	(172)	56%	(381)	680

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Table MCSP5_5: How likely is it you will do each of the following within the next 6 months?
Invest in or trade exchange-traded funds (ETFs)

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	10%	(217)	16%	(355)	24%	(526)	50%	(1102)	2200
Favorable of Biden	13%	(140)	18%	(200)	23%	(255)	47%	(519)	1113
Unfavorable of Biden	7%	(70)	14%	(142)	26%	(256)	52%	(515)	984
Very Favorable of Biden	16%	(95)	16%	(96)	19%	(111)	50%	(297)	600
Somewhat Favorable of Biden	9%	(45)	20%	(103)	28%	(143)	43%	(222)	514
Somewhat Unfavorable of Biden	6%	(18)	18%	(50)	31%	(84)	45%	(122)	273
Very Unfavorable of Biden	7%	(53)	13%	(93)	24%	(172)	55%	(393)	711
#1 Issue: Economy	12%	(89)	17%	(122)	29%	(213)	43%	(317)	741
#1 Issue: Security	6%	(25)	18%	(74)	24%	(98)	52%	(217)	414
#1 Issue: Health Care	12%	(37)	19%	(55)	20%	(59)	49%	(145)	296
#1 Issue: Medicare / Social Security	6%	(16)	9%	(24)	18%	(47)	67%	(179)	266
#1 Issue: Women's Issues	6%	(8)	17%	(24)	23%	(32)	54%	(74)	139
#1 Issue: Education	10%	(9)	18%	(16)	30%	(26)	42%	(37)	87
#1 Issue: Energy	17%	(24)	19%	(28)	23%	(34)	41%	(60)	146
#1 Issue: Other	7%	(8)	11%	(12)	17%	(19)	66%	(73)	111
2020 Vote: Joe Biden	14%	(138)	17%	(171)	22%	(228)	47%	(485)	1023
2020 Vote: Donald Trump	9%	(63)	18%	(122)	25%	(171)	48%	(331)	687
2020 Vote: Other	5%	(4)	19%	(14)	27%	(19)	49%	(35)	72
2020 Vote: Didn't Vote	3%	(12)	11%	(47)	26%	(108)	60%	(247)	413
2018 House Vote: Democrat	15%	(121)	17%	(135)	20%	(156)	47%	(372)	784
2018 House Vote: Republican	10%	(57)	17%	(98)	25%	(143)	47%	(264)	562
2018 House Vote: Someone else	8%	(5)	14%	(8)	22%	(13)	56%	(32)	58
2016 Vote: Hillary Clinton	15%	(110)	16%	(114)	21%	(156)	48%	(354)	734
2016 Vote: Donald Trump	10%	(67)	18%	(121)	24%	(159)	47%	(312)	659
2016 Vote: Other	9%	(9)	13%	(13)	24%	(23)	54%	(53)	98
2016 Vote: Didn't Vote	4%	(30)	15%	(106)	27%	(188)	54%	(382)	705
Voted in 2014: Yes	13%	(170)	17%	(211)	22%	(282)	48%	(603)	1265
Voted in 2014: No	5%	(47)	15%	(144)	26%	(245)	53%	(499)	935
4-Region: Northeast	13%	(50)	16%	(64)	25%	(97)	46%	(182)	394
4-Region: Midwest	8%	(35)	14%	(67)	24%	(111)	54%	(249)	462
4-Region: South	8%	(64)	16%	(129)	25%	(204)	52%	(427)	824
4-Region: West	13%	(67)	18%	(94)	22%	(114)	47%	(244)	520

Continued on next page

Table MCSP5_5: How likely is it you will do each of the following within the next 6 months?
Invest in or trade exchange-traded funds (ETFs)

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	10%	(217)	16%	(355)	24%	(526)	50%	(1102)	2200
Sports Fans	13%	(187)	19%	(287)	25%	(375)	43%	(643)	1492
Avid Sports Fans	25%	(110)	24%	(106)	22%	(98)	29%	(129)	443
Casual Sports Fans	7%	(78)	17%	(181)	26%	(277)	49%	(513)	1049
NFL Fans	13%	(186)	18%	(271)	25%	(366)	44%	(656)	1479
NBA Fans	16%	(177)	22%	(243)	26%	(282)	36%	(401)	1103
WNBA Fans	24%	(138)	25%	(147)	23%	(135)	28%	(160)	581
MLB Fans	14%	(171)	20%	(237)	24%	(286)	42%	(512)	1206
NHL Fans	18%	(163)	21%	(191)	25%	(225)	37%	(340)	920
MLS Fans	24%	(147)	25%	(151)	25%	(156)	26%	(159)	613
Formula 1 Fans	23%	(141)	23%	(140)	25%	(149)	29%	(172)	602
IndyCar Fans	22%	(139)	22%	(138)	23%	(144)	34%	(215)	636
NASCAR Fans	17%	(152)	20%	(179)	24%	(216)	38%	(342)	890
PGA Tour Fans	23%	(152)	24%	(155)	22%	(143)	31%	(201)	651
LPGA Tour Fans	27%	(126)	27%	(125)	21%	(97)	24%	(110)	457
UFC Fans	20%	(159)	23%	(190)	26%	(214)	31%	(250)	812
College Football Fans	15%	(180)	21%	(248)	25%	(301)	39%	(472)	1202
College Basketball Fans	18%	(171)	22%	(217)	26%	(248)	34%	(329)	965
Boxing Fans	18%	(161)	21%	(188)	27%	(242)	35%	(318)	909
ATP Tour Fans	32%	(119)	29%	(107)	21%	(80)	18%	(68)	374
WTA Tour Fans	31%	(120)	30%	(115)	18%	(70)	21%	(79)	384
Esports Fans	23%	(139)	25%	(153)	25%	(151)	27%	(165)	608
Sports Bettors	28%	(150)	31%	(169)	23%	(126)	18%	(96)	541
Currently Owns or Holds Crypto	29%	(140)	32%	(153)	20%	(94)	19%	(92)	479
Interested in Crypto	21%	(176)	29%	(243)	26%	(222)	24%	(199)	841
Interested in Stocks	17%	(204)	26%	(314)	29%	(346)	28%	(344)	1208
Casual Investor	8%	(43)	22%	(117)	31%	(167)	40%	(213)	540
Curious Investor	13%	(71)	22%	(125)	34%	(194)	31%	(177)	567
Active Investor	35%	(92)	33%	(88)	15%	(40)	16%	(43)	262

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

Table MCSP5_6: How likely is it you will do each of the following within the next 6 months?

Invest in or trade bonds

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	10%	(217)	17%	(376)	25%	(553)	48%	(1054)	2200
Gender: Male	15%	(164)	22%	(237)	25%	(268)	37%	(393)	1062
Gender: Female	5%	(52)	12%	(139)	25%	(285)	58%	(661)	1138
Age: 18-34	13%	(88)	25%	(165)	27%	(175)	35%	(227)	655
Age: 35-44	16%	(59)	22%	(77)	22%	(78)	40%	(143)	358
Age: 45-64	7%	(52)	12%	(90)	27%	(206)	54%	(403)	751
Age: 65+	4%	(18)	10%	(44)	22%	(94)	64%	(281)	436
GenZers: 1997-2012	8%	(16)	20%	(40)	28%	(55)	44%	(88)	199
Millennials: 1981-1996	17%	(117)	26%	(180)	24%	(168)	34%	(236)	702
GenXers: 1965-1980	8%	(42)	15%	(80)	28%	(151)	50%	(269)	542
Baby Boomers: 1946-1964	5%	(36)	10%	(71)	24%	(169)	60%	(420)	696
PID: Dem (no lean)	13%	(118)	17%	(153)	23%	(206)	47%	(425)	901
PID: Ind (no lean)	7%	(49)	17%	(120)	25%	(173)	50%	(343)	685
PID: Rep (no lean)	8%	(50)	17%	(104)	28%	(173)	47%	(286)	614
PID/Gender: Dem Men	23%	(98)	20%	(88)	24%	(103)	33%	(144)	433
PID/Gender: Dem Women	4%	(19)	14%	(65)	22%	(103)	60%	(281)	468
PID/Gender: Ind Men	10%	(33)	25%	(84)	22%	(75)	43%	(146)	338
PID/Gender: Ind Women	4%	(15)	10%	(36)	28%	(98)	57%	(198)	347
PID/Gender: Rep Men	11%	(33)	22%	(65)	31%	(89)	36%	(103)	290
PID/Gender: Rep Women	5%	(17)	12%	(39)	26%	(84)	57%	(183)	323
Ideo: Liberal (1-3)	14%	(101)	18%	(127)	21%	(151)	47%	(335)	714
Ideo: Moderate (4)	7%	(47)	18%	(111)	28%	(179)	46%	(292)	628
Ideo: Conservative (5-7)	9%	(62)	18%	(123)	29%	(192)	44%	(296)	672
Educ: < College	5%	(83)	15%	(220)	26%	(396)	54%	(813)	1512
Educ: Bachelors degree	18%	(80)	21%	(94)	23%	(100)	38%	(169)	444
Educ: Post-grad	22%	(54)	26%	(62)	23%	(56)	29%	(72)	244
Income: Under 50k	4%	(55)	14%	(175)	25%	(304)	56%	(690)	1224
Income: 50k-100k	13%	(83)	19%	(121)	25%	(164)	43%	(280)	648
Income: 100k+	24%	(78)	25%	(80)	26%	(84)	26%	(85)	328
Ethnicity: White	10%	(166)	15%	(264)	25%	(427)	50%	(865)	1722
Ethnicity: Hispanic	11%	(38)	24%	(83)	28%	(97)	38%	(131)	349
Ethnicity: Black	11%	(31)	23%	(64)	25%	(67)	41%	(113)	274

Continued on next page

Table MCSP5_6: How likely is it you will do each of the following within the next 6 months?

Invest in or trade bonds

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	10%	(217)	17%	(376)	25%	(553)	48%	(1054)	2200
Ethnicity: Other	10%	(20)	24%	(49)	29%	(58)	38%	(77)	204
All Christian	12%	(109)	18%	(171)	23%	(218)	47%	(436)	934
All Non-Christian	23%	(29)	25%	(32)	23%	(29)	29%	(37)	127
Atheist	4%	(4)	17%	(17)	18%	(18)	62%	(62)	101
Agnostic/Nothing in particular	7%	(43)	16%	(96)	29%	(177)	48%	(297)	614
Something Else	7%	(31)	14%	(60)	26%	(110)	52%	(222)	424
Religious Non-Protestant/Catholic	21%	(31)	24%	(35)	24%	(35)	31%	(47)	148
Evangelical	13%	(74)	19%	(111)	21%	(122)	47%	(276)	583
Non-Evangelical	8%	(59)	16%	(115)	26%	(189)	50%	(362)	725
Community: Urban	15%	(102)	21%	(138)	22%	(145)	42%	(281)	666
Community: Suburban	9%	(85)	17%	(165)	27%	(272)	48%	(474)	996
Community: Rural	6%	(30)	13%	(73)	25%	(136)	56%	(300)	538
Employ: Private Sector	17%	(116)	21%	(142)	26%	(177)	36%	(243)	678
Employ: Government	18%	(19)	34%	(36)	23%	(25)	25%	(27)	106
Employ: Self-Employed	11%	(25)	26%	(58)	27%	(60)	36%	(80)	223
Employ: Homemaker	2%	(3)	9%	(13)	30%	(43)	58%	(81)	140
Employ: Student	8%	(4)	17%	(10)	20%	(11)	55%	(30)	55
Employ: Retired	5%	(27)	10%	(52)	21%	(107)	63%	(319)	505
Employ: Unemployed	5%	(15)	14%	(41)	28%	(84)	54%	(163)	303
Employ: Other	4%	(7)	13%	(24)	24%	(46)	59%	(112)	190
Military HH: Yes	11%	(34)	16%	(49)	25%	(80)	48%	(151)	313
Military HH: No	10%	(183)	17%	(327)	25%	(473)	48%	(904)	1887
RD/WT: Right Direction	15%	(136)	19%	(176)	22%	(205)	44%	(402)	919
RD/WT: Wrong Track	6%	(80)	16%	(200)	27%	(348)	51%	(652)	1281
Biden Job Approve	13%	(152)	19%	(215)	23%	(263)	44%	(500)	1130
Biden Job Disapprove	6%	(61)	14%	(140)	28%	(273)	51%	(494)	968
Biden Job Strongly Approve	19%	(110)	17%	(95)	19%	(108)	45%	(260)	573
Biden Job Somewhat Approve	7%	(42)	22%	(120)	28%	(155)	43%	(240)	557
Biden Job Somewhat Disapprove	7%	(20)	15%	(42)	31%	(89)	47%	(136)	287
Biden Job Strongly Disapprove	6%	(40)	14%	(98)	27%	(184)	53%	(358)	680

Continued on next page

Table MCSP5_6: How likely is it you will do each of the following within the next 6 months?

Invest in or trade bonds

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	10%	(217)	17%	(376)	25%	(553)	48%	(1054)	2200
Favorable of Biden	13%	(144)	19%	(210)	23%	(256)	45%	(504)	1113
Unfavorable of Biden	7%	(67)	16%	(153)	29%	(281)	49%	(484)	984
Very Favorable of Biden	18%	(107)	16%	(96)	20%	(120)	46%	(277)	600
Somewhat Favorable of Biden	7%	(37)	22%	(114)	26%	(135)	44%	(227)	514
Somewhat Unfavorable of Biden	6%	(16)	17%	(47)	34%	(93)	43%	(117)	273
Very Unfavorable of Biden	7%	(50)	15%	(106)	26%	(188)	52%	(367)	711
#1 Issue: Economy	11%	(84)	20%	(150)	28%	(210)	40%	(297)	741
#1 Issue: Security	8%	(32)	14%	(60)	27%	(113)	50%	(209)	414
#1 Issue: Health Care	12%	(34)	18%	(54)	24%	(70)	46%	(137)	296
#1 Issue: Medicare / Social Security	8%	(20)	9%	(23)	21%	(56)	63%	(168)	266
#1 Issue: Women's Issues	6%	(8)	17%	(24)	25%	(34)	52%	(73)	139
#1 Issue: Education	10%	(9)	26%	(22)	26%	(22)	38%	(33)	87
#1 Issue: Energy	17%	(25)	19%	(28)	18%	(27)	45%	(65)	146
#1 Issue: Other	3%	(4)	13%	(15)	19%	(21)	65%	(72)	111
2020 Vote: Joe Biden	13%	(135)	18%	(180)	23%	(234)	46%	(474)	1023
2020 Vote: Donald Trump	9%	(59)	19%	(128)	27%	(185)	46%	(315)	687
2020 Vote: Other	6%	(4)	16%	(11)	30%	(22)	48%	(35)	72
2020 Vote: Didn't Vote	4%	(18)	14%	(56)	27%	(110)	55%	(229)	413
2018 House Vote: Democrat	16%	(123)	16%	(129)	22%	(175)	45%	(357)	784
2018 House Vote: Republican	9%	(49)	20%	(111)	27%	(153)	44%	(249)	562
2018 House Vote: Someone else	7%	(4)	14%	(8)	22%	(13)	58%	(33)	58
2016 Vote: Hillary Clinton	14%	(103)	17%	(124)	23%	(172)	46%	(335)	734
2016 Vote: Donald Trump	10%	(67)	18%	(117)	25%	(167)	47%	(308)	659
2016 Vote: Other	5%	(5)	16%	(16)	27%	(26)	52%	(51)	98
2016 Vote: Didn't Vote	6%	(41)	17%	(118)	27%	(188)	51%	(359)	705
Voted in 2014: Yes	13%	(161)	17%	(220)	25%	(314)	45%	(571)	1265
Voted in 2014: No	6%	(56)	17%	(156)	26%	(239)	52%	(484)	935
4-Region: Northeast	13%	(51)	18%	(71)	22%	(86)	47%	(186)	394
4-Region: Midwest	7%	(34)	16%	(73)	26%	(121)	51%	(234)	462
4-Region: South	9%	(73)	17%	(137)	26%	(215)	48%	(399)	824
4-Region: West	11%	(59)	18%	(96)	25%	(130)	45%	(236)	520

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Table MCSP5_6: How likely is it you will do each of the following within the next 6 months?

Invest in or trade bonds

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	10%	(217)	17%	(376)	25%	(553)	48%	(1054)	2200
Sports Fans	13%	(196)	20%	(298)	27%	(398)	40%	(600)	1492
Avid Sports Fans	26%	(117)	23%	(101)	23%	(102)	28%	(123)	443
Casual Sports Fans	8%	(79)	19%	(197)	28%	(296)	45%	(477)	1049
NFL Fans	13%	(191)	20%	(294)	26%	(379)	42%	(615)	1479
NBA Fans	16%	(178)	24%	(261)	27%	(298)	33%	(366)	1103
WNBA Fans	24%	(138)	25%	(148)	27%	(156)	24%	(138)	581
MLB Fans	15%	(178)	21%	(251)	26%	(315)	38%	(462)	1206
NHL Fans	17%	(159)	22%	(207)	26%	(238)	34%	(317)	920
MLS Fans	23%	(143)	26%	(157)	28%	(173)	23%	(140)	613
Formula 1 Fans	23%	(138)	27%	(160)	25%	(153)	25%	(151)	602
IndyCar Fans	20%	(128)	24%	(155)	25%	(159)	30%	(194)	636
NASCAR Fans	17%	(147)	23%	(202)	25%	(226)	35%	(315)	890
PGA Tour Fans	21%	(140)	26%	(169)	24%	(157)	29%	(186)	651
LPGA Tour Fans	28%	(127)	27%	(123)	23%	(107)	22%	(100)	457
UFC Fans	19%	(155)	26%	(207)	27%	(221)	28%	(230)	812
College Football Fans	15%	(182)	22%	(263)	27%	(319)	36%	(438)	1202
College Basketball Fans	17%	(165)	23%	(226)	27%	(261)	32%	(312)	965
Boxing Fans	18%	(159)	23%	(211)	27%	(241)	33%	(297)	909
ATP Tour Fans	30%	(110)	32%	(121)	23%	(85)	15%	(57)	374
WTA Tour Fans	30%	(115)	29%	(112)	24%	(93)	17%	(65)	384
Esports Fans	23%	(138)	30%	(181)	25%	(153)	22%	(137)	608
Sports Bettors	26%	(141)	32%	(173)	27%	(144)	15%	(83)	541
Currently Owns or Holds Crypto	26%	(124)	32%	(151)	24%	(114)	19%	(89)	479
Interested in Crypto	20%	(164)	30%	(253)	29%	(246)	21%	(178)	841
Interested in Stocks	17%	(201)	28%	(334)	30%	(358)	26%	(314)	1208
Casual Investor	9%	(51)	23%	(122)	32%	(175)	36%	(192)	540
Curious Investor	15%	(82)	27%	(152)	29%	(167)	29%	(166)	567
Active Investor	29%	(76)	30%	(78)	25%	(66)	16%	(43)	262

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

Table MCSP5_7: How likely is it you will do each of the following within the next 6 months?

Invest in or trade commodities

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	8%	(178)	15%	(321)	26%	(583)	51%	(1119)	2200
Gender: Male	13%	(134)	19%	(206)	26%	(276)	42%	(445)	1062
Gender: Female	4%	(43)	10%	(115)	27%	(306)	59%	(673)	1138
Age: 18-34	13%	(85)	20%	(132)	27%	(176)	40%	(261)	655
Age: 35-44	17%	(59)	21%	(75)	24%	(86)	38%	(137)	358
Age: 45-64	4%	(30)	11%	(82)	30%	(224)	55%	(415)	751
Age: 65+	1%	(3)	7%	(32)	22%	(96)	70%	(305)	436
GenZers: 1997-2012	6%	(11)	14%	(28)	32%	(64)	48%	(96)	199
Millennials: 1981-1996	17%	(119)	23%	(159)	24%	(172)	36%	(252)	702
GenXers: 1965-1980	7%	(36)	14%	(77)	28%	(152)	51%	(278)	542
Baby Boomers: 1946-1964	2%	(11)	8%	(53)	27%	(185)	64%	(447)	696
PID: Dem (no lean)	12%	(107)	15%	(132)	23%	(206)	51%	(457)	901
PID: Ind (no lean)	4%	(25)	14%	(96)	30%	(206)	52%	(358)	685
PID: Rep (no lean)	7%	(46)	15%	(93)	28%	(171)	49%	(304)	614
PID/Gender: Dem Men	20%	(87)	20%	(87)	23%	(99)	37%	(160)	433
PID/Gender: Dem Women	4%	(20)	10%	(45)	23%	(106)	63%	(296)	468
PID/Gender: Ind Men	4%	(14)	17%	(57)	29%	(99)	50%	(168)	338
PID/Gender: Ind Women	3%	(11)	11%	(39)	31%	(107)	55%	(190)	347
PID/Gender: Rep Men	11%	(33)	21%	(62)	27%	(78)	40%	(117)	290
PID/Gender: Rep Women	4%	(13)	10%	(31)	29%	(93)	58%	(186)	323
Ideo: Liberal (1-3)	11%	(77)	17%	(123)	22%	(161)	49%	(353)	714
Ideo: Moderate (4)	6%	(38)	16%	(100)	31%	(192)	47%	(298)	628
Ideo: Conservative (5-7)	8%	(55)	14%	(93)	29%	(194)	49%	(331)	672
Educ: < College	5%	(73)	12%	(187)	27%	(414)	55%	(838)	1512
Educ: Bachelors degree	12%	(55)	20%	(87)	25%	(113)	43%	(189)	444
Educ: Post-grad	20%	(50)	19%	(47)	23%	(56)	38%	(92)	244
Income: Under 50k	4%	(54)	11%	(139)	26%	(314)	59%	(717)	1224
Income: 50k-100k	9%	(57)	17%	(109)	29%	(185)	46%	(297)	648
Income: 100k+	20%	(67)	22%	(73)	26%	(84)	32%	(105)	328
Ethnicity: White	8%	(131)	14%	(246)	26%	(440)	53%	(905)	1722
Ethnicity: Hispanic	14%	(48)	18%	(64)	29%	(102)	39%	(136)	349
Ethnicity: Black	11%	(30)	17%	(47)	26%	(71)	46%	(127)	274

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Table MCSP5_7: How likely is it you will do each of the following within the next 6 months?

Invest in or trade commodities

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	8%	(178)	15%	(321)	26%	(583)	51%	(1119)	2200
Ethnicity: Other	8%	(16)	14%	(28)	35%	(72)	43%	(87)	204
All Christian	9%	(86)	17%	(156)	24%	(225)	50%	(466)	934
All Non-Christian	23%	(29)	24%	(30)	17%	(22)	37%	(47)	127
Atheist	1%	(1)	15%	(16)	22%	(22)	61%	(62)	101
Agnostic/Nothing in particular	7%	(42)	11%	(68)	30%	(187)	52%	(318)	614
Something Else	5%	(20)	12%	(52)	30%	(126)	53%	(226)	424
Religious Non-Protestant/Catholic	20%	(29)	23%	(34)	19%	(28)	39%	(58)	148
Evangelical	11%	(62)	18%	(104)	21%	(123)	50%	(293)	583
Non-Evangelical	5%	(37)	13%	(94)	29%	(214)	52%	(380)	725
Community: Urban	16%	(106)	18%	(119)	22%	(149)	44%	(292)	666
Community: Suburban	5%	(50)	14%	(143)	30%	(303)	50%	(499)	996
Community: Rural	4%	(21)	11%	(60)	24%	(131)	61%	(327)	538
Employ: Private Sector	15%	(100)	21%	(141)	26%	(177)	38%	(260)	678
Employ: Government	17%	(19)	24%	(25)	24%	(25)	35%	(38)	106
Employ: Self-Employed	12%	(26)	22%	(50)	34%	(75)	32%	(71)	223
Employ: Homemaker	3%	(4)	10%	(14)	27%	(38)	61%	(85)	140
Employ: Student	—	(0)	11%	(6)	34%	(19)	55%	(31)	55
Employ: Retired	1%	(7)	7%	(38)	22%	(113)	69%	(346)	505
Employ: Unemployed	4%	(13)	10%	(31)	30%	(91)	55%	(167)	303
Employ: Other	4%	(8)	9%	(17)	23%	(45)	63%	(120)	190
Military HH: Yes	7%	(21)	14%	(44)	24%	(76)	55%	(172)	313
Military HH: No	8%	(157)	15%	(278)	27%	(506)	50%	(946)	1887
RD/WT: Right Direction	13%	(120)	17%	(157)	23%	(209)	47%	(434)	919
RD/WT: Wrong Track	5%	(58)	13%	(164)	29%	(374)	53%	(685)	1281
Biden Job Approve	12%	(136)	17%	(187)	24%	(268)	48%	(539)	1130
Biden Job Disapprove	4%	(37)	13%	(123)	30%	(294)	53%	(514)	968
Biden Job Strongly Approve	16%	(93)	16%	(93)	17%	(99)	50%	(288)	573
Biden Job Somewhat Approve	8%	(42)	17%	(94)	30%	(169)	45%	(251)	557
Biden Job Somewhat Disapprove	3%	(8)	14%	(40)	37%	(107)	46%	(132)	287
Biden Job Strongly Disapprove	4%	(29)	12%	(82)	27%	(187)	56%	(382)	680

Continued on next page

Table MCSP5_7: How likely is it you will do each of the following within the next 6 months?

Invest in or trade commodities

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	8%	(178)	15%	(321)	26%	(583)	51%	(1119)	2200
Favorable of Biden	11%	(126)	16%	(181)	24%	(262)	49%	(545)	1113
Unfavorable of Biden	5%	(48)	13%	(131)	30%	(295)	52%	(510)	984
Very Favorable of Biden	15%	(90)	15%	(88)	18%	(108)	52%	(313)	600
Somewhat Favorable of Biden	7%	(36)	18%	(93)	30%	(153)	45%	(232)	514
Somewhat Unfavorable of Biden	5%	(14)	14%	(37)	36%	(99)	45%	(122)	273
Very Unfavorable of Biden	5%	(34)	13%	(93)	27%	(195)	55%	(388)	711
#1 Issue: Economy	9%	(67)	18%	(130)	30%	(223)	43%	(322)	741
#1 Issue: Security	5%	(23)	12%	(48)	30%	(125)	53%	(218)	414
#1 Issue: Health Care	7%	(22)	19%	(57)	21%	(61)	53%	(155)	296
#1 Issue: Medicare / Social Security	5%	(13)	8%	(20)	24%	(64)	64%	(169)	266
#1 Issue: Women's Issues	10%	(14)	11%	(15)	25%	(35)	54%	(75)	139
#1 Issue: Education	14%	(12)	20%	(17)	30%	(26)	36%	(32)	87
#1 Issue: Energy	16%	(23)	17%	(25)	22%	(32)	46%	(66)	146
#1 Issue: Other	4%	(5)	8%	(8)	16%	(18)	72%	(80)	111
2020 Vote: Joe Biden	11%	(116)	16%	(162)	23%	(240)	49%	(505)	1023
2020 Vote: Donald Trump	6%	(40)	16%	(112)	29%	(198)	49%	(337)	687
2020 Vote: Other	2%	(1)	15%	(11)	31%	(23)	52%	(37)	72
2020 Vote: Didn't Vote	5%	(20)	9%	(36)	30%	(122)	57%	(235)	413
2018 House Vote: Democrat	13%	(100)	14%	(110)	23%	(177)	51%	(397)	784
2018 House Vote: Republican	7%	(37)	16%	(90)	29%	(163)	48%	(272)	562
2018 House Vote: Someone else	1%	(1)	23%	(13)	27%	(15)	49%	(28)	58
2016 Vote: Hillary Clinton	12%	(90)	14%	(105)	24%	(179)	49%	(360)	734
2016 Vote: Donald Trump	7%	(45)	16%	(105)	28%	(183)	49%	(325)	659
2016 Vote: Other	2%	(2)	15%	(15)	30%	(30)	53%	(52)	98
2016 Vote: Didn't Vote	6%	(40)	13%	(94)	27%	(191)	54%	(380)	705
Voted in 2014: Yes	10%	(131)	15%	(186)	26%	(330)	49%	(618)	1265
Voted in 2014: No	5%	(46)	14%	(135)	27%	(252)	54%	(501)	935
4-Region: Northeast	8%	(33)	17%	(67)	24%	(94)	51%	(199)	394
4-Region: Midwest	8%	(35)	12%	(54)	29%	(134)	52%	(240)	462
4-Region: South	6%	(51)	15%	(123)	27%	(224)	52%	(426)	824
4-Region: West	11%	(58)	15%	(77)	25%	(131)	49%	(254)	520

Continued on next page

Table MCSP5_7: How likely is it you will do each of the following within the next 6 months?

Invest in or trade commodities

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	8%	(178)	15%	(321)	26%	(583)	51%	(1119)	2200
Sports Fans	11%	(164)	17%	(259)	27%	(409)	44%	(660)	1492
Avid Sports Fans	23%	(102)	23%	(103)	23%	(100)	31%	(138)	443
Casual Sports Fans	6%	(62)	15%	(156)	29%	(309)	50%	(522)	1049
NFL Fans	11%	(163)	17%	(250)	27%	(405)	45%	(662)	1479
NBA Fans	15%	(162)	20%	(226)	28%	(306)	37%	(409)	1103
WNBA Fans	22%	(127)	25%	(143)	26%	(149)	28%	(162)	581
MLB Fans	12%	(149)	18%	(222)	27%	(322)	42%	(511)	1206
NHL Fans	15%	(134)	20%	(182)	28%	(259)	37%	(345)	920
MLS Fans	21%	(126)	23%	(143)	29%	(179)	27%	(165)	613
Formula 1 Fans	19%	(116)	26%	(155)	28%	(167)	27%	(164)	602
IndyCar Fans	18%	(113)	22%	(141)	26%	(165)	34%	(217)	636
NASCAR Fans	14%	(127)	19%	(171)	26%	(236)	40%	(357)	890
PGA Tour Fans	18%	(120)	22%	(144)	25%	(161)	35%	(226)	651
LPGA Tour Fans	25%	(114)	22%	(103)	25%	(113)	28%	(127)	457
UFC Fans	18%	(143)	24%	(192)	28%	(224)	31%	(254)	812
College Football Fans	13%	(151)	19%	(226)	28%	(339)	40%	(486)	1202
College Basketball Fans	16%	(155)	20%	(191)	28%	(266)	37%	(354)	965
Boxing Fans	16%	(141)	21%	(186)	27%	(248)	37%	(333)	909
ATP Tour Fans	29%	(107)	29%	(107)	23%	(87)	20%	(73)	374
WTA Tour Fans	28%	(109)	26%	(102)	23%	(89)	22%	(84)	384
Esports Fans	23%	(141)	23%	(141)	29%	(176)	25%	(151)	608
Sports Bettors	25%	(134)	31%	(166)	24%	(131)	20%	(111)	541
Currently Owns or Holds Crypto	25%	(120)	29%	(138)	25%	(120)	21%	(101)	479
Interested in Crypto	18%	(153)	26%	(219)	30%	(256)	25%	(213)	841
Interested in Stocks	14%	(165)	24%	(287)	32%	(386)	31%	(370)	1208
Casual Investor	6%	(35)	18%	(96)	35%	(187)	41%	(222)	540
Curious Investor	11%	(65)	24%	(134)	31%	(175)	34%	(193)	567
Active Investor	25%	(66)	26%	(68)	24%	(63)	25%	(65)	262

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

Table MCSP5_8: How likely is it you will do each of the following within the next 6 months?
Invest in or flip real estate

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	8%	(176)	12%	(268)	23%	(510)	57%	(1246)	2200
Gender: Male	13%	(140)	17%	(176)	24%	(252)	46%	(493)	1062
Gender: Female	3%	(35)	8%	(92)	23%	(258)	66%	(753)	1138
Age: 18-34	14%	(92)	19%	(125)	26%	(172)	41%	(267)	655
Age: 35-44	16%	(56)	19%	(67)	20%	(71)	46%	(164)	358
Age: 45-64	3%	(25)	8%	(62)	26%	(193)	63%	(472)	751
Age: 65+	1%	(3)	3%	(15)	17%	(75)	79%	(343)	436
GenZers: 1997-2012	6%	(13)	16%	(31)	28%	(55)	50%	(100)	199
Millennials: 1981-1996	18%	(125)	20%	(143)	22%	(157)	39%	(276)	702
GenXers: 1965-1980	5%	(29)	11%	(61)	26%	(141)	57%	(312)	542
Baby Boomers: 1946-1964	1%	(8)	4%	(30)	22%	(152)	73%	(506)	696
PID: Dem (no lean)	12%	(111)	11%	(102)	22%	(195)	55%	(492)	901
PID: Ind (no lean)	4%	(26)	12%	(79)	26%	(177)	59%	(403)	685
PID: Rep (no lean)	6%	(38)	14%	(87)	22%	(138)	57%	(351)	614
PID/Gender: Dem Men	22%	(95)	17%	(73)	22%	(95)	40%	(171)	433
PID/Gender: Dem Women	4%	(17)	6%	(30)	22%	(101)	69%	(321)	468
PID/Gender: Ind Men	6%	(20)	13%	(45)	27%	(91)	54%	(182)	338
PID/Gender: Ind Women	2%	(6)	10%	(34)	25%	(86)	64%	(221)	347
PID/Gender: Rep Men	9%	(26)	20%	(59)	23%	(66)	48%	(140)	290
PID/Gender: Rep Women	4%	(12)	9%	(28)	22%	(72)	65%	(211)	323
Ideo: Liberal (1-3)	11%	(76)	12%	(89)	21%	(146)	56%	(403)	714
Ideo: Moderate (4)	7%	(45)	14%	(87)	28%	(176)	51%	(320)	628
Ideo: Conservative (5-7)	8%	(51)	12%	(79)	25%	(165)	56%	(378)	672
Educ: < College	5%	(82)	10%	(152)	24%	(356)	61%	(923)	1512
Educ: Bachelors degree	13%	(57)	15%	(68)	25%	(111)	47%	(207)	444
Educ: Post-grad	15%	(36)	20%	(48)	18%	(44)	48%	(116)	244
Income: Under 50k	5%	(61)	9%	(107)	24%	(288)	63%	(768)	1224
Income: 50k-100k	10%	(65)	14%	(89)	22%	(143)	54%	(350)	648
Income: 100k+	15%	(50)	22%	(71)	24%	(79)	39%	(128)	328
Ethnicity: White	8%	(135)	11%	(190)	22%	(373)	59%	(1023)	1722
Ethnicity: Hispanic	14%	(50)	18%	(64)	25%	(87)	42%	(148)	349
Ethnicity: Black	8%	(22)	19%	(53)	26%	(72)	47%	(128)	274

Continued on next page

Table MCSP5_8: How likely is it you will do each of the following within the next 6 months?

Invest in or flip real estate

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	8%	(176)	12%	(268)	23%	(510)	57%	(1246)	2200
Ethnicity: Other	9%	(19)	12%	(25)	32%	(65)	46%	(95)	204
All Christian	9%	(80)	14%	(128)	20%	(189)	57%	(537)	934
All Non-Christian	24%	(30)	23%	(29)	11%	(15)	42%	(53)	127
Atheist	6%	(6)	8%	(8)	28%	(28)	58%	(59)	101
Agnostic/Nothing in particular	5%	(32)	9%	(57)	27%	(163)	59%	(362)	614
Something Else	7%	(28)	11%	(46)	27%	(115)	55%	(234)	424
Religious Non-Protestant/Catholic	21%	(31)	19%	(29)	14%	(21)	46%	(68)	148
Evangelical	11%	(65)	16%	(91)	20%	(119)	53%	(308)	583
Non-Evangelical	5%	(37)	10%	(76)	24%	(174)	60%	(437)	725
Community: Urban	14%	(93)	17%	(114)	22%	(143)	47%	(316)	666
Community: Suburban	5%	(51)	11%	(109)	24%	(242)	60%	(593)	996
Community: Rural	6%	(31)	8%	(45)	23%	(125)	63%	(337)	538
Employ: Private Sector	13%	(89)	17%	(114)	24%	(161)	46%	(314)	678
Employ: Government	20%	(21)	21%	(23)	20%	(22)	38%	(41)	106
Employ: Self-Employed	12%	(27)	25%	(56)	26%	(58)	37%	(82)	223
Employ: Homemaker	3%	(4)	9%	(12)	28%	(39)	61%	(86)	140
Employ: Student	8%	(5)	8%	(4)	21%	(11)	63%	(35)	55
Employ: Retired	1%	(6)	3%	(16)	19%	(96)	77%	(388)	505
Employ: Unemployed	5%	(14)	11%	(33)	29%	(87)	56%	(169)	303
Employ: Other	5%	(10)	6%	(11)	19%	(37)	70%	(133)	190
Military HH: Yes	7%	(22)	12%	(37)	20%	(64)	61%	(189)	313
Military HH: No	8%	(153)	12%	(231)	24%	(447)	56%	(1056)	1887
RD/WT: Right Direction	14%	(127)	14%	(133)	20%	(184)	52%	(475)	919
RD/WT: Wrong Track	4%	(49)	11%	(135)	25%	(326)	60%	(771)	1281
Biden Job Approve	12%	(132)	13%	(150)	22%	(247)	53%	(600)	1130
Biden Job Disapprove	4%	(40)	11%	(106)	25%	(238)	60%	(584)	968
Biden Job Strongly Approve	18%	(101)	12%	(66)	17%	(96)	54%	(310)	573
Biden Job Somewhat Approve	6%	(31)	15%	(84)	27%	(151)	52%	(290)	557
Biden Job Somewhat Disapprove	4%	(11)	13%	(36)	27%	(77)	57%	(163)	287
Biden Job Strongly Disapprove	4%	(29)	10%	(70)	24%	(161)	62%	(420)	680

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Table MCSP5_8: How likely is it you will do each of the following within the next 6 months?

Invest in or flip real estate

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	8%	(176)	12%	(268)	23%	(510)	57%	(1246)	2200
Favorable of Biden	11%	(127)	13%	(141)	21%	(236)	55%	(609)	1113
Unfavorable of Biden	5%	(44)	12%	(114)	25%	(250)	59%	(576)	984
Very Favorable of Biden	16%	(96)	12%	(72)	16%	(94)	56%	(336)	600
Somewhat Favorable of Biden	6%	(30)	13%	(69)	28%	(142)	53%	(273)	514
Somewhat Unfavorable of Biden	4%	(12)	15%	(42)	27%	(75)	53%	(144)	273
Very Unfavorable of Biden	5%	(32)	10%	(73)	25%	(174)	61%	(431)	711
#1 Issue: Economy	9%	(70)	14%	(104)	26%	(196)	50%	(373)	741
#1 Issue: Security	5%	(19)	12%	(50)	24%	(99)	59%	(246)	414
#1 Issue: Health Care	11%	(32)	14%	(42)	20%	(59)	55%	(162)	296
#1 Issue: Medicare / Social Security	4%	(10)	5%	(13)	20%	(54)	71%	(190)	266
#1 Issue: Women's Issues	9%	(13)	9%	(12)	22%	(31)	60%	(83)	139
#1 Issue: Education	14%	(12)	19%	(17)	33%	(29)	34%	(30)	87
#1 Issue: Energy	11%	(15)	16%	(23)	22%	(33)	51%	(75)	146
#1 Issue: Other	4%	(4)	7%	(8)	10%	(11)	79%	(88)	111
2020 Vote: Joe Biden	11%	(116)	12%	(119)	21%	(215)	56%	(573)	1023
2020 Vote: Donald Trump	6%	(43)	15%	(101)	23%	(158)	56%	(385)	687
2020 Vote: Other	3%	(2)	13%	(9)	41%	(30)	43%	(31)	72
2020 Vote: Didn't Vote	3%	(14)	9%	(38)	26%	(107)	62%	(255)	413
2018 House Vote: Democrat	13%	(100)	12%	(90)	20%	(154)	56%	(440)	784
2018 House Vote: Republican	5%	(30)	14%	(77)	25%	(139)	56%	(316)	562
2018 House Vote: Someone else	5%	(3)	10%	(6)	25%	(14)	60%	(34)	58
2016 Vote: Hillary Clinton	12%	(87)	11%	(81)	21%	(151)	57%	(415)	734
2016 Vote: Donald Trump	6%	(41)	14%	(94)	23%	(150)	57%	(375)	659
2016 Vote: Other	6%	(6)	8%	(8)	31%	(30)	55%	(54)	98
2016 Vote: Didn't Vote	6%	(41)	12%	(84)	26%	(180)	57%	(401)	705
Voted in 2014: Yes	10%	(125)	12%	(152)	22%	(276)	56%	(713)	1265
Voted in 2014: No	5%	(51)	12%	(116)	25%	(235)	57%	(533)	935
4-Region: Northeast	9%	(34)	11%	(43)	25%	(100)	55%	(217)	394
4-Region: Midwest	7%	(31)	9%	(40)	24%	(110)	61%	(282)	462
4-Region: South	6%	(54)	15%	(123)	22%	(185)	56%	(463)	824
4-Region: West	11%	(57)	12%	(63)	22%	(116)	55%	(284)	520

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Table MCSP5_8: How likely is it you will do each of the following within the next 6 months?

Invest in or flip real estate

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	8%	(176)	12%	(268)	23%	(510)	57%	(1246)	2200
Sports Fans	10%	(156)	15%	(220)	24%	(364)	50%	(751)	1492
Avid Sports Fans	22%	(98)	20%	(87)	24%	(108)	34%	(151)	443
Casual Sports Fans	6%	(59)	13%	(133)	24%	(257)	57%	(601)	1049
NFL Fans	10%	(153)	14%	(212)	25%	(369)	50%	(745)	1479
NBA Fans	14%	(154)	18%	(204)	25%	(278)	42%	(467)	1103
WNBA Fans	22%	(126)	24%	(137)	24%	(138)	31%	(180)	581
MLB Fans	12%	(146)	15%	(176)	24%	(290)	49%	(593)	1206
NHL Fans	14%	(132)	17%	(154)	26%	(235)	43%	(399)	920
MLS Fans	21%	(132)	22%	(136)	24%	(145)	33%	(201)	613
Formula 1 Fans	20%	(120)	23%	(141)	27%	(164)	29%	(177)	602
IndyCar Fans	18%	(115)	20%	(129)	25%	(157)	37%	(234)	636
NASCAR Fans	16%	(139)	17%	(152)	25%	(219)	43%	(379)	890
PGA Tour Fans	19%	(126)	21%	(134)	22%	(145)	38%	(246)	651
LPGA Tour Fans	24%	(108)	23%	(107)	22%	(100)	31%	(141)	457
UFC Fans	18%	(146)	21%	(172)	26%	(215)	34%	(279)	812
College Football Fans	12%	(144)	16%	(196)	25%	(304)	46%	(557)	1202
College Basketball Fans	15%	(143)	19%	(180)	26%	(249)	41%	(393)	965
Boxing Fans	16%	(148)	19%	(172)	26%	(234)	39%	(354)	909
ATP Tour Fans	28%	(105)	27%	(102)	22%	(83)	22%	(83)	374
WTA Tour Fans	28%	(107)	28%	(110)	21%	(80)	23%	(88)	384
Esports Fans	22%	(132)	24%	(147)	27%	(163)	27%	(167)	608
Sports Bettors	22%	(122)	27%	(146)	26%	(139)	25%	(134)	541
Currently Owns or Holds Crypto	24%	(114)	27%	(132)	24%	(116)	25%	(118)	479
Interested in Crypto	17%	(144)	23%	(192)	29%	(240)	32%	(266)	841
Interested in Stocks	13%	(163)	18%	(223)	28%	(341)	40%	(481)	1208
Casual Investor	7%	(39)	15%	(80)	27%	(148)	51%	(273)	540
Curious Investor	12%	(69)	19%	(107)	29%	(167)	40%	(224)	567
Active Investor	21%	(54)	21%	(55)	25%	(65)	34%	(89)	262

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

Table MCSP5_9: How likely is it you will do each of the following within the next 6 months?
Invest in structured products, such as CDOs

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	7%	(144)	12%	(269)	26%	(567)	55%	(1220)	2200
Gender: Male	11%	(119)	17%	(178)	27%	(285)	45%	(481)	1062
Gender: Female	2%	(25)	8%	(92)	25%	(282)	65%	(739)	1138
Age: 18-34	11%	(72)	19%	(124)	27%	(180)	43%	(279)	655
Age: 35-44	15%	(52)	18%	(63)	25%	(91)	42%	(152)	358
Age: 45-64	2%	(17)	9%	(65)	28%	(210)	61%	(459)	751
Age: 65+	1%	(3)	4%	(17)	20%	(86)	76%	(330)	436
GenZers: 1997-2012	7%	(14)	13%	(27)	27%	(54)	53%	(105)	199
Millennials: 1981-1996	14%	(98)	19%	(137)	27%	(190)	40%	(277)	702
GenXers: 1965-1980	4%	(24)	14%	(76)	27%	(146)	55%	(297)	542
Baby Boomers: 1946-1964	1%	(8)	4%	(27)	24%	(170)	71%	(491)	696
PID: Dem (no lean)	11%	(97)	13%	(120)	22%	(198)	54%	(487)	901
PID: Ind (no lean)	3%	(20)	10%	(71)	30%	(208)	56%	(386)	685
PID: Rep (no lean)	4%	(28)	13%	(78)	26%	(161)	57%	(347)	614
PID/Gender: Dem Men	19%	(82)	18%	(79)	23%	(98)	40%	(174)	433
PID/Gender: Dem Women	3%	(14)	9%	(40)	21%	(100)	67%	(313)	468
PID/Gender: Ind Men	5%	(15)	13%	(43)	32%	(107)	51%	(172)	338
PID/Gender: Ind Women	1%	(4)	8%	(28)	29%	(101)	61%	(213)	347
PID/Gender: Rep Men	7%	(21)	19%	(55)	28%	(80)	46%	(135)	290
PID/Gender: Rep Women	2%	(7)	7%	(24)	25%	(81)	66%	(212)	323
Ideo: Liberal (1-3)	10%	(69)	15%	(104)	21%	(150)	55%	(391)	714
Ideo: Moderate (4)	6%	(36)	12%	(73)	30%	(189)	53%	(331)	628
Ideo: Conservative (5-7)	5%	(33)	12%	(81)	30%	(200)	53%	(358)	672
Educ: < College	4%	(55)	10%	(157)	26%	(391)	60%	(910)	1512
Educ: Bachelors degree	11%	(50)	17%	(78)	26%	(115)	45%	(202)	444
Educ: Post-grad	16%	(40)	14%	(35)	25%	(62)	44%	(108)	244
Income: Under 50k	3%	(39)	10%	(119)	25%	(302)	62%	(763)	1224
Income: 50k-100k	9%	(56)	13%	(84)	26%	(166)	53%	(341)	648
Income: 100k+	15%	(49)	20%	(66)	30%	(98)	35%	(115)	328
Ethnicity: White	7%	(115)	10%	(178)	25%	(439)	58%	(990)	1722
Ethnicity: Hispanic	11%	(39)	17%	(61)	27%	(93)	45%	(157)	349
Ethnicity: Black	7%	(18)	19%	(53)	26%	(70)	49%	(133)	274

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Table MCSP5_9: How likely is it you will do each of the following within the next 6 months?
Invest in structured products, such as CDOs

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	7%	(144)	12%	(269)	26%	(567)	55%	(1220)	2200
Ethnicity: Other	5%	(11)	19%	(39)	28%	(58)	47%	(97)	204
All Christian	8%	(75)	12%	(115)	25%	(234)	55%	(509)	934
All Non-Christian	21%	(27)	18%	(23)	20%	(25)	41%	(52)	127
Atheist	—	(1)	11%	(12)	22%	(22)	66%	(67)	101
Agnostic/Nothing in particular	4%	(27)	12%	(75)	26%	(162)	57%	(350)	614
Something Else	3%	(14)	11%	(45)	29%	(123)	57%	(242)	424
Religious Non-Protestant/Catholic	19%	(28)	17%	(25)	20%	(29)	45%	(66)	148
Evangelical	10%	(60)	13%	(74)	25%	(144)	52%	(304)	583
Non-Evangelical	3%	(22)	11%	(81)	28%	(201)	58%	(421)	725
Community: Urban	13%	(86)	16%	(107)	24%	(161)	47%	(312)	666
Community: Suburban	5%	(46)	11%	(112)	26%	(263)	58%	(576)	996
Community: Rural	2%	(13)	9%	(50)	27%	(143)	62%	(332)	538
Employ: Private Sector	12%	(80)	18%	(123)	28%	(188)	42%	(286)	678
Employ: Government	17%	(18)	19%	(20)	24%	(25)	40%	(43)	106
Employ: Self-Employed	10%	(22)	19%	(42)	29%	(64)	42%	(94)	223
Employ: Homemaker	1%	(1)	7%	(9)	28%	(39)	65%	(91)	140
Employ: Student	3%	(2)	8%	(5)	26%	(15)	63%	(35)	55
Employ: Retired	1%	(5)	4%	(23)	20%	(100)	75%	(377)	505
Employ: Unemployed	3%	(10)	10%	(31)	29%	(86)	58%	(176)	303
Employ: Other	3%	(5)	9%	(17)	26%	(50)	62%	(118)	190
Military HH: Yes	5%	(16)	9%	(28)	26%	(81)	60%	(187)	313
Military HH: No	7%	(128)	13%	(241)	26%	(486)	55%	(1032)	1887
RD/WT: Right Direction	12%	(115)	15%	(137)	22%	(206)	50%	(462)	919
RD/WT: Wrong Track	2%	(29)	10%	(132)	28%	(361)	59%	(758)	1281
Biden Job Approve	11%	(123)	15%	(165)	23%	(257)	52%	(584)	1130
Biden Job Disapprove	2%	(15)	10%	(93)	29%	(285)	59%	(574)	968
Biden Job Strongly Approve	17%	(97)	12%	(69)	18%	(102)	53%	(306)	573
Biden Job Somewhat Approve	5%	(26)	17%	(95)	28%	(156)	50%	(279)	557
Biden Job Somewhat Disapprove	1%	(2)	13%	(37)	31%	(90)	55%	(158)	287
Biden Job Strongly Disapprove	2%	(13)	8%	(56)	29%	(195)	61%	(416)	680

Continued on next page

Table MCSP5_9: How likely is it you will do each of the following within the next 6 months?
Invest in structured products, such as CDOs

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	7%	(144)	12%	(269)	26%	(567)	55%	(1220)	2200
Favorable of Biden	11%	(118)	14%	(157)	23%	(257)	52%	(582)	1113
Unfavorable of Biden	2%	(23)	11%	(104)	30%	(291)	58%	(566)	984
Very Favorable of Biden	15%	(89)	12%	(74)	20%	(119)	53%	(317)	600
Somewhat Favorable of Biden	6%	(29)	16%	(82)	27%	(137)	52%	(265)	514
Somewhat Unfavorable of Biden	2%	(7)	15%	(41)	31%	(84)	52%	(141)	273
Very Unfavorable of Biden	2%	(16)	9%	(62)	29%	(207)	60%	(425)	711
#1 Issue: Economy	7%	(54)	15%	(111)	29%	(216)	49%	(361)	741
#1 Issue: Security	5%	(20)	11%	(47)	26%	(110)	57%	(237)	414
#1 Issue: Health Care	9%	(27)	14%	(42)	23%	(68)	54%	(159)	296
#1 Issue: Medicare / Social Security	3%	(7)	7%	(18)	23%	(61)	68%	(181)	266
#1 Issue: Women's Issues	6%	(9)	12%	(16)	23%	(32)	59%	(81)	139
#1 Issue: Education	10%	(8)	12%	(11)	29%	(25)	49%	(42)	87
#1 Issue: Energy	14%	(20)	13%	(19)	22%	(32)	51%	(75)	146
#1 Issue: Other	—	(0)	5%	(5)	21%	(24)	74%	(83)	111
2020 Vote: Joe Biden	10%	(101)	13%	(135)	23%	(232)	54%	(554)	1023
2020 Vote: Donald Trump	4%	(25)	13%	(89)	30%	(207)	53%	(367)	687
2020 Vote: Other	1%	(1)	12%	(9)	34%	(24)	53%	(38)	72
2020 Vote: Didn't Vote	4%	(17)	9%	(37)	25%	(104)	62%	(256)	413
2018 House Vote: Democrat	12%	(93)	13%	(99)	22%	(176)	53%	(416)	784
2018 House Vote: Republican	4%	(20)	13%	(73)	30%	(166)	54%	(302)	562
2018 House Vote: Someone else	1%	(1)	9%	(5)	30%	(17)	60%	(35)	58
2016 Vote: Hillary Clinton	11%	(81)	13%	(94)	23%	(169)	53%	(390)	734
2016 Vote: Donald Trump	5%	(30)	12%	(79)	29%	(192)	54%	(358)	659
2016 Vote: Other	2%	(2)	10%	(10)	26%	(26)	61%	(60)	98
2016 Vote: Didn't Vote	4%	(30)	12%	(84)	26%	(181)	58%	(411)	705
Voted in 2014: Yes	9%	(108)	12%	(158)	25%	(320)	54%	(680)	1265
Voted in 2014: No	4%	(36)	12%	(112)	26%	(247)	58%	(540)	935
4-Region: Northeast	9%	(35)	12%	(48)	26%	(102)	53%	(208)	394
4-Region: Midwest	5%	(23)	11%	(49)	27%	(126)	57%	(264)	462
4-Region: South	5%	(40)	12%	(102)	26%	(218)	56%	(465)	824
4-Region: West	9%	(46)	13%	(70)	23%	(121)	54%	(283)	520

Continued on next page

Table MCSP5_9: How likely is it you will do each of the following within the next 6 months?
Invest in structured products, such as CDOs

Demographic	Very likely		Somewhat likely		Not too likely		Not likely at all		Total N
Adults	7%	(144)	12%	(269)	26%	(567)	55%	(1220)	2200
Sports Fans	9%	(132)	15%	(221)	28%	(413)	49%	(726)	1492
Avid Sports Fans	19%	(84)	21%	(94)	25%	(112)	35%	(153)	443
Casual Sports Fans	5%	(48)	12%	(127)	29%	(301)	55%	(573)	1049
NFL Fans	9%	(132)	14%	(210)	27%	(404)	50%	(732)	1479
NBA Fans	12%	(138)	18%	(203)	29%	(315)	41%	(448)	1103
WNBA Fans	19%	(112)	23%	(133)	27%	(157)	31%	(179)	581
MLB Fans	10%	(126)	15%	(184)	27%	(330)	47%	(566)	1206
NHL Fans	13%	(120)	18%	(167)	27%	(249)	42%	(384)	920
MLS Fans	19%	(115)	23%	(139)	28%	(174)	30%	(186)	613
Formula 1 Fans	19%	(113)	22%	(135)	29%	(175)	30%	(179)	602
IndyCar Fans	17%	(108)	20%	(129)	26%	(163)	37%	(235)	636
NASCAR Fans	14%	(122)	17%	(152)	27%	(238)	42%	(378)	890
PGA Tour Fans	17%	(114)	20%	(133)	26%	(171)	36%	(233)	651
LPGA Tour Fans	22%	(103)	23%	(105)	27%	(121)	28%	(128)	457
UFC Fans	15%	(125)	20%	(166)	30%	(245)	34%	(277)	812
College Football Fans	10%	(126)	17%	(201)	28%	(335)	45%	(540)	1202
College Basketball Fans	14%	(131)	19%	(184)	28%	(269)	40%	(381)	965
Boxing Fans	14%	(126)	19%	(169)	28%	(256)	39%	(358)	909
ATP Tour Fans	27%	(101)	29%	(108)	24%	(90)	20%	(75)	374
WTA Tour Fans	27%	(104)	27%	(104)	23%	(88)	23%	(89)	384
Esports Fans	19%	(116)	24%	(146)	30%	(181)	27%	(165)	608
Sports Bettors	21%	(112)	29%	(157)	29%	(155)	22%	(117)	541
Currently Owns or Holds Crypto	23%	(110)	24%	(113)	29%	(139)	24%	(116)	479
Interested in Crypto	15%	(129)	24%	(200)	32%	(270)	29%	(242)	841
Interested in Stocks	11%	(134)	19%	(231)	33%	(404)	36%	(439)	1208
Casual Investor	6%	(33)	16%	(85)	32%	(174)	46%	(249)	540
Curious Investor	10%	(56)	19%	(105)	33%	(189)	38%	(217)	567
Active Investor	18%	(48)	21%	(55)	30%	(80)	31%	(81)	262

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

Table MCSP6: *Even if none are exactly right, which of the following best describes your investment style?*

Demographic	I am not at all interested in investing or learning more about it		I am a casual investor - I invest, but don't tend to engage with or check on my investments much		I am a curious investor - I enjoy learning about investing and am open to unique approaches or investments		I'm a very active investor - I frequently engage with or check on my investments		Total N
Adults	38%	(830)	25%	(540)	26%	(567)	12%	(262)	2200
Gender: Male	27%	(285)	26%	(271)	29%	(308)	19%	(198)	1062
Gender: Female	48%	(546)	24%	(269)	23%	(259)	6%	(65)	1138
Age: 18-34	29%	(188)	26%	(168)	33%	(219)	12%	(79)	655
Age: 35-44	33%	(119)	19%	(68)	34%	(120)	14%	(50)	358
Age: 45-64	42%	(319)	25%	(187)	22%	(167)	11%	(79)	751
Age: 65+	47%	(204)	27%	(117)	14%	(61)	12%	(54)	436
GenZers: 1997-2012	40%	(79)	28%	(56)	24%	(47)	9%	(17)	199
Millennials: 1981-1996	28%	(193)	22%	(155)	37%	(259)	14%	(95)	702
GenXers: 1965-1980	38%	(204)	25%	(138)	26%	(141)	11%	(59)	542
Baby Boomers: 1946-1964	47%	(324)	25%	(171)	16%	(114)	13%	(88)	696
PID: Dem (no lean)	36%	(327)	26%	(232)	27%	(240)	11%	(103)	901
PID: Ind (no lean)	39%	(269)	23%	(160)	27%	(186)	10%	(71)	685
PID: Rep (no lean)	38%	(235)	24%	(148)	23%	(141)	14%	(89)	614
PID/Gender: Dem Men	27%	(115)	25%	(109)	30%	(131)	18%	(78)	433
PID/Gender: Dem Women	45%	(211)	26%	(123)	23%	(109)	5%	(25)	468
PID/Gender: Ind Men	28%	(94)	25%	(83)	31%	(106)	16%	(55)	338
PID/Gender: Ind Women	50%	(174)	22%	(77)	23%	(80)	4%	(16)	347
PID/Gender: Rep Men	26%	(75)	27%	(79)	25%	(72)	22%	(65)	290
PID/Gender: Rep Women	50%	(160)	21%	(69)	22%	(70)	8%	(24)	323
Ideo: Liberal (1-3)	33%	(238)	27%	(194)	26%	(187)	13%	(95)	714
Ideo: Moderate (4)	36%	(224)	26%	(164)	28%	(179)	10%	(62)	628
Ideo: Conservative (5-7)	37%	(247)	24%	(164)	23%	(156)	16%	(105)	672
Educ: < College	46%	(692)	21%	(319)	26%	(387)	8%	(115)	1512
Educ: Bachelors degree	22%	(99)	32%	(144)	26%	(115)	19%	(86)	444
Educ: Post-grad	16%	(40)	32%	(77)	27%	(65)	25%	(62)	244

Continued on next page

Table MCSP6: *Even if none are exactly right, which of the following best describes your investment style?*

Demographic	I am not at all interested in investing or learning more about it		I am a casual investor - I invest, but don't tend to engage with or check on my investments much		I am a curious investor - I enjoy learning about investing and am open to unique approaches or investments		I'm a very active investor - I frequently engage with or check on my investments		Total N
Adults	38%	(830)	25%	(540)	26%	(567)	12%	(262)	2200
Income: Under 50k	50%	(609)	19%	(229)	26%	(313)	6%	(72)	1224
Income: 50k-100k	25%	(165)	32%	(210)	26%	(170)	16%	(102)	648
Income: 100k+	17%	(56)	31%	(101)	25%	(83)	27%	(88)	328
Ethnicity: White	39%	(664)	25%	(433)	24%	(418)	12%	(206)	1722
Ethnicity: Hispanic	33%	(116)	26%	(90)	32%	(112)	9%	(31)	349
Ethnicity: Black	32%	(89)	22%	(60)	35%	(95)	11%	(30)	274
Ethnicity: Other	38%	(78)	23%	(46)	26%	(54)	13%	(26)	204
All Christian	36%	(332)	26%	(246)	24%	(222)	14%	(133)	934
All Non-Christian	14%	(17)	37%	(47)	22%	(28)	28%	(36)	127
Atheist	37%	(38)	31%	(32)	23%	(23)	9%	(9)	101
Agnostic/Nothing in particular	43%	(262)	21%	(128)	27%	(167)	9%	(57)	614
Something Else	43%	(182)	21%	(87)	30%	(127)	7%	(28)	424
Religious Non-Protestant/Catholic	17%	(26)	35%	(52)	21%	(32)	26%	(39)	148
Evangelical	37%	(218)	22%	(126)	28%	(164)	13%	(75)	583
Non-Evangelical	39%	(280)	28%	(200)	24%	(173)	10%	(73)	725
Community: Urban	34%	(227)	21%	(143)	31%	(203)	14%	(93)	666
Community: Suburban	34%	(340)	29%	(285)	25%	(250)	12%	(121)	996
Community: Rural	49%	(264)	21%	(112)	21%	(114)	9%	(48)	538
Employ: Private Sector	25%	(170)	28%	(191)	30%	(203)	17%	(114)	678
Employ: Government	13%	(14)	32%	(34)	37%	(40)	18%	(19)	106
Employ: Self-Employed	28%	(63)	23%	(52)	31%	(70)	17%	(38)	223
Employ: Homemaker	56%	(79)	19%	(27)	19%	(27)	5%	(7)	140
Employ: Student	48%	(26)	22%	(12)	27%	(15)	4%	(2)	55
Employ: Retired	48%	(243)	25%	(124)	15%	(77)	12%	(61)	505
Employ: Unemployed	44%	(132)	20%	(59)	31%	(93)	6%	(18)	303
Employ: Other	54%	(103)	22%	(41)	22%	(42)	2%	(3)	190

Continued on next page

Table MCSP6: *Even if none are exactly right, which of the following best describes your investment style?*

Demographic	I am not at all interested in investing or learning more about it		I am a casual investor - I invest, but don't tend to engage with or check on my investments much		I am a curious investor - I enjoy learning about investing and am open to unique approaches or investments		I'm a very active investor - I frequently engage with or check on my investments		Total N
Adults	38%	(830)	25%	(540)	26%	(567)	12%	(262)	2200
Military HH: Yes	36%	(113)	29%	(91)	20%	(64)	14%	(45)	313
Military HH: No	38%	(718)	24%	(449)	27%	(503)	12%	(218)	1887
RD/WT: Right Direction	32%	(294)	25%	(230)	29%	(266)	14%	(129)	919
RD/WT: Wrong Track	42%	(537)	24%	(310)	23%	(301)	10%	(133)	1281
Biden Job Approve	33%	(377)	25%	(286)	29%	(324)	13%	(143)	1130
Biden Job Disapprove	41%	(400)	24%	(230)	23%	(218)	12%	(120)	968
Biden Job Strongly Approve	33%	(189)	24%	(140)	26%	(151)	16%	(93)	573
Biden Job Somewhat Approve	34%	(187)	26%	(147)	31%	(173)	9%	(50)	557
Biden Job Somewhat Disapprove	37%	(106)	29%	(82)	24%	(69)	11%	(31)	287
Biden Job Strongly Disapprove	43%	(293)	22%	(148)	22%	(150)	13%	(89)	680
Favorable of Biden	34%	(378)	26%	(288)	29%	(319)	12%	(128)	1113
Unfavorable of Biden	40%	(392)	23%	(230)	24%	(234)	13%	(127)	984
Very Favorable of Biden	35%	(211)	24%	(142)	27%	(160)	14%	(87)	600
Somewhat Favorable of Biden	33%	(168)	28%	(146)	31%	(158)	8%	(41)	514
Somewhat Unfavorable of Biden	35%	(96)	25%	(68)	28%	(78)	12%	(32)	273
Very Unfavorable of Biden	42%	(297)	23%	(162)	22%	(157)	13%	(95)	711
#1 Issue: Economy	30%	(225)	26%	(196)	28%	(209)	15%	(111)	741
#1 Issue: Security	43%	(179)	23%	(95)	22%	(91)	12%	(48)	414
#1 Issue: Health Care	42%	(123)	20%	(59)	28%	(82)	11%	(32)	296
#1 Issue: Medicare / Social Security	45%	(121)	28%	(76)	21%	(56)	5%	(13)	266
#1 Issue: Women's Issues	38%	(53)	29%	(40)	26%	(35)	8%	(11)	139
#1 Issue: Education	29%	(25)	27%	(23)	30%	(27)	14%	(12)	87
#1 Issue: Energy	34%	(49)	22%	(32)	30%	(43)	14%	(21)	146
#1 Issue: Other	49%	(55)	17%	(19)	21%	(23)	13%	(14)	111

Continued on next page

Table MCSP6: *Even if none are exactly right, which of the following best describes your investment style?*

Demographic	I am not at all interested in investing or learning more about it		I am a casual investor - I invest, but don't tend to engage with or check on my investments much		I am a curious investor - I enjoy learning about investing and am open to unique approaches or investments		I'm a very active investor - I frequently engage with or check on my investments		Total N
Adults	38%	(830)	25%	(540)	26%	(567)	12%	(262)	2200
2020 Vote: Joe Biden	34%	(346)	27%	(276)	27%	(277)	12%	(124)	1023
2020 Vote: Donald Trump	35%	(238)	24%	(166)	25%	(171)	16%	(112)	687
2020 Vote: Other	33%	(24)	31%	(22)	27%	(19)	9%	(6)	72
2020 Vote: Didn't Vote	53%	(221)	18%	(75)	24%	(99)	5%	(19)	413
2018 House Vote: Democrat	33%	(258)	28%	(216)	26%	(203)	14%	(107)	784
2018 House Vote: Republican	35%	(196)	27%	(151)	21%	(119)	17%	(96)	562
2018 House Vote: Someone else	41%	(24)	21%	(12)	26%	(15)	12%	(7)	58
2016 Vote: Hillary Clinton	34%	(252)	27%	(199)	26%	(190)	13%	(92)	734
2016 Vote: Donald Trump	34%	(226)	25%	(166)	23%	(154)	17%	(112)	659
2016 Vote: Other	30%	(29)	27%	(26)	28%	(28)	15%	(15)	98
2016 Vote: Didn't Vote	46%	(321)	21%	(147)	28%	(194)	6%	(43)	705
Voted in 2014: Yes	34%	(434)	26%	(335)	24%	(304)	15%	(193)	1265
Voted in 2014: No	42%	(397)	22%	(205)	28%	(263)	7%	(70)	935
4-Region: Northeast	35%	(136)	27%	(105)	27%	(106)	12%	(47)	394
4-Region: Midwest	38%	(177)	25%	(116)	25%	(115)	12%	(55)	462
4-Region: South	39%	(324)	23%	(192)	27%	(224)	10%	(84)	824
4-Region: West	37%	(193)	25%	(128)	23%	(122)	15%	(77)	520
Sports Fans	30%	(441)	27%	(402)	29%	(439)	14%	(210)	1492
Avid Sports Fans	18%	(80)	24%	(106)	36%	(161)	22%	(97)	443
Casual Sports Fans	34%	(361)	28%	(296)	27%	(279)	11%	(113)	1049
NFL Fans	31%	(452)	27%	(393)	29%	(427)	14%	(208)	1479
NBA Fans	26%	(286)	26%	(285)	33%	(366)	15%	(167)	1103
WNBA Fans	20%	(115)	27%	(158)	33%	(192)	20%	(115)	581
MLB Fans	28%	(343)	28%	(333)	28%	(342)	16%	(187)	1206
NHL Fans	25%	(226)	29%	(263)	30%	(276)	17%	(154)	920
MLS Fans	19%	(115)	30%	(185)	32%	(195)	19%	(118)	613

Continued on next page

Table MCSP6: Even if none are exactly right, which of the following best describes your investment style?

Demographic	I am not at all interested in investing or learning more about it		I am a casual investor - I invest, but don't tend to engage with or check on my investments much		I am a curious investor - I enjoy learning about investing and am open to unique approaches or investments		I'm a very active investor - I frequently engage with or check on my investments		Total N
Adults	38%	(830)	25%	(540)	26%	(567)	12%	(262)	2200
Formula 1 Fans	21%	(127)	27%	(164)	31%	(186)	21%	(125)	602
IndyCar Fans	24%	(152)	25%	(158)	32%	(202)	19%	(124)	636
NASCAR Fans	29%	(262)	24%	(215)	30%	(268)	16%	(144)	890
PGA Tour Fans	20%	(128)	27%	(174)	31%	(204)	22%	(145)	651
LPGA Tour Fans	17%	(77)	25%	(116)	34%	(155)	24%	(109)	457
UFC Fans	24%	(191)	23%	(187)	37%	(304)	16%	(130)	812
College Football Fans	29%	(343)	27%	(325)	29%	(353)	15%	(181)	1202
College Basketball Fans	24%	(228)	27%	(264)	32%	(305)	17%	(168)	965
Boxing Fans	25%	(225)	25%	(225)	36%	(327)	15%	(132)	909
ATP Tour Fans	17%	(65)	25%	(93)	35%	(132)	22%	(84)	374
WTA Tour Fans	16%	(63)	26%	(101)	34%	(132)	23%	(88)	384
Esports Fans	20%	(121)	22%	(137)	38%	(230)	20%	(121)	608
Sports Bettors	13%	(71)	29%	(156)	33%	(176)	25%	(138)	541
Currently Owns or Holds Crypto	5%	(23)	30%	(144)	37%	(178)	28%	(134)	479
Interested in Crypto	10%	(82)	28%	(235)	44%	(370)	18%	(155)	841
Interested in Stocks	10%	(120)	32%	(383)	39%	(466)	20%	(239)	1208
Casual Investor	—	(0)	100%	(540)	—	(0)	—	(0)	540
Curious Investor	—	(0)	—	(0)	100%	(567)	—	(0)	567
Active Investor	—	(0)	—	(0)	—	(0)	100%	(262)	262

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

Table MCSP7_1: How interested are you in the following kinds of investments?

Stocks

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion	Total N
Adults	23%	(515)	31%	(693)	11%	(245)	26%	(578)	8% (169)	2200
Gender: Male	31%	(330)	33%	(351)	11%	(112)	19%	(199)	7% (70)	1062
Gender: Female	16%	(185)	30%	(342)	12%	(133)	33%	(379)	9% (98)	1138
Age: 18-34	29%	(189)	38%	(248)	9%	(59)	15%	(96)	10% (63)	655
Age: 35-44	27%	(97)	34%	(122)	11%	(38)	19%	(68)	9% (33)	358
Age: 45-64	19%	(146)	29%	(215)	12%	(88)	34%	(255)	6% (47)	751
Age: 65+	19%	(83)	25%	(108)	14%	(61)	36%	(159)	6% (26)	436
GenZers: 1997-2012	25%	(49)	33%	(67)	8%	(16)	21%	(41)	13% (26)	199
Millennials: 1981-1996	30%	(214)	37%	(258)	10%	(69)	14%	(99)	9% (62)	702
GenXers: 1965-1980	20%	(110)	32%	(172)	11%	(62)	30%	(161)	7% (38)	542
Baby Boomers: 1946-1964	19%	(134)	26%	(182)	13%	(88)	36%	(253)	6% (39)	696
PID: Dem (no lean)	27%	(247)	31%	(277)	10%	(88)	26%	(236)	6% (53)	901
PID: Ind (no lean)	20%	(135)	32%	(219)	12%	(81)	25%	(172)	11% (78)	685
PID: Rep (no lean)	22%	(133)	32%	(197)	12%	(76)	28%	(170)	6% (38)	614
PID/Gender: Dem Men	38%	(164)	31%	(136)	9%	(38)	18%	(77)	4% (18)	433
PID/Gender: Dem Women	18%	(82)	30%	(142)	11%	(50)	34%	(159)	7% (35)	468
PID/Gender: Ind Men	25%	(86)	34%	(114)	11%	(36)	19%	(66)	11% (36)	338
PID/Gender: Ind Women	14%	(49)	30%	(104)	13%	(45)	31%	(107)	12% (42)	347
PID/Gender: Rep Men	27%	(80)	35%	(100)	13%	(38)	19%	(56)	5% (16)	290
PID/Gender: Rep Women	16%	(53)	30%	(96)	12%	(38)	35%	(114)	7% (22)	323
Ideo: Liberal (1-3)	28%	(198)	31%	(219)	12%	(83)	23%	(165)	7% (49)	714
Ideo: Moderate (4)	23%	(147)	31%	(195)	10%	(64)	26%	(166)	9% (56)	628
Ideo: Conservative (5-7)	22%	(148)	34%	(226)	12%	(80)	26%	(176)	6% (41)	672
Educ: < College	17%	(261)	31%	(463)	12%	(175)	31%	(474)	9% (139)	1512
Educ: Bachelors degree	35%	(154)	35%	(155)	9%	(39)	16%	(72)	5% (24)	444
Educ: Post-grad	41%	(100)	30%	(74)	13%	(32)	13%	(32)	3% (6)	244
Income: Under 50k	16%	(194)	28%	(338)	12%	(149)	35%	(431)	9% (113)	1224
Income: 50k-100k	28%	(184)	37%	(237)	11%	(73)	17%	(112)	6% (42)	648
Income: 100k+	42%	(137)	36%	(118)	7%	(24)	11%	(35)	4% (14)	328
Ethnicity: White	23%	(397)	31%	(526)	12%	(202)	28%	(479)	7% (117)	1722
Ethnicity: Hispanic	23%	(81)	38%	(131)	9%	(30)	20%	(69)	11% (38)	349

Continued on next page

Table MCSP7_1: How interested are you in the following kinds of investments?

Stocks

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion	Total N
Adults	23%	(515)	31%	(693)	11%	(245)	26%	(578)	8% (169)	2200
Ethnicity: Black	28%	(77)	32%	(89)	8%	(22)	23%	(64)	8% (23)	274
Ethnicity: Other	20%	(41)	38%	(78)	10%	(21)	17%	(35)	14% (29)	204
All Christian	24%	(225)	32%	(300)	10%	(96)	28%	(258)	6% (54)	934
All Non-Christian	41%	(52)	30%	(38)	13%	(16)	10%	(13)	6% (8)	127
Atheist	19%	(19)	43%	(44)	10%	(10)	26%	(26)	2% (2)	101
Agnostic/Nothing in particular	22%	(134)	29%	(180)	12%	(71)	26%	(162)	11% (67)	614
Something Else	20%	(85)	31%	(131)	12%	(52)	28%	(120)	9% (37)	424
Religious Non-Protestant/Catholic	38%	(56)	30%	(45)	13%	(19)	14%	(20)	6% (9)	148
Evangelical	26%	(150)	30%	(174)	10%	(61)	29%	(166)	5% (32)	583
Non-Evangelical	20%	(146)	34%	(244)	12%	(84)	27%	(197)	7% (54)	725
Community: Urban	27%	(181)	32%	(213)	10%	(65)	24%	(157)	8% (51)	666
Community: Suburban	25%	(244)	31%	(311)	12%	(118)	24%	(243)	8% (79)	996
Community: Rural	17%	(90)	31%	(169)	12%	(62)	33%	(178)	7% (39)	538
Employ: Private Sector	33%	(220)	34%	(231)	10%	(70)	17%	(116)	6% (41)	678
Employ: Government	41%	(44)	35%	(37)	11%	(12)	9%	(10)	3% (3)	106
Employ: Self-Employed	31%	(70)	30%	(66)	11%	(24)	19%	(42)	9% (20)	223
Employ: Homemaker	12%	(17)	28%	(39)	13%	(18)	35%	(49)	13% (18)	140
Employ: Student	19%	(10)	36%	(20)	6%	(3)	12%	(6)	28% (15)	55
Employ: Retired	17%	(85)	25%	(127)	13%	(63)	40%	(202)	6% (28)	505
Employ: Unemployed	15%	(46)	35%	(107)	12%	(36)	29%	(87)	9% (26)	303
Employ: Other	13%	(24)	35%	(66)	9%	(18)	34%	(65)	9% (17)	190
Military HH: Yes	25%	(79)	30%	(93)	10%	(32)	28%	(88)	7% (22)	313
Military HH: No	23%	(436)	32%	(600)	11%	(214)	26%	(490)	8% (147)	1887
RD/WT: Right Direction	29%	(263)	31%	(288)	9%	(87)	23%	(212)	8% (69)	919
RD/WT: Wrong Track	20%	(252)	32%	(405)	12%	(158)	29%	(366)	8% (99)	1281
Biden Job Approve	28%	(320)	32%	(359)	10%	(113)	23%	(261)	7% (76)	1130
Biden Job Disapprove	19%	(183)	32%	(307)	13%	(123)	30%	(288)	7% (67)	968

Continued on next page

Table MCSP7_1: How interested are you in the following kinds of investments?

Stocks

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion	Total N
Adults	23%	(515)	31%	(693)	11%	(245)	26%	(578)	8% (169)	2200
Biden Job Strongly Approve	32%	(184)	26%	(146)	9%	(54)	25%	(144)	8% (45)	573
Biden Job Somewhat Approve	24%	(136)	38%	(213)	11%	(59)	21%	(117)	6% (31)	557
Biden Job Somewhat Disapprove	19%	(53)	34%	(97)	15%	(44)	25%	(73)	7% (21)	287
Biden Job Strongly Disapprove	19%	(129)	31%	(210)	12%	(79)	32%	(215)	7% (47)	680
Favorable of Biden	27%	(305)	32%	(357)	10%	(110)	24%	(264)	7% (78)	1113
Unfavorable of Biden	20%	(196)	32%	(317)	13%	(128)	28%	(280)	6% (63)	984
Very Favorable of Biden	30%	(183)	28%	(168)	9%	(56)	26%	(153)	7% (40)	600
Somewhat Favorable of Biden	24%	(123)	37%	(188)	11%	(54)	21%	(110)	7% (38)	514
Somewhat Unfavorable of Biden	23%	(63)	34%	(93)	14%	(39)	22%	(60)	7% (19)	273
Very Unfavorable of Biden	19%	(133)	31%	(224)	13%	(89)	31%	(220)	6% (44)	711
#1 Issue: Economy	27%	(202)	36%	(267)	13%	(93)	17%	(125)	7% (53)	741
#1 Issue: Security	18%	(72)	30%	(126)	11%	(47)	34%	(140)	7% (28)	414
#1 Issue: Health Care	26%	(76)	30%	(89)	10%	(30)	28%	(82)	6% (19)	296
#1 Issue: Medicare / Social Security	18%	(48)	26%	(68)	11%	(30)	37%	(100)	8% (21)	266
#1 Issue: Women's Issues	22%	(30)	28%	(39)	15%	(20)	20%	(28)	16% (22)	139
#1 Issue: Education	20%	(17)	39%	(34)	7%	(6)	26%	(22)	9% (8)	87
#1 Issue: Energy	32%	(46)	33%	(47)	6%	(9)	26%	(38)	3% (4)	146
#1 Issue: Other	21%	(23)	20%	(23)	10%	(11)	38%	(42)	11% (13)	111
2020 Vote: Joe Biden	28%	(288)	32%	(324)	10%	(100)	24%	(245)	6% (66)	1023
2020 Vote: Donald Trump	23%	(161)	33%	(225)	12%	(86)	25%	(170)	7% (45)	687
2020 Vote: Other	16%	(12)	42%	(30)	7%	(5)	20%	(14)	15% (11)	72
2020 Vote: Didn't Vote	13%	(53)	27%	(112)	13%	(54)	36%	(147)	11% (46)	413
2018 House Vote: Democrat	31%	(246)	29%	(229)	9%	(71)	25%	(197)	5% (41)	784
2018 House Vote: Republican	24%	(133)	34%	(190)	13%	(71)	23%	(127)	7% (40)	562
2018 House Vote: Someone else	17%	(10)	30%	(17)	11%	(6)	28%	(16)	13% (8)	58
2016 Vote: Hillary Clinton	28%	(206)	33%	(239)	9%	(64)	25%	(183)	6% (42)	734
2016 Vote: Donald Trump	25%	(162)	32%	(211)	12%	(81)	25%	(164)	6% (41)	659
2016 Vote: Other	24%	(24)	34%	(34)	13%	(13)	21%	(21)	7% (7)	98
2016 Vote: Didn't Vote	17%	(121)	30%	(209)	12%	(87)	30%	(210)	11% (78)	705

Continued on next page

Table MCSP7_1: How interested are you in the following kinds of investments?

Stocks

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion	Total N
Adults	23%	(515)	31%	(693)	11%	(245)	26%	(578)	8% (169)	2200
Voted in 2014: Yes	27%	(338)	32%	(406)	10%	(127)	25%	(314)	6% (79)	1265
Voted in 2014: No	19%	(177)	31%	(286)	13%	(118)	28%	(264)	10% (89)	935
4-Region: Northeast	25%	(98)	31%	(124)	10%	(38)	25%	(97)	9% (36)	394
4-Region: Midwest	21%	(99)	30%	(139)	12%	(54)	30%	(137)	7% (33)	462
4-Region: South	23%	(189)	32%	(266)	11%	(91)	27%	(224)	6% (54)	824
4-Region: West	25%	(129)	31%	(163)	12%	(62)	23%	(120)	9% (46)	520
Sports Fans	29%	(431)	33%	(499)	11%	(163)	20%	(303)	6% (96)	1492
Avid Sports Fans	45%	(201)	28%	(126)	8%	(37)	14%	(61)	4% (19)	443
Casual Sports Fans	22%	(230)	36%	(372)	12%	(126)	23%	(243)	7% (77)	1049
NFL Fans	28%	(420)	34%	(496)	11%	(160)	21%	(305)	7% (98)	1479
NBA Fans	32%	(355)	35%	(390)	10%	(113)	16%	(175)	6% (71)	1103
WNBA Fans	39%	(227)	33%	(192)	11%	(61)	11%	(64)	7% (38)	581
MLB Fans	30%	(361)	34%	(408)	10%	(122)	19%	(232)	7% (82)	1206
NHL Fans	32%	(292)	36%	(331)	10%	(96)	16%	(146)	6% (56)	920
MLS Fans	37%	(228)	34%	(207)	11%	(69)	11%	(67)	7% (42)	613
Formula 1 Fans	36%	(217)	33%	(196)	12%	(73)	13%	(80)	6% (36)	602
IndyCar Fans	34%	(214)	32%	(205)	11%	(71)	17%	(110)	6% (36)	636
NASCAR Fans	31%	(275)	32%	(285)	11%	(100)	20%	(180)	6% (49)	890
PGA Tour Fans	36%	(234)	35%	(229)	11%	(70)	14%	(89)	5% (30)	651
LPGA Tour Fans	40%	(184)	35%	(158)	10%	(46)	11%	(52)	4% (17)	457
UFC Fans	34%	(277)	36%	(295)	11%	(86)	14%	(114)	5% (41)	812
College Football Fans	30%	(364)	33%	(399)	11%	(134)	19%	(234)	6% (71)	1202
College Basketball Fans	34%	(329)	34%	(331)	11%	(101)	16%	(152)	5% (52)	965
Boxing Fans	33%	(299)	36%	(327)	11%	(102)	15%	(135)	5% (46)	909
ATP Tour Fans	43%	(161)	34%	(129)	11%	(40)	9%	(34)	3% (10)	374
WTA Tour Fans	43%	(165)	33%	(128)	11%	(41)	9%	(35)	4% (15)	384
Esports Fans	39%	(236)	36%	(217)	10%	(60)	9%	(55)	7% (42)	608
Sports Bettors	44%	(236)	35%	(191)	9%	(51)	8%	(43)	4% (20)	541
Currently Owns or Holds Crypto	47%	(224)	35%	(170)	9%	(41)	5%	(24)	4% (20)	479
Interested in Crypto	41%	(345)	45%	(378)	9%	(73)	3%	(25)	2% (20)	841

Continued on next page

Table MCSP7_1: *How interested are you in the following kinds of investments?*

Stocks

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion	Total N
Adults	23%	(515)	31%	(693)	11%	(245)	26%	(578)	8% (169)	2200
Interested in Stocks	43%	(515)	57%	(693)	—	(0)	—	(0)	— (0)	1208
Casual Investor	24%	(129)	47%	(254)	13%	(69)	8%	(41)	9% (46)	540
Curious Investor	35%	(196)	48%	(271)	9%	(53)	3%	(19)	5% (28)	567
Active Investor	69%	(181)	22%	(58)	4%	(11)	2%	(6)	2% (6)	262

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

Table MCSP7_2: How interested are you in the following kinds of investments?

Mutual funds

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion	Total N
Adults	15%	(331)	28%	(611)	15%	(326)	32%	(695)	11% (237)	2200
Gender: Male	22%	(233)	29%	(312)	17%	(181)	24%	(252)	8% (84)	1062
Gender: Female	9%	(99)	26%	(299)	13%	(145)	39%	(443)	13% (153)	1138
Age: 18-34	16%	(107)	28%	(182)	18%	(116)	22%	(145)	16% (105)	655
Age: 35-44	21%	(74)	30%	(107)	15%	(53)	23%	(81)	12% (43)	358
Age: 45-64	12%	(89)	28%	(207)	13%	(96)	39%	(297)	8% (62)	751
Age: 65+	14%	(61)	26%	(114)	14%	(61)	40%	(173)	6% (27)	436
GenZers: 1997-2012	7%	(14)	20%	(40)	18%	(37)	31%	(62)	23% (46)	199
Millennials: 1981-1996	21%	(146)	30%	(212)	15%	(109)	20%	(140)	13% (94)	702
GenXers: 1965-1980	13%	(70)	31%	(168)	15%	(79)	32%	(174)	9% (51)	542
Baby Boomers: 1946-1964	13%	(90)	25%	(174)	13%	(94)	42%	(293)	6% (44)	696
PID: Dem (no lean)	19%	(167)	29%	(258)	13%	(114)	31%	(276)	10% (87)	901
PID: Ind (no lean)	12%	(81)	26%	(179)	18%	(121)	30%	(203)	15% (101)	685
PID: Rep (no lean)	14%	(83)	28%	(174)	15%	(91)	35%	(216)	8% (49)	614
PID/Gender: Dem Men	30%	(129)	30%	(129)	13%	(56)	21%	(92)	6% (28)	433
PID/Gender: Dem Women	8%	(38)	28%	(129)	12%	(58)	39%	(184)	13% (59)	468
PID/Gender: Ind Men	17%	(57)	26%	(87)	22%	(75)	25%	(83)	11% (36)	338
PID/Gender: Ind Women	7%	(24)	26%	(92)	13%	(46)	35%	(120)	19% (65)	347
PID/Gender: Rep Men	16%	(47)	33%	(96)	17%	(50)	27%	(78)	7% (20)	290
PID/Gender: Rep Women	11%	(36)	24%	(78)	13%	(41)	43%	(139)	9% (29)	323
Ideo: Liberal (1-3)	19%	(135)	27%	(193)	14%	(102)	30%	(213)	10% (71)	714
Ideo: Moderate (4)	14%	(89)	30%	(189)	15%	(95)	28%	(178)	12% (78)	628
Ideo: Conservative (5-7)	15%	(99)	30%	(200)	15%	(103)	33%	(220)	7% (50)	672
Educ: < College	8%	(127)	26%	(386)	16%	(245)	37%	(562)	13% (193)	1512
Educ: Bachelors degree	27%	(118)	31%	(139)	13%	(58)	21%	(94)	8% (35)	444
Educ: Post-grad	35%	(86)	35%	(86)	10%	(23)	16%	(39)	4% (9)	244
Income: Under 50k	8%	(92)	23%	(282)	16%	(198)	40%	(491)	13% (161)	1224
Income: 50k-100k	19%	(126)	34%	(222)	15%	(98)	23%	(149)	8% (53)	648
Income: 100k+	35%	(113)	33%	(107)	9%	(30)	17%	(56)	7% (22)	328
Ethnicity: White	15%	(265)	27%	(468)	15%	(256)	32%	(558)	10% (174)	1722
Ethnicity: Hispanic	16%	(56)	29%	(100)	14%	(51)	25%	(88)	16% (55)	349

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Table MCSP7_2: How interested are you in the following kinds of investments?

Mutual funds

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion	Total N
Adults	15%	(331)	28%	(611)	15%	(326)	32%	(695)	11% (237)	2200
Ethnicity: Black	13%	(35)	35%	(96)	10%	(27)	31%	(86)	11% (29)	274
Ethnicity: Other	15%	(31)	23%	(47)	21%	(42)	25%	(51)	16% (33)	204
All Christian	19%	(175)	30%	(282)	11%	(107)	31%	(290)	9% (80)	934
All Non-Christian	32%	(41)	34%	(43)	15%	(19)	12%	(16)	7% (9)	127
Atheist	8%	(8)	25%	(26)	24%	(25)	34%	(35)	8% (8)	101
Agnostic/Nothing in particular	10%	(64)	25%	(154)	16%	(101)	34%	(207)	14% (89)	614
Something Else	10%	(44)	25%	(107)	18%	(74)	35%	(148)	12% (51)	424
Religious Non-Protestant/Catholic	32%	(48)	32%	(47)	14%	(21)	14%	(21)	7% (11)	148
Evangelical	17%	(99)	31%	(180)	11%	(66)	33%	(195)	7% (43)	583
Non-Evangelical	15%	(106)	27%	(196)	15%	(109)	32%	(231)	11% (82)	725
Community: Urban	20%	(132)	28%	(186)	12%	(80)	29%	(191)	12% (77)	666
Community: Suburban	15%	(151)	29%	(287)	16%	(164)	30%	(296)	10% (98)	996
Community: Rural	9%	(48)	26%	(137)	15%	(82)	39%	(209)	12% (62)	538
Employ: Private Sector	22%	(147)	32%	(220)	14%	(94)	22%	(152)	9% (64)	678
Employ: Government	28%	(30)	31%	(34)	14%	(15)	22%	(23)	5% (5)	106
Employ: Self-Employed	20%	(44)	31%	(68)	16%	(35)	25%	(55)	9% (20)	223
Employ: Homemaker	7%	(10)	23%	(32)	13%	(18)	40%	(56)	17% (24)	140
Employ: Student	9%	(5)	24%	(13)	7%	(4)	23%	(13)	36% (20)	55
Employ: Retired	12%	(60)	26%	(132)	13%	(68)	43%	(216)	6% (28)	505
Employ: Unemployed	6%	(19)	24%	(71)	21%	(64)	34%	(102)	15% (46)	303
Employ: Other	8%	(16)	22%	(41)	14%	(27)	41%	(77)	16% (30)	190
Military HH: Yes	18%	(57)	28%	(88)	10%	(31)	34%	(107)	9% (29)	313
Military HH: No	15%	(274)	28%	(523)	16%	(295)	31%	(588)	11% (207)	1887
RD/WT: Right Direction	21%	(196)	31%	(286)	11%	(100)	27%	(244)	10% (93)	919
RD/WT: Wrong Track	11%	(135)	25%	(325)	18%	(225)	35%	(452)	11% (144)	1281
Biden Job Approve	19%	(219)	30%	(344)	12%	(140)	27%	(306)	11% (121)	1130
Biden Job Disapprove	11%	(108)	26%	(248)	17%	(165)	37%	(353)	10% (93)	968

Continued on next page

Table MCSP7_2: How interested are you in the following kinds of investments?

Mutual funds

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion	Total N
Adults	15%	(331)	28%	(611)	15%	(326)	32%	(695)	11% (237)	2200
Biden Job Strongly Approve	24%	(139)	27%	(154)	10%	(58)	27%	(152)	12% (69)	573
Biden Job Somewhat Approve	14%	(79)	34%	(190)	15%	(82)	28%	(154)	9% (52)	557
Biden Job Somewhat Disapprove	13%	(36)	26%	(74)	20%	(56)	32%	(92)	10% (29)	287
Biden Job Strongly Disapprove	11%	(72)	26%	(174)	16%	(109)	38%	(261)	9% (64)	680
Favorable of Biden	19%	(216)	31%	(340)	12%	(131)	28%	(311)	10% (116)	1113
Unfavorable of Biden	11%	(109)	26%	(255)	18%	(178)	35%	(348)	10% (94)	984
Very Favorable of Biden	23%	(140)	29%	(173)	10%	(59)	28%	(170)	10% (57)	600
Somewhat Favorable of Biden	15%	(75)	33%	(167)	14%	(72)	27%	(141)	11% (58)	514
Somewhat Unfavorable of Biden	11%	(30)	26%	(72)	22%	(61)	29%	(81)	11% (30)	273
Very Unfavorable of Biden	11%	(79)	26%	(183)	16%	(117)	38%	(267)	9% (65)	711
#1 Issue: Economy	19%	(137)	29%	(214)	18%	(132)	24%	(177)	11% (81)	741
#1 Issue: Security	10%	(41)	29%	(120)	15%	(63)	38%	(155)	8% (34)	414
#1 Issue: Health Care	19%	(57)	28%	(82)	13%	(37)	31%	(92)	9% (27)	296
#1 Issue: Medicare / Social Security	10%	(26)	25%	(66)	14%	(36)	43%	(114)	9% (24)	266
#1 Issue: Women's Issues	9%	(12)	23%	(32)	14%	(20)	28%	(40)	25% (35)	139
#1 Issue: Education	13%	(12)	29%	(25)	14%	(12)	29%	(25)	15% (13)	87
#1 Issue: Energy	20%	(30)	32%	(47)	8%	(12)	35%	(50)	5% (7)	146
#1 Issue: Other	14%	(15)	22%	(24)	13%	(14)	38%	(42)	15% (16)	111
2020 Vote: Joe Biden	20%	(202)	29%	(300)	12%	(124)	28%	(291)	10% (105)	1023
2020 Vote: Donald Trump	15%	(100)	29%	(203)	18%	(121)	30%	(209)	8% (54)	687
2020 Vote: Other	8%	(6)	31%	(22)	13%	(9)	29%	(21)	20% (14)	72
2020 Vote: Didn't Vote	5%	(22)	21%	(85)	17%	(70)	42%	(173)	15% (63)	413
2018 House Vote: Democrat	21%	(166)	29%	(224)	13%	(102)	29%	(226)	8% (66)	784
2018 House Vote: Republican	18%	(99)	30%	(167)	14%	(81)	29%	(165)	9% (50)	562
2018 House Vote: Someone else	14%	(8)	26%	(15)	10%	(6)	34%	(20)	15% (9)	58
2016 Vote: Hillary Clinton	21%	(153)	29%	(212)	13%	(96)	28%	(209)	9% (64)	734
2016 Vote: Donald Trump	17%	(109)	31%	(204)	14%	(90)	31%	(203)	8% (53)	659
2016 Vote: Other	14%	(13)	31%	(30)	13%	(13)	31%	(31)	11% (11)	98
2016 Vote: Didn't Vote	8%	(55)	23%	(163)	18%	(127)	36%	(251)	15% (108)	705

Continued on next page

Table MCSP7_2: How interested are you in the following kinds of investments?

Mutual funds

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion	Total N
Adults	15%	(331)	28%	(611)	15%	(326)	32%	(695)	11% (237)	2200
Voted in 2014: Yes	20%	(252)	29%	(366)	13%	(159)	30%	(376)	9% (112)	1265
Voted in 2014: No	9%	(79)	26%	(244)	18%	(167)	34%	(319)	13% (125)	935
4-Region: Northeast	20%	(78)	24%	(93)	15%	(58)	30%	(120)	11% (45)	394
4-Region: Midwest	14%	(64)	29%	(133)	17%	(77)	31%	(143)	10% (46)	462
4-Region: South	12%	(101)	30%	(246)	13%	(107)	34%	(280)	11% (90)	824
4-Region: West	17%	(89)	27%	(139)	16%	(84)	29%	(152)	11% (56)	520
Sports Fans	19%	(286)	30%	(447)	16%	(235)	25%	(377)	10% (148)	1492
Avid Sports Fans	33%	(145)	32%	(143)	11%	(49)	16%	(72)	8% (34)	443
Casual Sports Fans	13%	(141)	29%	(304)	18%	(186)	29%	(304)	11% (113)	1049
NFL Fans	19%	(279)	30%	(440)	15%	(228)	26%	(391)	10% (142)	1479
NBA Fans	22%	(247)	32%	(356)	15%	(170)	21%	(227)	9% (103)	1103
WNBA Fans	31%	(178)	32%	(188)	13%	(76)	14%	(82)	10% (56)	581
MLB Fans	22%	(261)	31%	(369)	14%	(171)	25%	(297)	9% (108)	1206
NHL Fans	23%	(208)	33%	(299)	16%	(150)	20%	(182)	9% (80)	920
MLS Fans	29%	(176)	34%	(210)	15%	(94)	14%	(84)	8% (49)	613
Formula 1 Fans	28%	(167)	34%	(205)	15%	(92)	17%	(100)	6% (38)	602
IndyCar Fans	25%	(162)	31%	(199)	16%	(99)	20%	(129)	7% (47)	636
NASCAR Fans	21%	(183)	32%	(283)	15%	(136)	24%	(212)	9% (76)	890
PGA Tour Fans	27%	(174)	37%	(239)	14%	(94)	16%	(107)	6% (37)	651
LPGA Tour Fans	35%	(162)	33%	(149)	14%	(65)	13%	(59)	5% (23)	457
UFC Fans	22%	(180)	34%	(276)	16%	(133)	18%	(146)	10% (78)	812
College Football Fans	22%	(262)	31%	(375)	16%	(189)	23%	(276)	8% (100)	1202
College Basketball Fans	25%	(245)	33%	(320)	15%	(144)	19%	(186)	7% (70)	965
Boxing Fans	22%	(203)	32%	(294)	16%	(144)	20%	(183)	9% (85)	909
ATP Tour Fans	36%	(136)	33%	(125)	17%	(63)	10%	(37)	4% (13)	374
WTA Tour Fans	38%	(147)	33%	(129)	15%	(57)	10%	(39)	3% (12)	384
Esports Fans	27%	(164)	33%	(203)	17%	(102)	13%	(80)	10% (60)	608
Sports Bettors	34%	(184)	35%	(189)	15%	(84)	11%	(57)	5% (27)	541
Currently Owns or Holds Crypto	30%	(145)	34%	(163)	19%	(90)	10%	(49)	6% (31)	479
Interested in Crypto	25%	(206)	42%	(352)	18%	(152)	9%	(78)	6% (54)	841

Continued on next page

Table MCSP7_2: How interested are you in the following kinds of investments?

Mutual funds

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion		Total N
Adults	15%	(331)	28%	(611)	15%	(326)	32%	(695)	11%	(237)	2200
Interested in Stocks	26%	(315)	44%	(528)	15%	(180)	10%	(121)	5%	(63)	1208
Casual Investor	16%	(88)	41%	(223)	19%	(101)	12%	(64)	12%	(63)	540
Curious Investor	22%	(125)	44%	(252)	15%	(83)	9%	(52)	10%	(55)	567
Active Investor	41%	(108)	32%	(84)	14%	(37)	11%	(28)	2%	(5)	262

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

Table MCSP7_3: How interested are you in the following kinds of investments?

Private equity (capital investments made into private companies, or those not listed on a public exchange)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion		Total N
Adults	9%	(195)	20%	(433)	19%	(415)	39%	(865)	13%	(292)	2200
Gender: Male	14%	(152)	23%	(247)	21%	(224)	31%	(330)	10%	(108)	1062
Gender: Female	4%	(43)	16%	(186)	17%	(191)	47%	(535)	16%	(183)	1138
Age: 18-34	13%	(88)	27%	(179)	19%	(124)	25%	(163)	15%	(101)	655
Age: 35-44	17%	(62)	24%	(87)	15%	(53)	28%	(100)	16%	(56)	358
Age: 45-64	5%	(36)	16%	(118)	19%	(145)	48%	(360)	12%	(91)	751
Age: 65+	2%	(9)	11%	(49)	21%	(92)	55%	(242)	10%	(44)	436
GenZers: 1997-2012	5%	(9)	20%	(40)	21%	(42)	34%	(67)	20%	(40)	199
Millennials: 1981-1996	18%	(125)	28%	(196)	16%	(109)	24%	(171)	14%	(101)	702
GenXers: 1965-1980	8%	(45)	19%	(105)	19%	(103)	39%	(209)	15%	(80)	542
Baby Boomers: 1946-1964	2%	(16)	13%	(89)	21%	(145)	55%	(380)	10%	(67)	696
PID: Dem (no lean)	12%	(110)	20%	(182)	18%	(162)	39%	(348)	11%	(99)	901
PID: Ind (no lean)	6%	(40)	19%	(130)	20%	(140)	37%	(254)	18%	(121)	685
PID: Rep (no lean)	7%	(45)	20%	(122)	18%	(112)	43%	(263)	12%	(72)	614
PID/Gender: Dem Men	21%	(92)	25%	(108)	19%	(81)	28%	(122)	7%	(30)	433
PID/Gender: Dem Women	4%	(19)	16%	(74)	17%	(81)	48%	(226)	15%	(69)	468
PID/Gender: Ind Men	9%	(29)	20%	(68)	23%	(78)	33%	(113)	15%	(50)	338
PID/Gender: Ind Women	3%	(11)	18%	(61)	18%	(62)	41%	(141)	21%	(72)	347
PID/Gender: Rep Men	11%	(31)	24%	(71)	22%	(64)	33%	(95)	10%	(29)	290
PID/Gender: Rep Women	4%	(14)	16%	(51)	15%	(48)	52%	(168)	13%	(43)	323
Ideo: Liberal (1-3)	13%	(90)	20%	(144)	19%	(139)	37%	(264)	11%	(78)	714
Ideo: Moderate (4)	7%	(46)	22%	(140)	17%	(108)	38%	(238)	15%	(96)	628
Ideo: Conservative (5-7)	7%	(48)	20%	(135)	20%	(134)	42%	(279)	11%	(76)	672
Educ: < College	5%	(77)	18%	(267)	18%	(279)	44%	(664)	15%	(225)	1512
Educ: Bachelors degree	16%	(70)	22%	(99)	21%	(95)	29%	(131)	11%	(49)	444
Educ: Post-grad	20%	(48)	27%	(67)	17%	(41)	29%	(70)	7%	(18)	244
Income: Under 50k	6%	(68)	15%	(188)	17%	(213)	47%	(572)	15%	(183)	1224
Income: 50k-100k	9%	(59)	24%	(157)	21%	(135)	34%	(218)	12%	(79)	648
Income: 100k+	21%	(68)	27%	(89)	20%	(67)	23%	(75)	9%	(30)	328
Ethnicity: White	8%	(146)	19%	(322)	18%	(312)	42%	(722)	13%	(220)	1722
Ethnicity: Hispanic	14%	(51)	22%	(78)	20%	(68)	28%	(98)	15%	(54)	349

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Table MCSP7_3: How interested are you in the following kinds of investments?

Private equity (capital investments made into private companies, or those not listed on a public exchange)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion		Total N
Adults	9%	(195)	20%	(433)	19%	(415)	39%	(865)	13%	(292)	2200
Ethnicity: Black	10%	(27)	26%	(71)	17%	(47)	33%	(90)	14%	(39)	274
Ethnicity: Other	11%	(23)	20%	(40)	27%	(56)	26%	(53)	16%	(32)	204
All Christian	10%	(97)	20%	(189)	17%	(158)	41%	(379)	12%	(110)	934
All Non-Christian	24%	(30)	26%	(33)	17%	(22)	24%	(31)	9%	(12)	127
Atheist	3%	(3)	20%	(21)	24%	(24)	45%	(45)	9%	(9)	101
Agnostic/Nothing in particular	5%	(30)	19%	(118)	20%	(125)	37%	(230)	18%	(111)	614
Something Else	8%	(36)	17%	(72)	20%	(86)	43%	(180)	12%	(50)	424
Religious Non-Protestant/Catholic	21%	(32)	26%	(38)	17%	(25)	27%	(40)	9%	(13)	148
Evangelical	13%	(74)	21%	(125)	16%	(91)	40%	(233)	10%	(59)	583
Non-Evangelical	7%	(52)	17%	(125)	20%	(143)	43%	(312)	13%	(93)	725
Community: Urban	17%	(112)	21%	(143)	15%	(99)	34%	(229)	12%	(83)	666
Community: Suburban	6%	(62)	19%	(193)	22%	(220)	39%	(384)	14%	(136)	996
Community: Rural	4%	(21)	18%	(96)	18%	(96)	47%	(252)	14%	(73)	538
Employ: Private Sector	16%	(106)	27%	(181)	17%	(113)	29%	(198)	12%	(79)	678
Employ: Government	18%	(19)	27%	(28)	21%	(23)	24%	(25)	10%	(11)	106
Employ: Self-Employed	13%	(30)	25%	(57)	26%	(58)	26%	(58)	9%	(21)	223
Employ: Homemaker	2%	(3)	13%	(18)	16%	(22)	49%	(69)	19%	(27)	140
Employ: Student	6%	(3)	17%	(10)	11%	(6)	31%	(17)	34%	(19)	55
Employ: Retired	2%	(11)	11%	(57)	21%	(105)	57%	(286)	9%	(46)	505
Employ: Unemployed	5%	(15)	17%	(53)	19%	(57)	40%	(122)	18%	(55)	303
Employ: Other	4%	(8)	15%	(28)	16%	(31)	47%	(88)	18%	(34)	190
Military HH: Yes	7%	(21)	19%	(58)	22%	(70)	42%	(131)	11%	(33)	313
Military HH: No	9%	(174)	20%	(375)	18%	(345)	39%	(734)	14%	(259)	1887
RD/WT: Right Direction	15%	(136)	22%	(202)	17%	(152)	35%	(320)	12%	(108)	919
RD/WT: Wrong Track	5%	(59)	18%	(231)	20%	(262)	43%	(545)	14%	(184)	1281
Biden Job Approve	13%	(142)	21%	(237)	18%	(200)	36%	(410)	12%	(141)	1130
Biden Job Disapprove	5%	(47)	18%	(172)	20%	(196)	44%	(423)	13%	(130)	968

Continued on next page

Table MCSP7_3: How interested are you in the following kinds of investments?

Private equity (capital investments made into private companies, or those not listed on a public exchange)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion	Total N
Adults	9%	(195)	20%	(433)	19%	(415)	39%	(865)	13% (292)	2200
Biden Job Strongly Approve	16%	(94)	20%	(112)	14%	(81)	37%	(213)	13% (73)	573
Biden Job Somewhat Approve	9%	(48)	22%	(124)	21%	(119)	35%	(198)	12% (68)	557
Biden Job Somewhat Disapprove	5%	(13)	21%	(61)	23%	(66)	37%	(107)	14% (41)	287
Biden Job Strongly Disapprove	5%	(33)	16%	(111)	19%	(130)	46%	(316)	13% (90)	680
Favorable of Biden	13%	(143)	21%	(235)	17%	(185)	37%	(413)	12% (137)	1113
Unfavorable of Biden	5%	(47)	18%	(182)	21%	(211)	42%	(415)	13% (130)	984
Very Favorable of Biden	16%	(96)	19%	(113)	14%	(85)	38%	(230)	12% (75)	600
Somewhat Favorable of Biden	9%	(47)	24%	(122)	19%	(99)	36%	(183)	12% (62)	514
Somewhat Unfavorable of Biden	4%	(12)	23%	(62)	25%	(69)	34%	(92)	14% (38)	273
Very Unfavorable of Biden	5%	(35)	17%	(120)	20%	(142)	45%	(323)	13% (92)	711
#1 Issue: Economy	10%	(78)	22%	(164)	21%	(154)	32%	(234)	15% (112)	741
#1 Issue: Security	7%	(30)	15%	(63)	20%	(83)	46%	(191)	11% (47)	414
#1 Issue: Health Care	10%	(30)	26%	(76)	16%	(48)	39%	(115)	9% (26)	296
#1 Issue: Medicare / Social Security	3%	(9)	13%	(34)	20%	(54)	51%	(137)	12% (32)	266
#1 Issue: Women's Issues	6%	(9)	17%	(24)	15%	(21)	35%	(48)	27% (37)	139
#1 Issue: Education	11%	(10)	27%	(23)	18%	(16)	34%	(30)	10% (9)	87
#1 Issue: Energy	17%	(25)	22%	(32)	17%	(24)	39%	(56)	6% (8)	146
#1 Issue: Other	5%	(5)	16%	(18)	13%	(15)	48%	(53)	18% (20)	111
2020 Vote: Joe Biden	13%	(129)	21%	(212)	18%	(181)	38%	(384)	11% (117)	1023
2020 Vote: Donald Trump	7%	(49)	20%	(138)	20%	(140)	40%	(272)	13% (88)	687
2020 Vote: Other	11%	(8)	21%	(15)	15%	(11)	33%	(24)	20% (15)	72
2020 Vote: Didn't Vote	2%	(10)	16%	(68)	20%	(81)	44%	(182)	17% (72)	413
2018 House Vote: Democrat	13%	(104)	21%	(166)	17%	(136)	39%	(303)	10% (75)	784
2018 House Vote: Republican	7%	(41)	21%	(116)	21%	(117)	39%	(217)	13% (71)	562
2018 House Vote: Someone else	11%	(6)	16%	(9)	15%	(9)	43%	(25)	15% (9)	58
2016 Vote: Hillary Clinton	13%	(94)	21%	(153)	18%	(132)	38%	(282)	10% (73)	734
2016 Vote: Donald Trump	8%	(54)	20%	(134)	20%	(131)	39%	(256)	13% (83)	659
2016 Vote: Other	6%	(6)	22%	(22)	22%	(21)	39%	(38)	11% (11)	98
2016 Vote: Didn't Vote	6%	(40)	17%	(122)	18%	(130)	41%	(288)	18% (125)	705

Continued on next page

Table MCSP7_3: How interested are you in the following kinds of investments?

Private equity (capital investments made into private companies, or those not listed on a public exchange)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion		Total N
Adults	9%	(195)	20%	(433)	19%	(415)	39%	(865)	13%	(292)	2200
Voted in 2014: Yes	11%	(140)	20%	(253)	19%	(240)	39%	(497)	11%	(136)	1265
Voted in 2014: No	6%	(56)	19%	(180)	19%	(175)	39%	(368)	17%	(156)	935
4-Region: Northeast	13%	(50)	18%	(73)	17%	(68)	38%	(150)	13%	(52)	394
4-Region: Midwest	8%	(39)	20%	(92)	16%	(75)	43%	(197)	13%	(59)	462
4-Region: South	6%	(46)	20%	(168)	19%	(154)	42%	(342)	14%	(114)	824
4-Region: West	11%	(60)	19%	(100)	23%	(118)	34%	(176)	13%	(66)	520
Sports Fans	12%	(175)	23%	(337)	20%	(301)	33%	(496)	12%	(183)	1492
Avid Sports Fans	25%	(113)	26%	(117)	19%	(82)	20%	(90)	9%	(41)	443
Casual Sports Fans	6%	(62)	21%	(220)	21%	(219)	39%	(406)	14%	(142)	1049
NFL Fans	12%	(175)	23%	(334)	20%	(300)	33%	(495)	12%	(175)	1479
NBA Fans	16%	(171)	25%	(276)	21%	(227)	27%	(296)	12%	(132)	1103
WNBA Fans	22%	(131)	29%	(170)	19%	(113)	19%	(108)	10%	(59)	581
MLB Fans	13%	(159)	24%	(292)	19%	(230)	33%	(392)	11%	(132)	1206
NHL Fans	16%	(149)	26%	(238)	20%	(186)	27%	(246)	11%	(101)	920
MLS Fans	23%	(140)	30%	(183)	21%	(126)	18%	(108)	9%	(57)	613
Formula 1 Fans	23%	(139)	31%	(185)	20%	(120)	19%	(115)	7%	(43)	602
IndyCar Fans	21%	(132)	26%	(167)	19%	(123)	25%	(162)	8%	(52)	636
NASCAR Fans	17%	(149)	25%	(221)	17%	(153)	31%	(276)	10%	(92)	890
PGA Tour Fans	22%	(143)	28%	(184)	20%	(133)	23%	(151)	6%	(41)	651
LPGA Tour Fans	28%	(127)	28%	(127)	20%	(93)	18%	(84)	6%	(27)	457
UFC Fans	19%	(154)	27%	(220)	22%	(176)	22%	(177)	10%	(84)	812
College Football Fans	14%	(166)	24%	(283)	21%	(254)	31%	(367)	11%	(131)	1202
College Basketball Fans	17%	(166)	26%	(250)	21%	(199)	26%	(252)	10%	(98)	965
Boxing Fans	17%	(157)	26%	(237)	20%	(179)	26%	(233)	11%	(104)	909
ATP Tour Fans	32%	(120)	31%	(115)	19%	(72)	14%	(53)	4%	(14)	374
WTA Tour Fans	32%	(123)	28%	(109)	21%	(79)	16%	(62)	3%	(11)	384
Esports Fans	23%	(140)	30%	(184)	21%	(128)	16%	(95)	10%	(61)	608
Sports Bettors	26%	(140)	34%	(182)	21%	(111)	14%	(77)	6%	(31)	541
Currently Owns or Holds Crypto	26%	(125)	30%	(143)	21%	(101)	14%	(66)	9%	(44)	479
Interested in Crypto	21%	(176)	35%	(292)	23%	(192)	13%	(109)	9%	(73)	841

Continued on next page

Table MCSP7_3: *How interested are you in the following kinds of investments?*

Private equity (capital investments made into private companies, or those not listed on a public exchange)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion		Total N
Adults	9%	(195)	20%	(433)	19%	(415)	39%	(865)	13%	(292)	2200
Interested in Stocks	15%	(185)	33%	(399)	23%	(276)	19%	(227)	10%	(120)	1208
Casual Investor	7%	(40)	25%	(135)	27%	(144)	25%	(135)	16%	(85)	540
Curious Investor	15%	(85)	34%	(191)	21%	(118)	16%	(92)	14%	(81)	567
Active Investor	24%	(62)	29%	(75)	22%	(58)	22%	(56)	4%	(10)	262

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

Table MCSP7_4: *How interested are you in the following kinds of investments?*
Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin, and Peercoin

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion		Total N
Adults	18%	(397)	20%	(445)	11%	(249)	42%	(927)	8%	(183)	2200
Gender: Male	27%	(288)	23%	(245)	10%	(104)	34%	(356)	6%	(69)	1062
Gender: Female	10%	(109)	18%	(200)	13%	(145)	50%	(571)	10%	(114)	1138
Age: 18-34	30%	(196)	29%	(188)	10%	(67)	21%	(138)	10%	(66)	655
Age: 35-44	31%	(111)	22%	(80)	10%	(36)	25%	(91)	11%	(40)	358
Age: 45-64	10%	(78)	19%	(141)	13%	(99)	51%	(383)	7%	(50)	751
Age: 65+	3%	(13)	8%	(35)	11%	(47)	72%	(315)	6%	(27)	436
GenZers: 1997-2012	18%	(37)	27%	(54)	13%	(25)	29%	(57)	13%	(27)	199
Millennials: 1981-1996	35%	(242)	27%	(188)	9%	(65)	20%	(139)	10%	(67)	702
GenXers: 1965-1980	14%	(76)	24%	(129)	11%	(60)	43%	(233)	8%	(44)	542
Baby Boomers: 1946-1964	6%	(42)	10%	(72)	13%	(88)	65%	(455)	6%	(39)	696
PID: Dem (no lean)	21%	(193)	21%	(185)	11%	(98)	41%	(365)	7%	(60)	901
PID: Ind (no lean)	16%	(108)	20%	(139)	12%	(82)	40%	(276)	12%	(80)	685
PID: Rep (no lean)	16%	(96)	20%	(120)	11%	(70)	46%	(285)	7%	(43)	614
PID/Gender: Dem Men	33%	(141)	24%	(103)	10%	(43)	30%	(128)	4%	(18)	433
PID/Gender: Dem Women	11%	(51)	17%	(82)	12%	(55)	51%	(237)	9%	(42)	468
PID/Gender: Ind Men	22%	(76)	20%	(69)	10%	(35)	37%	(125)	10%	(34)	338
PID/Gender: Ind Women	9%	(33)	20%	(71)	14%	(47)	44%	(152)	13%	(45)	347
PID/Gender: Rep Men	25%	(71)	25%	(73)	9%	(27)	36%	(103)	6%	(17)	290
PID/Gender: Rep Women	8%	(25)	15%	(47)	13%	(43)	56%	(182)	8%	(26)	323
Ideo: Liberal (1-3)	24%	(170)	20%	(144)	11%	(75)	39%	(277)	7%	(47)	714
Ideo: Moderate (4)	16%	(103)	21%	(130)	11%	(68)	42%	(263)	10%	(66)	628
Ideo: Conservative (5-7)	15%	(104)	21%	(141)	12%	(79)	45%	(302)	7%	(46)	672
Educ: < College	15%	(231)	19%	(292)	11%	(159)	45%	(688)	9%	(142)	1512
Educ: Bachelors degree	22%	(98)	24%	(106)	14%	(64)	34%	(149)	6%	(27)	444
Educ: Post-grad	28%	(68)	19%	(46)	11%	(26)	37%	(90)	6%	(14)	244
Income: Under 50k	14%	(176)	20%	(241)	10%	(123)	46%	(563)	10%	(121)	1224
Income: 50k-100k	18%	(119)	20%	(132)	13%	(82)	41%	(267)	7%	(48)	648
Income: 100k+	31%	(102)	22%	(71)	13%	(44)	29%	(96)	4%	(15)	328
Ethnicity: White	16%	(283)	18%	(316)	12%	(205)	46%	(786)	8%	(132)	1722
Ethnicity: Hispanic	28%	(97)	24%	(84)	8%	(29)	29%	(103)	10%	(36)	349

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Table MCSP7_4: How interested are you in the following kinds of investments?
Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin, and Peercoin

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion	Total N
Adults	18%	(397)	20%	(445)	11%	(249)	42%	(927)	8% (183)	2200
Ethnicity: Black	24%	(66)	27%	(74)	8%	(22)	31%	(86)	10% (26)	274
Ethnicity: Other	24%	(48)	27%	(55)	11%	(22)	27%	(55)	12% (25)	204
All Christian	17%	(156)	18%	(172)	11%	(102)	47%	(435)	7% (68)	934
All Non-Christian	32%	(41)	24%	(30)	9%	(12)	27%	(34)	9% (11)	127
Atheist	12%	(12)	20%	(21)	12%	(12)	51%	(52)	5% (5)	101
Agnostic/Nothing in particular	19%	(118)	20%	(123)	12%	(72)	39%	(241)	10% (60)	614
Something Else	17%	(71)	23%	(99)	12%	(51)	39%	(165)	9% (38)	424
Religious Non-Protestant/Catholic	29%	(42)	24%	(35)	9%	(14)	31%	(45)	8% (12)	148
Evangelical	21%	(123)	21%	(121)	10%	(59)	41%	(238)	7% (42)	583
Non-Evangelical	13%	(92)	19%	(138)	12%	(89)	48%	(346)	8% (60)	725
Community: Urban	28%	(186)	23%	(151)	10%	(64)	32%	(212)	8% (54)	666
Community: Suburban	14%	(143)	21%	(207)	12%	(122)	44%	(441)	8% (82)	996
Community: Rural	13%	(68)	16%	(87)	12%	(63)	51%	(273)	9% (47)	538
Employ: Private Sector	28%	(189)	25%	(168)	10%	(70)	31%	(212)	6% (39)	678
Employ: Government	31%	(33)	32%	(34)	9%	(9)	24%	(25)	5% (6)	106
Employ: Self-Employed	31%	(69)	23%	(50)	11%	(25)	26%	(59)	9% (20)	223
Employ: Homemaker	10%	(15)	10%	(14)	16%	(23)	47%	(66)	17% (24)	140
Employ: Student	15%	(8)	28%	(16)	9%	(5)	19%	(11)	28% (15)	55
Employ: Retired	3%	(16)	9%	(46)	13%	(65)	69%	(350)	6% (28)	505
Employ: Unemployed	13%	(40)	25%	(75)	13%	(41)	38%	(114)	11% (34)	303
Employ: Other	15%	(28)	22%	(42)	6%	(11)	48%	(91)	10% (18)	190
Military HH: Yes	18%	(55)	14%	(42)	11%	(34)	53%	(166)	5% (16)	313
Military HH: No	18%	(342)	21%	(402)	11%	(215)	40%	(761)	9% (167)	1887
RD/WT: Right Direction	23%	(212)	22%	(203)	9%	(87)	37%	(341)	8% (75)	919
RD/WT: Wrong Track	14%	(184)	19%	(241)	13%	(162)	46%	(585)	8% (108)	1281
Biden Job Approve	22%	(249)	22%	(251)	9%	(107)	39%	(437)	8% (85)	1130
Biden Job Disapprove	14%	(134)	18%	(177)	13%	(124)	47%	(455)	8% (78)	968

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Table MCSP7_4: *How interested are you in the following kinds of investments?*
Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin, and Peercoin

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion	Total N
Adults	18%	(397)	20%	(445)	11%	(249)	42%	(927)	8% (183)	2200
Biden Job Strongly Approve	23%	(134)	16%	(94)	9%	(49)	44%	(250)	8% (47)	573
Biden Job Somewhat Approve	21%	(115)	28%	(157)	10%	(58)	34%	(187)	7% (39)	557
Biden Job Somewhat Disapprove	12%	(35)	20%	(57)	16%	(47)	43%	(124)	8% (24)	287
Biden Job Strongly Disapprove	14%	(99)	18%	(120)	11%	(77)	49%	(332)	8% (53)	680
Favorable of Biden	22%	(243)	21%	(235)	10%	(107)	40%	(442)	8% (86)	1113
Unfavorable of Biden	15%	(145)	20%	(192)	14%	(134)	45%	(442)	7% (71)	984
Very Favorable of Biden	21%	(124)	18%	(110)	8%	(50)	44%	(264)	9% (51)	600
Somewhat Favorable of Biden	23%	(119)	24%	(125)	11%	(57)	35%	(178)	7% (35)	514
Somewhat Unfavorable of Biden	17%	(47)	26%	(71)	14%	(39)	36%	(99)	6% (17)	273
Very Unfavorable of Biden	14%	(98)	17%	(121)	13%	(94)	48%	(342)	8% (54)	711
#1 Issue: Economy	21%	(157)	24%	(179)	13%	(98)	33%	(245)	8% (62)	741
#1 Issue: Security	15%	(63)	17%	(69)	13%	(53)	48%	(197)	8% (33)	414
#1 Issue: Health Care	23%	(67)	22%	(65)	8%	(23)	42%	(123)	6% (18)	296
#1 Issue: Medicare / Social Security	6%	(16)	10%	(26)	11%	(29)	65%	(174)	8% (22)	266
#1 Issue: Women's Issues	16%	(22)	22%	(31)	11%	(15)	37%	(51)	15% (20)	139
#1 Issue: Education	17%	(14)	29%	(26)	11%	(9)	33%	(29)	11% (9)	87
#1 Issue: Energy	32%	(47)	24%	(35)	5%	(7)	33%	(48)	6% (9)	146
#1 Issue: Other	10%	(11)	13%	(14)	14%	(15)	54%	(60)	9% (10)	111
2020 Vote: Joe Biden	21%	(216)	20%	(208)	10%	(106)	41%	(416)	8% (77)	1023
2020 Vote: Donald Trump	17%	(115)	20%	(136)	12%	(84)	44%	(305)	7% (47)	687
2020 Vote: Other	19%	(14)	24%	(17)	16%	(12)	34%	(24)	8% (5)	72
2020 Vote: Didn't Vote	13%	(52)	20%	(84)	11%	(45)	43%	(179)	13% (53)	413
2018 House Vote: Democrat	23%	(180)	18%	(140)	11%	(84)	42%	(328)	7% (52)	784
2018 House Vote: Republican	15%	(83)	20%	(110)	11%	(63)	46%	(261)	8% (45)	562
2018 House Vote: Someone else	13%	(8)	20%	(12)	22%	(13)	42%	(24)	2% (1)	58
2016 Vote: Hillary Clinton	21%	(155)	18%	(132)	11%	(80)	43%	(317)	7% (49)	734
2016 Vote: Donald Trump	17%	(111)	19%	(126)	12%	(79)	45%	(295)	7% (48)	659
2016 Vote: Other	14%	(14)	25%	(24)	11%	(11)	41%	(40)	9% (9)	98
2016 Vote: Didn't Vote	16%	(114)	23%	(162)	11%	(79)	39%	(274)	11% (77)	705

Continued on next page

Table MCSP7_4: How interested are you in the following kinds of investments?
Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin, and Peercoin

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion	Total N
Adults	18%	(397)	20%	(445)	11%	(249)	42%	(927)	8% (183)	2200
Voted in 2014: Yes	19%	(239)	18%	(224)	12%	(147)	45%	(569)	7% (87)	1265
Voted in 2014: No	17%	(158)	24%	(220)	11%	(102)	38%	(358)	10% (96)	935
4-Region: Northeast	22%	(87)	19%	(73)	11%	(43)	40%	(156)	9% (34)	394
4-Region: Midwest	13%	(58)	20%	(93)	13%	(61)	47%	(217)	7% (32)	462
4-Region: South	17%	(141)	20%	(166)	11%	(90)	44%	(359)	8% (68)	824
4-Region: West	21%	(110)	22%	(112)	11%	(55)	37%	(195)	9% (48)	520
Sports Fans	23%	(346)	22%	(326)	11%	(170)	36%	(531)	8% (118)	1492
Avid Sports Fans	39%	(173)	23%	(103)	7%	(32)	25%	(112)	5% (24)	443
Casual Sports Fans	17%	(173)	21%	(224)	13%	(138)	40%	(420)	9% (94)	1049
NFL Fans	23%	(343)	21%	(313)	11%	(167)	36%	(536)	8% (120)	1479
NBA Fans	28%	(310)	25%	(275)	11%	(123)	28%	(314)	7% (81)	1103
WNBA Fans	35%	(204)	26%	(152)	9%	(53)	23%	(131)	7% (40)	581
MLB Fans	23%	(276)	23%	(282)	10%	(124)	36%	(432)	8% (91)	1206
NHL Fans	28%	(257)	23%	(213)	11%	(105)	31%	(281)	7% (64)	920
MLS Fans	36%	(224)	25%	(152)	10%	(63)	22%	(135)	6% (40)	613
Formula 1 Fans	36%	(219)	26%	(156)	10%	(59)	22%	(133)	6% (36)	602
IndyCar Fans	32%	(202)	22%	(142)	10%	(61)	30%	(192)	6% (39)	636
NASCAR Fans	28%	(246)	24%	(215)	11%	(97)	32%	(281)	6% (50)	890
PGA Tour Fans	32%	(210)	24%	(158)	10%	(63)	29%	(189)	5% (32)	651
LPGA Tour Fans	37%	(168)	27%	(121)	10%	(46)	22%	(99)	5% (22)	457
UFC Fans	35%	(287)	27%	(223)	9%	(74)	22%	(180)	6% (49)	812
College Football Fans	24%	(293)	23%	(272)	11%	(132)	35%	(415)	7% (90)	1202
College Basketball Fans	29%	(275)	24%	(227)	11%	(106)	30%	(286)	7% (70)	965
Boxing Fans	33%	(302)	26%	(233)	10%	(90)	25%	(230)	6% (53)	909
ATP Tour Fans	43%	(162)	27%	(102)	9%	(32)	19%	(70)	2% (9)	374
WTA Tour Fans	42%	(161)	26%	(100)	9%	(36)	19%	(73)	4% (14)	384
Esports Fans	41%	(247)	29%	(177)	8%	(49)	15%	(93)	7% (43)	608
Sports Bettors	41%	(224)	27%	(146)	9%	(51)	18%	(98)	4% (22)	541
Currently Owns or Holds Crypto	56%	(270)	31%	(146)	5%	(25)	4%	(20)	4% (18)	479
Interested in Crypto	47%	(397)	53%	(445)	—	(0)	—	(0)	— (0)	841

Continued on next page

Table MCSP7_4: *How interested are you in the following kinds of investments?*
Cryptocurrencies, such as Bitcoin, Ethereum, Litecoin, and Peercoin

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion	Total N
Adults	18%	(397)	20%	(445)	11%	(249)	42%	(927)	8% (183)	2200
Interested in Stocks	29%	(352)	31%	(371)	12%	(146)	25%	(300)	3% (38)	1208
Casual Investor	18%	(96)	26%	(138)	16%	(88)	31%	(165)	10% (52)	540
Curious Investor	31%	(178)	34%	(192)	10%	(56)	19%	(107)	6% (35)	567
Active Investor	40%	(104)	19%	(50)	12%	(31)	27%	(70)	3% (7)	262

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

Table MCSP7_5: How interested are you in the following kinds of investments?
Exchange-traded funds (ETFs)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion		Total N
Adults	13%	(276)	20%	(448)	14%	(315)	39%	(862)	14%	(299)	2200
Gender: Male	19%	(203)	23%	(248)	16%	(166)	31%	(327)	11%	(117)	1062
Gender: Female	6%	(73)	18%	(200)	13%	(149)	47%	(535)	16%	(182)	1138
Age: 18-34	16%	(106)	25%	(165)	14%	(92)	27%	(176)	18%	(116)	655
Age: 35-44	20%	(71)	24%	(86)	13%	(46)	27%	(96)	16%	(58)	358
Age: 45-64	9%	(65)	18%	(137)	14%	(108)	48%	(358)	11%	(82)	751
Age: 65+	8%	(34)	14%	(60)	16%	(69)	53%	(231)	10%	(42)	436
GenZers: 1997-2012	5%	(10)	19%	(38)	17%	(34)	34%	(68)	24%	(49)	199
Millennials: 1981-1996	21%	(149)	26%	(180)	13%	(89)	25%	(174)	16%	(110)	702
GenXers: 1965-1980	10%	(52)	22%	(121)	15%	(80)	40%	(219)	13%	(70)	542
Baby Boomers: 1946-1964	8%	(59)	14%	(101)	15%	(103)	53%	(366)	10%	(66)	696
PID: Dem (no lean)	16%	(142)	21%	(190)	13%	(115)	38%	(344)	12%	(110)	901
PID: Ind (no lean)	9%	(63)	20%	(134)	16%	(107)	38%	(261)	18%	(121)	685
PID: Rep (no lean)	12%	(71)	20%	(124)	15%	(93)	42%	(258)	11%	(68)	614
PID/Gender: Dem Men	25%	(109)	24%	(105)	14%	(61)	28%	(122)	8%	(37)	433
PID/Gender: Dem Women	7%	(33)	18%	(85)	12%	(54)	47%	(222)	16%	(74)	468
PID/Gender: Ind Men	14%	(48)	21%	(71)	15%	(52)	34%	(116)	15%	(50)	338
PID/Gender: Ind Women	4%	(14)	18%	(63)	16%	(55)	42%	(144)	20%	(71)	347
PID/Gender: Rep Men	16%	(46)	25%	(71)	19%	(54)	31%	(89)	10%	(30)	290
PID/Gender: Rep Women	8%	(25)	16%	(52)	12%	(40)	52%	(169)	12%	(38)	323
Ideo: Liberal (1-3)	18%	(128)	22%	(155)	12%	(85)	36%	(259)	12%	(87)	714
Ideo: Moderate (4)	9%	(57)	23%	(145)	15%	(96)	37%	(232)	16%	(98)	628
Ideo: Conservative (5-7)	12%	(78)	21%	(139)	15%	(103)	41%	(276)	11%	(76)	672
Educ: < College	8%	(122)	17%	(264)	15%	(220)	45%	(674)	15%	(232)	1512
Educ: Bachelors degree	22%	(96)	26%	(115)	15%	(65)	27%	(121)	10%	(46)	444
Educ: Post-grad	24%	(58)	28%	(68)	12%	(30)	27%	(66)	9%	(21)	244
Income: Under 50k	8%	(101)	16%	(197)	13%	(160)	48%	(582)	15%	(184)	1224
Income: 50k-100k	14%	(91)	23%	(151)	17%	(111)	33%	(211)	13%	(83)	648
Income: 100k+	26%	(84)	30%	(100)	13%	(44)	21%	(69)	10%	(31)	328
Ethnicity: White	11%	(197)	20%	(342)	15%	(254)	41%	(706)	13%	(222)	1722
Ethnicity: Hispanic	17%	(59)	22%	(78)	14%	(48)	31%	(108)	16%	(57)	349

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Table MCSP7_5: How interested are you in the following kinds of investments?
Exchange-traded funds (ETFs)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion		Total N
Adults	13%	(276)	20%	(448)	14%	(315)	39%	(862)	14%	(299)	2200
Ethnicity: Black	16%	(43)	23%	(63)	9%	(26)	37%	(102)	15%	(40)	274
Ethnicity: Other	18%	(36)	21%	(43)	17%	(36)	26%	(53)	18%	(36)	204
All Christian	14%	(132)	20%	(185)	14%	(127)	41%	(381)	12%	(109)	934
All Non-Christian	31%	(39)	29%	(36)	11%	(13)	20%	(25)	10%	(13)	127
Atheist	6%	(6)	24%	(25)	11%	(11)	48%	(49)	10%	(10)	101
Agnostic/Nothing in particular	9%	(54)	22%	(132)	15%	(90)	37%	(227)	18%	(111)	614
Something Else	11%	(45)	16%	(70)	17%	(73)	42%	(179)	13%	(56)	424
Religious Non-Protestant/Catholic	27%	(41)	27%	(40)	13%	(19)	23%	(34)	10%	(15)	148
Evangelical	16%	(91)	20%	(116)	13%	(77)	41%	(236)	11%	(63)	583
Non-Evangelical	11%	(80)	18%	(127)	16%	(114)	43%	(310)	13%	(94)	725
Community: Urban	17%	(116)	23%	(152)	11%	(73)	35%	(233)	14%	(92)	666
Community: Suburban	12%	(122)	21%	(209)	16%	(155)	38%	(379)	13%	(130)	996
Community: Rural	7%	(38)	16%	(86)	16%	(87)	46%	(249)	14%	(77)	538
Employ: Private Sector	19%	(132)	27%	(181)	13%	(86)	29%	(200)	12%	(79)	678
Employ: Government	18%	(19)	34%	(36)	15%	(16)	26%	(27)	8%	(9)	106
Employ: Self-Employed	20%	(44)	24%	(53)	14%	(32)	32%	(72)	10%	(22)	223
Employ: Homemaker	4%	(6)	15%	(21)	13%	(18)	46%	(64)	23%	(32)	140
Employ: Student	10%	(6)	19%	(10)	9%	(5)	26%	(15)	36%	(20)	55
Employ: Retired	7%	(35)	16%	(78)	14%	(73)	54%	(274)	9%	(45)	505
Employ: Unemployed	9%	(28)	14%	(42)	17%	(53)	42%	(128)	17%	(53)	303
Employ: Other	4%	(8)	14%	(26)	18%	(33)	44%	(83)	21%	(39)	190
Military HH: Yes	14%	(44)	14%	(45)	17%	(54)	42%	(132)	12%	(38)	313
Military HH: No	12%	(232)	21%	(403)	14%	(262)	39%	(730)	14%	(261)	1887
RD/WT: Right Direction	18%	(167)	23%	(214)	13%	(116)	33%	(305)	13%	(118)	919
RD/WT: Wrong Track	9%	(109)	18%	(234)	16%	(199)	43%	(557)	14%	(181)	1281
Biden Job Approve	17%	(192)	23%	(262)	12%	(139)	35%	(394)	13%	(143)	1130
Biden Job Disapprove	8%	(78)	18%	(171)	17%	(160)	44%	(429)	13%	(129)	968

Continued on next page

Table MCSP7_5: How interested are you in the following kinds of investments?
Exchange-traded funds (ETFs)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion		Total N
Adults	13%	(276)	20%	(448)	14%	(315)	39%	(862)	14%	(299)	2200
Biden Job Strongly Approve	21%	(119)	21%	(120)	11%	(61)	35%	(198)	13%	(75)	573
Biden Job Somewhat Approve	13%	(72)	25%	(142)	14%	(78)	35%	(197)	12%	(68)	557
Biden Job Somewhat Disapprove	8%	(24)	21%	(61)	19%	(55)	38%	(108)	14%	(39)	287
Biden Job Strongly Disapprove	8%	(54)	16%	(110)	16%	(105)	47%	(321)	13%	(90)	680
Favorable of Biden	17%	(193)	22%	(247)	12%	(130)	36%	(401)	13%	(142)	1113
Unfavorable of Biden	8%	(77)	19%	(192)	17%	(168)	43%	(422)	13%	(125)	984
Very Favorable of Biden	20%	(122)	20%	(121)	10%	(62)	37%	(222)	12%	(72)	600
Somewhat Favorable of Biden	14%	(71)	25%	(126)	13%	(67)	35%	(179)	14%	(70)	514
Somewhat Unfavorable of Biden	8%	(21)	24%	(66)	21%	(59)	35%	(95)	12%	(33)	273
Very Unfavorable of Biden	8%	(57)	18%	(126)	15%	(109)	46%	(327)	13%	(92)	711
#1 Issue: Economy	15%	(109)	23%	(172)	16%	(116)	32%	(237)	14%	(107)	741
#1 Issue: Security	9%	(38)	18%	(76)	16%	(66)	45%	(185)	12%	(49)	414
#1 Issue: Health Care	15%	(45)	22%	(64)	13%	(40)	39%	(114)	11%	(34)	296
#1 Issue: Medicare / Social Security	8%	(22)	13%	(34)	15%	(41)	54%	(143)	10%	(27)	266
#1 Issue: Women's Issues	7%	(9)	21%	(30)	10%	(14)	35%	(48)	28%	(38)	139
#1 Issue: Education	14%	(12)	23%	(20)	14%	(13)	34%	(29)	15%	(13)	87
#1 Issue: Energy	19%	(28)	26%	(37)	9%	(13)	38%	(55)	8%	(12)	146
#1 Issue: Other	11%	(13)	14%	(16)	13%	(14)	45%	(50)	17%	(19)	111
2020 Vote: Joe Biden	17%	(173)	22%	(228)	12%	(121)	37%	(376)	12%	(124)	1023
2020 Vote: Donald Trump	11%	(78)	20%	(139)	17%	(118)	40%	(277)	11%	(75)	687
2020 Vote: Other	11%	(8)	25%	(18)	11%	(8)	29%	(21)	23%	(17)	72
2020 Vote: Didn't Vote	4%	(17)	15%	(63)	16%	(66)	45%	(185)	20%	(83)	413
2018 House Vote: Democrat	19%	(149)	22%	(170)	12%	(93)	37%	(291)	10%	(82)	784
2018 House Vote: Republican	12%	(67)	21%	(120)	15%	(84)	39%	(221)	13%	(70)	562
2018 House Vote: Someone else	12%	(7)	18%	(10)	19%	(11)	34%	(20)	17%	(10)	58
2016 Vote: Hillary Clinton	18%	(133)	21%	(157)	12%	(85)	38%	(277)	11%	(82)	734
2016 Vote: Donald Trump	12%	(81)	21%	(138)	16%	(103)	39%	(260)	12%	(77)	659
2016 Vote: Other	14%	(14)	22%	(21)	16%	(15)	34%	(33)	14%	(14)	98
2016 Vote: Didn't Vote	7%	(47)	18%	(130)	16%	(112)	41%	(290)	18%	(126)	705

Continued on next page

Table MCSP7_5: How interested are you in the following kinds of investments?
Exchange-traded funds (ETFs)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion		Total N
Adults	13%	(276)	20%	(448)	14%	(315)	39%	(862)	14%	(299)	2200
Voted in 2014: Yes	16%	(204)	21%	(266)	13%	(168)	38%	(484)	11%	(144)	1265
Voted in 2014: No	8%	(72)	19%	(182)	16%	(147)	40%	(378)	17%	(155)	935
4-Region: Northeast	15%	(57)	20%	(77)	15%	(58)	39%	(153)	12%	(49)	394
4-Region: Midwest	11%	(51)	20%	(93)	14%	(66)	42%	(193)	13%	(59)	462
4-Region: South	11%	(91)	20%	(166)	13%	(111)	40%	(334)	15%	(123)	824
4-Region: West	15%	(77)	22%	(112)	16%	(81)	35%	(182)	13%	(68)	520
Sports Fans	16%	(239)	23%	(343)	15%	(231)	33%	(490)	13%	(190)	1492
Avid Sports Fans	30%	(133)	26%	(117)	16%	(69)	20%	(90)	8%	(35)	443
Casual Sports Fans	10%	(106)	22%	(226)	15%	(162)	38%	(400)	15%	(155)	1049
NFL Fans	16%	(232)	22%	(330)	16%	(231)	34%	(496)	13%	(190)	1479
NBA Fans	20%	(218)	26%	(291)	15%	(169)	27%	(298)	12%	(127)	1103
WNBA Fans	27%	(155)	28%	(163)	15%	(86)	20%	(116)	11%	(61)	581
MLB Fans	17%	(208)	24%	(293)	14%	(174)	32%	(390)	12%	(141)	1206
NHL Fans	19%	(177)	27%	(245)	16%	(147)	27%	(252)	11%	(99)	920
MLS Fans	27%	(166)	29%	(177)	17%	(101)	18%	(108)	10%	(61)	613
Formula 1 Fans	26%	(156)	28%	(171)	16%	(96)	21%	(124)	9%	(55)	602
IndyCar Fans	23%	(147)	26%	(168)	16%	(103)	24%	(154)	10%	(64)	636
NASCAR Fans	21%	(184)	23%	(205)	16%	(138)	30%	(266)	11%	(97)	890
PGA Tour Fans	25%	(165)	28%	(183)	16%	(103)	23%	(150)	8%	(50)	651
LPGA Tour Fans	30%	(138)	30%	(138)	15%	(70)	18%	(80)	7%	(30)	457
UFC Fans	22%	(182)	27%	(220)	16%	(128)	24%	(194)	11%	(88)	812
College Football Fans	18%	(217)	23%	(282)	16%	(189)	31%	(376)	11%	(138)	1202
College Basketball Fans	21%	(205)	26%	(250)	16%	(153)	27%	(258)	10%	(99)	965
Boxing Fans	20%	(185)	26%	(235)	16%	(143)	26%	(237)	12%	(109)	909
ATP Tour Fans	37%	(138)	33%	(122)	14%	(51)	14%	(51)	3%	(12)	374
WTA Tour Fans	35%	(135)	33%	(127)	14%	(55)	14%	(55)	4%	(14)	384
Esports Fans	26%	(159)	26%	(159)	17%	(104)	19%	(114)	12%	(73)	608
Sports Bettors	30%	(164)	34%	(181)	15%	(80)	14%	(75)	7%	(40)	541
Currently Owns or Holds Crypto	32%	(153)	31%	(151)	13%	(61)	14%	(66)	10%	(48)	479
Interested in Crypto	26%	(221)	36%	(301)	16%	(132)	13%	(113)	9%	(74)	841

Continued on next page

Table MCSP7_5: *How interested are you in the following kinds of investments?*
Exchange-traded funds (ETFs)

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion		Total N
Adults	13%	(276)	20%	(448)	14%	(315)	39%	(862)	14%	(299)	2200
Interested in Stocks	22%	(265)	34%	(409)	17%	(202)	18%	(216)	10%	(115)	1208
Casual Investor	11%	(62)	29%	(156)	18%	(100)	24%	(131)	17%	(92)	540
Curious Investor	18%	(105)	32%	(180)	19%	(106)	17%	(99)	14%	(78)	567
Active Investor	39%	(102)	32%	(83)	12%	(31)	13%	(34)	5%	(12)	262

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

Table MCSP7_6: How interested are you in the following kinds of investments?

Bonds

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion	Total N
Adults	13%	(290)	25%	(550)	18%	(388)	34%	(742)	10% (230)	2200
Gender: Male	19%	(198)	27%	(284)	19%	(202)	27%	(284)	9% (93)	1062
Gender: Female	8%	(92)	23%	(266)	16%	(185)	40%	(458)	12% (138)	1138
Age: 18-34	17%	(109)	28%	(182)	17%	(113)	23%	(150)	16% (102)	655
Age: 35-44	21%	(74)	29%	(103)	16%	(57)	25%	(91)	9% (34)	358
Age: 45-64	10%	(73)	24%	(178)	17%	(128)	41%	(307)	9% (65)	751
Age: 65+	8%	(34)	20%	(88)	20%	(89)	45%	(194)	7% (30)	436
GenZers: 1997-2012	9%	(19)	20%	(39)	17%	(35)	31%	(62)	23% (45)	199
Millennials: 1981-1996	20%	(142)	30%	(211)	16%	(113)	22%	(154)	12% (81)	702
GenXers: 1965-1980	12%	(67)	26%	(141)	18%	(95)	35%	(188)	9% (51)	542
Baby Boomers: 1946-1964	8%	(58)	21%	(143)	20%	(136)	44%	(307)	7% (51)	696
PID: Dem (no lean)	16%	(143)	26%	(231)	18%	(162)	32%	(291)	8% (74)	901
PID: Ind (no lean)	10%	(68)	25%	(168)	17%	(120)	32%	(221)	16% (108)	685
PID: Rep (no lean)	13%	(78)	24%	(150)	17%	(106)	37%	(230)	8% (49)	614
PID/Gender: Dem Men	23%	(102)	27%	(118)	19%	(84)	24%	(102)	6% (27)	433
PID/Gender: Dem Women	9%	(42)	24%	(113)	17%	(77)	40%	(188)	10% (47)	468
PID/Gender: Ind Men	13%	(43)	26%	(89)	19%	(63)	28%	(96)	14% (47)	338
PID/Gender: Ind Women	7%	(25)	23%	(79)	16%	(57)	36%	(125)	18% (61)	347
PID/Gender: Rep Men	18%	(53)	27%	(77)	19%	(55)	30%	(86)	7% (19)	290
PID/Gender: Rep Women	8%	(25)	23%	(73)	16%	(51)	45%	(144)	9% (30)	323
Ideo: Liberal (1-3)	17%	(118)	25%	(181)	17%	(124)	31%	(223)	10% (68)	714
Ideo: Moderate (4)	11%	(67)	27%	(172)	19%	(120)	32%	(199)	11% (70)	628
Ideo: Conservative (5-7)	13%	(85)	26%	(176)	18%	(118)	35%	(235)	9% (58)	672
Educ: < College	9%	(133)	22%	(330)	18%	(275)	39%	(592)	12% (182)	1512
Educ: Bachelors degree	21%	(94)	32%	(142)	15%	(69)	23%	(102)	8% (37)	444
Educ: Post-grad	26%	(63)	32%	(78)	18%	(44)	20%	(48)	4% (11)	244
Income: Under 50k	9%	(111)	21%	(256)	16%	(197)	42%	(510)	12% (150)	1224
Income: 50k-100k	15%	(97)	29%	(189)	21%	(137)	27%	(177)	7% (48)	648
Income: 100k+	25%	(82)	32%	(106)	16%	(54)	17%	(55)	10% (32)	328
Ethnicity: White	12%	(213)	24%	(419)	18%	(313)	35%	(611)	10% (165)	1722
Ethnicity: Hispanic	15%	(52)	26%	(92)	21%	(72)	23%	(81)	15% (51)	349

Continued on next page

Table MCSP7_6: How interested are you in the following kinds of investments?

Bonds

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion	Total N
Adults	13%	(290)	25%	(550)	18%	(388)	34%	(742)	10% (230)	2200
Ethnicity: Black	18%	(48)	28%	(78)	12%	(33)	31%	(86)	10% (29)	274
Ethnicity: Other	14%	(28)	26%	(53)	20%	(42)	22%	(45)	18% (36)	204
All Christian	16%	(146)	26%	(247)	15%	(144)	34%	(318)	8% (78)	934
All Non-Christian	26%	(33)	27%	(35)	23%	(29)	15%	(19)	9% (11)	127
Atheist	2%	(2)	23%	(23)	24%	(25)	45%	(46)	6% (6)	101
Agnostic/Nothing in particular	10%	(60)	25%	(153)	17%	(105)	34%	(207)	14% (89)	614
Something Else	11%	(49)	22%	(92)	20%	(85)	36%	(151)	11% (47)	424
Religious Non-Protestant/Catholic	25%	(37)	27%	(40)	21%	(31)	19%	(28)	8% (12)	148
Evangelical	18%	(102)	25%	(145)	14%	(82)	36%	(207)	8% (46)	583
Non-Evangelical	11%	(81)	25%	(183)	19%	(141)	34%	(246)	10% (74)	725
Community: Urban	18%	(123)	27%	(177)	13%	(88)	32%	(211)	10% (68)	666
Community: Suburban	12%	(124)	26%	(255)	22%	(215)	30%	(298)	10% (103)	996
Community: Rural	8%	(43)	22%	(118)	16%	(85)	43%	(233)	11% (59)	538
Employ: Private Sector	19%	(131)	30%	(205)	18%	(119)	25%	(167)	8% (55)	678
Employ: Government	23%	(25)	32%	(34)	19%	(20)	21%	(22)	6% (6)	106
Employ: Self-Employed	18%	(41)	27%	(60)	19%	(42)	27%	(59)	9% (20)	223
Employ: Homemaker	8%	(12)	15%	(21)	19%	(26)	43%	(60)	15% (22)	140
Employ: Student	14%	(8)	14%	(8)	14%	(8)	23%	(13)	35% (20)	55
Employ: Retired	7%	(35)	23%	(115)	19%	(94)	45%	(229)	6% (32)	505
Employ: Unemployed	8%	(25)	25%	(75)	16%	(47)	37%	(112)	14% (43)	303
Employ: Other	7%	(14)	16%	(31)	16%	(30)	42%	(81)	18% (34)	190
Military HH: Yes	11%	(36)	24%	(74)	18%	(57)	37%	(116)	10% (30)	313
Military HH: No	13%	(254)	25%	(476)	18%	(331)	33%	(626)	11% (200)	1887
RD/WT: Right Direction	17%	(158)	29%	(270)	15%	(140)	28%	(261)	10% (90)	919
RD/WT: Wrong Track	10%	(131)	22%	(280)	19%	(247)	38%	(482)	11% (141)	1281
Biden Job Approve	16%	(183)	29%	(325)	17%	(187)	29%	(330)	9% (104)	1130
Biden Job Disapprove	10%	(95)	22%	(211)	19%	(183)	39%	(379)	10% (99)	968

Continued on next page

Table MCSP7_6: How interested are you in the following kinds of investments?

Bonds

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion		Total N
Adults	13%	(290)	25%	(550)	18%	(388)	34%	(742)	10%	(230)	2200
Biden Job Strongly Approve	22%	(125)	24%	(139)	15%	(85)	29%	(165)	10%	(59)	573
Biden Job Somewhat Approve	10%	(58)	33%	(186)	18%	(102)	30%	(165)	8%	(45)	557
Biden Job Somewhat Disapprove	9%	(27)	24%	(70)	22%	(63)	33%	(96)	11%	(31)	287
Biden Job Strongly Disapprove	10%	(68)	21%	(140)	18%	(121)	42%	(283)	10%	(68)	680
Favorable of Biden	16%	(181)	29%	(317)	16%	(175)	30%	(336)	9%	(104)	1113
Unfavorable of Biden	10%	(97)	23%	(224)	20%	(195)	38%	(369)	10%	(98)	984
Very Favorable of Biden	21%	(123)	25%	(151)	15%	(91)	30%	(178)	9%	(56)	600
Somewhat Favorable of Biden	11%	(58)	32%	(166)	16%	(83)	31%	(158)	9%	(48)	514
Somewhat Unfavorable of Biden	10%	(27)	26%	(72)	24%	(67)	28%	(77)	11%	(31)	273
Very Unfavorable of Biden	10%	(70)	21%	(153)	18%	(129)	41%	(292)	9%	(67)	711
#1 Issue: Economy	15%	(109)	27%	(197)	22%	(162)	27%	(197)	10%	(76)	741
#1 Issue: Security	11%	(45)	22%	(91)	16%	(65)	41%	(171)	10%	(42)	414
#1 Issue: Health Care	13%	(40)	29%	(86)	17%	(51)	33%	(98)	7%	(21)	296
#1 Issue: Medicare / Social Security	9%	(24)	22%	(60)	16%	(44)	43%	(115)	9%	(24)	266
#1 Issue: Women's Issues	8%	(12)	23%	(32)	17%	(23)	28%	(40)	23%	(32)	139
#1 Issue: Education	20%	(18)	24%	(21)	10%	(8)	35%	(31)	10%	(9)	87
#1 Issue: Energy	22%	(32)	25%	(37)	17%	(24)	31%	(45)	5%	(8)	146
#1 Issue: Other	10%	(11)	24%	(26)	9%	(10)	41%	(45)	17%	(19)	111
2020 Vote: Joe Biden	17%	(170)	28%	(284)	16%	(161)	30%	(312)	9%	(97)	1023
2020 Vote: Donald Trump	12%	(83)	25%	(171)	21%	(144)	34%	(232)	8%	(58)	687
2020 Vote: Other	14%	(10)	23%	(17)	13%	(10)	31%	(23)	18%	(13)	72
2020 Vote: Didn't Vote	6%	(26)	19%	(78)	18%	(73)	42%	(173)	15%	(63)	413
2018 House Vote: Democrat	18%	(141)	27%	(210)	16%	(127)	32%	(248)	8%	(59)	784
2018 House Vote: Republican	14%	(77)	26%	(145)	18%	(102)	33%	(183)	10%	(54)	562
2018 House Vote: Someone else	14%	(8)	23%	(13)	10%	(6)	37%	(21)	16%	(9)	58
2016 Vote: Hillary Clinton	16%	(121)	27%	(200)	17%	(125)	31%	(228)	8%	(59)	734
2016 Vote: Donald Trump	14%	(94)	25%	(163)	18%	(122)	34%	(222)	9%	(58)	659
2016 Vote: Other	10%	(10)	28%	(27)	16%	(16)	35%	(35)	11%	(10)	98
2016 Vote: Didn't Vote	9%	(65)	22%	(157)	18%	(125)	36%	(256)	15%	(103)	705

Continued on next page

Table MCSP7_6: How interested are you in the following kinds of investments?

Bonds

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion	Total N
Adults	13%	(290)	25%	(550)	18%	(388)	34%	(742)	10% (230)	2200
Voted in 2014: Yes	16%	(205)	26%	(327)	17%	(213)	33%	(412)	9% (109)	1265
Voted in 2014: No	9%	(85)	24%	(223)	19%	(175)	35%	(330)	13% (122)	935
4-Region: Northeast	15%	(60)	26%	(102)	17%	(69)	32%	(125)	10% (38)	394
4-Region: Midwest	13%	(62)	23%	(105)	19%	(88)	37%	(170)	8% (38)	462
4-Region: South	12%	(99)	27%	(219)	16%	(133)	35%	(289)	10% (84)	824
4-Region: West	13%	(69)	24%	(125)	19%	(98)	30%	(158)	13% (70)	520
Sports Fans	17%	(253)	28%	(412)	19%	(280)	28%	(412)	9% (134)	1492
Avid Sports Fans	30%	(133)	30%	(134)	15%	(67)	19%	(82)	6% (27)	443
Casual Sports Fans	11%	(121)	27%	(279)	20%	(213)	31%	(330)	10% (107)	1049
NFL Fans	16%	(243)	27%	(401)	19%	(277)	28%	(420)	9% (138)	1479
NBA Fans	20%	(221)	29%	(323)	18%	(202)	24%	(260)	9% (95)	1103
WNBA Fans	29%	(167)	30%	(173)	17%	(100)	16%	(90)	9% (51)	581
MLB Fans	18%	(215)	29%	(350)	18%	(218)	26%	(314)	9% (109)	1206
NHL Fans	21%	(189)	29%	(269)	20%	(187)	22%	(206)	8% (69)	920
MLS Fans	27%	(165)	32%	(196)	19%	(114)	15%	(94)	7% (44)	613
Formula 1 Fans	24%	(147)	32%	(191)	19%	(114)	17%	(105)	8% (46)	602
IndyCar Fans	25%	(156)	29%	(186)	17%	(109)	22%	(139)	7% (46)	636
NASCAR Fans	19%	(172)	29%	(256)	17%	(153)	27%	(238)	8% (72)	890
PGA Tour Fans	25%	(161)	29%	(189)	20%	(129)	21%	(136)	6% (37)	651
LPGA Tour Fans	31%	(139)	30%	(136)	19%	(85)	15%	(69)	6% (27)	457
UFC Fans	23%	(186)	31%	(251)	18%	(150)	20%	(161)	8% (64)	812
College Football Fans	19%	(227)	28%	(341)	19%	(227)	25%	(306)	8% (101)	1202
College Basketball Fans	22%	(214)	29%	(284)	18%	(177)	22%	(217)	8% (74)	965
Boxing Fans	22%	(204)	29%	(264)	18%	(162)	23%	(207)	8% (72)	909
ATP Tour Fans	33%	(123)	32%	(121)	19%	(70)	13%	(48)	3% (12)	374
WTA Tour Fans	32%	(125)	31%	(121)	18%	(71)	14%	(54)	4% (15)	384
Esports Fans	28%	(168)	29%	(177)	17%	(106)	15%	(94)	10% (63)	608
Sports Bettors	29%	(159)	34%	(183)	19%	(102)	13%	(69)	5% (28)	541
Currently Owns or Holds Crypto	28%	(133)	34%	(161)	19%	(92)	12%	(56)	8% (37)	479
Interested in Crypto	25%	(208)	39%	(332)	19%	(162)	10%	(88)	6% (52)	841

Continued on next page

Table MCSP7_6: *How interested are you in the following kinds of investments?*

Bonds

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion		Total N
Adults	13%	(290)	25%	(550)	18%	(388)	34%	(742)	10%	(230)	2200
Interested in Stocks	22%	(270)	41%	(499)	19%	(227)	13%	(153)	5%	(59)	1208
Casual Investor	12%	(65)	35%	(188)	22%	(120)	19%	(104)	12%	(64)	540
Curious Investor	22%	(127)	39%	(223)	19%	(109)	10%	(56)	9%	(52)	567
Active Investor	34%	(90)	32%	(84)	19%	(50)	12%	(31)	3%	(8)	262

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

Table MCSP7_7: How interested are you in the following kinds of investments?

Commodities

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion		Total N
Adults	9%	(206)	20%	(436)	18%	(396)	39%	(858)	14%	(304)	2200
Gender: Male	15%	(158)	24%	(256)	19%	(200)	31%	(333)	11%	(115)	1062
Gender: Female	4%	(48)	16%	(180)	17%	(196)	46%	(525)	17%	(189)	1138
Age: 18-34	13%	(84)	24%	(157)	18%	(115)	26%	(172)	19%	(127)	655
Age: 35-44	17%	(62)	25%	(89)	16%	(55)	27%	(96)	15%	(55)	358
Age: 45-64	6%	(47)	19%	(141)	17%	(131)	46%	(349)	11%	(83)	751
Age: 65+	3%	(14)	11%	(49)	22%	(95)	55%	(240)	9%	(38)	436
GenZers: 1997-2012	6%	(11)	12%	(23)	21%	(41)	33%	(67)	28%	(56)	199
Millennials: 1981-1996	17%	(120)	28%	(195)	15%	(103)	25%	(174)	16%	(110)	702
GenXers: 1965-1980	9%	(46)	22%	(120)	18%	(97)	38%	(205)	14%	(74)	542
Baby Boomers: 1946-1964	4%	(25)	13%	(93)	20%	(143)	54%	(376)	9%	(59)	696
PID: Dem (no lean)	13%	(119)	20%	(179)	17%	(151)	37%	(338)	13%	(114)	901
PID: Ind (no lean)	5%	(36)	20%	(140)	19%	(131)	37%	(251)	19%	(128)	685
PID: Rep (no lean)	8%	(51)	19%	(117)	19%	(114)	44%	(269)	10%	(62)	614
PID/Gender: Dem Men	22%	(96)	25%	(108)	16%	(68)	29%	(127)	8%	(34)	433
PID/Gender: Dem Women	5%	(23)	15%	(71)	18%	(83)	45%	(211)	17%	(80)	468
PID/Gender: Ind Men	9%	(29)	22%	(76)	21%	(71)	32%	(109)	16%	(54)	338
PID/Gender: Ind Women	2%	(7)	18%	(64)	17%	(60)	41%	(142)	21%	(74)	347
PID/Gender: Rep Men	11%	(33)	25%	(73)	21%	(61)	33%	(97)	9%	(26)	290
PID/Gender: Rep Women	6%	(19)	14%	(44)	16%	(53)	53%	(172)	11%	(36)	323
Ideo: Liberal (1-3)	13%	(95)	20%	(144)	18%	(132)	36%	(259)	12%	(84)	714
Ideo: Moderate (4)	8%	(53)	20%	(125)	18%	(110)	36%	(229)	18%	(111)	628
Ideo: Conservative (5-7)	8%	(53)	21%	(141)	19%	(126)	42%	(279)	11%	(73)	672
Educ: < College	6%	(91)	17%	(261)	18%	(271)	43%	(657)	15%	(233)	1512
Educ: Bachelors degree	15%	(67)	24%	(107)	19%	(82)	30%	(131)	12%	(55)	444
Educ: Post-grad	20%	(48)	28%	(67)	17%	(43)	29%	(70)	6%	(15)	244
Income: Under 50k	6%	(69)	17%	(203)	16%	(199)	46%	(558)	16%	(195)	1224
Income: 50k-100k	11%	(72)	21%	(139)	22%	(143)	33%	(217)	12%	(78)	648
Income: 100k+	20%	(65)	29%	(94)	17%	(55)	25%	(83)	9%	(31)	328
Ethnicity: White	9%	(156)	18%	(315)	19%	(320)	41%	(706)	13%	(225)	1722
Ethnicity: Hispanic	14%	(51)	21%	(73)	17%	(61)	29%	(103)	18%	(62)	349

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Table MCSP7_7: How interested are you in the following kinds of investments?

Commodities

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion		Total N
Adults	9%	(206)	20%	(436)	18%	(396)	39%	(858)	14%	(304)	2200
Ethnicity: Black	12%	(33)	26%	(71)	12%	(33)	34%	(94)	16%	(44)	274
Ethnicity: Other	8%	(17)	25%	(51)	21%	(43)	29%	(58)	17%	(35)	204
All Christian	11%	(104)	20%	(183)	17%	(157)	41%	(387)	11%	(103)	934
All Non-Christian	20%	(26)	30%	(38)	18%	(23)	18%	(23)	13%	(16)	127
Atheist	5%	(5)	22%	(23)	14%	(14)	49%	(50)	10%	(10)	101
Agnostic/Nothing in particular	7%	(40)	19%	(115)	19%	(116)	38%	(233)	18%	(109)	614
Something Else	7%	(31)	18%	(77)	20%	(85)	39%	(166)	15%	(65)	424
Religious Non-Protestant/Catholic	18%	(27)	29%	(43)	19%	(29)	22%	(32)	12%	(17)	148
Evangelical	13%	(74)	22%	(128)	17%	(96)	39%	(227)	10%	(57)	583
Non-Evangelical	8%	(54)	17%	(123)	18%	(132)	43%	(310)	15%	(106)	725
Community: Urban	16%	(106)	23%	(153)	15%	(97)	32%	(214)	14%	(96)	666
Community: Suburban	8%	(77)	20%	(195)	21%	(206)	39%	(385)	13%	(132)	996
Community: Rural	4%	(23)	16%	(87)	17%	(93)	48%	(259)	14%	(76)	538
Employ: Private Sector	15%	(102)	27%	(183)	16%	(111)	29%	(198)	12%	(84)	678
Employ: Government	17%	(18)	26%	(28)	22%	(24)	24%	(25)	11%	(12)	106
Employ: Self-Employed	14%	(30)	26%	(57)	19%	(42)	31%	(69)	11%	(24)	223
Employ: Homemaker	5%	(7)	15%	(21)	15%	(20)	45%	(64)	20%	(28)	140
Employ: Student	6%	(3)	15%	(8)	12%	(6)	26%	(14)	42%	(23)	55
Employ: Retired	3%	(15)	12%	(58)	20%	(102)	57%	(285)	9%	(44)	505
Employ: Unemployed	7%	(22)	18%	(54)	17%	(52)	39%	(119)	18%	(55)	303
Employ: Other	4%	(8)	14%	(26)	20%	(38)	44%	(84)	18%	(34)	190
Military HH: Yes	9%	(29)	19%	(60)	16%	(50)	43%	(134)	13%	(40)	313
Military HH: No	9%	(177)	20%	(376)	18%	(346)	38%	(724)	14%	(264)	1887
RD/WT: Right Direction	15%	(136)	23%	(207)	16%	(150)	33%	(302)	13%	(124)	919
RD/WT: Wrong Track	5%	(70)	18%	(229)	19%	(246)	43%	(556)	14%	(180)	1281
Biden Job Approve	13%	(146)	23%	(259)	16%	(186)	34%	(385)	13%	(152)	1130
Biden Job Disapprove	6%	(56)	16%	(159)	20%	(192)	45%	(435)	13%	(125)	968

Continued on next page

Table MCSP7_7: How interested are you in the following kinds of investments?

Commodities

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion		Total N
Adults	9%	(206)	20%	(436)	18%	(396)	39%	(858)	14%	(304)	2200
Biden Job Strongly Approve	18%	(103)	20%	(115)	14%	(83)	34%	(196)	14%	(78)	573
Biden Job Somewhat Approve	8%	(44)	26%	(145)	19%	(104)	34%	(190)	13%	(75)	557
Biden Job Somewhat Disapprove	7%	(19)	14%	(41)	24%	(68)	40%	(116)	15%	(43)	287
Biden Job Strongly Disapprove	5%	(37)	17%	(118)	18%	(124)	47%	(319)	12%	(82)	680
Favorable of Biden	13%	(140)	22%	(249)	17%	(190)	35%	(387)	13%	(148)	1113
Unfavorable of Biden	6%	(59)	18%	(179)	19%	(191)	44%	(430)	13%	(126)	984
Very Favorable of Biden	16%	(95)	21%	(125)	16%	(93)	36%	(214)	12%	(73)	600
Somewhat Favorable of Biden	9%	(45)	24%	(124)	19%	(96)	34%	(174)	15%	(75)	514
Somewhat Unfavorable of Biden	7%	(20)	19%	(51)	23%	(64)	36%	(98)	15%	(40)	273
Very Unfavorable of Biden	5%	(39)	18%	(128)	18%	(127)	47%	(331)	12%	(85)	711
#1 Issue: Economy	10%	(77)	23%	(171)	21%	(154)	31%	(229)	15%	(111)	741
#1 Issue: Security	5%	(22)	18%	(76)	16%	(67)	49%	(201)	11%	(47)	414
#1 Issue: Health Care	11%	(34)	21%	(61)	17%	(50)	39%	(115)	12%	(36)	296
#1 Issue: Medicare / Social Security	7%	(18)	9%	(23)	21%	(56)	51%	(137)	12%	(32)	266
#1 Issue: Women's Issues	6%	(9)	17%	(24)	17%	(24)	33%	(45)	26%	(37)	139
#1 Issue: Education	14%	(12)	25%	(22)	11%	(10)	34%	(29)	17%	(15)	87
#1 Issue: Energy	19%	(27)	25%	(36)	12%	(18)	36%	(53)	8%	(12)	146
#1 Issue: Other	6%	(7)	20%	(23)	15%	(17)	45%	(50)	14%	(15)	111
2020 Vote: Joe Biden	12%	(127)	21%	(217)	17%	(179)	35%	(361)	14%	(140)	1023
2020 Vote: Donald Trump	9%	(61)	21%	(143)	19%	(133)	41%	(281)	10%	(69)	687
2020 Vote: Other	8%	(5)	24%	(17)	17%	(12)	35%	(25)	17%	(12)	72
2020 Vote: Didn't Vote	3%	(13)	14%	(60)	17%	(70)	45%	(188)	20%	(83)	413
2018 House Vote: Democrat	13%	(104)	20%	(156)	18%	(144)	36%	(286)	12%	(94)	784
2018 House Vote: Republican	9%	(50)	23%	(127)	18%	(103)	39%	(219)	11%	(63)	562
2018 House Vote: Someone else	7%	(4)	21%	(12)	14%	(8)	43%	(25)	15%	(9)	58
2016 Vote: Hillary Clinton	12%	(90)	21%	(155)	17%	(127)	36%	(268)	13%	(94)	734
2016 Vote: Donald Trump	9%	(62)	22%	(144)	18%	(117)	40%	(265)	11%	(71)	659
2016 Vote: Other	8%	(7)	19%	(18)	28%	(27)	36%	(35)	10%	(10)	98
2016 Vote: Didn't Vote	6%	(45)	17%	(117)	18%	(125)	41%	(289)	18%	(129)	705

Continued on next page

Table MCSP7_7: How interested are you in the following kinds of investments?

Commodities

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion		Total N
Adults	9%	(206)	20%	(436)	18%	(396)	39%	(858)	14%	(304)	2200
Voted in 2014: Yes	12%	(147)	21%	(263)	18%	(229)	38%	(480)	12%	(146)	1265
Voted in 2014: No	6%	(59)	18%	(173)	18%	(167)	40%	(378)	17%	(158)	935
4-Region: Northeast	11%	(42)	20%	(79)	18%	(70)	36%	(143)	15%	(59)	394
4-Region: Midwest	8%	(37)	18%	(85)	19%	(86)	44%	(202)	11%	(53)	462
4-Region: South	8%	(68)	21%	(172)	16%	(136)	39%	(323)	15%	(126)	824
4-Region: West	11%	(59)	19%	(100)	20%	(104)	37%	(190)	13%	(66)	520
Sports Fans	12%	(185)	23%	(339)	19%	(278)	33%	(497)	13%	(193)	1492
Avid Sports Fans	26%	(114)	30%	(132)	14%	(63)	22%	(97)	8%	(37)	443
Casual Sports Fans	7%	(70)	20%	(207)	20%	(214)	38%	(401)	15%	(156)	1049
NFL Fans	12%	(181)	23%	(333)	18%	(269)	34%	(504)	13%	(191)	1479
NBA Fans	16%	(174)	25%	(281)	18%	(199)	28%	(306)	13%	(141)	1103
WNBA Fans	24%	(139)	29%	(166)	15%	(90)	20%	(116)	12%	(70)	581
MLB Fans	13%	(161)	24%	(293)	18%	(217)	32%	(390)	12%	(144)	1206
NHL Fans	16%	(144)	27%	(250)	19%	(179)	26%	(241)	12%	(106)	920
MLS Fans	22%	(134)	30%	(183)	19%	(116)	19%	(115)	11%	(65)	613
Formula 1 Fans	22%	(133)	29%	(177)	18%	(108)	22%	(132)	9%	(52)	602
IndyCar Fans	20%	(128)	27%	(170)	17%	(109)	26%	(163)	10%	(66)	636
NASCAR Fans	16%	(145)	24%	(216)	17%	(155)	30%	(267)	12%	(107)	890
PGA Tour Fans	20%	(132)	29%	(189)	20%	(127)	24%	(158)	7%	(44)	651
LPGA Tour Fans	27%	(123)	29%	(131)	17%	(79)	21%	(94)	7%	(30)	457
UFC Fans	19%	(158)	29%	(232)	17%	(140)	23%	(189)	12%	(94)	812
College Football Fans	14%	(172)	25%	(302)	19%	(223)	31%	(371)	11%	(133)	1202
College Basketball Fans	17%	(163)	27%	(260)	19%	(183)	26%	(254)	11%	(106)	965
Boxing Fans	17%	(156)	27%	(244)	18%	(163)	25%	(230)	13%	(116)	909
ATP Tour Fans	31%	(115)	30%	(111)	19%	(70)	15%	(57)	5%	(20)	374
WTA Tour Fans	31%	(118)	32%	(122)	17%	(67)	16%	(63)	4%	(15)	384
Esports Fans	24%	(144)	27%	(165)	17%	(106)	18%	(112)	13%	(82)	608
Sports Bettors	26%	(140)	35%	(187)	18%	(97)	15%	(80)	7%	(37)	541
Currently Owns or Holds Crypto	25%	(122)	32%	(153)	18%	(85)	14%	(69)	10%	(49)	479
Interested in Crypto	20%	(171)	37%	(313)	20%	(168)	13%	(107)	10%	(81)	841

Continued on next page

Table MCSP7_7: How interested are you in the following kinds of investments?

Commodities

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't Know / No Opinion		Total N
Adults	9%	(206)	20%	(436)	18%	(396)	39%	(858)	14%	(304)	2200
Interested in Stocks	17%	(200)	33%	(403)	22%	(264)	18%	(213)	11%	(128)	1208
Casual Investor	7%	(36)	25%	(135)	26%	(138)	26%	(142)	16%	(88)	540
Curious Investor	17%	(98)	33%	(188)	20%	(114)	15%	(83)	15%	(84)	567
Active Investor	25%	(67)	33%	(85)	20%	(53)	18%	(48)	4%	(9)	262

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

Table MCSP8_1: *How much have you seen, read or heard about the following?*
NFL Player Russell Okung receiving half of his \$13 million annual salary in Bitcoin

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(135)	12%	(261)	13%	(291)	69%	(1513)	2200
Gender: Male	11%	(113)	18%	(196)	15%	(163)	56%	(590)	1062
Gender: Female	2%	(22)	6%	(65)	11%	(129)	81%	(923)	1138
Age: 18-34	9%	(61)	20%	(132)	16%	(103)	55%	(359)	655
Age: 35-44	14%	(51)	16%	(56)	15%	(53)	55%	(198)	358
Age: 45-64	3%	(22)	8%	(57)	14%	(106)	75%	(567)	751
Age: 65+	—	(2)	4%	(16)	7%	(30)	89%	(389)	436
GenZers: 1997-2012	5%	(10)	20%	(39)	13%	(27)	62%	(124)	199
Millennials: 1981-1996	13%	(91)	20%	(137)	15%	(105)	53%	(369)	702
GenXers: 1965-1980	4%	(21)	9%	(51)	17%	(94)	69%	(376)	542
Baby Boomers: 1946-1964	2%	(13)	5%	(34)	9%	(61)	84%	(588)	696
PID: Dem (no lean)	9%	(83)	13%	(117)	14%	(129)	63%	(572)	901
PID: Ind (no lean)	3%	(22)	10%	(69)	13%	(90)	74%	(505)	685
PID: Rep (no lean)	5%	(30)	12%	(75)	12%	(72)	71%	(436)	614
PID/Gender: Dem Men	16%	(70)	20%	(86)	16%	(70)	48%	(208)	433
PID/Gender: Dem Women	3%	(13)	7%	(32)	13%	(59)	78%	(364)	468
PID/Gender: Ind Men	5%	(17)	15%	(50)	16%	(55)	64%	(216)	338
PID/Gender: Ind Women	1%	(5)	5%	(18)	10%	(35)	83%	(289)	347
PID/Gender: Rep Men	9%	(26)	21%	(60)	13%	(38)	57%	(167)	290
PID/Gender: Rep Women	1%	(5)	5%	(15)	11%	(34)	83%	(270)	323
Ideo: Liberal (1-3)	10%	(68)	15%	(108)	11%	(79)	64%	(459)	714
Ideo: Moderate (4)	4%	(22)	12%	(73)	17%	(109)	68%	(424)	628
Ideo: Conservative (5-7)	6%	(40)	10%	(70)	14%	(93)	70%	(468)	672
Educ: < College	4%	(54)	10%	(148)	14%	(208)	73%	(1102)	1512
Educ: Bachelors degree	11%	(49)	17%	(74)	12%	(54)	60%	(266)	444
Educ: Post-grad	13%	(32)	16%	(39)	12%	(29)	59%	(144)	244
Income: Under 50k	4%	(45)	9%	(114)	15%	(181)	72%	(884)	1224
Income: 50k-100k	7%	(43)	14%	(90)	12%	(77)	68%	(437)	648
Income: 100k+	14%	(47)	17%	(57)	10%	(34)	58%	(191)	328
Ethnicity: White	7%	(116)	11%	(191)	12%	(200)	71%	(1215)	1722
Ethnicity: Hispanic	9%	(32)	16%	(56)	19%	(66)	56%	(196)	349
Ethnicity: Black	5%	(14)	15%	(41)	20%	(54)	60%	(165)	274

Continued on next page

Table MCSP8_1: How much have you seen, read or heard about the following?
NFL Player Russell Okung receiving half of his \$13 million annual salary in Bitcoin

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(135)	12%	(261)	13%	(291)	69%	(1513)	2200
Ethnicity: Other	2%	(5)	15%	(30)	18%	(37)	65%	(133)	204
All Christian	7%	(69)	12%	(116)	13%	(122)	67%	(627)	934
All Non-Christian	20%	(25)	17%	(22)	15%	(20)	47%	(60)	127
Atheist	4%	(4)	10%	(10)	16%	(16)	70%	(71)	101
Agnostic/Nothing in particular	4%	(22)	11%	(68)	12%	(72)	74%	(452)	614
Something Else	3%	(14)	11%	(45)	14%	(61)	72%	(303)	424
Religious Non-Protestant/Catholic	17%	(26)	16%	(24)	14%	(20)	53%	(78)	148
Evangelical	10%	(58)	12%	(73)	13%	(78)	64%	(374)	583
Non-Evangelical	3%	(19)	11%	(79)	14%	(103)	72%	(524)	725
Community: Urban	12%	(79)	15%	(103)	15%	(102)	57%	(383)	666
Community: Suburban	3%	(33)	12%	(123)	13%	(129)	71%	(711)	996
Community: Rural	4%	(24)	7%	(35)	11%	(60)	78%	(419)	538
Employ: Private Sector	10%	(70)	18%	(124)	16%	(110)	55%	(375)	678
Employ: Government	15%	(16)	27%	(29)	14%	(15)	44%	(47)	106
Employ: Self-Employed	12%	(26)	15%	(33)	15%	(33)	59%	(130)	223
Employ: Homemaker	1%	(1)	6%	(9)	10%	(14)	83%	(117)	140
Employ: Student	—	(0)	11%	(6)	17%	(10)	72%	(40)	55
Employ: Retired	1%	(5)	4%	(19)	9%	(46)	86%	(435)	505
Employ: Unemployed	3%	(10)	10%	(29)	13%	(39)	74%	(224)	303
Employ: Other	4%	(8)	6%	(12)	13%	(25)	77%	(146)	190
Military HH: Yes	5%	(16)	10%	(30)	14%	(43)	71%	(223)	313
Military HH: No	6%	(119)	12%	(231)	13%	(248)	68%	(1290)	1887
RD/WT: Right Direction	11%	(102)	14%	(131)	15%	(135)	60%	(551)	919
RD/WT: Wrong Track	3%	(33)	10%	(130)	12%	(156)	75%	(962)	1281
Biden Job Approve	9%	(107)	13%	(152)	14%	(162)	63%	(709)	1130
Biden Job Disapprove	3%	(27)	10%	(99)	12%	(120)	75%	(722)	968
Biden Job Strongly Approve	14%	(78)	12%	(68)	14%	(82)	60%	(345)	573
Biden Job Somewhat Approve	5%	(28)	15%	(85)	14%	(80)	65%	(364)	557
Biden Job Somewhat Disapprove	2%	(7)	10%	(28)	15%	(42)	73%	(211)	287
Biden Job Strongly Disapprove	3%	(20)	10%	(71)	11%	(77)	75%	(512)	680

Continued on next page

Table MCSP8_1: *How much have you seen, read or heard about the following?*
NFL Player Russell Okung receiving half of his \$13 million annual salary in Bitcoin

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(135)	12%	(261)	13%	(291)	69%	(1513)	2200
Favorable of Biden	9%	(100)	13%	(147)	13%	(149)	64%	(717)	1113
Unfavorable of Biden	3%	(32)	11%	(107)	12%	(120)	74%	(725)	984
Very Favorable of Biden	12%	(71)	12%	(74)	14%	(85)	62%	(370)	600
Somewhat Favorable of Biden	6%	(29)	14%	(73)	12%	(64)	68%	(348)	514
Somewhat Unfavorable of Biden	3%	(9)	11%	(30)	14%	(38)	72%	(197)	273
Very Unfavorable of Biden	3%	(23)	11%	(77)	12%	(82)	74%	(528)	711
#1 Issue: Economy	8%	(57)	13%	(93)	14%	(106)	65%	(486)	741
#1 Issue: Security	4%	(15)	12%	(49)	12%	(51)	72%	(299)	414
#1 Issue: Health Care	6%	(19)	13%	(39)	21%	(61)	60%	(177)	296
#1 Issue: Medicare / Social Security	3%	(9)	3%	(9)	8%	(21)	86%	(229)	266
#1 Issue: Women's Issues	7%	(9)	14%	(19)	10%	(14)	70%	(97)	139
#1 Issue: Education	10%	(9)	25%	(22)	20%	(17)	44%	(39)	87
#1 Issue: Energy	10%	(14)	18%	(26)	10%	(15)	62%	(91)	146
#1 Issue: Other	4%	(4)	4%	(5)	6%	(6)	86%	(96)	111
2020 Vote: Joe Biden	9%	(91)	12%	(120)	15%	(149)	65%	(663)	1023
2020 Vote: Donald Trump	5%	(37)	13%	(90)	13%	(90)	69%	(471)	687
2020 Vote: Other	1%	(1)	16%	(11)	8%	(6)	75%	(54)	72
2020 Vote: Didn't Vote	2%	(7)	10%	(40)	11%	(47)	78%	(320)	413
2018 House Vote: Democrat	11%	(84)	11%	(89)	13%	(102)	65%	(509)	784
2018 House Vote: Republican	4%	(25)	13%	(71)	13%	(75)	70%	(392)	562
2018 House Vote: Someone else	2%	(1)	6%	(4)	14%	(8)	77%	(45)	58
2016 Vote: Hillary Clinton	10%	(74)	11%	(82)	15%	(109)	64%	(469)	734
2016 Vote: Donald Trump	5%	(34)	12%	(82)	12%	(80)	70%	(463)	659
2016 Vote: Other	2%	(2)	15%	(15)	10%	(10)	72%	(71)	98
2016 Vote: Didn't Vote	4%	(25)	11%	(81)	13%	(92)	72%	(508)	705
Voted in 2014: Yes	8%	(99)	12%	(146)	13%	(164)	68%	(857)	1265
Voted in 2014: No	4%	(36)	12%	(115)	14%	(127)	70%	(656)	935
4-Region: Northeast	10%	(39)	11%	(45)	11%	(45)	67%	(264)	394
4-Region: Midwest	4%	(21)	10%	(47)	13%	(60)	72%	(335)	462
4-Region: South	4%	(31)	12%	(98)	15%	(125)	69%	(571)	824
4-Region: West	9%	(44)	14%	(71)	12%	(61)	66%	(343)	520

Continued on next page

Table MCSP8_1: How much have you seen, read or heard about the following?
NFL Player Russell Okung receiving half of his \$13 million annual salary in Bitcoin

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(135)	12%	(261)	13%	(291)	69%	(1513)	2200
Sports Fans	9%	(128)	16%	(232)	15%	(229)	60%	(902)	1492
Avid Sports Fans	19%	(86)	23%	(103)	21%	(95)	36%	(160)	443
Casual Sports Fans	4%	(42)	12%	(129)	13%	(135)	71%	(742)	1049
NFL Fans	9%	(128)	16%	(238)	15%	(226)	60%	(888)	1479
NBA Fans	11%	(124)	20%	(219)	17%	(189)	52%	(571)	1103
WNBA Fans	17%	(97)	23%	(131)	18%	(106)	43%	(247)	581
MLB Fans	10%	(116)	18%	(211)	15%	(184)	58%	(694)	1206
NHL Fans	11%	(105)	20%	(184)	17%	(161)	51%	(471)	920
MLS Fans	17%	(102)	23%	(144)	18%	(108)	42%	(259)	613
Formula 1 Fans	16%	(98)	24%	(142)	16%	(95)	44%	(267)	602
IndyCar Fans	14%	(92)	20%	(129)	16%	(101)	49%	(314)	636
NASCAR Fans	12%	(103)	18%	(157)	16%	(144)	55%	(485)	890
PGA Tour Fans	15%	(100)	21%	(136)	16%	(107)	47%	(308)	651
LPGA Tour Fans	21%	(94)	25%	(113)	16%	(72)	39%	(178)	457
UFC Fans	14%	(114)	22%	(180)	16%	(133)	48%	(386)	812
College Football Fans	10%	(116)	18%	(213)	17%	(199)	56%	(673)	1202
College Basketball Fans	12%	(113)	19%	(188)	18%	(170)	51%	(494)	965
Boxing Fans	12%	(113)	20%	(180)	18%	(162)	50%	(453)	909
ATP Tour Fans	24%	(88)	27%	(102)	17%	(64)	32%	(120)	374
WTA Tour Fans	23%	(89)	27%	(102)	16%	(62)	34%	(131)	384
Esports Fans	18%	(107)	24%	(148)	19%	(119)	39%	(235)	608
Sports Bettors	19%	(104)	31%	(168)	19%	(105)	30%	(164)	541
Currently Owns or Holds Crypto	21%	(99)	26%	(126)	16%	(77)	37%	(176)	479
Interested in Crypto	14%	(121)	22%	(189)	18%	(155)	45%	(376)	841
Interested in Stocks	10%	(120)	17%	(202)	15%	(182)	58%	(704)	1208
Casual Investor	5%	(28)	15%	(79)	14%	(74)	67%	(359)	540
Curious Investor	9%	(49)	16%	(92)	19%	(106)	57%	(320)	567
Active Investor	21%	(55)	20%	(53)	16%	(41)	43%	(113)	262

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

Table MCSP8_2: How much have you seen, read or heard about the following?

Lionel Messi receiving a large number of Paris Saint-Germain (PSG) fan tokens as part of his two year deal with the team

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(149)	8%	(179)	13%	(282)	72%	(1591)	2200
Gender: Male	11%	(121)	13%	(133)	15%	(161)	61%	(646)	1062
Gender: Female	2%	(27)	4%	(46)	11%	(121)	83%	(944)	1138
Age: 18-34	11%	(73)	13%	(85)	17%	(109)	59%	(388)	655
Age: 35-44	13%	(48)	12%	(42)	16%	(58)	59%	(210)	358
Age: 45-64	4%	(27)	6%	(44)	10%	(79)	80%	(601)	751
Age: 65+	—	(1)	2%	(8)	8%	(36)	90%	(391)	436
GenZers: 1997-2012	7%	(13)	13%	(27)	15%	(30)	65%	(129)	199
Millennials: 1981-1996	14%	(96)	13%	(89)	17%	(116)	57%	(400)	702
GenXers: 1965-1980	6%	(33)	6%	(35)	13%	(70)	75%	(404)	542
Baby Boomers: 1946-1964	1%	(6)	4%	(27)	9%	(61)	86%	(602)	696
PID: Dem (no lean)	9%	(82)	10%	(90)	13%	(117)	68%	(612)	901
PID: Ind (no lean)	4%	(28)	6%	(40)	14%	(97)	76%	(520)	685
PID: Rep (no lean)	6%	(38)	8%	(49)	11%	(68)	75%	(459)	614
PID/Gender: Dem Men	16%	(70)	16%	(67)	14%	(61)	54%	(235)	433
PID/Gender: Dem Women	3%	(12)	5%	(23)	12%	(56)	81%	(377)	468
PID/Gender: Ind Men	6%	(20)	8%	(27)	18%	(60)	69%	(232)	338
PID/Gender: Ind Women	3%	(9)	4%	(13)	11%	(38)	83%	(288)	347
PID/Gender: Rep Men	11%	(31)	13%	(39)	14%	(40)	62%	(180)	290
PID/Gender: Rep Women	2%	(6)	3%	(10)	9%	(28)	86%	(279)	323
Ideo: Liberal (1-3)	11%	(80)	9%	(64)	11%	(75)	69%	(495)	714
Ideo: Moderate (4)	4%	(28)	9%	(57)	15%	(93)	72%	(450)	628
Ideo: Conservative (5-7)	6%	(37)	8%	(52)	14%	(92)	73%	(491)	672
Educ: < College	3%	(51)	6%	(88)	13%	(199)	78%	(1174)	1512
Educ: Bachelors degree	11%	(50)	14%	(61)	14%	(62)	61%	(271)	444
Educ: Post-grad	19%	(47)	12%	(30)	9%	(22)	60%	(145)	244
Income: Under 50k	4%	(43)	6%	(68)	14%	(173)	77%	(940)	1224
Income: 50k-100k	7%	(48)	10%	(67)	11%	(73)	71%	(460)	648
Income: 100k+	17%	(57)	13%	(43)	11%	(36)	58%	(191)	328
Ethnicity: White	7%	(117)	7%	(127)	12%	(208)	74%	(1270)	1722
Ethnicity: Hispanic	13%	(44)	13%	(46)	18%	(63)	56%	(196)	349
Ethnicity: Black	8%	(23)	9%	(26)	14%	(39)	68%	(187)	274

Continued on next page

Table MCSP8_2: How much have you seen, read or heard about the following?

Lionel Messi receiving a large number of Paris Saint-Germain (PSG) fan tokens as part of his two year deal with the team

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(149)	8%	(179)	13%	(282)	72%	(1591)	2200
Ethnicity: Other	4%	(9)	13%	(26)	17%	(36)	65%	(133)	204
All Christian	8%	(73)	10%	(91)	13%	(120)	70%	(650)	934
All Non-Christian	21%	(26)	20%	(25)	12%	(15)	47%	(60)	127
Atheist	1%	(1)	5%	(5)	14%	(14)	79%	(80)	101
Agnostic/Nothing in particular	4%	(23)	5%	(28)	14%	(86)	78%	(477)	614
Something Else	6%	(25)	7%	(29)	11%	(47)	76%	(323)	424
Religious Non-Protestant/Catholic	18%	(26)	18%	(26)	11%	(17)	53%	(79)	148
Evangelical	11%	(66)	8%	(48)	13%	(74)	68%	(395)	583
Non-Evangelical	3%	(25)	9%	(69)	12%	(86)	75%	(545)	725
Community: Urban	14%	(95)	10%	(68)	14%	(92)	62%	(410)	666
Community: Suburban	3%	(34)	9%	(88)	13%	(125)	75%	(749)	996
Community: Rural	4%	(20)	4%	(22)	12%	(65)	80%	(431)	538
Employ: Private Sector	13%	(85)	13%	(86)	14%	(96)	61%	(410)	678
Employ: Government	17%	(18)	19%	(20)	11%	(12)	53%	(57)	106
Employ: Self-Employed	11%	(24)	14%	(31)	14%	(32)	61%	(135)	223
Employ: Homemaker	1%	(2)	2%	(2)	10%	(14)	87%	(123)	140
Employ: Student	4%	(2)	6%	(3)	19%	(11)	71%	(39)	55
Employ: Retired	1%	(3)	3%	(17)	9%	(48)	87%	(437)	505
Employ: Unemployed	2%	(5)	3%	(10)	13%	(39)	82%	(249)	303
Employ: Other	5%	(10)	5%	(9)	16%	(31)	74%	(140)	190
Military HH: Yes	5%	(15)	6%	(18)	14%	(44)	76%	(236)	313
Military HH: No	7%	(134)	9%	(161)	13%	(238)	72%	(1354)	1887
RD/WT: Right Direction	12%	(114)	12%	(107)	14%	(126)	62%	(572)	919
RD/WT: Wrong Track	3%	(34)	6%	(72)	12%	(156)	80%	(1019)	1281
Biden Job Approve	11%	(120)	10%	(113)	13%	(146)	66%	(751)	1130
Biden Job Disapprove	3%	(26)	6%	(58)	13%	(124)	78%	(758)	968
Biden Job Strongly Approve	15%	(84)	11%	(65)	11%	(64)	63%	(359)	573
Biden Job Somewhat Approve	6%	(35)	9%	(47)	15%	(82)	70%	(392)	557
Biden Job Somewhat Disapprove	3%	(8)	9%	(27)	13%	(39)	74%	(214)	287
Biden Job Strongly Disapprove	3%	(19)	5%	(31)	13%	(86)	80%	(544)	680

Continued on next page

Table MCSP8_2: How much have you seen, read or heard about the following?

Lionel Messi receiving a large number of Paris Saint-Germain (PSG) fan tokens as part of his two year deal with the team

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(149)	8%	(179)	13%	(282)	72%	(1591)	2200
Favorable of Biden	10%	(110)	10%	(107)	13%	(143)	68%	(752)	1113
Unfavorable of Biden	4%	(36)	6%	(59)	13%	(128)	77%	(761)	984
Very Favorable of Biden	13%	(79)	11%	(65)	12%	(72)	64%	(384)	600
Somewhat Favorable of Biden	6%	(32)	8%	(42)	14%	(72)	72%	(368)	514
Somewhat Unfavorable of Biden	5%	(14)	9%	(25)	12%	(34)	73%	(200)	273
Very Unfavorable of Biden	3%	(22)	5%	(34)	13%	(94)	79%	(561)	711
#1 Issue: Economy	8%	(62)	8%	(58)	15%	(109)	69%	(514)	741
#1 Issue: Security	4%	(18)	9%	(37)	12%	(49)	75%	(309)	414
#1 Issue: Health Care	9%	(25)	11%	(33)	14%	(40)	67%	(197)	296
#1 Issue: Medicare / Social Security	3%	(8)	3%	(7)	10%	(27)	84%	(224)	266
#1 Issue: Women's Issues	6%	(9)	4%	(6)	13%	(19)	76%	(106)	139
#1 Issue: Education	12%	(11)	12%	(10)	17%	(15)	59%	(51)	87
#1 Issue: Energy	9%	(14)	16%	(23)	10%	(15)	65%	(94)	146
#1 Issue: Other	2%	(3)	4%	(4)	8%	(8)	86%	(96)	111
2020 Vote: Joe Biden	9%	(92)	10%	(99)	13%	(134)	68%	(698)	1023
2020 Vote: Donald Trump	6%	(40)	7%	(51)	13%	(90)	74%	(506)	687
2020 Vote: Other	1%	(1)	6%	(4)	10%	(7)	83%	(60)	72
2020 Vote: Didn't Vote	4%	(15)	6%	(25)	13%	(52)	78%	(321)	413
2018 House Vote: Democrat	11%	(84)	10%	(79)	12%	(94)	67%	(528)	784
2018 House Vote: Republican	5%	(28)	7%	(37)	14%	(78)	74%	(419)	562
2018 House Vote: Someone else	7%	(4)	5%	(3)	9%	(5)	79%	(45)	58
2016 Vote: Hillary Clinton	9%	(67)	10%	(76)	14%	(99)	67%	(491)	734
2016 Vote: Donald Trump	6%	(38)	7%	(46)	12%	(82)	75%	(493)	659
2016 Vote: Other	4%	(4)	7%	(7)	10%	(10)	79%	(77)	98
2016 Vote: Didn't Vote	5%	(37)	7%	(49)	13%	(91)	75%	(528)	705
Voted in 2014: Yes	8%	(106)	8%	(105)	12%	(158)	71%	(897)	1265
Voted in 2014: No	5%	(43)	8%	(74)	13%	(124)	74%	(694)	935
4-Region: Northeast	8%	(31)	9%	(34)	12%	(47)	72%	(282)	394
4-Region: Midwest	4%	(17)	6%	(29)	13%	(61)	77%	(355)	462
4-Region: South	6%	(50)	8%	(62)	14%	(111)	73%	(601)	824
4-Region: West	10%	(51)	10%	(54)	12%	(63)	68%	(352)	520

Continued on next page

Table MCSP8_2: How much have you seen, read or heard about the following?

Lionel Messi receiving a large number of Paris Saint-Germain (PSG) fan tokens as part of his two year deal with the team

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(149)	8%	(179)	13%	(282)	72%	(1591)	2200
Sports Fans	9%	(142)	11%	(160)	15%	(219)	65%	(972)	1492
Avid Sports Fans	22%	(97)	16%	(70)	20%	(87)	43%	(189)	443
Casual Sports Fans	4%	(45)	8%	(89)	13%	(133)	75%	(782)	1049
NFL Fans	9%	(139)	10%	(154)	15%	(222)	65%	(964)	1479
NBA Fans	12%	(137)	13%	(145)	17%	(192)	57%	(629)	1103
WNBA Fans	19%	(110)	19%	(110)	17%	(96)	46%	(265)	581
MLB Fans	11%	(128)	12%	(142)	15%	(177)	63%	(759)	1206
NHL Fans	12%	(112)	13%	(123)	17%	(155)	58%	(530)	920
MLS Fans	18%	(112)	20%	(122)	18%	(108)	44%	(271)	613
Formula 1 Fans	18%	(111)	19%	(113)	15%	(92)	47%	(285)	602
IndyCar Fans	16%	(100)	16%	(100)	15%	(95)	54%	(340)	636
NASCAR Fans	12%	(111)	14%	(124)	16%	(140)	58%	(515)	890
PGA Tour Fans	16%	(104)	17%	(112)	15%	(100)	51%	(335)	651
LPGA Tour Fans	21%	(95)	20%	(93)	17%	(76)	42%	(194)	457
UFC Fans	15%	(123)	15%	(126)	17%	(142)	52%	(422)	812
College Football Fans	11%	(132)	12%	(144)	15%	(179)	62%	(747)	1202
College Basketball Fans	13%	(130)	14%	(136)	16%	(153)	57%	(547)	965
Boxing Fans	14%	(127)	14%	(126)	17%	(153)	55%	(503)	909
ATP Tour Fans	26%	(97)	23%	(87)	19%	(70)	32%	(119)	374
WTA Tour Fans	25%	(94)	26%	(98)	15%	(59)	34%	(132)	384
Esports Fans	20%	(119)	19%	(113)	18%	(112)	44%	(265)	608
Sports Bettors	21%	(114)	23%	(126)	19%	(104)	36%	(197)	541
Currently Owns or Holds Crypto	23%	(108)	19%	(91)	14%	(67)	44%	(212)	479
Interested in Crypto	16%	(133)	15%	(127)	16%	(139)	53%	(443)	841
Interested in Stocks	10%	(123)	12%	(145)	15%	(183)	63%	(757)	1208
Casual Investor	6%	(31)	11%	(60)	15%	(80)	68%	(369)	540
Curious Investor	10%	(57)	10%	(56)	18%	(100)	62%	(354)	567
Active Investor	21%	(54)	16%	(43)	12%	(33)	51%	(133)	262

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

Table MCSP8_3: *How much have you seen, read or heard about the following?*
The Dallas Mavericks offering merchandise sales exclusively to those who pay with Dogecoin, a cryptocurrency

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(139)	9%	(208)	14%	(313)	70%	(1540)	2200
Gender: Male	11%	(114)	15%	(156)	17%	(179)	58%	(614)	1062
Gender: Female	2%	(26)	5%	(52)	12%	(135)	81%	(926)	1138
Age: 18-34	12%	(77)	15%	(101)	17%	(114)	55%	(363)	655
Age: 35-44	13%	(45)	15%	(55)	16%	(57)	56%	(201)	358
Age: 45-64	2%	(17)	6%	(43)	15%	(110)	77%	(581)	751
Age: 65+	—	(1)	2%	(8)	8%	(33)	90%	(394)	436
GenZers: 1997-2012	10%	(20)	12%	(24)	14%	(27)	64%	(128)	199
Millennials: 1981-1996	13%	(90)	18%	(123)	17%	(122)	52%	(367)	702
GenXers: 1965-1980	4%	(22)	7%	(39)	18%	(98)	71%	(384)	542
Baby Boomers: 1946-1964	1%	(7)	3%	(22)	9%	(62)	87%	(604)	696
PID: Dem (no lean)	10%	(86)	11%	(99)	14%	(126)	65%	(590)	901
PID: Ind (no lean)	3%	(23)	9%	(61)	15%	(103)	73%	(498)	685
PID: Rep (no lean)	5%	(30)	8%	(48)	14%	(85)	74%	(451)	614
PID/Gender: Dem Men	16%	(71)	17%	(75)	16%	(71)	50%	(217)	433
PID/Gender: Dem Women	3%	(16)	5%	(24)	12%	(55)	80%	(373)	468
PID/Gender: Ind Men	5%	(18)	13%	(45)	16%	(53)	65%	(221)	338
PID/Gender: Ind Women	1%	(5)	5%	(16)	14%	(49)	80%	(277)	347
PID/Gender: Rep Men	9%	(25)	12%	(36)	19%	(54)	60%	(176)	290
PID/Gender: Rep Women	2%	(5)	4%	(12)	10%	(31)	85%	(276)	323
Ideo: Liberal (1-3)	10%	(72)	11%	(81)	13%	(93)	65%	(467)	714
Ideo: Moderate (4)	4%	(25)	10%	(61)	17%	(107)	69%	(436)	628
Ideo: Conservative (5-7)	6%	(38)	8%	(56)	14%	(92)	72%	(487)	672
Educ: < College	4%	(63)	7%	(102)	16%	(235)	74%	(1112)	1512
Educ: Bachelors degree	11%	(48)	14%	(63)	12%	(54)	63%	(279)	444
Educ: Post-grad	12%	(28)	18%	(43)	10%	(24)	61%	(148)	244
Income: Under 50k	4%	(44)	7%	(82)	16%	(201)	73%	(897)	1224
Income: 50k-100k	8%	(51)	10%	(68)	12%	(77)	70%	(452)	648
Income: 100k+	14%	(44)	18%	(58)	11%	(35)	58%	(190)	328
Ethnicity: White	6%	(107)	8%	(142)	13%	(226)	72%	(1247)	1722
Ethnicity: Hispanic	13%	(47)	12%	(43)	22%	(76)	52%	(183)	349
Ethnicity: Black	7%	(20)	14%	(39)	16%	(43)	63%	(172)	274

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Table MCSP8_3: How much have you seen, read or heard about the following?
The Dallas Mavericks offering merchandise sales exclusively to those who pay with Dogecoin, a cryptocurrency

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(139)	9%	(208)	14%	(313)	70%	(1540)	2200
Ethnicity: Other	6%	(12)	13%	(26)	22%	(45)	59%	(121)	204
All Christian	6%	(59)	10%	(95)	14%	(126)	70%	(653)	934
All Non-Christian	23%	(29)	19%	(24)	12%	(15)	46%	(59)	127
Atheist	3%	(3)	5%	(5)	16%	(17)	76%	(77)	101
Agnostic/Nothing in particular	5%	(28)	7%	(43)	13%	(82)	75%	(462)	614
Something Else	5%	(21)	10%	(41)	17%	(73)	68%	(289)	424
Religious Non-Protestant/Catholic	20%	(30)	16%	(24)	13%	(19)	51%	(76)	148
Evangelical	9%	(53)	11%	(65)	15%	(87)	65%	(378)	583
Non-Evangelical	3%	(22)	9%	(66)	14%	(104)	74%	(534)	725
Community: Urban	11%	(77)	15%	(98)	13%	(85)	61%	(407)	666
Community: Suburban	5%	(47)	7%	(74)	15%	(148)	73%	(726)	996
Community: Rural	3%	(16)	7%	(35)	15%	(80)	75%	(406)	538
Employ: Private Sector	10%	(69)	15%	(99)	17%	(115)	58%	(395)	678
Employ: Government	15%	(16)	21%	(22)	18%	(20)	46%	(49)	106
Employ: Self-Employed	13%	(29)	17%	(38)	16%	(36)	54%	(119)	223
Employ: Homemaker	2%	(3)	3%	(4)	11%	(16)	84%	(118)	140
Employ: Student	3%	(1)	1%	(0)	20%	(11)	77%	(42)	55
Employ: Retired	1%	(3)	3%	(14)	9%	(47)	87%	(441)	505
Employ: Unemployed	3%	(8)	6%	(17)	15%	(47)	76%	(231)	303
Employ: Other	6%	(11)	7%	(13)	12%	(23)	76%	(144)	190
Military HH: Yes	4%	(12)	11%	(35)	13%	(41)	72%	(225)	313
Military HH: No	7%	(128)	9%	(172)	14%	(273)	70%	(1315)	1887
RD/WT: Right Direction	10%	(96)	15%	(134)	14%	(128)	61%	(562)	919
RD/WT: Wrong Track	3%	(43)	6%	(74)	15%	(186)	76%	(978)	1281
Biden Job Approve	9%	(104)	12%	(139)	14%	(160)	64%	(727)	1130
Biden Job Disapprove	3%	(30)	6%	(61)	14%	(137)	76%	(739)	968
Biden Job Strongly Approve	13%	(72)	13%	(74)	12%	(71)	62%	(356)	573
Biden Job Somewhat Approve	6%	(31)	12%	(64)	16%	(89)	67%	(372)	557
Biden Job Somewhat Disapprove	3%	(8)	9%	(25)	19%	(54)	70%	(201)	287
Biden Job Strongly Disapprove	3%	(22)	5%	(37)	12%	(83)	79%	(538)	680

Continued on next page

Table MCSP8_3: How much have you seen, read or heard about the following?

The Dallas Mavericks offering merchandise sales exclusively to those who pay with Dogecoin, a cryptocurrency

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(139)	9%	(208)	14%	(313)	70%	(1540)	2200
Favorable of Biden	9%	(99)	12%	(130)	13%	(147)	66%	(738)	1113
Unfavorable of Biden	4%	(35)	7%	(70)	14%	(142)	75%	(738)	984
Very Favorable of Biden	11%	(67)	11%	(68)	12%	(69)	66%	(395)	600
Somewhat Favorable of Biden	6%	(32)	12%	(61)	15%	(78)	67%	(343)	514
Somewhat Unfavorable of Biden	3%	(7)	12%	(33)	17%	(46)	69%	(187)	273
Very Unfavorable of Biden	4%	(28)	5%	(37)	13%	(96)	77%	(551)	711
#1 Issue: Economy	7%	(53)	12%	(88)	16%	(120)	65%	(480)	741
#1 Issue: Security	6%	(25)	7%	(28)	13%	(55)	74%	(306)	414
#1 Issue: Health Care	6%	(17)	13%	(39)	18%	(52)	64%	(188)	296
#1 Issue: Medicare / Social Security	3%	(7)	2%	(5)	8%	(22)	87%	(232)	266
#1 Issue: Women's Issues	9%	(12)	6%	(9)	11%	(15)	74%	(103)	139
#1 Issue: Education	9%	(8)	19%	(17)	25%	(22)	47%	(41)	87
#1 Issue: Energy	10%	(14)	13%	(19)	14%	(20)	64%	(93)	146
#1 Issue: Other	3%	(3)	4%	(4)	7%	(8)	86%	(96)	111
2020 Vote: Joe Biden	9%	(91)	11%	(115)	13%	(138)	66%	(679)	1023
2020 Vote: Donald Trump	4%	(29)	9%	(59)	15%	(106)	72%	(493)	687
2020 Vote: Other	3%	(2)	13%	(9)	15%	(11)	69%	(50)	72
2020 Vote: Didn't Vote	4%	(17)	6%	(24)	14%	(58)	76%	(314)	413
2018 House Vote: Democrat	10%	(79)	13%	(102)	12%	(97)	65%	(507)	784
2018 House Vote: Republican	4%	(22)	8%	(43)	15%	(84)	73%	(412)	562
2018 House Vote: Someone else	10%	(6)	6%	(3)	10%	(6)	73%	(42)	58
2016 Vote: Hillary Clinton	10%	(72)	12%	(90)	13%	(97)	65%	(475)	734
2016 Vote: Donald Trump	5%	(31)	8%	(50)	14%	(94)	74%	(485)	659
2016 Vote: Other	3%	(3)	16%	(15)	11%	(11)	71%	(69)	98
2016 Vote: Didn't Vote	5%	(34)	7%	(50)	16%	(112)	72%	(509)	705
Voted in 2014: Yes	8%	(99)	11%	(139)	12%	(158)	69%	(870)	1265
Voted in 2014: No	4%	(41)	7%	(69)	17%	(155)	72%	(670)	935
4-Region: Northeast	7%	(28)	11%	(43)	13%	(51)	69%	(272)	394
4-Region: Midwest	3%	(13)	8%	(39)	15%	(71)	73%	(339)	462
4-Region: South	6%	(46)	9%	(71)	15%	(125)	71%	(582)	824
4-Region: West	10%	(54)	10%	(54)	13%	(66)	67%	(346)	520

Continued on next page

Table MCSP8_3: How much have you seen, read or heard about the following?
The Dallas Mavericks offering merchandise sales exclusively to those who pay with Dogecoin, a cryptocurrency

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(139)	9%	(208)	14%	(313)	70%	(1540)	2200
Sports Fans	9%	(130)	12%	(184)	17%	(257)	62%	(921)	1492
Avid Sports Fans	20%	(89)	20%	(88)	20%	(89)	40%	(177)	443
Casual Sports Fans	4%	(41)	9%	(96)	16%	(168)	71%	(744)	1049
NFL Fans	9%	(130)	13%	(188)	17%	(250)	62%	(910)	1479
NBA Fans	12%	(130)	16%	(173)	20%	(215)	53%	(584)	1103
WNBA Fans	17%	(101)	21%	(121)	19%	(108)	43%	(251)	581
MLB Fans	10%	(124)	13%	(155)	17%	(211)	59%	(716)	1206
NHL Fans	12%	(109)	16%	(144)	20%	(185)	52%	(482)	920
MLS Fans	17%	(107)	20%	(123)	20%	(121)	43%	(262)	613
Formula 1 Fans	17%	(103)	18%	(106)	19%	(115)	46%	(278)	602
IndyCar Fans	14%	(92)	16%	(100)	18%	(117)	52%	(327)	636
NASCAR Fans	11%	(100)	15%	(132)	18%	(161)	56%	(497)	890
PGA Tour Fans	15%	(97)	18%	(120)	19%	(122)	48%	(312)	651
LPGA Tour Fans	18%	(84)	21%	(98)	21%	(95)	39%	(180)	457
UFC Fans	14%	(117)	19%	(157)	19%	(157)	47%	(382)	812
College Football Fans	10%	(123)	14%	(169)	17%	(210)	58%	(699)	1202
College Basketball Fans	13%	(121)	16%	(152)	19%	(181)	53%	(512)	965
Boxing Fans	13%	(121)	18%	(167)	18%	(163)	50%	(457)	909
ATP Tour Fans	25%	(93)	22%	(81)	21%	(80)	32%	(120)	374
WTA Tour Fans	25%	(95)	22%	(86)	19%	(74)	34%	(130)	384
Esports Fans	17%	(105)	22%	(131)	24%	(144)	38%	(229)	608
Sports Bettors	20%	(109)	24%	(129)	23%	(125)	33%	(178)	541
Currently Owns or Holds Crypto	22%	(105)	23%	(108)	18%	(87)	37%	(179)	479
Interested in Crypto	14%	(118)	20%	(165)	21%	(174)	46%	(384)	841
Interested in Stocks	10%	(120)	14%	(172)	17%	(205)	59%	(710)	1208
Casual Investor	7%	(40)	10%	(53)	16%	(85)	67%	(363)	540
Curious Investor	8%	(46)	15%	(84)	18%	(101)	59%	(335)	567
Active Investor	18%	(47)	19%	(50)	17%	(45)	46%	(121)	262

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

Table MCSP8_4: How much have you seen, read or heard about the following?

Yummy Crypto, a new cryptocurrency company, offering \$500 to all eligible Florida State football players during the first month of the season in a team-wide endorsement arrangement

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(112)	8%	(171)	13%	(283)	74%	(1635)	2200
Gender: Male	9%	(93)	12%	(130)	15%	(158)	64%	(681)	1062
Gender: Female	2%	(19)	4%	(41)	11%	(124)	84%	(954)	1138
Age: 18-34	9%	(58)	12%	(78)	18%	(116)	62%	(403)	655
Age: 35-44	10%	(37)	15%	(54)	18%	(63)	57%	(204)	358
Age: 45-64	2%	(18)	5%	(38)	11%	(81)	82%	(615)	751
Age: 65+	—	(0)	—	(1)	5%	(23)	94%	(412)	436
GenZers: 1997-2012	4%	(7)	11%	(22)	15%	(31)	70%	(140)	199
Millennials: 1981-1996	11%	(80)	13%	(91)	19%	(131)	57%	(399)	702
GenXers: 1965-1980	3%	(16)	9%	(46)	13%	(72)	75%	(408)	542
Baby Boomers: 1946-1964	1%	(9)	2%	(11)	7%	(47)	90%	(629)	696
PID: Dem (no lean)	8%	(72)	10%	(93)	12%	(109)	70%	(628)	901
PID: Ind (no lean)	2%	(11)	5%	(33)	14%	(98)	79%	(543)	685
PID: Rep (no lean)	5%	(29)	7%	(45)	12%	(75)	76%	(464)	614
PID/Gender: Dem Men	14%	(63)	16%	(71)	13%	(57)	56%	(243)	433
PID/Gender: Dem Women	2%	(9)	5%	(21)	11%	(53)	82%	(385)	468
PID/Gender: Ind Men	2%	(8)	7%	(24)	17%	(56)	74%	(251)	338
PID/Gender: Ind Women	1%	(3)	3%	(9)	12%	(42)	84%	(292)	347
PID/Gender: Rep Men	8%	(23)	12%	(35)	16%	(46)	65%	(188)	290
PID/Gender: Rep Women	2%	(7)	3%	(11)	9%	(30)	85%	(276)	323
Ideo: Liberal (1-3)	9%	(61)	10%	(70)	11%	(77)	71%	(505)	714
Ideo: Moderate (4)	3%	(16)	8%	(48)	16%	(100)	74%	(465)	628
Ideo: Conservative (5-7)	5%	(34)	7%	(50)	12%	(80)	76%	(509)	672
Educ: < College	3%	(45)	5%	(83)	14%	(208)	78%	(1176)	1512
Educ: Bachelors degree	9%	(41)	11%	(50)	12%	(53)	68%	(300)	444
Educ: Post-grad	11%	(26)	15%	(37)	9%	(21)	65%	(159)	244
Income: Under 50k	3%	(38)	6%	(72)	14%	(166)	77%	(948)	1224
Income: 50k-100k	6%	(36)	8%	(54)	12%	(81)	74%	(477)	648
Income: 100k+	12%	(38)	14%	(45)	11%	(36)	64%	(209)	328
Ethnicity: White	5%	(92)	7%	(117)	11%	(192)	77%	(1320)	1722
Ethnicity: Hispanic	8%	(29)	12%	(41)	20%	(70)	60%	(210)	349

Continued on next page

Table MCSP8_4: How much have you seen, read or heard about the following?

Yummy Crypto, a new cryptocurrency company, offering \$500 to all eligible Florida State football players during the first month of the season in a team-wide endorsement arrangement

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(112)	8%	(171)	13%	(283)	74%	(1635)	2200
Ethnicity: Black	6%	(15)	15%	(41)	15%	(40)	65%	(177)	274
Ethnicity: Other	2%	(5)	6%	(12)	25%	(50)	67%	(137)	204
All Christian	6%	(60)	9%	(83)	11%	(104)	74%	(687)	934
All Non-Christian	13%	(17)	21%	(26)	15%	(18)	52%	(66)	127
Atheist	1%	(1)	3%	(3)	17%	(18)	79%	(80)	101
Agnostic/Nothing in particular	3%	(20)	5%	(30)	12%	(74)	80%	(490)	614
Something Else	3%	(15)	7%	(29)	16%	(69)	74%	(311)	424
Religious Non-Protestant/Catholic	12%	(17)	18%	(26)	14%	(21)	57%	(84)	148
Evangelical	9%	(50)	10%	(60)	14%	(82)	67%	(391)	583
Non-Evangelical	3%	(21)	7%	(48)	11%	(81)	79%	(575)	725
Community: Urban	11%	(72)	13%	(89)	13%	(84)	63%	(421)	666
Community: Suburban	2%	(21)	6%	(62)	13%	(129)	79%	(783)	996
Community: Rural	3%	(19)	4%	(20)	13%	(69)	80%	(431)	538
Employ: Private Sector	8%	(57)	13%	(89)	14%	(98)	64%	(434)	678
Employ: Government	12%	(12)	20%	(21)	13%	(13)	56%	(59)	106
Employ: Self-Employed	11%	(24)	8%	(18)	19%	(43)	62%	(137)	223
Employ: Homemaker	3%	(4)	4%	(5)	11%	(15)	82%	(116)	140
Employ: Student	—	(0)	8%	(4)	13%	(7)	79%	(44)	55
Employ: Retired	1%	(4)	1%	(5)	7%	(36)	91%	(459)	505
Employ: Unemployed	2%	(5)	5%	(16)	16%	(47)	78%	(235)	303
Employ: Other	3%	(5)	6%	(12)	12%	(23)	79%	(150)	190
Military HH: Yes	5%	(15)	7%	(22)	10%	(31)	78%	(245)	313
Military HH: No	5%	(97)	8%	(149)	13%	(252)	74%	(1389)	1887
RD/WT: Right Direction	9%	(86)	12%	(108)	13%	(122)	66%	(603)	919
RD/WT: Wrong Track	2%	(26)	5%	(63)	13%	(161)	81%	(1031)	1281
Biden Job Approve	8%	(87)	11%	(119)	14%	(154)	68%	(769)	1130
Biden Job Disapprove	2%	(24)	5%	(47)	12%	(120)	80%	(776)	968

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Table MCSP8_4: How much have you seen, read or heard about the following?

Yummy Crypto, a new cryptocurrency company, offering \$500 to all eligible Florida State football players during the first month of the season in a team-wide endorsement arrangement

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(112)	8%	(171)	13%	(283)	74%	(1635)	2200
Biden Job Strongly Approve	12%	(70)	10%	(59)	11%	(64)	66%	(381)	573
Biden Job Somewhat Approve	3%	(17)	11%	(61)	16%	(90)	70%	(389)	557
Biden Job Somewhat Disapprove	2%	(5)	4%	(11)	17%	(47)	78%	(224)	287
Biden Job Strongly Disapprove	3%	(20)	5%	(36)	11%	(72)	81%	(552)	680
Favorable of Biden	7%	(83)	10%	(111)	13%	(141)	70%	(778)	1113
Unfavorable of Biden	3%	(26)	6%	(58)	12%	(122)	79%	(778)	984
Very Favorable of Biden	11%	(65)	11%	(66)	11%	(66)	67%	(403)	600
Somewhat Favorable of Biden	4%	(18)	9%	(46)	15%	(75)	73%	(375)	514
Somewhat Unfavorable of Biden	2%	(6)	7%	(19)	15%	(41)	76%	(208)	273
Very Unfavorable of Biden	3%	(20)	5%	(39)	11%	(81)	80%	(570)	711
#1 Issue: Economy	5%	(40)	9%	(65)	14%	(106)	71%	(530)	741
#1 Issue: Security	4%	(17)	6%	(26)	12%	(49)	78%	(323)	414
#1 Issue: Health Care	7%	(22)	10%	(31)	14%	(41)	68%	(202)	296
#1 Issue: Medicare / Social Security	3%	(7)	1%	(2)	9%	(23)	88%	(234)	266
#1 Issue: Women's Issues	7%	(9)	8%	(11)	13%	(18)	72%	(100)	139
#1 Issue: Education	4%	(3)	19%	(17)	22%	(19)	55%	(48)	87
#1 Issue: Energy	8%	(11)	9%	(14)	14%	(20)	69%	(101)	146
#1 Issue: Other	3%	(3)	4%	(5)	7%	(7)	87%	(97)	111
2020 Vote: Joe Biden	7%	(72)	10%	(99)	13%	(129)	71%	(723)	1023
2020 Vote: Donald Trump	5%	(31)	8%	(53)	12%	(84)	76%	(519)	687
2020 Vote: Other	4%	(3)	7%	(5)	12%	(9)	77%	(56)	72
2020 Vote: Didn't Vote	1%	(6)	3%	(14)	14%	(60)	81%	(334)	413
2018 House Vote: Democrat	8%	(66)	11%	(83)	11%	(89)	70%	(546)	784
2018 House Vote: Republican	4%	(22)	7%	(42)	11%	(61)	78%	(437)	562
2018 House Vote: Someone else	—	(0)	4%	(2)	16%	(9)	80%	(46)	58
2016 Vote: Hillary Clinton	8%	(56)	10%	(74)	13%	(96)	69%	(507)	734
2016 Vote: Donald Trump	4%	(27)	8%	(51)	10%	(68)	78%	(513)	659
2016 Vote: Other	5%	(4)	6%	(5)	10%	(10)	79%	(78)	98
2016 Vote: Didn't Vote	3%	(22)	6%	(39)	15%	(108)	76%	(536)	705

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Table MCSP8_4: How much have you seen, read or heard about the following?

Yummy Crypto, a new cryptocurrency company, offering \$500 to all eligible Florida State football players during the first month of the season in a team-wide endorsement arrangement

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(112)	8%	(171)	13%	(283)	74%	(1635)	2200
Voted in 2014: Yes	7%	(86)	8%	(107)	11%	(140)	74%	(932)	1265
Voted in 2014: No	3%	(26)	7%	(64)	15%	(143)	75%	(702)	935
4-Region: Northeast	6%	(25)	7%	(29)	12%	(49)	74%	(291)	394
4-Region: Midwest	3%	(16)	7%	(33)	13%	(58)	77%	(355)	462
4-Region: South	4%	(34)	8%	(69)	13%	(106)	75%	(615)	824
4-Region: West	7%	(38)	8%	(40)	13%	(70)	72%	(373)	520
Sports Fans	7%	(102)	10%	(150)	15%	(223)	68%	(1017)	1492
Avid Sports Fans	16%	(72)	17%	(75)	19%	(86)	48%	(211)	443
Casual Sports Fans	3%	(31)	7%	(75)	13%	(137)	77%	(806)	1049
NFL Fans	7%	(103)	10%	(150)	15%	(218)	68%	(1008)	1479
NBA Fans	9%	(103)	14%	(155)	17%	(185)	60%	(660)	1103
WNBA Fans	14%	(83)	19%	(108)	18%	(102)	49%	(287)	581
MLB Fans	8%	(94)	12%	(140)	15%	(175)	66%	(796)	1206
NHL Fans	9%	(85)	13%	(119)	18%	(169)	59%	(547)	920
MLS Fans	14%	(84)	18%	(110)	18%	(113)	50%	(307)	613
Formula 1 Fans	14%	(83)	17%	(100)	17%	(103)	52%	(315)	602
IndyCar Fans	12%	(75)	15%	(98)	16%	(105)	56%	(358)	636
NASCAR Fans	10%	(89)	14%	(121)	16%	(140)	61%	(540)	890
PGA Tour Fans	13%	(84)	16%	(103)	15%	(96)	56%	(368)	651
LPGA Tour Fans	16%	(74)	20%	(91)	16%	(75)	47%	(217)	457
UFC Fans	12%	(95)	17%	(137)	18%	(148)	53%	(433)	812
College Football Fans	8%	(101)	12%	(144)	15%	(185)	64%	(772)	1202
College Basketball Fans	10%	(96)	14%	(139)	15%	(148)	60%	(582)	965
Boxing Fans	11%	(98)	15%	(134)	18%	(162)	57%	(516)	909
ATP Tour Fans	20%	(73)	25%	(92)	17%	(62)	39%	(146)	374
WTA Tour Fans	19%	(75)	25%	(96)	16%	(60)	40%	(153)	384
Esports Fans	15%	(91)	19%	(116)	20%	(122)	46%	(279)	608
Sports Bettors	17%	(93)	24%	(128)	19%	(104)	40%	(216)	541
Currently Owns or Holds Crypto	18%	(86)	20%	(97)	16%	(75)	46%	(220)	479
Interested in Crypto	12%	(104)	16%	(137)	18%	(152)	53%	(448)	841

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Table MCSP8_4: *How much have you seen, read or heard about the following?*

Yummy Crypto, a new cryptocurrency company, offering \$500 to all eligible Florida State football players during the first month of the season in a team-wide endorsement arrangement

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(112)	8%	(171)	13%	(283)	74%	(1635)	2200
Interested in Stocks	8%	(99)	12%	(145)	15%	(180)	65%	(785)	1208
Casual Investor	5%	(25)	8%	(42)	15%	(79)	73%	(393)	540
Curious Investor	7%	(38)	13%	(71)	17%	(94)	64%	(364)	567
Active Investor	16%	(42)	17%	(46)	14%	(37)	53%	(138)	262

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

Table MCSP8_5: How much have you seen, read or heard about the following?

The New York Giants becoming the first team in the NFL to have a cryptocurrency sponsor after partnering with Grayscale Investments

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(145)	9%	(205)	14%	(297)	71%	(1553)	2200
Gender: Male	11%	(119)	14%	(153)	15%	(160)	59%	(630)	1062
Gender: Female	2%	(26)	5%	(53)	12%	(137)	81%	(923)	1138
Age: 18-34	11%	(71)	16%	(105)	16%	(102)	58%	(378)	655
Age: 35-44	13%	(47)	14%	(50)	19%	(66)	54%	(194)	358
Age: 45-64	4%	(27)	6%	(45)	13%	(99)	77%	(580)	751
Age: 65+	—	(0)	1%	(5)	7%	(30)	92%	(401)	436
GenZers: 1997-2012	9%	(17)	14%	(28)	15%	(29)	63%	(125)	199
Millennials: 1981-1996	13%	(91)	16%	(115)	16%	(112)	55%	(384)	702
GenXers: 1965-1980	5%	(26)	8%	(43)	16%	(89)	71%	(384)	542
Baby Boomers: 1946-1964	2%	(11)	3%	(20)	9%	(62)	87%	(603)	696
PID: Dem (no lean)	11%	(97)	11%	(97)	12%	(111)	66%	(596)	901
PID: Ind (no lean)	3%	(20)	7%	(46)	15%	(101)	76%	(518)	685
PID: Rep (no lean)	5%	(28)	10%	(62)	14%	(85)	71%	(439)	614
PID/Gender: Dem Men	19%	(82)	16%	(69)	13%	(54)	53%	(228)	433
PID/Gender: Dem Women	3%	(16)	6%	(28)	12%	(57)	78%	(367)	468
PID/Gender: Ind Men	4%	(13)	10%	(34)	18%	(61)	68%	(230)	338
PID/Gender: Ind Women	2%	(7)	4%	(12)	12%	(40)	83%	(288)	347
PID/Gender: Rep Men	8%	(24)	17%	(50)	15%	(45)	59%	(172)	290
PID/Gender: Rep Women	1%	(4)	4%	(12)	12%	(40)	83%	(267)	323
Ideo: Liberal (1-3)	11%	(82)	11%	(79)	11%	(81)	66%	(471)	714
Ideo: Moderate (4)	4%	(27)	9%	(56)	17%	(104)	70%	(442)	628
Ideo: Conservative (5-7)	5%	(35)	9%	(61)	13%	(87)	73%	(489)	672
Educ: < College	4%	(58)	7%	(107)	14%	(213)	75%	(1134)	1512
Educ: Bachelors degree	11%	(51)	13%	(59)	14%	(62)	61%	(272)	444
Educ: Post-grad	15%	(36)	16%	(39)	9%	(23)	60%	(147)	244
Income: Under 50k	4%	(46)	8%	(93)	14%	(174)	74%	(911)	1224
Income: 50k-100k	7%	(47)	10%	(65)	14%	(90)	69%	(445)	648
Income: 100k+	16%	(52)	14%	(46)	10%	(33)	60%	(196)	328
Ethnicity: White	7%	(117)	9%	(154)	13%	(216)	72%	(1234)	1722
Ethnicity: Hispanic	12%	(42)	13%	(45)	19%	(66)	56%	(197)	349
Ethnicity: Black	6%	(17)	11%	(30)	15%	(41)	68%	(186)	274

Continued on next page

Table MCSP8_5: How much have you seen, read or heard about the following?

The New York Giants becoming the first team in the NFL to have a cryptocurrency sponsor after partnering with Grayscale Investments

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(145)	9%	(205)	14%	(297)	71%	(1553)	2200
Ethnicity: Other	5%	(11)	10%	(21)	20%	(40)	65%	(132)	204
All Christian	7%	(63)	11%	(103)	12%	(114)	70%	(653)	934
All Non-Christian	26%	(33)	15%	(19)	14%	(18)	45%	(57)	127
Atheist	1%	(1)	6%	(7)	18%	(18)	75%	(76)	101
Agnostic/Nothing in particular	4%	(25)	7%	(42)	12%	(75)	77%	(472)	614
Something Else	5%	(23)	8%	(35)	17%	(72)	69%	(294)	424
Religious Non-Protestant/Catholic	23%	(34)	13%	(19)	14%	(21)	51%	(75)	148
Evangelical	10%	(56)	13%	(77)	13%	(75)	64%	(375)	583
Non-Evangelical	3%	(24)	8%	(55)	14%	(104)	75%	(542)	725
Community: Urban	13%	(87)	13%	(89)	13%	(89)	60%	(401)	666
Community: Suburban	5%	(45)	8%	(78)	13%	(132)	74%	(740)	996
Community: Rural	2%	(13)	7%	(38)	14%	(76)	76%	(411)	538
Employ: Private Sector	12%	(78)	13%	(91)	17%	(118)	58%	(390)	678
Employ: Government	22%	(23)	18%	(19)	13%	(13)	48%	(51)	106
Employ: Self-Employed	9%	(20)	20%	(45)	14%	(31)	57%	(127)	223
Employ: Homemaker	1%	(1)	5%	(6)	12%	(17)	83%	(116)	140
Employ: Student	2%	(1)	2%	(1)	22%	(12)	73%	(41)	55
Employ: Retired	1%	(7)	2%	(9)	9%	(44)	88%	(445)	505
Employ: Unemployed	3%	(8)	6%	(18)	13%	(39)	79%	(238)	303
Employ: Other	3%	(6)	8%	(15)	12%	(23)	76%	(145)	190
Military HH: Yes	5%	(16)	9%	(28)	12%	(38)	74%	(232)	313
Military HH: No	7%	(129)	9%	(178)	14%	(260)	70%	(1321)	1887
RD/WT: Right Direction	13%	(117)	12%	(107)	14%	(126)	62%	(568)	919
RD/WT: Wrong Track	2%	(28)	8%	(98)	13%	(171)	77%	(984)	1281
Biden Job Approve	11%	(121)	11%	(124)	13%	(148)	65%	(736)	1130
Biden Job Disapprove	2%	(22)	8%	(73)	14%	(134)	76%	(738)	968
Biden Job Strongly Approve	16%	(90)	9%	(53)	13%	(73)	62%	(357)	573
Biden Job Somewhat Approve	6%	(31)	13%	(70)	14%	(75)	68%	(380)	557
Biden Job Somewhat Disapprove	3%	(8)	8%	(24)	16%	(46)	73%	(209)	287
Biden Job Strongly Disapprove	2%	(14)	7%	(49)	13%	(89)	78%	(529)	680

Continued on next page

Table MCSP8_5: How much have you seen, read or heard about the following?

The New York Giants becoming the first team in the NFL to have a cryptocurrency sponsor after partnering with Grayscale Investments

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(145)	9%	(205)	14%	(297)	71%	(1553)	2200
Favorable of Biden	10%	(114)	10%	(114)	13%	(140)	67%	(746)	1113
Unfavorable of Biden	3%	(30)	8%	(82)	13%	(132)	75%	(740)	984
Very Favorable of Biden	14%	(86)	9%	(52)	12%	(71)	65%	(391)	600
Somewhat Favorable of Biden	5%	(28)	12%	(62)	13%	(69)	69%	(355)	514
Somewhat Unfavorable of Biden	5%	(15)	10%	(28)	13%	(35)	72%	(196)	273
Very Unfavorable of Biden	2%	(15)	8%	(55)	14%	(96)	77%	(544)	711
#1 Issue: Economy	7%	(49)	10%	(76)	15%	(111)	68%	(506)	741
#1 Issue: Security	4%	(18)	10%	(42)	12%	(51)	73%	(302)	414
#1 Issue: Health Care	12%	(37)	8%	(24)	17%	(50)	62%	(185)	296
#1 Issue: Medicare / Social Security	2%	(5)	4%	(12)	9%	(23)	85%	(226)	266
#1 Issue: Women's Issues	7%	(9)	10%	(13)	12%	(16)	72%	(100)	139
#1 Issue: Education	11%	(10)	15%	(13)	25%	(22)	49%	(43)	87
#1 Issue: Energy	11%	(16)	13%	(19)	10%	(15)	66%	(96)	146
#1 Issue: Other	1%	(2)	5%	(6)	8%	(9)	85%	(95)	111
2020 Vote: Joe Biden	9%	(95)	10%	(107)	13%	(138)	67%	(684)	1023
2020 Vote: Donald Trump	4%	(30)	11%	(73)	14%	(94)	71%	(491)	687
2020 Vote: Other	—	(0)	5%	(4)	16%	(12)	79%	(57)	72
2020 Vote: Didn't Vote	5%	(20)	5%	(22)	13%	(54)	77%	(317)	413
2018 House Vote: Democrat	11%	(85)	10%	(82)	13%	(103)	66%	(515)	784
2018 House Vote: Republican	4%	(23)	9%	(50)	14%	(76)	73%	(412)	562
2018 House Vote: Someone else	2%	(1)	11%	(7)	9%	(5)	77%	(45)	58
2016 Vote: Hillary Clinton	10%	(72)	10%	(73)	14%	(104)	66%	(485)	734
2016 Vote: Donald Trump	5%	(31)	9%	(60)	14%	(89)	73%	(478)	659
2016 Vote: Other	3%	(2)	5%	(5)	14%	(14)	79%	(77)	98
2016 Vote: Didn't Vote	6%	(39)	9%	(65)	13%	(91)	72%	(510)	705
Voted in 2014: Yes	8%	(101)	9%	(118)	13%	(168)	69%	(878)	1265
Voted in 2014: No	5%	(44)	9%	(87)	14%	(129)	72%	(675)	935
4-Region: Northeast	11%	(43)	9%	(35)	12%	(49)	68%	(266)	394
4-Region: Midwest	3%	(15)	8%	(36)	14%	(63)	75%	(349)	462
4-Region: South	4%	(36)	10%	(82)	15%	(124)	71%	(583)	824
4-Region: West	10%	(51)	10%	(52)	12%	(62)	68%	(354)	520

Continued on next page

Table MCSP8_5: How much have you seen, read or heard about the following?

The New York Giants becoming the first team in the NFL to have a cryptocurrency sponsor after partnering with Grayscale Investments

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(145)	9%	(205)	14%	(297)	71%	(1553)	2200
Sports Fans	9%	(139)	13%	(189)	16%	(235)	62%	(930)	1492
Avid Sports Fans	21%	(94)	19%	(85)	19%	(85)	40%	(179)	443
Casual Sports Fans	4%	(45)	10%	(103)	14%	(149)	72%	(751)	1049
NFL Fans	9%	(140)	12%	(183)	16%	(231)	63%	(925)	1479
NBA Fans	12%	(134)	16%	(179)	16%	(181)	55%	(609)	1103
WNBA Fans	18%	(107)	21%	(120)	17%	(99)	44%	(254)	581
MLB Fans	11%	(129)	13%	(158)	17%	(202)	59%	(717)	1206
NHL Fans	12%	(107)	17%	(155)	18%	(163)	54%	(495)	920
MLS Fans	18%	(110)	20%	(122)	19%	(117)	43%	(264)	613
Formula 1 Fans	17%	(105)	21%	(129)	16%	(97)	45%	(271)	602
IndyCar Fans	15%	(92)	18%	(113)	17%	(107)	51%	(323)	636
NASCAR Fans	13%	(112)	16%	(141)	16%	(142)	56%	(494)	890
PGA Tour Fans	16%	(103)	18%	(118)	16%	(105)	50%	(325)	651
LPGA Tour Fans	19%	(86)	22%	(100)	17%	(78)	42%	(193)	457
UFC Fans	15%	(119)	18%	(149)	18%	(149)	49%	(396)	812
College Football Fans	11%	(129)	14%	(168)	17%	(199)	59%	(706)	1202
College Basketball Fans	13%	(124)	16%	(157)	17%	(161)	54%	(523)	965
Boxing Fans	14%	(125)	17%	(153)	18%	(165)	51%	(465)	909
ATP Tour Fans	24%	(89)	28%	(103)	16%	(61)	32%	(121)	374
WTA Tour Fans	24%	(94)	27%	(103)	16%	(61)	33%	(126)	384
Esports Fans	19%	(115)	22%	(132)	21%	(129)	38%	(232)	608
Sports Bettors	21%	(112)	26%	(139)	20%	(106)	34%	(184)	541
Currently Owns or Holds Crypto	21%	(101)	24%	(113)	16%	(75)	40%	(190)	479
Interested in Crypto	15%	(127)	19%	(162)	18%	(154)	47%	(399)	841
Interested in Stocks	11%	(127)	14%	(164)	15%	(185)	61%	(731)	1208
Casual Investor	6%	(33)	9%	(48)	15%	(79)	70%	(380)	540
Curious Investor	9%	(53)	14%	(78)	18%	(104)	58%	(332)	567
Active Investor	18%	(47)	21%	(56)	14%	(38)	46%	(121)	262

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

Table MCSP8_6: *How much have you seen, read or heard about the following?*
The Portland Trail Blazers partnering with the crypto cashback app StormX

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(113)	9%	(192)	14%	(298)	73%	(1597)	2200
Gender: Male	9%	(96)	14%	(150)	15%	(155)	62%	(661)	1062
Gender: Female	1%	(17)	4%	(42)	13%	(143)	82%	(936)	1138
Age: 18-34	9%	(60)	15%	(99)	17%	(110)	59%	(386)	655
Age: 35-44	11%	(40)	15%	(53)	15%	(53)	59%	(211)	358
Age: 45-64	2%	(13)	5%	(37)	13%	(99)	80%	(602)	751
Age: 65+	—	(0)	1%	(2)	8%	(36)	91%	(398)	436
GenZers: 1997-2012	6%	(13)	13%	(26)	16%	(33)	64%	(128)	199
Millennials: 1981-1996	11%	(76)	15%	(108)	17%	(116)	57%	(402)	702
GenXers: 1965-1980	4%	(19)	9%	(48)	15%	(81)	73%	(394)	542
Baby Boomers: 1946-1964	1%	(5)	1%	(10)	9%	(66)	88%	(615)	696
PID: Dem (no lean)	8%	(71)	10%	(89)	13%	(113)	70%	(628)	901
PID: Ind (no lean)	2%	(17)	6%	(42)	16%	(108)	76%	(519)	685
PID: Rep (no lean)	4%	(25)	10%	(61)	13%	(77)	73%	(451)	614
PID/Gender: Dem Men	14%	(59)	16%	(71)	14%	(59)	56%	(243)	433
PID/Gender: Dem Women	3%	(12)	4%	(18)	12%	(54)	82%	(384)	468
PID/Gender: Ind Men	4%	(15)	9%	(32)	16%	(53)	71%	(239)	338
PID/Gender: Ind Women	1%	(2)	3%	(10)	16%	(55)	81%	(280)	347
PID/Gender: Rep Men	7%	(22)	16%	(47)	15%	(43)	61%	(179)	290
PID/Gender: Rep Women	1%	(3)	4%	(14)	11%	(34)	84%	(272)	323
Ideo: Liberal (1-3)	8%	(58)	11%	(75)	13%	(94)	68%	(487)	714
Ideo: Moderate (4)	4%	(24)	7%	(43)	15%	(93)	74%	(468)	628
Ideo: Conservative (5-7)	4%	(28)	9%	(62)	13%	(85)	74%	(498)	672
Educ: < College	3%	(39)	7%	(111)	14%	(208)	76%	(1155)	1512
Educ: Bachelors degree	10%	(45)	11%	(49)	14%	(60)	65%	(289)	444
Educ: Post-grad	12%	(29)	13%	(31)	12%	(30)	63%	(154)	244
Income: Under 50k	3%	(40)	7%	(82)	14%	(175)	76%	(928)	1224
Income: 50k-100k	4%	(27)	11%	(69)	12%	(75)	74%	(477)	648
Income: 100k+	14%	(47)	12%	(40)	15%	(49)	59%	(192)	328
Ethnicity: White	5%	(86)	8%	(136)	13%	(232)	74%	(1267)	1722
Ethnicity: Hispanic	10%	(34)	13%	(47)	18%	(64)	59%	(205)	349
Ethnicity: Black	7%	(20)	12%	(33)	12%	(34)	68%	(188)	274

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Table MCSP8_6: How much have you seen, read or heard about the following?
The Portland Trail Blazers partnering with the crypto cashback app StormX

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(113)	9%	(192)	14%	(298)	73%	(1597)	2200
Ethnicity: Other	3%	(7)	11%	(22)	16%	(33)	70%	(142)	204
All Christian	6%	(55)	9%	(89)	13%	(120)	72%	(670)	934
All Non-Christian	19%	(24)	18%	(23)	14%	(18)	49%	(62)	127
Atheist	—	(0)	5%	(5)	19%	(20)	76%	(77)	101
Agnostic/Nothing in particular	3%	(19)	7%	(41)	14%	(84)	77%	(470)	614
Something Else	4%	(15)	8%	(33)	13%	(57)	75%	(318)	424
Religious Non-Protestant/Catholic	16%	(24)	16%	(24)	14%	(21)	53%	(79)	148
Evangelical	8%	(46)	11%	(63)	13%	(74)	69%	(399)	583
Non-Evangelical	3%	(21)	7%	(50)	13%	(96)	77%	(558)	725
Community: Urban	11%	(72)	13%	(87)	14%	(92)	62%	(415)	666
Community: Suburban	3%	(29)	7%	(72)	13%	(132)	77%	(762)	996
Community: Rural	2%	(11)	6%	(33)	14%	(74)	78%	(419)	538
Employ: Private Sector	8%	(52)	15%	(102)	17%	(114)	60%	(410)	678
Employ: Government	17%	(19)	22%	(24)	11%	(12)	49%	(52)	106
Employ: Self-Employed	12%	(28)	10%	(22)	17%	(38)	60%	(134)	223
Employ: Homemaker	1%	(1)	4%	(6)	10%	(15)	85%	(119)	140
Employ: Student	—	(0)	5%	(3)	16%	(9)	79%	(44)	55
Employ: Retired	—	(2)	1%	(7)	10%	(49)	88%	(446)	505
Employ: Unemployed	2%	(5)	5%	(16)	12%	(36)	81%	(245)	303
Employ: Other	4%	(7)	6%	(11)	13%	(25)	78%	(147)	190
Military HH: Yes	4%	(13)	5%	(16)	13%	(40)	78%	(244)	313
Military HH: No	5%	(100)	9%	(175)	14%	(259)	72%	(1354)	1887
RD/WT: Right Direction	9%	(86)	11%	(104)	14%	(127)	65%	(602)	919
RD/WT: Wrong Track	2%	(27)	7%	(88)	13%	(171)	78%	(995)	1281
Biden Job Approve	8%	(93)	10%	(118)	13%	(147)	68%	(772)	1130
Biden Job Disapprove	1%	(15)	7%	(71)	14%	(132)	78%	(751)	968
Biden Job Strongly Approve	12%	(71)	11%	(63)	11%	(64)	65%	(375)	573
Biden Job Somewhat Approve	4%	(22)	10%	(55)	15%	(83)	71%	(397)	557
Biden Job Somewhat Disapprove	—	(1)	8%	(24)	17%	(48)	75%	(214)	287
Biden Job Strongly Disapprove	2%	(13)	7%	(47)	12%	(84)	79%	(536)	680

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Table MCSP8_6: How much have you seen, read or heard about the following?
The Portland Trail Blazers partnering with the crypto cashback app StormX

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(113)	9%	(192)	14%	(298)	73%	(1597)	2200
Favorable of Biden	8%	(88)	10%	(111)	13%	(143)	69%	(772)	1113
Unfavorable of Biden	2%	(19)	8%	(76)	14%	(134)	77%	(755)	984
Very Favorable of Biden	12%	(70)	10%	(62)	11%	(66)	67%	(401)	600
Somewhat Favorable of Biden	4%	(19)	9%	(49)	15%	(76)	72%	(370)	514
Somewhat Unfavorable of Biden	1%	(3)	9%	(26)	16%	(45)	73%	(200)	273
Very Unfavorable of Biden	2%	(16)	7%	(50)	13%	(90)	78%	(555)	711
#1 Issue: Economy	6%	(44)	11%	(79)	16%	(115)	68%	(504)	741
#1 Issue: Security	4%	(17)	8%	(32)	12%	(49)	76%	(316)	414
#1 Issue: Health Care	5%	(15)	11%	(33)	13%	(38)	71%	(210)	296
#1 Issue: Medicare / Social Security	2%	(4)	2%	(6)	10%	(27)	86%	(229)	266
#1 Issue: Women's Issues	7%	(9)	6%	(8)	17%	(24)	70%	(97)	139
#1 Issue: Education	9%	(8)	15%	(13)	16%	(14)	59%	(52)	87
#1 Issue: Energy	10%	(15)	11%	(16)	15%	(21)	64%	(93)	146
#1 Issue: Other	1%	(2)	3%	(3)	9%	(10)	87%	(97)	111
2020 Vote: Joe Biden	8%	(79)	9%	(90)	14%	(139)	70%	(715)	1023
2020 Vote: Donald Trump	3%	(23)	11%	(73)	13%	(91)	73%	(500)	687
2020 Vote: Other	—	(0)	9%	(6)	19%	(14)	72%	(52)	72
2020 Vote: Didn't Vote	3%	(10)	5%	(22)	13%	(55)	79%	(326)	413
2018 House Vote: Democrat	9%	(67)	9%	(73)	13%	(99)	69%	(545)	784
2018 House Vote: Republican	4%	(21)	9%	(53)	12%	(68)	75%	(420)	562
2018 House Vote: Someone else	—	(0)	6%	(3)	15%	(9)	79%	(45)	58
2016 Vote: Hillary Clinton	8%	(61)	10%	(71)	13%	(99)	69%	(503)	734
2016 Vote: Donald Trump	4%	(25)	9%	(62)	12%	(82)	74%	(490)	659
2016 Vote: Other	1%	(1)	8%	(8)	13%	(13)	78%	(76)	98
2016 Vote: Didn't Vote	4%	(25)	7%	(49)	15%	(104)	75%	(526)	705
Voted in 2014: Yes	7%	(83)	9%	(118)	12%	(155)	72%	(908)	1265
Voted in 2014: No	3%	(29)	8%	(73)	15%	(143)	74%	(689)	935
4-Region: Northeast	7%	(29)	8%	(31)	13%	(51)	72%	(283)	394
4-Region: Midwest	2%	(10)	7%	(32)	13%	(58)	78%	(362)	462
4-Region: South	4%	(33)	8%	(69)	14%	(118)	73%	(604)	824
4-Region: West	8%	(40)	12%	(60)	14%	(71)	67%	(349)	520

Continued on next page

Table MCSP8_6: How much have you seen, read or heard about the following?
The Portland Trail Blazers partnering with the crypto cashback app StormX

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(113)	9%	(192)	14%	(298)	73%	(1597)	2200
Sports Fans	7%	(107)	11%	(168)	16%	(233)	66%	(984)	1492
Avid Sports Fans	18%	(81)	19%	(85)	17%	(77)	45%	(201)	443
Casual Sports Fans	2%	(25)	8%	(84)	15%	(156)	75%	(783)	1049
NFL Fans	7%	(109)	11%	(166)	16%	(232)	66%	(972)	1479
NBA Fans	10%	(107)	15%	(169)	17%	(186)	58%	(641)	1103
WNBA Fans	16%	(91)	19%	(112)	17%	(100)	48%	(277)	581
MLB Fans	9%	(104)	13%	(157)	16%	(193)	62%	(751)	1206
NHL Fans	10%	(92)	15%	(139)	18%	(164)	57%	(525)	920
MLS Fans	15%	(93)	19%	(114)	19%	(116)	47%	(290)	613
Formula 1 Fans	15%	(91)	19%	(116)	17%	(101)	49%	(295)	602
IndyCar Fans	12%	(78)	17%	(108)	16%	(103)	54%	(346)	636
NASCAR Fans	10%	(89)	15%	(133)	17%	(148)	58%	(520)	890
PGA Tour Fans	13%	(86)	17%	(114)	16%	(104)	53%	(347)	651
LPGA Tour Fans	17%	(78)	23%	(106)	15%	(69)	45%	(204)	457
UFC Fans	12%	(97)	18%	(145)	17%	(141)	53%	(430)	812
College Football Fans	9%	(107)	13%	(153)	16%	(188)	63%	(754)	1202
College Basketball Fans	11%	(105)	16%	(151)	16%	(154)	57%	(555)	965
Boxing Fans	11%	(97)	16%	(149)	18%	(160)	55%	(502)	909
ATP Tour Fans	21%	(80)	27%	(102)	18%	(67)	33%	(125)	374
WTA Tour Fans	21%	(82)	27%	(103)	15%	(56)	37%	(143)	384
Esports Fans	16%	(95)	22%	(135)	19%	(115)	43%	(264)	608
Sports Bettors	18%	(97)	25%	(133)	19%	(105)	38%	(206)	541
Currently Owns or Holds Crypto	18%	(88)	22%	(104)	16%	(75)	44%	(212)	479
Interested in Crypto	12%	(99)	18%	(149)	19%	(159)	52%	(434)	841
Interested in Stocks	8%	(93)	14%	(165)	16%	(192)	63%	(757)	1208
Casual Investor	5%	(27)	8%	(46)	16%	(89)	70%	(379)	540
Curious Investor	7%	(40)	13%	(71)	17%	(96)	64%	(361)	567
Active Investor	16%	(42)	20%	(52)	13%	(34)	51%	(134)	262

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

Table MCSP8_7: How much have you seen, read or heard about the following?

The Miami HEAT signing an exclusive naming rights deal with crypto exchange FTX, renaming their home stadium to FTX Arena

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(130)	8%	(185)	13%	(286)	73%	(1599)	2200
Gender: Male	10%	(107)	13%	(141)	14%	(145)	63%	(669)	1062
Gender: Female	2%	(24)	4%	(44)	12%	(140)	82%	(930)	1138
Age: 18-34	10%	(65)	15%	(98)	17%	(109)	58%	(382)	655
Age: 35-44	12%	(44)	13%	(48)	17%	(60)	57%	(205)	358
Age: 45-64	3%	(21)	5%	(35)	11%	(82)	82%	(613)	751
Age: 65+	—	(0)	1%	(3)	8%	(34)	91%	(399)	436
GenZers: 1997-2012	5%	(11)	13%	(26)	15%	(31)	66%	(132)	199
Millennials: 1981-1996	13%	(89)	15%	(108)	17%	(116)	55%	(389)	702
GenXers: 1965-1980	4%	(22)	7%	(36)	16%	(85)	74%	(399)	542
Baby Boomers: 1946-1964	1%	(9)	2%	(16)	7%	(50)	89%	(621)	696
PID: Dem (no lean)	9%	(80)	10%	(92)	13%	(120)	68%	(610)	901
PID: Ind (no lean)	3%	(19)	7%	(51)	12%	(85)	77%	(530)	685
PID: Rep (no lean)	5%	(31)	7%	(42)	13%	(81)	75%	(460)	614
PID/Gender: Dem Men	16%	(69)	16%	(69)	14%	(61)	54%	(234)	433
PID/Gender: Dem Women	3%	(12)	5%	(23)	12%	(58)	80%	(375)	468
PID/Gender: Ind Men	4%	(14)	10%	(35)	13%	(42)	73%	(247)	338
PID/Gender: Ind Women	2%	(6)	5%	(16)	12%	(43)	81%	(283)	347
PID/Gender: Rep Men	8%	(25)	13%	(37)	14%	(41)	64%	(187)	290
PID/Gender: Rep Women	2%	(6)	2%	(5)	12%	(39)	84%	(273)	323
Ideo: Liberal (1-3)	10%	(74)	9%	(67)	12%	(84)	69%	(489)	714
Ideo: Moderate (4)	3%	(19)	9%	(59)	16%	(101)	72%	(450)	628
Ideo: Conservative (5-7)	5%	(36)	8%	(51)	12%	(82)	75%	(503)	672
Educ: < College	3%	(53)	6%	(89)	14%	(208)	77%	(1163)	1512
Educ: Bachelors degree	10%	(45)	14%	(61)	12%	(55)	64%	(283)	444
Educ: Post-grad	13%	(32)	14%	(35)	9%	(23)	63%	(154)	244
Income: Under 50k	4%	(44)	6%	(71)	14%	(173)	76%	(936)	1224
Income: 50k-100k	6%	(40)	11%	(69)	11%	(71)	72%	(468)	648
Income: 100k+	14%	(46)	14%	(45)	13%	(41)	60%	(196)	328
Ethnicity: White	6%	(104)	8%	(130)	12%	(213)	74%	(1275)	1722
Ethnicity: Hispanic	8%	(29)	16%	(57)	20%	(69)	56%	(194)	349
Ethnicity: Black	7%	(19)	12%	(32)	15%	(40)	67%	(183)	274

Continued on next page

Table MCSP8_7: How much have you seen, read or heard about the following?

The Miami HEAT signing an exclusive naming rights deal with crypto exchange FTX, renaming their home stadium to FTX Arena

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(130)	8%	(185)	13%	(286)	73%	(1599)	2200
Ethnicity: Other	3%	(7)	11%	(23)	16%	(33)	70%	(142)	204
All Christian	7%	(61)	9%	(84)	13%	(118)	72%	(671)	934
All Non-Christian	19%	(24)	19%	(24)	19%	(24)	44%	(56)	127
Atheist	1%	(1)	4%	(4)	14%	(15)	81%	(83)	101
Agnostic/Nothing in particular	4%	(26)	6%	(38)	12%	(72)	78%	(478)	614
Something Else	4%	(19)	8%	(36)	14%	(57)	74%	(312)	424
Religious Non-Protestant/Catholic	16%	(24)	16%	(24)	18%	(27)	49%	(73)	148
Evangelical	10%	(57)	10%	(57)	13%	(75)	68%	(394)	583
Non-Evangelical	2%	(18)	8%	(57)	13%	(91)	77%	(559)	725
Community: Urban	12%	(82)	13%	(89)	14%	(90)	61%	(405)	666
Community: Suburban	3%	(29)	7%	(68)	13%	(128)	77%	(770)	996
Community: Rural	4%	(19)	5%	(28)	12%	(67)	79%	(425)	538
Employ: Private Sector	10%	(65)	14%	(98)	14%	(98)	61%	(416)	678
Employ: Government	13%	(14)	20%	(21)	22%	(24)	44%	(47)	106
Employ: Self-Employed	12%	(26)	15%	(34)	13%	(29)	60%	(134)	223
Employ: Homemaker	2%	(3)	2%	(2)	11%	(16)	85%	(119)	140
Employ: Student	4%	(2)	2%	(1)	21%	(12)	73%	(40)	55
Employ: Retired	1%	(4)	1%	(6)	9%	(44)	89%	(451)	505
Employ: Unemployed	3%	(8)	5%	(15)	13%	(38)	80%	(242)	303
Employ: Other	4%	(7)	3%	(7)	14%	(26)	79%	(150)	190
Military HH: Yes	5%	(14)	7%	(22)	11%	(35)	77%	(242)	313
Military HH: No	6%	(116)	9%	(163)	13%	(251)	72%	(1357)	1887
RD/WT: Right Direction	11%	(98)	12%	(114)	13%	(121)	64%	(586)	919
RD/WT: Wrong Track	3%	(32)	6%	(71)	13%	(165)	79%	(1013)	1281
Biden Job Approve	9%	(106)	11%	(121)	13%	(149)	67%	(753)	1130
Biden Job Disapprove	2%	(22)	6%	(57)	13%	(124)	79%	(765)	968
Biden Job Strongly Approve	14%	(77)	10%	(58)	12%	(68)	64%	(369)	573
Biden Job Somewhat Approve	5%	(29)	11%	(63)	14%	(81)	69%	(384)	557
Biden Job Somewhat Disapprove	2%	(6)	7%	(21)	18%	(51)	73%	(210)	287
Biden Job Strongly Disapprove	2%	(16)	5%	(36)	11%	(73)	82%	(554)	680

Continued on next page

Table MCSP8_7: How much have you seen, read or heard about the following?

The Miami HEAT signing an exclusive naming rights deal with crypto exchange FTX, renaming their home stadium to FTX Arena

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(130)	8%	(185)	13%	(286)	73%	(1599)	2200
Favorable of Biden	9%	(99)	10%	(110)	13%	(142)	68%	(761)	1113
Unfavorable of Biden	3%	(26)	7%	(70)	12%	(122)	78%	(767)	984
Very Favorable of Biden	12%	(70)	10%	(59)	12%	(72)	66%	(398)	600
Somewhat Favorable of Biden	6%	(29)	10%	(51)	14%	(70)	71%	(364)	514
Somewhat Unfavorable of Biden	3%	(8)	10%	(27)	14%	(39)	73%	(199)	273
Very Unfavorable of Biden	2%	(18)	6%	(43)	12%	(82)	80%	(568)	711
#1 Issue: Economy	7%	(51)	9%	(67)	15%	(111)	69%	(514)	741
#1 Issue: Security	5%	(19)	8%	(31)	10%	(41)	78%	(322)	414
#1 Issue: Health Care	7%	(22)	10%	(30)	17%	(52)	65%	(192)	296
#1 Issue: Medicare / Social Security	2%	(4)	3%	(9)	9%	(23)	86%	(230)	266
#1 Issue: Women's Issues	7%	(10)	9%	(12)	12%	(16)	73%	(101)	139
#1 Issue: Education	10%	(9)	17%	(15)	22%	(20)	51%	(44)	87
#1 Issue: Energy	8%	(12)	13%	(18)	10%	(14)	69%	(100)	146
#1 Issue: Other	3%	(3)	3%	(3)	8%	(9)	86%	(96)	111
2020 Vote: Joe Biden	9%	(87)	10%	(98)	13%	(129)	69%	(708)	1023
2020 Vote: Donald Trump	5%	(34)	8%	(52)	13%	(88)	75%	(513)	687
2020 Vote: Other	—	(0)	11%	(8)	10%	(7)	79%	(57)	72
2020 Vote: Didn't Vote	2%	(9)	6%	(27)	15%	(61)	77%	(316)	413
2018 House Vote: Democrat	10%	(78)	10%	(77)	13%	(105)	67%	(523)	784
2018 House Vote: Republican	4%	(24)	8%	(45)	11%	(63)	77%	(431)	562
2018 House Vote: Someone else	4%	(2)	6%	(4)	11%	(6)	79%	(45)	58
2016 Vote: Hillary Clinton	9%	(66)	10%	(72)	14%	(106)	67%	(489)	734
2016 Vote: Donald Trump	5%	(32)	7%	(48)	11%	(76)	76%	(503)	659
2016 Vote: Other	3%	(3)	12%	(12)	9%	(9)	76%	(74)	98
2016 Vote: Didn't Vote	4%	(28)	7%	(52)	13%	(95)	75%	(531)	705
Voted in 2014: Yes	7%	(94)	9%	(117)	12%	(154)	71%	(900)	1265
Voted in 2014: No	4%	(36)	7%	(68)	14%	(131)	75%	(699)	935
4-Region: Northeast	8%	(31)	10%	(38)	11%	(43)	71%	(281)	394
4-Region: Midwest	3%	(15)	7%	(31)	14%	(64)	76%	(352)	462
4-Region: South	5%	(42)	8%	(64)	14%	(117)	73%	(601)	824
4-Region: West	8%	(43)	10%	(51)	12%	(61)	70%	(365)	520

Continued on next page

Table MCSP8_7: How much have you seen, read or heard about the following?

The Miami HEAT signing an exclusive naming rights deal with crypto exchange FTX, renaming their home stadium to FTX Arena

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(130)	8%	(185)	13%	(286)	73%	(1599)	2200
Sports Fans	8%	(120)	11%	(168)	15%	(231)	65%	(974)	1492
Avid Sports Fans	18%	(80)	19%	(86)	18%	(80)	44%	(197)	443
Casual Sports Fans	4%	(40)	8%	(82)	14%	(150)	74%	(777)	1049
NFL Fans	8%	(121)	11%	(169)	15%	(218)	66%	(971)	1479
NBA Fans	11%	(119)	15%	(170)	16%	(180)	57%	(633)	1103
WNBA Fans	16%	(92)	21%	(125)	17%	(96)	46%	(268)	581
MLB Fans	9%	(109)	13%	(158)	15%	(183)	63%	(756)	1206
NHL Fans	10%	(96)	16%	(144)	17%	(159)	57%	(521)	920
MLS Fans	16%	(96)	21%	(128)	17%	(106)	46%	(283)	613
Formula 1 Fans	16%	(97)	19%	(115)	15%	(93)	49%	(298)	602
IndyCar Fans	13%	(83)	17%	(106)	16%	(102)	54%	(344)	636
NASCAR Fans	11%	(94)	14%	(126)	17%	(153)	58%	(517)	890
PGA Tour Fans	14%	(90)	18%	(120)	15%	(96)	53%	(346)	651
LPGA Tour Fans	18%	(81)	23%	(103)	14%	(64)	46%	(209)	457
UFC Fans	14%	(113)	18%	(142)	18%	(145)	51%	(412)	812
College Football Fans	9%	(112)	13%	(158)	16%	(188)	62%	(744)	1202
College Basketball Fans	11%	(110)	16%	(150)	16%	(159)	57%	(546)	965
Boxing Fans	12%	(111)	16%	(142)	18%	(166)	54%	(490)	909
ATP Tour Fans	22%	(82)	25%	(95)	17%	(64)	36%	(133)	374
WTA Tour Fans	22%	(85)	27%	(103)	15%	(58)	36%	(139)	384
Esports Fans	16%	(99)	22%	(135)	19%	(116)	43%	(259)	608
Sports Bettors	19%	(105)	24%	(129)	20%	(111)	36%	(195)	541
Currently Owns or Holds Crypto	20%	(95)	22%	(106)	15%	(70)	44%	(209)	479
Interested in Crypto	14%	(114)	18%	(149)	18%	(150)	51%	(428)	841
Interested in Stocks	9%	(109)	13%	(157)	15%	(179)	63%	(764)	1208
Casual Investor	6%	(32)	8%	(43)	17%	(92)	69%	(373)	540
Curious Investor	8%	(43)	13%	(74)	16%	(90)	64%	(360)	567
Active Investor	18%	(48)	19%	(50)	11%	(29)	52%	(136)	262

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

Table MCSP8_8: *How much have you seen, read or heard about the following?*
Crypto exchange FTX signing a five-year partnership deal with Major League Baseball

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(134)	8%	(181)	15%	(323)	71%	(1562)	2200
Gender: Male	11%	(114)	13%	(135)	15%	(159)	62%	(653)	1062
Gender: Female	2%	(20)	4%	(46)	14%	(165)	80%	(908)	1138
Age: 18-34	10%	(67)	14%	(91)	17%	(113)	59%	(384)	655
Age: 35-44	14%	(49)	11%	(39)	19%	(68)	56%	(201)	358
Age: 45-64	2%	(17)	6%	(43)	13%	(100)	79%	(591)	751
Age: 65+	—	(1)	2%	(8)	10%	(43)	88%	(385)	436
GenZers: 1997-2012	7%	(13)	8%	(16)	18%	(36)	67%	(134)	199
Millennials: 1981-1996	13%	(93)	15%	(106)	16%	(115)	55%	(388)	702
GenXers: 1965-1980	4%	(20)	7%	(36)	18%	(95)	72%	(391)	542
Baby Boomers: 1946-1964	1%	(8)	3%	(22)	11%	(74)	85%	(592)	696
PID: Dem (no lean)	10%	(94)	9%	(84)	14%	(130)	66%	(594)	901
PID: Ind (no lean)	2%	(16)	6%	(39)	16%	(111)	76%	(519)	685
PID: Rep (no lean)	4%	(24)	9%	(58)	13%	(82)	73%	(449)	614
PID/Gender: Dem Men	19%	(84)	13%	(58)	15%	(63)	53%	(228)	433
PID/Gender: Dem Women	2%	(10)	5%	(26)	14%	(66)	78%	(366)	468
PID/Gender: Ind Men	3%	(10)	9%	(30)	16%	(55)	72%	(243)	338
PID/Gender: Ind Women	2%	(6)	2%	(9)	16%	(57)	80%	(276)	347
PID/Gender: Rep Men	7%	(20)	16%	(47)	14%	(40)	63%	(183)	290
PID/Gender: Rep Women	1%	(4)	3%	(11)	13%	(42)	82%	(266)	323
Ideo: Liberal (1-3)	10%	(74)	11%	(76)	12%	(87)	67%	(478)	714
Ideo: Moderate (4)	3%	(21)	8%	(50)	17%	(109)	71%	(448)	628
Ideo: Conservative (5-7)	6%	(39)	8%	(52)	15%	(103)	71%	(479)	672
Educ: < College	4%	(54)	6%	(98)	15%	(227)	75%	(1134)	1512
Educ: Bachelors degree	11%	(48)	12%	(52)	14%	(63)	63%	(282)	444
Educ: Post-grad	13%	(32)	13%	(32)	14%	(34)	60%	(146)	244
Income: Under 50k	4%	(46)	6%	(79)	16%	(191)	74%	(907)	1224
Income: 50k-100k	7%	(44)	9%	(55)	14%	(93)	70%	(456)	648
Income: 100k+	13%	(44)	14%	(47)	12%	(39)	61%	(199)	328
Ethnicity: White	6%	(107)	8%	(135)	14%	(233)	72%	(1248)	1722
Ethnicity: Hispanic	11%	(40)	11%	(37)	23%	(79)	55%	(193)	349
Ethnicity: Black	7%	(19)	11%	(31)	17%	(46)	65%	(179)	274

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Table MCSP8_8: *How much have you seen, read or heard about the following?*
Crypto exchange FTX signing a five-year partnership deal with Major League Baseball

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(134)	8%	(181)	15%	(323)	71%	(1562)	2200
Ethnicity: Other	4%	(8)	8%	(15)	22%	(45)	66%	(135)	204
All Christian	6%	(60)	8%	(79)	15%	(136)	71%	(658)	934
All Non-Christian	28%	(35)	18%	(24)	11%	(14)	43%	(54)	127
Atheist	—	(0)	6%	(6)	21%	(21)	73%	(75)	101
Agnostic/Nothing in particular	3%	(18)	7%	(41)	14%	(85)	77%	(471)	614
Something Else	5%	(21)	8%	(32)	16%	(67)	72%	(304)	424
Religious Non-Protestant/Catholic	24%	(36)	16%	(24)	10%	(15)	50%	(73)	148
Evangelical	10%	(58)	11%	(64)	14%	(83)	65%	(378)	583
Non-Evangelical	3%	(19)	6%	(45)	15%	(109)	76%	(551)	725
Community: Urban	13%	(88)	12%	(80)	15%	(98)	60%	(401)	666
Community: Suburban	3%	(31)	7%	(73)	15%	(146)	75%	(746)	996
Community: Rural	3%	(16)	5%	(28)	15%	(79)	77%	(415)	538
Employ: Private Sector	11%	(72)	14%	(94)	16%	(106)	60%	(406)	678
Employ: Government	16%	(17)	19%	(20)	14%	(15)	51%	(54)	106
Employ: Self-Employed	11%	(24)	12%	(26)	17%	(38)	60%	(134)	223
Employ: Homemaker	1%	(1)	2%	(3)	17%	(23)	81%	(113)	140
Employ: Student	3%	(1)	4%	(2)	17%	(9)	77%	(43)	55
Employ: Retired	1%	(5)	3%	(13)	10%	(49)	87%	(437)	505
Employ: Unemployed	2%	(6)	4%	(12)	18%	(55)	76%	(230)	303
Employ: Other	4%	(8)	5%	(10)	14%	(27)	76%	(145)	190
Military HH: Yes	7%	(20)	6%	(20)	13%	(41)	74%	(231)	313
Military HH: No	6%	(114)	9%	(161)	15%	(282)	70%	(1331)	1887
RD/WT: Right Direction	12%	(108)	10%	(96)	15%	(141)	63%	(575)	919
RD/WT: Wrong Track	2%	(26)	7%	(85)	14%	(182)	77%	(987)	1281
Biden Job Approve	10%	(111)	9%	(107)	16%	(178)	65%	(734)	1130
Biden Job Disapprove	2%	(21)	7%	(70)	13%	(130)	77%	(746)	968
Biden Job Strongly Approve	15%	(85)	10%	(55)	12%	(71)	63%	(361)	573
Biden Job Somewhat Approve	5%	(25)	9%	(52)	19%	(106)	67%	(373)	557
Biden Job Somewhat Disapprove	3%	(9)	7%	(20)	17%	(48)	73%	(210)	287
Biden Job Strongly Disapprove	2%	(11)	7%	(51)	12%	(82)	79%	(536)	680

Continued on next page

Table MCSP8_8: *How much have you seen, read or heard about the following?*
Crypto exchange FTX signing a five-year partnership deal with Major League Baseball

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(134)	8%	(181)	15%	(323)	71%	(1562)	2200
Favorable of Biden	10%	(107)	9%	(97)	15%	(171)	66%	(738)	1113
Unfavorable of Biden	2%	(24)	8%	(80)	13%	(131)	76%	(749)	984
Very Favorable of Biden	13%	(79)	9%	(53)	15%	(89)	63%	(380)	600
Somewhat Favorable of Biden	5%	(28)	9%	(45)	16%	(83)	70%	(358)	514
Somewhat Unfavorable of Biden	4%	(11)	8%	(21)	16%	(43)	73%	(198)	273
Very Unfavorable of Biden	2%	(13)	8%	(59)	12%	(89)	77%	(550)	711
#1 Issue: Economy	6%	(48)	11%	(81)	16%	(118)	67%	(495)	741
#1 Issue: Security	4%	(15)	8%	(32)	13%	(56)	75%	(311)	414
#1 Issue: Health Care	11%	(31)	7%	(20)	17%	(49)	66%	(196)	296
#1 Issue: Medicare / Social Security	2%	(6)	2%	(7)	13%	(33)	83%	(220)	266
#1 Issue: Women's Issues	7%	(10)	6%	(8)	14%	(20)	73%	(101)	139
#1 Issue: Education	11%	(9)	13%	(11)	19%	(17)	57%	(50)	87
#1 Issue: Energy	9%	(14)	14%	(20)	13%	(20)	64%	(93)	146
#1 Issue: Other	1%	(2)	3%	(3)	10%	(11)	86%	(96)	111
2020 Vote: Joe Biden	10%	(99)	9%	(89)	15%	(151)	67%	(684)	1023
2020 Vote: Donald Trump	3%	(23)	10%	(71)	14%	(94)	73%	(499)	687
2020 Vote: Other	2%	(1)	7%	(5)	13%	(9)	79%	(57)	72
2020 Vote: Didn't Vote	3%	(11)	4%	(17)	17%	(69)	77%	(317)	413
2018 House Vote: Democrat	11%	(85)	9%	(68)	14%	(110)	66%	(521)	784
2018 House Vote: Republican	4%	(21)	9%	(50)	11%	(64)	76%	(427)	562
2018 House Vote: Someone else	2%	(1)	6%	(4)	15%	(9)	77%	(44)	58
2016 Vote: Hillary Clinton	10%	(76)	8%	(60)	16%	(116)	66%	(482)	734
2016 Vote: Donald Trump	4%	(27)	10%	(63)	12%	(78)	74%	(491)	659
2016 Vote: Other	2%	(2)	6%	(6)	11%	(11)	81%	(79)	98
2016 Vote: Didn't Vote	4%	(28)	7%	(50)	17%	(119)	72%	(509)	705
Voted in 2014: Yes	8%	(102)	9%	(110)	13%	(162)	70%	(891)	1265
Voted in 2014: No	3%	(33)	8%	(71)	17%	(161)	72%	(671)	935
4-Region: Northeast	9%	(37)	9%	(37)	12%	(48)	69%	(272)	394
4-Region: Midwest	3%	(12)	7%	(33)	15%	(70)	75%	(347)	462
4-Region: South	5%	(39)	8%	(66)	16%	(135)	71%	(584)	824
4-Region: West	9%	(46)	9%	(46)	13%	(70)	69%	(359)	520

Continued on next page

Table MCSP8_8: *How much have you seen, read or heard about the following?*
Crypto exchange FTX signing a five-year partnership deal with Major League Baseball

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	6%	(134)	8%	(181)	15%	(323)	71%	(1562)	2200
Sports Fans	9%	(127)	11%	(158)	17%	(252)	64%	(955)	1492
Avid Sports Fans	20%	(87)	17%	(75)	21%	(91)	43%	(190)	443
Casual Sports Fans	4%	(40)	8%	(83)	15%	(160)	73%	(765)	1049
NFL Fans	9%	(127)	11%	(158)	17%	(252)	64%	(942)	1479
NBA Fans	11%	(127)	14%	(149)	18%	(203)	57%	(624)	1103
WNBA Fans	19%	(111)	16%	(93)	20%	(119)	44%	(258)	581
MLB Fans	10%	(123)	12%	(141)	17%	(204)	61%	(737)	1206
NHL Fans	12%	(107)	14%	(129)	19%	(178)	55%	(507)	920
MLS Fans	18%	(108)	18%	(111)	18%	(110)	46%	(284)	613
Formula 1 Fans	17%	(103)	19%	(114)	18%	(109)	46%	(276)	602
IndyCar Fans	15%	(94)	17%	(108)	17%	(110)	51%	(323)	636
NASCAR Fans	12%	(105)	15%	(130)	17%	(153)	56%	(502)	890
PGA Tour Fans	16%	(102)	16%	(106)	17%	(114)	51%	(329)	651
LPGA Tour Fans	21%	(96)	20%	(91)	20%	(92)	39%	(178)	457
UFC Fans	14%	(117)	15%	(124)	21%	(167)	50%	(405)	812
College Football Fans	10%	(125)	12%	(144)	17%	(204)	61%	(729)	1202
College Basketball Fans	12%	(118)	14%	(134)	17%	(168)	56%	(545)	965
Boxing Fans	13%	(121)	14%	(128)	20%	(181)	53%	(478)	909
ATP Tour Fans	25%	(93)	23%	(85)	19%	(70)	34%	(127)	374
WTA Tour Fans	26%	(99)	23%	(87)	18%	(68)	34%	(130)	384
Esports Fans	18%	(109)	21%	(125)	21%	(128)	40%	(246)	608
Sports Bettors	20%	(111)	21%	(114)	23%	(125)	35%	(191)	541
Currently Owns or Holds Crypto	21%	(103)	22%	(106)	17%	(79)	40%	(191)	479
Interested in Crypto	14%	(118)	18%	(150)	20%	(165)	49%	(408)	841
Interested in Stocks	10%	(118)	12%	(149)	17%	(205)	61%	(736)	1208
Casual Investor	6%	(30)	8%	(46)	17%	(90)	69%	(374)	540
Curious Investor	10%	(57)	11%	(65)	18%	(102)	61%	(344)	567
Active Investor	15%	(41)	19%	(51)	18%	(47)	47%	(124)	262

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

Table MCSPdem1_1: In general, what kind of fan do you consider yourself of the following?
Sports in general

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	20%	(443)	48%	(1049)	32%	(708)	2200
Gender: Male	32%	(341)	48%	(511)	20%	(210)	1062
Gender: Female	9%	(103)	47%	(538)	44%	(498)	1138
Age: 18-34	24%	(157)	48%	(316)	28%	(183)	655
Age: 35-44	31%	(112)	42%	(152)	26%	(94)	358
Age: 45-64	17%	(124)	47%	(355)	36%	(272)	751
Age: 65+	12%	(50)	52%	(226)	37%	(160)	436
GenZers: 1997-2012	22%	(43)	47%	(93)	32%	(63)	199
Millennials: 1981-1996	27%	(192)	46%	(326)	26%	(185)	702
GenXers: 1965-1980	20%	(110)	46%	(249)	34%	(184)	542
Baby Boomers: 1946-1964	13%	(92)	50%	(351)	36%	(253)	696
PID: Dem (no lean)	25%	(225)	46%	(415)	29%	(261)	901
PID: Ind (no lean)	16%	(108)	49%	(338)	35%	(239)	685
PID: Rep (no lean)	18%	(110)	48%	(295)	34%	(208)	614
PID/Gender: Dem Men	39%	(169)	45%	(195)	16%	(69)	433
PID/Gender: Dem Women	12%	(56)	47%	(220)	41%	(192)	468
PID/Gender: Ind Men	24%	(82)	51%	(173)	25%	(83)	338
PID/Gender: Ind Women	8%	(26)	48%	(166)	45%	(155)	347
PID/Gender: Rep Men	31%	(90)	49%	(143)	20%	(58)	290
PID/Gender: Rep Women	6%	(21)	47%	(152)	47%	(150)	323
Ideo: Liberal (1-3)	24%	(170)	46%	(326)	31%	(218)	714
Ideo: Moderate (4)	20%	(129)	51%	(323)	28%	(177)	628
Ideo: Conservative (5-7)	18%	(120)	49%	(328)	33%	(225)	672
Educ: < College	17%	(254)	47%	(716)	36%	(542)	1512
Educ: Bachelors degree	26%	(116)	49%	(216)	25%	(112)	444
Educ: Post-grad	30%	(73)	48%	(117)	22%	(54)	244
Income: Under 50k	18%	(216)	45%	(552)	37%	(456)	1224
Income: 50k-100k	20%	(128)	52%	(335)	29%	(185)	648
Income: 100k+	30%	(100)	49%	(162)	20%	(67)	328
Ethnicity: White	19%	(329)	48%	(829)	33%	(563)	1722
Ethnicity: Hispanic	28%	(98)	50%	(173)	22%	(78)	349
Ethnicity: Black	28%	(77)	44%	(122)	27%	(75)	274

Continued on next page

Table MCSPdem1_1: In general, what kind of fan do you consider yourself of the following?
Sports in general

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	20%	(443)	48%	(1049)	32%	(708)	2200
Ethnicity: Other	18%	(37)	48%	(98)	34%	(69)	204
All Christian	22%	(207)	49%	(459)	29%	(268)	934
All Non-Christian	36%	(45)	43%	(55)	21%	(27)	127
Atheist	9%	(9)	47%	(48)	44%	(45)	101
Agnostic/Nothing in particular	14%	(85)	49%	(299)	37%	(230)	614
Something Else	23%	(97)	44%	(188)	33%	(139)	424
Religious Non-Protestant/Catholic	32%	(48)	45%	(67)	23%	(33)	148
Evangelical	27%	(159)	44%	(259)	28%	(165)	583
Non-Evangelical	17%	(125)	51%	(367)	32%	(233)	725
Community: Urban	27%	(183)	43%	(288)	29%	(195)	666
Community: Suburban	18%	(184)	51%	(512)	30%	(300)	996
Community: Rural	14%	(76)	46%	(249)	40%	(213)	538
Employ: Private Sector	25%	(170)	48%	(325)	27%	(183)	678
Employ: Government	34%	(36)	45%	(48)	21%	(23)	106
Employ: Self-Employed	29%	(66)	42%	(94)	28%	(63)	223
Employ: Homemaker	4%	(6)	51%	(72)	44%	(62)	140
Employ: Student	19%	(10)	58%	(32)	24%	(13)	55
Employ: Retired	12%	(59)	52%	(262)	36%	(183)	505
Employ: Unemployed	22%	(68)	40%	(122)	37%	(113)	303
Employ: Other	15%	(29)	49%	(93)	36%	(68)	190
Military HH: Yes	15%	(48)	54%	(169)	31%	(96)	313
Military HH: No	21%	(396)	47%	(880)	32%	(612)	1887
RD/WT: Right Direction	28%	(254)	46%	(427)	26%	(238)	919
RD/WT: Wrong Track	15%	(190)	49%	(622)	37%	(470)	1281
Biden Job Approve	25%	(283)	47%	(533)	28%	(314)	1130
Biden Job Disapprove	15%	(142)	48%	(467)	37%	(358)	968
Biden Job Strongly Approve	31%	(180)	42%	(243)	26%	(150)	573
Biden Job Somewhat Approve	18%	(103)	52%	(290)	29%	(164)	557
Biden Job Somewhat Disapprove	17%	(49)	48%	(139)	35%	(99)	287
Biden Job Strongly Disapprove	14%	(93)	48%	(328)	38%	(259)	680

Continued on next page

Table MCSPdem1_1: In general, what kind of fan do you consider yourself of the following?

Sports in general

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	20%	(443)	48%	(1049)	32%	(708)	2200
Favorable of Biden	25%	(275)	47%	(519)	29%	(320)	1113
Unfavorable of Biden	15%	(147)	50%	(492)	35%	(345)	984
Very Favorable of Biden	30%	(179)	43%	(259)	27%	(162)	600
Somewhat Favorable of Biden	19%	(96)	51%	(260)	31%	(158)	514
Somewhat Unfavorable of Biden	16%	(44)	51%	(141)	32%	(89)	273
Very Unfavorable of Biden	15%	(103)	49%	(351)	36%	(256)	711
#1 Issue: Economy	25%	(182)	48%	(354)	28%	(205)	741
#1 Issue: Security	14%	(58)	49%	(205)	37%	(151)	414
#1 Issue: Health Care	21%	(61)	47%	(140)	32%	(94)	296
#1 Issue: Medicare / Social Security	14%	(37)	50%	(133)	36%	(96)	266
#1 Issue: Women's Issues	16%	(22)	47%	(66)	37%	(51)	139
#1 Issue: Education	27%	(24)	48%	(42)	24%	(21)	87
#1 Issue: Energy	30%	(44)	42%	(61)	28%	(40)	146
#1 Issue: Other	13%	(14)	42%	(47)	45%	(50)	111
2020 Vote: Joe Biden	25%	(256)	46%	(467)	29%	(300)	1023
2020 Vote: Donald Trump	18%	(124)	49%	(337)	33%	(226)	687
2020 Vote: Other	22%	(16)	44%	(32)	34%	(25)	72
2020 Vote: Didn't Vote	12%	(48)	51%	(210)	38%	(155)	413
2018 House Vote: Democrat	27%	(211)	46%	(358)	27%	(215)	784
2018 House Vote: Republican	20%	(114)	48%	(269)	32%	(179)	562
2018 House Vote: Someone else	7%	(4)	53%	(31)	40%	(23)	58
2016 Vote: Hillary Clinton	26%	(188)	44%	(324)	30%	(222)	734
2016 Vote: Donald Trump	19%	(127)	49%	(320)	32%	(211)	659
2016 Vote: Other	18%	(18)	52%	(51)	30%	(29)	98
2016 Vote: Didn't Vote	16%	(109)	50%	(351)	35%	(245)	705
Voted in 2014: Yes	24%	(305)	46%	(587)	29%	(372)	1265
Voted in 2014: No	15%	(138)	49%	(461)	36%	(336)	935
4-Region: Northeast	22%	(86)	50%	(195)	28%	(112)	394
4-Region: Midwest	18%	(81)	48%	(222)	34%	(159)	462
4-Region: South	20%	(168)	45%	(367)	35%	(289)	824
4-Region: West	21%	(108)	51%	(264)	28%	(148)	520

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Table MCSPdem1_1: In general, what kind of fan do you consider yourself of the following?
Sports in general

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	20%	(443)	48%	(1049)	32%	(708)	2200
Sports Fans	30%	(443)	70%	(1049)	—	(0)	1492
Avid Sports Fans	100%	(443)	—	(0)	—	(0)	443
Casual Sports Fans	—	(0)	100%	(1049)	—	(0)	1049
NFL Fans	29%	(430)	58%	(863)	13%	(186)	1479
NBA Fans	36%	(399)	55%	(610)	8%	(94)	1103
WNBA Fans	44%	(258)	51%	(294)	5%	(28)	581
MLB Fans	31%	(378)	57%	(692)	11%	(136)	1206
NHL Fans	34%	(316)	56%	(520)	9%	(84)	920
MLS Fans	44%	(267)	50%	(310)	6%	(36)	613
Formula 1 Fans	39%	(235)	50%	(299)	11%	(68)	602
IndyCar Fans	35%	(222)	54%	(345)	11%	(69)	636
NASCAR Fans	32%	(286)	54%	(479)	14%	(125)	890
PGA Tour Fans	42%	(274)	53%	(342)	5%	(35)	651
LPGA Tour Fans	47%	(216)	48%	(220)	5%	(21)	457
UFC Fans	37%	(302)	51%	(418)	11%	(92)	812
College Football Fans	34%	(407)	56%	(676)	10%	(119)	1202
College Basketball Fans	40%	(383)	53%	(516)	7%	(66)	965
Boxing Fans	36%	(325)	55%	(500)	9%	(84)	909
ATP Tour Fans	53%	(197)	44%	(163)	4%	(14)	374
WTA Tour Fans	51%	(197)	46%	(178)	3%	(10)	384
Esports Fans	43%	(264)	49%	(297)	8%	(48)	608
Sports Bettors	47%	(255)	42%	(226)	11%	(60)	541
Currently Owns or Holds Crypto	38%	(183)	45%	(217)	16%	(79)	479
Interested in Crypto	33%	(275)	47%	(397)	20%	(169)	841
Interested in Stocks	27%	(327)	50%	(602)	23%	(278)	1208
Casual Investor	20%	(106)	55%	(296)	26%	(138)	540
Curious Investor	28%	(161)	49%	(279)	23%	(128)	567
Active Investor	37%	(97)	43%	(113)	20%	(52)	262

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

Table MCSPdem1_2: *In general, what kind of fan do you consider yourself of the following?*

NFL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	33%	(718)	35%	(761)	33%	(721)	2200
Gender: Male	45%	(474)	34%	(358)	22%	(231)	1062
Gender: Female	21%	(244)	35%	(404)	43%	(490)	1138
Age: 18-34	34%	(220)	36%	(235)	30%	(200)	655
Age: 35-44	41%	(147)	33%	(117)	26%	(94)	358
Age: 45-64	31%	(233)	35%	(259)	34%	(258)	751
Age: 65+	27%	(117)	34%	(150)	39%	(170)	436
GenZers: 1997-2012	27%	(53)	40%	(81)	33%	(66)	199
Millennials: 1981-1996	38%	(268)	33%	(234)	28%	(200)	702
GenXers: 1965-1980	33%	(180)	34%	(184)	33%	(179)	542
Baby Boomers: 1946-1964	29%	(203)	34%	(238)	37%	(255)	696
PID: Dem (no lean)	41%	(366)	31%	(282)	28%	(254)	901
PID: Ind (no lean)	29%	(199)	36%	(249)	35%	(236)	685
PID: Rep (no lean)	25%	(153)	37%	(230)	38%	(231)	614
PID/Gender: Dem Men	54%	(234)	29%	(127)	17%	(73)	433
PID/Gender: Dem Women	28%	(132)	33%	(155)	39%	(181)	468
PID/Gender: Ind Men	40%	(135)	36%	(122)	24%	(81)	338
PID/Gender: Ind Women	18%	(64)	37%	(127)	45%	(156)	347
PID/Gender: Rep Men	36%	(104)	37%	(109)	27%	(77)	290
PID/Gender: Rep Women	15%	(48)	37%	(121)	48%	(154)	323
Ideo: Liberal (1-3)	39%	(276)	32%	(225)	30%	(213)	714
Ideo: Moderate (4)	37%	(230)	36%	(224)	28%	(175)	628
Ideo: Conservative (5-7)	27%	(179)	37%	(250)	36%	(244)	672
Educ: < College	30%	(456)	34%	(521)	35%	(536)	1512
Educ: Bachelors degree	38%	(168)	34%	(152)	28%	(123)	444
Educ: Post-grad	38%	(94)	36%	(88)	26%	(62)	244
Income: Under 50k	30%	(368)	33%	(402)	37%	(454)	1224
Income: 50k-100k	34%	(219)	35%	(224)	32%	(205)	648
Income: 100k+	40%	(130)	41%	(136)	19%	(62)	328
Ethnicity: White	31%	(534)	35%	(601)	34%	(586)	1722
Ethnicity: Hispanic	38%	(134)	34%	(119)	27%	(96)	349
Ethnicity: Black	44%	(122)	32%	(89)	23%	(64)	274

Continued on next page

Table MCSPdem1_2: *In general, what kind of fan do you consider yourself of the following?*

NFL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	33%	(718)	35%	(761)	33%	(721)	2200
Ethnicity: Other	30%	(62)	35%	(71)	35%	(71)	204
All Christian	33%	(304)	37%	(346)	30%	(283)	934
All Non-Christian	42%	(54)	34%	(43)	24%	(31)	127
Atheist	30%	(30)	25%	(25)	45%	(46)	101
Agnostic/Nothing in particular	30%	(181)	34%	(210)	36%	(223)	614
Something Else	35%	(148)	32%	(137)	33%	(139)	424
Religious Non-Protestant/Catholic	38%	(56)	36%	(53)	26%	(39)	148
Evangelical	36%	(210)	33%	(192)	31%	(181)	583
Non-Evangelical	31%	(227)	37%	(270)	31%	(228)	725
Community: Urban	39%	(260)	34%	(225)	27%	(182)	666
Community: Suburban	32%	(315)	36%	(359)	32%	(322)	996
Community: Rural	27%	(143)	33%	(178)	40%	(217)	538
Employ: Private Sector	39%	(266)	35%	(238)	26%	(174)	678
Employ: Government	41%	(44)	39%	(42)	20%	(21)	106
Employ: Self-Employed	35%	(78)	36%	(81)	28%	(63)	223
Employ: Homemaker	21%	(29)	38%	(53)	41%	(58)	140
Employ: Student	27%	(15)	34%	(19)	39%	(22)	55
Employ: Retired	30%	(152)	32%	(160)	38%	(193)	505
Employ: Unemployed	30%	(91)	33%	(99)	37%	(112)	303
Employ: Other	22%	(43)	36%	(69)	41%	(79)	190
Military HH: Yes	32%	(100)	37%	(116)	31%	(97)	313
Military HH: No	33%	(617)	34%	(646)	33%	(624)	1887
RD/WT: Right Direction	41%	(379)	36%	(329)	23%	(211)	919
RD/WT: Wrong Track	26%	(339)	34%	(432)	40%	(510)	1281
Biden Job Approve	39%	(443)	36%	(404)	25%	(283)	1130
Biden Job Disapprove	26%	(250)	33%	(323)	41%	(394)	968
Biden Job Strongly Approve	45%	(255)	34%	(197)	21%	(121)	573
Biden Job Somewhat Approve	34%	(188)	37%	(206)	29%	(162)	557
Biden Job Somewhat Disapprove	27%	(79)	36%	(104)	37%	(105)	287
Biden Job Strongly Disapprove	25%	(172)	32%	(220)	42%	(289)	680

Continued on next page

Table MCSPdem1_2: In general, what kind of fan do you consider yourself of the following?
NFL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	33%	(718)	35%	(761)	33%	(721)	2200
Favorable of Biden	39%	(429)	35%	(392)	26%	(293)	1113
Unfavorable of Biden	27%	(262)	34%	(339)	39%	(383)	984
Very Favorable of Biden	43%	(260)	34%	(201)	23%	(139)	600
Somewhat Favorable of Biden	33%	(169)	37%	(190)	30%	(154)	514
Somewhat Unfavorable of Biden	30%	(81)	36%	(98)	35%	(95)	273
Very Unfavorable of Biden	25%	(181)	34%	(241)	41%	(288)	711
#1 Issue: Economy	38%	(284)	33%	(247)	28%	(211)	741
#1 Issue: Security	23%	(95)	38%	(158)	39%	(160)	414
#1 Issue: Health Care	32%	(95)	37%	(109)	31%	(92)	296
#1 Issue: Medicare / Social Security	31%	(83)	36%	(96)	33%	(87)	266
#1 Issue: Women's Issues	25%	(35)	37%	(51)	38%	(53)	139
#1 Issue: Education	42%	(36)	28%	(24)	31%	(27)	87
#1 Issue: Energy	45%	(66)	29%	(43)	25%	(37)	146
#1 Issue: Other	22%	(25)	30%	(33)	48%	(53)	111
2020 Vote: Joe Biden	40%	(413)	32%	(330)	27%	(280)	1023
2020 Vote: Donald Trump	27%	(184)	37%	(254)	36%	(250)	687
2020 Vote: Other	22%	(16)	37%	(27)	41%	(30)	72
2020 Vote: Didn't Vote	25%	(104)	36%	(149)	39%	(160)	413
2018 House Vote: Democrat	42%	(329)	32%	(254)	26%	(201)	784
2018 House Vote: Republican	28%	(155)	37%	(208)	35%	(199)	562
2018 House Vote: Someone else	31%	(18)	31%	(18)	38%	(22)	58
2016 Vote: Hillary Clinton	41%	(303)	33%	(241)	26%	(190)	734
2016 Vote: Donald Trump	29%	(190)	37%	(242)	34%	(227)	659
2016 Vote: Other	35%	(34)	31%	(30)	34%	(33)	98
2016 Vote: Didn't Vote	27%	(189)	35%	(247)	38%	(270)	705
Voted in 2014: Yes	37%	(472)	34%	(425)	29%	(368)	1265
Voted in 2014: No	26%	(246)	36%	(336)	38%	(353)	935
4-Region: Northeast	33%	(131)	36%	(140)	31%	(122)	394
4-Region: Midwest	36%	(166)	35%	(160)	30%	(137)	462
4-Region: South	31%	(259)	32%	(263)	37%	(302)	824
4-Region: West	31%	(162)	38%	(199)	31%	(160)	520

Continued on next page

Table MCSPdem1_2: In general, what kind of fan do you consider yourself of the following?

NFL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	33%	(718)	35%	(761)	33%	(721)	2200
Sports Fans	45%	(675)	41%	(618)	13%	(199)	1492
Avid Sports Fans	75%	(332)	22%	(98)	3%	(13)	443
Casual Sports Fans	33%	(344)	50%	(519)	18%	(185)	1049
NFL Fans	49%	(718)	51%	(761)	—	(0)	1479
NBA Fans	52%	(571)	39%	(435)	9%	(96)	1103
WNBA Fans	56%	(323)	37%	(213)	8%	(45)	581
MLB Fans	47%	(561)	41%	(497)	12%	(147)	1206
NHL Fans	50%	(460)	38%	(352)	12%	(108)	920
MLS Fans	52%	(321)	39%	(242)	8%	(50)	613
Formula 1 Fans	51%	(306)	36%	(215)	13%	(80)	602
IndyCar Fans	50%	(317)	37%	(234)	13%	(84)	636
NASCAR Fans	46%	(410)	37%	(327)	17%	(154)	890
PGA Tour Fans	56%	(365)	34%	(223)	10%	(64)	651
LPGA Tour Fans	58%	(263)	34%	(155)	9%	(39)	457
UFC Fans	48%	(388)	38%	(307)	15%	(118)	812
College Football Fans	51%	(613)	39%	(465)	10%	(124)	1202
College Basketball Fans	53%	(516)	37%	(360)	9%	(90)	965
Boxing Fans	49%	(446)	38%	(345)	13%	(118)	909
ATP Tour Fans	59%	(219)	34%	(125)	8%	(30)	374
WTA Tour Fans	57%	(218)	38%	(147)	5%	(20)	384
Esports Fans	52%	(319)	37%	(224)	11%	(66)	608
Sports Bettors	60%	(327)	31%	(167)	9%	(46)	541
Currently Owns or Holds Crypto	46%	(220)	34%	(165)	20%	(94)	479
Interested in Crypto	43%	(361)	35%	(295)	22%	(186)	841
Interested in Stocks	41%	(501)	34%	(415)	24%	(292)	1208
Casual Investor	37%	(201)	36%	(192)	27%	(147)	540
Curious Investor	40%	(229)	35%	(198)	25%	(140)	567
Active Investor	46%	(121)	33%	(87)	21%	(55)	262

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

Table MCSPdem1_3: In general, what kind of fan do you consider yourself of the following?
NBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	20%	(445)	30%	(658)	50%	(1097)	2200
Gender: Male	30%	(323)	33%	(349)	37%	(389)	1062
Gender: Female	11%	(122)	27%	(308)	62%	(708)	1138
Age: 18-34	27%	(175)	35%	(230)	38%	(250)	655
Age: 35-44	33%	(119)	30%	(107)	37%	(132)	358
Age: 45-64	15%	(112)	27%	(203)	58%	(436)	751
Age: 65+	9%	(39)	27%	(118)	64%	(279)	436
GenZers: 1997-2012	23%	(45)	36%	(72)	41%	(83)	199
Millennials: 1981-1996	30%	(213)	33%	(234)	36%	(255)	702
GenXers: 1965-1980	21%	(114)	26%	(142)	53%	(286)	542
Baby Boomers: 1946-1964	10%	(67)	28%	(192)	63%	(437)	696
PID: Dem (no lean)	29%	(257)	32%	(291)	39%	(353)	901
PID: Ind (no lean)	16%	(108)	29%	(197)	55%	(380)	685
PID: Rep (no lean)	13%	(80)	28%	(170)	59%	(364)	614
PID/Gender: Dem Men	43%	(187)	35%	(152)	22%	(94)	433
PID/Gender: Dem Women	15%	(70)	30%	(139)	55%	(259)	468
PID/Gender: Ind Men	23%	(77)	31%	(104)	46%	(157)	338
PID/Gender: Ind Women	9%	(31)	27%	(93)	64%	(223)	347
PID/Gender: Rep Men	20%	(59)	32%	(93)	48%	(138)	290
PID/Gender: Rep Women	7%	(21)	24%	(77)	70%	(225)	323
Ideo: Liberal (1-3)	26%	(185)	32%	(231)	42%	(297)	714
Ideo: Moderate (4)	22%	(141)	32%	(202)	45%	(285)	628
Ideo: Conservative (5-7)	15%	(101)	25%	(169)	60%	(403)	672
Educ: < College	17%	(255)	30%	(449)	53%	(808)	1512
Educ: Bachelors degree	27%	(121)	29%	(129)	44%	(194)	444
Educ: Post-grad	28%	(69)	33%	(80)	39%	(95)	244
Income: Under 50k	17%	(205)	31%	(378)	52%	(641)	1224
Income: 50k-100k	21%	(135)	27%	(177)	52%	(336)	648
Income: 100k+	32%	(105)	31%	(103)	37%	(120)	328
Ethnicity: White	16%	(280)	28%	(483)	56%	(959)	1722
Ethnicity: Hispanic	34%	(119)	34%	(119)	32%	(111)	349
Ethnicity: Black	40%	(111)	36%	(100)	23%	(64)	274

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Table MCSPdem1_3: *In general, what kind of fan do you consider yourself of the following?*

NBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	20%	(445)	30%	(658)	50%	(1097)	2200
Ethnicity: Other	27%	(54)	37%	(75)	37%	(75)	204
All Christian	21%	(200)	29%	(267)	50%	(467)	934
All Non-Christian	38%	(49)	32%	(41)	30%	(38)	127
Atheist	8%	(8)	29%	(30)	63%	(64)	101
Agnostic/Nothing in particular	15%	(94)	33%	(200)	52%	(320)	614
Something Else	22%	(95)	29%	(121)	49%	(207)	424
Religious Non-Protestant/Catholic	34%	(50)	33%	(48)	34%	(50)	148
Evangelical	27%	(155)	27%	(158)	46%	(270)	583
Non-Evangelical	18%	(130)	29%	(207)	53%	(388)	725
Community: Urban	32%	(210)	31%	(208)	37%	(248)	666
Community: Suburban	16%	(163)	30%	(303)	53%	(529)	996
Community: Rural	13%	(72)	27%	(146)	59%	(320)	538
Employ: Private Sector	28%	(187)	29%	(196)	44%	(295)	678
Employ: Government	39%	(41)	33%	(35)	28%	(30)	106
Employ: Self-Employed	25%	(55)	37%	(83)	38%	(85)	223
Employ: Homemaker	10%	(14)	20%	(28)	70%	(99)	140
Employ: Student	13%	(7)	44%	(24)	44%	(24)	55
Employ: Retired	11%	(54)	25%	(129)	64%	(322)	505
Employ: Unemployed	19%	(58)	33%	(100)	48%	(144)	303
Employ: Other	15%	(29)	33%	(63)	52%	(98)	190
Military HH: Yes	15%	(47)	26%	(82)	59%	(184)	313
Military HH: No	21%	(398)	31%	(576)	48%	(913)	1887
RD/WT: Right Direction	29%	(271)	34%	(315)	36%	(333)	919
RD/WT: Wrong Track	14%	(174)	27%	(342)	60%	(764)	1281
Biden Job Approve	28%	(315)	35%	(392)	37%	(423)	1130
Biden Job Disapprove	11%	(109)	25%	(240)	64%	(618)	968
Biden Job Strongly Approve	33%	(190)	31%	(175)	36%	(208)	573
Biden Job Somewhat Approve	22%	(124)	39%	(217)	39%	(215)	557
Biden Job Somewhat Disapprove	13%	(36)	30%	(86)	58%	(166)	287
Biden Job Strongly Disapprove	11%	(73)	23%	(155)	67%	(452)	680

Continued on next page

Table MCSPdem1_3: *In general, what kind of fan do you consider yourself of the following?*
NBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	20%	(445)	30%	(658)	50%	(1097)	2200
Favorable of Biden	27%	(302)	34%	(377)	39%	(434)	1113
Unfavorable of Biden	13%	(123)	26%	(259)	61%	(603)	984
Very Favorable of Biden	31%	(186)	31%	(185)	38%	(229)	600
Somewhat Favorable of Biden	22%	(116)	37%	(192)	40%	(206)	514
Somewhat Unfavorable of Biden	15%	(41)	31%	(85)	54%	(147)	273
Very Unfavorable of Biden	12%	(82)	24%	(173)	64%	(455)	711
#1 Issue: Economy	25%	(187)	29%	(216)	46%	(339)	741
#1 Issue: Security	13%	(55)	28%	(114)	59%	(245)	414
#1 Issue: Health Care	25%	(73)	35%	(103)	40%	(120)	296
#1 Issue: Medicare / Social Security	13%	(34)	27%	(72)	60%	(160)	266
#1 Issue: Women's Issues	15%	(21)	28%	(39)	57%	(79)	139
#1 Issue: Education	22%	(19)	47%	(41)	31%	(27)	87
#1 Issue: Energy	31%	(45)	27%	(39)	42%	(61)	146
#1 Issue: Other	11%	(12)	29%	(32)	60%	(67)	111
2020 Vote: Joe Biden	28%	(285)	32%	(330)	40%	(408)	1023
2020 Vote: Donald Trump	12%	(85)	27%	(188)	60%	(414)	687
2020 Vote: Other	16%	(11)	23%	(17)	61%	(44)	72
2020 Vote: Didn't Vote	15%	(63)	30%	(122)	55%	(227)	413
2018 House Vote: Democrat	29%	(228)	32%	(253)	39%	(303)	784
2018 House Vote: Republican	14%	(77)	28%	(156)	59%	(329)	562
2018 House Vote: Someone else	14%	(8)	8%	(5)	77%	(45)	58
2016 Vote: Hillary Clinton	28%	(208)	32%	(238)	39%	(287)	734
2016 Vote: Donald Trump	14%	(92)	26%	(174)	60%	(393)	659
2016 Vote: Other	16%	(16)	27%	(26)	57%	(56)	98
2016 Vote: Didn't Vote	18%	(128)	31%	(218)	51%	(359)	705
Voted in 2014: Yes	23%	(288)	29%	(368)	48%	(609)	1265
Voted in 2014: No	17%	(157)	31%	(289)	52%	(489)	935
4-Region: Northeast	20%	(80)	29%	(114)	51%	(200)	394
4-Region: Midwest	16%	(75)	34%	(158)	50%	(229)	462
4-Region: South	21%	(169)	24%	(201)	55%	(454)	824
4-Region: West	23%	(121)	35%	(185)	41%	(214)	520

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Table MCSPdem1_3: In general, what kind of fan do you consider yourself of the following?
NBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	20%	(445)	30%	(658)	50%	(1097)	2200
Sports Fans	29%	(429)	39%	(580)	32%	(483)	1492
Avid Sports Fans	59%	(261)	31%	(138)	10%	(45)	443
Casual Sports Fans	16%	(168)	42%	(442)	42%	(438)	1049
NFL Fans	29%	(424)	39%	(582)	32%	(472)	1479
NBA Fans	40%	(445)	60%	(658)	—	(0)	1103
WNBA Fans	51%	(297)	42%	(245)	7%	(39)	581
MLB Fans	31%	(374)	39%	(470)	30%	(362)	1206
NHL Fans	34%	(311)	38%	(348)	28%	(260)	920
MLS Fans	42%	(258)	40%	(243)	18%	(112)	613
Formula 1 Fans	38%	(230)	35%	(211)	27%	(161)	602
IndyCar Fans	33%	(210)	38%	(240)	29%	(186)	636
NASCAR Fans	30%	(269)	34%	(306)	35%	(315)	890
PGA Tour Fans	40%	(261)	38%	(244)	22%	(145)	651
LPGA Tour Fans	44%	(202)	39%	(179)	17%	(76)	457
UFC Fans	37%	(300)	39%	(318)	24%	(194)	812
College Football Fans	31%	(375)	39%	(468)	30%	(359)	1202
College Basketball Fans	39%	(380)	43%	(418)	17%	(167)	965
Boxing Fans	38%	(345)	38%	(345)	24%	(218)	909
ATP Tour Fans	52%	(193)	39%	(146)	9%	(35)	374
WTA Tour Fans	51%	(196)	41%	(159)	8%	(29)	384
Esports Fans	44%	(266)	39%	(240)	17%	(103)	608
Sports Bettors	46%	(251)	38%	(203)	16%	(87)	541
Currently Owns or Holds Crypto	40%	(190)	33%	(158)	27%	(131)	479
Interested in Crypto	34%	(282)	36%	(303)	30%	(256)	841
Interested in Stocks	28%	(338)	34%	(407)	38%	(463)	1208
Casual Investor	19%	(104)	33%	(181)	47%	(255)	540
Curious Investor	27%	(152)	38%	(213)	36%	(201)	567
Active Investor	37%	(97)	26%	(69)	37%	(96)	262

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

Table MCSPdem1_4: *In general, what kind of fan do you consider yourself of the following?*

WNBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(154)	19%	(427)	74%	(1619)	2200
Gender: Male	11%	(114)	25%	(262)	65%	(686)	1062
Gender: Female	3%	(40)	14%	(165)	82%	(934)	1138
Age: 18-34	12%	(77)	21%	(138)	67%	(440)	655
Age: 35-44	11%	(40)	25%	(90)	64%	(227)	358
Age: 45-64	4%	(27)	17%	(130)	79%	(594)	751
Age: 65+	2%	(9)	16%	(69)	82%	(358)	436
GenZers: 1997-2012	10%	(20)	18%	(37)	71%	(142)	199
Millennials: 1981-1996	12%	(87)	24%	(168)	64%	(446)	702
GenXers: 1965-1980	6%	(33)	16%	(89)	77%	(420)	542
Baby Boomers: 1946-1964	2%	(13)	17%	(121)	81%	(562)	696
PID: Dem (no lean)	11%	(101)	26%	(232)	63%	(569)	901
PID: Ind (no lean)	4%	(29)	15%	(106)	80%	(550)	685
PID: Rep (no lean)	4%	(23)	15%	(89)	82%	(501)	614
PID/Gender: Dem Men	17%	(74)	31%	(135)	52%	(224)	433
PID/Gender: Dem Women	6%	(27)	21%	(97)	74%	(344)	468
PID/Gender: Ind Men	7%	(23)	19%	(63)	74%	(251)	338
PID/Gender: Ind Women	2%	(6)	12%	(43)	86%	(298)	347
PID/Gender: Rep Men	6%	(17)	22%	(64)	72%	(210)	290
PID/Gender: Rep Women	2%	(6)	8%	(26)	90%	(291)	323
Ideo: Liberal (1-3)	9%	(66)	25%	(180)	66%	(468)	714
Ideo: Moderate (4)	7%	(46)	21%	(133)	71%	(449)	628
Ideo: Conservative (5-7)	6%	(38)	15%	(101)	79%	(533)	672
Educ: < College	5%	(73)	17%	(262)	78%	(1177)	1512
Educ: Bachelors degree	10%	(46)	24%	(105)	66%	(292)	444
Educ: Post-grad	14%	(34)	25%	(60)	61%	(150)	244
Income: Under 50k	6%	(72)	18%	(219)	76%	(933)	1224
Income: 50k-100k	6%	(40)	19%	(122)	75%	(487)	648
Income: 100k+	13%	(42)	26%	(86)	61%	(200)	328
Ethnicity: White	5%	(92)	17%	(296)	77%	(1334)	1722
Ethnicity: Hispanic	14%	(49)	23%	(81)	63%	(219)	349
Ethnicity: Black	15%	(41)	37%	(100)	49%	(133)	274

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Table MCSPdem1_4: *In general, what kind of fan do you consider yourself of the following?*

WNBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(154)	19%	(427)	74%	(1619)	2200
Ethnicity: Other	10%	(21)	15%	(31)	75%	(152)	204
All Christian	8%	(70)	20%	(187)	72%	(676)	934
All Non-Christian	18%	(23)	36%	(46)	46%	(59)	127
Atheist	1%	(1)	7%	(7)	92%	(93)	101
Agnostic/Nothing in particular	5%	(30)	17%	(102)	78%	(482)	614
Something Else	7%	(30)	20%	(84)	73%	(310)	424
Religious Non-Protestant/Catholic	15%	(23)	32%	(48)	52%	(78)	148
Evangelical	11%	(66)	23%	(134)	66%	(383)	583
Non-Evangelical	4%	(31)	18%	(129)	78%	(565)	725
Community: Urban	14%	(90)	25%	(164)	62%	(412)	666
Community: Suburban	4%	(43)	19%	(184)	77%	(768)	996
Community: Rural	4%	(20)	15%	(78)	82%	(439)	538
Employ: Private Sector	12%	(81)	22%	(148)	66%	(448)	678
Employ: Government	12%	(13)	31%	(33)	57%	(61)	106
Employ: Self-Employed	12%	(28)	24%	(52)	64%	(142)	223
Employ: Homemaker	1%	(1)	15%	(22)	84%	(117)	140
Employ: Student	—	(0)	20%	(11)	80%	(44)	55
Employ: Retired	2%	(11)	17%	(86)	81%	(408)	505
Employ: Unemployed	5%	(16)	14%	(44)	80%	(243)	303
Employ: Other	2%	(4)	16%	(31)	82%	(156)	190
Military HH: Yes	5%	(14)	21%	(65)	75%	(233)	313
Military HH: No	7%	(139)	19%	(362)	73%	(1386)	1887
RD/WT: Right Direction	12%	(111)	27%	(250)	61%	(558)	919
RD/WT: Wrong Track	3%	(43)	14%	(177)	83%	(1061)	1281
Biden Job Approve	11%	(126)	26%	(294)	63%	(710)	1130
Biden Job Disapprove	2%	(24)	12%	(116)	86%	(828)	968
Biden Job Strongly Approve	15%	(86)	28%	(159)	57%	(328)	573
Biden Job Somewhat Approve	7%	(39)	24%	(135)	69%	(382)	557
Biden Job Somewhat Disapprove	3%	(10)	17%	(48)	80%	(230)	287
Biden Job Strongly Disapprove	2%	(14)	10%	(68)	88%	(598)	680

Continued on next page

Table MCSPdem1_4: *In general, what kind of fan do you consider yourself of the following?*

WNBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(154)	19%	(427)	74%	(1619)	2200
Favorable of Biden	10%	(112)	26%	(290)	64%	(711)	1113
Unfavorable of Biden	3%	(31)	12%	(120)	85%	(834)	984
Very Favorable of Biden	13%	(80)	28%	(167)	59%	(353)	600
Somewhat Favorable of Biden	6%	(33)	24%	(123)	70%	(358)	514
Somewhat Unfavorable of Biden	4%	(11)	18%	(50)	78%	(212)	273
Very Unfavorable of Biden	3%	(19)	10%	(70)	87%	(621)	711
#1 Issue: Economy	7%	(53)	19%	(142)	74%	(547)	741
#1 Issue: Security	4%	(16)	15%	(61)	81%	(336)	414
#1 Issue: Health Care	8%	(23)	27%	(79)	65%	(193)	296
#1 Issue: Medicare / Social Security	6%	(17)	15%	(39)	79%	(210)	266
#1 Issue: Women's Issues	9%	(12)	19%	(26)	73%	(101)	139
#1 Issue: Education	10%	(9)	25%	(22)	65%	(57)	87
#1 Issue: Energy	15%	(22)	19%	(28)	65%	(95)	146
#1 Issue: Other	2%	(2)	26%	(29)	72%	(80)	111
2020 Vote: Joe Biden	11%	(109)	25%	(255)	64%	(658)	1023
2020 Vote: Donald Trump	3%	(22)	16%	(108)	81%	(558)	687
2020 Vote: Other	5%	(3)	14%	(10)	81%	(59)	72
2020 Vote: Didn't Vote	5%	(19)	13%	(54)	82%	(341)	413
2018 House Vote: Democrat	11%	(85)	27%	(208)	63%	(491)	784
2018 House Vote: Republican	4%	(23)	16%	(88)	80%	(451)	562
2018 House Vote: Someone else	—	(0)	10%	(6)	90%	(52)	58
2016 Vote: Hillary Clinton	11%	(80)	27%	(196)	62%	(458)	734
2016 Vote: Donald Trump	4%	(27)	15%	(100)	81%	(533)	659
2016 Vote: Other	3%	(3)	14%	(14)	83%	(81)	98
2016 Vote: Didn't Vote	6%	(44)	16%	(115)	77%	(546)	705
Voted in 2014: Yes	8%	(104)	22%	(278)	70%	(883)	1265
Voted in 2014: No	5%	(49)	16%	(149)	79%	(736)	935
4-Region: Northeast	7%	(26)	21%	(81)	73%	(287)	394
4-Region: Midwest	7%	(30)	17%	(78)	77%	(354)	462
4-Region: South	6%	(49)	19%	(157)	75%	(618)	824
4-Region: West	9%	(49)	21%	(111)	69%	(361)	520

Continued on next page

Table MCSPdem1_4: In general, what kind of fan do you consider yourself of the following?

WNBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(154)	19%	(427)	74%	(1619)	2200
Sports Fans	10%	(149)	27%	(404)	63%	(939)	1492
Avid Sports Fans	22%	(96)	37%	(162)	42%	(185)	443
Casual Sports Fans	5%	(53)	23%	(241)	72%	(754)	1049
NFL Fans	10%	(150)	26%	(386)	64%	(943)	1479
NBA Fans	14%	(151)	35%	(391)	51%	(561)	1103
WNBA Fans	26%	(154)	74%	(427)	—	(0)	581
MLB Fans	11%	(138)	29%	(355)	59%	(712)	1206
NHL Fans	13%	(122)	33%	(302)	54%	(496)	920
MLS Fans	19%	(119)	40%	(247)	40%	(247)	613
Formula 1 Fans	18%	(108)	36%	(215)	46%	(279)	602
IndyCar Fans	17%	(110)	34%	(217)	49%	(309)	636
NASCAR Fans	13%	(118)	28%	(252)	59%	(521)	890
PGA Tour Fans	19%	(121)	38%	(246)	44%	(284)	651
LPGA Tour Fans	24%	(112)	44%	(203)	31%	(142)	457
UFC Fans	15%	(124)	33%	(264)	52%	(424)	812
College Football Fans	12%	(146)	29%	(348)	59%	(708)	1202
College Basketball Fans	15%	(141)	36%	(347)	49%	(477)	965
Boxing Fans	15%	(133)	33%	(301)	52%	(474)	909
ATP Tour Fans	29%	(108)	44%	(164)	27%	(102)	374
WTA Tour Fans	29%	(113)	50%	(192)	21%	(79)	384
Esports Fans	19%	(118)	38%	(233)	42%	(258)	608
Sports Bettors	19%	(103)	36%	(193)	45%	(244)	541
Currently Owns or Holds Crypto	19%	(89)	29%	(138)	53%	(252)	479
Interested in Crypto	14%	(117)	28%	(239)	58%	(485)	841
Interested in Stocks	10%	(123)	24%	(295)	65%	(790)	1208
Casual Investor	7%	(35)	23%	(123)	71%	(382)	540
Curious Investor	10%	(57)	24%	(135)	66%	(375)	567
Active Investor	14%	(37)	30%	(78)	56%	(147)	262

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

Table MCSPdem1_5: In general, what kind of fan do you consider yourself of the following?

MLB

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	21%	(457)	34%	(749)	45%	(994)	2200
Gender: Male	31%	(325)	37%	(397)	32%	(339)	1062
Gender: Female	12%	(132)	31%	(351)	58%	(655)	1138
Age: 18-34	21%	(137)	33%	(216)	46%	(302)	655
Age: 35-44	24%	(86)	36%	(129)	40%	(142)	358
Age: 45-64	19%	(139)	35%	(264)	46%	(348)	751
Age: 65+	22%	(94)	32%	(139)	46%	(202)	436
GenZers: 1997-2012	20%	(40)	26%	(51)	55%	(109)	199
Millennials: 1981-1996	22%	(155)	37%	(260)	41%	(287)	702
GenXers: 1965-1980	19%	(104)	34%	(183)	47%	(255)	542
Baby Boomers: 1946-1964	21%	(143)	34%	(239)	45%	(313)	696
PID: Dem (no lean)	25%	(228)	33%	(298)	42%	(375)	901
PID: Ind (no lean)	17%	(115)	34%	(235)	49%	(335)	685
PID: Rep (no lean)	19%	(114)	35%	(215)	46%	(284)	614
PID/Gender: Dem Men	36%	(158)	37%	(159)	27%	(117)	433
PID/Gender: Dem Women	15%	(70)	30%	(140)	55%	(258)	468
PID/Gender: Ind Men	25%	(85)	36%	(122)	39%	(132)	338
PID/Gender: Ind Women	9%	(30)	33%	(113)	59%	(203)	347
PID/Gender: Rep Men	29%	(83)	40%	(117)	31%	(90)	290
PID/Gender: Rep Women	10%	(31)	30%	(99)	60%	(194)	323
Ideo: Liberal (1-3)	23%	(163)	36%	(253)	42%	(297)	714
Ideo: Moderate (4)	22%	(141)	35%	(217)	43%	(271)	628
Ideo: Conservative (5-7)	21%	(140)	35%	(238)	44%	(294)	672
Educ: < College	17%	(255)	33%	(504)	50%	(753)	1512
Educ: Bachelors degree	29%	(127)	36%	(158)	36%	(158)	444
Educ: Post-grad	31%	(74)	35%	(86)	34%	(83)	244
Income: Under 50k	18%	(216)	33%	(403)	49%	(605)	1224
Income: 50k-100k	22%	(145)	32%	(211)	45%	(292)	648
Income: 100k+	29%	(96)	41%	(135)	29%	(97)	328
Ethnicity: White	21%	(366)	34%	(582)	45%	(774)	1722
Ethnicity: Hispanic	31%	(109)	35%	(121)	34%	(119)	349
Ethnicity: Black	20%	(55)	36%	(98)	44%	(121)	274

Continued on next page

Table MCSPdem1_5: In general, what kind of fan do you consider yourself of the following?
MLB

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	21%	(457)	34%	(749)	45%	(994)	2200
Ethnicity: Other	18%	(37)	34%	(68)	48%	(99)	204
All Christian	24%	(228)	34%	(313)	42%	(393)	934
All Non-Christian	37%	(47)	41%	(52)	23%	(29)	127
Atheist	14%	(14)	29%	(29)	57%	(58)	101
Agnostic/Nothing in particular	16%	(96)	32%	(196)	52%	(321)	614
Something Else	17%	(72)	37%	(158)	46%	(194)	424
Religious Non-Protestant/Catholic	32%	(47)	42%	(62)	27%	(40)	148
Evangelical	22%	(125)	35%	(207)	43%	(251)	583
Non-Evangelical	23%	(166)	34%	(245)	43%	(314)	725
Community: Urban	25%	(165)	36%	(243)	39%	(258)	666
Community: Suburban	20%	(202)	34%	(337)	46%	(456)	996
Community: Rural	17%	(90)	31%	(168)	52%	(280)	538
Employ: Private Sector	28%	(188)	33%	(227)	39%	(263)	678
Employ: Government	31%	(33)	40%	(43)	28%	(30)	106
Employ: Self-Employed	26%	(58)	38%	(84)	36%	(81)	223
Employ: Homemaker	5%	(7)	28%	(39)	67%	(95)	140
Employ: Student	21%	(12)	33%	(18)	47%	(26)	55
Employ: Retired	20%	(100)	34%	(169)	47%	(235)	505
Employ: Unemployed	12%	(35)	33%	(100)	56%	(168)	303
Employ: Other	13%	(24)	36%	(69)	51%	(97)	190
Military HH: Yes	23%	(73)	30%	(94)	47%	(146)	313
Military HH: No	20%	(384)	35%	(654)	45%	(849)	1887
RD/WT: Right Direction	28%	(257)	37%	(343)	35%	(320)	919
RD/WT: Wrong Track	16%	(200)	32%	(406)	53%	(675)	1281
Biden Job Approve	26%	(296)	37%	(413)	37%	(421)	1130
Biden Job Disapprove	15%	(148)	32%	(307)	53%	(513)	968
Biden Job Strongly Approve	32%	(183)	34%	(197)	34%	(193)	573
Biden Job Somewhat Approve	20%	(113)	39%	(216)	41%	(227)	557
Biden Job Somewhat Disapprove	12%	(35)	31%	(89)	57%	(163)	287
Biden Job Strongly Disapprove	17%	(112)	32%	(218)	51%	(350)	680

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Table MCSPdem1_5: In general, what kind of fan do you consider yourself of the following?
MLB

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	21%	(457)	34%	(749)	45%	(994)	2200
Favorable of Biden	25%	(283)	36%	(398)	39%	(433)	1113
Unfavorable of Biden	16%	(158)	32%	(319)	52%	(507)	984
Very Favorable of Biden	29%	(176)	33%	(200)	37%	(224)	600
Somewhat Favorable of Biden	21%	(107)	38%	(198)	41%	(209)	514
Somewhat Unfavorable of Biden	16%	(44)	32%	(86)	52%	(143)	273
Very Unfavorable of Biden	16%	(114)	33%	(233)	51%	(364)	711
#1 Issue: Economy	24%	(174)	34%	(250)	43%	(317)	741
#1 Issue: Security	17%	(69)	33%	(138)	50%	(207)	414
#1 Issue: Health Care	22%	(64)	33%	(97)	45%	(134)	296
#1 Issue: Medicare / Social Security	20%	(53)	39%	(105)	41%	(109)	266
#1 Issue: Women's Issues	18%	(25)	33%	(45)	49%	(69)	139
#1 Issue: Education	26%	(22)	38%	(33)	36%	(31)	87
#1 Issue: Energy	28%	(41)	30%	(44)	41%	(60)	146
#1 Issue: Other	7%	(8)	32%	(36)	61%	(68)	111
2020 Vote: Joe Biden	25%	(259)	35%	(359)	40%	(405)	1023
2020 Vote: Donald Trump	18%	(122)	36%	(245)	47%	(320)	687
2020 Vote: Other	14%	(10)	34%	(25)	52%	(37)	72
2020 Vote: Didn't Vote	16%	(65)	29%	(119)	55%	(229)	413
2018 House Vote: Democrat	28%	(216)	32%	(254)	40%	(314)	784
2018 House Vote: Republican	20%	(115)	36%	(204)	43%	(244)	562
2018 House Vote: Someone else	19%	(11)	35%	(20)	47%	(27)	58
2016 Vote: Hillary Clinton	27%	(195)	35%	(254)	39%	(285)	734
2016 Vote: Donald Trump	20%	(133)	38%	(248)	42%	(279)	659
2016 Vote: Other	20%	(20)	35%	(35)	45%	(44)	98
2016 Vote: Didn't Vote	15%	(107)	30%	(212)	55%	(386)	705
Voted in 2014: Yes	24%	(305)	35%	(448)	41%	(513)	1265
Voted in 2014: No	16%	(152)	32%	(301)	51%	(481)	935
4-Region: Northeast	24%	(95)	34%	(136)	41%	(162)	394
4-Region: Midwest	23%	(106)	37%	(170)	40%	(186)	462
4-Region: South	18%	(150)	32%	(261)	50%	(413)	824
4-Region: West	20%	(105)	35%	(181)	45%	(233)	520

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Table MCSPdem1_5: In general, what kind of fan do you consider yourself of the following?

MLB

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	21%	(457)	34%	(749)	45%	(994)	2200
Sports Fans	29%	(430)	43%	(639)	28%	(423)	1492
Avid Sports Fans	52%	(231)	33%	(147)	15%	(66)	443
Casual Sports Fans	19%	(199)	47%	(492)	34%	(357)	1049
NFL Fans	28%	(414)	44%	(645)	28%	(421)	1479
NBA Fans	33%	(362)	44%	(482)	23%	(259)	1103
WNBA Fans	40%	(233)	45%	(260)	15%	(87)	581
MLB Fans	38%	(457)	62%	(749)	—	(0)	1206
NHL Fans	35%	(326)	45%	(410)	20%	(184)	920
MLS Fans	41%	(253)	48%	(292)	11%	(68)	613
Formula 1 Fans	36%	(219)	42%	(255)	21%	(128)	602
IndyCar Fans	34%	(218)	41%	(264)	24%	(154)	636
NASCAR Fans	31%	(275)	41%	(361)	29%	(254)	890
PGA Tour Fans	39%	(255)	44%	(285)	17%	(111)	651
LPGA Tour Fans	43%	(199)	44%	(200)	13%	(58)	457
UFC Fans	31%	(251)	43%	(348)	26%	(213)	812
College Football Fans	31%	(377)	42%	(509)	26%	(315)	1202
College Basketball Fans	34%	(332)	44%	(422)	22%	(211)	965
Boxing Fans	31%	(283)	42%	(383)	27%	(242)	909
ATP Tour Fans	44%	(164)	44%	(165)	12%	(45)	374
WTA Tour Fans	46%	(175)	43%	(166)	11%	(43)	384
Esports Fans	36%	(220)	44%	(266)	20%	(122)	608
Sports Bettors	40%	(215)	39%	(210)	21%	(115)	541
Currently Owns or Holds Crypto	32%	(151)	40%	(191)	28%	(136)	479
Interested in Crypto	27%	(230)	39%	(328)	34%	(284)	841
Interested in Stocks	26%	(318)	37%	(451)	36%	(439)	1208
Casual Investor	24%	(130)	38%	(203)	38%	(207)	540
Curious Investor	26%	(148)	34%	(194)	40%	(225)	567
Active Investor	34%	(90)	37%	(97)	29%	(75)	262

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

Table MCSPdem1_6: *In general, what kind of fan do you consider yourself of the following?*

NHL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	12%	(272)	29%	(648)	58%	(1280)	2200
Gender: Male	18%	(193)	36%	(386)	45%	(482)	1062
Gender: Female	7%	(79)	23%	(262)	70%	(798)	1138
Age: 18-34	15%	(97)	29%	(191)	56%	(367)	655
Age: 35-44	18%	(63)	36%	(129)	46%	(165)	358
Age: 45-64	9%	(70)	30%	(227)	61%	(454)	751
Age: 65+	10%	(42)	23%	(101)	67%	(293)	436
GenZers: 1997-2012	9%	(18)	25%	(50)	66%	(132)	199
Millennials: 1981-1996	18%	(124)	33%	(231)	49%	(347)	702
GenXers: 1965-1980	10%	(55)	30%	(163)	60%	(324)	542
Baby Boomers: 1946-1964	10%	(69)	27%	(190)	63%	(437)	696
PID: Dem (no lean)	16%	(140)	29%	(263)	55%	(498)	901
PID: Ind (no lean)	9%	(64)	31%	(210)	60%	(411)	685
PID: Rep (no lean)	11%	(68)	28%	(175)	60%	(371)	614
PID/Gender: Dem Men	23%	(100)	39%	(167)	38%	(166)	433
PID/Gender: Dem Women	9%	(40)	20%	(96)	71%	(332)	468
PID/Gender: Ind Men	13%	(45)	34%	(116)	52%	(177)	338
PID/Gender: Ind Women	6%	(19)	27%	(94)	67%	(234)	347
PID/Gender: Rep Men	17%	(49)	35%	(103)	48%	(139)	290
PID/Gender: Rep Women	6%	(19)	22%	(72)	72%	(232)	323
Ideo: Liberal (1-3)	16%	(112)	28%	(198)	57%	(403)	714
Ideo: Moderate (4)	14%	(87)	30%	(191)	56%	(351)	628
Ideo: Conservative (5-7)	10%	(70)	31%	(211)	58%	(391)	672
Educ: < College	9%	(135)	28%	(424)	63%	(954)	1512
Educ: Bachelors degree	20%	(91)	33%	(144)	47%	(209)	444
Educ: Post-grad	19%	(47)	33%	(80)	48%	(118)	244
Income: Under 50k	8%	(97)	28%	(343)	64%	(784)	1224
Income: 50k-100k	15%	(97)	30%	(194)	55%	(357)	648
Income: 100k+	24%	(78)	34%	(111)	42%	(139)	328
Ethnicity: White	13%	(230)	29%	(506)	57%	(986)	1722
Ethnicity: Hispanic	15%	(51)	33%	(116)	52%	(182)	349
Ethnicity: Black	10%	(27)	26%	(72)	64%	(176)	274

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Table MCSPdem1_6: *In general, what kind of fan do you consider yourself of the following?*

NHL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	12%	(272)	29%	(648)	58%	(1280)	2200
Ethnicity: Other	8%	(16)	34%	(70)	58%	(118)	204
All Christian	16%	(148)	29%	(270)	55%	(516)	934
All Non-Christian	28%	(35)	36%	(46)	36%	(46)	127
Atheist	10%	(10)	22%	(22)	69%	(70)	101
Agnostic/Nothing in particular	8%	(47)	30%	(185)	62%	(383)	614
Something Else	8%	(33)	30%	(125)	63%	(266)	424
Religious Non-Protestant/Catholic	24%	(36)	34%	(51)	42%	(62)	148
Evangelical	15%	(87)	28%	(162)	57%	(333)	583
Non-Evangelical	12%	(86)	30%	(216)	58%	(423)	725
Community: Urban	18%	(118)	28%	(187)	54%	(361)	666
Community: Suburban	12%	(123)	31%	(305)	57%	(567)	996
Community: Rural	6%	(31)	29%	(155)	65%	(351)	538
Employ: Private Sector	20%	(134)	33%	(221)	48%	(323)	678
Employ: Government	26%	(28)	33%	(35)	40%	(43)	106
Employ: Self-Employed	13%	(28)	38%	(85)	49%	(109)	223
Employ: Homemaker	5%	(7)	24%	(33)	72%	(101)	140
Employ: Student	8%	(4)	23%	(13)	69%	(38)	55
Employ: Retired	8%	(40)	24%	(121)	68%	(343)	505
Employ: Unemployed	7%	(21)	28%	(86)	64%	(195)	303
Employ: Other	5%	(9)	28%	(53)	67%	(128)	190
Military HH: Yes	12%	(38)	30%	(93)	58%	(181)	313
Military HH: No	12%	(234)	29%	(555)	58%	(1099)	1887
RD/WT: Right Direction	18%	(165)	31%	(289)	51%	(465)	919
RD/WT: Wrong Track	8%	(107)	28%	(359)	64%	(815)	1281
Biden Job Approve	16%	(182)	31%	(352)	53%	(595)	1130
Biden Job Disapprove	9%	(85)	27%	(263)	64%	(620)	968
Biden Job Strongly Approve	21%	(120)	30%	(171)	49%	(282)	573
Biden Job Somewhat Approve	11%	(62)	33%	(181)	56%	(313)	557
Biden Job Somewhat Disapprove	8%	(23)	26%	(74)	66%	(190)	287
Biden Job Strongly Disapprove	9%	(61)	28%	(189)	63%	(430)	680

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Table MCSPdem1_6: *In general, what kind of fan do you consider yourself of the following?*

NHL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	12%	(272)	29%	(648)	58%	(1280)	2200
Favorable of Biden	15%	(166)	31%	(344)	54%	(603)	1113
Unfavorable of Biden	10%	(97)	29%	(281)	62%	(606)	984
Very Favorable of Biden	18%	(108)	28%	(166)	54%	(326)	600
Somewhat Favorable of Biden	11%	(57)	35%	(179)	54%	(278)	514
Somewhat Unfavorable of Biden	9%	(23)	28%	(76)	64%	(174)	273
Very Unfavorable of Biden	10%	(73)	29%	(205)	61%	(433)	711
#1 Issue: Economy	16%	(120)	31%	(232)	53%	(389)	741
#1 Issue: Security	10%	(41)	29%	(121)	61%	(252)	414
#1 Issue: Health Care	10%	(31)	33%	(97)	57%	(167)	296
#1 Issue: Medicare / Social Security	8%	(20)	24%	(65)	68%	(181)	266
#1 Issue: Women's Issues	9%	(13)	24%	(33)	67%	(93)	139
#1 Issue: Education	15%	(13)	36%	(31)	50%	(43)	87
#1 Issue: Energy	20%	(30)	28%	(41)	52%	(75)	146
#1 Issue: Other	5%	(5)	25%	(27)	71%	(79)	111
2020 Vote: Joe Biden	16%	(166)	30%	(305)	54%	(551)	1023
2020 Vote: Donald Trump	11%	(76)	31%	(214)	58%	(397)	687
2020 Vote: Other	12%	(8)	22%	(16)	67%	(48)	72
2020 Vote: Didn't Vote	5%	(21)	27%	(111)	68%	(281)	413
2018 House Vote: Democrat	17%	(133)	31%	(243)	52%	(408)	784
2018 House Vote: Republican	13%	(74)	31%	(174)	56%	(314)	562
2018 House Vote: Someone else	9%	(5)	28%	(16)	64%	(37)	58
2016 Vote: Hillary Clinton	17%	(124)	31%	(225)	52%	(385)	734
2016 Vote: Donald Trump	13%	(84)	31%	(203)	56%	(372)	659
2016 Vote: Other	10%	(10)	32%	(31)	58%	(57)	98
2016 Vote: Didn't Vote	8%	(53)	26%	(187)	66%	(465)	705
Voted in 2014: Yes	16%	(200)	31%	(398)	53%	(668)	1265
Voted in 2014: No	8%	(72)	27%	(250)	66%	(612)	935
4-Region: Northeast	17%	(68)	34%	(134)	49%	(191)	394
4-Region: Midwest	15%	(69)	29%	(133)	56%	(261)	462
4-Region: South	8%	(69)	25%	(206)	67%	(549)	824
4-Region: West	13%	(66)	34%	(174)	54%	(279)	520

Continued on next page

Table MCSPdem1_6: In general, what kind of fan do you consider yourself of the following?

NHL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	12%	(272)	29%	(648)	58%	(1280)	2200
Sports Fans	18%	(261)	38%	(574)	44%	(656)	1492
Avid Sports Fans	34%	(152)	37%	(164)	29%	(127)	443
Casual Sports Fans	10%	(109)	39%	(410)	50%	(529)	1049
NFL Fans	17%	(249)	38%	(563)	45%	(667)	1479
NBA Fans	20%	(216)	40%	(444)	40%	(443)	1103
WNBA Fans	26%	(152)	47%	(272)	27%	(157)	581
MLB Fans	20%	(242)	41%	(495)	39%	(469)	1206
NHL Fans	30%	(272)	70%	(648)	—	(0)	920
MLS Fans	29%	(179)	48%	(296)	22%	(137)	613
Formula 1 Fans	29%	(172)	44%	(266)	27%	(164)	602
IndyCar Fans	27%	(169)	44%	(282)	29%	(184)	636
NASCAR Fans	22%	(192)	39%	(349)	39%	(348)	890
PGA Tour Fans	28%	(180)	47%	(306)	25%	(165)	651
LPGA Tour Fans	32%	(144)	49%	(223)	20%	(90)	457
UFC Fans	22%	(181)	42%	(345)	35%	(287)	812
College Football Fans	19%	(229)	39%	(467)	42%	(505)	1202
College Basketball Fans	21%	(202)	42%	(404)	37%	(360)	965
Boxing Fans	20%	(185)	43%	(391)	37%	(333)	909
ATP Tour Fans	34%	(128)	48%	(180)	18%	(67)	374
WTA Tour Fans	34%	(132)	47%	(182)	18%	(70)	384
Esports Fans	26%	(160)	43%	(263)	31%	(186)	608
Sports Bettors	30%	(160)	40%	(217)	30%	(164)	541
Currently Owns or Holds Crypto	26%	(125)	35%	(168)	39%	(186)	479
Interested in Crypto	20%	(166)	36%	(304)	44%	(371)	841
Interested in Stocks	16%	(199)	35%	(424)	48%	(585)	1208
Casual Investor	13%	(70)	36%	(193)	51%	(277)	540
Curious Investor	15%	(86)	34%	(190)	51%	(291)	567
Active Investor	28%	(74)	30%	(80)	41%	(108)	262

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

Table MCSPdem1_7: In general, what kind of fan do you consider yourself of the following?
MLS

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(169)	20%	(444)	72%	(1587)	2200
Gender: Male	12%	(132)	27%	(282)	61%	(648)	1062
Gender: Female	3%	(38)	14%	(161)	83%	(939)	1138
Age: 18-34	12%	(77)	20%	(132)	68%	(446)	655
Age: 35-44	13%	(46)	24%	(87)	63%	(225)	358
Age: 45-64	5%	(40)	21%	(161)	73%	(550)	751
Age: 65+	2%	(7)	15%	(63)	84%	(365)	436
GenZers: 1997-2012	8%	(16)	14%	(27)	78%	(156)	199
Millennials: 1981-1996	14%	(96)	23%	(163)	63%	(443)	702
GenXers: 1965-1980	7%	(40)	24%	(128)	69%	(374)	542
Baby Boomers: 1946-1964	2%	(16)	16%	(113)	81%	(566)	696
PID: Dem (no lean)	11%	(99)	21%	(189)	68%	(613)	901
PID: Ind (no lean)	6%	(39)	18%	(122)	76%	(524)	685
PID: Rep (no lean)	5%	(30)	22%	(133)	73%	(450)	614
PID/Gender: Dem Men	17%	(73)	28%	(123)	55%	(237)	433
PID/Gender: Dem Women	6%	(26)	14%	(66)	80%	(376)	468
PID/Gender: Ind Men	10%	(33)	19%	(65)	71%	(239)	338
PID/Gender: Ind Women	2%	(6)	16%	(56)	82%	(285)	347
PID/Gender: Rep Men	9%	(25)	32%	(94)	59%	(172)	290
PID/Gender: Rep Women	2%	(6)	12%	(39)	86%	(279)	323
Ideo: Liberal (1-3)	10%	(74)	21%	(152)	68%	(488)	714
Ideo: Moderate (4)	9%	(54)	22%	(140)	69%	(434)	628
Ideo: Conservative (5-7)	6%	(38)	20%	(136)	74%	(498)	672
Educ: < College	5%	(76)	18%	(271)	77%	(1165)	1512
Educ: Bachelors degree	12%	(52)	27%	(118)	61%	(273)	444
Educ: Post-grad	17%	(41)	22%	(54)	61%	(149)	244
Income: Under 50k	5%	(61)	19%	(230)	76%	(934)	1224
Income: 50k-100k	8%	(54)	20%	(133)	71%	(461)	648
Income: 100k+	17%	(55)	25%	(81)	59%	(192)	328
Ethnicity: White	8%	(130)	20%	(339)	73%	(1253)	1722
Ethnicity: Hispanic	16%	(56)	24%	(83)	60%	(210)	349
Ethnicity: Black	8%	(21)	24%	(66)	68%	(187)	274

Continued on next page

Table MCSPdem1_7: In general, what kind of fan do you consider yourself of the following?

MLS

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(169)	20%	(444)	72%	(1587)	2200
Ethnicity: Other	9%	(18)	19%	(39)	72%	(146)	204
All Christian	9%	(87)	20%	(190)	70%	(657)	934
All Non-Christian	18%	(23)	35%	(45)	47%	(59)	127
Atheist	4%	(4)	8%	(9)	88%	(89)	101
Agnostic/Nothing in particular	4%	(27)	21%	(131)	74%	(456)	614
Something Else	7%	(29)	17%	(70)	77%	(325)	424
Religious Non-Protestant/Catholic	16%	(23)	32%	(47)	53%	(78)	148
Evangelical	12%	(71)	19%	(108)	69%	(403)	583
Non-Evangelical	5%	(36)	19%	(139)	76%	(550)	725
Community: Urban	15%	(97)	24%	(160)	61%	(409)	666
Community: Suburban	6%	(58)	20%	(201)	74%	(736)	996
Community: Rural	3%	(14)	15%	(82)	82%	(442)	538
Employ: Private Sector	13%	(91)	26%	(178)	60%	(409)	678
Employ: Government	15%	(16)	31%	(33)	54%	(58)	106
Employ: Self-Employed	16%	(35)	24%	(53)	61%	(136)	223
Employ: Homemaker	1%	(1)	14%	(19)	86%	(121)	140
Employ: Student	4%	(2)	13%	(7)	84%	(46)	55
Employ: Retired	2%	(9)	16%	(80)	82%	(416)	505
Employ: Unemployed	4%	(11)	15%	(45)	82%	(247)	303
Employ: Other	3%	(6)	15%	(29)	81%	(155)	190
Military HH: Yes	5%	(16)	22%	(69)	73%	(228)	313
Military HH: No	8%	(154)	20%	(375)	72%	(1358)	1887
RD/WT: Right Direction	13%	(118)	26%	(242)	61%	(559)	919
RD/WT: Wrong Track	4%	(52)	16%	(202)	80%	(1027)	1281
Biden Job Approve	11%	(128)	24%	(276)	64%	(726)	1130
Biden Job Disapprove	4%	(35)	16%	(153)	81%	(780)	968
Biden Job Strongly Approve	16%	(94)	27%	(157)	56%	(323)	573
Biden Job Somewhat Approve	6%	(34)	21%	(119)	72%	(403)	557
Biden Job Somewhat Disapprove	4%	(13)	15%	(43)	81%	(232)	287
Biden Job Strongly Disapprove	3%	(22)	16%	(110)	81%	(548)	680

Continued on next page

Table MCSPdem1_7: In general, what kind of fan do you consider yourself of the following?

MLS

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(169)	20%	(444)	72%	(1587)	2200
Favorable of Biden	10%	(113)	24%	(266)	66%	(734)	1113
Unfavorable of Biden	5%	(44)	17%	(168)	78%	(772)	984
Very Favorable of Biden	13%	(80)	24%	(145)	62%	(374)	600
Somewhat Favorable of Biden	6%	(33)	23%	(120)	70%	(360)	514
Somewhat Unfavorable of Biden	6%	(16)	19%	(51)	75%	(206)	273
Very Unfavorable of Biden	4%	(28)	16%	(117)	80%	(566)	711
#1 Issue: Economy	9%	(66)	22%	(160)	70%	(516)	741
#1 Issue: Security	4%	(16)	19%	(80)	77%	(318)	414
#1 Issue: Health Care	9%	(26)	22%	(65)	69%	(205)	296
#1 Issue: Medicare / Social Security	5%	(14)	15%	(39)	80%	(213)	266
#1 Issue: Women's Issues	8%	(11)	14%	(20)	78%	(108)	139
#1 Issue: Education	14%	(12)	27%	(24)	59%	(52)	87
#1 Issue: Energy	15%	(21)	23%	(33)	62%	(91)	146
#1 Issue: Other	3%	(4)	21%	(23)	76%	(85)	111
2020 Vote: Joe Biden	11%	(118)	22%	(223)	67%	(682)	1023
2020 Vote: Donald Trump	5%	(33)	21%	(147)	74%	(507)	687
2020 Vote: Other	—	(0)	21%	(15)	79%	(57)	72
2020 Vote: Didn't Vote	4%	(18)	14%	(58)	82%	(337)	413
2018 House Vote: Democrat	12%	(93)	23%	(182)	65%	(509)	784
2018 House Vote: Republican	5%	(27)	22%	(126)	73%	(410)	562
2018 House Vote: Someone else	3%	(1)	26%	(15)	71%	(41)	58
2016 Vote: Hillary Clinton	12%	(87)	23%	(167)	65%	(480)	734
2016 Vote: Donald Trump	5%	(32)	21%	(140)	74%	(486)	659
2016 Vote: Other	4%	(4)	25%	(24)	72%	(70)	98
2016 Vote: Didn't Vote	6%	(44)	16%	(112)	78%	(549)	705
Voted in 2014: Yes	8%	(107)	23%	(295)	68%	(864)	1265
Voted in 2014: No	7%	(63)	16%	(149)	77%	(723)	935
4-Region: Northeast	9%	(34)	24%	(96)	67%	(263)	394
4-Region: Midwest	7%	(33)	18%	(82)	75%	(348)	462
4-Region: South	6%	(50)	19%	(159)	75%	(615)	824
4-Region: West	10%	(53)	20%	(107)	69%	(361)	520

Continued on next page

Table MCSPdem1_7: In general, what kind of fan do you consider yourself of the following?
MLS

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(169)	20%	(444)	72%	(1587)	2200
Sports Fans	11%	(166)	28%	(411)	61%	(915)	1492
Avid Sports Fans	25%	(113)	35%	(154)	40%	(176)	443
Casual Sports Fans	5%	(53)	25%	(257)	70%	(739)	1049
NFL Fans	11%	(160)	27%	(403)	62%	(915)	1479
NBA Fans	13%	(145)	32%	(356)	55%	(601)	1103
WNBA Fans	21%	(125)	42%	(241)	37%	(215)	581
MLB Fans	13%	(160)	32%	(385)	55%	(660)	1206
NHL Fans	15%	(139)	37%	(337)	48%	(444)	920
MLS Fans	28%	(169)	72%	(444)	—	(0)	613
Formula 1 Fans	23%	(137)	39%	(236)	38%	(229)	602
IndyCar Fans	19%	(121)	36%	(232)	45%	(284)	636
NASCAR Fans	16%	(140)	31%	(275)	53%	(475)	890
PGA Tour Fans	19%	(126)	38%	(249)	42%	(276)	651
LPGA Tour Fans	25%	(114)	44%	(203)	31%	(140)	457
UFC Fans	16%	(132)	34%	(278)	50%	(403)	812
College Football Fans	13%	(159)	29%	(349)	58%	(694)	1202
College Basketball Fans	15%	(150)	33%	(316)	52%	(500)	965
Boxing Fans	15%	(135)	34%	(309)	51%	(464)	909
ATP Tour Fans	28%	(106)	48%	(178)	24%	(90)	374
WTA Tour Fans	30%	(114)	48%	(184)	23%	(87)	384
Esports Fans	23%	(137)	38%	(234)	39%	(238)	608
Sports Bettors	21%	(115)	37%	(201)	42%	(225)	541
Currently Owns or Holds Crypto	22%	(104)	32%	(152)	47%	(223)	479
Interested in Crypto	15%	(123)	30%	(253)	55%	(466)	841
Interested in Stocks	11%	(131)	25%	(304)	64%	(772)	1208
Casual Investor	8%	(42)	27%	(143)	66%	(355)	540
Curious Investor	10%	(57)	24%	(138)	66%	(373)	567
Active Investor	18%	(48)	27%	(70)	55%	(145)	262

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

Table MCSPdem1_8: In general, what kind of fan do you consider yourself of the following?
College football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	22%	(483)	33%	(718)	45%	(998)	2200
Gender: Male	34%	(357)	36%	(381)	31%	(324)	1062
Gender: Female	11%	(126)	30%	(338)	59%	(674)	1138
Age: 18-34	22%	(147)	31%	(205)	46%	(303)	655
Age: 35-44	30%	(108)	31%	(112)	39%	(138)	358
Age: 45-64	21%	(155)	34%	(253)	46%	(343)	751
Age: 65+	17%	(73)	34%	(149)	49%	(214)	436
GenZers: 1997-2012	19%	(38)	31%	(62)	50%	(100)	199
Millennials: 1981-1996	27%	(187)	31%	(217)	42%	(298)	702
GenXers: 1965-1980	22%	(120)	34%	(182)	44%	(240)	542
Baby Boomers: 1946-1964	18%	(127)	34%	(239)	47%	(330)	696
PID: Dem (no lean)	26%	(234)	31%	(278)	43%	(389)	901
PID: Ind (no lean)	16%	(113)	34%	(233)	50%	(340)	685
PID: Rep (no lean)	22%	(137)	34%	(207)	44%	(269)	614
PID/Gender: Dem Men	40%	(174)	35%	(152)	25%	(108)	433
PID/Gender: Dem Women	13%	(60)	27%	(127)	60%	(281)	468
PID/Gender: Ind Men	24%	(80)	37%	(126)	39%	(132)	338
PID/Gender: Ind Women	9%	(33)	31%	(106)	60%	(208)	347
PID/Gender: Rep Men	35%	(103)	35%	(103)	29%	(85)	290
PID/Gender: Rep Women	11%	(34)	32%	(105)	57%	(185)	323
Ideo: Liberal (1-3)	24%	(169)	32%	(231)	44%	(314)	714
Ideo: Moderate (4)	21%	(133)	34%	(213)	45%	(282)	628
Ideo: Conservative (5-7)	24%	(161)	33%	(221)	43%	(290)	672
Educ: < College	18%	(270)	32%	(483)	50%	(759)	1512
Educ: Bachelors degree	29%	(131)	33%	(148)	37%	(165)	444
Educ: Post-grad	34%	(83)	36%	(87)	30%	(74)	244
Income: Under 50k	19%	(227)	32%	(387)	50%	(610)	1224
Income: 50k-100k	22%	(143)	35%	(226)	43%	(278)	648
Income: 100k+	34%	(113)	32%	(105)	33%	(110)	328
Ethnicity: White	22%	(381)	33%	(564)	45%	(776)	1722
Ethnicity: Hispanic	25%	(89)	27%	(95)	47%	(166)	349
Ethnicity: Black	28%	(76)	34%	(92)	39%	(106)	274

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Table MCSPdem1_8: *In general, what kind of fan do you consider yourself of the following?*
College football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	22%	(483)	33%	(718)	45%	(998)	2200
Ethnicity: Other	13%	(26)	30%	(62)	57%	(116)	204
All Christian	27%	(248)	34%	(319)	39%	(367)	934
All Non-Christian	31%	(39)	36%	(45)	34%	(43)	127
Atheist	10%	(10)	25%	(26)	65%	(66)	101
Agnostic/Nothing in particular	15%	(94)	30%	(184)	55%	(336)	614
Something Else	22%	(92)	34%	(145)	44%	(187)	424
Religious Non-Protestant/Catholic	29%	(43)	37%	(55)	34%	(51)	148
Evangelical	32%	(184)	32%	(185)	37%	(213)	583
Non-Evangelical	20%	(143)	35%	(257)	45%	(325)	725
Community: Urban	27%	(180)	32%	(213)	41%	(273)	666
Community: Suburban	22%	(219)	32%	(315)	46%	(461)	996
Community: Rural	16%	(84)	35%	(191)	49%	(264)	538
Employ: Private Sector	27%	(182)	35%	(238)	38%	(258)	678
Employ: Government	40%	(42)	34%	(36)	27%	(28)	106
Employ: Self-Employed	31%	(69)	30%	(67)	39%	(87)	223
Employ: Homemaker	9%	(13)	30%	(43)	60%	(85)	140
Employ: Student	16%	(9)	34%	(19)	50%	(28)	55
Employ: Retired	18%	(92)	33%	(169)	48%	(244)	505
Employ: Unemployed	16%	(49)	30%	(91)	54%	(163)	303
Employ: Other	14%	(27)	30%	(56)	56%	(107)	190
Military HH: Yes	21%	(65)	36%	(112)	44%	(136)	313
Military HH: No	22%	(418)	32%	(607)	46%	(862)	1887
RD/WT: Right Direction	27%	(250)	35%	(319)	38%	(351)	919
RD/WT: Wrong Track	18%	(234)	31%	(400)	51%	(647)	1281
Biden Job Approve	25%	(283)	35%	(390)	40%	(457)	1130
Biden Job Disapprove	19%	(187)	30%	(295)	50%	(485)	968
Biden Job Strongly Approve	32%	(182)	34%	(192)	35%	(199)	573
Biden Job Somewhat Approve	18%	(101)	36%	(198)	46%	(258)	557
Biden Job Somewhat Disapprove	17%	(48)	30%	(86)	53%	(153)	287
Biden Job Strongly Disapprove	20%	(139)	31%	(209)	49%	(332)	680

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Table MCSPPdem1_8: *In general, what kind of fan do you consider yourself of the following?*
College football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	22%	(483)	33%	(718)	45%	(998)	2200
Favorable of Biden	24%	(265)	35%	(385)	42%	(464)	1113
Unfavorable of Biden	20%	(201)	31%	(302)	49%	(481)	984
Very Favorable of Biden	30%	(182)	32%	(190)	38%	(228)	600
Somewhat Favorable of Biden	16%	(83)	38%	(195)	46%	(236)	514
Somewhat Unfavorable of Biden	17%	(46)	33%	(89)	50%	(138)	273
Very Unfavorable of Biden	22%	(154)	30%	(213)	48%	(344)	711
#1 Issue: Economy	25%	(187)	33%	(248)	41%	(307)	741
#1 Issue: Security	19%	(77)	31%	(128)	51%	(209)	414
#1 Issue: Health Care	27%	(80)	29%	(87)	44%	(129)	296
#1 Issue: Medicare / Social Security	20%	(54)	36%	(95)	44%	(117)	266
#1 Issue: Women's Issues	11%	(15)	33%	(45)	57%	(79)	139
#1 Issue: Education	30%	(27)	32%	(28)	37%	(33)	87
#1 Issue: Energy	24%	(34)	36%	(52)	40%	(59)	146
#1 Issue: Other	9%	(10)	32%	(35)	59%	(66)	111
2020 Vote: Joe Biden	25%	(259)	32%	(331)	42%	(432)	1023
2020 Vote: Donald Trump	23%	(159)	34%	(233)	43%	(295)	687
2020 Vote: Other	10%	(7)	31%	(22)	59%	(43)	72
2020 Vote: Didn't Vote	14%	(58)	31%	(129)	55%	(227)	413
2018 House Vote: Democrat	28%	(222)	32%	(249)	40%	(313)	784
2018 House Vote: Republican	23%	(131)	37%	(207)	40%	(224)	562
2018 House Vote: Someone else	16%	(9)	31%	(18)	53%	(30)	58
2016 Vote: Hillary Clinton	28%	(208)	30%	(221)	42%	(305)	734
2016 Vote: Donald Trump	24%	(155)	36%	(239)	40%	(264)	659
2016 Vote: Other	14%	(14)	37%	(36)	49%	(48)	98
2016 Vote: Didn't Vote	15%	(104)	31%	(220)	54%	(381)	705
Voted in 2014: Yes	27%	(344)	33%	(421)	40%	(500)	1265
Voted in 2014: No	15%	(139)	32%	(297)	53%	(498)	935
4-Region: Northeast	15%	(57)	33%	(128)	53%	(208)	394
4-Region: Midwest	25%	(114)	34%	(157)	41%	(191)	462
4-Region: South	25%	(203)	34%	(276)	42%	(345)	824
4-Region: West	21%	(109)	30%	(157)	49%	(254)	520

Continued on next page

Table MCSPdem1_8: In general, what kind of fan do you consider yourself of the following?
College football

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	22%	(483)	33%	(718)	45%	(998)	2200
Sports Fans	31%	(464)	41%	(619)	27%	(409)	1492
Avid Sports Fans	63%	(280)	29%	(127)	8%	(37)	443
Casual Sports Fans	18%	(184)	47%	(492)	36%	(373)	1049
NFL Fans	31%	(458)	42%	(619)	27%	(401)	1479
NBA Fans	35%	(387)	41%	(456)	24%	(260)	1103
WNBA Fans	43%	(249)	42%	(245)	15%	(87)	581
MLB Fans	33%	(393)	41%	(494)	26%	(319)	1206
NHL Fans	34%	(309)	42%	(388)	24%	(223)	920
MLS Fans	42%	(256)	41%	(252)	17%	(105)	613
Formula 1 Fans	40%	(241)	39%	(237)	21%	(124)	602
IndyCar Fans	41%	(258)	39%	(249)	20%	(129)	636
NASCAR Fans	36%	(320)	39%	(343)	26%	(227)	890
PGA Tour Fans	43%	(277)	43%	(278)	15%	(95)	651
LPGA Tour Fans	46%	(212)	42%	(193)	11%	(52)	457
UFC Fans	35%	(283)	39%	(313)	27%	(216)	812
College Football Fans	40%	(483)	60%	(718)	—	(0)	1202
College Basketball Fans	43%	(418)	48%	(465)	9%	(82)	965
Boxing Fans	34%	(306)	39%	(352)	28%	(251)	909
ATP Tour Fans	48%	(180)	41%	(152)	11%	(42)	374
WTA Tour Fans	49%	(189)	43%	(164)	8%	(32)	384
Esports Fans	42%	(258)	37%	(224)	21%	(126)	608
Sports Bettors	50%	(269)	37%	(202)	13%	(70)	541
Currently Owns or Holds Crypto	38%	(181)	35%	(168)	27%	(129)	479
Interested in Crypto	30%	(251)	37%	(313)	33%	(277)	841
Interested in Stocks	28%	(335)	35%	(429)	37%	(445)	1208
Casual Investor	25%	(136)	35%	(188)	40%	(215)	540
Curious Investor	27%	(155)	35%	(198)	38%	(214)	567
Active Investor	36%	(94)	33%	(87)	31%	(82)	262

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

Table MCSPdem1_9: *In general, what kind of fan do you consider yourself of the following?*
College basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	16%	(357)	28%	(608)	56%	(1235)	2200
Gender: Male	26%	(278)	32%	(343)	42%	(442)	1062
Gender: Female	7%	(80)	23%	(265)	70%	(793)	1138
Age: 18-34	17%	(112)	29%	(187)	54%	(356)	655
Age: 35-44	23%	(82)	30%	(107)	47%	(168)	358
Age: 45-64	14%	(107)	28%	(209)	58%	(435)	751
Age: 65+	13%	(56)	24%	(105)	63%	(276)	436
GenZers: 1997-2012	13%	(26)	30%	(60)	57%	(114)	199
Millennials: 1981-1996	21%	(145)	29%	(201)	51%	(356)	702
GenXers: 1965-1980	17%	(90)	30%	(161)	54%	(291)	542
Baby Boomers: 1946-1964	12%	(83)	25%	(174)	63%	(438)	696
PID: Dem (no lean)	20%	(185)	28%	(250)	52%	(467)	901
PID: Ind (no lean)	11%	(77)	26%	(181)	62%	(427)	685
PID: Rep (no lean)	16%	(96)	29%	(177)	56%	(341)	614
PID/Gender: Dem Men	31%	(135)	35%	(152)	34%	(146)	433
PID/Gender: Dem Women	11%	(50)	21%	(98)	68%	(320)	468
PID/Gender: Ind Men	20%	(69)	28%	(96)	51%	(173)	338
PID/Gender: Ind Women	2%	(8)	24%	(85)	73%	(254)	347
PID/Gender: Rep Men	25%	(74)	33%	(94)	42%	(122)	290
PID/Gender: Rep Women	7%	(22)	26%	(83)	68%	(219)	323
Ideo: Liberal (1-3)	19%	(139)	27%	(195)	53%	(380)	714
Ideo: Moderate (4)	15%	(97)	28%	(176)	57%	(356)	628
Ideo: Conservative (5-7)	16%	(110)	29%	(193)	55%	(369)	672
Educ: < College	12%	(181)	26%	(396)	62%	(935)	1512
Educ: Bachelors degree	23%	(101)	30%	(135)	47%	(208)	444
Educ: Post-grad	31%	(76)	32%	(77)	38%	(92)	244
Income: Under 50k	12%	(153)	27%	(328)	61%	(744)	1224
Income: 50k-100k	17%	(110)	28%	(184)	55%	(354)	648
Income: 100k+	29%	(95)	29%	(96)	42%	(137)	328
Ethnicity: White	16%	(269)	27%	(461)	58%	(991)	1722
Ethnicity: Hispanic	23%	(81)	25%	(86)	52%	(183)	349
Ethnicity: Black	23%	(63)	37%	(101)	40%	(110)	274

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Table MCSPdem1_9: *In general, what kind of fan do you consider yourself of the following?*
College basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	16%	(357)	28%	(608)	56%	(1235)	2200
Ethnicity: Other	12%	(25)	22%	(45)	66%	(134)	204
All Christian	20%	(185)	29%	(272)	51%	(477)	934
All Non-Christian	31%	(39)	34%	(43)	36%	(45)	127
Atheist	5%	(5)	16%	(16)	79%	(80)	101
Agnostic/Nothing in particular	11%	(67)	24%	(150)	65%	(397)	614
Something Else	15%	(62)	30%	(127)	55%	(235)	424
Religious Non-Protestant/Catholic	27%	(41)	34%	(50)	39%	(58)	148
Evangelical	23%	(134)	31%	(178)	46%	(270)	583
Non-Evangelical	14%	(103)	28%	(201)	58%	(421)	725
Community: Urban	22%	(146)	30%	(199)	48%	(321)	666
Community: Suburban	16%	(161)	26%	(263)	57%	(571)	996
Community: Rural	9%	(50)	27%	(145)	64%	(343)	538
Employ: Private Sector	22%	(150)	30%	(205)	48%	(323)	678
Employ: Government	34%	(36)	34%	(37)	32%	(34)	106
Employ: Self-Employed	21%	(47)	30%	(66)	49%	(110)	223
Employ: Homemaker	7%	(9)	21%	(29)	72%	(102)	140
Employ: Student	5%	(3)	40%	(22)	55%	(30)	55
Employ: Retired	12%	(61)	25%	(124)	63%	(320)	505
Employ: Unemployed	11%	(34)	26%	(79)	63%	(190)	303
Employ: Other	9%	(18)	24%	(46)	66%	(126)	190
Military HH: Yes	16%	(51)	25%	(80)	58%	(183)	313
Military HH: No	16%	(307)	28%	(528)	56%	(1052)	1887
RD/WT: Right Direction	23%	(212)	29%	(267)	48%	(440)	919
RD/WT: Wrong Track	11%	(145)	27%	(341)	62%	(795)	1281
Biden Job Approve	20%	(229)	29%	(333)	50%	(568)	1130
Biden Job Disapprove	12%	(115)	25%	(244)	63%	(608)	968
Biden Job Strongly Approve	25%	(144)	30%	(169)	45%	(260)	573
Biden Job Somewhat Approve	15%	(85)	29%	(164)	55%	(308)	557
Biden Job Somewhat Disapprove	11%	(31)	25%	(73)	64%	(183)	287
Biden Job Strongly Disapprove	12%	(84)	25%	(171)	63%	(425)	680

Continued on next page

Table MCSPdem1_9: *In general, what kind of fan do you consider yourself of the following?*
College basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	16%	(357)	28%	(608)	56%	(1235)	2200
Favorable of Biden	19%	(213)	29%	(328)	51%	(573)	1113
Unfavorable of Biden	13%	(131)	26%	(252)	61%	(601)	984
Very Favorable of Biden	24%	(142)	29%	(171)	48%	(286)	600
Somewhat Favorable of Biden	14%	(70)	30%	(157)	56%	(287)	514
Somewhat Unfavorable of Biden	14%	(38)	27%	(74)	59%	(161)	273
Very Unfavorable of Biden	13%	(93)	25%	(177)	62%	(440)	711
#1 Issue: Economy	18%	(135)	31%	(226)	51%	(380)	741
#1 Issue: Security	13%	(56)	24%	(99)	63%	(259)	414
#1 Issue: Health Care	19%	(58)	30%	(89)	50%	(149)	296
#1 Issue: Medicare / Social Security	13%	(34)	29%	(76)	59%	(156)	266
#1 Issue: Women's Issues	8%	(11)	27%	(38)	64%	(89)	139
#1 Issue: Education	23%	(20)	30%	(27)	46%	(40)	87
#1 Issue: Energy	22%	(32)	22%	(32)	56%	(82)	146
#1 Issue: Other	11%	(12)	19%	(21)	70%	(78)	111
2020 Vote: Joe Biden	20%	(208)	28%	(289)	51%	(526)	1023
2020 Vote: Donald Trump	15%	(104)	29%	(202)	55%	(381)	687
2020 Vote: Other	14%	(10)	18%	(13)	68%	(49)	72
2020 Vote: Didn't Vote	9%	(36)	24%	(100)	67%	(277)	413
2018 House Vote: Democrat	22%	(174)	29%	(228)	49%	(382)	784
2018 House Vote: Republican	17%	(94)	30%	(166)	54%	(302)	562
2018 House Vote: Someone else	9%	(5)	19%	(11)	71%	(41)	58
2016 Vote: Hillary Clinton	22%	(160)	28%	(207)	50%	(367)	734
2016 Vote: Donald Trump	16%	(104)	29%	(191)	55%	(363)	659
2016 Vote: Other	16%	(16)	26%	(26)	58%	(56)	98
2016 Vote: Didn't Vote	11%	(75)	26%	(182)	64%	(448)	705
Voted in 2014: Yes	21%	(259)	29%	(365)	51%	(641)	1265
Voted in 2014: No	10%	(98)	26%	(243)	64%	(594)	935
4-Region: Northeast	14%	(56)	26%	(104)	59%	(233)	394
4-Region: Midwest	15%	(70)	32%	(148)	53%	(244)	462
4-Region: South	17%	(143)	27%	(223)	56%	(458)	824
4-Region: West	17%	(88)	26%	(133)	58%	(299)	520

Continued on next page

Table MCSPdem1_9: In general, what kind of fan do you consider yourself of the following?

College basketball

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	16%	(357)	28%	(608)	56%	(1235)	2200
Sports Fans	23%	(343)	37%	(556)	40%	(593)	1492
Avid Sports Fans	50%	(222)	36%	(161)	14%	(61)	443
Casual Sports Fans	12%	(121)	38%	(395)	51%	(532)	1049
NFL Fans	23%	(338)	36%	(537)	41%	(603)	1479
NBA Fans	28%	(313)	44%	(485)	28%	(305)	1103
WNBA Fans	40%	(231)	44%	(257)	16%	(93)	581
MLB Fans	26%	(308)	37%	(446)	37%	(452)	1206
NHL Fans	27%	(251)	39%	(355)	34%	(315)	920
MLS Fans	34%	(210)	42%	(255)	24%	(148)	613
Formula 1 Fans	33%	(202)	37%	(221)	30%	(179)	602
IndyCar Fans	33%	(212)	37%	(236)	29%	(187)	636
NASCAR Fans	27%	(244)	34%	(305)	38%	(341)	890
PGA Tour Fans	38%	(246)	41%	(264)	22%	(140)	651
LPGA Tour Fans	41%	(188)	41%	(185)	18%	(83)	457
UFC Fans	28%	(224)	37%	(302)	35%	(287)	812
College Football Fans	29%	(346)	45%	(537)	27%	(319)	1202
College Basketball Fans	37%	(357)	63%	(608)	—	(0)	965
Boxing Fans	28%	(258)	35%	(318)	37%	(332)	909
ATP Tour Fans	45%	(168)	43%	(162)	12%	(44)	374
WTA Tour Fans	48%	(184)	42%	(160)	11%	(41)	384
Esports Fans	33%	(202)	41%	(250)	26%	(157)	608
Sports Bettors	39%	(212)	41%	(221)	20%	(108)	541
Currently Owns or Holds Crypto	32%	(151)	34%	(162)	35%	(166)	479
Interested in Crypto	24%	(206)	35%	(297)	40%	(339)	841
Interested in Stocks	21%	(252)	34%	(407)	45%	(548)	1208
Casual Investor	17%	(93)	32%	(171)	51%	(276)	540
Curious Investor	21%	(119)	33%	(187)	46%	(262)	567
Active Investor	31%	(82)	33%	(87)	36%	(94)	262

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

Table MCSPdem1_10: *In general, what kind of fan do you consider yourself of the following?*

Formula 1

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(181)	19%	(421)	73%	(1598)	2200
Gender: Male	14%	(150)	25%	(264)	61%	(648)	1062
Gender: Female	3%	(31)	14%	(157)	84%	(950)	1138
Age: 18-34	12%	(78)	19%	(126)	69%	(451)	655
Age: 35-44	14%	(50)	22%	(79)	64%	(229)	358
Age: 45-64	6%	(42)	20%	(152)	74%	(557)	751
Age: 65+	3%	(11)	15%	(65)	83%	(360)	436
GenZers: 1997-2012	8%	(15)	15%	(29)	78%	(155)	199
Millennials: 1981-1996	15%	(103)	22%	(152)	64%	(447)	702
GenXers: 1965-1980	6%	(33)	19%	(105)	75%	(404)	542
Baby Boomers: 1946-1964	4%	(29)	18%	(125)	78%	(542)	696
PID: Dem (no lean)	11%	(95)	19%	(170)	71%	(636)	901
PID: Ind (no lean)	6%	(43)	17%	(118)	77%	(524)	685
PID: Rep (no lean)	7%	(42)	22%	(134)	71%	(438)	614
PID/Gender: Dem Men	19%	(83)	25%	(110)	56%	(241)	433
PID/Gender: Dem Women	3%	(12)	13%	(60)	84%	(395)	468
PID/Gender: Ind Men	10%	(35)	19%	(65)	70%	(238)	338
PID/Gender: Ind Women	2%	(9)	15%	(52)	82%	(286)	347
PID/Gender: Rep Men	11%	(33)	31%	(89)	58%	(169)	290
PID/Gender: Rep Women	3%	(10)	14%	(45)	83%	(269)	323
Ideo: Liberal (1-3)	11%	(75)	18%	(129)	71%	(510)	714
Ideo: Moderate (4)	7%	(43)	22%	(137)	71%	(448)	628
Ideo: Conservative (5-7)	9%	(60)	21%	(139)	70%	(474)	672
Educ: < College	5%	(82)	18%	(273)	77%	(1158)	1512
Educ: Bachelors degree	14%	(63)	22%	(99)	64%	(282)	444
Educ: Post-grad	15%	(36)	20%	(50)	65%	(158)	244
Income: Under 50k	5%	(66)	18%	(214)	77%	(943)	1224
Income: 50k-100k	9%	(59)	20%	(127)	71%	(463)	648
Income: 100k+	17%	(56)	25%	(81)	58%	(192)	328
Ethnicity: White	9%	(148)	19%	(330)	72%	(1243)	1722
Ethnicity: Hispanic	12%	(40)	22%	(79)	66%	(230)	349
Ethnicity: Black	6%	(17)	20%	(54)	74%	(203)	274

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Table MCSPdem1_10: *In general, what kind of fan do you consider yourself of the following?*
Formula 1

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(181)	19%	(421)	73%	(1598)	2200
Ethnicity: Other	7%	(15)	18%	(37)	75%	(152)	204
All Christian	10%	(91)	22%	(202)	69%	(641)	934
All Non-Christian	21%	(27)	33%	(42)	46%	(58)	127
Atheist	6%	(6)	13%	(13)	81%	(83)	101
Agnostic/Nothing in particular	5%	(29)	15%	(91)	80%	(493)	614
Something Else	6%	(27)	17%	(74)	76%	(323)	424
Religious Non-Protestant/Catholic	19%	(28)	30%	(44)	51%	(76)	148
Evangelical	13%	(75)	22%	(127)	65%	(381)	583
Non-Evangelical	4%	(32)	20%	(143)	76%	(550)	725
Community: Urban	15%	(100)	20%	(131)	65%	(435)	666
Community: Suburban	6%	(63)	20%	(200)	74%	(733)	996
Community: Rural	3%	(18)	17%	(90)	80%	(430)	538
Employ: Private Sector	14%	(94)	24%	(163)	62%	(421)	678
Employ: Government	17%	(18)	23%	(24)	60%	(64)	106
Employ: Self-Employed	12%	(26)	26%	(57)	63%	(140)	223
Employ: Homemaker	2%	(3)	11%	(15)	87%	(122)	140
Employ: Student	2%	(1)	15%	(9)	83%	(46)	55
Employ: Retired	4%	(18)	17%	(86)	80%	(401)	505
Employ: Unemployed	5%	(15)	12%	(37)	83%	(250)	303
Employ: Other	3%	(5)	16%	(31)	81%	(154)	190
Military HH: Yes	6%	(18)	22%	(68)	72%	(226)	313
Military HH: No	9%	(162)	19%	(353)	73%	(1372)	1887
RD/WT: Right Direction	13%	(118)	21%	(191)	66%	(610)	919
RD/WT: Wrong Track	5%	(63)	18%	(230)	77%	(988)	1281
Biden Job Approve	10%	(118)	20%	(223)	70%	(789)	1130
Biden Job Disapprove	6%	(57)	19%	(183)	75%	(727)	968
Biden Job Strongly Approve	15%	(83)	21%	(119)	65%	(371)	573
Biden Job Somewhat Approve	6%	(35)	19%	(104)	75%	(418)	557
Biden Job Somewhat Disapprove	5%	(14)	20%	(56)	75%	(217)	287
Biden Job Strongly Disapprove	6%	(43)	19%	(126)	75%	(511)	680

Continued on next page

Table MCSPdem1_10: *In general, what kind of fan do you consider yourself of the following?*

Formula 1

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(181)	19%	(421)	73%	(1598)	2200
Favorable of Biden	10%	(109)	20%	(223)	70%	(781)	1113
Unfavorable of Biden	6%	(62)	19%	(188)	75%	(734)	984
Very Favorable of Biden	13%	(78)	20%	(121)	67%	(401)	600
Somewhat Favorable of Biden	6%	(30)	20%	(103)	74%	(381)	514
Somewhat Unfavorable of Biden	5%	(15)	21%	(58)	73%	(201)	273
Very Unfavorable of Biden	7%	(47)	18%	(130)	75%	(534)	711
#1 Issue: Economy	9%	(65)	23%	(169)	68%	(508)	741
#1 Issue: Security	7%	(31)	21%	(88)	71%	(295)	414
#1 Issue: Health Care	9%	(27)	18%	(54)	72%	(214)	296
#1 Issue: Medicare / Social Security	5%	(13)	14%	(37)	81%	(216)	266
#1 Issue: Women's Issues	6%	(8)	12%	(17)	82%	(114)	139
#1 Issue: Education	10%	(9)	25%	(22)	65%	(57)	87
#1 Issue: Energy	16%	(23)	16%	(24)	68%	(99)	146
#1 Issue: Other	4%	(4)	10%	(11)	86%	(96)	111
2020 Vote: Joe Biden	10%	(106)	19%	(195)	71%	(721)	1023
2020 Vote: Donald Trump	8%	(52)	22%	(149)	71%	(486)	687
2020 Vote: Other	4%	(3)	20%	(14)	76%	(55)	72
2020 Vote: Didn't Vote	5%	(20)	15%	(61)	80%	(332)	413
2018 House Vote: Democrat	11%	(88)	19%	(151)	70%	(545)	784
2018 House Vote: Republican	8%	(46)	23%	(132)	68%	(384)	562
2018 House Vote: Someone else	6%	(3)	22%	(13)	73%	(42)	58
2016 Vote: Hillary Clinton	11%	(82)	18%	(135)	70%	(517)	734
2016 Vote: Donald Trump	8%	(50)	24%	(160)	68%	(448)	659
2016 Vote: Other	5%	(5)	15%	(15)	80%	(78)	98
2016 Vote: Didn't Vote	6%	(41)	16%	(111)	78%	(553)	705
Voted in 2014: Yes	10%	(126)	21%	(268)	69%	(871)	1265
Voted in 2014: No	6%	(54)	16%	(153)	78%	(727)	935
4-Region: Northeast	9%	(36)	21%	(81)	70%	(276)	394
4-Region: Midwest	6%	(28)	17%	(79)	77%	(355)	462
4-Region: South	7%	(54)	19%	(160)	74%	(610)	824
4-Region: West	12%	(62)	20%	(102)	69%	(356)	520

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Table MCSPdem1_10: In general, what kind of fan do you consider yourself of the following?

Formula 1

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	8%	(181)	19%	(421)	73%	(1598)	2200
Sports Fans	11%	(171)	24%	(362)	64%	(958)	1492
Avid Sports Fans	25%	(111)	28%	(124)	47%	(208)	443
Casual Sports Fans	6%	(61)	23%	(238)	72%	(750)	1049
NFL Fans	11%	(165)	24%	(356)	65%	(957)	1479
NBA Fans	14%	(154)	26%	(288)	60%	(662)	1103
WNBA Fans	22%	(128)	34%	(195)	44%	(258)	581
MLB Fans	13%	(153)	27%	(321)	61%	(732)	1206
NHL Fans	17%	(156)	31%	(282)	52%	(482)	920
MLS Fans	23%	(142)	38%	(232)	39%	(240)	613
Formula 1 Fans	30%	(181)	70%	(421)	—	(0)	602
IndyCar Fans	24%	(154)	48%	(308)	27%	(174)	636
NASCAR Fans	17%	(153)	39%	(343)	44%	(394)	890
PGA Tour Fans	22%	(144)	35%	(227)	43%	(280)	651
LPGA Tour Fans	27%	(125)	39%	(179)	33%	(153)	457
UFC Fans	18%	(145)	31%	(254)	51%	(413)	812
College Football Fans	13%	(158)	27%	(320)	60%	(724)	1202
College Basketball Fans	16%	(154)	28%	(268)	56%	(542)	965
Boxing Fans	16%	(147)	30%	(273)	54%	(488)	909
ATP Tour Fans	31%	(118)	42%	(156)	27%	(100)	374
WTA Tour Fans	31%	(121)	39%	(149)	30%	(114)	384
Esports Fans	24%	(144)	36%	(220)	40%	(245)	608
Sports Bettors	22%	(120)	33%	(181)	44%	(239)	541
Currently Owns or Holds Crypto	24%	(115)	30%	(141)	47%	(223)	479
Interested in Crypto	16%	(135)	28%	(240)	56%	(467)	841
Interested in Stocks	12%	(145)	22%	(268)	66%	(795)	1208
Casual Investor	8%	(42)	23%	(122)	70%	(376)	540
Curious Investor	10%	(55)	23%	(131)	67%	(381)	567
Active Investor	23%	(61)	24%	(64)	52%	(137)	262

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

Table MCSPdem1_11: *In general, what kind of fan do you consider yourself of the following?*

IndyCar

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(163)	21%	(473)	71%	(1564)	2200
Gender: Male	11%	(118)	27%	(292)	61%	(652)	1062
Gender: Female	4%	(45)	16%	(181)	80%	(912)	1138
Age: 18-34	8%	(54)	19%	(122)	73%	(479)	655
Age: 35-44	12%	(42)	23%	(81)	66%	(235)	358
Age: 45-64	7%	(52)	23%	(172)	70%	(528)	751
Age: 65+	4%	(16)	22%	(97)	74%	(323)	436
GenZers: 1997-2012	5%	(10)	14%	(29)	81%	(161)	199
Millennials: 1981-1996	11%	(74)	22%	(157)	67%	(470)	702
GenXers: 1965-1980	7%	(40)	22%	(119)	71%	(383)	542
Baby Boomers: 1946-1964	6%	(39)	22%	(155)	72%	(503)	696
PID: Dem (no lean)	8%	(74)	20%	(182)	72%	(645)	901
PID: Ind (no lean)	5%	(35)	20%	(134)	75%	(516)	685
PID: Rep (no lean)	9%	(54)	25%	(156)	66%	(403)	614
PID/Gender: Dem Men	13%	(57)	26%	(112)	61%	(265)	433
PID/Gender: Dem Women	4%	(17)	15%	(71)	81%	(381)	468
PID/Gender: Ind Men	7%	(24)	24%	(82)	69%	(233)	338
PID/Gender: Ind Women	3%	(12)	15%	(53)	81%	(283)	347
PID/Gender: Rep Men	13%	(37)	34%	(98)	53%	(155)	290
PID/Gender: Rep Women	5%	(17)	18%	(58)	77%	(249)	323
Ideo: Liberal (1-3)	8%	(59)	19%	(134)	73%	(521)	714
Ideo: Moderate (4)	7%	(44)	22%	(139)	71%	(446)	628
Ideo: Conservative (5-7)	8%	(56)	26%	(173)	66%	(443)	672
Educ: < College	6%	(90)	21%	(316)	73%	(1106)	1512
Educ: Bachelors degree	11%	(49)	24%	(105)	65%	(290)	444
Educ: Post-grad	10%	(24)	21%	(52)	69%	(168)	244
Income: Under 50k	6%	(76)	22%	(264)	72%	(884)	1224
Income: 50k-100k	7%	(47)	22%	(140)	71%	(461)	648
Income: 100k+	12%	(40)	21%	(68)	67%	(220)	328
Ethnicity: White	8%	(130)	22%	(383)	70%	(1208)	1722
Ethnicity: Hispanic	11%	(38)	21%	(72)	69%	(240)	349
Ethnicity: Black	8%	(22)	21%	(57)	71%	(195)	274

Continued on next page

Table MCSPdem1_11: *In general, what kind of fan do you consider yourself of the following?*

IndyCar

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(163)	21%	(473)	71%	(1564)	2200
Ethnicity: Other	6%	(11)	16%	(32)	79%	(161)	204
All Christian	8%	(78)	26%	(240)	66%	(616)	934
All Non-Christian	13%	(16)	33%	(42)	54%	(69)	127
Atheist	4%	(4)	11%	(11)	84%	(86)	101
Agnostic/Nothing in particular	6%	(37)	15%	(90)	79%	(487)	614
Something Else	7%	(28)	21%	(89)	72%	(307)	424
Religious Non-Protestant/Catholic	11%	(16)	31%	(47)	58%	(85)	148
Evangelical	10%	(60)	29%	(170)	60%	(352)	583
Non-Evangelical	6%	(41)	20%	(145)	74%	(539)	725
Community: Urban	13%	(84)	22%	(146)	65%	(436)	666
Community: Suburban	6%	(56)	21%	(210)	73%	(730)	996
Community: Rural	4%	(22)	22%	(117)	74%	(399)	538
Employ: Private Sector	11%	(78)	22%	(152)	66%	(448)	678
Employ: Government	12%	(13)	29%	(31)	59%	(63)	106
Employ: Self-Employed	12%	(27)	27%	(60)	61%	(135)	223
Employ: Homemaker	3%	(4)	12%	(17)	85%	(120)	140
Employ: Student	—	(0)	11%	(6)	89%	(49)	55
Employ: Retired	5%	(26)	23%	(116)	72%	(363)	505
Employ: Unemployed	3%	(9)	19%	(57)	78%	(237)	303
Employ: Other	3%	(6)	18%	(34)	79%	(150)	190
Military HH: Yes	7%	(21)	25%	(79)	68%	(213)	313
Military HH: No	8%	(142)	21%	(394)	72%	(1351)	1887
RD/WT: Right Direction	11%	(98)	23%	(211)	66%	(610)	919
RD/WT: Wrong Track	5%	(65)	20%	(262)	74%	(954)	1281
Biden Job Approve	9%	(99)	21%	(238)	70%	(792)	1130
Biden Job Disapprove	6%	(59)	22%	(211)	72%	(698)	968
Biden Job Strongly Approve	13%	(73)	22%	(128)	65%	(372)	573
Biden Job Somewhat Approve	5%	(26)	20%	(111)	75%	(420)	557
Biden Job Somewhat Disapprove	3%	(10)	23%	(66)	74%	(212)	287
Biden Job Strongly Disapprove	7%	(49)	21%	(145)	71%	(486)	680

Continued on next page

Table MCSPdem1_11: *In general, what kind of fan do you consider yourself of the following?*

IndyCar

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(163)	21%	(473)	71%	(1564)	2200
Favorable of Biden	8%	(84)	22%	(241)	71%	(788)	1113
Unfavorable of Biden	7%	(66)	22%	(218)	71%	(700)	984
Very Favorable of Biden	9%	(53)	23%	(138)	68%	(409)	600
Somewhat Favorable of Biden	6%	(31)	20%	(104)	74%	(379)	514
Somewhat Unfavorable of Biden	5%	(13)	23%	(63)	72%	(198)	273
Very Unfavorable of Biden	7%	(53)	22%	(156)	71%	(502)	711
#1 Issue: Economy	6%	(46)	24%	(177)	70%	(518)	741
#1 Issue: Security	9%	(39)	25%	(102)	66%	(272)	414
#1 Issue: Health Care	7%	(20)	22%	(64)	72%	(212)	296
#1 Issue: Medicare / Social Security	7%	(19)	20%	(54)	72%	(193)	266
#1 Issue: Women's Issues	3%	(4)	10%	(14)	86%	(120)	139
#1 Issue: Education	11%	(9)	24%	(21)	65%	(57)	87
#1 Issue: Energy	14%	(21)	17%	(25)	68%	(100)	146
#1 Issue: Other	4%	(4)	13%	(15)	83%	(92)	111
2020 Vote: Joe Biden	8%	(82)	19%	(195)	73%	(745)	1023
2020 Vote: Donald Trump	8%	(52)	26%	(181)	66%	(454)	687
2020 Vote: Other	5%	(4)	22%	(16)	73%	(53)	72
2020 Vote: Didn't Vote	6%	(25)	19%	(79)	75%	(309)	413
2018 House Vote: Democrat	9%	(70)	20%	(161)	71%	(554)	784
2018 House Vote: Republican	8%	(44)	28%	(157)	64%	(361)	562
2018 House Vote: Someone else	8%	(4)	16%	(9)	77%	(44)	58
2016 Vote: Hillary Clinton	9%	(65)	20%	(150)	71%	(519)	734
2016 Vote: Donald Trump	8%	(52)	28%	(184)	64%	(423)	659
2016 Vote: Other	5%	(5)	13%	(13)	82%	(80)	98
2016 Vote: Didn't Vote	6%	(39)	18%	(125)	77%	(541)	705
Voted in 2014: Yes	9%	(111)	25%	(311)	67%	(844)	1265
Voted in 2014: No	6%	(52)	17%	(162)	77%	(721)	935
4-Region: Northeast	5%	(18)	23%	(92)	72%	(283)	394
4-Region: Midwest	7%	(31)	23%	(107)	70%	(324)	462
4-Region: South	7%	(57)	21%	(169)	73%	(598)	824
4-Region: West	11%	(57)	20%	(104)	69%	(359)	520

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Table MCSPdem1_11: In general, what kind of fan do you consider yourself of the following?

IndyCar

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	7%	(163)	21%	(473)	71%	(1564)	2200
Sports Fans	10%	(155)	28%	(411)	62%	(926)	1492
Avid Sports Fans	19%	(85)	31%	(136)	50%	(222)	443
Casual Sports Fans	7%	(70)	26%	(275)	67%	(704)	1049
NFL Fans	10%	(154)	27%	(397)	63%	(928)	1479
NBA Fans	12%	(135)	29%	(315)	59%	(653)	1103
WNBA Fans	18%	(104)	38%	(223)	44%	(254)	581
MLB Fans	11%	(138)	28%	(343)	60%	(725)	1206
NHL Fans	15%	(136)	34%	(315)	51%	(468)	920
MLS Fans	20%	(121)	38%	(231)	43%	(261)	613
Formula 1 Fans	24%	(144)	53%	(318)	23%	(140)	602
IndyCar Fans	26%	(163)	74%	(473)	—	(0)	636
NASCAR Fans	17%	(148)	45%	(405)	38%	(337)	890
PGA Tour Fans	19%	(122)	41%	(265)	41%	(264)	651
LPGA Tour Fans	23%	(104)	46%	(209)	32%	(144)	457
UFC Fans	15%	(118)	33%	(264)	53%	(430)	812
College Football Fans	12%	(141)	30%	(366)	58%	(695)	1202
College Basketball Fans	14%	(133)	33%	(316)	54%	(517)	965
Boxing Fans	14%	(130)	32%	(286)	54%	(493)	909
ATP Tour Fans	25%	(93)	45%	(169)	30%	(112)	374
WTA Tour Fans	25%	(98)	45%	(175)	29%	(112)	384
Esports Fans	19%	(117)	38%	(230)	43%	(261)	608
Sports Bettors	18%	(95)	36%	(194)	46%	(252)	541
Currently Owns or Holds Crypto	18%	(84)	31%	(146)	52%	(248)	479
Interested in Crypto	13%	(106)	28%	(237)	59%	(498)	841
Interested in Stocks	10%	(118)	25%	(301)	65%	(789)	1208
Casual Investor	8%	(41)	22%	(116)	71%	(382)	540
Curious Investor	9%	(51)	27%	(151)	64%	(365)	567
Active Investor	16%	(43)	31%	(81)	53%	(139)	262

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

Table MCSPdem1_12: *In general, what kind of fan do you consider yourself of the following?*

NASCAR

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	13%	(276)	28%	(614)	60%	(1310)	2200
Gender: Male	19%	(197)	30%	(314)	52%	(550)	1062
Gender: Female	7%	(79)	26%	(300)	67%	(760)	1138
Age: 18-34	13%	(84)	28%	(183)	59%	(388)	655
Age: 35-44	17%	(62)	29%	(104)	54%	(192)	358
Age: 45-64	13%	(98)	30%	(228)	57%	(425)	751
Age: 65+	7%	(32)	23%	(99)	70%	(306)	436
GenZers: 1997-2012	6%	(11)	32%	(63)	63%	(125)	199
Millennials: 1981-1996	17%	(120)	28%	(194)	55%	(388)	702
GenXers: 1965-1980	13%	(68)	30%	(163)	57%	(311)	542
Baby Boomers: 1946-1964	11%	(75)	26%	(178)	64%	(442)	696
PID: Dem (no lean)	15%	(131)	24%	(217)	61%	(553)	901
PID: Ind (no lean)	8%	(54)	29%	(199)	63%	(432)	685
PID: Rep (no lean)	15%	(91)	32%	(198)	53%	(325)	614
PID/Gender: Dem Men	24%	(104)	26%	(112)	50%	(217)	433
PID/Gender: Dem Women	6%	(27)	22%	(105)	72%	(336)	468
PID/Gender: Ind Men	9%	(30)	31%	(104)	60%	(204)	338
PID/Gender: Ind Women	7%	(24)	27%	(95)	66%	(228)	347
PID/Gender: Rep Men	22%	(64)	34%	(98)	44%	(129)	290
PID/Gender: Rep Women	8%	(27)	31%	(100)	61%	(196)	323
Ideo: Liberal (1-3)	13%	(96)	22%	(157)	65%	(461)	714
Ideo: Moderate (4)	11%	(72)	29%	(185)	59%	(371)	628
Ideo: Conservative (5-7)	15%	(99)	32%	(218)	53%	(355)	672
Educ: < College	11%	(169)	29%	(440)	60%	(903)	1512
Educ: Bachelors degree	15%	(67)	29%	(127)	56%	(249)	444
Educ: Post-grad	16%	(40)	19%	(46)	65%	(158)	244
Income: Under 50k	12%	(147)	29%	(350)	59%	(728)	1224
Income: 50k-100k	10%	(67)	26%	(171)	63%	(410)	648
Income: 100k+	19%	(62)	28%	(93)	53%	(172)	328
Ethnicity: White	13%	(223)	29%	(495)	58%	(1004)	1722
Ethnicity: Hispanic	15%	(51)	26%	(91)	59%	(208)	349
Ethnicity: Black	13%	(37)	27%	(75)	59%	(163)	274

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Table MCSPdem1_12: *In general, what kind of fan do you consider yourself of the following?*

NASCAR

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	13%	(276)	28%	(614)	60%	(1310)	2200
Ethnicity: Other	8%	(17)	21%	(43)	71%	(144)	204
All Christian	15%	(139)	29%	(268)	56%	(526)	934
All Non-Christian	25%	(32)	32%	(41)	42%	(54)	127
Atheist	5%	(5)	16%	(16)	80%	(81)	101
Agnostic/Nothing in particular	9%	(53)	26%	(157)	66%	(404)	614
Something Else	11%	(47)	31%	(131)	58%	(245)	424
Religious Non-Protestant/Catholic	23%	(34)	31%	(45)	47%	(69)	148
Evangelical	19%	(112)	32%	(184)	49%	(286)	583
Non-Evangelical	9%	(66)	28%	(203)	63%	(456)	725
Community: Urban	19%	(128)	27%	(178)	54%	(360)	666
Community: Suburban	10%	(96)	26%	(263)	64%	(636)	996
Community: Rural	10%	(52)	32%	(172)	58%	(314)	538
Employ: Private Sector	18%	(122)	28%	(190)	54%	(366)	678
Employ: Government	20%	(21)	36%	(38)	45%	(47)	106
Employ: Self-Employed	15%	(34)	33%	(74)	52%	(115)	223
Employ: Homemaker	2%	(3)	22%	(31)	76%	(106)	140
Employ: Student	2%	(1)	31%	(17)	67%	(37)	55
Employ: Retired	10%	(49)	25%	(126)	65%	(330)	505
Employ: Unemployed	9%	(26)	27%	(82)	64%	(195)	303
Employ: Other	11%	(20)	30%	(56)	60%	(114)	190
Military HH: Yes	13%	(39)	30%	(93)	58%	(181)	313
Military HH: No	13%	(237)	28%	(521)	60%	(1129)	1887
RD/WT: Right Direction	17%	(160)	27%	(248)	56%	(511)	919
RD/WT: Wrong Track	9%	(117)	29%	(366)	62%	(799)	1281
Biden Job Approve	15%	(165)	25%	(285)	60%	(680)	1130
Biden Job Disapprove	11%	(110)	30%	(293)	58%	(565)	968
Biden Job Strongly Approve	20%	(114)	25%	(141)	56%	(318)	573
Biden Job Somewhat Approve	9%	(51)	26%	(144)	65%	(361)	557
Biden Job Somewhat Disapprove	10%	(29)	28%	(82)	62%	(177)	287
Biden Job Strongly Disapprove	12%	(81)	31%	(211)	57%	(388)	680

Continued on next page

Table MCSPdem1_12: *In general, what kind of fan do you consider yourself of the following?*

NASCAR

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	13%	(276)	28%	(614)	60%	(1310)	2200
Favorable of Biden	14%	(155)	26%	(291)	60%	(667)	1113
Unfavorable of Biden	11%	(112)	30%	(299)	58%	(572)	984
Very Favorable of Biden	17%	(103)	26%	(158)	57%	(339)	600
Somewhat Favorable of Biden	10%	(52)	26%	(133)	64%	(328)	514
Somewhat Unfavorable of Biden	8%	(21)	31%	(86)	61%	(167)	273
Very Unfavorable of Biden	13%	(92)	30%	(213)	57%	(406)	711
#1 Issue: Economy	11%	(83)	31%	(229)	58%	(430)	741
#1 Issue: Security	15%	(62)	31%	(126)	55%	(226)	414
#1 Issue: Health Care	14%	(42)	27%	(80)	59%	(174)	296
#1 Issue: Medicare / Social Security	13%	(34)	25%	(66)	63%	(167)	266
#1 Issue: Women's Issues	6%	(8)	29%	(40)	66%	(91)	139
#1 Issue: Education	18%	(15)	23%	(20)	59%	(51)	87
#1 Issue: Energy	21%	(31)	22%	(32)	56%	(82)	146
#1 Issue: Other	2%	(2)	18%	(21)	80%	(89)	111
2020 Vote: Joe Biden	14%	(139)	24%	(245)	62%	(638)	1023
2020 Vote: Donald Trump	14%	(97)	33%	(227)	53%	(363)	687
2020 Vote: Other	7%	(5)	21%	(15)	73%	(52)	72
2020 Vote: Didn't Vote	9%	(36)	30%	(123)	62%	(255)	413
2018 House Vote: Democrat	15%	(118)	25%	(192)	60%	(474)	784
2018 House Vote: Republican	14%	(79)	32%	(179)	54%	(304)	562
2018 House Vote: Someone else	9%	(5)	22%	(13)	69%	(40)	58
2016 Vote: Hillary Clinton	15%	(113)	23%	(172)	61%	(449)	734
2016 Vote: Donald Trump	14%	(92)	33%	(219)	53%	(348)	659
2016 Vote: Other	6%	(6)	16%	(16)	77%	(76)	98
2016 Vote: Didn't Vote	9%	(64)	29%	(204)	62%	(438)	705
Voted in 2014: Yes	15%	(189)	27%	(347)	58%	(730)	1265
Voted in 2014: No	9%	(88)	29%	(267)	62%	(581)	935
4-Region: Northeast	10%	(37)	30%	(118)	61%	(239)	394
4-Region: Midwest	13%	(60)	25%	(116)	62%	(286)	462
4-Region: South	12%	(101)	31%	(255)	57%	(468)	824
4-Region: West	15%	(77)	24%	(125)	61%	(318)	520

Continued on next page

Table MCSPdem1_12: *In general, what kind of fan do you consider yourself of the following?*

NASCAR

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	13%	(276)	28%	(614)	60%	(1310)	2200
Sports Fans	17%	(250)	34%	(515)	49%	(727)	1492
Avid Sports Fans	32%	(142)	33%	(145)	35%	(157)	443
Casual Sports Fans	10%	(109)	35%	(370)	54%	(570)	1049
NFL Fans	17%	(247)	33%	(490)	50%	(743)	1479
NBA Fans	19%	(212)	33%	(363)	48%	(528)	1103
WNBA Fans	26%	(153)	37%	(216)	36%	(212)	581
MLB Fans	19%	(232)	33%	(403)	47%	(570)	1206
NHL Fans	23%	(209)	36%	(333)	41%	(378)	920
MLS Fans	30%	(183)	38%	(232)	32%	(199)	613
Formula 1 Fans	35%	(208)	48%	(288)	18%	(106)	602
IndyCar Fans	36%	(226)	51%	(327)	13%	(82)	636
NASCAR Fans	31%	(276)	69%	(614)	—	(0)	890
PGA Tour Fans	29%	(189)	41%	(265)	30%	(198)	651
LPGA Tour Fans	33%	(151)	39%	(180)	27%	(125)	457
UFC Fans	22%	(179)	38%	(312)	40%	(322)	812
College Football Fans	20%	(241)	35%	(422)	45%	(539)	1202
College Basketball Fans	22%	(214)	35%	(334)	43%	(416)	965
Boxing Fans	21%	(193)	39%	(351)	40%	(364)	909
ATP Tour Fans	35%	(130)	44%	(164)	22%	(80)	374
WTA Tour Fans	36%	(138)	41%	(159)	23%	(87)	384
Esports Fans	29%	(179)	40%	(246)	30%	(183)	608
Sports Bettors	29%	(158)	33%	(177)	38%	(206)	541
Currently Owns or Holds Crypto	27%	(129)	31%	(146)	42%	(203)	479
Interested in Crypto	21%	(174)	34%	(287)	45%	(380)	841
Interested in Stocks	16%	(191)	31%	(369)	54%	(648)	1208
Casual Investor	11%	(58)	29%	(157)	60%	(325)	540
Curious Investor	16%	(92)	31%	(176)	53%	(299)	567
Active Investor	24%	(64)	31%	(81)	45%	(118)	262

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

Table MCSPdem1_13: *In general, what kind of fan do you consider yourself of the following?*

PGA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(194)	21%	(457)	70%	(1549)	2200
Gender: Male	15%	(164)	27%	(286)	58%	(612)	1062
Gender: Female	3%	(31)	15%	(170)	82%	(937)	1138
Age: 18-34	11%	(69)	18%	(118)	71%	(468)	655
Age: 35-44	14%	(51)	20%	(71)	66%	(236)	358
Age: 45-64	7%	(49)	22%	(162)	72%	(540)	751
Age: 65+	6%	(25)	24%	(106)	70%	(305)	436
GenZers: 1997-2012	8%	(15)	12%	(24)	80%	(160)	199
Millennials: 1981-1996	14%	(95)	19%	(134)	67%	(473)	702
GenXers: 1965-1980	7%	(38)	22%	(121)	71%	(384)	542
Baby Boomers: 1946-1964	6%	(42)	23%	(161)	71%	(493)	696
PID: Dem (no lean)	10%	(93)	23%	(205)	67%	(604)	901
PID: Ind (no lean)	6%	(44)	16%	(113)	77%	(528)	685
PID: Rep (no lean)	9%	(57)	23%	(139)	68%	(417)	614
PID/Gender: Dem Men	17%	(75)	31%	(133)	52%	(225)	433
PID/Gender: Dem Women	4%	(18)	15%	(71)	81%	(379)	468
PID/Gender: Ind Men	12%	(40)	20%	(68)	68%	(230)	338
PID/Gender: Ind Women	1%	(5)	13%	(45)	86%	(298)	347
PID/Gender: Rep Men	17%	(49)	29%	(85)	54%	(157)	290
PID/Gender: Rep Women	3%	(9)	17%	(54)	81%	(260)	323
Ideo: Liberal (1-3)	10%	(73)	24%	(171)	66%	(470)	714
Ideo: Moderate (4)	7%	(46)	18%	(114)	74%	(468)	628
Ideo: Conservative (5-7)	10%	(66)	23%	(157)	67%	(449)	672
Educ: < College	6%	(92)	18%	(274)	76%	(1146)	1512
Educ: Bachelors degree	13%	(58)	26%	(115)	61%	(270)	444
Educ: Post-grad	18%	(44)	28%	(68)	54%	(132)	244
Income: Under 50k	6%	(73)	18%	(216)	76%	(935)	1224
Income: 50k-100k	10%	(67)	22%	(143)	67%	(437)	648
Income: 100k+	17%	(54)	30%	(97)	54%	(177)	328
Ethnicity: White	9%	(158)	20%	(344)	71%	(1219)	1722
Ethnicity: Hispanic	12%	(43)	20%	(70)	68%	(236)	349
Ethnicity: Black	8%	(23)	27%	(74)	65%	(178)	274

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Table MCSPdem1_13: *In general, what kind of fan do you consider yourself of the following?*

PGA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(194)	21%	(457)	70%	(1549)	2200
Ethnicity: Other	7%	(14)	19%	(38)	75%	(152)	204
All Christian	11%	(99)	25%	(229)	65%	(606)	934
All Non-Christian	21%	(27)	38%	(48)	41%	(53)	127
Atheist	2%	(2)	8%	(8)	90%	(91)	101
Agnostic/Nothing in particular	6%	(35)	16%	(100)	78%	(479)	614
Something Else	7%	(32)	17%	(72)	76%	(320)	424
Religious Non-Protestant/Catholic	18%	(27)	37%	(55)	45%	(67)	148
Evangelical	15%	(86)	22%	(127)	64%	(370)	583
Non-Evangelical	5%	(38)	22%	(160)	73%	(526)	725
Community: Urban	13%	(85)	23%	(155)	64%	(426)	666
Community: Suburban	8%	(85)	21%	(204)	71%	(707)	996
Community: Rural	5%	(24)	18%	(98)	77%	(416)	538
Employ: Private Sector	13%	(91)	24%	(165)	62%	(422)	678
Employ: Government	17%	(18)	27%	(28)	56%	(60)	106
Employ: Self-Employed	15%	(33)	25%	(55)	61%	(135)	223
Employ: Homemaker	1%	(1)	12%	(16)	87%	(123)	140
Employ: Student	—	(0)	13%	(7)	87%	(48)	55
Employ: Retired	6%	(31)	23%	(118)	71%	(356)	505
Employ: Unemployed	5%	(14)	13%	(40)	82%	(248)	303
Employ: Other	3%	(6)	14%	(26)	83%	(157)	190
Military HH: Yes	7%	(23)	26%	(80)	67%	(209)	313
Military HH: No	9%	(171)	20%	(376)	71%	(1340)	1887
RD/WT: Right Direction	13%	(117)	26%	(239)	61%	(563)	919
RD/WT: Wrong Track	6%	(78)	17%	(217)	77%	(986)	1281
Biden Job Approve	10%	(116)	23%	(261)	67%	(752)	1130
Biden Job Disapprove	7%	(69)	18%	(178)	74%	(721)	968
Biden Job Strongly Approve	13%	(74)	27%	(153)	60%	(346)	573
Biden Job Somewhat Approve	8%	(42)	19%	(108)	73%	(406)	557
Biden Job Somewhat Disapprove	6%	(16)	16%	(45)	79%	(226)	287
Biden Job Strongly Disapprove	8%	(53)	20%	(133)	73%	(495)	680

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Table MCSPdem1_13: *In general, what kind of fan do you consider yourself of the following?*

PGA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(194)	21%	(457)	70%	(1549)	2200
Favorable of Biden	10%	(112)	23%	(260)	67%	(741)	1113
Unfavorable of Biden	7%	(73)	19%	(184)	74%	(727)	984
Very Favorable of Biden	12%	(71)	27%	(159)	62%	(370)	600
Somewhat Favorable of Biden	8%	(42)	20%	(101)	72%	(371)	514
Somewhat Unfavorable of Biden	7%	(19)	17%	(45)	76%	(209)	273
Very Unfavorable of Biden	8%	(54)	20%	(139)	73%	(518)	711
#1 Issue: Economy	11%	(78)	22%	(163)	67%	(500)	741
#1 Issue: Security	9%	(38)	20%	(85)	70%	(291)	414
#1 Issue: Health Care	7%	(21)	26%	(76)	68%	(200)	296
#1 Issue: Medicare / Social Security	7%	(17)	17%	(46)	76%	(203)	266
#1 Issue: Women's Issues	2%	(3)	15%	(21)	83%	(115)	139
#1 Issue: Education	11%	(9)	24%	(21)	65%	(56)	87
#1 Issue: Energy	18%	(26)	15%	(22)	67%	(98)	146
#1 Issue: Other	1%	(1)	21%	(24)	77%	(86)	111
2020 Vote: Joe Biden	10%	(107)	23%	(234)	67%	(681)	1023
2020 Vote: Donald Trump	9%	(61)	23%	(157)	68%	(469)	687
2020 Vote: Other	8%	(6)	18%	(13)	74%	(53)	72
2020 Vote: Didn't Vote	5%	(19)	13%	(52)	83%	(341)	413
2018 House Vote: Democrat	11%	(87)	24%	(190)	65%	(507)	784
2018 House Vote: Republican	10%	(54)	24%	(136)	66%	(372)	562
2018 House Vote: Someone else	1%	(1)	20%	(11)	79%	(45)	58
2016 Vote: Hillary Clinton	11%	(79)	25%	(182)	64%	(473)	734
2016 Vote: Donald Trump	10%	(66)	22%	(147)	68%	(446)	659
2016 Vote: Other	4%	(4)	23%	(23)	73%	(71)	98
2016 Vote: Didn't Vote	6%	(44)	15%	(104)	79%	(557)	705
Voted in 2014: Yes	10%	(131)	25%	(315)	65%	(819)	1265
Voted in 2014: No	7%	(63)	15%	(141)	78%	(730)	935
4-Region: Northeast	9%	(34)	23%	(89)	69%	(270)	394
4-Region: Midwest	8%	(35)	19%	(88)	73%	(339)	462
4-Region: South	8%	(63)	19%	(158)	73%	(603)	824
4-Region: West	12%	(62)	23%	(121)	65%	(337)	520

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Table MCSPdem1_13: *In general, what kind of fan do you consider yourself of the following?*
PGA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(194)	21%	(457)	70%	(1549)	2200
Sports Fans	12%	(186)	29%	(430)	59%	(876)	1492
Avid Sports Fans	29%	(127)	33%	(147)	38%	(170)	443
Casual Sports Fans	6%	(59)	27%	(283)	67%	(707)	1049
NFL Fans	13%	(188)	27%	(399)	60%	(891)	1479
NBA Fans	15%	(168)	31%	(338)	54%	(597)	1103
WNBA Fans	23%	(136)	40%	(231)	37%	(214)	581
MLB Fans	14%	(173)	30%	(367)	55%	(665)	1206
NHL Fans	17%	(157)	36%	(329)	47%	(434)	920
MLS Fans	23%	(143)	38%	(232)	39%	(238)	613
Formula 1 Fans	25%	(151)	36%	(219)	38%	(231)	602
IndyCar Fans	23%	(149)	37%	(238)	39%	(248)	636
NASCAR Fans	18%	(157)	33%	(297)	49%	(436)	890
PGA Tour Fans	30%	(194)	70%	(457)	—	(0)	651
LPGA Tour Fans	35%	(159)	54%	(247)	11%	(51)	457
UFC Fans	18%	(146)	29%	(238)	53%	(428)	812
College Football Fans	15%	(181)	31%	(375)	54%	(646)	1202
College Basketball Fans	17%	(168)	36%	(343)	47%	(454)	965
Boxing Fans	16%	(149)	32%	(294)	51%	(466)	909
ATP Tour Fans	34%	(127)	51%	(191)	15%	(56)	374
WTA Tour Fans	35%	(133)	51%	(195)	15%	(56)	384
Esports Fans	23%	(139)	35%	(210)	43%	(260)	608
Sports Bettors	24%	(132)	36%	(196)	39%	(213)	541
Currently Owns or Holds Crypto	22%	(107)	29%	(137)	49%	(235)	479
Interested in Crypto	17%	(140)	27%	(228)	56%	(473)	841
Interested in Stocks	12%	(147)	26%	(315)	62%	(745)	1208
Casual Investor	8%	(45)	24%	(129)	68%	(366)	540
Curious Investor	12%	(67)	24%	(137)	64%	(363)	567
Active Investor	23%	(60)	32%	(84)	45%	(118)	262

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

Table MCSPdem1_14: *In general, what kind of fan do you consider yourself of the following?*

LPGA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(117)	15%	(340)	79%	(1743)	2200
Gender: Male	10%	(103)	20%	(216)	70%	(743)	1062
Gender: Female	1%	(14)	11%	(124)	88%	(1000)	1138
Age: 18-34	9%	(59)	13%	(83)	78%	(512)	655
Age: 35-44	9%	(33)	18%	(64)	73%	(261)	358
Age: 45-64	2%	(12)	17%	(124)	82%	(614)	751
Age: 65+	3%	(12)	16%	(69)	81%	(355)	436
GenZers: 1997-2012	7%	(13)	4%	(9)	89%	(177)	199
Millennials: 1981-1996	10%	(73)	17%	(119)	73%	(510)	702
GenXers: 1965-1980	2%	(13)	17%	(92)	81%	(437)	542
Baby Boomers: 1946-1964	2%	(16)	15%	(107)	82%	(573)	696
PID: Dem (no lean)	8%	(70)	18%	(163)	74%	(668)	901
PID: Ind (no lean)	3%	(23)	12%	(79)	85%	(583)	685
PID: Rep (no lean)	4%	(23)	16%	(98)	80%	(493)	614
PID/Gender: Dem Men	14%	(62)	24%	(104)	62%	(267)	433
PID/Gender: Dem Women	2%	(9)	13%	(59)	86%	(400)	468
PID/Gender: Ind Men	6%	(21)	15%	(49)	79%	(267)	338
PID/Gender: Ind Women	—	(2)	9%	(30)	91%	(316)	347
PID/Gender: Rep Men	7%	(19)	22%	(63)	72%	(208)	290
PID/Gender: Rep Women	1%	(4)	11%	(35)	88%	(284)	323
Ideo: Liberal (1-3)	8%	(54)	19%	(133)	74%	(527)	714
Ideo: Moderate (4)	5%	(29)	14%	(86)	82%	(513)	628
Ideo: Conservative (5-7)	5%	(32)	17%	(115)	78%	(525)	672
Educ: < College	3%	(50)	12%	(189)	84%	(1274)	1512
Educ: Bachelors degree	9%	(42)	19%	(86)	71%	(316)	444
Educ: Post-grad	10%	(25)	27%	(66)	63%	(153)	244
Income: Under 50k	3%	(39)	13%	(155)	84%	(1029)	1224
Income: 50k-100k	6%	(41)	16%	(101)	78%	(506)	648
Income: 100k+	11%	(37)	26%	(84)	63%	(207)	328
Ethnicity: White	5%	(84)	15%	(265)	80%	(1373)	1722
Ethnicity: Hispanic	11%	(38)	14%	(49)	75%	(262)	349
Ethnicity: Black	6%	(15)	19%	(53)	75%	(206)	274

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Table MCSPdem1_14: *In general, what kind of fan do you consider yourself of the following?*
LPGA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(117)	15%	(340)	79%	(1743)	2200
Ethnicity: Other	8%	(17)	11%	(22)	81%	(164)	204
All Christian	6%	(56)	18%	(171)	76%	(707)	934
All Non-Christian	17%	(22)	29%	(37)	54%	(68)	127
Atheist	1%	(1)	11%	(11)	88%	(89)	101
Agnostic/Nothing in particular	3%	(21)	12%	(71)	85%	(522)	614
Something Else	4%	(17)	12%	(51)	84%	(357)	424
Religious Non-Protestant/Catholic	15%	(22)	29%	(43)	56%	(84)	148
Evangelical	9%	(50)	18%	(103)	74%	(430)	583
Non-Evangelical	2%	(17)	15%	(106)	83%	(601)	725
Community: Urban	10%	(70)	17%	(111)	73%	(486)	666
Community: Suburban	4%	(37)	16%	(162)	80%	(797)	996
Community: Rural	2%	(10)	12%	(67)	86%	(460)	538
Employ: Private Sector	9%	(61)	21%	(142)	70%	(475)	678
Employ: Government	12%	(13)	17%	(18)	71%	(76)	106
Employ: Self-Employed	10%	(23)	18%	(40)	72%	(160)	223
Employ: Homemaker	1%	(1)	7%	(10)	92%	(129)	140
Employ: Student	—	(0)	11%	(6)	89%	(49)	55
Employ: Retired	2%	(12)	15%	(76)	83%	(417)	505
Employ: Unemployed	2%	(7)	10%	(30)	88%	(266)	303
Employ: Other	—	(1)	9%	(18)	90%	(171)	190
Military HH: Yes	3%	(11)	17%	(52)	80%	(250)	313
Military HH: No	6%	(106)	15%	(288)	79%	(1493)	1887
RD/WT: Right Direction	9%	(80)	21%	(194)	70%	(646)	919
RD/WT: Wrong Track	3%	(37)	11%	(147)	86%	(1097)	1281
Biden Job Approve	8%	(86)	19%	(213)	74%	(831)	1130
Biden Job Disapprove	3%	(26)	12%	(115)	85%	(826)	968
Biden Job Strongly Approve	11%	(64)	20%	(114)	69%	(394)	573
Biden Job Somewhat Approve	4%	(22)	18%	(98)	78%	(436)	557
Biden Job Somewhat Disapprove	2%	(7)	11%	(32)	86%	(248)	287
Biden Job Strongly Disapprove	3%	(20)	12%	(83)	85%	(577)	680

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Table MCSPdem1_14: *In general, what kind of fan do you consider yourself of the following?*

LPGA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(117)	15%	(340)	79%	(1743)	2200
Favorable of Biden	7%	(79)	18%	(206)	74%	(829)	1113
Unfavorable of Biden	3%	(31)	13%	(125)	84%	(828)	984
Very Favorable of Biden	9%	(54)	21%	(124)	70%	(422)	600
Somewhat Favorable of Biden	5%	(25)	16%	(81)	79%	(407)	514
Somewhat Unfavorable of Biden	3%	(7)	14%	(38)	84%	(229)	273
Very Unfavorable of Biden	3%	(24)	12%	(87)	84%	(600)	711
#1 Issue: Economy	5%	(39)	18%	(131)	77%	(572)	741
#1 Issue: Security	6%	(23)	13%	(54)	81%	(337)	414
#1 Issue: Health Care	5%	(13)	19%	(55)	77%	(228)	296
#1 Issue: Medicare / Social Security	5%	(14)	11%	(30)	84%	(223)	266
#1 Issue: Women's Issues	3%	(4)	12%	(16)	86%	(119)	139
#1 Issue: Education	6%	(6)	22%	(20)	71%	(62)	87
#1 Issue: Energy	11%	(17)	13%	(20)	75%	(109)	146
#1 Issue: Other	1%	(1)	15%	(16)	85%	(94)	111
2020 Vote: Joe Biden	8%	(78)	17%	(178)	75%	(766)	1023
2020 Vote: Donald Trump	4%	(26)	17%	(116)	79%	(545)	687
2020 Vote: Other	—	(0)	11%	(8)	89%	(64)	72
2020 Vote: Didn't Vote	3%	(12)	9%	(38)	88%	(363)	413
2018 House Vote: Democrat	8%	(64)	19%	(152)	72%	(568)	784
2018 House Vote: Republican	4%	(23)	18%	(103)	78%	(436)	562
2018 House Vote: Someone else	—	(0)	10%	(6)	90%	(52)	58
2016 Vote: Hillary Clinton	8%	(62)	20%	(146)	72%	(526)	734
2016 Vote: Donald Trump	4%	(26)	18%	(119)	78%	(514)	659
2016 Vote: Other	—	(0)	10%	(10)	90%	(88)	98
2016 Vote: Didn't Vote	4%	(28)	9%	(64)	87%	(614)	705
Voted in 2014: Yes	7%	(84)	19%	(239)	74%	(943)	1265
Voted in 2014: No	4%	(33)	11%	(102)	86%	(800)	935
4-Region: Northeast	6%	(23)	18%	(69)	76%	(301)	394
4-Region: Midwest	5%	(23)	12%	(53)	84%	(386)	462
4-Region: South	4%	(33)	14%	(117)	82%	(675)	824
4-Region: West	7%	(38)	19%	(101)	73%	(381)	520

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Table MCSPdem1_14: *In general, what kind of fan do you consider yourself of the following?*
LPGA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(117)	15%	(340)	79%	(1743)	2200
Sports Fans	8%	(114)	22%	(321)	71%	(1056)	1492
Avid Sports Fans	17%	(75)	32%	(141)	51%	(227)	443
Casual Sports Fans	4%	(40)	17%	(180)	79%	(829)	1049
NFL Fans	8%	(112)	21%	(306)	72%	(1061)	1479
NBA Fans	10%	(109)	25%	(272)	65%	(722)	1103
WNBA Fans	17%	(101)	37%	(214)	46%	(266)	581
MLB Fans	9%	(110)	24%	(289)	67%	(807)	1206
NHL Fans	12%	(107)	28%	(260)	60%	(553)	920
MLS Fans	17%	(105)	35%	(212)	48%	(296)	613
Formula 1 Fans	17%	(103)	33%	(201)	49%	(298)	602
IndyCar Fans	15%	(97)	34%	(216)	51%	(323)	636
NASCAR Fans	11%	(98)	26%	(234)	63%	(558)	890
PGA Tour Fans	17%	(113)	45%	(293)	38%	(245)	651
LPGA Tour Fans	26%	(117)	74%	(340)	—	(0)	457
UFC Fans	13%	(103)	24%	(195)	63%	(514)	812
College Football Fans	9%	(112)	24%	(294)	66%	(797)	1202
College Basketball Fans	11%	(104)	28%	(270)	61%	(592)	965
Boxing Fans	11%	(103)	25%	(228)	64%	(578)	909
ATP Tour Fans	26%	(96)	46%	(173)	28%	(104)	374
WTA Tour Fans	27%	(103)	47%	(182)	26%	(99)	384
Esports Fans	16%	(100)	31%	(187)	53%	(321)	608
Sports Bettors	17%	(91)	30%	(162)	53%	(288)	541
Currently Owns or Holds Crypto	17%	(83)	25%	(118)	58%	(278)	479
Interested in Crypto	11%	(91)	24%	(199)	66%	(552)	841
Interested in Stocks	8%	(97)	20%	(245)	72%	(866)	1208
Casual Investor	4%	(23)	17%	(93)	78%	(424)	540
Curious Investor	7%	(41)	20%	(114)	73%	(412)	567
Active Investor	14%	(37)	27%	(72)	59%	(154)	262

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

Table MCSPdem1_15: *In general, what kind of fan do you consider yourself of the following?*

UFC

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	13%	(295)	23%	(517)	63%	(1388)	2200
Gender: Male	22%	(230)	31%	(324)	48%	(508)	1062
Gender: Female	6%	(65)	17%	(193)	77%	(880)	1138
Age: 18-34	22%	(142)	32%	(211)	46%	(302)	655
Age: 35-44	27%	(96)	32%	(115)	41%	(147)	358
Age: 45-64	7%	(50)	20%	(151)	73%	(550)	751
Age: 65+	2%	(7)	9%	(40)	89%	(389)	436
GenZers: 1997-2012	15%	(30)	33%	(66)	52%	(104)	199
Millennials: 1981-1996	26%	(179)	32%	(226)	42%	(296)	702
GenXers: 1965-1980	11%	(60)	23%	(127)	66%	(355)	542
Baby Boomers: 1946-1964	4%	(27)	13%	(91)	83%	(578)	696
PID: Dem (no lean)	14%	(127)	24%	(216)	62%	(558)	901
PID: Ind (no lean)	12%	(81)	25%	(172)	63%	(432)	685
PID: Rep (no lean)	14%	(87)	21%	(129)	65%	(398)	614
PID/Gender: Dem Men	21%	(93)	34%	(149)	44%	(191)	433
PID/Gender: Dem Women	7%	(35)	14%	(67)	78%	(366)	468
PID/Gender: Ind Men	20%	(66)	29%	(97)	52%	(175)	338
PID/Gender: Ind Women	4%	(15)	22%	(75)	74%	(257)	347
PID/Gender: Rep Men	25%	(72)	27%	(78)	49%	(141)	290
PID/Gender: Rep Women	5%	(15)	16%	(51)	80%	(257)	323
Ideo: Liberal (1-3)	13%	(93)	22%	(160)	65%	(461)	714
Ideo: Moderate (4)	15%	(92)	26%	(164)	59%	(373)	628
Ideo: Conservative (5-7)	13%	(89)	21%	(140)	66%	(443)	672
Educ: < College	13%	(198)	24%	(360)	63%	(954)	1512
Educ: Bachelors degree	14%	(62)	24%	(105)	63%	(278)	444
Educ: Post-grad	15%	(36)	21%	(52)	64%	(156)	244
Income: Under 50k	13%	(154)	23%	(285)	64%	(785)	1224
Income: 50k-100k	13%	(87)	23%	(148)	64%	(413)	648
Income: 100k+	17%	(55)	25%	(83)	58%	(190)	328
Ethnicity: White	12%	(206)	22%	(380)	66%	(1135)	1722
Ethnicity: Hispanic	26%	(92)	32%	(110)	42%	(147)	349
Ethnicity: Black	18%	(49)	27%	(75)	55%	(150)	274

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Table MCSPdem1_15: *In general, what kind of fan do you consider yourself of the following?*

UFC

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	13%	(295)	23%	(517)	63%	(1388)	2200
Ethnicity: Other	20%	(40)	30%	(62)	50%	(102)	204
All Christian	12%	(110)	20%	(189)	68%	(634)	934
All Non-Christian	18%	(23)	36%	(46)	46%	(58)	127
Atheist	16%	(16)	21%	(22)	63%	(64)	101
Agnostic/Nothing in particular	12%	(75)	25%	(154)	63%	(386)	614
Something Else	17%	(72)	25%	(106)	58%	(246)	424
Religious Non-Protestant/Catholic	17%	(25)	31%	(46)	52%	(77)	148
Evangelical	18%	(103)	25%	(145)	57%	(334)	583
Non-Evangelical	10%	(70)	19%	(138)	71%	(516)	725
Community: Urban	20%	(136)	26%	(171)	54%	(360)	666
Community: Suburban	10%	(99)	22%	(221)	68%	(676)	996
Community: Rural	11%	(61)	23%	(125)	65%	(352)	538
Employ: Private Sector	17%	(118)	27%	(184)	55%	(376)	678
Employ: Government	21%	(22)	31%	(33)	48%	(52)	106
Employ: Self-Employed	19%	(42)	32%	(72)	49%	(109)	223
Employ: Homemaker	5%	(6)	21%	(30)	74%	(104)	140
Employ: Student	14%	(8)	27%	(15)	59%	(33)	55
Employ: Retired	3%	(16)	13%	(66)	84%	(422)	505
Employ: Unemployed	19%	(59)	23%	(71)	57%	(173)	303
Employ: Other	13%	(24)	25%	(47)	63%	(119)	190
Military HH: Yes	9%	(29)	23%	(72)	68%	(211)	313
Military HH: No	14%	(266)	24%	(445)	62%	(1176)	1887
RD/WT: Right Direction	15%	(140)	27%	(246)	58%	(533)	919
RD/WT: Wrong Track	12%	(156)	21%	(271)	67%	(854)	1281
Biden Job Approve	14%	(163)	26%	(289)	60%	(678)	1130
Biden Job Disapprove	12%	(118)	21%	(207)	66%	(642)	968
Biden Job Strongly Approve	16%	(94)	24%	(137)	60%	(341)	573
Biden Job Somewhat Approve	12%	(69)	27%	(151)	60%	(336)	557
Biden Job Somewhat Disapprove	11%	(31)	25%	(73)	64%	(184)	287
Biden Job Strongly Disapprove	13%	(87)	20%	(134)	67%	(459)	680

Continued on next page

Table MCSPdem1_15: *In general, what kind of fan do you consider yourself of the following?*

UFC

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	13%	(295)	23%	(517)	63%	(1388)	2200
Favorable of Biden	14%	(157)	25%	(273)	61%	(683)	1113
Unfavorable of Biden	13%	(129)	23%	(225)	64%	(630)	984
Very Favorable of Biden	16%	(96)	23%	(138)	61%	(366)	600
Somewhat Favorable of Biden	12%	(61)	26%	(136)	62%	(317)	514
Somewhat Unfavorable of Biden	12%	(34)	28%	(77)	60%	(163)	273
Very Unfavorable of Biden	13%	(96)	21%	(147)	66%	(468)	711
#1 Issue: Economy	18%	(132)	27%	(197)	56%	(412)	741
#1 Issue: Security	12%	(49)	22%	(92)	66%	(272)	414
#1 Issue: Health Care	13%	(39)	29%	(85)	58%	(172)	296
#1 Issue: Medicare / Social Security	6%	(15)	10%	(28)	84%	(223)	266
#1 Issue: Women's Issues	8%	(11)	21%	(30)	71%	(98)	139
#1 Issue: Education	18%	(15)	36%	(32)	46%	(40)	87
#1 Issue: Energy	18%	(27)	25%	(37)	56%	(82)	146
#1 Issue: Other	7%	(7)	15%	(17)	79%	(87)	111
2020 Vote: Joe Biden	14%	(141)	23%	(238)	63%	(643)	1023
2020 Vote: Donald Trump	14%	(93)	22%	(149)	65%	(445)	687
2020 Vote: Other	13%	(9)	21%	(15)	66%	(47)	72
2020 Vote: Didn't Vote	13%	(52)	27%	(113)	60%	(249)	413
2018 House Vote: Democrat	16%	(125)	22%	(173)	62%	(486)	784
2018 House Vote: Republican	12%	(70)	19%	(109)	68%	(383)	562
2018 House Vote: Someone else	1%	(1)	23%	(13)	76%	(44)	58
2016 Vote: Hillary Clinton	14%	(105)	23%	(171)	62%	(457)	734
2016 Vote: Donald Trump	13%	(88)	19%	(128)	67%	(443)	659
2016 Vote: Other	9%	(9)	18%	(18)	73%	(71)	98
2016 Vote: Didn't Vote	13%	(91)	28%	(200)	59%	(415)	705
Voted in 2014: Yes	14%	(174)	21%	(266)	65%	(825)	1265
Voted in 2014: No	13%	(122)	27%	(251)	60%	(563)	935
4-Region: Northeast	15%	(58)	23%	(91)	62%	(244)	394
4-Region: Midwest	13%	(62)	22%	(100)	65%	(300)	462
4-Region: South	14%	(112)	21%	(174)	65%	(538)	824
4-Region: West	12%	(64)	29%	(151)	59%	(305)	520

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Table MCSPdem1_15: *In general, what kind of fan do you consider yourself of the following?*
UFC

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	13%	(295)	23%	(517)	63%	(1388)	2200
Sports Fans	18%	(271)	30%	(449)	52%	(772)	1492
Avid Sports Fans	36%	(158)	33%	(145)	32%	(141)	443
Casual Sports Fans	11%	(113)	29%	(304)	60%	(631)	1049
NFL Fans	17%	(256)	30%	(439)	53%	(784)	1479
NBA Fans	22%	(245)	34%	(373)	44%	(484)	1103
WNBA Fans	28%	(163)	39%	(225)	33%	(193)	581
MLB Fans	19%	(229)	31%	(370)	50%	(606)	1206
NHL Fans	22%	(205)	35%	(321)	43%	(394)	920
MLS Fans	29%	(180)	37%	(229)	33%	(203)	613
Formula 1 Fans	29%	(173)	38%	(226)	34%	(203)	602
IndyCar Fans	27%	(171)	33%	(212)	40%	(253)	636
NASCAR Fans	23%	(206)	32%	(284)	45%	(399)	890
PGA Tour Fans	26%	(167)	33%	(217)	41%	(267)	651
LPGA Tour Fans	28%	(129)	37%	(169)	35%	(159)	457
UFC Fans	36%	(295)	64%	(517)	—	(0)	812
College Football Fans	20%	(235)	30%	(361)	50%	(606)	1202
College Basketball Fans	23%	(218)	32%	(307)	46%	(440)	965
Boxing Fans	31%	(278)	44%	(397)	26%	(234)	909
ATP Tour Fans	35%	(130)	41%	(153)	24%	(91)	374
WTA Tour Fans	31%	(120)	43%	(164)	26%	(101)	384
Esports Fans	35%	(210)	40%	(246)	25%	(152)	608
Sports Bettors	32%	(173)	37%	(198)	31%	(170)	541
Currently Owns or Holds Crypto	31%	(148)	34%	(164)	35%	(166)	479
Interested in Crypto	26%	(221)	34%	(289)	39%	(332)	841
Interested in Stocks	19%	(230)	28%	(342)	53%	(636)	1208
Casual Investor	9%	(51)	25%	(136)	65%	(353)	540
Curious Investor	21%	(121)	32%	(183)	46%	(263)	567
Active Investor	25%	(66)	24%	(63)	51%	(133)	262

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

Table MCSPdem1_16: *In general, what kind of fan do you consider yourself of the following?*

Boxing

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	13%	(289)	28%	(619)	59%	(1291)	2200
Gender: Male	22%	(234)	36%	(381)	42%	(447)	1062
Gender: Female	5%	(56)	21%	(238)	74%	(844)	1138
Age: 18-34	22%	(141)	31%	(205)	47%	(309)	655
Age: 35-44	23%	(81)	39%	(141)	38%	(136)	358
Age: 45-64	7%	(54)	27%	(201)	66%	(495)	751
Age: 65+	3%	(13)	16%	(72)	81%	(351)	436
GenZers: 1997-2012	19%	(39)	29%	(58)	51%	(102)	199
Millennials: 1981-1996	23%	(160)	35%	(248)	42%	(294)	702
GenXers: 1965-1980	11%	(57)	30%	(160)	60%	(325)	542
Baby Boomers: 1946-1964	5%	(33)	21%	(146)	74%	(517)	696
PID: Dem (no lean)	16%	(144)	30%	(270)	54%	(487)	901
PID: Ind (no lean)	11%	(75)	28%	(190)	61%	(421)	685
PID: Rep (no lean)	12%	(71)	26%	(159)	63%	(384)	614
PID/Gender: Dem Men	25%	(109)	40%	(172)	35%	(152)	433
PID/Gender: Dem Women	7%	(35)	21%	(99)	71%	(334)	468
PID/Gender: Ind Men	19%	(65)	33%	(112)	48%	(162)	338
PID/Gender: Ind Women	3%	(10)	23%	(78)	75%	(259)	347
PID/Gender: Rep Men	21%	(60)	34%	(98)	46%	(133)	290
PID/Gender: Rep Women	3%	(11)	19%	(61)	78%	(251)	323
Ideo: Liberal (1-3)	15%	(106)	28%	(197)	58%	(411)	714
Ideo: Moderate (4)	16%	(98)	27%	(171)	57%	(359)	628
Ideo: Conservative (5-7)	11%	(72)	28%	(190)	61%	(410)	672
Educ: < College	12%	(186)	30%	(449)	58%	(877)	1512
Educ: Bachelors degree	14%	(62)	24%	(108)	62%	(274)	444
Educ: Post-grad	17%	(41)	26%	(62)	58%	(140)	244
Income: Under 50k	12%	(146)	29%	(352)	59%	(725)	1224
Income: 50k-100k	13%	(83)	27%	(172)	61%	(393)	648
Income: 100k+	18%	(60)	29%	(95)	53%	(173)	328
Ethnicity: White	11%	(190)	26%	(441)	63%	(1090)	1722
Ethnicity: Hispanic	26%	(92)	38%	(132)	36%	(126)	349
Ethnicity: Black	27%	(74)	35%	(97)	38%	(103)	274

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Table MCSPdem1_16: *In general, what kind of fan do you consider yourself of the following?*

Boxing

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	13%	(289)	28%	(619)	59%	(1291)	2200
Ethnicity: Other	12%	(25)	40%	(81)	48%	(98)	204
All Christian	12%	(113)	26%	(246)	62%	(575)	934
All Non-Christian	22%	(28)	33%	(41)	46%	(58)	127
Atheist	9%	(9)	28%	(29)	63%	(64)	101
Agnostic/Nothing in particular	11%	(68)	28%	(175)	60%	(371)	614
Something Else	17%	(72)	30%	(128)	53%	(224)	424
Religious Non-Protestant/Catholic	20%	(30)	28%	(41)	52%	(77)	148
Evangelical	18%	(105)	29%	(169)	53%	(308)	583
Non-Evangelical	10%	(70)	27%	(195)	63%	(460)	725
Community: Urban	22%	(147)	31%	(207)	47%	(312)	666
Community: Suburban	9%	(94)	27%	(270)	63%	(632)	996
Community: Rural	9%	(49)	26%	(143)	64%	(347)	538
Employ: Private Sector	17%	(115)	29%	(199)	54%	(364)	678
Employ: Government	24%	(26)	35%	(37)	41%	(44)	106
Employ: Self-Employed	20%	(45)	33%	(73)	47%	(104)	223
Employ: Homemaker	4%	(6)	24%	(34)	72%	(101)	140
Employ: Student	18%	(10)	30%	(17)	52%	(29)	55
Employ: Retired	4%	(20)	20%	(102)	76%	(383)	505
Employ: Unemployed	14%	(44)	32%	(95)	54%	(163)	303
Employ: Other	13%	(24)	33%	(63)	54%	(103)	190
Military HH: Yes	11%	(34)	30%	(92)	60%	(186)	313
Military HH: No	14%	(255)	28%	(527)	59%	(1105)	1887
RD/WT: Right Direction	18%	(164)	30%	(279)	52%	(476)	919
RD/WT: Wrong Track	10%	(126)	27%	(340)	64%	(815)	1281
Biden Job Approve	16%	(185)	30%	(339)	54%	(605)	1130
Biden Job Disapprove	10%	(93)	26%	(255)	64%	(619)	968
Biden Job Strongly Approve	20%	(112)	28%	(163)	52%	(298)	573
Biden Job Somewhat Approve	13%	(73)	32%	(176)	55%	(307)	557
Biden Job Somewhat Disapprove	10%	(28)	29%	(83)	61%	(176)	287
Biden Job Strongly Disapprove	9%	(64)	25%	(172)	65%	(444)	680

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Table MCSPdem1_16: *In general, what kind of fan do you consider yourself of the following?*

Boxing

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	13%	(289)	28%	(619)	59%	(1291)	2200
Favorable of Biden	16%	(174)	30%	(333)	54%	(606)	1113
Unfavorable of Biden	10%	(99)	28%	(276)	62%	(610)	984
Very Favorable of Biden	18%	(107)	28%	(167)	54%	(325)	600
Somewhat Favorable of Biden	13%	(67)	32%	(166)	55%	(281)	514
Somewhat Unfavorable of Biden	10%	(28)	34%	(93)	56%	(152)	273
Very Unfavorable of Biden	10%	(71)	26%	(183)	64%	(458)	711
#1 Issue: Economy	16%	(120)	30%	(226)	53%	(396)	741
#1 Issue: Security	11%	(44)	31%	(127)	59%	(244)	414
#1 Issue: Health Care	12%	(34)	32%	(95)	56%	(167)	296
#1 Issue: Medicare / Social Security	5%	(14)	19%	(51)	75%	(201)	266
#1 Issue: Women's Issues	14%	(19)	21%	(29)	66%	(91)	139
#1 Issue: Education	19%	(16)	39%	(34)	42%	(37)	87
#1 Issue: Energy	23%	(34)	21%	(30)	56%	(82)	146
#1 Issue: Other	8%	(9)	25%	(27)	67%	(75)	111
2020 Vote: Joe Biden	15%	(155)	29%	(292)	56%	(576)	1023
2020 Vote: Donald Trump	10%	(71)	26%	(175)	64%	(441)	687
2020 Vote: Other	9%	(6)	37%	(26)	55%	(39)	72
2020 Vote: Didn't Vote	14%	(58)	30%	(124)	56%	(232)	413
2018 House Vote: Democrat	17%	(132)	28%	(222)	55%	(430)	784
2018 House Vote: Republican	11%	(60)	25%	(138)	65%	(364)	562
2018 House Vote: Someone else	1%	(1)	27%	(16)	71%	(41)	58
2016 Vote: Hillary Clinton	16%	(115)	28%	(206)	56%	(412)	734
2016 Vote: Donald Trump	12%	(79)	24%	(157)	64%	(423)	659
2016 Vote: Other	9%	(9)	31%	(31)	60%	(59)	98
2016 Vote: Didn't Vote	12%	(86)	32%	(223)	56%	(396)	705
Voted in 2014: Yes	14%	(176)	27%	(343)	59%	(746)	1265
Voted in 2014: No	12%	(113)	30%	(277)	58%	(545)	935
4-Region: Northeast	15%	(61)	31%	(122)	53%	(210)	394
4-Region: Midwest	11%	(49)	24%	(110)	65%	(302)	462
4-Region: South	14%	(114)	25%	(206)	61%	(504)	824
4-Region: West	13%	(66)	35%	(180)	53%	(274)	520

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Table MCSPdem1_16: *In general, what kind of fan do you consider yourself of the following?*

Boxing

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	13%	(289)	28%	(619)	59%	(1291)	2200
Sports Fans	19%	(277)	37%	(548)	45%	(668)	1492
Avid Sports Fans	38%	(168)	35%	(157)	27%	(119)	443
Casual Sports Fans	10%	(109)	37%	(391)	52%	(549)	1049
NFL Fans	18%	(259)	36%	(532)	47%	(688)	1479
NBA Fans	23%	(251)	40%	(439)	37%	(412)	1103
WNBA Fans	32%	(184)	43%	(251)	25%	(146)	581
MLB Fans	20%	(239)	35%	(427)	45%	(539)	1206
NHL Fans	22%	(206)	40%	(369)	37%	(345)	920
MLS Fans	30%	(183)	43%	(261)	28%	(169)	613
Formula 1 Fans	31%	(185)	39%	(236)	30%	(181)	602
IndyCar Fans	28%	(175)	38%	(241)	35%	(220)	636
NASCAR Fans	23%	(208)	38%	(337)	39%	(345)	890
PGA Tour Fans	28%	(180)	40%	(262)	32%	(208)	651
LPGA Tour Fans	31%	(141)	41%	(189)	28%	(127)	457
UFC Fans	32%	(258)	51%	(417)	17%	(138)	812
College Football Fans	20%	(237)	35%	(420)	45%	(544)	1202
College Basketball Fans	23%	(220)	37%	(356)	40%	(389)	965
Boxing Fans	32%	(289)	68%	(619)	—	(0)	909
ATP Tour Fans	40%	(150)	39%	(148)	21%	(77)	374
WTA Tour Fans	36%	(140)	43%	(167)	20%	(78)	384
Esports Fans	34%	(209)	39%	(240)	26%	(160)	608
Sports Bettors	33%	(178)	38%	(206)	29%	(157)	541
Currently Owns or Holds Crypto	30%	(143)	35%	(168)	35%	(167)	479
Interested in Crypto	25%	(212)	38%	(323)	36%	(306)	841
Interested in Stocks	18%	(222)	33%	(404)	48%	(582)	1208
Casual Investor	10%	(56)	31%	(169)	58%	(315)	540
Curious Investor	21%	(117)	37%	(210)	42%	(240)	567
Active Investor	23%	(59)	28%	(73)	50%	(130)	262

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

Table MCSPdem1_17: In general, what kind of fan do you consider yourself of the following?

ATP Tour

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(122)	11%	(252)	83%	(1826)	2200
Gender: Male	9%	(100)	16%	(168)	75%	(794)	1062
Gender: Female	2%	(22)	7%	(83)	91%	(1032)	1138
Age: 18-34	7%	(46)	13%	(86)	80%	(522)	655
Age: 35-44	12%	(44)	14%	(49)	74%	(265)	358
Age: 45-64	3%	(20)	12%	(90)	85%	(640)	751
Age: 65+	2%	(11)	6%	(27)	91%	(399)	436
GenZers: 1997-2012	4%	(8)	9%	(17)	87%	(174)	199
Millennials: 1981-1996	10%	(73)	15%	(106)	75%	(523)	702
GenXers: 1965-1980	4%	(23)	12%	(65)	84%	(455)	542
Baby Boomers: 1946-1964	2%	(17)	9%	(61)	89%	(618)	696
PID: Dem (no lean)	9%	(81)	13%	(118)	78%	(703)	901
PID: Ind (no lean)	2%	(17)	9%	(61)	89%	(607)	685
PID: Rep (no lean)	4%	(24)	12%	(73)	84%	(516)	614
PID/Gender: Dem Men	15%	(67)	18%	(78)	67%	(288)	433
PID/Gender: Dem Women	3%	(14)	9%	(40)	89%	(415)	468
PID/Gender: Ind Men	4%	(13)	12%	(41)	84%	(284)	338
PID/Gender: Ind Women	1%	(4)	6%	(20)	93%	(322)	347
PID/Gender: Rep Men	7%	(20)	17%	(50)	76%	(221)	290
PID/Gender: Rep Women	1%	(4)	7%	(23)	91%	(295)	323
Ideo: Liberal (1-3)	9%	(64)	13%	(91)	78%	(559)	714
Ideo: Moderate (4)	4%	(22)	12%	(73)	85%	(533)	628
Ideo: Conservative (5-7)	5%	(34)	11%	(77)	84%	(562)	672
Educ: < College	3%	(41)	9%	(140)	88%	(1331)	1512
Educ: Bachelors degree	11%	(48)	16%	(73)	73%	(323)	444
Educ: Post-grad	14%	(33)	16%	(39)	70%	(172)	244
Income: Under 50k	3%	(34)	10%	(127)	87%	(1063)	1224
Income: 50k-100k	6%	(42)	11%	(72)	82%	(534)	648
Income: 100k+	14%	(46)	16%	(53)	70%	(229)	328
Ethnicity: White	6%	(105)	10%	(170)	84%	(1447)	1722
Ethnicity: Hispanic	8%	(29)	18%	(63)	74%	(258)	349
Ethnicity: Black	6%	(15)	16%	(43)	79%	(216)	274

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Table MCSPdem1_17: *In general, what kind of fan do you consider yourself of the following?*

ATP Tour

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(122)	11%	(252)	83%	(1826)	2200
Ethnicity: Other	1%	(2)	19%	(40)	80%	(163)	204
All Christian	7%	(64)	12%	(110)	81%	(760)	934
All Non-Christian	25%	(32)	21%	(26)	54%	(69)	127
Atheist	1%	(1)	4%	(4)	95%	(96)	101
Agnostic/Nothing in particular	2%	(12)	12%	(71)	86%	(531)	614
Something Else	3%	(13)	9%	(40)	87%	(371)	424
Religious Non-Protestant/Catholic	21%	(32)	19%	(29)	59%	(88)	148
Evangelical	9%	(54)	13%	(75)	78%	(454)	583
Non-Evangelical	3%	(19)	9%	(66)	88%	(640)	725
Community: Urban	11%	(73)	15%	(98)	74%	(495)	666
Community: Suburban	4%	(40)	11%	(112)	85%	(843)	996
Community: Rural	2%	(8)	8%	(42)	91%	(488)	538
Employ: Private Sector	9%	(62)	16%	(105)	75%	(511)	678
Employ: Government	17%	(18)	17%	(19)	65%	(70)	106
Employ: Self-Employed	8%	(18)	15%	(33)	77%	(171)	223
Employ: Homemaker	3%	(4)	4%	(6)	93%	(130)	140
Employ: Student	—	(0)	4%	(2)	96%	(53)	55
Employ: Retired	2%	(11)	9%	(44)	89%	(450)	505
Employ: Unemployed	2%	(7)	9%	(28)	89%	(268)	303
Employ: Other	1%	(2)	8%	(15)	91%	(173)	190
Military HH: Yes	5%	(15)	9%	(28)	86%	(269)	313
Military HH: No	6%	(106)	12%	(224)	82%	(1557)	1887
RD/WT: Right Direction	11%	(97)	16%	(149)	73%	(673)	919
RD/WT: Wrong Track	2%	(25)	8%	(102)	90%	(1153)	1281
Biden Job Approve	9%	(101)	14%	(159)	77%	(869)	1130
Biden Job Disapprove	2%	(19)	8%	(81)	90%	(868)	968
Biden Job Strongly Approve	12%	(70)	15%	(88)	73%	(416)	573
Biden Job Somewhat Approve	6%	(32)	13%	(71)	81%	(454)	557
Biden Job Somewhat Disapprove	2%	(5)	11%	(32)	87%	(250)	287
Biden Job Strongly Disapprove	2%	(14)	7%	(48)	91%	(618)	680

Continued on next page

Table MCSPdem1_17: *In general, what kind of fan do you consider yourself of the following?*

ATP Tour

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(122)	11%	(252)	83%	(1826)	2200
Favorable of Biden	9%	(95)	14%	(153)	78%	(865)	1113
Unfavorable of Biden	2%	(24)	10%	(96)	88%	(864)	984
Very Favorable of Biden	11%	(66)	16%	(93)	74%	(441)	600
Somewhat Favorable of Biden	6%	(30)	12%	(60)	83%	(424)	514
Somewhat Unfavorable of Biden	3%	(7)	14%	(38)	83%	(228)	273
Very Unfavorable of Biden	2%	(17)	8%	(58)	90%	(636)	711
#1 Issue: Economy	6%	(48)	12%	(88)	82%	(606)	741
#1 Issue: Security	3%	(13)	13%	(55)	84%	(346)	414
#1 Issue: Health Care	7%	(21)	14%	(41)	79%	(234)	296
#1 Issue: Medicare / Social Security	4%	(11)	8%	(21)	88%	(235)	266
#1 Issue: Women's Issues	4%	(5)	10%	(13)	87%	(120)	139
#1 Issue: Education	5%	(4)	14%	(13)	80%	(70)	87
#1 Issue: Energy	14%	(20)	10%	(15)	76%	(111)	146
#1 Issue: Other	—	(0)	6%	(6)	94%	(105)	111
2020 Vote: Joe Biden	9%	(94)	13%	(132)	78%	(797)	1023
2020 Vote: Donald Trump	3%	(23)	12%	(81)	85%	(584)	687
2020 Vote: Other	—	(0)	16%	(12)	84%	(60)	72
2020 Vote: Didn't Vote	1%	(5)	7%	(28)	92%	(381)	413
2018 House Vote: Democrat	9%	(71)	15%	(115)	76%	(599)	784
2018 House Vote: Republican	4%	(22)	12%	(69)	84%	(471)	562
2018 House Vote: Someone else	1%	(1)	7%	(4)	92%	(53)	58
2016 Vote: Hillary Clinton	9%	(64)	14%	(106)	77%	(564)	734
2016 Vote: Donald Trump	5%	(31)	12%	(77)	84%	(552)	659
2016 Vote: Other	1%	(1)	11%	(11)	88%	(86)	98
2016 Vote: Didn't Vote	4%	(26)	8%	(58)	88%	(621)	705
Voted in 2014: Yes	7%	(87)	14%	(172)	80%	(1006)	1265
Voted in 2014: No	4%	(35)	9%	(80)	88%	(820)	935
4-Region: Northeast	7%	(29)	11%	(44)	81%	(320)	394
4-Region: Midwest	5%	(22)	8%	(36)	87%	(404)	462
4-Region: South	4%	(33)	13%	(104)	83%	(687)	824
4-Region: West	7%	(39)	13%	(67)	80%	(414)	520

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Table MCSPdem1_17: *In general, what kind of fan do you consider yourself of the following?*
ATP Tour

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	6%	(122)	11%	(252)	83%	(1826)	2200
Sports Fans	8%	(120)	16%	(240)	76%	(1132)	1492
Avid Sports Fans	18%	(79)	27%	(118)	56%	(247)	443
Casual Sports Fans	4%	(41)	12%	(122)	84%	(886)	1049
NFL Fans	8%	(111)	16%	(233)	77%	(1135)	1479
NBA Fans	10%	(113)	20%	(226)	69%	(764)	1103
WNBA Fans	18%	(103)	29%	(169)	53%	(309)	581
MLB Fans	9%	(113)	18%	(216)	73%	(876)	1206
NHL Fans	11%	(106)	22%	(202)	67%	(613)	920
MLS Fans	17%	(102)	30%	(182)	54%	(330)	613
Formula 1 Fans	17%	(103)	28%	(171)	55%	(328)	602
IndyCar Fans	15%	(93)	27%	(169)	59%	(373)	636
NASCAR Fans	11%	(101)	22%	(193)	67%	(596)	890
PGA Tour Fans	17%	(109)	32%	(209)	51%	(333)	651
LPGA Tour Fans	21%	(97)	38%	(172)	41%	(188)	457
UFC Fans	12%	(100)	23%	(183)	65%	(530)	812
College Football Fans	9%	(112)	18%	(220)	72%	(870)	1202
College Basketball Fans	12%	(112)	23%	(218)	66%	(635)	965
Boxing Fans	11%	(102)	21%	(195)	67%	(612)	909
ATP Tour Fans	33%	(122)	67%	(252)	—	(0)	374
WTA Tour Fans	30%	(115)	47%	(182)	23%	(87)	384
Esports Fans	16%	(96)	28%	(168)	57%	(344)	608
Sports Bettors	17%	(93)	26%	(141)	57%	(307)	541
Currently Owns or Holds Crypto	17%	(82)	21%	(100)	62%	(297)	479
Interested in Crypto	11%	(93)	20%	(171)	69%	(578)	841
Interested in Stocks	8%	(93)	16%	(197)	76%	(918)	1208
Casual Investor	5%	(28)	12%	(65)	83%	(447)	540
Curious Investor	8%	(43)	16%	(89)	77%	(435)	567
Active Investor	12%	(32)	20%	(52)	68%	(179)	262

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

Table MCSPdem1_18: *In general, what kind of fan do you consider yourself of the following?*

WTA Tour

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(120)	12%	(264)	83%	(1816)	2200
Gender: Male	9%	(93)	18%	(191)	73%	(778)	1062
Gender: Female	2%	(28)	6%	(72)	91%	(1038)	1138
Age: 18-34	9%	(59)	13%	(84)	78%	(512)	655
Age: 35-44	9%	(31)	16%	(56)	76%	(270)	358
Age: 45-64	3%	(22)	12%	(86)	86%	(643)	751
Age: 65+	2%	(8)	8%	(37)	90%	(391)	436
GenZers: 1997-2012	6%	(12)	9%	(19)	85%	(169)	199
Millennials: 1981-1996	10%	(74)	15%	(109)	74%	(520)	702
GenXers: 1965-1980	4%	(20)	13%	(69)	84%	(454)	542
Baby Boomers: 1946-1964	2%	(15)	9%	(61)	89%	(620)	696
PID: Dem (no lean)	8%	(75)	16%	(141)	76%	(685)	901
PID: Ind (no lean)	4%	(25)	8%	(55)	88%	(605)	685
PID: Rep (no lean)	3%	(20)	11%	(68)	86%	(526)	614
PID/Gender: Dem Men	13%	(57)	24%	(104)	63%	(272)	433
PID/Gender: Dem Women	4%	(18)	8%	(37)	88%	(413)	468
PID/Gender: Ind Men	6%	(19)	12%	(40)	82%	(279)	338
PID/Gender: Ind Women	2%	(6)	4%	(15)	94%	(327)	347
PID/Gender: Rep Men	6%	(16)	16%	(47)	78%	(227)	290
PID/Gender: Rep Women	1%	(4)	6%	(20)	92%	(299)	323
Ideo: Liberal (1-3)	9%	(62)	15%	(106)	77%	(547)	714
Ideo: Moderate (4)	4%	(27)	13%	(79)	83%	(522)	628
Ideo: Conservative (5-7)	4%	(26)	11%	(71)	86%	(576)	672
Educ: < College	4%	(55)	9%	(133)	88%	(1324)	1512
Educ: Bachelors degree	10%	(44)	17%	(74)	73%	(325)	444
Educ: Post-grad	9%	(21)	23%	(57)	68%	(167)	244
Income: Under 50k	4%	(52)	10%	(119)	86%	(1053)	1224
Income: 50k-100k	5%	(36)	12%	(77)	83%	(535)	648
Income: 100k+	10%	(33)	21%	(68)	69%	(228)	328
Ethnicity: White	5%	(83)	11%	(191)	84%	(1448)	1722
Ethnicity: Hispanic	10%	(36)	13%	(45)	77%	(269)	349
Ethnicity: Black	8%	(23)	17%	(46)	75%	(206)	274

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Table MCSPdem1_18: *In general, what kind of fan do you consider yourself of the following?*

WTA Tour

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(120)	12%	(264)	83%	(1816)	2200
Ethnicity: Other	7%	(15)	13%	(27)	79%	(162)	204
All Christian	6%	(53)	13%	(120)	81%	(760)	934
All Non-Christian	17%	(21)	33%	(41)	51%	(65)	127
Atheist	1%	(1)	4%	(4)	94%	(96)	101
Agnostic/Nothing in particular	3%	(19)	10%	(60)	87%	(535)	614
Something Else	6%	(25)	9%	(38)	85%	(361)	424
Religious Non-Protestant/Catholic	15%	(22)	29%	(44)	56%	(83)	148
Evangelical	10%	(56)	13%	(78)	77%	(449)	583
Non-Evangelical	2%	(17)	10%	(71)	88%	(637)	725
Community: Urban	11%	(73)	15%	(101)	74%	(493)	666
Community: Suburban	4%	(39)	12%	(118)	84%	(838)	996
Community: Rural	2%	(9)	8%	(45)	90%	(485)	538
Employ: Private Sector	9%	(61)	16%	(108)	75%	(509)	678
Employ: Government	11%	(12)	23%	(24)	67%	(71)	106
Employ: Self-Employed	9%	(20)	17%	(39)	74%	(164)	223
Employ: Homemaker	3%	(4)	4%	(5)	93%	(131)	140
Employ: Student	—	(0)	5%	(3)	95%	(53)	55
Employ: Retired	2%	(8)	9%	(45)	89%	(451)	505
Employ: Unemployed	4%	(12)	8%	(26)	87%	(265)	303
Employ: Other	2%	(3)	8%	(14)	91%	(172)	190
Military HH: Yes	5%	(14)	13%	(42)	82%	(257)	313
Military HH: No	6%	(106)	12%	(222)	83%	(1559)	1887
RD/WT: Right Direction	10%	(96)	18%	(170)	71%	(654)	919
RD/WT: Wrong Track	2%	(25)	7%	(94)	91%	(1162)	1281
Biden Job Approve	8%	(93)	17%	(194)	75%	(842)	1130
Biden Job Disapprove	2%	(17)	7%	(64)	92%	(886)	968
Biden Job Strongly Approve	11%	(64)	19%	(110)	70%	(400)	573
Biden Job Somewhat Approve	5%	(29)	15%	(84)	80%	(443)	557
Biden Job Somewhat Disapprove	1%	(4)	10%	(28)	89%	(256)	287
Biden Job Strongly Disapprove	2%	(13)	5%	(37)	93%	(630)	680

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Table MCSPdem1_18: *In general, what kind of fan do you consider yourself of the following?*

WTA Tour

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(120)	12%	(264)	83%	(1816)	2200
Favorable of Biden	8%	(89)	16%	(183)	75%	(841)	1113
Unfavorable of Biden	3%	(25)	7%	(72)	90%	(887)	984
Very Favorable of Biden	11%	(64)	18%	(110)	71%	(425)	600
Somewhat Favorable of Biden	5%	(25)	14%	(73)	81%	(415)	514
Somewhat Unfavorable of Biden	2%	(5)	11%	(30)	87%	(238)	273
Very Unfavorable of Biden	3%	(20)	6%	(41)	91%	(649)	711
#1 Issue: Economy	6%	(41)	11%	(83)	83%	(617)	741
#1 Issue: Security	5%	(20)	11%	(47)	84%	(347)	414
#1 Issue: Health Care	7%	(20)	17%	(49)	77%	(227)	296
#1 Issue: Medicare / Social Security	3%	(7)	10%	(28)	87%	(231)	266
#1 Issue: Women's Issues	3%	(4)	9%	(13)	88%	(122)	139
#1 Issue: Education	9%	(8)	19%	(16)	73%	(63)	87
#1 Issue: Energy	12%	(17)	12%	(18)	76%	(110)	146
#1 Issue: Other	2%	(3)	9%	(10)	88%	(98)	111
2020 Vote: Joe Biden	8%	(86)	15%	(155)	76%	(782)	1023
2020 Vote: Donald Trump	3%	(20)	11%	(74)	86%	(593)	687
2020 Vote: Other	5%	(4)	9%	(6)	86%	(62)	72
2020 Vote: Didn't Vote	3%	(10)	7%	(29)	90%	(374)	413
2018 House Vote: Democrat	9%	(70)	17%	(129)	75%	(585)	784
2018 House Vote: Republican	3%	(19)	10%	(57)	86%	(486)	562
2018 House Vote: Someone else	—	(0)	10%	(6)	90%	(52)	58
2016 Vote: Hillary Clinton	9%	(70)	15%	(113)	75%	(551)	734
2016 Vote: Donald Trump	3%	(21)	11%	(73)	86%	(565)	659
2016 Vote: Other	2%	(2)	9%	(9)	89%	(87)	98
2016 Vote: Didn't Vote	4%	(28)	9%	(66)	87%	(611)	705
Voted in 2014: Yes	7%	(85)	14%	(178)	79%	(1002)	1265
Voted in 2014: No	4%	(35)	9%	(86)	87%	(814)	935
4-Region: Northeast	7%	(27)	12%	(48)	81%	(319)	394
4-Region: Midwest	6%	(28)	8%	(37)	86%	(397)	462
4-Region: South	4%	(33)	12%	(95)	84%	(696)	824
4-Region: West	6%	(32)	16%	(85)	78%	(403)	520

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Table MCSPdem1_18: *In general, what kind of fan do you consider yourself of the following?*
WTa Tour

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	5%	(120)	12%	(264)	83%	(1816)	2200
Sports Fans	8%	(116)	17%	(258)	75%	(1118)	1492
Avid Sports Fans	17%	(77)	27%	(120)	56%	(247)	443
Casual Sports Fans	4%	(40)	13%	(138)	83%	(871)	1049
NFL Fans	8%	(115)	17%	(249)	75%	(1114)	1479
NBA Fans	10%	(115)	22%	(240)	68%	(748)	1103
WNBA Fans	17%	(101)	35%	(204)	47%	(276)	581
MLB Fans	9%	(110)	19%	(231)	72%	(865)	1206
NHL Fans	11%	(103)	23%	(212)	66%	(606)	920
MLS Fans	16%	(99)	32%	(199)	51%	(316)	613
Formula 1 Fans	16%	(96)	29%	(174)	55%	(332)	602
IndyCar Fans	16%	(100)	27%	(172)	57%	(363)	636
NASCAR Fans	11%	(98)	22%	(199)	67%	(593)	890
PGA Tour Fans	17%	(110)	33%	(218)	50%	(323)	651
LPGA Tour Fans	20%	(91)	42%	(194)	38%	(172)	457
UFC Fans	12%	(99)	23%	(184)	65%	(529)	812
College Football Fans	10%	(116)	20%	(237)	71%	(849)	1202
College Basketball Fans	12%	(116)	24%	(228)	64%	(622)	965
Boxing Fans	11%	(101)	23%	(205)	66%	(602)	909
ATP Tour Fans	29%	(108)	51%	(189)	21%	(77)	374
WTa Tour Fans	31%	(120)	69%	(264)	—	(0)	384
Esports Fans	16%	(98)	28%	(170)	56%	(341)	608
Sports Bettors	16%	(89)	28%	(154)	55%	(298)	541
Currently Owns or Holds Crypto	16%	(76)	24%	(114)	60%	(289)	479
Interested in Crypto	11%	(92)	20%	(170)	69%	(580)	841
Interested in Stocks	8%	(93)	17%	(200)	76%	(915)	1208
Casual Investor	5%	(29)	13%	(73)	81%	(439)	540
Curious Investor	7%	(41)	16%	(91)	77%	(435)	567
Active Investor	12%	(32)	21%	(56)	67%	(175)	262

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

Table MCSPdem1_19: *In general, what kind of fan do you consider yourself of the following?*

Esports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(188)	19%	(420)	72%	(1592)	2200
Gender: Male	15%	(156)	26%	(279)	59%	(627)	1062
Gender: Female	3%	(32)	12%	(141)	85%	(964)	1138
Age: 18-34	17%	(110)	29%	(189)	54%	(356)	655
Age: 35-44	15%	(55)	24%	(85)	61%	(217)	358
Age: 45-64	3%	(20)	16%	(121)	81%	(610)	751
Age: 65+	1%	(3)	6%	(24)	94%	(409)	436
GenZers: 1997-2012	9%	(19)	30%	(59)	61%	(122)	199
Millennials: 1981-1996	20%	(141)	26%	(183)	54%	(378)	702
GenXers: 1965-1980	4%	(22)	20%	(107)	76%	(414)	542
Baby Boomers: 1946-1964	1%	(7)	9%	(66)	89%	(623)	696
PID: Dem (no lean)	12%	(111)	20%	(182)	67%	(608)	901
PID: Ind (no lean)	5%	(33)	19%	(133)	76%	(519)	685
PID: Rep (no lean)	7%	(44)	17%	(104)	76%	(465)	614
PID/Gender: Dem Men	21%	(90)	27%	(118)	52%	(225)	433
PID/Gender: Dem Women	5%	(22)	14%	(64)	82%	(382)	468
PID/Gender: Ind Men	9%	(29)	26%	(87)	66%	(222)	338
PID/Gender: Ind Women	1%	(4)	13%	(46)	85%	(297)	347
PID/Gender: Rep Men	13%	(37)	25%	(73)	62%	(180)	290
PID/Gender: Rep Women	2%	(7)	10%	(31)	88%	(285)	323
Ideo: Liberal (1-3)	11%	(78)	21%	(147)	69%	(489)	714
Ideo: Moderate (4)	9%	(59)	20%	(126)	71%	(444)	628
Ideo: Conservative (5-7)	7%	(49)	16%	(111)	76%	(512)	672
Educ: < College	6%	(93)	19%	(284)	75%	(1135)	1512
Educ: Bachelors degree	13%	(58)	21%	(92)	66%	(294)	444
Educ: Post-grad	15%	(37)	18%	(44)	67%	(163)	244
Income: Under 50k	6%	(73)	20%	(242)	74%	(909)	1224
Income: 50k-100k	9%	(56)	17%	(110)	74%	(482)	648
Income: 100k+	18%	(59)	21%	(68)	61%	(200)	328
Ethnicity: White	8%	(137)	17%	(291)	75%	(1295)	1722
Ethnicity: Hispanic	16%	(55)	26%	(92)	58%	(202)	349
Ethnicity: Black	11%	(30)	30%	(82)	59%	(162)	274

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Table MCSPdem1_19: *In general, what kind of fan do you consider yourself of the following?*

Esports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(188)	19%	(420)	72%	(1592)	2200
Ethnicity: Other	11%	(22)	23%	(47)	66%	(135)	204
All Christian	8%	(79)	16%	(154)	75%	(701)	934
All Non-Christian	21%	(26)	26%	(33)	54%	(68)	127
Atheist	5%	(5)	14%	(14)	81%	(82)	101
Agnostic/Nothing in particular	7%	(41)	20%	(121)	74%	(451)	614
Something Else	9%	(36)	23%	(98)	68%	(289)	424
Religious Non-Protestant/Catholic	18%	(26)	24%	(35)	59%	(87)	148
Evangelical	13%	(76)	21%	(125)	66%	(382)	583
Non-Evangelical	4%	(32)	16%	(115)	80%	(578)	725
Community: Urban	17%	(114)	21%	(140)	62%	(412)	666
Community: Suburban	5%	(52)	19%	(185)	76%	(758)	996
Community: Rural	4%	(22)	18%	(95)	78%	(421)	538
Employ: Private Sector	14%	(94)	22%	(148)	64%	(436)	678
Employ: Government	21%	(23)	24%	(26)	54%	(58)	106
Employ: Self-Employed	11%	(25)	32%	(71)	57%	(127)	223
Employ: Homemaker	2%	(2)	7%	(10)	91%	(128)	140
Employ: Student	6%	(3)	35%	(19)	60%	(33)	55
Employ: Retired	1%	(6)	9%	(45)	90%	(453)	505
Employ: Unemployed	7%	(23)	22%	(65)	71%	(215)	303
Employ: Other	6%	(12)	19%	(36)	75%	(142)	190
Military HH: Yes	8%	(26)	16%	(49)	76%	(238)	313
Military HH: No	9%	(162)	20%	(371)	72%	(1354)	1887
RD/WT: Right Direction	14%	(133)	22%	(200)	64%	(586)	919
RD/WT: Wrong Track	4%	(55)	17%	(220)	79%	(1006)	1281
Biden Job Approve	13%	(147)	21%	(235)	66%	(747)	1130
Biden Job Disapprove	4%	(41)	17%	(161)	79%	(766)	968
Biden Job Strongly Approve	16%	(93)	21%	(118)	63%	(362)	573
Biden Job Somewhat Approve	10%	(54)	21%	(117)	69%	(385)	557
Biden Job Somewhat Disapprove	3%	(8)	21%	(61)	76%	(218)	287
Biden Job Strongly Disapprove	5%	(33)	15%	(100)	81%	(548)	680

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Table MCSPdem1_19: *In general, what kind of fan do you consider yourself of the following?*

Esports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(188)	19%	(420)	72%	(1592)	2200
Favorable of Biden	12%	(130)	20%	(223)	68%	(761)	1113
Unfavorable of Biden	5%	(52)	17%	(172)	77%	(760)	984
Very Favorable of Biden	13%	(81)	19%	(111)	68%	(408)	600
Somewhat Favorable of Biden	10%	(49)	22%	(112)	69%	(353)	514
Somewhat Unfavorable of Biden	6%	(15)	22%	(61)	72%	(197)	273
Very Unfavorable of Biden	5%	(36)	16%	(111)	79%	(563)	711
#1 Issue: Economy	9%	(66)	24%	(177)	67%	(499)	741
#1 Issue: Security	5%	(22)	18%	(73)	77%	(319)	414
#1 Issue: Health Care	12%	(37)	22%	(66)	65%	(193)	296
#1 Issue: Medicare / Social Security	4%	(10)	9%	(24)	87%	(232)	266
#1 Issue: Women's Issues	10%	(13)	15%	(20)	76%	(105)	139
#1 Issue: Education	16%	(14)	23%	(20)	60%	(53)	87
#1 Issue: Energy	17%	(25)	18%	(26)	65%	(95)	146
#1 Issue: Other	1%	(1)	14%	(15)	85%	(95)	111
2020 Vote: Joe Biden	12%	(125)	18%	(185)	70%	(712)	1023
2020 Vote: Donald Trump	5%	(37)	18%	(121)	77%	(529)	687
2020 Vote: Other	2%	(1)	21%	(15)	77%	(55)	72
2020 Vote: Didn't Vote	6%	(25)	24%	(98)	70%	(290)	413
2018 House Vote: Democrat	13%	(103)	19%	(148)	68%	(533)	784
2018 House Vote: Republican	5%	(30)	16%	(91)	78%	(441)	562
2018 House Vote: Someone else	1%	(1)	13%	(7)	86%	(50)	58
2016 Vote: Hillary Clinton	12%	(91)	18%	(135)	69%	(508)	734
2016 Vote: Donald Trump	6%	(38)	17%	(114)	77%	(507)	659
2016 Vote: Other	4%	(4)	14%	(14)	81%	(80)	98
2016 Vote: Didn't Vote	8%	(54)	22%	(156)	70%	(495)	705
Voted in 2014: Yes	10%	(126)	17%	(217)	73%	(922)	1265
Voted in 2014: No	7%	(62)	22%	(203)	72%	(669)	935
4-Region: Northeast	10%	(40)	16%	(65)	73%	(289)	394
4-Region: Midwest	7%	(34)	19%	(88)	73%	(340)	462
4-Region: South	7%	(60)	18%	(151)	74%	(613)	824
4-Region: West	10%	(54)	22%	(116)	67%	(350)	520

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Table MCSPdem1_19: *In general, what kind of fan do you consider yourself of the following?*
Esports

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(188)	19%	(420)	72%	(1592)	2200
Sports Fans	12%	(180)	26%	(381)	62%	(932)	1492
Avid Sports Fans	27%	(120)	33%	(144)	41%	(180)	443
Casual Sports Fans	6%	(60)	23%	(236)	72%	(752)	1049
NFL Fans	12%	(172)	25%	(371)	63%	(936)	1479
NBA Fans	16%	(174)	30%	(332)	54%	(597)	1103
WNBA Fans	25%	(143)	36%	(208)	40%	(230)	581
MLB Fans	13%	(160)	27%	(326)	60%	(719)	1206
NHL Fans	17%	(160)	29%	(263)	54%	(497)	920
MLS Fans	24%	(149)	36%	(222)	40%	(242)	613
Formula 1 Fans	23%	(139)	37%	(224)	40%	(239)	602
IndyCar Fans	20%	(128)	35%	(220)	45%	(288)	636
NASCAR Fans	18%	(162)	30%	(263)	52%	(465)	890
PGA Tour Fans	21%	(140)	32%	(209)	46%	(302)	651
LPGA Tour Fans	26%	(119)	37%	(168)	37%	(170)	457
UFC Fans	20%	(163)	36%	(293)	44%	(356)	812
College Football Fans	14%	(167)	26%	(316)	60%	(719)	1202
College Basketball Fans	17%	(160)	30%	(291)	53%	(513)	965
Boxing Fans	19%	(171)	31%	(278)	51%	(460)	909
ATP Tour Fans	32%	(118)	39%	(146)	29%	(110)	374
WTA Tour Fans	32%	(123)	37%	(144)	30%	(117)	384
Esports Fans	31%	(188)	69%	(420)	—	(0)	608
Sports Bettors	24%	(130)	36%	(194)	40%	(216)	541
Currently Owns or Holds Crypto	26%	(123)	35%	(168)	39%	(188)	479
Interested in Crypto	18%	(151)	32%	(273)	50%	(417)	841
Interested in Stocks	13%	(155)	25%	(297)	63%	(755)	1208
Casual Investor	8%	(43)	17%	(94)	75%	(403)	540
Curious Investor	12%	(70)	28%	(160)	59%	(337)	567
Active Investor	21%	(55)	25%	(66)	54%	(141)	262

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	199	9%
	Millennials: 1981-1996	702	32%
	GenXers: 1965-1980	542	25%
	Baby Boomers: 1946-1964	696	32%
	N	2139	
xpid3	PID: Dem (no lean)	901	41%
	PID: Ind (no lean)	685	31%
	PID: Rep (no lean)	614	28%
	N	2200	
xpidGender	PID/Gender: Dem Men	433	20%
	PID/Gender: Dem Women	468	21%
	PID/Gender: Ind Men	338	15%
	PID/Gender: Ind Women	347	16%
	PID/Gender: Rep Men	290	13%
	PID/Gender: Rep Women	323	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	714	32%
	Ideo: Moderate (4)	628	29%
	Ideo: Conservative (5-7)	672	31%
	N	2015	
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	1224	56%
	Income: 50k-100k	648	29%
	Income: 100k+	328	15%
	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	934	42%
	All Non-Christian	127	6%
	Atheist	101	5%
	Agnostic/Nothing in particular	614	28%
	Something Else	424	19%
	N	2200	
xdemReligOther	Religious Non-Protestant/Catholic	148	7%
xdemEvang	Evangelical	583	26%
	Non-Evangelical	725	33%
	N	1307	
xdemUsr	Community: Urban	666	30%
	Community: Suburban	996	45%
	Community: Rural	538	24%
	N	2200	
xdemEmploy	Employ: Private Sector	678	31%
	Employ: Government	106	5%
	Employ: Self-Employed	223	10%
	Employ: Homemaker	140	6%
	Employ: Student	55	3%
	Employ: Retired	505	23%
	Employ: Unemployed	303	14%
	Employ: Other	190	9%
	N	2200	
xdemMilHH1	Military HH: Yes	313	14%
	Military HH: No	1887	86%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	919	42%
	RD/WT: Wrong Track	1281	58%
	N	2200	
xdemBidenApprove	Biden Job Approve	1130	51%
	Biden Job Disapprove	968	44%
	N	2097	
xdemBidenApprove2	Biden Job Strongly Approve	573	26%
	Biden Job Somewhat Approve	557	25%
	Biden Job Somewhat Disapprove	287	13%
	Biden Job Strongly Disapprove	680	31%
	N	2097	
xdemBidenFav	Favorable of Biden	1113	51%
	Unfavorable of Biden	984	45%
	N	2097	
xdemBidenFavFull	Very Favorable of Biden	600	27%
	Somewhat Favorable of Biden	514	23%
	Somewhat Unfavorable of Biden	273	12%
	Very Unfavorable of Biden	711	32%
	N	2097	
xnr3	#1 Issue: Economy	741	34%
	#1 Issue: Security	414	19%
	#1 Issue: Health Care	296	13%
	#1 Issue: Medicare / Social Security	266	12%
	#1 Issue: Women's Issues	139	6%
	#1 Issue: Education	87	4%
	#1 Issue: Energy	146	7%
	#1 Issue: Other	111	5%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	1023	46%
	2020 Vote: Donald Trump	687	31%
	2020 Vote: Other	72	3%
	2020 Vote: Didn't Vote	413	19%
	N	2195	
xsubVote18O	2018 House Vote: Democrat	784	36%
	2018 House Vote: Republican	562	26%
	2018 House Vote: Someone else	58	3%
	N	1404	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	734	33%
	2016 Vote: Donald Trump	659	30%
	2016 Vote: Other	98	4%
	2016 Vote: Didn't Vote	705	32%
	N	2196	
xsubVote14O	Voted in 2014: Yes	1265	58%
	Voted in 2014: No	935	42%
	N	2200	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
MCSPxdem1	Sports Fans	1492	68%
MCSPxdem2	Avid Sports Fans	443	20%
	Casual Sports Fans	1049	48%
	N	1492	
MCSPxdem3	NFL Fans	1479	67%
MCSPxdem4	NBA Fans	1103	50%
MCSPxdem5	WNBA Fans	581	26%
MCSPxdem6	MLB Fans	1206	55%
MCSPxdem7	NHL Fans	920	42%
MCSPxdem8	MLS Fans	613	28%
MCSPxdem9	Formula 1 Fans	602	27%
MCSPxdem10	IndyCar Fans	636	29%
MCSPxdem11	NASCAR Fans	890	40%
MCSPxdem12	PGA Tour Fans	651	30%
MCSPxdem13	LPGA Tour Fans	457	21%
MCSPxdem14	UFC Fans	812	37%
MCSPxdem15	College Football Fans	1202	55%
MCSPxdem16	College Basketball Fans	965	44%

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
MCSPxdem17	Boxing Fans	909	41%
MCSPxdem18	ATP Tour Fans	374	17%
MCSPxdem19	WTA Tour Fans	384	17%
MCSPxdem20	Esports Fans	608	28%
MCSPxdem21	Sports Bettors	541	25%
MCSPxdem22	Currently Owns or Holds Crypto	479	22%
MCSPxdem23	Interested in Crypto	841	38%
MCSPxdem24	Interested in Stocks	1208	55%
MCSPxdem25	Casual Investor	540	25%
	Curious Investor	567	26%
	Active Investor	262	12%
	N	1370	

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

