



National Tracking Poll #2204159
May 10-11, 2022

Crosstabulation Results

Methodology:

This poll was conducted between May 10-May 11, 2022 among a sample of 1000 Brazilian Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Brazilian Adults based on age, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 3 percentage points.

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Crosstabulation Results by Respondent Demographics

Table MCSP1_1: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
Sports*

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Brazilian Adults	41%	(407)	35%	(346)	25%	(247)	1000
Gender: Male	55%	(264)	30%	(145)	15%	(73)	482
Gender: Female	28%	(143)	39%	(201)	34%	(174)	518
Age: 18-34	40%	(168)	33%	(139)	27%	(115)	422
Age: 35-44	46%	(91)	33%	(67)	21%	(42)	200
Age: 45-64	39%	(139)	36%	(126)	25%	(88)	353
North	30%	(22)	41%	(30)	29%	(22)	74
Northeast	38%	(102)	40%	(108)	21%	(56)	266
Southeast	45%	(196)	31%	(136)	24%	(106)	438
South	31%	(46)	36%	(54)	33%	(49)	149
Midwest	56%	(41)	26%	(19)	18%	(13)	73
Less than primary / Primary completed	40%	(250)	32%	(200)	28%	(174)	624
Secondary or University completed	42%	(157)	39%	(146)	19%	(73)	376
Community: Urban	43%	(319)	35%	(259)	22%	(159)	737
Community: Suburban	28%	(38)	33%	(45)	38%	(51)	134
Community: Rural	39%	(51)	32%	(42)	28%	(37)	130
Avid Sports Fan	100%	(407)	—	(0)	—	(0)	407
Sports Fan	54%	(407)	46%	(346)	—	(0)	753

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

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

Formula 1

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Brazilian Adults	26%	(258)	34%	(340)	40%	(402)	1000
Gender: Male	32%	(153)	33%	(158)	35%	(171)	482
Gender: Female	20%	(105)	35%	(182)	45%	(231)	518
Age: 18-34	18%	(75)	31%	(132)	51%	(215)	422
Age: 35-44	26%	(51)	42%	(83)	33%	(65)	200
Age: 45-64	35%	(123)	31%	(110)	34%	(119)	353
North	19%	(14)	35%	(26)	46%	(34)	74
Northeast	30%	(79)	39%	(103)	31%	(84)	266
Southeast	24%	(105)	34%	(149)	42%	(184)	438
South	23%	(34)	25%	(37)	52%	(78)	149
Midwest	35%	(26)	35%	(26)	29%	(22)	73
Less than primary / Primary completed	22%	(138)	31%	(195)	47%	(291)	624
Secondary or University completed	32%	(120)	39%	(145)	30%	(111)	376
Community: Urban	25%	(184)	34%	(253)	41%	(300)	737
Community: Suburban	31%	(42)	34%	(46)	34%	(46)	134
Community: Rural	25%	(32)	32%	(41)	43%	(56)	130
Avid Sports Fan	45%	(183)	31%	(128)	24%	(96)	407
Sports Fan	33%	(249)	40%	(304)	27%	(200)	753

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

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

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Brazilian Adults	14%	(145)	23%	(232)	62%	(624)	1000
Gender: Male	19%	(92)	25%	(121)	56%	(269)	482
Gender: Female	10%	(53)	21%	(110)	69%	(355)	518
Age: 18-34	12%	(51)	19%	(81)	69%	(289)	422
Age: 35-44	15%	(29)	21%	(42)	64%	(129)	200
Age: 45-64	18%	(62)	27%	(96)	55%	(195)	353
North	13%	(10)	31%	(23)	55%	(41)	74
Northeast	14%	(37)	23%	(60)	63%	(169)	266
Southeast	15%	(65)	24%	(106)	61%	(267)	438
South	14%	(21)	15%	(23)	70%	(105)	149
Midwest	16%	(12)	27%	(19)	57%	(42)	73
Less than primary / Primary completed	18%	(109)	19%	(122)	63%	(393)	624
Secondary or University completed	9%	(35)	29%	(110)	61%	(231)	376
Community: Urban	12%	(86)	23%	(166)	66%	(485)	737
Community: Suburban	22%	(29)	21%	(28)	57%	(77)	134
Community: Rural	23%	(29)	29%	(38)	48%	(62)	130
Avid Sports Fan	29%	(119)	28%	(114)	43%	(175)	407
Sports Fan	18%	(137)	29%	(217)	53%	(399)	753

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

Table MCSPI_4: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
Serie A (Italy)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Brazilian Adults	17%	(166)	30%	(301)	53%	(533)	1000
Gender: Male	25%	(118)	36%	(174)	39%	(189)	482
Gender: Female	9%	(48)	25%	(127)	66%	(343)	518
Age: 18-34	16%	(69)	29%	(121)	55%	(232)	422
Age: 35-44	17%	(34)	27%	(53)	57%	(113)	200
Age: 45-64	17%	(61)	32%	(112)	51%	(179)	353
North	21%	(16)	19%	(14)	60%	(44)	74
Northeast	16%	(43)	37%	(98)	47%	(125)	266
Southeast	19%	(84)	29%	(128)	52%	(226)	438
South	7%	(11)	28%	(41)	65%	(96)	149
Midwest	16%	(12)	27%	(20)	57%	(42)	73
Less than primary / Primary completed	17%	(106)	28%	(178)	55%	(341)	624
Secondary or University completed	16%	(60)	33%	(124)	51%	(192)	376
Community: Urban	15%	(112)	32%	(233)	53%	(392)	737
Community: Suburban	19%	(26)	26%	(35)	54%	(73)	134
Community: Rural	21%	(28)	26%	(34)	53%	(68)	130
Avid Sports Fan	36%	(146)	40%	(161)	25%	(100)	407
Sports Fan	21%	(161)	38%	(288)	40%	(304)	753

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

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

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Brazilian Adults	43%	(430)	28%	(282)	29%	(288)	1000
Gender: Male	61%	(293)	22%	(105)	17%	(84)	482
Gender: Female	26%	(137)	34%	(177)	39%	(204)	518
Age: 18-34	43%	(183)	24%	(100)	33%	(139)	422
Age: 35-44	42%	(84)	34%	(67)	24%	(48)	200
Age: 45-64	43%	(153)	30%	(107)	26%	(93)	353
North	44%	(32)	16%	(12)	40%	(29)	74
Northeast	46%	(123)	30%	(79)	24%	(64)	266
Southeast	43%	(190)	31%	(137)	25%	(111)	438
South	35%	(52)	23%	(35)	42%	(62)	149
Midwest	45%	(33)	26%	(19)	29%	(21)	73
Less than primary / Primary completed	41%	(258)	27%	(165)	32%	(201)	624
Secondary or University completed	46%	(173)	31%	(116)	23%	(87)	376
Community: Urban	42%	(311)	32%	(237)	26%	(189)	737
Community: Suburban	35%	(46)	19%	(25)	46%	(62)	134
Community: Rural	57%	(73)	15%	(19)	29%	(37)	130
Avid Sports Fan	84%	(341)	14%	(57)	2%	(10)	407
Sports Fan	55%	(415)	35%	(261)	10%	(77)	753

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

Table MCSPI_6: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?

La Liga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Brazilian Adults	23%	(227)	28%	(276)	50%	(497)	1000
Gender: Male	36%	(174)	27%	(130)	37%	(178)	482
Gender: Female	10%	(52)	28%	(147)	62%	(319)	518
Age: 18-34	22%	(93)	26%	(110)	52%	(219)	422
Age: 35-44	21%	(43)	31%	(62)	48%	(95)	200
Age: 45-64	23%	(82)	27%	(95)	50%	(176)	353
North	19%	(14)	24%	(18)	57%	(42)	74
Northeast	26%	(69)	33%	(89)	41%	(108)	266
Southeast	26%	(112)	24%	(105)	50%	(221)	438
South	16%	(23)	25%	(37)	59%	(88)	149
Midwest	11%	(8)	37%	(27)	51%	(38)	73
Less than primary / Primary completed	24%	(149)	25%	(156)	51%	(319)	624
Secondary or University completed	21%	(78)	32%	(120)	47%	(178)	376
Community: Urban	23%	(170)	25%	(187)	52%	(379)	737
Community: Suburban	21%	(28)	31%	(41)	48%	(64)	134
Community: Rural	22%	(28)	37%	(48)	41%	(53)	130
Avid Sports Fan	49%	(200)	34%	(139)	17%	(68)	407
Sports Fan	29%	(221)	34%	(258)	36%	(274)	753

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

Table MCSP1_7: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
 Brasileiro

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Brazilian Adults	46%	(458)	29%	(291)	25%	(252)	1000
Gender: Male	59%	(285)	25%	(123)	15%	(75)	482
Gender: Female	33%	(173)	32%	(168)	34%	(177)	518
Age: 18-34	47%	(197)	27%	(112)	27%	(113)	422
Age: 35-44	50%	(99)	25%	(50)	26%	(51)	200
Age: 45-64	41%	(146)	34%	(120)	24%	(86)	353
North	20%	(15)	39%	(29)	41%	(30)	74
Northeast	46%	(124)	34%	(90)	20%	(53)	266
Southeast	51%	(222)	28%	(121)	22%	(95)	438
South	34%	(50)	30%	(45)	36%	(54)	149
Midwest	63%	(46)	10%	(7)	27%	(20)	73
Less than primary / Primary completed	45%	(280)	29%	(178)	27%	(166)	624
Secondary or University completed	47%	(177)	30%	(112)	23%	(86)	376
Community: Urban	49%	(363)	28%	(204)	23%	(170)	737
Community: Suburban	34%	(46)	25%	(34)	41%	(54)	134
Community: Rural	38%	(49)	41%	(53)	21%	(28)	130
Avid Sports Fan	87%	(354)	8%	(31)	5%	(22)	407
Sports Fan	58%	(437)	33%	(246)	9%	(70)	753

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

Table MCSPI_8: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
Bundesliga

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Brazilian Adults	17%	(172)	24%	(237)	59%	(591)	1000
Gender: Male	28%	(136)	27%	(132)	44%	(214)	482
Gender: Female	7%	(37)	20%	(105)	73%	(377)	518
Age: 18-34	21%	(87)	20%	(84)	59%	(250)	422
Age: 35-44	18%	(35)	18%	(36)	64%	(128)	200
Age: 45-64	14%	(49)	29%	(103)	57%	(201)	353
North	15%	(11)	20%	(14)	66%	(48)	74
Northeast	24%	(64)	17%	(45)	59%	(157)	266
Southeast	17%	(75)	25%	(110)	58%	(253)	438
South	7%	(11)	23%	(34)	70%	(104)	149
Midwest	15%	(11)	46%	(34)	39%	(28)	73
Less than primary / Primary completed	19%	(119)	22%	(140)	59%	(365)	624
Secondary or University completed	14%	(53)	26%	(97)	60%	(226)	376
Community: Urban	16%	(120)	23%	(167)	61%	(450)	737
Community: Suburban	18%	(24)	26%	(34)	56%	(75)	134
Community: Rural	22%	(28)	27%	(35)	51%	(66)	130
Avid Sports Fan	37%	(152)	36%	(147)	27%	(109)	407
Sports Fan	22%	(167)	31%	(231)	47%	(355)	753

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

Table MCSP1_9: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
FIFA

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Brazilian Adults	35%	(346)	36%	(363)	29%	(291)	1000
Gender: Male	48%	(234)	30%	(146)	21%	(102)	482
Gender: Female	22%	(112)	42%	(217)	36%	(189)	518
Age: 18-34	37%	(156)	30%	(126)	33%	(140)	422
Age: 35-44	37%	(73)	39%	(78)	25%	(49)	200
Age: 45-64	31%	(109)	42%	(147)	27%	(97)	353
North	21%	(16)	45%	(33)	33%	(25)	74
Northeast	33%	(87)	39%	(104)	28%	(75)	266
Southeast	38%	(167)	35%	(154)	27%	(117)	438
South	30%	(44)	34%	(50)	37%	(54)	149
Midwest	43%	(32)	30%	(22)	26%	(19)	73
Less than primary / Primary completed	30%	(188)	38%	(240)	31%	(196)	624
Secondary or University completed	42%	(158)	33%	(123)	25%	(95)	376
Community: Urban	38%	(280)	34%	(254)	28%	(203)	737
Community: Suburban	26%	(34)	41%	(55)	33%	(45)	134
Community: Rural	25%	(32)	42%	(55)	33%	(43)	130
Avid Sports Fan	72%	(293)	19%	(78)	9%	(37)	407
Sports Fan	45%	(341)	42%	(314)	13%	(99)	753

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

Table MCSP1_10: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
English Premier League (EPL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Brazilian Adults	18%	(184)	27%	(274)	54%	(543)	1000
Gender: Male	31%	(149)	28%	(135)	41%	(198)	482
Gender: Female	7%	(34)	27%	(139)	67%	(345)	518
Age: 18-34	19%	(82)	23%	(98)	57%	(241)	422
Age: 35-44	21%	(41)	17%	(34)	62%	(124)	200
Age: 45-64	15%	(53)	38%	(132)	48%	(168)	353
North	16%	(12)	31%	(23)	53%	(39)	74
Northeast	16%	(44)	32%	(85)	52%	(138)	266
Southeast	25%	(111)	25%	(111)	49%	(216)	438
South	7%	(11)	20%	(29)	73%	(109)	149
Midwest	9%	(6)	35%	(26)	56%	(41)	73
Less than primary / Primary completed	18%	(114)	26%	(163)	56%	(347)	624
Secondary or University completed	18%	(69)	30%	(111)	52%	(196)	376
Community: Urban	19%	(142)	26%	(194)	54%	(400)	737
Community: Suburban	5%	(7)	34%	(45)	61%	(82)	134
Community: Rural	27%	(34)	27%	(35)	47%	(61)	130
Avid Sports Fan	41%	(167)	35%	(142)	24%	(99)	407
Sports Fan	23%	(176)	35%	(265)	41%	(312)	753

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

Table MCSP1_11: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
 Major League Baseball (MLB)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Brazilian Adults	7%	(72)	25%	(245)	68%	(682)	1000
Gender: Male	9%	(41)	28%	(134)	64%	(307)	482
Gender: Female	6%	(31)	21%	(111)	72%	(375)	518
Age: 18-34	6%	(26)	22%	(91)	72%	(305)	422
Age: 35-44	10%	(19)	19%	(38)	71%	(143)	200
Age: 45-64	8%	(27)	31%	(109)	61%	(216)	353
North	4%	(3)	40%	(30)	56%	(41)	74
Northeast	7%	(17)	23%	(61)	71%	(188)	266
Southeast	10%	(42)	24%	(105)	66%	(291)	438
South	5%	(8)	17%	(26)	78%	(115)	149
Midwest	4%	(3)	33%	(24)	63%	(46)	73
Less than primary / Primary completed	7%	(44)	25%	(156)	68%	(424)	624
Secondary or University completed	8%	(28)	24%	(89)	69%	(258)	376
Community: Urban	6%	(46)	23%	(172)	70%	(518)	737
Community: Suburban	9%	(12)	26%	(34)	65%	(87)	134
Community: Rural	11%	(14)	30%	(39)	59%	(77)	130
Avid Sports Fan	15%	(59)	37%	(153)	48%	(196)	407
Sports Fan	9%	(65)	32%	(239)	60%	(450)	753

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

Table MCSP1_12: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
Major League Soccer (MLS)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Brazilian Adults	9%	(92)	21%	(207)	70%	(701)	1000
Gender: Male	12%	(60)	25%	(120)	63%	(302)	482
Gender: Female	6%	(33)	17%	(87)	77%	(398)	518
Age: 18-34	11%	(45)	17%	(72)	72%	(305)	422
Age: 35-44	6%	(12)	22%	(45)	72%	(143)	200
Age: 45-64	10%	(35)	24%	(85)	66%	(233)	353
North	15%	(11)	21%	(15)	64%	(47)	74
Northeast	6%	(15)	21%	(55)	74%	(197)	266
Southeast	11%	(49)	22%	(97)	67%	(292)	438
South	10%	(15)	15%	(22)	75%	(112)	149
Midwest	3%	(2)	24%	(17)	73%	(54)	73
Less than primary / Primary completed	11%	(67)	17%	(107)	72%	(450)	624
Secondary or University completed	7%	(25)	27%	(100)	67%	(250)	376
Community: Urban	8%	(58)	20%	(144)	73%	(535)	737
Community: Suburban	16%	(21)	17%	(23)	67%	(89)	134
Community: Rural	10%	(13)	31%	(40)	59%	(77)	130
Avid Sports Fan	21%	(84)	27%	(109)	52%	(214)	407
Sports Fan	12%	(91)	26%	(195)	62%	(467)	753

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

Table MCSP1_13: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
 National Basketball Association (NBA)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Brazilian Adults	17%	(167)	28%	(283)	55%	(551)	1000
Gender: Male	25%	(119)	29%	(138)	47%	(226)	482
Gender: Female	9%	(48)	28%	(145)	63%	(325)	518
Age: 18-34	15%	(64)	25%	(104)	60%	(253)	422
Age: 35-44	14%	(29)	25%	(51)	60%	(120)	200
Age: 45-64	19%	(68)	34%	(119)	47%	(165)	353
North	6%	(4)	25%	(18)	69%	(51)	74
Northeast	18%	(49)	24%	(63)	58%	(154)	266
Southeast	19%	(83)	33%	(143)	48%	(212)	438
South	7%	(10)	24%	(35)	69%	(103)	149
Midwest	27%	(20)	31%	(23)	42%	(31)	73
Less than primary / Primary completed	14%	(89)	27%	(166)	59%	(369)	624
Secondary or University completed	21%	(77)	31%	(117)	48%	(182)	376
Community: Urban	19%	(137)	27%	(201)	54%	(399)	737
Community: Suburban	12%	(15)	34%	(45)	55%	(73)	134
Community: Rural	11%	(14)	29%	(37)	60%	(78)	130
Avid Sports Fan	34%	(138)	33%	(135)	33%	(134)	407
Sports Fan	21%	(162)	35%	(266)	43%	(326)	753

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

Table MCSP1_14: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
Women's National Basketball Association (WNBA)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Brazilian Adults	10%	(98)	26%	(262)	64%	(640)	1000
Gender: Male	13%	(64)	24%	(118)	62%	(301)	482
Gender: Female	7%	(35)	28%	(144)	65%	(339)	518
Age: 18-34	8%	(34)	24%	(101)	68%	(287)	422
Age: 35-44	10%	(19)	23%	(45)	68%	(136)	200
Age: 45-64	11%	(39)	30%	(107)	59%	(207)	353
North	3%	(2)	16%	(12)	81%	(60)	74
Northeast	13%	(34)	22%	(58)	66%	(175)	266
Southeast	11%	(48)	28%	(123)	61%	(268)	438
South	3%	(5)	24%	(36)	73%	(108)	149
Midwest	14%	(10)	46%	(33)	40%	(30)	73
Less than primary / Primary completed	11%	(66)	25%	(155)	65%	(403)	624
Secondary or University completed	9%	(32)	29%	(107)	63%	(236)	376
Community: Urban	7%	(54)	26%	(189)	67%	(494)	737
Community: Suburban	20%	(27)	33%	(45)	47%	(62)	134
Community: Rural	14%	(18)	22%	(29)	64%	(83)	130
Avid Sports Fan	17%	(70)	36%	(146)	47%	(191)	407
Sports Fan	13%	(94)	31%	(237)	56%	(422)	753

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

Table MCSP1_15: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
National Football League (NFL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Brazilian Adults	13%	(125)	28%	(281)	59%	(594)	1000
Gender: Male	17%	(81)	31%	(148)	52%	(253)	482
Gender: Female	9%	(44)	26%	(132)	66%	(341)	518
Age: 18-34	12%	(51)	26%	(110)	62%	(262)	422
Age: 35-44	15%	(29)	23%	(46)	63%	(125)	200
Age: 45-64	13%	(45)	31%	(110)	56%	(198)	353
North	8%	(6)	30%	(22)	62%	(46)	74
Northeast	13%	(35)	26%	(69)	61%	(162)	266
Southeast	16%	(72)	27%	(118)	57%	(249)	438
South	7%	(10)	21%	(31)	72%	(108)	149
Midwest	4%	(3)	56%	(41)	40%	(29)	73
Less than primary / Primary completed	12%	(76)	28%	(174)	60%	(375)	624
Secondary or University completed	13%	(50)	28%	(107)	58%	(219)	376
Community: Urban	11%	(80)	27%	(198)	62%	(458)	737
Community: Suburban	20%	(27)	28%	(37)	52%	(70)	134
Community: Rural	14%	(18)	35%	(46)	51%	(66)	130
Avid Sports Fan	25%	(101)	39%	(157)	36%	(149)	407
Sports Fan	16%	(120)	36%	(272)	48%	(361)	753

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

Table MCSP1_16: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
National Hockey League (NHL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Brazilian Adults	9%	(91)	20%	(199)	71%	(711)	1000
Gender: Male	9%	(46)	21%	(100)	70%	(336)	482
Gender: Female	9%	(45)	19%	(99)	72%	(374)	518
Age: 18-34	10%	(42)	18%	(76)	72%	(303)	422
Age: 35-44	8%	(17)	17%	(35)	74%	(149)	200
Age: 45-64	9%	(32)	24%	(85)	67%	(236)	353
North	13%	(10)	19%	(14)	67%	(50)	74
Northeast	9%	(24)	21%	(55)	71%	(188)	266
Southeast	11%	(46)	18%	(77)	72%	(315)	438
South	2%	(3)	20%	(30)	78%	(116)	149
Midwest	11%	(8)	31%	(23)	58%	(42)	73
Less than primary / Primary completed	11%	(68)	19%	(121)	70%	(435)	624
Secondary or University completed	6%	(22)	21%	(78)	73%	(276)	376
Community: Urban	5%	(38)	20%	(146)	75%	(553)	737
Community: Suburban	23%	(31)	19%	(25)	58%	(78)	134
Community: Rural	17%	(22)	21%	(27)	62%	(80)	130
Avid Sports Fan	17%	(71)	26%	(108)	56%	(229)	407
Sports Fan	11%	(83)	25%	(192)	64%	(479)	753

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

Table MCSP1_17: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
 National Women's Soccer League (NWSL)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Brazilian Adults	10%	(97)	24%	(244)	66%	(659)	1000
Gender: Male	13%	(62)	26%	(126)	61%	(294)	482
Gender: Female	7%	(35)	23%	(117)	70%	(365)	518
Age: 18-34	9%	(38)	25%	(107)	65%	(276)	422
Age: 35-44	10%	(19)	16%	(32)	74%	(149)	200
Age: 45-64	11%	(40)	27%	(97)	61%	(216)	353
North	28%	(20)	17%	(13)	55%	(41)	74
Northeast	9%	(25)	25%	(66)	66%	(176)	266
Southeast	10%	(43)	25%	(108)	65%	(287)	438
South	5%	(8)	18%	(27)	77%	(114)	149
Midwest	2%	(2)	42%	(31)	56%	(41)	73
Less than primary / Primary completed	12%	(72)	23%	(142)	66%	(409)	624
Secondary or University completed	7%	(25)	27%	(101)	66%	(249)	376
Community: Urban	7%	(51)	25%	(180)	69%	(505)	737
Community: Suburban	9%	(12)	23%	(31)	68%	(91)	134
Community: Rural	27%	(35)	25%	(33)	48%	(62)	130
Avid Sports Fan	18%	(75)	36%	(145)	46%	(187)	407
Sports Fan	12%	(90)	30%	(229)	58%	(434)	753

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

Table MCSP1_18: In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?
Ultimate Fighting Championship (UFC)

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Brazilian Adults	17%	(173)	31%	(311)	52%	(516)	1000
Gender: Male	29%	(137)	33%	(158)	39%	(187)	482
Gender: Female	7%	(35)	30%	(154)	64%	(329)	518
Age: 18-34	20%	(83)	27%	(112)	54%	(226)	422
Age: 35-44	16%	(32)	36%	(72)	48%	(97)	200
Age: 45-64	16%	(56)	34%	(121)	50%	(176)	353
North	28%	(21)	27%	(20)	45%	(33)	74
Northeast	18%	(47)	27%	(73)	55%	(146)	266
Southeast	18%	(77)	32%	(140)	50%	(220)	438
South	9%	(13)	29%	(44)	62%	(92)	149
Midwest	20%	(15)	47%	(34)	33%	(24)	73
Less than primary / Primary completed	15%	(92)	31%	(196)	54%	(336)	624
Secondary or University completed	21%	(81)	31%	(116)	48%	(180)	376
Community: Urban	19%	(139)	29%	(213)	52%	(384)	737
Community: Suburban	12%	(16)	42%	(57)	46%	(61)	134
Community: Rural	13%	(17)	32%	(41)	55%	(71)	130
Avid Sports Fan	36%	(147)	40%	(164)	24%	(96)	407
Sports Fan	22%	(166)	37%	(281)	41%	(306)	753

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 each of the following sports leagues and properties?
Formula 1

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Brazilian Adults	35% (352)	22% (218)	8% (78)	9% (89)	19% (188)	7% (74)	1000
Gender: Male	42% (204)	19% (91)	7% (33)	12% (60)	13% (64)	6% (30)	482
Gender: Female	29% (148)	25% (127)	9% (45)	6% (29)	24% (124)	9% (44)	518
Age: 18-34	27% (113)	21% (87)	12% (51)	8% (36)	22% (91)	10% (44)	422
Age: 35-44	36% (73)	23% (46)	6% (11)	6% (11)	18% (35)	11% (23)	200
Age: 45-64	44% (156)	22% (78)	4% (15)	10% (36)	17% (60)	2% (7)	353
North	56% (42)	12% (9)	2% (1)	3% (2)	7% (5)	20% (15)	74
Northeast	30% (81)	26% (69)	10% (26)	3% (9)	23% (63)	7% (20)	266
Southeast	34% (148)	23% (100)	5% (23)	14% (59)	19% (84)	5% (23)	438
South	31% (47)	12% (18)	17% (26)	7% (11)	21% (31)	11% (16)	149
Midwest	48% (35)	30% (22)	2% (2)	11% (8)	7% (5)	2% (1)	73
Less than primary / Primary completed	32% (197)	18% (113)	9% (57)	12% (72)	20% (127)	9% (58)	624
Secondary or University completed	41% (155)	28% (104)	6% (21)	5% (18)	16% (62)	4% (16)	376
Community: Urban	37% (276)	20% (147)	6% (44)	10% (74)	20% (150)	6% (45)	737
Community: Suburban	18% (24)	36% (49)	13% (17)	7% (9)	15% (20)	11% (15)	134
Community: Rural	40% (52)	17% (22)	13% (17)	4% (6)	14% (18)	11% (15)	130
Avid Sports Fan	52% (210)	15% (63)	10% (40)	9% (37)	12% (51)	2% (7)	407
Sports Fan	41% (312)	24% (182)	8% (63)	10% (72)	13% (100)	3% (25)	753

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 each of the following sports leagues and properties?
Stock Car Pro Series**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Brazilian Adults	19% (192)	18% (177)	6% (61)	6% (55)	26% (261)	25% (254)	1000
Gender: Male	24% (117)	17% (84)	8% (41)	7% (35)	25% (118)	18% (87)	482
Gender: Female	14% (75)	18% (93)	4% (20)	4% (21)	28% (143)	32% (167)	518
Age: 18-34	17% (71)	14% (59)	4% (19)	9% (37)	24% (103)	31% (133)	422
Age: 35-44	19% (39)	23% (46)	6% (12)	5% (9)	28% (55)	19% (38)	200
Age: 45-64	23% (79)	18% (65)	8% (29)	2% (9)	28% (97)	21% (73)	353
North	20% (15)	19% (14)	3% (2)	12% (9)	8% (6)	39% (29)	74
Northeast	20% (53)	13% (34)	8% (21)	5% (14)	28% (75)	26% (69)	266
Southeast	18% (78)	19% (85)	7% (30)	5% (24)	32% (138)	19% (83)	438
South	18% (26)	14% (20)	5% (7)	4% (6)	24% (35)	36% (53)	149
Midwest	26% (19)	34% (25)	1% (1)	3% (2)	9% (7)	26% (19)	73
Less than primary / Primary completed	20% (122)	13% (83)	6% (38)	6% (39)	27% (165)	28% (177)	624
Secondary or University completed	19% (70)	25% (94)	6% (23)	4% (17)	25% (95)	21% (77)	376
Community: Urban	17% (128)	20% (149)	4% (30)	4% (27)	29% (214)	26% (188)	737
Community: Suburban	14% (19)	16% (21)	14% (19)	9% (12)	19% (25)	29% (38)	134
Community: Rural	35% (45)	6% (7)	9% (12)	13% (16)	17% (22)	21% (27)	130
Avid Sports Fan	35% (144)	24% (98)	5% (21)	7% (30)	21% (87)	7% (28)	407
Sports Fan	24% (184)	21% (160)	7% (53)	6% (44)	23% (177)	18% (136)	753

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 each of the following sports leagues and properties?
Serie A (Italy)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Brazilian Adults	23% (228)	17% (173)	7% (74)	7% (71)	24% (241)	21% (212)	1000
Gender: Male	31% (147)	21% (100)	10% (48)	9% (45)	18% (89)	11% (52)	482
Gender: Female	16% (81)	14% (73)	5% (27)	5% (26)	29% (153)	31% (160)	518
Age: 18-34	20% (83)	14% (59)	10% (43)	8% (34)	22% (94)	26% (109)	422
Age: 35-44	25% (50)	16% (32)	8% (16)	7% (13)	23% (46)	21% (42)	200
Age: 45-64	26% (92)	21% (75)	2% (9)	7% (24)	27% (94)	17% (60)	353
North	33% (24)	9% (7)	12% (9)	— (0)	16% (12)	29% (21)	74
Northeast	18% (47)	13% (34)	6% (15)	11% (29)	31% (83)	22% (59)	266
Southeast	24% (106)	20% (88)	9% (38)	8% (35)	20% (89)	19% (82)	438
South	12% (18)	21% (31)	7% (11)	4% (6)	31% (46)	25% (37)	149
Midwest	45% (33)	18% (13)	2% (2)	1% (1)	16% (12)	17% (13)	73
Less than primary / Primary completed	23% (144)	11% (68)	9% (56)	10% (59)	24% (148)	24% (148)	624
Secondary or University completed	22% (84)	28% (105)	5% (18)	3% (11)	25% (94)	17% (64)	376
Community: Urban	25% (181)	19% (141)	6% (47)	5% (38)	23% (168)	22% (161)	737
Community: Suburban	16% (21)	13% (18)	1% (2)	20% (26)	27% (36)	23% (31)	134
Community: Rural	20% (26)	11% (14)	20% (26)	5% (6)	29% (38)	16% (20)	130
Avid Sports Fan	42% (173)	19% (79)	10% (40)	8% (34)	15% (63)	5% (20)	407
Sports Fan	28% (210)	19% (147)	8% (61)	8% (59)	23% (170)	14% (107)	753

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 each of the following sports leagues and properties?
Copa Libertadores

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Brazilian Adults	46% (461)	20% (201)	6% (55)	5% (55)	15% (146)	8% (82)	1000
Gender: Male	55% (267)	21% (100)	4% (21)	6% (31)	8% (38)	5% (25)	482
Gender: Female	37% (194)	20% (101)	7% (34)	5% (24)	21% (107)	11% (57)	518
Age: 18-34	42% (176)	20% (85)	5% (20)	8% (33)	14% (59)	12% (49)	422
Age: 35-44	48% (95)	24% (48)	4% (9)	2% (5)	11% (22)	11% (22)	200
Age: 45-64	50% (178)	18% (62)	8% (27)	3% (11)	18% (63)	3% (11)	353
North	35% (26)	22% (16)	16% (12)	2% (1)	6% (4)	20% (14)	74
Northeast	47% (125)	24% (63)	6% (15)	3% (9)	13% (35)	7% (19)	266
Southeast	48% (210)	18% (77)	4% (16)	10% (42)	16% (71)	5% (22)	438
South	40% (59)	21% (32)	4% (6)	1% (1)	20% (29)	14% (21)	149
Midwest	55% (41)	18% (14)	8% (6)	2% (1)	7% (5)	9% (6)	73
Less than primary / Primary completed	45% (279)	17% (109)	7% (42)	6% (38)	14% (87)	11% (68)	624
Secondary or University completed	48% (182)	25% (93)	3% (13)	4% (16)	15% (58)	4% (14)	376
Community: Urban	51% (378)	18% (134)	5% (34)	4% (32)	15% (112)	6% (47)	737
Community: Suburban	24% (32)	30% (40)	16% (21)	3% (4)	15% (21)	12% (16)	134
Community: Rural	39% (50)	21% (28)	— (0)	14% (19)	10% (13)	15% (19)	130
Avid Sports Fan	77% (315)	12% (48)	3% (13)	4% (14)	2% (10)	2% (7)	407
Sports Fan	58% (434)	21% (155)	5% (41)	4% (29)	8% (57)	5% (38)	753

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 each of the following sports leagues and properties?
La Liga

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Brazilian Adults	26% (260)	20% (201)	6% (57)	5% (54)	17% (168)	26% (260)	1000
Gender: Male	38% (181)	19% (93)	5% (25)	6% (31)	13% (63)	18% (89)	482
Gender: Female	15% (79)	21% (108)	6% (33)	4% (22)	20% (105)	33% (171)	518
Age: 18-34	24% (101)	18% (74)	7% (31)	7% (30)	15% (61)	29% (124)	422
Age: 35-44	30% (61)	26% (52)	4% (8)	4% (8)	10% (20)	26% (51)	200
Age: 45-64	27% (95)	19% (68)	5% (18)	3% (10)	23% (81)	23% (82)	353
North	24% (17)	5% (4)	11% (8)	2% (1)	19% (14)	40% (30)	74
Northeast	29% (78)	17% (46)	7% (18)	3% (8)	20% (52)	24% (64)	266
Southeast	28% (124)	19% (82)	5% (23)	8% (33)	18% (80)	22% (97)	438
South	18% (27)	28% (41)	5% (7)	4% (5)	11% (16)	34% (51)	149
Midwest	19% (14)	38% (28)	1% (1)	8% (6)	8% (6)	26% (19)	73
Less than primary / Primary completed	26% (162)	19% (116)	7% (41)	7% (41)	14% (85)	29% (179)	624
Secondary or University completed	26% (98)	23% (85)	4% (16)	3% (13)	22% (83)	22% (81)	376
Community: Urban	25% (184)	21% (157)	4% (31)	5% (39)	19% (138)	25% (186)	737
Community: Suburban	24% (32)	11% (15)	14% (18)	7% (10)	12% (16)	32% (43)	134
Community: Rural	33% (43)	22% (29)	6% (7)	3% (5)	11% (14)	25% (32)	130
Avid Sports Fan	50% (203)	25% (103)	4% (17)	5% (20)	10% (42)	6% (23)	407
Sports Fan	32% (239)	25% (187)	6% (48)	4% (30)	16% (118)	17% (131)	753

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

**Table MCSP2_6: Do you have a favorable or unfavorable opinion of each of the following sports leagues and properties?
Brasileirão**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Brazilian Adults	48% (482)	21% (214)	5% (54)	4% (44)	14% (143)	6% (64)	1000
Gender: Male	61% (294)	19% (92)	3% (14)	5% (26)	8% (37)	4% (19)	482
Gender: Female	36% (188)	24% (122)	8% (39)	4% (19)	20% (106)	9% (44)	518
Age: 18-34	42% (179)	21% (90)	2% (9)	8% (36)	18% (74)	8% (33)	422
Age: 35-44	54% (109)	21% (41)	7% (14)	2% (4)	7% (14)	9% (17)	200
Age: 45-64	52% (182)	20% (70)	9% (30)	1% (4)	15% (53)	4% (13)	353
North	35% (26)	29% (22)	1% (1)	11% (8)	14% (10)	10% (8)	74
Northeast	48% (127)	20% (54)	8% (20)	5% (14)	13% (35)	6% (16)	266
Southeast	51% (224)	21% (92)	5% (21)	4% (19)	15% (66)	4% (16)	438
South	38% (56)	23% (34)	8% (12)	2% (3)	18% (27)	12% (18)	149
Midwest	67% (49)	17% (12)	— (0)	1% (1)	7% (5)	8% (6)	73
Less than primary / Primary completed	49% (303)	20% (124)	5% (34)	5% (29)	14% (86)	8% (48)	624
Secondary or University completed	48% (179)	24% (90)	5% (19)	4% (16)	15% (57)	4% (16)	376
Community: Urban	53% (392)	22% (164)	3% (24)	2% (18)	13% (97)	6% (41)	737
Community: Suburban	28% (37)	19% (25)	22% (29)	4% (5)	17% (22)	11% (15)	134
Community: Rural	41% (53)	19% (25)	— (0)	17% (22)	18% (24)	5% (7)	130
Avid Sports Fan	79% (323)	11% (44)	2% (9)	6% (26)	1% (3)	— (2)	407
Sports Fan	60% (449)	22% (167)	5% (38)	4% (31)	6% (48)	3% (21)	753

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

Table MCSP2_7: Do you have a favorable or unfavorable opinion of each of the following sports leagues and properties?
Bundesliga

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Brazilian Adults	24% (238)	20% (204)	6% (61)	3% (33)	17% (169)	30% (296)	1000
Gender: Male	32% (155)	27% (131)	6% (30)	3% (15)	13% (65)	18% (86)	482
Gender: Female	16% (83)	14% (73)	6% (31)	4% (18)	20% (104)	40% (210)	518
Age: 18-34	22% (94)	21% (90)	7% (30)	3% (12)	15% (62)	32% (134)	422
Age: 35-44	24% (48)	20% (40)	7% (15)	4% (7)	13% (26)	32% (64)	200
Age: 45-64	25% (87)	20% (70)	4% (14)	4% (14)	21% (74)	26% (93)	353
North	21% (16)	18% (13)	1% (1)	1% (1)	15% (11)	44% (33)	74
Northeast	28% (73)	12% (32)	9% (24)	1% (2)	18% (47)	33% (88)	266
Southeast	23% (99)	23% (100)	6% (27)	5% (23)	19% (82)	24% (106)	438
South	14% (21)	26% (38)	2% (3)	4% (6)	16% (24)	38% (56)	149
Midwest	38% (28)	27% (20)	9% (6)	1% (1)	6% (5)	19% (14)	73
Less than primary / Primary completed	25% (159)	19% (120)	7% (41)	4% (23)	15% (96)	30% (186)	624
Secondary or University completed	21% (79)	22% (84)	5% (19)	3% (11)	19% (73)	29% (110)	376
Community: Urban	24% (180)	21% (155)	5% (36)	2% (18)	20% (145)	28% (203)	737
Community: Suburban	13% (18)	12% (16)	10% (14)	11% (15)	8% (11)	46% (62)	134
Community: Rural	31% (40)	25% (33)	9% (12)	1% (1)	10% (13)	24% (31)	130
Avid Sports Fan	42% (171)	29% (119)	7% (28)	3% (12)	12% (51)	6% (26)	407
Sports Fan	29% (217)	24% (182)	7% (52)	3% (21)	17% (127)	21% (155)	753

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

Table MCSP2_8: Do you have a favorable or unfavorable opinion of each of the following sports leagues and properties?

FIFA

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Brazilian Adults	42% (419)	25% (255)	5% (51)	7% (72)	15% (151)	5% (53)	1000
Gender: Male	50% (242)	22% (104)	7% (31)	9% (42)	8% (38)	5% (24)	482
Gender: Female	34% (177)	29% (151)	4% (20)	6% (30)	22% (112)	6% (29)	518
Age: 18-34	37% (155)	24% (101)	5% (23)	9% (37)	19% (81)	6% (26)	422
Age: 35-44	51% (102)	21% (42)	4% (8)	7% (13)	9% (18)	8% (16)	200
Age: 45-64	43% (152)	30% (105)	5% (18)	5% (16)	14% (50)	3% (10)	353
North	37% (27)	24% (18)	11% (8)	3% (2)	23% (17)	2% (1)	74
Northeast	42% (111)	24% (64)	5% (14)	9% (25)	13% (33)	7% (19)	266
Southeast	44% (191)	22% (97)	6% (25)	8% (37)	17% (74)	3% (14)	438
South	38% (56)	29% (43)	2% (3)	4% (6)	15% (22)	12% (18)	149
Midwest	46% (34)	44% (32)	1% (1)	2% (2)	6% (4)	1% (1)	73
Less than primary / Primary completed	42% (262)	25% (154)	3% (22)	8% (47)	16% (98)	7% (41)	624
Secondary or University completed	42% (157)	27% (101)	8% (29)	7% (25)	14% (52)	3% (11)	376
Community: Urban	46% (337)	25% (184)	4% (27)	6% (48)	13% (98)	6% (43)	737
Community: Suburban	28% (38)	31% (42)	4% (5)	10% (13)	21% (28)	6% (8)	134
Community: Rural	34% (45)	22% (29)	14% (19)	9% (11)	19% (24)	1% (2)	130
Avid Sports Fan	68% (275)	16% (67)	5% (21)	7% (30)	3% (13)	— (1)	407
Sports Fan	51% (386)	26% (198)	5% (35)	7% (50)	9% (66)	2% (18)	753

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

Table MCSP2_9: Do you have a favorable or unfavorable opinion of each of the following sports leagues and properties?
English Premier League (EPL)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Brazilian Adults	22% (223)	20% (198)	4% (38)	5% (46)	25% (245)	25% (250)	1000
Gender: Male	35% (169)	24% (114)	3% (15)	7% (32)	13% (64)	18% (86)	482
Gender: Female	10% (54)	16% (84)	4% (22)	3% (14)	35% (181)	32% (164)	518
Age: 18-34	25% (105)	20% (83)	4% (17)	6% (25)	19% (79)	27% (112)	422
Age: 35-44	19% (39)	24% (48)	4% (9)	1% (3)	21% (41)	30% (61)	200
Age: 45-64	21% (75)	17% (61)	3% (11)	4% (13)	34% (120)	21% (73)	353
North	40% (30)	7% (5)	— (0)	1% (1)	27% (20)	25% (18)	74
Northeast	16% (42)	15% (41)	4% (11)	7% (18)	33% (88)	25% (66)	266
Southeast	27% (116)	19% (83)	5% (22)	4% (19)	23% (101)	22% (97)	438
South	16% (24)	29% (44)	3% (4)	4% (6)	15% (22)	33% (49)	149
Midwest	16% (12)	35% (26)	1% (0)	2% (2)	19% (14)	27% (20)	73
Less than primary / Primary completed	22% (136)	18% (114)	4% (24)	6% (36)	25% (158)	25% (156)	624
Secondary or University completed	23% (87)	22% (84)	4% (14)	3% (10)	23% (87)	25% (94)	376
Community: Urban	24% (176)	21% (158)	3% (23)	4% (30)	22% (161)	26% (189)	737
Community: Suburban	15% (20)	8% (11)	10% (13)	7% (10)	39% (52)	22% (29)	134
Community: Rural	22% (28)	23% (29)	1% (1)	5% (6)	25% (33)	25% (32)	130
Avid Sports Fan	45% (182)	22% (89)	3% (13)	5% (19)	19% (77)	7% (27)	407
Sports Fan	29% (216)	22% (164)	4% (31)	5% (34)	24% (183)	17% (124)	753

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

Table MCSP2_10: Do you have a favorable or unfavorable opinion of each of the following sports leagues and properties?
Major League Baseball (MLB)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Brazilian Adults	15% (148)	17% (165)	6% (62)	5% (52)	32% (317)	26% (257)	1000
Gender: Male	19% (92)	20% (96)	7% (36)	6% (30)	29% (140)	18% (88)	482
Gender: Female	11% (56)	13% (69)	5% (26)	4% (22)	34% (177)	32% (168)	518
Age: 18-34	14% (57)	17% (73)	6% (27)	6% (24)	28% (119)	29% (123)	422
Age: 35-44	15% (29)	21% (42)	9% (17)	2% (4)	24% (47)	30% (61)	200
Age: 45-64	17% (60)	13% (47)	5% (18)	7% (23)	38% (135)	20% (70)	353
North	22% (16)	16% (12)	3% (2)	1% (1)	28% (21)	31% (23)	74
Northeast	12% (32)	9% (23)	5% (14)	9% (23)	36% (95)	30% (79)	266
Southeast	17% (75)	16% (69)	9% (38)	6% (25)	35% (152)	18% (78)	438
South	5% (7)	25% (37)	5% (7)	1% (2)	22% (33)	42% (62)	149
Midwest	24% (17)	33% (24)	1% (0)	2% (2)	22% (16)	19% (14)	73
Less than primary / Primary completed	15% (93)	14% (88)	6% (37)	6% (37)	33% (204)	26% (165)	624
Secondary or University completed	15% (55)	21% (78)	7% (25)	4% (15)	30% (113)	24% (91)	376
Community: Urban	14% (100)	18% (131)	6% (45)	3% (19)	34% (253)	26% (189)	737
Community: Suburban	10% (13)	8% (11)	5% (7)	20% (27)	28% (37)	29% (39)	134
Community: Rural	28% (36)	18% (24)	8% (10)	5% (6)	20% (26)	22% (28)	130
Avid Sports Fan	23% (95)	22% (88)	10% (41)	4% (18)	32% (131)	9% (35)	407
Sports Fan	16% (124)	19% (145)	7% (55)	5% (40)	32% (244)	19% (145)	753

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

Table MCSP2_11: Do you have a favorable or unfavorable opinion of each of the following sports leagues and properties?
Major League Soccer (MLS)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Brazilian Adults	12% (121)	20% (202)	8% (76)	4% (42)	28% (284)	28% (275)	1000
Gender: Male	15% (74)	25% (120)	9% (41)	4% (20)	29% (138)	19% (89)	482
Gender: Female	9% (47)	16% (82)	7% (35)	4% (22)	28% (146)	36% (186)	518
Age: 18-34	10% (43)	22% (94)	8% (32)	4% (15)	25% (104)	32% (134)	422
Age: 35-44	14% (28)	15% (30)	12% (23)	9% (18)	24% (48)	26% (52)	200
Age: 45-64	14% (48)	20% (72)	6% (19)	1% (3)	36% (127)	24% (84)	353
North	20% (15)	16% (12)	3% (2)	2% (1)	16% (12)	42% (31)	74
Northeast	9% (24)	14% (37)	9% (25)	2% (4)	36% (96)	30% (79)	266
Southeast	14% (63)	18% (80)	8% (34)	7% (33)	31% (134)	21% (94)	438
South	4% (6)	24% (35)	9% (13)	2% (2)	23% (35)	38% (57)	149
Midwest	17% (12)	51% (38)	1% (1)	1% (1)	10% (7)	19% (14)	73
Less than primary / Primary completed	11% (68)	19% (117)	8% (53)	4% (28)	30% (188)	27% (171)	624
Secondary or University completed	14% (53)	23% (85)	6% (23)	4% (14)	26% (96)	28% (105)	376
Community: Urban	12% (87)	20% (144)	7% (51)	5% (36)	30% (219)	27% (200)	737
Community: Suburban	7% (10)	12% (17)	10% (14)	4% (5)	34% (45)	33% (44)	134
Community: Rural	19% (24)	32% (42)	9% (12)	1% (1)	15% (20)	24% (32)	130
Avid Sports Fan	18% (73)	30% (122)	12% (48)	4% (16)	31% (124)	6% (24)	407
Sports Fan	13% (101)	23% (177)	9% (71)	5% (35)	30% (222)	20% (147)	753

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

Table MCSP2_12: Do you have a favorable or unfavorable opinion of each of the following sports leagues and properties?
National Basketball Association (NBA)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Brazilian Adults	22% (220)	21% (206)	8% (78)	6% (59)	24% (238)	20% (197)	1000
Gender: Male	26% (126)	25% (122)	8% (37)	10% (49)	19% (91)	12% (56)	482
Gender: Female	18% (94)	16% (84)	8% (41)	2% (10)	28% (147)	27% (141)	518
Age: 18-34	14% (59)	22% (92)	5% (22)	9% (38)	24% (102)	26% (109)	422
Age: 35-44	31% (63)	20% (39)	10% (20)	1% (3)	20% (39)	18% (36)	200
Age: 45-64	26% (93)	19% (67)	10% (36)	4% (13)	26% (93)	15% (51)	353
North	7% (5)	8% (6)	17% (13)	20% (14)	9% (7)	38% (28)	74
Northeast	18% (49)	21% (56)	4% (10)	3% (9)	35% (94)	18% (49)	266
Southeast	28% (123)	19% (81)	9% (41)	6% (28)	22% (97)	15% (68)	438
South	13% (19)	21% (31)	10% (14)	4% (7)	24% (35)	28% (42)	149
Midwest	33% (24)	44% (32)	— (0)	1% (1)	8% (6)	15% (11)	73
Less than primary / Primary completed	19% (117)	18% (112)	10% (62)	7% (46)	24% (147)	22% (140)	624
Secondary or University completed	27% (103)	25% (95)	4% (16)	3% (13)	24% (91)	15% (58)	376
Community: Urban	23% (173)	21% (152)	6% (41)	6% (41)	26% (190)	19% (140)	737
Community: Suburban	18% (24)	24% (32)	11% (15)	8% (11)	19% (25)	20% (27)	134
Community: Rural	18% (24)	17% (22)	17% (22)	6% (8)	18% (23)	23% (30)	130
Avid Sports Fan	40% (163)	23% (94)	8% (32)	7% (28)	17% (69)	5% (22)	407
Sports Fan	27% (202)	25% (190)	8% (59)	6% (42)	23% (176)	11% (84)	753

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

Table MCSP2_13: Do you have a favorable or unfavorable opinion of each of the following sports leagues and properties?
Women's National Basketball Association (WNBA)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Brazilian Adults	17% (166)	17% (172)	6% (58)	6% (65)	27% (273)	27% (266)	1000
Gender: Male	19% (92)	23% (112)	6% (29)	9% (42)	26% (124)	17% (84)	482
Gender: Female	14% (75)	12% (60)	5% (28)	4% (23)	29% (150)	35% (182)	518
Age: 18-34	16% (66)	15% (65)	8% (35)	7% (31)	22% (94)	31% (131)	422
Age: 35-44	20% (41)	18% (36)	4% (9)	7% (14)	17% (35)	33% (65)	200
Age: 45-64	16% (56)	19% (66)	4% (14)	4% (14)	39% (137)	18% (65)	353
North	21% (15)	16% (12)	— (0)	2% (1)	19% (14)	43% (31)	74
Northeast	10% (27)	13% (33)	11% (30)	5% (15)	31% (82)	30% (79)	266
Southeast	20% (87)	16% (71)	4% (18)	10% (42)	29% (127)	21% (93)	438
South	8% (12)	27% (40)	6% (9)	3% (5)	22% (33)	33% (50)	149
Midwest	34% (25)	21% (16)	2% (2)	1% (1)	23% (17)	17% (13)	73
Less than primary / Primary completed	17% (109)	14% (87)	5% (34)	8% (52)	26% (165)	28% (177)	624
Secondary or University completed	15% (57)	23% (85)	6% (23)	3% (13)	29% (108)	24% (89)	376
Community: Urban	16% (116)	18% (129)	5% (36)	4% (31)	31% (227)	27% (198)	737
Community: Suburban	8% (11)	18% (24)	8% (10)	7% (9)	32% (43)	26% (35)	134
Community: Rural	30% (39)	14% (19)	9% (12)	19% (25)	2% (3)	25% (32)	130
Avid Sports Fan	30% (120)	25% (100)	5% (21)	6% (26)	26% (105)	9% (35)	407
Sports Fan	21% (160)	21% (155)	6% (49)	5% (40)	28% (210)	18% (139)	753

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

Table MCSP2_14: Do you have a favorable or unfavorable opinion of each of the following sports leagues and properties?
National Football League (NFL)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Brazilian Adults	15% (154)	17% (169)	8% (75)	6% (60)	27% (271)	27% (270)	1000
Gender: Male	20% (95)	18% (89)	11% (53)	6% (28)	25% (123)	20% (95)	482
Gender: Female	11% (59)	16% (81)	4% (22)	6% (32)	29% (148)	34% (175)	518
Age: 18-34	15% (65)	17% (72)	7% (29)	7% (30)	25% (108)	28% (118)	422
Age: 35-44	17% (35)	12% (25)	10% (20)	7% (15)	21% (41)	32% (64)	200
Age: 45-64	15% (52)	19% (67)	6% (19)	4% (15)	33% (116)	24% (83)	353
North	33% (24)	7% (5)	2% (2)	2% (1)	27% (20)	29% (21)	74
Northeast	10% (26)	20% (54)	4% (12)	7% (18)	34% (91)	25% (66)	266
Southeast	18% (81)	13% (59)	10% (42)	7% (32)	29% (125)	23% (100)	438
South	10% (15)	16% (24)	12% (18)	5% (7)	18% (27)	39% (58)	149
Midwest	11% (8)	38% (28)	3% (2)	2% (2)	11% (8)	35% (25)	73
Less than primary / Primary completed	13% (83)	13% (83)	8% (50)	8% (47)	27% (169)	31% (192)	624
Secondary or University completed	19% (71)	23% (86)	7% (25)	3% (13)	27% (102)	21% (79)	376
Community: Urban	15% (108)	18% (132)	8% (57)	4% (30)	29% (215)	26% (195)	737
Community: Suburban	13% (18)	10% (13)	2% (3)	14% (18)	24% (32)	37% (49)	134
Community: Rural	22% (28)	18% (24)	12% (15)	9% (12)	19% (25)	20% (26)	130
Avid Sports Fan	28% (113)	22% (89)	9% (38)	7% (30)	26% (106)	8% (31)	407
Sports Fan	20% (153)	19% (146)	8% (59)	6% (45)	28% (214)	18% (136)	753

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

Table MCSP2_15: Do you have a favorable or unfavorable opinion of each of the following sports leagues and properties?
National Hockey League (NHL)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Brazilian Adults	11% (106)	19% (192)	7% (72)	5% (49)	29% (294)	29% (288)	1000
Gender: Male	14% (66)	23% (109)	11% (52)	6% (28)	27% (128)	21% (99)	482
Gender: Female	8% (40)	16% (83)	4% (20)	4% (21)	32% (165)	36% (189)	518
Age: 18-34	8% (34)	18% (77)	9% (40)	7% (28)	26% (111)	31% (132)	422
Age: 35-44	14% (29)	20% (40)	9% (17)	5% (10)	23% (45)	30% (59)	200
Age: 45-64	12% (41)	20% (72)	2% (8)	3% (10)	37% (130)	26% (91)	353
North	20% (15)	15% (11)	1% (1)	2% (2)	32% (24)	29% (22)	74
Northeast	8% (21)	12% (31)	7% (18)	5% (14)	35% (93)	33% (89)	266
Southeast	13% (57)	20% (89)	8% (37)	6% (25)	30% (133)	22% (97)	438
South	6% (9)	24% (36)	6% (9)	4% (6)	20% (29)	39% (58)	149
Midwest	6% (4)	32% (24)	9% (7)	2% (2)	21% (15)	30% (22)	73
Less than primary / Primary completed	10% (60)	19% (116)	7% (46)	5% (32)	29% (183)	30% (189)	624
Secondary or University completed	12% (47)	20% (76)	7% (26)	4% (17)	30% (111)	26% (99)	376
Community: Urban	10% (73)	19% (140)	8% (62)	4% (27)	29% (211)	30% (223)	737
Community: Suburban	6% (8)	18% (24)	2% (3)	8% (10)	37% (49)	29% (39)	134
Community: Rural	20% (25)	21% (27)	5% (7)	9% (11)	25% (33)	20% (26)	130
Avid Sports Fan	19% (76)	25% (102)	10% (40)	6% (23)	31% (126)	10% (40)	407
Sports Fan	14% (104)	22% (167)	9% (64)	5% (37)	28% (211)	22% (169)	753

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

Table MCSP2_16: Do you have a favorable or unfavorable opinion of each of the following sports leagues and properties?
National Women's Soccer League (NWSL)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Brazilian Adults	11% (115)	19% (189)	6% (63)	5% (54)	30% (299)	28% (281)	1000
Gender: Male	16% (76)	19% (91)	9% (44)	8% (37)	30% (143)	19% (91)	482
Gender: Female	7% (39)	19% (98)	4% (19)	3% (17)	30% (156)	37% (190)	518
Age: 18-34	8% (32)	18% (76)	6% (25)	8% (36)	31% (129)	29% (124)	422
Age: 35-44	17% (34)	21% (42)	5% (11)	4% (8)	24% (47)	29% (58)	200
Age: 45-64	13% (47)	19% (65)	6% (21)	3% (10)	32% (114)	27% (96)	353
North	21% (15)	8% (6)	1% (1)	10% (8)	27% (20)	33% (24)	74
Northeast	8% (23)	15% (40)	2% (6)	5% (14)	36% (95)	33% (88)	266
Southeast	14% (61)	18% (80)	8% (35)	7% (29)	33% (145)	20% (88)	438
South	8% (12)	21% (31)	9% (14)	1% (1)	20% (29)	41% (61)	149
Midwest	5% (3)	44% (33)	9% (7)	2% (2)	12% (9)	27% (20)	73
Less than primary / Primary completed	10% (61)	16% (101)	7% (42)	6% (39)	32% (198)	29% (182)	624
Secondary or University completed	14% (54)	23% (87)	5% (21)	4% (15)	27% (101)	26% (99)	376
Community: Urban	11% (80)	20% (145)	6% (41)	4% (30)	32% (235)	28% (205)	737
Community: Suburban	7% (9)	17% (23)	12% (15)	8% (11)	19% (25)	37% (50)	134
Community: Rural	19% (25)	16% (20)	5% (7)	10% (13)	29% (38)	20% (26)	130
Avid Sports Fan	21% (87)	23% (95)	9% (38)	7% (29)	31% (126)	8% (32)	407
Sports Fan	15% (113)	22% (169)	7% (50)	6% (42)	30% (227)	20% (152)	753

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

Table MCSP2_17: Do you have a favorable or unfavorable opinion of each of the following sports leagues and properties?
Ultimate Fighting Championship (UFC)

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Brazilian Adults	25% (255)	20% (195)	9% (85)	6% (60)	18% (180)	22% (225)	1000
Gender: Male	39% (188)	20% (98)	10% (48)	8% (38)	11% (51)	12% (59)	482
Gender: Female	13% (67)	19% (97)	7% (37)	4% (22)	25% (129)	32% (166)	518
Age: 18-34	24% (103)	20% (85)	8% (32)	7% (29)	16% (68)	25% (105)	422
Age: 35-44	25% (49)	17% (33)	15% (30)	8% (15)	15% (30)	21% (42)	200
Age: 45-64	26% (93)	20% (72)	6% (22)	4% (14)	22% (79)	21% (74)	353
North	35% (26)	14% (11)	2% (1)	2% (1)	9% (6)	38% (28)	74
Northeast	26% (70)	13% (35)	8% (22)	6% (17)	22% (59)	24% (64)	266
Southeast	26% (114)	20% (89)	8% (35)	9% (38)	21% (92)	16% (71)	438
South	24% (35)	18% (27)	13% (20)	2% (3)	13% (19)	30% (45)	149
Midwest	13% (10)	45% (33)	11% (8)	1% (1)	6% (5)	24% (18)	73
Less than primary / Primary completed	26% (160)	17% (108)	9% (53)	6% (37)	15% (97)	27% (168)	624
Secondary or University completed	25% (94)	23% (87)	8% (32)	6% (22)	22% (84)	15% (57)	376
Community: Urban	26% (189)	20% (149)	9% (67)	5% (40)	19% (142)	20% (149)	737
Community: Suburban	22% (30)	14% (19)	14% (18)	10% (14)	10% (14)	30% (40)	134
Community: Rural	28% (36)	21% (27)	— (0)	4% (6)	19% (24)	28% (36)	130
Avid Sports Fan	42% (172)	26% (105)	9% (35)	7% (30)	13% (52)	3% (13)	407
Sports Fan	32% (241)	23% (175)	10% (77)	7% (49)	16% (124)	11% (87)	753

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	Brazilian Adults	1000	100%
xdemGender	Gender: Male	482	48%
	Gender: Female	518	52%
	N	1000	
age	Age: 18-34	422	42%
	Age: 35-44	200	20%
	Age: 45-64	353	35%
	Age: 65+	26	3%
	N	1000	
wt_region_br	North	74	7%
	Northeast	266	27%
	Southeast	438	44%
	South	149	15%
	Midwest	73	7%
	N	1000	
wt_education1_br	Less than primary / Primary completed	624	62%
	Secondary or University completed	376	38%
	N	1000	
xdemUsr	Community: Urban	737	74%
	Community: Suburban	134	13%
	Community: Rural	130	13%
	N	1000	
MCSPxdem1	Avid Sports Fan	407	41%
MCSPxdem2	Sports Fan	753	75%

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

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

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