MORNING CONSULT

National Tracking Poll #2301038
January 07-08, 2023

Crosstabulation Results

Table Index

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
Adults	26%	(581)	43%	(960)	30%	(666)	2206
Age: 18-34	28%	(177)	45%	(285)	27%	(171)	633
Age: 35-44	27%	(99)	44%	(164)	29%	(110)	372
Age: 45-64	27%	(193)	42%	(301)	31%	(219)	713
Age: 65+	23%	(112)	43%	(210)	34%	(166)	488
Man	37%	(392)	43%	(465)	20%	(215)	1072
Woman	17%	(188)	44%	(495)	40%	(447)	1130
GenZers: 1997-2012	25%	(68)	50%	(135)	25%	(68)	272
Millennials: 1981-1996	29%	(192)	42%	(284)	29%	(194)	669
GenXers: 1965-1980	28%	(140)	42%	(214)	30%	(152)	506
Baby Boomers: 1946-1964	25%	(172)	43%	(303)	32%	(228)	703
PID: Dem (no lean)	29%	(251)	42%	(368)	29%	(255)	874
PID: Ind (no lean)	19%	(126)	43%	(283)	38%	(248)	656
PID: Rep (no lean)	30%	(204)	46%	(309)	24%	(162)	676
Ideo: Liberal (1-3)	30%	(196)	43%	(280)	26%	(172)	648
Ideo: Moderate (4)	25%	(166)	44%	(294)	31%	(211)	671
Ideo: Conservative (5-7)	29%	(195)	45%	(300)	26%	(178)	673
Educ: < College	23%	(335)	43%	(614)	34%	(493)	1442
Educ: Bachelors degree	33%	(160)	43%	(211)	24%	(115)	486
Educ: Post-grad	31%	(86)	48%	(135)	21%	(58)	279
Income: Under 50k	23%	(267)	42%	(486)	36%	(416)	1169
Income: 50k-100k	27%	(194)	47%	(338)	26%	(187)	718
Income: 100k+	38%	(120)	43%	(136)	20%	(62)	319
Ethnicity: White	25%	(433)	43%	(729)	32%	(540)	1702
Ethnicity: Hispanic	24%	(90)	42%	(161)	34%	(130)	380
Ethnicity: Black	31%	(88)	49%	(140)	19%	(55)	284
Ethnicity: Other	27%	(59)	41%	(90)	32%	(70)	220

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
Adults	26%	(581)	43%	(960)	30%	(666)	2206
All Christian	30%	(298)	44%	(434)	26%	(257)	989
All Non-Christian	28%	(40)	46%	(65)	26%	(38)	142
Atheist	19%	(15)	36%	(29)	44%	(36)	80
Agnostic/Nothing in particular	23%	(134)	42%	(247)	36%	(210)	591
Something Else	23%	(93)	46%	(185)	31%	(126)	404
Religious Non-Protestant/Catholic	27%	(42)	46%	(70)	27%	(42)	154
Evangelical	27%	(165)	47%	(284)	26%	(159)	607
Non-Evangelical	29%	(219)	42%	(318)	29%	(216)	754
Community: Urban	30%	(191)	45%	(288)	25%	(158)	637
Community: Suburban	26%	(275)	42%	(441)	31%	(325)	1041
Community: Rural	22%	(115)	44%	(230)	35%	(183)	528
Employ: Private Sector	36%	(242)	42%	(279)	22%	(151)	672
Employ: Government	34%	(45)	44%	(59)	22%	(30)	133
Employ: Self-Employed	25%	(45)	53%	(96)	22%	(41)	182
Employ: Homemaker	11%	(16)	41%	(61)	48%	(72)	149
Employ: Student	12%	(9)	60%	(45)	28%	(21)	74
Employ: Retired	23%	(135)	42%	(247)	35%	(208)	590
Employ: Unemployed	21%	(53)	41%	(103)	38%	(96)	253
Employ: Other	24%	(36)	46%	(69)	31%	(47)	152
Military HH: Yes	30%	(86)	42%	(123)	28%	(82)	291
Military HH: No	26%	(494)	44%	(837)	30%	(583)	1915
RD/WT: Right Direction	32%	(225)	39%	(276)	29%	(204)	705
RD/WT: Wrong Track	24%	(355)	46%	(684)	31%	(462)	1501
Biden Job Approve	30%	(295)	42%	(409)	28%	(273)	978
Biden Job Disapprove	24%	(262)	47%	(517)	29%	(326)	1105
Biden Job Strongly Approve	34%	(141)	42%	(172)	24%	(101)	414
Biden Job Somewhat Approve	27%	(154)	42%	(237)	31%	(172)	563
Biden Job Somewhat Disapprove	24%	(72)	45%	(137)	32%	(97)	306
Biden Job Strongly Disapprove	24%	(190)	48%	(381)	29%	(229)	800
Favorable of Biden	30%	(298)	41%	(402)	29%	(291)	991
Unfavorable of Biden	24%	(254)	47%	(505)	29%	(307)	1066

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
Adults	26%	(581)	43%	(960)	30%	(666)	2206
Very Favorable of Biden	34%	(152)	43%	(193)	24%	(106)	451
Somewhat Favorable of Biden	27%	(145)	39%	(209)	34%	(185)	540
Somewhat Unfavorable of Biden	22%	(54)	48%	(115)	30%	(71)	239
Very Unfavorable of Biden	24%	(200)	47%	(390)	29%	(236)	827
#1 Issue: Economy	28%	(258)	44%	(408)	28%	(262)	928
#1 Issue: Security	29%	(72)	42%	(103)	29%	(71)	246
#1 Issue: Health Care	33%	(64)	38%	(73)	29%	(55)	192
#1 Issue: Medicare / Social Security	22%	(58)	45%	(121)	33%	(87)	266
#1 Issue: Women's Issues	20%	(48)	49%	(119)	31%	(76)	243
#1 Issue: Education	23%	(16)	41%	(28)	37%	(25)	69
#1 Issue: Energy	24%	(36)	52%	(78)	24%	(36)	150
#1 Issue: Other	25%	(28)	27%	(31)	48%	(54)	113
2022 House Vote: Democrat	32%	(285)	41%	(374)	27%	(245)	903
2022 House Vote: Republican	31%	(206)	45%	(296)	24%	(161)	663
2022 House Vote: Someone else	14%	(10)	46%	(32)	40%	(28)	71
2022 House Vote: Didnt Vote	14%	(80)	45%	(257)	41%	(232)	569
2020 Vote: Joe Biden	31%	(283)	41%	(382)	28%	(258)	922
2020 Vote: Donald Trump	27%	(191)	46%	(325)	27%	(193)	709
2020 Vote: Other	21%	(12)	53%	(31)	26%	(15)	59
2020 Vote: Didn't Vote	18%	(95)	43%	(221)	39%	(200)	516
2018 House Vote: Democrat	32%	(234)	41%	(302)	27%	(203)	739
2018 House Vote: Republican	31%	(190)	45%	(279)	24%	(147)	615
2018 House Vote: Someone else	22%	(13)	44%	(26)	34%	(21)	60
2018 House Vote: Didnt Vote	18%	(144)	44%	(352)	37%	(296)	792
4-Region: Northeast	33%	(128)	39%	(152)	28%	(107)	386
4-Region: Midwest	27%	(123)	43%	(197)	30%	(136)	456
4-Region: South	24%	(199)	46%	(391)	30%	(251)	841
4-Region: West	25%	(131)	42%	(220)	33%	(172)	522
NCAA Sports Avid Fan	80%	(276)	18%	(64)	2%	(6)	346
NCAA Sports Fan	49%	(499)	49%	(494)	2%	(24)	1017

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

Table MCSP1_2: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
NCAA (National Collegiate Athletic Association) sports in general

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	16%	(346)	30%	(671)	54%	(1189)	2206
Age: 18-34	17%	(104)	29%	(182)	55%	(346)	633
Age: 35-44	15%	(54)	33%	(122)	53%	(196)	372
Age: 45-64	18%	(131)	29%	(210)	52%	(372)	713
Age: 65+	12%	(56)	32%	(157)	56%	(275)	488
Man	24%	(254)	35%	(380)	41%	(438)	1072
Woman	8%	(92)	26%	(290)	66%	(747)	1130
GenZers: 1997-2012	13%	(35)	27%	(74)	60%	(163)	272
Millennials: 1981-1996	17%	(113)	30%	(202)	53%	(354)	669
GenXers: 1965-1980	20%	(101)	30%	(153)	50%	(252)	506
Baby Boomers: 1946-1964	13%	(93)	32%	(227)	55%	(383)	703
PID: Dem (no lean)	16%	(138)	32%	(280)	52%	(456)	874
PID: Ind (no lean)	12%	(77)	28%	(182)	61%	(398)	656
PID: Rep (no lean)	19%	(131)	31%	(209)	50%	(336)	676
Ideo: Liberal (1-3)	17%	(109)	32%	(210)	51%	(330)	648
Ideo: Moderate (4)	16%	(109)	31%	(207)	53%	(355)	671
Ideo: Conservative (5-7)	18%	(120)	30%	(205)	52%	(348)	673
Educ: < College	12%	(175)	26%	(381)	61%	(886)	1442
Educ: Bachelors degree	23%	(110)	37%	(179)	40%	(196)	486
Educ: Post-grad	22%	(60)	40%	(111)	38%	(107)	279
Income: Under 50k	13%	(155)	28%	(329)	59%	(685)	1169
Income: 50k-100k	17%	(119)	32%	(232)	51%	(367)	718
Income: 100k+	22%	(71)	34%	(109)	43%	(138)	319
Ethnicity: White	15%	(260)	29%	(501)	55%	(941)	1702
Ethnicity: Hispanic	15%	(58)	19%	(73)	65%	(249)	380
Ethnicity: Black	21%	(60)	36%	(101)	43%	(123)	284
Ethnicity: Other	12%	(26)	31%	(69)	57%	(125)	220
All Christian	20%	(196)	33%	(323)	47%	(470)	989
All Non-Christian	15%	(21)	34%	(49)	51%	(73)	142
Atheist	7%	(5)	22%	(18)	71%	(57)	80
Agnostic/Nothing in particular	11%	(67)	29%	(174)	59%	(351)	591
Something Else	14%	(57)	27%	(108)	59%	(239)	404

Table MCSP1_2: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
NCAA (National Collegiate Athletic Association) sports in general

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	16%	(346)	30%	(671)	54%	(1189)	2206
Religious Non-Protestant/Catholic	15%	(22)	33%	(51)	52%	(80)	154
Evangelical	21%	(125)	31%	(186)	49%	(296)	607
Non-Evangelical	16%	(122)	32%	(241)	52%	(391)	754
Community: Urban	19%	(119)	33%	(211)	48%	(306)	637
Community: Suburban	15%	(152)	29%	(303)	56%	(586)	1041
Community: Rural	14%	(74)	30%	(156)	56%	(298)	528
Employ: Private Sector	22%	(145)	34%	(225)	45%	(302)	672
Employ: Government	21%	(28)	39%	(52)	41%	(54)	133
Employ: Self-Employed	18%	(33)	42%	(77)	40%	(72)	182
Employ: Homemaker	4%	(6)	23%	(34)	73%	(109)	149
Employ: Student	11%	(8)	16%	(11)	73%	(54)	74
Employ: Retired	13%	(79)	29%	(171)	58%	(340)	590
Employ: Unemployed	11%	(28)	29%	(72)	60%	(153)	253
Employ: Other	13%	(19)	19%	(29)	68%	(104)	152
Military HH: Yes	19%	(54)	32%	(94)	49%	(144)	291
Military HH: No	15%	(292)	30%	(577)	55%	(1045)	1915
RD/WT: Right Direction	20%	(143)	31%	(219)	49%	(343)	705
RD/WT: Wrong Track	14%	(203)	30%	(452)	56%	(846)	1501
Biden Job Approve	19%	(181)	32%	(311)	50%	(486)	978
Biden Job Disapprove	14%	(157)	30%	(332)	56%	(616)	1105
Biden Job Strongly Approve	25%	(104)	32%	(133)	43%	(178)	414
Biden Job Somewhat Approve	14%	(77)	32%	(178)	55%	(308)	563
Biden Job Somewhat Disapprove	15%	(45)	29%	(89)	56%	(172)	306
Biden Job Strongly Disapprove	14%	(112)	30%	(243)	56%	(444)	800
Favorable of Biden	18%	(178)	32%	(317)	50%	(496)	991
Unfavorable of Biden	14%	(153)	30%	(321)	56%	(592)	1066
Very Favorable of Biden	24%	(106)	34%	(152)	43%	(193)	451
Somewhat Favorable of Biden	13%	(72)	30%	(164)	56%	(303)	540
Somewhat Unfavorable of Biden	13%	(30)	32%	(77)	55%	(132)	239
Very Unfavorable of Biden	15%	(123)	29%	(244)	56%	(460)	827

Table MCSP1_2: *In general, would you describe yourself as an avid fan, casual fan or not a fan of each of the following?*
NCAA (National Collegiate Athletic Association) sports in general

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	16%	(346)	30%	(671)	54%	(1189)	2206
#1 Issue: Economy	16%	(144)	32%	(293)	53%	(491)	928
#1 Issue: Security	18%	(44)	31%	(77)	51%	(125)	246
#1 Issue: Health Care	19%	(37)	33%	(64)	48%	(91)	192
#1 Issue: Medicare / Social Security	12%	(33)	36%	(95)	52%	(137)	266
#1 Issue: Women's Issues	14%	(34)	24%	(57)	62%	(151)	243
#1 Issue: Education	24%	(17)	25%	(17)	51%	(35)	69
#1 Issue: Energy	12%	(19)	30%	(46)	57%	(86)	150
#1 Issue: Other	16%	(18)	20%	(22)	64%	(72)	113
2022 House Vote: Democrat	19%	(169)	34%	(304)	48%	(430)	903
2022 House Vote: Republican	20%	(134)	33%	(219)	47%	(310)	663
2022 House Vote: Someone else	4%	(3)	26%	(18)	70%	(50)	71
2022 House Vote: Didnt Vote	7%	(40)	23%	(130)	70%	(399)	569
2020 Vote: Joe Biden	18%	(168)	33%	(303)	49%	(451)	922
2020 Vote: Donald Trump	18%	(131)	31%	(223)	50%	(355)	709
2020 Vote: Other	11%	(6)	25%	(15)	65%	(38)	59
2020 Vote: Didn't Vote	8%	(41)	25%	(131)	67%	(345)	516
2018 House Vote: Democrat	18%	(130)	35%	(262)	47%	(347)	739
2018 House Vote: Republican	21%	(128)	32%	(200)	47%	(287)	615
2018 House Vote: Someone else	8%	(5)	33%	(20)	59%	(35)	60
2018 House Vote: Didnt Vote	10%	(83)	24%	(189)	66%	(520)	792
4-Region: Northeast	15%	(59)	32%	(123)	53%	(204)	386
4-Region: Midwest	17%	(75)	31%	(140)	53%	(240)	456
4-Region: South	17%	(141)	31%	(259)	52%	(441)	841
4-Region: West	13%	(70)	29%	(149)	58%	(303)	522
NCAA Sports Avid Fan	100%	(346)	—	(0)	—	(0)	346
NCAA Sports Fan	34%	(346)	66%	(671)	—	(0)	1017

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?*
College football

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	21%	(464)	32%	(695)	47%	(1047)	2206
Age: 18-34	21%	(135)	31%	(199)	47%	(298)	633
Age: 35-44	20%	(74)	33%	(122)	47%	(177)	372
Age: 45-64	24%	(172)	30%	(216)	46%	(325)	713
Age: 65+	17%	(82)	32%	(158)	51%	(247)	488
Man	30%	(319)	35%	(371)	36%	(382)	1072
Woman	13%	(144)	29%	(324)	59%	(662)	1130
GenZers: 1997-2012	19%	(51)	31%	(83)	51%	(138)	272
Millennials: 1981-1996	21%	(142)	32%	(211)	47%	(315)	669
GenXers: 1965-1980	26%	(133)	32%	(161)	42%	(213)	506
Baby Boomers: 1946-1964	18%	(128)	32%	(227)	50%	(348)	703
PID: Dem (no lean)	20%	(179)	33%	(290)	46%	(404)	874
PID: Ind (no lean)	16%	(107)	29%	(188)	55%	(361)	656
PID: Rep (no lean)	26%	(178)	32%	(216)	42%	(281)	676
Ideo: Liberal (1-3)	21%	(138)	34%	(219)	45%	(292)	648
Ideo: Moderate (4)	21%	(138)	31%	(205)	49%	(328)	671
Ideo: Conservative (5-7)	25%	(171)	32%	(215)	43%	(286)	673
Educ: < College	17%	(249)	29%	(423)	53%	(770)	1442
Educ: Bachelors degree	28%	(136)	36%	(173)	36%	(176)	486
Educ: Post-grad	28%	(78)	36%	(99)	36%	(101)	279
Income: Under 50k	18%	(212)	30%	(346)	52%	(612)	1169
Income: 50k-100k	22%	(155)	35%	(254)	43%	(309)	718
Income: 100k+	31%	(97)	30%	(95)	40%	(127)	319
Ethnicity: White	21%	(360)	31%	(520)	48%	(823)	1702
Ethnicity: Hispanic	21%	(79)	24%	(89)	56%	(211)	380
Ethnicity: Black	24%	(69)	40%	(114)	36%	(101)	284
Ethnicity: Other	16%	(35)	28%	(61)	56%	(124)	220
All Christian	28%	(272)	31%	(311)	41%	(406)	989
All Non-Christian	19%	(28)	36%	(51)	45%	(64)	142
Atheist	8%	(6)	20%	(16)	73%	(58)	80
Agnostic/Nothing in particular	15%	(91)	30%	(178)	54%	(322)	591
Something Else	17%	(67)	34%	(139)	49%	(198)	404

Continued on next page

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College football

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	21%	(464)	32%	(695)	47%	(1047)	2206
Religious Non-Protestant/Catholic	19%	(29)	34%	(52)	47%	(72)	154
Evangelical	27%	(165)	34%	(208)	39%	(234)	607
Non-Evangelical	22%	(168)	31%	(236)	46%	(350)	754
Community: Urban	23%	(147)	34%	(213)	43%	(276)	637
Community: Suburban	21%	(215)	31%	(327)	48%	(499)	1041
Community: Rural	19%	(102)	29%	(155)	51%	(272)	528
Employ: Private Sector	27%	(179)	35%	(237)	38%	(256)	672
Employ: Government	29%	(39)	30%	(40)	41%	(55)	133
Employ: Self-Employed	22%	(41)	41%	(74)	37%	(67)	182
Employ: Homemaker	9%	(14)	25%	(37)	65%	(98)	149
Employ: Student	11%	(8)	32%	(24)	57%	(42)	74
Employ: Retired	19%	(113)	29%	(169)	52%	(309)	590
Employ: Unemployed	16%	(42)	26%	(66)	57%	(145)	253
Employ: Other	19%	(29)	31%	(48)	50%	(76)	152
Military HH: Yes	28%	(82)	30%	(87)	42%	(123)	291
Military HH: No	20%	(382)	32%	(608)	48%	(925)	1915
RD/WT: Right Direction	26%	(185)	31%	(221)	42%	(299)	705
RD/WT: Wrong Track	19%	(278)	32%	(474)	50%	(749)	1501
Biden Job Approve	24%	(232)	32%	(309)	45%	(436)	978
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College football

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	21%	(464)	32%	(695)	47%	(1047)	2206
#1 Issue: Economy	21%	(196)	32%	(301)	46%	(431)	928
#1 Issue: Security	25%	(61)	31%	(75)	44%	(109)	246
#1 Issue: Health Care	26%	(50)	32%	(61)	42%	(82)	192
#1 Issue: Medicare / Social Security	18%	(49)	33%	(88)	48%	(129)	266
#1 Issue: Women's Issues	16%	(40)	29%	(70)	55%	(133)	243
#1 Issue: Education	22%	(16)	30%	(21)	48%	(33)	69
#1 Issue: Energy	21%	(32)	35%	(53)	44%	(66)	150
#1 Issue: Other	19%	(21)	24%	(27)	58%	(65)	113
2022 House Vote: Democrat	24%	(213)	33%	(295)	44%	(395)	903
2022 House Vote: Republican	29%	(189)	32%	(212)	39%	(261)	663
2022 House Vote: Someone else	8%	(6)	25%	(17)	67%	(47)	71
2022 House Vote: Didnt Vote	10%	(55)	30%	(170)	60%	(343)	569
2020 Vote: Joe Biden	24%	(219)	31%	(288)	45%	(415)	922
2020 Vote: Donald Trump	25%	(179)	32%	(229)	42%	(300)	709
2020 Vote: Other	17%	(10)	30%	(18)	53%	(31)	59
2020 Vote: Didn't Vote	11%	(55)	31%	(160)	58%	(301)	516
2018 House Vote: Democrat	24%	(175)	34%	(250)	42%	(314)	739
2018 House Vote: Republican	29%	(178)	31%	(192)	40%	(246)	615
2018 House Vote: Someone else	15%	(9)	34%	(21)	51%	(31)	60
2018 House Vote: Didnt Vote	13%	(103)	29%	(232)	58%	(457)	792
4-Region: Northeast	20%	(76)	33%	(129)	47%	(181)	386
4-Region: Midwest	23%	(107)	27%	(125)	49%	(224)	456
4-Region: South	22%	(185)	36%	(299)	42%	(357)	841
4-Region: West	18%	(96)	27%	(142)	55%	(285)	522
NCAA Sports Avid Fan	85%	(295)	12%	(43)	2%	(8)	346
NCAA Sports Fan	43%	(439)	49%	(494)	8%	(84)	1017

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

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

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	16%	(348)	27%	(599)	57%	(1259)	2206
Age: 18-34	20%	(129)	26%	(166)	53%	(338)	633
Age: 35-44	15%	(54)	27%	(102)	58%	(217)	372
Age: 45-64	14%	(102)	27%	(196)	58%	(415)	713
Age: 65+	13%	(62)	28%	(136)	59%	(290)	488
Man	23%	(250)	31%	(330)	46%	(491)	1072
Woman	9%	(98)	24%	(269)	68%	(764)	1130
GenZers: 1997-2012	20%	(54)	25%	(68)	55%	(150)	272
Millennials: 1981-1996	18%	(117)	26%	(177)	56%	(375)	669
GenXers: 1965-1980	17%	(84)	31%	(157)	52%	(265)	506
Baby Boomers: 1946-1964	13%	(89)	26%	(183)	61%	(431)	703
PID: Dem (no lean)	17%	(151)	29%	(256)	53%	(467)	874
PID: Ind (no lean)	12%	(80)	25%	(163)	63%	(414)	656
PID: Rep (no lean)	17%	(117)	27%	(181)	56%	(378)	676
Ideo: Liberal (1-3)	19%	(121)	29%	(187)	53%	(341)	648
Ideo: Moderate (4)	16%	(108)	27%	(183)	57%	(380)	671
Ideo: Conservative (5-7)	16%	(107)	27%	(184)	57%	(382)	673
Educ: < College	13%	(184)	24%	(339)	64%	(918)	1442
Educ: Bachelors degree	22%	(108)	33%	(160)	45%	(217)	486
Educ: Post-grad	20%	(56)	36%	(100)	44%	(123)	279
Income: Under 50k	14%	(166)	25%	(288)	61%	(715)	1169
Income: 50k-100k	15%	(106)	30%	(216)	55%	(396)	718
Income: 100k+	24%	(76)	30%	(95)	46%	(148)	319
Ethnicity: White	15%	(256)	25%	(421)	60%	(1025)	1702
Ethnicity: Hispanic	15%	(58)	17%	(66)	67%	(256)	380
Ethnicity: Black	22%	(63)	40%	(113)	38%	(107)	284
Ethnicity: Other	13%	(29)	29%	(65)	57%	(126)	220
All Christian	19%	(183)	29%	(290)	52%	(516)	989
All Non-Christian	20%	(29)	29%	(41)	51%	(72)	142
Atheist	9%	(7)	16%	(13)	76%	(60)	80
Agnostic/Nothing in particular	13%	(75)	26%	(152)	62%	(365)	591
Something Else	13%	(54)	26%	(105)	61%	(245)	404

Continued on next page

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

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	16%	(348)	27%	(599)	57%	(1259)	2206
Religious Non-Protestant/Catholic	20%	(30)	28%	(43)	53%	(81)	154
Evangelical	20%	(122)	30%	(180)	50%	(306)	607
Non-Evangelical	15%	(112)	28%	(209)	57%	(433)	754
Community: Urban	22%	(138)	30%	(193)	48%	(305)	637
Community: Suburban	14%	(149)	27%	(283)	59%	(610)	1041
Community: Rural	12%	(61)	23%	(123)	65%	(344)	528
Employ: Private Sector	20%	(136)	32%	(216)	48%	(320)	672
Employ: Government	27%	(35)	27%	(36)	46%	(62)	133
Employ: Self-Employed	20%	(36)	37%	(67)	43%	(78)	182
Employ: Homemaker	6%	(9)	18%	(26)	76%	(114)	149
Employ: Student	12%	(9)	23%	(17)	65%	(48)	74
Employ: Retired	13%	(79)	24%	(139)	63%	(372)	590
Employ: Unemployed	10%	(25)	24%	(60)	67%	(169)	253
Employ: Other	12%	(19)	25%	(37)	63%	(96)	152
Military HH: Yes	17%	(50)	27%	(80)	56%	(162)	291
Military HH: No	16%	(298)	27%	(519)	57%	(1097)	1915
RD/WT: Right Direction	23%	(159)	28%	(194)	50%	(352)	705
RD/WT: Wrong Track	13%	(189)	27%	(405)	60%	(907)	1501
Biden Job Approve	21%	(201)	29%	(282)	51%	(494)	978
Biden Job Disapprove	13%	(139)	26%	(288)	61%	(678)	1105
Biden Job Strongly Approve	30%	(124)	26%	(107)	44%	(183)	414
Biden Job Somewhat Approve	14%	(77)	31%	(175)	55%	(311)	563
Biden Job Somewhat Disapprove	12%	(37)	29%	(88)	59%	(181)	306
Biden Job Strongly Disapprove	13%	(102)	25%	(200)	62%	(498)	800
Favorable of Biden	20%	(197)	28%	(282)	52%	(512)	991
Unfavorable of Biden	13%	(134)	26%	(280)	61%	(652)	1066
Very Favorable of Biden	28%	(124)	27%	(124)	45%	(203)	451
Somewhat Favorable of Biden	13%	(72)	29%	(158)	57%	(310)	540
Somewhat Unfavorable of Biden	12%	(29)	31%	(73)	57%	(138)	239
Very Unfavorable of Biden	13%	(105)	25%	(206)	62%	(515)	827

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

Demographic	Avid fan		Casual fan		Not a fan at all		Total N
Adults	16%	(348)	27%	(599)	57%	(1259)	2206
#1 Issue: Economy	14%	(129)	31%	(286)	55%	(513)	928
#1 Issue: Security	16%	(39)	25%	(62)	59%	(144)	246
#1 Issue: Health Care	26%	(49)	24%	(47)	50%	(96)	192
#1 Issue: Medicare / Social Security	15%	(40)	25%	(65)	60%	(160)	266
#1 Issue: Women's Issues	16%	(39)	24%	(58)	60%	(146)	243
#1 Issue: Education	17%	(12)	31%	(22)	52%	(36)	69
#1 Issue: Energy	14%	(21)	28%	(42)	58%	(86)	150
#1 Issue: Other	16%	(18)	15%	(17)	69%	(78)	113
2022 House Vote: Democrat	20%	(184)	30%	(274)	49%	(445)	903
2022 House Vote: Republican	17%	(113)	30%	(198)	53%	(352)	663
2022 House Vote: Someone else	7%	(5)	20%	(14)	73%	(52)	71
2022 House Vote: Didnt Vote	8%	(45)	20%	(114)	72%	(410)	569
2020 Vote: Joe Biden	19%	(178)	31%	(282)	50%	(463)	922
2020 Vote: Donald Trump	16%	(111)	27%	(194)	57%	(404)	709
2020 Vote: Other	10%	(6)	28%	(16)	62%	(36)	59
2020 Vote: Didn't Vote	10%	(54)	21%	(107)	69%	(355)	516
2018 House Vote: Democrat	20%	(147)	32%	(237)	48%	(355)	739
2018 House Vote: Republican	16%	(101)	29%	(181)	54%	(333)	615
2018 House Vote: Someone else	8%	(5)	25%	(15)	66%	(40)	60
2018 House Vote: Didnt Vote	12%	(95)	21%	(167)	67%	(530)	792
4-Region: Northeast	15%	(58)	25%	(98)	60%	(230)	386
4-Region: Midwest	17%	(78)	27%	(125)	56%	(253)	456
4-Region: South	15%	(129)	29%	(244)	56%	(469)	841
4-Region: West	16%	(84)	25%	(132)	59%	(306)	522
NCAA Sports Avid Fan	71%	(245)	22%	(77)	7%	(24)	346
NCAA Sports Fan	33%	(333)	50%	(509)	17%	(174)	1017

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

Table MCSP2_1: *Should college athletes be allowed to profit from each of the following?*
Partnerships with brands or endorsement deals

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	58%	(1273)	23%	(497)	20%	(436)	2206
Age: 18-34	64%	(407)	17%	(106)	19%	(121)	633
Age: 35-44	63%	(234)	18%	(66)	19%	(72)	372
Age: 45-64	56%	(398)	23%	(166)	21%	(150)	713
Age: 65+	48%	(235)	33%	(160)	19%	(93)	488
Man	62%	(662)	23%	(251)	15%	(158)	1072
Woman	54%	(609)	22%	(246)	24%	(275)	1130
GenZers: 1997-2012	67%	(182)	19%	(52)	14%	(39)	272
Millennials: 1981-1996	62%	(418)	16%	(106)	22%	(145)	669
GenXers: 1965-1980	57%	(289)	24%	(122)	19%	(95)	506
Baby Boomers: 1946-1964	50%	(354)	28%	(199)	21%	(150)	703
PID: Dem (no lean)	66%	(577)	18%	(159)	16%	(138)	874
PID: Ind (no lean)	54%	(356)	22%	(146)	23%	(154)	656
PID: Rep (no lean)	50%	(340)	28%	(192)	21%	(143)	676
Ideo: Liberal (1-3)	69%	(448)	20%	(129)	11%	(71)	648
Ideo: Moderate (4)	58%	(392)	20%	(136)	21%	(143)	671
Ideo: Conservative (5-7)	50%	(334)	29%	(197)	21%	(142)	673
Educ: < College	58%	(835)	20%	(290)	22%	(316)	1442
Educ: Bachelors degree	58%	(279)	27%	(131)	16%	(76)	486
Educ: Post-grad	57%	(159)	27%	(76)	16%	(44)	279
Income: Under 50k	56%	(651)	21%	(241)	24%	(278)	1169
Income: 50k-100k	59%	(424)	24%	(174)	17%	(120)	718
Income: 100k+	62%	(198)	26%	(82)	12%	(38)	319
Ethnicity: White	57%	(962)	24%	(407)	20%	(333)	1702
Ethnicity: Hispanic	63%	(238)	15%	(58)	22%	(83)	380
Ethnicity: Black	66%	(189)	18%	(51)	16%	(44)	284
Ethnicity: Other	56%	(123)	18%	(39)	26%	(58)	220

Table MCSP2_1: *Should college athletes be allowed to profit from each of the following?*
Partnerships with brands or endorsement deals

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	58%	(1273)	23%	(497)	20%	(436)	2206
All Christian	57%	(563)	25%	(244)	18%	(182)	989
All Non-Christian	55%	(78)	26%	(36)	19%	(27)	142
Atheist	57%	(46)	30%	(24)	13%	(11)	80
Agnostic/Nothing in particular	60%	(354)	18%	(109)	22%	(128)	591
Something Else	57%	(232)	21%	(85)	22%	(87)	404
Religious Non-Protestant/Catholic	55%	(84)	25%	(39)	20%	(30)	154
Evangelical	60%	(362)	22%	(131)	19%	(114)	607
Non-Evangelical	56%	(420)	25%	(190)	19%	(144)	754
Community: Urban	64%	(410)	20%	(128)	15%	(98)	637
Community: Suburban	57%	(592)	23%	(234)	21%	(215)	1041
Community: Rural	51%	(271)	25%	(135)	23%	(122)	528
Employ: Private Sector	64%	(433)	19%	(130)	16%	(109)	672
Employ: Government	61%	(82)	28%	(38)	10%	(14)	133
Employ: Self-Employed	66%	(120)	19%	(34)	15%	(27)	182
Employ: Homemaker	46%	(68)	22%	(32)	33%	(49)	149
Employ: Student	49%	(36)	27%	(20)	24%	(18)	74
Employ: Retired	51%	(301)	29%	(173)	20%	(116)	590
Employ: Unemployed	53%	(133)	19%	(49)	28%	(71)	253
Employ: Other	66%	(100)	14%	(21)	21%	(32)	152
Military HH: Yes	56%	(163)	23%	(68)	21%	(60)	291
Military HH: No	58%	(1110)	22%	(429)	20%	(376)	1915
RD/WT: Right Direction	61%	(431)	20%	(143)	19%	(131)	705
RD/WT: Wrong Track	56%	(842)	24%	(354)	20%	(305)	1501
Biden Job Approve	65%	(637)	20%	(199)	14%	(142)	978
Biden Job Disapprove	55%	(603)	26%	(287)	19%	(215)	1105
Biden Job Strongly Approve	70%	(290)	20%	(82)	10%	(42)	414
Biden Job Somewhat Approve	61%	(346)	21%	(118)	18%	(100)	563
Biden Job Somewhat Disapprove	63%	(192)	16%	(48)	21%	(66)	306
Biden Job Strongly Disapprove	51%	(411)	30%	(239)	19%	(150)	800

Table MCSP2_1: *Should college athletes be allowed to profit from each of the following?*
Partnerships with brands or endorsement deals

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	58%	(1273)	23%	(497)	20%	(436)	2206
Favorable of Biden	66%	(653)	19%	(190)	15%	(147)	991
Unfavorable of Biden	53%	(570)	27%	(287)	20%	(210)	1066
Very Favorable of Biden	70%	(314)	19%	(84)	12%	(53)	451
Somewhat Favorable of Biden	63%	(339)	20%	(106)	17%	(94)	540
Somewhat Unfavorable of Biden	65%	(156)	17%	(42)	17%	(41)	239
Very Unfavorable of Biden	50%	(413)	30%	(245)	20%	(169)	827
#1 Issue: Economy	59%	(549)	21%	(195)	20%	(184)	928
#1 Issue: Security	48%	(117)	29%	(72)	23%	(56)	246
#1 Issue: Health Care	63%	(121)	23%	(44)	14%	(27)	192
#1 Issue: Medicare / Social Security	53%	(141)	25%	(67)	22%	(58)	266
#1 Issue: Women's Issues	56%	(137)	23%	(56)	21%	(50)	243
#1 Issue: Education	66%	(46)	17%	(12)	18%	(12)	69
#1 Issue: Energy	67%	(100)	18%	(27)	15%	(22)	150
#1 Issue: Other	55%	(62)	22%	(25)	23%	(26)	113
2022 House Vote: Democrat	66%	(600)	20%	(182)	13%	(121)	903
2022 House Vote: Republican	51%	(337)	31%	(207)	18%	(119)	663
2022 House Vote: Someone else	40%	(28)	26%	(18)	35%	(24)	71
2022 House Vote: Didnt Vote	54%	(308)	16%	(90)	30%	(171)	569
2020 Vote: Joe Biden	65%	(604)	20%	(183)	15%	(135)	922
2020 Vote: Donald Trump	51%	(363)	28%	(200)	20%	(145)	709
2020 Vote: Other	46%	(27)	25%	(15)	28%	(17)	59
2020 Vote: Didn't Vote	54%	(279)	19%	(99)	27%	(138)	516
2018 House Vote: Democrat	64%	(476)	22%	(159)	14%	(104)	739
2018 House Vote: Republican	52%	(319)	29%	(179)	19%	(118)	615
2018 House Vote: Someone else	49%	(29)	23%	(14)	28%	(17)	60
2018 House Vote: Didnt Vote	57%	(449)	18%	(145)	25%	(197)	792
4-Region: Northeast	61%	(236)	22%	(85)	17%	(66)	386
4-Region: Midwest	56%	(257)	25%	(114)	19%	(85)	456
4-Region: South	58%	(485)	24%	(200)	19%	(157)	841
4-Region: West	57%	(297)	19%	(97)	25%	(128)	522

Table MCSP2_1: *Should college athletes be allowed to profit from each of the following?*
Partnerships with brands or endorsement deals

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	58%	(1273)	23%	(497)	20%	(436)	2206
NCAA Sports Avid Fan	76%	(262)	19%	(65)	5%	(19)	346
NCAA Sports Fan	69%	(700)	20%	(208)	11%	(108)	1017

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

Table MCSP2_2: *Should college athletes be allowed to profit from each of the following?*
The use of their name or likeness in video games, jerseys or other products

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	59%	(1306)	21%	(467)	20%	(433)	2206
Age: 18-34	65%	(414)	16%	(101)	19%	(118)	633
Age: 35-44	62%	(231)	18%	(68)	20%	(73)	372
Age: 45-64	58%	(416)	21%	(152)	20%	(145)	713
Age: 65+	50%	(245)	30%	(146)	20%	(97)	488
Man	65%	(692)	20%	(216)	15%	(163)	1072
Woman	54%	(612)	22%	(251)	24%	(267)	1130
GenZers: 1997-2012	69%	(188)	17%	(45)	14%	(38)	272
Millennials: 1981-1996	62%	(415)	17%	(112)	21%	(142)	669
GenXers: 1965-1980	59%	(300)	22%	(110)	19%	(96)	506
Baby Boomers: 1946-1964	53%	(371)	26%	(183)	21%	(150)	703
PID: Dem (no lean)	66%	(580)	18%	(153)	16%	(141)	874
PID: Ind (no lean)	55%	(360)	20%	(131)	25%	(166)	656
PID: Rep (no lean)	54%	(367)	27%	(183)	19%	(126)	676
Ideo: Liberal (1-3)	69%	(448)	20%	(127)	11%	(73)	648
Ideo: Moderate (4)	59%	(397)	19%	(127)	22%	(147)	671
Ideo: Conservative (5-7)	54%	(360)	28%	(185)	19%	(128)	673
Educ: < College	59%	(844)	20%	(286)	22%	(312)	1442
Educ: Bachelors degree	61%	(296)	24%	(115)	15%	(74)	486
Educ: Post-grad	60%	(167)	23%	(65)	17%	(47)	279
Income: Under 50k	57%	(664)	19%	(223)	24%	(282)	1169
Income: 50k-100k	60%	(434)	23%	(168)	16%	(116)	718
Income: 100k+	65%	(208)	24%	(76)	11%	(35)	319
Ethnicity: White	58%	(995)	22%	(379)	19%	(328)	1702
Ethnicity: Hispanic	67%	(255)	15%	(59)	17%	(66)	380
Ethnicity: Black	67%	(190)	16%	(44)	17%	(49)	284
Ethnicity: Other	55%	(121)	20%	(43)	26%	(56)	220

Table MCSP2_2: *Should college athletes be allowed to profit from each of the following?*
The use of their name or likeness in video games, jerseys or other products

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	59%	(1306)	21%	(467)	20%	(433)	2206
All Christian	59%	(585)	23%	(228)	18%	(176)	989
All Non-Christian	52%	(74)	24%	(34)	24%	(35)	142
Atheist	63%	(50)	26%	(21)	11%	(9)	80
Agnostic/Nothing in particular	61%	(358)	18%	(107)	21%	(127)	591
Something Else	59%	(239)	19%	(78)	21%	(87)	404
Religious Non-Protestant/Catholic	53%	(81)	23%	(35)	25%	(38)	154
Evangelical	61%	(369)	22%	(133)	17%	(106)	607
Non-Evangelical	59%	(442)	22%	(167)	19%	(144)	754
Community: Urban	64%	(408)	21%	(132)	15%	(96)	637
Community: Suburban	59%	(619)	20%	(208)	21%	(215)	1041
Community: Rural	53%	(280)	24%	(127)	23%	(121)	528
Employ: Private Sector	65%	(440)	18%	(120)	17%	(112)	672
Employ: Government	65%	(86)	25%	(33)	10%	(14)	133
Employ: Self-Employed	66%	(119)	23%	(42)	11%	(20)	182
Employ: Homemaker	46%	(69)	21%	(31)	33%	(49)	149
Employ: Student	67%	(50)	12%	(9)	21%	(15)	74
Employ: Retired	53%	(311)	27%	(158)	20%	(120)	590
Employ: Unemployed	52%	(132)	20%	(52)	27%	(69)	253
Employ: Other	64%	(98)	14%	(21)	21%	(33)	152
Military HH: Yes	60%	(173)	19%	(57)	21%	(61)	291
Military HH: No	59%	(1133)	21%	(410)	19%	(371)	1915
RD/WT: Right Direction	63%	(442)	18%	(130)	19%	(134)	705
RD/WT: Wrong Track	58%	(865)	22%	(337)	20%	(299)	1501
Biden Job Approve	65%	(639)	19%	(184)	16%	(155)	978
Biden Job Disapprove	57%	(635)	24%	(267)	18%	(203)	1105
Biden Job Strongly Approve	71%	(296)	17%	(70)	12%	(49)	414
Biden Job Somewhat Approve	61%	(343)	20%	(114)	19%	(107)	563
Biden Job Somewhat Disapprove	63%	(193)	17%	(52)	20%	(60)	306
Biden Job Strongly Disapprove	55%	(442)	27%	(214)	18%	(143)	800

Table MCSP2_2: *Should college athletes be allowed to profit from each of the following?*
The use of their name or likeness in video games, jerseys or other products

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	59%	(1306)	21%	(467)	20%	(433)	2206
Favorable of Biden	66%	(658)	18%	(175)	16%	(158)	991
Unfavorable of Biden	56%	(597)	25%	(266)	19%	(203)	1066
Very Favorable of Biden	69%	(313)	17%	(78)	13%	(60)	451
Somewhat Favorable of Biden	64%	(345)	18%	(97)	18%	(98)	540
Somewhat Unfavorable of Biden	64%	(154)	18%	(42)	18%	(43)	239
Very Unfavorable of Biden	54%	(443)	27%	(224)	19%	(160)	827
#1 Issue: Economy	60%	(554)	21%	(192)	20%	(182)	928
#1 Issue: Security	49%	(121)	28%	(68)	23%	(56)	246
#1 Issue: Health Care	66%	(128)	18%	(35)	16%	(30)	192
#1 Issue: Medicare / Social Security	54%	(144)	23%	(62)	22%	(59)	266
#1 Issue: Women's Issues	60%	(146)	19%	(45)	21%	(52)	243
#1 Issue: Education	68%	(47)	21%	(14)	12%	(8)	69
#1 Issue: Energy	72%	(108)	16%	(24)	12%	(18)	150
#1 Issue: Other	53%	(60)	23%	(26)	24%	(27)	113
2022 House Vote: Democrat	67%	(606)	19%	(169)	14%	(128)	903
2022 House Vote: Republican	55%	(364)	29%	(191)	16%	(108)	663
2022 House Vote: Someone else	40%	(28)	18%	(13)	42%	(30)	71
2022 House Vote: Didnt Vote	54%	(308)	17%	(95)	29%	(166)	569
2020 Vote: Joe Biden	67%	(618)	18%	(165)	15%	(139)	922
2020 Vote: Donald Trump	54%	(381)	27%	(192)	19%	(135)	709
2020 Vote: Other	51%	(30)	18%	(11)	31%	(18)	59
2020 Vote: Didn't Vote	54%	(277)	19%	(99)	27%	(140)	516
2018 House Vote: Democrat	66%	(488)	19%	(142)	15%	(109)	739
2018 House Vote: Republican	54%	(334)	29%	(177)	17%	(103)	615
2018 House Vote: Someone else	51%	(31)	17%	(10)	32%	(19)	60
2018 House Vote: Didnt Vote	57%	(454)	17%	(137)	25%	(201)	792
4-Region: Northeast	62%	(239)	21%	(82)	17%	(65)	386
4-Region: Midwest	58%	(263)	25%	(114)	17%	(79)	456
4-Region: South	59%	(493)	22%	(182)	20%	(166)	841
4-Region: West	59%	(311)	17%	(90)	23%	(122)	522

Table MCSP2_2: *Should college athletes be allowed to profit from each of the following?*
The use of their name or likeness in video games, jerseys or other products

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	59%	(1306)	21%	(467)	20%	(433)	2206
NCAA Sports Avid Fan	79%	(272)	16%	(56)	5%	(18)	346
NCAA Sports Fan	71%	(721)	18%	(188)	11%	(108)	1017

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

Table MCSP2_3: *Should college athletes be allowed to profit from each of the following?*
Autograph / trading card signings

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	54%	(1194)	25%	(551)	21%	(460)	2206
Age: 18-34	59%	(376)	19%	(120)	22%	(136)	633
Age: 35-44	52%	(194)	26%	(98)	22%	(80)	372
Age: 45-64	54%	(386)	26%	(185)	20%	(142)	713
Age: 65+	49%	(238)	30%	(149)	21%	(101)	488
Man	60%	(645)	24%	(261)	15%	(166)	1072
Woman	48%	(547)	26%	(290)	26%	(293)	1130
GenZers: 1997-2012	63%	(173)	17%	(46)	19%	(53)	272
Millennials: 1981-1996	56%	(372)	21%	(144)	23%	(154)	669
GenXers: 1965-1980	52%	(265)	30%	(149)	18%	(92)	506
Baby Boomers: 1946-1964	50%	(353)	28%	(199)	22%	(151)	703
PID: Dem (no lean)	62%	(538)	21%	(181)	18%	(155)	874
PID: Ind (no lean)	50%	(327)	25%	(166)	25%	(163)	656
PID: Rep (no lean)	49%	(329)	30%	(205)	21%	(142)	676
Ideo: Liberal (1-3)	62%	(404)	25%	(164)	12%	(81)	648
Ideo: Moderate (4)	55%	(370)	21%	(142)	24%	(158)	671
Ideo: Conservative (5-7)	50%	(338)	29%	(198)	20%	(137)	673
Educ: < College	53%	(760)	24%	(348)	23%	(334)	1442
Educ: Bachelors degree	56%	(271)	29%	(141)	15%	(74)	486
Educ: Post-grad	58%	(163)	23%	(63)	19%	(53)	279
Income: Under 50k	51%	(601)	24%	(277)	25%	(291)	1169
Income: 50k-100k	57%	(410)	26%	(184)	17%	(124)	718
Income: 100k+	57%	(183)	28%	(91)	14%	(45)	319
Ethnicity: White	54%	(915)	26%	(442)	20%	(345)	1702
Ethnicity: Hispanic	59%	(224)	20%	(76)	21%	(80)	380
Ethnicity: Black	58%	(165)	23%	(65)	19%	(53)	284
Ethnicity: Other	52%	(114)	20%	(44)	28%	(62)	220

Table MCSP2_3: *Should college athletes be allowed to profit from each of the following?*
Autograph / trading card signings

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	54%	(1194)	25%	(551)	21%	(460)	2206
All Christian	53%	(526)	28%	(275)	19%	(188)	989
All Non-Christian	58%	(83)	20%	(29)	21%	(30)	142
Atheist	58%	(46)	27%	(21)	16%	(13)	80
Agnostic/Nothing in particular	53%	(315)	24%	(140)	23%	(136)	591
Something Else	55%	(224)	21%	(86)	23%	(94)	404
Religious Non-Protestant/Catholic	58%	(90)	20%	(31)	21%	(33)	154
Evangelical	56%	(338)	25%	(151)	19%	(118)	607
Non-Evangelical	53%	(400)	27%	(202)	20%	(152)	754
Community: Urban	57%	(363)	25%	(161)	18%	(112)	637
Community: Suburban	55%	(571)	24%	(248)	21%	(222)	1041
Community: Rural	49%	(260)	27%	(142)	24%	(126)	528
Employ: Private Sector	60%	(402)	22%	(148)	18%	(123)	672
Employ: Government	63%	(84)	27%	(36)	10%	(13)	133
Employ: Self-Employed	59%	(108)	26%	(47)	15%	(26)	182
Employ: Homemaker	42%	(63)	25%	(37)	33%	(49)	149
Employ: Student	44%	(33)	27%	(20)	29%	(21)	74
Employ: Retired	51%	(299)	27%	(162)	22%	(129)	590
Employ: Unemployed	45%	(113)	29%	(73)	27%	(68)	253
Employ: Other	61%	(93)	19%	(28)	20%	(31)	152
Military HH: Yes	55%	(161)	25%	(74)	19%	(56)	291
Military HH: No	54%	(1033)	25%	(478)	21%	(404)	1915
RD/WT: Right Direction	59%	(417)	21%	(146)	20%	(142)	705
RD/WT: Wrong Track	52%	(777)	27%	(406)	21%	(318)	1501
Biden Job Approve	61%	(595)	23%	(223)	16%	(159)	978
Biden Job Disapprove	52%	(576)	28%	(314)	19%	(215)	1105
Biden Job Strongly Approve	66%	(275)	22%	(90)	12%	(49)	414
Biden Job Somewhat Approve	57%	(321)	24%	(133)	20%	(110)	563
Biden Job Somewhat Disapprove	59%	(181)	20%	(60)	21%	(65)	306
Biden Job Strongly Disapprove	49%	(395)	32%	(254)	19%	(151)	800

Table MCSP2_3: *Should college athletes be allowed to profit from each of the following?*
Autograph / trading card signings

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	54%	(1194)	25%	(551)	21%	(460)	2206
Favorable of Biden	61%	(607)	22%	(216)	17%	(168)	991
Unfavorable of Biden	50%	(537)	30%	(317)	20%	(213)	1066
Very Favorable of Biden	64%	(289)	21%	(97)	14%	(65)	451
Somewhat Favorable of Biden	59%	(318)	22%	(119)	19%	(103)	540
Somewhat Unfavorable of Biden	60%	(143)	21%	(51)	19%	(45)	239
Very Unfavorable of Biden	48%	(393)	32%	(265)	20%	(168)	827
#1 Issue: Economy	53%	(490)	25%	(231)	22%	(206)	928
#1 Issue: Security	49%	(121)	29%	(71)	22%	(54)	246
#1 Issue: Health Care	62%	(119)	23%	(44)	15%	(29)	192
#1 Issue: Medicare / Social Security	53%	(140)	26%	(70)	21%	(56)	266
#1 Issue: Women's Issues	52%	(127)	25%	(62)	22%	(54)	243
#1 Issue: Education	67%	(47)	12%	(9)	20%	(14)	69
#1 Issue: Energy	58%	(87)	26%	(39)	16%	(24)	150
#1 Issue: Other	56%	(63)	23%	(26)	21%	(24)	113
2022 House Vote: Democrat	63%	(565)	22%	(202)	15%	(137)	903
2022 House Vote: Republican	52%	(342)	31%	(204)	18%	(117)	663
2022 House Vote: Someone else	43%	(30)	17%	(12)	40%	(28)	71
2022 House Vote: Didnt Vote	45%	(257)	24%	(134)	31%	(178)	569
2020 Vote: Joe Biden	62%	(570)	22%	(203)	16%	(149)	922
2020 Vote: Donald Trump	50%	(354)	30%	(212)	20%	(143)	709
2020 Vote: Other	49%	(29)	15%	(9)	37%	(22)	59
2020 Vote: Didn't Vote	47%	(241)	25%	(129)	28%	(146)	516
2018 House Vote: Democrat	61%	(448)	24%	(177)	15%	(114)	739
2018 House Vote: Republican	52%	(319)	30%	(184)	18%	(112)	615
2018 House Vote: Someone else	53%	(32)	16%	(10)	30%	(18)	60
2018 House Vote: Didnt Vote	50%	(395)	23%	(181)	27%	(216)	792
4-Region: Northeast	56%	(217)	26%	(101)	18%	(68)	386
4-Region: Midwest	53%	(243)	27%	(121)	20%	(92)	456
4-Region: South	55%	(459)	26%	(218)	20%	(165)	841
4-Region: West	53%	(275)	21%	(112)	26%	(136)	522

Table MCSP2_3: *Should college athletes be allowed to profit from each of the following?*
Autograph / trading card signings

Demographic	Yes		No		Don't know / No opinion		Total N
Adults	54%	(1194)	25%	(551)	21%	(460)	2206
NCAA Sports Avid Fan	73%	(253)	22%	(75)	5%	(19)	346
NCAA Sports Fan	64%	(651)	24%	(244)	12%	(121)	1017

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

Table MCSP3: *And to the best of your knowledge, would you say that the NCAA and college sports system is going in the right direction, or has it gotten off on the wrong track?*

Demographic	Right direction		Wrong track		Don't know / No opinion		Total N
Adults	31%	(690)	23%	(508)	46%	(1008)	2206
Age: 18-34	42%	(264)	17%	(107)	41%	(262)	633
Age: 35-44	31%	(116)	21%	(79)	48%	(177)	372
Age: 45-64	28%	(202)	25%	(180)	46%	(331)	713
Age: 65+	22%	(107)	29%	(142)	49%	(239)	488
Man	38%	(407)	25%	(265)	37%	(399)	1072
Woman	25%	(283)	21%	(243)	53%	(604)	1130
GenZers: 1997-2012	40%	(107)	19%	(52)	41%	(112)	272
Millennials: 1981-1996	37%	(249)	17%	(114)	46%	(306)	669
GenXers: 1965-1980	30%	(153)	24%	(123)	45%	(230)	506
Baby Boomers: 1946-1964	24%	(170)	29%	(207)	46%	(326)	703
PID: Dem (no lean)	39%	(339)	18%	(158)	43%	(377)	874
PID: Ind (no lean)	25%	(161)	22%	(145)	53%	(350)	656
PID: Rep (no lean)	28%	(190)	30%	(205)	42%	(281)	676
Ideo: Liberal (1-3)	38%	(245)	20%	(131)	42%	(273)	648
Ideo: Moderate (4)	36%	(241)	24%	(159)	40%	(271)	671
Ideo: Conservative (5-7)	26%	(177)	30%	(203)	43%	(292)	673
Educ: < College	30%	(426)	21%	(309)	49%	(707)	1442
Educ: Bachelors degree	35%	(170)	24%	(115)	41%	(200)	486
Educ: Post-grad	34%	(94)	30%	(84)	36%	(101)	279
Income: Under 50k	29%	(344)	20%	(233)	51%	(592)	1169
Income: 50k-100k	31%	(224)	27%	(191)	42%	(304)	718
Income: 100k+	38%	(122)	26%	(84)	35%	(112)	319
Ethnicity: White	29%	(487)	25%	(419)	47%	(795)	1702
Ethnicity: Hispanic	34%	(130)	20%	(74)	46%	(175)	380
Ethnicity: Black	48%	(137)	17%	(47)	35%	(99)	284
Ethnicity: Other	30%	(65)	19%	(41)	52%	(114)	220

Table MCSP3: *And to the best of your knowledge, would you say that the NCAA and college sports system is going in the right direction, or has it gotten off on the wrong track?*

Demographic	Right direction		Wrong track		Don't know / No opinion		Total N
Adults	31%	(690)	23%	(508)	46%	(1008)	2206
All Christian	34%	(333)	26%	(260)	40%	(396)	989
All Non-Christian	42%	(59)	25%	(36)	33%	(47)	142
Atheist	16%	(12)	19%	(15)	65%	(52)	80
Agnostic/Nothing in particular	29%	(171)	19%	(112)	52%	(308)	591
Something Else	28%	(114)	21%	(84)	51%	(206)	404
Religious Non-Protestant/Catholic	39%	(60)	26%	(39)	35%	(54)	154
Evangelical	36%	(218)	25%	(149)	40%	(240)	607
Non-Evangelical	30%	(223)	25%	(186)	46%	(345)	754
Community: Urban	39%	(248)	19%	(123)	42%	(265)	637
Community: Suburban	30%	(310)	23%	(242)	47%	(489)	1041
Community: Rural	25%	(132)	27%	(142)	48%	(254)	528
Employ: Private Sector	38%	(254)	22%	(149)	40%	(270)	672
Employ: Government	43%	(58)	22%	(30)	34%	(46)	133
Employ: Self-Employed	32%	(59)	26%	(47)	42%	(77)	182
Employ: Homemaker	21%	(31)	19%	(28)	60%	(90)	149
Employ: Student	24%	(18)	8%	(6)	67%	(50)	74
Employ: Retired	26%	(152)	27%	(160)	47%	(278)	590
Employ: Unemployed	29%	(73)	27%	(68)	44%	(112)	253
Employ: Other	30%	(46)	13%	(19)	57%	(87)	152
Military HH: Yes	29%	(85)	26%	(76)	45%	(130)	291
Military HH: No	32%	(605)	23%	(432)	46%	(878)	1915
RD/WT: Right Direction	50%	(353)	12%	(81)	38%	(271)	705
RD/WT: Wrong Track	22%	(337)	28%	(426)	49%	(737)	1501
Biden Job Approve	41%	(397)	19%	(185)	40%	(396)	978
Biden Job Disapprove	25%	(280)	29%	(317)	46%	(509)	1105
Biden Job Strongly Approve	50%	(208)	16%	(66)	34%	(140)	414
Biden Job Somewhat Approve	34%	(189)	21%	(119)	45%	(256)	563
Biden Job Somewhat Disapprove	32%	(98)	19%	(57)	49%	(150)	306
Biden Job Strongly Disapprove	23%	(181)	32%	(260)	45%	(359)	800

Table MCSP3: *And to the best of your knowledge, would you say that the NCAA and college sports system is going in the right direction, or has it gotten off on the wrong track?*

Demographic	Right direction		Wrong track		Don't know / No opinion		Total N
Adults	31%	(690)	23%	(508)	46%	(1008)	2206
Favorable of Biden	42%	(413)	18%	(177)	40%	(401)	991
Unfavorable of Biden	24%	(252)	29%	(309)	47%	(505)	1066
Very Favorable of Biden	50%	(226)	16%	(72)	34%	(153)	451
Somewhat Favorable of Biden	35%	(187)	19%	(105)	46%	(248)	540
Somewhat Unfavorable of Biden	27%	(64)	23%	(56)	50%	(119)	239
Very Unfavorable of Biden	23%	(187)	31%	(253)	47%	(386)	827
#1 Issue: Economy	33%	(304)	23%	(211)	44%	(413)	928
#1 Issue: Security	26%	(63)	35%	(87)	39%	(96)	246
#1 Issue: Health Care	46%	(88)	15%	(29)	39%	(74)	192
#1 Issue: Medicare / Social Security	28%	(74)	22%	(60)	50%	(132)	266
#1 Issue: Women's Issues	25%	(61)	18%	(43)	57%	(139)	243
#1 Issue: Education	39%	(27)	19%	(14)	42%	(29)	69
#1 Issue: Energy	34%	(51)	22%	(32)	44%	(67)	150
#1 Issue: Other	20%	(22)	28%	(32)	52%	(59)	113
2022 House Vote: Democrat	40%	(361)	20%	(178)	40%	(364)	903
2022 House Vote: Republican	27%	(181)	33%	(221)	39%	(261)	663
2022 House Vote: Someone else	8%	(5)	23%	(17)	69%	(49)	71
2022 House Vote: Didnt Vote	25%	(142)	16%	(92)	59%	(335)	569
2020 Vote: Joe Biden	40%	(366)	19%	(176)	41%	(380)	922
2020 Vote: Donald Trump	26%	(182)	31%	(217)	44%	(309)	709
2020 Vote: Other	17%	(10)	31%	(18)	52%	(31)	59
2020 Vote: Didn't Vote	26%	(132)	19%	(96)	56%	(288)	516
2018 House Vote: Democrat	41%	(301)	18%	(137)	41%	(301)	739
2018 House Vote: Republican	26%	(162)	34%	(207)	40%	(246)	615
2018 House Vote: Someone else	19%	(12)	24%	(14)	57%	(35)	60
2018 House Vote: Didnt Vote	27%	(216)	19%	(149)	54%	(426)	792
4-Region: Northeast	30%	(116)	22%	(87)	48%	(184)	386
4-Region: Midwest	28%	(129)	26%	(121)	45%	(206)	456
4-Region: South	34%	(287)	24%	(200)	42%	(355)	841
4-Region: West	30%	(159)	19%	(101)	50%	(263)	522

Table MCSP3: *And to the best of your knowledge, would you say that the NCAA and college sports system is going in the right direction, or has it gotten off on the wrong track?*

Demographic	Right direction		Wrong track		Don't know / No opinion		Total N
Adults	31%	(690)	23%	(508)	46%	(1008)	2206
NCAA Sports Avid Fan	65%	(223)	26%	(89)	10%	(33)	346
NCAA Sports Fan	49%	(498)	26%	(266)	25%	(253)	1017

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

Table MCSP4_1: *Have you ever?*

Purchased from / used a brand because it partnered with a particular college athlete

Demographic	Yes		No		Total N
Adults	14%	(303)	86%	(1903)	2206
Age: 18-34	24%	(149)	76%	(483)	633
Age: 35-44	16%	(59)	84%	(314)	372
Age: 45-64	10%	(71)	90%	(641)	713
Age: 65+	5%	(24)	95%	(464)	488
Man	17%	(185)	83%	(886)	1072
Woman	10%	(118)	90%	(1012)	1130
GenZers: 1997-2012	27%	(75)	73%	(197)	272
Millennials: 1981-1996	18%	(121)	82%	(548)	669
GenXers: 1965-1980	13%	(65)	87%	(441)	506
Baby Boomers: 1946-1964	6%	(40)	94%	(663)	703
PID: Dem (no lean)	16%	(142)	84%	(732)	874
PID: Ind (no lean)	12%	(79)	88%	(577)	656
PID: Rep (no lean)	12%	(82)	88%	(594)	676
Ideo: Liberal (1-3)	17%	(109)	83%	(539)	648
Ideo: Moderate (4)	16%	(110)	84%	(561)	671
Ideo: Conservative (5-7)	10%	(65)	90%	(608)	673
Educ: < College	13%	(189)	87%	(1252)	1442
Educ: Bachelors degree	15%	(71)	85%	(414)	486
Educ: Post-grad	15%	(43)	85%	(236)	279
Income: Under 50k	13%	(150)	87%	(1019)	1169
Income: 50k-100k	15%	(105)	85%	(614)	718
Income: 100k+	15%	(48)	85%	(270)	319
Ethnicity: White	12%	(198)	88%	(1504)	1702
Ethnicity: Hispanic	15%	(57)	85%	(323)	380
Ethnicity: Black	24%	(68)	76%	(216)	284
Ethnicity: Other	17%	(37)	83%	(183)	220
All Christian	14%	(136)	86%	(853)	989
All Non-Christian	18%	(26)	82%	(116)	142
Atheist	7%	(6)	93%	(74)	80
Agnostic/Nothing in particular	12%	(71)	88%	(520)	591
Something Else	16%	(65)	84%	(339)	404

Table MCSP4_1: *Have you ever?*

Purchased from / used a brand because it partnered with a particular college athlete

Demographic	Yes		No		Total N
Adults	14%	(303)	86%	(1903)	2206
Religious Non-Protestant/Catholic	17%	(27)	83%	(127)	154
Evangelical	19%	(115)	81%	(492)	607
Non-Evangelical	11%	(80)	89%	(674)	754
Community: Urban	19%	(121)	81%	(515)	637
Community: Suburban	11%	(117)	89%	(924)	1041
Community: Rural	12%	(65)	88%	(463)	528
Employ: Private Sector	20%	(135)	80%	(538)	672
Employ: Government	17%	(22)	83%	(111)	133
Employ: Self-Employed	21%	(38)	79%	(144)	182
Employ: Homemaker	9%	(13)	91%	(136)	149
Employ: Student	16%	(12)	84%	(62)	74
Employ: Retired	5%	(27)	95%	(563)	590
Employ: Unemployed	12%	(30)	88%	(224)	253
Employ: Other	17%	(27)	83%	(126)	152
Military HH: Yes	12%	(35)	88%	(256)	291
Military HH: No	14%	(268)	86%	(1646)	1915
RD/WT: Right Direction	19%	(136)	81%	(569)	705
RD/WT: Wrong Track	11%	(167)	89%	(1334)	1501
Biden Job Approve	16%	(152)	84%	(825)	978
Biden Job Disapprove	12%	(134)	88%	(971)	1105
Biden Job Strongly Approve	20%	(84)	80%	(331)	414
Biden Job Somewhat Approve	12%	(69)	88%	(495)	563
Biden Job Somewhat Disapprove	16%	(50)	84%	(255)	306
Biden Job Strongly Disapprove	11%	(84)	89%	(716)	800
Favorable of Biden	15%	(153)	85%	(838)	991
Unfavorable of Biden	12%	(126)	88%	(940)	1066
Very Favorable of Biden	20%	(92)	80%	(359)	451
Somewhat Favorable of Biden	11%	(61)	89%	(478)	540
Somewhat Unfavorable of Biden	16%	(39)	84%	(200)	239
Very Unfavorable of Biden	10%	(87)	90%	(740)	827

Table MCSP4_1: *Have you ever?*

Purchased from / used a brand because it partnered with a particular college athlete

Demographic	Yes		No		Total N
Adults	14%	(303)	86%	(1903)	2206
#1 Issue: Economy	15%	(143)	85%	(785)	928
#1 Issue: Security	15%	(38)	85%	(208)	246
#1 Issue: Health Care	19%	(37)	81%	(155)	192
#1 Issue: Medicare / Social Security	9%	(24)	91%	(242)	266
#1 Issue: Women's Issues	11%	(26)	89%	(217)	243
#1 Issue: Education	13%	(9)	87%	(61)	69
#1 Issue: Energy	15%	(23)	85%	(127)	150
#1 Issue: Other	4%	(4)	96%	(108)	113
2022 House Vote: Democrat	15%	(139)	85%	(764)	903
2022 House Vote: Republican	12%	(82)	88%	(581)	663
2022 House Vote: Someone else	9%	(7)	91%	(64)	71
2022 House Vote: Didnt Vote	13%	(76)	87%	(493)	569
2020 Vote: Joe Biden	14%	(133)	86%	(789)	922
2020 Vote: Donald Trump	11%	(79)	89%	(629)	709
2020 Vote: Other	11%	(6)	89%	(53)	59
2020 Vote: Didn't Vote	16%	(84)	84%	(432)	516
2018 House Vote: Democrat	15%	(108)	85%	(631)	739
2018 House Vote: Republican	13%	(80)	87%	(535)	615
2018 House Vote: Someone else	2%	(2)	98%	(59)	60
2018 House Vote: Didnt Vote	14%	(114)	86%	(677)	792
4-Region: Northeast	16%	(63)	84%	(323)	386
4-Region: Midwest	13%	(57)	87%	(399)	456
4-Region: South	15%	(125)	85%	(717)	841
4-Region: West	11%	(58)	89%	(464)	522
NCAA Sports Avid Fan	34%	(117)	66%	(228)	346
NCAA Sports Fan	24%	(240)	76%	(777)	1017

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

Table MCSP4_2: *Have you ever?*

Purchased from / used a brand because it partnered with a celebrity

Demographic	Yes		No		Total N
Adults	20%	(452)	80%	(1754)	2206
Age: 18-34	38%	(238)	62%	(395)	633
Age: 35-44	24%	(91)	76%	(282)	372
Age: 45-64	14%	(101)	86%	(612)	713
Age: 65+	5%	(23)	95%	(465)	488
Man	23%	(247)	77%	(825)	1072
Woman	18%	(205)	82%	(925)	1130
GenZers: 1997-2012	44%	(120)	56%	(152)	272
Millennials: 1981-1996	29%	(193)	71%	(476)	669
GenXers: 1965-1980	16%	(83)	84%	(424)	506
Baby Boomers: 1946-1964	8%	(54)	92%	(650)	703
PID: Dem (no lean)	23%	(201)	77%	(673)	874
PID: Ind (no lean)	20%	(131)	80%	(525)	656
PID: Rep (no lean)	18%	(120)	82%	(556)	676
Ideo: Liberal (1-3)	25%	(165)	75%	(483)	648
Ideo: Moderate (4)	22%	(146)	78%	(525)	671
Ideo: Conservative (5-7)	15%	(102)	85%	(571)	673
Educ: < College	20%	(291)	80%	(1151)	1442
Educ: Bachelors degree	22%	(106)	78%	(380)	486
Educ: Post-grad	20%	(55)	80%	(223)	279
Income: Under 50k	18%	(207)	82%	(962)	1169
Income: 50k-100k	23%	(165)	77%	(554)	718
Income: 100k+	25%	(80)	75%	(239)	319
Ethnicity: White	18%	(309)	82%	(1394)	1702
Ethnicity: Hispanic	23%	(87)	77%	(293)	380
Ethnicity: Black	30%	(86)	70%	(198)	284
Ethnicity: Other	26%	(58)	74%	(163)	220
All Christian	19%	(189)	81%	(800)	989
All Non-Christian	23%	(32)	77%	(110)	142
Atheist	19%	(15)	81%	(65)	80
Agnostic/Nothing in particular	21%	(123)	79%	(468)	591
Something Else	23%	(93)	77%	(311)	404

Table MCSP4_2: *Have you ever?*

Purchased from / used a brand because it partnered with a celebrity

Demographic	Yes		No		Total N
Adults	20%	(452)	80%	(1754)	2206
Religious Non-Protestant/Catholic	22%	(34)	78%	(120)	154
Evangelical	25%	(153)	75%	(455)	607
Non-Evangelical	16%	(122)	84%	(631)	754
Community: Urban	28%	(179)	72%	(458)	637
Community: Suburban	18%	(188)	82%	(853)	1041
Community: Rural	16%	(85)	84%	(444)	528
Employ: Private Sector	28%	(186)	72%	(487)	672
Employ: Government	28%	(38)	72%	(96)	133
Employ: Self-Employed	29%	(53)	71%	(129)	182
Employ: Homemaker	16%	(24)	84%	(125)	149
Employ: Student	33%	(24)	67%	(50)	74
Employ: Retired	7%	(40)	93%	(550)	590
Employ: Unemployed	17%	(44)	83%	(209)	253
Employ: Other	29%	(44)	71%	(108)	152
Military HH: Yes	18%	(52)	82%	(240)	291
Military HH: No	21%	(400)	79%	(1514)	1915
RD/WT: Right Direction	24%	(170)	76%	(535)	705
RD/WT: Wrong Track	19%	(282)	81%	(1219)	1501
Biden Job Approve	23%	(224)	77%	(754)	978
Biden Job Disapprove	19%	(208)	81%	(897)	1105
Biden Job Strongly Approve	27%	(110)	73%	(304)	414
Biden Job Somewhat Approve	20%	(113)	80%	(450)	563
Biden Job Somewhat Disapprove	26%	(79)	74%	(227)	306
Biden Job Strongly Disapprove	16%	(129)	84%	(671)	800
Favorable of Biden	22%	(220)	78%	(771)	991
Unfavorable of Biden	18%	(189)	82%	(877)	1066
Very Favorable of Biden	26%	(119)	74%	(333)	451
Somewhat Favorable of Biden	19%	(101)	81%	(438)	540
Somewhat Unfavorable of Biden	24%	(58)	76%	(181)	239
Very Unfavorable of Biden	16%	(131)	84%	(696)	827

Table MCSP4_2: *Have you ever?*

Purchased from / used a brand because it partnered with a celebrity

Demographic	Yes		No		Total N
Adults	20%	(452)	80%	(1754)	2206
#1 Issue: Economy	23%	(216)	77%	(712)	928
#1 Issue: Security	21%	(51)	79%	(194)	246
#1 Issue: Health Care	27%	(52)	73%	(140)	192
#1 Issue: Medicare / Social Security	11%	(30)	89%	(235)	266
#1 Issue: Women's Issues	23%	(57)	77%	(186)	243
#1 Issue: Education	24%	(17)	76%	(52)	69
#1 Issue: Energy	13%	(20)	87%	(130)	150
#1 Issue: Other	8%	(8)	92%	(104)	113
2022 House Vote: Democrat	23%	(204)	77%	(699)	903
2022 House Vote: Republican	18%	(117)	82%	(546)	663
2022 House Vote: Someone else	13%	(9)	87%	(61)	71
2022 House Vote: Didnt Vote	21%	(121)	79%	(448)	569
2020 Vote: Joe Biden	21%	(193)	79%	(729)	922
2020 Vote: Donald Trump	18%	(126)	82%	(583)	709
2020 Vote: Other	16%	(10)	84%	(49)	59
2020 Vote: Didn't Vote	24%	(124)	76%	(393)	516
2018 House Vote: Democrat	21%	(154)	79%	(585)	739
2018 House Vote: Republican	18%	(112)	82%	(503)	615
2018 House Vote: Someone else	9%	(5)	91%	(55)	60
2018 House Vote: Didnt Vote	23%	(180)	77%	(611)	792
4-Region: Northeast	20%	(79)	80%	(308)	386
4-Region: Midwest	17%	(76)	83%	(380)	456
4-Region: South	22%	(186)	78%	(656)	841
4-Region: West	21%	(112)	79%	(411)	522
NCAA Sports Avid Fan	31%	(109)	69%	(237)	346
NCAA Sports Fan	28%	(288)	72%	(729)	1017

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

Table MCSP4_3: *Have you ever?*

Purchased from / used a brand because it partnered with an influencer

Demographic	Yes		No		Total N
Adults	19%	(424)	81%	(1782)	2206
Age: 18-34	38%	(243)	62%	(389)	633
Age: 35-44	20%	(73)	80%	(299)	372
Age: 45-64	13%	(89)	87%	(624)	713
Age: 65+	4%	(18)	96%	(470)	488
Man	21%	(226)	79%	(846)	1072
Woman	17%	(196)	83%	(933)	1130
GenZers: 1997-2012	47%	(128)	53%	(144)	272
Millennials: 1981-1996	26%	(174)	74%	(495)	669
GenXers: 1965-1980	15%	(78)	85%	(429)	506
Baby Boomers: 1946-1964	6%	(43)	94%	(660)	703
PID: Dem (no lean)	22%	(190)	78%	(684)	874
PID: Ind (no lean)	19%	(124)	81%	(532)	656
PID: Rep (no lean)	16%	(110)	84%	(566)	676
Ideo: Liberal (1-3)	22%	(146)	78%	(502)	648
Ideo: Moderate (4)	20%	(132)	80%	(539)	671
Ideo: Conservative (5-7)	15%	(101)	85%	(572)	673
Educ: < College	19%	(275)	81%	(1167)	1442
Educ: Bachelors degree	20%	(98)	80%	(388)	486
Educ: Post-grad	18%	(51)	82%	(228)	279
Income: Under 50k	17%	(203)	83%	(966)	1169
Income: 50k-100k	21%	(149)	79%	(569)	718
Income: 100k+	23%	(72)	77%	(247)	319
Ethnicity: White	16%	(280)	84%	(1422)	1702
Ethnicity: Hispanic	25%	(96)	75%	(284)	380
Ethnicity: Black	31%	(87)	69%	(196)	284
Ethnicity: Other	25%	(56)	75%	(164)	220
All Christian	17%	(171)	83%	(818)	989
All Non-Christian	22%	(31)	78%	(111)	142
Atheist	18%	(15)	82%	(65)	80
Agnostic/Nothing in particular	19%	(111)	81%	(480)	591
Something Else	24%	(96)	76%	(308)	404

Table MCSP4_3: *Have you ever?*

Purchased from / used a brand because it partnered with an influencer

Demographic	Yes		No		Total N
Adults	19%	(424)	81%	(1782)	2206
Religious Non-Protestant/Catholic	22%	(34)	78%	(119)	154
Evangelical	25%	(150)	75%	(458)	607
Non-Evangelical	14%	(109)	86%	(644)	754
Community: Urban	30%	(191)	70%	(445)	637
Community: Suburban	15%	(160)	85%	(882)	1041
Community: Rural	14%	(73)	86%	(455)	528
Employ: Private Sector	27%	(179)	73%	(493)	672
Employ: Government	33%	(44)	67%	(89)	133
Employ: Self-Employed	29%	(53)	71%	(129)	182
Employ: Homemaker	15%	(22)	85%	(127)	149
Employ: Student	29%	(22)	71%	(52)	74
Employ: Retired	5%	(30)	95%	(559)	590
Employ: Unemployed	13%	(32)	87%	(221)	253
Employ: Other	27%	(41)	73%	(111)	152
Military HH: Yes	16%	(46)	84%	(246)	291
Military HH: No	20%	(378)	80%	(1537)	1915
RD/WT: Right Direction	24%	(168)	76%	(538)	705
RD/WT: Wrong Track	17%	(256)	83%	(1245)	1501
Biden Job Approve	22%	(210)	78%	(767)	978
Biden Job Disapprove	17%	(192)	83%	(913)	1105
Biden Job Strongly Approve	24%	(98)	76%	(316)	414
Biden Job Somewhat Approve	20%	(112)	80%	(451)	563
Biden Job Somewhat Disapprove	25%	(75)	75%	(230)	306
Biden Job Strongly Disapprove	15%	(117)	85%	(683)	800
Favorable of Biden	21%	(206)	79%	(784)	991
Unfavorable of Biden	17%	(182)	83%	(884)	1066
Very Favorable of Biden	24%	(110)	76%	(341)	451
Somewhat Favorable of Biden	18%	(96)	82%	(444)	540
Somewhat Unfavorable of Biden	20%	(47)	80%	(193)	239
Very Unfavorable of Biden	16%	(136)	84%	(691)	827

Table MCSP4_3: *Have you ever?*

Purchased from / used a brand because it partnered with an influencer

Demographic	Yes		No		Total N
Adults	19%	(424)	81%	(1782)	2206
#1 Issue: Economy	21%	(195)	79%	(733)	928
#1 Issue: Security	19%	(47)	81%	(199)	246
#1 Issue: Health Care	25%	(49)	75%	(143)	192
#1 Issue: Medicare / Social Security	9%	(25)	91%	(241)	266
#1 Issue: Women's Issues	21%	(51)	79%	(192)	243
#1 Issue: Education	30%	(21)	70%	(49)	69
#1 Issue: Energy	18%	(27)	82%	(123)	150
#1 Issue: Other	8%	(9)	92%	(103)	113
2022 House Vote: Democrat	21%	(186)	79%	(717)	903
2022 House Vote: Republican	16%	(108)	84%	(555)	663
2022 House Vote: Someone else	15%	(11)	85%	(60)	71
2022 House Vote: Didnt Vote	21%	(118)	79%	(451)	569
2020 Vote: Joe Biden	19%	(178)	81%	(744)	922
2020 Vote: Donald Trump	17%	(120)	83%	(588)	709
2020 Vote: Other	13%	(7)	87%	(52)	59
2020 Vote: Didn't Vote	23%	(118)	77%	(398)	516
2018 House Vote: Democrat	21%	(152)	79%	(587)	739
2018 House Vote: Republican	14%	(87)	86%	(528)	615
2018 House Vote: Someone else	5%	(3)	95%	(57)	60
2018 House Vote: Didnt Vote	23%	(181)	77%	(611)	792
4-Region: Northeast	17%	(67)	83%	(319)	386
4-Region: Midwest	19%	(87)	81%	(369)	456
4-Region: South	19%	(158)	81%	(683)	841
4-Region: West	21%	(112)	79%	(411)	522
NCAA Sports Avid Fan	31%	(107)	69%	(239)	346
NCAA Sports Fan	26%	(269)	74%	(748)	1017

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

Table MCSP4_4: *Have you ever?*

Purchased from / used a brand because it partnered with a professional athlete

Demographic	Yes		No		Total N
Adults	20%	(440)	80%	(1766)	2206
Age: 18-34	32%	(204)	68%	(428)	633
Age: 35-44	23%	(84)	77%	(288)	372
Age: 45-64	17%	(122)	83%	(591)	713
Age: 65+	6%	(30)	94%	(458)	488
Man	25%	(267)	75%	(805)	1072
Woman	15%	(173)	85%	(957)	1130
GenZers: 1997-2012	36%	(97)	64%	(174)	272
Millennials: 1981-1996	26%	(177)	74%	(492)	669
GenXers: 1965-1980	21%	(106)	79%	(400)	506
Baby Boomers: 1946-1964	8%	(55)	92%	(648)	703
PID: Dem (no lean)	22%	(194)	78%	(680)	874
PID: Ind (no lean)	18%	(117)	82%	(540)	656
PID: Rep (no lean)	19%	(130)	81%	(546)	676
Ideo: Liberal (1-3)	23%	(147)	77%	(501)	648
Ideo: Moderate (4)	21%	(141)	79%	(530)	671
Ideo: Conservative (5-7)	16%	(109)	84%	(564)	673
Educ: < College	19%	(277)	81%	(1164)	1442
Educ: Bachelors degree	20%	(99)	80%	(387)	486
Educ: Post-grad	23%	(64)	77%	(215)	279
Income: Under 50k	17%	(195)	83%	(974)	1169
Income: 50k-100k	23%	(163)	77%	(555)	718
Income: 100k+	26%	(82)	74%	(237)	319
Ethnicity: White	18%	(307)	82%	(1396)	1702
Ethnicity: Hispanic	29%	(111)	71%	(269)	380
Ethnicity: Black	27%	(77)	73%	(206)	284
Ethnicity: Other	26%	(56)	74%	(164)	220
All Christian	20%	(201)	80%	(788)	989
All Non-Christian	20%	(28)	80%	(114)	142
Atheist	13%	(10)	87%	(70)	80
Agnostic/Nothing in particular	19%	(114)	81%	(477)	591
Something Else	22%	(87)	78%	(317)	404

Continued on next page

Table MCSP4_4: *Have you ever?*

Purchased from / used a brand because it partnered with a professional athlete

Demographic	Yes		No		Total N
Adults	20%	(440)	80%	(1766)	2206
Religious Non-Protestant/Catholic	19%	(30)	81%	(124)	154
Evangelical	26%	(158)	74%	(449)	607
Non-Evangelical	17%	(125)	83%	(629)	754
Community: Urban	26%	(165)	74%	(471)	637
Community: Suburban	18%	(184)	82%	(857)	1041
Community: Rural	17%	(91)	83%	(438)	528
Employ: Private Sector	29%	(192)	71%	(480)	672
Employ: Government	27%	(36)	73%	(97)	133
Employ: Self-Employed	25%	(46)	75%	(136)	182
Employ: Homemaker	10%	(16)	90%	(134)	149
Employ: Student	31%	(23)	69%	(51)	74
Employ: Retired	8%	(44)	92%	(545)	590
Employ: Unemployed	18%	(45)	82%	(208)	253
Employ: Other	25%	(39)	75%	(114)	152
Military HH: Yes	18%	(52)	82%	(240)	291
Military HH: No	20%	(388)	80%	(1526)	1915
RD/WT: Right Direction	23%	(163)	77%	(542)	705
RD/WT: Wrong Track	18%	(278)	82%	(1223)	1501
Biden Job Approve	22%	(216)	78%	(762)	978
Biden Job Disapprove	19%	(212)	81%	(893)	1105
Biden Job Strongly Approve	25%	(105)	75%	(309)	414
Biden Job Somewhat Approve	20%	(111)	80%	(453)	563
Biden Job Somewhat Disapprove	20%	(61)	80%	(244)	306
Biden Job Strongly Disapprove	19%	(151)	81%	(649)	800
Favorable of Biden	21%	(212)	79%	(779)	991
Unfavorable of Biden	19%	(198)	81%	(868)	1066
Very Favorable of Biden	25%	(114)	75%	(338)	451
Somewhat Favorable of Biden	18%	(98)	82%	(441)	540
Somewhat Unfavorable of Biden	19%	(46)	81%	(193)	239
Very Unfavorable of Biden	18%	(152)	82%	(675)	827

Table MCSP4_4: *Have you ever?*

Purchased from / used a brand because it partnered with a professional athlete

Demographic	Yes		No		Total N
Adults	20%	(440)	80%	(1766)	2206
#1 Issue: Economy	24%	(222)	76%	(706)	928
#1 Issue: Security	22%	(53)	78%	(192)	246
#1 Issue: Health Care	26%	(50)	74%	(143)	192
#1 Issue: Medicare / Social Security	11%	(28)	89%	(238)	266
#1 Issue: Women's Issues	19%	(47)	81%	(196)	243
#1 Issue: Education	16%	(11)	84%	(58)	69
#1 Issue: Energy	16%	(24)	84%	(127)	150
#1 Issue: Other	5%	(6)	95%	(107)	113
2022 House Vote: Democrat	23%	(206)	77%	(698)	903
2022 House Vote: Republican	19%	(124)	81%	(539)	663
2022 House Vote: Someone else	14%	(10)	86%	(61)	71
2022 House Vote: Didnt Vote	18%	(101)	82%	(468)	569
2020 Vote: Joe Biden	21%	(192)	79%	(730)	922
2020 Vote: Donald Trump	19%	(136)	81%	(573)	709
2020 Vote: Other	15%	(9)	85%	(50)	59
2020 Vote: Didn't Vote	20%	(104)	80%	(412)	516
2018 House Vote: Democrat	22%	(162)	78%	(577)	739
2018 House Vote: Republican	18%	(112)	82%	(503)	615
2018 House Vote: Someone else	5%	(3)	95%	(57)	60
2018 House Vote: Didnt Vote	21%	(163)	79%	(629)	792
4-Region: Northeast	26%	(100)	74%	(287)	386
4-Region: Midwest	16%	(71)	84%	(385)	456
4-Region: South	20%	(169)	80%	(672)	841
4-Region: West	19%	(101)	81%	(422)	522
NCAA Sports Avid Fan	38%	(132)	62%	(214)	346
NCAA Sports Fan	30%	(305)	70%	(712)	1017

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

Table MCSP4_5: *Have you ever?*

Boycotted a brand because it partnered with a particular college athlete

Demographic	Yes		No		Total N
Adults	10%	(217)	90%	(1989)	2206
Age: 18-34	16%	(102)	84%	(531)	633
Age: 35-44	11%	(42)	89%	(331)	372
Age: 45-64	8%	(58)	92%	(655)	713
Age: 65+	3%	(15)	97%	(473)	488
Man	11%	(121)	89%	(950)	1072
Woman	8%	(96)	92%	(1034)	1130
GenZers: 1997-2012	20%	(54)	80%	(218)	272
Millennials: 1981-1996	13%	(88)	87%	(582)	669
GenXers: 1965-1980	10%	(50)	90%	(456)	506
Baby Boomers: 1946-1964	4%	(26)	96%	(678)	703
PID: Dem (no lean)	9%	(82)	91%	(792)	874
PID: Ind (no lean)	10%	(66)	90%	(590)	656
PID: Rep (no lean)	10%	(69)	90%	(607)	676
Ideo: Liberal (1-3)	11%	(71)	89%	(577)	648
Ideo: Moderate (4)	10%	(64)	90%	(607)	671
Ideo: Conservative (5-7)	9%	(60)	91%	(612)	673
Educ: < College	9%	(131)	91%	(1311)	1442
Educ: Bachelors degree	11%	(54)	89%	(432)	486
Educ: Post-grad	12%	(32)	88%	(246)	279
Income: Under 50k	9%	(108)	91%	(1061)	1169
Income: 50k-100k	10%	(73)	90%	(645)	718
Income: 100k+	11%	(36)	89%	(283)	319
Ethnicity: White	10%	(164)	90%	(1539)	1702
Ethnicity: Hispanic	12%	(44)	88%	(336)	380
Ethnicity: Black	12%	(34)	88%	(249)	284
Ethnicity: Other	9%	(19)	91%	(201)	220
All Christian	9%	(91)	91%	(898)	989
All Non-Christian	16%	(23)	84%	(119)	142
Atheist	7%	(5)	93%	(75)	80
Agnostic/Nothing in particular	9%	(52)	91%	(539)	591
Something Else	11%	(45)	89%	(358)	404

Table MCSP4_5: *Have you ever?*

Boycotted a brand because it partnered with a particular college athlete

Demographic	Yes		No		Total N
Adults	10%	(217)	90%	(1989)	2206
Religious Non-Protestant/Catholic	16%	(25)	84%	(129)	154
Evangelical	14%	(88)	86%	(519)	607
Non-Evangelical	6%	(46)	94%	(708)	754
Community: Urban	16%	(100)	84%	(537)	637
Community: Suburban	9%	(89)	91%	(952)	1041
Community: Rural	5%	(28)	95%	(500)	528
Employ: Private Sector	11%	(75)	89%	(597)	672
Employ: Government	22%	(29)	78%	(104)	133
Employ: Self-Employed	15%	(28)	85%	(154)	182
Employ: Homemaker	10%	(15)	90%	(134)	149
Employ: Student	13%	(10)	87%	(64)	74
Employ: Retired	3%	(18)	97%	(572)	590
Employ: Unemployed	10%	(27)	90%	(227)	253
Employ: Other	10%	(15)	90%	(137)	152
Military HH: Yes	8%	(24)	92%	(267)	291
Military HH: No	10%	(193)	90%	(1722)	1915
RD/WT: Right Direction	12%	(87)	88%	(618)	705
RD/WT: Wrong Track	9%	(130)	91%	(1371)	1501
Biden Job Approve	11%	(104)	89%	(873)	978
Biden Job Disapprove	9%	(105)	91%	(1000)	1105
Biden Job Strongly Approve	16%	(65)	84%	(349)	414
Biden Job Somewhat Approve	7%	(39)	93%	(524)	563
Biden Job Somewhat Disapprove	7%	(21)	93%	(284)	306
Biden Job Strongly Disapprove	10%	(84)	90%	(716)	800
Favorable of Biden	10%	(94)	90%	(896)	991
Unfavorable of Biden	9%	(101)	91%	(965)	1066
Very Favorable of Biden	15%	(66)	85%	(385)	451
Somewhat Favorable of Biden	5%	(29)	95%	(511)	540
Somewhat Unfavorable of Biden	8%	(20)	92%	(220)	239
Very Unfavorable of Biden	10%	(81)	90%	(745)	827

Table MCSP4_5: *Have you ever?*

Boycotted a brand because it partnered with a particular college athlete

Demographic	Yes		No		Total N
Adults	10%	(217)	90%	(1989)	2206
#1 Issue: Economy	10%	(92)	90%	(836)	928
#1 Issue: Security	11%	(27)	89%	(219)	246
#1 Issue: Health Care	14%	(28)	86%	(165)	192
#1 Issue: Medicare / Social Security	4%	(12)	96%	(254)	266
#1 Issue: Women's Issues	11%	(26)	89%	(217)	243
#1 Issue: Education	11%	(8)	89%	(62)	69
#1 Issue: Energy	12%	(18)	88%	(132)	150
#1 Issue: Other	7%	(8)	93%	(105)	113
2022 House Vote: Democrat	9%	(85)	91%	(818)	903
2022 House Vote: Republican	11%	(70)	89%	(593)	663
2022 House Vote: Someone else	3%	(2)	97%	(69)	71
2022 House Vote: Didnt Vote	11%	(60)	89%	(509)	569
2020 Vote: Joe Biden	9%	(86)	91%	(836)	922
2020 Vote: Donald Trump	11%	(77)	89%	(632)	709
2020 Vote: Other	2%	(1)	98%	(58)	59
2020 Vote: Didn't Vote	10%	(53)	90%	(463)	516
2018 House Vote: Democrat	10%	(75)	90%	(663)	739
2018 House Vote: Republican	10%	(61)	90%	(554)	615
2018 House Vote: Someone else	5%	(3)	95%	(57)	60
2018 House Vote: Didnt Vote	10%	(77)	90%	(714)	792
4-Region: Northeast	12%	(44)	88%	(342)	386
4-Region: Midwest	9%	(42)	91%	(414)	456
4-Region: South	11%	(89)	89%	(752)	841
4-Region: West	8%	(42)	92%	(480)	522
NCAA Sports Avid Fan	14%	(49)	86%	(297)	346
NCAA Sports Fan	13%	(134)	87%	(883)	1017

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

Table MCSP4_6: *Have you ever?*

Felt more positively about a brand because it partnered with a particular college athlete

Demographic	Yes		No		Total N
Adults	19%	(427)	81%	(1779)	2206
Age: 18-34	34%	(215)	66%	(418)	633
Age: 35-44	19%	(71)	81%	(302)	372
Age: 45-64	16%	(117)	84%	(596)	713
Age: 65+	5%	(25)	95%	(463)	488
Man	23%	(249)	77%	(823)	1072
Woman	16%	(177)	84%	(953)	1130
GenZers: 1997-2012	37%	(100)	63%	(171)	272
Millennials: 1981-1996	25%	(169)	75%	(500)	669
GenXers: 1965-1980	20%	(100)	80%	(406)	506
Baby Boomers: 1946-1964	8%	(55)	92%	(649)	703
PID: Dem (no lean)	21%	(182)	79%	(692)	874
PID: Ind (no lean)	19%	(123)	81%	(533)	656
PID: Rep (no lean)	18%	(122)	82%	(553)	676
Ideo: Liberal (1-3)	22%	(143)	78%	(506)	648
Ideo: Moderate (4)	21%	(138)	79%	(533)	671
Ideo: Conservative (5-7)	16%	(108)	84%	(565)	673
Educ: < College	19%	(277)	81%	(1165)	1442
Educ: Bachelors degree	20%	(98)	80%	(387)	486
Educ: Post-grad	19%	(52)	81%	(226)	279
Income: Under 50k	19%	(217)	81%	(952)	1169
Income: 50k-100k	20%	(143)	80%	(575)	718
Income: 100k+	21%	(68)	79%	(251)	319
Ethnicity: White	17%	(297)	83%	(1406)	1702
Ethnicity: Hispanic	26%	(99)	74%	(281)	380
Ethnicity: Black	32%	(90)	68%	(193)	284
Ethnicity: Other	18%	(40)	82%	(180)	220
All Christian	19%	(191)	81%	(798)	989
All Non-Christian	21%	(30)	79%	(112)	142
Atheist	11%	(9)	89%	(71)	80
Agnostic/Nothing in particular	17%	(102)	83%	(489)	591
Something Else	23%	(95)	77%	(309)	404

Table MCSP4_6: *Have you ever?*

Felt more positively about a brand because it partnered with a particular college athlete

Demographic	Yes		No		Total N
Adults	19%	(427)	81%	(1779)	2206
Religious Non-Protestant/Catholic	21%	(32)	79%	(121)	154
Evangelical	25%	(154)	75%	(453)	607
Non-Evangelical	17%	(125)	83%	(629)	754
Community: Urban	25%	(160)	75%	(477)	637
Community: Suburban	17%	(174)	83%	(867)	1041
Community: Rural	18%	(93)	82%	(435)	528
Employ: Private Sector	27%	(183)	73%	(489)	672
Employ: Government	29%	(38)	71%	(95)	133
Employ: Self-Employed	23%	(42)	77%	(140)	182
Employ: Homemaker	9%	(13)	91%	(136)	149
Employ: Student	28%	(21)	72%	(53)	74
Employ: Retired	7%	(40)	93%	(550)	590
Employ: Unemployed	21%	(53)	79%	(200)	253
Employ: Other	24%	(37)	76%	(116)	152
Military HH: Yes	14%	(42)	86%	(249)	291
Military HH: No	20%	(385)	80%	(1529)	1915
RD/WT: Right Direction	26%	(182)	74%	(523)	705
RD/WT: Wrong Track	16%	(245)	84%	(1256)	1501
Biden Job Approve	22%	(215)	78%	(762)	978
Biden Job Disapprove	17%	(193)	83%	(912)	1105
Biden Job Strongly Approve	27%	(113)	73%	(301)	414
Biden Job Somewhat Approve	18%	(102)	82%	(461)	563
Biden Job Somewhat Disapprove	21%	(63)	79%	(242)	306
Biden Job Strongly Disapprove	16%	(130)	84%	(670)	800
Favorable of Biden	22%	(214)	78%	(776)	991
Unfavorable of Biden	17%	(184)	83%	(882)	1066
Very Favorable of Biden	28%	(126)	72%	(325)	451
Somewhat Favorable of Biden	16%	(88)	84%	(451)	540
Somewhat Unfavorable of Biden	19%	(47)	81%	(193)	239
Very Unfavorable of Biden	17%	(138)	83%	(689)	827

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Table MCSP4_6: *Have you ever?*

Felt more positively about a brand because it partnered with a particular college athlete

Demographic	Yes		No		Total N
Adults	19%	(427)	81%	(1779)	2206
#1 Issue: Economy	22%	(203)	78%	(725)	928
#1 Issue: Security	19%	(48)	81%	(198)	246
#1 Issue: Health Care	26%	(50)	74%	(142)	192
#1 Issue: Medicare / Social Security	13%	(34)	87%	(232)	266
#1 Issue: Women's Issues	15%	(35)	85%	(207)	243
#1 Issue: Education	20%	(14)	80%	(56)	69
#1 Issue: Energy	24%	(36)	76%	(114)	150
#1 Issue: Other	7%	(8)	93%	(105)	113
2022 House Vote: Democrat	23%	(205)	77%	(699)	903
2022 House Vote: Republican	18%	(120)	82%	(543)	663
2022 House Vote: Someone else	10%	(7)	90%	(64)	71
2022 House Vote: Didnt Vote	17%	(95)	83%	(474)	569
2020 Vote: Joe Biden	21%	(190)	79%	(732)	922
2020 Vote: Donald Trump	16%	(115)	84%	(594)	709
2020 Vote: Other	15%	(9)	85%	(50)	59
2020 Vote: Didn't Vote	22%	(113)	78%	(403)	516
2018 House Vote: Democrat	21%	(156)	79%	(582)	739
2018 House Vote: Republican	19%	(116)	81%	(499)	615
2018 House Vote: Someone else	7%	(4)	93%	(56)	60
2018 House Vote: Didnt Vote	19%	(151)	81%	(640)	792
4-Region: Northeast	23%	(88)	77%	(298)	386
4-Region: Midwest	18%	(82)	82%	(374)	456
4-Region: South	21%	(173)	79%	(668)	841
4-Region: West	16%	(84)	84%	(438)	522
NCAA Sports Avid Fan	42%	(144)	58%	(202)	346
NCAA Sports Fan	32%	(322)	68%	(695)	1017

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

Table MCSP4_7: *Have you ever?*

Felt more negatively about a brand because it partnered with a particular college athlete

Demographic	Yes		No		Total N
Adults	12%	(265)	88%	(1941)	2206
Age: 18-34	15%	(95)	85%	(537)	633
Age: 35-44	13%	(49)	87%	(324)	372
Age: 45-64	12%	(86)	88%	(626)	713
Age: 65+	7%	(35)	93%	(454)	488
Man	15%	(158)	85%	(914)	1072
Woman	9%	(107)	91%	(1023)	1130
GenZers: 1997-2012	14%	(39)	86%	(233)	272
Millennials: 1981-1996	14%	(96)	86%	(573)	669
GenXers: 1965-1980	14%	(69)	86%	(437)	506
Baby Boomers: 1946-1964	8%	(57)	92%	(646)	703
PID: Dem (no lean)	10%	(91)	90%	(783)	874
PID: Ind (no lean)	13%	(83)	87%	(573)	656
PID: Rep (no lean)	13%	(91)	87%	(585)	676
Ideo: Liberal (1-3)	13%	(84)	87%	(564)	648
Ideo: Moderate (4)	11%	(72)	89%	(599)	671
Ideo: Conservative (5-7)	14%	(93)	86%	(580)	673
Educ: < College	11%	(152)	89%	(1289)	1442
Educ: Bachelors degree	14%	(67)	86%	(419)	486
Educ: Post-grad	17%	(46)	83%	(233)	279
Income: Under 50k	11%	(125)	89%	(1044)	1169
Income: 50k-100k	13%	(90)	87%	(628)	718
Income: 100k+	16%	(50)	84%	(269)	319
Ethnicity: White	11%	(186)	89%	(1517)	1702
Ethnicity: Hispanic	13%	(50)	87%	(330)	380
Ethnicity: Black	14%	(39)	86%	(244)	284
Ethnicity: Other	18%	(40)	82%	(180)	220
All Christian	13%	(128)	87%	(861)	989
All Non-Christian	18%	(26)	82%	(117)	142
Atheist	9%	(7)	91%	(73)	80
Agnostic/Nothing in particular	8%	(45)	92%	(546)	591
Something Else	15%	(59)	85%	(344)	404

Table MCSP4_7: *Have you ever?*

Felt more negatively about a brand because it partnered with a particular college athlete

Demographic	Yes		No		Total N
Adults	12%	(265)	88%	(1941)	2206
Religious Non-Protestant/Catholic	18%	(28)	82%	(126)	154
Evangelical	19%	(114)	81%	(494)	607
Non-Evangelical	9%	(69)	91%	(685)	754
Community: Urban	16%	(99)	84%	(537)	637
Community: Suburban	11%	(113)	89%	(928)	1041
Community: Rural	10%	(53)	90%	(475)	528
Employ: Private Sector	15%	(104)	85%	(568)	672
Employ: Government	18%	(24)	82%	(110)	133
Employ: Self-Employed	15%	(28)	85%	(154)	182
Employ: Homemaker	7%	(11)	93%	(138)	149
Employ: Student	11%	(8)	89%	(66)	74
Employ: Retired	7%	(41)	93%	(549)	590
Employ: Unemployed	14%	(36)	86%	(217)	253
Employ: Other	9%	(13)	91%	(139)	152
Military HH: Yes	13%	(38)	87%	(253)	291
Military HH: No	12%	(227)	88%	(1688)	1915
RD/WT: Right Direction	14%	(95)	86%	(610)	705
RD/WT: Wrong Track	11%	(170)	89%	(1331)	1501
Biden Job Approve	12%	(121)	88%	(856)	978
Biden Job Disapprove	13%	(139)	87%	(967)	1105
Biden Job Strongly Approve	19%	(77)	81%	(337)	414
Biden Job Somewhat Approve	8%	(44)	92%	(519)	563
Biden Job Somewhat Disapprove	11%	(33)	89%	(272)	306
Biden Job Strongly Disapprove	13%	(105)	87%	(694)	800
Favorable of Biden	11%	(109)	89%	(881)	991
Unfavorable of Biden	13%	(134)	87%	(932)	1066
Very Favorable of Biden	15%	(67)	85%	(384)	451
Somewhat Favorable of Biden	8%	(42)	92%	(497)	540
Somewhat Unfavorable of Biden	12%	(28)	88%	(211)	239
Very Unfavorable of Biden	13%	(106)	87%	(721)	827

Table MCSP4_7: *Have you ever?*

Felt more negatively about a brand because it partnered with a particular college athlete

Demographic	Yes		No		Total N
Adults	12%	(265)	88%	(1941)	2206
#1 Issue: Economy	11%	(104)	89%	(824)	928
#1 Issue: Security	16%	(39)	84%	(207)	246
#1 Issue: Health Care	17%	(32)	83%	(160)	192
#1 Issue: Medicare / Social Security	9%	(25)	91%	(240)	266
#1 Issue: Women's Issues	9%	(23)	91%	(220)	243
#1 Issue: Education	19%	(13)	81%	(56)	69
#1 Issue: Energy	12%	(18)	88%	(132)	150
#1 Issue: Other	9%	(11)	91%	(102)	113
2022 House Vote: Democrat	12%	(104)	88%	(799)	903
2022 House Vote: Republican	14%	(94)	86%	(569)	663
2022 House Vote: Someone else	5%	(4)	95%	(67)	71
2022 House Vote: Didnt Vote	11%	(63)	89%	(506)	569
2020 Vote: Joe Biden	11%	(104)	89%	(818)	922
2020 Vote: Donald Trump	14%	(101)	86%	(608)	709
2020 Vote: Other	7%	(4)	93%	(55)	59
2020 Vote: Didn't Vote	11%	(56)	89%	(460)	516
2018 House Vote: Democrat	13%	(95)	87%	(644)	739
2018 House Vote: Republican	14%	(86)	86%	(529)	615
2018 House Vote: Someone else	5%	(3)	95%	(57)	60
2018 House Vote: Didnt Vote	10%	(81)	90%	(711)	792
4-Region: Northeast	12%	(46)	88%	(341)	386
4-Region: Midwest	10%	(45)	90%	(411)	456
4-Region: South	13%	(113)	87%	(728)	841
4-Region: West	12%	(61)	88%	(461)	522
NCAA Sports Avid Fan	20%	(70)	80%	(276)	346
NCAA Sports Fan	17%	(171)	83%	(846)	1017

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

Table MCSP4_8: *Have you ever?*

Watched a game to watch a particular college athlete you were introduced to because they partnered with a brand

Demographic	Yes		No		Total N
Adults	16%	(348)	84%	(1858)	2206
Age: 18-34	31%	(194)	69%	(439)	633
Age: 35-44	17%	(64)	83%	(309)	372
Age: 45-64	10%	(73)	90%	(640)	713
Age: 65+	3%	(17)	97%	(471)	488
Man	18%	(197)	82%	(875)	1072
Woman	13%	(151)	87%	(979)	1130
GenZers: 1997-2012	37%	(101)	63%	(171)	272
Millennials: 1981-1996	21%	(142)	79%	(527)	669
GenXers: 1965-1980	13%	(65)	87%	(441)	506
Baby Boomers: 1946-1964	6%	(39)	94%	(664)	703
PID: Dem (no lean)	19%	(163)	81%	(711)	874
PID: Ind (no lean)	14%	(91)	86%	(565)	656
PID: Rep (no lean)	14%	(94)	86%	(582)	676
Ideo: Liberal (1-3)	19%	(123)	81%	(526)	648
Ideo: Moderate (4)	19%	(127)	81%	(544)	671
Ideo: Conservative (5-7)	10%	(66)	90%	(607)	673
Educ: < College	15%	(223)	85%	(1219)	1442
Educ: Bachelors degree	16%	(78)	84%	(408)	486
Educ: Post-grad	17%	(47)	83%	(232)	279
Income: Under 50k	15%	(171)	85%	(998)	1169
Income: 50k-100k	16%	(117)	84%	(601)	718
Income: 100k+	18%	(59)	82%	(260)	319
Ethnicity: White	13%	(222)	87%	(1480)	1702
Ethnicity: Hispanic	19%	(71)	81%	(309)	380
Ethnicity: Black	27%	(78)	73%	(206)	284
Ethnicity: Other	22%	(48)	78%	(173)	220
All Christian	16%	(155)	84%	(834)	989
All Non-Christian	22%	(31)	78%	(112)	142
Atheist	12%	(9)	88%	(71)	80
Agnostic/Nothing in particular	14%	(85)	86%	(506)	591
Something Else	17%	(68)	83%	(336)	404

Continued on next page

Table MCSP4_8: *Have you ever?*

Watched a game to watch a particular college athlete you were introduced to because they partnered with a brand

Demographic	Yes		No		Total N
Adults	16%	(348)	84%	(1858)	2206
Religious Non-Protestant/Catholic	20%	(31)	80%	(122)	154
Evangelical	20%	(120)	80%	(487)	607
Non-Evangelical	13%	(97)	87%	(657)	754
Community: Urban	25%	(159)	75%	(477)	637
Community: Suburban	12%	(125)	88%	(916)	1041
Community: Rural	12%	(63)	88%	(465)	528
Employ: Private Sector	22%	(148)	78%	(524)	672
Employ: Government	24%	(31)	76%	(102)	133
Employ: Self-Employed	28%	(52)	72%	(130)	182
Employ: Homemaker	9%	(13)	91%	(136)	149
Employ: Student	27%	(20)	73%	(54)	74
Employ: Retired	5%	(30)	95%	(560)	590
Employ: Unemployed	11%	(27)	89%	(226)	253
Employ: Other	17%	(25)	83%	(127)	152
Military HH: Yes	10%	(28)	90%	(263)	291
Military HH: No	17%	(319)	83%	(1596)	1915
RD/WT: Right Direction	22%	(152)	78%	(553)	705
RD/WT: Wrong Track	13%	(195)	87%	(1306)	1501
Biden Job Approve	19%	(183)	81%	(794)	978
Biden Job Disapprove	13%	(149)	87%	(956)	1105
Biden Job Strongly Approve	20%	(83)	80%	(331)	414
Biden Job Somewhat Approve	18%	(100)	82%	(464)	563
Biden Job Somewhat Disapprove	17%	(50)	83%	(255)	306
Biden Job Strongly Disapprove	12%	(98)	88%	(701)	800
Favorable of Biden	18%	(181)	82%	(810)	991
Unfavorable of Biden	13%	(139)	87%	(928)	1066
Very Favorable of Biden	21%	(97)	79%	(355)	451
Somewhat Favorable of Biden	16%	(84)	84%	(455)	540
Somewhat Unfavorable of Biden	15%	(37)	85%	(203)	239
Very Unfavorable of Biden	12%	(102)	88%	(725)	827

Table MCSP4_8: *Have you ever?*

Watched a game to watch a particular college athlete you were introduced to because they partnered with a brand

Demographic	Yes		No		Total N
Adults	16%	(348)	84%	(1858)	2206
#1 Issue: Economy	18%	(164)	82%	(763)	928
#1 Issue: Security	12%	(30)	88%	(215)	246
#1 Issue: Health Care	23%	(44)	77%	(148)	192
#1 Issue: Medicare / Social Security	10%	(26)	90%	(239)	266
#1 Issue: Women's Issues	16%	(38)	84%	(204)	243
#1 Issue: Education	23%	(16)	77%	(53)	69
#1 Issue: Energy	17%	(26)	83%	(124)	150
#1 Issue: Other	2%	(2)	98%	(110)	113
2022 House Vote: Democrat	17%	(156)	83%	(747)	903
2022 House Vote: Republican	14%	(96)	86%	(567)	663
2022 House Vote: Someone else	7%	(5)	93%	(66)	71
2022 House Vote: Didnt Vote	16%	(91)	84%	(478)	569
2020 Vote: Joe Biden	16%	(149)	84%	(773)	922
2020 Vote: Donald Trump	13%	(95)	87%	(614)	709
2020 Vote: Other	10%	(6)	90%	(53)	59
2020 Vote: Didn't Vote	19%	(97)	81%	(419)	516
2018 House Vote: Democrat	15%	(111)	85%	(628)	739
2018 House Vote: Republican	14%	(88)	86%	(527)	615
2018 House Vote: Someone else	5%	(3)	95%	(57)	60
2018 House Vote: Didnt Vote	18%	(146)	82%	(646)	792
4-Region: Northeast	13%	(51)	87%	(335)	386
4-Region: Midwest	14%	(66)	86%	(390)	456
4-Region: South	17%	(139)	83%	(702)	841
4-Region: West	18%	(92)	82%	(431)	522
NCAA Sports Avid Fan	33%	(113)	67%	(233)	346
NCAA Sports Fan	26%	(265)	74%	(752)	1017

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

Table MCSP4_9: *Have you ever?*

Stopped watching games with a particular college athlete because they partnered with a brand

Demographic	Yes		No		Total N
Adults	10%	(217)	90%	(1989)	2206
Age: 18-34	15%	(96)	85%	(537)	633
Age: 35-44	10%	(37)	90%	(336)	372
Age: 45-64	9%	(66)	91%	(647)	713
Age: 65+	4%	(19)	96%	(470)	488
Man	12%	(127)	88%	(945)	1072
Woman	8%	(90)	92%	(1039)	1130
GenZers: 1997-2012	18%	(48)	82%	(224)	272
Millennials: 1981-1996	11%	(77)	89%	(593)	669
GenXers: 1965-1980	12%	(61)	88%	(445)	506
Baby Boomers: 1946-1964	5%	(32)	95%	(671)	703
PID: Dem (no lean)	11%	(92)	89%	(782)	874
PID: Ind (no lean)	10%	(66)	90%	(590)	656
PID: Rep (no lean)	9%	(59)	91%	(617)	676
Ideo: Liberal (1-3)	11%	(73)	89%	(575)	648
Ideo: Moderate (4)	10%	(66)	90%	(605)	671
Ideo: Conservative (5-7)	8%	(54)	92%	(618)	673
Educ: < College	9%	(130)	91%	(1312)	1442
Educ: Bachelors degree	11%	(54)	89%	(431)	486
Educ: Post-grad	12%	(33)	88%	(246)	279
Income: Under 50k	10%	(115)	90%	(1054)	1169
Income: 50k-100k	8%	(59)	92%	(659)	718
Income: 100k+	13%	(43)	87%	(276)	319
Ethnicity: White	9%	(151)	91%	(1551)	1702
Ethnicity: Hispanic	13%	(49)	87%	(331)	380
Ethnicity: Black	14%	(38)	86%	(245)	284
Ethnicity: Other	12%	(27)	88%	(193)	220
All Christian	9%	(91)	91%	(897)	989
All Non-Christian	14%	(21)	86%	(122)	142
Atheist	12%	(10)	88%	(70)	80
Agnostic/Nothing in particular	8%	(48)	92%	(543)	591
Something Else	12%	(48)	88%	(356)	404

Table MCSP4_9: *Have you ever?*

Stopped watching games with a particular college athlete because they partnered with a brand

Demographic	Yes		No		Total N
Adults	10%	(217)	90%	(1989)	2206
Religious Non-Protestant/Catholic	14%	(22)	86%	(132)	154
Evangelical	15%	(88)	85%	(519)	607
Non-Evangelical	6%	(46)	94%	(707)	754
Community: Urban	15%	(96)	85%	(540)	637
Community: Suburban	8%	(80)	92%	(961)	1041
Community: Rural	8%	(41)	92%	(488)	528
Employ: Private Sector	12%	(84)	88%	(588)	672
Employ: Government	13%	(17)	87%	(117)	133
Employ: Self-Employed	18%	(32)	82%	(150)	182
Employ: Homemaker	8%	(11)	92%	(138)	149
Employ: Student	14%	(10)	86%	(64)	74
Employ: Retired	3%	(19)	97%	(571)	590
Employ: Unemployed	12%	(30)	88%	(223)	253
Employ: Other	9%	(14)	91%	(139)	152
Military HH: Yes	6%	(19)	94%	(273)	291
Military HH: No	10%	(199)	90%	(1716)	1915
RD/WT: Right Direction	12%	(88)	88%	(617)	705
RD/WT: Wrong Track	9%	(129)	91%	(1372)	1501
Biden Job Approve	10%	(98)	90%	(879)	978
Biden Job Disapprove	10%	(110)	90%	(995)	1105
Biden Job Strongly Approve	15%	(62)	85%	(352)	414
Biden Job Somewhat Approve	6%	(36)	94%	(527)	563
Biden Job Somewhat Disapprove	9%	(27)	91%	(279)	306
Biden Job Strongly Disapprove	10%	(83)	90%	(717)	800
Favorable of Biden	10%	(96)	90%	(894)	991
Unfavorable of Biden	10%	(103)	90%	(963)	1066
Very Favorable of Biden	13%	(59)	87%	(392)	451
Somewhat Favorable of Biden	7%	(38)	93%	(502)	540
Somewhat Unfavorable of Biden	8%	(19)	92%	(221)	239
Very Unfavorable of Biden	10%	(84)	90%	(743)	827

Table MCSP4_9: *Have you ever?*

Stopped watching games with a particular college athlete because they partnered with a brand

Demographic	Yes		No		Total N
Adults	10%	(217)	90%	(1989)	2206
#1 Issue: Economy	11%	(100)	89%	(828)	928
#1 Issue: Security	10%	(25)	90%	(221)	246
#1 Issue: Health Care	14%	(28)	86%	(164)	192
#1 Issue: Medicare / Social Security	5%	(14)	95%	(252)	266
#1 Issue: Women's Issues	9%	(22)	91%	(220)	243
#1 Issue: Education	9%	(6)	91%	(63)	69
#1 Issue: Energy	9%	(14)	91%	(136)	150
#1 Issue: Other	7%	(8)	93%	(104)	113
2022 House Vote: Democrat	10%	(91)	90%	(813)	903
2022 House Vote: Republican	10%	(64)	90%	(599)	663
2022 House Vote: Someone else	6%	(4)	94%	(67)	71
2022 House Vote: Didnt Vote	10%	(59)	90%	(510)	569
2020 Vote: Joe Biden	9%	(86)	91%	(836)	922
2020 Vote: Donald Trump	10%	(68)	90%	(641)	709
2020 Vote: Other	8%	(5)	92%	(54)	59
2020 Vote: Didn't Vote	11%	(59)	89%	(458)	516
2018 House Vote: Democrat	10%	(77)	90%	(662)	739
2018 House Vote: Republican	10%	(60)	90%	(555)	615
2018 House Vote: Someone else	5%	(3)	95%	(57)	60
2018 House Vote: Didnt Vote	10%	(77)	90%	(715)	792
4-Region: Northeast	13%	(49)	87%	(337)	386
4-Region: Midwest	9%	(41)	91%	(414)	456
4-Region: South	9%	(78)	91%	(763)	841
4-Region: West	9%	(48)	91%	(474)	522
NCAA Sports Avid Fan	15%	(53)	85%	(293)	346
NCAA Sports Fan	14%	(140)	86%	(877)	1017

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

Table MCSP4_10: *Have you ever?*

Felt more positively about a college athlete because they partnered with a particular brand

Demographic	Yes		No		Total N
Adults	20%	(435)	80%	(1771)	2206
Age: 18-34	34%	(216)	66%	(417)	633
Age: 35-44	20%	(73)	80%	(299)	372
Age: 45-64	16%	(117)	84%	(595)	713
Age: 65+	6%	(28)	94%	(460)	488
Man	25%	(266)	75%	(805)	1072
Woman	15%	(168)	85%	(961)	1130
GenZers: 1997-2012	38%	(104)	62%	(168)	272
Millennials: 1981-1996	26%	(173)	74%	(497)	669
GenXers: 1965-1980	19%	(96)	81%	(410)	506
Baby Boomers: 1946-1964	8%	(59)	92%	(644)	703
PID: Dem (no lean)	21%	(180)	79%	(694)	874
PID: Ind (no lean)	18%	(121)	82%	(535)	656
PID: Rep (no lean)	20%	(133)	80%	(543)	676
Ideo: Liberal (1-3)	21%	(138)	79%	(510)	648
Ideo: Moderate (4)	21%	(143)	79%	(528)	671
Ideo: Conservative (5-7)	17%	(116)	83%	(557)	673
Educ: < College	19%	(275)	81%	(1166)	1442
Educ: Bachelors degree	21%	(102)	79%	(384)	486
Educ: Post-grad	21%	(58)	79%	(221)	279
Income: Under 50k	18%	(216)	82%	(953)	1169
Income: 50k-100k	20%	(147)	80%	(571)	718
Income: 100k+	23%	(72)	77%	(247)	319
Ethnicity: White	17%	(289)	83%	(1413)	1702
Ethnicity: Hispanic	24%	(93)	76%	(287)	380
Ethnicity: Black	33%	(94)	67%	(190)	284
Ethnicity: Other	24%	(52)	76%	(168)	220
All Christian	19%	(188)	81%	(801)	989
All Non-Christian	29%	(42)	71%	(101)	142
Atheist	11%	(9)	89%	(71)	80
Agnostic/Nothing in particular	17%	(98)	83%	(493)	591
Something Else	24%	(98)	76%	(306)	404

Table MCSP4_10: *Have you ever?*

Felt more positively about a college athlete because they partnered with a particular brand

Demographic	Yes		No		Total N
Adults	20%	(435)	80%	(1771)	2206
Religious Non-Protestant/Catholic	28%	(43)	72%	(111)	154
Evangelical	27%	(165)	73%	(443)	607
Non-Evangelical	16%	(117)	84%	(636)	754
Community: Urban	26%	(165)	74%	(472)	637
Community: Suburban	18%	(184)	82%	(857)	1041
Community: Rural	16%	(87)	84%	(442)	528
Employ: Private Sector	28%	(187)	72%	(485)	672
Employ: Government	23%	(31)	77%	(103)	133
Employ: Self-Employed	27%	(49)	73%	(132)	182
Employ: Homemaker	10%	(14)	90%	(135)	149
Employ: Student	36%	(26)	64%	(48)	74
Employ: Retired	7%	(43)	93%	(547)	590
Employ: Unemployed	21%	(54)	79%	(199)	253
Employ: Other	20%	(30)	80%	(122)	152
Military HH: Yes	13%	(39)	87%	(253)	291
Military HH: No	21%	(396)	79%	(1518)	1915
RD/WT: Right Direction	24%	(168)	76%	(538)	705
RD/WT: Wrong Track	18%	(267)	82%	(1234)	1501
Biden Job Approve	21%	(206)	79%	(772)	978
Biden Job Disapprove	19%	(209)	81%	(896)	1105
Biden Job Strongly Approve	25%	(104)	75%	(310)	414
Biden Job Somewhat Approve	18%	(101)	82%	(462)	563
Biden Job Somewhat Disapprove	19%	(59)	81%	(246)	306
Biden Job Strongly Disapprove	19%	(150)	81%	(650)	800
Favorable of Biden	20%	(194)	80%	(797)	991
Unfavorable of Biden	19%	(203)	81%	(863)	1066
Very Favorable of Biden	26%	(115)	74%	(336)	451
Somewhat Favorable of Biden	14%	(78)	86%	(461)	540
Somewhat Unfavorable of Biden	21%	(50)	79%	(190)	239
Very Unfavorable of Biden	19%	(154)	81%	(673)	827

Table MCSP4_10: *Have you ever?*

Felt more positively about a college athlete because they partnered with a particular brand

Demographic	Yes		No		Total N
Adults	20%	(435)	80%	(1771)	2206
#1 Issue: Economy	22%	(202)	78%	(725)	928
#1 Issue: Security	17%	(43)	83%	(203)	246
#1 Issue: Health Care	30%	(58)	70%	(134)	192
#1 Issue: Medicare / Social Security	11%	(30)	89%	(236)	266
#1 Issue: Women's Issues	17%	(41)	83%	(201)	243
#1 Issue: Education	25%	(17)	75%	(52)	69
#1 Issue: Energy	23%	(34)	77%	(116)	150
#1 Issue: Other	8%	(9)	92%	(104)	113
2022 House Vote: Democrat	22%	(196)	78%	(707)	903
2022 House Vote: Republican	18%	(122)	82%	(541)	663
2022 House Vote: Someone else	13%	(10)	87%	(61)	71
2022 House Vote: Didnt Vote	19%	(107)	81%	(462)	569
2020 Vote: Joe Biden	19%	(173)	81%	(749)	922
2020 Vote: Donald Trump	18%	(126)	82%	(583)	709
2020 Vote: Other	18%	(10)	82%	(49)	59
2020 Vote: Didn't Vote	24%	(126)	76%	(390)	516
2018 House Vote: Democrat	19%	(144)	81%	(595)	739
2018 House Vote: Republican	18%	(112)	82%	(503)	615
2018 House Vote: Someone else	13%	(8)	87%	(53)	60
2018 House Vote: Didnt Vote	22%	(172)	78%	(620)	792
4-Region: Northeast	21%	(83)	79%	(304)	386
4-Region: Midwest	16%	(72)	84%	(384)	456
4-Region: South	21%	(180)	79%	(661)	841
4-Region: West	19%	(100)	81%	(422)	522
NCAA Sports Avid Fan	43%	(150)	57%	(196)	346
NCAA Sports Fan	32%	(327)	68%	(690)	1017

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

Table MCSP4_11: *Have you ever?*

Felt more negatively about a college athlete because they partnered with a particular brand

Demographic	Yes		No		Total N
Adults	12%	(264)	88%	(1942)	2206
Age: 18-34	16%	(101)	84%	(532)	633
Age: 35-44	12%	(43)	88%	(329)	372
Age: 45-64	11%	(79)	89%	(634)	713
Age: 65+	8%	(41)	92%	(447)	488
Man	15%	(157)	85%	(915)	1072
Woman	9%	(106)	91%	(1024)	1130
GenZers: 1997-2012	18%	(50)	82%	(222)	272
Millennials: 1981-1996	13%	(89)	87%	(580)	669
GenXers: 1965-1980	12%	(61)	88%	(445)	506
Baby Boomers: 1946-1964	9%	(63)	91%	(641)	703
PID: Dem (no lean)	11%	(100)	89%	(774)	874
PID: Ind (no lean)	11%	(71)	89%	(585)	656
PID: Rep (no lean)	14%	(92)	86%	(584)	676
Ideo: Liberal (1-3)	13%	(86)	87%	(562)	648
Ideo: Moderate (4)	11%	(72)	89%	(599)	671
Ideo: Conservative (5-7)	13%	(87)	87%	(586)	673
Educ: < College	11%	(153)	89%	(1289)	1442
Educ: Bachelors degree	14%	(70)	86%	(415)	486
Educ: Post-grad	14%	(40)	86%	(239)	279
Income: Under 50k	10%	(114)	90%	(1055)	1169
Income: 50k-100k	14%	(101)	86%	(617)	718
Income: 100k+	15%	(49)	85%	(270)	319
Ethnicity: White	12%	(198)	88%	(1505)	1702
Ethnicity: Hispanic	13%	(49)	87%	(331)	380
Ethnicity: Black	12%	(35)	88%	(248)	284
Ethnicity: Other	14%	(30)	86%	(190)	220
All Christian	12%	(116)	88%	(873)	989
All Non-Christian	20%	(29)	80%	(113)	142
Atheist	9%	(7)	91%	(73)	80
Agnostic/Nothing in particular	9%	(56)	91%	(535)	591
Something Else	14%	(56)	86%	(348)	404

Table MCSP4_11: *Have you ever?*

Felt more negatively about a college athlete because they partnered with a particular brand

Demographic	Yes		No		Total N
Adults	12%	(264)	88%	(1942)	2206
Religious Non-Protestant/Catholic	20%	(31)	80%	(122)	154
Evangelical	17%	(103)	83%	(504)	607
Non-Evangelical	9%	(64)	91%	(690)	754
Community: Urban	15%	(93)	85%	(544)	637
Community: Suburban	11%	(120)	89%	(922)	1041
Community: Rural	10%	(51)	90%	(477)	528
Employ: Private Sector	14%	(94)	86%	(578)	672
Employ: Government	20%	(27)	80%	(106)	133
Employ: Self-Employed	17%	(31)	83%	(151)	182
Employ: Homemaker	9%	(14)	91%	(135)	149
Employ: Student	18%	(14)	82%	(60)	74
Employ: Retired	7%	(44)	93%	(546)	590
Employ: Unemployed	11%	(28)	89%	(225)	253
Employ: Other	8%	(12)	92%	(140)	152
Military HH: Yes	14%	(41)	86%	(250)	291
Military HH: No	12%	(222)	88%	(1693)	1915
RD/WT: Right Direction	13%	(95)	87%	(611)	705
RD/WT: Wrong Track	11%	(169)	89%	(1332)	1501
Biden Job Approve	12%	(117)	88%	(861)	978
Biden Job Disapprove	13%	(143)	87%	(962)	1105
Biden Job Strongly Approve	17%	(69)	83%	(345)	414
Biden Job Somewhat Approve	8%	(48)	92%	(516)	563
Biden Job Somewhat Disapprove	11%	(32)	89%	(273)	306
Biden Job Strongly Disapprove	14%	(111)	86%	(689)	800
Favorable of Biden	11%	(107)	89%	(883)	991
Unfavorable of Biden	13%	(142)	87%	(924)	1066
Very Favorable of Biden	15%	(67)	85%	(384)	451
Somewhat Favorable of Biden	7%	(40)	93%	(499)	540
Somewhat Unfavorable of Biden	12%	(28)	88%	(211)	239
Very Unfavorable of Biden	14%	(114)	86%	(713)	827

Table MCSP4_11: *Have you ever?*

Felt more negatively about a college athlete because they partnered with a particular brand

Demographic	Yes		No		Total N
Adults	12%	(264)	88%	(1942)	2206
#1 Issue: Economy	12%	(110)	88%	(818)	928
#1 Issue: Security	14%	(33)	86%	(212)	246
#1 Issue: Health Care	18%	(35)	82%	(157)	192
#1 Issue: Medicare / Social Security	9%	(23)	91%	(242)	266
#1 Issue: Women's Issues	11%	(27)	89%	(216)	243
#1 Issue: Education	13%	(9)	87%	(60)	69
#1 Issue: Energy	11%	(17)	89%	(133)	150
#1 Issue: Other	8%	(9)	92%	(104)	113
2022 House Vote: Democrat	11%	(102)	89%	(801)	903
2022 House Vote: Republican	14%	(94)	86%	(568)	663
2022 House Vote: Someone else	5%	(3)	95%	(67)	71
2022 House Vote: Didnt Vote	11%	(63)	89%	(506)	569
2020 Vote: Joe Biden	11%	(101)	89%	(821)	922
2020 Vote: Donald Trump	14%	(99)	86%	(609)	709
2020 Vote: Other	8%	(5)	92%	(54)	59
2020 Vote: Didn't Vote	11%	(59)	89%	(458)	516
2018 House Vote: Democrat	12%	(90)	88%	(648)	739
2018 House Vote: Republican	14%	(87)	86%	(528)	615
2018 House Vote: Someone else	8%	(5)	92%	(55)	60
2018 House Vote: Didnt Vote	10%	(81)	90%	(710)	792
4-Region: Northeast	14%	(53)	86%	(333)	386
4-Region: Midwest	11%	(51)	89%	(405)	456
4-Region: South	12%	(100)	88%	(741)	841
4-Region: West	11%	(60)	89%	(463)	522
NCAA Sports Avid Fan	18%	(63)	82%	(283)	346
NCAA Sports Fan	16%	(166)	84%	(851)	1017

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

Table MCSP5_1: *How favorable or unfavorable of an opinion do you have of college athletes making money from doing the following?*
Being sponsored by a brand

Demographic	Very favorable		Somewhat favorable		Neutral (neither favorable nor unfavorable)		Somewhat unfavorable		Very unfavorable		Total N
Adults	21%	(472)	24%	(525)	38%	(836)	9%	(192)	8%	(182)	2206
Age: 18-34	32%	(201)	23%	(143)	35%	(224)	6%	(36)	4%	(28)	633
Age: 35-44	23%	(84)	25%	(95)	40%	(147)	6%	(21)	7%	(25)	372
Age: 45-64	20%	(139)	25%	(181)	38%	(270)	9%	(67)	8%	(56)	713
Age: 65+	10%	(47)	22%	(106)	40%	(194)	14%	(67)	15%	(73)	488
Man	24%	(257)	25%	(265)	35%	(371)	8%	(86)	9%	(94)	1072
Woman	19%	(215)	23%	(260)	41%	(461)	9%	(106)	8%	(88)	1130
GenZers: 1997-2012	34%	(93)	25%	(68)	31%	(84)	6%	(16)	4%	(11)	272
Millennials: 1981-1996	26%	(176)	22%	(144)	41%	(273)	5%	(35)	6%	(41)	669
GenXers: 1965-1980	21%	(106)	27%	(138)	35%	(179)	9%	(45)	8%	(38)	506
Baby Boomers: 1946-1964	13%	(93)	22%	(158)	40%	(280)	13%	(91)	12%	(81)	703
PID: Dem (no lean)	25%	(222)	27%	(234)	34%	(300)	9%	(78)	5%	(40)	874
PID: Ind (no lean)	22%	(142)	19%	(127)	44%	(290)	7%	(48)	8%	(50)	656
PID: Rep (no lean)	16%	(108)	24%	(164)	36%	(246)	10%	(65)	14%	(92)	676
Ideo: Liberal (1-3)	27%	(173)	27%	(174)	32%	(205)	9%	(59)	6%	(38)	648
Ideo: Moderate (4)	24%	(160)	23%	(154)	39%	(264)	9%	(57)	5%	(36)	671
Ideo: Conservative (5-7)	16%	(105)	24%	(159)	36%	(245)	10%	(65)	15%	(99)	673
Educ: < College	22%	(311)	23%	(329)	41%	(587)	7%	(102)	8%	(113)	1442
Educ: Bachelors degree	21%	(103)	26%	(126)	33%	(160)	11%	(53)	9%	(43)	486
Educ: Post-grad	21%	(58)	25%	(71)	32%	(89)	13%	(37)	9%	(25)	279
Income: Under 50k	22%	(253)	24%	(279)	40%	(463)	7%	(86)	8%	(89)	1169
Income: 50k-100k	21%	(147)	22%	(156)	40%	(287)	9%	(67)	9%	(61)	718
Income: 100k+	22%	(72)	28%	(90)	27%	(86)	12%	(39)	10%	(32)	319
Ethnicity: White	19%	(319)	24%	(417)	38%	(642)	9%	(161)	10%	(163)	1702
Ethnicity: Hispanic	27%	(104)	23%	(89)	37%	(140)	6%	(22)	7%	(25)	380
Ethnicity: Black	35%	(98)	23%	(65)	33%	(93)	7%	(19)	3%	(9)	284
Ethnicity: Other	25%	(55)	20%	(43)	46%	(101)	5%	(12)	4%	(9)	220

Continued on next page

Table MCSP5_1: *How favorable or unfavorable of an opinion do you have of college athletes making money from doing the following?*
Being sponsored by a brand

Demographic	Very favorable		Somewhat favorable		Neutral (neither favorable nor unfavorable)		Somewhat unfavorable		Very unfavorable		Total N
Adults	21%	(472)	24%	(525)	38%	(836)	9%	(192)	8%	(182)	2206
All Christian	19%	(192)	26%	(253)	36%	(355)	10%	(95)	9%	(94)	989
All Non-Christian	32%	(45)	20%	(28)	33%	(47)	10%	(14)	6%	(8)	142
Atheist	22%	(17)	21%	(16)	38%	(30)	11%	(9)	9%	(7)	80
Agnostic/Nothing in particular	20%	(120)	22%	(130)	45%	(267)	7%	(44)	5%	(29)	591
Something Else	24%	(97)	24%	(97)	34%	(136)	8%	(31)	11%	(44)	404
Religious Non-Protestant/Catholic	30%	(46)	21%	(33)	34%	(53)	9%	(14)	5%	(8)	154
Evangelical	25%	(154)	25%	(150)	31%	(190)	8%	(51)	10%	(63)	607
Non-Evangelical	18%	(133)	25%	(191)	38%	(285)	10%	(73)	10%	(72)	754
Community: Urban	28%	(178)	27%	(173)	35%	(220)	5%	(30)	6%	(36)	637
Community: Suburban	20%	(206)	22%	(229)	40%	(415)	10%	(104)	8%	(87)	1041
Community: Rural	17%	(88)	23%	(123)	38%	(201)	11%	(58)	11%	(59)	528
Employ: Private Sector	28%	(189)	25%	(168)	34%	(228)	7%	(48)	6%	(40)	672
Employ: Government	19%	(26)	38%	(51)	25%	(33)	12%	(16)	6%	(8)	133
Employ: Self-Employed	28%	(50)	28%	(52)	33%	(59)	7%	(12)	5%	(9)	182
Employ: Homemaker	17%	(26)	18%	(27)	56%	(83)	3%	(5)	5%	(8)	149
Employ: Student	23%	(17)	18%	(13)	48%	(36)	6%	(5)	5%	(4)	74
Employ: Retired	14%	(82)	20%	(120)	40%	(236)	13%	(79)	12%	(72)	590
Employ: Unemployed	17%	(43)	26%	(65)	42%	(107)	5%	(12)	10%	(25)	253
Employ: Other	25%	(38)	19%	(29)	35%	(54)	10%	(15)	11%	(16)	152
Military HH: Yes	13%	(39)	24%	(68)	42%	(122)	10%	(29)	11%	(33)	291
Military HH: No	23%	(433)	24%	(456)	37%	(714)	8%	(162)	8%	(149)	1915
RD/WT: Right Direction	28%	(195)	24%	(170)	35%	(246)	8%	(56)	5%	(38)	705
RD/WT: Wrong Track	18%	(277)	24%	(355)	39%	(589)	9%	(136)	10%	(144)	1501
Biden Job Approve	28%	(271)	25%	(247)	33%	(322)	9%	(84)	5%	(53)	978
Biden Job Disapprove	17%	(188)	24%	(264)	38%	(423)	10%	(106)	11%	(124)	1105

Table MCSP5_1: *How favorable or unfavorable of an opinion do you have of college athletes making money from doing the following?*
Being sponsored by a brand

Demographic	Very favorable		Somewhat favorable		Neutral (neither favorable nor unfavorable)		Somewhat unfavorable		Very unfavorable		Total N
Adults	21%	(472)	24%	(525)	38%	(836)	9%	(192)	8%	(182)	2206
Biden Job Strongly Approve	35%	(143)	24%	(98)	28%	(117)	7%	(28)	7%	(28)	414
Biden Job Somewhat Approve	23%	(128)	26%	(148)	36%	(205)	10%	(56)	5%	(25)	563
Biden Job Somewhat Disapprove	18%	(55)	31%	(95)	36%	(110)	8%	(26)	6%	(20)	306
Biden Job Strongly Disapprove	17%	(133)	21%	(169)	39%	(313)	10%	(81)	13%	(104)	800
Favorable of Biden	28%	(273)	26%	(259)	33%	(323)	8%	(84)	5%	(51)	991
Unfavorable of Biden	17%	(180)	22%	(237)	40%	(429)	9%	(101)	11%	(120)	1066
Very Favorable of Biden	33%	(151)	23%	(102)	30%	(137)	7%	(32)	7%	(29)	451
Somewhat Favorable of Biden	23%	(123)	29%	(157)	35%	(186)	10%	(52)	4%	(22)	540
Somewhat Unfavorable of Biden	22%	(52)	26%	(62)	37%	(89)	8%	(19)	7%	(17)	239
Very Unfavorable of Biden	15%	(128)	21%	(174)	41%	(341)	10%	(81)	12%	(103)	827
#1 Issue: Economy	20%	(183)	27%	(250)	39%	(363)	8%	(74)	6%	(59)	928
#1 Issue: Security	14%	(34)	23%	(56)	38%	(93)	11%	(26)	14%	(36)	246
#1 Issue: Health Care	31%	(59)	24%	(47)	33%	(64)	5%	(9)	7%	(14)	192
#1 Issue: Medicare / Social Security	19%	(50)	19%	(49)	40%	(105)	12%	(33)	11%	(29)	266
#1 Issue: Women's Issues	26%	(63)	20%	(48)	38%	(92)	8%	(19)	9%	(21)	243
#1 Issue: Education	28%	(20)	30%	(21)	28%	(19)	11%	(7)	3%	(2)	69
#1 Issue: Energy	26%	(38)	25%	(37)	34%	(50)	9%	(14)	7%	(11)	150
#1 Issue: Other	22%	(25)	16%	(18)	44%	(49)	9%	(10)	10%	(11)	113
2022 House Vote: Democrat	27%	(240)	26%	(231)	32%	(292)	10%	(87)	6%	(53)	903
2022 House Vote: Republican	16%	(103)	24%	(158)	36%	(239)	11%	(70)	14%	(93)	663
2022 House Vote: Someone else	10%	(7)	15%	(11)	59%	(42)	10%	(7)	6%	(4)	71
2022 House Vote: Didnt Vote	21%	(122)	22%	(125)	46%	(263)	5%	(28)	6%	(32)	569
2020 Vote: Joe Biden	26%	(242)	25%	(229)	33%	(305)	10%	(92)	6%	(55)	922
2020 Vote: Donald Trump	14%	(100)	24%	(169)	40%	(281)	9%	(63)	13%	(96)	709
2020 Vote: Other	21%	(12)	13%	(8)	42%	(25)	18%	(11)	6%	(4)	59
2020 Vote: Didn't Vote	23%	(118)	23%	(119)	43%	(225)	5%	(26)	5%	(28)	516

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Table MCSP5_1: *How favorable or unfavorable of an opinion do you have of college athletes making money from doing the following?*
Being sponsored by a brand

Demographic	Very favorable		Somewhat favorable		Neutral (neither favorable nor unfavorable)		Somewhat unfavorable		Very unfavorable		Total N
Adults	21%	(472)	24%	(525)	38%	(836)	9%	(192)	8%	(182)	2206
2018 House Vote: Democrat	25%	(184)	26%	(195)	32%	(238)	10%	(71)	7%	(51)	739
2018 House Vote: Republican	16%	(101)	24%	(147)	35%	(215)	11%	(65)	14%	(87)	615
2018 House Vote: Someone else	11%	(7)	10%	(6)	60%	(36)	12%	(7)	7%	(4)	60
2018 House Vote: Didnt Vote	23%	(180)	22%	(177)	44%	(346)	6%	(49)	5%	(40)	792
4-Region: Northeast	21%	(80)	26%	(100)	36%	(138)	8%	(31)	10%	(37)	386
4-Region: Midwest	17%	(79)	23%	(103)	39%	(177)	12%	(54)	9%	(43)	456
4-Region: South	23%	(198)	24%	(200)	35%	(297)	8%	(71)	9%	(76)	841
4-Region: West	22%	(115)	23%	(122)	43%	(224)	7%	(35)	5%	(26)	522
NCAA Sports Avid Fan	39%	(133)	28%	(95)	18%	(63)	9%	(31)	7%	(24)	346
NCAA Sports Fan	28%	(284)	29%	(295)	28%	(281)	9%	(89)	7%	(67)	1017

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

Table MCSP5_2: *How favorable or unfavorable of an opinion do you have of college athletes making money from doing the following?*
Having a licensing agreement so their jerseys can be made into products

Demographic	Very favorable		Somewhat favorable		Neutral (neither favorable nor unfavorable)		Somewhat unfavorable		Very unfavorable		Total N
Adults	19%	(424)	23%	(516)	41%	(895)	8%	(182)	9%	(188)	2206
Age: 18-34	28%	(176)	22%	(141)	38%	(243)	6%	(38)	6%	(35)	633
Age: 35-44	21%	(77)	27%	(101)	40%	(151)	5%	(19)	6%	(24)	372
Age: 45-64	18%	(127)	25%	(175)	41%	(289)	9%	(62)	8%	(60)	713
Age: 65+	9%	(44)	20%	(99)	44%	(212)	13%	(63)	14%	(70)	488
Man	23%	(242)	25%	(268)	36%	(387)	8%	(87)	8%	(88)	1072
Woman	16%	(182)	22%	(247)	45%	(505)	8%	(95)	9%	(101)	1130
GenZers: 1997-2012	28%	(76)	21%	(58)	38%	(104)	7%	(18)	6%	(16)	272
Millennials: 1981-1996	24%	(162)	24%	(163)	40%	(271)	5%	(32)	6%	(41)	669
GenXers: 1965-1980	18%	(93)	27%	(137)	40%	(202)	7%	(37)	8%	(38)	506
Baby Boomers: 1946-1964	13%	(89)	20%	(141)	43%	(300)	13%	(89)	12%	(84)	703
PID: Dem (no lean)	22%	(195)	27%	(235)	37%	(323)	9%	(77)	5%	(44)	874
PID: Ind (no lean)	18%	(116)	19%	(128)	47%	(311)	7%	(45)	9%	(56)	656
PID: Rep (no lean)	17%	(113)	23%	(154)	39%	(261)	9%	(60)	13%	(88)	676
Ideo: Liberal (1-3)	24%	(159)	29%	(187)	33%	(213)	8%	(53)	6%	(37)	648
Ideo: Moderate (4)	21%	(138)	24%	(163)	41%	(274)	8%	(52)	7%	(44)	671
Ideo: Conservative (5-7)	16%	(106)	20%	(137)	40%	(266)	10%	(69)	14%	(94)	673
Educ: < College	19%	(274)	22%	(323)	44%	(629)	7%	(98)	8%	(118)	1442
Educ: Bachelors degree	20%	(96)	27%	(129)	35%	(169)	10%	(50)	8%	(41)	486
Educ: Post-grad	19%	(54)	23%	(64)	35%	(97)	12%	(34)	11%	(29)	279
Income: Under 50k	19%	(224)	23%	(270)	43%	(501)	7%	(82)	8%	(92)	1169
Income: 50k-100k	18%	(129)	23%	(168)	40%	(289)	9%	(67)	9%	(64)	718
Income: 100k+	22%	(71)	24%	(78)	33%	(105)	10%	(33)	10%	(32)	319
Ethnicity: White	18%	(302)	23%	(386)	41%	(695)	9%	(151)	10%	(168)	1702
Ethnicity: Hispanic	25%	(97)	19%	(71)	44%	(166)	4%	(16)	8%	(30)	380
Ethnicity: Black	29%	(81)	29%	(81)	33%	(93)	7%	(19)	3%	(9)	284
Ethnicity: Other	18%	(40)	22%	(49)	49%	(108)	6%	(12)	5%	(11)	220

Table MCSP5_2: *How favorable or unfavorable of an opinion do you have of college athletes making money from doing the following?*
Having a licensing agreement so their jerseys can be made into products

Demographic	Very favorable		Somewhat favorable		Neutral (neither favorable nor unfavorable)		Somewhat unfavorable		Very unfavorable		Total N
Adults	19%	(424)	23%	(516)	41%	(895)	8%	(182)	9%	(188)	2206
All Christian	19%	(185)	23%	(227)	39%	(388)	10%	(102)	9%	(87)	989
All Non-Christian	25%	(36)	19%	(26)	40%	(57)	8%	(12)	8%	(12)	142
Atheist	21%	(17)	16%	(13)	46%	(37)	9%	(8)	7%	(6)	80
Agnostic/Nothing in particular	18%	(109)	26%	(155)	43%	(254)	6%	(34)	7%	(39)	591
Something Else	19%	(78)	24%	(95)	40%	(160)	7%	(27)	11%	(45)	404
Religious Non-Protestant/Catholic	24%	(36)	19%	(29)	42%	(65)	8%	(12)	8%	(12)	154
Evangelical	24%	(148)	22%	(135)	35%	(210)	9%	(52)	10%	(63)	607
Non-Evangelical	15%	(113)	24%	(179)	42%	(320)	10%	(75)	9%	(67)	754
Community: Urban	24%	(151)	27%	(171)	36%	(229)	6%	(41)	7%	(46)	637
Community: Suburban	19%	(196)	22%	(234)	42%	(439)	9%	(94)	8%	(79)	1041
Community: Rural	15%	(78)	21%	(112)	43%	(228)	9%	(48)	12%	(64)	528
Employ: Private Sector	24%	(160)	27%	(179)	37%	(248)	7%	(46)	6%	(39)	672
Employ: Government	23%	(30)	24%	(32)	34%	(45)	10%	(14)	10%	(13)	133
Employ: Self-Employed	23%	(42)	27%	(48)	37%	(68)	7%	(12)	6%	(12)	182
Employ: Homemaker	15%	(23)	23%	(35)	50%	(74)	5%	(7)	7%	(10)	149
Employ: Student	16%	(12)	20%	(14)	49%	(36)	7%	(5)	8%	(6)	74
Employ: Retired	14%	(82)	20%	(115)	42%	(245)	13%	(77)	12%	(70)	590
Employ: Unemployed	17%	(44)	24%	(60)	46%	(115)	4%	(9)	10%	(24)	253
Employ: Other	21%	(32)	21%	(33)	41%	(63)	7%	(11)	9%	(14)	152
Military HH: Yes	14%	(41)	24%	(70)	42%	(124)	10%	(28)	10%	(29)	291
Military HH: No	20%	(383)	23%	(446)	40%	(772)	8%	(154)	8%	(159)	1915
RD/WT: Right Direction	24%	(172)	26%	(183)	37%	(262)	7%	(46)	6%	(42)	705
RD/WT: Wrong Track	17%	(252)	22%	(333)	42%	(634)	9%	(136)	10%	(146)	1501
Biden Job Approve	25%	(245)	25%	(249)	35%	(342)	8%	(81)	6%	(60)	978
Biden Job Disapprove	15%	(168)	23%	(258)	42%	(459)	9%	(96)	11%	(124)	1105

Table MCSP5_2: *How favorable or unfavorable of an opinion do you have of college athletes making money from doing the following?*
Having a licensing agreement so their jerseys can be made into products

Demographic	Very favorable		Somewhat favorable		Neutral (neither favorable nor unfavorable)		Somewhat unfavorable		Very unfavorable		Total N
Adults	19%	(424)	23%	(516)	41%	(895)	8%	(182)	9%	(188)	2206
Biden Job Strongly Approve	29%	(120)	28%	(115)	30%	(123)	7%	(30)	6%	(27)	414
Biden Job Somewhat Approve	22%	(125)	24%	(134)	39%	(219)	9%	(51)	6%	(33)	563
Biden Job Somewhat Disapprove	16%	(50)	26%	(78)	44%	(134)	6%	(19)	8%	(24)	306
Biden Job Strongly Disapprove	15%	(118)	22%	(179)	41%	(326)	10%	(77)	12%	(100)	800
Favorable of Biden	25%	(247)	26%	(259)	36%	(354)	8%	(77)	6%	(55)	991
Unfavorable of Biden	15%	(156)	23%	(245)	42%	(452)	9%	(94)	11%	(120)	1066
Very Favorable of Biden	31%	(141)	25%	(113)	30%	(136)	8%	(35)	6%	(27)	451
Somewhat Favorable of Biden	20%	(106)	27%	(146)	41%	(219)	8%	(41)	5%	(28)	540
Somewhat Unfavorable of Biden	16%	(39)	26%	(62)	42%	(101)	7%	(17)	9%	(21)	239
Very Unfavorable of Biden	14%	(117)	22%	(183)	42%	(351)	9%	(77)	12%	(99)	827
#1 Issue: Economy	18%	(169)	29%	(269)	39%	(364)	7%	(69)	6%	(56)	928
#1 Issue: Security	13%	(33)	19%	(46)	44%	(107)	7%	(17)	17%	(42)	246
#1 Issue: Health Care	25%	(47)	23%	(44)	37%	(71)	9%	(17)	7%	(13)	192
#1 Issue: Medicare / Social Security	17%	(44)	18%	(49)	40%	(108)	13%	(36)	11%	(29)	266
#1 Issue: Women's Issues	24%	(59)	16%	(38)	42%	(102)	9%	(21)	9%	(22)	243
#1 Issue: Education	28%	(19)	16%	(11)	46%	(32)	6%	(4)	4%	(3)	69
#1 Issue: Energy	22%	(33)	27%	(40)	37%	(56)	7%	(10)	7%	(10)	150
#1 Issue: Other	16%	(18)	17%	(19)	48%	(55)	7%	(8)	11%	(13)	113
2022 House Vote: Democrat	24%	(216)	27%	(242)	34%	(309)	9%	(81)	6%	(54)	903
2022 House Vote: Republican	15%	(102)	23%	(150)	38%	(251)	10%	(67)	14%	(93)	663
2022 House Vote: Someone else	10%	(7)	12%	(9)	62%	(44)	9%	(6)	7%	(5)	71
2022 House Vote: Didnt Vote	17%	(99)	20%	(115)	51%	(291)	5%	(28)	6%	(36)	569
2020 Vote: Joe Biden	24%	(224)	26%	(235)	35%	(324)	9%	(84)	6%	(55)	922
2020 Vote: Donald Trump	12%	(88)	24%	(173)	41%	(292)	9%	(65)	13%	(91)	709
2020 Vote: Other	21%	(12)	16%	(9)	43%	(25)	13%	(8)	7%	(4)	59
2020 Vote: Didn't Vote	19%	(100)	19%	(98)	49%	(254)	5%	(26)	7%	(38)	516

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Table MCSP5_2: *How favorable or unfavorable of an opinion do you have of college athletes making money from doing the following?*
Having a licensing agreement so their jerseys can be made into products

Demographic	Very favorable		Somewhat favorable		Neutral (neither favorable nor unfavorable)		Somewhat unfavorable		Very unfavorable		Total N
Adults	19%	(424)	23%	(516)	41%	(895)	8%	(182)	9%	(188)	2206
2018 House Vote: Democrat	22%	(161)	28%	(205)	34%	(254)	9%	(66)	7%	(52)	739
2018 House Vote: Republican	16%	(98)	22%	(137)	38%	(231)	10%	(64)	14%	(85)	615
2018 House Vote: Someone else	15%	(9)	15%	(9)	56%	(34)	10%	(6)	4%	(3)	60
2018 House Vote: Didnt Vote	20%	(156)	21%	(165)	48%	(376)	6%	(46)	6%	(48)	792
4-Region: Northeast	20%	(78)	26%	(100)	38%	(146)	6%	(25)	10%	(37)	386
4-Region: Midwest	16%	(75)	23%	(104)	39%	(179)	12%	(53)	10%	(45)	456
4-Region: South	21%	(177)	25%	(207)	38%	(316)	8%	(64)	9%	(77)	841
4-Region: West	18%	(94)	20%	(105)	49%	(254)	8%	(40)	6%	(29)	522
NCAA Sports Avid Fan	37%	(129)	28%	(96)	20%	(69)	7%	(24)	8%	(28)	346
NCAA Sports Fan	26%	(262)	30%	(302)	29%	(296)	8%	(86)	7%	(71)	1017

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

Table MCSP5_3: *How favorable or unfavorable of an opinion do you have of college athletes making money from doing the following?*
Having a licensing agreement so their likeness can be used in video games

Demographic	Very favorable		Somewhat favorable		Neutral (neither favorable nor unfavorable)		Somewhat unfavorable		Very unfavorable		Total N
Adults	20%	(445)	24%	(529)	39%	(858)	8%	(184)	9%	(189)	2206
Age: 18-34	29%	(183)	25%	(159)	35%	(219)	6%	(36)	6%	(36)	633
Age: 35-44	24%	(90)	27%	(102)	37%	(139)	5%	(20)	6%	(22)	372
Age: 45-64	19%	(133)	24%	(169)	40%	(284)	10%	(71)	8%	(56)	713
Age: 65+	8%	(39)	20%	(99)	44%	(217)	12%	(57)	15%	(76)	488
Man	24%	(262)	24%	(262)	35%	(374)	8%	(86)	8%	(88)	1072
Woman	16%	(184)	24%	(267)	43%	(481)	9%	(97)	9%	(101)	1130
GenZers: 1997-2012	28%	(76)	29%	(80)	31%	(84)	6%	(17)	6%	(15)	272
Millennials: 1981-1996	27%	(180)	24%	(161)	38%	(252)	5%	(36)	6%	(41)	669
GenXers: 1965-1980	20%	(101)	26%	(130)	38%	(192)	9%	(47)	7%	(36)	506
Baby Boomers: 1946-1964	12%	(85)	20%	(143)	44%	(311)	11%	(78)	12%	(86)	703
PID: Dem (no lean)	23%	(200)	28%	(248)	36%	(311)	8%	(71)	5%	(44)	874
PID: Ind (no lean)	19%	(127)	21%	(136)	44%	(286)	8%	(54)	8%	(53)	656
PID: Rep (no lean)	18%	(118)	21%	(144)	39%	(262)	9%	(58)	14%	(93)	676
Ideo: Liberal (1-3)	26%	(172)	26%	(171)	31%	(202)	9%	(60)	7%	(43)	648
Ideo: Moderate (4)	20%	(136)	27%	(181)	39%	(261)	7%	(49)	6%	(43)	671
Ideo: Conservative (5-7)	17%	(113)	21%	(144)	39%	(264)	9%	(60)	14%	(92)	673
Educ: < College	20%	(290)	23%	(328)	41%	(597)	7%	(103)	9%	(123)	1442
Educ: Bachelors degree	20%	(98)	26%	(128)	34%	(163)	11%	(56)	8%	(41)	486
Educ: Post-grad	21%	(58)	26%	(73)	35%	(98)	9%	(25)	9%	(25)	279
Income: Under 50k	20%	(229)	24%	(285)	41%	(478)	7%	(84)	8%	(92)	1169
Income: 50k-100k	20%	(147)	23%	(164)	40%	(286)	8%	(57)	9%	(65)	718
Income: 100k+	22%	(69)	25%	(80)	30%	(95)	13%	(43)	10%	(33)	319
Ethnicity: White	19%	(317)	23%	(398)	40%	(675)	9%	(146)	10%	(167)	1702
Ethnicity: Hispanic	26%	(100)	24%	(91)	37%	(142)	6%	(22)	6%	(24)	380
Ethnicity: Black	31%	(87)	30%	(84)	30%	(86)	6%	(16)	4%	(11)	284
Ethnicity: Other	19%	(41)	22%	(48)	44%	(97)	10%	(22)	5%	(11)	220

Table MCSP5_3: *How favorable or unfavorable of an opinion do you have of college athletes making money from doing the following?*
Having a licensing agreement so their likeness can be used in video games

Demographic	Very favorable		Somewhat favorable		Neutral (neither favorable nor unfavorable)		Somewhat unfavorable		Very unfavorable		Total N
Adults	20%	(445)	24%	(529)	39%	(858)	8%	(184)	9%	(189)	2206
All Christian	19%	(184)	24%	(242)	38%	(379)	9%	(92)	9%	(91)	989
All Non-Christian	23%	(33)	26%	(37)	33%	(47)	6%	(9)	11%	(16)	142
Atheist	25%	(20)	12%	(10)	38%	(30)	15%	(12)	9%	(8)	80
Agnostic/Nothing in particular	20%	(120)	25%	(150)	43%	(257)	6%	(36)	5%	(28)	591
Something Else	22%	(89)	22%	(90)	36%	(145)	8%	(34)	11%	(46)	404
Religious Non-Protestant/Catholic	22%	(34)	26%	(41)	35%	(54)	6%	(9)	10%	(16)	154
Evangelical	25%	(153)	22%	(132)	34%	(208)	9%	(54)	10%	(61)	607
Non-Evangelical	16%	(117)	26%	(194)	40%	(298)	9%	(70)	10%	(74)	754
Community: Urban	26%	(166)	27%	(169)	34%	(217)	8%	(50)	5%	(34)	637
Community: Suburban	19%	(196)	23%	(240)	41%	(426)	9%	(95)	8%	(86)	1041
Community: Rural	16%	(83)	23%	(121)	41%	(216)	7%	(39)	13%	(69)	528
Employ: Private Sector	27%	(178)	27%	(180)	32%	(217)	9%	(58)	6%	(39)	672
Employ: Government	22%	(29)	32%	(43)	29%	(39)	9%	(12)	8%	(11)	133
Employ: Self-Employed	24%	(43)	24%	(44)	39%	(71)	8%	(14)	5%	(9)	182
Employ: Homemaker	17%	(26)	26%	(38)	47%	(70)	3%	(5)	6%	(10)	149
Employ: Student	15%	(11)	19%	(14)	55%	(41)	5%	(3)	7%	(5)	74
Employ: Retired	14%	(81)	20%	(116)	43%	(251)	11%	(64)	13%	(77)	590
Employ: Unemployed	18%	(45)	26%	(66)	39%	(100)	7%	(18)	10%	(24)	253
Employ: Other	21%	(31)	19%	(29)	45%	(69)	6%	(9)	9%	(14)	152
Military HH: Yes	14%	(41)	22%	(64)	44%	(127)	8%	(24)	12%	(35)	291
Military HH: No	21%	(404)	24%	(465)	38%	(731)	8%	(160)	8%	(154)	1915
RD/WT: Right Direction	26%	(183)	26%	(183)	35%	(249)	7%	(49)	6%	(41)	705
RD/WT: Wrong Track	17%	(262)	23%	(346)	41%	(609)	9%	(135)	10%	(148)	1501
Biden Job Approve	25%	(245)	26%	(256)	35%	(341)	8%	(75)	6%	(60)	978
Biden Job Disapprove	17%	(187)	23%	(258)	39%	(429)	10%	(105)	11%	(126)	1105

Table MCSP5_3: *How favorable or unfavorable of an opinion do you have of college athletes making money from doing the following?*
Having a licensing agreement so their likeness can be used in video games

Demographic	Very favorable		Somewhat favorable		Neutral (neither favorable nor unfavorable)		Somewhat unfavorable		Very unfavorable		Total N
Adults	20%	(445)	24%	(529)	39%	(858)	8%	(184)	9%	(189)	2206
Biden Job Strongly Approve	31%	(127)	26%	(108)	30%	(125)	6%	(26)	7%	(29)	414
Biden Job Somewhat Approve	21%	(119)	26%	(148)	38%	(216)	9%	(49)	6%	(31)	563
Biden Job Somewhat Disapprove	18%	(55)	32%	(97)	36%	(109)	7%	(23)	7%	(22)	306
Biden Job Strongly Disapprove	17%	(132)	20%	(161)	40%	(320)	10%	(83)	13%	(104)	800
Favorable of Biden	25%	(252)	26%	(262)	35%	(343)	7%	(72)	6%	(61)	991
Unfavorable of Biden	16%	(175)	23%	(243)	40%	(429)	10%	(102)	11%	(117)	1066
Very Favorable of Biden	32%	(144)	22%	(99)	32%	(144)	7%	(31)	7%	(32)	451
Somewhat Favorable of Biden	20%	(108)	30%	(163)	37%	(199)	7%	(40)	5%	(29)	540
Somewhat Unfavorable of Biden	18%	(43)	30%	(71)	38%	(91)	6%	(15)	8%	(19)	239
Very Unfavorable of Biden	16%	(132)	21%	(172)	41%	(337)	11%	(88)	12%	(98)	827
#1 Issue: Economy	20%	(187)	25%	(232)	39%	(362)	10%	(92)	6%	(56)	928
#1 Issue: Security	13%	(33)	22%	(53)	44%	(109)	7%	(18)	13%	(33)	246
#1 Issue: Health Care	27%	(52)	33%	(63)	25%	(49)	7%	(14)	7%	(14)	192
#1 Issue: Medicare / Social Security	17%	(46)	18%	(49)	42%	(110)	11%	(29)	12%	(31)	266
#1 Issue: Women's Issues	22%	(55)	20%	(48)	41%	(98)	6%	(14)	11%	(27)	243
#1 Issue: Education	27%	(19)	31%	(21)	33%	(23)	5%	(3)	4%	(3)	69
#1 Issue: Energy	24%	(36)	25%	(38)	38%	(57)	4%	(7)	8%	(12)	150
#1 Issue: Other	15%	(17)	22%	(25)	45%	(51)	7%	(7)	11%	(13)	113
2022 House Vote: Democrat	25%	(225)	27%	(247)	33%	(299)	8%	(73)	6%	(59)	903
2022 House Vote: Republican	17%	(110)	22%	(143)	39%	(258)	9%	(59)	14%	(92)	663
2022 House Vote: Someone else	14%	(10)	14%	(10)	56%	(39)	11%	(8)	6%	(4)	71
2022 House Vote: Didnt Vote	18%	(100)	23%	(130)	46%	(261)	8%	(44)	6%	(35)	569
2020 Vote: Joe Biden	25%	(230)	27%	(249)	34%	(310)	8%	(73)	7%	(60)	922
2020 Vote: Donald Trump	14%	(100)	23%	(160)	42%	(298)	8%	(60)	13%	(91)	709
2020 Vote: Other	29%	(17)	10%	(6)	48%	(28)	8%	(5)	5%	(3)	59
2020 Vote: Didn't Vote	19%	(98)	22%	(114)	43%	(222)	9%	(46)	7%	(35)	516

Table MCSP5_3: *How favorable or unfavorable of an opinion do you have of college athletes making money from doing the following?*
Having a licensing agreement so their likeness can be used in video games

Demographic	Very favorable		Somewhat favorable		Neutral (neither favorable nor unfavorable)		Somewhat unfavorable		Very unfavorable		Total N
Adults	20%	(445)	24%	(529)	39%	(858)	8%	(184)	9%	(189)	2206
2018 House Vote: Democrat	23%	(172)	28%	(205)	32%	(240)	9%	(63)	8%	(59)	739
2018 House Vote: Republican	17%	(102)	22%	(136)	38%	(232)	9%	(57)	14%	(87)	615
2018 House Vote: Someone else	13%	(8)	17%	(11)	55%	(33)	9%	(5)	6%	(3)	60
2018 House Vote: Didnt Vote	21%	(163)	22%	(178)	45%	(353)	7%	(58)	5%	(40)	792
4-Region: Northeast	21%	(83)	23%	(88)	37%	(144)	9%	(35)	9%	(37)	386
4-Region: Midwest	18%	(84)	22%	(99)	39%	(178)	10%	(47)	10%	(47)	456
4-Region: South	22%	(186)	25%	(211)	38%	(317)	6%	(52)	9%	(74)	841
4-Region: West	18%	(92)	25%	(131)	42%	(219)	9%	(49)	6%	(32)	522
NCAA Sports Avid Fan	38%	(132)	25%	(87)	21%	(72)	8%	(28)	8%	(27)	346
NCAA Sports Fan	27%	(270)	30%	(302)	28%	(287)	8%	(83)	7%	(75)	1017

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

Table MCSP5_4: *How favorable or unfavorable of an opinion do you have of college athletes making money from doing the following?*
Having an autograph deal

Demographic	Very favorable		Somewhat favorable		Neutral (neither favorable nor unfavorable)		Somewhat unfavorable		Very unfavorable		Total N
Adults	18%	(402)	22%	(482)	42%	(934)	9%	(201)	8%	(187)	2206
Age: 18-34	26%	(165)	24%	(151)	38%	(238)	7%	(46)	5%	(33)	633
Age: 35-44	18%	(66)	27%	(100)	40%	(151)	7%	(28)	8%	(28)	372
Age: 45-64	18%	(129)	21%	(147)	44%	(312)	10%	(69)	8%	(56)	713
Age: 65+	9%	(42)	17%	(85)	48%	(234)	12%	(58)	14%	(69)	488
Man	22%	(233)	25%	(266)	37%	(401)	8%	(84)	8%	(87)	1072
Woman	15%	(169)	19%	(216)	47%	(529)	10%	(116)	9%	(100)	1130
GenZers: 1997-2012	27%	(73)	26%	(72)	36%	(98)	6%	(17)	5%	(13)	272
Millennials: 1981-1996	22%	(146)	25%	(164)	40%	(266)	7%	(49)	7%	(44)	669
GenXers: 1965-1980	19%	(98)	21%	(104)	43%	(217)	9%	(48)	8%	(39)	506
Baby Boomers: 1946-1964	12%	(82)	19%	(130)	47%	(327)	12%	(84)	11%	(80)	703
PID: Dem (no lean)	21%	(183)	23%	(205)	41%	(360)	10%	(86)	5%	(39)	874
PID: Ind (no lean)	17%	(113)	20%	(129)	47%	(306)	8%	(55)	8%	(54)	656
PID: Rep (no lean)	16%	(106)	22%	(149)	40%	(268)	9%	(60)	14%	(93)	676
Ideo: Liberal (1-3)	23%	(147)	26%	(167)	36%	(231)	10%	(66)	6%	(38)	648
Ideo: Moderate (4)	18%	(120)	23%	(151)	44%	(298)	9%	(60)	6%	(42)	671
Ideo: Conservative (5-7)	16%	(109)	20%	(137)	39%	(265)	10%	(68)	14%	(94)	673
Educ: < College	19%	(271)	20%	(282)	46%	(670)	7%	(103)	8%	(116)	1442
Educ: Bachelors degree	17%	(80)	28%	(135)	34%	(164)	12%	(60)	10%	(47)	486
Educ: Post-grad	18%	(51)	24%	(66)	36%	(100)	14%	(38)	9%	(24)	279
Income: Under 50k	18%	(216)	22%	(253)	45%	(526)	8%	(91)	7%	(83)	1169
Income: 50k-100k	17%	(122)	20%	(146)	42%	(304)	10%	(73)	10%	(73)	718
Income: 100k+	20%	(64)	26%	(83)	33%	(104)	12%	(37)	10%	(30)	319
Ethnicity: White	17%	(289)	21%	(354)	43%	(729)	10%	(164)	10%	(166)	1702
Ethnicity: Hispanic	26%	(99)	13%	(50)	48%	(183)	7%	(27)	6%	(21)	380
Ethnicity: Black	28%	(79)	28%	(79)	36%	(102)	5%	(14)	3%	(10)	284
Ethnicity: Other	15%	(34)	23%	(50)	47%	(103)	10%	(22)	5%	(11)	220

Continued on next page

Table MCSP5_4: *How favorable or unfavorable of an opinion do you have of college athletes making money from doing the following?*
Having an autograph deal

Demographic	Very favorable		Somewhat favorable		Neutral (neither favorable nor unfavorable)		Somewhat unfavorable		Very unfavorable		Total N
Adults	18%	(402)	22%	(482)	42%	(934)	9%	(201)	8%	(187)	2206
All Christian	16%	(160)	22%	(219)	41%	(410)	10%	(97)	10%	(102)	989
All Non-Christian	28%	(40)	19%	(27)	36%	(51)	10%	(14)	7%	(10)	142
Atheist	19%	(15)	19%	(16)	39%	(31)	16%	(13)	6%	(5)	80
Agnostic/Nothing in particular	17%	(100)	23%	(135)	46%	(275)	8%	(47)	6%	(34)	591
Something Else	22%	(87)	21%	(86)	41%	(166)	7%	(29)	9%	(36)	404
Religious Non-Protestant/Catholic	26%	(40)	19%	(30)	37%	(56)	11%	(17)	7%	(11)	154
Evangelical	23%	(143)	23%	(138)	37%	(225)	6%	(38)	10%	(63)	607
Non-Evangelical	14%	(102)	21%	(161)	44%	(334)	11%	(84)	10%	(72)	754
Community: Urban	21%	(135)	28%	(176)	39%	(246)	6%	(38)	6%	(40)	637
Community: Suburban	18%	(184)	20%	(206)	43%	(453)	11%	(112)	8%	(86)	1041
Community: Rural	16%	(83)	19%	(100)	44%	(235)	10%	(51)	11%	(60)	528
Employ: Private Sector	21%	(144)	25%	(170)	37%	(249)	9%	(62)	7%	(48)	672
Employ: Government	20%	(27)	28%	(38)	32%	(43)	12%	(17)	7%	(9)	133
Employ: Self-Employed	23%	(42)	25%	(46)	39%	(71)	7%	(13)	5%	(10)	182
Employ: Homemaker	14%	(20)	20%	(30)	50%	(74)	9%	(13)	8%	(12)	149
Employ: Student	17%	(13)	17%	(13)	51%	(37)	11%	(8)	4%	(3)	74
Employ: Retired	13%	(76)	17%	(102)	47%	(274)	11%	(68)	12%	(70)	590
Employ: Unemployed	19%	(47)	21%	(52)	47%	(118)	6%	(15)	8%	(20)	253
Employ: Other	21%	(32)	21%	(33)	44%	(67)	4%	(6)	10%	(15)	152
Military HH: Yes	13%	(38)	21%	(61)	45%	(131)	9%	(27)	12%	(34)	291
Military HH: No	19%	(364)	22%	(422)	42%	(803)	9%	(173)	8%	(152)	1915
RD/WT: Right Direction	23%	(164)	23%	(163)	40%	(283)	8%	(54)	6%	(41)	705
RD/WT: Wrong Track	16%	(239)	21%	(319)	43%	(651)	10%	(147)	10%	(145)	1501
Biden Job Approve	24%	(232)	23%	(227)	39%	(377)	9%	(85)	6%	(55)	978
Biden Job Disapprove	15%	(161)	22%	(239)	42%	(465)	10%	(112)	11%	(127)	1105

Table MCSP5_4: *How favorable or unfavorable of an opinion do you have of college athletes making money from doing the following?*
Having an autograph deal

Demographic	Very favorable		Somewhat favorable		Neutral (neither favorable nor unfavorable)		Somewhat unfavorable		Very unfavorable		Total N
Adults	18%	(402)	22%	(482)	42%	(934)	9%	(201)	8%	(187)	2206
Biden Job Strongly Approve	29%	(118)	21%	(87)	35%	(146)	9%	(38)	6%	(25)	414
Biden Job Somewhat Approve	20%	(114)	25%	(140)	41%	(231)	8%	(48)	5%	(30)	563
Biden Job Somewhat Disapprove	16%	(49)	24%	(72)	43%	(132)	10%	(29)	8%	(23)	306
Biden Job Strongly Disapprove	14%	(112)	21%	(167)	42%	(333)	10%	(83)	13%	(104)	800
Favorable of Biden	24%	(239)	23%	(229)	39%	(383)	9%	(85)	5%	(54)	991
Unfavorable of Biden	14%	(148)	22%	(233)	42%	(453)	10%	(108)	12%	(124)	1066
Very Favorable of Biden	29%	(131)	21%	(94)	35%	(157)	10%	(43)	6%	(26)	451
Somewhat Favorable of Biden	20%	(108)	25%	(135)	42%	(226)	8%	(41)	5%	(28)	540
Somewhat Unfavorable of Biden	15%	(36)	27%	(65)	39%	(93)	10%	(25)	8%	(20)	239
Very Unfavorable of Biden	14%	(112)	20%	(168)	43%	(359)	10%	(83)	13%	(103)	827
#1 Issue: Economy	17%	(154)	24%	(225)	44%	(408)	8%	(77)	7%	(64)	928
#1 Issue: Security	13%	(31)	23%	(56)	42%	(103)	10%	(24)	13%	(32)	246
#1 Issue: Health Care	25%	(48)	19%	(37)	41%	(78)	9%	(18)	6%	(12)	192
#1 Issue: Medicare / Social Security	18%	(47)	17%	(46)	42%	(112)	11%	(30)	12%	(31)	266
#1 Issue: Women's Issues	23%	(56)	19%	(46)	41%	(100)	8%	(18)	9%	(23)	243
#1 Issue: Education	28%	(20)	22%	(15)	37%	(26)	11%	(8)	1%	(1)	69
#1 Issue: Energy	20%	(30)	28%	(42)	35%	(53)	7%	(11)	9%	(14)	150
#1 Issue: Other	15%	(17)	14%	(15)	49%	(55)	13%	(15)	9%	(10)	113
2022 House Vote: Democrat	23%	(205)	24%	(216)	38%	(346)	9%	(85)	6%	(51)	903
2022 House Vote: Republican	15%	(100)	21%	(139)	40%	(263)	10%	(66)	14%	(96)	663
2022 House Vote: Someone else	11%	(8)	15%	(11)	59%	(42)	9%	(6)	5%	(4)	71
2022 House Vote: Didnt Vote	16%	(89)	21%	(117)	50%	(284)	8%	(43)	6%	(36)	569
2020 Vote: Joe Biden	22%	(206)	24%	(218)	39%	(356)	10%	(89)	6%	(54)	922
2020 Vote: Donald Trump	12%	(87)	22%	(155)	43%	(305)	9%	(63)	14%	(97)	709
2020 Vote: Other	19%	(11)	16%	(9)	48%	(28)	12%	(7)	6%	(3)	59
2020 Vote: Didn't Vote	19%	(98)	19%	(99)	47%	(245)	8%	(42)	6%	(32)	516

Table MCSP5_4: *How favorable or unfavorable of an opinion do you have of college athletes making money from doing the following?*
Having an autograph deal

Demographic	Very favorable		Somewhat favorable		Neutral (neither favorable nor unfavorable)		Somewhat unfavorable		Very unfavorable		Total N
Adults	18%	(402)	22%	(482)	42%	(934)	9%	(201)	8%	(187)	2206
2018 House Vote: Democrat	21%	(153)	25%	(182)	37%	(275)	11%	(80)	7%	(48)	739
2018 House Vote: Republican	16%	(98)	22%	(132)	39%	(238)	9%	(54)	15%	(93)	615
2018 House Vote: Someone else	9%	(6)	22%	(13)	54%	(33)	8%	(5)	6%	(4)	60
2018 House Vote: Didnt Vote	18%	(145)	20%	(155)	49%	(389)	8%	(61)	5%	(42)	792
4-Region: Northeast	21%	(81)	20%	(76)	40%	(155)	9%	(36)	10%	(39)	386
4-Region: Midwest	15%	(70)	21%	(96)	44%	(202)	10%	(44)	10%	(43)	456
4-Region: South	20%	(167)	21%	(177)	41%	(345)	9%	(72)	9%	(80)	841
4-Region: West	16%	(84)	26%	(133)	44%	(231)	9%	(48)	5%	(25)	522
NCAA Sports Avid Fan	36%	(124)	28%	(97)	22%	(76)	7%	(25)	7%	(23)	346
NCAA Sports Fan	24%	(241)	30%	(301)	30%	(307)	9%	(92)	7%	(75)	1017

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

Table MCSP5_5: *How favorable or unfavorable of an opinion do you have of college athletes making money from doing the following?*
Making appearances at events

Demographic	Very favorable		Somewhat favorable		Neutral (neither favorable nor unfavorable)		Somewhat unfavorable		Very unfavorable		Total N
Adults	20%	(437)	26%	(576)	39%	(861)	8%	(179)	7%	(153)	2206
Age: 18-34	25%	(160)	26%	(162)	36%	(228)	9%	(55)	4%	(27)	633
Age: 35-44	21%	(79)	27%	(101)	39%	(147)	6%	(21)	7%	(24)	372
Age: 45-64	20%	(142)	25%	(177)	40%	(285)	8%	(60)	7%	(49)	713
Age: 65+	11%	(55)	28%	(136)	41%	(201)	9%	(43)	11%	(53)	488
Man	23%	(242)	26%	(275)	35%	(377)	9%	(94)	8%	(84)	1072
Woman	17%	(195)	27%	(300)	43%	(480)	8%	(85)	6%	(69)	1130
GenZers: 1997-2012	28%	(77)	27%	(73)	32%	(87)	9%	(26)	4%	(10)	272
Millennials: 1981-1996	22%	(149)	25%	(169)	40%	(265)	7%	(46)	6%	(41)	669
GenXers: 1965-1980	21%	(108)	25%	(126)	39%	(196)	8%	(40)	7%	(36)	506
Baby Boomers: 1946-1964	14%	(96)	26%	(185)	42%	(297)	9%	(63)	9%	(62)	703
PID: Dem (no lean)	25%	(219)	26%	(230)	37%	(319)	8%	(74)	4%	(31)	874
PID: Ind (no lean)	16%	(107)	25%	(166)	45%	(298)	7%	(43)	6%	(42)	656
PID: Rep (no lean)	16%	(111)	26%	(179)	36%	(243)	9%	(62)	12%	(80)	676
Ideo: Liberal (1-3)	26%	(167)	27%	(175)	33%	(216)	9%	(58)	5%	(32)	648
Ideo: Moderate (4)	18%	(123)	29%	(194)	42%	(280)	6%	(43)	5%	(31)	671
Ideo: Conservative (5-7)	18%	(118)	25%	(168)	36%	(244)	9%	(63)	12%	(80)	673
Educ: < College	19%	(277)	25%	(365)	41%	(594)	7%	(106)	7%	(100)	1442
Educ: Bachelors degree	20%	(99)	27%	(131)	35%	(172)	10%	(50)	7%	(33)	486
Educ: Post-grad	22%	(62)	28%	(79)	34%	(95)	8%	(23)	7%	(20)	279
Income: Under 50k	19%	(221)	27%	(313)	41%	(476)	7%	(86)	6%	(73)	1169
Income: 50k-100k	19%	(136)	24%	(174)	39%	(283)	10%	(70)	8%	(55)	718
Income: 100k+	25%	(80)	28%	(88)	32%	(102)	7%	(23)	8%	(26)	319
Ethnicity: White	18%	(314)	26%	(445)	39%	(661)	9%	(147)	8%	(136)	1702
Ethnicity: Hispanic	24%	(91)	21%	(81)	39%	(148)	9%	(36)	6%	(24)	380
Ethnicity: Black	31%	(89)	27%	(76)	33%	(93)	6%	(16)	3%	(10)	284
Ethnicity: Other	15%	(34)	25%	(54)	49%	(108)	7%	(16)	4%	(8)	220

Continued on next page

Table MCSP5_5: *How favorable or unfavorable of an opinion do you have of college athletes making money from doing the following?*
Making appearances at events

Demographic	Very favorable		Somewhat favorable		Neutral (neither favorable nor unfavorable)		Somewhat unfavorable		Very unfavorable		Total N
Adults	20%	(437)	26%	(576)	39%	(861)	8%	(179)	7%	(153)	2206
All Christian	18%	(182)	29%	(285)	37%	(370)	8%	(81)	7%	(71)	989
All Non-Christian	32%	(46)	23%	(33)	28%	(40)	12%	(17)	5%	(7)	142
Atheist	19%	(15)	18%	(14)	43%	(35)	12%	(10)	8%	(6)	80
Agnostic/Nothing in particular	18%	(107)	23%	(135)	48%	(282)	7%	(41)	4%	(26)	591
Something Else	21%	(87)	27%	(108)	33%	(135)	8%	(31)	11%	(43)	404
Religious Non-Protestant/Catholic	30%	(46)	24%	(37)	30%	(46)	11%	(17)	4%	(7)	154
Evangelical	23%	(143)	27%	(167)	33%	(202)	8%	(46)	8%	(51)	607
Non-Evangelical	16%	(122)	29%	(219)	38%	(287)	9%	(65)	8%	(61)	754
Community: Urban	25%	(158)	28%	(177)	36%	(228)	7%	(42)	5%	(31)	637
Community: Suburban	19%	(202)	24%	(250)	41%	(422)	9%	(95)	7%	(71)	1041
Community: Rural	15%	(77)	28%	(148)	40%	(211)	8%	(41)	10%	(51)	528
Employ: Private Sector	26%	(172)	27%	(178)	35%	(232)	8%	(53)	5%	(37)	672
Employ: Government	23%	(31)	31%	(41)	25%	(34)	14%	(19)	6%	(8)	133
Employ: Self-Employed	21%	(39)	27%	(50)	42%	(76)	5%	(10)	4%	(8)	182
Employ: Homemaker	17%	(26)	25%	(37)	50%	(75)	2%	(3)	5%	(8)	149
Employ: Student	17%	(13)	19%	(14)	51%	(37)	11%	(8)	3%	(2)	74
Employ: Retired	15%	(88)	25%	(148)	42%	(248)	10%	(56)	8%	(49)	590
Employ: Unemployed	13%	(34)	25%	(62)	42%	(107)	9%	(23)	10%	(26)	253
Employ: Other	22%	(34)	30%	(45)	34%	(51)	4%	(7)	10%	(15)	152
Military HH: Yes	15%	(45)	27%	(78)	43%	(126)	7%	(21)	8%	(23)	291
Military HH: No	21%	(393)	26%	(498)	38%	(736)	8%	(158)	7%	(130)	1915
RD/WT: Right Direction	25%	(176)	28%	(196)	36%	(251)	7%	(49)	5%	(33)	705
RD/WT: Wrong Track	17%	(261)	25%	(380)	41%	(610)	9%	(130)	8%	(120)	1501
Biden Job Approve	26%	(253)	27%	(265)	35%	(347)	7%	(72)	4%	(41)	978
Biden Job Disapprove	16%	(176)	26%	(292)	39%	(426)	9%	(105)	10%	(107)	1105

Table MCSP5_5: *How favorable or unfavorable of an opinion do you have of college athletes making money from doing the following?*
Making appearances at events

Demographic	Very favorable		Somewhat favorable		Neutral (neither favorable nor unfavorable)		Somewhat unfavorable		Very unfavorable		Total N
Adults	20%	(437)	26%	(576)	39%	(861)	8%	(179)	7%	(153)	2206
Biden Job Strongly Approve	32%	(134)	24%	(101)	33%	(136)	5%	(22)	5%	(21)	414
Biden Job Somewhat Approve	21%	(119)	29%	(163)	37%	(211)	9%	(50)	3%	(20)	563
Biden Job Somewhat Disapprove	15%	(45)	34%	(103)	37%	(112)	9%	(29)	6%	(17)	306
Biden Job Strongly Disapprove	16%	(131)	24%	(189)	39%	(314)	10%	(76)	11%	(90)	800
Favorable of Biden	27%	(263)	28%	(278)	35%	(351)	6%	(60)	4%	(38)	991
Unfavorable of Biden	15%	(163)	25%	(268)	40%	(425)	10%	(106)	10%	(104)	1066
Very Favorable of Biden	32%	(143)	26%	(116)	32%	(146)	6%	(26)	5%	(21)	451
Somewhat Favorable of Biden	22%	(120)	30%	(162)	38%	(205)	6%	(34)	3%	(18)	540
Somewhat Unfavorable of Biden	15%	(36)	30%	(71)	38%	(90)	11%	(26)	7%	(16)	239
Very Unfavorable of Biden	15%	(127)	24%	(196)	41%	(335)	10%	(79)	11%	(89)	827
#1 Issue: Economy	18%	(171)	27%	(253)	41%	(380)	8%	(72)	5%	(51)	928
#1 Issue: Security	14%	(35)	27%	(67)	37%	(91)	8%	(21)	13%	(32)	246
#1 Issue: Health Care	28%	(53)	27%	(52)	33%	(63)	7%	(14)	5%	(9)	192
#1 Issue: Medicare / Social Security	19%	(51)	24%	(64)	39%	(105)	9%	(23)	9%	(23)	266
#1 Issue: Women's Issues	21%	(52)	23%	(56)	41%	(100)	7%	(16)	8%	(18)	243
#1 Issue: Education	26%	(18)	27%	(18)	30%	(21)	16%	(11)	1%	(1)	69
#1 Issue: Energy	24%	(37)	30%	(45)	30%	(46)	11%	(16)	5%	(7)	150
#1 Issue: Other	18%	(20)	18%	(20)	49%	(55)	5%	(5)	10%	(11)	113
2022 House Vote: Democrat	26%	(239)	27%	(244)	35%	(316)	7%	(65)	4%	(39)	903
2022 House Vote: Republican	14%	(92)	27%	(180)	36%	(239)	11%	(70)	12%	(81)	663
2022 House Vote: Someone else	11%	(8)	21%	(15)	61%	(43)	6%	(4)	1%	(1)	71
2022 House Vote: Didnt Vote	17%	(99)	24%	(137)	46%	(263)	7%	(39)	6%	(32)	569
2020 Vote: Joe Biden	25%	(231)	27%	(252)	36%	(335)	7%	(64)	4%	(40)	922
2020 Vote: Donald Trump	13%	(92)	28%	(196)	39%	(275)	9%	(67)	11%	(79)	709
2020 Vote: Other	21%	(12)	15%	(9)	54%	(32)	9%	(5)	1%	(1)	59
2020 Vote: Didn't Vote	20%	(102)	23%	(119)	42%	(219)	8%	(43)	6%	(33)	516

Table MCSP5_5: *How favorable or unfavorable of an opinion do you have of college athletes making money from doing the following?*
Making appearances at events

Demographic	Very favorable		Somewhat favorable		Neutral (neither favorable nor unfavorable)		Somewhat unfavorable		Very unfavorable		Total N
Adults	20%	(437)	26%	(576)	39%	(861)	8%	(179)	7%	(153)	2206
2018 House Vote: Democrat	25%	(183)	28%	(208)	35%	(259)	7%	(50)	5%	(39)	739
2018 House Vote: Republican	15%	(95)	27%	(167)	35%	(218)	9%	(58)	12%	(76)	615
2018 House Vote: Someone else	12%	(7)	17%	(10)	62%	(38)	5%	(3)	4%	(3)	60
2018 House Vote: Didnt Vote	19%	(152)	24%	(190)	44%	(347)	9%	(68)	4%	(35)	792
4-Region: Northeast	22%	(84)	27%	(105)	34%	(131)	8%	(33)	9%	(34)	386
4-Region: Midwest	16%	(74)	25%	(112)	41%	(186)	10%	(48)	8%	(35)	456
4-Region: South	22%	(185)	26%	(215)	37%	(312)	8%	(69)	7%	(61)	841
4-Region: West	18%	(94)	27%	(143)	44%	(232)	6%	(29)	5%	(24)	522
NCAA Sports Avid Fan	35%	(120)	30%	(104)	20%	(68)	9%	(30)	7%	(23)	346
NCAA Sports Fan	25%	(258)	32%	(324)	29%	(294)	8%	(85)	6%	(56)	1017

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

Table MCSP5_6: *How favorable or unfavorable of an opinion do you have of college athletes making money from doing the following?*
Being a part of a social / digital media campaign

Demographic	Very favorable		Somewhat favorable		Neutral (neither favorable nor unfavorable)		Somewhat unfavorable		Very unfavorable		Total N
Adults	17%	(374)	20%	(445)	46%	(1009)	9%	(190)	9%	(189)	2206
Age: 18-34	26%	(162)	25%	(161)	39%	(249)	5%	(31)	5%	(30)	633
Age: 35-44	17%	(65)	26%	(97)	44%	(164)	6%	(22)	7%	(25)	372
Age: 45-64	16%	(111)	19%	(132)	47%	(334)	11%	(75)	9%	(61)	713
Age: 65+	7%	(35)	11%	(55)	54%	(263)	13%	(62)	15%	(73)	488
Man	19%	(202)	21%	(224)	42%	(448)	9%	(99)	9%	(100)	1072
Woman	15%	(172)	20%	(220)	49%	(558)	8%	(90)	8%	(89)	1130
GenZers: 1997-2012	33%	(89)	23%	(63)	35%	(95)	4%	(12)	5%	(13)	272
Millennials: 1981-1996	19%	(128)	26%	(176)	44%	(292)	5%	(35)	6%	(39)	669
GenXers: 1965-1980	16%	(79)	22%	(110)	45%	(226)	10%	(51)	8%	(40)	506
Baby Boomers: 1946-1964	11%	(74)	13%	(90)	52%	(367)	12%	(85)	12%	(86)	703
PID: Dem (no lean)	20%	(178)	22%	(191)	45%	(394)	8%	(67)	5%	(44)	874
PID: Ind (no lean)	16%	(107)	17%	(115)	51%	(336)	8%	(51)	7%	(48)	656
PID: Rep (no lean)	13%	(89)	21%	(139)	41%	(280)	11%	(72)	14%	(97)	676
Ideo: Liberal (1-3)	22%	(145)	23%	(151)	40%	(259)	7%	(48)	7%	(44)	648
Ideo: Moderate (4)	16%	(110)	20%	(134)	51%	(342)	7%	(48)	5%	(37)	671
Ideo: Conservative (5-7)	14%	(91)	18%	(120)	41%	(276)	13%	(88)	14%	(97)	673
Educ: < College	17%	(247)	19%	(269)	49%	(704)	7%	(103)	8%	(119)	1442
Educ: Bachelors degree	17%	(81)	24%	(115)	39%	(191)	11%	(56)	9%	(44)	486
Educ: Post-grad	17%	(46)	22%	(61)	41%	(114)	11%	(31)	10%	(27)	279
Income: Under 50k	17%	(204)	20%	(229)	48%	(556)	8%	(94)	7%	(87)	1169
Income: 50k-100k	15%	(108)	20%	(146)	45%	(326)	10%	(68)	10%	(70)	718
Income: 100k+	19%	(62)	22%	(70)	40%	(127)	9%	(27)	10%	(33)	319
Ethnicity: White	15%	(251)	19%	(331)	47%	(793)	9%	(160)	10%	(168)	1702
Ethnicity: Hispanic	24%	(90)	16%	(62)	48%	(181)	5%	(18)	8%	(29)	380
Ethnicity: Black	29%	(83)	26%	(73)	36%	(102)	6%	(16)	3%	(10)	284
Ethnicity: Other	18%	(40)	18%	(41)	52%	(115)	6%	(14)	5%	(11)	220

Table MCSP5_6: *How favorable or unfavorable of an opinion do you have of college athletes making money from doing the following?*
Being a part of a social / digital media campaign

Demographic	Very favorable		Somewhat favorable		Neutral (neither favorable nor unfavorable)		Somewhat unfavorable		Very unfavorable		Total N
Adults	17%	(374)	20%	(445)	46%	(1009)	9%	(190)	9%	(189)	2206
All Christian	15%	(147)	20%	(196)	46%	(456)	10%	(96)	9%	(93)	989
All Non-Christian	26%	(37)	22%	(32)	32%	(46)	10%	(15)	9%	(13)	142
Atheist	18%	(14)	12%	(10)	49%	(39)	14%	(11)	8%	(6)	80
Agnostic/Nothing in particular	18%	(104)	20%	(117)	51%	(300)	6%	(38)	6%	(33)	591
Something Else	17%	(70)	22%	(90)	42%	(169)	7%	(30)	11%	(45)	404
Religious Non-Protestant/Catholic	25%	(39)	21%	(33)	35%	(54)	10%	(15)	8%	(13)	154
Evangelical	19%	(114)	23%	(139)	39%	(237)	9%	(53)	10%	(63)	607
Non-Evangelical	13%	(100)	19%	(142)	49%	(369)	9%	(71)	10%	(72)	754
Community: Urban	21%	(133)	25%	(158)	43%	(271)	6%	(35)	6%	(40)	637
Community: Suburban	16%	(162)	18%	(189)	48%	(503)	9%	(99)	8%	(88)	1041
Community: Rural	15%	(78)	18%	(98)	45%	(235)	11%	(56)	12%	(61)	528
Employ: Private Sector	22%	(146)	25%	(167)	40%	(270)	7%	(45)	7%	(44)	672
Employ: Government	22%	(30)	29%	(39)	32%	(43)	9%	(11)	8%	(10)	133
Employ: Self-Employed	18%	(33)	24%	(43)	48%	(88)	7%	(12)	3%	(6)	182
Employ: Homemaker	14%	(20)	19%	(28)	57%	(85)	5%	(8)	6%	(9)	149
Employ: Student	11%	(8)	28%	(21)	47%	(35)	10%	(7)	5%	(4)	74
Employ: Retired	12%	(71)	11%	(67)	51%	(299)	13%	(77)	13%	(75)	590
Employ: Unemployed	15%	(38)	18%	(46)	50%	(127)	8%	(19)	9%	(23)	253
Employ: Other	18%	(27)	22%	(34)	41%	(63)	6%	(10)	12%	(19)	152
Military HH: Yes	11%	(33)	20%	(58)	45%	(132)	12%	(36)	11%	(33)	291
Military HH: No	18%	(341)	20%	(386)	46%	(878)	8%	(154)	8%	(156)	1915
RD/WT: Right Direction	24%	(168)	23%	(166)	41%	(288)	6%	(45)	6%	(40)	705
RD/WT: Wrong Track	14%	(206)	19%	(279)	48%	(721)	10%	(145)	10%	(149)	1501
Biden Job Approve	22%	(216)	22%	(219)	43%	(419)	7%	(68)	6%	(56)	978
Biden Job Disapprove	13%	(146)	19%	(215)	45%	(496)	11%	(119)	12%	(130)	1105

Table MCSP5_6: *How favorable or unfavorable of an opinion do you have of college athletes making money from doing the following?*
Being a part of a social / digital media campaign

Demographic	Very favorable		Somewhat favorable		Neutral (neither favorable nor unfavorable)		Somewhat unfavorable		Very unfavorable		Total N
Adults	17%	(374)	20%	(445)	46%	(1009)	9%	(190)	9%	(189)	2206
Biden Job Strongly Approve	29%	(122)	23%	(93)	35%	(146)	5%	(20)	8%	(33)	414
Biden Job Somewhat Approve	17%	(94)	22%	(125)	48%	(273)	9%	(48)	4%	(23)	563
Biden Job Somewhat Disapprove	16%	(49)	23%	(71)	45%	(139)	9%	(28)	6%	(19)	306
Biden Job Strongly Disapprove	12%	(97)	18%	(144)	45%	(358)	11%	(90)	14%	(111)	800
Favorable of Biden	22%	(220)	22%	(214)	44%	(434)	7%	(66)	6%	(57)	991
Unfavorable of Biden	13%	(137)	19%	(207)	45%	(485)	11%	(115)	11%	(122)	1066
Very Favorable of Biden	31%	(139)	20%	(89)	36%	(162)	5%	(24)	8%	(37)	451
Somewhat Favorable of Biden	15%	(81)	23%	(125)	50%	(272)	8%	(42)	4%	(20)	540
Somewhat Unfavorable of Biden	17%	(41)	26%	(63)	43%	(103)	7%	(17)	6%	(15)	239
Very Unfavorable of Biden	12%	(96)	17%	(144)	46%	(381)	12%	(98)	13%	(107)	827
#1 Issue: Economy	15%	(143)	23%	(209)	48%	(444)	8%	(77)	6%	(55)	928
#1 Issue: Security	10%	(24)	17%	(42)	46%	(113)	12%	(30)	15%	(37)	246
#1 Issue: Health Care	28%	(54)	18%	(35)	41%	(78)	6%	(11)	8%	(15)	192
#1 Issue: Medicare / Social Security	14%	(37)	17%	(46)	45%	(120)	12%	(32)	12%	(31)	266
#1 Issue: Women's Issues	21%	(50)	22%	(52)	45%	(108)	5%	(11)	9%	(21)	243
#1 Issue: Education	32%	(22)	16%	(11)	36%	(25)	12%	(8)	5%	(3)	69
#1 Issue: Energy	21%	(31)	26%	(38)	36%	(54)	8%	(12)	10%	(15)	150
#1 Issue: Other	12%	(13)	10%	(11)	60%	(67)	8%	(9)	11%	(12)	113
2022 House Vote: Democrat	23%	(209)	21%	(189)	42%	(381)	8%	(73)	6%	(51)	903
2022 House Vote: Republican	12%	(77)	19%	(127)	42%	(279)	12%	(82)	15%	(98)	663
2022 House Vote: Someone else	9%	(6)	16%	(11)	62%	(44)	10%	(7)	3%	(2)	71
2022 House Vote: Didnt Vote	14%	(82)	20%	(117)	54%	(306)	5%	(27)	7%	(37)	569
2020 Vote: Joe Biden	22%	(204)	21%	(194)	43%	(397)	8%	(72)	6%	(55)	922
2020 Vote: Donald Trump	10%	(74)	20%	(142)	44%	(314)	12%	(82)	14%	(97)	709
2020 Vote: Other	20%	(12)	16%	(9)	49%	(29)	13%	(8)	2%	(1)	59
2020 Vote: Didn't Vote	16%	(84)	19%	(99)	52%	(269)	5%	(28)	7%	(36)	516

Continued on next page

Table MCSP5_6: *How favorable or unfavorable of an opinion do you have of college athletes making money from doing the following?*
Being a part of a social / digital media campaign

Demographic	Very favorable		Somewhat favorable		Neutral (neither favorable nor unfavorable)		Somewhat unfavorable		Very unfavorable		Total N
Adults	17%	(374)	20%	(445)	46%	(1009)	9%	(190)	9%	(189)	2206
2018 House Vote: Democrat	20%	(151)	23%	(170)	41%	(303)	8%	(62)	7%	(53)	739
2018 House Vote: Republican	11%	(71)	20%	(124)	41%	(254)	12%	(75)	15%	(92)	615
2018 House Vote: Someone else	7%	(5)	14%	(8)	67%	(40)	8%	(5)	3%	(2)	60
2018 House Vote: Didnt Vote	19%	(148)	18%	(143)	52%	(411)	6%	(48)	5%	(42)	792
4-Region: Northeast	16%	(62)	19%	(74)	48%	(185)	8%	(31)	9%	(35)	386
4-Region: Midwest	15%	(68)	19%	(87)	42%	(191)	13%	(60)	11%	(49)	456
4-Region: South	19%	(157)	20%	(172)	45%	(377)	7%	(60)	9%	(76)	841
4-Region: West	16%	(86)	21%	(112)	49%	(256)	7%	(39)	6%	(30)	522
NCAA Sports Avid Fan	32%	(109)	27%	(94)	25%	(86)	9%	(30)	7%	(26)	346
NCAA Sports Fan	22%	(223)	27%	(271)	35%	(361)	9%	(93)	7%	(69)	1017

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

Table MCSP6: *Do you prefer when college athletes partner with national brands (such as Dr. Pepper, JCPenney, Crocs) or when they partner with local / regional brands near their hometown or school? If you like both equally, select 'Both equally.' If you don't like either, select 'Neither.'*

Demographic	National brands		Local / regional brands near their hometown or school		Both equally		Neither		Don't know / No opinion		Total N
Adults	4%	(93)	11%	(253)	46%	(1007)	18%	(407)	20%	(446)	2206
Age: 18-34	8%	(49)	12%	(76)	50%	(317)	10%	(62)	20%	(129)	633
Age: 35-44	5%	(17)	10%	(36)	47%	(176)	17%	(63)	21%	(79)	372
Age: 45-64	3%	(24)	12%	(84)	45%	(323)	20%	(146)	19%	(136)	713
Age: 65+	1%	(3)	12%	(56)	39%	(191)	28%	(136)	21%	(102)	488
Man	6%	(65)	10%	(109)	48%	(519)	20%	(216)	15%	(164)	1072
Woman	3%	(29)	13%	(144)	43%	(487)	17%	(190)	25%	(280)	1130
GenZers: 1997-2012	8%	(21)	10%	(28)	57%	(154)	9%	(25)	16%	(43)	272
Millennials: 1981-1996	6%	(43)	12%	(77)	46%	(307)	13%	(85)	24%	(157)	669
GenXers: 1965-1980	4%	(20)	11%	(56)	45%	(230)	20%	(99)	20%	(101)	506
Baby Boomers: 1946-1964	1%	(9)	12%	(85)	41%	(291)	26%	(182)	19%	(136)	703
PID: Dem (no lean)	6%	(48)	11%	(95)	54%	(468)	13%	(112)	17%	(150)	874
PID: Ind (no lean)	4%	(23)	11%	(72)	39%	(255)	20%	(133)	26%	(174)	656
PID: Rep (no lean)	3%	(22)	13%	(85)	42%	(284)	24%	(162)	18%	(122)	676
Ideo: Liberal (1-3)	5%	(32)	11%	(72)	53%	(342)	15%	(98)	16%	(104)	648
Ideo: Moderate (4)	4%	(30)	12%	(79)	51%	(341)	14%	(96)	19%	(125)	671
Ideo: Conservative (5-7)	4%	(24)	14%	(91)	40%	(268)	25%	(167)	18%	(123)	673
Educ: < College	3%	(47)	11%	(155)	45%	(655)	18%	(266)	22%	(318)	1442
Educ: Bachelors degree	7%	(33)	13%	(63)	46%	(223)	17%	(83)	17%	(84)	486
Educ: Post-grad	5%	(13)	12%	(34)	46%	(129)	21%	(59)	16%	(44)	279
Income: Under 50k	4%	(45)	10%	(115)	45%	(520)	20%	(230)	22%	(259)	1169
Income: 50k-100k	5%	(34)	15%	(107)	47%	(335)	17%	(119)	17%	(124)	718
Income: 100k+	5%	(15)	10%	(31)	48%	(152)	18%	(58)	20%	(62)	319
Ethnicity: White	4%	(69)	13%	(220)	42%	(722)	20%	(334)	21%	(358)	1702
Ethnicity: Hispanic	5%	(20)	10%	(37)	47%	(179)	17%	(65)	20%	(78)	380
Ethnicity: Black	6%	(17)	6%	(18)	60%	(170)	12%	(35)	15%	(44)	284
Ethnicity: Other	3%	(8)	7%	(15)	52%	(114)	18%	(39)	20%	(44)	220

Continued on next page

Table MCSP6: *Do you prefer when college athletes partner with national brands (such as Dr. Pepper, JCPenney, Crocs) or when they partner with local / regional brands near their hometown or school? If you like both equally, select 'Both equally.' If you don't like either, select 'Neither.'*

Demographic	National brands		Local / regional brands near their hometown or school		Both equally		Neither		Don't know / No opinion		Total N
Adults	4%	(93)	11%	(253)	46%	(1007)	18%	(407)	20%	(446)	2206
All Christian	4%	(39)	13%	(132)	47%	(461)	20%	(201)	16%	(158)	989
All Non-Christian	6%	(8)	4%	(6)	56%	(80)	20%	(29)	14%	(19)	142
Atheist	7%	(6)	12%	(10)	40%	(32)	15%	(12)	25%	(20)	80
Agnostic/Nothing in particular	5%	(28)	11%	(65)	42%	(251)	16%	(96)	26%	(151)	591
Something Else	3%	(12)	10%	(40)	46%	(184)	17%	(70)	24%	(97)	404
Religious Non-Protestant/Catholic	7%	(10)	7%	(10)	54%	(83)	19%	(29)	14%	(22)	154
Evangelical	4%	(25)	12%	(75)	47%	(287)	19%	(118)	17%	(102)	607
Non-Evangelical	3%	(23)	12%	(91)	46%	(344)	20%	(150)	19%	(145)	754
Community: Urban	5%	(32)	12%	(75)	51%	(323)	17%	(108)	16%	(99)	637
Community: Suburban	4%	(40)	11%	(117)	45%	(467)	19%	(198)	21%	(218)	1041
Community: Rural	4%	(21)	12%	(61)	41%	(217)	19%	(101)	24%	(128)	528
Employ: Private Sector	5%	(36)	13%	(85)	52%	(352)	13%	(89)	16%	(111)	672
Employ: Government	11%	(15)	14%	(18)	46%	(62)	13%	(18)	15%	(20)	133
Employ: Self-Employed	5%	(9)	10%	(17)	50%	(91)	18%	(32)	18%	(32)	182
Employ: Homemaker	2%	(3)	11%	(16)	40%	(60)	16%	(24)	30%	(45)	149
Employ: Student	4%	(3)	8%	(6)	46%	(34)	20%	(15)	22%	(16)	74
Employ: Retired	1%	(7)	11%	(62)	39%	(232)	29%	(171)	20%	(117)	590
Employ: Unemployed	5%	(13)	10%	(24)	43%	(109)	15%	(38)	27%	(69)	253
Employ: Other	5%	(7)	15%	(23)	44%	(67)	13%	(20)	23%	(36)	152
Military HH: Yes	5%	(15)	13%	(37)	39%	(113)	21%	(62)	22%	(65)	291
Military HH: No	4%	(78)	11%	(216)	47%	(894)	18%	(345)	20%	(381)	1915
RD/WT: Right Direction	6%	(42)	11%	(75)	51%	(360)	15%	(102)	18%	(125)	705
RD/WT: Wrong Track	3%	(51)	12%	(177)	43%	(647)	20%	(305)	21%	(320)	1501
Biden Job Approve	6%	(58)	12%	(114)	50%	(487)	15%	(146)	18%	(172)	978
Biden Job Disapprove	3%	(35)	12%	(135)	44%	(490)	21%	(227)	20%	(219)	1105

Table MCSP6: *Do you prefer when college athletes partner with national brands (such as Dr. Pepper, JCPenney, Crocs) or when they partner with local / regional brands near their hometown or school? If you like both equally, select 'Both equally.' If you don't like either, select 'Neither.'*

Demographic	National brands		Local / regional brands near their hometown or school		Both equally		Neither		Don't know / No opinion		Total N
Adults	4%	(93)	11%	(253)	46%	(1007)	18%	(407)	20%	(446)	2206
Biden Job Strongly Approve	8%	(31)	11%	(44)	54%	(225)	16%	(65)	12%	(50)	414
Biden Job Somewhat Approve	5%	(27)	13%	(71)	46%	(262)	14%	(82)	22%	(123)	563
Biden Job Somewhat Disapprove	4%	(11)	12%	(35)	55%	(169)	12%	(36)	18%	(54)	306
Biden Job Strongly Disapprove	3%	(23)	12%	(99)	40%	(321)	24%	(191)	21%	(165)	800
Favorable of Biden	6%	(56)	11%	(113)	50%	(494)	15%	(151)	18%	(176)	991
Unfavorable of Biden	3%	(31)	13%	(134)	44%	(465)	21%	(225)	20%	(210)	1066
Very Favorable of Biden	8%	(35)	10%	(43)	54%	(243)	16%	(72)	13%	(58)	451
Somewhat Favorable of Biden	4%	(21)	13%	(70)	47%	(251)	15%	(78)	22%	(119)	540
Somewhat Unfavorable of Biden	2%	(5)	15%	(35)	53%	(128)	14%	(33)	16%	(39)	239
Very Unfavorable of Biden	3%	(27)	12%	(99)	41%	(337)	23%	(192)	21%	(172)	827
#1 Issue: Economy	4%	(41)	11%	(102)	46%	(431)	15%	(143)	23%	(210)	928
#1 Issue: Security	6%	(15)	13%	(32)	37%	(90)	32%	(79)	12%	(29)	246
#1 Issue: Health Care	6%	(11)	11%	(21)	56%	(107)	10%	(19)	17%	(33)	192
#1 Issue: Medicare / Social Security	2%	(5)	13%	(34)	48%	(126)	21%	(56)	17%	(45)	266
#1 Issue: Women's Issues	4%	(10)	12%	(30)	39%	(94)	21%	(52)	24%	(57)	243
#1 Issue: Education	9%	(6)	7%	(5)	53%	(37)	13%	(9)	19%	(13)	69
#1 Issue: Energy	2%	(3)	15%	(23)	50%	(74)	17%	(26)	15%	(23)	150
#1 Issue: Other	2%	(2)	6%	(7)	41%	(46)	21%	(23)	31%	(35)	113
2022 House Vote: Democrat	6%	(50)	12%	(105)	52%	(467)	14%	(130)	17%	(151)	903
2022 House Vote: Republican	4%	(29)	14%	(92)	41%	(274)	25%	(167)	15%	(101)	663
2022 House Vote: Someone else	1%	(0)	10%	(7)	38%	(27)	27%	(19)	24%	(17)	71
2022 House Vote: Didnt Vote	2%	(14)	8%	(48)	42%	(239)	16%	(91)	31%	(177)	569
2020 Vote: Joe Biden	6%	(52)	12%	(109)	50%	(462)	14%	(134)	18%	(165)	922
2020 Vote: Donald Trump	3%	(24)	14%	(97)	41%	(288)	24%	(173)	18%	(126)	709
2020 Vote: Other	1%	(1)	10%	(6)	41%	(24)	30%	(17)	19%	(11)	59
2020 Vote: Didn't Vote	3%	(16)	8%	(40)	45%	(232)	16%	(84)	28%	(143)	516

Table MCSP6: *Do you prefer when college athletes partner with national brands (such as Dr. Pepper, JCPenney, Crocs) or when they partner with local / regional brands near their hometown or school? If you like both equally, select 'Both equally.' If you don't like either, select 'Neither.'*

Demographic	National brands		Local / regional brands near their hometown or school		Both equally		Neither		Don't know / No opinion		Total N
Adults	4%	(93)	11%	(253)	46%	(1007)	18%	(407)	20%	(446)	2206
2018 House Vote: Democrat	5%	(37)	12%	(91)	50%	(369)	16%	(116)	17%	(126)	739
2018 House Vote: Republican	4%	(23)	13%	(82)	42%	(258)	25%	(153)	16%	(99)	615
2018 House Vote: Someone else	1%	(0)	12%	(7)	43%	(26)	24%	(15)	19%	(12)	60
2018 House Vote: Didnt Vote	4%	(33)	9%	(72)	45%	(354)	16%	(123)	26%	(210)	792
4-Region: Northeast	3%	(13)	12%	(46)	51%	(198)	13%	(52)	20%	(77)	386
4-Region: Midwest	4%	(17)	10%	(48)	42%	(189)	20%	(91)	24%	(111)	456
4-Region: South	5%	(42)	11%	(91)	48%	(402)	18%	(149)	19%	(158)	841
4-Region: West	4%	(21)	13%	(68)	42%	(218)	22%	(116)	19%	(100)	522
NCAA Sports Avid Fan	7%	(23)	12%	(40)	63%	(217)	12%	(42)	7%	(23)	346
NCAA Sports Fan	6%	(64)	12%	(122)	57%	(579)	15%	(148)	10%	(104)	1017

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

Table MCSP7_1: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Caleb Williams (USC) partnering with Beats by Dre

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(108)	11%	(241)	12%	(254)	73%	(1603)	2206
Age: 18-34	9%	(60)	16%	(104)	18%	(117)	56%	(351)	633
Age: 35-44	5%	(19)	14%	(52)	10%	(39)	70%	(262)	372
Age: 45-64	3%	(24)	10%	(71)	10%	(71)	77%	(547)	713
Age: 65+	1%	(5)	3%	(14)	6%	(27)	91%	(442)	488
Man	7%	(75)	14%	(154)	12%	(133)	66%	(709)	1072
Woman	3%	(33)	8%	(87)	11%	(121)	79%	(889)	1130
GenZers: 1997-2012	11%	(30)	21%	(57)	18%	(48)	50%	(137)	272
Millennials: 1981-1996	7%	(46)	13%	(84)	16%	(105)	65%	(435)	669
GenXers: 1965-1980	5%	(24)	12%	(63)	11%	(55)	72%	(365)	506
Baby Boomers: 1946-1964	1%	(6)	5%	(38)	6%	(44)	87%	(615)	703
PID: Dem (no lean)	6%	(50)	13%	(114)	12%	(104)	69%	(606)	874
PID: Ind (no lean)	3%	(21)	9%	(57)	11%	(74)	77%	(504)	656
PID: Rep (no lean)	5%	(37)	10%	(70)	11%	(76)	73%	(493)	676
Ideo: Liberal (1-3)	7%	(43)	11%	(69)	14%	(93)	68%	(444)	648
Ideo: Moderate (4)	5%	(32)	13%	(88)	13%	(85)	69%	(465)	671
Ideo: Conservative (5-7)	4%	(27)	10%	(68)	9%	(57)	77%	(521)	673
Educ: < College	4%	(63)	11%	(153)	11%	(154)	74%	(1071)	1442
Educ: Bachelors degree	5%	(24)	13%	(62)	15%	(72)	67%	(327)	486
Educ: Post-grad	8%	(21)	9%	(26)	10%	(27)	73%	(205)	279
Income: Under 50k	5%	(56)	11%	(128)	12%	(136)	73%	(850)	1169
Income: 50k-100k	4%	(26)	11%	(76)	13%	(95)	73%	(521)	718
Income: 100k+	8%	(26)	12%	(37)	7%	(23)	73%	(232)	319
Ethnicity: White	4%	(72)	9%	(160)	10%	(167)	77%	(1303)	1702
Ethnicity: Hispanic	6%	(24)	12%	(46)	13%	(49)	69%	(261)	380
Ethnicity: Black	9%	(26)	17%	(49)	16%	(45)	57%	(163)	284
Ethnicity: Other	5%	(10)	14%	(31)	19%	(42)	62%	(137)	220
All Christian	5%	(54)	11%	(106)	11%	(107)	73%	(722)	989
All Non-Christian	8%	(12)	16%	(22)	11%	(16)	65%	(93)	142
Atheist	3%	(3)	8%	(6)	6%	(5)	83%	(66)	80
Agnostic/Nothing in particular	3%	(15)	9%	(51)	13%	(75)	76%	(450)	591
Something Else	6%	(24)	14%	(55)	13%	(52)	67%	(272)	404

Table MCSP7_1: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Caleb Williams (USC) partnering with Beats by Dre

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(108)	11%	(241)	12%	(254)	73%	(1603)	2206
Religious Non-Protestant/Catholic	8%	(13)	15%	(23)	10%	(16)	66%	(101)	154
Evangelical	8%	(50)	14%	(85)	13%	(76)	65%	(397)	607
Non-Evangelical	3%	(25)	10%	(75)	11%	(80)	76%	(574)	754
Community: Urban	8%	(49)	16%	(103)	12%	(78)	64%	(406)	637
Community: Suburban	3%	(33)	10%	(101)	12%	(122)	75%	(785)	1041
Community: Rural	5%	(26)	7%	(37)	10%	(54)	78%	(412)	528
Employ: Private Sector	9%	(58)	14%	(94)	14%	(96)	63%	(425)	672
Employ: Government	7%	(9)	12%	(16)	15%	(20)	66%	(88)	133
Employ: Self-Employed	6%	(12)	18%	(32)	21%	(38)	55%	(100)	182
Employ: Homemaker	3%	(4)	8%	(12)	10%	(15)	79%	(118)	149
Employ: Student	5%	(4)	6%	(4)	10%	(7)	79%	(58)	74
Employ: Retired	1%	(4)	5%	(32)	5%	(31)	89%	(523)	590
Employ: Unemployed	6%	(14)	12%	(29)	11%	(28)	72%	(182)	253
Employ: Other	2%	(4)	14%	(21)	12%	(18)	72%	(110)	152
Military HH: Yes	3%	(9)	9%	(25)	11%	(33)	77%	(224)	291
Military HH: No	5%	(99)	11%	(216)	12%	(221)	72%	(1379)	1915
RD/WT: Right Direction	8%	(59)	13%	(94)	13%	(90)	66%	(462)	705
RD/WT: Wrong Track	3%	(49)	10%	(147)	11%	(164)	76%	(1141)	1501
Biden Job Approve	7%	(72)	12%	(120)	11%	(107)	69%	(679)	978
Biden Job Disapprove	3%	(35)	10%	(112)	12%	(133)	75%	(826)	1105
Biden Job Strongly Approve	10%	(43)	13%	(54)	10%	(40)	67%	(276)	414
Biden Job Somewhat Approve	5%	(29)	12%	(65)	12%	(66)	72%	(403)	563
Biden Job Somewhat Disapprove	3%	(10)	13%	(41)	17%	(53)	66%	(201)	306
Biden Job Strongly Disapprove	3%	(25)	9%	(70)	10%	(80)	78%	(625)	800
Favorable of Biden	7%	(69)	12%	(118)	10%	(100)	71%	(704)	991
Unfavorable of Biden	3%	(33)	10%	(112)	13%	(133)	74%	(788)	1066
Very Favorable of Biden	11%	(49)	12%	(56)	10%	(44)	67%	(303)	451
Somewhat Favorable of Biden	4%	(20)	11%	(62)	10%	(56)	74%	(401)	540
Somewhat Unfavorable of Biden	1%	(3)	14%	(34)	20%	(48)	64%	(154)	239
Very Unfavorable of Biden	4%	(30)	9%	(77)	10%	(85)	77%	(634)	827

Table MCSP7_1: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Caleb Williams (USC) partnering with Beats by Dre

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(108)	11%	(241)	12%	(254)	73%	(1603)	2206
#1 Issue: Economy	4%	(41)	12%	(111)	13%	(124)	70%	(652)	928
#1 Issue: Security	7%	(18)	9%	(23)	13%	(31)	71%	(174)	246
#1 Issue: Health Care	8%	(15)	11%	(22)	16%	(31)	65%	(124)	192
#1 Issue: Medicare / Social Security	2%	(5)	8%	(20)	4%	(11)	87%	(230)	266
#1 Issue: Women's Issues	4%	(10)	10%	(25)	8%	(19)	78%	(188)	243
#1 Issue: Education	13%	(9)	14%	(10)	19%	(13)	54%	(37)	69
#1 Issue: Energy	5%	(7)	17%	(25)	11%	(17)	67%	(101)	150
#1 Issue: Other	3%	(3)	5%	(5)	7%	(8)	86%	(96)	113
2022 House Vote: Democrat	6%	(55)	12%	(112)	11%	(98)	71%	(638)	903
2022 House Vote: Republican	5%	(36)	10%	(67)	12%	(83)	72%	(478)	663
2022 House Vote: Someone else	—	(0)	7%	(5)	11%	(8)	82%	(58)	71
2022 House Vote: Didnt Vote	3%	(17)	10%	(57)	11%	(65)	76%	(430)	569
2020 Vote: Joe Biden	6%	(51)	11%	(105)	11%	(104)	72%	(661)	922
2020 Vote: Donald Trump	5%	(33)	11%	(80)	11%	(79)	73%	(516)	709
2020 Vote: Other	6%	(3)	4%	(2)	12%	(7)	79%	(46)	59
2020 Vote: Didn't Vote	4%	(20)	10%	(53)	12%	(64)	73%	(379)	516
2018 House Vote: Democrat	5%	(39)	13%	(97)	10%	(78)	71%	(525)	739
2018 House Vote: Republican	5%	(29)	10%	(62)	9%	(58)	76%	(466)	615
2018 House Vote: Someone else	2%	(1)	2%	(1)	17%	(10)	79%	(48)	60
2018 House Vote: Didnt Vote	5%	(38)	10%	(80)	14%	(108)	71%	(565)	792
4-Region: Northeast	6%	(23)	13%	(51)	10%	(40)	71%	(273)	386
4-Region: Midwest	3%	(13)	9%	(43)	11%	(49)	77%	(352)	456
4-Region: South	6%	(46)	11%	(95)	11%	(97)	72%	(603)	841
4-Region: West	5%	(26)	10%	(52)	13%	(69)	72%	(375)	522
NCAA Sports Avid Fan	18%	(63)	22%	(75)	13%	(45)	47%	(163)	346
NCAA Sports Fan	9%	(94)	18%	(186)	17%	(168)	56%	(568)	1017

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

Table MCSP7_2: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
CJ Stroud (Ohio State) partnering with EXPRESS

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(99)	8%	(174)	12%	(258)	76%	(1675)	2206
Age: 18-34	9%	(55)	11%	(72)	20%	(126)	60%	(379)	633
Age: 35-44	5%	(20)	10%	(36)	11%	(43)	74%	(274)	372
Age: 45-64	3%	(20)	7%	(52)	9%	(68)	80%	(573)	713
Age: 65+	1%	(4)	3%	(14)	4%	(21)	92%	(449)	488
Man	7%	(72)	11%	(115)	14%	(147)	69%	(738)	1072
Woman	2%	(27)	5%	(59)	10%	(111)	83%	(932)	1130
GenZers: 1997-2012	11%	(29)	10%	(26)	20%	(56)	59%	(161)	272
Millennials: 1981-1996	7%	(44)	10%	(69)	16%	(107)	67%	(449)	669
GenXers: 1965-1980	4%	(19)	10%	(50)	11%	(55)	76%	(383)	506
Baby Boomers: 1946-1964	1%	(6)	4%	(30)	6%	(40)	89%	(628)	703
PID: Dem (no lean)	6%	(49)	8%	(71)	11%	(97)	75%	(657)	874
PID: Ind (no lean)	3%	(18)	6%	(39)	13%	(83)	79%	(517)	656
PID: Rep (no lean)	5%	(32)	10%	(65)	11%	(77)	74%	(501)	676
Ideo: Liberal (1-3)	6%	(42)	9%	(57)	10%	(64)	75%	(484)	648
Ideo: Moderate (4)	4%	(29)	8%	(53)	14%	(96)	73%	(493)	671
Ideo: Conservative (5-7)	4%	(26)	8%	(52)	11%	(71)	78%	(524)	673
Educ: < College	4%	(60)	7%	(105)	12%	(169)	77%	(1107)	1442
Educ: Bachelors degree	4%	(19)	9%	(44)	13%	(65)	73%	(357)	486
Educ: Post-grad	7%	(19)	9%	(26)	8%	(23)	76%	(211)	279
Income: Under 50k	4%	(47)	7%	(81)	12%	(145)	77%	(897)	1169
Income: 50k-100k	4%	(26)	9%	(66)	12%	(84)	75%	(542)	718
Income: 100k+	8%	(26)	8%	(27)	9%	(29)	74%	(237)	319
Ethnicity: White	4%	(72)	7%	(114)	10%	(172)	79%	(1345)	1702
Ethnicity: Hispanic	7%	(28)	6%	(21)	14%	(54)	73%	(276)	380
Ethnicity: Black	6%	(17)	15%	(42)	20%	(56)	59%	(168)	284
Ethnicity: Other	4%	(10)	8%	(18)	14%	(30)	73%	(162)	220
All Christian	5%	(48)	8%	(75)	11%	(107)	77%	(760)	989
All Non-Christian	8%	(11)	8%	(11)	20%	(28)	65%	(92)	142
Atheist	8%	(6)	1%	(1)	3%	(3)	88%	(70)	80
Agnostic/Nothing in particular	2%	(14)	7%	(43)	13%	(74)	78%	(459)	591
Something Else	5%	(19)	11%	(44)	11%	(46)	73%	(295)	404

Table MCSP7_2: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
CJ Stroud (Ohio State) partnering with EXPRESS

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(99)	8%	(174)	12%	(258)	76%	(1675)	2206
Religious Non-Protestant/Catholic	8%	(13)	7%	(11)	18%	(28)	66%	(101)	154
Evangelical	7%	(45)	12%	(74)	12%	(73)	68%	(415)	607
Non-Evangelical	3%	(20)	6%	(43)	10%	(77)	81%	(614)	754
Community: Urban	7%	(45)	12%	(75)	13%	(82)	68%	(434)	637
Community: Suburban	3%	(35)	6%	(67)	11%	(118)	79%	(822)	1041
Community: Rural	4%	(19)	6%	(32)	11%	(58)	79%	(419)	528
Employ: Private Sector	8%	(52)	11%	(75)	13%	(87)	68%	(459)	672
Employ: Government	8%	(11)	11%	(15)	13%	(17)	68%	(91)	133
Employ: Self-Employed	8%	(14)	9%	(16)	20%	(37)	63%	(115)	182
Employ: Homemaker	3%	(4)	5%	(8)	11%	(16)	81%	(120)	149
Employ: Student	1%	(1)	5%	(4)	22%	(16)	72%	(53)	74
Employ: Retired	1%	(4)	4%	(26)	4%	(24)	91%	(536)	590
Employ: Unemployed	4%	(10)	7%	(18)	14%	(36)	75%	(189)	253
Employ: Other	2%	(3)	8%	(12)	16%	(25)	74%	(112)	152
Military HH: Yes	4%	(11)	7%	(22)	9%	(25)	80%	(234)	291
Military HH: No	5%	(88)	8%	(153)	12%	(232)	75%	(1441)	1915
RD/WT: Right Direction	7%	(52)	10%	(67)	13%	(90)	70%	(496)	705
RD/WT: Wrong Track	3%	(47)	7%	(107)	11%	(167)	79%	(1179)	1501
Biden Job Approve	7%	(68)	9%	(84)	11%	(110)	73%	(716)	978
Biden Job Disapprove	3%	(31)	8%	(84)	13%	(142)	77%	(849)	1105
Biden Job Strongly Approve	9%	(39)	11%	(44)	9%	(36)	71%	(294)	414
Biden Job Somewhat Approve	5%	(28)	7%	(40)	13%	(74)	75%	(421)	563
Biden Job Somewhat Disapprove	2%	(5)	10%	(31)	15%	(47)	73%	(222)	306
Biden Job Strongly Disapprove	3%	(25)	7%	(53)	12%	(95)	78%	(627)	800
Favorable of Biden	6%	(60)	9%	(87)	11%	(108)	74%	(736)	991
Unfavorable of Biden	3%	(33)	7%	(77)	13%	(139)	77%	(817)	1066
Very Favorable of Biden	9%	(41)	11%	(50)	9%	(40)	71%	(321)	451
Somewhat Favorable of Biden	4%	(19)	7%	(37)	13%	(68)	77%	(415)	540
Somewhat Unfavorable of Biden	2%	(4)	9%	(21)	16%	(37)	74%	(177)	239
Very Unfavorable of Biden	3%	(28)	7%	(57)	12%	(101)	77%	(640)	827

Table MCSP7_2: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
CJ Stroud (Ohio State) partnering with EXPRESS

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(99)	8%	(174)	12%	(258)	76%	(1675)	2206
#1 Issue: Economy	4%	(37)	9%	(83)	12%	(112)	75%	(697)	928
#1 Issue: Security	8%	(19)	7%	(17)	13%	(32)	72%	(178)	246
#1 Issue: Health Care	8%	(16)	9%	(17)	14%	(28)	68%	(132)	192
#1 Issue: Medicare / Social Security	2%	(6)	5%	(14)	5%	(12)	88%	(233)	266
#1 Issue: Women's Issues	3%	(7)	6%	(14)	12%	(30)	79%	(191)	243
#1 Issue: Education	13%	(9)	9%	(6)	12%	(9)	66%	(46)	69
#1 Issue: Energy	4%	(5)	10%	(15)	21%	(31)	66%	(99)	150
#1 Issue: Other	1%	(1)	7%	(7)	4%	(5)	89%	(100)	113
2022 House Vote: Democrat	5%	(46)	9%	(83)	11%	(98)	75%	(676)	903
2022 House Vote: Republican	5%	(34)	8%	(54)	13%	(87)	74%	(487)	663
2022 House Vote: Someone else	3%	(2)	2%	(2)	7%	(5)	87%	(62)	71
2022 House Vote: Didnt Vote	3%	(16)	6%	(35)	12%	(68)	79%	(450)	569
2020 Vote: Joe Biden	4%	(40)	9%	(78)	11%	(99)	77%	(705)	922
2020 Vote: Donald Trump	5%	(34)	8%	(59)	13%	(91)	74%	(525)	709
2020 Vote: Other	7%	(4)	4%	(2)	3%	(2)	86%	(51)	59
2020 Vote: Didn't Vote	4%	(22)	7%	(35)	13%	(66)	76%	(394)	516
2018 House Vote: Democrat	4%	(31)	9%	(69)	11%	(83)	75%	(556)	739
2018 House Vote: Republican	5%	(32)	9%	(53)	10%	(64)	76%	(466)	615
2018 House Vote: Someone else	4%	(2)	3%	(2)	4%	(2)	89%	(54)	60
2018 House Vote: Didnt Vote	4%	(34)	6%	(50)	14%	(108)	76%	(599)	792
4-Region: Northeast	6%	(22)	8%	(31)	13%	(51)	73%	(282)	386
4-Region: Midwest	2%	(11)	8%	(37)	10%	(45)	80%	(362)	456
4-Region: South	6%	(48)	8%	(68)	11%	(94)	75%	(630)	841
4-Region: West	3%	(18)	7%	(38)	13%	(67)	77%	(400)	522
NCAA Sports Avid Fan	17%	(58)	17%	(59)	15%	(50)	52%	(178)	346
NCAA Sports Fan	9%	(87)	13%	(137)	18%	(182)	60%	(610)	1017

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

Table MCSP7_3: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Quinn Ewers (Texas) partnering with Wrangler

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(101)	8%	(186)	11%	(246)	76%	(1673)	2206
Age: 18-34	8%	(54)	13%	(84)	19%	(118)	59%	(376)	633
Age: 35-44	5%	(18)	11%	(39)	12%	(45)	73%	(271)	372
Age: 45-64	3%	(24)	8%	(55)	9%	(62)	80%	(572)	713
Age: 65+	1%	(6)	2%	(8)	4%	(21)	93%	(454)	488
Man	6%	(60)	11%	(121)	13%	(138)	70%	(754)	1072
Woman	4%	(41)	6%	(66)	10%	(109)	81%	(914)	1130
GenZers: 1997-2012	11%	(31)	13%	(34)	19%	(51)	57%	(156)	272
Millennials: 1981-1996	6%	(39)	12%	(79)	16%	(105)	67%	(447)	669
GenXers: 1965-1980	4%	(20)	9%	(47)	10%	(53)	76%	(386)	506
Baby Boomers: 1946-1964	1%	(10)	4%	(26)	5%	(37)	90%	(630)	703
PID: Dem (no lean)	5%	(47)	9%	(76)	12%	(108)	74%	(643)	874
PID: Ind (no lean)	3%	(22)	8%	(53)	10%	(68)	78%	(513)	656
PID: Rep (no lean)	5%	(32)	8%	(57)	10%	(70)	76%	(517)	676
Ideo: Liberal (1-3)	6%	(40)	9%	(58)	13%	(82)	72%	(468)	648
Ideo: Moderate (4)	5%	(33)	10%	(68)	12%	(80)	73%	(489)	671
Ideo: Conservative (5-7)	4%	(24)	8%	(52)	9%	(61)	80%	(536)	673
Educ: < College	5%	(66)	8%	(116)	11%	(161)	76%	(1098)	1442
Educ: Bachelors degree	3%	(17)	9%	(43)	13%	(62)	75%	(364)	486
Educ: Post-grad	6%	(18)	10%	(27)	8%	(23)	75%	(210)	279
Income: Under 50k	4%	(48)	8%	(96)	12%	(138)	76%	(887)	1169
Income: 50k-100k	5%	(33)	9%	(64)	11%	(80)	75%	(541)	718
Income: 100k+	6%	(19)	8%	(26)	9%	(28)	77%	(245)	319
Ethnicity: White	4%	(76)	7%	(122)	10%	(162)	79%	(1342)	1702
Ethnicity: Hispanic	9%	(33)	10%	(38)	12%	(46)	69%	(263)	380
Ethnicity: Black	6%	(16)	15%	(43)	17%	(49)	62%	(176)	284
Ethnicity: Other	4%	(8)	10%	(22)	16%	(36)	70%	(155)	220
All Christian	5%	(53)	8%	(76)	11%	(104)	76%	(756)	989
All Non-Christian	8%	(12)	16%	(22)	15%	(21)	62%	(88)	142
Atheist	—	(0)	2%	(2)	10%	(8)	88%	(70)	80
Agnostic/Nothing in particular	2%	(12)	7%	(42)	12%	(70)	79%	(467)	591
Something Else	6%	(24)	11%	(45)	11%	(44)	72%	(291)	404

Table MCSP7_3: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Quinn Ewers (Texas) partnering with Wrangler

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(101)	8%	(186)	11%	(246)	76%	(1673)	2206
Religious Non-Protestant/Catholic	8%	(12)	14%	(22)	14%	(21)	64%	(98)	154
Evangelical	7%	(43)	12%	(73)	12%	(72)	69%	(419)	607
Non-Evangelical	4%	(32)	6%	(46)	10%	(74)	80%	(602)	754
Community: Urban	9%	(55)	11%	(73)	12%	(77)	68%	(432)	637
Community: Suburban	3%	(27)	7%	(71)	11%	(116)	80%	(828)	1041
Community: Rural	4%	(19)	8%	(42)	10%	(54)	78%	(413)	528
Employ: Private Sector	7%	(45)	13%	(86)	13%	(90)	67%	(451)	672
Employ: Government	3%	(4)	11%	(14)	18%	(23)	69%	(92)	133
Employ: Self-Employed	9%	(16)	10%	(17)	17%	(31)	65%	(118)	182
Employ: Homemaker	4%	(6)	6%	(9)	10%	(16)	79%	(119)	149
Employ: Student	4%	(3)	9%	(7)	6%	(4)	81%	(60)	74
Employ: Retired	1%	(4)	3%	(17)	5%	(30)	91%	(538)	590
Employ: Unemployed	6%	(16)	8%	(21)	12%	(30)	74%	(187)	253
Employ: Other	5%	(7)	10%	(15)	14%	(22)	71%	(108)	152
Military HH: Yes	4%	(11)	6%	(18)	10%	(29)	80%	(233)	291
Military HH: No	5%	(90)	9%	(168)	11%	(218)	75%	(1439)	1915
RD/WT: Right Direction	8%	(56)	12%	(83)	12%	(87)	68%	(480)	705
RD/WT: Wrong Track	3%	(45)	7%	(103)	11%	(159)	80%	(1193)	1501
Biden Job Approve	6%	(60)	11%	(112)	11%	(104)	72%	(702)	978
Biden Job Disapprove	3%	(36)	7%	(73)	12%	(134)	78%	(861)	1105
Biden Job Strongly Approve	9%	(39)	13%	(53)	10%	(43)	67%	(279)	414
Biden Job Somewhat Approve	4%	(21)	10%	(58)	11%	(61)	75%	(423)	563
Biden Job Somewhat Disapprove	3%	(8)	11%	(33)	14%	(43)	72%	(221)	306
Biden Job Strongly Disapprove	4%	(28)	5%	(40)	11%	(91)	80%	(641)	800
Favorable of Biden	5%	(48)	11%	(112)	9%	(93)	74%	(737)	991
Unfavorable of Biden	4%	(40)	6%	(67)	13%	(138)	77%	(821)	1066
Very Favorable of Biden	9%	(40)	13%	(60)	9%	(43)	68%	(309)	451
Somewhat Favorable of Biden	2%	(8)	10%	(52)	9%	(51)	79%	(428)	540
Somewhat Unfavorable of Biden	3%	(6)	9%	(22)	17%	(41)	71%	(170)	239
Very Unfavorable of Biden	4%	(34)	5%	(45)	12%	(97)	79%	(651)	827

Table MCSP7_3: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Quinn Ewers (Texas) partnering with Wrangler

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(101)	8%	(186)	11%	(246)	76%	(1673)	2206
#1 Issue: Economy	4%	(33)	9%	(80)	11%	(101)	77%	(714)	928
#1 Issue: Security	7%	(17)	9%	(21)	12%	(29)	73%	(178)	246
#1 Issue: Health Care	8%	(15)	10%	(19)	16%	(31)	66%	(127)	192
#1 Issue: Medicare / Social Security	2%	(6)	7%	(20)	6%	(15)	85%	(225)	266
#1 Issue: Women's Issues	6%	(15)	6%	(13)	10%	(24)	78%	(190)	243
#1 Issue: Education	7%	(5)	18%	(12)	15%	(10)	61%	(42)	69
#1 Issue: Energy	5%	(8)	11%	(16)	18%	(27)	66%	(99)	150
#1 Issue: Other	2%	(2)	4%	(4)	7%	(8)	87%	(98)	113
2022 House Vote: Democrat	5%	(48)	10%	(92)	11%	(99)	74%	(664)	903
2022 House Vote: Republican	4%	(29)	8%	(53)	13%	(84)	75%	(497)	663
2022 House Vote: Someone else	1%	(1)	5%	(3)	14%	(10)	80%	(57)	71
2022 House Vote: Didnt Vote	4%	(24)	7%	(38)	9%	(53)	80%	(455)	569
2020 Vote: Joe Biden	4%	(36)	10%	(94)	10%	(91)	76%	(701)	922
2020 Vote: Donald Trump	5%	(33)	8%	(58)	11%	(81)	76%	(538)	709
2020 Vote: Other	2%	(1)	4%	(3)	10%	(6)	85%	(50)	59
2020 Vote: Didn't Vote	6%	(31)	6%	(32)	13%	(69)	74%	(384)	516
2018 House Vote: Democrat	4%	(30)	11%	(79)	11%	(82)	74%	(548)	739
2018 House Vote: Republican	4%	(26)	8%	(47)	10%	(64)	78%	(477)	615
2018 House Vote: Someone else	4%	(2)	2%	(2)	12%	(7)	82%	(49)	60
2018 House Vote: Didnt Vote	5%	(42)	7%	(58)	12%	(93)	76%	(598)	792
4-Region: Northeast	5%	(21)	10%	(38)	9%	(37)	75%	(291)	386
4-Region: Midwest	2%	(11)	6%	(29)	9%	(40)	82%	(376)	456
4-Region: South	6%	(50)	9%	(74)	13%	(109)	72%	(608)	841
4-Region: West	4%	(19)	9%	(45)	12%	(60)	76%	(398)	522
NCAA Sports Avid Fan	16%	(54)	18%	(61)	14%	(47)	53%	(184)	346
NCAA Sports Fan	8%	(81)	14%	(144)	16%	(167)	61%	(624)	1017

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

Table MCSP7_4: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Bryce Young (Alabama) partnering with Dr. Pepper

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(154)	12%	(254)	11%	(244)	70%	(1554)	2206
Age: 18-34	12%	(75)	16%	(98)	16%	(99)	57%	(360)	633
Age: 35-44	8%	(30)	14%	(52)	11%	(42)	67%	(248)	372
Age: 45-64	5%	(35)	11%	(77)	11%	(80)	73%	(521)	713
Age: 65+	3%	(13)	5%	(26)	5%	(24)	87%	(424)	488
Man	10%	(107)	15%	(165)	12%	(131)	62%	(668)	1072
Woman	4%	(47)	8%	(89)	10%	(113)	78%	(881)	1130
GenZers: 1997-2012	16%	(42)	15%	(41)	17%	(45)	53%	(144)	272
Millennials: 1981-1996	9%	(58)	15%	(98)	14%	(90)	63%	(423)	669
GenXers: 1965-1980	6%	(32)	12%	(60)	12%	(59)	70%	(355)	506
Baby Boomers: 1946-1964	3%	(20)	8%	(54)	7%	(49)	82%	(580)	703
PID: Dem (no lean)	8%	(66)	10%	(91)	13%	(116)	69%	(601)	874
PID: Ind (no lean)	5%	(35)	12%	(77)	10%	(63)	73%	(481)	656
PID: Rep (no lean)	8%	(53)	13%	(86)	10%	(65)	70%	(471)	676
Ideo: Liberal (1-3)	7%	(47)	11%	(74)	13%	(84)	68%	(443)	648
Ideo: Moderate (4)	8%	(55)	13%	(89)	13%	(88)	65%	(438)	671
Ideo: Conservative (5-7)	7%	(48)	11%	(76)	8%	(52)	74%	(496)	673
Educ: < College	6%	(86)	11%	(157)	11%	(156)	72%	(1043)	1442
Educ: Bachelors degree	9%	(43)	13%	(64)	13%	(61)	65%	(317)	486
Educ: Post-grad	9%	(25)	12%	(32)	10%	(27)	70%	(194)	279
Income: Under 50k	7%	(80)	10%	(122)	11%	(134)	71%	(833)	1169
Income: 50k-100k	6%	(46)	12%	(84)	11%	(77)	71%	(512)	718
Income: 100k+	9%	(28)	15%	(48)	10%	(33)	66%	(209)	319
Ethnicity: White	7%	(117)	10%	(173)	9%	(160)	74%	(1252)	1702
Ethnicity: Hispanic	10%	(36)	12%	(45)	10%	(37)	69%	(262)	380
Ethnicity: Black	9%	(26)	20%	(58)	15%	(42)	56%	(158)	284
Ethnicity: Other	5%	(11)	11%	(24)	19%	(43)	65%	(143)	220
All Christian	8%	(83)	12%	(120)	11%	(108)	69%	(678)	989
All Non-Christian	10%	(15)	11%	(16)	11%	(16)	67%	(96)	142
Atheist	5%	(4)	2%	(2)	8%	(6)	84%	(67)	80
Agnostic/Nothing in particular	5%	(27)	10%	(62)	11%	(67)	74%	(436)	591
Something Else	6%	(25)	14%	(56)	12%	(47)	69%	(277)	404

Table MCSP7_4: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Bryce Young (Alabama) partnering with Dr. Pepper

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(154)	12%	(254)	11%	(244)	70%	(1554)	2206
Religious Non-Protestant/Catholic	10%	(16)	10%	(16)	11%	(17)	69%	(105)	154
Evangelical	11%	(68)	16%	(100)	11%	(68)	61%	(372)	607
Non-Evangelical	5%	(39)	9%	(70)	11%	(84)	74%	(560)	754
Community: Urban	10%	(61)	15%	(93)	12%	(78)	63%	(404)	637
Community: Suburban	6%	(58)	11%	(112)	11%	(116)	72%	(754)	1041
Community: Rural	6%	(34)	9%	(49)	9%	(50)	75%	(396)	528
Employ: Private Sector	11%	(76)	15%	(100)	13%	(88)	61%	(408)	672
Employ: Government	6%	(8)	15%	(20)	19%	(26)	60%	(80)	133
Employ: Self-Employed	12%	(22)	18%	(33)	18%	(32)	52%	(95)	182
Employ: Homemaker	5%	(8)	5%	(7)	10%	(15)	80%	(119)	149
Employ: Student	8%	(6)	7%	(5)	10%	(7)	76%	(56)	74
Employ: Retired	2%	(12)	7%	(39)	5%	(29)	86%	(509)	590
Employ: Unemployed	5%	(13)	14%	(34)	11%	(29)	70%	(177)	253
Employ: Other	6%	(9)	10%	(15)	12%	(18)	73%	(111)	152
Military HH: Yes	4%	(11)	13%	(38)	9%	(26)	74%	(217)	291
Military HH: No	7%	(143)	11%	(216)	11%	(218)	70%	(1337)	1915
RD/WT: Right Direction	11%	(76)	12%	(84)	12%	(82)	66%	(463)	705
RD/WT: Wrong Track	5%	(78)	11%	(170)	11%	(163)	73%	(1091)	1501
Biden Job Approve	9%	(88)	11%	(112)	12%	(114)	68%	(664)	978
Biden Job Disapprove	5%	(57)	12%	(133)	11%	(123)	72%	(792)	1105
Biden Job Strongly Approve	11%	(47)	12%	(49)	10%	(43)	66%	(275)	414
Biden Job Somewhat Approve	7%	(41)	11%	(63)	13%	(71)	69%	(389)	563
Biden Job Somewhat Disapprove	5%	(16)	16%	(48)	14%	(43)	65%	(199)	306
Biden Job Strongly Disapprove	5%	(41)	11%	(85)	10%	(80)	74%	(593)	800
Favorable of Biden	7%	(74)	12%	(119)	11%	(106)	70%	(692)	991
Unfavorable of Biden	6%	(66)	11%	(116)	12%	(123)	71%	(761)	1066
Very Favorable of Biden	11%	(48)	13%	(58)	11%	(48)	66%	(297)	451
Somewhat Favorable of Biden	5%	(26)	11%	(61)	11%	(58)	73%	(394)	540
Somewhat Unfavorable of Biden	7%	(17)	14%	(33)	16%	(39)	63%	(150)	239
Very Unfavorable of Biden	6%	(49)	10%	(83)	10%	(84)	74%	(611)	827

Table MCSP7_4: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Bryce Young (Alabama) partnering with Dr. Pepper

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(154)	12%	(254)	11%	(244)	70%	(1554)	2206
#1 Issue: Economy	7%	(64)	13%	(120)	13%	(123)	67%	(620)	928
#1 Issue: Security	9%	(22)	11%	(26)	10%	(25)	70%	(172)	246
#1 Issue: Health Care	8%	(16)	11%	(21)	14%	(26)	67%	(128)	192
#1 Issue: Medicare / Social Security	4%	(10)	8%	(20)	9%	(23)	80%	(212)	266
#1 Issue: Women's Issues	6%	(15)	7%	(17)	10%	(24)	77%	(187)	243
#1 Issue: Education	14%	(10)	19%	(13)	8%	(6)	58%	(40)	69
#1 Issue: Energy	9%	(13)	18%	(27)	9%	(13)	64%	(97)	150
#1 Issue: Other	3%	(3)	8%	(9)	3%	(3)	86%	(97)	113
2022 House Vote: Democrat	8%	(70)	11%	(102)	12%	(106)	69%	(625)	903
2022 House Vote: Republican	8%	(51)	13%	(85)	12%	(76)	68%	(451)	663
2022 House Vote: Someone else	4%	(3)	6%	(4)	14%	(10)	75%	(53)	71
2022 House Vote: Didnt Vote	5%	(30)	11%	(62)	9%	(52)	75%	(425)	569
2020 Vote: Joe Biden	6%	(59)	12%	(111)	12%	(106)	70%	(646)	922
2020 Vote: Donald Trump	7%	(50)	13%	(91)	10%	(72)	70%	(496)	709
2020 Vote: Other	15%	(9)	4%	(2)	9%	(6)	72%	(42)	59
2020 Vote: Didn't Vote	7%	(36)	10%	(50)	12%	(61)	72%	(370)	516
2018 House Vote: Democrat	6%	(47)	13%	(94)	11%	(84)	69%	(513)	739
2018 House Vote: Republican	7%	(45)	12%	(75)	10%	(62)	70%	(433)	615
2018 House Vote: Someone else	8%	(5)	6%	(3)	13%	(8)	73%	(44)	60
2018 House Vote: Didnt Vote	7%	(57)	10%	(81)	11%	(90)	71%	(564)	792
4-Region: Northeast	9%	(34)	12%	(47)	13%	(50)	66%	(254)	386
4-Region: Midwest	8%	(34)	7%	(34)	12%	(55)	73%	(333)	456
4-Region: South	7%	(61)	13%	(112)	10%	(82)	70%	(586)	841
4-Region: West	5%	(24)	12%	(61)	11%	(57)	73%	(381)	522
NCAA Sports Avid Fan	27%	(95)	22%	(76)	12%	(40)	39%	(135)	346
NCAA Sports Fan	14%	(140)	20%	(201)	16%	(165)	50%	(510)	1017

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

Table MCSP7_5: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Decoldest Crawford (Nebraska) partnering with SOS Heating and Cooling

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(81)	8%	(166)	10%	(224)	79%	(1734)	2206
Age: 18-34	8%	(49)	14%	(87)	17%	(106)	62%	(391)	633
Age: 35-44	4%	(15)	9%	(33)	11%	(42)	76%	(283)	372
Age: 45-64	2%	(15)	5%	(38)	8%	(60)	84%	(599)	713
Age: 65+	—	(2)	2%	(9)	3%	(16)	94%	(460)	488
Man	5%	(57)	9%	(94)	11%	(117)	75%	(804)	1072
Woman	2%	(25)	6%	(72)	9%	(107)	82%	(926)	1130
GenZers: 1997-2012	9%	(23)	17%	(46)	19%	(52)	55%	(151)	272
Millennials: 1981-1996	6%	(39)	10%	(68)	13%	(89)	71%	(474)	669
GenXers: 1965-1980	3%	(13)	7%	(34)	10%	(51)	81%	(408)	506
Baby Boomers: 1946-1964	1%	(4)	3%	(19)	5%	(32)	92%	(648)	703
PID: Dem (no lean)	3%	(28)	9%	(82)	11%	(95)	77%	(669)	874
PID: Ind (no lean)	4%	(29)	7%	(44)	10%	(65)	79%	(519)	656
PID: Rep (no lean)	4%	(25)	6%	(41)	9%	(64)	81%	(546)	676
Ideo: Liberal (1-3)	5%	(29)	8%	(54)	11%	(72)	76%	(492)	648
Ideo: Moderate (4)	4%	(30)	9%	(59)	12%	(80)	75%	(501)	671
Ideo: Conservative (5-7)	2%	(17)	6%	(38)	7%	(50)	84%	(568)	673
Educ: < College	3%	(47)	8%	(111)	10%	(146)	79%	(1137)	1442
Educ: Bachelors degree	4%	(17)	7%	(34)	11%	(52)	79%	(382)	486
Educ: Post-grad	6%	(17)	7%	(20)	10%	(27)	77%	(215)	279
Income: Under 50k	3%	(40)	8%	(88)	11%	(125)	78%	(915)	1169
Income: 50k-100k	3%	(22)	8%	(57)	10%	(73)	79%	(566)	718
Income: 100k+	6%	(19)	7%	(21)	8%	(26)	79%	(253)	319
Ethnicity: White	3%	(55)	6%	(105)	9%	(152)	82%	(1391)	1702
Ethnicity: Hispanic	4%	(15)	11%	(40)	10%	(36)	76%	(288)	380
Ethnicity: Black	6%	(18)	18%	(51)	13%	(37)	63%	(178)	284
Ethnicity: Other	4%	(9)	5%	(10)	16%	(35)	75%	(166)	220
All Christian	4%	(43)	6%	(61)	9%	(88)	81%	(797)	989
All Non-Christian	6%	(9)	11%	(16)	16%	(23)	67%	(95)	142
Atheist	—	(0)	7%	(6)	6%	(5)	87%	(69)	80
Agnostic/Nothing in particular	3%	(17)	8%	(46)	10%	(59)	79%	(469)	591
Something Else	3%	(12)	9%	(37)	12%	(50)	75%	(304)	404

Continued on next page

Table MCSP7_5: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Decoldest Crawford (Nebraska) partnering with SOS Heating and Cooling

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(81)	8%	(166)	10%	(224)	79%	(1734)	2206
Religious Non-Protestant/Catholic	6%	(10)	11%	(16)	15%	(23)	68%	(105)	154
Evangelical	6%	(35)	10%	(62)	12%	(70)	72%	(440)	607
Non-Evangelical	2%	(17)	5%	(34)	9%	(66)	84%	(636)	754
Community: Urban	7%	(46)	13%	(80)	11%	(70)	69%	(441)	637
Community: Suburban	2%	(21)	6%	(62)	11%	(109)	82%	(850)	1041
Community: Rural	3%	(15)	5%	(25)	9%	(45)	84%	(443)	528
Employ: Private Sector	6%	(39)	11%	(74)	11%	(74)	72%	(485)	672
Employ: Government	4%	(6)	10%	(13)	14%	(19)	72%	(96)	133
Employ: Self-Employed	7%	(12)	10%	(17)	18%	(33)	66%	(119)	182
Employ: Homemaker	4%	(6)	6%	(9)	9%	(13)	82%	(122)	149
Employ: Student	3%	(2)	17%	(12)	9%	(6)	72%	(53)	74
Employ: Retired	1%	(5)	2%	(14)	4%	(23)	93%	(548)	590
Employ: Unemployed	2%	(6)	8%	(21)	11%	(28)	78%	(198)	253
Employ: Other	3%	(5)	4%	(7)	18%	(28)	74%	(113)	152
Military HH: Yes	2%	(7)	4%	(12)	8%	(24)	85%	(248)	291
Military HH: No	4%	(74)	8%	(154)	10%	(200)	78%	(1486)	1915
RD/WT: Right Direction	7%	(48)	10%	(71)	13%	(90)	70%	(496)	705
RD/WT: Wrong Track	2%	(33)	6%	(95)	9%	(134)	82%	(1238)	1501
Biden Job Approve	5%	(52)	9%	(88)	10%	(101)	75%	(737)	978
Biden Job Disapprove	2%	(25)	6%	(71)	10%	(116)	81%	(894)	1105
Biden Job Strongly Approve	8%	(33)	10%	(41)	10%	(42)	72%	(298)	414
Biden Job Somewhat Approve	3%	(20)	8%	(47)	10%	(58)	78%	(439)	563
Biden Job Somewhat Disapprove	3%	(10)	9%	(26)	14%	(42)	74%	(227)	306
Biden Job Strongly Disapprove	2%	(14)	6%	(45)	9%	(74)	83%	(667)	800
Favorable of Biden	5%	(45)	9%	(94)	10%	(95)	76%	(757)	991
Unfavorable of Biden	2%	(26)	6%	(62)	11%	(117)	81%	(861)	1066
Very Favorable of Biden	8%	(34)	11%	(48)	11%	(48)	71%	(321)	451
Somewhat Favorable of Biden	2%	(11)	8%	(46)	9%	(47)	81%	(436)	540
Somewhat Unfavorable of Biden	3%	(7)	7%	(16)	15%	(36)	75%	(180)	239
Very Unfavorable of Biden	2%	(18)	6%	(47)	10%	(81)	82%	(681)	827

Continued on next page

Table MCSP7_5: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Decoldest Crawford (Nebraska) partnering with SOS Heating and Cooling

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(81)	8%	(166)	10%	(224)	79%	(1734)	2206
#1 Issue: Economy	4%	(34)	7%	(63)	12%	(110)	78%	(720)	928
#1 Issue: Security	4%	(9)	8%	(20)	10%	(24)	78%	(192)	246
#1 Issue: Health Care	4%	(7)	10%	(18)	16%	(30)	71%	(137)	192
#1 Issue: Medicare / Social Security	1%	(4)	5%	(12)	5%	(14)	89%	(235)	266
#1 Issue: Women's Issues	3%	(8)	10%	(25)	8%	(20)	79%	(191)	243
#1 Issue: Education	12%	(8)	12%	(8)	7%	(5)	70%	(48)	69
#1 Issue: Energy	5%	(8)	11%	(17)	10%	(15)	74%	(111)	150
#1 Issue: Other	3%	(3)	2%	(3)	6%	(7)	89%	(100)	113
2022 House Vote: Democrat	4%	(35)	9%	(83)	10%	(91)	77%	(694)	903
2022 House Vote: Republican	4%	(26)	5%	(31)	10%	(66)	81%	(540)	663
2022 House Vote: Someone else	3%	(2)	6%	(4)	9%	(6)	83%	(58)	71
2022 House Vote: Didnt Vote	3%	(18)	9%	(49)	11%	(61)	78%	(442)	569
2020 Vote: Joe Biden	3%	(30)	9%	(81)	10%	(91)	78%	(720)	922
2020 Vote: Donald Trump	4%	(31)	6%	(41)	9%	(61)	81%	(576)	709
2020 Vote: Other	3%	(2)	4%	(2)	11%	(6)	82%	(49)	59
2020 Vote: Didn't Vote	4%	(19)	8%	(42)	13%	(66)	76%	(390)	516
2018 House Vote: Democrat	4%	(29)	9%	(63)	10%	(72)	78%	(574)	739
2018 House Vote: Republican	3%	(20)	5%	(32)	8%	(47)	84%	(516)	615
2018 House Vote: Someone else	2%	(1)	5%	(3)	11%	(6)	83%	(50)	60
2018 House Vote: Didnt Vote	4%	(31)	9%	(68)	12%	(99)	75%	(594)	792
4-Region: Northeast	3%	(10)	8%	(31)	12%	(47)	77%	(298)	386
4-Region: Midwest	2%	(11)	7%	(30)	9%	(42)	82%	(373)	456
4-Region: South	5%	(39)	8%	(68)	9%	(77)	78%	(657)	841
4-Region: West	4%	(21)	7%	(37)	11%	(58)	78%	(406)	522
NCAA Sports Avid Fan	11%	(37)	16%	(55)	12%	(43)	61%	(212)	346
NCAA Sports Fan	6%	(64)	12%	(124)	15%	(153)	67%	(676)	1017

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

Table MCSP7_6: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Olivia Dunne (LSU) partnering with Vuori

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(76)	8%	(169)	11%	(252)	77%	(1708)	2206
Age: 18-34	7%	(47)	13%	(82)	18%	(111)	62%	(391)	633
Age: 35-44	4%	(16)	10%	(36)	12%	(43)	74%	(277)	372
Age: 45-64	2%	(11)	6%	(45)	10%	(74)	82%	(582)	713
Age: 65+	—	(2)	1%	(6)	5%	(23)	94%	(457)	488
Man	5%	(53)	10%	(108)	12%	(132)	73%	(780)	1072
Woman	2%	(24)	5%	(62)	11%	(121)	82%	(924)	1130
GenZers: 1997-2012	8%	(23)	15%	(41)	21%	(56)	56%	(152)	272
Millennials: 1981-1996	6%	(38)	10%	(69)	14%	(91)	70%	(471)	669
GenXers: 1965-1980	2%	(11)	7%	(37)	12%	(61)	79%	(398)	506
Baby Boomers: 1946-1964	—	(3)	3%	(23)	6%	(44)	90%	(634)	703
PID: Dem (no lean)	4%	(34)	9%	(75)	13%	(116)	74%	(648)	874
PID: Ind (no lean)	2%	(16)	8%	(50)	11%	(72)	79%	(519)	656
PID: Rep (no lean)	4%	(26)	7%	(45)	10%	(65)	80%	(540)	676
Ideo: Liberal (1-3)	6%	(39)	7%	(46)	13%	(87)	73%	(476)	648
Ideo: Moderate (4)	3%	(20)	10%	(68)	12%	(82)	75%	(501)	671
Ideo: Conservative (5-7)	2%	(16)	6%	(42)	9%	(57)	83%	(558)	673
Educ: < College	3%	(44)	7%	(103)	12%	(173)	78%	(1121)	1442
Educ: Bachelors degree	3%	(12)	8%	(40)	11%	(55)	78%	(379)	486
Educ: Post-grad	7%	(20)	10%	(27)	9%	(24)	75%	(208)	279
Income: Under 50k	3%	(31)	7%	(83)	13%	(154)	77%	(901)	1169
Income: 50k-100k	4%	(27)	8%	(59)	10%	(70)	78%	(563)	718
Income: 100k+	6%	(18)	9%	(27)	9%	(29)	77%	(244)	319
Ethnicity: White	3%	(58)	6%	(101)	10%	(170)	81%	(1374)	1702
Ethnicity: Hispanic	5%	(19)	9%	(33)	13%	(50)	73%	(279)	380
Ethnicity: Black	4%	(11)	16%	(45)	19%	(54)	61%	(174)	284
Ethnicity: Other	4%	(8)	11%	(23)	13%	(28)	73%	(160)	220
All Christian	4%	(40)	6%	(59)	11%	(113)	79%	(777)	989
All Non-Christian	10%	(14)	13%	(19)	9%	(13)	68%	(96)	142
Atheist	6%	(5)	3%	(3)	3%	(3)	87%	(70)	80
Agnostic/Nothing in particular	1%	(7)	8%	(44)	12%	(69)	80%	(471)	591
Something Else	3%	(10)	11%	(44)	14%	(56)	73%	(293)	404

Table MCSP7_6: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Olivia Dunne (LSU) partnering with Vuori

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(76)	8%	(169)	11%	(252)	77%	(1708)	2206
Religious Non-Protestant/Catholic	10%	(15)	12%	(19)	8%	(13)	70%	(107)	154
Evangelical	5%	(31)	10%	(63)	15%	(94)	69%	(420)	607
Non-Evangelical	2%	(18)	5%	(38)	10%	(73)	83%	(625)	754
Community: Urban	7%	(44)	11%	(70)	14%	(87)	69%	(436)	637
Community: Suburban	2%	(25)	7%	(70)	12%	(120)	79%	(825)	1041
Community: Rural	1%	(8)	6%	(29)	9%	(45)	85%	(447)	528
Employ: Private Sector	6%	(39)	10%	(69)	14%	(93)	70%	(472)	672
Employ: Government	7%	(9)	11%	(14)	12%	(16)	71%	(94)	133
Employ: Self-Employed	6%	(10)	12%	(21)	21%	(39)	62%	(112)	182
Employ: Homemaker	2%	(3)	6%	(10)	10%	(15)	81%	(121)	149
Employ: Student	3%	(2)	17%	(13)	14%	(10)	66%	(49)	74
Employ: Retired	1%	(4)	2%	(13)	6%	(34)	91%	(538)	590
Employ: Unemployed	1%	(4)	7%	(17)	11%	(28)	81%	(205)	253
Employ: Other	4%	(6)	9%	(13)	11%	(17)	76%	(116)	152
Military HH: Yes	2%	(6)	4%	(12)	11%	(33)	83%	(240)	291
Military HH: No	4%	(70)	8%	(158)	11%	(220)	77%	(1467)	1915
RD/WT: Right Direction	6%	(44)	10%	(72)	14%	(99)	69%	(490)	705
RD/WT: Wrong Track	2%	(32)	6%	(97)	10%	(153)	81%	(1218)	1501
Biden Job Approve	6%	(59)	9%	(86)	12%	(120)	73%	(712)	978
Biden Job Disapprove	2%	(17)	7%	(79)	11%	(118)	81%	(891)	1105
Biden Job Strongly Approve	9%	(39)	9%	(37)	12%	(50)	70%	(288)	414
Biden Job Somewhat Approve	4%	(20)	9%	(49)	12%	(70)	75%	(424)	563
Biden Job Somewhat Disapprove	1%	(3)	10%	(31)	11%	(35)	78%	(237)	306
Biden Job Strongly Disapprove	2%	(13)	6%	(48)	10%	(84)	82%	(654)	800
Favorable of Biden	5%	(51)	9%	(87)	11%	(110)	75%	(743)	991
Unfavorable of Biden	2%	(18)	7%	(77)	11%	(119)	80%	(853)	1066
Very Favorable of Biden	7%	(33)	10%	(46)	12%	(52)	71%	(320)	451
Somewhat Favorable of Biden	3%	(18)	8%	(41)	11%	(58)	78%	(423)	540
Somewhat Unfavorable of Biden	2%	(4)	9%	(20)	13%	(31)	77%	(184)	239
Very Unfavorable of Biden	2%	(14)	7%	(56)	11%	(88)	81%	(669)	827

Table MCSP7_6: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Olivia Dunne (LSU) partnering with Vuori

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(76)	8%	(169)	11%	(252)	77%	(1708)	2206
#1 Issue: Economy	3%	(27)	9%	(79)	11%	(102)	78%	(720)	928
#1 Issue: Security	4%	(9)	6%	(15)	17%	(41)	74%	(181)	246
#1 Issue: Health Care	8%	(14)	9%	(17)	18%	(34)	66%	(126)	192
#1 Issue: Medicare / Social Security	2%	(5)	3%	(9)	8%	(22)	87%	(230)	266
#1 Issue: Women's Issues	3%	(6)	7%	(18)	10%	(23)	81%	(195)	243
#1 Issue: Education	13%	(9)	15%	(10)	6%	(4)	67%	(46)	69
#1 Issue: Energy	4%	(6)	10%	(14)	14%	(22)	72%	(108)	150
#1 Issue: Other	—	(0)	6%	(6)	5%	(5)	90%	(101)	113
2022 House Vote: Democrat	4%	(38)	9%	(78)	11%	(104)	76%	(683)	903
2022 House Vote: Republican	4%	(24)	7%	(44)	12%	(77)	78%	(518)	663
2022 House Vote: Someone else	2%	(1)	9%	(6)	10%	(7)	80%	(56)	71
2022 House Vote: Didnt Vote	2%	(13)	7%	(41)	11%	(65)	79%	(451)	569
2020 Vote: Joe Biden	4%	(35)	8%	(77)	11%	(98)	77%	(712)	922
2020 Vote: Donald Trump	3%	(23)	7%	(53)	11%	(77)	79%	(556)	709
2020 Vote: Other	7%	(4)	3%	(2)	9%	(6)	81%	(48)	59
2020 Vote: Didn't Vote	3%	(15)	7%	(38)	14%	(72)	76%	(392)	516
2018 House Vote: Democrat	4%	(29)	8%	(61)	11%	(82)	77%	(567)	739
2018 House Vote: Republican	3%	(17)	6%	(37)	10%	(61)	81%	(500)	615
2018 House Vote: Someone else	2%	(1)	7%	(4)	10%	(6)	82%	(49)	60
2018 House Vote: Didnt Vote	4%	(30)	8%	(67)	13%	(104)	75%	(591)	792
4-Region: Northeast	3%	(13)	9%	(35)	12%	(47)	75%	(292)	386
4-Region: Midwest	2%	(8)	7%	(30)	10%	(48)	81%	(370)	456
4-Region: South	4%	(35)	8%	(64)	11%	(91)	77%	(651)	841
4-Region: West	4%	(20)	8%	(40)	13%	(67)	76%	(396)	522
NCAA Sports Avid Fan	11%	(39)	16%	(54)	16%	(56)	57%	(196)	346
NCAA Sports Fan	6%	(60)	13%	(129)	17%	(171)	65%	(658)	1017

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

Table MCSP7_7: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Paige Bueckers (UConn) partnering with Crocs

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(100)	8%	(179)	11%	(249)	76%	(1678)	2206
Age: 18-34	10%	(62)	15%	(92)	15%	(97)	60%	(382)	633
Age: 35-44	5%	(18)	8%	(30)	13%	(47)	75%	(278)	372
Age: 45-64	2%	(17)	6%	(44)	11%	(82)	80%	(570)	713
Age: 65+	1%	(3)	3%	(13)	5%	(23)	92%	(449)	488
Man	6%	(61)	10%	(108)	12%	(133)	72%	(769)	1072
Woman	3%	(38)	6%	(72)	10%	(115)	80%	(904)	1130
GenZers: 1997-2012	13%	(34)	17%	(46)	15%	(40)	56%	(151)	272
Millennials: 1981-1996	6%	(43)	10%	(70)	15%	(99)	68%	(457)	669
GenXers: 1965-1980	3%	(14)	7%	(36)	13%	(68)	77%	(388)	506
Baby Boomers: 1946-1964	1%	(7)	4%	(27)	6%	(39)	90%	(631)	703
PID: Dem (no lean)	5%	(47)	9%	(75)	12%	(102)	74%	(650)	874
PID: Ind (no lean)	4%	(24)	7%	(47)	12%	(79)	77%	(508)	656
PID: Rep (no lean)	4%	(29)	9%	(58)	10%	(69)	77%	(520)	676
Ideo: Liberal (1-3)	7%	(43)	9%	(55)	13%	(82)	72%	(468)	648
Ideo: Moderate (4)	5%	(33)	9%	(59)	13%	(87)	73%	(492)	671
Ideo: Conservative (5-7)	3%	(22)	7%	(47)	9%	(60)	81%	(545)	673
Educ: < College	4%	(60)	8%	(112)	12%	(167)	76%	(1103)	1442
Educ: Bachelors degree	3%	(17)	9%	(43)	11%	(55)	76%	(370)	486
Educ: Post-grad	8%	(23)	9%	(24)	10%	(27)	74%	(206)	279
Income: Under 50k	4%	(49)	8%	(88)	12%	(139)	76%	(893)	1169
Income: 50k-100k	4%	(29)	9%	(63)	12%	(87)	75%	(539)	718
Income: 100k+	7%	(21)	9%	(27)	7%	(23)	77%	(247)	319
Ethnicity: White	4%	(72)	7%	(126)	10%	(164)	79%	(1341)	1702
Ethnicity: Hispanic	8%	(29)	10%	(38)	12%	(47)	70%	(266)	380
Ethnicity: Black	7%	(20)	13%	(38)	17%	(50)	62%	(176)	284
Ethnicity: Other	4%	(8)	7%	(16)	16%	(36)	73%	(161)	220
All Christian	5%	(50)	7%	(74)	11%	(113)	76%	(752)	989
All Non-Christian	8%	(12)	10%	(14)	13%	(19)	68%	(97)	142
Atheist	4%	(3)	6%	(5)	3%	(2)	87%	(69)	80
Agnostic/Nothing in particular	3%	(18)	8%	(47)	12%	(69)	77%	(457)	591
Something Else	4%	(16)	10%	(40)	11%	(46)	75%	(302)	404

Table MCSP7_7: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Paige Bueckers (UConn) partnering with Crocs

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(100)	8%	(179)	11%	(249)	76%	(1678)	2206
Religious Non-Protestant/Catholic	8%	(12)	10%	(15)	13%	(19)	70%	(107)	154
Evangelical	6%	(38)	11%	(68)	13%	(78)	70%	(423)	607
Non-Evangelical	4%	(27)	6%	(42)	10%	(78)	80%	(607)	754
Community: Urban	7%	(44)	13%	(83)	12%	(79)	68%	(431)	637
Community: Suburban	3%	(35)	7%	(69)	12%	(123)	78%	(815)	1041
Community: Rural	4%	(21)	5%	(27)	9%	(47)	82%	(432)	528
Employ: Private Sector	7%	(47)	10%	(70)	13%	(89)	69%	(466)	672
Employ: Government	8%	(11)	15%	(21)	10%	(13)	66%	(88)	133
Employ: Self-Employed	8%	(14)	12%	(22)	17%	(31)	63%	(115)	182
Employ: Homemaker	5%	(7)	3%	(5)	9%	(14)	83%	(123)	149
Employ: Student	7%	(5)	13%	(9)	9%	(7)	71%	(53)	74
Employ: Retired	—	(2)	4%	(22)	7%	(39)	89%	(526)	590
Employ: Unemployed	3%	(7)	5%	(12)	16%	(40)	77%	(195)	253
Employ: Other	4%	(6)	12%	(18)	11%	(16)	74%	(112)	152
Military HH: Yes	3%	(8)	7%	(20)	11%	(32)	80%	(232)	291
Military HH: No	5%	(92)	8%	(159)	11%	(217)	76%	(1447)	1915
RD/WT: Right Direction	7%	(47)	12%	(84)	12%	(84)	69%	(490)	705
RD/WT: Wrong Track	4%	(53)	6%	(95)	11%	(165)	79%	(1189)	1501
Biden Job Approve	6%	(61)	9%	(92)	11%	(105)	74%	(720)	978
Biden Job Disapprove	3%	(37)	7%	(77)	12%	(134)	78%	(857)	1105
Biden Job Strongly Approve	9%	(35)	11%	(44)	9%	(39)	71%	(296)	414
Biden Job Somewhat Approve	5%	(26)	8%	(47)	12%	(66)	75%	(424)	563
Biden Job Somewhat Disapprove	6%	(17)	9%	(27)	14%	(43)	71%	(218)	306
Biden Job Strongly Disapprove	2%	(20)	6%	(50)	11%	(91)	80%	(638)	800
Favorable of Biden	6%	(57)	8%	(82)	11%	(107)	75%	(745)	991
Unfavorable of Biden	3%	(37)	7%	(78)	12%	(128)	77%	(823)	1066
Very Favorable of Biden	8%	(38)	10%	(45)	10%	(44)	72%	(324)	451
Somewhat Favorable of Biden	4%	(19)	7%	(37)	12%	(62)	78%	(421)	540
Somewhat Unfavorable of Biden	5%	(12)	9%	(23)	14%	(32)	72%	(172)	239
Very Unfavorable of Biden	3%	(25)	7%	(55)	12%	(96)	79%	(651)	827

Table MCSP7_7: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Paige Bueckers (UConn) partnering with Crocs

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(100)	8%	(179)	11%	(249)	76%	(1678)	2206
#1 Issue: Economy	5%	(42)	9%	(81)	12%	(110)	75%	(695)	928
#1 Issue: Security	4%	(9)	11%	(26)	12%	(28)	74%	(182)	246
#1 Issue: Health Care	5%	(10)	7%	(13)	21%	(40)	67%	(129)	192
#1 Issue: Medicare / Social Security	2%	(5)	3%	(8)	6%	(17)	89%	(236)	266
#1 Issue: Women's Issues	4%	(10)	9%	(22)	8%	(18)	79%	(192)	243
#1 Issue: Education	20%	(14)	16%	(11)	11%	(8)	53%	(37)	69
#1 Issue: Energy	6%	(9)	8%	(13)	14%	(20)	72%	(108)	150
#1 Issue: Other	1%	(1)	4%	(5)	7%	(8)	88%	(100)	113
2022 House Vote: Democrat	5%	(49)	8%	(76)	11%	(100)	75%	(678)	903
2022 House Vote: Republican	4%	(28)	9%	(60)	13%	(84)	74%	(492)	663
2022 House Vote: Someone else	—	(0)	5%	(4)	11%	(8)	83%	(59)	71
2022 House Vote: Didnt Vote	4%	(23)	7%	(40)	10%	(57)	79%	(449)	569
2020 Vote: Joe Biden	5%	(46)	8%	(71)	10%	(97)	77%	(709)	922
2020 Vote: Donald Trump	4%	(30)	9%	(65)	12%	(85)	75%	(529)	709
2020 Vote: Other	2%	(1)	7%	(4)	7%	(4)	84%	(50)	59
2020 Vote: Didn't Vote	5%	(23)	8%	(39)	12%	(62)	76%	(391)	516
2018 House Vote: Democrat	5%	(34)	9%	(68)	10%	(76)	76%	(561)	739
2018 House Vote: Republican	3%	(18)	8%	(50)	10%	(63)	79%	(485)	615
2018 House Vote: Someone else	2%	(1)	1%	(1)	13%	(8)	84%	(51)	60
2018 House Vote: Didnt Vote	6%	(47)	8%	(61)	13%	(102)	73%	(582)	792
4-Region: Northeast	5%	(19)	9%	(36)	15%	(59)	70%	(272)	386
4-Region: Midwest	2%	(8)	8%	(37)	10%	(46)	80%	(365)	456
4-Region: South	5%	(46)	8%	(65)	11%	(90)	76%	(640)	841
4-Region: West	5%	(27)	8%	(41)	10%	(54)	77%	(401)	522
NCAA Sports Avid Fan	13%	(46)	18%	(62)	15%	(51)	54%	(187)	346
NCAA Sports Fan	8%	(77)	13%	(132)	17%	(176)	62%	(631)	1017

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

Table MCSP7_8: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Hailey Van Lith (Louisville) partnering with JCPenney

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(87)	8%	(186)	10%	(223)	78%	(1711)	2206
Age: 18-34	9%	(55)	15%	(97)	15%	(96)	61%	(385)	633
Age: 35-44	4%	(15)	10%	(36)	12%	(44)	74%	(277)	372
Age: 45-64	2%	(15)	6%	(46)	8%	(60)	83%	(592)	713
Age: 65+	—	(2)	1%	(7)	5%	(22)	94%	(457)	488
Man	5%	(58)	10%	(108)	12%	(130)	72%	(775)	1072
Woman	2%	(28)	7%	(77)	8%	(93)	82%	(931)	1130
GenZers: 1997-2012	10%	(27)	17%	(47)	18%	(48)	55%	(150)	272
Millennials: 1981-1996	6%	(41)	12%	(77)	13%	(87)	69%	(464)	669
GenXers: 1965-1980	3%	(14)	7%	(38)	10%	(52)	79%	(402)	506
Baby Boomers: 1946-1964	—	(3)	3%	(24)	5%	(34)	91%	(643)	703
PID: Dem (no lean)	4%	(38)	10%	(89)	10%	(84)	76%	(663)	874
PID: Ind (no lean)	3%	(19)	7%	(47)	11%	(72)	79%	(517)	656
PID: Rep (no lean)	4%	(29)	7%	(49)	10%	(67)	78%	(530)	676
Ideo: Liberal (1-3)	5%	(30)	10%	(64)	11%	(70)	75%	(484)	648
Ideo: Moderate (4)	5%	(34)	10%	(64)	11%	(73)	74%	(499)	671
Ideo: Conservative (5-7)	3%	(20)	7%	(47)	8%	(52)	82%	(554)	673
Educ: < College	4%	(55)	8%	(116)	11%	(154)	77%	(1116)	1442
Educ: Bachelors degree	3%	(13)	10%	(49)	9%	(43)	78%	(381)	486
Educ: Post-grad	7%	(18)	8%	(21)	9%	(25)	77%	(214)	279
Income: Under 50k	4%	(45)	8%	(90)	11%	(127)	78%	(907)	1169
Income: 50k-100k	3%	(24)	9%	(66)	10%	(70)	78%	(558)	718
Income: 100k+	5%	(17)	9%	(29)	8%	(26)	77%	(246)	319
Ethnicity: White	4%	(66)	7%	(114)	9%	(148)	81%	(1374)	1702
Ethnicity: Hispanic	8%	(29)	8%	(31)	12%	(46)	72%	(274)	380
Ethnicity: Black	3%	(9)	19%	(53)	15%	(42)	64%	(180)	284
Ethnicity: Other	5%	(11)	9%	(19)	15%	(33)	71%	(157)	220
All Christian	4%	(39)	7%	(74)	10%	(95)	79%	(781)	989
All Non-Christian	8%	(12)	15%	(21)	10%	(14)	67%	(95)	142
Atheist	3%	(3)	4%	(3)	5%	(4)	88%	(71)	80
Agnostic/Nothing in particular	2%	(14)	7%	(44)	11%	(68)	79%	(466)	591
Something Else	5%	(19)	11%	(44)	11%	(43)	74%	(298)	404

Table MCSP7_8: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Hailey Van Lith (Louisville) partnering with JCPenney

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(87)	8%	(186)	10%	(223)	78%	(1711)	2206
Religious Non-Protestant/Catholic	8%	(12)	15%	(22)	9%	(14)	68%	(105)	154
Evangelical	6%	(39)	12%	(75)	12%	(70)	70%	(423)	607
Non-Evangelical	2%	(17)	5%	(40)	9%	(66)	84%	(631)	754
Community: Urban	7%	(47)	15%	(95)	10%	(62)	68%	(432)	637
Community: Suburban	2%	(26)	6%	(62)	11%	(117)	80%	(837)	1041
Community: Rural	3%	(14)	5%	(28)	8%	(44)	84%	(442)	528
Employ: Private Sector	6%	(41)	13%	(89)	11%	(76)	69%	(467)	672
Employ: Government	7%	(10)	11%	(14)	10%	(13)	72%	(96)	133
Employ: Self-Employed	6%	(10)	12%	(22)	20%	(37)	62%	(112)	182
Employ: Homemaker	2%	(4)	5%	(8)	10%	(14)	83%	(124)	149
Employ: Student	2%	(2)	6%	(5)	22%	(16)	69%	(51)	74
Employ: Retired	1%	(4)	3%	(18)	4%	(21)	93%	(547)	590
Employ: Unemployed	4%	(9)	9%	(23)	9%	(24)	78%	(198)	253
Employ: Other	5%	(8)	5%	(8)	14%	(21)	76%	(116)	152
Military HH: Yes	2%	(6)	5%	(13)	7%	(20)	86%	(252)	291
Military HH: No	4%	(81)	9%	(172)	11%	(203)	76%	(1459)	1915
RD/WT: Right Direction	6%	(45)	12%	(87)	10%	(73)	71%	(500)	705
RD/WT: Wrong Track	3%	(42)	7%	(99)	10%	(150)	81%	(1211)	1501
Biden Job Approve	6%	(60)	11%	(103)	9%	(87)	74%	(728)	978
Biden Job Disapprove	2%	(25)	7%	(77)	11%	(125)	79%	(878)	1105
Biden Job Strongly Approve	9%	(37)	12%	(51)	7%	(30)	72%	(296)	414
Biden Job Somewhat Approve	4%	(24)	9%	(51)	10%	(57)	77%	(432)	563
Biden Job Somewhat Disapprove	3%	(9)	11%	(33)	11%	(35)	75%	(229)	306
Biden Job Strongly Disapprove	2%	(16)	6%	(44)	11%	(90)	81%	(649)	800
Favorable of Biden	5%	(47)	11%	(110)	8%	(82)	76%	(752)	991
Unfavorable of Biden	3%	(29)	7%	(70)	12%	(126)	79%	(842)	1066
Very Favorable of Biden	7%	(32)	13%	(57)	9%	(40)	71%	(322)	451
Somewhat Favorable of Biden	3%	(14)	10%	(53)	8%	(42)	80%	(431)	540
Somewhat Unfavorable of Biden	5%	(11)	9%	(22)	12%	(28)	75%	(179)	239
Very Unfavorable of Biden	2%	(17)	6%	(48)	12%	(98)	80%	(663)	827

Table MCSP7_8: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Hailey Van Lith (Louisville) partnering with JCPenney

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(87)	8%	(186)	10%	(223)	78%	(1711)	2206
#1 Issue: Economy	4%	(35)	8%	(74)	12%	(107)	77%	(712)	928
#1 Issue: Security	7%	(17)	8%	(20)	11%	(28)	74%	(181)	246
#1 Issue: Health Care	6%	(12)	15%	(29)	13%	(25)	66%	(127)	192
#1 Issue: Medicare / Social Security	1%	(4)	4%	(10)	5%	(13)	90%	(239)	266
#1 Issue: Women's Issues	3%	(6)	8%	(20)	9%	(21)	81%	(196)	243
#1 Issue: Education	11%	(8)	10%	(7)	9%	(6)	70%	(49)	69
#1 Issue: Energy	3%	(4)	14%	(21)	12%	(18)	72%	(107)	150
#1 Issue: Other	1%	(2)	5%	(5)	5%	(5)	89%	(101)	113
2022 House Vote: Democrat	4%	(41)	10%	(93)	9%	(83)	76%	(686)	903
2022 House Vote: Republican	5%	(31)	7%	(48)	10%	(65)	78%	(519)	663
2022 House Vote: Someone else	—	(0)	6%	(4)	14%	(10)	81%	(57)	71
2022 House Vote: Didnt Vote	3%	(15)	7%	(40)	11%	(65)	79%	(449)	569
2020 Vote: Joe Biden	4%	(36)	9%	(85)	8%	(78)	78%	(723)	922
2020 Vote: Donald Trump	4%	(28)	8%	(55)	11%	(76)	78%	(549)	709
2020 Vote: Other	6%	(3)	1%	(1)	10%	(6)	83%	(49)	59
2020 Vote: Didn't Vote	4%	(19)	9%	(45)	12%	(63)	75%	(389)	516
2018 House Vote: Democrat	4%	(28)	9%	(70)	9%	(64)	78%	(577)	739
2018 House Vote: Republican	4%	(23)	6%	(39)	9%	(57)	81%	(496)	615
2018 House Vote: Someone else	2%	(1)	1%	(1)	11%	(7)	86%	(52)	60
2018 House Vote: Didnt Vote	4%	(35)	10%	(76)	12%	(95)	74%	(585)	792
4-Region: Northeast	4%	(16)	10%	(37)	15%	(57)	72%	(276)	386
4-Region: Midwest	1%	(6)	6%	(29)	10%	(46)	82%	(375)	456
4-Region: South	5%	(38)	9%	(76)	8%	(71)	78%	(656)	841
4-Region: West	5%	(26)	8%	(43)	9%	(50)	77%	(403)	522
NCAA Sports Avid Fan	12%	(42)	17%	(60)	13%	(44)	58%	(200)	346
NCAA Sports Fan	7%	(68)	14%	(140)	15%	(151)	65%	(657)	1017

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

Table MCSP7_9: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Suni Lee (Auburn) partnering with Amazon

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(103)	10%	(213)	12%	(260)	74%	(1631)	2206
Age: 18-34	10%	(61)	15%	(98)	18%	(111)	57%	(362)	633
Age: 35-44	5%	(17)	12%	(44)	11%	(42)	73%	(270)	372
Age: 45-64	3%	(22)	9%	(61)	10%	(72)	78%	(557)	713
Age: 65+	—	(2)	2%	(11)	7%	(35)	90%	(440)	488
Man	7%	(72)	9%	(98)	14%	(145)	71%	(757)	1072
Woman	3%	(31)	10%	(115)	10%	(115)	77%	(869)	1130
GenZers: 1997-2012	11%	(29)	20%	(54)	19%	(52)	50%	(136)	272
Millennials: 1981-1996	7%	(46)	12%	(77)	14%	(95)	67%	(451)	669
GenXers: 1965-1980	4%	(21)	10%	(50)	11%	(53)	75%	(382)	506
Baby Boomers: 1946-1964	1%	(5)	4%	(31)	8%	(58)	87%	(609)	703
PID: Dem (no lean)	6%	(48)	12%	(104)	13%	(109)	70%	(612)	874
PID: Ind (no lean)	4%	(25)	8%	(52)	11%	(73)	77%	(507)	656
PID: Rep (no lean)	4%	(29)	8%	(57)	12%	(78)	76%	(511)	676
Ideo: Liberal (1-3)	6%	(41)	12%	(75)	14%	(88)	69%	(445)	648
Ideo: Moderate (4)	4%	(30)	12%	(82)	13%	(88)	70%	(471)	671
Ideo: Conservative (5-7)	4%	(27)	7%	(48)	9%	(61)	80%	(537)	673
Educ: < College	4%	(59)	10%	(138)	12%	(169)	75%	(1076)	1442
Educ: Bachelors degree	5%	(27)	8%	(41)	13%	(65)	73%	(353)	486
Educ: Post-grad	6%	(17)	12%	(34)	9%	(26)	72%	(201)	279
Income: Under 50k	5%	(56)	9%	(107)	12%	(137)	74%	(869)	1169
Income: 50k-100k	4%	(28)	11%	(79)	12%	(86)	73%	(526)	718
Income: 100k+	6%	(19)	9%	(27)	12%	(37)	74%	(236)	319
Ethnicity: White	4%	(73)	9%	(152)	10%	(170)	77%	(1307)	1702
Ethnicity: Hispanic	8%	(30)	16%	(60)	13%	(50)	63%	(239)	380
Ethnicity: Black	6%	(18)	13%	(38)	21%	(59)	60%	(169)	284
Ethnicity: Other	5%	(12)	10%	(22)	14%	(31)	70%	(155)	220
All Christian	5%	(51)	10%	(97)	12%	(115)	73%	(726)	989
All Non-Christian	7%	(10)	15%	(21)	13%	(19)	65%	(93)	142
Atheist	5%	(4)	1%	(1)	11%	(9)	82%	(66)	80
Agnostic/Nothing in particular	3%	(16)	9%	(51)	12%	(68)	77%	(457)	591
Something Else	5%	(22)	11%	(43)	12%	(49)	72%	(289)	404

Table MCSP7_9: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Suni Lee (Auburn) partnering with Amazon

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(103)	10%	(213)	12%	(260)	74%	(1631)	2206
Religious Non-Protestant/Catholic	7%	(11)	14%	(22)	12%	(19)	66%	(102)	154
Evangelical	8%	(48)	11%	(66)	14%	(87)	67%	(406)	607
Non-Evangelical	3%	(22)	9%	(70)	10%	(76)	78%	(585)	754
Community: Urban	8%	(49)	16%	(102)	11%	(73)	65%	(413)	637
Community: Suburban	3%	(33)	7%	(73)	13%	(132)	77%	(804)	1041
Community: Rural	4%	(21)	7%	(38)	11%	(56)	78%	(414)	528
Employ: Private Sector	8%	(51)	12%	(81)	14%	(92)	67%	(449)	672
Employ: Government	6%	(8)	10%	(14)	15%	(20)	68%	(91)	133
Employ: Self-Employed	8%	(15)	14%	(26)	17%	(31)	60%	(110)	182
Employ: Homemaker	4%	(5)	9%	(13)	10%	(15)	77%	(116)	149
Employ: Student	2%	(1)	13%	(10)	19%	(14)	66%	(49)	74
Employ: Retired	—	(3)	4%	(23)	7%	(41)	89%	(523)	590
Employ: Unemployed	5%	(14)	12%	(31)	10%	(27)	72%	(182)	253
Employ: Other	4%	(6)	10%	(15)	13%	(19)	73%	(112)	152
Military HH: Yes	3%	(9)	8%	(25)	10%	(29)	79%	(229)	291
Military HH: No	5%	(94)	10%	(188)	12%	(231)	73%	(1402)	1915
RD/WT: Right Direction	8%	(57)	13%	(90)	14%	(97)	65%	(461)	705
RD/WT: Wrong Track	3%	(46)	8%	(122)	11%	(163)	78%	(1170)	1501
Biden Job Approve	7%	(73)	11%	(112)	13%	(124)	68%	(669)	978
Biden Job Disapprove	3%	(29)	8%	(92)	11%	(127)	78%	(857)	1105
Biden Job Strongly Approve	10%	(40)	13%	(54)	13%	(55)	64%	(266)	414
Biden Job Somewhat Approve	6%	(33)	10%	(58)	12%	(69)	71%	(403)	563
Biden Job Somewhat Disapprove	2%	(6)	11%	(33)	15%	(45)	72%	(221)	306
Biden Job Strongly Disapprove	3%	(23)	7%	(59)	10%	(82)	80%	(636)	800
Favorable of Biden	7%	(65)	11%	(109)	12%	(116)	71%	(700)	991
Unfavorable of Biden	3%	(32)	9%	(92)	12%	(124)	77%	(818)	1066
Very Favorable of Biden	9%	(42)	13%	(58)	12%	(55)	66%	(296)	451
Somewhat Favorable of Biden	4%	(23)	10%	(52)	11%	(61)	75%	(404)	540
Somewhat Unfavorable of Biden	3%	(8)	11%	(27)	12%	(28)	74%	(176)	239
Very Unfavorable of Biden	3%	(24)	8%	(65)	12%	(96)	78%	(642)	827

Continued on next page

Table MCSP7_9: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Suni Lee (Auburn) partnering with Amazon

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(103)	10%	(213)	12%	(260)	74%	(1631)	2206
#1 Issue: Economy	4%	(35)	11%	(98)	12%	(112)	74%	(682)	928
#1 Issue: Security	6%	(14)	11%	(27)	12%	(29)	72%	(176)	246
#1 Issue: Health Care	9%	(17)	9%	(17)	18%	(34)	65%	(124)	192
#1 Issue: Medicare / Social Security	2%	(5)	6%	(15)	10%	(26)	83%	(219)	266
#1 Issue: Women's Issues	4%	(10)	8%	(20)	11%	(26)	77%	(186)	243
#1 Issue: Education	12%	(8)	17%	(12)	10%	(7)	61%	(42)	69
#1 Issue: Energy	7%	(10)	12%	(18)	13%	(20)	68%	(102)	150
#1 Issue: Other	3%	(3)	4%	(4)	6%	(6)	88%	(99)	113
2022 House Vote: Democrat	6%	(56)	12%	(112)	12%	(104)	70%	(630)	903
2022 House Vote: Republican	4%	(29)	8%	(51)	13%	(85)	75%	(498)	663
2022 House Vote: Someone else	—	(0)	2%	(1)	12%	(9)	86%	(61)	71
2022 House Vote: Didnt Vote	3%	(18)	8%	(48)	11%	(62)	78%	(442)	569
2020 Vote: Joe Biden	5%	(49)	11%	(101)	11%	(100)	73%	(672)	922
2020 Vote: Donald Trump	5%	(32)	8%	(54)	13%	(91)	75%	(531)	709
2020 Vote: Other	7%	(4)	3%	(2)	13%	(8)	77%	(46)	59
2020 Vote: Didn't Vote	3%	(18)	11%	(55)	12%	(61)	74%	(382)	516
2018 House Vote: Democrat	5%	(39)	11%	(80)	12%	(86)	72%	(534)	739
2018 House Vote: Republican	4%	(27)	8%	(47)	11%	(67)	77%	(475)	615
2018 House Vote: Someone else	2%	(1)	4%	(2)	14%	(8)	81%	(49)	60
2018 House Vote: Didnt Vote	5%	(36)	11%	(84)	13%	(99)	72%	(573)	792
4-Region: Northeast	5%	(20)	11%	(41)	14%	(54)	70%	(271)	386
4-Region: Midwest	3%	(13)	7%	(31)	12%	(53)	79%	(359)	456
4-Region: South	6%	(48)	10%	(84)	11%	(93)	73%	(617)	841
4-Region: West	4%	(22)	11%	(56)	12%	(60)	74%	(384)	522
NCAA Sports Avid Fan	15%	(51)	19%	(64)	18%	(61)	49%	(169)	346
NCAA Sports Fan	8%	(83)	15%	(153)	17%	(174)	60%	(606)	1017

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

Table MCSP7_10: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Hanna and Haley Cavinder (UMiami) partnering with Boost Mobile

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(92)	8%	(185)	10%	(221)	77%	(1708)	2206
Age: 18-34	9%	(60)	15%	(94)	15%	(98)	60%	(381)	633
Age: 35-44	5%	(17)	9%	(33)	11%	(41)	75%	(281)	372
Age: 45-64	2%	(12)	7%	(50)	8%	(59)	83%	(591)	713
Age: 65+	1%	(3)	2%	(8)	5%	(23)	93%	(454)	488
Man	5%	(51)	10%	(110)	12%	(125)	73%	(786)	1072
Woman	4%	(41)	7%	(75)	8%	(96)	81%	(917)	1130
GenZers: 1997-2012	11%	(31)	16%	(44)	17%	(47)	55%	(150)	272
Millennials: 1981-1996	7%	(44)	12%	(79)	13%	(85)	69%	(461)	669
GenXers: 1965-1980	2%	(10)	8%	(43)	9%	(45)	81%	(409)	506
Baby Boomers: 1946-1964	1%	(6)	3%	(20)	6%	(41)	90%	(636)	703
PID: Dem (no lean)	5%	(45)	10%	(86)	11%	(93)	74%	(650)	874
PID: Ind (no lean)	3%	(22)	9%	(57)	9%	(60)	79%	(517)	656
PID: Rep (no lean)	4%	(26)	6%	(43)	10%	(67)	80%	(540)	676
Ideo: Liberal (1-3)	6%	(39)	10%	(65)	10%	(67)	74%	(477)	648
Ideo: Moderate (4)	4%	(28)	10%	(66)	13%	(85)	73%	(491)	671
Ideo: Conservative (5-7)	3%	(19)	5%	(33)	8%	(55)	84%	(566)	673
Educ: < College	4%	(57)	8%	(119)	10%	(139)	78%	(1127)	1442
Educ: Bachelors degree	4%	(17)	9%	(42)	11%	(54)	77%	(372)	486
Educ: Post-grad	7%	(18)	9%	(24)	10%	(28)	75%	(209)	279
Income: Under 50k	4%	(46)	9%	(109)	10%	(111)	77%	(903)	1169
Income: 50k-100k	4%	(28)	7%	(49)	12%	(89)	77%	(553)	718
Income: 100k+	6%	(19)	9%	(27)	7%	(21)	79%	(252)	319
Ethnicity: White	3%	(59)	7%	(119)	9%	(151)	81%	(1373)	1702
Ethnicity: Hispanic	7%	(25)	9%	(35)	11%	(43)	73%	(277)	380
Ethnicity: Black	8%	(22)	15%	(44)	15%	(43)	62%	(175)	284
Ethnicity: Other	5%	(11)	10%	(22)	12%	(27)	73%	(160)	220
All Christian	4%	(43)	8%	(78)	9%	(89)	79%	(778)	989
All Non-Christian	11%	(15)	13%	(18)	8%	(12)	68%	(97)	142
Atheist	4%	(3)	2%	(2)	9%	(7)	85%	(68)	80
Agnostic/Nothing in particular	3%	(17)	7%	(44)	11%	(68)	78%	(462)	591
Something Else	4%	(14)	11%	(43)	11%	(45)	75%	(302)	404

Continued on next page

Table MCSP7_10: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Hanna and Haley Cavinder (UMiami) partnering with Boost Mobile

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(92)	8%	(185)	10%	(221)	77%	(1708)	2206
Religious Non-Protestant/Catholic	11%	(17)	12%	(19)	8%	(12)	69%	(107)	154
Evangelical	6%	(38)	11%	(68)	11%	(65)	72%	(436)	607
Non-Evangelical	2%	(16)	7%	(49)	9%	(68)	82%	(620)	754
Community: Urban	8%	(48)	14%	(86)	11%	(67)	68%	(435)	637
Community: Suburban	3%	(30)	6%	(65)	11%	(112)	80%	(833)	1041
Community: Rural	3%	(14)	6%	(34)	8%	(41)	83%	(439)	528
Employ: Private Sector	6%	(39)	12%	(78)	13%	(87)	70%	(468)	672
Employ: Government	6%	(8)	8%	(10)	17%	(23)	69%	(92)	133
Employ: Self-Employed	9%	(16)	14%	(26)	16%	(29)	61%	(111)	182
Employ: Homemaker	2%	(4)	6%	(10)	10%	(15)	81%	(121)	149
Employ: Student	7%	(5)	14%	(10)	7%	(5)	72%	(53)	74
Employ: Retired	1%	(6)	3%	(15)	5%	(30)	91%	(539)	590
Employ: Unemployed	3%	(8)	10%	(25)	7%	(17)	80%	(203)	253
Employ: Other	4%	(6)	7%	(11)	11%	(16)	78%	(119)	152
Military HH: Yes	5%	(15)	3%	(8)	8%	(25)	84%	(244)	291
Military HH: No	4%	(78)	9%	(177)	10%	(196)	76%	(1463)	1915
RD/WT: Right Direction	9%	(60)	11%	(79)	11%	(79)	69%	(487)	705
RD/WT: Wrong Track	2%	(32)	7%	(107)	9%	(141)	81%	(1220)	1501
Biden Job Approve	7%	(67)	9%	(92)	10%	(99)	74%	(719)	978
Biden Job Disapprove	2%	(19)	8%	(89)	10%	(110)	80%	(887)	1105
Biden Job Strongly Approve	10%	(43)	12%	(48)	9%	(36)	69%	(287)	414
Biden Job Somewhat Approve	4%	(25)	8%	(44)	11%	(63)	77%	(432)	563
Biden Job Somewhat Disapprove	3%	(9)	12%	(36)	11%	(35)	74%	(226)	306
Biden Job Strongly Disapprove	1%	(10)	7%	(53)	9%	(75)	83%	(661)	800
Favorable of Biden	6%	(57)	10%	(99)	9%	(90)	75%	(745)	991
Unfavorable of Biden	2%	(23)	7%	(80)	10%	(111)	80%	(853)	1066
Very Favorable of Biden	9%	(40)	11%	(48)	11%	(48)	70%	(315)	451
Somewhat Favorable of Biden	3%	(16)	9%	(51)	8%	(42)	80%	(431)	540
Somewhat Unfavorable of Biden	4%	(11)	6%	(15)	14%	(34)	75%	(180)	239
Very Unfavorable of Biden	2%	(13)	8%	(65)	9%	(77)	81%	(672)	827

Table MCSP7_10: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Hanna and Haley Cavinder (UMiami) partnering with Boost Mobile

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(92)	8%	(185)	10%	(221)	77%	(1708)	2206
#1 Issue: Economy	4%	(35)	9%	(81)	11%	(101)	77%	(710)	928
#1 Issue: Security	4%	(10)	8%	(20)	10%	(26)	78%	(190)	246
#1 Issue: Health Care	7%	(13)	10%	(19)	14%	(27)	70%	(134)	192
#1 Issue: Medicare / Social Security	2%	(6)	3%	(9)	8%	(21)	87%	(230)	266
#1 Issue: Women's Issues	5%	(12)	10%	(24)	7%	(16)	79%	(191)	243
#1 Issue: Education	12%	(9)	9%	(6)	13%	(9)	65%	(45)	69
#1 Issue: Energy	5%	(7)	14%	(21)	9%	(14)	72%	(108)	150
#1 Issue: Other	—	(0)	6%	(6)	6%	(7)	88%	(100)	113
2022 House Vote: Democrat	5%	(41)	10%	(94)	10%	(89)	75%	(679)	903
2022 House Vote: Republican	4%	(25)	7%	(43)	11%	(73)	79%	(522)	663
2022 House Vote: Someone else	4%	(3)	3%	(2)	14%	(10)	79%	(56)	71
2022 House Vote: Didnt Vote	4%	(23)	8%	(46)	9%	(50)	79%	(451)	569
2020 Vote: Joe Biden	5%	(43)	9%	(80)	10%	(94)	77%	(705)	922
2020 Vote: Donald Trump	3%	(21)	9%	(61)	9%	(66)	79%	(562)	709
2020 Vote: Other	6%	(3)	2%	(1)	13%	(7)	80%	(47)	59
2020 Vote: Didn't Vote	5%	(26)	8%	(43)	10%	(54)	76%	(393)	516
2018 House Vote: Democrat	4%	(30)	10%	(71)	10%	(73)	76%	(565)	739
2018 House Vote: Republican	3%	(18)	7%	(41)	8%	(51)	82%	(504)	615
2018 House Vote: Someone else	2%	(1)	7%	(4)	15%	(9)	76%	(46)	60
2018 House Vote: Didnt Vote	5%	(43)	9%	(69)	11%	(87)	75%	(593)	792
4-Region: Northeast	4%	(14)	10%	(37)	12%	(45)	75%	(290)	386
4-Region: Midwest	2%	(10)	6%	(29)	11%	(48)	81%	(369)	456
4-Region: South	5%	(44)	8%	(70)	10%	(85)	76%	(642)	841
4-Region: West	5%	(24)	10%	(50)	8%	(43)	78%	(406)	522
NCAA Sports Avid Fan	14%	(47)	15%	(53)	11%	(39)	60%	(207)	346
NCAA Sports Fan	8%	(77)	13%	(134)	15%	(151)	64%	(655)	1017

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

Table MCSP7_11: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Another deal between a college athlete and brand not listed above

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(85)	10%	(226)	12%	(258)	74%	(1637)	2206
Age: 18-34	8%	(51)	18%	(112)	17%	(106)	57%	(363)	633
Age: 35-44	4%	(17)	12%	(45)	14%	(51)	70%	(260)	372
Age: 45-64	2%	(13)	8%	(56)	11%	(75)	80%	(569)	713
Age: 65+	1%	(4)	3%	(14)	5%	(26)	91%	(445)	488
Man	6%	(61)	13%	(144)	14%	(147)	67%	(719)	1072
Woman	2%	(24)	7%	(82)	10%	(111)	81%	(913)	1130
GenZers: 1997-2012	9%	(25)	21%	(58)	16%	(43)	53%	(145)	272
Millennials: 1981-1996	6%	(42)	14%	(93)	16%	(106)	64%	(429)	669
GenXers: 1965-1980	2%	(11)	10%	(50)	11%	(58)	76%	(387)	506
Baby Boomers: 1946-1964	1%	(6)	3%	(24)	7%	(51)	88%	(622)	703
PID: Dem (no lean)	4%	(37)	12%	(103)	12%	(105)	72%	(629)	874
PID: Ind (no lean)	3%	(19)	10%	(68)	12%	(81)	74%	(488)	656
PID: Rep (no lean)	4%	(29)	8%	(56)	11%	(72)	77%	(519)	676
Ideo: Liberal (1-3)	5%	(33)	11%	(70)	13%	(84)	71%	(462)	648
Ideo: Moderate (4)	4%	(26)	12%	(80)	13%	(89)	71%	(476)	671
Ideo: Conservative (5-7)	3%	(23)	9%	(62)	9%	(59)	78%	(528)	673
Educ: < College	3%	(44)	10%	(141)	12%	(177)	75%	(1080)	1442
Educ: Bachelors degree	5%	(22)	10%	(50)	12%	(60)	73%	(353)	486
Educ: Post-grad	7%	(19)	13%	(36)	8%	(21)	73%	(203)	279
Income: Under 50k	3%	(39)	10%	(115)	12%	(136)	75%	(879)	1169
Income: 50k-100k	3%	(23)	10%	(74)	13%	(92)	74%	(529)	718
Income: 100k+	7%	(23)	12%	(37)	9%	(29)	72%	(229)	319
Ethnicity: White	4%	(69)	7%	(124)	11%	(185)	78%	(1324)	1702
Ethnicity: Hispanic	4%	(17)	11%	(41)	14%	(52)	71%	(271)	380
Ethnicity: Black	4%	(10)	24%	(69)	14%	(39)	58%	(165)	284
Ethnicity: Other	3%	(6)	15%	(33)	15%	(34)	67%	(148)	220
All Christian	4%	(44)	9%	(91)	11%	(109)	75%	(744)	989
All Non-Christian	8%	(12)	13%	(19)	8%	(11)	70%	(100)	142
Atheist	1%	(1)	7%	(6)	6%	(5)	85%	(68)	80
Agnostic/Nothing in particular	2%	(14)	9%	(50)	14%	(80)	76%	(447)	591
Something Else	3%	(14)	15%	(60)	13%	(52)	69%	(278)	404

Table MCSP7_11: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Another deal between a college athlete and brand not listed above

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(85)	10%	(226)	12%	(258)	74%	(1637)	2206
Religious Non-Protestant/Catholic	9%	(13)	13%	(20)	7%	(11)	71%	(109)	154
Evangelical	6%	(34)	14%	(86)	14%	(82)	67%	(405)	607
Non-Evangelical	3%	(22)	8%	(63)	10%	(77)	79%	(592)	754
Community: Urban	7%	(45)	15%	(94)	12%	(75)	66%	(423)	637
Community: Suburban	3%	(27)	9%	(94)	12%	(129)	76%	(791)	1041
Community: Rural	2%	(13)	7%	(39)	10%	(54)	80%	(423)	528
Employ: Private Sector	6%	(42)	13%	(88)	13%	(90)	67%	(453)	672
Employ: Government	8%	(10)	17%	(23)	16%	(22)	58%	(78)	133
Employ: Self-Employed	7%	(13)	16%	(29)	16%	(29)	61%	(111)	182
Employ: Homemaker	2%	(4)	6%	(9)	9%	(14)	82%	(122)	149
Employ: Student	3%	(2)	11%	(8)	9%	(7)	77%	(57)	74
Employ: Retired	1%	(5)	4%	(21)	7%	(40)	89%	(524)	590
Employ: Unemployed	2%	(5)	13%	(34)	10%	(25)	75%	(189)	253
Employ: Other	2%	(4)	9%	(14)	21%	(31)	68%	(103)	152
Military HH: Yes	4%	(11)	7%	(19)	10%	(30)	79%	(231)	291
Military HH: No	4%	(74)	11%	(207)	12%	(228)	73%	(1406)	1915
RD/WT: Right Direction	7%	(47)	14%	(97)	12%	(85)	68%	(477)	705
RD/WT: Wrong Track	3%	(38)	9%	(130)	12%	(173)	77%	(1160)	1501
Biden Job Approve	5%	(53)	12%	(121)	11%	(107)	71%	(697)	978
Biden Job Disapprove	3%	(29)	9%	(98)	13%	(138)	76%	(840)	1105
Biden Job Strongly Approve	8%	(33)	12%	(51)	8%	(34)	72%	(296)	414
Biden Job Somewhat Approve	4%	(20)	12%	(70)	13%	(73)	71%	(401)	563
Biden Job Somewhat Disapprove	3%	(9)	12%	(38)	18%	(53)	67%	(206)	306
Biden Job Strongly Disapprove	3%	(21)	8%	(60)	11%	(85)	79%	(634)	800
Favorable of Biden	5%	(47)	13%	(127)	10%	(95)	73%	(721)	991
Unfavorable of Biden	3%	(31)	8%	(83)	13%	(139)	76%	(813)	1066
Very Favorable of Biden	8%	(35)	12%	(55)	9%	(40)	71%	(321)	451
Somewhat Favorable of Biden	2%	(12)	13%	(73)	10%	(55)	74%	(400)	540
Somewhat Unfavorable of Biden	3%	(7)	8%	(19)	19%	(46)	70%	(167)	239
Very Unfavorable of Biden	3%	(24)	8%	(63)	11%	(93)	78%	(646)	827

Table MCSP7_11: *How much have you seen, read, or heard about the following deals between college athletes and brands, if at all?*
Another deal between a college athlete and brand not listed above

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(85)	10%	(226)	12%	(258)	74%	(1637)	2206
#1 Issue: Economy	3%	(32)	12%	(113)	13%	(120)	71%	(663)	928
#1 Issue: Security	6%	(15)	12%	(29)	13%	(31)	69%	(170)	246
#1 Issue: Health Care	5%	(9)	13%	(25)	12%	(24)	70%	(135)	192
#1 Issue: Medicare / Social Security	2%	(6)	3%	(8)	10%	(25)	85%	(227)	266
#1 Issue: Women's Issues	3%	(6)	8%	(19)	10%	(24)	79%	(193)	243
#1 Issue: Education	12%	(9)	11%	(8)	16%	(11)	61%	(42)	69
#1 Issue: Energy	5%	(8)	9%	(14)	13%	(19)	73%	(109)	150
#1 Issue: Other	—	(0)	9%	(10)	3%	(4)	88%	(99)	113
2022 House Vote: Democrat	4%	(40)	12%	(110)	12%	(104)	72%	(649)	903
2022 House Vote: Republican	4%	(27)	9%	(61)	12%	(77)	75%	(498)	663
2022 House Vote: Someone else	4%	(3)	6%	(4)	16%	(12)	73%	(52)	71
2022 House Vote: Didnt Vote	3%	(15)	9%	(50)	11%	(65)	77%	(438)	569
2020 Vote: Joe Biden	4%	(36)	11%	(98)	11%	(104)	74%	(684)	922
2020 Vote: Donald Trump	4%	(29)	9%	(64)	12%	(84)	75%	(532)	709
2020 Vote: Other	4%	(2)	8%	(4)	15%	(9)	74%	(44)	59
2020 Vote: Didn't Vote	3%	(18)	12%	(60)	12%	(62)	73%	(377)	516
2018 House Vote: Democrat	4%	(28)	12%	(86)	12%	(90)	72%	(534)	739
2018 House Vote: Republican	4%	(25)	8%	(48)	10%	(62)	78%	(481)	615
2018 House Vote: Someone else	2%	(1)	10%	(6)	24%	(14)	65%	(39)	60
2018 House Vote: Didnt Vote	4%	(31)	11%	(86)	12%	(92)	74%	(583)	792
4-Region: Northeast	4%	(15)	13%	(50)	10%	(39)	73%	(282)	386
4-Region: Midwest	2%	(9)	8%	(37)	14%	(64)	76%	(346)	456
4-Region: South	4%	(37)	10%	(84)	12%	(102)	73%	(618)	841
4-Region: West	4%	(23)	11%	(55)	10%	(53)	75%	(391)	522
NCAA Sports Avid Fan	14%	(49)	22%	(77)	14%	(47)	50%	(173)	346
NCAA Sports Fan	7%	(75)	18%	(178)	16%	(163)	59%	(601)	1017

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

Table MCSP8_1NET: *You mentioned you have seen, read, or heard about a deal(s) between college athletes and brands. Where have you heard about this/these deal(s)? Please select all that apply.*

On TV

Demographic	Selected		Not Selected		Total N
Adults	53%	(363)	47%	(318)	682
Age: 18-34	45%	(141)	55%	(173)	314
Age: 35-44	49%	(61)	51%	(64)	124
Age: 45-64	64%	(115)	36%	(64)	180
Age: 65+	73%	(46)	27%	(17)	64
Man	50%	(204)	50%	(201)	404
Woman	58%	(160)	42%	(118)	277
GenZers: 1997-2012	39%	(65)	61%	(101)	167
Millennials: 1981-1996	52%	(127)	48%	(119)	247
GenXers: 1965-1980	62%	(91)	38%	(57)	148
Baby Boomers: 1946-1964	66%	(77)	34%	(40)	117
PID: Dem (no lean)	49%	(139)	51%	(143)	282
PID: Ind (no lean)	56%	(105)	44%	(82)	186
PID: Rep (no lean)	56%	(120)	44%	(93)	213
Ideo: Liberal (1-3)	50%	(113)	50%	(114)	227
Ideo: Moderate (4)	54%	(128)	46%	(110)	237
Ideo: Conservative (5-7)	60%	(107)	40%	(72)	179
Educ: < College	54%	(228)	46%	(194)	421
Educ: Bachelors degree	51%	(84)	49%	(81)	166
Educ: Post-grad	54%	(51)	46%	(43)	95
Income: Under 50k	54%	(181)	46%	(156)	336
Income: 50k-100k	52%	(124)	48%	(115)	239
Income: 100k+	55%	(58)	45%	(48)	106
Ethnicity: White	54%	(253)	46%	(213)	466
Ethnicity: Hispanic	50%	(71)	50%	(71)	142
Ethnicity: Black	49%	(65)	51%	(67)	132
Ethnicity: Other	54%	(45)	46%	(38)	84
All Christian	58%	(178)	42%	(131)	308
All Non-Christian	37%	(20)	63%	(34)	54
Agnostic/Nothing in particular	52%	(86)	48%	(78)	164
Something Else	52%	(72)	48%	(68)	140

Table MCSP8_1NET: *You mentioned you have seen, read, or heard about a deal(s) between college athletes and brands. Where have you heard about this/these deal(s)? Please select all that apply.*
On TV

Demographic	Selected		Not Selected		Total N
Adults	53%	(363)	47%	(318)	682
Religious Non-Protestant/Catholic	38%	(22)	62%	(36)	57
Evangelical	56%	(137)	44%	(108)	246
Non-Evangelical	55%	(107)	45%	(86)	192
Community: Urban	48%	(128)	52%	(141)	268
Community: Suburban	57%	(161)	43%	(123)	284
Community: Rural	58%	(74)	42%	(55)	129
Employ: Private Sector	54%	(140)	46%	(120)	260
Employ: Government	39%	(25)	61%	(39)	64
Employ: Self-Employed	39%	(31)	61%	(50)	81
Employ: Retired	70%	(60)	30%	(26)	86
Employ: Unemployed	63%	(50)	37%	(29)	79
Military HH: Yes	58%	(44)	42%	(32)	75
Military HH: No	53%	(320)	47%	(287)	606
RD/WT: Right Direction	51%	(133)	49%	(127)	260
RD/WT: Wrong Track	55%	(230)	45%	(192)	422
Biden Job Approve	55%	(181)	45%	(146)	326
Biden Job Disapprove	52%	(172)	48%	(158)	331
Biden Job Strongly Approve	58%	(88)	42%	(65)	153
Biden Job Somewhat Approve	53%	(93)	47%	(81)	173
Biden Job Somewhat Disapprove	58%	(61)	42%	(45)	106
Biden Job Strongly Disapprove	50%	(111)	50%	(114)	225
Favorable of Biden	55%	(174)	45%	(141)	315
Unfavorable of Biden	53%	(169)	47%	(151)	320
Very Favorable of Biden	54%	(89)	46%	(75)	164
Somewhat Favorable of Biden	57%	(85)	43%	(65)	150
Somewhat Unfavorable of Biden	53%	(44)	47%	(39)	83
Very Unfavorable of Biden	53%	(125)	47%	(112)	237

Table MCSP8_1NET: *You mentioned you have seen, read, or heard about a deal(s) between college athletes and brands. Where have you heard about this/these deal(s)? Please select all that apply.*

On TV

Demographic	Selected		Not Selected		Total N
Adults	53%	(363)	47%	(318)	682
#1 Issue: Economy	48%	(155)	52%	(164)	319
#1 Issue: Security	56%	(43)	44%	(35)	78
#1 Issue: Health Care	63%	(42)	37%	(24)	67
#1 Issue: Women's Issues	40%	(27)	60%	(41)	68
#1 Issue: Energy	53%	(28)	47%	(25)	53
2022 House Vote: Democrat	56%	(165)	44%	(132)	298
2022 House Vote: Republican	56%	(117)	44%	(93)	211
2022 House Vote: Didnt Vote	45%	(68)	55%	(85)	154
2020 Vote: Joe Biden	55%	(158)	45%	(129)	287
2020 Vote: Donald Trump	56%	(127)	44%	(99)	226
2020 Vote: Didn't Vote	46%	(71)	54%	(84)	154
2018 House Vote: Democrat	54%	(131)	46%	(112)	243
2018 House Vote: Republican	60%	(106)	40%	(70)	176
2018 House Vote: Didnt Vote	47%	(114)	53%	(131)	245
4-Region: Northeast	53%	(69)	47%	(60)	129
4-Region: Midwest	53%	(65)	47%	(58)	123
4-Region: South	54%	(145)	46%	(123)	269
4-Region: West	52%	(85)	48%	(77)	161
NCAA Sports Avid Fan	63%	(140)	37%	(83)	223
NCAA Sports Fan	57%	(284)	43%	(215)	499

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

Table MCSP8_2NET: *You mentioned you have seen, read, or heard about a deal(s) between college athletes and brands. Where have you heard about this/these deal(s)? Please select all that apply.*
Through game broadcast coverage

Demographic	Selected		Not Selected		Total N
Adults	21%	(143)	79%	(539)	682
Age: 18-34	18%	(57)	82%	(257)	314
Age: 35-44	27%	(33)	73%	(91)	124
Age: 45-64	22%	(40)	78%	(140)	180
Age: 65+	21%	(13)	79%	(51)	64
Man	24%	(95)	76%	(309)	404
Woman	17%	(48)	83%	(230)	277
GenZers: 1997-2012	15%	(25)	85%	(141)	167
Millennials: 1981-1996	24%	(59)	76%	(188)	247
GenXers: 1965-1980	23%	(35)	77%	(113)	148
Baby Boomers: 1946-1964	21%	(24)	79%	(93)	117
PID: Dem (no lean)	18%	(51)	82%	(231)	282
PID: Ind (no lean)	28%	(52)	72%	(135)	186
PID: Rep (no lean)	19%	(40)	81%	(173)	213
Ideo: Liberal (1-3)	20%	(46)	80%	(181)	227
Ideo: Moderate (4)	19%	(46)	81%	(191)	237
Ideo: Conservative (5-7)	25%	(45)	75%	(134)	179
Educ: < College	19%	(81)	81%	(340)	421
Educ: Bachelors degree	23%	(37)	77%	(128)	166
Educ: Post-grad	26%	(24)	74%	(70)	95
Income: Under 50k	22%	(75)	78%	(262)	336
Income: 50k-100k	16%	(39)	84%	(200)	239
Income: 100k+	28%	(29)	72%	(77)	106
Ethnicity: White	22%	(104)	78%	(362)	466
Ethnicity: Hispanic	13%	(19)	87%	(123)	142
Ethnicity: Black	20%	(27)	80%	(105)	132
Ethnicity: Other	14%	(12)	86%	(72)	84
All Christian	22%	(68)	78%	(240)	308
All Non-Christian	20%	(11)	80%	(43)	54
Agnostic/Nothing in particular	15%	(25)	85%	(139)	164
Something Else	24%	(33)	76%	(106)	140

Continued on next page

Table MCSP8_2NET: *You mentioned you have seen, read, or heard about a deal(s) between college athletes and brands. Where have you heard about this/these deal(s)? Please select all that apply.*

Through game broadcast coverage

Demographic	Selected		Not Selected		Total N
Adults	21%	(143)	79%	(539)	682
Religious Non-Protestant/Catholic	20%	(11)	80%	(46)	57
Evangelical	26%	(65)	74%	(181)	246
Non-Evangelical	18%	(34)	82%	(159)	192
Community: Urban	20%	(52)	80%	(216)	268
Community: Suburban	21%	(59)	79%	(225)	284
Community: Rural	25%	(32)	75%	(97)	129
Employ: Private Sector	26%	(68)	74%	(192)	260
Employ: Government	11%	(7)	89%	(57)	64
Employ: Self-Employed	24%	(20)	76%	(61)	81
Employ: Retired	19%	(16)	81%	(70)	86
Employ: Unemployed	19%	(15)	81%	(64)	79
Military HH: Yes	25%	(19)	75%	(57)	75
Military HH: No	20%	(124)	80%	(482)	606
RD/WT: Right Direction	23%	(61)	77%	(199)	260
RD/WT: Wrong Track	19%	(82)	81%	(340)	422
Biden Job Approve	23%	(76)	77%	(250)	326
Biden Job Disapprove	15%	(51)	85%	(280)	331
Biden Job Strongly Approve	24%	(37)	76%	(115)	153
Biden Job Somewhat Approve	22%	(39)	78%	(135)	173
Biden Job Somewhat Disapprove	13%	(14)	87%	(92)	106
Biden Job Strongly Disapprove	17%	(37)	83%	(188)	225
Favorable of Biden	21%	(66)	79%	(248)	315
Unfavorable of Biden	17%	(54)	83%	(266)	320
Very Favorable of Biden	24%	(40)	76%	(124)	164
Somewhat Favorable of Biden	18%	(26)	82%	(124)	150
Somewhat Unfavorable of Biden	23%	(19)	77%	(64)	83
Very Unfavorable of Biden	15%	(36)	85%	(202)	237

Table MCSP8_2NET: *You mentioned you have seen, read, or heard about a deal(s) between college athletes and brands. Where have you heard about this/these deal(s)? Please select all that apply.*
Through game broadcast coverage

Demographic	Selected		Not Selected		Total N
Adults	21%	(143)	79%	(539)	682
#1 Issue: Economy	20%	(65)	80%	(254)	319
#1 Issue: Security	17%	(13)	83%	(64)	78
#1 Issue: Health Care	22%	(15)	78%	(52)	67
#1 Issue: Women's Issues	27%	(18)	73%	(50)	68
#1 Issue: Energy	24%	(13)	76%	(40)	53
2022 House Vote: Democrat	21%	(63)	79%	(235)	298
2022 House Vote: Republican	19%	(40)	81%	(171)	211
2022 House Vote: Didnt Vote	23%	(35)	77%	(119)	154
2020 Vote: Joe Biden	19%	(55)	81%	(232)	287
2020 Vote: Donald Trump	20%	(44)	80%	(181)	226
2020 Vote: Didn't Vote	23%	(35)	77%	(119)	154
2018 House Vote: Democrat	21%	(52)	79%	(191)	243
2018 House Vote: Republican	21%	(37)	79%	(139)	176
2018 House Vote: Didnt Vote	20%	(49)	80%	(195)	245
4-Region: Northeast	19%	(25)	81%	(104)	129
4-Region: Midwest	24%	(30)	76%	(93)	123
4-Region: South	21%	(56)	79%	(212)	269
4-Region: West	20%	(32)	80%	(129)	161
NCAA Sports Avid Fan	27%	(61)	73%	(162)	223
NCAA Sports Fan	26%	(132)	74%	(367)	499

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

Table MCSP8_3NET: *You mentioned you have seen, read, or heard about a deal(s) between college athletes and brands. Where have you heard about this/these deal(s)? Please select all that apply.*
On social media

Demographic	Selected		Not Selected		Total N
Adults	51%	(346)	49%	(336)	682
Age: 18-34	62%	(193)	38%	(120)	314
Age: 35-44	48%	(60)	52%	(65)	124
Age: 45-64	40%	(71)	60%	(108)	180
Age: 65+	34%	(21)	66%	(42)	64
Man	50%	(203)	50%	(201)	404
Woman	51%	(143)	49%	(135)	277
GenZers: 1997-2012	65%	(108)	35%	(58)	167
Millennials: 1981-1996	54%	(134)	46%	(113)	247
GenXers: 1965-1980	44%	(65)	56%	(83)	148
Baby Boomers: 1946-1964	33%	(39)	67%	(79)	117
PID: Dem (no lean)	46%	(129)	54%	(153)	282
PID: Ind (no lean)	55%	(103)	45%	(84)	186
PID: Rep (no lean)	53%	(114)	47%	(99)	213
Ideo: Liberal (1-3)	48%	(109)	52%	(118)	227
Ideo: Moderate (4)	50%	(120)	50%	(118)	237
Ideo: Conservative (5-7)	51%	(92)	49%	(87)	179
Educ: < College	52%	(219)	48%	(202)	421
Educ: Bachelors degree	48%	(80)	52%	(86)	166
Educ: Post-grad	50%	(47)	50%	(48)	95
Income: Under 50k	47%	(157)	53%	(179)	336
Income: 50k-100k	55%	(131)	45%	(108)	239
Income: 100k+	54%	(57)	46%	(49)	106
Ethnicity: White	48%	(223)	52%	(243)	466
Ethnicity: Hispanic	56%	(79)	44%	(63)	142
Ethnicity: Black	61%	(81)	39%	(51)	132
Ethnicity: Other	50%	(42)	50%	(42)	84
All Christian	47%	(144)	53%	(164)	308
All Non-Christian	43%	(23)	57%	(31)	54
Agnostic/Nothing in particular	50%	(82)	50%	(82)	164
Something Else	67%	(93)	33%	(47)	140

Table MCSP8_3NET: *You mentioned you have seen, read, or heard about a deal(s) between college athletes and brands. Where have you heard about this/these deal(s)? Please select all that apply.*
On social media

Demographic	Selected		Not Selected		Total N
Adults	51%	(346)	49%	(336)	682
Religious Non-Protestant/Catholic	43%	(24)	57%	(33)	57
Evangelical	56%	(139)	44%	(107)	246
Non-Evangelical	48%	(93)	52%	(99)	192
Community: Urban	55%	(149)	45%	(120)	268
Community: Suburban	49%	(140)	51%	(144)	284
Community: Rural	44%	(57)	56%	(72)	129
Employ: Private Sector	58%	(152)	42%	(108)	260
Employ: Government	44%	(28)	56%	(36)	64
Employ: Self-Employed	43%	(35)	57%	(46)	81
Employ: Retired	29%	(25)	71%	(61)	86
Employ: Unemployed	48%	(38)	52%	(41)	79
Military HH: Yes	40%	(30)	60%	(45)	75
Military HH: No	52%	(316)	48%	(291)	606
RD/WT: Right Direction	46%	(120)	54%	(140)	260
RD/WT: Wrong Track	54%	(226)	46%	(196)	422
Biden Job Approve	49%	(159)	51%	(167)	326
Biden Job Disapprove	54%	(177)	46%	(154)	331
Biden Job Strongly Approve	47%	(72)	53%	(80)	153
Biden Job Somewhat Approve	50%	(87)	50%	(87)	173
Biden Job Somewhat Disapprove	58%	(61)	42%	(44)	106
Biden Job Strongly Disapprove	51%	(115)	49%	(109)	225
Favorable of Biden	50%	(156)	50%	(158)	315
Unfavorable of Biden	53%	(169)	47%	(152)	320
Very Favorable of Biden	47%	(76)	53%	(88)	164
Somewhat Favorable of Biden	53%	(80)	47%	(71)	150
Somewhat Unfavorable of Biden	51%	(43)	49%	(40)	83
Very Unfavorable of Biden	53%	(126)	47%	(111)	237

Table MCSP8_3NET: *You mentioned you have seen, read, or heard about a deal(s) between college athletes and brands. Where have you heard about this/these deal(s)? Please select all that apply.*
On social media

Demographic	Selected		Not Selected		Total N
Adults	51%	(346)	49%	(336)	682
#1 Issue: Economy	52%	(166)	48%	(153)	319
#1 Issue: Security	41%	(32)	59%	(46)	78
#1 Issue: Health Care	40%	(26)	60%	(40)	67
#1 Issue: Women's Issues	61%	(42)	39%	(26)	68
#1 Issue: Energy	43%	(23)	57%	(30)	53
2022 House Vote: Democrat	49%	(146)	51%	(151)	298
2022 House Vote: Republican	52%	(109)	48%	(102)	211
2022 House Vote: Didnt Vote	53%	(81)	47%	(73)	154
2020 Vote: Joe Biden	50%	(143)	50%	(144)	287
2020 Vote: Donald Trump	52%	(118)	48%	(108)	226
2020 Vote: Didn't Vote	52%	(81)	48%	(73)	154
2018 House Vote: Democrat	48%	(116)	52%	(127)	243
2018 House Vote: Republican	51%	(89)	49%	(87)	176
2018 House Vote: Didnt Vote	54%	(131)	46%	(113)	245
4-Region: Northeast	49%	(63)	51%	(66)	129
4-Region: Midwest	55%	(67)	45%	(56)	123
4-Region: South	50%	(134)	50%	(135)	269
4-Region: West	51%	(82)	49%	(79)	161
NCAA Sports Avid Fan	52%	(116)	48%	(107)	223
NCAA Sports Fan	49%	(244)	51%	(256)	499

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

Table MCSP8_4NET: *You mentioned you have seen, read, or heard about a deal(s) between college athletes and brands. Where have you heard about this/these deal(s)? Please select all that apply.*
Through a news outlet

Demographic	Selected		Not Selected		Total N
Adults	25%	(173)	75%	(508)	682
Age: 18-34	21%	(67)	79%	(247)	314
Age: 35-44	25%	(31)	75%	(94)	124
Age: 45-64	24%	(43)	76%	(136)	180
Age: 65+	51%	(32)	49%	(31)	64
Man	27%	(110)	73%	(294)	404
Woman	23%	(63)	77%	(214)	277
GenZers: 1997-2012	23%	(38)	77%	(129)	167
Millennials: 1981-1996	20%	(50)	80%	(197)	247
GenXers: 1965-1980	29%	(42)	71%	(106)	148
Baby Boomers: 1946-1964	35%	(41)	65%	(76)	117
PID: Dem (no lean)	27%	(76)	73%	(206)	282
PID: Ind (no lean)	23%	(43)	77%	(143)	186
PID: Rep (no lean)	26%	(55)	74%	(159)	213
Ideo: Liberal (1-3)	23%	(52)	77%	(175)	227
Ideo: Moderate (4)	24%	(57)	76%	(180)	237
Ideo: Conservative (5-7)	31%	(56)	69%	(123)	179
Educ: < College	23%	(95)	77%	(326)	421
Educ: Bachelors degree	28%	(46)	72%	(120)	166
Educ: Post-grad	34%	(32)	66%	(62)	95
Income: Under 50k	25%	(84)	75%	(253)	336
Income: 50k-100k	21%	(50)	79%	(189)	239
Income: 100k+	37%	(39)	63%	(67)	106
Ethnicity: White	29%	(135)	71%	(330)	466
Ethnicity: Hispanic	29%	(41)	71%	(101)	142
Ethnicity: Black	14%	(18)	86%	(114)	132
Ethnicity: Other	23%	(20)	77%	(64)	84
All Christian	30%	(94)	70%	(214)	308
All Non-Christian	17%	(9)	83%	(45)	54
Agnostic/Nothing in particular	18%	(30)	82%	(134)	164
Something Else	25%	(35)	75%	(105)	140

Table MCSP8_4NET: *You mentioned you have seen, read, or heard about a deal(s) between college athletes and brands. Where have you heard about this/these deal(s)? Please select all that apply.*

Through a news outlet

Demographic	Selected		Not Selected		Total N
Adults	25%	(173)	75%	(508)	682
Religious Non-Protestant/Catholic	18%	(10)	82%	(47)	57
Evangelical	26%	(63)	74%	(183)	246
Non-Evangelical	32%	(61)	68%	(131)	192
Community: Urban	23%	(62)	77%	(206)	268
Community: Suburban	27%	(77)	73%	(207)	284
Community: Rural	26%	(34)	74%	(95)	129
Employ: Private Sector	28%	(73)	72%	(187)	260
Employ: Government	17%	(11)	83%	(53)	64
Employ: Self-Employed	20%	(17)	80%	(65)	81
Employ: Retired	38%	(33)	62%	(53)	86
Employ: Unemployed	20%	(16)	80%	(63)	79
Military HH: Yes	34%	(25)	66%	(50)	75
Military HH: No	24%	(148)	76%	(458)	606
RD/WT: Right Direction	25%	(64)	75%	(196)	260
RD/WT: Wrong Track	26%	(110)	74%	(312)	422
Biden Job Approve	26%	(86)	74%	(240)	326
Biden Job Disapprove	25%	(84)	75%	(246)	331
Biden Job Strongly Approve	26%	(39)	74%	(114)	153
Biden Job Somewhat Approve	27%	(47)	73%	(126)	173
Biden Job Somewhat Disapprove	20%	(21)	80%	(84)	106
Biden Job Strongly Disapprove	28%	(63)	72%	(162)	225
Favorable of Biden	28%	(87)	72%	(228)	315
Unfavorable of Biden	24%	(78)	76%	(242)	320
Very Favorable of Biden	26%	(42)	74%	(122)	164
Somewhat Favorable of Biden	29%	(44)	71%	(106)	150
Somewhat Unfavorable of Biden	21%	(17)	79%	(66)	83
Very Unfavorable of Biden	26%	(61)	74%	(177)	237

Table MCSP8_4NET: *You mentioned you have seen, read, or heard about a deal(s) between college athletes and brands. Where have you heard about this/these deal(s)? Please select all that apply.*
Through a news outlet

Demographic	Selected		Not Selected		Total N
Adults	25%	(173)	75%	(508)	682
#1 Issue: Economy	24%	(77)	76%	(242)	319
#1 Issue: Security	34%	(27)	66%	(51)	78
#1 Issue: Health Care	28%	(18)	72%	(48)	67
#1 Issue: Women's Issues	20%	(14)	80%	(54)	68
#1 Issue: Energy	19%	(10)	81%	(43)	53
2022 House Vote: Democrat	29%	(86)	71%	(212)	298
2022 House Vote: Republican	27%	(57)	73%	(154)	211
2022 House Vote: Didnt Vote	17%	(27)	83%	(127)	154
2020 Vote: Joe Biden	29%	(82)	71%	(205)	287
2020 Vote: Donald Trump	22%	(49)	78%	(176)	226
2020 Vote: Didn't Vote	23%	(35)	77%	(119)	154
2018 House Vote: Democrat	26%	(63)	74%	(179)	243
2018 House Vote: Republican	29%	(51)	71%	(125)	176
2018 House Vote: Didnt Vote	23%	(57)	77%	(188)	245
4-Region: Northeast	25%	(32)	75%	(96)	129
4-Region: Midwest	27%	(33)	73%	(89)	123
4-Region: South	25%	(66)	75%	(202)	269
4-Region: West	26%	(41)	74%	(120)	161
NCAA Sports Avid Fan	33%	(73)	67%	(150)	223
NCAA Sports Fan	29%	(146)	71%	(354)	499

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

Table MCSP8_5NET: *You mentioned you have seen, read, or heard about a deal(s) between college athletes and brands. Where have you heard about this/these deal(s)? Please select all that apply.*
Through your own search for this kind of information

Demographic	Selected		Not Selected		Total N
Adults	11%	(77)	89%	(605)	682
Age: 18-34	13%	(42)	87%	(272)	314
Age: 35-44	11%	(14)	89%	(111)	124
Age: 45-64	10%	(18)	90%	(162)	180
Age: 65+	5%	(3)	95%	(61)	64
Man	13%	(52)	87%	(353)	404
Woman	9%	(25)	91%	(252)	277
GenZers: 1997-2012	14%	(23)	86%	(143)	167
Millennials: 1981-1996	13%	(31)	87%	(216)	247
GenXers: 1965-1980	8%	(12)	92%	(136)	148
Baby Boomers: 1946-1964	9%	(10)	91%	(107)	117
PID: Dem (no lean)	12%	(35)	88%	(247)	282
PID: Ind (no lean)	15%	(27)	85%	(159)	186
PID: Rep (no lean)	7%	(15)	93%	(199)	213
Ideo: Liberal (1-3)	16%	(36)	84%	(191)	227
Ideo: Moderate (4)	11%	(25)	89%	(212)	237
Ideo: Conservative (5-7)	7%	(12)	93%	(167)	179
Educ: < College	12%	(51)	88%	(370)	421
Educ: Bachelors degree	6%	(10)	94%	(156)	166
Educ: Post-grad	17%	(16)	83%	(79)	95
Income: Under 50k	10%	(35)	90%	(302)	336
Income: 50k-100k	12%	(29)	88%	(210)	239
Income: 100k+	12%	(13)	88%	(93)	106
Ethnicity: White	11%	(51)	89%	(415)	466
Ethnicity: Hispanic	15%	(21)	85%	(120)	142
Ethnicity: Black	12%	(15)	88%	(117)	132
Ethnicity: Other	13%	(11)	87%	(73)	84
All Christian	12%	(36)	88%	(272)	308
All Non-Christian	19%	(10)	81%	(44)	54
Agnostic/Nothing in particular	8%	(14)	92%	(150)	164
Something Else	11%	(16)	89%	(124)	140

Table MCSP8_5NET: *You mentioned you have seen, read, or heard about a deal(s) between college athletes and brands. Where have you heard about this/these deal(s)? Please select all that apply.*

Through your own search for this kind of information

Demographic	Selected		Not Selected		Total N
Adults	11%	(77)	89%	(605)	682
Religious Non-Protestant/Catholic	18%	(10)	82%	(47)	57
Evangelical	14%	(35)	86%	(211)	246
Non-Evangelical	8%	(16)	92%	(176)	192
Community: Urban	14%	(39)	86%	(230)	268
Community: Suburban	8%	(23)	92%	(261)	284
Community: Rural	12%	(15)	88%	(114)	129
Employ: Private Sector	12%	(30)	88%	(230)	260
Employ: Government	10%	(6)	90%	(58)	64
Employ: Self-Employed	17%	(14)	83%	(68)	81
Employ: Retired	4%	(4)	96%	(82)	86
Employ: Unemployed	7%	(6)	93%	(73)	79
Military HH: Yes	9%	(7)	91%	(69)	75
Military HH: No	12%	(70)	88%	(536)	606
RD/WT: Right Direction	13%	(34)	87%	(225)	260
RD/WT: Wrong Track	10%	(42)	90%	(380)	422
Biden Job Approve	14%	(47)	86%	(279)	326
Biden Job Disapprove	8%	(28)	92%	(303)	331
Biden Job Strongly Approve	19%	(28)	81%	(125)	153
Biden Job Somewhat Approve	11%	(19)	89%	(155)	173
Biden Job Somewhat Disapprove	9%	(10)	91%	(96)	106
Biden Job Strongly Disapprove	8%	(18)	92%	(207)	225
Favorable of Biden	12%	(39)	88%	(275)	315
Unfavorable of Biden	9%	(29)	91%	(291)	320
Very Favorable of Biden	18%	(30)	82%	(135)	164
Somewhat Favorable of Biden	6%	(10)	94%	(141)	150
Somewhat Unfavorable of Biden	13%	(11)	87%	(72)	83
Very Unfavorable of Biden	8%	(18)	92%	(219)	237

Table MCSP8_5NET: *You mentioned you have seen, read, or heard about a deal(s) between college athletes and brands. Where have you heard about this/these deal(s)? Please select all that apply.*
Through your own search for this kind of information

Demographic	Selected		Not Selected		Total N
Adults	11%	(77)	89%	(605)	682
#1 Issue: Economy	10%	(33)	90%	(286)	319
#1 Issue: Security	15%	(12)	85%	(66)	78
#1 Issue: Health Care	7%	(5)	93%	(62)	67
#1 Issue: Women's Issues	13%	(9)	87%	(59)	68
#1 Issue: Energy	4%	(2)	96%	(51)	53
2022 House Vote: Democrat	13%	(37)	87%	(260)	298
2022 House Vote: Republican	9%	(18)	91%	(193)	211
2022 House Vote: Didnt Vote	13%	(20)	87%	(133)	154
2020 Vote: Joe Biden	12%	(35)	88%	(252)	287
2020 Vote: Donald Trump	8%	(19)	92%	(207)	226
2020 Vote: Didn't Vote	14%	(22)	86%	(132)	154
2018 House Vote: Democrat	15%	(37)	85%	(206)	243
2018 House Vote: Republican	7%	(13)	93%	(163)	176
2018 House Vote: Didnt Vote	11%	(26)	89%	(219)	245
4-Region: Northeast	15%	(19)	85%	(109)	129
4-Region: Midwest	10%	(13)	90%	(110)	123
4-Region: South	10%	(27)	90%	(242)	269
4-Region: West	11%	(18)	89%	(143)	161
NCAA Sports Avid Fan	16%	(36)	84%	(187)	223
NCAA Sports Fan	12%	(61)	88%	(438)	499

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

Table MCSP8_6NET: *You mentioned you have seen, read, or heard about a deal(s) between college athletes and brands. Where have you heard about this/these deal(s)? Please select all that apply.*
Through someone you know

Demographic	Selected		Not Selected		Total N
Adults	22%	(149)	78%	(533)	682
Age: 18-34	24%	(75)	76%	(239)	314
Age: 35-44	20%	(25)	80%	(100)	124
Age: 45-64	23%	(42)	77%	(138)	180
Age: 65+	13%	(8)	87%	(56)	64
Man	22%	(88)	78%	(316)	404
Woman	22%	(61)	78%	(216)	277
GenZers: 1997-2012	27%	(46)	73%	(121)	167
Millennials: 1981-1996	19%	(46)	81%	(201)	247
GenXers: 1965-1980	26%	(39)	74%	(109)	148
Baby Boomers: 1946-1964	16%	(18)	84%	(99)	117
PID: Dem (no lean)	22%	(62)	78%	(220)	282
PID: Ind (no lean)	27%	(51)	73%	(136)	186
PID: Rep (no lean)	17%	(37)	83%	(177)	213
Ideo: Liberal (1-3)	21%	(47)	79%	(180)	227
Ideo: Moderate (4)	21%	(49)	79%	(188)	237
Ideo: Conservative (5-7)	25%	(44)	75%	(135)	179
Educ: < College	24%	(101)	76%	(320)	421
Educ: Bachelors degree	16%	(26)	84%	(139)	166
Educ: Post-grad	23%	(21)	77%	(73)	95
Income: Under 50k	24%	(82)	76%	(255)	336
Income: 50k-100k	21%	(49)	79%	(190)	239
Income: 100k+	17%	(18)	83%	(88)	106
Ethnicity: White	23%	(105)	77%	(361)	466
Ethnicity: Hispanic	22%	(31)	78%	(111)	142
Ethnicity: Black	21%	(27)	79%	(105)	132
Ethnicity: Other	20%	(17)	80%	(67)	84
All Christian	22%	(69)	78%	(240)	308
All Non-Christian	30%	(16)	70%	(38)	54
Agnostic/Nothing in particular	19%	(32)	81%	(133)	164
Something Else	20%	(28)	80%	(112)	140

Table MCSP8_6NET: *You mentioned you have seen, read, or heard about a deal(s) between college athletes and brands. Where have you heard about this/these deal(s)? Please select all that apply.*

Through someone you know

Demographic	Selected		Not Selected		Total N
Adults	22%	(149)	78%	(533)	682
Religious Non-Protestant/Catholic	33%	(19)	67%	(38)	57
Evangelical	28%	(69)	72%	(177)	246
Non-Evangelical	12%	(23)	88%	(170)	192
Community: Urban	22%	(58)	78%	(210)	268
Community: Suburban	20%	(57)	80%	(227)	284
Community: Rural	26%	(34)	74%	(95)	129
Employ: Private Sector	20%	(52)	80%	(208)	260
Employ: Government	30%	(19)	70%	(45)	64
Employ: Self-Employed	28%	(22)	72%	(59)	81
Employ: Retired	18%	(16)	82%	(70)	86
Employ: Unemployed	22%	(17)	78%	(62)	79
Military HH: Yes	21%	(16)	79%	(60)	75
Military HH: No	22%	(133)	78%	(473)	606
RD/WT: Right Direction	23%	(58)	77%	(201)	260
RD/WT: Wrong Track	21%	(90)	79%	(332)	422
Biden Job Approve	22%	(70)	78%	(256)	326
Biden Job Disapprove	21%	(69)	79%	(261)	331
Biden Job Strongly Approve	23%	(35)	77%	(118)	153
Biden Job Somewhat Approve	20%	(35)	80%	(138)	173
Biden Job Somewhat Disapprove	15%	(16)	85%	(90)	106
Biden Job Strongly Disapprove	24%	(54)	76%	(171)	225
Favorable of Biden	19%	(61)	81%	(254)	315
Unfavorable of Biden	21%	(69)	79%	(251)	320
Very Favorable of Biden	22%	(37)	78%	(127)	164
Somewhat Favorable of Biden	16%	(24)	84%	(127)	150
Somewhat Unfavorable of Biden	17%	(14)	83%	(69)	83
Very Unfavorable of Biden	23%	(55)	77%	(182)	237

Table MCSP8_6NET: *You mentioned you have seen, read, or heard about a deal(s) between college athletes and brands. Where have you heard about this/these deal(s)? Please select all that apply.*
Through someone you know

Demographic	Selected		Not Selected		Total N
Adults	22%	(149)	78%	(533)	682
#1 Issue: Economy	19%	(61)	81%	(258)	319
#1 Issue: Security	32%	(25)	68%	(53)	78
#1 Issue: Health Care	19%	(12)	81%	(54)	67
#1 Issue: Women's Issues	28%	(19)	72%	(49)	68
#1 Issue: Energy	19%	(10)	81%	(43)	53
2022 House Vote: Democrat	16%	(49)	84%	(249)	298
2022 House Vote: Republican	23%	(49)	77%	(162)	211
2022 House Vote: Didnt Vote	31%	(48)	69%	(106)	154
2020 Vote: Joe Biden	17%	(50)	83%	(238)	287
2020 Vote: Donald Trump	18%	(40)	82%	(186)	226
2020 Vote: Didn't Vote	35%	(53)	65%	(101)	154
2018 House Vote: Democrat	19%	(46)	81%	(197)	243
2018 House Vote: Republican	21%	(37)	79%	(139)	176
2018 House Vote: Didnt Vote	26%	(63)	74%	(182)	245
4-Region: Northeast	23%	(29)	77%	(100)	129
4-Region: Midwest	25%	(31)	75%	(92)	123
4-Region: South	17%	(47)	83%	(222)	269
4-Region: West	26%	(42)	74%	(119)	161
NCAA Sports Avid Fan	24%	(54)	76%	(169)	223
NCAA Sports Fan	22%	(112)	78%	(387)	499

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

Table MCSP8_7NET: *You mentioned you have seen, read, or heard about a deal(s) between college athletes and brands. Where have you heard about this/these deal(s)? Please select all that apply.*
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	2%	(12)	98%	(670)	682
Age: 18-34	1%	(3)	99%	(311)	314
Age: 35-44	—	(0)	100%	(124)	124
Age: 45-64	3%	(5)	97%	(175)	180
Age: 65+	5%	(3)	95%	(61)	64
Man	1%	(3)	99%	(401)	404
Woman	3%	(8)	97%	(269)	277
GenZers: 1997-2012	1%	(2)	99%	(165)	167
Millennials: 1981-1996	—	(1)	100%	(246)	247
GenXers: 1965-1980	1%	(2)	99%	(146)	148
Baby Boomers: 1946-1964	6%	(7)	94%	(111)	117
PID: Dem (no lean)	1%	(3)	99%	(279)	282
PID: Ind (no lean)	4%	(7)	96%	(179)	186
PID: Rep (no lean)	1%	(2)	99%	(212)	213
Ideo: Liberal (1-3)	3%	(7)	97%	(221)	227
Ideo: Moderate (4)	1%	(1)	99%	(236)	237
Ideo: Conservative (5-7)	1%	(2)	99%	(177)	179
Educ: < College	2%	(8)	98%	(414)	421
Educ: Bachelors degree	—	(0)	100%	(166)	166
Educ: Post-grad	4%	(4)	96%	(91)	95
Income: Under 50k	2%	(6)	98%	(330)	336
Income: 50k-100k	2%	(4)	98%	(235)	239
Income: 100k+	1%	(1)	99%	(105)	106
Ethnicity: White	2%	(10)	98%	(456)	466
Ethnicity: Hispanic	3%	(5)	97%	(137)	142
Ethnicity: Black	—	(0)	100%	(132)	132
Ethnicity: Other	2%	(2)	98%	(82)	84
All Christian	1%	(5)	99%	(304)	308
All Non-Christian	—	(0)	100%	(54)	54
Agnostic/Nothing in particular	2%	(4)	98%	(160)	164
Something Else	2%	(3)	98%	(137)	140

Table MCSP8_7NET: *You mentioned you have seen, read, or heard about a deal(s) between college athletes and brands. Where have you heard about this/these deal(s)? Please select all that apply.*
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	2%	(12)	98%	(670)	682
Religious Non-Protestant/Catholic	—	(0)	100%	(57)	57
Evangelical	2%	(5)	98%	(241)	246
Non-Evangelical	1%	(3)	99%	(190)	192
Community: Urban	1%	(2)	99%	(266)	268
Community: Suburban	2%	(6)	98%	(278)	284
Community: Rural	3%	(3)	97%	(126)	129
Employ: Private Sector	1%	(3)	99%	(257)	260
Employ: Government	—	(0)	100%	(64)	64
Employ: Self-Employed	1%	(1)	99%	(80)	81
Employ: Retired	2%	(2)	98%	(84)	86
Employ: Unemployed	5%	(4)	95%	(75)	79
Military HH: Yes	2%	(1)	98%	(74)	75
Military HH: No	2%	(10)	98%	(596)	606
RD/WT: Right Direction	1%	(4)	99%	(256)	260
RD/WT: Wrong Track	2%	(8)	98%	(414)	422
Biden Job Approve	2%	(5)	98%	(321)	326
Biden Job Disapprove	1%	(4)	99%	(326)	331
Biden Job Strongly Approve	3%	(5)	97%	(148)	153
Biden Job Somewhat Approve	—	(0)	100%	(173)	173
Biden Job Somewhat Disapprove	2%	(3)	98%	(103)	106
Biden Job Strongly Disapprove	1%	(2)	99%	(223)	225
Favorable of Biden	2%	(7)	98%	(307)	315
Unfavorable of Biden	1%	(4)	99%	(316)	320
Very Favorable of Biden	3%	(5)	97%	(159)	164
Somewhat Favorable of Biden	1%	(2)	99%	(148)	150
Somewhat Unfavorable of Biden	3%	(3)	97%	(80)	83
Very Unfavorable of Biden	1%	(2)	99%	(236)	237

Table MCSP8_7NET: *You mentioned you have seen, read, or heard about a deal(s) between college athletes and brands. Where have you heard about this/these deal(s)? Please select all that apply.*
Other (please specify)

Demographic	Selected		Not Selected		Total N
Adults	2%	(12)	98%	(670)	682
#1 Issue: Economy	1%	(3)	99%	(316)	319
#1 Issue: Security	—	(0)	100%	(78)	78
#1 Issue: Health Care	—	(0)	100%	(67)	67
#1 Issue: Women's Issues	4%	(3)	96%	(65)	68
#1 Issue: Energy	2%	(1)	98%	(52)	53
2022 House Vote: Democrat	3%	(8)	97%	(290)	298
2022 House Vote: Republican	—	(1)	100%	(210)	211
2022 House Vote: Didnt Vote	1%	(1)	99%	(152)	154
2020 Vote: Joe Biden	3%	(8)	97%	(280)	287
2020 Vote: Donald Trump	1%	(2)	99%	(224)	226
2020 Vote: Didn't Vote	1%	(2)	99%	(152)	154
2018 House Vote: Democrat	3%	(7)	97%	(236)	243
2018 House Vote: Republican	—	(0)	100%	(176)	176
2018 House Vote: Didnt Vote	2%	(4)	98%	(240)	245
4-Region: Northeast	2%	(2)	98%	(127)	129
4-Region: Midwest	1%	(2)	99%	(121)	123
4-Region: South	—	(1)	100%	(267)	269
4-Region: West	4%	(6)	96%	(155)	161
NCAA Sports Avid Fan	1%	(1)	99%	(222)	223
NCAA Sports Fan	2%	(10)	98%	(490)	499

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

Table MCSP9: *As you may know, since July 2021 the NCAA has allowed college athletes to make money on their name, image, and likeness (NIL).How concerned are you, if at all, about college athletes making money on their name, image, and likeness?*

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not concerned at all		Total N
Adults	9%	(204)	16%	(352)	35%	(777)	40%	(873)	2206
Age: 18-34	8%	(53)	17%	(110)	32%	(201)	42%	(268)	633
Age: 35-44	10%	(37)	14%	(53)	35%	(132)	41%	(151)	372
Age: 45-64	9%	(62)	13%	(91)	37%	(263)	42%	(297)	713
Age: 65+	11%	(52)	20%	(98)	37%	(181)	32%	(157)	488
Man	11%	(119)	18%	(193)	33%	(349)	38%	(410)	1072
Woman	8%	(85)	14%	(158)	38%	(428)	41%	(459)	1130
GenZers: 1997-2012	7%	(18)	17%	(46)	40%	(109)	36%	(99)	272
Millennials: 1981-1996	10%	(70)	16%	(106)	29%	(192)	45%	(301)	669
GenXers: 1965-1980	9%	(44)	14%	(71)	39%	(197)	39%	(195)	506
Baby Boomers: 1946-1964	9%	(65)	17%	(118)	37%	(259)	37%	(262)	703
PID: Dem (no lean)	9%	(79)	15%	(131)	37%	(323)	39%	(341)	874
PID: Ind (no lean)	7%	(46)	16%	(107)	33%	(215)	44%	(289)	656
PID: Rep (no lean)	12%	(78)	17%	(114)	35%	(239)	36%	(244)	676
Ideo: Liberal (1-3)	10%	(65)	16%	(102)	36%	(235)	38%	(246)	648
Ideo: Moderate (4)	8%	(56)	18%	(119)	37%	(249)	37%	(247)	671
Ideo: Conservative (5-7)	11%	(77)	18%	(119)	34%	(230)	37%	(247)	673
Educ: < College	8%	(113)	14%	(196)	35%	(506)	43%	(626)	1442
Educ: Bachelors degree	10%	(51)	19%	(93)	37%	(178)	34%	(163)	486
Educ: Post-grad	14%	(40)	22%	(63)	33%	(92)	30%	(84)	279
Income: Under 50k	7%	(82)	16%	(183)	33%	(391)	44%	(512)	1169
Income: 50k-100k	11%	(77)	16%	(115)	37%	(263)	37%	(262)	718
Income: 100k+	14%	(44)	17%	(53)	39%	(123)	31%	(98)	319
Ethnicity: White	9%	(148)	16%	(266)	35%	(599)	40%	(689)	1702
Ethnicity: Hispanic	6%	(22)	13%	(51)	31%	(120)	49%	(187)	380
Ethnicity: Black	12%	(34)	16%	(45)	33%	(94)	39%	(110)	284
Ethnicity: Other	10%	(23)	18%	(40)	38%	(83)	34%	(74)	220

Table MCSP9: *As you may know, since July 2021 the NCAA has allowed college athletes to make money on their name, image, and likeness (NIL).How concerned are you, if at all, about college athletes making money on their name, image, and likeness?*

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not concerned at all		Total N
Adults	9%	(204)	16%	(352)	35%	(777)	40%	(873)	2206
All Christian	11%	(107)	18%	(180)	37%	(366)	34%	(337)	989
All Non-Christian	18%	(26)	23%	(32)	30%	(42)	29%	(42)	142
Atheist	5%	(4)	13%	(10)	33%	(27)	48%	(39)	80
Agnostic/Nothing in particular	5%	(30)	13%	(78)	35%	(208)	46%	(275)	591
Something Else	9%	(36)	13%	(52)	33%	(134)	45%	(181)	404
Religious Non-Protestant/Catholic	17%	(27)	21%	(33)	30%	(46)	31%	(48)	154
Evangelical	13%	(80)	17%	(104)	32%	(197)	37%	(227)	607
Non-Evangelical	8%	(58)	16%	(123)	39%	(293)	37%	(279)	754
Community: Urban	11%	(70)	18%	(115)	32%	(202)	39%	(250)	637
Community: Suburban	9%	(91)	15%	(159)	37%	(389)	39%	(402)	1041
Community: Rural	8%	(44)	15%	(78)	35%	(186)	42%	(221)	528
Employ: Private Sector	12%	(78)	15%	(102)	33%	(222)	40%	(270)	672
Employ: Government	12%	(16)	18%	(24)	36%	(49)	33%	(44)	133
Employ: Self-Employed	11%	(19)	19%	(34)	42%	(76)	29%	(53)	182
Employ: Homemaker	10%	(15)	15%	(22)	34%	(50)	42%	(62)	149
Employ: Student	1%	(1)	11%	(8)	54%	(40)	34%	(25)	74
Employ: Retired	9%	(52)	19%	(110)	35%	(206)	38%	(222)	590
Employ: Unemployed	5%	(14)	15%	(37)	30%	(75)	50%	(127)	253
Employ: Other	6%	(9)	10%	(15)	39%	(59)	45%	(69)	152
Military HH: Yes	7%	(21)	20%	(58)	38%	(110)	35%	(103)	291
Military HH: No	10%	(183)	15%	(294)	35%	(668)	40%	(770)	1915
RD/WT: Right Direction	13%	(89)	18%	(125)	32%	(228)	37%	(263)	705
RD/WT: Wrong Track	8%	(115)	15%	(227)	37%	(549)	41%	(610)	1501
Biden Job Approve	10%	(101)	18%	(179)	33%	(318)	39%	(380)	978
Biden Job Disapprove	9%	(95)	14%	(157)	39%	(426)	39%	(427)	1105
Biden Job Strongly Approve	16%	(65)	15%	(61)	31%	(128)	39%	(160)	414
Biden Job Somewhat Approve	6%	(35)	21%	(118)	34%	(190)	39%	(220)	563
Biden Job Somewhat Disapprove	8%	(24)	12%	(35)	43%	(130)	38%	(115)	306
Biden Job Strongly Disapprove	9%	(70)	15%	(121)	37%	(296)	39%	(312)	800

Table MCSP9: *As you may know, since July 2021 the NCAA has allowed college athletes to make money on their name, image, and likeness (NIL).How concerned are you, if at all, about college athletes making money on their name, image, and likeness?*

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not concerned at all		Total N
Adults	9%	(204)	16%	(352)	35%	(777)	40%	(873)	2206
Favorable of Biden	10%	(95)	17%	(165)	36%	(354)	38%	(378)	991
Unfavorable of Biden	9%	(98)	15%	(156)	37%	(391)	39%	(421)	1066
Very Favorable of Biden	14%	(63)	15%	(68)	35%	(157)	36%	(162)	451
Somewhat Favorable of Biden	6%	(32)	18%	(97)	36%	(196)	40%	(215)	540
Somewhat Unfavorable of Biden	9%	(22)	12%	(28)	38%	(92)	41%	(98)	239
Very Unfavorable of Biden	9%	(76)	16%	(128)	36%	(299)	39%	(323)	827
#1 Issue: Economy	9%	(84)	14%	(134)	36%	(336)	40%	(374)	928
#1 Issue: Security	11%	(28)	20%	(49)	34%	(83)	35%	(85)	246
#1 Issue: Health Care	8%	(15)	19%	(36)	37%	(71)	36%	(70)	192
#1 Issue: Medicare / Social Security	8%	(22)	16%	(42)	35%	(93)	41%	(108)	266
#1 Issue: Women's Issues	10%	(24)	14%	(33)	31%	(76)	45%	(110)	243
#1 Issue: Education	9%	(7)	17%	(12)	30%	(21)	44%	(30)	69
#1 Issue: Energy	11%	(16)	21%	(32)	36%	(55)	31%	(47)	150
#1 Issue: Other	7%	(8)	11%	(13)	38%	(43)	44%	(49)	113
2022 House Vote: Democrat	9%	(83)	16%	(146)	35%	(314)	40%	(360)	903
2022 House Vote: Republican	12%	(79)	19%	(125)	36%	(240)	33%	(220)	663
2022 House Vote: Someone else	11%	(8)	13%	(9)	23%	(17)	52%	(37)	71
2022 House Vote: Didnt Vote	6%	(35)	13%	(72)	36%	(207)	45%	(256)	569
2020 Vote: Joe Biden	9%	(87)	15%	(135)	36%	(331)	40%	(369)	922
2020 Vote: Donald Trump	11%	(77)	18%	(125)	35%	(250)	36%	(257)	709
2020 Vote: Other	14%	(8)	9%	(5)	36%	(21)	41%	(24)	59
2020 Vote: Didn't Vote	6%	(32)	17%	(86)	34%	(175)	43%	(223)	516
2018 House Vote: Democrat	10%	(75)	18%	(131)	37%	(275)	35%	(258)	739
2018 House Vote: Republican	11%	(69)	17%	(106)	37%	(226)	35%	(213)	615
2018 House Vote: Someone else	12%	(7)	15%	(9)	20%	(12)	52%	(32)	60
2018 House Vote: Didnt Vote	7%	(53)	13%	(106)	33%	(264)	47%	(370)	792
4-Region: Northeast	12%	(45)	13%	(51)	34%	(132)	41%	(158)	386
4-Region: Midwest	7%	(33)	21%	(96)	37%	(167)	35%	(160)	456
4-Region: South	10%	(86)	16%	(135)	33%	(279)	40%	(340)	841
4-Region: West	8%	(40)	13%	(69)	38%	(199)	41%	(214)	522

Table MCSP9: *As you may know, since July 2021 the NCAA has allowed college athletes to make money on their name, image, and likeness (NIL).How concerned are you, if at all, about college athletes making money on their name, image, and likeness?*

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not concerned at all		Total N
Adults	9%	(204)	16%	(352)	35%	(777)	40%	(873)	2206
NCAA Sports Avid Fan	17%	(58)	22%	(75)	29%	(101)	33%	(112)	346
NCAA Sports Fan	11%	(115)	21%	(217)	34%	(346)	33%	(339)	1017

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

Table MCSP11: *Should college athletes endorse political candidates?*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	6%	(134)	9%	(209)	21%	(459)	32%	(710)	31%	(693)	2206
Age: 18-34	8%	(48)	16%	(104)	19%	(119)	24%	(149)	34%	(212)	633
Age: 35-44	7%	(25)	9%	(34)	25%	(92)	26%	(98)	33%	(124)	372
Age: 45-64	6%	(42)	7%	(50)	21%	(149)	35%	(248)	31%	(224)	713
Age: 65+	4%	(19)	4%	(21)	20%	(100)	44%	(215)	27%	(133)	488
Man	7%	(75)	11%	(119)	21%	(223)	33%	(349)	28%	(305)	1072
Woman	5%	(59)	8%	(90)	21%	(236)	32%	(359)	34%	(386)	1130
GenZers: 1997-2012	7%	(19)	17%	(46)	24%	(66)	16%	(44)	36%	(97)	272
Millennials: 1981-1996	8%	(51)	13%	(87)	19%	(130)	27%	(180)	33%	(222)	669
GenXers: 1965-1980	6%	(31)	7%	(37)	21%	(108)	33%	(166)	33%	(165)	506
Baby Boomers: 1946-1964	4%	(26)	5%	(36)	21%	(150)	42%	(292)	28%	(199)	703
PID: Dem (no lean)	9%	(75)	12%	(108)	21%	(183)	27%	(235)	31%	(274)	874
PID: Ind (no lean)	2%	(13)	9%	(57)	21%	(135)	30%	(199)	38%	(252)	656
PID: Rep (no lean)	7%	(46)	7%	(44)	21%	(142)	41%	(276)	25%	(167)	676
Ideo: Liberal (1-3)	10%	(66)	10%	(67)	21%	(137)	30%	(198)	28%	(181)	648
Ideo: Moderate (4)	4%	(25)	13%	(90)	22%	(150)	28%	(188)	33%	(218)	671
Ideo: Conservative (5-7)	6%	(42)	6%	(42)	22%	(148)	44%	(296)	21%	(145)	673
Educ: < College	5%	(73)	10%	(141)	19%	(271)	31%	(448)	35%	(508)	1442
Educ: Bachelors degree	6%	(30)	8%	(39)	26%	(126)	35%	(168)	25%	(122)	486
Educ: Post-grad	11%	(30)	10%	(29)	23%	(63)	34%	(94)	23%	(63)	279
Income: Under 50k	5%	(56)	11%	(128)	18%	(208)	30%	(346)	37%	(432)	1169
Income: 50k-100k	6%	(45)	8%	(58)	24%	(173)	35%	(251)	27%	(192)	718
Income: 100k+	11%	(34)	7%	(23)	25%	(78)	36%	(114)	22%	(69)	319
Ethnicity: White	6%	(101)	8%	(137)	21%	(353)	34%	(585)	31%	(526)	1702
Ethnicity: Hispanic	7%	(28)	10%	(38)	19%	(71)	29%	(112)	34%	(130)	380
Ethnicity: Black	9%	(25)	16%	(45)	17%	(48)	20%	(57)	38%	(109)	284
Ethnicity: Other	3%	(8)	13%	(28)	27%	(59)	31%	(68)	26%	(58)	220
All Christian	6%	(55)	8%	(79)	22%	(216)	39%	(388)	25%	(250)	989
All Non-Christian	16%	(22)	14%	(20)	19%	(27)	31%	(45)	20%	(28)	142
Atheist	7%	(5)	7%	(5)	26%	(21)	25%	(20)	36%	(29)	80
Agnostic/Nothing in particular	4%	(21)	11%	(65)	19%	(110)	26%	(155)	41%	(240)	591
Something Else	8%	(30)	10%	(39)	21%	(86)	25%	(103)	36%	(146)	404

Table MCSP11: *Should college athletes endorse political candidates?*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	6%	(134)	9%	(209)	21%	(459)	32%	(710)	31%	(693)	2206
Religious Non-Protestant/Catholic	15%	(22)	14%	(21)	19%	(29)	31%	(48)	21%	(33)	154
Evangelical	9%	(57)	10%	(58)	20%	(120)	33%	(198)	29%	(175)	607
Non-Evangelical	3%	(26)	7%	(56)	24%	(179)	38%	(283)	28%	(210)	754
Community: Urban	10%	(65)	13%	(84)	18%	(115)	27%	(172)	32%	(202)	637
Community: Suburban	4%	(43)	8%	(84)	23%	(244)	34%	(351)	31%	(320)	1041
Community: Rural	5%	(26)	8%	(42)	19%	(101)	36%	(188)	32%	(171)	528
Employ: Private Sector	6%	(42)	10%	(68)	24%	(160)	32%	(215)	28%	(188)	672
Employ: Government	13%	(17)	15%	(20)	26%	(35)	23%	(31)	23%	(30)	133
Employ: Self-Employed	10%	(19)	16%	(30)	20%	(37)	23%	(42)	30%	(55)	182
Employ: Homemaker	2%	(3)	7%	(10)	19%	(29)	32%	(48)	40%	(60)	149
Employ: Student	5%	(4)	20%	(15)	28%	(21)	8%	(6)	39%	(29)	74
Employ: Retired	5%	(29)	5%	(28)	19%	(115)	44%	(259)	27%	(160)	590
Employ: Unemployed	7%	(19)	9%	(22)	16%	(40)	28%	(71)	40%	(101)	253
Employ: Other	1%	(2)	11%	(17)	15%	(23)	25%	(38)	47%	(71)	152
Military HH: Yes	5%	(14)	5%	(15)	20%	(60)	39%	(115)	30%	(88)	291
Military HH: No	6%	(120)	10%	(194)	21%	(400)	31%	(596)	32%	(605)	1915
RD/WT: Right Direction	12%	(88)	13%	(93)	19%	(137)	24%	(168)	31%	(219)	705
RD/WT: Wrong Track	3%	(46)	8%	(116)	22%	(323)	36%	(542)	32%	(474)	1501
Biden Job Approve	10%	(95)	12%	(122)	19%	(181)	28%	(275)	31%	(305)	978
Biden Job Disapprove	4%	(39)	7%	(76)	25%	(272)	38%	(419)	27%	(299)	1105
Biden Job Strongly Approve	18%	(75)	12%	(48)	16%	(66)	28%	(115)	26%	(109)	414
Biden Job Somewhat Approve	4%	(20)	13%	(74)	20%	(115)	28%	(160)	35%	(195)	563
Biden Job Somewhat Disapprove	3%	(10)	10%	(32)	27%	(81)	26%	(80)	34%	(103)	306
Biden Job Strongly Disapprove	4%	(29)	6%	(45)	24%	(190)	42%	(339)	25%	(196)	800
Favorable of Biden	10%	(95)	12%	(120)	20%	(195)	27%	(272)	31%	(309)	991
Unfavorable of Biden	3%	(34)	8%	(81)	23%	(250)	39%	(416)	27%	(285)	1066
Very Favorable of Biden	14%	(63)	13%	(57)	17%	(79)	29%	(131)	27%	(121)	451
Somewhat Favorable of Biden	6%	(32)	12%	(62)	22%	(117)	26%	(141)	35%	(188)	540
Somewhat Unfavorable of Biden	3%	(8)	12%	(29)	26%	(63)	25%	(59)	34%	(81)	239
Very Unfavorable of Biden	3%	(26)	6%	(52)	23%	(188)	43%	(357)	25%	(204)	827

Table MCSP11: *Should college athletes endorse political candidates?*

Demographic	Yes, definitely		Yes, probably		No, probably not		No, definitely not		Don't know / No opinion		Total N
Adults	6%	(134)	9%	(209)	21%	(459)	32%	(710)	31%	(693)	2206
#1 Issue: Economy	4%	(41)	10%	(89)	23%	(217)	31%	(290)	31%	(290)	928
#1 Issue: Security	9%	(21)	8%	(19)	21%	(51)	38%	(93)	25%	(61)	246
#1 Issue: Health Care	10%	(19)	14%	(27)	23%	(44)	27%	(52)	26%	(50)	192
#1 Issue: Medicare / Social Security	6%	(15)	4%	(12)	21%	(56)	35%	(93)	33%	(89)	266
#1 Issue: Women's Issues	7%	(16)	8%	(19)	18%	(43)	29%	(71)	39%	(93)	243
#1 Issue: Education	9%	(7)	12%	(8)	16%	(11)	19%	(13)	44%	(31)	69
#1 Issue: Energy	8%	(12)	15%	(23)	14%	(21)	36%	(54)	27%	(40)	150
#1 Issue: Other	2%	(2)	11%	(12)	15%	(17)	38%	(43)	35%	(39)	113
2022 House Vote: Democrat	9%	(79)	11%	(102)	21%	(194)	29%	(259)	30%	(270)	903
2022 House Vote: Republican	7%	(44)	8%	(53)	21%	(139)	43%	(283)	22%	(144)	663
2022 House Vote: Someone else	2%	(1)	8%	(6)	14%	(10)	35%	(25)	41%	(29)	71
2022 House Vote: Didnt Vote	2%	(10)	8%	(48)	21%	(118)	25%	(143)	44%	(250)	569
2020 Vote: Joe Biden	8%	(77)	11%	(97)	20%	(181)	29%	(266)	33%	(301)	922
2020 Vote: Donald Trump	5%	(39)	7%	(47)	23%	(163)	41%	(293)	24%	(167)	709
2020 Vote: Other	3%	(2)	4%	(2)	19%	(11)	42%	(25)	31%	(19)	59
2020 Vote: Didn't Vote	3%	(16)	12%	(62)	20%	(104)	25%	(127)	40%	(207)	516
2018 House Vote: Democrat	8%	(57)	11%	(85)	21%	(154)	29%	(216)	31%	(226)	739
2018 House Vote: Republican	6%	(39)	6%	(39)	21%	(129)	45%	(279)	21%	(128)	615
2018 House Vote: Someone else	2%	(1)	5%	(3)	19%	(11)	34%	(20)	40%	(24)	60
2018 House Vote: Didnt Vote	5%	(36)	10%	(82)	21%	(165)	25%	(194)	40%	(314)	792
4-Region: Northeast	8%	(31)	11%	(44)	22%	(85)	30%	(116)	29%	(111)	386
4-Region: Midwest	4%	(19)	10%	(46)	19%	(85)	35%	(157)	33%	(148)	456
4-Region: South	6%	(48)	9%	(75)	20%	(169)	32%	(266)	34%	(284)	841
4-Region: West	7%	(36)	8%	(44)	23%	(121)	33%	(171)	29%	(150)	522
NCAA Sports Avid Fan	15%	(52)	14%	(50)	21%	(72)	29%	(102)	20%	(70)	346
NCAA Sports Fan	9%	(87)	13%	(132)	25%	(252)	30%	(305)	24%	(240)	1017

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	2206	100%
age	Age: 18-34	633	29%
	Age: 35-44	372	17%
	Age: 45-64	713	32%
	Age: 65+	488	22%
	N	2206	
demGender3	Man	1072	49%
	Woman	1130	51%
	Not Listed	5	0%
	N	2206	
demAgeGeneration	GenZers: 1997-2012	272	12%
	Millennials: 1981-1996	669	30%
	GenXers: 1965-1980	506	23%
	Baby Boomers: 1946-1964	703	32%
	N	2150	
xpid3	PID: Dem (no lean)	874	40%
	PID: Ind (no lean)	656	30%
	PID: Rep (no lean)	676	31%
	N	2206	
xdemIdeo3	Ideo: Liberal (1-3)	648	29%
	Ideo: Moderate (4)	671	30%
	Ideo: Conservative (5-7)	673	31%
	N	1992	
xeduc3	Educ: < College	1442	65%
	Educ: Bachelors degree	486	22%
	Educ: Post-grad	279	13%
	N	2206	
xdemInc3	Income: Under 50k	1169	53%
	Income: 50k-100k	718	33%
	Income: 100k+	319	14%
	N	2206	
xdemWhite	Ethnicity: White	1702	77%
xdemHispBin	Ethnicity: Hispanic	380	17%
demBlackBin	Ethnicity: Black	284	13%

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
demRaceOther	Ethnicity: Other	220	10%
xdemReligion	All Christian	989	45%
	All Non-Christian	142	6%
	Atheist	80	4%
	Agnostic/Nothing in particular	591	27%
	Something Else	404	18%
	N	2206	
xdemReligOther	Religious Non-Protestant/Catholic	154	7%
xdemEvang	Evangelical	607	28%
	Non-Evangelical	754	34%
	N	1361	
xdemUsr	Community: Urban	637	29%
	Community: Suburban	1041	47%
	Community: Rural	528	24%
	N	2206	
xdemEmploy	Employ: Private Sector	672	30%
	Employ: Government	133	6%
	Employ: Self-Employed	182	8%
	Employ: Homemaker	149	7%
	Employ: Student	74	3%
	Employ: Retired	590	27%
	Employ: Unemployed	253	11%
	Employ: Other	152	7%
	N	2206	
xdemMilHH1	Military HH: Yes	291	13%
	Military HH: No	1915	87%
	N	2206	
xnr1	RD/WT: Right Direction	705	32%
	RD/WT: Wrong Track	1501	68%
	N	2206	
xdemBidenApprove	Biden Job Approve	978	44%
	Biden Job Disapprove	1105	50%
	N	2083	
xdemBidenApprove2	Biden Job Strongly Approve	414	19%
	Biden Job Somewhat Approve	563	26%
	Biden Job Somewhat Disapprove	306	14%
	Biden Job Strongly Disapprove	800	36%
	N	2083	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemBidenFav	Favorable of Biden	991	45%
	Unfavorable of Biden	1066	48%
	N	2057	
xdemBidenFavFull	Very Favorable of Biden	451	20%
	Somewhat Favorable of Biden	540	24%
	Somewhat Unfavorable of Biden	239	11%
	Very Unfavorable of Biden	827	37%
	N	2057	
xnr3	#1 Issue: Economy	928	42%
	#1 Issue: Security	246	11%
	#1 Issue: Health Care	192	9%
	#1 Issue: Medicare / Social Security	266	12%
	#1 Issue: Women's Issues	243	11%
	#1 Issue: Education	69	3%
	#1 Issue: Energy	150	7%
	#1 Issue: Other	113	5%
	N	2206	
xsubVote22O	2022 House Vote: Democrat	903	41%
	2022 House Vote: Republican	663	30%
	2022 House Vote: Someone else	71	3%
	2022 House Vote: Didnt Vote	569	26%
	N	2206	
xsubVote20O	2020 Vote: Joe Biden	922	42%
	2020 Vote: Donald Trump	709	32%
	2020 Vote: Other	59	3%
	2020 Vote: Didn't Vote	516	23%
	N	2206	
xsubVote18O	2018 House Vote: Democrat	739	33%
	2018 House Vote: Republican	615	28%
	2018 House Vote: Someone else	60	3%
	2018 House Vote: Didnt Vote	792	36%
	N	2206	
xreg4	4-Region: Northeast	386	18%
	4-Region: Midwest	456	21%
	4-Region: South	841	38%
	4-Region: West	522	24%
	N	2206	
MCSPxdem1	NCAA Sports Avid Fan	346	16%

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
MCSPxdem2	NCAA Sports Fan	1017	46%

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