



National Tracking Poll #2110009  
October 01-04, 2021

*Crosstabulation Results*

*Methodology:*

This poll was conducted between October 1-October 4, 2021 among a sample of 4400 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of plus or minus 1 percentage points.

# Table Index

1	<b>Table MCSP1_1:</b> Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services? Netflix . . . . .	8
2	<b>Table MCSP1_2:</b> Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services? Amazon Prime Video . . . . .	13
3	<b>Table MCSP1_3:</b> Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services? Hulu . . . . .	18
4	<b>Table MCSP1_4:</b> Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services? Paramount+ . . . . .	23
5	<b>Table MCSP1_5:</b> Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services? Disney+ . . . . .	28
6	<b>Table MCSP1_6:</b> Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services? Apple TV+ . . . . .	33
7	<b>Table MCSP1_7:</b> Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services? Discovery+ . . . . .	38
8	<b>Table MCSP1_8:</b> Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services? HBO Max . . . . .	43
9	<b>Table MCSP1_9:</b> Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services? Peacock . . . . .	48
10	<b>Table MCSP1_10:</b> Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services? ESPN+ . . . . .	53
11	<b>Table MCSP2_1:</b> How often do you use each of the following methods to watch live sporting events when you are not watching them in person? Broadcast or cable television . . . . .	58
12	<b>Table MCSP2_2:</b> How often do you use each of the following methods to watch live sporting events when you are not watching them in person? Authorized streaming via a licensed and legal streaming service partner (i.e. Hulu, YouTube TV, ESPN+, DAZN, MLB.tv, etc.) . . . .	62
13	<b>Table MCSP2_3:</b> How often do you use each of the following methods to watch live sporting events when you are not watching them in person? Unauthorized streaming via a unlicensed or illegal streaming service . . . . .	66
14	<b>Table MCSP3_1:</b> Specifically, during the average season, about how often do you watch games in the following leagues? NHL . . . . .	70
15	<b>Table MCSP3_2:</b> Specifically, during the average season, about how often do you watch games in the following leagues? MLB . . . . .	74
16	<b>Table MCSP3_3:</b> Specifically, during the average season, about how often do you watch games in the following leagues? NBA . . . . .	78

17	<b>Table MCSP3_4:</b> <i>Specifically, during the average season, about how often do you watch games in the following leagues? NFL . . . . .</i>	82
18	<b>Table MCSP4_1:</b> <i>And how often do you watch games in the following leagues that do not involve your favorite team? NHL . . . . .</i>	86
19	<b>Table MCSP4_2:</b> <i>And how often do you watch games in the following leagues that do not involve your favorite team? MLB . . . . .</i>	90
20	<b>Table MCSP4_3:</b> <i>And how often do you watch games in the following leagues that do not involve your favorite team? NBA . . . . .</i>	94
21	<b>Table MCSP4_4:</b> <i>And how often do you watch games in the following leagues that do not involve your favorite team? NFL . . . . .</i>	98
22	<b>Table MCSP5_1:</b> <i>Do you have a favorite player in the following leagues? NHL . . . . .</i>	102
23	<b>Table MCSP5_2:</b> <i>Do you have a favorite player in the following leagues? MLB . . . . .</i>	106
24	<b>Table MCSP5_3:</b> <i>Do you have a favorite player in the following leagues? NBA . . . . .</i>	110
25	<b>Table MCSP5_4:</b> <i>Do you have a favorite player in the following leagues? NFL . . . . .</i>	114
26	<b>Table MCSP6_1:</b> <i>Do you have a favorite team in the following leagues? NHL . . . . .</i>	118
27	<b>Table MCSP6_2:</b> <i>Do you have a favorite team in the following leagues? MLB . . . . .</i>	122
28	<b>Table MCSP6_3:</b> <i>Do you have a favorite team in the following leagues? NBA . . . . .</i>	126
29	<b>Table MCSP6_4:</b> <i>Do you have a favorite team in the following leagues? NFL . . . . .</i>	130
30	<b>Table MCSP7_1:</b> <i>Considering all the games you watch in the following leagues during their respective seasons, do you mostly watch games when your favorite team is playing or games when your favorite team is not playing? NHL . . . . .</i>	134
31	<b>Table MCSP7_2:</b> <i>Considering all the games you watch in the following leagues during their respective seasons, do you mostly watch games when your favorite team is playing or games when your favorite team is not playing? MLB . . . . .</i>	139
32	<b>Table MCSP7_3:</b> <i>Considering all the games you watch in the following leagues during their respective seasons, do you mostly watch games when your favorite team is playing or games when your favorite team is not playing? NBA . . . . .</i>	144
33	<b>Table MCSP7_4:</b> <i>Considering all the games you watch in the following leagues during their respective seasons, do you mostly watch games when your favorite team is playing or games when your favorite team is not playing? NFL . . . . .</i>	149
34	<b>Table MCSP8_1:</b> <i>Consider all the games you watch in the following leagues during their respective seasons. Who do you mostly root for? NHL . . . . .</i>	154
35	<b>Table MCSP8_2:</b> <i>Consider all the games you watch in the following leagues during their respective seasons. Who do you mostly root for? MLB . . . . .</i>	158

36	<b>Table MCSP8_3:</b> Consider all the games you watch in the following leagues during their respective seasons. Who do you mostly root for? NBA . . . . .	162
37	<b>Table MCSP8_4:</b> Consider all the games you watch in the following leagues during their respective seasons. Who do you mostly root for? NFL . . . . .	166
38	<b>Table MCSP9_1:</b> How interested are you in the following NHL teams? Anaheim Ducks . . .	170
39	<b>Table MCSP9_2:</b> How interested are you in the following NHL teams? Arizona Coyotes . .	174
40	<b>Table MCSP9_3:</b> How interested are you in the following NHL teams? Boston Bruins . . . .	178
41	<b>Table MCSP9_4:</b> How interested are you in the following NHL teams? Buffalo Sabres . . . .	182
42	<b>Table MCSP9_5:</b> How interested are you in the following NHL teams? Calgary Flames . . .	186
43	<b>Table MCSP9_6:</b> How interested are you in the following NHL teams? Carolina Hurricanes	190
44	<b>Table MCSP9_7:</b> How interested are you in the following NHL teams? Chicago Blackhawks	194
45	<b>Table MCSP9_8:</b> How interested are you in the following NHL teams? Colorado Avalanche	198
46	<b>Table MCSP9_9:</b> How interested are you in the following NHL teams? Columbus Blue Jackets	202
47	<b>Table MCSP9_10:</b> How interested are you in the following NHL teams? Dallas Stars . . . .	206
48	<b>Table MCSP9_11:</b> How interested are you in the following NHL teams? Detroit Red Wings .	210
49	<b>Table MCSP9_12:</b> How interested are you in the following NHL teams? Edmonton Oilers .	214
50	<b>Table MCSP9_13:</b> How interested are you in the following NHL teams? Florida Panthers . .	218
51	<b>Table MCSP9_14:</b> How interested are you in the following NHL teams? Los Angeles Kings .	222
52	<b>Table MCSP9_15:</b> How interested are you in the following NHL teams? Minnesota Wild . .	226
53	<b>Table MCSP9_16:</b> How interested are you in the following NHL teams? Montreal Canadiens	230
54	<b>Table MCSP9_17:</b> How interested are you in the following NHL teams? Nashville Predators	234
55	<b>Table MCSP9_18:</b> How interested are you in the following NHL teams? New Jersey Devils .	238
56	<b>Table MCSP9_19:</b> How interested are you in the following NHL teams? New York Islanders	242
57	<b>Table MCSP9_20:</b> How interested are you in the following NHL teams? New York Rangers .	246
58	<b>Table MCSP9_21:</b> How interested are you in the following NHL teams? Ottawa Senators . .	250
59	<b>Table MCSP9_22:</b> How interested are you in the following NHL teams? Philadelphia Flyers	254
60	<b>Table MCSP9_23:</b> How interested are you in the following NHL teams? Pittsburgh Penguins	258
61	<b>Table MCSP9_24:</b> How interested are you in the following NHL teams? San Jose Sharks . .	262
62	<b>Table MCSP9_25:</b> How interested are you in the following NHL teams? Seattle Kraken . . .	266

63	<b>Table MCSP9_26:</b> <i>How interested are you in the following NHL teams? St Louis Blues . . .</i>	270
64	<b>Table MCSP9_27:</b> <i>How interested are you in the following NHL teams? Tampa Bay Lightning</i>	274
65	<b>Table MCSP9_28:</b> <i>How interested are you in the following NHL teams? Toronto Maple Leafs</i>	278
66	<b>Table MCSP9_29:</b> <i>How interested are you in the following NHL teams? Vancouver Canucks</i>	282
67	<b>Table MCSP9_30:</b> <i>How interested are you in the following NHL teams? Vegas Golden Knights</i>	286
68	<b>Table MCSP9_31:</b> <i>How interested are you in the following NHL teams? Washington Capitals</i>	290
69	<b>Table MCSP9_32:</b> <i>How interested are you in the following NHL teams? Winnipeg Jets . . .</i>	294
70	<b>Table MCSP10_1NET:</b> <i>As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply. ABC</i>	298
71	<b>Table MCSP10_2NET:</b> <i>As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply. ESPN . . . . .</i>	302
72	<b>Table MCSP10_3NET:</b> <i>As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply. TNT</i>	306
73	<b>Table MCSP10_4NET:</b> <i>As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply. ESPN+ . . . . .</i>	310
74	<b>Table MCSP10_5NET:</b> <i>As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply. Hulu</i>	314
75	<b>Table MCSP10_6NET:</b> <i>As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply. TBS</i>	318
76	<b>Table MCSP10_7NET:</b> <i>As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply. HBO Max . . . . .</i>	322
77	<b>Table MCSP10_8NET:</b> <i>As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply. CBS</i>	326
78	<b>Table MCSP10_9NET:</b> <i>As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply. NBC</i>	330
79	<b>Table MCSP10_10NET:</b> <i>As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply. NBCSN . . . . .</i>	334
80	<b>Table MCSP10_11NET:</b> <i>As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply. USA</i>	338

81	<b>Table MCSP10_12NET:</b> <i>As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.</i> <i>Netflix</i> . . . . .	342
82	<b>Table MCSP10_13NET:</b> <i>As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.</i> <i>Amazon Prime Video</i> . . . . .	346
83	<b>Table MCSP10_14NET:</b> <i>As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.</i> <i>Paramount+</i> . . . . .	350
84	<b>Table MCSP10_15NET:</b> <i>As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.</i> <i>Disney+</i> . . . . .	354
85	<b>Table MCSP10_16NET:</b> <i>As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.</i> <i>Apple TV+</i> . . . . .	358
86	<b>Table MCSP10_17NET:</b> <i>As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.</i> <i>Discovery+</i> . . . . .	362
87	<b>Table MCSP10_18NET:</b> <i>As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.</i> <i>Peacock</i> . . . . .	366
88	<b>Table MCSP10_19NET:</b> <i>As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.</i> <i>None of the above</i> . . . . .	370
89	<b>Table MCSP11_1:</b> <i>How much have you seen, read or heard about the following? National NHL telecasts moving from NBC and NBCSN to ABC, ESPN, TNT, ESPN+ and Hulu</i> . . . . .	374
90	<b>Table MCSP11_2:</b> <i>How much have you seen, read or heard about the following? Wayne Gretzky joining Turner Sports as a new NHL studio analyst</i> . . . . .	378
91	<b>Table MCSP11_3:</b> <i>How much have you seen, read or heard about the following? The Seattle Kraken debuting as an expansion team during the 2021-2022 NHL season</i> . . . . .	382
92	<b>Table MCSP12_1:</b> <i>To what extent are you excited about the following changes to the NHL 2021-2022 season? National NHL telecasts moving from NBC and NBCSN to ABC, ESPN, TNT, ESPN+ and Hulu</i> . . . . .	386
93	<b>Table MCSP12_2:</b> <i>To what extent are you excited about the following changes to the NHL 2021-2022 season? Wayne Gretzky joining Turner Sports as a new NHL studio analyst</i> . . . . .	390
94	<b>Table MCSP12_3:</b> <i>To what extent are you excited about the following changes to the NHL 2021-2022 season? The Seattle Kraken debuting as an expansion team during the 2021-2022 NHL season</i> . . . . .	394

95	<b>Table MCSP13_1:</b> <i>And, to what extent do the following make you interested in watching the NHL 2021-2022 season? National NHL telecasts moving from NBC and NBCSN to ABC, ESPN, TNT, ESPN+ and Hulu</i> . . . . .	398
96	<b>Table MCSP13_2:</b> <i>And, to what extent do the following make you interested in watching the NHL 2021-2022 season? Wayne Gretzky joining Turner Sports as a new NHL studio analyst</i>	402
97	<b>Table MCSP13_3:</b> <i>And, to what extent do the following make you interested in watching the NHL 2021-2022 season? The Seattle Kraken debuting as an expansion team during the 2021-2022 NHL season</i> . . . . .	406
98	<b>Table MCSPdem1_1:</b> <i>In general, what kind of fan do you consider yourself of the following? Sports in general</i> . . . . .	410
99	<b>Table MCSPdem1_2:</b> <i>In general, what kind of fan do you consider yourself of the following? NHL</i> . . . . .	414
100	<b>Table MCSPdem1_3:</b> <i>In general, what kind of fan do you consider yourself of the following? MLB</i> . . . . .	418
101	<b>Table MCSPdem1_4:</b> <i>In general, what kind of fan do you consider yourself of the following? NBA</i> . . . . .	422
102	<b>Table MCSPdem1_5:</b> <i>In general, what kind of fan do you consider yourself of the following? NFL</i> . . . . .	426
103	<b>Summary Statistics of Survey Respondent Demographics</b> . . . . .	430

## Crosstabulation Results by Respondent Demographics

**Table MCSPI\_1:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
Netflix

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	61% (2704)	16% (686)	23% (1010)	4400
Gender: Male	61% (1287)	17% (352)	23% (485)	2124
Gender: Female	62% (1416)	15% (334)	23% (526)	2276
Age: 18-34	77% (1009)	14% (183)	9% (119)	1310
Age: 35-44	69% (492)	19% (134)	12% (88)	715
Age: 45-64	55% (828)	17% (253)	28% (421)	1502
Age: 65+	43% (375)	13% (116)	44% (382)	873
GenZers: 1997-2012	80% (374)	11% (52)	8% (39)	465
Millennials: 1981-1996	73% (934)	17% (212)	10% (130)	1276
GenXers: 1965-1980	63% (645)	18% (187)	19% (196)	1028
Baby Boomers: 1946-1964	48% (700)	15% (214)	37% (541)	1455
PID: Dem (no lean)	63% (1044)	14% (239)	22% (370)	1653
PID: Ind (no lean)	61% (893)	19% (275)	20% (296)	1464
PID: Rep (no lean)	60% (767)	13% (172)	27% (344)	1284
PID/Gender: Dem Men	62% (483)	15% (113)	23% (180)	776
PID/Gender: Dem Women	64% (560)	14% (125)	22% (191)	877
PID/Gender: Ind Men	59% (442)	21% (156)	20% (151)	750
PID/Gender: Ind Women	63% (450)	17% (119)	20% (145)	714
PID/Gender: Rep Men	60% (361)	14% (82)	26% (154)	598
PID/Gender: Rep Women	59% (406)	13% (90)	28% (190)	686
Ideo: Liberal (1-3)	68% (856)	15% (191)	17% (211)	1257
Ideo: Moderate (4)	60% (755)	15% (186)	25% (317)	1257
Ideo: Conservative (5-7)	57% (811)	16% (228)	28% (395)	1434
Educ: < College	59% (1777)	17% (525)	24% (722)	3024
Educ: Bachelors degree	67% (595)	13% (113)	20% (179)	888
Educ: Post-grad	68% (331)	10% (48)	22% (109)	488

Continued on next page



**Table MCSP1\_1:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
 Netflix

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	61% (2704)	16% (686)	23% (1010)	4400
Income: Under 50k	56% (1350)	18% (443)	26% (621)	2415
Income: 50k-100k	65% (908)	13% (181)	21% (298)	1387
Income: 100k+	74% (446)	10% (62)	15% (91)	598
Ethnicity: White	60% (2069)	16% (537)	24% (837)	3443
Ethnicity: Hispanic	75% (524)	13% (94)	12% (81)	699
Ethnicity: Black	64% (352)	16% (87)	20% (110)	549
Ethnicity: Other	69% (283)	15% (62)	16% (63)	408
All Christian	57% (1135)	15% (288)	28% (551)	1974
All Non-Christian	64% (134)	12% (26)	23% (49)	208
Atheist	68% (175)	15% (39)	17% (44)	258
Agnostic/Nothing in particular	65% (804)	16% (202)	18% (226)	1232
Something Else	63% (455)	18% (132)	19% (140)	727
Religious Non-Protestant/Catholic	64% (157)	15% (37)	22% (53)	247
Evangelical	57% (603)	17% (177)	27% (285)	1064
Non-Evangelical	60% (954)	15% (231)	25% (393)	1578
Community: Urban	63% (725)	17% (194)	21% (240)	1158
Community: Suburban	62% (1306)	14% (296)	23% (489)	2091
Community: Rural	58% (673)	17% (197)	24% (282)	1151
Employ: Private Sector	70% (941)	14% (183)	16% (219)	1343
Employ: Government	77% (202)	10% (26)	13% (35)	263
Employ: Self-Employed	63% (268)	19% (80)	18% (78)	426
Employ: Homemaker	60% (212)	17% (60)	23% (79)	351
Employ: Student	78% (116)	12% (18)	9% (14)	148
Employ: Retired	45% (448)	15% (152)	40% (403)	1003
Employ: Unemployed	58% (316)	21% (113)	21% (116)	546
Employ: Other	63% (201)	16% (53)	21% (67)	321
Military HH: Yes	59% (385)	15% (98)	26% (171)	654
Military HH: No	62% (2318)	16% (588)	22% (840)	3746

Continued on next page

**Table MCSP1\_1: Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?**  
Netflix

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	61% (2704)	16% (686)	23% (1010)	4400
RD/WT: Right Direction	62% (1039)	15% (247)	23% (380)	1666
RD/WT: Wrong Track	61% (1665)	16% (439)	23% (631)	2734
Biden Job Approve	63% (1268)	14% (287)	22% (448)	2004
Biden Job Disapprove	60% (1280)	17% (354)	24% (506)	2140
Biden Job Strongly Approve	61% (560)	14% (125)	25% (228)	913
Biden Job Somewhat Approve	65% (708)	15% (162)	20% (220)	1091
Biden Job Somewhat Disapprove	65% (419)	16% (106)	19% (122)	647
Biden Job Strongly Disapprove	58% (860)	17% (248)	26% (384)	1493
Favorable of Biden	64% (1318)	14% (292)	22% (449)	2059
Unfavorable of Biden	59% (1244)	16% (339)	24% (510)	2093
Very Favorable of Biden	62% (622)	14% (139)	24% (244)	1006
Somewhat Favorable of Biden	66% (695)	15% (153)	19% (205)	1053
Somewhat Unfavorable of Biden	63% (355)	15% (86)	22% (126)	567
Very Unfavorable of Biden	58% (889)	17% (253)	25% (384)	1527
#1 Issue: Economy	66% (1058)	15% (245)	19% (298)	1601
#1 Issue: Security	54% (387)	17% (126)	29% (210)	723
#1 Issue: Health Care	66% (370)	13% (74)	21% (116)	561
#1 Issue: Medicare / Social Security	43% (224)	16% (86)	41% (215)	525
#1 Issue: Women's Issues	74% (221)	13% (39)	13% (39)	299
#1 Issue: Education	73% (122)	16% (27)	11% (18)	168
#1 Issue: Energy	67% (152)	18% (42)	15% (34)	227
#1 Issue: Other	57% (170)	16% (47)	27% (80)	297
2020 Vote: Joe Biden	64% (1264)	13% (254)	23% (443)	1960
2020 Vote: Donald Trump	57% (801)	15% (210)	28% (387)	1398
2020 Vote: Other	58% (95)	23% (37)	20% (33)	164
2020 Vote: Didn't Vote	62% (543)	21% (184)	17% (147)	875

Continued on next page

**Table MCSP1\_1:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
 Netflix

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	61% (2704)	16% (686)	23% (1010)	4400
2018 House Vote: Democrat	65% (957)	13% (193)	22% (325)	1475
2018 House Vote: Republican	56% (665)	15% (182)	29% (350)	1196
2018 House Vote: Someone else	59% (73)	20% (25)	21% (26)	123
2016 Vote: Hillary Clinton	63% (888)	14% (191)	23% (321)	1400
2016 Vote: Donald Trump	56% (744)	16% (206)	28% (370)	1321
2016 Vote: Other	62% (154)	16% (40)	22% (55)	249
2016 Vote: Didn't Vote	64% (915)	17% (246)	19% (264)	1425
Voted in 2014: Yes	59% (1441)	15% (363)	26% (637)	2442
Voted in 2014: No	64% (1262)	16% (323)	19% (374)	1958
4-Region: Northeast	64% (505)	13% (99)	23% (183)	787
4-Region: Midwest	57% (524)	16% (151)	27% (249)	925
4-Region: South	62% (1030)	16% (262)	22% (356)	1648
4-Region: West	62% (645)	17% (174)	21% (221)	1040
2110001	62% (1342)	15% (319)	24% (521)	2182
2110009	61% (1362)	17% (367)	22% (489)	2218
Sports Fans	64% (1861)	15% (441)	21% (596)	2899
Avid Sports Fans	70% (574)	12% (103)	18% (148)	824
Casual Sports Fans	62% (1287)	16% (338)	22% (449)	2074
Non-Sports Fans	56% (842)	16% (245)	28% (414)	1501
Sports Fans Non-NHL	64% (945)	16% (237)	20% (304)	1486
NHL Fans	64% (974)	16% (238)	20% (312)	1523
Avid NHL Fans	68% (263)	14% (53)	18% (71)	387
Casual NHL Fans	63% (711)	16% (185)	21% (241)	1137
Has Favorite NHL Team	66% (680)	14% (149)	19% (198)	1026
Has Favorite MLB Team	63% (1147)	15% (274)	22% (402)	1823
Has Favorite NBA Team	68% (1003)	14% (211)	18% (266)	1481
Has Favorite NFL Team	64% (1508)	16% (370)	20% (477)	2355
MLB Fans	62% (1409)	15% (342)	23% (511)	2262

Continued on next page

**Table MCSP1\_1:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
*Netflix*

<b>Demographic</b>	<b>I (or someone in my household) currently subscribe or use this</b>	<b>I (or someone in my household) subscribed or used this in the past, but not now</b>	<b>I (or someone in my household) have never subscribed or used this</b>	<b>Total N</b>
Adults	61% (2704)	16% (686)	23% (1010)	4400
NBA Fans	67% (1351)	15% (294)	19% (375)	2020
NFL Fans	64% (1757)	15% (428)	21% (577)	2762
Avid MLB Fans	63% (463)	14% (104)	23% (169)	736
Avid NBA	72% (487)	12% (84)	16% (105)	676
Avid NFL Fans	64% (765)	14% (170)	22% (265)	1200

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

**Table MCSP1\_2: Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?**  
*Amazon Prime Video*

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	54% (2357)	12% (545)	34% (1498)	4400
Gender: Male	53% (1129)	14% (300)	33% (694)	2124
Gender: Female	54% (1228)	11% (245)	35% (803)	2276
Age: 18-34	56% (735)	19% (255)	24% (321)	1310
Age: 35-44	62% (445)	14% (99)	24% (171)	715
Age: 45-64	53% (798)	9% (139)	38% (565)	1502
Age: 65+	44% (380)	6% (51)	51% (441)	873
GenZers: 1997-2012	50% (233)	24% (110)	26% (123)	465
Millennials: 1981-1996	61% (778)	16% (203)	23% (296)	1276
GenXers: 1965-1980	58% (600)	12% (121)	30% (307)	1028
Baby Boomers: 1946-1964	48% (696)	7% (100)	45% (658)	1455
PID: Dem (no lean)	58% (962)	11% (176)	31% (515)	1653
PID: Ind (no lean)	51% (753)	16% (238)	32% (472)	1464
PID: Rep (no lean)	50% (642)	10% (131)	40% (510)	1284
PID/Gender: Dem Men	58% (447)	11% (86)	31% (243)	776
PID/Gender: Dem Women	59% (515)	10% (90)	31% (272)	877
PID/Gender: Ind Men	51% (379)	19% (145)	30% (226)	750
PID/Gender: Ind Women	52% (374)	13% (93)	35% (247)	714
PID/Gender: Rep Men	51% (303)	12% (69)	38% (226)	598
PID/Gender: Rep Women	50% (340)	9% (62)	41% (284)	686
Ideo: Liberal (1-3)	61% (771)	11% (137)	28% (350)	1257
Ideo: Moderate (4)	53% (668)	11% (140)	36% (450)	1257
Ideo: Conservative (5-7)	50% (719)	12% (173)	38% (542)	1434
Educ: < College	49% (1490)	14% (428)	37% (1106)	3024
Educ: Bachelors degree	63% (556)	8% (72)	29% (259)	888
Educ: Post-grad	64% (312)	9% (44)	27% (132)	488
Income: Under 50k	47% (1144)	14% (345)	38% (925)	2415
Income: 50k-100k	58% (799)	11% (151)	31% (437)	1387
Income: 100k+	69% (414)	8% (48)	23% (136)	598

Continued on next page

**Table MCSP1\_2: Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?**  
*Amazon Prime Video*

<b>Demographic</b>	<b>I (or someone in my household) currently subscribe or use this</b>	<b>I (or someone in my household) subscribed or used this in the past, but not now</b>	<b>I (or someone in my household) have never subscribed or used this</b>	<b>Total N</b>
Adults	54% (2357)	12% (545)	34% (1498)	4400
Ethnicity: White	53% (1837)	11% (387)	35% (1219)	3443
Ethnicity: Hispanic	56% (389)	17% (121)	27% (188)	699
Ethnicity: Black	54% (294)	16% (87)	31% (168)	549
Ethnicity: Other	55% (226)	18% (72)	27% (110)	408
All Christian	50% (995)	11% (212)	39% (768)	1974
All Non-Christian	56% (117)	10% (21)	33% (69)	208
Atheist	66% (170)	12% (30)	23% (58)	258
Agnostic/Nothing in particular	54% (663)	14% (176)	32% (394)	1232
Something Else	57% (413)	15% (106)	29% (208)	727
Religious Non-Protestant/Catholic	56% (139)	10% (25)	34% (83)	247
Evangelical	52% (549)	11% (115)	38% (400)	1064
Non-Evangelical	52% (828)	12% (196)	35% (554)	1578
Community: Urban	53% (620)	14% (164)	32% (375)	1158
Community: Suburban	56% (1161)	11% (224)	34% (706)	2091
Community: Rural	50% (577)	14% (157)	36% (417)	1151
Employ: Private Sector	60% (808)	12% (168)	27% (367)	1343
Employ: Government	62% (163)	11% (30)	27% (70)	263
Employ: Self-Employed	55% (236)	16% (68)	28% (121)	426
Employ: Homemaker	58% (203)	8% (30)	34% (118)	351
Employ: Student	52% (78)	21% (31)	27% (40)	148
Employ: Retired	46% (458)	7% (73)	47% (472)	1003
Employ: Unemployed	47% (254)	18% (97)	36% (194)	546
Employ: Other	49% (157)	15% (48)	36% (115)	321
Military HH: Yes	56% (368)	8% (50)	36% (236)	654
Military HH: No	53% (1989)	13% (495)	34% (1261)	3746
RD/WT: Right Direction	56% (934)	11% (190)	33% (543)	1666
RD/WT: Wrong Track	52% (1424)	13% (356)	35% (955)	2734

Continued on next page

**Table MCSP1\_2: Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?**  
 Amazon Prime Video

<b>Demographic</b>	<b>I (or someone in my household) currently subscribe or use this</b>	<b>I (or someone in my household) subscribed or used this in the past, but not now</b>	<b>I (or someone in my household) have never subscribed or used this</b>	<b>Total N</b>
Adults	54% (2357)	12% (545)	34% (1498)	4400
Biden Job Approve	57% (1144)	11% (213)	32% (648)	2004
Biden Job Disapprove	51% (1099)	13% (278)	36% (763)	2140
Biden Job Strongly Approve	59% (537)	9% (81)	32% (295)	913
Biden Job Somewhat Approve	56% (607)	12% (132)	32% (352)	1091
Biden Job Somewhat Disapprove	55% (359)	16% (105)	28% (184)	647
Biden Job Strongly Disapprove	50% (741)	12% (173)	39% (579)	1493
Favorable of Biden	57% (1183)	11% (234)	31% (642)	2059
Unfavorable of Biden	51% (1070)	12% (258)	37% (766)	2093
Very Favorable of Biden	59% (597)	10% (96)	31% (313)	1006
Somewhat Favorable of Biden	56% (586)	13% (138)	31% (329)	1053
Somewhat Unfavorable of Biden	54% (305)	13% (74)	33% (188)	567
Very Unfavorable of Biden	50% (764)	12% (184)	38% (578)	1527
#1 Issue: Economy	56% (904)	13% (203)	31% (494)	1601
#1 Issue: Security	50% (360)	13% (93)	37% (269)	723
#1 Issue: Health Care	57% (322)	12% (67)	31% (172)	561
#1 Issue: Medicare / Social Security	40% (212)	9% (48)	50% (265)	525
#1 Issue: Women's Issues	60% (181)	12% (35)	28% (84)	299
#1 Issue: Education	58% (97)	18% (30)	24% (40)	168
#1 Issue: Energy	57% (129)	16% (35)	28% (63)	227
#1 Issue: Other	51% (153)	11% (33)	37% (111)	297
2020 Vote: Joe Biden	59% (1150)	10% (203)	31% (607)	1960
2020 Vote: Donald Trump	51% (717)	10% (138)	39% (544)	1398
2020 Vote: Other	56% (92)	16% (26)	28% (46)	164
2020 Vote: Didn't Vote	45% (397)	20% (177)	34% (300)	875
2018 House Vote: Democrat	61% (900)	9% (140)	29% (434)	1475
2018 House Vote: Republican	52% (622)	10% (120)	38% (454)	1196
2018 House Vote: Someone else	46% (57)	20% (24)	34% (42)	123

Continued on next page

**Table MCSP1\_2: Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?**  
Amazon Prime Video

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	54% (2357)	12% (545)	34% (1498)	4400
2016 Vote: Hillary Clinton	59% (829)	10% (139)	31% (432)	1400
2016 Vote: Donald Trump	53% (706)	9% (114)	38% (500)	1321
2016 Vote: Other	55% (137)	16% (40)	29% (72)	249
2016 Vote: Didn't Vote	48% (683)	18% (250)	35% (492)	1425
Voted in 2014: Yes	56% (1370)	10% (235)	34% (836)	2442
Voted in 2014: No	50% (987)	16% (310)	34% (661)	1958
4-Region: Northeast	54% (423)	12% (96)	34% (268)	787
4-Region: Midwest	51% (468)	12% (109)	38% (347)	925
4-Region: South	54% (887)	12% (202)	34% (560)	1648
4-Region: West	56% (579)	13% (138)	31% (323)	1040
2110001	53% (1167)	12% (268)	34% (747)	2182
2110009	54% (1191)	12% (277)	34% (751)	2218
Sports Fans	56% (1619)	13% (366)	32% (914)	2899
Avid Sports Fans	55% (454)	15% (121)	30% (249)	824
Casual Sports Fans	56% (1165)	12% (245)	32% (664)	2074
Non-Sports Fans	49% (738)	12% (179)	39% (584)	1501
Sports Fans Non-NHL	53% (793)	13% (197)	33% (496)	1486
NHL Fans	58% (887)	12% (184)	30% (452)	1523
Avid NHL Fans	59% (227)	14% (54)	27% (106)	387
Casual NHL Fans	58% (661)	11% (130)	30% (346)	1137
Has Favorite NHL Team	58% (599)	13% (138)	28% (289)	1026
Has Favorite MLB Team	57% (1037)	12% (219)	31% (567)	1823
Has Favorite NBA Team	57% (845)	14% (210)	29% (426)	1481
Has Favorite NFL Team	56% (1309)	13% (314)	31% (732)	2355
MLB Fans	56% (1268)	11% (259)	32% (734)	2262
NBA Fans	56% (1137)	14% (286)	30% (597)	2020
NFL Fans	55% (1511)	14% (383)	31% (867)	2762
Avid MLB Fans	54% (400)	11% (78)	35% (259)	736

Continued on next page



**Table MCSP1\_2:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
 Amazon Prime Video

<b>Demographic</b>	<b>I (or someone in my household) currently subscribe or use this</b>	<b>I (or someone in my household) subscribed or used this in the past, but not now</b>	<b>I (or someone in my household) have never subscribed or used this</b>	<b>Total N</b>
Adults	54% (2357)	12% (545)	34% (1498)	4400
Avid NBA	57% (383)	15% (99)	29% (193)	676
Avid NFL Fans	53% (634)	12% (143)	35% (423)	1200

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

**Table MCSP1\_3: Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?**  
*Hulu*

<b>Demographic</b>	<b>I (or someone in my household) currently subscribe or use this</b>	<b>I (or someone in my household) subscribed or used this in the past, but not now</b>	<b>I (or someone in my household) have never subscribed or used this</b>	<b>Total N</b>
Adults	43% (1886)	16% (694)	41% (1820)	4400
Gender: Male	42% (899)	17% (369)	40% (856)	2124
Gender: Female	43% (987)	14% (325)	42% (964)	2276
Age: 18-34	61% (800)	19% (252)	20% (258)	1310
Age: 35-44	50% (361)	20% (144)	29% (210)	715
Age: 45-64	36% (535)	14% (212)	50% (754)	1502
Age: 65+	22% (191)	10% (85)	68% (597)	873
GenZers: 1997-2012	62% (289)	20% (92)	18% (84)	465
Millennials: 1981-1996	57% (732)	19% (244)	24% (300)	1276
GenXers: 1965-1980	45% (459)	17% (170)	39% (399)	1028
Baby Boomers: 1946-1964	27% (386)	12% (178)	61% (892)	1455
PID: Dem (no lean)	45% (752)	16% (257)	39% (644)	1653
PID: Ind (no lean)	42% (621)	19% (272)	39% (571)	1464
PID: Rep (no lean)	40% (514)	13% (165)	47% (605)	1284
PID/Gender: Dem Men	47% (364)	17% (135)	36% (278)	776
PID/Gender: Dem Women	44% (388)	14% (122)	42% (366)	877
PID/Gender: Ind Men	41% (307)	20% (150)	39% (293)	750
PID/Gender: Ind Women	44% (314)	17% (122)	39% (278)	714
PID/Gender: Rep Men	38% (229)	14% (84)	48% (285)	598
PID/Gender: Rep Women	41% (284)	12% (82)	47% (320)	686
Ideo: Liberal (1-3)	48% (602)	17% (216)	35% (440)	1257
Ideo: Moderate (4)	42% (528)	16% (197)	42% (533)	1257
Ideo: Conservative (5-7)	38% (549)	13% (191)	48% (694)	1434
Educ: < College	43% (1286)	16% (492)	41% (1247)	3024
Educ: Bachelors degree	44% (389)	14% (124)	42% (375)	888
Educ: Post-grad	43% (211)	16% (78)	41% (198)	488
Income: Under 50k	41% (1000)	17% (406)	42% (1009)	2415
Income: 50k-100k	44% (613)	14% (201)	41% (573)	1387
Income: 100k+	46% (273)	15% (87)	40% (238)	598

Continued on next page

**Table MCSP1\_3: Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?**  
 Hulu

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	43% (1886)	16% (694)	41% (1820)	4400
Ethnicity: White	41% (1416)	15% (522)	44% (1505)	3443
Ethnicity: Hispanic	55% (386)	17% (120)	28% (193)	699
Ethnicity: Black	50% (274)	17% (94)	33% (180)	549
Ethnicity: Other	48% (196)	19% (77)	33% (135)	408
All Christian	38% (746)	13% (261)	49% (967)	1974
All Non-Christian	38% (79)	16% (33)	47% (97)	208
Atheist	50% (130)	20% (52)	29% (76)	258
Agnostic/Nothing in particular	47% (581)	17% (205)	36% (447)	1232
Something Else	48% (352)	20% (143)	32% (233)	727
Religious Non-Protestant/Catholic	39% (96)	16% (41)	45% (110)	247
Evangelical	41% (433)	16% (170)	43% (461)	1064
Non-Evangelical	41% (639)	14% (224)	45% (714)	1578
Community: Urban	44% (515)	18% (211)	37% (433)	1158
Community: Suburban	43% (895)	15% (304)	43% (892)	2091
Community: Rural	41% (475)	16% (179)	43% (496)	1151
Employ: Private Sector	49% (654)	16% (218)	35% (470)	1343
Employ: Government	53% (141)	16% (41)	31% (81)	263
Employ: Self-Employed	46% (195)	21% (89)	33% (141)	426
Employ: Homemaker	49% (170)	15% (52)	37% (129)	351
Employ: Student	63% (93)	19% (29)	18% (26)	148
Employ: Retired	25% (251)	11% (114)	64% (638)	1003
Employ: Unemployed	42% (227)	18% (97)	41% (221)	546
Employ: Other	48% (154)	17% (54)	35% (113)	321
Military HH: Yes	37% (243)	13% (85)	50% (325)	654
Military HH: No	44% (1643)	16% (609)	40% (1495)	3746
RD/WT: Right Direction	43% (710)	16% (261)	42% (695)	1666
RD/WT: Wrong Track	43% (1176)	16% (432)	41% (1125)	2734

Continued on next page

**Table MCSP1\_3: Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?**  
Hulu

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	43% (1886)	16% (694)	41% (1820)	4400
Biden Job Approve	45% (896)	16% (315)	40% (793)	2004
Biden Job Disapprove	42% (891)	15% (327)	43% (922)	2140
Biden Job Strongly Approve	43% (393)	16% (145)	41% (376)	913
Biden Job Somewhat Approve	46% (503)	16% (170)	38% (417)	1091
Biden Job Somewhat Disapprove	45% (294)	19% (121)	36% (232)	647
Biden Job Strongly Disapprove	40% (597)	14% (206)	46% (690)	1493
Favorable of Biden	46% (940)	15% (316)	39% (802)	2059
Unfavorable of Biden	41% (849)	16% (333)	44% (911)	2093
Very Favorable of Biden	44% (440)	16% (156)	41% (410)	1006
Somewhat Favorable of Biden	47% (500)	15% (160)	37% (393)	1053
Somewhat Unfavorable of Biden	43% (244)	19% (109)	38% (214)	567
Very Unfavorable of Biden	40% (605)	15% (224)	46% (697)	1527
#1 Issue: Economy	47% (753)	16% (251)	37% (597)	1601
#1 Issue: Security	33% (242)	17% (122)	50% (359)	723
#1 Issue: Health Care	48% (272)	14% (80)	37% (209)	561
#1 Issue: Medicare / Social Security	27% (143)	13% (69)	60% (313)	525
#1 Issue: Women's Issues	57% (171)	14% (41)	29% (87)	299
#1 Issue: Education	49% (83)	20% (33)	31% (52)	168
#1 Issue: Energy	48% (109)	21% (47)	31% (71)	227
#1 Issue: Other	38% (114)	17% (52)	44% (132)	297
2020 Vote: Joe Biden	46% (901)	15% (293)	39% (766)	1960
2020 Vote: Donald Trump	37% (523)	14% (200)	48% (676)	1398
2020 Vote: Other	44% (73)	19% (31)	37% (60)	164
2020 Vote: Didn't Vote	44% (389)	19% (170)	36% (316)	875
2018 House Vote: Democrat	45% (662)	15% (228)	40% (585)	1475
2018 House Vote: Republican	37% (441)	13% (156)	50% (599)	1196
2018 House Vote: Someone else	53% (66)	15% (19)	32% (39)	123

Continued on next page

**Table MCSP1\_3: Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?**  
 Hulu

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	43% (1886)	16% (694)	41% (1820)	4400
2016 Vote: Hillary Clinton	45% (624)	15% (206)	41% (569)	1400
2016 Vote: Donald Trump	37% (484)	14% (181)	50% (655)	1321
2016 Vote: Other	44% (111)	16% (41)	39% (98)	249
2016 Vote: Didn't Vote	47% (667)	19% (265)	35% (494)	1425
Voted in 2014: Yes	40% (968)	14% (345)	46% (1129)	2442
Voted in 2014: No	47% (919)	18% (349)	35% (691)	1958
4-Region: Northeast	43% (336)	12% (93)	45% (358)	787
4-Region: Midwest	39% (363)	17% (160)	43% (402)	925
4-Region: South	43% (714)	16% (270)	40% (664)	1648
4-Region: West	45% (473)	16% (171)	38% (397)	1040
2110001	42% (920)	16% (358)	41% (903)	2182
2110009	44% (966)	15% (336)	41% (917)	2218
Sports Fans	45% (1311)	17% (483)	38% (1105)	2899
Avid Sports Fans	49% (407)	18% (148)	33% (270)	824
Casual Sports Fans	44% (905)	16% (335)	40% (835)	2074
Non-Sports Fans	38% (575)	14% (211)	48% (715)	1501
Sports Fans Non-NHL	44% (660)	16% (239)	40% (588)	1486
NHL Fans	46% (697)	17% (265)	37% (561)	1523
Avid NHL Fans	47% (183)	19% (72)	34% (131)	387
Casual NHL Fans	45% (514)	17% (192)	38% (430)	1137
Has Favorite NHL Team	49% (501)	17% (171)	35% (354)	1026
Has Favorite MLB Team	45% (816)	16% (295)	39% (712)	1823
Has Favorite NBA Team	50% (736)	17% (249)	33% (496)	1481
Has Favorite NFL Team	47% (1100)	16% (369)	38% (886)	2355
MLB Fans	43% (976)	16% (366)	41% (919)	2262
NBA Fans	48% (977)	17% (343)	35% (700)	2020
NFL Fans	45% (1246)	16% (445)	39% (1071)	2762
Avid MLB Fans	44% (324)	15% (112)	41% (300)	736

Continued on next page

**Table MCSP1\_3:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
Hulu

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	43% (1886)	16% (694)	41% (1820)	4400
Avid NBA	53% (361)	18% (121)	29% (194)	676
Avid NFL Fans	46% (547)	16% (196)	38% (457)	1200

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

**Table MCSP1\_4:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
 Paramount+

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	16% (683)	10% (440)	74% (3277)	4400
Gender: Male	17% (351)	12% (255)	71% (1518)	2124
Gender: Female	15% (332)	8% (185)	77% (1759)	2276
Age: 18-34	21% (282)	13% (172)	65% (857)	1310
Age: 35-44	18% (127)	17% (119)	66% (470)	715
Age: 45-64	14% (208)	8% (120)	78% (1174)	1502
Age: 65+	8% (67)	3% (30)	89% (776)	873
GenZers: 1997-2012	18% (84)	13% (59)	69% (323)	465
Millennials: 1981-1996	22% (282)	15% (187)	63% (808)	1276
GenXers: 1965-1980	16% (169)	12% (119)	72% (740)	1028
Baby Boomers: 1946-1964	10% (141)	5% (73)	85% (1240)	1455
PID: Dem (no lean)	17% (276)	11% (190)	72% (1187)	1653
PID: Ind (no lean)	15% (220)	11% (156)	74% (1087)	1464
PID: Rep (no lean)	15% (188)	7% (94)	78% (1002)	1284
PID/Gender: Dem Men	18% (143)	14% (107)	68% (527)	776
PID/Gender: Dem Women	15% (133)	10% (83)	75% (660)	877
PID/Gender: Ind Men	15% (113)	13% (98)	72% (539)	750
PID/Gender: Ind Women	15% (107)	8% (59)	77% (549)	714
PID/Gender: Rep Men	16% (96)	8% (50)	76% (452)	598
PID/Gender: Rep Women	13% (92)	6% (44)	80% (550)	686
Ideo: Liberal (1-3)	17% (210)	13% (158)	71% (890)	1257
Ideo: Moderate (4)	16% (207)	10% (127)	73% (923)	1257
Ideo: Conservative (5-7)	13% (183)	8% (114)	79% (1137)	1434
Educ: < College	16% (475)	10% (298)	74% (2252)	3024
Educ: Bachelors degree	16% (139)	10% (89)	74% (660)	888
Educ: Post-grad	14% (69)	11% (54)	75% (365)	488
Income: Under 50k	15% (372)	10% (240)	75% (1803)	2415
Income: 50k-100k	15% (205)	10% (132)	76% (1050)	1387
Income: 100k+	18% (106)	11% (68)	71% (424)	598

Continued on next page

**Table MCSPI\_4:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Paramount+

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	16% (683)	10% (440)	74% (3277)	4400
Ethnicity: White	15% (512)	9% (313)	76% (2618)	3443
Ethnicity: Hispanic	20% (137)	13% (88)	68% (473)	699
Ethnicity: Black	20% (112)	13% (70)	67% (366)	549
Ethnicity: Other	14% (59)	14% (56)	72% (293)	408
All Christian	15% (291)	8% (161)	77% (1522)	1974
All Non-Christian	15% (32)	10% (20)	75% (156)	208
Atheist	15% (39)	13% (33)	72% (186)	258
Agnostic/Nothing in particular	16% (196)	12% (143)	73% (894)	1232
Something Else	17% (126)	11% (83)	71% (518)	727
Religious Non-Protestant/Catholic	16% (39)	10% (25)	74% (183)	247
Evangelical	15% (157)	10% (105)	75% (802)	1064
Non-Evangelical	16% (247)	8% (133)	76% (1199)	1578
Community: Urban	16% (190)	12% (134)	72% (834)	1158
Community: Suburban	15% (322)	9% (193)	75% (1576)	2091
Community: Rural	15% (171)	10% (113)	75% (867)	1151
Employ: Private Sector	17% (233)	12% (163)	71% (947)	1343
Employ: Government	17% (44)	12% (31)	72% (188)	263
Employ: Self-Employed	17% (72)	16% (69)	67% (285)	426
Employ: Homemaker	19% (68)	6% (22)	74% (261)	351
Employ: Student	17% (24)	10% (15)	74% (109)	148
Employ: Retired	10% (97)	4% (40)	86% (866)	1003
Employ: Unemployed	18% (96)	12% (67)	70% (382)	546
Employ: Other	15% (49)	10% (34)	74% (238)	321
Military HH: Yes	14% (92)	8% (50)	78% (512)	654
Military HH: No	16% (591)	10% (390)	74% (2765)	3746
RD/WT: Right Direction	18% (301)	11% (177)	71% (1188)	1666
RD/WT: Wrong Track	14% (382)	10% (263)	76% (2089)	2734

Continued on next page



**Table MCSP1\_4:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
 Paramount+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	16%	(683)	10%	(440)	74%	(3277)	4400
Biden Job Approve	18%	(354)	11%	(224)	71%	(1426)	2004
Biden Job Disapprove	14%	(297)	9%	(183)	78%	(1660)	2140
Biden Job Strongly Approve	21%	(193)	10%	(89)	69%	(631)	913
Biden Job Somewhat Approve	15%	(161)	12%	(135)	73%	(795)	1091
Biden Job Somewhat Disapprove	16%	(102)	11%	(71)	73%	(475)	647
Biden Job Strongly Disapprove	13%	(195)	8%	(112)	79%	(1186)	1493
Favorable of Biden	18%	(360)	11%	(232)	71%	(1467)	2059
Unfavorable of Biden	14%	(287)	8%	(172)	78%	(1635)	2093
Very Favorable of Biden	21%	(213)	9%	(95)	69%	(698)	1006
Somewhat Favorable of Biden	14%	(147)	13%	(137)	73%	(768)	1053
Somewhat Unfavorable of Biden	16%	(90)	9%	(49)	76%	(428)	567
Very Unfavorable of Biden	13%	(197)	8%	(123)	79%	(1207)	1527
#1 Issue: Economy	15%	(246)	11%	(177)	74%	(1177)	1601
#1 Issue: Security	14%	(103)	10%	(69)	76%	(550)	723
#1 Issue: Health Care	21%	(115)	10%	(54)	70%	(392)	561
#1 Issue: Medicare / Social Security	11%	(56)	6%	(34)	83%	(435)	525
#1 Issue: Women's Issues	16%	(47)	12%	(37)	72%	(215)	299
#1 Issue: Education	17%	(29)	15%	(26)	67%	(113)	168
#1 Issue: Energy	14%	(31)	9%	(21)	77%	(175)	227
#1 Issue: Other	19%	(56)	7%	(22)	74%	(219)	297
2020 Vote: Joe Biden	17%	(341)	10%	(201)	72%	(1418)	1960
2020 Vote: Donald Trump	14%	(195)	8%	(115)	78%	(1088)	1398
2020 Vote: Other	11%	(17)	10%	(16)	79%	(130)	164
2020 Vote: Didn't Vote	15%	(129)	12%	(107)	73%	(638)	875
2018 House Vote: Democrat	18%	(264)	10%	(153)	72%	(1057)	1475
2018 House Vote: Republican	15%	(176)	8%	(100)	77%	(920)	1196
2018 House Vote: Someone else	14%	(18)	12%	(14)	74%	(91)	123

Continued on next page

**Table MCSP1\_4:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?

Paramount+

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	16% (683)	10% (440)	74% (3277)	4400
2016 Vote: Hillary Clinton	17% (234)	10% (145)	73% (1020)	1400
2016 Vote: Donald Trump	14% (189)	8% (103)	78% (1029)	1321
2016 Vote: Other	12% (31)	10% (25)	77% (193)	249
2016 Vote: Didn't Vote	16% (229)	12% (165)	72% (1031)	1425
Voted in 2014: Yes	16% (386)	9% (217)	75% (1838)	2442
Voted in 2014: No	15% (297)	11% (223)	73% (1439)	1958
4-Region: Northeast	15% (118)	7% (58)	78% (611)	787
4-Region: Midwest	15% (136)	10% (92)	75% (696)	925
4-Region: South	16% (266)	10% (167)	74% (1216)	1648
4-Region: West	16% (164)	12% (123)	72% (754)	1040
2110001	16% (346)	10% (223)	74% (1612)	2182
2110009	15% (337)	10% (217)	75% (1665)	2218
Sports Fans	17% (485)	11% (329)	72% (2084)	2899
Avid Sports Fans	20% (167)	13% (111)	66% (547)	824
Casual Sports Fans	15% (319)	10% (218)	74% (1538)	2074
Non-Sports Fans	13% (198)	7% (111)	79% (1192)	1501
Sports Fans Non-NHL	13% (200)	10% (144)	77% (1143)	1486
NHL Fans	20% (303)	13% (202)	67% (1018)	1523
Avid NHL Fans	28% (108)	15% (57)	57% (221)	387
Casual NHL Fans	17% (195)	13% (145)	70% (796)	1137
Has Favorite NHL Team	20% (207)	13% (134)	67% (685)	1026
Has Favorite MLB Team	16% (298)	11% (198)	73% (1328)	1823
Has Favorite NBA Team	19% (285)	14% (210)	67% (985)	1481
Has Favorite NFL Team	18% (418)	12% (271)	71% (1665)	2355
MLB Fans	17% (378)	11% (249)	72% (1635)	2262
NBA Fans	19% (376)	13% (266)	68% (1379)	2020
NFL Fans	17% (473)	12% (322)	71% (1967)	2762
Avid MLB Fans	19% (136)	10% (76)	71% (523)	736

Continued on next page

**Table MCSP1\_4:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
 Paramount+

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	16% (683)	10% (440)	74% (3277)	4400
Avid NBA	24% (160)	15% (103)	61% (413)	676
Avid NFL Fans	18% (222)	12% (145)	69% (833)	1200

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

**Table MCSPI\_5: Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?**  
Disney+

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	36% (1590)	13% (584)	51% (2226)	4400
Gender: Male	37% (776)	14% (299)	49% (1049)	2124
Gender: Female	36% (814)	13% (285)	52% (1177)	2276
Age: 18-34	56% (737)	17% (222)	27% (351)	1310
Age: 35-44	45% (321)	17% (120)	38% (274)	715
Age: 45-64	27% (399)	12% (182)	61% (921)	1502
Age: 65+	15% (132)	7% (60)	78% (680)	873
GenZers: 1997-2012	54% (253)	18% (83)	28% (129)	465
Millennials: 1981-1996	54% (689)	17% (213)	29% (374)	1276
GenXers: 1965-1980	36% (368)	15% (150)	50% (509)	1028
Baby Boomers: 1946-1964	18% (262)	9% (128)	73% (1065)	1455
PID: Dem (no lean)	37% (605)	13% (214)	50% (833)	1653
PID: Ind (no lean)	37% (541)	16% (229)	47% (694)	1464
PID: Rep (no lean)	35% (444)	11% (140)	54% (699)	1284
PID/Gender: Dem Men	38% (297)	13% (100)	49% (379)	776
PID/Gender: Dem Women	35% (308)	13% (115)	52% (454)	877
PID/Gender: Ind Men	37% (276)	16% (120)	47% (354)	750
PID/Gender: Ind Women	37% (264)	15% (110)	48% (340)	714
PID/Gender: Rep Men	34% (202)	13% (79)	53% (316)	598
PID/Gender: Rep Women	35% (242)	9% (61)	56% (383)	686
Ideo: Liberal (1-3)	41% (518)	11% (144)	47% (595)	1257
Ideo: Moderate (4)	35% (437)	15% (188)	50% (632)	1257
Ideo: Conservative (5-7)	32% (464)	12% (173)	56% (797)	1434
Educ: < College	35% (1065)	14% (430)	51% (1530)	3024
Educ: Bachelors degree	39% (343)	10% (92)	51% (452)	888
Educ: Post-grad	37% (182)	13% (62)	50% (244)	488
Income: Under 50k	32% (773)	14% (347)	54% (1295)	2415
Income: 50k-100k	40% (552)	12% (173)	48% (662)	1387
Income: 100k+	44% (265)	11% (65)	45% (269)	598

Continued on next page

**Table MCSP1\_5: Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?**  
 Disney+

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	36% (1590)	13% (584)	51% (2226)	4400
Ethnicity: White	35% (1203)	12% (419)	53% (1821)	3443
Ethnicity: Hispanic	48% (333)	18% (124)	35% (242)	699
Ethnicity: Black	39% (215)	17% (92)	44% (241)	549
Ethnicity: Other	42% (171)	18% (72)	40% (164)	408
All Christian	32% (634)	11% (218)	57% (1122)	1974
All Non-Christian	34% (70)	14% (29)	52% (109)	208
Atheist	47% (122)	14% (35)	39% (100)	258
Agnostic/Nothing in particular	39% (481)	13% (166)	47% (585)	1232
Something Else	39% (283)	19% (135)	43% (309)	727
Religious Non-Protestant/Catholic	35% (86)	15% (36)	51% (125)	247
Evangelical	35% (373)	13% (134)	52% (557)	1064
Non-Evangelical	33% (521)	13% (208)	54% (849)	1578
Community: Urban	35% (401)	15% (173)	50% (584)	1158
Community: Suburban	37% (782)	12% (246)	51% (1063)	2091
Community: Rural	35% (407)	14% (165)	50% (579)	1151
Employ: Private Sector	44% (588)	13% (180)	43% (576)	1343
Employ: Government	46% (122)	14% (38)	39% (104)	263
Employ: Self-Employed	34% (146)	18% (77)	48% (203)	426
Employ: Homemaker	46% (161)	11% (39)	43% (151)	351
Employ: Student	56% (83)	18% (27)	25% (38)	148
Employ: Retired	18% (178)	8% (76)	75% (749)	1003
Employ: Unemployed	31% (169)	19% (102)	50% (275)	546
Employ: Other	45% (143)	14% (46)	41% (131)	321
Military HH: Yes	32% (206)	12% (80)	56% (368)	654
Military HH: No	37% (1384)	13% (504)	50% (1859)	3746
RD/WT: Right Direction	38% (626)	12% (201)	50% (839)	1666
RD/WT: Wrong Track	35% (964)	14% (383)	51% (1388)	2734

Continued on next page

**Table MCSP1\_5: Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?**  
Disney+

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	36% (1590)	13% (584)	51% (2226)	4400
Biden Job Approve	37% (751)	13% (258)	50% (995)	2004
Biden Job Disapprove	34% (735)	14% (293)	52% (1111)	2140
Biden Job Strongly Approve	36% (329)	13% (117)	51% (467)	913
Biden Job Somewhat Approve	39% (422)	13% (141)	48% (528)	1091
Biden Job Somewhat Disapprove	39% (252)	14% (90)	47% (305)	647
Biden Job Strongly Disapprove	32% (483)	14% (203)	54% (806)	1493
Favorable of Biden	38% (779)	13% (267)	49% (1013)	2059
Unfavorable of Biden	34% (720)	13% (270)	53% (1103)	2093
Very Favorable of Biden	37% (373)	12% (120)	51% (513)	1006
Somewhat Favorable of Biden	39% (406)	14% (147)	47% (500)	1053
Somewhat Unfavorable of Biden	40% (229)	11% (60)	49% (278)	567
Very Unfavorable of Biden	32% (491)	14% (210)	54% (825)	1527
#1 Issue: Economy	40% (648)	14% (218)	46% (734)	1601
#1 Issue: Security	30% (215)	15% (106)	56% (402)	723
#1 Issue: Health Care	39% (220)	13% (75)	47% (266)	561
#1 Issue: Medicare / Social Security	20% (106)	8% (44)	71% (374)	525
#1 Issue: Women's Issues	48% (142)	15% (45)	37% (112)	299
#1 Issue: Education	46% (78)	17% (28)	37% (62)	168
#1 Issue: Energy	40% (92)	13% (31)	46% (105)	227
#1 Issue: Other	30% (89)	13% (38)	57% (171)	297
2020 Vote: Joe Biden	38% (736)	12% (242)	50% (982)	1960
2020 Vote: Donald Trump	32% (453)	12% (164)	56% (782)	1398
2020 Vote: Other	43% (71)	18% (30)	38% (63)	164
2020 Vote: Didn't Vote	38% (329)	17% (148)	45% (398)	875
2018 House Vote: Democrat	37% (542)	13% (190)	50% (742)	1475
2018 House Vote: Republican	34% (406)	10% (120)	56% (671)	1196
2018 House Vote: Someone else	37% (46)	19% (23)	44% (54)	123

Continued on next page

**Table MCSP1\_5: Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
 Disney+**

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	36% (1590)	13% (584)	51% (2226)	4400
2016 Vote: Hillary Clinton	36% (499)	13% (178)	52% (722)	1400
2016 Vote: Donald Trump	33% (435)	11% (141)	56% (744)	1321
2016 Vote: Other	35% (86)	18% (44)	48% (119)	249
2016 Vote: Didn't Vote	40% (569)	15% (219)	45% (637)	1425
Voted in 2014: Yes	33% (813)	12% (292)	55% (1336)	2442
Voted in 2014: No	40% (776)	15% (291)	45% (891)	1958
4-Region: Northeast	34% (264)	13% (105)	53% (418)	787
4-Region: Midwest	33% (302)	13% (119)	54% (503)	925
4-Region: South	37% (608)	14% (235)	49% (806)	1648
4-Region: West	40% (416)	12% (125)	48% (499)	1040
2110001	37% (799)	13% (282)	50% (1101)	2182
2110009	36% (791)	14% (302)	51% (1125)	2218
Sports Fans	39% (1131)	14% (412)	47% (1356)	2899
Avid Sports Fans	44% (363)	16% (128)	40% (334)	824
Casual Sports Fans	37% (768)	14% (284)	49% (1022)	2074
Non-Sports Fans	31% (459)	11% (172)	58% (871)	1501
Sports Fans Non-NHL	37% (554)	13% (196)	50% (736)	1486
NHL Fans	40% (610)	15% (231)	45% (682)	1523
Avid NHL Fans	46% (178)	15% (57)	39% (152)	387
Casual NHL Fans	38% (433)	15% (174)	47% (530)	1137
Has Favorite NHL Team	43% (437)	13% (138)	44% (451)	1026
Has Favorite MLB Team	39% (710)	13% (237)	48% (876)	1823
Has Favorite NBA Team	44% (647)	15% (226)	41% (608)	1481
Has Favorite NFL Team	40% (940)	14% (322)	46% (1093)	2355
MLB Fans	38% (863)	13% (290)	49% (1109)	2262
NBA Fans	42% (849)	16% (322)	42% (849)	2020
NFL Fans	39% (1069)	14% (395)	47% (1298)	2762
Avid MLB Fans	38% (279)	13% (97)	49% (360)	736

Continued on next page

**Table MCSP1\_5:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
Disney+

<b>Demographic</b>	<b>I (or someone in my household) currently subscribe or use this</b>	<b>I (or someone in my household) subscribed or used this in the past, but not now</b>	<b>I (or someone in my household) have never subscribed or used this</b>	<b>Total N</b>
Adults	36% (1590)	13% (584)	51% (2226)	4400
Avid NBA	46% (313)	16% (107)	38% (256)	676
Avid NFL Fans	38% (461)	15% (176)	47% (563)	1200

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



**Table MCSP1\_6:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
 Apple TV+

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	13% (588)	9% (410)	77% (3402)	4400
Gender: Male	15% (314)	10% (214)	75% (1596)	2124
Gender: Female	12% (275)	9% (196)	79% (1806)	2276
Age: 18-34	19% (255)	15% (191)	66% (864)	1310
Age: 35-44	18% (126)	11% (82)	71% (507)	715
Age: 45-64	10% (154)	7% (106)	83% (1242)	1502
Age: 65+	6% (53)	3% (30)	90% (789)	873
GenZers: 1997-2012	17% (78)	19% (87)	65% (301)	465
Millennials: 1981-1996	21% (271)	12% (155)	67% (850)	1276
GenXers: 1965-1980	12% (125)	9% (97)	78% (805)	1028
Baby Boomers: 1946-1964	8% (110)	5% (66)	88% (1279)	1455
PID: Dem (no lean)	17% (286)	10% (161)	73% (1206)	1653
PID: Ind (no lean)	12% (180)	9% (138)	78% (1145)	1464
PID: Rep (no lean)	10% (122)	9% (111)	82% (1051)	1284
PID/Gender: Dem Men	21% (159)	11% (83)	69% (534)	776
PID/Gender: Dem Women	14% (127)	9% (78)	77% (672)	877
PID/Gender: Ind Men	13% (95)	9% (65)	79% (591)	750
PID/Gender: Ind Women	12% (86)	10% (73)	78% (555)	714
PID/Gender: Rep Men	10% (60)	11% (66)	79% (472)	598
PID/Gender: Rep Women	9% (62)	6% (44)	84% (579)	686
Ideo: Liberal (1-3)	17% (209)	11% (137)	72% (911)	1257
Ideo: Moderate (4)	14% (180)	8% (106)	77% (971)	1257
Ideo: Conservative (5-7)	10% (140)	8% (116)	82% (1178)	1434
Educ: < College	11% (342)	9% (279)	79% (2403)	3024
Educ: Bachelors degree	17% (147)	9% (83)	74% (657)	888
Educ: Post-grad	20% (99)	10% (47)	70% (342)	488
Income: Under 50k	11% (259)	9% (211)	81% (1945)	2415
Income: 50k-100k	14% (196)	9% (126)	77% (1065)	1387
Income: 100k+	22% (133)	12% (73)	65% (392)	598

Continued on next page

**Table MCSPI\_6:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
*Apple TV+*

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	13%	(588)	9%	(410)	77%	(3402)	4400
Ethnicity: White	12%	(412)	8%	(283)	80%	(2749)	3443
Ethnicity: Hispanic	16%	(115)	14%	(101)	69%	(482)	699
Ethnicity: Black	21%	(118)	12%	(64)	67%	(367)	549
Ethnicity: Other	14%	(59)	15%	(63)	70%	(286)	408
All Christian	13%	(249)	9%	(175)	79%	(1551)	1974
All Non-Christian	24%	(51)	10%	(21)	65%	(136)	208
Atheist	11%	(30)	10%	(27)	78%	(201)	258
Agnostic/Nothing in particular	13%	(157)	9%	(115)	78%	(961)	1232
Something Else	14%	(103)	10%	(72)	76%	(553)	727
Religious Non-Protestant/Catholic	23%	(56)	9%	(22)	69%	(169)	247
Evangelical	14%	(146)	10%	(105)	76%	(813)	1064
Non-Evangelical	12%	(197)	9%	(140)	79%	(1242)	1578
Community: Urban	16%	(181)	11%	(130)	73%	(848)	1158
Community: Suburban	14%	(287)	9%	(192)	77%	(1612)	2091
Community: Rural	10%	(120)	8%	(88)	82%	(942)	1151
Employ: Private Sector	16%	(212)	11%	(143)	74%	(988)	1343
Employ: Government	21%	(56)	15%	(39)	64%	(168)	263
Employ: Self-Employed	14%	(60)	15%	(65)	71%	(301)	426
Employ: Homemaker	13%	(45)	10%	(34)	77%	(272)	351
Employ: Student	19%	(28)	18%	(26)	64%	(94)	148
Employ: Retired	7%	(72)	4%	(39)	89%	(892)	1003
Employ: Unemployed	12%	(67)	7%	(39)	80%	(439)	546
Employ: Other	15%	(48)	8%	(25)	77%	(248)	321
Military HH: Yes	14%	(89)	8%	(50)	79%	(515)	654
Military HH: No	13%	(499)	10%	(360)	77%	(2887)	3746
RD/WT: Right Direction	17%	(280)	10%	(174)	73%	(1212)	1666
RD/WT: Wrong Track	11%	(309)	9%	(236)	80%	(2190)	2734

Continued on next page

**Table MCSP1\_6:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
Apple TV+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	13%	(588)	9%	(410)	77%	(3402)	4400
Biden Job Approve	16%	(327)	10%	(198)	74%	(1479)	2004
Biden Job Disapprove	10%	(220)	9%	(186)	81%	(1734)	2140
Biden Job Strongly Approve	17%	(158)	10%	(92)	73%	(663)	913
Biden Job Somewhat Approve	16%	(170)	10%	(106)	75%	(815)	1091
Biden Job Somewhat Disapprove	15%	(95)	11%	(69)	75%	(484)	647
Biden Job Strongly Disapprove	8%	(125)	8%	(117)	84%	(1250)	1493
Favorable of Biden	16%	(334)	10%	(213)	73%	(1512)	2059
Unfavorable of Biden	10%	(212)	8%	(173)	82%	(1708)	2093
Very Favorable of Biden	17%	(173)	10%	(105)	72%	(729)	1006
Somewhat Favorable of Biden	15%	(161)	10%	(109)	74%	(783)	1053
Somewhat Unfavorable of Biden	14%	(82)	8%	(45)	78%	(440)	567
Very Unfavorable of Biden	9%	(130)	8%	(129)	83%	(1268)	1527
#1 Issue: Economy	15%	(238)	9%	(149)	76%	(1214)	1601
#1 Issue: Security	9%	(67)	9%	(64)	82%	(591)	723
#1 Issue: Health Care	18%	(100)	10%	(55)	72%	(406)	561
#1 Issue: Medicare / Social Security	7%	(37)	7%	(35)	86%	(452)	525
#1 Issue: Women's Issues	20%	(61)	13%	(40)	66%	(198)	299
#1 Issue: Education	20%	(34)	11%	(18)	69%	(115)	168
#1 Issue: Energy	13%	(29)	12%	(26)	76%	(172)	227
#1 Issue: Other	8%	(22)	7%	(21)	85%	(253)	297
2020 Vote: Joe Biden	17%	(336)	9%	(172)	74%	(1452)	1960
2020 Vote: Donald Trump	9%	(130)	8%	(115)	82%	(1153)	1398
2020 Vote: Other	12%	(19)	11%	(17)	78%	(128)	164
2020 Vote: Didn't Vote	12%	(102)	12%	(105)	76%	(668)	875
2018 House Vote: Democrat	17%	(257)	8%	(119)	74%	(1099)	1475
2018 House Vote: Republican	10%	(116)	8%	(101)	82%	(979)	1196
2018 House Vote: Someone else	13%	(16)	11%	(13)	76%	(94)	123

Continued on next page

**Table MCSPI\_6: Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?**  
*Apple TV+*

<b>Demographic</b>	<b>I (or someone in my household) currently subscribe or use this</b>		<b>I (or someone in my household) subscribed or used this in the past, but not now</b>		<b>I (or someone in my household) have never subscribed or used this</b>		<b>Total N</b>
Adults	13%	(588)	9%	(410)	77%	(3402)	4400
2016 Vote: Hillary Clinton	17%	(232)	9%	(123)	75%	(1044)	1400
2016 Vote: Donald Trump	10%	(128)	8%	(103)	83%	(1090)	1321
2016 Vote: Other	13%	(32)	9%	(23)	78%	(195)	249
2016 Vote: Didn't Vote	14%	(195)	11%	(160)	75%	(1070)	1425
Voted in 2014: Yes	14%	(333)	8%	(202)	78%	(1907)	2442
Voted in 2014: No	13%	(255)	11%	(208)	76%	(1495)	1958
4-Region: Northeast	15%	(121)	8%	(66)	76%	(600)	787
4-Region: Midwest	10%	(92)	8%	(74)	82%	(758)	925
4-Region: South	13%	(209)	11%	(174)	77%	(1265)	1648
4-Region: West	16%	(166)	9%	(96)	75%	(778)	1040
2110001	13%	(280)	9%	(198)	78%	(1703)	2182
2110009	14%	(308)	10%	(211)	77%	(1699)	2218
Sports Fans	15%	(448)	11%	(308)	74%	(2143)	2899
Avid Sports Fans	20%	(163)	11%	(92)	69%	(569)	824
Casual Sports Fans	14%	(285)	10%	(216)	76%	(1574)	2074
Non-Sports Fans	9%	(140)	7%	(102)	84%	(1259)	1501
Sports Fans Non-NHL	13%	(191)	10%	(142)	78%	(1153)	1486
NHL Fans	17%	(265)	12%	(182)	71%	(1077)	1523
Avid NHL Fans	20%	(79)	13%	(49)	67%	(259)	387
Casual NHL Fans	16%	(186)	12%	(133)	72%	(818)	1137
Has Favorite NHL Team	17%	(179)	12%	(119)	71%	(729)	1026
Has Favorite MLB Team	16%	(284)	11%	(193)	74%	(1347)	1823
Has Favorite NBA Team	19%	(283)	12%	(181)	69%	(1017)	1481
Has Favorite NFL Team	16%	(365)	10%	(243)	74%	(1746)	2355
MLB Fans	15%	(348)	10%	(216)	75%	(1697)	2262
NBA Fans	17%	(350)	12%	(241)	71%	(1430)	2020
NFL Fans	16%	(434)	10%	(277)	74%	(2051)	2762
Avid MLB Fans	18%	(132)	10%	(70)	73%	(534)	736

Continued on next page

**Table MCSP1\_6:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
 Apple TV+

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	13% (588)	9% (410)	77% (3402)	4400
Avid NBA	23% (156)	12% (83)	65% (436)	676
Avid NFL Fans	18% (217)	10% (123)	72% (861)	1200

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

**Table MCSP1\_7: Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?**  
Discovery+

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	15% (673)	9% (401)	76% (3326)	4400
Gender: Male	16% (346)	10% (221)	73% (1556)	2124
Gender: Female	14% (327)	8% (180)	78% (1769)	2276
Age: 18-34	18% (241)	12% (161)	69% (909)	1310
Age: 35-44	22% (158)	12% (83)	66% (474)	715
Age: 45-64	13% (193)	7% (111)	80% (1198)	1502
Age: 65+	9% (81)	5% (47)	85% (745)	873
GenZers: 1997-2012	15% (71)	10% (48)	74% (346)	465
Millennials: 1981-1996	21% (274)	13% (167)	66% (836)	1276
GenXers: 1965-1980	17% (178)	9% (97)	73% (753)	1028
Baby Boomers: 1946-1964	10% (141)	5% (79)	85% (1235)	1455
PID: Dem (no lean)	16% (265)	9% (148)	75% (1240)	1653
PID: Ind (no lean)	14% (206)	10% (143)	76% (1115)	1464
PID: Rep (no lean)	16% (203)	9% (110)	76% (971)	1284
PID/Gender: Dem Men	18% (138)	11% (87)	71% (551)	776
PID/Gender: Dem Women	14% (127)	7% (61)	79% (689)	877
PID/Gender: Ind Men	14% (108)	9% (68)	76% (573)	750
PID/Gender: Ind Women	14% (97)	11% (75)	76% (541)	714
PID/Gender: Rep Men	17% (100)	11% (66)	72% (432)	598
PID/Gender: Rep Women	15% (103)	6% (44)	79% (539)	686
Ideo: Liberal (1-3)	17% (210)	8% (97)	76% (950)	1257
Ideo: Moderate (4)	15% (188)	10% (131)	75% (938)	1257
Ideo: Conservative (5-7)	15% (215)	9% (126)	76% (1093)	1434
Educ: < College	15% (464)	9% (287)	75% (2274)	3024
Educ: Bachelors degree	15% (137)	7% (64)	77% (686)	888
Educ: Post-grad	15% (72)	10% (50)	75% (366)	488
Income: Under 50k	14% (342)	9% (224)	77% (1849)	2415
Income: 50k-100k	15% (208)	9% (122)	76% (1057)	1387
Income: 100k+	21% (124)	9% (55)	70% (420)	598

Continued on next page

**Table MCSP1\_7: Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?**  
 Discovery+

<b>Demographic</b>	<b>I (or someone in my household) currently subscribe or use this</b>		<b>I (or someone in my household) subscribed or used this in the past, but not now</b>		<b>I (or someone in my household) have never subscribed or used this</b>		<b>Total N</b>
Adults	15%	(673)	9%	(401)	76%	(3326)	4400
Ethnicity: White	15%	(522)	8%	(290)	76%	(2631)	3443
Ethnicity: Hispanic	17%	(120)	11%	(80)	71%	(499)	699
Ethnicity: Black	18%	(97)	11%	(61)	71%	(390)	549
Ethnicity: Other	13%	(54)	12%	(49)	75%	(304)	408
All Christian	14%	(283)	8%	(162)	77%	(1529)	1974
All Non-Christian	20%	(41)	12%	(24)	69%	(143)	208
Atheist	16%	(41)	5%	(13)	79%	(204)	258
Agnostic/Nothing in particular	14%	(171)	10%	(127)	76%	(934)	1232
Something Else	19%	(137)	10%	(75)	71%	(516)	727
Religious Non-Protestant/Catholic	20%	(49)	12%	(29)	69%	(169)	247
Evangelical	18%	(192)	9%	(100)	73%	(772)	1064
Non-Evangelical	14%	(217)	8%	(130)	78%	(1231)	1578
Community: Urban	16%	(190)	10%	(114)	74%	(854)	1158
Community: Suburban	15%	(318)	9%	(181)	76%	(1592)	2091
Community: Rural	14%	(166)	9%	(106)	76%	(879)	1151
Employ: Private Sector	17%	(234)	10%	(130)	73%	(979)	1343
Employ: Government	16%	(41)	9%	(24)	75%	(198)	263
Employ: Self-Employed	20%	(84)	13%	(54)	68%	(287)	426
Employ: Homemaker	20%	(70)	6%	(21)	74%	(259)	351
Employ: Student	10%	(15)	10%	(14)	80%	(119)	148
Employ: Retired	11%	(107)	6%	(56)	84%	(840)	1003
Employ: Unemployed	13%	(73)	11%	(62)	75%	(411)	546
Employ: Other	15%	(49)	12%	(39)	73%	(233)	321
Military HH: Yes	15%	(96)	9%	(59)	76%	(499)	654
Military HH: No	15%	(578)	9%	(342)	75%	(2827)	3746
RD/WT: Right Direction	17%	(284)	9%	(146)	74%	(1236)	1666
RD/WT: Wrong Track	14%	(389)	9%	(255)	76%	(2090)	2734

Continued on next page

**Table MCSP1\_7: Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?**  
Discovery+

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	15% (673)	9% (401)	76% (3326)	4400
Biden Job Approve	17% (339)	9% (172)	75% (1493)	2004
Biden Job Disapprove	14% (306)	10% (204)	76% (1630)	2140
Biden Job Strongly Approve	18% (168)	9% (82)	73% (663)	913
Biden Job Somewhat Approve	16% (170)	8% (90)	76% (830)	1091
Biden Job Somewhat Disapprove	13% (85)	12% (78)	75% (484)	647
Biden Job Strongly Disapprove	15% (221)	8% (126)	77% (1146)	1493
Favorable of Biden	17% (349)	9% (177)	74% (1533)	2059
Unfavorable of Biden	14% (293)	9% (190)	77% (1610)	2093
Very Favorable of Biden	19% (193)	8% (85)	72% (729)	1006
Somewhat Favorable of Biden	15% (157)	9% (92)	76% (805)	1053
Somewhat Unfavorable of Biden	13% (72)	11% (61)	77% (434)	567
Very Unfavorable of Biden	14% (221)	8% (130)	77% (1176)	1527
#1 Issue: Economy	17% (268)	10% (156)	74% (1177)	1601
#1 Issue: Security	14% (100)	9% (66)	77% (557)	723
#1 Issue: Health Care	16% (90)	9% (53)	75% (418)	561
#1 Issue: Medicare / Social Security	13% (68)	7% (37)	80% (420)	525
#1 Issue: Women's Issues	17% (52)	7% (22)	75% (225)	299
#1 Issue: Education	18% (31)	12% (20)	70% (117)	168
#1 Issue: Energy	13% (29)	11% (25)	76% (174)	227
#1 Issue: Other	13% (37)	7% (22)	80% (238)	297
2020 Vote: Joe Biden	16% (318)	8% (148)	76% (1495)	1960
2020 Vote: Donald Trump	15% (211)	9% (119)	76% (1068)	1398
2020 Vote: Other	16% (25)	10% (16)	75% (123)	164
2020 Vote: Didn't Vote	14% (119)	13% (118)	73% (638)	875
2018 House Vote: Democrat	17% (245)	7% (107)	76% (1123)	1475
2018 House Vote: Republican	17% (200)	8% (102)	75% (895)	1196
2018 House Vote: Someone else	18% (22)	9% (11)	73% (90)	123

Continued on next page



**Table MCSP1\_7: Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?**  
 Discovery+

<b>Demographic</b>	<b>I (or someone in my household) currently subscribe or use this</b>		<b>I (or someone in my household) subscribed or used this in the past, but not now</b>		<b>I (or someone in my household) have never subscribed or used this</b>		<b>Total N</b>
Adults	15%	(673)	9%	(401)	76%	(3326)	4400
2016 Vote: Hillary Clinton	16%	(225)	7%	(102)	77%	(1073)	1400
2016 Vote: Donald Trump	17%	(226)	8%	(102)	75%	(993)	1321
2016 Vote: Other	13%	(33)	11%	(26)	76%	(190)	249
2016 Vote: Didn't Vote	13%	(190)	12%	(169)	75%	(1066)	1425
Voted in 2014: Yes	16%	(399)	8%	(187)	76%	(1855)	2442
Voted in 2014: No	14%	(274)	11%	(214)	75%	(1470)	1958
4-Region: Northeast	15%	(117)	7%	(56)	78%	(614)	787
4-Region: Midwest	14%	(126)	9%	(80)	78%	(718)	925
4-Region: South	15%	(244)	11%	(173)	75%	(1231)	1648
4-Region: West	18%	(186)	9%	(91)	73%	(763)	1040
2110001	14%	(312)	9%	(203)	76%	(1667)	2182
2110009	16%	(361)	9%	(198)	75%	(1659)	2218
Sports Fans	17%	(505)	11%	(307)	72%	(2086)	2899
Avid Sports Fans	23%	(187)	11%	(94)	66%	(543)	824
Casual Sports Fans	15%	(318)	10%	(213)	74%	(1544)	2074
Non-Sports Fans	11%	(168)	6%	(94)	83%	(1239)	1501
Sports Fans Non-NHL	14%	(208)	9%	(131)	77%	(1147)	1486
NHL Fans	20%	(311)	12%	(183)	68%	(1029)	1523
Avid NHL Fans	25%	(96)	14%	(54)	61%	(237)	387
Casual NHL Fans	19%	(215)	11%	(129)	70%	(793)	1137
Has Favorite NHL Team	20%	(203)	10%	(102)	70%	(722)	1026
Has Favorite MLB Team	18%	(326)	9%	(166)	73%	(1331)	1823
Has Favorite NBA Team	19%	(279)	12%	(171)	70%	(1031)	1481
Has Favorite NFL Team	17%	(407)	9%	(222)	73%	(1726)	2355
MLB Fans	17%	(394)	10%	(225)	73%	(1643)	2262
NBA Fans	19%	(377)	12%	(241)	69%	(1402)	2020
NFL Fans	17%	(479)	10%	(287)	72%	(1996)	2762
Avid MLB Fans	19%	(143)	9%	(69)	71%	(524)	736

Continued on next page

**Table MCSP1\_7: Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?**  
Discovery+

<b>Demographic</b>	<b>I (or someone in my household) currently subscribe or use this</b>	<b>I (or someone in my household) subscribed or used this in the past, but not now</b>	<b>I (or someone in my household) have never subscribed or used this</b>	<b>Total N</b>
Adults	15% (673)	9% (401)	76% (3326)	4400
Avid NBA	25% (170)	10% (70)	64% (436)	676
Avid NFL Fans	19% (224)	9% (106)	72% (869)	1200

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

**Table MCSP1\_8:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
 HBO Max

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	29% (1284)	13% (590)	57% (2526)	4400
Gender: Male	32% (689)	14% (299)	53% (1136)	2124
Gender: Female	26% (596)	13% (290)	61% (1390)	2276
Age: 18-34	40% (520)	18% (230)	43% (561)	1310
Age: 35-44	34% (241)	17% (125)	49% (350)	715
Age: 45-64	25% (375)	11% (167)	64% (959)	1502
Age: 65+	17% (148)	8% (68)	75% (657)	873
GenZers: 1997-2012	38% (176)	19% (89)	43% (201)	465
Millennials: 1981-1996	39% (494)	17% (221)	44% (561)	1276
GenXers: 1965-1980	31% (319)	13% (131)	56% (577)	1028
Baby Boomers: 1946-1964	19% (279)	10% (142)	71% (1034)	1455
PID: Dem (no lean)	36% (591)	13% (210)	52% (852)	1653
PID: Ind (no lean)	28% (405)	15% (225)	57% (833)	1464
PID: Rep (no lean)	22% (288)	12% (155)	66% (841)	1284
PID/Gender: Dem Men	42% (322)	12% (94)	46% (360)	776
PID/Gender: Dem Women	31% (268)	13% (116)	56% (492)	877
PID/Gender: Ind Men	30% (228)	16% (121)	53% (401)	750
PID/Gender: Ind Women	25% (178)	15% (104)	61% (432)	714
PID/Gender: Rep Men	23% (139)	14% (84)	63% (375)	598
PID/Gender: Rep Women	22% (149)	10% (71)	68% (466)	686
Ideo: Liberal (1-3)	37% (463)	14% (181)	49% (613)	1257
Ideo: Moderate (4)	28% (355)	13% (163)	59% (739)	1257
Ideo: Conservative (5-7)	24% (346)	12% (168)	64% (920)	1434
Educ: < College	27% (828)	14% (419)	59% (1777)	3024
Educ: Bachelors degree	33% (292)	11% (99)	56% (497)	888
Educ: Post-grad	34% (164)	15% (72)	52% (252)	488
Income: Under 50k	25% (616)	14% (329)	61% (1470)	2415
Income: 50k-100k	31% (429)	13% (175)	56% (783)	1387
Income: 100k+	40% (240)	14% (85)	46% (274)	598

Continued on next page

**Table MCSPI\_8:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
HBO Max

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	29% (1284)	13% (590)	57% (2526)	4400
Ethnicity: White	27% (936)	13% (433)	60% (2074)	3443
Ethnicity: Hispanic	41% (290)	17% (122)	41% (287)	699
Ethnicity: Black	39% (212)	15% (80)	47% (256)	549
Ethnicity: Other	33% (135)	19% (76)	48% (196)	408
All Christian	27% (525)	11% (226)	62% (1224)	1974
All Non-Christian	34% (70)	16% (34)	50% (104)	208
Atheist	32% (83)	14% (37)	53% (138)	258
Agnostic/Nothing in particular	32% (393)	13% (159)	55% (681)	1232
Something Else	29% (213)	19% (135)	52% (380)	727
Religious Non-Protestant/Catholic	34% (84)	15% (37)	51% (126)	247
Evangelical	26% (273)	12% (132)	62% (658)	1064
Non-Evangelical	28% (446)	14% (220)	58% (912)	1578
Community: Urban	32% (370)	15% (176)	53% (613)	1158
Community: Suburban	31% (644)	13% (267)	56% (1180)	2091
Community: Rural	24% (271)	13% (147)	64% (733)	1151
Employ: Private Sector	34% (458)	14% (194)	51% (691)	1343
Employ: Government	36% (95)	14% (37)	50% (132)	263
Employ: Self-Employed	35% (149)	17% (71)	48% (205)	426
Employ: Homemaker	29% (103)	13% (45)	58% (203)	351
Employ: Student	36% (53)	20% (29)	44% (65)	148
Employ: Retired	19% (189)	8% (82)	73% (733)	1003
Employ: Unemployed	26% (143)	15% (81)	59% (321)	546
Employ: Other	29% (94)	16% (51)	55% (176)	321
Military HH: Yes	27% (179)	12% (81)	60% (394)	654
Military HH: No	30% (1105)	14% (509)	57% (2132)	3746
RD/WT: Right Direction	34% (564)	13% (223)	53% (879)	1666
RD/WT: Wrong Track	26% (720)	13% (367)	60% (1647)	2734

Continued on next page

**Table MCSP1\_8:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
 HBO Max

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	29% (1284)	13% (590)	57% (2526)	4400
Biden Job Approve	34% (678)	13% (268)	53% (1058)	2004
Biden Job Disapprove	25% (535)	13% (276)	62% (1329)	2140
Biden Job Strongly Approve	36% (326)	13% (115)	52% (472)	913
Biden Job Somewhat Approve	32% (351)	14% (153)	54% (586)	1091
Biden Job Somewhat Disapprove	30% (193)	14% (94)	56% (360)	647
Biden Job Strongly Disapprove	23% (341)	12% (182)	65% (969)	1493
Favorable of Biden	35% (712)	14% (282)	52% (1066)	2059
Unfavorable of Biden	24% (506)	13% (263)	63% (1324)	2093
Very Favorable of Biden	36% (363)	13% (132)	51% (511)	1006
Somewhat Favorable of Biden	33% (349)	14% (150)	53% (554)	1053
Somewhat Unfavorable of Biden	28% (161)	12% (69)	59% (337)	567
Very Unfavorable of Biden	23% (345)	13% (194)	65% (987)	1527
#1 Issue: Economy	32% (512)	14% (225)	54% (864)	1601
#1 Issue: Security	25% (180)	11% (80)	64% (463)	723
#1 Issue: Health Care	34% (193)	14% (78)	52% (290)	561
#1 Issue: Medicare / Social Security	18% (93)	11% (58)	71% (373)	525
#1 Issue: Women's Issues	36% (107)	14% (43)	50% (148)	299
#1 Issue: Education	35% (58)	17% (28)	48% (81)	168
#1 Issue: Energy	33% (74)	14% (31)	54% (123)	227
#1 Issue: Other	23% (67)	16% (46)	62% (183)	297
2020 Vote: Joe Biden	35% (691)	13% (248)	52% (1021)	1960
2020 Vote: Donald Trump	23% (327)	12% (164)	65% (907)	1398
2020 Vote: Other	25% (41)	16% (26)	59% (97)	164
2020 Vote: Didn't Vote	26% (224)	17% (151)	57% (499)	875
2018 House Vote: Democrat	35% (519)	12% (176)	53% (780)	1475
2018 House Vote: Republican	23% (270)	12% (142)	66% (785)	1196
2018 House Vote: Someone else	28% (35)	19% (23)	53% (65)	123

Continued on next page

**Table MCSPI\_8:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
HBO Max

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	29% (1284)	13% (590)	57% (2526)	4400
2016 Vote: Hillary Clinton	35% (493)	11% (160)	53% (747)	1400
2016 Vote: Donald Trump	23% (301)	12% (160)	65% (860)	1321
2016 Vote: Other	26% (66)	16% (40)	57% (143)	249
2016 Vote: Didn't Vote	30% (424)	16% (230)	54% (772)	1425
Voted in 2014: Yes	29% (713)	12% (293)	59% (1436)	2442
Voted in 2014: No	29% (571)	15% (297)	56% (1091)	1958
4-Region: Northeast	31% (247)	12% (93)	57% (446)	787
4-Region: Midwest	23% (212)	13% (120)	64% (592)	925
4-Region: South	30% (497)	13% (216)	57% (936)	1648
4-Region: West	32% (328)	15% (160)	53% (552)	1040
2110001	29% (640)	12% (265)	59% (1277)	2182
2110009	29% (644)	15% (325)	56% (1250)	2218
Sports Fans	32% (916)	15% (446)	53% (1537)	2899
Avid Sports Fans	39% (319)	14% (111)	48% (393)	824
Casual Sports Fans	29% (597)	16% (334)	55% (1144)	2074
Non-Sports Fans	25% (368)	10% (144)	66% (989)	1501
Sports Fans Non-NHL	29% (432)	13% (197)	58% (858)	1486
NHL Fans	34% (513)	18% (271)	49% (740)	1523
Avid NHL Fans	41% (157)	19% (73)	41% (157)	387
Casual NHL Fans	31% (355)	17% (198)	51% (583)	1137
Has Favorite NHL Team	35% (359)	16% (166)	49% (502)	1026
Has Favorite MLB Team	33% (594)	14% (253)	54% (976)	1823
Has Favorite NBA Team	38% (560)	15% (224)	47% (696)	1481
Has Favorite NFL Team	33% (779)	15% (351)	52% (1225)	2355
MLB Fans	31% (694)	15% (345)	54% (1223)	2262
NBA Fans	35% (700)	16% (328)	49% (992)	2020
NFL Fans	32% (878)	15% (423)	53% (1461)	2762
Avid MLB Fans	35% (261)	12% (88)	53% (387)	736

Continued on next page

**Table MCSP1\_8:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
HBO Max

<b>Demographic</b>	<b>I (or someone in my household) currently subscribe or use this</b>	<b>I (or someone in my household) subscribed or used this in the past, but not now</b>	<b>I (or someone in my household) have never subscribed or used this</b>	<b>Total N</b>
Adults	29% (1284)	13% (590)	57% (2526)	4400
Avid NBA	41% (274)	17% (113)	43% (289)	676
Avid NFL Fans	32% (389)	15% (180)	53% (631)	1200

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

**Table MCSPI\_9:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
Peacock

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	26% (1163)	9% (416)	64% (2821)	4400
Gender: Male	28% (586)	10% (213)	62% (1324)	2124
Gender: Female	25% (577)	9% (204)	66% (1496)	2276
Age: 18-34	29% (378)	14% (180)	57% (753)	1310
Age: 35-44	32% (227)	12% (87)	56% (401)	715
Age: 45-64	25% (379)	7% (110)	67% (1012)	1502
Age: 65+	21% (179)	5% (39)	75% (654)	873
GenZers: 1997-2012	21% (98)	15% (72)	63% (295)	465
Millennials: 1981-1996	32% (414)	12% (159)	55% (703)	1276
GenXers: 1965-1980	29% (297)	10% (99)	62% (632)	1028
Baby Boomers: 1946-1964	22% (325)	5% (79)	72% (1051)	1455
PID: Dem (no lean)	29% (479)	10% (162)	61% (1012)	1653
PID: Ind (no lean)	25% (365)	10% (142)	65% (957)	1464
PID: Rep (no lean)	25% (319)	9% (113)	66% (852)	1284
PID/Gender: Dem Men	31% (239)	11% (84)	58% (453)	776
PID/Gender: Dem Women	27% (240)	9% (78)	64% (559)	877
PID/Gender: Ind Men	24% (180)	10% (74)	66% (495)	750
PID/Gender: Ind Women	26% (185)	9% (67)	65% (462)	714
PID/Gender: Rep Men	28% (167)	9% (55)	63% (376)	598
PID/Gender: Rep Women	22% (152)	8% (58)	69% (476)	686
Ideo: Liberal (1-3)	27% (345)	11% (137)	62% (776)	1257
Ideo: Moderate (4)	28% (355)	9% (117)	62% (785)	1257
Ideo: Conservative (5-7)	24% (345)	9% (123)	67% (965)	1434
Educ: < College	26% (790)	9% (282)	65% (1952)	3024
Educ: Bachelors degree	27% (237)	9% (79)	64% (571)	888
Educ: Post-grad	28% (136)	11% (55)	61% (298)	488
Income: Under 50k	25% (612)	9% (225)	65% (1578)	2415
Income: 50k-100k	28% (387)	9% (127)	63% (873)	1387
Income: 100k+	27% (164)	11% (64)	62% (370)	598

Continued on next page



**Table MCSP1\_9:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
 Peacock

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	26%	(1163)	9%	(416)	64%	(2821)	4400
Ethnicity: White	26%	(903)	9%	(312)	65%	(2228)	3443
Ethnicity: Hispanic	26%	(182)	12%	(84)	62%	(433)	699
Ethnicity: Black	30%	(167)	11%	(62)	58%	(319)	549
Ethnicity: Other	23%	(93)	10%	(42)	67%	(274)	408
All Christian	26%	(521)	9%	(176)	65%	(1277)	1974
All Non-Christian	29%	(61)	10%	(22)	60%	(125)	208
Atheist	21%	(55)	12%	(32)	66%	(171)	258
Agnostic/Nothing in particular	26%	(315)	10%	(118)	65%	(799)	1232
Something Else	29%	(211)	10%	(69)	62%	(447)	727
Religious Non-Protestant/Catholic	30%	(75)	11%	(26)	59%	(146)	247
Evangelical	25%	(263)	10%	(111)	65%	(689)	1064
Non-Evangelical	28%	(449)	8%	(128)	63%	(1002)	1578
Community: Urban	29%	(332)	9%	(105)	62%	(722)	1158
Community: Suburban	27%	(555)	10%	(200)	64%	(1336)	2091
Community: Rural	24%	(276)	10%	(111)	66%	(763)	1151
Employ: Private Sector	29%	(388)	10%	(128)	62%	(827)	1343
Employ: Government	27%	(70)	10%	(27)	63%	(166)	263
Employ: Self-Employed	30%	(128)	11%	(48)	59%	(250)	426
Employ: Homemaker	29%	(102)	10%	(35)	61%	(214)	351
Employ: Student	21%	(32)	16%	(24)	63%	(93)	148
Employ: Retired	22%	(223)	5%	(48)	73%	(732)	1003
Employ: Unemployed	25%	(138)	11%	(63)	63%	(345)	546
Employ: Other	25%	(81)	14%	(44)	61%	(195)	321
Military HH: Yes	26%	(169)	8%	(51)	66%	(434)	654
Military HH: No	27%	(994)	10%	(366)	64%	(2387)	3746
RD/WT: Right Direction	30%	(498)	10%	(166)	60%	(1002)	1666
RD/WT: Wrong Track	24%	(666)	9%	(250)	67%	(1819)	2734

Continued on next page

**Table MCSP1\_9:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
Peacock

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	26% (1163)	9% (416)	64% (2821)	4400
Biden Job Approve	30% (599)	10% (202)	60% (1203)	2004
Biden Job Disapprove	23% (503)	9% (190)	68% (1447)	2140
Biden Job Strongly Approve	30% (275)	11% (102)	59% (536)	913
Biden Job Somewhat Approve	30% (323)	9% (100)	61% (667)	1091
Biden Job Somewhat Disapprove	25% (165)	10% (67)	64% (415)	647
Biden Job Strongly Disapprove	23% (338)	8% (123)	69% (1031)	1493
Favorable of Biden	30% (614)	10% (212)	60% (1233)	2059
Unfavorable of Biden	23% (482)	9% (181)	68% (1430)	2093
Very Favorable of Biden	30% (300)	12% (116)	59% (590)	1006
Somewhat Favorable of Biden	30% (314)	9% (96)	61% (643)	1053
Somewhat Unfavorable of Biden	25% (140)	10% (54)	66% (373)	567
Very Unfavorable of Biden	22% (343)	8% (127)	69% (1057)	1527
#1 Issue: Economy	26% (420)	10% (154)	64% (1027)	1601
#1 Issue: Security	26% (188)	8% (61)	66% (473)	723
#1 Issue: Health Care	33% (185)	10% (58)	57% (318)	561
#1 Issue: Medicare / Social Security	22% (117)	9% (46)	69% (361)	525
#1 Issue: Women's Issues	24% (73)	9% (25)	67% (201)	299
#1 Issue: Education	30% (50)	15% (24)	55% (93)	168
#1 Issue: Energy	25% (56)	10% (22)	66% (149)	227
#1 Issue: Other	25% (73)	8% (25)	67% (199)	297
2020 Vote: Joe Biden	29% (574)	9% (181)	61% (1205)	1960
2020 Vote: Donald Trump	25% (353)	8% (110)	67% (935)	1398
2020 Vote: Other	25% (41)	11% (18)	64% (106)	164
2020 Vote: Didn't Vote	22% (195)	12% (106)	66% (573)	875
2018 House Vote: Democrat	30% (446)	9% (126)	61% (903)	1475
2018 House Vote: Republican	27% (320)	7% (89)	66% (787)	1196
2018 House Vote: Someone else	20% (25)	15% (19)	64% (80)	123

Continued on next page

**Table MCSP1\_9:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
 Peacock

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	26% (1163)	9% (416)	64% (2821)	4400
2016 Vote: Hillary Clinton	31% (429)	9% (128)	60% (842)	1400
2016 Vote: Donald Trump	25% (336)	7% (98)	67% (887)	1321
2016 Vote: Other	27% (68)	9% (23)	64% (159)	249
2016 Vote: Didn't Vote	23% (329)	12% (166)	65% (930)	1425
Voted in 2014: Yes	28% (685)	8% (198)	64% (1559)	2442
Voted in 2014: No	24% (478)	11% (219)	64% (1262)	1958
4-Region: Northeast	28% (222)	8% (62)	64% (503)	787
4-Region: Midwest	27% (245)	9% (79)	65% (600)	925
4-Region: South	28% (456)	9% (151)	63% (1042)	1648
4-Region: West	23% (240)	12% (124)	65% (676)	1040
2110001	26% (575)	9% (193)	65% (1414)	2182
2110009	27% (588)	10% (223)	63% (1407)	2218
Sports Fans	29% (839)	11% (305)	61% (1756)	2899
Avid Sports Fans	32% (268)	11% (92)	56% (465)	824
Casual Sports Fans	28% (571)	10% (213)	62% (1291)	2074
Non-Sports Fans	22% (324)	7% (112)	71% (1065)	1501
Sports Fans Non-NHL	25% (375)	10% (155)	64% (957)	1486
NHL Fans	32% (485)	11% (169)	57% (870)	1523
Avid NHL Fans	37% (144)	10% (40)	53% (203)	387
Casual NHL Fans	30% (341)	11% (129)	59% (666)	1137
Has Favorite NHL Team	33% (338)	11% (112)	56% (577)	1026
Has Favorite MLB Team	29% (520)	9% (173)	62% (1130)	1823
Has Favorite NBA Team	29% (435)	12% (177)	59% (869)	1481
Has Favorite NFL Team	30% (702)	10% (229)	60% (1424)	2355
MLB Fans	29% (654)	10% (218)	61% (1390)	2262
NBA Fans	30% (598)	12% (245)	58% (1177)	2020
NFL Fans	29% (804)	11% (301)	60% (1657)	2762
Avid MLB Fans	31% (230)	7% (51)	62% (454)	736

Continued on next page

**Table MCSP1\_9:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
Peacock

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	26% (1163)	9% (416)	64% (2821)	4400
Avid NBA	32% (214)	12% (79)	57% (383)	676
Avid NFL Fans	30% (363)	9% (113)	60% (724)	1200

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

**Table MCSP1\_10:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
 ESPN+

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	15% (640)	10% (429)	76% (3330)	4400
Gender: Male	18% (383)	11% (238)	71% (1502)	2124
Gender: Female	11% (257)	8% (191)	80% (1828)	2276
Age: 18-34	22% (287)	14% (179)	64% (844)	1310
Age: 35-44	19% (136)	14% (103)	67% (476)	715
Age: 45-64	11% (158)	7% (111)	82% (1233)	1502
Age: 65+	7% (60)	4% (36)	89% (776)	873
GenZers: 1997-2012	18% (86)	16% (75)	65% (305)	465
Millennials: 1981-1996	23% (291)	13% (163)	64% (822)	1276
GenXers: 1965-1980	15% (154)	12% (119)	73% (755)	1028
Baby Boomers: 1946-1964	7% (101)	5% (66)	89% (1288)	1455
PID: Dem (no lean)	16% (272)	9% (150)	75% (1232)	1653
PID: Ind (no lean)	13% (195)	10% (148)	77% (1120)	1464
PID: Rep (no lean)	13% (173)	10% (132)	76% (979)	1284
PID/Gender: Dem Men	21% (163)	11% (84)	68% (529)	776
PID/Gender: Dem Women	12% (109)	7% (65)	80% (703)	877
PID/Gender: Ind Men	17% (124)	10% (76)	73% (549)	750
PID/Gender: Ind Women	10% (71)	10% (72)	80% (571)	714
PID/Gender: Rep Men	16% (96)	13% (78)	71% (424)	598
PID/Gender: Rep Women	11% (77)	8% (54)	81% (555)	686
Ideo: Liberal (1-3)	17% (209)	9% (117)	74% (932)	1257
Ideo: Moderate (4)	17% (208)	9% (111)	75% (939)	1257
Ideo: Conservative (5-7)	12% (178)	10% (150)	77% (1106)	1434
Educ: < College	13% (394)	10% (305)	77% (2325)	3024
Educ: Bachelors degree	16% (145)	8% (73)	75% (670)	888
Educ: Post-grad	21% (102)	10% (51)	69% (335)	488
Income: Under 50k	11% (272)	9% (224)	79% (1919)	2415
Income: 50k-100k	17% (232)	10% (134)	74% (1020)	1387
Income: 100k+	23% (136)	12% (72)	65% (391)	598

Continued on next page

**Table MCSP1\_10:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
ESPN+

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	15% (640)	10% (429)	76% (3330)	4400
Ethnicity: White	13% (433)	9% (305)	79% (2706)	3443
Ethnicity: Hispanic	21% (148)	15% (104)	64% (446)	699
Ethnicity: Black	25% (135)	15% (81)	61% (333)	549
Ethnicity: Other	18% (72)	11% (44)	71% (292)	408
All Christian	15% (288)	9% (178)	76% (1508)	1974
All Non-Christian	17% (36)	8% (17)	74% (154)	208
Atheist	12% (30)	11% (29)	77% (198)	258
Agnostic/Nothing in particular	14% (172)	9% (108)	77% (952)	1232
Something Else	16% (113)	13% (97)	71% (517)	727
Religious Non-Protestant/Catholic	17% (42)	8% (19)	75% (186)	247
Evangelical	17% (179)	12% (128)	71% (757)	1064
Non-Evangelical	14% (215)	9% (144)	77% (1219)	1578
Community: Urban	17% (203)	12% (143)	70% (813)	1158
Community: Suburban	15% (310)	9% (183)	76% (1598)	2091
Community: Rural	11% (127)	9% (103)	80% (920)	1151
Employ: Private Sector	21% (277)	12% (155)	68% (911)	1343
Employ: Government	19% (51)	12% (32)	68% (180)	263
Employ: Self-Employed	18% (77)	14% (58)	68% (291)	426
Employ: Homemaker	11% (40)	5% (19)	83% (292)	351
Employ: Student	14% (20)	19% (29)	67% (99)	148
Employ: Retired	7% (75)	4% (43)	88% (885)	1003
Employ: Unemployed	11% (58)	11% (62)	78% (426)	546
Employ: Other	13% (43)	10% (32)	77% (246)	321
Military HH: Yes	13% (84)	9% (61)	78% (509)	654
Military HH: No	15% (557)	10% (368)	75% (2821)	3746
RD/WT: Right Direction	17% (289)	9% (145)	74% (1232)	1666
RD/WT: Wrong Track	13% (351)	10% (285)	77% (2098)	2734

Continued on next page

**Table MCSP1\_10:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
ESPN+

Demographic	I (or someone in my household) currently subscribe or use this		I (or someone in my household) subscribed or used this in the past, but not now		I (or someone in my household) have never subscribed or used this		Total N
Adults	15%	(640)	10%	(429)	76%	(3330)	4400
Biden Job Approve	17%	(344)	9%	(182)	74%	(1478)	2004
Biden Job Disapprove	13%	(276)	10%	(219)	77%	(1646)	2140
Biden Job Strongly Approve	17%	(152)	9%	(85)	74%	(676)	913
Biden Job Somewhat Approve	18%	(192)	9%	(96)	74%	(802)	1091
Biden Job Somewhat Disapprove	14%	(94)	12%	(79)	73%	(475)	647
Biden Job Strongly Disapprove	12%	(182)	9%	(140)	78%	(1171)	1493
Favorable of Biden	17%	(344)	9%	(193)	74%	(1521)	2059
Unfavorable of Biden	13%	(266)	10%	(207)	77%	(1620)	2093
Very Favorable of Biden	17%	(169)	9%	(91)	74%	(746)	1006
Somewhat Favorable of Biden	17%	(175)	10%	(102)	74%	(775)	1053
Somewhat Unfavorable of Biden	15%	(86)	11%	(60)	74%	(421)	567
Very Unfavorable of Biden	12%	(180)	10%	(148)	79%	(1198)	1527
#1 Issue: Economy	18%	(285)	10%	(164)	72%	(1151)	1601
#1 Issue: Security	13%	(91)	8%	(56)	80%	(575)	723
#1 Issue: Health Care	15%	(86)	9%	(52)	75%	(423)	561
#1 Issue: Medicare / Social Security	8%	(40)	7%	(38)	85%	(446)	525
#1 Issue: Women's Issues	15%	(45)	12%	(37)	73%	(217)	299
#1 Issue: Education	17%	(29)	19%	(31)	64%	(107)	168
#1 Issue: Energy	15%	(35)	10%	(22)	75%	(170)	227
#1 Issue: Other	10%	(29)	10%	(28)	81%	(239)	297
2020 Vote: Joe Biden	16%	(317)	10%	(193)	74%	(1450)	1960
2020 Vote: Donald Trump	13%	(185)	9%	(130)	77%	(1083)	1398
2020 Vote: Other	19%	(32)	8%	(14)	72%	(119)	164
2020 Vote: Didn't Vote	12%	(106)	11%	(92)	77%	(676)	875
2018 House Vote: Democrat	17%	(248)	9%	(136)	74%	(1091)	1475
2018 House Vote: Republican	14%	(171)	8%	(102)	77%	(924)	1196
2018 House Vote: Someone else	12%	(15)	18%	(22)	70%	(86)	123

Continued on next page

**Table MCSP1\_10:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
ESPN+

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	15% (640)	10% (429)	76% (3330)	4400
2016 Vote: Hillary Clinton	16% (226)	9% (129)	75% (1044)	1400
2016 Vote: Donald Trump	14% (185)	9% (116)	77% (1020)	1321
2016 Vote: Other	15% (36)	10% (26)	75% (187)	249
2016 Vote: Didn't Vote	14% (193)	11% (158)	75% (1075)	1425
Voted in 2014: Yes	15% (359)	9% (220)	76% (1862)	2442
Voted in 2014: No	14% (281)	11% (209)	75% (1468)	1958
4-Region: Northeast	14% (109)	8% (65)	78% (613)	787
4-Region: Midwest	11% (105)	10% (94)	79% (726)	925
4-Region: South	16% (265)	10% (166)	74% (1217)	1648
4-Region: West	16% (162)	10% (104)	74% (775)	1040
2110001	14% (306)	9% (191)	77% (1685)	2182
2110009	15% (334)	11% (239)	74% (1646)	2218
Sports Fans	19% (565)	12% (353)	68% (1980)	2899
Avid Sports Fans	32% (266)	14% (116)	54% (442)	824
Casual Sports Fans	14% (298)	11% (237)	74% (1539)	2074
Non-Sports Fans	5% (76)	5% (76)	90% (1350)	1501
Sports Fans Non-NHL	16% (240)	11% (164)	73% (1083)	1486
NHL Fans	22% (333)	13% (198)	65% (992)	1523
Avid NHL Fans	29% (111)	15% (56)	57% (219)	387
Casual NHL Fans	20% (222)	12% (142)	68% (773)	1137
Has Favorite NHL Team	24% (245)	12% (122)	64% (660)	1026
Has Favorite MLB Team	21% (383)	11% (201)	68% (1239)	1823
Has Favorite NBA Team	24% (358)	15% (226)	61% (897)	1481
Has Favorite NFL Team	20% (467)	12% (293)	68% (1595)	2355
MLB Fans	20% (461)	11% (245)	69% (1556)	2262
NBA Fans	22% (454)	14% (287)	63% (1279)	2020
NFL Fans	19% (537)	12% (341)	68% (1884)	2762
Avid MLB Fans	26% (191)	12% (86)	62% (459)	736

Continued on next page



**Table MCSP1\_10:** Do you, or anyone in your household, subscribe to or use the following TV and movie streaming subscription services?  
 ESPN+

Demographic	I (or someone in my household) currently subscribe or use this	I (or someone in my household) subscribed or used this in the past, but not now	I (or someone in my household) have never subscribed or used this	Total N
Adults	15% (640)	10% (429)	76% (3330)	4400
Avid NBA	34% (230)	17% (114)	49% (332)	676
Avid NFL Fans	26% (306)	13% (159)	61% (735)	1200

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

**Table MCSP2\_1: How often do you use each of the following methods to watch live sporting events when you are not watching them in person?**  
Broadcast or cable television

Demographic	Often	Sometimes	Rarely	Never	Total N
Adults	32% (1414)	23% (1009)	15% (642)	30% (1335)	4400
Gender: Male	40% (840)	25% (538)	14% (296)	21% (449)	2124
Gender: Female	25% (574)	21% (471)	15% (346)	39% (886)	2276
Age: 18-34	21% (271)	29% (384)	19% (254)	31% (400)	1310
Age: 35-44	31% (219)	25% (177)	14% (103)	30% (217)	715
Age: 45-64	38% (565)	20% (303)	12% (183)	30% (452)	1502
Age: 65+	41% (359)	17% (145)	12% (102)	31% (266)	873
GenZers: 1997-2012	14% (67)	29% (136)	24% (110)	33% (152)	465
Millennials: 1981-1996	26% (337)	28% (357)	16% (209)	29% (373)	1276
GenXers: 1965-1980	36% (368)	23% (233)	11% (117)	30% (309)	1028
Baby Boomers: 1946-1964	39% (572)	18% (256)	13% (185)	30% (442)	1455
PID: Dem (no lean)	36% (595)	23% (387)	13% (218)	27% (452)	1653
PID: Ind (no lean)	25% (371)	23% (333)	18% (257)	34% (501)	1464
PID: Rep (no lean)	35% (447)	22% (288)	13% (166)	30% (381)	1284
PID/Gender: Dem Men	45% (350)	27% (209)	10% (79)	18% (138)	776
PID/Gender: Dem Women	28% (245)	20% (178)	16% (139)	36% (314)	877
PID/Gender: Ind Men	31% (236)	24% (179)	18% (137)	26% (197)	750
PID/Gender: Ind Women	19% (135)	22% (154)	17% (120)	43% (305)	714
PID/Gender: Rep Men	42% (254)	25% (150)	13% (80)	19% (115)	598
PID/Gender: Rep Women	28% (194)	20% (139)	13% (87)	39% (267)	686
Ideo: Liberal (1-3)	33% (409)	25% (313)	13% (163)	30% (372)	1257
Ideo: Moderate (4)	35% (439)	22% (276)	16% (205)	27% (337)	1257
Ideo: Conservative (5-7)	35% (500)	22% (317)	13% (181)	30% (436)	1434
Educ: < College	30% (903)	22% (656)	15% (468)	33% (997)	3024
Educ: Bachelors degree	38% (334)	25% (224)	12% (106)	25% (223)	888
Educ: Post-grad	36% (177)	26% (129)	14% (69)	23% (114)	488
Income: Under 50k	27% (653)	21% (515)	16% (376)	36% (871)	2415
Income: 50k-100k	37% (517)	24% (330)	14% (200)	24% (340)	1387
Income: 100k+	41% (244)	27% (164)	11% (66)	21% (124)	598
Ethnicity: White	32% (1111)	22% (761)	14% (477)	32% (1094)	3443
Ethnicity: Hispanic	29% (205)	28% (196)	16% (112)	27% (186)	699
Ethnicity: Black	36% (195)	26% (145)	16% (90)	22% (118)	549

Continued on next page

**Table MCSP2\_1: How often do you use each of the following methods to watch live sporting events when you are not watching them in person?**  
 Broadcast or cable television

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	32%	(1414)	23%	(1009)	15%	(642)	30%	(1335)	4400
Ethnicity: Other	26%	(108)	25%	(103)	18%	(75)	30%	(122)	408
All Christian	39%	(775)	23%	(448)	13%	(248)	25%	(503)	1974
All Non-Christian	34%	(71)	26%	(55)	15%	(32)	24%	(50)	208
Atheist	27%	(70)	23%	(59)	15%	(39)	35%	(90)	258
Agnostic/Nothing in particular	25%	(311)	23%	(285)	16%	(200)	35%	(436)	1232
Something Else	26%	(187)	22%	(162)	17%	(124)	35%	(255)	727
Religious Non-Protestant/Catholic	32%	(79)	25%	(63)	16%	(40)	26%	(65)	247
Evangelical	33%	(348)	25%	(262)	12%	(123)	31%	(332)	1064
Non-Evangelical	38%	(600)	21%	(334)	15%	(236)	26%	(408)	1578
Community: Urban	35%	(401)	24%	(275)	13%	(153)	29%	(330)	1158
Community: Suburban	34%	(712)	23%	(483)	17%	(346)	26%	(550)	2091
Community: Rural	26%	(301)	22%	(251)	12%	(143)	40%	(455)	1151
Employ: Private Sector	37%	(492)	25%	(333)	14%	(194)	24%	(325)	1343
Employ: Government	29%	(76)	30%	(78)	14%	(38)	27%	(71)	263
Employ: Self-Employed	33%	(142)	27%	(114)	19%	(80)	21%	(89)	426
Employ: Homemaker	23%	(82)	18%	(62)	12%	(44)	47%	(163)	351
Employ: Student	16%	(24)	36%	(53)	24%	(35)	25%	(37)	148
Employ: Retired	39%	(393)	17%	(171)	12%	(123)	32%	(316)	1003
Employ: Unemployed	24%	(130)	25%	(134)	15%	(83)	36%	(198)	546
Employ: Other	23%	(75)	20%	(64)	14%	(46)	43%	(136)	321
Military HH: Yes	38%	(251)	20%	(128)	13%	(85)	29%	(189)	654
Military HH: No	31%	(1163)	24%	(881)	15%	(557)	31%	(1145)	3746
RD/WT: Right Direction	36%	(608)	24%	(400)	14%	(226)	26%	(432)	1666
RD/WT: Wrong Track	29%	(806)	22%	(609)	15%	(416)	33%	(903)	2734
Biden Job Approve	36%	(714)	24%	(475)	13%	(267)	27%	(548)	2004
Biden Job Disapprove	31%	(659)	23%	(485)	15%	(313)	32%	(683)	2140
Biden Job Strongly Approve	43%	(389)	22%	(201)	10%	(92)	25%	(232)	913
Biden Job Somewhat Approve	30%	(325)	25%	(274)	16%	(175)	29%	(316)	1091
Biden Job Somewhat Disapprove	28%	(183)	27%	(177)	17%	(111)	27%	(177)	647
Biden Job Strongly Disapprove	32%	(476)	21%	(308)	14%	(203)	34%	(506)	1493

Continued on next page

**Table MCSP2\_1: How often do you use each of the following methods to watch live sporting events when you are not watching them in person?**  
Broadcast or cable television

Demographic	Often	Sometimes	Rarely	Never	Total N
Adults	32% (1414)	23% (1009)	15% (642)	30% (1335)	4400
Favorable of Biden	36% (743)	23% (482)	13% (270)	27% (564)	2059
Unfavorable of Biden	30% (625)	23% (474)	15% (309)	33% (685)	2093
Very Favorable of Biden	42% (420)	22% (217)	11% (112)	26% (257)	1006
Somewhat Favorable of Biden	31% (323)	25% (265)	15% (158)	29% (307)	1053
Somewhat Unfavorable of Biden	26% (147)	25% (145)	17% (94)	32% (180)	567
Very Unfavorable of Biden	31% (477)	22% (330)	14% (214)	33% (505)	1527
#1 Issue: Economy	35% (553)	25% (402)	14% (227)	26% (419)	1601
#1 Issue: Security	34% (246)	20% (143)	15% (109)	31% (224)	723
#1 Issue: Health Care	30% (166)	27% (149)	14% (81)	29% (165)	561
#1 Issue: Medicare / Social Security	38% (200)	17% (91)	13% (68)	32% (167)	525
#1 Issue: Women's Issues	24% (72)	24% (73)	15% (46)	36% (108)	299
#1 Issue: Education	24% (41)	27% (45)	21% (36)	28% (46)	168
#1 Issue: Energy	26% (58)	25% (57)	15% (35)	34% (77)	227
#1 Issue: Other	26% (78)	17% (50)	13% (40)	44% (129)	297
2020 Vote: Joe Biden	37% (728)	23% (449)	14% (267)	26% (516)	1960
2020 Vote: Donald Trump	34% (481)	23% (318)	13% (182)	30% (418)	1398
2020 Vote: Other	20% (32)	26% (42)	22% (36)	33% (54)	164
2020 Vote: Didn't Vote	20% (172)	23% (198)	18% (157)	40% (347)	875
2018 House Vote: Democrat	38% (565)	23% (336)	12% (181)	27% (393)	1475
2018 House Vote: Republican	36% (436)	24% (281)	12% (144)	28% (334)	1196
2018 House Vote: Someone else	25% (31)	24% (30)	14% (17)	37% (46)	123
2016 Vote: Hillary Clinton	38% (529)	23% (325)	13% (180)	26% (366)	1400
2016 Vote: Donald Trump	38% (496)	21% (282)	12% (163)	29% (380)	1321
2016 Vote: Other	32% (80)	23% (56)	13% (33)	32% (80)	249
2016 Vote: Didn't Vote	22% (307)	24% (345)	19% (265)	36% (508)	1425
Voted in 2014: Yes	38% (937)	23% (552)	12% (294)	27% (658)	2442
Voted in 2014: No	24% (477)	23% (457)	18% (348)	35% (677)	1958
4-Region: Northeast	37% (295)	20% (158)	13% (101)	30% (233)	787
4-Region: Midwest	33% (305)	22% (201)	14% (130)	31% (288)	925
4-Region: South	30% (492)	25% (407)	15% (244)	31% (505)	1648
4-Region: West	31% (322)	23% (243)	16% (167)	30% (308)	1040

Continued on next page

**Table MCSP2\_1:** How often do you use each of the following methods to watch live sporting events when you are not watching them in person?  
 Broadcast or cable television

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	32%	(1414)	23%	(1009)	15%	(642)	30%	(1335)	4400
2110001	31%	(676)	23%	(506)	15%	(320)	31%	(680)	2182
2110009	33%	(738)	23%	(503)	15%	(322)	30%	(655)	2218
Sports Fans	43%	(1259)	29%	(830)	14%	(400)	14%	(410)	2899
Avid Sports Fans	59%	(484)	22%	(184)	9%	(77)	10%	(80)	824
Casual Sports Fans	37%	(775)	31%	(646)	16%	(323)	16%	(330)	2074
Non-Sports Fans	10%	(155)	12%	(179)	16%	(242)	62%	(924)	1501
Sports Fans Non-NHL	38%	(570)	30%	(450)	15%	(224)	16%	(242)	1486
NHL Fans	47%	(710)	26%	(402)	13%	(205)	14%	(207)	1523
Avid NHL Fans	56%	(216)	23%	(91)	9%	(36)	11%	(44)	387
Casual NHL Fans	43%	(494)	27%	(311)	15%	(169)	14%	(163)	1137
Has Favorite NHL Team	51%	(523)	25%	(255)	12%	(122)	12%	(126)	1026
Has Favorite MLB Team	49%	(894)	26%	(469)	11%	(197)	14%	(264)	1823
Has Favorite NBA Team	48%	(705)	27%	(400)	13%	(189)	13%	(188)	1481
Has Favorite NFL Team	46%	(1072)	27%	(638)	12%	(275)	16%	(369)	2355
MLB Fans	47%	(1053)	26%	(594)	13%	(288)	14%	(327)	2262
NBA Fans	44%	(891)	28%	(575)	13%	(268)	14%	(286)	2020
NFL Fans	44%	(1203)	28%	(771)	14%	(374)	15%	(414)	2762
Avid MLB Fans	63%	(464)	22%	(160)	6%	(45)	9%	(68)	736
Avid NBA	55%	(372)	27%	(181)	9%	(63)	9%	(59)	676
Avid NFL Fans	60%	(715)	22%	(267)	8%	(99)	10%	(119)	1200

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

**Table MCSP2\_2:** How often do you use each of the following methods to watch live sporting events when you are not watching them in person?  
Authorized streaming via a licensed and legal streaming service partner (i.e. Hulu, YouTube TV, ESPN+, DAZN, MLB.tv, etc.)

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	20%	(899)	19%	(855)	11%	(504)	49%	(2141)	4400
Gender: Male	24%	(515)	22%	(473)	12%	(252)	42%	(884)	2124
Gender: Female	17%	(385)	17%	(382)	11%	(251)	55%	(1258)	2276
Age: 18-34	31%	(402)	25%	(334)	13%	(173)	31%	(401)	1310
Age: 35-44	28%	(203)	25%	(177)	13%	(90)	34%	(246)	715
Age: 45-64	15%	(224)	17%	(256)	12%	(173)	57%	(849)	1502
Age: 65+	8%	(70)	10%	(89)	8%	(68)	74%	(645)	873
GenZers: 1997-2012	29%	(136)	25%	(118)	16%	(74)	29%	(137)	465
Millennials: 1981-1996	30%	(387)	26%	(329)	13%	(161)	31%	(399)	1276
GenXers: 1965-1980	22%	(221)	21%	(215)	11%	(116)	46%	(475)	1028
Baby Boomers: 1946-1964	10%	(145)	13%	(182)	10%	(145)	68%	(983)	1455
PID: Dem (no lean)	21%	(354)	19%	(322)	11%	(181)	48%	(796)	1653
PID: Ind (no lean)	21%	(300)	20%	(288)	13%	(190)	47%	(686)	1464
PID: Rep (no lean)	19%	(245)	19%	(245)	10%	(133)	51%	(660)	1284
PID/Gender: Dem Men	27%	(211)	22%	(173)	11%	(86)	39%	(306)	776
PID/Gender: Dem Women	16%	(144)	17%	(149)	11%	(94)	56%	(490)	877
PID/Gender: Ind Men	23%	(173)	22%	(162)	14%	(108)	41%	(307)	750
PID/Gender: Ind Women	18%	(127)	18%	(126)	11%	(81)	53%	(379)	714
PID/Gender: Rep Men	22%	(131)	23%	(138)	10%	(58)	45%	(271)	598
PID/Gender: Rep Women	17%	(114)	16%	(107)	11%	(76)	57%	(389)	686
Ideo: Liberal (1-3)	21%	(266)	18%	(232)	13%	(160)	48%	(599)	1257
Ideo: Moderate (4)	22%	(277)	21%	(261)	12%	(145)	46%	(575)	1257
Ideo: Conservative (5-7)	18%	(254)	20%	(280)	10%	(142)	53%	(758)	1434
Educ: < College	20%	(593)	18%	(557)	12%	(362)	50%	(1513)	3024
Educ: Bachelors degree	22%	(193)	21%	(182)	10%	(91)	47%	(421)	888
Educ: Post-grad	23%	(114)	24%	(116)	10%	(51)	42%	(207)	488
Income: Under 50k	19%	(449)	17%	(408)	12%	(279)	53%	(1278)	2415
Income: 50k-100k	21%	(292)	22%	(299)	11%	(148)	47%	(648)	1387
Income: 100k+	26%	(158)	25%	(148)	13%	(76)	36%	(216)	598
Ethnicity: White	19%	(638)	18%	(609)	11%	(389)	53%	(1808)	3443
Ethnicity: Hispanic	30%	(208)	25%	(175)	12%	(85)	33%	(230)	699
Ethnicity: Black	31%	(172)	25%	(138)	11%	(61)	32%	(177)	549

Continued on next page

**Table MCSP2\_2:** How often do you use each of the following methods to watch live sporting events when you are not watching them in person?  
 Authorized streaming via a licensed and legal streaming service partner (i.e. Hulu, YouTube TV, ESPN+, DAZN, MLB.tv, etc.)

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	20%	(899)	19%	(855)	11%	(504)	49%	(2141)	4400
Ethnicity: Other	22%	(89)	27%	(108)	13%	(54)	38%	(156)	408
All Christian	19%	(369)	18%	(353)	11%	(224)	52%	(1028)	1974
All Non-Christian	19%	(40)	23%	(48)	7%	(14)	51%	(106)	208
Atheist	20%	(50)	18%	(46)	13%	(33)	50%	(128)	258
Agnostic/Nothing in particular	22%	(267)	19%	(235)	12%	(150)	47%	(580)	1232
Something Else	24%	(173)	24%	(173)	11%	(82)	41%	(299)	727
Religious Non-Protestant/Catholic	19%	(48)	22%	(55)	8%	(19)	51%	(125)	247
Evangelical	23%	(244)	19%	(206)	12%	(133)	45%	(481)	1064
Non-Evangelical	18%	(286)	20%	(308)	11%	(168)	52%	(816)	1578
Community: Urban	26%	(299)	22%	(251)	10%	(118)	42%	(490)	1158
Community: Suburban	18%	(384)	20%	(410)	13%	(276)	49%	(1020)	2091
Community: Rural	19%	(216)	17%	(194)	10%	(110)	55%	(631)	1151
Employ: Private Sector	27%	(359)	24%	(328)	12%	(157)	37%	(499)	1343
Employ: Government	26%	(69)	29%	(77)	14%	(37)	31%	(81)	263
Employ: Self-Employed	23%	(98)	26%	(112)	12%	(53)	38%	(162)	426
Employ: Homemaker	15%	(52)	16%	(55)	11%	(38)	59%	(205)	351
Employ: Student	27%	(40)	21%	(32)	20%	(29)	32%	(47)	148
Employ: Retired	10%	(97)	11%	(107)	8%	(85)	71%	(713)	1003
Employ: Unemployed	22%	(118)	16%	(87)	14%	(75)	49%	(266)	546
Employ: Other	20%	(65)	18%	(58)	9%	(29)	53%	(169)	321
Military HH: Yes	17%	(111)	17%	(109)	13%	(84)	53%	(349)	654
Military HH: No	21%	(789)	20%	(746)	11%	(419)	48%	(1792)	3746
RD/WT: Right Direction	22%	(370)	21%	(357)	10%	(173)	46%	(766)	1666
RD/WT: Wrong Track	19%	(529)	18%	(498)	12%	(331)	50%	(1376)	2734
Biden Job Approve	22%	(443)	19%	(389)	11%	(221)	47%	(950)	2004
Biden Job Disapprove	19%	(401)	20%	(422)	11%	(244)	50%	(1073)	2140
Biden Job Strongly Approve	25%	(224)	18%	(162)	9%	(78)	49%	(450)	913
Biden Job Somewhat Approve	20%	(219)	21%	(228)	13%	(143)	46%	(500)	1091
Biden Job Somewhat Disapprove	22%	(141)	23%	(150)	13%	(84)	42%	(272)	647
Biden Job Strongly Disapprove	17%	(260)	18%	(272)	11%	(160)	54%	(800)	1493

Continued on next page

**Table MCSP2\_2:** How often do you use each of the following methods to watch live sporting events when you are not watching them in person?  
Authorized streaming via a licensed and legal streaming service partner (i.e. Hulu, YouTube TV, ESPN+, DAZN, MLB.tv, etc.)

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	20%	(899)	19%	(855)	11%	(504)	49%	(2141)	4400
Favorable of Biden	23%	(472)	19%	(396)	11%	(223)	47%	(968)	2059
Unfavorable of Biden	18%	(379)	19%	(403)	12%	(244)	51%	(1068)	2093
Very Favorable of Biden	24%	(243)	18%	(183)	9%	(91)	49%	(488)	1006
Somewhat Favorable of Biden	22%	(229)	20%	(213)	12%	(132)	46%	(480)	1053
Somewhat Unfavorable of Biden	21%	(120)	21%	(120)	14%	(81)	43%	(245)	567
Very Unfavorable of Biden	17%	(259)	19%	(283)	11%	(163)	54%	(822)	1527
#1 Issue: Economy	24%	(377)	24%	(378)	12%	(195)	41%	(651)	1601
#1 Issue: Security	15%	(107)	19%	(138)	11%	(81)	55%	(397)	723
#1 Issue: Health Care	23%	(128)	17%	(96)	12%	(69)	48%	(268)	561
#1 Issue: Medicare / Social Security	12%	(65)	12%	(63)	7%	(38)	69%	(360)	525
#1 Issue: Women's Issues	25%	(75)	22%	(66)	13%	(38)	40%	(120)	299
#1 Issue: Education	31%	(53)	21%	(36)	16%	(27)	31%	(52)	168
#1 Issue: Energy	19%	(42)	21%	(48)	14%	(32)	46%	(104)	227
#1 Issue: Other	18%	(52)	10%	(31)	8%	(24)	64%	(190)	297
2020 Vote: Joe Biden	23%	(450)	19%	(382)	10%	(200)	47%	(928)	1960
2020 Vote: Donald Trump	16%	(227)	20%	(275)	10%	(141)	54%	(756)	1398
2020 Vote: Other	19%	(31)	24%	(40)	16%	(27)	40%	(66)	164
2020 Vote: Didn't Vote	22%	(190)	18%	(159)	15%	(135)	45%	(390)	875
2018 House Vote: Democrat	21%	(313)	19%	(287)	10%	(154)	49%	(721)	1475
2018 House Vote: Republican	18%	(211)	19%	(225)	10%	(121)	53%	(639)	1196
2018 House Vote: Someone else	21%	(26)	23%	(29)	16%	(20)	40%	(49)	123
2016 Vote: Hillary Clinton	21%	(295)	19%	(262)	11%	(151)	49%	(691)	1400
2016 Vote: Donald Trump	18%	(232)	18%	(241)	10%	(128)	54%	(720)	1321
2016 Vote: Other	19%	(48)	22%	(55)	15%	(37)	44%	(111)	249
2016 Vote: Didn't Vote	23%	(323)	21%	(297)	13%	(188)	43%	(616)	1425
Voted in 2014: Yes	19%	(457)	19%	(466)	10%	(249)	52%	(1270)	2442
Voted in 2014: No	23%	(442)	20%	(390)	13%	(255)	45%	(872)	1958
4-Region: Northeast	20%	(157)	17%	(134)	12%	(91)	52%	(405)	787
4-Region: Midwest	18%	(167)	17%	(160)	11%	(100)	54%	(498)	925
4-Region: South	22%	(367)	21%	(341)	11%	(180)	46%	(760)	1648
4-Region: West	20%	(209)	21%	(220)	13%	(132)	46%	(479)	1040

Continued on next page



**Table MCSP2\_2:** How often do you use each of the following methods to watch live sporting events when you are not watching them in person?  
 Authorized streaming via a licensed and legal streaming service partner (i.e. Hulu, YouTube TV, ESPN+, DAZN, MLB.tv, etc.)

Demographic	Often	Sometimes	Rarely	Never	Total N
Adults	20% (899)	19% (855)	11% (504)	49% (2141)	4400
2110001	20% (435)	20% (428)	11% (251)	49% (1068)	2182
2110009	21% (465)	19% (427)	11% (253)	48% (1074)	2218
Sports Fans	25% (724)	25% (716)	14% (394)	37% (1065)	2899
Avid Sports Fans	36% (298)	28% (233)	11% (89)	25% (203)	824
Casual Sports Fans	21% (426)	23% (483)	15% (304)	42% (861)	2074
Non-Sports Fans	12% (175)	9% (139)	7% (110)	72% (1077)	1501
Sports Fans Non-NHL	22% (332)	22% (334)	14% (207)	41% (613)	1486
NHL Fans	27% (407)	26% (403)	13% (196)	34% (517)	1523
Avid NHL Fans	35% (137)	26% (100)	11% (42)	28% (108)	387
Casual NHL Fans	24% (270)	27% (303)	14% (154)	36% (410)	1137
Has Favorite NHL Team	28% (288)	26% (264)	13% (132)	33% (343)	1026
Has Favorite MLB Team	25% (454)	24% (436)	13% (232)	38% (702)	1823
Has Favorite NBA Team	31% (456)	27% (393)	12% (182)	30% (450)	1481
Has Favorite NFL Team	26% (608)	24% (572)	12% (286)	38% (889)	2355
MLB Fans	25% (554)	24% (542)	13% (296)	38% (869)	2262
NBA Fans	29% (580)	26% (532)	14% (276)	31% (632)	2020
NFL Fans	25% (702)	24% (663)	13% (370)	37% (1027)	2762
Avid MLB Fans	30% (220)	25% (182)	11% (82)	34% (253)	736
Avid NBA	42% (281)	28% (188)	9% (59)	22% (148)	676
Avid NFL Fans	33% (396)	24% (283)	12% (144)	31% (377)	1200

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

**Table MCSP2\_3:** How often do you use each of the following methods to watch live sporting events when you are not watching them in person?  
Unauthorized streaming via a unlicensed or illegal streaming service

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	3%	(129)	7%	(314)	6%	(269)	84%	(3688)	4400
Gender: Male	4%	(86)	10%	(216)	7%	(149)	79%	(1672)	2124
Gender: Female	2%	(43)	4%	(97)	5%	(120)	89%	(2016)	2276
Age: 18-34	6%	(81)	14%	(189)	10%	(127)	70%	(912)	1310
Age: 35-44	3%	(25)	10%	(74)	7%	(52)	79%	(564)	715
Age: 45-64	1%	(22)	3%	(42)	4%	(65)	91%	(1373)	1502
Age: 65+	—	(2)	1%	(9)	3%	(24)	96%	(838)	873
GenZers: 1997-2012	4%	(21)	18%	(82)	13%	(62)	64%	(300)	465
Millennials: 1981-1996	6%	(75)	12%	(159)	8%	(100)	74%	(942)	1276
GenXers: 1965-1980	3%	(28)	5%	(49)	6%	(59)	87%	(892)	1028
Baby Boomers: 1946-1964	—	(6)	2%	(23)	3%	(44)	95%	(1382)	1455
PID: Dem (no lean)	4%	(60)	8%	(131)	6%	(104)	82%	(1358)	1653
PID: Ind (no lean)	3%	(42)	7%	(107)	6%	(91)	84%	(1223)	1464
PID: Rep (no lean)	2%	(27)	6%	(75)	6%	(73)	86%	(1108)	1284
PID/Gender: Dem Men	6%	(43)	11%	(84)	7%	(54)	77%	(596)	776
PID/Gender: Dem Women	2%	(16)	5%	(47)	6%	(50)	87%	(762)	877
PID/Gender: Ind Men	4%	(31)	10%	(78)	8%	(56)	78%	(584)	750
PID/Gender: Ind Women	2%	(11)	4%	(29)	5%	(35)	89%	(639)	714
PID/Gender: Rep Men	2%	(12)	9%	(55)	6%	(39)	82%	(493)	598
PID/Gender: Rep Women	2%	(15)	3%	(21)	5%	(35)	90%	(615)	686
Ideo: Liberal (1-3)	5%	(57)	9%	(110)	6%	(75)	81%	(1016)	1257
Ideo: Moderate (4)	3%	(32)	7%	(88)	7%	(87)	84%	(1051)	1257
Ideo: Conservative (5-7)	2%	(22)	5%	(78)	6%	(80)	87%	(1253)	1434
Educ: < College	3%	(86)	7%	(211)	6%	(188)	84%	(2539)	3024
Educ: Bachelors degree	3%	(24)	7%	(61)	6%	(53)	84%	(749)	888
Educ: Post-grad	4%	(19)	8%	(41)	6%	(28)	82%	(400)	488
Income: Under 50k	3%	(69)	7%	(163)	6%	(151)	84%	(2033)	2415
Income: 50k-100k	3%	(37)	8%	(107)	6%	(81)	84%	(1162)	1387
Income: 100k+	4%	(24)	7%	(44)	6%	(37)	82%	(493)	598
Ethnicity: White	2%	(80)	6%	(190)	5%	(185)	87%	(2988)	3443
Ethnicity: Hispanic	7%	(46)	14%	(96)	10%	(71)	69%	(485)	699
Ethnicity: Black	5%	(25)	15%	(82)	7%	(39)	73%	(403)	549

Continued on next page

**Table MCSP2\_3:** How often do you use each of the following methods to watch live sporting events when you are not watching them in person?  
 Unauthorized streaming via a unlicensed or illegal streaming service

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	3%	(129)	7%	(314)	6%	(269)	84%	(3688)	4400
Ethnicity: Other	6%	(24)	10%	(41)	11%	(44)	73%	(298)	408
All Christian	2%	(32)	5%	(109)	5%	(108)	87%	(1727)	1974
All Non-Christian	6%	(13)	16%	(33)	7%	(14)	71%	(148)	208
Atheist	5%	(14)	9%	(24)	6%	(16)	79%	(204)	258
Agnostic/Nothing in particular	4%	(46)	8%	(97)	6%	(75)	82%	(1015)	1232
Something Else	4%	(26)	7%	(52)	8%	(56)	82%	(594)	727
Religious Non-Protestant/Catholic	6%	(14)	15%	(36)	6%	(16)	73%	(181)	247
Evangelical	3%	(30)	7%	(78)	7%	(79)	82%	(877)	1064
Non-Evangelical	2%	(26)	5%	(78)	5%	(84)	88%	(1391)	1578
Community: Urban	5%	(61)	11%	(126)	8%	(92)	76%	(880)	1158
Community: Suburban	2%	(44)	6%	(125)	6%	(123)	86%	(1799)	2091
Community: Rural	2%	(25)	5%	(63)	5%	(54)	88%	(1009)	1151
Employ: Private Sector	3%	(42)	9%	(117)	7%	(95)	81%	(1089)	1343
Employ: Government	4%	(12)	16%	(42)	8%	(20)	72%	(189)	263
Employ: Self-Employed	8%	(35)	9%	(40)	10%	(44)	72%	(307)	426
Employ: Homemaker	1%	(5)	3%	(11)	3%	(11)	92%	(324)	351
Employ: Student	5%	(8)	21%	(31)	14%	(20)	60%	(89)	148
Employ: Retired	1%	(5)	1%	(11)	3%	(26)	96%	(962)	1003
Employ: Unemployed	2%	(14)	8%	(43)	6%	(30)	84%	(458)	546
Employ: Other	3%	(9)	6%	(19)	7%	(22)	84%	(270)	321
Military HH: Yes	2%	(13)	6%	(39)	4%	(26)	88%	(576)	654
Military HH: No	3%	(116)	7%	(275)	6%	(242)	83%	(3113)	3746
RD/WT: Right Direction	5%	(75)	9%	(149)	6%	(100)	81%	(1342)	1666
RD/WT: Wrong Track	2%	(54)	6%	(165)	6%	(169)	86%	(2346)	2734
Biden Job Approve	4%	(74)	7%	(149)	7%	(131)	82%	(1651)	2004
Biden Job Disapprove	2%	(50)	6%	(137)	6%	(122)	86%	(1831)	2140
Biden Job Strongly Approve	5%	(46)	7%	(66)	6%	(58)	81%	(743)	913
Biden Job Somewhat Approve	3%	(28)	8%	(83)	7%	(72)	83%	(908)	1091
Biden Job Somewhat Disapprove	3%	(18)	11%	(70)	8%	(50)	79%	(509)	647
Biden Job Strongly Disapprove	2%	(32)	5%	(67)	5%	(71)	89%	(1322)	1493

Continued on next page

**Table MCSP2\_3: How often do you use each of the following methods to watch live sporting events when you are not watching them in person?  
Unauthorized streaming via a unlicensed or illegal streaming service**

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	3%	(129)	7%	(314)	6%	(269)	84%	(3688)	4400
Favorable of Biden	3%	(67)	8%	(157)	7%	(140)	82%	(1695)	2059
Unfavorable of Biden	2%	(48)	6%	(130)	5%	(112)	86%	(1803)	2093
Very Favorable of Biden	5%	(45)	8%	(77)	6%	(62)	82%	(822)	1006
Somewhat Favorable of Biden	2%	(22)	8%	(80)	7%	(78)	83%	(873)	1053
Somewhat Unfavorable of Biden	3%	(19)	10%	(56)	6%	(37)	80%	(455)	567
Very Unfavorable of Biden	2%	(29)	5%	(74)	5%	(75)	88%	(1348)	1527
#1 Issue: Economy	3%	(51)	8%	(136)	6%	(102)	82%	(1311)	1601
#1 Issue: Security	2%	(16)	5%	(39)	5%	(39)	87%	(629)	723
#1 Issue: Health Care	3%	(17)	8%	(44)	6%	(36)	83%	(465)	561
#1 Issue: Medicare / Social Security	3%	(15)	3%	(13)	3%	(17)	91%	(480)	525
#1 Issue: Women's Issues	3%	(9)	12%	(35)	8%	(25)	77%	(231)	299
#1 Issue: Education	6%	(11)	12%	(20)	10%	(17)	72%	(120)	168
#1 Issue: Energy	2%	(4)	11%	(26)	5%	(11)	82%	(186)	227
#1 Issue: Other	2%	(7)	—	(1)	8%	(23)	89%	(266)	297
2020 Vote: Joe Biden	4%	(69)	7%	(133)	6%	(121)	84%	(1638)	1960
2020 Vote: Donald Trump	2%	(26)	5%	(68)	5%	(66)	89%	(1238)	1398
2020 Vote: Other	3%	(4)	11%	(18)	11%	(18)	76%	(124)	164
2020 Vote: Didn't Vote	3%	(30)	11%	(95)	7%	(63)	78%	(686)	875
2018 House Vote: Democrat	3%	(42)	6%	(96)	5%	(76)	86%	(1261)	1475
2018 House Vote: Republican	2%	(19)	5%	(58)	5%	(63)	88%	(1057)	1196
2018 House Vote: Someone else	5%	(6)	7%	(9)	5%	(6)	83%	(102)	123
2016 Vote: Hillary Clinton	3%	(46)	7%	(92)	5%	(71)	85%	(1191)	1400
2016 Vote: Donald Trump	2%	(26)	4%	(58)	5%	(71)	88%	(1167)	1321
2016 Vote: Other	2%	(6)	6%	(15)	4%	(11)	87%	(217)	249
2016 Vote: Didn't Vote	4%	(51)	10%	(148)	8%	(117)	78%	(1109)	1425
Voted in 2014: Yes	2%	(56)	6%	(137)	5%	(126)	87%	(2123)	2442
Voted in 2014: No	4%	(73)	9%	(176)	7%	(143)	80%	(1566)	1958
4-Region: Northeast	3%	(27)	7%	(53)	5%	(41)	85%	(666)	787
4-Region: Midwest	2%	(14)	6%	(54)	6%	(54)	87%	(802)	925
4-Region: South	3%	(50)	7%	(121)	6%	(99)	84%	(1379)	1648
4-Region: West	4%	(38)	8%	(85)	7%	(75)	81%	(841)	1040

Continued on next page

**Table MCSP2\_3:** How often do you use each of the following methods to watch live sporting events when you are not watching them in person?  
 Unauthorized streaming via a unlicensed or illegal streaming service

Demographic	Often		Sometimes		Rarely		Never		Total N
Adults	3%	(129)	7%	(314)	6%	(269)	84%	(3688)	4400
2110001	3%	(57)	8%	(167)	6%	(135)	84%	(1823)	2182
2110009	3%	(72)	7%	(147)	6%	(134)	84%	(1866)	2218
Sports Fans	4%	(108)	9%	(268)	7%	(216)	80%	(2306)	2899
Avid Sports Fans	6%	(51)	13%	(109)	8%	(69)	72%	(596)	824
Casual Sports Fans	3%	(57)	8%	(159)	7%	(147)	82%	(1711)	2074
Non-Sports Fans	1%	(22)	3%	(45)	3%	(52)	92%	(1382)	1501
Sports Fans Non-NHL	2%	(35)	9%	(136)	7%	(109)	81%	(1207)	1486
NHL Fans	5%	(78)	9%	(145)	7%	(114)	78%	(1187)	1523
Avid NHL Fans	10%	(40)	12%	(46)	8%	(30)	70%	(271)	387
Casual NHL Fans	3%	(38)	9%	(99)	7%	(84)	81%	(916)	1137
Has Favorite NHL Team	6%	(58)	9%	(95)	7%	(71)	78%	(802)	1026
Has Favorite MLB Team	4%	(73)	9%	(160)	8%	(138)	80%	(1452)	1823
Has Favorite NBA Team	5%	(78)	12%	(176)	8%	(123)	75%	(1104)	1481
Has Favorite NFL Team	4%	(89)	10%	(226)	7%	(153)	80%	(1886)	2355
MLB Fans	4%	(90)	9%	(206)	8%	(176)	79%	(1791)	2262
NBA Fans	5%	(95)	11%	(227)	9%	(180)	75%	(1519)	2020
NFL Fans	4%	(104)	10%	(267)	7%	(199)	79%	(2192)	2762
Avid MLB Fans	6%	(46)	9%	(66)	8%	(55)	77%	(569)	736
Avid NBA	9%	(60)	16%	(108)	10%	(67)	65%	(441)	676
Avid NFL Fans	5%	(60)	10%	(124)	7%	(89)	77%	(927)	1200

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

**Table MCSP3\_1:** Specifically, during the average season, about how often do you watch games in the following leagues?

Demographic	Multiple times a week	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	5% (232)	8% (365)	9% (414)	14% (622)	63% (2767)	4400
Gender: Male	7% (157)	12% (248)	12% (259)	16% (342)	53% (1118)	2124
Gender: Female	3% (76)	5% (117)	7% (155)	12% (280)	72% (1649)	2276
Age: 18-34	6% (77)	10% (128)	9% (114)	13% (169)	63% (823)	1310
Age: 35-44	7% (48)	9% (67)	10% (74)	16% (114)	58% (412)	715
Age: 45-64	5% (77)	7% (108)	10% (151)	15% (218)	63% (947)	1502
Age: 65+	3% (30)	7% (62)	9% (75)	14% (121)	67% (585)	873
GenZers: 1997-2012	3% (13)	8% (37)	9% (44)	13% (62)	67% (310)	465
Millennials: 1981-1996	7% (90)	11% (141)	9% (117)	14% (173)	59% (754)	1276
GenXers: 1965-1980	7% (68)	8% (86)	10% (108)	15% (154)	60% (612)	1028
Baby Boomers: 1946-1964	4% (57)	6% (90)	9% (128)	14% (209)	67% (971)	1455
PID: Dem (no lean)	6% (93)	9% (141)	10% (169)	15% (250)	61% (1000)	1653
PID: Ind (no lean)	4% (62)	7% (108)	9% (126)	15% (222)	65% (945)	1464
PID: Rep (no lean)	6% (77)	9% (116)	9% (119)	12% (151)	64% (822)	1284
PID/Gender: Dem Men	8% (64)	11% (87)	13% (99)	17% (134)	51% (393)	776
PID/Gender: Dem Women	3% (30)	6% (54)	8% (70)	13% (116)	69% (607)	877
PID/Gender: Ind Men	6% (44)	11% (79)	11% (83)	17% (126)	56% (418)	750
PID/Gender: Ind Women	3% (19)	4% (29)	6% (43)	13% (96)	74% (527)	714
PID/Gender: Rep Men	8% (50)	14% (82)	13% (77)	14% (83)	51% (307)	598
PID/Gender: Rep Women	4% (27)	5% (34)	6% (42)	10% (68)	75% (515)	686
Ideo: Liberal (1-3)	6% (81)	8% (103)	9% (119)	15% (185)	61% (770)	1257
Ideo: Moderate (4)	4% (53)	9% (116)	10% (131)	17% (212)	59% (746)	1257
Ideo: Conservative (5-7)	5% (72)	9% (130)	10% (150)	12% (178)	63% (904)	1434
Educ: < College	4% (124)	7% (209)	8% (255)	13% (398)	67% (2037)	3024
Educ: Bachelors degree	8% (70)	11% (97)	11% (95)	17% (147)	54% (479)	888
Educ: Post-grad	8% (38)	12% (58)	13% (64)	16% (77)	51% (251)	488
Income: Under 50k	4% (95)	6% (148)	8% (195)	13% (303)	69% (1674)	2415
Income: 50k-100k	6% (88)	10% (139)	10% (138)	16% (221)	58% (801)	1387
Income: 100k+	8% (49)	13% (77)	14% (82)	17% (99)	49% (292)	598
Ethnicity: White	5% (187)	8% (292)	9% (316)	14% (481)	63% (2167)	3443
Ethnicity: Hispanic	6% (44)	8% (57)	10% (71)	15% (104)	61% (423)	699

Continued on next page

**Table MCSP3\_1:** Specifically, during the average season, about how often do you watch games in the following leagues?  
 NHL

Demographic	Multiple times a week		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	5%	(232)	8%	(365)	9%	(414)	14%	(622)	63%	(2767)	4400
Ethnicity: Black	5%	(26)	8%	(42)	9%	(51)	15%	(81)	64%	(348)	549
Ethnicity: Other	5%	(19)	7%	(30)	11%	(46)	15%	(61)	62%	(251)	408
All Christian	6%	(117)	10%	(196)	10%	(206)	14%	(285)	59%	(1170)	1974
All Non-Christian	8%	(17)	14%	(29)	15%	(31)	16%	(33)	47%	(98)	208
Atheist	9%	(23)	6%	(16)	10%	(26)	13%	(34)	62%	(159)	258
Agnostic/Nothing in particular	3%	(43)	7%	(82)	7%	(90)	13%	(165)	69%	(852)	1232
Something Else	5%	(33)	6%	(41)	8%	(61)	14%	(105)	67%	(487)	727
Religious Non-Protestant/Catholic	7%	(17)	12%	(31)	13%	(32)	15%	(38)	53%	(130)	247
Evangelical	6%	(62)	7%	(79)	10%	(106)	13%	(135)	64%	(682)	1064
Non-Evangelical	5%	(86)	10%	(152)	10%	(159)	15%	(245)	59%	(937)	1578
Community: Urban	7%	(86)	10%	(118)	9%	(109)	14%	(160)	59%	(686)	1158
Community: Suburban	5%	(111)	9%	(180)	10%	(218)	16%	(332)	60%	(1250)	2091
Community: Rural	3%	(36)	6%	(66)	8%	(87)	11%	(130)	72%	(831)	1151
Employ: Private Sector	7%	(95)	13%	(171)	11%	(148)	15%	(201)	54%	(728)	1343
Employ: Government	6%	(17)	12%	(32)	12%	(32)	13%	(33)	57%	(150)	263
Employ: Self-Employed	9%	(36)	10%	(42)	12%	(53)	18%	(79)	51%	(215)	426
Employ: Homemaker	4%	(13)	6%	(22)	5%	(17)	12%	(42)	74%	(258)	351
Employ: Student	6%	(9)	4%	(7)	9%	(13)	12%	(17)	69%	(102)	148
Employ: Retired	4%	(39)	6%	(61)	8%	(84)	15%	(148)	67%	(672)	1003
Employ: Unemployed	3%	(15)	4%	(19)	7%	(38)	11%	(60)	76%	(414)	546
Employ: Other	3%	(8)	3%	(11)	9%	(29)	13%	(43)	72%	(230)	321
Military HH: Yes	7%	(43)	9%	(56)	9%	(58)	16%	(102)	60%	(395)	654
Military HH: No	5%	(190)	8%	(308)	9%	(356)	14%	(520)	63%	(2372)	3746
RD/WT: Right Direction	7%	(115)	9%	(153)	10%	(166)	15%	(253)	59%	(979)	1666
RD/WT: Wrong Track	4%	(117)	8%	(212)	9%	(248)	14%	(370)	65%	(1788)	2734
Biden Job Approve	6%	(123)	9%	(186)	10%	(199)	15%	(301)	60%	(1193)	2004
Biden Job Disapprove	5%	(101)	8%	(164)	9%	(203)	14%	(299)	64%	(1374)	2140

Continued on next page

**Table MCSP3\_1:** Specifically, during the average season, about how often do you watch games in the following leagues?

<b>Demographic</b>	<b>Multiple times a week</b>		<b>At least once a week</b>		<b>At least once a month</b>		<b>Less than once a month</b>		<b>Never</b>		<b>Total N</b>
Adults	5%	(232)	8%	(365)	9%	(414)	14%	(622)	63%	(2767)	4400
Biden Job Strongly Approve	8%	(70)	9%	(80)	11%	(102)	15%	(135)	58%	(526)	913
Biden Job Somewhat Approve	5%	(53)	10%	(106)	9%	(97)	15%	(167)	61%	(668)	1091
Biden Job Somewhat Disapprove	4%	(28)	7%	(42)	10%	(66)	14%	(94)	64%	(417)	647
Biden Job Strongly Disapprove	5%	(73)	8%	(122)	9%	(137)	14%	(205)	64%	(956)	1493
Favorable of Biden	6%	(123)	9%	(190)	9%	(191)	15%	(309)	61%	(1246)	2059
Unfavorable of Biden	4%	(94)	8%	(158)	10%	(207)	14%	(294)	64%	(1340)	2093
Very Favorable of Biden	8%	(76)	9%	(93)	10%	(100)	15%	(150)	58%	(587)	1006
Somewhat Favorable of Biden	4%	(47)	9%	(97)	9%	(91)	15%	(159)	63%	(659)	1053
Somewhat Unfavorable of Biden	4%	(22)	7%	(42)	11%	(63)	15%	(87)	62%	(354)	567
Very Unfavorable of Biden	5%	(72)	8%	(116)	9%	(145)	14%	(208)	65%	(986)	1527
#1 Issue: Economy	6%	(97)	8%	(124)	10%	(161)	15%	(240)	61%	(979)	1601
#1 Issue: Security	4%	(31)	10%	(71)	11%	(79)	15%	(108)	60%	(434)	723
#1 Issue: Health Care	6%	(34)	10%	(55)	11%	(59)	15%	(86)	58%	(326)	561
#1 Issue: Medicare / Social Security	6%	(30)	5%	(28)	9%	(47)	13%	(66)	67%	(353)	525
#1 Issue: Women's Issues	4%	(12)	6%	(18)	6%	(19)	15%	(44)	69%	(206)	299
#1 Issue: Education	3%	(5)	10%	(17)	12%	(19)	13%	(22)	62%	(104)	168
#1 Issue: Energy	6%	(14)	12%	(26)	4%	(9)	10%	(23)	68%	(154)	227
#1 Issue: Other	3%	(9)	8%	(24)	7%	(20)	11%	(33)	71%	(211)	297
2020 Vote: Joe Biden	7%	(130)	9%	(170)	10%	(195)	15%	(295)	60%	(1170)	1960
2020 Vote: Donald Trump	5%	(73)	10%	(136)	10%	(143)	14%	(193)	61%	(853)	1398
2020 Vote: Other	1%	(2)	8%	(13)	13%	(21)	19%	(31)	59%	(97)	164
2020 Vote: Didn't Vote	3%	(27)	5%	(46)	6%	(55)	12%	(103)	74%	(644)	875
2018 House Vote: Democrat	6%	(92)	9%	(129)	10%	(154)	16%	(236)	59%	(864)	1475
2018 House Vote: Republican	6%	(73)	10%	(121)	11%	(126)	14%	(162)	60%	(714)	1196
2018 House Vote: Someone else	3%	(3)	9%	(11)	11%	(14)	17%	(21)	60%	(74)	123
2016 Vote: Hillary Clinton	6%	(78)	7%	(102)	10%	(143)	16%	(220)	61%	(856)	1400
2016 Vote: Donald Trump	6%	(86)	12%	(155)	11%	(143)	14%	(179)	57%	(758)	1321
2016 Vote: Other	6%	(15)	8%	(20)	11%	(28)	17%	(41)	59%	(146)	249
2016 Vote: Didn't Vote	4%	(53)	6%	(87)	7%	(100)	13%	(181)	70%	(1003)	1425

Continued on next page



**Table MCSP3\_1: Specifically, during the average season, about how often do you watch games in the following leagues?**  
NHL

Demographic	Multiple times a week	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	5% (232)	8% (365)	9% (414)	14% (622)	63% (2767)	4400
Voted in 2014: Yes	6% (155)	9% (227)	11% (267)	14% (348)	59% (1444)	2442
Voted in 2014: No	4% (78)	7% (137)	7% (147)	14% (274)	68% (1323)	1958
4-Region: Northeast	8% (67)	11% (88)	10% (79)	13% (105)	57% (448)	787
4-Region: Midwest	5% (43)	8% (69)	12% (108)	14% (126)	62% (578)	925
4-Region: South	3% (48)	8% (126)	9% (142)	15% (246)	66% (1086)	1648
4-Region: West	7% (74)	8% (81)	8% (85)	14% (145)	63% (655)	1040
2110001	5% (107)	7% (158)	9% (189)	14% (314)	65% (1414)	2182
2110009	6% (125)	9% (207)	10% (225)	14% (308)	61% (1353)	2218
Sports Fans	8% (223)	12% (342)	13% (385)	19% (553)	48% (1395)	2899
Avid Sports Fans	16% (131)	17% (142)	16% (133)	19% (155)	32% (263)	824
Casual Sports Fans	4% (92)	10% (200)	12% (252)	19% (397)	55% (1133)	2074
Non-Sports Fans	1% (9)	1% (22)	2% (29)	5% (70)	91% (1372)	1501
Sports Fans Non-NHL	1% (8)	1% (20)	3% (47)	12% (172)	83% (1239)	1486
NHL Fans	15% (222)	22% (341)	23% (357)	27% (416)	12% (187)	1523
Avid NHL Fans	46% (179)	33% (128)	12% (45)	4% (17)	5% (18)	387
Casual NHL Fans	4% (43)	19% (212)	27% (312)	35% (399)	15% (170)	1137
Has Favorite NHL Team	18% (189)	27% (274)	23% (234)	21% (214)	11% (115)	1026
Has Favorite MLB Team	9% (169)	14% (255)	14% (257)	19% (346)	44% (796)	1823
Has Favorite NBA Team	9% (130)	14% (201)	13% (196)	20% (290)	45% (664)	1481
Has Favorite NFL Team	8% (183)	12% (291)	13% (307)	18% (419)	49% (1154)	2355
MLB Fans	9% (209)	14% (318)	14% (315)	20% (443)	43% (976)	2262
NBA Fans	8% (169)	13% (257)	13% (257)	20% (400)	46% (938)	2020
NFL Fans	8% (214)	12% (330)	13% (352)	19% (523)	49% (1344)	2762
Avid MLB Fans	17% (127)	18% (130)	12% (90)	19% (138)	34% (251)	736
Avid NBA	15% (101)	15% (102)	12% (78)	20% (132)	39% (264)	676
Avid NFL Fans	12% (145)	16% (191)	14% (164)	18% (222)	40% (478)	1200

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

**Table MCSP3\_2:** Specifically, during the average season, about how often do you watch games in the following leagues?

MLB

Demographic	Multiple times a week	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	13% (553)	13% (574)	12% (534)	15% (680)	47% (2059)	4400
Gender: Male	18% (388)	18% (382)	14% (292)	15% (326)	35% (735)	2124
Gender: Female	7% (165)	8% (191)	11% (242)	16% (354)	58% (1324)	2276
Age: 18-34	10% (131)	12% (155)	12% (158)	15% (191)	52% (675)	1310
Age: 35-44	12% (89)	15% (110)	12% (85)	15% (106)	45% (324)	715
Age: 45-64	13% (201)	13% (197)	12% (188)	16% (245)	45% (671)	1502
Age: 65+	15% (132)	13% (111)	12% (103)	16% (138)	44% (388)	873
GenZers: 1997-2012	6% (26)	10% (47)	12% (54)	15% (70)	58% (268)	465
Millennials: 1981-1996	12% (151)	14% (183)	13% (163)	15% (189)	46% (591)	1276
GenXers: 1965-1980	13% (138)	15% (150)	12% (121)	15% (153)	45% (466)	1028
Baby Boomers: 1946-1964	15% (213)	11% (166)	12% (175)	17% (245)	45% (656)	1455
PID: Dem (no lean)	13% (218)	14% (229)	14% (224)	15% (256)	44% (726)	1653
PID: Ind (no lean)	9% (137)	12% (171)	11% (157)	17% (248)	51% (751)	1464
PID: Rep (no lean)	16% (199)	14% (174)	12% (153)	14% (176)	45% (581)	1284
PID/Gender: Dem Men	20% (158)	19% (149)	15% (116)	14% (109)	31% (244)	776
PID/Gender: Dem Women	7% (59)	9% (80)	12% (108)	17% (147)	55% (482)	877
PID/Gender: Ind Men	13% (97)	16% (122)	12% (90)	18% (136)	41% (305)	750
PID/Gender: Ind Women	6% (39)	7% (49)	9% (67)	16% (112)	63% (446)	714
PID/Gender: Rep Men	22% (133)	19% (112)	14% (85)	14% (81)	31% (186)	598
PID/Gender: Rep Women	10% (66)	9% (62)	10% (68)	14% (95)	58% (395)	686
Ideo: Liberal (1-3)	12% (150)	14% (173)	13% (157)	15% (185)	47% (592)	1257
Ideo: Moderate (4)	11% (144)	13% (162)	13% (160)	19% (238)	44% (554)	1257
Ideo: Conservative (5-7)	16% (235)	14% (198)	12% (177)	14% (195)	44% (628)	1434
Educ: < College	11% (338)	11% (344)	11% (335)	15% (457)	51% (1550)	3024
Educ: Bachelors degree	15% (135)	16% (140)	16% (140)	15% (136)	38% (336)	888
Educ: Post-grad	16% (80)	18% (89)	12% (59)	18% (87)	35% (173)	488
Income: Under 50k	9% (229)	11% (257)	11% (256)	14% (344)	55% (1328)	2415
Income: 50k-100k	16% (223)	15% (203)	13% (182)	16% (226)	40% (552)	1387
Income: 100k+	17% (101)	19% (114)	16% (95)	18% (110)	30% (178)	598
Ethnicity: White	13% (451)	13% (448)	12% (398)	16% (541)	47% (1606)	3443
Ethnicity: Hispanic	14% (100)	15% (101)	14% (95)	12% (83)	46% (320)	699

Continued on next page

**Table MCSP3\_2:** Specifically, during the average season, about how often do you watch games in the following leagues?

MLB

Demographic	Multiple times a week		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	13%	(553)	13%	(574)	12%	(534)	15%	(680)	47%	(2059)	4400
Ethnicity: Black	10%	(55)	15%	(81)	13%	(70)	13%	(70)	50%	(273)	549
Ethnicity: Other	12%	(48)	11%	(45)	16%	(66)	17%	(69)	44%	(180)	408
All Christian	16%	(315)	17%	(334)	14%	(276)	15%	(293)	38%	(757)	1974
All Non-Christian	18%	(38)	12%	(26)	21%	(44)	17%	(36)	31%	(65)	208
Atheist	12%	(32)	7%	(19)	11%	(29)	11%	(27)	58%	(150)	258
Agnostic/Nothing in particular	8%	(94)	10%	(129)	10%	(118)	17%	(206)	56%	(685)	1232
Something Else	10%	(74)	9%	(66)	9%	(67)	16%	(118)	55%	(402)	727
Religious Non-Protestant/Catholic	18%	(44)	11%	(27)	20%	(49)	17%	(42)	35%	(86)	247
Evangelical	14%	(145)	15%	(155)	12%	(132)	14%	(151)	45%	(481)	1064
Non-Evangelical	15%	(236)	15%	(239)	13%	(203)	16%	(248)	41%	(653)	1578
Community: Urban	15%	(169)	15%	(170)	12%	(144)	13%	(150)	45%	(526)	1158
Community: Suburban	13%	(280)	14%	(295)	13%	(275)	17%	(353)	42%	(887)	2091
Community: Rural	9%	(104)	9%	(109)	10%	(116)	15%	(177)	56%	(645)	1151
Employ: Private Sector	16%	(213)	17%	(229)	12%	(166)	15%	(203)	40%	(531)	1343
Employ: Government	12%	(31)	19%	(49)	19%	(49)	13%	(35)	38%	(100)	263
Employ: Self-Employed	15%	(62)	10%	(42)	17%	(74)	19%	(80)	39%	(168)	426
Employ: Homemaker	6%	(21)	9%	(32)	9%	(30)	12%	(43)	64%	(225)	351
Employ: Student	9%	(13)	11%	(16)	10%	(15)	17%	(25)	53%	(79)	148
Employ: Retired	15%	(152)	13%	(128)	12%	(116)	17%	(166)	44%	(443)	1003
Employ: Unemployed	7%	(39)	10%	(54)	10%	(54)	13%	(71)	60%	(327)	546
Employ: Other	7%	(23)	7%	(24)	10%	(31)	18%	(57)	58%	(186)	321
Military HH: Yes	14%	(93)	10%	(68)	13%	(84)	17%	(109)	46%	(300)	654
Military HH: No	12%	(461)	13%	(506)	12%	(450)	15%	(571)	47%	(1759)	3746
RD/WT: Right Direction	13%	(220)	15%	(245)	14%	(228)	15%	(253)	43%	(720)	1666
RD/WT: Wrong Track	12%	(333)	12%	(329)	11%	(306)	16%	(427)	49%	(1339)	2734
Biden Job Approve	14%	(271)	14%	(285)	13%	(270)	16%	(314)	43%	(863)	2004
Biden Job Disapprove	13%	(269)	12%	(267)	12%	(247)	16%	(337)	48%	(1021)	2140

Continued on next page

**Table MCSP3\_2:** Specifically, during the average season, about how often do you watch games in the following leagues?

MLB

Demographic	Multiple times a week		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	13%	(553)	13%	(574)	12%	(534)	15%	(680)	47%	(2059)	4400
Biden Job Strongly Approve	16%	(150)	15%	(141)	13%	(117)	15%	(132)	41%	(373)	913
Biden Job Somewhat Approve	11%	(122)	13%	(144)	14%	(152)	17%	(182)	45%	(491)	1091
Biden Job Somewhat Disapprove	8%	(50)	14%	(92)	13%	(84)	17%	(111)	48%	(309)	647
Biden Job Strongly Disapprove	15%	(219)	12%	(174)	11%	(162)	15%	(226)	48%	(711)	1493
Favorable of Biden	13%	(271)	14%	(288)	13%	(275)	16%	(323)	44%	(901)	2059
Unfavorable of Biden	13%	(265)	13%	(263)	11%	(240)	15%	(321)	48%	(1004)	2093
Very Favorable of Biden	15%	(152)	15%	(152)	13%	(130)	16%	(165)	40%	(406)	1006
Somewhat Favorable of Biden	11%	(119)	13%	(135)	14%	(145)	15%	(158)	47%	(496)	1053
Somewhat Unfavorable of Biden	8%	(48)	15%	(86)	11%	(60)	15%	(87)	50%	(286)	567
Very Unfavorable of Biden	14%	(217)	12%	(178)	12%	(181)	15%	(233)	47%	(718)	1527
#1 Issue: Economy	13%	(208)	14%	(223)	14%	(230)	15%	(238)	44%	(701)	1601
#1 Issue: Security	14%	(98)	14%	(102)	12%	(86)	17%	(123)	43%	(314)	723
#1 Issue: Health Care	13%	(74)	13%	(73)	12%	(66)	18%	(101)	44%	(247)	561
#1 Issue: Medicare / Social Security	14%	(74)	12%	(64)	10%	(53)	16%	(85)	47%	(248)	525
#1 Issue: Women's Issues	7%	(21)	8%	(25)	9%	(26)	15%	(44)	61%	(183)	299
#1 Issue: Education	10%	(16)	16%	(27)	16%	(26)	12%	(20)	47%	(78)	168
#1 Issue: Energy	12%	(28)	11%	(25)	11%	(26)	13%	(29)	53%	(120)	227
#1 Issue: Other	11%	(33)	11%	(34)	7%	(21)	14%	(41)	57%	(168)	297
2020 Vote: Joe Biden	14%	(274)	14%	(280)	14%	(266)	15%	(293)	43%	(846)	1960
2020 Vote: Donald Trump	15%	(208)	14%	(200)	12%	(173)	15%	(214)	43%	(602)	1398
2020 Vote: Other	9%	(15)	14%	(23)	14%	(22)	16%	(27)	47%	(76)	164
2020 Vote: Didn't Vote	6%	(55)	8%	(71)	8%	(72)	16%	(144)	61%	(533)	875
2018 House Vote: Democrat	15%	(219)	15%	(216)	14%	(200)	16%	(235)	41%	(605)	1475
2018 House Vote: Republican	15%	(175)	15%	(179)	13%	(154)	16%	(193)	41%	(494)	1196
2018 House Vote: Someone else	12%	(15)	12%	(14)	10%	(12)	15%	(19)	51%	(63)	123
2016 Vote: Hillary Clinton	14%	(193)	15%	(207)	13%	(176)	16%	(228)	43%	(596)	1400
2016 Vote: Donald Trump	16%	(216)	16%	(205)	14%	(181)	15%	(200)	39%	(518)	1321
2016 Vote: Other	12%	(30)	14%	(35)	11%	(26)	18%	(44)	46%	(115)	249
2016 Vote: Didn't Vote	8%	(115)	9%	(126)	11%	(150)	15%	(208)	58%	(826)	1425

Continued on next page

**Table MCSP3\_2:** Specifically, during the average season, about how often do you watch games in the following leagues?

**MLB**

Demographic	Multiple times a week	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	13% (553)	13% (574)	12% (534)	15% (680)	47% (2059)	4400
Voted in 2014: Yes	15% (376)	15% (375)	13% (321)	16% (390)	40% (980)	2442
Voted in 2014: No	9% (177)	10% (199)	11% (213)	15% (290)	55% (1079)	1958
4-Region: Northeast	18% (138)	16% (127)	11% (90)	14% (108)	41% (324)	787
4-Region: Midwest	13% (117)	14% (128)	15% (136)	15% (142)	43% (402)	925
4-Region: South	9% (151)	11% (187)	12% (196)	16% (262)	52% (851)	1648
4-Region: West	14% (148)	13% (132)	11% (111)	16% (167)	46% (481)	1040
2110001	12% (267)	13% (275)	12% (259)	15% (328)	48% (1053)	2182
2110009	13% (287)	13% (299)	12% (275)	16% (352)	45% (1005)	2218
Sports Fans	18% (530)	18% (535)	17% (483)	19% (554)	28% (797)	2899
Avid Sports Fans	35% (292)	26% (211)	14% (118)	12% (95)	13% (109)	824
Casual Sports Fans	11% (238)	16% (324)	18% (365)	22% (459)	33% (688)	2074
Non-Sports Fans	2% (23)	3% (39)	3% (51)	8% (127)	84% (1261)	1501
Sports Fans Non-NHL	12% (185)	14% (202)	14% (215)	20% (299)	39% (585)	1486
NHL Fans	23% (350)	23% (346)	19% (282)	18% (269)	18% (276)	1523
Avid NHL Fans	38% (146)	22% (84)	15% (57)	13% (51)	13% (49)	387
Casual NHL Fans	18% (204)	23% (262)	20% (226)	19% (218)	20% (227)	1137
Has Favorite NHL Team	25% (261)	26% (267)	18% (180)	16% (162)	15% (157)	1026
Has Favorite MLB Team	28% (506)	25% (460)	19% (352)	19% (350)	8% (155)	1823
Has Favorite NBA Team	22% (326)	22% (327)	16% (242)	16% (241)	23% (345)	1481
Has Favorite NFL Team	19% (447)	19% (443)	16% (383)	17% (406)	29% (676)	2355
MLB Fans	24% (542)	24% (545)	21% (468)	22% (502)	9% (205)	2262
NBA Fans	19% (393)	20% (403)	17% (339)	18% (367)	26% (519)	2020
NFL Fans	18% (493)	18% (497)	17% (459)	19% (515)	29% (798)	2762
Avid MLB Fans	59% (437)	28% (208)	7% (50)	3% (24)	2% (18)	736
Avid NBA	32% (215)	25% (169)	15% (99)	13% (91)	15% (102)	676
Avid NFL Fans	28% (338)	23% (277)	16% (192)	13% (161)	19% (232)	1200

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

**Table MCSP3\_3:** Specifically, during the average season, about how often do you watch games in the following leagues?

Demographic	Multiple times a week	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	12% (525)	11% (467)	10% (452)	15% (649)	52% (2307)	4400
Gender: Male	19% (401)	14% (300)	11% (238)	15% (322)	41% (862)	2124
Gender: Female	5% (124)	7% (167)	9% (214)	14% (327)	63% (1444)	2276
Age: 18-34	16% (208)	12% (163)	13% (169)	16% (208)	43% (562)	1310
Age: 35-44	18% (128)	13% (95)	10% (69)	14% (99)	45% (324)	715
Age: 45-64	9% (135)	9% (139)	9% (134)	14% (209)	59% (884)	1502
Age: 65+	6% (53)	8% (70)	9% (80)	15% (132)	62% (537)	873
GenZers: 1997-2012	14% (66)	11% (53)	13% (60)	19% (90)	42% (197)	465
Millennials: 1981-1996	17% (218)	14% (173)	12% (155)	14% (184)	43% (546)	1276
GenXers: 1965-1980	13% (138)	11% (117)	8% (84)	14% (139)	53% (549)	1028
Baby Boomers: 1946-1964	6% (93)	8% (111)	9% (137)	14% (206)	62% (908)	1455
PID: Dem (no lean)	16% (262)	13% (222)	12% (191)	13% (221)	46% (756)	1653
PID: Ind (no lean)	9% (132)	9% (130)	10% (148)	18% (259)	54% (795)	1464
PID: Rep (no lean)	10% (130)	9% (115)	9% (113)	13% (169)	59% (756)	1284
PID/Gender: Dem Men	24% (189)	18% (139)	12% (92)	14% (106)	32% (250)	776
PID/Gender: Dem Women	8% (73)	9% (83)	11% (99)	13% (115)	58% (507)	877
PID/Gender: Ind Men	14% (106)	12% (91)	12% (87)	18% (136)	44% (330)	750
PID/Gender: Ind Women	4% (26)	5% (39)	9% (61)	17% (123)	65% (465)	714
PID/Gender: Rep Men	18% (106)	12% (70)	10% (59)	13% (80)	47% (283)	598
PID/Gender: Rep Women	4% (25)	7% (45)	8% (54)	13% (89)	69% (473)	686
Ideo: Liberal (1-3)	15% (184)	13% (168)	13% (159)	13% (168)	46% (579)	1257
Ideo: Moderate (4)	12% (152)	12% (152)	10% (128)	16% (201)	50% (625)	1257
Ideo: Conservative (5-7)	10% (142)	8% (120)	9% (123)	14% (207)	59% (842)	1434
Educ: < College	11% (337)	9% (271)	9% (282)	14% (424)	57% (1710)	3024
Educ: Bachelors degree	13% (119)	14% (121)	13% (115)	18% (156)	42% (377)	888
Educ: Post-grad	14% (69)	16% (76)	11% (54)	14% (70)	45% (219)	488
Income: Under 50k	10% (244)	9% (207)	10% (233)	14% (330)	58% (1401)	2415
Income: 50k-100k	13% (186)	13% (177)	10% (143)	15% (213)	48% (667)	1387
Income: 100k+	16% (95)	14% (84)	13% (76)	18% (106)	40% (239)	598
Ethnicity: White	9% (301)	9% (306)	10% (333)	14% (492)	58% (2011)	3443
Ethnicity: Hispanic	19% (132)	12% (82)	12% (83)	16% (115)	41% (287)	699

Continued on next page

**Table MCSP3\_3:** Specifically, during the average season, about how often do you watch games in the following leagues?  
 NBA

Demographic	Multiple times a week	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	12% (525)	11% (467)	10% (452)	15% (649)	52% (2307)	4400
Ethnicity: Black	31% (170)	20% (109)	13% (72)	13% (70)	23% (127)	549
Ethnicity: Other	13% (54)	13% (51)	12% (47)	21% (87)	41% (168)	408
All Christian	11% (226)	11% (223)	11% (211)	15% (297)	52% (1018)	1974
All Non-Christian	16% (34)	16% (33)	12% (24)	17% (36)	39% (80)	208
Atheist	14% (35)	7% (17)	13% (33)	14% (35)	53% (137)	258
Agnostic/Nothing in particular	12% (142)	10% (121)	8% (100)	13% (164)	57% (705)	1232
Something Else	12% (88)	10% (73)	11% (83)	16% (117)	50% (366)	727
Religious Non-Protestant/Catholic	15% (36)	14% (36)	13% (31)	18% (45)	40% (99)	247
Evangelical	14% (151)	13% (134)	9% (99)	14% (146)	50% (534)	1064
Non-Evangelical	10% (156)	10% (158)	12% (187)	16% (254)	52% (823)	1578
Community: Urban	19% (216)	15% (173)	10% (117)	13% (149)	43% (503)	1158
Community: Suburban	11% (233)	10% (214)	11% (239)	16% (336)	51% (1069)	2091
Community: Rural	7% (75)	7% (80)	8% (97)	14% (165)	64% (734)	1151
Employ: Private Sector	17% (222)	15% (199)	11% (147)	14% (188)	44% (587)	1343
Employ: Government	17% (45)	13% (33)	17% (44)	17% (44)	37% (97)	263
Employ: Self-Employed	17% (72)	12% (51)	13% (53)	17% (74)	41% (175)	426
Employ: Homemaker	7% (24)	7% (26)	9% (31)	11% (40)	66% (231)	351
Employ: Student	16% (24)	15% (23)	9% (13)	15% (23)	44% (66)	148
Employ: Retired	6% (59)	8% (80)	8% (80)	14% (145)	64% (640)	1003
Employ: Unemployed	9% (49)	5% (25)	13% (69)	14% (76)	60% (327)	546
Employ: Other	9% (30)	10% (31)	5% (17)	18% (59)	57% (184)	321
Military HH: Yes	10% (65)	10% (65)	9% (62)	15% (97)	56% (365)	654
Military HH: No	12% (459)	11% (403)	10% (390)	15% (552)	52% (1942)	3746
RD/WT: Right Direction	15% (253)	15% (242)	12% (199)	14% (239)	44% (734)	1666
RD/WT: Wrong Track	10% (272)	8% (226)	9% (253)	15% (410)	58% (1573)	2734
Biden Job Approve	15% (301)	14% (277)	12% (238)	14% (271)	46% (916)	2004
Biden Job Disapprove	10% (206)	8% (175)	9% (188)	15% (331)	58% (1239)	2140

Continued on next page

**Table MCSP3\_3:** Specifically, during the average season, about how often do you watch games in the following leagues?

Demographic	Multiple times a week		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	12%	(525)	11%	(467)	10%	(452)	15%	(649)	52%	(2307)	4400
Biden Job Strongly Approve	16%	(144)	15%	(134)	13%	(117)	13%	(115)	44%	(403)	913
Biden Job Somewhat Approve	14%	(156)	13%	(143)	11%	(121)	14%	(156)	47%	(514)	1091
Biden Job Somewhat Disapprove	10%	(64)	12%	(81)	12%	(78)	18%	(119)	47%	(306)	647
Biden Job Strongly Disapprove	10%	(143)	6%	(94)	7%	(110)	14%	(212)	63%	(933)	1493
Favorable of Biden	14%	(297)	14%	(284)	12%	(248)	14%	(298)	45%	(931)	2059
Unfavorable of Biden	9%	(194)	8%	(164)	9%	(183)	15%	(316)	59%	(1235)	2093
Very Favorable of Biden	16%	(160)	15%	(152)	12%	(118)	14%	(144)	43%	(433)	1006
Somewhat Favorable of Biden	13%	(137)	13%	(132)	12%	(131)	15%	(155)	47%	(498)	1053
Somewhat Unfavorable of Biden	9%	(53)	12%	(66)	12%	(67)	17%	(97)	50%	(284)	567
Very Unfavorable of Biden	9%	(141)	6%	(99)	8%	(116)	14%	(219)	62%	(952)	1527
#1 Issue: Economy	14%	(231)	12%	(190)	12%	(199)	15%	(237)	46%	(744)	1601
#1 Issue: Security	9%	(67)	9%	(64)	7%	(53)	16%	(114)	59%	(425)	723
#1 Issue: Health Care	13%	(73)	12%	(65)	10%	(55)	15%	(87)	50%	(282)	561
#1 Issue: Medicare / Social Security	6%	(34)	9%	(45)	9%	(50)	16%	(83)	60%	(313)	525
#1 Issue: Women's Issues	8%	(25)	13%	(39)	11%	(34)	10%	(31)	57%	(171)	299
#1 Issue: Education	15%	(26)	17%	(29)	11%	(18)	17%	(28)	40%	(66)	168
#1 Issue: Energy	14%	(32)	9%	(20)	9%	(20)	13%	(29)	55%	(126)	227
#1 Issue: Other	13%	(38)	5%	(14)	8%	(25)	13%	(39)	61%	(181)	297
2020 Vote: Joe Biden	15%	(301)	14%	(269)	12%	(230)	14%	(270)	45%	(889)	1960
2020 Vote: Donald Trump	9%	(131)	9%	(120)	8%	(118)	15%	(205)	59%	(824)	1398
2020 Vote: Other	5%	(8)	13%	(21)	14%	(23)	17%	(28)	51%	(84)	164
2020 Vote: Didn't Vote	10%	(84)	6%	(57)	9%	(82)	17%	(145)	58%	(508)	875
2018 House Vote: Democrat	15%	(227)	13%	(191)	12%	(182)	14%	(208)	45%	(667)	1475
2018 House Vote: Republican	8%	(98)	10%	(119)	9%	(107)	14%	(170)	59%	(702)	1196
2018 House Vote: Someone else	7%	(9)	6%	(8)	11%	(14)	19%	(23)	57%	(70)	123
2016 Vote: Hillary Clinton	16%	(221)	13%	(176)	13%	(175)	14%	(190)	46%	(637)	1400
2016 Vote: Donald Trump	10%	(136)	11%	(141)	8%	(104)	14%	(188)	57%	(751)	1321
2016 Vote: Other	6%	(15)	10%	(25)	11%	(28)	15%	(38)	57%	(143)	249
2016 Vote: Didn't Vote	11%	(153)	9%	(125)	10%	(144)	16%	(232)	54%	(771)	1425

Continued on next page



**Table MCSP3\_3: Specifically, during the average season, about how often do you watch games in the following leagues?  
NBA**

Demographic	Multiple times a week	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	12% (525)	11% (467)	10% (452)	15% (649)	52% (2307)	4400
Voted in 2014: Yes	12% (292)	11% (273)	11% (260)	14% (344)	52% (1273)	2442
Voted in 2014: No	12% (233)	10% (194)	10% (192)	16% (305)	53% (1034)	1958
4-Region: Northeast	15% (115)	10% (79)	10% (82)	14% (107)	51% (405)	787
4-Region: Midwest	11% (98)	9% (83)	12% (108)	14% (131)	55% (505)	925
4-Region: South	11% (182)	10% (168)	10% (159)	15% (245)	54% (894)	1648
4-Region: West	12% (130)	13% (138)	10% (103)	16% (166)	48% (503)	1040
2110001	11% (246)	11% (232)	10% (224)	13% (294)	54% (1184)	2182
2110009	13% (278)	11% (235)	10% (228)	16% (355)	51% (1122)	2218
Sports Fans	18% (511)	15% (442)	14% (419)	19% (550)	34% (976)	2899
Avid Sports Fans	38% (316)	22% (181)	12% (103)	12% (99)	15% (125)	824
Casual Sports Fans	9% (195)	13% (261)	15% (316)	22% (451)	41% (851)	2074
Non-Sports Fans	1% (14)	2% (25)	2% (33)	7% (99)	89% (1331)	1501
Sports Fans Non-NHL	15% (222)	12% (183)	13% (200)	19% (287)	40% (595)	1486
NHL Fans	19% (293)	17% (266)	15% (227)	18% (281)	30% (457)	1523
Avid NHL Fans	25% (95)	19% (74)	14% (55)	15% (57)	27% (105)	387
Casual NHL Fans	17% (197)	17% (191)	15% (172)	20% (225)	31% (352)	1137
Has Favorite NHL Team	19% (199)	17% (177)	14% (144)	19% (190)	31% (316)	1026
Has Favorite MLB Team	18% (336)	15% (277)	13% (243)	18% (322)	35% (645)	1823
Has Favorite NBA Team	32% (470)	24% (351)	18% (271)	18% (267)	8% (121)	1481
Has Favorite NFL Team	18% (434)	15% (364)	14% (319)	17% (410)	35% (829)	2355
MLB Fans	19% (420)	16% (367)	13% (293)	19% (423)	34% (759)	2262
NBA Fans	26% (516)	23% (455)	20% (407)	22% (454)	9% (188)	2020
NFL Fans	18% (493)	15% (424)	14% (396)	19% (535)	33% (914)	2762
Avid MLB Fans	30% (218)	20% (145)	12% (87)	13% (99)	25% (187)	736
Avid NBA	61% (413)	24% (165)	7% (44)	6% (39)	2% (14)	676
Avid NFL Fans	30% (356)	18% (220)	14% (165)	15% (182)	23% (277)	1200

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

**Table MCSP3\_4:** Specifically, during the average season, about how often do you watch games in the following leagues?

NFL

Demographic	Multiple times a week		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	20%	(896)	21%	(934)	10%	(448)	13%	(578)	35%	(1545)	4400
Gender: Male	29%	(608)	26%	(550)	10%	(222)	11%	(232)	24%	(512)	2124
Gender: Female	13%	(287)	17%	(384)	10%	(226)	15%	(346)	45%	(1033)	2276
Age: 18-34	19%	(249)	19%	(251)	12%	(162)	15%	(194)	35%	(454)	1310
Age: 35-44	23%	(161)	22%	(161)	11%	(79)	12%	(87)	32%	(227)	715
Age: 45-64	22%	(331)	22%	(328)	9%	(134)	13%	(188)	35%	(522)	1502
Age: 65+	18%	(155)	22%	(194)	8%	(73)	12%	(108)	39%	(342)	873
GenZers: 1997-2012	14%	(67)	15%	(72)	14%	(66)	17%	(79)	39%	(182)	465
Millennials: 1981-1996	22%	(279)	22%	(285)	12%	(149)	13%	(164)	31%	(399)	1276
GenXers: 1965-1980	24%	(249)	21%	(215)	9%	(91)	13%	(130)	33%	(342)	1028
Baby Boomers: 1946-1964	19%	(280)	22%	(321)	9%	(125)	13%	(189)	37%	(540)	1455
PID: Dem (no lean)	23%	(387)	21%	(355)	11%	(184)	12%	(200)	32%	(527)	1653
PID: Ind (no lean)	16%	(233)	20%	(297)	10%	(149)	15%	(225)	38%	(560)	1464
PID: Rep (no lean)	22%	(276)	22%	(282)	9%	(115)	12%	(153)	36%	(457)	1284
PID/Gender: Dem Men	34%	(264)	25%	(191)	11%	(84)	10%	(77)	21%	(160)	776
PID/Gender: Dem Women	14%	(123)	19%	(164)	11%	(100)	14%	(123)	42%	(367)	877
PID/Gender: Ind Men	22%	(165)	26%	(194)	11%	(86)	12%	(92)	28%	(213)	750
PID/Gender: Ind Women	10%	(68)	14%	(103)	9%	(63)	19%	(132)	49%	(347)	714
PID/Gender: Rep Men	30%	(180)	28%	(165)	9%	(53)	10%	(63)	23%	(138)	598
PID/Gender: Rep Women	14%	(96)	17%	(117)	9%	(62)	13%	(91)	47%	(319)	686
Ideo: Liberal (1-3)	22%	(280)	21%	(258)	11%	(144)	12%	(156)	33%	(420)	1257
Ideo: Moderate (4)	20%	(256)	24%	(299)	9%	(116)	14%	(180)	32%	(406)	1257
Ideo: Conservative (5-7)	21%	(302)	22%	(312)	10%	(143)	12%	(170)	35%	(507)	1434
Educ: < College	19%	(568)	20%	(596)	10%	(299)	13%	(399)	38%	(1161)	3024
Educ: Bachelors degree	25%	(218)	24%	(217)	10%	(91)	13%	(115)	28%	(247)	888
Educ: Post-grad	22%	(109)	25%	(120)	12%	(58)	13%	(64)	28%	(136)	488
Income: Under 50k	17%	(411)	19%	(454)	9%	(225)	14%	(335)	41%	(990)	2415
Income: 50k-100k	23%	(324)	23%	(323)	11%	(150)	12%	(171)	30%	(418)	1387
Income: 100k+	27%	(161)	26%	(156)	12%	(73)	12%	(71)	23%	(137)	598
Ethnicity: White	19%	(653)	21%	(730)	10%	(348)	13%	(445)	37%	(1267)	3443
Ethnicity: Hispanic	24%	(169)	20%	(136)	11%	(75)	14%	(100)	31%	(218)	699

Continued on next page

**Table MCSP3\_4:** Specifically, during the average season, about how often do you watch games in the following leagues?  
 NFL

Demographic	Multiple times a week		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	20%	(896)	21%	(934)	10%	(448)	13%	(578)	35%	(1545)	4400
Ethnicity: Black	33%	(183)	20%	(112)	10%	(54)	10%	(56)	26%	(143)	549
Ethnicity: Other	14%	(59)	22%	(92)	12%	(47)	19%	(76)	33%	(134)	408
All Christian	23%	(445)	25%	(486)	9%	(181)	13%	(259)	31%	(603)	1974
All Non-Christian	23%	(47)	20%	(41)	14%	(29)	10%	(21)	33%	(69)	208
Atheist	21%	(54)	16%	(41)	8%	(20)	10%	(27)	45%	(116)	258
Agnostic/Nothing in particular	16%	(196)	20%	(246)	11%	(140)	12%	(150)	41%	(501)	1232
Something Else	21%	(153)	16%	(119)	11%	(77)	17%	(122)	35%	(256)	727
Religious Non-Protestant/Catholic	21%	(52)	19%	(47)	14%	(35)	10%	(25)	36%	(88)	247
Evangelical	22%	(235)	20%	(211)	11%	(114)	13%	(144)	34%	(361)	1064
Non-Evangelical	22%	(352)	24%	(383)	9%	(139)	14%	(229)	30%	(476)	1578
Community: Urban	24%	(275)	21%	(243)	10%	(112)	11%	(127)	35%	(401)	1158
Community: Suburban	21%	(443)	23%	(472)	11%	(234)	13%	(271)	32%	(671)	2091
Community: Rural	15%	(177)	19%	(218)	9%	(103)	16%	(180)	41%	(472)	1151
Employ: Private Sector	27%	(362)	24%	(319)	11%	(145)	12%	(159)	27%	(358)	1343
Employ: Government	21%	(55)	27%	(70)	13%	(34)	13%	(35)	27%	(70)	263
Employ: Self-Employed	23%	(97)	23%	(97)	13%	(55)	15%	(62)	27%	(115)	426
Employ: Homemaker	11%	(38)	18%	(64)	10%	(34)	13%	(44)	49%	(171)	351
Employ: Student	20%	(30)	16%	(23)	9%	(13)	18%	(27)	37%	(54)	148
Employ: Retired	18%	(177)	23%	(230)	8%	(82)	13%	(133)	38%	(382)	1003
Employ: Unemployed	17%	(91)	14%	(76)	10%	(57)	11%	(62)	48%	(261)	546
Employ: Other	14%	(46)	18%	(56)	9%	(29)	18%	(56)	42%	(133)	321
Military HH: Yes	20%	(131)	24%	(157)	10%	(67)	12%	(78)	34%	(221)	654
Military HH: No	20%	(765)	21%	(777)	10%	(381)	13%	(500)	35%	(1324)	3746
RD/WT: Right Direction	24%	(403)	22%	(370)	11%	(178)	13%	(213)	30%	(502)	1666
RD/WT: Wrong Track	18%	(493)	21%	(563)	10%	(271)	13%	(365)	38%	(1043)	2734
Biden Job Approve	23%	(455)	22%	(433)	11%	(221)	13%	(252)	32%	(643)	2004
Biden Job Disapprove	19%	(412)	22%	(462)	10%	(204)	13%	(284)	36%	(778)	2140

Continued on next page

**Table MCSP3\_4:** Specifically, during the average season, about how often do you watch games in the following leagues?

Demographic	Multiple times a week		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	20%	(896)	21%	(934)	10%	(448)	13%	(578)	35%	(1545)	4400
Biden Job Strongly Approve	24%	(223)	22%	(203)	11%	(97)	12%	(109)	31%	(280)	913
Biden Job Somewhat Approve	21%	(232)	21%	(230)	11%	(123)	13%	(143)	33%	(363)	1091
Biden Job Somewhat Disapprove	19%	(124)	23%	(150)	10%	(65)	15%	(95)	33%	(213)	647
Biden Job Strongly Disapprove	19%	(287)	21%	(312)	9%	(139)	13%	(189)	38%	(565)	1493
Favorable of Biden	23%	(467)	22%	(457)	10%	(212)	13%	(264)	32%	(659)	2059
Unfavorable of Biden	19%	(390)	21%	(441)	10%	(209)	13%	(281)	37%	(772)	2093
Very Favorable of Biden	23%	(234)	22%	(225)	11%	(106)	13%	(134)	30%	(307)	1006
Somewhat Favorable of Biden	22%	(233)	22%	(232)	10%	(105)	12%	(130)	34%	(353)	1053
Somewhat Unfavorable of Biden	17%	(94)	23%	(130)	11%	(64)	15%	(85)	34%	(193)	567
Very Unfavorable of Biden	19%	(296)	20%	(311)	9%	(145)	13%	(195)	38%	(579)	1527
#1 Issue: Economy	22%	(360)	24%	(386)	11%	(183)	13%	(206)	29%	(466)	1601
#1 Issue: Security	20%	(144)	23%	(163)	8%	(59)	13%	(94)	36%	(263)	723
#1 Issue: Health Care	21%	(117)	18%	(103)	12%	(65)	14%	(81)	35%	(195)	561
#1 Issue: Medicare / Social Security	20%	(106)	18%	(93)	9%	(48)	13%	(68)	40%	(210)	525
#1 Issue: Women's Issues	15%	(44)	17%	(52)	10%	(30)	11%	(33)	47%	(139)	299
#1 Issue: Education	21%	(36)	24%	(40)	10%	(17)	15%	(24)	30%	(51)	168
#1 Issue: Energy	17%	(38)	19%	(42)	10%	(22)	19%	(42)	37%	(83)	227
#1 Issue: Other	17%	(50)	19%	(56)	9%	(26)	9%	(28)	46%	(137)	297
2020 Vote: Joe Biden	23%	(460)	23%	(444)	10%	(201)	12%	(241)	31%	(614)	1960
2020 Vote: Donald Trump	20%	(282)	23%	(321)	10%	(137)	12%	(174)	35%	(484)	1398
2020 Vote: Other	16%	(27)	23%	(38)	11%	(19)	12%	(19)	37%	(61)	164
2020 Vote: Didn't Vote	15%	(127)	15%	(129)	10%	(91)	16%	(143)	44%	(385)	875
2018 House Vote: Democrat	24%	(359)	24%	(348)	10%	(152)	12%	(179)	30%	(436)	1475
2018 House Vote: Republican	21%	(245)	24%	(283)	10%	(121)	12%	(148)	33%	(399)	1196
2018 House Vote: Someone else	15%	(18)	15%	(19)	13%	(15)	19%	(23)	39%	(48)	123
2016 Vote: Hillary Clinton	24%	(336)	24%	(333)	10%	(140)	12%	(174)	30%	(416)	1400
2016 Vote: Donald Trump	22%	(292)	24%	(312)	10%	(127)	11%	(151)	33%	(438)	1321
2016 Vote: Other	17%	(43)	26%	(64)	9%	(23)	14%	(34)	34%	(86)	249
2016 Vote: Didn't Vote	16%	(225)	16%	(223)	11%	(157)	15%	(218)	42%	(603)	1425

Continued on next page

**Table MCSP3\_4:** Specifically, during the average season, about how often do you watch games in the following leagues?

NFL

Demographic	Multiple times a week		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	20%	(896)	21%	(934)	10%	(448)	13%	(578)	35%	(1545)	4400
Voted in 2014: Yes	23%	(564)	24%	(587)	10%	(245)	12%	(286)	31%	(760)	2442
Voted in 2014: No	17%	(332)	18%	(347)	10%	(203)	15%	(292)	40%	(785)	1958
4-Region: Northeast	21%	(168)	24%	(186)	9%	(70)	13%	(102)	33%	(260)	787
4-Region: Midwest	18%	(170)	24%	(226)	10%	(96)	12%	(108)	35%	(325)	925
4-Region: South	20%	(329)	20%	(322)	11%	(178)	14%	(226)	36%	(594)	1648
4-Region: West	22%	(229)	19%	(199)	10%	(105)	14%	(141)	35%	(366)	1040
2110001	19%	(422)	21%	(453)	10%	(227)	13%	(293)	36%	(787)	2182
2110009	21%	(474)	22%	(481)	10%	(221)	13%	(285)	34%	(758)	2218
Sports Fans	30%	(868)	29%	(843)	13%	(383)	14%	(405)	14%	(399)	2899
Avid Sports Fans	56%	(459)	28%	(227)	7%	(56)	5%	(38)	5%	(44)	824
Casual Sports Fans	20%	(409)	30%	(616)	16%	(328)	18%	(367)	17%	(355)	2074
Non-Sports Fans	2%	(28)	6%	(91)	4%	(65)	11%	(172)	76%	(1146)	1501
Sports Fans Non-NHL	24%	(361)	28%	(409)	14%	(204)	16%	(231)	19%	(281)	1486
NHL Fans	34%	(513)	29%	(449)	13%	(193)	13%	(201)	11%	(167)	1523
Avid NHL Fans	42%	(163)	31%	(119)	10%	(38)	8%	(32)	9%	(34)	387
Casual NHL Fans	31%	(351)	29%	(330)	14%	(155)	15%	(168)	12%	(133)	1137
Has Favorite NHL Team	38%	(391)	31%	(314)	12%	(119)	11%	(110)	9%	(92)	1026
Has Favorite MLB Team	33%	(609)	31%	(564)	10%	(187)	11%	(195)	15%	(269)	1823
Has Favorite NBA Team	37%	(553)	31%	(452)	11%	(163)	11%	(161)	10%	(150)	1481
Has Favorite NFL Team	35%	(835)	33%	(787)	13%	(314)	11%	(269)	6%	(149)	2355
MLB Fans	31%	(711)	30%	(677)	12%	(269)	12%	(275)	15%	(329)	2262
NBA Fans	33%	(670)	30%	(608)	12%	(249)	13%	(255)	12%	(238)	2020
NFL Fans	32%	(887)	33%	(907)	15%	(410)	14%	(398)	6%	(160)	2762
Avid MLB Fans	47%	(346)	29%	(217)	8%	(56)	6%	(46)	10%	(71)	736
Avid NBA	51%	(344)	28%	(190)	8%	(52)	6%	(39)	7%	(50)	676
Avid NFL Fans	60%	(721)	31%	(367)	4%	(49)	3%	(39)	2%	(24)	1200

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

**Table MCSP4\_1: And how often do you watch games in the following leagues that do not involve your favorite team?**

NHL

Demographic	Multiple times a week	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	3% (149)	7% (312)	8% (347)	12% (536)	69% (3056)	4400
Gender: Male	5% (113)	10% (206)	11% (230)	14% (302)	60% (1272)	2124
Gender: Female	2% (36)	5% (106)	5% (117)	10% (234)	78% (1784)	2276
Age: 18-34	5% (64)	9% (117)	9% (113)	10% (132)	67% (884)	1310
Age: 35-44	6% (43)	9% (63)	8% (54)	15% (108)	62% (446)	715
Age: 45-64	2% (27)	6% (88)	8% (123)	14% (204)	71% (1061)	1502
Age: 65+	2% (15)	5% (43)	7% (57)	11% (93)	76% (665)	873
GenZers: 1997-2012	3% (14)	8% (35)	9% (42)	12% (57)	68% (317)	465
Millennials: 1981-1996	6% (74)	10% (127)	8% (107)	11% (143)	65% (826)	1276
GenXers: 1965-1980	3% (36)	8% (77)	9% (97)	13% (132)	67% (686)	1028
Baby Boomers: 1946-1964	2% (25)	5% (68)	6% (90)	12% (182)	75% (1090)	1455
PID: Dem (no lean)	4% (63)	8% (136)	9% (151)	12% (206)	66% (1097)	1653
PID: Ind (no lean)	2% (36)	6% (83)	6% (89)	13% (185)	73% (1071)	1464
PID: Rep (no lean)	4% (50)	7% (93)	8% (106)	11% (146)	69% (888)	1284
PID/Gender: Dem Men	6% (45)	11% (87)	12% (91)	15% (113)	57% (440)	776
PID/Gender: Dem Women	2% (18)	6% (49)	7% (60)	11% (93)	75% (657)	877
PID/Gender: Ind Men	4% (29)	8% (61)	8% (62)	15% (110)	65% (488)	750
PID/Gender: Ind Women	1% (7)	3% (22)	4% (27)	11% (75)	82% (583)	714
PID/Gender: Rep Men	7% (39)	10% (58)	13% (77)	13% (79)	58% (345)	598
PID/Gender: Rep Women	2% (11)	5% (35)	4% (30)	10% (67)	79% (544)	686
Ideo: Liberal (1-3)	4% (54)	8% (104)	8% (106)	11% (138)	68% (855)	1257
Ideo: Moderate (4)	3% (34)	8% (100)	8% (102)	15% (183)	67% (838)	1257
Ideo: Conservative (5-7)	3% (49)	6% (91)	9% (126)	12% (169)	70% (999)	1434
Educ: < College	3% (81)	5% (166)	7% (215)	11% (339)	74% (2223)	3024
Educ: Bachelors degree	5% (46)	10% (93)	9% (79)	14% (127)	61% (543)	888
Educ: Post-grad	5% (22)	11% (53)	11% (53)	14% (70)	59% (290)	488
Income: Under 50k	2% (58)	5% (129)	6% (154)	10% (245)	76% (1829)	2415
Income: 50k-100k	4% (57)	9% (118)	9% (130)	14% (190)	64% (891)	1387
Income: 100k+	6% (34)	11% (65)	10% (63)	17% (101)	56% (336)	598
Ethnicity: White	3% (114)	7% (247)	8% (266)	12% (415)	70% (2402)	3443
Ethnicity: Hispanic	4% (31)	9% (66)	7% (52)	13% (90)	66% (460)	699

Continued on next page

**Table MCSP4\_1:** And how often do you watch games in the following leagues that do not involve your favorite team?  
 NHL

Demographic	Multiple times a week	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	3% (149)	7% (312)	8% (347)	12% (536)	69% (3056)	4400
Ethnicity: Black	4% (24)	7% (38)	11% (59)	11% (60)	67% (368)	549
Ethnicity: Other	3% (11)	7% (27)	5% (21)	15% (61)	70% (287)	408
All Christian	4% (76)	9% (168)	9% (173)	13% (249)	66% (1308)	1974
All Non-Christian	6% (12)	14% (29)	10% (21)	12% (25)	58% (121)	208
Atheist	5% (14)	4% (9)	9% (23)	11% (29)	71% (183)	258
Agnostic/Nothing in particular	2% (26)	6% (72)	6% (77)	11% (137)	75% (921)	1232
Something Else	3% (21)	5% (33)	7% (52)	13% (96)	72% (524)	727
Religious Non-Protestant/Catholic	6% (14)	12% (30)	9% (22)	12% (30)	61% (150)	247
Evangelical	4% (41)	8% (90)	7% (79)	11% (114)	70% (741)	1064
Non-Evangelical	3% (54)	7% (105)	9% (143)	14% (223)	67% (1052)	1578
Community: Urban	6% (65)	9% (110)	9% (108)	11% (129)	65% (748)	1158
Community: Suburban	3% (63)	7% (150)	8% (175)	14% (294)	67% (1409)	2091
Community: Rural	2% (21)	5% (52)	6% (64)	10% (113)	78% (900)	1151
Employ: Private Sector	4% (58)	11% (154)	10% (135)	14% (192)	60% (804)	1343
Employ: Government	5% (13)	8% (21)	10% (27)	15% (39)	62% (163)	263
Employ: Self-Employed	8% (32)	9% (38)	10% (44)	17% (73)	56% (239)	426
Employ: Homemaker	1% (5)	5% (18)	5% (17)	9% (32)	80% (280)	351
Employ: Student	3% (4)	4% (6)	7% (10)	10% (15)	76% (112)	148
Employ: Retired	2% (16)	5% (48)	6% (59)	12% (119)	76% (761)	1003
Employ: Unemployed	1% (7)	3% (17)	7% (37)	6% (33)	83% (452)	546
Employ: Other	4% (14)	3% (10)	6% (18)	11% (34)	76% (245)	321
Military HH: Yes	3% (21)	8% (50)	7% (48)	12% (80)	70% (455)	654
Military HH: No	3% (128)	7% (262)	8% (298)	12% (456)	69% (2601)	3746
RD/WT: Right Direction	5% (85)	9% (147)	9% (147)	13% (216)	64% (1070)	1666
RD/WT: Wrong Track	2% (63)	6% (165)	7% (200)	12% (320)	73% (1986)	2734
Biden Job Approve	4% (83)	9% (171)	9% (181)	13% (252)	66% (1316)	2004
Biden Job Disapprove	3% (62)	6% (133)	7% (155)	12% (260)	72% (1530)	2140

Continued on next page

**Table MCSP4\_1: And how often do you watch games in the following leagues that do not involve your favorite team?**

<b>Demographic</b>	<b>Multiple times a week</b>		<b>At least once a week</b>		<b>At least once a month</b>		<b>Less than once a month</b>		<b>Never</b>		<b>Total N</b>
Adults	3%	(149)	7%	(312)	8%	(347)	12%	(536)	69%	(3056)	4400
Biden Job Strongly Approve	5%	(45)	9%	(82)	9%	(85)	13%	(117)	64%	(585)	913
Biden Job Somewhat Approve	3%	(38)	8%	(89)	9%	(96)	12%	(136)	67%	(732)	1091
Biden Job Somewhat Disapprove	3%	(20)	5%	(35)	7%	(47)	13%	(81)	72%	(464)	647
Biden Job Strongly Disapprove	3%	(42)	7%	(98)	7%	(108)	12%	(178)	71%	(1067)	1493
Favorable of Biden	4%	(86)	8%	(162)	9%	(180)	12%	(252)	67%	(1380)	2059
Unfavorable of Biden	2%	(51)	7%	(137)	7%	(155)	13%	(265)	71%	(1484)	2093
Very Favorable of Biden	5%	(54)	8%	(84)	9%	(89)	12%	(125)	65%	(655)	1006
Somewhat Favorable of Biden	3%	(32)	7%	(77)	9%	(91)	12%	(127)	69%	(725)	1053
Somewhat Unfavorable of Biden	2%	(11)	8%	(46)	9%	(48)	13%	(73)	69%	(388)	567
Very Unfavorable of Biden	3%	(40)	6%	(91)	7%	(107)	13%	(192)	72%	(1096)	1527
#1 Issue: Economy	4%	(57)	7%	(117)	8%	(128)	13%	(211)	68%	(1087)	1601
#1 Issue: Security	3%	(20)	7%	(52)	8%	(55)	14%	(102)	68%	(492)	723
#1 Issue: Health Care	4%	(22)	9%	(52)	11%	(61)	11%	(64)	65%	(363)	561
#1 Issue: Medicare / Social Security	4%	(19)	6%	(29)	6%	(34)	9%	(48)	75%	(395)	525
#1 Issue: Women's Issues	3%	(10)	6%	(17)	5%	(14)	12%	(37)	74%	(220)	299
#1 Issue: Education	2%	(3)	11%	(18)	12%	(21)	12%	(19)	63%	(106)	168
#1 Issue: Energy	6%	(13)	7%	(16)	6%	(14)	11%	(24)	70%	(160)	227
#1 Issue: Other	1%	(3)	3%	(10)	7%	(20)	11%	(32)	78%	(233)	297
2020 Vote: Joe Biden	4%	(85)	8%	(155)	9%	(174)	13%	(248)	66%	(1299)	1960
2020 Vote: Donald Trump	3%	(45)	8%	(107)	8%	(111)	12%	(173)	69%	(963)	1398
2020 Vote: Other	—	(1)	9%	(15)	12%	(19)	16%	(26)	63%	(103)	164
2020 Vote: Didn't Vote	2%	(18)	4%	(35)	5%	(42)	10%	(90)	79%	(689)	875
2018 House Vote: Democrat	4%	(57)	8%	(121)	9%	(139)	13%	(187)	66%	(970)	1475
2018 House Vote: Republican	4%	(49)	8%	(96)	8%	(93)	13%	(153)	67%	(805)	1196
2018 House Vote: Someone else	2%	(2)	7%	(8)	9%	(11)	13%	(15)	70%	(87)	123
2016 Vote: Hillary Clinton	3%	(39)	8%	(106)	9%	(122)	13%	(181)	68%	(953)	1400
2016 Vote: Donald Trump	5%	(65)	8%	(104)	9%	(117)	12%	(163)	66%	(871)	1321
2016 Vote: Other	3%	(8)	7%	(16)	8%	(21)	14%	(36)	68%	(168)	249
2016 Vote: Didn't Vote	3%	(37)	6%	(84)	6%	(88)	11%	(156)	74%	(1060)	1425

Continued on next page



**Table MCSP4\_1: And how often do you watch games in the following leagues that do not involve your favorite team?**  
NHL

Demographic	Multiple times a week	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	3% (149)	7% (312)	8% (347)	12% (536)	69% (3056)	4400
Voted in 2014: Yes	4% (96)	8% (192)	9% (219)	13% (306)	67% (1629)	2442
Voted in 2014: No	3% (52)	6% (120)	7% (128)	12% (231)	73% (1427)	1958
4-Region: Northeast	4% (35)	9% (70)	8% (64)	11% (87)	67% (531)	787
4-Region: Midwest	3% (29)	6% (54)	8% (74)	13% (119)	70% (649)	925
4-Region: South	2% (41)	6% (104)	7% (122)	12% (205)	71% (1177)	1648
4-Region: West	4% (44)	8% (84)	8% (87)	12% (125)	67% (700)	1040
2110001	3% (76)	6% (140)	7% (150)	11% (250)	72% (1566)	2182
2110009	3% (73)	8% (172)	9% (197)	13% (287)	67% (1490)	2218
Sports Fans	5% (143)	10% (289)	11% (330)	17% (483)	57% (1654)	2899
Avid Sports Fans	11% (89)	18% (147)	14% (114)	17% (137)	41% (338)	824
Casual Sports Fans	3% (54)	7% (142)	10% (216)	17% (347)	63% (1315)	2074
Non-Sports Fans	— (6)	2% (23)	1% (17)	4% (53)	93% (1403)	1501
Sports Fans Non-NHL	1% (18)	1% (15)	2% (31)	8% (116)	88% (1308)	1486
NHL Fans	9% (131)	19% (289)	20% (312)	25% (386)	27% (406)	1523
Avid NHL Fans	26% (102)	36% (139)	19% (74)	8% (32)	10% (39)	387
Casual NHL Fans	3% (29)	13% (149)	21% (238)	31% (354)	32% (367)	1137
Has Favorite NHL Team	12% (121)	20% (206)	20% (203)	20% (208)	28% (288)	1026
Has Favorite MLB Team	6% (108)	11% (195)	12% (225)	16% (288)	55% (1007)	1823
Has Favorite NBA Team	7% (105)	11% (161)	12% (174)	16% (238)	54% (801)	1481
Has Favorite NFL Team	5% (128)	10% (229)	11% (256)	15% (359)	59% (1383)	2355
MLB Fans	6% (126)	12% (271)	13% (292)	17% (378)	53% (1195)	2262
NBA Fans	6% (116)	12% (239)	12% (243)	17% (336)	54% (1086)	2020
NFL Fans	5% (143)	10% (286)	11% (304)	16% (452)	57% (1576)	2762
Avid MLB Fans	11% (78)	17% (122)	14% (100)	15% (109)	44% (327)	736
Avid NBA	11% (76)	15% (104)	12% (82)	15% (102)	46% (311)	676
Avid NFL Fans	8% (93)	14% (165)	14% (170)	16% (186)	49% (585)	1200

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

**Table MCSP4\_2:** And how often do you watch games in the following leagues that do not involve your favorite team?

MLB

Demographic	Multiple times a week	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	7% (301)	10% (461)	10% (444)	15% (662)	58% (2533)	4400
Gender: Male	11% (225)	16% (332)	12% (263)	17% (359)	44% (944)	2124
Gender: Female	3% (76)	6% (129)	8% (181)	13% (303)	70% (1589)	2276
Age: 18-34	8% (107)	9% (123)	10% (130)	13% (175)	59% (776)	1310
Age: 35-44	9% (62)	13% (94)	10% (75)	14% (99)	54% (385)	715
Age: 45-64	6% (93)	10% (157)	10% (157)	17% (259)	56% (836)	1502
Age: 65+	4% (39)	10% (86)	9% (82)	15% (129)	61% (536)	873
GenZers: 1997-2012	5% (22)	8% (36)	9% (44)	13% (60)	65% (304)	465
Millennials: 1981-1996	10% (122)	11% (143)	11% (136)	14% (182)	54% (692)	1276
GenXers: 1965-1980	8% (79)	12% (128)	11% (109)	14% (145)	55% (567)	1028
Baby Boomers: 1946-1964	5% (72)	9% (134)	10% (139)	17% (252)	59% (858)	1455
PID: Dem (no lean)	8% (131)	12% (203)	11% (181)	14% (237)	54% (900)	1653
PID: Ind (no lean)	4% (64)	9% (126)	9% (129)	16% (237)	62% (907)	1464
PID: Rep (no lean)	8% (106)	10% (131)	10% (134)	15% (187)	57% (726)	1284
PID/Gender: Dem Men	13% (97)	19% (148)	13% (103)	16% (125)	39% (303)	776
PID/Gender: Dem Women	4% (34)	6% (55)	9% (79)	13% (112)	68% (597)	877
PID/Gender: Ind Men	7% (50)	13% (97)	10% (78)	18% (136)	52% (390)	750
PID/Gender: Ind Women	2% (14)	4% (30)	7% (51)	14% (101)	72% (518)	714
PID/Gender: Rep Men	13% (78)	15% (87)	14% (83)	16% (98)	42% (252)	598
PID/Gender: Rep Women	4% (27)	6% (44)	7% (51)	13% (89)	69% (474)	686
Ideo: Liberal (1-3)	7% (88)	12% (151)	11% (133)	13% (161)	58% (724)	1257
Ideo: Moderate (4)	6% (71)	10% (129)	11% (144)	18% (226)	55% (687)	1257
Ideo: Conservative (5-7)	8% (119)	10% (149)	10% (149)	15% (221)	56% (797)	1434
Educ: < College	6% (193)	9% (277)	9% (267)	14% (417)	62% (1871)	3024
Educ: Bachelors degree	7% (65)	13% (120)	12% (111)	17% (152)	50% (440)	888
Educ: Post-grad	9% (43)	13% (64)	14% (67)	19% (92)	45% (222)	488
Income: Under 50k	6% (144)	8% (203)	8% (205)	13% (314)	64% (1549)	2415
Income: 50k-100k	7% (98)	12% (170)	12% (160)	17% (235)	52% (723)	1387
Income: 100k+	10% (59)	15% (87)	13% (79)	19% (113)	44% (261)	598
Ethnicity: White	6% (217)	10% (337)	10% (348)	15% (527)	58% (2014)	3443
Ethnicity: Hispanic	10% (71)	12% (86)	9% (62)	14% (96)	55% (384)	699

Continued on next page

**Table MCSP4\_2:** And how often do you watch games in the following leagues that do not involve your favorite team?

MLB

Demographic	Multiple times a week		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	7%	(301)	10%	(461)	10%	(444)	15%	(662)	58%	(2533)	4400
Ethnicity: Black	9%	(50)	14%	(74)	11%	(58)	12%	(68)	54%	(298)	549
Ethnicity: Other	8%	(34)	12%	(49)	9%	(39)	16%	(66)	54%	(220)	408
All Christian	8%	(154)	13%	(252)	12%	(239)	16%	(309)	52%	(1019)	1974
All Non-Christian	10%	(20)	14%	(28)	12%	(24)	19%	(39)	46%	(96)	208
Atheist	6%	(16)	7%	(19)	9%	(22)	10%	(26)	68%	(175)	258
Agnostic/Nothing in particular	5%	(64)	8%	(104)	8%	(99)	14%	(170)	65%	(795)	1232
Something Else	6%	(47)	8%	(57)	8%	(59)	16%	(117)	62%	(447)	727
Religious Non-Protestant/Catholic	10%	(26)	12%	(29)	10%	(24)	19%	(47)	49%	(121)	247
Evangelical	8%	(82)	11%	(121)	11%	(120)	15%	(160)	55%	(581)	1064
Non-Evangelical	7%	(112)	12%	(183)	11%	(175)	16%	(254)	54%	(854)	1578
Community: Urban	10%	(113)	13%	(150)	10%	(115)	13%	(154)	54%	(627)	1158
Community: Suburban	6%	(134)	11%	(220)	11%	(238)	16%	(342)	55%	(1157)	2091
Community: Rural	5%	(54)	8%	(91)	8%	(91)	14%	(166)	65%	(749)	1151
Employ: Private Sector	9%	(119)	14%	(194)	13%	(171)	16%	(212)	48%	(647)	1343
Employ: Government	8%	(22)	13%	(34)	11%	(30)	15%	(40)	52%	(137)	263
Employ: Self-Employed	10%	(42)	11%	(45)	11%	(48)	22%	(93)	46%	(198)	426
Employ: Homemaker	3%	(9)	6%	(20)	6%	(22)	12%	(42)	73%	(257)	351
Employ: Student	7%	(10)	6%	(9)	12%	(18)	13%	(20)	62%	(92)	148
Employ: Retired	5%	(53)	9%	(87)	10%	(96)	16%	(158)	61%	(609)	1003
Employ: Unemployed	5%	(29)	8%	(43)	7%	(37)	9%	(52)	71%	(385)	546
Employ: Other	5%	(16)	9%	(29)	7%	(22)	14%	(45)	65%	(207)	321
Military HH: Yes	6%	(38)	10%	(67)	10%	(66)	15%	(99)	59%	(384)	654
Military HH: No	7%	(263)	11%	(394)	10%	(378)	15%	(563)	57%	(2149)	3746
RD/WT: Right Direction	8%	(141)	13%	(221)	11%	(178)	16%	(261)	52%	(865)	1666
RD/WT: Wrong Track	6%	(160)	9%	(239)	10%	(266)	15%	(401)	61%	(1668)	2734
Biden Job Approve	8%	(159)	12%	(247)	11%	(225)	16%	(316)	53%	(1057)	2004
Biden Job Disapprove	6%	(132)	9%	(201)	10%	(203)	15%	(322)	60%	(1282)	2140

Continued on next page

**Table MCSP4\_2: And how often do you watch games in the following leagues that do not involve your favorite team?**

MLB

Demographic	Multiple times a week		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	7%	(301)	10%	(461)	10%	(444)	15%	(662)	58%	(2533)	4400
Biden Job Strongly Approve	11%	(96)	14%	(124)	11%	(102)	15%	(133)	50%	(457)	913
Biden Job Somewhat Approve	6%	(63)	11%	(123)	11%	(123)	17%	(183)	55%	(599)	1091
Biden Job Somewhat Disapprove	4%	(27)	11%	(70)	11%	(68)	17%	(111)	57%	(371)	647
Biden Job Strongly Disapprove	7%	(105)	9%	(131)	9%	(135)	14%	(211)	61%	(911)	1493
Favorable of Biden	8%	(157)	12%	(250)	11%	(218)	16%	(321)	54%	(1113)	2059
Unfavorable of Biden	6%	(123)	9%	(192)	10%	(218)	15%	(315)	59%	(1244)	2093
Very Favorable of Biden	10%	(99)	14%	(138)	11%	(111)	15%	(152)	50%	(506)	1006
Somewhat Favorable of Biden	6%	(58)	11%	(113)	10%	(107)	16%	(169)	58%	(606)	1053
Somewhat Unfavorable of Biden	3%	(18)	11%	(61)	13%	(74)	14%	(82)	59%	(332)	567
Very Unfavorable of Biden	7%	(105)	9%	(132)	9%	(145)	15%	(233)	60%	(912)	1527
#1 Issue: Economy	7%	(118)	12%	(190)	12%	(185)	16%	(256)	53%	(851)	1601
#1 Issue: Security	7%	(49)	10%	(72)	9%	(62)	15%	(111)	59%	(429)	723
#1 Issue: Health Care	9%	(52)	11%	(60)	9%	(50)	17%	(94)	54%	(305)	561
#1 Issue: Medicare / Social Security	6%	(30)	11%	(56)	11%	(56)	15%	(80)	57%	(302)	525
#1 Issue: Women's Issues	3%	(9)	6%	(18)	11%	(32)	8%	(25)	72%	(215)	299
#1 Issue: Education	7%	(13)	12%	(20)	14%	(24)	15%	(26)	51%	(86)	168
#1 Issue: Energy	6%	(14)	12%	(26)	7%	(17)	13%	(30)	61%	(140)	227
#1 Issue: Other	5%	(16)	6%	(19)	6%	(18)	13%	(39)	69%	(205)	297
2020 Vote: Joe Biden	8%	(156)	13%	(245)	11%	(208)	16%	(311)	53%	(1041)	1960
2020 Vote: Donald Trump	7%	(103)	10%	(144)	11%	(148)	15%	(213)	57%	(790)	1398
2020 Vote: Other	4%	(6)	11%	(19)	12%	(20)	20%	(33)	53%	(86)	164
2020 Vote: Didn't Vote	4%	(36)	6%	(53)	8%	(68)	12%	(104)	70%	(614)	875
2018 House Vote: Democrat	8%	(119)	12%	(177)	12%	(176)	16%	(238)	52%	(766)	1475
2018 House Vote: Republican	7%	(86)	11%	(129)	11%	(132)	16%	(191)	55%	(658)	1196
2018 House Vote: Someone else	7%	(8)	7%	(8)	6%	(7)	20%	(25)	61%	(75)	123
2016 Vote: Hillary Clinton	7%	(102)	12%	(171)	11%	(158)	16%	(227)	53%	(742)	1400
2016 Vote: Donald Trump	8%	(105)	12%	(153)	11%	(148)	16%	(212)	53%	(702)	1321
2016 Vote: Other	6%	(14)	8%	(20)	11%	(27)	17%	(43)	59%	(146)	249
2016 Vote: Didn't Vote	6%	(80)	8%	(116)	8%	(111)	13%	(180)	66%	(939)	1425

Continued on next page

**Table MCSP4\_2:** And how often do you watch games in the following leagues that do not involve your favorite team?

**MLB**

Demographic	Multiple times a week	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	7% (301)	10% (461)	10% (444)	15% (662)	58% (2533)	4400
Voted in 2014: Yes	8% (186)	12% (291)	11% (281)	16% (397)	53% (1288)	2442
Voted in 2014: No	6% (115)	9% (170)	8% (163)	14% (265)	64% (1245)	1958
4-Region: Northeast	8% (66)	12% (93)	11% (84)	13% (104)	56% (440)	787
4-Region: Midwest	7% (65)	10% (94)	9% (85)	16% (148)	58% (533)	925
4-Region: South	5% (86)	9% (147)	11% (173)	15% (246)	60% (996)	1648
4-Region: West	8% (84)	12% (127)	10% (101)	16% (164)	54% (564)	1040
2110001	7% (146)	10% (218)	10% (208)	15% (318)	59% (1291)	2182
2110009	7% (155)	11% (243)	11% (236)	15% (344)	56% (1241)	2218
Sports Fans	10% (291)	15% (441)	15% (424)	20% (575)	40% (1168)	2899
Avid Sports Fans	23% (187)	26% (213)	16% (129)	15% (121)	21% (175)	824
Casual Sports Fans	5% (104)	11% (228)	14% (295)	22% (454)	48% (993)	2074
Non-Sports Fans	1% (10)	1% (20)	1% (20)	6% (87)	91% (1365)	1501
Sports Fans Non-NHL	7% (105)	11% (164)	10% (155)	18% (262)	54% (799)	1486
NHL Fans	13% (193)	19% (284)	18% (276)	22% (328)	29% (442)	1523
Avid NHL Fans	22% (84)	26% (99)	17% (65)	17% (66)	18% (71)	387
Casual NHL Fans	10% (109)	16% (185)	19% (211)	23% (261)	33% (371)	1137
Has Favorite NHL Team	15% (150)	19% (198)	18% (182)	19% (195)	29% (302)	1026
Has Favorite MLB Team	14% (264)	20% (362)	18% (323)	21% (374)	27% (501)	1823
Has Favorite NBA Team	14% (200)	18% (263)	15% (229)	18% (261)	36% (528)	1481
Has Favorite NFL Team	10% (244)	15% (352)	15% (344)	18% (414)	43% (1001)	2355
MLB Fans	13% (289)	19% (439)	18% (401)	24% (537)	26% (595)	2262
NBA Fans	12% (235)	16% (326)	16% (317)	20% (403)	37% (739)	2020
NFL Fans	10% (278)	15% (414)	14% (399)	19% (528)	41% (1143)	2762
Avid MLB Fans	30% (221)	29% (213)	17% (128)	11% (82)	12% (92)	736
Avid NBA	23% (153)	22% (149)	16% (108)	15% (100)	24% (165)	676
Avid NFL Fans	16% (189)	20% (240)	16% (195)	17% (202)	31% (374)	1200

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

**Table MCSP4\_3:** And how often do you watch games in the following leagues that do not involve your favorite team?

Demographic	Multiple times a week	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	8% (350)	10% (460)	9% (396)	13% (567)	60% (2628)	4400
Gender: Male	13% (270)	15% (328)	11% (225)	14% (292)	47% (1008)	2124
Gender: Female	3% (80)	6% (132)	8% (171)	12% (274)	71% (1619)	2276
Age: 18-34	12% (152)	13% (172)	12% (153)	14% (178)	50% (656)	1310
Age: 35-44	13% (94)	15% (108)	9% (63)	12% (84)	51% (366)	715
Age: 45-64	5% (81)	9% (128)	8% (118)	13% (197)	65% (978)	1502
Age: 65+	3% (22)	6% (52)	7% (63)	12% (108)	72% (628)	873
GenZers: 1997-2012	11% (52)	11% (51)	13% (59)	13% (62)	52% (241)	465
Millennials: 1981-1996	12% (149)	15% (196)	10% (133)	14% (174)	49% (624)	1276
GenXers: 1965-1980	10% (99)	11% (117)	9% (89)	12% (118)	59% (605)	1028
Baby Boomers: 1946-1964	3% (47)	6% (84)	7% (104)	13% (188)	71% (1032)	1455
PID: Dem (no lean)	11% (184)	13% (221)	10% (165)	13% (219)	52% (864)	1653
PID: Ind (no lean)	6% (92)	9% (129)	8% (123)	14% (205)	63% (915)	1464
PID: Rep (no lean)	6% (74)	9% (110)	8% (108)	11% (142)	66% (849)	1284
PID/Gender: Dem Men	18% (137)	20% (156)	10% (81)	14% (107)	38% (295)	776
PID/Gender: Dem Women	5% (47)	7% (65)	10% (83)	13% (113)	65% (569)	877
PID/Gender: Ind Men	10% (73)	13% (97)	11% (84)	14% (104)	52% (392)	750
PID/Gender: Ind Women	3% (19)	4% (32)	5% (39)	14% (101)	73% (523)	714
PID/Gender: Rep Men	10% (60)	13% (75)	10% (60)	14% (82)	54% (321)	598
PID/Gender: Rep Women	2% (14)	5% (36)	7% (49)	9% (61)	77% (527)	686
Ideo: Liberal (1-3)	10% (130)	13% (163)	10% (128)	13% (160)	54% (676)	1257
Ideo: Moderate (4)	9% (114)	11% (134)	10% (125)	15% (188)	55% (697)	1257
Ideo: Conservative (5-7)	5% (78)	9% (123)	8% (108)	11% (157)	67% (968)	1434
Educ: < College	7% (221)	9% (281)	8% (256)	12% (354)	63% (1911)	3024
Educ: Bachelors degree	8% (71)	13% (119)	10% (91)	16% (145)	52% (462)	888
Educ: Post-grad	12% (57)	12% (60)	10% (49)	14% (67)	52% (255)	488
Income: Under 50k	7% (166)	9% (224)	8% (191)	12% (279)	64% (1554)	2415
Income: 50k-100k	8% (117)	11% (154)	10% (143)	14% (193)	56% (779)	1387
Income: 100k+	11% (67)	14% (81)	10% (62)	16% (94)	49% (294)	598
Ethnicity: White	5% (185)	8% (275)	8% (276)	12% (420)	66% (2288)	3443
Ethnicity: Hispanic	11% (80)	16% (110)	10% (68)	14% (97)	49% (344)	699

Continued on next page

**Table MCSP4\_3: And how often do you watch games in the following leagues that do not involve your favorite team?**  
 NBA

Demographic	Multiple times a week	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	8% (350)	10% (460)	9% (396)	13% (567)	60% (2628)	4400
Ethnicity: Black	24% (134)	23% (127)	13% (73)	13% (73)	26% (143)	549
Ethnicity: Other	8% (32)	14% (58)	12% (48)	18% (74)	48% (197)	408
All Christian	7% (143)	10% (207)	10% (190)	12% (244)	60% (1190)	1974
All Non-Christian	10% (21)	16% (34)	10% (21)	14% (29)	49% (103)	208
Atheist	10% (26)	7% (18)	7% (18)	17% (44)	59% (153)	258
Agnostic/Nothing in particular	7% (91)	10% (125)	8% (97)	11% (140)	63% (780)	1232
Something Else	10% (69)	11% (77)	10% (70)	15% (109)	55% (403)	727
Religious Non-Protestant/Catholic	10% (24)	14% (34)	9% (23)	15% (38)	52% (128)	247
Evangelical	10% (107)	13% (142)	7% (77)	12% (132)	57% (605)	1064
Non-Evangelical	6% (101)	9% (136)	11% (180)	13% (208)	60% (953)	1578
Community: Urban	14% (165)	15% (177)	10% (116)	11% (131)	49% (569)	1158
Community: Suburban	7% (142)	9% (193)	10% (211)	14% (292)	60% (1253)	2091
Community: Rural	4% (43)	8% (89)	6% (70)	12% (144)	70% (805)	1151
Employ: Private Sector	12% (156)	14% (192)	11% (142)	12% (159)	52% (693)	1343
Employ: Government	10% (25)	16% (43)	15% (39)	15% (40)	45% (117)	263
Employ: Self-Employed	11% (47)	15% (63)	10% (43)	19% (82)	45% (191)	426
Employ: Homemaker	4% (15)	6% (20)	9% (31)	10% (36)	71% (248)	351
Employ: Student	14% (20)	14% (20)	10% (15)	9% (13)	54% (80)	148
Employ: Retired	3% (33)	5% (53)	6% (62)	12% (121)	73% (734)	1003
Employ: Unemployed	6% (32)	7% (40)	7% (41)	12% (67)	67% (365)	546
Employ: Other	7% (21)	9% (28)	7% (23)	15% (48)	62% (200)	321
Military HH: Yes	7% (46)	8% (52)	8% (53)	13% (83)	64% (420)	654
Military HH: No	8% (304)	11% (407)	9% (343)	13% (484)	59% (2208)	3746
RD/WT: Right Direction	11% (184)	14% (237)	10% (174)	14% (237)	50% (833)	1666
RD/WT: Wrong Track	6% (165)	8% (223)	8% (222)	12% (329)	66% (1794)	2734
Biden Job Approve	11% (218)	14% (275)	10% (206)	14% (275)	51% (1030)	2004
Biden Job Disapprove	6% (123)	8% (166)	8% (165)	12% (262)	67% (1425)	2140

Continued on next page

**Table MCSP4\_3: And how often do you watch games in the following leagues that do not involve your favorite team?**

NBA

Demographic	Multiple times a week	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	8% (350)	10% (460)	9% (396)	13% (567)	60% (2628)	4400
Biden Job Strongly Approve	12% (108)	15% (134)	10% (89)	13% (123)	50% (459)	913
Biden Job Somewhat Approve	10% (110)	13% (141)	11% (117)	14% (152)	52% (571)	1091
Biden Job Somewhat Disapprove	7% (45)	12% (80)	8% (52)	16% (103)	57% (368)	647
Biden Job Strongly Disapprove	5% (78)	6% (86)	8% (112)	11% (159)	71% (1057)	1493
Favorable of Biden	10% (216)	14% (278)	10% (204)	14% (294)	52% (1066)	2059
Unfavorable of Biden	5% (111)	7% (157)	8% (175)	12% (248)	67% (1403)	2093
Very Favorable of Biden	12% (125)	14% (144)	10% (105)	14% (137)	49% (495)	1006
Somewhat Favorable of Biden	9% (91)	13% (135)	9% (99)	15% (157)	54% (571)	1053
Somewhat Unfavorable of Biden	6% (36)	11% (64)	10% (59)	14% (82)	57% (326)	567
Very Unfavorable of Biden	5% (74)	6% (93)	8% (116)	11% (166)	71% (1078)	1527
#1 Issue: Economy	10% (155)	13% (203)	10% (162)	13% (215)	54% (865)	1601
#1 Issue: Security	5% (37)	7% (54)	8% (57)	12% (88)	67% (487)	723
#1 Issue: Health Care	11% (60)	12% (68)	9% (53)	12% (66)	56% (314)	561
#1 Issue: Medicare / Social Security	5% (26)	8% (40)	8% (40)	15% (77)	65% (342)	525
#1 Issue: Women's Issues	6% (19)	9% (27)	9% (26)	11% (34)	64% (193)	299
#1 Issue: Education	9% (15)	16% (27)	12% (21)	15% (25)	47% (79)	168
#1 Issue: Energy	6% (14)	10% (22)	9% (21)	11% (26)	63% (144)	227
#1 Issue: Other	8% (24)	6% (18)	5% (16)	12% (35)	69% (204)	297
2020 Vote: Joe Biden	11% (212)	13% (262)	10% (197)	14% (267)	52% (1022)	1960
2020 Vote: Donald Trump	6% (78)	8% (109)	9% (122)	11% (149)	67% (940)	1398
2020 Vote: Other	3% (4)	13% (22)	9% (15)	15% (25)	60% (98)	164
2020 Vote: Didn't Vote	6% (55)	8% (67)	7% (61)	14% (126)	65% (566)	875
2018 House Vote: Democrat	10% (153)	12% (178)	11% (162)	14% (207)	53% (775)	1475
2018 House Vote: Republican	5% (64)	9% (105)	8% (94)	12% (141)	66% (792)	1196
2018 House Vote: Someone else	4% (5)	7% (8)	9% (11)	16% (20)	64% (79)	123
2016 Vote: Hillary Clinton	11% (155)	12% (165)	10% (144)	14% (191)	53% (744)	1400
2016 Vote: Donald Trump	6% (83)	10% (130)	8% (107)	11% (148)	65% (852)	1321
2016 Vote: Other	4% (11)	8% (20)	7% (18)	15% (37)	66% (164)	249
2016 Vote: Didn't Vote	7% (100)	10% (144)	9% (127)	13% (191)	61% (864)	1425

Continued on next page



**Table MCSP4\_3: And how often do you watch games in the following leagues that do not involve your favorite team?**  
 NBA

Demographic	Multiple times a week	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	8% (350)	10% (460)	9% (396)	13% (567)	60% (2628)	4400
Voted in 2014: Yes	8% (194)	10% (251)	9% (225)	13% (309)	60% (1463)	2442
Voted in 2014: No	8% (156)	11% (208)	9% (172)	13% (257)	59% (1165)	1958
4-Region: Northeast	10% (79)	11% (83)	8% (61)	12% (95)	59% (468)	787
4-Region: Midwest	6% (58)	9% (85)	10% (89)	11% (106)	63% (586)	925
4-Region: South	8% (135)	9% (153)	9% (155)	12% (203)	61% (1002)	1648
4-Region: West	7% (77)	13% (138)	9% (90)	16% (163)	55% (572)	1040
2110001	8% (165)	10% (226)	9% (197)	12% (254)	61% (1340)	2182
2110009	8% (185)	11% (234)	9% (199)	14% (313)	58% (1288)	2218
Sports Fans	12% (343)	15% (436)	13% (371)	17% (486)	44% (1263)	2899
Avid Sports Fans	26% (218)	26% (217)	13% (111)	11% (92)	23% (186)	824
Casual Sports Fans	6% (125)	11% (218)	13% (260)	19% (394)	52% (1077)	2074
Non-Sports Fans	— (7)	2% (24)	2% (25)	5% (81)	91% (1364)	1501
Sports Fans Non-NHL	10% (144)	11% (166)	11% (170)	16% (245)	51% (761)	1486
NHL Fans	13% (202)	18% (277)	14% (208)	17% (254)	38% (583)	1523
Avid NHL Fans	18% (70)	23% (90)	14% (55)	13% (49)	32% (122)	387
Casual NHL Fans	12% (132)	16% (187)	13% (153)	18% (205)	41% (461)	1137
Has Favorite NHL Team	13% (135)	16% (168)	15% (149)	15% (150)	41% (424)	1026
Has Favorite MLB Team	12% (211)	15% (274)	12% (222)	15% (277)	46% (839)	1823
Has Favorite NBA Team	21% (318)	24% (358)	16% (241)	18% (268)	20% (295)	1481
Has Favorite NFL Team	12% (292)	15% (355)	12% (283)	15% (347)	46% (1078)	2355
MLB Fans	12% (276)	15% (348)	13% (283)	17% (377)	43% (978)	2262
NBA Fans	17% (347)	22% (445)	18% (367)	22% (435)	21% (426)	2020
NFL Fans	12% (329)	15% (424)	13% (350)	17% (468)	43% (1191)	2762
Avid MLB Fans	19% (143)	19% (142)	15% (108)	12% (88)	35% (256)	736
Avid NBA	42% (281)	32% (220)	13% (88)	6% (43)	6% (44)	676
Avid NFL Fans	20% (238)	20% (245)	14% (169)	14% (168)	32% (380)	1200

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

**Table MCSP4\_4:** And how often do you watch games in the following leagues that do not involve your favorite team?

NFL

Demographic	Multiple times a week	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	15% (680)	18% (791)	10% (428)	13% (575)	44% (1925)	4400
Gender: Male	23% (479)	23% (481)	11% (237)	12% (256)	32% (671)	2124
Gender: Female	9% (202)	14% (311)	8% (191)	14% (320)	55% (1253)	2276
Age: 18-34	16% (215)	16% (212)	12% (151)	12% (161)	44% (571)	1310
Age: 35-44	18% (125)	21% (150)	9% (64)	15% (107)	38% (270)	715
Age: 45-64	15% (229)	19% (288)	9% (141)	13% (201)	43% (642)	1502
Age: 65+	13% (111)	16% (142)	8% (72)	12% (106)	51% (441)	873
GenZers: 1997-2012	13% (60)	13% (62)	14% (63)	11% (49)	50% (231)	465
Millennials: 1981-1996	18% (231)	19% (239)	10% (134)	14% (182)	38% (491)	1276
GenXers: 1965-1980	19% (193)	20% (202)	9% (95)	13% (132)	39% (405)	1028
Baby Boomers: 1946-1964	13% (183)	18% (258)	8% (120)	13% (196)	48% (698)	1455
PID: Dem (no lean)	18% (290)	20% (327)	10% (165)	12% (199)	41% (673)	1653
PID: Ind (no lean)	12% (179)	16% (235)	9% (136)	15% (215)	48% (698)	1464
PID: Rep (no lean)	16% (211)	18% (230)	10% (127)	13% (161)	43% (554)	1284
PID/Gender: Dem Men	27% (210)	24% (188)	10% (81)	11% (86)	27% (211)	776
PID/Gender: Dem Women	9% (80)	16% (138)	9% (83)	13% (113)	53% (462)	877
PID/Gender: Ind Men	17% (124)	21% (156)	12% (87)	13% (98)	38% (285)	750
PID/Gender: Ind Women	8% (55)	11% (78)	7% (49)	16% (118)	58% (413)	714
PID/Gender: Rep Men	24% (145)	23% (136)	11% (69)	12% (73)	29% (176)	598
PID/Gender: Rep Women	10% (67)	14% (94)	9% (59)	13% (89)	55% (378)	686
Ideo: Liberal (1-3)	16% (207)	19% (241)	11% (134)	11% (144)	42% (532)	1257
Ideo: Moderate (4)	15% (185)	20% (251)	10% (131)	14% (178)	41% (513)	1257
Ideo: Conservative (5-7)	16% (231)	18% (252)	9% (131)	13% (192)	44% (628)	1434
Educ: < College	15% (457)	17% (499)	9% (267)	13% (386)	47% (1415)	3024
Educ: Bachelors degree	16% (142)	22% (191)	12% (103)	13% (117)	38% (335)	888
Educ: Post-grad	17% (81)	21% (101)	12% (59)	15% (73)	36% (175)	488
Income: Under 50k	13% (320)	15% (373)	9% (219)	12% (300)	50% (1203)	2415
Income: 50k-100k	17% (230)	21% (297)	10% (136)	14% (193)	38% (532)	1387
Income: 100k+	22% (131)	20% (122)	12% (73)	14% (82)	32% (190)	598
Ethnicity: White	14% (490)	17% (596)	9% (320)	13% (452)	46% (1587)	3443
Ethnicity: Hispanic	18% (125)	19% (134)	11% (74)	11% (75)	42% (291)	699

Continued on next page

**Table MCSP4\_4:** And how often do you watch games in the following leagues that do not involve your favorite team?

NFL

Demographic	Multiple times a week		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	15%	(680)	18%	(791)	10%	(428)	13%	(575)	44%	(1925)	4400
Ethnicity: Black	27%	(150)	22%	(119)	11%	(61)	11%	(62)	28%	(156)	549
Ethnicity: Other	10%	(40)	19%	(76)	12%	(48)	15%	(61)	45%	(182)	408
All Christian	16%	(315)	21%	(411)	10%	(196)	13%	(259)	40%	(794)	1974
All Non-Christian	15%	(31)	18%	(37)	12%	(24)	12%	(24)	44%	(92)	208
Atheist	17%	(43)	11%	(28)	8%	(21)	13%	(33)	52%	(133)	258
Agnostic/Nothing in particular	13%	(165)	16%	(202)	10%	(121)	13%	(161)	47%	(583)	1232
Something Else	18%	(127)	16%	(113)	9%	(65)	14%	(99)	44%	(323)	727
Religious Non-Protestant/Catholic	15%	(37)	15%	(38)	10%	(25)	13%	(32)	47%	(115)	247
Evangelical	17%	(186)	18%	(194)	10%	(101)	13%	(141)	41%	(441)	1064
Non-Evangelical	16%	(246)	20%	(323)	10%	(157)	13%	(204)	41%	(648)	1578
Community: Urban	19%	(215)	19%	(226)	8%	(92)	12%	(142)	42%	(484)	1158
Community: Suburban	16%	(329)	18%	(386)	11%	(238)	13%	(262)	42%	(876)	2091
Community: Rural	12%	(137)	16%	(180)	9%	(98)	15%	(171)	49%	(565)	1151
Employ: Private Sector	21%	(276)	22%	(291)	10%	(137)	13%	(174)	35%	(465)	1343
Employ: Government	16%	(42)	20%	(52)	15%	(40)	14%	(37)	35%	(93)	263
Employ: Self-Employed	18%	(75)	22%	(92)	11%	(47)	17%	(72)	33%	(140)	426
Employ: Homemaker	6%	(22)	15%	(54)	8%	(29)	15%	(52)	55%	(194)	351
Employ: Student	18%	(27)	11%	(16)	15%	(22)	8%	(12)	48%	(71)	148
Employ: Retired	12%	(121)	18%	(180)	8%	(82)	12%	(123)	50%	(498)	1003
Employ: Unemployed	14%	(76)	12%	(64)	8%	(46)	11%	(62)	54%	(297)	546
Employ: Other	13%	(42)	13%	(43)	8%	(25)	14%	(45)	52%	(166)	321
Military HH: Yes	14%	(94)	20%	(133)	11%	(69)	13%	(83)	42%	(275)	654
Military HH: No	16%	(586)	18%	(658)	10%	(359)	13%	(492)	44%	(1650)	3746
RD/WT: Right Direction	18%	(292)	21%	(345)	11%	(177)	14%	(228)	37%	(623)	1666
RD/WT: Wrong Track	14%	(389)	16%	(446)	9%	(251)	13%	(347)	48%	(1301)	2734
Biden Job Approve	17%	(338)	20%	(394)	11%	(215)	13%	(254)	40%	(803)	2004
Biden Job Disapprove	15%	(318)	17%	(372)	9%	(187)	14%	(292)	45%	(970)	2140

Continued on next page

**Table MCSP4\_4:** And how often do you watch games in the following leagues that do not involve your favorite team?

NFL

Demographic	Multiple times a week		At least once a week		At least once a month		Less than once a month		Never		Total N
Adults	15%	(680)	18%	(791)	10%	(428)	13%	(575)	44%	(1925)	4400
Biden Job Strongly Approve	19%	(170)	21%	(193)	10%	(89)	12%	(110)	38%	(351)	913
Biden Job Somewhat Approve	15%	(168)	18%	(201)	11%	(125)	13%	(144)	41%	(452)	1091
Biden Job Somewhat Disapprove	16%	(102)	18%	(116)	9%	(59)	15%	(95)	43%	(276)	647
Biden Job Strongly Disapprove	14%	(215)	17%	(257)	9%	(128)	13%	(198)	47%	(694)	1493
Favorable of Biden	17%	(348)	20%	(411)	10%	(205)	13%	(262)	40%	(832)	2059
Unfavorable of Biden	14%	(300)	17%	(351)	9%	(198)	13%	(282)	46%	(961)	2093
Very Favorable of Biden	18%	(180)	22%	(220)	9%	(93)	12%	(125)	39%	(389)	1006
Somewhat Favorable of Biden	16%	(169)	18%	(191)	11%	(113)	13%	(137)	42%	(444)	1053
Somewhat Unfavorable of Biden	14%	(81)	16%	(93)	11%	(65)	14%	(79)	44%	(249)	567
Very Unfavorable of Biden	14%	(219)	17%	(259)	9%	(133)	13%	(203)	47%	(712)	1527
#1 Issue: Economy	18%	(280)	20%	(315)	11%	(169)	14%	(228)	38%	(608)	1601
#1 Issue: Security	15%	(105)	19%	(138)	9%	(62)	13%	(91)	45%	(326)	723
#1 Issue: Health Care	16%	(92)	18%	(99)	11%	(61)	14%	(76)	42%	(234)	561
#1 Issue: Medicare / Social Security	14%	(75)	18%	(92)	7%	(37)	12%	(64)	49%	(256)	525
#1 Issue: Women's Issues	10%	(29)	14%	(41)	12%	(35)	9%	(28)	56%	(166)	299
#1 Issue: Education	19%	(32)	19%	(31)	13%	(21)	17%	(29)	33%	(55)	168
#1 Issue: Energy	9%	(21)	18%	(40)	12%	(27)	12%	(28)	49%	(111)	227
#1 Issue: Other	16%	(46)	12%	(35)	6%	(17)	11%	(32)	56%	(167)	297
2020 Vote: Joe Biden	17%	(338)	21%	(408)	10%	(200)	12%	(234)	40%	(781)	1960
2020 Vote: Donald Trump	15%	(212)	18%	(256)	10%	(142)	13%	(181)	43%	(608)	1398
2020 Vote: Other	13%	(22)	19%	(31)	7%	(12)	15%	(25)	45%	(73)	164
2020 Vote: Didn't Vote	12%	(109)	11%	(97)	8%	(74)	15%	(133)	53%	(462)	875
2018 House Vote: Democrat	18%	(265)	21%	(310)	11%	(155)	11%	(169)	39%	(576)	1475
2018 House Vote: Republican	15%	(180)	19%	(230)	9%	(113)	14%	(166)	42%	(507)	1196
2018 House Vote: Someone else	10%	(12)	13%	(16)	11%	(14)	12%	(15)	53%	(66)	123
2016 Vote: Hillary Clinton	17%	(243)	21%	(295)	9%	(130)	13%	(181)	39%	(550)	1400
2016 Vote: Donald Trump	16%	(217)	19%	(254)	10%	(136)	12%	(164)	42%	(550)	1321
2016 Vote: Other	13%	(32)	20%	(49)	10%	(24)	13%	(32)	45%	(112)	249
2016 Vote: Didn't Vote	13%	(188)	14%	(193)	10%	(136)	14%	(198)	50%	(710)	1425

Continued on next page

**Table MCSP4\_4:** And how often do you watch games in the following leagues that do not involve your favorite team?  
 NFL

Demographic	Multiple times a week	At least once a week	At least once a month	Less than once a month	Never	Total N
Adults	15% (680)	18% (791)	10% (428)	13% (575)	44% (1925)	4400
Voted in 2014: Yes	17% (404)	20% (496)	10% (245)	12% (300)	41% (997)	2442
Voted in 2014: No	14% (277)	15% (296)	9% (183)	14% (276)	47% (928)	1958
4-Region: Northeast	16% (130)	21% (162)	7% (58)	12% (96)	43% (342)	787
4-Region: Midwest	14% (131)	16% (149)	11% (100)	14% (126)	45% (419)	925
4-Region: South	15% (242)	18% (292)	11% (176)	13% (212)	44% (726)	1648
4-Region: West	17% (177)	18% (189)	9% (94)	14% (142)	42% (438)	1040
2110001	15% (329)	17% (371)	9% (206)	13% (280)	46% (995)	2182
2110009	16% (351)	19% (420)	10% (222)	13% (296)	42% (929)	2218
Sports Fans	23% (658)	25% (726)	13% (384)	15% (448)	24% (683)	2899
Avid Sports Fans	43% (357)	30% (250)	11% (89)	7% (55)	9% (74)	824
Casual Sports Fans	15% (301)	23% (476)	14% (295)	19% (393)	29% (609)	2074
Non-Sports Fans	2% (23)	4% (65)	3% (44)	9% (128)	83% (1241)	1501
Sports Fans Non-NHL	19% (281)	22% (328)	12% (180)	16% (231)	31% (466)	1486
NHL Fans	25% (380)	27% (412)	14% (214)	15% (234)	19% (283)	1523
Avid NHL Fans	32% (122)	32% (123)	15% (58)	8% (31)	14% (54)	387
Casual NHL Fans	23% (258)	25% (290)	14% (156)	18% (203)	20% (229)	1137
Has Favorite NHL Team	28% (288)	28% (284)	13% (131)	13% (129)	19% (194)	1026
Has Favorite MLB Team	25% (456)	26% (475)	12% (211)	12% (222)	25% (459)	1823
Has Favorite NBA Team	30% (447)	25% (377)	13% (189)	13% (195)	18% (273)	1481
Has Favorite NFL Team	27% (628)	28% (668)	13% (308)	14% (335)	18% (416)	2355
MLB Fans	23% (528)	26% (589)	13% (294)	14% (311)	24% (540)	2262
NBA Fans	26% (521)	26% (519)	15% (296)	15% (294)	19% (390)	2020
NFL Fans	24% (676)	28% (766)	14% (400)	17% (458)	17% (462)	2762
Avid MLB Fans	34% (253)	31% (229)	10% (76)	8% (56)	17% (122)	736
Avid NBA	42% (281)	28% (189)	13% (86)	7% (49)	10% (70)	676
Avid NFL Fans	45% (540)	35% (421)	7% (88)	6% (70)	7% (81)	1200

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

**Table MCSP5\_1: Do you have a favorite player in the following leagues?**

NHL

Demographic	Yes	No	Total N
Adults	10% (453)	90% (3947)	4400
Gender: Male	14% (304)	86% (1820)	2124
Gender: Female	7% (149)	93% (2127)	2276
Age: 18-34	14% (184)	86% (1127)	1310
Age: 35-44	13% (93)	87% (622)	715
Age: 45-64	8% (121)	92% (1381)	1502
Age: 65+	6% (56)	94% (817)	873
GenZers: 1997-2012	11% (53)	89% (413)	465
Millennials: 1981-1996	15% (196)	85% (1081)	1276
GenXers: 1965-1980	9% (92)	91% (936)	1028
Baby Boomers: 1946-1964	7% (108)	93% (1347)	1455
PID: Dem (no lean)	12% (192)	88% (1461)	1653
PID: Ind (no lean)	8% (118)	92% (1346)	1464
PID: Rep (no lean)	11% (143)	89% (1140)	1284
PID/Gender: Dem Men	17% (132)	83% (644)	776
PID/Gender: Dem Women	7% (60)	93% (816)	877
PID/Gender: Ind Men	11% (80)	89% (670)	750
PID/Gender: Ind Women	5% (38)	95% (676)	714
PID/Gender: Rep Men	15% (92)	85% (506)	598
PID/Gender: Rep Women	7% (51)	93% (635)	686
Ideo: Liberal (1-3)	12% (156)	88% (1102)	1257
Ideo: Moderate (4)	10% (126)	90% (1131)	1257
Ideo: Conservative (5-7)	10% (139)	90% (1295)	1434
Educ: < College	9% (262)	91% (2762)	3024
Educ: Bachelors degree	14% (123)	86% (764)	888
Educ: Post-grad	14% (68)	86% (420)	488
Income: Under 50k	8% (197)	92% (2217)	2415
Income: 50k-100k	12% (167)	88% (1219)	1387
Income: 100k+	15% (89)	85% (510)	598
Ethnicity: White	10% (360)	90% (3083)	3443
Ethnicity: Hispanic	14% (97)	86% (602)	699
Ethnicity: Black	10% (54)	90% (495)	549

Continued on next page

**Table MCSP5\_1: Do you have a favorite player in the following leagues?**

**NHL**

Demographic	Yes	No	Total N
Adults	10% (453)	90% (3947)	4400
Ethnicity: Other	10% (39)	90% (369)	408
All Christian	12% (232)	88% (1743)	1974
All Non-Christian	19% (39)	81% (169)	208
Atheist	10% (26)	90% (232)	258
Agnostic/Nothing in particular	8% (94)	92% (1139)	1232
Something Else	9% (63)	91% (664)	727
Religious Non-Protestant/Catholic	17% (43)	83% (204)	247
Evangelical	11% (112)	89% (951)	1064
Non-Evangelical	11% (177)	89% (1402)	1578
Community: Urban	13% (153)	87% (1006)	1158
Community: Suburban	11% (222)	89% (1869)	2091
Community: Rural	7% (79)	93% (1072)	1151
Employ: Private Sector	13% (180)	87% (1163)	1343
Employ: Government	16% (42)	84% (221)	263
Employ: Self-Employed	14% (59)	86% (367)	426
Employ: Homemaker	9% (30)	91% (321)	351
Employ: Student	8% (12)	92% (136)	148
Employ: Retired	7% (68)	93% (936)	1003
Employ: Unemployed	6% (34)	94% (512)	546
Employ: Other	9% (29)	91% (292)	321
Military HH: Yes	9% (58)	91% (596)	654
Military HH: No	11% (396)	89% (3351)	3746
RD/WT: Right Direction	13% (211)	87% (1455)	1666
RD/WT: Wrong Track	9% (242)	91% (2492)	2734
Biden Job Approve	12% (247)	88% (1757)	2004
Biden Job Disapprove	9% (193)	91% (1947)	2140
Biden Job Strongly Approve	13% (117)	87% (796)	913
Biden Job Somewhat Approve	12% (130)	88% (961)	1091
Biden Job Somewhat Disapprove	9% (57)	91% (591)	647
Biden Job Strongly Disapprove	9% (136)	91% (1356)	1493

Continued on next page

**Table MCSP5\_1: Do you have a favorite player in the following leagues?**

NHL

Demographic	Yes	No	Total N
Adults	10% (453)	90% (3947)	4400
Favorable of Biden	12% (238)	88% (1821)	2059
Unfavorable of Biden	9% (193)	91% (1900)	2093
Very Favorable of Biden	12% (120)	88% (886)	1006
Somewhat Favorable of Biden	11% (117)	89% (936)	1053
Somewhat Unfavorable of Biden	10% (57)	90% (510)	567
Very Unfavorable of Biden	9% (137)	91% (1390)	1527
#1 Issue: Economy	9% (148)	91% (1453)	1601
#1 Issue: Security	11% (78)	89% (644)	723
#1 Issue: Health Care	15% (82)	85% (479)	561
#1 Issue: Medicare / Social Security	7% (36)	93% (489)	525
#1 Issue: Women's Issues	11% (31)	89% (268)	299
#1 Issue: Education	12% (20)	88% (147)	168
#1 Issue: Energy	14% (32)	86% (195)	227
#1 Issue: Other	8% (25)	92% (272)	297
2020 Vote: Joe Biden	12% (231)	88% (1729)	1960
2020 Vote: Donald Trump	10% (144)	90% (1255)	1398
2020 Vote: Other	12% (19)	88% (145)	164
2020 Vote: Didn't Vote	7% (59)	93% (815)	875
2018 House Vote: Democrat	11% (168)	89% (1307)	1475
2018 House Vote: Republican	11% (131)	89% (1065)	1196
2018 House Vote: Someone else	9% (11)	91% (113)	123
2016 Vote: Hillary Clinton	10% (146)	90% (1254)	1400
2016 Vote: Donald Trump	12% (157)	88% (1164)	1321
2016 Vote: Other	9% (23)	91% (226)	249
2016 Vote: Didn't Vote	9% (126)	91% (1299)	1425
Voted in 2014: Yes	11% (271)	89% (2171)	2442
Voted in 2014: No	9% (182)	91% (1776)	1958
4-Region: Northeast	14% (111)	86% (676)	787
4-Region: Midwest	11% (102)	89% (823)	925
4-Region: South	9% (141)	91% (1507)	1648
4-Region: West	10% (99)	90% (941)	1040

Continued on next page



**Table MCSP5\_1: Do you have a favorite player in the following leagues?**  
 NHL

Demographic	Yes	No	Total N
Adults	10% (453)	90% (3947)	4400
2110001	10% (210)	90% (1972)	2182
2110009	11% (244)	89% (1975)	2218
Sports Fans	15% (424)	85% (2475)	2899
Avid Sports Fans	24% (202)	76% (622)	824
Casual Sports Fans	11% (222)	89% (1852)	2074
Non-Sports Fans	2% (29)	98% (1472)	1501
Sports Fans Non-NHL	2% (28)	98% (1458)	1486
NHL Fans	27% (416)	73% (1108)	1523
Avid NHL Fans	58% (223)	42% (164)	387
Casual NHL Fans	17% (193)	83% (943)	1137
Has Favorite NHL Team	38% (394)	62% (633)	1026
Has Favorite MLB Team	19% (347)	81% (1476)	1823
Has Favorite NBA Team	18% (265)	82% (1216)	1481
Has Favorite NFL Team	16% (367)	84% (1988)	2355
MLB Fans	16% (366)	84% (1896)	2262
NBA Fans	15% (311)	85% (1709)	2020
NFL Fans	14% (400)	86% (2362)	2762
Avid MLB Fans	25% (184)	75% (552)	736
Avid NBA	22% (151)	78% (524)	676
Avid NFL Fans	19% (227)	81% (973)	1200

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

**Table MCSP5\_2: Do you have a favorite player in the following leagues?**

MLB

Demographic	Yes	No	Total N
Adults	21% (938)	79% (3462)	4400
Gender: Male	29% (616)	71% (1508)	2124
Gender: Female	14% (322)	86% (1954)	2276
Age: 18-34	23% (299)	77% (1012)	1310
Age: 35-44	24% (172)	76% (544)	715
Age: 45-64	20% (308)	80% (1194)	1502
Age: 65+	18% (160)	82% (712)	873
GenZers: 1997-2012	20% (93)	80% (372)	465
Millennials: 1981-1996	25% (313)	75% (963)	1276
GenXers: 1965-1980	23% (233)	77% (795)	1028
Baby Boomers: 1946-1964	19% (272)	81% (1183)	1455
PID: Dem (no lean)	22% (370)	78% (1282)	1653
PID: Ind (no lean)	18% (263)	82% (1201)	1464
PID: Rep (no lean)	24% (305)	76% (979)	1284
PID/Gender: Dem Men	31% (242)	69% (535)	776
PID/Gender: Dem Women	15% (129)	85% (748)	877
PID/Gender: Ind Men	24% (177)	76% (572)	750
PID/Gender: Ind Women	12% (86)	88% (628)	714
PID/Gender: Rep Men	33% (197)	67% (401)	598
PID/Gender: Rep Women	16% (108)	84% (578)	686
Ideo: Liberal (1-3)	21% (270)	79% (988)	1257
Ideo: Moderate (4)	20% (252)	80% (1006)	1257
Ideo: Conservative (5-7)	25% (352)	75% (1082)	1434
Educ: < College	19% (579)	81% (2446)	3024
Educ: Bachelors degree	25% (219)	75% (669)	888
Educ: Post-grad	29% (141)	71% (347)	488
Income: Under 50k	17% (405)	83% (2010)	2415
Income: 50k-100k	26% (362)	74% (1025)	1387
Income: 100k+	29% (172)	71% (427)	598
Ethnicity: White	21% (726)	79% (2717)	3443
Ethnicity: Hispanic	28% (192)	72% (507)	699
Ethnicity: Black	19% (104)	81% (444)	549

Continued on next page

**Table MCSP5\_2: Do you have a favorite player in the following leagues?**

**MLB**

<b>Demographic</b>	<b>Yes</b>		<b>No</b>		<b>Total N</b>
Adults	21%	(938)	79%	(3462)	4400
Ethnicity: Other	26%	(108)	74%	(300)	408
All Christian	25%	(491)	75%	(1483)	1974
All Non-Christian	34%	(71)	66%	(137)	208
Atheist	17%	(43)	83%	(215)	258
Agnostic/Nothing in particular	16%	(199)	84%	(1034)	1232
Something Else	19%	(135)	81%	(592)	727
Religious Non-Protestant/Catholic	31%	(76)	69%	(171)	247
Evangelical	23%	(242)	77%	(822)	1064
Non-Evangelical	24%	(374)	76%	(1204)	1578
Community: Urban	24%	(275)	76%	(884)	1158
Community: Suburban	22%	(470)	78%	(1621)	2091
Community: Rural	17%	(193)	83%	(958)	1151
Employ: Private Sector	28%	(376)	72%	(967)	1343
Employ: Government	28%	(74)	72%	(189)	263
Employ: Self-Employed	23%	(96)	77%	(329)	426
Employ: Homemaker	13%	(46)	87%	(305)	351
Employ: Student	20%	(29)	80%	(119)	148
Employ: Retired	18%	(178)	82%	(825)	1003
Employ: Unemployed	15%	(83)	85%	(462)	546
Employ: Other	17%	(55)	83%	(266)	321
Military HH: Yes	19%	(127)	81%	(526)	654
Military HH: No	22%	(811)	78%	(2935)	3746
RD/WT: Right Direction	24%	(403)	76%	(1263)	1666
RD/WT: Wrong Track	20%	(536)	80%	(2199)	2734
Biden Job Approve	23%	(463)	77%	(1541)	2004
Biden Job Disapprove	21%	(443)	79%	(1697)	2140
Biden Job Strongly Approve	25%	(230)	75%	(683)	913
Biden Job Somewhat Approve	21%	(233)	79%	(858)	1091
Biden Job Somewhat Disapprove	21%	(136)	79%	(511)	647
Biden Job Strongly Disapprove	21%	(306)	79%	(1186)	1493

Continued on next page

**Table MCSP5\_2: Do you have a favorite player in the following leagues?**

MLB

Demographic	Yes	No	Total N
Adults	21% (938)	79% (3462)	4400
Favorable of Biden	23% (478)	77% (1581)	2059
Unfavorable of Biden	20% (427)	80% (1666)	2093
Very Favorable of Biden	24% (241)	76% (765)	1006
Somewhat Favorable of Biden	22% (236)	78% (816)	1053
Somewhat Unfavorable of Biden	20% (112)	80% (455)	567
Very Unfavorable of Biden	21% (315)	79% (1211)	1527
#1 Issue: Economy	23% (361)	77% (1240)	1601
#1 Issue: Security	23% (167)	77% (556)	723
#1 Issue: Health Care	23% (128)	77% (434)	561
#1 Issue: Medicare / Social Security	17% (87)	83% (438)	525
#1 Issue: Women's Issues	18% (53)	82% (246)	299
#1 Issue: Education	22% (37)	78% (130)	168
#1 Issue: Energy	20% (46)	80% (181)	227
#1 Issue: Other	20% (60)	80% (237)	297
2020 Vote: Joe Biden	23% (452)	77% (1508)	1960
2020 Vote: Donald Trump	22% (313)	78% (1085)	1398
2020 Vote: Other	23% (37)	77% (127)	164
2020 Vote: Didn't Vote	16% (136)	84% (739)	875
2018 House Vote: Democrat	23% (344)	77% (1130)	1475
2018 House Vote: Republican	22% (267)	78% (929)	1196
2018 House Vote: Someone else	20% (24)	80% (99)	123
2016 Vote: Hillary Clinton	23% (319)	77% (1080)	1400
2016 Vote: Donald Trump	24% (316)	76% (1005)	1321
2016 Vote: Other	18% (45)	82% (204)	249
2016 Vote: Didn't Vote	18% (256)	82% (1169)	1425
Voted in 2014: Yes	24% (575)	76% (1867)	2442
Voted in 2014: No	19% (363)	81% (1595)	1958
4-Region: Northeast	28% (216)	72% (571)	787
4-Region: Midwest	22% (203)	78% (721)	925
4-Region: South	18% (299)	82% (1349)	1648
4-Region: West	21% (219)	79% (821)	1040

Continued on next page

**Table MCSP5\_2: Do you have a favorite player in the following leagues?**

**MLB**

<b>Demographic</b>	<b>Yes</b>		<b>No</b>		<b>Total N</b>
Adults	21%	(938)	79%	(3462)	4400
2110001	21%	(454)	79%	(1727)	2182
2110009	22%	(484)	78%	(1735)	2218
Sports Fans	31%	(892)	69%	(2007)	2899
Avid Sports Fans	53%	(436)	47%	(388)	824
Casual Sports Fans	22%	(456)	78%	(1619)	2074
Non-Sports Fans	3%	(46)	97%	(1455)	1501
Sports Fans Non-NHL	25%	(370)	75%	(1116)	1486
NHL Fans	35%	(534)	65%	(990)	1523
Avid NHL Fans	47%	(182)	53%	(205)	387
Casual NHL Fans	31%	(352)	69%	(785)	1137
Has Favorite NHL Team	45%	(458)	55%	(569)	1026
Has Favorite MLB Team	48%	(877)	52%	(946)	1823
Has Favorite NBA Team	39%	(575)	61%	(906)	1481
Has Favorite NFL Team	32%	(759)	68%	(1596)	2355
MLB Fans	39%	(893)	61%	(1369)	2262
NBA Fans	33%	(660)	67%	(1360)	2020
NFL Fans	29%	(814)	71%	(1947)	2762
Avid MLB Fans	71%	(525)	29%	(212)	736
Avid NBA	48%	(324)	52%	(351)	676
Avid NFL Fans	41%	(492)	59%	(708)	1200

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

**Table MCSP5\_3: Do you have a favorite player in the following leagues?**

NBA

Demographic	Yes	No	Total N
Adults	24% (1075)	76% (3325)	4400
Gender: Male	34% (727)	66% (1396)	2124
Gender: Female	15% (348)	85% (1929)	2276
Age: 18-34	36% (472)	64% (838)	1310
Age: 35-44	33% (235)	67% (480)	715
Age: 45-64	17% (259)	83% (1243)	1502
Age: 65+	12% (109)	88% (764)	873
GenZers: 1997-2012	35% (163)	65% (302)	465
Millennials: 1981-1996	36% (462)	64% (815)	1276
GenXers: 1965-1980	24% (249)	76% (778)	1028
Baby Boomers: 1946-1964	12% (178)	88% (1276)	1455
PID: Dem (no lean)	30% (493)	70% (1160)	1653
PID: Ind (no lean)	23% (333)	77% (1130)	1464
PID: Rep (no lean)	19% (249)	81% (1035)	1284
PID/Gender: Dem Men	42% (325)	58% (451)	776
PID/Gender: Dem Women	19% (168)	81% (708)	877
PID/Gender: Ind Men	30% (228)	70% (521)	750
PID/Gender: Ind Women	15% (105)	85% (609)	714
PID/Gender: Rep Men	29% (174)	71% (424)	598
PID/Gender: Rep Women	11% (74)	89% (611)	686
Ideo: Liberal (1-3)	31% (394)	69% (864)	1257
Ideo: Moderate (4)	24% (305)	76% (952)	1257
Ideo: Conservative (5-7)	19% (276)	81% (1158)	1434
Educ: < College	23% (685)	77% (2340)	3024
Educ: Bachelors degree	28% (246)	72% (642)	888
Educ: Post-grad	30% (145)	70% (343)	488
Income: Under 50k	22% (525)	78% (1890)	2415
Income: 50k-100k	26% (357)	74% (1030)	1387
Income: 100k+	32% (193)	68% (405)	598
Ethnicity: White	18% (627)	82% (2817)	3443
Ethnicity: Hispanic	37% (256)	63% (443)	699
Ethnicity: Black	56% (306)	44% (243)	549

Continued on next page

**Table MCSP5\_3: Do you have a favorite player in the following leagues?**

**NBA**

<b>Demographic</b>	<b>Yes</b>	<b>No</b>	<b>Total N</b>
Adults	24% (1075)	76% (3325)	4400
Ethnicity: Other	35% (143)	65% (265)	408
All Christian	23% (448)	77% (1527)	1974
All Non-Christian	34% (72)	66% (136)	208
Atheist	23% (58)	77% (199)	258
Agnostic/Nothing in particular	23% (286)	77% (946)	1232
Something Else	29% (212)	71% (516)	727
Religious Non-Protestant/Catholic	32% (80)	68% (167)	247
Evangelical	28% (295)	72% (768)	1064
Non-Evangelical	22% (351)	78% (1227)	1578
Community: Urban	33% (385)	67% (773)	1158
Community: Suburban	24% (493)	76% (1598)	2091
Community: Rural	17% (197)	83% (954)	1151
Employ: Private Sector	30% (403)	70% (940)	1343
Employ: Government	36% (96)	64% (167)	263
Employ: Self-Employed	36% (151)	64% (274)	426
Employ: Homemaker	17% (58)	83% (293)	351
Employ: Student	37% (55)	63% (93)	148
Employ: Retired	11% (112)	89% (892)	1003
Employ: Unemployed	24% (129)	76% (416)	546
Employ: Other	22% (71)	78% (249)	321
Military HH: Yes	20% (131)	80% (523)	654
Military HH: No	25% (944)	75% (2802)	3746
RD/WT: Right Direction	32% (526)	68% (1140)	1666
RD/WT: Wrong Track	20% (549)	80% (2185)	2734
Biden Job Approve	30% (609)	70% (1395)	2004
Biden Job Disapprove	19% (417)	81% (1723)	2140
Biden Job Strongly Approve	31% (285)	69% (629)	913
Biden Job Somewhat Approve	30% (324)	70% (766)	1091
Biden Job Somewhat Disapprove	26% (166)	74% (482)	647
Biden Job Strongly Disapprove	17% (252)	83% (1241)	1493

Continued on next page

**Table MCSP5\_3: Do you have a favorite player in the following leagues?**

NBA

Demographic	Yes	No	Total N
Adults	24% (1075)	76% (3325)	4400
Favorable of Biden	30% (622)	70% (1437)	2059
Unfavorable of Biden	19% (394)	81% (1699)	2093
Very Favorable of Biden	34% (339)	66% (667)	1006
Somewhat Favorable of Biden	27% (283)	73% (770)	1053
Somewhat Unfavorable of Biden	25% (141)	75% (426)	567
Very Unfavorable of Biden	17% (254)	83% (1273)	1527
#1 Issue: Economy	29% (457)	71% (1144)	1601
#1 Issue: Security	19% (138)	81% (585)	723
#1 Issue: Health Care	27% (149)	73% (412)	561
#1 Issue: Medicare / Social Security	14% (75)	86% (450)	525
#1 Issue: Women's Issues	24% (72)	76% (227)	299
#1 Issue: Education	33% (56)	67% (112)	168
#1 Issue: Energy	26% (58)	74% (169)	227
#1 Issue: Other	24% (71)	76% (226)	297
2020 Vote: Joe Biden	30% (586)	70% (1374)	1960
2020 Vote: Donald Trump	18% (245)	82% (1153)	1398
2020 Vote: Other	26% (42)	74% (122)	164
2020 Vote: Didn't Vote	23% (201)	77% (673)	875
2018 House Vote: Democrat	29% (424)	71% (1050)	1475
2018 House Vote: Republican	17% (208)	83% (988)	1196
2018 House Vote: Someone else	23% (29)	77% (95)	123
2016 Vote: Hillary Clinton	30% (421)	70% (978)	1400
2016 Vote: Donald Trump	19% (247)	81% (1073)	1321
2016 Vote: Other	20% (49)	80% (200)	249
2016 Vote: Didn't Vote	25% (356)	75% (1069)	1425
Voted in 2014: Yes	23% (557)	77% (1884)	2442
Voted in 2014: No	26% (518)	74% (1441)	1958
4-Region: Northeast	25% (199)	75% (588)	787
4-Region: Midwest	22% (203)	78% (721)	925
4-Region: South	24% (398)	76% (1250)	1648
4-Region: West	26% (274)	74% (766)	1040

Continued on next page



**Table MCSP5\_3: Do you have a favorite player in the following leagues?**

**NBA**

Demographic	Yes	No	Total N
Adults	24% (1075)	76% (3325)	4400
2110001	24% (529)	76% (1653)	2182
2110009	25% (546)	75% (1672)	2218
Sports Fans	35% (1007)	65% (1892)	2899
Avid Sports Fans	56% (465)	44% (359)	824
Casual Sports Fans	26% (541)	74% (1533)	2074
Non-Sports Fans	5% (69)	95% (1433)	1501
Sports Fans Non-NHL	33% (490)	67% (996)	1486
NHL Fans	35% (528)	65% (996)	1523
Avid NHL Fans	36% (141)	64% (246)	387
Casual NHL Fans	34% (387)	66% (750)	1137
Has Favorite NHL Team	38% (388)	62% (639)	1026
Has Favorite MLB Team	36% (656)	64% (1168)	1823
Has Favorite NBA Team	65% (961)	35% (519)	1481
Has Favorite NFL Team	37% (877)	63% (1478)	2355
MLB Fans	34% (761)	66% (1501)	2262
NBA Fans	50% (1013)	50% (1007)	2020
NFL Fans	35% (954)	65% (1808)	2762
Avid MLB Fans	43% (320)	57% (416)	736
Avid NBA	80% (542)	20% (134)	676
Avid NFL Fans	46% (557)	54% (643)	1200

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

**Table MCSP5\_4: Do you have a favorite player in the following leagues?**

NFL

Demographic	Yes	No	Total N
Adults	35% (1548)	65% (2852)	4400
Gender: Male	45% (961)	55% (1162)	2124
Gender: Female	26% (586)	74% (1690)	2276
Age: 18-34	41% (531)	59% (779)	1310
Age: 35-44	41% (294)	59% (422)	715
Age: 45-64	31% (471)	69% (1031)	1502
Age: 65+	29% (252)	71% (620)	873
GenZers: 1997-2012	41% (189)	59% (276)	465
Millennials: 1981-1996	41% (528)	59% (749)	1276
GenXers: 1965-1980	36% (369)	64% (658)	1028
Baby Boomers: 1946-1964	29% (419)	71% (1036)	1455
PID: Dem (no lean)	39% (637)	61% (1016)	1653
PID: Ind (no lean)	31% (449)	69% (1014)	1464
PID: Rep (no lean)	36% (461)	64% (823)	1284
PID/Gender: Dem Men	51% (394)	49% (382)	776
PID/Gender: Dem Women	28% (243)	72% (634)	877
PID/Gender: Ind Men	39% (289)	61% (460)	750
PID/Gender: Ind Women	22% (160)	78% (554)	714
PID/Gender: Rep Men	46% (278)	54% (320)	598
PID/Gender: Rep Women	27% (183)	73% (503)	686
Ideo: Liberal (1-3)	37% (470)	63% (788)	1257
Ideo: Moderate (4)	35% (442)	65% (815)	1257
Ideo: Conservative (5-7)	36% (514)	64% (920)	1434
Educ: < College	35% (1049)	65% (1975)	3024
Educ: Bachelors degree	36% (318)	64% (570)	888
Educ: Post-grad	37% (181)	63% (307)	488
Income: Under 50k	32% (767)	68% (1648)	2415
Income: 50k-100k	39% (534)	61% (853)	1387
Income: 100k+	41% (247)	59% (352)	598
Ethnicity: White	33% (1128)	67% (2315)	3443
Ethnicity: Hispanic	46% (323)	54% (375)	699
Ethnicity: Black	48% (264)	52% (285)	549

Continued on next page

**Table MCSP5\_4: Do you have a favorite player in the following leagues?**

NFL

Demographic	Yes	No	Total N
Adults	35% (1548)	65% (2852)	4400
Ethnicity: Other	38% (155)	62% (253)	408
All Christian	37% (727)	63% (1248)	1974
All Non-Christian	38% (80)	62% (128)	208
Atheist	29% (74)	71% (183)	258
Agnostic/Nothing in particular	31% (383)	69% (850)	1232
Something Else	39% (284)	61% (443)	727
Religious Non-Protestant/Catholic	35% (87)	65% (160)	247
Evangelical	39% (411)	61% (652)	1064
Non-Evangelical	37% (584)	63% (994)	1578
Community: Urban	37% (427)	63% (732)	1158
Community: Suburban	36% (746)	64% (1344)	2091
Community: Rural	33% (374)	67% (776)	1151
Employ: Private Sector	41% (546)	59% (797)	1343
Employ: Government	45% (119)	55% (144)	263
Employ: Self-Employed	41% (174)	59% (252)	426
Employ: Homemaker	26% (90)	74% (261)	351
Employ: Student	40% (59)	60% (89)	148
Employ: Retired	28% (278)	72% (725)	1003
Employ: Unemployed	32% (177)	68% (368)	546
Employ: Other	33% (104)	67% (216)	321
Military HH: Yes	37% (244)	63% (410)	654
Military HH: No	35% (1304)	65% (2442)	3746
RD/WT: Right Direction	40% (661)	60% (1005)	1666
RD/WT: Wrong Track	32% (886)	68% (1848)	2734
Biden Job Approve	38% (764)	62% (1240)	2004
Biden Job Disapprove	34% (730)	66% (1410)	2140
Biden Job Strongly Approve	41% (375)	59% (539)	913
Biden Job Somewhat Approve	36% (389)	64% (702)	1091
Biden Job Somewhat Disapprove	36% (234)	64% (413)	647
Biden Job Strongly Disapprove	33% (496)	67% (996)	1493

Continued on next page

**Table MCSP5\_4: Do you have a favorite player in the following leagues?**

NFL

Demographic	Yes	No	Total N
Adults	35% (1548)	65% (2852)	4400
Favorable of Biden	38% (782)	62% (1277)	2059
Unfavorable of Biden	34% (701)	66% (1392)	2093
Very Favorable of Biden	41% (415)	59% (591)	1006
Somewhat Favorable of Biden	35% (367)	65% (685)	1053
Somewhat Unfavorable of Biden	35% (199)	65% (368)	567
Very Unfavorable of Biden	33% (503)	67% (1024)	1527
#1 Issue: Economy	39% (623)	61% (978)	1601
#1 Issue: Security	36% (260)	64% (462)	723
#1 Issue: Health Care	35% (195)	65% (366)	561
#1 Issue: Medicare / Social Security	28% (149)	72% (376)	525
#1 Issue: Women's Issues	28% (85)	72% (214)	299
#1 Issue: Education	40% (67)	60% (100)	168
#1 Issue: Energy	35% (80)	65% (147)	227
#1 Issue: Other	30% (88)	70% (209)	297
2020 Vote: Joe Biden	39% (755)	61% (1205)	1960
2020 Vote: Donald Trump	34% (480)	66% (918)	1398
2020 Vote: Other	36% (59)	64% (105)	164
2020 Vote: Didn't Vote	29% (252)	71% (623)	875
2018 House Vote: Democrat	38% (560)	62% (914)	1475
2018 House Vote: Republican	35% (422)	65% (774)	1196
2018 House Vote: Someone else	32% (39)	68% (84)	123
2016 Vote: Hillary Clinton	38% (534)	62% (865)	1400
2016 Vote: Donald Trump	35% (461)	65% (860)	1321
2016 Vote: Other	34% (86)	66% (164)	249
2016 Vote: Didn't Vote	33% (466)	67% (960)	1425
Voted in 2014: Yes	36% (887)	64% (1555)	2442
Voted in 2014: No	34% (661)	66% (1297)	1958
4-Region: Northeast	37% (289)	63% (498)	787
4-Region: Midwest	34% (313)	66% (611)	925
4-Region: South	37% (604)	63% (1045)	1648
4-Region: West	33% (341)	67% (699)	1040

Continued on next page

**Table MCSP5\_4:** Do you have a favorite player in the following leagues?

NFL

Demographic	Yes	No	Total N
Adults	35% (1548)	65% (2852)	4400
2110001	35% (753)	65% (1428)	2182
2110009	36% (795)	64% (1424)	2218
Sports Fans	49% (1425)	51% (1473)	2899
Avid Sports Fans	69% (572)	31% (253)	824
Casual Sports Fans	41% (854)	59% (1221)	2074
Non-Sports Fans	8% (122)	92% (1379)	1501
Sports Fans Non-NHL	45% (673)	55% (813)	1486
NHL Fans	51% (771)	49% (753)	1523
Avid NHL Fans	56% (216)	44% (171)	387
Casual NHL Fans	49% (554)	51% (582)	1137
Has Favorite NHL Team	58% (593)	42% (433)	1026
Has Favorite MLB Team	52% (950)	48% (873)	1823
Has Favorite NBA Team	61% (908)	39% (572)	1481
Has Favorite NFL Team	61% (1440)	39% (915)	2355
MLB Fans	48% (1089)	52% (1173)	2262
NBA Fans	53% (1065)	47% (955)	2020
NFL Fans	54% (1487)	46% (1275)	2762
Avid MLB Fans	61% (451)	39% (285)	736
Avid NBA	68% (462)	32% (214)	676
Avid NFL Fans	73% (877)	27% (323)	1200

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

**Table MCSP6\_1: Do you have a favorite team in the following leagues?**

NHL

Demographic	Yes	No	Total N
Adults	23% (1026)	77% (3374)	4400
Gender: Male	31% (652)	69% (1471)	2124
Gender: Female	16% (374)	84% (1902)	2276
Age: 18-34	22% (285)	78% (1025)	1310
Age: 35-44	25% (180)	75% (535)	715
Age: 45-64	25% (368)	75% (1133)	1502
Age: 65+	22% (193)	78% (680)	873
GenZers: 1997-2012	17% (78)	83% (387)	465
Millennials: 1981-1996	25% (320)	75% (956)	1276
GenXers: 1965-1980	26% (269)	74% (758)	1028
Baby Boomers: 1946-1964	23% (328)	77% (1127)	1455
PID: Dem (no lean)	24% (399)	76% (1254)	1653
PID: Ind (no lean)	22% (315)	78% (1149)	1464
PID: Rep (no lean)	24% (313)	76% (971)	1284
PID/Gender: Dem Men	31% (244)	69% (532)	776
PID/Gender: Dem Women	18% (155)	82% (722)	877
PID/Gender: Ind Men	28% (207)	72% (542)	750
PID/Gender: Ind Women	15% (108)	85% (606)	714
PID/Gender: Rep Men	34% (201)	66% (397)	598
PID/Gender: Rep Women	16% (112)	84% (574)	686
Ideo: Liberal (1-3)	26% (330)	74% (928)	1257
Ideo: Moderate (4)	23% (287)	77% (971)	1257
Ideo: Conservative (5-7)	25% (357)	75% (1077)	1434
Educ: < College	19% (589)	81% (2435)	3024
Educ: Bachelors degree	31% (279)	69% (609)	888
Educ: Post-grad	33% (159)	67% (329)	488
Income: Under 50k	19% (447)	81% (1968)	2415
Income: 50k-100k	27% (377)	73% (1010)	1387
Income: 100k+	34% (202)	66% (396)	598
Ethnicity: White	25% (850)	75% (2593)	3443
Ethnicity: Hispanic	21% (149)	79% (549)	699
Ethnicity: Black	18% (98)	82% (451)	549

Continued on next page

**Table MCSP6\_1: Do you have a favorite team in the following leagues?**

**NHL**

<b>Demographic</b>	<b>Yes</b>		<b>No</b>		<b>Total N</b>
Adults	23%	(1026)	77%	(3374)	4400
Ethnicity: Other	19%	(78)	81%	(330)	408
All Christian	27%	(524)	73%	(1450)	1974
All Non-Christian	39%	(81)	61%	(127)	208
Atheist	23%	(61)	77%	(197)	258
Agnostic/Nothing in particular	18%	(218)	82%	(1014)	1232
Something Else	20%	(143)	80%	(585)	727
Religious Non-Protestant/Catholic	35%	(87)	65%	(160)	247
Evangelical	21%	(222)	79%	(842)	1064
Non-Evangelical	27%	(433)	73%	(1145)	1578
Community: Urban	26%	(300)	74%	(859)	1158
Community: Suburban	26%	(536)	74%	(1554)	2091
Community: Rural	17%	(190)	83%	(961)	1151
Employ: Private Sector	31%	(416)	69%	(927)	1343
Employ: Government	27%	(72)	73%	(192)	263
Employ: Self-Employed	28%	(118)	72%	(307)	426
Employ: Homemaker	18%	(63)	82%	(288)	351
Employ: Student	13%	(19)	87%	(128)	148
Employ: Retired	21%	(213)	79%	(790)	1003
Employ: Unemployed	15%	(80)	85%	(465)	546
Employ: Other	14%	(45)	86%	(276)	321
Military HH: Yes	24%	(157)	76%	(497)	654
Military HH: No	23%	(870)	77%	(2877)	3746
RD/WT: Right Direction	26%	(436)	74%	(1230)	1666
RD/WT: Wrong Track	22%	(590)	78%	(2144)	2734
Biden Job Approve	26%	(516)	74%	(1488)	2004
Biden Job Disapprove	22%	(477)	78%	(1663)	2140
Biden Job Strongly Approve	26%	(235)	74%	(678)	913
Biden Job Somewhat Approve	26%	(281)	74%	(810)	1091
Biden Job Somewhat Disapprove	18%	(118)	82%	(529)	647
Biden Job Strongly Disapprove	24%	(359)	76%	(1134)	1493

Continued on next page

**Table MCSP6\_1: Do you have a favorite team in the following leagues?**

NHL

Demographic	Yes	No	Total N
Adults	23% (1026)	77% (3374)	4400
Favorable of Biden	25% (520)	75% (1539)	2059
Unfavorable of Biden	22% (467)	78% (1626)	2093
Very Favorable of Biden	25% (254)	75% (752)	1006
Somewhat Favorable of Biden	25% (265)	75% (787)	1053
Somewhat Unfavorable of Biden	20% (112)	80% (455)	567
Very Unfavorable of Biden	23% (356)	77% (1171)	1527
#1 Issue: Economy	24% (392)	76% (1209)	1601
#1 Issue: Security	27% (196)	73% (527)	723
#1 Issue: Health Care	26% (143)	74% (418)	561
#1 Issue: Medicare / Social Security	18% (94)	82% (431)	525
#1 Issue: Women's Issues	20% (60)	80% (239)	299
#1 Issue: Education	17% (28)	83% (140)	168
#1 Issue: Energy	25% (56)	75% (171)	227
#1 Issue: Other	19% (58)	81% (239)	297
2020 Vote: Joe Biden	26% (504)	74% (1456)	1960
2020 Vote: Donald Trump	25% (356)	75% (1043)	1398
2020 Vote: Other	25% (42)	75% (123)	164
2020 Vote: Didn't Vote	14% (125)	86% (750)	875
2018 House Vote: Democrat	26% (384)	74% (1091)	1475
2018 House Vote: Republican	27% (324)	73% (872)	1196
2018 House Vote: Someone else	22% (28)	78% (96)	123
2016 Vote: Hillary Clinton	25% (343)	75% (1056)	1400
2016 Vote: Donald Trump	28% (368)	72% (953)	1321
2016 Vote: Other	27% (67)	73% (182)	249
2016 Vote: Didn't Vote	17% (247)	83% (1178)	1425
Voted in 2014: Yes	27% (650)	73% (1791)	2442
Voted in 2014: No	19% (376)	81% (1582)	1958
4-Region: Northeast	31% (247)	69% (540)	787
4-Region: Midwest	26% (239)	74% (686)	925
4-Region: South	19% (319)	81% (1329)	1648
4-Region: West	21% (221)	79% (819)	1040

Continued on next page



**Table MCSP6\_1: Do you have a favorite team in the following leagues?**

**NHL**

Demographic	Yes	No	Total N
Adults	23% (1026)	77% (3374)	4400
2110001	22% (486)	78% (1696)	2182
2110009	24% (541)	76% (1678)	2218
Sports Fans	33% (954)	67% (1944)	2899
Avid Sports Fans	47% (384)	53% (441)	824
Casual Sports Fans	28% (571)	72% (1504)	2074
Non-Sports Fans	5% (72)	95% (1429)	1501
Sports Fans Non-NHL	7% (102)	93% (1384)	1486
NHL Fans	60% (908)	40% (615)	1523
Avid NHL Fans	81% (313)	19% (74)	387
Casual NHL Fans	52% (595)	48% (541)	1137
Has Favorite NHL Team	100% (1026)	— (0)	1026
Has Favorite MLB Team	46% (835)	54% (988)	1823
Has Favorite NBA Team	40% (599)	60% (881)	1481
Has Favorite NFL Team	38% (886)	62% (1468)	2355
MLB Fans	38% (864)	62% (1398)	2262
NBA Fans	32% (650)	68% (1371)	2020
NFL Fans	33% (901)	67% (1861)	2762
Avid MLB Fans	50% (366)	50% (370)	736
Avid NBA	38% (258)	62% (418)	676
Avid NFL Fans	42% (502)	58% (698)	1200

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

**Table MCSP6\_2: Do you have a favorite team in the following leagues?**

MLB

Demographic	Yes	No	Total N
Adults	41% (1823)	59% (2577)	4400
Gender: Male	53% (1116)	47% (1007)	2124
Gender: Female	31% (707)	69% (1570)	2276
Age: 18-34	35% (458)	65% (852)	1310
Age: 35-44	41% (295)	59% (421)	715
Age: 45-64	45% (669)	55% (833)	1502
Age: 65+	46% (401)	54% (471)	873
GenZers: 1997-2012	29% (134)	71% (331)	465
Millennials: 1981-1996	40% (510)	60% (767)	1276
GenXers: 1965-1980	43% (447)	57% (581)	1028
Baby Boomers: 1946-1964	45% (660)	55% (795)	1455
PID: Dem (no lean)	43% (705)	57% (948)	1653
PID: Ind (no lean)	37% (538)	63% (925)	1464
PID: Rep (no lean)	45% (581)	55% (703)	1284
PID/Gender: Dem Men	54% (420)	46% (356)	776
PID/Gender: Dem Women	32% (285)	68% (592)	877
PID/Gender: Ind Men	46% (344)	54% (406)	750
PID/Gender: Ind Women	27% (194)	73% (520)	714
PID/Gender: Rep Men	59% (353)	41% (245)	598
PID/Gender: Rep Women	33% (228)	67% (458)	686
Ideo: Liberal (1-3)	43% (537)	57% (721)	1257
Ideo: Moderate (4)	40% (498)	60% (759)	1257
Ideo: Conservative (5-7)	47% (677)	53% (757)	1434
Educ: < College	38% (1134)	62% (1890)	3024
Educ: Bachelors degree	51% (451)	49% (437)	888
Educ: Post-grad	49% (238)	51% (250)	488
Income: Under 50k	35% (839)	65% (1576)	2415
Income: 50k-100k	47% (656)	53% (731)	1387
Income: 100k+	55% (329)	45% (270)	598
Ethnicity: White	43% (1489)	57% (1955)	3443
Ethnicity: Hispanic	40% (279)	60% (420)	699
Ethnicity: Black	31% (171)	69% (378)	549

Continued on next page

**Table MCSP6\_2: Do you have a favorite team in the following leagues?**

**MLB**

<b>Demographic</b>	<b>Yes</b>		<b>No</b>		<b>Total N</b>
Adults	41%	(1823)	59%	(2577)	4400
Ethnicity: Other	40%	(163)	60%	(245)	408
All Christian	49%	(977)	51%	(997)	1974
All Non-Christian	53%	(109)	47%	(98)	208
Atheist	32%	(82)	68%	(176)	258
Agnostic/Nothing in particular	33%	(401)	67%	(831)	1232
Something Else	35%	(253)	65%	(474)	727
Religious Non-Protestant/Catholic	48%	(120)	52%	(127)	247
Evangelical	43%	(454)	57%	(610)	1064
Non-Evangelical	48%	(756)	52%	(822)	1578
Community: Urban	41%	(480)	59%	(678)	1158
Community: Suburban	46%	(952)	54%	(1139)	2091
Community: Rural	34%	(391)	66%	(759)	1151
Employ: Private Sector	48%	(639)	52%	(705)	1343
Employ: Government	46%	(121)	54%	(142)	263
Employ: Self-Employed	42%	(181)	58%	(245)	426
Employ: Homemaker	29%	(102)	71%	(249)	351
Employ: Student	34%	(51)	66%	(97)	148
Employ: Retired	46%	(466)	54%	(537)	1003
Employ: Unemployed	32%	(172)	68%	(373)	546
Employ: Other	29%	(92)	71%	(229)	321
Military HH: Yes	43%	(283)	57%	(371)	654
Military HH: No	41%	(1541)	59%	(2206)	3746
RD/WT: Right Direction	43%	(713)	57%	(953)	1666
RD/WT: Wrong Track	41%	(1110)	59%	(1624)	2734
Biden Job Approve	44%	(884)	56%	(1120)	2004
Biden Job Disapprove	41%	(885)	59%	(1255)	2140
Biden Job Strongly Approve	47%	(428)	53%	(486)	913
Biden Job Somewhat Approve	42%	(456)	58%	(635)	1091
Biden Job Somewhat Disapprove	38%	(246)	62%	(401)	647
Biden Job Strongly Disapprove	43%	(639)	57%	(854)	1493

Continued on next page

**Table MCSP6\_2: Do you have a favorite team in the following leagues?**

MLB

Demographic	Yes	No	Total N
Adults	41% (1823)	59% (2577)	4400
Favorable of Biden	43% (895)	57% (1163)	2059
Unfavorable of Biden	41% (861)	59% (1232)	2093
Very Favorable of Biden	46% (465)	54% (541)	1006
Somewhat Favorable of Biden	41% (431)	59% (622)	1053
Somewhat Unfavorable of Biden	38% (214)	62% (353)	567
Very Unfavorable of Biden	42% (648)	58% (879)	1527
#1 Issue: Economy	44% (700)	56% (900)	1601
#1 Issue: Security	44% (321)	56% (402)	723
#1 Issue: Health Care	41% (228)	59% (333)	561
#1 Issue: Medicare / Social Security	43% (223)	57% (302)	525
#1 Issue: Women's Issues	30% (90)	70% (209)	299
#1 Issue: Education	38% (64)	62% (104)	168
#1 Issue: Energy	39% (90)	61% (138)	227
#1 Issue: Other	36% (107)	64% (189)	297
2020 Vote: Joe Biden	44% (870)	56% (1090)	1960
2020 Vote: Donald Trump	45% (630)	55% (768)	1398
2020 Vote: Other	48% (78)	52% (86)	164
2020 Vote: Didn't Vote	28% (243)	72% (632)	875
2018 House Vote: Democrat	47% (688)	53% (787)	1475
2018 House Vote: Republican	46% (554)	54% (642)	1196
2018 House Vote: Someone else	37% (45)	63% (78)	123
2016 Vote: Hillary Clinton	46% (644)	54% (756)	1400
2016 Vote: Donald Trump	49% (643)	51% (678)	1321
2016 Vote: Other	44% (111)	56% (139)	249
2016 Vote: Didn't Vote	30% (426)	70% (999)	1425
Voted in 2014: Yes	48% (1164)	52% (1278)	2442
Voted in 2014: No	34% (659)	66% (1299)	1958
4-Region: Northeast	49% (389)	51% (398)	787
4-Region: Midwest	47% (430)	53% (494)	925
4-Region: South	35% (584)	65% (1065)	1648
4-Region: West	40% (420)	60% (620)	1040

Continued on next page

**Table MCSP6\_2: Do you have a favorite team in the following leagues?**

**MLB**

<b>Demographic</b>	<b>Yes</b>		<b>No</b>		<b>Total N</b>
Adults	41%	(1823)	59%	(2577)	4400
2110001	41%	(886)	59%	(1296)	2182
2110009	42%	(938)	58%	(1281)	2218
Sports Fans	56%	(1622)	44%	(1277)	2899
Avid Sports Fans	74%	(607)	26%	(217)	824
Casual Sports Fans	49%	(1015)	51%	(1060)	2074
Non-Sports Fans	13%	(201)	87%	(1300)	1501
Sports Fans Non-NHL	48%	(711)	52%	(776)	1486
NHL Fans	63%	(956)	37%	(567)	1523
Avid NHL Fans	69%	(268)	31%	(119)	387
Casual NHL Fans	61%	(688)	39%	(448)	1137
Has Favorite NHL Team	81%	(835)	19%	(192)	1026
Has Favorite MLB Team	100%	(1823)	—	(0)	1823
Has Favorite NBA Team	67%	(997)	33%	(484)	1481
Has Favorite NFL Team	63%	(1479)	37%	(876)	2355
MLB Fans	74%	(1663)	26%	(599)	2262
NBA Fans	55%	(1117)	45%	(903)	2020
NFL Fans	55%	(1524)	45%	(1238)	2762
Avid MLB Fans	91%	(667)	9%	(69)	736
Avid NBA	66%	(448)	34%	(227)	676
Avid NFL Fans	66%	(795)	34%	(405)	1200

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

**Table MCSP6\_3: Do you have a favorite team in the following leagues?**

NBA

Demographic	Yes	No	Total N
Adults	34% (1481)	66% (2919)	4400
Gender: Male	46% (978)	54% (1146)	2124
Gender: Female	22% (503)	78% (1774)	2276
Age: 18-34	42% (547)	58% (764)	1310
Age: 35-44	41% (295)	59% (420)	715
Age: 45-64	27% (409)	73% (1093)	1502
Age: 65+	26% (230)	74% (642)	873
GenZers: 1997-2012	40% (186)	60% (279)	465
Millennials: 1981-1996	43% (550)	57% (726)	1276
GenXers: 1965-1980	33% (337)	67% (691)	1028
Baby Boomers: 1946-1964	25% (359)	75% (1096)	1455
PID: Dem (no lean)	40% (669)	60% (984)	1653
PID: Ind (no lean)	32% (466)	68% (997)	1464
PID: Rep (no lean)	27% (346)	73% (938)	1284
PID/Gender: Dem Men	55% (427)	45% (349)	776
PID/Gender: Dem Women	28% (242)	72% (635)	877
PID/Gender: Ind Men	42% (317)	58% (432)	750
PID/Gender: Ind Women	21% (149)	79% (565)	714
PID/Gender: Rep Men	39% (233)	61% (364)	598
PID/Gender: Rep Women	16% (112)	84% (574)	686
Ideo: Liberal (1-3)	42% (526)	58% (731)	1257
Ideo: Moderate (4)	33% (420)	67% (837)	1257
Ideo: Conservative (5-7)	28% (402)	72% (1032)	1434
Educ: < College	31% (924)	69% (2100)	3024
Educ: Bachelors degree	40% (358)	60% (530)	888
Educ: Post-grad	41% (198)	59% (290)	488
Income: Under 50k	30% (715)	70% (1700)	2415
Income: 50k-100k	36% (502)	64% (885)	1387
Income: 100k+	44% (264)	56% (335)	598
Ethnicity: White	28% (967)	72% (2476)	3443
Ethnicity: Hispanic	44% (308)	56% (391)	699
Ethnicity: Black	62% (337)	38% (211)	549

Continued on next page

**Table MCSP6\_3: Do you have a favorite team in the following leagues?**

**NBA**

<b>Demographic</b>	<b>Yes</b>	<b>No</b>	<b>Total N</b>
Adults	34% (1481)	66% (2919)	4400
Ethnicity: Other	43% (176)	57% (232)	408
All Christian	34% (679)	66% (1295)	1974
All Non-Christian	42% (86)	58% (122)	208
Atheist	31% (80)	69% (177)	258
Agnostic/Nothing in particular	31% (383)	69% (849)	1232
Something Else	35% (251)	65% (476)	727
Religious Non-Protestant/Catholic	40% (99)	60% (147)	247
Evangelical	34% (358)	66% (705)	1064
Non-Evangelical	35% (553)	65% (1025)	1578
Community: Urban	43% (498)	57% (661)	1158
Community: Suburban	35% (723)	65% (1368)	2091
Community: Rural	23% (260)	77% (891)	1151
Employ: Private Sector	41% (551)	59% (792)	1343
Employ: Government	44% (116)	56% (147)	263
Employ: Self-Employed	40% (171)	60% (255)	426
Employ: Homemaker	21% (74)	79% (277)	351
Employ: Student	42% (62)	58% (86)	148
Employ: Retired	26% (256)	74% (747)	1003
Employ: Unemployed	29% (160)	71% (385)	546
Employ: Other	28% (90)	72% (230)	321
Military HH: Yes	31% (202)	69% (451)	654
Military HH: No	34% (1278)	66% (2468)	3746
RD/WT: Right Direction	41% (684)	59% (982)	1666
RD/WT: Wrong Track	29% (796)	71% (1938)	2734
Biden Job Approve	40% (806)	60% (1198)	2004
Biden Job Disapprove	28% (605)	72% (1535)	2140
Biden Job Strongly Approve	43% (391)	57% (522)	913
Biden Job Somewhat Approve	38% (415)	62% (675)	1091
Biden Job Somewhat Disapprove	36% (231)	64% (417)	647
Biden Job Strongly Disapprove	25% (374)	75% (1118)	1493

Continued on next page

**Table MCSP6\_3: Do you have a favorite team in the following leagues?**

NBA

Demographic	Yes	No	Total N
Adults	34% (1481)	66% (2919)	4400
Favorable of Biden	40% (831)	60% (1228)	2059
Unfavorable of Biden	27% (573)	73% (1521)	2093
Very Favorable of Biden	44% (442)	56% (564)	1006
Somewhat Favorable of Biden	37% (388)	63% (665)	1053
Somewhat Unfavorable of Biden	34% (192)	66% (374)	567
Very Unfavorable of Biden	25% (380)	75% (1146)	1527
#1 Issue: Economy	39% (617)	61% (983)	1601
#1 Issue: Security	27% (194)	73% (529)	723
#1 Issue: Health Care	37% (205)	63% (356)	561
#1 Issue: Medicare / Social Security	27% (144)	73% (381)	525
#1 Issue: Women's Issues	29% (87)	71% (212)	299
#1 Issue: Education	39% (66)	61% (102)	168
#1 Issue: Energy	32% (73)	68% (154)	227
#1 Issue: Other	32% (94)	68% (202)	297
2020 Vote: Joe Biden	41% (795)	59% (1165)	1960
2020 Vote: Donald Trump	27% (373)	73% (1025)	1398
2020 Vote: Other	34% (55)	66% (109)	164
2020 Vote: Didn't Vote	29% (257)	71% (617)	875
2018 House Vote: Democrat	41% (608)	59% (866)	1475
2018 House Vote: Republican	27% (321)	73% (875)	1196
2018 House Vote: Someone else	23% (29)	77% (94)	123
2016 Vote: Hillary Clinton	42% (587)	58% (813)	1400
2016 Vote: Donald Trump	29% (383)	71% (937)	1321
2016 Vote: Other	28% (69)	72% (180)	249
2016 Vote: Didn't Vote	31% (441)	69% (984)	1425
Voted in 2014: Yes	34% (840)	66% (1602)	2442
Voted in 2014: No	33% (641)	67% (1318)	1958
4-Region: Northeast	37% (292)	63% (495)	787
4-Region: Midwest	33% (307)	67% (618)	925
4-Region: South	32% (524)	68% (1125)	1648
4-Region: West	34% (359)	66% (681)	1040

Continued on next page



**Table MCSP6\_3: Do you have a favorite team in the following leagues?**

**NBA**

Demographic	Yes	No	Total N
Adults	34% (1481)	66% (2919)	4400
2110001	33% (729)	67% (1452)	2182
2110009	34% (751)	66% (1467)	2218
Sports Fans	48% (1383)	52% (1515)	2899
Avid Sports Fans	70% (574)	30% (250)	824
Casual Sports Fans	39% (809)	61% (1265)	2074
Non-Sports Fans	6% (97)	94% (1404)	1501
Sports Fans Non-NHL	43% (641)	57% (846)	1486
NHL Fans	50% (760)	50% (764)	1523
Avid NHL Fans	52% (201)	48% (186)	387
Casual NHL Fans	49% (559)	51% (577)	1137
Has Favorite NHL Team	58% (599)	42% (427)	1026
Has Favorite MLB Team	55% (997)	45% (827)	1823
Has Favorite NBA Team	100% (1481)	— (0)	1481
Has Favorite NFL Team	54% (1264)	46% (1091)	2355
MLB Fans	48% (1080)	52% (1182)	2262
NBA Fans	67% (1363)	33% (658)	2020
NFL Fans	48% (1326)	52% (1436)	2762
Avid MLB Fans	59% (437)	41% (299)	736
Avid NBA	89% (601)	11% (75)	676
Avid NFL Fans	61% (730)	39% (470)	1200

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

**Table MCSP6\_4: Do you have a favorite team in the following leagues?**

NFL

Demographic	Yes	No	Total N
Adults	54% (2355)	46% (2045)	4400
Gender: Male	65% (1376)	35% (748)	2124
Gender: Female	43% (979)	57% (1297)	2276
Age: 18-34	53% (696)	47% (615)	1310
Age: 35-44	57% (407)	43% (308)	715
Age: 45-64	54% (806)	46% (695)	1502
Age: 65+	51% (445)	49% (427)	873
GenZers: 1997-2012	46% (215)	54% (251)	465
Millennials: 1981-1996	58% (741)	42% (535)	1276
GenXers: 1965-1980	55% (561)	45% (466)	1028
Baby Boomers: 1946-1964	52% (756)	48% (699)	1455
PID: Dem (no lean)	57% (940)	43% (713)	1653
PID: Ind (no lean)	49% (723)	51% (741)	1464
PID: Rep (no lean)	54% (692)	46% (592)	1284
PID/Gender: Dem Men	70% (540)	30% (237)	776
PID/Gender: Dem Women	46% (400)	54% (476)	877
PID/Gender: Ind Men	60% (448)	40% (301)	750
PID/Gender: Ind Women	38% (274)	62% (439)	714
PID/Gender: Rep Men	65% (388)	35% (210)	598
PID/Gender: Rep Women	44% (304)	56% (382)	686
Ideo: Liberal (1-3)	57% (714)	43% (543)	1257
Ideo: Moderate (4)	52% (658)	48% (599)	1257
Ideo: Conservative (5-7)	55% (786)	45% (648)	1434
Educ: < College	52% (1563)	48% (1461)	3024
Educ: Bachelors degree	59% (523)	41% (365)	888
Educ: Post-grad	55% (269)	45% (219)	488
Income: Under 50k	50% (1211)	50% (1204)	2415
Income: 50k-100k	56% (781)	44% (606)	1387
Income: 100k+	61% (363)	39% (235)	598
Ethnicity: White	53% (1815)	47% (1629)	3443
Ethnicity: Hispanic	54% (376)	46% (323)	699
Ethnicity: Black	63% (346)	37% (203)	549

Continued on next page

**Table MCSP6\_4: Do you have a favorite team in the following leagues?**

NFL

Demographic	Yes	No	Total N
Adults	54% (2355)	46% (2045)	4400
Ethnicity: Other	48% (194)	52% (214)	408
All Christian	58% (1148)	42% (826)	1974
All Non-Christian	54% (112)	46% (96)	208
Atheist	44% (112)	56% (146)	258
Agnostic/Nothing in particular	48% (591)	52% (642)	1232
Something Else	54% (392)	46% (336)	727
Religious Non-Protestant/Catholic	52% (128)	48% (119)	247
Evangelical	54% (579)	46% (485)	1064
Non-Evangelical	59% (932)	41% (646)	1578
Community: Urban	55% (637)	45% (521)	1158
Community: Suburban	55% (1148)	45% (942)	2091
Community: Rural	49% (569)	51% (582)	1151
Employ: Private Sector	60% (812)	40% (531)	1343
Employ: Government	62% (162)	38% (101)	263
Employ: Self-Employed	55% (236)	45% (190)	426
Employ: Homemaker	40% (142)	60% (209)	351
Employ: Student	52% (77)	48% (71)	148
Employ: Retired	52% (520)	48% (483)	1003
Employ: Unemployed	47% (258)	53% (287)	546
Employ: Other	46% (147)	54% (174)	321
Military HH: Yes	56% (368)	44% (286)	654
Military HH: No	53% (1987)	47% (1760)	3746
RD/WT: Right Direction	57% (954)	43% (712)	1666
RD/WT: Wrong Track	51% (1400)	49% (1334)	2734
Biden Job Approve	56% (1132)	44% (872)	2004
Biden Job Disapprove	53% (1126)	47% (1014)	2140
Biden Job Strongly Approve	59% (537)	41% (376)	913
Biden Job Somewhat Approve	55% (595)	45% (496)	1091
Biden Job Somewhat Disapprove	54% (351)	46% (296)	647
Biden Job Strongly Disapprove	52% (774)	48% (718)	1493

Continued on next page

**Table MCSP6\_4: Do you have a favorite team in the following leagues?**

NFL

Demographic	Yes	No	Total N
Adults	54% (2355)	46% (2045)	4400
Favorable of Biden	57% (1170)	43% (889)	2059
Unfavorable of Biden	52% (1080)	48% (1013)	2093
Very Favorable of Biden	60% (600)	40% (406)	1006
Somewhat Favorable of Biden	54% (569)	46% (483)	1053
Somewhat Unfavorable of Biden	51% (291)	49% (275)	567
Very Unfavorable of Biden	52% (788)	48% (738)	1527
#1 Issue: Economy	59% (940)	41% (660)	1601
#1 Issue: Security	54% (392)	46% (331)	723
#1 Issue: Health Care	50% (281)	50% (281)	561
#1 Issue: Medicare / Social Security	50% (264)	50% (261)	525
#1 Issue: Women's Issues	41% (123)	59% (176)	299
#1 Issue: Education	56% (94)	44% (74)	168
#1 Issue: Energy	53% (119)	47% (108)	227
#1 Issue: Other	48% (141)	52% (156)	297
2020 Vote: Joe Biden	58% (1135)	42% (825)	1960
2020 Vote: Donald Trump	54% (756)	46% (642)	1398
2020 Vote: Other	53% (87)	47% (77)	164
2020 Vote: Didn't Vote	43% (375)	57% (499)	875
2018 House Vote: Democrat	59% (877)	41% (597)	1475
2018 House Vote: Republican	55% (661)	45% (536)	1196
2018 House Vote: Someone else	45% (56)	55% (67)	123
2016 Vote: Hillary Clinton	59% (827)	41% (573)	1400
2016 Vote: Donald Trump	57% (747)	43% (573)	1321
2016 Vote: Other	53% (133)	47% (117)	249
2016 Vote: Didn't Vote	45% (648)	55% (778)	1425
Voted in 2014: Yes	58% (1406)	42% (1036)	2442
Voted in 2014: No	48% (949)	52% (1010)	1958
4-Region: Northeast	55% (434)	45% (353)	787
4-Region: Midwest	54% (501)	46% (423)	925
4-Region: South	53% (882)	47% (767)	1648
4-Region: West	52% (538)	48% (502)	1040

Continued on next page

**Table MCSP6\_4: Do you have a favorite team in the following leagues?**

**NFL**

Demographic	Yes	No	Total N
Adults	54% (2355)	46% (2045)	4400
2110001	53% (1161)	47% (1021)	2182
2110009	54% (1194)	46% (1024)	2218
Sports Fans	72% (2081)	28% (817)	2899
Avid Sports Fans	85% (701)	15% (124)	824
Casual Sports Fans	67% (1381)	33% (693)	2074
Non-Sports Fans	18% (273)	82% (1228)	1501
Sports Fans Non-NHL	68% (1007)	32% (479)	1486
NHL Fans	74% (1122)	26% (402)	1523
Avid NHL Fans	75% (292)	25% (95)	387
Casual NHL Fans	73% (830)	27% (307)	1137
Has Favorite NHL Team	86% (886)	14% (140)	1026
Has Favorite MLB Team	81% (1479)	19% (344)	1823
Has Favorite NBA Team	85% (1264)	15% (217)	1481
Has Favorite NFL Team	100% (2355)	— (0)	2355
MLB Fans	72% (1638)	28% (624)	2262
NBA Fans	73% (1478)	27% (542)	2020
NFL Fans	79% (2195)	21% (566)	2762
Avid MLB Fans	80% (588)	20% (148)	736
Avid NBA	83% (558)	17% (117)	676
Avid NFL Fans	93% (1110)	7% (90)	1200

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

**Table MCSP7\_1:** Considering all the games you watch in the following leagues during their respective seasons, do you mostly watch games when your favorite team is playing or games when your favorite team is not playing?

NHL

Demographic	Mostly watch games when my favorite team is playing		Watch the same amount of games when my favorite team is and is not playing		Mostly watch games when my favorite team is not playing		Only watch games with my favorite team		Total N
Adults	50%	(508)	25%	(257)	4%	(36)	22%	(225)	1026
Gender: Male	50%	(327)	27%	(175)	4%	(27)	19%	(123)	652
Gender: Female	49%	(182)	22%	(82)	2%	(9)	27%	(102)	374
Age: 18-34	43%	(122)	34%	(97)	2%	(6)	21%	(60)	285
Age: 35-44	50%	(91)	31%	(56)	3%	(5)	16%	(28)	180
Age: 45-64	53%	(196)	20%	(74)	5%	(20)	21%	(78)	368
Age: 65+	51%	(99)	15%	(29)	3%	(6)	31%	(59)	193
GenZers: 1997-2012	33%	(26)	40%	(31)	4%	(3)	23%	(18)	78
Millennials: 1981-1996	49%	(158)	32%	(104)	2%	(7)	16%	(52)	320
GenXers: 1965-1980	49%	(133)	22%	(60)	5%	(13)	24%	(63)	269
Baby Boomers: 1946-1964	53%	(173)	18%	(59)	4%	(13)	25%	(83)	328
PID: Dem (no lean)	52%	(205)	24%	(96)	4%	(16)	20%	(81)	399
PID: Ind (no lean)	46%	(146)	27%	(84)	3%	(8)	24%	(77)	315
PID: Rep (no lean)	50%	(157)	25%	(77)	4%	(12)	21%	(67)	313
PID/Gender: Dem Men	51%	(125)	26%	(62)	5%	(13)	18%	(44)	244
PID/Gender: Dem Women	52%	(80)	22%	(34)	2%	(4)	24%	(37)	155
PID/Gender: Ind Men	46%	(95)	30%	(62)	2%	(5)	22%	(45)	207
PID/Gender: Ind Women	47%	(51)	20%	(22)	3%	(3)	29%	(32)	108
PID/Gender: Rep Men	53%	(107)	25%	(51)	5%	(10)	17%	(34)	201
PID/Gender: Rep Women	45%	(51)	24%	(26)	2%	(2)	29%	(33)	112
Ideo: Liberal (1-3)	49%	(161)	28%	(92)	4%	(12)	19%	(64)	330
Ideo: Moderate (4)	49%	(141)	25%	(71)	4%	(12)	22%	(63)	287
Ideo: Conservative (5-7)	51%	(181)	23%	(82)	3%	(10)	23%	(84)	357
Educ: < College	46%	(269)	26%	(154)	3%	(18)	25%	(148)	589
Educ: Bachelors degree	54%	(152)	24%	(67)	4%	(12)	17%	(49)	279
Educ: Post-grad	55%	(87)	23%	(36)	4%	(6)	18%	(29)	159

Continued on next page

**Table MCSP7\_1:** Considering all the games you watch in the following leagues during their respective seasons, do you mostly watch games when your favorite team is playing or games when your favorite team is not playing?

NHL

Demographic	Mostly watch games when my favorite team is playing		Watch the same amount of games when my favorite team is and is not playing		Mostly watch games when my favorite team is not playing		Only watch games with my favorite team		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	50%	(508)	25%	(257)	4%	(36)	22%	(225)	1026
Income: Under 50k	45%	(203)	27%	(119)	4%	(16)	24%	(109)	447
Income: 50k-100k	52%	(195)	25%	(94)	2%	(8)	21%	(80)	377
Income: 100k+	54%	(109)	22%	(44)	6%	(12)	18%	(37)	202
Ethnicity: White	50%	(422)	24%	(200)	4%	(31)	23%	(197)	850
Ethnicity: Hispanic	49%	(73)	32%	(48)	2%	(3)	18%	(26)	149
Ethnicity: Black	47%	(46)	33%	(33)	3%	(3)	17%	(16)	98
Ethnicity: Other	52%	(40)	31%	(24)	3%	(2)	15%	(11)	78
All Christian	53%	(276)	22%	(117)	3%	(18)	22%	(114)	524
All Non-Christian	51%	(42)	25%	(20)	2%	(2)	21%	(17)	81
Atheist	46%	(28)	25%	(15)	9%	(5)	20%	(12)	61
Agnostic/Nothing in particular	45%	(97)	29%	(64)	3%	(8)	22%	(49)	218
Something Else	46%	(65)	28%	(41)	3%	(4)	23%	(33)	143
Religious Non-Protestant/Catholic	51%	(45)	25%	(22)	2%	(2)	21%	(18)	87
Evangelical	46%	(102)	27%	(61)	2%	(4)	24%	(54)	222
Non-Evangelical	53%	(231)	22%	(94)	4%	(17)	21%	(91)	433
Community: Urban	51%	(152)	29%	(86)	3%	(9)	17%	(52)	300
Community: Suburban	52%	(281)	21%	(114)	4%	(23)	22%	(119)	536
Community: Rural	40%	(75)	30%	(57)	2%	(4)	28%	(54)	190
Employ: Private Sector	49%	(206)	26%	(109)	5%	(21)	19%	(81)	416
Employ: Government	51%	(37)	31%	(22)	5%	(3)	14%	(10)	72
Employ: Self-Employed	52%	(61)	30%	(36)	3%	(4)	15%	(17)	118
Employ: Homemaker	42%	(26)	28%	(17)	1%	(1)	30%	(19)	63
Employ: Retired	52%	(111)	16%	(33)	2%	(4)	30%	(65)	213
Employ: Unemployed	40%	(32)	27%	(21)	2%	(1)	32%	(25)	80
Military HH: Yes	54%	(84)	21%	(33)	3%	(5)	23%	(36)	157
Military HH: No	49%	(424)	26%	(224)	4%	(32)	22%	(190)	870

Continued on next page

**Table MCSP7\_1:** Considering all the games you watch in the following leagues during their respective seasons, do you mostly watch games when your favorite team is playing or games when your favorite team is not playing?

NHL

Demographic	Mostly watch games when my favorite team is playing		Watch the same amount of games when my favorite team is and is not playing		Mostly watch games when my favorite team is not playing		Only watch games with my favorite team		Total N
Adults	50%	(508)	25%	(257)	4%	(36)	22%	(225)	1026
RD/WT: Right Direction	52%	(226)	26%	(113)	5%	(21)	18%	(76)	436
RD/WT: Wrong Track	48%	(282)	24%	(144)	3%	(15)	25%	(149)	590
Biden Job Approve	50%	(256)	25%	(128)	4%	(22)	21%	(110)	516
Biden Job Disapprove	49%	(233)	26%	(122)	3%	(14)	23%	(108)	477
Biden Job Strongly Approve	53%	(124)	24%	(56)	4%	(8)	20%	(47)	235
Biden Job Somewhat Approve	47%	(132)	26%	(72)	5%	(14)	22%	(63)	281
Biden Job Somewhat Disapprove	45%	(53)	23%	(28)	5%	(6)	26%	(31)	118
Biden Job Strongly Disapprove	50%	(180)	26%	(94)	2%	(8)	21%	(77)	359
Favorable of Biden	50%	(259)	24%	(126)	4%	(19)	22%	(115)	520
Unfavorable of Biden	49%	(227)	25%	(119)	4%	(17)	22%	(105)	467
Very Favorable of Biden	52%	(133)	24%	(60)	3%	(8)	21%	(53)	254
Somewhat Favorable of Biden	47%	(126)	25%	(66)	4%	(11)	23%	(62)	265
Somewhat Unfavorable of Biden	43%	(48)	25%	(28)	6%	(6)	26%	(30)	112
Very Unfavorable of Biden	50%	(179)	26%	(91)	3%	(10)	21%	(75)	356
#1 Issue: Economy	49%	(191)	25%	(98)	3%	(14)	23%	(89)	392
#1 Issue: Security	52%	(102)	23%	(45)	4%	(8)	21%	(41)	196
#1 Issue: Health Care	48%	(68)	28%	(40)	6%	(9)	19%	(27)	143
#1 Issue: Medicare / Social Security	55%	(52)	20%	(19)	1%	(1)	24%	(22)	94
#1 Issue: Women's Issues	42%	(25)	23%	(14)	1%	(1)	34%	(21)	60
#1 Issue: Energy	47%	(26)	40%	(23)	2%	(1)	11%	(6)	56
#1 Issue: Other	53%	(31)	15%	(9)	5%	(3)	28%	(16)	58
2020 Vote: Joe Biden	52%	(264)	25%	(124)	3%	(17)	20%	(99)	504
2020 Vote: Donald Trump	49%	(175)	25%	(89)	4%	(15)	21%	(76)	356
2020 Vote: Didn't Vote	43%	(53)	21%	(27)	2%	(3)	34%	(43)	125
2018 House Vote: Democrat	54%	(208)	23%	(87)	4%	(14)	20%	(75)	384
2018 House Vote: Republican	46%	(150)	26%	(86)	5%	(15)	23%	(73)	324

Continued on next page



**Table MCSP7\_1:** Considering all the games you watch in the following leagues during their respective seasons, do you mostly watch games when your favorite team is playing or games when your favorite team is not playing?

NHL

Demographic	Mostly watch games when my favorite team is playing		Watch the same amount of games when my favorite team is and is not playing		Mostly watch games when my favorite team is not playing		Only watch games with my favorite team		Total N
Adults	50%	(508)	25%	(257)	4%	(36)	22%	(225)	1026
2016 Vote: Hillary Clinton	53%	(182)	24%	(84)	3%	(10)	19%	(66)	343
2016 Vote: Donald Trump	51%	(188)	24%	(89)	4%	(15)	21%	(76)	368
2016 Vote: Other	39%	(26)	26%	(18)	9%	(6)	26%	(17)	67
2016 Vote: Didn't Vote	45%	(110)	27%	(66)	2%	(5)	27%	(66)	247
Voted in 2014: Yes	51%	(332)	24%	(155)	4%	(29)	21%	(134)	650
Voted in 2014: No	47%	(176)	27%	(102)	2%	(7)	24%	(91)	376
4-Region: Northeast	52%	(130)	21%	(51)	3%	(8)	24%	(58)	247
4-Region: Midwest	47%	(112)	25%	(59)	4%	(9)	25%	(59)	239
4-Region: South	50%	(161)	25%	(79)	4%	(14)	21%	(66)	319
4-Region: West	48%	(106)	31%	(68)	2%	(5)	19%	(43)	221
2110001	49%	(236)	24%	(117)	3%	(14)	24%	(118)	486
2110009	50%	(272)	26%	(140)	4%	(22)	20%	(107)	541
Sports Fans	50%	(481)	25%	(242)	4%	(34)	21%	(197)	954
Avid Sports Fans	50%	(191)	30%	(116)	4%	(16)	16%	(60)	384
Casual Sports Fans	51%	(290)	22%	(126)	3%	(18)	24%	(137)	571
Non-Sports Fans	38%	(27)	21%	(15)	3%	(2)	38%	(28)	72
Sports Fans Non-NHL	22%	(23)	33%	(33)	4%	(4)	42%	(43)	102
NHL Fans	53%	(482)	24%	(219)	4%	(32)	19%	(175)	908
Avid NHL Fans	56%	(177)	30%	(94)	4%	(11)	10%	(31)	313
Casual NHL Fans	51%	(306)	21%	(125)	3%	(21)	24%	(144)	595
Has Favorite NHL Team	50%	(508)	25%	(257)	4%	(36)	22%	(225)	1026
Has Favorite MLB Team	49%	(409)	24%	(205)	4%	(30)	23%	(191)	835
Has Favorite NBA Team	48%	(290)	28%	(166)	3%	(17)	21%	(126)	599
Has Favorite NFL Team	49%	(433)	25%	(224)	4%	(33)	22%	(196)	886
MLB Fans	50%	(433)	25%	(215)	4%	(33)	21%	(183)	864
NBA Fans	50%	(328)	28%	(179)	3%	(19)	19%	(123)	650

Continued on next page

**Table MCSP7\_1:** Considering all the games you watch in the following leagues during their respective seasons, do you mostly watch games when your favorite team is playing or games when your favorite team is not playing?

NHL

Demographic	Mostly watch games when my favorite team is playing		Watch the same amount of games when my favorite team is and is not playing		Mostly watch games when my favorite team is not playing		Only watch games with my favorite team		Total N
Adults	50%	(508)	25%	(257)	4%	(36)	22%	(225)	1026
NFL Fans	50%	(452)	26%	(232)	4%	(35)	20%	(182)	901
Avid MLB Fans	53%	(192)	26%	(97)	5%	(19)	16%	(58)	366
Avid NBA	48%	(124)	32%	(84)	2%	(6)	17%	(45)	258
Avid NFL Fans	51%	(257)	26%	(133)	5%	(23)	18%	(89)	502

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

**Table MCSP7\_2:** Considering all the games you watch in the following leagues during their respective seasons, do you mostly watch games when your favorite team is playing or games when your favorite team is not playing?

MLB

Demographic	Mostly watch games when my favorite team is playing		Watch the same amount of games when my favorite team is and is not playing		Mostly watch games when my favorite team is not playing		Only watch games with my favorite team		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	54%	(979)	23%	(424)	3%	(59)	20%	(361)	1823
Gender: Male	54%	(606)	26%	(293)	4%	(46)	15%	(172)	1116
Gender: Female	53%	(373)	19%	(131)	2%	(13)	27%	(190)	707
Age: 18-34	49%	(223)	31%	(140)	3%	(15)	17%	(80)	458
Age: 35-44	53%	(157)	27%	(79)	4%	(12)	16%	(47)	295
Age: 45-64	58%	(391)	20%	(132)	3%	(22)	19%	(124)	669
Age: 65+	52%	(208)	18%	(72)	3%	(10)	28%	(110)	401
GenZers: 1997-2012	44%	(59)	35%	(47)	4%	(6)	17%	(23)	134
Millennials: 1981-1996	52%	(263)	28%	(144)	4%	(19)	17%	(84)	510
GenXers: 1965-1980	55%	(245)	26%	(116)	3%	(14)	16%	(72)	447
Baby Boomers: 1946-1964	56%	(367)	16%	(107)	3%	(18)	25%	(168)	660
PID: Dem (no lean)	52%	(366)	24%	(171)	4%	(26)	20%	(141)	705
PID: Ind (no lean)	51%	(272)	24%	(131)	3%	(14)	22%	(121)	538
PID: Rep (no lean)	59%	(341)	21%	(122)	3%	(19)	17%	(100)	581
PID/Gender: Dem Men	55%	(231)	26%	(110)	4%	(18)	14%	(60)	420
PID/Gender: Dem Women	48%	(135)	21%	(60)	3%	(8)	28%	(81)	285
PID/Gender: Ind Men	50%	(170)	29%	(99)	3%	(10)	19%	(64)	344
PID/Gender: Ind Women	52%	(102)	17%	(32)	2%	(4)	29%	(57)	194
PID/Gender: Rep Men	58%	(205)	24%	(83)	5%	(17)	13%	(47)	353
PID/Gender: Rep Women	59%	(136)	17%	(39)	1%	(2)	23%	(52)	228
Ideo: Liberal (1-3)	50%	(267)	26%	(138)	4%	(20)	21%	(111)	537
Ideo: Moderate (4)	51%	(255)	26%	(127)	3%	(16)	20%	(99)	498
Ideo: Conservative (5-7)	59%	(400)	20%	(133)	2%	(16)	19%	(128)	677
Educ: < College	50%	(571)	25%	(283)	3%	(37)	21%	(244)	1134
Educ: Bachelors degree	60%	(271)	19%	(86)	3%	(14)	18%	(80)	451
Educ: Post-grad	57%	(137)	23%	(55)	4%	(9)	16%	(37)	238

Continued on next page

**Table MCSP7\_2:** Considering all the games you watch in the following leagues during their respective seasons, do you mostly watch games when your favorite team is playing or games when your favorite team is not playing?

MLB

Demographic	Mostly watch games when my favorite team is playing		Watch the same amount of games when my favorite team is and is not playing		Mostly watch games when my favorite team is not playing		Only watch games with my favorite team		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	54%	(979)	23%	(424)	3%	(59)	20%	(361)	1823
Income: Under 50k	49%	(409)	24%	(203)	3%	(24)	24%	(203)	839
Income: 50k-100k	57%	(372)	22%	(146)	4%	(23)	17%	(114)	656
Income: 100k+	60%	(197)	23%	(75)	4%	(12)	13%	(44)	329
Ethnicity: White	55%	(817)	21%	(319)	3%	(40)	21%	(313)	1489
Ethnicity: Hispanic	62%	(173)	24%	(68)	2%	(5)	12%	(33)	279
Ethnicity: Black	44%	(75)	36%	(61)	10%	(17)	11%	(18)	171
Ethnicity: Other	53%	(87)	27%	(44)	1%	(2)	19%	(30)	163
All Christian	59%	(572)	20%	(193)	3%	(31)	19%	(181)	977
All Non-Christian	50%	(55)	27%	(30)	3%	(3)	19%	(21)	109
Atheist	50%	(41)	25%	(21)	3%	(2)	22%	(18)	82
Agnostic/Nothing in particular	46%	(186)	26%	(106)	4%	(14)	24%	(94)	401
Something Else	49%	(124)	29%	(74)	3%	(9)	18%	(46)	253
Religious Non-Protestant/Catholic	50%	(60)	27%	(33)	4%	(4)	19%	(23)	120
Evangelical	57%	(257)	22%	(99)	4%	(16)	18%	(83)	454
Non-Evangelical	56%	(427)	22%	(164)	3%	(22)	19%	(142)	756
Community: Urban	56%	(269)	27%	(128)	3%	(13)	15%	(71)	480
Community: Suburban	54%	(516)	21%	(202)	3%	(33)	21%	(200)	952
Community: Rural	50%	(194)	24%	(94)	3%	(13)	23%	(90)	391
Employ: Private Sector	57%	(365)	23%	(150)	4%	(23)	16%	(101)	639
Employ: Government	59%	(72)	25%	(30)	2%	(2)	14%	(17)	121
Employ: Self-Employed	46%	(83)	33%	(59)	7%	(13)	14%	(26)	181
Employ: Homemaker	52%	(53)	25%	(25)	1%	(1)	22%	(23)	102
Employ: Student	53%	(27)	28%	(14)	3%	(1)	16%	(8)	51
Employ: Retired	53%	(248)	18%	(83)	2%	(9)	27%	(127)	466
Employ: Unemployed	49%	(84)	27%	(47)	4%	(6)	20%	(35)	172
Employ: Other	51%	(47)	17%	(15)	4%	(4)	28%	(25)	92

Continued on next page

**Table MCSP7\_2:** Considering all the games you watch in the following leagues during their respective seasons, do you mostly watch games when your favorite team is playing or games when your favorite team is not playing?

MLB

Demographic	Mostly watch games when my favorite team is playing		Watch the same amount of games when my favorite team is and is not playing		Mostly watch games when my favorite team is not playing		Only watch games with my favorite team		Total N
Adults	54%	(979)	23%	(424)	3%	(59)	20%	(361)	1823
Military HH: Yes	54%	(151)	21%	(60)	5%	(14)	20%	(58)	283
Military HH: No	54%	(827)	24%	(364)	3%	(46)	20%	(304)	1541
RD/WT: Right Direction	53%	(381)	25%	(181)	3%	(24)	18%	(127)	713
RD/WT: Wrong Track	54%	(598)	22%	(243)	3%	(35)	21%	(234)	1110
Biden Job Approve	52%	(457)	24%	(215)	4%	(33)	20%	(178)	884
Biden Job Disapprove	56%	(492)	22%	(197)	3%	(25)	19%	(171)	885
Biden Job Strongly Approve	52%	(224)	24%	(103)	4%	(16)	20%	(85)	428
Biden Job Somewhat Approve	51%	(233)	25%	(113)	4%	(17)	20%	(93)	456
Biden Job Somewhat Disapprove	54%	(132)	25%	(62)	3%	(8)	18%	(44)	246
Biden Job Strongly Disapprove	56%	(360)	21%	(135)	3%	(17)	20%	(127)	639
Favorable of Biden	53%	(470)	25%	(220)	3%	(30)	19%	(175)	895
Unfavorable of Biden	55%	(471)	22%	(192)	3%	(28)	20%	(169)	861
Very Favorable of Biden	51%	(237)	25%	(116)	3%	(16)	21%	(96)	465
Somewhat Favorable of Biden	54%	(234)	24%	(104)	3%	(14)	18%	(78)	431
Somewhat Unfavorable of Biden	49%	(106)	24%	(52)	6%	(12)	21%	(44)	214
Very Unfavorable of Biden	56%	(366)	22%	(140)	3%	(16)	19%	(126)	648
#1 Issue: Economy	56%	(389)	23%	(164)	4%	(27)	17%	(121)	700
#1 Issue: Security	60%	(192)	18%	(58)	2%	(6)	20%	(65)	321
#1 Issue: Health Care	51%	(115)	24%	(54)	5%	(10)	21%	(49)	228
#1 Issue: Medicare / Social Security	54%	(119)	23%	(51)	3%	(7)	20%	(46)	223
#1 Issue: Women's Issues	51%	(45)	27%	(24)	1%	(1)	22%	(20)	90
#1 Issue: Education	51%	(33)	29%	(19)	6%	(4)	13%	(9)	64
#1 Issue: Energy	41%	(37)	34%	(30)	—	(0)	25%	(22)	90
#1 Issue: Other	45%	(48)	22%	(24)	5%	(5)	28%	(30)	107

Continued on next page

**Table MCSP7\_2:** Considering all the games you watch in the following leagues during their respective seasons, do you mostly watch games when your favorite team is playing or games when your favorite team is not playing?

MLB

Demographic	Mostly watch games when my favorite team is playing		Watch the same amount of games when my favorite team is and is not playing		Mostly watch games when my favorite team is not playing		Only watch games with my favorite team		Total N
Adults	54%	(979)	23%	(424)	3%	(59)	20%	(361)	1823
2020 Vote: Joe Biden	52%	(455)	24%	(207)	3%	(29)	21%	(179)	870
2020 Vote: Donald Trump	57%	(361)	21%	(130)	3%	(22)	19%	(118)	630
2020 Vote: Other	54%	(42)	29%	(23)	2%	(2)	15%	(12)	78
2020 Vote: Didn't Vote	49%	(120)	26%	(64)	3%	(7)	21%	(52)	243
2018 House Vote: Democrat	54%	(368)	23%	(159)	4%	(24)	20%	(136)	688
2018 House Vote: Republican	57%	(318)	19%	(106)	3%	(17)	20%	(113)	554
2016 Vote: Hillary Clinton	51%	(328)	25%	(163)	4%	(23)	20%	(130)	644
2016 Vote: Donald Trump	58%	(373)	20%	(126)	3%	(21)	19%	(122)	643
2016 Vote: Other	51%	(56)	24%	(27)	2%	(2)	23%	(25)	111
2016 Vote: Didn't Vote	52%	(221)	25%	(108)	3%	(13)	20%	(84)	426
Voted in 2014: Yes	55%	(644)	22%	(255)	3%	(35)	20%	(230)	1164
Voted in 2014: No	51%	(335)	26%	(169)	4%	(25)	20%	(131)	659
4-Region: Northeast	54%	(210)	20%	(78)	3%	(11)	23%	(91)	389
4-Region: Midwest	51%	(221)	21%	(90)	3%	(13)	25%	(106)	430
4-Region: South	54%	(318)	26%	(151)	3%	(18)	16%	(96)	584
4-Region: West	55%	(230)	25%	(105)	4%	(17)	16%	(68)	420
2110001	54%	(479)	22%	(198)	3%	(28)	20%	(180)	886
2110009	53%	(500)	24%	(225)	3%	(31)	19%	(181)	938
Sports Fans	56%	(903)	24%	(395)	3%	(52)	17%	(272)	1622
Avid Sports Fans	57%	(344)	31%	(187)	3%	(17)	10%	(59)	607
Casual Sports Fans	55%	(559)	20%	(208)	4%	(36)	21%	(213)	1015
Non-Sports Fans	38%	(76)	14%	(29)	3%	(7)	44%	(89)	201
Sports Fans Non-NHL	54%	(387)	23%	(162)	3%	(18)	20%	(143)	711
NHL Fans	56%	(536)	25%	(238)	4%	(36)	15%	(147)	956
Avid NHL Fans	57%	(153)	27%	(73)	4%	(12)	11%	(30)	268
Casual NHL Fans	56%	(383)	24%	(165)	3%	(24)	17%	(116)	688

Continued on next page

**Table MCSP7\_2:** Considering all the games you watch in the following leagues during their respective seasons, do you mostly watch games when your favorite team is playing or games when your favorite team is not playing?

MLB

Demographic	Mostly watch games when my favorite team is playing		Watch the same amount of games when my favorite team is and is not playing		Mostly watch games when my favorite team is not playing		Only watch games with my favorite team		Total N
Adults	54%	(979)	23%	(424)	3%	(59)	20%	(361)	1823
Has Favorite NHL Team	56%	(466)	23%	(191)	3%	(29)	18%	(148)	835
Has Favorite MLB Team	54%	(979)	23%	(424)	3%	(59)	20%	(361)	1823
Has Favorite NBA Team	56%	(559)	24%	(244)	3%	(34)	16%	(160)	997
Has Favorite NFL Team	55%	(808)	24%	(356)	3%	(48)	18%	(267)	1479
MLB Fans	56%	(933)	23%	(378)	3%	(50)	18%	(302)	1663
NBA Fans	55%	(619)	26%	(288)	4%	(40)	15%	(171)	1117
NFL Fans	55%	(836)	24%	(369)	3%	(53)	17%	(265)	1524
Avid MLB Fans	63%	(419)	25%	(167)	2%	(15)	10%	(66)	667
Avid NBA	51%	(231)	34%	(153)	4%	(17)	11%	(48)	448
Avid NFL Fans	56%	(447)	26%	(205)	4%	(32)	14%	(111)	795

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

**Table MCSP7\_3:** Considering all the games you watch in the following leagues during their respective seasons, do you mostly watch games when your favorite team is playing or games when your favorite team is not playing?

NBA

Demographic	Mostly watch games when my favorite team is playing		Watch the same amount of games when my favorite team is and is not playing		Mostly watch games when my favorite team is not playing		Only watch games with my favorite team		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	50%	(737)	31%	(466)	4%	(65)	14%	(213)	1481
Gender: Male	49%	(478)	34%	(332)	5%	(51)	12%	(117)	978
Gender: Female	52%	(259)	27%	(134)	3%	(14)	19%	(96)	503
Age: 18-34	51%	(278)	35%	(190)	4%	(22)	10%	(56)	547
Age: 35-44	46%	(137)	37%	(110)	6%	(18)	10%	(30)	295
Age: 45-64	53%	(215)	29%	(118)	4%	(17)	14%	(58)	409
Age: 65+	46%	(107)	20%	(47)	4%	(9)	30%	(68)	230
GenZers: 1997-2012	44%	(82)	42%	(78)	3%	(5)	11%	(21)	186
Millennials: 1981-1996	53%	(290)	32%	(174)	6%	(31)	10%	(55)	550
GenXers: 1965-1980	48%	(162)	37%	(125)	4%	(14)	11%	(35)	337
Baby Boomers: 1946-1964	50%	(179)	22%	(80)	3%	(12)	25%	(89)	359
PID: Dem (no lean)	50%	(331)	32%	(213)	5%	(33)	14%	(92)	669
PID: Ind (no lean)	52%	(240)	29%	(137)	4%	(18)	15%	(70)	466
PID: Rep (no lean)	48%	(166)	33%	(115)	4%	(14)	15%	(51)	346
PID/Gender: Dem Men	49%	(210)	35%	(148)	6%	(24)	10%	(44)	427
PID/Gender: Dem Women	50%	(121)	27%	(65)	4%	(9)	20%	(47)	242
PID/Gender: Ind Men	51%	(161)	32%	(102)	4%	(14)	13%	(40)	317
PID/Gender: Ind Women	53%	(79)	23%	(35)	3%	(5)	20%	(30)	149
PID/Gender: Rep Men	46%	(107)	35%	(81)	6%	(13)	14%	(32)	233
PID/Gender: Rep Women	53%	(59)	30%	(34)	—	(1)	17%	(19)	112
Ideo: Liberal (1-3)	47%	(248)	32%	(168)	6%	(33)	15%	(77)	526
Ideo: Moderate (4)	46%	(195)	36%	(151)	4%	(17)	14%	(58)	420
Ideo: Conservative (5-7)	53%	(212)	29%	(117)	3%	(12)	15%	(62)	402
Educ: < College	47%	(438)	34%	(317)	4%	(40)	14%	(129)	924
Educ: Bachelors degree	53%	(188)	27%	(96)	5%	(18)	15%	(55)	358
Educ: Post-grad	56%	(110)	26%	(52)	3%	(7)	15%	(29)	198

Continued on next page



**Table MCSP7\_3:** Considering all the games you watch in the following leagues during their respective seasons, do you mostly watch games when your favorite team is playing or games when your favorite team is not playing?

NBA

Demographic	Mostly watch games when my favorite team is playing		Watch the same amount of games when my favorite team is and is not playing		Mostly watch games when my favorite team is not playing		Only watch games with my favorite team		Total N
Adults	50%	(737)	31%	(466)	4%	(65)	14%	(213)	1481
Income: Under 50k	50%	(359)	32%	(227)	5%	(35)	13%	(95)	715
Income: 50k-100k	49%	(247)	32%	(163)	4%	(20)	14%	(72)	502
Income: 100k+	50%	(132)	29%	(76)	4%	(9)	17%	(46)	264
Ethnicity: White	50%	(486)	29%	(282)	4%	(36)	17%	(163)	967
Ethnicity: Hispanic	52%	(159)	36%	(111)	2%	(7)	10%	(31)	308
Ethnicity: Black	47%	(158)	40%	(135)	7%	(22)	6%	(22)	337
Ethnicity: Other	53%	(93)	27%	(48)	4%	(7)	16%	(28)	176
All Christian	52%	(353)	28%	(193)	4%	(25)	16%	(109)	679
All Non-Christian	56%	(48)	26%	(23)	3%	(2)	15%	(13)	86
Atheist	51%	(41)	29%	(24)	6%	(4)	14%	(11)	80
Agnostic/Nothing in particular	46%	(175)	36%	(139)	5%	(18)	13%	(51)	383
Something Else	48%	(120)	35%	(88)	6%	(15)	11%	(28)	251
Religious Non-Protestant/Catholic	58%	(57)	25%	(25)	2%	(2)	15%	(15)	99
Evangelical	49%	(177)	32%	(114)	6%	(21)	13%	(46)	358
Non-Evangelical	51%	(283)	30%	(163)	3%	(19)	16%	(88)	553
Community: Urban	51%	(254)	32%	(161)	4%	(20)	13%	(63)	498
Community: Suburban	51%	(366)	29%	(209)	5%	(37)	15%	(111)	723
Community: Rural	45%	(118)	37%	(95)	3%	(8)	15%	(39)	260
Employ: Private Sector	50%	(274)	35%	(191)	5%	(27)	11%	(60)	551
Employ: Government	57%	(66)	28%	(32)	4%	(5)	11%	(13)	116
Employ: Self-Employed	45%	(77)	37%	(64)	8%	(13)	10%	(17)	171
Employ: Homemaker	44%	(32)	32%	(24)	7%	(5)	16%	(12)	74
Employ: Student	47%	(29)	40%	(25)	1%	(1)	12%	(8)	62
Employ: Retired	49%	(126)	22%	(56)	3%	(7)	26%	(67)	256
Employ: Unemployed	48%	(77)	33%	(54)	3%	(5)	16%	(25)	160
Employ: Other	63%	(57)	22%	(20)	2%	(2)	13%	(12)	90

Continued on next page

**Table MCSP7\_3:** Considering all the games you watch in the following leagues during their respective seasons, do you mostly watch games when your favorite team is playing or games when your favorite team is not playing?

NBA

Demographic	Mostly watch games when my favorite team is playing		Watch the same amount of games when my favorite team is and is not playing		Mostly watch games when my favorite team is not playing		Only watch games with my favorite team		Total N
Adults	50%	(737)	31%	(466)	4%	(65)	14%	(213)	1481
Military HH: Yes	47%	(96)	29%	(59)	5%	(10)	19%	(38)	202
Military HH: No	50%	(642)	32%	(407)	4%	(54)	14%	(175)	1278
RD/WT: Right Direction	50%	(345)	31%	(215)	5%	(34)	13%	(90)	684
RD/WT: Wrong Track	49%	(393)	31%	(250)	4%	(31)	15%	(123)	796
Biden Job Approve	49%	(398)	31%	(249)	4%	(36)	15%	(124)	806
Biden Job Disapprove	50%	(300)	33%	(202)	4%	(23)	13%	(80)	605
Biden Job Strongly Approve	49%	(190)	31%	(122)	5%	(18)	16%	(61)	391
Biden Job Somewhat Approve	50%	(207)	31%	(127)	4%	(18)	15%	(63)	415
Biden Job Somewhat Disapprove	51%	(119)	36%	(83)	5%	(11)	8%	(19)	231
Biden Job Strongly Disapprove	49%	(182)	32%	(119)	3%	(12)	16%	(61)	374
Favorable of Biden	49%	(409)	31%	(260)	5%	(42)	14%	(120)	831
Unfavorable of Biden	48%	(276)	34%	(194)	4%	(21)	14%	(82)	573
Very Favorable of Biden	50%	(220)	29%	(129)	5%	(21)	16%	(71)	442
Somewhat Favorable of Biden	49%	(189)	34%	(130)	5%	(20)	13%	(49)	388
Somewhat Unfavorable of Biden	48%	(93)	37%	(72)	3%	(6)	11%	(22)	192
Very Unfavorable of Biden	48%	(183)	32%	(123)	4%	(15)	16%	(60)	380
#1 Issue: Economy	49%	(303)	34%	(213)	5%	(34)	11%	(68)	617
#1 Issue: Security	52%	(101)	29%	(57)	4%	(8)	15%	(29)	194
#1 Issue: Health Care	49%	(100)	32%	(66)	5%	(10)	14%	(29)	205
#1 Issue: Medicare / Social Security	54%	(77)	22%	(32)	1%	(1)	24%	(34)	144
#1 Issue: Women's Issues	44%	(38)	36%	(31)	5%	(4)	15%	(13)	87
#1 Issue: Education	47%	(31)	35%	(23)	3%	(2)	14%	(10)	66
#1 Issue: Energy	58%	(43)	28%	(20)	2%	(1)	12%	(9)	73
#1 Issue: Other	47%	(45)	25%	(24)	4%	(4)	23%	(22)	94

Continued on next page

**Table MCSP7\_3:** Considering all the games you watch in the following leagues during their respective seasons, do you mostly watch games when your favorite team is playing or games when your favorite team is not playing?

NBA

Demographic	Mostly watch games when my favorite team is playing		Watch the same amount of games when my favorite team is and is not playing		Mostly watch games when my favorite team is not playing		Only watch games with my favorite team		Total N
Adults	50%	(737)	31%	(466)	4%	(65)	14%	(213)	1481
2020 Vote: Joe Biden	50%	(395)	31%	(250)	5%	(36)	14%	(114)	795
2020 Vote: Donald Trump	49%	(183)	30%	(113)	5%	(20)	15%	(57)	373
2020 Vote: Other	41%	(23)	46%	(25)	3%	(2)	10%	(5)	55
2020 Vote: Didn't Vote	53%	(137)	30%	(77)	3%	(7)	14%	(36)	257
2018 House Vote: Democrat	50%	(307)	29%	(179)	4%	(27)	16%	(95)	608
2018 House Vote: Republican	46%	(149)	32%	(102)	6%	(18)	16%	(52)	321
2016 Vote: Hillary Clinton	47%	(277)	33%	(191)	5%	(29)	15%	(91)	587
2016 Vote: Donald Trump	48%	(185)	30%	(115)	5%	(20)	17%	(64)	383
2016 Vote: Other	55%	(38)	29%	(20)	1%	(1)	16%	(11)	69
2016 Vote: Didn't Vote	54%	(238)	32%	(140)	3%	(15)	11%	(48)	441
Voted in 2014: Yes	50%	(420)	28%	(238)	5%	(43)	17%	(139)	840
Voted in 2014: No	49%	(317)	35%	(227)	3%	(22)	12%	(74)	641
4-Region: Northeast	51%	(147)	30%	(89)	4%	(11)	15%	(45)	292
4-Region: Midwest	45%	(139)	30%	(93)	4%	(12)	21%	(63)	307
4-Region: South	50%	(260)	32%	(168)	7%	(37)	11%	(59)	524
4-Region: West	53%	(192)	32%	(116)	1%	(5)	13%	(46)	359
2110001	50%	(365)	32%	(235)	4%	(28)	14%	(102)	729
2110009	50%	(373)	31%	(231)	5%	(36)	15%	(111)	751
Sports Fans	50%	(698)	32%	(442)	4%	(56)	13%	(186)	1383
Avid Sports Fans	48%	(276)	39%	(225)	4%	(24)	9%	(49)	574
Casual Sports Fans	52%	(422)	27%	(217)	4%	(33)	17%	(137)	809
Non-Sports Fans	40%	(39)	24%	(23)	9%	(8)	28%	(27)	97
Sports Fans Non-NHL	54%	(345)	27%	(175)	5%	(31)	14%	(90)	641
NHL Fans	47%	(359)	36%	(270)	4%	(28)	13%	(102)	760
Avid NHL Fans	50%	(100)	33%	(66)	5%	(9)	13%	(26)	201
Casual NHL Fans	46%	(259)	37%	(205)	3%	(19)	14%	(77)	559

Continued on next page

**Table MCSP7\_3:** Considering all the games you watch in the following leagues during their respective seasons, do you mostly watch games when your favorite team is playing or games when your favorite team is not playing?

NBA

Demographic	Mostly watch games when my favorite team is playing		Watch the same amount of games when my favorite team is and is not playing		Mostly watch games when my favorite team is not playing		Only watch games with my favorite team		Total N
Adults	50%	(737)	31%	(466)	4%	(65)	14%	(213)	1481
Has Favorite NHL Team	46%	(273)	34%	(205)	4%	(25)	16%	(96)	599
Has Favorite MLB Team	50%	(500)	30%	(303)	4%	(37)	16%	(157)	997
Has Favorite NBA Team	50%	(737)	31%	(466)	4%	(65)	14%	(213)	1481
Has Favorite NFL Team	50%	(634)	32%	(398)	4%	(53)	14%	(179)	1264
MLB Fans	50%	(543)	32%	(342)	4%	(45)	14%	(151)	1080
NBA Fans	51%	(701)	32%	(439)	5%	(62)	12%	(160)	1363
NFL Fans	50%	(667)	32%	(424)	4%	(59)	13%	(176)	1326
Avid MLB Fans	51%	(222)	33%	(145)	5%	(20)	11%	(50)	437
Avid NBA	47%	(279)	42%	(251)	5%	(31)	6%	(39)	601
Avid NFL Fans	46%	(338)	38%	(278)	4%	(32)	11%	(82)	730

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

**Table MCSP7\_4:** Considering all the games you watch in the following leagues during their respective seasons, do you mostly watch games when your favorite team is playing or games when your favorite team is not playing?

NFL

Demographic	Mostly watch games when my favorite team is playing		Watch the same amount of games when my favorite team is and is not playing		Mostly watch games when my favorite team is not playing		Only watch games with my favorite team		Total N
Adults	48%	(1129)	36%	(843)	4%	(95)	12%	(288)	2355
Gender: Male	46%	(634)	41%	(561)	5%	(62)	9%	(119)	1376
Gender: Female	51%	(495)	29%	(281)	3%	(33)	17%	(169)	979
Age: 18-34	47%	(324)	38%	(265)	4%	(27)	12%	(80)	696
Age: 35-44	51%	(209)	34%	(138)	5%	(21)	9%	(38)	407
Age: 45-64	49%	(393)	37%	(295)	4%	(29)	11%	(90)	806
Age: 65+	46%	(204)	32%	(144)	4%	(18)	18%	(79)	445
GenZers: 1997-2012	45%	(96)	39%	(83)	6%	(12)	11%	(24)	215
Millennials: 1981-1996	50%	(367)	36%	(268)	4%	(30)	10%	(76)	741
GenXers: 1965-1980	47%	(264)	39%	(218)	4%	(21)	10%	(58)	561
Baby Boomers: 1946-1964	48%	(363)	33%	(251)	4%	(27)	15%	(115)	756
PID: Dem (no lean)	46%	(430)	37%	(346)	4%	(38)	13%	(126)	940
PID: Ind (no lean)	49%	(354)	35%	(255)	4%	(25)	12%	(88)	723
PID: Rep (no lean)	50%	(345)	35%	(242)	5%	(31)	11%	(74)	692
PID/Gender: Dem Men	45%	(242)	43%	(230)	4%	(22)	9%	(46)	540
PID/Gender: Dem Women	47%	(188)	29%	(116)	4%	(16)	20%	(80)	400
PID/Gender: Ind Men	49%	(218)	39%	(176)	4%	(16)	9%	(38)	448
PID/Gender: Ind Women	50%	(136)	29%	(79)	3%	(9)	18%	(50)	274
PID/Gender: Rep Men	45%	(174)	40%	(155)	6%	(24)	9%	(34)	388
PID/Gender: Rep Women	56%	(171)	28%	(87)	2%	(7)	13%	(40)	304
Ideo: Liberal (1-3)	45%	(320)	37%	(266)	4%	(30)	14%	(98)	714
Ideo: Moderate (4)	47%	(309)	38%	(248)	5%	(30)	11%	(71)	658
Ideo: Conservative (5-7)	50%	(393)	34%	(269)	4%	(31)	12%	(93)	786
Educ: < College	48%	(751)	35%	(550)	4%	(57)	13%	(205)	1563
Educ: Bachelors degree	50%	(261)	36%	(188)	5%	(24)	10%	(50)	523
Educ: Post-grad	43%	(117)	39%	(105)	5%	(14)	12%	(33)	269

Continued on next page

**Table MCSP7\_4:** Considering all the games you watch in the following leagues during their respective seasons, do you mostly watch games when your favorite team is playing or games when your favorite team is not playing?

NFL

Demographic	Mostly watch games when my favorite team is playing		Watch the same amount of games when my favorite team is and is not playing		Mostly watch games when my favorite team is not playing		Only watch games with my favorite team		Total N
Adults	48%	(1129)	36%	(843)	4%	(95)	12%	(288)	2355
Income: Under 50k	49%	(590)	33%	(398)	4%	(49)	14%	(174)	1211
Income: 50k-100k	47%	(369)	39%	(301)	4%	(33)	10%	(77)	781
Income: 100k+	47%	(170)	39%	(143)	4%	(14)	10%	(36)	363
Ethnicity: White	48%	(866)	34%	(624)	4%	(78)	14%	(246)	1815
Ethnicity: Hispanic	47%	(177)	41%	(154)	3%	(11)	9%	(35)	376
Ethnicity: Black	44%	(153)	46%	(160)	4%	(12)	6%	(20)	346
Ethnicity: Other	56%	(110)	30%	(59)	3%	(5)	11%	(21)	194
All Christian	49%	(558)	36%	(410)	3%	(40)	12%	(140)	1148
All Non-Christian	45%	(51)	36%	(40)	4%	(4)	15%	(17)	112
Atheist	43%	(49)	38%	(43)	5%	(5)	13%	(15)	112
Agnostic/Nothing in particular	47%	(278)	36%	(214)	5%	(31)	12%	(68)	591
Something Else	49%	(193)	35%	(136)	4%	(14)	12%	(48)	392
Religious Non-Protestant/Catholic	46%	(59)	35%	(44)	3%	(4)	16%	(20)	128
Evangelical	48%	(278)	35%	(202)	4%	(26)	13%	(73)	579
Non-Evangelical	49%	(460)	36%	(335)	3%	(27)	12%	(110)	932
Community: Urban	45%	(285)	39%	(249)	4%	(24)	13%	(80)	637
Community: Suburban	49%	(560)	35%	(405)	4%	(45)	12%	(138)	1148
Community: Rural	50%	(284)	33%	(189)	4%	(25)	12%	(70)	569
Employ: Private Sector	47%	(378)	40%	(329)	4%	(33)	9%	(73)	812
Employ: Government	53%	(87)	32%	(52)	3%	(4)	12%	(20)	162
Employ: Self-Employed	46%	(109)	43%	(102)	3%	(8)	7%	(17)	236
Employ: Homemaker	54%	(77)	27%	(38)	4%	(6)	15%	(21)	142
Employ: Student	53%	(41)	34%	(27)	7%	(6)	5%	(4)	77
Employ: Retired	48%	(250)	31%	(162)	5%	(25)	16%	(84)	520
Employ: Unemployed	42%	(109)	34%	(88)	2%	(6)	21%	(54)	258
Employ: Other	53%	(78)	31%	(46)	5%	(7)	10%	(15)	147

Continued on next page

**Table MCSP7\_4:** Considering all the games you watch in the following leagues during their respective seasons, do you mostly watch games when your favorite team is playing or games when your favorite team is not playing?

NFL

Demographic	Mostly watch games when my favorite team is playing		Watch the same amount of games when my favorite team is and is not playing		Mostly watch games when my favorite team is not playing		Only watch games with my favorite team		Total N
Adults	48%	(1129)	36%	(843)	4%	(95)	12%	(288)	2355
Military HH: Yes	48%	(175)	36%	(131)	5%	(17)	12%	(45)	368
Military HH: No	48%	(954)	36%	(712)	4%	(78)	12%	(243)	1987
RD/WT: Right Direction	45%	(429)	39%	(370)	4%	(41)	12%	(114)	954
RD/WT: Wrong Track	50%	(701)	34%	(472)	4%	(54)	12%	(174)	1400
Biden Job Approve	46%	(516)	37%	(423)	4%	(46)	13%	(148)	1132
Biden Job Disapprove	50%	(568)	34%	(387)	4%	(48)	11%	(123)	1126
Biden Job Strongly Approve	46%	(246)	37%	(196)	4%	(19)	14%	(76)	537
Biden Job Somewhat Approve	45%	(269)	38%	(227)	4%	(27)	12%	(72)	595
Biden Job Somewhat Disapprove	48%	(168)	38%	(135)	4%	(15)	10%	(34)	351
Biden Job Strongly Disapprove	52%	(400)	33%	(252)	4%	(33)	11%	(89)	774
Favorable of Biden	46%	(535)	38%	(440)	4%	(46)	13%	(149)	1170
Unfavorable of Biden	50%	(539)	35%	(373)	4%	(46)	11%	(122)	1080
Very Favorable of Biden	47%	(281)	36%	(215)	3%	(19)	14%	(86)	600
Somewhat Favorable of Biden	45%	(255)	39%	(225)	5%	(26)	11%	(64)	569
Somewhat Unfavorable of Biden	44%	(127)	39%	(114)	4%	(13)	13%	(38)	291
Very Unfavorable of Biden	52%	(412)	33%	(259)	4%	(33)	11%	(84)	788
#1 Issue: Economy	48%	(454)	37%	(351)	4%	(37)	10%	(98)	940
#1 Issue: Security	54%	(212)	31%	(121)	5%	(18)	10%	(41)	392
#1 Issue: Health Care	47%	(133)	38%	(107)	3%	(10)	11%	(31)	281
#1 Issue: Medicare / Social Security	44%	(115)	37%	(98)	3%	(7)	16%	(43)	264
#1 Issue: Women's Issues	41%	(50)	38%	(47)	4%	(4)	17%	(21)	123
#1 Issue: Education	42%	(39)	43%	(41)	4%	(4)	11%	(10)	94
#1 Issue: Energy	50%	(59)	34%	(40)	4%	(5)	12%	(15)	119
#1 Issue: Other	47%	(66)	26%	(37)	6%	(9)	20%	(29)	141

Continued on next page

**Table MCSP7\_4:** Considering all the games you watch in the following leagues during their respective seasons, do you mostly watch games when your favorite team is playing or games when your favorite team is not playing?

NFL

Demographic	Mostly watch games when my favorite team is playing		Watch the same amount of games when my favorite team is and is not playing		Mostly watch games when my favorite team is not playing		Only watch games with my favorite team		Total N
Adults	48%	(1129)	36%	(843)	4%	(95)	12%	(288)	2355
2020 Vote: Joe Biden	46%	(518)	38%	(435)	3%	(38)	13%	(143)	1135
2020 Vote: Donald Trump	52%	(390)	33%	(247)	5%	(35)	11%	(83)	756
2020 Vote: Other	48%	(42)	39%	(34)	4%	(4)	9%	(8)	87
2020 Vote: Didn't Vote	48%	(179)	33%	(126)	5%	(17)	14%	(54)	375
2018 House Vote: Democrat	48%	(418)	36%	(320)	3%	(30)	12%	(109)	877
2018 House Vote: Republican	51%	(334)	33%	(218)	4%	(29)	12%	(79)	661
2018 House Vote: Someone else	53%	(30)	35%	(20)	5%	(3)	6%	(4)	56
2016 Vote: Hillary Clinton	45%	(374)	39%	(320)	4%	(30)	13%	(104)	827
2016 Vote: Donald Trump	50%	(377)	34%	(256)	4%	(33)	11%	(82)	747
2016 Vote: Other	50%	(66)	34%	(46)	4%	(6)	11%	(15)	133
2016 Vote: Didn't Vote	48%	(312)	34%	(221)	4%	(27)	13%	(87)	648
Voted in 2014: Yes	49%	(686)	35%	(490)	4%	(59)	12%	(172)	1406
Voted in 2014: No	47%	(444)	37%	(353)	4%	(36)	12%	(116)	949
4-Region: Northeast	47%	(203)	36%	(156)	3%	(12)	15%	(63)	434
4-Region: Midwest	50%	(251)	32%	(162)	4%	(23)	13%	(66)	501
4-Region: South	48%	(427)	37%	(329)	5%	(45)	9%	(81)	882
4-Region: West	46%	(248)	36%	(196)	3%	(16)	14%	(78)	538
2110001	49%	(565)	36%	(413)	3%	(34)	13%	(148)	1161
2110009	47%	(564)	36%	(430)	5%	(61)	12%	(140)	1194
Sports Fans	49%	(1016)	37%	(780)	4%	(84)	10%	(201)	2081
Avid Sports Fans	43%	(301)	48%	(335)	4%	(30)	5%	(35)	701
Casual Sports Fans	52%	(716)	32%	(446)	4%	(54)	12%	(165)	1381
Non-Sports Fans	41%	(113)	23%	(62)	4%	(11)	32%	(87)	273
Sports Fans Non-NHL	50%	(502)	36%	(364)	4%	(39)	10%	(102)	1007
NHL Fans	47%	(529)	38%	(431)	4%	(46)	10%	(115)	1122

Continued on next page



**Table MCSP7\_4:** Considering all the games you watch in the following leagues during their respective seasons, do you mostly watch games when your favorite team is playing or games when your favorite team is not playing?

NFL

Demographic	Mostly watch games when my favorite team is playing		Watch the same amount of games when my favorite team is and is not playing		Mostly watch games when my favorite team is not playing		Only watch games with my favorite team		Total N
Adults	48%	(1129)	36%	(843)	4%	(95)	12%	(288)	2355
Avid NHL Fans	48%	(140)	41%	(120)	4%	(13)	7%	(19)	292
Casual NHL Fans	47%	(390)	38%	(311)	4%	(33)	12%	(96)	830
Has Favorite NHL Team	48%	(422)	37%	(332)	4%	(40)	10%	(92)	886
Has Favorite MLB Team	47%	(699)	38%	(555)	4%	(62)	11%	(163)	1479
Has Favorite NBA Team	47%	(591)	39%	(498)	4%	(49)	10%	(125)	1264
Has Favorite NFL Team	48%	(1129)	36%	(843)	4%	(95)	12%	(288)	2355
MLB Fans	48%	(785)	38%	(620)	4%	(68)	10%	(165)	1638
NBA Fans	47%	(692)	40%	(596)	4%	(62)	9%	(128)	1478
NFL Fans	49%	(1072)	37%	(803)	4%	(89)	11%	(231)	2195
Avid MLB Fans	48%	(281)	41%	(244)	5%	(28)	6%	(35)	588
Avid NBA	41%	(232)	48%	(269)	5%	(26)	6%	(32)	558
Avid NFL Fans	45%	(500)	46%	(508)	5%	(52)	5%	(51)	1110

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

**Table MCSP8\_1:** Consider all the games you watch in the following leagues during their respective seasons. Who do you mostly root for?

NHL

Demographic	Mostly root for specific player(s)		Root equally for specific team(s) and player(s)		Mostly root for specific team(s)		Do not root for specific player(s) or team(s)		Total N
Adults	3%	(152)	11%	(466)	19%	(845)	67%	(2937)	4400
Gender: Male	4%	(91)	14%	(297)	23%	(485)	59%	(1250)	2124
Gender: Female	3%	(61)	7%	(169)	16%	(360)	74%	(1687)	2276
Age: 18-34	7%	(89)	14%	(179)	15%	(199)	64%	(844)	1310
Age: 35-44	5%	(38)	15%	(104)	17%	(124)	63%	(449)	715
Age: 45-64	1%	(18)	8%	(128)	24%	(353)	67%	(1002)	1502
Age: 65+	1%	(7)	6%	(56)	19%	(169)	73%	(641)	873
GenZers: 1997-2012	6%	(28)	13%	(62)	13%	(61)	67%	(314)	465
Millennials: 1981-1996	7%	(84)	14%	(184)	18%	(225)	61%	(782)	1276
GenXers: 1965-1980	3%	(29)	11%	(117)	22%	(221)	64%	(660)	1028
Baby Boomers: 1946-1964	1%	(10)	7%	(96)	21%	(307)	72%	(1042)	1455
PID: Dem (no lean)	5%	(83)	12%	(201)	19%	(317)	64%	(1052)	1653
PID: Ind (no lean)	2%	(37)	9%	(134)	18%	(270)	70%	(1023)	1464
PID: Rep (no lean)	3%	(33)	10%	(130)	20%	(258)	67%	(862)	1284
PID/Gender: Dem Men	6%	(48)	17%	(128)	22%	(172)	55%	(428)	776
PID/Gender: Dem Women	4%	(35)	8%	(73)	17%	(145)	71%	(624)	877
PID/Gender: Ind Men	3%	(23)	11%	(81)	22%	(168)	64%	(478)	750
PID/Gender: Ind Women	2%	(14)	7%	(53)	14%	(102)	76%	(544)	714
PID/Gender: Rep Men	3%	(20)	15%	(88)	24%	(146)	58%	(344)	598
PID/Gender: Rep Women	2%	(13)	6%	(42)	16%	(113)	76%	(518)	686
Ideo: Liberal (1-3)	6%	(79)	12%	(148)	19%	(244)	63%	(787)	1257
Ideo: Moderate (4)	3%	(35)	11%	(140)	19%	(242)	67%	(840)	1257
Ideo: Conservative (5-7)	2%	(28)	10%	(148)	21%	(307)	66%	(951)	1434
Educ: < College	3%	(92)	10%	(291)	17%	(512)	70%	(2129)	3024
Educ: Bachelors degree	3%	(29)	12%	(106)	25%	(223)	60%	(529)	888
Educ: Post-grad	6%	(31)	14%	(68)	23%	(110)	57%	(279)	488
Income: Under 50k	2%	(55)	9%	(217)	16%	(389)	73%	(1754)	2415
Income: 50k-100k	5%	(66)	12%	(163)	22%	(305)	61%	(853)	1387
Income: 100k+	5%	(31)	14%	(86)	25%	(151)	55%	(330)	598
Ethnicity: White	3%	(100)	10%	(338)	20%	(702)	67%	(2303)	3443

Continued on next page

**Table MCSP8\_1:** Consider all the games you watch in the following leagues during their respective seasons. Who do you mostly root for?  
 NHL

Demographic	Mostly root for specific player(s)		Root equally for specific team(s) and player(s)		Mostly root for specific team(s)		Do not root for specific player(s) or team(s)		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	3%	(152)	11%	(466)	19%	(845)	67%	(2937)	4400
Ethnicity: Hispanic	7%	(46)	14%	(97)	15%	(104)	65%	(452)	699
Ethnicity: Black	7%	(37)	14%	(76)	12%	(66)	67%	(369)	549
Ethnicity: Other	4%	(15)	13%	(51)	19%	(77)	65%	(264)	408
All Christian	3%	(65)	12%	(232)	22%	(431)	63%	(1246)	1974
All Non-Christian	11%	(22)	11%	(23)	25%	(51)	54%	(112)	208
Atheist	4%	(11)	11%	(27)	16%	(40)	69%	(179)	258
Agnostic/Nothing in particular	2%	(30)	9%	(114)	16%	(196)	72%	(892)	1232
Something Else	3%	(24)	9%	(69)	17%	(127)	70%	(508)	727
Religious Non-Protestant/Catholic	9%	(23)	10%	(24)	23%	(57)	58%	(143)	247
Evangelical	4%	(43)	12%	(133)	16%	(169)	68%	(719)	1064
Non-Evangelical	3%	(44)	10%	(165)	24%	(376)	63%	(994)	1578
Community: Urban	6%	(74)	12%	(139)	20%	(234)	61%	(712)	1158
Community: Suburban	3%	(60)	11%	(227)	22%	(452)	65%	(1352)	2091
Community: Rural	2%	(19)	9%	(100)	14%	(159)	76%	(873)	1151
Employ: Private Sector	5%	(72)	14%	(185)	23%	(315)	57%	(770)	1343
Employ: Government	5%	(12)	14%	(37)	22%	(57)	60%	(157)	263
Employ: Self-Employed	5%	(23)	17%	(72)	20%	(86)	57%	(245)	426
Employ: Homemaker	3%	(10)	9%	(30)	14%	(49)	75%	(262)	351
Employ: Student	5%	(7)	10%	(15)	13%	(19)	72%	(106)	148
Employ: Retired	1%	(6)	6%	(64)	20%	(203)	73%	(730)	1003
Employ: Unemployed	3%	(14)	7%	(39)	13%	(71)	77%	(422)	546
Employ: Other	2%	(7)	7%	(23)	14%	(44)	77%	(246)	321
Military HH: Yes	3%	(19)	9%	(58)	21%	(137)	67%	(439)	654
Military HH: No	4%	(133)	11%	(407)	19%	(708)	67%	(2498)	3746
RD/WT: Right Direction	6%	(93)	13%	(216)	19%	(316)	62%	(1041)	1666
RD/WT: Wrong Track	2%	(59)	9%	(249)	19%	(530)	69%	(1896)	2734
Biden Job Approve	5%	(106)	13%	(259)	19%	(383)	63%	(1256)	2004
Biden Job Disapprove	2%	(41)	9%	(197)	20%	(424)	69%	(1478)	2140

Continued on next page

**Table MCSP8\_1:** Consider all the games you watch in the following leagues during their respective seasons. Who do you mostly root for?

NHL

Demographic	Mostly root for specific player(s)		Root equally for specific team(s) and player(s)		Mostly root for specific team(s)		Do not root for specific player(s) or team(s)		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	3%	(152)	11%	(466)	19%	(845)	67%	(2937)	4400
Biden Job Strongly Approve	6%	(59)	13%	(122)	18%	(165)	62%	(568)	913
Biden Job Somewhat Approve	4%	(47)	13%	(137)	20%	(219)	63%	(688)	1091
Biden Job Somewhat Disapprove	3%	(18)	8%	(55)	19%	(124)	70%	(450)	647
Biden Job Strongly Disapprove	2%	(23)	10%	(142)	20%	(300)	69%	(1028)	1493
Favorable of Biden	5%	(98)	12%	(251)	19%	(393)	64%	(1318)	2059
Unfavorable of Biden	2%	(45)	9%	(193)	20%	(417)	69%	(1438)	2093
Very Favorable of Biden	6%	(60)	12%	(125)	18%	(185)	63%	(635)	1006
Somewhat Favorable of Biden	4%	(38)	12%	(125)	20%	(207)	65%	(683)	1053
Somewhat Unfavorable of Biden	4%	(21)	10%	(56)	18%	(104)	68%	(385)	567
Very Unfavorable of Biden	2%	(24)	9%	(137)	20%	(313)	69%	(1053)	1527
#1 Issue: Economy	4%	(59)	11%	(174)	21%	(343)	64%	(1026)	1601
#1 Issue: Security	3%	(20)	9%	(63)	21%	(155)	67%	(484)	723
#1 Issue: Health Care	5%	(25)	13%	(73)	21%	(120)	61%	(343)	561
#1 Issue: Medicare / Social Security	1%	(6)	8%	(43)	15%	(80)	75%	(395)	525
#1 Issue: Women's Issues	5%	(16)	11%	(34)	17%	(52)	66%	(198)	299
#1 Issue: Education	4%	(7)	18%	(30)	8%	(13)	70%	(117)	168
#1 Issue: Energy	4%	(10)	13%	(30)	15%	(34)	67%	(153)	227
#1 Issue: Other	3%	(10)	6%	(19)	16%	(49)	74%	(220)	297
2020 Vote: Joe Biden	5%	(92)	12%	(239)	21%	(403)	63%	(1225)	1960
2020 Vote: Donald Trump	2%	(29)	10%	(142)	21%	(293)	67%	(934)	1398
2020 Vote: Other	2%	(4)	8%	(13)	25%	(41)	65%	(106)	164
2020 Vote: Didn't Vote	3%	(28)	8%	(71)	12%	(107)	77%	(670)	875
2018 House Vote: Democrat	4%	(61)	11%	(168)	21%	(312)	63%	(933)	1475
2018 House Vote: Republican	3%	(32)	10%	(123)	23%	(273)	64%	(767)	1196
2018 House Vote: Someone else	3%	(4)	9%	(11)	19%	(23)	69%	(85)	123
2016 Vote: Hillary Clinton	4%	(52)	11%	(156)	20%	(283)	65%	(908)	1400
2016 Vote: Donald Trump	3%	(36)	11%	(144)	23%	(308)	63%	(833)	1321
2016 Vote: Other	2%	(6)	7%	(18)	25%	(63)	65%	(162)	249
2016 Vote: Didn't Vote	4%	(59)	10%	(147)	13%	(190)	72%	(1030)	1425

Continued on next page

**Table MCSP8\_1:** Consider all the games you watch in the following leagues during their respective seasons. Who do you mostly root for?  
NHL

Demographic	Mostly root for specific player(s)		Root equally for specific team(s) and player(s)		Mostly root for specific team(s)		Do not root for specific player(s) or team(s)		Total N
Adults	3%	(152)	11%	(466)	19%	(845)	67%	(2937)	4400
Voted in 2014: Yes	3%	(79)	11%	(263)	23%	(554)	63%	(1546)	2442
Voted in 2014: No	4%	(74)	10%	(202)	15%	(291)	71%	(1391)	1958
4-Region: Northeast	3%	(26)	11%	(88)	26%	(206)	59%	(467)	787
4-Region: Midwest	3%	(29)	11%	(99)	21%	(195)	65%	(601)	925
4-Region: South	3%	(57)	10%	(157)	16%	(261)	71%	(1173)	1648
4-Region: West	4%	(40)	12%	(121)	18%	(183)	67%	(696)	1040
2110001	3%	(75)	10%	(222)	19%	(416)	67%	(1468)	2182
2110009	3%	(77)	11%	(244)	19%	(429)	66%	(1469)	2218
Sports Fans	5%	(145)	14%	(414)	27%	(777)	54%	(1564)	2899
Avid Sports Fans	8%	(66)	23%	(192)	30%	(250)	38%	(316)	824
Casual Sports Fans	4%	(79)	11%	(222)	25%	(527)	60%	(1247)	2074
Non-Sports Fans	1%	(8)	3%	(52)	5%	(68)	91%	(1373)	1501
Sports Fans Non-NHL	3%	(40)	4%	(56)	9%	(134)	84%	(1255)	1486
NHL Fans	7%	(109)	25%	(384)	45%	(678)	23%	(353)	1523
Avid NHL Fans	13%	(51)	32%	(123)	48%	(186)	7%	(28)	387
Casual NHL Fans	5%	(58)	23%	(261)	43%	(492)	29%	(325)	1137
Has Favorite NHL Team	9%	(88)	26%	(267)	58%	(595)	8%	(77)	1026
Has Favorite MLB Team	5%	(88)	16%	(296)	33%	(606)	46%	(833)	1823
Has Favorite NBA Team	7%	(106)	17%	(250)	30%	(438)	46%	(685)	1481
Has Favorite NFL Team	5%	(121)	14%	(323)	29%	(672)	53%	(1238)	2355
MLB Fans	6%	(125)	16%	(367)	30%	(675)	48%	(1095)	2262
NBA Fans	6%	(122)	17%	(337)	25%	(513)	52%	(1048)	2020
NFL Fans	5%	(134)	15%	(408)	27%	(732)	54%	(1488)	2762
Avid MLB Fans	6%	(47)	21%	(152)	32%	(236)	41%	(301)	736
Avid NBA	10%	(70)	23%	(155)	23%	(154)	44%	(296)	676
Avid NFL Fans	6%	(77)	19%	(222)	30%	(365)	45%	(536)	1200

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

**Table MCSP8\_2:** Consider all the games you watch in the following leagues during their respective seasons. Who do you mostly root for?

MLB

Demographic	Mostly root for specific player(s)		Root equally for specific team(s) and player(s)		Mostly root for specific team(s)		Do not root for specific player(s) or team(s)		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	4%	(194)	13%	(580)	31%	(1353)	52%	(2274)	4400
Gender: Male	6%	(118)	16%	(348)	37%	(782)	41%	(875)	2124
Gender: Female	3%	(76)	10%	(231)	25%	(570)	61%	(1399)	2276
Age: 18-34	8%	(103)	17%	(218)	21%	(270)	55%	(720)	1310
Age: 35-44	7%	(49)	14%	(98)	27%	(194)	52%	(374)	715
Age: 45-64	2%	(33)	11%	(169)	38%	(566)	49%	(734)	1502
Age: 65+	1%	(8)	11%	(95)	37%	(323)	51%	(446)	873
GenZers: 1997-2012	7%	(33)	16%	(76)	18%	(82)	59%	(275)	465
Millennials: 1981-1996	8%	(106)	16%	(202)	24%	(309)	52%	(659)	1276
GenXers: 1965-1980	3%	(32)	13%	(136)	34%	(353)	49%	(506)	1028
Baby Boomers: 1946-1964	1%	(22)	11%	(153)	37%	(543)	51%	(737)	1455
PID: Dem (no lean)	6%	(101)	15%	(255)	30%	(496)	49%	(802)	1653
PID: Ind (no lean)	3%	(50)	11%	(164)	28%	(412)	57%	(838)	1464
PID: Rep (no lean)	3%	(44)	12%	(160)	35%	(445)	49%	(634)	1284
PID/Gender: Dem Men	7%	(58)	19%	(149)	36%	(279)	37%	(290)	776
PID/Gender: Dem Women	5%	(43)	12%	(106)	25%	(216)	58%	(512)	877
PID/Gender: Ind Men	4%	(34)	14%	(103)	33%	(248)	49%	(365)	750
PID/Gender: Ind Women	2%	(16)	9%	(61)	23%	(164)	66%	(473)	714
PID/Gender: Rep Men	4%	(26)	16%	(96)	43%	(255)	37%	(220)	598
PID/Gender: Rep Women	3%	(17)	9%	(64)	28%	(190)	60%	(414)	686
Ideo: Liberal (1-3)	7%	(85)	15%	(192)	29%	(367)	49%	(614)	1257
Ideo: Moderate (4)	4%	(46)	13%	(168)	29%	(364)	54%	(679)	1257
Ideo: Conservative (5-7)	3%	(49)	12%	(178)	37%	(531)	47%	(676)	1434
Educ: < College	4%	(125)	13%	(383)	28%	(839)	55%	(1678)	3024
Educ: Bachelors degree	5%	(42)	13%	(116)	39%	(343)	44%	(387)	888
Educ: Post-grad	5%	(27)	17%	(81)	35%	(172)	43%	(209)	488
Income: Under 50k	4%	(94)	11%	(268)	26%	(637)	59%	(1416)	2415
Income: 50k-100k	4%	(59)	15%	(209)	35%	(482)	46%	(638)	1387
Income: 100k+	7%	(41)	17%	(103)	39%	(234)	37%	(221)	598
Ethnicity: White	4%	(121)	12%	(425)	33%	(1123)	52%	(1775)	3443

Continued on next page

**Table MCSP8\_2:** Consider all the games you watch in the following leagues during their respective seasons. Who do you mostly root for?  
 MLB

Demographic	Mostly root for specific player(s)		Root equally for specific team(s) and player(s)		Mostly root for specific team(s)		Do not root for specific player(s) or team(s)		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	4%	(194)	13%	(580)	31%	(1353)	52%	(2274)	4400
Ethnicity: Hispanic	8%	(56)	17%	(119)	26%	(179)	49%	(344)	699
Ethnicity: Black	7%	(37)	17%	(93)	21%	(113)	56%	(306)	549
Ethnicity: Other	9%	(35)	15%	(62)	29%	(118)	47%	(193)	408
All Christian	5%	(90)	15%	(297)	37%	(736)	43%	(851)	1974
All Non-Christian	11%	(22)	15%	(32)	33%	(69)	41%	(85)	208
Atheist	6%	(15)	10%	(25)	25%	(64)	60%	(155)	258
Agnostic/Nothing in particular	3%	(33)	11%	(132)	25%	(307)	62%	(760)	1232
Something Else	5%	(33)	13%	(94)	24%	(177)	58%	(423)	727
Religious Non-Protestant/Catholic	10%	(26)	14%	(36)	32%	(78)	44%	(108)	247
Evangelical	5%	(56)	17%	(181)	29%	(310)	49%	(516)	1064
Non-Evangelical	4%	(62)	13%	(203)	37%	(584)	46%	(729)	1578
Community: Urban	8%	(91)	14%	(167)	28%	(326)	49%	(573)	1158
Community: Suburban	4%	(75)	14%	(298)	35%	(724)	48%	(994)	2091
Community: Rural	2%	(27)	10%	(114)	26%	(302)	61%	(707)	1151
Employ: Private Sector	5%	(73)	15%	(201)	36%	(489)	43%	(581)	1343
Employ: Government	7%	(19)	19%	(51)	33%	(87)	40%	(106)	263
Employ: Self-Employed	8%	(33)	16%	(68)	29%	(124)	47%	(200)	426
Employ: Homemaker	4%	(13)	9%	(30)	20%	(71)	68%	(237)	351
Employ: Student	9%	(14)	10%	(16)	24%	(35)	56%	(83)	148
Employ: Retired	1%	(13)	12%	(123)	35%	(355)	51%	(513)	1003
Employ: Unemployed	4%	(24)	10%	(54)	22%	(120)	64%	(347)	546
Employ: Other	2%	(5)	12%	(38)	22%	(71)	65%	(207)	321
Military HH: Yes	3%	(20)	11%	(71)	34%	(226)	52%	(337)	654
Military HH: No	5%	(174)	14%	(508)	30%	(1127)	52%	(1937)	3746
RD/WT: Right Direction	7%	(113)	16%	(265)	29%	(481)	48%	(807)	1666
RD/WT: Wrong Track	3%	(81)	12%	(315)	32%	(871)	54%	(1467)	2734
Biden Job Approve	6%	(130)	16%	(313)	30%	(607)	48%	(954)	2004
Biden Job Disapprove	3%	(58)	12%	(254)	32%	(694)	53%	(1133)	2140

Continued on next page

**Table MCSP8\_2:** Consider all the games you watch in the following leagues during their respective seasons. Who do you mostly root for?

MLB

Demographic	Mostly root for specific player(s)		Root equally for specific team(s) and player(s)		Mostly root for specific team(s)		Do not root for specific player(s) or team(s)		Total N
Adults	4%	(194)	13%	(580)	31%	(1353)	52%	(2274)	4400
Biden Job Strongly Approve	7%	(62)	18%	(160)	32%	(289)	44%	(403)	913
Biden Job Somewhat Approve	6%	(68)	14%	(153)	29%	(318)	51%	(551)	1091
Biden Job Somewhat Disapprove	2%	(16)	13%	(86)	30%	(197)	54%	(348)	647
Biden Job Strongly Disapprove	3%	(42)	11%	(168)	33%	(497)	53%	(786)	1493
Favorable of Biden	6%	(122)	15%	(315)	30%	(619)	49%	(1003)	2059
Unfavorable of Biden	3%	(63)	12%	(241)	33%	(681)	53%	(1109)	2093
Very Favorable of Biden	7%	(72)	17%	(170)	31%	(307)	45%	(457)	1006
Somewhat Favorable of Biden	5%	(50)	14%	(145)	30%	(312)	52%	(546)	1053
Somewhat Unfavorable of Biden	4%	(25)	12%	(68)	30%	(172)	53%	(301)	567
Very Unfavorable of Biden	3%	(38)	11%	(173)	33%	(508)	53%	(807)	1527
#1 Issue: Economy	5%	(75)	14%	(229)	33%	(524)	48%	(772)	1601
#1 Issue: Security	4%	(27)	13%	(96)	33%	(237)	50%	(363)	723
#1 Issue: Health Care	6%	(34)	13%	(74)	31%	(172)	50%	(281)	561
#1 Issue: Medicare / Social Security	3%	(13)	11%	(56)	33%	(171)	54%	(285)	525
#1 Issue: Women's Issues	8%	(24)	10%	(31)	20%	(61)	61%	(183)	299
#1 Issue: Education	6%	(11)	18%	(31)	21%	(34)	55%	(92)	168
#1 Issue: Energy	2%	(5)	13%	(30)	30%	(67)	55%	(125)	227
#1 Issue: Other	2%	(5)	11%	(31)	29%	(86)	59%	(175)	297
2020 Vote: Joe Biden	6%	(110)	15%	(300)	32%	(623)	47%	(927)	1960
2020 Vote: Donald Trump	3%	(43)	12%	(168)	35%	(488)	50%	(699)	1398
2020 Vote: Other	5%	(9)	14%	(22)	36%	(59)	45%	(75)	164
2020 Vote: Didn't Vote	4%	(32)	10%	(88)	21%	(183)	65%	(572)	875
2018 House Vote: Democrat	5%	(76)	15%	(217)	34%	(505)	46%	(677)	1475
2018 House Vote: Republican	3%	(39)	12%	(149)	36%	(436)	48%	(572)	1196
2018 House Vote: Someone else	4%	(5)	11%	(13)	27%	(33)	58%	(72)	123
2016 Vote: Hillary Clinton	4%	(62)	15%	(208)	33%	(467)	47%	(663)	1400
2016 Vote: Donald Trump	4%	(55)	12%	(164)	38%	(502)	45%	(601)	1321
2016 Vote: Other	4%	(9)	13%	(32)	33%	(82)	50%	(126)	249
2016 Vote: Didn't Vote	5%	(68)	12%	(176)	21%	(301)	62%	(881)	1425

Continued on next page



**Table MCSP8\_2:** Consider all the games you watch in the following leagues during their respective seasons. Who do you mostly root for?  
 MLB

Demographic	Mostly root for specific player(s)		Root equally for specific team(s) and player(s)		Mostly root for specific team(s)		Do not root for specific player(s) or team(s)		Total N
Adults	4%	(194)	13%	(580)	31%	(1353)	52%	(2274)	4400
Voted in 2014: Yes	4%	(99)	14%	(334)	36%	(878)	46%	(1130)	2442
Voted in 2014: No	5%	(94)	13%	(245)	24%	(474)	58%	(1144)	1958
4-Region: Northeast	4%	(34)	13%	(99)	38%	(299)	45%	(355)	787
4-Region: Midwest	4%	(37)	13%	(116)	36%	(331)	48%	(440)	925
4-Region: South	4%	(71)	14%	(223)	25%	(412)	57%	(942)	1648
4-Region: West	5%	(51)	14%	(142)	30%	(310)	52%	(537)	1040
2110001	4%	(94)	13%	(277)	31%	(665)	52%	(1145)	2182
2110009	4%	(99)	14%	(302)	31%	(687)	51%	(1129)	2218
Sports Fans	6%	(173)	18%	(534)	41%	(1196)	34%	(995)	2899
Avid Sports Fans	8%	(66)	26%	(217)	47%	(385)	19%	(157)	824
Casual Sports Fans	5%	(107)	15%	(317)	39%	(811)	40%	(839)	2074
Non-Sports Fans	1%	(21)	3%	(45)	10%	(157)	85%	(1279)	1501
Sports Fans Non-NHL	4%	(60)	15%	(222)	35%	(526)	46%	(678)	1486
NHL Fans	8%	(115)	21%	(325)	46%	(700)	25%	(384)	1523
Avid NHL Fans	11%	(44)	24%	(94)	44%	(171)	20%	(78)	387
Casual NHL Fans	6%	(71)	20%	(231)	47%	(529)	27%	(306)	1137
Has Favorite NHL Team	8%	(80)	23%	(232)	54%	(550)	16%	(164)	1026
Has Favorite MLB Team	7%	(133)	24%	(428)	62%	(1128)	7%	(134)	1823
Has Favorite NBA Team	8%	(119)	21%	(314)	45%	(659)	26%	(388)	1481
Has Favorite NFL Team	6%	(132)	18%	(416)	44%	(1046)	32%	(761)	2355
MLB Fans	7%	(157)	22%	(505)	53%	(1201)	18%	(399)	2262
NBA Fans	8%	(158)	20%	(407)	39%	(785)	33%	(671)	2020
NFL Fans	6%	(165)	18%	(499)	41%	(1126)	35%	(971)	2762
Avid MLB Fans	10%	(76)	28%	(206)	57%	(422)	4%	(32)	736
Avid NBA	12%	(82)	29%	(194)	36%	(244)	23%	(156)	676
Avid NFL Fans	8%	(95)	22%	(262)	46%	(549)	25%	(294)	1200

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

**Table MCSP8\_3:** Consider all the games you watch in the following leagues during their respective seasons. Who do you mostly root for?

Demographic	Mostly root for specific player(s)		Root equally for specific team(s) and player(s)		Mostly root for specific team(s)		Do not root for specific player(s) or team(s)		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(289)	13%	(572)	23%	(1003)	58%	(2536)	4400
Gender: Male	9%	(185)	16%	(348)	28%	(603)	47%	(987)	2124
Gender: Female	5%	(104)	10%	(224)	18%	(400)	68%	(1549)	2276
Age: 18-34	12%	(158)	19%	(248)	22%	(287)	47%	(617)	1310
Age: 35-44	8%	(57)	16%	(118)	25%	(177)	51%	(363)	715
Age: 45-64	4%	(57)	9%	(139)	23%	(351)	64%	(955)	1502
Age: 65+	2%	(17)	8%	(67)	22%	(188)	69%	(601)	873
GenZers: 1997-2012	15%	(72)	18%	(86)	19%	(87)	48%	(221)	465
Millennials: 1981-1996	10%	(122)	19%	(240)	25%	(313)	47%	(600)	1276
GenXers: 1965-1980	6%	(60)	12%	(128)	24%	(247)	58%	(591)	1028
Baby Boomers: 1946-1964	2%	(31)	7%	(108)	22%	(316)	69%	(999)	1455
PID: Dem (no lean)	8%	(130)	16%	(270)	26%	(422)	50%	(830)	1653
PID: Ind (no lean)	6%	(92)	12%	(176)	21%	(313)	60%	(883)	1464
PID: Rep (no lean)	5%	(68)	10%	(125)	21%	(267)	64%	(823)	1284
PID/Gender: Dem Men	10%	(74)	20%	(157)	33%	(258)	37%	(287)	776
PID/Gender: Dem Women	6%	(55)	13%	(113)	19%	(165)	62%	(543)	877
PID/Gender: Ind Men	9%	(67)	15%	(114)	25%	(187)	51%	(381)	750
PID/Gender: Ind Women	3%	(25)	9%	(62)	18%	(126)	70%	(501)	714
PID/Gender: Rep Men	7%	(45)	13%	(76)	26%	(158)	53%	(319)	598
PID/Gender: Rep Women	3%	(23)	7%	(49)	16%	(110)	73%	(504)	686
Ideo: Liberal (1-3)	9%	(112)	16%	(198)	27%	(341)	48%	(607)	1257
Ideo: Moderate (4)	6%	(79)	15%	(183)	22%	(272)	58%	(724)	1257
Ideo: Conservative (5-7)	5%	(67)	10%	(146)	22%	(309)	64%	(912)	1434
Educ: < College	6%	(194)	12%	(359)	21%	(628)	61%	(1843)	3024
Educ: Bachelors degree	6%	(57)	14%	(125)	29%	(253)	51%	(453)	888
Educ: Post-grad	8%	(38)	18%	(88)	25%	(121)	49%	(241)	488
Income: Under 50k	6%	(152)	12%	(280)	19%	(468)	63%	(1515)	2415
Income: 50k-100k	7%	(98)	14%	(188)	26%	(360)	53%	(740)	1387
Income: 100k+	7%	(40)	17%	(104)	29%	(174)	47%	(281)	598
Ethnicity: White	5%	(162)	10%	(352)	22%	(742)	64%	(2187)	3443

Continued on next page

**Table MCSP8\_3:** Consider all the games you watch in the following leagues during their respective seasons. Who do you mostly root for?  
 NBA

Demographic	Mostly root for specific player(s)		Root equally for specific team(s) and player(s)		Mostly root for specific team(s)		Do not root for specific player(s) or team(s)		Total N
Adults	7%	(289)	13%	(572)	23%	(1003)	58%	(2536)	4400
Ethnicity: Hispanic	10%	(66)	20%	(141)	26%	(180)	45%	(312)	699
Ethnicity: Black	15%	(83)	27%	(147)	28%	(151)	31%	(168)	549
Ethnicity: Other	11%	(44)	18%	(74)	27%	(109)	44%	(181)	408
All Christian	6%	(112)	13%	(254)	24%	(483)	57%	(1125)	1974
All Non-Christian	10%	(21)	16%	(34)	26%	(54)	48%	(100)	208
Atheist	6%	(16)	10%	(25)	24%	(62)	60%	(154)	258
Agnostic/Nothing in particular	5%	(64)	13%	(164)	20%	(243)	62%	(762)	1232
Something Else	10%	(75)	13%	(95)	22%	(162)	54%	(395)	727
Religious Non-Protestant/Catholic	11%	(26)	15%	(36)	25%	(62)	49%	(122)	247
Evangelical	8%	(84)	16%	(172)	20%	(213)	56%	(595)	1064
Non-Evangelical	6%	(98)	11%	(172)	26%	(417)	56%	(891)	1578
Community: Urban	9%	(105)	17%	(199)	26%	(300)	48%	(555)	1158
Community: Suburban	6%	(135)	13%	(264)	25%	(526)	56%	(1166)	2091
Community: Rural	4%	(50)	9%	(109)	15%	(177)	71%	(815)	1151
Employ: Private Sector	7%	(96)	16%	(208)	28%	(380)	49%	(659)	1343
Employ: Government	14%	(36)	17%	(44)	26%	(68)	44%	(116)	263
Employ: Self-Employed	12%	(50)	21%	(89)	23%	(97)	45%	(190)	426
Employ: Homemaker	6%	(20)	9%	(32)	15%	(54)	69%	(244)	351
Employ: Student	15%	(23)	19%	(27)	17%	(26)	49%	(72)	148
Employ: Retired	2%	(19)	8%	(80)	21%	(206)	70%	(698)	1003
Employ: Unemployed	5%	(29)	11%	(59)	19%	(104)	65%	(353)	546
Employ: Other	5%	(16)	10%	(32)	21%	(68)	64%	(205)	321
Military HH: Yes	5%	(30)	11%	(75)	23%	(152)	61%	(397)	654
Military HH: No	7%	(259)	13%	(497)	23%	(851)	57%	(2139)	3746
RD/WT: Right Direction	8%	(136)	17%	(284)	26%	(430)	49%	(816)	1666
RD/WT: Wrong Track	6%	(153)	11%	(288)	21%	(573)	63%	(1720)	2734
Biden Job Approve	8%	(159)	16%	(330)	26%	(524)	49%	(991)	2004
Biden Job Disapprove	5%	(116)	10%	(220)	20%	(428)	64%	(1376)	2140

Continued on next page

**Table MCSP8\_3:** Consider all the games you watch in the following leagues during their respective seasons. Who do you mostly root for?

Demographic	Mostly root for specific player(s)		Root equally for specific team(s) and player(s)		Mostly root for specific team(s)		Do not root for specific player(s) or team(s)		Total N
Adults	7%	(289)	13%	(572)	23%	(1003)	58%	(2536)	4400
Biden Job Strongly Approve	9%	(79)	18%	(164)	26%	(233)	48%	(437)	913
Biden Job Somewhat Approve	7%	(80)	15%	(165)	27%	(291)	51%	(554)	1091
Biden Job Somewhat Disapprove	8%	(49)	13%	(87)	22%	(141)	57%	(370)	647
Biden Job Strongly Disapprove	5%	(67)	9%	(132)	19%	(287)	67%	(1006)	1493
Favorable of Biden	8%	(161)	16%	(321)	26%	(545)	50%	(1032)	2059
Unfavorable of Biden	5%	(104)	11%	(221)	20%	(410)	65%	(1358)	2093
Very Favorable of Biden	9%	(91)	18%	(180)	25%	(251)	48%	(484)	1006
Somewhat Favorable of Biden	7%	(71)	13%	(141)	28%	(294)	52%	(548)	1053
Somewhat Unfavorable of Biden	6%	(34)	15%	(88)	21%	(121)	57%	(324)	567
Very Unfavorable of Biden	5%	(70)	9%	(134)	19%	(288)	68%	(1034)	1527
#1 Issue: Economy	8%	(123)	14%	(227)	26%	(421)	52%	(830)	1601
#1 Issue: Security	5%	(40)	9%	(62)	19%	(140)	67%	(482)	723
#1 Issue: Health Care	7%	(41)	13%	(74)	26%	(145)	54%	(301)	561
#1 Issue: Medicare / Social Security	4%	(19)	10%	(52)	19%	(101)	67%	(353)	525
#1 Issue: Women's Issues	8%	(25)	16%	(46)	17%	(51)	59%	(177)	299
#1 Issue: Education	9%	(15)	25%	(41)	18%	(29)	49%	(82)	168
#1 Issue: Energy	6%	(14)	18%	(40)	21%	(47)	55%	(126)	227
#1 Issue: Other	4%	(12)	10%	(29)	23%	(69)	63%	(187)	297
2020 Vote: Joe Biden	7%	(146)	16%	(310)	26%	(516)	50%	(988)	1960
2020 Vote: Donald Trump	4%	(63)	10%	(147)	20%	(275)	65%	(914)	1398
2020 Vote: Other	6%	(10)	14%	(23)	25%	(41)	55%	(91)	164
2020 Vote: Didn't Vote	8%	(70)	11%	(93)	19%	(170)	62%	(542)	875
2018 House Vote: Democrat	7%	(97)	16%	(234)	27%	(396)	51%	(747)	1475
2018 House Vote: Republican	4%	(43)	11%	(132)	21%	(248)	65%	(773)	1196
2018 House Vote: Someone else	5%	(6)	7%	(9)	21%	(25)	67%	(83)	123
2016 Vote: Hillary Clinton	6%	(90)	16%	(221)	27%	(379)	51%	(709)	1400
2016 Vote: Donald Trump	4%	(56)	12%	(152)	21%	(280)	63%	(833)	1321
2016 Vote: Other	4%	(10)	8%	(21)	23%	(58)	64%	(161)	249
2016 Vote: Didn't Vote	9%	(132)	13%	(178)	20%	(284)	58%	(830)	1425

Continued on next page

**Table MCSP8\_3:** Consider all the games you watch in the following leagues during their respective seasons. Who do you mostly root for?  
NBA

Demographic	Mostly root for specific player(s)		Root equally for specific team(s) and player(s)		Mostly root for specific team(s)		Do not root for specific player(s) or team(s)		Total N
Adults	7%	(289)	13%	(572)	23%	(1003)	58%	(2536)	4400
Voted in 2014: Yes	5%	(119)	13%	(326)	24%	(585)	58%	(1413)	2442
Voted in 2014: No	9%	(170)	13%	(246)	21%	(418)	57%	(1124)	1958
4-Region: Northeast	6%	(51)	10%	(79)	27%	(216)	56%	(441)	787
4-Region: Midwest	5%	(47)	13%	(121)	24%	(219)	58%	(537)	925
4-Region: South	7%	(121)	14%	(225)	19%	(312)	60%	(990)	1648
4-Region: West	7%	(69)	14%	(146)	25%	(257)	55%	(568)	1040
2110001	7%	(144)	12%	(258)	23%	(501)	59%	(1279)	2182
2110009	7%	(145)	14%	(314)	23%	(502)	57%	(1257)	2218
Sports Fans	9%	(261)	18%	(525)	32%	(918)	41%	(1195)	2899
Avid Sports Fans	13%	(108)	26%	(218)	39%	(322)	21%	(176)	824
Casual Sports Fans	7%	(152)	15%	(307)	29%	(597)	49%	(1018)	2074
Non-Sports Fans	2%	(28)	3%	(47)	6%	(85)	89%	(1342)	1501
Sports Fans Non-NHL	9%	(133)	15%	(226)	28%	(410)	48%	(717)	1486
NHL Fans	9%	(130)	20%	(311)	34%	(523)	37%	(559)	1523
Avid NHL Fans	14%	(53)	21%	(82)	33%	(129)	32%	(122)	387
Casual NHL Fans	7%	(77)	20%	(229)	35%	(394)	38%	(437)	1137
Has Favorite NHL Team	8%	(86)	19%	(199)	39%	(404)	33%	(337)	1026
Has Favorite MLB Team	8%	(145)	17%	(315)	36%	(664)	38%	(698)	1823
Has Favorite NBA Team	14%	(204)	28%	(414)	52%	(767)	6%	(95)	1481
Has Favorite NFL Team	8%	(198)	18%	(419)	34%	(811)	39%	(927)	2355
MLB Fans	8%	(188)	18%	(400)	33%	(754)	41%	(920)	2262
NBA Fans	13%	(254)	26%	(521)	42%	(847)	20%	(399)	2020
NFL Fans	9%	(250)	18%	(501)	32%	(892)	40%	(1119)	2762
Avid MLB Fans	10%	(77)	19%	(141)	39%	(285)	32%	(233)	736
Avid NBA	18%	(123)	36%	(240)	41%	(276)	5%	(37)	676
Avid NFL Fans	11%	(130)	22%	(267)	37%	(440)	30%	(363)	1200

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

**Table MCSP8\_4:** Consider all the games you watch in the following leagues during their respective seasons. Who do you mostly root for?

NFL

Demographic	Mostly root for specific player(s)		Root equally for specific team(s) and player(s)		Mostly root for specific team(s)		Do not root for specific player(s) or team(s)		Total N
Adults	7%	(307)	17%	(748)	35%	(1550)	41%	(1795)	4400
Gender: Male	9%	(184)	21%	(450)	40%	(839)	31%	(650)	2124
Gender: Female	5%	(123)	13%	(298)	31%	(711)	50%	(1145)	2276
Age: 18-34	10%	(134)	20%	(258)	31%	(400)	40%	(519)	1310
Age: 35-44	9%	(62)	19%	(133)	34%	(243)	39%	(277)	715
Age: 45-64	6%	(87)	16%	(234)	40%	(594)	39%	(587)	1502
Age: 65+	3%	(24)	14%	(123)	36%	(313)	47%	(412)	873
GenZers: 1997-2012	8%	(39)	19%	(89)	29%	(134)	44%	(203)	465
Millennials: 1981-1996	10%	(130)	19%	(248)	33%	(427)	37%	(472)	1276
GenXers: 1965-1980	8%	(78)	18%	(183)	37%	(380)	38%	(387)	1028
Baby Boomers: 1946-1964	4%	(56)	15%	(211)	38%	(548)	44%	(640)	1455
PID: Dem (no lean)	9%	(151)	18%	(305)	35%	(586)	37%	(611)	1653
PID: Ind (no lean)	6%	(84)	15%	(226)	34%	(494)	45%	(659)	1464
PID: Rep (no lean)	6%	(72)	17%	(217)	37%	(470)	41%	(524)	1284
PID/Gender: Dem Men	12%	(93)	22%	(172)	40%	(312)	26%	(200)	776
PID/Gender: Dem Women	7%	(58)	15%	(132)	31%	(275)	47%	(411)	877
PID/Gender: Ind Men	7%	(50)	20%	(147)	38%	(282)	36%	(271)	750
PID/Gender: Ind Women	5%	(35)	11%	(79)	30%	(212)	54%	(388)	714
PID/Gender: Rep Men	7%	(41)	22%	(131)	41%	(246)	30%	(179)	598
PID/Gender: Rep Women	4%	(30)	13%	(86)	33%	(224)	50%	(345)	686
Ideo: Liberal (1-3)	9%	(110)	18%	(222)	36%	(447)	38%	(478)	1257
Ideo: Moderate (4)	7%	(87)	19%	(240)	33%	(419)	41%	(511)	1257
Ideo: Conservative (5-7)	5%	(77)	16%	(234)	39%	(566)	39%	(557)	1434
Educ: < College	7%	(197)	16%	(494)	34%	(1026)	43%	(1308)	3024
Educ: Bachelors degree	8%	(73)	17%	(149)	40%	(357)	35%	(308)	888
Educ: Post-grad	8%	(37)	21%	(105)	34%	(167)	37%	(180)	488
Income: Under 50k	6%	(149)	16%	(381)	32%	(778)	46%	(1107)	2415
Income: 50k-100k	8%	(108)	18%	(248)	38%	(529)	36%	(501)	1387
Income: 100k+	8%	(50)	20%	(119)	41%	(243)	31%	(187)	598
Ethnicity: White	6%	(190)	15%	(531)	36%	(1246)	43%	(1477)	3443

Continued on next page

**Table MCSP8\_4:** Consider all the games you watch in the following leagues during their respective seasons. Who do you mostly root for?  
NFL

Demographic	Mostly root for specific player(s)		Root equally for specific team(s) and player(s)		Mostly root for specific team(s)		Do not root for specific player(s) or team(s)		Total N
Adults	7%	(307)	17%	(748)	35%	(1550)	41%	(1795)	4400
Ethnicity: Hispanic	10%	(72)	21%	(145)	32%	(224)	37%	(258)	699
Ethnicity: Black	13%	(72)	28%	(151)	31%	(170)	28%	(155)	549
Ethnicity: Other	11%	(45)	16%	(66)	33%	(134)	40%	(164)	408
All Christian	6%	(128)	19%	(376)	39%	(769)	36%	(701)	1974
All Non-Christian	12%	(24)	12%	(26)	33%	(69)	43%	(89)	208
Atheist	3%	(8)	14%	(37)	32%	(82)	51%	(131)	258
Agnostic/Nothing in particular	7%	(82)	15%	(189)	32%	(398)	46%	(563)	1232
Something Else	9%	(64)	17%	(120)	32%	(233)	43%	(311)	727
Religious Non-Protestant/Catholic	11%	(27)	13%	(33)	32%	(78)	44%	(109)	247
Evangelical	8%	(86)	20%	(216)	32%	(343)	39%	(419)	1064
Non-Evangelical	6%	(101)	17%	(270)	40%	(639)	36%	(569)	1578
Community: Urban	9%	(102)	20%	(228)	33%	(386)	38%	(442)	1158
Community: Suburban	7%	(152)	16%	(345)	38%	(794)	38%	(800)	2091
Community: Rural	5%	(52)	15%	(175)	32%	(370)	48%	(553)	1151
Employ: Private Sector	8%	(101)	20%	(264)	40%	(539)	33%	(438)	1343
Employ: Government	12%	(31)	20%	(53)	38%	(99)	30%	(80)	263
Employ: Self-Employed	10%	(42)	24%	(103)	33%	(139)	33%	(141)	426
Employ: Homemaker	6%	(23)	10%	(35)	31%	(108)	53%	(186)	351
Employ: Student	12%	(18)	16%	(24)	31%	(45)	41%	(60)	148
Employ: Retired	3%	(35)	14%	(142)	37%	(369)	46%	(457)	1003
Employ: Unemployed	6%	(30)	13%	(72)	31%	(168)	50%	(275)	546
Employ: Other	8%	(26)	17%	(54)	26%	(83)	49%	(158)	321
Military HH: Yes	5%	(33)	16%	(107)	39%	(254)	40%	(260)	654
Military HH: No	7%	(274)	17%	(641)	35%	(1296)	41%	(1535)	3746
RD/WT: Right Direction	9%	(156)	19%	(322)	34%	(574)	37%	(613)	1666
RD/WT: Wrong Track	5%	(150)	16%	(426)	36%	(976)	43%	(1182)	2734
Biden Job Approve	9%	(183)	19%	(389)	34%	(681)	37%	(750)	2004
Biden Job Disapprove	5%	(113)	16%	(333)	37%	(796)	42%	(899)	2140

Continued on next page

**Table MCSP8\_4:** Consider all the games you watch in the following leagues during their respective seasons. Who do you mostly root for?

NFL

Demographic	Mostly root for specific player(s)		Root equally for specific team(s) and player(s)		Mostly root for specific team(s)		Do not root for specific player(s) or team(s)		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(307)	17%	(748)	35%	(1550)	41%	(1795)	4400
Biden Job Strongly Approve	9%	(86)	22%	(199)	34%	(307)	35%	(322)	913
Biden Job Somewhat Approve	9%	(97)	17%	(190)	34%	(374)	39%	(429)	1091
Biden Job Somewhat Disapprove	6%	(40)	16%	(106)	40%	(256)	38%	(246)	647
Biden Job Strongly Disapprove	5%	(73)	15%	(227)	36%	(540)	44%	(653)	1493
Favorable of Biden	9%	(180)	19%	(384)	35%	(712)	38%	(783)	2059
Unfavorable of Biden	5%	(111)	15%	(321)	37%	(766)	43%	(895)	2093
Very Favorable of Biden	10%	(100)	21%	(212)	34%	(338)	35%	(357)	1006
Somewhat Favorable of Biden	8%	(80)	16%	(172)	36%	(374)	41%	(427)	1053
Somewhat Unfavorable of Biden	6%	(32)	17%	(94)	38%	(213)	40%	(228)	567
Very Unfavorable of Biden	5%	(79)	15%	(227)	36%	(554)	44%	(667)	1527
#1 Issue: Economy	8%	(126)	17%	(277)	40%	(632)	35%	(565)	1601
#1 Issue: Security	5%	(38)	16%	(119)	36%	(262)	42%	(304)	723
#1 Issue: Health Care	7%	(41)	17%	(97)	34%	(192)	41%	(231)	561
#1 Issue: Medicare / Social Security	4%	(20)	17%	(88)	32%	(167)	48%	(250)	525
#1 Issue: Women's Issues	6%	(18)	16%	(47)	28%	(84)	50%	(150)	299
#1 Issue: Education	14%	(23)	25%	(42)	25%	(42)	36%	(60)	168
#1 Issue: Energy	7%	(16)	17%	(39)	38%	(86)	38%	(87)	227
#1 Issue: Other	8%	(24)	14%	(40)	29%	(85)	50%	(148)	297
2020 Vote: Joe Biden	8%	(163)	19%	(365)	37%	(726)	36%	(705)	1960
2020 Vote: Donald Trump	5%	(75)	17%	(233)	38%	(525)	40%	(565)	1398
2020 Vote: Other	3%	(5)	23%	(37)	33%	(55)	41%	(67)	164
2020 Vote: Didn't Vote	7%	(62)	13%	(111)	28%	(243)	52%	(458)	875
2018 House Vote: Democrat	8%	(121)	18%	(272)	38%	(560)	35%	(522)	1475
2018 House Vote: Republican	5%	(60)	17%	(204)	39%	(469)	39%	(463)	1196
2018 House Vote: Someone else	6%	(8)	17%	(21)	27%	(34)	49%	(61)	123
2016 Vote: Hillary Clinton	8%	(109)	18%	(251)	38%	(528)	37%	(511)	1400
2016 Vote: Donald Trump	6%	(78)	17%	(222)	39%	(518)	38%	(501)	1321
2016 Vote: Other	6%	(14)	18%	(44)	36%	(91)	40%	(101)	249
2016 Vote: Didn't Vote	7%	(104)	16%	(230)	29%	(413)	48%	(679)	1425

Continued on next page



**Table MCSP8\_4:** Consider all the games you watch in the following leagues during their respective seasons. Who do you mostly root for?  
 NFL

Demographic	Mostly root for specific player(s)		Root equally for specific team(s) and player(s)		Mostly root for specific team(s)		Do not root for specific player(s) or team(s)		Total N
Adults	7%	(307)	17%	(748)	35%	(1550)	41%	(1795)	4400
Voted in 2014: Yes	6%	(158)	18%	(432)	39%	(944)	37%	(907)	2442
Voted in 2014: No	8%	(149)	16%	(316)	31%	(606)	45%	(888)	1958
4-Region: Northeast	5%	(43)	15%	(115)	41%	(320)	39%	(309)	787
4-Region: Midwest	5%	(46)	16%	(147)	40%	(373)	39%	(359)	925
4-Region: South	9%	(149)	17%	(285)	32%	(532)	41%	(683)	1648
4-Region: West	7%	(69)	19%	(201)	31%	(326)	43%	(445)	1040
2110001	7%	(145)	16%	(339)	36%	(785)	42%	(913)	2182
2110009	7%	(162)	18%	(409)	34%	(765)	40%	(883)	2218
Sports Fans	9%	(273)	23%	(672)	47%	(1349)	21%	(605)	2899
Avid Sports Fans	12%	(98)	32%	(263)	47%	(385)	9%	(78)	824
Casual Sports Fans	8%	(175)	20%	(409)	46%	(964)	25%	(527)	2074
Non-Sports Fans	2%	(33)	5%	(76)	13%	(202)	79%	(1190)	1501
Sports Fans Non-NHL	9%	(132)	20%	(290)	44%	(655)	28%	(409)	1486
NHL Fans	10%	(148)	26%	(397)	48%	(725)	17%	(253)	1523
Avid NHL Fans	15%	(57)	30%	(116)	43%	(167)	12%	(47)	387
Casual NHL Fans	8%	(91)	25%	(281)	49%	(558)	18%	(206)	1137
Has Favorite NHL Team	9%	(95)	27%	(280)	53%	(540)	11%	(112)	1026
Has Favorite MLB Team	8%	(146)	23%	(417)	52%	(956)	17%	(305)	1823
Has Favorite NBA Team	12%	(176)	27%	(400)	49%	(725)	12%	(180)	1481
Has Favorite NFL Team	10%	(244)	25%	(595)	57%	(1340)	7%	(176)	2355
MLB Fans	9%	(200)	23%	(522)	47%	(1069)	21%	(472)	2262
NBA Fans	11%	(224)	27%	(535)	45%	(904)	18%	(357)	2020
NFL Fans	10%	(282)	25%	(691)	51%	(1408)	14%	(380)	2762
Avid MLB Fans	8%	(62)	27%	(198)	50%	(369)	15%	(107)	736
Avid NBA	15%	(101)	33%	(226)	41%	(274)	11%	(74)	676
Avid NFL Fans	11%	(130)	30%	(363)	54%	(651)	5%	(56)	1200

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

**Table MCSP9\_1: How interested are you in the following NHL teams?**  
*Anaheim Ducks*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(125)	8%	(366)	13%	(571)	76%	(3337)	4400
Gender: Male	4%	(82)	11%	(232)	16%	(345)	69%	(1465)	2124
Gender: Female	2%	(43)	6%	(134)	10%	(227)	82%	(1873)	2276
Age: 18-34	5%	(62)	12%	(157)	14%	(177)	70%	(915)	1310
Age: 35-44	5%	(37)	10%	(74)	16%	(115)	68%	(489)	715
Age: 45-64	1%	(19)	7%	(98)	13%	(192)	79%	(1192)	1502
Age: 65+	1%	(8)	4%	(38)	10%	(87)	85%	(740)	873
GenZers: 1997-2012	4%	(19)	10%	(48)	14%	(65)	72%	(334)	465
Millennials: 1981-1996	5%	(65)	12%	(159)	15%	(187)	68%	(865)	1276
GenXers: 1965-1980	2%	(24)	8%	(85)	15%	(153)	74%	(765)	1028
Baby Boomers: 1946-1964	1%	(14)	5%	(71)	10%	(150)	84%	(1220)	1455
PID: Dem (no lean)	4%	(65)	9%	(152)	12%	(203)	75%	(1232)	1653
PID: Ind (no lean)	2%	(25)	7%	(105)	14%	(210)	77%	(1123)	1464
PID: Rep (no lean)	3%	(35)	8%	(109)	12%	(158)	77%	(982)	1284
PID/Gender: Dem Men	6%	(44)	13%	(98)	14%	(107)	68%	(527)	776
PID/Gender: Dem Women	2%	(21)	6%	(54)	11%	(96)	80%	(706)	877
PID/Gender: Ind Men	2%	(16)	9%	(70)	18%	(136)	71%	(529)	750
PID/Gender: Ind Women	1%	(10)	5%	(35)	10%	(75)	83%	(594)	714
PID/Gender: Rep Men	4%	(22)	11%	(64)	17%	(102)	68%	(409)	598
PID/Gender: Rep Women	2%	(13)	6%	(45)	8%	(56)	84%	(573)	686
Ideo: Liberal (1-3)	4%	(53)	9%	(117)	13%	(166)	73%	(921)	1257
Ideo: Moderate (4)	3%	(35)	8%	(98)	16%	(197)	74%	(927)	1257
Ideo: Conservative (5-7)	2%	(34)	8%	(121)	12%	(178)	77%	(1100)	1434
Educ: < College	2%	(69)	7%	(224)	12%	(373)	78%	(2357)	3024
Educ: Bachelors degree	4%	(31)	10%	(85)	14%	(128)	72%	(643)	888
Educ: Post-grad	5%	(25)	12%	(56)	14%	(70)	69%	(337)	488
Income: Under 50k	2%	(50)	7%	(163)	12%	(289)	79%	(1913)	2415
Income: 50k-100k	3%	(41)	9%	(125)	14%	(200)	74%	(1021)	1387
Income: 100k+	6%	(34)	13%	(78)	14%	(83)	67%	(403)	598
Ethnicity: White	3%	(88)	7%	(248)	13%	(444)	77%	(2663)	3443
Ethnicity: Hispanic	5%	(35)	12%	(83)	12%	(86)	71%	(495)	699

Continued on next page

**Table MCSP9\_1: How interested are you in the following NHL teams?**  
 Anaheim Ducks

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(125)	8%	(366)	13%	(571)	76%	(3337)	4400
Ethnicity: Black	4%	(24)	12%	(66)	12%	(63)	72%	(395)	549
Ethnicity: Other	3%	(13)	13%	(51)	16%	(64)	68%	(279)	408
All Christian	3%	(53)	9%	(183)	13%	(261)	75%	(1477)	1974
All Non-Christian	8%	(17)	12%	(26)	15%	(30)	65%	(135)	208
Atheist	2%	(5)	8%	(22)	11%	(28)	79%	(204)	258
Agnostic/Nothing in particular	3%	(37)	7%	(85)	12%	(150)	78%	(960)	1232
Something Else	2%	(13)	7%	(51)	14%	(102)	77%	(562)	727
Religious Non-Protestant/Catholic	8%	(19)	10%	(26)	14%	(33)	68%	(168)	247
Evangelical	3%	(35)	9%	(96)	13%	(133)	75%	(800)	1064
Non-Evangelical	2%	(28)	9%	(135)	14%	(225)	75%	(1191)	1578
Community: Urban	5%	(63)	10%	(121)	14%	(161)	70%	(814)	1158
Community: Suburban	2%	(49)	8%	(172)	14%	(286)	76%	(1583)	2091
Community: Rural	1%	(14)	6%	(73)	11%	(124)	82%	(940)	1151
Employ: Private Sector	4%	(52)	10%	(139)	16%	(209)	70%	(943)	1343
Employ: Government	6%	(15)	15%	(39)	13%	(35)	66%	(174)	263
Employ: Self-Employed	4%	(19)	13%	(55)	20%	(85)	63%	(266)	426
Employ: Homemaker	2%	(8)	5%	(19)	11%	(38)	81%	(286)	351
Employ: Student	3%	(4)	9%	(13)	14%	(21)	74%	(110)	148
Employ: Retired	1%	(9)	5%	(50)	9%	(92)	85%	(852)	1003
Employ: Unemployed	2%	(10)	6%	(33)	11%	(59)	81%	(444)	546
Employ: Other	3%	(8)	6%	(18)	10%	(32)	82%	(262)	321
Military HH: Yes	4%	(24)	8%	(49)	13%	(85)	76%	(495)	654
Military HH: No	3%	(101)	8%	(317)	13%	(486)	76%	(2842)	3746
RD/WT: Right Direction	5%	(78)	10%	(175)	13%	(221)	72%	(1192)	1666
RD/WT: Wrong Track	2%	(47)	7%	(192)	13%	(350)	78%	(2145)	2734
Biden Job Approve	4%	(83)	10%	(203)	13%	(256)	73%	(1463)	2004
Biden Job Disapprove	2%	(41)	7%	(148)	14%	(290)	78%	(1661)	2140

Continued on next page

**Table MCSP9\_1: How interested are you in the following NHL teams?  
Anaheim Ducks**

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not too interested</b>		<b>Not interested at all</b>		<b>Total N</b>
Adults	3%	(125)	8%	(366)	13%	(571)	76%	(3337)	4400
Biden Job Strongly Approve	6%	(52)	10%	(90)	12%	(107)	73%	(665)	913
Biden Job Somewhat Approve	3%	(31)	10%	(113)	14%	(149)	73%	(798)	1091
Biden Job Somewhat Disapprove	3%	(20)	8%	(52)	13%	(86)	76%	(489)	647
Biden Job Strongly Disapprove	1%	(21)	6%	(95)	14%	(204)	79%	(1172)	1493
Favorable of Biden	4%	(83)	10%	(201)	13%	(266)	73%	(1509)	2059
Unfavorable of Biden	2%	(36)	7%	(142)	14%	(285)	78%	(1630)	2093
Very Favorable of Biden	5%	(47)	9%	(92)	13%	(128)	73%	(739)	1006
Somewhat Favorable of Biden	3%	(36)	10%	(110)	13%	(137)	73%	(770)	1053
Somewhat Unfavorable of Biden	3%	(16)	9%	(50)	13%	(76)	75%	(425)	567
Very Unfavorable of Biden	1%	(20)	6%	(93)	14%	(209)	79%	(1204)	1527
#1 Issue: Economy	3%	(52)	8%	(135)	15%	(241)	73%	(1173)	1601
#1 Issue: Security	2%	(15)	7%	(53)	13%	(96)	77%	(559)	723
#1 Issue: Health Care	4%	(25)	11%	(63)	13%	(75)	71%	(398)	561
#1 Issue: Medicare / Social Security	1%	(5)	6%	(30)	10%	(50)	84%	(439)	525
#1 Issue: Women's Issues	2%	(7)	10%	(29)	10%	(31)	78%	(233)	299
#1 Issue: Education	6%	(9)	11%	(18)	14%	(23)	70%	(117)	168
#1 Issue: Energy	4%	(9)	7%	(15)	9%	(21)	80%	(181)	227
#1 Issue: Other	1%	(3)	8%	(22)	12%	(34)	80%	(237)	297
2020 Vote: Joe Biden	4%	(78)	9%	(183)	13%	(255)	74%	(1444)	1960
2020 Vote: Donald Trump	2%	(31)	8%	(110)	14%	(194)	76%	(1064)	1398
2020 Vote: Other	2%	(4)	7%	(11)	20%	(33)	71%	(116)	164
2020 Vote: Didn't Vote	2%	(13)	7%	(61)	10%	(88)	81%	(711)	875
2018 House Vote: Democrat	4%	(58)	9%	(130)	13%	(195)	74%	(1092)	1475
2018 House Vote: Republican	3%	(31)	9%	(104)	14%	(163)	75%	(898)	1196
2018 House Vote: Someone else	3%	(4)	10%	(13)	19%	(23)	68%	(83)	123
2016 Vote: Hillary Clinton	4%	(49)	8%	(115)	13%	(180)	75%	(1056)	1400
2016 Vote: Donald Trump	2%	(28)	9%	(118)	15%	(196)	74%	(979)	1321
2016 Vote: Other	4%	(10)	6%	(15)	15%	(36)	75%	(188)	249
2016 Vote: Didn't Vote	3%	(38)	8%	(118)	11%	(159)	78%	(1111)	1425

Continued on next page

**Table MCSP9\_1: How interested are you in the following NHL teams?**  
*Anaheim Ducks*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(125)	8%	(366)	13%	(571)	76%	(3337)	4400
Voted in 2014: Yes	3%	(76)	9%	(221)	13%	(328)	74%	(1817)	2442
Voted in 2014: No	3%	(50)	7%	(145)	12%	(244)	78%	(1520)	1958
4-Region: Northeast	2%	(15)	8%	(61)	14%	(108)	77%	(604)	787
4-Region: Midwest	3%	(23)	6%	(59)	11%	(101)	80%	(740)	925
4-Region: South	2%	(36)	7%	(119)	13%	(215)	78%	(1278)	1648
4-Region: West	5%	(51)	12%	(127)	14%	(146)	69%	(715)	1040
2110001	3%	(60)	8%	(173)	12%	(258)	77%	(1690)	2182
2110009	3%	(66)	9%	(193)	14%	(313)	74%	(1647)	2218
Sports Fans	4%	(115)	12%	(337)	18%	(510)	67%	(1936)	2899
Avid Sports Fans	8%	(67)	16%	(133)	22%	(180)	54%	(445)	824
Casual Sports Fans	2%	(48)	10%	(205)	16%	(330)	72%	(1491)	2074
Non-Sports Fans	1%	(10)	2%	(29)	4%	(61)	93%	(1401)	1501
Sports Fans Non-NHL	1%	(10)	5%	(72)	9%	(132)	86%	(1272)	1486
NHL Fans	7%	(112)	18%	(280)	26%	(397)	48%	(734)	1523
Avid NHL Fans	15%	(60)	25%	(97)	27%	(106)	32%	(123)	387
Casual NHL Fans	5%	(52)	16%	(183)	26%	(290)	54%	(611)	1137
Has Favorite NHL Team	8%	(79)	20%	(202)	23%	(237)	50%	(508)	1026
Has Favorite MLB Team	5%	(90)	12%	(219)	17%	(307)	66%	(1207)	1823
Has Favorite NBA Team	6%	(88)	14%	(205)	18%	(267)	62%	(921)	1481
Has Favorite NFL Team	4%	(89)	11%	(266)	16%	(369)	69%	(1630)	2355
MLB Fans	5%	(108)	13%	(298)	19%	(428)	63%	(1428)	2262
NBA Fans	5%	(107)	14%	(288)	19%	(387)	61%	(1238)	2020
NFL Fans	4%	(119)	12%	(328)	17%	(465)	67%	(1850)	2762
Avid MLB Fans	7%	(48)	14%	(106)	20%	(149)	59%	(433)	736
Avid NBA	9%	(58)	17%	(115)	19%	(127)	56%	(376)	676
Avid NFL Fans	5%	(62)	13%	(161)	19%	(224)	63%	(754)	1200

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

**Table MCSP9\_2: How interested are you in the following NHL teams?**

Arizona Coyotes

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(113)	7%	(310)	14%	(608)	77%	(3368)	4400
Gender: Male	4%	(77)	9%	(191)	17%	(364)	70%	(1491)	2124
Gender: Female	2%	(36)	5%	(119)	11%	(245)	82%	(1877)	2276
Age: 18-34	5%	(63)	9%	(116)	15%	(201)	71%	(931)	1310
Age: 35-44	4%	(27)	9%	(64)	18%	(128)	69%	(497)	715
Age: 45-64	1%	(18)	7%	(103)	12%	(185)	80%	(1196)	1502
Age: 65+	1%	(6)	3%	(27)	11%	(95)	85%	(745)	873
GenZers: 1997-2012	6%	(27)	10%	(47)	14%	(65)	70%	(327)	465
Millennials: 1981-1996	4%	(49)	9%	(110)	17%	(223)	70%	(894)	1276
GenXers: 1965-1980	2%	(25)	9%	(95)	13%	(131)	76%	(777)	1028
Baby Boomers: 1946-1964	1%	(12)	4%	(54)	12%	(170)	84%	(1218)	1455
PID: Dem (no lean)	4%	(68)	8%	(133)	13%	(220)	75%	(1232)	1653
PID: Ind (no lean)	1%	(19)	6%	(87)	15%	(215)	78%	(1143)	1464
PID: Rep (no lean)	2%	(26)	7%	(90)	14%	(173)	77%	(994)	1284
PID/Gender: Dem Men	6%	(48)	10%	(77)	16%	(121)	68%	(531)	776
PID/Gender: Dem Women	2%	(20)	6%	(56)	11%	(100)	80%	(701)	877
PID/Gender: Ind Men	1%	(9)	7%	(55)	19%	(139)	73%	(546)	750
PID/Gender: Ind Women	1%	(10)	4%	(32)	11%	(75)	84%	(596)	714
PID/Gender: Rep Men	3%	(21)	10%	(60)	17%	(104)	69%	(414)	598
PID/Gender: Rep Women	1%	(6)	4%	(31)	10%	(70)	85%	(580)	686
Ideo: Liberal (1-3)	5%	(58)	9%	(108)	14%	(170)	73%	(922)	1257
Ideo: Moderate (4)	2%	(20)	7%	(91)	17%	(213)	74%	(933)	1257
Ideo: Conservative (5-7)	2%	(31)	7%	(95)	13%	(183)	78%	(1125)	1434
Educ: < College	2%	(63)	7%	(203)	13%	(380)	79%	(2379)	3024
Educ: Bachelors degree	3%	(28)	7%	(61)	17%	(149)	73%	(650)	888
Educ: Post-grad	5%	(22)	9%	(46)	16%	(80)	70%	(340)	488
Income: Under 50k	2%	(46)	6%	(139)	13%	(314)	79%	(1917)	2415
Income: 50k-100k	3%	(37)	8%	(118)	15%	(204)	74%	(1028)	1387
Income: 100k+	5%	(31)	9%	(53)	15%	(91)	71%	(423)	598
Ethnicity: White	2%	(79)	6%	(221)	13%	(457)	78%	(2686)	3443
Ethnicity: Hispanic	4%	(28)	10%	(69)	16%	(113)	70%	(489)	699

Continued on next page

**Table MCSP9\_2: How interested are you in the following NHL teams?**  
 Arizona Coyotes

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not too interested</b>		<b>Not interested at all</b>		<b>Total N</b>
Adults	3%	(113)	7%	(310)	14%	(608)	77%	(3368)	4400
Ethnicity: Black	5%	(26)	8%	(46)	17%	(92)	70%	(385)	549
Ethnicity: Other	2%	(8)	11%	(43)	14%	(59)	73%	(298)	408
All Christian	2%	(48)	7%	(145)	14%	(286)	76%	(1495)	1974
All Non-Christian	7%	(15)	13%	(28)	14%	(28)	66%	(137)	208
Atheist	4%	(9)	4%	(10)	14%	(37)	78%	(201)	258
Agnostic/Nothing in particular	2%	(29)	7%	(81)	13%	(155)	78%	(967)	1232
Something Else	2%	(12)	6%	(46)	14%	(102)	78%	(567)	727
Religious Non-Protestant/Catholic	6%	(15)	12%	(29)	12%	(30)	70%	(173)	247
Evangelical	3%	(31)	8%	(84)	14%	(146)	75%	(802)	1064
Non-Evangelical	2%	(29)	6%	(100)	15%	(238)	77%	(1211)	1578
Community: Urban	5%	(58)	11%	(127)	15%	(170)	69%	(804)	1158
Community: Suburban	2%	(43)	6%	(130)	15%	(306)	77%	(1611)	2091
Community: Rural	1%	(13)	5%	(53)	12%	(132)	83%	(953)	1151
Employ: Private Sector	3%	(43)	10%	(132)	16%	(222)	70%	(946)	1343
Employ: Government	7%	(17)	11%	(29)	13%	(33)	70%	(183)	263
Employ: Self-Employed	5%	(23)	6%	(27)	22%	(94)	66%	(281)	426
Employ: Homemaker	1%	(4)	6%	(20)	11%	(37)	83%	(290)	351
Employ: Student	3%	(4)	10%	(14)	16%	(23)	72%	(106)	148
Employ: Retired	1%	(10)	3%	(34)	11%	(114)	84%	(846)	1003
Employ: Unemployed	2%	(10)	6%	(34)	10%	(57)	82%	(445)	546
Employ: Other	1%	(3)	6%	(20)	9%	(28)	84%	(270)	321
Military HH: Yes	2%	(10)	7%	(44)	15%	(99)	77%	(501)	654
Military HH: No	3%	(103)	7%	(266)	14%	(509)	77%	(2868)	3746
RD/WT: Right Direction	5%	(76)	9%	(147)	14%	(236)	72%	(1207)	1666
RD/WT: Wrong Track	1%	(37)	6%	(163)	14%	(372)	79%	(2161)	2734
Biden Job Approve	4%	(83)	9%	(177)	13%	(270)	74%	(1474)	2004
Biden Job Disapprove	1%	(29)	6%	(123)	15%	(314)	78%	(1674)	2140

Continued on next page

**Table MCSP9\_2: How interested are you in the following NHL teams?**  
Arizona Coyotes

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(113)	7%	(310)	14%	(608)	77%	(3368)	4400
Biden Job Strongly Approve	6%	(54)	9%	(84)	12%	(108)	73%	(667)	913
Biden Job Somewhat Approve	3%	(29)	9%	(93)	15%	(162)	74%	(807)	1091
Biden Job Somewhat Disapprove	1%	(9)	7%	(45)	16%	(106)	75%	(488)	647
Biden Job Strongly Disapprove	1%	(20)	5%	(79)	14%	(208)	79%	(1186)	1493
Favorable of Biden	4%	(74)	9%	(181)	14%	(278)	74%	(1525)	2059
Unfavorable of Biden	2%	(33)	5%	(109)	14%	(303)	79%	(1648)	2093
Very Favorable of Biden	5%	(52)	10%	(100)	12%	(119)	73%	(735)	1006
Somewhat Favorable of Biden	2%	(22)	8%	(81)	15%	(160)	75%	(790)	1053
Somewhat Unfavorable of Biden	2%	(12)	5%	(31)	16%	(91)	76%	(433)	567
Very Unfavorable of Biden	1%	(21)	5%	(79)	14%	(211)	80%	(1216)	1527
#1 Issue: Economy	2%	(37)	6%	(97)	16%	(260)	75%	(1207)	1601
#1 Issue: Security	1%	(9)	8%	(55)	13%	(90)	79%	(568)	723
#1 Issue: Health Care	5%	(26)	10%	(56)	14%	(76)	72%	(403)	561
#1 Issue: Medicare / Social Security	2%	(8)	5%	(26)	11%	(58)	82%	(432)	525
#1 Issue: Women's Issues	3%	(10)	7%	(22)	13%	(38)	77%	(229)	299
#1 Issue: Education	6%	(11)	11%	(18)	16%	(26)	67%	(113)	168
#1 Issue: Energy	4%	(9)	7%	(16)	11%	(24)	78%	(178)	227
#1 Issue: Other	1%	(3)	7%	(20)	12%	(35)	80%	(238)	297
2020 Vote: Joe Biden	4%	(69)	8%	(156)	14%	(279)	74%	(1456)	1960
2020 Vote: Donald Trump	2%	(32)	6%	(90)	15%	(209)	76%	(1067)	1398
2020 Vote: Other	1%	(1)	10%	(16)	18%	(30)	71%	(117)	164
2020 Vote: Didn't Vote	1%	(10)	5%	(48)	10%	(90)	83%	(726)	875
2018 House Vote: Democrat	3%	(44)	8%	(113)	14%	(213)	75%	(1104)	1475
2018 House Vote: Republican	2%	(30)	7%	(81)	15%	(174)	76%	(911)	1196
2018 House Vote: Someone else	2%	(3)	6%	(7)	20%	(24)	72%	(89)	123
2016 Vote: Hillary Clinton	3%	(41)	7%	(96)	14%	(202)	76%	(1060)	1400
2016 Vote: Donald Trump	2%	(32)	7%	(94)	16%	(210)	75%	(984)	1321
2016 Vote: Other	—	(1)	5%	(14)	16%	(40)	78%	(195)	249
2016 Vote: Didn't Vote	3%	(39)	7%	(106)	11%	(154)	79%	(1126)	1425

Continued on next page



**Table MCSP9\_2: How interested are you in the following NHL teams?**  
 Arizona Coyotes

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(113)	7%	(310)	14%	(608)	77%	(3368)	4400
Voted in 2014: Yes	3%	(64)	7%	(173)	15%	(358)	76%	(1846)	2442
Voted in 2014: No	3%	(49)	7%	(137)	13%	(250)	78%	(1522)	1958
4-Region: Northeast	2%	(15)	6%	(48)	15%	(119)	77%	(605)	787
4-Region: Midwest	2%	(21)	5%	(46)	12%	(112)	81%	(746)	925
4-Region: South	2%	(37)	5%	(88)	14%	(228)	79%	(1295)	1648
4-Region: West	4%	(40)	12%	(128)	14%	(149)	69%	(722)	1040
2110001	3%	(56)	6%	(133)	14%	(295)	78%	(1698)	2182
2110009	3%	(57)	8%	(177)	14%	(314)	75%	(1671)	2218
Sports Fans	4%	(105)	10%	(282)	19%	(543)	68%	(1969)	2899
Avid Sports Fans	7%	(54)	14%	(112)	24%	(198)	56%	(461)	824
Casual Sports Fans	2%	(50)	8%	(170)	17%	(345)	73%	(1509)	2074
Non-Sports Fans	1%	(9)	2%	(28)	4%	(65)	93%	(1399)	1501
Sports Fans Non-NHL	1%	(13)	3%	(51)	9%	(134)	87%	(1287)	1486
NHL Fans	6%	(98)	16%	(239)	28%	(433)	49%	(753)	1523
Avid NHL Fans	14%	(54)	24%	(93)	30%	(118)	32%	(122)	387
Casual NHL Fans	4%	(44)	13%	(146)	28%	(316)	56%	(631)	1137
Has Favorite NHL Team	7%	(73)	16%	(159)	25%	(262)	52%	(533)	1026
Has Favorite MLB Team	4%	(70)	10%	(185)	17%	(319)	69%	(1250)	1823
Has Favorite NBA Team	5%	(81)	11%	(160)	21%	(311)	63%	(929)	1481
Has Favorite NFL Team	4%	(85)	9%	(211)	18%	(418)	70%	(1641)	2355
MLB Fans	4%	(96)	11%	(245)	20%	(454)	65%	(1467)	2262
NBA Fans	5%	(98)	11%	(227)	21%	(434)	62%	(1262)	2020
NFL Fans	4%	(108)	10%	(278)	19%	(515)	67%	(1861)	2762
Avid MLB Fans	6%	(45)	10%	(76)	22%	(163)	61%	(453)	736
Avid NBA	9%	(58)	13%	(90)	24%	(164)	54%	(364)	676
Avid NFL Fans	5%	(57)	11%	(131)	21%	(250)	63%	(762)	1200

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

**Table MCSP9\_3: How interested are you in the following NHL teams?**

*Boston Bruins*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	5%	(201)	10%	(436)	13%	(551)	73%	(3212)	4400
Gender: Male	6%	(124)	14%	(287)	15%	(316)	66%	(1396)	2124
Gender: Female	3%	(77)	7%	(148)	10%	(235)	80%	(1816)	2276
Age: 18-34	7%	(86)	11%	(142)	15%	(196)	68%	(887)	1310
Age: 35-44	6%	(40)	13%	(94)	15%	(104)	67%	(477)	715
Age: 45-64	3%	(51)	9%	(130)	12%	(182)	76%	(1139)	1502
Age: 65+	3%	(24)	8%	(70)	8%	(69)	81%	(709)	873
GenZers: 1997-2012	6%	(30)	9%	(43)	16%	(77)	68%	(315)	465
Millennials: 1981-1996	6%	(77)	13%	(164)	15%	(187)	66%	(847)	1276
GenXers: 1965-1980	5%	(48)	10%	(98)	13%	(134)	73%	(747)	1028
Baby Boomers: 1946-1964	3%	(43)	8%	(115)	9%	(136)	80%	(1161)	1455
PID: Dem (no lean)	6%	(95)	11%	(187)	13%	(213)	70%	(1158)	1653
PID: Ind (no lean)	4%	(52)	8%	(124)	13%	(193)	75%	(1094)	1464
PID: Rep (no lean)	4%	(55)	10%	(124)	11%	(145)	75%	(960)	1284
PID/Gender: Dem Men	7%	(56)	15%	(115)	15%	(114)	63%	(491)	776
PID/Gender: Dem Women	4%	(38)	8%	(73)	11%	(99)	76%	(667)	877
PID/Gender: Ind Men	5%	(36)	12%	(87)	16%	(117)	68%	(511)	750
PID/Gender: Ind Women	2%	(16)	5%	(38)	11%	(76)	82%	(583)	714
PID/Gender: Rep Men	5%	(33)	14%	(86)	14%	(86)	66%	(394)	598
PID/Gender: Rep Women	3%	(22)	6%	(38)	9%	(60)	83%	(566)	686
Ideo: Liberal (1-3)	6%	(72)	12%	(150)	13%	(159)	70%	(877)	1257
Ideo: Moderate (4)	4%	(55)	11%	(143)	14%	(179)	70%	(880)	1257
Ideo: Conservative (5-7)	5%	(67)	8%	(119)	12%	(172)	75%	(1076)	1434
Educ: < College	4%	(124)	8%	(252)	11%	(339)	76%	(2309)	3024
Educ: Bachelors degree	5%	(43)	12%	(109)	16%	(139)	67%	(597)	888
Educ: Post-grad	7%	(34)	15%	(74)	15%	(73)	63%	(306)	488
Income: Under 50k	4%	(90)	8%	(199)	11%	(272)	77%	(1854)	2415
Income: 50k-100k	5%	(72)	11%	(154)	13%	(186)	70%	(974)	1387
Income: 100k+	7%	(39)	14%	(82)	16%	(94)	64%	(383)	598
Ethnicity: White	5%	(157)	10%	(330)	12%	(408)	74%	(2548)	3443
Ethnicity: Hispanic	5%	(36)	12%	(82)	15%	(107)	68%	(474)	699

Continued on next page

**Table MCSP9\_3: How interested are you in the following NHL teams?**  
 Boston Bruins

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	5%	(201)	10%	(436)	13%	(551)	73%	(3212)	4400
Ethnicity: Black	5%	(29)	12%	(64)	15%	(80)	68%	(375)	549
Ethnicity: Other	4%	(14)	10%	(42)	16%	(64)	71%	(288)	408
All Christian	6%	(110)	11%	(222)	13%	(254)	70%	(1388)	1974
All Non-Christian	9%	(18)	13%	(26)	14%	(29)	64%	(134)	208
Atheist	5%	(12)	11%	(28)	9%	(23)	75%	(195)	258
Agnostic/Nothing in particular	3%	(38)	9%	(106)	12%	(144)	77%	(944)	1232
Something Else	3%	(22)	7%	(53)	14%	(101)	76%	(551)	727
Religious Non-Protestant/Catholic	7%	(18)	12%	(28)	13%	(33)	68%	(167)	247
Evangelical	5%	(56)	10%	(102)	14%	(145)	72%	(761)	1064
Non-Evangelical	5%	(72)	11%	(171)	13%	(205)	72%	(1131)	1578
Community: Urban	6%	(73)	12%	(143)	14%	(165)	67%	(778)	1158
Community: Suburban	4%	(89)	10%	(211)	13%	(279)	72%	(1512)	2091
Community: Rural	3%	(39)	7%	(82)	9%	(107)	80%	(923)	1151
Employ: Private Sector	6%	(75)	13%	(174)	16%	(212)	66%	(882)	1343
Employ: Government	7%	(19)	15%	(39)	14%	(36)	64%	(169)	263
Employ: Self-Employed	7%	(30)	14%	(61)	17%	(74)	61%	(261)	426
Employ: Homemaker	2%	(6)	6%	(20)	10%	(36)	82%	(289)	351
Employ: Student	4%	(5)	11%	(16)	17%	(25)	69%	(102)	148
Employ: Retired	4%	(38)	7%	(70)	9%	(87)	81%	(808)	1003
Employ: Unemployed	2%	(12)	7%	(39)	10%	(54)	81%	(441)	546
Employ: Other	5%	(15)	5%	(17)	9%	(29)	81%	(260)	321
Military HH: Yes	5%	(33)	10%	(67)	12%	(82)	72%	(471)	654
Military HH: No	4%	(168)	10%	(368)	13%	(470)	73%	(2741)	3746
RD/WT: Right Direction	6%	(106)	12%	(208)	13%	(212)	68%	(1141)	1666
RD/WT: Wrong Track	3%	(95)	8%	(228)	12%	(340)	76%	(2071)	2734
Biden Job Approve	6%	(119)	11%	(229)	13%	(270)	69%	(1386)	2004
Biden Job Disapprove	4%	(78)	9%	(195)	12%	(261)	75%	(1605)	2140

Continued on next page

**Table MCSP9\_3: How interested are you in the following NHL teams?**

Boston Bruins

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	5%	(201)	10%	(436)	13%	(551)	73%	(3212)	4400
Biden Job Strongly Approve	7%	(68)	13%	(121)	11%	(98)	69%	(626)	913
Biden Job Somewhat Approve	5%	(52)	10%	(107)	16%	(172)	70%	(760)	1091
Biden Job Somewhat Disapprove	4%	(29)	9%	(57)	14%	(92)	72%	(469)	647
Biden Job Strongly Disapprove	3%	(49)	9%	(138)	11%	(169)	76%	(1136)	1493
Favorable of Biden	6%	(126)	11%	(232)	13%	(270)	70%	(1431)	2059
Unfavorable of Biden	3%	(70)	9%	(183)	12%	(257)	76%	(1584)	2093
Very Favorable of Biden	7%	(73)	13%	(130)	11%	(114)	68%	(689)	1006
Somewhat Favorable of Biden	5%	(53)	10%	(102)	15%	(157)	70%	(742)	1053
Somewhat Unfavorable of Biden	5%	(29)	9%	(51)	14%	(77)	72%	(410)	567
Very Unfavorable of Biden	3%	(41)	9%	(131)	12%	(180)	77%	(1174)	1527
#1 Issue: Economy	5%	(78)	10%	(164)	14%	(216)	71%	(1143)	1601
#1 Issue: Security	5%	(37)	9%	(64)	11%	(80)	75%	(541)	723
#1 Issue: Health Care	5%	(26)	13%	(70)	16%	(89)	67%	(377)	561
#1 Issue: Medicare / Social Security	4%	(20)	7%	(36)	10%	(50)	80%	(418)	525
#1 Issue: Women's Issues	6%	(17)	9%	(28)	11%	(34)	73%	(220)	299
#1 Issue: Education	2%	(4)	16%	(27)	15%	(25)	66%	(111)	168
#1 Issue: Energy	5%	(12)	9%	(19)	10%	(22)	76%	(174)	227
#1 Issue: Other	3%	(8)	9%	(27)	11%	(34)	77%	(229)	297
2020 Vote: Joe Biden	6%	(115)	11%	(225)	13%	(255)	70%	(1365)	1960
2020 Vote: Donald Trump	4%	(60)	10%	(133)	13%	(177)	74%	(1029)	1398
2020 Vote: Other	3%	(5)	7%	(12)	19%	(31)	71%	(117)	164
2020 Vote: Didn't Vote	2%	(21)	8%	(66)	10%	(88)	80%	(699)	875
2018 House Vote: Democrat	6%	(85)	12%	(178)	13%	(187)	70%	(1025)	1475
2018 House Vote: Republican	5%	(54)	10%	(120)	12%	(149)	73%	(873)	1196
2018 House Vote: Someone else	5%	(6)	6%	(7)	22%	(27)	67%	(83)	123
2016 Vote: Hillary Clinton	5%	(74)	11%	(154)	12%	(167)	72%	(1005)	1400
2016 Vote: Donald Trump	5%	(64)	11%	(142)	13%	(170)	71%	(944)	1321
2016 Vote: Other	3%	(8)	8%	(19)	18%	(45)	71%	(178)	249
2016 Vote: Didn't Vote	4%	(55)	8%	(119)	12%	(169)	76%	(1082)	1425

Continued on next page

**Table MCSP9\_3: How interested are you in the following NHL teams?**  
 Boston Bruins

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	5%	(201)	10%	(436)	13%	(551)	73%	(3212)	4400
Voted in 2014: Yes	5%	(126)	11%	(266)	13%	(317)	71%	(1733)	2442
Voted in 2014: No	4%	(75)	9%	(170)	12%	(235)	76%	(1479)	1958
4-Region: Northeast	10%	(77)	14%	(113)	10%	(79)	66%	(519)	787
4-Region: Midwest	3%	(25)	8%	(74)	11%	(100)	79%	(726)	925
4-Region: South	4%	(58)	10%	(160)	12%	(198)	75%	(1232)	1648
4-Region: West	4%	(41)	9%	(89)	17%	(174)	71%	(735)	1040
2110001	4%	(97)	9%	(206)	11%	(246)	75%	(1633)	2182
2110009	5%	(104)	10%	(229)	14%	(306)	71%	(1579)	2218
Sports Fans	6%	(183)	14%	(399)	17%	(492)	63%	(1826)	2899
Avid Sports Fans	10%	(86)	21%	(172)	18%	(150)	51%	(417)	824
Casual Sports Fans	5%	(97)	11%	(227)	16%	(342)	68%	(1408)	2074
Non-Sports Fans	1%	(18)	2%	(37)	4%	(60)	92%	(1386)	1501
Sports Fans Non-NHL	1%	(20)	5%	(68)	10%	(151)	84%	(1248)	1486
NHL Fans	11%	(172)	23%	(350)	24%	(362)	42%	(639)	1523
Avid NHL Fans	20%	(78)	32%	(124)	23%	(89)	25%	(96)	387
Casual NHL Fans	8%	(94)	20%	(226)	24%	(273)	48%	(544)	1137
Has Favorite NHL Team	13%	(136)	23%	(236)	21%	(216)	43%	(438)	1026
Has Favorite MLB Team	8%	(138)	15%	(273)	16%	(283)	62%	(1130)	1823
Has Favorite NBA Team	9%	(138)	16%	(235)	18%	(261)	57%	(847)	1481
Has Favorite NFL Team	7%	(163)	13%	(307)	15%	(365)	65%	(1520)	2355
MLB Fans	8%	(173)	15%	(337)	18%	(402)	60%	(1350)	2262
NBA Fans	8%	(162)	16%	(329)	19%	(376)	57%	(1154)	2020
NFL Fans	7%	(186)	14%	(387)	17%	(458)	63%	(1731)	2762
Avid MLB Fans	11%	(82)	19%	(137)	16%	(119)	54%	(398)	736
Avid NBA	12%	(83)	19%	(130)	18%	(123)	50%	(340)	676
Avid NFL Fans	10%	(120)	15%	(181)	18%	(220)	57%	(679)	1200

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

**Table MCSP9\_4: How interested are you in the following NHL teams?**

*Buffalo Sabres*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(130)	7%	(293)	13%	(585)	77%	(3393)	4400
Gender: Male	4%	(78)	9%	(200)	17%	(363)	70%	(1482)	2124
Gender: Female	2%	(51)	4%	(93)	10%	(221)	84%	(1911)	2276
Age: 18-34	6%	(74)	8%	(101)	14%	(179)	73%	(957)	1310
Age: 35-44	3%	(23)	10%	(71)	16%	(114)	71%	(508)	715
Age: 45-64	2%	(28)	6%	(90)	14%	(204)	79%	(1179)	1502
Age: 65+	1%	(5)	3%	(30)	10%	(88)	86%	(750)	873
GenZers: 1997-2012	4%	(18)	8%	(37)	15%	(68)	74%	(343)	465
Millennials: 1981-1996	6%	(71)	8%	(107)	15%	(187)	71%	(911)	1276
GenXers: 1965-1980	3%	(27)	8%	(80)	14%	(144)	76%	(777)	1028
Baby Boomers: 1946-1964	1%	(14)	5%	(67)	11%	(162)	83%	(1211)	1455
PID: Dem (no lean)	4%	(70)	7%	(118)	13%	(218)	75%	(1246)	1653
PID: Ind (no lean)	2%	(23)	6%	(92)	14%	(201)	78%	(1148)	1464
PID: Rep (no lean)	3%	(37)	6%	(82)	13%	(166)	78%	(999)	1284
PID/Gender: Dem Men	6%	(45)	11%	(82)	16%	(123)	68%	(527)	776
PID/Gender: Dem Women	3%	(26)	4%	(37)	11%	(94)	82%	(720)	877
PID/Gender: Ind Men	2%	(11)	9%	(64)	18%	(135)	72%	(539)	750
PID/Gender: Ind Women	2%	(11)	4%	(28)	9%	(66)	85%	(609)	714
PID/Gender: Rep Men	4%	(23)	9%	(54)	18%	(105)	70%	(416)	598
PID/Gender: Rep Women	2%	(14)	4%	(28)	9%	(61)	85%	(582)	686
Ideo: Liberal (1-3)	4%	(56)	8%	(100)	13%	(165)	74%	(936)	1257
Ideo: Moderate (4)	3%	(34)	7%	(92)	16%	(202)	74%	(929)	1257
Ideo: Conservative (5-7)	2%	(33)	6%	(82)	13%	(182)	79%	(1137)	1434
Educ: < College	2%	(74)	6%	(168)	12%	(368)	80%	(2415)	3024
Educ: Bachelors degree	3%	(25)	9%	(76)	16%	(143)	73%	(644)	888
Educ: Post-grad	6%	(31)	10%	(49)	15%	(74)	68%	(334)	488
Income: Under 50k	2%	(51)	6%	(133)	12%	(284)	81%	(1947)	2415
Income: 50k-100k	3%	(45)	7%	(100)	15%	(207)	75%	(1035)	1387
Income: 100k+	6%	(34)	10%	(59)	16%	(94)	69%	(412)	598
Ethnicity: White	2%	(85)	6%	(210)	13%	(452)	78%	(2697)	3443
Ethnicity: Hispanic	4%	(30)	8%	(55)	14%	(96)	74%	(518)	699

Continued on next page

**Table MCSP9\_4: How interested are you in the following NHL teams?**  
 Buffalo Sabres

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(130)	7%	(293)	13%	(585)	77%	(3393)	4400
Ethnicity: Black	6%	(31)	9%	(49)	14%	(77)	71%	(391)	549
Ethnicity: Other	3%	(13)	8%	(34)	13%	(55)	75%	(306)	408
All Christian	3%	(64)	7%	(146)	14%	(277)	75%	(1487)	1974
All Non-Christian	6%	(13)	13%	(27)	14%	(29)	67%	(139)	208
Atheist	2%	(4)	5%	(13)	14%	(37)	79%	(204)	258
Agnostic/Nothing in particular	2%	(27)	5%	(66)	12%	(146)	81%	(993)	1232
Something Else	3%	(21)	5%	(40)	13%	(95)	79%	(571)	727
Religious Non-Protestant/Catholic	5%	(13)	11%	(28)	14%	(34)	70%	(172)	247
Evangelical	4%	(41)	7%	(77)	15%	(155)	74%	(790)	1064
Non-Evangelical	3%	(42)	7%	(106)	13%	(209)	77%	(1220)	1578
Community: Urban	5%	(58)	9%	(106)	15%	(169)	71%	(825)	1158
Community: Suburban	2%	(47)	7%	(140)	14%	(293)	77%	(1610)	2091
Community: Rural	2%	(24)	4%	(46)	11%	(122)	83%	(958)	1151
Employ: Private Sector	4%	(60)	9%	(125)	16%	(219)	70%	(939)	1343
Employ: Government	5%	(13)	11%	(29)	16%	(42)	68%	(180)	263
Employ: Self-Employed	5%	(19)	11%	(45)	19%	(82)	66%	(279)	426
Employ: Homemaker	4%	(14)	3%	(9)	10%	(36)	83%	(292)	351
Employ: Student	2%	(2)	7%	(10)	13%	(20)	78%	(115)	148
Employ: Retired	1%	(9)	4%	(36)	11%	(109)	85%	(849)	1003
Employ: Unemployed	2%	(9)	5%	(25)	9%	(49)	85%	(463)	546
Employ: Other	1%	(4)	4%	(13)	9%	(28)	86%	(275)	321
Military HH: Yes	2%	(12)	6%	(41)	14%	(91)	78%	(509)	654
Military HH: No	3%	(117)	7%	(252)	13%	(493)	77%	(2884)	3746
RD/WT: Right Direction	5%	(89)	9%	(145)	14%	(229)	72%	(1204)	1666
RD/WT: Wrong Track	1%	(41)	5%	(148)	13%	(356)	80%	(2189)	2734
Biden Job Approve	5%	(93)	8%	(158)	14%	(279)	74%	(1474)	2004
Biden Job Disapprove	2%	(35)	6%	(125)	13%	(287)	79%	(1693)	2140

Continued on next page

**Table MCSP9\_4: How interested are you in the following NHL teams?**  
*Buffalo Sabres*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(130)	7%	(293)	13%	(585)	77%	(3393)	4400
Biden Job Strongly Approve	6%	(57)	10%	(88)	11%	(100)	73%	(667)	913
Biden Job Somewhat Approve	3%	(36)	6%	(70)	16%	(178)	74%	(807)	1091
Biden Job Somewhat Disapprove	3%	(18)	8%	(49)	13%	(85)	77%	(496)	647
Biden Job Strongly Disapprove	1%	(17)	5%	(76)	14%	(202)	80%	(1198)	1493
Favorable of Biden	4%	(86)	8%	(161)	14%	(280)	74%	(1532)	2059
Unfavorable of Biden	2%	(35)	6%	(116)	14%	(285)	79%	(1657)	2093
Very Favorable of Biden	6%	(64)	9%	(86)	12%	(125)	73%	(731)	1006
Somewhat Favorable of Biden	2%	(22)	7%	(75)	15%	(155)	76%	(802)	1053
Somewhat Unfavorable of Biden	3%	(18)	8%	(48)	13%	(76)	75%	(424)	567
Very Unfavorable of Biden	1%	(17)	4%	(68)	14%	(209)	81%	(1233)	1527
#1 Issue: Economy	3%	(48)	7%	(106)	15%	(244)	75%	(1203)	1601
#1 Issue: Security	3%	(20)	5%	(35)	13%	(93)	80%	(575)	723
#1 Issue: Health Care	4%	(24)	10%	(56)	13%	(73)	73%	(408)	561
#1 Issue: Medicare / Social Security	3%	(16)	3%	(17)	11%	(56)	83%	(436)	525
#1 Issue: Women's Issues	4%	(11)	9%	(27)	11%	(32)	77%	(229)	299
#1 Issue: Education	3%	(6)	9%	(15)	16%	(28)	71%	(120)	168
#1 Issue: Energy	2%	(5)	9%	(21)	10%	(23)	79%	(179)	227
#1 Issue: Other	—	(1)	5%	(15)	12%	(36)	82%	(245)	297
2020 Vote: Joe Biden	5%	(89)	7%	(139)	13%	(262)	75%	(1470)	1960
2020 Vote: Donald Trump	2%	(28)	7%	(93)	14%	(201)	77%	(1076)	1398
2020 Vote: Other	2%	(3)	8%	(13)	17%	(28)	74%	(121)	164
2020 Vote: Didn't Vote	1%	(10)	5%	(47)	11%	(93)	83%	(725)	875
2018 House Vote: Democrat	4%	(58)	7%	(107)	14%	(208)	75%	(1103)	1475
2018 House Vote: Republican	2%	(28)	8%	(93)	14%	(168)	76%	(907)	1196
2018 House Vote: Someone else	3%	(3)	11%	(13)	15%	(19)	71%	(88)	123
2016 Vote: Hillary Clinton	4%	(50)	7%	(96)	13%	(188)	76%	(1065)	1400
2016 Vote: Donald Trump	2%	(32)	7%	(99)	15%	(202)	75%	(987)	1321
2016 Vote: Other	1%	(2)	7%	(18)	14%	(36)	77%	(193)	249
2016 Vote: Didn't Vote	3%	(45)	5%	(78)	11%	(157)	80%	(1145)	1425

Continued on next page



**Table MCSP9\_4: How interested are you in the following NHL teams?**  
 Buffalo Sabres

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(130)	7%	(293)	13%	(585)	77%	(3393)	4400
Voted in 2014: Yes	3%	(71)	8%	(186)	14%	(346)	75%	(1839)	2442
Voted in 2014: No	3%	(59)	5%	(107)	12%	(239)	79%	(1554)	1958
4-Region: Northeast	4%	(33)	9%	(68)	14%	(111)	73%	(574)	787
4-Region: Midwest	2%	(21)	5%	(45)	11%	(105)	81%	(753)	925
4-Region: South	3%	(44)	6%	(103)	13%	(214)	78%	(1288)	1648
4-Region: West	3%	(31)	7%	(76)	15%	(154)	75%	(778)	1040
2110001	3%	(65)	6%	(131)	12%	(264)	79%	(1722)	2182
2110009	3%	(65)	7%	(162)	14%	(320)	75%	(1671)	2218
Sports Fans	4%	(116)	9%	(272)	18%	(522)	69%	(1988)	2899
Avid Sports Fans	8%	(66)	14%	(112)	23%	(189)	55%	(457)	824
Casual Sports Fans	2%	(51)	8%	(160)	16%	(333)	74%	(1531)	2074
Non-Sports Fans	1%	(13)	1%	(21)	4%	(62)	94%	(1405)	1501
Sports Fans Non-NHL	1%	(19)	3%	(39)	9%	(128)	88%	(1301)	1486
NHL Fans	7%	(105)	16%	(242)	28%	(419)	50%	(757)	1523
Avid NHL Fans	14%	(56)	25%	(95)	28%	(110)	33%	(126)	387
Casual NHL Fans	4%	(49)	13%	(147)	27%	(309)	56%	(631)	1137
Has Favorite NHL Team	9%	(89)	15%	(158)	24%	(243)	52%	(537)	1026
Has Favorite MLB Team	5%	(86)	9%	(164)	17%	(315)	69%	(1258)	1823
Has Favorite NBA Team	5%	(78)	11%	(167)	19%	(287)	64%	(949)	1481
Has Favorite NFL Team	4%	(94)	9%	(200)	17%	(406)	70%	(1654)	2355
MLB Fans	5%	(105)	10%	(233)	20%	(442)	66%	(1483)	2262
NBA Fans	5%	(102)	11%	(219)	21%	(421)	63%	(1279)	2020
NFL Fans	4%	(118)	10%	(263)	18%	(501)	68%	(1880)	2762
Avid MLB Fans	7%	(54)	12%	(86)	21%	(152)	60%	(445)	736
Avid NBA	8%	(54)	14%	(96)	22%	(149)	56%	(377)	676
Avid NFL Fans	5%	(65)	10%	(125)	21%	(252)	63%	(758)	1200

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

**Table MCSP9\_5: How interested are you in the following NHL teams?**  
Calgary Flames

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	2% (94)	7% (303)	13% (571)	78% (3431)	4400
Gender: Male	3% (60)	10% (214)	17% (369)	70% (1481)	2124
Gender: Female	2% (34)	4% (89)	9% (202)	86% (1951)	2276
Age: 18-34	4% (49)	9% (123)	14% (188)	73% (951)	1310
Age: 35-44	4% (29)	10% (68)	15% (107)	71% (511)	715
Age: 45-64	1% (14)	6% (88)	13% (189)	81% (1211)	1502
Age: 65+	— (2)	3% (25)	10% (88)	87% (758)	873
GenZers: 1997-2012	3% (16)	11% (50)	14% (65)	72% (335)	465
Millennials: 1981-1996	4% (51)	9% (118)	15% (192)	72% (916)	1276
GenXers: 1965-1980	2% (17)	8% (80)	14% (142)	77% (788)	1028
Baby Boomers: 1946-1964	1% (10)	4% (54)	11% (155)	85% (1236)	1455
PID: Dem (no lean)	3% (51)	9% (141)	12% (201)	76% (1260)	1653
PID: Ind (no lean)	1% (21)	6% (80)	14% (206)	79% (1156)	1464
PID: Rep (no lean)	2% (23)	6% (82)	13% (164)	79% (1015)	1284
PID/Gender: Dem Men	5% (36)	13% (99)	16% (123)	67% (517)	776
PID/Gender: Dem Women	2% (15)	5% (42)	9% (78)	85% (742)	877
PID/Gender: Ind Men	1% (9)	8% (61)	19% (139)	72% (541)	750
PID/Gender: Ind Women	2% (12)	3% (20)	9% (67)	86% (615)	714
PID/Gender: Rep Men	2% (15)	9% (54)	18% (107)	71% (422)	598
PID/Gender: Rep Women	1% (8)	4% (28)	8% (57)	86% (593)	686
Ideo: Liberal (1-3)	4% (45)	9% (117)	13% (161)	74% (934)	1257
Ideo: Moderate (4)	2% (19)	7% (86)	15% (193)	76% (959)	1257
Ideo: Conservative (5-7)	2% (27)	6% (84)	12% (174)	80% (1149)	1434
Educ: < College	2% (48)	6% (181)	12% (363)	80% (2433)	3024
Educ: Bachelors degree	3% (29)	8% (74)	15% (131)	74% (654)	888
Educ: Post-grad	4% (18)	10% (48)	16% (77)	71% (345)	488
Income: Under 50k	2% (38)	6% (137)	12% (279)	81% (1961)	2415
Income: 50k-100k	3% (39)	7% (99)	15% (207)	75% (1042)	1387
Income: 100k+	3% (17)	11% (67)	14% (86)	72% (429)	598
Ethnicity: White	2% (69)	7% (226)	12% (426)	79% (2723)	3443
Ethnicity: Hispanic	3% (21)	10% (68)	15% (104)	72% (505)	699

Continued on next page

**Table MCSP9\_5: How interested are you in the following NHL teams?**  
 Calgary Flames

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	2%	(94)	7%	(303)	13%	(571)	78%	(3431)	4400
Ethnicity: Black	4%	(22)	9%	(50)	12%	(67)	75%	(409)	549
Ethnicity: Other	1%	(3)	7%	(28)	19%	(78)	73%	(299)	408
All Christian	2%	(39)	8%	(148)	14%	(275)	77%	(1512)	1974
All Non-Christian	8%	(17)	9%	(18)	17%	(36)	66%	(137)	208
Atheist	1%	(3)	13%	(34)	9%	(23)	77%	(197)	258
Agnostic/Nothing in particular	2%	(24)	5%	(66)	12%	(148)	81%	(995)	1232
Something Else	2%	(11)	5%	(37)	12%	(90)	81%	(590)	727
Religious Non-Protestant/Catholic	7%	(17)	8%	(19)	16%	(39)	70%	(172)	247
Evangelical	3%	(31)	8%	(84)	13%	(141)	76%	(807)	1064
Non-Evangelical	1%	(18)	6%	(98)	14%	(218)	79%	(1244)	1578
Community: Urban	4%	(45)	9%	(105)	15%	(178)	72%	(831)	1158
Community: Suburban	2%	(37)	7%	(147)	13%	(275)	78%	(1632)	2091
Community: Rural	1%	(13)	4%	(51)	10%	(117)	84%	(969)	1151
Employ: Private Sector	3%	(42)	10%	(137)	15%	(202)	72%	(962)	1343
Employ: Government	4%	(11)	12%	(32)	13%	(35)	70%	(185)	263
Employ: Self-Employed	5%	(20)	8%	(35)	21%	(90)	66%	(281)	426
Employ: Homemaker	2%	(6)	6%	(22)	8%	(29)	84%	(293)	351
Employ: Student	4%	(7)	6%	(9)	16%	(23)	74%	(109)	148
Employ: Retired	1%	(5)	3%	(29)	11%	(109)	86%	(860)	1003
Employ: Unemployed	1%	(4)	4%	(22)	10%	(57)	85%	(464)	546
Employ: Other	—	(0)	5%	(17)	8%	(26)	87%	(277)	321
Military HH: Yes	2%	(11)	5%	(33)	15%	(96)	78%	(513)	654
Military HH: No	2%	(83)	7%	(270)	13%	(475)	78%	(2918)	3746
RD/WT: Right Direction	4%	(65)	9%	(154)	13%	(219)	74%	(1228)	1666
RD/WT: Wrong Track	1%	(30)	5%	(149)	13%	(352)	81%	(2203)	2734
Biden Job Approve	3%	(63)	9%	(172)	14%	(274)	75%	(1494)	2004
Biden Job Disapprove	1%	(29)	5%	(117)	13%	(278)	80%	(1716)	2140

Continued on next page

**Table MCSP9\_5: How interested are you in the following NHL teams?**  
Calgary Flames

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	2% (94)	7% (303)	13% (571)	78% (3431)	4400
Biden Job Strongly Approve	5% (47)	9% (81)	12% (106)	74% (680)	913
Biden Job Somewhat Approve	1% (16)	8% (92)	15% (169)	75% (814)	1091
Biden Job Somewhat Disapprove	2% (11)	6% (36)	14% (91)	79% (510)	647
Biden Job Strongly Disapprove	1% (18)	5% (81)	13% (187)	81% (1207)	1493
Favorable of Biden	3% (65)	8% (169)	14% (282)	75% (1544)	2059
Unfavorable of Biden	1% (27)	6% (116)	13% (269)	80% (1681)	2093
Very Favorable of Biden	5% (50)	8% (82)	12% (123)	75% (751)	1006
Somewhat Favorable of Biden	1% (15)	8% (87)	15% (159)	75% (792)	1053
Somewhat Unfavorable of Biden	2% (13)	7% (39)	14% (77)	77% (438)	567
Very Unfavorable of Biden	1% (14)	5% (77)	13% (193)	81% (1243)	1527
#1 Issue: Economy	2% (35)	6% (99)	15% (240)	77% (1227)	1601
#1 Issue: Security	1% (9)	7% (48)	12% (85)	80% (581)	723
#1 Issue: Health Care	4% (20)	11% (59)	13% (70)	73% (412)	561
#1 Issue: Medicare / Social Security	1% (8)	3% (15)	12% (63)	84% (438)	525
#1 Issue: Women's Issues	2% (6)	10% (30)	10% (29)	78% (234)	299
#1 Issue: Education	4% (6)	9% (16)	16% (28)	70% (118)	168
#1 Issue: Energy	3% (6)	8% (19)	9% (20)	80% (182)	227
#1 Issue: Other	2% (5)	6% (17)	12% (36)	81% (240)	297
2020 Vote: Joe Biden	3% (58)	8% (164)	13% (249)	76% (1489)	1960
2020 Vote: Donald Trump	1% (20)	7% (91)	14% (199)	78% (1088)	1398
2020 Vote: Other	2% (3)	3% (5)	20% (32)	76% (124)	164
2020 Vote: Didn't Vote	1% (13)	5% (44)	10% (90)	83% (728)	875
2018 House Vote: Democrat	3% (43)	8% (113)	13% (189)	77% (1130)	1475
2018 House Vote: Republican	2% (21)	7% (82)	14% (162)	78% (931)	1196
2018 House Vote: Someone else	1% (2)	9% (12)	19% (24)	70% (86)	123
2016 Vote: Hillary Clinton	3% (43)	7% (91)	13% (179)	78% (1086)	1400
2016 Vote: Donald Trump	2% (27)	7% (99)	15% (194)	76% (1000)	1321
2016 Vote: Other	— (1)	6% (14)	13% (33)	81% (202)	249
2016 Vote: Didn't Vote	2% (24)	7% (99)	11% (163)	80% (1140)	1425

Continued on next page

**Table MCSP9\_5: How interested are you in the following NHL teams?**  
*Calgary Flames*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	2%	(94)	7%	(303)	13%	(571)	78%	(3431)	4400
Voted in 2014: Yes	2%	(59)	7%	(175)	14%	(330)	77%	(1878)	2442
Voted in 2014: No	2%	(36)	7%	(128)	12%	(241)	79%	(1553)	1958
4-Region: Northeast	2%	(16)	7%	(54)	13%	(105)	78%	(612)	787
4-Region: Midwest	2%	(20)	5%	(46)	11%	(106)	81%	(753)	925
4-Region: South	2%	(34)	7%	(119)	13%	(207)	78%	(1289)	1648
4-Region: West	2%	(24)	8%	(85)	15%	(153)	75%	(778)	1040
2110001	2%	(40)	6%	(141)	13%	(273)	79%	(1727)	2182
2110009	2%	(55)	7%	(162)	13%	(298)	77%	(1704)	2218
Sports Fans	3%	(89)	10%	(286)	18%	(517)	69%	(2007)	2899
Avid Sports Fans	5%	(43)	15%	(125)	23%	(191)	56%	(465)	824
Casual Sports Fans	2%	(46)	8%	(160)	16%	(326)	74%	(1542)	2074
Non-Sports Fans	—	(6)	1%	(18)	4%	(54)	95%	(1424)	1501
Sports Fans Non-NHL	1%	(9)	3%	(47)	9%	(139)	87%	(1292)	1486
NHL Fans	5%	(81)	17%	(253)	26%	(400)	52%	(790)	1523
Avid NHL Fans	11%	(44)	27%	(103)	29%	(112)	33%	(128)	387
Casual NHL Fans	3%	(37)	13%	(150)	25%	(288)	58%	(662)	1137
Has Favorite NHL Team	6%	(58)	17%	(173)	25%	(253)	53%	(543)	1026
Has Favorite MLB Team	3%	(61)	10%	(174)	18%	(321)	69%	(1267)	1823
Has Favorite NBA Team	4%	(66)	12%	(178)	19%	(285)	64%	(952)	1481
Has Favorite NFL Team	3%	(74)	9%	(213)	17%	(396)	71%	(1671)	2355
MLB Fans	3%	(78)	11%	(246)	19%	(433)	66%	(1504)	2262
NBA Fans	4%	(84)	12%	(238)	20%	(400)	64%	(1299)	2020
NFL Fans	3%	(93)	10%	(268)	18%	(489)	69%	(1912)	2762
Avid MLB Fans	5%	(37)	13%	(94)	20%	(147)	62%	(457)	736
Avid NBA	7%	(51)	16%	(107)	20%	(136)	57%	(382)	676
Avid NFL Fans	4%	(47)	11%	(133)	20%	(245)	65%	(774)	1200

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

**Table MCSP9\_6: How interested are you in the following NHL teams?**  
Carolina Hurricanes

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(111)	7%	(320)	14%	(600)	77%	(3369)	4400
Gender: Male	3%	(68)	10%	(206)	18%	(373)	70%	(1476)	2124
Gender: Female	2%	(43)	5%	(114)	10%	(227)	83%	(1892)	2276
Age: 18-34	5%	(62)	9%	(122)	15%	(201)	71%	(925)	1310
Age: 35-44	4%	(27)	9%	(62)	17%	(123)	70%	(504)	715
Age: 45-64	1%	(20)	7%	(104)	13%	(190)	79%	(1188)	1502
Age: 65+	—	(2)	4%	(31)	10%	(87)	86%	(752)	873
GenZers: 1997-2012	5%	(25)	7%	(33)	16%	(75)	71%	(333)	465
Millennials: 1981-1996	4%	(52)	10%	(131)	16%	(210)	69%	(883)	1276
GenXers: 1965-1980	2%	(24)	9%	(92)	13%	(132)	76%	(779)	1028
Baby Boomers: 1946-1964	1%	(10)	4%	(63)	11%	(160)	84%	(1222)	1455
PID: Dem (no lean)	4%	(58)	9%	(147)	14%	(223)	74%	(1224)	1653
PID: Ind (no lean)	2%	(34)	5%	(78)	14%	(211)	78%	(1141)	1464
PID: Rep (no lean)	1%	(19)	7%	(95)	13%	(166)	78%	(1004)	1284
PID/Gender: Dem Men	5%	(40)	12%	(91)	17%	(132)	66%	(513)	776
PID/Gender: Dem Women	2%	(18)	6%	(56)	10%	(91)	81%	(711)	877
PID/Gender: Ind Men	2%	(14)	7%	(55)	19%	(140)	72%	(540)	750
PID/Gender: Ind Women	3%	(19)	3%	(22)	10%	(71)	84%	(601)	714
PID/Gender: Rep Men	2%	(14)	10%	(59)	17%	(101)	71%	(424)	598
PID/Gender: Rep Women	1%	(6)	5%	(35)	9%	(65)	85%	(580)	686
Ideo: Liberal (1-3)	4%	(47)	8%	(106)	15%	(183)	73%	(921)	1257
Ideo: Moderate (4)	2%	(31)	9%	(108)	15%	(190)	74%	(928)	1257
Ideo: Conservative (5-7)	2%	(28)	7%	(95)	13%	(185)	79%	(1126)	1434
Educ: < College	2%	(66)	6%	(193)	12%	(370)	79%	(2395)	3024
Educ: Bachelors degree	3%	(25)	9%	(77)	17%	(152)	71%	(634)	888
Educ: Post-grad	4%	(20)	10%	(50)	16%	(79)	70%	(340)	488
Income: Under 50k	2%	(50)	6%	(137)	13%	(303)	80%	(1924)	2415
Income: 50k-100k	2%	(34)	9%	(121)	14%	(198)	75%	(1034)	1387
Income: 100k+	4%	(26)	10%	(62)	17%	(99)	69%	(411)	598
Ethnicity: White	2%	(73)	7%	(231)	13%	(446)	78%	(2693)	3443
Ethnicity: Hispanic	4%	(28)	9%	(63)	16%	(115)	70%	(492)	699

Continued on next page

**Table MCSP9\_6: How interested are you in the following NHL teams?**  
 Carolina Hurricanes

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(111)	7%	(320)	14%	(600)	77%	(3369)	4400
Ethnicity: Black	5%	(28)	10%	(57)	15%	(80)	70%	(383)	549
Ethnicity: Other	2%	(10)	8%	(31)	18%	(74)	72%	(293)	408
All Christian	2%	(46)	8%	(151)	14%	(285)	76%	(1492)	1974
All Non-Christian	5%	(10)	13%	(27)	18%	(37)	64%	(134)	208
Atheist	3%	(6)	7%	(18)	14%	(36)	77%	(197)	258
Agnostic/Nothing in particular	2%	(26)	6%	(72)	12%	(143)	80%	(991)	1232
Something Else	3%	(22)	7%	(52)	14%	(99)	76%	(554)	727
Religious Non-Protestant/Catholic	4%	(11)	11%	(28)	17%	(41)	68%	(167)	247
Evangelical	4%	(41)	8%	(89)	15%	(157)	73%	(776)	1064
Non-Evangelical	2%	(26)	7%	(109)	14%	(221)	77%	(1223)	1578
Community: Urban	4%	(44)	10%	(115)	16%	(182)	71%	(817)	1158
Community: Suburban	2%	(44)	7%	(147)	14%	(293)	77%	(1606)	2091
Community: Rural	2%	(22)	5%	(57)	11%	(125)	82%	(945)	1151
Employ: Private Sector	3%	(43)	10%	(130)	17%	(230)	70%	(941)	1343
Employ: Government	5%	(14)	15%	(39)	13%	(34)	67%	(176)	263
Employ: Self-Employed	5%	(20)	10%	(41)	21%	(89)	65%	(275)	426
Employ: Homemaker	2%	(7)	5%	(18)	11%	(38)	82%	(287)	351
Employ: Student	5%	(8)	3%	(4)	15%	(23)	77%	(113)	148
Employ: Retired	1%	(9)	3%	(34)	10%	(103)	85%	(857)	1003
Employ: Unemployed	1%	(4)	5%	(28)	10%	(53)	84%	(460)	546
Employ: Other	2%	(6)	8%	(25)	9%	(29)	81%	(260)	321
Military HH: Yes	3%	(17)	7%	(43)	14%	(93)	77%	(500)	654
Military HH: No	3%	(94)	7%	(277)	14%	(507)	77%	(2869)	3746
RD/WT: Right Direction	4%	(73)	10%	(174)	13%	(218)	72%	(1200)	1666
RD/WT: Wrong Track	1%	(38)	5%	(145)	14%	(382)	79%	(2169)	2734
Biden Job Approve	4%	(77)	10%	(191)	14%	(276)	73%	(1461)	2004
Biden Job Disapprove	2%	(34)	6%	(121)	14%	(304)	79%	(1682)	2140

Continued on next page

**Table MCSP9\_6: How interested are you in the following NHL teams?**

Carolina Hurricanes

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(111)	7%	(320)	14%	(600)	77%	(3369)	4400
Biden Job Strongly Approve	6%	(54)	10%	(91)	11%	(96)	74%	(672)	913
Biden Job Somewhat Approve	2%	(23)	9%	(99)	16%	(180)	72%	(788)	1091
Biden Job Somewhat Disapprove	2%	(15)	5%	(35)	15%	(97)	77%	(500)	647
Biden Job Strongly Disapprove	1%	(19)	6%	(85)	14%	(207)	79%	(1182)	1493
Favorable of Biden	4%	(75)	9%	(185)	14%	(287)	73%	(1512)	2059
Unfavorable of Biden	2%	(34)	6%	(116)	14%	(296)	79%	(1647)	2093
Very Favorable of Biden	6%	(62)	10%	(98)	11%	(114)	73%	(732)	1006
Somewhat Favorable of Biden	1%	(13)	8%	(88)	16%	(173)	74%	(780)	1053
Somewhat Unfavorable of Biden	3%	(18)	6%	(34)	16%	(89)	75%	(425)	567
Very Unfavorable of Biden	1%	(16)	5%	(82)	14%	(207)	80%	(1222)	1527
#1 Issue: Economy	2%	(37)	7%	(117)	16%	(250)	75%	(1196)	1601
#1 Issue: Security	2%	(11)	8%	(56)	13%	(97)	77%	(558)	723
#1 Issue: Health Care	4%	(25)	10%	(58)	14%	(79)	71%	(399)	561
#1 Issue: Medicare / Social Security	2%	(9)	5%	(25)	10%	(52)	84%	(438)	525
#1 Issue: Women's Issues	3%	(10)	8%	(23)	11%	(32)	78%	(234)	299
#1 Issue: Education	3%	(5)	10%	(17)	19%	(32)	68%	(115)	168
#1 Issue: Energy	4%	(8)	4%	(10)	10%	(23)	82%	(185)	227
#1 Issue: Other	2%	(5)	5%	(14)	11%	(34)	82%	(244)	297
2020 Vote: Joe Biden	4%	(75)	8%	(165)	14%	(269)	74%	(1452)	1960
2020 Vote: Donald Trump	2%	(23)	7%	(101)	15%	(204)	77%	(1070)	1398
2020 Vote: Other	2%	(3)	4%	(7)	18%	(29)	75%	(124)	164
2020 Vote: Didn't Vote	1%	(10)	5%	(47)	11%	(97)	82%	(721)	875
2018 House Vote: Democrat	3%	(46)	9%	(133)	14%	(203)	74%	(1092)	1475
2018 House Vote: Republican	2%	(23)	7%	(82)	15%	(175)	77%	(916)	1196
2018 House Vote: Someone else	1%	(2)	6%	(8)	23%	(29)	69%	(85)	123
2016 Vote: Hillary Clinton	3%	(43)	8%	(107)	13%	(185)	76%	(1065)	1400
2016 Vote: Donald Trump	2%	(26)	8%	(105)	16%	(213)	74%	(977)	1321
2016 Vote: Other	1%	(3)	3%	(7)	17%	(42)	79%	(197)	249
2016 Vote: Didn't Vote	3%	(39)	7%	(101)	11%	(158)	79%	(1127)	1425

Continued on next page



**Table MCSP9\_6: How interested are you in the following NHL teams?**  
Carolina Hurricanes

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(111)	7%	(320)	14%	(600)	77%	(3369)	4400
Voted in 2014: Yes	2%	(60)	8%	(186)	14%	(351)	76%	(1845)	2442
Voted in 2014: No	3%	(51)	7%	(134)	13%	(249)	78%	(1524)	1958
4-Region: Northeast	2%	(13)	6%	(48)	15%	(118)	77%	(608)	787
4-Region: Midwest	1%	(13)	4%	(41)	12%	(112)	82%	(759)	925
4-Region: South	3%	(55)	9%	(150)	12%	(205)	75%	(1239)	1648
4-Region: West	3%	(29)	8%	(82)	16%	(165)	73%	(764)	1040
2110001	2%	(46)	6%	(140)	13%	(286)	78%	(1710)	2182
2110009	3%	(65)	8%	(180)	14%	(315)	75%	(1659)	2218
Sports Fans	4%	(104)	10%	(295)	19%	(540)	68%	(1960)	2899
Avid Sports Fans	7%	(56)	16%	(128)	23%	(187)	55%	(454)	824
Casual Sports Fans	2%	(48)	8%	(167)	17%	(353)	73%	(1506)	2074
Non-Sports Fans	—	(7)	2%	(25)	4%	(60)	94%	(1409)	1501
Sports Fans Non-NHL	1%	(14)	4%	(55)	10%	(148)	85%	(1269)	1486
NHL Fans	6%	(92)	16%	(249)	27%	(417)	50%	(766)	1523
Avid NHL Fans	12%	(46)	27%	(103)	29%	(113)	32%	(126)	387
Casual NHL Fans	4%	(46)	13%	(146)	27%	(304)	56%	(641)	1137
Has Favorite NHL Team	6%	(65)	16%	(169)	25%	(256)	52%	(537)	1026
Has Favorite MLB Team	4%	(69)	10%	(182)	18%	(322)	69%	(1251)	1823
Has Favorite NBA Team	5%	(72)	12%	(180)	20%	(301)	63%	(928)	1481
Has Favorite NFL Team	4%	(89)	10%	(226)	17%	(402)	70%	(1637)	2355
MLB Fans	4%	(91)	11%	(253)	20%	(450)	65%	(1468)	2262
NBA Fans	5%	(96)	12%	(242)	21%	(423)	62%	(1260)	2020
NFL Fans	4%	(106)	10%	(288)	18%	(501)	68%	(1866)	2762
Avid MLB Fans	6%	(47)	13%	(97)	20%	(148)	60%	(444)	736
Avid NBA	8%	(55)	14%	(96)	21%	(145)	56%	(380)	676
Avid NFL Fans	6%	(69)	11%	(137)	20%	(238)	63%	(755)	1200

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

**Table MCSP9\_7: How interested are you in the following NHL teams?**  
Chicago Blackhawks

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	5%	(221)	10%	(444)	13%	(554)	72%	(3182)	4400
Gender: Male	7%	(145)	13%	(284)	16%	(333)	64%	(1362)	2124
Gender: Female	3%	(76)	7%	(159)	10%	(221)	80%	(1820)	2276
Age: 18-34	6%	(82)	11%	(150)	15%	(197)	67%	(882)	1310
Age: 35-44	6%	(42)	12%	(88)	15%	(105)	67%	(480)	715
Age: 45-64	5%	(73)	9%	(142)	11%	(163)	75%	(1124)	1502
Age: 65+	3%	(24)	7%	(64)	10%	(89)	80%	(696)	873
GenZers: 1997-2012	6%	(29)	8%	(36)	18%	(83)	68%	(317)	465
Millennials: 1981-1996	6%	(81)	13%	(166)	14%	(182)	66%	(847)	1276
GenXers: 1965-1980	6%	(57)	11%	(117)	12%	(126)	71%	(727)	1028
Baby Boomers: 1946-1964	3%	(48)	8%	(116)	10%	(145)	79%	(1146)	1455
PID: Dem (no lean)	6%	(105)	12%	(198)	12%	(193)	70%	(1157)	1653
PID: Ind (no lean)	4%	(57)	9%	(129)	14%	(198)	74%	(1079)	1464
PID: Rep (no lean)	5%	(59)	9%	(116)	13%	(162)	74%	(946)	1284
PID/Gender: Dem Men	9%	(68)	15%	(120)	13%	(103)	63%	(486)	776
PID/Gender: Dem Women	4%	(37)	9%	(78)	10%	(90)	77%	(671)	877
PID/Gender: Ind Men	5%	(36)	12%	(90)	17%	(130)	66%	(494)	750
PID/Gender: Ind Women	3%	(22)	6%	(39)	10%	(69)	82%	(584)	714
PID/Gender: Rep Men	7%	(41)	12%	(75)	17%	(100)	64%	(382)	598
PID/Gender: Rep Women	3%	(18)	6%	(42)	9%	(62)	82%	(564)	686
Ideo: Liberal (1-3)	6%	(77)	13%	(158)	12%	(154)	69%	(869)	1257
Ideo: Moderate (4)	4%	(50)	12%	(151)	14%	(178)	70%	(878)	1257
Ideo: Conservative (5-7)	5%	(75)	8%	(114)	12%	(178)	74%	(1066)	1434
Educ: < College	4%	(128)	9%	(271)	12%	(351)	75%	(2275)	3024
Educ: Bachelors degree	6%	(58)	11%	(99)	15%	(131)	68%	(601)	888
Educ: Post-grad	7%	(36)	15%	(74)	15%	(73)	63%	(306)	488
Income: Under 50k	4%	(95)	8%	(205)	12%	(287)	76%	(1828)	2415
Income: 50k-100k	6%	(84)	11%	(149)	13%	(182)	70%	(972)	1387
Income: 100k+	7%	(41)	15%	(89)	14%	(85)	64%	(382)	598
Ethnicity: White	5%	(160)	10%	(338)	12%	(401)	74%	(2544)	3443
Ethnicity: Hispanic	5%	(38)	10%	(72)	14%	(97)	70%	(491)	699

Continued on next page

**Table MCSP9\_7: How interested are you in the following NHL teams?**  
 Chicago Blackhawks

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	5%	(221)	10%	(444)	13%	(554)	72%	(3182)	4400
Ethnicity: Black	7%	(38)	11%	(62)	16%	(86)	66%	(363)	549
Ethnicity: Other	6%	(24)	11%	(44)	16%	(66)	67%	(275)	408
All Christian	5%	(106)	11%	(221)	12%	(245)	71%	(1403)	1974
All Non-Christian	7%	(15)	16%	(33)	18%	(38)	59%	(122)	208
Atheist	6%	(16)	9%	(24)	11%	(28)	73%	(189)	258
Agnostic/Nothing in particular	4%	(48)	9%	(106)	12%	(146)	76%	(932)	1232
Something Else	5%	(36)	8%	(59)	13%	(96)	74%	(536)	727
Religious Non-Protestant/Catholic	7%	(16)	14%	(35)	16%	(39)	64%	(157)	247
Evangelical	7%	(70)	9%	(101)	12%	(130)	72%	(763)	1064
Non-Evangelical	4%	(69)	11%	(176)	13%	(207)	71%	(1127)	1578
Community: Urban	7%	(77)	13%	(147)	14%	(161)	67%	(773)	1158
Community: Suburban	5%	(101)	10%	(215)	13%	(276)	72%	(1499)	2091
Community: Rural	4%	(43)	7%	(82)	10%	(117)	79%	(909)	1151
Employ: Private Sector	7%	(95)	13%	(177)	14%	(194)	65%	(877)	1343
Employ: Government	9%	(23)	14%	(38)	9%	(25)	67%	(178)	263
Employ: Self-Employed	6%	(27)	14%	(58)	20%	(83)	60%	(257)	426
Employ: Homemaker	3%	(10)	6%	(22)	11%	(40)	80%	(279)	351
Employ: Student	4%	(6)	10%	(15)	16%	(24)	69%	(102)	148
Employ: Retired	3%	(26)	8%	(80)	10%	(101)	79%	(797)	1003
Employ: Unemployed	3%	(19)	7%	(38)	10%	(54)	80%	(434)	546
Employ: Other	5%	(16)	5%	(15)	10%	(33)	80%	(257)	321
Military HH: Yes	5%	(32)	11%	(75)	12%	(79)	72%	(468)	654
Military HH: No	5%	(189)	10%	(368)	13%	(475)	72%	(2713)	3746
RD/WT: Right Direction	7%	(111)	13%	(212)	13%	(219)	67%	(1124)	1666
RD/WT: Wrong Track	4%	(110)	8%	(232)	12%	(335)	75%	(2057)	2734
Biden Job Approve	7%	(132)	12%	(246)	13%	(256)	68%	(1369)	2004
Biden Job Disapprove	4%	(81)	9%	(183)	13%	(276)	75%	(1600)	2140

Continued on next page

**Table MCSP9\_7: How interested are you in the following NHL teams?**  
Chicago Blackhawks

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	5%	(221)	10%	(444)	13%	(554)	72%	(3182)	4400
Biden Job Strongly Approve	9%	(79)	13%	(118)	10%	(93)	68%	(623)	913
Biden Job Somewhat Approve	5%	(53)	12%	(129)	15%	(163)	68%	(746)	1091
Biden Job Somewhat Disapprove	3%	(18)	10%	(66)	14%	(92)	73%	(471)	647
Biden Job Strongly Disapprove	4%	(63)	8%	(117)	12%	(184)	76%	(1129)	1493
Favorable of Biden	6%	(131)	12%	(251)	12%	(253)	69%	(1424)	2059
Unfavorable of Biden	4%	(85)	8%	(172)	13%	(280)	74%	(1556)	2093
Very Favorable of Biden	8%	(80)	13%	(132)	11%	(115)	67%	(679)	1006
Somewhat Favorable of Biden	5%	(51)	11%	(119)	13%	(138)	71%	(745)	1053
Somewhat Unfavorable of Biden	4%	(23)	10%	(58)	16%	(89)	70%	(397)	567
Very Unfavorable of Biden	4%	(62)	7%	(114)	13%	(191)	76%	(1159)	1527
#1 Issue: Economy	5%	(76)	10%	(159)	15%	(238)	70%	(1128)	1601
#1 Issue: Security	4%	(31)	9%	(68)	12%	(90)	74%	(534)	723
#1 Issue: Health Care	8%	(42)	13%	(73)	13%	(73)	66%	(373)	561
#1 Issue: Medicare / Social Security	4%	(20)	9%	(45)	10%	(51)	78%	(409)	525
#1 Issue: Women's Issues	8%	(23)	11%	(33)	8%	(25)	73%	(218)	299
#1 Issue: Education	6%	(10)	13%	(22)	16%	(26)	65%	(110)	168
#1 Issue: Energy	5%	(11)	10%	(22)	10%	(23)	75%	(171)	227
#1 Issue: Other	3%	(9)	7%	(21)	9%	(28)	81%	(239)	297
2020 Vote: Joe Biden	6%	(121)	12%	(238)	12%	(240)	69%	(1362)	1960
2020 Vote: Donald Trump	5%	(64)	9%	(128)	14%	(190)	73%	(1016)	1398
2020 Vote: Other	4%	(6)	9%	(15)	17%	(28)	70%	(115)	164
2020 Vote: Didn't Vote	3%	(30)	7%	(62)	11%	(95)	79%	(688)	875
2018 House Vote: Democrat	6%	(91)	12%	(183)	12%	(178)	69%	(1023)	1475
2018 House Vote: Republican	5%	(60)	10%	(122)	13%	(153)	72%	(861)	1196
2018 House Vote: Someone else	4%	(5)	10%	(12)	17%	(21)	69%	(85)	123
2016 Vote: Hillary Clinton	6%	(90)	11%	(157)	11%	(160)	71%	(992)	1400
2016 Vote: Donald Trump	5%	(61)	11%	(150)	15%	(193)	69%	(917)	1321
2016 Vote: Other	5%	(13)	7%	(17)	15%	(37)	73%	(182)	249
2016 Vote: Didn't Vote	4%	(57)	8%	(120)	11%	(161)	76%	(1087)	1425

Continued on next page

**Table MCSP9\_7: How interested are you in the following NHL teams?**  
*Chicago Blackhawks*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	5%	(221)	10%	(444)	13%	(554)	72%	(3182)	4400
Voted in 2014: Yes	6%	(148)	11%	(272)	12%	(300)	70%	(1721)	2442
Voted in 2014: No	4%	(73)	9%	(171)	13%	(254)	75%	(1461)	1958
4-Region: Northeast	3%	(24)	9%	(71)	13%	(104)	75%	(588)	787
4-Region: Midwest	11%	(100)	13%	(118)	10%	(96)	66%	(611)	925
4-Region: South	4%	(59)	9%	(146)	12%	(205)	75%	(1239)	1648
4-Region: West	4%	(38)	10%	(109)	14%	(149)	72%	(745)	1040
2110001	5%	(114)	9%	(203)	11%	(250)	74%	(1615)	2182
2110009	5%	(107)	11%	(241)	14%	(304)	71%	(1567)	2218
Sports Fans	7%	(206)	14%	(406)	17%	(484)	62%	(1803)	2899
Avid Sports Fans	11%	(95)	17%	(141)	20%	(168)	51%	(420)	824
Casual Sports Fans	5%	(111)	13%	(265)	15%	(315)	67%	(1383)	2074
Non-Sports Fans	1%	(15)	2%	(37)	5%	(70)	92%	(1379)	1501
Sports Fans Non-NHL	2%	(23)	5%	(67)	10%	(147)	84%	(1249)	1486
NHL Fans	13%	(195)	23%	(357)	23%	(352)	41%	(619)	1523
Avid NHL Fans	19%	(74)	29%	(113)	27%	(104)	25%	(96)	387
Casual NHL Fans	11%	(121)	21%	(244)	22%	(249)	46%	(524)	1137
Has Favorite NHL Team	15%	(152)	24%	(251)	19%	(197)	42%	(427)	1026
Has Favorite MLB Team	9%	(157)	15%	(280)	15%	(276)	61%	(1110)	1823
Has Favorite NBA Team	10%	(142)	17%	(246)	17%	(259)	56%	(834)	1481
Has Favorite NFL Team	7%	(174)	14%	(330)	15%	(348)	64%	(1503)	2355
MLB Fans	8%	(188)	15%	(350)	18%	(402)	58%	(1322)	2262
NBA Fans	8%	(169)	16%	(319)	19%	(387)	57%	(1147)	2020
NFL Fans	7%	(197)	14%	(392)	16%	(455)	62%	(1718)	2762
Avid MLB Fans	11%	(82)	18%	(133)	16%	(121)	54%	(400)	736
Avid NBA	11%	(77)	18%	(123)	21%	(140)	50%	(336)	676
Avid NFL Fans	8%	(99)	16%	(187)	18%	(220)	58%	(694)	1200

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

**Table MCSP9\_8: How interested are you in the following NHL teams?**

Colorado Avalanche

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	3% (118)	8% (339)	13% (586)	76% (3357)	4400
Gender: Male	4% (83)	10% (223)	17% (353)	69% (1465)	2124
Gender: Female	2% (36)	5% (116)	10% (233)	83% (1892)	2276
Age: 18-34	4% (59)	9% (118)	15% (196)	72% (937)	1310
Age: 35-44	4% (26)	10% (69)	17% (119)	70% (500)	715
Age: 45-64	2% (23)	8% (116)	12% (186)	78% (1177)	1502
Age: 65+	1% (10)	4% (36)	10% (84)	85% (743)	873
GenZers: 1997-2012	3% (15)	8% (37)	17% (78)	72% (336)	465
Millennials: 1981-1996	5% (60)	10% (125)	15% (197)	70% (894)	1276
GenXers: 1965-1980	2% (25)	9% (95)	14% (146)	74% (762)	1028
Baby Boomers: 1946-1964	1% (14)	5% (79)	10% (146)	84% (1216)	1455
PID: Dem (no lean)	4% (68)	8% (126)	13% (222)	75% (1237)	1653
PID: Ind (no lean)	1% (20)	8% (110)	14% (208)	77% (1126)	1464
PID: Rep (no lean)	2% (30)	8% (102)	12% (157)	77% (994)	1284
PID/Gender: Dem Men	7% (51)	11% (87)	15% (113)	68% (524)	776
PID/Gender: Dem Women	2% (16)	4% (39)	12% (108)	81% (713)	877
PID/Gender: Ind Men	2% (13)	9% (69)	19% (139)	70% (528)	750
PID/Gender: Ind Women	1% (7)	6% (41)	10% (69)	84% (598)	714
PID/Gender: Rep Men	3% (18)	11% (66)	17% (101)	69% (413)	598
PID/Gender: Rep Women	2% (12)	5% (36)	8% (56)	85% (581)	686
Ideo: Liberal (1-3)	5% (59)	9% (109)	13% (163)	74% (927)	1257
Ideo: Moderate (4)	2% (22)	7% (93)	16% (202)	75% (941)	1257
Ideo: Conservative (5-7)	2% (33)	8% (119)	13% (184)	77% (1098)	1434
Educ: < College	2% (63)	7% (197)	13% (380)	79% (2384)	3024
Educ: Bachelors degree	4% (34)	10% (90)	14% (128)	72% (636)	888
Educ: Post-grad	4% (22)	11% (52)	16% (78)	69% (337)	488
Income: Under 50k	1% (32)	7% (160)	12% (301)	80% (1922)	2415
Income: 50k-100k	5% (63)	9% (119)	14% (188)	73% (1016)	1387
Income: 100k+	4% (23)	10% (60)	16% (97)	70% (418)	598
Ethnicity: White	3% (93)	7% (254)	12% (419)	78% (2677)	3443
Ethnicity: Hispanic	4% (25)	9% (61)	17% (119)	71% (493)	699

Continued on next page

**Table MCSP9\_8: How interested are you in the following NHL teams?**  
 Colorado Avalanche

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(118)	8%	(339)	13%	(586)	76%	(3357)	4400
Ethnicity: Black	4%	(21)	8%	(43)	17%	(92)	72%	(393)	549
Ethnicity: Other	1%	(4)	10%	(41)	19%	(76)	70%	(287)	408
All Christian	3%	(55)	9%	(173)	14%	(276)	74%	(1470)	1974
All Non-Christian	7%	(15)	12%	(25)	14%	(28)	67%	(140)	208
Atheist	4%	(9)	8%	(21)	13%	(34)	75%	(194)	258
Agnostic/Nothing in particular	2%	(20)	6%	(69)	12%	(154)	80%	(989)	1232
Something Else	3%	(19)	7%	(52)	13%	(94)	77%	(563)	727
Religious Non-Protestant/Catholic	6%	(15)	12%	(29)	12%	(31)	70%	(172)	247
Evangelical	4%	(44)	10%	(105)	13%	(138)	73%	(778)	1064
Non-Evangelical	2%	(30)	7%	(113)	14%	(227)	77%	(1208)	1578
Community: Urban	4%	(46)	10%	(116)	16%	(185)	70%	(811)	1158
Community: Suburban	3%	(57)	8%	(163)	13%	(280)	76%	(1591)	2091
Community: Rural	1%	(15)	5%	(60)	10%	(121)	83%	(955)	1151
Employ: Private Sector	4%	(57)	10%	(134)	16%	(220)	69%	(931)	1343
Employ: Government	5%	(13)	13%	(35)	12%	(31)	70%	(184)	263
Employ: Self-Employed	4%	(19)	12%	(51)	19%	(82)	64%	(273)	426
Employ: Homemaker	1%	(5)	7%	(23)	10%	(35)	82%	(288)	351
Employ: Student	1%	(1)	7%	(10)	15%	(23)	77%	(114)	148
Employ: Retired	2%	(16)	4%	(44)	10%	(100)	84%	(843)	1003
Employ: Unemployed	1%	(5)	5%	(26)	11%	(59)	83%	(455)	546
Employ: Other	1%	(2)	4%	(14)	11%	(36)	84%	(269)	321
Military HH: Yes	2%	(16)	7%	(46)	15%	(99)	75%	(493)	654
Military HH: No	3%	(102)	8%	(293)	13%	(487)	76%	(2864)	3746
RD/WT: Right Direction	5%	(81)	9%	(156)	14%	(225)	72%	(1204)	1666
RD/WT: Wrong Track	1%	(38)	7%	(182)	13%	(361)	79%	(2153)	2734
Biden Job Approve	4%	(78)	9%	(182)	14%	(280)	73%	(1464)	2004
Biden Job Disapprove	2%	(39)	7%	(147)	13%	(287)	78%	(1666)	2140

Continued on next page

**Table MCSP9\_8: How interested are you in the following NHL teams?**

Colorado Avalanche

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	3% (118)	8% (339)	13% (586)	76% (3357)	4400
Biden Job Strongly Approve	6% (55)	10% (90)	11% (104)	73% (665)	913
Biden Job Somewhat Approve	2% (23)	8% (92)	16% (177)	73% (799)	1091
Biden Job Somewhat Disapprove	1% (9)	7% (44)	17% (107)	75% (487)	647
Biden Job Strongly Disapprove	2% (30)	7% (103)	12% (180)	79% (1179)	1493
Favorable of Biden	4% (80)	9% (183)	14% (284)	73% (1511)	2059
Unfavorable of Biden	2% (36)	6% (135)	13% (279)	78% (1643)	2093
Very Favorable of Biden	6% (62)	10% (97)	11% (114)	73% (733)	1006
Somewhat Favorable of Biden	2% (19)	8% (86)	16% (170)	74% (777)	1053
Somewhat Unfavorable of Biden	1% (7)	6% (35)	17% (96)	76% (429)	567
Very Unfavorable of Biden	2% (29)	7% (100)	12% (183)	80% (1214)	1527
#1 Issue: Economy	2% (40)	7% (120)	16% (260)	74% (1181)	1601
#1 Issue: Security	2% (14)	9% (62)	12% (88)	77% (557)	723
#1 Issue: Health Care	4% (22)	12% (66)	13% (73)	71% (400)	561
#1 Issue: Medicare / Social Security	2% (11)	3% (15)	11% (56)	84% (443)	525
#1 Issue: Women's Issues	4% (13)	7% (21)	12% (36)	76% (228)	299
#1 Issue: Education	4% (6)	10% (17)	13% (22)	73% (122)	168
#1 Issue: Energy	3% (7)	9% (21)	7% (16)	80% (183)	227
#1 Issue: Other	1% (4)	5% (16)	12% (35)	82% (242)	297
2020 Vote: Joe Biden	4% (75)	9% (167)	14% (269)	74% (1448)	1960
2020 Vote: Donald Trump	2% (34)	8% (111)	13% (185)	76% (1068)	1398
2020 Vote: Other	2% (4)	6% (10)	22% (36)	70% (115)	164
2020 Vote: Didn't Vote	1% (5)	6% (50)	11% (96)	83% (724)	875
2018 House Vote: Democrat	4% (58)	8% (121)	14% (204)	74% (1092)	1475
2018 House Vote: Republican	3% (33)	9% (111)	13% (157)	75% (895)	1196
2018 House Vote: Someone else	2% (2)	9% (12)	19% (23)	70% (87)	123
2016 Vote: Hillary Clinton	4% (50)	8% (110)	13% (183)	75% (1057)	1400
2016 Vote: Donald Trump	3% (36)	9% (122)	14% (184)	74% (979)	1321
2016 Vote: Other	2% (4)	7% (17)	16% (40)	76% (189)	249
2016 Vote: Didn't Vote	2% (29)	6% (90)	12% (177)	79% (1129)	1425

Continued on next page



**Table MCSP9\_8: How interested are you in the following NHL teams?**  
 Colorado Avalanche

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(118)	8%	(339)	13%	(586)	76%	(3357)	4400
Voted in 2014: Yes	3%	(76)	9%	(211)	14%	(333)	75%	(1822)	2442
Voted in 2014: No	2%	(43)	7%	(128)	13%	(253)	78%	(1535)	1958
4-Region: Northeast	2%	(18)	7%	(58)	13%	(101)	78%	(610)	787
4-Region: Midwest	1%	(14)	7%	(65)	11%	(99)	81%	(747)	925
4-Region: South	3%	(42)	7%	(121)	13%	(217)	77%	(1269)	1648
4-Region: West	4%	(45)	9%	(95)	16%	(169)	70%	(731)	1040
2110001	3%	(59)	7%	(152)	13%	(276)	78%	(1695)	2182
2110009	3%	(59)	8%	(187)	14%	(310)	75%	(1662)	2218
Sports Fans	4%	(112)	11%	(314)	18%	(522)	67%	(1951)	2899
Avid Sports Fans	7%	(58)	17%	(138)	22%	(181)	54%	(447)	824
Casual Sports Fans	3%	(54)	8%	(176)	16%	(340)	73%	(1504)	2074
Non-Sports Fans	—	(6)	2%	(25)	4%	(64)	94%	(1406)	1501
Sports Fans Non-NHL	1%	(16)	3%	(46)	9%	(134)	87%	(1291)	1486
NHL Fans	6%	(97)	18%	(279)	27%	(412)	48%	(736)	1523
Avid NHL Fans	15%	(58)	29%	(113)	27%	(105)	28%	(110)	387
Casual NHL Fans	3%	(38)	15%	(165)	27%	(307)	55%	(626)	1137
Has Favorite NHL Team	7%	(76)	19%	(193)	24%	(245)	50%	(513)	1026
Has Favorite MLB Team	4%	(75)	12%	(214)	17%	(313)	67%	(1221)	1823
Has Favorite NBA Team	5%	(81)	11%	(167)	20%	(294)	63%	(939)	1481
Has Favorite NFL Team	4%	(91)	10%	(240)	16%	(386)	70%	(1638)	2355
MLB Fans	5%	(104)	12%	(266)	20%	(448)	64%	(1444)	2262
NBA Fans	5%	(99)	12%	(247)	20%	(414)	62%	(1261)	2020
NFL Fans	4%	(111)	11%	(305)	17%	(482)	67%	(1864)	2762
Avid MLB Fans	8%	(56)	15%	(111)	20%	(146)	58%	(423)	736
Avid NBA	9%	(61)	15%	(102)	20%	(135)	56%	(379)	676
Avid NFL Fans	6%	(68)	12%	(149)	19%	(232)	63%	(751)	1200

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

**Table MCSP9\_9: How interested are you in the following NHL teams?**  
Columbus Blue Jackets

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(122)	6%	(279)	14%	(610)	77%	(3389)	4400
Gender: Male	4%	(89)	8%	(174)	18%	(385)	70%	(1476)	2124
Gender: Female	1%	(34)	5%	(105)	10%	(224)	84%	(1913)	2276
Age: 18-34	5%	(62)	9%	(112)	15%	(194)	72%	(942)	1310
Age: 35-44	3%	(22)	8%	(57)	18%	(128)	71%	(508)	715
Age: 45-64	2%	(31)	5%	(78)	13%	(196)	80%	(1197)	1502
Age: 65+	1%	(8)	4%	(31)	11%	(92)	85%	(742)	873
GenZers: 1997-2012	3%	(15)	10%	(46)	14%	(64)	73%	(341)	465
Millennials: 1981-1996	5%	(60)	8%	(98)	17%	(222)	70%	(897)	1276
GenXers: 1965-1980	3%	(32)	7%	(73)	14%	(142)	76%	(780)	1028
Baby Boomers: 1946-1964	1%	(15)	4%	(59)	11%	(160)	84%	(1220)	1455
PID: Dem (no lean)	3%	(56)	8%	(125)	13%	(222)	76%	(1250)	1653
PID: Ind (no lean)	2%	(24)	5%	(79)	14%	(207)	79%	(1153)	1464
PID: Rep (no lean)	3%	(42)	6%	(75)	14%	(181)	77%	(986)	1284
PID/Gender: Dem Men	5%	(40)	10%	(79)	17%	(129)	68%	(528)	776
PID/Gender: Dem Women	2%	(16)	5%	(46)	11%	(93)	82%	(723)	877
PID/Gender: Ind Men	2%	(15)	7%	(55)	18%	(137)	72%	(543)	750
PID/Gender: Ind Women	1%	(9)	3%	(24)	10%	(70)	86%	(611)	714
PID/Gender: Rep Men	6%	(33)	7%	(40)	20%	(119)	68%	(406)	598
PID/Gender: Rep Women	1%	(9)	5%	(36)	9%	(61)	85%	(580)	686
Ideo: Liberal (1-3)	4%	(47)	8%	(107)	14%	(171)	74%	(933)	1257
Ideo: Moderate (4)	3%	(31)	6%	(77)	16%	(196)	76%	(954)	1257
Ideo: Conservative (5-7)	3%	(37)	5%	(79)	14%	(206)	78%	(1112)	1434
Educ: < College	2%	(63)	6%	(177)	13%	(382)	79%	(2403)	3024
Educ: Bachelors degree	4%	(36)	7%	(63)	16%	(146)	72%	(643)	888
Educ: Post-grad	5%	(24)	8%	(39)	17%	(81)	70%	(344)	488
Income: Under 50k	2%	(41)	5%	(123)	13%	(309)	80%	(1942)	2415
Income: 50k-100k	4%	(50)	7%	(100)	14%	(198)	75%	(1039)	1387
Income: 100k+	5%	(31)	9%	(56)	17%	(103)	68%	(408)	598
Ethnicity: White	3%	(94)	6%	(201)	13%	(464)	78%	(2684)	3443
Ethnicity: Hispanic	3%	(22)	7%	(52)	15%	(105)	74%	(520)	699

Continued on next page

**Table MCSP9\_9: How interested are you in the following NHL teams?**  
 Columbus Blue Jackets

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(122)	6%	(279)	14%	(610)	77%	(3389)	4400
Ethnicity: Black	4%	(21)	9%	(50)	15%	(81)	72%	(397)	549
Ethnicity: Other	2%	(8)	7%	(27)	16%	(65)	76%	(308)	408
All Christian	3%	(57)	7%	(146)	14%	(284)	75%	(1487)	1974
All Non-Christian	7%	(14)	9%	(18)	17%	(35)	68%	(141)	208
Atheist	3%	(7)	7%	(19)	13%	(33)	77%	(199)	258
Agnostic/Nothing in particular	2%	(24)	5%	(62)	13%	(158)	80%	(988)	1232
Something Else	3%	(20)	5%	(33)	14%	(100)	79%	(574)	727
Religious Non-Protestant/Catholic	6%	(14)	7%	(18)	16%	(39)	71%	(176)	247
Evangelical	4%	(41)	8%	(83)	14%	(146)	75%	(794)	1064
Non-Evangelical	2%	(36)	6%	(94)	15%	(232)	77%	(1217)	1578
Community: Urban	5%	(54)	8%	(92)	16%	(185)	71%	(828)	1158
Community: Suburban	3%	(54)	6%	(131)	14%	(298)	77%	(1609)	2091
Community: Rural	1%	(14)	5%	(57)	11%	(127)	83%	(953)	1151
Employ: Private Sector	5%	(63)	8%	(114)	18%	(236)	69%	(931)	1343
Employ: Government	6%	(15)	10%	(25)	15%	(39)	70%	(184)	263
Employ: Self-Employed	3%	(14)	9%	(40)	20%	(84)	68%	(288)	426
Employ: Homemaker	2%	(8)	4%	(15)	11%	(40)	82%	(288)	351
Employ: Student	2%	(2)	8%	(12)	14%	(21)	76%	(112)	148
Employ: Retired	1%	(10)	4%	(35)	11%	(105)	85%	(853)	1003
Employ: Unemployed	1%	(6)	4%	(24)	10%	(55)	85%	(461)	546
Employ: Other	1%	(4)	4%	(14)	9%	(29)	85%	(273)	321
Military HH: Yes	3%	(19)	6%	(42)	14%	(90)	77%	(502)	654
Military HH: No	3%	(103)	6%	(237)	14%	(519)	77%	(2887)	3746
RD/WT: Right Direction	4%	(70)	8%	(139)	14%	(231)	74%	(1226)	1666
RD/WT: Wrong Track	2%	(52)	5%	(140)	14%	(378)	79%	(2163)	2734
Biden Job Approve	4%	(73)	8%	(155)	15%	(297)	74%	(1479)	2004
Biden Job Disapprove	2%	(47)	5%	(116)	14%	(296)	79%	(1682)	2140

Continued on next page

**Table MCSP9\_9: How interested are you in the following NHL teams?**  
Columbus Blue Jackets

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(122)	6%	(279)	14%	(610)	77%	(3389)	4400
Biden Job Strongly Approve	5%	(45)	10%	(91)	12%	(105)	74%	(672)	913
Biden Job Somewhat Approve	3%	(28)	6%	(64)	18%	(192)	74%	(807)	1091
Biden Job Somewhat Disapprove	2%	(16)	7%	(48)	13%	(82)	77%	(501)	647
Biden Job Strongly Disapprove	2%	(31)	5%	(68)	14%	(214)	79%	(1181)	1493
Favorable of Biden	3%	(71)	8%	(162)	14%	(297)	74%	(1529)	2059
Unfavorable of Biden	2%	(45)	5%	(101)	14%	(291)	79%	(1657)	2093
Very Favorable of Biden	4%	(44)	10%	(99)	12%	(118)	74%	(746)	1006
Somewhat Favorable of Biden	3%	(27)	6%	(63)	17%	(179)	74%	(784)	1053
Somewhat Unfavorable of Biden	3%	(17)	7%	(38)	13%	(75)	77%	(437)	567
Very Unfavorable of Biden	2%	(28)	4%	(63)	14%	(216)	80%	(1219)	1527
#1 Issue: Economy	3%	(47)	5%	(85)	15%	(247)	76%	(1222)	1601
#1 Issue: Security	3%	(18)	6%	(40)	14%	(102)	78%	(563)	723
#1 Issue: Health Care	5%	(25)	10%	(53)	14%	(80)	72%	(402)	561
#1 Issue: Medicare / Social Security	2%	(11)	5%	(25)	11%	(56)	82%	(432)	525
#1 Issue: Women's Issues	3%	(9)	8%	(25)	11%	(33)	78%	(233)	299
#1 Issue: Education	4%	(6)	8%	(13)	19%	(32)	70%	(117)	168
#1 Issue: Energy	1%	(3)	10%	(22)	11%	(25)	78%	(177)	227
#1 Issue: Other	1%	(2)	5%	(15)	12%	(35)	82%	(244)	297
2020 Vote: Joe Biden	3%	(66)	7%	(145)	14%	(278)	75%	(1471)	1960
2020 Vote: Donald Trump	3%	(40)	6%	(82)	15%	(214)	76%	(1062)	1398
2020 Vote: Other	2%	(3)	5%	(8)	16%	(27)	77%	(127)	164
2020 Vote: Didn't Vote	1%	(13)	5%	(44)	10%	(90)	83%	(727)	875
2018 House Vote: Democrat	3%	(45)	7%	(107)	15%	(216)	75%	(1107)	1475
2018 House Vote: Republican	3%	(38)	7%	(78)	15%	(179)	75%	(900)	1196
2018 House Vote: Someone else	2%	(3)	7%	(9)	17%	(21)	73%	(90)	123
2016 Vote: Hillary Clinton	3%	(47)	7%	(92)	14%	(199)	76%	(1062)	1400
2016 Vote: Donald Trump	3%	(40)	6%	(78)	17%	(222)	74%	(981)	1321
2016 Vote: Other	2%	(4)	4%	(10)	15%	(37)	79%	(198)	249
2016 Vote: Didn't Vote	2%	(31)	7%	(98)	11%	(150)	80%	(1146)	1425

Continued on next page

**Table MCSP9\_9: How interested are you in the following NHL teams?**  
*Columbus Blue Jackets*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(122)	6%	(279)	14%	(610)	77%	(3389)	4400
Voted in 2014: Yes	3%	(74)	7%	(159)	15%	(361)	76%	(1848)	2442
Voted in 2014: No	2%	(48)	6%	(120)	13%	(249)	79%	(1542)	1958
4-Region: Northeast	2%	(15)	6%	(46)	13%	(103)	79%	(623)	787
4-Region: Midwest	5%	(42)	7%	(67)	13%	(120)	75%	(695)	925
4-Region: South	2%	(41)	6%	(103)	13%	(216)	78%	(1288)	1648
4-Region: West	2%	(24)	6%	(62)	16%	(171)	75%	(783)	1040
2110001	3%	(62)	6%	(130)	13%	(288)	78%	(1702)	2182
2110009	3%	(61)	7%	(149)	15%	(322)	76%	(1688)	2218
Sports Fans	4%	(116)	9%	(248)	19%	(554)	68%	(1980)	2899
Avid Sports Fans	7%	(57)	12%	(100)	24%	(200)	57%	(467)	824
Casual Sports Fans	3%	(59)	7%	(148)	17%	(355)	73%	(1513)	2074
Non-Sports Fans	—	(6)	2%	(30)	4%	(55)	94%	(1409)	1501
Sports Fans Non-NHL	1%	(21)	3%	(40)	10%	(145)	86%	(1280)	1486
NHL Fans	6%	(98)	14%	(221)	28%	(428)	51%	(777)	1523
Avid NHL Fans	14%	(52)	24%	(92)	29%	(112)	34%	(131)	387
Casual NHL Fans	4%	(46)	11%	(129)	28%	(316)	57%	(646)	1137
Has Favorite NHL Team	9%	(88)	14%	(146)	27%	(272)	51%	(521)	1026
Has Favorite MLB Team	5%	(94)	9%	(156)	19%	(339)	68%	(1233)	1823
Has Favorite NBA Team	6%	(92)	10%	(155)	20%	(294)	64%	(940)	1481
Has Favorite NFL Team	4%	(97)	8%	(195)	18%	(413)	70%	(1650)	2355
MLB Fans	5%	(103)	10%	(224)	21%	(477)	64%	(1458)	2262
NBA Fans	5%	(96)	11%	(219)	21%	(426)	63%	(1279)	2020
NFL Fans	4%	(112)	9%	(257)	19%	(512)	68%	(1881)	2762
Avid MLB Fans	7%	(52)	11%	(83)	23%	(169)	59%	(432)	736
Avid NBA	8%	(54)	14%	(97)	22%	(149)	56%	(376)	676
Avid NFL Fans	5%	(57)	10%	(126)	21%	(252)	64%	(764)	1200

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

**Table MCSP9\_10: How interested are you in the following NHL teams?**

Dallas Stars

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	4%	(160)	8%	(346)	13%	(560)	76%	(3334)	4400
Gender: Male	5%	(96)	11%	(224)	16%	(342)	69%	(1462)	2124
Gender: Female	3%	(64)	5%	(122)	10%	(218)	82%	(1872)	2276
Age: 18-34	6%	(74)	11%	(139)	14%	(190)	69%	(907)	1310
Age: 35-44	5%	(34)	11%	(77)	14%	(98)	71%	(506)	715
Age: 45-64	3%	(45)	6%	(92)	13%	(188)	78%	(1176)	1502
Age: 65+	1%	(6)	4%	(38)	10%	(83)	85%	(745)	873
GenZers: 1997-2012	4%	(19)	10%	(47)	17%	(77)	69%	(322)	465
Millennials: 1981-1996	6%	(71)	11%	(141)	14%	(181)	69%	(883)	1276
GenXers: 1965-1980	5%	(55)	8%	(83)	12%	(124)	74%	(765)	1028
Baby Boomers: 1946-1964	1%	(15)	5%	(68)	11%	(160)	83%	(1212)	1455
PID: Dem (no lean)	5%	(76)	9%	(153)	12%	(195)	74%	(1230)	1653
PID: Ind (no lean)	2%	(36)	6%	(86)	14%	(209)	77%	(1133)	1464
PID: Rep (no lean)	4%	(48)	8%	(107)	12%	(157)	76%	(971)	1284
PID/Gender: Dem Men	6%	(50)	13%	(97)	14%	(107)	67%	(522)	776
PID/Gender: Dem Women	3%	(25)	6%	(56)	10%	(87)	81%	(708)	877
PID/Gender: Ind Men	2%	(15)	8%	(62)	18%	(134)	72%	(538)	750
PID/Gender: Ind Women	3%	(20)	3%	(24)	10%	(75)	83%	(595)	714
PID/Gender: Rep Men	5%	(30)	11%	(65)	17%	(100)	67%	(402)	598
PID/Gender: Rep Women	3%	(18)	6%	(42)	8%	(56)	83%	(569)	686
Ideo: Liberal (1-3)	5%	(64)	9%	(119)	12%	(152)	73%	(922)	1257
Ideo: Moderate (4)	3%	(35)	9%	(108)	16%	(201)	73%	(913)	1257
Ideo: Conservative (5-7)	3%	(45)	7%	(105)	12%	(170)	78%	(1114)	1434
Educ: < College	3%	(92)	7%	(213)	12%	(354)	78%	(2366)	3024
Educ: Bachelors degree	5%	(40)	9%	(80)	15%	(136)	71%	(632)	888
Educ: Post-grad	6%	(28)	11%	(53)	14%	(70)	69%	(337)	488
Income: Under 50k	3%	(77)	6%	(152)	12%	(278)	79%	(1907)	2415
Income: 50k-100k	3%	(46)	9%	(122)	14%	(193)	74%	(1025)	1387
Income: 100k+	6%	(37)	12%	(71)	15%	(88)	67%	(402)	598
Ethnicity: White	3%	(116)	7%	(240)	12%	(427)	77%	(2660)	3443
Ethnicity: Hispanic	6%	(40)	10%	(73)	15%	(105)	69%	(481)	699

Continued on next page

**Table MCSP9\_10: How interested are you in the following NHL teams?**  
 Dallas Stars

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	4%	(160)	8%	(346)	13%	(560)	76%	(3334)	4400
Ethnicity: Black	4%	(22)	12%	(65)	14%	(76)	70%	(385)	549
Ethnicity: Other	5%	(22)	10%	(40)	14%	(57)	71%	(288)	408
All Christian	4%	(77)	9%	(171)	13%	(258)	74%	(1469)	1974
All Non-Christian	8%	(18)	11%	(23)	12%	(25)	68%	(142)	208
Atheist	1%	(3)	7%	(19)	13%	(34)	78%	(202)	258
Agnostic/Nothing in particular	3%	(36)	6%	(73)	12%	(151)	79%	(972)	1232
Something Else	4%	(27)	8%	(59)	13%	(91)	76%	(550)	727
Religious Non-Protestant/Catholic	7%	(18)	10%	(25)	11%	(26)	72%	(178)	247
Evangelical	5%	(57)	10%	(107)	13%	(136)	72%	(764)	1064
Non-Evangelical	3%	(44)	8%	(120)	13%	(210)	76%	(1203)	1578
Community: Urban	6%	(70)	10%	(111)	14%	(160)	71%	(818)	1158
Community: Suburban	3%	(55)	8%	(172)	14%	(291)	75%	(1573)	2091
Community: Rural	3%	(35)	5%	(63)	9%	(109)	82%	(944)	1151
Employ: Private Sector	4%	(59)	11%	(145)	15%	(206)	69%	(933)	1343
Employ: Government	7%	(18)	13%	(35)	11%	(28)	69%	(183)	263
Employ: Self-Employed	5%	(23)	9%	(40)	20%	(85)	65%	(278)	426
Employ: Homemaker	3%	(9)	6%	(20)	11%	(38)	81%	(283)	351
Employ: Student	3%	(5)	11%	(16)	14%	(21)	72%	(106)	148
Employ: Retired	1%	(13)	4%	(44)	10%	(101)	84%	(846)	1003
Employ: Unemployed	3%	(18)	5%	(29)	10%	(52)	82%	(446)	546
Employ: Other	4%	(14)	5%	(18)	9%	(30)	81%	(259)	321
Military HH: Yes	4%	(24)	8%	(49)	13%	(88)	75%	(493)	654
Military HH: No	4%	(136)	8%	(296)	13%	(472)	76%	(2842)	3746
RD/WT: Right Direction	6%	(93)	10%	(175)	13%	(210)	71%	(1188)	1666
RD/WT: Wrong Track	2%	(67)	6%	(171)	13%	(350)	78%	(2146)	2734
Biden Job Approve	5%	(102)	10%	(192)	13%	(253)	73%	(1458)	2004
Biden Job Disapprove	2%	(50)	7%	(144)	13%	(288)	77%	(1658)	2140

Continued on next page

**Table MCSP9\_10: How interested are you in the following NHL teams?**

Dallas Stars

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	4% (160)	8% (346)	13% (560)	76% (3334)	4400
Biden Job Strongly Approve	7% (64)	9% (86)	10% (93)	73% (670)	913
Biden Job Somewhat Approve	3% (38)	10% (106)	15% (160)	72% (788)	1091
Biden Job Somewhat Disapprove	2% (15)	8% (50)	15% (100)	75% (483)	647
Biden Job Strongly Disapprove	2% (36)	6% (94)	13% (189)	79% (1174)	1493
Favorable of Biden	5% (102)	9% (195)	12% (256)	73% (1506)	2059
Unfavorable of Biden	2% (51)	6% (130)	14% (283)	78% (1629)	2093
Very Favorable of Biden	7% (73)	9% (89)	11% (115)	73% (730)	1006
Somewhat Favorable of Biden	3% (29)	10% (106)	13% (141)	74% (777)	1053
Somewhat Unfavorable of Biden	2% (12)	7% (39)	16% (88)	75% (428)	567
Very Unfavorable of Biden	3% (39)	6% (91)	13% (195)	79% (1201)	1527
#1 Issue: Economy	4% (64)	8% (128)	14% (230)	74% (1178)	1601
#1 Issue: Security	4% (29)	6% (46)	12% (83)	78% (564)	723
#1 Issue: Health Care	4% (24)	11% (61)	12% (67)	73% (408)	561
#1 Issue: Medicare / Social Security	3% (15)	4% (21)	11% (55)	83% (433)	525
#1 Issue: Women's Issues	3% (8)	13% (38)	11% (34)	73% (219)	299
#1 Issue: Education	4% (7)	11% (18)	16% (26)	69% (116)	168
#1 Issue: Energy	2% (5)	8% (17)	10% (24)	80% (181)	227
#1 Issue: Other	2% (7)	5% (15)	14% (40)	79% (235)	297
2020 Vote: Joe Biden	5% (89)	9% (177)	13% (251)	74% (1443)	1960
2020 Vote: Donald Trump	3% (40)	7% (104)	14% (194)	76% (1061)	1398
2020 Vote: Other	2% (3)	7% (11)	20% (34)	70% (116)	164
2020 Vote: Didn't Vote	3% (28)	6% (54)	9% (80)	82% (713)	875
2018 House Vote: Democrat	5% (70)	8% (122)	13% (187)	74% (1095)	1475
2018 House Vote: Republican	3% (38)	8% (100)	14% (163)	75% (896)	1196
2018 House Vote: Someone else	4% (5)	6% (7)	20% (25)	70% (86)	123
2016 Vote: Hillary Clinton	5% (65)	7% (103)	12% (166)	76% (1065)	1400
2016 Vote: Donald Trump	3% (46)	9% (113)	15% (196)	73% (966)	1321
2016 Vote: Other	2% (5)	6% (14)	14% (34)	78% (195)	249
2016 Vote: Didn't Vote	3% (43)	8% (115)	11% (163)	77% (1104)	1425

Continued on next page



**Table MCSP9\_10: How interested are you in the following NHL teams?**  
Dallas Stars

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	4%	(160)	8%	(346)	13%	(560)	76%	(3334)	4400
Voted in 2014: Yes	4%	(97)	8%	(196)	13%	(325)	75%	(1823)	2442
Voted in 2014: No	3%	(63)	8%	(150)	12%	(235)	77%	(1511)	1958
4-Region: Northeast	2%	(19)	8%	(60)	13%	(104)	77%	(604)	787
4-Region: Midwest	2%	(19)	7%	(61)	11%	(100)	80%	(744)	925
4-Region: South	5%	(87)	9%	(153)	12%	(198)	73%	(1210)	1648
4-Region: West	3%	(35)	7%	(72)	15%	(157)	75%	(776)	1040
2110001	4%	(77)	8%	(177)	12%	(253)	77%	(1674)	2182
2110009	4%	(83)	8%	(168)	14%	(307)	75%	(1660)	2218
Sports Fans	5%	(146)	11%	(323)	17%	(492)	67%	(1938)	2899
Avid Sports Fans	10%	(79)	15%	(126)	20%	(167)	55%	(452)	824
Casual Sports Fans	3%	(68)	9%	(197)	16%	(325)	72%	(1485)	2074
Non-Sports Fans	1%	(14)	2%	(23)	5%	(68)	93%	(1397)	1501
Sports Fans Non-NHL	2%	(31)	4%	(62)	8%	(120)	86%	(1272)	1486
NHL Fans	8%	(121)	18%	(275)	26%	(394)	48%	(733)	1523
Avid NHL Fans	14%	(52)	31%	(122)	26%	(101)	29%	(112)	387
Casual NHL Fans	6%	(69)	13%	(153)	26%	(294)	55%	(621)	1137
Has Favorite NHL Team	8%	(86)	19%	(192)	23%	(232)	50%	(517)	1026
Has Favorite MLB Team	5%	(99)	11%	(200)	16%	(299)	67%	(1225)	1823
Has Favorite NBA Team	8%	(123)	13%	(195)	17%	(251)	62%	(912)	1481
Has Favorite NFL Team	5%	(120)	11%	(257)	15%	(356)	69%	(1621)	2355
MLB Fans	5%	(122)	12%	(274)	19%	(421)	64%	(1445)	2262
NBA Fans	7%	(139)	13%	(264)	19%	(377)	61%	(1239)	2020
NFL Fans	5%	(150)	12%	(320)	16%	(456)	67%	(1837)	2762
Avid MLB Fans	6%	(48)	14%	(103)	18%	(135)	61%	(450)	736
Avid NBA	10%	(70)	16%	(107)	19%	(132)	54%	(367)	676
Avid NFL Fans	7%	(83)	12%	(146)	19%	(225)	62%	(747)	1200

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

**Table MCSP9\_11: How interested are you in the following NHL teams?**

*Detroit Red Wings*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	4%	(198)	10%	(424)	12%	(546)	73%	(3231)	4400
Gender: Male	6%	(123)	13%	(279)	15%	(321)	66%	(1401)	2124
Gender: Female	3%	(75)	6%	(145)	10%	(226)	80%	(1831)	2276
Age: 18-34	6%	(85)	12%	(154)	13%	(176)	68%	(896)	1310
Age: 35-44	6%	(43)	12%	(86)	15%	(104)	68%	(483)	715
Age: 45-64	4%	(57)	9%	(136)	12%	(180)	75%	(1129)	1502
Age: 65+	2%	(14)	6%	(49)	10%	(87)	83%	(723)	873
GenZers: 1997-2012	5%	(24)	13%	(59)	13%	(62)	69%	(320)	465
Millennials: 1981-1996	7%	(84)	12%	(151)	14%	(184)	67%	(857)	1276
GenXers: 1965-1980	6%	(60)	10%	(107)	13%	(133)	71%	(728)	1028
Baby Boomers: 1946-1964	2%	(29)	7%	(101)	10%	(147)	81%	(1177)	1455
PID: Dem (no lean)	5%	(89)	10%	(172)	13%	(209)	72%	(1183)	1653
PID: Ind (no lean)	4%	(58)	9%	(125)	13%	(184)	75%	(1097)	1464
PID: Rep (no lean)	4%	(51)	10%	(128)	12%	(154)	74%	(951)	1284
PID/Gender: Dem Men	7%	(57)	14%	(112)	15%	(116)	63%	(492)	776
PID/Gender: Dem Women	4%	(32)	7%	(60)	11%	(93)	79%	(692)	877
PID/Gender: Ind Men	5%	(37)	12%	(89)	15%	(109)	69%	(515)	750
PID/Gender: Ind Women	3%	(21)	5%	(36)	10%	(75)	82%	(582)	714
PID/Gender: Rep Men	5%	(29)	13%	(79)	16%	(96)	66%	(394)	598
PID/Gender: Rep Women	3%	(22)	7%	(49)	8%	(58)	81%	(557)	686
Ideo: Liberal (1-3)	6%	(74)	11%	(136)	13%	(169)	70%	(879)	1257
Ideo: Moderate (4)	4%	(56)	11%	(135)	13%	(162)	72%	(904)	1257
Ideo: Conservative (5-7)	4%	(58)	9%	(126)	12%	(175)	75%	(1074)	1434
Educ: < College	4%	(125)	9%	(273)	11%	(341)	76%	(2286)	3024
Educ: Bachelors degree	4%	(37)	11%	(99)	15%	(132)	70%	(620)	888
Educ: Post-grad	7%	(36)	11%	(53)	15%	(74)	67%	(326)	488
Income: Under 50k	4%	(97)	9%	(211)	11%	(261)	76%	(1846)	2415
Income: 50k-100k	4%	(60)	11%	(146)	14%	(192)	71%	(989)	1387
Income: 100k+	7%	(41)	11%	(67)	16%	(94)	66%	(397)	598
Ethnicity: White	4%	(149)	9%	(309)	12%	(403)	75%	(2582)	3443
Ethnicity: Hispanic	5%	(36)	12%	(81)	15%	(105)	68%	(477)	699

Continued on next page

**Table MCSP9\_11: How interested are you in the following NHL teams?**  
*Detroit Red Wings*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	4%	(198)	10%	(424)	12%	(546)	73%	(3231)	4400
Ethnicity: Black	6%	(33)	10%	(52)	15%	(82)	70%	(382)	549
Ethnicity: Other	4%	(15)	15%	(63)	15%	(62)	66%	(268)	408
All Christian	4%	(84)	10%	(206)	14%	(267)	72%	(1417)	1974
All Non-Christian	7%	(14)	14%	(29)	12%	(25)	67%	(140)	208
Atheist	4%	(10)	9%	(23)	13%	(33)	75%	(192)	258
Agnostic/Nothing in particular	4%	(55)	7%	(84)	12%	(143)	77%	(951)	1232
Something Else	5%	(35)	11%	(83)	11%	(79)	73%	(531)	727
Religious Non-Protestant/Catholic	7%	(17)	12%	(31)	10%	(25)	70%	(174)	247
Evangelical	5%	(51)	10%	(108)	13%	(141)	72%	(764)	1064
Non-Evangelical	4%	(62)	11%	(176)	13%	(203)	72%	(1137)	1578
Community: Urban	6%	(66)	11%	(131)	15%	(168)	69%	(794)	1158
Community: Suburban	4%	(91)	10%	(206)	13%	(268)	73%	(1525)	2091
Community: Rural	4%	(41)	8%	(87)	10%	(111)	79%	(912)	1151
Employ: Private Sector	6%	(78)	12%	(162)	15%	(203)	67%	(900)	1343
Employ: Government	8%	(20)	13%	(35)	14%	(36)	66%	(173)	263
Employ: Self-Employed	6%	(26)	15%	(63)	19%	(83)	60%	(254)	426
Employ: Homemaker	5%	(17)	7%	(24)	10%	(35)	78%	(275)	351
Employ: Student	2%	(3)	12%	(18)	15%	(21)	71%	(106)	148
Employ: Retired	3%	(27)	6%	(56)	10%	(98)	82%	(822)	1003
Employ: Unemployed	3%	(16)	8%	(42)	8%	(45)	81%	(443)	546
Employ: Other	3%	(10)	8%	(25)	8%	(26)	81%	(259)	321
Military HH: Yes	3%	(21)	10%	(64)	13%	(87)	74%	(481)	654
Military HH: No	5%	(177)	10%	(360)	12%	(459)	73%	(2750)	3746
RD/WT: Right Direction	6%	(95)	12%	(200)	12%	(208)	70%	(1163)	1666
RD/WT: Wrong Track	4%	(103)	8%	(224)	12%	(338)	76%	(2069)	2734
Biden Job Approve	6%	(113)	11%	(218)	13%	(261)	70%	(1411)	2004
Biden Job Disapprove	4%	(81)	9%	(192)	12%	(267)	75%	(1599)	2140

Continued on next page

**Table MCSP9\_11: How interested are you in the following NHL teams?**

*Detroit Red Wings*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	4%	(198)	10%	(424)	12%	(546)	73%	(3231)	4400
Biden Job Strongly Approve	7%	(67)	12%	(112)	11%	(99)	70%	(635)	913
Biden Job Somewhat Approve	4%	(46)	10%	(106)	15%	(163)	71%	(776)	1091
Biden Job Somewhat Disapprove	3%	(21)	10%	(66)	14%	(89)	73%	(471)	647
Biden Job Strongly Disapprove	4%	(61)	8%	(126)	12%	(178)	76%	(1128)	1493
Favorable of Biden	6%	(114)	11%	(219)	13%	(262)	71%	(1463)	2059
Unfavorable of Biden	4%	(77)	9%	(182)	13%	(266)	75%	(1568)	2093
Very Favorable of Biden	7%	(69)	12%	(119)	12%	(120)	69%	(699)	1006
Somewhat Favorable of Biden	4%	(45)	10%	(101)	14%	(143)	73%	(764)	1053
Somewhat Unfavorable of Biden	4%	(21)	10%	(55)	15%	(83)	72%	(408)	567
Very Unfavorable of Biden	4%	(56)	8%	(127)	12%	(183)	76%	(1160)	1527
#1 Issue: Economy	5%	(86)	10%	(162)	14%	(224)	70%	(1128)	1601
#1 Issue: Security	5%	(33)	7%	(52)	13%	(94)	75%	(544)	723
#1 Issue: Health Care	5%	(29)	13%	(74)	13%	(72)	69%	(386)	561
#1 Issue: Medicare / Social Security	2%	(12)	8%	(40)	10%	(51)	80%	(422)	525
#1 Issue: Women's Issues	4%	(13)	11%	(32)	10%	(30)	75%	(223)	299
#1 Issue: Education	5%	(9)	9%	(15)	15%	(25)	71%	(119)	168
#1 Issue: Energy	4%	(9)	12%	(26)	7%	(15)	78%	(177)	227
#1 Issue: Other	2%	(6)	7%	(22)	12%	(36)	78%	(233)	297
2020 Vote: Joe Biden	6%	(113)	10%	(200)	13%	(252)	71%	(1395)	1960
2020 Vote: Donald Trump	4%	(60)	9%	(131)	13%	(181)	73%	(1027)	1398
2020 Vote: Other	3%	(5)	9%	(15)	16%	(27)	71%	(117)	164
2020 Vote: Didn't Vote	2%	(19)	9%	(78)	10%	(86)	79%	(691)	875
2018 House Vote: Democrat	5%	(80)	10%	(147)	13%	(191)	72%	(1057)	1475
2018 House Vote: Republican	4%	(53)	10%	(123)	13%	(150)	73%	(870)	1196
2018 House Vote: Someone else	3%	(3)	12%	(15)	17%	(21)	68%	(84)	123
2016 Vote: Hillary Clinton	5%	(75)	9%	(132)	12%	(170)	73%	(1023)	1400
2016 Vote: Donald Trump	5%	(60)	10%	(135)	14%	(186)	71%	(940)	1321
2016 Vote: Other	3%	(7)	9%	(23)	15%	(39)	72%	(181)	249
2016 Vote: Didn't Vote	4%	(55)	9%	(133)	11%	(152)	76%	(1085)	1425

Continued on next page

**Table MCSP9\_11: How interested are you in the following NHL teams?**  
 Detroit Red Wings

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	4%	(198)	10%	(424)	12%	(546)	73%	(3231)	4400
Voted in 2014: Yes	4%	(106)	10%	(253)	13%	(312)	73%	(1770)	2442
Voted in 2014: No	5%	(91)	9%	(172)	12%	(234)	75%	(1461)	1958
4-Region: Northeast	3%	(21)	9%	(71)	14%	(108)	75%	(587)	787
4-Region: Midwest	8%	(71)	11%	(98)	11%	(103)	71%	(652)	925
4-Region: South	4%	(59)	10%	(165)	11%	(189)	75%	(1235)	1648
4-Region: West	5%	(48)	9%	(90)	14%	(146)	73%	(757)	1040
2110001	5%	(98)	10%	(216)	11%	(247)	74%	(1620)	2182
2110009	4%	(100)	9%	(208)	13%	(299)	73%	(1611)	2218
Sports Fans	6%	(181)	13%	(382)	17%	(487)	64%	(1849)	2899
Avid Sports Fans	11%	(87)	17%	(138)	20%	(166)	53%	(433)	824
Casual Sports Fans	5%	(94)	12%	(243)	15%	(321)	68%	(1416)	2074
Non-Sports Fans	1%	(17)	3%	(43)	4%	(60)	92%	(1382)	1501
Sports Fans Non-NHL	2%	(26)	4%	(62)	10%	(142)	85%	(1256)	1486
NHL Fans	11%	(163)	22%	(342)	24%	(363)	43%	(656)	1523
Avid NHL Fans	20%	(76)	30%	(117)	23%	(90)	27%	(104)	387
Casual NHL Fans	8%	(87)	20%	(225)	24%	(272)	49%	(552)	1137
Has Favorite NHL Team	13%	(137)	21%	(218)	20%	(209)	45%	(462)	1026
Has Favorite MLB Team	8%	(137)	14%	(261)	16%	(287)	62%	(1138)	1823
Has Favorite NBA Team	9%	(129)	15%	(227)	18%	(266)	58%	(859)	1481
Has Favorite NFL Team	7%	(162)	13%	(307)	15%	(359)	65%	(1527)	2355
MLB Fans	7%	(157)	15%	(338)	18%	(401)	60%	(1366)	2262
NBA Fans	8%	(158)	15%	(308)	18%	(367)	59%	(1187)	2020
NFL Fans	7%	(181)	13%	(371)	16%	(455)	64%	(1755)	2762
Avid MLB Fans	8%	(55)	16%	(117)	19%	(143)	57%	(420)	736
Avid NBA	10%	(68)	19%	(130)	20%	(134)	51%	(344)	676
Avid NFL Fans	8%	(91)	15%	(179)	19%	(229)	58%	(701)	1200

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

**Table MCSP9\_12: How interested are you in the following NHL teams?**

Edmonton Oilers

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	2%	(86)	7%	(311)	13%	(586)	78%	(3416)	4400
Gender: Male	3%	(55)	10%	(215)	17%	(362)	70%	(1491)	2124
Gender: Female	1%	(31)	4%	(96)	10%	(224)	85%	(1925)	2276
Age: 18-34	4%	(47)	9%	(115)	15%	(203)	72%	(945)	1310
Age: 35-44	3%	(23)	9%	(67)	16%	(117)	71%	(508)	715
Age: 45-64	1%	(12)	7%	(101)	12%	(183)	80%	(1206)	1502
Age: 65+	1%	(5)	3%	(28)	10%	(84)	87%	(756)	873
GenZers: 1997-2012	4%	(17)	9%	(40)	16%	(73)	72%	(335)	465
Millennials: 1981-1996	4%	(45)	9%	(112)	17%	(213)	71%	(906)	1276
GenXers: 1965-1980	2%	(16)	9%	(92)	13%	(130)	77%	(790)	1028
Baby Boomers: 1946-1964	1%	(9)	4%	(64)	11%	(153)	84%	(1229)	1455
PID: Dem (no lean)	3%	(45)	9%	(153)	12%	(200)	76%	(1255)	1653
PID: Ind (no lean)	1%	(20)	5%	(76)	15%	(216)	79%	(1152)	1464
PID: Rep (no lean)	2%	(22)	6%	(82)	13%	(170)	79%	(1009)	1284
PID/Gender: Dem Men	4%	(32)	13%	(100)	15%	(116)	68%	(528)	776
PID/Gender: Dem Women	1%	(13)	6%	(53)	10%	(84)	83%	(727)	877
PID/Gender: Ind Men	1%	(10)	8%	(57)	18%	(135)	73%	(548)	750
PID/Gender: Ind Women	1%	(11)	3%	(18)	11%	(81)	85%	(604)	714
PID/Gender: Rep Men	2%	(14)	10%	(58)	19%	(111)	69%	(415)	598
PID/Gender: Rep Women	1%	(8)	4%	(25)	9%	(59)	87%	(594)	686
Ideo: Liberal (1-3)	3%	(36)	10%	(122)	13%	(159)	75%	(940)	1257
Ideo: Moderate (4)	1%	(17)	8%	(94)	16%	(205)	75%	(941)	1257
Ideo: Conservative (5-7)	2%	(28)	6%	(86)	13%	(187)	79%	(1133)	1434
Educ: < College	1%	(39)	6%	(187)	12%	(371)	80%	(2427)	3024
Educ: Bachelors degree	3%	(28)	8%	(72)	16%	(139)	73%	(648)	888
Educ: Post-grad	4%	(19)	11%	(52)	15%	(76)	70%	(342)	488
Income: Under 50k	1%	(26)	6%	(151)	12%	(298)	80%	(1940)	2415
Income: 50k-100k	3%	(40)	7%	(93)	15%	(205)	76%	(1048)	1387
Income: 100k+	3%	(21)	11%	(67)	14%	(83)	72%	(428)	598
Ethnicity: White	2%	(63)	6%	(213)	13%	(441)	79%	(2725)	3443
Ethnicity: Hispanic	3%	(24)	9%	(64)	15%	(103)	73%	(508)	699

Continued on next page

**Table MCSP9\_12: How interested are you in the following NHL teams?**  
 Edmonton Oilers

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	2%	(86)	7%	(311)	13%	(586)	78%	(3416)	4400
Ethnicity: Black	3%	(15)	10%	(55)	14%	(77)	73%	(401)	549
Ethnicity: Other	2%	(8)	10%	(43)	17%	(68)	71%	(290)	408
All Christian	2%	(42)	7%	(144)	14%	(277)	77%	(1512)	1974
All Non-Christian	6%	(13)	13%	(28)	14%	(29)	66%	(138)	208
Atheist	2%	(4)	8%	(21)	12%	(30)	79%	(203)	258
Agnostic/Nothing in particular	1%	(16)	6%	(73)	13%	(156)	80%	(988)	1232
Something Else	2%	(11)	6%	(45)	13%	(95)	79%	(576)	727
Religious Non-Protestant/Catholic	5%	(13)	12%	(29)	12%	(30)	70%	(174)	247
Evangelical	3%	(37)	7%	(72)	14%	(147)	76%	(807)	1064
Non-Evangelical	1%	(16)	7%	(114)	14%	(220)	78%	(1229)	1578
Community: Urban	3%	(40)	10%	(114)	15%	(176)	71%	(827)	1158
Community: Suburban	2%	(35)	7%	(144)	13%	(282)	78%	(1630)	2091
Community: Rural	1%	(11)	5%	(53)	11%	(128)	83%	(958)	1151
Employ: Private Sector	3%	(44)	9%	(122)	16%	(211)	72%	(966)	1343
Employ: Government	3%	(9)	12%	(33)	12%	(32)	72%	(190)	263
Employ: Self-Employed	3%	(11)	10%	(43)	21%	(90)	66%	(282)	426
Employ: Homemaker	2%	(8)	5%	(16)	12%	(40)	82%	(286)	351
Employ: Student	2%	(3)	6%	(9)	15%	(22)	77%	(114)	148
Employ: Retired	1%	(6)	4%	(41)	10%	(99)	86%	(858)	1003
Employ: Unemployed	1%	(4)	5%	(28)	11%	(62)	83%	(450)	546
Employ: Other	1%	(2)	6%	(19)	9%	(29)	84%	(270)	321
Military HH: Yes	2%	(15)	6%	(39)	14%	(92)	78%	(508)	654
Military HH: No	2%	(72)	7%	(273)	13%	(494)	78%	(2908)	3746
RD/WT: Right Direction	4%	(66)	10%	(159)	13%	(222)	73%	(1219)	1666
RD/WT: Wrong Track	1%	(20)	6%	(152)	13%	(365)	80%	(2197)	2734
Biden Job Approve	3%	(60)	9%	(185)	13%	(270)	74%	(1490)	2004
Biden Job Disapprove	1%	(26)	6%	(120)	14%	(292)	80%	(1702)	2140

Continued on next page

**Table MCSP9\_12: How interested are you in the following NHL teams?**

Edmonton Oilers

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	2%	(86)	7%	(311)	13%	(586)	78%	(3416)	4400
Biden Job Strongly Approve	5%	(46)	10%	(93)	10%	(89)	75%	(685)	913
Biden Job Somewhat Approve	1%	(15)	8%	(91)	17%	(180)	74%	(804)	1091
Biden Job Somewhat Disapprove	2%	(10)	7%	(45)	14%	(91)	77%	(501)	647
Biden Job Strongly Disapprove	1%	(16)	5%	(75)	13%	(201)	80%	(1200)	1493
Favorable of Biden	3%	(59)	9%	(179)	14%	(279)	75%	(1541)	2059
Unfavorable of Biden	1%	(27)	5%	(112)	14%	(288)	80%	(1665)	2093
Very Favorable of Biden	5%	(48)	9%	(95)	11%	(112)	75%	(751)	1006
Somewhat Favorable of Biden	1%	(11)	8%	(84)	16%	(168)	75%	(790)	1053
Somewhat Unfavorable of Biden	2%	(11)	8%	(43)	14%	(80)	76%	(433)	567
Very Unfavorable of Biden	1%	(16)	5%	(70)	14%	(208)	81%	(1232)	1527
#1 Issue: Economy	2%	(33)	7%	(106)	15%	(240)	76%	(1222)	1601
#1 Issue: Security	1%	(11)	6%	(42)	13%	(93)	80%	(577)	723
#1 Issue: Health Care	3%	(16)	13%	(75)	13%	(72)	71%	(399)	561
#1 Issue: Medicare / Social Security	2%	(10)	4%	(21)	10%	(53)	84%	(440)	525
#1 Issue: Women's Issues	2%	(5)	7%	(21)	12%	(37)	79%	(236)	299
#1 Issue: Education	3%	(6)	5%	(9)	21%	(35)	70%	(118)	168
#1 Issue: Energy	1%	(3)	10%	(22)	8%	(18)	81%	(184)	227
#1 Issue: Other	1%	(4)	5%	(15)	13%	(38)	81%	(240)	297
2020 Vote: Joe Biden	3%	(59)	9%	(173)	13%	(250)	75%	(1478)	1960
2020 Vote: Donald Trump	2%	(23)	6%	(84)	15%	(205)	78%	(1087)	1398
2020 Vote: Other	—	(0)	5%	(9)	23%	(37)	72%	(118)	164
2020 Vote: Didn't Vote	1%	(5)	5%	(45)	11%	(94)	84%	(731)	875
2018 House Vote: Democrat	3%	(40)	9%	(129)	13%	(193)	75%	(1113)	1475
2018 House Vote: Republican	2%	(23)	7%	(81)	14%	(165)	77%	(926)	1196
2018 House Vote: Someone else	1%	(1)	12%	(14)	16%	(20)	71%	(88)	123
2016 Vote: Hillary Clinton	3%	(38)	7%	(103)	13%	(180)	77%	(1078)	1400
2016 Vote: Donald Trump	2%	(22)	7%	(96)	15%	(194)	76%	(1009)	1321
2016 Vote: Other	1%	(3)	7%	(16)	14%	(34)	79%	(196)	249
2016 Vote: Didn't Vote	2%	(23)	7%	(96)	12%	(177)	79%	(1129)	1425

Continued on next page



**Table MCSP9\_12: How interested are you in the following NHL teams?**  
Edmonton Oilers

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	2%	(86)	7%	(311)	13%	(586)	78%	(3416)	4400
Voted in 2014: Yes	2%	(55)	8%	(197)	13%	(327)	76%	(1863)	2442
Voted in 2014: No	2%	(32)	6%	(114)	13%	(259)	79%	(1553)	1958
4-Region: Northeast	2%	(18)	7%	(53)	13%	(105)	78%	(612)	787
4-Region: Midwest	2%	(21)	5%	(46)	11%	(99)	82%	(759)	925
4-Region: South	1%	(22)	7%	(117)	14%	(228)	78%	(1281)	1648
4-Region: West	2%	(25)	9%	(96)	15%	(155)	73%	(764)	1040
2110001	2%	(38)	7%	(146)	12%	(268)	79%	(1728)	2182
2110009	2%	(48)	7%	(165)	14%	(318)	76%	(1688)	2218
Sports Fans	3%	(81)	10%	(289)	18%	(525)	69%	(2003)	2899
Avid Sports Fans	5%	(44)	14%	(116)	24%	(194)	57%	(471)	824
Casual Sports Fans	2%	(38)	8%	(173)	16%	(331)	74%	(1532)	2074
Non-Sports Fans	—	(5)	1%	(22)	4%	(61)	94%	(1413)	1501
Sports Fans Non-NHL	—	(5)	3%	(37)	9%	(131)	88%	(1313)	1486
NHL Fans	5%	(80)	17%	(266)	27%	(417)	50%	(760)	1523
Avid NHL Fans	13%	(50)	27%	(105)	27%	(104)	33%	(128)	387
Casual NHL Fans	3%	(31)	14%	(161)	28%	(313)	56%	(632)	1137
Has Favorite NHL Team	6%	(58)	17%	(177)	24%	(250)	53%	(542)	1026
Has Favorite MLB Team	3%	(62)	10%	(181)	17%	(315)	69%	(1265)	1823
Has Favorite NBA Team	4%	(59)	13%	(187)	19%	(276)	65%	(958)	1481
Has Favorite NFL Team	3%	(62)	10%	(231)	17%	(393)	71%	(1670)	2355
MLB Fans	3%	(77)	11%	(250)	20%	(443)	66%	(1492)	2262
NBA Fans	4%	(73)	12%	(250)	20%	(405)	64%	(1293)	2020
NFL Fans	3%	(81)	10%	(287)	18%	(485)	69%	(1908)	2762
Avid MLB Fans	6%	(44)	13%	(94)	20%	(150)	61%	(448)	736
Avid NBA	7%	(50)	14%	(92)	22%	(147)	57%	(386)	676
Avid NFL Fans	4%	(50)	12%	(140)	20%	(236)	64%	(773)	1200

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

**Table MCSP9\_13: How interested are you in the following NHL teams?**

*Florida Panthers*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(142)	8%	(364)	13%	(588)	75%	(3306)	4400
Gender: Male	4%	(92)	11%	(233)	17%	(352)	68%	(1446)	2124
Gender: Female	2%	(50)	6%	(130)	10%	(236)	82%	(1860)	2276
Age: 18-34	6%	(77)	11%	(145)	14%	(190)	69%	(899)	1310
Age: 35-44	3%	(24)	10%	(74)	15%	(110)	71%	(507)	715
Age: 45-64	2%	(30)	7%	(102)	13%	(195)	78%	(1174)	1502
Age: 65+	1%	(11)	5%	(42)	11%	(93)	83%	(726)	873
GenZers: 1997-2012	6%	(28)	11%	(50)	14%	(65)	69%	(322)	465
Millennials: 1981-1996	5%	(66)	11%	(144)	15%	(194)	68%	(872)	1276
GenXers: 1965-1980	3%	(29)	8%	(86)	15%	(149)	74%	(762)	1028
Baby Boomers: 1946-1964	1%	(18)	5%	(77)	11%	(157)	83%	(1203)	1455
PID: Dem (no lean)	4%	(68)	10%	(159)	13%	(216)	73%	(1209)	1653
PID: Ind (no lean)	2%	(25)	8%	(110)	15%	(213)	76%	(1116)	1464
PID: Rep (no lean)	4%	(49)	7%	(94)	12%	(159)	76%	(981)	1284
PID/Gender: Dem Men	6%	(46)	13%	(101)	15%	(118)	66%	(512)	776
PID/Gender: Dem Women	3%	(22)	7%	(59)	11%	(98)	80%	(697)	877
PID/Gender: Ind Men	2%	(11)	10%	(78)	18%	(133)	70%	(527)	750
PID/Gender: Ind Women	2%	(14)	5%	(32)	11%	(79)	82%	(589)	714
PID/Gender: Rep Men	6%	(35)	9%	(55)	17%	(101)	68%	(407)	598
PID/Gender: Rep Women	2%	(14)	6%	(39)	8%	(58)	84%	(574)	686
Ideo: Liberal (1-3)	4%	(53)	10%	(126)	13%	(160)	73%	(918)	1257
Ideo: Moderate (4)	2%	(28)	10%	(122)	15%	(191)	73%	(917)	1257
Ideo: Conservative (5-7)	4%	(51)	7%	(100)	13%	(187)	76%	(1096)	1434
Educ: < College	3%	(90)	8%	(227)	12%	(367)	77%	(2340)	3024
Educ: Bachelors degree	4%	(34)	10%	(85)	15%	(136)	71%	(633)	888
Educ: Post-grad	4%	(18)	11%	(52)	17%	(85)	68%	(334)	488
Income: Under 50k	3%	(67)	7%	(170)	12%	(299)	78%	(1879)	2415
Income: 50k-100k	4%	(55)	9%	(119)	14%	(196)	73%	(1018)	1387
Income: 100k+	4%	(21)	12%	(75)	16%	(93)	68%	(409)	598
Ethnicity: White	3%	(99)	8%	(266)	13%	(435)	77%	(2644)	3443
Ethnicity: Hispanic	6%	(42)	10%	(70)	14%	(97)	70%	(490)	699

Continued on next page

**Table MCSP9\_13: How interested are you in the following NHL teams?**  
 Florida Panthers

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(142)	8%	(364)	13%	(588)	75%	(3306)	4400
Ethnicity: Black	5%	(27)	11%	(62)	16%	(86)	68%	(374)	549
Ethnicity: Other	4%	(16)	9%	(36)	16%	(67)	71%	(289)	408
All Christian	3%	(62)	9%	(181)	14%	(270)	74%	(1462)	1974
All Non-Christian	10%	(21)	13%	(26)	13%	(27)	64%	(134)	208
Atheist	3%	(8)	10%	(26)	9%	(23)	78%	(200)	258
Agnostic/Nothing in particular	2%	(25)	6%	(80)	13%	(160)	78%	(967)	1232
Something Else	4%	(27)	7%	(51)	15%	(108)	75%	(543)	727
Religious Non-Protestant/Catholic	8%	(21)	12%	(29)	12%	(30)	68%	(168)	247
Evangelical	4%	(46)	10%	(101)	14%	(150)	72%	(767)	1064
Non-Evangelical	3%	(41)	8%	(124)	14%	(222)	75%	(1190)	1578
Community: Urban	6%	(68)	10%	(119)	14%	(166)	70%	(806)	1158
Community: Suburban	2%	(51)	8%	(175)	15%	(304)	75%	(1561)	2091
Community: Rural	2%	(24)	6%	(70)	10%	(118)	82%	(939)	1151
Employ: Private Sector	4%	(49)	10%	(139)	16%	(209)	70%	(946)	1343
Employ: Government	7%	(17)	12%	(31)	14%	(37)	68%	(178)	263
Employ: Self-Employed	5%	(19)	12%	(50)	24%	(101)	60%	(255)	426
Employ: Homemaker	3%	(11)	7%	(25)	10%	(34)	80%	(281)	351
Employ: Student	5%	(7)	8%	(12)	15%	(22)	72%	(106)	148
Employ: Retired	1%	(14)	5%	(48)	11%	(106)	83%	(836)	1003
Employ: Unemployed	2%	(13)	7%	(39)	9%	(48)	82%	(446)	546
Employ: Other	4%	(11)	6%	(21)	9%	(30)	81%	(259)	321
Military HH: Yes	4%	(26)	7%	(48)	13%	(87)	75%	(493)	654
Military HH: No	3%	(116)	8%	(316)	13%	(501)	75%	(2813)	3746
RD/WT: Right Direction	5%	(80)	11%	(175)	13%	(223)	71%	(1188)	1666
RD/WT: Wrong Track	2%	(62)	7%	(188)	13%	(365)	77%	(2119)	2734
Biden Job Approve	4%	(90)	10%	(196)	14%	(272)	72%	(1446)	2004
Biden Job Disapprove	2%	(49)	7%	(155)	14%	(293)	77%	(1643)	2140

Continued on next page

**Table MCSP9\_13: How interested are you in the following NHL teams?**

*Florida Panthers*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(142)	8%	(364)	13%	(588)	75%	(3306)	4400
Biden Job Strongly Approve	6%	(51)	11%	(103)	11%	(104)	72%	(656)	913
Biden Job Somewhat Approve	4%	(39)	9%	(93)	15%	(168)	72%	(790)	1091
Biden Job Somewhat Disapprove	2%	(13)	8%	(50)	16%	(102)	75%	(483)	647
Biden Job Strongly Disapprove	2%	(36)	7%	(105)	13%	(191)	78%	(1161)	1493
Favorable of Biden	4%	(89)	9%	(191)	14%	(278)	73%	(1500)	2059
Unfavorable of Biden	2%	(50)	7%	(150)	14%	(284)	77%	(1609)	2093
Very Favorable of Biden	6%	(58)	10%	(102)	13%	(129)	71%	(717)	1006
Somewhat Favorable of Biden	3%	(31)	8%	(89)	14%	(150)	74%	(783)	1053
Somewhat Unfavorable of Biden	3%	(15)	9%	(52)	15%	(85)	73%	(414)	567
Very Unfavorable of Biden	2%	(35)	6%	(98)	13%	(199)	78%	(1195)	1527
#1 Issue: Economy	3%	(51)	9%	(137)	15%	(238)	73%	(1175)	1601
#1 Issue: Security	3%	(24)	9%	(62)	11%	(81)	77%	(555)	723
#1 Issue: Health Care	4%	(23)	10%	(56)	15%	(85)	71%	(397)	561
#1 Issue: Medicare / Social Security	2%	(8)	5%	(26)	13%	(66)	81%	(425)	525
#1 Issue: Women's Issues	4%	(13)	9%	(27)	11%	(33)	75%	(225)	299
#1 Issue: Education	4%	(7)	11%	(19)	20%	(33)	65%	(109)	168
#1 Issue: Energy	3%	(8)	9%	(20)	10%	(22)	78%	(178)	227
#1 Issue: Other	3%	(8)	6%	(17)	10%	(30)	82%	(242)	297
2020 Vote: Joe Biden	4%	(74)	9%	(183)	14%	(269)	73%	(1434)	1960
2020 Vote: Donald Trump	3%	(44)	8%	(115)	14%	(195)	75%	(1044)	1398
2020 Vote: Other	—	(1)	7%	(11)	18%	(29)	75%	(123)	164
2020 Vote: Didn't Vote	3%	(24)	6%	(54)	11%	(93)	80%	(703)	875
2018 House Vote: Democrat	4%	(56)	9%	(133)	14%	(210)	73%	(1076)	1475
2018 House Vote: Republican	4%	(42)	9%	(107)	14%	(162)	74%	(885)	1196
2018 House Vote: Someone else	3%	(4)	3%	(3)	24%	(29)	70%	(87)	123
2016 Vote: Hillary Clinton	3%	(41)	9%	(124)	13%	(185)	75%	(1049)	1400
2016 Vote: Donald Trump	4%	(50)	9%	(115)	15%	(197)	73%	(959)	1321
2016 Vote: Other	1%	(2)	4%	(11)	17%	(42)	78%	(195)	249
2016 Vote: Didn't Vote	3%	(49)	8%	(113)	11%	(163)	77%	(1100)	1425

Continued on next page

**Table MCSP9\_13: How interested are you in the following NHL teams?**  
 Florida Panthers

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(142)	8%	(364)	13%	(588)	75%	(3306)	4400
Voted in 2014: Yes	3%	(83)	8%	(204)	14%	(351)	74%	(1803)	2442
Voted in 2014: No	3%	(59)	8%	(160)	12%	(236)	77%	(1503)	1958
4-Region: Northeast	2%	(17)	8%	(65)	15%	(115)	75%	(590)	787
4-Region: Midwest	3%	(29)	6%	(58)	10%	(97)	80%	(741)	925
4-Region: South	4%	(74)	10%	(159)	13%	(215)	73%	(1200)	1648
4-Region: West	2%	(23)	8%	(81)	16%	(161)	75%	(775)	1040
2110001	3%	(63)	8%	(169)	12%	(272)	77%	(1677)	2182
2110009	4%	(79)	9%	(195)	14%	(316)	73%	(1629)	2218
Sports Fans	5%	(133)	12%	(340)	18%	(518)	66%	(1907)	2899
Avid Sports Fans	7%	(59)	17%	(143)	21%	(175)	54%	(447)	824
Casual Sports Fans	4%	(74)	10%	(198)	17%	(342)	70%	(1460)	2074
Non-Sports Fans	1%	(9)	2%	(23)	5%	(70)	93%	(1399)	1501
Sports Fans Non-NHL	2%	(30)	4%	(63)	9%	(136)	85%	(1258)	1486
NHL Fans	7%	(106)	19%	(291)	26%	(403)	47%	(722)	1523
Avid NHL Fans	12%	(46)	29%	(114)	28%	(110)	30%	(117)	387
Casual NHL Fans	5%	(60)	16%	(177)	26%	(293)	53%	(606)	1137
Has Favorite NHL Team	7%	(77)	18%	(188)	24%	(248)	50%	(514)	1026
Has Favorite MLB Team	5%	(89)	11%	(205)	18%	(322)	66%	(1208)	1823
Has Favorite NBA Team	7%	(104)	13%	(195)	19%	(280)	61%	(902)	1481
Has Favorite NFL Team	4%	(105)	11%	(258)	17%	(389)	68%	(1603)	2355
MLB Fans	5%	(108)	13%	(292)	19%	(439)	63%	(1423)	2262
NBA Fans	6%	(127)	13%	(268)	20%	(404)	60%	(1221)	2020
NFL Fans	5%	(129)	12%	(323)	18%	(491)	66%	(1819)	2762
Avid MLB Fans	7%	(50)	15%	(108)	20%	(145)	59%	(433)	736
Avid NBA	9%	(63)	17%	(115)	21%	(144)	52%	(354)	676
Avid NFL Fans	5%	(58)	14%	(170)	20%	(240)	61%	(732)	1200

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

**Table MCSP9\_14:** How interested are you in the following NHL teams?

Los Angeles Kings

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	4%	(179)	9%	(396)	13%	(569)	74%	(3256)	4400
Gender: Male	6%	(124)	12%	(255)	17%	(350)	66%	(1393)	2124
Gender: Female	2%	(55)	6%	(141)	10%	(218)	82%	(1863)	2276
Age: 18-34	7%	(90)	12%	(152)	14%	(187)	67%	(882)	1310
Age: 35-44	6%	(44)	11%	(80)	16%	(115)	67%	(476)	715
Age: 45-64	2%	(36)	9%	(131)	12%	(180)	77%	(1155)	1502
Age: 65+	1%	(10)	4%	(34)	10%	(86)	85%	(744)	873
GenZers: 1997-2012	6%	(26)	11%	(50)	15%	(69)	69%	(321)	465
Millennials: 1981-1996	7%	(94)	12%	(151)	15%	(194)	66%	(837)	1276
GenXers: 1965-1980	4%	(37)	11%	(115)	13%	(137)	72%	(739)	1028
Baby Boomers: 1946-1964	1%	(19)	5%	(78)	10%	(150)	83%	(1207)	1455
PID: Dem (no lean)	5%	(80)	12%	(191)	12%	(200)	71%	(1182)	1653
PID: Ind (no lean)	3%	(47)	7%	(107)	14%	(205)	76%	(1105)	1464
PID: Rep (no lean)	4%	(52)	8%	(99)	13%	(163)	76%	(969)	1284
PID/Gender: Dem Men	7%	(56)	16%	(123)	14%	(112)	62%	(485)	776
PID/Gender: Dem Women	3%	(24)	8%	(67)	10%	(88)	79%	(697)	877
PID/Gender: Ind Men	4%	(32)	10%	(72)	18%	(137)	68%	(508)	750
PID/Gender: Ind Women	2%	(15)	5%	(34)	10%	(68)	84%	(597)	714
PID/Gender: Rep Men	6%	(37)	10%	(60)	17%	(101)	67%	(400)	598
PID/Gender: Rep Women	2%	(15)	6%	(39)	9%	(62)	83%	(569)	686
Ideo: Liberal (1-3)	6%	(73)	10%	(129)	13%	(157)	71%	(898)	1257
Ideo: Moderate (4)	3%	(37)	10%	(123)	15%	(193)	72%	(904)	1257
Ideo: Conservative (5-7)	4%	(53)	8%	(122)	12%	(176)	76%	(1084)	1434
Educ: < College	3%	(97)	8%	(253)	12%	(367)	76%	(2307)	3024
Educ: Bachelors degree	4%	(39)	11%	(93)	14%	(128)	71%	(626)	888
Educ: Post-grad	9%	(42)	10%	(50)	15%	(74)	66%	(322)	488
Income: Under 50k	3%	(69)	7%	(173)	13%	(307)	77%	(1866)	2415
Income: 50k-100k	4%	(60)	11%	(154)	13%	(183)	71%	(990)	1387
Income: 100k+	8%	(51)	12%	(69)	13%	(79)	67%	(400)	598
Ethnicity: White	4%	(121)	7%	(249)	13%	(434)	77%	(2639)	3443
Ethnicity: Hispanic	7%	(46)	14%	(101)	13%	(93)	66%	(459)	699

Continued on next page

**Table MCSP9\_14:** How interested are you in the following NHL teams?  
 Los Angeles Kings

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	4%	(179)	9%	(396)	13%	(569)	74%	(3256)	4400
Ethnicity: Black	6%	(34)	13%	(73)	14%	(79)	66%	(362)	549
Ethnicity: Other	6%	(23)	18%	(74)	14%	(55)	63%	(255)	408
All Christian	5%	(89)	8%	(165)	14%	(271)	73%	(1449)	1974
All Non-Christian	11%	(23)	14%	(29)	13%	(28)	62%	(128)	208
Atheist	2%	(4)	9%	(22)	13%	(33)	77%	(198)	258
Agnostic/Nothing in particular	3%	(39)	8%	(96)	12%	(153)	77%	(945)	1232
Something Else	3%	(24)	12%	(84)	12%	(84)	74%	(536)	727
Religious Non-Protestant/Catholic	9%	(23)	13%	(31)	12%	(30)	66%	(162)	247
Evangelical	7%	(70)	11%	(112)	11%	(116)	72%	(766)	1064
Non-Evangelical	3%	(42)	8%	(133)	15%	(234)	74%	(1170)	1578
Community: Urban	7%	(86)	13%	(148)	14%	(158)	66%	(766)	1158
Community: Suburban	4%	(75)	9%	(183)	13%	(274)	75%	(1559)	2091
Community: Rural	2%	(18)	6%	(65)	12%	(137)	81%	(930)	1151
Employ: Private Sector	5%	(72)	12%	(164)	15%	(206)	67%	(901)	1343
Employ: Government	8%	(21)	13%	(33)	15%	(39)	65%	(171)	263
Employ: Self-Employed	6%	(24)	12%	(50)	20%	(83)	63%	(268)	426
Employ: Homemaker	2%	(6)	6%	(23)	12%	(42)	80%	(280)	351
Employ: Student	7%	(10)	6%	(9)	12%	(18)	75%	(111)	148
Employ: Retired	2%	(16)	5%	(46)	10%	(99)	84%	(842)	1003
Employ: Unemployed	4%	(23)	8%	(43)	9%	(48)	79%	(432)	546
Employ: Other	2%	(7)	9%	(29)	10%	(33)	78%	(251)	321
Military HH: Yes	4%	(27)	7%	(44)	14%	(91)	75%	(492)	654
Military HH: No	4%	(152)	9%	(352)	13%	(478)	74%	(2764)	3746
RD/WT: Right Direction	7%	(110)	12%	(204)	12%	(202)	69%	(1150)	1666
RD/WT: Wrong Track	3%	(69)	7%	(192)	13%	(367)	77%	(2106)	2734
Biden Job Approve	6%	(118)	11%	(225)	13%	(256)	70%	(1405)	2004
Biden Job Disapprove	3%	(60)	7%	(159)	14%	(292)	76%	(1630)	2140

Continued on next page

**Table MCSP9\_14:** How interested are you in the following NHL teams?

Los Angeles Kings

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	4%	(179)	9%	(396)	13%	(569)	74%	(3256)	4400
Biden Job Strongly Approve	8%	(71)	12%	(114)	10%	(91)	70%	(637)	913
Biden Job Somewhat Approve	4%	(47)	10%	(112)	15%	(164)	70%	(768)	1091
Biden Job Somewhat Disapprove	4%	(23)	9%	(59)	14%	(90)	73%	(475)	647
Biden Job Strongly Disapprove	2%	(36)	7%	(99)	14%	(202)	77%	(1155)	1493
Favorable of Biden	5%	(111)	12%	(241)	13%	(263)	70%	(1445)	2059
Unfavorable of Biden	3%	(61)	7%	(143)	14%	(285)	77%	(1605)	2093
Very Favorable of Biden	7%	(75)	12%	(125)	11%	(112)	69%	(694)	1006
Somewhat Favorable of Biden	3%	(36)	11%	(116)	14%	(151)	71%	(750)	1053
Somewhat Unfavorable of Biden	5%	(26)	8%	(46)	14%	(80)	73%	(415)	567
Very Unfavorable of Biden	2%	(35)	6%	(97)	13%	(205)	78%	(1190)	1527
#1 Issue: Economy	5%	(83)	11%	(168)	14%	(223)	70%	(1127)	1601
#1 Issue: Security	3%	(19)	8%	(59)	14%	(100)	75%	(545)	723
#1 Issue: Health Care	5%	(31)	12%	(68)	14%	(76)	69%	(386)	561
#1 Issue: Medicare / Social Security	2%	(13)	5%	(24)	11%	(56)	82%	(432)	525
#1 Issue: Women's Issues	5%	(16)	6%	(18)	12%	(36)	77%	(229)	299
#1 Issue: Education	2%	(3)	13%	(22)	19%	(32)	66%	(111)	168
#1 Issue: Energy	3%	(7)	8%	(18)	8%	(18)	81%	(184)	227
#1 Issue: Other	3%	(9)	6%	(19)	9%	(28)	81%	(241)	297
2020 Vote: Joe Biden	5%	(101)	11%	(210)	13%	(257)	71%	(1393)	1960
2020 Vote: Donald Trump	3%	(45)	7%	(102)	14%	(196)	75%	(1055)	1398
2020 Vote: Other	4%	(7)	8%	(13)	16%	(27)	72%	(117)	164
2020 Vote: Didn't Vote	3%	(26)	8%	(71)	10%	(88)	79%	(689)	875
2018 House Vote: Democrat	6%	(82)	10%	(147)	14%	(204)	71%	(1043)	1475
2018 House Vote: Republican	4%	(42)	9%	(105)	13%	(153)	75%	(896)	1196
2018 House Vote: Someone else	4%	(5)	7%	(9)	18%	(23)	71%	(87)	123
2016 Vote: Hillary Clinton	5%	(72)	10%	(137)	13%	(180)	72%	(1010)	1400
2016 Vote: Donald Trump	3%	(46)	9%	(125)	14%	(185)	73%	(964)	1321
2016 Vote: Other	4%	(9)	7%	(17)	15%	(38)	74%	(185)	249
2016 Vote: Didn't Vote	4%	(52)	8%	(116)	12%	(164)	77%	(1093)	1425

Continued on next page



**Table MCSP9\_14: How interested are you in the following NHL teams?**  
 Los Angeles Kings

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	4%	(179)	9%	(396)	13%	(569)	74%	(3256)	4400
Voted in 2014: Yes	5%	(110)	10%	(239)	13%	(317)	73%	(1775)	2442
Voted in 2014: No	4%	(69)	8%	(157)	13%	(251)	76%	(1481)	1958
4-Region: Northeast	3%	(25)	6%	(49)	15%	(116)	76%	(597)	787
4-Region: Midwest	3%	(28)	5%	(48)	12%	(111)	80%	(738)	925
4-Region: South	3%	(48)	8%	(138)	13%	(210)	76%	(1252)	1648
4-Region: West	8%	(78)	16%	(162)	13%	(132)	64%	(668)	1040
2110001	4%	(98)	9%	(200)	11%	(249)	75%	(1635)	2182
2110009	4%	(82)	9%	(196)	14%	(320)	73%	(1621)	2218
Sports Fans	6%	(163)	13%	(368)	17%	(500)	64%	(1867)	2899
Avid Sports Fans	11%	(89)	18%	(148)	21%	(176)	50%	(411)	824
Casual Sports Fans	4%	(75)	11%	(220)	16%	(324)	70%	(1456)	2074
Non-Sports Fans	1%	(16)	2%	(28)	5%	(68)	93%	(1389)	1501
Sports Fans Non-NHL	2%	(29)	6%	(84)	9%	(136)	83%	(1237)	1486
NHL Fans	10%	(145)	19%	(296)	25%	(385)	46%	(698)	1523
Avid NHL Fans	17%	(66)	26%	(101)	29%	(113)	28%	(107)	387
Casual NHL Fans	7%	(79)	17%	(195)	24%	(273)	52%	(590)	1137
Has Favorite NHL Team	10%	(100)	18%	(182)	24%	(249)	48%	(495)	1026
Has Favorite MLB Team	6%	(117)	13%	(239)	16%	(294)	64%	(1173)	1823
Has Favorite NBA Team	9%	(139)	16%	(237)	18%	(262)	57%	(843)	1481
Has Favorite NFL Team	6%	(139)	12%	(293)	16%	(370)	66%	(1553)	2355
MLB Fans	7%	(152)	14%	(316)	18%	(408)	61%	(1386)	2262
NBA Fans	8%	(165)	16%	(319)	19%	(385)	57%	(1151)	2020
NFL Fans	6%	(166)	13%	(356)	17%	(474)	64%	(1765)	2762
Avid MLB Fans	10%	(71)	16%	(115)	19%	(136)	56%	(414)	736
Avid NBA	14%	(92)	19%	(129)	19%	(128)	48%	(327)	676
Avid NFL Fans	8%	(94)	15%	(180)	19%	(227)	58%	(699)	1200

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

**Table MCSP9\_15: How interested are you in the following NHL teams?**

Minnesota Wild

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	2%	(96)	7%	(287)	14%	(633)	77%	(3384)	4400
Gender: Male	3%	(62)	9%	(197)	18%	(386)	70%	(1479)	2124
Gender: Female	2%	(34)	4%	(90)	11%	(247)	84%	(1905)	2276
Age: 18-34	4%	(49)	9%	(114)	16%	(211)	71%	(937)	1310
Age: 35-44	4%	(28)	9%	(63)	16%	(114)	71%	(510)	715
Age: 45-64	1%	(14)	6%	(85)	14%	(217)	79%	(1187)	1502
Age: 65+	1%	(6)	3%	(26)	10%	(92)	86%	(749)	873
GenZers: 1997-2012	3%	(14)	8%	(39)	15%	(71)	73%	(341)	465
Millennials: 1981-1996	4%	(51)	9%	(114)	18%	(224)	70%	(887)	1276
GenXers: 1965-1980	2%	(21)	7%	(67)	15%	(153)	76%	(786)	1028
Baby Boomers: 1946-1964	1%	(9)	4%	(65)	11%	(165)	84%	(1216)	1455
PID: Dem (no lean)	4%	(59)	8%	(125)	14%	(232)	75%	(1237)	1653
PID: Ind (no lean)	1%	(15)	5%	(71)	15%	(217)	79%	(1160)	1464
PID: Rep (no lean)	2%	(22)	7%	(91)	14%	(184)	77%	(987)	1284
PID/Gender: Dem Men	5%	(38)	11%	(84)	17%	(130)	67%	(524)	776
PID/Gender: Dem Women	2%	(22)	5%	(41)	12%	(101)	81%	(713)	877
PID/Gender: Ind Men	1%	(7)	7%	(55)	19%	(143)	73%	(545)	750
PID/Gender: Ind Women	1%	(7)	2%	(17)	10%	(74)	86%	(616)	714
PID/Gender: Rep Men	3%	(17)	10%	(58)	19%	(113)	69%	(410)	598
PID/Gender: Rep Women	1%	(5)	5%	(33)	10%	(71)	84%	(576)	686
Ideo: Liberal (1-3)	4%	(46)	8%	(101)	15%	(191)	73%	(920)	1257
Ideo: Moderate (4)	2%	(21)	7%	(87)	17%	(212)	75%	(938)	1257
Ideo: Conservative (5-7)	2%	(24)	6%	(85)	14%	(196)	79%	(1129)	1434
Educ: < College	2%	(46)	6%	(174)	13%	(391)	80%	(2413)	3024
Educ: Bachelors degree	3%	(31)	7%	(64)	18%	(159)	71%	(634)	888
Educ: Post-grad	4%	(20)	10%	(49)	17%	(83)	69%	(336)	488
Income: Under 50k	1%	(34)	5%	(128)	13%	(313)	80%	(1940)	2415
Income: 50k-100k	3%	(37)	7%	(95)	16%	(221)	75%	(1034)	1387
Income: 100k+	4%	(25)	11%	(65)	16%	(98)	69%	(410)	598
Ethnicity: White	2%	(76)	6%	(217)	14%	(471)	78%	(2679)	3443
Ethnicity: Hispanic	2%	(16)	7%	(51)	17%	(120)	73%	(511)	699

Continued on next page

**Table MCSP9\_15: How interested are you in the following NHL teams?**  
 Minnesota Wild

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	2%	(96)	7%	(287)	14%	(633)	77%	(3384)	4400
Ethnicity: Black	3%	(16)	8%	(46)	16%	(86)	73%	(401)	549
Ethnicity: Other	1%	(3)	6%	(25)	19%	(76)	74%	(304)	408
All Christian	3%	(50)	7%	(137)	15%	(302)	75%	(1485)	1974
All Non-Christian	5%	(11)	13%	(27)	15%	(30)	67%	(139)	208
Atheist	3%	(7)	6%	(16)	14%	(36)	77%	(198)	258
Agnostic/Nothing in particular	1%	(15)	6%	(68)	13%	(165)	80%	(984)	1232
Something Else	2%	(13)	5%	(38)	14%	(99)	79%	(577)	727
Religious Non-Protestant/Catholic	5%	(11)	11%	(28)	13%	(33)	71%	(175)	247
Evangelical	3%	(35)	7%	(76)	14%	(153)	75%	(800)	1064
Non-Evangelical	2%	(28)	6%	(96)	15%	(242)	77%	(1212)	1578
Community: Urban	4%	(43)	10%	(113)	16%	(183)	71%	(820)	1158
Community: Suburban	2%	(43)	5%	(104)	16%	(325)	77%	(1619)	2091
Community: Rural	1%	(11)	6%	(70)	11%	(125)	82%	(945)	1151
Employ: Private Sector	3%	(41)	9%	(119)	18%	(238)	70%	(945)	1343
Employ: Government	5%	(12)	12%	(30)	13%	(35)	71%	(186)	263
Employ: Self-Employed	3%	(14)	8%	(35)	22%	(93)	67%	(283)	426
Employ: Homemaker	3%	(11)	4%	(14)	11%	(39)	82%	(287)	351
Employ: Student	1%	(1)	9%	(13)	14%	(21)	77%	(113)	148
Employ: Retired	1%	(8)	4%	(37)	11%	(108)	85%	(850)	1003
Employ: Unemployed	1%	(7)	4%	(21)	11%	(62)	83%	(455)	546
Employ: Other	1%	(2)	6%	(18)	11%	(37)	82%	(264)	321
Military HH: Yes	2%	(16)	7%	(43)	14%	(91)	77%	(503)	654
Military HH: No	2%	(80)	7%	(244)	14%	(542)	77%	(2881)	3746
RD/WT: Right Direction	4%	(67)	9%	(149)	15%	(246)	72%	(1204)	1666
RD/WT: Wrong Track	1%	(29)	5%	(138)	14%	(387)	80%	(2180)	2734
Biden Job Approve	3%	(63)	8%	(166)	15%	(304)	73%	(1471)	2004
Biden Job Disapprove	1%	(32)	5%	(113)	14%	(306)	79%	(1690)	2140

Continued on next page

**Table MCSP9\_15: How interested are you in the following NHL teams?**

Minnesota Wild

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	2%	(96)	7%	(287)	14%	(633)	77%	(3384)	4400
Biden Job Strongly Approve	5%	(47)	10%	(90)	12%	(113)	73%	(664)	913
Biden Job Somewhat Approve	1%	(16)	7%	(75)	18%	(191)	74%	(808)	1091
Biden Job Somewhat Disapprove	1%	(8)	6%	(39)	15%	(99)	78%	(502)	647
Biden Job Strongly Disapprove	2%	(24)	5%	(74)	14%	(207)	80%	(1187)	1493
Favorable of Biden	3%	(63)	8%	(170)	15%	(305)	74%	(1521)	2059
Unfavorable of Biden	1%	(30)	5%	(104)	14%	(303)	79%	(1656)	2093
Very Favorable of Biden	5%	(49)	9%	(92)	14%	(142)	72%	(724)	1006
Somewhat Favorable of Biden	1%	(15)	7%	(78)	15%	(163)	76%	(798)	1053
Somewhat Unfavorable of Biden	2%	(12)	5%	(30)	15%	(86)	77%	(439)	567
Very Unfavorable of Biden	1%	(17)	5%	(74)	14%	(218)	80%	(1218)	1527
#1 Issue: Economy	2%	(32)	6%	(91)	16%	(255)	76%	(1222)	1601
#1 Issue: Security	2%	(11)	6%	(45)	15%	(106)	78%	(561)	723
#1 Issue: Health Care	3%	(19)	10%	(55)	16%	(89)	71%	(399)	561
#1 Issue: Medicare / Social Security	1%	(7)	5%	(25)	12%	(62)	82%	(430)	525
#1 Issue: Women's Issues	3%	(9)	9%	(28)	10%	(29)	78%	(233)	299
#1 Issue: Education	4%	(6)	8%	(14)	19%	(32)	69%	(116)	168
#1 Issue: Energy	4%	(9)	9%	(21)	8%	(19)	78%	(178)	227
#1 Issue: Other	1%	(4)	3%	(9)	14%	(41)	82%	(244)	297
2020 Vote: Joe Biden	3%	(59)	8%	(149)	15%	(300)	74%	(1452)	1960
2020 Vote: Donald Trump	2%	(24)	6%	(89)	15%	(215)	77%	(1070)	1398
2020 Vote: Other	1%	(2)	4%	(7)	17%	(28)	77%	(127)	164
2020 Vote: Didn't Vote	1%	(11)	5%	(41)	10%	(89)	84%	(734)	875
2018 House Vote: Democrat	3%	(48)	8%	(115)	15%	(216)	74%	(1096)	1475
2018 House Vote: Republican	2%	(21)	7%	(80)	16%	(186)	76%	(908)	1196
2018 House Vote: Someone else	3%	(3)	6%	(7)	18%	(22)	74%	(91)	123
2016 Vote: Hillary Clinton	3%	(47)	7%	(97)	13%	(187)	76%	(1068)	1400
2016 Vote: Donald Trump	2%	(24)	7%	(90)	17%	(222)	75%	(985)	1321
2016 Vote: Other	—	(1)	5%	(14)	17%	(42)	77%	(193)	249
2016 Vote: Didn't Vote	2%	(24)	6%	(86)	13%	(181)	80%	(1134)	1425

Continued on next page

**Table MCSP9\_15: How interested are you in the following NHL teams?**  
 Minnesota Wild

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	2% (96)	7% (287)	14% (633)	77% (3384)	4400
Voted in 2014: Yes	2% (58)	7% (174)	15% (376)	75% (1833)	2442
Voted in 2014: No	2% (38)	6% (114)	13% (256)	79% (1550)	1958
4-Region: Northeast	2% (17)	6% (46)	13% (106)	79% (618)	787
4-Region: Midwest	3% (30)	8% (70)	12% (112)	77% (713)	925
4-Region: South	2% (27)	6% (91)	15% (249)	78% (1282)	1648
4-Region: West	2% (22)	8% (80)	16% (167)	74% (770)	1040
2110001	2% (49)	6% (133)	13% (293)	78% (1707)	2182
2110009	2% (48)	7% (154)	15% (340)	76% (1676)	2218
Sports Fans	3% (86)	9% (262)	20% (578)	68% (1972)	2899
Avid Sports Fans	5% (42)	13% (104)	26% (216)	56% (462)	824
Casual Sports Fans	2% (45)	8% (158)	17% (362)	73% (1509)	2074
Non-Sports Fans	1% (10)	2% (25)	4% (54)	94% (1412)	1501
Sports Fans Non-NHL	1% (13)	2% (37)	10% (145)	87% (1291)	1486
NHL Fans	5% (81)	15% (236)	30% (450)	50% (756)	1523
Avid NHL Fans	12% (46)	25% (98)	32% (123)	31% (119)	387
Casual NHL Fans	3% (35)	12% (138)	29% (327)	56% (637)	1137
Has Favorite NHL Team	7% (71)	15% (153)	27% (273)	52% (529)	1026
Has Favorite MLB Team	4% (68)	9% (172)	19% (338)	68% (1245)	1823
Has Favorite NBA Team	4% (62)	10% (145)	22% (329)	64% (945)	1481
Has Favorite NFL Team	3% (72)	9% (200)	18% (434)	70% (1648)	2355
MLB Fans	4% (81)	10% (227)	21% (476)	65% (1478)	2262
NBA Fans	4% (80)	10% (204)	23% (455)	63% (1281)	2020
NFL Fans	3% (87)	9% (253)	20% (539)	68% (1884)	2762
Avid MLB Fans	5% (34)	12% (88)	22% (159)	62% (455)	736
Avid NBA	7% (44)	12% (83)	25% (171)	56% (378)	676
Avid NFL Fans	4% (45)	9% (113)	22% (267)	65% (776)	1200

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

**Table MCSP9\_16:** How interested are you in the following NHL teams?

Montreal Canadiens

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(125)	8%	(331)	13%	(580)	76%	(3364)	4400
Gender: Male	4%	(79)	11%	(235)	17%	(363)	68%	(1447)	2124
Gender: Female	2%	(46)	4%	(96)	10%	(218)	84%	(1917)	2276
Age: 18-34	5%	(64)	9%	(123)	14%	(187)	71%	(936)	1310
Age: 35-44	4%	(29)	9%	(64)	15%	(109)	72%	(514)	715
Age: 45-64	2%	(28)	6%	(91)	13%	(200)	79%	(1183)	1502
Age: 65+	—	(4)	6%	(53)	10%	(84)	84%	(731)	873
GenZers: 1997-2012	6%	(26)	8%	(38)	16%	(75)	70%	(327)	465
Millennials: 1981-1996	4%	(55)	10%	(124)	15%	(186)	71%	(912)	1276
GenXers: 1965-1980	3%	(27)	8%	(79)	14%	(148)	75%	(774)	1028
Baby Boomers: 1946-1964	1%	(17)	6%	(83)	11%	(157)	82%	(1198)	1455
PID: Dem (no lean)	4%	(66)	9%	(147)	12%	(204)	75%	(1236)	1653
PID: Ind (no lean)	2%	(25)	6%	(95)	15%	(213)	77%	(1131)	1464
PID: Rep (no lean)	3%	(34)	7%	(89)	13%	(164)	78%	(997)	1284
PID/Gender: Dem Men	6%	(46)	13%	(98)	16%	(126)	65%	(507)	776
PID/Gender: Dem Women	2%	(21)	6%	(49)	9%	(78)	83%	(729)	877
PID/Gender: Ind Men	2%	(11)	10%	(74)	19%	(139)	70%	(525)	750
PID/Gender: Ind Women	2%	(13)	3%	(20)	10%	(74)	85%	(607)	714
PID/Gender: Rep Men	4%	(22)	10%	(62)	16%	(98)	70%	(416)	598
PID/Gender: Rep Women	2%	(12)	4%	(27)	10%	(66)	85%	(581)	686
Ideo: Liberal (1-3)	5%	(57)	10%	(121)	13%	(159)	73%	(920)	1257
Ideo: Moderate (4)	3%	(33)	8%	(106)	16%	(198)	73%	(921)	1257
Ideo: Conservative (5-7)	2%	(31)	6%	(92)	12%	(172)	79%	(1138)	1434
Educ: < College	2%	(66)	6%	(194)	12%	(369)	79%	(2396)	3024
Educ: Bachelors degree	3%	(30)	9%	(84)	16%	(140)	71%	(634)	888
Educ: Post-grad	6%	(30)	11%	(53)	15%	(71)	68%	(334)	488
Income: Under 50k	2%	(45)	6%	(148)	12%	(291)	80%	(1930)	2415
Income: 50k-100k	4%	(55)	8%	(114)	14%	(190)	74%	(1028)	1387
Income: 100k+	4%	(25)	12%	(69)	17%	(99)	68%	(406)	598
Ethnicity: White	3%	(96)	7%	(247)	12%	(430)	78%	(2670)	3443
Ethnicity: Hispanic	4%	(31)	9%	(62)	15%	(104)	72%	(501)	699

Continued on next page

**Table MCSP9\_16:** How interested are you in the following NHL teams?  
 Montreal Canadiens

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(125)	8%	(331)	13%	(580)	76%	(3364)	4400
Ethnicity: Black	5%	(25)	9%	(49)	15%	(80)	72%	(395)	549
Ethnicity: Other	1%	(4)	8%	(34)	17%	(71)	73%	(299)	408
All Christian	3%	(62)	9%	(175)	13%	(262)	75%	(1476)	1974
All Non-Christian	7%	(14)	16%	(34)	14%	(29)	63%	(131)	208
Atheist	2%	(5)	6%	(14)	16%	(41)	76%	(197)	258
Agnostic/Nothing in particular	2%	(21)	6%	(70)	12%	(150)	80%	(992)	1232
Something Else	3%	(22)	5%	(38)	14%	(99)	78%	(568)	727
Religious Non-Protestant/Catholic	6%	(14)	15%	(38)	12%	(30)	67%	(165)	247
Evangelical	4%	(43)	8%	(81)	14%	(149)	74%	(790)	1064
Non-Evangelical	3%	(40)	8%	(125)	13%	(208)	76%	(1204)	1578
Community: Urban	4%	(52)	11%	(130)	14%	(159)	71%	(818)	1158
Community: Suburban	3%	(57)	7%	(136)	14%	(284)	77%	(1614)	2091
Community: Rural	1%	(16)	6%	(64)	12%	(138)	81%	(932)	1151
Employ: Private Sector	5%	(64)	10%	(137)	15%	(206)	70%	(936)	1343
Employ: Government	5%	(13)	14%	(37)	14%	(37)	67%	(176)	263
Employ: Self-Employed	4%	(18)	9%	(40)	20%	(83)	67%	(284)	426
Employ: Homemaker	2%	(6)	4%	(15)	12%	(42)	82%	(288)	351
Employ: Student	2%	(3)	7%	(10)	13%	(20)	78%	(116)	148
Employ: Retired	1%	(9)	5%	(52)	11%	(106)	83%	(836)	1003
Employ: Unemployed	1%	(6)	5%	(25)	10%	(56)	84%	(458)	546
Employ: Other	2%	(6)	5%	(15)	9%	(30)	84%	(271)	321
Military HH: Yes	3%	(20)	8%	(51)	13%	(86)	76%	(497)	654
Military HH: No	3%	(105)	7%	(279)	13%	(495)	77%	(2867)	3746
RD/WT: Right Direction	5%	(76)	10%	(171)	13%	(219)	72%	(1201)	1666
RD/WT: Wrong Track	2%	(49)	6%	(160)	13%	(362)	79%	(2163)	2734
Biden Job Approve	4%	(71)	10%	(206)	13%	(265)	73%	(1463)	2004
Biden Job Disapprove	2%	(47)	5%	(117)	14%	(294)	79%	(1682)	2140

Continued on next page

**Table MCSP9\_16:** How interested are you in the following NHL teams?

Montreal Canadiens

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(125)	8%	(331)	13%	(580)	76%	(3364)	4400
Biden Job Strongly Approve	5%	(46)	12%	(109)	11%	(101)	72%	(657)	913
Biden Job Somewhat Approve	2%	(25)	9%	(96)	15%	(164)	74%	(805)	1091
Biden Job Somewhat Disapprove	2%	(16)	7%	(45)	13%	(82)	78%	(505)	647
Biden Job Strongly Disapprove	2%	(31)	5%	(72)	14%	(212)	79%	(1177)	1493
Favorable of Biden	4%	(75)	10%	(198)	14%	(280)	73%	(1505)	2059
Unfavorable of Biden	2%	(48)	5%	(113)	14%	(283)	79%	(1649)	2093
Very Favorable of Biden	4%	(45)	11%	(112)	12%	(121)	72%	(728)	1006
Somewhat Favorable of Biden	3%	(30)	8%	(86)	15%	(160)	74%	(777)	1053
Somewhat Unfavorable of Biden	3%	(18)	8%	(46)	13%	(72)	76%	(431)	567
Very Unfavorable of Biden	2%	(30)	4%	(68)	14%	(211)	80%	(1219)	1527
#1 Issue: Economy	3%	(42)	8%	(121)	14%	(227)	76%	(1211)	1601
#1 Issue: Security	2%	(15)	6%	(44)	15%	(107)	77%	(556)	723
#1 Issue: Health Care	4%	(24)	11%	(61)	15%	(84)	70%	(393)	561
#1 Issue: Medicare / Social Security	1%	(7)	6%	(30)	9%	(47)	84%	(441)	525
#1 Issue: Women's Issues	4%	(13)	6%	(18)	14%	(41)	76%	(228)	299
#1 Issue: Education	4%	(7)	10%	(17)	15%	(25)	71%	(118)	168
#1 Issue: Energy	3%	(7)	9%	(20)	9%	(21)	79%	(180)	227
#1 Issue: Other	3%	(9)	7%	(21)	10%	(29)	80%	(237)	297
2020 Vote: Joe Biden	4%	(73)	9%	(184)	14%	(265)	73%	(1438)	1960
2020 Vote: Donald Trump	2%	(31)	7%	(97)	14%	(195)	77%	(1076)	1398
2020 Vote: Other	2%	(4)	7%	(11)	20%	(33)	71%	(117)	164
2020 Vote: Didn't Vote	2%	(16)	5%	(39)	10%	(88)	84%	(731)	875
2018 House Vote: Democrat	3%	(51)	9%	(134)	14%	(200)	74%	(1089)	1475
2018 House Vote: Republican	3%	(32)	8%	(94)	14%	(169)	75%	(902)	1196
2018 House Vote: Someone else	5%	(6)	7%	(9)	20%	(24)	68%	(84)	123
2016 Vote: Hillary Clinton	3%	(44)	8%	(115)	13%	(179)	76%	(1062)	1400
2016 Vote: Donald Trump	2%	(31)	8%	(106)	15%	(201)	74%	(983)	1321
2016 Vote: Other	1%	(4)	6%	(15)	15%	(38)	77%	(193)	249
2016 Vote: Didn't Vote	3%	(46)	7%	(93)	11%	(162)	79%	(1123)	1425

Continued on next page



**Table MCSP9\_16:** How interested are you in the following NHL teams?  
Montreal Canadiens

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(125)	8%	(331)	13%	(580)	76%	(3364)	4400
Voted in 2014: Yes	3%	(66)	9%	(209)	14%	(337)	75%	(1829)	2442
Voted in 2014: No	3%	(59)	6%	(121)	12%	(243)	78%	(1535)	1958
4-Region: Northeast	3%	(26)	9%	(71)	13%	(104)	74%	(586)	787
4-Region: Midwest	2%	(22)	6%	(53)	11%	(97)	81%	(752)	925
4-Region: South	2%	(40)	7%	(120)	13%	(218)	77%	(1271)	1648
4-Region: West	4%	(37)	8%	(87)	16%	(161)	73%	(755)	1040
2110001	3%	(64)	7%	(152)	13%	(277)	77%	(1688)	2182
2110009	3%	(61)	8%	(179)	14%	(303)	76%	(1676)	2218
Sports Fans	4%	(117)	11%	(312)	18%	(512)	68%	(1958)	2899
Avid Sports Fans	6%	(52)	16%	(135)	22%	(182)	55%	(455)	824
Casual Sports Fans	3%	(65)	9%	(177)	16%	(329)	72%	(1503)	2074
Non-Sports Fans	1%	(8)	1%	(19)	5%	(69)	94%	(1406)	1501
Sports Fans Non-NHL	1%	(17)	3%	(49)	9%	(137)	86%	(1283)	1486
NHL Fans	7%	(104)	18%	(272)	26%	(398)	49%	(749)	1523
Avid NHL Fans	15%	(58)	27%	(105)	27%	(105)	31%	(119)	387
Casual NHL Fans	4%	(46)	15%	(168)	26%	(293)	55%	(630)	1137
Has Favorite NHL Team	8%	(84)	18%	(186)	24%	(245)	50%	(512)	1026
Has Favorite MLB Team	5%	(86)	11%	(198)	17%	(315)	67%	(1225)	1823
Has Favorite NBA Team	6%	(83)	13%	(192)	19%	(284)	62%	(922)	1481
Has Favorite NFL Team	4%	(92)	10%	(233)	17%	(392)	70%	(1638)	2355
MLB Fans	5%	(106)	12%	(268)	19%	(433)	64%	(1454)	2262
NBA Fans	5%	(100)	12%	(242)	20%	(411)	63%	(1267)	2020
NFL Fans	4%	(118)	11%	(292)	18%	(487)	68%	(1865)	2762
Avid MLB Fans	6%	(48)	13%	(99)	20%	(151)	60%	(439)	736
Avid NBA	8%	(52)	16%	(109)	21%	(141)	55%	(374)	676
Avid NFL Fans	5%	(59)	12%	(139)	20%	(239)	64%	(763)	1200

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

**Table MCSP9\_17: How interested are you in the following NHL teams?**

*Nashville Predators*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(128)	7%	(317)	14%	(606)	76%	(3349)	4400
Gender: Male	3%	(72)	10%	(210)	18%	(373)	69%	(1469)	2124
Gender: Female	2%	(56)	5%	(107)	10%	(233)	83%	(1880)	2276
Age: 18-34	5%	(71)	9%	(120)	16%	(205)	70%	(913)	1310
Age: 35-44	4%	(25)	11%	(76)	16%	(115)	70%	(498)	715
Age: 45-64	2%	(23)	6%	(90)	13%	(200)	79%	(1189)	1502
Age: 65+	1%	(8)	3%	(30)	10%	(86)	86%	(749)	873
GenZers: 1997-2012	4%	(19)	9%	(40)	18%	(82)	70%	(324)	465
Millennials: 1981-1996	6%	(71)	10%	(127)	16%	(199)	69%	(879)	1276
GenXers: 1965-1980	2%	(26)	8%	(81)	14%	(148)	75%	(773)	1028
Baby Boomers: 1946-1964	1%	(10)	4%	(64)	11%	(157)	84%	(1223)	1455
PID: Dem (no lean)	4%	(63)	9%	(141)	13%	(216)	75%	(1233)	1653
PID: Ind (no lean)	2%	(28)	5%	(76)	15%	(222)	78%	(1138)	1464
PID: Rep (no lean)	3%	(37)	8%	(100)	13%	(168)	76%	(979)	1284
PID/Gender: Dem Men	5%	(38)	12%	(93)	16%	(121)	67%	(523)	776
PID/Gender: Dem Women	3%	(24)	5%	(48)	11%	(95)	81%	(710)	877
PID/Gender: Ind Men	2%	(15)	8%	(58)	19%	(142)	71%	(534)	750
PID/Gender: Ind Women	2%	(14)	2%	(18)	11%	(79)	84%	(603)	714
PID/Gender: Rep Men	3%	(19)	10%	(59)	18%	(109)	69%	(411)	598
PID/Gender: Rep Women	3%	(18)	6%	(41)	9%	(59)	83%	(568)	686
Ideo: Liberal (1-3)	5%	(60)	9%	(113)	13%	(165)	73%	(918)	1257
Ideo: Moderate (4)	2%	(29)	7%	(93)	17%	(217)	73%	(919)	1257
Ideo: Conservative (5-7)	2%	(35)	7%	(95)	13%	(185)	78%	(1119)	1434
Educ: < College	2%	(62)	6%	(186)	13%	(392)	79%	(2385)	3024
Educ: Bachelors degree	4%	(37)	10%	(89)	15%	(136)	71%	(626)	888
Educ: Post-grad	6%	(29)	9%	(42)	16%	(78)	69%	(339)	488
Income: Under 50k	2%	(42)	6%	(139)	13%	(322)	79%	(1912)	2415
Income: 50k-100k	4%	(54)	8%	(118)	14%	(188)	74%	(1027)	1387
Income: 100k+	5%	(32)	10%	(60)	16%	(97)	69%	(410)	598
Ethnicity: White	3%	(94)	7%	(237)	13%	(460)	77%	(2652)	3443
Ethnicity: Hispanic	3%	(19)	9%	(61)	16%	(111)	73%	(507)	699

Continued on next page

**Table MCSP9\_17: How interested are you in the following NHL teams?**  
 Nashville Predators

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(128)	7%	(317)	14%	(606)	76%	(3349)	4400
Ethnicity: Black	5%	(30)	9%	(47)	15%	(83)	71%	(388)	549
Ethnicity: Other	1%	(3)	8%	(33)	15%	(63)	76%	(309)	408
All Christian	3%	(61)	8%	(166)	15%	(291)	74%	(1457)	1974
All Non-Christian	7%	(15)	11%	(23)	15%	(30)	67%	(140)	208
Atheist	1%	(4)	8%	(22)	14%	(35)	77%	(197)	258
Agnostic/Nothing in particular	2%	(26)	6%	(68)	12%	(153)	80%	(985)	1232
Something Else	3%	(23)	5%	(37)	13%	(97)	78%	(571)	727
Religious Non-Protestant/Catholic	6%	(15)	10%	(24)	13%	(32)	71%	(176)	247
Evangelical	4%	(42)	8%	(89)	15%	(161)	73%	(772)	1064
Non-Evangelical	3%	(40)	7%	(111)	14%	(221)	76%	(1206)	1578
Community: Urban	4%	(52)	8%	(97)	16%	(188)	71%	(821)	1158
Community: Suburban	2%	(52)	7%	(149)	14%	(303)	76%	(1587)	2091
Community: Rural	2%	(24)	6%	(70)	10%	(115)	82%	(941)	1151
Employ: Private Sector	4%	(53)	10%	(135)	17%	(225)	69%	(929)	1343
Employ: Government	8%	(21)	10%	(25)	12%	(32)	70%	(185)	263
Employ: Self-Employed	5%	(22)	10%	(41)	20%	(87)	65%	(276)	426
Employ: Homemaker	2%	(9)	6%	(22)	11%	(38)	80%	(282)	351
Employ: Student	5%	(7)	7%	(10)	19%	(28)	70%	(103)	148
Employ: Retired	1%	(11)	3%	(32)	11%	(111)	85%	(850)	1003
Employ: Unemployed	1%	(3)	6%	(35)	11%	(58)	82%	(450)	546
Employ: Other	1%	(2)	5%	(17)	9%	(28)	85%	(274)	321
Military HH: Yes	3%	(21)	6%	(38)	15%	(95)	77%	(500)	654
Military HH: No	3%	(107)	7%	(279)	14%	(511)	76%	(2849)	3746
RD/WT: Right Direction	5%	(84)	9%	(155)	14%	(233)	72%	(1194)	1666
RD/WT: Wrong Track	2%	(43)	6%	(162)	14%	(374)	79%	(2155)	2734
Biden Job Approve	4%	(83)	9%	(172)	14%	(285)	73%	(1464)	2004
Biden Job Disapprove	2%	(43)	6%	(137)	14%	(302)	77%	(1658)	2140

Continued on next page

**Table MCSP9\_17: How interested are you in the following NHL teams?**

*Nashville Predators*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(128)	7%	(317)	14%	(606)	76%	(3349)	4400
Biden Job Strongly Approve	6%	(53)	9%	(83)	12%	(113)	73%	(665)	913
Biden Job Somewhat Approve	3%	(30)	8%	(90)	16%	(172)	73%	(799)	1091
Biden Job Somewhat Disapprove	3%	(19)	7%	(45)	15%	(99)	75%	(484)	647
Biden Job Strongly Disapprove	2%	(24)	6%	(92)	14%	(202)	79%	(1174)	1493
Favorable of Biden	4%	(81)	9%	(178)	14%	(279)	74%	(1521)	2059
Unfavorable of Biden	2%	(40)	6%	(124)	15%	(304)	78%	(1625)	2093
Very Favorable of Biden	6%	(59)	9%	(86)	13%	(127)	73%	(734)	1006
Somewhat Favorable of Biden	2%	(22)	9%	(92)	14%	(152)	75%	(787)	1053
Somewhat Unfavorable of Biden	3%	(17)	7%	(38)	16%	(90)	74%	(422)	567
Very Unfavorable of Biden	2%	(23)	6%	(86)	14%	(214)	79%	(1203)	1527
#1 Issue: Economy	3%	(51)	7%	(116)	15%	(244)	74%	(1190)	1601
#1 Issue: Security	2%	(17)	8%	(55)	12%	(90)	78%	(561)	723
#1 Issue: Health Care	4%	(25)	11%	(60)	15%	(86)	70%	(390)	561
#1 Issue: Medicare / Social Security	2%	(13)	4%	(20)	10%	(53)	84%	(439)	525
#1 Issue: Women's Issues	3%	(8)	7%	(21)	12%	(36)	79%	(235)	299
#1 Issue: Education	3%	(5)	10%	(17)	16%	(27)	71%	(118)	168
#1 Issue: Energy	3%	(7)	8%	(18)	12%	(27)	77%	(175)	227
#1 Issue: Other	1%	(3)	3%	(9)	15%	(44)	81%	(241)	297
2020 Vote: Joe Biden	4%	(72)	8%	(157)	14%	(278)	74%	(1453)	1960
2020 Vote: Donald Trump	3%	(40)	7%	(104)	14%	(201)	75%	(1053)	1398
2020 Vote: Other	—	(1)	4%	(6)	23%	(37)	73%	(120)	164
2020 Vote: Didn't Vote	2%	(15)	6%	(50)	10%	(89)	82%	(721)	875
2018 House Vote: Democrat	3%	(50)	8%	(122)	14%	(209)	74%	(1094)	1475
2018 House Vote: Republican	3%	(35)	8%	(93)	14%	(169)	75%	(899)	1196
2018 House Vote: Someone else	3%	(4)	4%	(4)	17%	(21)	76%	(94)	123
2016 Vote: Hillary Clinton	4%	(50)	7%	(99)	14%	(190)	76%	(1061)	1400
2016 Vote: Donald Trump	3%	(41)	8%	(108)	15%	(201)	73%	(970)	1321
2016 Vote: Other	1%	(1)	4%	(11)	16%	(39)	79%	(198)	249
2016 Vote: Didn't Vote	2%	(35)	7%	(97)	12%	(176)	78%	(1117)	1425

Continued on next page

**Table MCSP9\_17: How interested are you in the following NHL teams?**  
 Nashville Predators

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(128)	7%	(317)	14%	(606)	76%	(3349)	4400
Voted in 2014: Yes	3%	(76)	7%	(183)	14%	(344)	75%	(1839)	2442
Voted in 2014: No	3%	(52)	7%	(134)	13%	(262)	77%	(1511)	1958
4-Region: Northeast	2%	(19)	7%	(53)	13%	(104)	78%	(611)	787
4-Region: Midwest	1%	(12)	7%	(64)	12%	(107)	80%	(741)	925
4-Region: South	4%	(62)	9%	(141)	14%	(225)	74%	(1220)	1648
4-Region: West	3%	(34)	6%	(58)	16%	(170)	75%	(777)	1040
2110001	3%	(61)	7%	(146)	13%	(291)	77%	(1683)	2182
2110009	3%	(66)	8%	(171)	14%	(315)	75%	(1666)	2218
Sports Fans	4%	(113)	10%	(295)	19%	(544)	67%	(1946)	2899
Avid Sports Fans	7%	(62)	15%	(125)	24%	(197)	53%	(441)	824
Casual Sports Fans	3%	(52)	8%	(169)	17%	(348)	73%	(1505)	2074
Non-Sports Fans	1%	(14)	1%	(22)	4%	(62)	93%	(1403)	1501
Sports Fans Non-NHL	1%	(15)	3%	(47)	10%	(143)	86%	(1281)	1486
NHL Fans	7%	(108)	17%	(256)	27%	(419)	49%	(741)	1523
Avid NHL Fans	14%	(56)	26%	(100)	29%	(113)	31%	(119)	387
Casual NHL Fans	5%	(52)	14%	(156)	27%	(306)	55%	(622)	1137
Has Favorite NHL Team	9%	(88)	18%	(181)	24%	(248)	50%	(509)	1026
Has Favorite MLB Team	4%	(77)	11%	(207)	17%	(318)	67%	(1221)	1823
Has Favorite NBA Team	5%	(79)	12%	(178)	20%	(301)	62%	(921)	1481
Has Favorite NFL Team	4%	(105)	9%	(223)	18%	(414)	68%	(1613)	2355
MLB Fans	5%	(112)	11%	(259)	20%	(445)	64%	(1446)	2262
NBA Fans	5%	(101)	12%	(235)	21%	(424)	62%	(1260)	2020
NFL Fans	4%	(118)	10%	(280)	18%	(508)	67%	(1856)	2762
Avid MLB Fans	7%	(53)	13%	(93)	21%	(157)	59%	(433)	736
Avid NBA	9%	(63)	14%	(96)	23%	(158)	53%	(359)	676
Avid NFL Fans	6%	(67)	12%	(139)	21%	(252)	62%	(741)	1200

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

**Table MCSP9\_18: How interested are you in the following NHL teams?**  
New Jersey Devils

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(137)	8%	(369)	13%	(573)	75%	(3321)	4400
Gender: Male	4%	(95)	12%	(248)	16%	(339)	68%	(1441)	2124
Gender: Female	2%	(41)	5%	(122)	10%	(234)	83%	(1880)	2276
Age: 18-34	5%	(65)	9%	(118)	16%	(209)	70%	(918)	1310
Age: 35-44	4%	(30)	12%	(88)	14%	(103)	69%	(494)	715
Age: 45-64	2%	(33)	7%	(111)	13%	(189)	78%	(1169)	1502
Age: 65+	1%	(8)	6%	(52)	8%	(72)	85%	(740)	873
GenZers: 1997-2012	5%	(22)	6%	(28)	19%	(87)	71%	(328)	465
Millennials: 1981-1996	5%	(61)	11%	(146)	15%	(194)	69%	(877)	1276
GenXers: 1965-1980	3%	(35)	9%	(96)	13%	(135)	74%	(761)	1028
Baby Boomers: 1946-1964	1%	(18)	7%	(95)	9%	(138)	83%	(1204)	1455
PID: Dem (no lean)	4%	(72)	9%	(154)	13%	(214)	73%	(1212)	1653
PID: Ind (no lean)	2%	(29)	7%	(108)	13%	(197)	77%	(1130)	1464
PID: Rep (no lean)	3%	(35)	8%	(108)	13%	(162)	76%	(979)	1284
PID/Gender: Dem Men	6%	(50)	13%	(104)	15%	(118)	65%	(504)	776
PID/Gender: Dem Women	3%	(22)	6%	(50)	11%	(96)	81%	(708)	877
PID/Gender: Ind Men	2%	(18)	11%	(80)	16%	(120)	71%	(531)	750
PID/Gender: Ind Women	1%	(11)	4%	(28)	11%	(77)	84%	(599)	714
PID/Gender: Rep Men	5%	(27)	11%	(64)	17%	(101)	68%	(405)	598
PID/Gender: Rep Women	1%	(8)	6%	(44)	9%	(61)	84%	(573)	686
Ideo: Liberal (1-3)	5%	(58)	9%	(111)	13%	(169)	73%	(920)	1257
Ideo: Moderate (4)	3%	(39)	9%	(116)	16%	(206)	71%	(896)	1257
Ideo: Conservative (5-7)	3%	(37)	8%	(122)	11%	(161)	78%	(1114)	1434
Educ: < College	2%	(69)	8%	(227)	12%	(371)	78%	(2358)	3024
Educ: Bachelors degree	5%	(40)	10%	(89)	15%	(135)	70%	(624)	888
Educ: Post-grad	6%	(28)	11%	(53)	14%	(68)	69%	(339)	488
Income: Under 50k	2%	(60)	7%	(167)	12%	(283)	79%	(1904)	2415
Income: 50k-100k	3%	(47)	9%	(128)	14%	(196)	73%	(1016)	1387
Income: 100k+	5%	(30)	12%	(74)	16%	(94)	67%	(401)	598
Ethnicity: White	3%	(95)	8%	(286)	12%	(425)	77%	(2637)	3443
Ethnicity: Hispanic	4%	(25)	9%	(65)	17%	(119)	70%	(490)	699

Continued on next page

**Table MCSP9\_18: How interested are you in the following NHL teams?**  
 New Jersey Devils

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(137)	8%	(369)	13%	(573)	75%	(3321)	4400
Ethnicity: Black	6%	(34)	9%	(50)	14%	(75)	71%	(389)	549
Ethnicity: Other	2%	(7)	8%	(33)	18%	(73)	72%	(294)	408
All Christian	3%	(64)	9%	(185)	14%	(268)	74%	(1458)	1974
All Non-Christian	8%	(16)	15%	(32)	16%	(33)	61%	(127)	208
Atheist	2%	(6)	10%	(26)	10%	(25)	78%	(201)	258
Agnostic/Nothing in particular	2%	(27)	6%	(76)	13%	(157)	79%	(973)	1232
Something Else	3%	(23)	7%	(51)	12%	(91)	77%	(563)	727
Religious Non-Protestant/Catholic	7%	(16)	14%	(34)	15%	(37)	64%	(159)	247
Evangelical	4%	(44)	8%	(88)	13%	(136)	75%	(796)	1064
Non-Evangelical	3%	(42)	9%	(140)	14%	(217)	75%	(1180)	1578
Community: Urban	5%	(57)	12%	(134)	14%	(166)	69%	(801)	1158
Community: Suburban	3%	(54)	8%	(161)	14%	(294)	76%	(1582)	2091
Community: Rural	2%	(25)	7%	(75)	10%	(112)	82%	(938)	1151
Employ: Private Sector	5%	(64)	10%	(137)	16%	(218)	69%	(924)	1343
Employ: Government	7%	(19)	10%	(26)	15%	(41)	67%	(178)	263
Employ: Self-Employed	4%	(19)	11%	(47)	18%	(77)	66%	(282)	426
Employ: Homemaker	1%	(5)	9%	(31)	10%	(34)	80%	(281)	351
Employ: Student	4%	(6)	7%	(11)	15%	(22)	73%	(109)	148
Employ: Retired	1%	(9)	7%	(69)	9%	(91)	83%	(835)	1003
Employ: Unemployed	2%	(12)	5%	(28)	11%	(60)	82%	(446)	546
Employ: Other	1%	(4)	6%	(20)	9%	(30)	83%	(267)	321
Military HH: Yes	4%	(25)	9%	(59)	12%	(81)	75%	(489)	654
Military HH: No	3%	(112)	8%	(310)	13%	(492)	76%	(2832)	3746
RD/WT: Right Direction	5%	(80)	10%	(173)	14%	(233)	71%	(1179)	1666
RD/WT: Wrong Track	2%	(57)	7%	(196)	12%	(340)	78%	(2142)	2734
Biden Job Approve	4%	(89)	10%	(200)	14%	(274)	72%	(1441)	2004
Biden Job Disapprove	2%	(47)	7%	(155)	13%	(282)	77%	(1656)	2140

Continued on next page

**Table MCSP9\_18: How interested are you in the following NHL teams?**  
New Jersey Devils

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(137)	8%	(369)	13%	(573)	75%	(3321)	4400
Biden Job Strongly Approve	6%	(54)	10%	(94)	11%	(98)	73%	(667)	913
Biden Job Somewhat Approve	3%	(35)	10%	(106)	16%	(176)	71%	(774)	1091
Biden Job Somewhat Disapprove	3%	(22)	7%	(45)	15%	(99)	74%	(481)	647
Biden Job Strongly Disapprove	2%	(25)	7%	(109)	12%	(183)	79%	(1175)	1493
Favorable of Biden	4%	(87)	10%	(199)	14%	(279)	73%	(1494)	2059
Unfavorable of Biden	2%	(46)	7%	(146)	13%	(273)	78%	(1628)	2093
Very Favorable of Biden	6%	(56)	10%	(104)	12%	(119)	72%	(726)	1006
Somewhat Favorable of Biden	3%	(31)	9%	(95)	15%	(159)	73%	(768)	1053
Somewhat Unfavorable of Biden	3%	(18)	8%	(44)	15%	(87)	74%	(419)	567
Very Unfavorable of Biden	2%	(28)	7%	(103)	12%	(186)	79%	(1209)	1527
#1 Issue: Economy	5%	(72)	7%	(120)	15%	(244)	73%	(1164)	1601
#1 Issue: Security	2%	(15)	9%	(62)	12%	(88)	77%	(557)	723
#1 Issue: Health Care	4%	(21)	13%	(73)	11%	(65)	72%	(402)	561
#1 Issue: Medicare / Social Security	1%	(5)	6%	(34)	9%	(50)	83%	(436)	525
#1 Issue: Women's Issues	3%	(8)	11%	(32)	11%	(34)	75%	(226)	299
#1 Issue: Education	3%	(5)	8%	(13)	17%	(29)	72%	(121)	168
#1 Issue: Energy	2%	(6)	8%	(19)	11%	(26)	78%	(177)	227
#1 Issue: Other	2%	(6)	5%	(16)	13%	(39)	80%	(237)	297
2020 Vote: Joe Biden	4%	(81)	9%	(183)	13%	(258)	73%	(1439)	1960
2020 Vote: Donald Trump	3%	(41)	8%	(114)	13%	(182)	76%	(1061)	1398
2020 Vote: Other	—	(0)	6%	(9)	23%	(38)	71%	(117)	164
2020 Vote: Didn't Vote	2%	(15)	7%	(62)	11%	(94)	80%	(703)	875
2018 House Vote: Democrat	4%	(59)	9%	(138)	13%	(189)	74%	(1088)	1475
2018 House Vote: Republican	3%	(38)	9%	(103)	13%	(160)	75%	(896)	1196
2018 House Vote: Someone else	6%	(7)	4%	(5)	16%	(20)	74%	(91)	123
2016 Vote: Hillary Clinton	4%	(55)	9%	(121)	12%	(166)	76%	(1057)	1400
2016 Vote: Donald Trump	3%	(43)	10%	(126)	14%	(188)	73%	(963)	1321
2016 Vote: Other	2%	(5)	6%	(14)	16%	(39)	77%	(191)	249
2016 Vote: Didn't Vote	2%	(32)	8%	(108)	13%	(178)	78%	(1106)	1425

Continued on next page



**Table MCSP9\_18: How interested are you in the following NHL teams?**  
New Jersey Devils

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(137)	8%	(369)	13%	(573)	75%	(3321)	4400
Voted in 2014: Yes	4%	(90)	9%	(226)	13%	(313)	74%	(1813)	2442
Voted in 2014: No	2%	(47)	7%	(143)	13%	(260)	77%	(1508)	1958
4-Region: Northeast	6%	(44)	13%	(104)	12%	(92)	69%	(547)	787
4-Region: Midwest	2%	(20)	6%	(57)	11%	(102)	81%	(746)	925
4-Region: South	3%	(43)	8%	(138)	12%	(201)	77%	(1267)	1648
4-Region: West	3%	(30)	7%	(70)	17%	(178)	73%	(762)	1040
2110001	3%	(67)	8%	(168)	12%	(265)	77%	(1682)	2182
2110009	3%	(70)	9%	(201)	14%	(308)	74%	(1639)	2218
Sports Fans	4%	(129)	12%	(335)	17%	(506)	67%	(1929)	2899
Avid Sports Fans	8%	(63)	16%	(135)	23%	(191)	53%	(435)	824
Casual Sports Fans	3%	(65)	10%	(200)	15%	(315)	72%	(1495)	2074
Non-Sports Fans	1%	(8)	2%	(34)	4%	(67)	93%	(1392)	1501
Sports Fans Non-NHL	1%	(16)	3%	(51)	9%	(128)	87%	(1291)	1486
NHL Fans	8%	(116)	20%	(301)	26%	(403)	46%	(704)	1523
Avid NHL Fans	12%	(47)	32%	(122)	28%	(109)	28%	(109)	387
Casual NHL Fans	6%	(69)	16%	(179)	26%	(293)	52%	(595)	1137
Has Favorite NHL Team	9%	(91)	19%	(197)	24%	(243)	48%	(496)	1026
Has Favorite MLB Team	5%	(90)	12%	(223)	17%	(308)	66%	(1201)	1823
Has Favorite NBA Team	7%	(101)	13%	(186)	20%	(291)	61%	(903)	1481
Has Favorite NFL Team	5%	(110)	11%	(259)	16%	(381)	68%	(1604)	2355
MLB Fans	5%	(115)	13%	(294)	19%	(437)	63%	(1416)	2262
NBA Fans	6%	(113)	13%	(271)	20%	(407)	61%	(1230)	2020
NFL Fans	5%	(125)	12%	(327)	18%	(490)	66%	(1819)	2762
Avid MLB Fans	7%	(54)	16%	(121)	18%	(134)	58%	(427)	736
Avid NBA	9%	(63)	18%	(123)	21%	(143)	51%	(348)	676
Avid NFL Fans	5%	(65)	13%	(153)	20%	(245)	61%	(737)	1200

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

**Table MCSP9\_19:** How interested are you in the following NHL teams?

New York Islanders

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(153)	9%	(409)	13%	(552)	75%	(3285)	4400
Gender: Male	5%	(112)	12%	(261)	16%	(336)	67%	(1416)	2124
Gender: Female	2%	(42)	7%	(148)	10%	(217)	82%	(1870)	2276
Age: 18-34	5%	(64)	12%	(152)	14%	(181)	70%	(913)	1310
Age: 35-44	4%	(30)	11%	(82)	15%	(106)	70%	(497)	715
Age: 45-64	3%	(46)	8%	(125)	12%	(180)	77%	(1151)	1502
Age: 65+	2%	(13)	6%	(50)	10%	(85)	83%	(724)	873
GenZers: 1997-2012	3%	(14)	10%	(46)	15%	(70)	72%	(335)	465
Millennials: 1981-1996	5%	(69)	12%	(156)	14%	(185)	68%	(867)	1276
GenXers: 1965-1980	4%	(37)	11%	(109)	13%	(129)	73%	(752)	1028
Baby Boomers: 1946-1964	2%	(32)	6%	(92)	10%	(149)	81%	(1182)	1455
PID: Dem (no lean)	5%	(90)	10%	(166)	12%	(201)	72%	(1196)	1653
PID: Ind (no lean)	2%	(28)	8%	(116)	14%	(199)	77%	(1120)	1464
PID: Rep (no lean)	3%	(36)	10%	(127)	12%	(152)	75%	(969)	1284
PID/Gender: Dem Men	9%	(68)	13%	(98)	15%	(116)	64%	(494)	776
PID/Gender: Dem Women	2%	(21)	8%	(68)	10%	(85)	80%	(702)	877
PID/Gender: Ind Men	2%	(16)	11%	(79)	17%	(126)	71%	(529)	750
PID/Gender: Ind Women	2%	(12)	5%	(37)	10%	(73)	83%	(591)	714
PID/Gender: Rep Men	5%	(28)	14%	(83)	16%	(94)	66%	(393)	598
PID/Gender: Rep Women	1%	(8)	6%	(43)	9%	(58)	84%	(576)	686
Ideo: Liberal (1-3)	5%	(69)	10%	(131)	13%	(159)	71%	(898)	1257
Ideo: Moderate (4)	3%	(42)	10%	(122)	16%	(199)	71%	(893)	1257
Ideo: Conservative (5-7)	3%	(37)	9%	(130)	11%	(157)	77%	(1110)	1434
Educ: < College	2%	(71)	8%	(235)	12%	(356)	78%	(2361)	3024
Educ: Bachelors degree	5%	(47)	12%	(107)	14%	(127)	68%	(607)	888
Educ: Post-grad	7%	(35)	14%	(67)	14%	(69)	65%	(317)	488
Income: Under 50k	3%	(62)	7%	(158)	12%	(289)	79%	(1905)	2415
Income: 50k-100k	3%	(46)	12%	(160)	13%	(177)	72%	(1003)	1387
Income: 100k+	7%	(45)	15%	(91)	14%	(86)	63%	(377)	598
Ethnicity: White	3%	(114)	9%	(309)	12%	(405)	76%	(2615)	3443
Ethnicity: Hispanic	4%	(30)	13%	(94)	13%	(93)	69%	(482)	699

Continued on next page

**Table MCSP9\_19:** How interested are you in the following NHL teams?  
 New York Islanders

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(153)	9%	(409)	13%	(552)	75%	(3285)	4400
Ethnicity: Black	5%	(29)	12%	(66)	13%	(73)	69%	(381)	549
Ethnicity: Other	3%	(11)	8%	(34)	18%	(74)	71%	(289)	408
All Christian	4%	(77)	10%	(207)	13%	(257)	73%	(1434)	1974
All Non-Christian	11%	(22)	19%	(39)	16%	(33)	55%	(113)	208
Atheist	3%	(8)	6%	(16)	14%	(36)	77%	(198)	258
Agnostic/Nothing in particular	2%	(23)	8%	(95)	11%	(141)	79%	(974)	1232
Something Else	3%	(24)	7%	(51)	12%	(86)	78%	(566)	727
Religious Non-Protestant/Catholic	9%	(23)	16%	(41)	15%	(36)	60%	(148)	247
Evangelical	4%	(39)	10%	(111)	12%	(128)	74%	(786)	1064
Non-Evangelical	4%	(61)	9%	(139)	13%	(209)	74%	(1170)	1578
Community: Urban	6%	(65)	12%	(136)	14%	(159)	69%	(798)	1158
Community: Suburban	3%	(68)	10%	(208)	13%	(275)	74%	(1539)	2091
Community: Rural	2%	(20)	6%	(65)	10%	(118)	82%	(948)	1151
Employ: Private Sector	5%	(67)	13%	(169)	15%	(207)	67%	(900)	1343
Employ: Government	7%	(18)	15%	(38)	11%	(30)	67%	(177)	263
Employ: Self-Employed	4%	(19)	16%	(67)	18%	(78)	61%	(261)	426
Employ: Homemaker	1%	(5)	6%	(20)	11%	(40)	82%	(286)	351
Employ: Student	6%	(9)	10%	(15)	12%	(17)	72%	(106)	148
Employ: Retired	3%	(25)	6%	(58)	9%	(93)	82%	(827)	1003
Employ: Unemployed	1%	(5)	4%	(23)	12%	(63)	83%	(454)	546
Employ: Other	1%	(4)	6%	(18)	8%	(24)	85%	(274)	321
Military HH: Yes	3%	(22)	8%	(52)	14%	(93)	74%	(487)	654
Military HH: No	4%	(132)	10%	(357)	12%	(459)	75%	(2798)	3746
RD/WT: Right Direction	6%	(94)	11%	(189)	13%	(219)	70%	(1164)	1666
RD/WT: Wrong Track	2%	(59)	8%	(220)	12%	(333)	78%	(2121)	2734
Biden Job Approve	5%	(99)	11%	(225)	13%	(260)	71%	(1420)	2004
Biden Job Disapprove	2%	(51)	8%	(172)	13%	(270)	77%	(1647)	2140

Continued on next page

**Table MCSP9\_19:** How interested are you in the following NHL teams?

New York Islanders

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(153)	9%	(409)	13%	(552)	75%	(3285)	4400
Biden Job Strongly Approve	7%	(66)	12%	(110)	10%	(94)	70%	(643)	913
Biden Job Somewhat Approve	3%	(33)	10%	(114)	15%	(167)	71%	(776)	1091
Biden Job Somewhat Disapprove	3%	(20)	9%	(56)	14%	(87)	75%	(484)	647
Biden Job Strongly Disapprove	2%	(31)	8%	(116)	12%	(182)	78%	(1163)	1493
Favorable of Biden	5%	(93)	11%	(219)	13%	(263)	72%	(1483)	2059
Unfavorable of Biden	3%	(55)	8%	(169)	13%	(265)	77%	(1604)	2093
Very Favorable of Biden	7%	(66)	12%	(119)	11%	(107)	71%	(715)	1006
Somewhat Favorable of Biden	3%	(27)	10%	(101)	15%	(157)	73%	(769)	1053
Somewhat Unfavorable of Biden	5%	(27)	9%	(53)	14%	(80)	72%	(406)	567
Very Unfavorable of Biden	2%	(28)	8%	(116)	12%	(185)	78%	(1198)	1527
#1 Issue: Economy	4%	(65)	9%	(139)	15%	(234)	73%	(1162)	1601
#1 Issue: Security	3%	(22)	9%	(66)	11%	(80)	77%	(554)	723
#1 Issue: Health Care	4%	(23)	14%	(77)	15%	(81)	68%	(379)	561
#1 Issue: Medicare / Social Security	2%	(12)	6%	(33)	10%	(50)	82%	(429)	525
#1 Issue: Women's Issues	3%	(9)	12%	(35)	9%	(27)	76%	(227)	299
#1 Issue: Education	5%	(9)	10%	(17)	16%	(27)	69%	(115)	168
#1 Issue: Energy	3%	(7)	9%	(21)	9%	(21)	78%	(178)	227
#1 Issue: Other	2%	(5)	7%	(21)	10%	(31)	81%	(240)	297
2020 Vote: Joe Biden	5%	(96)	10%	(188)	13%	(256)	72%	(1420)	1960
2020 Vote: Donald Trump	3%	(41)	10%	(134)	12%	(174)	75%	(1048)	1398
2020 Vote: Other	2%	(4)	9%	(14)	18%	(30)	71%	(117)	164
2020 Vote: Didn't Vote	1%	(12)	8%	(73)	10%	(92)	80%	(699)	875
2018 House Vote: Democrat	5%	(76)	10%	(147)	13%	(185)	72%	(1067)	1475
2018 House Vote: Republican	3%	(35)	11%	(127)	13%	(154)	74%	(880)	1196
2018 House Vote: Someone else	5%	(6)	7%	(9)	19%	(23)	70%	(86)	123
2016 Vote: Hillary Clinton	5%	(64)	10%	(142)	12%	(169)	73%	(1024)	1400
2016 Vote: Donald Trump	4%	(50)	10%	(137)	14%	(184)	72%	(949)	1321
2016 Vote: Other	2%	(5)	7%	(17)	18%	(44)	73%	(183)	249
2016 Vote: Didn't Vote	2%	(35)	8%	(111)	11%	(154)	79%	(1125)	1425

Continued on next page

**Table MCSP9\_19:** How interested are you in the following NHL teams?  
New York Islanders

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(153)	9%	(409)	13%	(552)	75%	(3285)	4400
Voted in 2014: Yes	4%	(93)	10%	(250)	13%	(321)	73%	(1777)	2442
Voted in 2014: No	3%	(60)	8%	(159)	12%	(231)	77%	(1508)	1958
4-Region: Northeast	6%	(47)	14%	(110)	14%	(110)	66%	(520)	787
4-Region: Midwest	2%	(15)	6%	(57)	11%	(98)	82%	(754)	925
4-Region: South	3%	(54)	9%	(150)	11%	(190)	76%	(1255)	1648
4-Region: West	4%	(38)	9%	(92)	15%	(155)	73%	(756)	1040
2110001	3%	(73)	8%	(184)	12%	(260)	76%	(1665)	2182
2110009	4%	(80)	10%	(225)	13%	(292)	73%	(1620)	2218
Sports Fans	5%	(150)	13%	(375)	17%	(490)	65%	(1883)	2899
Avid Sports Fans	10%	(84)	18%	(149)	19%	(159)	52%	(432)	824
Casual Sports Fans	3%	(66)	11%	(226)	16%	(331)	70%	(1451)	2074
Non-Sports Fans	—	(3)	2%	(34)	4%	(62)	93%	(1403)	1501
Sports Fans Non-NHL	1%	(21)	5%	(69)	9%	(141)	84%	(1255)	1486
NHL Fans	9%	(132)	21%	(320)	24%	(371)	46%	(700)	1523
Avid NHL Fans	18%	(69)	29%	(114)	24%	(92)	29%	(112)	387
Casual NHL Fans	6%	(63)	18%	(207)	25%	(279)	52%	(588)	1137
Has Favorite NHL Team	10%	(102)	21%	(211)	22%	(224)	48%	(490)	1026
Has Favorite MLB Team	6%	(105)	13%	(238)	16%	(301)	65%	(1180)	1823
Has Favorite NBA Team	7%	(111)	15%	(216)	18%	(265)	60%	(888)	1481
Has Favorite NFL Team	5%	(125)	12%	(289)	15%	(356)	67%	(1585)	2355
MLB Fans	6%	(135)	14%	(327)	18%	(416)	61%	(1384)	2262
NBA Fans	6%	(125)	15%	(300)	19%	(390)	60%	(1206)	2020
NFL Fans	5%	(144)	13%	(367)	16%	(455)	65%	(1796)	2762
Avid MLB Fans	10%	(74)	17%	(122)	18%	(130)	56%	(410)	736
Avid NBA	11%	(75)	17%	(117)	19%	(131)	52%	(353)	676
Avid NFL Fans	7%	(82)	15%	(180)	18%	(215)	60%	(723)	1200

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

**Table MCSP9\_20:** How interested are you in the following NHL teams?

New York Rangers

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	5%	(216)	10%	(457)	13%	(560)	72%	(3167)	4400
Gender: Male	7%	(144)	14%	(290)	15%	(324)	64%	(1366)	2124
Gender: Female	3%	(72)	7%	(167)	10%	(237)	79%	(1801)	2276
Age: 18-34	7%	(90)	12%	(154)	16%	(204)	66%	(862)	1310
Age: 35-44	7%	(47)	13%	(91)	14%	(100)	67%	(477)	715
Age: 45-64	4%	(55)	10%	(146)	12%	(180)	75%	(1121)	1502
Age: 65+	3%	(23)	8%	(67)	9%	(76)	81%	(706)	873
GenZers: 1997-2012	6%	(26)	12%	(55)	16%	(76)	66%	(309)	465
Millennials: 1981-1996	8%	(98)	11%	(146)	16%	(199)	65%	(834)	1276
GenXers: 1965-1980	5%	(50)	13%	(129)	12%	(127)	70%	(721)	1028
Baby Boomers: 1946-1964	3%	(38)	8%	(118)	10%	(140)	80%	(1159)	1455
PID: Dem (no lean)	7%	(113)	10%	(173)	13%	(209)	70%	(1157)	1653
PID: Ind (no lean)	3%	(51)	10%	(148)	13%	(193)	73%	(1071)	1464
PID: Rep (no lean)	4%	(52)	11%	(135)	12%	(158)	73%	(938)	1284
PID/Gender: Dem Men	11%	(82)	13%	(105)	14%	(111)	62%	(479)	776
PID/Gender: Dem Women	4%	(31)	8%	(69)	11%	(98)	77%	(679)	877
PID/Gender: Ind Men	4%	(27)	14%	(104)	15%	(116)	67%	(503)	750
PID/Gender: Ind Women	3%	(24)	6%	(45)	11%	(77)	80%	(568)	714
PID/Gender: Rep Men	6%	(35)	14%	(82)	16%	(96)	64%	(384)	598
PID/Gender: Rep Women	2%	(17)	8%	(54)	9%	(62)	81%	(554)	686
Ideo: Liberal (1-3)	7%	(92)	11%	(140)	12%	(157)	69%	(868)	1257
Ideo: Moderate (4)	4%	(55)	12%	(150)	16%	(195)	68%	(857)	1257
Ideo: Conservative (5-7)	4%	(60)	10%	(137)	12%	(174)	74%	(1064)	1434
Educ: < College	3%	(99)	10%	(290)	12%	(374)	75%	(2261)	3024
Educ: Bachelors degree	8%	(67)	13%	(115)	13%	(116)	66%	(589)	888
Educ: Post-grad	10%	(49)	11%	(52)	14%	(71)	65%	(316)	488
Income: Under 50k	3%	(79)	9%	(219)	12%	(290)	76%	(1826)	2415
Income: 50k-100k	6%	(86)	11%	(153)	14%	(188)	69%	(960)	1387
Income: 100k+	8%	(51)	14%	(84)	14%	(82)	64%	(381)	598
Ethnicity: White	5%	(164)	10%	(330)	12%	(425)	73%	(2525)	3443
Ethnicity: Hispanic	7%	(48)	13%	(94)	15%	(107)	64%	(450)	699

Continued on next page

**Table MCSP9\_20: How interested are you in the following NHL teams?**  
 New York Rangers

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	5%	(216)	10%	(457)	13%	(560)	72%	(3167)	4400
Ethnicity: Black	5%	(30)	14%	(74)	14%	(76)	67%	(369)	549
Ethnicity: Other	5%	(22)	13%	(53)	15%	(60)	67%	(273)	408
All Christian	5%	(106)	11%	(227)	13%	(255)	70%	(1387)	1974
All Non-Christian	15%	(32)	16%	(33)	15%	(31)	54%	(113)	208
Atheist	5%	(12)	9%	(22)	13%	(33)	74%	(191)	258
Agnostic/Nothing in particular	3%	(39)	9%	(105)	13%	(154)	76%	(935)	1232
Something Else	4%	(28)	10%	(70)	12%	(88)	74%	(542)	727
Religious Non-Protestant/Catholic	13%	(32)	15%	(37)	13%	(31)	59%	(147)	247
Evangelical	6%	(64)	10%	(104)	13%	(137)	71%	(760)	1064
Non-Evangelical	4%	(66)	12%	(183)	13%	(204)	71%	(1125)	1578
Community: Urban	8%	(90)	13%	(151)	14%	(164)	65%	(754)	1158
Community: Suburban	5%	(104)	10%	(213)	14%	(284)	71%	(1491)	2091
Community: Rural	2%	(22)	8%	(93)	10%	(113)	80%	(923)	1151
Employ: Private Sector	8%	(105)	13%	(173)	15%	(204)	64%	(862)	1343
Employ: Government	7%	(19)	15%	(40)	13%	(34)	64%	(170)	263
Employ: Self-Employed	8%	(35)	14%	(59)	19%	(81)	59%	(251)	426
Employ: Homemaker	2%	(6)	6%	(21)	13%	(45)	79%	(278)	351
Employ: Student	6%	(9)	8%	(11)	14%	(21)	72%	(107)	148
Employ: Retired	2%	(21)	9%	(88)	8%	(85)	81%	(810)	1003
Employ: Unemployed	3%	(16)	6%	(33)	12%	(63)	79%	(433)	546
Employ: Other	1%	(5)	10%	(32)	9%	(27)	80%	(256)	321
Military HH: Yes	5%	(35)	9%	(61)	12%	(80)	73%	(478)	654
Military HH: No	5%	(181)	11%	(396)	13%	(480)	72%	(2689)	3746
RD/WT: Right Direction	7%	(122)	12%	(194)	13%	(224)	68%	(1126)	1666
RD/WT: Wrong Track	3%	(93)	10%	(263)	12%	(336)	75%	(2041)	2734
Biden Job Approve	7%	(143)	12%	(234)	13%	(262)	68%	(1365)	2004
Biden Job Disapprove	3%	(71)	10%	(205)	13%	(275)	74%	(1589)	2140

Continued on next page

**Table MCSP9\_20:** How interested are you in the following NHL teams?

New York Rangers

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	5%	(216)	10%	(457)	13%	(560)	72%	(3167)	4400
Biden Job Strongly Approve	10%	(92)	12%	(108)	10%	(95)	68%	(619)	913
Biden Job Somewhat Approve	5%	(51)	12%	(127)	15%	(167)	68%	(746)	1091
Biden Job Somewhat Disapprove	4%	(24)	12%	(76)	13%	(85)	71%	(462)	647
Biden Job Strongly Disapprove	3%	(47)	9%	(130)	13%	(189)	75%	(1126)	1493
Favorable of Biden	7%	(141)	12%	(238)	13%	(261)	69%	(1418)	2059
Unfavorable of Biden	3%	(70)	9%	(194)	13%	(275)	74%	(1554)	2093
Very Favorable of Biden	10%	(105)	10%	(104)	11%	(116)	68%	(681)	1006
Somewhat Favorable of Biden	3%	(36)	13%	(134)	14%	(146)	70%	(737)	1053
Somewhat Unfavorable of Biden	5%	(28)	12%	(67)	13%	(74)	70%	(397)	567
Very Unfavorable of Biden	3%	(42)	8%	(127)	13%	(201)	76%	(1157)	1527
#1 Issue: Economy	5%	(83)	10%	(167)	15%	(242)	69%	(1108)	1601
#1 Issue: Security	4%	(29)	10%	(73)	11%	(77)	75%	(544)	723
#1 Issue: Health Care	8%	(43)	14%	(77)	12%	(66)	67%	(376)	561
#1 Issue: Medicare / Social Security	3%	(17)	8%	(40)	9%	(47)	80%	(420)	525
#1 Issue: Women's Issues	5%	(15)	11%	(33)	12%	(37)	72%	(214)	299
#1 Issue: Education	8%	(13)	9%	(15)	17%	(28)	67%	(112)	168
#1 Issue: Energy	4%	(10)	11%	(24)	11%	(24)	75%	(169)	227
#1 Issue: Other	2%	(6)	9%	(27)	14%	(40)	75%	(224)	297
2020 Vote: Joe Biden	7%	(136)	10%	(204)	13%	(252)	70%	(1368)	1960
2020 Vote: Donald Trump	4%	(57)	10%	(144)	13%	(186)	72%	(1011)	1398
2020 Vote: Other	4%	(6)	11%	(19)	20%	(32)	66%	(108)	164
2020 Vote: Didn't Vote	2%	(17)	10%	(90)	10%	(89)	78%	(679)	875
2018 House Vote: Democrat	7%	(104)	11%	(156)	12%	(177)	70%	(1037)	1475
2018 House Vote: Republican	4%	(50)	11%	(131)	14%	(164)	71%	(851)	1196
2018 House Vote: Someone else	4%	(5)	12%	(15)	20%	(25)	64%	(79)	123
2016 Vote: Hillary Clinton	7%	(92)	10%	(142)	12%	(170)	71%	(996)	1400
2016 Vote: Donald Trump	5%	(68)	11%	(144)	14%	(188)	70%	(921)	1321
2016 Vote: Other	2%	(6)	9%	(23)	16%	(39)	73%	(182)	249
2016 Vote: Didn't Vote	4%	(50)	10%	(148)	11%	(163)	75%	(1064)	1425

Continued on next page



**Table MCSP9\_20: How interested are you in the following NHL teams?**  
 New York Rangers

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	5%	(216)	10%	(457)	13%	(560)	72%	(3167)	4400
Voted in 2014: Yes	6%	(140)	10%	(256)	13%	(313)	71%	(1733)	2442
Voted in 2014: No	4%	(76)	10%	(201)	13%	(248)	73%	(1434)	1958
4-Region: Northeast	10%	(81)	14%	(112)	12%	(92)	64%	(503)	787
4-Region: Midwest	3%	(24)	7%	(66)	11%	(104)	79%	(731)	925
4-Region: South	4%	(73)	11%	(173)	12%	(199)	73%	(1202)	1648
4-Region: West	4%	(37)	10%	(106)	16%	(166)	70%	(731)	1040
2110001	4%	(91)	10%	(207)	12%	(264)	74%	(1619)	2182
2110009	6%	(125)	11%	(250)	13%	(296)	70%	(1548)	2218
Sports Fans	7%	(206)	14%	(416)	17%	(485)	62%	(1791)	2899
Avid Sports Fans	13%	(109)	18%	(151)	20%	(165)	48%	(398)	824
Casual Sports Fans	5%	(97)	13%	(265)	15%	(320)	67%	(1393)	2074
Non-Sports Fans	1%	(10)	3%	(40)	5%	(75)	92%	(1376)	1501
Sports Fans Non-NHL	2%	(24)	7%	(97)	9%	(136)	83%	(1230)	1486
NHL Fans	12%	(186)	22%	(334)	25%	(378)	41%	(626)	1523
Avid NHL Fans	22%	(85)	28%	(108)	26%	(99)	24%	(94)	387
Casual NHL Fans	9%	(101)	20%	(226)	25%	(279)	47%	(531)	1137
Has Favorite NHL Team	15%	(152)	22%	(221)	22%	(226)	42%	(427)	1026
Has Favorite MLB Team	9%	(160)	14%	(261)	16%	(292)	61%	(1110)	1823
Has Favorite NBA Team	11%	(163)	15%	(228)	18%	(270)	55%	(820)	1481
Has Favorite NFL Team	7%	(176)	13%	(313)	16%	(376)	63%	(1490)	2355
MLB Fans	8%	(189)	16%	(362)	18%	(410)	57%	(1300)	2262
NBA Fans	9%	(183)	16%	(323)	19%	(384)	56%	(1131)	2020
NFL Fans	7%	(204)	15%	(401)	17%	(458)	62%	(1700)	2762
Avid MLB Fans	15%	(109)	16%	(119)	17%	(124)	52%	(383)	736
Avid NBA	16%	(109)	16%	(110)	20%	(135)	48%	(322)	676
Avid NFL Fans	10%	(117)	14%	(174)	19%	(225)	57%	(684)	1200

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

**Table MCSP9\_21: How interested are you in the following NHL teams?**

Ottawa Senators

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	2%	(81)	6%	(257)	14%	(596)	79%	(3466)	4400
Gender: Male	2%	(52)	8%	(178)	18%	(379)	71%	(1515)	2124
Gender: Female	1%	(29)	3%	(78)	10%	(218)	86%	(1951)	2276
Age: 18-34	3%	(44)	8%	(107)	15%	(196)	73%	(963)	1310
Age: 35-44	3%	(21)	8%	(59)	16%	(115)	73%	(519)	715
Age: 45-64	1%	(12)	5%	(70)	13%	(196)	81%	(1223)	1502
Age: 65+	—	(4)	2%	(21)	10%	(88)	87%	(760)	873
GenZers: 1997-2012	3%	(12)	7%	(34)	16%	(74)	74%	(346)	465
Millennials: 1981-1996	4%	(45)	9%	(109)	16%	(202)	72%	(921)	1276
GenXers: 1965-1980	2%	(19)	7%	(67)	14%	(142)	78%	(799)	1028
Baby Boomers: 1946-1964	—	(4)	3%	(48)	11%	(161)	85%	(1243)	1455
PID: Dem (no lean)	3%	(50)	7%	(115)	13%	(212)	77%	(1275)	1653
PID: Ind (no lean)	1%	(10)	5%	(69)	15%	(216)	80%	(1169)	1464
PID: Rep (no lean)	2%	(21)	6%	(73)	13%	(168)	80%	(1022)	1284
PID/Gender: Dem Men	4%	(32)	10%	(79)	16%	(128)	69%	(538)	776
PID/Gender: Dem Women	2%	(19)	4%	(36)	10%	(85)	84%	(737)	877
PID/Gender: Ind Men	1%	(5)	7%	(50)	19%	(141)	74%	(553)	750
PID/Gender: Ind Women	1%	(5)	3%	(19)	10%	(74)	86%	(616)	714
PID/Gender: Rep Men	3%	(15)	8%	(49)	18%	(110)	71%	(424)	598
PID/Gender: Rep Women	1%	(6)	3%	(24)	9%	(59)	87%	(598)	686
Ideo: Liberal (1-3)	3%	(38)	8%	(98)	14%	(176)	75%	(947)	1257
Ideo: Moderate (4)	1%	(13)	6%	(78)	16%	(199)	77%	(966)	1257
Ideo: Conservative (5-7)	2%	(25)	5%	(69)	13%	(185)	81%	(1155)	1434
Educ: < College	1%	(40)	5%	(151)	12%	(369)	82%	(2465)	3024
Educ: Bachelors degree	2%	(22)	7%	(63)	17%	(147)	74%	(656)	888
Educ: Post-grad	4%	(19)	9%	(43)	17%	(81)	71%	(345)	488
Income: Under 50k	1%	(25)	5%	(115)	12%	(287)	82%	(1988)	2415
Income: 50k-100k	2%	(33)	6%	(77)	16%	(220)	76%	(1057)	1387
Income: 100k+	4%	(23)	11%	(64)	15%	(90)	70%	(421)	598
Ethnicity: White	2%	(57)	5%	(189)	13%	(445)	80%	(2753)	3443
Ethnicity: Hispanic	2%	(17)	6%	(45)	17%	(116)	74%	(520)	699

Continued on next page

**Table MCSP9\_21: How interested are you in the following NHL teams?**  
 Ottawa Senators

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	2%	(81)	6%	(257)	14%	(596)	79%	(3466)	4400
Ethnicity: Black	3%	(16)	8%	(44)	15%	(82)	74%	(405)	549
Ethnicity: Other	2%	(7)	6%	(24)	17%	(69)	75%	(308)	408
All Christian	2%	(33)	6%	(122)	15%	(288)	78%	(1532)	1974
All Non-Christian	8%	(16)	9%	(19)	16%	(34)	67%	(139)	208
Atheist	1%	(3)	5%	(14)	13%	(33)	81%	(208)	258
Agnostic/Nothing in particular	1%	(15)	5%	(62)	12%	(149)	82%	(1006)	1232
Something Else	2%	(13)	6%	(40)	13%	(92)	80%	(582)	727
Religious Non-Protestant/Catholic	7%	(16)	8%	(21)	15%	(38)	69%	(171)	247
Evangelical	3%	(30)	7%	(77)	13%	(139)	77%	(818)	1064
Non-Evangelical	1%	(15)	5%	(81)	15%	(234)	79%	(1247)	1578
Community: Urban	3%	(37)	9%	(107)	15%	(174)	73%	(840)	1158
Community: Suburban	2%	(34)	5%	(107)	14%	(291)	79%	(1658)	2091
Community: Rural	1%	(10)	4%	(43)	11%	(131)	84%	(967)	1151
Employ: Private Sector	3%	(39)	9%	(115)	16%	(219)	72%	(969)	1343
Employ: Government	4%	(9)	10%	(25)	16%	(41)	71%	(187)	263
Employ: Self-Employed	4%	(17)	7%	(28)	21%	(90)	68%	(291)	426
Employ: Homemaker	1%	(2)	5%	(18)	10%	(33)	85%	(297)	351
Employ: Student	—	(1)	11%	(17)	12%	(17)	76%	(113)	148
Employ: Retired	—	(5)	3%	(26)	11%	(107)	86%	(866)	1003
Employ: Unemployed	—	(3)	4%	(21)	10%	(53)	86%	(469)	546
Employ: Other	2%	(5)	2%	(7)	11%	(35)	85%	(274)	321
Military HH: Yes	2%	(14)	5%	(31)	14%	(90)	79%	(519)	654
Military HH: No	2%	(67)	6%	(226)	14%	(506)	79%	(2947)	3746
RD/WT: Right Direction	3%	(56)	9%	(142)	14%	(234)	74%	(1233)	1666
RD/WT: Wrong Track	1%	(25)	4%	(115)	13%	(362)	82%	(2232)	2734
Biden Job Approve	3%	(56)	8%	(156)	14%	(290)	75%	(1503)	2004
Biden Job Disapprove	1%	(24)	4%	(96)	13%	(285)	81%	(1735)	2140

Continued on next page

**Table MCSP9\_21: How interested are you in the following NHL teams?**

Ottawa Senators

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	2%	(81)	6%	(257)	14%	(596)	79%	(3466)	4400
Biden Job Strongly Approve	4%	(38)	9%	(83)	12%	(108)	75%	(684)	913
Biden Job Somewhat Approve	2%	(17)	7%	(72)	17%	(182)	75%	(819)	1091
Biden Job Somewhat Disapprove	1%	(6)	6%	(37)	13%	(86)	80%	(518)	647
Biden Job Strongly Disapprove	1%	(18)	4%	(59)	13%	(198)	82%	(1217)	1493
Favorable of Biden	3%	(53)	8%	(159)	14%	(289)	76%	(1558)	2059
Unfavorable of Biden	1%	(23)	4%	(88)	14%	(287)	81%	(1695)	2093
Very Favorable of Biden	4%	(39)	9%	(89)	12%	(125)	75%	(753)	1006
Somewhat Favorable of Biden	1%	(14)	7%	(70)	16%	(164)	76%	(805)	1053
Somewhat Unfavorable of Biden	1%	(5)	6%	(33)	16%	(90)	77%	(439)	567
Very Unfavorable of Biden	1%	(19)	4%	(54)	13%	(197)	82%	(1257)	1527
#1 Issue: Economy	1%	(23)	6%	(89)	15%	(242)	78%	(1246)	1601
#1 Issue: Security	2%	(17)	5%	(37)	13%	(92)	80%	(576)	723
#1 Issue: Health Care	3%	(19)	10%	(54)	14%	(79)	73%	(409)	561
#1 Issue: Medicare / Social Security	1%	(7)	3%	(16)	11%	(56)	85%	(446)	525
#1 Issue: Women's Issues	3%	(8)	6%	(18)	11%	(33)	80%	(240)	299
#1 Issue: Education	2%	(4)	9%	(16)	18%	(31)	70%	(118)	168
#1 Issue: Energy	1%	(1)	7%	(15)	10%	(22)	83%	(188)	227
#1 Issue: Other	—	(1)	4%	(11)	14%	(41)	82%	(244)	297
2020 Vote: Joe Biden	3%	(52)	7%	(139)	14%	(269)	77%	(1500)	1960
2020 Vote: Donald Trump	1%	(20)	5%	(77)	14%	(197)	79%	(1105)	1398
2020 Vote: Other	1%	(1)	4%	(7)	22%	(36)	73%	(120)	164
2020 Vote: Didn't Vote	1%	(7)	4%	(34)	11%	(94)	85%	(739)	875
2018 House Vote: Democrat	2%	(36)	7%	(103)	14%	(211)	76%	(1125)	1475
2018 House Vote: Republican	2%	(19)	6%	(73)	13%	(157)	79%	(946)	1196
2018 House Vote: Someone else	2%	(2)	7%	(9)	20%	(25)	71%	(88)	123
2016 Vote: Hillary Clinton	2%	(33)	6%	(91)	13%	(185)	78%	(1091)	1400
2016 Vote: Donald Trump	2%	(21)	6%	(79)	15%	(199)	77%	(1023)	1321
2016 Vote: Other	1%	(1)	4%	(11)	16%	(39)	79%	(198)	249
2016 Vote: Didn't Vote	2%	(25)	5%	(77)	12%	(172)	81%	(1151)	1425

Continued on next page

**Table MCSP9\_21: How interested are you in the following NHL teams?**  
Ottawa Senators

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	2%	(81)	6%	(257)	14%	(596)	79%	(3466)	4400
Voted in 2014: Yes	2%	(45)	7%	(162)	14%	(343)	78%	(1892)	2442
Voted in 2014: No	2%	(36)	5%	(95)	13%	(254)	80%	(1573)	1958
4-Region: Northeast	2%	(16)	6%	(44)	14%	(112)	78%	(615)	787
4-Region: Midwest	1%	(12)	4%	(40)	12%	(109)	83%	(764)	925
4-Region: South	2%	(26)	6%	(92)	14%	(223)	79%	(1307)	1648
4-Region: West	3%	(27)	8%	(81)	15%	(153)	75%	(779)	1040
2110001	2%	(39)	5%	(109)	13%	(275)	81%	(1758)	2182
2110009	2%	(42)	7%	(148)	14%	(321)	77%	(1707)	2218
Sports Fans	3%	(76)	8%	(236)	19%	(540)	71%	(2047)	2899
Avid Sports Fans	5%	(37)	13%	(106)	24%	(195)	59%	(486)	824
Casual Sports Fans	2%	(38)	6%	(130)	17%	(344)	75%	(1561)	2074
Non-Sports Fans	—	(5)	1%	(21)	4%	(57)	94%	(1419)	1501
Sports Fans Non-NHL	1%	(12)	2%	(23)	8%	(119)	90%	(1333)	1486
NHL Fans	4%	(67)	15%	(226)	29%	(439)	52%	(792)	1523
Avid NHL Fans	11%	(42)	25%	(96)	31%	(118)	34%	(130)	387
Casual NHL Fans	2%	(25)	11%	(130)	28%	(320)	58%	(662)	1137
Has Favorite NHL Team	5%	(52)	15%	(153)	26%	(264)	54%	(558)	1026
Has Favorite MLB Team	3%	(53)	9%	(157)	18%	(324)	71%	(1290)	1823
Has Favorite NBA Team	4%	(62)	10%	(151)	20%	(293)	66%	(975)	1481
Has Favorite NFL Team	2%	(58)	8%	(183)	17%	(401)	73%	(1713)	2355
MLB Fans	3%	(68)	9%	(211)	20%	(463)	67%	(1521)	2262
NBA Fans	3%	(69)	10%	(203)	21%	(427)	65%	(1322)	2020
NFL Fans	3%	(75)	8%	(231)	18%	(504)	71%	(1951)	2762
Avid MLB Fans	4%	(29)	12%	(89)	22%	(162)	62%	(456)	736
Avid NBA	6%	(40)	14%	(96)	23%	(154)	57%	(387)	676
Avid NFL Fans	3%	(32)	10%	(126)	21%	(250)	66%	(792)	1200

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

**Table MCSP9\_22: How interested are you in the following NHL teams?**  
*Philadelphia Flyers*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	4% (166)	9% (407)	13% (576)	74% (3251)	4400
Gender: Male	5% (112)	12% (262)	17% (354)	66% (1396)	2124
Gender: Female	2% (53)	6% (144)	10% (223)	82% (1856)	2276
Age: 18-34	6% (74)	11% (140)	14% (186)	69% (910)	1310
Age: 35-44	5% (36)	11% (80)	15% (107)	69% (491)	715
Age: 45-64	3% (46)	8% (118)	13% (196)	76% (1142)	1502
Age: 65+	1% (9)	8% (68)	10% (87)	81% (708)	873
GenZers: 1997-2012	5% (22)	9% (44)	16% (76)	70% (324)	465
Millennials: 1981-1996	6% (75)	12% (147)	14% (182)	68% (873)	1276
GenXers: 1965-1980	4% (44)	9% (95)	14% (142)	73% (747)	1028
Baby Boomers: 1946-1964	2% (24)	8% (112)	11% (155)	80% (1163)	1455
PID: Dem (no lean)	5% (82)	11% (178)	12% (206)	72% (1187)	1653
PID: Ind (no lean)	3% (41)	8% (118)	14% (206)	75% (1099)	1464
PID: Rep (no lean)	3% (42)	9% (111)	13% (165)	75% (966)	1284
PID/Gender: Dem Men	7% (56)	14% (111)	15% (118)	63% (491)	776
PID/Gender: Dem Women	3% (26)	8% (66)	10% (88)	79% (696)	877
PID/Gender: Ind Men	4% (27)	11% (83)	17% (130)	68% (510)	750
PID/Gender: Ind Women	2% (14)	5% (35)	11% (76)	82% (589)	714
PID/Gender: Rep Men	5% (28)	11% (68)	18% (106)	66% (395)	598
PID/Gender: Rep Women	2% (14)	6% (43)	9% (59)	83% (571)	686
Ideo: Liberal (1-3)	5% (62)	12% (149)	13% (164)	70% (882)	1257
Ideo: Moderate (4)	3% (43)	9% (118)	16% (207)	71% (889)	1257
Ideo: Conservative (5-7)	3% (46)	8% (118)	12% (173)	77% (1097)	1434
Educ: < College	3% (92)	8% (248)	12% (357)	77% (2328)	3024
Educ: Bachelors degree	4% (39)	11% (102)	16% (138)	69% (609)	888
Educ: Post-grad	7% (35)	12% (57)	17% (81)	65% (315)	488
Income: Under 50k	3% (62)	8% (194)	12% (286)	78% (1872)	2415
Income: 50k-100k	5% (69)	10% (136)	14% (198)	71% (983)	1387
Income: 100k+	6% (34)	13% (76)	15% (93)	66% (396)	598
Ethnicity: White	4% (124)	8% (282)	13% (444)	75% (2593)	3443
Ethnicity: Hispanic	4% (28)	11% (77)	16% (110)	69% (484)	699

Continued on next page

**Table MCSP9\_22: How interested are you in the following NHL teams?**  
 Philadelphia Flyers

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	4%	(166)	9%	(407)	13%	(576)	74%	(3251)	4400
Ethnicity: Black	6%	(34)	14%	(78)	12%	(67)	67%	(370)	549
Ethnicity: Other	2%	(7)	12%	(47)	16%	(65)	71%	(288)	408
All Christian	4%	(75)	11%	(214)	14%	(271)	72%	(1414)	1974
All Non-Christian	8%	(17)	13%	(28)	15%	(30)	64%	(132)	208
Atheist	4%	(11)	7%	(19)	10%	(27)	78%	(201)	258
Agnostic/Nothing in particular	3%	(36)	7%	(87)	13%	(158)	77%	(951)	1232
Something Else	4%	(26)	8%	(59)	12%	(90)	76%	(553)	727
Religious Non-Protestant/Catholic	7%	(17)	12%	(31)	14%	(33)	67%	(166)	247
Evangelical	5%	(52)	11%	(114)	12%	(129)	72%	(769)	1064
Non-Evangelical	3%	(49)	10%	(154)	14%	(224)	73%	(1151)	1578
Community: Urban	5%	(60)	12%	(138)	15%	(176)	68%	(784)	1158
Community: Suburban	4%	(77)	9%	(193)	14%	(285)	73%	(1536)	2091
Community: Rural	2%	(28)	7%	(76)	10%	(116)	81%	(931)	1151
Employ: Private Sector	6%	(74)	11%	(150)	16%	(217)	67%	(902)	1343
Employ: Government	7%	(19)	15%	(39)	12%	(31)	66%	(174)	263
Employ: Self-Employed	6%	(24)	13%	(54)	19%	(83)	62%	(265)	426
Employ: Homemaker	4%	(14)	6%	(21)	9%	(31)	81%	(285)	351
Employ: Student	2%	(4)	10%	(14)	13%	(19)	75%	(111)	148
Employ: Retired	2%	(18)	8%	(77)	11%	(112)	79%	(797)	1003
Employ: Unemployed	2%	(9)	6%	(33)	10%	(52)	83%	(451)	546
Employ: Other	1%	(3)	6%	(19)	10%	(32)	83%	(267)	321
Military HH: Yes	3%	(22)	10%	(63)	13%	(87)	74%	(482)	654
Military HH: No	4%	(144)	9%	(344)	13%	(490)	74%	(2769)	3746
RD/WT: Right Direction	6%	(96)	11%	(188)	15%	(243)	68%	(1139)	1666
RD/WT: Wrong Track	3%	(70)	8%	(218)	12%	(333)	77%	(2113)	2734
Biden Job Approve	5%	(105)	11%	(218)	14%	(280)	70%	(1401)	2004
Biden Job Disapprove	3%	(56)	8%	(177)	13%	(273)	76%	(1634)	2140

Continued on next page

**Table MCSP9\_22: How interested are you in the following NHL teams?**  
Philadelphia Flyers

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	4%	(166)	9%	(407)	13%	(576)	74%	(3251)	4400
Biden Job Strongly Approve	6%	(55)	12%	(108)	12%	(111)	70%	(639)	913
Biden Job Somewhat Approve	5%	(50)	10%	(109)	15%	(169)	70%	(762)	1091
Biden Job Somewhat Disapprove	4%	(23)	10%	(64)	13%	(86)	73%	(474)	647
Biden Job Strongly Disapprove	2%	(33)	8%	(113)	13%	(187)	78%	(1160)	1493
Favorable of Biden	5%	(105)	11%	(229)	13%	(271)	71%	(1454)	2059
Unfavorable of Biden	2%	(52)	7%	(155)	13%	(281)	77%	(1605)	2093
Very Favorable of Biden	6%	(61)	12%	(122)	12%	(121)	70%	(703)	1006
Somewhat Favorable of Biden	4%	(44)	10%	(107)	14%	(150)	71%	(751)	1053
Somewhat Unfavorable of Biden	3%	(16)	10%	(55)	15%	(87)	72%	(409)	567
Very Unfavorable of Biden	2%	(35)	7%	(100)	13%	(194)	78%	(1197)	1527
#1 Issue: Economy	4%	(62)	9%	(139)	15%	(238)	73%	(1161)	1601
#1 Issue: Security	3%	(24)	9%	(66)	12%	(89)	75%	(545)	723
#1 Issue: Health Care	5%	(30)	13%	(73)	14%	(78)	68%	(381)	561
#1 Issue: Medicare / Social Security	3%	(14)	6%	(33)	10%	(53)	81%	(425)	525
#1 Issue: Women's Issues	2%	(6)	11%	(31)	10%	(31)	77%	(230)	299
#1 Issue: Education	5%	(9)	14%	(24)	17%	(29)	63%	(106)	168
#1 Issue: Energy	5%	(12)	7%	(15)	10%	(23)	78%	(177)	227
#1 Issue: Other	3%	(8)	8%	(25)	12%	(36)	77%	(228)	297
2020 Vote: Joe Biden	5%	(101)	11%	(210)	13%	(256)	71%	(1392)	1960
2020 Vote: Donald Trump	3%	(41)	9%	(122)	14%	(195)	74%	(1041)	1398
2020 Vote: Other	3%	(5)	10%	(16)	18%	(30)	69%	(113)	164
2020 Vote: Didn't Vote	2%	(18)	7%	(59)	11%	(95)	80%	(703)	875
2018 House Vote: Democrat	5%	(67)	10%	(151)	14%	(203)	71%	(1053)	1475
2018 House Vote: Republican	4%	(44)	9%	(111)	14%	(167)	73%	(874)	1196
2018 House Vote: Someone else	5%	(6)	13%	(16)	15%	(19)	67%	(83)	123
2016 Vote: Hillary Clinton	5%	(65)	10%	(134)	13%	(188)	72%	(1012)	1400
2016 Vote: Donald Trump	4%	(49)	10%	(137)	13%	(175)	73%	(959)	1321
2016 Vote: Other	1%	(3)	8%	(19)	18%	(46)	73%	(182)	249
2016 Vote: Didn't Vote	3%	(48)	8%	(114)	12%	(167)	77%	(1095)	1425

Continued on next page



**Table MCSP9\_22: How interested are you in the following NHL teams?**  
 Philadelphia Flyers

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	4%	(166)	9%	(407)	13%	(576)	74%	(3251)	4400
Voted in 2014: Yes	4%	(101)	10%	(237)	14%	(336)	72%	(1767)	2442
Voted in 2014: No	3%	(64)	9%	(169)	12%	(240)	76%	(1484)	1958
4-Region: Northeast	8%	(61)	13%	(102)	12%	(98)	67%	(526)	787
4-Region: Midwest	2%	(15)	8%	(71)	11%	(104)	79%	(734)	925
4-Region: South	3%	(54)	8%	(136)	13%	(222)	75%	(1237)	1648
4-Region: West	3%	(34)	9%	(98)	15%	(153)	73%	(755)	1040
2110001	4%	(78)	9%	(189)	12%	(263)	76%	(1652)	2182
2110009	4%	(88)	10%	(217)	14%	(314)	72%	(1600)	2218
Sports Fans	5%	(158)	13%	(371)	18%	(514)	64%	(1856)	2899
Avid Sports Fans	10%	(84)	17%	(139)	21%	(172)	52%	(429)	824
Casual Sports Fans	4%	(74)	11%	(231)	16%	(341)	69%	(1428)	2074
Non-Sports Fans	1%	(8)	2%	(36)	4%	(63)	93%	(1395)	1501
Sports Fans Non-NHL	1%	(21)	5%	(68)	10%	(145)	84%	(1253)	1486
NHL Fans	9%	(143)	21%	(320)	26%	(391)	44%	(670)	1523
Avid NHL Fans	16%	(63)	29%	(111)	28%	(108)	27%	(105)	387
Casual NHL Fans	7%	(80)	18%	(209)	25%	(283)	50%	(565)	1137
Has Favorite NHL Team	12%	(123)	20%	(210)	22%	(228)	45%	(466)	1026
Has Favorite MLB Team	7%	(122)	12%	(228)	16%	(301)	64%	(1172)	1823
Has Favorite NBA Team	8%	(120)	15%	(216)	18%	(273)	59%	(872)	1481
Has Favorite NFL Team	6%	(137)	12%	(273)	16%	(381)	66%	(1563)	2355
MLB Fans	6%	(144)	14%	(317)	19%	(423)	61%	(1378)	2262
NBA Fans	7%	(133)	15%	(301)	20%	(397)	59%	(1190)	2020
NFL Fans	6%	(155)	13%	(367)	17%	(477)	64%	(1764)	2762
Avid MLB Fans	9%	(63)	16%	(121)	19%	(138)	56%	(414)	736
Avid NBA	12%	(81)	18%	(120)	20%	(133)	51%	(341)	676
Avid NFL Fans	8%	(95)	14%	(172)	19%	(223)	59%	(710)	1200

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

**Table MCSP9\_23: How interested are you in the following NHL teams?**  
Pittsburgh Penguins

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	5%	(200)	10%	(422)	12%	(534)	74%	(3245)	4400
Gender: Male	6%	(132)	13%	(268)	15%	(312)	66%	(1412)	2124
Gender: Female	3%	(68)	7%	(154)	10%	(222)	81%	(1833)	2276
Age: 18-34	7%	(89)	13%	(165)	12%	(164)	68%	(892)	1310
Age: 35-44	6%	(46)	10%	(74)	15%	(104)	69%	(490)	715
Age: 45-64	3%	(45)	8%	(126)	12%	(186)	76%	(1145)	1502
Age: 65+	2%	(20)	6%	(56)	9%	(80)	82%	(717)	873
GenZers: 1997-2012	4%	(20)	12%	(56)	15%	(68)	69%	(321)	465
Millennials: 1981-1996	8%	(97)	12%	(155)	13%	(167)	67%	(857)	1276
GenXers: 1965-1980	5%	(49)	10%	(106)	12%	(126)	73%	(746)	1028
Baby Boomers: 1946-1964	2%	(33)	6%	(94)	11%	(153)	81%	(1175)	1455
PID: Dem (no lean)	6%	(105)	11%	(176)	12%	(193)	71%	(1178)	1653
PID: Ind (no lean)	3%	(39)	8%	(115)	13%	(189)	77%	(1121)	1464
PID: Rep (no lean)	4%	(57)	10%	(130)	12%	(152)	74%	(945)	1284
PID/Gender: Dem Men	9%	(72)	13%	(102)	13%	(101)	65%	(502)	776
PID/Gender: Dem Women	4%	(33)	9%	(75)	11%	(92)	77%	(676)	877
PID/Gender: Ind Men	3%	(25)	11%	(86)	15%	(116)	70%	(523)	750
PID/Gender: Ind Women	2%	(14)	4%	(29)	10%	(73)	84%	(598)	714
PID/Gender: Rep Men	6%	(36)	13%	(80)	16%	(96)	65%	(386)	598
PID/Gender: Rep Women	3%	(21)	7%	(50)	8%	(56)	81%	(559)	686
Ideo: Liberal (1-3)	6%	(75)	11%	(140)	12%	(152)	71%	(890)	1257
Ideo: Moderate (4)	4%	(53)	10%	(124)	16%	(200)	70%	(880)	1257
Ideo: Conservative (5-7)	4%	(61)	9%	(135)	11%	(153)	76%	(1085)	1434
Educ: < College	4%	(126)	8%	(249)	11%	(340)	76%	(2309)	3024
Educ: Bachelors degree	5%	(43)	12%	(107)	14%	(122)	69%	(615)	888
Educ: Post-grad	6%	(31)	13%	(65)	15%	(72)	66%	(321)	488
Income: Under 50k	4%	(104)	7%	(174)	11%	(271)	77%	(1867)	2415
Income: 50k-100k	5%	(65)	12%	(163)	13%	(181)	71%	(978)	1387
Income: 100k+	5%	(31)	14%	(85)	14%	(82)	67%	(400)	598
Ethnicity: White	4%	(148)	9%	(315)	12%	(410)	75%	(2571)	3443
Ethnicity: Hispanic	4%	(27)	14%	(96)	12%	(85)	70%	(491)	699

Continued on next page

**Table MCSP9\_23: How interested are you in the following NHL teams?**  
 Pittsburgh Penguins

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	5%	(200)	10%	(422)	12%	(534)	74%	(3245)	4400
Ethnicity: Black	7%	(37)	10%	(53)	13%	(70)	71%	(388)	549
Ethnicity: Other	4%	(16)	13%	(53)	13%	(54)	70%	(286)	408
All Christian	5%	(98)	11%	(212)	13%	(264)	71%	(1400)	1974
All Non-Christian	8%	(17)	16%	(34)	14%	(29)	62%	(129)	208
Atheist	3%	(7)	7%	(19)	13%	(33)	77%	(199)	258
Agnostic/Nothing in particular	4%	(47)	8%	(94)	10%	(128)	78%	(964)	1232
Something Else	4%	(32)	9%	(62)	11%	(80)	76%	(553)	727
Religious Non-Protestant/Catholic	7%	(18)	15%	(36)	12%	(29)	66%	(164)	247
Evangelical	5%	(58)	10%	(102)	12%	(132)	73%	(772)	1064
Non-Evangelical	4%	(69)	11%	(167)	13%	(211)	72%	(1131)	1578
Community: Urban	6%	(69)	12%	(136)	14%	(160)	69%	(794)	1158
Community: Suburban	4%	(84)	10%	(212)	13%	(270)	73%	(1525)	2091
Community: Rural	4%	(48)	6%	(73)	9%	(104)	80%	(926)	1151
Employ: Private Sector	6%	(84)	12%	(160)	15%	(199)	67%	(900)	1343
Employ: Government	6%	(16)	17%	(46)	11%	(29)	65%	(172)	263
Employ: Self-Employed	7%	(29)	12%	(53)	17%	(74)	64%	(270)	426
Employ: Homemaker	4%	(13)	5%	(17)	12%	(41)	80%	(280)	351
Employ: Student	3%	(5)	12%	(18)	17%	(25)	68%	(100)	148
Employ: Retired	2%	(22)	6%	(65)	10%	(99)	81%	(817)	1003
Employ: Unemployed	4%	(22)	7%	(39)	9%	(48)	80%	(437)	546
Employ: Other	3%	(10)	7%	(24)	6%	(19)	83%	(268)	321
Military HH: Yes	5%	(30)	11%	(73)	11%	(72)	73%	(480)	654
Military HH: No	5%	(171)	9%	(349)	12%	(462)	74%	(2765)	3746
RD/WT: Right Direction	7%	(109)	11%	(188)	12%	(204)	70%	(1165)	1666
RD/WT: Wrong Track	3%	(91)	9%	(233)	12%	(330)	76%	(2080)	2734
Biden Job Approve	6%	(122)	11%	(226)	12%	(233)	71%	(1423)	2004
Biden Job Disapprove	4%	(78)	9%	(187)	13%	(282)	74%	(1594)	2140

Continued on next page

**Table MCSP9\_23: How interested are you in the following NHL teams?**  
Pittsburgh Penguins

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	5%	(200)	10%	(422)	12%	(534)	74%	(3245)	4400
Biden Job Strongly Approve	8%	(74)	11%	(103)	9%	(86)	71%	(649)	913
Biden Job Somewhat Approve	4%	(48)	11%	(122)	13%	(147)	71%	(774)	1091
Biden Job Somewhat Disapprove	5%	(33)	10%	(68)	13%	(86)	71%	(460)	647
Biden Job Strongly Disapprove	3%	(45)	8%	(119)	13%	(195)	76%	(1134)	1493
Favorable of Biden	6%	(121)	11%	(232)	12%	(237)	71%	(1469)	2059
Unfavorable of Biden	4%	(76)	8%	(174)	13%	(277)	75%	(1565)	2093
Very Favorable of Biden	8%	(80)	11%	(113)	10%	(102)	71%	(711)	1006
Somewhat Favorable of Biden	4%	(41)	11%	(119)	13%	(135)	72%	(757)	1053
Somewhat Unfavorable of Biden	5%	(26)	10%	(58)	15%	(84)	70%	(399)	567
Very Unfavorable of Biden	3%	(51)	8%	(116)	13%	(193)	76%	(1167)	1527
#1 Issue: Economy	5%	(86)	10%	(165)	14%	(218)	71%	(1132)	1601
#1 Issue: Security	4%	(29)	8%	(58)	12%	(89)	76%	(547)	723
#1 Issue: Health Care	5%	(31)	12%	(69)	13%	(74)	69%	(387)	561
#1 Issue: Medicare / Social Security	3%	(17)	7%	(36)	9%	(45)	81%	(427)	525
#1 Issue: Women's Issues	4%	(13)	11%	(33)	8%	(25)	76%	(227)	299
#1 Issue: Education	5%	(8)	13%	(21)	15%	(26)	68%	(113)	168
#1 Issue: Energy	4%	(10)	9%	(20)	9%	(21)	78%	(176)	227
#1 Issue: Other	2%	(7)	6%	(19)	12%	(35)	79%	(236)	297
2020 Vote: Joe Biden	6%	(115)	11%	(209)	12%	(228)	72%	(1407)	1960
2020 Vote: Donald Trump	4%	(53)	10%	(133)	14%	(196)	73%	(1016)	1398
2020 Vote: Other	3%	(4)	10%	(17)	16%	(26)	71%	(117)	164
2020 Vote: Didn't Vote	3%	(28)	7%	(61)	9%	(82)	80%	(703)	875
2018 House Vote: Democrat	6%	(86)	10%	(149)	12%	(178)	72%	(1061)	1475
2018 House Vote: Republican	4%	(53)	10%	(125)	13%	(153)	72%	(866)	1196
2018 House Vote: Someone else	4%	(5)	10%	(13)	14%	(17)	72%	(89)	123
2016 Vote: Hillary Clinton	6%	(82)	10%	(134)	11%	(161)	73%	(1023)	1400
2016 Vote: Donald Trump	4%	(54)	11%	(145)	14%	(180)	71%	(941)	1321
2016 Vote: Other	2%	(6)	8%	(19)	16%	(39)	74%	(185)	249
2016 Vote: Didn't Vote	4%	(59)	9%	(122)	11%	(151)	77%	(1092)	1425

Continued on next page

**Table MCSP9\_23: How interested are you in the following NHL teams?**  
 Pittsburgh Penguins

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	5%	(200)	10%	(422)	12%	(534)	74%	(3245)	4400
Voted in 2014: Yes	5%	(124)	10%	(252)	12%	(298)	72%	(1768)	2442
Voted in 2014: No	4%	(76)	9%	(169)	12%	(236)	75%	(1477)	1958
4-Region: Northeast	7%	(53)	12%	(97)	11%	(89)	70%	(548)	787
4-Region: Midwest	4%	(33)	8%	(77)	11%	(98)	77%	(716)	925
4-Region: South	5%	(75)	9%	(147)	12%	(200)	74%	(1226)	1648
4-Region: West	4%	(38)	10%	(101)	14%	(146)	73%	(755)	1040
2110001	5%	(101)	9%	(205)	11%	(246)	75%	(1629)	2182
2110009	4%	(99)	10%	(216)	13%	(287)	73%	(1616)	2218
Sports Fans	6%	(182)	13%	(382)	16%	(470)	64%	(1864)	2899
Avid Sports Fans	11%	(87)	18%	(150)	20%	(168)	51%	(419)	824
Casual Sports Fans	5%	(95)	11%	(232)	15%	(302)	70%	(1445)	2074
Non-Sports Fans	1%	(18)	3%	(39)	4%	(63)	92%	(1380)	1501
Sports Fans Non-NHL	1%	(21)	5%	(69)	9%	(128)	85%	(1269)	1486
NHL Fans	11%	(173)	22%	(329)	24%	(362)	43%	(658)	1523
Avid NHL Fans	19%	(74)	32%	(122)	21%	(83)	28%	(107)	387
Casual NHL Fans	9%	(99)	18%	(207)	25%	(280)	48%	(551)	1137
Has Favorite NHL Team	14%	(145)	21%	(220)	21%	(211)	44%	(450)	1026
Has Favorite MLB Team	7%	(133)	14%	(256)	15%	(282)	63%	(1152)	1823
Has Favorite NBA Team	8%	(115)	14%	(213)	18%	(263)	60%	(890)	1481
Has Favorite NFL Team	7%	(163)	13%	(300)	15%	(363)	65%	(1528)	2355
MLB Fans	7%	(166)	15%	(335)	17%	(387)	61%	(1374)	2262
NBA Fans	7%	(148)	15%	(297)	18%	(368)	60%	(1208)	2020
NFL Fans	7%	(182)	13%	(366)	16%	(452)	64%	(1762)	2762
Avid MLB Fans	9%	(65)	17%	(128)	18%	(133)	56%	(411)	736
Avid NBA	11%	(76)	17%	(116)	19%	(129)	53%	(355)	676
Avid NFL Fans	8%	(95)	16%	(195)	18%	(210)	58%	(700)	1200

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

**Table MCSP9\_24:** How interested are you in the following NHL teams?

San Jose Sharks

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(129)	7%	(322)	14%	(604)	76%	(3345)	4400
Gender: Male	4%	(81)	10%	(222)	18%	(374)	68%	(1447)	2124
Gender: Female	2%	(48)	4%	(100)	10%	(231)	83%	(1898)	2276
Age: 18-34	5%	(70)	10%	(129)	15%	(193)	70%	(919)	1310
Age: 35-44	5%	(34)	10%	(70)	17%	(124)	68%	(487)	715
Age: 45-64	1%	(20)	7%	(99)	13%	(196)	79%	(1186)	1502
Age: 65+	1%	(5)	3%	(24)	10%	(91)	86%	(753)	873
GenZers: 1997-2012	4%	(18)	9%	(42)	16%	(75)	71%	(330)	465
Millennials: 1981-1996	6%	(71)	10%	(126)	16%	(203)	69%	(876)	1276
GenXers: 1965-1980	3%	(27)	10%	(98)	14%	(142)	74%	(760)	1028
Baby Boomers: 1946-1964	1%	(12)	4%	(52)	11%	(163)	84%	(1228)	1455
PID: Dem (no lean)	4%	(72)	9%	(141)	13%	(221)	74%	(1218)	1653
PID: Ind (no lean)	2%	(25)	6%	(88)	15%	(214)	78%	(1137)	1464
PID: Rep (no lean)	2%	(32)	7%	(93)	13%	(169)	77%	(990)	1284
PID/Gender: Dem Men	5%	(41)	13%	(103)	16%	(126)	65%	(506)	776
PID/Gender: Dem Women	4%	(31)	4%	(38)	11%	(95)	81%	(712)	877
PID/Gender: Ind Men	2%	(17)	8%	(59)	19%	(142)	71%	(531)	750
PID/Gender: Ind Women	1%	(7)	4%	(29)	10%	(72)	85%	(606)	714
PID/Gender: Rep Men	4%	(22)	10%	(60)	18%	(106)	69%	(410)	598
PID/Gender: Rep Women	1%	(9)	5%	(33)	9%	(64)	85%	(580)	686
Ideo: Liberal (1-3)	5%	(59)	8%	(101)	14%	(179)	73%	(919)	1257
Ideo: Moderate (4)	3%	(32)	8%	(102)	15%	(193)	74%	(930)	1257
Ideo: Conservative (5-7)	2%	(30)	8%	(111)	13%	(187)	77%	(1106)	1434
Educ: < College	2%	(70)	7%	(204)	12%	(376)	79%	(2374)	3024
Educ: Bachelors degree	4%	(32)	8%	(74)	16%	(143)	72%	(638)	888
Educ: Post-grad	5%	(26)	9%	(44)	17%	(85)	68%	(333)	488
Income: Under 50k	2%	(51)	6%	(148)	13%	(303)	79%	(1912)	2415
Income: 50k-100k	4%	(49)	8%	(107)	15%	(209)	74%	(1021)	1387
Income: 100k+	5%	(29)	11%	(66)	15%	(91)	69%	(412)	598
Ethnicity: White	3%	(88)	7%	(229)	13%	(452)	78%	(2674)	3443
Ethnicity: Hispanic	6%	(40)	9%	(64)	16%	(112)	69%	(484)	699

Continued on next page

**Table MCSP9\_24: How interested are you in the following NHL teams?**  
 San Jose Sharks

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(129)	7%	(322)	14%	(604)	76%	(3345)	4400
Ethnicity: Black	4%	(24)	9%	(51)	15%	(83)	71%	(390)	549
Ethnicity: Other	4%	(16)	10%	(42)	17%	(69)	69%	(281)	408
All Christian	3%	(53)	8%	(165)	15%	(287)	74%	(1470)	1974
All Non-Christian	7%	(14)	11%	(23)	17%	(35)	66%	(136)	208
Atheist	4%	(10)	7%	(18)	14%	(35)	76%	(195)	258
Agnostic/Nothing in particular	3%	(33)	5%	(60)	13%	(157)	80%	(982)	1232
Something Else	3%	(19)	8%	(56)	13%	(91)	77%	(562)	727
Religious Non-Protestant/Catholic	7%	(16)	10%	(24)	15%	(37)	69%	(170)	247
Evangelical	3%	(35)	10%	(101)	14%	(144)	74%	(783)	1064
Non-Evangelical	2%	(33)	7%	(116)	14%	(229)	76%	(1200)	1578
Community: Urban	5%	(56)	10%	(113)	16%	(183)	70%	(807)	1158
Community: Suburban	3%	(54)	7%	(145)	14%	(292)	76%	(1599)	2091
Community: Rural	2%	(19)	6%	(63)	11%	(129)	82%	(939)	1151
Employ: Private Sector	4%	(57)	10%	(141)	16%	(212)	70%	(934)	1343
Employ: Government	6%	(16)	9%	(23)	17%	(44)	68%	(180)	263
Employ: Self-Employed	5%	(23)	11%	(48)	21%	(88)	63%	(267)	426
Employ: Homemaker	1%	(3)	6%	(20)	10%	(35)	84%	(293)	351
Employ: Student	3%	(5)	8%	(11)	15%	(23)	74%	(109)	148
Employ: Retired	—	(5)	3%	(35)	11%	(109)	85%	(855)	1003
Employ: Unemployed	2%	(12)	6%	(30)	12%	(66)	80%	(437)	546
Employ: Other	2%	(8)	4%	(14)	9%	(30)	84%	(269)	321
Military HH: Yes	3%	(19)	6%	(41)	15%	(101)	76%	(494)	654
Military HH: No	3%	(110)	8%	(281)	13%	(504)	76%	(2851)	3746
RD/WT: Right Direction	5%	(87)	9%	(147)	14%	(236)	72%	(1196)	1666
RD/WT: Wrong Track	2%	(41)	6%	(175)	13%	(368)	79%	(2149)	2734
Biden Job Approve	5%	(94)	8%	(170)	14%	(283)	73%	(1457)	2004
Biden Job Disapprove	2%	(34)	7%	(147)	14%	(299)	78%	(1661)	2140

Continued on next page

**Table MCSP9\_24:** How interested are you in the following NHL teams?

San Jose Sharks

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(129)	7%	(322)	14%	(604)	76%	(3345)	4400
Biden Job Strongly Approve	6%	(51)	9%	(83)	12%	(109)	73%	(669)	913
Biden Job Somewhat Approve	4%	(42)	8%	(86)	16%	(173)	72%	(788)	1091
Biden Job Somewhat Disapprove	1%	(8)	8%	(53)	16%	(100)	75%	(486)	647
Biden Job Strongly Disapprove	2%	(26)	6%	(94)	13%	(198)	79%	(1174)	1493
Favorable of Biden	4%	(92)	8%	(169)	14%	(293)	73%	(1504)	2059
Unfavorable of Biden	2%	(31)	7%	(144)	14%	(290)	78%	(1627)	2093
Very Favorable of Biden	6%	(57)	8%	(83)	13%	(132)	73%	(734)	1006
Somewhat Favorable of Biden	3%	(36)	8%	(86)	15%	(161)	73%	(770)	1053
Somewhat Unfavorable of Biden	2%	(11)	10%	(54)	15%	(83)	74%	(419)	567
Very Unfavorable of Biden	1%	(21)	6%	(90)	14%	(208)	79%	(1208)	1527
#1 Issue: Economy	3%	(45)	8%	(134)	15%	(243)	74%	(1179)	1601
#1 Issue: Security	3%	(19)	7%	(50)	13%	(95)	77%	(558)	723
#1 Issue: Health Care	5%	(29)	10%	(59)	13%	(74)	71%	(399)	561
#1 Issue: Medicare / Social Security	2%	(11)	3%	(13)	12%	(62)	84%	(439)	525
#1 Issue: Women's Issues	3%	(8)	7%	(21)	13%	(40)	77%	(230)	299
#1 Issue: Education	3%	(6)	11%	(18)	19%	(31)	67%	(113)	168
#1 Issue: Energy	3%	(7)	7%	(15)	11%	(25)	79%	(179)	227
#1 Issue: Other	2%	(5)	4%	(11)	11%	(34)	83%	(247)	297
2020 Vote: Joe Biden	4%	(86)	8%	(153)	14%	(271)	74%	(1450)	1960
2020 Vote: Donald Trump	2%	(31)	8%	(105)	14%	(201)	76%	(1061)	1398
2020 Vote: Other	—	(0)	7%	(12)	19%	(31)	74%	(121)	164
2020 Vote: Didn't Vote	1%	(11)	6%	(52)	11%	(100)	81%	(711)	875
2018 House Vote: Democrat	4%	(57)	7%	(109)	14%	(212)	74%	(1097)	1475
2018 House Vote: Republican	2%	(22)	8%	(98)	14%	(168)	76%	(908)	1196
2018 House Vote: Someone else	2%	(2)	9%	(11)	19%	(24)	70%	(87)	123
2016 Vote: Hillary Clinton	4%	(55)	7%	(96)	13%	(187)	76%	(1062)	1400
2016 Vote: Donald Trump	2%	(30)	8%	(106)	15%	(202)	74%	(983)	1321
2016 Vote: Other	1%	(1)	6%	(14)	16%	(41)	77%	(193)	249
2016 Vote: Didn't Vote	3%	(43)	7%	(105)	12%	(173)	77%	(1104)	1425

Continued on next page



**Table MCSP9\_24:** How interested are you in the following NHL teams?  
 San Jose Sharks

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(129)	7%	(322)	14%	(604)	76%	(3345)	4400
Voted in 2014: Yes	3%	(65)	8%	(192)	15%	(356)	75%	(1829)	2442
Voted in 2014: No	3%	(64)	7%	(130)	13%	(248)	77%	(1516)	1958
4-Region: Northeast	2%	(12)	7%	(52)	15%	(118)	77%	(605)	787
4-Region: Midwest	2%	(22)	5%	(46)	11%	(104)	81%	(752)	925
4-Region: South	3%	(42)	7%	(108)	14%	(223)	77%	(1275)	1648
4-Region: West	5%	(52)	11%	(116)	15%	(159)	69%	(713)	1040
2110001	3%	(65)	7%	(147)	13%	(281)	77%	(1688)	2182
2110009	3%	(64)	8%	(175)	15%	(323)	75%	(1657)	2218
Sports Fans	4%	(113)	10%	(302)	19%	(545)	67%	(1938)	2899
Avid Sports Fans	7%	(56)	16%	(129)	24%	(202)	53%	(437)	824
Casual Sports Fans	3%	(57)	8%	(173)	17%	(343)	72%	(1501)	2074
Non-Sports Fans	1%	(15)	1%	(20)	4%	(60)	94%	(1407)	1501
Sports Fans Non-NHL	1%	(17)	3%	(50)	10%	(151)	85%	(1268)	1486
NHL Fans	7%	(103)	17%	(264)	27%	(411)	49%	(745)	1523
Avid NHL Fans	15%	(59)	25%	(96)	30%	(115)	30%	(117)	387
Casual NHL Fans	4%	(45)	15%	(168)	26%	(297)	55%	(627)	1137
Has Favorite NHL Team	8%	(78)	16%	(168)	24%	(249)	52%	(531)	1026
Has Favorite MLB Team	4%	(78)	11%	(204)	18%	(324)	67%	(1218)	1823
Has Favorite NBA Team	6%	(92)	12%	(178)	20%	(302)	61%	(909)	1481
Has Favorite NFL Team	4%	(99)	10%	(234)	17%	(406)	69%	(1615)	2355
MLB Fans	5%	(104)	11%	(255)	21%	(466)	63%	(1436)	2262
NBA Fans	6%	(115)	12%	(248)	21%	(429)	61%	(1228)	2020
NFL Fans	4%	(115)	11%	(294)	18%	(509)	67%	(1843)	2762
Avid MLB Fans	7%	(52)	13%	(95)	23%	(166)	58%	(423)	736
Avid NBA	9%	(62)	16%	(108)	21%	(145)	53%	(360)	676
Avid NFL Fans	6%	(67)	12%	(147)	20%	(242)	62%	(744)	1200

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

**Table MCSP9\_25: How interested are you in the following NHL teams?**

Seattle Kraken

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(142)	7%	(325)	13%	(578)	76%	(3354)	4400
Gender: Male	5%	(99)	10%	(218)	16%	(346)	69%	(1460)	2124
Gender: Female	2%	(43)	5%	(108)	10%	(232)	83%	(1894)	2276
Age: 18-34	5%	(71)	11%	(139)	15%	(193)	69%	(907)	1310
Age: 35-44	5%	(33)	9%	(63)	16%	(118)	70%	(500)	715
Age: 45-64	2%	(28)	6%	(93)	12%	(186)	80%	(1195)	1502
Age: 65+	1%	(10)	3%	(29)	9%	(81)	86%	(751)	873
GenZers: 1997-2012	4%	(19)	11%	(52)	15%	(68)	70%	(327)	465
Millennials: 1981-1996	6%	(75)	10%	(125)	16%	(201)	69%	(875)	1276
GenXers: 1965-1980	3%	(33)	9%	(92)	13%	(131)	75%	(772)	1028
Baby Boomers: 1946-1964	1%	(12)	4%	(57)	11%	(158)	84%	(1228)	1455
PID: Dem (no lean)	5%	(83)	9%	(146)	12%	(206)	74%	(1217)	1653
PID: Ind (no lean)	2%	(22)	7%	(99)	14%	(204)	78%	(1138)	1464
PID: Rep (no lean)	3%	(37)	6%	(80)	13%	(168)	78%	(999)	1284
PID/Gender: Dem Men	7%	(56)	14%	(106)	14%	(107)	65%	(508)	776
PID/Gender: Dem Women	3%	(28)	5%	(41)	11%	(99)	81%	(709)	877
PID/Gender: Ind Men	2%	(14)	9%	(68)	18%	(133)	71%	(535)	750
PID/Gender: Ind Women	1%	(9)	4%	(31)	10%	(71)	85%	(603)	714
PID/Gender: Rep Men	5%	(30)	7%	(44)	18%	(106)	70%	(417)	598
PID/Gender: Rep Women	1%	(7)	5%	(36)	9%	(62)	85%	(581)	686
Ideo: Liberal (1-3)	6%	(72)	10%	(122)	13%	(168)	71%	(896)	1257
Ideo: Moderate (4)	2%	(27)	8%	(106)	16%	(201)	73%	(924)	1257
Ideo: Conservative (5-7)	3%	(37)	6%	(82)	12%	(174)	80%	(1141)	1434
Educ: < College	2%	(69)	7%	(199)	12%	(367)	79%	(2388)	3024
Educ: Bachelors degree	6%	(50)	8%	(72)	15%	(135)	71%	(630)	888
Educ: Post-grad	5%	(23)	11%	(54)	15%	(75)	69%	(335)	488
Income: Under 50k	2%	(49)	6%	(148)	12%	(293)	80%	(1924)	2415
Income: 50k-100k	4%	(52)	9%	(118)	14%	(194)	74%	(1023)	1387
Income: 100k+	7%	(41)	10%	(59)	15%	(91)	68%	(407)	598
Ethnicity: White	3%	(114)	7%	(230)	12%	(425)	78%	(2674)	3443
Ethnicity: Hispanic	5%	(32)	9%	(65)	16%	(111)	70%	(491)	699

Continued on next page

**Table MCSP9\_25: How interested are you in the following NHL teams?**  
 Seattle Kraken

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(142)	7%	(325)	13%	(578)	76%	(3354)	4400
Ethnicity: Black	4%	(20)	12%	(64)	14%	(75)	71%	(390)	549
Ethnicity: Other	2%	(8)	8%	(32)	19%	(78)	71%	(289)	408
All Christian	3%	(63)	7%	(140)	14%	(271)	76%	(1500)	1974
All Non-Christian	11%	(22)	11%	(24)	13%	(28)	64%	(134)	208
Atheist	5%	(12)	6%	(16)	12%	(31)	77%	(199)	258
Agnostic/Nothing in particular	2%	(26)	7%	(82)	13%	(157)	78%	(967)	1232
Something Else	3%	(19)	9%	(64)	12%	(91)	76%	(554)	727
Religious Non-Protestant/Catholic	9%	(23)	11%	(27)	12%	(29)	68%	(167)	247
Evangelical	4%	(39)	9%	(97)	12%	(127)	75%	(801)	1064
Non-Evangelical	3%	(41)	7%	(103)	15%	(231)	76%	(1204)	1578
Community: Urban	5%	(57)	10%	(120)	14%	(165)	70%	(816)	1158
Community: Suburban	3%	(66)	6%	(134)	14%	(296)	76%	(1595)	2091
Community: Rural	2%	(19)	6%	(71)	10%	(117)	82%	(943)	1151
Employ: Private Sector	5%	(64)	10%	(135)	15%	(208)	70%	(936)	1343
Employ: Government	6%	(16)	14%	(36)	11%	(29)	69%	(182)	263
Employ: Self-Employed	6%	(24)	9%	(40)	21%	(88)	64%	(273)	426
Employ: Homemaker	2%	(6)	7%	(23)	10%	(34)	82%	(287)	351
Employ: Student	4%	(6)	9%	(14)	14%	(21)	73%	(107)	148
Employ: Retired	1%	(14)	3%	(30)	10%	(101)	85%	(858)	1003
Employ: Unemployed	1%	(7)	5%	(26)	13%	(71)	81%	(441)	546
Employ: Other	1%	(4)	7%	(21)	8%	(25)	84%	(270)	321
Military HH: Yes	3%	(17)	5%	(36)	15%	(96)	77%	(505)	654
Military HH: No	3%	(125)	8%	(290)	13%	(482)	76%	(2849)	3746
RD/WT: Right Direction	6%	(99)	10%	(165)	14%	(228)	70%	(1174)	1666
RD/WT: Wrong Track	2%	(43)	6%	(161)	13%	(350)	80%	(2180)	2734
Biden Job Approve	5%	(100)	10%	(195)	13%	(270)	72%	(1439)	2004
Biden Job Disapprove	2%	(42)	6%	(121)	13%	(282)	79%	(1695)	2140

Continued on next page

**Table MCSP9\_25: How interested are you in the following NHL teams?**

Seattle Kraken

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(142)	7%	(325)	13%	(578)	76%	(3354)	4400
Biden Job Strongly Approve	7%	(66)	10%	(94)	11%	(98)	72%	(655)	913
Biden Job Somewhat Approve	3%	(33)	9%	(101)	16%	(172)	72%	(784)	1091
Biden Job Somewhat Disapprove	2%	(15)	7%	(46)	13%	(87)	77%	(498)	647
Biden Job Strongly Disapprove	2%	(27)	5%	(75)	13%	(195)	80%	(1196)	1493
Favorable of Biden	5%	(103)	9%	(194)	13%	(262)	73%	(1500)	2059
Unfavorable of Biden	2%	(38)	5%	(114)	14%	(285)	79%	(1657)	2093
Very Favorable of Biden	6%	(65)	10%	(100)	12%	(122)	72%	(719)	1006
Somewhat Favorable of Biden	4%	(38)	9%	(94)	13%	(141)	74%	(780)	1053
Somewhat Unfavorable of Biden	2%	(12)	7%	(42)	15%	(82)	76%	(431)	567
Very Unfavorable of Biden	2%	(26)	5%	(72)	13%	(203)	80%	(1225)	1527
#1 Issue: Economy	3%	(50)	7%	(111)	16%	(250)	74%	(1189)	1601
#1 Issue: Security	3%	(20)	5%	(37)	12%	(88)	80%	(577)	723
#1 Issue: Health Care	5%	(26)	12%	(69)	13%	(72)	70%	(395)	561
#1 Issue: Medicare / Social Security	2%	(10)	5%	(26)	11%	(58)	82%	(431)	525
#1 Issue: Women's Issues	4%	(13)	7%	(21)	12%	(37)	76%	(228)	299
#1 Issue: Education	5%	(8)	12%	(20)	14%	(23)	70%	(117)	168
#1 Issue: Energy	3%	(7)	10%	(22)	9%	(21)	78%	(177)	227
#1 Issue: Other	3%	(9)	6%	(19)	10%	(29)	81%	(240)	297
2020 Vote: Joe Biden	5%	(97)	9%	(180)	13%	(260)	73%	(1423)	1960
2020 Vote: Donald Trump	2%	(33)	6%	(86)	14%	(200)	77%	(1079)	1398
2020 Vote: Other	—	(1)	8%	(14)	16%	(26)	75%	(124)	164
2020 Vote: Didn't Vote	1%	(11)	5%	(47)	10%	(91)	83%	(726)	875
2018 House Vote: Democrat	5%	(75)	9%	(136)	13%	(197)	72%	(1067)	1475
2018 House Vote: Republican	2%	(29)	7%	(81)	14%	(165)	77%	(921)	1196
2018 House Vote: Someone else	3%	(4)	7%	(8)	19%	(23)	72%	(88)	123
2016 Vote: Hillary Clinton	4%	(61)	8%	(111)	13%	(178)	75%	(1050)	1400
2016 Vote: Donald Trump	3%	(40)	7%	(91)	15%	(198)	75%	(993)	1321
2016 Vote: Other	2%	(5)	5%	(12)	16%	(39)	78%	(194)	249
2016 Vote: Didn't Vote	3%	(37)	8%	(112)	11%	(162)	78%	(1114)	1425

Continued on next page

**Table MCSP9\_25: How interested are you in the following NHL teams?**  
 Seattle Kraken

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(142)	7%	(325)	13%	(578)	76%	(3354)	4400
Voted in 2014: Yes	4%	(89)	8%	(192)	13%	(320)	75%	(1841)	2442
Voted in 2014: No	3%	(53)	7%	(134)	13%	(258)	77%	(1513)	1958
4-Region: Northeast	3%	(20)	7%	(53)	13%	(106)	77%	(608)	787
4-Region: Midwest	3%	(25)	5%	(44)	11%	(104)	81%	(752)	925
4-Region: South	2%	(32)	7%	(118)	13%	(213)	78%	(1285)	1648
4-Region: West	6%	(66)	11%	(110)	15%	(155)	68%	(709)	1040
2110001	3%	(66)	7%	(151)	12%	(273)	78%	(1692)	2182
2110009	3%	(76)	8%	(174)	14%	(305)	75%	(1663)	2218
Sports Fans	5%	(139)	10%	(290)	18%	(510)	68%	(1959)	2899
Avid Sports Fans	8%	(67)	15%	(127)	23%	(187)	54%	(444)	824
Casual Sports Fans	3%	(72)	8%	(163)	16%	(324)	73%	(1515)	2074
Non-Sports Fans	—	(3)	2%	(35)	5%	(68)	93%	(1395)	1501
Sports Fans Non-NHL	1%	(19)	4%	(58)	9%	(127)	86%	(1283)	1486
NHL Fans	8%	(122)	16%	(250)	26%	(403)	49%	(748)	1523
Avid NHL Fans	13%	(51)	29%	(113)	25%	(96)	33%	(126)	387
Casual NHL Fans	6%	(71)	12%	(138)	27%	(307)	55%	(622)	1137
Has Favorite NHL Team	10%	(100)	15%	(158)	23%	(237)	52%	(532)	1026
Has Favorite MLB Team	6%	(103)	10%	(188)	17%	(307)	67%	(1225)	1823
Has Favorite NBA Team	6%	(96)	11%	(168)	20%	(299)	62%	(917)	1481
Has Favorite NFL Team	5%	(120)	9%	(214)	16%	(386)	69%	(1634)	2355
MLB Fans	5%	(120)	11%	(259)	20%	(441)	64%	(1441)	2262
NBA Fans	6%	(118)	12%	(248)	20%	(411)	62%	(1244)	2020
NFL Fans	5%	(133)	10%	(282)	18%	(486)	67%	(1861)	2762
Avid MLB Fans	7%	(52)	14%	(100)	20%	(148)	59%	(436)	736
Avid NBA	9%	(62)	17%	(112)	21%	(143)	53%	(358)	676
Avid NFL Fans	6%	(72)	12%	(138)	21%	(258)	61%	(732)	1200

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

**Table MCSP9\_26:** How interested are you in the following NHL teams?

St Louis Blues

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	4%	(156)	7%	(323)	13%	(592)	76%	(3330)	4400
Gender: Male	5%	(96)	10%	(213)	17%	(371)	68%	(1443)	2124
Gender: Female	3%	(60)	5%	(109)	10%	(221)	83%	(1886)	2276
Age: 18-34	5%	(72)	9%	(119)	15%	(199)	70%	(922)	1310
Age: 35-44	5%	(34)	10%	(70)	16%	(115)	69%	(496)	715
Age: 45-64	2%	(34)	7%	(99)	13%	(194)	78%	(1175)	1502
Age: 65+	2%	(16)	4%	(35)	10%	(85)	84%	(737)	873
GenZers: 1997-2012	4%	(20)	9%	(43)	17%	(78)	70%	(325)	465
Millennials: 1981-1996	6%	(74)	9%	(120)	15%	(196)	70%	(887)	1276
GenXers: 1965-1980	3%	(30)	8%	(85)	14%	(145)	75%	(768)	1028
Baby Boomers: 1946-1964	2%	(30)	5%	(72)	11%	(153)	83%	(1200)	1455
PID: Dem (no lean)	5%	(77)	9%	(145)	12%	(206)	74%	(1225)	1653
PID: Ind (no lean)	3%	(38)	6%	(82)	15%	(220)	77%	(1124)	1464
PID: Rep (no lean)	3%	(41)	7%	(96)	13%	(167)	76%	(980)	1284
PID/Gender: Dem Men	7%	(51)	12%	(96)	15%	(117)	66%	(513)	776
PID/Gender: Dem Women	3%	(25)	6%	(50)	10%	(89)	81%	(713)	877
PID/Gender: Ind Men	3%	(20)	8%	(60)	20%	(146)	70%	(523)	750
PID/Gender: Ind Women	2%	(18)	3%	(21)	10%	(73)	84%	(601)	714
PID/Gender: Rep Men	4%	(24)	10%	(58)	18%	(108)	68%	(408)	598
PID/Gender: Rep Women	3%	(17)	6%	(38)	9%	(59)	83%	(572)	686
Ideo: Liberal (1-3)	5%	(66)	9%	(110)	13%	(161)	73%	(920)	1257
Ideo: Moderate (4)	3%	(33)	8%	(99)	16%	(199)	74%	(927)	1257
Ideo: Conservative (5-7)	3%	(48)	7%	(97)	13%	(188)	77%	(1102)	1434
Educ: < College	3%	(83)	7%	(203)	12%	(373)	78%	(2366)	3024
Educ: Bachelors degree	5%	(40)	9%	(78)	16%	(142)	71%	(627)	888
Educ: Post-grad	7%	(33)	9%	(42)	16%	(76)	69%	(336)	488
Income: Under 50k	3%	(65)	6%	(148)	12%	(285)	79%	(1916)	2415
Income: 50k-100k	4%	(59)	8%	(114)	15%	(209)	72%	(1005)	1387
Income: 100k+	5%	(31)	10%	(61)	16%	(98)	68%	(408)	598
Ethnicity: White	3%	(113)	7%	(241)	13%	(445)	77%	(2645)	3443
Ethnicity: Hispanic	4%	(30)	10%	(72)	14%	(99)	71%	(498)	699

Continued on next page

**Table MCSP9\_26:** How interested are you in the following NHL teams?  
 St Louis Blues

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	4%	(156)	7%	(323)	13%	(592)	76%	(3330)	4400
Ethnicity: Black	5%	(27)	9%	(52)	14%	(78)	71%	(392)	549
Ethnicity: Other	4%	(16)	7%	(30)	17%	(69)	72%	(293)	408
All Christian	4%	(71)	8%	(166)	14%	(271)	74%	(1467)	1974
All Non-Christian	8%	(17)	12%	(24)	15%	(31)	66%	(136)	208
Atheist	3%	(7)	8%	(20)	15%	(40)	74%	(192)	258
Agnostic/Nothing in particular	3%	(37)	6%	(68)	13%	(157)	79%	(970)	1232
Something Else	3%	(25)	6%	(44)	13%	(94)	78%	(565)	727
Religious Non-Protestant/Catholic	7%	(17)	10%	(25)	14%	(34)	69%	(170)	247
Evangelical	5%	(51)	8%	(87)	13%	(135)	74%	(790)	1064
Non-Evangelical	3%	(42)	8%	(121)	14%	(222)	76%	(1193)	1578
Community: Urban	5%	(63)	10%	(112)	15%	(174)	70%	(809)	1158
Community: Suburban	3%	(68)	7%	(142)	14%	(298)	76%	(1583)	2091
Community: Rural	2%	(25)	6%	(69)	10%	(120)	81%	(937)	1151
Employ: Private Sector	5%	(72)	10%	(128)	17%	(227)	68%	(916)	1343
Employ: Government	6%	(15)	12%	(31)	13%	(34)	69%	(183)	263
Employ: Self-Employed	5%	(19)	10%	(44)	21%	(90)	64%	(272)	426
Employ: Homemaker	2%	(8)	6%	(21)	8%	(30)	83%	(292)	351
Employ: Student	1%	(2)	9%	(14)	14%	(21)	75%	(112)	148
Employ: Retired	2%	(21)	5%	(51)	10%	(102)	83%	(829)	1003
Employ: Unemployed	2%	(9)	4%	(21)	11%	(62)	83%	(454)	546
Employ: Other	3%	(9)	4%	(13)	9%	(28)	85%	(272)	321
Military HH: Yes	3%	(19)	9%	(59)	13%	(84)	75%	(491)	654
Military HH: No	4%	(137)	7%	(263)	14%	(508)	76%	(2838)	3746
RD/WT: Right Direction	6%	(94)	9%	(154)	14%	(225)	72%	(1193)	1666
RD/WT: Wrong Track	2%	(62)	6%	(169)	13%	(367)	78%	(2136)	2734
Biden Job Approve	5%	(101)	9%	(178)	14%	(279)	72%	(1446)	2004
Biden Job Disapprove	2%	(53)	6%	(136)	14%	(295)	77%	(1656)	2140

Continued on next page

**Table MCSP9\_26:** How interested are you in the following NHL teams?

St Louis Blues

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	4%	(156)	7%	(323)	13%	(592)	76%	(3330)	4400
Biden Job Strongly Approve	7%	(62)	10%	(93)	10%	(96)	73%	(662)	913
Biden Job Somewhat Approve	4%	(38)	8%	(85)	17%	(183)	72%	(784)	1091
Biden Job Somewhat Disapprove	3%	(19)	7%	(43)	14%	(90)	77%	(495)	647
Biden Job Strongly Disapprove	2%	(33)	6%	(93)	14%	(205)	78%	(1161)	1493
Favorable of Biden	5%	(101)	9%	(179)	13%	(277)	73%	(1502)	2059
Unfavorable of Biden	2%	(50)	6%	(128)	14%	(295)	77%	(1621)	2093
Very Favorable of Biden	6%	(65)	10%	(102)	11%	(113)	72%	(727)	1006
Somewhat Favorable of Biden	3%	(36)	7%	(78)	16%	(164)	74%	(776)	1053
Somewhat Unfavorable of Biden	3%	(16)	7%	(41)	14%	(80)	76%	(430)	567
Very Unfavorable of Biden	2%	(33)	6%	(88)	14%	(214)	78%	(1191)	1527
#1 Issue: Economy	3%	(55)	7%	(113)	15%	(243)	74%	(1190)	1601
#1 Issue: Security	3%	(25)	8%	(55)	13%	(94)	76%	(549)	723
#1 Issue: Health Care	6%	(32)	10%	(55)	14%	(77)	71%	(398)	561
#1 Issue: Medicare / Social Security	3%	(15)	5%	(25)	11%	(58)	81%	(427)	525
#1 Issue: Women's Issues	4%	(12)	8%	(23)	11%	(34)	77%	(230)	299
#1 Issue: Education	2%	(4)	11%	(18)	15%	(26)	72%	(120)	168
#1 Issue: Energy	4%	(10)	8%	(18)	11%	(24)	77%	(175)	227
#1 Issue: Other	1%	(3)	5%	(16)	13%	(37)	81%	(241)	297
2020 Vote: Joe Biden	5%	(99)	8%	(154)	13%	(263)	74%	(1445)	1960
2020 Vote: Donald Trump	3%	(43)	7%	(103)	14%	(200)	75%	(1052)	1398
2020 Vote: Other	—	(1)	9%	(15)	21%	(35)	69%	(114)	164
2020 Vote: Didn't Vote	1%	(13)	6%	(52)	11%	(93)	82%	(717)	875
2018 House Vote: Democrat	5%	(71)	9%	(126)	13%	(189)	74%	(1088)	1475
2018 House Vote: Republican	4%	(47)	8%	(96)	13%	(160)	75%	(894)	1196
2018 House Vote: Someone else	1%	(2)	8%	(10)	24%	(29)	66%	(82)	123
2016 Vote: Hillary Clinton	5%	(65)	7%	(97)	12%	(174)	76%	(1063)	1400
2016 Vote: Donald Trump	3%	(46)	9%	(112)	15%	(201)	73%	(961)	1321
2016 Vote: Other	2%	(5)	7%	(17)	17%	(42)	75%	(186)	249
2016 Vote: Didn't Vote	3%	(39)	7%	(96)	12%	(174)	78%	(1116)	1425

Continued on next page



**Table MCSP9\_26: How interested are you in the following NHL teams?**  
 St Louis Blues

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	4%	(156)	7%	(323)	13%	(592)	76%	(3330)	4400
Voted in 2014: Yes	4%	(102)	8%	(194)	13%	(326)	75%	(1819)	2442
Voted in 2014: No	3%	(54)	7%	(128)	14%	(266)	77%	(1510)	1958
4-Region: Northeast	2%	(15)	7%	(56)	15%	(117)	76%	(600)	787
4-Region: Midwest	7%	(63)	8%	(70)	11%	(104)	74%	(687)	925
4-Region: South	2%	(40)	8%	(130)	12%	(201)	78%	(1278)	1648
4-Region: West	4%	(38)	6%	(67)	16%	(171)	73%	(764)	1040
2110001	4%	(79)	7%	(145)	13%	(276)	77%	(1681)	2182
2110009	3%	(76)	8%	(178)	14%	(316)	74%	(1649)	2218
Sports Fans	5%	(150)	10%	(293)	18%	(527)	67%	(1929)	2899
Avid Sports Fans	8%	(67)	15%	(124)	24%	(196)	53%	(436)	824
Casual Sports Fans	4%	(82)	8%	(169)	16%	(331)	72%	(1492)	2074
Non-Sports Fans	—	(6)	2%	(30)	4%	(65)	93%	(1401)	1501
Sports Fans Non-NHL	1%	(18)	3%	(51)	9%	(139)	86%	(1279)	1486
NHL Fans	9%	(137)	17%	(257)	27%	(410)	47%	(719)	1523
Avid NHL Fans	19%	(73)	26%	(99)	29%	(112)	27%	(103)	387
Casual NHL Fans	6%	(64)	14%	(158)	26%	(298)	54%	(616)	1137
Has Favorite NHL Team	10%	(106)	16%	(162)	25%	(262)	48%	(497)	1026
Has Favorite MLB Team	7%	(119)	10%	(187)	17%	(313)	66%	(1204)	1823
Has Favorite NBA Team	6%	(91)	12%	(184)	20%	(295)	61%	(910)	1481
Has Favorite NFL Team	5%	(107)	10%	(235)	17%	(394)	69%	(1619)	2355
MLB Fans	6%	(133)	11%	(249)	20%	(451)	63%	(1429)	2262
NBA Fans	6%	(122)	12%	(246)	20%	(400)	62%	(1252)	2020
NFL Fans	5%	(138)	10%	(287)	18%	(498)	67%	(1839)	2762
Avid MLB Fans	9%	(65)	15%	(108)	19%	(139)	58%	(425)	736
Avid NBA	9%	(62)	15%	(103)	22%	(151)	53%	(359)	676
Avid NFL Fans	6%	(72)	12%	(142)	21%	(251)	61%	(734)	1200

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

**Table MCSP9\_27: How interested are you in the following NHL teams?**  
*Tampa Bay Lightning*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	4% (186)	9% (411)	13% (573)	73% (3230)	4400
Gender: Male	6% (120)	12% (264)	17% (363)	65% (1377)	2124
Gender: Female	3% (66)	6% (147)	9% (211)	81% (1853)	2276
Age: 18-34	6% (80)	12% (156)	14% (180)	68% (894)	1310
Age: 35-44	5% (39)	10% (72)	17% (123)	67% (481)	715
Age: 45-64	3% (43)	9% (130)	13% (188)	76% (1141)	1502
Age: 65+	3% (24)	6% (53)	9% (82)	82% (713)	873
GenZers: 1997-2012	5% (23)	13% (61)	14% (67)	68% (315)	465
Millennials: 1981-1996	6% (80)	11% (142)	15% (196)	67% (858)	1276
GenXers: 1965-1980	4% (41)	10% (103)	14% (140)	72% (744)	1028
Baby Boomers: 1946-1964	3% (39)	7% (95)	10% (150)	80% (1170)	1455
PID: Dem (no lean)	6% (91)	9% (157)	13% (208)	72% (1197)	1653
PID: Ind (no lean)	3% (38)	9% (131)	14% (200)	75% (1095)	1464
PID: Rep (no lean)	4% (57)	10% (124)	13% (165)	73% (938)	1284
PID/Gender: Dem Men	8% (59)	13% (102)	16% (121)	64% (494)	776
PID/Gender: Dem Women	4% (32)	6% (54)	10% (87)	80% (703)	877
PID/Gender: Ind Men	3% (21)	11% (84)	18% (138)	68% (506)	750
PID/Gender: Ind Women	2% (17)	6% (46)	9% (62)	82% (588)	714
PID/Gender: Rep Men	7% (40)	13% (77)	17% (104)	63% (376)	598
PID/Gender: Rep Women	2% (17)	7% (47)	9% (61)	82% (562)	686
Ideo: Liberal (1-3)	6% (74)	10% (125)	13% (160)	71% (898)	1257
Ideo: Moderate (4)	4% (46)	11% (136)	15% (190)	70% (885)	1257
Ideo: Conservative (5-7)	4% (55)	9% (131)	13% (186)	74% (1063)	1434
Educ: < College	4% (107)	8% (257)	12% (365)	76% (2296)	3024
Educ: Bachelors degree	5% (44)	12% (102)	14% (128)	69% (613)	888
Educ: Post-grad	7% (35)	11% (52)	16% (80)	66% (320)	488
Income: Under 50k	3% (81)	8% (188)	12% (295)	77% (1850)	2415
Income: 50k-100k	5% (72)	11% (146)	13% (185)	71% (983)	1387
Income: 100k+	6% (33)	13% (77)	15% (92)	66% (397)	598
Ethnicity: White	4% (136)	9% (307)	13% (431)	75% (2569)	3443
Ethnicity: Hispanic	6% (42)	13% (90)	15% (102)	67% (466)	699

Continued on next page

**Table MCSP9\_27: How interested are you in the following NHL teams?**  
*Tampa Bay Lightning*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	4%	(186)	9%	(411)	13%	(573)	73%	(3230)	4400
Ethnicity: Black	7%	(39)	11%	(58)	13%	(73)	69%	(378)	549
Ethnicity: Other	3%	(11)	11%	(45)	17%	(69)	69%	(283)	408
All Christian	5%	(97)	10%	(195)	14%	(276)	71%	(1406)	1974
All Non-Christian	8%	(16)	13%	(27)	16%	(33)	63%	(132)	208
Atheist	5%	(12)	8%	(21)	13%	(32)	75%	(193)	258
Agnostic/Nothing in particular	3%	(34)	9%	(106)	12%	(142)	77%	(951)	1232
Something Else	4%	(29)	9%	(62)	12%	(89)	75%	(548)	727
Religious Non-Protestant/Catholic	6%	(16)	11%	(28)	15%	(37)	67%	(166)	247
Evangelical	6%	(62)	10%	(111)	13%	(144)	70%	(747)	1064
Non-Evangelical	4%	(62)	9%	(141)	14%	(214)	74%	(1160)	1578
Community: Urban	6%	(65)	11%	(133)	15%	(171)	68%	(789)	1158
Community: Suburban	4%	(91)	10%	(205)	13%	(278)	73%	(1517)	2091
Community: Rural	3%	(31)	6%	(74)	11%	(123)	80%	(923)	1151
Employ: Private Sector	5%	(61)	12%	(159)	16%	(218)	67%	(905)	1343
Employ: Government	9%	(25)	11%	(30)	14%	(37)	66%	(173)	263
Employ: Self-Employed	8%	(32)	12%	(51)	19%	(82)	61%	(260)	426
Employ: Homemaker	3%	(11)	8%	(30)	9%	(30)	80%	(280)	351
Employ: Student	3%	(4)	11%	(16)	16%	(23)	71%	(105)	148
Employ: Retired	3%	(32)	6%	(62)	10%	(98)	81%	(812)	1003
Employ: Unemployed	1%	(7)	7%	(36)	10%	(56)	82%	(446)	546
Employ: Other	4%	(14)	9%	(28)	9%	(30)	78%	(250)	321
Military HH: Yes	6%	(36)	8%	(50)	14%	(94)	72%	(474)	654
Military HH: No	4%	(150)	10%	(361)	13%	(479)	74%	(2756)	3746
RD/WT: Right Direction	6%	(96)	11%	(181)	14%	(231)	69%	(1157)	1666
RD/WT: Wrong Track	3%	(90)	8%	(230)	12%	(342)	76%	(2072)	2734
Biden Job Approve	6%	(111)	10%	(208)	14%	(277)	70%	(1408)	2004
Biden Job Disapprove	3%	(72)	9%	(194)	13%	(277)	75%	(1597)	2140

Continued on next page

**Table MCSP9\_27: How interested are you in the following NHL teams?**  
*Tampa Bay Lightning*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	4% (186)	9% (411)	13% (573)	73% (3230)	4400
Biden Job Strongly Approve	7% (67)	11% (99)	12% (107)	70% (640)	913
Biden Job Somewhat Approve	4% (44)	10% (109)	16% (169)	70% (768)	1091
Biden Job Somewhat Disapprove	3% (20)	10% (62)	14% (90)	73% (476)	647
Biden Job Strongly Disapprove	3% (52)	9% (133)	13% (187)	75% (1121)	1493
Favorable of Biden	5% (110)	10% (210)	13% (270)	71% (1468)	2059
Unfavorable of Biden	3% (70)	9% (185)	13% (280)	74% (1558)	2093
Very Favorable of Biden	7% (70)	11% (112)	12% (120)	70% (704)	1006
Somewhat Favorable of Biden	4% (40)	9% (98)	14% (150)	73% (764)	1053
Somewhat Unfavorable of Biden	4% (22)	10% (54)	15% (85)	71% (405)	567
Very Unfavorable of Biden	3% (48)	9% (131)	13% (194)	76% (1153)	1527
#1 Issue: Economy	4% (71)	10% (160)	15% (245)	70% (1124)	1601
#1 Issue: Security	4% (29)	10% (73)	12% (84)	74% (537)	723
#1 Issue: Health Care	5% (29)	13% (72)	13% (75)	69% (385)	561
#1 Issue: Medicare / Social Security	3% (16)	6% (30)	10% (55)	81% (424)	525
#1 Issue: Women's Issues	4% (13)	9% (26)	9% (27)	78% (232)	299
#1 Issue: Education	6% (10)	7% (11)	19% (31)	69% (116)	168
#1 Issue: Energy	4% (9)	8% (19)	10% (22)	78% (177)	227
#1 Issue: Other	3% (10)	7% (19)	11% (33)	79% (234)	297
2020 Vote: Joe Biden	5% (104)	10% (192)	14% (265)	71% (1399)	1960
2020 Vote: Donald Trump	4% (62)	10% (145)	13% (187)	72% (1004)	1398
2020 Vote: Other	2% (4)	6% (10)	22% (37)	69% (114)	164
2020 Vote: Didn't Vote	2% (17)	7% (63)	10% (84)	81% (711)	875
2018 House Vote: Democrat	5% (75)	10% (146)	13% (193)	72% (1062)	1475
2018 House Vote: Republican	5% (55)	10% (115)	14% (170)	72% (856)	1196
2018 House Vote: Someone else	4% (5)	8% (9)	17% (20)	72% (88)	123
2016 Vote: Hillary Clinton	5% (70)	9% (128)	12% (167)	74% (1035)	1400
2016 Vote: Donald Trump	5% (60)	11% (140)	15% (202)	70% (919)	1321
2016 Vote: Other	3% (9)	5% (13)	18% (45)	73% (183)	249
2016 Vote: Didn't Vote	3% (48)	9% (130)	11% (157)	76% (1090)	1425

Continued on next page

**Table MCSP9\_27: How interested are you in the following NHL teams?**  
 Tampa Bay Lightning

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	4% (186)	9% (411)	13% (573)	73% (3230)	4400
Voted in 2014: Yes	5% (115)	10% (233)	14% (340)	72% (1753)	2442
Voted in 2014: No	4% (71)	9% (178)	12% (233)	75% (1477)	1958
4-Region: Northeast	3% (22)	10% (77)	13% (103)	74% (586)	787
4-Region: Midwest	3% (28)	8% (71)	12% (108)	78% (717)	925
4-Region: South	6% (93)	11% (188)	12% (200)	71% (1167)	1648
4-Region: West	4% (44)	7% (75)	16% (162)	73% (759)	1040
2110001	4% (89)	9% (190)	12% (264)	75% (1639)	2182
2110009	4% (97)	10% (221)	14% (309)	72% (1591)	2218
Sports Fans	6% (171)	13% (379)	18% (510)	63% (1838)	2899
Avid Sports Fans	9% (74)	20% (165)	20% (164)	51% (421)	824
Casual Sports Fans	5% (97)	10% (214)	17% (346)	68% (1417)	2074
Non-Sports Fans	1% (15)	2% (32)	4% (63)	93% (1391)	1501
Sports Fans Non-NHL	2% (26)	5% (68)	9% (135)	85% (1257)	1486
NHL Fans	10% (153)	21% (321)	26% (396)	43% (654)	1523
Avid NHL Fans	21% (81)	29% (114)	24% (93)	26% (100)	387
Casual NHL Fans	6% (72)	18% (207)	27% (304)	49% (554)	1137
Has Favorite NHL Team	12% (123)	21% (215)	21% (220)	46% (468)	1026
Has Favorite MLB Team	7% (134)	13% (241)	16% (298)	63% (1150)	1823
Has Favorite NBA Team	8% (114)	15% (217)	19% (275)	59% (874)	1481
Has Favorite NFL Team	6% (150)	12% (289)	16% (383)	65% (1533)	2355
MLB Fans	7% (147)	14% (326)	19% (426)	60% (1363)	2262
NBA Fans	7% (151)	15% (293)	19% (388)	59% (1188)	2020
NFL Fans	6% (172)	13% (364)	17% (478)	63% (1749)	2762
Avid MLB Fans	9% (70)	16% (117)	18% (129)	57% (420)	736
Avid NBA	11% (76)	18% (121)	20% (139)	50% (340)	676
Avid NFL Fans	8% (97)	15% (183)	18% (221)	58% (698)	1200

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

**Table MCSP9\_28:** How interested are you in the following NHL teams?  
Toronto Maple Leafs

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(133)	9%	(391)	13%	(562)	75%	(3314)	4400
Gender: Male	4%	(87)	12%	(252)	16%	(347)	68%	(1438)	2124
Gender: Female	2%	(46)	6%	(139)	9%	(215)	82%	(1876)	2276
Age: 18-34	5%	(66)	11%	(150)	13%	(175)	70%	(919)	1310
Age: 35-44	5%	(33)	12%	(85)	15%	(106)	69%	(491)	715
Age: 45-64	2%	(27)	7%	(106)	13%	(191)	78%	(1178)	1502
Age: 65+	1%	(6)	6%	(50)	10%	(89)	83%	(727)	873
GenZers: 1997-2012	5%	(25)	9%	(44)	14%	(66)	71%	(331)	465
Millennials: 1981-1996	5%	(62)	13%	(162)	14%	(179)	68%	(874)	1276
GenXers: 1965-1980	4%	(37)	8%	(84)	14%	(143)	74%	(763)	1028
Baby Boomers: 1946-1964	1%	(9)	7%	(95)	10%	(150)	83%	(1201)	1455
PID: Dem (no lean)	4%	(71)	11%	(175)	12%	(195)	73%	(1212)	1653
PID: Ind (no lean)	2%	(25)	7%	(103)	15%	(213)	77%	(1123)	1464
PID: Rep (no lean)	3%	(37)	9%	(113)	12%	(154)	76%	(979)	1284
PID/Gender: Dem Men	7%	(51)	14%	(107)	14%	(110)	65%	(508)	776
PID/Gender: Dem Women	2%	(20)	8%	(68)	10%	(85)	80%	(704)	877
PID/Gender: Ind Men	1%	(11)	10%	(73)	19%	(143)	70%	(523)	750
PID/Gender: Ind Women	2%	(14)	4%	(31)	10%	(70)	84%	(600)	714
PID/Gender: Rep Men	4%	(24)	12%	(72)	16%	(94)	68%	(407)	598
PID/Gender: Rep Women	2%	(13)	6%	(41)	9%	(60)	83%	(572)	686
Ideo: Liberal (1-3)	5%	(63)	12%	(147)	11%	(144)	72%	(903)	1257
Ideo: Moderate (4)	3%	(31)	9%	(117)	16%	(202)	72%	(907)	1257
Ideo: Conservative (5-7)	2%	(33)	7%	(107)	13%	(184)	77%	(1110)	1434
Educ: < College	2%	(68)	8%	(243)	12%	(350)	78%	(2363)	3024
Educ: Bachelors degree	4%	(38)	10%	(87)	16%	(138)	70%	(625)	888
Educ: Post-grad	5%	(26)	13%	(61)	15%	(74)	67%	(326)	488
Income: Under 50k	2%	(53)	7%	(178)	11%	(277)	79%	(1906)	2415
Income: 50k-100k	4%	(53)	9%	(132)	14%	(199)	72%	(1003)	1387
Income: 100k+	4%	(26)	14%	(82)	14%	(85)	68%	(405)	598
Ethnicity: White	3%	(94)	9%	(302)	12%	(413)	77%	(2635)	3443
Ethnicity: Hispanic	5%	(35)	11%	(76)	14%	(96)	70%	(492)	699

Continued on next page

**Table MCSP9\_28:** How interested are you in the following NHL teams?  
 Toronto Maple Leafs

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(133)	9%	(391)	13%	(562)	75%	(3314)	4400
Ethnicity: Black	4%	(24)	11%	(58)	15%	(80)	71%	(387)	549
Ethnicity: Other	4%	(15)	8%	(32)	17%	(69)	72%	(292)	408
All Christian	3%	(63)	10%	(188)	13%	(264)	74%	(1460)	1974
All Non-Christian	9%	(19)	13%	(27)	14%	(29)	64%	(133)	208
Atheist	2%	(5)	8%	(22)	13%	(35)	76%	(197)	258
Agnostic/Nothing in particular	2%	(26)	7%	(88)	12%	(154)	78%	(965)	1232
Something Else	3%	(20)	9%	(66)	11%	(80)	77%	(561)	727
Religious Non-Protestant/Catholic	8%	(19)	12%	(30)	13%	(33)	67%	(165)	247
Evangelical	5%	(49)	9%	(99)	12%	(125)	74%	(791)	1064
Non-Evangelical	2%	(33)	10%	(151)	13%	(213)	75%	(1182)	1578
Community: Urban	4%	(51)	12%	(134)	14%	(162)	70%	(812)	1158
Community: Suburban	3%	(58)	9%	(184)	13%	(280)	75%	(1569)	2091
Community: Rural	2%	(25)	6%	(73)	10%	(120)	81%	(933)	1151
Employ: Private Sector	4%	(51)	12%	(160)	15%	(199)	69%	(933)	1343
Employ: Government	7%	(19)	12%	(33)	12%	(31)	69%	(181)	263
Employ: Self-Employed	6%	(27)	12%	(53)	17%	(74)	64%	(272)	426
Employ: Homemaker	2%	(7)	7%	(24)	10%	(35)	81%	(285)	351
Employ: Student	2%	(4)	12%	(17)	16%	(23)	70%	(104)	148
Employ: Retired	1%	(10)	6%	(55)	11%	(106)	83%	(831)	1003
Employ: Unemployed	2%	(9)	6%	(32)	13%	(69)	80%	(436)	546
Employ: Other	2%	(6)	5%	(17)	8%	(25)	85%	(272)	321
Military HH: Yes	3%	(17)	9%	(60)	13%	(88)	75%	(489)	654
Military HH: No	3%	(116)	9%	(331)	13%	(474)	75%	(2826)	3746
RD/WT: Right Direction	5%	(82)	11%	(185)	13%	(224)	71%	(1175)	1666
RD/WT: Wrong Track	2%	(50)	8%	(206)	12%	(337)	78%	(2140)	2734
Biden Job Approve	4%	(89)	11%	(212)	14%	(273)	71%	(1430)	2004
Biden Job Disapprove	2%	(42)	8%	(170)	12%	(267)	78%	(1661)	2140

Continued on next page

**Table MCSP9\_28: How interested are you in the following NHL teams?**  
Toronto Maple Leafs

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(133)	9%	(391)	13%	(562)	75%	(3314)	4400
Biden Job Strongly Approve	7%	(62)	12%	(110)	10%	(90)	71%	(652)	913
Biden Job Somewhat Approve	3%	(28)	9%	(102)	17%	(184)	71%	(778)	1091
Biden Job Somewhat Disapprove	2%	(12)	10%	(62)	13%	(87)	75%	(486)	647
Biden Job Strongly Disapprove	2%	(30)	7%	(108)	12%	(180)	79%	(1175)	1493
Favorable of Biden	4%	(84)	11%	(218)	13%	(276)	72%	(1481)	2059
Unfavorable of Biden	2%	(47)	7%	(156)	12%	(261)	78%	(1629)	2093
Very Favorable of Biden	6%	(57)	11%	(114)	12%	(117)	71%	(718)	1006
Somewhat Favorable of Biden	3%	(27)	10%	(103)	15%	(159)	72%	(763)	1053
Somewhat Unfavorable of Biden	3%	(16)	10%	(56)	13%	(74)	74%	(421)	567
Very Unfavorable of Biden	2%	(32)	7%	(100)	12%	(187)	79%	(1208)	1527
#1 Issue: Economy	3%	(47)	9%	(150)	14%	(222)	74%	(1181)	1601
#1 Issue: Security	2%	(18)	6%	(47)	14%	(102)	77%	(556)	723
#1 Issue: Health Care	5%	(25)	13%	(72)	13%	(71)	70%	(393)	561
#1 Issue: Medicare / Social Security	2%	(9)	5%	(29)	10%	(53)	83%	(434)	525
#1 Issue: Women's Issues	4%	(11)	9%	(28)	12%	(37)	75%	(224)	299
#1 Issue: Education	3%	(5)	12%	(19)	15%	(25)	70%	(118)	168
#1 Issue: Energy	4%	(8)	9%	(21)	9%	(21)	78%	(177)	227
#1 Issue: Other	3%	(9)	8%	(25)	10%	(31)	78%	(232)	297
2020 Vote: Joe Biden	4%	(82)	10%	(203)	13%	(252)	73%	(1423)	1960
2020 Vote: Donald Trump	2%	(34)	8%	(109)	14%	(194)	76%	(1061)	1398
2020 Vote: Other	2%	(3)	10%	(16)	19%	(30)	70%	(115)	164
2020 Vote: Didn't Vote	1%	(13)	7%	(63)	10%	(85)	82%	(714)	875
2018 House Vote: Democrat	4%	(62)	10%	(153)	13%	(191)	72%	(1068)	1475
2018 House Vote: Republican	3%	(33)	9%	(108)	13%	(159)	75%	(896)	1196
2018 House Vote: Someone else	3%	(4)	8%	(9)	20%	(24)	70%	(86)	123
2016 Vote: Hillary Clinton	4%	(60)	9%	(126)	12%	(170)	74%	(1042)	1400
2016 Vote: Donald Trump	2%	(33)	10%	(136)	14%	(186)	73%	(966)	1321
2016 Vote: Other	1%	(2)	7%	(18)	17%	(43)	75%	(186)	249
2016 Vote: Didn't Vote	3%	(38)	8%	(109)	11%	(162)	78%	(1116)	1425

Continued on next page



**Table MCSP9\_28: How interested are you in the following NHL teams?**  
 Toronto Maple Leafs

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(133)	9%	(391)	13%	(562)	75%	(3314)	4400
Voted in 2014: Yes	3%	(78)	10%	(239)	13%	(319)	74%	(1806)	2442
Voted in 2014: No	3%	(55)	8%	(152)	12%	(242)	77%	(1509)	1958
4-Region: Northeast	3%	(22)	11%	(84)	13%	(100)	74%	(581)	787
4-Region: Midwest	3%	(30)	7%	(67)	11%	(106)	78%	(722)	925
4-Region: South	3%	(48)	9%	(140)	12%	(202)	76%	(1258)	1648
4-Region: West	3%	(33)	10%	(100)	15%	(154)	72%	(753)	1040
2110001	3%	(59)	9%	(197)	11%	(249)	77%	(1677)	2182
2110009	3%	(74)	9%	(194)	14%	(313)	74%	(1638)	2218
Sports Fans	4%	(125)	12%	(360)	17%	(490)	66%	(1924)	2899
Avid Sports Fans	7%	(56)	18%	(150)	22%	(179)	53%	(441)	824
Casual Sports Fans	3%	(70)	10%	(210)	15%	(311)	72%	(1483)	2074
Non-Sports Fans	—	(7)	2%	(31)	5%	(72)	93%	(1391)	1501
Sports Fans Non-NHL	1%	(13)	4%	(57)	9%	(132)	86%	(1285)	1486
NHL Fans	8%	(116)	21%	(323)	25%	(385)	46%	(699)	1523
Avid NHL Fans	14%	(55)	31%	(118)	25%	(96)	30%	(118)	387
Casual NHL Fans	5%	(61)	18%	(204)	25%	(289)	51%	(581)	1137
Has Favorite NHL Team	9%	(89)	22%	(221)	23%	(233)	47%	(483)	1026
Has Favorite MLB Team	5%	(88)	13%	(240)	17%	(302)	65%	(1193)	1823
Has Favorite NBA Team	6%	(90)	14%	(212)	19%	(278)	61%	(901)	1481
Has Favorite NFL Team	4%	(98)	12%	(287)	16%	(377)	68%	(1594)	2355
MLB Fans	5%	(113)	14%	(306)	19%	(422)	63%	(1420)	2262
NBA Fans	6%	(118)	14%	(274)	20%	(395)	61%	(1233)	2020
NFL Fans	4%	(119)	13%	(347)	17%	(469)	66%	(1827)	2762
Avid MLB Fans	7%	(52)	14%	(104)	19%	(141)	60%	(439)	736
Avid NBA	10%	(66)	15%	(103)	20%	(138)	55%	(369)	676
Avid NFL Fans	5%	(64)	14%	(167)	19%	(232)	61%	(737)	1200

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

**Table MCSP9\_29:** How interested are you in the following NHL teams?  
*Vancouver Canucks*

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not too interested</b>		<b>Not interested at all</b>		<b>Total N</b>
Adults	2%	(92)	7%	(293)	14%	(602)	78%	(3413)	4400
Gender: Male	2%	(52)	9%	(201)	18%	(374)	70%	(1497)	2124
Gender: Female	2%	(41)	4%	(92)	10%	(228)	84%	(1916)	2276
Age: 18-34	4%	(57)	8%	(107)	16%	(207)	72%	(939)	1310
Age: 35-44	3%	(21)	9%	(61)	17%	(120)	72%	(512)	715
Age: 45-64	1%	(9)	6%	(95)	12%	(185)	81%	(1213)	1502
Age: 65+	1%	(5)	3%	(30)	10%	(90)	86%	(747)	873
GenZers: 1997-2012	3%	(16)	7%	(31)	17%	(80)	73%	(339)	465
Millennials: 1981-1996	4%	(51)	9%	(116)	16%	(207)	71%	(901)	1276
GenXers: 1965-1980	2%	(19)	8%	(81)	13%	(138)	77%	(791)	1028
Baby Boomers: 1946-1964	—	(6)	4%	(63)	11%	(157)	85%	(1229)	1455
PID: Dem (no lean)	3%	(50)	8%	(135)	13%	(210)	76%	(1258)	1653
PID: Ind (no lean)	1%	(17)	5%	(74)	15%	(226)	78%	(1147)	1464
PID: Rep (no lean)	2%	(25)	7%	(85)	13%	(166)	78%	(1007)	1284
PID/Gender: Dem Men	4%	(28)	12%	(95)	15%	(119)	69%	(535)	776
PID/Gender: Dem Women	3%	(23)	5%	(40)	10%	(91)	82%	(723)	877
PID/Gender: Ind Men	1%	(10)	7%	(52)	20%	(149)	72%	(539)	750
PID/Gender: Ind Women	1%	(7)	3%	(21)	11%	(77)	85%	(608)	714
PID/Gender: Rep Men	2%	(14)	9%	(55)	18%	(106)	71%	(423)	598
PID/Gender: Rep Women	2%	(11)	4%	(30)	9%	(60)	85%	(585)	686
Ideo: Liberal (1-3)	4%	(46)	8%	(103)	14%	(179)	74%	(930)	1257
Ideo: Moderate (4)	2%	(22)	7%	(90)	16%	(204)	75%	(941)	1257
Ideo: Conservative (5-7)	1%	(20)	6%	(89)	13%	(179)	80%	(1146)	1434
Educ: < College	2%	(48)	6%	(174)	13%	(381)	80%	(2421)	3024
Educ: Bachelors degree	3%	(23)	7%	(66)	17%	(147)	73%	(652)	888
Educ: Post-grad	4%	(21)	11%	(53)	15%	(74)	70%	(340)	488
Income: Under 50k	1%	(32)	5%	(129)	12%	(300)	81%	(1955)	2415
Income: 50k-100k	3%	(36)	8%	(105)	15%	(208)	75%	(1038)	1387
Income: 100k+	4%	(24)	10%	(60)	16%	(94)	70%	(420)	598
Ethnicity: White	2%	(65)	6%	(218)	13%	(441)	79%	(2720)	3443
Ethnicity: Hispanic	2%	(16)	8%	(56)	16%	(115)	73%	(512)	699

Continued on next page

**Table MCSP9\_29: How interested are you in the following NHL teams?**  
 Vancouver Canucks

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	2%	(92)	7%	(293)	14%	(602)	78%	(3413)	4400
Ethnicity: Black	4%	(20)	9%	(50)	15%	(83)	72%	(395)	549
Ethnicity: Other	2%	(7)	6%	(26)	19%	(77)	73%	(298)	408
All Christian	2%	(36)	7%	(136)	15%	(296)	76%	(1506)	1974
All Non-Christian	7%	(15)	12%	(26)	15%	(30)	66%	(137)	208
Atheist	2%	(5)	6%	(16)	11%	(29)	81%	(209)	258
Agnostic/Nothing in particular	2%	(23)	6%	(71)	12%	(149)	80%	(989)	1232
Something Else	2%	(14)	6%	(45)	13%	(98)	79%	(571)	727
Religious Non-Protestant/Catholic	6%	(15)	10%	(26)	14%	(34)	70%	(172)	247
Evangelical	3%	(28)	7%	(75)	15%	(155)	76%	(805)	1064
Non-Evangelical	1%	(22)	7%	(104)	15%	(229)	78%	(1223)	1578
Community: Urban	3%	(40)	9%	(99)	16%	(182)	72%	(838)	1158
Community: Suburban	2%	(37)	7%	(148)	14%	(288)	77%	(1618)	2091
Community: Rural	1%	(15)	4%	(47)	11%	(131)	83%	(957)	1151
Employ: Private Sector	3%	(39)	10%	(134)	15%	(204)	72%	(965)	1343
Employ: Government	5%	(13)	10%	(26)	17%	(44)	68%	(180)	263
Employ: Self-Employed	5%	(20)	9%	(39)	23%	(98)	63%	(269)	426
Employ: Homemaker	2%	(6)	5%	(17)	13%	(46)	81%	(282)	351
Employ: Student	2%	(3)	5%	(7)	16%	(23)	78%	(116)	148
Employ: Retired	—	(4)	4%	(36)	11%	(106)	85%	(857)	1003
Employ: Unemployed	1%	(5)	5%	(26)	10%	(52)	85%	(463)	546
Employ: Other	1%	(4)	2%	(8)	9%	(29)	87%	(280)	321
Military HH: Yes	1%	(9)	8%	(50)	13%	(87)	78%	(507)	654
Military HH: No	2%	(83)	6%	(243)	14%	(515)	78%	(2905)	3746
RD/WT: Right Direction	4%	(64)	9%	(152)	14%	(236)	73%	(1214)	1666
RD/WT: Wrong Track	1%	(28)	5%	(141)	13%	(366)	80%	(2199)	2734
Biden Job Approve	3%	(63)	9%	(171)	14%	(286)	74%	(1483)	2004
Biden Job Disapprove	1%	(28)	5%	(117)	14%	(296)	79%	(1699)	2140

Continued on next page

**Table MCSP9\_29: How interested are you in the following NHL teams?**

Vancouver Canucks

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	2%	(92)	7%	(293)	14%	(602)	78%	(3413)	4400
Biden Job Strongly Approve	5%	(44)	10%	(87)	11%	(98)	75%	(684)	913
Biden Job Somewhat Approve	2%	(19)	8%	(84)	17%	(189)	73%	(799)	1091
Biden Job Somewhat Disapprove	2%	(13)	7%	(46)	13%	(86)	78%	(502)	647
Biden Job Strongly Disapprove	1%	(14)	5%	(71)	14%	(210)	80%	(1197)	1493
Favorable of Biden	3%	(62)	8%	(171)	14%	(291)	75%	(1535)	2059
Unfavorable of Biden	1%	(25)	5%	(111)	14%	(289)	80%	(1669)	2093
Very Favorable of Biden	5%	(48)	8%	(85)	13%	(129)	74%	(744)	1006
Somewhat Favorable of Biden	1%	(14)	8%	(86)	15%	(162)	75%	(792)	1053
Somewhat Unfavorable of Biden	2%	(11)	7%	(41)	13%	(76)	77%	(439)	567
Very Unfavorable of Biden	1%	(14)	5%	(69)	14%	(213)	81%	(1230)	1527
#1 Issue: Economy	2%	(30)	7%	(110)	15%	(236)	77%	(1225)	1601
#1 Issue: Security	2%	(17)	5%	(36)	14%	(102)	79%	(568)	723
#1 Issue: Health Care	3%	(19)	11%	(63)	14%	(77)	72%	(402)	561
#1 Issue: Medicare / Social Security	2%	(9)	4%	(20)	10%	(54)	84%	(442)	525
#1 Issue: Women's Issues	3%	(8)	5%	(16)	13%	(39)	79%	(237)	299
#1 Issue: Education	3%	(4)	12%	(19)	17%	(29)	69%	(115)	168
#1 Issue: Energy	1%	(3)	5%	(12)	12%	(28)	81%	(184)	227
#1 Issue: Other	1%	(2)	6%	(16)	13%	(38)	81%	(241)	297
2020 Vote: Joe Biden	3%	(64)	8%	(158)	14%	(265)	75%	(1473)	1960
2020 Vote: Donald Trump	2%	(24)	6%	(83)	15%	(208)	77%	(1083)	1398
2020 Vote: Other	—	(1)	6%	(9)	20%	(32)	74%	(122)	164
2020 Vote: Didn't Vote	—	(4)	5%	(42)	11%	(96)	84%	(733)	875
2018 House Vote: Democrat	3%	(39)	8%	(114)	14%	(211)	75%	(1111)	1475
2018 House Vote: Republican	2%	(26)	7%	(81)	14%	(164)	77%	(925)	1196
2018 House Vote: Someone else	2%	(2)	9%	(11)	17%	(21)	72%	(89)	123
2016 Vote: Hillary Clinton	3%	(41)	7%	(103)	13%	(180)	77%	(1075)	1400
2016 Vote: Donald Trump	2%	(20)	7%	(97)	16%	(206)	76%	(997)	1321
2016 Vote: Other	—	(1)	4%	(10)	16%	(41)	79%	(198)	249
2016 Vote: Didn't Vote	2%	(30)	6%	(81)	12%	(175)	80%	(1139)	1425

Continued on next page

**Table MCSP9\_29: How interested are you in the following NHL teams?**  
 Vancouver Canucks

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	2%	(92)	7%	(293)	14%	(602)	78%	(3413)	4400
Voted in 2014: Yes	2%	(50)	7%	(181)	14%	(340)	77%	(1870)	2442
Voted in 2014: No	2%	(42)	6%	(112)	13%	(261)	79%	(1543)	1958
4-Region: Northeast	1%	(11)	7%	(54)	14%	(113)	77%	(609)	787
4-Region: Midwest	1%	(14)	5%	(48)	11%	(106)	82%	(757)	925
4-Region: South	2%	(31)	7%	(112)	13%	(221)	78%	(1285)	1648
4-Region: West	4%	(37)	8%	(79)	16%	(162)	73%	(762)	1040
2110001	2%	(52)	6%	(137)	13%	(278)	79%	(1715)	2182
2110009	2%	(41)	7%	(157)	15%	(323)	77%	(1698)	2218
Sports Fans	3%	(88)	9%	(268)	19%	(548)	69%	(1995)	2899
Avid Sports Fans	5%	(45)	13%	(106)	25%	(207)	57%	(467)	824
Casual Sports Fans	2%	(43)	8%	(162)	16%	(341)	74%	(1528)	2074
Non-Sports Fans	—	(4)	2%	(25)	4%	(54)	94%	(1418)	1501
Sports Fans Non-NHL	1%	(12)	2%	(31)	9%	(137)	88%	(1307)	1486
NHL Fans	5%	(81)	17%	(252)	28%	(432)	50%	(758)	1523
Avid NHL Fans	12%	(47)	26%	(101)	31%	(119)	31%	(119)	387
Casual NHL Fans	3%	(34)	13%	(151)	28%	(313)	56%	(639)	1137
Has Favorite NHL Team	6%	(66)	17%	(170)	25%	(261)	52%	(530)	1026
Has Favorite MLB Team	3%	(58)	10%	(184)	18%	(323)	69%	(1257)	1823
Has Favorite NBA Team	4%	(66)	11%	(157)	21%	(304)	64%	(954)	1481
Has Favorite NFL Team	3%	(73)	9%	(206)	17%	(411)	71%	(1664)	2355
MLB Fans	4%	(83)	10%	(230)	21%	(465)	66%	(1485)	2262
NBA Fans	4%	(81)	10%	(208)	21%	(431)	64%	(1299)	2020
NFL Fans	3%	(86)	9%	(259)	19%	(512)	69%	(1904)	2762
Avid MLB Fans	6%	(41)	10%	(74)	23%	(170)	61%	(451)	736
Avid NBA	8%	(52)	13%	(86)	24%	(159)	56%	(379)	676
Avid NFL Fans	4%	(51)	10%	(116)	22%	(264)	64%	(769)	1200

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

**Table MCSP9\_30:** How interested are you in the following NHL teams?  
Vegas Golden Knights

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not too interested</b>		<b>Not interested at all</b>		<b>Total N</b>
Adults	3%	(151)	9%	(392)	12%	(546)	75%	(3310)	4400
Gender: Male	4%	(90)	13%	(272)	16%	(331)	67%	(1430)	2124
Gender: Female	3%	(61)	5%	(120)	9%	(215)	83%	(1880)	2276
Age: 18-34	5%	(71)	12%	(154)	13%	(176)	69%	(909)	1310
Age: 35-44	5%	(34)	10%	(71)	16%	(114)	70%	(497)	715
Age: 45-64	2%	(33)	8%	(123)	11%	(170)	78%	(1176)	1502
Age: 65+	1%	(13)	5%	(45)	10%	(86)	83%	(728)	873
GenZers: 1997-2012	6%	(26)	10%	(46)	13%	(62)	71%	(332)	465
Millennials: 1981-1996	5%	(65)	12%	(158)	15%	(188)	68%	(866)	1276
GenXers: 1965-1980	4%	(39)	9%	(95)	12%	(128)	74%	(765)	1028
Baby Boomers: 1946-1964	1%	(21)	6%	(87)	10%	(149)	82%	(1198)	1455
PID: Dem (no lean)	5%	(76)	10%	(168)	12%	(192)	74%	(1216)	1653
PID: Ind (no lean)	2%	(30)	7%	(102)	14%	(203)	77%	(1128)	1464
PID: Rep (no lean)	3%	(45)	10%	(122)	12%	(151)	75%	(966)	1284
PID/Gender: Dem Men	6%	(44)	14%	(110)	14%	(110)	66%	(512)	776
PID/Gender: Dem Women	4%	(32)	7%	(59)	9%	(82)	80%	(704)	877
PID/Gender: Ind Men	2%	(17)	11%	(79)	16%	(122)	71%	(532)	750
PID/Gender: Ind Women	2%	(13)	3%	(23)	11%	(82)	84%	(597)	714
PID/Gender: Rep Men	5%	(29)	14%	(83)	17%	(99)	65%	(387)	598
PID/Gender: Rep Women	2%	(16)	6%	(39)	8%	(52)	84%	(579)	686
Ideo: Liberal (1-3)	4%	(56)	11%	(138)	13%	(160)	72%	(903)	1257
Ideo: Moderate (4)	4%	(44)	8%	(100)	15%	(189)	73%	(924)	1257
Ideo: Conservative (5-7)	3%	(47)	9%	(133)	11%	(165)	76%	(1089)	1434
Educ: < College	3%	(84)	7%	(225)	12%	(350)	78%	(2365)	3024
Educ: Bachelors degree	5%	(43)	11%	(102)	15%	(130)	69%	(613)	888
Educ: Post-grad	5%	(24)	13%	(66)	13%	(66)	68%	(332)	488
Income: Under 50k	2%	(51)	7%	(165)	12%	(284)	79%	(1915)	2415
Income: 50k-100k	4%	(60)	10%	(144)	13%	(182)	72%	(1000)	1387
Income: 100k+	7%	(40)	14%	(84)	13%	(80)	66%	(395)	598
Ethnicity: White	3%	(105)	8%	(285)	12%	(405)	77%	(2649)	3443
Ethnicity: Hispanic	5%	(34)	12%	(87)	14%	(98)	69%	(481)	699

Continued on next page

**Table MCSP9\_30: How interested are you in the following NHL teams?**  
 Vegas Golden Knights

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(151)	9%	(392)	12%	(546)	75%	(3310)	4400
Ethnicity: Black	6%	(34)	13%	(69)	12%	(66)	69%	(379)	549
Ethnicity: Other	3%	(12)	9%	(38)	18%	(75)	69%	(282)	408
All Christian	3%	(54)	10%	(203)	14%	(267)	73%	(1450)	1974
All Non-Christian	9%	(19)	14%	(30)	13%	(27)	63%	(132)	208
Atheist	5%	(12)	8%	(20)	11%	(29)	76%	(197)	258
Agnostic/Nothing in particular	3%	(38)	6%	(73)	11%	(139)	80%	(982)	1232
Something Else	4%	(28)	9%	(67)	11%	(83)	76%	(550)	727
Religious Non-Protestant/Catholic	9%	(23)	13%	(33)	11%	(28)	66%	(162)	247
Evangelical	3%	(35)	10%	(107)	13%	(137)	74%	(785)	1064
Non-Evangelical	3%	(42)	10%	(157)	13%	(208)	74%	(1171)	1578
Community: Urban	6%	(72)	11%	(131)	13%	(151)	69%	(805)	1158
Community: Suburban	3%	(60)	9%	(191)	13%	(273)	75%	(1567)	2091
Community: Rural	2%	(19)	6%	(70)	11%	(123)	82%	(939)	1151
Employ: Private Sector	5%	(62)	13%	(172)	14%	(187)	69%	(921)	1343
Employ: Government	6%	(16)	14%	(38)	13%	(33)	67%	(176)	263
Employ: Self-Employed	6%	(24)	12%	(52)	19%	(79)	63%	(270)	426
Employ: Homemaker	1%	(4)	6%	(22)	11%	(39)	82%	(286)	351
Employ: Student	7%	(10)	6%	(9)	14%	(20)	74%	(109)	148
Employ: Retired	1%	(13)	5%	(49)	11%	(107)	83%	(835)	1003
Employ: Unemployed	3%	(14)	7%	(36)	10%	(53)	81%	(442)	546
Employ: Other	2%	(8)	4%	(14)	9%	(28)	84%	(271)	321
Military HH: Yes	4%	(27)	8%	(55)	12%	(79)	75%	(492)	654
Military HH: No	3%	(124)	9%	(337)	12%	(467)	75%	(2818)	3746
RD/WT: Right Direction	6%	(94)	11%	(180)	13%	(213)	71%	(1179)	1666
RD/WT: Wrong Track	2%	(57)	8%	(213)	12%	(334)	78%	(2131)	2734
Biden Job Approve	5%	(94)	10%	(206)	13%	(259)	72%	(1445)	2004
Biden Job Disapprove	3%	(54)	8%	(174)	12%	(265)	77%	(1647)	2140

Continued on next page

**Table MCSP9\_30:** *How interested are you in the following NHL teams?*  
*Vegas Golden Knights*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(151)	9%	(392)	12%	(546)	75%	(3310)	4400
Biden Job Strongly Approve	6%	(59)	11%	(100)	11%	(97)	72%	(657)	913
Biden Job Somewhat Approve	3%	(35)	10%	(106)	15%	(162)	72%	(788)	1091
Biden Job Somewhat Disapprove	3%	(17)	9%	(58)	13%	(85)	75%	(487)	647
Biden Job Strongly Disapprove	3%	(38)	8%	(116)	12%	(180)	78%	(1159)	1493
Favorable of Biden	5%	(97)	10%	(206)	13%	(259)	73%	(1497)	2059
Unfavorable of Biden	2%	(51)	8%	(165)	12%	(259)	77%	(1618)	2093
Very Favorable of Biden	6%	(63)	10%	(101)	12%	(120)	72%	(722)	1006
Somewhat Favorable of Biden	3%	(33)	10%	(106)	13%	(139)	74%	(775)	1053
Somewhat Unfavorable of Biden	3%	(18)	9%	(52)	13%	(75)	74%	(422)	567
Very Unfavorable of Biden	2%	(33)	7%	(113)	12%	(184)	78%	(1196)	1527
#1 Issue: Economy	3%	(54)	10%	(156)	14%	(222)	73%	(1169)	1601
#1 Issue: Security	3%	(24)	8%	(61)	13%	(92)	76%	(546)	723
#1 Issue: Health Care	5%	(30)	11%	(63)	12%	(65)	72%	(404)	561
#1 Issue: Medicare / Social Security	1%	(7)	6%	(29)	11%	(57)	82%	(432)	525
#1 Issue: Women's Issues	4%	(13)	9%	(26)	10%	(30)	77%	(231)	299
#1 Issue: Education	4%	(7)	8%	(14)	17%	(28)	71%	(118)	168
#1 Issue: Energy	3%	(7)	9%	(21)	11%	(25)	77%	(175)	227
#1 Issue: Other	3%	(10)	7%	(22)	9%	(28)	80%	(237)	297
2020 Vote: Joe Biden	5%	(96)	10%	(194)	13%	(246)	73%	(1424)	1960
2020 Vote: Donald Trump	3%	(37)	10%	(133)	13%	(176)	75%	(1052)	1398
2020 Vote: Other	4%	(7)	7%	(12)	19%	(30)	70%	(115)	164
2020 Vote: Didn't Vote	1%	(11)	6%	(54)	11%	(92)	82%	(717)	875
2018 House Vote: Democrat	5%	(70)	10%	(154)	12%	(175)	73%	(1077)	1475
2018 House Vote: Republican	3%	(37)	10%	(120)	12%	(144)	75%	(895)	1196
2018 House Vote: Someone else	2%	(2)	6%	(8)	20%	(25)	72%	(89)	123
2016 Vote: Hillary Clinton	4%	(57)	10%	(141)	11%	(159)	75%	(1043)	1400
2016 Vote: Donald Trump	3%	(46)	9%	(124)	14%	(183)	73%	(967)	1321
2016 Vote: Other	2%	(4)	6%	(14)	16%	(41)	76%	(191)	249
2016 Vote: Didn't Vote	3%	(44)	8%	(112)	11%	(163)	78%	(1106)	1425

Continued on next page



**Table MCSP9\_30: How interested are you in the following NHL teams?**  
 Vegas Golden Knights

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(151)	9%	(392)	12%	(546)	75%	(3310)	4400
Voted in 2014: Yes	4%	(90)	10%	(243)	12%	(298)	74%	(1810)	2442
Voted in 2014: No	3%	(61)	8%	(149)	13%	(249)	77%	(1500)	1958
4-Region: Northeast	3%	(23)	8%	(64)	13%	(104)	76%	(595)	787
4-Region: Midwest	3%	(26)	8%	(73)	11%	(102)	78%	(724)	925
4-Region: South	2%	(35)	8%	(137)	12%	(202)	77%	(1275)	1648
4-Region: West	6%	(67)	11%	(118)	13%	(138)	69%	(717)	1040
2110001	3%	(64)	8%	(181)	12%	(263)	77%	(1674)	2182
2110009	4%	(87)	10%	(212)	13%	(283)	74%	(1637)	2218
Sports Fans	5%	(138)	12%	(361)	17%	(496)	66%	(1904)	2899
Avid Sports Fans	8%	(63)	21%	(174)	21%	(174)	50%	(413)	824
Casual Sports Fans	4%	(75)	9%	(187)	16%	(322)	72%	(1491)	2074
Non-Sports Fans	1%	(13)	2%	(32)	3%	(50)	94%	(1406)	1501
Sports Fans Non-NHL	1%	(15)	3%	(50)	9%	(137)	86%	(1284)	1486
NHL Fans	8%	(127)	21%	(326)	25%	(381)	45%	(689)	1523
Avid NHL Fans	18%	(71)	30%	(117)	26%	(99)	26%	(100)	387
Casual NHL Fans	5%	(56)	18%	(210)	25%	(282)	52%	(589)	1137
Has Favorite NHL Team	10%	(107)	21%	(219)	22%	(228)	46%	(472)	1026
Has Favorite MLB Team	5%	(99)	13%	(246)	16%	(294)	65%	(1185)	1823
Has Favorite NBA Team	7%	(105)	15%	(222)	19%	(277)	59%	(876)	1481
Has Favorite NFL Team	5%	(118)	12%	(285)	15%	(364)	67%	(1588)	2355
MLB Fans	6%	(127)	14%	(310)	19%	(423)	62%	(1402)	2262
NBA Fans	6%	(121)	15%	(299)	19%	(388)	60%	(1212)	2020
NFL Fans	5%	(130)	13%	(358)	17%	(462)	66%	(1812)	2762
Avid MLB Fans	7%	(55)	18%	(134)	18%	(133)	56%	(415)	736
Avid NBA	10%	(70)	19%	(125)	19%	(130)	52%	(350)	676
Avid NFL Fans	6%	(71)	16%	(194)	18%	(215)	60%	(720)	1200

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

**Table MCSP9\_31: How interested are you in the following NHL teams?**  
*Washington Capitals*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(142)	9%	(399)	13%	(580)	75%	(3279)	4400
Gender: Male	5%	(98)	12%	(265)	16%	(348)	67%	(1413)	2124
Gender: Female	2%	(44)	6%	(134)	10%	(232)	82%	(1866)	2276
Age: 18-34	6%	(72)	12%	(151)	15%	(193)	68%	(893)	1310
Age: 35-44	4%	(29)	10%	(72)	16%	(112)	70%	(503)	715
Age: 45-64	2%	(29)	9%	(131)	13%	(189)	77%	(1153)	1502
Age: 65+	1%	(11)	5%	(46)	10%	(86)	84%	(729)	873
GenZers: 1997-2012	6%	(26)	10%	(46)	17%	(78)	68%	(315)	465
Millennials: 1981-1996	5%	(64)	12%	(152)	15%	(188)	68%	(872)	1276
GenXers: 1965-1980	3%	(31)	9%	(97)	14%	(149)	73%	(750)	1028
Baby Boomers: 1946-1964	1%	(20)	7%	(98)	10%	(146)	82%	(1192)	1455
PID: Dem (no lean)	5%	(78)	10%	(173)	12%	(200)	73%	(1202)	1653
PID: Ind (no lean)	2%	(29)	8%	(117)	14%	(206)	76%	(1111)	1464
PID: Rep (no lean)	3%	(35)	9%	(109)	14%	(174)	75%	(965)	1284
PID/Gender: Dem Men	7%	(54)	15%	(115)	14%	(108)	64%	(500)	776
PID/Gender: Dem Women	3%	(24)	7%	(57)	11%	(92)	80%	(703)	877
PID/Gender: Ind Men	2%	(16)	11%	(80)	18%	(137)	69%	(516)	750
PID/Gender: Ind Women	2%	(13)	5%	(37)	10%	(69)	83%	(595)	714
PID/Gender: Rep Men	5%	(28)	12%	(70)	17%	(103)	66%	(397)	598
PID/Gender: Rep Women	1%	(8)	6%	(40)	10%	(71)	83%	(568)	686
Ideo: Liberal (1-3)	6%	(71)	11%	(134)	13%	(158)	71%	(894)	1257
Ideo: Moderate (4)	2%	(30)	10%	(120)	15%	(189)	73%	(918)	1257
Ideo: Conservative (5-7)	3%	(39)	8%	(120)	14%	(196)	75%	(1080)	1434
Educ: < College	3%	(78)	8%	(238)	12%	(374)	77%	(2334)	3024
Educ: Bachelors degree	4%	(36)	11%	(98)	15%	(136)	70%	(618)	888
Educ: Post-grad	6%	(28)	13%	(63)	14%	(70)	67%	(327)	488
Income: Under 50k	2%	(59)	7%	(169)	12%	(292)	78%	(1895)	2415
Income: 50k-100k	3%	(46)	11%	(147)	15%	(203)	71%	(990)	1387
Income: 100k+	6%	(36)	14%	(83)	14%	(85)	66%	(393)	598
Ethnicity: White	3%	(102)	9%	(295)	13%	(434)	76%	(2613)	3443
Ethnicity: Hispanic	5%	(32)	12%	(85)	16%	(110)	68%	(472)	699

Continued on next page

**Table MCSP9\_31: How interested are you in the following NHL teams?**  
 Washington Capitals

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(142)	9%	(399)	13%	(580)	75%	(3279)	4400
Ethnicity: Black	4%	(23)	12%	(63)	14%	(75)	71%	(387)	549
Ethnicity: Other	4%	(16)	10%	(41)	18%	(72)	68%	(278)	408
All Christian	4%	(74)	10%	(189)	14%	(272)	73%	(1440)	1974
All Non-Christian	6%	(12)	18%	(37)	14%	(29)	62%	(130)	208
Atheist	3%	(8)	10%	(26)	11%	(29)	76%	(195)	258
Agnostic/Nothing in particular	3%	(31)	8%	(94)	12%	(149)	78%	(959)	1232
Something Else	2%	(17)	7%	(53)	14%	(102)	76%	(556)	727
Religious Non-Protestant/Catholic	6%	(14)	15%	(38)	13%	(31)	66%	(164)	247
Evangelical	4%	(42)	10%	(101)	14%	(146)	73%	(774)	1064
Non-Evangelical	3%	(46)	9%	(136)	14%	(224)	74%	(1172)	1578
Community: Urban	5%	(57)	11%	(125)	14%	(163)	70%	(814)	1158
Community: Suburban	3%	(70)	9%	(191)	14%	(288)	74%	(1542)	2091
Community: Rural	1%	(15)	7%	(84)	11%	(130)	80%	(922)	1151
Employ: Private Sector	4%	(59)	12%	(158)	17%	(225)	67%	(901)	1343
Employ: Government	7%	(18)	14%	(38)	12%	(31)	67%	(176)	263
Employ: Self-Employed	6%	(25)	13%	(54)	20%	(84)	62%	(263)	426
Employ: Homemaker	2%	(7)	6%	(21)	12%	(41)	80%	(282)	351
Employ: Student	4%	(5)	12%	(18)	14%	(21)	70%	(104)	148
Employ: Retired	2%	(16)	5%	(55)	10%	(99)	83%	(833)	1003
Employ: Unemployed	1%	(8)	6%	(31)	11%	(57)	82%	(450)	546
Employ: Other	1%	(4)	8%	(26)	7%	(22)	84%	(269)	321
Military HH: Yes	3%	(17)	9%	(59)	14%	(89)	75%	(489)	654
Military HH: No	3%	(125)	9%	(341)	13%	(491)	74%	(2790)	3746
RD/WT: Right Direction	5%	(87)	12%	(195)	13%	(211)	70%	(1173)	1666
RD/WT: Wrong Track	2%	(55)	7%	(204)	13%	(369)	77%	(2106)	2734
Biden Job Approve	5%	(95)	11%	(213)	13%	(269)	71%	(1427)	2004
Biden Job Disapprove	2%	(46)	8%	(172)	14%	(289)	76%	(1633)	2140

Continued on next page

**Table MCSP9\_31: How interested are you in the following NHL teams?**

*Washington Capitals*

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	3% (142)	9% (399)	13% (580)	75% (3279)	4400
Biden Job Strongly Approve	6% (55)	12% (112)	10% (95)	71% (651)	913
Biden Job Somewhat Approve	4% (40)	9% (100)	16% (175)	71% (776)	1091
Biden Job Somewhat Disapprove	3% (18)	10% (63)	14% (88)	74% (478)	647
Biden Job Strongly Disapprove	2% (28)	7% (109)	13% (201)	77% (1155)	1493
Favorable of Biden	5% (97)	11% (216)	13% (265)	72% (1480)	2059
Unfavorable of Biden	2% (44)	7% (156)	14% (293)	76% (1600)	2093
Very Favorable of Biden	6% (60)	13% (126)	11% (112)	70% (708)	1006
Somewhat Favorable of Biden	3% (37)	9% (90)	15% (153)	73% (773)	1053
Somewhat Unfavorable of Biden	3% (18)	10% (56)	15% (84)	72% (408)	567
Very Unfavorable of Biden	2% (27)	7% (100)	14% (209)	78% (1191)	1527
#1 Issue: Economy	4% (63)	9% (150)	14% (225)	73% (1163)	1601
#1 Issue: Security	2% (11)	9% (68)	13% (97)	76% (546)	723
#1 Issue: Health Care	4% (24)	13% (73)	13% (71)	70% (393)	561
#1 Issue: Medicare / Social Security	1% (6)	7% (38)	10% (54)	81% (427)	525
#1 Issue: Women's Issues	5% (14)	6% (17)	14% (41)	76% (227)	299
#1 Issue: Education	5% (8)	10% (17)	17% (29)	68% (113)	168
#1 Issue: Energy	5% (11)	8% (18)	10% (22)	77% (176)	227
#1 Issue: Other	2% (5)	6% (17)	14% (41)	79% (234)	297
2020 Vote: Joe Biden	5% (97)	10% (199)	13% (252)	72% (1412)	1960
2020 Vote: Donald Trump	2% (32)	9% (120)	15% (203)	75% (1044)	1398
2020 Vote: Other	3% (6)	6% (10)	21% (34)	70% (115)	164
2020 Vote: Didn't Vote	1% (7)	8% (71)	10% (91)	81% (706)	875
2018 House Vote: Democrat	4% (65)	10% (153)	13% (194)	72% (1063)	1475
2018 House Vote: Republican	3% (33)	10% (116)	14% (166)	74% (882)	1196
2018 House Vote: Someone else	1% (1)	14% (18)	13% (17)	72% (88)	123
2016 Vote: Hillary Clinton	4% (52)	9% (132)	13% (182)	74% (1034)	1400
2016 Vote: Donald Trump	3% (38)	10% (129)	15% (194)	73% (960)	1321
2016 Vote: Other	3% (7)	7% (17)	17% (42)	74% (184)	249
2016 Vote: Didn't Vote	3% (45)	8% (121)	11% (161)	77% (1098)	1425

Continued on next page

**Table MCSP9\_31: How interested are you in the following NHL teams?**  
 Washington Capitals

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	3%	(142)	9%	(399)	13%	(580)	75%	(3279)	4400
Voted in 2014: Yes	4%	(88)	10%	(236)	14%	(338)	73%	(1779)	2442
Voted in 2014: No	3%	(54)	8%	(163)	12%	(242)	77%	(1500)	1958
4-Region: Northeast	3%	(23)	10%	(80)	13%	(102)	74%	(583)	787
4-Region: Midwest	3%	(26)	7%	(62)	11%	(103)	79%	(734)	925
4-Region: South	4%	(72)	10%	(157)	13%	(208)	74%	(1212)	1648
4-Region: West	2%	(22)	10%	(100)	16%	(168)	72%	(750)	1040
2110001	3%	(69)	9%	(190)	12%	(255)	76%	(1668)	2182
2110009	3%	(73)	9%	(209)	15%	(326)	73%	(1610)	2218
Sports Fans	5%	(137)	13%	(372)	18%	(518)	65%	(1872)	2899
Avid Sports Fans	7%	(61)	18%	(152)	22%	(178)	53%	(433)	824
Casual Sports Fans	4%	(76)	11%	(220)	16%	(340)	69%	(1439)	2074
Non-Sports Fans	—	(5)	2%	(27)	4%	(62)	94%	(1406)	1501
Sports Fans Non-NHL	1%	(20)	5%	(67)	10%	(146)	84%	(1253)	1486
NHL Fans	8%	(118)	21%	(320)	26%	(392)	46%	(693)	1523
Avid NHL Fans	14%	(53)	33%	(128)	27%	(104)	26%	(101)	387
Casual NHL Fans	6%	(65)	17%	(191)	25%	(289)	52%	(592)	1137
Has Favorite NHL Team	9%	(96)	21%	(218)	22%	(229)	47%	(484)	1026
Has Favorite MLB Team	5%	(100)	13%	(233)	18%	(322)	64%	(1168)	1823
Has Favorite NBA Team	7%	(97)	15%	(219)	19%	(279)	60%	(887)	1481
Has Favorite NFL Team	5%	(113)	12%	(291)	17%	(390)	66%	(1561)	2355
MLB Fans	6%	(126)	14%	(314)	19%	(440)	61%	(1382)	2262
NBA Fans	6%	(116)	14%	(292)	20%	(404)	60%	(1209)	2020
NFL Fans	5%	(132)	13%	(362)	17%	(482)	65%	(1786)	2762
Avid MLB Fans	8%	(58)	16%	(116)	20%	(147)	56%	(415)	736
Avid NBA	9%	(61)	18%	(119)	22%	(150)	51%	(346)	676
Avid NFL Fans	6%	(68)	15%	(175)	19%	(229)	61%	(728)	1200

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

**Table MCSP9\_32: How interested are you in the following NHL teams?**

Winnipeg Jets

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	2% (84)	6% (274)	14% (602)	78% (3440)	4400
Gender: Male	2% (50)	9% (187)	18% (376)	71% (1511)	2124
Gender: Female	1% (34)	4% (87)	10% (226)	85% (1930)	2276
Age: 18-34	4% (55)	7% (94)	15% (203)	73% (959)	1310
Age: 35-44	2% (18)	9% (65)	17% (124)	71% (509)	715
Age: 45-64	1% (9)	6% (94)	13% (191)	80% (1209)	1502
Age: 65+	— (3)	2% (22)	10% (84)	87% (763)	873
GenZers: 1997-2012	3% (16)	6% (29)	16% (75)	74% (345)	465
Millennials: 1981-1996	4% (51)	8% (102)	17% (214)	71% (909)	1276
GenXers: 1965-1980	1% (10)	9% (91)	13% (135)	77% (791)	1028
Baby Boomers: 1946-1964	— (7)	3% (50)	11% (160)	85% (1238)	1455
PID: Dem (no lean)	3% (47)	7% (120)	13% (217)	77% (1269)	1653
PID: Ind (no lean)	1% (16)	5% (67)	15% (217)	79% (1163)	1464
PID: Rep (no lean)	2% (21)	7% (86)	13% (167)	79% (1009)	1284
PID/Gender: Dem Men	4% (31)	10% (81)	17% (129)	69% (536)	776
PID/Gender: Dem Women	2% (16)	4% (39)	10% (89)	84% (732)	877
PID/Gender: Ind Men	1% (5)	7% (51)	19% (141)	74% (552)	750
PID/Gender: Ind Women	2% (11)	2% (16)	11% (76)	86% (611)	714
PID/Gender: Rep Men	2% (15)	9% (55)	18% (106)	71% (422)	598
PID/Gender: Rep Women	1% (7)	5% (31)	9% (62)	86% (586)	686
Ideo: Liberal (1-3)	3% (41)	8% (96)	14% (177)	75% (943)	1257
Ideo: Moderate (4)	1% (18)	6% (78)	16% (204)	76% (957)	1257
Ideo: Conservative (5-7)	1% (20)	6% (90)	13% (180)	80% (1144)	1434
Educ: < College	1% (40)	5% (159)	13% (389)	81% (2436)	3024
Educ: Bachelors degree	3% (26)	8% (67)	16% (141)	74% (653)	888
Educ: Post-grad	4% (18)	10% (47)	15% (71)	72% (351)	488
Income: Under 50k	1% (29)	5% (132)	12% (298)	81% (1956)	2415
Income: 50k-100k	2% (33)	6% (82)	15% (214)	76% (1057)	1387
Income: 100k+	4% (22)	10% (59)	15% (90)	71% (427)	598
Ethnicity: White	2% (65)	6% (204)	13% (448)	79% (2726)	3443
Ethnicity: Hispanic	4% (24)	6% (39)	17% (118)	74% (517)	699

Continued on next page

**Table MCSP9\_32: How interested are you in the following NHL teams?**  
 Winnipeg Jets

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	2%	(84)	6%	(274)	14%	(602)	78%	(3440)	4400
Ethnicity: Black	2%	(13)	8%	(45)	15%	(82)	75%	(409)	549
Ethnicity: Other	1%	(6)	6%	(25)	18%	(71)	75%	(306)	408
All Christian	2%	(34)	7%	(142)	15%	(288)	76%	(1510)	1974
All Non-Christian	7%	(14)	11%	(23)	16%	(32)	67%	(138)	208
Atheist	2%	(4)	5%	(14)	15%	(39)	78%	(201)	258
Agnostic/Nothing in particular	1%	(17)	5%	(57)	12%	(146)	82%	(1013)	1232
Something Else	2%	(15)	5%	(38)	13%	(96)	79%	(578)	727
Religious Non-Protestant/Catholic	6%	(14)	11%	(27)	13%	(33)	70%	(172)	247
Evangelical	3%	(30)	7%	(78)	14%	(148)	76%	(808)	1064
Non-Evangelical	1%	(19)	6%	(96)	15%	(232)	78%	(1231)	1578
Community: Urban	4%	(45)	9%	(99)	14%	(164)	73%	(851)	1158
Community: Suburban	1%	(31)	6%	(120)	15%	(304)	78%	(1636)	2091
Community: Rural	1%	(9)	5%	(54)	12%	(133)	83%	(954)	1151
Employ: Private Sector	2%	(33)	9%	(121)	16%	(221)	72%	(969)	1343
Employ: Government	6%	(15)	11%	(28)	14%	(36)	70%	(184)	263
Employ: Self-Employed	4%	(17)	8%	(34)	21%	(89)	67%	(287)	426
Employ: Homemaker	2%	(8)	5%	(17)	11%	(38)	82%	(288)	351
Employ: Student	—	(1)	6%	(9)	17%	(25)	77%	(114)	148
Employ: Retired	1%	(8)	3%	(26)	11%	(106)	86%	(863)	1003
Employ: Unemployed	—	(1)	5%	(28)	10%	(57)	84%	(460)	546
Employ: Other	—	(1)	4%	(12)	9%	(30)	86%	(277)	321
Military HH: Yes	2%	(14)	6%	(38)	14%	(93)	78%	(510)	654
Military HH: No	2%	(71)	6%	(236)	14%	(509)	78%	(2931)	3746
RD/WT: Right Direction	4%	(69)	8%	(129)	14%	(239)	74%	(1228)	1666
RD/WT: Wrong Track	1%	(15)	5%	(145)	13%	(362)	81%	(2212)	2734
Biden Job Approve	3%	(67)	8%	(155)	14%	(283)	75%	(1500)	2004
Biden Job Disapprove	1%	(17)	5%	(112)	14%	(301)	80%	(1710)	2140

Continued on next page

**Table MCSP9\_32: How interested are you in the following NHL teams?**

Winnipeg Jets

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	2%	(84)	6%	(274)	14%	(602)	78%	(3440)	4400
Biden Job Strongly Approve	5%	(44)	9%	(82)	11%	(103)	75%	(684)	913
Biden Job Somewhat Approve	2%	(23)	7%	(72)	16%	(179)	75%	(816)	1091
Biden Job Somewhat Disapprove	1%	(7)	5%	(33)	16%	(100)	78%	(507)	647
Biden Job Strongly Disapprove	1%	(11)	5%	(79)	13%	(201)	81%	(1202)	1493
Favorable of Biden	3%	(66)	7%	(148)	14%	(292)	75%	(1553)	2059
Unfavorable of Biden	1%	(18)	5%	(110)	14%	(290)	80%	(1676)	2093
Very Favorable of Biden	5%	(47)	8%	(80)	12%	(120)	75%	(759)	1006
Somewhat Favorable of Biden	2%	(20)	6%	(68)	16%	(172)	75%	(793)	1053
Somewhat Unfavorable of Biden	1%	(6)	6%	(36)	15%	(83)	78%	(443)	567
Very Unfavorable of Biden	1%	(12)	5%	(74)	14%	(207)	81%	(1233)	1527
#1 Issue: Economy	2%	(29)	6%	(98)	15%	(236)	77%	(1237)	1601
#1 Issue: Security	2%	(12)	6%	(41)	13%	(97)	79%	(573)	723
#1 Issue: Health Care	3%	(19)	9%	(52)	14%	(80)	73%	(410)	561
#1 Issue: Medicare / Social Security	1%	(5)	4%	(20)	11%	(59)	84%	(440)	525
#1 Issue: Women's Issues	2%	(7)	7%	(22)	13%	(39)	77%	(231)	299
#1 Issue: Education	2%	(4)	8%	(13)	19%	(32)	71%	(119)	168
#1 Issue: Energy	3%	(8)	6%	(14)	11%	(24)	80%	(181)	227
#1 Issue: Other	—	(1)	5%	(14)	11%	(34)	84%	(248)	297
2020 Vote: Joe Biden	3%	(55)	7%	(134)	14%	(268)	77%	(1502)	1960
2020 Vote: Donald Trump	2%	(22)	6%	(86)	15%	(204)	78%	(1086)	1398
2020 Vote: Other	—	(0)	6%	(9)	20%	(33)	74%	(122)	164
2020 Vote: Didn't Vote	1%	(7)	5%	(44)	11%	(95)	83%	(728)	875
2018 House Vote: Democrat	3%	(40)	7%	(97)	14%	(205)	77%	(1133)	1475
2018 House Vote: Republican	2%	(19)	7%	(81)	15%	(177)	77%	(920)	1196
2018 House Vote: Someone else	3%	(4)	5%	(6)	23%	(29)	69%	(85)	123
2016 Vote: Hillary Clinton	3%	(37)	6%	(83)	14%	(191)	78%	(1090)	1400
2016 Vote: Donald Trump	2%	(23)	7%	(93)	15%	(202)	76%	(1002)	1321
2016 Vote: Other	—	(0)	4%	(10)	18%	(44)	79%	(196)	249
2016 Vote: Didn't Vote	2%	(25)	6%	(87)	12%	(164)	81%	(1149)	1425

Continued on next page



**Table MCSP9\_32: How interested are you in the following NHL teams?**  
 Winnipeg Jets

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	2% (84)	6% (274)	14% (602)	78% (3440)	4400
Voted in 2014: Yes	2% (55)	7% (160)	14% (351)	77% (1876)	2442
Voted in 2014: No	2% (29)	6% (113)	13% (251)	80% (1565)	1958
4-Region: Northeast	2% (13)	7% (51)	14% (113)	77% (609)	787
4-Region: Midwest	1% (10)	5% (50)	12% (107)	82% (757)	925
4-Region: South	2% (34)	6% (95)	14% (231)	78% (1288)	1648
4-Region: West	3% (27)	7% (77)	14% (150)	76% (785)	1040
2110001	2% (39)	5% (113)	13% (288)	80% (1741)	2182
2110009	2% (45)	7% (160)	14% (314)	77% (1699)	2218
Sports Fans	3% (78)	9% (252)	19% (547)	70% (2022)	2899
Avid Sports Fans	5% (42)	13% (109)	25% (202)	57% (472)	824
Casual Sports Fans	2% (36)	7% (143)	17% (345)	75% (1550)	2074
Non-Sports Fans	— (7)	1% (22)	4% (54)	94% (1419)	1501
Sports Fans Non-NHL	1% (10)	2% (29)	9% (129)	89% (1318)	1486
NHL Fans	5% (71)	15% (236)	29% (439)	51% (778)	1523
Avid NHL Fans	10% (40)	26% (100)	31% (121)	33% (127)	387
Casual NHL Fans	3% (31)	12% (137)	28% (318)	57% (651)	1137
Has Favorite NHL Team	5% (55)	15% (156)	27% (273)	53% (543)	1026
Has Favorite MLB Team	3% (58)	8% (155)	18% (333)	70% (1277)	1823
Has Favorite NBA Team	4% (64)	10% (149)	20% (303)	65% (964)	1481
Has Favorite NFL Team	3% (66)	8% (198)	18% (417)	71% (1675)	2355
MLB Fans	3% (67)	10% (229)	20% (459)	67% (1507)	2262
NBA Fans	4% (78)	10% (206)	21% (428)	65% (1307)	2020
NFL Fans	3% (80)	9% (251)	18% (510)	70% (1920)	2762
Avid MLB Fans	5% (35)	11% (84)	23% (169)	61% (447)	736
Avid NBA	7% (50)	13% (86)	22% (151)	58% (389)	676
Avid NFL Fans	4% (46)	10% (120)	21% (252)	65% (783)	1200

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

**Table MCSP10\_1NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

ABC

Demographic	Selected	Not Selected	Total N
Adults	13% (573)	87% (3827)	4400
Gender: Male	14% (298)	86% (1826)	2124
Gender: Female	12% (275)	88% (2001)	2276
Age: 18-34	10% (125)	90% (1185)	1310
Age: 35-44	13% (95)	87% (621)	715
Age: 45-64	14% (214)	86% (1288)	1502
Age: 65+	16% (139)	84% (733)	873
GenZers: 1997-2012	8% (36)	92% (429)	465
Millennials: 1981-1996	11% (145)	89% (1131)	1276
GenXers: 1965-1980	14% (142)	86% (886)	1028
Baby Boomers: 1946-1964	16% (226)	84% (1229)	1455
PID: Dem (no lean)	14% (225)	86% (1428)	1653
PID: Ind (no lean)	11% (159)	89% (1305)	1464
PID: Rep (no lean)	15% (190)	85% (1094)	1284
PID/Gender: Dem Men	14% (109)	86% (668)	776
PID/Gender: Dem Women	13% (116)	87% (760)	877
PID/Gender: Ind Men	12% (91)	88% (659)	750
PID/Gender: Ind Women	10% (68)	90% (646)	714
PID/Gender: Rep Men	17% (99)	83% (499)	598
PID/Gender: Rep Women	13% (91)	87% (595)	686
Ideo: Liberal (1-3)	13% (159)	87% (1099)	1257
Ideo: Moderate (4)	14% (176)	86% (1082)	1257
Ideo: Conservative (5-7)	14% (206)	86% (1228)	1434
Educ: < College	12% (371)	88% (2653)	3024
Educ: Bachelors degree	14% (121)	86% (767)	888
Educ: Post-grad	17% (81)	83% (407)	488
Income: Under 50k	12% (293)	88% (2122)	2415
Income: 50k-100k	15% (202)	85% (1185)	1387
Income: 100k+	13% (78)	87% (520)	598
Ethnicity: White	14% (471)	86% (2973)	3443
Ethnicity: Hispanic	11% (76)	89% (622)	699

Continued on next page

**Table MCSP10\_INET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

ABC

Demographic	Selected	Not Selected	Total N
Adults	13% (573)	87% (3827)	4400
Ethnicity: Black	12% (64)	88% (484)	549
Ethnicity: Other	9% (38)	91% (370)	408
All Christian	15% (287)	85% (1687)	1974
All Non-Christian	20% (41)	80% (167)	208
Atheist	11% (29)	89% (229)	258
Agnostic/Nothing in particular	10% (119)	90% (1113)	1232
Something Else	13% (97)	87% (630)	727
Religious Non-Protestant/Catholic	18% (45)	82% (202)	247
Evangelical	13% (137)	87% (927)	1064
Non-Evangelical	15% (242)	85% (1336)	1578
Community: Urban	13% (156)	87% (1003)	1158
Community: Suburban	14% (285)	86% (1806)	2091
Community: Rural	12% (132)	88% (1018)	1151
Employ: Private Sector	13% (176)	87% (1167)	1343
Employ: Government	12% (32)	88% (231)	263
Employ: Self-Employed	13% (56)	87% (370)	426
Employ: Homemaker	8% (28)	92% (323)	351
Employ: Student	9% (14)	91% (134)	148
Employ: Retired	16% (164)	84% (840)	1003
Employ: Unemployed	12% (65)	88% (481)	546
Employ: Other	12% (38)	88% (282)	321
Military HH: Yes	14% (91)	86% (563)	654
Military HH: No	13% (482)	87% (3264)	3746
RD/WT: Right Direction	14% (226)	86% (1440)	1666
RD/WT: Wrong Track	13% (347)	87% (2387)	2734
Biden Job Approve	14% (275)	86% (1729)	2004
Biden Job Disapprove	13% (278)	87% (1862)	2140

Continued on next page

**Table MCSP10\_1NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

ABC

Demographic	Selected	Not Selected	Total N
Adults	13% (573)	87% (3827)	4400
Biden Job Strongly Approve	16% (142)	84% (771)	913
Biden Job Somewhat Approve	12% (133)	88% (958)	1091
Biden Job Somewhat Disapprove	14% (89)	86% (558)	647
Biden Job Strongly Disapprove	13% (189)	87% (1304)	1493
Favorable of Biden	14% (280)	86% (1779)	2059
Unfavorable of Biden	13% (267)	87% (1826)	2093
Very Favorable of Biden	15% (155)	85% (851)	1006
Somewhat Favorable of Biden	12% (125)	88% (928)	1053
Somewhat Unfavorable of Biden	14% (79)	86% (488)	567
Very Unfavorable of Biden	12% (189)	88% (1338)	1527
#1 Issue: Economy	13% (205)	87% (1395)	1601
#1 Issue: Security	16% (118)	84% (605)	723
#1 Issue: Health Care	11% (62)	89% (499)	561
#1 Issue: Medicare / Social Security	17% (90)	83% (435)	525
#1 Issue: Women's Issues	7% (22)	93% (277)	299
#1 Issue: Education	11% (18)	89% (150)	168
#1 Issue: Energy	11% (26)	89% (201)	227
#1 Issue: Other	11% (32)	89% (265)	297
2020 Vote: Joe Biden	14% (266)	86% (1694)	1960
2020 Vote: Donald Trump	15% (205)	85% (1193)	1398
2020 Vote: Other	6% (9)	94% (155)	164
2020 Vote: Didn't Vote	11% (93)	89% (781)	875
2018 House Vote: Democrat	15% (215)	85% (1260)	1475
2018 House Vote: Republican	15% (183)	85% (1013)	1196
2018 House Vote: Someone else	9% (11)	91% (112)	123
2016 Vote: Hillary Clinton	14% (200)	86% (1200)	1400
2016 Vote: Donald Trump	15% (194)	85% (1127)	1321
2016 Vote: Other	12% (30)	88% (219)	249
2016 Vote: Didn't Vote	10% (149)	90% (1276)	1425

Continued on next page

**Table MCSP10\_INET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

ABC

Demographic	Selected	Not Selected	Total N
Adults	13% (573)	87% (3827)	4400
Voted in 2014: Yes	16% (381)	84% (2061)	2442
Voted in 2014: No	10% (192)	90% (1766)	1958
4-Region: Northeast	13% (106)	87% (681)	787
4-Region: Midwest	13% (124)	87% (801)	925
4-Region: South	12% (199)	88% (1449)	1648
4-Region: West	14% (144)	86% (896)	1040
2110001	12% (268)	88% (1913)	2182
2110009	14% (305)	86% (1914)	2218
Sports Fans	15% (446)	85% (2452)	2899
Avid Sports Fans	18% (147)	82% (677)	824
Casual Sports Fans	14% (299)	86% (1775)	2074
Non-Sports Fans	8% (127)	92% (1374)	1501
Sports Fans Non-NHL	12% (176)	88% (1311)	1486
NHL Fans	18% (279)	82% (1245)	1523
Avid NHL Fans	21% (83)	79% (304)	387
Casual NHL Fans	17% (196)	83% (941)	1137
Has Favorite NHL Team	18% (181)	82% (845)	1026
Has Favorite MLB Team	15% (283)	85% (1541)	1823
Has Favorite NBA Team	16% (230)	84% (1250)	1481
Has Favorite NFL Team	16% (370)	84% (1985)	2355
MLB Fans	16% (362)	84% (1900)	2262
NBA Fans	15% (313)	85% (1708)	2020
NFL Fans	16% (434)	84% (2328)	2762
Avid MLB Fans	18% (132)	82% (604)	736
Avid NBA	18% (121)	82% (554)	676
Avid NFL Fans	18% (220)	82% (979)	1200

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

**Table MCSP10\_2NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

ESPN

Demographic	Selected	Not Selected	Total N
Adults	34% (1484)	66% (2916)	4400
Gender: Male	37% (781)	63% (1342)	2124
Gender: Female	31% (703)	69% (1573)	2276
Age: 18-34	36% (472)	64% (838)	1310
Age: 35-44	34% (247)	66% (469)	715
Age: 45-64	34% (507)	66% (995)	1502
Age: 65+	30% (258)	70% (615)	873
GenZers: 1997-2012	34% (157)	66% (309)	465
Millennials: 1981-1996	36% (460)	64% (816)	1276
GenXers: 1965-1980	36% (373)	64% (655)	1028
Baby Boomers: 1946-1964	31% (454)	69% (1001)	1455
PID: Dem (no lean)	34% (563)	66% (1090)	1653
PID: Ind (no lean)	33% (486)	67% (977)	1464
PID: Rep (no lean)	34% (435)	66% (849)	1284
PID/Gender: Dem Men	37% (287)	63% (489)	776
PID/Gender: Dem Women	31% (276)	69% (601)	877
PID/Gender: Ind Men	36% (269)	64% (481)	750
PID/Gender: Ind Women	30% (217)	70% (497)	714
PID/Gender: Rep Men	38% (225)	62% (372)	598
PID/Gender: Rep Women	31% (210)	69% (476)	686
Ideo: Liberal (1-3)	36% (449)	64% (809)	1257
Ideo: Moderate (4)	36% (449)	64% (809)	1257
Ideo: Conservative (5-7)	32% (462)	68% (972)	1434
Educ: < College	32% (973)	68% (2051)	3024
Educ: Bachelors degree	36% (323)	64% (565)	888
Educ: Post-grad	39% (188)	61% (300)	488
Income: Under 50k	32% (770)	68% (1645)	2415
Income: 50k-100k	34% (467)	66% (919)	1387
Income: 100k+	41% (246)	59% (352)	598
Ethnicity: White	34% (1154)	66% (2289)	3443
Ethnicity: Hispanic	35% (244)	65% (455)	699

Continued on next page

**Table MCSP10\_2NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

ESPN

Demographic	Selected	Not Selected	Total N
Adults	34% (1484)	66% (2916)	4400
Ethnicity: Black	37% (205)	63% (343)	549
Ethnicity: Other	31% (125)	69% (283)	408
All Christian	35% (686)	65% (1288)	1974
All Non-Christian	34% (72)	66% (136)	208
Atheist	35% (91)	65% (166)	258
Agnostic/Nothing in particular	31% (380)	69% (853)	1232
Something Else	35% (255)	65% (472)	727
Religious Non-Protestant/Catholic	31% (77)	69% (170)	247
Evangelical	35% (373)	65% (691)	1064
Non-Evangelical	35% (558)	65% (1020)	1578
Community: Urban	33% (386)	67% (773)	1158
Community: Suburban	36% (755)	64% (1335)	2091
Community: Rural	30% (343)	70% (808)	1151
Employ: Private Sector	35% (473)	65% (870)	1343
Employ: Government	36% (96)	64% (168)	263
Employ: Self-Employed	36% (155)	64% (271)	426
Employ: Homemaker	29% (101)	71% (250)	351
Employ: Student	36% (53)	64% (94)	148
Employ: Retired	33% (333)	67% (671)	1003
Employ: Unemployed	32% (176)	68% (369)	546
Employ: Other	30% (98)	70% (223)	321
Military HH: Yes	34% (225)	66% (428)	654
Military HH: No	34% (1259)	66% (2487)	3746
RD/WT: Right Direction	34% (563)	66% (1103)	1666
RD/WT: Wrong Track	34% (922)	66% (1813)	2734
Biden Job Approve	34% (680)	66% (1324)	2004
Biden Job Disapprove	34% (736)	66% (1404)	2140

Continued on next page

**Table MCSP10\_2NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

ESPN

Demographic	Selected	Not Selected	Total N
Adults	34% (1484)	66% (2916)	4400
Biden Job Strongly Approve	33% (305)	67% (608)	913
Biden Job Somewhat Approve	34% (375)	66% (716)	1091
Biden Job Somewhat Disapprove	37% (239)	63% (408)	647
Biden Job Strongly Disapprove	33% (497)	67% (996)	1493
Favorable of Biden	34% (710)	66% (1349)	2059
Unfavorable of Biden	34% (709)	66% (1384)	2093
Very Favorable of Biden	34% (343)	66% (663)	1006
Somewhat Favorable of Biden	35% (367)	65% (686)	1053
Somewhat Unfavorable of Biden	37% (211)	63% (356)	567
Very Unfavorable of Biden	33% (499)	67% (1028)	1527
#1 Issue: Economy	37% (595)	63% (1005)	1601
#1 Issue: Security	31% (226)	69% (497)	723
#1 Issue: Health Care	31% (172)	69% (389)	561
#1 Issue: Medicare / Social Security	33% (175)	67% (350)	525
#1 Issue: Women's Issues	35% (105)	65% (194)	299
#1 Issue: Education	35% (58)	65% (109)	168
#1 Issue: Energy	32% (72)	68% (156)	227
#1 Issue: Other	27% (81)	73% (216)	297
2020 Vote: Joe Biden	35% (684)	65% (1276)	1960
2020 Vote: Donald Trump	33% (464)	67% (934)	1398
2020 Vote: Other	36% (59)	64% (106)	164
2020 Vote: Didn't Vote	32% (277)	68% (597)	875
2018 House Vote: Democrat	35% (522)	65% (953)	1475
2018 House Vote: Republican	36% (426)	64% (771)	1196
2018 House Vote: Someone else	27% (34)	73% (90)	123
2016 Vote: Hillary Clinton	36% (498)	64% (901)	1400
2016 Vote: Donald Trump	34% (452)	66% (869)	1321
2016 Vote: Other	36% (89)	64% (160)	249
2016 Vote: Didn't Vote	31% (444)	69% (981)	1425

Continued on next page



**Table MCSP10\_2NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

ESPN

Demographic	Selected	Not Selected	Total N
Adults	34% (1484)	66% (2916)	4400
Voted in 2014: Yes	35% (862)	65% (1580)	2442
Voted in 2014: No	32% (622)	68% (1336)	1958
4-Region: Northeast	35% (277)	65% (510)	787
4-Region: Midwest	34% (312)	66% (613)	925
4-Region: South	34% (561)	66% (1087)	1648
4-Region: West	32% (334)	68% (706)	1040
2110001	33% (727)	67% (1455)	2182
2110009	34% (757)	66% (1461)	2218
Sports Fans	40% (1171)	60% (1728)	2899
Avid Sports Fans	46% (382)	54% (443)	824
Casual Sports Fans	38% (789)	62% (1285)	2074
Non-Sports Fans	21% (313)	79% (1188)	1501
Sports Fans Non-NHL	34% (498)	66% (988)	1486
NHL Fans	46% (695)	54% (829)	1523
Avid NHL Fans	46% (178)	54% (208)	387
Casual NHL Fans	45% (516)	55% (621)	1137
Has Favorite NHL Team	49% (499)	51% (527)	1026
Has Favorite MLB Team	42% (768)	58% (1055)	1823
Has Favorite NBA Team	44% (650)	56% (831)	1481
Has Favorite NFL Team	42% (988)	58% (1366)	2355
MLB Fans	40% (913)	60% (1349)	2262
NBA Fans	42% (841)	58% (1180)	2020
NFL Fans	40% (1110)	60% (1652)	2762
Avid MLB Fans	44% (322)	56% (414)	736
Avid NBA	45% (301)	55% (375)	676
Avid NFL Fans	44% (534)	56% (666)	1200

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

**Table MCSP10\_3NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Demographic	Selected		Not Selected		Total N
Adults	7%	(295)	93%	(4105)	4400
Gender: Male	9%	(195)	91%	(1929)	2124
Gender: Female	4%	(101)	96%	(2176)	2276
Age: 18-34	7%	(86)	93%	(1224)	1310
Age: 35-44	9%	(62)	91%	(654)	715
Age: 45-64	6%	(96)	94%	(1406)	1502
Age: 65+	6%	(51)	94%	(821)	873
GenZers: 1997-2012	6%	(26)	94%	(440)	465
Millennials: 1981-1996	8%	(99)	92%	(1177)	1276
GenXers: 1965-1980	8%	(84)	92%	(944)	1028
Baby Boomers: 1946-1964	5%	(79)	95%	(1375)	1455
PID: Dem (no lean)	7%	(109)	93%	(1544)	1653
PID: Ind (no lean)	6%	(91)	94%	(1372)	1464
PID: Rep (no lean)	7%	(95)	93%	(1189)	1284
PID/Gender: Dem Men	9%	(68)	91%	(708)	776
PID/Gender: Dem Women	5%	(41)	95%	(835)	877
PID/Gender: Ind Men	9%	(65)	91%	(685)	750
PID/Gender: Ind Women	4%	(26)	96%	(687)	714
PID/Gender: Rep Men	10%	(62)	90%	(536)	598
PID/Gender: Rep Women	5%	(33)	95%	(653)	686
Ideo: Liberal (1-3)	7%	(85)	93%	(1172)	1257
Ideo: Moderate (4)	7%	(91)	93%	(1167)	1257
Ideo: Conservative (5-7)	7%	(96)	93%	(1338)	1434
Educ: < College	6%	(183)	94%	(2842)	3024
Educ: Bachelors degree	8%	(75)	92%	(813)	888
Educ: Post-grad	8%	(38)	92%	(450)	488
Income: Under 50k	6%	(143)	94%	(2272)	2415
Income: 50k-100k	8%	(108)	92%	(1278)	1387
Income: 100k+	7%	(44)	93%	(554)	598
Ethnicity: White	6%	(213)	94%	(3231)	3443
Ethnicity: Hispanic	7%	(49)	93%	(650)	699

Continued on next page

**Table MCSP10\_3NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

TNT

Demographic	Selected	Not Selected	Total N
Adults	7% (295)	93% (4105)	4400
Ethnicity: Black	11% (58)	89% (490)	549
Ethnicity: Other	6% (24)	94% (384)	408
All Christian	7% (144)	93% (1830)	1974
All Non-Christian	7% (14)	93% (194)	208
Atheist	10% (25)	90% (233)	258
Agnostic/Nothing in particular	5% (60)	95% (1172)	1232
Something Else	7% (52)	93% (675)	727
Religious Non-Protestant/Catholic	6% (16)	94% (231)	247
Evangelical	8% (85)	92% (979)	1064
Non-Evangelical	7% (108)	93% (1471)	1578
Community: Urban	8% (97)	92% (1062)	1158
Community: Suburban	7% (138)	93% (1953)	2091
Community: Rural	5% (60)	95% (1090)	1151
Employ: Private Sector	8% (101)	92% (1242)	1343
Employ: Government	7% (18)	93% (246)	263
Employ: Self-Employed	9% (39)	91% (387)	426
Employ: Homemaker	6% (19)	94% (331)	351
Employ: Student	8% (12)	92% (136)	148
Employ: Retired	5% (55)	95% (948)	1003
Employ: Unemployed	5% (30)	95% (516)	546
Employ: Other	7% (22)	93% (298)	321
Military HH: Yes	5% (34)	95% (620)	654
Military HH: No	7% (261)	93% (3485)	3746
RD/WT: Right Direction	7% (113)	93% (1553)	1666
RD/WT: Wrong Track	7% (183)	93% (2552)	2734
Biden Job Approve	7% (131)	93% (1873)	2004
Biden Job Disapprove	7% (155)	93% (1985)	2140

Continued on next page

**Table MCSP10\_3NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

TNT

Demographic	Selected	Not Selected	Total N
Adults	7% (295)	93% (4105)	4400
Biden Job Strongly Approve	8% (71)	92% (842)	913
Biden Job Somewhat Approve	6% (60)	94% (1031)	1091
Biden Job Somewhat Disapprove	9% (56)	91% (591)	647
Biden Job Strongly Disapprove	7% (99)	93% (1393)	1493
Favorable of Biden	7% (137)	93% (1922)	2059
Unfavorable of Biden	7% (148)	93% (1945)	2093
Very Favorable of Biden	7% (74)	93% (932)	1006
Somewhat Favorable of Biden	6% (63)	94% (989)	1053
Somewhat Unfavorable of Biden	9% (50)	91% (517)	567
Very Unfavorable of Biden	6% (98)	94% (1429)	1527
#1 Issue: Economy	8% (123)	92% (1478)	1601
#1 Issue: Security	8% (56)	92% (666)	723
#1 Issue: Health Care	6% (31)	94% (530)	561
#1 Issue: Medicare / Social Security	5% (25)	95% (499)	525
#1 Issue: Women's Issues	5% (13)	95% (286)	299
#1 Issue: Education	12% (20)	88% (147)	168
#1 Issue: Energy	3% (6)	97% (221)	227
#1 Issue: Other	7% (19)	93% (278)	297
2020 Vote: Joe Biden	7% (132)	93% (1828)	1960
2020 Vote: Donald Trump	8% (109)	92% (1290)	1398
2020 Vote: Other	5% (8)	95% (156)	164
2020 Vote: Didn't Vote	5% (46)	95% (828)	875
2018 House Vote: Democrat	8% (111)	92% (1364)	1475
2018 House Vote: Republican	8% (96)	92% (1100)	1196
2018 House Vote: Someone else	6% (7)	94% (116)	123
2016 Vote: Hillary Clinton	7% (97)	93% (1302)	1400
2016 Vote: Donald Trump	9% (115)	91% (1205)	1321
2016 Vote: Other	7% (18)	93% (232)	249
2016 Vote: Didn't Vote	5% (65)	95% (1360)	1425

Continued on next page

**Table MCSP10\_3NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

TNT

Demographic	Selected		Not Selected		Total N
Adults	7%	(295)	93%	(4105)	4400
Voted in 2014: Yes	8%	(192)	92%	(2250)	2442
Voted in 2014: No	5%	(103)	95%	(1855)	1958
4-Region: Northeast	7%	(57)	93%	(730)	787
4-Region: Midwest	6%	(53)	94%	(872)	925
4-Region: South	7%	(108)	93%	(1540)	1648
4-Region: West	7%	(77)	93%	(963)	1040
2110001	7%	(149)	93%	(2033)	2182
2110009	7%	(146)	93%	(2072)	2218
Sports Fans	9%	(267)	91%	(2632)	2899
Avid Sports Fans	13%	(111)	87%	(713)	824
Casual Sports Fans	7%	(155)	93%	(1919)	2074
Non-Sports Fans	2%	(29)	98%	(1473)	1501
Sports Fans Non-NHL	6%	(87)	94%	(1399)	1486
NHL Fans	12%	(182)	88%	(1341)	1523
Avid NHL Fans	18%	(69)	82%	(317)	387
Casual NHL Fans	10%	(113)	90%	(1023)	1137
Has Favorite NHL Team	12%	(127)	88%	(899)	1026
Has Favorite MLB Team	9%	(168)	91%	(1655)	1823
Has Favorite NBA Team	11%	(162)	89%	(1319)	1481
Has Favorite NFL Team	9%	(219)	91%	(2136)	2355
MLB Fans	9%	(211)	91%	(2051)	2262
NBA Fans	10%	(207)	90%	(1813)	2020
NFL Fans	9%	(244)	91%	(2518)	2762
Avid MLB Fans	11%	(81)	89%	(655)	736
Avid NBA	15%	(99)	85%	(576)	676
Avid NFL Fans	12%	(148)	88%	(1052)	1200

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

**Table MCSP10\_4NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

ESPN+

Demographic	Selected	Not Selected	Total N
Adults	29% (1273)	71% (3127)	4400
Gender: Male	32% (680)	68% (1443)	2124
Gender: Female	26% (593)	74% (1683)	2276
Age: 18-34	34% (452)	66% (858)	1310
Age: 35-44	34% (245)	66% (470)	715
Age: 45-64	27% (411)	73% (1090)	1502
Age: 65+	19% (165)	81% (708)	873
GenZers: 1997-2012	33% (153)	67% (313)	465
Millennials: 1981-1996	36% (455)	64% (822)	1276
GenXers: 1965-1980	31% (321)	69% (706)	1028
Baby Boomers: 1946-1964	22% (319)	78% (1136)	1455
PID: Dem (no lean)	30% (501)	70% (1152)	1653
PID: Ind (no lean)	28% (411)	72% (1052)	1464
PID: Rep (no lean)	28% (361)	72% (922)	1284
PID/Gender: Dem Men	34% (267)	66% (510)	776
PID/Gender: Dem Women	27% (234)	73% (642)	877
PID/Gender: Ind Men	31% (235)	69% (515)	750
PID/Gender: Ind Women	25% (177)	75% (537)	714
PID/Gender: Rep Men	30% (179)	70% (419)	598
PID/Gender: Rep Women	27% (182)	73% (504)	686
Ideo: Liberal (1-3)	32% (406)	68% (851)	1257
Ideo: Moderate (4)	29% (365)	71% (892)	1257
Ideo: Conservative (5-7)	28% (398)	72% (1036)	1434
Educ: < College	28% (843)	72% (2181)	3024
Educ: Bachelors degree	31% (271)	69% (617)	888
Educ: Post-grad	33% (159)	67% (329)	488
Income: Under 50k	27% (661)	73% (1754)	2415
Income: 50k-100k	30% (422)	70% (965)	1387
Income: 100k+	32% (191)	68% (408)	598
Ethnicity: White	28% (969)	72% (2475)	3443
Ethnicity: Hispanic	36% (252)	64% (447)	699

Continued on next page

**Table MCSP10\_4NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

ESPN+

Demographic	Selected	Not Selected	Total N
Adults	29% (1273)	71% (3127)	4400
Ethnicity: Black	33% (180)	67% (369)	549
Ethnicity: Other	31% (125)	69% (283)	408
All Christian	30% (584)	70% (1391)	1974
All Non-Christian	27% (57)	73% (151)	208
Atheist	27% (70)	73% (188)	258
Agnostic/Nothing in particular	27% (336)	73% (897)	1232
Something Else	31% (228)	69% (500)	727
Religious Non-Protestant/Catholic	25% (63)	75% (184)	247
Evangelical	30% (322)	70% (741)	1064
Non-Evangelical	30% (477)	70% (1101)	1578
Community: Urban	32% (367)	68% (791)	1158
Community: Suburban	30% (619)	70% (1472)	2091
Community: Rural	25% (288)	75% (863)	1151
Employ: Private Sector	34% (460)	66% (883)	1343
Employ: Government	34% (89)	66% (174)	263
Employ: Self-Employed	31% (132)	69% (293)	426
Employ: Homemaker	26% (92)	74% (259)	351
Employ: Student	29% (42)	71% (106)	148
Employ: Retired	23% (234)	77% (769)	1003
Employ: Unemployed	25% (136)	75% (410)	546
Employ: Other	28% (88)	72% (232)	321
Military HH: Yes	27% (179)	73% (475)	654
Military HH: No	29% (1095)	71% (2652)	3746
RD/WT: Right Direction	30% (498)	70% (1168)	1666
RD/WT: Wrong Track	28% (775)	72% (1959)	2734
Biden Job Approve	31% (624)	69% (1380)	2004
Biden Job Disapprove	28% (592)	72% (1548)	2140

Continued on next page

**Table MCSP10\_4NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

ESPN+

Demographic	Selected	Not Selected	Total N
Adults	29% (1273)	71% (3127)	4400
Biden Job Strongly Approve	30% (275)	70% (638)	913
Biden Job Somewhat Approve	32% (349)	68% (742)	1091
Biden Job Somewhat Disapprove	32% (208)	68% (439)	647
Biden Job Strongly Disapprove	26% (384)	74% (1109)	1493
Favorable of Biden	31% (639)	69% (1420)	2059
Unfavorable of Biden	27% (573)	73% (1521)	2093
Very Favorable of Biden	30% (304)	70% (702)	1006
Somewhat Favorable of Biden	32% (335)	68% (718)	1053
Somewhat Unfavorable of Biden	31% (174)	69% (393)	567
Very Unfavorable of Biden	26% (399)	74% (1127)	1527
#1 Issue: Economy	33% (531)	67% (1070)	1601
#1 Issue: Security	26% (188)	74% (534)	723
#1 Issue: Health Care	26% (145)	74% (416)	561
#1 Issue: Medicare / Social Security	23% (120)	77% (404)	525
#1 Issue: Women's Issues	31% (93)	69% (206)	299
#1 Issue: Education	31% (53)	69% (115)	168
#1 Issue: Energy	34% (76)	66% (151)	227
#1 Issue: Other	23% (67)	77% (230)	297
2020 Vote: Joe Biden	31% (598)	69% (1362)	1960
2020 Vote: Donald Trump	27% (373)	73% (1025)	1398
2020 Vote: Other	35% (58)	65% (106)	164
2020 Vote: Didn't Vote	28% (244)	72% (631)	875
2018 House Vote: Democrat	30% (444)	70% (1030)	1475
2018 House Vote: Republican	28% (329)	72% (867)	1196
2018 House Vote: Someone else	25% (31)	75% (93)	123
2016 Vote: Hillary Clinton	30% (424)	70% (976)	1400
2016 Vote: Donald Trump	27% (358)	73% (962)	1321
2016 Vote: Other	29% (74)	71% (176)	249
2016 Vote: Didn't Vote	29% (417)	71% (1008)	1425

Continued on next page



**Table MCSP10\_4NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

ESPN+

Demographic	Selected	Not Selected	Total N
Adults	29% (1273)	71% (3127)	4400
Voted in 2014: Yes	29% (706)	71% (1735)	2442
Voted in 2014: No	29% (567)	71% (1391)	1958
4-Region: Northeast	30% (237)	70% (550)	787
4-Region: Midwest	28% (259)	72% (666)	925
4-Region: South	29% (470)	71% (1178)	1648
4-Region: West	30% (307)	70% (733)	1040
2110001	30% (650)	70% (1532)	2182
2110009	28% (624)	72% (1595)	2218
Sports Fans	34% (996)	66% (1903)	2899
Avid Sports Fans	42% (344)	58% (481)	824
Casual Sports Fans	31% (652)	69% (1422)	2074
Non-Sports Fans	18% (278)	82% (1224)	1501
Sports Fans Non-NHL	31% (467)	69% (1020)	1486
NHL Fans	36% (549)	64% (974)	1523
Avid NHL Fans	44% (171)	56% (215)	387
Casual NHL Fans	33% (378)	67% (759)	1137
Has Favorite NHL Team	41% (423)	59% (604)	1026
Has Favorite MLB Team	37% (672)	63% (1151)	1823
Has Favorite NBA Team	38% (559)	62% (922)	1481
Has Favorite NFL Team	35% (822)	65% (1533)	2355
MLB Fans	34% (770)	66% (1492)	2262
NBA Fans	36% (724)	64% (1296)	2020
NFL Fans	34% (928)	66% (1834)	2762
Avid MLB Fans	36% (266)	64% (470)	736
Avid NBA	40% (270)	60% (406)	676
Avid NFL Fans	34% (411)	66% (789)	1200

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

**Table MCSP10\_5NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Hulu

Demographic	Selected	Not Selected	Total N
Adults	11% (499)	89% (3901)	4400
Gender: Male	13% (266)	87% (1858)	2124
Gender: Female	10% (233)	90% (2043)	2276
Age: 18-34	22% (293)	78% (1017)	1310
Age: 35-44	13% (96)	87% (619)	715
Age: 45-64	5% (83)	95% (1419)	1502
Age: 65+	3% (27)	97% (846)	873
GenZers: 1997-2012	24% (112)	76% (353)	465
Millennials: 1981-1996	19% (249)	81% (1028)	1276
GenXers: 1965-1980	8% (86)	92% (942)	1028
Baby Boomers: 1946-1964	3% (49)	97% (1406)	1455
PID: Dem (no lean)	12% (204)	88% (1449)	1653
PID: Ind (no lean)	11% (154)	89% (1310)	1464
PID: Rep (no lean)	11% (141)	89% (1143)	1284
PID/Gender: Dem Men	14% (112)	86% (664)	776
PID/Gender: Dem Women	10% (92)	90% (785)	877
PID/Gender: Ind Men	11% (83)	89% (667)	750
PID/Gender: Ind Women	10% (71)	90% (643)	714
PID/Gender: Rep Men	12% (71)	88% (527)	598
PID/Gender: Rep Women	10% (70)	90% (616)	686
Ideo: Liberal (1-3)	11% (144)	89% (1113)	1257
Ideo: Moderate (4)	12% (155)	88% (1102)	1257
Ideo: Conservative (5-7)	9% (124)	91% (1310)	1434
Educ: < College	12% (353)	88% (2671)	3024
Educ: Bachelors degree	10% (89)	90% (799)	888
Educ: Post-grad	12% (57)	88% (432)	488
Income: Under 50k	12% (282)	88% (2133)	2415
Income: 50k-100k	11% (156)	89% (1230)	1387
Income: 100k+	10% (61)	90% (538)	598
Ethnicity: White	10% (348)	90% (3096)	3443
Ethnicity: Hispanic	18% (123)	82% (576)	699

Continued on next page

**Table MCSP10\_5NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Hulu

Demographic	Selected	Not Selected	Total N
Adults	11% (499)	89% (3901)	4400
Ethnicity: Black	18% (99)	82% (450)	549
Ethnicity: Other	13% (52)	87% (356)	408
All Christian	9% (183)	91% (1791)	1974
All Non-Christian	13% (28)	87% (180)	208
Atheist	9% (24)	91% (234)	258
Agnostic/Nothing in particular	14% (169)	86% (1063)	1232
Something Else	13% (96)	87% (632)	727
Religious Non-Protestant/Catholic	11% (28)	89% (219)	247
Evangelical	12% (128)	88% (935)	1064
Non-Evangelical	9% (148)	91% (1430)	1578
Community: Urban	14% (157)	86% (1002)	1158
Community: Suburban	11% (236)	89% (1855)	2091
Community: Rural	9% (106)	91% (1045)	1151
Employ: Private Sector	13% (174)	87% (1169)	1343
Employ: Government	18% (47)	82% (217)	263
Employ: Self-Employed	15% (65)	85% (361)	426
Employ: Homemaker	10% (35)	90% (316)	351
Employ: Student	18% (26)	82% (122)	148
Employ: Retired	5% (45)	95% (958)	1003
Employ: Unemployed	11% (59)	89% (486)	546
Employ: Other	15% (48)	85% (273)	321
Military HH: Yes	9% (59)	91% (595)	654
Military HH: No	12% (440)	88% (3307)	3746
RD/WT: Right Direction	13% (220)	87% (1446)	1666
RD/WT: Wrong Track	10% (278)	90% (2456)	2734
Biden Job Approve	13% (256)	87% (1748)	2004
Biden Job Disapprove	10% (208)	90% (1932)	2140

Continued on next page

**Table MCSP10\_5NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Hulu

Demographic	Selected	Not Selected	Total N
Adults	11% (499)	89% (3901)	4400
Biden Job Strongly Approve	14% (124)	86% (790)	913
Biden Job Somewhat Approve	12% (133)	88% (958)	1091
Biden Job Somewhat Disapprove	12% (79)	88% (568)	647
Biden Job Strongly Disapprove	9% (129)	91% (1364)	1493
Favorable of Biden	13% (267)	87% (1792)	2059
Unfavorable of Biden	9% (186)	91% (1908)	2093
Very Favorable of Biden	15% (147)	85% (859)	1006
Somewhat Favorable of Biden	11% (121)	89% (932)	1053
Somewhat Unfavorable of Biden	10% (54)	90% (512)	567
Very Unfavorable of Biden	9% (131)	91% (1395)	1527
#1 Issue: Economy	13% (204)	87% (1396)	1601
#1 Issue: Security	10% (70)	90% (653)	723
#1 Issue: Health Care	12% (68)	88% (493)	561
#1 Issue: Medicare / Social Security	4% (20)	96% (505)	525
#1 Issue: Women's Issues	16% (49)	84% (250)	299
#1 Issue: Education	18% (29)	82% (138)	168
#1 Issue: Energy	12% (28)	88% (199)	227
#1 Issue: Other	10% (30)	90% (267)	297
2020 Vote: Joe Biden	12% (235)	88% (1724)	1960
2020 Vote: Donald Trump	9% (120)	91% (1279)	1398
2020 Vote: Other	15% (24)	85% (140)	164
2020 Vote: Didn't Vote	14% (119)	86% (756)	875
2018 House Vote: Democrat	11% (156)	89% (1318)	1475
2018 House Vote: Republican	9% (108)	91% (1088)	1196
2018 House Vote: Someone else	16% (19)	84% (104)	123
2016 Vote: Hillary Clinton	10% (134)	90% (1266)	1400
2016 Vote: Donald Trump	9% (124)	91% (1197)	1321
2016 Vote: Other	11% (27)	89% (222)	249
2016 Vote: Didn't Vote	15% (214)	85% (1212)	1425

Continued on next page

**Table MCSP10\_5NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Hulu

Demographic	Selected	Not Selected	Total N
Adults	11% (499)	89% (3901)	4400
Voted in 2014: Yes	9% (221)	91% (2221)	2442
Voted in 2014: No	14% (278)	86% (1681)	1958
4-Region: Northeast	11% (85)	89% (703)	787
4-Region: Midwest	10% (94)	90% (830)	925
4-Region: South	12% (199)	88% (1450)	1648
4-Region: West	12% (121)	88% (919)	1040
2110001	11% (244)	89% (1937)	2182
2110009	11% (254)	89% (1964)	2218
Sports Fans	13% (377)	87% (2522)	2899
Avid Sports Fans	15% (125)	85% (699)	824
Casual Sports Fans	12% (251)	88% (1823)	2074
Non-Sports Fans	8% (122)	92% (1379)	1501
Sports Fans Non-NHL	10% (153)	90% (1333)	1486
NHL Fans	16% (246)	84% (1277)	1523
Avid NHL Fans	20% (77)	80% (310)	387
Casual NHL Fans	15% (169)	85% (968)	1137
Has Favorite NHL Team	17% (170)	83% (856)	1026
Has Favorite MLB Team	11% (205)	89% (1618)	1823
Has Favorite NBA Team	16% (238)	84% (1242)	1481
Has Favorite NFL Team	13% (297)	87% (2058)	2355
MLB Fans	12% (271)	88% (1991)	2262
NBA Fans	15% (309)	85% (1711)	2020
NFL Fans	13% (356)	87% (2406)	2762
Avid MLB Fans	12% (88)	88% (648)	736
Avid NBA	19% (132)	81% (544)	676
Avid NFL Fans	13% (161)	87% (1039)	1200

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

**Table MCSP10\_6NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

TBS

Demographic	Selected	Not Selected	Total N
Adults	5% (205)	95% (4195)	4400
Gender: Male	6% (134)	94% (1990)	2124
Gender: Female	3% (71)	97% (2205)	2276
Age: 18-34	5% (64)	95% (1246)	1310
Age: 35-44	6% (46)	94% (669)	715
Age: 45-64	4% (67)	96% (1435)	1502
Age: 65+	3% (28)	97% (845)	873
GenZers: 1997-2012	3% (16)	97% (449)	465
Millennials: 1981-1996	6% (77)	94% (1199)	1276
GenXers: 1965-1980	5% (54)	95% (974)	1028
Baby Boomers: 1946-1964	4% (54)	96% (1401)	1455
PID: Dem (no lean)	5% (76)	95% (1577)	1653
PID: Ind (no lean)	4% (57)	96% (1406)	1464
PID: Rep (no lean)	6% (71)	94% (1212)	1284
PID/Gender: Dem Men	6% (47)	94% (729)	776
PID/Gender: Dem Women	3% (29)	97% (847)	877
PID/Gender: Ind Men	5% (40)	95% (710)	750
PID/Gender: Ind Women	2% (18)	98% (696)	714
PID/Gender: Rep Men	8% (47)	92% (551)	598
PID/Gender: Rep Women	4% (25)	96% (661)	686
Ideo: Liberal (1-3)	4% (52)	96% (1206)	1257
Ideo: Moderate (4)	4% (56)	96% (1202)	1257
Ideo: Conservative (5-7)	6% (83)	94% (1351)	1434
Educ: < College	4% (133)	96% (2892)	3024
Educ: Bachelors degree	5% (45)	95% (843)	888
Educ: Post-grad	6% (27)	94% (461)	488
Income: Under 50k	4% (101)	96% (2314)	2415
Income: 50k-100k	5% (72)	95% (1315)	1387
Income: 100k+	5% (32)	95% (567)	598
Ethnicity: White	5% (156)	95% (3288)	3443
Ethnicity: Hispanic	3% (22)	97% (676)	699

Continued on next page

**Table MCSP10\_6NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

TBS

Demographic	Selected	Not Selected	Total N
Adults	5% (205)	95% (4195)	4400
Ethnicity: Black	5% (29)	95% (520)	549
Ethnicity: Other	5% (20)	95% (388)	408
All Christian	5% (100)	95% (1874)	1974
All Non-Christian	6% (12)	94% (196)	208
Atheist	4% (11)	96% (246)	258
Agnostic/Nothing in particular	4% (45)	96% (1187)	1232
Something Else	5% (36)	95% (691)	727
Religious Non-Protestant/Catholic	6% (14)	94% (233)	247
Evangelical	4% (43)	96% (1021)	1064
Non-Evangelical	6% (90)	94% (1488)	1578
Community: Urban	6% (73)	94% (1086)	1158
Community: Suburban	4% (93)	96% (1998)	2091
Community: Rural	3% (39)	97% (1112)	1151
Employ: Private Sector	5% (67)	95% (1276)	1343
Employ: Government	4% (11)	96% (252)	263
Employ: Self-Employed	5% (21)	95% (405)	426
Employ: Homemaker	4% (14)	96% (337)	351
Employ: Student	4% (6)	96% (141)	148
Employ: Retired	4% (36)	96% (967)	1003
Employ: Unemployed	5% (26)	95% (520)	546
Employ: Other	8% (24)	92% (296)	321
Military HH: Yes	4% (29)	96% (625)	654
Military HH: No	5% (176)	95% (3570)	3746
RD/WT: Right Direction	5% (82)	95% (1584)	1666
RD/WT: Wrong Track	4% (123)	96% (2611)	2734
Biden Job Approve	5% (98)	95% (1906)	2004
Biden Job Disapprove	5% (105)	95% (2035)	2140

Continued on next page

**Table MCSP10\_6NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

TBS

Demographic	Selected	Not Selected	Total N
Adults	5% (205)	95% (4195)	4400
Biden Job Strongly Approve	5% (45)	95% (868)	913
Biden Job Somewhat Approve	5% (53)	95% (1038)	1091
Biden Job Somewhat Disapprove	6% (42)	94% (605)	647
Biden Job Strongly Disapprove	4% (63)	96% (1430)	1493
Favorable of Biden	5% (110)	95% (1949)	2059
Unfavorable of Biden	4% (91)	96% (2003)	2093
Very Favorable of Biden	5% (48)	95% (958)	1006
Somewhat Favorable of Biden	6% (62)	94% (991)	1053
Somewhat Unfavorable of Biden	5% (26)	95% (541)	567
Very Unfavorable of Biden	4% (65)	96% (1462)	1527
#1 Issue: Economy	6% (93)	94% (1508)	1601
#1 Issue: Security	4% (32)	96% (690)	723
#1 Issue: Health Care	3% (19)	97% (542)	561
#1 Issue: Medicare / Social Security	4% (23)	96% (502)	525
#1 Issue: Women's Issues	3% (8)	97% (291)	299
#1 Issue: Education	7% (11)	93% (156)	168
#1 Issue: Energy	4% (8)	96% (219)	227
#1 Issue: Other	4% (11)	96% (286)	297
2020 Vote: Joe Biden	5% (91)	95% (1869)	1960
2020 Vote: Donald Trump	5% (66)	95% (1332)	1398
2020 Vote: Other	5% (8)	95% (157)	164
2020 Vote: Didn't Vote	5% (40)	95% (835)	875
2018 House Vote: Democrat	4% (62)	96% (1413)	1475
2018 House Vote: Republican	6% (68)	94% (1128)	1196
2018 House Vote: Someone else	3% (3)	97% (120)	123
2016 Vote: Hillary Clinton	4% (61)	96% (1339)	1400
2016 Vote: Donald Trump	6% (73)	94% (1248)	1321
2016 Vote: Other	7% (17)	93% (232)	249
2016 Vote: Didn't Vote	4% (54)	96% (1371)	1425

Continued on next page



**Table MCSP10\_6NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

TBS

Demographic	Selected		Not Selected		Total N
Adults	5%	(205)	95%	(4195)	4400
Voted in 2014: Yes	5%	(128)	95%	(2313)	2442
Voted in 2014: No	4%	(77)	96%	(1882)	1958
4-Region: Northeast	5%	(37)	95%	(750)	787
4-Region: Midwest	5%	(43)	95%	(882)	925
4-Region: South	4%	(65)	96%	(1584)	1648
4-Region: West	6%	(61)	94%	(979)	1040
2110001	5%	(104)	95%	(2078)	2182
2110009	5%	(101)	95%	(2117)	2218
Sports Fans	6%	(172)	94%	(2727)	2899
Avid Sports Fans	8%	(70)	92%	(755)	824
Casual Sports Fans	5%	(102)	95%	(1972)	2074
Non-Sports Fans	2%	(33)	98%	(1468)	1501
Sports Fans Non-NHL	4%	(61)	96%	(1425)	1486
NHL Fans	8%	(114)	92%	(1409)	1523
Avid NHL Fans	10%	(37)	90%	(350)	387
Casual NHL Fans	7%	(78)	93%	(1059)	1137
Has Favorite NHL Team	8%	(77)	92%	(949)	1026
Has Favorite MLB Team	7%	(130)	93%	(1693)	1823
Has Favorite NBA Team	7%	(102)	93%	(1379)	1481
Has Favorite NFL Team	6%	(145)	94%	(2210)	2355
MLB Fans	7%	(148)	93%	(2114)	2262
NBA Fans	6%	(121)	94%	(1899)	2020
NFL Fans	6%	(164)	94%	(2598)	2762
Avid MLB Fans	8%	(59)	92%	(677)	736
Avid NBA	8%	(54)	92%	(622)	676
Avid NFL Fans	7%	(86)	93%	(1114)	1200

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

**Table MCSP10\_7NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

HBO Max

Demographic	Selected	Not Selected	Total N
Adults	5% (220)	95% (4180)	4400
Gender: Male	6% (124)	94% (2000)	2124
Gender: Female	4% (96)	96% (2181)	2276
Age: 18-34	10% (134)	90% (1177)	1310
Age: 35-44	6% (42)	94% (673)	715
Age: 45-64	2% (36)	98% (1466)	1502
Age: 65+	1% (8)	99% (864)	873
GenZers: 1997-2012	9% (43)	91% (423)	465
Millennials: 1981-1996	10% (122)	90% (1154)	1276
GenXers: 1965-1980	3% (28)	97% (1000)	1028
Baby Boomers: 1946-1964	2% (26)	98% (1429)	1455
PID: Dem (no lean)	6% (97)	94% (1556)	1653
PID: Ind (no lean)	4% (63)	96% (1400)	1464
PID: Rep (no lean)	5% (60)	95% (1224)	1284
PID/Gender: Dem Men	7% (56)	93% (721)	776
PID/Gender: Dem Women	5% (41)	95% (836)	877
PID/Gender: Ind Men	5% (34)	95% (716)	750
PID/Gender: Ind Women	4% (29)	96% (684)	714
PID/Gender: Rep Men	6% (34)	94% (563)	598
PID/Gender: Rep Women	4% (25)	96% (661)	686
Ideo: Liberal (1-3)	5% (63)	95% (1194)	1257
Ideo: Moderate (4)	5% (67)	95% (1190)	1257
Ideo: Conservative (5-7)	4% (59)	96% (1375)	1434
Educ: < College	5% (143)	95% (2882)	3024
Educ: Bachelors degree	4% (37)	96% (850)	888
Educ: Post-grad	8% (40)	92% (448)	488
Income: Under 50k	4% (104)	96% (2311)	2415
Income: 50k-100k	5% (70)	95% (1317)	1387
Income: 100k+	8% (45)	92% (553)	598
Ethnicity: White	4% (142)	96% (3302)	3443
Ethnicity: Hispanic	8% (58)	92% (641)	699

Continued on next page

**Table MCSP10\_7NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

HBO Max

Demographic	Selected	Not Selected	Total N
Adults	5% (220)	95% (4180)	4400
Ethnicity: Black	8% (44)	92% (505)	549
Ethnicity: Other	8% (34)	92% (374)	408
All Christian	4% (87)	96% (1888)	1974
All Non-Christian	7% (16)	93% (192)	208
Atheist	5% (14)	95% (244)	258
Agnostic/Nothing in particular	5% (66)	95% (1166)	1232
Something Else	5% (37)	95% (690)	727
Religious Non-Protestant/Catholic	6% (16)	94% (231)	247
Evangelical	6% (64)	94% (1000)	1064
Non-Evangelical	4% (59)	96% (1519)	1578
Community: Urban	8% (89)	92% (1069)	1158
Community: Suburban	4% (85)	96% (2006)	2091
Community: Rural	4% (45)	96% (1105)	1151
Employ: Private Sector	6% (79)	94% (1264)	1343
Employ: Government	7% (18)	93% (246)	263
Employ: Self-Employed	7% (28)	93% (397)	426
Employ: Homemaker	4% (14)	96% (336)	351
Employ: Student	8% (11)	92% (136)	148
Employ: Retired	1% (10)	99% (993)	1003
Employ: Unemployed	5% (28)	95% (517)	546
Employ: Other	9% (30)	91% (291)	321
Military HH: Yes	4% (28)	96% (626)	654
Military HH: No	5% (192)	95% (3554)	3746
RD/WT: Right Direction	7% (108)	93% (1558)	1666
RD/WT: Wrong Track	4% (111)	96% (2623)	2734
Biden Job Approve	6% (122)	94% (1882)	2004
Biden Job Disapprove	4% (85)	96% (2055)	2140

Continued on next page

**Table MCSP10\_7NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

HBO Max

Demographic	Selected		Not Selected		Total N
Adults	5%	(220)	95%	(4180)	4400
Biden Job Strongly Approve	7%	(66)	93%	(847)	913
Biden Job Somewhat Approve	5%	(56)	95%	(1035)	1091
Biden Job Somewhat Disapprove	5%	(32)	95%	(615)	647
Biden Job Strongly Disapprove	4%	(53)	96%	(1440)	1493
Favorable of Biden	6%	(121)	94%	(1938)	2059
Unfavorable of Biden	4%	(80)	96%	(2013)	2093
Very Favorable of Biden	7%	(71)	93%	(935)	1006
Somewhat Favorable of Biden	5%	(50)	95%	(1003)	1053
Somewhat Unfavorable of Biden	4%	(23)	96%	(544)	567
Very Unfavorable of Biden	4%	(58)	96%	(1469)	1527
#1 Issue: Economy	6%	(102)	94%	(1498)	1601
#1 Issue: Security	4%	(31)	96%	(692)	723
#1 Issue: Health Care	7%	(37)	93%	(525)	561
#1 Issue: Medicare / Social Security	2%	(9)	98%	(516)	525
#1 Issue: Women's Issues	3%	(8)	97%	(291)	299
#1 Issue: Education	10%	(18)	90%	(150)	168
#1 Issue: Energy	4%	(9)	96%	(218)	227
#1 Issue: Other	2%	(6)	98%	(291)	297
2020 Vote: Joe Biden	6%	(113)	94%	(1847)	1960
2020 Vote: Donald Trump	4%	(55)	96%	(1343)	1398
2020 Vote: Other	1%	(2)	99%	(162)	164
2020 Vote: Didn't Vote	6%	(50)	94%	(825)	875
2018 House Vote: Democrat	4%	(66)	96%	(1409)	1475
2018 House Vote: Republican	4%	(52)	96%	(1144)	1196
2018 House Vote: Someone else	2%	(2)	98%	(122)	123
2016 Vote: Hillary Clinton	4%	(63)	96%	(1337)	1400
2016 Vote: Donald Trump	4%	(58)	96%	(1263)	1321
2016 Vote: Other	2%	(4)	98%	(246)	249
2016 Vote: Didn't Vote	7%	(95)	93%	(1330)	1425

Continued on next page

**Table MCSP10\_7NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

HBO Max

Demographic	Selected		Not Selected		Total N
Adults	5%	(220)	95%	(4180)	4400
Voted in 2014: Yes	4%	(102)	96%	(2340)	2442
Voted in 2014: No	6%	(118)	94%	(1840)	1958
4-Region: Northeast	4%	(30)	96%	(757)	787
4-Region: Midwest	4%	(39)	96%	(886)	925
4-Region: South	5%	(80)	95%	(1569)	1648
4-Region: West	7%	(71)	93%	(969)	1040
2110001	5%	(106)	95%	(2075)	2182
2110009	5%	(113)	95%	(2105)	2218
Sports Fans	6%	(172)	94%	(2727)	2899
Avid Sports Fans	8%	(70)	92%	(754)	824
Casual Sports Fans	5%	(102)	95%	(1972)	2074
Non-Sports Fans	3%	(48)	97%	(1454)	1501
Sports Fans Non-NHL	4%	(63)	96%	(1423)	1486
NHL Fans	8%	(116)	92%	(1407)	1523
Avid NHL Fans	12%	(48)	88%	(339)	387
Casual NHL Fans	6%	(68)	94%	(1069)	1137
Has Favorite NHL Team	7%	(67)	93%	(960)	1026
Has Favorite MLB Team	5%	(84)	95%	(1739)	1823
Has Favorite NBA Team	7%	(100)	93%	(1381)	1481
Has Favorite NFL Team	5%	(114)	95%	(2241)	2355
MLB Fans	6%	(126)	94%	(2136)	2262
NBA Fans	7%	(144)	93%	(1876)	2020
NFL Fans	6%	(173)	94%	(2589)	2762
Avid MLB Fans	6%	(44)	94%	(693)	736
Avid NBA	10%	(67)	90%	(609)	676
Avid NFL Fans	6%	(72)	94%	(1128)	1200

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

**Table MCSP10\_8NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

CBS

Demographic	Selected	Not Selected	Total N
Adults	14% (611)	86% (3789)	4400
Gender: Male	14% (290)	86% (1834)	2124
Gender: Female	14% (321)	86% (1955)	2276
Age: 18-34	12% (151)	88% (1159)	1310
Age: 35-44	12% (84)	88% (632)	715
Age: 45-64	15% (230)	85% (1272)	1502
Age: 65+	17% (147)	83% (726)	873
GenZers: 1997-2012	10% (45)	90% (420)	465
Millennials: 1981-1996	12% (159)	88% (1117)	1276
GenXers: 1965-1980	15% (150)	85% (878)	1028
Baby Boomers: 1946-1964	16% (229)	84% (1226)	1455
PID: Dem (no lean)	14% (235)	86% (1418)	1653
PID: Ind (no lean)	13% (189)	87% (1275)	1464
PID: Rep (no lean)	15% (188)	85% (1096)	1284
PID/Gender: Dem Men	13% (104)	87% (672)	776
PID/Gender: Dem Women	15% (130)	85% (746)	877
PID/Gender: Ind Men	14% (103)	86% (646)	750
PID/Gender: Ind Women	12% (86)	88% (628)	714
PID/Gender: Rep Men	14% (83)	86% (515)	598
PID/Gender: Rep Women	15% (105)	85% (581)	686
Ideo: Liberal (1-3)	13% (168)	87% (1089)	1257
Ideo: Moderate (4)	15% (185)	85% (1072)	1257
Ideo: Conservative (5-7)	14% (203)	86% (1231)	1434
Educ: < College	14% (423)	86% (2601)	3024
Educ: Bachelors degree	14% (124)	86% (764)	888
Educ: Post-grad	13% (64)	87% (424)	488
Income: Under 50k	14% (340)	86% (2074)	2415
Income: 50k-100k	14% (193)	86% (1194)	1387
Income: 100k+	13% (78)	87% (520)	598
Ethnicity: White	14% (492)	86% (2951)	3443
Ethnicity: Hispanic	13% (91)	87% (608)	699

Continued on next page

**Table MCSP10\_8NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

CBS

Demographic	Selected	Not Selected	Total N
Adults	14% (611)	86% (3789)	4400
Ethnicity: Black	11% (59)	89% (490)	549
Ethnicity: Other	15% (60)	85% (348)	408
All Christian	15% (298)	85% (1676)	1974
All Non-Christian	14% (30)	86% (178)	208
Atheist	12% (30)	88% (227)	258
Agnostic/Nothing in particular	12% (149)	88% (1083)	1232
Something Else	14% (103)	86% (625)	727
Religious Non-Protestant/Catholic	13% (33)	87% (214)	247
Evangelical	14% (154)	86% (910)	1064
Non-Evangelical	15% (243)	85% (1335)	1578
Community: Urban	13% (155)	87% (1003)	1158
Community: Suburban	15% (312)	85% (1779)	2091
Community: Rural	13% (144)	87% (1007)	1151
Employ: Private Sector	13% (168)	87% (1175)	1343
Employ: Government	12% (31)	88% (232)	263
Employ: Self-Employed	11% (48)	89% (378)	426
Employ: Homemaker	16% (56)	84% (295)	351
Employ: Student	10% (15)	90% (133)	148
Employ: Retired	17% (173)	83% (830)	1003
Employ: Unemployed	12% (64)	88% (481)	546
Employ: Other	17% (56)	83% (265)	321
Military HH: Yes	15% (96)	85% (558)	654
Military HH: No	14% (515)	86% (3231)	3746
RD/WT: Right Direction	16% (265)	84% (1401)	1666
RD/WT: Wrong Track	13% (347)	87% (2387)	2734
Biden Job Approve	17% (333)	83% (1671)	2004
Biden Job Disapprove	12% (255)	88% (1885)	2140

Continued on next page

**Table MCSP10\_8NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Demographic	Selected	Not Selected	Total N
Adults	14% (611)	86% (3789)	4400
Biden Job Strongly Approve	18% (165)	82% (748)	913
Biden Job Somewhat Approve	15% (168)	85% (923)	1091
Biden Job Somewhat Disapprove	13% (82)	87% (565)	647
Biden Job Strongly Disapprove	12% (173)	88% (1320)	1493
Favorable of Biden	16% (330)	84% (1728)	2059
Unfavorable of Biden	12% (252)	88% (1841)	2093
Very Favorable of Biden	18% (179)	82% (827)	1006
Somewhat Favorable of Biden	14% (151)	86% (902)	1053
Somewhat Unfavorable of Biden	13% (76)	87% (490)	567
Very Unfavorable of Biden	12% (176)	88% (1351)	1527
#1 Issue: Economy	13% (208)	87% (1393)	1601
#1 Issue: Security	16% (113)	84% (609)	723
#1 Issue: Health Care	15% (82)	85% (480)	561
#1 Issue: Medicare / Social Security	16% (86)	84% (439)	525
#1 Issue: Women's Issues	11% (34)	89% (265)	299
#1 Issue: Education	13% (21)	87% (146)	168
#1 Issue: Energy	12% (28)	88% (199)	227
#1 Issue: Other	13% (40)	87% (257)	297
2020 Vote: Joe Biden	15% (295)	85% (1665)	1960
2020 Vote: Donald Trump	13% (187)	87% (1211)	1398
2020 Vote: Other	10% (16)	90% (148)	164
2020 Vote: Didn't Vote	13% (112)	87% (762)	875
2018 House Vote: Democrat	15% (220)	85% (1254)	1475
2018 House Vote: Republican	16% (191)	84% (1005)	1196
2018 House Vote: Someone else	14% (17)	86% (107)	123
2016 Vote: Hillary Clinton	15% (215)	85% (1185)	1400
2016 Vote: Donald Trump	15% (196)	85% (1125)	1321
2016 Vote: Other	16% (40)	84% (210)	249
2016 Vote: Didn't Vote	11% (159)	89% (1266)	1425

Continued on next page



**Table MCSP10\_8NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

CBS

Demographic	Selected		Not Selected		Total N
Adults	14%	(611)	86%	(3789)	4400
Voted in 2014: Yes	16%	(382)	84%	(2060)	2442
Voted in 2014: No	12%	(230)	88%	(1729)	1958
4-Region: Northeast	15%	(114)	85%	(673)	787
4-Region: Midwest	14%	(126)	86%	(798)	925
4-Region: South	13%	(214)	87%	(1434)	1648
4-Region: West	15%	(157)	85%	(883)	1040
2110001	13%	(287)	87%	(1894)	2182
2110009	15%	(324)	85%	(1895)	2218
Sports Fans	17%	(479)	83%	(2419)	2899
Avid Sports Fans	17%	(138)	83%	(686)	824
Casual Sports Fans	16%	(341)	84%	(1733)	2074
Non-Sports Fans	9%	(132)	91%	(1369)	1501
Sports Fans Non-NHL	13%	(196)	87%	(1291)	1486
NHL Fans	19%	(288)	81%	(1235)	1523
Avid NHL Fans	20%	(76)	80%	(310)	387
Casual NHL Fans	19%	(212)	81%	(925)	1137
Has Favorite NHL Team	17%	(173)	83%	(853)	1026
Has Favorite MLB Team	15%	(282)	85%	(1541)	1823
Has Favorite NBA Team	16%	(231)	84%	(1249)	1481
Has Favorite NFL Team	16%	(375)	84%	(1980)	2355
MLB Fans	16%	(358)	84%	(1903)	2262
NBA Fans	16%	(331)	84%	(1689)	2020
NFL Fans	17%	(458)	83%	(2304)	2762
Avid MLB Fans	13%	(98)	87%	(638)	736
Avid NBA	17%	(113)	83%	(563)	676
Avid NFL Fans	18%	(212)	82%	(988)	1200

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

**Table MCSP10\_9NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

NBC

Demographic	Selected	Not Selected	Total N
Adults	19% (831)	81% (3569)	4400
Gender: Male	22% (465)	78% (1659)	2124
Gender: Female	16% (367)	84% (1910)	2276
Age: 18-34	16% (205)	84% (1105)	1310
Age: 35-44	18% (126)	82% (589)	715
Age: 45-64	21% (317)	79% (1185)	1502
Age: 65+	21% (183)	79% (689)	873
GenZers: 1997-2012	15% (72)	85% (393)	465
Millennials: 1981-1996	17% (213)	83% (1063)	1276
GenXers: 1965-1980	20% (204)	80% (823)	1028
Baby Boomers: 1946-1964	21% (310)	79% (1145)	1455
PID: Dem (no lean)	20% (336)	80% (1317)	1653
PID: Ind (no lean)	17% (250)	83% (1213)	1464
PID: Rep (no lean)	19% (245)	81% (1038)	1284
PID/Gender: Dem Men	21% (164)	79% (613)	776
PID/Gender: Dem Women	20% (172)	80% (705)	877
PID/Gender: Ind Men	21% (160)	79% (590)	750
PID/Gender: Ind Women	13% (91)	87% (623)	714
PID/Gender: Rep Men	24% (141)	76% (457)	598
PID/Gender: Rep Women	15% (104)	85% (582)	686
Ideo: Liberal (1-3)	21% (262)	79% (995)	1257
Ideo: Moderate (4)	17% (220)	83% (1037)	1257
Ideo: Conservative (5-7)	20% (292)	80% (1141)	1434
Educ: < College	17% (529)	83% (2496)	3024
Educ: Bachelors degree	22% (195)	78% (693)	888
Educ: Post-grad	22% (108)	78% (380)	488
Income: Under 50k	17% (419)	83% (1996)	2415
Income: 50k-100k	20% (275)	80% (1112)	1387
Income: 100k+	23% (138)	77% (461)	598
Ethnicity: White	19% (663)	81% (2781)	3443
Ethnicity: Hispanic	16% (111)	84% (588)	699

Continued on next page

**Table MCSP10\_9NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

NBC

Demographic	Selected		Not Selected		Total N
Adults	19%	(831)	81%	(3569)	4400
Ethnicity: Black	17%	(93)	83%	(455)	549
Ethnicity: Other	18%	(75)	82%	(333)	408
All Christian	22%	(435)	78%	(1540)	1974
All Non-Christian	24%	(49)	76%	(159)	208
Atheist	15%	(39)	85%	(219)	258
Agnostic/Nothing in particular	15%	(190)	85%	(1043)	1232
Something Else	16%	(119)	84%	(609)	727
Religious Non-Protestant/Catholic	22%	(55)	78%	(191)	247
Evangelical	19%	(201)	81%	(863)	1064
Non-Evangelical	21%	(338)	79%	(1240)	1578
Community: Urban	18%	(214)	82%	(945)	1158
Community: Suburban	20%	(425)	80%	(1666)	2091
Community: Rural	17%	(193)	83%	(958)	1151
Employ: Private Sector	20%	(274)	80%	(1069)	1343
Employ: Government	15%	(40)	85%	(223)	263
Employ: Self-Employed	20%	(87)	80%	(339)	426
Employ: Homemaker	16%	(54)	84%	(296)	351
Employ: Student	17%	(25)	83%	(123)	148
Employ: Retired	22%	(217)	78%	(786)	1003
Employ: Unemployed	14%	(76)	86%	(470)	546
Employ: Other	18%	(58)	82%	(263)	321
Military HH: Yes	20%	(128)	80%	(526)	654
Military HH: No	19%	(703)	81%	(3043)	3746
RD/WT: Right Direction	21%	(349)	79%	(1317)	1666
RD/WT: Wrong Track	18%	(482)	82%	(2252)	2734
Biden Job Approve	22%	(433)	78%	(1571)	2004
Biden Job Disapprove	17%	(374)	83%	(1766)	2140

Continued on next page

**Table MCSP10\_9NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

NBC

Demographic	Selected	Not Selected	Total N
Adults	19% (831)	81% (3569)	4400
Biden Job Strongly Approve	21% (191)	79% (723)	913
Biden Job Somewhat Approve	22% (242)	78% (849)	1091
Biden Job Somewhat Disapprove	18% (118)	82% (530)	647
Biden Job Strongly Disapprove	17% (256)	83% (1237)	1493
Favorable of Biden	21% (439)	79% (1620)	2059
Unfavorable of Biden	17% (357)	83% (1737)	2093
Very Favorable of Biden	21% (213)	79% (793)	1006
Somewhat Favorable of Biden	21% (226)	79% (827)	1053
Somewhat Unfavorable of Biden	17% (99)	83% (468)	567
Very Unfavorable of Biden	17% (258)	83% (1268)	1527
#1 Issue: Economy	20% (315)	80% (1285)	1601
#1 Issue: Security	21% (155)	79% (567)	723
#1 Issue: Health Care	18% (102)	82% (459)	561
#1 Issue: Medicare / Social Security	20% (104)	80% (421)	525
#1 Issue: Women's Issues	15% (45)	85% (254)	299
#1 Issue: Education	17% (29)	83% (139)	168
#1 Issue: Energy	17% (39)	83% (188)	227
#1 Issue: Other	14% (42)	86% (255)	297
2020 Vote: Joe Biden	21% (412)	79% (1548)	1960
2020 Vote: Donald Trump	19% (266)	81% (1132)	1398
2020 Vote: Other	11% (17)	89% (147)	164
2020 Vote: Didn't Vote	16% (136)	84% (738)	875
2018 House Vote: Democrat	23% (335)	77% (1140)	1475
2018 House Vote: Republican	20% (244)	80% (952)	1196
2018 House Vote: Someone else	15% (18)	85% (105)	123
2016 Vote: Hillary Clinton	23% (318)	77% (1082)	1400
2016 Vote: Donald Trump	20% (267)	80% (1053)	1321
2016 Vote: Other	16% (40)	84% (209)	249
2016 Vote: Didn't Vote	14% (205)	86% (1220)	1425

Continued on next page

**Table MCSP10\_9NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

NBC

Demographic	Selected		Not Selected		Total N
Adults	19%	(831)	81%	(3569)	4400
Voted in 2014: Yes	22%	(533)	78%	(1909)	2442
Voted in 2014: No	15%	(298)	85%	(1660)	1958
4-Region: Northeast	21%	(168)	79%	(620)	787
4-Region: Midwest	22%	(205)	78%	(719)	925
4-Region: South	17%	(282)	83%	(1367)	1648
4-Region: West	17%	(176)	83%	(864)	1040
2110001	19%	(420)	81%	(1761)	2182
2110009	19%	(411)	81%	(1807)	2218
Sports Fans	23%	(669)	77%	(2230)	2899
Avid Sports Fans	27%	(223)	73%	(602)	824
Casual Sports Fans	22%	(446)	78%	(1628)	2074
Non-Sports Fans	11%	(162)	89%	(1339)	1501
Sports Fans Non-NHL	17%	(259)	83%	(1227)	1486
NHL Fans	28%	(424)	72%	(1099)	1523
Avid NHL Fans	30%	(114)	70%	(273)	387
Casual NHL Fans	27%	(310)	73%	(826)	1137
Has Favorite NHL Team	29%	(300)	71%	(727)	1026
Has Favorite MLB Team	24%	(446)	76%	(1377)	1823
Has Favorite NBA Team	24%	(353)	76%	(1127)	1481
Has Favorite NFL Team	23%	(542)	77%	(1813)	2355
MLB Fans	23%	(530)	77%	(1732)	2262
NBA Fans	23%	(460)	77%	(1560)	2020
NFL Fans	23%	(641)	77%	(2121)	2762
Avid MLB Fans	24%	(178)	76%	(558)	736
Avid NBA	24%	(163)	76%	(513)	676
Avid NFL Fans	25%	(297)	75%	(903)	1200

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

**Table MCSP10\_10NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

NBCSN

Demographic	Selected	Not Selected	Total N
Adults	9% (383)	91% (4017)	4400
Gender: Male	11% (237)	89% (1886)	2124
Gender: Female	6% (146)	94% (2131)	2276
Age: 18-34	10% (129)	90% (1182)	1310
Age: 35-44	8% (59)	92% (656)	715
Age: 45-64	8% (119)	92% (1383)	1502
Age: 65+	9% (76)	91% (797)	873
GenZers: 1997-2012	8% (39)	92% (426)	465
Millennials: 1981-1996	10% (130)	90% (1146)	1276
GenXers: 1965-1980	9% (89)	91% (939)	1028
Baby Boomers: 1946-1964	8% (117)	92% (1338)	1455
PID: Dem (no lean)	10% (158)	90% (1495)	1653
PID: Ind (no lean)	8% (120)	92% (1344)	1464
PID: Rep (no lean)	8% (105)	92% (1178)	1284
PID/Gender: Dem Men	13% (98)	87% (678)	776
PID/Gender: Dem Women	7% (60)	93% (817)	877
PID/Gender: Ind Men	10% (78)	90% (672)	750
PID/Gender: Ind Women	6% (42)	94% (672)	714
PID/Gender: Rep Men	10% (61)	90% (537)	598
PID/Gender: Rep Women	6% (44)	94% (642)	686
Ideo: Liberal (1-3)	10% (130)	90% (1128)	1257
Ideo: Moderate (4)	8% (95)	92% (1162)	1257
Ideo: Conservative (5-7)	9% (123)	91% (1311)	1434
Educ: < College	8% (245)	92% (2779)	3024
Educ: Bachelors degree	10% (86)	90% (801)	888
Educ: Post-grad	11% (52)	89% (436)	488
Income: Under 50k	8% (187)	92% (2228)	2415
Income: 50k-100k	9% (129)	91% (1258)	1387
Income: 100k+	11% (68)	89% (531)	598
Ethnicity: White	9% (293)	91% (3150)	3443
Ethnicity: Hispanic	10% (70)	90% (629)	699

Continued on next page

**Table MCSP10\_10NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

NBCSN

Demographic	Selected		Not Selected		Total N
Adults	9%	(383)	91%	(4017)	4400
Ethnicity: Black	9%	(49)	91%	(500)	549
Ethnicity: Other	10%	(41)	90%	(367)	408
All Christian	9%	(186)	91%	(1788)	1974
All Non-Christian	11%	(22)	89%	(186)	208
Atheist	10%	(25)	90%	(233)	258
Agnostic/Nothing in particular	7%	(87)	93%	(1146)	1232
Something Else	9%	(63)	91%	(664)	727
Religious Non-Protestant/Catholic	9%	(23)	91%	(224)	247
Evangelical	8%	(82)	92%	(982)	1064
Non-Evangelical	10%	(164)	90%	(1414)	1578
Community: Urban	9%	(101)	91%	(1057)	1158
Community: Suburban	10%	(203)	90%	(1888)	2091
Community: Rural	7%	(80)	93%	(1071)	1151
Employ: Private Sector	9%	(123)	91%	(1220)	1343
Employ: Government	8%	(20)	92%	(243)	263
Employ: Self-Employed	12%	(52)	88%	(373)	426
Employ: Homemaker	9%	(32)	91%	(319)	351
Employ: Student	9%	(13)	91%	(135)	148
Employ: Retired	8%	(79)	92%	(924)	1003
Employ: Unemployed	7%	(39)	93%	(506)	546
Employ: Other	8%	(24)	92%	(296)	321
Military HH: Yes	8%	(54)	92%	(600)	654
Military HH: No	9%	(329)	91%	(3417)	3746
RD/WT: Right Direction	10%	(166)	90%	(1500)	1666
RD/WT: Wrong Track	8%	(217)	92%	(2517)	2734
Biden Job Approve	10%	(207)	90%	(1797)	2004
Biden Job Disapprove	8%	(165)	92%	(1975)	2140

Continued on next page

**Table MCSP10\_10NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

NBCSN

Demographic	Selected		Not Selected		Total N
Adults	9%	(383)	91%	(4017)	4400
Biden Job Strongly Approve	10%	(96)	90%	(818)	913
Biden Job Somewhat Approve	10%	(111)	90%	(980)	1091
Biden Job Somewhat Disapprove	7%	(46)	93%	(601)	647
Biden Job Strongly Disapprove	8%	(119)	92%	(1374)	1493
Favorable of Biden	10%	(210)	90%	(1849)	2059
Unfavorable of Biden	8%	(158)	92%	(1935)	2093
Very Favorable of Biden	10%	(102)	90%	(904)	1006
Somewhat Favorable of Biden	10%	(108)	90%	(945)	1053
Somewhat Unfavorable of Biden	6%	(37)	94%	(530)	567
Very Unfavorable of Biden	8%	(122)	92%	(1405)	1527
#1 Issue: Economy	8%	(133)	92%	(1467)	1601
#1 Issue: Security	9%	(65)	91%	(658)	723
#1 Issue: Health Care	9%	(51)	91%	(510)	561
#1 Issue: Medicare / Social Security	8%	(44)	92%	(480)	525
#1 Issue: Women's Issues	14%	(41)	86%	(258)	299
#1 Issue: Education	8%	(13)	92%	(155)	168
#1 Issue: Energy	7%	(17)	93%	(211)	227
#1 Issue: Other	7%	(20)	93%	(277)	297
2020 Vote: Joe Biden	10%	(196)	90%	(1764)	1960
2020 Vote: Donald Trump	8%	(106)	92%	(1292)	1398
2020 Vote: Other	8%	(12)	92%	(152)	164
2020 Vote: Didn't Vote	8%	(68)	92%	(807)	875
2018 House Vote: Democrat	10%	(145)	90%	(1329)	1475
2018 House Vote: Republican	9%	(105)	91%	(1091)	1196
2018 House Vote: Someone else	7%	(9)	93%	(114)	123
2016 Vote: Hillary Clinton	9%	(131)	91%	(1269)	1400
2016 Vote: Donald Trump	8%	(112)	92%	(1209)	1321
2016 Vote: Other	10%	(24)	90%	(225)	249
2016 Vote: Didn't Vote	8%	(114)	92%	(1311)	1425

Continued on next page



**Table MCSP10\_10NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

NBCSN

Demographic	Selected		Not Selected		Total N
Adults	9%	(383)	91%	(4017)	4400
Voted in 2014: Yes	9%	(230)	91%	(2212)	2442
Voted in 2014: No	8%	(153)	92%	(1805)	1958
4-Region: Northeast	10%	(81)	90%	(706)	787
4-Region: Midwest	8%	(77)	92%	(848)	925
4-Region: South	7%	(123)	93%	(1526)	1648
4-Region: West	10%	(103)	90%	(937)	1040
2110001	9%	(187)	91%	(1995)	2182
2110009	9%	(196)	91%	(2022)	2218
Sports Fans	11%	(309)	89%	(2590)	2899
Avid Sports Fans	16%	(130)	84%	(695)	824
Casual Sports Fans	9%	(179)	91%	(1895)	2074
Non-Sports Fans	5%	(74)	95%	(1427)	1501
Sports Fans Non-NHL	6%	(94)	94%	(1393)	1486
NHL Fans	15%	(226)	85%	(1298)	1523
Avid NHL Fans	23%	(87)	77%	(300)	387
Casual NHL Fans	12%	(139)	88%	(998)	1137
Has Favorite NHL Team	18%	(187)	82%	(839)	1026
Has Favorite MLB Team	12%	(224)	88%	(1599)	1823
Has Favorite NBA Team	11%	(162)	89%	(1319)	1481
Has Favorite NFL Team	11%	(253)	89%	(2102)	2355
MLB Fans	11%	(251)	89%	(2011)	2262
NBA Fans	11%	(223)	89%	(1797)	2020
NFL Fans	11%	(292)	89%	(2469)	2762
Avid MLB Fans	13%	(97)	87%	(639)	736
Avid NBA	13%	(85)	87%	(591)	676
Avid NFL Fans	12%	(142)	88%	(1058)	1200

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

**Table MCSP10\_11NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

USA

Demographic	Selected	Not Selected	Total N
Adults	7% (288)	93% (4112)	4400
Gender: Male	8% (173)	92% (1950)	2124
Gender: Female	5% (114)	95% (2162)	2276
Age: 18-34	8% (107)	92% (1203)	1310
Age: 35-44	8% (58)	92% (657)	715
Age: 45-64	6% (85)	94% (1417)	1502
Age: 65+	4% (38)	96% (835)	873
GenZers: 1997-2012	7% (32)	93% (434)	465
Millennials: 1981-1996	9% (115)	91% (1162)	1276
GenXers: 1965-1980	7% (69)	93% (958)	1028
Baby Boomers: 1946-1964	5% (65)	95% (1389)	1455
PID: Dem (no lean)	8% (132)	92% (1521)	1653
PID: Ind (no lean)	6% (82)	94% (1382)	1464
PID: Rep (no lean)	6% (74)	94% (1210)	1284
PID/Gender: Dem Men	10% (75)	90% (701)	776
PID/Gender: Dem Women	6% (57)	94% (820)	877
PID/Gender: Ind Men	7% (54)	93% (696)	750
PID/Gender: Ind Women	4% (28)	96% (686)	714
PID/Gender: Rep Men	7% (44)	93% (553)	598
PID/Gender: Rep Women	4% (30)	96% (656)	686
Ideo: Liberal (1-3)	7% (94)	93% (1164)	1257
Ideo: Moderate (4)	7% (86)	93% (1172)	1257
Ideo: Conservative (5-7)	6% (82)	94% (1352)	1434
Educ: < College	6% (176)	94% (2848)	3024
Educ: Bachelors degree	8% (69)	92% (819)	888
Educ: Post-grad	9% (43)	91% (445)	488
Income: Under 50k	6% (141)	94% (2274)	2415
Income: 50k-100k	6% (87)	94% (1300)	1387
Income: 100k+	10% (60)	90% (539)	598
Ethnicity: White	6% (199)	94% (3244)	3443
Ethnicity: Hispanic	8% (53)	92% (646)	699

Continued on next page

**Table MCSP10\_11NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

USA

Demographic	Selected		Not Selected		Total N
Adults	7%	(288)	93%	(4112)	4400
Ethnicity: Black	11%	(61)	89%	(488)	549
Ethnicity: Other	7%	(27)	93%	(381)	408
All Christian	7%	(135)	93%	(1839)	1974
All Non-Christian	12%	(26)	88%	(182)	208
Atheist	7%	(18)	93%	(239)	258
Agnostic/Nothing in particular	5%	(61)	95%	(1171)	1232
Something Else	6%	(47)	94%	(680)	727
Religious Non-Protestant/Catholic	11%	(27)	89%	(220)	247
Evangelical	8%	(84)	92%	(980)	1064
Non-Evangelical	6%	(95)	94%	(1483)	1578
Community: Urban	9%	(100)	91%	(1058)	1158
Community: Suburban	6%	(132)	94%	(1959)	2091
Community: Rural	5%	(56)	95%	(1095)	1151
Employ: Private Sector	8%	(104)	92%	(1239)	1343
Employ: Government	11%	(28)	89%	(235)	263
Employ: Self-Employed	7%	(30)	93%	(396)	426
Employ: Homemaker	4%	(14)	96%	(337)	351
Employ: Student	7%	(11)	93%	(137)	148
Employ: Retired	4%	(45)	96%	(958)	1003
Employ: Unemployed	5%	(26)	95%	(519)	546
Employ: Other	9%	(30)	91%	(291)	321
Military HH: Yes	7%	(44)	93%	(610)	654
Military HH: No	7%	(244)	93%	(3502)	3746
RD/WT: Right Direction	8%	(135)	92%	(1531)	1666
RD/WT: Wrong Track	6%	(152)	94%	(2582)	2734
Biden Job Approve	8%	(161)	92%	(1843)	2004
Biden Job Disapprove	5%	(117)	95%	(2023)	2140

Continued on next page

**Table MCSP10\_11NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

USA

Demographic	Selected	Not Selected	Total N
Adults	7% (288)	93% (4112)	4400
Biden Job Strongly Approve	9% (86)	91% (827)	913
Biden Job Somewhat Approve	7% (74)	93% (1016)	1091
Biden Job Somewhat Disapprove	8% (49)	92% (598)	647
Biden Job Strongly Disapprove	5% (68)	95% (1425)	1493
Favorable of Biden	8% (160)	92% (1899)	2059
Unfavorable of Biden	5% (110)	95% (1983)	2093
Very Favorable of Biden	9% (88)	91% (918)	1006
Somewhat Favorable of Biden	7% (72)	93% (981)	1053
Somewhat Unfavorable of Biden	7% (39)	93% (528)	567
Very Unfavorable of Biden	5% (71)	95% (1455)	1527
#1 Issue: Economy	7% (109)	93% (1492)	1601
#1 Issue: Security	7% (50)	93% (672)	723
#1 Issue: Health Care	8% (46)	92% (515)	561
#1 Issue: Medicare / Social Security	5% (25)	95% (499)	525
#1 Issue: Women's Issues	4% (13)	96% (286)	299
#1 Issue: Education	11% (18)	89% (149)	168
#1 Issue: Energy	2% (5)	98% (222)	227
#1 Issue: Other	7% (20)	93% (277)	297
2020 Vote: Joe Biden	8% (154)	92% (1805)	1960
2020 Vote: Donald Trump	5% (75)	95% (1324)	1398
2020 Vote: Other	6% (10)	94% (154)	164
2020 Vote: Didn't Vote	5% (48)	95% (827)	875
2018 House Vote: Democrat	8% (114)	92% (1361)	1475
2018 House Vote: Republican	7% (81)	93% (1115)	1196
2018 House Vote: Someone else	5% (6)	95% (118)	123
2016 Vote: Hillary Clinton	8% (105)	92% (1294)	1400
2016 Vote: Donald Trump	7% (94)	93% (1227)	1321
2016 Vote: Other	5% (14)	95% (236)	249
2016 Vote: Didn't Vote	5% (75)	95% (1350)	1425

Continued on next page

**Table MCSP10\_11NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

USA

Demographic	Selected		Not Selected		Total N
Adults	7%	(288)	93%	(4112)	4400
Voted in 2014: Yes	7%	(179)	93%	(2262)	2442
Voted in 2014: No	6%	(109)	94%	(1850)	1958
4-Region: Northeast	7%	(53)	93%	(734)	787
4-Region: Midwest	5%	(49)	95%	(876)	925
4-Region: South	6%	(103)	94%	(1545)	1648
4-Region: West	8%	(83)	92%	(957)	1040
2110001	6%	(138)	94%	(2043)	2182
2110009	7%	(150)	93%	(2069)	2218
Sports Fans	9%	(254)	91%	(2645)	2899
Avid Sports Fans	11%	(94)	89%	(730)	824
Casual Sports Fans	8%	(160)	92%	(1915)	2074
Non-Sports Fans	2%	(34)	98%	(1468)	1501
Sports Fans Non-NHL	5%	(77)	95%	(1410)	1486
NHL Fans	12%	(182)	88%	(1341)	1523
Avid NHL Fans	16%	(63)	84%	(324)	387
Casual NHL Fans	10%	(119)	90%	(1018)	1137
Has Favorite NHL Team	12%	(119)	88%	(907)	1026
Has Favorite MLB Team	8%	(152)	92%	(1671)	1823
Has Favorite NBA Team	10%	(154)	90%	(1327)	1481
Has Favorite NFL Team	8%	(195)	92%	(2159)	2355
MLB Fans	9%	(207)	91%	(2055)	2262
NBA Fans	10%	(201)	90%	(1819)	2020
NFL Fans	9%	(239)	91%	(2523)	2762
Avid MLB Fans	11%	(80)	89%	(656)	736
Avid NBA	14%	(93)	86%	(583)	676
Avid NFL Fans	11%	(127)	89%	(1073)	1200

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

**Table MCSP10\_12NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Netflix

Demographic	Selected	Not Selected	Total N
Adults	8% (367)	92% (4033)	4400
Gender: Male	9% (200)	91% (1924)	2124
Gender: Female	7% (167)	93% (2109)	2276
Age: 18-34	17% (227)	83% (1084)	1310
Age: 35-44	9% (65)	91% (650)	715
Age: 45-64	4% (60)	96% (1442)	1502
Age: 65+	2% (14)	98% (858)	873
GenZers: 1997-2012	19% (88)	81% (378)	465
Millennials: 1981-1996	15% (186)	85% (1090)	1276
GenXers: 1965-1980	5% (50)	95% (977)	1028
Baby Boomers: 1946-1964	3% (41)	97% (1414)	1455
PID: Dem (no lean)	10% (160)	90% (1492)	1653
PID: Ind (no lean)	8% (110)	92% (1353)	1464
PID: Rep (no lean)	7% (96)	93% (1187)	1284
PID/Gender: Dem Men	13% (103)	87% (673)	776
PID/Gender: Dem Women	7% (57)	93% (819)	877
PID/Gender: Ind Men	6% (47)	94% (702)	750
PID/Gender: Ind Women	9% (63)	91% (651)	714
PID/Gender: Rep Men	8% (49)	92% (549)	598
PID/Gender: Rep Women	7% (47)	93% (639)	686
Ideo: Liberal (1-3)	8% (98)	92% (1159)	1257
Ideo: Moderate (4)	10% (126)	90% (1131)	1257
Ideo: Conservative (5-7)	6% (84)	94% (1350)	1434
Educ: < College	8% (247)	92% (2778)	3024
Educ: Bachelors degree	8% (68)	92% (820)	888
Educ: Post-grad	11% (52)	89% (436)	488
Income: Under 50k	8% (196)	92% (2219)	2415
Income: 50k-100k	8% (115)	92% (1271)	1387
Income: 100k+	9% (55)	91% (543)	598
Ethnicity: White	7% (227)	93% (3216)	3443
Ethnicity: Hispanic	12% (81)	88% (618)	699

Continued on next page

**Table MCSP10\_12NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Netflix

Demographic	Selected	Not Selected	Total N
Adults	8% (367)	92% (4033)	4400
Ethnicity: Black	17% (93)	83% (455)	549
Ethnicity: Other	11% (46)	89% (362)	408
All Christian	6% (128)	94% (1846)	1974
All Non-Christian	18% (37)	82% (171)	208
Atheist	5% (13)	95% (245)	258
Agnostic/Nothing in particular	10% (121)	90% (1111)	1232
Something Else	9% (67)	91% (660)	727
Religious Non-Protestant/Catholic	16% (39)	84% (208)	247
Evangelical	9% (97)	91% (967)	1064
Non-Evangelical	6% (96)	94% (1482)	1578
Community: Urban	12% (145)	88% (1014)	1158
Community: Suburban	7% (145)	93% (1945)	2091
Community: Rural	7% (76)	93% (1074)	1151
Employ: Private Sector	9% (120)	91% (1223)	1343
Employ: Government	15% (40)	85% (224)	263
Employ: Self-Employed	13% (55)	87% (371)	426
Employ: Homemaker	5% (16)	95% (335)	351
Employ: Student	14% (21)	86% (127)	148
Employ: Retired	2% (20)	98% (984)	1003
Employ: Unemployed	10% (53)	90% (493)	546
Employ: Other	13% (43)	87% (278)	321
Military HH: Yes	6% (41)	94% (613)	654
Military HH: No	9% (326)	91% (3421)	3746
RD/WT: Right Direction	11% (186)	89% (1480)	1666
RD/WT: Wrong Track	7% (181)	93% (2553)	2734
Biden Job Approve	10% (198)	90% (1806)	2004
Biden Job Disapprove	6% (138)	94% (2002)	2140

Continued on next page

**Table MCSP10\_12NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Netflix

Demographic	Selected	Not Selected	Total N
Adults	8% (367)	92% (4033)	4400
Biden Job Strongly Approve	12% (106)	88% (807)	913
Biden Job Somewhat Approve	8% (92)	92% (999)	1091
Biden Job Somewhat Disapprove	9% (59)	91% (588)	647
Biden Job Strongly Disapprove	5% (79)	95% (1414)	1493
Favorable of Biden	10% (200)	90% (1859)	2059
Unfavorable of Biden	6% (134)	94% (1960)	2093
Very Favorable of Biden	13% (127)	87% (879)	1006
Somewhat Favorable of Biden	7% (73)	93% (980)	1053
Somewhat Unfavorable of Biden	9% (54)	91% (513)	567
Very Unfavorable of Biden	5% (80)	95% (1447)	1527
#1 Issue: Economy	9% (145)	91% (1455)	1601
#1 Issue: Security	6% (43)	94% (679)	723
#1 Issue: Health Care	11% (61)	89% (500)	561
#1 Issue: Medicare / Social Security	4% (23)	96% (502)	525
#1 Issue: Women's Issues	11% (32)	89% (267)	299
#1 Issue: Education	13% (22)	87% (146)	168
#1 Issue: Energy	10% (22)	90% (205)	227
#1 Issue: Other	6% (19)	94% (278)	297
2020 Vote: Joe Biden	8% (166)	92% (1794)	1960
2020 Vote: Donald Trump	6% (84)	94% (1315)	1398
2020 Vote: Other	6% (9)	94% (155)	164
2020 Vote: Didn't Vote	12% (108)	88% (767)	875
2018 House Vote: Democrat	8% (115)	92% (1360)	1475
2018 House Vote: Republican	6% (68)	94% (1128)	1196
2018 House Vote: Someone else	6% (8)	94% (116)	123
2016 Vote: Hillary Clinton	7% (97)	93% (1302)	1400
2016 Vote: Donald Trump	6% (83)	94% (1238)	1321
2016 Vote: Other	6% (15)	94% (235)	249
2016 Vote: Didn't Vote	12% (171)	88% (1254)	1425

Continued on next page



**Table MCSP10\_12NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Netflix

Demographic	Selected	Not Selected	Total N
Adults	8% (367)	92% (4033)	4400
Voted in 2014: Yes	6% (157)	94% (2285)	2442
Voted in 2014: No	11% (210)	89% (1749)	1958
4-Region: Northeast	6% (47)	94% (740)	787
4-Region: Midwest	8% (72)	92% (852)	925
4-Region: South	9% (149)	91% (1499)	1648
4-Region: West	9% (98)	91% (942)	1040
2110001	8% (180)	92% (2002)	2182
2110009	8% (187)	92% (2032)	2218
Sports Fans	9% (266)	91% (2632)	2899
Avid Sports Fans	13% (108)	87% (717)	824
Casual Sports Fans	8% (159)	92% (1916)	2074
Non-Sports Fans	7% (100)	93% (1401)	1501
Sports Fans Non-NHL	7% (109)	93% (1377)	1486
NHL Fans	11% (170)	89% (1354)	1523
Avid NHL Fans	14% (56)	86% (331)	387
Casual NHL Fans	10% (114)	90% (1023)	1137
Has Favorite NHL Team	9% (94)	91% (933)	1026
Has Favorite MLB Team	7% (135)	93% (1688)	1823
Has Favorite NBA Team	11% (164)	89% (1317)	1481
Has Favorite NFL Team	8% (188)	92% (2167)	2355
MLB Fans	9% (194)	91% (2068)	2262
NBA Fans	12% (247)	88% (1774)	2020
NFL Fans	10% (263)	90% (2498)	2762
Avid MLB Fans	10% (74)	90% (662)	736
Avid NBA	16% (110)	84% (565)	676
Avid NFL Fans	9% (114)	91% (1086)	1200

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

**Table MCSP10\_13NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Amazon Prime Video

Demographic	Selected	Not Selected	Total N
Adults	9% (413)	91% (3987)	4400
Gender: Male	11% (229)	89% (1894)	2124
Gender: Female	8% (183)	92% (2093)	2276
Age: 18-34	15% (191)	85% (1120)	1310
Age: 35-44	11% (81)	89% (634)	715
Age: 45-64	7% (109)	93% (1393)	1502
Age: 65+	4% (32)	96% (841)	873
GenZers: 1997-2012	14% (63)	86% (402)	465
Millennials: 1981-1996	14% (180)	86% (1096)	1276
GenXers: 1965-1980	9% (89)	91% (939)	1028
Baby Boomers: 1946-1964	5% (79)	95% (1376)	1455
PID: Dem (no lean)	9% (157)	91% (1496)	1653
PID: Ind (no lean)	9% (137)	91% (1326)	1464
PID: Rep (no lean)	9% (119)	91% (1165)	1284
PID/Gender: Dem Men	12% (94)	88% (682)	776
PID/Gender: Dem Women	7% (63)	93% (814)	877
PID/Gender: Ind Men	10% (75)	90% (674)	750
PID/Gender: Ind Women	9% (62)	91% (652)	714
PID/Gender: Rep Men	10% (60)	90% (538)	598
PID/Gender: Rep Women	9% (58)	91% (628)	686
Ideo: Liberal (1-3)	9% (111)	91% (1147)	1257
Ideo: Moderate (4)	11% (133)	89% (1125)	1257
Ideo: Conservative (5-7)	8% (114)	92% (1319)	1434
Educ: < College	9% (271)	91% (2753)	3024
Educ: Bachelors degree	9% (80)	91% (807)	888
Educ: Post-grad	13% (61)	87% (427)	488
Income: Under 50k	9% (224)	91% (2191)	2415
Income: 50k-100k	9% (118)	91% (1269)	1387
Income: 100k+	12% (71)	88% (527)	598
Ethnicity: White	9% (300)	91% (3144)	3443
Ethnicity: Hispanic	13% (88)	87% (611)	699

Continued on next page

**Table MCSP10\_13NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Amazon Prime Video

Demographic	Selected	Not Selected	Total N
Adults	9% (413)	91% (3987)	4400
Ethnicity: Black	13% (73)	87% (475)	549
Ethnicity: Other	10% (40)	90% (368)	408
All Christian	9% (181)	91% (1793)	1974
All Non-Christian	13% (26)	87% (182)	208
Atheist	7% (18)	93% (240)	258
Agnostic/Nothing in particular	10% (121)	90% (1112)	1232
Something Else	9% (66)	91% (661)	727
Religious Non-Protestant/Catholic	11% (26)	89% (220)	247
Evangelical	12% (124)	88% (940)	1064
Non-Evangelical	8% (122)	92% (1456)	1578
Community: Urban	13% (147)	87% (1012)	1158
Community: Suburban	8% (175)	92% (1916)	2091
Community: Rural	8% (92)	92% (1059)	1151
Employ: Private Sector	11% (154)	89% (1189)	1343
Employ: Government	10% (27)	90% (237)	263
Employ: Self-Employed	15% (66)	85% (360)	426
Employ: Homemaker	7% (23)	93% (327)	351
Employ: Student	13% (19)	87% (129)	148
Employ: Retired	4% (39)	96% (964)	1003
Employ: Unemployed	9% (47)	91% (498)	546
Employ: Other	12% (37)	88% (283)	321
Military HH: Yes	9% (56)	91% (598)	654
Military HH: No	10% (357)	90% (3390)	3746
RD/WT: Right Direction	10% (175)	90% (1491)	1666
RD/WT: Wrong Track	9% (238)	91% (2496)	2734
Biden Job Approve	11% (211)	89% (1793)	2004
Biden Job Disapprove	8% (176)	92% (1964)	2140

Continued on next page

**Table MCSP10\_13NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Amazon Prime Video

Demographic	Selected		Not Selected		Total N
Adults	9%	(413)	91%	(3987)	4400
Biden Job Strongly Approve	12%	(112)	88%	(801)	913
Biden Job Somewhat Approve	9%	(99)	91%	(992)	1091
Biden Job Somewhat Disapprove	10%	(63)	90%	(584)	647
Biden Job Strongly Disapprove	8%	(113)	92%	(1380)	1493
Favorable of Biden	11%	(218)	89%	(1841)	2059
Unfavorable of Biden	8%	(164)	92%	(1930)	2093
Very Favorable of Biden	12%	(125)	88%	(881)	1006
Somewhat Favorable of Biden	9%	(94)	91%	(959)	1053
Somewhat Unfavorable of Biden	9%	(51)	91%	(516)	567
Very Unfavorable of Biden	7%	(113)	93%	(1414)	1527
#1 Issue: Economy	10%	(162)	90%	(1438)	1601
#1 Issue: Security	9%	(65)	91%	(658)	723
#1 Issue: Health Care	11%	(63)	89%	(498)	561
#1 Issue: Medicare / Social Security	6%	(33)	94%	(491)	525
#1 Issue: Women's Issues	8%	(25)	92%	(274)	299
#1 Issue: Education	16%	(27)	84%	(141)	168
#1 Issue: Energy	7%	(16)	93%	(212)	227
#1 Issue: Other	7%	(22)	93%	(275)	297
2020 Vote: Joe Biden	10%	(196)	90%	(1764)	1960
2020 Vote: Donald Trump	8%	(105)	92%	(1293)	1398
2020 Vote: Other	7%	(11)	93%	(153)	164
2020 Vote: Didn't Vote	11%	(100)	89%	(775)	875
2018 House Vote: Democrat	9%	(136)	91%	(1339)	1475
2018 House Vote: Republican	7%	(89)	93%	(1107)	1196
2018 House Vote: Someone else	7%	(8)	93%	(115)	123
2016 Vote: Hillary Clinton	8%	(118)	92%	(1282)	1400
2016 Vote: Donald Trump	8%	(112)	92%	(1208)	1321
2016 Vote: Other	8%	(20)	92%	(230)	249
2016 Vote: Didn't Vote	11%	(163)	89%	(1262)	1425

Continued on next page

**Table MCSP10\_13NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Amazon Prime Video

Demographic	Selected		Not Selected		Total N
Adults	9%	(413)	91%	(3987)	4400
Voted in 2014: Yes	8%	(204)	92%	(2238)	2442
Voted in 2014: No	11%	(209)	89%	(1749)	1958
4-Region: Northeast	10%	(75)	90%	(712)	787
4-Region: Midwest	8%	(73)	92%	(852)	925
4-Region: South	10%	(160)	90%	(1489)	1648
4-Region: West	10%	(105)	90%	(935)	1040
2110001	9%	(203)	91%	(1979)	2182
2110009	9%	(210)	91%	(2009)	2218
Sports Fans	11%	(317)	89%	(2582)	2899
Avid Sports Fans	15%	(126)	85%	(698)	824
Casual Sports Fans	9%	(190)	91%	(1884)	2074
Non-Sports Fans	6%	(96)	94%	(1405)	1501
Sports Fans Non-NHL	8%	(116)	92%	(1371)	1486
NHL Fans	14%	(215)	86%	(1309)	1523
Avid NHL Fans	18%	(71)	82%	(315)	387
Casual NHL Fans	13%	(143)	87%	(993)	1137
Has Favorite NHL Team	14%	(140)	86%	(886)	1026
Has Favorite MLB Team	11%	(196)	89%	(1627)	1823
Has Favorite NBA Team	13%	(191)	87%	(1289)	1481
Has Favorite NFL Team	10%	(245)	90%	(2109)	2355
MLB Fans	11%	(243)	89%	(2019)	2262
NBA Fans	13%	(271)	87%	(1750)	2020
NFL Fans	11%	(307)	89%	(2455)	2762
Avid MLB Fans	12%	(90)	88%	(646)	736
Avid NBA	17%	(117)	83%	(559)	676
Avid NFL Fans	11%	(129)	89%	(1071)	1200

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

**Table MCSP10\_14NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Paramount+

Demographic	Selected	Not Selected	Total N
Adults	4% (181)	96% (4219)	4400
Gender: Male	4% (86)	96% (2037)	2124
Gender: Female	4% (95)	96% (2181)	2276
Age: 18-34	7% (90)	93% (1220)	1310
Age: 35-44	5% (37)	95% (678)	715
Age: 45-64	2% (36)	98% (1466)	1502
Age: 65+	2% (18)	98% (855)	873
GenZers: 1997-2012	6% (27)	94% (438)	465
Millennials: 1981-1996	7% (94)	93% (1182)	1276
GenXers: 1965-1980	3% (26)	97% (1002)	1028
Baby Boomers: 1946-1964	2% (32)	98% (1423)	1455
PID: Dem (no lean)	5% (77)	95% (1576)	1653
PID: Ind (no lean)	4% (54)	96% (1410)	1464
PID: Rep (no lean)	4% (51)	96% (1233)	1284
PID/Gender: Dem Men	5% (35)	95% (741)	776
PID/Gender: Dem Women	5% (41)	95% (835)	877
PID/Gender: Ind Men	3% (24)	97% (726)	750
PID/Gender: Ind Women	4% (30)	96% (684)	714
PID/Gender: Rep Men	5% (27)	95% (570)	598
PID/Gender: Rep Women	3% (24)	97% (662)	686
Ideo: Liberal (1-3)	5% (69)	95% (1189)	1257
Ideo: Moderate (4)	4% (46)	96% (1211)	1257
Ideo: Conservative (5-7)	3% (44)	97% (1390)	1434
Educ: < College	4% (106)	96% (2918)	3024
Educ: Bachelors degree	4% (35)	96% (853)	888
Educ: Post-grad	8% (40)	92% (448)	488
Income: Under 50k	4% (88)	96% (2327)	2415
Income: 50k-100k	4% (58)	96% (1329)	1387
Income: 100k+	6% (35)	94% (563)	598
Ethnicity: White	4% (131)	96% (3313)	3443
Ethnicity: Hispanic	6% (39)	94% (660)	699

Continued on next page

**Table MCSP10\_14NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Paramount+

Demographic	Selected	Not Selected	Total N
Adults	4% (181)	96% (4219)	4400
Ethnicity: Black	7% (40)	93% (509)	549
Ethnicity: Other	3% (11)	97% (397)	408
All Christian	4% (75)	96% (1900)	1974
All Non-Christian	6% (12)	94% (196)	208
Atheist	5% (12)	95% (246)	258
Agnostic/Nothing in particular	4% (52)	96% (1181)	1232
Something Else	4% (31)	96% (697)	727
Religious Non-Protestant/Catholic	5% (12)	95% (235)	247
Evangelical	6% (60)	94% (1003)	1064
Non-Evangelical	3% (45)	97% (1534)	1578
Community: Urban	5% (61)	95% (1097)	1158
Community: Suburban	4% (78)	96% (2013)	2091
Community: Rural	4% (42)	96% (1109)	1151
Employ: Private Sector	5% (72)	95% (1271)	1343
Employ: Government	6% (15)	94% (249)	263
Employ: Self-Employed	5% (22)	95% (404)	426
Employ: Homemaker	4% (13)	96% (338)	351
Employ: Student	5% (7)	95% (141)	148
Employ: Retired	2% (20)	98% (983)	1003
Employ: Unemployed	3% (18)	97% (527)	546
Employ: Other	5% (15)	95% (306)	321
Military HH: Yes	4% (24)	96% (630)	654
Military HH: No	4% (158)	96% (3589)	3746
RD/WT: Right Direction	6% (97)	94% (1569)	1666
RD/WT: Wrong Track	3% (84)	97% (2650)	2734
Biden Job Approve	6% (112)	94% (1892)	2004
Biden Job Disapprove	3% (64)	97% (2076)	2140

Continued on next page

**Table MCSP10\_14NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Paramount+

Demographic	Selected	Not Selected	Total N
Adults	4% (181)	96% (4219)	4400
Biden Job Strongly Approve	7% (61)	93% (852)	913
Biden Job Somewhat Approve	5% (52)	95% (1039)	1091
Biden Job Somewhat Disapprove	4% (28)	96% (620)	647
Biden Job Strongly Disapprove	2% (36)	98% (1456)	1493
Favorable of Biden	6% (114)	94% (1945)	2059
Unfavorable of Biden	3% (59)	97% (2035)	2093
Very Favorable of Biden	7% (73)	93% (933)	1006
Somewhat Favorable of Biden	4% (41)	96% (1012)	1053
Somewhat Unfavorable of Biden	3% (20)	97% (547)	567
Very Unfavorable of Biden	3% (39)	97% (1487)	1527
#1 Issue: Economy	4% (61)	96% (1540)	1601
#1 Issue: Security	5% (37)	95% (686)	723
#1 Issue: Health Care	5% (30)	95% (531)	561
#1 Issue: Medicare / Social Security	2% (13)	98% (512)	525
#1 Issue: Women's Issues	4% (11)	96% (288)	299
#1 Issue: Education	7% (12)	93% (156)	168
#1 Issue: Energy	3% (6)	97% (221)	227
#1 Issue: Other	4% (12)	96% (285)	297
2020 Vote: Joe Biden	5% (97)	95% (1863)	1960
2020 Vote: Donald Trump	4% (50)	96% (1348)	1398
2020 Vote: Other	1% (1)	99% (163)	164
2020 Vote: Didn't Vote	4% (33)	96% (842)	875
2018 House Vote: Democrat	5% (72)	95% (1403)	1475
2018 House Vote: Republican	4% (48)	96% (1148)	1196
2018 House Vote: Someone else	2% (2)	98% (121)	123
2016 Vote: Hillary Clinton	5% (65)	95% (1334)	1400
2016 Vote: Donald Trump	4% (52)	96% (1269)	1321
2016 Vote: Other	2% (4)	98% (245)	249
2016 Vote: Didn't Vote	4% (60)	96% (1365)	1425

Continued on next page



**Table MCSP10\_14NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Paramount+

Demographic	Selected	Not Selected	Total N
Adults	4% (181)	96% (4219)	4400
Voted in 2014: Yes	4% (99)	96% (2343)	2442
Voted in 2014: No	4% (83)	96% (1876)	1958
4-Region: Northeast	4% (30)	96% (757)	787
4-Region: Midwest	3% (27)	97% (897)	925
4-Region: South	4% (62)	96% (1586)	1648
4-Region: West	6% (62)	94% (978)	1040
2110001	4% (90)	96% (2092)	2182
2110009	4% (92)	96% (2127)	2218
Sports Fans	5% (142)	95% (2756)	2899
Avid Sports Fans	7% (61)	93% (763)	824
Casual Sports Fans	4% (81)	96% (1994)	2074
Non-Sports Fans	3% (39)	97% (1462)	1501
Sports Fans Non-NHL	3% (41)	97% (1445)	1486
NHL Fans	7% (105)	93% (1418)	1523
Avid NHL Fans	9% (33)	91% (354)	387
Casual NHL Fans	6% (72)	94% (1064)	1137
Has Favorite NHL Team	6% (66)	94% (960)	1026
Has Favorite MLB Team	5% (88)	95% (1736)	1823
Has Favorite NBA Team	6% (87)	94% (1394)	1481
Has Favorite NFL Team	5% (108)	95% (2246)	2355
MLB Fans	5% (108)	95% (2154)	2262
NBA Fans	6% (119)	94% (1901)	2020
NFL Fans	5% (140)	95% (2622)	2762
Avid MLB Fans	6% (42)	94% (694)	736
Avid NBA	8% (55)	92% (621)	676
Avid NFL Fans	6% (69)	94% (1131)	1200

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

**Table MCSP10\_15NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Disney+

Demographic	Selected	Not Selected	Total N
Adults	5% (234)	95% (4166)	4400
Gender: Male	6% (121)	94% (2002)	2124
Gender: Female	5% (112)	95% (2164)	2276
Age: 18-34	13% (166)	87% (1144)	1310
Age: 35-44	5% (39)	95% (676)	715
Age: 45-64	2% (25)	98% (1477)	1502
Age: 65+	— (4)	100% (869)	873
GenZers: 1997-2012	13% (60)	87% (405)	465
Millennials: 1981-1996	11% (136)	89% (1140)	1276
GenXers: 1965-1980	3% (29)	97% (999)	1028
Baby Boomers: 1946-1964	1% (8)	99% (1447)	1455
PID: Dem (no lean)	6% (106)	94% (1546)	1653
PID: Ind (no lean)	5% (69)	95% (1394)	1464
PID: Rep (no lean)	5% (58)	95% (1226)	1284
PID/Gender: Dem Men	8% (62)	92% (715)	776
PID/Gender: Dem Women	5% (45)	95% (832)	877
PID/Gender: Ind Men	4% (28)	96% (721)	750
PID/Gender: Ind Women	6% (41)	94% (673)	714
PID/Gender: Rep Men	5% (31)	95% (566)	598
PID/Gender: Rep Women	4% (27)	96% (659)	686
Ideo: Liberal (1-3)	6% (75)	94% (1183)	1257
Ideo: Moderate (4)	5% (63)	95% (1194)	1257
Ideo: Conservative (5-7)	4% (64)	96% (1370)	1434
Educ: < College	5% (147)	95% (2877)	3024
Educ: Bachelors degree	5% (44)	95% (844)	888
Educ: Post-grad	9% (43)	91% (445)	488
Income: Under 50k	4% (108)	96% (2307)	2415
Income: 50k-100k	6% (82)	94% (1305)	1387
Income: 100k+	7% (44)	93% (555)	598
Ethnicity: White	4% (149)	96% (3295)	3443
Ethnicity: Hispanic	11% (74)	89% (625)	699

Continued on next page

**Table MCSP10\_15NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Disney+

Demographic	Selected	Not Selected	Total N
Adults	5% (234)	95% (4166)	4400
Ethnicity: Black	9% (52)	91% (497)	549
Ethnicity: Other	8% (33)	92% (375)	408
All Christian	4% (84)	96% (1890)	1974
All Non-Christian	13% (27)	87% (181)	208
Atheist	3% (8)	97% (250)	258
Agnostic/Nothing in particular	7% (87)	93% (1145)	1232
Something Else	4% (28)	96% (700)	727
Religious Non-Protestant/Catholic	11% (27)	89% (220)	247
Evangelical	5% (51)	95% (1013)	1064
Non-Evangelical	4% (60)	96% (1518)	1578
Community: Urban	7% (82)	93% (1077)	1158
Community: Suburban	5% (100)	95% (1991)	2091
Community: Rural	4% (51)	96% (1099)	1151
Employ: Private Sector	7% (92)	93% (1251)	1343
Employ: Government	7% (19)	93% (244)	263
Employ: Self-Employed	7% (31)	93% (395)	426
Employ: Homemaker	3% (11)	97% (340)	351
Employ: Student	14% (21)	86% (127)	148
Employ: Retired	— (4)	100% (999)	1003
Employ: Unemployed	6% (30)	94% (515)	546
Employ: Other	8% (26)	92% (295)	321
Military HH: Yes	4% (25)	96% (628)	654
Military HH: No	6% (208)	94% (3538)	3746
RD/WT: Right Direction	7% (119)	93% (1547)	1666
RD/WT: Wrong Track	4% (114)	96% (2620)	2734
Biden Job Approve	6% (129)	94% (1875)	2004
Biden Job Disapprove	4% (87)	96% (2053)	2140

Continued on next page

**Table MCSP10\_15NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Disney+

Demographic	Selected	Not Selected	Total N
Adults	5% (234)	95% (4166)	4400
Biden Job Strongly Approve	8% (70)	92% (843)	913
Biden Job Somewhat Approve	5% (59)	95% (1032)	1091
Biden Job Somewhat Disapprove	5% (33)	95% (614)	647
Biden Job Strongly Disapprove	4% (54)	96% (1439)	1493
Favorable of Biden	7% (134)	93% (1925)	2059
Unfavorable of Biden	4% (80)	96% (2014)	2093
Very Favorable of Biden	9% (90)	91% (916)	1006
Somewhat Favorable of Biden	4% (44)	96% (1009)	1053
Somewhat Unfavorable of Biden	5% (30)	95% (537)	567
Very Unfavorable of Biden	3% (50)	97% (1477)	1527
#1 Issue: Economy	6% (93)	94% (1507)	1601
#1 Issue: Security	4% (26)	96% (696)	723
#1 Issue: Health Care	8% (43)	92% (518)	561
#1 Issue: Medicare / Social Security	2% (10)	98% (515)	525
#1 Issue: Women's Issues	8% (23)	92% (276)	299
#1 Issue: Education	7% (12)	93% (155)	168
#1 Issue: Energy	6% (14)	94% (213)	227
#1 Issue: Other	4% (11)	96% (286)	297
2020 Vote: Joe Biden	6% (117)	94% (1843)	1960
2020 Vote: Donald Trump	4% (49)	96% (1349)	1398
2020 Vote: Other	3% (5)	97% (159)	164
2020 Vote: Didn't Vote	7% (62)	93% (813)	875
2018 House Vote: Democrat	5% (69)	95% (1405)	1475
2018 House Vote: Republican	4% (46)	96% (1150)	1196
2018 House Vote: Someone else	4% (5)	96% (118)	123
2016 Vote: Hillary Clinton	5% (68)	95% (1331)	1400
2016 Vote: Donald Trump	4% (55)	96% (1266)	1321
2016 Vote: Other	4% (9)	96% (240)	249
2016 Vote: Didn't Vote	7% (101)	93% (1324)	1425

Continued on next page

**Table MCSP10\_15NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Disney+

Demographic	Selected	Not Selected	Total N
Adults	5% (234)	95% (4166)	4400
Voted in 2014: Yes	4% (107)	96% (2334)	2442
Voted in 2014: No	6% (126)	94% (1832)	1958
4-Region: Northeast	5% (40)	95% (747)	787
4-Region: Midwest	4% (40)	96% (884)	925
4-Region: South	5% (82)	95% (1567)	1648
4-Region: West	7% (71)	93% (969)	1040
2110001	6% (126)	94% (2055)	2182
2110009	5% (107)	95% (2111)	2218
Sports Fans	6% (177)	94% (2721)	2899
Avid Sports Fans	9% (77)	91% (747)	824
Casual Sports Fans	5% (100)	95% (1974)	2074
Non-Sports Fans	4% (56)	96% (1445)	1501
Sports Fans Non-NHL	5% (73)	95% (1414)	1486
NHL Fans	7% (114)	93% (1409)	1523
Avid NHL Fans	11% (44)	89% (343)	387
Casual NHL Fans	6% (70)	94% (1066)	1137
Has Favorite NHL Team	7% (71)	93% (956)	1026
Has Favorite MLB Team	5% (98)	95% (1725)	1823
Has Favorite NBA Team	8% (118)	92% (1362)	1481
Has Favorite NFL Team	6% (132)	94% (2223)	2355
MLB Fans	6% (134)	94% (2128)	2262
NBA Fans	8% (152)	92% (1869)	2020
NFL Fans	6% (174)	94% (2588)	2762
Avid MLB Fans	7% (52)	93% (684)	736
Avid NBA	12% (78)	88% (598)	676
Avid NFL Fans	7% (84)	93% (1116)	1200

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

**Table MCSP10\_16NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Apple TV+

Demographic	Selected	Not Selected	Total N
Adults	4% (194)	96% (4206)	4400
Gender: Male	5% (107)	95% (2017)	2124
Gender: Female	4% (88)	96% (2189)	2276
Age: 18-34	9% (122)	91% (1188)	1310
Age: 35-44	5% (36)	95% (679)	715
Age: 45-64	2% (28)	98% (1474)	1502
Age: 65+	1% (8)	99% (865)	873
GenZers: 1997-2012	11% (49)	89% (416)	465
Millennials: 1981-1996	8% (100)	92% (1176)	1276
GenXers: 1965-1980	2% (24)	98% (1003)	1028
Baby Boomers: 1946-1964	1% (17)	99% (1437)	1455
PID: Dem (no lean)	5% (91)	95% (1562)	1653
PID: Ind (no lean)	4% (65)	96% (1398)	1464
PID: Rep (no lean)	3% (39)	97% (1245)	1284
PID/Gender: Dem Men	7% (54)	93% (722)	776
PID/Gender: Dem Women	4% (36)	96% (840)	877
PID/Gender: Ind Men	4% (31)	96% (719)	750
PID/Gender: Ind Women	5% (34)	95% (680)	714
PID/Gender: Rep Men	4% (22)	96% (576)	598
PID/Gender: Rep Women	2% (17)	98% (669)	686
Ideo: Liberal (1-3)	6% (70)	94% (1187)	1257
Ideo: Moderate (4)	4% (53)	96% (1204)	1257
Ideo: Conservative (5-7)	3% (43)	97% (1391)	1434
Educ: < College	4% (113)	96% (2911)	3024
Educ: Bachelors degree	4% (37)	96% (851)	888
Educ: Post-grad	9% (44)	91% (444)	488
Income: Under 50k	3% (84)	97% (2331)	2415
Income: 50k-100k	4% (62)	96% (1325)	1387
Income: 100k+	8% (49)	92% (550)	598
Ethnicity: White	4% (124)	96% (3319)	3443
Ethnicity: Hispanic	8% (55)	92% (644)	699

Continued on next page

**Table MCSP10\_16NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Apple TV+

Demographic	Selected	Not Selected	Total N
Adults	4% (194)	96% (4206)	4400
Ethnicity: Black	8% (44)	92% (504)	549
Ethnicity: Other	6% (26)	94% (382)	408
All Christian	4% (82)	96% (1892)	1974
All Non-Christian	10% (20)	90% (188)	208
Atheist	2% (5)	98% (253)	258
Agnostic/Nothing in particular	5% (57)	95% (1176)	1232
Something Else	4% (31)	96% (697)	727
Religious Non-Protestant/Catholic	9% (21)	91% (226)	247
Evangelical	5% (54)	95% (1010)	1064
Non-Evangelical	4% (56)	96% (1522)	1578
Community: Urban	8% (87)	92% (1072)	1158
Community: Suburban	4% (75)	96% (2016)	2091
Community: Rural	3% (32)	97% (1118)	1151
Employ: Private Sector	5% (70)	95% (1273)	1343
Employ: Government	8% (21)	92% (243)	263
Employ: Self-Employed	6% (24)	94% (401)	426
Employ: Homemaker	3% (11)	97% (340)	351
Employ: Student	14% (20)	86% (128)	148
Employ: Retired	1% (11)	99% (992)	1003
Employ: Unemployed	4% (22)	96% (524)	546
Employ: Other	5% (15)	95% (305)	321
Military HH: Yes	3% (17)	97% (636)	654
Military HH: No	5% (177)	95% (3569)	3746
RD/WT: Right Direction	6% (97)	94% (1569)	1666
RD/WT: Wrong Track	4% (98)	96% (2636)	2734
Biden Job Approve	6% (114)	94% (1890)	2004
Biden Job Disapprove	3% (70)	97% (2070)	2140

Continued on next page

**Table MCSP10\_16NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Apple TV+

Demographic	Selected		Not Selected		Total N
Adults	4%	(194)	96%	(4206)	4400
Biden Job Strongly Approve	6%	(57)	94%	(856)	913
Biden Job Somewhat Approve	5%	(56)	95%	(1034)	1091
Biden Job Somewhat Disapprove	3%	(20)	97%	(627)	647
Biden Job Strongly Disapprove	3%	(50)	97%	(1443)	1493
Favorable of Biden	5%	(113)	95%	(1946)	2059
Unfavorable of Biden	3%	(65)	97%	(2028)	2093
Very Favorable of Biden	6%	(59)	94%	(947)	1006
Somewhat Favorable of Biden	5%	(54)	95%	(999)	1053
Somewhat Unfavorable of Biden	4%	(22)	96%	(545)	567
Very Unfavorable of Biden	3%	(43)	97%	(1483)	1527
#1 Issue: Economy	5%	(77)	95%	(1524)	1601
#1 Issue: Security	4%	(29)	96%	(694)	723
#1 Issue: Health Care	5%	(29)	95%	(532)	561
#1 Issue: Medicare / Social Security	2%	(10)	98%	(515)	525
#1 Issue: Women's Issues	7%	(21)	93%	(278)	299
#1 Issue: Education	8%	(13)	92%	(155)	168
#1 Issue: Energy	3%	(6)	97%	(221)	227
#1 Issue: Other	3%	(10)	97%	(287)	297
2020 Vote: Joe Biden	5%	(101)	95%	(1859)	1960
2020 Vote: Donald Trump	3%	(47)	97%	(1351)	1398
2020 Vote: Other	4%	(7)	96%	(157)	164
2020 Vote: Didn't Vote	5%	(40)	95%	(835)	875
2018 House Vote: Democrat	5%	(67)	95%	(1408)	1475
2018 House Vote: Republican	4%	(43)	96%	(1154)	1196
2018 House Vote: Someone else	3%	(4)	97%	(120)	123
2016 Vote: Hillary Clinton	4%	(61)	96%	(1339)	1400
2016 Vote: Donald Trump	4%	(46)	96%	(1274)	1321
2016 Vote: Other	2%	(6)	98%	(243)	249
2016 Vote: Didn't Vote	6%	(81)	94%	(1344)	1425

Continued on next page



**Table MCSP10\_16NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Apple TV+

Demographic	Selected		Not Selected		Total N
Adults	4%	(194)	96%	(4206)	4400
Voted in 2014: Yes	4%	(88)	96%	(2353)	2442
Voted in 2014: No	5%	(106)	95%	(1852)	1958
4-Region: Northeast	5%	(36)	95%	(752)	787
4-Region: Midwest	3%	(26)	97%	(898)	925
4-Region: South	4%	(71)	96%	(1578)	1648
4-Region: West	6%	(62)	94%	(978)	1040
2110001	4%	(94)	96%	(2088)	2182
2110009	5%	(101)	95%	(2118)	2218
Sports Fans	5%	(154)	95%	(2745)	2899
Avid Sports Fans	8%	(66)	92%	(758)	824
Casual Sports Fans	4%	(88)	96%	(1987)	2074
Non-Sports Fans	3%	(40)	97%	(1461)	1501
Sports Fans Non-NHL	4%	(55)	96%	(1431)	1486
NHL Fans	7%	(103)	93%	(1421)	1523
Avid NHL Fans	10%	(37)	90%	(349)	387
Casual NHL Fans	6%	(65)	94%	(1071)	1137
Has Favorite NHL Team	7%	(74)	93%	(952)	1026
Has Favorite MLB Team	5%	(93)	95%	(1730)	1823
Has Favorite NBA Team	8%	(114)	92%	(1367)	1481
Has Favorite NFL Team	5%	(127)	95%	(2228)	2355
MLB Fans	5%	(119)	95%	(2143)	2262
NBA Fans	7%	(137)	93%	(1883)	2020
NFL Fans	5%	(149)	95%	(2613)	2762
Avid MLB Fans	7%	(54)	93%	(682)	736
Avid NBA	10%	(66)	90%	(610)	676
Avid NFL Fans	6%	(73)	94%	(1127)	1200

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

**Table MCSP10\_17NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Discovery+

Demographic	Selected	Not Selected	Total N
Adults	3% (120)	97% (4280)	4400
Gender: Male	3% (58)	97% (2065)	2124
Gender: Female	3% (61)	97% (2215)	2276
Age: 18-34	6% (77)	94% (1233)	1310
Age: 35-44	3% (22)	97% (693)	715
Age: 45-64	1% (18)	99% (1484)	1502
Age: 65+	— (3)	100% (870)	873
GenZers: 1997-2012	6% (28)	94% (437)	465
Millennials: 1981-1996	5% (64)	95% (1212)	1276
GenXers: 1965-1980	2% (20)	98% (1008)	1028
Baby Boomers: 1946-1964	— (6)	100% (1448)	1455
PID: Dem (no lean)	4% (60)	96% (1593)	1653
PID: Ind (no lean)	2% (31)	98% (1432)	1464
PID: Rep (no lean)	2% (29)	98% (1255)	1284
PID/Gender: Dem Men	4% (32)	96% (744)	776
PID/Gender: Dem Women	3% (27)	97% (849)	877
PID/Gender: Ind Men	1% (10)	99% (740)	750
PID/Gender: Ind Women	3% (21)	97% (693)	714
PID/Gender: Rep Men	3% (16)	97% (582)	598
PID/Gender: Rep Women	2% (13)	98% (673)	686
Ideo: Liberal (1-3)	4% (46)	96% (1212)	1257
Ideo: Moderate (4)	2% (23)	98% (1235)	1257
Ideo: Conservative (5-7)	2% (34)	98% (1400)	1434
Educ: < College	2% (70)	98% (2955)	3024
Educ: Bachelors degree	3% (26)	97% (861)	888
Educ: Post-grad	5% (24)	95% (464)	488
Income: Under 50k	2% (52)	98% (2363)	2415
Income: 50k-100k	3% (38)	97% (1348)	1387
Income: 100k+	5% (30)	95% (569)	598
Ethnicity: White	2% (76)	98% (3367)	3443
Ethnicity: Hispanic	5% (38)	95% (661)	699

Continued on next page

**Table MCSP10\_17NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Discovery+

Demographic	Selected	Not Selected	Total N
Adults	3% (120)	97% (4280)	4400
Ethnicity: Black	5% (26)	95% (523)	549
Ethnicity: Other	4% (18)	96% (390)	408
All Christian	3% (53)	97% (1922)	1974
All Non-Christian	8% (16)	92% (192)	208
Atheist	2% (5)	98% (253)	258
Agnostic/Nothing in particular	2% (26)	98% (1206)	1232
Something Else	3% (20)	97% (707)	727
Religious Non-Protestant/Catholic	6% (16)	94% (231)	247
Evangelical	4% (37)	96% (1026)	1064
Non-Evangelical	2% (35)	98% (1543)	1578
Community: Urban	4% (51)	96% (1107)	1158
Community: Suburban	3% (57)	97% (2034)	2091
Community: Rural	1% (12)	99% (1139)	1151
Employ: Private Sector	4% (54)	96% (1289)	1343
Employ: Government	5% (13)	95% (250)	263
Employ: Self-Employed	3% (13)	97% (412)	426
Employ: Homemaker	2% (7)	98% (344)	351
Employ: Student	3% (4)	97% (144)	148
Employ: Retired	— (1)	100% (1003)	1003
Employ: Unemployed	1% (6)	99% (539)	546
Employ: Other	7% (21)	93% (300)	321
Military HH: Yes	2% (11)	98% (642)	654
Military HH: No	3% (109)	97% (3638)	3746
RD/WT: Right Direction	5% (76)	95% (1590)	1666
RD/WT: Wrong Track	2% (44)	98% (2690)	2734
Biden Job Approve	4% (84)	96% (1920)	2004
Biden Job Disapprove	1% (31)	99% (2109)	2140

Continued on next page

**Table MCSP10\_17NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Discovery+

Demographic	Selected		Not Selected		Total N
Adults	3%	(120)	97%	(4280)	4400
Biden Job Strongly Approve	6%	(50)	94%	(863)	913
Biden Job Somewhat Approve	3%	(34)	97%	(1057)	1091
Biden Job Somewhat Disapprove	2%	(15)	98%	(632)	647
Biden Job Strongly Disapprove	1%	(16)	99%	(1477)	1493
Favorable of Biden	4%	(86)	96%	(1973)	2059
Unfavorable of Biden	1%	(27)	99%	(2066)	2093
Very Favorable of Biden	6%	(59)	94%	(947)	1006
Somewhat Favorable of Biden	3%	(27)	97%	(1026)	1053
Somewhat Unfavorable of Biden	2%	(14)	98%	(553)	567
Very Unfavorable of Biden	1%	(13)	99%	(1513)	1527
#1 Issue: Economy	3%	(42)	97%	(1559)	1601
#1 Issue: Security	2%	(16)	98%	(706)	723
#1 Issue: Health Care	5%	(26)	95%	(535)	561
#1 Issue: Medicare / Social Security	1%	(7)	99%	(518)	525
#1 Issue: Women's Issues	4%	(11)	96%	(288)	299
#1 Issue: Education	6%	(10)	94%	(158)	168
#1 Issue: Energy	2%	(4)	98%	(224)	227
#1 Issue: Other	2%	(5)	98%	(292)	297
2020 Vote: Joe Biden	4%	(75)	96%	(1885)	1960
2020 Vote: Donald Trump	2%	(25)	98%	(1373)	1398
2020 Vote: Other	—	(0)	100%	(164)	164
2020 Vote: Didn't Vote	2%	(19)	98%	(856)	875
2018 House Vote: Democrat	3%	(45)	97%	(1429)	1475
2018 House Vote: Republican	2%	(23)	98%	(1173)	1196
2018 House Vote: Someone else	1%	(1)	99%	(122)	123
2016 Vote: Hillary Clinton	3%	(38)	97%	(1361)	1400
2016 Vote: Donald Trump	2%	(32)	98%	(1289)	1321
2016 Vote: Other	—	(0)	100%	(249)	249
2016 Vote: Didn't Vote	3%	(50)	97%	(1375)	1425

Continued on next page

**Table MCSP10\_17NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Discovery+

Demographic	Selected	Not Selected	Total N
Adults	3% (120)	97% (4280)	4400
Voted in 2014: Yes	2% (60)	98% (2382)	2442
Voted in 2014: No	3% (60)	97% (1899)	1958
4-Region: Northeast	3% (20)	97% (767)	787
4-Region: Midwest	2% (21)	98% (904)	925
4-Region: South	2% (38)	98% (1610)	1648
4-Region: West	4% (41)	96% (999)	1040
2110001	3% (59)	97% (2123)	2182
2110009	3% (61)	97% (2158)	2218
Sports Fans	3% (99)	97% (2799)	2899
Avid Sports Fans	6% (47)	94% (777)	824
Casual Sports Fans	3% (52)	97% (2022)	2074
Non-Sports Fans	1% (21)	99% (1481)	1501
Sports Fans Non-NHL	2% (26)	98% (1461)	1486
NHL Fans	5% (77)	95% (1446)	1523
Avid NHL Fans	8% (33)	92% (354)	387
Casual NHL Fans	4% (44)	96% (1092)	1137
Has Favorite NHL Team	5% (47)	95% (979)	1026
Has Favorite MLB Team	4% (67)	96% (1756)	1823
Has Favorite NBA Team	4% (63)	96% (1418)	1481
Has Favorite NFL Team	3% (69)	97% (2286)	2355
MLB Fans	4% (85)	96% (2177)	2262
NBA Fans	4% (87)	96% (1933)	2020
NFL Fans	4% (101)	96% (2661)	2762
Avid MLB Fans	5% (39)	95% (697)	736
Avid NBA	8% (52)	92% (624)	676
Avid NFL Fans	4% (42)	96% (1157)	1200

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

**Table MCSP10\_18NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Peacock

Demographic	Selected	Not Selected	Total N
Adults	8% (368)	92% (4032)	4400
Gender: Male	10% (214)	90% (1909)	2124
Gender: Female	7% (154)	93% (2122)	2276
Age: 18-34	11% (145)	89% (1165)	1310
Age: 35-44	9% (68)	91% (648)	715
Age: 45-64	7% (110)	93% (1392)	1502
Age: 65+	5% (46)	95% (827)	873
GenZers: 1997-2012	8% (38)	92% (427)	465
Millennials: 1981-1996	12% (149)	88% (1127)	1276
GenXers: 1965-1980	8% (78)	92% (950)	1028
Baby Boomers: 1946-1964	7% (97)	93% (1358)	1455
PID: Dem (no lean)	10% (171)	90% (1482)	1653
PID: Ind (no lean)	7% (101)	93% (1362)	1464
PID: Rep (no lean)	8% (97)	92% (1187)	1284
PID/Gender: Dem Men	12% (95)	88% (681)	776
PID/Gender: Dem Women	9% (75)	91% (801)	877
PID/Gender: Ind Men	8% (60)	92% (690)	750
PID/Gender: Ind Women	6% (41)	94% (673)	714
PID/Gender: Rep Men	10% (59)	90% (539)	598
PID/Gender: Rep Women	5% (37)	95% (648)	686
Ideo: Liberal (1-3)	9% (110)	91% (1147)	1257
Ideo: Moderate (4)	9% (109)	91% (1149)	1257
Ideo: Conservative (5-7)	8% (117)	92% (1317)	1434
Educ: < College	8% (246)	92% (2778)	3024
Educ: Bachelors degree	9% (84)	91% (804)	888
Educ: Post-grad	8% (38)	92% (450)	488
Income: Under 50k	8% (198)	92% (2217)	2415
Income: 50k-100k	9% (128)	91% (1259)	1387
Income: 100k+	7% (42)	93% (556)	598
Ethnicity: White	7% (247)	93% (3196)	3443
Ethnicity: Hispanic	12% (82)	88% (617)	699

Continued on next page

**Table MCSP10\_18NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Peacock

Demographic	Selected	Not Selected	Total N
Adults	8% (368)	92% (4032)	4400
Ethnicity: Black	12% (66)	88% (482)	549
Ethnicity: Other	13% (55)	87% (353)	408
All Christian	9% (171)	91% (1803)	1974
All Non-Christian	12% (24)	88% (184)	208
Atheist	5% (12)	95% (246)	258
Agnostic/Nothing in particular	8% (95)	92% (1138)	1232
Something Else	9% (66)	91% (661)	727
Religious Non-Protestant/Catholic	11% (26)	89% (221)	247
Evangelical	10% (103)	90% (961)	1064
Non-Evangelical	8% (131)	92% (1447)	1578
Community: Urban	10% (120)	90% (1038)	1158
Community: Suburban	8% (162)	92% (1929)	2091
Community: Rural	8% (86)	92% (1064)	1151
Employ: Private Sector	10% (136)	90% (1207)	1343
Employ: Government	8% (22)	92% (242)	263
Employ: Self-Employed	9% (37)	91% (389)	426
Employ: Homemaker	6% (21)	94% (330)	351
Employ: Student	10% (15)	90% (133)	148
Employ: Retired	6% (63)	94% (940)	1003
Employ: Unemployed	7% (38)	93% (507)	546
Employ: Other	11% (37)	89% (284)	321
Military HH: Yes	7% (44)	93% (610)	654
Military HH: No	9% (325)	91% (3421)	3746
RD/WT: Right Direction	10% (173)	90% (1492)	1666
RD/WT: Wrong Track	7% (195)	93% (2539)	2734
Biden Job Approve	10% (200)	90% (1804)	2004
Biden Job Disapprove	7% (148)	93% (1992)	2140

Continued on next page

**Table MCSP10\_18NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Peacock

Demographic	Selected	Not Selected	Total N
Adults	8% (368)	92% (4032)	4400
Biden Job Strongly Approve	12% (112)	88% (801)	913
Biden Job Somewhat Approve	8% (88)	92% (1003)	1091
Biden Job Somewhat Disapprove	7% (45)	93% (602)	647
Biden Job Strongly Disapprove	7% (102)	93% (1390)	1493
Favorable of Biden	10% (211)	90% (1848)	2059
Unfavorable of Biden	7% (138)	93% (1956)	2093
Very Favorable of Biden	11% (115)	89% (891)	1006
Somewhat Favorable of Biden	9% (96)	91% (956)	1053
Somewhat Unfavorable of Biden	7% (38)	93% (529)	567
Very Unfavorable of Biden	7% (100)	93% (1427)	1527
#1 Issue: Economy	8% (126)	92% (1474)	1601
#1 Issue: Security	8% (60)	92% (663)	723
#1 Issue: Health Care	10% (54)	90% (507)	561
#1 Issue: Medicare / Social Security	8% (40)	92% (485)	525
#1 Issue: Women's Issues	8% (25)	92% (274)	299
#1 Issue: Education	11% (19)	89% (148)	168
#1 Issue: Energy	8% (19)	92% (209)	227
#1 Issue: Other	9% (26)	91% (271)	297
2020 Vote: Joe Biden	10% (196)	90% (1764)	1960
2020 Vote: Donald Trump	7% (99)	93% (1299)	1398
2020 Vote: Other	7% (11)	93% (153)	164
2020 Vote: Didn't Vote	7% (63)	93% (812)	875
2018 House Vote: Democrat	10% (143)	90% (1332)	1475
2018 House Vote: Republican	7% (89)	93% (1107)	1196
2018 House Vote: Someone else	6% (7)	94% (117)	123
2016 Vote: Hillary Clinton	10% (142)	90% (1258)	1400
2016 Vote: Donald Trump	7% (96)	93% (1225)	1321
2016 Vote: Other	8% (19)	92% (230)	249
2016 Vote: Didn't Vote	8% (111)	92% (1314)	1425

Continued on next page



**Table MCSP10\_18NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

Peacock

Demographic	Selected	Not Selected	Total N
Adults	8% (368)	92% (4032)	4400
Voted in 2014: Yes	9% (218)	91% (2224)	2442
Voted in 2014: No	8% (151)	92% (1808)	1958
4-Region: Northeast	7% (57)	93% (730)	787
4-Region: Midwest	8% (78)	92% (846)	925
4-Region: South	7% (123)	93% (1526)	1648
4-Region: West	11% (110)	89% (930)	1040
2110001	8% (176)	92% (2006)	2182
2110009	9% (193)	91% (2026)	2218
Sports Fans	11% (320)	89% (2579)	2899
Avid Sports Fans	15% (124)	85% (701)	824
Casual Sports Fans	9% (196)	91% (1878)	2074
Non-Sports Fans	3% (48)	97% (1453)	1501
Sports Fans Non-NHL	8% (126)	92% (1361)	1486
NHL Fans	13% (202)	87% (1322)	1523
Avid NHL Fans	14% (55)	86% (331)	387
Casual NHL Fans	13% (146)	87% (990)	1137
Has Favorite NHL Team	14% (143)	86% (884)	1026
Has Favorite MLB Team	11% (195)	89% (1629)	1823
Has Favorite NBA Team	13% (186)	87% (1294)	1481
Has Favorite NFL Team	11% (251)	89% (2103)	2355
MLB Fans	11% (248)	89% (2014)	2262
NBA Fans	12% (252)	88% (1769)	2020
NFL Fans	11% (293)	89% (2469)	2762
Avid MLB Fans	12% (86)	88% (650)	736
Avid NBA	14% (97)	86% (579)	676
Avid NFL Fans	12% (140)	88% (1060)	1200

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

**Table MCSP10\_19NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

None of the above

Demographic	Selected	Not Selected	Total N
Adults	38% (1656)	62% (2744)	4400
Gender: Male	31% (669)	69% (1455)	2124
Gender: Female	43% (988)	57% (1289)	2276
Age: 18-34	30% (389)	70% (921)	1310
Age: 35-44	32% (230)	68% (485)	715
Age: 45-64	41% (622)	59% (879)	1502
Age: 65+	48% (415)	52% (458)	873
GenZers: 1997-2012	33% (154)	67% (311)	465
Millennials: 1981-1996	28% (355)	72% (921)	1276
GenXers: 1965-1980	39% (400)	61% (628)	1028
Baby Boomers: 1946-1964	44% (645)	56% (810)	1455
PID: Dem (no lean)	34% (562)	66% (1090)	1653
PID: Ind (no lean)	40% (593)	60% (871)	1464
PID: Rep (no lean)	39% (501)	61% (782)	1284
PID/Gender: Dem Men	27% (210)	73% (566)	776
PID/Gender: Dem Women	40% (352)	60% (524)	877
PID/Gender: Ind Men	33% (249)	67% (501)	750
PID/Gender: Ind Women	48% (344)	52% (370)	714
PID/Gender: Rep Men	35% (210)	65% (388)	598
PID/Gender: Rep Women	42% (291)	58% (395)	686
Ideo: Liberal (1-3)	34% (432)	66% (825)	1257
Ideo: Moderate (4)	35% (439)	65% (818)	1257
Ideo: Conservative (5-7)	40% (570)	60% (864)	1434
Educ: < College	40% (1195)	60% (1830)	3024
Educ: Bachelors degree	35% (309)	65% (579)	888
Educ: Post-grad	31% (153)	69% (335)	488
Income: Under 50k	40% (970)	60% (1444)	2415
Income: 50k-100k	36% (499)	64% (888)	1387
Income: 100k+	31% (187)	69% (412)	598
Ethnicity: White	39% (1345)	61% (2098)	3443
Ethnicity: Hispanic	29% (203)	71% (496)	699

Continued on next page

**Table MCSP10\_19NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

None of the above

Demographic	Selected	Not Selected	Total N
Adults	38% (1656)	62% (2744)	4400
Ethnicity: Black	30% (165)	70% (384)	549
Ethnicity: Other	36% (146)	64% (262)	408
All Christian	35% (697)	65% (1278)	1974
All Non-Christian	28% (58)	72% (150)	208
Atheist	45% (116)	55% (142)	258
Agnostic/Nothing in particular	42% (514)	58% (719)	1232
Something Else	37% (272)	63% (456)	727
Religious Non-Protestant/Catholic	33% (82)	67% (165)	247
Evangelical	36% (383)	64% (681)	1064
Non-Evangelical	35% (554)	65% (1024)	1578
Community: Urban	33% (387)	67% (771)	1158
Community: Suburban	36% (753)	64% (1338)	2091
Community: Rural	45% (516)	55% (634)	1151
Employ: Private Sector	30% (410)	70% (933)	1343
Employ: Government	33% (86)	67% (178)	263
Employ: Self-Employed	32% (134)	68% (291)	426
Employ: Homemaker	45% (157)	55% (194)	351
Employ: Student	35% (51)	65% (97)	148
Employ: Retired	44% (436)	56% (567)	1003
Employ: Unemployed	46% (249)	54% (297)	546
Employ: Other	42% (133)	58% (187)	321
Military HH: Yes	40% (259)	60% (395)	654
Military HH: No	37% (1397)	63% (2349)	3746
RD/WT: Right Direction	33% (557)	67% (1109)	1666
RD/WT: Wrong Track	40% (1100)	60% (1634)	2734
Biden Job Approve	33% (670)	67% (1334)	2004
Biden Job Disapprove	40% (855)	60% (1285)	2140

Continued on next page

**Table MCSP10\_19NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

None of the above

Demographic	Selected	Not Selected	Total N
Adults	38% (1656)	62% (2744)	4400
Biden Job Strongly Approve	33% (303)	67% (610)	913
Biden Job Somewhat Approve	34% (367)	66% (724)	1091
Biden Job Somewhat Disapprove	33% (211)	67% (437)	647
Biden Job Strongly Disapprove	43% (644)	57% (848)	1493
Favorable of Biden	34% (696)	66% (1363)	2059
Unfavorable of Biden	41% (853)	59% (1241)	2093
Very Favorable of Biden	31% (316)	69% (690)	1006
Somewhat Favorable of Biden	36% (380)	64% (673)	1053
Somewhat Unfavorable of Biden	35% (196)	65% (370)	567
Very Unfavorable of Biden	43% (656)	57% (870)	1527
#1 Issue: Economy	33% (536)	67% (1065)	1601
#1 Issue: Security	40% (291)	60% (431)	723
#1 Issue: Health Care	35% (195)	65% (366)	561
#1 Issue: Medicare / Social Security	44% (233)	56% (291)	525
#1 Issue: Women's Issues	38% (113)	62% (186)	299
#1 Issue: Education	35% (58)	65% (109)	168
#1 Issue: Energy	38% (87)	62% (141)	227
#1 Issue: Other	48% (143)	52% (154)	297
2020 Vote: Joe Biden	34% (670)	66% (1289)	1960
2020 Vote: Donald Trump	41% (573)	59% (825)	1398
2020 Vote: Other	34% (56)	66% (109)	164
2020 Vote: Didn't Vote	41% (355)	59% (520)	875
2018 House Vote: Democrat	35% (514)	65% (960)	1475
2018 House Vote: Republican	40% (476)	60% (720)	1196
2018 House Vote: Someone else	44% (54)	56% (70)	123
2016 Vote: Hillary Clinton	36% (501)	64% (898)	1400
2016 Vote: Donald Trump	39% (509)	61% (812)	1321
2016 Vote: Other	38% (94)	62% (155)	249
2016 Vote: Didn't Vote	39% (549)	61% (876)	1425

Continued on next page

**Table MCSP10\_19NET:** As far as you know, via what networks and streaming services will you be able to watch NHL games during the 2021-2022 season? Please select all that apply.

None of the above

Demographic	Selected	Not Selected	Total N
Adults	38% (1656)	62% (2744)	4400
Voted in 2014: Yes	37% (903)	63% (1538)	2442
Voted in 2014: No	38% (753)	62% (1205)	1958
4-Region: Northeast	36% (281)	64% (506)	787
4-Region: Midwest	37% (346)	63% (578)	925
4-Region: South	38% (624)	62% (1024)	1648
4-Region: West	39% (405)	61% (635)	1040
2110001	38% (826)	62% (1355)	2182
2110009	37% (830)	63% (1388)	2218
Sports Fans	27% (782)	73% (2116)	2899
Avid Sports Fans	16% (136)	84% (688)	824
Casual Sports Fans	31% (646)	69% (1428)	2074
Non-Sports Fans	58% (874)	42% (627)	1501
Sports Fans Non-NHL	38% (564)	62% (923)	1486
NHL Fans	17% (263)	83% (1261)	1523
Avid NHL Fans	10% (39)	90% (348)	387
Casual NHL Fans	20% (224)	80% (913)	1137
Has Favorite NHL Team	14% (147)	86% (880)	1026
Has Favorite MLB Team	27% (492)	73% (1331)	1823
Has Favorite NBA Team	23% (342)	77% (1138)	1481
Has Favorite NFL Team	27% (635)	73% (1720)	2355
MLB Fans	28% (631)	72% (1631)	2262
NBA Fans	24% (479)	76% (1541)	2020
NFL Fans	28% (765)	72% (1997)	2762
Avid MLB Fans	24% (180)	76% (556)	736
Avid NBA	18% (118)	82% (557)	676
Avid NFL Fans	23% (273)	77% (927)	1200

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

**Table MCSP11\_1: How much have you seen, read or heard about the following?**  
National NHL telecasts moving from NBC and NBCSN to ABC, ESPN, TNT, ESPN+ and Hulu

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(204)	11%	(474)	15%	(680)	69%	(3041)	4400
Gender: Male	7%	(148)	15%	(316)	18%	(389)	60%	(1271)	2124
Gender: Female	2%	(57)	7%	(158)	13%	(291)	78%	(1770)	2276
Age: 18-34	8%	(106)	16%	(214)	21%	(272)	55%	(718)	1310
Age: 35-44	7%	(52)	14%	(97)	16%	(116)	63%	(451)	715
Age: 45-64	2%	(37)	8%	(122)	14%	(203)	76%	(1139)	1502
Age: 65+	1%	(9)	5%	(41)	10%	(89)	84%	(733)	873
GenZers: 1997-2012	6%	(27)	18%	(84)	24%	(111)	52%	(243)	465
Millennials: 1981-1996	9%	(116)	15%	(197)	18%	(230)	57%	(734)	1276
GenXers: 1965-1980	4%	(42)	10%	(101)	16%	(169)	70%	(716)	1028
Baby Boomers: 1946-1964	1%	(20)	6%	(86)	11%	(158)	82%	(1191)	1455
PID: Dem (no lean)	7%	(118)	11%	(182)	15%	(248)	67%	(1105)	1653
PID: Ind (no lean)	2%	(28)	11%	(157)	18%	(260)	70%	(1018)	1464
PID: Rep (no lean)	5%	(58)	11%	(135)	13%	(173)	72%	(918)	1284
PID/Gender: Dem Men	12%	(93)	15%	(114)	18%	(136)	56%	(433)	776
PID/Gender: Dem Women	3%	(25)	8%	(67)	13%	(112)	77%	(672)	877
PID/Gender: Ind Men	2%	(15)	14%	(109)	21%	(160)	62%	(466)	750
PID/Gender: Ind Women	2%	(13)	7%	(49)	14%	(100)	77%	(552)	714
PID/Gender: Rep Men	7%	(40)	15%	(93)	16%	(94)	62%	(372)	598
PID/Gender: Rep Women	3%	(18)	6%	(42)	12%	(79)	80%	(546)	686
Ideo: Liberal (1-3)	7%	(86)	12%	(148)	15%	(190)	66%	(833)	1257
Ideo: Moderate (4)	4%	(49)	12%	(146)	15%	(192)	69%	(870)	1257
Ideo: Conservative (5-7)	4%	(56)	10%	(149)	16%	(230)	70%	(999)	1434
Educ: < College	4%	(112)	9%	(285)	16%	(484)	71%	(2143)	3024
Educ: Bachelors degree	6%	(51)	14%	(123)	15%	(129)	66%	(585)	888
Educ: Post-grad	8%	(41)	14%	(67)	14%	(67)	64%	(314)	488
Income: Under 50k	4%	(86)	8%	(198)	15%	(364)	73%	(1766)	2415
Income: 50k-100k	5%	(74)	14%	(189)	16%	(228)	65%	(896)	1387
Income: 100k+	7%	(44)	15%	(88)	15%	(88)	63%	(379)	598
Ethnicity: White	4%	(145)	10%	(332)	14%	(475)	72%	(2492)	3443
Ethnicity: Hispanic	8%	(53)	14%	(101)	24%	(166)	54%	(378)	699
Ethnicity: Black	9%	(48)	16%	(88)	17%	(94)	58%	(318)	549

Continued on next page

**Table MCSP11\_1: How much have you seen, read or heard about the following?**  
 National NHL telecasts moving from NBC and NBCSN to ABC, ESPN, TNT, ESPN+ and Hulu

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(204)	11%	(474)	15%	(680)	69%	(3041)	4400
Ethnicity: Other	3%	(11)	13%	(55)	27%	(111)	57%	(231)	408
All Christian	5%	(94)	12%	(232)	15%	(287)	69%	(1362)	1974
All Non-Christian	13%	(28)	10%	(20)	14%	(29)	63%	(131)	208
Atheist	4%	(11)	10%	(26)	15%	(37)	71%	(183)	258
Agnostic/Nothing in particular	3%	(42)	9%	(117)	16%	(191)	72%	(883)	1232
Something Else	4%	(29)	11%	(80)	19%	(136)	66%	(482)	727
Religious Non-Protestant/Catholic	11%	(28)	10%	(24)	14%	(34)	65%	(161)	247
Evangelical	7%	(70)	12%	(133)	15%	(162)	66%	(699)	1064
Non-Evangelical	3%	(52)	11%	(170)	16%	(251)	70%	(1104)	1578
Community: Urban	9%	(105)	13%	(154)	17%	(192)	61%	(707)	1158
Community: Suburban	3%	(69)	12%	(246)	17%	(346)	68%	(1429)	2091
Community: Rural	3%	(29)	6%	(73)	12%	(143)	79%	(905)	1151
Employ: Private Sector	7%	(91)	15%	(203)	17%	(232)	61%	(816)	1343
Employ: Government	7%	(18)	15%	(40)	23%	(60)	55%	(145)	263
Employ: Self-Employed	10%	(42)	15%	(64)	20%	(86)	55%	(234)	426
Employ: Homemaker	3%	(10)	7%	(26)	9%	(33)	80%	(282)	351
Employ: Student	8%	(12)	18%	(27)	18%	(26)	56%	(83)	148
Employ: Retired	1%	(10)	5%	(46)	11%	(108)	84%	(839)	1003
Employ: Unemployed	2%	(12)	7%	(39)	15%	(81)	76%	(413)	546
Employ: Other	3%	(9)	9%	(29)	17%	(54)	71%	(229)	321
Military HH: Yes	3%	(21)	9%	(59)	14%	(89)	74%	(485)	654
Military HH: No	5%	(183)	11%	(416)	16%	(591)	68%	(2556)	3746
RD/WT: Right Direction	7%	(121)	13%	(212)	15%	(254)	65%	(1080)	1666
RD/WT: Wrong Track	3%	(83)	10%	(263)	16%	(427)	72%	(1962)	2734
Biden Job Approve	6%	(129)	13%	(257)	14%	(288)	66%	(1330)	2004
Biden Job Disapprove	3%	(70)	9%	(198)	16%	(342)	71%	(1530)	2140
Biden Job Strongly Approve	9%	(85)	12%	(106)	13%	(117)	66%	(606)	913
Biden Job Somewhat Approve	4%	(44)	14%	(151)	16%	(171)	66%	(724)	1091
Biden Job Somewhat Disapprove	4%	(24)	12%	(76)	18%	(118)	66%	(429)	647
Biden Job Strongly Disapprove	3%	(46)	8%	(122)	15%	(225)	74%	(1100)	1493

Continued on next page

**Table MCSP11\_1: How much have you seen, read or heard about the following?**  
National NHL telecasts moving from NBC and NBCSN to ABC, ESPN, TNT, ESPN+ and Hulu

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(204)	11%	(474)	15%	(680)	69%	(3041)	4400
Favorable of Biden	7%	(134)	12%	(254)	14%	(292)	67%	(1379)	2059
Unfavorable of Biden	3%	(57)	10%	(206)	16%	(336)	71%	(1495)	2093
Very Favorable of Biden	9%	(91)	12%	(123)	13%	(135)	65%	(657)	1006
Somewhat Favorable of Biden	4%	(43)	12%	(130)	15%	(157)	69%	(722)	1053
Somewhat Unfavorable of Biden	3%	(17)	13%	(72)	18%	(102)	66%	(376)	567
Very Unfavorable of Biden	3%	(40)	9%	(134)	15%	(234)	73%	(1118)	1527
#1 Issue: Economy	5%	(84)	12%	(190)	17%	(275)	66%	(1053)	1601
#1 Issue: Security	3%	(24)	9%	(64)	15%	(105)	73%	(529)	723
#1 Issue: Health Care	8%	(43)	11%	(62)	16%	(88)	66%	(369)	561
#1 Issue: Medicare / Social Security	3%	(16)	7%	(38)	9%	(46)	81%	(424)	525
#1 Issue: Women's Issues	2%	(7)	14%	(43)	19%	(57)	64%	(193)	299
#1 Issue: Education	7%	(12)	19%	(32)	17%	(29)	56%	(95)	168
#1 Issue: Energy	6%	(15)	8%	(17)	17%	(39)	69%	(156)	227
#1 Issue: Other	1%	(4)	9%	(28)	14%	(42)	75%	(223)	297
2020 Vote: Joe Biden	7%	(134)	12%	(233)	15%	(288)	67%	(1304)	1960
2020 Vote: Donald Trump	3%	(47)	10%	(146)	14%	(196)	72%	(1010)	1398
2020 Vote: Other	2%	(3)	11%	(18)	28%	(46)	59%	(97)	164
2020 Vote: Didn't Vote	2%	(20)	9%	(77)	17%	(150)	72%	(627)	875
2018 House Vote: Democrat	7%	(100)	10%	(154)	16%	(232)	67%	(989)	1475
2018 House Vote: Republican	4%	(52)	10%	(118)	14%	(171)	71%	(855)	1196
2018 House Vote: Someone else	5%	(6)	7%	(8)	16%	(20)	72%	(89)	123
2016 Vote: Hillary Clinton	6%	(86)	10%	(141)	14%	(201)	69%	(971)	1400
2016 Vote: Donald Trump	5%	(61)	12%	(152)	14%	(182)	70%	(926)	1321
2016 Vote: Other	3%	(7)	11%	(28)	18%	(44)	68%	(170)	249
2016 Vote: Didn't Vote	3%	(50)	11%	(151)	18%	(253)	68%	(971)	1425
Voted in 2014: Yes	5%	(130)	10%	(243)	14%	(350)	70%	(1718)	2442
Voted in 2014: No	4%	(74)	12%	(232)	17%	(330)	68%	(1323)	1958
4-Region: Northeast	5%	(40)	13%	(103)	14%	(114)	67%	(530)	787
4-Region: Midwest	3%	(30)	10%	(94)	14%	(130)	73%	(671)	925
4-Region: South	4%	(72)	10%	(168)	16%	(262)	70%	(1147)	1648
4-Region: West	6%	(62)	11%	(110)	17%	(175)	67%	(693)	1040

Continued on next page



**Table MCSP11\_1: How much have you seen, read or heard about the following?**  
 National NHL telecasts moving from NBC and NBCSN to ABC, ESPN, TNT, ESPN+ and Hulu

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(204)	11%	(474)	15%	(680)	69%	(3041)	4400
2110001	5%	(105)	11%	(231)	15%	(323)	70%	(1522)	2182
2110009	4%	(99)	11%	(243)	16%	(357)	68%	(1519)	2218
Sports Fans	7%	(192)	15%	(431)	20%	(579)	59%	(1697)	2899
Avid Sports Fans	13%	(107)	21%	(176)	23%	(191)	43%	(351)	824
Casual Sports Fans	4%	(85)	12%	(255)	19%	(388)	65%	(1346)	2074
Non-Sports Fans	1%	(12)	3%	(43)	7%	(101)	90%	(1344)	1501
Sports Fans Non-NHL	2%	(31)	7%	(103)	16%	(236)	75%	(1116)	1486
NHL Fans	11%	(165)	22%	(339)	24%	(364)	43%	(655)	1523
Avid NHL Fans	24%	(93)	29%	(111)	24%	(91)	24%	(91)	387
Casual NHL Fans	6%	(72)	20%	(228)	24%	(273)	50%	(564)	1137
Has Favorite NHL Team	12%	(122)	24%	(246)	22%	(228)	42%	(431)	1026
Has Favorite MLB Team	7%	(126)	16%	(298)	18%	(331)	59%	(1068)	1823
Has Favorite NBA Team	10%	(153)	18%	(267)	21%	(305)	51%	(755)	1481
Has Favorite NFL Team	7%	(159)	15%	(351)	18%	(429)	60%	(1416)	2355
MLB Fans	7%	(149)	16%	(372)	20%	(459)	57%	(1283)	2262
NBA Fans	9%	(184)	17%	(344)	22%	(437)	52%	(1056)	2020
NFL Fans	7%	(190)	15%	(411)	20%	(544)	59%	(1618)	2762
Avid MLB Fans	12%	(85)	18%	(133)	20%	(150)	50%	(367)	736
Avid NBA	17%	(118)	23%	(154)	21%	(140)	39%	(264)	676
Avid NFL Fans	10%	(115)	18%	(217)	22%	(265)	50%	(603)	1200

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

**Table MCSP11\_2: How much have you seen, read or heard about the following?**  
Wayne Gretzky joining Turner Sports as a new NHL studio analyst

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(137)	9%	(406)	13%	(579)	75%	(3279)	4400
Gender: Male	5%	(97)	13%	(267)	16%	(334)	67%	(1425)	2124
Gender: Female	2%	(40)	6%	(138)	11%	(245)	81%	(1854)	2276
Age: 18-34	4%	(56)	12%	(153)	18%	(232)	66%	(869)	1310
Age: 35-44	5%	(37)	12%	(87)	14%	(101)	68%	(489)	715
Age: 45-64	3%	(38)	8%	(126)	10%	(147)	79%	(1191)	1502
Age: 65+	1%	(5)	5%	(39)	11%	(99)	84%	(730)	873
GenZers: 1997-2012	3%	(12)	9%	(42)	24%	(110)	65%	(301)	465
Millennials: 1981-1996	5%	(66)	13%	(168)	15%	(186)	67%	(856)	1276
GenXers: 1965-1980	4%	(42)	10%	(107)	11%	(118)	74%	(761)	1028
Baby Boomers: 1946-1964	1%	(17)	6%	(84)	10%	(149)	83%	(1205)	1455
PID: Dem (no lean)	4%	(65)	12%	(193)	13%	(209)	72%	(1186)	1653
PID: Ind (no lean)	1%	(21)	8%	(118)	14%	(203)	77%	(1122)	1464
PID: Rep (no lean)	4%	(50)	7%	(95)	13%	(167)	76%	(971)	1284
PID/Gender: Dem Men	6%	(50)	17%	(129)	14%	(111)	63%	(487)	776
PID/Gender: Dem Women	2%	(15)	7%	(64)	11%	(98)	80%	(699)	877
PID/Gender: Ind Men	2%	(13)	10%	(79)	17%	(126)	71%	(531)	750
PID/Gender: Ind Women	1%	(8)	6%	(40)	11%	(76)	83%	(590)	714
PID/Gender: Rep Men	6%	(34)	10%	(60)	16%	(97)	68%	(407)	598
PID/Gender: Rep Women	2%	(16)	5%	(35)	10%	(71)	82%	(564)	686
Ideo: Liberal (1-3)	4%	(55)	11%	(141)	13%	(160)	72%	(901)	1257
Ideo: Moderate (4)	3%	(34)	10%	(131)	14%	(180)	73%	(913)	1257
Ideo: Conservative (5-7)	3%	(41)	8%	(114)	13%	(191)	76%	(1089)	1434
Educ: < College	2%	(72)	8%	(231)	13%	(386)	77%	(2335)	3024
Educ: Bachelors degree	4%	(38)	11%	(101)	14%	(125)	70%	(624)	888
Educ: Post-grad	5%	(27)	15%	(74)	14%	(69)	65%	(319)	488
Income: Under 50k	2%	(41)	7%	(180)	13%	(317)	78%	(1877)	2415
Income: 50k-100k	4%	(56)	11%	(152)	13%	(183)	72%	(996)	1387
Income: 100k+	7%	(40)	12%	(74)	13%	(79)	68%	(405)	598
Ethnicity: White	3%	(104)	8%	(288)	12%	(405)	77%	(2646)	3443
Ethnicity: Hispanic	5%	(33)	11%	(77)	18%	(126)	66%	(463)	699
Ethnicity: Black	5%	(26)	13%	(69)	17%	(94)	65%	(359)	549

Continued on next page

**Table MCSP11\_2: How much have you seen, read or heard about the following?**  
 Wayne Gretzky joining Turner Sports as a new NHL studio analyst

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(137)	9%	(406)	13%	(579)	75%	(3279)	4400
Ethnicity: Other	2%	(6)	12%	(48)	20%	(80)	67%	(274)	408
All Christian	4%	(77)	10%	(200)	14%	(279)	72%	(1419)	1974
All Non-Christian	8%	(17)	14%	(30)	10%	(21)	67%	(139)	208
Atheist	2%	(6)	6%	(16)	14%	(37)	77%	(198)	258
Agnostic/Nothing in particular	2%	(24)	8%	(98)	11%	(138)	79%	(972)	1232
Something Else	2%	(12)	8%	(61)	14%	(104)	76%	(551)	727
Religious Non-Protestant/Catholic	7%	(18)	13%	(33)	10%	(24)	70%	(172)	247
Evangelical	4%	(46)	11%	(122)	14%	(145)	71%	(751)	1064
Non-Evangelical	3%	(41)	8%	(129)	15%	(234)	74%	(1174)	1578
Community: Urban	6%	(71)	11%	(130)	15%	(177)	67%	(781)	1158
Community: Suburban	2%	(51)	10%	(206)	14%	(292)	74%	(1541)	2091
Community: Rural	1%	(15)	6%	(70)	10%	(109)	83%	(957)	1151
Employ: Private Sector	5%	(68)	13%	(171)	14%	(184)	69%	(921)	1343
Employ: Government	6%	(15)	15%	(39)	19%	(49)	61%	(161)	263
Employ: Self-Employed	6%	(25)	14%	(60)	18%	(75)	62%	(266)	426
Employ: Homemaker	2%	(8)	7%	(23)	9%	(33)	82%	(287)	351
Employ: Student	1%	(2)	9%	(14)	19%	(29)	70%	(103)	148
Employ: Retired	1%	(7)	4%	(38)	11%	(112)	84%	(846)	1003
Employ: Unemployed	1%	(7)	7%	(38)	10%	(54)	82%	(446)	546
Employ: Other	1%	(4)	7%	(23)	14%	(44)	78%	(249)	321
Military HH: Yes	3%	(19)	9%	(56)	12%	(79)	76%	(500)	654
Military HH: No	3%	(118)	9%	(349)	13%	(501)	74%	(2779)	3746
RD/WT: Right Direction	5%	(90)	12%	(200)	14%	(235)	69%	(1141)	1666
RD/WT: Wrong Track	2%	(47)	8%	(206)	13%	(344)	78%	(2137)	2734
Biden Job Approve	5%	(94)	12%	(237)	13%	(260)	71%	(1414)	2004
Biden Job Disapprove	2%	(42)	7%	(157)	13%	(284)	77%	(1657)	2140
Biden Job Strongly Approve	7%	(60)	12%	(110)	12%	(109)	69%	(634)	913
Biden Job Somewhat Approve	3%	(33)	12%	(126)	14%	(151)	72%	(780)	1091
Biden Job Somewhat Disapprove	2%	(12)	9%	(55)	16%	(106)	73%	(474)	647
Biden Job Strongly Disapprove	2%	(30)	7%	(102)	12%	(178)	79%	(1183)	1493

Continued on next page

**Table MCSP11\_2: How much have you seen, read or heard about the following?**  
Wayne Gretzky joining Turner Sports as a new NHL studio analyst

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(137)	9%	(406)	13%	(579)	75%	(3279)	4400
Favorable of Biden	4%	(88)	11%	(229)	13%	(277)	71%	(1465)	2059
Unfavorable of Biden	2%	(39)	8%	(159)	13%	(263)	78%	(1632)	2093
Very Favorable of Biden	6%	(60)	12%	(123)	12%	(124)	70%	(700)	1006
Somewhat Favorable of Biden	3%	(28)	10%	(107)	15%	(153)	73%	(765)	1053
Somewhat Unfavorable of Biden	2%	(13)	10%	(56)	14%	(82)	73%	(416)	567
Very Unfavorable of Biden	2%	(26)	7%	(104)	12%	(181)	80%	(1216)	1527
#1 Issue: Economy	4%	(62)	10%	(165)	14%	(230)	71%	(1144)	1601
#1 Issue: Security	3%	(20)	7%	(48)	13%	(97)	77%	(558)	723
#1 Issue: Health Care	3%	(18)	11%	(63)	15%	(83)	71%	(398)	561
#1 Issue: Medicare / Social Security	2%	(11)	7%	(36)	7%	(39)	83%	(438)	525
#1 Issue: Women's Issues	2%	(6)	9%	(25)	15%	(45)	74%	(223)	299
#1 Issue: Education	2%	(3)	17%	(29)	17%	(28)	65%	(108)	168
#1 Issue: Energy	6%	(13)	10%	(24)	10%	(22)	74%	(168)	227
#1 Issue: Other	1%	(4)	5%	(16)	12%	(36)	81%	(241)	297
2020 Vote: Joe Biden	4%	(83)	11%	(218)	13%	(256)	72%	(1402)	1960
2020 Vote: Donald Trump	3%	(42)	9%	(121)	12%	(170)	76%	(1066)	1398
2020 Vote: Other	2%	(3)	10%	(16)	23%	(38)	65%	(107)	164
2020 Vote: Didn't Vote	1%	(9)	6%	(50)	13%	(115)	80%	(701)	875
2018 House Vote: Democrat	4%	(63)	11%	(165)	12%	(184)	72%	(1063)	1475
2018 House Vote: Republican	3%	(40)	9%	(112)	13%	(155)	74%	(890)	1196
2018 House Vote: Someone else	3%	(3)	7%	(9)	14%	(17)	76%	(94)	123
2016 Vote: Hillary Clinton	4%	(55)	11%	(149)	12%	(168)	73%	(1028)	1400
2016 Vote: Donald Trump	3%	(45)	10%	(126)	14%	(179)	74%	(971)	1321
2016 Vote: Other	2%	(5)	11%	(28)	13%	(31)	74%	(185)	249
2016 Vote: Didn't Vote	2%	(31)	7%	(103)	14%	(201)	77%	(1090)	1425
Voted in 2014: Yes	4%	(94)	10%	(249)	12%	(295)	74%	(1805)	2442
Voted in 2014: No	2%	(43)	8%	(157)	15%	(285)	75%	(1474)	1958
4-Region: Northeast	4%	(31)	10%	(76)	12%	(98)	74%	(583)	787
4-Region: Midwest	2%	(21)	9%	(82)	12%	(110)	77%	(711)	925
4-Region: South	3%	(48)	9%	(145)	12%	(204)	76%	(1252)	1648
4-Region: West	4%	(38)	10%	(104)	16%	(167)	70%	(732)	1040

Continued on next page

**Table MCSP11\_2: How much have you seen, read or heard about the following?  
 Wayne Gretzky joining Turner Sports as a new NHL studio analyst**

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	3%	(137)	9%	(406)	13%	(579)	75%	(3279)	4400
2110001	3%	(68)	9%	(203)	12%	(269)	75%	(1641)	2182
2110009	3%	(68)	9%	(203)	14%	(310)	74%	(1637)	2218
Sports Fans	4%	(125)	13%	(369)	17%	(496)	66%	(1908)	2899
Avid Sports Fans	8%	(69)	21%	(173)	21%	(176)	49%	(406)	824
Casual Sports Fans	3%	(56)	9%	(196)	15%	(320)	72%	(1502)	2074
Non-Sports Fans	1%	(12)	2%	(36)	6%	(83)	91%	(1370)	1501
Sports Fans Non-NHL	1%	(14)	6%	(83)	13%	(189)	81%	(1200)	1486
NHL Fans	8%	(115)	20%	(303)	21%	(326)	51%	(778)	1523
Avid NHL Fans	16%	(60)	29%	(111)	21%	(80)	35%	(136)	387
Casual NHL Fans	5%	(55)	17%	(192)	22%	(247)	57%	(643)	1137
Has Favorite NHL Team	9%	(91)	19%	(198)	22%	(224)	50%	(513)	1026
Has Favorite MLB Team	5%	(97)	14%	(250)	16%	(300)	65%	(1176)	1823
Has Favorite NBA Team	7%	(100)	15%	(229)	19%	(286)	58%	(866)	1481
Has Favorite NFL Team	5%	(107)	12%	(286)	17%	(405)	66%	(1557)	2355
MLB Fans	5%	(109)	14%	(318)	18%	(400)	63%	(1435)	2262
NBA Fans	6%	(121)	15%	(302)	20%	(398)	59%	(1199)	2020
NFL Fans	5%	(125)	13%	(359)	17%	(481)	65%	(1797)	2762
Avid MLB Fans	8%	(61)	16%	(118)	19%	(140)	57%	(416)	736
Avid NBA	11%	(73)	20%	(133)	22%	(150)	47%	(321)	676
Avid NFL Fans	6%	(78)	14%	(168)	21%	(248)	59%	(706)	1200

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

**Table MCSP11\_3: How much have you seen, read or heard about the following?**  
*The Seattle Kraken debuting as an expansion team during the 2021-2022 NHL season*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(217)	10%	(429)	12%	(544)	73%	(3210)	4400
Gender: Male	8%	(167)	14%	(306)	15%	(318)	63%	(1333)	2124
Gender: Female	2%	(50)	5%	(123)	10%	(227)	82%	(1877)	2276
Age: 18-34	7%	(96)	10%	(132)	18%	(236)	65%	(846)	1310
Age: 35-44	6%	(45)	11%	(79)	15%	(105)	68%	(487)	715
Age: 45-64	3%	(53)	11%	(166)	8%	(126)	77%	(1157)	1502
Age: 65+	3%	(23)	6%	(52)	9%	(77)	82%	(720)	873
GenZers: 1997-2012	4%	(18)	10%	(46)	22%	(103)	64%	(298)	465
Millennials: 1981-1996	8%	(101)	11%	(139)	16%	(202)	65%	(835)	1276
GenXers: 1965-1980	5%	(54)	12%	(127)	11%	(116)	71%	(731)	1028
Baby Boomers: 1946-1964	3%	(42)	7%	(108)	8%	(113)	82%	(1193)	1455
PID: Dem (no lean)	6%	(103)	11%	(187)	12%	(199)	70%	(1163)	1653
PID: Ind (no lean)	3%	(51)	9%	(132)	13%	(195)	74%	(1086)	1464
PID: Rep (no lean)	5%	(63)	9%	(110)	12%	(150)	75%	(961)	1284
PID/Gender: Dem Men	10%	(79)	17%	(133)	13%	(102)	60%	(463)	776
PID/Gender: Dem Women	3%	(24)	6%	(55)	11%	(98)	80%	(701)	877
PID/Gender: Ind Men	5%	(36)	13%	(98)	16%	(123)	66%	(493)	750
PID/Gender: Ind Women	2%	(15)	5%	(33)	10%	(72)	83%	(594)	714
PID/Gender: Rep Men	9%	(52)	13%	(75)	16%	(93)	63%	(378)	598
PID/Gender: Rep Women	2%	(11)	5%	(35)	8%	(57)	85%	(583)	686
Ideo: Liberal (1-3)	7%	(92)	12%	(145)	12%	(155)	69%	(866)	1257
Ideo: Moderate (4)	5%	(60)	10%	(124)	13%	(170)	72%	(904)	1257
Ideo: Conservative (5-7)	4%	(59)	10%	(138)	12%	(172)	74%	(1065)	1434
Educ: < College	3%	(101)	8%	(243)	12%	(374)	76%	(2306)	3024
Educ: Bachelors degree	8%	(69)	13%	(112)	13%	(112)	67%	(594)	888
Educ: Post-grad	10%	(47)	15%	(74)	12%	(57)	64%	(310)	488
Income: Under 50k	3%	(78)	7%	(172)	12%	(302)	77%	(1863)	2415
Income: 50k-100k	7%	(91)	11%	(150)	12%	(172)	70%	(973)	1387
Income: 100k+	8%	(48)	18%	(107)	12%	(71)	62%	(373)	598
Ethnicity: White	5%	(178)	9%	(327)	10%	(358)	75%	(2580)	3443
Ethnicity: Hispanic	7%	(50)	10%	(69)	20%	(143)	63%	(437)	699
Ethnicity: Black	5%	(29)	10%	(55)	16%	(90)	68%	(374)	549

Continued on next page

**Table MCSP11\_3: How much have you seen, read or heard about the following?**  
*The Seattle Kraken debuting as an expansion team during the 2021-2022 NHL season*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(217)	10%	(429)	12%	(544)	73%	(3210)	4400
Ethnicity: Other	2%	(9)	12%	(48)	23%	(96)	63%	(255)	408
All Christian	5%	(91)	11%	(208)	14%	(270)	71%	(1406)	1974
All Non-Christian	12%	(25)	15%	(31)	12%	(25)	61%	(127)	208
Atheist	9%	(22)	7%	(17)	8%	(22)	76%	(197)	258
Agnostic/Nothing in particular	4%	(48)	8%	(101)	12%	(147)	76%	(936)	1232
Something Else	4%	(31)	10%	(72)	11%	(81)	75%	(545)	727
Religious Non-Protestant/Catholic	10%	(25)	13%	(32)	13%	(32)	64%	(158)	247
Evangelical	5%	(50)	12%	(126)	12%	(128)	71%	(759)	1064
Non-Evangelical	4%	(69)	10%	(150)	13%	(211)	73%	(1148)	1578
Community: Urban	8%	(91)	12%	(138)	15%	(177)	65%	(753)	1158
Community: Suburban	5%	(104)	10%	(210)	12%	(259)	73%	(1518)	2091
Community: Rural	2%	(22)	7%	(81)	9%	(108)	82%	(939)	1151
Employ: Private Sector	8%	(103)	14%	(190)	14%	(192)	64%	(859)	1343
Employ: Government	8%	(22)	13%	(35)	19%	(51)	59%	(155)	263
Employ: Self-Employed	7%	(32)	9%	(38)	18%	(77)	66%	(279)	426
Employ: Homemaker	3%	(9)	5%	(17)	9%	(33)	83%	(292)	351
Employ: Student	7%	(10)	10%	(14)	15%	(22)	69%	(102)	148
Employ: Retired	3%	(26)	6%	(64)	8%	(82)	83%	(831)	1003
Employ: Unemployed	2%	(9)	9%	(48)	9%	(49)	80%	(439)	546
Employ: Other	2%	(6)	7%	(24)	12%	(37)	79%	(254)	321
Military HH: Yes	4%	(29)	8%	(52)	10%	(63)	78%	(511)	654
Military HH: No	5%	(188)	10%	(378)	13%	(481)	72%	(2699)	3746
RD/WT: Right Direction	8%	(128)	12%	(196)	14%	(235)	67%	(1108)	1666
RD/WT: Wrong Track	3%	(89)	9%	(234)	11%	(309)	77%	(2102)	2734
Biden Job Approve	7%	(143)	11%	(226)	13%	(257)	69%	(1378)	2004
Biden Job Disapprove	3%	(72)	9%	(185)	12%	(258)	76%	(1626)	2140
Biden Job Strongly Approve	9%	(78)	11%	(102)	13%	(115)	68%	(618)	913
Biden Job Somewhat Approve	6%	(65)	11%	(124)	13%	(142)	70%	(760)	1091
Biden Job Somewhat Disapprove	4%	(23)	9%	(55)	14%	(91)	74%	(478)	647
Biden Job Strongly Disapprove	3%	(49)	9%	(129)	11%	(166)	77%	(1148)	1493

Continued on next page

**Table MCSP11\_3: How much have you seen, read or heard about the following?**  
The Seattle Kraken debuting as an expansion team during the 2021-2022 NHL season

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(217)	10%	(429)	12%	(544)	73%	(3210)	4400
Favorable of Biden	7%	(142)	11%	(219)	13%	(265)	70%	(1433)	2059
Unfavorable of Biden	3%	(71)	9%	(191)	12%	(244)	76%	(1587)	2093
Very Favorable of Biden	8%	(81)	12%	(117)	12%	(123)	68%	(685)	1006
Somewhat Favorable of Biden	6%	(61)	10%	(102)	13%	(142)	71%	(748)	1053
Somewhat Unfavorable of Biden	4%	(25)	10%	(57)	13%	(75)	72%	(410)	567
Very Unfavorable of Biden	3%	(47)	9%	(134)	11%	(169)	77%	(1177)	1527
#1 Issue: Economy	5%	(83)	11%	(172)	14%	(229)	70%	(1117)	1601
#1 Issue: Security	4%	(32)	10%	(71)	10%	(70)	76%	(550)	723
#1 Issue: Health Care	7%	(38)	11%	(62)	13%	(72)	69%	(390)	561
#1 Issue: Medicare / Social Security	3%	(17)	7%	(38)	9%	(48)	80%	(422)	525
#1 Issue: Women's Issues	4%	(13)	8%	(25)	12%	(37)	75%	(225)	299
#1 Issue: Education	4%	(6)	13%	(21)	16%	(27)	68%	(114)	168
#1 Issue: Energy	6%	(13)	8%	(18)	13%	(29)	73%	(166)	227
#1 Issue: Other	5%	(15)	8%	(22)	11%	(33)	76%	(227)	297
2020 Vote: Joe Biden	7%	(145)	12%	(230)	12%	(227)	69%	(1358)	1960
2020 Vote: Donald Trump	4%	(53)	10%	(140)	12%	(163)	75%	(1043)	1398
2020 Vote: Other	5%	(8)	6%	(10)	19%	(31)	71%	(116)	164
2020 Vote: Didn't Vote	1%	(11)	6%	(50)	14%	(124)	79%	(690)	875
2018 House Vote: Democrat	7%	(109)	12%	(177)	11%	(165)	69%	(1025)	1475
2018 House Vote: Republican	5%	(58)	10%	(121)	12%	(147)	73%	(870)	1196
2018 House Vote: Someone else	5%	(6)	6%	(7)	11%	(14)	78%	(96)	123
2016 Vote: Hillary Clinton	7%	(92)	11%	(160)	11%	(159)	71%	(989)	1400
2016 Vote: Donald Trump	6%	(74)	10%	(136)	11%	(151)	73%	(959)	1321
2016 Vote: Other	6%	(15)	11%	(28)	14%	(34)	69%	(171)	249
2016 Vote: Didn't Vote	2%	(35)	7%	(105)	14%	(199)	76%	(1086)	1425
Voted in 2014: Yes	6%	(154)	11%	(270)	11%	(269)	72%	(1749)	2442
Voted in 2014: No	3%	(63)	8%	(160)	14%	(275)	75%	(1461)	1958
4-Region: Northeast	6%	(49)	10%	(77)	13%	(99)	71%	(562)	787
4-Region: Midwest	4%	(34)	8%	(76)	11%	(103)	77%	(712)	925
4-Region: South	3%	(49)	8%	(140)	12%	(199)	76%	(1260)	1648
4-Region: West	8%	(85)	13%	(136)	14%	(143)	65%	(676)	1040

Continued on next page



**Table MCSP11\_3:** How much have you seen, read or heard about the following?  
The Seattle Kraken debuting as an expansion team during the 2021-2022 NHL season

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	5%	(217)	10%	(429)	12%	(544)	73%	(3210)	4400
2110001	5%	(107)	9%	(198)	12%	(266)	74%	(1611)	2182
2110009	5%	(110)	10%	(231)	13%	(278)	72%	(1599)	2218
Sports Fans	7%	(208)	13%	(388)	16%	(456)	64%	(1847)	2899
Avid Sports Fans	15%	(122)	19%	(158)	20%	(166)	46%	(378)	824
Casual Sports Fans	4%	(86)	11%	(230)	14%	(289)	71%	(1469)	2074
Non-Sports Fans	1%	(9)	3%	(42)	6%	(88)	91%	(1363)	1501
Sports Fans Non-NHL	1%	(15)	7%	(98)	10%	(155)	82%	(1217)	1486
NHL Fans	13%	(198)	20%	(307)	21%	(316)	46%	(702)	1523
Avid NHL Fans	31%	(120)	23%	(90)	23%	(88)	23%	(88)	387
Casual NHL Fans	7%	(77)	19%	(216)	20%	(228)	54%	(615)	1137
Has Favorite NHL Team	16%	(168)	22%	(227)	19%	(199)	42%	(433)	1026
Has Favorite MLB Team	9%	(162)	15%	(270)	15%	(280)	61%	(1110)	1823
Has Favorite NBA Team	10%	(144)	15%	(219)	19%	(288)	56%	(829)	1481
Has Favorite NFL Team	8%	(181)	13%	(315)	16%	(365)	63%	(1493)	2355
MLB Fans	8%	(187)	15%	(347)	16%	(373)	60%	(1356)	2262
NBA Fans	8%	(170)	15%	(301)	19%	(392)	57%	(1157)	2020
NFL Fans	7%	(202)	14%	(378)	16%	(454)	63%	(1727)	2762
Avid MLB Fans	14%	(105)	19%	(140)	18%	(130)	49%	(362)	736
Avid NBA	15%	(101)	20%	(135)	21%	(143)	44%	(297)	676
Avid NFL Fans	11%	(133)	17%	(209)	19%	(223)	53%	(636)	1200

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

**Table MCSP12\_1:** To what extent are you excited about the following changes to the NHL 2021-2022 season?  
National NHL telecasts moving from NBC and NBCSN to ABC, ESPN, TNT, ESPN+ and Hulu

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	6%	(250)	13%	(569)	16%	(692)	66%	(2889)	4400
Gender: Male	8%	(171)	17%	(366)	19%	(396)	56%	(1191)	2124
Gender: Female	3%	(80)	9%	(204)	13%	(295)	75%	(1698)	2276
Age: 18-34	9%	(119)	16%	(213)	17%	(228)	57%	(751)	1310
Age: 35-44	8%	(59)	18%	(130)	16%	(115)	58%	(412)	715
Age: 45-64	4%	(62)	11%	(170)	14%	(217)	70%	(1053)	1502
Age: 65+	1%	(11)	6%	(56)	15%	(132)	77%	(673)	873
GenZers: 1997-2012	7%	(31)	13%	(61)	23%	(107)	57%	(267)	465
Millennials: 1981-1996	10%	(127)	19%	(239)	16%	(199)	56%	(710)	1276
GenXers: 1965-1980	6%	(60)	14%	(146)	15%	(152)	65%	(669)	1028
Baby Boomers: 1946-1964	2%	(31)	8%	(118)	14%	(208)	75%	(1098)	1455
PID: Dem (no lean)	8%	(134)	14%	(238)	16%	(257)	62%	(1025)	1653
PID: Ind (no lean)	3%	(50)	11%	(168)	17%	(247)	68%	(1000)	1464
PID: Rep (no lean)	5%	(67)	13%	(164)	15%	(188)	67%	(864)	1284
PID/Gender: Dem Men	13%	(100)	19%	(144)	18%	(140)	50%	(392)	776
PID/Gender: Dem Women	4%	(34)	11%	(93)	13%	(116)	72%	(633)	877
PID/Gender: Ind Men	4%	(27)	15%	(115)	20%	(150)	61%	(457)	750
PID/Gender: Ind Women	3%	(22)	7%	(53)	13%	(96)	76%	(543)	714
PID/Gender: Rep Men	7%	(44)	18%	(107)	18%	(105)	57%	(342)	598
PID/Gender: Rep Women	3%	(23)	8%	(57)	12%	(83)	76%	(522)	686
Ideo: Liberal (1-3)	8%	(95)	15%	(193)	14%	(178)	63%	(791)	1257
Ideo: Moderate (4)	6%	(69)	14%	(173)	17%	(217)	64%	(799)	1257
Ideo: Conservative (5-7)	5%	(71)	12%	(177)	16%	(234)	66%	(953)	1434
Educ: < College	5%	(151)	11%	(327)	15%	(458)	69%	(2089)	3024
Educ: Bachelors degree	6%	(55)	18%	(155)	17%	(153)	59%	(524)	888
Educ: Post-grad	9%	(44)	18%	(87)	16%	(80)	57%	(276)	488
Income: Under 50k	4%	(102)	10%	(237)	16%	(382)	70%	(1694)	2415
Income: 50k-100k	7%	(96)	16%	(220)	15%	(208)	62%	(862)	1387
Income: 100k+	9%	(52)	19%	(112)	17%	(102)	56%	(332)	598
Ethnicity: White	5%	(188)	13%	(434)	15%	(502)	67%	(2319)	3443
Ethnicity: Hispanic	9%	(60)	16%	(114)	16%	(114)	59%	(411)	699
Ethnicity: Black	8%	(46)	14%	(76)	19%	(103)	59%	(324)	549

Continued on next page

**Table MCSP12\_1:** To what extent are you excited about the following changes to the NHL 2021-2022 season?  
National NHL telecasts moving from NBC and NBCSN to ABC, ESPN, TNT, ESPN+ and Hulu

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	6%	(250)	13%	(569)	16%	(692)	66%	(2889)	4400
Ethnicity: Other	4%	(16)	14%	(59)	21%	(87)	60%	(246)	408
All Christian	6%	(122)	15%	(288)	17%	(336)	62%	(1229)	1974
All Non-Christian	9%	(19)	17%	(36)	19%	(40)	54%	(113)	208
Atheist	6%	(15)	11%	(29)	12%	(31)	71%	(182)	258
Agnostic/Nothing in particular	5%	(59)	11%	(133)	13%	(161)	71%	(880)	1232
Something Else	5%	(36)	11%	(83)	17%	(123)	67%	(485)	727
Religious Non-Protestant/Catholic	8%	(20)	18%	(43)	18%	(44)	56%	(139)	247
Evangelical	7%	(77)	15%	(156)	14%	(149)	64%	(682)	1064
Non-Evangelical	5%	(78)	13%	(202)	19%	(302)	63%	(997)	1578
Community: Urban	9%	(110)	16%	(187)	17%	(194)	58%	(668)	1158
Community: Suburban	5%	(100)	14%	(286)	17%	(361)	64%	(1345)	2091
Community: Rural	4%	(41)	8%	(97)	12%	(137)	76%	(876)	1151
Employ: Private Sector	8%	(108)	18%	(246)	17%	(227)	57%	(763)	1343
Employ: Government	8%	(21)	19%	(49)	18%	(48)	55%	(145)	263
Employ: Self-Employed	11%	(48)	16%	(69)	19%	(81)	53%	(227)	426
Employ: Homemaker	4%	(16)	11%	(40)	11%	(39)	73%	(257)	351
Employ: Student	9%	(14)	13%	(19)	20%	(30)	58%	(85)	148
Employ: Retired	1%	(15)	7%	(73)	15%	(146)	77%	(769)	1003
Employ: Unemployed	3%	(15)	9%	(49)	14%	(75)	74%	(406)	546
Employ: Other	4%	(14)	7%	(24)	14%	(45)	74%	(238)	321
Military HH: Yes	4%	(27)	11%	(69)	15%	(96)	71%	(462)	654
Military HH: No	6%	(223)	13%	(500)	16%	(596)	65%	(2427)	3746
RD/WT: Right Direction	9%	(145)	15%	(249)	16%	(270)	60%	(1001)	1666
RD/WT: Wrong Track	4%	(105)	12%	(320)	15%	(421)	69%	(1888)	2734
Biden Job Approve	8%	(166)	15%	(294)	15%	(310)	62%	(1233)	2004
Biden Job Disapprove	4%	(81)	12%	(255)	16%	(348)	68%	(1456)	2140
Biden Job Strongly Approve	11%	(103)	14%	(130)	14%	(129)	60%	(552)	913
Biden Job Somewhat Approve	6%	(63)	15%	(164)	17%	(182)	62%	(681)	1091
Biden Job Somewhat Disapprove	4%	(28)	12%	(78)	21%	(139)	62%	(402)	647
Biden Job Strongly Disapprove	4%	(53)	12%	(176)	14%	(209)	71%	(1054)	1493

Continued on next page

**Table MCSP12\_1:** To what extent are you excited about the following changes to the NHL 2021-2022 season?  
National NHL telecasts moving from NBC and NBCSN to ABC, ESPN, TNT, ESPN+ and Hulu

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	6%	(250)	13%	(569)	16%	(692)	66%	(2889)	4400
Favorable of Biden	8%	(168)	14%	(288)	16%	(331)	62%	(1272)	2059
Unfavorable of Biden	4%	(74)	12%	(256)	16%	(327)	69%	(1437)	2093
Very Favorable of Biden	11%	(107)	14%	(146)	15%	(150)	60%	(603)	1006
Somewhat Favorable of Biden	6%	(61)	13%	(142)	17%	(182)	63%	(669)	1053
Somewhat Unfavorable of Biden	4%	(25)	13%	(73)	19%	(109)	63%	(359)	567
Very Unfavorable of Biden	3%	(48)	12%	(183)	14%	(217)	71%	(1078)	1527
#1 Issue: Economy	6%	(95)	14%	(228)	17%	(280)	62%	(998)	1601
#1 Issue: Security	4%	(27)	12%	(84)	16%	(117)	68%	(494)	723
#1 Issue: Health Care	8%	(46)	14%	(80)	18%	(101)	60%	(334)	561
#1 Issue: Medicare / Social Security	4%	(22)	8%	(44)	13%	(66)	75%	(392)	525
#1 Issue: Women's Issues	5%	(15)	14%	(41)	15%	(45)	66%	(198)	299
#1 Issue: Education	11%	(18)	15%	(25)	18%	(31)	56%	(94)	168
#1 Issue: Energy	7%	(15)	12%	(28)	11%	(25)	70%	(159)	227
#1 Issue: Other	4%	(12)	13%	(38)	10%	(28)	74%	(219)	297
2020 Vote: Joe Biden	8%	(154)	14%	(282)	16%	(321)	61%	(1204)	1960
2020 Vote: Donald Trump	4%	(59)	14%	(190)	15%	(216)	67%	(933)	1398
2020 Vote: Other	5%	(9)	13%	(21)	23%	(37)	59%	(97)	164
2020 Vote: Didn't Vote	3%	(29)	9%	(76)	13%	(117)	75%	(652)	875
2018 House Vote: Democrat	8%	(115)	14%	(208)	17%	(245)	62%	(907)	1475
2018 House Vote: Republican	5%	(61)	14%	(162)	15%	(181)	66%	(792)	1196
2018 House Vote: Someone else	5%	(7)	9%	(11)	13%	(16)	73%	(90)	123
2016 Vote: Hillary Clinton	7%	(96)	14%	(193)	16%	(221)	64%	(890)	1400
2016 Vote: Donald Trump	5%	(72)	14%	(188)	15%	(204)	65%	(856)	1321
2016 Vote: Other	6%	(14)	12%	(31)	19%	(47)	63%	(158)	249
2016 Vote: Didn't Vote	5%	(68)	11%	(157)	15%	(219)	69%	(981)	1425
Voted in 2014: Yes	6%	(158)	13%	(328)	16%	(385)	64%	(1570)	2442
Voted in 2014: No	5%	(92)	12%	(241)	16%	(306)	67%	(1319)	1958
4-Region: Northeast	6%	(49)	17%	(131)	15%	(118)	62%	(489)	787
4-Region: Midwest	5%	(46)	10%	(96)	18%	(165)	67%	(618)	925
4-Region: South	6%	(91)	11%	(182)	15%	(242)	69%	(1133)	1648
4-Region: West	6%	(64)	15%	(161)	16%	(166)	62%	(649)	1040

Continued on next page

**Table MCSP12\_1:** To what extent are you excited about the following changes to the NHL 2021-2022 season?  
National NHL telecasts moving from NBC and NBCSN to ABC, ESPN, TNT, ESPN+ and Hulu

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	6%	(250)	13%	(569)	16%	(692)	66%	(2889)	4400
2110001	5%	(116)	13%	(281)	15%	(333)	67%	(1452)	2182
2110009	6%	(135)	13%	(288)	16%	(358)	65%	(1437)	2218
Sports Fans	8%	(238)	18%	(528)	21%	(599)	53%	(1534)	2899
Avid Sports Fans	17%	(140)	23%	(193)	24%	(199)	35%	(292)	824
Casual Sports Fans	5%	(98)	16%	(334)	19%	(401)	60%	(1242)	2074
Non-Sports Fans	1%	(13)	3%	(41)	6%	(92)	90%	(1355)	1501
Sports Fans Non-NHL	2%	(25)	7%	(103)	14%	(209)	77%	(1150)	1486
NHL Fans	14%	(219)	29%	(444)	27%	(419)	29%	(441)	1523
Avid NHL Fans	33%	(126)	33%	(128)	20%	(78)	14%	(55)	387
Casual NHL Fans	8%	(93)	28%	(317)	30%	(341)	34%	(387)	1137
Has Favorite NHL Team	17%	(173)	30%	(308)	26%	(270)	27%	(275)	1026
Has Favorite MLB Team	9%	(172)	19%	(346)	20%	(370)	51%	(936)	1823
Has Favorite NBA Team	11%	(163)	22%	(323)	22%	(320)	46%	(674)	1481
Has Favorite NFL Team	8%	(198)	18%	(430)	20%	(470)	53%	(1256)	2355
MLB Fans	9%	(200)	20%	(448)	21%	(467)	51%	(1147)	2262
NBA Fans	10%	(207)	21%	(424)	22%	(437)	47%	(953)	2020
NFL Fans	9%	(242)	18%	(500)	20%	(552)	53%	(1469)	2762
Avid MLB Fans	14%	(104)	20%	(148)	23%	(169)	43%	(315)	736
Avid NBA	18%	(124)	24%	(162)	20%	(138)	37%	(252)	676
Avid NFL Fans	12%	(141)	22%	(258)	22%	(262)	45%	(538)	1200

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

**Table MCSP12\_2: To what extent are you excited about the following changes to the NHL 2021-2022 season?**  
Wayne Gretzky joining Turner Sports as a new NHL studio analyst

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	4%	(197)	14%	(608)	15%	(676)	66%	(2919)	4400
Gender: Male	6%	(131)	19%	(394)	18%	(386)	57%	(1213)	2124
Gender: Female	3%	(66)	9%	(214)	13%	(290)	75%	(1707)	2276
Age: 18-34	6%	(83)	15%	(197)	19%	(245)	60%	(786)	1310
Age: 35-44	6%	(45)	19%	(137)	16%	(112)	59%	(421)	715
Age: 45-64	4%	(62)	14%	(205)	13%	(190)	70%	(1045)	1502
Age: 65+	1%	(7)	8%	(69)	15%	(129)	76%	(667)	873
GenZers: 1997-2012	5%	(25)	12%	(56)	23%	(106)	60%	(278)	465
Millennials: 1981-1996	7%	(89)	18%	(226)	17%	(215)	58%	(746)	1276
GenXers: 1965-1980	5%	(49)	16%	(169)	14%	(145)	65%	(665)	1028
Baby Boomers: 1946-1964	2%	(32)	10%	(147)	13%	(184)	75%	(1092)	1455
PID: Dem (no lean)	6%	(107)	16%	(258)	15%	(245)	63%	(1042)	1653
PID: Ind (no lean)	2%	(34)	12%	(182)	16%	(227)	70%	(1020)	1464
PID: Rep (no lean)	4%	(56)	13%	(167)	16%	(203)	67%	(857)	1284
PID/Gender: Dem Men	10%	(79)	21%	(161)	16%	(127)	53%	(410)	776
PID/Gender: Dem Women	3%	(28)	11%	(98)	14%	(118)	72%	(632)	877
PID/Gender: Ind Men	2%	(18)	17%	(125)	19%	(142)	62%	(465)	750
PID/Gender: Ind Women	2%	(16)	8%	(58)	12%	(85)	78%	(555)	714
PID/Gender: Rep Men	6%	(34)	18%	(109)	20%	(117)	57%	(338)	598
PID/Gender: Rep Women	3%	(22)	9%	(58)	13%	(86)	76%	(520)	686
Ideo: Liberal (1-3)	6%	(79)	16%	(202)	14%	(179)	63%	(798)	1257
Ideo: Moderate (4)	4%	(50)	14%	(181)	17%	(215)	64%	(811)	1257
Ideo: Conservative (5-7)	4%	(55)	14%	(202)	15%	(221)	67%	(956)	1434
Educ: < College	4%	(108)	12%	(375)	14%	(432)	70%	(2109)	3024
Educ: Bachelors degree	6%	(51)	15%	(137)	18%	(160)	61%	(539)	888
Educ: Post-grad	8%	(38)	19%	(95)	17%	(84)	56%	(272)	488
Income: Under 50k	3%	(74)	11%	(259)	15%	(367)	71%	(1715)	2415
Income: 50k-100k	5%	(75)	17%	(236)	15%	(209)	63%	(867)	1387
Income: 100k+	8%	(49)	19%	(113)	17%	(100)	56%	(337)	598
Ethnicity: White	4%	(152)	13%	(450)	14%	(486)	68%	(2355)	3443
Ethnicity: Hispanic	6%	(44)	18%	(124)	19%	(130)	57%	(401)	699
Ethnicity: Black	5%	(30)	16%	(90)	19%	(102)	59%	(326)	549

Continued on next page

**Table MCSP12\_2: To what extent are you excited about the following changes to the NHL 2021-2022 season?**  
 Wayne Gretzky joining Turner Sports as a new NHL studio analyst

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	4%	(197)	14%	(608)	15%	(676)	66%	(2919)	4400
Ethnicity: Other	4%	(15)	17%	(68)	22%	(88)	58%	(238)	408
All Christian	5%	(98)	16%	(320)	16%	(310)	63%	(1247)	1974
All Non-Christian	10%	(20)	21%	(44)	15%	(32)	54%	(112)	208
Atheist	4%	(12)	10%	(25)	15%	(39)	70%	(182)	258
Agnostic/Nothing in particular	3%	(38)	10%	(129)	14%	(176)	72%	(889)	1232
Something Else	4%	(29)	12%	(90)	16%	(119)	67%	(490)	727
Religious Non-Protestant/Catholic	9%	(23)	19%	(48)	15%	(38)	56%	(139)	247
Evangelical	5%	(57)	16%	(173)	16%	(166)	63%	(668)	1064
Non-Evangelical	4%	(66)	14%	(225)	16%	(256)	65%	(1031)	1578
Community: Urban	7%	(85)	17%	(201)	16%	(182)	60%	(690)	1158
Community: Suburban	4%	(88)	14%	(292)	17%	(364)	64%	(1347)	2091
Community: Rural	2%	(23)	10%	(115)	11%	(130)	77%	(883)	1151
Employ: Private Sector	6%	(83)	19%	(254)	17%	(235)	57%	(772)	1343
Employ: Government	7%	(20)	18%	(48)	17%	(46)	57%	(150)	263
Employ: Self-Employed	8%	(33)	20%	(85)	16%	(69)	56%	(239)	426
Employ: Homemaker	2%	(6)	13%	(44)	12%	(42)	74%	(260)	351
Employ: Student	7%	(10)	10%	(15)	16%	(24)	67%	(99)	148
Employ: Retired	2%	(20)	8%	(83)	14%	(140)	76%	(761)	1003
Employ: Unemployed	3%	(14)	9%	(47)	13%	(72)	76%	(413)	546
Employ: Other	4%	(13)	10%	(31)	15%	(49)	71%	(228)	321
Military HH: Yes	6%	(37)	11%	(74)	13%	(85)	70%	(458)	654
Military HH: No	4%	(160)	14%	(534)	16%	(591)	66%	(2461)	3746
RD/WT: Right Direction	7%	(121)	17%	(282)	15%	(255)	60%	(1008)	1666
RD/WT: Wrong Track	3%	(76)	12%	(325)	15%	(421)	70%	(1912)	2734
Biden Job Approve	6%	(128)	17%	(337)	14%	(283)	63%	(1256)	2004
Biden Job Disapprove	3%	(65)	12%	(253)	17%	(356)	68%	(1465)	2140
Biden Job Strongly Approve	9%	(79)	17%	(158)	12%	(114)	62%	(562)	913
Biden Job Somewhat Approve	4%	(48)	16%	(179)	15%	(169)	64%	(694)	1091
Biden Job Somewhat Disapprove	4%	(25)	12%	(75)	20%	(131)	64%	(417)	647
Biden Job Strongly Disapprove	3%	(40)	12%	(178)	15%	(226)	70%	(1048)	1493

Continued on next page

**Table MCSP12\_2:** To what extent are you excited about the following changes to the NHL 2021-2022 season?  
Wayne Gretzky joining Turner Sports as a new NHL studio analyst

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	4%	(197)	14%	(608)	15%	(676)	66%	(2919)	4400
Favorable of Biden	6%	(127)	16%	(327)	15%	(301)	63%	(1304)	2059
Unfavorable of Biden	3%	(63)	12%	(251)	16%	(335)	69%	(1444)	2093
Very Favorable of Biden	9%	(88)	16%	(163)	14%	(140)	61%	(615)	1006
Somewhat Favorable of Biden	4%	(39)	16%	(163)	15%	(161)	65%	(689)	1053
Somewhat Unfavorable of Biden	4%	(25)	13%	(73)	17%	(97)	66%	(372)	567
Very Unfavorable of Biden	2%	(38)	12%	(178)	16%	(238)	70%	(1072)	1527
#1 Issue: Economy	5%	(82)	15%	(241)	18%	(283)	62%	(995)	1601
#1 Issue: Security	3%	(22)	15%	(107)	15%	(106)	68%	(488)	723
#1 Issue: Health Care	5%	(28)	16%	(90)	15%	(86)	64%	(357)	561
#1 Issue: Medicare / Social Security	3%	(15)	11%	(56)	12%	(63)	75%	(391)	525
#1 Issue: Women's Issues	5%	(15)	13%	(40)	15%	(45)	66%	(199)	299
#1 Issue: Education	5%	(8)	13%	(23)	17%	(29)	65%	(109)	168
#1 Issue: Energy	6%	(15)	10%	(23)	12%	(28)	71%	(161)	227
#1 Issue: Other	4%	(13)	9%	(27)	12%	(36)	74%	(220)	297
2020 Vote: Joe Biden	6%	(124)	15%	(300)	15%	(300)	63%	(1236)	1960
2020 Vote: Donald Trump	3%	(46)	14%	(197)	16%	(223)	67%	(932)	1398
2020 Vote: Other	4%	(6)	20%	(32)	18%	(29)	59%	(97)	164
2020 Vote: Didn't Vote	2%	(20)	9%	(79)	14%	(124)	75%	(652)	875
2018 House Vote: Democrat	6%	(86)	15%	(221)	16%	(234)	63%	(933)	1475
2018 House Vote: Republican	4%	(51)	15%	(182)	15%	(183)	65%	(780)	1196
2018 House Vote: Someone else	4%	(5)	14%	(17)	12%	(15)	70%	(87)	123
2016 Vote: Hillary Clinton	5%	(72)	15%	(206)	15%	(216)	65%	(906)	1400
2016 Vote: Donald Trump	5%	(60)	16%	(207)	16%	(213)	64%	(841)	1321
2016 Vote: Other	4%	(9)	18%	(44)	14%	(35)	65%	(162)	249
2016 Vote: Didn't Vote	4%	(56)	10%	(150)	15%	(212)	71%	(1007)	1425
Voted in 2014: Yes	5%	(124)	15%	(371)	15%	(373)	64%	(1573)	2442
Voted in 2014: No	4%	(73)	12%	(237)	15%	(303)	69%	(1346)	1958
4-Region: Northeast	6%	(47)	13%	(102)	16%	(128)	65%	(510)	787
4-Region: Midwest	3%	(32)	14%	(126)	16%	(146)	67%	(621)	925
4-Region: South	4%	(71)	13%	(216)	14%	(232)	68%	(1128)	1648
4-Region: West	5%	(47)	16%	(164)	16%	(170)	63%	(660)	1040

Continued on next page



**Table MCSP12\_2: To what extent are you excited about the following changes to the NHL 2021-2022 season?  
 Wayne Gretzky joining Turner Sports as a new NHL studio analyst**

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	4%	(197)	14%	(608)	15%	(676)	66%	(2919)	4400
2110001	4%	(95)	13%	(292)	14%	(313)	68%	(1481)	2182
2110009	5%	(101)	14%	(315)	16%	(363)	65%	(1439)	2218
Sports Fans	6%	(180)	20%	(569)	20%	(587)	54%	(1562)	2899
Avid Sports Fans	12%	(103)	26%	(218)	25%	(210)	36%	(294)	824
Casual Sports Fans	4%	(78)	17%	(351)	18%	(377)	61%	(1268)	2074
Non-Sports Fans	1%	(17)	3%	(38)	6%	(89)	90%	(1357)	1501
Sports Fans Non-NHL	1%	(21)	6%	(95)	15%	(226)	77%	(1145)	1486
NHL Fans	11%	(165)	33%	(495)	25%	(384)	31%	(480)	1523
Avid NHL Fans	24%	(92)	39%	(151)	21%	(82)	16%	(63)	387
Casual NHL Fans	6%	(73)	30%	(345)	27%	(302)	37%	(417)	1137
Has Favorite NHL Team	13%	(134)	33%	(343)	24%	(243)	30%	(307)	1026
Has Favorite MLB Team	8%	(142)	21%	(385)	19%	(352)	52%	(944)	1823
Has Favorite NBA Team	9%	(134)	23%	(346)	22%	(327)	45%	(673)	1481
Has Favorite NFL Team	7%	(166)	20%	(464)	19%	(446)	54%	(1279)	2355
MLB Fans	7%	(163)	21%	(483)	20%	(461)	51%	(1155)	2262
NBA Fans	8%	(164)	22%	(447)	22%	(453)	47%	(956)	2020
NFL Fans	7%	(187)	20%	(539)	20%	(554)	54%	(1482)	2762
Avid MLB Fans	11%	(84)	24%	(180)	20%	(147)	44%	(325)	736
Avid NBA	14%	(93)	28%	(187)	22%	(148)	37%	(248)	676
Avid NFL Fans	10%	(125)	23%	(277)	21%	(256)	45%	(541)	1200

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

**Table MCSP12\_3:** To what extent are you excited about the following changes to the NHL 2021-2022 season?  
The Seattle Kraken debuting as an expansion team during the 2021-2022 NHL season

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	5%	(226)	10%	(458)	16%	(710)	68%	(3007)	4400
Gender: Male	8%	(161)	15%	(320)	19%	(402)	58%	(1240)	2124
Gender: Female	3%	(65)	6%	(137)	14%	(308)	78%	(1766)	2276
Age: 18-34	7%	(98)	14%	(181)	19%	(245)	60%	(787)	1310
Age: 35-44	8%	(56)	12%	(86)	20%	(142)	60%	(430)	715
Age: 45-64	4%	(55)	9%	(139)	14%	(216)	73%	(1093)	1502
Age: 65+	2%	(17)	6%	(52)	12%	(107)	80%	(697)	873
GenZers: 1997-2012	5%	(24)	14%	(63)	25%	(116)	56%	(263)	465
Millennials: 1981-1996	9%	(112)	14%	(174)	18%	(227)	60%	(764)	1276
GenXers: 1965-1980	6%	(57)	11%	(113)	16%	(163)	68%	(694)	1028
Baby Boomers: 1946-1964	2%	(32)	7%	(99)	13%	(184)	78%	(1140)	1455
PID: Dem (no lean)	7%	(118)	12%	(201)	15%	(250)	66%	(1084)	1653
PID: Ind (no lean)	3%	(50)	9%	(138)	17%	(250)	70%	(1026)	1464
PID: Rep (no lean)	5%	(58)	9%	(119)	16%	(210)	70%	(896)	1284
PID/Gender: Dem Men	11%	(84)	18%	(139)	17%	(131)	55%	(423)	776
PID/Gender: Dem Women	4%	(34)	7%	(62)	14%	(120)	75%	(661)	877
PID/Gender: Ind Men	4%	(33)	14%	(103)	19%	(146)	62%	(468)	750
PID/Gender: Ind Women	2%	(17)	5%	(35)	15%	(104)	78%	(559)	714
PID/Gender: Rep Men	7%	(44)	13%	(79)	21%	(126)	58%	(350)	598
PID/Gender: Rep Women	2%	(15)	6%	(40)	12%	(84)	80%	(547)	686
Ideo: Liberal (1-3)	8%	(106)	12%	(147)	16%	(197)	64%	(808)	1257
Ideo: Moderate (4)	4%	(49)	12%	(151)	17%	(219)	67%	(838)	1257
Ideo: Conservative (5-7)	4%	(64)	10%	(141)	16%	(230)	70%	(999)	1434
Educ: < College	4%	(110)	10%	(293)	15%	(464)	71%	(2157)	3024
Educ: Bachelors degree	8%	(68)	12%	(106)	18%	(156)	63%	(558)	888
Educ: Post-grad	10%	(47)	12%	(58)	19%	(90)	60%	(292)	488
Income: Under 50k	3%	(75)	9%	(215)	16%	(375)	72%	(1750)	2415
Income: 50k-100k	6%	(88)	11%	(155)	17%	(229)	66%	(914)	1387
Income: 100k+	10%	(63)	15%	(87)	18%	(106)	57%	(342)	598
Ethnicity: White	5%	(164)	10%	(337)	15%	(516)	70%	(2427)	3443
Ethnicity: Hispanic	7%	(51)	12%	(83)	21%	(147)	60%	(419)	699
Ethnicity: Black	8%	(44)	12%	(68)	19%	(102)	61%	(335)	549

Continued on next page

**Table MCSP12\_3:** To what extent are you excited about the following changes to the NHL 2021-2022 season?  
The Seattle Kraken debuting as an expansion team during the 2021-2022 NHL season

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	5%	(226)	10%	(458)	16%	(710)	68%	(3007)	4400
Ethnicity: Other	4%	(18)	13%	(53)	23%	(93)	60%	(245)	408
All Christian	5%	(101)	12%	(240)	17%	(344)	65%	(1290)	1974
All Non-Christian	11%	(23)	13%	(28)	17%	(35)	58%	(122)	208
Atheist	7%	(17)	11%	(29)	10%	(27)	71%	(184)	258
Agnostic/Nothing in particular	4%	(51)	8%	(95)	14%	(172)	74%	(913)	1232
Something Else	5%	(33)	9%	(65)	18%	(131)	68%	(497)	727
Religious Non-Protestant/Catholic	9%	(23)	16%	(38)	16%	(39)	59%	(147)	247
Evangelical	5%	(58)	12%	(125)	18%	(196)	64%	(685)	1064
Non-Evangelical	5%	(74)	11%	(167)	17%	(271)	68%	(1066)	1578
Community: Urban	8%	(92)	14%	(158)	18%	(206)	61%	(703)	1158
Community: Suburban	5%	(106)	10%	(215)	17%	(362)	67%	(1409)	2091
Community: Rural	2%	(28)	7%	(85)	12%	(142)	78%	(894)	1151
Employ: Private Sector	8%	(114)	15%	(199)	18%	(238)	59%	(793)	1343
Employ: Government	7%	(18)	17%	(44)	21%	(56)	55%	(145)	263
Employ: Self-Employed	8%	(32)	14%	(61)	19%	(80)	59%	(252)	426
Employ: Homemaker	3%	(10)	7%	(24)	15%	(53)	75%	(264)	351
Employ: Student	5%	(7)	16%	(24)	17%	(25)	63%	(92)	148
Employ: Retired	2%	(21)	5%	(54)	13%	(135)	79%	(793)	1003
Employ: Unemployed	2%	(9)	6%	(34)	14%	(77)	78%	(426)	546
Employ: Other	4%	(14)	6%	(19)	15%	(47)	75%	(240)	321
Military HH: Yes	6%	(38)	8%	(51)	14%	(92)	72%	(473)	654
Military HH: No	5%	(188)	11%	(406)	17%	(619)	68%	(2533)	3746
RD/WT: Right Direction	8%	(136)	13%	(212)	16%	(271)	63%	(1047)	1666
RD/WT: Wrong Track	3%	(89)	9%	(246)	16%	(439)	72%	(1960)	2734
Biden Job Approve	8%	(152)	12%	(242)	16%	(315)	65%	(1295)	2004
Biden Job Disapprove	3%	(72)	10%	(207)	16%	(351)	71%	(1510)	2140
Biden Job Strongly Approve	10%	(92)	12%	(112)	14%	(130)	63%	(580)	913
Biden Job Somewhat Approve	5%	(60)	12%	(130)	17%	(185)	66%	(716)	1091
Biden Job Somewhat Disapprove	3%	(19)	13%	(82)	20%	(127)	65%	(419)	647
Biden Job Strongly Disapprove	4%	(53)	8%	(124)	15%	(224)	73%	(1091)	1493

Continued on next page

**Table MCSP12\_3: To what extent are you excited about the following changes to the NHL 2021-2022 season?  
The Seattle Kraken debuting as an expansion team during the 2021-2022 NHL season**

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	5%	(226)	10%	(458)	16%	(710)	68%	(3007)	4400
Favorable of Biden	7%	(147)	12%	(242)	16%	(333)	65%	(1337)	2059
Unfavorable of Biden	3%	(70)	9%	(199)	16%	(336)	71%	(1489)	2093
Very Favorable of Biden	9%	(87)	13%	(126)	15%	(151)	64%	(641)	1006
Somewhat Favorable of Biden	6%	(60)	11%	(116)	17%	(182)	66%	(696)	1053
Somewhat Unfavorable of Biden	4%	(22)	12%	(68)	18%	(100)	66%	(375)	567
Very Unfavorable of Biden	3%	(48)	9%	(130)	15%	(235)	73%	(1114)	1527
#1 Issue: Economy	5%	(87)	11%	(179)	19%	(298)	65%	(1036)	1601
#1 Issue: Security	4%	(32)	8%	(58)	17%	(125)	70%	(509)	723
#1 Issue: Health Care	6%	(32)	13%	(75)	17%	(95)	64%	(358)	561
#1 Issue: Medicare / Social Security	3%	(14)	8%	(43)	11%	(60)	78%	(408)	525
#1 Issue: Women's Issues	6%	(19)	11%	(32)	15%	(46)	68%	(202)	299
#1 Issue: Education	7%	(12)	12%	(20)	17%	(29)	64%	(108)	168
#1 Issue: Energy	7%	(15)	10%	(22)	12%	(28)	72%	(163)	227
#1 Issue: Other	5%	(15)	10%	(29)	10%	(29)	75%	(223)	297
2020 Vote: Joe Biden	8%	(148)	12%	(242)	16%	(309)	64%	(1260)	1960
2020 Vote: Donald Trump	4%	(57)	10%	(141)	16%	(224)	70%	(975)	1398
2020 Vote: Other	7%	(11)	8%	(14)	23%	(38)	62%	(101)	164
2020 Vote: Didn't Vote	1%	(8)	7%	(61)	16%	(139)	76%	(667)	875
2018 House Vote: Democrat	8%	(115)	12%	(176)	15%	(224)	65%	(959)	1475
2018 House Vote: Republican	4%	(51)	12%	(138)	15%	(184)	69%	(823)	1196
2018 House Vote: Someone else	5%	(6)	5%	(6)	20%	(24)	71%	(87)	123
2016 Vote: Hillary Clinton	7%	(102)	11%	(157)	15%	(210)	67%	(931)	1400
2016 Vote: Donald Trump	5%	(64)	11%	(145)	16%	(218)	68%	(894)	1321
2016 Vote: Other	4%	(11)	12%	(30)	19%	(47)	65%	(161)	249
2016 Vote: Didn't Vote	3%	(49)	9%	(125)	16%	(235)	71%	(1016)	1425
Voted in 2014: Yes	6%	(149)	11%	(277)	15%	(377)	67%	(1639)	2442
Voted in 2014: No	4%	(76)	9%	(181)	17%	(333)	70%	(1368)	1958
4-Region: Northeast	5%	(39)	10%	(78)	18%	(144)	67%	(526)	787
4-Region: Midwest	4%	(34)	10%	(94)	16%	(145)	71%	(652)	925
4-Region: South	4%	(66)	9%	(153)	16%	(257)	71%	(1173)	1648
4-Region: West	8%	(87)	13%	(133)	16%	(165)	63%	(655)	1040

Continued on next page

**Table MCSP12\_3:** To what extent are you excited about the following changes to the NHL 2021-2022 season?  
The Seattle Kraken debuting as an expansion team during the 2021-2022 NHL season

Demographic	Very excited		Somewhat excited		Not too excited		Not excited at all		Total N
Adults	5%	(226)	10%	(458)	16%	(710)	68%	(3007)	4400
2110001	5%	(105)	10%	(222)	15%	(337)	70%	(1518)	2182
2110009	5%	(121)	11%	(236)	17%	(373)	67%	(1488)	2218
Sports Fans	7%	(215)	15%	(421)	21%	(623)	57%	(1639)	2899
Avid Sports Fans	15%	(122)	21%	(177)	25%	(209)	38%	(316)	824
Casual Sports Fans	4%	(93)	12%	(245)	20%	(414)	64%	(1323)	2074
Non-Sports Fans	1%	(10)	2%	(36)	6%	(87)	91%	(1367)	1501
Sports Fans Non-NHL	1%	(18)	6%	(88)	14%	(207)	79%	(1173)	1486
NHL Fans	13%	(203)	23%	(350)	29%	(440)	35%	(529)	1523
Avid NHL Fans	28%	(110)	32%	(125)	20%	(79)	19%	(74)	387
Casual NHL Fans	8%	(94)	20%	(225)	32%	(362)	40%	(456)	1137
Has Favorite NHL Team	16%	(165)	25%	(252)	26%	(265)	34%	(345)	1026
Has Favorite MLB Team	9%	(167)	15%	(276)	20%	(363)	56%	(1017)	1823
Has Favorite NBA Team	9%	(140)	17%	(259)	24%	(361)	49%	(720)	1481
Has Favorite NFL Team	7%	(171)	15%	(351)	20%	(474)	58%	(1359)	2355
MLB Fans	9%	(197)	16%	(365)	21%	(478)	54%	(1221)	2262
NBA Fans	8%	(171)	17%	(348)	24%	(488)	50%	(1013)	2020
NFL Fans	7%	(205)	15%	(405)	21%	(588)	57%	(1564)	2762
Avid MLB Fans	13%	(96)	20%	(144)	23%	(167)	45%	(330)	736
Avid NBA	16%	(106)	22%	(149)	23%	(157)	39%	(264)	676
Avid NFL Fans	10%	(121)	19%	(224)	22%	(261)	49%	(594)	1200

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

**Table MCSP13\_1:** And, to what extent do the following make you interested in watching the NHL 2021-2022 season?  
National NHL telecasts moving from NBC and NBCSN to ABC, ESPN, TNT, ESPN+ and Hulu

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	6%	(260)	14%	(638)	15%	(658)	65%	(2845)	4400
Gender: Male	8%	(174)	20%	(416)	17%	(370)	55%	(1164)	2124
Gender: Female	4%	(86)	10%	(222)	13%	(288)	74%	(1681)	2276
Age: 18-34	8%	(110)	17%	(218)	17%	(225)	58%	(757)	1310
Age: 35-44	8%	(58)	19%	(138)	16%	(116)	56%	(404)	715
Age: 45-64	5%	(71)	13%	(202)	14%	(204)	68%	(1025)	1502
Age: 65+	2%	(21)	9%	(81)	13%	(112)	75%	(659)	873
GenZers: 1997-2012	4%	(18)	16%	(72)	22%	(100)	59%	(275)	465
Millennials: 1981-1996	10%	(129)	18%	(235)	16%	(205)	55%	(707)	1276
GenXers: 1965-1980	7%	(69)	15%	(156)	15%	(152)	63%	(650)	1028
Baby Boomers: 1946-1964	3%	(41)	11%	(167)	12%	(175)	74%	(1072)	1455
PID: Dem (no lean)	8%	(134)	17%	(273)	13%	(219)	62%	(1027)	1653
PID: Ind (no lean)	4%	(52)	13%	(184)	17%	(252)	67%	(975)	1464
PID: Rep (no lean)	6%	(74)	14%	(181)	15%	(187)	66%	(842)	1284
PID/Gender: Dem Men	12%	(92)	22%	(170)	15%	(116)	51%	(398)	776
PID/Gender: Dem Women	5%	(41)	12%	(103)	12%	(103)	72%	(630)	877
PID/Gender: Ind Men	4%	(32)	17%	(131)	20%	(148)	59%	(439)	750
PID/Gender: Ind Women	3%	(20)	7%	(53)	15%	(104)	75%	(536)	714
PID/Gender: Rep Men	8%	(50)	19%	(115)	18%	(106)	55%	(327)	598
PID/Gender: Rep Women	4%	(25)	10%	(66)	12%	(81)	75%	(515)	686
Ideo: Liberal (1-3)	8%	(107)	17%	(220)	12%	(149)	62%	(782)	1257
Ideo: Moderate (4)	6%	(71)	16%	(201)	16%	(200)	62%	(785)	1257
Ideo: Conservative (5-7)	5%	(70)	14%	(199)	17%	(239)	65%	(925)	1434
Educ: < College	4%	(132)	13%	(393)	15%	(445)	68%	(2054)	3024
Educ: Bachelors degree	8%	(73)	17%	(152)	16%	(145)	58%	(517)	888
Educ: Post-grad	11%	(55)	19%	(93)	14%	(68)	56%	(273)	488
Income: Under 50k	4%	(105)	12%	(279)	15%	(355)	69%	(1676)	2415
Income: 50k-100k	7%	(94)	18%	(248)	14%	(201)	61%	(844)	1387
Income: 100k+	10%	(62)	19%	(111)	17%	(101)	54%	(325)	598
Ethnicity: White	6%	(201)	14%	(481)	14%	(469)	67%	(2292)	3443
Ethnicity: Hispanic	7%	(49)	17%	(121)	17%	(120)	59%	(409)	699

Continued on next page

**Table MCSP13\_1:** And, to what extent do the following make you interested in watching the NHL 2021-2022 season?  
 National NHL telecasts moving from NBC and NBCSN to ABC, ESPN, TNT, ESPN+ and Hulu

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	6%	(260)	14%	(638)	15%	(658)	65%	(2845)	4400
Ethnicity: Black	8%	(44)	17%	(94)	17%	(96)	57%	(315)	549
Ethnicity: Other	4%	(15)	15%	(63)	23%	(93)	58%	(238)	408
All Christian	7%	(132)	17%	(326)	15%	(301)	62%	(1216)	1974
All Non-Christian	12%	(25)	17%	(36)	16%	(32)	55%	(114)	208
Atheist	7%	(19)	14%	(35)	10%	(26)	69%	(178)	258
Agnostic/Nothing in particular	4%	(46)	12%	(144)	14%	(171)	71%	(871)	1232
Something Else	5%	(38)	13%	(96)	18%	(128)	64%	(466)	727
Religious Non-Protestant/Catholic	11%	(27)	18%	(45)	15%	(36)	56%	(139)	247
Evangelical	8%	(80)	16%	(171)	14%	(149)	62%	(664)	1064
Non-Evangelical	5%	(83)	15%	(240)	17%	(271)	62%	(983)	1578
Community: Urban	10%	(112)	17%	(201)	16%	(181)	57%	(663)	1158
Community: Suburban	5%	(108)	15%	(314)	17%	(350)	63%	(1320)	2091
Community: Rural	3%	(40)	11%	(123)	11%	(127)	75%	(861)	1151
Employ: Private Sector	9%	(119)	20%	(264)	16%	(211)	56%	(748)	1343
Employ: Government	10%	(26)	19%	(50)	17%	(45)	54%	(143)	263
Employ: Self-Employed	9%	(40)	20%	(85)	17%	(74)	53%	(227)	426
Employ: Homemaker	5%	(19)	12%	(42)	8%	(27)	75%	(262)	351
Employ: Student	6%	(8)	15%	(23)	17%	(25)	62%	(92)	148
Employ: Retired	2%	(24)	10%	(102)	13%	(133)	74%	(745)	1003
Employ: Unemployed	3%	(17)	9%	(49)	15%	(83)	73%	(397)	546
Employ: Other	2%	(7)	7%	(23)	19%	(61)	72%	(230)	321
Military HH: Yes	6%	(40)	13%	(84)	14%	(92)	67%	(438)	654
Military HH: No	6%	(220)	15%	(554)	15%	(566)	64%	(2406)	3746
RD/WT: Right Direction	10%	(159)	17%	(282)	14%	(239)	59%	(986)	1666
RD/WT: Wrong Track	4%	(101)	13%	(356)	15%	(419)	68%	(1858)	2734
Biden Job Approve	9%	(173)	17%	(335)	14%	(275)	61%	(1221)	2004
Biden Job Disapprove	4%	(85)	13%	(289)	16%	(338)	67%	(1428)	2140

Continued on next page

**Table MCSP13\_1:** And, to what extent do the following make you interested in watching the NHL 2021-2022 season?  
National NHL telecasts moving from NBC and NBCSN to ABC, ESPN, TNT, ESPN+ and Hulu

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	6%	(260)	14%	(638)	15%	(658)	65%	(2845)	4400
Biden Job Strongly Approve	11%	(104)	17%	(153)	12%	(107)	60%	(549)	913
Biden Job Somewhat Approve	6%	(69)	17%	(182)	15%	(168)	62%	(671)	1091
Biden Job Somewhat Disapprove	5%	(33)	14%	(92)	18%	(115)	63%	(407)	647
Biden Job Strongly Disapprove	3%	(52)	13%	(197)	15%	(222)	68%	(1022)	1493
Favorable of Biden	8%	(174)	16%	(333)	14%	(287)	61%	(1265)	2059
Unfavorable of Biden	4%	(80)	13%	(281)	16%	(325)	67%	(1407)	2093
Very Favorable of Biden	11%	(110)	17%	(170)	12%	(117)	60%	(609)	1006
Somewhat Favorable of Biden	6%	(63)	15%	(163)	16%	(170)	62%	(657)	1053
Somewhat Unfavorable of Biden	5%	(30)	16%	(88)	16%	(90)	63%	(359)	567
Very Unfavorable of Biden	3%	(50)	13%	(193)	15%	(236)	69%	(1048)	1527
#1 Issue: Economy	7%	(109)	15%	(247)	17%	(269)	61%	(976)	1601
#1 Issue: Security	5%	(35)	13%	(92)	16%	(119)	66%	(477)	723
#1 Issue: Health Care	9%	(48)	15%	(83)	15%	(87)	61%	(343)	561
#1 Issue: Medicare / Social Security	4%	(19)	12%	(64)	11%	(58)	73%	(383)	525
#1 Issue: Women's Issues	4%	(11)	17%	(50)	14%	(41)	66%	(197)	299
#1 Issue: Education	5%	(8)	20%	(33)	15%	(26)	60%	(101)	168
#1 Issue: Energy	6%	(14)	13%	(30)	10%	(23)	70%	(160)	227
#1 Issue: Other	5%	(15)	13%	(39)	12%	(35)	70%	(208)	297
2020 Vote: Joe Biden	9%	(169)	16%	(315)	14%	(274)	61%	(1202)	1960
2020 Vote: Donald Trump	4%	(63)	15%	(214)	16%	(218)	65%	(904)	1398
2020 Vote: Other	4%	(7)	17%	(28)	19%	(31)	60%	(98)	164
2020 Vote: Didn't Vote	2%	(21)	9%	(80)	15%	(135)	73%	(639)	875
2018 House Vote: Democrat	8%	(123)	16%	(237)	14%	(200)	62%	(915)	1475
2018 House Vote: Republican	6%	(70)	15%	(179)	15%	(184)	64%	(764)	1196
2018 House Vote: Someone else	5%	(6)	10%	(12)	16%	(19)	70%	(86)	123
2016 Vote: Hillary Clinton	8%	(109)	16%	(221)	13%	(184)	63%	(886)	1400
2016 Vote: Donald Trump	6%	(83)	16%	(214)	15%	(201)	62%	(823)	1321
2016 Vote: Other	6%	(15)	15%	(38)	17%	(41)	62%	(156)	249
2016 Vote: Didn't Vote	4%	(53)	12%	(166)	16%	(230)	69%	(977)	1425

Continued on next page



**Table MCSP13\_1:** And, to what extent do the following make you interested in watching the NHL 2021-2022 season?  
National NHL telecasts moving from NBC and NBCSN to ABC, ESPN, TNT, ESPN+ and Hulu

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	6%	(260)	14%	(638)	15%	(658)	65%	(2845)	4400
Voted in 2014: Yes	7%	(179)	15%	(370)	14%	(349)	63%	(1543)	2442
Voted in 2014: No	4%	(81)	14%	(267)	16%	(309)	66%	(1301)	1958
4-Region: Northeast	8%	(59)	16%	(124)	15%	(115)	62%	(489)	787
4-Region: Midwest	5%	(44)	14%	(128)	15%	(139)	66%	(614)	925
4-Region: South	5%	(89)	13%	(220)	13%	(222)	68%	(1117)	1648
4-Region: West	6%	(68)	16%	(166)	17%	(182)	60%	(625)	1040
2110001	5%	(118)	14%	(301)	15%	(324)	66%	(1438)	2182
2110009	6%	(142)	15%	(337)	15%	(333)	63%	(1406)	2218
Sports Fans	9%	(250)	21%	(594)	19%	(562)	52%	(1493)	2899
Avid Sports Fans	18%	(146)	29%	(238)	21%	(169)	33%	(271)	824
Casual Sports Fans	5%	(104)	17%	(357)	19%	(392)	59%	(1222)	2074
Non-Sports Fans	1%	(10)	3%	(43)	6%	(96)	90%	(1352)	1501
Sports Fans Non-NHL	1%	(21)	6%	(95)	15%	(221)	77%	(1149)	1486
NHL Fans	16%	(238)	34%	(519)	24%	(370)	26%	(397)	1523
Avid NHL Fans	35%	(136)	40%	(155)	13%	(50)	12%	(46)	387
Casual NHL Fans	9%	(101)	32%	(364)	28%	(320)	31%	(351)	1137
Has Favorite NHL Team	19%	(194)	36%	(368)	22%	(230)	23%	(235)	1026
Has Favorite MLB Team	10%	(177)	23%	(422)	18%	(336)	49%	(888)	1823
Has Favorite NBA Team	12%	(173)	24%	(354)	20%	(303)	44%	(650)	1481
Has Favorite NFL Team	9%	(211)	21%	(487)	18%	(427)	52%	(1229)	2355
MLB Fans	10%	(219)	22%	(505)	20%	(448)	48%	(1091)	2262
NBA Fans	11%	(213)	23%	(463)	21%	(429)	45%	(916)	2020
NFL Fans	9%	(246)	20%	(559)	20%	(540)	51%	(1417)	2762
Avid MLB Fans	15%	(110)	25%	(183)	19%	(143)	41%	(301)	736
Avid NBA	20%	(133)	25%	(170)	20%	(135)	35%	(237)	676
Avid NFL Fans	13%	(156)	24%	(287)	20%	(239)	43%	(517)	1200

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

**Table MCSP13\_2:** And, to what extent do the following make you interested in watching the NHL 2021-2022 season?  
Wayne Gretzky joining Turner Sports as a new NHL studio analyst

Demographic	Very interested	Somewhat interested	Not too interested	Not interested at all	Total N
Adults	5% (226)	14% (605)	15% (665)	66% (2904)	4400
Gender: Male	7% (151)	19% (395)	18% (373)	57% (1205)	2124
Gender: Female	3% (75)	9% (210)	13% (292)	75% (1699)	2276
Age: 18-34	7% (88)	14% (180)	19% (247)	61% (794)	1310
Age: 35-44	8% (55)	19% (136)	17% (118)	57% (406)	715
Age: 45-64	5% (69)	14% (212)	12% (185)	69% (1035)	1502
Age: 65+	2% (13)	9% (77)	13% (114)	77% (668)	873
GenZers: 1997-2012	4% (20)	15% (68)	20% (94)	61% (284)	465
Millennials: 1981-1996	8% (102)	16% (200)	18% (235)	58% (739)	1276
GenXers: 1965-1980	7% (67)	17% (172)	13% (137)	63% (652)	1028
Baby Boomers: 1946-1964	2% (36)	11% (156)	12% (172)	75% (1091)	1455
PID: Dem (no lean)	7% (114)	14% (239)	15% (250)	63% (1049)	1653
PID: Ind (no lean)	3% (45)	13% (185)	16% (237)	68% (996)	1464
PID: Rep (no lean)	5% (66)	14% (181)	14% (178)	67% (859)	1284
PID/Gender: Dem Men	11% (83)	20% (152)	17% (129)	53% (412)	776
PID/Gender: Dem Women	4% (31)	10% (87)	14% (121)	73% (637)	877
PID/Gender: Ind Men	3% (24)	18% (135)	18% (137)	60% (453)	750
PID/Gender: Ind Women	3% (21)	7% (50)	14% (100)	76% (543)	714
PID/Gender: Rep Men	7% (43)	18% (108)	18% (106)	57% (341)	598
PID/Gender: Rep Women	3% (23)	11% (73)	10% (71)	76% (519)	686
Ideo: Liberal (1-3)	7% (88)	15% (190)	15% (190)	63% (789)	1257
Ideo: Moderate (4)	5% (61)	14% (181)	17% (212)	64% (803)	1257
Ideo: Conservative (5-7)	4% (63)	15% (209)	14% (204)	67% (958)	1434
Educ: < College	4% (123)	13% (380)	14% (436)	69% (2084)	3024
Educ: Bachelors degree	6% (56)	15% (137)	17% (154)	61% (541)	888
Educ: Post-grad	10% (47)	18% (88)	15% (75)	57% (278)	488
Income: Under 50k	3% (82)	11% (266)	15% (362)	71% (1706)	2415
Income: 50k-100k	6% (88)	16% (220)	15% (212)	63% (867)	1387
Income: 100k+	9% (57)	20% (120)	15% (90)	55% (332)	598
Ethnicity: White	5% (180)	13% (451)	14% (474)	68% (2339)	3443
Ethnicity: Hispanic	7% (48)	18% (123)	18% (124)	58% (403)	699

Continued on next page

**Table MCSP13\_2:** And, to what extent do the following make you interested in watching the NHL 2021-2022 season?  
 Wayne Gretzky joining Turner Sports as a new NHL studio analyst

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	5%	(226)	14%	(605)	15%	(665)	66%	(2904)	4400
Ethnicity: Black	5%	(26)	17%	(91)	20%	(110)	59%	(321)	549
Ethnicity: Other	5%	(20)	16%	(64)	20%	(81)	60%	(244)	408
All Christian	6%	(113)	16%	(311)	15%	(296)	64%	(1254)	1974
All Non-Christian	11%	(22)	17%	(36)	19%	(39)	54%	(111)	208
Atheist	7%	(17)	13%	(34)	13%	(33)	67%	(174)	258
Agnostic/Nothing in particular	3%	(41)	11%	(136)	14%	(176)	71%	(880)	1232
Something Else	4%	(32)	12%	(88)	17%	(122)	67%	(486)	727
Religious Non-Protestant/Catholic	9%	(22)	17%	(42)	18%	(45)	56%	(138)	247
Evangelical	6%	(67)	15%	(164)	16%	(170)	62%	(663)	1064
Non-Evangelical	5%	(76)	14%	(222)	15%	(241)	66%	(1039)	1578
Community: Urban	8%	(97)	17%	(192)	17%	(192)	58%	(677)	1158
Community: Suburban	5%	(96)	14%	(293)	17%	(358)	64%	(1345)	2091
Community: Rural	3%	(33)	10%	(120)	10%	(115)	77%	(882)	1151
Employ: Private Sector	8%	(102)	18%	(243)	17%	(228)	57%	(770)	1343
Employ: Government	8%	(22)	16%	(41)	18%	(47)	58%	(152)	263
Employ: Self-Employed	8%	(34)	20%	(84)	16%	(70)	56%	(238)	426
Employ: Homemaker	2%	(7)	12%	(41)	12%	(43)	74%	(260)	351
Employ: Student	3%	(5)	14%	(21)	19%	(29)	63%	(93)	148
Employ: Retired	2%	(24)	9%	(94)	12%	(125)	76%	(759)	1003
Employ: Unemployed	4%	(20)	8%	(45)	14%	(74)	75%	(406)	546
Employ: Other	4%	(12)	11%	(35)	15%	(49)	70%	(225)	321
Military HH: Yes	6%	(36)	13%	(83)	13%	(86)	69%	(448)	654
Military HH: No	5%	(190)	14%	(522)	15%	(578)	66%	(2456)	3746
RD/WT: Right Direction	8%	(137)	15%	(246)	16%	(264)	61%	(1018)	1666
RD/WT: Wrong Track	3%	(89)	13%	(359)	15%	(400)	69%	(1886)	2734
Biden Job Approve	7%	(146)	15%	(304)	15%	(305)	62%	(1248)	2004
Biden Job Disapprove	3%	(75)	13%	(280)	15%	(320)	68%	(1465)	2140

Continued on next page

**Table MCSP13\_2:** And, to what extent do the following make you interested in watching the NHL 2021-2022 season?  
Wayne Gretzky joining Turner Sports as a new NHL studio analyst

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	5%	(226)	14%	(605)	15%	(665)	66%	(2904)	4400
Biden Job Strongly Approve	10%	(95)	16%	(143)	12%	(111)	62%	(564)	913
Biden Job Somewhat Approve	5%	(51)	15%	(161)	18%	(194)	63%	(685)	1091
Biden Job Somewhat Disapprove	3%	(22)	13%	(85)	19%	(125)	64%	(416)	647
Biden Job Strongly Disapprove	4%	(53)	13%	(196)	13%	(195)	70%	(1049)	1493
Favorable of Biden	7%	(148)	15%	(303)	16%	(324)	62%	(1284)	2059
Unfavorable of Biden	4%	(76)	13%	(272)	14%	(297)	69%	(1449)	2093
Very Favorable of Biden	10%	(97)	16%	(158)	13%	(133)	61%	(618)	1006
Somewhat Favorable of Biden	5%	(50)	14%	(145)	18%	(191)	63%	(667)	1053
Somewhat Unfavorable of Biden	4%	(20)	14%	(79)	17%	(94)	66%	(374)	567
Very Unfavorable of Biden	4%	(56)	13%	(194)	13%	(202)	70%	(1075)	1527
#1 Issue: Economy	5%	(83)	15%	(243)	18%	(282)	62%	(992)	1601
#1 Issue: Security	5%	(34)	14%	(98)	14%	(102)	67%	(488)	723
#1 Issue: Health Care	6%	(32)	16%	(89)	14%	(81)	64%	(360)	561
#1 Issue: Medicare / Social Security	4%	(21)	11%	(59)	11%	(57)	74%	(387)	525
#1 Issue: Women's Issues	6%	(17)	10%	(31)	19%	(55)	66%	(196)	299
#1 Issue: Education	8%	(13)	13%	(21)	17%	(28)	63%	(105)	168
#1 Issue: Energy	7%	(16)	13%	(29)	10%	(23)	70%	(160)	227
#1 Issue: Other	3%	(9)	12%	(34)	12%	(37)	73%	(216)	297
2020 Vote: Joe Biden	7%	(133)	15%	(292)	15%	(300)	63%	(1235)	1960
2020 Vote: Donald Trump	4%	(62)	15%	(206)	15%	(206)	66%	(925)	1398
2020 Vote: Other	2%	(4)	14%	(23)	25%	(41)	59%	(96)	164
2020 Vote: Didn't Vote	3%	(27)	10%	(84)	14%	(118)	74%	(646)	875
2018 House Vote: Democrat	7%	(102)	14%	(213)	15%	(221)	64%	(939)	1475
2018 House Vote: Republican	5%	(64)	16%	(190)	14%	(162)	65%	(780)	1196
2018 House Vote: Someone else	6%	(7)	11%	(13)	16%	(20)	67%	(83)	123
2016 Vote: Hillary Clinton	6%	(84)	14%	(199)	15%	(209)	65%	(907)	1400
2016 Vote: Donald Trump	6%	(78)	16%	(215)	14%	(185)	64%	(844)	1321
2016 Vote: Other	4%	(11)	14%	(35)	18%	(45)	63%	(158)	249
2016 Vote: Didn't Vote	4%	(53)	11%	(157)	16%	(224)	70%	(991)	1425

Continued on next page

**Table MCSP13\_2:** And, to what extent do the following make you interested in watching the NHL 2021-2022 season?  
Wayne Gretzky joining Turner Sports as a new NHL studio analyst

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	5%	(226)	14%	(605)	15%	(665)	66%	(2904)	4400
Voted in 2014: Yes	6%	(155)	15%	(355)	15%	(356)	65%	(1575)	2442
Voted in 2014: No	4%	(71)	13%	(250)	16%	(309)	68%	(1329)	1958
4-Region: Northeast	7%	(53)	14%	(108)	15%	(116)	65%	(509)	787
4-Region: Midwest	6%	(57)	14%	(129)	14%	(129)	66%	(610)	925
4-Region: South	4%	(65)	14%	(227)	13%	(222)	69%	(1134)	1648
4-Region: West	5%	(51)	14%	(141)	19%	(198)	63%	(650)	1040
2110001	5%	(99)	13%	(294)	14%	(315)	68%	(1473)	2182
2110009	6%	(127)	14%	(312)	16%	(350)	64%	(1431)	2218
Sports Fans	7%	(213)	19%	(560)	20%	(576)	53%	(1551)	2899
Avid Sports Fans	14%	(115)	28%	(228)	23%	(191)	35%	(290)	824
Casual Sports Fans	5%	(98)	16%	(332)	19%	(385)	61%	(1260)	2074
Non-Sports Fans	1%	(13)	3%	(46)	6%	(89)	90%	(1353)	1501
Sports Fans Non-NHL	1%	(15)	7%	(110)	14%	(213)	77%	(1148)	1486
NHL Fans	14%	(206)	31%	(474)	25%	(387)	30%	(456)	1523
Avid NHL Fans	28%	(107)	34%	(133)	22%	(83)	16%	(63)	387
Casual NHL Fans	9%	(99)	30%	(341)	27%	(303)	35%	(394)	1137
Has Favorite NHL Team	15%	(153)	33%	(334)	24%	(247)	29%	(293)	1026
Has Favorite MLB Team	9%	(158)	21%	(383)	19%	(349)	51%	(933)	1823
Has Favorite NBA Team	10%	(152)	24%	(350)	22%	(321)	44%	(658)	1481
Has Favorite NFL Team	8%	(183)	19%	(456)	19%	(447)	54%	(1269)	2355
MLB Fans	9%	(194)	21%	(482)	19%	(436)	51%	(1149)	2262
NBA Fans	9%	(187)	22%	(450)	22%	(443)	47%	(941)	2020
NFL Fans	8%	(213)	19%	(529)	20%	(545)	53%	(1475)	2762
Avid MLB Fans	13%	(96)	23%	(168)	20%	(148)	44%	(324)	736
Avid NBA	15%	(101)	27%	(181)	23%	(153)	36%	(240)	676
Avid NFL Fans	11%	(135)	22%	(264)	21%	(254)	46%	(547)	1200

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

**Table MCSP13\_3:** *And, to what extent do the following make you interested in watching the NHL 2021-2022 season?  
The Seattle Kraken debuting as an expansion team during the 2021-2022 NHL season*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	6%	(245)	12%	(506)	16%	(687)	67%	(2962)	4400
Gender: Male	9%	(181)	16%	(342)	18%	(387)	57%	(1213)	2124
Gender: Female	3%	(63)	7%	(164)	13%	(300)	77%	(1749)	2276
Age: 18-34	8%	(104)	14%	(184)	18%	(236)	60%	(786)	1310
Age: 35-44	8%	(58)	15%	(109)	19%	(137)	58%	(411)	715
Age: 45-64	4%	(62)	10%	(156)	14%	(208)	72%	(1076)	1502
Age: 65+	2%	(20)	7%	(57)	12%	(106)	79%	(689)	873
GenZers: 1997-2012	7%	(34)	14%	(63)	18%	(86)	61%	(283)	465
Millennials: 1981-1996	8%	(106)	16%	(198)	19%	(242)	57%	(730)	1276
GenXers: 1965-1980	7%	(68)	13%	(131)	15%	(153)	66%	(676)	1028
Baby Boomers: 1946-1964	2%	(33)	8%	(111)	12%	(181)	78%	(1130)	1455
PID: Dem (no lean)	7%	(123)	14%	(223)	14%	(236)	65%	(1070)	1653
PID: Ind (no lean)	4%	(58)	10%	(145)	17%	(248)	69%	(1013)	1464
PID: Rep (no lean)	5%	(63)	11%	(138)	16%	(203)	68%	(879)	1284
PID/Gender: Dem Men	12%	(91)	19%	(149)	16%	(124)	53%	(412)	776
PID/Gender: Dem Women	4%	(33)	8%	(74)	13%	(113)	75%	(658)	877
PID/Gender: Ind Men	6%	(43)	14%	(105)	19%	(142)	61%	(460)	750
PID/Gender: Ind Women	2%	(15)	6%	(40)	15%	(106)	78%	(553)	714
PID/Gender: Rep Men	8%	(47)	15%	(88)	20%	(121)	57%	(341)	598
PID/Gender: Rep Women	2%	(16)	7%	(50)	12%	(82)	79%	(538)	686
Ideo: Liberal (1-3)	9%	(109)	14%	(173)	14%	(173)	64%	(803)	1257
Ideo: Moderate (4)	4%	(52)	13%	(162)	17%	(219)	66%	(824)	1257
Ideo: Conservative (5-7)	5%	(74)	11%	(151)	16%	(232)	68%	(977)	1434
Educ: < College	4%	(123)	11%	(327)	15%	(449)	70%	(2126)	3024
Educ: Bachelors degree	8%	(70)	12%	(104)	19%	(164)	62%	(549)	888
Educ: Post-grad	11%	(52)	15%	(76)	15%	(74)	59%	(287)	488
Income: Under 50k	4%	(90)	9%	(218)	16%	(377)	72%	(1730)	2415
Income: 50k-100k	6%	(90)	14%	(188)	16%	(217)	64%	(892)	1387
Income: 100k+	11%	(65)	17%	(100)	16%	(93)	57%	(340)	598
Ethnicity: White	5%	(181)	11%	(373)	14%	(494)	70%	(2396)	3443
Ethnicity: Hispanic	8%	(54)	14%	(98)	20%	(138)	58%	(409)	699

Continued on next page

**Table MCSP13\_3:** *And, to what extent do the following make you interested in watching the NHL 2021-2022 season?  
The Seattle Kraken debuting as an expansion team during the 2021-2022 NHL season*

<b>Demographic</b>	<b>Very interested</b>		<b>Somewhat interested</b>		<b>Not too interested</b>		<b>Not interested at all</b>		<b>Total N</b>
Adults	6%	(245)	12%	(506)	16%	(687)	67%	(2962)	4400
Ethnicity: Black	7%	(38)	15%	(80)	20%	(111)	58%	(320)	549
Ethnicity: Other	6%	(26)	13%	(54)	20%	(82)	60%	(247)	408
All Christian	6%	(119)	13%	(250)	16%	(324)	65%	(1282)	1974
All Non-Christian	13%	(26)	13%	(27)	19%	(40)	55%	(114)	208
Atheist	8%	(21)	12%	(30)	9%	(23)	71%	(184)	258
Agnostic/Nothing in particular	3%	(40)	10%	(118)	14%	(175)	73%	(899)	1232
Something Else	5%	(39)	11%	(80)	17%	(124)	67%	(484)	727
Religious Non-Protestant/Catholic	13%	(33)	13%	(31)	18%	(44)	56%	(139)	247
Evangelical	6%	(63)	15%	(160)	16%	(166)	63%	(675)	1064
Non-Evangelical	5%	(86)	10%	(162)	17%	(275)	67%	(1056)	1578
Community: Urban	9%	(103)	15%	(178)	15%	(177)	60%	(701)	1158
Community: Suburban	5%	(109)	11%	(222)	18%	(382)	66%	(1378)	2091
Community: Rural	3%	(33)	9%	(106)	11%	(128)	77%	(884)	1151
Employ: Private Sector	9%	(124)	15%	(208)	17%	(226)	58%	(785)	1343
Employ: Government	7%	(19)	19%	(50)	18%	(48)	56%	(146)	263
Employ: Self-Employed	8%	(36)	15%	(65)	19%	(81)	57%	(244)	426
Employ: Homemaker	4%	(14)	7%	(25)	15%	(52)	74%	(260)	351
Employ: Student	8%	(12)	14%	(20)	11%	(17)	67%	(98)	148
Employ: Retired	2%	(24)	7%	(67)	13%	(132)	78%	(780)	1003
Employ: Unemployed	1%	(7)	7%	(39)	14%	(77)	78%	(423)	546
Employ: Other	3%	(10)	10%	(32)	17%	(54)	70%	(225)	321
Military HH: Yes	6%	(41)	9%	(60)	15%	(95)	70%	(457)	654
Military HH: No	5%	(204)	12%	(446)	16%	(592)	67%	(2505)	3746
RD/WT: Right Direction	9%	(149)	15%	(245)	15%	(251)	61%	(1021)	1666
RD/WT: Wrong Track	4%	(96)	10%	(261)	16%	(436)	71%	(1941)	2734
Biden Job Approve	8%	(165)	14%	(275)	15%	(296)	63%	(1268)	2004
Biden Job Disapprove	4%	(76)	10%	(220)	16%	(350)	70%	(1494)	2140

Continued on next page

**Table MCSP13\_3:** *And, to what extent do the following make you interested in watching the NHL 2021-2022 season?  
The Seattle Kraken debuting as an expansion team during the 2021-2022 NHL season*

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	6%	(245)	12%	(506)	16%	(687)	67%	(2962)	4400
Biden Job Strongly Approve	10%	(91)	15%	(141)	12%	(107)	63%	(574)	913
Biden Job Somewhat Approve	7%	(74)	12%	(134)	17%	(189)	64%	(694)	1091
Biden Job Somewhat Disapprove	5%	(30)	13%	(81)	17%	(112)	66%	(424)	647
Biden Job Strongly Disapprove	3%	(47)	9%	(139)	16%	(237)	72%	(1070)	1493
Favorable of Biden	8%	(163)	13%	(274)	15%	(310)	64%	(1312)	2059
Unfavorable of Biden	3%	(70)	10%	(214)	16%	(332)	71%	(1478)	2093
Very Favorable of Biden	10%	(100)	15%	(146)	13%	(133)	62%	(627)	1006
Somewhat Favorable of Biden	6%	(63)	12%	(128)	17%	(177)	65%	(685)	1053
Somewhat Unfavorable of Biden	4%	(22)	13%	(75)	16%	(90)	67%	(380)	567
Very Unfavorable of Biden	3%	(48)	9%	(139)	16%	(242)	72%	(1098)	1527
#1 Issue: Economy	6%	(94)	12%	(200)	18%	(291)	63%	(1015)	1601
#1 Issue: Security	4%	(28)	11%	(78)	16%	(115)	69%	(502)	723
#1 Issue: Health Care	7%	(39)	15%	(83)	15%	(83)	63%	(356)	561
#1 Issue: Medicare / Social Security	3%	(17)	7%	(38)	13%	(71)	76%	(398)	525
#1 Issue: Women's Issues	6%	(19)	11%	(34)	12%	(36)	70%	(210)	299
#1 Issue: Education	6%	(10)	15%	(25)	16%	(27)	63%	(105)	168
#1 Issue: Energy	8%	(19)	10%	(22)	11%	(25)	71%	(162)	227
#1 Issue: Other	6%	(17)	9%	(27)	13%	(39)	72%	(214)	297
2020 Vote: Joe Biden	8%	(163)	14%	(265)	14%	(283)	64%	(1249)	1960
2020 Vote: Donald Trump	4%	(59)	12%	(165)	16%	(218)	68%	(957)	1398
2020 Vote: Other	4%	(6)	13%	(21)	22%	(37)	61%	(99)	164
2020 Vote: Didn't Vote	2%	(16)	6%	(54)	17%	(149)	75%	(655)	875
2018 House Vote: Democrat	8%	(122)	14%	(200)	14%	(205)	64%	(948)	1475
2018 House Vote: Republican	5%	(60)	12%	(145)	16%	(188)	67%	(804)	1196
2018 House Vote: Someone else	5%	(7)	8%	(10)	14%	(17)	72%	(89)	123
2016 Vote: Hillary Clinton	7%	(104)	13%	(178)	13%	(186)	67%	(933)	1400
2016 Vote: Donald Trump	5%	(71)	12%	(163)	16%	(212)	66%	(874)	1321
2016 Vote: Other	5%	(13)	13%	(32)	19%	(47)	63%	(158)	249
2016 Vote: Didn't Vote	4%	(56)	9%	(133)	17%	(241)	70%	(994)	1425

Continued on next page



**Table MCSP13\_3:** And, to what extent do the following make you interested in watching the NHL 2021-2022 season?  
The Seattle Kraken debuting as an expansion team during the 2021-2022 NHL season

Demographic	Very interested		Somewhat interested		Not too interested		Not interested at all		Total N
Adults	6%	(245)	12%	(506)	16%	(687)	67%	(2962)	4400
Voted in 2014: Yes	6%	(156)	13%	(307)	15%	(362)	66%	(1616)	2442
Voted in 2014: No	5%	(89)	10%	(199)	17%	(325)	69%	(1346)	1958
4-Region: Northeast	5%	(43)	12%	(94)	17%	(135)	65%	(515)	787
4-Region: Midwest	4%	(41)	11%	(97)	15%	(135)	70%	(652)	925
4-Region: South	4%	(66)	11%	(179)	15%	(243)	70%	(1160)	1648
4-Region: West	9%	(95)	13%	(136)	17%	(174)	61%	(635)	1040
2110001	5%	(111)	11%	(248)	15%	(332)	68%	(1491)	2182
2110009	6%	(134)	12%	(259)	16%	(355)	66%	(1471)	2218
Sports Fans	8%	(240)	16%	(459)	21%	(604)	55%	(1595)	2899
Avid Sports Fans	16%	(132)	23%	(189)	26%	(214)	35%	(289)	824
Casual Sports Fans	5%	(108)	13%	(271)	19%	(390)	63%	(1306)	2074
Non-Sports Fans	—	(4)	3%	(47)	6%	(83)	91%	(1367)	1501
Sports Fans Non-NHL	2%	(25)	6%	(94)	14%	(203)	78%	(1164)	1486
NHL Fans	14%	(219)	25%	(386)	28%	(430)	32%	(488)	1523
Avid NHL Fans	33%	(128)	30%	(116)	24%	(92)	13%	(51)	387
Casual NHL Fans	8%	(91)	24%	(270)	30%	(338)	39%	(438)	1137
Has Favorite NHL Team	17%	(173)	26%	(262)	26%	(271)	31%	(320)	1026
Has Favorite MLB Team	10%	(180)	17%	(313)	20%	(368)	53%	(963)	1823
Has Favorite NBA Team	11%	(157)	19%	(281)	24%	(358)	46%	(685)	1481
Has Favorite NFL Team	8%	(197)	16%	(378)	20%	(472)	56%	(1308)	2355
MLB Fans	10%	(217)	17%	(393)	21%	(483)	52%	(1169)	2262
NBA Fans	10%	(194)	19%	(377)	24%	(484)	48%	(965)	2020
NFL Fans	8%	(230)	16%	(445)	21%	(582)	54%	(1505)	2762
Avid MLB Fans	15%	(109)	19%	(139)	23%	(166)	44%	(322)	736
Avid NBA	17%	(116)	22%	(147)	25%	(166)	37%	(247)	676
Avid NFL Fans	11%	(138)	19%	(227)	22%	(266)	47%	(569)	1200

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

**Table MCSPdem1\_1: In general, what kind of fan do you consider yourself of the following?**  
*Sports in general*

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	19% (824)	47% (2074)	34% (1501)	4400
Gender: Male	29% (617)	49% (1041)	22% (466)	2124
Gender: Female	9% (208)	45% (1033)	45% (1036)	2276
Age: 18-34	21% (280)	47% (612)	32% (417)	1310
Age: 35-44	27% (195)	43% (310)	29% (210)	715
Age: 45-64	17% (248)	47% (708)	36% (546)	1502
Age: 65+	12% (101)	51% (444)	38% (328)	873
GenZers: 1997-2012	20% (91)	43% (201)	37% (173)	465
Millennials: 1981-1996	25% (323)	47% (603)	27% (350)	1276
GenXers: 1965-1980	20% (209)	45% (462)	35% (357)	1028
Baby Boomers: 1946-1964	13% (185)	50% (723)	38% (546)	1455
PID: Dem (no lean)	21% (355)	46% (767)	32% (530)	1653
PID: Ind (no lean)	15% (224)	47% (692)	37% (548)	1464
PID: Rep (no lean)	19% (245)	48% (615)	33% (423)	1284
PID/Gender: Dem Men	36% (277)	45% (351)	19% (148)	776
PID/Gender: Dem Women	9% (78)	47% (416)	44% (382)	877
PID/Gender: Ind Men	22% (165)	52% (389)	26% (195)	750
PID/Gender: Ind Women	8% (58)	42% (303)	49% (352)	714
PID/Gender: Rep Men	29% (175)	50% (301)	20% (122)	598
PID/Gender: Rep Women	10% (71)	46% (314)	44% (301)	686
Ideo: Liberal (1-3)	20% (256)	44% (554)	36% (448)	1257
Ideo: Moderate (4)	18% (230)	49% (619)	33% (409)	1257
Ideo: Conservative (5-7)	19% (269)	50% (712)	32% (453)	1434
Educ: < College	17% (514)	46% (1402)	37% (1109)	3024
Educ: Bachelors degree	23% (206)	47% (421)	29% (261)	888
Educ: Post-grad	21% (104)	52% (252)	27% (132)	488
Income: Under 50k	16% (377)	44% (1070)	40% (968)	2415
Income: 50k-100k	20% (283)	52% (717)	28% (386)	1387
Income: 100k+	27% (164)	48% (287)	25% (147)	598
Ethnicity: White	17% (570)	46% (1598)	37% (1275)	3443
Ethnicity: Hispanic	24% (165)	49% (342)	27% (191)	699
Ethnicity: Black	30% (167)	47% (259)	22% (123)	549

Continued on next page

**Table MCSPdem1\_1: In general, what kind of fan do you consider yourself of the following?**  
*Sports in general*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	19%	(824)	47%	(2074)	34%	(1501)	4400
Ethnicity: Other	21%	(88)	53%	(217)	25%	(103)	408
All Christian	20%	(403)	49%	(973)	30%	(599)	1974
All Non-Christian	26%	(54)	42%	(88)	32%	(66)	208
Atheist	15%	(39)	45%	(115)	40%	(103)	258
Agnostic/Nothing in particular	16%	(196)	44%	(540)	40%	(496)	1232
Something Else	18%	(132)	49%	(359)	33%	(236)	727
Religious Non-Protestant/Catholic	24%	(60)	42%	(103)	34%	(85)	247
Evangelical	21%	(229)	46%	(487)	33%	(349)	1064
Non-Evangelical	19%	(296)	52%	(820)	29%	(462)	1578
Community: Urban	25%	(288)	44%	(515)	31%	(356)	1158
Community: Suburban	18%	(380)	50%	(1047)	32%	(664)	2091
Community: Rural	14%	(156)	45%	(513)	42%	(482)	1151
Employ: Private Sector	26%	(352)	49%	(652)	25%	(339)	1343
Employ: Government	20%	(53)	54%	(141)	26%	(69)	263
Employ: Self-Employed	21%	(91)	54%	(229)	25%	(106)	426
Employ: Homemaker	12%	(43)	36%	(128)	51%	(180)	351
Employ: Student	19%	(29)	44%	(66)	36%	(54)	148
Employ: Retired	12%	(116)	51%	(511)	38%	(377)	1003
Employ: Unemployed	18%	(97)	37%	(199)	46%	(249)	546
Employ: Other	14%	(45)	46%	(149)	39%	(127)	321
Military HH: Yes	15%	(100)	51%	(331)	34%	(223)	654
Military HH: No	19%	(725)	47%	(1744)	34%	(1278)	3746
RD/WT: Right Direction	22%	(363)	47%	(777)	32%	(526)	1666
RD/WT: Wrong Track	17%	(461)	47%	(1297)	36%	(975)	2734
Biden Job Approve	21%	(418)	46%	(931)	33%	(655)	2004
Biden Job Disapprove	18%	(378)	48%	(1027)	34%	(735)	2140
Biden Job Strongly Approve	23%	(208)	45%	(412)	32%	(294)	913
Biden Job Somewhat Approve	19%	(211)	48%	(519)	33%	(361)	1091
Biden Job Somewhat Disapprove	17%	(109)	51%	(328)	32%	(210)	647
Biden Job Strongly Disapprove	18%	(269)	47%	(699)	35%	(525)	1493

Continued on next page

**Table MCSPd1em1\_1: In general, what kind of fan do you consider yourself of the following?**  
*Sports in general*

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	19%	(824)	47%	(2074)	34%	(1501)	4400
Favorable of Biden	20%	(414)	47%	(972)	33%	(673)	2059
Unfavorable of Biden	17%	(365)	48%	(1003)	35%	(726)	2093
Very Favorable of Biden	22%	(222)	46%	(468)	31%	(316)	1006
Somewhat Favorable of Biden	18%	(191)	48%	(504)	34%	(358)	1053
Somewhat Unfavorable of Biden	16%	(90)	50%	(285)	34%	(192)	567
Very Unfavorable of Biden	18%	(275)	47%	(717)	35%	(534)	1527
#1 Issue: Economy	22%	(352)	50%	(794)	28%	(455)	1601
#1 Issue: Security	19%	(138)	48%	(346)	33%	(239)	723
#1 Issue: Health Care	17%	(98)	47%	(261)	36%	(202)	561
#1 Issue: Medicare / Social Security	15%	(77)	46%	(243)	39%	(205)	525
#1 Issue: Women's Issues	14%	(42)	41%	(123)	45%	(134)	299
#1 Issue: Education	23%	(38)	47%	(79)	30%	(51)	168
#1 Issue: Energy	20%	(45)	43%	(97)	38%	(86)	227
#1 Issue: Other	12%	(34)	45%	(132)	44%	(130)	297
2020 Vote: Joe Biden	21%	(402)	47%	(926)	32%	(632)	1960
2020 Vote: Donald Trump	19%	(263)	49%	(685)	32%	(450)	1398
2020 Vote: Other	15%	(24)	49%	(81)	36%	(60)	164
2020 Vote: Didn't Vote	15%	(135)	44%	(381)	41%	(359)	875
2018 House Vote: Democrat	21%	(312)	48%	(714)	30%	(448)	1475
2018 House Vote: Republican	16%	(194)	53%	(629)	31%	(373)	1196
2018 House Vote: Someone else	11%	(14)	41%	(51)	47%	(59)	123
2016 Vote: Hillary Clinton	20%	(285)	49%	(680)	31%	(435)	1400
2016 Vote: Donald Trump	20%	(258)	50%	(665)	30%	(398)	1321
2016 Vote: Other	14%	(35)	53%	(131)	34%	(84)	249
2016 Vote: Didn't Vote	17%	(246)	42%	(597)	41%	(582)	1425
Voted in 2014: Yes	19%	(469)	50%	(1230)	30%	(743)	2442
Voted in 2014: No	18%	(355)	43%	(845)	39%	(758)	1958
4-Region: Northeast	22%	(174)	44%	(344)	34%	(270)	787
4-Region: Midwest	16%	(143)	50%	(467)	34%	(314)	925
4-Region: South	18%	(303)	47%	(783)	34%	(562)	1648
4-Region: West	20%	(204)	46%	(481)	34%	(355)	1040

Continued on next page

**Table MCSPdem1\_1: In general, what kind of fan do you consider yourself of the following?**  
 Sports in general

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	19%	(824)	47%	(2074)	34%	(1501)	4400
2110001	19%	(415)	46%	(1013)	35%	(754)	2182
2110009	18%	(410)	48%	(1062)	34%	(747)	2218
Sports Fans	28%	(824)	72%	(2074)	—	(0)	2899
Avid Sports Fans	100%	(824)	—	(0)	—	(0)	824
Casual Sports Fans	—	(0)	100%	(2074)	—	(0)	2074
Non-Sports Fans	—	(0)	—	(0)	100%	(1501)	1501
Sports Fans Non-NHL	20%	(301)	80%	(1186)	—	(0)	1486
NHL Fans	34%	(523)	58%	(889)	7%	(111)	1523
Avid NHL Fans	53%	(203)	43%	(167)	4%	(16)	387
Casual NHL Fans	28%	(320)	63%	(722)	8%	(95)	1137
Has Favorite NHL Team	37%	(384)	56%	(571)	7%	(72)	1026
Has Favorite MLB Team	33%	(607)	56%	(1015)	11%	(201)	1823
Has Favorite NBA Team	39%	(574)	55%	(809)	7%	(97)	1481
Has Favorite NFL Team	30%	(701)	59%	(1381)	12%	(273)	2355
MLB Fans	31%	(702)	59%	(1345)	9%	(215)	2262
NBA Fans	34%	(689)	58%	(1181)	7%	(151)	2020
NFL Fans	28%	(785)	61%	(1697)	10%	(280)	2762
Avid MLB Fans	56%	(415)	40%	(295)	4%	(26)	736
Avid NBA	64%	(430)	34%	(228)	3%	(18)	676
Avid NFL Fans	51%	(611)	46%	(556)	3%	(34)	1200

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

**Table MCSPdem1\_2: In general, what kind of fan do you consider yourself of the following?**

NHL

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	9% (387)	26% (1137)	65% (2877)	4400
Gender: Male	12% (256)	32% (685)	56% (1183)	2124
Gender: Female	6% (131)	20% (452)	74% (1693)	2276
Age: 18-34	10% (130)	22% (294)	68% (886)	1310
Age: 35-44	12% (84)	29% (208)	59% (424)	715
Age: 45-64	8% (122)	28% (422)	64% (958)	1502
Age: 65+	6% (51)	24% (213)	70% (608)	873
GenZers: 1997-2012	7% (34)	20% (92)	73% (339)	465
Millennials: 1981-1996	11% (146)	26% (337)	62% (792)	1276
GenXers: 1965-1980	10% (99)	29% (297)	61% (632)	1028
Baby Boomers: 1946-1964	7% (97)	26% (373)	68% (985)	1455
PID: Dem (no lean)	9% (157)	27% (441)	64% (1055)	1653
PID: Ind (no lean)	7% (107)	25% (366)	68% (990)	1464
PID: Rep (no lean)	10% (123)	26% (330)	65% (831)	1284
PID/Gender: Dem Men	14% (108)	32% (252)	54% (417)	776
PID/Gender: Dem Women	6% (49)	22% (189)	73% (638)	877
PID/Gender: Ind Men	10% (73)	30% (224)	60% (453)	750
PID/Gender: Ind Women	5% (34)	20% (142)	75% (538)	714
PID/Gender: Rep Men	13% (75)	35% (209)	52% (313)	598
PID/Gender: Rep Women	7% (47)	18% (121)	75% (517)	686
Ideo: Liberal (1-3)	10% (131)	25% (309)	65% (818)	1257
Ideo: Moderate (4)	8% (100)	29% (371)	63% (787)	1257
Ideo: Conservative (5-7)	9% (130)	27% (388)	64% (917)	1434
Educ: < College	7% (213)	24% (727)	69% (2084)	3024
Educ: Bachelors degree	12% (111)	29% (254)	59% (523)	888
Educ: Post-grad	13% (63)	32% (156)	55% (269)	488
Income: Under 50k	7% (160)	23% (552)	71% (1703)	2415
Income: 50k-100k	10% (145)	29% (395)	61% (846)	1387
Income: 100k+	14% (81)	32% (189)	55% (328)	598
Ethnicity: White	9% (310)	26% (885)	65% (2248)	3443
Ethnicity: Hispanic	10% (73)	24% (166)	66% (460)	699
Ethnicity: Black	7% (40)	27% (149)	66% (360)	549

Continued on next page

**Table MCSPdem1\_2: In general, what kind of fan do you consider yourself of the following?**  
**NHL**

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	9% (387)	26% (1137)	65% (2877)	4400
Ethnicity: Other	9% (37)	25% (102)	66% (269)	408
All Christian	10% (196)	29% (566)	61% (1212)	1974
All Non-Christian	17% (36)	30% (63)	52% (109)	208
Atheist	10% (25)	22% (57)	68% (176)	258
Agnostic/Nothing in particular	6% (78)	22% (267)	72% (887)	1232
Something Else	7% (51)	25% (184)	68% (493)	727
Religious Non-Protestant/Catholic	16% (40)	29% (71)	55% (136)	247
Evangelical	8% (89)	26% (272)	66% (702)	1064
Non-Evangelical	10% (150)	29% (461)	61% (967)	1578
Community: Urban	12% (137)	28% (319)	61% (702)	1158
Community: Suburban	9% (182)	28% (582)	63% (1326)	2091
Community: Rural	6% (67)	20% (235)	74% (848)	1151
Employ: Private Sector	12% (167)	30% (404)	58% (773)	1343
Employ: Government	11% (28)	27% (71)	62% (164)	263
Employ: Self-Employed	13% (55)	31% (131)	56% (240)	426
Employ: Homemaker	6% (22)	21% (74)	72% (254)	351
Employ: Student	5% (8)	21% (32)	74% (109)	148
Employ: Retired	6% (58)	24% (243)	70% (703)	1003
Employ: Unemployed	6% (32)	20% (108)	74% (406)	546
Employ: Other	6% (18)	23% (74)	71% (228)	321
Military HH: Yes	9% (57)	27% (179)	64% (418)	654
Military HH: No	9% (330)	26% (957)	66% (2459)	3746
RD/WT: Right Direction	11% (177)	27% (455)	62% (1033)	1666
RD/WT: Wrong Track	8% (209)	25% (681)	67% (1843)	2734
Biden Job Approve	10% (204)	27% (535)	63% (1265)	2004
Biden Job Disapprove	8% (170)	26% (554)	66% (1416)	2140
Biden Job Strongly Approve	11% (99)	28% (252)	62% (563)	913
Biden Job Somewhat Approve	10% (105)	26% (284)	64% (702)	1091
Biden Job Somewhat Disapprove	7% (47)	26% (169)	67% (431)	647
Biden Job Strongly Disapprove	8% (123)	26% (385)	66% (985)	1493

Continued on next page

**Table MCSPdem1\_2: In general, what kind of fan do you consider yourself of the following?**

NHL

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	9% (387)	26% (1137)	65% (2877)	4400
Favorable of Biden	10% (205)	26% (535)	64% (1319)	2059
Unfavorable of Biden	8% (165)	26% (552)	66% (1377)	2093
Very Favorable of Biden	11% (110)	27% (267)	63% (630)	1006
Somewhat Favorable of Biden	9% (95)	25% (268)	66% (690)	1053
Somewhat Unfavorable of Biden	7% (39)	28% (156)	66% (372)	567
Very Unfavorable of Biden	8% (126)	26% (396)	66% (1005)	1527
#1 Issue: Economy	8% (135)	28% (446)	64% (1020)	1601
#1 Issue: Security	9% (67)	28% (202)	63% (454)	723
#1 Issue: Health Care	11% (64)	29% (164)	59% (333)	561
#1 Issue: Medicare / Social Security	8% (42)	21% (108)	71% (375)	525
#1 Issue: Women's Issues	6% (17)	22% (65)	72% (217)	299
#1 Issue: Education	8% (13)	25% (41)	68% (114)	168
#1 Issue: Energy	14% (32)	18% (40)	68% (156)	227
#1 Issue: Other	6% (18)	24% (70)	70% (209)	297
2020 Vote: Joe Biden	10% (197)	27% (524)	63% (1239)	1960
2020 Vote: Donald Trump	9% (129)	28% (387)	63% (882)	1398
2020 Vote: Other	8% (13)	29% (48)	63% (103)	164
2020 Vote: Didn't Vote	5% (47)	20% (178)	74% (650)	875
2018 House Vote: Democrat	10% (144)	28% (407)	63% (924)	1475
2018 House Vote: Republican	10% (124)	29% (342)	61% (731)	1196
2018 House Vote: Someone else	6% (8)	26% (32)	68% (83)	123
2016 Vote: Hillary Clinton	8% (116)	27% (381)	64% (902)	1400
2016 Vote: Donald Trump	11% (142)	30% (391)	60% (787)	1321
2016 Vote: Other	10% (25)	31% (77)	59% (147)	249
2016 Vote: Didn't Vote	7% (103)	20% (285)	73% (1037)	1425
Voted in 2014: Yes	10% (247)	28% (694)	61% (1501)	2442
Voted in 2014: No	7% (140)	23% (443)	70% (1376)	1958
4-Region: Northeast	13% (102)	26% (203)	61% (481)	787
4-Region: Midwest	9% (81)	29% (268)	62% (575)	925
4-Region: South	6% (100)	24% (403)	69% (1145)	1648
4-Region: West	10% (103)	25% (262)	65% (675)	1040

Continued on next page



**Table MCSPdem1\_2: In general, what kind of fan do you consider yourself of the following?**  
 NHL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	9%	(387)	26%	(1137)	65%	(2877)	4400
2110001	8%	(182)	25%	(540)	67%	(1460)	2182
2110009	9%	(205)	27%	(597)	64%	(1417)	2218
Sports Fans	13%	(370)	36%	(1042)	51%	(1486)	2899
Avid Sports Fans	25%	(203)	39%	(320)	36%	(301)	824
Casual Sports Fans	8%	(167)	35%	(722)	57%	(1186)	2074
Non-Sports Fans	1%	(16)	6%	(95)	93%	(1390)	1501
Sports Fans Non-NHL	—	(0)	—	(0)	100%	(1486)	1486
NHL Fans	25%	(387)	75%	(1137)	—	(0)	1523
Avid NHL Fans	100%	(387)	—	(0)	—	(0)	387
Casual NHL Fans	—	(0)	100%	(1137)	—	(0)	1137
Has Favorite NHL Team	31%	(313)	58%	(595)	12%	(118)	1026
Has Favorite MLB Team	15%	(268)	38%	(688)	48%	(867)	1823
Has Favorite NBA Team	14%	(201)	38%	(559)	49%	(721)	1481
Has Favorite NFL Team	12%	(292)	35%	(830)	52%	(1233)	2355
MLB Fans	15%	(334)	41%	(926)	44%	(1002)	2262
NBA Fans	13%	(271)	37%	(748)	50%	(1001)	2020
NFL Fans	13%	(348)	36%	(990)	52%	(1424)	2762
Avid MLB Fans	25%	(187)	39%	(288)	35%	(261)	736
Avid NBA	22%	(146)	37%	(253)	41%	(276)	676
Avid NFL Fans	20%	(235)	39%	(464)	42%	(501)	1200

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

**Table MCSPdem1\_3: In general, what kind of fan do you consider yourself of the following?**

MLB

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	17%	(736)	35%	(1526)	49%	(2138)	4400
Gender: Male	24%	(507)	39%	(839)	37%	(778)	2124
Gender: Female	10%	(229)	30%	(687)	60%	(1360)	2276
Age: 18-34	13%	(169)	32%	(413)	56%	(728)	1310
Age: 35-44	20%	(146)	33%	(234)	47%	(336)	715
Age: 45-64	17%	(256)	38%	(569)	45%	(676)	1502
Age: 65+	19%	(165)	36%	(310)	46%	(398)	873
GenZers: 1997-2012	10%	(47)	27%	(125)	63%	(294)	465
Millennials: 1981-1996	16%	(205)	35%	(444)	49%	(627)	1276
GenXers: 1965-1980	18%	(186)	36%	(369)	46%	(472)	1028
Baby Boomers: 1946-1964	18%	(269)	36%	(527)	45%	(659)	1455
PID: Dem (no lean)	18%	(296)	36%	(595)	46%	(762)	1653
PID: Ind (no lean)	13%	(184)	33%	(486)	54%	(793)	1464
PID: Rep (no lean)	20%	(256)	35%	(445)	45%	(583)	1284
PID/Gender: Dem Men	27%	(207)	39%	(306)	34%	(264)	776
PID/Gender: Dem Women	10%	(89)	33%	(289)	57%	(499)	877
PID/Gender: Ind Men	17%	(126)	39%	(293)	44%	(331)	750
PID/Gender: Ind Women	8%	(58)	27%	(193)	65%	(463)	714
PID/Gender: Rep Men	29%	(174)	40%	(240)	31%	(184)	598
PID/Gender: Rep Women	12%	(81)	30%	(206)	58%	(399)	686
Ideo: Liberal (1-3)	16%	(203)	34%	(432)	49%	(622)	1257
Ideo: Moderate (4)	16%	(198)	37%	(462)	47%	(597)	1257
Ideo: Conservative (5-7)	21%	(300)	36%	(514)	43%	(620)	1434
Educ: < College	14%	(421)	34%	(1016)	52%	(1587)	3024
Educ: Bachelors degree	23%	(201)	37%	(331)	40%	(356)	888
Educ: Post-grad	23%	(114)	37%	(179)	40%	(195)	488
Income: Under 50k	13%	(318)	31%	(745)	56%	(1352)	2415
Income: 50k-100k	20%	(278)	38%	(531)	42%	(577)	1387
Income: 100k+	23%	(140)	42%	(250)	35%	(209)	598
Ethnicity: White	17%	(594)	35%	(1189)	48%	(1660)	3443
Ethnicity: Hispanic	18%	(129)	30%	(212)	51%	(358)	699
Ethnicity: Black	14%	(77)	33%	(183)	53%	(289)	549

Continued on next page

**Table MCSPdem1\_3: In general, what kind of fan do you consider yourself of the following?**  
 MLB

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	17%	(736)	35%	(1526)	49%	(2138)	4400
Ethnicity: Other	16%	(64)	38%	(154)	46%	(189)	408
All Christian	22%	(426)	38%	(750)	40%	(798)	1974
All Non-Christian	24%	(49)	43%	(90)	33%	(69)	208
Atheist	13%	(35)	24%	(63)	62%	(160)	258
Agnostic/Nothing in particular	11%	(140)	31%	(382)	58%	(711)	1232
Something Else	12%	(86)	33%	(241)	55%	(400)	727
Religious Non-Protestant/Catholic	23%	(56)	40%	(100)	37%	(91)	247
Evangelical	18%	(190)	34%	(364)	48%	(510)	1064
Non-Evangelical	20%	(311)	38%	(605)	42%	(661)	1578
Community: Urban	19%	(221)	33%	(382)	48%	(555)	1158
Community: Suburban	18%	(378)	37%	(783)	44%	(930)	2091
Community: Rural	12%	(137)	31%	(361)	57%	(653)	1151
Employ: Private Sector	22%	(298)	36%	(485)	42%	(560)	1343
Employ: Government	22%	(57)	34%	(89)	45%	(118)	263
Employ: Self-Employed	17%	(71)	38%	(161)	46%	(194)	426
Employ: Homemaker	9%	(33)	29%	(100)	62%	(218)	351
Employ: Student	9%	(14)	32%	(47)	59%	(87)	148
Employ: Retired	17%	(174)	37%	(376)	45%	(454)	1003
Employ: Unemployed	12%	(67)	28%	(151)	60%	(327)	546
Employ: Other	7%	(23)	36%	(117)	56%	(181)	321
Military HH: Yes	16%	(106)	36%	(238)	47%	(310)	654
Military HH: No	17%	(631)	34%	(1288)	49%	(1828)	3746
RD/WT: Right Direction	19%	(311)	36%	(602)	45%	(753)	1666
RD/WT: Wrong Track	16%	(425)	34%	(924)	51%	(1385)	2734
Biden Job Approve	18%	(358)	36%	(731)	46%	(914)	2004
Biden Job Disapprove	17%	(363)	34%	(724)	49%	(1053)	2140
Biden Job Strongly Approve	21%	(191)	35%	(317)	44%	(406)	913
Biden Job Somewhat Approve	15%	(167)	38%	(414)	47%	(509)	1091
Biden Job Somewhat Disapprove	15%	(96)	35%	(226)	50%	(325)	647
Biden Job Strongly Disapprove	18%	(268)	33%	(498)	49%	(727)	1493

Continued on next page

**Table MCSPdem1\_3: In general, what kind of fan do you consider yourself of the following?**

MLB

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	17%	(736)	35%	(1526)	49%	(2138)	4400
Favorable of Biden	18%	(364)	36%	(738)	46%	(956)	2059
Unfavorable of Biden	17%	(349)	34%	(716)	49%	(1028)	2093
Very Favorable of Biden	21%	(210)	35%	(356)	44%	(440)	1006
Somewhat Favorable of Biden	15%	(154)	36%	(382)	49%	(516)	1053
Somewhat Unfavorable of Biden	14%	(78)	34%	(194)	52%	(294)	567
Very Unfavorable of Biden	18%	(271)	34%	(522)	48%	(734)	1527
#1 Issue: Economy	18%	(287)	37%	(587)	45%	(726)	1601
#1 Issue: Security	18%	(128)	35%	(256)	47%	(339)	723
#1 Issue: Health Care	19%	(106)	34%	(188)	47%	(267)	561
#1 Issue: Medicare / Social Security	17%	(91)	35%	(184)	48%	(250)	525
#1 Issue: Women's Issues	11%	(34)	24%	(73)	64%	(192)	299
#1 Issue: Education	13%	(21)	39%	(66)	48%	(81)	168
#1 Issue: Energy	15%	(35)	32%	(73)	52%	(119)	227
#1 Issue: Other	11%	(33)	33%	(99)	55%	(165)	297
2020 Vote: Joe Biden	18%	(351)	37%	(719)	45%	(890)	1960
2020 Vote: Donald Trump	20%	(278)	35%	(483)	46%	(637)	1398
2020 Vote: Other	16%	(27)	39%	(64)	44%	(73)	164
2020 Vote: Didn't Vote	9%	(81)	29%	(257)	61%	(537)	875
2018 House Vote: Democrat	19%	(279)	37%	(553)	44%	(643)	1475
2018 House Vote: Republican	20%	(237)	37%	(437)	44%	(522)	1196
2018 House Vote: Someone else	15%	(18)	33%	(40)	52%	(65)	123
2016 Vote: Hillary Clinton	18%	(253)	37%	(516)	45%	(630)	1400
2016 Vote: Donald Trump	21%	(281)	38%	(501)	41%	(538)	1321
2016 Vote: Other	15%	(37)	38%	(96)	47%	(116)	249
2016 Vote: Didn't Vote	11%	(163)	29%	(412)	60%	(850)	1425
Voted in 2014: Yes	20%	(491)	38%	(924)	42%	(1027)	2442
Voted in 2014: No	13%	(245)	31%	(602)	57%	(1111)	1958
4-Region: Northeast	22%	(175)	35%	(273)	43%	(339)	787
4-Region: Midwest	17%	(161)	36%	(337)	46%	(427)	925
4-Region: South	13%	(222)	32%	(533)	54%	(893)	1648
4-Region: West	17%	(178)	37%	(382)	46%	(479)	1040

Continued on next page

**Table MCSPdem1\_3: In general, what kind of fan do you consider yourself of the following?**

**MLB**

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	17% (736)	35% (1526)	49% (2138)	4400
2110001	16% (355)	33% (731)	50% (1096)	2182
2110009	17% (381)	36% (795)	47% (1042)	2218
Sports Fans	24% (710)	46% (1337)	29% (852)	2899
Avid Sports Fans	50% (415)	35% (288)	15% (122)	824
Casual Sports Fans	14% (295)	51% (1050)	35% (730)	2074
Non-Sports Fans	2% (26)	13% (189)	86% (1286)	1501
Sports Fans Non-NHL	16% (244)	40% (597)	43% (645)	1486
NHL Fans	31% (475)	52% (785)	17% (263)	1523
Avid NHL Fans	48% (187)	38% (146)	14% (53)	387
Casual NHL Fans	25% (288)	56% (639)	19% (210)	1137
Has Favorite NHL Team	36% (366)	49% (499)	16% (162)	1026
Has Favorite MLB Team	37% (667)	55% (996)	9% (160)	1823
Has Favorite NBA Team	30% (437)	43% (643)	27% (400)	1481
Has Favorite NFL Team	25% (588)	45% (1050)	30% (717)	2355
MLB Fans	33% (736)	67% (1526)	— (0)	2262
NBA Fans	26% (529)	46% (932)	28% (559)	2020
NFL Fans	24% (659)	46% (1267)	30% (836)	2762
Avid MLB Fans	100% (736)	— (0)	— (0)	736
Avid NBA	44% (299)	37% (252)	18% (124)	676
Avid NFL Fans	41% (487)	39% (469)	20% (244)	1200

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

**Table MCSPdem1\_4: In general, what kind of fan do you consider yourself of the following?**  
NBA

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	15% (676)	31% (1345)	54% (2380)	4400
Gender: Male	25% (525)	32% (687)	43% (912)	2124
Gender: Female	7% (151)	29% (658)	64% (1467)	2276
Age: 18-34	20% (263)	36% (472)	44% (576)	1310
Age: 35-44	25% (177)	29% (206)	46% (332)	715
Age: 45-64	12% (173)	28% (420)	61% (909)	1502
Age: 65+	7% (63)	28% (247)	65% (563)	873
GenZers: 1997-2012	20% (93)	37% (172)	43% (201)	465
Millennials: 1981-1996	23% (292)	33% (421)	44% (563)	1276
GenXers: 1965-1980	16% (161)	30% (307)	54% (560)	1028
Baby Boomers: 1946-1964	8% (119)	27% (397)	65% (939)	1455
PID: Dem (no lean)	20% (322)	33% (552)	47% (778)	1653
PID: Ind (no lean)	12% (181)	32% (475)	55% (807)	1464
PID: Rep (no lean)	13% (172)	25% (317)	62% (795)	1284
PID/Gender: Dem Men	32% (251)	35% (273)	33% (253)	776
PID/Gender: Dem Women	8% (72)	32% (280)	60% (525)	877
PID/Gender: Ind Men	19% (142)	34% (254)	47% (354)	750
PID/Gender: Ind Women	5% (39)	31% (221)	64% (454)	714
PID/Gender: Rep Men	22% (131)	27% (160)	51% (306)	598
PID/Gender: Rep Women	6% (41)	23% (157)	71% (488)	686
Ideo: Liberal (1-3)	19% (242)	32% (408)	48% (607)	1257
Ideo: Moderate (4)	16% (202)	33% (412)	51% (643)	1257
Ideo: Conservative (5-7)	12% (179)	26% (374)	61% (881)	1434
Educ: < College	15% (440)	29% (868)	57% (1716)	3024
Educ: Bachelors degree	16% (143)	37% (325)	47% (419)	888
Educ: Post-grad	19% (93)	31% (151)	50% (245)	488
Income: Under 50k	13% (319)	29% (704)	58% (1391)	2415
Income: 50k-100k	17% (236)	32% (443)	51% (708)	1387
Income: 100k+	20% (121)	33% (198)	47% (280)	598
Ethnicity: White	11% (389)	27% (945)	61% (2109)	3443
Ethnicity: Hispanic	25% (177)	33% (233)	41% (289)	699
Ethnicity: Black	37% (204)	44% (239)	19% (106)	549

Continued on next page

**Table MCSPdem1\_4: In general, what kind of fan do you consider yourself of the following?**  
 NBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	15%	(676)	31%	(1345)	54%	(2380)	4400
Ethnicity: Other	20%	(83)	39%	(161)	40%	(164)	408
All Christian	15%	(305)	30%	(594)	54%	(1075)	1974
All Non-Christian	23%	(48)	32%	(67)	45%	(93)	208
Atheist	14%	(36)	28%	(73)	57%	(148)	258
Agnostic/Nothing in particular	14%	(174)	28%	(349)	58%	(709)	1232
Something Else	16%	(113)	36%	(260)	49%	(354)	727
Religious Non-Protestant/Catholic	21%	(52)	33%	(82)	46%	(113)	247
Evangelical	19%	(199)	30%	(324)	51%	(541)	1064
Non-Evangelical	13%	(212)	32%	(507)	54%	(860)	1578
Community: Urban	25%	(290)	31%	(357)	44%	(512)	1158
Community: Suburban	14%	(284)	33%	(696)	53%	(1110)	2091
Community: Rural	9%	(102)	25%	(292)	66%	(757)	1151
Employ: Private Sector	21%	(277)	32%	(430)	47%	(637)	1343
Employ: Government	23%	(61)	34%	(90)	43%	(113)	263
Employ: Self-Employed	21%	(91)	36%	(154)	42%	(181)	426
Employ: Homemaker	9%	(31)	22%	(77)	69%	(243)	351
Employ: Student	20%	(30)	33%	(49)	46%	(68)	148
Employ: Retired	8%	(79)	27%	(274)	65%	(650)	1003
Employ: Unemployed	13%	(73)	29%	(157)	58%	(315)	546
Employ: Other	10%	(34)	36%	(114)	54%	(173)	321
Military HH: Yes	13%	(82)	29%	(190)	58%	(382)	654
Military HH: No	16%	(594)	31%	(1155)	53%	(1998)	3746
RD/WT: Right Direction	20%	(335)	35%	(577)	45%	(754)	1666
RD/WT: Wrong Track	12%	(341)	28%	(768)	59%	(1626)	2734
Biden Job Approve	19%	(385)	34%	(680)	47%	(939)	2004
Biden Job Disapprove	12%	(264)	27%	(577)	61%	(1299)	2140
Biden Job Strongly Approve	22%	(200)	34%	(311)	44%	(402)	913
Biden Job Somewhat Approve	17%	(185)	34%	(369)	49%	(537)	1091
Biden Job Somewhat Disapprove	16%	(100)	34%	(221)	50%	(326)	647
Biden Job Strongly Disapprove	11%	(164)	24%	(356)	65%	(973)	1493

Continued on next page

**Table MCSPdem1\_4: In general, what kind of fan do you consider yourself of the following?**

NBA

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	15%	(676)	31%	(1345)	54%	(2380)	4400
Favorable of Biden	19%	(394)	34%	(710)	46%	(954)	2059
Unfavorable of Biden	12%	(247)	26%	(553)	62%	(1293)	2093
Very Favorable of Biden	23%	(228)	35%	(348)	43%	(430)	1006
Somewhat Favorable of Biden	16%	(166)	34%	(362)	50%	(525)	1053
Somewhat Unfavorable of Biden	14%	(82)	33%	(188)	52%	(297)	567
Very Unfavorable of Biden	11%	(165)	24%	(365)	65%	(996)	1527
#1 Issue: Economy	19%	(309)	33%	(525)	48%	(766)	1601
#1 Issue: Security	11%	(79)	25%	(183)	64%	(460)	723
#1 Issue: Health Care	19%	(106)	30%	(166)	52%	(289)	561
#1 Issue: Medicare / Social Security	8%	(43)	31%	(164)	60%	(317)	525
#1 Issue: Women's Issues	12%	(35)	30%	(90)	58%	(173)	299
#1 Issue: Education	18%	(31)	36%	(60)	46%	(77)	168
#1 Issue: Energy	15%	(34)	28%	(64)	57%	(129)	227
#1 Issue: Other	13%	(37)	31%	(93)	56%	(167)	297
2020 Vote: Joe Biden	20%	(384)	34%	(659)	47%	(917)	1960
2020 Vote: Donald Trump	12%	(164)	25%	(351)	63%	(883)	1398
2020 Vote: Other	13%	(22)	32%	(52)	55%	(91)	164
2020 Vote: Didn't Vote	12%	(106)	32%	(282)	56%	(487)	875
2018 House Vote: Democrat	19%	(279)	35%	(519)	46%	(677)	1475
2018 House Vote: Republican	12%	(141)	26%	(307)	63%	(748)	1196
2018 House Vote: Someone else	8%	(10)	26%	(32)	66%	(81)	123
2016 Vote: Hillary Clinton	19%	(268)	34%	(481)	46%	(650)	1400
2016 Vote: Donald Trump	14%	(182)	25%	(332)	61%	(807)	1321
2016 Vote: Other	10%	(25)	31%	(78)	59%	(147)	249
2016 Vote: Didn't Vote	14%	(200)	32%	(453)	54%	(772)	1425
Voted in 2014: Yes	15%	(373)	30%	(741)	54%	(1327)	2442
Voted in 2014: No	15%	(302)	31%	(604)	54%	(1052)	1958
4-Region: Northeast	18%	(139)	29%	(226)	54%	(422)	787
4-Region: Midwest	14%	(126)	29%	(272)	57%	(526)	925
4-Region: South	14%	(232)	31%	(504)	55%	(912)	1648
4-Region: West	17%	(179)	33%	(342)	50%	(519)	1040

Continued on next page



**Table MCSPdem1\_4: In general, what kind of fan do you consider yourself of the following?  
 NBA**

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	15%	(676)	31%	(1345)	54%	(2380)	4400
2110001	14%	(313)	30%	(656)	56%	(1212)	2182
2110009	16%	(363)	31%	(689)	53%	(1167)	2218
Sports Fans	23%	(658)	42%	(1212)	36%	(1029)	2899
Avid Sports Fans	52%	(430)	31%	(259)	16%	(136)	824
Casual Sports Fans	11%	(228)	46%	(953)	43%	(893)	2074
Non-Sports Fans	1%	(18)	9%	(133)	90%	(1351)	1501
Sports Fans Non-NHL	18%	(264)	41%	(613)	41%	(610)	1486
NHL Fans	26%	(399)	41%	(620)	33%	(504)	1523
Avid NHL Fans	38%	(146)	32%	(125)	30%	(115)	387
Casual NHL Fans	22%	(253)	44%	(495)	34%	(389)	1137
Has Favorite NHL Team	25%	(258)	38%	(391)	37%	(377)	1026
Has Favorite MLB Team	25%	(448)	37%	(669)	39%	(706)	1823
Has Favorite NBA Team	41%	(601)	51%	(762)	8%	(118)	1481
Has Favorite NFL Team	24%	(558)	39%	(920)	37%	(877)	2355
MLB Fans	24%	(551)	40%	(910)	35%	(800)	2262
NBA Fans	33%	(676)	67%	(1345)	—	(0)	2020
NFL Fans	23%	(636)	43%	(1186)	34%	(940)	2762
Avid MLB Fans	41%	(299)	31%	(230)	28%	(207)	736
Avid NBA	100%	(676)	—	(0)	—	(0)	676
Avid NFL Fans	40%	(482)	36%	(429)	24%	(289)	1200

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

**Table MCSPdem1\_5: In general, what kind of fan do you consider yourself of the following?**

NFL

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	27% (1200)	35% (1562)	37% (1638)	4400
Gender: Male	38% (797)	36% (770)	26% (556)	2124
Gender: Female	18% (403)	35% (792)	48% (1082)	2276
Age: 18-34	25% (331)	37% (491)	37% (489)	1310
Age: 35-44	33% (233)	36% (255)	32% (227)	715
Age: 45-64	28% (422)	36% (539)	36% (541)	1502
Age: 65+	25% (214)	32% (277)	44% (381)	873
GenZers: 1997-2012	21% (97)	36% (169)	43% (200)	465
Millennials: 1981-1996	31% (394)	37% (466)	33% (417)	1276
GenXers: 1965-1980	29% (295)	37% (382)	34% (350)	1028
Baby Boomers: 1946-1964	26% (380)	34% (492)	40% (583)	1455
PID: Dem (no lean)	30% (492)	36% (591)	34% (570)	1653
PID: Ind (no lean)	23% (341)	37% (539)	40% (583)	1464
PID: Rep (no lean)	29% (367)	34% (432)	38% (485)	1284
PID/Gender: Dem Men	42% (328)	35% (276)	22% (173)	776
PID/Gender: Dem Women	19% (164)	36% (315)	45% (397)	877
PID/Gender: Ind Men	32% (238)	38% (281)	31% (231)	750
PID/Gender: Ind Women	15% (104)	36% (258)	49% (352)	714
PID/Gender: Rep Men	39% (232)	36% (213)	25% (152)	598
PID/Gender: Rep Women	20% (135)	32% (219)	48% (332)	686
Ideo: Liberal (1-3)	28% (348)	36% (452)	36% (458)	1257
Ideo: Moderate (4)	28% (357)	36% (455)	35% (445)	1257
Ideo: Conservative (5-7)	28% (408)	34% (492)	37% (533)	1434
Educ: < College	26% (786)	35% (1058)	39% (1180)	3024
Educ: Bachelors degree	31% (278)	35% (315)	33% (295)	888
Educ: Post-grad	28% (135)	39% (189)	34% (164)	488
Income: Under 50k	24% (576)	35% (836)	42% (1003)	2415
Income: 50k-100k	30% (423)	36% (503)	33% (461)	1387
Income: 100k+	34% (202)	37% (223)	29% (173)	598
Ethnicity: White	26% (882)	35% (1200)	40% (1361)	3443
Ethnicity: Hispanic	30% (207)	37% (256)	34% (236)	699
Ethnicity: Black	39% (212)	37% (205)	24% (131)	549

Continued on next page

**Table MCSPdem1\_5: In general, what kind of fan do you consider yourself of the following?**  
 NFL

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	27% (1200)	35% (1562)	37% (1638)	4400
Ethnicity: Other	26% (106)	38% (156)	36% (146)	408
All Christian	30% (601)	36% (710)	34% (663)	1974
All Non-Christian	30% (62)	34% (71)	36% (76)	208
Atheist	23% (59)	28% (73)	49% (126)	258
Agnostic/Nothing in particular	24% (292)	34% (419)	42% (522)	1232
Something Else	26% (186)	40% (290)	35% (252)	727
Religious Non-Protestant/Catholic	28% (70)	32% (80)	39% (97)	247
Evangelical	28% (298)	36% (385)	36% (381)	1064
Non-Evangelical	30% (470)	38% (600)	32% (508)	1578
Community: Urban	30% (345)	35% (403)	35% (411)	1158
Community: Suburban	29% (608)	36% (757)	35% (725)	2091
Community: Rural	21% (247)	35% (402)	44% (502)	1151
Employ: Private Sector	34% (450)	37% (497)	29% (396)	1343
Employ: Government	32% (84)	40% (106)	28% (73)	263
Employ: Self-Employed	32% (136)	37% (157)	31% (133)	426
Employ: Homemaker	17% (60)	31% (109)	52% (182)	351
Employ: Student	22% (33)	37% (54)	41% (61)	148
Employ: Retired	25% (250)	34% (337)	41% (416)	1003
Employ: Unemployed	22% (121)	32% (172)	46% (252)	546
Employ: Other	20% (65)	40% (129)	39% (126)	321
Military HH: Yes	25% (164)	38% (250)	37% (240)	654
Military HH: No	28% (1036)	35% (1312)	37% (1398)	3746
RD/WT: Right Direction	31% (521)	36% (598)	33% (547)	1666
RD/WT: Wrong Track	25% (679)	35% (964)	40% (1091)	2734
Biden Job Approve	30% (602)	35% (708)	35% (693)	2004
Biden Job Disapprove	26% (554)	36% (762)	38% (824)	2140
Biden Job Strongly Approve	31% (284)	35% (322)	34% (307)	913
Biden Job Somewhat Approve	29% (318)	35% (386)	35% (386)	1091
Biden Job Somewhat Disapprove	26% (167)	40% (258)	34% (222)	647
Biden Job Strongly Disapprove	26% (387)	34% (504)	40% (601)	1493

Continued on next page

**Table MCSPdem1\_5: In general, what kind of fan do you consider yourself of the following?**  
NFL

Demographic	Avid fan		Casual fan		Not a fan		Total N
Adults	27%	(1200)	35%	(1562)	37%	(1638)	4400
Favorable of Biden	29%	(603)	36%	(741)	35%	(714)	2059
Unfavorable of Biden	26%	(547)	35%	(725)	39%	(822)	2093
Very Favorable of Biden	31%	(308)	37%	(373)	32%	(325)	1006
Somewhat Favorable of Biden	28%	(295)	35%	(369)	37%	(389)	1053
Somewhat Unfavorable of Biden	25%	(143)	38%	(217)	36%	(207)	567
Very Unfavorable of Biden	26%	(404)	33%	(507)	40%	(615)	1527
#1 Issue: Economy	31%	(489)	38%	(615)	31%	(497)	1601
#1 Issue: Security	26%	(189)	35%	(251)	39%	(283)	723
#1 Issue: Health Care	29%	(162)	33%	(186)	38%	(214)	561
#1 Issue: Medicare / Social Security	27%	(144)	31%	(164)	41%	(216)	525
#1 Issue: Women's Issues	19%	(57)	33%	(98)	48%	(144)	299
#1 Issue: Education	28%	(48)	37%	(61)	35%	(58)	168
#1 Issue: Energy	20%	(45)	41%	(93)	39%	(89)	227
#1 Issue: Other	22%	(66)	31%	(93)	46%	(138)	297
2020 Vote: Joe Biden	30%	(590)	36%	(714)	33%	(657)	1960
2020 Vote: Donald Trump	28%	(390)	33%	(463)	39%	(545)	1398
2020 Vote: Other	23%	(38)	39%	(64)	38%	(62)	164
2020 Vote: Didn't Vote	21%	(182)	36%	(318)	43%	(375)	875
2018 House Vote: Democrat	32%	(466)	36%	(534)	32%	(474)	1475
2018 House Vote: Republican	27%	(325)	37%	(442)	36%	(430)	1196
2018 House Vote: Someone else	19%	(24)	33%	(40)	48%	(59)	123
2016 Vote: Hillary Clinton	31%	(435)	36%	(506)	33%	(459)	1400
2016 Vote: Donald Trump	30%	(392)	34%	(454)	36%	(475)	1321
2016 Vote: Other	24%	(60)	40%	(100)	36%	(89)	249
2016 Vote: Didn't Vote	22%	(313)	35%	(499)	43%	(613)	1425
Voted in 2014: Yes	29%	(714)	37%	(906)	34%	(822)	2442
Voted in 2014: No	25%	(486)	34%	(656)	42%	(816)	1958
4-Region: Northeast	30%	(238)	35%	(273)	35%	(276)	787
4-Region: Midwest	27%	(247)	35%	(321)	38%	(356)	925
4-Region: South	26%	(430)	36%	(591)	38%	(628)	1648
4-Region: West	27%	(285)	36%	(377)	36%	(378)	1040

Continued on next page

**Table MCSPdem1\_5: In general, what kind of fan do you consider yourself of the following?**

**NFL**

Demographic	Avid fan	Casual fan	Not a fan	Total N
Adults	27% (1200)	35% (1562)	37% (1638)	4400
2110001	26% (560)	36% (795)	38% (827)	2182
2110009	29% (640)	35% (767)	37% (812)	2218
Sports Fans	40% (1166)	45% (1316)	14% (416)	2899
Avid Sports Fans	74% (611)	21% (175)	5% (39)	824
Casual Sports Fans	27% (556)	55% (1141)	18% (378)	2074
Non-Sports Fans	2% (34)	16% (246)	81% (1222)	1501
Sports Fans Non-NHL	32% (476)	48% (716)	20% (294)	1486
NHL Fans	46% (699)	42% (639)	12% (185)	1523
Avid NHL Fans	61% (235)	29% (113)	10% (39)	387
Casual NHL Fans	41% (464)	46% (526)	13% (147)	1137
Has Favorite NHL Team	49% (502)	39% (399)	12% (125)	1026
Has Favorite MLB Team	44% (795)	40% (729)	16% (299)	1823
Has Favorite NBA Team	49% (730)	40% (596)	10% (155)	1481
Has Favorite NFL Team	47% (1110)	46% (1085)	7% (159)	2355
MLB Fans	42% (956)	43% (970)	15% (336)	2262
NBA Fans	45% (911)	45% (910)	10% (199)	2020
NFL Fans	43% (1200)	57% (1562)	— (0)	2762
Avid MLB Fans	66% (487)	23% (172)	10% (77)	736
Avid NBA	71% (482)	23% (154)	6% (40)	676
Avid NFL Fans	100% (1200)	— (0)	— (0)	1200

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	4400	100%
xdemGender	Gender: Male	2124	48%
	Gender: Female	2276	52%
	N	4400	
age	Age: 18-34	1310	30%
	Age: 35-44	715	16%
	Age: 45-64	1502	34%
	Age: 65+	873	20%
	N	4400	
demAgeGeneration	GenZers: 1997-2012	465	11%
	Millennials: 1981-1996	1276	29%
	GenXers: 1965-1980	1028	23%
	Baby Boomers: 1946-1964	1455	33%
	N	4224	
xpid3	PID: Dem (no lean)	1653	38%
	PID: Ind (no lean)	1464	33%
	PID: Rep (no lean)	1284	29%
	N	4400	
xpidGender	PID/Gender: Dem Men	776	18%
	PID/Gender: Dem Women	877	20%
	PID/Gender: Ind Men	750	17%
	PID/Gender: Ind Women	714	16%
	PID/Gender: Rep Men	598	14%
	PID/Gender: Rep Women	686	16%
	N	4400	
xdemIdeo3	Ideo: Liberal (1-3)	1257	29%
	Ideo: Moderate (4)	1257	29%
	Ideo: Conservative (5-7)	1434	33%
	N	3949	
xeduc3	Educ: < College	3024	69%
	Educ: Bachelors degree	888	20%
	Educ: Post-grad	488	11%
	N	4400	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	2415	55%
	Income: 50k-100k	1387	32%
	Income: 100k+	598	14%
	N	4400	
xdemWhite	Ethnicity: White	3443	78%
xdemHispBin	Ethnicity: Hispanic	699	16%
demBlackBin	Ethnicity: Black	549	12%
demRaceOther	Ethnicity: Other	408	9%
xdemReligion	All Christian	1974	45%
	All Non-Christian	208	5%
	Atheist	258	6%
	Agnostic/Nothing in particular	1232	28%
	Something Else	727	17%
	N	4400	
xdemReligOther	Religious Non-Protestant/Catholic	247	6%
xdemEvang	Evangelical	1064	24%
	Non-Evangelical	1578	36%
	N	2642	
xdemUsr	Community: Urban	1158	26%
	Community: Suburban	2091	48%
	Community: Rural	1151	26%
	N	4400	
xdemEmploy	Employ: Private Sector	1343	31%
	Employ: Government	263	6%
	Employ: Self-Employed	426	10%
	Employ: Homemaker	351	8%
	Employ: Student	148	3%
	Employ: Retired	1003	23%
	Employ: Unemployed	546	12%
	Employ: Other	321	7%
	N	4400	
xdemMilHH1	Military HH: Yes	654	15%
	Military HH: No	3746	85%
	N	4400	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	1666	38%
	RD/WT: Wrong Track	2734	62%
	N	4400	
xdemBidenApprove	Biden Job Approve	2004	46%
	Biden Job Disapprove	2140	49%
	N	4144	
xdemBidenApprove2	Biden Job Strongly Approve	913	21%
	Biden Job Somewhat Approve	1091	25%
	Biden Job Somewhat Disapprove	647	15%
	Biden Job Strongly Disapprove	1493	34%
	N	4144	
xdemBidenFav	Favorable of Biden	2059	47%
	Unfavorable of Biden	2093	48%
	N	4152	
xdemBidenFavFull	Very Favorable of Biden	1006	23%
	Somewhat Favorable of Biden	1053	24%
	Somewhat Unfavorable of Biden	567	13%
	Very Unfavorable of Biden	1527	35%
	N	4152	
xnr3	#1 Issue: Economy	1601	36%
	#1 Issue: Security	723	16%
	#1 Issue: Health Care	561	13%
	#1 Issue: Medicare / Social Security	525	12%
	#1 Issue: Women's Issues	299	7%
	#1 Issue: Education	168	4%
	#1 Issue: Energy	227	5%
	#1 Issue: Other	297	7%
	N	4400	
xsubVote20O	2020 Vote: Joe Biden	1960	45%
	2020 Vote: Donald Trump	1398	32%
	2020 Vote: Other	164	4%
	2020 Vote: Didn't Vote	875	20%
	N	4397	
xsubVote18O	2018 House Vote: Democrat	1475	34%
	2018 House Vote: Republican	1196	27%
	2018 House Vote: Someone else	123	3%
	N	2794	

Continued on next page



**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	1400	32%
	2016 Vote: Donald Trump	1321	30%
	2016 Vote: Other	249	6%
	2016 Vote: Didn't Vote	1425	32%
	N	4395	
xsubVote14O	Voted in 2014: Yes	2442	55%
	Voted in 2014: No	1958	45%
	N	4400	
xreg4	4-Region: Northeast	787	18%
	4-Region: Midwest	925	21%
	4-Region: South	1648	37%
	4-Region: West	1040	24%
	N	4400	
poll	2110001	2182	50%
	2110009	2218	50%
	N	4400	
MCSPxdem1	Sports Fans	2899	66%
MCSPxdem2	Avid Sports Fans	824	19%
	Casual Sports Fans	2074	47%
	Non-Sports Fans	1501	34%
	N	4400	
MCSPxdem3	Sports Fans Non-NHL	1486	34%
MCSPxdem4	NHL Fans	1523	35%
MCSPxdem5	Avid NHL Fans	387	9%
	Casual NHL Fans	1137	26%
	N	1523	
MCSPxdem6	Has Favorite NHL Team	1026	23%
MCSPxdem7	Has Favorite MLB Team	1823	41%
MCSPxdem8	Has Favorite NBA Team	1481	34%
MCSPxdem9	Has Favorite NFL Team	2355	54%
MCSPxdem10	MLB Fans	2262	51%
MCSPxdem11	NBA Fans	2020	46%
MCSPxdem12	NFL Fans	2762	63%

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

<b>Demographic</b>	<b>Group</b>	<b>Frequency</b>	<b>Percentage</b>
MCSPxdem13	Avid MLB Fans	736	17%
MCSPxdem14	Avid NBA	676	15%
MCSPxdem15	Avid NFL Fans	1200	27%

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



**MORNING CONSULT**